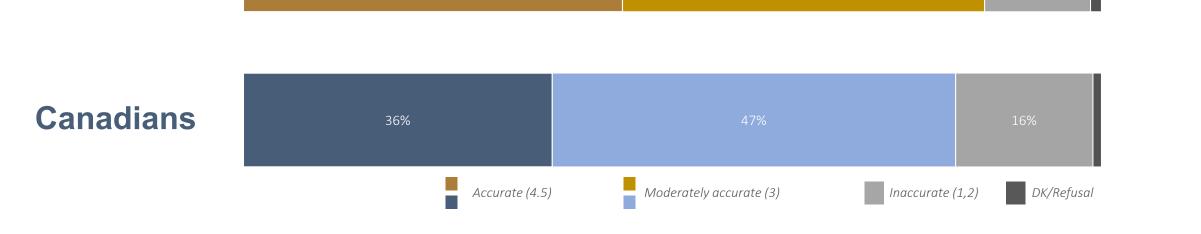
Many Businesses and Canadians believe that THE VALUE OF RESEARCH public opinion polls are accurate.



Perceived accuracy of public opinion polls

44%



42%

In general, how accurate do you believe public opinion polls are?

Businesses

(1-not at all accurate, 3-to a moderate extent, 5-extremely accurate)

Base: All business decision and/or policy makers and influencers surveyed (n=303) / All Canadians (n=1004).

