

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 number of statements about these issues, and I'd like you to tell me if you agree or disagree with them: These situations of accounting and financial irregularities only affect a few companies and the problem really is not that widespread ?

		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	11%	7%	8%	14%	9%	15%	10%	8%	13%	11%	12%	9%
Somewhat agree	33%	26%	28%	29%	33%	41%	32%	34%	34%	32%	34%	32%
Somewhat disagree	26%	30%	28%	24%	27%	21%	30%	31%	24%	23%	26%	27%
Strongly disagree	25%	31%	34%	25%	26%	18%	25%	24%	24%	27%	25%	25%
Don't know/Refused	5%	6%	2%	8%	5%	6%	3%	4%	4%	7%	4%	6%
TOPBOX & KLOWBOX SUMMARY												
Agree (Top2Box)	44%	33%	36%	43%	42%	56%	43%	41%	47%	43%	46%	42%
Disagree (Low2Box)	51%	61%	62%	49%	53%	39%	55%	55%	49%	50%	50%	52%

		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	11%	12%	9%	10%	11%	13%	12%	11%	9%	10%	12%	11%
Somewhat agree	33%	35%	31%	37%	32%	36%	31%	33%	34%	29%	35%	36%
Somewhat disagree	26%	26%	26%	22%	27%	23%	26%	26%	28%	26%	25%	28%
Strongly disagree	25%	23%	27%	27%	25%	19%	26%	24%	27%	28%	24%	23%
Don't know/Refused	5%	4%	6%	5%	5%	9%	5%	5%	3%	7%	4%	2%
TOPBOX & KLOWBOX SUMMARY												
Agree (Top2Box)	44%	47%	40%	46%	43%	49%	43%	44%	43%	39%	47%	47%
Disagree (Low2Box)	51%	49%	54%	49%	52%	42%	52%	50%	54%	54%	49%	51%

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 number of statements about these issues, and I'd like you to tell me if you agree or disagree with them: Canadian-based public companies do not have the same problems with financial and accounting irregularities as US-based companies ?

		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	11%	12%	8%	8%	10%	14%	13%	9%	11%	13%	13%	9%
Somewhat agree	32%	27%	27%	32%	29%	40%	38%	29%	33%	37%	33%	32%
Somewhat disagree	33%	36%	38%	36%	35%	26%	25%	42%	30%	24%	29%	36%
Strongly disagree	14%	14%	20%	16%	14%	11%	16%	13%	17%	13%	16%	12%
Don't know/Refused	9%	10%	7%	8%	12%	8%	7%	6%	9%	14%	8%	11%
TOPBOX & KLOWBOX SUMMARY												
Agree (Top2Box)	44%	39%	34%	40%	39%	55%	51%	39%	44%	49%	46%	41%
Disagree (Low2Box)	47%	51%	58%	52%	50%	38%	41%	56%	47%	37%	46%	49%

		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	11%	10%	12%	18%	10%	16%	13%	11%	7%	14%	12%	9%
Somewhat agree	32%	31%	34%	30%	33%	36%	34%	33%	30%	33%	35%	31%
Somewhat disagree	33%	34%	31%	26%	34%	22%	33%	32%	37%	32%	31%	37%
Strongly disagree	14%	15%	13%	17%	14%	9%	13%	14%	17%	12%	13%	16%
Don't know/Refused	9%	9%	9%	9%	10%	17%	7%	10%	8%	8%	10%	6%
TOPBOX & KLOWBOX SUMMARY												
Agree (Top2Box)	44%	41%	46%	48%	43%	52%	47%	44%	37%	48%	47%	41%
Disagree (Low2Box)	47%	50%	45%	43%	48%	31%	46%	46%	54%	44%	43%	53%

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 number of statements about these issues, and I'd like you to tell me if you agree or disagree with them: Canadian auditing standards are more effective in protecting the public interest than they are in the United States ?

		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	16%	16%	14%	14%	15%	17%	16%	16%	15%	15%	15%	16%
Somewhat agree	39%	37%	32%	42%	39%	38%	45%	39%	39%	38%	37%	41%
Somewhat disagree	19%	16%	23%	21%	17%	22%	23%	20%	21%	17%	19%	19%
Strongly disagree	12%	16%	16%	8%	10%	12%	11%	10%	11%	15%	14%	10%
Don't know/Refused	15%	16%	16%	14%	19%	11%	5%	15%	14%	15%	15%	15%
TOPBOX & KLOWBOX SUMMARY												
Agree (Top2Box)	54%	52%	45%	56%	54%	55%	61%	55%	54%	54%	52%	56%
Disagree (Low2Box)	31%	32%	39%	30%	27%	34%	34%	30%	32%	31%	33%	29%

		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	16%	12%	20%	20%	15%	27%	20%	14%	10%	22%	16%	12%
Somewhat agree	39%	39%	37%	31%	40%	26%	43%	42%	36%	36%	38%	43%
Somewhat disagree	19%	20%	19%	18%	20%	18%	16%	21%	21%	18%	20%	20%
Strongly disagree	12%	13%	11%	13%	12%	16%	11%	8%	16%	13%	9%	13%
Don't know/Refused	15%	16%	13%	19%	14%	13%	10%	15%	18%	12%	17%	11%
TOPBOX & KLOWBOX SUMMARY												
Agree (Top2Box)	54%	52%	57%	51%	55%	53%	62%	56%	46%	58%	55%	56%
Disagree (Low2Box)	31%	32%	30%	30%	31%	34%	27%	29%	36%	31%	28%	33%

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 number of statements about these issues, and I'd like you to tell me if you agree or disagree with them: Canada's financial regulators do a better job of policing the activities of companies than their American counterparts ?

	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	15%	13%	9%	13%	17%	15%	15%	13%	16%	15%	16%	14%
Somewhat agree	41%	40%	40%	40%	40%	40%	47%	42%	39%	41%	40%	41%
Somewhat disagree	23%	24%	32%	21%	21%	25%	14%	23%	23%	20%	23%	22%
Strongly disagree	11%	10%	11%	12%	11%	12%	13%	12%	10%	13%	13%	10%
Don't know/Refused	11%	13%	7%	13%	12%	8%	11%	9%	11%	11%	8%	13%
TOPBOX & KLOWBOX SUMMARY												
Agree (Top2Box)	55%	53%	49%	53%	57%	55%	62%	56%	55%	55%	55%	56%
Disagree (Low2Box)	34%	34%	43%	34%	31%	37%	27%	35%	33%	33%	36%	32%

		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	15%	15%	15%	12%	16%	21%	15%	14%	14%	15%	16%	16%
Somewhat agree	41%	39%	42%	45%	40%	36%	48%	44%	33%	45%	42%	39%
Somewhat disagree	23%	23%	23%	23%	23%	22%	19%	22%	27%	19%	22%	25%
Strongly disagree	11%	11%	11%	10%	12%	10%	10%	9%	16%	12%	11%	11%
Don't know/Refused	11%	11%	10%	11%	11%	10%	8%	12%	11%	9%	9%	9%
TOPBOX & KLOWBOX SUMMARY												
Agree (Top2Box)	55%	55%	56%	56%	55%	57%	63%	57%	47%	60%	58%	54%
Disagree (Low2Box)	34%	34%	34%	33%	34%	32%	29%	31%	42%	32%	33%	36%

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 number of statements about these issues, and I'd like you to tell me if you agree or disagree with them: When I hear a company has released its audited financial statement, I have confidence that the reported figures are accurate ?

		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	13%	11%	15%	22%	11%	14%	15%	13%	12%	14%	12%	14%
Somewhat agree	45%	33%	46%	49%	49%	44%	46%	49%	48%	37%	45%	45%
Somewhat disagree	25%	31%	23%	23%	25%	26%	17%	26%	24%	26%	25%	25%
Strongly disagree	15%	23%	15%	7%	14%	15%	17%	11%	14%	21%	18%	13%
Don't know/Refused	2%	3%	1%	-	2%	1%	5%	2%	2%	2%	1%	2%
TOPBOX & KLOWBOX SUMMARY												
Agree (Top2Box)	58%	44%	61%	71%	60%	57%	61%	62%	60%	51%	56%	60%
Disagree (Low2Box)	40%	54%	39%	29%	38%	42%	34%	37%	39%	47%	42%	38%

		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	13%	16%	10%	15%	12%	17%	11%	14%	13%	12%	16%	13%
Somewhat agree	45%	46%	44%	40%	46%	39%	49%	43%	47%	42%	45%	50%
Somewhat disagree	25%	24%	26%	21%	26%	20%	25%	26%	25%	24%	24%	25%
Strongly disagree	15%	13%	17%	22%	14%	22%	13%	15%	15%	19%	15%	12%
Don't know/Refused	2%	1%	3%	1%	2%	3%	2%	2%	0	3%	1%	0
TOPBOX & KLOWBOX SUMMARY												
Agree (Top2Box)	58%	62%	54%	56%	59%	55%	60%	57%	60%	54%	60%	63%
Disagree (Low2Box)	40%	37%	43%	43%	40%	42%	39%	41%	40%	43%	39%	37%

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 number of statements about these issues, and I'd like you to tell me if you agree or disagree with them: Senior management at most public companies are generally ethical and trustworthy ?

		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	12%	10%	20%	12%	9%	13%	21%	9%	12%	15%	13%	11%
Somewhat agree	46%	43%	45%	56%	47%	45%	48%	47%	46%	48%	44%	48%
Somewhat disagree	24%	23%	19%	18%	26%	27%	16%	30%	24%	17%	24%	24%
Strongly disagree	15%	22%	15%	13%	15%	12%	12%	12%	16%	16%	17%	13%
Don't know/Refused	3%	3%	1%	2%	3%	3%	4%	3%	3%	3%	2%	4%
TOPBOX & KLOWBOX SUMMARY												
Agree (Top2Box)	59%	53%	65%	67%	56%	58%	68%	56%	57%	63%	57%	60%
Disagree (Low2Box)	39%	45%	34%	31%	41%	39%	28%	41%	40%	34%	41%	36%

		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	12%	13%	11%	12%	12%	15%	14%	10%	12%	13%	11%	12%
Somewhat agree	46%	52%	41%	43%	47%	38%	50%	46%	48%	39%	48%	51%
Somewhat disagree	24%	19%	28%	26%	23%	22%	21%	28%	21%	25%	24%	24%
Strongly disagree	15%	14%	16%	15%	15%	18%	11%	15%	16%	18%	14%	12%
Don't know/Refused	3%	1%	4%	3%	3%	7%	3%	2%	2%	4%	2%	1%
TOPBOX & KLOWBOX SUMMARY												
Agree (Top2Box)	59%	65%	51%	55%	59%	53%	64%	55%	61%	52%	59%	63%
Disagree (Low2Box)	39%	33%	44%	42%	38%	40%	33%	42%	38%	43%	39%	36%