

1. [I am upset that Target is leaving Canada.]

To what extent do you agree or disagree with the following:

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1003	486	517	271	386	346	65	193	434	311
Weighted	1003	486	517	280	371	352	117	338	393	154
I am upset that Target is leaving Canada.										
Strongly agree	91	45	46	36	34	20	10	27	34	20
	9%	9%	9%	13%	9%	6%	9%	8%	9%	13%
				E			*			
Somewhat agree	216	97	119	75	79	63	25	67	85	39
	22%	20%	23%	27%	21%	18%	22%	20%	22%	25%
				E			*			
Somewhat disagree	276	145	131	77	99	100	33	95	110	37
	27%	30%	25%	27%	27%	28%	28%	28%	28%	24%
							*			
Strongly disagree	420	200	220	92	159	169	48	149	163	59
	42%	41%	43%	33%	43%	48%	41%	44%	42%	38%
					C	C	*			
Summary										
Top2Box (Agree)	307	142	166	111	113	83	36	94	120	58
	31%	29%	32%	40%	30%	24%	30%	28%	30%	38%
				DE			*			GH
Low2Box (Disagree)	696	345	351	169	258	269	82	244	274	96
	69%	71%	68%	60%	70%	76%	70%	72%	70%	62%
					C	C	*	I	I	

- Column Proportions:  
Columns Tested (5%): A/B,C/D/E,F/G/H/I  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)
- Column Means:  
Columns Tested (5%): A/B,C/D/E,F/G/H/I  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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2. [I think Target could have turned it around and been successful in Canada.]

To what extent do you agree or disagree with the following:

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1003	486	517	271	386	346	65	193	434	311
Weighted	1003	486	517	280	371	352	117	338	393	154
I think Target could have turned it around and been successful in Canada.										
Strongly agree	146	75	71	50	58	38	12	48	59	28
	15%	15%	14%	18%	16%	11%	10%	14%	15%	18%
				E			*			
Somewhat agree	386	178	209	114	138	134	55	122	150	59
	39%	37%	40%	41%	37%	38%	47%	36%	38%	38%
							*			
Somewhat disagree	274	137	137	71	96	107	27	105	106	36
	27%	28%	27%	25%	26%	30%	23%	31%	27%	23%
							*			
Strongly disagree	196	97	99	45	79	72	24	63	78	32
	20%	20%	19%	16%	21%	21%	21%	19%	20%	20%
							*			
Summary										
Top2Box (Agree)	533	253	280	164	196	173	67	170	209	87
	53%	52%	54%	58%	53%	49%	57%	50%	53%	56%
				E			*			
Low2Box (Disagree)	470	234	237	116	175	179	51	168	184	68
	47%	48%	46%	42%	47%	51%	43%	50%	47%	44%
						C	*			

- Column Proportions:  
Columns Tested (5%): A/B,C/D/E,F/G/H/I  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)
- Column Means:  
Columns Tested (5%): A/B,C/D/E,F/G/H/I  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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