

Using a scale of 1 - 5, where 1 means Not at all influential, 5 means Very influential, and 3 means neutral, please tell me how influential each of the following associations are on national issues in their area:

	TOTAL Influentia l [4,5]	TOTAL Not Influentia l [1,2]
Base: Respondents familiar with The Canadian Bankers Association		
Unweighted Base	134	134
Weighted Base	134	134
The Canadian Bankers Association	75%	5%
Base: Respondents familiar with The Canadian Bar Association		
Unweighted Base	146	146
Weighted Base	146	146
The Canadian Bar Association	63%	6%
Base: Respondents familiar with The Canadian Brewers Association		
Unweighted Base	105	105
Weighted Base	105	105
The Canadian Brewers Association	25%	25%
Base: Respondents familiar with The Canadian Broadcasters Association		
Unweighted Base	137	137
Weighted Base	137	137
The Canadian Broadcasters Association	47%	9%
Base: Respondents familiar with The Canadian Council of Chief Executives		
Unweighted Base	99	99
Weighted Base	99	99
The Canadian Council of Chief Executives	55%	8%
Base: Respondents familiar with The Canadian Federation of Independent Business		
Unweighted Base	131	131
Weighted Base	131	131
The Canadian Federation of Independent Business	51%	11%
Base: Respondents familiar with The Canadian Forest Products Association		
Unweighted Base	122	122
Weighted Base	122	122
The Canadian Forest Products Association	48%	8%
Base: Respondents familiar with The Canadian Health Care Association		
Unweighted Base	101	101
Weighted Base	101	101
The Canadian Health Care Association	46%	14%
Base: Respondents familiar with The Canadian Medical Association		
Unweighted Base	145	145
Weighted Base	145	145
The Canadian Medical Association	79%	5%
Base: Respondents familiar with The Canadian Pharmacists Association		
Unweighted Base	120	120
Weighted Base	120	120
The Canadian Nurses Association	38%	16%
Base: Respondents familiar with		
Unweighted Base	102	102
Weighted Base	102	102
The Canadian Pharmacists Association	25%	21%
Base: Respondents familiar with Canada's Research based Pharmaceutical companies (Rx&D)		
Unweighted Base	112	112
Weighted Base	112	112
Canada's Research based Pharmaceutical companies (Rx&D)	58%	11%

Using a scale of 1 - 5, where 1 means No impact at all and 5 means a Very high impact and 3 means Neutral, please tell the level of impact that has on the development of government policy?

	TOTAL High Impact [4,5]	TOTAL Not Impact [1,2]
Base: Respondents familiar with The Canadian Bankers Association		
Unweighted Base	134	134
Weighted Base	134	134
The Canadian Bankers Association	72%	4%
Base: Respondents familiar with The Canadian Bar Association		
Unweighted Base	146	146
Weighted Base	146	146
The Canadian Bar Association	59%	8%
Base: Respondents familiar with The Canadian Brewers Association		
Unweighted Base	105	105
Weighted Base	105	105
The Canadian Brewers Association	11%	27%
Base: Respondents familiar with The Canadian Broadcasters Association		
Unweighted Base	137	137
Weighted Base	137	137
The Canadian Broadcasters Association	46%	14%
Base: Respondents familiar with The Canadian Council of Chief Executives		
Unweighted Base	99	99
Weighted Base	99	99
The Canadian Council of Chief Executives	49%	10%
Base: Respondents familiar with The Canadian Federation of Independent Business		
Unweighted Base	131	131
Weighted Base	131	131
The Canadian Federation of Independent Business	42%	15%
Base: Respondents familiar with The Canadian Forest Products Association		
Unweighted Base	122	122
Weighted Base	122	122
The Canadian Forest Products Association	42%	9%
Base: Respondents familiar with The Canadian Health Care Association		
Unweighted Base	101	101
Weighted Base	101	101
The Canadian Health Care Association	50%	6%
Base: Respondents familiar with The Canadian Medical Association		
Unweighted Base	145	145
Weighted Base	145	145
The Canadian Medical Association	74%	5%
Base: Respondents familiar with The Canadian Pharmacists Association		
Unweighted Base	120	120
Weighted Base	120	120
The Canadian Nurses Association	28%	19%
Base: Respondents familiar with		
Unweighted Base	102	102
Weighted Base	102	102
The Canadian Pharmacists Association	15%	18%
Base: Respondents familiar with Canada's Research based Pharmaceutical companies (Rx&D)		
Unweighted Base	112	112
Weighted Base	112	112
Canada's Research based Pharmaceutical companies (Rx&D)	61%	10%

Would you say that you are very familiar, somewhat familiar, not very familiar or not at all familiar with:

Base: All respondents	TOTAL	TOTAL
Unweighted Base	162	162
Weighted Base	162	162
	Very/Somewhat familiar	Not very/Not at all familiar
The Canadian Medical Association	73%	27%
The Canadian Bar Association	70%	30%
The Canadian Federation of Independent Business	64%	36%
The Canadian Bankers Association	62%	38%
The Canadian Broadcasters Association	62%	38%
The Canadian Forest Products Association	56%	44%
The Canadian Nurses Association	50%	49%
Canada's Research based Pharmaceutical companies (Rx&D)	45%	54%
The Canadian Brewers Association	40%	60%
The Canadian Council of Chief Executives	38%	60%
The Canadian Health Care Association	35%	65%
The Canadian Pharmacists Association	32%	68%

Using a scale of 1 - 5, where 1 means Not at all credible, 5 means Very credible, and 3 means Neutral, please rate credibility of:

	TOTAL Credible [4,5]	TOTAL Not Credible [1,2]
Base: Respondents familiar with The Canadian Bankers Association		
Unweighted Base	134	134
Weighted Base	134	134
The Canadian Bankers Association	46%	19%
Base: Respondents familiar with The Canadian Bar Association		
Unweighted Base	146	146
Weighted Base	146	146
The Canadian Bar Association	58%	10%
Base: Respondents familiar with The Canadian Brewers Association		
Unweighted Base	105	105
Weighted Base	105	105
The Canadian Brewers Association	21%	17%
Base: Respondents familiar with The Canadian Broadcasters Association		
Unweighted Base	137	137
Weighted Base	137	137
The Canadian Broadcasters Association	41%	9%
Base: Respondents familiar with The Canadian Council of Chief Executives		
Unweighted Base	99	99
Weighted Base	99	99
The Canadian Council of Chief Executives	37%	13%
Base: Respondents familiar with The Canadian Federation of Independent Business		
Unweighted Base	131	131
Weighted Base	131	131
The Canadian Federation of Independent Business	50%	13%
Base: Respondents familiar with The Canadian Forest Products Association		
Unweighted Base	122	122
Weighted Base	122	122
The Canadian Forest Products Association	48%	10%
Base: Respondents familiar with The Canadian Health Care Association		
Unweighted Base	101	101
Weighted Base	101	101
The Canadian Health Care Association	52%	9%
Base: Respondents familiar with The Canadian Medical Association		
Unweighted Base	145	145
Weighted Base	145	145
The Canadian Medical Association	70%	6%
Base: Respondents familiar with The Canadian Pharmacists Association		
Unweighted Base	120	120
Weighted Base	120	120
The Canadian Nurses Association	60%	7%
Base: Respondents familiar with		
Unweighted Base	102	102
Weighted Base	102	102
The Canadian Pharmacists Association	18%	8%
Base: Respondents familiar with Canada's Research based Pharmaceutical companies (Rx&D)		
Unweighted Base	112	112
Weighted Base	112	112
Canada's Research based Pharmaceutical companies (Rx&D)	30%	26%

How would you describe your overall opinion of ...? Please use a scale of 1 to 5 where 1 means your opinion is very unfavourable, 5 means very favourable and 3 means neutral.

	TOTAL Favorable [4,5]	TOTAL Unfavorable [1,2]
Base: Respondents familiar with The Canadian Bankers Association		
Unweighted Base	134	134
Weighted Base	134	134
The Canadian Bankers Association	42%	15%
Base: Respondents familiar with The Canadian Bar Association		
Unweighted Base	146	146
Weighted Base	146	146
The Canadian Bar Association	33%	11%
Base: Respondents familiar with The Canadian Brewers Association		
Unweighted Base	105	105
Weighted Base	105	105
The Canadian Brewers Association	21%	15%
Base: Respondents familiar with The Canadian Broadcasters Association		
Unweighted Base	137	137
Weighted Base	137	137
The Canadian Broadcasters Association	40%	9%
Base: Respondents familiar with The Canadian Council of Chief Executives		
Unweighted Base	99	99
Weighted Base	99	99
The Canadian Council of Chief Executives	26%	16%
Base: Respondents familiar with The Canadian Federation of Independent Business		
Unweighted Base	131	131
Weighted Base	131	131
The Canadian Federation of Independent Business	46%	18%
Base: Respondents familiar with The Canadian Forest Products Association		
Unweighted Base	122	122
Weighted Base	122	122
The Canadian Forest Products Association	43%	11%
Base: Respondents familiar with The Canadian Health Care Association		
Unweighted Base	101	101
Weighted Base	101	101
The Canadian Health Care Association	42%	10%
Base: Respondents familiar with The Canadian Medical Association		
Unweighted Base	145	145
Weighted Base	145	145
The Canadian Medical Association	57%	10%
Base: Respondents familiar with The Canadian Pharmacists Association		
Unweighted Base	120	120
Weighted Base	120	120
The Canadian Nurses Association	49%	7%
Base: Respondents familiar with		
Unweighted Base	102	102
Weighted Base	102	102
The Canadian Pharmacists Association	20%	13%
Base: Respondents familiar with Canada's Research based Pharmaceutical companies (Rx&D)		
Unweighted Base	112	112
Weighted Base	112	112
Canada's Research based Pharmaceutical companies (Rx&D)	32%	24%

Using a scale of 1 - 5, where 1 means Not at all objective and 5 means Very objective and 3 means neutral, please rate how objective the information is that:

	TOTAL Objective [4,5]	TOTAL Not Objective [1,2]
Base: Respondents familiar with The Canadian Bankers Association		
Unweighted Base	134	134
Weighted Base	134	134
The Canadian Bankers Association	25%	31%
Base: Respondents familiar with The Canadian Bar Association		
Unweighted Base	146	146
Weighted Base	146	146
The Canadian Bar Association	42%	13%
Base: Respondents familiar with The Canadian Brewers Association		
Unweighted Base	105	105
Weighted Base	105	105
The Canadian Brewers Association	16%	29%
Base: Respondents familiar with The Canadian Broadcasters Association		
Unweighted Base	137	137
Weighted Base	137	137
The Canadian Broadcasters Association	28%	23%
Base: Respondents familiar with The Canadian Council of Chief Executives		
Unweighted Base	99	99
Weighted Base	99	99
The Canadian Council of Chief Executives	22%	31%
Base: Respondents familiar with The Canadian Federation of Independent Business		
Unweighted Base	131	131
Weighted Base	131	131
The Canadian Federation of Independent Business	33%	29%
Base: Respondents familiar with The Canadian Forest Products Association		
Unweighted Base	122	122
Weighted Base	122	122
The Canadian Forest Products Association	30%	21%
Base: Respondents familiar with The Canadian Health Care Association		
Unweighted Base	101	101
Weighted Base	101	101
The Canadian Health Care Association	46%	11%
Base: Respondents familiar with The Canadian Medical Association		
Unweighted Base	145	145
Weighted Base	145	145
The Canadian Medical Association	55%	12%
Base: Respondents familiar with The Canadian Pharmacists Association		
Unweighted Base	120	120
Weighted Base	120	120
The Canadian Nurses Association	48%	10%
Base: Respondents familiar with		
Unweighted Base	102	102
Weighted Base	102	102
The Canadian Pharmacists Association	25%	14%
Base: Respondents familiar with Canada's Research based Pharmaceutical companies (Rx&D)		
Unweighted Base	112	112
Weighted Base	112	112
Canada's Research based Pharmaceutical companies (Rx&D)	19%	46%