

Detailed tables

LO1_1. (Simplicity) Below is a list of three principles and definitions. Using a scale from 1-10 where 10 means very important and 1 means not at all important, please indicate how important each one is to you personally in your everyday life.

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

Overlap formulae used.

		GENDER		AGE					EDUCATION				IMPORTANT IN EVERYDAY DECISIONS		
	Total	Male	Female	18-24	25-34	35-44+	45-54	55+	<HS	HS	Post Sec	Univ Grad	Simplicity	Convenience	Value
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents	2270	1003	1267	204	396	412	520	738	224	658	1095	293	483	552	1235
Weighted	2000	980	1020	204	384	356	440	616	198	578	966	258	418	488	1094
Simplicity															
Very important - 10	619 31%	226 23%	393 39% A	33 16%	100 26% C	115 32% C	152 34% CD	219 36% CD	72 37% JK	194 33%	281 29%	73 28%	163 39% N	165 34% N	291 27%
9	272 14%	130 13%	142 14%	30 15%	57 15%	51 14%	49 11%	86 14%	27 14%	72 12%	141 15%	32 12%	81 19% MN	62 13%	130 12%
8	412 21%	219 22% B	192 19%	47 23%	80 21%	76 21%	95 22%	113 18%	32 16%	116 20%	208 22%	56 22%	92 22%	90 18%	230 21%
7	266 13%	136 14%	130 13%	38 18% FG	64 17% FG	46 13%	47 11%	72 12%	22 11%	71 12%	132 14%	41 16%	35 8%	60 12% L	172 16% L
6	164 8%	101 10% B	64 6%	15 7%	39 10%	28 8%	34 8%	48 8%	14 7%	56 10%	68 7%	26 10%	20 5%	46 9% L	98 9% L
5	166 8%	105 11% B	61 6%	24 12% EG	33 9%	25 7%	39 9%	45 7%	26 13% IK	44 8% K	86 9% K	10 4%	18 4%	40 8% L	109 10% L
4	38 2%	21 2%	17 2%	8 4% DG	2 0	8 2% D	10 2% D	9 2%	2 1%	10 2%	21 2%	6 2%	5 1%	7 1%	27 2%
3	40 2%	26 3% B	13 1%	6 3%	7 2%	3 1%	10 2%	13 2%	3 2%	12 2%	17 2%	7 3%	4 1%	12 2%	24 2%
2	12 1%	7 1%	5 0	1 0	2 1%	3 1%	2 0	5 1%	0 -	2 0	6 1%	5 2% I	1 0	4 1%	7 1%
Not at all important - 1	11 1%	7 1%	3 0	1 1%	1 0	2 0	2 0	5 1%	0 -	2 0	6 1%	3 1%	1 0	2 0	8 1%

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

Overlap formulae used.

		GENDER		AGE					EDUCATION				IMPORTANT IN EVERYDAY DECISIONS		
	Total	Male	Female	18-24	25-34	35-44+	45-54	55+	<HS	HS	Post Sec	Univ Grad	Simplicity	Convenience	Value
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Summary															
Top3Box - Important	1303 65%	575 59%	728 71% A	110 54%	237 62%	242 68% C	295 67% C	419 68% CD	131 66%	381 66%	630 65%	161 62%	335 80% MN	318 65% N	650 59%
Low3Box - Not Important	62 3%	41 4% B	21 2%	8 4%	9 2%	8 2%	14 3%	22 4%	3 2%	16 3%	29 3%	14 6% HIJ	5 1%	18 4% L	39 4% L
Mean	8.0	7.6	8.3 A	7.4	7.9 C	8.1 C	8.0 C	8.1 C	8.1	8.0	7.9	7.8	8.6 MN	8.0 N	7.7
Standard Deviation	2.0	2.0	1.8	2.0	1.8	1.9	2.0	2.0	1.9	1.9	2.0	2.1	1.6	2.0	2.0
Standard Error	0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Median	7.7	7.4	8.2	7.2	7.6	7.8	7.8	8.0	8.0	7.8	7.7	7.6	8.4	7.8	7.4

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

Overlap formulae used.

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION		TIME IS MONEY	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids	Agree	Disagree
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents Weighted	2270	338	214	165	797	559	197	560	701	1006	680	1590	1679	591
	2000	278	193	129	764	475	161	510	613	875	616	1384	1489	511
Simplicity														
Very important - 10	619 31%	76 27%	58 30%	34 27%	234 31%	171 36% ACD	47 29%	159 31%	189 31%	271 31%	175 28%	444 32%	478 32%	141 28%
9	272 14%	35 13%	22 11%	17 13%	112 15%	61 13%	26 16%	68 13%	90 15%	115 13%	85 14%	187 13%	201 14%	71 14%
8	412 21%	59 21%	41 21%	27 21%	147 19%	106 22%	32 20%	101 20%	121 20%	190 22%	146 24% K	266 19%	301 20%	111 22%
7	266 13%	36 13%	17 9%	18 14%	111 14% B	61 13%	23 14%	61 12%	96 16%	109 12%	86 14%	180 13%	200 13%	67 13%
6	164 8%	29 11% E	25 13% DE	11 9%	57 7%	31 6%	11 7%	46 9%	52 8%	66 8%	39 6%	126 9% J	115 8%	49 10%
5	166 8%	31 11% E	16 8%	13 10%	65 8%	30 6%	11 7%	49 10%	50 8%	67 8%	60 10%	106 8%	132 9%	34 7%
4	38 2%	5 2%	4 2%	3 2%	17 2%	6 1%	3 2%	10 2%	7 1%	22 2% H	10 2%	28 2%	25 2%	13 3%
3	40 2%	7 2%	7 4% E	4 3% E	13 2%	4 1%	5 3% E	11 2% H	4 1%	24 3% H	11 2%	28 2%	24 2%	15 3%
2	12 1%	0 -	3 1% A	1 1%	5 1%	3 1%	1 0	4 1%	2 0	6 1%	1 0	11 1%	5 0	7 1% L
Not at all important - 1	11 1%	1 0	0 -	1 1%	5 1%	2 1%	2 1%	2 0	2 0	6 1%	3 1%	7 1%	7 0	3 1%

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LO1_1. (Simplicity) Below is a list of three principles and definitions. Using a scale from 1-10 where 10 means very important and 1 means not at all important, please indicate how important each one is to you personally in your everyday life.

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION		TIME IS MONEY	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids	Agree	Disagree
		A	B	C	D	E	F	G	H	I	J	K	L	M
Summary														
Top3Box - Important	1303 65%	170 61%	121 62%	78 60%	493 65%	338 71% ABCD	104 65%	328 64%	400 65%	575 66%	406 66%	897 65%	980 66%	323 63%
Low3Box - Not Important	62 3%	8 3%	10 5% E	5 4%	22 3%	10 2%	7 5%	16 3% H	8 1%	36 4% H	15 3%	47 3%	37 2%	25 5% L
Mean	8.0	7.8	7.8	7.7	8.0	8.2 ABCDF	7.9	7.9	8.1	7.9	7.9	8.0	8.0 M	7.8
Standard Deviation	2.0	1.9	2.1	2.0	2.0	1.8	2.0	2.0	1.8	2.0	1.9	2.0	1.9	2.1
Standard Error	0	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0	0.1
Median	7.7	7.5	7.6	7.5	7.8	7.9	7.7	7.7	7.8	7.7	7.7	7.8	7.8	7.6

Detailed tables

LO1_2. (Convenience) Below is a list of three principles and definitions. Using a scale from 1-10 where 10 means very important and 1 means not at all important, please indicate how important each one is to you personally in your everyday life.

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

Overlap formulae used.

		GENDER		AGE					EDUCATION				IMPORTANT IN EVERYDAY DECISIONS		
	Total	Male	Female	18-24	25-34	35-44+	45-54	55+	<HS	HS	Post Sec	Univ Grad	Simplicity	Convenience	Value
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents	2270	1003	1267	204	396	412	520	738	224	658	1095	293	483	552	1235
Weighted	2000	980	1020	204	384	356	440	616	198	578	966	258	418	488	1094
Convenience															
Very important - 10	569 28%	209 21%	360 35% A	38 19%	105 27% C	108 30% C	122 28% C	195 32% C	69 35% JK	173 30%	260 27%	66 25%	112 27%	189 39% LN	268 25%
9	302 15%	155 16%	147 14%	37 18%	54 14%	49 14%	60 14%	101 16%	32 16% K	77 13%	168 17% IK	25 10%	75 18% N	84 17% N	143 13%
8	428 21%	227 23% B	201 20%	40 20%	101 26% FG	77 22%	86 20%	124 20%	34 17%	127 22%	200 21%	66 26% H	87 21%	102 21%	238 22%
7	282 14%	151 15%	131 13%	28 14%	50 13%	52 15%	69 16%	82 13%	23 12%	76 13%	148 15%	35 14%	63 15%	60 12%	159 15%
6	166 8%	91 9%	75 7%	20 10%	36 9%	28 8%	40 9%	43 7%	15 7%	48 8%	75 8%	28 11%	36 9% M	24 5%	106 10% M
5	157 8%	91 9% B	66 6%	27 13% DEG	23 6%	26 7%	37 8%	44 7%	15 8%	54 9%	68 7%	20 8%	25 6%	21 4%	111 10% LM
4	50 2%	24 2%	26 3%	9 5% G	8 2%	8 2%	14 3%	10 2%	5 2%	11 2%	23 2%	10 4%	10 3% M	3 1%	36 3% M
3	24 1%	15 2%	9 1%	3 1%	4 1%	3 1%	6 1%	9 1%	3 1%	4 1%	12 1%	5 2%	5 1%	3 1%	17 2%
2	14 1%	12 1% B	3 0	1 0	2 1%	2 1%	4 1%	5 1%	1 0	4 1%	9 1%	1 0	4 1%	1 0	9 1%
Not at all important - 1	9 0	6 1%	3 0	1 0	1 0	3 1%	2 0	3 0	0 -	4 1%	3 0	2 1%	0 -	2 0	7 1%

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LO1_2. (Convenience) Below is a list of three principles and definitions. Using a scale from 1-10 where 10 means very important and 1 means not at all important, please indicate how important each one is to you personally in your everyday life.

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Overlap formulae used.

		GENDER		AGE					EDUCATION				IMPORTANT IN EVERYDAY DECISIONS		
	Total	Male	Female	18-24	25-34	35-44+	45-54	55+	<HS	HS	Post Sec	Univ Grad	Simplicity	Convenience	Value
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Summary															
Top3Box - Important	1298 65%	591 60%	708 69%	115 56%	261 68%	234 66%	268 61%	420 68%	136 69%	377 65%	628 65%	157 61%	274 66%	375 77%	649 59%
Low3Box - Not Important	47 2%	33 3%	14 1%	4 2%	7 2%	8 2%	12 3%	16 3%	4 2%	12 2%	24 3%	8 3%	9 2%	6 1%	32 3%
Mean	7.9	7.7	8.2	7.5	8.0	8.0	7.8	8.1	8.2	8.0	8.0	7.7	8.0	8.5	7.7
Standard Deviation	1.9	1.9	1.8	2.0	1.8	1.9	2.0	1.9	1.9	1.9	1.9	2.0	1.8	1.6	2.0
Standard Error	0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Median	7.7	7.4	8.0	7.3	7.7	7.7	7.6	7.9	8.1	7.7	7.7	7.4	7.7	8.3	7.4

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

Overlap formulae used.

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION		TIME IS MONEY	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids	Agree	Disagree
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents	2270	338	214	165	797	559	197	560	701	1006	680	1590	1679	591
Weighted	2000	278	193	129	764	475	161	510	613	875	616	1384	1489	511
Convenience														
Very important - 10	569 28%	75 27%	53 28%	34 27%	244 32% E	113 24%	49 30%	151 30%	172 28%	245 28%	163 27%	405 29%	439 29%	129 25%
9	302 15%	29 10%	21 11%	22 17% A	139 18% AB	68 14%	24 15%	77 15%	96 16%	129 15%	94 15%	208 15%	237 16%	65 13%
8	428 21%	65 23%	47 24% D	29 22%	139 18% D	116 24%	32 20%	98 19%	142 23%	188 21%	123 20%	304 22%	317 21%	110 22%
7	282 14%	35 13%	35 18%	20 16%	102 13%	64 13%	27 17%	66 13%	86 14%	130 15%	100 16%	182 13%	200 13%	82 16%
6	166 8%	35 13% BD	12 6%	10 8%	55 7%	42 9%	12 7%	42 8%	44 7%	79 9%	58 9%	108 8%	116 8%	50 10%
5	157 8%	24 9%	13 7%	10 8%	51 7%	46 10% D	12 8%	47 9%	46 7%	65 7%	52 8%	105 8%	115 8%	43 8%
4	50 2%	8 3%	5 2%	1 1%	20 3%	12 2%	4 2%	15 3%	17 3%	18 2%	14 2%	36 3%	34 2%	15 3%
3	24 1%	6 2%	3 1%	2 1%	6 1%	8 2%	1 0	7 1%	6 1%	10 1%	6 1%	19 1%	15 1%	9 2%
2	14 1%	1 0	5 2% ADEF	0 -	6 1%	3 1%	0 -	3 1%	4 1%	7 1%	5 1%	9 1%	9 1%	6 1%
Not at all important - 1	9 0	0 -	0 -	1 1%	3 0	4 1%	1 1%	4 1%	1 0	3 0	1 0	7 1%	7 0	2 0
Summary														
Top3Box - Important	1298 65%	169 61%	121 63%	85 66%	522 68% AE	298 63%	105 65%	326 64%	410 67%	562 64%	381 62%	918 66% J	994 67% M	305 60%
Low3Box - Not Important	47 2%	7 2%	8 4%	2 2%	15 2%	14 3%	2 1%	13 3%	11 2%	21 2%	12 2%	35 3%	31 2%	16 3%

Detailed tables

LO1_2. (Convenience) Below is a list of three principles and definitions. Using a scale from 1-10 where 10 means very important and 1 means not at all important, please indicate how important each one is to you personally in your everyday life.

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

Overlap formulae used.

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION		TIME IS MONEY	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids	Agree	Disagree
		A	B	C	D	E	F	G	H	I	J	K	L	M
Mean	7.9	7.8	7.8	8.0	8.1	7.7	8.1	7.9	8.0	7.9	7.9	8.0	8.0	7.7
					ABE								M	
Standard Deviation	1.9	1.9	2.0	1.8	1.9	1.9	1.8	2.0	1.8	1.9	1.9	1.9	1.9	2.0
Standard Error	0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0	0	0.1
Median	7.7	7.5	7.5	7.7	8.0	7.5	7.8	7.7	7.7	7.7	7.6	7.7	7.8	7.4

Detailed tables

LO1_3. (Value) Below is a list of three principles and definitions. Using a scale from 1-10 where 10 means very important and 1 means not at all important, please indicate how important each one is to you personally in your everyday life.

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

Overlap formulae used.

		GENDER		AGE					EDUCATION				IMPORTANT IN EVERYDAY DECISIONS		
	Total	Male	Female	18-24	25-34	35-44+	45-54	55+	<HS	HS	Post Sec	Univ Grad	Simplicity	Convenience	Value
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents Weighted	2270	1003	1267	204	396	412	520	738	224	658	1095	293	483	552	1235
	2000	980	1020	204	384	356	440	616	198	578	966	258	418	488	1094
Value															
Very important - 10	789 39%	315 32%	474 46% A	63 31%	134 35%	136 38%	191 43% CD	265 43% CD	94 47% JK	245 42% J	356 37%	94 36%	137 33%	166 34%	486 44% LM
9	429 21%	225 23%	204 20%	51 25% F	78 20%	71 20%	80 18%	149 24% F	33 17%	112 19%	228 24% HI	56 22%	81 19%	96 20%	252 23%
8	397 20%	219 22% B	177 17%	42 21%	88 23% G	77 22%	84 19%	105 17%	30 15%	98 17%	208 22% HI	60 23% HI	90 21%	106 22%	201 18%
7	183 9%	98 10%	84 8%	18 9%	40 10%	27 8%	42 10%	55 9%	16 8%	51 9%	94 10%	22 8%	52 12% N	52 11% N	79 7%
6	94 5%	54 5%	40 4%	10 5%	25 6% FG	26 7% FG	15 3%	19 3%	11 6%	34 6% J	35 4%	14 5%	31 7% N	28 6% N	35 3%
5	75 4%	47 5% B	28 3%	16 8% DEG	13 3%	9 3%	22 5% G	16 3%	12 6% J	30 5% J	27 3%	7 3%	16 4%	27 6% N	32 3%
4	16 1%	11 1%	5 0	1 1%	5 1%	4 1%	2 0	4 1%	2 1%	2 0	8 1%	3 1%	8 2% N	5 1% N	3 0
3	9 0	5 1%	3 0	0 -	1 0	2 1%	4 1%	1 0	1 0	2 0	4 0	1 0	2 0	3 1%	4 0
2	3 0	2 0	1 0	0 -	0 -	2 0	0 -	1 0	0 -	1 0	1 0	1 0	1 0	2 0 N	0 -
Not at all important - 1	7 0	4 0	3 0	3 1%	1 0	1 0	1 0	2 0	0 -	3 0	4 0	1 0	1 0	3 1%	3 0
Summary															
Top3Box - Important	1614 81%	759 78%	855 84% A	157 77%	300 78%	284 80%	354 81%	520 84% CD	157 79%	456 79%	793 82%	209 81%	307 74%	368 75%	939 86% LM
Low3Box - Not Important	18 1%	11 1%	7 1%	3 1%	2 1%	5 1%	5 1%	3 1%	1 0	6 1%	9 1%	3 1%	3 1%	7 1%	8 1%

Detailed tables

LO1_3. (Value) Below is a list of three principles and definitions. Using a scale from 1-10 where 10 means very important and 1 means not at all important, please indicate how important each one is to you personally in your everyday life.

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

Overlap formulae used.

		GENDER		AGE					EDUCATION				IMPORTANT IN EVERYDAY DECISIONS		
	Total	Male	Female	18-24	25-34	35-44+	45-54	55+	<HS	HS	Post Sec	Univ Grad	Simplicity	Convenience	Value
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Mean	8.6	8.4	8.8	8.3	8.5	8.5	8.7	8.8	8.7	8.6	8.6	8.6	8.3	8.4	8.8
		A					C	CDE							LM
Standard Deviation	1.6	1.6	1.5	1.8	1.6	1.6	1.6	1.4	1.6	1.7	1.5	1.6	1.7	1.7	1.4
Standard Error	0	0.1	0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0	0.1	0.1	0.1	0
Median	8.5	8.2	8.8	8.2	8.3	8.4	8.6	8.7	8.8	8.6	8.4	8.4	8.1	8.2	8.8

Detailed tables

LO1_3. (Value) Below is a list of three principles and definitions. Using a scale from 1-10 where 10 means very important and 1 means not at all important, please indicate how important each one is to you personally in your everyday life.

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Overlap formulae used.

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION		TIME IS MONEY	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids	Agree	Disagree
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents Weighted	2270	338	214	165	797	559	197	560	701	1006	680	1590	1679	591
	2000	278	193	129	764	475	161	510	613	875	616	1384	1489	511
Value														
Very important - 10	789 39%	101 36%	82 42% E	51 40%	330 43% AE	159 33%	65 40%	206 40%	240 39%	343 39%	243 39%	546 39%	605 41%	184 36%
9	429 21%	62 22%	37 19%	31 24%	161 21%	103 22%	37 23%	103 20%	132 22%	194 22%	120 20%	309 22%	319 21%	110 22%
8	397 20%	54 19%	38 20%	26 20%	137 18%	112 24% D	30 19%	97 19%	112 18%	188 21%	132 21%	264 19%	294 20%	102 20%
7	183 9%	30 11%	16 8%	12 9%	61 8%	51 11%	14 9%	39 8%	61 10%	83 10%	55 9%	128 9%	127 9%	56 11%
6	94 5%	19 7% E	10 5%	6 4%	32 4%	18 4%	10 6%	24 5%	30 5%	40 5%	33 5%	60 4%	61 4%	33 6% L
5	75 4%	10 3%	8 4%	3 2%	28 4%	24 5% F	2 1%	29 6% I	26 4% I	20 2%	24 4%	51 4%	61 4%	14 3%
4	16 1%	2 1%	1 1%	0 -	7 1%	4 1%	1 1%	3 1%	9 1% I	3 0	4 1%	12 1%	7 0	8 2% L
3	9 0	0 -	1 0	0 -	5 1%	2 0	1 0	4 1%	1 0	3 0	2 0	6 0	8 1%	1 0
2	3 0	0 -	1 0	0 -	1 0	1 0	0 -	1 0	1 0	1 0	0 -	3 0	1 0	2 0
Not at all important - 1	7 0	1 0	0 -	1 1%	2 0	2 1%	1 1%	4 1% I	2 0	1 0	1 0	6 0	6 0	2 0

Detailed tables

LO1_3. (Value) Below is a list of three principles and definitions. Using a scale from 1-10 where 10 means very important and 1 means not at all important, please indicate how important each one is to you personally in your everyday life.

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

Overlap formulae used.

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION		TIME IS MONEY	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids	Agree	Disagree
		A	B	C	D	E	F	G	H	I	J	K	L	M
Summary														
Top3Box - Important	1614 81%	217 78%	156 81%	108 84%	628 82%	373 79%	132 82%	406 80%	484 79%	724 83%	496 81%	1119 81%	1218 82% M	396 78%
Low3Box - Not Important	18 1%	1 0	2 1%	1 1%	8 1%	5 1%	2 1%	8 2% I	4 1%	5 1%	4 1%	14 1%	14 1%	4 1%
Mean	8.6	8.6	8.7	8.7 E	8.7 E	8.5	8.7	8.5	8.6	8.7	8.6	8.6	8.7 M	8.5
Standard Deviation	1.6	1.5	1.6	1.4	1.6	1.6	1.5	1.7	1.6	1.4	1.5	1.6	1.6	1.6
Standard Error	0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0	0.1	0	0	0.1
Median	8.5	8.4	8.6	8.6	8.7	8.2	8.6	8.5	8.5	8.5	8.5	8.5	8.6	8.3

Detailed tables

LO1. (Top3box Summary) Below is a list of three principles and definitions. Using a scale from 1-10 where 10 means very important and 1 means not at all important, please indicate how important each one is to you personally in your everyday life.

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

		GENDER		AGE					EDUCATION				IMPORTANT IN EVERYDAY DECISIONS		
	Total	Male	Female	18-24	25-34	35-44+	45-54	55+	<HS	HS	Post Sec	Univ Grad	Simplicity	Convenience	Value
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents	2270	1003	1267	204	396	412	520	738	224	658	1095	293	483	552	1235
	2000	980	1020	204	384	356	440	616	198	578	966	258	418	488	1094
Simplicity	1303 65%	575 59%	728 71%	110 54%	237 62%	242 68%	295 67%	419 68%	131 66%	381 66%	630 65%	161 62%	335 80%	318 65%	650 59%
Convenience	1298 65%	591 60%	708 69%	115 56%	261 68%	234 66%	268 61%	420 68%	136 69%	377 65%	628 65%	157 61%	274 66%	375 77%	649 59%
Value	1614 81%	759 78%	855 84%	157 77%	300 78%	284 80%	354 81%	520 84%	157 79%	456 79%	793 82%	209 81%	307 74%	368 75%	939 86%
			A					CD							LM

LO1. (Top3box Summary) Below is a list of three principles and definitions. Using a scale from 1-10 where 10 means very important and 1 means not at all important, please indicate how important each one is to you personally in your everyday life.

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION		TIME IS MONEY	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids	Agree	Disagree
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents	2270	338	214	165	797	559	197	560	701	1006	680	1590	1679	591
	2000	278	193	129	764	475	161	510	613	875	616	1384	1489	511
Simplicity	1303 65%	170 61%	121 62%	78 60%	493 65%	338 71%	104 65%	328 64%	400 65%	575 66%	406 66%	897 65%	980 66%	323 63%
Convenience	1298 65%	169 61%	121 63%	85 66%	522 68%	298 63%	105 65%	326 64%	410 67%	562 64%	381 62%	918 66%	994 67%	305 60%
Value	1614 81%	217 78%	156 81%	108 84%	628 82%	373 79%	132 82%	406 80%	484 79%	724 83%	496 81%	1119 81%	1218 82%	396 78%
													M	

Detailed tables

LO1. (Low3box Summary) Below is a list of three principles and definitions. Using a scale from 1-10 where 10 means very important and 1 means not at all important, please indicate how important each one is to you personally in your everyday life.

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

		GENDER		AGE					EDUCATION				IMPORTANT IN EVERYDAY DECISIONS		
	Total	Male	Female	18-24	25-34	35-44+	45-54	55+	<HS	HS	Post Sec	Univ Grad	Simplicity	Convenience	Value
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents	2270	1003	1267	204	396	412	520	738	224	658	1095	293	483	552	1235
Weighted	2000	980	1020	204	384	356	440	616	198	578	966	258	418	488	1094
Simplicity	62 3%	41 4% B	21 2%	8 4%	9 2%	8 2%	14 3%	22 4%	3 2%	16 3%	29 3%	14 6% HIJ	5 1%	18 4% L	39 4% L
Convenience	47 2%	33 3% B	14 1%	4 2%	7 2%	8 2%	12 3%	16 3%	4 2%	12 2%	24 3%	8 3%	9 2%	6 1%	32 3% M
Value	18 1%	11 1%	7 1%	3 1%	2 1%	5 1%	5 1%	3 1%	1 0	6 1%	9 1%	3 1%	3 1%	7 1%	8 1%

LO1. (Low3box Summary) Below is a list of three principles and definitions. Using a scale from 1-10 where 10 means very important and 1 means not at all important, please indicate how important each one is to you personally in your everyday life.

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION		TIME IS MONEY	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids	Agree	Disagree
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents	2270	338	214	165	797	559	197	560	701	1006	680	1590	1679	591
Weighted	2000	278	193	129	764	475	161	510	613	875	616	1384	1489	511
Simplicity	62 3%	8 3%	10 5% E	5 4%	22 3%	10 2%	7 5%	16 3% H	8 1%	36 4% H	15 3%	47 3%	37 2%	25 5% L
Convenience	47 2%	7 2%	8 4%	2 2%	15 2%	14 3%	2 1%	13 3%	11 2%	21 2%	12 2%	35 3%	31 2%	16 3%
Value	18 1%	1 0	2 1%	1 1%	8 1%	5 1%	2 1%	8 2% I	4 1%	5 1%	4 1%	14 1%	14 1%	4 1%

Detailed tables

LO1. (Mean Summary) Below is a list of three principles and definitions. Using a scale from 1-10 where 10 means very important and 1 means not at all important, please indicate how important each one is to you personally in your everyday life.

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

		GENDER		AGE					EDUCATION				IMPORTANT IN EVERYDAY DECISIONS		
	Total	Male	Female	18-24	25-34	35-44+	45-54	55+	<HS	HS	Post Sec	Univ Grad	Simplicity	Convenience	Value
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents	2270	1003	1267	204	396	412	520	738	224	658	1095	293	483	552	1235
	2000	980	1020	204	384	356	440	616	198	578	966	258	418	488	1094
Simplicity	8.0	7.6	8.3	7.4	7.9	8.1	8.0	8.1	8.1	8.0	7.9	7.8	8.6	8.0	7.7
			A		C	C	C	C					MN	N	
Convenience	7.9	7.7	8.2	7.5	8.0	8.0	7.8	8.1	8.2	8.0	8.0	7.7	8.0	8.5	7.7
			A		C	C		CF	K		K		N	LN	
Value	8.6	8.4	8.8	8.3	8.5	8.5	8.7	8.8	8.7	8.6	8.6	8.6	8.3	8.4	8.8
			A				C	CDE							LM

LO1. (Mean Summary) Below is a list of three principles and definitions. Using a scale from 1-10 where 10 means very important and 1 means not at all important, please indicate how important each one is to you personally in your everyday life.

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION		TIME IS MONEY	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids	Agree	Disagree
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents	2270	338	214	165	797	559	197	560	701	1006	680	1590	1679	591
	2000	278	193	129	764	475	161	510	613	875	616	1384	1489	511
Simplicity	8.0	7.8	7.8	7.7	8.0	8.2	7.9	7.9	8.1	7.9	7.9	8.0	8.0	7.8
						ABCD							M	
Convenience	7.9	7.8	7.8	8.0	8.1	7.7	8.1	7.9	8.0	7.9	7.9	8.0	8.0	7.7
					ABE								M	
Value	8.6	8.6	8.7	8.7	8.7	8.5	8.7	8.5	8.6	8.7	8.6	8.6	8.7	8.5
				E	E								M	

Detailed tables

LO2. And thinking about the decisions you need to make in your everyday life, which of the following is most important? That is, which one has the most worth to you in making everyday decisions?

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

		GENDER		AGE					EDUCATION				IMPORTANT IN EVERYDAY DECISIONS		
	Total	Male	Female	18-24	25-34	35-44+	45-54	55+	<HS	HS	Post Sec	Univ Grad	Simplicity	Convenience	Value
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents Weighted	2270	1003	1267	204	396	412	520	738	224	658	1095	293	483	552	1235
	2000	980	1020	204	384	356	440	616	198	578	966	258	418	488	1094
Simplicity	418 21%	196 20%	222 22%	28 14%	80 21%	77 22%	100 23%	132 21%	52 26%	130 22%	186 19%	50 20%	418 100% MN	0 -	0 -
Convenience	488 24%	220 22%	268 26%	61 30%	93 24%	92 26%	100 23%	144 23%	48 24%	140 24%	247 26%	53 21%	0 -	488 100% LN	0 -
Value	1094 55%	564 58% B	531 52%	115 57%	212 55%	187 53%	240 55%	340 55%	98 50%	308 53%	533 55%	154 60% H	0 -	0 -	1094 100% LM

LO2. And thinking about the decisions you need to make in your everyday life, which of the following is most important? That is, which one has the most worth to you in making everyday decisions?

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION		TIME IS MONEY	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids	Agree	Disagree
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents Weighted	2270	338	214	165	797	559	197	560	701	1006	680	1590	1679	591
	2000	278	193	129	764	475	161	510	613	875	616	1384	1489	511
Simplicity	418 21%	57 21% B	26 13%	18 14%	138 18%	144 30% ABCDF	35 22% BC	103 20%	136 22%	177 20%	128 21%	290 21%	296 20%	122 24%
Convenience	488 24%	50 18%	49 25%	25 20%	178 23%	146 31% ACD	40 25%	140 27%	156 25%	192 22%	138 22%	350 25%	373 25%	115 22%
Value	1094 55%	171 61% E	119 61% E	86 67% EF	448 59% E	185 39%	86 53% E	267 52%	321 52%	506 58% GH	350 57%	744 54%	820 55%	275 54%

Detailed tables

LO3_1. (Retirement planning) Now, below is a list of specific scenarios or situations. Please indicate which of the three principals is most important to you in each one.

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

		GENDER		AGE					EDUCATION				IMPORTANT IN EVERYDAY DECISIONS		
	Total	Male	Female	18-24	25-34	35-44+	45-54	55+	<HS	HS	Post Sec	Univ Grad	Simplicity	Convenience	Value
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents Weighted	2270	1003	1267	204	396	412	520	738	224	658	1095	293	483	552	1235
	2000	980	1020	204	384	356	440	616	198	578	966	258	418	488	1094
Retirement planning															
Simplicity	544 27%	238 24%	306 30%	48 24%	124 32%	111 31%	125 29%	136 22%	68 34%	151 26%	264 27%	61 24%	155 37%	129 26%	260 24%
Convenience	331 17%	184 19%	147 14%	45 22%	64 17%	67 19%	62 14%	93 15%	46 23%	103 18%	145 15%	38 15%	84 20%	108 22%	139 13%
Value	1124 56%	557 57%	567 56%	111 54%	196 51%	178 50%	252 57%	387 63%	84 43%	324 56%	557 58%	159 62%	178 43%	251 51%	695 64%

LO3_1. (Retirement planning) Now, below is a list of specific scenarios or situations. Please indicate which of the three principals is most important to you in each one.

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION		TIME IS MONEY	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids	Agree	Disagree
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents Weighted	2270	338	214	165	797	559	197	560	701	1006	680	1590	1679	591
	2000	278	193	129	764	475	161	510	613	875	616	1384	1489	511
Retirement planning														
Simplicity	544 27%	81 29%	60 31%	35 27%	213 28%	112 24%	43 27%	146 29%	180 29%	218 25%	182 30%	362 26%	391 26%	153 30%
Convenience	331 17%	30 11%	24 12%	17 13%	96 13%	140 30%	24 15%	106 21%	107 17%	118 13%	111 18%	220 16%	245 16%	86 17%
Value	1124 56%	167 60%	109 56%	77 60%	455 60%	223 47%	94 58%	258 51%	327 53%	539 62%	323 52%	802 58%	853 57%	271 53%

Detailed tables

LO3_2. (Vacationing) Now, below is a list of specific scenarios or situations. Please indicate which of the three principals is most important to you in each one.

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

		GENDER		AGE					EDUCATION				IMPORTANT IN EVERYDAY DECISIONS		
	Total	Male	Female	18-24	25-34	35-44+	45-54	55+	<HS	HS	Post Sec	Univ Grad	Simplicity	Convenience	Value
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents Weighted	2270	1003	1267	204	396	412	520	738	224	658	1095	293	483	552	1235
	2000	980	1020	204	384	356	440	616	198	578	966	258	418	488	1094
Vacationing															
Simplicity	544 27%	250 26%	293 29%	52 26%	97 25%	102 29%	131 30%	161 26%	56 28%	170 29%	257 27%	61 24%	180 43% MN	121 25%	242 22%
Convenience	572 29%	318 32% B	255 25%	56 27%	99 26%	96 27%	127 29%	195 32% D	66 33%	157 27%	277 29%	72 28%	121 29% N	187 38% LN	264 24%
Value	884 44%	412 42%	472 46% A	96 47%	188 49% FG	157 44%	182 41%	260 42%	76 39%	251 44%	432 45%	124 48% H	116 28%	180 37% L	588 54% LM

LO3_2. (Vacationing) Now, below is a list of specific scenarios or situations. Please indicate which of the three principals is most important to you in each one.

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION		TIME IS MONEY	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids	Agree	Disagree
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents Weighted	2270	338	214	165	797	559	197	560	701	1006	680	1590	1679	591
	2000	278	193	129	764	475	161	510	613	875	616	1384	1489	511
Vacationing														
Simplicity	544 27%	62 22%	53 28%	33 26%	170 22%	185 39% ABCDF	40 25%	149 29%	175 29%	219 25%	182 30%	362 26%	409 27%	134 26%
Convenience	572 29%	69 25%	52 27%	30 23%	196 26%	173 36% ABCD	53 33% CD	155 30%	188 31% I	228 26%	154 25%	418 30% J	421 28%	151 30%
Value	884 44%	147 53% EF	88 45% E	66 51% E	398 52% EF	117 25%	68 42% E	206 40%	250 41%	428 49% GH	279 45%	605 44%	659 44%	225 44%

Detailed tables

LO3_3. (Visiting with friends and family) Now, below is a list of specific scenarios or situations. Please indicate which of the three principals is most important to you in each one.

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

		GENDER		AGE					EDUCATION				IMPORTANT IN EVERYDAY DECISIONS		
	Total	Male	Female	18-24	25-34	35-44+	45-54	55+	<HS	HS	Post Sec	Univ Grad	Simplicity	Convenience	Value
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents Weighted	2270	1003	1267	204	396	412	520	738	224	658	1095	293	483	552	1235
	2000	980	1020	204	384	356	440	616	198	578	966	258	418	488	1094
Visiting with friends and family															
Simplicity	720 36%	345 35%	375 37%	54 26%	136 35%	140 39%	172 39%	218 35%	58 30%	200 35%	366 38%	96 37%	209 50%	187 38%	324 30%
					C	C	C	C			H		MN	N	
Convenience	592 30%	350 36%	242 24%	74 36%	120 31%	107 30%	116 26%	174 28%	66 34%	172 30%	281 29%	73 28%	93 22%	184 38%	315 29%
		B		FG									LN	L	
Value	688 34%	285 29%	403 40%	76 37%	128 33%	109 31%	151 34%	224 36%	73 37%	207 36%	319 33%	90 35%	115 28%	117 24%	455 42%
		A											LM		

LO3_3. (Visiting with friends and family) Now, below is a list of specific scenarios or situations. Please indicate which of the three principals is most important to you in each one.

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION		TIME IS MONEY	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids	Agree	Disagree
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents Weighted	2270	338	214	165	797	559	197	560	701	1006	680	1590	1679	591
	2000	278	193	129	764	475	161	510	613	875	616	1384	1489	511
Visiting with friends and family														
Simplicity	720 36%	80 29%	59 31%	36 28%	242 32%	252 53% ABCDF	51 32%	169 33%	220 36%	330 38%	215 35%	505 37%	535 36%	185 36%
Convenience	592 30%	95 34%	65 33%	49 38%	251 33%	84 18%	49 30%	151 30%	188 31%	252 29%	195 32%	397 29%	469 32%	123 24%
		E	E	E	E		E						M	
Value	688 34%	103 37%	69 36%	44 34%	271 35%	139 29%	61 38%	190 37%	205 33%	293 33%	206 34%	482 35%	484 33%	204 40%
		E			E		E						L	

Detailed tables

LO3_4. (Grocery shopping) Now, below is a list of specific scenarios or situations. Please indicate which of the three principals is most important to you in each one.

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

		GENDER		AGE					EDUCATION				IMPORTANT IN EVERYDAY DECISIONS		
	Total	Male	Female	18-24	25-34	35-44+	45-54	55+	<HS	HS	Post Sec	Univ Grad	Simplicity	Convenience	Value
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents Weighted	2270	1003	1267	204	396	412	520	738	224	658	1095	293	483	552	1235
	2000	980	1020	204	384	356	440	616	198	578	966	258	418	488	1094
Grocery shopping															
Simplicity	270 13%	130 13%	140 14%	34 17% G	67 17% G	48 13%	60 14% G	61 10%	25 13%	80 14%	129 13%	36 14%	97 23% MN	56 12%	117 11%
Convenience	906 45%	449 46%	457 45%	95 46%	155 40%	152 43%	185 42%	319 52% DEF	88 44%	239 41%	451 47% I	128 50% I	202 48% N	286 59% LN	418 38%
Value	824 41%	400 41%	424 42%	75 37%	162 42%	156 44%	195 44% G	236 38%	85 43%	259 45% K	386 40%	94 37%	119 29%	146 30%	559 51% LM

LO3_4. (Grocery shopping) Now, below is a list of specific scenarios or situations. Please indicate which of the three principals is most important to you in each one.

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION		TIME IS MONEY	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids	Agree	Disagree
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents Weighted	2270	338	214	165	797	559	197	560	701	1006	680	1590	1679	591
	2000	278	193	129	764	475	161	510	613	875	616	1384	1489	511
Grocery shopping														
Simplicity	270 13%	25 9%	15 8%	12 9%	81 11%	120 25% ABCDF	17 10%	65 13%	92 15%	110 13%	95 15%	175 13%	188 13%	81 16% L
Convenience	906 45%	132 48%	86 45%	68 53% EF	347 45%	210 44%	63 39%	238 47%	266 43%	401 46%	247 40%	659 48% J	687 46%	219 43%
Value	824 41%	120 43% E	92 48% E	48 38%	336 44% E	146 31%	81 51% CE	206 40%	255 42%	363 42%	274 44% K	551 40%	614 41%	211 41%

Detailed tables

LO3_5. (Buying a car) Now, below is a list of specific scenarios or situations. Please indicate which of the three principals is most important to you in each one.

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

		GENDER		AGE					EDUCATION				IMPORTANT IN EVERYDAY DECISIONS		
	Total	Male	Female	18-24	25-34	35-44+	45-54	55+	<HS	HS	Post Sec	Univ Grad	Simplicity	Convenience	Value
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents Weighted	2270	1003	1267	204	396	412	520	738	224	658	1095	293	483	552	1235
	2000	980	1020	204	384	356	440	616	198	578	966	258	418	488	1094
Buying a car															
Simplicity	211 11%	104 11%	106 10%	20 10%	49 13%	42 12%	43 10%	57 9%	29 15% J	66 11%	89 9%	26 10%	71 17% MN	52 11%	88 8%
Convenience	373 19%	175 18%	198 19%	39 19%	60 16%	72 20%	89 20%	113 18%	42 21%	111 19%	179 19%	41 16%	95 23% N	121 25% N	157 14%
Value	1416 71%	700 71%	716 70%	145 71%	275 72%	241 68%	308 70%	446 72%	127 64%	401 69%	698 72% H	191 74% H	252 60%	315 64%	850 78% LM

LO3_5. (Buying a car) Now, below is a list of specific scenarios or situations. Please indicate which of the three principals is most important to you in each one.

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

Overlap formulae used.

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION		TIME IS MONEY	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids	Agree	Disagree
Base: All respondents Weighted		A	B	C	D	E	F	G	H	I	J	K	L	M
	2270	338	214	165	797	559	197	560	701	1006	680	1590	1679	591
	2000	278	193	129	764	475	161	510	613	875	616	1384	1489	511
Buying a car														
Simplicity	211 11%	24 9%	24 12%	11 9%	70 9%	66 14% AD	15 10%	74 14% HI	65 11%	71 8%	75 12%	135 10%	160 11%	50 10%
Convenience	373 19%	20 7%	22 11%	16 12%	83 11%	207 44% ABCD	25 16% A	99 19%	134 22% I	139 16%	106 17%	267 19%	285 19%	88 17%
Value	1416 71%	234 84% BEF	148 76% E	102 79% E	610 80% E	202 43% E	120 75% E	337 66%	414 68%	665 76% GH	434 70%	982 71%	1043 70%	373 73%

Detailed tables

LO3_6. (Buying a home) Now, below is a list of specific scenarios or situations. Please indicate which of the three principals is most important to you in each one.

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

		GENDER		AGE					EDUCATION				IMPORTANT IN EVERYDAY DECISIONS		
	Total	Male	Female	18-24	25-34	35-44+	45-54	55+	<HS	HS	Post Sec	Univ Grad	Simplicity	Convenience	Value
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents Weighted	2270	1003	1267	204	396	412	520	738	224	658	1095	293	483	552	1235
	2000	980	1020	204	384	356	440	616	198	578	966	258	418	488	1094
Buying a home															
Simplicity	187 9%	85 9%	103 10%	16 8%	42 11%	33 9%	45 10%	52 8%	26 13%	50 9%	91 9%	21 8%	70 17% MN	51 10% N	66 6%
Convenience	279 14%	137 14%	142 14%	37 18%	47 12%	47 13%	66 15%	82 13%	32 16%	81 14%	137 14%	29 11%	70 17% N	95 19% N	114 10%
Value	1534 77%	758 77%	776 76%	151 74%	295 77%	275 77%	330 75%	482 78%	140 71%	448 77% H	738 76%	208 81% H	277 66%	342 70%	914 84% LM

LO3_6. (Buying a home) Now, below is a list of specific scenarios or situations. Please indicate which of the three principals is most important to you in each one.

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION		TIME IS MONEY	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids	Agree	Disagree
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents Weighted	2270	338	214	165	797	559	197	560	701	1006	680	1590	1679	591
	2000	278	193	129	764	475	161	510	613	875	616	1384	1489	511
Buying a home														
Simplicity	187 9%	20 7%	14 7%	12 9%	78 10%	50 10%	15 9%	60 12% I	65 11% I	61 7%	60 10%	128 9%	140 9%	48 9%
Convenience	279 14%	16 6%	16 8%	13 10%	56 7%	157 33% ABCDF	20 13% AD	87 17% I	90 15%	101 12%	81 13%	198 14%	215 14%	65 13%
Value	1534 77%	242 87% EF	163 85% E	104 81% E	630 82% E	269 57%	125 78% E	363 71%	458 75%	713 81% GH	475 77%	1059 76%	1135 76%	399 78%

Detailed tables

LO3_7. (Investing) Now, below is a list of specific scenarios or situations. Please indicate which of the three principals is most important to you in each one.

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

		GENDER		AGE					EDUCATION				IMPORTANT IN EVERYDAY DECISIONS		
	Total	Male	Female	18-24	25-34	35-44+	45-54	55+	<HS	HS	Post Sec	Univ Grad	Simplicity	Convenience	Value
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents Weighted	2270	1003	1267	204	396	412	520	738	224	658	1095	293	483	552	1235
	2000	980	1020	204	384	356	440	616	198	578	966	258	418	488	1094
Investing															
Simplicity	514 26%	221 23%	293 29%	59 29%	111 29%	99 28%	124 28%	121 20%	53 27%	157 27%	249 26%	56 22%	143 34%	121 25%	250 23%
Convenience	246 12%	133 14%	113 11%	23 11%	55 14%	49 14%	48 11%	71 12%	34 17%	73 13%	115 12%	24 9%	58 14%	82 17%	106 10%
Value	1240 62%	625 64%	615 60%	122 60%	218 57%	208 58%	269 61%	423 69%	112 56%	348 60%	602 62%	178 69%	217 52%	285 58%	738 67%

LO3_7. (Investing) Now, below is a list of specific scenarios or situations. Please indicate which of the three principals is most important to you in each one.

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION		TIME IS MONEY	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids	Agree	Disagree
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents Weighted	2270	338	214	165	797	559	197	560	701	1006	680	1590	1679	591
	2000	278	193	129	764	475	161	510	613	875	616	1384	1489	511
Investing														
Simplicity	514 26%	72 26%	46 24%	32 25%	217 28%	97 20%	50 31%	144 28%	166 27%	203 23%	180 29%	334 24%	366 25%	147 29%
Convenience	246 12%	22 8%	16 8%	15 12%	81 11%	86 18%	24 15%	73 14%	88 14%	85 10%	82 13%	164 12%	184 12%	62 12%
Value	1240 62%	183 66%	131 68%	82 63%	466 61%	292 61%	86 54%	293 58%	360 59%	587 67%	354 57%	887 64%	938 63%	302 59%

Detailed tables

LO3_8. (Banking) Now, below is a list of specific scenarios or situations. Please indicate which of the three principals is most important to you in each one.

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

		GENDER		AGE					EDUCATION				IMPORTANT IN EVERYDAY DECISIONS		
	Total	Male	Female	18-24	25-34	35-44+	45-54	55+	<HS	HS	Post Sec	Univ Grad	Simplicity	Convenience	Value
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents Weighted	2270	1003	1267	204	396	412	520	738	224	658	1095	293	483	552	1235
	2000	980	1020	204	384	356	440	616	198	578	966	258	418	488	1094
Banking															
Simplicity	477 24%	239 24%	238 23%	38 18%	98 25%	96 27% CG	119 27% CG	126 20%	51 26%	147 25%	218 23%	61 24%	172 41% MN	101 21%	203 19%
Convenience	916 46%	446 46%	470 46%	89 44%	164 43%	165 46%	199 45%	299 48%	87 44%	255 44%	469 49% K	105 41%	183 44%	292 60% LN	441 40%
Value	607 30%	294 30%	313 31%	78 38% EF	122 32%	95 27%	121 28%	191 31%	60 31%	176 30%	279 29%	92 35% J	63 15%	95 19%	450 41% LM

LO3_8. (Banking) Now, below is a list of specific scenarios or situations. Please indicate which of the three principals is most important to you in each one.

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION		TIME IS MONEY	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids	Agree	Disagree
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents Weighted	2270	338	214	165	797	559	197	560	701	1006	680	1590	1679	591
	2000	278	193	129	764	475	161	510	613	875	616	1384	1489	511
Banking														
Simplicity	477 24%	57 21%	35 18%	22 17%	150 20%	174 37% ABCDF	39 24%	130 25%	157 26%	189 22%	157 26%	319 23%	338 23%	139 27% L
Convenience	916 46%	128 46%	83 43%	67 52% E	368 48% E	199 42%	72 45%	225 44%	280 46%	410 47%	282 46%	634 46%	692 46%	225 44%
Value	607 30%	93 33% E	76 39% E	40 31% E	246 32% E	102 22%	50 31% E	155 30%	176 29%	276 32%	176 29%	431 31%	460 31%	148 29%

Detailed tables

LO3. (Simplicity Summary) Now, below is a list of specific scenarios or situations. Please indicate which of the three principals is most important to you in each one.

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

		GENDER		AGE					EDUCATION				IMPORTANT IN EVERYDAY DECISIONS		
	Total	Male	Female	18-24	25-34	35-44+	45-54	55+	<HS	HS	Post Sec	Univ Grad	Simplicity	Convenience	Value
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents Weighted	2270	1003	1267	204	396	412	520	738	224	658	1095	293	483	552	1235
	2000	980	1020	204	384	356	440	616	198	578	966	258	418	488	1094
Retirement planning	544	238	306	48	124	111	125	136	68	151	264	61	155	129	260
	27%	24%	30%	24%	32%	31%	29%	22%	34%	26%	27%	24%	37%	26%	24%
Vacationing	544	250	293	52	97	102	131	161	56	170	257	61	180	121	242
	27%	26%	29%	26%	25%	29%	30%	26%	28%	29%	27%	24%	43%	25%	22%
Visiting with friends and family	720	345	375	54	136	140	172	218	58	200	366	96	209	187	324
	36%	35%	37%	26%	35%	39%	39%	35%	30%	35%	38%	37%	50%	38%	30%
Grocery shopping	270	130	140	34	67	48	60	61	25	80	129	36	97	56	117
	13%	13%	14%	17%	17%	13%	14%	10%	13%	14%	13%	14%	23%	12%	11%
Buying a car	211	104	106	20	49	42	43	57	29	66	89	26	71	52	88
	11%	11%	10%	10%	13%	12%	10%	9%	15%	11%	9%	10%	17%	11%	8%
Buying a home	187	85	103	16	42	33	45	52	26	50	91	21	70	51	66
	9%	9%	10%	8%	11%	9%	10%	8%	13%	9%	9%	8%	17%	10%	6%
Investing	514	221	293	59	111	99	124	121	53	157	249	56	143	121	250
	26%	23%	29%	29%	29%	28%	28%	20%	27%	27%	26%	22%	34%	25%	23%
Banking	477	239	238	38	98	96	119	126	51	147	218	61	172	101	203
	24%	24%	23%	18%	25%	27%	27%	20%	26%	25%	23%	24%	41%	21%	19%

Detailed tables

LO3. (Simplicity Summary) Now, below is a list of specific scenarios or situations. Please indicate which of the three principals is most important to you in each one.

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION		TIME IS MONEY	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids	Agree	Disagree
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents Weighted	2270	338	214	165	797	559	197	560	701	1006	680	1590	1679	591
	2000	278	193	129	764	475	161	510	613	875	616	1384	1489	511
Retirement planning	544	81	60	35	213	112	43	146	180	218	182	362	391	153
	27%	29%	31%	27%	28%	24%	27%	29%	29%	25%	30%	26%	26%	30%
Vacationing	544	62	53	33	170	185	40	149	175	219	182	362	409	134
	27%	22%	28%	26%	22%	39%	25%	29%	29%	25%	30%	26%	27%	26%
Visiting with friends and family	720	80	59	36	242	252	51	169	220	330	215	505	535	185
	36%	29%	31%	28%	32%	53%	32%	33%	36%	38%	35%	37%	36%	36%
Grocery shopping	270	25	15	12	81	120	17	65	92	110	95	175	188	81
	13%	9%	8%	9%	11%	25%	10%	13%	15%	13%	15%	13%	13%	16%
Buying a car	211	24	24	11	70	66	15	74	65	71	75	135	160	50
	11%	9%	12%	9%	9%	14%	10%	14%	11%	8%	12%	10%	11%	10%
Buying a home	187	20	14	12	78	50	15	60	65	61	60	128	140	48
	9%	7%	7%	9%	10%	10%	9%	12%	11%	7%	10%	9%	9%	9%
Investing	514	72	46	32	217	97	50	144	166	203	180	334	366	147
	26%	26%	24%	25%	28%	20%	31%	28%	27%	23%	29%	24%	25%	29%
Banking	477	57	35	22	150	174	39	130	157	189	157	319	338	139
	24%	21%	18%	17%	20%	37%	24%	25%	26%	22%	26%	23%	23%	27%

Detailed tables

LO3. (Convenience Summary) Now, below is a list of specific scenarios or situations. Please indicate which of the three principals is most important to you in each one.

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

		GENDER		AGE					EDUCATION				IMPORTANT IN EVERYDAY DECISIONS		
	Total	Male	Female	18-24	25-34	35-44+	45-54	55+	<HS	HS	Post Sec	Univ Grad	Simplicity	Convenience	Value
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents Weighted	2270	1003	1267	204	396	412	520	738	224	658	1095	293	483	552	1235
	2000	980	1020	204	384	356	440	616	198	578	966	258	418	488	1094
Retirement planning	331	184	147	45	64	67	62	93	46	103	145	38	84	108	139
	17%	19%	14%	22%	17%	19%	14%	15%	23%	18%	15%	15%	20%	22%	13%
Vacationing	572	B	255	FG	99	96	127	195	JK	157	277	72	N	N	
	29%	32%	25%	27%	26%	27%	29%	32%	33%	27%	29%	28%	29%	38%	24%
Visiting with friends and family	592	B	242	FG	120	107	116	174		172	281	73	93	184	315
	30%	36%	24%	36%	31%	30%	26%	28%	34%	30%	29%	28%	22%	38%	29%
Grocery shopping	906	B	457	FG	155	152	185	319		239	451	128	202	286	418
	45%	46%	45%	46%	40%	43%	42%	52%	44%	41%	47%	50%	48%	59%	38%
Buying a car	373		198		60	72	89	113		111	179	41	95	121	157
	19%	18%	19%	19%	16%	20%	20%	18%	21%	19%	19%	16%	23%	25%	14%
Buying a home	279		142		47	47	66	82		81	137	29	70	95	114
	14%	14%	14%	18%	12%	13%	15%	13%	16%	14%	14%	11%	17%	19%	10%
Investing	246		113		55	49	48	71		73	115	24	58	82	106
	12%	14%	11%	11%	14%	14%	11%	12%	17%	13%	12%	9%	14%	17%	10%
Banking	916		470		164	165	199	299		255	469	105	183	292	441
	46%	46%	46%	44%	43%	46%	45%	48%	44%	44%	49%	41%	44%	60%	40%

Detailed tables

LO3. (Convenience Summary) Now, below is a list of specific scenarios or situations. Please indicate which of the three principals is most important to you in each one.

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION		TIME IS MONEY	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids	Agree	Disagree
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents Weighted	2270	338	214	165	797	559	197	560	701	1006	680	1590	1679	591
	2000	278	193	129	764	475	161	510	613	875	616	1384	1489	511
Retirement planning	331	30	24	17	96	140	24	106	107	118	111	220	245	86
	17%	11%	12%	13%	13%	30%	15%	21%	17%	13%	18%	16%	16%	17%
Vacationing	572	69	52	30	196	173	53	155	188	228	154	418	421	151
	29%	25%	27%	23%	26%	36%	33%	30%	31%	26%	25%	30%	28%	30%
Visiting with friends and family	592	95	65	49	251	84	49	151	188	252	195	397	469	123
	30%	34%	33%	38%	33%	18%	30%	30%	31%	29%	32%	29%	32%	24%
Grocery shopping	906	132	86	68	347	210	63	238	266	401	247	659	687	219
	45%	48%	45%	53%	45%	44%	39%	47%	43%	46%	40%	48%	46%	43%
Buying a car	373	20	22	16	83	207	25	99	134	139	106	267	285	88
	19%	7%	11%	12%	11%	44%	16%	19%	22%	16%	17%	19%	19%	17%
Buying a home	279	16	16	13	56	157	20	87	90	101	81	198	215	65
	14%	6%	8%	10%	7%	33%	13%	17%	15%	12%	13%	14%	14%	13%
Investing	246	22	16	15	81	86	24	73	88	85	82	164	184	62
	12%	8%	8%	12%	11%	18%	15%	14%	14%	10%	13%	12%	12%	12%
Banking	916	128	83	67	368	199	72	225	280	410	282	634	692	225
	46%	46%	43%	52%	48%	42%	45%	44%	46%	47%	46%	46%	46%	44%

LO3. (Value Summary) Now, below is a list of specific scenarios or situations. Please indicate which of the three principals is most important to you in each one.

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

		GENDER		AGE					EDUCATION				IMPORTANT IN EVERYDAY DECISIONS		
	Total	Male	Female	18-24	25-34	35-44+	45-54	55+	<HS	HS	Post Sec	Univ Grad	Simplicity	Convenience	Value
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents Weighted	2270	1003	1267	204	396	412	520	738	224	658	1095	293	483	552	1235
	2000	980	1020	204	384	356	440	616	198	578	966	258	418	488	1094
Retirement planning	1124	557	567	111	196	178	252	387	84	324	557	159	178	251	695
	56%	57%	56%	54%	51%	50%	57%	63%	43%	56%	58%	62%	43%	51%	64%
Vacationing	884	412	472	96	188	157	182	260	76	251	432	124	116	180	588
	44%	42%	46%	47%	49%	44%	41%	42%	39%	44%	45%	48%	28%	37%	54%
Visiting with friends and family	688	285	403	76	128	109	151	224	73	207	319	90	115	117	455
	34%	29%	40%	37%	33%	31%	34%	36%	37%	36%	33%	35%	28%	24%	42%
Grocery shopping	824	400	424	75	162	156	195	236	85	259	386	94	119	146	559
	41%	41%	42%	37%	42%	44%	44%	38%	43%	45%	40%	37%	29%	30%	51%
Buying a car	1416	700	716	145	275	241	308	446	127	401	698	191	252	315	850
	71%	71%	70%	71%	72%	68%	70%	72%	64%	69%	72%	74%	60%	64%	78%
Buying a home	1534	758	776	151	295	275	330	482	140	448	738	208	277	342	914
	77%	77%	76%	74%	77%	77%	75%	78%	71%	77%	76%	81%	66%	70%	84%
Investing	1240	625	615	122	218	208	269	423	112	348	602	178	217	285	738
	62%	64%	60%	60%	57%	58%	61%	69%	56%	60%	62%	69%	52%	58%	67%
Banking	607	294	313	78	122	95	121	191	60	176	279	92	63	95	450
	30%	30%	31%	38%	32%	27%	28%	31%	31%	30%	29%	35%	15%	19%	41%

Detailed tables

LO3. (Value Summary) Now, below is a list of specific scenarios or situations. Please indicate which of the three principals is most important to you in each one.

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION		TIME IS MONEY	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids	Agree	Disagree
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents Weighted	2270	338	214	165	797	559	197	560	701	1006	680	1590	1679	591
	2000	278	193	129	764	475	161	510	613	875	616	1384	1489	511
Retirement planning	1124	167	109	77	455	223	94	258	327	539	323	802	853	271
	56%	60%	56%	60%	60%	47%	58%	51%	53%	62%	52%	58%	57%	53%
Vacationing	884	147	88	66	398	117	68	206	250	428	279	605	659	225
	44%	53%	45%	51%	52%	25%	42%	40%	41%	49%	45%	44%	44%	44%
Visiting with friends and family	688	103	69	44	271	139	61	190	205	293	206	482	484	204
	34%	37%	36%	34%	35%	29%	38%	37%	33%	33%	34%	35%	33%	40%
Grocery shopping	824	120	92	48	336	146	81	206	255	363	274	551	614	211
	41%	43%	48%	38%	44%	31%	51%	40%	42%	42%	44%	40%	41%	41%
Buying a car	1416	234	148	102	610	202	120	337	414	665	434	982	1043	373
	71%	84%	76%	79%	80%	43%	75%	66%	68%	76%	70%	71%	70%	73%
Buying a home	1534	242	163	104	630	269	125	363	458	713	475	1059	1135	399
	77%	87%	85%	81%	82%	57%	78%	71%	75%	81%	77%	76%	76%	78%
Investing	1240	183	131	82	466	292	86	293	360	587	354	887	938	302
	62%	66%	68%	63%	61%	61%	54%	58%	59%	67%	57%	64%	63%	59%
Banking	607	93	76	40	246	102	50	155	176	276	176	431	460	148
	30%	33%	39%	31%	32%	22%	31%	30%	29%	32%	29%	31%	31%	29%

Detailed tables

LO4_1. (I like to organize my life to keep things simple) Please indicate to what extent you agree/disagree with each of the following statements.

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

		GENDER		AGE					EDUCATION				IMPORTANT IN EVERYDAY DECISIONS		
	Total	Male	Female	18-24	25-34	35-44+	45-54	55+	<HS	HS	Post Sec	Univ Grad	Simplicity	Convenience	Value
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents Weighted	2270	1003	1267	204	396	412	520	738	224	658	1095	293	483	552	1235
	2000	980	1020	204	384	356	440	616	198	578	966	258	418	488	1094
I like to organize my life to keep things simple															
Strongly agree	671 34%	264 27%	407 40% A	41 20%	108 28% C	122 34% C	151 34% C	249 40% CDEF	76 38% J	212 37% J	303 31%	79 31%	175 42% MN	169 35%	327 30%
	1140 57%	601 61% B	538 53%	128 63% G	230 60% G	204 57%	249 57%	329 53%	100 51%	315 54%	575 60% HI	150 58%	211 50%	275 56% L	654 60% L
Somewhat disagree	174 9%	106 11% B	69 7%	34 17% EFG	44 11% G	28 8%	35 8%	34 5%	21 11%	50 9%	78 8%	26 10%	27 6%	41 8%	107 10% L
Strongly disagree	15 1%	9 1%	7 1%	1 1%	2 1%	2 1%	5 1%	5 1%	1 0	1 0	9 1% I	4 2% I	5 1%	3 1%	6 1%
Summary															
Top2Box - Agree	1810 91%	865 88%	945 93% A	169 83%	338 88%	326 92% C	400 91% C	578 94% CD	176 89%	527 91%	878 91%	229 89%	385 92%	444 91%	981 90%
Low2Box - Disagree	190 9%	114 12% B	75 7%	35 17% EFG	46 12% G	30 8%	40 9%	38 6%	22 11%	51 9%	87 9%	29 11%	32 8%	44 9%	113 10%

Detailed tables

LO4_1. (I like to organize my life to keep things simple) Please indicate to what extent you agree/disagree with each of the following statements.

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION		TIME IS MONEY	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids	Agree	Disagree
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents	2270	338	214	165	797	559	197	560	701	1006	680	1590	1679	591
Weighted	2000	278	193	129	764	475	161	510	613	875	616	1384	1489	511
I like to organize my life to keep things simple														
Strongly agree	671 34%	91 33%	60 31%	35 27%	250 33%	183 39%	52 32%	178 35%	215 35%	276 32%	204 33%	467 34%	518 35%	153 30%
Somewhat agree	1140 57%	160 58%	115 60%	78 61%	437 57%	260 55%	89 55%	271 53%	352 57%	516 59%	349 57%	791 57%	849 57%	290 57%
Somewhat disagree	174 9%	26 9%	17 9%	14 10%	70 9%	29 6%	19 12%	59 12%	42 7%	74 8%	60 10%	114 8%	115 8%	59 12%
Strongly disagree	15 1%	1 0	1 0	2 2%	7 1%	3 1%	1 0	2 0	5 1%	9 1%	3 0	12 1%	7 0	8 2%
Summary														
Top2Box - Agree	1810 91%	250 90%	176 91%	113 88%	687 90%	443 93%	141 88%	449 88%	566 92%	792 91%	553 90%	1258 91%	1367 92%	443 87%
Low2Box - Disagree	190 9%	28 10%	17 9%	16 12%	77 10%	32 7%	20 12%	61 12%	47 8%	83 9%	63 10%	127 9%	122 8%	68 13%

LO4_2. (I love all of the conveniences that today's world offers) Please indicate to what extent you agree/disagree with each of the following statements.

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

		GENDER		AGE					EDUCATION				IMPORTANT IN EVERYDAY DECISIONS		
	Total	Male	Female	18-24	25-34	35-44+	45-54	55+	<HS	HS	Post Sec	Univ Grad	Simplicity	Convenience	Value
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents Weighted	2270	1003	1267	204	396	412	520	738	224	658	1095	293	483	552	1235
	2000	980	1020	204	384	356	440	616	198	578	966	258	418	488	1094
I love all of the conveniences that today's world offers															
Strongly agree	336 17%	155 16%	180 18%	35 17%	66 17%	68 19% F	58 13%	109 18% F	48 24% IJK	99 17%	149 15%	40 15%	68 16%	116 24% LN	151 14%
	1210 60%	605 62%	605 59%	113 55%	216 56%	214 60%	278 63%	388 63% D	109 55%	358 62%	594 62%	149 58%	253 60%	290 59%	668 61%
Somewhat agree															
Somewhat disagree	385 19%	188 19%	197 19%	47 23%	79 21%	62 17%	89 20%	108 18%	29 15%	100 17%	193 20%	63 25% HI	80 19%	74 15%	231 21% M
Strongly disagree	69 3%	31 3%	39 4%	9 5% G	22 6% G	12 3%	16 4%	11 2%	12 6% J	21 4%	30 3%	7 3%	17 4% M	8 2%	45 4% M
Summary															
Top2Box - Agree	1546 77%	760 78%	785 77%	148 73%	282 74%	282 79%	336 76%	497 81% CD	157 79%	457 79% K	743 77%	188 73%	321 77%	406 83% LN	819 75%
Low2Box - Disagree	454 23%	219 22%	235 23%	56 27% G	102 26% G	74 21%	104 24%	119 19%	41 21%	121 21%	223 23%	70 27% I	97 23% M	82 17%	275 25% M

Detailed tables

LO4_2. (I love all of the conveniences that today's world offers) Please indicate to what extent you agree/disagree with each of the following statements.

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION		TIME IS MONEY	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids	Agree	Disagree
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents Weighted	2270	338	214	165	797	559	197	560	701	1006	680	1590	1679	591
	2000	278	193	129	764	475	161	510	613	875	616	1384	1489	511
I love all of the conveniences that today's world offers														
Strongly agree	336 17%	48 17%	30 16%	23 18%	132 17%	72 15%	30 19%	91 18%	91 15%	152 17%	96 16%	240 17%	271 18% M	64 13%
	1210 60%	159 57%	116 60%	82 64%	462 60%	299 63%	92 57%	291 57%	379 62%	540 62%	359 58%	851 62%	929 62% M	281 55%
Somewhat disagree	385 19%	60 22% C	42 22%	18 14%	143 19%	87 18%	35 22%	106 21%	121 20%	158 18%	132 21%	253 18%	250 17%	135 26% L
	69 3%	11 4%	5 3%	5 4%	28 4%	18 4%	3 2%	22 4%	22 4%	25 3%	30 5% K	40 3%	39 3%	31 6% L
Summary														
Top2Box - Agree	1546 77%	207 74%	146 76%	105 82%	594 78%	371 78%	123 76%	382 75%	469 77%	692 79%	454 74%	1091 79% J	1200 81% M	345 68%
Low2Box - Disagree	454 23%	71 26%	47 24%	23 18%	170 22%	104 22%	38 24%	128 25%	144 23%	183 21%	162 26% K	293 21%	289 19%	166 32% L

Detailed tables

LO4_3. (These days you get more value for what you spend) Please indicate to what extent you agree/disagree with each of the following statements.

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

		GENDER		AGE					EDUCATION				IMPORTANT IN EVERYDAY DECISIONS		
	Total	Male	Female	18-24	25-34	35-44+	45-54	55+	<HS	HS	Post Sec	Univ Grad	Simplicity	Convenience	Value
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents Weighted	2270	1003	1267	204	396	412	520	738	224	658	1095	293	483	552	1235
	2000	980	1020	204	384	356	440	616	198	578	966	258	418	488	1094
These days you get more value for what you spend															
Strongly agree	89 4%	41 4%	48 5%	12 6%	20 5%	19 5%	16 4%	22 4%	11 6%	31 5%	39 4%	8 3%	17 4%	31 6% N	41 4%
Somewhat agree	491 25%	269 28% B	221 22%	64 31% EFG	93 24%	81 23%	103 23%	150 24%	45 23%	134 23%	246 25%	65 25%	85 20%	140 29% L	266 24%
Somewhat disagree	1031 52%	494 50%	537 53%	88 43%	187 49%	187 52% C	234 53% C	335 54% C	94 47%	308 53%	489 51%	140 54%	230 55% M	228 47% M	572 52% M
Strongly disagree	389 19%	175 18%	214 21%	40 20%	85 22%	68 19%	87 20%	109 18%	48 24%	105 18%	192 20%	45 17%	85 20%	89 18%	215 20%
Summary															
Top2Box - Agree	580 29%	310 32% B	270 26%	76 37% EFG	113 29%	101 28%	119 27%	172 28%	56 28%	166 29%	285 29%	73 28%	102 24%	170 35% LN	307 28%
Low2Box - Disagree	1420 71%	669 68%	751 74% A	128 63%	272 71%	255 72% C	321 73% C	444 72% C	142 72%	413 71%	681 71%	185 72%	316 76% M	317 65% M	787 72% M

LO4_3. (These days you get more value for what you spend) Please indicate to what extent you agree/disagree with each of the following statements.

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION		TIME IS MONEY	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids	Agree	Disagree
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents Weighted	2270	338	214	165	797	559	197	560	701	1006	680	1590	1679	591
	2000	278	193	129	764	475	161	510	613	875	616	1384	1489	511
These days you get more value for what you spend														
Strongly agree	89 4%	11 4%	6 3%	5 4%	36 5%	24 5%	7 4%	31 6%	28 5%	28 3%	33 5%	56 4%	69 5%	20 4%
								I						
Somewhat agree	491 25%	63 23%	39 20%	39 31%	186 24%	120 25%	43 27%	120 24%	153 25%	218 25%	139 23%	352 25%	372 25%	119 23%
				B										
Somewhat disagree	1031 52%	146 52%	93 48%	62 48%	385 50%	263 55%	81 51%	247 49%	311 51%	472 54%	324 53%	706 51%	773 52%	258 50%
										G				
Strongly disagree	389 19%	58 21%	55 29%	22 17%	157 20%	69 14%	30 18%	111 22%	121 20%	157 18%	119 19%	271 20%	276 19%	114 22%
		E	ACDEF		E									
Summary														
Top2Box - Agree	580 29%	75 27%	45 23%	45 35%	222 29%	144 30%	50 31%	151 30%	180 29%	246 28%	173 28%	407 29%	440 30%	140 27%
				B		B								
Low2Box - Disagree	1420 71%	203 73%	149 77%	84 65%	542 71%	331 70%	111 69%	359 70%	433 71%	629 72%	443 72%	977 71%	1049 70%	371 73%
				CE										

Detailed tables

LO4_4. (Life is just too complicated today) Please indicate to what extent you agree/disagree with each of the following statements.

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

		GENDER		AGE					EDUCATION				IMPORTANT IN EVERYDAY DECISIONS		
	Total	Male	Female	18-24	25-34	35-44+	45-54	55+	<HS	HS	Post Sec	Univ Grad	Simplicity	Convenience	Value
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents Weighted	2270	1003	1267	204	396	412	520	738	224	658	1095	293	483	552	1235
	2000	980	1020	204	384	356	440	616	198	578	966	258	418	488	1094
Life is just too complicated today															
Strongly agree	298 15%	123 13%	175 17% A	32 16%	68 18% G	50 14%	72 16% G	76 12%	44 22% IJK	88 15%	137 14%	29 11%	68 16%	69 14%	161 15%
Somewhat agree	926 46%	470 48%	457 45%	87 43%	188 49% G	188 53% CFG	201 46%	261 42%	98 50%	279 48%	439 45%	110 43%	207 50%	232 47%	488 45%
Somewhat disagree	645 32%	317 32%	327 32%	67 33%	109 28%	97 27%	137 31%	234 38% DEF	48 24%	177 31%	326 34% H	93 36% H	122 29%	153 31%	370 34%
Strongly disagree	131 7%	69 7%	62 6%	18 9%	19 5%	21 6%	29 7%	45 7%	7 4%	34 6%	64 7%	26 10% HI	22 5%	34 7%	75 7%
Summary															
Top2Box - Agree	1224 61%	593 61%	631 62%	119 59%	256 67% G	238 67% CG	274 62% G	337 55%	142 72% IJK	367 63% K	576 60%	140 54%	274 66% N	301 62%	649 59%
Low2Box - Disagree	776 39%	386 39%	389 38%	85 41% E	128 33%	118 33%	166 38%	279 45% DEF	56 28%	212 37% H	390 40% H	119 46% HI	143 34%	187 38%	445 41% L

Detailed tables

LO4_4. (Life is just too complicated today) Please indicate to what extent you agree/disagree with each of the following statements.

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION		TIME IS MONEY	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids	Agree	Disagree
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents	2270	338	214	165	797	559	197	560	701	1006	680	1590	1679	591
Weighted	2000	278	193	129	764	475	161	510	613	875	616	1384	1489	511
Life is just too complicated today														
Strongly agree	298 15%	35 12%	21 11%	21 16%	142 19%	51 11%	28 17%	102 20%	101 17%	94 11%	97 16%	201 15%	235 16%	63 12%
Somewhat agree	926 46%	145 52%	104 54%	53 41%	358 47%	188 40%	78 49%	240 47%	281 46%	405 46%	296 48%	630 46%	710 48%	216 42%
Somewhat disagree	645 32%	78 28%	57 29%	46 36%	216 28%	202 42%	47 29%	142 28%	196 32%	307 35%	177 29%	468 34%	456 31%	189 37%
Strongly disagree	131 7%	21 8%	11 6%	9 7%	48 6%	34 7%	8 5%	27 5%	34 6%	70 8%	46 7%	85 6%	88 6%	43 8%
Summary														
Top2Box - Agree	1224 61%	179 64%	125 65%	74 57%	500 65%	240 50%	106 66%	341 67%	383 62%	498 57%	393 64%	831 60%	945 63%	279 55%
Low2Box - Disagree	776 39%	99 36%	68 35%	55 43%	264 35%	236 50%	55 34%	168 33%	230 38%	377 43%	223 36%	553 40%	544 37%	232 45%

Detailed tables

LO4_5. (I can't be bothered with things that take me out of my way) Please indicate to what extent you agree/disagree with each of the following statements.

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

		GENDER		AGE					EDUCATION				IMPORTANT IN EVERYDAY DECISIONS		
	Total	Male	Female	18-24	25-34	35-44+	45-54	55+	<HS	HS	Post Sec	Univ Grad	Simplicity	Convenience	Value
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents Weighted	2270	1003	1267	204	396	412	520	738	224	658	1095	293	483	552	1235
	2000	980	1020	204	384	356	440	616	198	578	966	258	418	488	1094
I can't be bothered with things that take me out of my way															
Strongly agree	166 8%	84 9%	82 8%	15 8%	36 9%	34 10%	31 7%	50 8%	28 14% IJ	50 9%	64 7%	24 9%	47 11% N	59 12% N	61 6%
Somewhat agree	842 42%	424 43%	418 41%	82 40%	161 42%	158 44%	198 45%	244 40%	93 47%	234 41%	403 42%	112 43%	185 44% N	245 50% N	413 38%
Somewhat disagree	829 41%	403 41%	426 42%	83 41%	161 42%	150 42%	177 40%	258 42%	67 34%	245 42% H	414 43% H	104 40%	163 39% M	157 32% LM	509 46% LM
Strongly disagree	162 8%	68 7%	94 9%	24 12% E	27 7% E	14 4%	34 8% E	63 10% E	10 5%	49 8%	85 9%	19 7%	23 5% M	27 6% LM	112 10% LM
Summary															
Top2Box - Agree	1009 50%	508 52%	500 49%	97 48%	196 51%	192 54% G	229 52%	294 48%	121 61% IJ	285 49%	467 48%	136 53%	232 55% N	303 62% LN	474 43%
Low2Box - Disagree	991 50%	471 48%	520 51%	107 52%	188 49%	164 46%	211 48%	322 52% E	77 39%	294 51% H	499 52% H	122 47%	186 45% M	185 38% LM	621 57% LM

Detailed tables

LO4_5. (I can't be bothered with things that take me out of my way) Please indicate to what extent you agree/disagree with each of the following statements.

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION		TIME IS MONEY	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids	Agree	Disagree
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents	2270	338	214	165	797	559	197	560	701	1006	680	1590	1679	591
Weighted	2000	278	193	129	764	475	161	510	613	875	616	1384	1489	511
I can't be bothered with things that take me out of my way														
Strongly agree	166 8%	18 6%	9 4%	14 11% B	62 8%	51 11% AB	12 8%	57 11% I	49 8%	59 7%	55 9%	111 8%	138 9% M	28 6%
Somewhat agree	842 42%	103 37%	74 39%	51 39% AB	308 40%	247 52% AB	60 37%	210 41%	266 43%	365 42%	268 44%	574 41%	655 44% M	188 37%
Somewhat disagree	829 41%	126 45% E	93 48% E	57 44% E	330 43% E	158 33% E	66 41%	195 38%	254 41%	380 43%	258 42%	572 41%	589 40% L	240 47% L
Strongly disagree	162 8%	31 11% E	17 9% E	7 6% E	65 8% E	19 4% E	23 14% CDE	47 9%	44 7%	71 8%	35 6%	127 9% J	107 7% L	55 11% L
Summary														
Top2Box - Agree	1009 50%	121 43%	83 43%	64 50% ABCDF	370 48%	298 63% ABCDF	72 45%	267 52%	315 51%	424 48%	323 53%	685 50%	792 53% M	216 42%
Low2Box - Disagree	991 50%	157 57% E	110 57% E	64 50% E	394 52% E	177 37% E	89 55% E	242 48%	298 49%	451 52%	292 47%	699 50%	697 47% L	295 58% L

Detailed tables

LO4_6. (Quality is worth more to me than quantity) Please indicate to what extent you agree/disagree with each of the following statements.

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

		GENDER		AGE					EDUCATION				IMPORTANT IN EVERYDAY DECISIONS		
	Total	Male	Female	18-24	25-34	35-44+	45-54	55+	<HS	HS	Post Sec	Univ Grad	Simplicity	Convenience	Value
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents Weighted	2270	1003	1267	204	396	412	520	738	224	658	1095	293	483	552	1235
	2000	980	1020	204	384	356	440	616	198	578	966	258	418	488	1094
Quality is worth more to me than quantity															
Strongly agree	983	457	526	78	165	186	233	323	80	289	466	148	208	213	562
	49%	47%	52%	38%	43%	52%	53%	52%	40%	50%	48%	57%	50%	44%	51%
Somewhat agree	908	476	432	117	198	143	188	262	90	259	461	98	183	242	483
	45%	49%	42%	58%	52%	40%	43%	42%	45%	45%	48%	38%	44%	50%	44%
Somewhat disagree	78	33	45	6	19	19	13	20	21	22	29	6	21	25	32
	4%	3%	4%	3%	5%	5%	3%	3%	11%	4%	3%	2%	5%	5%	3%
Strongly disagree	30	13	17	3	2	7	6	11	7	7	9	6	5	9	17
	2%	1%	2%	1%	1%	2%	1%	2%	4%	1%	1%	2%	1%	2%	2%
Summary															
Top2Box - Agree	1892	933	958	195	363	329	420	584	170	548	928	246	392	455	1045
	95%	95%	94%	96%	94%	93%	95%	95%	86%	95%	96%	95%	94%	93%	96%
Low2Box - Disagree	108	46	62	9	21	27	20	32	28	30	38	12	26	33	49
	5%	5%	6%	4%	6%	7%	5%	5%	14%	5%	4%	5%	6%	7%	4%

Detailed tables

LO4_6. (Quality is worth more to me than quantity) Please indicate to what extent you agree/disagree with each of the following statements.

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION		TIME IS MONEY	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids	Agree	Disagree
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents Weighted	2270	338	214	165	797	559	197	560	701	1006	680	1590	1679	591
	2000	278	193	129	764	475	161	510	613	875	616	1384	1489	511
Quality is worth more to me than quantity														
Strongly agree	983 49%	146 53%	92 48%	58 45%	384 50%	229 48%	73 46%	235 46%	311 51%	437 50%	275 45%	708 51%	741 50%	242 47%
												J		
Somewhat agree	908 45%	120 43%	89 46%	62 48%	338 44%	222 47%	76 47%	242 47%	275 45%	391 45%	301 49%	607 44%	683 46%	225 44%
											K			
Somewhat disagree	78 4%	7 3%	11 5%	4 3%	29 4%	19 4%	8 5%	25 5%	21 3%	32 4%	31 5%	47 3%	51 3%	27 5%
													L	
Strongly disagree	30 2%	4 2%	1 0	5 4%	12 2%	5 1%	3 2%	8 2%	6 1%	16 2%	8 1%	22 2%	14 1%	16 3%
				BE									L	
Summary														
Top2Box - Agree	1892 95%	267 96%	182 94%	120 93%	722 95%	452 95%	149 93%	476 93%	585 95%	828 95%	576 94%	1316 95%	1424 96%	468 92%
													M	
Low2Box - Disagree	108 5%	11 4%	11 6%	9 7%	42 5%	23 5%	12 7%	33 7%	28 5%	47 5%	40 6%	69 5%	65 4%	43 8%
													L	

Detailed tables

LO4_7. (Time is money) Please indicate to what extent you agree/disagree with each of the following statements.

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

		GENDER		AGE					EDUCATION				IMPORTANT IN EVERYDAY DECISIONS		
	Total	Male	Female	18-24	25-34	35-44+	45-54	55+	<HS	HS	Post Sec	Univ Grad	Simplicity	Convenience	Value
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents Weighted	2270	1003	1267	204	396	412	520	738	224	658	1095	293	483	552	1235
	2000	980	1020	204	384	356	440	616	198	578	966	258	418	488	1094
Time is money															
Strongly agree	473 24%	243 25%	230 23%	45 22%	97 25%	82 23%	104 24%	144 23%	57 29%	134 23%	227 23%	56 22%	83 20%	135 28% L	255 23%
Somewhat agree	1016 51%	507 52%	509 50%	105 51%	180 47%	187 52%	244 55% DG	301 49%	89 45%	296 51%	496 51%	135 52%	214 51%	238 49%	564 52%
Somewhat disagree	431 22%	192 20%	239 23% A	43 21%	83 22%	71 20%	77 17%	157 25% EF	40 20%	124 21%	206 21%	61 24%	102 24%	100 21%	229 21%
Strongly disagree	80 4%	37 4%	43 4%	11 5% G	24 6% G	15 4%	15 4%	14 2%	12 6% K	25 4%	37 4%	6 2%	20 5%	14 3%	46 4%
Summary															
Top2Box - Agree	1489 74%	750 77% B	739 72%	150 74%	277 72%	269 76%	348 79% DG	445 72%	146 74%	429 74%	722 75%	191 74%	296 71%	373 76% L	820 75%
Low2Box - Disagree	511 26%	229 23%	282 28% A	54 26%	107 28% F	87 24%	92 21%	171 28% F	52 26%	149 26%	243 25%	67 26%	122 29% M	115 24%	275 25%

Detailed tables

LO4_7. (Time is money) Please indicate to what extent you agree/disagree with each of the following statements.

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION		TIME IS MONEY	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids	Agree	Disagree
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents Weighted	2270	338	214	165	797	559	197	560	701	1006	680	1590	1679	591
	2000	278	193	129	764	475	161	510	613	875	616	1384	1489	511
Time is money														
Strongly agree	473 24%	60 21%	38 20%	29 22%	191 25%	118 25%	39 24%	113 22%	142 23%	217 25%	148 24%	325 23%	473 32% M	0 -
Somewhat agree	1016 51%	153 55%	105 54%	63 49%	368 48%	244 51%	83 52%	247 48%	321 52%	447 51%	324 53%	692 50%	1016 68% M	0 -
Somewhat disagree	431 22%	51 18%	40 21%	35 27% A	173 23%	97 20%	36 23%	123 24%	127 21%	181 21%	117 19%	314 23%	0 -	431 84% L
Strongly disagree	80 4%	15 5% F	11 6% F	3 2%	33 4%	16 3%	3 2%	27 5%	23 4%	30 3%	27 4%	53 4%	0 -	80 16% L
Summary														
Top2Box - Agree	1489 74%	213 77%	143 74%	91 71%	558 73%	362 76%	122 76%	360 71%	463 76%	664 76% G	472 77%	1017 73%	1489 100% M	0 -
Low2Box - Disagree	511 26%	65 23%	50 26%	38 29%	206 27%	113 24%	39 24%	150 29% I	150 24%	211 24%	144 23%	367 27%	0 -	511 100% L

Detailed tables

LO4. (Top2box Summary) Please indicate to what extent you agree/disagree with each of the following statements.

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

		GENDER		AGE					EDUCATION				IMPORTANT IN EVERYDAY DECISIONS		
	Total	Male	Female	18-24	25-34	35-44+	45-54	55+	<HS	HS	Post Sec	Univ Grad	Simplicity	Convenience	Value
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents Weighted	2270	1003	1267	204	396	412	520	738	224	658	1095	293	483	552	1235
	2000	980	1020	204	384	356	440	616	198	578	966	258	418	488	1094
I like to organize my life to keep things simple	1810	865	945	169	338	326	400	578	176	527	878	229	385	444	981
	91%	88%	93% A	83%	88%	92% C	91% C	94% CD	89%	91%	91%	89%	92%	91%	90%
I love all of the conveniences that today's world offers	1546	760	785	148	282	282	336	497	157	457	743	188	321	406	819
	77%	78%	77%	73%	74%	79%	76%	81% CD	79%	79% K	77%	73%	77%	83% LN	75%
These days you get more value for what you spend	580	310	270	76	113	101	119	172	56	166	285	73	102	170	307
	29%	32% B	26%	37% EFG	29%	28%	27%	28%	28%	29%	29%	28%	24%	35% LN	28%
Life is just too complicated today	1224	593	631	119	256	238	274	337	142	367	576	140	274	301	649
	61%	61%	62%	59%	67% G	67% CG	62% G	55%	72% IJK	63% K	60%	54%	66% N	62%	59%
I can't be bothered with things that take me out of my way	1009	508	500	97	196	192	229	294	121	285	467	136	232	303	474
	50%	52%	49%	48%	51%	54% G	52%	48%	61% IJ	49%	48%	53%	55% N	62% LN	43%
Quality is worth more to me than quantity	1892	933	958	195	363	329	420	584	170	548	928	246	392	455	1045
	95%	95%	94%	96%	94%	93%	95%	95%	86%	95% H	96% H	95% H	94%	93%	96% M
Time is money	1489	750	739	150	277	269	348	445	146	429	722	191	296	373	820
	74%	77% B	72%	74%	72%	76%	79% DG	72%	74%	74%	75%	74%	71%	76% L	75%

Detailed tables

LO4. (Top2box Summary) Please indicate to what extent you agree/disagree with each of the following statements.

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION		TIME IS MONEY	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids	Agree	Disagree
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents Weighted	2270	338	214	165	797	559	197	560	701	1006	680	1590	1679	591
	2000	278	193	129	764	475	161	510	613	875	616	1384	1489	511
I like to organize my life to keep things simple	1810	250	176	113	687	443	141	449	566	792	553	1258	1367	443
	91%	90%	91%	88%	90%	93% CDF	88%	88%	92% G	91%	90%	91%	92% M	87%
I love all of the conveniences that today's world offers	1546	207	146	105	594	371	123	382	469	692	454	1091	1200	345
	77%	74%	76%	82%	78%	78%	76%	75%	77%	79%	74%	79% J	81% M	68%
These days you get more value for what you spend	580	75	45	45	222	144	50	151	180	246	173	407	440	140
	29%	27%	23%	35% B	29%	30% B	31%	30%	29%	28%	28%	29%	30%	27%
Life is just too complicated today	1224	179	125	74	500	240	106	341	383	498	393	831	945	279
	61%	64% E	65% E	57%	65% E	50% E	66% E	67% I	62% I	57%	64% M	60%	63% M	55%
I can't be bothered with things that take me out of my way	1009	121	83	64	370	298	72	267	315	424	323	685	792	216
	50%	43%	43%	50%	48%	63% ABCDF	45%	52%	51%	48%	53%	50%	53% M	42%
Quality is worth more to me than quantity	1892	267	182	120	722	452	149	476	585	828	576	1316	1424	468
	95%	96%	94%	93%	95%	95%	93%	93%	95%	95%	94%	95%	96% M	92%
Time is money	1489	213	143	91	558	362	122	360	463	664	472	1017	1489	0
	74%	77%	74%	71%	73%	76%	76%	71%	76%	76% G	77%	73%	100% M	-

Detailed tables

LO4. (Low2box Summary) Please indicate to what extent you agree/disagree with each of the following statements.

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

		GENDER		AGE					EDUCATION				IMPORTANT IN EVERYDAY DECISIONS		
	Total	Male	Female	18-24	25-34	35-44+	45-54	55+	<HS	HS	Post Sec	Univ Grad	Simplicity	Convenience	Value
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents Weighted															
	2270	1003	1267	204	396	412	520	738	224	658	1095	293	483	552	1235
	2000	980	1020	204	384	356	440	616	198	578	966	258	418	488	1094
I like to organize my life to keep things simple	190	114	75	35	46	30	40	38	22	51	87	29	32	44	113
	9%	12% B	7%	17% EFG	12% G	8%	9%	6%	11%	9%	9%	11%	8%	9%	10%
I love all of the conveniences that today's world offers	454	219	235	56	102	74	104	119	41	121	223	70	97	82	275
	23%	22%	23%	27% G	26% G	21%	24%	19%	21%	21%	23%	27% I	23% M	17%	25% M
These days you get more value for what you spend	1420	669	751	128	272	255	321	444	142	413	681	185	316	317	787
	71%	68%	74% A	63%	71%	72% C	73% C	72% C	72%	71%	71%	72%	76% M	65%	72% M
Life is just too complicated today	776	386	389	85	128	118	166	279	56	212	390	119	143	187	445
	39%	39%	38%	41% E	33%	33%	38%	45% DEF	28%	37% H	40% H	46% HI	34%	38%	41% L
I can't be bothered with things that take me out of my way	991	471	520	107	188	164	211	322	77	294	499	122	186	185	621
	50%	48%	51%	52%	49%	46%	48%	52% E	39%	51% H	52% H	47%	45% M	38%	57% LM
Quality is worth more to me than quantity	108	46	62	9	21	27	20	32	28	30	38	12	26	33	49
	5%	5%	6%	4%	6%	7%	5%	5%	14% IJK	5%	4%	5%	6%	7% N	4%
Time is money	511	229	282	54	107	87	92	171	52	149	243	67	122	115	275
	26%	23%	28% A	26%	28% F	24%	21%	28% F	26%	26%	25%	26%	29% M	24%	25%

LO4. (Low2box Summary) Please indicate to what extent you agree/disagree with each of the following statements.

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION		TIME IS MONEY	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids	Agree	Disagree
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents Weighted	2270	338	214	165	797	559	197	560	701	1006	680	1590	1679	591
	2000	278	193	129	764	475	161	510	613	875	616	1384	1489	511
I like to organize my life to keep things simple	190	28	17	16	77	32	20	61	47	83	63	127	122	68
	9%	10%	9%	12% E	10% E	7%	12% E	12% H	8%	9%	10%	9%	8%	13% L
I love all of the conveniences that today's world offers	454	71	47	23	170	104	38	128	144	183	162	293	289	166
	23%	26%	24%	18%	22%	22%	24%	25%	23%	21%	26% K	21%	19%	32% L
These days you get more value for what you spend	1420	203	149	84	542	331	111	359	433	629	443	977	1049	371
	71%	73%	77% CE	65%	71%	70%	69%	70%	71%	72%	72%	71%	70%	73%
Life is just too complicated today	776	99	68	55	264	236	55	168	230	377	223	553	544	232
	39%	36%	35%	43%	35%	50% ABDF	34%	33%	38%	43% GH	36%	40%	37%	45% L
I can't be bothered with things that take me out of my way	991	157	110	64	394	177	89	242	298	451	292	699	697	295
	50%	57% E	57% E	50% E	52% E	37%	55% E	48%	49%	52%	47%	50%	47%	58% L
Quality is worth more to me than quantity	108	11	11	9	42	23	12	33	28	47	40	69	65	43
	5%	4%	6%	7%	5%	5%	7%	7%	5%	5%	6%	5%	4%	8% L
Time is money	511	65	50	38	206	113	39	150	150	211	144	367	0	511
	26%	23%	26%	29%	27%	24%	24%	29% I	24%	24%	23%	27%	-	100% L

LO5. What have you done recently to simplify your life?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G - H/I/J/K - L/M/N
Overlap formulae used. * small base

		GENDER		AGE					EDUCATION				IMPORTANT IN EVERYDAY DECISIONS		
	Total	Male	Female	18-24	25-34	35-44+	45-54	55+	<HS	HS	Post Sec	Univ Grad	Simplicity	Convenience	Value
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents (Excluding DKs) Weighted	1285	504	781	97	194	221	304	469	94	355	644	192	281	306	698
	1112	483	629	92*	186	190	253	392	82*	309	554	166	240	268	604
Became more organized/ bought an organizer	172	52	121	24	32	36	35	45	16	36	94	26	40	39	94
	15%	11%	19% A	26% FG	17%	19% G	14%	12%	20% I	12%	17% I	16%	17%	14%	16%
Cleaned house/ clutter	111	19	93	8	15	14	31	43	8	24	54	25	17	19	76
	10%	4%	15% A	9%	8%	7%	12%	11%	9%	8%	10%	15% I	7%	7%	13% LM
Stopped worrying about the small things/ reduce stress	98	39	59	5	10	10	31	43	7	36	43	13	31	25	42
	9%	8%	9%	5%	5%	5%	12% DE	11% DE	8%	12% J	8%	8%	13% N	9%	7%
Retired/ quit work	90	47	42	1	11	4	5	69	8	28	38	15	15	19	55
	8%	10%	7%	1%	6% CF	2%	2%	18% CDEF	9%	9%	7%	9%	6%	7%	9%
Cut down/ reduce workload (get help/ hire help/ say no)	89	38	51	4	11	14	30	31	3	24	48	14	22	12	55
	8%	8%	8%	4%	6%	7%	12% CD	8%	4%	8%	9%	8%	9% M	4%	9% M
Personal time/ vacation	82	34	48	4	11	17	20	30	5	25	42	10	20	15	48
	7%	7%	8%	4%	6%	9%	8%	8%	6%	8%	8%	6%	8%	5%	8%
Moved/ bought a new home	57	24	33	6	10	10	12	20	3	15	37	2	10	13	34
	5%	5%	5%	6%	5%	5%	5%	5%	3%	5% K	7% K	1%	4%	5%	6%
Became more financially responsible	53	27	27	5	12	12	12	12	3	9	33	9	8	15	31
	5%	5%	4%	5%	6%	6% G	5%	3%	3%	3%	6% I	5%	3%	6%	5%
Started banking online	52	22	30	1	16	7	14	14	4	8	32	8	7	14	31
	5%	5%	5%	1%	9% CEG	4%	5%	4%	5%	2%	6% I	5%	3%	5%	5%
Made better use of my computer/ the internet	46	21	26	4	3	8	7	25	3	14	25	5	6	13	27
	4%	4%	4%	4%	2%	4%	3%	6% DF	3%	5%	4%	3%	3%	5%	5%
Changed jobs/ careers	43	19	25	5	8	9	15	7	5	14	20	5	5	12	26
	4%	4%	4%	6% G	4%	5% G	6% G	2%	6%	4%	4%	3%	2%	5%	4%
Started an exercise regimen	28	12	16	1	4	6	8	10	1	13	10	4	5	7	16
	3%	2%	3%	1%	2%	3%	3%	3%	1%	4% J	2%	3%	2%	2%	3%
Moved for convenience closer to work/ shopping/ banks	23	7	16	5	4	3	5	7	1	8	10	4	2	14	7
	2%	2%	3%	5%	2%	2%	2%	2%	2%	3%	2%	2%	1%	5% LN	1%
Consolidated debt	23	14	9	0	4	7	7	4	1	4	10	8	3	4	16
	2%	3%	1%	-	2%	4% G	3%	1%	1%	1%	2%	5% IJ	1%	1%	3%

LO5. What have you done recently to simplify your life?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G - H/I/J/K - L/M/N
Overlap formulae used. * small base

		GENDER		AGE					EDUCATION				IMPORTANT IN EVERYDAY DECISIONS		
	Total	Male	Female	18-24	25-34	35-44+	45-54	55+	<HS	HS	Post Sec	Univ Grad	Simplicity	Convenience	Value
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Bought a new vehicle	21 2%	7 1%	14 2%	4 5% G	4 2%	2 1%	6 2%	5 1%	2 2% K	10 3% K	9 2%	0 -	7 3%	6 2%	9 1%
Consolidated my banking/ financial services	19 2%	12 3%	7 1%	3 3%	3 2%	1 0	8 3% EG	4 1%	1 1%	5 2%	8 1%	5 3%	6 3%	5 2%	9 1%
Downsized	18 2%	5 1%	13 2%	0 -	1 1%	2 1%	6 2%	9 2%	1 1%	1 0	13 2% I	4 2% I	4 2%	4 1%	10 2%
Paid off debts/ bills/ mortgage	17 2%	12 3% B	5 1%	0 -	4 2%	4 2%	6 2%	4 1%	1 1%	8 3% J	5 1%	3 2%	5 2%	2 1%	11 2%
Purchased an appliance	17 2%	7 2%	10 2%	0 -	2 1%	5 3%	4 2%	6 2%	1 1%	7 2%	9 2%	1 0	3 1%	5 2%	9 1%
Retirement/ estate planning	17 2%	10 2%	7 1%	1 1%	2 1%	4 2%	3 1%	7 2%	1 1%	8 3%	7 1%	1 1%	7 3%	2 1%	8 1%
Changed my marital status	16 1%	10 2%	6 1%	0 -	2 1%	5 2%	5 2%	5 1%	2 2%	3 1%	6 1%	5 3% IJ	3 1%	5 2%	9 1%
Renovated/ renovating	15 1%	6 1%	9 1%	0 -	1 0	2 1%	6 2%	6 1%	2 2%	3 1%	7 1%	2 1%	5 2%	1 0	9 1%
Only purchase/ buy what is needed	15 1%	4 1%	11 2%	1 1%	1 0	1 0	5 2%	7 2%	1 1%	4 1%	9 2%	1 0	5 2%	4 2%	6 1%
Prioritize	13 1%	6 1%	7 1%	1 2%	3 2%	1 0	4 2%	4 1%	1 1%	3 1%	6 1%	3 2%	4 2%	3 1%	6 1%
Prepared a budget	13 1%	8 2%	5 1%	2 2%	7 4% FG	2 1%	2 1%	1 0	1 1%	2 1%	6 1%	5 3% I	2 1%	4 1%	7 1%
Cancelled/ down graded utilities (home/ cell phone, cable)	13 1%	7 1%	6 1%	2 3%	2 1%	2 1%	5 2%	2 1%	0 -	2 1%	6 1%	4 2%	3 1%	4 2%	6 1%
Bought a new computer/ laptop	11 1%	6 1%	5 1%	2 2%	1 0	4 2%	2 1%	2 1%	2 2%	2 1%	5 1%	2 1%	3 1%	2 1%	7 1%
Changed financial institutions/ banks	11 1%	3 1%	8 1%	0 -	3 1%	1 1%	1 1%	6 1%	0 -	3 1%	6 1%	2 1%	1 0	4 1%	7 1%

LO5. What have you done recently to simplify your life?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G - H/I/J/K - L/M/N
Overlap formulae used. * small base

		GENDER		AGE					EDUCATION				IMPORTANT IN EVERYDAY DECISIONS		
	Total	Male	Female	18-24	25-34	35-44+	45-54	55+	<HS	HS	Post Sec	Univ Grad	Simplicity	Convenience	Value
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Started eating better	10 1%	3 1%	7 1%	0 -	4 2% F	2 1%	0 -	4 1%	1 1%	0 -	7 1% I	2 2% I	2 1%	4 1%	5 1%
Cut down on time spent cooking/ menu planning	9 1%	0 -	9 1% A	1 1%	1 1%	3 1% G	4 2% G	1 0	0 -	0 -	7 1% I	2 1% I	3 1%	2 1%	4 1%
Using public transportation	9 1%	4 1%	5 1%	0 -	2 1%	1 0	1 1%	5 1%	2 2%	1 0	5 1%	1 1%	2 1%	3 1%	4 1%
Engage in a healthy lifestyle	7 1%	2 0	6 1%	0 -	2 1%	2 1%	2 1%	2 0	0 -	1 0	6 1%	1 0	2 1%	2 1%	4 1%
Purchased a home/ cell phone	7 1%	2 0	5 1%	0 -	1 1%	2 1%	1 0	3 1%	2 2% J	2 1%	1 0	2 1%	1 0	2 1%	5 1%
Sold car	7 1%	4 1%	2 0	1 1%	1 1%	1 0	0 -	4 1%	0 -	0 -	5 1%	2 1%	3 1% N	3 1% N	0 -
Using telephone banking	6 1%	1 0	5 1%	1 1%	3 2%	0 -	1 0	2 0	1 1%	3 1%	2 0	1 0	0 -	2 1%	5 1%
Other mentions	155 14%	82 17% B	72 11%	14 15%	30 16%	30 16%	28 11%	54 14%	13 16%	51 17%	71 13%	19 11%	39 16% N	51 19% N	64 11%

LO5. What have you done recently to simplify your life?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K - L/M
Overlap formulae used. * small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION		TIME IS MONEY	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids	Agree	Disagree
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents (Excluding DKs) Weighted	1285	194	119	95	448	316	113	293	389	603	340	945	954	331
	1112	152	108	75*	416	271	89	260	335	517	300	812	832	280
Became more organized/ bought an organizer	172	25	22	9	70	31	15	33	59	80	59	113	130	42
	15%	16%	20% E	12%	17% E	11%	17%	13%	18%	16%	20% K	14%	16%	15%
Cleaned house/ clutter	111	21	17	12	41	10	10	23	26	63	30	82	83	29
	10%	14% E	16% E	16% E	10% E	4%	11% E	9%	8%	12% H	10% 10%	10%	10%	10%
Stopped worrying about the small things/ reduce stress	98	6	4	5	30	46	7	30	28	40	20	78	65	33
	9%	4%	4%	6%	7%	17% ABCDF	8%	12%	8%	8%	7%	10%	8%	12% L
Retired/ quit work	90	15	11	8	38	12	6	13	31	46	14	76	62	27
	8%	10% E	10% E	10% E	9% E	4%	7%	5%	9% G	9% G	5% 5%	9% J	7% 7%	10%
Cut down/ reduce workload (get help/ hire help/ say no)	89	21	12	7	26	18	5	19	21	49	26	63	66	22
	8%	13% DEF	12%	10%	6%	7%	5%	7%	6%	9%	9%	8%	8%	8%
Personal time/ vacation	82	10	3	2	26	34	6	17	28	37	31	51	64	18
	7%	6%	3%	3%	6%	13% ABCD	7%	6%	8%	7%	10% K	6%	8%	6%
Moved/ bought a new home	57	7	10	3	21	14	2	13	17	28	7	50	41	16
	5%	4%	9% F	4%	5%	5%	3%	5%	5%	5%	2% 2%	6% J	5% 5%	6%
Became more financially responsible	53	8	3	4	22	14	3	11	17	26	17	37	41	13
	5%	5%	3%	5%	5%	5%	3%	4%	5%	5%	6%	5%	5%	5%
Started banking online	52	10	6	4	21	7	5	8	17	26	13	39	38	13
	5%	7% E	5%	5%	5%	3%	5%	3%	5%	5%	4%	5%	5%	5%
Made better use of my computer/ the internet	46	8	6	2	21	8	2	16	12	19	5	41	39	8
	4%	5%	5%	2%	5%	3%	3%	6%	4%	4%	2%	5% J	5%	3%
Changed jobs/ careers	43	8	4	3	18	8	2	13	11	19	14	30	35	8
	4%	5%	4%	3%	4%	3%	2%	5%	3%	4%	5%	4%	4%	3%

LO5. What have you done recently to simplify your life?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K - L/M
Overlap formulae used. * small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION		TIME IS MONEY	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids	Agree	Disagree
		A	B	C	D	E	F	G	H	I	J	K	L	M
Started an exercise regimen	28 3%	5 3%	3 3%	2 2%	9 2%	6 2%	4 4%	11 4%	8 2%	10 2%	6 2%	22 3%	16 2%	12 4%
Moved for convience closer to work/ shopping/ banks	23 2%	2 2%	1 1%	2 3%	14 3%	0 -	4 5%	7 3%	1 0	15 3%	9 3%	14 2%	20 2%	3 1%
Consolidated debt	23 2%	3 2%	1 1%	2 3%	13 3%	1 0	2 2%	1 0	9 3%	13 3%	6 2%	17 2%	20 2%	3 1%
Bought a new vehicle	21 2%	2 1%	2 2%	2 3%	9 2%	4 2%	2 2%	7 3%	3 1%	11 2%	4 1%	18 2%	14 2%	7 3%
Consolidated my banking/ financial services	19 2%	1 0	1 1%	2 2%	10 2%	7 2%	0 -	3 1%	7 2%	10 2%	3 1%	17 2%	15 2%	4 2%
Downsized	18 2%	5 3%	1 1%	2 2%	9 2%	1 0	0 -	2 1%	4 1%	11 2%	3 1%	15 2%	13 2%	5 2%
Paid off debts/ bills/ mortgage	17 2%	2 1%	4 4%	2 2%	8 2%	1 0	1 1%	5 2%	5 1%	8 2%	7 2%	10 1%	14 2%	4 1%
Purchased an appliance	17 2%	2 1%	0 -	1 1%	6 2%	6 2%	2 2%	3 1%	5 2%	9 2%	7 2%	10 1%	14 2%	3 1%
Retirement/ estate planning	17 2%	1 1%	1 1%	0 -	7 2%	6 2%	2 3%	5 2%	5 2%	7 1%	4 1%	13 2%	13 2%	4 1%
Changed my marital status	16 1%	2 1%	3 2%	1 2%	3 1%	7 2%	1 1%	4 2%	6 2%	6 1%	7 2%	9 1%	11 1%	5 2%
Renovated/ renovating	15 1%	1 0	2 2%	3 4%	3 1%	5 2%	1 1%	3 1%	5 1%	7 1%	5 2%	10 1%	10 1%	5 2%
Only purchase/ buy what is needed	15 1%	2 1%	1 1%	1 1%	8 2%	2 1%	1 1%	3 1%	3 1%	8 2%	2 1%	13 2%	11 1%	3 1%
Prioritize	13 1%	2 1%	0 -	0 -	10 3%	1 0	0 -	3 1%	2 1%	8 2%	5 2%	8 1%	12 1%	2 1%
Prepared a budget	13 1%	1 0	2 2%	0 -	6 2%	4 1%	0 -	2 1%	6 2%	5 1%	4 1%	9 1%	9 1%	4 1%
Cancelled/ down graded utilities (home/ cell phone, cable)	13 1%	1 1%	1 1%	0 -	8 2%	2 1%	0 -	3 1%	5 1%	5 1%	3 1%	10 1%	8 1%	5 2%

LO5. What have you done recently to simplify your life?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K - L/M
Overlap formulae used. * small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION		TIME IS MONEY	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids	Agree	Disagree
		A	B	C	D	E	F	G	H	I	J	K	L	M
Bought a new computer/ laptop	11 1%	3 2%	1 1%	0 -	3 1%	3 1%	1 1%	5 2%	4 1%	2 0	1 0	10 1%	8 1%	3 1%
Changed financial institutions/ banks	11 1%	1 0	0 -	1 1%	5 1%	4 1%	0 -	0 -	5 2% G	5 1%	3 1%	8 1%	9 1%	1 1%
Started eating better	10 1%	3 2%	0 -	0 -	2 0	3 1%	2 3% D	3 1%	3 1%	4 1%	2 1%	9 1%	9 1%	2 1%
Cut down on time spent cooking/ menu planning	9 1%	1 1% D	1 1%	1 1% D	0 -	4 2% D	2 3% D	1 1%	3 1%	5 1%	3 1%	7 1%	7 1%	2 1%
Using public transportation	9 1%	1 1%	1 1%	2 3% D	2 0	2 1%	0 -	3 1%	2 1%	3 1%	3 1%	6 1%	5 1%	4 1%
Engage in a healthy lifestyle	7 1%	1 1%	0 -	1 1%	3 1%	2 1%	0 -	3 1%	2 1%	2 0	3 1%	4 1%	5 1%	2 1%
Purchased a home/ cell phone	7 1%	3 2% E	1 1%	0 -	3 1%	0 -	1 1%	3 1%	1 0	3 1%	2 1%	5 1%	6 1%	1 1%
Sold car	7 1%	1 0	0 -	1 1%	2 0	3 1%	1 1%	0 -	4 1%	3 1%	1 0	6 1%	6 1%	1 0
Using telephone banking	6 1%	0 -	2 2% E	1 1%	3 1%	0 -	1 1%	3 1% H	0 -	3 1%	2 1%	4 0	1 0	6 2% L
Other mentions	155 14%	13 8%	14 12%	12 16% A	52 13%	47 17% A	17 19% A	46 18% I	44 13%	64 12%	40 13%	114 14%	114 14%	41 15%

LO8. Thinking specifically about your personal finances, what have you done recently to simplify your life financially?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G - H/I/J/K - L/M/N
Overlap formulae used. * small base

		GENDER		AGE					EDUCATION				IMPORTANT IN EVERYDAY DECISIONS		
	Total	Male	Female	18-24	25-34	35-44+	45-54	55+	<HS	HS	Post Sec	Univ Grad	Simplicity	Convenience	Value
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents (Excluding DKs) Weighted	1131	446	685	91	206	203	262	369	84	300	572	175	237	284	610
	986	431	555	85*	194	175	220	312	73*	263	497	153	206	250	531
Online banking	123 12%	42 10%	81 15% A	13 15%	26 13%	18 11%	24 11%	43 14%	6 8%	24 9%	76 15% I	18 12%	23 11%	34 14%	66 12%
Made better/ cheaper purchasing decisions	119 12%	45 10%	74 13%	13 16%	20 10%	17 10%	24 11%	44 14%	12 17% K	44 17% JK	52 10%	10 7%	23 11%	32 13%	64 12%
Started saving/ investing	106 11%	44 10%	62 11%	13 15%	24 12%	17 9%	18 8%	34 11%	14 19% JK	34 13%	46 9%	13 8%	21 10%	26 10%	59 11%
Paid off debts/ bills/ mortgages	105 11%	49 11%	56 10%	3 4%	23 12% C	20 11% C	34 15% CG	26 8%	9 12%	40 15% J	41 8%	15 10%	27 13%	19 8%	59 11%
Consolidated bank accounts/ fees/ services	95 10%	47 11%	48 9%	9 11%	14 7%	11 6%	22 10%	39 12% E	1 1%	20 7% H	47 9% H	27 18% HIJ	17 8%	22 9%	55 10%
Hired a financial advisor/ planner	86 9%	32 7%	54 10%	3 3%	11 6%	9 5%	18 8%	45 14% CDEF	2 3%	12 4%	47 9% I	25 16% HIJ	16 8%	16 6%	54 10%
Consolidated debts/ bills	65 7%	27 6%	38 7%	3 3%	21 11% CG	16 9% G	14 6%	11 3%	4 6%	15 6%	36 7%	10 7%	14 7%	11 4%	40 8%
Prepared a budget	62 6%	23 5%	39 7%	7 9%	13 7%	11 7%	9 4%	20 7%	5 7%	13 5%	34 7%	10 7%	9 4%	19 8%	34 6%
Invested in RRSPs	61 6%	27 6%	33 6%	2 2%	18 9% CG	13 7% G	20 9% CG	9 3%	4 6%	19 7%	32 6%	6 4%	17 8%	12 5%	32 6%
Stopped/ decreased use of credit cards	57 6%	21 5%	36 6%	3 3%	9 5%	13 7%	16 7%	16 5%	4 6%	12 5%	32 7%	8 5%	13 6%	16 7%	28 5%
Automated deposit/ bill payments	33 3%	17 4%	17 3%	5 6%	8 4%	8 5%	6 3%	6 2%	3 4%	9 3%	18 4%	4 3%	7 4%	14 6% N	12 2%
Found a (better) job	33 3%	14 3%	19 3%	6 7% G	6 3%	7 4%	7 3%	7 2%	1 1%	13 5%	16 3%	3 2%	6 3%	9 4%	18 3%
Applied for lower interest rate/ lower charges/ line of credit/ credit card	32 3%	15 3%	17 3%	3 3%	5 2%	5 3%	9 4%	10 3%	3 4%	4 2%	23 5% IK	2 1%	8 4%	6 2%	18 3%
Changed bank/ investment	20 2%	12 3%	8 1%	1 2%	3 2%	3 2%	4 2%	8 3%	1 2%	4 2%	9 2%	5 3%	2 1%	5 2%	13 2%

LO8. Thinking specifically about your personal finances, what have you done recently to simplify your life financially?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G - H/I/J/K - L/M/N
Overlap formulae used. * small base

		GENDER		AGE					EDUCATION				IMPORTANT IN EVERYDAY DECISIONS		
	Total	Male	Female	18-24	25-34	35-44+	45-54	55+	<HS	HS	Post Sec	Univ Grad	Simplicity	Convenience	Value
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Work more	20 2%	9 2%	11 2%	2 3%	2 1%	6 4%	6 3%	4 1%	4 5%	6 2%	7 2%	2 2%	1 0	3 1%	16 3%
Started planning for retirement	17 2%	8 2%	9 2%	0 -	1 0	2 1%	3 1%	11 3%	0 -	5 2%	10 2%	2 1%	2 1%	8 3%	7 1%
Consolidate (general)	16 2%	7 2%	9 2%	0 -	4 2%	5 3%	3 1%	4 1%	1 1%	6 2%	7 1%	2 1%	6 3%	2 1%	7 1%
Re-mortgaged home	12 1%	9 2%	3 1%	0 -	2 1%	4 2%	4 2%	3 1%	1 1%	4 2%	6 1%	1 1%	3 2%	2 1%	6 1%
Walk more/ drive less	10 1%	6 1%	5 1%	3 3%	2 1%	1 0	3 1%	2 0	0 -	3 1%	7 1%	1 1%	5 3%	3 1%	2 0
Other mentions	96 10%	44 10%	51 9%	11 13%	18 9%	19 11%	16 7%	32 10%	8 11%	29 11%	48 10%	11 7%	24 11%	34 13%	38 7%

LO8. Thinking specifically about your personal finances, what have you done recently to simplify your life financially?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K - L/M
Overlap formulae used. * small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION		TIME IS MONEY	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids	Agree	Disagree
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents (Excluding DKs)	1131	140	115	85	417	291	83	226	359	546	325	806	842	289
Weighted	986	109	103	66*	392	248	68*	199	310	477	289	698	740	246
Online banking	123 12%	14 13%	16 15%	8 11%	52 13%	23 9%	11 16%	19 10%	38 12%	66 14%	31 11%	92 13%	94 13%	30 12%
Made better/ cheaper purchasing decisions	119 12%	14 13%	11 11%	6 10%	45 11%	36 14%	7 10%	47 24% HI	42 14% I	29 6%	31 11%	88 13%	88 12%	30 12%
Started saving/ investing	106 11%	10 9%	8 8%	8 12%	48 12%	24 10%	8 11%	19 9%	38 12%	49 10%	26 9%	80 12%	74 10%	32 13%
Paid off debts/ bills/ mortgages	105 11%	18 16% EF	13 12%	7 10%	47 12% E	16 6%	4 6%	28 14% I	35 11%	42 9%	40 14% K	65 9%	78 11%	27 11%
Consolidated bank accounts/ fees/ services	95 10%	11 10%	15 14% E	9 13%	38 10%	18 7%	5 7%	12 6%	24 8%	59 12% GH	22 7%	73 11%	70 9%	25 10%
Hired a financial advisor/ planner	86 9%	12 11% B	4 4%	10 15% B	36 9%	20 8%	4 6%	6 3%	23 7% G	57 12% GH	12 4%	74 11% J	62 8%	23 10%
Consolidated debts/ bills	65 7%	6 6%	9 9% E	5 8% E	29 7% E	6 2%	9 13% E	3 2%	21 7% G	41 9% G	31 11% K	34 5%	51 7%	14 6%
Prepared a budget	62 6%	6 5%	7 7%	4 7%	24 6%	16 6%	5 8%	13 7%	22 7%	27 6%	21 7%	40 6%	42 6%	20 8%
Invested in RRSPs	61 6%	4 4%	6 6%	4 5%	26 7%	17 7%	3 4%	6 3%	23 7% G	31 7%	21 7%	40 6%	49 7%	12 5%
Stopped/ decreased use of credit cards	57 6%	9 8%	6 5%	4 6%	19 5%	14 5%	5 8%	6 3%	18 6%	33 7% G	21 7%	36 5%	43 6%	14 6%
Automated deposit/ bill payments	33 3%	3 3%	2 1%	4 6%	15 4%	9 3%	1 2%	6 3%	12 4%	15 3%	12 4%	21 3%	21 3%	12 5%
Found a (better) job	33 3%	3 3%	2 1%	2 3%	14 3%	7 3%	6 9% ABDE	10 5%	10 3%	12 3%	14 5%	19 3%	23 3%	10 4%
Applied for lower interest rate/ lower charges/ line of credit/ credit card	32 3%	3 3%	5 5%	1 1%	14 3%	6 2%	3 5%	5 3%	10 3%	16 3%	9 3%	23 3%	24 3%	7 3%
Changed bank/ investment	20 2%	4 3%	2 2%	1 1%	7 2%	5 2%	1 1%	3 1%	7 2%	11 2%	5 2%	15 2%	16 2%	4 2%

LO8. Thinking specifically about your personal finances, what have you done recently to simplify your life financially?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K - L/M
Overlap formulae used. * small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION		TIME IS MONEY	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids	Agree	Disagree
		A	B	C	D	E	F	G	H	I	J	K	L	M
Work more	20 2%	1 1%	4 4%	2 2%	5 1%	7 3%	1 1%	5 2%	8 3%	6 1%	6 2%	14 2%	15 2%	5 2%
Started planning for retirement	17 2%	1 1%	4 4%	2 2%	7 2%	3 1%	1 1%	2 1%	8 2%	7 1%	2 1%	15 2%	11 2%	5 2%
Consolidate (general)	16 2%	2 2%	1 1%	1 1%	7 2%	4 2%	1 2%	1 0	10 3% G	6 1%	7 2%	9 1%	11 1%	5 2%
Re-mortgaged home	12 1%	2 1%	1 1%	1 1%	4 1%	4 2%	0 -	1 0	7 2%	4 1%	4 2%	8 1%	8 1%	4 2%
Walk more/ drive less	10 1%	1 1%	0 -	0 -	4 1%	4 2%	2 3%	3 2%	2 0	6 1%	5 2%	5 1%	8 1%	3 1%
Other mentions	96 10%	9 9%	6 6%	4 6%	26 7%	48 19% ABCD	2 3%	36 18% HI	21 7%	39 8%	25 9%	71 10%	73 10%	22 9%

Detailed tables

LO9_1. (You get what you pay for) Still thinking about your personal banking, finances, and investments, please indicate to what extent you agree/disagree with each of the following statements.

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

		GENDER		AGE					EDUCATION				IMPORTANT IN EVERYDAY DECISIONS		
	Total	Male	Female	18-24	25-34	35-44+	45-54	55+	<HS	HS	Post Sec	Univ Grad	Simplicity	Convenience	Value
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents Weighted	2270	1003	1267	204	396	412	520	738	224	658	1095	293	483	552	1235
	2000	980	1020	204	384	356	440	616	198	578	966	258	418	488	1094
You get what you pay for															
Strongly agree	525 26%	257 26%	268 26%	36 18%	92 24%	88 25%	116 26% C	194 31% CDE	59 30% K	165 29% K	250 26% K	51 20%	102 24%	129 26%	294 27%
Somewhat agree	911 46%	438 45%	473 46%	96 47%	157 41%	163 46%	196 45%	300 49% D	87 44%	258 45%	445 46%	121 47%	187 45%	210 43%	514 47%
Somewhat disagree	448 22%	225 23%	223 22%	63 31% EFG	102 27% G	83 23% G	98 22% G	103 17%	42 21%	122 21%	216 22%	68 26%	98 23%	116 24%	235 21%
Strongly disagree	115 6%	60 6%	55 5%	9 4%	34 9%	23 6% G	30 7% G	19 3% G	10 5%	33 6%	55 6%	17 7%	31 7% N	33 7%	51 5%
Summary															
Top2Box - Agree	1437 72%	695 71%	742 73%	132 65%	248 65%	251 70%	312 71% D	494 80% CDEF	146 74%	423 73%	695 72%	173 67%	289 69%	339 69%	808 74%
Low2Box - Disagree	563 28%	285 29%	279 27%	72 35% G	136 35% FG	105 30% G	128 29% G	122 20%	52 26%	155 27%	271 28%	85 33%	128 31%	149 31%	286 26%

Detailed tables

LO9_1. (You get what you pay for) Still thinking about your personal banking, finances, and investments, please indicate to what extent you agree/disagree with each of the following statements.

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION		TIME IS MONEY	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids	Agree	Disagree
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents	2270	338	214	165	797	559	197	560	701	1006	680	1590	1679	591
Weighted	2000	278	193	129	764	475	161	510	613	875	616	1384	1489	511
You get what you pay for														
Strongly agree	525 26%	84 30% E	61 32% E	39 30% E	231 30% E	57 12% E	54 34% E	129 25%	165 27%	230 26%	149 24%	376 27%	424 28% M	101 20%
Somewhat agree	911 46%	137 49% E	81 42% E	69 53% BE	367 48% E	185 39% ABCDF	73 45%	228 45%	279 46%	403 46%	278 45%	633 46%	681 46%	230 45%
Somewhat disagree	448 22%	46 17%	40 21%	18 14%	131 17%	185 39% ABCDF	29 18%	117 23%	131 21%	200 23%	143 23%	306 22%	304 20%	145 28% L
Strongly disagree	115 6%	11 4%	11 6%	4 3%	35 5%	49 10% ACDF	5 3%	36 7%	38 6%	41 5%	45 7% K	69 5%	80 5%	35 7%
Summary														
Top2Box - Agree	1437 72%	220 79% E	142 74% E	107 83% BE	598 78% E	241 51%	127 79% E	357 70%	444 72%	634 72%	428 69%	1009 73%	1105 74% M	331 65%
Low2Box - Disagree	563 28%	58 21%	51 26% C	21 17%	166 22%	234 49% ABCDF	33 21%	153 30%	169 28%	241 28%	188 31%	375 27%	384 26%	180 35% L

Detailed tables

LO9_2. (It's easy to spend your money away if you don't pay attention to the fine print) Still thinking about your personal banking, finances, and investments, please indicate to what extent you agree/disagree with each of the following statements.

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

Overlap formulae used.

		GENDER		AGE					EDUCATION				IMPORTANT IN EVERYDAY DECISIONS		
	Total	Male	Female	18-24	25-34	35-44+	45-54	55+	<HS	HS	Post Sec	Univ Grad	Simplicity	Convenience	Value
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents	2270	1003	1267	204	396	412	520	738	224	658	1095	293	483	552	1235
Weighted	2000	980	1020	204	384	356	440	616	198	578	966	258	418	488	1094
It's easy to spend your money away if you don't pay attention to the fine print															
Strongly agree	972 49%	440 45%	532 52% A	81 39%	212 55% CEF	170 48%	201 46%	308 50% C	108 55% K	294 51% K	462 48%	109 42%	193 46%	227 46%	552 50%
Somewhat agree	889 44%	473 48% B	416 41%	107 52% DG	150 39%	167 47% D	201 46% D	265 43%	74 37%	249 43%	444 46% H	122 47% H	194 46%	232 48%	464 42%
Somewhat disagree	107 5%	53 5%	55 5%	15 7%	20 5%	16 5%	27 6%	29 5%	11 6%	25 4%	47 5%	23 9% IJ	24 6%	23 5%	61 6%
Strongly disagree	31 2%	14 1%	17 2%	1 1%	3 1%	2 1%	11 2% E	14 2%	4 2%	10 2%	13 1%	4 1%	7 2%	7 1%	17 2%
Summary															
Top2Box - Agree	1862 93%	913 93%	949 93%	188 92%	361 94%	337 95%	402 91%	573 93%	182 92%	543 94% K	906 94% K	231 89%	387 93%	458 94%	1016 93%
Low2Box - Disagree	138 7%	67 7%	72 7%	17 8%	23 6%	19 5%	38 9%	43 7%	16 8%	35 6%	60 6%	27 11% IJ	31 7%	29 6%	78 7%

Detailed tables

LO9_2. (It's easy to spend your money away if you don't pay attention to the fine print) Still thinking about your personal banking, finances, and investments, please indicate to what extent you agree/disagree with each of the following statements.

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

Overlap formulae used.

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION		TIME IS MONEY	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids	Agree	Disagree
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents Weighted	2270	338	214	165	797	559	197	560	701	1006	680	1590	1679	591
	2000	278	193	129	764	475	161	510	613	875	616	1384	1489	511
It's easy to spend your money away if you don't pay attention to the fine print														
Strongly agree	972 49%	137 49%	87 45%	57 45%	395 52% E	216 45%	81 50%	257 50%	312 51%	402 46%	300 49%	673 49%	746 50% M	226 44%
Somewhat agree	889 44%	123 44%	95 49%	60 47%	318 42%	223 47%	70 43%	223 44%	266 43%	399 46%	280 45%	610 44%	649 44%	241 47%
Somewhat disagree	107 5%	12 4%	9 5%	9 7%	40 5%	30 6%	8 5%	19 4%	27 4%	61 7% GH	30 5%	77 6%	73 5%	35 7%
Strongly disagree	31 2%	7 3%	3 1%	2 1%	12 2%	6 1%	2 1%	11 2%	9 1%	12 1%	6 1%	25 2%	21 1%	10 2%
Summary														
Top2Box - Agree	1862 93%	259 93%	182 94%	118 92%	713 93%	439 92%	151 94%	480 94%	578 94% I	802 92%	579 94%	1282 93%	1395 94%	467 91%
Low2Box - Disagree	138 7%	19 7%	11 6%	11 8%	51 7%	36 8%	10 6%	30 6%	35 6%	73 8% H	37 6%	102 7%	94 6%	44 9%

Detailed tables

LO9_3. (It's important to keep track of all the little expenses that add up) Still thinking about your personal banking, finances, and investments, please indicate to what extent you agree/disagree with each of the following statements.

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

Overlap formulae used.

		GENDER		AGE					EDUCATION				IMPORTANT IN EVERYDAY DECISIONS		
	Total	Male	Female	18-24	25-34	35-44+	45-54	55+	<HS	HS	Post Sec	Univ Grad	Simplicity	Convenience	Value
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents Weighted	2270	1003	1267	204	396	412	520	738	224	658	1095	293	483	552	1235
	2000	980	1020	204	384	356	440	616	198	578	966	258	418	488	1094
It's important to keep track of all the little expenses that add up															
Strongly agree	883	378	505	79	191	145	186	283	97	262	418	106	171	208	503
	44%	39%	49%	39%	50%	41%	42%	46%	49%	45%	43%	41%	41%	43%	46%
Somewhat agree	933	495	438	98	162	172	215	285	81	268	455	129	201	235	497
	47%	50%	43%	48%	42%	48%	49%	46%	41%	46%	47%	50%	48%	48%	45%
Somewhat disagree	165	93	71	22	29	37	34	43	17	40	86	21	43	39	82
	8%	10%	7%	11%	8%	10%	8%	7%	9%	7%	9%	8%	10%	8%	8%
Strongly disagree	20	14	6	6	2	2	5	6	3	8	7	2	3	5	12
	1%	1%	1%	3%	0	0	1%	1%	2%	1%	1%	1%	1%	1%	1%
Summary															
Top2Box - Agree	1816	872	943	177	353	317	401	567	178	530	873	235	372	443	1000
	91%	89%	92%	87%	92%	89%	91%	92%	90%	92%	90%	91%	89%	91%	91%
Low2Box - Disagree	184	107	77	27	31	39	39	49	20	48	93	23	46	45	94
	9%	11%	8%	13%	8%	11%	9%	8%	10%	8%	10%	9%	11%	9%	9%

Detailed tables

LO9_3. (It's important to keep track of all the little expenses that add up) Still thinking about your personal banking, finances, and investments, please indicate to what extent you agree/disagree with each of the following statements.

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

Overlap formulae used.

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION		TIME IS MONEY	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids	Agree	Disagree
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents Weighted	2270	338	214	165	797	559	197	560	701	1006	680	1590	1679	591
	2000	278	193	129	764	475	161	510	613	875	616	1384	1489	511
It's important to keep track of all the little expenses that add up														
Strongly agree	883	129	85	62	360	170	77	236	274	371	280	602	678	205
	44%	47%	44%	48%	47%	36%	48%	46%	45%	42%	46%	44%	46%	40%
Somewhat agree	933	126	92	54	331	256	73	224	294	415	278	655	691	242
	47%	45%	48%	42%	43%	54%	46%	44%	48%	47%	45%	47%	46%	47%
Somewhat disagree	165	18	14	12	66	47	8	44	38	82	52	112	111	54
	8%	7%	7%	9%	9%	10%	5%	9%	6%	9%	8%	8%	7%	11%
Strongly disagree	20	4	2	1	7	2	3	6	7	7	5	15	9	11
	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	2%
Summary														
Top2Box - Agree	1816	256	177	116	691	426	150	460	568	786	558	1257	1369	446
	91%	92%	92%	90%	90%	90%	93%	90%	93%	90%	91%	91%	92%	87%
Low2Box - Disagree	184	22	16	13	73	49	11	50	45	89	57	127	120	65
	9%	8%	8%	10%	10%	10%	7%	10%	7%	10%	9%	9%	8%	13%

Detailed tables

LO9_4. (The only way to save money is to be cheap) Still thinking about your personal banking, finances, and investments, please indicate to what extent you agree/disagree with each of the following statements.

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

		GENDER		AGE					EDUCATION				IMPORTANT IN EVERYDAY DECISIONS		
	Total	Male	Female	18-24	25-34	35-44+	45-54	55+	<HS	HS	Post Sec	Univ Grad	Simplicity	Convenience	Value
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents Weighted	2270	1003	1267	204	396	412	520	738	224	658	1095	293	483	552	1235
	2000	980	1020	204	384	356	440	616	198	578	966	258	418	488	1094
The only way to save money is to be cheap															
Strongly agree	146 7%	72 7%	73 7%	22 11% G	49 13% EFG	25 7% G	30 7% G	19 3%	21 11% K	45 8% K	71 7% K	8 3%	42 10% N	36 7%	68 6%
Somewhat agree	462 23%	222 23%	240 24%	62 30% FG	110 29% FG	102 29% FG	92 21% G	97 16%	60 30% JK	147 25% K	207 21% K	49 19%	89 21% LN	137 28% LN	236 22%
Somewhat disagree	955 48%	479 49%	476 47%	85 42% C	183 48% C	172 48% C	226 51% C	289 47%	81 41% HI	258 45% HI	482 50% HI	133 52% H	198 47% H	229 47% H	528 48%
Strongly disagree	437 22%	206 21%	231 23%	35 17% D	42 11% D	56 16% D	92 21% DE	212 34% CDEF	35 18% H	128 22% H	206 21% H	68 26% H	89 21% M	86 18% M	262 24% M
Summary															
Top2Box - Agree	608 30%	294 30%	314 31%	84 41% FG	159 41% FG	127 36% FG	122 28% G	116 19%	81 41% IJK	192 33% K	278 29% K	57 22%	131 31% N	173 35% N	304 28%
Low2Box - Disagree	1392 70%	685 70%	707 69%	120 59% CDE	226 59% CDE	228 64% CDE	318 72% CDE	500 81% CDEF	117 59% H	386 67% H	688 71% H	201 78% HIJ	287 69% M	315 65% M	790 72% M

Detailed tables

LO9_4. (The only way to save money is to be cheap) Still thinking about your personal banking, finances, and investments, please indicate to what extent you agree/disagree with each of the following statements.

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION		TIME IS MONEY	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids	Agree	Disagree
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents	2270	338	214	165	797	559	197	560	701	1006	680	1590	1679	591
Weighted	2000	278	193	129	764	475	161	510	613	875	616	1384	1489	511
The only way to save money is to be cheap														
Strongly agree	146 7%	15 6%	11 6%	13 10% E	68 9% E	27 6%	11 7%	52 10% I	46 7%	47 5%	63 10% K	83 6%	119 8% M	26 5%
Somewhat agree	462 23%	67 24%	41 21%	26 20% E	189 25% E	90 19%	49 31% BCE	151 30% HI	147 24% I	164 19%	176 29% K	286 21%	362 24% M	100 20%
Somewhat disagree	955 48%	130 47%	102 53% DF	66 51%	334 44% ADF	257 54% ADF	67 42%	210 41%	296 48% G	449 51% G	287 47%	668 48%	707 47%	248 49%
Strongly disagree	437 22%	66 24%	39 20%	24 19%	173 23%	102 21%	34 21%	97 19%	125 20%	215 25% GH	90 15%	348 25% J	301 20%	136 27% L
Summary														
Top2Box - Agree	608 30%	82 30%	52 27%	39 30%	258 34% E	116 24%	60 38% BE	203 40% HI	193 31% I	211 24%	239 39% K	369 27%	482 32% M	126 25%
Low2Box - Disagree	1392 70%	196 70%	141 73% F	90 70%	507 66% DF	359 76%	100 62%	307 60%	420 69% G	664 76% GH	377 61%	1015 73% J	1007 68%	385 75% L

Detailed tables

LO9_5. (Banks offer so many different accounts, how am I supposed to know which one is right for me) Still thinking about your personal banking, finances, and investments, please indicate to what extent you agree/disagree with each of the following statements.

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

Overlap formulae used.

		GENDER		AGE					EDUCATION				IMPORTANT IN EVERYDAY DECISIONS		
	Total	Male	Female	18-24	25-34	35-44+	45-54	55+	<HS	HS	Post Sec	Univ Grad	Simplicity	Convenience	Value
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents Weighted	2270	1003	1267	204	396	412	520	738	224	658	1095	293	483	552	1235
	2000	980	1020	204	384	356	440	616	198	578	966	258	418	488	1094
Banks offer so many different accounts, how am I supposed to know which one is right for me															
Strongly agree	308	139	169	29	57	52	74	97	47	97	137	28	71	78	158
	15%	14%	17%	14%	15%	15%	17%	16%	24% IJK	17% K	14%	11%	17%	16%	14%
Somewhat agree	856	417	438	87	173	153	190	253	88	249	417	102	189	207	460
	43%	43%	43%	43%	45%	43%	43%	41%	45%	43%	43%	39%	45%	42%	42%
Somewhat disagree	612	309	304	69	113	126	123	182	50	177	298	87	123	149	340
	31%	32%	30%	34%	29%	35% FG	28%	29%	25%	31%	31%	34% H	30%	31%	31%
Strongly disagree	224	114	110	20	41	26	53	84	13	55	114	42	35	53	136
	11%	12%	11%	10%	11%	7%	12% E	14% E	7%	10%	12% H	16% HI	8%	11%	12% L
Summary															
Top2Box - Agree	1163	556	607	115	230	204	264	350	135	346	554	129	260	286	618
	58%	57%	60%	57%	60%	57%	60%	57%	68% IJK	60% K	57% K	50%	62% N	59%	56%
Low2Box - Disagree	837	423	413	89	154	151	176	266	63	232	412	129	158	202	476
	42%	43%	40%	43%	40%	43%	40%	43%	32%	40% H	43% H	50% HIJ	38%	41%	44% L

Detailed tables

LO9_5. (Banks offer so many different accounts, how am I supposed to know which one is right for me) Still thinking about your personal banking, finances, and investments, please indicate to what extent you agree/disagree with each of the following statements.

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

Overlap formulae used.

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION		TIME IS MONEY	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids	Agree	Disagree
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents Weighted	2270	338	214	165	797	559	197	560	701	1006	680	1590	1679	591
	2000	278	193	129	764	475	161	510	613	875	616	1384	1489	511
Banks offer so many different accounts, how am I supposed to know which one is right for me														
Strongly agree	308	31	24	23	123	84	23	97	112	97	96	212	241	66
	15%	11%	12%	18%	16%	18%	14%	19%	18%	11%	16%	15%	16%	13%
Somewhat agree	856	122	79	57	320	211	67	212	288	355	269	587	650	206
	43%	44%	41%	44%	42%	44%	41%	42%	47%	41%	44%	42%	44%	40%
Somewhat disagree	612	90	62	35	228	144	54	161	158	294	182	430	440	173
	31%	32%	32%	27%	30%	30%	33%	32%	26%	34%	30%	31%	30%	34%
Strongly disagree	224	34	28	14	93	37	18	40	55	129	69	155	158	66
	11%	12%	15%	11%	12%	8%	11%	8%	9%	15%	11%	11%	11%	13%
Summary														
Top2Box - Agree	1163	154	103	80	443	295	89	309	400	452	365	799	891	272
	58%	55%	53%	62%	58%	62%	56%	61%	65%	52%	59%	58%	60%	53%
Low2Box - Disagree	837	124	90	49	321	181	71	201	213	423	251	586	598	239
	42%	45%	47%	38%	42%	38%	44%	39%	35%	48%	41%	42%	40%	47%

Detailed tables

LO9_6. (I wish someone would help me figure out which chequing account is the best fit for my needs) Still thinking about your personal banking, finances, and investments, please indicate to what extent you agree/disagree with each of the following statements.

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

Overlap formulae used.

		GENDER		AGE					EDUCATION				IMPORTANT IN EVERYDAY DECISIONS		
	Total	Male	Female	18-24	25-34	35-44+	45-54	55+	<HS	HS	Post Sec	Univ Grad	Simplicity	Convenience	Value
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents	2270	1003	1267	204	396	412	520	738	224	658	1095	293	483	552	1235
Weighted	2000	980	1020	204	384	356	440	616	198	578	966	258	418	488	1094
I wish someone would help me figure out which chequing account is the best fit for my needs															
Strongly agree	208 10%	88 9%	120 12% A	28 14% G	52 14% FG	33 9%	40 9%	55 9%	31 16% IJK	60 10% K	102 11% K	15 6%	50 12%	57 12%	101 9%
Somewhat agree	595 30%	285 29%	309 30%	67 33% G	136 35% FG	123 35% FG	119 27%	149 24%	68 34%	158 27%	297 31%	72 28%	131 31%	152 31%	312 28%
Somewhat disagree	780 39%	402 41%	378 37%	75 37%	133 35%	145 41%	178 41%	249 40%	66 34%	246 43% H	368 38%	100 39%	160 38%	187 38%	432 40%
Strongly disagree	417 21%	204 21%	213 21%	34 17%	63 16%	54 15%	102 23% DE	163 26% CDE	33 17%	114 20%	200 21%	71 27% HIJ	77 18%	91 19%	249 23%
Summary															
Top2Box - Agree	803 40%	374 38%	429 42%	95 47% FG	188 49% FG	157 44% FG	160 36%	204 33%	99 50% IJK	218 38%	398 41% K	88 34%	181 43% N	209 43% N	413 38%
Low2Box - Disagree	1197 60%	606 62%	591 58%	109 53%	196 51%	199 56%	280 64% CDE	412 67% CDE	99 50%	360 62% H	567 59% H	170 66% HJ	237 57%	279 57%	681 62% LM

Detailed tables

LO9_6. (I wish someone would help me figure out which chequing account is the best fit for my needs) Still thinking about your personal banking, finances, and investments, please indicate to what extent you agree/disagree with each of the following statements.

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

Overlap formulae used.

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION		TIME IS MONEY	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids	Agree	Disagree
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents	2270	338	214	165	797	559	197	560	701	1006	680	1590	1679	591
Weighted	2000	278	193	129	764	475	161	510	613	875	616	1384	1489	511
I wish someone would help me figure out which chequing account is the best fit for my needs														
Strongly agree	208 10%	22 8%	20 10%	11 8%	84 11%	59 12%	13 8%	78 15%	68 11%	61 7%	62 10%	147 11%	158 11%	50 10%
Somewhat agree	595 30%	81 29%	50 26%	40 31%	222 29%	149 31%	53 33%	161 32%	215 35%	219 25%	211 34%	384 28%	467 31%	128 25%
Somewhat disagree	780 39%	110 39%	72 37%	52 41%	291 38%	196 41%	59 37%	181 35%	224 37%	374 43%	227 37%	553 40%	566 38%	214 42%
Strongly disagree	417 21%	66 24%	51 26%	25 20%	167 22%	72 15%	35 22%	91 18%	106 17%	221 25%	116 19%	301 22%	297 20%	120 23%
Summary														
Top2Box - Agree	803 40%	103 37%	70 36%	51 40%	306 40%	207 44%	66 41%	239 47%	283 46%	280 32%	272 44%	531 38%	626 42%	177 35%
Low2Box - Disagree	1197 60%	176 63%	123 64%	78 60%	458 60%	268 56%	95 59%	271 53%	330 54%	595 68%	343 56%	854 62%	863 58%	334 65%

Detailed tables

LO9_7. (It's important to review your finances on a regular basis) Still thinking about your personal banking, finances, and investments, please indicate to what extent you agree/disagree with each of the following statements.

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

Overlap formulae used.

		GENDER		AGE					EDUCATION				IMPORTANT IN EVERYDAY DECISIONS		
	Total	Male	Female	18-24	25-34	35-44+	45-54	55+	<HS	HS	Post Sec	Univ Grad	Simplicity	Convenience	Value
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents	2270	1003	1267	204	396	412	520	738	224	658	1095	293	483	552	1235
Weighted	2000	980	1020	204	384	356	440	616	198	578	966	258	418	488	1094
It's important to review your finances on a regular basis															
Strongly agree	1137 57%	496 51%	641 63% A	104 51%	221 58%	183 51%	234 53%	395 64% CDEF	110 56%	329 57%	543 56%	156 60%	212 51%	258 53%	667 61% LM
Somewhat agree	796 40%	436 45% B	360 35%	89 44% G	147 38%	158 44% G	194 44% G	208 34%	83 42%	233 40%	390 40%	90 35%	187 45% N	203 42%	406 37%
Somewhat disagree	57 3%	38 4% B	18 2%	11 5% G	14 4%	11 3%	10 2%	11 2%	4 2%	13 2%	29 3%	10 4%	15 4% N	25 5% N	17 2%
Strongly disagree	10 1%	9 1% B	1 0	1 0	1 0	3 1%	2 0	2 0	1 0	3 0	4 0	3 1%	4 1%	2 0	4 0
Summary															
Top2Box - Agree	1933 97%	932 95%	1001 98% A	193 94%	369 96%	341 96%	428 97%	603 98% C	193 97%	562 97%	932 97%	246 95%	398 95%	461 95%	1073 98% LM
Low2Box - Disagree	67 3%	47 5% B	20 2%	11 6% G	15 4%	15 4%	12 3%	13 2%	5 3%	16 3%	33 3%	12 5%	19 5% N	27 5% N	21 2%

Detailed tables

LO9_7. (It's important to review your finances on a regular basis) Still thinking about your personal banking, finances, and investments, please indicate to what extent you agree/disagree with each of the following statements.

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

Overlap formulae used.

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION		TIME IS MONEY	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids	Agree	Disagree
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents Weighted	2270	338	214	165	797	559	197	560	701	1006	680	1590	1679	591
	2000	278	193	129	764	475	161	510	613	875	616	1384	1489	511
It's important to review your finances on a regular basis														
Strongly agree	1137	162	121	79	475	207	94	270	337	528	339	799	868	269
	57%	58%	63%	62%	62%	44%	58%	53%	55%	60%	55%	58%	58%	53%
Somewhat agree	796	111	71	47	267	238	62	212	259	325	253	543	579	217
	40%	40%	37%	37%	35%	50%	38%	41%	42%	37%	41%	39%	39%	42%
Somewhat disagree	57	3	2	1	18	27	6	26	15	16	20	37	35	22
	3%	1%	1%	0	2%	6%	3%	5%	2%	2%	3%	3%	2%	4%
Strongly disagree	10	2	0	2	5	2	0	2	3	5	4	6	7	3
	1%	1%	-	1%	1%	1%	-	0	0	1%	1%	0	0	1%
Summary														
Top2Box - Agree	1933	273	191	126	742	446	155	482	596	853	592	1341	1447	486
	97%	98%	99%	98%	97%	94%	97%	95%	97%	98%	96%	97%	97%	95%
Low2Box - Disagree	67	5	2	2	23	30	6	28	17	22	24	43	42	25
	3%	2%	1%	2%	3%	6%	3%	5%	3%	2%	4%	3%	3%	5%

LO9. (Top2box Summary) Still thinking about your personal banking, finances, and investments, please indicate to what extent you agree/disagree with each of the following statements.

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

		GENDER		AGE					EDUCATION				IMPORTANT IN EVERYDAY DECISIONS		
	Total	Male	Female	18-24	25-34	35-44+	45-54	55+	<HS	HS	Post Sec	Univ Grad	Simplicity	Convenience	Value
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents Weighted	2270	1003	1267	204	396	412	520	738	224	658	1095	293	483	552	1235
	2000	980	1020	204	384	356	440	616	198	578	966	258	418	488	1094
You get what you pay for	1437 72%	695 71%	742 73%	132 65%	248 65%	251 70%	312 71%	494 80%	146 74%	423 73%	695 72%	173 67%	289 69%	339 69%	808 74%
It's easy to spend your money away if you don't pay attention to the fine print	1862 93%	913 93%	949 93%	188 92%	361 94%	337 95%	402 91%	573 93%	182 92%	543 94%	906 94%	231 89%	387 93%	458 94%	1016 93%
It's important to keep track of all the little expenses that add up	1816 91%	872 89%	943 92%	177 87%	353 92%	317 89%	401 91%	567 92%	178 90%	530 92%	873 90%	235 91%	372 89%	443 91%	1000 91%
The only way to save money is to be cheap	608 30%	294 30%	314 31%	84 41%	159 41%	127 36%	122 28%	116 19%	81 41%	192 33%	278 29%	57 22%	131 31%	173 35%	304 28%
Banks offer so many different accounts, how am I supposed to know which one is right for me	1163 58%	556 57%	607 60%	115 57%	230 60%	204 57%	264 60%	350 57%	135 68%	346 60%	554 57%	129 50%	260 62%	286 59%	618 56%
I wish someone would help me figure out which chequing account is the best fit for my needs	803 40%	374 38%	429 42%	95 47%	188 49%	157 44%	160 36%	204 33%	99 50%	218 38%	398 41%	88 34%	181 43%	209 43%	413 38%
It's important to review your finances on a regular basis	1933 97%	932 95%	1001 98%	193 94%	369 96%	341 96%	428 97%	603 98%	193 97%	562 97%	932 97%	246 95%	398 95%	461 95%	1073 98%

Detailed tables

LO9. (Top2box Summary) Still thinking about your personal banking, finances, and investments, please indicate to what extent you agree/disagree with each of the following statements.

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION		TIME IS MONEY	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids	Agree	Disagree
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents	2270	338	214	165	797	559	197	560	701	1006	680	1590	1679	591
Weighted	2000	278	193	129	764	475	161	510	613	875	616	1384	1489	511
You get what you pay for	1437 72%	220 79%	142 74%	107 83%	598 78%	241 51%	127 79%	357 70%	444 72%	634 72%	428 69%	1009 73%	1105 74%	331 65%
		E	E	BE	E		E						M	
It's easy to spend your money away if you don't pay attention to the fine print	1862 93%	259 93%	182 94%	118 92%	713 93%	439 92%	151 94%	480 94%	578 94%	802 92%	579 94%	1282 93%	1395 94%	467 91%
It's important to keep track of all the little expenses that add up	1816 91%	256 92%	177 92%	116 90%	691 90%	426 90%	150 93%	460 90%	568 93%	786 90%	558 91%	1257 91%	1369 92%	446 87%
								I	I				M	
The only way to save money is to be cheap	608 30%	82 30%	52 27%	39 30%	258 34%	116 24%	60 38%	203 40%	193 31%	211 24%	239 39%	369 27%	482 32%	126 25%
					E		BE	HI	I		K		M	
Banks offer so many different accounts, how am I supposed to know which one is right for me	1163 58%	154 55%	103 53%	80 62%	443 58%	295 62%	89 56%	309 61%	400 65%	452 52%	365 59%	799 58%	891 60%	272 53%
					B			I	I				M	
I wish someone would help me figure out which chequing account is the best fit for my needs	803 40%	103 37%	70 36%	51 40%	306 40%	207 44%	66 41%	239 47%	283 46%	280 32%	272 44%	531 38%	626 42%	177 35%
								I	I		K		M	
It's important to review your finances on a regular basis	1933 97%	273 98%	191 99%	126 98%	742 97%	446 94%	155 97%	482 95%	596 97%	853 98%	592 96%	1341 97%	1447 97%	486 95%
		E	E	E	E			G	G				M	

Detailed tables

LO9. (Low2box Summary) Still thinking about your personal banking, finances, and investments, please indicate to what extent you agree/disagree with each of the following statements.

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

		GENDER		AGE					EDUCATION				IMPORTANT IN EVERYDAY DECISIONS		
	Total	Male	Female	18-24	25-34	35-44+	45-54	55+	<HS	HS	Post Sec	Univ Grad	Simplicity	Convenience	Value
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents Weighted	2270	1003	1267	204	396	412	520	738	224	658	1095	293	483	552	1235
	2000	980	1020	204	384	356	440	616	198	578	966	258	418	488	1094
You get what you pay for	563	285	279	72	136	105	128	122	52	155	271	85	128	149	286
	28%	29%	27%	35% G	35% FG	30% G	29% G	20%	26%	27%	28%	33%	31%	31%	26%
It's easy to spend your money away if you don't pay attention to the fine print	138	67	72	17	23	19	38	43	16	35	60	27	31	29	78
	7%	7%	7%	8%	6%	5%	9%	7%	8%	6%	6%	11% IJ	7%	6%	7%
It's important to keep track of all the little expenses that add up	184	107	77	27	31	39	39	49	20	48	93	23	46	45	94
	9%	11% B	8%	13% G	8%	11%	9%	8%	10%	8%	10%	9%	11%	9%	9%
The only way to save money is to be cheap	1392	685	707	120	226	228	318	500	117	386	688	201	287	315	790
	70%	70%	69%	59%	59%	64%	72% CDE	81% CDEF	59%	67% H	71% H	78% HIJ	69%	65%	72% M
Banks offer so many different accounts, how am I supposed to know which one is right for me	837	423	413	89	154	151	176	266	63	232	412	129	158	202	476
	42%	43%	40%	43%	40%	43%	40%	43%	32%	40% H	43% H	50% HIJ	38%	41%	44% L
I wish someone would help me figure out which chequing account is the best fit for my needs	1197	606	591	109	196	199	280	412	99	360	567	170	237	279	681
	60%	62%	58%	53%	51%	56%	64% CDE	67% CDE	50%	62% H	59% H	66% HJ	57%	57%	62% LM
It's important to review your finances on a regular basis	67	47	20	11	15	15	12	13	5	16	33	12	19	27	21
	3%	5% B	2%	6% G	4%	4%	3%	2%	3%	3%	3%	5%	5% N	5% N	2%

Detailed tables

LO9. (Low2box Summary) Still thinking about your personal banking, finances, and investments, please indicate to what extent you agree/disagree with each of the following statements.

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION		TIME IS MONEY	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids	Agree	Disagree
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents Weighted	2270 2000	338 278	214 193	165 129	797 764	559 475	197 161	560 510	701 613	1006 875	680 616	1590 1384	1679 1489	591 511
You get what you pay for	563 28%	58 21%	51 26%	21 17%	166 22%	234 49%	33 21%	153 30%	169 28%	241 28%	188 31%	375 27%	384 26%	180 35%
It's easy to spend your money away if you don't pay attention to the fine print	138 7%	19 7%	11 6%	11 8%	51 7%	36 8%	10 6%	30 6%	35 6%	73 8%	37 6%	102 7%	94 6%	44 9%
It's important to keep track of all the little expenses that add up	184 9%	22 8%	16 8%	13 10%	73 10%	49 10%	11 7%	50 10%	45 7%	89 10%	57 9%	127 9%	120 8%	65 13%
The only way to save money is to be cheap	1392 70%	196 70%	141 73%	90 70%	507 66%	359 76%	100 62%	307 60%	420 69%	664 76%	377 61%	1015 73%	1007 68%	385 75%
Banks offer so many different accounts, how am I supposed to know which one is right for me	837 42%	124 45%	90 47%	49 38%	321 42%	181 38%	71 44%	201 39%	213 35%	423 48%	251 41%	586 42%	598 40%	239 47%
I wish someone would help me figure out which chequing account is the best fit for my needs	1197 60%	176 63%	123 64%	78 60%	458 60%	268 56%	95 59%	271 53%	330 54%	595 68%	343 56%	854 62%	863 58%	334 65%
It's important to review your finances on a regular basis	67 3%	5 2%	2 1%	2 2%	23 3%	30 6%	6 3%	28 5%	17 3%	22 2%	24 4%	43 3%	42 3%	25 5%

LO16_1. (I wish my bank would reward me more for my business.) How much do you agree or disagree with each of the following statements?

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

		GENDER		AGE					EDUCATION				IMPORTANT IN EVERYDAY DECISIONS		
	Total	Male	Female	18-24	25-34	35-44+	45-54	55+	<HS	HS	Post Sec	Univ Grad	Simplicity	Convenience	Value
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents Weighted	2270	1003	1267	204	396	412	520	738	224	658	1095	293	483	552	1235
	2000	980	1020	204	384	356	440	616	198	578	966	258	418	488	1094
I wish my bank would reward me more for my business.															
Strongly agree	1296 65%	616 63%	680 67%	137 67% G	266 69% G	255 72% FG	289 66% G	350 57%	126 64%	357 62%	636 66%	177 69% I	261 63%	323 66%	712 65%
	584 29%	304 31%	280 27%	55 27%	99 26%	86 24%	135 31% E	209 34% DE	57 29%	183 32%	272 28%	72 28%	121 29%	141 29%	322 29%
Somewhat agree															
Somewhat disagree	95 5%	47 5%	48 5%	11 5%	17 4%	12 3%	13 3%	43 7% EF	13 7% K	31 5%	43 4%	7 3%	24 6%	20 4%	51 5%
Strongly disagree	25 1%	13 1%	12 1%	2 1%	3 1%	3 1%	4 1%	14 2%	2 1%	7 1%	15 2%	2 1%	12 3% MN	3 1%	10 1%
Summary															
Top2Box - Agree	1880 94%	920 94%	960 94%	191 94%	364 95% G	341 96% G	423 96% G	560 91%	183 92%	540 93%	908 94%	249 97% H	382 91%	465 95% L	1033 94% L
Low2Box - Disagree	120 6%	60 6%	60 6%	13 6%	20 5%	14 4%	17 4%	56 9% DEF	15 8% K	38 7%	58 6%	9 3%	36 9% MN	23 5%	61 6%

Detailed tables

LO16_1. (I wish my bank would reward me more for my business.) How much do you agree or disagree with each of the following statements?

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION		TIME IS MONEY	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids	Agree	Disagree
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents	2270	338	214	165	797	559	197	560	701	1006	680	1590	1679	591
Weighted	2000	278	193	129	764	475	161	510	613	875	616	1384	1489	511
I wish my bank would reward me more for my business.														
Strongly agree	1296 65%	167 60%	133 69% AE	83 65%	516 68% AE	290 61%	107 67%	320 63%	403 66%	572 65%	430 70% K	867 63%	1002 67% M	295 58%
Somewhat agree	584 29%	90 33%	51 27% D	36 28%	198 26%	165 35% BDF	43 27%	155 30%	179 29%	249 28%	155 25%	428 31% J	418 28%	166 32% L
Somewhat disagree	95 5%	13 5%	8 4%	8 6%	38 5%	18 4%	10 6%	23 5%	26 4%	45 5%	25 4%	70 5%	56 4%	39 8% L
Strongly disagree	25 1%	7 3% E	1 1%	1 1%	12 2%	4 1%	1 0	11 2%	6 1%	8 1%	6 1%	19 1%	13 1%	12 2% L
Summary														
Top2Box - Agree	1880 94%	258 93%	184 95%	120 93%	714 93%	454 96%	150 93%	475 93%	581 95%	822 94%	585 95%	1295 94%	1419 95% M	460 90%
Low2Box - Disagree	120 6%	20 7%	9 5%	9 7%	50 7%	21 4%	11 7%	34 7%	32 5%	53 6%	31 5%	89 6%	70 5%	51 10% L

Detailed tables

LO16_2. (I wish my bank would give me more value each month for the fees I pay.) How much do you agree or disagree with each of the following statements?

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

		GENDER		AGE					EDUCATION				IMPORTANT IN EVERYDAY DECISIONS		
	Total	Male	Female	18-24	25-34	35-44+	45-54	55+	<HS	HS	Post Sec	Univ Grad	Simplicity	Convenience	Value
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents Weighted	2270	1003	1267	204	396	412	520	738	224	658	1095	293	483	552	1235
	2000	980	1020	204	384	356	440	616	198	578	966	258	418	488	1094
I wish my bank would give me more value each month for the fees I pay.															
Strongly agree	1201 60%	589 60%	612 60%	111 54%	266 69%	252 71%	276 63%	296 48%	122 62%	328 57%	582 60%	169 65%	239 57%	300 61%	662 61%
Somewhat agree	589 29%	295 30%	293 29%	71 35%	87 23%	84 24%	130 30%	217 35%	53 27%	187 32%	283 29%	65 25%	140 33%	131 27%	318 29%
Somewhat disagree	150 8%	74 8%	76 7%	17 8%	24 6%	15 4%	29 7%	65 10%	18 9%	51 9%	65 7%	17 7%	26 6%	44 9%	81 7%
Strongly disagree	60 3%	22 2%	38 4%	5 3%	7 2%	4 1%	5 1%	38 6%	5 2%	13 2%	36 4%	7 3%	13 3%	14 3%	33 3%
Summary															
Top2Box - Agree	1790 89%	884 90%	906 89%	182 89%	353 92%	336 95%	406 92%	513 83%	175 89%	514 89%	865 90%	234 91%	379 91%	430 88%	981 90%
Low2Box - Disagree	210 11%	96 10%	115 11%	23 11%	31 8%	19 5%	34 8%	103 17%	23 11%	64 11%	100 10%	24 9%	39 9%	58 12%	114 10%

Detailed tables

LO16_2. (I wish my bank would give me more value each month for the fees I pay.) How much do you agree or disagree with each of the following statements?

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION		TIME IS MONEY	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids	Agree	Disagree
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents	2270	338	214	165	797	559	197	560	701	1006	680	1590	1679	591
Weighted	2000	278	193	129	764	475	161	510	613	875	616	1384	1489	511
I wish my bank would give me more value each month for the fees I pay.														
Strongly agree	1201 60%	160 58%	114 59%	80 62%	475 62%	270 57%	102 63%	292 57%	374 61%	534 61%	421 68% K	780 56%	936 63% M	265 52%
Somewhat agree	589 29%	83 30%	50 26%	33 26%	204 27%	174 37% ABCD	45 28%	166 32% I	182 30%	241 28%	148 24%	441 32% J	425 29%	164 32%
Somewhat disagree	150 8%	25 9% E	22 11% E	12 9%	56 7%	25 5%	11 7%	38 7%	41 7%	70 8%	35 6%	116 8% J	88 6%	62 12% L
Strongly disagree	60 3%	10 4% E	7 4%	3 3%	30 4% E	7 1%	2 2%	15 3%	16 3%	30 3%	12 2%	48 3%	40 3%	20 4%
Summary														
Top2Box - Agree	1790 89%	243 87%	164 85%	114 88%	678 89%	444 93% ABCD	147 91%	457 90%	556 91%	775 89%	569 92% K	1221 88%	1361 91% M	429 84%
Low2Box - Disagree	210 11%	35 13% E	29 15% E	15 12% E	86 11% E	32 7%	14 9%	53 10%	57 9%	100 11%	47 8%	163 12% J	128 9%	82 16% L

LO16_3. (I don't want to pay a fee for having personalized cheques.) How much do you agree or disagree with each of the following statements?

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

		GENDER		AGE					EDUCATION				IMPORTANT IN EVERYDAY DECISIONS		
	Total	Male	Female	18-24	25-34	35-44+	45-54	55+	<HS	HS	Post Sec	Univ Grad	Simplicity	Convenience	Value
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents Weighted	2270	1003	1267	204	396	412	520	738	224	658	1095	293	483	552	1235
	2000	980	1020	204	384	356	440	616	198	578	966	258	418	488	1094
I don't want to pay a fee for having personalized cheques.															
Strongly agree	1267 63%	574 59%	694 68% A	117 57%	239 62%	229 64%	278 63%	404 66% C	121 61%	360 62%	604 63%	183 71% HIJ	259 62%	308 63%	700 64%
Somewhat agree	546 27%	292 30%	254 25% B	59 29%	106 27%	98 28%	127 29%	155 25%	52 26%	162 28% K	278 29% K	53 21%	117 28%	128 26%	300 27%
Somewhat disagree	155 8%	99 10%	56 6% B	22 11%	34 9%	24 7%	30 7%	45 7%	21 11%	45 8%	70 7%	20 8%	35 8%	39 8%	82 7%
Strongly disagree	32 2%	15 2%	17 2%	5 3%	6 2%	4 1%	5 1%	11 2%	5 2%	11 2%	14 1%	2 1%	7 2%	13 3% N	12 1%
Summary															
Top2Box - Agree	1813 91%	865 88%	948 93% A	176 86%	345 90%	328 92% C	405 92% C	559 91%	173 87%	522 90%	882 91%	236 91%	376 90%	436 89%	1000 91%
Low2Box - Disagree	187 9%	114 12% B	73 7%	28 14% EF	40 10%	28 8%	35 8%	57 9%	26 13%	56 10%	83 9%	22 9%	42 10%	51 11%	94 9%

Detailed tables

LO16_3. (I don't want to pay a fee for having personalized cheques.) How much do you agree or disagree with each of the following statements?

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION		TIME IS MONEY	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids	Agree	Disagree
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents	2270	338	214	165	797	559	197	560	701	1006	680	1590	1679	591
Weighted	2000	278	193	129	764	475	161	510	613	875	616	1384	1489	511
I don't want to pay a fee for having personalized cheques.														
Strongly agree	1267 63%	188 68%	131 68%	83 64%	519 68%	246 52%	100 62%	314 62%	388 63%	564 64%	405 66%	862 62%	957 64%	310 61%
Somewhat agree	546 27%	68 24%	44 23%	32 25%	178 23%	177 37%	47 29%	148 29%	167 27%	230 26%	162 26%	384 28%	405 27%	141 28%
Somewhat disagree	155 8%	18 6%	17 9%	11 8%	54 7%	44 9%	13 8%	35 7%	48 8%	73 8%	41 7%	114 8%	106 7%	49 10%
Strongly disagree	32 2%	5 2%	1 1%	3 3%	14 2%	8 2%	1 1%	12 2%	11 2%	8 1%	7 1%	25 2%	21 1%	11 2%
Summary														
Top2Box - Agree	1813 91%	256 92%	175 91%	115 89%	697 91%	423 89%	147 92%	462 91%	554 90%	794 91%	567 92%	1245 90%	1362 91%	451 88%
Low2Box - Disagree	187 9%	22 8%	18 9%	14 11%	67 9%	52 11%	14 8%	47 9%	59 10%	81 9%	48 8%	139 10%	127 9%	60 12%

Detailed tables

LO16_4. (I don't want to pay a fee for overdraft protection.) How much do you agree or disagree with each of the following statements?

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

		GENDER		AGE					EDUCATION				IMPORTANT IN EVERYDAY DECISIONS		
	Total	Male	Female	18-24	25-34	35-44+	45-54	55+	<HS	HS	Post Sec	Univ Grad	Simplicity	Convenience	Value
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents Weighted	2270	1003	1267	204	396	412	520	738	224	658	1095	293	483	552	1235
	2000	980	1020	204	384	356	440	616	198	578	966	258	418	488	1094
I don't want to pay a fee for overdraft protection.															
Strongly agree	1088 54%	501 51%	587 57% A	95 47%	217 56%	205 58% C	247 56% C	324 53%	104 53%	293 51%	550 57% I	141 55%	227 54%	267 55%	594 54%
Somewhat agree	617 31%	332 34%	285 28% B	78 38% DEF	115 30%	100 28%	133 30%	191 31%	58 29%	200 35%	281 29% J	78 30%	125 30%	144 30%	348 32%
Somewhat disagree	243 12%	115 12%	128 13%	26 13%	42 11%	46 13%	50 11%	80 13%	28 14%	73 13%	109 11%	33 13%	54 13%	66 14%	123 11%
Strongly disagree	52 3%	31 3%	21 2%	5 2%	11 3%	5 2%	10 2%	21 3%	8 4%	13 2%	25 3%	6 2%	13 3%	10 2%	29 3%
Summary															
Top2Box - Agree	1705 85%	833 85%	872 85%	173 85%	332 86%	305 86%	380 86%	515 84%	162 82%	493 85%	831 86%	219 85%	352 84%	412 84%	941 86%
Low2Box - Disagree	295 15%	147 15%	149 15%	31 15%	52 14%	51 14%	60 14%	101 16%	36 18%	86 15%	135 14%	39 15%	66 16%	76 16%	153 14%

LO16_4. (I don't want to pay a fee for overdraft protection.) How much do you agree or disagree with each of the following statements?

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION		TIME IS MONEY	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids	Agree	Disagree
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents	2270	338	214	165	797	559	197	560	701	1006	680	1590	1679	591
Weighted	2000	278	193	129	764	475	161	510	613	875	616	1384	1489	511
I don't want to pay a fee for overdraft protection.														
Strongly agree	1088 54%	166 60% E	109 56% E	75 58% E	445 58% E	205 43% E	89 55% E	264 52%	344 56%	478 55%	351 57%	736 53%	823 55%	264 52%
Somewhat agree	617 31%	82 29%	59 30%	38 29%	213 28%	178 37%	48 30%	166 32%	182 30%	269 31%	178 29%	438 32%	453 30%	164 32%
Somewhat disagree	243 12%	25 9%	22 12%	13 10%	81 11%	80 17%	21 13%	62 12%	77 13%	104 12%	72 12%	171 12%	175 12%	68 13%
Strongly disagree	52 3%	6 2%	3 2%	3 3%	25 3%	12 3%	3 2%	18 3%	11 2%	24 3%	13 2%	39 3%	38 3%	14 3%
Summary														
Top2Box - Agree	1705 85%	247 89% E	167 87%	112 87%	658 86% E	383 81%	137 85%	430 84%	526 86%	747 85%	530 86%	1175 85%	1276 86%	429 84%
Low2Box - Disagree	295 15%	31 11%	26 13%	16 13%	106 14%	92 19%	24 15%	80 16%	87 14%	128 15%	86 14%	210 15%	213 14%	82 16%

Detailed tables

LO16_5. (I don't want to pay a fee for going over my monthly transaction limit.) How much do you agree or disagree with each of the following statements?

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

		GENDER		AGE					EDUCATION				IMPORTANT IN EVERYDAY DECISIONS		
	Total	Male	Female	18-24	25-34	35-44+	45-54	55+	<HS	HS	Post Sec	Univ Grad	Simplicity	Convenience	Value
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents Weighted	2270	1003	1267	204	396	412	520	738	224	658	1095	293	483	552	1235
	2000	980	1020	204	384	356	440	616	198	578	966	258	418	488	1094
I don't want to pay a fee for going over my monthly transaction limit.															
Strongly agree	1267 63%	585 60%	682 67% A	127 62%	253 66%	236 66% G	290 66% G	360 58%	121 61%	362 63%	614 64%	170 66%	260 62%	310 64%	697 64%
Somewhat agree	574 29%	311 32%	264 26% B	60 30%	104 27%	97 27%	125 28%	188 31%	59 30%	172 30%	276 29%	67 26%	124 30%	136 28%	314 29%
Somewhat disagree	122 6%	65 7%	57 6%	12 6%	18 5%	20 6%	21 5%	50 8% DF	13 6%	32 6%	60 6%	17 7%	24 6%	32 7%	65 6%
Strongly disagree	37 2%	20 2%	17 2%	5 3%	8 2%	2 1%	4 1%	18 3% EF	5 3%	12 2%	16 2%	4 2%	10 2%	9 2%	18 2%
Summary															
Top2Box - Agree	1841 92%	895 91%	946 93%	187 92%	358 93% G	334 94% G	415 94% G	548 89%	180 91%	534 92%	890 92%	237 92%	384 92%	446 91%	1011 92%
Low2Box - Disagree	159 8%	85 9%	74 7%	17 8%	27 7%	22 6%	25 6%	68 11% DEF	18 9%	44 8%	75 8%	21 8%	34 8%	42 9%	83 8%

Detailed tables

LO16_5. (I don't want to pay a fee for going over my monthly transaction limit.) How much do you agree or disagree with each of the following statements?

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION		TIME IS MONEY	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids	Agree	Disagree
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents	2270	338	214	165	797	559	197	560	701	1006	680	1590	1679	591
Weighted	2000	278	193	129	764	475	161	510	613	875	616	1384	1489	511
I don't want to pay a fee for going over my monthly transaction limit.														
Strongly agree	1267 63%	185 66%	125 65%	85 66%	523 68%	246 52%	103 64%	314 61%	379 62%	573 65%	415 67%	852 62%	957 64%	310 61%
Somewhat agree	574 29%	71 26%	57 30%	36 28%	181 24%	183 38%	46 29%	155 30%	188 31%	231 26%	170 28%	404 29%	418 28%	156 31%
Somewhat disagree	122 6%	15 6%	8 4%	5 4%	45 6%	38 8%	10 6%	31 6%	34 6%	56 6%	24 4%	97 7%	87 6%	35 7%
Strongly disagree	37 2%	7 2%	3 1%	3 2%	15 2%	9 2%	2 1%	11 2%	12 2%	14 2%	7 1%	31 2%	27 2%	11 2%
Summary														
Top2Box - Agree	1841 92%	256 92%	182 94%	121 94%	704 92%	429 90%	149 93%	468 92%	567 92%	804 92%	585 95%	1256 91%	1375 92%	466 91%
Low2Box - Disagree	159 8%	22 8%	11 6%	7 6%	60 8%	47 10%	12 7%	42 8%	46 8%	71 8%	31 5%	128 9%	114 8%	45 9%

LO16_6. (I want a chequing account without any hidden charges) How much do you agree or disagree with each of the following statements?

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

		GENDER		AGE					EDUCATION				IMPORTANT IN EVERYDAY DECISIONS		
	Total	Male	Female	18-24	25-34	35-44+	45-54	55+	<HS	HS	Post Sec	Univ Grad	Simplicity	Convenience	Value
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents Weighted	2270	1003	1267	204	396	412	520	738	224	658	1095	293	483	552	1235
	2000	980	1020	204	384	356	440	616	198	578	966	258	418	488	1094
I want a chequing account without any hidden charges															
Strongly agree	1596 80%	752 77%	843 83% A	156 76%	315 82%	277 78%	345 78%	504 82%	153 77%	453 78%	765 79%	224 87% HIJ	320 77%	389 80%	887 81% L
Somewhat agree	354 18%	198 20%	157 15% B	39 19%	58 15%	72 20%	89 20% DG	96 16%	34 17%	110 19%	180 19% K	30 12%	81 19%	84 17%	189 17%
Somewhat disagree	38 2%	21 2%	17 2%	7 3%	10 3%	6 2%	5 1%	11 2%	8 4% J	11 2%	16 2%	4 1%	10 2%	12 3%	16 1%
Strongly disagree	12 1%	8 1%	3 0	3 1%	2 1%	1 0	1 0	5 1%	2 1%	4 1%	5 1%	1 0	7 2% N	3 1%	2 0
Summary															
Top2Box - Agree	1950 97%	950 97%	1000 98%	195 95%	372 97%	349 98%	434 99% C	600 97%	187 95%	564 98% H	945 98% H	254 98% H	401 96%	473 97%	1076 98% L
Low2Box - Disagree	50 3%	29 3%	21 2%	9 5% F	12 3%	7 2%	6 1%	16 3%	11 5% IJK	14 2%	21 2%	4 2%	17 4% N	15 3%	18 2%

Detailed tables

LO16_6. (I want a chequing account without any hidden charges) How much do you agree or disagree with each of the following statements?

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

Overlap formulae used.

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION		TIME IS MONEY	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids	Agree	Disagree
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents Weighted	2270	338	214	165	797	559	197	560	701	1006	680	1590	1679	591
	2000	278	193	129	764	475	161	510	613	875	616	1384	1489	511
I want a chequing account without any hidden charges														
Strongly agree	1596	233	158	104	637	331	132	401	489	705	485	1110	1196	399
	80%	84%	82%	80%	83%	70%	82%	79%	80%	81%	79%	80%	80%	78%
Somewhat agree	354	37	31	21	111	127	26	85	114	155	116	239	263	91
	18%	13%	16%	17%	15%	27%	16%	17%	19%	18%	19%	17%	18%	18%
Somewhat disagree	38	6	4	3	11	14	1	18	9	10	11	28	22	16
	2%	2%	2%	2%	1%	3%	1%	4%	2%	1%	2%	2%	1%	3%
Strongly disagree	12	2	1	1	5	3	1	5	1	5	4	8	7	4
	1%	1%	0	1%	1%	1%	1%	1%	0	1%	1%	1%	0	1%
Summary														
Top2Box - Agree	1950	270	188	125	749	459	159	486	602	860	601	1349	1459	491
	97%	97%	97%	97%	98%	97%	99%	95%	98%	98%	98%	97%	98%	96%
Low2Box - Disagree	50	8	5	4	15	16	2	23	11	15	15	35	30	20
	3%	3%	3%	3%	2%	3%	1%	5%	2%	2%	2%	3%	2%	4%
								HI						L

LO16. (Top2box Summary) How much do you agree or disagree with each of the following statements?

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

		GENDER		AGE					EDUCATION				IMPORTANT IN EVERYDAY DECISIONS		
	Total	Male	Female	18-24	25-34	35-44+	45-54	55+	<HS	HS	Post Sec	Univ Grad	Simplicity	Convenience	Value
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents Weighted	2270	1003	1267	204	396	412	520	738	224	658	1095	293	483	552	1235
	2000	980	1020	204	384	356	440	616	198	578	966	258	418	488	1094
I wish my bank would reward me more for my business.	1880	920	960	191	364	341	423	560	183	540	908	249	382	465	1033
	94%	94%	94%	94%	95% G	96% G	96% G	91%	92%	93%	94%	97% H	91%	95% L	94% L
I wish my bank would give me more value each month for the fees I pay.	1790	884	906	182	353	336	406	513	175	514	865	234	379	430	981
	89%	90%	89%	89%	92% G	95% CG	92% G	83%	89%	89%	90%	91%	91%	88%	90%
I don't want to pay a fee for having personalized cheques.	1813	865	948	176	345	328	405	559	173	522	882	236	376	436	1000
	91%	88%	93% A	86%	90%	92% C	92% C	91%	87%	90%	91%	91%	90%	89%	91%
I don't want to pay a fee for overdraft protection.	1705	833	872	173	332	305	380	515	162	493	831	219	352	412	941
	85%	85%	85%	85%	86%	86%	86%	84%	82%	85%	86%	85%	84%	84%	86%
I don't want to pay a fee for going over my monthly transaction limit.	1841	895	946	187	358	334	415	548	180	534	890	237	384	446	1011
	92%	91%	93%	92%	93% G	94% G	94% G	89%	91%	92%	92%	92%	92%	91%	92%
I want a chequing account without any hidden charges	1950	950	1000	195	372	349	434	600	187	564	945	254	401	473	1076
	97%	97%	98%	95%	97%	98%	99% C	97%	95%	98% H	98% H	98% H	96%	97%	98% L

LO16. (Top2box Summary) How much do you agree or disagree with each of the following statements?

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION		TIME IS MONEY	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids	Agree	Disagree
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents Weighted	2270	338	214	165	797	559	197	560	701	1006	680	1590	1679	591
	2000	278	193	129	764	475	161	510	613	875	616	1384	1489	511
I wish my bank would reward me more for my business.	1880	258	184	120	714	454	150	475	581	822	585	1295	1419	460
	94%	93%	95%	93%	93%	96%	93%	93%	95%	94%	95%	94%	95% M	90%
I wish my bank would give me more value each month for the fees I pay.	1790	243	164	114	678	444	147	457	556	775	569	1221	1361	429
	89%	87%	85%	88%	89%	93% ABCD	91%	90%	91%	89%	92% K	88%	91% M	84%
I don't want to pay a fee for having personalized cheques.	1813	256	175	115	697	423	147	462	554	794	567	1245	1362	451
	91%	92%	91%	89%	91%	89%	92%	91%	90%	91%	92%	90%	91% M	88%
I don't want to pay a fee for overdraft protection.	1705	247	167	112	658	383	137	430	526	747	530	1175	1276	429
	85%	89% E	87%	87%	86% E	81%	85%	84%	86%	85%	86%	85%	86%	84%
I don't want to pay a fee for going over my monthly transaction limit.	1841	256	182	121	704	429	149	468	567	804	585	1256	1375	466
	92%	92%	94%	94%	92%	90%	93%	92%	92%	92%	95% K	91%	92%	91%
I want a chequing account without any hidden charges	1950	270	188	125	749	459	159	486	602	860	601	1349	1459	491
	97%	97%	97%	97%	98%	97%	99%	95%	98% G	98% G	98%	97%	98% M	96%

LO16. (Low2box Summary) How much do you agree or disagree with each of the following statements?

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

		GENDER		AGE					EDUCATION				IMPORTANT IN EVERYDAY DECISIONS		
	Total	Male	Female	18-24	25-34	35-44+	45-54	55+	<HS	HS	Post Sec	Univ Grad	Simplicity	Convenience	Value
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents Weighted	2270	1003	1267	204	396	412	520	738	224	658	1095	293	483	552	1235
	2000	980	1020	204	384	356	440	616	198	578	966	258	418	488	1094
I wish my bank would reward me more for my business.	120	60	60	13	20	14	17	56	15	38	58	9	36	23	61
	6%	6%	6%	6%	5%	4%	4%	9% DEF	8% K	7%	6%	3%	9% MN	5%	6%
I wish my bank would give me more value each month for the fees I pay.	210	96	115	23	31	19	34	103	23	64	100	24	39	58	114
	11%	10%	11%	11% E	8%	5%	8%	17% DEF	11%	11%	10%	9%	9%	12%	10%
I don't want to pay a fee for having personalized cheques.	187	114	73	28	40	28	35	57	26	56	83	22	42	51	94
	9%	12% B	7%	14% EF	10%	8%	8%	9%	13%	10%	9%	9%	10%	11%	9%
I don't want to pay a fee for overdraft protection.	295	147	149	31	52	51	60	101	36	86	135	39	66	76	153
	15%	15%	15%	15%	14%	14%	14%	16%	18%	15%	14%	15%	16%	16%	14%
I don't want to pay a fee for going over my monthly transaction limit.	159	85	74	17	27	22	25	68	18	44	75	21	34	42	83
	8%	9%	7%	8%	7%	6%	6%	11% DEF	9%	8%	8%	8%	8%	9%	8%
I want a chequing account without any hidden charges	50	29	21	9	12	7	6	16	11	14	21	4	17	15	18
	3%	3%	2%	5% F	3%	2%	1%	3%	5% IJK	2%	2%	2%	4% N	3%	2%