

Most Trusted Brands

Table: 227

[I'll pay a little more money to support a product or service from a company I trust than a company I don't trust.]

Do you agree or disagree with the following statements?

		Language of Survey		Gender	
	Total	English	French	Male	Female
	A	B	C	D	E
Base: All Respondents	4040	3028	1012	1882	2158
Base: Weighted	4040	3104	936	1959	2081
Strongly agree	843	663	180	342	502
	21%	21%	19%	17%	24%
					D
Somewhat agree	2416	1859	557	1190	1226
	60%	60%	59%	61%	59%
Somewhat disagree	653	494	159	358	295
	16%	16%	17%	18%	14%
				E	
Strongly disagree	128	88	39	69	58
	3%	3%	4%	4%	3%
			B		
Sigma	4040	3104	936	1959	2081
	100%	100%	100%	100%	100%
Summary					
Top2Box (Strongly/ Somewhat agree)	3259	2522	737	1532	1727
	81%	81%	79%	78%	83%
					D
TopBox (Strongly agree)	843	663	180	342	502
	21%	21%	19%	17%	24%
					D
Low2Box (Somewhat/ Strongly disagree)	781	582	199	427	354
	19%	19%	21%	22%	17%
				E	
LowBox (Strongly disagree)	128	88	39	69	58
	3%	3%	4%	4%	3%
			B		
Mean	3	3	2.9	2.9	3
		C			D
Std. Dev.	0.7	0.7	0.7	0.7	0.7

Std. Dev.					
Std. Err.	*	*	*	*	*

Grid overlap formula used

- Column Proportions:
Columns Tested (5%): A,B/C,D/E,F/G/H/I/J,K,L/M/N/O/P/Q,R/S/T
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A,B/C,D/E,F/G/H/I/J,K,L/M/N/O/P/Q,R/S/T
Minimum Base: 30 (**), Small Base: 100 (*)

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ion			Education		
ONT	QB	ATL	<College	College	University+
O	P	Q	R	S	T
1498	1096	277	1596	1108	1301
1551	970	287	1587	1107	1312
345	199	60	321	243	274
22%	21%	21%	20%	22%	21%
L					
898	576	173	913	648	839
58%	59%	60%	58%	59%	64%
					RS
257	157	45	288	183	174
17%	16%	16%	18%	17%	13%
			T	T	
51	38	9	65	33	25
3%	4%	3%	4%	3%	2%
			T		
1551	970	287	1587	1107	1312
100%	100%	100%	100%	100%	100%
1243	775	234	1234	891	1113
80%	80%	81%	78%	80%	85%
					RS
345	199	60	321	243	274
22%	21%	21%	20%	22%	21%
L					
308	194	53	354	216	199
20%	20%	19%	22%	20%	15%
			T	T	
51	38	9	65	33	25
3%	4%	3%	4%	3%	2%
			T		
3	3	3	2.9	3	3
				R	R
0.7	0.7	0.7	0.7	0.7	0.6

*	*	*	*	*	*