

Q1_1. [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?

	Total	Language of Survey		Gender	
		English	French	Male	Female
		A	B	C	D
Base: All Respondents	4001	3076	925	1862	2139
Base: Weighted	4001	3076	925	1940	2061
Strongly agree	836	638	198	329	507
	21%	21%	21%	17%	25%
Somewhat agree	2424	1885	539	1212	1212
	61%	61%	58%	62%	59%
Somewhat disagree	619	468	151	329	290
	15%	15%	16%	17%	14%
Strongly disagree	122	85	37	71	51
	3%	3%	4%	4%	2%
Sigma	4001	3076	925	1940	2061
	100%	100%	100%	100%	100%
Summary					
Top2Box (Strongly/ Somewhat agree)	3260	2523	737	1540	1720
	81%	82%	80%	79%	83%
TopBox (Strongly agree)	836	638	198	329	507
	21%	21%	21%	17%	25%
Low2Box (Somewhat/ Strongly disagree)	741	553	188	400	341
	19%	18%	20%	21%	17%
LowBox (Strongly disagree)	122	85	37	71	51
	3%	3%	4%	4%	2%
Mean	3	3	3	2.9	3.1
					C
Std. Dev.	0.7	0.7	0.7	0.7	0.7
Std. Err.	*	*	*	*	*

ome		
\$80K to <\$100K	Over \$80K	Over \$100K
W	X	Y
491	1406	915
492	1409	917
109	318	208
22%	23%	23%
	T	T
306	884	577
62%	63%	63%
T	T	T
70	184	114
14%	13%	12%
6	24	18
1%	2%	2%
492	1409	917
100%	100%	100%
416	1201	785
84%	85%	86%
T	TU	TU
109	318	208
22%	23%	23%
	T	T
77	208	131
16%	15%	14%
6	24	18
1%	2%	2%
3.1	3.1	3.1
T	T	T
0.6	0.6	0.7
*	*	*

Q1_2. [When I trust a company, I tend to recommend that product or service to my friends and family.]

Do you agree or disagree with the following statements?

	Total	Language of Survey		Gender	
		English	French	Male	Female
		A	B	C	D
Base: All Respondents	4001	3076	925	1862	2139
Base: Weighted	4001	3076	925	1940	2061
Strongly agree	1141	889	252	448	693
	29%	29%	27%	23%	34%
Somewhat agree	2280	1736	544	1152	1127
	57%	56%	59%	59%	55%
Somewhat disagree	488	380	108	284	204
	12%	12%	12%	15%	10%
Strongly disagree	92	72	21	56	37
	2%	2%	2%	3%	2%
Sigma	4001	3076	925	1940	2061
	100%	100%	100%	100%	100%
Summary					
Top2Box (Strongly/ Somewhat agree)	3421	2625	796	1600	1820
	85%	85%	86%	82%	88%
TopBox (Strongly agree)	1141	889	252	448	693
	29%	29%	27%	23%	34%
Low2Box (Somewhat/ Strongly disagree)	580	452	129	340	241
	15%	15%	14%	18%	12%
LowBox (Strongly disagree)	92	72	21	56	37
	2%	2%	2%	3%	2%
Mean	3.1	3.1	3.1	3	3.2
					C
Std. Dev.	0.7	0.7	0.7	0.7	0.7
Std. Err.	*	*	*	*	*

ome		
\$80K to <\$100K	Over \$80K	Over \$100K
W	X	Y
491	1406	915
492	1409	917
148	396	248
30%	28%	27%
280	828	548
57%	59%	60%
	U	U
56	160	104
11%	11%	11%
9	26	16
2%	2%	2%
492	1409	917
100%	100%	100%
427	1224	796
87%	87%	87%
	T	
148	396	248
30%	28%	27%
65	185	120
13%	13%	13%
9	26	16
2%	2%	2%
3.1	3.1	3.1
0.7	0.7	0.7
*	*	*

Q1_3. [I pay more attention to companies that I trust than to companies I don't.]

Do you agree or disagree with the following statements?

	Total	Language of Survey		Gender	
		English	French	Male	Female
		A	B	C	D
Base: All Respondents	4001	3076	925	1862	2139
Base: Weighted	4001	3076	925	1940	2061
Strongly agree	1004	761	243	435	569
	25%	25%	26%	22%	28%
Somewhat agree	2387	1809	578	1186	1200
	60%	59%	63%	61%	58%
Somewhat disagree	539	448	91	283	256
	13%	15%	10%	15%	12%
Strongly disagree	72	58	13	36	36
	2%	2%	1%	2%	2%
Sigma	4001	3076	925	1940	2061
	100%	100%	100%	100%	100%
Summary					
Top2Box (Strongly/ Somewhat agree)	3390	2570	821	1621	1769
	85%	84%	89%	84%	86%
TopBox (Strongly agree)	1004	761	243	435	569
	25%	25%	26%	22%	28%
Low2Box (Somewhat/ Strongly disagree)	611	507	104	319	292
	15%	16%	11%	16%	14%
LowBox (Strongly disagree)	72	58	13	36	36
	2%	2%	1%	2%	2%
Mean	3.1	3.1	3.1	3	3.1
			A		C
Std. Dev.	0.7	0.7	0.6	0.7	0.7
Std. Err.	*	*	*	*	*

ome		
\$80K to <\$100K	Over \$80K	Over \$100K
W	X	Y
491	1406	915
492	1409	917
115	337	222
23%	24%	24%
312	871	559
63%	62%	61%
T		
62	182	119
13%	13%	13%
3	20	16
1%	1%	2%
492	1409	917
100%	100%	100%
427	1208	781
87%	86%	85%
T	T	
115	337	222
23%	24%	24%
66	202	136
13%	14%	15%
3	20	16
1%	1%	2%
3.1	3.1	3.1
0.6	0.6	0.7
*	*	*

Q1_4. [I consider myself very loyal to the brands and companies that I support.]

Do you agree or disagree with the following statements?

	Total	Language of Survey		Gender	
		English	French	Male	Female
		A	B	C	D
Base: All Respondents	4001	3076	925	1862	2139
Base: Weighted	4001	3076	925	1940	2061
Strongly agree	949	732	217	419	530
	24%	24%	23%	22%	26%
Somewhat agree	2359	1811	548	1153	1206
	59%	59%	59%	59%	59%
Somewhat disagree	619	472	147	327	293
	15%	15%	16%	17%	14%
Strongly disagree	74	62	12	42	33
	2%	2%	1%	2%	2%
Sigma	4001	3076	925	1940	2061
	100%	100%	100%	100%	100%
Summary					
Top2Box (Strongly/ Somewhat agree)	3308	2543	765	1572	1736
	83%	83%	83%	81%	84%
TopBox (Strongly agree)	949	732	217	419	530
	24%	24%	23%	22%	26%
Low2Box (Somewhat/ Strongly disagree)	693	534	160	368	325
	17%	17%	17%	19%	16%
LowBox (Strongly disagree)	74	62	12	42	33
	2%	2%	1%	2%	2%
Mean	3	3	3	3	3.1
					C
Std. Dev.	0.7	0.7	0.7	0.7	0.7
Std. Err.	*	*	*	*	*

ome		
\$80K to <\$100K	Over \$80K	Over \$100K
W	X	Y
491	1406	915
492	1409	917
125	349	224
25%	25%	24%
288	831	543
59%	59%	59%
72	209	137
15%	15%	15%
7	20	13
1%	1%	1%
492	1409	917
100%	100%	100%
414	1180	767
84%	84%	84%
	T	
125	349	224
25%	25%	24%
79	229	150
16%	16%	16%
7	20	13
1%	1%	1%
3.1	3.1	3.1
	T	
0.7	0.7	0.7
*	*	*

Q1_5. [I'm more likely to remember advertisements from companies or brands that I trust.]

Do you agree or disagree with the following statements?

	Total	Language of Survey		Gender	
		English	French	Male	Female
		A	B	C	D
Base: All Respondents	4001	3076	925	1862	2139
Base: Weighted	4001	3076	925	1940	2061
Strongly agree	733	593	140	312	421
	18%	19%	15%	16%	20%
Somewhat agree	2293	1757	536	1131	1162
	57%	57%	58%	58%	56%
Somewhat disagree	826	623	203	411	415
	21%	20%	22%	21%	20%
Strongly disagree	150	104	46	86	64
	4%	3%	5%	4%	3%
Sigma	4001	3076	925	1940	2061
	100%	100%	100%	100%	100%
Summary					
Top2Box (Strongly/ Somewhat agree)	3025	2350	676	1443	1582
	76%	76%	73%	74%	77%
TopBox (Strongly agree)	733	593	140	312	421
	18%	19%	15%	16%	20%
Low2Box (Somewhat/ Strongly disagree)	976	727	249	497	479
	24%	24%	27%	26%	23%
LowBox (Strongly disagree)	150	104	46	86	64
	4%	3%	5%	4%	3%
Mean	2.9	2.9	2.8	2.9	2.9
		B		C	
Std. Dev.	0.7	0.7	0.7	0.7	0.7
Std. Err.	*	*	*	*	*

ome		
\$80K to <\$100K	Over \$80K	Over \$100K
W	X	Y
491	1406	915
492	1409	917
102	269	168
21%	19%	18%
283	824	541
58%	58%	59%
92	273	182
19%	19%	20%
16	42	26
3%	3%	3%
492	1409	917
100%	100%	100%
385	1094	708
78%	78%	77%
102	269	168
21%	19%	18%
107	316	208
22%	22%	23%
16	42	26
3%	3%	3%
3	2.9	2.9
0.7	0.7	0.7
*	*	*

Q1_6. [When a product or service's quality and price are similar, I tend to buy the product or service from the company

Do you agree or disagree with the following statements?

	Total	Language of Survey		Gender	
		English	French	Male	Female
		A	B	C	D
Base: All Respondents	4001	3076	925	1862	2139
Base: Weighted	4001	3076	925	1940	2061
Strongly agree	1454	1123	331	662	792
	36%	36%	36%	34%	38%
Somewhat agree	2239	1721	518	1119	1120
	56%	56%	56%	58%	54%
Somewhat disagree	260	200	61	135	125
	7%	6%	7%	7%	6%
Strongly disagree	48	33	15	24	24
	1%	1%	2%	1%	1%
Sigma	4001	3076	925	1940	2061
	100%	100%	100%	100%	100%
Summary					
Top2Box (Strongly/ Somewhat agree)	3693	2843	849	1781	1911
	92%	92%	92%	92%	93%
TopBox (Strongly agree)	1454	1123	331	662	792
	36%	36%	36%	34%	38%
Low2Box (Somewhat/ Strongly disagree)	308	233	76	159	149
	8%	8%	8%	8%	7%
LowBox (Strongly disagree)	48	33	15	24	24
	1%	1%	2%	1%	1%
Mean	3.3	3.3	3.3	3.2	3.3
					C
Std. Dev.	0.6	0.6	0.6	0.6	0.6
Std. Err.	*	*	*	*	*

ome		
\$80K to <\$100K	Over \$80K	Over \$100K
W	X	Y
491	1406	915
492	1409	917
187	544	357
38%	39%	39%
T	T	T
275	780	506
56%	55%	55%
29	76	46
6%	5%	5%
1	9	8
*	1%	1%
492	1409	917
100%	100%	100%
462	1325	862
94%	94%	94%
T	T	T
187	544	357
38%	39%	39%
T	T	T
30	84	54
6%	6%	6%
1	9	8
*	1%	1%
3.3	3.3	3.3
T	T	T
0.6	0.6	0.6
*	*	*

Q1_7. [I am more likely to trust a company that announces product recalls.]

Do you agree or disagree with the following statements?

	Total	Language of Survey		Gender	
		English	French	Male	Female
		A	B	C	D
Base: All Respondents	4001	3076	925	1862	2139
Base: Weighted	4001	3076	925	1940	2061
Strongly agree	832	746	86	344	488
	21%	24%	9%	18%	24%
Somewhat agree	2304	1810	494	1211	1092
	58%	59%	53%	62%	53%
Somewhat disagree	749	446	304	338	412
	19%	14%	33%	17%	20%
Strongly disagree	116	75	41	47	69
	3%	2%	4%	2%	3%
Sigma	4001	3076	925	1940	2061
	100%	100%	100%	100%	100%
Summary					
Top2Box (Strongly/ Somewhat agree)	3136	2556	580	1556	1580
	78%	83%	63%	80%	77%
TopBox (Strongly agree)	832	746	86	344	488
	21%	24%	9%	18%	24%
Low2Box (Somewhat/ Strongly disagree)	865	520	345	385	481
	22%	17%	37%	20%	23%
LowBox (Strongly disagree)	116	75	41	47	69
	3%	2%	4%	2%	3%
Mean	3	3	2.7	3	3
		B			
Std. Dev.	0.7	0.7	0.7	0.7	0.8
Std. Err.	*	*	*	*	*

ome		
\$80K to <\$100K	Over \$80K	Over \$100K
W	X	Y
491	1406	915
492	1409	917
108	315	208
22%	22%	23%
276	814	538
56%	58%	59%
101	255	153
21%	18%	17%
7	24	17
1%	2%	2%
492	1409	917
100%	100%	100%
384	1130	746
78%	80%	81%
	T	TU
108	315	208
22%	22%	23%
108	279	171
22%	20%	19%
7	24	17
1%	2%	2%
3	3	3
	T	TU
0.7	0.7	0.7
*	*	*

Q1_8. [When a company I trust is in trouble, I give them the benefit of the doubt]

Do you agree or disagree with the following statements?

	Total	Language of Survey		Gender	
		English	French	Male	Female
		A	B	C	D
Base: All Respondents	4001	3076	925	1862	2139
Base: Weighted	4001	3076	925	1940	2061
Strongly agree	297	235	61	152	145
	7%	8%	7%	8%	7%
Somewhat agree	2485	1851	634	1208	1276
	62%	60%	69%	62%	62%
Somewhat disagree	1109	906	203	519	590
	28%	29%	22%	27%	29%
Strongly disagree	111	85	26	61	50
	3%	3%	3%	3%	2%
Sigma	4001	3076	925	1940	2061
	100%	100%	100%	100%	100%
Summary					
Top2Box (Strongly/ Somewhat agree)	2781	2086	695	1360	1421
	70%	68%	75%	70%	69%
TopBox (Strongly agree)	297	235	61	152	145
	7%	8%	7%	8%	7%
Low2Box (Somewhat/ Strongly disagree)	1220	991	229	580	640
	30%	32%	25%	30%	31%
LowBox (Strongly disagree)	111	85	26	61	50
	3%	3%	3%	3%	2%
Mean	2.7	2.7	2.8	2.7	2.7
			A		
Std. Dev.	0.6	0.6	0.6	0.6	0.6
Std. Err.	*	*	*	*	*

ome		
\$80K to <\$100K	Over \$80K	Over \$100K
W	X	Y
491	1406	915
492	1409	917
41	108	67
8%	8%	7%
309	888	579
63%	63%	63%
129	383	254
26%	27%	28%
13	30	17
3%	2%	2%
492	1409	917
100%	100%	100%
350	996	646
71%	71%	70%
41	108	67
8%	8%	7%
142	413	271
29%	29%	30%
13	30	17
3%	2%	2%
2.8	2.8	2.8
0.6	0.6	0.6
*	*	*

Q1_9. [When a company I don't trust is in trouble, I view their actions and messages skeptically.]

Do you agree or disagree with the following statements?

	Total	Language of Survey		Gender	
		English	French	Male	Female
		A	B	C	D
Base: All Respondents	4001	3076	925	1862	2139
Base: Weighted	4001	3076	925	1940	2061
Strongly agree	761	634	127	358	403
	19%	21%	14%	18%	20%
Somewhat agree	2483	1891	593	1214	1269
	62%	61%	64%	63%	62%
Somewhat disagree	682	498	184	334	348
	17%	16%	20%	17%	17%
Strongly disagree	75	54	21	35	40
	2%	2%	2%	2%	2%
Sigma	4001	3076	925	1940	2061
	100%	100%	100%	100%	100%
Summary					
Top2Box (Strongly/ Somewhat agree)	3244	2525	720	1572	1673
	81%	82%	78%	81%	81%
TopBox (Strongly agree)	761	634	127	358	403
	19%	21%	14%	18%	20%
Low2Box (Somewhat/ Strongly disagree)	757	552	205	369	388
	19%	18%	22%	19%	19%
LowBox (Strongly disagree)	75	54	21	35	40
	2%	2%	2%	2%	2%
Mean	3	3	2.9	3	3
		B			
Std. Dev.	0.7	0.7	0.6	0.7	0.7
Std. Err.	*	*	*	*	*

ome		
\$80K to <\$100K	Over \$80K	Over \$100K
W	X	Y
491	1406	915
492	1409	917
103	274	171
21%	19%	19%
305	903	598
62%	64%	65%
	T	T
80	213	134
16%	15%	15%
5	19	14
1%	1%	2%
492	1409	917
100%	100%	100%
408	1177	769
83%	84%	84%
T	T	T
103	274	171
21%	19%	19%
84	232	148
17%	16%	16%
5	19	14
1%	1%	2%
3	3	3
T	T	T
0.6	0.6	0.6
*	*	*

Q1_10. [I trust third party recognition of products and services such as awards or seals of excellence.]

Do you agree or disagree with the following statements?

	Total	Language of Survey		Gender	
		English	French	Male	Female
		A	B	C	D
Base: All Respondents	4001	3076	925	1862	2139
Base: Weighted	4001	3076	925	1940	2061
Strongly agree	278	220	57	138	140
	7%	7%	6%	7%	7%
Somewhat agree	2180	1652	528	1021	1159
	54%	54%	57%	53%	56%
Somewhat disagree	1284	995	289	634	650
	32%	32%	31%	33%	32%
Strongly disagree	259	209	50	147	112
	6%	7%	5%	8%	5%
Sigma	4001	3076	925	1940	2061
	100%	100%	100%	100%	100%
Summary					
Top2Box (Strongly/ Somewhat agree)	2458	1873	585	1159	1299
	61%	61%	63%	60%	63%
TopBox (Strongly agree)	278	220	57	138	140
	7%	7%	6%	7%	7%
Low2Box (Somewhat/ Strongly disagree)	1543	1204	339	781	762
	39%	39%	37%	40%	37%
LowBox (Strongly disagree)	259	209	50	147	112
	6%	7%	5%	8%	5%
Mean	2.6	2.6	2.6	2.6	2.6
Std. Dev.	0.7	0.7	0.7	0.7	0.7
Std. Err.	*	*	*	*	*

ome		
\$80K to <\$100K	Over \$80K	Over \$100K
W	X	Y
491	1406	915
492	1409	917
37	100	63
8%	7%	7%
266	793	527
54%	56%	58%
		TU
163	438	275
33%	31%	30%
27	77	51
5%	5%	6%
492	1409	917
100%	100%	100%
303	894	591
62%	63%	64%
		T
37	100	63
8%	7%	7%
189	515	326
38%	37%	36%
27	77	51
5%	5%	6%
2.6	2.7	2.7
0.7	0.7	0.7
*	*	*

Q1_11. [I trust a company that will stand behind their products.]

Do you agree or disagree with the following statements?

	Total	Language of Survey		Gender	
		English	French	Male	Female
		A	B	C	D
Base: All Respondents	4001	3076	925	1862	2139
Base: Weighted	4001	3076	925	1940	2061
Strongly agree	1461	1323	138	630	831
	37%	43%	15%	32%	40%
Somewhat agree	2205	1560	644	1131	1073
	55%	51%	70%	58%	52%
Somewhat disagree	278	159	119	141	137
	7%	5%	13%	7%	7%
Strongly disagree	57	34	23	38	19
	1%	1%	2%	2%	1%
Sigma	4001	3076	925	1940	2061
	100%	100%	100%	100%	100%
Summary					
Top2Box (Strongly/ Somewhat agree)	3666	2883	783	1761	1905
	92%	94%	85%	91%	92%
TopBox (Strongly agree)	1461	1323	138	630	831
	37%	43%	15%	32%	40%
Low2Box (Somewhat/ Strongly disagree)	335	193	142	179	156
	8%	6%	15%	9%	8%
LowBox (Strongly disagree)	57	34	23	38	19
	1%	1%	2%	2%	1%
Mean	3.3	3.4	3	3.2	3.3
		B		C	
Std. Dev.	0.6	0.6	0.6	0.7	0.6
Std. Err.	*	*	*	*	*

ome		
\$80K to <\$100K	Over \$80K	Over \$100K
W	X	Y
491	1406	915
492	1409	917
181	548	367
37%	39%	40%
	T	T
269	756	487
55%	54%	53%
41	88	47
8%	6%	5%
XY	Y	
2	18	16
*	1%	2%
	W	WX
492	1409	917
100%	100%	100%
ome		
450	1304	854
91%	93%	93%
		T
181	548	367
37%	39%	40%
	T	T
43	105	63
9%	7%	7%
2	18	16
*	1%	2%
	W	WX
3.3	3.3	3.3
	T	T
0.6	0.6	0.6
*	*	*

Q1_12. [I'd be more willing to work for a company that I trust.]

Do you agree or disagree with the following statements?

	Total	Language of Survey		Gender	
		English	French	Male	Female
		A	B	C	D
Base: All Respondents	4001	3076	925	1862	2139
Base: Weighted	4001	3076	925	1940	2061
Strongly agree	1718	1418	300	736	982
	43%	46%	32%	38%	48%
Somewhat agree	2019	1467	552	1049	970
	50%	48%	60%	54%	47%
Somewhat disagree	207	158	49	122	85
	5%	5%	5%	6%	4%
Strongly disagree	57	33	24	32	25
	1%	1%	3%	2%	1%
Sigma	4001	3076	925	1940	2061
	100%	100%	100%	100%	100%
Summary					
Top2Box (Strongly/ Somewhat agree)	3737	2885	852	1786	1951
	93%	94%	92%	92%	95%
TopBox (Strongly agree)	1718	1418	300	736	982
	43%	46%	32%	38%	48%
Low2Box (Somewhat/ Strongly disagree)	264	191	73	155	110
	7%	6%	8%	8%	5%
LowBox (Strongly disagree)	57	33	24	32	25
	1%	1%	3%	2%	1%
Mean	3.3	3.4	3.2	3.3	3.4
		B			C
Std. Dev.	0.6	0.6	0.7	0.7	0.6
			A		
Std. Err.	*	*	*	*	*

ome		
\$80K to <\$100K	Over \$80K	Over \$100K
W	X	Y
491	1406	915
492	1409	917
213	650	436
43%	46%	48%
	T	TU
257	690	433
52%	49%	47%
19	59	40
4%	4%	4%
3	11	8
1%	1%	1%
492	1409	917
100%	100%	100%
ome		
471	1340	869
96%	95%	95%
T	T	T
213	650	436
43%	46%	48%
	T	TU
22	70	48
4%	5%	5%
3	11	8
1%	1%	1%
3.4	3.4	3.4
T	TU	TU
0.6	0.6	0.6
*	*	*

Q1_13. [I'm more likely to invest my money in a company that I trust.]

Do you agree or disagree with the following statements?

	Total	Language of Survey		Gender	
		English	French	Male	Female
		A	B	C	D
Base: All Respondents	4001	3076	925	1862	2139
Base: Weighted	4001	3076	925	1940	2061
Strongly agree	1414	1135	279	644	770
	35%	37%	30%	33%	37%
Somewhat agree	2191	1640	551	1088	1104
	55%	53%	60%	56%	54%
Somewhat disagree	315	243	72	164	151
	8%	8%	8%	8%	7%
Strongly disagree	81	59	23	45	37
	2%	2%	2%	2%	2%
Sigma	4001	3076	925	1940	2061
	100%	100%	100%	100%	100%
Summary					
Top2Box (Strongly/ Somewhat agree)	3605	2775	830	1731	1874
	90%	90%	90%	89%	91%
TopBox (Strongly agree)	1414	1135	279	644	770
	35%	37%	30%	33%	37%
Low2Box (Somewhat/ Strongly disagree)	396	302	95	209	187
	10%	10%	10%	11%	9%
LowBox (Strongly disagree)	81	59	23	45	37
	2%	2%	2%	2%	2%
Mean	3.2	3.3	3.2	3.2	3.3
		B			C
Std. Dev.	0.7	0.7	0.7	0.7	0.7
Std. Err.	*	*	*	*	*

ome		
\$80K to <\$100K	Over \$80K	Over \$100K
W	X	Y
491	1406	915
492	1409	917
187	576	389
38%	41%	42%
T	TU	TUV
260	735	475
53%	52%	52%
37	83	45
8%	6%	5%
Y	Y	
8	16	8
2%	1%	1%
492	1409	917
100%	100%	100%
447	1311	864
91%	93%	94%
T	TUW	TUVWX
187	576	389
38%	41%	42%
T	TU	TUV
45	99	53
9%	7%	6%
XY	Y	
8	16	8
2%	1%	1%
3.3	3.3	3.4
T	TUW	TUVWX
0.7	0.6	0.6
*	*	*

Q1_14. [I buy items solely based on their price.]

Do you agree or disagree with the following statements?

	Total	Language of Survey		Gender	
		English	French	Male	Female
		A	B	C	D
Base: All Respondents	4001	3076	925	1862	2139
Base: Weighted	4001	3076	925	1940	2061
Strongly agree	367	285	82	183	184
	9%	9%	9%	9%	9%
Somewhat agree	1600	1252	348	768	832
	40%	41%	38%	40%	40%
Somewhat disagree	1649	1236	413	802	847
	41%	40%	45%	41%	41%
Strongly disagree	384	303	81	187	197
	10%	10%	9%	10%	10%
Sigma	4001	3076	925	1940	2061
	100%	100%	100%	100%	100%
Summary					
Top2Box (Strongly/ Somewhat agree)	1967	1537	430	951	1017
	49%	50%	47%	49%	49%
TopBox (Strongly agree)	367	285	82	183	184
	9%	9%	9%	9%	9%
Low2Box (Somewhat/ Strongly disagree)	2034	1539	494	989	1044
	51%	50%	53%	51%	51%
LowBox (Strongly disagree)	384	303	81	187	197
	10%	10%	9%	10%	10%
Mean	2.5	2.5	2.5	2.5	2.5
Std. Dev.	0.8	0.8	0.8	0.8	0.8
Std. Err.	*	*	*	*	*

ome		
\$80K to <\$100K	Over \$80K	Over \$100K
W	X	Y
491	1406	915
492	1409	917
43	97	54
9%	7%	6%
	Y	
189	500	311
38%	35%	34%
214	641	428
43%	46%	47%
T	T	TU
47	171	124
9%	12%	14%
T	TUW	TUVWX
492	1409	917
100%	100%	100%
232	597	365
47%	42%	40%
XY	Y	
43	97	54
9%	7%	6%
	Y	
260	812	552
53%	58%	60%
T	TUVW	TUVWX
47	171	124
9%	12%	14%
T	TUW	TUVWX
2.5	2.4	2.3
XY	Y	
0.8	0.8	0.8
*	*	*