Generally speaking, how confident are you in the investment potential of companies in the technology sector? Would you say you are...?

				REGION					AGE		GENDER	
	Total	BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
Base: All respondents												
Unweighted Base	1001	150	100	100	300	251	100	274	442	267	458	543
Weighted Base	1001	131	90	70	378	251	81	338	375	273	491	510
Very confident	6%	6%	5%	9%	8%	3%	8%	6%	5%	8%	8%	5%
Somewhat confident	41%	43%	38%	34%	36%	47%	47%	44%	44%	34%	40%	42%
Not very confident	34%	32%	43%	36%	33%	34%	24%	36%	32%	33%	34%	33%
Not at all confident	18%	18%	13%	19%	22%	13%	19%	14%	18%	23%	17%	19%
(DK/NS)	1%	2%	2%	3%	0	2%	3%	0	1%	2%	2%	1%
SUMMARY												
TOP2BOX (Very/Somewhat Confident)	47%	48%	42%	42%	44%	51%	55%	49%	49%	42%	47%	46%
LOW2BOX (Not very/Not at all Confident)	52%	49%	55%	55%	56%	47%	42%	50%	49%	56%	51%	52%

			EDUCATION				INCOME	
	Total	<HS	HS	Post Sec	Univ Grad	<$30K	$30K-$59K	$60K+
Base: All respondents								
Unweighted Base	1001	109	253	351	278	242	312	333
Weighted Base	1001	108	245	354	286	243	311	338
Very confident	6%	5%	7%	7%	5%	8%	5%	6%
Somewhat confident	41%	38%	42%	44%	38%	38%	41%	45%
Not very confident	34%	31%	25%	35%	41%	31%	36%	35%
Not at all confident	18%	22%	24%	14%	16%	20%	18%	14%
(DK/NS)	1%	4%	2%	1%	0	3%	0	0
SUMMARY								
TOP2BOX (Very/Somewhat Confident)	47%	43%	49%	51%	43%	46%	46%	51%
LOW2BOX (Not very/Not at all Confident)	52%	53%	50%	48%	56%	51%	54%	49%

Compared to a year ago, would you say that your confidence in the investment potential of technology companies is higher now, about the same, or lower now?

		REGION						AGE			GENDER	
	Total	BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
Base: All respondents												
Unweighted Base	1001	150	100	100	300	251	100	274	442	267	458	543
Weighted Base	1001	131	90	70	378	251	81	338	375	273	491	510
Higher now	12%	16%	15%	10%	11%	9%	11%	15%	11%	7%	15%	8%
About the same	48%	38%	50%	40%	47%	53%	56%	53%	46%	46%	43%	53%
Lower now	38%	45%	33%	46%	39%	37%	32%	31%	41%	44%	40%	37%
(DK/NS)	2%	2%	1%	4%	3%	1%	1%	1%	1%	4%	2%	2%

		EDUCATION				INCOME		
	Total	<HS	HS	Post Sec	Univ Grad	<$30K	$30K-$59K	$60K+
Base: All respondents								
Unweighted Base	1001	109	253	351	278	242	312	333
Weighted Base	1001	108	245	354	286	243	311	338
Higher now	12%	9%	12%	11%	13%	12%	10%	14%
About the same	48%	53%	55%	50%	38%	52%	51%	42%
Lower now	38%	32%	32%	38%	47%	31%	38%	43%
(DK/NS)	2%	6%	2%	1%	1%	5%	1%	1%

I am now going to read you a number of sources that might influence your confidence in investing in a technology company. For each one, please tell me whether that source is likely to have a lot of influence, some influence, or no influence on your opinion about a particular technology company.

How about Newspaper or television reports?

		REGION						AGE			GENDER	
	Total	BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
Base: All respondents												
Unweighted Base	1001	150	100	100	300	251	100	274	442	267	458	543
Weighted Base	1001	131	90	70	378	251	81	338	375	273	491	510
A lot of influence	14%	9%	8%	8%	16%	18%	15%	18%	14%	10%	14%	15%
Some influence	58%	57%	62%	62%	61%	52%	55%	63%	58%	52%	59%	57%
No influence	27%	33%	29%	29%	23%	29%	29%	19%	28%	37%	27%	28%
(DK/NS)	0	0	-	1%	-	1%	-	-	-	1%	-	1%

How about The company's annual report?

		REGION						AGE			GENDER	
	Total	BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
Base: All respondents												
Unweighted Base	1001	150	100	100	300	251	100	274	442	267	458	543
Weighted Base	1001	131	90	70	378	251	81	338	375	273	491	510
A lot of influence	18%	14%	20%	23%	19%	17%	16%	23%	20%	9%	21%	15%
Some influence	49%	54%	54%	48%	47%	48%	50%	51%	52%	43%	48%	50%
No influence	32%	32%	25%	28%	34%	34%	32%	26%	27%	46%	30%	34%
(DK/NS)	1%	0	1%	1%	0	1%	2%	-	0	2%	0	1%

I am now going to read you a number of sources that might influence your confidence in investing in a technology company. For each one, please tell me whether that source is likely to have a lot of influence, some influence, or no influence on your opinion about a particular technology company.

How about The company's Website?

	Total	REGION						AGE			GENDER	
		BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
Base: All respondents												
Unweighted Base	1001	150	100	100	300	251	100	274	442	267	458	543
Weighted Base	1001	131	90	70	378	251	81	338	375	273	491	510
A lot of influence	6%	4%	4%	5%	7%	5%	8%	8%	6%	3%	6%	6%
Some influence	42%	43%	53%	42%	38%	42%	41%	48%	44%	33%	41%	42%
No influence	51%	51%	44%	50%	53%	52%	49%	45%	50%	60%	52%	51%
(DK/NS)	1%	1%	-	3%	2%	1%	3%	-	0	4%	1%	1%

How about Analysts or specialty media reports?

	Total	REGION						AGE			GENDER	
		BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
Base: All respondents												
Unweighted Base	1001	150	100	100	300	251	100	274	442	267	458	543
Weighted Base	1001	131	90	70	378	251	81	338	375	273	491	510
A lot of influence	16%	14%	14%	15%	15%	22%	13%	23%	16%	9%	18%	15%
Some influence	54%	60%	57%	53%	55%	49%	47%	56%	54%	51%	52%	55%
No influence	30%	26%	29%	32%	29%	28%	40%	21%	30%	39%	30%	29%
(DK/NS)	0	0	-	1%	0	1%	-	-	0	1%	-	1%

How about Stock broker assessment or recommendation?

	Total	REGION						AGE			GENDER	
		BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
Base: All respondents												
Unweighted Base	1001	150	100	100	300	251	100	274	442	267	458	543
Weighted Base	1001	131	90	70	378	251	81	338	375	273	491	510
A lot of influence	18%	13%	16%	26%	18%	21%	18%	24%	18%	13%	18%	18%
Some influence	50%	61%	52%	46%	49%	47%	45%	53%	53%	44%	49%	50%
No influence	31%	25%	31%	26%	33%	31%	35%	23%	29%	41%	32%	30%
(DK/NS)	1%	1%	1%	2%	1%	1%	2%	-	0	3%	1%	1%

I am now going to read you a number of sources that might influence your confidence in investing in a technology company. For each one, please tell me whether that source is likely to have a lot of influence, some influence, or no influence on your opinion about a particular technology company.

How about Word of mouth, your friends, colleagues or family members?

	Total	REGION						AGE			GENDER	
		BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
Base: All respondents												
Unweighted Base	1001	150	100	100	300	251	100	274	442	267	458	543
Weighted Base	1001	131	90	70	378	251	81	338	375	273	491	510
A lot of influence	19%	20%	20%	17%	15%	24%	25%	24%	18%	14%	17%	21%
Some influence	52%	55%	52%	59%	53%	49%	44%	54%	53%	46%	52%	51%
No influence	29%	25%	28%	23%	33%	27%	31%	22%	28%	39%	31%	27%
(DK/NS)	0	0	-	1%	-	0	-	-	-	1%	-	0

How about The company's CEO or executive team?

	Total	REGION						AGE			GENDER	
		BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
Base: All respondents												
Unweighted Base	1001	150	100	100	300	251	100	274	442	267	458	543
Weighted Base	1001	131	90	70	378	251	81	338	375	273	491	510
A lot of influence	10%	10%	6%	10%	8%	12%	10%	12%	10%	6%	10%	9%
Some influence	42%	42%	54%	40%	39%	41%	42%	42%	44%	39%	40%	43%
No influence	48%	48%	39%	49%	52%	46%	47%	46%	46%	53%	49%	47%
(DK/NS)	1%	1%	1%	2%	0	1%	1%	-	0	2%	0	1%