

	Total	Region							Gender		Age			Age_fine						Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K- <\$100K	\$100K+	<=HS	Coll/Tech	Univ+
Sample Size	1501	202	152	103	102	498	344	100	733	768	435	524	543	178	257	247	276	248	294	214	279	241	221	245	302	509	453	300	632	475	395

Regional sample sizes are unweighted. All other sample sizes, including totals, are weighted to census data. Blank cells indicate zero responses were received. Cells containing "0%" are statistically zero, though at least one response was received.

QH1. [Tim Hortons] Overall Opinion

	Total	Region							Gender		Age			Age_fine						Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K- <\$100K	\$100K+	<=HS	Coll/Tech	Univ+
Very unfavourable	9%	9%	10%	5%	11%	9%	8%	9%	10%	8%	9%	9%	6%	10%	10%	8%	12%	6%	9%	11%	11%	8%	7%	8%	10%	9%	8%	8%	8%	11%	
Moderately unfavourable	16%	16%	16%	19%	17%	19%	9%	19%	15%	16%	17%	12%	15%	19%	16%	18%	16%	10%	16%	19%	11%	19%	15%	14%	12%	16%	18%	10%	17%	23%	
Neither favourable nor unfavourable	21%	25%	14%	14%	21%	20%	24%	19%	24%	17%	20%	22%	18%	22%	23%	17%	24%	21%	27%	24%	22%	13%	15%	22%	21%	21%	21%	23%	18%	20%	
Moderately favourable	31%	33%	38%	35%	32%	29%	31%	29%	31%	32%	27%	35%	32%	27%	27%	31%	38%	29%	35%	25%	31%	35%	29%	39%	29%	33%	31%	32%	32%	30%	
Very favourable	23%	18%	22%	28%	19%	23%	28%	24%	19%	28%	27%	19%	24%	34%	22%	20%	18%	20%	28%	22%	15%	21%	32%	24%	27%	24%	23%	20%	27%	16%	
Top2box	55%	51%	60%	62%	51%	52%	59%	53%	50%	60%	54%	56%	61%	49%	51%	56%	49%	63%	47%	46%	56%	61%	63%	56%	57%	54%	53%	59%	56%	46%	
Bottom2box	25%	24%	26%	24%	28%	28%	17%	28%	26%	23%	26%	22%	21%	29%	27%	26%	28%	16%	26%	30%	21%	26%	22%	22%	22%	24%	27%	18%	26%	34%	

QH1. [Starbucks] Overall opinion

	Total	Region							Gender		Age			Age_fine						Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K- <\$100K	\$100K+	<=HS	Coll/Tech	Univ+
Very unfavourable	11%	8%	13%	15%	12%	13%	7%	13%	14%	8%	11%	11%	11%	12%	9%	13%	11%	11%	14%	13%	14%	9%	8%	8%	16%	9%	8%	12%	10%	10%	
Moderately unfavourable	15%	12%	19%	13%	12%	17%	13%	17%	16%	15%	16%	15%	14%	14%	18%	13%	17%	13%	15%	17%	14%	15%	15%	16%	13%	14%	17%	15%	13%	15%	
Neither favourable nor unfavourable	40%	37%	28%	36%	36%	40%	48%	42%	43%	37%	33%	38%	48%	26%	37%	38%	38%	48%	47%	39%	43%	48%	27%	33%	47%	43%	39%	37%	42%	36%	41%
Moderately favourable	22%	27%	24%	17%	26%	23%	18%	20%	19%	25%	24%	18%	30%	20%	28%	22%	19%	18%	19%	22%	16%	29%	27%	20%	17%	23%	27%	20%	24%	23%	
Very favourable	12%	16%	14%	19%	13%	8%	14%	8%	8%	15%	15%	11%	9%	18%	13%	12%	10%	9%	11%	8%	7%	20%	15%	11%	11%	12%	13%	12%	12%	11%	
Top2box	34%	43%	39%	36%	40%	31%	32%	29%	27%	40%	40%	36%	27%	49%	34%	40%	32%	28%	26%	30%	30%	22%	49%	42%	31%	28%	35%	40%	32%	36%	34%
Bottom2box	26%	20%	33%	29%	24%	30%	20%	30%	29%	23%	28%	25%	25%	30%	22%	30%	24%	26%	32%	28%	30%	24%	24%	21%	29%	26%	23%	26%	28%	25%	

QH2. [Tim Hortons] in the last few years, would you say your overall opinion of each company has improved, worsened, or stayed the same?

	Total	Region							Gender		Age			Age_fine						Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K- <\$100K	\$100K+	<=HS	Coll/Tech	Univ+
Worsened	35%	40%	29%	33%	37%	42%	24%	38%	36%	34%	36%	37%	33%	31%	40%	39%	35%	40%	26%	34%	38%	35%	38%	35%	31%	33%	35%	35%	30%	36%	42%
Stayed the same	53%	50%	57%	55%	52%	47%	61%	52%	52%	53%	46%	54%	56%	45%	48%	49%	58%	49%	61%	50%	54%	53%	43%	54%	58%	54%	52%	55%	54%	54%	49%
Improved	12%	10%	15%	11%	12%	12%	15%	10%	12%	13%	17%	9%	12%	25%	12%	11%	7%	10%	13%	16%	8%	13%	19%	10%	11%	13%	14%	10%	16%	11%	9%

QH2. [Starbucks] in the last few years, would you say your overall opinion of each company has improved, worsened, or stayed the same?

	Total	Region							Gender		Age			Age_fine						Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K- <\$100K	\$100K+	<=HS	Coll/Tech	Univ+
Worsened	11%	9%	12%	14%	15%	13%	9%	8%	11%	11%	13%	11%	10%	13%	13%	10%	11%	12%	8%	11%	13%	10%	15%	9%	10%	13%	11%	9%	13%	10%	
Stayed the same	80%	79%	78%	75%	76%	78%	81%	88%	81%	78%	71%	82%	85%	64%	75%	81%	83%	81%	88%	74%	82%	86%	67%	82%	83%	79%	79%	81%	80%	78%	81%
Improved	9%	11%	10%	11%	9%	9%	11%	4%	8%	11%	17%	7%	5%	23%	12%	9%	6%	8%	4%	15%	6%	4%	18%	9%	7%	8%	10%	10%	9%	10%	9%

QH3. [Tim Hortons] Generally speaking, how often do you yourself purchase or consume products from each of these companies?

	Total	Region							Gender		Age			Age_fine						Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	<=HS	Coll/Tech	Univ+
Every day or almost every day	8%	4%	7%	7%	3%	10%	6%	12%	8%	7%	11%	8%	5%	10%	12%	10%	6%	5%	4%	12%	7%	7%	10%	9%	3%	7%	8%	12%	7%	10%	6%
A few times a week	14%	11%	12%	20%	12%	17%	10%	16%	15%	13%	17%	17%	9%	16%	18%	19%	14%	10%	9%	18%	17%	11%	16%	16%	8%	13%	15%	15%	15%	12%	
About once a week	12%	12%	11%	8%	9%	12%	12%	14%	11%	12%	13%	11%	12%	14%	12%	11%	10%	11%	12%	13%	9%	11%	13%	12%	12%	11%	10%	13%	10%	13%	
A few times a month	17%	19%	16%	16%	13%	17%	17%	14%	15%	19%	19%	15%	17%	19%	19%	16%	15%	15%	18%	17%	12%	17%	21%	19%	17%	18%	18%	14%	17%	16%	
About once a month	12%	11%	9%	18%	14%	12%	12%	15%	13%	11%	10%	12%	14%	12%	9%	11%	14%	15%	13%	12%	13%	14%	8%	11%	13%	11%	14%	11%	14%	12%	
Less often than once a month	29%	34%	34%	22%	41%	25%	31%	21%	27%	30%	23%	29%	33%	22%	24%	26%	32%	33%	33%	22%	31%	28%	24%	28%	37%	30%	26%	29%	28%	27%	31%
Never	9%	9%	10%	8%	8%	7%	12%	7%	10%	8%	7%	8%	11%	8%	7%	9%	11%	11%	7%	11%	12%	7%	5%	10%	9%	8%	10%	10%	7%	10%	
Net: weekly	33%	27%	30%	35%	24%	39%	28%	43%	35%	32%	41%	35%	26%	39%	42%	40%	31%	26%	26%	43%	33%	29%	39%	37%	23%	32%	35%	37%	34%	34%	31%
Net: Monthly	29%	30%	25%	34%	27%	29%	29%	29%	28%	30%	29%	27%	30%	27%	26%	28%	30%	31%	28%	25%	31%	29%	30%	30%	29%	31%	25%	28%	31%	28%	

QH3. [Starbucks] Generally speaking, how often do you yourself purchase or consume products from each of these companies?

	Total	Region							Gender		Age			Age_fine						Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	<=HS	Coll/Tech	Univ+
Every day or almost every day	2%	1%	5%			2%	1%		1%	2%	3%	2%	*	2%	4%	2%	1%		1%	2%	1%	*	4%	3%	*	2%	2%	3%	1%	2%	3%
A few times a week	4%	8%	3%	3%	2%	3%	3%	3%	4%	4%	6%	4%	2%	6%	5%	4%	4%	1%	2%	4%	5%	2%	8%	3%	1%	2%	5%	4%	3%	4%	3%
About once a week	6%	13%	6%	4%	8%	6%	3%	3%	7%	4%	7%	7%	4%	6%	9%	10%	4%	5%	3%	10%	9%	3%	5%	4%	4%	3%	7%	10%	4%	8%	6%
A few times a month	9%	14%	7%	7%	11%	5%	10%	9%	10%	13%	10%	5%	14%	13%	10%	10%	6%	4%	13%	9%	5%	13%	11%	6%	8%	9%	11%	8%	7%	14%	
About once a month	8%	14%	11%	7%	11%	7%	7%	4%	7%	9%	9%	11%	5%	11%	8%	11%	10%	6%	5%	6%	9%	5%	12%	12%	5%	7%	6%	13%	5%	9%	12%
Less often than once a month	30%	31%	35%	32%	35%	29%	29%	32%	28%	32%	31%	31%	30%	29%	32%	31%	30%	29%	31%	26%	28%	30%	35%	33%	30%	25%	35%	33%	28%	28%	38%
Never	41%	19%	34%	47%	37%	42%	52%	48%	44%	38%	31%	36%	54%	32%	30%	31%	41%	52%	55%	38%	38%	55%	23%	34%	53%	54%	36%	27%	51%	43%	23%
Net: weekly	11%	22%	14%	7%	10%	10%	7%	6%	12%	10%	16%	13%	6%	14%	18%	17%	9%	6%	5%	16%	15%	5%	16%	10%	6%	7%	14%	17%	8%	14%	13%
Net: Monthly	18%	28%	17%	14%	18%	19%	12%	14%	16%	19%	23%	21%	10%	25%	21%	21%	21%	12%	9%	19%	18%	10%	26%	23%	11%	15%	15%	23%	14%	16%	26%

QH4. [The quality of the food] In the last five years or so, would you say your overall impression of each of the following aspects of Tim Hortons has improved, worsened, or stayed the same?

Sample Size	1368	184	136	94	92	462	302	93	660	708	403	481	483	163	240	229	251	220	263	199	249	212	204	232	272	463	417	270	571	440	357
Total	Region							Gender		Age			Age_fine						Age_Gender						Income			Education			
	BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	<=HS	Coll/Tech	Univ+	
Worsened	21%	24%	16%	27%	21%	25%	13%	25%	21%	21%	25%	24%	16%	19%	29%	27%	20%	23%	10%	22%	26%	15%	28%	20%	17%	20%	24%	21%	17%	25%	24%
Stayed the same	59%	61%	63%	58%	58%	57%	64%	51%	60%	59%	57%	60%	62%	55%	58%	55%	64%	60%	63%	61%	56%	63%	53%	64%	61%	59%	57%	61%	61%	57%	61%
Improved	19%	15%	21%	15%	21%	17%	23%	24%	19%	19%	18%	17%	23%	26%	14%	18%	16%	17%	27%	17%	18%	23%	20%	16%	22%	21%	19%	18%	23%	18%	15%

QH4. [The quality of the coffee] In the last five years or so, would you say your overall impression of each of the following aspects of Tim Hortons has improved, worsened, or stayed the same?

	Total	Region							Gender		Age			Age_fine						Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	<=HS	Coll/Tech	Univ+
Worsened	19%	13%	14%	16%	21%	22%	17%	29%	20%	18%	23%	19%	16%	17%	27%	21%	18%	20%	12%	23%	20%	18%	23%	18%	15%	18%	21%	21%	17%	22%	20%
Stayed the same	67%	78%	76%	63%	66%	66%	63%	60%	67%	67%	65%	68%	68%	69%	62%	65%	71%	70%	67%	67%	68%	66%	62%	69%	70%	65%	66%	69%	69%	65%	66%
Improved	14%	9%	10%	21%	13%	12%	21%	11%	13%	15%	12%	12%	16%	14%	11%	14%	11%	10%	21%	10%	12%	16%	15%	13%	16%	17%	13%	11%	14%	13%	13%

QH4. [The quality of the service] In the last five years or so, would you say your overall impression of each of the following aspects of Tim Hortons has improved, worsened, or stayed the same?

	Total	Region							Gender		Age			Age_fine						Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	<=HS	Coll/Tech	Univ+
Worsened	25%	32%	21%	22%	32%	25%	22%	24%	25%	24%	24%	29%	21%	21%	27%	32%	27%	26%	17%	22%	31%	21%	26%	27%	21%	23%	29%	26%	21%	28%	26%
Stayed the same	67%	62%	71%	68%	56%	67%	68%	66%	67%	67%	65%	66%	70%	69%	62%	62%	69%	66%	73%	66%	66%	69%	63%	65%	71%	67%	63%	68%	69%	64%	67%
Improved	8%	5%	8%	10%	13%	7%	10%	10%	8%	9%	11%	5%	9%	11%	6%	4%	8%	10%	11%	3%	9%	11%	8%	9%	10%	8%	7%	10%	7%	7%	

QH4. [Tim Hortons' prices] In the last five years or so, would you say your overall impression of each of the following aspects of Tim Hortons has improved, worsened, or stayed the same?

	Total	Region							Gender		Age			Age_fine						Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	<=HS	Coll/Tech	Univ+
Worsened	40%	34%	29%	36%	39%	49%	30%	50%	42%	37%	38%	40%	41%	36%	39%	39%	41%	44%	39%	40%	41%	46%	37%	38%	37%	40%	38%	39%	38%	43%	39%
Stayed the same	56%	60%	68%	61%	55%	48%	63%	48%	53%	59%	56%	56%	58%	55%	56%	56%	53%	58%	54%	55%	49%	59%	57%	61%	53%	58%	58%	56%	54%	58%	
Improved	4%	6%	3%	3%	5%	3%	7%	2%	5%	4%	6%	4%	3%	6%	6%	5%	3%	3%	4%	7%	3%	5%	5%	2%	7%	4%	3%	6%	3%	3%	

QH5. [The quality of the food] In the last five years or so, would you say your overall impression of each of the following aspects of Starbucks has improved, worsened, or stayed the same?

Sample Size	868	164	98	54	59	282	158	53	413	473	301	335	250	121	180	171	164	118	132	132	172	108	169	163	142	232	291	220	310	272	304
Worsened	10%	15%	9%	8%	10%	10%	7%	4%	9%	10%	11%	11%	6%	12%	11%	13%	8%	8%	5%	10%	11%	5%	13%	10%	7%	11%	7%	12%	9%	12%	8%
Stayed the same	77%	68%	77%	68%	78%	80%	80%	80%	81%	73%	69%	79%	85%	61%	75%	74%	83%	79%	89%	76%	81%	88%	64%	76%	82%	71%	81%	77%	76%	75%	81%
Improved	13%	16%	14%	24%	12%	10%	13%	16%	10%	16%	19%	11%	9%	27%	14%	12%	9%	13%	6%	14%	8%	6%	23%	14%	12%	18%	11%	11%	16%	13%	11%

QH5. [The quality of the coffee] Starbucks- In the last five years or so, would you say your overall impression of each of the following aspects of Starbucks has improved, worsened, or stayed the same?

	Total	Region							Gender		Age			Age_fine						Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	<=HS	Coll/Tech	Univ+
Worsened	7%	7%	7%	7%	12%	7%	5%	5%	6%	7%	8%	7%	6%	10%	6%	8%	5%	7%	4%	6%	6%	6%	9%	7%	5%	6%	5%	8%	6%	7%	
Stayed the same	80%	83%	82%	80%	74%	81%	75%	88%	84%	78%	76%	82%	84%	67%	82%	85%	80%	80%	88%	82%	85%	84%	71%	79%	84%	78%	83%	81%	80%	78%	83%
Improved	13%	11%	12%	12%	14%	12%	20%	7%	10%	15%	17%	11%	11%	23%	12%	8%	15%	14%	8%	12%	9%	11%	20%	14%	11%	16%	12%	10%	14%	16%	9%

QH5. [The quality of the service] Starbucks - In the last five years or so, would you say your overall impression of each of the following aspects of Starbucks has improved, worsened, or stayed the same?

	Total	Region							Gender		Age			Age_fine						Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	<=HS	Coll/Tech	Univ+
Worsened	8%	9%	7%	8%	12%	8%	6%	6%	7%	8%	6%	9%	7%	6%	7%	6%	6%	8%	6%	6%	10%	3%	7%	7%	10%	8%	7%	10%	8%	7%	8%
Stayed the same	79%	80%	81%	79%	80%	78%	80%	83%	83%	76%	75%	81%	83%	68%	80%	85%	77%	79%	86%	81%	82%	88%	71%	80%	78%	76%	81%	83%	78%	78%	82%
Improved	13%	11%	12%	13%	8%	15%	14%	11%	10%	16%	18%	10%	10%	26%	13%	9%	11%	16%	6%	13%	8%	8%	22%	13%	12%	17%	12%	8%	14%	15%	10%

QH5. [Starbucks' prices] In the last five years or so, would you say your overall impression of each of the following aspects of Starbucks has improved, worsened, or stayed the same?

	Total	Region							Gender		Age			Age_fine						Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+	Male 18-34	Male 35-54	Male 55+	Female 18- 34	Female 35- 54	Female 55+	<\$50K	\$50K- <\$100K	\$100K+	<=HS	Coll/Tech	Univ+
Worsened	45%	44%	45%	43%	51%	47%	40%	48%	40%	49%	46%	42%	48%	51%	42%	44%	40%	52%	44%	37%	39%	43%	53%	45%	51%	48%	40%	48%	47%	40%	47%
Stayed the same	52%	55%	52%	57%	47%	50%	56%	49%	57%	48%	49%	57%	51%	41%	54%	55%	59%	47%	54%	56%	60%	55%	43%	54%	48%	47%	57%	51%	50%	58%	51%
Improved	3%	1%	2%		2%	3%	4%	3%	3%	2%	5%	1%	2%	8%	4%	1%	1%	2%	7%	1%	1%	4%	1%	2%	5%	2%	1%	3%	2%	3%	

QH6. Some people say that Tim Hortons holds a special place in Canadian culture. Which of the following statements is closest to your own view on this?

Sample Size	1501	202	152	103	102	498	344	100	733	768	435	524	543	178	257	247	276	248	294	214	279	241	221	245	302	509	453	300	632	475	395
Tim Hortons is an important part of Canadian culture	32%	29%	31%	24%	23%	31%	36%	33%	29%	34%	44%	28%	26%	41%	45%	24%	31%	25%	26%	43%	21%	25%	45%	35%	26%	35%	29%	30%	31%	33%	30%
Tim Hortons is part of Canadian culture - but only a small part	38%	44%	41%	46%	38%	39%	32%	37%	37%	39%	38%	40%	36%	45%	33%	42%	38%	35%	38%	34%	39%	36%	42%	41%	37%	37%	40%	37%	40%	35%	40%
Tim Hortons is just a business and has nothing to do with Canadian culture	30%	27%	28%	30%	39%	30%	32%	31%	34%	26%	18%	32%	38%	14%	21%	34%	31%	40%	36%	23%	39%	39%	13%	25%	37%	29%	31%	33%	29%	32%	30%