



Whether it's for breakfast, a snack, or even a sandwich, on average how often do you eat bagels?

	Region									Gender		Age			Income			Education		
	Total	BC	AB	MB/SK	ON	PQ	ATL	Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	College/ Tech school	Univ+		
	A	B	C	D	G	H	I	J	K	L	M	N	O	P	Q	R	S	T		
BASE: If Q1 Not 'Never'	1489	232	159	100	503	379	116	780	709	383	498	608	457	493	329	497	451	541		
BASE: WEIGHTED	1493	196	168	99*	562	358	109*	731	762	423	514	556	480	499	306	620	471	402		
More than 4 times a week	65	4	5	2	33	18	2	43	22	33	24	9	19	20	18	27	18	20		
	4%	2%	3%	3%	6%	5%	2%	6%	3%	8%	5%	2%	4%	4%	6%	4%	4%	5%		
3-4 times a week	122	11	7	7	48	36	12	65	57	57	42	23	50	37	25	40	40	41		
	8%	6%	4%	7%	9%	10%	11%	9%	7%	14%	8%	4%	10%	7%	8%	7%	8%	10%		
1-2 times a week	263	29	19	14	115	63	13	132	121	102	88	63	71	93	66	88	79	85		
	17%	15%	11%	14%	20%	18%	12%	18%	16%	24%	17%	11%	15%	19%	21%	14%	17%	21%		
1-2 times a month	333	33	37	24	123	85	31	151	183	103	113	117	99	124	57	130	113	90		
	22%	17%	22%	24%	22%	24%	29%	21%	24%	24%	22%	21%	21%	25%	19%	21%	24%	22%		
Less often than once a month	477	76	75	36	165	93	32	210	267	95	173	209	135	163	104	191	160	126		
	32%	39%	45%	37%	29%	26%	29%	29%	35%	22%	34%	38%	28%	33%	34%	31%	34%	31%		
Never	243	42	25	15	78	64	18	131	112	32	75	136	107	62	37	144	60	39		
	16%	22%	15%	15%	14%	18%	17%	18%	15%	8%	15%	24%	22%	12%	12%	23%	13%	10%		

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E/F/G/H/I - J/K - LMN - O/P/Q - R/S/T - UV  
 \* small base  
 Comparison Groups  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)  
 Uppercase letters indicate significance at the 95% level.  
 Omn December 21st  
 Maru/Blue  
 December 22nd, 2020

Please indicate when you prefer to enjoy a bagel: Summary Of Top 2 Box

	Region									Gender		Age			Income			Education		
	Total	BC	AB	MB/SK	ON	PQ	ATL	Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	College/ Tech school	Univ+		
	A	B	C	D	G	H	I	J	K	L	M	N	O	P	Q	R	S	T		
BASE: If Q1 And Q2 Not 'Never'	1253	183	136	85	411	315	93	652	601	360	430	463	353	437	293	376	390	487		
BASE: WEIGHTED	1250	154	143	84*	484	294	90*	600	650	390	439	420	374	437	269	476	411	363		
Breakfast	714	84	68	45	276	194	48	363	351	268	252	194	213	251	167	259	231	224		
	57%	54%	47%	53%	57%	66%	53%	61%	64%	69%	57%	46%	57%	58%	62%	54%	56%	62%		
Lunch	356	40	36	29	135	95	21	162	194	150	113	93	99	130	80	138	111	108		
	28%	26%	25%	35%	28%	32%	24%	27%	30%	38%	28%	22%	26%	30%	30%	29%	27%	30%		
Snack	302	42	38	23	114	61	24	160	142	127	113	62	103	85	67	124	87	80		
	24%	27%	27%	28%	24%	21%	26%	27%	22%	33%	26%	15%	27%	19%	25%	26%	21%	25%		
Dinner	134	8	13	9	59	43	4	73	61	73	47	14	47	43	31	51	36	47		
	11%	5%	9%	10%	12%	15%	4%	12%	9%	19%	11%	3%	12%	10%	11%	11%	9%	13%		
On the go	317	31	36	23	148	53	26	154	163	159	104	53	81	110	81	112	90	115		
	25%	20%	25%	27%	31%	18%	29%	26%	25%	41%	24%	13%	22%	25%	30%	24%	22%	32%		

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E/F/G/H/I - J/K - LMN - O/P/Q - R/S/T - UV  
 \* small base; \*\* very small base (under 30) ineligible for sig testing  
 Comparison Groups  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)  
 Uppercase letters indicate significance at the 95% level.  
 Omn December 21st  
 Maru/Blue  
 December 22nd, 2020

Please indicate when you prefer to enjoy a bagel: Summary Of Bottom 2 Box

	Region									Gender		Age			Income			Education		
	Total	BC	AB	MB/SK	ON	PQ	ATL	Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	College/ Tech school	Univ+		
	A	B	C	D	G	H	I	J	K	L	M	N	O	P	Q	R	S	T		
BASE: If Q1 And Q2 Not 'Never'	1253	183	136	85	411	315	93	652	601	360	430	463	353	437	293	376	390	487		
BASE: WEIGHTED	1250	154	143	84*	484	294	90*	600	650	390	439	420	374	437	269	476	411	363		
Breakfast	536	70	75	39	208	101	42	237	299	122	188	220	161	186	102	217	179	140		
	43%	46%	53%	47%	43%	34%	47%	39%	46%	31%	43%	54%	43%	42%	38%	46%	44%	38%		
Lunch	894	114	108	55	349	199	69	438	458	240	327	327	275	307	189	338	300	256		
	72%	74%	75%	65%	72%	68%	76%	73%	70%	62%	74%	78%	74%	70%	70%	71%	73%	70%		

Snack	948	112	105	61	370	234	67	440	508	263	327	358	271	352	202	352	323	273
	76%	73%	73%	72%	76%	79%	74%	73%	78%	67%	74%	85%	73%	81%	75%	74%	79%	75%
Dinner	1115	146	130	76	425	251	87	526	589	318	382	406	327	394	238	425	374	316
	89%	95%	91%	90%	88%	85%	96%	88%	91%	81%	89%	97%	85%	90%	89%	89%	91%	87%
On the go	933	123	108	61	336	241	64	446	487	231	335	367	293	327	189	364	321	249
	75%	80%	75%	73%	69%	82%	71%	74%	75%	59%	76%	87%	78%	75%	70%	76%	78%	68%
		G				FGI					L	LM	Q		T	T	T	

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F/G/H/I - J/K - LMN - O/P/Q - R/S/T - UV  
 \* small base; \*\* very small base (under 30) ineligible for sig testing  
 Comparison Groups  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)  
 Uppercase letters indicate significance at the 95% level.  
 Omni December 21st  
 Maru/Blue  
 December 22nd, 2020

Please indicate when you prefer to enjoy a bagel: Breakfast

	Region								Gender			Age			Income			Education		
	Total	BC	AB	MB/SK	ON	PQ	ATL	Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	College/ Tech school	Univ+		
	A	B	C	D	G	H	I	J	K	L	M	N	O	P	Q	R	S	T		
BASE: If Q1 And Q2 Not 'Never'	1253	183	136	85	441	315	93	652	601	360	430	463	353	437	293	376	390	487		
BASE-WEIGHTED	1250	154	143	84	484	294	90	600	650	390	439	420	374	437	269	476	411	363		
Top 2 Box (Net)	714	84	68	45	276	194	48	363	351	268	252	194	213	251	167	259	231	224		
	57%	54%	47%	53%	57%	66%	53%	61%	66%	57%	57%	46%	57%	58%	62%	54%	56%	62%		
(4) Very Frequently	308	25	31	15	109	108	20	156	152	120	111	77	101	93	79	110	98	100		
	25%	16%	22%	17%	22%	37%	22%	26%	23%	31%	25%	18%	22%	21%	29%	23%	24%	27%		
(3) Frequently	406	58	37	30	167	85	28	207	199	149	141	117	112	159	88	149	133	124		
	32%	38%	26%	36%	35%	29%	31%	35%	31%	38%	32%	28%	30%	36%	33%	31%	33%	34%		
(2) Infrequently	326	38	48	21	128	62	28	141	185	84	122	119	92	115	63	118	117	91		
	26%	25%	33%	25%	27%	21%	31%	23%	28%	22%	28%	28%	25%	26%	23%	25%	29%	25%		
(1) Very infrequently	210	32	28	19	80	38	14	96	114	38	65	107	68	70	40	99	62	49		
	17%	21%	19%	22%	16%	13%	15%	16%	18%	10%	15%	25%	18%	16%	15%	21%	15%	14%		
Bottom 2 Box (Net)	536	70	75	39	208	101	42	237	299	122	188	226	161	186	102	217	179	140		
	43%	46%	53%	47%	43%	34%	47%	39%	46%	31%	43%	54%	43%	42%	38%	46%	44%	38%		
Mean	2.65	2.5	2.5	2.48	2.63	2.9	2.6	2.7	2.6	2.9	2.68	2.39	2.66	2.63	2.77	2.57	2.65	2.75		
S.D.	1.03	1	1.04	1.03	1.01	1.05	1	1.03	1.03	0.95	1.01	1.06	1.06	0.99	1.03	1.06	1	1		
S.E.	0.03	0.07	0.09	0.11	0.05	0.06	0.1	0.04	0.04	0.05	0.05	0.05	0.06	0.05	0.06	0.05	0.05	0.05		

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F/G/H/I - J/K - LMN - O/P/Q - R/S/T - UV  
 \* small base; \*\* very small base (under 30) ineligible for sig testing  
 Comparison Groups  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)  
 Uppercase letters indicate significance at the 95% level.  
 Omni December 21st  
 Maru/Blue  
 December 22nd, 2020

Please indicate when you prefer to enjoy a bagel: Lunch

	Region								Gender			Age			Income			Education		
	Total	BC	AB	MB/SK	ON	PQ	ATL	Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	College/ Tech school	Univ+		
	A	B	C	D	G	H	I	J	K	L	M	N	O	P	Q	R	S	T		
BASE: If Q1 And Q2 Not 'Never'	1253	183	136	85	441	315	93	652	601	360	430	463	353	437	293	376	390	487		
BASE-WEIGHTED	1250	154	143	84	484	294	90	600	650	390	439	420	374	437	269	476	411	363		
Top 2 Box (Net)	356	40	36	29	135	95	21	162	194	150	113	93	99	130	80	138	111	108		
	28%	26%	25%	35%	28%	32%	24%	27%	30%	38%	26%	22%	26%	30%	30%	29%	27%	30%		
(4) Very Frequently	73	9	8	4	29	21	3	42	31	42	18	13	21	28	17	28	20	26		
	6%	6%	6%	4%	6%	7%	4%	7%	5%	11%	4%	3%	6%	6%	6%	6%	5%	7%		
(3) Frequently	282	31	28	26	105	75	18	120	163	108	94	80	78	102	63	110	91	82		
	23%	20%	19%	30%	22%	25%	20%	20%	25%	28%	21%	19%	21%	23%	23%	23%	22%	22%		
(2) Infrequently	482	64	50	37	185	102	45	231	251	147	193	142	145	160	105	170	166	146		
	39%	42%	35%	44%	38%	35%	49%	38%	39%	38%	44%	34%	39%	37%	39%	36%	40%	40%		
(1) Very infrequently	412	50	58	18	165	97	24	207	205	93	134	185	130	146	84	168	134	110		
	33%	33%	40%	21%	34%	33%	27%	35%	32%	24%	31%	44%	35%	33%	31%	35%	33%	30%		
Bottom 2 Box (Net)	894	114	108	55	349	190	69	438	456	240	327	327	275	307	189	338	300	256		
	72%	74%	75%	65%	72%	68%	76%	73%	70%	62%	74%	78%	70%	70%	70%	71%	73%	70%		
Mean	2.01	1.99	1.9	2.18	2	2.06	2	2	2.03	2.26	1.99	1.81	1.97	2.03	2.05	1.99	1.99	2.07		

	C										MN	N						
S.D.	0.89	0.87	0.9	0.81	0.9	0.93	0.79	0.91	0.87	0.94	0.83	0.85	0.88	0.91	0.89	0.9	0.86	0.9
S.E.	0.03	0.06	0.08	0.09	0.04	0.05	0.08	0.04	0.04	0.05	0.04	0.04	0.05	0.04	0.05	0.05	0.04	0.04

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E/F/G/H/I - J/K - LMN - O/P/Q - R/S/T - UV  
 \* small base; \*\* very small base (under 30) ineligible for sig testing  
 Comparison Groups  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)  
 Uppercase letters indicate significance at the 95% level.  
 Omni December 21st  
 Maru/Blue  
 December 22nd, 2020

Please indicate when you prefer to enjoy a bagel: Snack

	Region								Gender		Age			Income			Education		
	Total	BC	AB	MB/SK	ON	PQ	ATL	Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	College/ Tech school	Univ+	
	A	B	C	D	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	
BASE: If Q1 And Q2 Not 'Never'	1253	183	136	85	411	315	93	652	601	360	430	463	353	437	293	376	390	487	
BASE: WEIGHTED	1250	154	143	84	484	294	90	600	650	390	439	420	374	437	269	476	411	363	
Top 2 Box (Net)	302	42	38	23	114	61	24	160	142	127	113	62	103	85	67	124	87	90	
	24%	27%	27%	28%	24%	21%	26%	27%	22%	33%	26%	15%	27%	19%	25%	26%	21%	25%	
(4) Very Frequently	64	10	9	4	22	15	4	42	22	29	23	12	25	12	18	24	20	20	
	5%	7%	6%	5%	5%	5%	5%	7%	3%	8%	5%	3%	7%	3%	7%	5%	5%	6%	
(3) Frequently	238	32	30	19	92	46	20	118	120	98	90	50	78	73	40	100	67	70	
	19%	21%	21%	23%	19%	16%	22%	20%	18%	25%	20%	12%	21%	17%	18%	21%	16%	19%	
(2) Infrequently	383	43	41	28	157	82	34	194	189	119	145	120	122	141	75	141	140	102	
	31%	28%	29%	31%	32%	28%	38%	32%	29%	31%	33%	28%	33%	32%	28%	30%	34%	28%	
(1) Very infrequently	555	89	84	34	213	152	33	246	319	144	182	239	149	211	127	211	183	171	
	45%	45%	44%	41%	44%	52%	36%	41%	49%	37%	41%	57%	40%	48%	47%	44%	45%	47%	
Bottom 2 Box (Net)	948	112	105	61	370	234	67	440	508	263	327	358	271	352	202	352	323	273	
	76%	73%	73%	72%	76%	79%	74%	73%	78%	67%	74%	85%	73%	81%	75%	74%	79%	75%	
Mean	1.84	1.89	1.88	1.92	1.84	1.74	1.94	1.93	1.76	2.03	1.89	1.61	1.94	1.74	1.85	1.87	1.82	1.83	
S.D.	0.91	0.95	0.94	0.92	0.89	0.9	0.87	0.94	0.87	0.96	0.9	0.8	0.93	0.83	0.95	0.92	0.88	0.93	
S.E.	0.03	0.07	0.08	0.1	0.04	0.05	0.09	0.04	0.04	0.05	0.04	0.04	0.05	0.04	0.06	0.05	0.04	0.04	

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E/F/G/H/I - J/K - LMN - O/P/Q - R/S/T - UV  
 \* small base; \*\* very small base (under 30) ineligible for sig testing  
 Comparison Groups  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)  
 Uppercase letters indicate significance at the 95% level.  
 Omni December 21st  
 Maru/Blue  
 December 22nd, 2020

Please indicate when you prefer to enjoy a bagel: Dinner

	Region								Gender		Age			Income			Education		
	Total	BC	AB	MB/SK	ON	PQ	ATL	Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	College/ Tech school	Univ+	
	A	B	C	D	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	
BASE: If Q1 And Q2 Not 'Never'	1253	183	136	85	411	315	93	652	601	360	430	463	353	437	293	376	390	487	
BASE: WEIGHTED	1250	154	143	84	484	294	90	600	650	390	439	420	374	437	269	476	411	363	
Top 2 Box (Net)	134	8	13	9	59	43	4	73	61	73	47	14	47	43	31	51	36	47	
	11%	5%	9%	10%	12%	15%	4%	12%	9%	19%	11%	3%	12%	10%	11%	11%	9%	13%	
(4) Very Frequently	32	3	3	3	10	13	0	20	12	23	9	0	10	7	12	5	13	14	
	3%	2%	2%	4%	2%	4%	-	3%	2%	6%	2%	-	3%	2%	4%	1%	3%	4%	
(3) Frequently	102	5	10	5	48	30	4	53	49	50	38	14	37	36	19	46	23	33	
	8%	3%	7%	6%	10%	10%	4%	9%	8%	13%	9%	3%	10%	8%	7%	10%	6%	9%	
(2) Infrequently	245	28	18	22	91	61	27	105	141	85	90	71	83	94	37	99	77	69	
	20%	18%	12%	26%	19%	21%	29%	17%	22%	22%	20%	17%	22%	21%	14%	21%	19%	19%	
(1) Very infrequently	870	119	113	54	334	190	60	422	448	232	303	335	244	300	201	326	297	247	
	70%	77%	79%	64%	69%	65%	66%	70%	69%	59%	69%	80%	65%	69%	75%	68%	72%	68%	
Bottom 2 Box (Net)	1115	146	130	76	425	251	87	526	589	318	392	406	327	394	238	425	374	316	
	89%	95%	91%	90%	88%	85%	96%	88%	91%	81%	89%	97%	88%	90%	89%	89%	91%	87%	
Mean	1.44	1.3	1.33	1.5	1.45	1.54	1.38	1.45	1.42	1.65	1.44	1.24	1.5	1.43	1.41	1.43	1.4	1.49	
S.D.	0.75	0.61	0.7	0.78	0.76	0.84	0.56	0.79	0.71	0.92	0.74	0.5	0.78	0.72	0.81	0.71	0.74	0.82	
S.E.	0.02	0.05	0.06	0.08	0.04	0.05	0.06	0.03	0.03	0.05	0.04	0.02	0.04	0.03	0.05	0.04	0.04	0.04	

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E/F/G/H/I - J/K - LMN - O/P/Q - R/S/T - UV  
 \* small base; \*\* very small base (under 30) ineligible for sig testing  
 Comparison Groups  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)  
 Uppercase letters indicate significance at the 95% level.

Please indicate when you prefer to enjoy a bagel: On the go

	Region								Gender		Age			Income			Education		
	Total	BC	AB	MB/SK	ON	PQ	ATL	Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	College/ Tech school	Univ+	
	A	B	C	D	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	
BASE: IF Q1 And Q2 Not 'Never'	1253	183	136	85	441	315	93	652	601	360	430	463	353	437	293	376	390	487	
BASE-WEIGHTED	1250	154	143	84	484	294	90*	600	650	390	439	420	374	437	269	476	411	363	
Top 2 Box (Net)	317	31	36	23	148	53	26	154	163	159	104	53	81	110	81	112	90	115	
	25%	20%	25%	27%	31%	18%	29%	26%	25%	41%	24%	13%	22%	25%	30%	24%	22%	32%	
(4) Very Frequently	76	13	12	8	24	13	7	43	33	49	22	6	26	16	25	30	22	24	
	6%	8%	8%	9%	5%	4%	8%	7%	5%	12%	5%	1%	7%	4%	9%	6%	5%	7%	
(3) Frequently	241	18	24	15	124	40	19	111	130	111	83	48	55	94	56	82	68	91	
	19%	12%	17%	18%	14%	21%	19%	20%	28%	19%	11%	15%	21%	21%	17%	16%	25%		
(2) Infrequently	374	38	50	23	156	81	26	179	195	118	144	113	109	121	93	132	138	105	
	30%	25%	35%	27%	32%	28%	29%	30%	30%	33%	27%	28%	28%	35%	28%	34%	29%		
(1) Very infrequently	559	84	58	39	180	160	38	266	292	113	191	254	184	206	95	232	183	144	
	45%	55%	40%	46%	37%	54%	42%	44%	45%	29%	44%	61%	49%	47%	35%	49%	45%	40%	
Bottom 2 Box (Net)	933	123	108	61	336	241	64	446	487	231	335	367	293	327	180	364	321	249	
	75%	80%	75%	73%	69%	82%	71%	74%	75%	59%	76%	87%	78%	75%	70%	76%	78%	68%	
Mean	1.87	1.74	1.93	1.91	1.98	1.68	1.94	1.89	1.85	2.24	1.85	1.53	1.79	1.82	2.04	1.81	1.83	1.99	
S.D.	0.93	0.97	0.95	1.01	0.91	0.87	0.97	0.95	0.91	1.01	0.9	0.75	0.94	0.9	0.97	0.94	0.89	0.95	
S.E.	0.03	0.07	0.03	0.11	0.04	0.05	0.1	0.04	0.04	0.05	0.04	0.03	0.05	0.04	0.06	0.05	0.05	0.04	

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E/F/G/H/I - J/K - LMN - O/P/Q - R/S/T - UV

\* small base; \*\* very small base (under 30) ineligible for sig testing

Comparison Groups

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Omni December 21st

Maru/Blue

December 22nd, 2020

When reaching for a bagel,  
 what is your signature flavour  
 profile?

	Region								Gender		Age			Income			Education		
	Total	BC	AB	MB/SK	ON	PQ	ATL	Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	College/ Tech school	Univ+	
	A	B	C	D	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	
BASE: IF Q1 And Q2 Not 'Never'	1253	183	136	85	441	315	93	652	601	360	430	463	353	437	293	376	390	487	
BASE-WEIGHTED	1250	154	143	84	484	294	90*	600	650	390	439	420	374	437	269	476	411	363	
Plain - nothing better than the O	264	38	20	19	78	88	20	133	131	75	97	91	95	81	47	120	76	69	
	21%	25%	14%	23%	16%	30%	23%	22%	20%	19%	22%	23%	25%	18%	25%	19%	18%	22%	
Savoury - salty and rich flavours	349	48	56	27	158	39	21	159	190	143	122	84	108	117	84	114	125	110	
	28%	31%	39%	32%	33%	13%	23%	26%	29%	37%	28%	20%	29%	27%	31%	24%	30%	30%	
Sweet - warm and flavourful opt	214	25	34	21	81	29	24	106	108	61	60	92	62	80	39	86	70	57	
	17%	16%	24%	25%	17%	10%	27%	18%	17%	16%	14%	22%	17%	18%	15%	18%	17%	16%	
Classic - timeless options, like s	402	40	31	15	165	130	21	186	216	104	150	147	101	151	95	149	132	121	
	32%	26%	22%	17%	34%	44%	24%	31%	33%	27%	34%	35%	27%	35%	35%	31%	32%	33%	
New Age - exciting new flavours	21	3	1	3	3	8	4	16	6	7	10	5	7	8	3	7	8	7	
	2%	2%	1%	3%	1%	3%	4%	3%	1%	2%	2%	1%	2%	2%	1%	1%	2%	2%	

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E/F/G/H/I - J/K - LMN - O/P/Q - R/S/T - UV

\* small base; \*\* very small base (under 30) ineligible for sig testing

Comparison Groups

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Omni December 21st

Maru/Blue

December 22nd, 2020

How strongly do you agree or disagree with the following statements? Summary Of Top 2 Box

	Region								Gender		Age			Income			Education		
	Total	BC	AB	MB/SK	ON	PQ	ATL	Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	College/ Tech school	Univ+	
	A	B	C	D	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	
BASE: IF Q1 And Q2 Not 'Never'	1253	183	136	85	441	315	93	652	601	360	430	463	353	437	293	376	390	487	
BASE-WEIGHTED	1250	154	143	84	484	294	90*	600	650	390	439	420	374	437	269	476	411	363	
I'm looking for new and interest	586	60	60	42	244	142	39	273	313	223	212	151	181	201	122	213	189	184	
	47%	39%	42%	50%	50%	48%	43%	46%	48%	57%	48%	36%	49%	46%	45%	45%	46%	51%	

I wish I didn't have to go out to g	672	79	65	47	253	182	45	310	362	238	243	190	212	228	144	268	210	203								
	54%	51%	45%	55%	52%	62%	50%	52%	56%	61%	55%	45%	57%	52%	54%	54%	51%	56%								
When it comes to bagels, I wou	879	105	99	60	358	189	69	409	470	316	320	244	262	308	190	330	285	265								
	70%	68%	69%	71%	74%	64%	76%	68%	72%	81%	73%	58%	70%	71%	71%	69%	69%	73%								
Bagels made with quality ingred	932	112	116	67	348	223	66	432	500	315	343	274	281	321	208	348	313	270								
	75%	73%	81%	80%	72%	76%	73%	72%	77%	81%	78%	65%	73%	77%	73%	76%	74%									
Bagels that come in flavours like	875	95	102	58	339	200	71	403	472	291	308	276	261	311	184	338	283	254								
	70%	62%	71%	69%	70%	71%	79%	67%	73%	75%	70%	66%	70%	71%	68%	71%	69%	70%								
I would love to enjoy a bagel like	473	53	61	32	176	120	31	242	231	219	169	85	142	163	100	173	151	149								
	38%	34%	42%	39%	36%	41%	34%	40%	36%	56%	39%	20%	38%	37%	36%	37%	41%									

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F/G/H/I - J/K - LMN - O/P/Q - R/S/T - UV

\* small base; \*\* very small base (under 30) ineligible for sig testing

Comparison Groups

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Omni December 21st

Maru/Blue

December 22nd, 2020

How strongly do you agree or disagree with the following statements? Summary Of Bottom 2 Box

	Region								Gender		Age			Income			Education		
	Total	BC	AB	MB/SK	ON	PQ	ATL		Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	College/ Tech school	Univ+
	A	B	C	D	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	
BASE: IF Q1 And Q2 Not 'Never'	1293	183	136	85	441	315	93	652	601	360	430	463	353	437	293	376	390	487	
BASE: WEIGHTED	1250	154	143	84	484	294	90	600	650	390	439	420	374	437	269	476	411	363	
I have my own signature way to	712	104	95	52	281	119	61	351	362	207	245	261	199	268	151	271	225	217	
	57%	68%	66%	61%	58%	40%	68%	58%	56%	53%	56%	62%	53%	61%	56%	57%	55%	60%	
When choosing a bagel, I look f	682	97	86	52	265	124	57	330	352	173	232	277	196	235	150	274	221	187	
	55%	63%	60%	62%	55%	42%	63%	55%	54%	44%	53%	66%	53%	54%	56%	58%	54%	51%	
I'm getting bored of typical bage	784	100	93	48	289	193	62	364	420	204	274	305	234	291	165	287	283	214	
	63%	65%	65%	57%	60%	66%	68%	61%	65%	52%	62%	73%	63%	67%	61%	60%	69%	59%	
I'm looking for new and interest	664	94	84	42	240	153	52	326	337	167	228	269	192	236	147	263	222	179	
	53%	61%	58%	50%	50%	52%	57%	54%	52%	43%	52%	64%	51%	54%	55%	55%	54%	49%	
I wish I didn't have to go out to g	578	75	78	38	230	112	45	290	289	153	196	230	161	209	125	218	201	160	
	46%	49%	55%	45%	48%	38%	50%	48%	44%	39%	45%	55%	43%	48%	46%	46%	49%	44%	
When it comes to bagels, I wou	370	49	44	24	126	105	22	190	180	75	120	176	112	129	79	146	126	98	
	30%	32%	31%	29%	26%	36%	24%	32%	28%	19%	27%	42%	30%	29%	29%	31%	31%	27%	
Bagels made with quality ingred	318	42	27	17	136	72	25	168	150	75	97	147	93	116	62	128	97	93	
	25%	27%	19%	20%	28%	24%	27%	28%	23%	19%	22%	35%	25%	27%	23%	27%	24%	26%	
Bagels that come in flavours like	375	58	41	26	145	85	19	197	178	99	131	144	112	126	85	138	128	109	
	30%	38%	29%	31%	30%	29%	21%	33%	27%	25%	30%	34%	30%	29%	32%	29%	31%	30%	
I would love to enjoy a bagel like	777	101	83	52	308	174	60	358	419	172	270	335	232	274	170	303	259	214	
	62%	66%	58%	61%	64%	59%	66%	60%	64%	44%	61%	80%	62%	63%	63%	64%	63%	59%	

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F/G/H/I - J/K - LMN - O/P/Q - R/S/T - UV

\* small base; \*\* very small base (under 30) ineligible for sig testing

Comparison Groups

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Omni December 21st

Maru/Blue

December 22nd, 2020

How strongly do you agree or disagree with the following statements? I have my own signature way to make my bagel

	Region								Gender		Age			Income			Education		
	Total	BC	AB	MB/SK	ON	PQ	ATL		Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	College/ Tech school	Univ+
	A	B	C	D	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	
BASE: IF Q1 And Q2 Not 'Never'	1293	183	136	85	441	315	93	652	601	360	430	463	353	437	293	376	390	487	
BASE: WEIGHTED	1250	154	143	84	484	294	90	600	650	390	439	420	374	437	269	476	411	363	
Top 2 Box (Net)	537	50	48	33	202	175	29	248	288	154	194	159	175	169	118	205	186	146	
	43%	32%	34%	39%	42%	60%	32%	42%	44%	47%	44%	38%	47%	39%	44%	43%	45%	40%	
(4) Strongly agree	159	17	12	4	59	58	8	78	81	50	56	53	53	51	34	71	47	41	
	13%	11%	8%	5%	12%	20%	9%	13%	12%	13%	13%	13%	14%	12%	13%	15%	11%	11%	
(3) Somewhat agree	378	33	36	28	143	117	21	171	207	133	139	108	121	118	84	134	138	105	

	30%	21%	25%	33%	30%	40%	23%	29%	32%	34%	32%	25%	32%	27%	31%	28%	34%	29%
						BCGI				N	N							
(2) Somewhat disagree	427	56	52	27	164	88	41	207	220	133	158	137	114	158	99	151	145	130
	34%	36%	36%	32%	34%	30%	45%	35%	34%	34%	36%	33%	31%	36%	37%	32%	35%	36%
							H											
(1) Strongly disagree	285	48	43	25	118	31	20	143	142	74	87	124	85	110	53	119	79	87
	23%	31%	30%	30%	24%	10%	22%	24%	22%	19%	20%	29%	23%	25%	20%	25%	19%	24%
		H	H	H	H							LM						
Bottom 2 Box (Net)	712	104	95	52	281	119	61	351	362	207	245	261	199	268	151	271	225	217
	57%	68%	66%	61%	58%	40%	68%	58%	56%	53%	56%	62%	53%	61%	56%	57%	55%	60%
		GH	H	H	H							L		O				
Mean	2.33	2.12	2.12	2.14	2.3	2.69	2.19	2.31	2.35	2.41	2.37	2.21	2.38	2.25	2.37	2.33	2.37	2.28
						B	BCDFGI			N	N							
S.D.	0.97	0.98	0.94	0.91	0.97	0.91	0.89	0.98	0.96	0.94	0.94	1.01	0.99	0.96	0.94	1.01	0.92	0.95
S.E.	0.03	0.07	0.08	0.1	0.05	0.05	0.09	0.04	0.04	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.04

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E/F/G/H/I - J/K - LMN - O/P/Q - R/S/T - UV  
 \* small base, \*\* very small base (under 30) ineligible for sig testing  
 Comparison Groups  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)  
 Uppercase letters indicate significance at the 95% level.  
 Omni December 21st  
 Maru/Blue  
 December 22nd, 2020

How strongly do you agree or disagree with the following statements? When choosing a bagel, I look for unique flavours

	Region								Gender			Age			Income			Education		
	Total	BC	AB	MB/SK	ON	PQ	ATL	Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	College/ Tech school	Univ+		
	A	B	C	D	G	H	I	J	K	L	M	N	O	P	Q	R	S	T		
BASE: If Q1 And Q2 Not 'Never'	1253	183	136	85	441	315	93	652	601	360	430	463	353	437	293	376	390	487		
BASE WEIGHTED	1250	154	143	84	484	294	90	600	650	390	439	420	374	437	269	476	411	363		
Top 2 Box (Net)	588	57	57	32	219	170	33	270	298	218	207	143	177	292	119	232	190	177		
	45%	37%	40%	38%	45%	58%	37%	45%	46%	56%	47%	34%	47%	46%	44%	42%	46%	49%		
								BCDFGI		MN										
(4) Strongly agree	151	11	15	10	56	53	6	84	67	63	52	36	53	52	31	59	42	49		
	12%	7%	11%	11%	12%	18%	6%	14%	10%	16%	12%	9%	14%	12%	12%	12%	10%	14%		
(3) Somewhat agree	417	46	42	23	162	116	28	187	231	155	156	107	124	150	88	143	147	127		
	33%	30%	29%	27%	34%	40%	31%	31%	36%	40%	35%	25%	33%	34%	33%	30%	36%	35%		
										N	N									
(2) Somewhat disagree	446	64	53	40	170	74	45	228	218	125	151	189	125	158	100	189	131	126		
	36%	42%	37%	47%	35%	25%	50%	38%	34%	32%	34%	40%	33%	36%	37%	40%	32%	35%		
		H	H	H	H		GH										S			
(1) Strongly disagree	235	33	33	12	96	51	12	101	134	47	81	108	72	77	50	86	89	60		
	19%	21%	23%	14%	20%	17%	13%	17%	21%	12%	19%	26%	19%	18%	18%	18%	22%	17%		
										L	LM									
Bottom 2 Box (Net)	682	97	86	52	265	124	57	330	352	173	232	277	196	235	150	274	221	187		
	55%	63%	60%	62%	55%	42%	63%	55%	54%	44%	53%	66%	53%	54%	56%	58%	54%	51%		
		H	H	H	H		H				L	LM								
Mean	2.39	2.23	2.27	2.35	2.37	2.59	2.3	2.42	2.35	2.6	2.4	2.17	2.43	2.4	2.37	2.37	2.35	2.45		
								BCGI		MN	N									
S.D.	0.93	0.86	0.93	0.87	0.93	0.98	0.78	0.93	0.92	0.9	0.92	0.91	0.96	0.91	0.91	0.92	0.93	0.92		
S.E.	0.03	0.06	0.08	0.08	0.04	0.06	0.08	0.04	0.04	0.05	0.04	0.04	0.05	0.04	0.05	0.05	0.05	0.04		

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E/F/G/H/I - J/K - LMN - O/P/Q - R/S/T - UV  
 \* small base, \*\* very small base (under 30) ineligible for sig testing  
 Comparison Groups  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)  
 Uppercase letters indicate significance at the 95% level.  
 Omni December 21st  
 Maru/Blue  
 December 22nd, 2020

How strongly do you agree or disagree with the following statements? I'm getting bored of typical bagel flavours and would love to try something new

	Region								Gender			Age			Income			Education		
	Total	BC	AB	MB/SK	ON	PQ	ATL	Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	College/ Tech school	Univ+		
	A	B	C	D	G	H	I	J	K	L	M	N	O	P	Q	R	S	T		
BASE: If Q1 And Q2 Not 'Never'	1253	183	136	85	441	315	93	652	601	360	430	463	353	437	293	376	390	487		
BASE WEIGHTED	1250	154	143	84	484	294	90	600	650	390	439	420	374	437	269	476	411	363		
Top 2 Box (Net)	466	54	51	36	195	101	29	236	230	186	165	115	140	146	104	189	128	149		
	37%	35%	35%	43%	40%	34%	32%	39%	35%	48%	38%	27%	37%	33%	39%	40%	31%	41%		
										MN	N						S	S		
(4) Strongly agree	138	17	22	10	59	26	4	79	59	66	50	22	49	44	31	51	33	53		
	11%	11%	15%	12%	12%	9%	5%	13%	9%	17%	11%	5%	13%	10%	12%	11%	8%	15%		
(3) Somewhat agree	329	37	29	26	136	76	25	157	171	121	115	93	91	102	73	137	95	96		
	26%	24%	20%	31%	28%	26%	27%	26%	26%	31%	26%	22%	24%	23%	27%	29%	23%	27%		
										N										
(2) Somewhat disagree	487	57	59	31	189	111	40	224	262	143	170	173	149	178	103	168	180	138		
	39%	37%	41%	36%	39%	38%	45%	37%	40%	37%	39%	41%	40%	41%	38%	35%	44%	38%		
																	R			
(1) Strongly disagree	297	42	34	17	100	82	21	140	157	61	104	132	85	113	62	119	102	76		
	24%	28%	24%	21%	21%	28%	23%	23%	24%	16%	24%	31%	23%	26%	23%	25%	25%	21%		

	G										L LM																	
Bottom 2 Box (Net)	784	100	93	48	289	193	62	364	420	204	274	305	234	291	165	287	283	214										
	63%	65%	65%	57%	60%	66%	68%	61%	65%	52%	62%	73%	63%	67%	61%	60%	69%	59%										
Mean	2.25	2.19	2.27	2.34	2.32	2.15	2.13	2.29	2.2	2.49	2.25	2.01	2.28	2.18	2.27	2.25	2.14	2.35										
S.D.	0.94	0.97	0.99	0.94	0.94	0.93	0.83	0.97	0.91	0.95	0.94	0.87	0.96	0.93	0.95	0.95	0.89	0.97										
S.E.	0.03	0.07	0.08	0.1	0.04	0.05	0.09	0.04	0.04	0.05	0.05	0.04	0.05	0.04	0.06	0.05	0.04	0.04										

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E/F/G/H/I - J/K - LMN - O/P/Q - R/S/T - U/V  
 \* small base; \*\* very small base (under 30) ineligible for sig testing  
 Comparison Groups  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)  
 Uppercase letters indicate significance at the 95% level.  
 Omni December 21st  
 Maru/Blue  
 December 22nd, 2020

How strongly do you agree or disagree with the following statements? I'm looking for new and interesting bagel flavours, but I typically can't find them at the grocery store

	Region										Gender			Age			Income			Education	
	Total	BC	AB	MB/SK	ON	PQ	ATL	Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	College/ Tech school	Univ+			
	A	B	C	D	G	H	I	J	K	L	M	N	O	P	Q	R	S	T			
BASE: If Q1 And Q2 Not 'Never'	1253	183	136	85	441	315	93	652	601	360	430	463	353	437	293	376	390	487			
BASE - WEIGHTED	1250	154	143	84	484	294	90	600	650	390	439	420	374	437	269	476	411	363			
Top 2 Box (Net)	588	60	60	42	244	142	39	273	313	223	212	151	181	201	122	213	189	184			
	47%	39%	42%	50%	50%	48%	43%	46%	48%	57%	48%	36%	49%	46%	45%	45%	46%	51%			
(4) Strongly agree	179	16	22	11	77	45	8	102	77	70	78	34	59	60	41	67	50	63			
	14%	10%	16%	14%	16%	15%	9%	17%	12%	18%	17%	8%	16%	14%	15%	14%	12%	17%			
(3) Somewhat agree	407	44	37	31	167	97	31	171	236	154	136	117	122	141	81	146	139	122			
	33%	29%	26%	37%	35%	33%	34%	28%	36%	39%	31%	28%	33%	32%	30%	31%	34%	33%			
(2) Somewhat disagree	380	47	54	26	134	83	36	186	194	110	128	142	108	132	78	159	122	99			
	30%	31%	37%	31%	28%	28%	40%	31%	30%	28%	29%	34%	29%	30%	29%	33%	30%	27%			
(1) Strongly disagree	284	47	30	16	106	70	16	141	143	57	100	127	84	104	69	105	99	80			
	23%	30%	21%	18%	22%	24%	17%	23%	22%	15%	23%	30%	22%	24%	26%	22%	24%	22%			
Bottom 2 Box (Net)	664	94	84	42	240	153	52	326	337	167	228	269	192	236	147	283	222	179			
	53%	61%	58%	50%	50%	52%	57%	54%	52%	43%	52%	64%	51%	54%	55%	55%	54%	49%			
Mean	2.39	2.19	2.36	2.45	2.45	2.4	2.34	2.39	2.38	2.6	2.43	2.14	2.42	2.36	2.35	2.37	2.34	2.46			
S.D.	0.99	0.98	0.98	0.95	1	1.01	0.87	1.03	0.96	0.94	1.02	0.94	1.01	0.99	1.02	0.98	0.98	1.02			
S.E.	0.03	0.07	0.08	0.1	0.05	0.06	0.09	0.04	0.04	0.05	0.05	0.04	0.05	0.05	0.06	0.05	0.05	0.05			

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E/F/G/H/I - J/K - LMN - O/P/Q - R/S/T - U/V  
 \* small base; \*\* very small base (under 30) ineligible for sig testing  
 Comparison Groups  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)  
 Uppercase letters indicate significance at the 95% level.  
 Omni December 21st  
 Maru/Blue  
 December 22nd, 2020

How strongly do you agree or disagree with the following statements? I wish I didn't have to go out to get a specialty bagel

	Region										Gender			Age			Income			Education	
	Total	BC	AB	MB/SK	ON	PQ	ATL	Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	College/ Tech school	Univ+			
	A	B	C	D	G	H	I	J	K	L	M	N	O	P	Q	R	S	T			
BASE: If Q1 And Q2 Not 'Never'	1293	183	136	85	441	315	93	652	601	360	430	463	353	437	293	376	390	487			
BASE - WEIGHTED	1250	154	143	84	484	294	90	600	650	390	439	420	374	437	269	476	411	363			
Top 2 Box (Net)	672	79	65	47	253	182	45	310	362	238	243	190	212	228	144	258	210	203			
	54%	51%	45%	55%	52%	62%	50%	52%	56%	61%	55%	45%	57%	52%	54%	54%	51%	56%			
(4) Strongly agree	210	23	14	15	78	68	13	105	105	78	84	49	71	67	46	82	57	71			
	17%	15%	10%	17%	16%	23%	14%	18%	16%	20%	19%	12%	19%	15%	17%	14%	20%	15%			
(3) Somewhat agree	461	56	51	32	175	115	32	205	257	160	160	142	141	161	99	176	154	132			
	37%	37%	36%	38%	36%	39%	36%	34%	39%	41%	36%	34%	38%	37%	37%	37%	37%	36%			
(2) Somewhat disagree	382	39	53	25	158	75	33	197	185	118	126	138	109	134	80	144	133	106			
	31%	25%	37%	29%	33%	26%	36%	33%	28%	30%	29%	33%	29%	31%	30%	30%	32%	29%			
(1) Strongly disagree	196	36	25	13	73	37	12	93	103	35	70	91	52	75	45	74	68	54			
	16%	23%	18%	16%	15%	13%	13%	15%	16%	9%	16%	22%	14%	17%	17%	16%	17%	15%			
Bottom 2 Box (Net)	578	75	78	38	230	112	45	290	289	153	196	230	161	209	125	218	201	160			
	46%	49%	55%	45%	48%	38%	50%	48%	44%	39%	45%	55%	43%	48%	46%	46%	49%	44%			
Mean	2.55	2.43	2.38	2.57	2.53	2.72	2.51	2.54	2.56	2.72	2.58	2.35	2.62	2.5	2.54	2.56	2.48	2.61			
S.D.	0.95	1.01	0.89	0.96	0.93	0.96	0.9	0.95	0.94	0.88	0.97	0.95	0.95	0.95	0.96	0.95	0.93	0.97			
S.E.	0.03	0.07	0.08	0.1	0.04	0.05	0.09	0.04	0.04	0.05	0.05	0.04	0.05	0.05	0.06	0.05	0.05	0.04			

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E/F/G/H/I - J/K - LMN - O/P/Q - R/S/T - UV  
 \* small base; \*\* very small base (under 30) ineligible for sig testing  
 Comparison Groups  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)  
 Uppercase letters indicate significance at the 95% level.  
 Omni December 21st  
 Maru/Blue  
 December 22nd, 2020

How strongly do you agree or disagree with the following statements? When it comes to bagels, I would love to try new flavours that are made with simple, yet delicious ingredients

	Region									Gender		Age			Income			Education		
	Total	BC	AB	MB/SK	ON	PQ	ATL	Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	College/ Tech school	Univ+		
	A	B	C	D	G	H	I	J	K	L	M	N	O	P	Q	R	S	T		
BASE: If Q1 And Q2 Not 'Never'	1253	183	136	85	441	315	93	652	601	360	430	463	353	437	293	376	390	487		
BASE: WEIGHTED	1250	154	143	84	484	294	90	600	650	390	439	420	374	437	269	476	411	363		
Top 2 Box (Net)	879	105	99	60	358	189	69	409	470	316	320	244	262	308	190	330	285	265		
	70%	68%	69%	71%	74%	64%	76%	68%	72%	81%	73%	58%	70%	71%	71%	69%	69%	73%		
										MN	N									
(4) Strongly agree	277	28	33	21	106	72	18	127	150	115	107	55	91	92	62	106	85	86		
	22%	18%	23%	24%	22%	24%	20%	21%	23%	30%	24%	13%	24%	21%	23%	22%	21%	24%		
										N	N									
(3) Somewhat agree	602	77	66	39	253	117	50	282	320	200	213	189	171	216	128	224	200	179		
	48%	50%	46%	47%	52%	40%	55%	47%	49%	51%	48%	45%	46%	50%	48%	47%	49%	49%		
(2) Somewhat disagree	217	26	28	16	71	63	12	116	101	52	65	100	67	72	46	88	68	61		
	17%	17%	19%	19%	15%	21%	14%	19%	16%	13%	15%	24%	18%	16%	17%	18%	17%	17%		
(1) Strongly disagree	154	23	16	8	54	42	10	75	79	23	55	76	45	57	33	59	57	38		
	12%	15%	11%	10%	11%	14%	11%	12%	12%	6%	12%	18%	12%	13%	12%	12%	14%	10%		
Bottom 2 Box (Net)	370	49	44	24	126	105	22	190	180	75	120	176	112	129	79	146	126	98		
	30%	32%	31%	29%	26%	36%	24%	32%	28%	19%	27%	42%	30%	29%	29%	31%	31%	27%		
Mean	2.8	2.71	2.81	2.86	2.85	2.74	2.85	2.77	2.83	3.04	2.85	2.53	2.82	2.79	2.82	2.79	2.76	2.86		
S.D.	0.92	0.94	0.92	0.91	0.89	0.88	0.87	0.92	0.92	0.82	0.93	0.93	0.94	0.92	0.92	0.93	0.94	0.91		
S.E.	0.03	0.07	0.08	0.11	0.04	0.06	0.09	0.04	0.04	0.04	0.04	0.04	0.05	0.04	0.05	0.05	0.05	0.04		

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E/F/G/H/I - J/K - LMN - O/P/Q - R/S/T - UV  
 \* small base; \*\* very small base (under 30) ineligible for sig testing  
 Comparison Groups  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)  
 Uppercase letters indicate significance at the 95% level.  
 Omni December 21st  
 Maru/Blue  
 December 22nd, 2020

How strongly do you agree or disagree with the following statements? Bagels made with quality ingredients, like real parmesan, asiago, cheddar and mozzarella, are the ultimate savoury indulgence

	Region									Gender		Age			Income			Education		
	Total	BC	AB	MB/SK	ON	PQ	ATL	Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	College/ Tech school	Univ+		
	A	B	C	D	G	H	I	J	K	L	M	N	O	P	Q	R	S	T		
BASE: If Q1 And Q2 Not 'Never'	1253	183	136	85	441	315	93	652	601	360	430	463	353	437	293	376	390	487		
BASE: WEIGHTED	1250	154	143	84	484	294	90	600	650	390	439	420	374	437	269	476	411	363		
Top 2 Box (Net)	932	112	116	67	348	223	66	432	500	315	343	274	281	321	208	348	313	270		
	75%	73%	81%	80%	72%	76%	73%	72%	77%	81%	78%	65%	75%	73%	77%	73%	76%	74%		
(4) Strongly agree	350	42	40	19	136	94	19	168	182	146	117	87	116	115	78	127	116	107		
	28%	27%	28%	23%	28%	32%	21%	28%	28%	37%	27%	21%	31%	26%	29%	27%	28%	30%		
										MN	N									
(3) Somewhat agree	582	70	76	48	212	128	46	263	318	170	226	186	164	206	130	222	197	163		
	47%	46%	53%	57%	44%	44%	51%	44%	49%	43%	51%	44%	44%	47%	48%	47%	48%	45%		
(2) Somewhat disagree	188	22	21	10	79	41	14	103	85	51	51	85	54	70	40	76	54	58		
	15%	14%	15%	12%	16%	14%	16%	17%	13%	13%	12%	20%	14%	16%	15%	16%	13%	16%		
(1) Strongly disagree	130	19	7	7	57	31	10	65	65	24	45	61	39	46	22	52	43	35		
	10%	13%	5%	8%	12%	10%	12%	11%	10%	6%	10%	15%	10%	10%	8%	11%	11%	10%		
Bottom 2 Box (Net)	318	42	27	17	136	72	25	168	150	75	97	147	93	116	62	128	97	93		
	25%	27%	19%	20%	28%	24%	27%	28%	23%	19%	22%	35%	25%	27%	23%	27%	24%	26%		
Mean	2.92	2.87	3.04	2.95	2.88	2.97	2.83	2.89	2.95	3.12	2.94	2.71	2.96	2.89	2.98	2.89	2.94	2.94		
S.D.	0.92	0.95	0.78	0.82	0.95	0.94	0.9	0.94	0.9	0.88	0.89	0.96	0.94	0.91	0.88	0.92	0.91	0.92		
S.E.	0.03	0.07	0.07	0.09	0.05	0.06	0.09	0.04	0.04	0.05	0.04	0.04	0.05	0.04	0.05	0.05	0.05	0.04		

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E/F/G/H/I - J/K - LMN - O/P/Q - R/S/T - UV  
 \* small base; \*\* very small base (under 30) ineligible for sig testing  
 Comparison Groups  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)  
 Uppercase letters indicate significance at the 95% level.  
 Omni December 21st  
 Maru/Blue



How strongly do you agree or disagree with the following statements? Bagels that come in flavours like Maple French Toast and Blueberry are a truly Canadian offering

	Region								Gender		Age			Income			Education	
	Total	BC	AB	MB/SK	ON	PQ	ATL	Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	College/ Tech school	Univ+
	A	B	C	D	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
BASE: If Q1 And Q2 Not 'Never'	1253	183	136	85	441	315	93	652	601	360	430	463	353	437	293	376	390	487
BASE: WEIGHTED	1250	154	143	84	484	294	90	600	650	390	439	420	374	437	269	476	411	363
Top 2 Box (Net)	876	95	102	58	339	209	71	403	472	251	308	276	261	311	184	338	283	254
	70%	62%	71%	69%	70%	71%	79%	67%	73%	75%	70%	66%	70%	71%	68%	71%	69%	70%
(4) Strongly agree	246	20	30	16	99	61	21	126	121	93	84	70	86	83	47	104	77	65
	20%	13%	21%	19%	20%	21%	23%	21%	19%	24%	19%	17%	23%	19%	18%	22%	19%	18%
(3) Somewhat agree	629	75	73	42	240	148	51	277	351	198	224	208	175	228	137	234	206	189
	50%	49%	51%	50%	50%	50%	56%	46%	54%	51%	51%	49%	47%	52%	51%	49%	50%	52%
(2) Somewhat disagree	221	34	24	16	82	54	13	116	105	66	79	77	75	73	44	85	72	64
	18%	22%	16%	19%	17%	18%	14%	19%	16%	17%	18%	18%	20%	17%	17%	18%	18%	18%
(1) Strongly disagree	153	25	17	10	63	32	6	80	73	33	53	68	38	53	41	53	56	45
	12%	16%	12%	12%	13%	11%	7%	13%	11%	8%	12%	16%	10%	12%	15%	11%	14%	12%
Bottom 2 Box (Net)	375	58	41	26	145	85	19	197	178	99	131	144	112	126	85	138	128	109
	30%	38%	29%	31%	30%	29%	21%	33%	27%	25%	30%	34%	30%	29%	32%	29%	31%	30%
Mean	2.77	2.59	2.8	2.76	2.77	2.81	2.95	2.75	2.8	2.9	2.77	2.66	2.83	2.78	2.71	2.82	2.74	2.76
S.D.	0.9	0.91	0.91	0.9	0.92	0.89	0.8	0.94	0.87	0.86	0.89	0.94	0.9	0.89	0.93	0.9	0.92	0.89
S.E.	0.03	0.07	0.08	0.1	0.04	0.05	0.08	0.04	0.04	0.05	0.04	0.04	0.05	0.04	0.05	0.05	0.05	0.04

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E/F/G/H/I - J/K - LMN - O/P/Q - R/S/T - UV

\* small base, \*\* very small base (under 30) ineligible for sig testing

Comparison Groups

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Omni December 21st

Maru/Blue

December 22nd, 2020

How strongly do you agree or disagree with the following statements? I would love to enjoy a bagel like Banana Chocolate Chip

	Region								Gender		Age			Income			Education	
	Total	BC	AB	MB/SK	ON	PQ	ATL	Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	College/ Tech school	Univ+
	A	B	C	D	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
BASE: If Q1 And Q2 Not 'Never'	1253	183	136	85	441	315	93	652	601	360	430	463	353	437	293	376	390	487
BASE: WEIGHTED	1250	154	143	84	484	294	90	600	650	390	439	420	374	437	269	476	411	363
Top 2 Box (Net)	473	53	61	32	176	120	31	242	231	219	169	85	142	163	100	173	151	140
	38%	34%	42%	39%	36%	41%	34%	40%	36%	56%	39%	20%	38%	37%	37%	36%	37%	41%
(4) Strongly agree	159	15	17	11	61	43	12	98	61	88	56	15	55	50	30	66	44	49
	13%	10%	12%	13%	13%	15%	14%	16%	9%	23%	13%	4%	15%	12%	11%	14%	11%	13%
(3) Somewhat agree	314	38	43	22	115	77	18	144	170	131	113	70	87	112	70	107	107	100
	25%	25%	30%	26%	24%	26%	20%	24%	26%	33%	26%	17%	23%	26%	26%	22%	26%	28%
(2) Somewhat disagree	281	32	32	22	106	66	22	143	138	77	98	106	79	100	60	107	85	89
	22%	21%	23%	26%	22%	22%	24%	24%	21%	20%	22%	25%	21%	23%	22%	22%	21%	25%
(1) Strongly disagree	496	69	50	30	201	109	38	215	281	95	172	230	153	175	110	197	174	125
	40%	45%	35%	35%	42%	37%	42%	36%	43%	24%	39%	55%	41%	40%	41%	41%	42%	35%
Bottom 2 Box (Net)	777	101	83	52	308	174	60	358	419	172	270	335	232	274	170	303	259	214
	62%	66%	58%	61%	64%	59%	66%	60%	64%	44%	61%	80%	62%	63%	63%	64%	63%	59%
Mean	2.11	1.99	2.19	2.16	2.07	2.18	2.06	2.21	2.02	2.54	2.12	1.69	2.12	2.09	2.07	2.09	2.05	2.2
S.D.	1.07	1.04	1.05	1.05	1.07	1.09	1.08	1.1	1.04	1.09	1.07	0.87	1.1	1.05	1.05	1.09	1.06	1.06
S.E.	0.03	0.08	0.09	0.11	0.05	0.06	0.11	0.04	0.04	0.06	0.05	0.04	0.06	0.05	0.06	0.06	0.05	0.05

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E/F/G/H/I - J/K - LMN - O/P/Q - R/S/T - UV

\* small base, \*\* very small base (under 30) ineligible for sig testing

Comparison Groups

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Omni December 21st

Maru/Blue

December 22nd, 2020