YouGov RealTime
Apologies

CA_nat Sample: 4th - 6th February 2020

![YouGov]

	Total	Gender		Age			Region					
		Male	Female	18-34	35-54	55+	Alberta, Manitoba, Saskatchewan	British Columbia	New Brunswick, Newfoundland & Labrador, Nova Scotia	Northwest Territories, Nunavut, Yukon	Ontario	Quebec
		A	B	C	D	E	F	G	H	I	J	K

Imagine that a person or a company used the following forms of apology. Please say for each whether or not you would consider them to be a "proper" apology.

apologies1_1. I am sorry

	Total	A	B	C	D	E	F	G	H	I	J	K
Unweighted base	1005	488	517	267	316	422	191	137	67	3	355	252
Base: All Canada Adults	1005	487	518	268	314	422	183	131	67	3	387	234
This is a proper apology	62%	59%	65% A	61%	62%	63%	70% K	66% K	58% *	100% **	66% K	48%
This is not a proper apology	32%	35% B	29%	32%	30%	32%	24%	28%	33% *	- **	29%	44% F.G.J
Don't know	6%	6%	6%	6%	8%	5%	7%	5%	9% *	- **	5%	8%

apologies1_2. I apologise unreservedly

	Total	A	B	C	D	E	F	G	H	I	J	K
Unweighted base	1005	488	517	267	316	422	191	137	67	3	355	252
Base: All Canada Adults	1005	487	518	268	314	422	183	131	67	3	387	234
This is a proper apology	42%	45% B	38%	38%	39%	46% C.D	42%	47% K	43% *	100% **	44% K	35%
This is not a proper apology	39%	38%	40%	40%	40%	37%	38%	34%	40% *	- **	37%	45% G
Don't know	19%	17%	21%	21%	21%	16%	20%	19%	16% *	- **	19%	20%

apologies1_3. I offer my sincere apologies

	Total	A	B	C	D	E	F	G	H	I	J	K
Unweighted base	1005	488	517	267	316	422	191	137	67	3	355	252
Base: All Canada Adults	1005	487	518	268	314	422	183	131	67	3	387	234
This is a proper apology	79%	77%	81%	75%	80%	80%	81%	81%	84% *	100% **	80% K	73%
This is not a proper apology	15%	16%	14%	16%	13%	15%	14%	15%	12% *	- **	14%	18%
Don't know	6%	7%	6%	8% E	7%	4%	5%	4%	4% *	- **	6%	9%

apologies1_4. I sincerely apologise

	Total	A	B	C	D	E	F	G	H	I	J	K
Unweighted base	1005	488	517	267	316	422	191	137	67	3	355	252
Base: All Canada Adults	1005	487	518	268	314	422	183	131	67	3	387	234
This is a proper apology	80%	77%	82%	79%	77%	82%	83% K	85% K	87% K*	100% **	81% K	71%
This is not a proper apology	14%	16%	12%	13%	15%	14%	12%	12%	9% *	- **	12%	22% F.G.H.J
Don't know	6%	6%	6%	8% E	8% E	4%	6%	3%	4% *	- **	7%	8%

apologies1_5. I can only apologise

	Total	A	B	C	D	E	F	G	H	I	J	K
Unweighted base	1005	488	517	267	316	422	191	137	67	3	355	252
Base: All Canada Adults	1005	487	518	268	314	422	183	131	67	3	387	234
This is a proper apology	30%	30%	29%	30%	27%	31%	32%	28%	33% *	100% **	26%	32%
This is not a proper apology	59%	59%	59%	59%	57%	60%	59%	60%	55% *	- **	62%	56%
Don't know	11%	11%	12%	11%	15% E	9%	9%	12%	12% *	- **	12%	12%

apologies1_6. I am sorry for any offense caused

	Total	A	B	C	D	E	F	G	H	I	J	K
Unweighted base	1005	488	517	267	316	422	191	137	67	3	355	252
Base: All Canada Adults	1005	487	518	268	314	422	183	131	67	3	387	234
This is a proper apology	61%	61%	62%	62%	59%	62%	62%	64%	57% *	67% **	59%	65%

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	Total	Gender		Age			Region					
		Male	Female	18-34	35-54	55+	Alberta, Manitoba, Saskatchewan	British Columbia	New Brunswick, Newfoundland & Labrador, Nova Scotia	Northwest Territories, Nunavut, Yukon	Ontario	Quebec
		A	B	C	D	E	F	G	H	I	J	K
This is not a proper apology	31%	33%	30%	32%	31%	31%	30%	30%	33% *	33% **	35% K	27%
Don't know	7%	7%	8%	6%	9%	6%	7%	7%	10% *	- **	6%	8%

apologies1_7. We are sorry they had a bad experience with us

	Total	Male	Female	18-34	35-54	55+	Alberta, Manitoba, Saskatchewan	British Columbia	New Brunswick, Newfoundland & Labrador, Nova Scotia	Northwest Territories, Nunavut, Yukon	Ontario	Quebec
Unweighted base	1005	488	517	267	316	422	191	137	67	3	355	252
Base: All Canada Adults	1005	487	518	268	314	422	183	131	67	3	387	234
This is a proper apology	44%	44%	43%	41%	46%	43%	41%	39%	45% *	67% **	40%	53% F.G.J
This is not a proper apology	50%	49%	51%	52%	46%	51%	51% K	55% K	49% *	- **	54% K	39%
Don't know	7%	7%	6%	7%	8%	5%	8%	6%	6% *	33% **	6%	8%

apologies1_8. We are sorry that our services did not meet up to our high standards

	Total	Male	Female	18-34	35-54	55+	Alberta, Manitoba, Saskatchewan	British Columbia	New Brunswick, Newfoundland & Labrador, Nova Scotia	Northwest Territories, Nunavut, Yukon	Ontario	Quebec
Unweighted base	1005	488	517	267	316	422	191	137	67	3	355	252
Base: All Canada Adults	1005	487	518	268	314	422	183	131	67	3	387	234
This is a proper apology	55%	54%	56%	60%	54%	52%	60% G	48%	55% *	- **	53%	58%
This is not a proper apology	38%	39%	38%	34%	37%	43% C E	32%	43%	42% *	67% **	41%	35%
Don't know	7%	7%	7%	7%	9%	5%	7%	9%	3% *	33% **	6%	7%

apologies1_9. We apologise for the inconvenience caused

	Total	Male	Female	18-34	35-54	55+	Alberta, Manitoba, Saskatchewan	British Columbia	New Brunswick, Newfoundland & Labrador, Nova Scotia	Northwest Territories, Nunavut, Yukon	Ontario	Quebec
Unweighted base	1005	488	517	267	316	422	191	137	67	3	355	252
Base: All Canada Adults	1005	487	518	268	314	422	183	131	67	3	387	234
This is a proper apology	65%	62%	67%	72% D.E	62%	62%	65%	58%	72% *	67% **	66%	64%
This is not a proper apology	29%	30%	27%	21%	30% C	33% C	30%	33%	21% *	33% **	30%	27%
Don't know	7%	8%	6%	7%	8%	5%	5%	9%	7% *	- **	5%	10% J

apologies1_10. If the my words caused offense then I apologise

	Total	Male	Female	18-34	35-54	55+	Alberta, Manitoba, Saskatchewan	British Columbia	New Brunswick, Newfoundland & Labrador, Nova Scotia	Northwest Territories, Nunavut, Yukon	Ontario	Quebec
Unweighted base	1005	488	517	267	316	422	191	137	67	3	355	252
Base: All Canada Adults	1005	487	518	268	314	422	183	131	67	3	387	234
This is a proper apology	46%	46%	46%	46%	43%	49%	48%	44%	43% *	33% **	43%	53% J
This is not a proper apology	46%	46%	46%	46%	47%	45%	46%	50% K	51% K*	67% **	50% K	37%
Don't know	8%	8%	7%	8%	10% E	5%	6%	7%	6% *	- **	7%	10%

Cell Contents (Column Percentages, Statistical Test Results), Statistics (Column Proportions, (95%): A/B, C/D/E, F/G/H/I/J/K, Minimum Base: 30 (**), Small Base: 100 (*))