

Detailed Tables

As you may know, a number of publicly traded companies in the United States have recently disclosed serious financial and accounting irregularities. Some companies and their auditors have been charged criminally while others are still under investigation. The loss to shareholders has been in the billions of dollars and many employees have lost their jobs. I now want to read you a statement about the issue, and I'd like you to tell me if you agree or disagree with "I have lost confidence in the stock market and would rather put my money into other things such as real estate or gold" ?

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
Base: All Respondents												
Unweighted Base	1006	156	100	100	300	250	100	303	424	271	502	504
Weighted Base	1006	131	91	71	379	253	82	339	385	274	493	513
Strongly agree	26%	36%	25%	21%	28%	19%	23%	20%	28%	29%	25%	27%
Somewhat agree	29%	25%	22%	27%	27%	33%	42%	29%	31%	27%	28%	30%
Somewhat disagree	25%	23%	31%	34%	23%	29%	14%	26%	26%	23%	25%	26%
Strongly disagree	16%	11%	19%	13%	18%	16%	16%	20%	12%	17%	19%	13%
Don't know/Refused	4%	5%	3%	5%	4%	3%	5%	5%	3%	5%	3%	5%
TOPBOX & KLOWBOX SUMMARY												
Agree (Top2Box)	55%	61%	47%	48%	55%	53%	65%	49%	59%	56%	53%	56%
Disagree (Low2Box)	41%	34%	50%	47%	41%	45%	30%	46%	38%	40%	44%	39%

		OWN STOCKS IN PUBLICLY TRADED COMPANIES		REGION TYPE		EDUCATION				INCOME		
	TOTAL	Yes	No	Rural	Urban	<HS	HS	Post sec	University	<\$30K	\$30K- <\$60K	\$60K +
Base: All Respondents												
Unweighted Base	1006	524	470	186	820	98	227	401	275	242	341	334
Weighted Base	1006	520	476	178	828	99	222	401	279	238	342	337
Strongly agree	26%	17%	35%	32%	24%	42%	29%	23%	20%	33%	25%	18%
Somewhat agree	29%	30%	29%	27%	30%	22%	34%	31%	26%	29%	31%	28%
Somewhat disagree	25%	31%	19%	23%	26%	17%	18%	28%	29%	19%	25%	32%
Strongly disagree	16%	21%	10%	14%	16%	11%	15%	14%	21%	13%	15%	20%
Don't know/Refused	4%	2%	7%	4%	4%	8%	5%	3%	3%	7%	3%	2%
TOPBOX & KLOWBOX SUMMARY												
Agree (Top2Box)	55%	47%	64%	59%	54%	65%	62%	54%	46%	62%	56%	47%
Disagree (Low2Box)	41%	52%	30%	37%	42%	28%	33%	43%	51%	31%	41%	52%

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Have you made a change like this in the last two months ?

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
Base: Strongly/somewhat agree to I have lost confidence in the stock market												
Unweighted Base	555	97	48	46	166	132	66	147	250	153	269	286
Weighted Base	552	80	42	34	209	133	53	168	226	153	262	290
Yes	10%	10%	15%	10%	13%	6%	5%	8%	14%	7%	12%	8%
No	90%	90%	85%	90%	86%	94%	95%	92%	86%	92%	88%	92%
Don't know/Refused	0	-	-	-	1%	-	-	-	-	1%	-	0

		OWN STOCKS IN PUBLICLY TRADED COMPANIES		REGION TYPE		EDUCATION				INCOME		
	TOTAL	Yes	No	Rural	Urban	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
Base: Strongly/somewhat agree to I have lost confidence in the stock market												
Unweighted Base	555	246	303	109	446	65	140	217	130	152	190	158
Weighted Base	552	244	302	105	446	64	138	217	129	148	192	157
Yes	10%	12%	9%	8%	11%	2%	8%	10%	16%	6%	10%	14%
No	90%	88%	91%	92%	89%	96%	92%	90%	84%	94%	90%	86%
Don't know/Refused	0	-	-	-	0	2%	-	-	-	-	-	-

Do you own stocks in any publicly traded companies, either through a mutual fund, RRSPs or directly ?

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
Base: All Respondents												
Unweighted Base	1006	156	100	100	300	250	100	303	424	271	502	504
Weighted Base	1006	131	91	71	379	253	82	339	385	274	493	513
Yes	52%	54%	62%	52%	56%	44%	39%	40%	59%	56%	53%	51%
No	47%	44%	38%	46%	42%	56%	60%	60%	40%	42%	47%	48%
Don't know/Refused	1%	2%	1%	2%	1%	-	1%	1%	1%	2%	1%	1%

		OWN STOCKS IN PUBLICLY TRADED COMPANIES		REGION TYPE		EDUCATION				INCOME		
	TOTAL	Yes	No	Rural	Urban	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
Base: All Respondents												
Unweighted Base	1006	524	470	186	820	98	227	401	275	242	341	334
Weighted Base	1006	520	476	178	828	99	222	401	279	238	342	337
Yes	52%	100%	-	36%	55%	31%	45%	51%	65%	21%	52%	74%
No	47%	-	100%	64%	44%	67%	54%	48%	34%	79%	47%	25%
Don't know/Refused	1%	-	-	-	1%	2%	0	1%	1%	-	1%	1%