

Many Businesses and Canadians believe that public opinion polls are accurate.



Perceived accuracy of public opinion polls

Businesses



Canadians



■ Accurate (4.5) ■ Moderately accurate (3) ■ Inaccurate (1,2) ■ DK/Refusal

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

⬇️ ⬆️ Significantly lower or higher