

Public Opinion Survey among Canadians

OMNICAN STUDY

Opinions and Attitudes of Canadians on Current Events

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Introduction

Context and Purpose of the Study

Leger Marketing conducted the following study with the objective of:

- Evaluating how interested Canadians are in current events;
- Measuring how well informed Canadians are about current events;
- Identifying the main source of information of Canadians for Science.

Methodology

This study was conducted by Leger Marketing through telephone interviews among a representative sample of 1500 English- or French-speaking Canadians, 18 years of age or older.

The interviews were conducted from our Montreal and Winnipeg call centres between September 21 and September 26, 2004. Up to ten call-backs were made in the case of non-response.

Using data from Statistics Canada, the results were weighted according to geographic location, gender and language spoken at home to ensure a sample representative of the entire Canadian adult population.

In the end, the maximum margin of error obtained for a sample of 1500 respondents is of $\pm 2.6\%$, 19 times out of 20.

Note to Readers

The data presented in the graphs was rounded out and therefore the total for each column may not equal 100%.

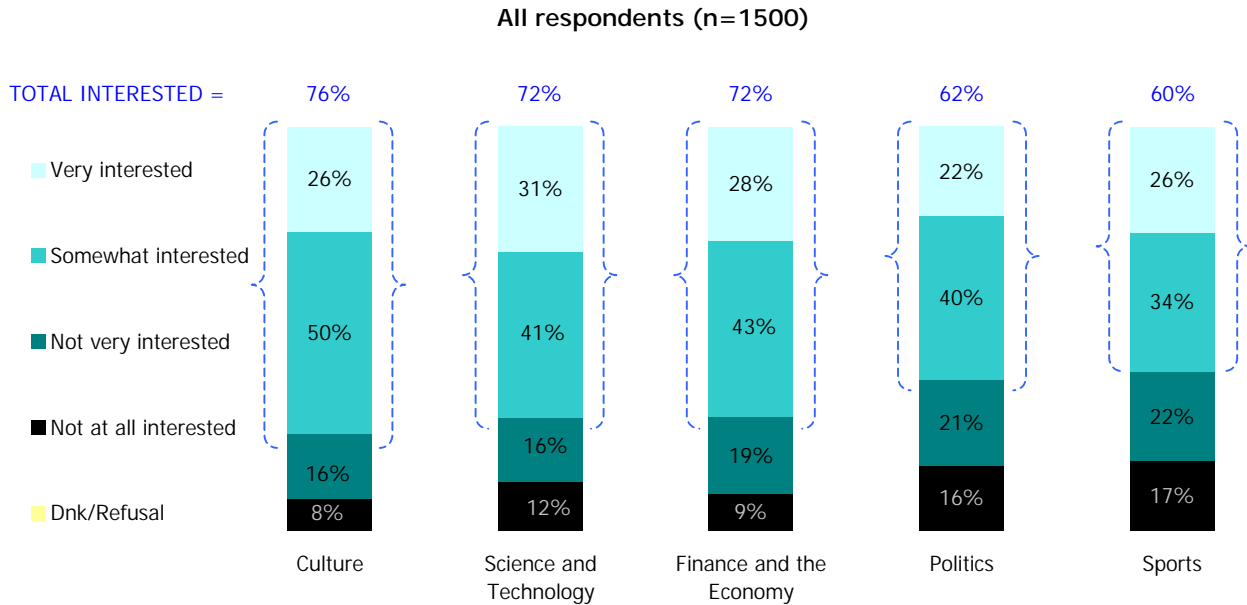
Research Results

1. Canadians and their Interest in Current Events

Overall, Canadians are interested in Culture (76%), Science and Technology (72%) and Finance and the Economy (72%).

Canadians are less interested in Politics (62%) and Sports (60%).

Graph 1 QR1. *Would you say you are very interested, somewhat interested, not very interested or not at all interested in the following current events...*



CHARACTERISTICS OF RESPONDENTS WHO ARE INTERESTED IN...

...CULTURE:

- Ontario residents (79%)
- Women (80%)
- Allophones (85%)
- Professionals (82%)
- College (80%) or university (84%) education

... SCIENCE AND TECHNOLOGY:

- British Columbia residents (81%)
- Men (81%)
- 45-54 years old (77%)
- Anglophones (74%) and Allophones (78%)
- Gross annual household income of \$80,000 and higher (83%)
- Professionals (82%)
- College (77%) or university (85%) education

... FINANCE AND THE ECONOMY:

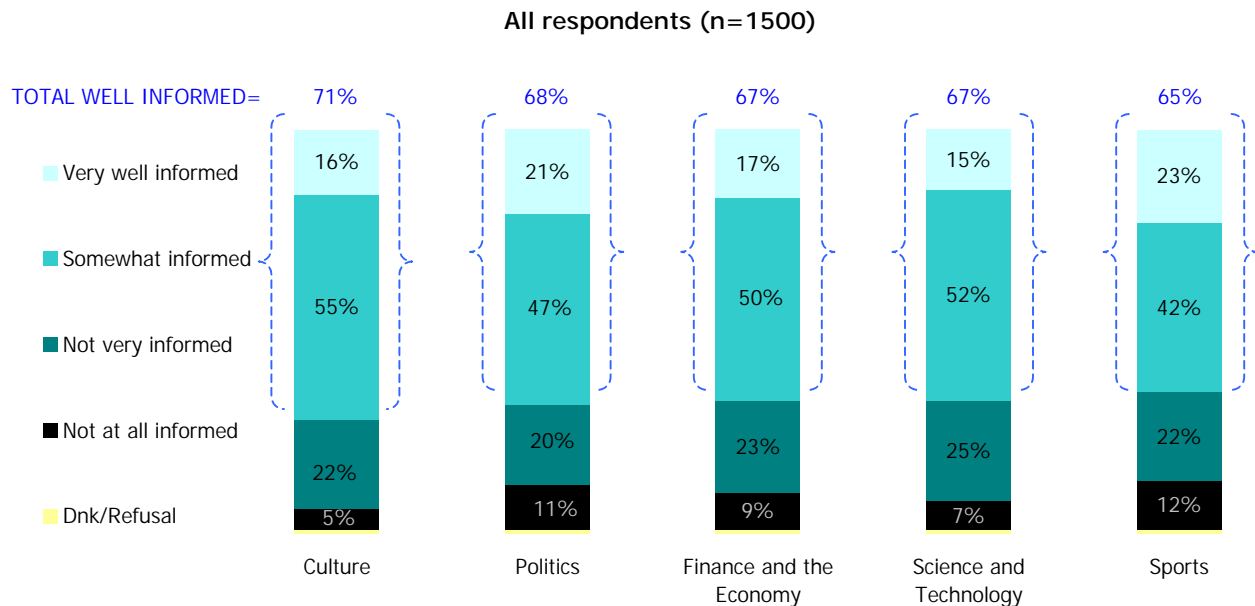
- Residents of Ontario (76%), Alberta (83%) and British Columbia (80%)
- Men (77%)
- 35-44 year olds (77%) and 45-54 year olds (77%)
- Anglophones (76%) and Allophones (82%)
- Gross annual household income between \$60,000 and \$79,999 (79%) or de \$80,000 and higher (79%)
- Active population in general (74%)
- College education (77%)

2. Level of Information on Current Events

On the whole, Canadians say they are well informed about Culture (71%).

The level of information seems to be substantially the same for Politics (68%), Finance and the Economy (67%), Science and technology (67%) and Sports (65%).

Graph 2 QR2. Would you say you are very well informed, somewhat informed, not very informed or not at all informed on the following current events...



CHARACTERISTICS OF RESPONDENTS WHO SAY THEY ARE INFORMED ABOUT...

... CULTURE:

Ontario residents (75%)
 Women (75%)
 Allophones (79%)
 University education (79%)

... POLITICS:

Residents of Ontario (72%) and British Columbia (75%)
 Men (74%)
 55-64 year olds (78%) and 65 years old or older (75%)
 Anglophones (72%)
 Gross annual household income of \$80,000 and higher (77%)
 Professionals (74%) and people who have retired (74%)
 University education (80%)

... SCIENCE AND TECHNOLOGY:

Men (74%)
 Anglophones (70%)
 Gross annual household income of \$80,000 and higher (76%)
 Professionals (74%)
 College (70%) or university (78%) education

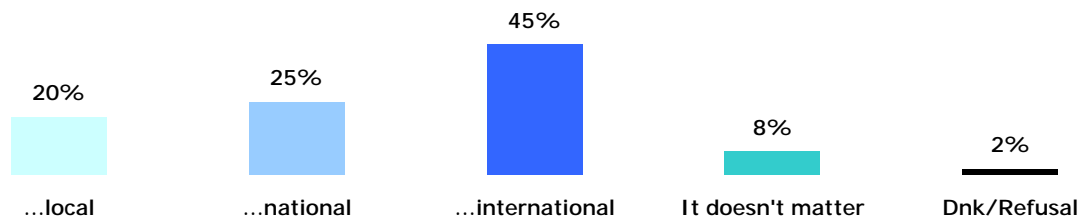
3. Source of Information for Science

In general, Canadians prefer relying on international media coverage (45%) to obtain information on Science.

On the other hand, a quarter of Canadians (25%) prefer national media coverage and a fifth (20%) local media coverage to obtain information on Science.

Graph 3 QR3. To obtain information on science, do you prefer media coverage that is...?

All respondents (n=1500)



CHARACTERISTICS OF RESPONDENTS WHO PREFER MEDIA COVERAGE THAT IS ...

...INTERNATIONAL:

British Columbia residents (53%)
Men (49%)
18-24 year olds (60%)
Allophones (58%)
Gross annual household income of \$80,000 and higher (52%)
Professionals (51%) and students (57%)
College (51%) or university (53%) education

...NATIONAL:

Anglophones (28%)
University education (29%)

...LOCAL:

Women (25%)
Gross annual household income between \$20,000 and \$39,999 (28%)
Elementary (51%) or high school (29%) education

