

# Detailed Tables

**KN1. I'd like you to think about an average day, getting ready for work and picking out something to wear. Which of the following difficulties do you experience when choosing something to wear to work?**

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

|  | Total | GENDER   |          | AGE       |          |          | REGION   |          |
|--|-------|----------|----------|-----------|----------|----------|----------|----------|
|  |       | Male     | Female   | 18-34     | 35-54    | 55+      | GTA      | Non-GTA  |
|  |       | A        | B        | C         | D        | E        | F        | G        |
| Base: Employed Weighted  | 506   | 243      | 263      | 121       | 267      | 118      | 152      | 354      |
|  | 556   | 294      | 262      | 161       | 335      | 60       | 260      | 296      |
| I have lots of clothes to choose from, but nothing seems to match    | 46    | 15       | 31       | 26        | 19       | 2        | 35       | 11       |
|  | 8%    | 5%       | 12%<br>A | 16%<br>DE | 6%       | 3%       | 14%<br>G | 4%       |
| I'm bored with wearing the same things all of the time               | 164   | 52       | 113      | 71        | 85       | 9        | 91       | 73       |
|  | 30%   | 18%      | 43%<br>A | 44%<br>DE | 25%<br>E | 15%      | 35%<br>G | 25%      |
| None of my clothes seem to fit                                       | 70    | 18       | 52       | 26        | 40       | 4        | 39       | 31       |
|  | 13%   | 6%       | 20%<br>A | 16%<br>E  | 12%      | 7%       | 15%      | 11%      |
| I never seem to have enough time to put an outfit together           | 57    | 24       | 33       | 32        | 23       | 3        | 43       | 15       |
|  | 10%   | 8%       | 13%      | 20%<br>DE | 7%       | 5%       | 16%<br>G | 5%       |
| I experience some other difficulty finding something to wear to work | 58    | 25       | 33       | 21        | 33       | 4        | 32       | 26       |
|  | 10%   | 9%       | 13%      | 13%       | 10%      | 7%       | 12%      | 9%       |
| I have no difficulties finding something to wear to work             | 305   | 205      | 100      | 57        | 205      | 43       | 118      | 187      |
|  | 55%   | 70%<br>B | 38%      | 35%       | 61%<br>C | 72%<br>C | 45%      | 63%<br>F |

# Detailed Tables

**KN1. [Rebased to respondents who have difficulty] I'd like you to think about an average day, getting ready for work and picking out something to wear. Which of the following difficulties do you experience when choosing something to wear to work?**

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

\* small base

|  | Total | GENDER |        | AGE   |       |     | REGION   |         |
|--|-------|--------|--------|-------|-------|-----|----------|---------|
|  |       | Male   | Female | 18-34 | 35-54 | 55+ | GTA      | Non-GTA |
|  |       | A      | B      | C     | D     | E   | F        | G       |
| Base: Respondents having difficulty Weighted                         | 214   | 65     | 149    | 75    | 104   | 35  | 83       | 131     |
|  | 251   | 90*    | 162    | 105*  | 130*  | 17* | 142*     | 109     |
| I have lots of clothes to choose from, but nothing seems to match    | 46    | 15     | 31     | 26    | 19    | 2   | 35       | 11      |
|  | 18%   | 17%    | 19%    | 25%   | 14%   | 10% | 25%<br>G | 10%     |
| I'm bored with wearing the same things all of the time               | 164   | 52     | 113    | 71    | 85    | 9   | 91       | 73      |
|  | 65%   | 58%    | 70%    | 68%   | 65%   | 52% | 64%      | 67%     |
| None of my clothes seem to fit                                       | 70    | 18     | 52     | 26    | 40    | 4   | 39       | 31      |
|  | 28%   | 20%    | 32%    | 25%   | 31%   | 24% | 27%      | 29%     |
| I never seem to have enough time to put an outfit together           | 57    | 24     | 33     | 32    | 23    | 3   | 43       | 15      |
|  | 23%   | 27%    | 21%    | 30%   | 18%   | 16% | 30%<br>G | 13%     |
| I experience some other difficulty finding something to wear to work | 58    | 25     | 33     | 21    | 33    | 4   | 32       | 26      |
|  | 23%   | 28%    | 21%    | 20%   | 25%   | 24% | 23%      | 24%     |

# Detailed Tables

**KN2. Now, thinking about the way people typically dress at your place of employment, which of the following would be your biggest complaint about the way some of your co-workers dress?**

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

|  | Total | GENDER |        | AGE   |       |     | REGION |         |
|--|-------|--------|--------|-------|-------|-----|--------|---------|
|  |       | Male   | Female | 18-34 | 35-54 | 55+ | GTA    | Non-GTA |
|  |       | A      | B      | C     | D     | E   | F      | G       |
| Base: Employed Weighted  | 506   | 243    | 263    | 121   | 267   | 118 | 152    | 354     |
|  | 556   | 294    | 262    | 161   | 335   | 60  | 260    | 296     |
| Co-workers' clothes don't fit properly: they're too big or too small | 29    | 13     | 16     | 13    | 15    | 1   | 16     | 13      |
|  | 5%    | 5%     | 6%     | 8%    | 5%    | 1%  | 6%     | 4%      |
| Co-workers dress inappropriately for their age: too old or too young | 25    | 9      | 16     | 4     | 19    | 1   | 13     | 12      |
|  | 5%    | 3%     | 6%     | 3%    | 6%    | 2%  | 5%     | 4%      |
| Co-workers dress up or down too much: too casual or too formal       | 59    | 21     | 37     | 18    | 34    | 7   | 38     | 20      |
|  | 11%   | 7%     | 14%    | 11%   | 10%   | 11% | 15%    | 7%      |
| Co-workers' clothing is unkempt: dirty or wrinkly                    | 33    | 20     | 14     | 16    | 13    | 5   | 18     | 16      |
|  | 6%    | 7%     | 5%     | 10%   | 4%    | 8%  | 7%     | 5%      |
| I have no complaints about the way my co-workers dress               | 410   | 231    | 179    | 110   | 253   | 47  | 175    | 235     |
|  | 74%   | 79%    | 68%    | 68%   | 76%   | 78% | 67%    | 79%     |
|  |       | B      |        | D     |       |     | F      |         |

# Detailed Tables

**KN2. [Rebased to respondents who have complaints] Now, thinking about the way people typically dress at your place of employment, which of the following would be your biggest complaint about the way some of your co-workers dress?**

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

\* small base; \*\* very small base (under 30) ineligible for sig testing

|  | Total | GENDER |        | AGE   |       |      | REGION |         |
|--|-------|--------|--------|-------|-------|------|--------|---------|
|  |       | Male   | Female | 18-34 | 35-54 | 55+  | GTA    | Non-GTA |
|  |       | A      | B      | C     | D     | E    | F      | G       |
| Base: Respondents with complaints Weighted                           | 125   | 47     | 78     | 36    | 62    | 27   | 50     | 75      |
|  | 146   | 63*    | 83*    | 51*   | 81*   | 13** | 85*    | 61*     |
| Co-workers' clothes don't fit properly: they're too big or too small | 29    | 13     | 16     | 13    | 15    | 1    | 16     | 13      |
|  | 20%   | 21%    | 19%    | 25%   | 19%   | 7%   | 19%    | 21%     |
| Co-workers dress inappropriately for their age: too old or too young | 25    | 9      | 16     | 4     | 19    | 1    | 13     | 12      |
|  | 17%   | 14%    | 20%    | 9%    | 24%   | 8%   | 15%    | 20%     |
| Co-workers dress up or down too much: too casual or too formal       | 59    | 21     | 37     | 18    | 34    | 7    | 38     | 20      |
|  | 40%   | 34%    | 45%    | 35%   | 42%   | 49%  | 45%    | 33%     |
| Co-workers' clothing is unkempt: dirty or wrinkly                    | 33    | 20     | 14     | 16    | 13    | 5    | 18     | 16      |
|  | 23%   | 31%    | 16%    | 31%   | 15%   | 36%  | 21%    | 26%     |

# Detailed Tables

**KN3\_1. (Health and social services workers (doctors, nurses, social workers, hospital staff, etc.)) Thinking about how people typically dress in various industries, please rate the following list of occupations from 1-10 where 10 means best dressed and 1 means worst dressed.**

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

|  |            | GENDER    |           | AGE       |           |                | REGION         |                |
|--|------------|-----------|-----------|-----------|-----------|----------------|----------------|----------------|
|  | Total      | Male      | Female    | 18-34     | 35-54     | 55+            | GTA            | Non-GTA        |
|  |            | A         | B         | C         | D         | E              | F              | G              |
| Base: Employed Weighted  | 506        | 243       | 263       | 121       | 267       | 118            | 152            | 354            |
|  | 556        | 294       | 262       | 161       | 335       | 60             | 260            | 296            |
| Health and social services workers (doctors, nurses, social workers, hospital staff, etc.) |            |           |           |           |           |                |                |                |
| 10 - Best Dressed  | 20<br>4%   | 12<br>4%  | 8<br>3%   | 7<br>4%   | 12<br>3%  | 1<br>2%        | 4<br>1%        | 16<br>5%<br>F  |
| 9  | 55<br>10%  | 27<br>9%  | 28<br>11% | 15<br>9%  | 35<br>11% | 4<br>7%        | 26<br>10%      | 28<br>10%      |
| 8  | 66<br>12%  | 31<br>10% | 35<br>13% | 20<br>12% | 34<br>10% | 12<br>20%<br>D | 18<br>7%       | 47<br>16%<br>F |
| 7  | 99<br>18%  | 57<br>19% | 43<br>16% | 26<br>16% | 63<br>19% | 10<br>17%      | 38<br>15%      | 61<br>21%      |
| 6  | 91<br>16%  | 46<br>16% | 45<br>17% | 33<br>20% | 49<br>15% | 9<br>15%       | 55<br>21%<br>G | 36<br>12%      |
| 5  | 146<br>26% | 76<br>26% | 70<br>27% | 34<br>21% | 97<br>29% | 15<br>25%      | 72<br>28%      | 74<br>25%      |
| 4  | 41<br>7%   | 25<br>8%  | 16<br>6%  | 14<br>9%  | 22<br>7%  | 5<br>8%        | 26<br>10%      | 15<br>5%       |
| 3  | 20<br>4%   | 14<br>5%  | 6<br>2%   | 7<br>4%   | 11<br>3%  | 2<br>3%        | 8<br>3%        | 12<br>4%       |

# Detailed Tables

**KN3\_1. (Health and social services workers (doctors, nurses, social workers, hospital staff, etc.)) Thinking about how people typically dress in various industries, please rate the following list of occupations from 1-10 where 10 means best dressed and 1 means worst dressed.**

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

|                         | Total      | GENDER    |           | AGE       |           |           | REGION    |           |
|-------------------------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
|                         |            | Male      | Female    | 18-34     | 35-54     | 55+       | GTA       | Non-GTA   |
|                         |            | A         | B         | C         | D         | E         | F         | G         |
| 2                       | 7          | 0         | 7         | 2         | 5         | 0         | 7         | 0         |
|                         | 1%         | 0         | 3%        | 1%        | 1%        | 1%        | 3%        | 0         |
| 1 - Worst Dressed       | 11         | 6         | 5         | 4         | 6         | 1         | 6         | 6         |
|                         | 2%         | 2%        | 2%        | 3%        | 2%        | 1%        | 2%        | 2%        |
| Summary                 |            |           |           |           |           |           |           |           |
| Top3Box (Best Dressed)  | 140<br>25% | 69<br>24% | 71<br>27% | 42<br>26% | 80<br>24% | 18<br>29% | 48<br>18% | 92<br>31% |
| Low3Box (Worse Dressed) | 38<br>7%   | 21<br>7%  | 18<br>7%  | 13<br>8%  | 23<br>7%  | 3<br>5%   | 21<br>8%  | 18<br>6%  |
| Mean                    | 6.2        | 6.2       | 6.2       | 6.2       | 6.2       | 6.3       | 5.9       | 6.5<br>F  |
| Standard Deviation      | 1.9        | 1.9       | 1.9       | 2.0       | 1.9       | 1.8       | 1.9       | 1.9       |
| Standard Error          | 0.1        | 0.1       | 0.1       | 0.2       | 0.1       | 0.2       | 0.2       | 0.1       |
| Median                  | 5.6        | 5.5       | 5.6       | 5.6       | 5.5       | 5.7       | 5.2       | 6.1       |

# Detailed Tables

**KN3. 2. (Communications workers (PR/advertising/marketing/ HR)) Thinking about how people typically dress in various industries, please rate the following list of occupations from 1-10 where 10 means best dressed and 1 means worst dressed.**

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

|   | Total      | GENDER    |           | AGE       |                |                | REGION    |              |
|---|------------|-----------|-----------|-----------|----------------|----------------|-----------|--------------|
|   |            | Male      | Female    | 18-34     | 35-54          | 55+            | GTA       | Non-GTA      |
|   |            | A         | B         | C         | D              | E              | F         | G            |
| Base: Employed Weighted                               | 506        | 243       | 263       | 121       | 267            | 118            | 152       | 354          |
|   | 556        | 294       | 262       | 161       | 335            | 60             | 260       | 296          |
| Communications workers (PR/advertising/marketing/ HR) |            |           |           |           |                |                |           |              |
| 10 - Best Dressed                                     | 47<br>9%   | 21<br>7%  | 27<br>10% | 17<br>10% | 28<br>9%       | 2<br>4%        | 25<br>10% | 23<br>8%     |
| 9   | 70<br>13%  | 29<br>10% | 41<br>16% | 25<br>16% | 40<br>12%      | 5<br>9%        | 34<br>13% | 36<br>12%    |
| 8   | 118<br>21% | 55<br>19% | 64<br>24% | 42<br>26% | 64<br>19%      | 13<br>21%      | 52<br>20% | 66<br>22%    |
| 7   | 110<br>20% | 68<br>23% | 41<br>16% | 17<br>10% | 81<br>24%<br>C | 12<br>20%<br>C | 58<br>22% | 51<br>17%    |
| 6   | 61<br>11%  | 35<br>12% | 26<br>10% | 18<br>11% | 32<br>10%      | 11<br>18%<br>D | 32<br>12% | 29<br>10%    |
| 5   | 110<br>20% | 62<br>21% | 48<br>18% | 27<br>17% | 72<br>21%      | 11<br>19%      | 43<br>17% | 66<br>22%    |
| 4   | 21<br>4%   | 11<br>4%  | 10<br>4%  | 9<br>5%   | 8<br>2%        | 4<br>7%<br>D   | 10<br>4%  | 11<br>4%     |
| 3   | 7<br>1%    | 5<br>2%   | 3<br>1%   | 2<br>1%   | 4<br>1%        | 1<br>2%        | 0<br>-    | 7<br>2%<br>F |
| 2   | 5<br>1%    | 2<br>1%   | 3<br>1%   | 1<br>1%   | 4<br>1%        | 0<br>1%        | 2<br>1%   | 3<br>1%      |

# Detailed Tables

**KN3\_2. (Communications workers (PR/advertising/marketing/ HR)) Thinking about how people typically dress in various industries, please rate the following list of occupations from 1-10 where 10 means best dressed and 1 means worst dressed.**

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

|                         |            | GENDER       |                 | AGE             |            |           | REGION     |            |
|-------------------------|------------|--------------|-----------------|-----------------|------------|-----------|------------|------------|
|                         | Total      | Male         | Female          | 18-34           | 35-54      | 55+       | GTA        | Non-GTA    |
|                         |            | A            | B               | C               | D          | E         | F          | G          |
| 1 - Worst Dressed       | 6<br>1%    | 6<br>2%<br>B | 0<br>-          | 4<br>3%         | 2<br>1%    | 0<br>-    | 4<br>2%    | 2<br>1%    |
| Summary                 |            |              |                 |                 |            |           |            |            |
| Top3Box (Best Dressed)  | 236<br>42% | 105<br>36%   | 131<br>50%<br>A | 83<br>52%<br>DE | 132<br>40% | 20<br>34% | 111<br>43% | 125<br>42% |
| Low3Box (Worse Dressed) | 19<br>3%   | 14<br>5%     | 5<br>2%         | 7<br>5%         | 10<br>3%   | 2<br>3%   | 6<br>2%    | 13<br>4%   |
| Mean                    | 6.9        | 6.7          | 7.2<br>A        | 7.0             | 6.9        | 6.6       | 7.1        | 6.8        |
| Standard Deviation      | 1.9        | 1.9          | 1.8             | 2.1             | 1.8        | 1.7       | 1.9        | 1.9        |
| Standard Error          | 0.1        | 0.1          | 0.1             | 0.2             | 0.1        | 0.2       | 0.2        | 0.1        |
| Median                  | 6.6        | 6.4          | 7.0             | 7.1             | 6.6        | 6.2       | 6.7        | 6.6        |



# Detailed Tables

**KN3. 3. (Retail/service workers (store clerks, waiters, etc.)) Thinking about how people typically dress in various industries, please rate the following list of occupations from 1-10 where 10 means best dressed and 1 means worst dressed.**

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

|  | Total      | GENDER    |           | AGE       |                |                | REGION    |               |
|--|------------|-----------|-----------|-----------|----------------|----------------|-----------|---------------|
|  |            | Male      | Female    | 18-34     | 35-54          | 55+            | GTA       | Non-GTA       |
|  |            | A         | B         | C         | D              | E              | F         | G             |
| Base: Employed<br>Weighted                           | 506        | 243       | 263       | 121       | 267            | 118            | 152       | 354           |
|  | 556        | 294       | 262       | 161       | 335            | 60             | 260       | 296           |
| Retail/service workers (store clerks, waiters, etc.) |            |           |           |           |                |                |           |               |
| 10 - Best Dressed                                    | 18<br>3%   | 7<br>2%   | 11<br>4%  | 6<br>4%   | 11<br>3%       | 1<br>2%        | 2<br>1%   | 16<br>6%<br>F |
| 9  | 24<br>4%   | 15<br>5%  | 10<br>4%  | 12<br>7%  | 10<br>3%       | 3<br>4%        | 9<br>4%   | 15<br>5%      |
| 8  | 81<br>14%  | 33<br>11% | 47<br>18% | 26<br>16% | 47<br>14%      | 7<br>12%       | 44<br>17% | 37<br>12%     |
| 7  | 105<br>19% | 64<br>22% | 41<br>16% | 19<br>12% | 74<br>22%<br>C | 12<br>20%      | 47<br>18% | 59<br>20%     |
| 6  | 96<br>17%  | 54<br>18% | 42<br>16% | 34<br>21% | 53<br>16%      | 9<br>15%       | 50<br>19% | 46<br>16%     |
| 5  | 120<br>22% | 62<br>21% | 58<br>22% | 24<br>15% | 81<br>24%<br>C | 15<br>25%<br>C | 57<br>22% | 63<br>21%     |
| 4  | 55<br>10%  | 36<br>12% | 18<br>7%  | 20<br>12% | 28<br>8%       | 7<br>11%       | 23<br>9%  | 32<br>11%     |
| 3  | 30<br>5%   | 14<br>5%  | 16<br>6%  | 12<br>7%  | 15<br>4%       | 3<br>6%        | 14<br>5%  | 16<br>5%      |

# Detailed Tables

**KN3. 3. (Retail/service workers (store clerks, waiters, etc.)) Thinking about how people typically dress in various industries, please rate the following list of occupations from 1-10 where 10 means best dressed and 1 means worst dressed.**

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

|                         | Total      | GENDER    |           | AGE       |           |           | REGION    |           |
|-------------------------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
|                         |            | Male      | Female    | 18-34     | 35-54     | 55+       | GTA       | Non-GTA   |
|                         |            | A         | B         | C         | D         | E         | F         | G         |
| 2                       | 13<br>2%   | 2<br>1%   | 11<br>4%  | 3<br>2%   | 9<br>3%   | 1<br>2%   | 7<br>3%   | 6<br>2%   |
| 1 - Worst Dressed       | 14<br>3%   | 6<br>2%   | 8<br>3%   | 6<br>4%   | 7<br>2%   | 1<br>1%   | 8<br>3%   | 6<br>2%   |
| Summary                 |            |           |           |           |           |           |           |           |
| Top3Box (Best Dressed)  | 123<br>22% | 55<br>19% | 68<br>26% | 44<br>27% | 68<br>20% | 11<br>19% | 55<br>21% | 68<br>23% |
| Low3Box (Worse Dressed) | 57<br>10%  | 22<br>8%  | 35<br>13% | 21<br>13% | 31<br>9%  | 5<br>9%   | 29<br>11% | 28<br>10% |
| Mean                    | 5.9        | 6.0       | 5.9       | 5.9       | 6.0       | 5.9       | 5.8       | 6.0       |
| Standard Deviation      | 1.9        | 1.8       | 2.1       | 2.1       | 1.9       | 1.8       | 1.9       | 2.0       |
| Standard Error          | 0.1        | 0.1       | 0.1       | 0.2       | 0.1       | 0.2       | 0.2       | 0.1       |
| Median                  | 5.5        | 5.5       | 5.5       | 5.5       | 5.5       | 5.3       | 5.4       | 5.5       |

# Detailed Tables

**KN3\_4. (Educational services workers (teachers, principals, professors, administration, etc.)) Thinking about how people typically dress in various industries, please rate the following list of occupations from 1-10 where 10 means best dressed and 1 means worst dressed.**

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

|   | Total      | GENDER    |           | AGE       |           |           | REGION    |           |
|---|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
|   |            | Male      | Female    | 18-34     | 35-54     | 55+       | GTA       | Non-GTA   |
|   |            | A         | B         | C         | D         | E         | F         | G         |
| Base: Employed Weighted   | 506        | 243       | 263       | 121       | 267       | 118       | 152       | 354       |
|   | 556        | 294       | 262       | 161       | 335       | 60        | 260       | 296       |
| Educational services workers (teachers, principals, professors, administration, etc.) |            |           |           |           |           |           |           |           |
| 10 - Best Dressed   | 30<br>5%   | 22<br>8%  | 8<br>3%   | 10<br>6%  | 19<br>6%  | 1<br>1%   | 10<br>4%  | 20<br>7%  |
| 9   | 29<br>5%   | 17<br>6%  | 13<br>5%  | 8<br>5%   | 19<br>6%  | 2<br>4%   | 11<br>4%  | 18<br>6%  |
| 8   | 69<br>12%  | 32<br>11% | 36<br>14% | 13<br>8%  | 46<br>14% | 9<br>15%  | 29<br>11% | 40<br>13% |
| 7   | 97<br>17%  | 47<br>16% | 49<br>19% | 32<br>20% | 53<br>16% | 12<br>19% | 38<br>15% | 58<br>20% |
| 6   | 96<br>17%  | 47<br>16% | 49<br>19% | 31<br>19% | 57<br>17% | 9<br>14%  | 47<br>18% | 49<br>17% |
| 5   | 135<br>24% | 78<br>26% | 58<br>22% | 42<br>26% | 81<br>24% | 13<br>22% | 65<br>25% | 70<br>24% |
| 4   | 48<br>9%   | 23<br>8%  | 25<br>10% | 11<br>7%  | 31<br>9%  | 6<br>10%  | 32<br>12% | 16<br>5%  |
| 3   | 34<br>6%   | 19<br>6%  | 15<br>6%  | 11<br>7%  | 18<br>5%  | 6<br>10%  | 19<br>7%  | 15<br>5%  |

# Detailed Tables

**KN3\_4. (Educational services workers (teachers, principals, professors, administration, etc.)) Thinking about how people typically dress in various industries, please rate the following list of occupations from 1-10 where 10 means best dressed and 1 means worst dressed.**

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

|                         | Total      | GENDER    |           | AGE       |           |           | REGION    |           |
|-------------------------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
|                         |            | Male      | Female    | 18-34     | 35-54     | 55+       | GTA       | Non-GTA   |
|                         |            | A         | B         | C         | D         | E         | F         | G         |
| 2                       | 8<br>1%    | 1<br>0    | 6<br>2%   | 0<br>-    | 6<br>2%   | 2<br>3%   | 4<br>2%   | 3<br>1%   |
| 1 - Worst Dressed       | 10<br>2%   | 7<br>3%   | 3<br>1%   | 4<br>3%   | 5<br>1%   | 1<br>2%   | 4<br>2%   | 6<br>2%   |
| Summary                 |            |           |           |           |           |           |           |           |
| Top3Box (Best Dressed)  | 128<br>23% | 71<br>24% | 57<br>22% | 31<br>19% | 85<br>25% | 12<br>20% | 50<br>19% | 78<br>26% |
| Low3Box (Worse Dressed) | 52<br>9%   | 28<br>9%  | 24<br>9%  | 15<br>9%  | 29<br>9%  | 9<br>14%  | 28<br>11% | 24<br>8%  |
| Mean                    | 6.0        | 6.1       | 6.0       | 6.0       | 6.1       | 5.8       | 5.8       | 6.3<br>F  |
| Standard Deviation      | 2.0        | 2.0       | 1.9       | 1.9       | 2.0       | 1.9       | 1.9       | 2.0       |
| Standard Error          | 0.1        | 0.1       | 0.1       | 0.2       | 0.1       | 0.2       | 0.2       | 0.1       |
| Median                  | 5.4        | 5.4       | 5.5       | 5.4       | 5.5       | 5.3       | 5.1       | 5.8       |

# Detailed Tables

**KN3\_5. (Financial and insurance workers (brokers, accountants, bankers etc.)) Thinking about how people typically dress in various industries, please rate the following list of occupations from 1-10 where 10 means best dressed and 1 means worst dressed.**

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

|  | Total      | GENDER    |           | AGE            |                |                | REGION    |           |
|--|------------|-----------|-----------|----------------|----------------|----------------|-----------|-----------|
|  |            | Male      | Female    | 18-34          | 35-54          | 55+            | GTA       | Non-GTA   |
|  |            | A         | B         | C              | D              | E              | F         | G         |
| Base: Employed   | 506        | 243       | 263       | 121            | 267            | 118            | 152       | 354       |
| Weighted   | 556        | 294       | 262       | 161            | 335            | 60             | 260       | 296       |
| Financial and insurance workers (brokers, accountants, bankers etc.) |            |           |           |                |                |                |           |           |
| 10 - Best Dressed  | 97<br>17%  | 53<br>18% | 44<br>17% | 28<br>17%<br>E | 65<br>19%<br>E | 4<br>7%        | 50<br>19% | 47<br>16% |
| 9  | 116<br>21% | 64<br>22% | 52<br>20% | 31<br>19%      | 71<br>21%      | 14<br>23%      | 61<br>23% | 55<br>19% |
| 8  | 113<br>20% | 55<br>19% | 58<br>22% | 41<br>25%      | 56<br>17%      | 16<br>27%<br>D | 48<br>18% | 65<br>22% |
| 7  | 91<br>16%  | 51<br>17% | 40<br>15% | 27<br>16%      | 55<br>16%      | 9<br>16%       | 38<br>15% | 53<br>18% |
| 6  | 40<br>7%   | 21<br>7%  | 19<br>7%  | 9<br>6%        | 25<br>7%       | 6<br>10%       | 21<br>8%  | 19<br>7%  |
| 5  | 71<br>13%  | 35<br>12% | 37<br>14% | 17<br>10%      | 48<br>14%      | 7<br>11%       | 29<br>11% | 43<br>14% |
| 4  | 11<br>2%   | 5<br>2%   | 6<br>2%   | 2<br>1%        | 7<br>2%        | 2<br>3%        | 5<br>2%   | 7<br>2%   |
| 3  | 2<br>0     | 1<br>0    | 1<br>0    | 0<br>-         | 2<br>1%        | 0<br>-         | 0<br>-    | 2<br>1%   |

# Detailed Tables

**KN3\_5. (Financial and insurance workers (brokers, accountants, bankers etc.)) Thinking about how people typically dress in various industries, please rate the following list of occupations from 1-10 where 10 means best dressed and 1 means worst dressed.**

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

|                         | Total      | GENDER     |            | AGE       |            |              | REGION     |            |
|-------------------------|------------|------------|------------|-----------|------------|--------------|------------|------------|
|                         |            | Male       | Female     | 18-34     | 35-54      | 55+          | GTA        | Non-GTA    |
|                         |            | A          | B          | C         | D          | E            | F          | G          |
| 2                       | 6<br>1%    | 5<br>2%    | 1<br>0     | 3<br>2%   | 1<br>0     | 2<br>3%<br>D | 3<br>1%    | 3<br>1%    |
| 1 - Worst Dressed       | 9<br>2%    | 5<br>2%    | 3<br>1%    | 4<br>3%   | 5<br>1%    | 0<br>-       | 6<br>2%    | 3<br>1%    |
| Summary                 |            |            |            |           |            |              |            |            |
| Top3Box (Best Dressed)  | 326<br>59% | 172<br>58% | 154<br>59% | 99<br>62% | 192<br>57% | 34<br>57%    | 159<br>61% | 167<br>56% |
| Low3Box (Worse Dressed) | 17<br>3%   | 11<br>4%   | 6<br>2%    | 7<br>5%   | 7<br>2%    | 2<br>3%      | 9<br>3%    | 8<br>3%    |
| Mean                    | 7.6        | 7.6        | 7.6        | 7.6       | 7.6        | 7.4          | 7.7        | 7.5        |
| Standard Deviation      | 2.0        | 2.0        | 1.9        | 2.1       | 2.0        | 1.8          | 2.0        | 1.9        |
| Standard Error          | 0.1        | 0.1        | 0.1        | 0.2       | 0.1        | 0.2          | 0.2        | 0.1        |
| Median                  | 7.4        | 7.4        | 7.4        | 7.5       | 7.4        | 7.3          | 7.6        | 7.3        |

# Detailed Tables

**KN3 6. (Government services workers (civil servants, etc.)) Thinking about how people typically dress in various industries, please rate the following list of occupations from 1-10 where 10 means best dressed and 1 means worst dressed.**

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

|  |            | GENDER    |           | AGE       |           |                | REGION    |           |
|--|------------|-----------|-----------|-----------|-----------|----------------|-----------|-----------|
|  | Total      | Male      | Female    | 18-34     | 35-54     | 55+            | GTA       | Non-GTA   |
| Base: Employed<br>Weighted                         |            | A         | B         | C         | D         | E              | F         | G         |
|  | 506        | 243       | 263       | 121       | 267       | 118            | 152       | 354       |
|  | 556        | 294       | 262       | 161       | 335       | 60             | 260       | 296       |
| Government services workers (civil servants, etc.) |            |           |           |           |           |                |           |           |
| 10 - Best Dressed                                  | 28<br>5%   | 18<br>6%  | 10<br>4%  | 10<br>6%  | 17<br>5%  | 0<br>1%        | 10<br>4%  | 19<br>6%  |
| 9  | 28<br>5%   | 16<br>5%  | 11<br>4%  | 6<br>3%   | 20<br>6%  | 2<br>4%        | 10<br>4%  | 18<br>6%  |
| 8  | 73<br>13%  | 35<br>12% | 38<br>15% | 27<br>16% | 42<br>13% | 5<br>8%        | 25<br>10% | 48<br>16% |
| 7  | 82<br>15%  | 42<br>14% | 40<br>15% | 23<br>14% | 49<br>15% | 10<br>16%      | 36<br>14% | 46<br>16% |
| 6  | 94<br>17%  | 52<br>18% | 42<br>16% | 35<br>22% | 46<br>14% | 13<br>22%<br>D | 45<br>17% | 49<br>16% |
| 5  | 141<br>25% | 78<br>26% | 63<br>24% | 34<br>21% | 94<br>28% | 13<br>22%      | 73<br>28% | 68<br>23% |
| 4  | 49<br>9%   | 25<br>8%  | 24<br>9%  | 11<br>7%  | 29<br>9%  | 9<br>16%<br>CD | 23<br>9%  | 26<br>9%  |
| 3  | 20<br>4%   | 12<br>4%  | 8<br>3%   | 6<br>4%   | 11<br>3%  | 2<br>4%        | 10<br>4%  | 10<br>3%  |

# Detailed Tables

**KN3 6. (Government services workers (civil servants, etc.)) Thinking about how people typically dress in various industries, please rate the following list of occupations from 1-10 where 10 means best dressed and 1 means worst dressed.**

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

|                         | Total      | GENDER    |           | AGE       |           |          | REGION    |           |
|-------------------------|------------|-----------|-----------|-----------|-----------|----------|-----------|-----------|
|                         |            | Male      | Female    | 18-34     | 35-54     | 55+      | GTA       | Non-GTA   |
|                         |            | A         | B         | C         | D         | E        | F         | G         |
| 2                       | 24<br>4%   | 4<br>1%   | 20<br>8%  | 7<br>4%   | 15<br>4%  | 2<br>4%  | 15<br>6%  | 9<br>3%   |
| 1 - Worst Dressed       | 18<br>3%   | 12<br>4%  | 5<br>2%   | 3<br>2%   | 11<br>3%  | 3<br>5%  | 13<br>5%  | 5<br>2%   |
| Summary                 |            |           |           |           |           |          |           |           |
| Top3Box (Best Dressed)  | 129<br>23% | 70<br>24% | 59<br>23% | 43<br>26% | 79<br>24% | 7<br>12% | 45<br>17% | 84<br>28% |
| Low3Box (Worse Dressed) | 62<br>11%  | 29<br>10% | 33<br>13% | 16<br>10% | 38<br>11% | 8<br>13% | 38<br>14% | 24<br>8%  |
| Mean                    | 5.9        | 6.0       | 5.8       | 6.1<br>E  | 5.9<br>E  | 5.4      | 5.5       | 6.2<br>F  |
| Standard Deviation      | 2.1        | 2.1       | 2.1       | 2.0       | 2.1       | 1.9      | 2.1       | 2.0       |
| Standard Error          | 0.1        | 0.1       | 0.1       | 0.2       | 0.1       | 0.2      | 0.2       | 0.1       |
| Median                  | 5.3        | 5.3       | 5.3       | 5.6       | 5.2       | 5.0      | 4.9       | 5.6       |



# Detailed Tables

**KN4. To what extent do you agree/disagree that personal image and style is tied to your career growth and success?**

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

|                    | Total      | GENDER     |            | AGE        |            |           | REGION     |            |
|--------------------|------------|------------|------------|------------|------------|-----------|------------|------------|
|                    |            | Male       | Female     | 18-34      | 35-54      | 55+       | GTA        | Non-GTA    |
|                    |            | A          | B          | C          | D          | E         | F          | G          |
| Base: Employed     | 506        | 243        | 263        | 121        | 267        | 118       | 152        | 354        |
| Weighted           | 556        | 294        | 262        | 161        | 335        | 60        | 260        | 296        |
| Strongly agree     | 173<br>31% | 76<br>26%  | 97<br>37%  | 53<br>33%  | 95<br>28%  | 24<br>41% | 84<br>32%  | 89<br>30%  |
| Somewhat agree     | 321<br>58% | 173<br>59% | 148<br>56% | 94<br>58%  | 196<br>58% | 31<br>52% | 153<br>59% | 168<br>57% |
| Somewhat disagree  | 36<br>7%   | 26<br>9%   | 11<br>4%   | 11<br>7%   | 22<br>6%   | 4<br>7%   | 10<br>4%   | 26<br>9%   |
| Strongly disagree  | 26<br>5%   | 20<br>7%   | 6<br>2%    | 3<br>2%    | 22<br>7%   | 0<br>1%   | 12<br>5%   | 14<br>5%   |
|                    |            | B          |            |            | E          |           |            |            |
| Summary            |            |            |            |            |            |           |            |            |
| Top2Box (Agree)    | 494<br>89% | 249<br>84% | 245<br>94% | 148<br>92% | 291<br>87% | 55<br>92% | 237<br>91% | 257<br>87% |
| Low2Box (Disagree) | 62<br>11%  | 46<br>16%  | 17<br>6%   | 14<br>8%   | 44<br>13%  | 5<br>8%   | 23<br>9%   | 39<br>13%  |
|                    |            | B          |            |            |            |           |            |            |