

I am now going to read you a list of news topics and I want you to tell me whether or not you follow these topics very closely, somewhat closely, not very closely or not at all closely. - TOP2BOX SUMMARY [CLOSELY]

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K

Overlap formulae used. * small base

		REGION						GENDER		AGE		
	Total	BC	AB	SK/MN	ON	QUE	Atl	Male	Female	18-34	35-54	55+
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1001	150	100	100	300	250	101	488	513	282	451	254
Weighted	1001	132	97*	68*	379	247	77*	484	517	294	402	294
Business News	50%	62% CEF	59% CEF	38%	53% CEF	40%	41%	61% H	40%	37% I	55% I	56% I
Local News	87%	91% E	93% E	87%	88% E	79%	93% E	86% H	88%	82% I	89% I	90% I
National News	84%	89% E	90% E	88% E	88% E	70%	87% E	88% H	80%	74% I	88% I	88% I
International News	85%	91% EF	88% E	87% E	89% E	75%	83% E	89% H	81%	79% I	88% I	88% I
Sports News	42%	49% E	41%	39%	47% E	31%	44% E	54% H	31%	43% I	41% I	44% I
Entertainment News	50%	49%	50%	36%	52% C	49% C	56% C	46% G	54% G	59% JK	49%	42%
Health/Lifestyle News	67%	63%	58%	65%	67%	72% B	76% AB	57% G	77% G	56% I	69% I	76% IJ

		EDUCATION				INCOME		
	Total	<HS	HS	Post Sec	Univ Grad	<\$30K	\$30K-\$59K	\$60K+
		A	B	C	D	E	F	G
Base: All respondents	1001	109	201	380	306	225	350	321
Weighted	1001	112*	193	377	314	222	348	326
Business News	50%	39%	39%	50% B	61%	32%	49% E	61% EF
Local News	87%	83%	86%	90%	86%	85%	85%	92% EF
National News	84%	72%	78%	85% AB	90%	76%	79%	95% EF
International News	85%	68%	81% A	87% A	91%	78%	81%	94% EF
Sports News	42%	40%	43%	44%	41%	36%	44%	45% E
Entertainment News	50%	49%	45%	54% B	47%	49%	52%	53%
Health/Lifestyle News	67%	65%	61%	70% B	70%	65%	69%	68%

I am now going to read you a list of news topics and I want you to tell me whether or not you follow these topics very closely, somewhat closely, not very closely or not at all closely. - BUSINESS NEWS

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K
Overlap formulae used. * small base

	Total	REGION						GENDER		AGE		
		BC	AB	SK/MN	ON	QUE	Atl	Male	Female	18-34	35-54	55+
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1001	150	100	100	300	250	101	488	513	282	451	254
Weighted	1001	132	97*	68*	379	247	77*	484	517	294	402	294
Very closely	15%	18%	16%	11%	17%	13%	11%	23% H	8%	9%	16% I	18% I
Somewhat closely	35%	45% CEF	43% CEF	26%	37% E	28%	29%	38% H	32%	27%	38% I	38% I
Not very closely	29%	17%	26%	34% A	26% A	37% ABD	31% A	25% G	32%	35% J	25%	28%
Not at all closely	21%	21%	14%	28% B	20%	22%	28% B	14% G	28% G	28% JK	20%	16%
(DK/NS)	0	-	1%	-	-	-	-	0	-	-	0	-
Summary												
Top2Box [Closely]	50%	62% CEF	59% CEF	38%	53% CEF	40%	41%	61% H	40%	37%	55% I	56% I
Low2Box [Not Closely]	50%	38%	40%	62% ABD	47%	60% ABD	59% ABD	39% G	60% G	63% JK	45%	44%

Proportions/Means: Columns Tested (5% risk level) - A/B
Overlap formulae used.

	Total	FOLLOW BUSINESS NEWS	HAVE INVESTMENTS	
		Closely	Yes	No
			A	B
Base: All respondents	1001	497	657	326
Weighted	1001	500	663	321
Very closely	15%	30%	18% B	9%
Somewhat closely	35%	70%	40% B	23%
Not very closely	29%	-	26%	34% A
Not at all closely	21%	-	16%	34% A
(DK/NS)	0	-	-	-
Summary				
Top2Box [Closely]	50%	100%	59% B	32%
Low2Box [Not Closely]	50%	-	41%	68% A

Do you personally have any investments, such as RRSP's, GIC's, mutual funds, stocks or bonds?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K
Overlap formulae used. * small base

	USAGE	REGION						GENDER		AGE		
	Total	BC	AB	SK/MN	ON	QUE	Atl	Male	Female	18-34	35-54	55+
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1001	150	100	100	300	250	101	488	513	282	451	254
Weighted	1001	132	97*	68*	379	247	77*	484	517	294	402	294
Yes	66%	74%	75%	63%	70%	57%	56%	71%	61%	52%	73%	72%
		EF	EF		EF			H			I	I
No	32%	24%	24%	36%	29%	41%	43%	27%	37%	47%	25%	26%
				A		ABD	ABD		G	JK		
(DK/NS)	2%	3%	1%	1%	2%	2%	1%	2%	2%	0	2%	2%
											I	

I am going to read you a list of news sources and I want you to tell me which one you use most often to follow Canadian economic and business news? - SUMMARY TABLE

	USAGE					
	Most often	Second most often	Third most often	Fourth most often	Fifth most often	Sixth most often
Base: All respondents	1001	1001	1001	1001	1001	1001
Weighted	1001	1001	1001	1001	1001	1001
Major daily newspaper	27%	18%	13%	10%	7%	4%
Weekly newspaper	5%	12%	11%	12%	13%	12%
Television	43%	29%	13%	4%	2%	1%
Magazine	2%	6%	9%	15%	18%	12%
Radio	10%	19%	25%	15%	8%	4%
The Internet	9%	12%	11%	10%	8%	12%
None	3%	6%	17%	33%	43%	56%
(DK/NS)	0	0	0	1%	0	0

I am going to read you a list of news sources and I want you to tell me which one you use most often to follow Canadian economic and business news? - MOST OFTEN

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K
Overlap formulae used. * small base

	Total	REGION						GENDER		AGE		
		BC	AB	SK/MN	ON	QUE	Atl	Male	Female	18-34	35-54	55+
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1001	150	100	100	300	250	101	488	513	282	451	254
Weighted	1001	132	97*	68*	379	247	77*	484	517	294	402	294
Television	43%	39%	41%	51% D	35%	55% ABD	52% AD	37%	50% G	42%	44%	43%
Major daily newspaper	27%	31% E	32% E	25% E	34% E	13%	25% E	31% H	23%	18%	28% I	35% I
Radio	10%	9%	7%	9%	11%	11%	12%	9%	12%	10%	11%	11%
The Internet	9%	12%	9%	5%	9%	8%	5%	12% H	6%	17% JK	7% K	3%
Weekly newspaper	5%	3%	4%	3%	5%	8% AF	2%	5%	4%	8% K	4%	3%
Magazine	2%	3%	4%	-	2%	3%	-	3%	2%	2%	3%	2%
None	3%	4%	3%	6% E	5% E	1%	3%	4%	3%	4%	3%	3%
(DK/NS)	0	-	-	-	-	-	1% D	0	-	0	-	-

	Total	EDUCATION				INCOME		
		<HS	HS	Post Sec	Univ Grad	<\$30K	\$30K-\$59K	\$60K+
		A	B	C	D	E	F	G
Base: All respondents	1001	109	201	380	306	225	350	321
Weighted	1001	112*	193	377	314	222	348	326
Television	43%	55%	55% C	44%	31%	57% G	48% G	29%
Major daily newspaper	27%	13%	18%	28% AB	35%	14%	26% E	37% EF
Radio	10%	9%	9%	11%	11%	10%	7%	15% F
The Internet	9%	5%	5%	8%	12%	6%	8%	11% E
Weekly newspaper	5%	9% C	6%	3%	4%	7% F	3%	4%
Magazine	2%	1%	5% C	1%	3%	3%	2%	2%
None	3%	8% BC	3%	3%	3%	3%	5%	3%
(DK/NS)	0	-	-	0	-	0	-	-

I am going to read you a list of news sources and I want you to tell me which one you use most often to follow Canadian economic and business news? - MOST OFTEN

Proportions/Means: Columns Tested (5% risk level) - A/B
Overlap formulae used.

		FOLLOW BUSINESS NEWS	HAVE INVESTMENTS	
	Total	Closely	Yes	No
			A	B
Base: All respondents	1001	497	657	326
Weighted	1001	500	663	321
Television	43%	38%	38%	56%
Major daily newspaper	27%	33%	32%	16%
Radio	10%	10%	11%	9%
The Internet	9%	12%	10%	6%
Weekly newspaper	5%	4%	4%	7%
Magazine	2%	2%	3%	2%
None	3%	2%	3%	4%
(DK/NS)	0	-	-	0

Now thinking specifically about news concerning any personal investments that you may have, which one of the following sources would you, yourself, use most often to follow investment related news?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K
Overlap formulae used. * small base

	USAGE	REGION						GENDER		AGE		
	Total	BC	AB	SK/MN	ON	QUE	Atl	Male	Female	18-34	35-54	55+
		A	B	C	D	E	F	G	H	I	J	K
Base: Have investments	657	112	75	63	210	141	56	344	313	143	331	178
Weighted	663	97	73*	43*	264	142	43*	345	317	153	293	211
A major daily newspaper	25%	23%	37% E	24%	28% E	14%	27% E	25%	25%	20%	23%	30% I
The Internet	22%	26% F	28% F	17%	21% F	25% F	6%	28% H	15%	35% JK	24% K	10%
A general television station like CBC or CTV	18%	17%	13%	19%	16%	21%	33% ABD	17%	19%	16%	15%	25% J
Financial Advisor/ broker	7%	8%	5%	3%	8%	6%	12%	6%	8%	3%	9% I	7%
Bank/ financial institution	5%	3%	1%	7% F	4%	11% ABDF	-	2%	8% G	3%	5%	6%
A business television station like ROBTV	5%	6%	4%	7%	5%	3%	5%	4%	5%	4%	6%	4%
Radio	4%	5%	3%	-	6%	3%	6%	3%	6% G	4%	4%	5%
A magazine	2%	2%	1%	3%	2%	3%	2%	2%	2%	1%	3%	1%
A weekly community newspaper	2%	3%	1%	3%	2%	1%	-	2%	1%	4% J	1%	2%
Other	5%	3%	6%	6%	6%	7%	2%	5%	5%	4%	7%	3%
None	4%	4%	-	8% B	3%	6% B	8% B	4%	4%	4%	3%	6%
(DK/NS)	0	-	-	2%	0	-	-	-	1%	-	0	0
XTOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Now thinking specifically about news concerning any personal investments that you may have, which one of the following sources would you, yourself, use most often to follow investment related news?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - E/F/G

Overlap formulae used. * small base

	USAGE	EDUCATION				INCOME		
	Total	<HS A	HS B	Post Sec C	Univ Grad D	<\$30K E	\$30K-\$59K F	\$60K+ G
Base: Have investments	657	48	97	261	248	86	229	283
Weighted	663	51*	94*	256	259	88*	226	288
A major daily newspaper	25%	13%	21%	29% A	24%	19%	29%	23%
The Internet	22%	18%	17%	18%	28%	14%	19%	29% EF
A general television station like CBC or CTV	18%	36% C	22%	17%	14%	19%	20%	16%
Financial Advisor/ broker	7%	4%	10%	8%	6%	7%	6%	7%
Bank/ financial institution	5%	4%	3%	6%	5%	8%	4%	4%
A business television station like ROBTV	5%	3%	9% C	4%	5%	5%	5%	4%
Radio	4%	2%	6%	4%	5%	8%	4%	4%
A magazine	2%	1%	-	1%	4%	3%	2%	3%
A weekly community newspaper	2%	2%	3%	3%	1%	2%	2%	2%
Other	5%	4%	6%	5%	5%	8%	5%	5%
None	4%	13% BC	2%	4%	3%	6%	5%	3%
(DK/NS)	0	-	-	0	0	-	-	0
XTOTAL	100%	100%	100%	100%	100%	100%	100%	100%

I am now going to read you a list of various outlets which report on business, economic and investment matters, and using a scale from '1' to '10' where '1' means you strongly disagree and '10' means you strongly agree, I'd like you to tell me to what degree you believe that the outlet provides thorough, reliable and trustworthy information concerning business, economic and investment matters. - TOP3BOX SUMMARY [RATED 8-10]

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K Overlap formulae used. * small base

	USAGE	REGION						GENDER		AGE		
	Total	BC	AB	SK/MN	ON	QUE	Atl	Male	Female	18-34	35-54	55+
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1001	150	100	100	300	250	101	488	513	282	451	254
Weighted	1001	132	97*	68*	379	247	77*	484	517	294	402	294
A publicly funded TV network like the CBC	50%	48%	37%	46%	55%	47%	59%	45%	55%	55%	50%	45%
A privately owned TV network like CTV or Canwest Global	37%	34%	31%	26%	39%	38%	39%	30%	43%	39%	36%	34%
A business TV station like ROBTv	35%	34%	30%	23%	36%	38%	34%	35%	35%	37%	39%	26%
Radio business reports or syndicated programs	29%	26%	27%	20%	29%	34%	33%	24%	34%	32%	31%	25%
A major national daily newspaper like the Globe and Mail or the National Post	56%	57%	52%	45%	60%	53%	60%	55%	57%	62%	58%	49%
A local daily or weekly newspaper	29%	27%	32%	29%	30%	29%	32%	25%	34%	34%	29%	25%
The Internet	32%	36%	32%	22%	31%	37%	24%	36%	28%	38%	38%	19%
A business newsmagazine like Canadian Business, ROB Magazine	45%	49%	42%	31%	46%	51%	34%	43%	48%	52%	51%	32%
		CF			CF	CF				K	K	

	USAGE	EDUCATION				INCOME		
	Total	<HS	HS	Post Sec	Univ Grad	<\$30K	\$30K-\$59K	\$60K+
		A	B	C	D	E	F	G
Base: All respondents	1001	109	201	380	306	225	350	321
Weighted	1001	112*	193	377	314	222	348	326
A publicly funded TV network like the CBC	50%	48%	54%	50%	49%	53%	49%	49%
A privately owned TV network like CTV or Canwest Global	37%	49%	42%	34%	32%	46%	35%	32%
A business TV station like ROBTv	35%	C	34%	32%	39%	FG	35%	38%
Radio business reports or syndicated programs	29%	24%	30%	31%	28%	31%	30%	30%
A major national daily newspaper like the Globe and Mail or the National Post	56%	46%	58%	58%	57%	52%	59%	60%
A local daily or weekly newspaper	29%	37%	35%	31%	21%	34%	32%	26%
The Internet	32%	25%	32%	32%	34%	30%	32%	37%
A business newsmagazine like Canadian Business, ROB Magazine	45%	30%	45%	45%	52%	41%	46%	54%
			A	A				EF

I am now going to read you a list of various outlets which report on business, economic and investment matters, and using a scale from '1' to '10' where '1' means you strongly disagree and '10' means you strongly agree, I'd like you to tell me to what degree you believe that the outlet provides thorough, reliable and trustworthy information concerning business, economic and investment matters. - TOP3BOX SUMMARY [RATED 8-10]

Proportions/Mean: Columns Tested (5% risk level) - A/B Overlap formulae used.

	USAGE	FOLLOW BUSINESS NEWS	HAVE INVESTMENTS	
	Total	Closely	Yes	No
			A	B
Base: All respondents	1001	497	657	326
Weighted	1001	500	663	321
A publicly funded TV network like the CBC	50%	52%	48%	54%
A privately owned TV network like CTV or Canwest Global	37%	37%	34%	42%
A business TV station like ROBTv	35%	39%	37%	A 31%
Radio business reports or syndicated programs	29%	30%	30%	28%
A major national daily newspaper like the Globe and Mail or the National Post	56%	61%	60%	51%
A local daily or weekly newspaper	29%	30%	B 27%	35%
The Internet	32%	35%	36%	A 26%
A business newsmagazine like Canadian Business, ROB Magazine	45%	48%	B 49%	40%
			B	

	USAGE	FOLLOW BUSINESS NEWS	HAVE INVESTMENTS	
	Total	Closely	Yes	No
			A	B
Base: All respondents	1001	497	657	326
Weighted	1001	500	663	321
A publicly funded TV network like the CBC	7.1	7.1	7.1	7.2
A privately owned TV network like CTV or Canwest Global	6.6	6.7	6.5	6.8
A business TV station like ROBTv	6.4	6.6	6.5	A 6.1
Radio business reports or syndicated programs	6.2	6.3	6.3	6.1
A major national daily newspaper like the Globe and Mail or the National Post	7.3	7.6	7.5	7.1
A local daily or weekly newspaper	6.2	6.2	B 6.2	6.4
The Internet	6.1	6.3	6.4	5.6
A business newsmagazine like Canadian Business, ROB Magazine	6.8	7.0	B 7.1	6.3
			B	

I am now going to read you a list of various outlets which report on business, economic and investment matters, and using a scale from '1' to '10' where '1' means you strongly disagree and '10' means you strongly agree, I'd like you to tell me to what degree you believe that the outlet provides thorough, reliable and trustworthy information concerning business, economic and investment matters. - MEANS SUMMARY

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K
Overlap formulae used. * small base

	USAGE	REGION						GENDER		AGE		
	Total	BC	AB	SK/MN	ON	QUE	Atl	Male	Female	18-34	35-54	55+
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1001	150	100	100	300	250	101	488	513	282	451	254
Weighted	1001	132	97*	68*	379	247	77*	484	517	294	402	294
A publicly funded TV network like the CBC	7.1	7.0	6.6	7.2	7.2 B	6.9	7.5 BE	6.8	7.4 G	7.5 JK	7.1	6.7
A privately owned TV network like CTV or Canwest Global	6.6	6.5	6.5	6.3	6.6	6.5	7.0	6.2	6.9	6.8	6.6	6.2
A business TV station like ROBTv	6.4	6.6 C	6.3	5.8	6.3	6.5	6.3	6.3	6.4	6.6 K	6.6 K	5.7
Radio business reports or syndicated programs	6.2	6.1	6.3	6.1	6.3	6.2	6.4	6.0	6.4	6.4	6.4	5.8
A major national daily newspaper like the Globe and Mail or the National Post	7.3	7.7	7.1	6.8	7.4	7.2	7.3	7.3	7.3	K	K	6.9
A local daily or weekly newspaper	6.2	BCE 6.3	6.5	6.2	C 6.2	6.0	6.7 E	6.1	6.4 G	6.5 K	6.3	5.9
The Internet	6.1	6.4 C	6.0	5.4	6.1 C	6.3 C	5.8	6.4 H	5.9	6.7 K	6.4 K	4.9
A business newsmagazine like Canadian Business, ROB Magazine	6.8	7.2	6.7	6.1	6.8	7.0	6.4	6.7	6.9	7.2	7.1	6.0
		CF			C	C				K	K	

	USAGE	EDUCATION				INCOME		
	Total	<HS	HS	Post Sec	Univ Grad	<\$30K	\$30K-\$59K	\$60K+
		A	B	C	D	E	F	G
Base: All respondents	1001	109	201	380	306	225	350	321
Weighted	1001	112*	193	377	314	222	348	326
A publicly funded TV network like the CBC	7.1	6.7	7.2	7.1	7.1	7.1	7.0	7.2
A privately owned TV network like CTV or Canwest Global	6.6	6.7	6.9	6.5	6.4	6.8	6.6	6.5
A business TV station like ROBTv	6.4	5.6	6.3	6.3 A	6.8	6.1	6.3	6.7 E
Radio business reports or syndicated programs	6.2	5.6	6.2	6.3	6.4	6.0	6.3	6.5
A major national daily newspaper like the Globe and Mail or the National Post	7.3	6.6	7.3	A 7.5	7.4	6.9	7.4	E 7.6
A local daily or weekly newspaper	6.2	6.4	A 6.5	A 6.3	5.9	6.4	E 6.2	E 6.3
The Internet	6.1	5.1	6.0 A	6.2 A	6.4	5.7	6.0	6.6 EF
A business newsmagazine like Canadian Business, ROB Magazine	6.8	5.7	6.5	6.9	7.3	6.4	6.8	7.3
			A	A				EF

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. Is that strongly or somewhat agree/disagree? - TOP2BOX SUMMARY [AGREE]

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K

Overlap formulae used. * small base

	USAGE	REGION						GENDER		AGE		
	Total	BC	AB	SK/MN	ON	QUE	Atl	Male	Female	18-34	35-54	55+
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1001	150	100	100	300	250	101	488	513	282	451	254
Weighted	1001	132	97*	68*	379	247	77*	484	517	294	402	294
Canadian-based public companies do not have the same problems with financial and accounting irregularities as US based companies.	41%	44%	32%	44%	36%	48%	42%	41%	40%	38%	40%	45%
These situations of accounting and financial irregularities only affect a few companies and the problem really isn't that widespread.	38%	35%	25%	39%	34%	BD 46%	44%	41%	34%	38%	38%	37%
When I hear a company has released its audited financial statement I have confidence that the reported figures are accurate.	60%	57%	64%	B 59%	56%	ABD 64%	B 70%	H 57%	63%	61%	61%	59%
Canada's financial regulators do a better job of policing the activities of companies than their American counter-parts.	57%	53%	54%	54%	55%	60%	AD 67%	58%	56%	56%	56%	60%
Canadian auditing standards are more effective in protecting the public interest than they are in the United States	60%	51%	61%	54%	59%	63%	AD 73%	58%	62%	60%	61%	60%
I have lost confidence in the stock market and would rather put my money into other things such as real estate or gold.	59%	59%	62%	63%	58%	A 59%	ACD 62%	58%	60%	62%	61%	54%

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. Is that strongly or somewhat agree/disagree? - LOW2BOX SUMMARY [DISAGREE]

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K

Overlap formulae used. * small base

	USAGE	REGION						GENDER		AGE		
	Total	BC	AB	SK/MN	ON	QUE	Atl	Male	Female	18-34	35-54	55+
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1001	150	100	100	300	250	101	488	513	282	451	254
Weighted	1001	132	97*	68*	379	247	77*	484	517	294	402	294
Canadian-based public companies do not have the same problems with financial and accounting irregularities as US based companies.	54%	52%	64%	45%	58%	47%	55%	56%	52%	58%	57%	45%
These situations of accounting and financial irregularities only affect a few companies and the problem really isn't that widespread.	59%	61%	CE 73%	53%	CE 62%	51%	54%	56%	61%	K 60%	K 60%	57%
When I hear a company has released its audited financial statement I have confidence that the reported figures are accurate.	38%	E 42%	CEF 35%	36%	E 41%	34%	27%	41%	35%	37%	37%	38%
Canada's financial regulators do a better job of policing the activities of companies than their American counter-parts.	37%	F 42%	43%	33%	F 39%	31%	29%	38%	36%	38%	39%	32%
Canadian auditing standards are more effective in protecting the public interest than they are in the United States	32%	EF 42%	35%	30%	31%	29%	23%	36%	28%	34%	32%	28%
I have lost confidence in the stock market and would rather put my money into other things such as real estate or gold.	37%	DEF 38%	37%	29%	39%	38%	36%	H 39%	36%	36%	37%	40%

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. Is that strongly or somewhat agree/disagree? - TOP2BOX SUMMARY [AGREE]

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - E/F/G
Overlap formulae used. * small base

	USAGE	EDUCATION				INCOME		
	Total	<HS	HS	Post Sec	Univ Grad	<\$30K	\$30K-\$59K	\$60K+
		A	B	C	D	E	F	G
Base: All respondents	1001	109	201	380	306	225	350	321
Weighted	1001	112*	193	377	314	222	348	326
Canadian-based public companies do not have the same problems with financial and accounting irregularities as US based companies.	41%	54%	46%	40%	33%	49%	43%	33%
These situations of accounting and financial irregularities only affect a few companies and the problem really isn't that widespread.	38%	C 42%	39%	36%	37%	G 43%	G 34%	36%
When I hear a company has released its audited financial statement I have confidence that the reported figures are accurate.	60%	52%	63%	59%	63%	F 58%	64%	59%
Canada's financial regulators do a better job of policing the activities of companies than their American counter-parts.	57%	65%	60%	56%	52%	63%	56%	54%
Canadian auditing standards are more effective in protecting the public interest than they are in the United States	60%	66%	64%	60%	55%	65%	63%	54%
I have lost confidence in the stock market and would rather put my money into other things such as real estate or gold.	59%	66%	65%	63%	50%	G 67%	G 65%	50%
						G	G	

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. Is that strongly or somewhat agree/disagree? - LOW2BOX SUMMARY [DISAGREE]

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - E/F/G

Overlap formulae used. * small base

	USAGE	EDUCATION				INCOME		
	Total	<HS	HS	Post Sec	Univ Grad	<\$30K	\$30K-\$59K	\$60K+
		A	B	C	D	E	F	G
Base: All respondents	1001	109	201	380	306	225	350	321
Weighted	1001	112*	193	377	314	222	348	326
Canadian-based public companies do not have the same problems with financial and accounting irregularities as US based companies.	54%	36%	50%	55%	62%	45%	53%	64%
These situations of accounting and financial irregularities only affect a few companies and the problem really isn't that widespread.	59%	48%	A	A	62%	52%	63%	EF
When I hear a company has released its audited financial statement I have confidence that the reported figures are accurate.	38%	43%	36%	A	34%	38%	E	E
Canada's financial regulators do a better job of policing the activities of companies than their American counter-parts.	37%	26%	33%	37%	42%	30%	39%	41%
Canadian auditing standards are more effective in protecting the public interest than they are in the United States	32%	24%	29%	A	38%	30%	30%	E
I have lost confidence in the stock market and would rather put my money into other things such as real estate or gold.	37%	27%	34%	34%	47%	30%	33%	EF
								EF

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. Is that strongly or somewhat agree/disagree? - TOP2BOX SUMMARY [AGREE]

Proportions/Mean: Columns Tested (5% risk level) - A/B

Overlap formulae used.

	USAGE	FOLLOW BUSINESS NEWS	HAVE INVESTMENTS	
	Total	Closely	Yes	No
			A	B
Base: All respondents	1001	497	657	326
Weighted	1001	500	663	321
Canadian-based public companies do not have the same problems with financial and accounting irregularities as US based companies.	41%	38%	37%	48%
These situations of accounting and financial irregularities only affect a few companies and the problem really isn't that widespread.	38%	37%	36%	A 42%
When I hear a company has released its audited financial statement I have confidence that the reported figures are accurate.	60%	61%	60%	61%
Canada's financial regulators do a better job of policing the activities of companies than their American counter-parts.	57%	56%	54%	63%
Canadian auditing standards are more effective in protecting the public interest than they are in the United States	60%	59%	58%	A 65%
I have lost confidence in the stock market and would rather put my money into other things such as real estate or gold.	59%	56%	54%	72%
				A

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. Is that strongly or somewhat agree/disagree? - LOW2BOX SUMMARY [DISAGREE]

Proportions/Mean: Columns Tested (5% risk level) - A/B

Overlap formulae used.

	USAGE	FOLLOW BUSINESS NEWS	HAVE INVESTMENTS	
	Total	Closely	Yes	No
			A	B
Base: All respondents	1001	497	657	326
Weighted	1001	500	663	321
Canadian-based public companies do not have the same problems with financial and accounting irregularities as US based companies.	54%	57%	58%	46%
These situations of accounting and financial irregularities only affect a few companies and the problem really isn't that widespread.	59%	61%	B 62%	53%
When I hear a company has released its audited financial statement I have confidence that the reported figures are accurate.	38%	36%	B 38%	36%
Canada's financial regulators do a better job of policing the activities of companies than their American counter-parts.	37%	40%	40%	29%
Canadian auditing standards are more effective in protecting the public interest than they are in the United States	32%	35%	B 34%	28%
I have lost confidence in the stock market and would rather put my money into other things such as real estate or gold.	37%	42%	43%	25%
			B	