Q1_1. [I have enough money to live right and pay the bills.]

Do you agree or disagree with the following statements?

		Language of Survey		Gender		Age						Region						Education			Income					
	Total	English	French	Male	Female	18-34	35-44	45-54	55-64	65+	25-54	BC	AB	SK/MB	ON	QC	ATL	<College	College	University +	<$40K	$40K to <$60K	$60K to <$80K	$80K to <$100K	Over $80K	Over $100K
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y
Base: All Respondents	**4002**	**3002**	**1000**	**1798**	**2204**	**895**	**650**	**928**	**305**	**1224**	**2278**	**539**	**321**	**222**	**1511**	**1176**	**233**	**1411**	**1076**	**1494**	**991**	**732**	**641**	**460**	**1157**	**697**
Base: Weighted	**4002**	**3079**	**923**	**1940**	**2062**	**1113**	**604**	**876**	**283**	**1126**	**2353**	**536**	**424**	**264**	**1533**	**960**	**284**	**1385**	**1062**	**1533**	**962**	**725**	**657**	**462**	**1189**	**726**
Strongly agree	1105	884	221	553	552	293	150	198	74	390	590	163	104	73	456	231	79	320	255	530	136	169	210	161	488	327
	28%	29%	24%	29%	27%	26%	25%	23%	26%	35%	25%	30%	24%	27%	30%	24%	28%	23%	24%	35%	14%	23%	32%	35%	41%	45%
		B								EFGHJ	G	O			O					QR		T	TU	TU	TUVW	TUVWX
Somewhat agree	1894	1434	461	936	959	541	282	395	120	557	1116	227	217	122	726	475	128	637	508	736	428	355	316	234	559	325
	47%	47%	50%	48%	46%	49%	47%	45%	42%	49%	47%	42%	51%	46%	47%	49%	45%	46%	48%	48%	44%	49%	48%	51%	47%	45%
										GH			K		K	K								T		
Somewhat disagree	720	532	187	339	381	203	124	193	65	135	452	104	77	42	243	196	58	297	212	205	261	146	105	53	112	59
	18%	17%	20%	17%	18%	18%	20%	22%	23%	12%	19%	19%	18%	16%	16%	20%	20%	21%	20%	13%	27%	20%	16%	12%	9%	8%
			A			I	I	IJ	I		I					N		S	S		UVWXY	WXY	WXY			
Strongly disagree	283	229	53	113	170	75	48	91	25	43	195	43	27	28	107	58	20	131	87	61	137	55	26	13	30	16
	7%	7%	6%	6%	8%	7%	8%	10%	9%	4%	8%	8%	6%	10%	7%	6%	7%	9%	8%	4%	14%	8%	4%	3%	2%	2%
					C	I	I	EIJ	I		I			O				S	S		UVWXY	VWXY				
Sigma	4002	3079	923	1940	2062	1113	604	876	283	1126	2353	536	424	264	1533	960	284	1385	1062	1533	962	725	657	462	1189	726
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																										
Top2Box (Strongly/ Somewhat agree)	3000	2318	682	1489	1511	834	432	592	194	947	1706	390	321	194	1183	706	207	957	763	1266	564	524	526	395	1047	651
	75%	75%	74%	77%	73%	75%	72%	68%	68%	84%	73%	73%	76%	74%	77%	74%	73%	69%	72%	83%	59%	72%	80%	86%	88%	90%
				D		GH				EFGHJ	G				KO					QR		T	TU	TUV	TUVW	TUVWX
TopBox (Strongly agree)	1105	884	221	553	552	293	150	198	74	390	590	163	104	73	456	231	79	320	255	530	136	169	210	161	488	327
	28%	29%	24%	29%	27%	26%	25%	23%	26%	35%	25%	30%	24%	27%	30%	24%	28%	23%	24%	35%	14%	23%	32%	35%	41%	45%
		B								EFGHJ	G	O			O					QR		T	TU	TU	TUVW	TUVWX
Low2Box (Somewhat/ Strongly disagree)	1002	762	241	451	551	278	172	284	90	179	647	147	104	70	350	254	78	428	299	266	398	201	131	67	142	75
	25%	25%	26%	23%	27%	25%	28%	32%	32%	16%	27%	27%	24%	26%	23%	26%	27%	31%	28%	17%	41%	28%	20%	14%	12%	10%
					C	I	I	EIJ	EI		I	N				N		S	S		UVWXY	VWXY	WXY	XY	Y	
LowBox (Strongly disagree)	283	229	53	113	170	75	48	91	25	43	195	43	27	28	107	58	20	131	87	61	137	55	26	13	30	16
	7%	7%	6%	6%	8%	7%	8%	10%	9%	4%	8%	8%	6%	10%	7%	6%	7%	9%	8%	4%	14%	8%	4%	3%	2%	2%
					C	I	I	EIJ	I		I			O				S	S		UVWXY	VWXY				
Mean	3	3	2.9	3	2.9	2.9	2.9	2.8	2.9	3.1	2.9	2.9	2.9	2.9	3	2.9	2.9	2.8	2.9	3.1	2.6	2.9	3.1	3.2	3.3	3.3
				D		GJ				EFGHJ	G				O					QR		T	TU	TU	TUVW	TUVWX
Std. Dev.	0.9	0.9	0.8	0.8	0.9	0.8	0.9	0.9	0.9	0.8	0.9	0.9	0.8	0.9	0.9	0.8	0.9	0.9	0.9	0.8	0.9	0.9	0.8	0.7	0.7	0.7
Std. Err.	*	*	*	*	*	*	*	*	0.1	*	*	*	*	0.1	*	*	0.1	*	*	*	*	*	*	*	*	*

Q1_2. [My economic situation is better today than it was a year ago.]

Do you agree or disagree with the following statements?

		Language of Survey		Gender		Age						Region						Education			Income					
	Total	English	French	Male	Female	18-34	35-44	45-54	55-64	65+	25-54	BC	AB	SK/MB	ON	QC	ATL	<College	College	University +	<$40K	$40K to <$60K	$60K to <$80K	$80K to <$100K	Over $80K	Over $100K
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y
Base: All Respondents	**4002**	**3002**	**1000**	**1798**	**2204**	**895**	**650**	**928**	**305**	**1224**	**2278**	**539**	**321**	**222**	**1511**	**1176**	**233**	**1411**	**1076**	**1494**	**991**	**732**	**641**	**460**	**1157**	**697**
Base: Weighted	**4002**	**3079**	**923**	**1940**	**2062**	**1113**	**604**	**876**	**283**	**1126**	**2353**	**536**	**424**	**264**	**1533**	**960**	**284**	**1385**	**1062**	**1533**	**962**	**725**	**657**	**462**	**1189**	**726**
Strongly agree	555	443	112	305	250	241	93	106	32	84	381	77	39	29	243	125	42	158	143	253	86	91	110	85	231	146
	14%	14%	12%	16%	12%	22%	15%	12%	11%	7%	16%	14%	9%	11%	16%	13%	15%	11%	13%	16%	9%	13%	17%	18%	19%	20%
				D		FGHIJ	I	I	I		GHI	L			LO		L			QR		T	TU	TU	TU	TU
Somewhat agree	1775	1332	442	942	833	517	305	385	102	466	1117	219	174	110	689	446	137	547	470	748	366	275	321	243	618	375
	44%	43%	48%	49%	40%	46%	51%	44%	36%	41%	47%	41%	41%	42%	45%	46%	48%	40%	44%	49%	38%	38%	49%	52%	52%	52%
			A	D		HI	GHI	H			GHI					K			Q	QR			TU	TU	TU	TU
Somewhat disagree	1275	977	299	539	736	271	152	283	109	461	638	188	144	91	461	314	77	499	337	431	337	282	188	107	278	171
	32%	32%	32%	28%	36%	24%	25%	32%	38%	41%	27%	35%	34%	34%	30%	33%	27%	36%	32%	28%	35%	39%	29%	23%	23%	24%
					C			EFJ	EFJ	EFGJ	E	NP						RS			VWXY	VWXY	WXY			
Strongly disagree	397	328	69	153	243	84	54	102	41	116	217	53	67	34	139	75	28	181	112	101	173	77	38	28	62	34
	10%	11%	8%	8%	12%	8%	9%	12%	15%	10%	9%	10%	16%	13%	9%	8%	10%	13%	11%	7%	18%	11%	6%	6%	5%	5%
		B			C			EJ	EFIJ	E	E		KNO	O				S	S		UVWXY	VWXY				
Sigma	4002	3079	923	1940	2062	1113	604	876	283	1126	2353	536	424	264	1533	960	284	1385	1062	1533	962	725	657	462	1189	726
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																										
Top2Box (Strongly/ Somewhat agree)	2330	1775	555	1247	1082	758	398	491	134	550	1498	296	213	139	932	571	179	705	613	1001	452	367	431	328	849	521
	58%	58%	60%	64%	52%	68%	66%	56%	47%	49%	64%	55%	50%	53%	61%	59%	63%	51%	58%	65%	47%	51%	66%	71%	71%	72%
				D		GHIJ	GHI	HI			GHI				KLM	L	LM		Q	QR			TU	TU	TUV	TUV
TopBox (Strongly agree)	555	443	112	305	250	241	93	106	32	84	381	77	39	29	243	125	42	158	143	253	86	91	110	85	231	146
	14%	14%	12%	16%	12%	22%	15%	12%	11%	7%	16%	14%	9%	11%	16%	13%	15%	11%	13%	16%	9%	13%	17%	18%	19%	20%
				D		FGHIJ	I	I	I		GHI	L			LO		L			QR		T	TU	TU	TU	TU
Low2Box (Somewhat/ Strongly disagree)	1672	1304	368	693	980	355	206	385	150	576	855	241	211	125	600	389	106	680	449	532	510	358	226	134	340	205
	42%	42%	40%	36%	48%	32%	34%	44%	53%	51%	36%	45%	50%	47%	39%	41%	37%	49%	42%	35%	53%	49%	34%	29%	29%	28%
					C			EFJ	EFGJ	EFGJ	E	N	NOP	NP				RS	S		VWXY	VWXY	XY			
LowBox (Strongly disagree)	397	328	69	153	243	84	54	102	41	116	217	53	67	34	139	75	28	181	112	101	173	77	38	28	62	34
	10%	11%	8%	8%	12%	8%	9%	12%	15%	10%	9%	10%	16%	13%	9%	8%	10%	13%	11%	7%	18%	11%	6%	6%	5%	5%
		B			C			EJ	EFIJ	E	E		KNO	O				S	S		UVWXY	VWXY				
Mean	2.6	2.6	2.6	2.7	2.5	2.8	2.7	2.6	2.4	2.5	2.7	2.6	2.4	2.5	2.7	2.6	2.7	2.5	2.6	2.8	2.4	2.5	2.8	2.8	2.9	2.9
				D		FGHIJ	GHI	HI			GHI	L			LM	LM	LM		Q	QR		T	TU	TU	TUV	TUV
Std. Dev.	0.8	0.9	0.8	0.8	0.9	0.9	0.8	0.8	0.9	0.8	0.8	0.9	0.9	0.9	0.8	0.8	0.8	0.9	0.8	0.8	0.9	0.8	0.8	0.8	0.8	0.8
Std. Err.	*	*	*	*	*	*	*	*	0.1	*	*	*	*	0.1	*	*	0.1	*	*	*	*	*	*	*	*	*

Q1_3. [I am confident that a year from now my economic situation will be better than it is today.]

Do you agree or disagree with the following statements?

		Language of Survey		Gender		Age						Region						Education			Income					
	Total	English	French	Male	Female	18-34	35-44	45-54	55-64	65+	25-54	BC	AB	SK/MB	ON	QC	ATL	<College	College	University +	<$40K	$40K to <$60K	$60K to <$80K	$80K to <$100K	Over $80K	Over $100K
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y
Base: All Respondents	**4002**	**3002**	**1000**	**1798**	**2204**	**895**	**650**	**928**	**305**	**1224**	**2278**	**539**	**321**	**222**	**1511**	**1176**	**233**	**1411**	**1076**	**1494**	**991**	**732**	**641**	**460**	**1157**	**697**
Base: Weighted	**4002**	**3079**	**923**	**1940**	**2062**	**1113**	**604**	**876**	**283**	**1126**	**2353**	**536**	**424**	**264**	**1533**	**960**	**284**	**1385**	**1062**	**1533**	**962**	**725**	**657**	**462**	**1189**	**726**
Strongly agree	675	510	165	319	356	331	118	129	31	66	495	67	71	33	271	169	63	196	177	301	132	128	132	88	238	150
	17%	17%	18%	16%	17%	30%	19%	15%	11%	6%	21%	12%	17%	13%	18%	18%	22%	14%	17%	20%	14%	18%	20%	19%	20%	21%
						FGHIJ	GHI	I	I		GHI				K	K	KM			Q		T	T	T	T	T
Somewhat agree	1906	1455	452	1011	895	547	317	448	119	477	1209	246	196	128	727	475	135	636	507	753	413	316	321	256	646	390
	48%	47%	49%	52%	43%	49%	52%	51%	42%	42%	51%	46%	46%	49%	47%	49%	47%	46%	48%	49%	43%	44%	49%	55%	54%	54%
				D		HI	HI	HI			HI												T	TUV	TUV	TU
Somewhat disagree	1146	894	252	502	644	198	144	228	101	474	523	171	127	84	436	258	70	426	304	408	297	231	183	101	264	163
	29%	29%	27%	26%	31%	18%	24%	26%	36%	42%	22%	32%	30%	32%	28%	27%	25%	31%	29%	27%	31%	32%	28%	22%	22%	22%
					C		E	EJ	EFGJ	EFGHJ	E	OP						S			WXY	WXY	WXY			
Strongly disagree	274	220	54	108	166	37	25	71	33	109	126	52	30	19	99	58	16	126	73	71	121	50	21	18	41	23
	7%	7%	6%	6%	8%	3%	4%	8%	12%	10%	5%	10%	7%	7%	6%	6%	6%	9%	7%	5%	13%	7%	3%	4%	3%	3%
					C			EFJ	EFJ	EFJ	E	NO						S	S		UVWXY	VWXY				
Sigma	4002	3079	923	1940	2062	1113	604	876	283	1126	2353	536	424	264	1533	960	284	1385	1062	1533	962	725	657	462	1189	726
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																										
Top2Box (Strongly/ Somewhat agree)	2581	1965	617	1330	1251	878	434	577	149	543	1704	313	267	162	998	644	198	832	684	1054	544	444	453	344	884	540
	65%	64%	67%	69%	61%	79%	72%	66%	53%	48%	72%	58%	63%	61%	65%	67%	70%	60%	64%	69%	57%	61%	69%	74%	74%	74%
				D		FGHIJ	GHI	HI			GHI				K	K	K		Q	QR			TU	TU	TUV	TUV
TopBox (Strongly agree)	675	510	165	319	356	331	118	129	31	66	495	67	71	33	271	169	63	196	177	301	132	128	132	88	238	150
	17%	17%	18%	16%	17%	30%	19%	15%	11%	6%	21%	12%	17%	13%	18%	18%	22%	14%	17%	20%	14%	18%	20%	19%	20%	21%
						FGHIJ	GHI	I	I		GHI				K	K	KM			Q		T	T	T	T	T
Low2Box (Somewhat/ Strongly disagree)	1421	1115	306	610	810	235	170	299	134	583	650	223	157	103	535	316	86	553	378	479	418	281	203	119	305	186
	35%	36%	33%	31%	39%	21%	28%	34%	47%	52%	28%	42%	37%	39%	35%	33%	30%	40%	36%	31%	43%	39%	31%	26%	26%	26%
					C		E	EFJ	EFGJ	EFGJ	E	NOP						RS	S		VWXY	VWXY	XY			
LowBox (Strongly disagree)	274	220	54	108	166	37	25	71	33	109	126	52	30	19	99	58	16	126	73	71	121	50	21	18	41	23
	7%	7%	6%	6%	8%	3%	4%	8%	12%	10%	5%	10%	7%	7%	6%	6%	6%	9%	7%	5%	13%	7%	3%	4%	3%	3%
					C			EFJ	EFJ	EFJ	E	NO						S	S		UVWXY	VWXY				
Mean	2.7	2.7	2.8	2.8	2.7	3.1	2.9	2.7	2.5	2.4	2.9	2.6	2.7	2.7	2.8	2.8	2.9	2.7	2.7	2.8	2.6	2.7	2.9	2.9	2.9	2.9
				D		FGHIJ	GHI	HI			GHI		K		K	KM	KM		Q	QR		T	TU	TU	TU	TU
Std. Dev.	0.8	0.8	0.8	0.8	0.8	0.8	0.8	0.8	0.8	0.7	0.8	0.8	0.8	0.8	0.8	0.8	0.8	0.8	0.8	0.8	0.9	0.8	0.8	0.7	0.7	0.7
Std. Err.	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*

Q1_4. [It is important to me to trust the companies that I support.]

Do you agree or disagree with the following statements?

		Language of Survey		Gender		Age						Region						Education			Income					
	Total	English	French	Male	Female	18-34	35-44	45-54	55-64	65+	25-54	BC	AB	SK/MB	ON	QC	ATL	<College	College	University +	<$40K	$40K to <$60K	$60K to <$80K	$80K to <$100K	Over $80K	Over $100K
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y
Base: All Respondents	**4002**	**3002**	**1000**	**1798**	**2204**	**895**	**650**	**928**	**305**	**1224**	**2278**	**539**	**321**	**222**	**1511**	**1176**	**233**	**1411**	**1076**	**1494**	**991**	**732**	**641**	**460**	**1157**	**697**
Base: Weighted	**4002**	**3079**	**923**	**1940**	**2062**	**1113**	**604**	**876**	**283**	**1126**	**2353**	**536**	**424**	**264**	**1533**	**960**	**284**	**1385**	**1062**	**1533**	**962**	**725**	**657**	**462**	**1189**	**726**
Strongly agree	1322	1012	310	588	734	341	181	274	103	422	711	188	133	79	506	319	96	469	373	477	306	256	211	155	398	243
	33%	33%	34%	30%	36%	31%	30%	31%	36%	38%	30%	35%	31%	30%	33%	33%	34%	34%	35%	31%	32%	35%	32%	33%	33%	33%
					C				J	EFGJ									S							
Somewhat agree	2290	1744	545	1129	1160	628	352	517	165	627	1374	295	239	161	863	568	163	791	584	900	549	395	382	267	685	418
	57%	57%	59%	58%	56%	56%	58%	59%	58%	56%	58%	55%	56%	61%	56%	59%	57%	57%	55%	59%	57%	55%	58%	58%	58%	58%
Somewhat disagree	336	281	55	197	138	123	64	71	15	63	237	45	45	19	145	60	21	99	93	140	86	63	58	37	97	60
	8%	9%	6%	10%	7%	11%	11%	8%	5%	6%	10%	8%	11%	7%	9%	6%	7%	7%	9%	9%	9%	9%	9%	8%	8%	8%
		B		D		GHI	HI	I			GHI		O		O											
Strongly disagree	55	42	13	26	29	21	6	14	-	14	31	8	7	4	19	12	4	26	12	15	21	11	6	3	9	6
	1%	1%	1%	1%	1%	2%	1%	2%	-	1%	1%	2%	2%	2%	1%	1%	1%	2%	1%	1%	2%	2%	1%	1%	1%	1%
						H		H													VWXY					
Sigma	4002	3079	923	1940	2062	1113	604	876	283	1126	2353	536	424	264	1533	960	284	1385	1062	1533	962	725	657	462	1189	726
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																										
Top2Box (Strongly/ Somewhat agree)	3611	2756	855	1717	1895	969	534	791	268	1050	2085	483	373	241	1368	888	259	1259	957	1377	855	651	593	422	1083	661
	90%	90%	93%	88%	92%	87%	88%	90%	95%	93%	89%	90%	88%	91%	89%	92%	91%	91%	90%	90%	89%	90%	90%	91%	91%	91%
			A		C			EJ	EFGJ	EFGJ						LN										
TopBox (Strongly agree)	1322	1012	310	588	734	341	181	274	103	422	711	188	133	79	506	319	96	469	373	477	306	256	211	155	398	243
	33%	33%	34%	30%	36%	31%	30%	31%	36%	38%	30%	35%	31%	30%	33%	33%	34%	34%	35%	31%	32%	35%	32%	33%	33%	33%
					C				J	EFGJ									S							
Low2Box (Somewhat/ Strongly disagree)	391	323	68	223	167	143	70	85	15	76	268	54	52	23	164	73	25	125	105	156	107	74	63	40	106	66
	10%	10%	7%	12%	8%	13%	12%	10%	5%	7%	11%	10%	12%	9%	11%	8%	9%	9%	10%	10%	11%	10%	10%	9%	9%	9%
		B		D		GHI	HI	HI			GHI		O		O											
LowBox (Strongly disagree)	55	42	13	26	29	21	6	14	-	14	31	8	7	4	19	12	4	26	12	15	21	11	6	3	9	6
	1%	1%	1%	1%	1%	2%	1%	2%	-	1%	1%	2%	2%	2%	1%	1%	1%	2%	1%	1%	2%	2%	1%	1%	1%	1%
						H		H													VWXY					
Mean	3.2	3.2	3.2	3.2	3.3	3.2	3.2	3.2	3.3	3.3	3.2	3.2	3.2	3.2	3.2	3.2	3.2	3.2	3.2	3.2	3.2	3.2	3.2	3.2	3.2	3.2
					C				EFGJ	EFGJ																
Std. Dev.	0.6	0.7	0.6	0.7	0.6	0.7	0.6	0.6	0.6	0.6	0.7	0.7	0.7	0.6	0.7	0.6	0.6	0.7	0.7	0.6	0.7	0.7	0.6	0.6	0.6	0.6
Std. Err.	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*

Q1_5. [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?

		Language of Survey		Gender		Age						Region						Education			Income					
	Total	English	French	Male	Female	18-34	35-44	45-54	55-64	65+	25-54	BC	AB	SK/MB	ON	QC	ATL	<College	College	University +	<$40K	$40K to <$60K	$60K to <$80K	$80K to <$100K	Over $80K	Over $100K
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y
Base: All Respondents	**4002**	**3002**	**1000**	**1798**	**2204**	**895**	**650**	**928**	**305**	**1224**	**2278**	**539**	**321**	**222**	**1511**	**1176**	**233**	**1411**	**1076**	**1494**	**991**	**732**	**641**	**460**	**1157**	**697**
Base: Weighted	**4002**	**3079**	**923**	**1940**	**2062**	**1113**	**604**	**876**	**283**	**1126**	**2353**	**536**	**424**	**264**	**1533**	**960**	**284**	**1385**	**1062**	**1533**	**962**	**725**	**657**	**462**	**1189**	**726**
Strongly agree	865	667	198	404	461	293	135	156	56	226	519	115	80	53	343	202	72	275	223	363	170	158	147	99	288	189
	22%	22%	21%	21%	22%	26%	22%	18%	20%	20%	22%	21%	19%	20%	22%	21%	25%	20%	21%	24%	18%	22%	22%	21%	24%	26%
						GHIJ	G				G									Q		T	T		T	T
Somewhat agree	2331	1814	518	1127	1204	599	345	513	165	709	1344	330	255	154	885	547	159	793	618	909	530	425	393	290	714	425
	58%	59%	56%	58%	58%	54%	57%	59%	58%	63%	57%	62%	60%	58%	58%	57%	56%	57%	58%	59%	55%	59%	60%	63%	60%	58%
								E		EFGJ	E													T	T	
Somewhat disagree	680	513	167	346	334	193	101	169	50	167	409	81	80	47	258	173	41	263	188	223	213	119	100	68	164	96
	17%	17%	18%	18%	16%	17%	17%	19%	18%	15%	17%	15%	19%	18%	17%	18%	15%	19%	18%	15%	22%	16%	15%	15%	14%	13%
								IJ										S	S		UVWXY					
Strongly disagree	126	86	40	64	62	28	23	38	12	25	81	10	9	10	47	39	12	54	33	37	49	23	16	6	23	18
	3%	3%	4%	3%	3%	3%	4%	4%	4%	2%	3%	2%	2%	4%	3%	4%	4%	4%	3%	2%	5%	3%	2%	1%	2%	2%
			A				I	EI	I		I					K		S			VWXY	W				
Sigma	4002	3079	923	1940	2062	1113	604	876	283	1126	2353	536	424	264	1533	960	284	1385	1062	1533	962	725	657	462	1189	726
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																										
Top2Box (Strongly/ Somewhat agree)	3196	2481	716	1531	1665	892	480	669	220	935	1862	446	335	207	1228	749	231	1068	841	1272	700	583	540	389	1002	613
	80%	81%	78%	79%	81%	80%	80%	76%	78%	83%	79%	83%	79%	78%	80%	78%	81%	77%	79%	83%	73%	80%	82%	84%	84%	84%
		B								GHJ	G	O								QR		T	T	T	TU	T
TopBox (Strongly agree)	865	667	198	404	461	293	135	156	56	226	519	115	80	53	343	202	72	275	223	363	170	158	147	99	288	189
	22%	22%	21%	21%	22%	26%	22%	18%	20%	20%	22%	21%	19%	20%	22%	21%	25%	20%	21%	24%	18%	22%	22%	21%	24%	26%
						GHIJ	G				G									Q		T	T		T	T
Low2Box (Somewhat/ Strongly disagree)	806	599	207	409	397	221	124	207	63	191	491	91	89	57	305	211	53	317	221	261	262	142	116	73	187	113
	20%	19%	22%	21%	19%	20%	20%	24%	22%	17%	21%	17%	21%	22%	20%	22%	19%	23%	21%	17%	27%	20%	18%	16%	16%	16%
			A					IJ	I		I					K		S	S		UVWXY	X				
LowBox (Strongly disagree)	126	86	40	64	62	28	23	38	12	25	81	10	9	10	47	39	12	54	33	37	49	23	16	6	23	18
	3%	3%	4%	3%	3%	3%	4%	4%	4%	2%	3%	2%	2%	4%	3%	4%	4%	4%	3%	2%	5%	3%	2%	1%	2%	2%
			A				I	EI	I		I					K		S			VWXY	W				
Mean	3	3	2.9	3	3	3	3	2.9	2.9	3	3	3	3	2.9	3	2.9	3	2.9	3	3	2.9	3	3	3	3.1	3.1
						GHJ	G			G	G	O								QR		T	T	T	TU	TU
Std. Dev.	0.7	0.7	0.8	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.8	0.7	0.7	0.7	0.8	0.7	0.7	0.6	0.7	0.7
Std. Err.	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*

Q1_6. [When I trust a company, I tend to recommend that product or service to my friends and family.]

Do you agree or disagree with the following statements?

		Language of Survey		Gender		Age						Region						Education			Income					
	Total	English	French	Male	Female	18-34	35-44	45-54	55-64	65+	25-54	BC	AB	SK/MB	ON	QC	ATL	<College	College	University +	<$40K	$40K to <$60K	$60K to <$80K	$80K to <$100K	Over $80K	Over $100K
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y
Base: All Respondents	**4002**	**3002**	**1000**	**1798**	**2204**	**895**	**650**	**928**	**305**	**1224**	**2278**	**539**	**321**	**222**	**1511**	**1176**	**233**	**1411**	**1076**	**1494**	**991**	**732**	**641**	**460**	**1157**	**697**
Base: Weighted	**4002**	**3079**	**923**	**1940**	**2062**	**1113**	**604**	**876**	**283**	**1126**	**2353**	**536**	**424**	**264**	**1533**	**960**	**284**	**1385**	**1062**	**1533**	**962**	**725**	**657**	**462**	**1189**	**726**
Strongly agree	1075	825	250	466	609	370	174	225	74	231	694	137	107	69	413	253	96	376	290	406	237	197	192	135	341	206
	27%	27%	27%	24%	30%	33%	29%	26%	26%	20%	30%	26%	25%	26%	27%	26%	34%	27%	27%	26%	25%	27%	29%	29%	29%	28%
					C	GHIJ	I	I	I		GI						KLNO						T		T	
Somewhat agree	2283	1752	531	1124	1159	611	356	523	160	633	1362	294	249	157	875	558	150	793	605	873	540	427	384	252	675	423
	57%	57%	58%	58%	56%	55%	59%	60%	56%	56%	58%	55%	59%	60%	57%	58%	53%	57%	57%	57%	56%	59%	58%	55%	57%	58%
								E			E															
Somewhat disagree	530	417	113	283	248	115	58	108	42	207	251	89	62	34	196	120	29	177	137	212	143	90	65	66	150	84
	13%	14%	12%	15%	12%	10%	10%	12%	15%	18%	11%	17%	15%	13%	13%	13%	10%	13%	13%	14%	15%	12%	10%	14%	13%	12%
				D				J	EFJ	EFGJ		NOP									V			V		
Strongly disagree	113	85	28	67	46	16	15	20	7	55	46	15	7	3	48	29	10	39	30	43	42	11	16	9	22	13
	3%	3%	3%	3%	2%	1%	3%	2%	2%	5%	2%	3%	2%	1%	3%	3%	4%	3%	3%	3%	4%	2%	2%	2%	2%	2%
				D						EFGJ											UVWXY					
Sigma	4002	3079	923	1940	2062	1113	604	876	283	1126	2353	536	424	264	1533	960	284	1385	1062	1533	962	725	657	462	1189	726
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																										
Top2Box (Strongly/ Somewhat agree)	3358	2577	781	1590	1768	981	531	749	234	863	2056	432	355	226	1289	811	245	1168	895	1278	777	624	576	388	1017	629
	84%	84%	85%	82%	86%	88%	88%	85%	83%	77%	87%	81%	84%	86%	84%	84%	86%	84%	84%	83%	81%	86%	88%	84%	86%	87%
					C	HI	HI	I	I		GHI					K						T	T		T	T
TopBox (Strongly agree)	1075	825	250	466	609	370	174	225	74	231	694	137	107	69	413	253	96	376	290	406	237	197	192	135	341	206
	27%	27%	27%	24%	30%	33%	29%	26%	26%	20%	30%	26%	25%	26%	27%	26%	34%	27%	27%	26%	25%	27%	29%	29%	29%	28%
					C	GHIJ	I	I	I		GI						KLNO						T		T	
Low2Box (Somewhat/ Strongly disagree)	644	502	141	350	294	131	73	128	49	263	297	104	69	38	244	149	39	216	167	254	185	101	81	75	172	97
	16%	16%	15%	18%	14%	12%	12%	15%	17%	23%	13%	19%	16%	14%	16%	16%	14%	16%	16%	17%	19%	14%	12%	16%	14%	13%
				D				J	EFJ	EFGHJ		O									UVXY					
LowBox (Strongly disagree)	113	85	28	67	46	16	15	20	7	55	46	15	7	3	48	29	10	39	30	43	42	11	16	9	22	13
	3%	3%	3%	3%	2%	1%	3%	2%	2%	5%	2%	3%	2%	1%	3%	3%	4%	3%	3%	3%	4%	2%	2%	2%	2%	2%
				D						EFGJ											UVWXY					
Mean	3.1	3.1	3.1	3	3.1	3.2	3.1	3.1	3.1	2.9	3.1	3	3.1	3.1	3.1	3.1	3.2	3.1	3.1	3.1	3	3.1	3.1	3.1	3.1	3.1
					C	GHIJ	I	I	I		GHI						K					T	T	T	T	T
Std. Dev.	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.8	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.8	0.7	0.7	0.7	0.7	0.7
Std. Err.	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*

Q1_7. [I pay more attention to companies that I trust than to companies I don't.]

Do you agree or disagree with the following statements?

		Language of Survey		Gender		Age						Region						Education			Income					
	Total	English	French	Male	Female	18-34	35-44	45-54	55-64	65+	25-54	BC	AB	SK/MB	ON	QC	ATL	<College	College	University +	<$40K	$40K to <$60K	$60K to <$80K	$80K to <$100K	Over $80K	Over $100K
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y
Base: All Respondents	**4002**	**3002**	**1000**	**1798**	**2204**	**895**	**650**	**928**	**305**	**1224**	**2278**	**539**	**321**	**222**	**1511**	**1176**	**233**	**1411**	**1076**	**1494**	**991**	**732**	**641**	**460**	**1157**	**697**
Base: Weighted	**4002**	**3079**	**923**	**1940**	**2062**	**1113**	**604**	**876**	**283**	**1126**	**2353**	**536**	**424**	**264**	**1533**	**960**	**284**	**1385**	**1062**	**1533**	**962**	**725**	**657**	**462**	**1189**	**726**
Strongly agree	1015	743	272	471	544	306	157	199	72	280	583	137	94	50	374	282	78	360	275	375	234	185	183	108	295	187
	25%	24%	29%	24%	26%	28%	26%	23%	26%	25%	25%	25%	22%	19%	24%	29%	27%	26%	26%	24%	24%	26%	28%	23%	25%	26%
			A			GJ										LMN	M									
Somewhat agree	2392	1841	550	1164	1227	636	348	514	175	719	1374	318	262	176	913	561	161	820	640	918	566	441	386	292	723	431
	60%	60%	60%	60%	60%	57%	58%	59%	62%	64%	58%	59%	62%	67%	60%	58%	57%	59%	60%	60%	59%	61%	59%	63%	61%	59%
										EFGJ				NOP												
Somewhat disagree	506	427	79	257	249	144	83	143	30	106	342	69	57	29	217	95	40	165	124	213	129	86	76	53	149	96
	13%	14%	9%	13%	12%	13%	14%	16%	11%	9%	15%	13%	13%	11%	14%	10%	14%	12%	12%	14%	13%	12%	12%	11%	13%	13%
		B				I	I	EHI			I				O											
Strongly disagree	89	68	21	48	41	26	17	21	5	21	55	13	12	8	30	22	5	39	22	27	33	13	11	10	22	12
	2%	2%	2%	2%	2%	2%	3%	2%	2%	2%	2%	2%	3%	3%	2%	2%	2%	3%	2%	2%	3%	2%	2%	2%	2%	2%
																					UVXY					
Sigma	4002	3079	923	1940	2062	1113	604	876	283	1126	2353	536	424	264	1533	960	284	1385	1062	1533	962	725	657	462	1189	726
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																										
Top2Box (Strongly/ Somewhat agree)	3406	2584	822	1635	1771	943	505	713	248	999	1956	455	356	227	1286	843	239	1181	916	1293	800	626	569	399	1017	618
	85%	84%	89%	84%	86%	85%	84%	81%	87%	89%	83%	85%	84%	86%	84%	88%	84%	85%	86%	84%	83%	86%	87%	86%	86%	85%
			A						G	EFGJ						N										
TopBox (Strongly agree)	1015	743	272	471	544	306	157	199	72	280	583	137	94	50	374	282	78	360	275	375	234	185	183	108	295	187
	25%	24%	29%	24%	26%	28%	26%	23%	26%	25%	25%	25%	22%	19%	24%	29%	27%	26%	26%	24%	24%	26%	28%	23%	25%	26%
			A			GJ										LMN	M									
Low2Box (Somewhat/ Strongly disagree)	596	495	100	305	291	170	99	164	36	127	397	82	68	37	247	117	45	204	146	240	162	99	87	63	171	108
	15%	16%	11%	16%	14%	15%	16%	19%	13%	11%	17%	15%	16%	14%	16%	12%	16%	15%	14%	16%	17%	14%	13%	14%	14%	15%
		B				I	I	HI			I				O											
LowBox (Strongly disagree)	89	68	21	48	41	26	17	21	5	21	55	13	12	8	30	22	5	39	22	27	33	13	11	10	22	12
	2%	2%	2%	2%	2%	2%	3%	2%	2%	2%	2%	2%	3%	3%	2%	2%	2%	3%	2%	2%	3%	2%	2%	2%	2%	2%
																					UVXY					
Mean	3.1	3.1	3.2	3.1	3.1	3.1	3.1	3	3.1	3.1	3.1	3.1	3	3	3.1	3.1	3.1	3.1	3.1	3.1	3	3.1	3.1	3.1	3.1	3.1
			A			GJ			G	GJ	G					LMN							T			
Std. Dev.	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.6	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7
Std. Err.	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*

Q1_8. [I consider myself very loyal to the brands and companies that I support.]

Do you agree or disagree with the following statements?

		Language of Survey		Gender		Age						Region						Education			Income					
	Total	English	French	Male	Female	18-34	35-44	45-54	55-64	65+	25-54	BC	AB	SK/MB	ON	QC	ATL	<College	College	University +	<$40K	$40K to <$60K	$60K to <$80K	$80K to <$100K	Over $80K	Over $100K
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y
Base: All Respondents	**4002**	**3002**	**1000**	**1798**	**2204**	**895**	**650**	**928**	**305**	**1224**	**2278**	**539**	**321**	**222**	**1511**	**1176**	**233**	**1411**	**1076**	**1494**	**991**	**732**	**641**	**460**	**1157**	**697**
Base: Weighted	**4002**	**3079**	**923**	**1940**	**2062**	**1113**	**604**	**876**	**283**	**1126**	**2353**	**536**	**424**	**264**	**1533**	**960**	**284**	**1385**	**1062**	**1533**	**962**	**725**	**657**	**462**	**1189**	**726**
Strongly agree	959	709	249	474	485	276	130	220	64	268	574	116	86	45	382	258	72	360	258	339	206	180	170	115	295	181
	24%	23%	27%	24%	24%	25%	22%	25%	23%	24%	24%	22%	20%	17%	25%	27%	25%	26%	24%	22%	21%	25%	26%	25%	25%	25%
			A												M	KLM	M	S					T			
Somewhat agree	2276	1777	498	1081	1194	582	351	501	183	658	1304	312	262	159	850	524	169	782	612	865	544	412	368	271	682	411
	57%	58%	54%	56%	58%	52%	58%	57%	65%	58%	55%	58%	62%	60%	55%	55%	59%	56%	58%	56%	57%	57%	56%	59%	57%	57%
		B					E	E	EGJ	E	E		NO													
Somewhat disagree	659	510	148	332	326	218	106	133	32	170	412	94	68	49	255	153	38	213	163	280	175	110	103	72	194	123
	16%	17%	16%	17%	16%	20%	18%	15%	11%	15%	18%	18%	16%	19%	17%	16%	13%	15%	15%	18%	18%	15%	16%	15%	16%	17%
						GHI	H				GH									Q						
Strongly disagree	109	83	27	53	56	37	16	22	4	30	62	14	8	11	45	25	5	30	29	48	37	23	15	5	17	11
	3%	3%	3%	3%	3%	3%	3%	2%	1%	3%	3%	3%	2%	4%	3%	3%	2%	2%	3%	3%	4%	3%	2%	1%	1%	2%
																					WXY	WX				
Sigma	4002	3079	923	1940	2062	1113	604	876	283	1126	2353	536	424	264	1533	960	284	1385	1062	1533	962	725	657	462	1189	726
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																										
Top2Box (Strongly/ Somewhat agree)	3234	2486	748	1555	1679	858	482	722	247	926	1878	428	348	204	1232	782	241	1142	870	1204	750	592	538	385	978	592
	81%	81%	81%	80%	81%	77%	80%	82%	87%	82%	80%	80%	82%	77%	80%	81%	85%	82%	82%	79%	78%	82%	82%	83%	82%	82%
								EJ	EFIJ	E	E						M	S	S					T	T	
TopBox (Strongly agree)	959	709	249	474	485	276	130	220	64	268	574	116	86	45	382	258	72	360	258	339	206	180	170	115	295	181
	24%	23%	27%	24%	24%	25%	22%	25%	23%	24%	24%	22%	20%	17%	25%	27%	25%	26%	24%	22%	21%	25%	26%	25%	25%	25%
			A												M	KLM	M	S					T			
Low2Box (Somewhat/ Strongly disagree)	768	593	175	385	383	255	122	155	36	200	475	109	76	61	301	178	44	243	192	328	212	133	119	77	211	134
	19%	19%	19%	20%	19%	23%	20%	18%	13%	18%	20%	20%	18%	23%	20%	19%	15%	18%	18%	21%	22%	18%	18%	17%	18%	18%
						GHIJ	H			H	GH			P						QR	WX					
LowBox (Strongly disagree)	109	83	27	53	56	37	16	22	4	30	62	14	8	11	45	25	5	30	29	48	37	23	15	5	17	11
	3%	3%	3%	3%	3%	3%	3%	2%	1%	3%	3%	3%	2%	4%	3%	3%	2%	2%	3%	3%	4%	3%	2%	1%	1%	2%
																					WXY	WX				
Mean	3	3	3.1	3	3	3	3	3.1	3.1	3	3	3	3	2.9	3	3.1	3.1	3.1	3	3	3	3	3.1	3.1	3.1	3
									EF						M	M	M	S	S			T	T	T	T	T
Std. Dev.	0.7	0.7	0.7	0.7	0.7	0.8	0.7	0.7	0.6	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7
Std. Err.	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*

Q1_9. [I'm more likely to remember advertisements from companies or brands that I trust.]

Do you agree or disagree with the following statements?

		Language of Survey		Gender		Age						Region						Education			Income					
	Total	English	French	Male	Female	18-34	35-44	45-54	55-64	65+	25-54	BC	AB	SK/MB	ON	QC	ATL	<College	College	University +	<$40K	$40K to <$60K	$60K to <$80K	$80K to <$100K	Over $80K	Over $100K
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y
Base: All Respondents	**4002**	**3002**	**1000**	**1798**	**2204**	**895**	**650**	**928**	**305**	**1224**	**2278**	**539**	**321**	**222**	**1511**	**1176**	**233**	**1411**	**1076**	**1494**	**991**	**732**	**641**	**460**	**1157**	**697**
Base: Weighted	**4002**	**3079**	**923**	**1940**	**2062**	**1113**	**604**	**876**	**283**	**1126**	**2353**	**536**	**424**	**264**	**1533**	**960**	**284**	**1385**	**1062**	**1533**	**962**	**725**	**657**	**462**	**1189**	**726**
Strongly agree	734	579	156	347	387	255	116	143	54	167	456	91	71	47	303	158	65	257	196	277	166	130	135	78	227	149
	18%	19%	17%	18%	19%	23%	19%	16%	19%	15%	19%	17%	17%	18%	20%	16%	23%	19%	18%	18%	17%	18%	21%	17%	19%	21%
						GIJ	I				GI				O		O									
Somewhat agree	2228	1722	506	1093	1135	581	339	497	155	656	1303	308	233	158	847	522	159	778	584	856	513	396	387	278	684	407
	56%	56%	55%	56%	55%	52%	56%	57%	55%	58%	55%	57%	55%	60%	55%	54%	56%	56%	55%	56%	53%	55%	59%	60%	58%	56%
										E	E												T	T		
Somewhat disagree	853	646	207	409	444	230	119	195	64	245	484	108	99	52	320	221	54	282	233	333	221	163	116	90	233	143
	21%	21%	22%	21%	22%	21%	20%	22%	22%	22%	21%	20%	23%	20%	21%	23%	19%	20%	22%	22%	23%	23%	18%	19%	20%	20%
																					V	V				
Strongly disagree	187	132	55	91	96	47	31	41	11	58	111	29	22	8	63	59	6	68	49	67	63	36	19	17	44	27
	5%	4%	6%	5%	5%	4%	5%	5%	4%	5%	5%	5%	5%	3%	4%	6%	2%	5%	5%	4%	6%	5%	3%	4%	4%	4%
			A									P				NP					VWXY					
Sigma	4002	3079	923	1940	2062	1113	604	876	283	1126	2353	536	424	264	1533	960	284	1385	1062	1533	962	725	657	462	1189	726
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																										
Top2Box (Strongly/ Somewhat agree)	2962	2301	661	1440	1522	835	455	640	209	823	1759	399	304	205	1150	680	224	1035	780	1132	679	526	522	356	912	556
	74%	75%	72%	74%	74%	75%	75%	73%	74%	73%	75%	74%	72%	77%	75%	71%	79%	75%	73%	74%	71%	73%	79%	77%	77%	76%
														O	O		O						TU	T	T	T
TopBox (Strongly agree)	734	579	156	347	387	255	116	143	54	167	456	91	71	47	303	158	65	257	196	277	166	130	135	78	227	149
	18%	19%	17%	18%	19%	23%	19%	16%	19%	15%	19%	17%	17%	18%	20%	16%	23%	19%	18%	18%	17%	18%	21%	17%	19%	21%
						GIJ	I				GI				O		O									
Low2Box (Somewhat/ Strongly disagree)	1040	779	261	500	540	278	149	236	74	303	594	137	120	60	383	280	60	350	282	400	283	199	135	106	277	171
	26%	25%	28%	26%	26%	25%	25%	27%	26%	27%	25%	26%	28%	23%	25%	29%	21%	25%	27%	26%	29%	27%	21%	23%	23%	24%
																MNP					VWXY	V				
LowBox (Strongly disagree)	187	132	55	91	96	47	31	41	11	58	111	29	22	8	63	59	6	68	49	67	63	36	19	17	44	27
	5%	4%	6%	5%	5%	4%	5%	5%	4%	5%	5%	5%	5%	3%	4%	6%	2%	5%	5%	4%	6%	5%	3%	4%	4%	4%
			A									P				NP					VWXY					
Mean	2.9	2.9	2.8	2.9	2.9	2.9	2.9	2.8	2.9	2.8	2.9	2.9	2.8	2.9	2.9	2.8	3	2.9	2.9	2.9	2.8	2.9	3	2.9	2.9	2.9
		B				GI					GI				O		KLO						TU	T	T	T
Std. Dev.	0.8	0.7	0.8	0.7	0.8	0.8	0.8	0.7	0.7	0.7	0.8	0.8	0.8	0.7	0.7	0.8	0.7	0.8	0.8	0.7	0.8	0.8	0.7	0.7	0.7	0.7
Std. Err.	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*

Q1_10. [When a product or service's quality and price are similar, I tend to buy the product or service from the company I trust more.]

Do you agree or disagree with the following statements?

		Language of Survey		Gender		Age						Region						Education			Income					
	Total	English	French	Male	Female	18-34	35-44	45-54	55-64	65+	25-54	BC	AB	SK/MB	ON	QC	ATL	<College	College	University +	<$40K	$40K to <$60K	$60K to <$80K	$80K to <$100K	Over $80K	Over $100K
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y
Base: All Respondents	**4002**	**3002**	**1000**	**1798**	**2204**	**895**	**650**	**928**	**305**	**1224**	**2278**	**539**	**321**	**222**	**1511**	**1176**	**233**	**1411**	**1076**	**1494**	**991**	**732**	**641**	**460**	**1157**	**697**
Base: Weighted	**4002**	**3079**	**923**	**1940**	**2062**	**1113**	**604**	**876**	**283**	**1126**	**2353**	**536**	**424**	**264**	**1533**	**960**	**284**	**1385**	**1062**	**1533**	**962**	**725**	**657**	**462**	**1189**	**726**
Strongly agree	1482	1147	335	671	810	420	221	307	111	423	865	199	151	96	580	349	107	500	402	575	329	289	263	156	444	288
	37%	37%	36%	35%	39%	38%	37%	35%	39%	38%	37%	37%	36%	37%	38%	36%	38%	36%	38%	38%	34%	40%	40%	34%	37%	40%
					C																	TW	TW		W	TW
Somewhat agree	2168	1662	505	1069	1098	564	324	487	156	637	1257	288	239	143	819	523	155	757	573	824	530	373	342	277	660	383
	54%	54%	55%	55%	53%	51%	54%	56%	55%	57%	53%	54%	56%	54%	53%	54%	55%	55%	54%	54%	55%	51%	52%	60%	56%	53%
								E		E														UVXY	Y	
Somewhat disagree	298	232	66	175	123	110	46	68	15	59	195	44	30	20	113	73	17	110	75	110	79	56	46	27	75	48
	7%	8%	7%	9%	6%	10%	8%	8%	5%	5%	8%	8%	7%	8%	7%	8%	6%	8%	7%	7%	8%	8%	7%	6%	6%	7%
				D		HI	I	I			I															
Strongly disagree	54	38	17	25	30	19	13	14	1	6	36	6	4	4	21	16	4	18	12	23	25	6	6	2	9	6
	1%	1%	2%	1%	1%	2%	2%	2%	*	1%	2%	1%	1%	2%	1%	2%	2%	1%	1%	1%	3%	1%	1%	*	1%	1%
						I	I	I			I										UVWXY					
Sigma	4002	3079	923	1940	2062	1113	604	876	283	1126	2353	536	424	264	1533	960	284	1385	1062	1533	962	725	657	462	1189	726
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																										
Top2Box (Strongly/ Somewhat agree)	3650	2810	840	1741	1909	984	545	794	267	1061	2122	486	390	240	1399	872	262	1257	975	1400	859	663	605	433	1105	671
	91%	91%	91%	90%	93%	88%	90%	91%	94%	94%	90%	91%	92%	91%	91%	91%	92%	91%	92%	91%	89%	91%	92%	94%	93%	92%
					C				EFJ	EFGJ														T	T	T
TopBox (Strongly agree)	1482	1147	335	671	810	420	221	307	111	423	865	199	151	96	580	349	107	500	402	575	329	289	263	156	444	288
	37%	37%	36%	35%	39%	38%	37%	35%	39%	38%	37%	37%	36%	37%	38%	36%	38%	36%	38%	38%	34%	40%	40%	34%	37%	40%
					C																	TW	TW		W	TW
Low2Box (Somewhat/ Strongly disagree)	352	270	83	199	153	129	59	82	16	65	231	50	34	25	133	88	22	128	87	133	103	63	52	29	84	55
	9%	9%	9%	10%	7%	12%	10%	9%	6%	6%	10%	9%	8%	9%	9%	9%	8%	9%	8%	9%	11%	9%	8%	6%	7%	8%
				D		HI	HI	I			HI										WXY					
LowBox (Strongly disagree)	54	38	17	25	30	19	13	14	1	6	36	6	4	4	21	16	4	18	12	23	25	6	6	2	9	6
	1%	1%	2%	1%	1%	2%	2%	2%	*	1%	2%	1%	1%	2%	1%	2%	2%	1%	1%	1%	3%	1%	1%	*	1%	1%
						I	I	I			I										UVWXY					
Mean	3.3	3.3	3.3	3.2	3.3	3.2	3.2	3.2	3.3	3.3	3.3	3.3	3.3	3.3	3.3	3.3	3.3	3.3	3.3	3.3	3.2	3.3	3.3	3.3	3.3	3.3
					C				G	EFGJ												T	T		T	T
Std. Dev.	0.7	0.7	0.7	0.7	0.6	0.7	0.7	0.7	0.6	0.6	0.7	0.7	0.6	0.7	0.7	0.7	0.6	0.7	0.6	0.7	0.7	0.6	0.6	0.6	0.6	0.6
Std. Err.	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*

Q1_11. [I am more likely to trust a company that announces product recalls.]

Do you agree or disagree with the following statements?

		Language of Survey		Gender		Age						Region						Education			Income					
	Total	English	French	Male	Female	18-34	35-44	45-54	55-64	65+	25-54	BC	AB	SK/MB	ON	QC	ATL	<College	College	University +	<$40K	$40K to <$60K	$60K to <$80K	$80K to <$100K	Over $80K	Over $100K
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y
Base: All Respondents	**4002**	**3002**	**1000**	**1798**	**2204**	**895**	**650**	**928**	**305**	**1224**	**2278**	**539**	**321**	**222**	**1511**	**1176**	**233**	**1411**	**1076**	**1494**	**991**	**732**	**641**	**460**	**1157**	**697**
Base: Weighted	**4002**	**3079**	**923**	**1940**	**2062**	**1113**	**604**	**876**	**283**	**1126**	**2353**	**536**	**424**	**264**	**1533**	**960**	**284**	**1385**	**1062**	**1533**	**962**	**725**	**657**	**462**	**1189**	**726**
Strongly agree	835	748	87	385	450	275	110	163	47	240	495	123	111	52	366	113	69	286	200	347	175	154	133	103	276	172
	21%	24%	9%	20%	22%	25%	18%	19%	17%	21%	21%	23%	26%	20%	24%	12%	24%	21%	19%	23%	18%	21%	20%	22%	23%	24%
		B				FGHJ					FG	O	O	O	O		O			R					T	T
Somewhat agree	2295	1793	502	1121	1174	568	363	496	172	695	1305	318	238	158	894	521	167	779	627	874	557	411	397	258	667	409
	57%	58%	54%	58%	57%	51%	60%	57%	61%	62%	55%	59%	56%	60%	58%	54%	59%	56%	59%	57%	58%	57%	60%	56%	56%	56%
		B					EJ	E	E	EGJ	E				O											
Somewhat disagree	766	471	295	378	388	230	112	200	58	166	490	83	66	49	236	287	45	263	211	287	196	137	114	93	226	133
	19%	15%	32%	19%	19%	21%	19%	23%	20%	15%	21%	16%	16%	18%	15%	30%	16%	19%	20%	19%	20%	19%	17%	20%	19%	18%
			A			I	I	FI	I		I					KLMNP										
Strongly disagree	106	67	39	56	50	39	18	17	6	25	63	12	9	5	36	41	3	57	23	24	35	23	13	8	20	12
	3%	2%	4%	3%	2%	4%	3%	2%	2%	2%	3%	2%	2%	2%	2%	4%	1%	4%	2%	2%	4%	3%	2%	2%	2%	2%
			A													NP		RS			XY	X				
Sigma	4002	3079	923	1940	2062	1113	604	876	283	1126	2353	536	424	264	1533	960	284	1385	1062	1533	962	725	657	462	1189	726
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																										
Top2Box (Strongly/ Somewhat agree)	3130	2541	589	1506	1623	844	473	659	219	935	1800	441	349	210	1261	633	236	1065	828	1221	732	565	529	362	943	581
	78%	83%	64%	78%	79%	76%	78%	75%	77%	83%	76%	82%	82%	80%	82%	66%	83%	77%	78%	80%	76%	78%	81%	78%	79%	80%
		B								EFGHJ		O	O	O	O		O						T			
TopBox (Strongly agree)	835	748	87	385	450	275	110	163	47	240	495	123	111	52	366	113	69	286	200	347	175	154	133	103	276	172
	21%	24%	9%	20%	22%	25%	18%	19%	17%	21%	21%	23%	26%	20%	24%	12%	24%	21%	19%	23%	18%	21%	20%	22%	23%	24%
		B				FGHJ					FG	O	O	O	O		O			R					T	T
Low2Box (Somewhat/ Strongly disagree)	872	539	334	434	439	269	131	217	64	191	553	96	75	54	272	327	48	320	234	312	230	160	127	101	246	145
	22%	17%	36%	22%	21%	24%	22%	25%	23%	17%	24%	18%	18%	20%	18%	34%	17%	23%	22%	20%	24%	22%	19%	22%	21%	20%
			A			I	I	I	I		I					KLMNP					V					
LowBox (Strongly disagree)	106	67	39	56	50	39	18	17	6	25	63	12	9	5	36	41	3	57	23	24	35	23	13	8	20	12
	3%	2%	4%	3%	2%	4%	3%	2%	2%	2%	3%	2%	2%	2%	2%	4%	1%	4%	2%	2%	4%	3%	2%	2%	2%	2%
			A													NP		RS			XY	X				
Mean	3	3	2.7	2.9	3	3	2.9	2.9	2.9	3	2.9	3	3.1	3	3	2.7	3.1	2.9	2.9	3	2.9	3	3	3	3	3
		B								FGHJ		O	O	O	O		O			QR			T	T	T	T
Std. Dev.	0.7	0.7	0.7	0.7	0.7	0.8	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7
Std. Err.	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*

Q1_12. [When a company I trust is in trouble, I give them the benefit of the doubt]

Do you agree or disagree with the following statements?

		Language of Survey		Gender		Age						Region						Education			Income					
	Total	English	French	Male	Female	18-34	35-44	45-54	55-64	65+	25-54	BC	AB	SK/MB	ON	QC	ATL	<College	College	University +	<$40K	$40K to <$60K	$60K to <$80K	$80K to <$100K	Over $80K	Over $100K
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y
Base: All Respondents	**4002**	**3002**	**1000**	**1798**	**2204**	**895**	**650**	**928**	**305**	**1224**	**2278**	**539**	**321**	**222**	**1511**	**1176**	**233**	**1411**	**1076**	**1494**	**991**	**732**	**641**	**460**	**1157**	**697**
Base: Weighted	**4002**	**3079**	**923**	**1940**	**2062**	**1113**	**604**	**876**	**283**	**1126**	**2353**	**536**	**424**	**264**	**1533**	**960**	**284**	**1385**	**1062**	**1533**	**962**	**725**	**657**	**462**	**1189**	**726**
Strongly agree	323	246	77	183	140	131	74	64	16	38	239	40	23	18	134	77	31	109	71	142	73	53	67	42	109	67
	8%	8%	8%	9%	7%	12%	12%	7%	5%	3%	10%	8%	5%	7%	9%	8%	11%	8%	7%	9%	8%	7%	10%	9%	9%	9%
				D		GHI	GHIJ	I			GHI						L			R						
Somewhat agree	2488	1849	639	1235	1253	636	384	558	208	702	1457	320	265	159	909	659	175	869	670	936	580	483	410	301	752	451
	62%	60%	69%	64%	61%	57%	64%	64%	73%	62%	62%	60%	62%	60%	59%	69%	62%	63%	63%	61%	60%	67%	62%	65%	63%	62%
			A				E	E	EFGIJ	E	E					KLMNP						T				
Somewhat disagree	1080	891	189	471	609	311	129	230	57	353	594	161	117	80	445	206	71	364	293	419	274	178	160	115	302	187
	27%	29%	20%	24%	30%	28%	21%	26%	20%	31%	25%	30%	28%	30%	29%	21%	25%	26%	28%	27%	29%	25%	24%	25%	25%	26%
		B			C	FHJ		FH		FGHJ	F	O	O	O	O											
Strongly disagree	111	94	17	51	60	35	16	24	3	33	64	15	19	7	45	19	7	43	28	36	35	11	20	4	26	22
	3%	3%	2%	3%	3%	3%	3%	3%	1%	3%	3%	3%	4%	3%	3%	2%	2%	3%	3%	2%	4%	2%	3%	1%	2%	3%
						H							O								UWX		W		W	WX
Sigma	4002	3079	923	1940	2062	1113	604	876	283	1126	2353	536	424	264	1533	960	284	1385	1062	1533	962	725	657	462	1189	726
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																										
Top2Box (Strongly/ Somewhat agree)	2811	2095	716	1418	1393	767	459	622	224	740	1695	360	288	177	1043	736	206	978	741	1077	652	536	477	343	861	518
	70%	68%	78%	73%	68%	69%	76%	71%	79%	66%	72%	67%	68%	67%	68%	77%	73%	71%	70%	70%	68%	74%	73%	74%	72%	71%
			A	D			EGIJ	I	EGIJ		EI					KLMN						T	T	T	T	
TopBox (Strongly agree)	323	246	77	183	140	131	74	64	16	38	239	40	23	18	134	77	31	109	71	142	73	53	67	42	109	67
	8%	8%	8%	9%	7%	12%	12%	7%	5%	3%	10%	8%	5%	7%	9%	8%	11%	8%	7%	9%	8%	7%	10%	9%	9%	9%
				D		GHI	GHIJ	I			GHI						L			R						
Low2Box (Somewhat/ Strongly disagree)	1191	985	206	522	669	346	145	254	60	386	658	176	136	87	490	224	78	407	320	455	310	189	179	119	328	209
	30%	32%	22%	27%	32%	31%	24%	29%	21%	34%	28%	33%	32%	33%	32%	23%	27%	29%	30%	30%	32%	26%	27%	26%	28%	29%
		B			C	FHJ		FH		FGHJ	FH	O	O	O	O						UVWX					
LowBox (Strongly disagree)	111	94	17	51	60	35	16	24	3	33	64	15	19	7	45	19	7	43	28	36	35	11	20	4	26	22
	3%	3%	2%	3%	3%	3%	3%	3%	1%	3%	3%	3%	4%	3%	3%	2%	2%	3%	3%	2%	4%	2%	3%	1%	2%	3%
						H							O								UWX		W		W	WX
Mean	2.8	2.7	2.8	2.8	2.7	2.8	2.9	2.8	2.8	2.7	2.8	2.7	2.7	2.7	2.7	2.8	2.8	2.8	2.7	2.8	2.7	2.8	2.8	2.8	2.8	2.8
			A	D		I	EGIJ	I	GI		GI					KLMN	L					T	T	T	T	
Std. Dev.	0.6	0.6	0.6	0.6	0.6	0.7	0.7	0.6	0.5	0.6	0.6	0.6	0.6	0.6	0.7	0.6	0.6	0.6	0.6	0.6	0.7	0.6	0.7	0.6	0.6	0.6
Std. Err.	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*

Q1_13. [When a company I don't trust is in trouble, I view their actions and messages skeptically.]

Do you agree or disagree with the following statements?

		Language of Survey		Gender		Age						Region						Education			Income					
	Total	English	French	Male	Female	18-34	35-44	45-54	55-64	65+	25-54	BC	AB	SK/MB	ON	QC	ATL	<College	College	University +	<$40K	$40K to <$60K	$60K to <$80K	$80K to <$100K	Over $80K	Over $100K
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y
Base: All Respondents	**4002**	**3002**	**1000**	**1798**	**2204**	**895**	**650**	**928**	**305**	**1224**	**2278**	**539**	**321**	**222**	**1511**	**1176**	**233**	**1411**	**1076**	**1494**	**991**	**732**	**641**	**460**	**1157**	**697**
Base: Weighted	**4002**	**3079**	**923**	**1940**	**2062**	**1113**	**604**	**876**	**283**	**1126**	**2353**	**536**	**424**	**264**	**1533**	**960**	**284**	**1385**	**1062**	**1533**	**962**	**725**	**657**	**462**	**1189**	**726**
Strongly agree	842	700	141	452	390	234	126	176	57	247	496	116	89	53	374	152	58	265	216	357	193	142	147	97	267	170
	21%	23%	15%	23%	19%	21%	21%	20%	20%	22%	21%	22%	21%	20%	24%	16%	21%	19%	20%	23%	20%	20%	22%	21%	22%	23%
		B		D								O	O		O					Q						
Somewhat agree	2422	1864	558	1155	1267	638	361	535	176	712	1395	334	259	162	904	588	175	830	654	925	582	448	388	285	734	449
	61%	61%	60%	60%	61%	57%	60%	61%	62%	63%	59%	62%	61%	61%	59%	61%	62%	60%	62%	60%	60%	62%	59%	62%	62%	62%
										EJ																
Somewhat disagree	653	461	192	288	365	211	103	147	46	146	409	77	71	43	227	187	47	246	171	231	156	121	107	78	178	99
	16%	15%	21%	15%	18%	19%	17%	17%	16%	13%	17%	14%	17%	16%	15%	19%	17%	18%	16%	15%	16%	17%	16%	17%	15%	14%
			A		C	I	I	I			I					KN										
Strongly disagree	86	54	31	46	40	30	14	17	4	20	53	9	5	6	28	34	4	44	21	19	31	13	15	2	11	8
	2%	2%	3%	2%	2%	3%	2%	2%	1%	2%	2%	2%	1%	2%	2%	4%	1%	3%	2%	1%	3%	2%	2%	*	1%	1%
			A													KLN		S			WXY		WX			
Sigma	4002	3079	923	1940	2062	1113	604	876	283	1126	2353	536	424	264	1533	960	284	1385	1062	1533	962	725	657	462	1189	726
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																										
Top2Box (Strongly/ Somewhat agree)	3263	2564	699	1607	1657	872	487	712	233	960	1891	450	348	215	1278	740	233	1094	870	1283	774	591	535	382	1000	619
	82%	83%	76%	83%	80%	78%	81%	81%	82%	85%	80%	84%	82%	81%	83%	77%	82%	79%	82%	84%	80%	81%	82%	83%	84%	85%
		B								EFGJ		O			O					Q					T	T
TopBox (Strongly agree)	842	700	141	452	390	234	126	176	57	247	496	116	89	53	374	152	58	265	216	357	193	142	147	97	267	170
	21%	23%	15%	23%	19%	21%	21%	20%	20%	22%	21%	22%	21%	20%	24%	16%	21%	19%	20%	23%	20%	20%	22%	21%	22%	23%
		B		D								O	O		O					Q						
Low2Box (Somewhat/ Strongly disagree)	739	515	223	334	405	241	117	164	50	166	463	86	77	50	255	220	51	290	192	250	188	134	121	81	188	108
	18%	17%	24%	17%	20%	22%	19%	19%	18%	15%	20%	16%	18%	19%	17%	23%	18%	21%	18%	16%	20%	19%	18%	17%	16%	15%
			A			I	I	I			I					KN		S			XY					
LowBox (Strongly disagree)	86	54	31	46	40	30	14	17	4	20	53	9	5	6	28	34	4	44	21	19	31	13	15	2	11	8
	2%	2%	3%	2%	2%	3%	2%	2%	1%	2%	2%	2%	1%	2%	2%	4%	1%	3%	2%	1%	3%	2%	2%	*	1%	1%
			A													KLN		S			WXY		WX			
Mean	3	3	2.9	3	3	3	3	3	3	3.1	3	3	3	3	3.1	2.9	3	2.9	3	3.1	3	3	3	3	3.1	3.1
		B		D						EGJ		O	O		O		O			QR					TU	TU
Std. Dev.	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.6	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.6	0.6	0.6
Std. Err.	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*

Q1_14. [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?

		Language of Survey		Gender		Age						Region						Education			Income					
	Total	English	French	Male	Female	18-34	35-44	45-54	55-64	65+	25-54	BC	AB	SK/MB	ON	QC	ATL	<College	College	University +	<$40K	$40K to <$60K	$60K to <$80K	$80K to <$100K	Over $80K	Over $100K
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y
Base: All Respondents	**4002**	**3002**	**1000**	**1798**	**2204**	**895**	**650**	**928**	**305**	**1224**	**2278**	**539**	**321**	**222**	**1511**	**1176**	**233**	**1411**	**1076**	**1494**	**991**	**732**	**641**	**460**	**1157**	**697**
Base: Weighted	**4002**	**3079**	**923**	**1940**	**2062**	**1113**	**604**	**876**	**283**	**1126**	**2353**	**536**	**424**	**264**	**1533**	**960**	**284**	**1385**	**1062**	**1533**	**962**	**725**	**657**	**462**	**1189**	**726**
Strongly agree	355	273	81	201	154	156	72	62	20	44	259	44	29	21	143	87	32	107	75	172	60	63	79	43	127	83
	9%	9%	9%	10%	7%	14%	12%	7%	7%	4%	11%	8%	7%	8%	9%	9%	11%	8%	7%	11%	6%	9%	12%	9%	11%	11%
				D		GHIJ	GHI	I	I		GI									QR			TU	T	T	T
Somewhat agree	2084	1564	520	1006	1078	586	330	480	146	542	1273	264	224	130	769	531	166	715	552	808	512	368	339	242	630	388
	52%	51%	56%	52%	52%	53%	55%	55%	51%	48%	54%	49%	53%	49%	50%	55%	59%	52%	52%	53%	53%	51%	52%	52%	53%	53%
			A			I	I	I			I					KN	KMN									
Somewhat disagree	1325	1057	268	623	702	324	170	279	99	453	701	185	153	98	524	293	72	465	368	483	324	247	217	154	371	217
	33%	34%	29%	32%	34%	29%	28%	32%	35%	40%	30%	35%	36%	37%	34%	30%	25%	34%	35%	32%	34%	34%	33%	33%	31%	30%
		B							F	EFGJ		P	P	P	OP											
Strongly disagree	238	185	53	111	127	46	32	55	18	88	120	43	19	15	98	49	14	98	67	69	66	48	21	22	61	39
	6%	6%	6%	6%	6%	4%	5%	6%	6%	8%	5%	8%	4%	6%	6%	5%	5%	7%	6%	5%	7%	7%	3%	5%	5%	5%
								EJ		EFJ		LO						S			V	V				
Sigma	4002	3079	923	1940	2062	1113	604	876	283	1126	2353	536	424	264	1533	960	284	1385	1062	1533	962	725	657	462	1189	726
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																										
Top2Box (Strongly/ Somewhat agree)	2439	1838	601	1207	1232	742	403	542	166	586	1533	308	252	151	911	619	198	822	627	980	573	431	418	286	756	471
	61%	60%	65%	62%	60%	67%	67%	62%	59%	52%	65%	57%	59%	57%	59%	64%	70%	59%	59%	64%	60%	59%	64%	62%	64%	65%
			A			GHI	HI	I	I		GHI					KMN	KLMN			QR						TU
TopBox (Strongly agree)	355	273	81	201	154	156	72	62	20	44	259	44	29	21	143	87	32	107	75	172	60	63	79	43	127	83
	9%	9%	9%	10%	7%	14%	12%	7%	7%	4%	11%	8%	7%	8%	9%	9%	11%	8%	7%	11%	6%	9%	12%	9%	11%	11%
				D		GHIJ	GHI	I	I		GI									QR			TU	T	T	T
Low2Box (Somewhat/ Strongly disagree)	1563	1242	321	734	829	370	201	334	117	540	820	228	172	114	621	342	86	563	435	553	389	295	238	177	432	256
	39%	40%	35%	38%	40%	33%	33%	38%	41%	48%	35%	43%	41%	43%	41%	36%	30%	41%	41%	36%	40%	41%	36%	38%	36%	35%
		B						EJ	EFJ	EFGHJ		OP	P	OP	OP			S	S		Y	Y				
LowBox (Strongly disagree)	238	185	53	111	127	46	32	55	18	88	120	43	19	15	98	49	14	98	67	69	66	48	21	22	61	39
	6%	6%	6%	6%	6%	4%	5%	6%	6%	8%	5%	8%	4%	6%	6%	5%	5%	7%	6%	5%	7%	7%	3%	5%	5%	5%
								EJ		EFJ		LO						S			V	V				
Mean	2.6	2.6	2.7	2.7	2.6	2.8	2.7	2.6	2.6	2.5	2.7	2.6	2.6	2.6	2.6	2.7	2.8	2.6	2.6	2.7	2.6	2.6	2.7	2.7	2.7	2.7
			A	D		GHIJ	GHI	I	I		GHI					KN	KLMN			QR			TU		TU	TU
Std. Dev.	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.8	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7
Std. Err.	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*

Q1_15. [Over the last year the amount of trust I have in corporations, overall, has improved.]

Do you agree or disagree with the following statements?

		Language of Survey		Gender		Age						Region						Education			Income					
	Total	English	French	Male	Female	18-34	35-44	45-54	55-64	65+	25-54	BC	AB	SK/MB	ON	QC	ATL	<College	College	University +	<$40K	$40K to <$60K	$60K to <$80K	$80K to <$100K	Over $80K	Over $100K
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y
Base: All Respondents	**4002**	**3002**	**1000**	**1798**	**2204**	**895**	**650**	**928**	**305**	**1224**	**2278**	**539**	**321**	**222**	**1511**	**1176**	**233**	**1411**	**1076**	**1494**	**991**	**732**	**641**	**460**	**1157**	**697**
Base: Weighted	**4002**	**3079**	**923**	**1940**	**2062**	**1113**	**604**	**876**	**283**	**1126**	**2353**	**536**	**424**	**264**	**1533**	**960**	**284**	**1385**	**1062**	**1533**	**962**	**725**	**657**	**462**	**1189**	**726**
Strongly agree	229	173	55	161	68	125	38	40	10	15	178	22	16	11	101	55	23	77	47	103	43	48	55	27	70	43
	6%	6%	6%	8%	3%	11%	6%	5%	4%	1%	8%	4%	4%	4%	7%	6%	8%	6%	4%	7%	4%	7%	8%	6%	6%	6%
				D		FGHIJ	I	I	I		GHI				K		KL			R			TX			
Somewhat agree	1266	933	333	663	603	423	236	283	67	257	845	154	113	70	470	353	107	450	324	487	295	221	228	170	405	235
	32%	30%	36%	34%	29%	38%	39%	32%	24%	23%	36%	29%	27%	26%	31%	37%	38%	32%	31%	32%	31%	31%	35%	37%	34%	32%
			A	D		GHI	GHI	HI			GHI					KLMN	KLMN							TU		
Somewhat disagree	2179	1701	478	963	1216	488	285	462	184	761	1132	326	248	160	815	490	141	745	599	824	524	396	332	238	634	397
	54%	55%	52%	50%	59%	44%	47%	53%	65%	68%	48%	61%	58%	60%	53%	51%	50%	54%	56%	54%	54%	55%	50%	51%	53%	55%
					C			EFJ	EFGJ	EFGJ	E	NOP	OP	NOP												
Strongly disagree	328	272	56	153	175	76	45	91	22	94	199	35	47	24	147	63	13	113	91	119	101	59	42	28	80	52
	8%	9%	6%	8%	8%	7%	7%	10%	8%	8%	8%	7%	11%	9%	10%	7%	4%	8%	9%	8%	10%	8%	6%	6%	7%	7%
		B						EJ			E		KOP		KOP						VWXY					
Sigma	4002	3079	923	1940	2062	1113	604	876	283	1126	2353	536	424	264	1533	960	284	1385	1062	1533	962	725	657	462	1189	726
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																										
Top2Box (Strongly/ Somewhat agree)	1495	1106	389	824	671	548	274	323	77	272	1023	175	130	81	571	408	130	527	371	590	338	269	283	197	475	278
	37%	36%	42%	42%	33%	49%	45%	37%	27%	24%	43%	33%	31%	31%	37%	42%	46%	38%	35%	38%	35%	37%	43%	43%	40%	38%
			A	D		GHIJ	GHI	HI			GHI				L	KLMN	KLMN						TU	T	T	
TopBox (Strongly agree)	229	173	55	161	68	125	38	40	10	15	178	22	16	11	101	55	23	77	47	103	43	48	55	27	70	43
	6%	6%	6%	8%	3%	11%	6%	5%	4%	1%	8%	4%	4%	4%	7%	6%	8%	6%	4%	7%	4%	7%	8%	6%	6%	6%
				D		FGHIJ	I	I	I		GHI				K		KL			R			TX			
Low2Box (Somewhat/ Strongly disagree)	2507	1973	534	1116	1391	564	330	553	206	854	1331	361	295	183	962	553	154	858	691	943	624	456	374	266	714	448
	63%	64%	58%	58%	67%	51%	55%	63%	73%	76%	57%	67%	69%	69%	63%	58%	54%	62%	65%	62%	65%	63%	57%	57%	60%	62%
		B			C			EFJ	EFGJ	EFGJ	E	OP	NOP	OP	OP						VWX	V				
LowBox (Strongly disagree)	328	272	56	153	175	76	45	91	22	94	199	35	47	24	147	63	13	113	91	119	101	59	42	28	80	52
	8%	9%	6%	8%	8%	7%	7%	10%	8%	8%	8%	7%	11%	9%	10%	7%	4%	8%	9%	8%	10%	8%	6%	6%	7%	7%
		B						EJ			E		KOP		KOP						VWXY					
Mean	2.3	2.3	2.4	2.4	2.3	2.5	2.4	2.3	2.2	2.2	2.4	2.3	2.2	2.3	2.3	2.4	2.5	2.4	2.3	2.4	2.3	2.4	2.5	2.4	2.4	2.4
			A	D		FGHIJ	GHI	I			GHI				L	KLMN	KLMN			R			TU	T	T	T
Std. Dev.	0.7	0.7	0.7	0.8	0.7	0.8	0.7	0.7	0.6	0.6	0.8	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7
Std. Err.	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*

Q1_16. [I trust a company that will stand behind their products.]

Do you agree or disagree with the following statements?

		Language of Survey		Gender		Age						Region						Education			Income					
	Total	English	French	Male	Female	18-34	35-44	45-54	55-64	65+	25-54	BC	AB	SK/MB	ON	QC	ATL	<College	College	University +	<$40K	$40K to <$60K	$60K to <$80K	$80K to <$100K	Over $80K	Over $100K
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y
Base: All Respondents	**4002**	**3002**	**1000**	**1798**	**2204**	**895**	**650**	**928**	**305**	**1224**	**2278**	**539**	**321**	**222**	**1511**	**1176**	**233**	**1411**	**1076**	**1494**	**991**	**732**	**641**	**460**	**1157**	**697**
Base: Weighted	**4002**	**3079**	**923**	**1940**	**2062**	**1113**	**604**	**876**	**283**	**1126**	**2353**	**536**	**424**	**264**	**1533**	**960**	**284**	**1385**	**1062**	**1533**	**962**	**725**	**657**	**462**	**1189**	**726**
Strongly agree	1493	1352	141	699	794	384	181	311	107	510	799	245	187	119	662	165	115	532	381	578	333	282	245	178	463	286
	37%	44%	15%	36%	39%	34%	30%	36%	38%	45%	34%	46%	44%	45%	43%	17%	41%	38%	36%	38%	35%	39%	37%	38%	39%	39%
		B						F	F	EFGHJ	F	O	O	O	O		O								T	
Somewhat agree	2157	1535	622	1052	1105	577	363	494	149	573	1319	260	210	140	754	642	151	730	589	825	527	384	356	250	636	385
	54%	50%	67%	54%	54%	52%	60%	56%	52%	51%	56%	48%	49%	53%	49%	67%	53%	53%	55%	54%	55%	53%	54%	54%	53%	53%
			A				EHIJ	I			EI					KLMNP										
Somewhat disagree	298	164	134	160	138	132	47	60	26	34	199	27	22	4	100	131	14	102	80	112	77	49	49	34	84	50
	7%	5%	15%	8%	7%	12%	8%	7%	9%	3%	8%	5%	5%	2%	7%	14%	5%	7%	7%	7%	8%	7%	7%	7%	7%	7%
			A			FGIJ	I	I	I		GI	M	M		M	KLMNP	M									
Strongly disagree	54	28	26	29	25	20	13	11	1	9	36	5	5	1	17	22	3	21	13	17	25	10	7	1	6	5
	1%	1%	3%	2%	1%	2%	2%	1%	*	1%	2%	1%	1%	*	1%	2%	1%	2%	1%	1%	3%	1%	1%	*	1%	1%
			A			I	HI									N					VWXY	W				
Sigma	4002	3079	923	1940	2062	1113	604	876	283	1126	2353	536	424	264	1533	960	284	1385	1062	1533	962	725	657	462	1189	726
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																										
Top2Box (Strongly/ Somewhat agree)	3650	2887	763	1751	1899	961	544	806	256	1083	2118	504	397	259	1416	807	267	1262	969	1403	860	667	601	428	1099	671
	91%	94%	83%	90%	92%	86%	90%	92%	90%	96%	90%	94%	94%	98%	92%	84%	94%	91%	91%	92%	89%	92%	92%	93%	92%	92%
		B			C		E	EJ		EFGHJ	E	O	O	KLNOP	O		O								T	T
TopBox (Strongly agree)	1493	1352	141	699	794	384	181	311	107	510	799	245	187	119	662	165	115	532	381	578	333	282	245	178	463	286
	37%	44%	15%	36%	39%	34%	30%	36%	38%	45%	34%	46%	44%	45%	43%	17%	41%	38%	36%	38%	35%	39%	37%	38%	39%	39%
		B						F	F	EFGHJ	F	O	O	O	O		O								T	
Low2Box (Somewhat/ Strongly disagree)	352	192	160	189	163	152	60	70	27	43	235	32	27	5	117	153	17	123	93	130	102	58	56	35	90	55
	9%	6%	17%	10%	8%	14%	10%	8%	10%	4%	10%	6%	6%	2%	8%	16%	6%	9%	9%	8%	11%	8%	8%	7%	8%	8%
			A	D		FGIJ	I	I	I		GI	M	M		M	KLMNP	M				XY					
LowBox (Strongly disagree)	54	28	26	29	25	20	13	11	1	9	36	5	5	1	17	22	3	21	13	17	25	10	7	1	6	5
	1%	1%	3%	2%	1%	2%	2%	1%	*	1%	2%	1%	1%	*	1%	2%	1%	2%	1%	1%	3%	1%	1%	*	1%	1%
			A			I	HI									N					VWXY	W				
Mean	3.3	3.4	3	3.2	3.3	3.2	3.2	3.3	3.3	3.4	3.2	3.4	3.4	3.4	3.3	3	3.3	3.3	3.3	3.3	3.2	3.3	3.3	3.3	3.3	3.3
		B			C			EFJ	F	EFGHJ	F	O	O	O	O		O					T		T	T	T
Std. Dev.	0.7	0.6	0.6	0.7	0.6	0.7	0.7	0.6	0.6	0.6	0.7	0.6	0.6	0.5	0.7	0.6	0.6	0.7	0.6	0.6	0.7	0.7	0.6	0.6	0.6	0.6
Std. Err.	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*

Q1_17. [I'd be more willing to work for a company that I trust.]

Do you agree or disagree with the following statements?

		Language of Survey		Gender		Age						Region						Education			Income					
	Total	English	French	Male	Female	18-34	35-44	45-54	55-64	65+	25-54	BC	AB	SK/MB	ON	QC	ATL	<College	College	University +	<$40K	$40K to <$60K	$60K to <$80K	$80K to <$100K	Over $80K	Over $100K
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y
Base: All Respondents	**4002**	**3002**	**1000**	**1798**	**2204**	**895**	**650**	**928**	**305**	**1224**	**2278**	**539**	**321**	**222**	**1511**	**1176**	**233**	**1411**	**1076**	**1494**	**991**	**732**	**641**	**460**	**1157**	**697**
Base: Weighted	**4002**	**3079**	**923**	**1940**	**2062**	**1113**	**604**	**876**	**283**	**1126**	**2353**	**536**	**424**	**264**	**1533**	**960**	**284**	**1385**	**1062**	**1533**	**962**	**725**	**657**	**462**	**1189**	**726**
Strongly agree	1715	1382	333	789	926	499	248	354	124	490	998	254	182	111	684	358	127	571	466	670	393	314	287	198	534	336
	43%	45%	36%	41%	45%	45%	41%	40%	44%	43%	42%	47%	43%	42%	45%	37%	45%	41%	44%	44%	41%	43%	44%	43%	45%	46%
		B			C							O			O		O									T
Somewhat agree	2017	1507	510	1009	1008	515	315	469	146	573	1197	248	220	141	745	517	146	703	524	778	481	370	329	239	601	362
	50%	49%	55%	52%	49%	46%	52%	54%	52%	51%	51%	46%	52%	53%	49%	54%	51%	51%	49%	51%	50%	51%	50%	52%	51%	50%
			A				E	EJ		E	E					KN										
Somewhat disagree	211	157	54	112	99	87	32	43	11	39	132	25	18	10	86	60	11	79	56	72	64	31	33	22	46	24
	5%	5%	6%	6%	5%	8%	5%	5%	4%	3%	6%	5%	4%	4%	6%	6%	4%	6%	5%	5%	7%	4%	5%	5%	4%	3%
						GHIJ					I										UXY					
Strongly disagree	59	33	26	31	28	12	10	10	2	25	27	9	4	3	18	25	-	31	15	12	24	11	7	4	8	5
	1%	1%	3%	2%	1%	1%	2%	1%	1%	2%	1%	2%	1%	1%	1%	3%	-	2%	1%	1%	2%	1%	1%	1%	1%	1%
			A							EJ		P				NP		S			VWXY					
Sigma	4002	3079	923	1940	2062	1113	604	876	283	1126	2353	536	424	264	1533	960	284	1385	1062	1533	962	725	657	462	1189	726
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																										
Top2Box (Strongly/ Somewhat agree)	3732	2889	843	1797	1935	1014	563	823	270	1062	2195	502	402	251	1429	875	273	1275	990	1448	874	684	617	437	1134	698
	93%	94%	91%	93%	94%	91%	93%	94%	95%	94%	93%	94%	95%	95%	93%	91%	96%	92%	93%	94%	91%	94%	94%	94%	95%	96%
		B						E	E	E	E		O	O	O		O			Q		T	T	T	T	T
TopBox (Strongly agree)	1715	1382	333	789	926	499	248	354	124	490	998	254	182	111	684	358	127	571	466	670	393	314	287	198	534	336
	43%	45%	36%	41%	45%	45%	41%	40%	44%	43%	42%	47%	43%	42%	45%	37%	45%	41%	44%	44%	41%	43%	44%	43%	45%	46%
		B			C							O			O		O									T
Low2Box (Somewhat/ Strongly disagree)	270	190	80	143	127	99	41	53	13	64	159	34	22	13	104	86	11	110	72	85	88	41	40	26	54	29
	7%	6%	9%	7%	6%	9%	7%	6%	5%	6%	7%	6%	5%	5%	7%	9%	4%	8%	7%	6%	9%	6%	6%	6%	5%	4%
			A			GHIJ										LMNP		S			UVWXY					
LowBox (Strongly disagree)	59	33	26	31	28	12	10	10	2	25	27	9	4	3	18	25	-	31	15	12	24	11	7	4	8	5
	1%	1%	3%	2%	1%	1%	2%	1%	1%	2%	1%	2%	1%	1%	1%	3%	-	2%	1%	1%	2%	1%	1%	1%	1%	1%
			A							EJ		P				NP		S			VWXY					
Mean	3.3	3.4	3.2	3.3	3.4	3.3	3.3	3.3	3.4	3.4	3.3	3.4	3.4	3.4	3.4	3.3	3.4	3.3	3.4	3.4	3.3	3.4	3.4	3.4	3.4	3.4
		B			C							O	O	O	O		O			Q		T	T		T	T
Std. Dev.	0.6	0.6	0.7	0.7	0.6	0.7	0.6	0.6	0.6	0.7	0.6	0.7	0.6	0.6	0.6	0.7	0.6	0.7	0.6	0.6	0.7	0.6	0.6	0.6	0.6	0.6
Std. Err.	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*

Q1_18. [I'm more likely to invest my money in a company that I trust.]

Do you agree or disagree with the following statements?

		Language of Survey		Gender		Age						Region						Education			Income					
	Total	English	French	Male	Female	18-34	35-44	45-54	55-64	65+	25-54	BC	AB	SK/MB	ON	QC	ATL	<College	College	University +	<$40K	$40K to <$60K	$60K to <$80K	$80K to <$100K	Over $80K	Over $100K
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y
Base: All Respondents	**4002**	**3002**	**1000**	**1798**	**2204**	**895**	**650**	**928**	**305**	**1224**	**2278**	**539**	**321**	**222**	**1511**	**1176**	**233**	**1411**	**1076**	**1494**	**991**	**732**	**641**	**460**	**1157**	**697**
Base: Weighted	**4002**	**3079**	**923**	**1940**	**2062**	**1113**	**604**	**876**	**283**	**1126**	**2353**	**536**	**424**	**264**	**1533**	**960**	**284**	**1385**	**1062**	**1533**	**962**	**725**	**657**	**462**	**1189**	**726**
Strongly agree	1420	1124	296	667	752	385	199	297	106	432	805	194	149	106	558	305	108	471	387	558	305	261	231	168	462	294
	35%	37%	32%	34%	36%	35%	33%	34%	38%	38%	34%	36%	35%	40%	36%	32%	38%	34%	36%	36%	32%	36%	35%	36%	39%	40%
		B								FGJ				O	O										T	T
Somewhat agree	2160	1644	516	1054	1106	583	346	486	148	597	1295	285	240	130	819	535	151	729	565	851	500	391	372	255	642	386
	54%	53%	56%	54%	54%	52%	57%	55%	52%	53%	55%	53%	57%	49%	53%	56%	53%	53%	53%	56%	52%	54%	57%	55%	54%	53%
Somewhat disagree	332	244	88	174	158	130	46	71	21	64	207	42	31	24	116	97	22	140	84	103	119	55	43	33	71	38
	8%	8%	10%	9%	8%	12%	8%	8%	7%	6%	9%	8%	7%	9%	8%	10%	8%	10%	8%	7%	12%	8%	6%	7%	6%	5%
						FGHIJ		I			I					N		S			UVWXY					
Strongly disagree	91	67	23	45	46	14	14	22	8	33	46	15	4	5	39	24	4	45	25	20	38	18	11	6	14	8
	2%	2%	3%	2%	2%	1%	2%	2%	3%	3%	2%	3%	1%	2%	3%	3%	1%	3%	2%	1%	4%	3%	2%	1%	1%	1%
										E		L						S			VWXY	X				
Sigma	4002	3079	923	1940	2062	1113	604	876	283	1126	2353	536	424	264	1533	960	284	1385	1062	1533	962	725	657	462	1189	726
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																										
Top2Box (Strongly/ Somewhat agree)	3580	2768	812	1721	1858	968	545	783	254	1029	2100	479	389	236	1378	840	258	1200	953	1409	805	651	603	424	1104	680
	89%	90%	88%	89%	90%	87%	90%	89%	90%	91%	89%	89%	92%	89%	90%	87%	91%	87%	90%	92%	84%	90%	92%	92%	93%	94%
										EJ	E		O		O				Q	Q		T	T	T	TU	TU
TopBox (Strongly agree)	1420	1124	296	667	752	385	199	297	106	432	805	194	149	106	558	305	108	471	387	558	305	261	231	168	462	294
	35%	37%	32%	34%	36%	35%	33%	34%	38%	38%	34%	36%	35%	40%	36%	32%	38%	34%	36%	36%	32%	36%	35%	36%	39%	40%
		B								FGJ				O	O										T	T
Low2Box (Somewhat/ Strongly disagree)	422	311	111	219	203	144	59	93	29	97	254	57	35	28	155	121	26	185	109	123	157	74	53	39	85	46
	11%	10%	12%	11%	10%	13%	10%	11%	10%	9%	11%	11%	8%	11%	10%	13%	9%	13%	10%	8%	16%	10%	8%	8%	7%	6%
						IJ					I					LN		RS			UVWXY	XY				
LowBox (Strongly disagree)	91	67	23	45	46	14	14	22	8	33	46	15	4	5	39	24	4	45	25	20	38	18	11	6	14	8
	2%	2%	3%	2%	2%	1%	2%	2%	3%	3%	2%	3%	1%	2%	3%	3%	1%	3%	2%	1%	4%	3%	2%	1%	1%	1%
										E		L						S			VWXY	X				
Mean	3.2	3.2	3.2	3.2	3.2	3.2	3.2	3.2	3.2	3.3	3.2	3.2	3.3	3.3	3.2	3.2	3.3	3.2	3.2	3.3	3.1	3.2	3.3	3.3	3.3	3.3
		B								EGJ			O	O	O		O		Q	Q		T	T	T	TU	TUV
Std. Dev.	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.6	0.7	0.7	0.7	0.7	0.7	0.7	0.6	0.8	0.7	0.6	0.6	0.6	0.6
Std. Err.	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*

Q1_19. [I buy items solely based on their price.]

Do you agree or disagree with the following statements?

		Language of Survey		Gender		Age						Region						Education			Income					
	Total	English	French	Male	Female	18-34	35-44	45-54	55-64	65+	25-54	BC	AB	SK/MB	ON	QC	ATL	<College	College	University +	<$40K	$40K to <$60K	$60K to <$80K	$80K to <$100K	Over $80K	Over $100K
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y
Base: All Respondents	**4002**	**3002**	**1000**	**1798**	**2204**	**895**	**650**	**928**	**305**	**1224**	**2278**	**539**	**321**	**222**	**1511**	**1176**	**233**	**1411**	**1076**	**1494**	**991**	**732**	**641**	**460**	**1157**	**697**
Base: Weighted	**4002**	**3079**	**923**	**1940**	**2062**	**1113**	**604**	**876**	**283**	**1126**	**2353**	**536**	**424**	**264**	**1533**	**960**	**284**	**1385**	**1062**	**1533**	**962**	**725**	**657**	**462**	**1189**	**726**
Strongly agree	406	311	95	214	192	161	70	100	24	50	294	47	36	25	157	95	46	170	97	137	128	74	74	42	97	55
	10%	10%	10%	11%	9%	15%	12%	11%	9%	4%	12%	9%	8%	10%	10%	10%	16%	12%	9%	9%	13%	10%	11%	9%	8%	8%
						HIJ	I	I	I		I						KLMNO	RS			WXY		XY			
Somewhat agree	1551	1179	371	779	772	498	243	349	95	366	982	192	169	118	574	393	104	576	429	538	436	277	261	168	403	235
	39%	38%	40%	40%	37%	45%	40%	40%	34%	32%	42%	36%	40%	45%	37%	41%	37%	42%	40%	35%	45%	38%	40%	36%	34%	32%
						GHIJ	I	I			HI			KN		K		S	S		UVWXY	Y	XY			
Somewhat disagree	1657	1280	378	772	886	381	230	353	132	560	891	244	181	99	638	386	109	528	431	687	327	300	260	211	555	344
	41%	42%	41%	40%	43%	34%	38%	40%	47%	50%	38%	46%	43%	37%	42%	40%	39%	38%	41%	45%	34%	41%	40%	46%	47%	47%
					C			EJ	EFJ	EFGJ	E	MO								QR		T	T	T	TUV	TUV
Strongly disagree	388	309	79	176	212	72	60	74	32	150	187	53	38	22	164	86	25	110	105	170	72	74	62	42	134	92
	10%	10%	9%	9%	10%	6%	10%	8%	11%	13%	8%	10%	9%	8%	11%	9%	9%	8%	10%	11%	7%	10%	9%	9%	11%	13%
							EJ		EJ	EFGJ										Q					TW	T
Sigma	4002	3079	923	1940	2062	1113	604	876	283	1126	2353	536	424	264	1533	960	284	1385	1062	1533	962	725	657	462	1189	726
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																										
Top2Box (Strongly/ Somewhat agree)	1957	1491	466	992	964	659	313	449	119	416	1276	239	205	144	731	488	149	746	525	675	564	351	335	210	500	290
	49%	48%	50%	51%	47%	59%	52%	51%	42%	37%	54%	45%	48%	54%	48%	51%	53%	54%	49%	44%	59%	48%	51%	45%	42%	40%
				D		FGHIJ	HI	HI			GHI			K		K	K	RS	S		UVWXY	XY	XY			
TopBox (Strongly agree)	406	311	95	214	192	161	70	100	24	50	294	47	36	25	157	95	46	170	97	137	128	74	74	42	97	55
	10%	10%	10%	11%	9%	15%	12%	11%	9%	4%	12%	9%	8%	10%	10%	10%	16%	12%	9%	9%	13%	10%	11%	9%	8%	8%
						HIJ	I	I	I		I						KLMNO	RS			WXY		XY			
Low2Box (Somewhat/ Strongly disagree)	2045	1588	457	948	1098	453	291	427	164	710	1077	297	219	120	802	472	135	638	537	858	398	374	322	252	689	437
	51%	52%	50%	49%	53%	41%	48%	49%	58%	63%	46%	55%	52%	46%	52%	49%	47%	46%	51%	56%	41%	52%	49%	55%	58%	60%
					C		E	EJ	EFGJ	EFGJ	E	MOP							Q	QR		T	T	T	TUV	TUV
LowBox (Strongly disagree)	388	309	79	176	212	72	60	74	32	150	187	53	38	22	164	86	25	110	105	170	72	74	62	42	134	92
	10%	10%	9%	9%	10%	6%	10%	8%	11%	13%	8%	10%	9%	8%	11%	9%	9%	8%	10%	11%	7%	10%	9%	9%	11%	13%
							EJ		EJ	EFGJ										Q					TW	T
Mean	2.5	2.5	2.5	2.5	2.5	2.7	2.5	2.5	2.4	2.3	2.6	2.4	2.5	2.6	2.5	2.5	2.6	2.6	2.5	2.4	2.6	2.5	2.5	2.5	2.4	2.3
				D		FGHIJ	HI	HI	I		GHI						KN	RS	S		UVWXY	XY	XY	XY	Y	
Std. Dev.	0.8	0.8	0.8	0.8	0.8	0.8	0.8	0.8	0.8	0.7	0.8	0.8	0.8	0.8	0.8	0.8	0.9	0.8	0.8	0.8	0.8	0.8	0.8	0.8	0.8	0.8
Std. Err.	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.1	*	*	*	*	*	*	*	*	*