Ipsos Reid North American Public Opinion Study on Depression and the Workplace (Canada-USA)

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media - DEPRESSION
Segmentation:

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

		NORTH AMERICA OVERALL						CANADA ONLY				USA ONLY			
		COUNTRY		WORKERS		GENDER										
	TOTAL	Canada	USA	Workers	Non-Workers	Male	Female	Workers	Non-Workers	Male	Female	Workers	Non-Workers	Male	Female
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents															
Unweighted Base	2000	1000	1000	1233	767	951	1049	652	348	464	536	581	419	487	513
Weighted Base	2000	1000	1000	1281	719	973	1027	638	362	490	510	643	357	483	517
Supportive	948	442	506	664	284	384	564	309	133	170	271	355	152	214	293
	47%	44%	51%	52%	40%	39%	55%	48%	37%	35%	53%	55%	43%	44%	57%
			A	D			E	H			I	L			M
Confused	519	252	267	319	200	280	239	157	94	139	113	162	105	141	126
	26%	25%	27%	25%	28%	29%	23%	25%	26%	28%	22%	25%	30%	29%	24%
						F				J					
Misinformed	446	264	182	250	197	263	183	149	115	159	106	100	81	105	77
	22%	26%	18%	19%	27%	27%	18%	23%	32%	32%	21%	16%	23%	22%	15%
		B			C	F			G	J			K	N	
Not specified	87	42	45	49	38	45	42	22	20	22	20	27	18	23	22
	4%	4%	4%	4%	5%	5%	4%	3%	6%	4%	4%	4%	5%	5%	4%

MEDIA - DEPRESSION
1. AGREE SUMMARY TABLE (Strongly/Moderately agree)

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Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N
** very small base (under 30) ineligible for sig testing

		NORTH AMERICA OVERALL						CANADA ONLY				USA ONLY			
		COUNTRY		WORKERS		GENDER									
	TOTAL	Canada	USA	Workers	Non-Workers	Male	Female	Workers	Non-Workers	Male	Female	Workers	Non-Workers	Male	Female
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents															
Unweighted Base	2000	1000	1000	1233	767	951	1049	652	348	464	536	581	419	487	513
Weighted Base	2000	1000	1000	1281	719	973	1027	638	362	490	510	643	357	483	517
1) I don't really understand what depression is	495	270	226	260	235	270	225	143	127	155	114	117	109	115	111
	25%	27% B	23%	20%	33% C	28% F	22%	22%	35% G	32% J	22%	18%	30% K	24%	21%
2) I think I suffer from depression but I've never actually had it properly diagnosed by a doctor	430	224	206	231	199	239	190	122	101	135	89	108	97	105	101
	21%	22%	21%	18%	28% C	25% F	19%	19%	28% G	28% J	17%	17%	27% K	22%	20%
3) If someone told me they had depression I would know what to do to help them	1239	634	605	822	417	568	670	419	215	295	339	403	202	273	332
	62%	63%	60%	64% D	58%	58%	65% E	66%	59%	60%	66% I	63%	57%	57%	64% M
4) People who say they are depressed are really just trying to attract attention	282	149	133	153	128	166	116	84	65	96	52	69	63	70	63
	14%	15%	13%	12%	18% C	17% F	11%	13%	18% G	20% J	10%	11%	18% K	14%	12%
5) People who are depressed could just snap out of it if they really wanted to	354	241	112	198	155	214	140	140	102	150	92	59	54	64	48
	18%	24% B	11%	15%	22% C	22% F	14%	22%	28% G	31% J	18%	9%	15% K	13%	9%
6) People choose to be depressed	261	125	136	154	107	156	105	79	46	77	48	75	61	79	57
	13%	13%	14%	12%	15%	16% F	10%	12%	13%	16% J	9%	12%	17% K	16% N	11%
7) Depression is a life threatening illness	1597	810	788	1024	574	758	839	520	290	392	417	503	284	366	422
	80%	81%	79%	80%	80%	78%	82%	82%	80%	80%	82%	78%	80%	76%	82%
8) A person with depression is really just someone feeling really sad and not someone with a medical or mental illness	405	231	174	222	183	220	185	131	100	129	102	91	82	91	83
	20%	23% B	17%	17%	25% C	23% F	18%	21%	28% G	26% J	20%	14%	23% K	19%	16%
9) Depression can be caused by a chemical imbalance in the brain	1793	868	925	1172	621	855	938	570	298	414	454	602	323	441	484
	90%	87%	93% A	91% D	86%	88%	91% E	89% H	82%	85%	89% I	94%	90%	91%	94%
10) Medication can help everyone who is depressed	936	520	415	555	380	416	519	310	210	231	290	246	170	186	230
	47%	52% B	42%	43%	53% C	43%	51% E	49% G	58%	47%	57% I	38%	48% K	38%	44%
11) Anyone who really wants help with depression can get the help they need	1399	741	657	874	524	688	711	464	277	380	361	410	247	307	350
	70%	74% B	66%	68%	73% C	71%	69%	73%	77%	78% J	71%	64%	69%	64%	68%
12) I am really unclear about the difference between someone who is depressed	630	329	300	361	268	328	302	189	140	189	141	172	128	139	161

versus someone who is just in a sad mood	31%	33%	30%	28%	37% C	34%	29%	30%	39% G	39% J	28%	27%	36% K	29%	31%
13) CEO's should make helping employees in the workplace with depression a key human resources priority	1679	877	803	1080	600	797	882	555	322	418	458	525	278	379	424
	84%	88% B	80%	84%	83%	82%	86% E	87%	89%	85%	90% I	82%	78%	78%	82%

MEDIA - DEPRESSION
1. AGREE SUMMARY TABLE (Strongly/Moderately agree)
_____
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N
** very small base (under 30) ineligible for sig testing

		NORTH AMERICA OVERALL						CANADA ONLY				USA ONLY			
		COUNTRY		WORKERS		GENDER									
	TOTAL	Canada	USA	Workers	Non-Workers	Male	Female	Workers	Non-Workers	Male	Female	Workers	Non-Workers	Male	Female
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: Respondents working full-time/part-time or Self-employed															
Unweighted Base	1233	652	581	1233	0	636	597	652	0	331	321	581	0	305	276
Weighted Base	1281	638	643	1281	-**	675	606	638	-**	342	296	643	-**	334	309
14) If someone at my work was suffering from depression and missing work because of it they would be more likely get into trouble and maybe even fired	646	289	357	646	0	378	268	289	0	179	110	357	0	199	158
	50%	45%	56% A	50%	-	56% F	44%	45%	-	52% J	37%	56%	-	60%	51%
15) If I told the President/CEO of our company that I suffered from depression they would most likely be understanding	840	426	414	840	0	442	399	426	0	233	193	414	0	208	206
	66%	67%	64%	66%	-	65%	66%	67%	-	68%	65%	64%	-	62%	66%
16) My workplace gives employees access to a counseling service where they can get help if they suffer from depression	834	420	414	834	0	452	382	420	0	227	194	414	0	225	189
	65%	66%	64%	65%	-	67%	63%	66%	-	66%	65%	64%	-	67%	61%
17) A person diagnosed with depression in our workplace would most likely keep it to themselves for fear of hurting their future opportunities	1001	507	494	1001	0	548	453	507	0	277	230	494	0	271	223
	78%	79%	77%	78%	-	81% F	75%	79%	-	81%	78%	77%	-	81% N	72%

MEDIA - DEPRESSION
1. DISAGREE SUMMARY TABLE (Moderately/Strongly disagree)

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Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N
** very small base (under 30) ineligible for sig testing

	TOTAL	NORTH AMERICA OVERALL						CANADA ONLY				USA ONLY			
		COUNTRY		WORKERS		GENDER									
		Canada	USA	Workers	Non-Workers	Male	Female	Workers	Non-Workers	Male	Female	Workers	Non-Workers	Male	Female
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents															
Unweighted Base	2000	1000	1000	1233	767	951	1049	652	348	464	536	581	419	487	513
Weighted Base	2000	1000	1000	1281	719	973	1027	638	362	490	510	643	357	483	517
1) I don't really understand what depression is	1483	722	761	1007	475	690	792	491	231	330	392	516	245	360	400
	74%	72%	76%	79% D	66%	71%	77% E	77% H	64%	67%	77% I	80% L	69%	75%	77%
2) I think I suffer from depression but I've never actually had it properly diagnosed by a doctor	1526	754	772	1021	506	712	814	499	255	344	410	522	251	369	404
	76%	75%	77%	80% D	70%	73%	79% E	78% H	70%	70%	80% I	81% L	70%	76%	78%
3) If someone told me they had depression I would know what to do to help them	744	355	389	453	291	399	345	214	141	191	164	238	151	208	181
	37%	36%	39%	35%	41% C	41% F	34%	34%	39%	39% J	32%	37%	42%	43% N	35%
4) People who say they are depressed are really just trying to attract attention	1702	847	855	1120	582	797	905	553	294	390	457	567	288	406	448
	85%	85%	85%	87% D	81%	82%	88% E	87% H	81%	80%	90% I	88% L	81%	84%	87%
5) People who are depressed could just snap out of it if they really wanted to	1631	749	881	1073	558	749	882	492	257	335	415	581	301	414	467
	82%	75%	88% A	84% D	78%	77%	86% E	77% H	71%	68%	81% I	90% L	84%	86%	90%
6) People choose to be depressed	1731	872	859	1123	609	813	918	558	314	413	460	564	294	401	458
	87%	87%	86%	88%	85%	84%	89% E	88%	87%	84%	90% I	88% L	82%	83%	89% M
7) Depression is a life threatening illness	378	179	199	245	133	203	175	112	67	92	87	133	66	111	88
	19%	18%	20%	19%	19%	21% F	17%	17%	19%	19%	17%	21%	19%	23% N	17%
8) A person with depression is really just someone feeling really sad and not someone with a medical or mental illness	1573	759	814	1046	527	737	836	502	258	355	405	544	270	383	431
	79%	76%	81% A	82% D	73%	76%	81% E	79% H	71%	72%	79% I	85% L	76%	79%	83%
9) Depression can be caused by a chemical imbalance in the brain	141	94	47	74	67	76	65	47	46	52	41	27	21	24	24
	7%	9% B	5%	6%	9% C	8%	6%	7%	13% G	11%	8%	4%	6%	5%	5%
10) Medication can help everyone who is depressed	1031	463	568	705	326	534	497	316	147	249	214	389	179	285	282
	52%	46%	57% A	55% D	45%	55% F	48%	50% H	41%	51%	42% J	60% L	50%	59%	55%
11) Anyone who really wants help with depression can get the help they need	581	249	332	398	183	273	308	168	81	105	144	229	102	168	164
	29%	25%	33% A	31% D	25%	28%	30%	26%	22%	22%	28% I	36% L	29%	35%	32%
12) I am really unclear about the difference between someone who is depressed	1345	662	683	911	434	635	710	447	215	298	364	464	219	337	346

versus someone who is just in a sad mood	67%	66%	68%	71% D	60%	65%	69%	70% H	59%	61%	71% I	72% L	61%	70%	67%
13) CEO's should make helping employees in the workplace with depression a key human resources priority	292	112	180	193	99	161	131	78	34	64	48	114	65	97	83
	15%	11%	18% A	15%	14%	17% F	13%	12%	9%	13%	9%	18%	18%	20%	16%

MEDIA - DEPRESSION
1. DISAGREE SUMMARY TABLE (Moderately/Strongly disagree)

_____

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N
** very small base (under 30) ineligible for sig testing

		NORTH AMERICA OVERALL						CANADA ONLY				USA ONLY			
		COUNTRY		WORKERS		GENDER									
	TOTAL	Canada	USA	Workers	Non-Workers	Male	Female	Workers	Non-Workers	Male	Female	Workers	Non-Workers	Male	Female
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: Respondents working full-time/part-time or Self-employed															
Unweighted Base	1233	652	581	1233	0	636	597	652	0	331	321	581	0	305	276
Weighted Base	1281	638	643	1281	-**	675	606	638	-**	342	296	643	-**	334	309
14) If someone at my work was suffering from depression and missing work because of it they would be more likely get into trouble and maybe even fired	606	335	272	606	0	285	321	335	0	158	177	272	0	127	144
	47%	52% B	42%	47%	-	42%	53% E	52%	-	46%	60% I	42%	-	38%	47%
15) If I told the President/CEO of our company that I suffered from depression they would most likely be understanding	407	194	213	407	0	214	193	194	0	99	95	213	0	115	98
	32%	30%	33%	32%	-	32%	32%	30%	-	29%	32%	33%	-	34%	32%
16) My workplace gives employees access to a counseling service where they can get help if they suffer from depression	393	184	210	393	0	200	193	184	0	102	82	210	0	98	111
	31%	29%	33%	31%	-	30%	32%	29%	-	30%	28%	33%	-	29%	36%
17) A person diagnosed with depression in our workplace would most likely keep it to themselves for fear of hurting their future opportunities	261	122	139	261	0	118	143	122	0	63	59	139	0	55	84
	20%	19%	22%	20%	-	17%	24% E	19%	-	18%	20%	22%	-	16%	27% M

MEDIA - DEPRESSION

1. Now I want to ask you some questions about a condition commonly known as "depression". I am now going to read you a series of statements people have made. There are no right or wrong answers, it is what you think that matters. As I read each statement tell me whether you strongly agree, moderately agree, moderately disagree, or strongly disagree: 1) I don't really understand what depression is?

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

		NORTH AMERICA OVERALL						CANADA ONLY				USA ONLY			
		COUNTRY		WORKERS		GENDER									
	TOTAL	Canada	USA	Workers	Non-Workers	Male	Female	Workers	Non-Workers	Male	Female	Workers	Non-Workers	Male	Female
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents															
Unweighted Base	2000	1000	1000	1233	767	951	1049	652	348	464	536	581	419	487	513
Weighted Base	2000	1000	1000	1281	719	973	1027	638	362	490	510	643	357	483	517
Strongly agree	169	80	89	80	89	99	70	36	45	45	35	44	44	54	35
	8%	8%	9%	6%	12% C	10% F	7%	6%	12% G	9%	7%	7%	12% K	11% N	7%
Moderately agree	326	189	137	180	147	171	155	107	82	110	79	72	65	61	76
	16%	19% B	14%	14%	20% C	18%	15%	17%	23% G	22% J	16%	11%	18% K	13%	15%
Moderately disagree	483	278	205	323	159	264	219	196	81	152	126	127	78	112	93
	24%	28% B	20%	25%	22%	27% F	21%	31% H	22%	31% J	25%	20%	22%	23%	18%
Strongly disagree	1000	444	556	684	316	427	573	295	149	178	266	389	167	249	307
	50%	44%	56% A	53% D	44%	44%	56% E	46%	41%	36%	52% I	60% L	47%	51%	59% M
Don't know/Refused	22	8	14	14	8	12	10	4	5	4	4	10	3	8	6
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%
TOPBOX & LOWBOX SUMMARY															
Agree (Top2Box)	495	270	226	260	235	270	225	143	127	155	114	117	109	115	111
	25%	27% B	23%	20%	33% C	28% F	22%	22%	35% G	32% J	22%	18%	30% K	24%	21%
Disagree (Low2Box)	1483	722	761	1007	475	690	792	491	231	330	392	516	245	360	400
	74%	72%	76%	79% D	66%	71%	77% E	77% H	64%	67%	77% I	80% L	69%	75%	77%

MEDIA - DEPRESSION

1. Now I want to ask you some questions about a condition commonly known as "depression". I am now going to read you a series of statements people have made. There are no right or wrong answers, it is what you think that matters. As I read each statement tell me whether you strongly agree, moderately agree, moderately disagree, or strongly disagree: 2) I think I suffer from depression but I've never actually had it properly diagnosed by a doctor?

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

		NORTH AMERICA OVERALL						CANADA ONLY				USA ONLY			
		COUNTRY		WORKERS		GENDER									
	TOTAL	Canada	USA	Workers	Non-Workers	Male	Female	Workers	Non-Workers	Male	Female	Workers	Non-Workers	Male	Female
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents															
Unweighted Base	2000	1000	1000	1233	767	951	1049	652	348	464	536	581	419	487	513
Weighted Base	2000	1000	1000	1281	719	973	1027	638	362	490	510	643	357	483	517
Strongly agree	164	73	92	75	89	84	80	36	37	41	32	39	52	44	48
	8%	7%	9%	6%	12% C	9%	8%	6%	10% G	8%	6%	6%	15% K	9%	9%
Moderately agree	265	151	114	156	110	155	110	86	65	94	57	69	45	61	53
	13%	15% B	11%	12%	15%	16% F	11%	14%	18%	19% J	11%	11%	13%	13%	10%
Moderately disagree	305	164	140	200	105	156	149	100	64	92	73	100	40	64	76
	15%	16%	14%	16%	15%	16%	14%	16%	18%	19%	14%	16%	11%	13%	15%
Strongly disagree	1222	590	632	820	401	556	665	399	191	252	338	422	210	304	328
	61%	59%	63%	64% D	56%	57%	65% E	62% H	53%	51%	66% I	66%	59%	63%	63%
Don't know/Refused	44	22	22	29	14	21	23	17	5	11	11	13	9	10	12
	2%	2%	2%	2%	2%	2%	2%	3%	1%	2%	2%	2%	3%	2%	2%
TOPBOX & LOWBOX SUMMARY															
Agree (Top2Box)	430	224	206	231	199	239	190	122	101	135	89	108	97	105	101
	21%	22%	21%	18%	28% C	25% F	19%	19%	28% G	28% J	17%	17%	27% K	22%	20%
Disagree (Low2Box)	1526	754	772	1021	506	712	814	499	255	344	410	522	251	369	404
	76%	75%	77%	80% D	70%	73%	79% E	78% H	70%	70%	80% I	81% L	70%	76%	78%

MEDIA - DEPRESSION

1. Now I want to ask you some questions about a condition commonly known as "depression". I am now going to read you a series of statements people have made. There are no right or wrong answers, it is what you think that matters. As I read each statement tell me whether you strongly agree, moderately agree, moderately disagree, or strongly disagree: 3) If someone told me they had depression I would know what to do to help them?

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

		NORTH AMERICA OVERALL						CANADA ONLY				USA ONLY			
	TOTAL	COUNTRY		WORKERS		GENDER									
		Canada	USA	Workers	Non-Workers	Male	Female	Workers	Non-Workers	Male	Female	Workers	Non-Workers	Male	Female
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents															
Unweighted Base	2000	1000	1000	1233	767	951	1049	652	348	464	536	581	419	487	513
Weighted Base	2000	1000	1000	1281	719	973	1027	638	362	490	510	643	357	483	517
Strongly agree	468	216	252	296	172	201	268	139	77	103	114	157	95	98	154
	23%	22%	25%	23%	24%	21%	26% E	22%	21%	21%	22%	24%	27%	20%	30% M
Moderately agree	771	418	353	526	245	368	403	280	138	192	225	246	107	175	177
	39%	42% B	35%	41% D	34%	38%	39%	44%	38%	39%	44%	38% L	30%	36%	34%
Moderately disagree	433	230	202	268	165	229	204	142	89	125	105	126	76	104	99
	22%	23%	20%	21%	23%	23%	20%	22%	24%	26%	21%	20%	21%	21%	19%
Strongly disagree	311	125	187	185	127	170	141	73	52	66	59	112	75	105	82
	16%	12%	19% A	14%	18%	18% F	14%	11%	14%	13%	12%	17%	21%	22%	16%
Don't know/Refused	17	11	6	6	11	5	12	5	6	4	7	2	5	1	5
	1%	1%	1%	1%	2% C	1%	1%	1%	2%	1%	1%	0	1%	0	1%
TOPBOX & LOWBOX SUMMARY															
Agree (Top2Box)	1239	634	605	822	417	568	670	419	215	295	339	403	202	273	332
	62%	63%	60%	64% D	58%	58%	65% E	66%	59%	60%	66% I	63%	57%	57%	64% M
Disagree (Low2Box)	744	355	389	453	291	399	345	214	141	191	164	238	151	208	181
	37%	36%	39%	35%	41% C	41% F	34%	34%	39%	39%	32%	37%	42%	43%	35% N

MEDIA - DEPRESSION

1. Now I want to ask you some questions about a condition commonly known as "depression". I am now going to read you a series of statements people have made. There are no right or wrong answers, it is what you think that matters. As I read each statement tell me whether you strongly agree, moderately agree, moderately disagree, or strongly disagree: 4) People who say they are depressed are really just trying to attract attention?

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

		NORTH AMERICA OVERALL						CANADA ONLY				USA ONLY			
		COUNTRY		WORKERS		GENDER									
	TOTAL	Canada	USA	Workers	Non-Workers	Male	Female	Workers	Non-Workers	Male	Female	Workers	Non-Workers	Male	Female
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents															
Unweighted Base	2000	1000	1000	1233	767	951	1049	652	348	464	536	581	419	487	513
Weighted Base	2000	1000	1000	1281	719	973	1027	638	362	490	510	643	357	483	517
Strongly agree	74	33	41	35	39	43	31	16	17	27	7	20	21	16	25
	4%	3%	4%	3%	5% C	4%	3%	2%	5%	5% J	1%	3%	6%	3%	5%
Moderately agree	208	116	92	118	90	123	85	68	48	70	46	50	42	53	39
	10%	12%	9%	9%	12% C	13% F	8%	11%	13%	14% J	9%	8%	12%	11%	8%
Moderately disagree	549	274	275	364	185	298	251	176	98	155	119	188	87	143	132
	27%	27%	27%	28%	26%	31% F	24%	28%	27%	32% J	23%	29%	24%	30%	26%
Strongly disagree	1153	573	580	756	397	499	654	377	196	235	338	379	201	264	316
	58%	57%	58%	59%	55%	51%	64% E	59%	54%	48%	66% I	59%	56%	55%	61%
Don't know/Refused	16	4	13	8	8	10	6	1	3	3	1	7	5	7	6
	1%	0	1%	1%	1%	1%	1%	0	1%	1%	0	1%	2%	1%	1%
TOPBOX & LOWBOX SUMMARY															
Agree (Top2Box)	282	149	133	153	128	166	116	84	65	96	52	69	63	70	63
	14%	15%	13%	12%	18% C	17% F	11%	13%	18% G	20%	10%	11%	18% K	14%	12%
Disagree (Low2Box)	1702	847	855	1120	582	797	905	553	294	390	457	567	288	406	448
	85%	85%	85%	87% D	81%	82%	88% E	87% H	81%	80%	90% I	88% L	81%	84%	87%

MEDIA - DEPRESSION

1. Now I want to ask you some questions about a condition commonly known as "depression". I am now going to read you a series of statements people have made. There are no right or wrong answers, it is what you think that matters. As I read each statement tell me whether you strongly agree, moderately agree, moderately disagree, or strongly disagree: 5) People who are depressed could just snap out of it if they really wanted to?

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

		NORTH AMERICA OVERALL						CANADA ONLY				USA ONLY			
		COUNTRY		WORKERS		GENDER									
	TOTAL	Canada	USA	Workers	Non-Workers	Male	Female	Workers	Non-Workers	Male	Female	Workers	Non-Workers	Male	Female
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents															
Unweighted Base	2000	1000	1000	1233	767	951	1049	652	348	464	536	581	419	487	513
Weighted Base	2000	1000	1000	1281	719	973	1027	638	362	490	510	643	357	483	517
Strongly agree	142	92	50	72	70	81	61	47	45	58	34	25	25	23	27
	7%	9%	5%	6%	10%	8%	6%	7%	12%	12%	7%	4%	7%	5%	5%
		B			C				G	J					
Moderately agree	211	149	62	126	85	133	79	93	57	92	58	34	29	41	21
	11%	15%	6%	10%	12%	14%	8%	15%	16%	19%	11%	5%	8%	9%	4%
		B				F				J					N
Moderately disagree	438	220	218	291	147	266	172	148	72	131	89	143	75	135	83
	22%	22%	22%	23%	20%	27%	17%	23%	20%	27%	17%	22%	21%	28%	16%
						F				J				N	
Strongly disagree	1193	529	663	782	411	483	710	344	185	204	326	437	226	279	384
	60%	53%	66%	61%	57%	50%	69%	54%	51%	42%	64%	68%	63%	58%	74%
			A				E				I				M
Don't know/Refused	15	9	6	10	6	10	6	6	3	5	4	3	3	4	2
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0
TOPBOX & LOWBOX SUMMARY															
Agree (Top2Box)	354	241	112	198	155	214	140	140	102	150	92	59	54	64	48
	18%	24%	11%	15%	22%	22%	14%	22%	28%	31%	18%	9%	15%	13%	9%
		B			C	F		G		J				K	
Disagree (Low2Box)	1631	749	881	1073	558	749	882	492	257	335	415	581	301	414	467
	82%	75%	88%	84%	78%	77%	86%	77%	71%	68%	81%	90%	84%	86%	90%
			A	D			E	H			I	L			

MEDIA - DEPRESSION

1. Now I want to ask you some questions about a condition commonly known as "depression". I am now going to read you a series of statements people have made. There are no right or wrong answers, it is what you think that matters. As I read each statement tell me whether you strongly agree, moderately agree, moderately disagree, or strongly disagree: 6) People choose to be depressed?

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

		NORTH AMERICA OVERALL						CANADA ONLY				USA ONLY			
	TOTAL	COUNTRY		WORKERS		GENDER									
		Canada	USA	Workers	Non-Workers	Male	Female	Workers	Non-Workers	Male	Female	Workers	Non-Workers	Male	Female
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents															
Unweighted Base	2000	1000	1000	1233	767	951	1049	652	348	464	536	581	419	487	513
Weighted Base	2000	1000	1000	1281	719	973	1027	638	362	490	510	643	357	483	517
Strongly agree	75	31	44	50	25	37	37	23	8	17	14	27	17	20	24
	4%	3%	4%	4%	3%	4%	4%	4%	2%	4%	3%	4%	5%	4%	5%
Moderately agree	186	94	92	104	82	119	67	56	38	60	34	49	44	59	33
	9%	9%	9%	8%	11%	12%	7%	9%	11%	12%	7%	8%	12%	12%	6%
					C	F				J			K		N
Moderately disagree	411	212	199	259	153	238	173	130	82	126	86	128	71	112	87
	21%	21%	20%	20%	21%	24%	17%	20%	23%	26%	17%	20%	20%	23%	17%
						F				J				N	
Strongly disagree	1320	660	660	864	456	575	745	428	232	287	373	436	224	288	371
	66%	66%	66%	67%	63%	59%	72%	67%	64%	59%	73%	68%	63%	60%	72%
							E				I				M
Don't know/Refused	8	3	5	4	4	3	5	1	2	0	3	3	2	3	2
	0	0	1%	0	0	0	0	0	0	-	0	1%	1%	1%	0
TOPBOX & LOWBOX SUMMARY															
Agree (Top2Box)	261	125	136	154	107	156	105	79	46	77	48	75	61	79	57
	13%	13%	14%	12%	15%	16%	10%	12%	13%	16%	9%	12%	17%	16%	11%
						F				J			K		N
Disagree (Low2Box)	1731	872	859	1123	609	813	918	558	314	413	460	564	294	401	458
	87%	87%	86%	88%	85%	84%	89%	88%	87%	84%	90%	88%	82%	83%	89%
							E				I		L		M

MEDIA - DEPRESSION

1. Now I want to ask you some questions about a condition commonly known as "depression". I am now going to read you a series of statements people have made. There are no right or wrong answers, it is what you think that matters. As I read each statement tell me whether you strongly agree, moderately agree, moderately disagree, or strongly disagree: 7) Depression is a life threatening illness?

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

		NORTH AMERICA OVERALL						CANADA ONLY				USA ONLY			
		COUNTRY		WORKERS		GENDER									
	TOTAL	Canada	USA	Workers	Non-Workers	Male	Female	Workers	Non-Workers	Male	Female	Workers	Non-Workers	Male	Female
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents															
Unweighted Base	2000	1000	1000	1233	767	951	1049	652	348	464	536	581	419	487	513
Weighted Base	2000	1000	1000	1281	719	973	1027	638	362	490	510	643	357	483	517
Strongly agree	899	448	451	574	325	424	475	292	156	214	234	282	169	210	241
	45%	45%	45%	45%	45%	44%	46%	46%	43%	44%	46%	44%	47%	44%	47%
Moderately agree	698	362	336	450	249	334	365	229	133	178	184	221	115	156	181
	35%	36%	34%	35%	35%	34%	35%	36%	37%	36%	36%	34%	32%	32%	35%
Moderately disagree	244	122	122	156	88	134	110	72	50	68	54	84	38	66	56
	12%	12%	12%	12%	12%	14%	11%	11%	14%	14%	11%	13%	11%	14%	11%
Strongly disagree	134	57	77	89	45	69	65	39	17	24	33	49	28	45	32
	7%	6%	8%	7%	6%	7%	6%	6%	5%	5%	6%	8%	8%	9%	6%
Don't know/Refused	25	12	13	13	12	11	13	6	5	6	6	6	7	5	8
	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%
TOPBOX & LOWBOX SUMMARY															
Agree (Top2Box)	1597	810	788	1024	574	758	839	520	290	392	417	503	284	366	422
	80%	81%	79%	80%	80%	78%	82%	82%	80%	80%	82%	78%	80%	76%	82%
Disagree (Low2Box)	378	179	199	245	133	203	175	112	67	92	87	133	66	111	88
	19%	18%	20%	19%	19%	21%	17%	17%	19%	19%	17%	21%	19%	23%	17%
						F								N	

MEDIA - DEPRESSION

1. Now I want to ask you some questions about a condition commonly known as "depression". I am now going to read you a series of statements people have made. There are no right or wrong answers, it is what you think that matters. As I read each statement tell me whether you strongly agree, moderately agree, moderately disagree, or strongly disagree: 8) A person with depression is really just someone feeling really sad and not someone with a medical or mental illness?

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

		NORTH AMERICA OVERALL						CANADA ONLY				USA ONLY			
		COUNTRY		WORKERS		GENDER									
	TOTAL	Canada	USA	Workers	Non-Workers	Male	Female	Workers	Non-Workers	Male	Female	Workers	Non-Workers	Male	Female
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents															
Unweighted Base	2000	1000	1000	1233	767	951	1049	652	348	464	536	581	419	487	513
Weighted Base	2000	1000	1000	1281	719	973	1027	638	362	490	510	643	357	483	517
Strongly agree	164	93	71	89	74	76	88	52	41	42	51	38	33	34	37
	8%	9%	7%	7%	10%	8%	9%	8%	11%	9%	10%	6%	9%	7%	7%
					C										
Moderately agree	241	138	103	133	108	144	97	79	59	86	52	54	49	57	46
	12%	14%	10%	10%	15%	15%	9%	12%	16%	18%	10%	8%	14%	12%	9%
		B			C	F				J			K		
Moderately disagree	480	241	239	308	172	250	230	155	86	130	112	153	86	121	118
	24%	24%	24%	24%	24%	26%	22%	24%	24%	26%	22%	24%	24%	25%	23%
Strongly disagree	1093	518	575	738	355	487	606	347	171	225	293	392	184	262	313
	55%	52%	58%	58%	49%	50%	59%	54%	47%	46%	57%	61%	51%	54%	61%
			A	D			E	H			I	L			
Don't know/Refused	22	9	12	13	9	15	6	5	4	6	3	8	5	9	3
	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	2%	1%
TOPBOX & LOWBOX SUMMARY															
Agree (Top2Box)	405	231	174	222	183	220	185	131	100	129	102	91	82	91	83
	20%	23%	17%	17%	25%	23%	18%	21%	28%	26%	20%	14%	23%	19%	16%
		B			C	F			G	J			K		
Disagree (Low2Box)	1573	759	814	1046	527	737	836	502	258	355	405	544	270	383	431
	79%	76%	81%	82%	73%	76%	81%	79%	71%	72%	79%	85%	76%	79%	83%
			A	D			E	H			I	L			

MEDIA - DEPRESSION

1. Now I want to ask you some questions about a condition commonly known as "depression". I am now going to read you a series of statements people have made. There are no right or wrong answers, it is what you think that matters. As I read each statement tell me whether you strongly agree, moderately agree, moderately disagree, or strongly disagree: 9) Depression can be caused by a chemical imbalance in the brain?

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

		NORTH AMERICA OVERALL						CANADA ONLY				USA ONLY			
	TOTAL	COUNTRY		WORKERS		GENDER									
		Canada	USA	Workers	Non-Workers	Male	Female	Workers	Non-Workers	Male	Female	Workers	Non-Workers	Male	Female
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents															
Unweighted Base	2000	1000	1000	1233	767	951	1049	652	348	464	536	581	419	487	513
Weighted Base	2000	1000	1000	1281	719	973	1027	638	362	490	510	643	357	483	517
Strongly agree	1225	550	675	810	414	555	670	361	189	249	301	450	225	306	369
	61%	55%	68% A	63% D	58%	57%	65% E	57%	52%	51%	59% I	70%	63%	63%	71% M
Moderately agree	568	318	250	361	207	300	268	209	109	165	153	152	98	135	115
	28%	32% B	25%	28%	29%	31% F	26%	33%	30%	34%	30%	24%	27%	28%	22%
Moderately disagree	81	59	22	42	39	41	40	28	31	27	32	14	8	14	8
	4%	6% B	2%	3%	5% C	4%	4%	4%	9% G	6%	6%	2%	2%	3%	2%
Strongly disagree	60	35	25	32	28	35	25	20	15	25	10	12	13	10	15
	3%	3%	3%	3%	4%	4%	2%	3%	4%	5% J	2%	2%	4%	2%	3%
Don't know/Refused	66	39	28	35	31	41	25	21	18	23	15	14	13	18	10
	3%	4%	3%	3%	4%	4% F	2%	3%	5%	5%	3%	2%	4%	4%	2%
TOPBOX & LOWBOX SUMMARY															
Agree (Top2Box)	1793	868	925	1172	621	855	938	570	298	414	454	602	323	441	484
	90%	87%	93% A	91% D	86%	88%	91% E	89% H	82%	85%	89% I	94%	90%	91%	94%
Disagree (Low2Box)	141	94	47	74	67	76	65	47	46	52	41	27	21	24	24
	7%	9% B	5%	6%	9% C	8%	6%	7%	13% G	11%	8%	4%	6%	5%	5%

MEDIA - DEPRESSION

1. Now I want to ask you some questions about a condition commonly known as "depression". I am now going to read you a series of statements people have made. There are no right or wrong answers, it is what you think that matters. As I read each statement tell me whether you strongly agree, moderately agree, moderately disagree, or strongly disagree: 10) Medication can help everyone who is depressed?

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

	TOTAL	NORTH AMERICA OVERALL						CANADA ONLY				USA ONLY			
		COUNTRY		WORKERS		GENDER									
		Canada	USA	Workers	Non-Workers	Male	Female	Workers	Non-Workers	Male	Female	Workers	Non-Workers	Male	Female
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents															
Unweighted Base	2000	1000	1000	1233	767	951	1049	652	348	464	536	581	419	487	513
Weighted Base	2000	1000	1000	1281	719	973	1027	638	362	490	510	643	357	483	517
Strongly agree	246 12%	152 15% B	94 9%	122 10%	124 17% C	104 11%	141 14%	80 13%	72 20% G	69 14%	82 16%	42 7%	52 15% K	35 7%	59 11%
Moderately agree	690 34%	369 37% B	321 32%	433 34%	256 36%	312 32%	378 37% E	230 36%	139 38%	161 33%	207 41% I	203 32%	118 33%	151 31%	170 33%
Moderately disagree	568 28%	261 26%	307 31% A	388 30% D	180 25%	281 29%	287 28%	181 28% H	81 22%	139 28%	123 24%	207 32%	100 28%	142 29%	164 32%
Strongly disagree	463 23%	202 20%	261 26% A	317 25% D	146 20%	253 26% F	210 20%	135 21%	67 18%	110 22%	92 18%	182 28%	79 22%	143 30% N	118 23%
Don't know/Refused	34 2%	17 2%	17 2%	21 2%	13 2%	22 2%	11 1%	12 2%	4 1%	10 2%	6 1%	9 1%	8 2%	12 2%	5 1%
TOPBOX & LOWBOX SUMMARY															
Agree (Top2Box)	936 47%	520 52% B	415 42%	555 43%	380 53% C	416 43%	519 51% E	310 49%	210 58% G	231 47%	290 57% I	246 38%	170 48% K	186 38%	230 44%
Disagree (Low2Box)	1031 52%	463 46%	568 57% A	705 55% D	326 45%	534 55% F	497 48%	316 50% H	147 41%	249 51% J	214 42%	389 60% L	179 50%	285 59%	282 55%

MEDIA - DEPRESSION

1. Now I want to ask you some questions about a condition commonly known as "depression". I am now going to read you a series of statements people have made. There are no right or wrong answers, it is what you think that matters. As I read each statement tell me whether you strongly agree, moderately agree, moderately disagree, or strongly disagree: 11) Anyone who really wants help with depression can get the help they need?

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

		NORTH AMERICA OVERALL						CANADA ONLY				USA ONLY			
	TOTAL	COUNTRY		WORKERS		GENDER									
		Canada	USA	Workers	Non-Workers	Male	Female	Workers	Non-Workers	Male	Female	Workers	Non-Workers	Male	Female
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents															
Unweighted Base	2000	1000	1000	1233	767	951	1049	652	348	464	536	581	419	487	513
Weighted Base	2000	1000	1000	1281	719	973	1027	638	362	490	510	643	357	483	517
Strongly agree	741	373	368	450	291	361	380	227	146	187	186	223	145	174	195
	37%	37%	37%	35%	41% C	37%	37%	36%	40%	38%	36%	35%	41%	36%	38%
Moderately agree	658	369	289	424	233	327	331	238	131	193	176	187	102	134	155
	33%	37% B	29%	33%	32%	34%	32%	37%	36%	39%	34%	29%	29%	28%	30%
Moderately disagree	367	164	203	263	104	174	193	115	49	78	86	147	56	96	107
	18%	16%	20% A	20% D	15%	18%	19%	18%	13%	16%	17%	23% L	16%	20%	21%
Strongly disagree	214	85	129	135	79	99	115	53	32	27	58	82	47	72	57
	11%	9%	13% A	11%	11%	10%	11%	8%	9%	6%	11% I	13%	13%	15%	11%
Don't know/Refused	21	9	11	9	12	12	9	5	4	4	5	4	7	8	3
	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	2%	2%	1%
TOPBOX & LOWBOX SUMMARY															
Agree (Top2Box)	1399	741	657	874	524	688	711	464	277	380	361	410	247	307	350
	70%	74% B	66%	68%	73% C	71%	69%	73%	77%	78% J	71%	64%	69%	64%	68%
Disagree (Low2Box)	581	249	332	398	183	273	308	168	81	105	144	229	102	168	164
	29%	25%	33% A	31% D	25%	28%	30%	26%	22%	22%	28% I	36%	29%	35%	32%

MEDIA - DEPRESSION

1. Now I want to ask you some questions about a condition commonly known as "depression". I am now going to read you a series of statements people have made. There are no right or wrong answers, it is what you think that matters. As I read each statement tell me whether you strongly agree, moderately agree, moderately disagree, or strongly disagree: 12) I am really unclear about the difference between someone who is depressed versus someone who is just in a sad mood?

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

		NORTH AMERICA OVERALL						CANADA ONLY				USA ONLY			
		COUNTRY		WORKERS		GENDER									
	TOTAL	Canada	USA	Workers	Non-Workers	Male	Female	Workers	Non-Workers	Male	Female	Workers	Non-Workers	Male	Female
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents															
Unweighted Base	2000	1000	1000	1233	767	951	1049	652	348	464	536	581	419	487	513
Weighted Base	2000	1000	1000	1281	719	973	1027	638	362	490	510	643	357	483	517
Strongly agree	227	116	111	114	113	99	128	56	60	49	67	58	53	50	61
	11%	12%	11%	9%	16%	10%	12%	9%	17%	10%	13%	9%	15%	10%	12%
					C				G				K		
Moderately agree	403	213	189	248	155	229	174	133	80	140	74	114	75	89	100
	20%	21%	19%	19%	22%	24%	17%	21%	22%	29%	14%	18%	21%	19%	19%
						F				J					
Moderately disagree	554	292	262	369	184	318	236	190	102	157	134	179	83	160	101
	28%	29%	26%	29%	26%	33%	23%	30%	28%	32%	26%	28%	23%	33%	20%
						F									N
Strongly disagree	791	370	421	542	249	317	474	257	113	141	229	285	136	176	245
	40%	37%	42%	42%	35%	33%	46%	40%	31%	29%	45%	44%	38%	37%	47%
			A	D			E	H			I				M
Don't know/Refused	26	9	17	9	17	10	16	2	7	3	6	7	11	7	10
	1%	1%	2%	1%	2%	1%	2%	0	2%	1%	1%	1%	3%	1%	2%
					C				G				K		
TOPBOX & LOWBOX SUMMARY															
Agree (Top2Box)	630	329	300	361	268	328	302	189	140	189	141	172	128	139	161
	31%	33%	30%	28%	37%	34%	29%	30%	39%	39%	28%	27%	36%	29%	31%
					C				G	J			K		
Disagree (Low2Box)	1345	662	683	911	434	635	710	447	215	298	364	464	219	337	346
	67%	66%	68%	71%	60%	65%	69%	70%	59%	61%	71%	72%	61%	70%	67%
				D				H			I	L			

MEDIA - DEPRESSION

1. Now I want to ask you some questions about a condition commonly known as "depression". I am now going to read you a series of statements people have made. There are no right or wrong answers, it is what you think that matters. As I read each statement tell me whether you strongly agree, moderately agree, moderately disagree, or strongly disagree: 13) CEO's should make helping employees in the workplace with depression a key human resources priority?

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

		NORTH AMERICA OVERALL						CANADA ONLY				USA ONLY			
		COUNTRY		WORKERS		GENDER									
	TOTAL	Canada	USA	Workers	Non-Workers	Male	Female	Workers	Non-Workers	Male	Female	Workers	Non-Workers	Male	Female
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents															
Unweighted Base	2000	1000	1000	1233	767	951	1049	652	348	464	536	581	419	487	513
Weighted Base	2000	1000	1000	1281	719	973	1027	638	362	490	510	643	357	483	517
Strongly agree	862	453	409	536	326	395	467	280	173	210	243	256	153	185	224
	43%	45%	41%	42%	45%	41%	45%	44%	48%	43%	48%	40%	43%	38%	43%
Moderately agree	817	423	394	544	273	402	415	274	149	208	215	269	124	194	200
	41%	42%	39%	42%	38%	41%	40%	43%	41%	43%	42%	42%	35%	40%	39%
Moderately disagree	206	77	129	144	62	112	94	56	21	43	34	87	42	68	61
	10%	8%	13% A	11%	9%	12%	9%	9%	6%	9%	7%	14%	12%	14%	12%
Strongly disagree	86	35	50	49	37	49	37	22	13	21	14	27	23	28	22
	4%	4%	5%	4%	5%	5%	4%	3%	4%	4%	3%	4%	7%	6%	4%
Don't know/Refused	29	11	18	9	20	15	14	5	6	7	4	4	14	8	10
	1%	1%	2%	1%	3% C	2%	1%	1%	2%	1%	1%	1%	4% K	2%	2%
TOPBOX & LOWBOX SUMMARY															
Agree (Top2Box)	1679	877	803	1080	600	797	882	555	322	418	458	525	278	379	424
	84%	88% B	80%	84%	83%	82%	86% E	87%	89%	85%	90% I	82%	78%	78%	82%
Disagree (Low2Box)	292	112	180	193	99	161	131	78	34	64	48	114	65	97	83
	15%	11%	18% A	15%	14%	17% F	13%	12%	9%	13%	9%	18%	18%	20%	16%

MEDIA - DEPRESSION

1. Now I want to ask you some questions about a condition commonly known as "depression". I am now going to read you a series of statements people have made. There are no right or wrong answers, it is what you think that matters. As I read each statement tell me whether you strongly agree, moderately agree, moderately disagree, or strongly disagree: 14) If someone at my work was suffering from depression and missing work because of it they would be more likely get into trouble and maybe even fired?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N
** very small base (under 30) ineligible for sig testing

	TOTAL	NORTH AMERICA OVERALL						CANADA ONLY				USA ONLY			
		COUNTRY		WORKERS		GENDER									
		Canada	USA	Workers	Non-Workers	Male	Female	Workers	Non-Workers	Male	Female	Workers	Non-Workers	Male	Female
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: Employed respondents															
Unweighted Base	1233	652	581	1233	0	636	597	652	0	331	321	581	0	305	276
Weighted Base	1281	638	643	1281	-**	675	606	638	-**	342	296	643	-**	334	309
Strongly agree	286	113	173	286	0	161	126	113	0	65	48	173	0	95	78
	22%	18%	27% A	22%	-	24%	21%	18%	-	19%	16%	27%	-	29%	25%
Moderately agree	360	176	184	360	0	218	142	176	0	113	62	184	0	104	80
	28%	28%	29%	28%	-	32% F	23%	28%	-	33% J	21%	29%	-	31%	26%
Moderately disagree	298	167	131	298	0	142	156	167	0	79	88	131	0	63	68
	23%	26% B	20%	23%	-	21%	26%	26%	-	23%	30%	20%	-	19%	22%
Strongly disagree	308	168	140	308	0	143	165	168	0	79	89	140	0	64	76
	24%	26%	22%	24%	-	21%	27% E	26%	-	23%	30% I	22%	-	19%	25%
Don't know/Refused	29	15	14	29	0	12	17	15	0	5	10	14	0	7	7
	2%	2%	2%	2%	-	2%	3%	2%	-	1%	3%	2%	-	2%	2%
TOPBOX & LOWBOX SUMMARY															
Agree (Top2Box)	646	289	357	646	0	378	268	289	0	179	110	357	0	199	158
	50%	45%	56% A	50%	-	56% F	44%	45%	-	52% J	37%	56%	-	60%	51%
Disagree (Low2Box)	606	335	272	606	0	285	321	335	0	158	177	272	0	127	144
	47%	52% B	42%	47%	-	42%	53% E	52%	-	46%	60% I	42%	-	38%	47%

MEDIA - DEPRESSION

1. Now I want to ask you some questions about a condition commonly known as "depression". I am now going to read you a series of statements people have made. There are no right or wrong answers, it is what you think that matters. As I read each statement tell me whether you strongly agree, moderately agree, moderately disagree, or strongly disagree: 15) If I told the President/CEO of our company that I suffered from depression they would most likely be understanding?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N
** very small base (under 30) ineligible for sig testing

		NORTH AMERICA OVERALL						CANADA ONLY				USA ONLY			
	TOTAL	COUNTRY		WORKERS		GENDER									
		Canada	USA	Workers	Non-Workers	Male	Female	Workers	Non-Workers	Male	Female	Workers	Non-Workers	Male	Female
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: Employed respondents															
Unweighted Base	1233	652	581	1233	0	636	597	652	0	331	321	581	0	305	276
Weighted Base	1281	638	643	1281	-**	675	606	638	-**	342	296	643	-**	334	309
Strongly agree	352	170	181	352	0	162	189	170	0	82	89	181	0	81	101
	27%	27%	28%	27%	-	24%	31% E	27%	-	24%	30%	28%	-	24%	33%
Moderately agree	489	256	232	489	0	279	209	256	0	152	104	232	0	128	105
	38%	40%	36%	38%	-	41% F	35%	40%	-	44% J	35%	36%	-	38%	34%
Moderately disagree	242	124	118	242	0	135	107	124	0	67	57	118	0	68	50
	19%	19%	18%	19%	-	20%	18%	19%	-	20%	19%	18%	-	20%	16%
Strongly disagree	165	71	94	165	0	79	86	71	0	32	38	94	0	47	48
	13%	11%	15%	13%	-	12%	14%	11%	-	10%	13%	15%	-	14%	15%
Don't know/Refused	34	17	16	34	0	20	14	17	0	9	8	16	0	11	6
	3%	3%	3%	3%	-	3%	2%	3%	-	3%	3%	3%	-	3%	2%
TOPBOX & LOWBOX SUMMARY															
Agree (Top2Box)	840	426	414	840	0	442	399	426	0	233	193	414	0	208	206
	66%	67%	64%	66%	-	65%	66%	67%	-	68%	65%	64%	-	62%	66%
Disagree (Low2Box)	407	194	213	407	0	214	193	194	0	99	95	213	0	115	98
	32%	30%	33%	32%	-	32%	32%	30%	-	29%	32%	33%	-	34%	32%

MEDIA - DEPRESSION

1. Now I want to ask you some questions about a condition commonly known as "depression". I am now going to read you a series of statements people have made. There are no right or wrong answers, it is what you think that matters. As I read each statement tell me whether you strongly agree, moderately agree, moderately disagree, or strongly disagree: 16) My workplace gives employees access to a counseling service where they can get help if they suffer from depression?

_____
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N
** very small base (under 30) ineligible for sig testing

		NORTH AMERICA OVERALL						CANADA ONLY				USA ONLY			
		COUNTRY		WORKERS		GENDER									
	TOTAL	Canada	USA	Workers	Non-Workers	Male	Female	Workers	Non-Workers	Male	Female	Workers	Non-Workers	Male	Female
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: Employed respondents															
Unweighted Base	1233	652	581	1233	0	636	597	652	0	331	321	581	0	305	276
Weighted Base	1281	638	643	1281	-**	675	606	638	-**	342	296	643	-**	334	309
Strongly agree	572	291	281	572	0	290	282	291	0	148	143	281	0	142	139
	45%	46%	44%	45%	-	43%	47%	46%	-	43%	48%	44%	-	43%	45%
Moderately agree	262	129	133	262	0	162	100	129	0	79	50	133	0	83	50
	20%	20%	21%	20%	-	24% F	17%	20%	-	23%	17%	21%	-	25% N	16%
Moderately disagree	153	72	81	153	0	80	73	72	0	40	31	81	0	40	42
	12%	11%	13%	12%	-	12%	12%	11%	-	12%	11%	13%	-	12%	13%
Strongly disagree	240	112	128	240	0	120	120	112	0	62	50	128	0	58	70
	19%	18%	20%	19%	-	18%	20%	18%	-	18%	17%	20%	-	17%	23%
Don't know/Refused	54	34	20	54	0	24	30	34	0	13	21	20	0	11	9
	4%	5%	3%	4%	-	4%	5%	5%	-	4%	7%	3%	-	3%	3%
TOPBOX & LOWBOX SUMMARY															
Agree (Top2Box)	834	420	414	834	0	452	382	420	0	227	194	414	0	225	189
	65%	66%	64%	65%	-	67%	63%	66%	-	66%	65%	64%	-	67%	61%
Disagree (Low2Box)	393	184	210	393	0	200	193	184	0	102	82	210	0	98	111
	31%	29%	33%	31%	-	30%	32%	29%	-	30%	28%	33%	-	29%	36%

MEDIA - DEPRESSION

1. Now I want to ask you some questions about a condition commonly known as "depression". I am now going to read you a series of statements people have made. There are no right or wrong answers, it is what you think that matters. As I read each statement tell me whether you strongly agree, moderately agree, moderately disagree, or strongly disagree: 17) A person diagnosed with depression in our workplace would most likely keep it to themselves for fear of hurting their future opportunities?

_____

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N
** very small base (under 30) ineligible for sig testing

		NORTH AMERICA OVERALL						CANADA ONLY				USA ONLY			
		COUNTRY		WORKERS		GENDER									
	TOTAL	Canada	USA	Workers	Non-Workers	Male	Female	Workers	Non-Workers	Male	Female	Workers	Non-Workers	Male	Female
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: Employed respondents															
Unweighted Base	1233	652	581	1233	0	636	597	652	0	331	321	581	0	305	276
Weighted Base	1281	638	643	1281	-**	675	606	638	-**	342	296	643	-**	334	309
Strongly agree	503	252	251	503	0	257	246	252	0	126	125	251	0	131	121
	39%	39%	39%	39%	-	38%	41%	39%	-	37%	42%	39%	-	39%	39%
Moderately agree	498	255	242	498	0	291	207	255	0	150	105	242	0	140	102
	39%	40%	38%	39%	-	43% F	34%	40%	-	44% J	35%	38%	-	42%	33%
Moderately disagree	176	87	89	176	0	81	94	87	0	43	43	89	0	38	51
	14%	14%	14%	14%	-	12%	16%	14%	-	13%	15%	14%	-	11%	16%
Strongly disagree	86	36	50	86	0	37	49	36	0	20	16	50	0	17	33
	7%	6%	8%	7%	-	5%	8%	6%	-	6%	5%	8%	-	5%	11% M
Don't know/Refused	19	9	10	19	0	10	9	9	0	2	7	10	0	8	2
	1%	1%	2%	1%	-	1%	2%	1%	-	1%	2%	2%	-	2%	1%
TOPBOX & LOWBOX SUMMARY															
Agree (Top2Box)	1001	507	494	1001	0	548	453	507	0	277	230	494	0	271	223
	78%	79%	77%	78%	-	81% F	75%	79%	-	81%	78%	77%	-	81% N	72%
Disagree (Low2Box)	261	122	139	261	0	118	143	122	0	63	59	139	0	55	84
	20%	19%	22%	20%	-	17%	24% E	19%	-	18%	20%	22%	-	16%	27% M

MEDIA - DEPRESSION
2. Have you ever been diagnosed with depression by a doctor?
_____

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

		NORTH AMERICA OVERALL						CANADA ONLY				USA ONLY			
		COUNTRY		WORKERS		GENDER									
	TOTAL	Canada	USA	Workers	Non-Workers	Male	Female	Workers	Non-Workers	Male	Female	Workers	Non-Workers	Male	Female
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents															
Unweighted Base	2000	1000	1000	1233	767	951	1049	652	348	464	536	581	419	487	513
Weighted Base	2000	1000	1000	1281	719	973	1027	638	362	490	510	643	357	483	517
Yes	344	145	200	171	173	111	233	72	73	52	93	99	100	60	140
	17%	14%	20%	13%	24%	11%	23%	11%	20%	11%	18%	15%	28%	12%	27%
			A		C		E		G		I		K		M
No	1630	842	788	1091	539	847	783	555	287	431	411	536	252	416	372
	82%	84%	79%	85%	75%	87%	76%	87%	79%	88%	81%	83%	71%	86%	72%
		B		D		F		H		J		L		N	
Don't know/Refused	25	13	12	19	7	14	11	12	2	7	6	7	5	7	5
	1%	1%	1%	1%	1%	1%	1%	2%	0	1%	1%	1%	1%	1%	1%

MEDIA - DEPRESSION

3. Do you know someone who has been diagnosed by a doctor as having depression?

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

	TOTAL	NORTH AMERICA OVERALL						CANADA ONLY				USA ONLY			
		COUNTRY		WORKERS		GENDER									
		Canada	USA	Workers	Non-Workers	Male	Female	Workers	Non-Workers	Male	Female	Workers	Non-Workers	Male	Female
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents															
Unweighted Base	2000	1000	1000	1233	767	951	1049	652	348	464	536	581	419	487	513
Weighted Base	2000	1000	1000	1281	719	973	1027	638	362	490	510	643	357	483	517
Yes	1437	720	717	947	490	670	767	476	244	344	377	471	246	326	391
	72%	72%	72%	74% D	68%	69%	75% E	75% H	67%	70%	74%	73%	69%	68%	76% M
No	556	277	279	329	227	299	257	160	117	145	132	169	110	153	125
	28%	28%	28%	26%	32% C	31% F	25%	25%	32% G	30%	26%	26%	31%	32% N	24%
Don't know/Refused	7	3	4	5	2	4	3	2	1	1	2	3	1	3	1
	0	0	0	0	0	0	0	0	0	0	0	0	0	1%	0

DEMOGRAPHICS
Region:

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Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N
** very small base (under 30) ineligible for sig testing

		NORTH AMERICA OVERALL						CANADA ONLY				USA ONLY			
		COUNTRY		WORKERS		GENDER									
	TOTAL	Canada	USA	Workers	Non-Workers	Male	Female	Workers	Non-Workers	Male	Female	Workers	Non-Workers	Male	Female
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: Canadian respondents															
Unweighted Base	1000	1000	0	652	348	464	536	652	348	464	536	0	0	0	0
Weighted Base	1000	1000	-**	638	362	490	510	638	362	490	510	-**	-**	-**	-**
British Columbia	139	139	0	92	47	68	71	92	47	68	71	0	0	0	0
	14%	14%	-	14%	13%	14%	14%	14%	13%	14%	14%	-	-	-	-
Alberta	96	96	0	74	22	48	48	74	22	48	48	0	0	0	0
	10%	10%	-	12% D	6%	10%	9%	12% H	6%	10%	9%	-	-	-	-
Sask/Man	67	67	0	50	17	33	34	50	17	33	34	0	0	0	0
	7%	7%	-	8%	5%	7%	7%	8%	5%	7%	7%	-	-	-	-
Ontario	385	385	0	239	146	188	197	239	146	188	197	0	0	0	0
	38%	38%	-	37%	40%	38%	39%	37%	40%	38%	39%	-	-	-	-
Quebec	237	237	0	136	101	116	121	136	101	116	121	0	0	0	0
	24%	24%	-	21%	28% C	24%	24%	21%	28% G	24%	24%	-	-	-	-
Atlantic	76	76	0	47	29	37	39	47	29	37	39	0	0	0	0
	8%	8%	-	7%	8%	8%	8%	7%	8%	8%	8%	-	-	-	-

DEMOGRAPHICS
Region:

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Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N
** very small base (under 30) ineligible for sig testing

		NORTH AMERICA OVERALL						CANADA ONLY				USA ONLY			
		COUNTRY		WORKERS		GENDER									
	TOTAL	Canada	USA	Workers	Non-Workers	Male	Female	Workers	Non-Workers	Male	Female	Workers	Non-Workers	Male	Female
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: US respondents															
Unweighted Base	1000	0	1000	581	419	487	513	0	0	0	0	581	419	487	513
Weighted Base	1000	-**	1000	643	357	483	517	-**	-**	-**	-**	643	357	483	517
Northeast	190	0	190	132	58	87	103	0	0	0	0	132	58	87	103
	19%	-	19%	20%	16%	18%	20%	-	-	-	-	20%	16%	18%	20%
Midwest	224	0	224	135	89	120	104	0	0	0	0	135	89	120	104
	22%	-	22%	21%	25%	25%	20%	-	-	-	-	21%	25%	25%	20%
South	363	0	363	239	124	171	192	0	0	0	0	239	124	171	192
	36%	-	36%	37%	35%	35%	37%	-	-	-	-	37%	35%	35%	37%
West	223	0	223	137	86	105	118	0	0	0	0	137	86	105	118
	22%	-	22%	21%	24%	22%	23%	-	-	-	-	21%	24%	22%	23%

DEMOGRAPHICS
Province:

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Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N
** very small base (under 30) ineligible for sig testing

		NORTH AMERICA OVERALL						CANADA ONLY				USA ONLY			
		COUNTRY		WORKERS		GENDER									
	TOTAL	Canada	USA	Workers	Non-Workers	Male	Female	Workers	Non-Workers	Male	Female	Workers	Non-Workers	Male	Female
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: Canadian respondents															
Unweighted Base	1000	1000	0	652	348	464	536	652	348	464	536	0	0	0	0
Weighted Base	1000	1000	-**	638	362	490	510	638	362	490	510	-**	-**	-**	-**
British Columbia	139	139	0	92	47	68	71	92	47	68	71	0	0	0	0
	14%	14%	-	14%	13%	14%	14%	14%	13%	14%	14%	-	-	-	-
Alberta	96	96	0	74	22	48	48	74	22	48	48	0	0	0	0
	10%	10%	-	12% D	6%	10%	9%	12% H	6%	10%	9%	-	-	-	-
Saskatchewan	34	34	0	26	8	21	13	26	8	21	13	0	0	0	0
	3%	3%	-	4%	2%	4%	3%	4%	2%	4%	3%	-	-	-	-
Manitoba	33	33	0	24	9	12	21	24	9	12	21	0	0	0	0
	3%	3%	-	4%	2%	2%	4%	4%	2%	2%	4%	-	-	-	-
Ontario	385	385	0	239	146	188	197	239	146	188	197	0	0	0	0
	38%	38%	-	37%	40%	38%	39%	37%	40%	38%	39%	-	-	-	-
Quebec	237	237	0	136	101	116	121	136	101	116	121	0	0	0	0
	24%	24%	-	21%	28% C	24%	24%	21%	28% G	24%	24%	-	-	-	-
New Brunswick	23	23	0	12	11	11	11	12	11	11	11	0	0	0	0
	2%	2%	-	2%	3%	2%	2%	2%	3%	2%	2%	-	-	-	-
Nova Scotia	30	30	0	20	10	15	15	20	10	15	15	0	0	0	0
	3%	3%	-	3%	3%	3%	3%	3%	3%	3%	3%	-	-	-	-
Prince Edward Island	5	5	0	3	2	1	4	3	2	1	4	0	0	0	0
	0	0	-	0	1%	0	1%	0	1%	0	1%	-	-	-	-
Newfoundland	18	18	0	11	7	10	8	11	7	10	8	0	0	0	0
	2%	2%	-	2%	2%	2%	2%	2%	2%	2%	2%	-	-	-	-

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

		NORTH AMERICA OVERALL						CANADA ONLY				USA ONLY			
		COUNTRY		WORKERS		GENDER									
	TOTAL	Canada	USA	Workers	Non-Workers	Male	Female	Workers	Non-Workers	Male	Female	Workers	Non-Workers	Male	Female
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents															
Unweighted Base	2000	1000	1000	1233	767	951	1049	652	348	464	536	581	419	487	513
Weighted Base	2000	1000	1000	1281	719	973	1027	638	362	490	510	643	357	483	517
Male	973	490	483	675	297	973	0	342	148	490	0	334	149	483	0
	49%	49%	48%	53%	41%	100%	-	54%	41%	100%	-	52%	42%	100%	-
				D		F		H		J		L		N	
Female	1027	510	517	606	422	0	1027	296	214	0	510	309	208	0	517
	51%	51%	52%	47%	59%	-	100%	46%	59%	-	100%	48%	58%	-	100%
					C		E	G			I		K		M

DEMOGRAPHICS
Language of Interview:

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

		NORTH AMERICA OVERALL								CANADA ONLY				USA ONLY			
		COUNTRY		WORKERS		GENDER											
	TOTAL	Canada	USA	Workers	Non-Workers	Male	Female	Workers	Non-Workers	Male	Female	Workers	Non-Workers	Male	Female
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents															
Unweighted Base	2000	1000	1000	1233	767	951	1049	652	348	464	536	581	419	487	513
Weighted Base	2000	1000	1000	1281	719	973	1027	638	362	490	510	643	357	483	517
English	1787 89%	787 79%	1000 100% A	1158 90%	629 87%	868 89%	919 89%	515 81% H	272 75%	385 79%	402 79%	643 100%	357 100%	483 100%	517 100%
French	213 11%	213 21% B	0 -	123 10%	90 13%	105 11%	108 11%	123 19%	90 25% G	105 21%	108 21%	0 -	0 -	0 -	0 -

DEMOGRAPHICS
What age group do you fall into?

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

		NORTH AMERICA OVERALL						CANADA ONLY				USA ONLY			
		COUNTRY		WORKERS		GENDER									
	TOTAL	Canada	USA	Workers	Non-Workers	Male	Female	Workers	Non-Workers	Male	Female	Workers	Non-Workers	Male	Female
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents															
Unweighted Base	2000	1000	1000	1233	767	951	1049	652	348	464	536	581	419	487	513
Weighted Base	2000	1000	1000	1281	719	973	1027	638	362	490	510	643	357	483	517
18 to 24	174	100	75	96	78	91	84	45	55	52	48	52	23	39	36
	9%	10%	7%	8%	11% C	9%	8%	7%	15% G	11%	9%	8%	7%	8%	7%
25 to 34	424	195	229	342	82	211	212	158	37	98	97	184	45	114	115
	21%	19%	23%	27% D	11%	22%	21%	25% H	10%	20%	19%	29% L	13%	24%	22%
35 to 44	341	193	147	276	65	171	170	151	42	98	96	124	23	73	74
	17%	19% B	15%	22% D	9%	18%	17%	24% H	12%	20%	19%	19% L	6%	15%	14%
45 to 54	430	192	238	336	94	211	219	148	45	94	98	189	49	117	121
	22%	19%	24% A	26% D	13%	22%	21%	23% H	12%	19%	19%	29% L	14%	24%	23%
55 to 64	320	189	131	180	140	159	161	110	79	93	95	71	61	65	66
	16%	19% B	13%	14%	19% C	16%	16%	17%	22%	19%	19%	11%	17% K	14%	13%
65+	281	119	162	33	248	114	167	18	101	48	72	15	147	66	96
	14%	12%	16% A	3%	35% C	12%	16% E	3%	28% G	10%	14% I	2%	41% K	14%	18%
Refused	30	12	18	18	12	16	14	9	3	7	5	9	8	9	9
	1%	1%	2%	1%	2%	2%	1%	1%	1%	2%	1%	1%	2%	2%	2%

DEMOGRAPHICS
What is your current marital status?

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Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N
** very small base (under 30) ineligible for sig testing

		NORTH AMERICA OVERALL						CANADA ONLY				USA ONLY			
		COUNTRY		WORKERS		GENDER									
	TOTAL	Canada	USA	Workers	Non-Workers	Male	Female	Workers	Non-Workers	Male	Female	Workers	Non-Workers	Male	Female
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: Canadian respondents															
Unweighted Base	1000	1000	0	652	348	464	536	652	348	464	536	0	0	0	0
Weighted Base	1000	1000	-**	638	362	490	510	638	362	490	510	-**	-**	-**	-**
Single or never married	231	231	0	144	88	131	101	144	88	131	101	0	0	0	0
	23%	23%	-	23%	24%	27% F	20%	23%	24%	27% J	20%	-	-	-	-
Married	488	488	0	322	166	232	256	322	166	232	256	0	0	0	0
	49%	49%	-	51%	46%	47%	50%	51%	46%	47%	50%	-	-	-	-
Common-law or living with a partner	98	98	0	78	20	53	46	78	20	53	46	0	0	0	0
	10%	10%	-	12% D	5%	11%	9%	12% H	5%	11%	9%	-	-	-	-
Divorced or separated	106	106	0	69	38	48	58	69	38	48	58	0	0	0	0
	11%	11%	-	11%	10%	10%	11%	11%	10%	10%	11%	-	-	-	-
Widowed	54	54	0	10	44	13	41	10	44	13	41	0	0	0	0
	5%	5%	-	2%	12% C	3%	8% E	2%	12% G	3%	8% I	-	-	-	-
Refused	22	22	0	15	7	13	10	15	7	13	10	0	0	0	0
	2%	2%	-	2%	2%	3%	2%	2%	2%	3%	2%	-	-	-	-

DEMOGRAPHICS
Marital Status:
_____

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N
** very small base (under 30) ineligible for sig testing

		NORTH AMERICA OVERALL						CANADA ONLY				USA ONLY			
		COUNTRY		WORKERS		GENDER									
	TOTAL	Canada	USA	Workers	Non-Workers	Male	Female	Workers	Non-Workers	Male	Female	Workers	Non-Workers	Male	Female
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: US respondents															
Unweighted Base	1000	0	1000	581	419	487	513	0	0	0	0	581	419	487	513
Weighted Base	1000	-**	1000	643	357	483	517	-**	-**	-**	-**	643	357	483	517
Yes	564 56%	0 -	564 56%	381 59% D	184 51%	280 58%	285 55%	0 -	0 -	0 -	0 -	381 59% L	184 51%	280 58%	285 55%
No	420 42%	0 -	420 42%	249 39%	171 48% C	195 40%	226 44%	0 -	0 -	0 -	0 -	249 39%	171 48% K	195 40%	226 44%
Refused	15 2%	0 -	15 2%	14 2%	2 1%	9 2%	7 1%	0 -	0 -	0 -	0 -	14 2%	2 1%	9 2%	7 1%

DEMOGRAPHICS
Including yourself, how many people currently live in your household?

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

	TOTAL	NORTH AMERICA OVERALL						CANADA ONLY				USA ONLY			
		COUNTRY		WORKERS		GENDER									
		Canada	USA	Workers	Non-Workers	Male	Female	Workers	Non-Workers	Male	Female	Workers	Non-Workers	Male	Female
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents															
Unweighted Base	2000	1000	1000	1233	767	951	1049	652	348	464	536	581	419	487	513
Weighted Base	2000	1000	1000	1281	719	973	1027	638	362	490	510	643	357	483	517
1 person	395 20%	186 19%	209 21%	201 16%	195 27% C	191 20%	204 20%	104 16%	82 23% G	97 20%	89 17%	97 15%	112 31% K	94 20%	115 22%
2 persons	654 33%	341 34%	313 31%	392 31%	263 37% C	320 33%	334 33%	200 31%	141 39% G	164 33%	177 35%	191 30%	122 34%	157 32%	157 30%
3 persons	360 18%	175 17%	185 18%	264 21% D	96 13%	180 19%	179 17%	120 19%	55 15%	87 18%	88 17%	144 22% L	41 12%	94 19%	91 18%
4 persons	346 17%	177 18%	169 17%	256 20% D	90 12%	163 17%	182 18%	133 21% H	44 12%	81 16%	96 19%	123 19% L	46 13%	83 17%	86 17%
5 persons	139 7%	70 7%	69 7%	99 8%	39 5%	67 7%	72 7%	48 8%	22 6%	38 8%	32 6%	51 8%	18 5%	29 6%	40 8%
6 persons	73 4%	33 3%	39 4%	45 4%	27 4%	34 3%	39 4%	20 3%	13 4%	15 3%	18 4%	25 4%	14 4%	19 4%	21 4%
Refused	34 2%	18 2%	16 2%	24 2%	10 1%	17 2%	17 2%	12 2%	6 2%	9 2%	9 2%	12 2%	4 1%	8 2%	8 2%

DEMOGRAPHICS
Do you have any children under the age of 18 currently living in your household?

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Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N
** very small base (under 30) ineligible for sig testing

		NORTH AMERICA OVERALL						CANADA ONLY				USA ONLY			
		COUNTRY		WORKERS		GENDER									
	TOTAL	Canada	USA	Workers	Non-Workers	Male	Female	Workers	Non-Workers	Male	Female	Workers	Non-Workers	Male	Female
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: Excludes respondents living alone (Canadian Respondents)															
Unweighted Base	800	800	0	536	264	363	437	536	264	363	437	0	0	0	0
Weighted Base	796	796	-**	522	274	384	412	522	274	384	412	-**	-**	-**	-**
Yes	334	334	0	252	82	159	176	252	82	159	176	0	0	0	0
	42%	42%	-	48% D	30%	41%	43%	48% H	30%	41%	43%	-	-	-	-
No	460	460	0	269	192	224	236	269	192	224	236	0	0	0	0
	58%	58%	-	51%	70% C	58%	57%	51%	70% G	58%	57%	-	-	-	-
Refused	1	1	0	1	0	1	0	1	0	1	0	0	0	0	0
	0	0	-	0	-	0	-	0	-	0	-	-	-	-	-

DEMOGRAPHICS
Children in the household:

_____

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N
** very small base (under 30) ineligible for sig testing

		NORTH AMERICA OVERALL						CANADA ONLY				USA ONLY			
		COUNTRY		WORKERS		GENDER									
	TOTAL	Canada	USA	Workers	Non-Workers	Male	Female	Workers	Non-Workers	Male	Female	Workers	Non-Workers	Male	Female
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: US respondents															
Unweighted Base	1000	0	1000	581	419	487	513	0	0	0	0	581	419	487	513
Weighted Base	1000	-**	1000	643	357	483	517	-**	-**	-**	-**	643	357	483	517
Under 6	207	0	207	149	59	99	109	0	0	0	0	149	59	99	109
	21%	-	21%	23%	16%	20%	21%	-	-	-	-	23%	16%	20%	21%
				D									L		
6-12	172	0	172	133	39	82	90	0	0	0	0	133	39	82	90
	17%	-	17%	21%	11%	17%	17%	-	-	-	-	21%	11%	17%	17%
				D									L		
No Children	688	0	688	403	284	343	345	0	0	0	0	403	284	343	345
	69%	-	69%	63%	80%	71%	67%	-	-	-	-	63%	80%	71%	67%
					C								K		
Refused	18	0	18	15	4	9	9	0	0	0	0	15	4	9	9
	2%	-	2%	2%	1%	2%	2%	-	-	-	-	2%	1%	2%	2%

DEMOGRAPHICS
What is the highest level of formal education that you have completed?

_____

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

	TOTAL	NORTH AMERICA OVERALL						CANADA ONLY				USA ONLY			
		COUNTRY		WORKERS		GENDER									
		Canada	USA	Workers	Non-Workers	Male	Female	Workers	Non-Workers	Male	Female	Workers	Non-Workers	Male	Female
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents															
Unweighted Base	2000	1000	1000	1233	767	951	1049	652	348	464	536	581	419	487	513
Weighted Base	2000	1000	1000	1281	719	973	1027	638	362	490	510	643	357	483	517
Grade school or some high school	145	90	56	60	85	79	66	37	53	52	38	23	32	27	29
	7%	9% B	6%	5%	12% C	8%	6%	6%	15% G	11%	7%	4%	9% K	6%	6%
Complete high school	428	234	194	235	193	198	230	134	100	112	123	101	93	87	107
	21%	23% B	19%	18%	27% C	20%	22%	21%	28% G	23%	24%	16%	26% K	18%	21%
Some community college or university, but did not finish	363	154	209	232	131	166	197	97	57	67	87	136	73	99	110
	18%	15%	21% A	18%	18%	17%	19%	15%	16%	14%	17%	21%	20%	20%	21%
Complete technical or trade school/Community college	182	182	0	125	57	94	87	125	57	94	87	0	0	0	0
	9%	18% B	-	10%	8%	10%	9%	20%	16%	19%	17%	-	-	-	-
Complete university degree, such as a Bachelor's	240	240	0	179	61	105	135	179	61	105	135	0	0	0	0
	12%	24% B	-	14% D	9%	11%	13%	28% H	17%	21%	26%	-	-	-	-
Completed a two year college degree	120	0	120	77	43	59	61	0	0	0	0	77	43	59	61
	6%	-	12% A	6%	6%	6%	6%	-	-	-	-	12%	12%	12%	12%
Completed a four year college degree	232	0	232	170	62	120	112	0	0	0	0	170	62	120	112
	12%	-	23% A	13% D	9%	12%	11%	-	-	-	-	26% L	17%	25%	22%
Post-graduate degree, such as a Master's or Ph.D.	258	83	175	180	77	132	126	56	27	50	33	124	51	82	93
	13%	8%	17% A	14%	11%	14%	12%	9%	7%	10% J	6%	19%	14%	17%	18%
Refused	32	18	14	23	9	20	12	12	6	10	7	12	2	9	5
	2%	2%	1%	2%	1%	2%	1%	2%	2%	2%	1%	2%	1%	2%	1%

DEMOGRAPHICS
Which one of the following categories best describes your current employment status?

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

		NORTH AMERICA OVERALL						CANADA ONLY				USA ONLY			
		COUNTRY		WORKERS		GENDER									
	TOTAL	Canada	USA	Workers	Non-Workers	Male	Female	Workers	Non-Workers	Male	Female	Workers	Non-Workers	Male	Female
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents															
Unweighted Base	2000	1000	1000	1233	767	951	1049	652	348	464	536	581	419	487	513
Weighted Base	2000	1000	1000	1281	719	973	1027	638	362	490	510	643	357	483	517
Working full-time	974	438	537	974	0	546	428	438	0	253	185	537	0	293	243
	49%	44%	54% A	76% D	-	56% F	42%	69% H	-	52% J	36%	83% L	-	61% N	47%
Working part-time	197	90	106	197	0	69	128	90	0	29	62	106	0	40	66
	10%	9%	11%	15% D	-	7%	12% E	14% H	-	6%	12% I	17% L	-	8%	13%
Self-employed	110	110	0	110	0	60	50	110	0	60	50	0	0	0	0
	6%	11% B	-	9% D	-	6%	5%	17% H	-	12%	10%	-	-	-	-
Unemployed, but looking for work	159	44	115	0	159	69	89	0	44	29	15	0	115	41	74
	8%	4%	12% A	-	22% C	7%	9%	-	12% G	6% J	3%	-	32% K	8%	14% M
Attending school full-time/A student	58	58	0	0	58	27	30	0	58	27	30	0	0	0	0
	3%	6% B	-	-	8% C	3%	3%	-	16% G	6%	6%	-	-	-	-
Retired	408	175	233	0	408	175	233	0	175	71	104	0	233	104	129
	20%	18%	23% A	-	57% C	18%	23% E	-	48% G	15%	20% I	-	65% K	22%	25%
Not in the workforce/A full-time homemaker	72	72	0	0	72	15	56	0	72	15	56	0	0	0	0
	4%	7% B	-	-	10% C	2%	5% E	-	20% G	3%	11% I	-	-	-	-
Other/Social assistance/Disability	11	11	0	0	11	5	6	0	11	5	6	0	0	0	0
	1%	1% B	-	-	1% C	0	1%	-	3% G	1%	1%	-	-	-	-
Refused	12	3	9	0	12	5	7	0	3	1	2	0	9	4	4
	1%	0	1%	-	2% C	1%	1%	-	1% G	0	0	-	2% K	1%	1%

DEMOGRAPHICS
And which of the following categories best describes your annual household income?
_____
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N
** very small base (under 30) ineligible for sig testing

		NORTH AMERICA OVERALL						CANADA ONLY				USA ONLY			
		COUNTRY		WORKERS		GENDER									
	TOTAL	Canada	USA	Workers	Non-Workers	Male	Female	Workers	Non-Workers	Male	Female	Workers	Non-Workers	Male	Female
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: Canadian respondents															
Unweighted Base	1000	1000	0	652	348	464	536	652	348	464	536	0	0	0	0
Weighted Base	1000	1000	-**	638	362	490	510	638	362	490	510	-**	-**	-**	-**
Under $10,000	34 3%	34 3%	0 -	8 1%	25 7% C	16 3%	18 3%	8 1%	25 7% G	16 3%	18 3%	0 -	0 -	0 -	0 -
$10,000 to just under $20,000	67 7%	67 7%	0 -	27 4%	40 11% C	21 4%	46 9% E	27 4%	40 11% G	21 4%	46 9% I	0 -	0 -	0 -	0 -
$20,000 to just under $30,000	100 10%	100 10%	0 -	44 7%	56 16% C	52 11%	49 10%	44 7%	56 16% G	52 11%	49 10%	0 -	0 -	0 -	0 -
$30,000 to just under $40,000	124 12%	124 12%	0 -	67 10%	58 16% C	71 14%	54 10%	67 10%	58 16% G	71 14%	54 10%	0 -	0 -	0 -	0 -
$40,000 to just under $50,000	84 8%	84 8%	0 -	56 9%	28 8%	42 9%	42 8%	56 9%	28 8%	42 9%	42 8%	0 -	0 -	0 -	0 -
$50,000 to just under $60,000	85 9%	85 9%	0 -	58 9%	27 8%	44 9%	42 8%	58 9%	27 8%	44 9%	42 8%	0 -	0 -	0 -	0 -
$60,000 to just under $70,000	73 7%	73 7%	0 -	60 9% D	12 3%	38 8%	35 7%	60 9% H	12 3%	38 8%	35 7%	0 -	0 -	0 -	0 -
$70,000 to just under $80,000	58 6%	58 6%	0 -	45 7% D	13 4%	31 6%	27 5%	45 7% H	13 4%	31 6%	27 5%	0 -	0 -	0 -	0 -
$80,000 to just under $100,000	76 8%	76 8%	0 -	63 10% D	13 4%	45 9%	32 6%	63 10% H	13 4%	45 9%	32 6%	0 -	0 -	0 -	0 -
$100,000 and over	148 15%	148 15%	0 -	118 18% D	30 8%	77 16%	70 14%	118 18% H	30 8%	77 16%	70 14%	0 -	0 -	0 -	0 -
Refused	151 15%	151 15%	0 -	93 15%	58 16%	54 11%	97 19% E	93 15%	58 16%	54 11%	97 19% I	0 -	0 -	0 -	0 -

DEMOGRAPHICS
Household Income:

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Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N
** very small base (under 30) ineligible for sig testing

		NORTH AMERICA OVERALL						CANADA ONLY				USA ONLY			
		COUNTRY		WORKERS		GENDER									
	TOTAL	Canada	USA	Workers	Non-Workers	Male	Female	Workers	Non-Workers	Male	Female	Workers	Non-Workers	Male	Female
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: US respondents															
Unweighted Base	1000	0	1000	581	419	487	513	0	0	0	0	581	419	487	513
Weighted Base	1000	-**	1000	643	357	483	517	-**	-**	-**	-**	643	357	483	517
Under $15,000	118	0	118	55	63	61	57	0	0	0	0	55	63	61	57
	12%	-	12%	9%	18% C	13%	11%	-	-	-	-	9%	18% K	13%	11%
$15,000 to less than $20,000	52	0	52	26	26	23	29	0	0	0	0	26	26	23	29
	5%	-	5%	4%	7% C	5%	6%	-	-	-	-	4%	7% K	5%	6%
$20,000 to less than $25,000	68	0	68	41	27	31	37	0	0	0	0	41	27	31	37
	7%	-	7%	6%	7%	6%	7%	-	-	-	-	6%	7%	6%	7%
$25,000 to less than $30,000	44	0	44	22	22	16	28	0	0	0	0	22	22	16	28
	4%	-	4%	3%	6%	3%	5%	-	-	-	-	3%	6%	3%	5%
$30,000 to less than $40,000	96	0	96	63	32	45	51	0	0	0	0	63	32	45	51
	10%	-	10%	10%	9%	9%	10%	-	-	-	-	10%	9%	9%	10%
$40,000 to less than $50,000	87	0	87	54	33	37	50	0	0	0	0	54	33	37	50
	9%	-	9%	8%	9%	8%	10%	-	-	-	-	8%	9%	8%	10%
$50,000 to less than $75,000	156	0	156	120	37	86	70	0	0	0	0	120	37	86	70
	16%	-	16%	19% D	10%	18%	14%	-	-	-	-	19% L	10%	18%	14%
$75,000 to less than $100,000	87	0	87	66	21	42	44	0	0	0	0	66	21	42	44
	9%	-	9%	10% D	6%	9%	9%	-	-	-	-	10% L	6%	9%	9%
$100,000 or more	143	0	143	110	33	75	68	0	0	0	0	110	33	75	68
	14%	-	14%	17% D	9%	15%	13%	-	-	-	-	17% L	9%	15%	13%
Refused	150	0	150	87	63	66	84	0	0	0	0	87	63	66	84
	15%	-	15%	14%	18%	14%	16%	-	-	-	-	14%	18%	14%	16%