

Q1\_1. [I'll pay a little more money to support a product or service from a company I trust than a company I don't trust.]

Do you agree or disagree with the following statements?

	Total	Language of Survey		Gender	
		English	French	Male	Female
		A	B	C	D
<b>Base: All Respondents</b>	<b>4009</b>	<b>3053</b>	<b>956</b>	<b>1837</b>	<b>2172</b>
<b>Base: Weighted</b>	<b>4009</b>	<b>3083</b>	<b>926</b>	<b>1944</b>	<b>2065</b>
Strongly agree	941	715	226	422	519
	23%	23%	24%	22%	25%
					C
Somewhat agree	2322	1789	532	1130	1192
	58%	58%	57%	58%	58%
Somewhat disagree	613	483	130	323	290
	15%	16%	14%	17%	14%
				D	
Strongly disagree	134	96	38	69	65
	3%	3%	4%	4%	3%
Sigma	4009	3083	926	1944	2065
	100%	100%	100%	100%	100%
<b>Summary</b>					
Top2Box (Strongly/ Somewhat agree)	3263	2505	758	1552	1711
	81%	81%	82%	80%	83%
					C
TopBox (Strongly agree)	941	715	226	422	519
	23%	23%	24%	22%	25%
					C
Low2Box (Somewhat/ Strongly disagree)	746	578	168	392	354
	19%	19%	18%	20%	17%
				D	
LowBox (Strongly disagree)	134	96	38	69	65
	3%	3%	4%	4%	3%
Mean	3	3	3	3	3
					C
Std. Dev.	0.7	0.7	0.7	0.7	0.7
Std. Err.	*	*	*	*	*

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B, C/D, E/F/G/H/I, J, K/L/M/N/O/P, Q/R/S

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B, C/D, E/F/G/H/I, J, K/L/M/N/O/P, Q/R/S

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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Region			Education		
ONT	QB	ATL	<College	College	University+
N	O	P	Q	R	S
<b>1415</b>	<b>1102</b>	<b>286</b>	<b>1467</b>	<b>1081</b>	<b>1437</b>
<b>1535</b>	<b>962</b>	<b>285</b>	<b>1454</b>	<b>1077</b>	<b>1453</b>
372	238	74	329	262	346
24%	25%	26%	23%	24%	24%
L	L	L			
900	548	154	826	612	872
59%	57%	54%	57%	57%	60%
221	136	50	239	172	197
14%	14%	18%	16%	16%	14%
			S		
42	40	7	60	32	38
3%	4%	2%	4%	3%	3%
			S		
1535	962	285	1454	1077	1453
100%	100%	100%	100%	100%	100%
1272	786	228	1155	873	1218
83%	82%	80%	79%	81%	84%
K					Q
372	238	74	329	262	346
24%	25%	26%	23%	24%	24%
L	L	L			
263	176	57	298	204	236
17%	18%	20%	21%	19%	16%
			S		
42	40	7	60	32	38
3%	4%	2%	4%	3%	3%
			S		
3	3	3	3	3	3
L					Q
0.7	0.7	0.7	0.7	0.7	0.7
*	*	*	*	*	*



Q1\_2. [I pay more attention to companies that I trust than to companies I don't.]

Do you agree or disagree with the following statements?

	Total	Language of Survey		Gender	
		English	French	Male	Female
		A	B	C	D
<b>Base: All Respondents</b>	<b>4009</b>	<b>3053</b>	<b>956</b>	<b>1837</b>	<b>2172</b>
<b>Base: Weighted</b>	<b>4009</b>	<b>3083</b>	<b>926</b>	<b>1944</b>	<b>2065</b>
Strongly agree	1122	819	302	511	610
	28%	27%	33%	26%	30%
			A		C
Somewhat agree	2319	1787	531	1124	1194
	58%	58%	57%	58%	58%
Somewhat disagree	506	428	78	275	231
	13%	14%	8%	14%	11%
		B		D	
Strongly disagree	63	48	14	33	29
	2%	2%	2%	2%	1%
Sigma	4009	3083	926	1944	2065
	100%	100%	100%	100%	100%
<b>Summary</b>					
Top2Box (Strongly/ Somewhat agree)	3440	2607	834	1636	1805
	86%	85%	90%	84%	87%
			A		C
TopBox (Strongly agree)	1122	819	302	511	610
	28%	27%	33%	26%	30%
			A		C
Low2Box (Somewhat/ Strongly disagree)	569	477	92	308	260
	14%	15%	10%	16%	13%
		B		D	
LowBox (Strongly disagree)	63	48	14	33	29
	2%	2%	2%	2%	1%
Mean	3.1	3.1	3.2	3.1	3.2
			A		C
Std. Dev.	0.7	0.7	0.7	0.7	0.7
Std. Err.	*	*	*	*	*

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B, C/D, E/F/G/H/I, J, K/L/M/N/O/P, Q/R/S

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B, C/D, E/F/G/H/I, J, K/L/M/N/O/P, Q/R/S

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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Region			Education		
ONT	QB	ATL	<College	College	University+
N	O	P	Q	R	S
<b>1415</b>	<b>1102</b>	<b>286</b>	<b>1467</b>	<b>1081</b>	<b>1437</b>
<b>1535</b>	<b>962</b>	<b>285</b>	<b>1454</b>	<b>1077</b>	<b>1453</b>
427	314	91	418	309	390
28%	33%	32%	29%	29%	27%
LM	KLMN	LM			
869	542	155	828	644	838
57%	56%	55%	57%	60%	58%
220	90	34	178	116	205
14%	9%	12%	12%	11%	14%
O					R
19	16	4	29	10	20
1%	2%	1%	2%	1%	1%
			R		
1535	962	285	1454	1077	1453
100%	100%	100%	100%	100%	100%
1296	856	247	1247	952	1228
84%	89%	87%	86%	88%	84%
	LN			S	
427	314	91	418	309	390
28%	33%	32%	29%	29%	27%
LM	KLMN	LM			
240	106	38	207	125	225
16%	11%	13%	14%	12%	16%
O					R
19	16	4	29	10	20
1%	2%	1%	2%	1%	1%
			R		
3.1	3.2	3.2	3.1	3.2	3.1
L	KLMN	LM		S	
0.7	0.7	0.7	0.7	0.6	0.7
*	*	*	*	*	*



Q1\_3. [I'm more likely to remember advertisements from companies or brands that I trust.]

Do you agree or disagree with the following statements?

	Total	Language of Survey		Gender	
		English	French	Male	Female
		A	B	C	D
<b>Base: All Respondents</b>	<b>4009</b>	<b>3053</b>	<b>956</b>	<b>1837</b>	<b>2172</b>
<b>Base: Weighted</b>	<b>4009</b>	<b>3083</b>	<b>926</b>	<b>1944</b>	<b>2065</b>
Strongly agree	842	666	176	367	475
	21%	22%	19%	19%	23%
					C
Somewhat agree	2258	1750	508	1069	1188
	56%	57%	55%	55%	58%
Somewhat disagree	746	555	191	412	335
	19%	18%	21%	21%	16%
				D	
Strongly disagree	162	112	51	95	67
	4%	4%	5%	5%	3%
			A	D	
Sigma	4009	3083	926	1944	2065
	100%	100%	100%	100%	100%
<b>Summary</b>					
Top2Box (Strongly/ Somewhat agree)	3100	2416	684	1437	1664
	77%	78%	74%	74%	81%
		B			C
TopBox (Strongly agree)	842	666	176	367	475
	21%	22%	19%	19%	23%
					C
Low2Box (Somewhat/ Strongly disagree)	909	667	242	507	401
	23%	22%	26%	26%	19%
			A	D	
LowBox (Strongly disagree)	162	112	51	95	67
	4%	4%	5%	5%	3%
			A	D	
Mean	2.9	3	2.9	2.9	3
		B			C
Std. Dev.	0.7	0.7	0.8	0.8	0.7
Std. Err.	*	*	*	*	*

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B, C/D, E/F/G/H/I, J, K/L/M/N/O/P, Q/R/S

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B, C/D, E/F/G/H/I, J, K/L/M/N/O/P, Q/R/S

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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Region			Education		
ONT	QB	ATL	<College	College	University+
N	O	P	Q	R	S
<b>1415</b>	<b>1102</b>	<b>286</b>	<b>1467</b>	<b>1081</b>	<b>1437</b>
<b>1535</b>	<b>962</b>	<b>285</b>	<b>1454</b>	<b>1077</b>	<b>1453</b>
331	196	82	326	218	293
22%	20%	29%	22%	20%	20%
K		KLNO			
852	522	156	804	622	825
56%	54%	55%	55%	58%	57%
287	194	43	262	209	268
19%	20%	15%	18%	19%	18%
65	50	4	62	29	67
4%	5%	1%	4%	3%	5%
P	MP		R		R
1535	962	285	1454	1077	1453
100%	100%	100%	100%	100%	100%
1184	718	238	1130	839	1119
77%	75%	84%	78%	78%	77%
		KNO			
331	196	82	326	218	293
22%	20%	29%	22%	20%	20%
K		KLNO			
352	244	47	323	238	335
23%	25%	16%	22%	22%	23%
P	MP				
65	50	4	62	29	67
4%	5%	1%	4%	3%	5%
P	MP		R		R
2.9	2.9	3.1	3	3	2.9
		KLNO			
0.8	0.8	0.7	0.8	0.7	0.8
*	*	*	*	*	*



Q1\_4. [When a product or service's quality and price are similar, I tend to buy the product or service from the company

Do you agree or disagree with the following statements?

	Total	Language of Survey		Gender	
		English	French	Male	Female
		A	B	C	D
<b>Base: All Respondents</b>	<b>4009</b>	<b>3053</b>	<b>956</b>	<b>1837</b>	<b>2172</b>
<b>Base: Weighted</b>	<b>4009</b>	<b>3083</b>	<b>926</b>	<b>1944</b>	<b>2065</b>
Strongly agree	1593	1210	382	732	861
	40%	39%	41%	38%	42%
					C
Somewhat agree	2128	1657	471	1059	1069
	53%	54%	51%	54%	52%
Somewhat disagree	250	191	59	134	116
	6%	6%	6%	7%	6%
Strongly disagree	38	25	13	19	19
	1%	1%	1%	1%	1%
Sigma	4009	3083	926	1944	2065
	100%	100%	100%	100%	100%
<b>Summary</b>					
Top2Box (Strongly/ Somewhat agree)	3721	2867	854	1791	1930
	93%	93%	92%	92%	93%
TopBox (Strongly agree)	1593	1210	382	732	861
	40%	39%	41%	38%	42%
					C
Low2Box (Somewhat/ Strongly disagree)	288	216	72	153	135
	7%	7%	8%	8%	7%
LowBox (Strongly disagree)	38	25	13	19	19
	1%	1%	1%	1%	1%
Mean	3.3	3.3	3.3	3.3	3.3
					C
Std. Dev.	0.6	0.6	0.7	0.6	0.6
Std. Err.	*	*	*	*	*

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B, C/D, E/F/G/H/I, J, K/L/M/N/O/P, Q/R/S

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B, C/D, E/F/G/H/I, J, K/L/M/N/O/P, Q/R/S

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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Region			Education		
ONT	QB	ATL	<College	College	University+
N	O	P	Q	R	S
<b>1415</b>	<b>1102</b>	<b>286</b>	<b>1467</b>	<b>1081</b>	<b>1437</b>
<b>1535</b>	<b>962</b>	<b>285</b>	<b>1454</b>	<b>1077</b>	<b>1453</b>
636	396	119	551	423	611
41%	41%	42%	38%	39%	42%
M	M	M			Q
795	490	147	782	580	757
52%	51%	52%	54%	54%	52%
92	61	16	104	67	75
6%	6%	6%	7%	6%	5%
			S		
12	15	2	17	7	11
1%	2%	1%	1%	1%	1%
	L				
1535	962	285	1454	1077	1453
100%	100%	100%	100%	100%	100%
1431	886	266	1333	1002	1368
93%	92%	94%	92%	93%	94%
					Q
636	396	119	551	423	611
41%	41%	42%	38%	39%	42%
M	M	M			Q
104	76	18	121	75	86
7%	8%	6%	8%	7%	6%
			S		
12	15	2	17	7	11
1%	2%	1%	1%	1%	1%
	L				
3.3	3.3	3.3	3.3	3.3	3.4
M		M			Q
0.6	0.7	0.6	0.6	0.6	0.6
*	*	*	*	*	*





Q1\_5. [I trust third party recognition of products and services such as awards or seals of excellence.]

Do you agree or disagree with the following statements?

	Total	Language of Survey		Gender	
		English	French	Male	Female
		A	B	C	D
<b>Base: All Respondents</b>	<b>4009</b>	<b>3053</b>	<b>956</b>	<b>1837</b>	<b>2172</b>
<b>Base: Weighted</b>	<b>4009</b>	<b>3083</b>	<b>926</b>	<b>1944</b>	<b>2065</b>
Strongly agree	374	265	109	183	191
	9%	9%	12%	9%	9%
Somewhat agree	2144	1654	490	998	1146
	53%	54%	53%	51%	55%
Somewhat disagree	1233	961	272	621	611
	31%	31%	29%	32%	30%
Strongly disagree	259	203	55	141	117
	6%	7%	6%	7%	6%
Sigma	4009	3083	926	1944	2065
	100%	100%	100%	100%	100%
<b>Summary</b>					
Top2Box (Strongly/ Somewhat agree)	2518	1919	599	1181	1336
	63%	62%	65%	61%	65%
TopBox (Strongly agree)	374	265	109	183	191
	9%	9%	12%	9%	9%
Low2Box (Somewhat/ Strongly disagree)	1491	1164	327	763	729
	37%	38%	35%	39%	35%
LowBox (Strongly disagree)	259	203	55	141	117
	6%	7%	6%	7%	6%
Mean	2.7	2.6	2.7	2.6	2.7
			A		C
Std. Dev.	0.7	0.7	0.8	0.8	0.7
Std. Err.	*	*	*	*	*

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B, C/D, E/F/G/H/I, J, K/L/M/N/O/P, Q/R/S

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B, C/D, E/F/G/H/I, J, K/L/M/N/O/P, Q/R/S

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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Region			Education		
ONT	QB	ATL	<College	College	University+
N	O	P	Q	R	S
<b>1415</b>	<b>1102</b>	<b>286</b>	<b>1467</b>	<b>1081</b>	<b>1437</b>
<b>1535</b>	<b>962</b>	<b>285</b>	<b>1454</b>	<b>1077</b>	<b>1453</b>
137	121	29	136	92	146
9%	13%	10%	9%	9%	10%
	KLMN	M			
811	513	154	788	578	768
53%	53%	54%	54%	54%	53%
488	267	81	448	342	435
32%	28%	29%	31%	32%	30%
O					
100	61	20	82	64	105
7%	6%	7%	6%	6%	7%
1535	962	285	1454	1077	1453
100%	100%	100%	100%	100%	100%
947	634	184	924	671	914
62%	66%	64%	64%	62%	63%
	KN				
137	121	29	136	92	146
9%	13%	10%	9%	9%	10%
	KLMN	M			
588	328	101	530	407	540
38%	34%	36%	36%	38%	37%
O					
100	61	20	82	64	105
7%	6%	7%	6%	6%	7%
2.6	2.7	2.7	2.7	2.6	2.7
	KMN				
0.7	0.8	0.8	0.7	0.7	0.8
*	*	*	*	*	*



Q1\_6. [I'm more likely to invest my money in a company that I trust.]

Do you agree or disagree with the following statements?

	Total	Language of Survey		Gender	
		English	French	Male	Female
		A	B	C	D
<b>Base: All Respondents</b>	<b>4009</b>	<b>3053</b>	<b>956</b>	<b>1837</b>	<b>2172</b>
<b>Base: Weighted</b>	<b>4009</b>	<b>3083</b>	<b>926</b>	<b>1944</b>	<b>2065</b>
Strongly agree	1618	1264	355	729	889
	40%	41%	38%	37%	43%
					C
Somewhat agree	2019	1545	474	1018	1000
	50%	50%	51%	52%	48%
				D	
Somewhat disagree	294	224	69	161	133
	7%	7%	8%	8%	6%
				D	
Strongly disagree	78	51	28	36	42
	2%	2%	3%	2%	2%
			A		
Sigma	4009	3083	926	1944	2065
	100%	100%	100%	100%	100%
<b>Summary</b>					
Top2Box (Strongly/ Somewhat agree)	3637	2808	829	1747	1890
	91%	91%	90%	90%	92%
TopBox (Strongly agree)	1618	1264	355	729	889
	40%	41%	38%	37%	43%
					C
Low2Box (Somewhat/ Strongly disagree)	372	275	97	197	175
	9%	9%	10%	10%	8%
LowBox (Strongly disagree)	78	51	28	36	42
	2%	2%	3%	2%	2%
			A		
Mean	3.3	3.3	3.2	3.3	3.3
		B			C
Std. Dev.	0.7	0.7	0.7	0.7	0.7
Std. Err.	*	*	*	*	*

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B, C/D, E/F/G/H/I, J, K/L/M/N/O/P, Q/R/S

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B, C/D, E/F/G/H/I, J, K/L/M/N/O/P, Q/R/S

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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Region			Education		
ONT	QB	ATL	<College	College	University+
N	O	P	Q	R	S
<b>1415</b>	<b>1102</b>	<b>286</b>	<b>1467</b>	<b>1081</b>	<b>1437</b>
<b>1535</b>	<b>962</b>	<b>285</b>	<b>1454</b>	<b>1077</b>	<b>1453</b>
633	382	114	571	446	594
41%	40%	40%	39%	41%	41%
769	479	148	724	544	742
50%	50%	52%	50%	50%	51%
107	74	22	119	72	97
7%	8%	8%	8%	7%	7%
27	27	1	40	15	21
2%	3%	*	3%	1%	1%
	LP		RS		
1535	962	285	1454	1077	1453
100%	100%	100%	100%	100%	100%
1401	861	262	1295	990	1336
91%	89%	92%	89%	92%	92%
				Q	Q
633	382	114	571	446	594
41%	40%	40%	39%	41%	41%
134	101	23	159	87	118
9%	11%	8%	11%	8%	8%
			RS		
27	27	1	40	15	21
2%	3%	*	3%	1%	1%
	LP		RS		
3.3	3.3	3.3	3.3	3.3	3.3
				Q	Q
0.7	0.7	0.6	0.7	0.7	0.7
*	*	*	*	*	*



Q1\_7. [I buy items solely based on their price.]

Do you agree or disagree with the following statements?

	Total	Language of Survey		Gender	
		English	French	Male	Female
		A	B	C	D
<b>Base: All Respondents</b>	<b>4009</b>	<b>3053</b>	<b>956</b>	<b>1837</b>	<b>2172</b>
<b>Base: Weighted</b>	<b>4009</b>	<b>3083</b>	<b>926</b>	<b>1944</b>	<b>2065</b>
Strongly agree	403	304	99	206	198
	10%	10%	11%	11%	10%
Somewhat agree	1566	1230	336	795	771
	39%	40%	36%	41%	37%
Somewhat disagree	1660	1243	417	771	888
	41%	40%	45%	40%	43%
Strongly disagree	380	306	74	172	208
	9%	10%	8%	9%	10%
Sigma	4009	3083	926	1944	2065
	100%	100%	100%	100%	100%
<b>Summary</b>					
Top2Box (Strongly/ Somewhat agree)	1969	1534	435	1000	968
	49%	50%	47%	51%	47%
TopBox (Strongly agree)	403	304	99	206	198
	10%	10%	11%	11%	10%
Low2Box (Somewhat/ Strongly disagree)	2040	1549	491	944	1096
	51%	50%	53%	49%	53%
LowBox (Strongly disagree)	380	306	74	172	208
	9%	10%	8%	9%	10%
Mean	2.5	2.5	2.5	2.5	2.5
				D	
Std. Dev.	0.8	0.8	0.8	0.8	0.8
Std. Err.	*	*	*	*	*

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B, C/D, E/F/G/H/I, J, K/L/M/N/O/P, Q/R/S

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B, C/D, E/F/G/H/I, J, K/L/M/N/O/P, Q/R/S

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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Region			Education		
ONT	QB	ATL	<College	College	University+
N	O	P	Q	R	S
<b>1415</b>	<b>1102</b>	<b>286</b>	<b>1467</b>	<b>1081</b>	<b>1437</b>
<b>1535</b>	<b>962</b>	<b>285</b>	<b>1454</b>	<b>1077</b>	<b>1453</b>
125	113	48	181	100	119
8%	12%	17%	12%	9%	8%
	N	KLMNO	RS		
609	349	101	601	426	532
40%	36%	35%	41%	40%	37%
			S		
645	426	100	541	464	646
42%	44%	35%	37%	43%	44%
P	LP			Q	Q
156	74	36	130	87	157
10%	8%	13%	9%	8%	11%
O		LO			R
1535	962	285	1454	1077	1453
100%	100%	100%	100%	100%	100%
734	462	149	782	526	651
48%	48%	52%	54%	49%	45%
			RS	S	
125	113	48	181	100	119
8%	12%	17%	12%	9%	8%
	N	KLMNO	RS		
801	500	136	671	551	803
52%	52%	48%	46%	51%	55%
L	L			Q	QR
156	74	36	130	87	157
10%	8%	13%	9%	8%	11%
O		LO			R
2.5	2.5	2.6	2.6	2.5	2.4
		N	RS	S	
0.8	0.8	0.9	0.8	0.8	0.8
*	*	0.1	*	*	*

