

# CROP - PANORAMA

OP. Generally speaking, do you rather agree with the first or the second of these statements?

A-In order to facilitate the introduction of new products and support the pace of their innovations, manufacturers design their products with a built-in limited lifespan, thus forcing consumers to purchase a replacement after a shorter period of time

B-It's not in the best interest of manufacturers to market products that do not last long. Their reputation is in the balance; I don't think that they deliberately reduce the useful life of their products

	Gender			AGE						Income			Language		Education			Ethnicity			
	Total	Men	Female	18-24	25 - 34	35 - 44	45 - 54	55 - 64	65 +	- 25M	25- 40M	40- 60M	60M+	French	English	H.S.	Coll.	Uni.	Brit.	French	Other
	<b>Population:</b>	28040	13619	14421	3068	4597	4527	5023	4898	5927	2040	4348	4748	13200	5218	22120	10214	11128	6698	9610	5587
<b>Sample:</b>	6439	3029	3410	510	1097	1156	1253	1247	1176	454	964	1048	3155	1875	4415	1774	2730	1935	2024	1798	2617
<b>A</b>	64%	63%	65%	64%	71%	67%	68%	62%	55%	59%	61%	66%	66%	68%	63%	59%	66%	67%	62%	68%	64%
<b>B</b>	36%	37%	35%	36%	29%	33%	32%	38%	45%	41%	39%	34%	34%	32%	37%	41%	34%	33%	38%	32%	36%

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	Born in Canada			Household with children			Occupation				Community Size*				Regions				CAN. LESS QUE		
	Total	Yes	No	12 -	13 - 17	None	PROF ADM	TECH	OFF. SALE SERV	MAN. WORK	A	B	C	D	ATL.	QC.	ONT.	MAN. SASK.		AL-BERTA	B.C.
	<b>Population:</b>	28040	22678	5362	5212	3446	20600	5377	2305	3605	3525	11390	7481	3527	5642	1916	6580	10767		1827	3144
<b>Sample:</b>	6439	5415	1024	1235	755	4724	1417	549	863	749	2663	1638	829	1309	630	2957	1182	475	541	654	3482
<b>A</b>	64%	64%	63%	68%	67%	62%	69%	73%	69%	66%	66%	63%	64%	61%	52%	68%	64%	65%	63%	64%	63%
<b>B</b>	36%	36%	37%	32%	33%	38%	31%	27%	31%	34%	34%	37%	36%	39%	48%	32%	36%	35%	37%	36%	37%

\*Community size: (A) 1,000,000+ inhabitants – (B) 100,000-99,999 inhabitants – (C) 10,000-99,999 inhabitants – (D) Less than 10,000 inhabitant