

*When it comes to choosing paint colours for your home these days, would you say that you mostly prefer serene colours, such as neutral or soft colours, or bolder colours such as bright or darker colours ?*

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

\* small base

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents												
Unweighted Base	1001	132	97	68	379	247	78	269	414	299	462	539
Weighted Base	1001	132	97*	68*	379	247	77*	294	396	294	484	517
Serene colours (neutral or soft colours)	645 64%	83 63%	56 58%	36 52%	245 65%	173 70%	52 67%	158 54%	248 63%	226 77%	307 63%	338 65%
Bolder colours (bright or darker colours)	281 28%	43 33%	32 33%	26 39%	102 27%	59 24%	18 23%	121 41%	112 28%	47 16%	134 28%	147 28%
Depends	36 4%	4 3%	5 5%	2 2%	15 4%	8 3%	2 2%	5 2%	23 6%	6 2%	13 3%	22 4%
No preference	37 4%	3 2%	3 3%	3 5%	16 4%	7 3%	5 6%	9 3%	14 3%	13 4%	27 6%	10 2%
Don't know/Refused	3 0	0 -	0 -	1 1%	1 0	0 -	1 1%	1 0	0 -	2 1%	2 0	1 0

*When it comes to choosing paint colours for your home these days, would you say that you mostly prefer serene colours, such as neutral or soft colours, or bolder colours such as bright or darker colours ?*

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I

\* small base

		REGION TYPE		EDUCATION				INCOME		
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: All Respondents										
Unweighted Base	1001	803	198	99	257	340	298	218	306	347
Weighted Base	1001	802	199	100*	256	341	297	222	303	350
Serene colours (neutral or soft colours)	645 64%	519 65%	126 63%	65 65%	172 67%	212 62%	191 64%	157 70%	191 63%	209 60%
Bolder colours (bright or darker colours)	281 28%	225 28%	56 28%	21 21%	70 27%	107 31%	82 28%	52 23%	92 30%	117 33%
Depends	36 4%	30 4%	6 3%	4 4%	5 2%	11 3%	15 5%	4 2%	9 3%	17 5%
No preference	37 4%	27 3%	10 5%	10 10%	8 3%	10 3%	7 2%	9 4%	11 4%	7 2%
Don't know/Refused	3 0	2 0	1 1%	0 -	1 0	1 0	1 0	1 0	1 0	1 0

When it comes to painting, how important is it for you to be informed on colour trends before selecting your final colours ? Please use a scale from 1 to 10, where 1 means Not at all important and 10 means Very important.

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

\* small base

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents												
Unweighted Base	1001	132	97	68	379	247	78	269	414	299	462	539
	1001	132	97*	68*	379	247	77*	294	396	294	484	517
(10) Very important	135 13%	19 14%	9 10%	9 13%	50 13%	28 11%	20 26% BDE	27 9%	52 13%	53 18% G	55 11%	80 15%
(9)	27 3%	1 1%	1 1%	0 -	14 4%	9 4%	1 2%	7 2%	15 4% I	3 1%	12 3%	15 3%
(8)	104 10%	12 9%	7 7%	5 8%	38 10%	29 12%	13 17% B	32 11%	45 11%	28 9%	55 11%	50 10%
(7)	104 10%	5 4%	13 13% A	4 6%	41 11% A	29 12% A	12 16% A	37 13%	39 10%	27 9%	41 8%	63 12%
(6)	49 5%	7 5%	5 5%	2 3%	17 5%	15 6%	2 2%	16 5%	20 5%	13 4%	22 5%	27 5%
(5)	122 12%	10 7%	14 14% F	6 9%	64 17% AEF	26 11% F	2 3%	36 12%	48 12%	36 12%	52 11%	70 14%
(4)	53 5%	8 6%	5 5%	3 4%	19 5%	18 7% F	1 1%	18 6%	19 5%	17 6%	26 5%	27 5%
(3)	80 8%	18 14% DF	8 8%	7 10%	27 7%	18 7%	2 2%	32 11% I	31 8%	16 6%	34 7%	46 9%
(2)	54 5%	6 5%	10 10% F	3 5%	21 6% F	15 6% F	0 -	24 8% H	16 4%	14 5%	35 7% K	19 4%
(1) Not at all important	260 26%	43 33% D	24 25%	27 40% DE	83 22%	59 24%	24 31%	62 21%	111 28% G	78 26%	147 30% K	113 22%
Don't know/Refused	13 1%	3 3%	1 1%	2 3%	5 1%	1 1%	1 1%	1 1%	2 0	9 3% GH	5 1%	8 2%
TOPBOX & LOWBOX SUMMARY												

*When it comes to painting, how important is it for you to be informed on colour trends before selecting your final colours ? Please use a scale from 1 to 10, where 1 means Not at all important and 10 means Very important.*

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

\* small base

	TOTAL	REGION						AGE			GENDER	
		BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Important (Top3Box)	266	33	17	14	102	66	34	66	111	84	122	144
	27%	25%	18%	21%	27%	27%	44% ABCDE	23%	28%	29%	25%	28%
Neutral (Mid4Box)	327	29	37	15	141	88	17	107	125	93	141	186
	33%	22%	38% ACF	22%	37% ACF	36% ACF	21%	37%	32%	31%	29% J	36%
Not important (Low3Box)	395	67	41	37	132	92	26	118	158	108	216	178
	39%	51% DEF	43%	54% DEF	35%	37%	33%	40%	40%	37%	45% K	35%
STATISTICS (10= Very important 0= Not at all important)												
Mean	4.93	4.37	4.56	4.05	5.13 AC	5.00 C	5.92 ABCE	4.82	4.94	5.08	4.59	5.26 J
Standard Deviation	3.2	3.3	3.0	3.3	3.1	3.1	3.6	3.0	3.3	3.4	3.2	3.2
Standard Error	0.1	0.3	0.3	0.4	0.2	0.2	0.4	0.2	0.2	0.2	0.2	0.1

When it comes to painting, how important is it for you to be informed on colour trends before selecting your final colours ? Please use a scale from 1 to 10, where 1 means Not at all important and 10 means Very important.

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

\* small base

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: All Respondents										
Unweighted Base	1001	803	198	99	257	340	298	218	306	347
Weighted Base	1001	802	199	100*	256	341	297	222	303	350
(10) Very important	135 13%	107 13%	28 14%	19 19% EF	46 18% EF	37 11%	31 11%	35 16% I	45 15% I	32 9%
(9)	27 3%	23 3%	4 2%	2 2%	9 4%	10 3%	5 2%	9 4%	6 2%	8 2%
(8)	104 10%	82 10%	23 11%	7 7%	31 12%	37 11%	29 10%	21 9%	33 11%	38 11%
(7)	104 10%	88 11%	15 8%	12 12%	19 8%	34 10%	37 12%	24 11%	30 10%	41 12%
(6)	49 5%	41 5%	8 4%	4 4%	12 5%	20 6%	13 4%	12 5%	13 4%	21 6%
(5)	122 12%	101 13%	21 10%	13 13%	32 13%	36 11%	39 13%	30 13%	30 10%	45 13%
(4)	53 5%	41 5%	13 6%	4 4%	17 7%	21 6%	12 4%	12 5%	18 6%	20 6%
(3)	80 8%	61 8%	20 10%	3 3%	18 7%	30 9% C	30 10% C	11 5%	29 9%	30 9%
(2)	54 5%	46 6%	8 4%	8 8%	11 4%	19 6%	16 5%	13 6%	16 5%	21 6%
(1) Not at all important	260 26%	203 25%	57 29%	25 25%	58 22%	91 27%	82 28%	52 23%	82 27%	90 26%
Don't know/Refused	13 1%	10 1%	3 2%	3 3%	2 1%	5 2%	3 1%	4 2% H	0 -	5 1% H
TOPBOX & LOWBOX SUMMARY										

*When it comes to painting, how important is it for you to be informed on colour trends before selecting your final colours ? Please use a scale from 1 to 10, where 1 means Not at all important and 10 means Very important.*

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

\* small base

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Important (Top3Box)	266 27%	211 26%	55 27%	29 29%	87 34% EF	84 25%	66 22%	65 29%	85 28%	79 22%
Neutral (Mid4Box)	327 33%	270 34%	57 28%	32 32%	80 31%	111 33%	101 34%	77 34%	91 30%	126 36%
Not important (Low3Box)	395 39%	310 39%	85 43%	36 36%	87 34%	140 41%	127 43% D	77 34%	127 42%	140 40%
STATISTICS (10= Very important 0= Not at all important)										
Mean	4.93	4.97	4.78	5.17	5.38 EF	4.77	4.68	5.23	4.90	4.74
Standard Deviation	3.2	3.2	3.3	3.4	3.3	3.2	3.1	3.3	3.3	3.0
Standard Error	0.1	0.1	0.2	0.3	0.2	0.2	0.2	0.2	0.2	0.2

*Thinking about colour trends, would you say that you are more interested, that there has been no change in your level of interest, or that you are less interested in colour trends than you were a few years ago ?*

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

\* small base

	TOTAL	REGION						AGE			GENDER	
		BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents												
Unweighted Base	1001	132	97	68	379	247	78	269	414	299	462	539
Weighted Base	1001	132	97*	68*	379	247	77*	294	396	294	484	517
More interested	317 32%	43 33%	31 32%	20 29%	124 33%	70 28%	29 37%	111 38% I	121 31%	82 28%	114 23%	203 39% J
No change in level of interest	439 44%	53 40%	37 39%	27 39%	149 39%	147 60% ABCDEF	26 34%	122 42%	183 46%	125 42%	240 50% K	199 39%
Less interested	240 24%	35 27% E	28 29% E	21 30% E	106 28% E	28 11%	22 29% E	61 21%	91 23%	85 29% G	128 26%	112 22%
Don't know/Refused	4 0	1 1%	0 -	1 2% D	0 -	2 1%	0 -	0 -	1 0	2 1%	2 0	2 0

*Thinking about colour trends, would you say that you are more interested, that there has been no change in your level of interest, or that you are less interested in colour trends than you were a few years ago ?*

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\* small base

		REGION TYPE		EDUCATION				INCOME		
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
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Base: All Respondents										
Unweighted Base	1001	803	198	99	257	340	298	218	306	347
Weighted Base	1001	802	199	100*	256	341	297	222	303	350
More interested	317 32%	261 33%	56 28%	32 32%	66 26%	123 36% D	95 32%	59 26%	90 30%	127 36% G
No change in level of interest	439 44%	350 44%	89 45%	40 40%	116 45%	137 40%	141 47%	90 41%	129 43%	161 46%
Less interested	240 24%	186 23%	54 27%	25 25%	74 29% F	79 23%	60 20%	71 32% I	84 28% I	61 17%
Don't know/Refused	4 0	4 1%	0 -	2 2% D	0 -	1 0	1 0	2 1%	0 -	1 0

*Do you use the internet to prepare for your painting projects ?*

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

\* small base

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents												
Unweighted Base	1001	132	97	68	379	247	78	269	414	299	462	539
Weighted Base	1001	132	97*	68*	379	247	77*	294	396	294	484	517
Yes	109 11%	10 7%	10 10%	10 15%	50 13%	24 10%	5 7%	47 16% I	49 12% I	13 4%	56 11%	53 10%
No	891 89%	123 93%	87 90%	58 85%	328 87%	223 90%	72 93%	245 84%	347 88%	281 96% GH	427 88%	464 90%
Don't know/Refused	1 0	0 -	0 -	0 -	1 0	0 -	0 -	1 0	0 -	0 -	1 0	0 -

**Do you use the internet to prepare for your painting projects ?**

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

\* small base

		REGION TYPE		EDUCATION				INCOME		
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: All Respondents										
Unweighted Base	1001	803	198	99	257	340	298	218	306	347
Weighted Base	1001	802	199	100*	256	341	297	222	303	350
Yes	109 11%	92 11%	17 8%	6 6%	18 7%	44 13% D	41 14% CD	19 9%	31 10%	48 14%
No	891 89%	708 88%	183 92%	94 94% F	237 93% EF	297 87%	256 86%	203 91%	272 90%	302 86%
Don't know/Refused	1 0	1 0	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -

*How important is it for you to know that the paint you are about to purchase is made in Canada ? Please use a scale from 1 to 10, where 1 means Not at all important' and 10 means Very important.*

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	TOTAL	REGION						AGE			GENDER	
		BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents												
Unweighted Base	1001	132	97	68	379	247	78	269	414	299	462	539
Weighted Base	1001	132	97*	68*	379	247	77*	294	396	294	484	517
(10) Very important	202 20%	26 20%	13 13%	21 31% BD	66 17%	59 24% B	17 22%	28 9%	73 18% G	95 32% GH	102 21%	100 19%
(9)	45 5%	5 3%	4 4%	1 1%	21 6%	9 4%	6 7%	6 2%	22 6% G	14 5%	23 5%	22 4%
(8)	123 12%	16 12% C	12 12% C	2 2%	46 12% C	38 15% C	10 13% C	28 10%	54 14%	38 13%	56 12%	67 13%
(7)	80 8%	8 6%	9 10%	5 7%	31 8%	20 8%	7 9%	26 9%	35 9%	19 7%	38 8%	43 8%
(6)	58 6%	8 6%	5 5%	3 4%	26 7%	13 5%	4 5%	19 6%	24 6%	14 5%	34 7%	23 5%
(5)	165 16%	23 18%	16 16%	13 19%	60 16%	42 17%	10 14%	66 22% I	67 17% I	32 11%	81 17%	84 16%
(4)	28 3%	3 3%	3 3%	0 -	17 4%	4 2%	2 2%	10 3%	14 3%	5 2%	12 3%	16 3%
(3)	47 5%	8 6%	7 7%	3 5%	18 5%	10 4%	2 3%	22 8% I	16 4%	9 3%	26 5%	22 4%
(2)	25 3%	2 1%	2 2%	3 4%	9 2%	9 4%	1 1%	9 3%	11 3%	5 2%	12 3%	13 3%
(1) Not at all important	220 22%	32 24%	26 27%	17 25%	84 22%	43 17%	18 24%	79 27% H	79 20%	59 20%	96 20%	124 24%
Don't know/Refused	6 1%	1 1%	1 1%	1 1%	2 1%	1 1%	0 -	1 0	1 0	4 2%	3 1%	3 1%
TOPBOX & LOWBOX SUMMARY												



*How important is it for you to know that the paint you are about to purchase is made in Canada ? Please use a scale from 1 to 10, where 1 means Not at all important' and 10 means Very important.*

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		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Very Important (Top2Box)	247 25%	31 23%	17 17%	22 32%	87 23%	68 28%	22 29%	34 11%	95 24%	109 37%	125 26%	122 24%
Important (Top3Box)	370 37%	47 36%	28 29%	23 35%	133 35%	106 43%	33 42%	62 21%	149 38%	147 50%	181 37%	189 37%
Neutral (Mid4Box)	331 33%	42 32%	33 34%	21 30%	134 35%	78 32%	23 30%	121 41%	140 35%	69 24%	165 34%	166 32%
Not important (Low3Box)	293 29%	42 31%	35 36%	23 34%	111 29%	61 25%	21 28%	110 37%	106 27%	73 25%	134 28%	159 31%
STATISTICS (10= Very important 0= Not at all important)												
Mean	5.70	5.53	5.12	5.64	5.59	6.13 BD	5.93	4.73	5.80 G	6.46 GH	5.82	5.59
Standard Deviation	3.3	3.3	3.2	3.6	3.2	3.2	3.4	3.0	3.2	3.5	3.2	3.3
Standard Error	0.1	0.3	0.3	0.4	0.2	0.2	0.4	0.2	0.2	0.2	0.2	0.1

*How important is it for you to know that the paint you are about to purchase is made in Canada ? Please use a scale from 1 to 10, where 1 means Not at all important' and 10 means Very important.*

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	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
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Base: All Respondents										
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Weighted Base	1001	802	199	100*	256	341	297	222	303	350
(10) Very important	202 20%	154 19%	48 24%	28 28% EF	57 22%	64 19%	49 16%	55 25% I	66 22% I	47 13%
(9)	45 5%	34 4%	11 6%	3 3%	11 4%	16 5%	15 5%	5 2%	14 5%	19 6%
(8)	123 12%	98 12%	25 12%	11 11%	28 11%	42 12%	42 14%	22 10%	44 15%	43 12%
(7)	80 8%	66 8%	14 7%	5 5%	19 8%	22 6%	34 12% E	18 8%	19 6%	40 11% H
(6)	58 6%	45 6%	13 6%	3 3%	15 6%	17 5%	23 8%	10 5%	17 5%	25 7%
(5)	165 16%	135 17%	30 15%	12 12%	39 15%	68 20%	46 15%	35 16%	47 16%	67 19%
(4)	28 3%	23 3%	5 2%	4 4%	7 3%	4 1%	13 4% E	11 5%	6 2%	10 3%
(3)	47 5%	43 5%	5 2%	3 3%	11 4%	17 5%	16 5%	11 5%	11 4%	19 6%
(2)	25 3%	20 3%	5 3%	4 4%	5 2%	9 3%	7 3%	4 2%	12 4%	6 2%
(1) Not at all important	220 22%	178 22%	43 21%	25 25%	63 25% F	78 23%	52 17%	50 23%	66 22%	72 21%
Don't know/Refused	6 1%	5 1%	1 0	2 2% DF	0 -	4 1%	0 -	1 1%	1 0	2 1%
TOPBOX & LOWBOX SUMMARY										

*How important is it for you to know that the paint you are about to purchase is made in Canada ? Please use a scale from 1 to 10, where 1 means Not at all important' and 10 means Very important.*

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

\* small base

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Urban A	Rural B	<HS C	HS D	Post sec E	University F	<\$30K G	\$30K-<\$60K H	\$60K + I
Very Important (Top2Box)	247 25%	188 23%	59 30%	31 31%	68 27%	81 24%	64 22%	60 27% I	80 26% I	66 19%
Important (Top3Box)	370 37%	286 36%	84 42%	42 42%	96 37%	123 36%	106 36%	82 37%	124 41% I	109 31%
Neutral (Mid4Box)	331 33%	269 34%	62 31%	24 24%	81 32%	110 32%	116 39% C	74 33%	89 29%	142 40% H
Not important (Low3Box)	293 29%	241 30%	52 26%	32 32%	79 31%	104 30%	75 25%	65 29%	89 29%	97 28%
STATISTICS (10= Very important 0= Not at all important)										
Mean	5.70	5.62	6.01	5.76	5.67	5.58	5.84	5.73	5.81	5.55
Standard Deviation	3.3	3.3	3.4	3.6	3.4	3.3	3.1	3.4	3.4	3.1
Standard Error	0.1	0.1	0.2	0.4	0.2	0.2	0.2	0.2	0.2	0.2

**What paint brands can you think of that are owned and manufactured in Canada ?**

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

\* small base

	TOTAL	REGION						AGE			GENDER	
		BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
TOTAL MENTIONS												
Base: All Respondents												
Unweighted Base	1001	132	97	68	379	247	78	269	414	299	462	539
Weighted Base	1001	132	97*	68*	379	247	77*	294	396	294	484	517
SICO (NET)	112 11%	0 -	2 2%	0 -	5 1%	104 42% ABCDF	2 2%	26 9%	53 13%	33 11%	70 14% K	43 8%
- Cashmere	1 0	0 -	0 -	0 -	0 -	1 0	0 -	0 -	1 0	0 -	0 -	1 0
- Sico	112 11%	0 -	2 2%	0 -	5 1%	104 42% ABCDF	2 2%	26 9%	53 13%	33 11%	70 14% K	43 8%
Beauty Tone (Home Hardware)	33 3%	8 6% E	2 2%	2 3% E	17 5% E	0 - F	4 5% E	5 2%	18 5% G	10 3%	19 4%	15 3%
Behr	22 2%	4 3%	5 5% E	0 -	10 3%	2 1%	1 1%	7 2%	12 3%	4 1%	13 3%	9 2%
Benjamin Moore	75 8%	7 5%	5 5%	2 4%	32 8%	27 11% F	2 3%	18 6%	30 8%	27 9%	44 9%	32 6%
Betone!l	29 3%	0 -	0 -	0 -	0 -	29 12% ABCDF	0 -	8 3%	11 3%	11 4%	19 4%	10 2%
Chateau	3 0	0 -	0 -	0 -	0 -	3 1% D	0 -	0 -	2 0	1 0	2 0	1 0
CIL	64 6%	6 4%	4 4%	12 18% ABDEF	24 6%	14 6%	4 5%	6 2%	36 9% G	23 8% G	40 8% K	24 5%
Cloverdale	20 2%	18 14% BCDEF	1 1%	1 1%	0 -	0 -	0 -	4 1%	9 2%	6 2%	13 3%	7 1%
Colour your world	34 3%	8 6% E	5 5% E	0 -	19 5% E	0 -	3 4% E	4 2%	21 5% G	8 3%	18 4%	17 3%
Crown Diamond	13 1%	0 -	0 -	0 -	0 -	13 5% ABDF	0 -	2 1%	6 2%	5 2%	9 2%	4 1%

**What paint brands can you think of that are owned and manufactured in Canada ?**

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

\* small base

	TOTAL	REGION						AGE			GENDER	
		BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
General Paint	24 2%	18 14% BCDEF	4 4% DE	2 2% DE	0 -	0 -	0 -	6 2%	12 3%	5 2%	16 3%	8 2%
Glidden	17 2%	2 2% E	0 - E	2 2% E	7 2% E	0 - E	6 7% BDE	2 1%	6 2%	8 3%	12 2%	5 1%
Laurentide	18 2%	0 -	0 -	0 -	0 -	16 6% ABCD	2 2% D	3 1%	9 2%	5 2%	7 1%	11 2%
Mastercraft (Canadian Tire)	27 3%	2 2%	4 4% E	1 1%	16 4% E	1 0	3 4% E	4 1%	20 5% GI	3 1%	13 3%	15 3%
National	4 0	0 -	0 -	0 -	0 -	2 1%	2 2% D	1 0	1 0	2 1%	3 1%	1 0
Para	23 2%	0 -	1 1%	0 -	13 4% A	8 3% A	1 2%	8 3%	8 2%	7 2%	14 3%	9 2%
Pratt & Lambert	8 1%	1 1%	0 -	0 -	1 0	4 2%	3 4% D	3 1%	3 1%	3 1%	5 1%	3 1%
Premier	6 1%	0 -	0 -	2 4% ADE	1 0	1 0	2 3% D	4 1%	1 0	2 1%	4 1%	2 0
Rona	20 2%	2 2%	2 2%	1 1%	5 1%	9 4%	0 -	6 2%	7 2%	6 2%	9 2%	11 2%
Sears	16 2%	1 1%	2 2%	1 1%	8 2%	5 2%	0 -	0 -	8 2% G	8 3% G	5 1%	11 2%
Sherwin Williams	18 2%	1 1%	1 1%	0 -	8 2%	5 2%	2 3%	0 -	8 2% G	10 3% G	14 3% K	4 1%
Other	104 10%	13 10%	9 10%	8 12%	34 9%	18 7%	22 29% ABCDE	24 8%	47 12%	31 10%	63 13% K	41 8%
None	452 45%	63 47% E	55 57% E	30 45% E	191 50% E	76 31%	36 46% E	172 59% HI	149 37%	124 42%	193 40%	259 50% J
Don't know/Refused	146 15%	15 11%	17 18% E	17 25% AEF	67 18% E	23 9%	7 9%	41 14%	54 14%	48 16%	53 11%	94 18% J

**What paint brands can you think of that are owned and manufactured in Canada ?**

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I

\* small base

		REGION TYPE		EDUCATION				INCOME		
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
TOTAL MENTIONS										
Base: All Respondents										
Unweighted Base	1001	803	198	99	257	340	298	218	306	347
Weighted Base	1001	802	199	100*	256	341	297	222	303	350
SICO (NET)	112 11%	88 11%	24 12%	10 10%	30 12%	33 10%	38 13%	17 8%	45 15% G	42 12%
- Cashmere	1 0	1 0	0 -	0 -	0 -	1 0	0 -	0 -	1 0	0 -
- Sico	112 11%	88 11%	24 12%	10 10%	30 12%	33 10%	38 13%	17 8%	45 15% G	42 12%
Beauty Tone (Home Hardware)	33 3%	21 3%	12 6% A	2 2%	9 3%	15 4%	7 2%	7 3%	10 3%	13 4%
Behr	22 2%	20 3%	2 1%	1 1%	3 1%	13 4%	5 2%	1 0	7 2%	14 4% G
Benjamin Moore	75 8%	58 7%	17 9%	5 5%	19 7%	24 7%	27 9%	8 3%	29 9% G	29 8% G
Betone!l	29 3%	22 3%	7 3%	6 6% EF	11 4%	7 2%	5 2%	10 5% I	12 4% I	5 1%
Chateau	3 0	2 0	1 1%	1 1% E	1 0	0 -	1 0	1 0	1 0	0 -
CIL	64 6%	53 7%	11 5%	2 2%	10 4%	25 7%	27 9% CD	12 5%	15 5%	30 8%
Cloverdale	20 2%	17 2%	3 1%	1 1%	4 2%	11 3%	4 1%	5 2%	4 1%	9 3%
Colour your world	34 3%	29 4%	5 3%	2 2%	7 3%	15 4%	11 4%	5 2%	10 3%	16 5%
Crown Diamond	13 1%	6 1%	7 3% A	2 2%	4 2%	4 1%	2 1%	4 2%	4 1%	3 1%
General Paint	24 2%	19 2%	5 2%	1 1%	3 1%	10 3%	9 3%	4 2%	6 2%	11 3%

**What paint brands can you think of that are owned and manufactured in Canada ?**

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I

\* small base

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Glidden	17 2%	13 2%	3 2%	2 2%	8 3% F	5 2%	1 0	2 1%	8 3%	5 1%
Laurentide	18 2%	13 2%	4 2%	2 2%	8 3%	5 2%	3 1%	6 3%	7 2%	3 1%
Mastercraft (Canadian Tire)	27 3%	25 3%	3 1%	3 3%	10 4%	8 2%	6 2%	5 2%	6 2%	12 3%
National	4 0	3 0	1 0	2 2% DF	0 -	2 1%	0 -	0 -	2 1%	2 1%
Para	23 2%	17 2%	6 3%	0 -	7 3%	7 2%	9 3%	4 2%	6 2%	11 3%
Pratt & Lambert	8 1%	6 1%	3 1%	0 -	1 0	2 0	6 2%	0 -	4 1%	4 1%
Premier	6 1%	3 0	3 2% A	1 1%	0 -	4 1%	1 0	4 2%	1 0	2 1%
Rona	20 2%	16 2%	4 2%	0 -	4 2%	10 3%	5 2%	3 1%	6 2%	8 2%
Sears	16 2%	13 2%	2 1%	1 1%	4 2%	7 2%	3 1%	3 1%	3 1%	6 2%
Sherwin Williams	18 2%	15 2%	3 1%	2 2%	5 2%	5 2%	5 2%	7 3%	4 1%	4 1%
Other	104 10%	76 9%	28 14%	13 13%	22 9%	40 12%	28 10%	19 9%	34 11%	39 11%
None	452 45%	364 45%	88 44%	48 48%	123 48%	145 43%	132 45%	118 53% HI	128 42%	143 41%
Don't know/Refused	146 15%	122 15%	24 12%	18 18%	40 16%	48 14%	39 13%	34 15%	43 14%	51 15%