

Do you agree or disagree with the following statements? [It is important to me to trust the companies that I support.]

Overlap formulae used

- Column Properties:
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 (*)

Most Trusted Brands 2021

Do you agree or disagree with the following statements? [I'll pay a little more money to support a product or service from a company I trust.]

	Total	Language of Survey		Gender		Age							Region						Education			Income					
		English	French	Male	Female	18-34	35-44	45-54	55-64	65+	25-54	55+	BC	AB	SK/MB	ON	QC	ATL	<College	College	University+	<\$40K	\$40K to <\$60K	\$60K to <\$80K	\$80K to <\$100K	\$80K+	\$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	Z
Base: All Respondents	4001	3001	1000	1939	2062	1123	627	874	360	1017	2334	1377	537	425	259	1453	1041	286	1145	1304	1552	839	660	584	572	1487	915
Base: Weighted	4001	3074	927	1941	2060	1112	616	864	360	1049	2305	1408	536	424	264	1532	960	284	1139	1304	1558	836	659	584	573	1489	916
Strongly agree	945	721	224	402	543	335	166	195	67	183	601	250	129	106	65	356	223	65	242	322	382	181	149	155	134	376	242
	24%	23%	24%	21%	26%	30%	27%	23%	19%	17%	26%	18%	24%	25%	25%	23%	23%	23%	21%	25%	25%	22%	23%	27%	23%	25%	26%
Somewhat agree					C	GHUJK	GHIK	IK												R	R						U
	2335	1814	521	1151	1184	601	350	501	204	678	1316	882	317	244	154	903	546	171	632	739	964	454	388	333	341	904	562
Somewhat disagree	58%	59%	56%	59%	57%	54%	57%	58%	57%	65%	57%	63%	59%	58%	58%	59%	57%	60%	56%	57%	62%	54%	59%	57%	60%	61%	61%
										EFGHIJK	E	EFGHI									RS				U	U	U
Strongly disagree	612	459	153	327	285	146	81	141	76	169	323	245	76	67	38	235	158	38	209	216	188	162	107	82	86	184	98
	15%	15%	17%	17%	14%	13%	13%	16%	21%	16%	14%	17%	14%	16%	14%	15%	16%	13%	18%	17%	12%	19%	16%	14%	15%	12%	11%
Sigma					D					EJ	EFGUJK								T	T		WXYZ	YZ		YZ	Z	
	109	80	29	61	48	31	19	28	13	19	65	32	14	7	7	38	33	10	56	28	24	39	15	13	12	25	13
Sigma	3%	3%	3%	3%	2%	3%	3%	3%	3%	2%	3%	2%	3%	2%	3%	2%	3%	3%	5%	2%	2%	5%	2%	2%	2%	2%	1%
	4001	3074	927	1941	2060	1112	616	864	360	1049	2305	1408	536	424	264	1532	960	284	1139	1304	1558	836	659	584	573	1489	916
	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%	100%
Summary																											
Top2Box (Strongly/ Somewhat agree)	3280	2535	745	1553	1727	936	516	696	271	861	1917	1132	447	350	219	1259	769	236	874	1060	1346	635	537	488	475	1280	805
	82%	82%	80%	80%	84%	84%	84%	81%	75%	82%	83%	80%	83%	83%	83%	82%	80%	83%	77%	81%	86%	76%	82%	84%	83%	86%	88%
TopBox (Strongly agree)					C	GHK	H	H		HK	GHK	H								R	RS		U	U	U	UVX	UVWXY
	945	721	224	402	543	335	166	195	67	183	601	250	129	106	65	356	223	65	242	322	382	181	149	155	134	376	242
Low2Box (Somewhat/ Strongly disagree)	24%	23%	24%	21%	26%	30%	27%	23%	19%	17%	26%	18%	24%	25%	25%	23%	23%	23%	21%	25%	25%	22%	23%	27%	23%	25%	26%
					C	GHUJK	GHIK	IK												R	R			U			U
LowBox (Strongly disagree)	721	539	182	388	333	176	100	168	89	188	388	276	90	74	45	273	192	48	265	244	212	201	122	96	98	209	111
	18%	18%	20%	20%	16%	16%	16%	19%	25%	18%	17%	20%	17%	17%	17%	18%	20%	17%	23%	19%	14%	24%	18%	16%	17%	14%	12%
Mean					D					EJ	EFGUJK								ST	T		WXYZ	YZ	Z	YZ	Z	
	109	80	29	61	48	31	19	28	13	19	65	32	14	7	7	38	33	10	56	28	24	39	15	13	12	25	13
Std. Dev.	3%	3%	3%	3%	2%	3%	3%	3%	3%	2%	3%	2%	3%	2%	3%	2%	3%	3%	5%	2%	2%	5%	2%	2%	2%	2%	1%
																				ST							
Std. Err.	3	3	3	3	3.1	3.1	3.1	3	2.9	3	3.1	3	3	3.1	3	3	3	3	3	2.9	3	3.1	2.9	3	3.1	3	3.1
					C	GHUJK	GHIK	H												R	RS		U	U	U	UVX	UVXY
	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	0.8	0.7	0.6	0.8	0.7	0.7	0.7	0.7	0.6
	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*

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 (*)

Most Trusted Brands 2021

Do you agree or disagree with the following statements? [I pay more attention to companies that I trust.]

	Total	Language of Survey		Gender		Age							Region						Education			Income							
		English	French	Male	Female	18-34	35-44	45-54	55-64	65+	25-54	55+	BC	AB	SK/MB	ON	QC	ATL	<College	College	University+	<\$40K	\$40K to <\$60K	\$60K to <\$80K	\$80K to <\$100K	\$80K+	\$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	Z		
Base: All Respondents	4001	3001	1000	1939	2062	1123	627	874	360	1017	2334	1377	537	425	259	1453	1041	286	1145	1304	1552	839	660	584	572	1487	915		
Base: Weighted	4001	3074	927	1941	2060	1112	616	864	360	1049	2305	1408	536	424	264	1532	960	284	1139	1304	1558	836	659	584	573	1489	916		
Strongly agree	1239	955	284	527	711	404	188	266	97	283	760	381	153	133	85	469	301	97	335	409	494	262	207	189	185	468	283		
	31%																												
Somewhat agree	2322	1754	568	1180	1142	C	FGHIJK	351	493	226	672	1272	899	316	245	148	878	577	158	659	765	898	476	388	322	325	863	539	
	58%	57%	61%	61%	55%	52%	57%	57%	63%	64%	55%	64%	59%	58%	56%	57%	60%	56%	58%	59%	58%	57%	59%	55%	57%	58%	59%		
Somewhat disagree	386	321	65	201	184	A	D		E	E	EJ	EFGJ	E	EFGJ															
	10%	10%	7%	10%	9%	10%	11%	11%	9%	8%	10%	8%	11%	10%	10%	10%	7%	9%	11%	9%	10%	10%	9%	11%	10%	9%	9%		
Strongly disagree	55	45	10	32	23	B		IK	I		IK		P	7	6	3	25	11	3	23	18	14	15	7	7	16	9		
	1%	1%	1%	2%	1%	2%	1%	2%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	2%	1%	1%	1%	1%	1%		
Sigma	4001	3074	927	1941	2060	1112	616	864	360	1049	2305	1408	536	424	264	1532	960	284	1139	1304	1558	836	659	584	573	1489	916		
	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%	100%		
Summary																													
Top2Box (Strongly/ Somewhat agree)	3560	2709	851	1707	1853	983	539	759	323	956	2032	1279	470	377	234	1347	878	255	994	1174	1392	738	594	511	509	1332	822		
	89%	88%	92%	88%	90%	88%	88%	88%	90%	91%	88%	91%	88%	89%	88%	88%	88%	91%	90%	87%	90%	89%	88%	90%	88%	89%	90%		
TopBox (Strongly agree)	1239	955	284	527	711	C		404	188	266	97	283	760	381	133	85	469	301	97	335	409	494	262	207	189	185	468	283	
	31%	31%	31%	27%	35%	36%	31%	31%	27%	27%	33%	27%	29%	31%	32%	31%	31%	34%	29%	31%	32%	31%	31%	32%	32%	31%	31%		
Low2Box (Somewhat/ Strongly disagree)	441	365	75	233	207	C	FGHIJK		76	106	36	93	273	129	67	47	31	186	82	29	145	130	166	97	65	73	63	157	93
	11%	12%	8%	12%	10%	12%	12%	12%	10%	9%	12%	9%	12%	11%	12%	12%	9%	10%	13%	10%	11%	12%	10%	12%	11%	11%	10%		
LowBox (Strongly disagree)	55	45	10	32	23	B		IK	IK	IK			IK		P			P		S									
	1%	1%	1%	2%	1%	2%	1%	2%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	2%	1%	1%	1%	1%	1%		
Mean	3.2	3.2	3.2	3.1	3.2			3.2	3.2	3.2	3.2	3.2	3.1	3.2	3.2	3.2	3.2	3.2	3.1	3.2	3.2	3.2	3.2	3.2	3.2	3.2	3.2		
				C	IK												L		R	R									
Std. Dev.	0.7	0.7	0.6	0.7	0.7	0.7	0.7	0.7	0.6	0.6	0.7	0.6	0.7	0.7	0.7	0.7	0.6	0.7	0.7	0.6	0.6	0.7	0.6	0.7	0.7	0.6	0.6		
Std. Err.	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*		

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 (*)

Most Trusted Brands 2021

Do you agree or disagree with the following statements? [I consider myself very loyal to the brands and companies that I support.]

	Total	Language of Survey		Gender		Age							Region						Education			Income					
		English	French	Male	Female	18-34	35-44	45-54	55-64	65+	25-54	55+	BC	AB	SK/MB	ON	QC	ATL	<College	College	University+	<\$40K	\$40K to <\$60K	\$60K to <\$80K	\$80K to <\$100K	\$80K+	\$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	Z
Base: All Respondents	4001	3001	1000	1939	2062	1123	627	874	360	1017	2334	1377	537	425	259	1453	1041	286	1145	1304	1552	839	660	584	572	1487	915
Base: Weighted	4001	3074	927	1941	2060	1112	616	864	360	1049	2305	1408	536	424	264	1532	960	284	1139	1304	1558	836	659	584	573	1489	916
Strongly agree	1132	866	266	507	625	325	167	269	100	272	681	372	130	119	78	428	283	95	305	400	427	221	190	167	173	456	282
	28%	28%	29%	26%	30%	29%	27%	31%	28%	26%	30%	26%	24%	28%	30%	28%	29%	33%	27%	31%	27%	26%	29%	29%	30%	31%	31%
Somewhat agree					C			IK			IK						L	L		R					U	U	
	2214	1699	515	1091	1123	562	341	485	209	617	1236	825	319	235	150	843	523	144	635	698	880	472	372	315	299	798	499
Somewhat disagree	55%	55%	56%	56%	55%	51%	55%	56%	58%	59%	54%	59%	59%	55%	57%	55%	55%	51%	56%	54%	57%	56%	56%	54%	52%	54%	55%
					E			E	E	EJ	E	EJ	Q														
Strongly disagree	580	452	128	302	278	192	98	94	48	149	339	197	77	64	33	233	134	40	169	190	221	127	86	90	92	212	121
	14%	15%	14%	16%	14%	17%	16%	11%	13%	14%	15%	14%	14%	15%	12%	15%	14%	14%	15%	15%	14%	15%	13%	15%	16%	14%	13%
Sigma					GJK			G		G	G																
	75	57	18	41	34	34	11	17	3	11	49	14	11	7	3	29	19	6	29	17	29	17	12	12	9	23	14
Sigma	2%	2%	2%	2%	2%	3%	2%	2%	1%	1%	2%	1%	2%	2%	1%	2%	2%	2%	3%	1%	2%	2%	2%	2%	2%	2%	2%
					HUJK					IK									S								
Summary	4001	3074	927	1941	2060	1112	616	864	360	1049	2305	1408	536	424	264	1532	960	284	1139	1304	1558	836	659	584	573	1489	916
	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%	100%
Summary																											
Top2Box (Strongly/ Somewhat agree)	3346	2565	781	1598	1748	887	507	754	308	889	1917	1197	449	353	228	1271	807	238	941	1097	1308	692	561	482	472	1254	782
	84%	83%	84%	82%	85%	80%	82%	87%	86%	85%	83%	85%	84%	83%	86%	83%	84%	84%	83%	84%	84%	83%	83%	85%	83%	82%	84%
TopBox (Strongly agree)					C			EFJ	E	E	E	E															
	1132	866	266	507	625	325	167	269	100	272	681	372	130	119	78	428	283	95	305	400	427	221	190	167	173	456	282
Low2Box (Somewhat/ Strongly disagree)	28%	28%	29%	26%	30%	29%	27%	31%	28%	26%	30%	26%	24%	28%	30%	28%	29%	33%	27%	31%	27%	26%	29%	29%	30%	31%	31%
					C			IK			IK						L	L		R					U	U	
LowBox (Strongly disagree)	655	510	146	343	312	225	109	110	51	160	388	211	87	71	36	262	154	46	198	207	250	143	98	102	101	235	134
	16%	17%	16%	18%	15%	20%	18%	13%	14%	15%	17%	15%	16%	17%	14%	17%	16%	16%	17%	16%	16%	17%	15%	17%	18%	16%	15%
Mean					D			GHUJK	G																		
	75	57	18	41	34	34	11	17	3	11	49	14	11	7	3	29	19	6	29	17	29	17	12	12	9	23	14
Std. Dev.	2%	2%	2%	2%	2%	3%	2%	2%	1%	1%	2%	1%	2%	2%	1%	2%	2%	2%	3%	1%	2%	2%	2%	2%	2%	2%	2%
					HUJK					IK									S								
Std. Err.	3.1	3.1	3.1	3.1	3.1	3.1	3.1	3.2	3.1	3.1	3.1	3.1	3.1	3.1	3.1	3.1	3.1	3.2	3.1	3.1	3.1	3.1	3.1	3.1	3.1	3.1	3.1
					C			EFUJK			E								R							U	U
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	0.7
Std. Err.	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Column Proportions:																											
Column Means:																											
Minimum Base: 30 (**), Small Base: 100 (*)																											
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 (*)																											

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 (*)

Most Trusted Brands 2021

Do you agree or disagree with the following statements? [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.]

	Total	Language of Survey		Gender		Age							Region						Education			Income					
		English	French	Male	Female	18-34	35-44	45-54	55-64	65+	25-54	55+	BC	AB	SK/MB	ON	QC	ATL	<College	College	University+	<\$40K	\$40K to <\$60K	\$60K to <\$80K	\$80K to <\$100K	\$80K+	\$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	Z
Base: All Respondents	4001	3001	1000	1939	2062	1123	627	874	360	1017	2334	1377	537	425	259	1453	1041	286	1145	1304	1552	839	660	584	572	1487	915
Base: Weighted	4001	3074	927	1941	2060	1112	616	864	360	1049	2305	1408	536	424	264	1532	960	284	1139	1304	1558	836	659	584	573	1489	916
Strongly agree	1606	1219	388	743	863	478	224	344	148	412	928	559	208	173	110	592	401	122	421	554	631	309	273	245	230	629	400
	40%	40%	42%	38%	42%	43%	36%	40%	41%	39%	40%	40%	39%	41%	42%	39%	42%	43%	37%	42%	41%	37%	41%	42%	40%	42%	44%
Somewhat agree					C	FJ					F								R							U	U
	2075	1592	484	1025	1051	519	325	447	194	590	1160	784	285	215	134	806	495	141	607	661	808	446	342	289	291	751	460
	52%	52%	52%	53%	51%	47%	53%	52%	54%	56%	50%	56%	53%	51%	51%	53%	52%	50%	53%	51%	52%	53%	52%	49%	51%	50%	50%
Somewhat disagree					E	E	E	E	E	EJ	E	EJ															
	278	231	47	151	127	99	58	65	16	40	188	56	40	30	20	116	54	18	90	80	107	65	38	46	46	99	53
Strongly disagree	7%	7%	5%	8%	6%	9%	9%	8%	4%	4%	8%	4%	7%	7%	8%	8%	6%	6%	8%	6%	7%	8%	6%	8%	8%	7%	6%
					B	D					HIK	IK															
	42	34	8	22	20	16	9	8	2	7	29	9	4	6	-	19	10	3	21	9	12	15	6	4	7	10	3
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%	1%	*
Sigma						K													ST						Z	Z	
	4001	3074	927	1941	2060	1112	616	864	360	1049	2305	1408	536	424	264	1532	960	284	1139	1304	1558	836	659	584	573	1489	916
	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%	100%
Summary																											
Top2Box (Strongly/ Somewhat agree)	3682	2810	871	1768	1914	998	549	792	341	1002	2089	1343	493	388	244	1398	896	263	1028	1215	1439	755	615	534	520	1380	860
	92%	91%	94%	91%	93%	90%	89%	92%	95%	96%	91%	95%	92%	92%	92%	91%	93%	93%	90%	93%	92%	90%	93%	91%	91%	93%	94%
TopBox (Strongly agree)					A	C					EFGJ	EFGJ							R							X	UXY
	1606	1219	388	743	863	478	224	344	148	412	928	559	208	173	110	592	401	122	421	554	631	309	273	245	230	629	400
	40%	40%	42%	38%	42%	43%	36%	40%	41%	39%	40%	40%	39%	41%	42%	39%	42%	43%	37%	42%	41%	37%	41%	42%	40%	42%	44%
Low2Box (Somewhat/ Strongly disagree)					C	FJ					F								R							U	U
	319	264	55	173	147	115	67	73	18	47	216	65	44	36	20	135	64	21	111	89	119	80	44	50	53	109	56
LowBox (Strongly disagree)	8%	9%	6%	9%	7%	10%	11%	8%	5%	4%	9%	5%	8%	8%	8%	9%	7%	7%	10%	7%	8%	10%	7%	9%	9%	7%	6%
					B	D					HIK	HIK							S							YZ	Z
	42	34	8	22	20	16	9	8	2	7	29	9	4	6	-	19	10	3	21	9	12	15	6	4	7	10	3
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%	1%	*
Mean						K													ST						Z	Z	
	3.3	3.3	3.3	3.3	3.3	3.3	3.2	3.3	3.4	3.3	3.3	3.3	3.3	3.3	3.3	3.3	3.3	3.3	3.3	3.3	3.3	3.3	3.3	3.3	3.3	3.3	3.4
						A	C	F			F	F	F	FJ				O		R	R					UX	UXY
Std. Dev.	0.6	0.7	0.6	0.7	0.6	0.7	0.7	0.6	0.6	0.6	0.7	0.6	0.6	0.7	0.6	0.7	0.6	0.6	0.7	0.6	0.6	0.7	0.6	0.6	0.7	0.6	0.6
Std. Err.	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*

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 (*)

Most Trusted Brands 2021

Do you agree or disagree with the following statements? [I am more likely to trust a company that announces product recalls.]

	Total	Language of Survey		Gender		Age							Region						Education			Income					
		English	French	Male	Female	18-34	35-44	45-54	55-64	65+	25-54	55+	BC	AB	SK/MB	ON	QC	ATL	<College	College	University+	<\$40K	\$40K to <\$60K	\$60K to <\$80K	\$80K to <\$100K	\$80K+	\$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	Z
Base: All Respondents	4001	3001	1000	1939	2062	1123	627	874	360	1017	2334	1377	537	425	259	1453	1041	286	1145	1304	1552	839	660	584	572	1487	915
Base: Weighted	4001	3074	927	1941	2060	1112	616	864	360	1049	2305	1408	536	424	264	1532	960	284	1139	1304	1558	836	659	584	573	1489	916
Strongly agree	1014	898	116	445	569	305	150	230	70	258	619	329	171	129	88	415	124	88	290	335	389	191	179	153	131	380	249
	25%	29%	12%	23%	28%	27%	24%	27%	20%	25%	27%	23%	32%	30%	33%	27%	13%	31%	25%	26%	25%	23%	27%	26%	23%	26%	27%
Somewhat agree		B		C	HK			H		H	HK	H	OP	P	OP	P		P									U
	2236	1741	496	1176	1060	570	327	490	186	663	1246	849	293	243	147	872	524	158	621	698	917	472	349	307	347	862	514
Somewhat disagree	56%	57%	53%	61%	51%	51%	53%	57%	52%	63%	54%	60%	55%	57%	56%	57%	55%	56%	55%	54%	59%	56%	53%	52%	61%	58%	56%
		D						EJ		EF	GHIJK	E	EFHJ						RS						VW	VW	
Strongly disagree	670	385	285	283	386	211	121	128	96	112	392	209	60	47	28	217	284	34	196	241	233	142	114	121	85	228	142
	17%	13%	31%	15%	19%	19%	20%	15%	27%	11%	17%	15%	11%	11%	11%	14%	30%	12%	17%	19%	15%	17%	17%	21%	15%	15%	16%
Sigma		A		C		GIJK	GIJK	I		EF	GIJK	GI	I				LMNOQ		T						XYZ		
	82	51	31	36	45	27	18	16	7	15	49	22	12	6	1	28	30	5	32	30	20	31	17	4	9	19	10
Sigma	2%	2%	3%	2%	2%	2%	3%	2%	2%	1%	2%	2%	2%	1%	*	2%	3%	2%	3%	2%	1%	4%	3%	1%	2%	1%	1%
		A				IK											NO		T	T		WXYZ	WYZ				
Summary	4001	3074	927	1941	2060	1112	616	864	360	1049	2305	1408	536	424	264	1532	960	284	1139	1304	1558	836	659	584	573	1489	916
	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%	100%
Summary																											
Top2Box (Strongly/ Somewhat agree)	3250	2639	611	1621	1629	875	477	721	257	922	1865	1178	464	371	235	1287	647	245	911	1033	1306	662	528	459	479	1242	763
	81%	86%	66%	84%	79%	79%	77%	83%	71%	88%	81%	84%	87%	88%	89%	84%	67%	86%	80%	79%	84%	79%	80%	79%	84%	83%	83%
TopBox (Strongly agree)		B		D		H	H	EFHJ		EF	GHIJK	EFH	EFHJ	P	P	OP	P	P			RS				UW	UW	UW
	1014	898	116	445	569	305	150	230	70	258	619	329	171	129	88	415	124	88	290	335	389	191	179	153	131	380	249
Low2Box (Somewhat/ Strongly disagree)	25%	29%	12%	23%	28%	27%	24%	27%	20%	25%	27%	23%	32%	30%	33%	27%	13%	31%	25%	26%	25%	23%	27%	26%	23%	26%	27%
		B		C	HK			H		H	HK	H	OP	P	OP	P		P									U
LowBox (Strongly disagree)	751	436	315	319	432	238	139	144	103	127	441	230	72	53	29	245	313	39	228	271	252	173	131	125	94	247	153
	19%	14%	34%	16%	21%	21%	23%	17%	29%	12%	19%	16%	13%	12%	11%	16%	33%	14%	20%	21%	16%	21%	20%	21%	16%	17%	17%
Mean		A		C		GIJK	GIJK	I		EF	GIJK	GIK	I			N	LMNOQ		T	T		XYZ		XYZ			
	82	51	31	36	45	27	18	16	7	15	49	22	12	6	1	28	30	5	32	30	20	31	17	4	9	19	10
Std. Dev.	2%	2%	3%	2%	2%	2%	3%	2%	2%	1%	2%	2%	2%	1%	*	2%	3%	2%	3%	2%	1%	4%	3%	1%	2%	1%	1%
		A				IK											NO		T	T		WXYZ	WYZ				
Std. Err.	3	3.1	2.8	3	3	3	3	3.1	2.9	3.1	3.1	3.1	3.2	3.2	3.2	3.1	2.8	3.2	3	3	3.1	3	3	3	3	3.1	3.1
		B				H	H	FH		EF	HJK	FH	H	OP	P	OP	P		P							U	U
	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	0.6	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7
	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*

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 (*)

Most Trusted Brands 2021

Do you agree or disagree with the following statements? [I trust third party recognition of products and services such as awards or seals of excellence.]

	Total	Language of Survey		Gender		Age							Region						Education			Income					
		English	French	Male	Female	18-34	35-44	45-54	55-64	65+	25-54	55+	BC	AB	SK/MB	ON	QC	ATL	<College	College	University+	<\$40K	\$40K to <\$60K	\$60K to <\$80K	\$80K to <\$100K	\$80K+	\$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	Z
Base: All Respondents	4001	3001	1000	1939	2062	1123	627	874	360	1017	2334	1377	537	425	259	1453	1041	286	1145	1304	1552	839	660	584	572	1487	915
Base: Weighted	4001	3074	927	1941	2060	1112	616	864	360	1049	2305	1408	536	424	264	1532	960	284	1139	1304	1558	836	659	584	573	1489	916
Strongly agree	376	257	119	180	197	163	69	67	28	49	252	78	37	24	10	166	119	20	102	115	159	63	71	72	59	140	80
	9%	8%	13%	9%	10%	15%	11%	8%	8%	5%	11%	6%	7%	6%	4%	11%	12%	7%	9%	9%	10%	7%	11%	12%	10%	9%	9%
Somewhat agree		A				FGHIJK	GIK	IK	IK		GIK	I				LMNQ	LMNQ					U	UVZ				
	2131	1626	505	1015	1117	575	318	469	206	563	1213	769	303	208	135	801	529	154	593	671	867	448	342	301	312	825	513
	53%	53%	54%	52%	54%	52%	52%	54%	57%	54%	53%	55%	57%	49%	51%	52%	55%	54%	52%	51%	56%	54%	52%	52%	54%	55%	56%
Somewhat disagree													M				M				S						
	1263	990	273	609	654	310	189	273	111	380	697	491	163	161	100	470	279	88	366	443	455	276	207	185	171	445	275
	32%	32%	29%	31%	32%	28%	31%	32%	31%	36%	30%	35%	30%	38%	38%	31%	29%	31%	32%	34%	29%	33%	31%	32%	30%	30%	30%
Strongly disagree										EFGJ	E	EJ		LOP	LOP					T							
	231	201	30	137	94	65	40	55	14	56	143	71	32	31	18	95	33	22	78	75	77	49	39	27	31	79	47
	6%	7%	3%	7%	5%	6%	6%	6%	4%	5%	6%	5%	6%	7%	7%	6%	3%	8%	7%	6%	5%	6%	6%	5%	5%	5%	5%
Sigma		B		D									P	P	P	P		P	T								
	4001	3074	927	1941	2060	1112	616	864	360	1049	2305	1408	536	424	264	1532	960	284	1139	1304	1558	836	659	584	573	1489	916
	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%	100%
Summary																											
Top2Box (Strongly/ Somewhat agree)	2507	1883	624	1194	1313	738	387	536	234	613	1465	847	341	232	145	967	648	174	695	787	1026	511	413	373	371	965	594
	63%	61%	67%	62%	64%	66%	63%	62%	65%	58%	64%	60%	64%	55%	55%	63%	67%	61%	61%	60%	66%	61%	63%	64%	65%	65%	65%
TopBox (Strongly agree)		A				GIJK			IK		IK	I	MN			MN	MNOQ				RS						
	376	257	119	180	197	163	69	67	28	49	252	78	37	24	10	166	119	20	102	115	159	63	71	72	59	140	80
	9%	8%	13%	9%	10%	15%	11%	8%	8%	5%	11%	6%	7%	6%	4%	11%	12%	7%	9%	9%	10%	7%	11%	12%	10%	9%	9%
Low2Box (Somewhat/ Strongly disagree)		A				FGHIJK	GIK	IK	IK		GIK	I				LMNQ	LMNQ					U	UVZ				
	1494	1191	302	746	747	375	229	328	125	436	840	561	195	192	119	565	312	110	444	517	532	325	246	211	202	524	322
	37%	39%	33%	38%	36%	34%	37%	38%	35%	42%	36%	40%	36%	45%	45%	37%	33%	39%	39%	40%	34%	39%	37%	36%	35%	35%	35%
LowBox (Strongly disagree)		B						E		EHJK	E	EHJ		LOP	LOP	P		P	T	T							
	231	201	30	137	94	65	40	55	14	56	143	71	32	31	18	95	33	22	78	75	77	49	39	27	31	79	47
	6%	7%	3%	7%	5%	6%	6%	6%	4%	5%	6%	5%	6%	7%	7%	6%	3%	8%	7%	6%	5%	6%	6%	5%	5%	5%	5%
Mean		B		D									P	P	P	P		P	T								
	2.7	2.6	2.8	2.6	2.7	2.8	2.7	2.6	2.7	2.6	2.7	2.6	2.6	2.5	2.5	2.7	2.8	2.6	2.6	2.6	2.7	2.6	2.7	2.7	2.7	2.7	2.7
		A		C		GIJK	IK		IK		GIK	I	MN			MN	LMNOQ				RS			U		U	
Std. Dev.	0.7	0.7	0.7	0.7	0.7	0.8	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.	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*

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 (*)

Do you agree or disagree with the following statements? [I trust a company that will stand behind their products.]

Overlap formulae used

- Column Propositions:
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 (**)

Most Trusted Brands 2021

Do you agree or disagree with the following statements? [I'd be more willing to work for a company that I trust.]

	Total	Language of Survey		Gender		Age								Region						Education			Income					
		English	French	Male	Female	18-34	35-44	45-54	55-64	65+	25-54	55+	BC	AB	SK/MB	ON	QC	ATL	<College	College	University+	<\$40K	\$40K to <\$60K	\$60K to <\$80K	\$80K to <\$100K	\$80K+	\$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	Z	
Base: All Respondents	4001	3001	1000	1939	2062	1123	627	874	360	1017	2334	1377	537	425	259	1453	1041	286	1145	1304	1552	839	660	584	572	1487	915	
Base: Weighted	4001	3074	927	1941	2060	1112	616	864	360	1049	2305	1408	536	424	264	1532	960	284	1139	1304	1558	836	659	584	573	1489	916	
Strongly agree	1847	1474	373	831	1017	545	264	428	156	454	1112	610	256	218	138	697	389	150	485	626	737	377	291	276	262	710	449	
	46%	48%	40%	43%	49%	49%	43%	49%	44%	43%	48%	43%	48%	51%	52%	46%	41%	53%	43%	48%	47%	45%	44%	47%	46%	48%	49%	
Somewhat agree	B			C	FIK			FIK			FIK		P	OP	P	P		OP		R	R							
	1858	1395	463	952	906	462	298	385	179	534	1024	712	244	182	118	714	479	121	541	599	718	390	324	267	268	681	413	
Somewhat disagree	46%	45%	50%	49%	44%	42%	48%	45%	50%	51%	44%	51%	45%	43%	45%	47%	50%	42%	47%	46%	46%	47%	49%	46%	47%	46%	45%	
	A			D			EJ		E	EGJ	E	EGJ					MQ											
Strongly disagree	229	158	71	126	102	78	46	41	20	44	137	64	25	18	8	95	71	12	87	57	85	49	31	34	36	82	47	
	6%	5%	8%	7%	5%	7%	7%	5%	5%	4%	6%	5%	5%	4%	3%	6%	7%	4%	8%	4%	5%	6%	5%	6%	6%	6%	5%	
Sigma	A			D		GIK	GIK			I						N	LMN		ST									
	67	48	20	32	35	27	8	11	5	17	32	22	12	7	-	26	21	2	27	22	19	19	13	7	7	15	8	
Sigma	2%	2%	2%	2%	2%	2%	1%	1%	1%	2%	1%	2%	2%	2%	-	2%	2%	1%	2%	2%	1%	2%	2%	1%	1%	1%	1%	
	J												N	N		N	N		T			YZ						
Summary	4001	3074	927	1941	2060	1112	616	864	360	1049	2305	1408	536	424	264	1532	960	284	1139	1304	1558	836	659	584	573	1489	916	
Summary	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%	100%	
Top2Box (Strongly/ Somewhat agree)	3705	2869	836	1782	1923	1007	563	813	335	988	2137	1323	500	399	256	1411	869	270	1026	1225	1454	767	616	543	530	1391	861	
TopBox (Strongly agree)	93%	93%	90%	92%	93%	91%	91%	94%	93%	94%	93%	94%	93%	94%	97%	92%	90%	95%	90%	94%	93%	92%	93%	93%	93%	93%	94%	
	B							EFJ		EF	E	EF		P	LOP			P		R	R							
Low2Box (Somewhat/ Strongly disagree)	1847	1474	373	831	1017	545	264	428	156	454	1112	610	256	218	138	697	389	150	485	626	737	377	291	276	262	710	449	
	46%	48%	40%	43%	49%	49%	43%	49%	44%	43%	48%	43%	48%	51%	52%	46%	41%	53%	43%	48%	47%	45%	44%	47%	46%	48%	49%	
LowBox (Strongly disagree)	B			C	FIK			FIK			FIK		P	OP	P	P		OP		R	R							
	296	206	91	158	138	106	53	52	25	61	169	86	37	25	8	121	92	14	113	79	104	68	43	41	43	98	55	
Mean	7%	7%	10%	8%	7%	9%	9%	6%	7%	6%	7%	6%	7%	6%	3%	8%	10%	5%	10%	6%	7%	8%	7%	7%	7%	7%	6%	
	A					GUK	GIK				G		N			N	MNQ		ST									
Std. Dev.	67	48	20	32	35	27	8	11	5	17	32	22	12	7	-	26	21	2	27	22	19	19	13	7	7	15	8	
	2%	2%	2%	2%	2%	2%	1%	1%	1%	2%	1%	2%	2%	2%	-	2%	2%	1%	2%	2%	1%	2%	2%	1%	1%	1%	1%	
Std. Err.	3.4	3.4	3.3	3.3	3.4	3.4	3.3	3.4	3.4	3.4	3.4	3.4	3.4	3.4	3.5	3.4	3.3	3.5	3.3	3.4	3.4	3.3	3.4	3.4	3.4	3.4	3.4	
	B			C				FIK			F		P	OP	LOP	P		OP		R	R						U	
Std. Err.	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.6	0.6	0.6	0.7	0.6	0.7	0.7	0.6	0.7	0.7	0.6	0.7	0.7	0.6	0.7	0.7	0.7	0.6	0.6	0.6	
	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	

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 (*)

Most Trusted Brands 2021

Do you agree or disagree with the following statements? [I'm more likely to invest my money in a company that I trust.]

	Total	Language of Survey		Gender		Age							Region						Education			Income					
		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
Base: All Respondents	4001	3001	1000	1939	2062	1123	627	874	360	1017	2334	1377	537	425	259	1453	1041	286	1145	1304	1552	839	660	584	572	1487	915
Base: Weighted	4001	3074	927	1941	2060	1112	616	864	360	1049	2305	1408	536	424	264	1532	960	284	1139	1304	1558	836	659	584	573	1489	916
Strongly agree	1535	1170	364	721	813	429	216	335	147	407	872	554	196	163	111	563	379	123	410	497	628	286	252	234	221	611	390
	38%	38%	39%	37%	39%	39%	35%	39%	41%	39%	38%	39%	37%	38%	42%	37%	39%	43%	36%	38%	40%	34%	38%	40%	39%	41%	43%
Somewhat agree	2046	1581	466	1003	1043	548	314	453	180	552	1176	732	280	220	137	796	479	135	566	691	789	429	343	290	287	747	460
	51%	51%	50%	52%	51%	49%	51%	52%	50%	53%	51%	52%	52%	52%	52%	52%	50%	48%	50%	53%	51%	51%	52%	50%	50%	50%	50%
Somewhat disagree	329	245	84	177	152	108	68	58	28	68	201	96	45	35	11	137	84	17	115	93	121	85	50	49	57	115	58
	8%	8%	9%	9%	7%	10%	11%	7%	8%	6%	9%	7%	8%	8%	4%	9%	9%	6%	10%	7%	8%	10%	8%	8%	10%	8%	6%
Strongly disagree				D		GIK	GIJK				GIK		N	N		N	N		ST			YZ			YZ	Z	
	91	78	13	40	52	28	18	19	4	22	57	26	15	7	5	37	19	9	49	23	20	36	14	11	8	16	8
Sigma	2%	3%	1%	2%	3%	3%	3%	2%	1%	2%	2%	2%	3%	2%	2%	2%	2%	3%	4%	2%	1%	4%	2%	2%	1%	1%	1%
		B																ST			VWXYZ	YZ					
	4001	3074	927	1941	2060	1112	616	864	360	1049	2305	1408	536	424	264	1532	960	284	1139	1304	1558	836	659	584	573	1489	916
	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%	100%
Summary																											
Top2Box (Strongly/ Somewhat agree)	3581	2751	830	1724	1857	977	530	788	327	959	2047	1286	476	382	248	1358	858	258	976	1188	1417	715	595	524	508	1358	850
	90%	89%	90%	89%	90%	88%	86%	91%	91%	91%	89%	91%	89%	90%	94%	89%	89%	91%	86%	91%	91%	86%	90%	90%	89%	91%	93%
TopBox (Strongly agree)								EFJ	F	EFJ	F	EFJ			LOP				R	R		U	U		UX	UWXY	
	1535	1170	364	721	813	429	216	335	147	407	872	554	196	163	111	563	379	123	410	497	628	286	252	234	221	611	390
Low2Box (Somewhat/ Strongly disagree)	38%	38%	39%	37%	39%	39%	35%	39%	41%	39%	38%	39%	37%	38%	42%	37%	39%	43%	36%	38%	40%	34%	38%	40%	39%	41%	43%
																		O			R			U	U	U	
LowBox (Strongly disagree)	420	323	97	216	204	136	85	77	32	90	258	122	60	42	16	174	102	26	163	116	141	121	64	60	64	130	66
	10%	11%	10%	11%	10%	12%	14%	9%	9%	9%	11%	9%	11%	10%	6%	11%	11%	9%	14%	9%	9%	14%	10%	10%	11%	9%	7%
Mean						GIK	GHIJK				GIK		N			N	N		ST			VWYZ			Z	YZ	Z
	91	78	13	40	52	28	18	19	4	22	57	26	15	7	5	37	19	9	49	23	20	36	14	11	8	16	8
Std. Dev.	2%	3%	1%	2%	3%	3%	3%	2%	1%	2%	2%	2%	3%	2%	2%	2%	2%	3%	4%	2%	1%	4%	2%	2%	1%	1%	1%
		B																ST			VWXYZ	YZ					
Std. Err.	3.3	3.3	3.3	3.2	3.3	3.2	3.2	3.3	3.3	3.3	3.2	3.3	3.2	3.3	3.3	3.2	3.3	3.3	3.2	3.3	3.3	3.2	3.3	3.3	3.3	3.3	3.3
								F	F	F	F	F			LO				R	R		U	U	U	UX	UVXY	
	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	0.8	0.7	0.7	0.8	0.7	0.7	0.7	0.7	0.6
	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*

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 (*)

Most Trusted Brands 2021

Do you agree or disagree with the following statements? [I buy items solely based on their price.]

	Total	Language of Survey		Gender		Age							Region						Education			Income					
		English	French	Male	Female	18-34	35-44	45-54	55-64	65+	25-54	55+	BC	AB	SK/MB	ON	QC	ATL	<College	College	University+	<\$40K	\$40K to <\$60K	\$60K to <\$80K	\$80K to <\$100K	\$80K+	\$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	Z
Base: All Respondents	4001	3001	1000	1939	2062	1123	627	874	360	1017	2334	1377	537	425	259	1453	1041	286	1145	1304	1552	839	660	584	572	1487	915
Base: Weighted	4001	3074	927	1941	2060	1112	616	864	360	1049	2305	1408	536	424	264	1532	960	284	1139	1304	1558	836	659	584	573	1489	916
Strongly agree	413	335	79	199	215	168	87	92	25	42	303	67	57	43	21	176	88	29	142	119	152	105	70	56	63	147	84
	10%	11%	8%	10%	10%	15%	14%	11%	7%	4%	13%	5%	11%	10%	8%	11%	9%	10%	12%	9%	10%	13%	11%	10%	11%	10%	9%
Somewhat agree	B					GHUJK	GHIK	HIK	IK		GHIK	I							ST			YZ					
	1605	1240	365	774	831	486	271	350	128	369	984	497	213	172	110	621	378	110	485	532	588	370	283	223	212	556	343
Somewhat disagree	40%	40%	39%	40%	40%	44%	44%	41%	36%	35%	43%	35%	40%	40%	42%	41%	39%	39%	43%	41%	38%	44%	43%	38%	37%	37%	37%
						HIK	HIK	IK			HIK								T			WXYZ	XYZ				
Strongly disagree	1640	1223	416	808	831	371	221	355	173	519	845	693	223	170	109	593	425	119	432	545	662	287	260	258	252	656	404
	41%	40%	45%	42%	40%	33%	36%	41%	48%	50%	37%	49%	42%	40%	41%	39%	44%	42%	38%	42%	42%	34%	40%	44%	44%	44%	44%
Sigma	A							EFJ	EFGJ	EFGJ	E	EFGJ					O				R		U	U	U	UV	U
	343	277	67	159	184	87	37	68	33	118	174	151	43	39	24	143	68	26	80	107	157	74	46	47	46	130	84
	9%	9%	7%	8%	9%	8%	6%	8%	9%	11%	8%	11%	8%	9%	9%	9%	7%	9%	7%	8%	10%	9%	7%	8%	8%	9%	9%
								EFGJ		EFGJ		EFGJ							R								
Summary	4001	3074	927	1941	2060	1112	616	864	360	1049	2305	1408	536	424	264	1532	960	284	1139	1304	1558	836	659	584	573	1489	916
	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%	100%
Top2Box (Strongly/ Somewhat agree)	2018	1574	443	973	1045	654	358	442	153	411	1267	564	270	214	131	797	467	139	627	651	739	475	353	279	275	703	427
TopBox (Strongly agree)	50%	51%	48%	50%	51%	59%	58%	51%	43%	39%	58%	40%	50%	51%	50%	52%	49%	49%	55%	50%	47%	57%	54%	48%	48%	47%	47%
	413	335	79	199	215	GHUJK	GHIK	HIK			GHIK								ST			WXYZ	WYZ				
Low2Box (Somewhat/ Strongly disagree)	10%	11%	8%	10%	10%	15%	14%	11%	7%	4%	13%	5%	11%	10%	8%	11%	9%	10%	12%	9%	10%	13%	11%	10%	11%	10%	9%
	B					GHUJK	GHIK	HIK	IK		GHIK	I							ST			YZ					
LowBox (Strongly disagree)	1983	1500	483	968	1015	458	258	422	207	638	1019	844	266	210	133	735	494	145	512	653	819	360	306	305	298	786	488
	50%	49%	52%	50%	49%	41%	42%	49%	57%	61%	44%	60%	50%	49%	50%	48%	51%	51%	45%	50%	53%	43%	46%	52%	52%	53%	53%
Mean	343	277	67	159	184	87	37	68	33	118	174	151	43	39	24	143	68	26	80	107	157	74	46	47	46	130	84
	9%	9%	7%	8%	9%	8%	6%	8%	9%	11%	8%	11%	8%	9%	9%	9%	7%	9%	7%	8%	10%	9%	7%	8%	8%	9%	9%
Std. Dev.	2.5	2.5	2.5	2.5	2.5	2.7	2.7	2.5	2.4	2.3	2.6	2.3	2.5	2.5	2.5	2.5	2.5	2.5	2.6	2.5	2.5	2.6	2.6	2.5	2.5	2.5	2.5
	0.8	0.8	0.8	0.8	0.8	GHUJK	GHIK	HIK			GHIK		0.8	0.8	0.8	0.8	0.8	0.8	0.8	0.8	0.8	0.8	0.8	0.8	0.8	0.8	0.8
Std. Err.	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*

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 (*)

Do you agree or disagree with the following statements? [I trust online customer reviews or ratings of products and services]

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 (*)

Most Trusted Brands 2021

Do you agree or disagree with the following statements? [I am more likely to trust a company that offers a money-back guarantee.]

	Total	Language of Survey		Gender		Age							Region						Education			Income					
		English	French	Male	Female	18-34	35-44	45-54	55-64	65+	25-54	55+	BC	AB	SK/MB	ON	QC	ATL	<College	College	University+	<\$40K	\$40K to <\$60K	\$60K to <\$80K	\$80K to <\$100K	\$80K+	\$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	Z
Base: All Respondents	4001	3001	1000	1939	2062	1123	627	874	360	1017	2334	1377	537	425	259	1453	1041	286	1145	1304	1552	839	660	584	572	1487	915
Base: Weighted	4001	3074	927	1941	2060	1112	616	864	360	1049	2305	1408	536	424	264	1532	960	284	1139	1304	1558	836	659	584	573	1489	916
Strongly agree	1283	1042	242	601	683	330	202	292	118	341	739	459	168	135	94	523	256	107	359	430	494	267	205	192	179	479	300
	32%	34%	26%	31%	33%	30%	33%	34%	33%	33%	32%	33%	31%	32%	36%	34%	27%	38%	32%	33%	32%	32%	31%	33%	31%	32%	33%
Somewhat agree	B														P	P	P	P									
	2170	1597	574	1085	1085	568	303	481	208	609	1215	817	290	234	134	802	578	132	609	707	854	456	354	314	306	811	504
Somewhat disagree	54%	52%	62%	56%	53%	51%	49%	56%	58%	58%	53%	58%	54%	55%	51%	52%	60%	47%	53%	54%	55%	55%	54%	54%	54%	54%	55%
	A	D						EFJ	EF	EFJ	F	EFJ	Q	Q			LNOQ										
Strongly disagree	480	380	100	226	254	184	97	81	30	87	308	117	69	49	33	180	110	38	145	147	188	92	91	72	80	180	100
	12%	12%	11%	12%	12%	17%	16%	9%	8%	8%	13%	8%	13%	12%	13%	12%	11%	13%	13%	11%	12%	11%	14%	12%	14%	12%	11%
Sigma	68	56	12	29	39	30	14	10	3	11	43	14	9	6	3	27	16	7	26	21	21	22	8	7	8	19	11
	2%	2%	1%	1%	2%	3%	2%	1%	1%	1%	2%	1%	2%	1%	1%	2%	2%	2%	2%	2%	1%	3%	1%	1%	1%	1%	1%
Summary						GHUJK	GHUJK				GHJK																
	4001	3074	927	1941	2060	1112	616	864	360	1049	2305	1408	536	424	264	1532	960	284	1139	1304	1558	836	659	584	573	1489	916
Top2Box (Strongly/ Somewhat agree)	86%	86%	88%	87%	86%	81%	82%	89%	91%	91%	85%	91%	85%	87%	86%	86%	87%	84%	85%	87%	87%	86%	85%	87%	85%	87%	88%
	1283	1042	242	601	683	330	202	292	118	341	739	459	168	135	94	523	256	107	359	430	494	267	205	192	179	479	300
TopBox (Strongly agree)	32%	34%	26%	31%	33%	30%	33%	34%	33%	33%	32%	33%	31%	32%	36%	34%	27%	38%	32%	33%	32%	32%	31%	33%	31%	32%	33%
	B														P	P	P	P									
Low2Box (Somewhat/ Strongly disagree)	547	436	112	255	292	214	111	91	33	98	351	131	78	55	36	207	126	45	170	167	210	113	99	78	88	199	111
	14%	14%	12%	13%	14%	19%	18%	11%	9%	9%	15%	9%	15%	13%	14%	14%	13%	16%	15%	13%	13%	14%	15%	13%	15%	13%	12%
LowBox (Strongly disagree)	68	56	12	29	39	30	14	10	3	11	43	14	9	6	3	27	16	7	26	21	21	22	8	7	8	19	11
	2%	2%	1%	1%	2%	3%	2%	1%	1%	1%	2%	1%	2%	1%	1%	2%	2%	2%	2%	2%	1%	3%	1%	1%	1%	1%	1%
Mean	3.2	3.2	3.1	3.2	3.2	3.1	3.1	3.2	3.2	3.2	3.1	3.2	3.2	3.2	3.2	3.2	3.1	3.2	3.1	3.2	3.2	3.2	3.1	3.2	3.1	3.2	3.2
	B							EFJ	EFJ	EFJ	E	EFJ				P											
Std. Dev.	0.7	0.7	0.6	0.7	0.7	0.8	0.7	0.7	0.6	0.6	0.7	0.6	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
Std. Err.	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*

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 (*)

Most Trusted Brands 2021

Do you agree or disagree with the following statements? [I am more likely to trust a company that publicly communicates when a COVID-19 case has been reported in one of its retail outlets.]

	Total	Language of Survey		Gender		Age							Region						Education			Income					
		English	French	Male	Female	18-34	35-44	45-54	55-64	65+	25-54	55+	BC	AB	SK/MB	ON	QC	ATL	<College	College	University+	<\$40K	\$40K to <\$60K	\$60K to <\$80K	\$80K to <\$100K	\$80K+	\$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	Z
Base: All Respondents	4001	3001	1000	1939	2062	1123	627	874	360	1017	2334	1377	537	425	259	1453	1041	286	1145	1304	1552	839	660	584	572	1487	915
Base: Weighted	4001	3074	927	1941	2060	1112	616	864	360	1049	2305	1408	536	424	264	1532	960	284	1139	1304	1558	836	659	584	573	1489	916
Strongly agree	1265	1049	217	548	717	409	177	256	94	329	729	423	184	145	103	505	230	99	346	406	513	255	213	189	174	482	308
	32%	34%	23%	28%	35%	37%	29%	30%	26%	31%	32%	30%	34%	34%	39%	33%	24%	35%	30%	31%	33%	31%	32%	32%	30%	32%	34%
Somewhat agree	B				C	FGHIJK					H		P	P	P	P		P									
	2093	1564	529	1041	1052	512	305	461	208	606	1150	814	273	211	124	798	540	147	562	708	823	440	351	309	302	764	463
Somewhat disagree	52%	51%	57%	54%	51%	46%	49%	53%	58%	58%	50%	58%	51%	50%	47%	52%	56%	52%	49%	54%	53%	53%	53%	53%	53%	51%	51%
	A							EJ	EFJ	EFJ	E	EFGJ					LMNO		R								
Strongly disagree	514	362	152	276	238	147	106	118	52	92	339	143	65	56	29	173	162	28	182	149	183	112	86	67	76	192	116
	13%	12%	16%	14%	12%	13%	17%	14%	14%	9%	15%	10%	12%	13%	11%	11%	17%	10%	16%	11%	12%	13%	13%	11%	13%	13%	13%
Sigma	A			D		IK	EUJK	IK	IK		IK	I					LNOQ		ST								
	129	100	29	75	54	44	29	29	6	22	88	28	14	12	8	57	28	10	49	41	38	29	10	19	21	50	29
Sigma	3%	3%	3%	4%	3%	4%	5%	3%	2%	2%	4%	2%	3%	3%	3%	4%	3%	3%	4%	3%	2%	3%	1%	3%	4%	3%	3%
	D				HIK	HIK	K			HIK								T			V		V	V	V	V	V
Summary	4001	3074	927	1941	2060	1112	616	864	360	1049	2305	1408	536	424	264	1532	960	284	1139	1304	1558	836	659	584	573	1489	916
	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%	100%
Summary																											
Top2Box (Strongly/ Somewhat agree)	3358	2613	746	1589	1769	921	482	718	302	936	1879	1237	457	356	227	1302	770	247	908	1113	1337	695	564	498	476	1247	771
	84%	85%	80%	82%	86%	83%	78%	83%	84%	89%	82%	88%	85%	84%	86%	85%	80%	87%	80%	85%	86%	83%	86%	85%	83%	84%	84%
TopBox (Strongly agree)	B				C	F		F	F	FGHIJK	F	FGHJ	P		P	P		P		R	R						
	1265	1049	217	548	717	409	177	256	94	329	729	423	184	145	103	505	230	99	346	406	513	255	213	189	174	482	308
Low2Box (Somewhat/ Strongly disagree)	32%	34%	23%	28%	35%	37%	29%	30%	26%	31%	32%	30%	34%	34%	39%	33%	24%	35%	30%	31%	33%	31%	32%	32%	30%	32%	34%
	B				C	FGHIJK					H		P	P	P	P		P									
LowBox (Strongly disagree)	643	462	181	351	292	191	134	147	58	113	426	171	79	68	37	230	190	37	231	191	221	141	95	86	97	242	145
	16%	15%	20%	18%	14%	17%	22%	17%	16%	11%	18%	12%	15%	16%	14%	15%	20%	13%	20%	15%	14%	17%	14%	15%	17%	16%	16%
Mean	A			D		IK	EGHIJK	IK	IK		IK	I					LNOQ		ST								
	129	100	29	75	54	44	29	29	6	22	88	28	14	12	8	57	28	10	49	41	38	29	10	19	21	50	29
Std. Dev.	3%	3%	3%	4%	3%	4%	5%	3%	2%	2%	4%	2%	3%	3%	3%	4%	3%	3%	4%	3%	2%	3%	1%	3%	4%	3%	3%
	D				HIK	HIK	K			HIK								T			V		V	V	V	V	V
Std. Err.	3.1	3.2	3	3.1	3.2	3.2	3	3.1	3.1	3.2	3.1	3.2	3.2	3.2	3.2	3.1	3	3.2	3.1	3.1	3.2	3.1	3.2	3.1	3.1	3.1	3.1
	B				C	FJ				FGHIJK	F	FGHJ	P	P	P	P		P		R	R						
	0.7	0.8	0.7	0.8	0.7	0.8	0.8	0.7	0.7	0.7	0.8	0.7	0.7	0.8	0.8	0.8	0.7	0.7	0.8	0.7	0.7	0.8	0.7	0.7	0.8	0.8	0.8
	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*

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 (*)

Most Trusted Brands 2021

Do you agree or disagree with the following statements? [I am more likely to trust a company that has taken steps to protect consumers from COVID-19.]

	Total	Language of Survey		Gender		Age							Region						Education			Income					
		English	French	Male	Female	18-34	35-44	45-54	55-64	65+	25-54	55+	BC	AB	SK/MB	ON	QC	ATL	<College	College	University+	<\$40K	\$40K to <\$60K	\$60K to <\$80K	\$80K to <\$100K	\$80K+	\$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	Z
Base: All Respondents	4001	3001	1000	1939	2062	1123	627	874	360	1017	2334	1377	537	425	259	1453	1041	286	1145	1304	1552	839	660	584	572	1487	915
Base: Weighted	4001	3074	927	1941	2060	1112	616	864	360	1049	2305	1408	536	424	264	1532	960	284	1139	1304	1558	836	659	584	573	1489	916
Strongly agree	1351	1063	288	564	787	446	177	275	109	344	781	453	196	121	85	562	286	102	355	426	569	283	221	216	182	487	305
	34%	35%	31%	29%	38%	40%	29%	32%	30%	33%	34%	32%	36%	28%	32%	37%	30%	36%	31%	33%	37%	34%	34%	37%	32%	33%	33%
Somewhat agree		B			C	FGHIJK					F		MP			MP		MP		RS							
	2097	1589	509	1074	1024	507	327	458	205	600	1166	805	282	230	143	763	530	149	592	700	805	424	349	293	321	803	482
Somewhat disagree	52%	52%	55%	55%	50%	46%	53%	53%	57%	57%	51%	57%	53%	54%	54%	50%	55%	53%	52%	54%	52%	51%	53%	50%	56%	54%	53%
		D			E	E	EJ	EJ	EJ	E	EJ		O											W			
Strongly disagree	443	336	107	242	201	118	93	107	39	84	284	124	45	59	29	162	119	29	148	141	154	100	77	62	53	160	107
	11%	11%	12%	12%	10%	11%	15%	12%	11%	8%	12%	9%	8%	14%	11%	11%	12%	10%	13%	11%	10%	12%	12%	11%	9%	11%	12%
Sigma		D			I	EIJK	IK				EIK		L			L		T									
	110	86	23	62	48	41	18	24	6	20	74	26	14	15	7	45	25	4	44	37	29	29	12	14	17	39	22
Sigma	3%	3%	2%	3%	2%	4%	3%	3%	2%	2%	3%	2%	3%	4%	3%	3%	3%	1%	4%	3%	2%	3%	2%	2%	3%	3%	2%
		IK									IK							T									
Summary	4001	3074	927	1941	2060	1112	616	864	360	1049	2305	1408	536	424	264	1532	960	284	1139	1304	1558	836	659	584	573	1489	916
	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%	100%
Top2Box (Strongly/ Somewhat agree)	3449	2652	797	1637	1811	953	505	733	314	944	1947	1258	478	351	228	1325	816	252	947	1126	1375	707	570	508	503	1290	787
TopBox (Strongly agree)	86%	86%	86%	84%	88%	86%	82%	85%	87%	90%	84%	89%	89%	83%	86%	86%	85%	89%	83%	86%	88%	85%	87%	87%	88%	87%	86%
		C			F				F	EFGJ	F	EFGJ	MP					M		R							
Low2Box (Somewhat/ Strongly disagree)	1351	1063	288	564	787	446	177	275	109	344	781	453	196	121	85	562	286	102	355	426	569	283	221	216	182	487	305
	34%	35%	31%	29%	38%	40%	29%	32%	30%	33%	34%	32%	36%	28%	32%	37%	30%	36%	31%	33%	37%	34%	34%	37%	32%	33%	33%
LowBox (Strongly disagree)		B			C	FGHIJK					F		MP			MP		MP		RS							
	552	423	130	303	249	160	111	131	45	105	358	150	58	73	36	207	144	32	192	178	183	129	89	76	70	198	129
Mean	14%	14%	14%	16%	12%	14%	18%	15%	13%	10%	16%	11%	11%	17%	14%	14%	15%	11%	17%	14%	12%	15%	13%	13%	12%	13%	14%
		D			IK	EHUIK	IK				IK		LQ				L		ST								
Std. Dev.	110	86	23	62	48	41	18	24	6	20	74	26	14	15	7	45	25	4	44	37	29	29	12	14	17	39	22
	3%	3%	2%	3%	2%	4%	3%	3%	2%	2%	3%	2%	3%	4%	3%	3%	3%	1%	4%	3%	2%	3%	2%	2%	3%	3%	2%
Std. Err.		IK									IK							T									
	3.2	3.2	3.1	3.1	3.2	3.2	3.1	3.1	3.2	3.2	3.2	3.2	3.2	3.1	3.2	3.2	3.1	3.2	3.1	3.2	3.2	3.1	3.2	3.2	3.2	3.2	3.2
Std. Dev.		C			FGJ					FGJ	F	F	MP			MP		MP		RS							
	0.7	0.7	0.7	0.7	0.7	0.8	0.7	0.7	0.7	0.7	0.8	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.8	0.7	0.7	0.8	0.7	0.7	0.7	0.7	0.7
Std. Err.	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*

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 (*)

Most Trusted Brands 2021

Do you agree or disagree with the following statements? [I am more likely to support Canadian companies through this pandemic.]

	Total	Language of Survey		Gender		Age							Region						Education			Income					
		English	French	Male	Female	18-34	35-44	45-54	55-64	65+	25-54	55+	BC	AB	SK/MB	ON	QC	ATL	<College	College	University+	<\$40K	\$40K to <\$60K	\$60K to <\$80K	\$80K to <\$100K	\$80K+	\$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	Z
Base: All Respondents	4001	3001	1000	1939	2062	1123	627	874	360	1017	2334	1377	537	425	259	1453	1041	286	1145	1304	1552	839	660	584	572	1487	915
Base: Weighted	4001	3074	927	1941	2060	1112	616	864	360	1049	2305	1408	536	424	264	1532	960	284	1139	1304	1558	836	659	584	573	1489	916
Strongly agree	1666	1316	350	738	929	442	216	378	164	467	937	631	220	182	136	626	354	148	450	583	633	337	288	264	213	602	389
	42%	43%	38%	38%	45%	40%	35%	44%	46%	45%	41%	45%	41%	43%	51%	41%	37%	52%	40%	45%	41%	40%	44%	45%	37%	40%	43%
Somewhat agree		B		C		FJ		EF		EFJ		F		P		LMOP		P		LMOP		RT		X		X	XY
	1950	1482	467	1002	947	524	320	413	163	529	1113	692	273	210	113	744	490	119	559	617	774	403	310	269	305	752	447
Somewhat disagree	49%	48%	50%	52%	46%	47%	52%	48%	45%	50%	48%	49%	51%	49%	43%	49%	51%	42%	49%	47%	50%	48%	47%	46%	53%	50%	49%
		D		HJ									NQ		Q		NQ								VW		
Strongly disagree	322	234	88	168	154	121	65	64	28	43	213	72	35	29	14	137	94	12	104	83	135	75	55	39	48	121	73
	8%	8%	9%	9%	7%	11%	11%	7%	8%	4%	9%	5%	7%	7%	5%	9%	10%	4%	9%	6%	9%	9%	8%	7%	8%	8%	8%
Sigma				GIJK		GIK		IK		IK		GIK		I		Q		LNQ		S		S					
	63	41	22	32	31	25	15	10	4	10	42	14	7	4	1	25	21	5	26	21	16	21	7	13	7	14	7
Sigma	2%	1%	2%	2%	1%	2%	2%	1%	1%	1%	2%	1%	1%	1%	*	2%	2%	2%	2%	2%	1%	2%	1%	2%	1%	1%	1%
		A		IK		IK				GK						N		T		VYZ		YZ					
Summary	4001	3074	927	1941	2060	1112	616	864	360	1049	2305	1408	536	424	264	1532	960	284	1139	1304	1558	836	659	584	573	1489	916
	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%	100%
Summary																											
Top2Box (Strongly/ Somewhat agree)	3616	2799	817	1740	1876	966	536		328	995	2050	1323	494	391	249	1370	845	267	1009	1200	1407	740	598	533	517	1354	836
	90%	91%	88%	90%	91%	87%	87%		91%	91%	95%	89%	94%	92%	92%	94%	89%	88%	94%	89%	92%	90%	89%	91%	91%	90%	91%
TopBox (Strongly agree)		B						EFJ		E	EFGHJK	E	EFGHJ		P		OP		OP		R						
	1666	1316	350	738	929	442	216	378	164	467	937	631	220	182	136	626	354	148	450	583	633	337	288	264	213	602	389
Low2Box (Somewhat/ Strongly disagree)	42%	43%	38%	38%	45%	40%	35%	44%	46%	45%	41%	45%	41%	43%	51%	41%	37%	52%	40%	45%	41%	40%	44%	45%	37%	40%	43%
		B		C		FJ		EF		EFJ		F		P		LMOP		P		LMOP		RT		X		X	XY
LowBox (Strongly disagree)	385	276	109	200	185	146	80	74	32	53	255	85	42	33	15	162	116	17	130	104	151	96	61	51	55	135	80
	10%	9%	12%	10%	9%	13%	13%	9%	9%	5%	11%	6%	8%	8%	6%	11%	12%	6%	11%	8%	10%	11%	9%	9%	10%	9%	9%
Mean		A		GHUJK		GIK		IK		IK		GIK		I		NQ		LMNQ		S							
	63	41	22	32	31	25	15	10	4	10	42	14	7	4	1	25	21	5	26	21	16	21	7	13	7	14	7
Std. Dev.	2%	1%	2%	2%	1%	2%	2%	1%	1%	1%	2%	1%	1%	1%	*	2%	2%	2%	2%	2%	1%	2%	1%	2%	1%	1%	1%
		A		IK		IK				GK						N		T		VYZ		YZ					
Std. Err.	3.3	3.3	3.2	3.3	3.3	3.2	3.2	3.3	3.4	3.4	3.3	3.4	3.3	3.3	3.5	3.3	3.2	3.4	3.3	3.4	3.3	3.3	3.3	3.3	3.3	3.3	3.3
		B		C		EFJ		EFJ		EFJ		F		EFJ		P		LMOP		P		LMOP		RT		UX	
Std. Err.	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.6	0.7	0.6	0.7	0.6	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
	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*

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 (*)

Do you agree or disagree with the following statements? [Overall, I trust products and services less today because of the COVID-19 pandemic.]

Overlap formulae used

- Column Properties:
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 (*)