

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

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

		REGION						HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1003	120	100	100	351	232	100	272	206	230	184	266	737
Weighted	1003	135	106	65	385	241	71	318	213	203	147	263	740
I am upset that Target is leaving Canada.													
Strongly agree	91	10	8	4	36	19	14	29	15	16	21	37	54
	9%	7%	8%	6%	9%	8%	19%	9%	7%	8%	14%	14%	7%
		*	*	*			ABCDE*				H	L	
Somewhat agree	216	29	19	13	84	56	14	71	45	41	35	63	153
	22%	22%	18%	20%	22%	23%	20%	22%	21%	20%	24%	24%	21%
		*	*	*			*						
Somewhat disagree	276	38	30	21	107	64	15	85	58	62	36	61	215
	27%	28%	28%	32%	28%	27%	21%	27%	27%	31%	25%	23%	29%
		*	*	*			*						
Strongly disagree	420	58	48	27	158	101	28	133	95	84	56	102	318
	42%	43%	45%	41%	41%	42%	39%	42%	45%	41%	38%	39%	43%
		*	*	*			*						
Summary													
Top2Box (Agree)	307	39	28	17	120	75	28	99	60	57	56	99	208
	31%	29%	26%	27%	31%	31%	39%	31%	28%	28%	38%	38%	28%
		*	*	*			*					L	
Low2Box (Disagree)	696	96	79	48	265	166	43	219	153	146	92	163	532
	69%	71%	74%	73%	69%	69%	61%	69%	72%	72%	62%	62%	72%
		*	*	*			*						K

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

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

[Table of Contents](#)

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:

	REGION							HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1003	120	100	100	351	232	100	272	206	230	184	266	737
Weighted	1003	135	106	65	385	241	71	318	213	203	147	263	740
I think Target could have turned it around and been successful in Canada.													
Strongly agree	146	15	16	9	60	32	15	39	30	29	31	50	96
	15%	11%	15%	15%	16%	13%	21%	12%	14%	14%	21%	19%	13%
		*	*	*			*				G	L	
Somewhat agree	386	59	35	30	132	98	32	129	76	80	43	104	282
	39%	44%	33%	46%	34%	41%	45%	41%	36%	39%	29%	40%	38%
		*	*	*			*	J					
Somewhat disagree	274	28	36	18	116	65	12	88	53	61	40	59	215
	27%	21%	34%	27%	30%	27%	16%	28%	25%	30%	27%	22%	29%
		*	F*	*	F		*						
Strongly disagree	196	33	20	8	77	46	13	62	53	34	33	49	147
	20%	24%	18%	13%	20%	19%	18%	19%	25%	17%	22%	19%	20%
		*	*	*			*						
Summary													
Top2Box (Agree)	533	74	51	39	191	130	47	168	106	109	74	154	378
	53%	55%	48%	60%	50%	54%	66%	53%	50%	54%	50%	59%	51%
		*	*	*			BD*						
Low2Box (Disagree)	470	61	55	26	193	111	24	150	106	94	73	108	362
	47%	45%	52%	40%	50%	46%	34%	47%	50%	46%	50%	41%	49%
		*	F*	*	F		*						

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

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

[Table of Contents](#)