

# Detailed Tables

1. Sometimes the shelf price on a product is different from the price you are charged at the checkout. On average, how often would you say that this happens to you? Would you say...?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K - L/M/N

\* small base

	Total	REGION						GENDER		AGE		
		BC	AB	SK/MN	ON	QUE	Atl	Male	Female	18-34	35-54	55+
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1000	150	100	100	300	250	100	453	547	294	443	247
Weighted	1000	130	90*	70*	377	251	81*	490	510	337	378	272
Never	11%	8%	7%	10%	9%	20% ABCDF	6%	13%	10%	7%	11%	17% IJ
Rarely	43%	46% E	43%	44%	46% E	36%	44%	47% H	38%	45%	43%	40%
Occasionally	36%	37%	35%	35%	36%	36%	35%	31%	40% G	34%	39%	33%
Often	8%	8%	11%	8%	8%	8%	10%	6%	10% G	12% J	6%	8%
All of the time	1%	1%	3%	-	1%	1%	3%	1%	1%	2%	1%	1%
(DK/NS)	1%	1%	1%	2% D	0	0	2%	1%	0	0	0	2% IJ

	Total	EDUCATION				INCOME		
		<HS	HS	Post Sec	Univ Grad	<\$30K	\$30K-\$59K	\$60K+
		A	B	C	D	E	F	G
Base: All respondents	1000	129	203	391	275	251	358	321
Weighted	1000	130	206	389	272	251	361	321
Never	11%	17% CD	14%	9%	10%	15% G	12%	8%
Rarely	43%	36%	41%	44%	46%	41%	43%	42%
Occasionally	36%	30%	36%	37%	36%	34%	36%	39%
Often	8%	14% D	7%	8%	7%	8%	9%	8%
All of the time	1%	3%	2%	1%	0	1%	1%	2%
(DK/NS)	1%	-	0	1%	1%	1%	0	1%