

How important is it to you that the companies you invest in are acting in a socially-responsible way?

| | Gender | | Age | | | Region | | | | | | | Married | | Children in HH | | Employment Status | | | | Household Income | | | | Education | | |
|---|-------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|----------------|-------------|-------------------|------------|------------|------------|------------------|-------------------|--------------------|------------|-----------|------------|------------|
| | Total | Male | Female | 18-34 | 35-54 | 55+ | BC | AB | SK/MB | ON | QC | Atlantic | Yes | No | Yes | No | Full-Time | Part-Time | Retired | Other | < \$50k | \$50k- <\$100k | \$100k- <\$150k | \$150k+ | < HS | HS | University |
| | 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 | Z | |
| Analyzed Respondents : All respondents (Unwgt) | 1500 | 679 | 821 | 387 | 558 | 555 | 200 | 150 | 100 | 575 | 375 | 100 | 632 | 665 | 401 | 1099 | 680 | 109 | 334 | 242 | 396 | 625 | 305 | 138 | 44 | 882 | 574 |
| Analyzed Respondents : All respondents (Wgt) | 1500 | 735 | 765 | 413 | 510 | 577 | 210 | 165 | 105 | 570 | 345 | 105 | 579 | 701 | 354 | 1146 | 609 | 118 | 335 | 294 | 489 | 612 | 251 | 110 | 52 | 947 | 501 |
| Top 2 Box (Net) | 1290 | 591 | 699 | 375 | 423 | 491 | 182 | 137 | 94 | 488 | 292 | 95 | 485 | 600 | 304 | 985 | 508 | 101 | 291 | 260 | 443 | 508 | 212 | 90 | 45 | 821 | 424 |
| | 86.0% | 80.0% | 91.0% | 91.0% | 83.0% | 85.0% | 87.0% | 83.0% | 90.0% | 86.0% | 85.0% | 90.0% | 84.0% | 86.0% | 86.0% | 86.0% | 83.0% | 86.0% | 87.0% | 89.0% | 91.0% | 83.0% | 85.0% | 81.0% | 86.0% | 87.0% | 85.0% |
| | | | A | DE | | | | * | * | | | * | | | | | | * | | UVW | | | | ** | | | |
| Very important | 489 | 193 | 297 | 174 | 146 | 169 | 84 | 45 | 42 | 185 | 93 | 41 | 156 | 232 | 118 | 372 | 158 | 39 | 106 | 118 | 194 | 186 | 65 | 30 | 35 | 299 | 156 |
| | 33.0% | 26.0% | 39.0% | 42.0% | 29.0% | 29.0% | 40.0% | 27.0% | 40.0% | 32.0% | 27.0% | 39.0% | 27.0% | 33.0% | 33.0% | 32.0% | 26.0% | 33.0% | 31.0% | 40.0% | 40.0% | 30.0% | 26.0% | 27.0% | 66.0% | 32.0% | 31.0% |
| | | | A | DE | | | | * | J* | | | * | | | | | | * | | P | UVW | | | ** | | | |
| Somewhat important | 800 | 398 | 402 | 201 | 278 | 321 | 98 | 93 | 52 | 304 | 199 | 54 | 329 | 368 | 187 | 613 | 350 | 62 | 185 | 142 | 250 | 322 | 147 | 60 | 10 | 523 | 267 |
| | 53.0% | 54.0% | 53.0% | 49.0% | 54.0% | 56.0% | 47.0% | 56.0% | 50.0% | 53.0% | 58.0% | 51.0% | 57.0% | 53.0% | 53.0% | 54.0% | 57.0% | 53.0% | 55.0% | 48.0% | 51.0% | 53.0% | 59.0% | 54.0% | 20.0% | 55.0% | 53.0% |
| | | | | | | | | * | * | | | * | | | | | | * | | | | | | ** | | | |
| Bottom 2 Box (Net) | 210 | 144 | 66 | 37 | 87 | 87 | 28 | 28 | 11 | 82 | 53 | 10 | 94 | 101 | 49 | 161 | 101 | 17 | 44 | 34 | 46 | 103 | 38 | 20 | 8 | 126 | 77 |
| | 14.0% | 20.0% | 9.0% | 9.0% | 17.0% | 15.0% | 13.0% | 17.0% | 10.0% | 14.0% | 15.0% | 10.0% | 16.0% | 14.0% | 14.0% | 14.0% | 17.0% | 14.0% | 13.0% | 11.0% | 9.0% | 17.0% | 15.0% | 19.0% | 14.0% | 13.0% | 15.0% |
| | | | B | C | | | | * | * | | | * | | | | | | * | | T | T | | | ** | | | |
| Not very important | 170 | 113 | 58 | 31 | 72 | 68 | 18 | 25 | 7 | 69 | 41 | 9 | 76 | 80 | 43 | 127 | 85 | 15 | 33 | 25 | 34 | 89 | 32 | 13 | 3 | 102 | 65 |
| | 11.0% | 15.0% | 8.0% | 7.0% | 14.0% | 12.0% | 9.0% | 15.0% | 7.0% | 12.0% | 12.0% | 9.0% | 13.0% | 11.0% | 12.0% | 11.0% | 14.0% | 12.0% | 10.0% | 9.0% | 7.0% | 14.0% | 13.0% | 12.0% | 6.0% | 11.0% | 13.0% |
| | | | B | C | | | | * | * | | | * | | | | | | * | | T | T | | | ** | | | |
| Not at all important | 40 | 31 | 8 | 6 | 15 | 19 | 9 | 2 | 3 | 12 | 12 | 1 | 18 | 20 | 6 | 34 | 17 | 2 | 11 | 8 | 11 | 15 | 6 | 7 | 4 | 23 | 12 |
| | 3.0% | 4.0% | 1.0% | 1.0% | 3.0% | 3.0% | 4.0% | 2.0% | 3.0% | 2.0% | 3.0% | 1.0% | 3.0% | 3.0% | 2.0% | 3.0% | 3.0% | 2.0% | 3.0% | 3.0% | 2.0% | 2.0% | 3.0% | 7.0% | 8.0% | 2.0% | 2.0% |
| | | | B | | | | | * | * | | | * | | | | | | * | | TU | | | | ** | | | |
| Sigma | 1500 | 735 | 765 | 413 | 510 | 577 | 210 | 165 | 105 | 570 | 345 | 105 | 579 | 701 | 354 | 1146 | 609 | 118 | 335 | 294 | 489 | 612 | 251 | 110 | 52 | 947 | 501 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |

Overlap formulae 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, T/U/V/W, X/Y/Z

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, T/U/V/W, X/Y/Z

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

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