



**REPORT ON CANADIANS' ATTITUDES TOWARD
CONSUMER WATCHDOG ORGANIZATIONS**

**CONDUCTED BY
ENVIRONICS RESEARCH GROUP LIMITED**

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TABLE OF CONTENTS

INTRODUCTION	5
BUSINESS AND INDUSTRY'S PERFORMANCE IN PROTECTING CONSUMERS	6
TYPE OF BUSINESS OR INDUSTRY REQUIRING CONSUMER WATCHDOG	7
LIKELIHOOD OF MEMBERSHIP IN CONSUMER WATCHDOG ORGANIZATION	8
LIKELIHOOD OF MAKING A DONATION	10
REQUIRING CONSUMER WATCHDOG ORGANIZATION FLYERS IN CUSTOMER MAILINGS	12
METHODOLOGY	
QUESTIONNAIRE	
STATISTICAL TABLES	

Introduction

In 1996, three consumers' associations received a grant from the Office of Consumers Affairs to conduct a feasibility study on a new formula that would serve to finance and develop consumers' associations across Canada. A Coordinating Committee was established, which included ACEF-Centre, the Fédération Nationale des Associations de Consommateurs du Québec (FNACQ), Democracy Watch, the Consumers' Association of Canada and the Public Interest Advocacy Centre (PIAC). This committee worked with several other consumers' associations in Canada to determine, amongst other targeted results, the likelihood of consumers' willingness to participate to such a formula.

Therefore, in December 1996, Environics Research Group Limited was retained by the Consumers' Association of Canada, Democracy Watch, the Fédération Nationale des Associations de Consommateurs du Québec, PIAC (Public Interest Advocacy Centre) and ACEF-Centre to conduct a survey of Canadians' attitudes toward and support for consumer watchdog organizations.

The current survey is based on a modified probability sample of 2,000 Canadians, 18 years of age or older, representing all segments and regions of the Canadian adult population, with the exception of the Yukon and the Northwest Territories. Strict probability samples of this size are estimated to be an accurate representation of the Canadian population within ± 2.2 percentage points, 19 times in 20. Interviews were conducted in-home between December 18, 1996 and January 15, 1997.

Business and Industry's Performance in Protecting Consumers

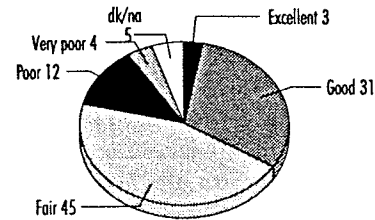
A majority of Canadians rate business and industry's performance in protecting consumers as "fair", "poor" or "very poor." One-third think that businesses do a good job.

When Canadians are asked to assess business and industry's performance in protecting the rights and interests of consumers in Canada, more than three in ten say they are doing an excellent (3%) or good (31%) job. A plurality of more than four in ten (45%) rate their performance as "fair." Fewer than two in ten (16%) say they are doing a poor (12%) or very poor (4%) job. Five percent offer no opinion.

Regional analysis finds that residents of Quebec are much more positive than those in the rest of Canada about business and industry's performance in protecting consumers. Almost one-half of Quebecers (48%) give them excellent or good ratings, while less than one-third of non-Quebecers (29%) feel the same way. British Columbians (23%) are the least likely to give business and industry's positive ratings and more likely than average to rate them as "fair" or "poor."

There are no significant demographic differences in response to this question.

Industry's Performance in Protecting Rights of Consumers



Q.32

In general, how good a job would you say that businesses and industries do in protecting the rights and interests of consumers in Canada. Would you say they do an excellent job, a good job, a fair job, a poor job or a very poor job?

Type of Business or Industry Requiring Consumer Watchdog

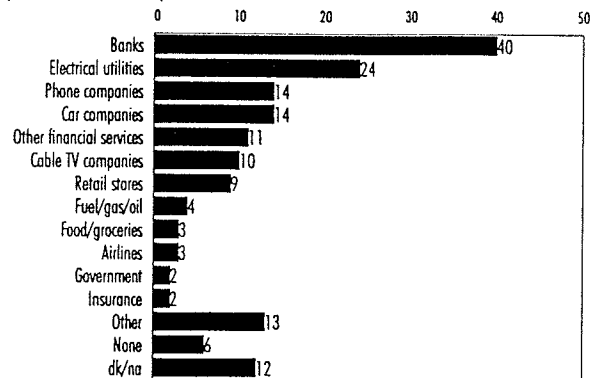
Canadians are most likely to name banks, and to a lesser extent energy utilities, as businesses or industries that require consumer watchdog organizations to police their behaviour.

Canadians were told that some people think there should be consumer watchdog organizations to keep an eye on the behaviour of certain businesses or industries, such as financial services, energy utilities, telecommunications, transportation and others. They were further informed that businesses and industries in Canada actively promote their interests through well-funded organizations and lobby groups, and that consumer organizations will need more money if consumers' interest are to be equally well promoted. One way of funding these organizations is to have an information flyer from these independent consumer organizations inserted into the billing envelopes and other routine mailings that businesses send to their customers, which would describe the watchdog organization and invite customers to join or contribute to it. They were also told that these organizations already exist in some states in the United States.

After hearing this information, they were asked what particular industry, business or type of business should have a consumer watchdog organization to protect their interests as a consumer. Four in ten Canadians mention banks as their first (29%) or second (10%) mention. One-quarter mention electrical/hydro utilities as their first (13%) or second (12%) mention. Fourteen percent mention phone companies as their first (5%) or second (9%) mention, and the same proportion mention car companies as their first (8%) or second (6%) mention. Eleven percent mention other financial companies as their first (4%) or second (7%) mention and ten percent mention cable television companies as their first (4%) or second (6%) mention. Nine percent mention retail stores as their first (4%) or second (5%) mention. Other industry sectors mentioned less often include fuel, gas and oil companies (4%), food and groceries (3%), airlines (3%), government (2%), insurance (2%), drug and pharmaceutical companies (1%), forestry (1%) and health care (1%). Another ten percent mention various other company types. Six percent cannot name any business, industry or type of

Businesses Needing Consumer Watchdog

(Combined mentions)



Q.33

What particular industry, business or type of business, if any, do you think should have a consumer watchdog organization, such as the one I have described, to protect your interests as a consumer?

business that should have a consumer watchdog organization to protect consumers' interests, and twelve percent offer no opinion.

Regional analysis finds that Western Canadians, with the exception of residents of Saskatchewan, are more likely than average to mention banks as an industry that should have a consumer watchdog organization. Residents of Atlantic Canada, Quebec and Saskatchewan are more likely to mention electrical/hydro utilities. Residents of Quebec are also more likely to mention phone companies. Residents of Saskatchewan are more likely to mention fuel/gas/oil businesses. Residents of Toronto and Vancouver are more likely than others to mention cable companies. Vancouver residents are also more likely to mention car companies. Residents of Manitoba are more likely than average to mention retail stores. Residents of Atlantic Canada and Toronto are more likely than average to offer no opinion on the question.

There are few demographic variations in response to this question. However, better educated and wealthier Canadians and NDP and Reform Party supporters are more likely than others to mention banks as an industry that should have a consumer watchdog organization. Public sector workers are more likely than their private sector counterparts to mention phone companies. Those over 60 years of age and those living in rural areas are more likely to mention electrical utilities and less likely to mention banks.

A special crosstabulation finds that those who say they are very likely to join a consumer watchdog organization are more likely than others to mention electrical utilities and phone companies as industries that should have a consumer watchdog organization.

Likelihood of Membership in Consumer Watchdog Organization

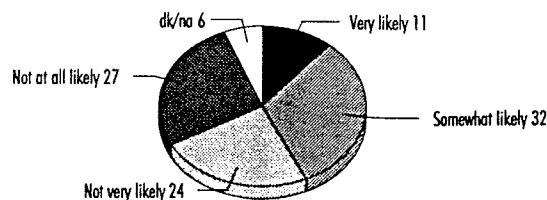
Four in ten Canadians would be at least somewhat likely to join a consumer watchdog organization. Those who are likely to join, are willing to pay, on average, an annual membership fee of \$28. Those who would not join think that \$17.30 would be an appropriate membership fee.

Canadians were asked if they received a consumer watchdog organization's flyer in the billing envelope or other mailing sent to them by a business or industry (their first mention as an industry or business that should have a consumer watchdog organization), and the flyer invited them to join the watchdog organization, what was the likelihood that they would do this. More than four in ten say they would be very (11%) or somewhat (32%) likely to join the organization. One-half (51%) say they would be not very (24%) or not at all (27%) likely to do so. Six percent offer no opinion.

Likelihood of joining this consumer watchdog organization is higher among residents of British Columbia (51% very/somewhat likely to join), Saskatchewan (48%) and Montreal (48%). Albertans are more likely than average to say they are not likely to join a consumer watchdog organization.

Better educated and more affluent Canadians, younger people and both Reform Party and NDP supporters are more inclined than others to say they would be likely to become members of these organizations. Those aged 60 and older, those in the lowest education and income groups and PC party supporters are more likely

Likelihood of Joining Watchdog Organization



Q.34

If you received a consumer watchdog organization's flyer in the billing envelope or other mailing sent to you by [first response] and the flyer invited you to join the watchdog organization, how likely would you be to join as a member? Would you be very likely, somewhat likely, not very likely or not at all likely?

than average to say they are not likely to become members.

When Canadians who say they are likely to join a consumer watchdog organization are asked how much they would be willing to pay as an annual membership fee for the organization, the average amount stands at \$28. The dollar amounts break down into those who would be willing to pay \$1 to \$10 (24%), \$11 to \$20 (21%), \$21 to \$50 (23%) and \$51 and more (9%). Twelve percent say they would not be willing to pay any annual membership fee and ten percent offer no opinion.

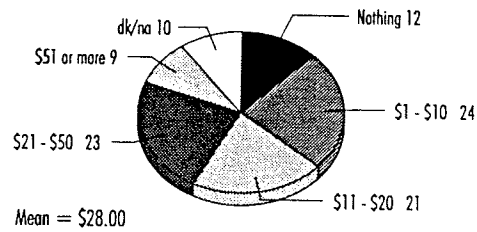
Atlantic Canadians, on average, are willing to pay the highest annual membership fee (\$36.8); residents of Quebec (\$24.6) and Saskatchewan (\$24.6) are willing to pay a much lower amount. Younger Canadians, those in the higher education groups and private sector workers are also willing to pay, on average, a higher annual membership fee. It is notable that there is little correlation between household income and how much people are willing to pay.

A special crosstabulation finds that those who say they are very likely to join a consumer watchdog organization are willing to pay a slightly larger amount than those who say they are only somewhat likely to join (\$29.4 compared with \$27.5).

When Canadians who say they are not likely to join a consumer watchdog organization are asked what they think would be a fair annual membership fee for such an organization, on average, they say \$17.3. This breaks down into those who would be willing to pay \$1 to \$10 (23%), \$11 to \$20 (13%), \$21 to \$50 (14%) and \$51 and more (3%). Twenty-two percent think such an organization should charge no membership fee and 24 percent offer no opinion.

Albertans mention the highest average amount (\$23.4); residents of Montreal (\$12.2) and British Columbia (\$12.1) mention a much lower amount, on average. Younger Canadians and Bloc Québécois supporters mention much higher amounts, on average; those 60 and older and NDP supporters mention much smaller amounts, on average.

Annual Membership Fee

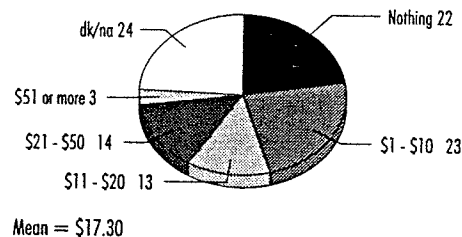


Q.35

If you were to join a consumer watchdog organization, such as the one I have described, how much would you be willing to pay as an annual membership fee for the organization?

(Subsample: Very/somewhat likely to join)

Annual Membership Fee



Q.37

Even though you would not be likely to join a consumer watchdog organization, such as the one I have described, what do you think would be a fair annual membership fee for such an organization?

(Subsample: Not very/not at all likely to join)

Likelihood of Making A Donation

Canadians who say they are likely to join a consumer watchdog organization are evenly divided as to whether they would be willing to make a donation, in addition to paying a membership fee, to help the organization. Fifteen percent of those who would not join, would nonetheless be willing to make a donation.

When Canadians who say they are at least somewhat likely to join a consumer watchdog organization are asked how likely it would be that they would make a donation to this organization, in addition to their membership fee, to help further the organization's work to protect their interests as a consumer, they are evenly divided. Five in ten say they are very (8%) or somewhat (42%) likely to make a donation. A similar proportion say they are not very (25%) or not at all (22%) likely to do this. Four percent offer no opinion.

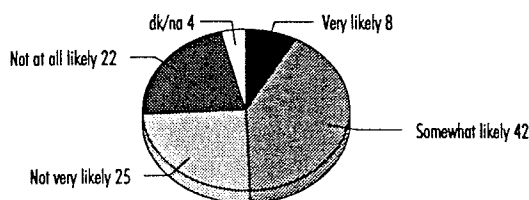
Residents of Quebec (34%) are much less likely than those in the rest of Canada (54%) to be willing to make a donation, over and above their membership fee; they are more likely than average to say they are not at all likely to do this. Outside Quebec, Atlantic Canadians (64%) are the most likely to be willing to make a donation.

Younger Canadians, those in the higher education groups, Conservative, NDP and Reform Party supporters are more likely than others to be willing to make a donation. Those in the lowest education group are much more likely than average to say they are not at all likely to do this.

A special crosstabulation finds that 60 percent of those who say they are very likely to join a consumer watchdog organization say they are very (20%) or somewhat (40%) likely to make a donation, over and above their membership fee. This falls to 45 percent among those who say they are only somewhat likely to join a consumer watchdog organization.

Canadians who say they are not likely to join a consumer watchdog organization were asked how likely it would be that they would make a donation to help further the organization's work to protect their interests as a consumer. Over three-quarters say they are not very (29%)

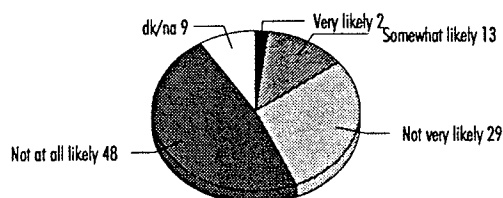
Likelihood of Donating to Watchdog Organization



Q.36

In addition to paying the membership fee to join this organization, how likely would you be to make a donation to help further the organization's work to protect your interests as a consumer? Would you be very likely, somewhat likely, not very likely or not at all likely? (Subsample: Very/somewhat likely to join)

Likelihood of Donating to Watchdog Organization



Q.38

How likely would you be to make a donation to help further the organization's work to protect your interests as a consumer, even if you would not actually join the organization? Would you be very likely, somewhat likely, not very likely or not at all likely? (Subsample: Not very/not at all likely to join)

or not at all (48%) likely to make a donation. Fifteen percent say they are very (2%) or somewhat (13%) likely to do this. Nine percent do not offer an opinion.

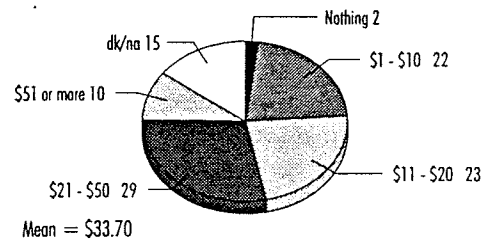
Residents of Atlantic Canada (53%) and Quebec (57%), particularly Montreal (66%) who are not likely to join, are most likely to say they are not all likely to make a donation to such an organization. Residents of Western Canada (41%), are somewhat less likely to feel this way.

Less affluent and less educated Canadians, those aged 60 and older and Conservative supporters are more likely than others to say they are not at all likely to make a donation. Those with a university education are the most inclined to say they are likely to make a donation.

Canadians who say they are likely to make a donation to a consumer watchdog organization, either in addition to becoming a member or instead of becoming a member, say they are willing to donate, on average, \$33.70. This breaks down into those who would be willing to donate \$1 to \$10 (22%), \$11 to \$20 (23%), \$21 to \$50 (29%) and \$51 and more (10%). Two percent would not be willing to donate anything and 15 percent do not offer an opinion.

The average donation amount is much higher in Quebec (\$45.7), particularly Montreal (\$53.6), than in the rest of Canada (\$30.9). The average donation is also higher among men and those aged 45 to 59.

Likely Amount of Donation



Q.39

How much would you be willing to donate?
(Subsample: Very/somewhat likely to donate)

Requiring Consumer Watchdog Organizations' Flyers in Customer Mailings

Two-thirds of Canadians agree that government should require business to enclose the flyers of consumer watchdog organizations in their mailings to customers.

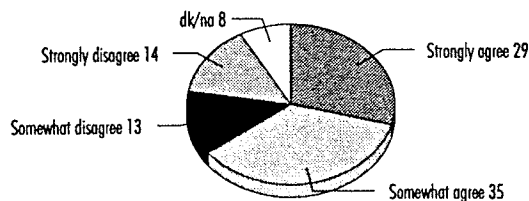
Canadians were asked whether, if a business or industry refused to include a consumer watchdog organization's information flyer in their mailings to customers, the government should require the business to do this. Two-thirds say they strongly (29%) or somewhat (35%) agree that the government should require the business to enclose the flyers in their mailings. Twenty-seven percent say they strongly (14%) or somewhat (13%) disagree with this proposal. Eight percent offer no opinion.

Residents of Quebec (41%), especially Montreal (49%), are more likely than those living in the rest of Canada (26%) to strongly agree that the government should require a business to enclose a consumer watchdog organization's flyer in their mailings. Outside Quebec, residents of Manitoba and Saskatchewan are also more likely to feel this way; Ontarians, especially Torontonians, and Albertans are less inclined to strongly agree with this proposal. In fact, Albertans are two times more likely than other Canadians to strongly disagree with this proposal (29% compared to 14%).

Better educated Canadians, younger people and NDP supporters are more likely to agree with this proposal. Those 60 and older, those in the lowest education group and Conservative and Reform Party supporters are less likely to concur, though even among these groups there is still majority support for this.

A special crosstabulation finds that 84 percent of Canadians who say they are very likely to join a consumer watchdog organization say they strongly (65%) or somewhat (19%) agree that government should require a business to enclose a consumer watchdog organization's flyer in their mailings. This proportion is much higher than the national average of 64 percent. Furthermore, those who say they are very likely to join a consumer watchdog organization are more than two times as likely to strongly agree with this idea (65% compared with 29% nationally).

Require Watchdog Flyers in Mailings



Q.40

If a business or industry refused to include a consumer watchdog organization's information flyer in their mailings to customers, do you strongly agree, somewhat agree, somewhat disagree or strongly disagree that the government should require the business to enclose the flyers in their mailings?

METHODOLOGY

The results of this survey are derived from 2,000 interviews carried out in the homes of the respondents between December 18, 1996 and January 15, 1997: 270 in the Atlantic Provinces, 500 in Quebec, 536 in Ontario and 694 in the Western Provinces.

Questionnaire

The pre-coded questionnaire was composed of 248 information units, including client questions which are not published in the report. The questionnaire was pre-tested in both English and French before being sent to interviewers.

Data Collection and Quality Control

The questionnaires are distributed, through regional supervisors, to approximately 150 experienced interviewers across the country. The supervisors are also responsible for training the interviewers and for briefing them on the specific instructions accompanying each survey.

Each interviewer also receives a map of his or her allocated area. On the map, the pre-selected block or blocks in which he or she must carry out his or her interviews are indicated. Starting with a pre-selected address, the interviewer must complete the number of interviews that he or she has been allocated, according to the age and sex quotas indicated on his or her route map. Only one respondent is interviewed per household. The questioning is carried out in the language chosen by the respondent.

In order to check the quality of work completed and the accuracy of the indicated responses, ten percent of each interviewer's respondents are re-contacted by the Field Director. In questionable cases, or when high standards have not been respected, the questionnaires are rejected.

Sample

The sample is drawn in such a way that it represents the Canadian population aged 18 or over with the exception of those Canadians living in the Yukon or Northwest Territories or in institutions (armed forces barracks, hospitals, prisons).

The sampling model relies on stratification of the population by 10 regions (Atlantic, Montreal CMA, the rest of Quebec, Toronto CMA, the rest of Ontario, Manitoba, Saskatchewan, Alberta, Vancouver CMA, and the rest of British Columbia) and by four community sizes (1,000,000 inhabitants or more, 100,000 to 1,000,000 inhabitants, 5,000 to 100,000 inhabitants, and under 5,000 inhabitants).

The sample also relies on a gender quota, an age quota, and an employed women quota.

Approximately 191 sampling points are used.

The number of cases in each region may not necessarily reflect its actual weight. The samples for some regions have been augmented in order to attain a sufficient number of cases for analysis. The results are then weighted during data processing to give each sampling stratum its proper weight.

Data Processing

Following the data collection operations, all questionnaires are edited and prepared for computer processing. Call-backs are carried out in cases where data collected are not sufficiently specific. Responses to open-ended questions are analysed and coded. Following this preparation step, the data are entered into the computer and weighted according to the actual population of each of the regions. The weighted and unweighted sample sizes are listed on the following pages.

Margin of Error

The margin of error for a stratified probability sample of this size is estimated to be ± 2.2 percentage points, 19 times in 20. The margin of error increases in the case of a modified probability sample, such as the one used for this survey, and also for results pertaining to regional or socio-demographic sub-groups of the total sample.

Respondent Distribution by Analysis Criteria

	Sample				1991 Census ^② 20,426,875 %
	Approx Margin of Error ^①	N=2,000	Before Weighting %	After Weighting N= 2,000 %	
TOTAL SAMPLE					
SEX					
Men		958	48	48	49
Women		1,042	52	52	51
Employed Women		623	31	31	31
AGE GROUP					
18 - 29		447	22	23	25
30 - 44		645	32	33	33
45 - 59		459	23	23	20
60 and over		442	22	22	21
REGIONS					
ATLANTIC PROVINCES	6.0	270	13	9	9
- Newfoundland	13.5	(61)	(3)	(2)	(2)
- Prince Edward Island	18.0	(27)	(1)	(1)	(1)
- New Brunswick	11.0	(75)	(4)	(3)	(3)
- Nova Scotia	10.0	(107)	(5)	(3)	(3)
QUEBEC	4.5	500	25	25	25
- Montreal Region	6.5	(200)	(10)	(11)	(12)
ONTARIO	4.0	536	27	37	37
- Toronto Region	6.5	(179)	(9)	(13)	(15)
WEST	3.7	694	35	29	29
- Manitoba	8.5	(130)	(7)	(4)	(4)
- Saskatchewan	8.5	(126)	(6)	(4)	(4)
- Alberta	6.5	(211)	(11)	(9)	(9)
- British Columbia	6.5	(227)	(11)	(12)	(12)

① For a strict probability sample of this size, 19 times in 20

② Canadians aged 18 or over in 1991, excluding those in the Yukon and Northwest Territories

Respondent Distribution by Analysis Criteria

	Sample			
	N=2,000	Before Weighting %	After Weighting N=2,000 %	1991 Census %
TOTAL SAMPLE				
NON-BRITISH IMMIGRANT				
Europe	114	6	7	6 ^①
Other	93	5	5	7 ^①
TENURE				
Own	1,374	69	69	63 ^②
Rent	615	31	31	37 ^②
COMMUNITY SIZE				
1,000,000 and over	489	24	29	29 ^③
100,000 to 999,999	480	24	25	25 ^③
5,000 to 99,999	488	24	18	18 ^③
Less than 5,000	543	27	27	28 ^③
EDUCATION				
0-8 years	194	10	9	④
9-13 years	997	50	49	④
14+ years	806	40	42	④
University degree	356	18	19	11 ^④
MARITAL STATUS				
Single	473	24	24	31 ^④
Married (or living as a couple)	1,204	60	60	54 ^④
Other (divorced, widowed, separated)	315	16	18	15 ^④

- ① Canadians of all ages excluding Northwest Territories and Yukon
 ② Report/omnibus categories are not comparable to those of Statistics Canada
 ③ Population 15 years of age and older
 ④ Total dwellings in 1991

Respondent Distribution by Analysis Criteria

	Sample			
	N = 2,000	Before Weighting %	After Weighting N = 2,000 %	1991 Census %
TOTAL SAMPLE				
LANGUAGE (Most often spoken at home)				
French	467	23	24	23 ^①
English	1,457	73	72	67 ^①
RELIGION				
Protestant	725	36	35	36
Catholic	910	46	46	45
EMPLOYMENT STATUS				
In the work force	1,235	62	62	68 ^②
Homemaker	178	9	8	②
Other (student, retired)	581	29	29	②
OCCUPATION (of work force)				
Professionals, administrators, and owners of big business	272	22	22	②
Technicians, semi-professionals, administrators and owners of small business	210	15	17	②
Office workers (white collar), service, sales	286	23	23	②
Tradespeople, skilled and semi- skilled workers (blue collar)	274	22	22	②
Unskilled workers , farmers and fishermen	182	15	16	②

- ① Canadians of all ages excluding Northwest Territories and Yukon
 ② Report/omnibus categories are not comparable to those of Statistics Canada
 ③ Population 15 years of age and older

Respondent Distribution by Analysis Criteria

	Sample			
	N = 2,000	Before Weighting %	After Weighting N = 2,000 %	1991 Census %
TOTAL SAMPLE				
INCOME				
Under \$15,000	267	13	13	16
\$15,000 to \$24,999	323	16	16	14
\$25,000 to \$34,999	317	16	15	14
\$35,000 to \$49,999	435	22	22	19
\$50,000 to \$69,999	302	15	15	18
\$70,000 and over	304	15	17	18
UNION MEMBERSHIP				
Respondent	331	17	17	34 ^②
TYPE OF UNION				
Private sector	110	6	6	①
Public sector	208	10	11	①
FEDERAL POLITICAL ORIENTATION^①				
	640	45	47	NA
Liberal	209	15	14	NA
Progressive Conservative	195	14	13	NA
New Democratic Party	171	12	11	NA
Reform Party	183	13	13	NA
Bloc Québécois				

① Report/omnibus categories are not comparable to those of Statistics Canada

② Work force in 1991

③ Based on 1,415 decided voters (1,422 weighted)

QUESTIONNAIRE

Omnibus Questions on Consumer Watchdog Organizations

32. D In general, how good a job would you say that businesses and industries do in protecting the rights and interests of consumers in Canada. Would you say they do an excellent job, a good job, a fair job, a poor job or a very poor job?

Excellent job	1
Good job	2
Fair job	3
Poor job	4
Very poor job	5
DK/NA	6

Some people think there should be consumer watchdog organizations to keep an eye on the behaviour of certain businesses or industries, such as financial services, energy utilities, telecommunications, transportation and so on.

As you may know, businesses and industries in Canada are already active in promoting their interests through well-funded organizations and lobby groups. If consumers' interests are to be equally well promoted, consumers organizations will need more money. One way of funding watchdog organizations is to have an information flyer from these independent consumer organizations inserted into the billing envelopes and other routine mailings that businesses send to their customers. The flyers would describe the watchdog organization and invite customers to join or contribute to it. These organizations already exist in some states in the U.S. This card explains what they are all about in greater detail. **SHOW CARD**

"In four states in the U.S., the state government has required businesses in a variety of industries to enclose, in billing envelopes mailed to their customers, a one-page information flyer from independent consumer organizations. This method of contacting consumers has allowed consumers from across each state to learn about and have an opportunity to join the consumer organizations. These organizations have tens of thousands of members and have successfully challenged proposals by the businesses to increase their prices, saving consumers billions of dollars off their bills.

For example, in 1984, a consumer organization's information flyer was sent out in various industries' billing envelopes to the five million households in Illinois. Within two years, the consumer organization had 150,000 members and since then, the organization has saved consumers over \$4 billion by successfully challenging proposals by the businesses to increase their prices.

Proposals have been made to use this same method in Canada to give consumers the opportunity to learn about and join independent consumer organizations."

33. D What particular industry, business or type of business, if any, do you think should have a consumer watchdog organization, such as I have described, to protect your interests as a consumer? **DO NOT READ...PROBE FOR FIRST AND SECOND MENTION**

	First mention	Second mention
Car companies	01	01
Banks.....	02	02
Other financial services.....	03	03
Phone companies	04	04
Cable TV companies	05	05
Electrical/hydro utilities	06	06
Retail stores	07	07
Airlines	08	08
Other (SPECIFY).....	09	09
None.....	10	10
DK/NA.....	11	11

34. D If you received a consumer watchdog organization's flyer in the billing envelope or other mailing sent to you by [FIRST RESPONSE TO Q. 33, IF RESPONDENT DID NOT MENTION ANY BUSINESS IN Q. 33, SAY "a business"], and the flyer invited you to join the watchdog organization, how likely would you be to join as a member? Would you be very likely, somewhat likely, not very likely or not at all likely?

Very likely	1	
Somewhat likely.....	2	
Not very likely	3	GO TO Q.37
Not at all likely	4	GO TO Q.37
DK/NA.....	5	GO TO Q.37

IF VERY/SOMEWHAT LIKELY TO JOIN IN Q. 34, ASK:

35. D If you were to join a consumer watchdog organization, such as the one I have described, how much would you be willing to pay as an annual membership fee for the organization? **RECORD AMOUNT IN DOLLARS**

\$ _____

36. D In addition to paying the membership fee to join this organization, how likely would you be to make a donation to help further the organization's work to protect your interests as a consumer? Would you be...? **READ LIST**

Very likely	1	GO TO Q.39
Somewhat likely.....	2	GO TO Q.39
Not very likely	3	GO TO Q.40
Not at all likely	4	GO TO Q.40
DK/NA.....	5	GO TO Q.40

IF NOT VERY/NOT AT ALL LIKELY TO JOIN IN Q. 34, ASK:

37. D Even though you would not be likely to join a consumer watchdog organization, such as the one I have described, what do you think would be a fair annual membership fee for such an organization? **RECORD AMOUNT IN DOLLARS**

\$ _____

FOCUS CANADA 1996-4

38. D How likely would you be to make a donation to help further the organization's work to protect your interests as a consumer, even if you would not actually join the organization? Would you be...? **READ LIST**

Very likely	1	
Somewhat likely.....	2	
Not very likely	3	GO TO Q.40
Not at all likely	4	GO TO Q.40
DK/NA.....	5	GO TO Q.40

IF VERY/SOMEWHAT LIKELY TO DONATE IN Q. 36 or Q. 38 ASK:

39. D How much would you be willing to donate?

\$ _____

ASK ALL

40. D If a business or industry refused to include a consumer watchdog organization's information flyer in their mailings to customers, do you strongly agree, somewhat agree, somewhat disagree or strongly disagree that the government should require the businesses to enclose the flyers in their mailings?

Strongly agree.....	1
Somewhat agree.....	2
Somewhat disagree	3
Strongly disagree	4
DK/NA.....	5

**Sondage Omnibus Sur Les Associations De Défense Des Droits Des Consommateurs.
Questionnaire Français.**

Maintenants je vous pose quelque questions aux sujets des droits des consommateurs.

32.D En général, dans quelle mesure croyez-vous que les entreprises et les industries font du bon travail dans la protection des droits et des intérêts des consommateurs au Canada? Diriez-vous qu'elles font un excellent travail, du bon travail, un travail moyen, un mauvais travail ou un très mauvais travail?

Excellent	1
Bon	2
Moyen	3
Mauvais	4
Très mauvais.....	5
NSP/PR	6

Certaines personnes croient qu'il devrait y avoir des organismes de surveillance pour les consommateurs afin de surveiller le comportement de certaines entreprises ou industries, comme les services financiers, les sociétés publiques d'énergie, celles des télécommunications, des transports, etc.

Comme vous le savez peut-être, les entreprises et les industries du Canada sont déjà activement engagées dans la promotion de leurs intérêts grâce à des organisations et des groupes de pression bien financés. Pour que les intérêts des consommateurs soient tout aussi bien protégés, les organisations de consommateurs auront besoin de plus fonds. L'une des façons de financer des organisations de surveillance consiste à ce que ces organisations de consommateurs indépendantes insèrent un dépliant d'information dans les enveloppes de facturation et dans d'autres envois postaux de routine que les entreprises font à leurs clients. Les dépliants décriraient l'organisme de surveillance et inviteraient les clients à s'y joindre ou à y contribuer. Ces organismes existent déjà dans certains États des États-Unis. Sur cette carte, on explique plus en détail de quoi il s'agit. **PRÉSENTER LA CARTE "A"**

"Dans deux États américains, le gouvernement de l'État a exigé que les entreprises dans diverses industries insèrent, dans les enveloppes des factures envoyées à leurs clients, un feuillet d'information de 1 page provenant d'organisations indépendantes de consommateurs. Cette méthode de contacter les consommateurs a permis à des consommateurs de chacun de ces États de se renseigner sur les organismes de consommation et leur a donné la possibilité de s'y joindre. Ces organisations comptent des dizaines de milliers de membres et ont contesté avec succès les propositions des entreprises d'augmenter leurs prix, faisant ainsi épargner aux consommateurs de milliards de dollars sur leurs factures.

Par exemple, en 1984, un dépliant produit par des organisations de consommateurs a été inséré dans les enveloppes de facturations de diverses industries à cinq millions de foyers en Illinois. En deux ans, l'organisation de consommateurs comptait 150 000 membres et, depuis lors, cette organisation a réussi à faire épargner aux consommateurs plus de 4 milliards de dollars en réussissant à contester les propositions des entreprises d'augmenter leurs prix.

Certaines personnes ont proposé d'utiliser la même méthode au Canada, pour donner aux consommateurs la possibilité de se renseigner sur les organismes indépendants de consommateurs et pour s'y joindre."

33.D D'après vous, quel industrie, quelle entreprise ou quel type d'entreprise en particulier devrait être surveillé par une organisation de surveillance, comme je viens de vous le décrire, pour protéger vos intérêts en tant que consommateur?
NE PAS LIRE...SONDER POUR OBTENIR UNE PREMIÈRE ET UNE DEUXIÈME MENTION

.....Première	Deuxième
..... mention	mention
Compagnies d'automobiles..... 01	01
Banques 02	02
Autres services financiers 03	03
Compagnies de téléphone..... 04	04
Câblodistributeurs 05	05
Sociétés d'électricité/d'hydroélectricité..... 06	06
Détaillants 07	07
Compagnies aériennes..... 08	08
Autre (PRÉCISER)..... 09	09
Aucune 10	10
NSP/PR 11	11

34.D Si vous receviez un dépliant d'un organisme de surveillance pour les consommateurs dans une enveloppe de facturation ou dans un autre envoi postal envoyé par **[PREMIÈRE RÉPONSE À Q.33, SI LE RÉPONDANT N'A MENTIONNÉ AUCUNE ENTREPRISE À Q.33, DIRE une entreprise]**, et si ce dépliant vous invitait à vous joindre à cet organisme de surveillance, quelle serait la probabilité que vous en deveniez membre? Est-ce que ce serait très probable, assez probable, pas très probable ou pas du tout probable?

Très probable	1
Assez probable	2
Pas très probable	3PASSER À Q.37
Pas du tout probable.....	4PASSER À Q.37
NSP/PR	5PASSER À Q.37

SI TRÈS OU ASSEZ PROBABLE DE DEVENIR À Q.34, DEMANDER :

35.D Si vous deviez vous joindre à un organisme de surveillance pour les consommateurs, comme celui que j'ai décrit, combien seriez-vous prêt à payer en frais d'adhésion annuels pour cet organisme? **INSCRIRE LE MONTANT EN DOLLARS**

_____ \$

36.D En plus de payer les frais d'adhésion pour vous joindre à cet organisme, quelle serait la probabilité que vous fassiez un don pour aider davantage le travail des organisations en vue de protéger vos intérêts en tant que consommateur? Est-ce que ce serait... **LIRE LA LISTE**

Très probable 1 **PASSER À Q.39**
Assez probable 2 **PASSER À Q.39**
Pas très probable 3 **PASSER À Q.40**
Pas du tout probable 4 **PASSER À Q.40**
NSP/PR 5 **PASSER À Q.40**

SI PAS DU TRÈS OU PAS DU TOUT PROBABLE DE S'Y JOINDRE À Q.34, DEMANDER :

37.D Même s'il n'est pas probable que vous deveniez membre d'un organisme de surveillance pour les consommateurs, comme celui que je viens de décrire, quel serait d'après vous un montant de frais d'adhésion annuels équitable, pour un tel organisme? **INSÉRER LE MONTANT EN DOLLARS**

_____ \$

38.D Quelle serait la probabilité que vous fassiez un don pour aider davantage le travail de ces organismes pour protéger vos intérêts en tant que consommateur, même si vous ne voulez pas vraiment pas en devenir membre? Est-ce que ce serait... **LIRE LA LISTE**

Très probable 1
Assez probable 2
Pas très probable 3 **PASSER À Q.40**
Pas du tout probable 4 **PASSER À Q.40**
NSP/PR 5 **PASSER À Q.40**

SI TRÈS OU PLUTÔT PROBABLE DE FAIRE UN DON À Q.36 OU Q.38, DEMANDER :

39.D Quel montant seriez-vous prêt à donner?

_____ \$

DEMANDER À TOUS

40.D Si une entreprise ou une industrie refusait d'inclure dans ses envois aux clients un dépliant d'information publié par des organisations de surveillance, êtes-vous fortement d'accord, plutôt d'accord, plutôt en désaccord ou fortement en désaccord pour dire que le gouvernement devrait exiger que les entreprises incluent ces dépliants dans leurs envois?

Fortement d'accord	1
Plutôt d'accord.....	2
Plutôt en désaccord.....	3
Fortement en désaccord.....	4
NSP/PR	5

STATISTICAL TABLES

32.D In general, how good a job would you say that businesses and industries do in protecting the rights and interests of consumers in Canada. Would you say they do an excellent job, a good job, a fair job, a poor job or a very poor job?

	GENDER			A G E				MARITAL STATUS		KIDS <18 AT HOME		LANGUAGE AT HOME		RELIGION		NON-BRIT IMMIGRANT		TENURE		UNION MEMBER		
	TOTAL	Male	Fe male	18	30	45	60	Sin gle	Mar ried	Yes	No	Eng lish	Fre nch	Cath	Prot	Eur ope	Oth er	Own	Rent	Yes	Pri	Pub
				to 29	to 44	to 59	or more														vate	lic
2000	958	1042	447	645	459	442	473	1204	762	1212	1457	467	910	725	114	93	1374	615	331	110	208	
2000	964	1036	451	654	456	432	478	1205	763	1212	1434	473	924	701	133	110	1375	615	336	115	210	
Excellent job	3	4	2	3	2	3	2	4	2	3	3	2	5	4	2	5	4	2	3	4	3	4
Good job	31	30	32	33	30	29	34	31	32	30	32	28	42	37	29	27	30	31	30	27	28	27
Fair job	45	43	47	45	48	46	41	44	46	47	45	48	42	42	49	40	36	46	45	48	46	49
Poor job	12	14	11	12	12	14	12	13	11	12	12	14	7	11	12	11	13	12	14	13	15	13
Very poor job	4	5	3	3	5	5	3	4	4	4	4	4	3	3	4	2	9	4	3	5	6	5
K/NA	5	5	5	4	3	3	10	4	5	4	5	5	1	4	4	15	8	5	5	2	2	2

	EMPLOYMENT STATUS					OCCUPATION							HOUSEHOLD INCOME					YRS OF SCHOOL					
						Home	Un	Work	Prof	Tech	Off.	Sk/	Un-	Less	\$15K	\$25K	\$35K	\$50K	\$70K				
	Full	Part	mak	empl	Ret	ing	Adm.	S.P.	Sale	Semi	Un-	than	to	to	to	to	or	0-8	9-13	14+	Univ		
TOTAL	Time	Time	er	oyed	ired	Wom.	OLB	OSB	Serv	Skill	Work	\$15K	\$25K	\$35K	\$50K	\$69K	More				Deg.		
2000	750	296	178	189	440	623	272	210	286	274	182	267	323	317	435	302	304	194	997	806	356		
2000	761	293	168	191	436	629	282	213	282	275	182	250	308	309	437	305	339	184	977	837	369		
Excellent job	3	3	2	2	4	2	2	3	3	3	4	2	3	2	3	3	1	4	3	2	2		
Good job	31	33	29	32	22	32	31	29	38	31	28	27	30	33	34	33	31	28	31	33	29		
Fair job	45	46	47	49	42	45	48	50	43	46	44	46	44	43	41	46	47	48	41	47	45		
Poor job	12	11	16	6	18	10	13	14	12	12	15	15	16	12	17	9	10	12	13	12	13		
Very poor job	4	5	3	4	7	3	3	4	2	5	7	4	5	4	3	5	4	3	5	3	4		
K/NA	5	2	4	7	6	8	3	*	2	3	4	5	6	7	4	4	3	4	9	5	4		

REGION				SUB-REGIONS								COMMUNITY SIZE				FED. POLITICAL PREFERENCE					
				West				Van				Can.									
				Atl. Que				Alb				1				100K					
				Ont				Can.				excl				Less					
				ern				Tor				100K				5K					
				Can.				Mont				to 1				to 100K					
				real				cou				to 5K				than					
				Man.				Sask				Lib.				P.C.					
				B.C.				Que				NDP				Re- form					
				Que.				B.C.				Que.				B.C.					
TOTAL	Prov	bec	ario	Can.	onto	real	ver	Man.	Sask	erta	B.C.	Que	+	Mill	100K	5K	Lib.	P.C.	NDP	form	Que.
2000	270	500	536	694	179	200	110	130	126	211	227	1500	489	480	488	543	640	209	195	171	183
2000	171	507	741	581	261	214	104	80	73	187	241	1493	578	499	363	560	674	204	185	162	182

33.D Some people think there should be consumer watchdog organizations to keep an eye on the behaviour of certain businesses or industries, such as financial services, energy utilities, telecommunications, transportation and so on.

As you may know, businesses and industries in Canada are already active in promoting their interests through well-funded organizations and lobby groups. If consumers' interests are to be equally well promoted, consumers organizations will need more money. One way of funding watchdog organizations is to have an information flyer from these independent consumer organizations inserted into the billing envelopes and other routine mailings that businesses send to their customers. The flyers would describe the watchdog organization and invite customers to join or contribute to it. These organizations already exist in some states in the U.S.

What particular industry, business or type of business, if any, do you think should have a consumer watchdog organization, such as the one I have described, to protect your interests as a consumer?

FIRST MENTION

	GENDER			A G E				MARITAL STATUS		KIDS <18 AT HOME		LANGUAGE AT HOME		RELIGION		NON-BRIT IMMIGRANT		TENURE		UNION MEMBER		
	TOTAL	Male	Female	18 to 29	30 to 44	45 to 59	60 or more	Sin gle	Mar ried	Yes	No	Eng lish	Fre nch	Cath	Prot	Eur ope an	Oth er	Own	Rent	Yes	Pri vate	Pub lic
UNWEIGHTED SAMPLE	2000	958	1042	447	645	459	442	473	1204	762	1212	1457	467	910	725	114	93	1374	615	331	110	208
WEIGHTED SAMPLE	2000	964	1036	451	654	456	432	478	1205	763	1212	1434	473	924	701	133	110	1375	615	336	115	210
Banks	29	29	30	26	32	33	25	27	30	30	28	32	23	27	30	24	32	31	27	26	28	25
Electrical/hydro utilities	13	12	13	10	12	16	14	11	14	12	14	11	21	15	12	8	3	12	14	16	11	18
Insurance companies	8	9	6	9	7	7	7	9	7	8	7	8	7	6	9	9	10	8	7	10	9	8
Phone companies	5	5	5	8	5	4	3	7	5	6	5	5	7	6	5	4	6	5	6	6	3	7
Cable TV companies	4	5	4	5	4	6	4	4	5	4	5	4	4	4	5	4	6	5	4	4	1	5
Retail stores	4	4	4	6	4	4	3	6	3	4	5	4	6	5	3	5	2	4	4	4	2	5
Other financial services	4	3	4	5	4	3	4	4	4	4	4	4	5	4	3	3	2	4	3	2	1	3
Coal/gas/oil	2	3	1	2	2	1	2	1	2	2	2	2	1	2	1	3	1	2	1	2	5	1
Food/groceries	2	2	2	2	2	1	2	2	1	2	2	1	2	2	1	3	3	1	2	2	2	3
Government	1	2	1	1	2	1	1	1	2	1	2	2	1	1	2	*	1	2	1	2	3	2
Insurance	1	1	1	1	1	2	*	1	1	1	1	1	1	1	*	-	2	1	2	1	1	*
Drug/pharmaceutical	1	1	1	1	1	1	1	1	1	1	1	1	2	1	1	1	-	1	1	1	-	1
Airlines	1	*	1	1	1	*	1	1	1	1	1	1	*	1	1	-	1	1	1	1	1	1
Forestry/logging/pulp and paper	1	1	*	1	1	-	1	-	1	1	*	1	1	*	1	-	-	1	1	2	2	1
Health/Medical care	*	*	*	-	*	1	-	*	*	*	*	*	1	*	1	1	-	*	*	1	3	-
Other	5	6	5	4	6	4	7	7	5	5	6	6	6	5	6	3	3	5	5	7	10	6
None	6	6	6	6	5	6	7	5	6	5	6	6	5	6	6	10	5	6	5	7	8	8
DK/NA	12	10	14	12	11	9	18	13	11	13	12	13	9	12	14	22	23	11	14	8	12	6

33.D Some people think there should be consumer watchdog organizations to keep an eye on the behaviour of certain businesses or industries, such as financial services, energy utilities, telecommunications, transportation and so on.

As you may know, businesses and industries in Canada are already active in promoting their interests through well-funded organizations and lobby groups. If consumers' interests are to be equally well promoted, consumers organizations will need more money. One way of funding watchdog organizations is to have an information flyer from these independent consumer organizations inserted into the billing envelopes and other routine mailings that businesses send to their customers. The flyers would describe the watchdog organization and invite customers to join or contribute to it. These organizations already exist in some states in the U.S.

What particular industry, business or type of business, if any, do you think should have a consumer watchdog organization, such as the one I have described, to protect your interests as a consumer?

FIRST MENTION

TOTAL	EMPLOYMENT STATUS					OCCUPATION							HOUSEHOLD INCOME						YRS OF SCHOOL				
	Home		Un	Work		Prof	Tech	Off.	Sk/	Un-	Less	\$15K	\$25K	\$35K	\$50K	\$70K				Univ			
	Full	Part	mak	empl	Ret	ing	Adm.	S.P.	Sale	Semi											skil	than	to
Time	Time	er	oyed	ired	Wom.	OLB	OSB	Serv	Skill	Work	\$15K	\$25K	\$35K	\$50K	\$69K	More	0-8	9-13	14+	Deg.			
2000	750	296	178	189	440	623	272	210	286	274	182	267	323	317	435	302	304	194	997	806	356		
2000	761	293	168	191	436	629	282	213	282	275	182	250	308	309	437	305	339	184	977	837	369		
	29	33	32	27	23	27	33	33	31	31	31	27	27	25	31	34	31	27	27	33	35		
	13	13	13	15	12	13	13	14	16	14	11	11	17	13	13	11	13	16	13	12	13		
	8	6	8	9	6	7	7	9	4	5	8	8	7	8	7	7	9	4	8	8	8		
	5	5	5	6	5	4	5	4	8	8	3	7	3	5	6	4	5	4	5	5	5		
	4	4	5	5	3	5	3	6	4	5	2	4	3	4	5	3	7	6	4	6	6		
	4	4	4	6	6	4	4	3	4	3	5	6	7	5	4	4	2	6	5	3	2		
	4	4	4	2	4	5	4	4	3	6	3	4	3	4	5	3	5	4	4	4	4		
	2	3	1	1	*	2	1	2	1	2	3	1	1	2	3	2	3	2	2	2	2		
	2	2	2	1	2	2	2	1	1	3	1	2	3	2	2	1	3	1	1	2	1		
	1	2	1	-	1	1	2	2	1	2	2	1	*	1	2	2	2	2	1	2	2		
	1	1	1	2	2	1	1	2	*	1	1	1	1	1	1	2	1	-	1	2	3		
	1	1	1	-	1	1	1	*	1	2	1	1	-	2	1	1	*	1	*	1	*		
	1	1	1	2	1	*	1	1	*	2	1	*	1	*	1	1	*	1	1	1	*		
	1	1	*	-	2	*	*	*	2	1	1	1	*	1	*	1	1	1	1	1	*		
	*	1	1	1	-	-	1	-	1	*	1	1	-	-	1	-	1	1	1	*	*		
	5	5	6	3	7	5	5	5	6	6	6	5	4	8	4	7	6	7	4	6	7		
	6	6	5	4	6	7	6	5	7	4	6	4	8	6	5	5	7	7	7	4	3		
	12	9	10	15	19	16	12	9	11	5	15	14	18	15	13	13	9	7	15	15	8		

33.D Some people think there should be consumer watchdog organizations to keep an eye on the behaviour of certain businesses or industries, such as financial services, energy utilities, telecommunications, transportation and so on.

As you may know, businesses and industries in Canada are already active in promoting their interests through well-funded organizations and lobby groups. If consumers' interests are to be equally well promoted, consumers organizations will need more money. One way of funding watchdog organizations is to have an information flyer from these independent consumer organizations inserted into the billing envelopes and other routine mailings that businesses send to their customers. The flyers would describe the watchdog organization and invite customers to join or contribute to it. These organizations already exist in some states in the U.S.

What particular industry, business or type of business, if any, do you think should have a consumer watchdog organization, such as the one I have described, to protect your interests as a consumer?

FIRST MENTION

	REGION								SUB-REGIONS				COMMUNITY SIZE						FED. POLITICAL PREFERENCE							
	-----								-----						-----						-----					
	Atl. Prov		Que bec	Ont ario	West Can.	Tor onto	Mont real	Van cou ver	Man.	Sask	Alb erta	B.C.	Que	excl +	1 Mill	100K to 1 Mill	5K to 100K	Less than 5K	Lib.	P.C.	NDP	Re- form	Bloc Que.			
UNWEIGHTED SAMPLE	2000	270	500	536	694	179	200	110	130	126	211	227	1500	489	480	488	543	640	209	195	171	183				
WEIGHTED SAMPLE	2000	171	507	741	581	261	214	104	80	73	187	241	1493	578	499	363	560	674	204	185	162	182				
Banks	29	22	24	28	38	33	25	48	39	17	38	44	31	33	25	27	31	30	32	30	35	25				
Electrical/hydro utilities	13	21	20	8	11	4	17	5	9	16	12	9	10	9	13	14	16	12	13	10	14	23				
Car companies	8	5	7	9	7	6	7	11	8	5	6	8	8	7	7	8	8	7	11	6	8	6				
Phone companies	5	4	7	5	4	3	5	6	3	4	5	4	5	4	6	4	6	6	5	6	3	6				
Cable TV companies	4	3	4	5	4	10	3	6	2	2	4	5	4	7	5	4	2	5	4	2	5	4				
Retail stores	4	5	6	3	5	1	5	5	8	10	5	3	4	3	3	6	5	4	2	6	6	5				
Other financial services	4	3	4	4	4	1	3	5	7	3	3	4	4	3	4	6	3	5	3	6	3	3				
Fuel/gas/oil	2	5	1	1	2	2	1	-	3	8	2	-	2	1	2	2	2	2	1	3	3	2				
Food/groceries	2	1	3	2	1	1	3	-	2	1	1	1	1	2	2	1	1	1	3	-	1	2				
Government	1	1	1	1	2	1	-	1	2	3	2	2	2	*	2	2	1	*	2	2	4	1				
Insurance	1	1	1	1	2	1	1	1	1	-	3	1	1	1	2	1	1	2	-	*	2	2				
Drug/pharmaceutical	1	*	2	1	1	1	1	-	2	1	*	1	1	1	1	1	1	1	1	1	*	3				
Airlines	1	1	*	1	1	1	*	1	2	1	1	1	1	1	*	1	1	1	*	1	1	-				
Forestry/logging/pulp and paper	1	1	*	*	1	-	-	2	1	-	*	2	1	*	1	1	1	*	*	1	2	1				
Health/Medical care	*	-	*	*	1	-	*	1	-	-	1	1	*	*	*	1	*	*	-	-	-	1				
Other	5	2	5	6	6	6	7	-	6	11	5	4	6	6	8	5	4	5	5	9	5	7				
None	6	5	4	9	4	11	3	4	1	6	3	5	7	7	4	6	6	6	8	3	6	4				
DK/NA	12	21	10	16	7	18	14	5	5	13	8	5	13	14	13	11	11	13	10	13	4	4				

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SECOND MENTION

	GENDER			A G E				MARITAL STATUS		KIDS <18 AT HOME		LANGUAGE AT HOME		RELIGION		NON-BRIT IMMIGRANT		TENURE		UNION MEMBER			
				18	30	45	60														Pri	Pub	
				to	to	to	or	Sin	Mar	Yes	No	Eng	Fre			Eur	Oth	Own	Rent	Yes	Sec	ate	lic
TOTAL	Male	female		29	44	59	more	gle	ried			lish	nch	Cath	Prot	ope	er						
2000	958	1042	447	645	459	442	473	1204	762	1212	1457	467	910	725	114	93	1374	615	331	110	208		
2000	964	1036	451	654	456	432	478	1205	763	1212	1434	473	924	701	133	110	1375	615	336	115	210		
	12	12	12	9	14	11	11	11	12	12	12	11	13	14	11	15	3	13	10	14	16	13	
	10	11	10	11	10	11	9	12	9	11	10	10	11	10	10	5	15	10	10	14	9	16	
	9	8	10	10	6	12	9	8	9	8	10	8	14	10	9	3	7	9	10	7	3	9	
	7	6	7	6	7	8	5	6	7	7	7	7	6	7	6	5	8	7	5	7	4	9	
	6	7	5	8	6	6	5	6	6	6	6	6	6	6	7	6	4	6	8	3	5	2	
	6	6	6	5	6	6	7	6	6	5	6	6	6	6	6	6	8	6	6	4	5	4	
	5	5	5	6	6	5	3	6	5	6	4	5	5	5	5	4	5	5	5	7	11	5	
	2	2	2	4	2	1	2	3	2	2	3	3	1	2	3	1	3	2	3	1	1	2	
	2	2	2	1	2	3	1	1	2	2	2	2	*	1	3	-	2	2	1	1	2	1	
	2	2	2	*	2	2	1	1	2	1	2	2	2	1	2	1	-	2	1	2	3	1	
	1	1	1	*	1	1	1	1	1	1	1	1	1	1	2	1	-	1	1	1	2	1	
	1	1	1	-	1	1	1	*	1	1	*	1	1	1	1	-	-	1	1	1	-	1	
	1	*	1	*	1	*	*	1	*	1	*	1	-	*	*	-	1	*	1	1	-	1	
	*	1	*	*	*	1	1	1	*	1	*	1	*	1	*	2	3	*	*	*	-	1	
	*	*	1	*	*	1	*	-	1	1	*	1	*	*	*	-	-	1	*	*	-	*	
	5	5	5	5	6	4	5	5	5	6	5	5	6	5	4	6	4	5	6	7	7	7	
	4	4	4	6	4	2	4	5	4	5	4	4	4	4	4	3	4	4	4	2	5	1	
18	16	20	18	15	15	25	18	18	18	18	19	15	18	19	32	28	17	19	15	20	13		
12	10	14	12	11	9	18	13	11	13	12	13	9	12	14	22	23	11	14	8	12	6		

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SECOND MENTION

	EMPLOYMENT STATUS						OCCUPATION						HOUSEHOLD INCOME					YRS OF SCHOOL				
	Home Un						Work Prof Tech Off. Sk/ Un-						Less \$15K \$25K \$35K \$50K \$70K									
	Full Part mak empl Ret ing						Adm. S.P. Sale Semi skill						than to to to to or									
	TOTAL	Time	Time	er	oyed	ired	Wom.	OLB	OSB	Serv	Skill	Work	\$15K	\$25K	\$35K	\$50K	\$69K	More	0-8	9-13	14+	Univ Deg.
UNWEIGHTED SAMPLE	2000	750	296	178	189	440	623	272	210	286	274	182	267	323	317	435	302	304	194	997	806	356
WEIGHTED SAMPLE	2000	761	293	168	191	436	629	282	213	282	275	182	250	308	309	437	305	339	184	977	837	369
Electrical/hydro utilities	12	13	14	10	8	10	13	14	10	17	11	10	11	8	13	14	12	12	8	10	14	13
Banks	10	9	12	9	10	10	9	11	11	9	8	12	11	9	10	9	11	12	8	11	10	10
Phone companies	9	9	11	11	3	9	9	7	11	12	7	8	6	13	8	8	10	8	11	8	10	9
Other financial services	7	7	9	8	3	6	8	5	6	6	8	11	5	6	5	9	5	9	5	6	7	7
Car companies	6	7	4	6	10	5	6	7	4	6	10	8	7	6	4	7	7	5	9	6	6	6
Cable TV companies	6	5	7	7	6	8	5	7	6	6	3	5	7	7	5	7	6	6	8	6	6	6
Retail stores	5	5	6	6	5	3	5	3	5	5	9	6	3	6	6	4	5	4	4	5	5	4
Airlines	2	2	1	2	4	3	3	2	1	4	2	2	3	4	1	2	2	2	2	2	2	2
Fuel/gas/oil	2	2	2	1	2	1	2	3	2	3	2	1	1	1	2	3	1	4	2	2	1	2
Food/groceries	2	2	1	1	1	2	2	1	3	3	2	2	1	1	3	1	3	1	-	1	2	2
Government	1	1	*	1	2	1	1	1	2	1	1	1	-	1	2	1	2	-	1	1	1	1
Insurance	1	1	1	*	-	1	1	1	1	*	-	-	1	*	1	*	1	2	-	*	1	2
Forestry/logging/pulp and paper	1	1	-	*	-	*	1	2	*	-	1	-	-	*	*	1	*	1	-	*	1	1
Drug/pharmaceutical	*	1	1	-	*	*	*	2	-	1	*	*	1	*	1	1	*	*	*	1	*	1
Health/Medical care	*	*	*	-	*	1	1	1	1	*	-	*	*	-	1	*	*	1	*	*	*	*
Other	5	4	6	4	7	4	5	7	8	6	2	2	4	4	6	3	5	9	5	4	7	8
None	4	4	2	5	4	4	3	4	4	3	3	5	3	5	4	4	4	5	5	3	5	6
No second mention	18	15	15	19	24	23	18	15	17	10	21	20	22	22	19	18	14	13	23	22	13	10
DK/NA	12	9	10	15	19	16	12	9	11	5	15	14	18	15	13	13	9	7	15	15	8	7

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SECOND MENTION

	REGION					SUB-REGIONS							COMMUNITY SIZE					FED. POLITICAL PREFERENCE				
	TOTAL	Atl. Prov	Que bec	Ont ario	West Can.	Tor onto	Mont real	Van cou ver	Man.	Sask	Alb erta	B.C.	Can. excl	1 Mill +	100K to 100K	5K to 100K	Less than 5K	Lib.	P.C.	NOP	Re-form	Bloc Que.
UNWEIGHTED SAMPLE	2000	270	500	536	694	179	200	110	130	126	211	227	1500	489	480	488	543	640	209	195	171	183
WEIGHTED SAMPLE	2000	171	507	741	581	261	214	104	80	73	187	241	1493	578	499	363	560	674	204	185	162	182
Electrical/hydro utilities	12	14	14	11	10	11	8	6	8	17	11	8	11	9	11	11	16	12	16	11	12	12
Banks	10	9	12	10	10	7	12	12	18	2	12	7	10	10	11	11	9	9	8	14	12	12
Phone companies	9	10	13	7	7	11	9	4	9	10	6	6	8	9	9	10	9	9	9	5	7	19
Other financial services	7	1	6	6	10	6	6	9	11	5	10	12	7	6	5	6	9	7	5	7	4	7
Car companies	6	3	6	6	8	6	5	9	8	1	6	11	6	6	5	7	7	6	4	8	8	7
Cable TV companies	6	4	5	6	8	6	3	15	5	2	5	12	6	7	4	10	5	7	7	6	6	2
Retail stores	5	6	6	4	6	3	6	6	11	2	3	7	5	5	3	6	6	6	5	6	3	6
Airlines	2	2	*	3	3	3	*	4	4	1	3	2	3	2	2	3	2	2	*	3	-	-
Fuel/gas/oil	2	5	*	2	3	2	-	2	3	11	2	1	2	1	2	1	3	1	3	2	3	*
Food/groceries	2	2	2	1	2	-	2	1	-	2	4	1	1	1	2	2	1	2	2	2	5	*
Government	1	2	1	1	2	1	1	3	2	2	1	2	1	1	1	1	1	1	2	1	3	1
Insurance	1	*	1	1	1	2	1	-	1	1	1	1	1	1	1	*	1	1	1	*	1	1
Forestry/logging/pulp and paper	1	*	-	1	1	1	-	3	-	1	1	1	1	1	1	-	*	1	-	1	1	-
Drug/pharmaceutical	*	*	*	1	1	1	-	1	1	-	1	*	1	1	*	*	*	*	-	1	1	*
Health/Medical care	*	-	*	*	1	-	-	-	1	1	1	-	*	-	1	1	*	*	2	-	*	-
Other	5	4	6	5	5	3	6	6	2	9	5	5	5	5	7	4	5	5	7	5	5	9
None	4	3	4	4	4	4	5	3	2	8	4	3	4	4	5	4	3	4	2	4	7	5
No second mention	18	25	14	25	10	29	17	8	5	18	11	9	19	21	17	17	16	19	18	16	10	8
DK/NA	12	21	10	16	7	18	14	5	5	13	8	5	13	14	13	11	11	13	10	13	4	4

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COMBINED MENTIONS

	GENDER			A G E				MARITAL STATUS		KIDS <18 AT HOME		LANGUAGE AT HOME		RELIGION		NON-BRIT IMMIGRANT		TENURE		UNION MEMBER			
	TOTAL	Male	Fe male	18 to 29	30 to 44	45 to 59	60 or more	Sin gle	Mar ried	Yes	No	Eng lish	Fre nch	Cath	Prot	Eur ope an	Oth er	Own	Rent	Yes	No	Pri vate	Pub lic
UNWEIGHTED SAMPLE	2000	958	1042	447	645	459	442	473	1204	762	1212	1457	467	910	725	114	93	1374	615	331	110	208	
WEIGHTED SAMPLE	2000	964	1036	451	654	456	432	478	1205	763	1212	1434	473	924	701	133	110	1375	615	336	115	210	
Banks	40	39	40	37	42	44	34	38	39	41	38	42	34	37	40	29	47	41	37	39	36	40	
Electrical/hydro utilities	24	24	25	19	26	27	26	21	26	24	25	22	34	28	23	23	6	25	24	30	28	31	
Phone companies	14	13	15	18	11	16	12	15	13	13	15	12	21	16	13	7	13	13	16	13	7	16	
Car companies	14	16	11	17	13	13	12	15	13	14	13	14	13	12	16	16	14	13	15	13	13	11	
Other financial services	11	10	11	11	11	10	9	10	11	11	10	11	11	11	9	8	10	12	8	10	5	12	
Cable TV companies	10	11	10	10	10	12	11	9	11	10	11	11	10	10	10	10	13	11	10	8	6	10	
Retail stores	9	10	9	12	10	9	6	12	8	9	9	9	11	10	8	9	7	9	9	11	13	9	
Fuel/gas/oil	4	5	2	2	4	4	4	2	5	4	4	5	1	3	4	3	3	4	3	3	6	2	
Food/groceries	3	3	3	3	4	3	3	3	3	3	3	3	4	4	3	3	3	3	3	4	4	4	
Airlines	3	2	4	5	3	2	3	3	3	3	3	4	1	2	4	1	4	3	4	3	1	3	
Government	2	3	2	2	3	3	2	2	3	2	3	3	2	2	4	1	1	3	1	4	5	3	
Insurance	2	2	2	1	2	3	1	1	2	2	2	2	2	2	1	-	2	2	3	1	1	2	
Drug/pharmaceutical	1	1	1	1	1	2	2	2	1	1	1	1	2	2	1	3	3	1	2	1	-	2	
Forestry/logging/pulp and paper	1	1	1	1	2	*	1	1	1	1	1	1	1	1	1	-	1	1	2	3	2	2	
Health/Medical care	1	1	1	*	1	2	*	*	1	1	1	1	1	1	1	1	-	1	*	1	3	*	
Other	10	11	9	9	11	9	10	12	9	10	10	10	11	10	9	8	7	9	11	14	16	12	
None	6	6	6	6	5	6	7	5	6	5	6	6	5	6	6	10	5	6	5	7	8	8	
DK/NA	12	10	14	12	11	9	18	13	11	13	12	13	9	12	14	22	23	11	14	8	12	6	

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COMBINED MENTIONS

	EMPLOYMENT STATUS						OCCUPATION						HOUSEHOLD INCOME						YRS OF SCHOOL			
	TOTAL	Time	Part	Home	Un-	Ret	Prof	Tech	Off.	Sk/	Un-	Less	\$15K	\$25K	\$35K	\$50K	\$70K		0-8	9-13	14+	Univ
		Time	Time	mak	empl	ired	ing	Adm.	S.P.	Sale	Semi	skil	than	to	to	to	to	or				Deg.
				er	oyed		Wom.	QLB	OSB	Serv	Skill	Work	\$15K	\$25K	\$35K	\$50K	\$69K	More				
UNWEIGHTED SAMPLE	2000	750	296	178	189	440	623	272	210	286	274	182	267	323	317	435	302	304	194	997	806	356
WEIGHTED SAMPLE	2000	761	293	168	191	436	629	282	213	282	275	182	250	308	309	437	305	339	184	977	837	369
Banks	40	42	44	36	33	37	42	44	42	39	39	43	38	36	36	40	46	43	35	37	43	46
Electrical/hydro utilities	24	27	27	25	20	23	26	28	26	31	22	20	22	25	26	27	23	25	24	23	26	26
Phone companies	14	15	16	17	9	13	15	10	19	20	10	12	14	16	13	15	14	13	15	13	15	14
Car companies	14	14	12	15	16	12	12	15	8	11	18	14	15	12	11	15	14	14	12	14	14	14
Other financial services	11	11	13	10	7	10	12	9	9	12	11	15	8	9	9	13	8	14	9	10	11	11
Cable TV companies	10	9	11	12	9	13	8	13	9	12	5	9	9	11	10	10	13	11	10	10	11	12
Retail stores	9	9	10	12	11	6	9	6	9	9	14	12	10	14	11	8	9	6	10	10	8	6
Fuel/gas/oil	4	5	3	3	2	4	2	4	3	5	5	3	2	1	3	5	3	6	4	4	4	4
Food/groceries	3	4	3	2	4	3	4	2	4	5	3	4	4	3	4	2	6	2	1	3	4	4
Airlines	3	3	3	3	5	3	4	3	1	5	2	3	3	4	2	3	3	2	3	3	3	3
Government	2	3	1	1	3	2	3	3	3	3	3	2	*	2	4	2	4	2	2	2	3	3
Insurance	2	2	2	3	2	2	2	3	2	2	1	1	2	1	2	1	3	3	-	1	3	4
Drug/pharmaceutical	1	2	2	-	1	2	2	2	1	2	1	1	1	2	2	2	1	1	1	1	1	1
Forestry/logging/pulp and paper	1	2	*	*	2	1	1	2	2	1	1	1	1	*	2	1	1	2	1	1	1	2
Health/Medical care	1	1	1	1	*	1	1	1	2	1	1	2	2	-	1	1	*	1	1	1	*	1
Other	10	9	11	7	13	8	10	12	13	11	7	8	8	12	7	10	14	10	8	12	14	
None	6	6	5	4	6	7	6	5	7	4	6	6	4	8	6	5	5	7	7	7	4	3
DK/NA	12	9	10	15	19	16	12	9	11	5	15	14	18	15	13	13	9	7	15	15	8	7

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COMBINED MENTIONS

	REGION				SUB-REGIONS								COMMUNITY SIZE				FED. POLITICAL PREFERENCE							
	West				Van				Alb				Can.				1	100K	5K	Less				
	Atl. Que	Ont	ern Tor	Mont cou	Man.	Sask	Alb	B.C.	Que	Mill	to 1	to 1	to 1	to 1	Lib.	P.C.	NDP	Re-	Bloc					
	Prov	ario	Can.	onto	real	ver	Man.	Sask	Alb	B.C.	Que	Mill	to 1	to 1	to 1	to 1	to 1	to 1	to 1					
	2000	270	500	536	694	179	200	110	130	126	211	227	1500	489	480	488	543	640	209					
	2000	171	507	741	581	261	214	104	80	73	187	241	1493	578	499	363	560	674	204					
	2000	171	507	741	581	261	214	104	80	73	187	241	1493	578	499	363	560	674	204					
	2000	171	507	741	581	261	214	104	80	73	187	241	1493	578	499	363	560	674	204					
	2000	171	507	741	581	261	214	104	80	73	187	241	1493	578	499	363	560	674	204					
	2000	171	507	741	581	261	214	104	80	73	187	241	1493	578	499	363	560	674	204					
	2000	171	507	741	581	261	214	104	80	73	187	241	1493	578	499	363	560	674	204					
	2000	171	507	741	581	261	214	104	80	73	187	241	1493	578	499	363	560	674	204					
	2000	171	507	741	581	261	214	104	80	73	187	241	1493	578	499	363	560	674	204					
	2000	171	507	741	581	261	214	104	80	73	187	241	1493	578	499	363	560	674	204					
	2000	171	507	741	581	261	214	104	80	73	187	241	1493	578	499	363	560	674	204					
	2000	171	507	741	581	261	214	104	80	73	187	241	1493	578	499	363	560	674	204					
	2000	171	507	741	581	261	214	104	80	73	187	241	1493	578	499	363	560	674	204					
	2000	171	507	741	581	261	214	104	80	73	187	241	1493	578	499	363	560	674	204					
	2000	171	507	741	581	261	214	104	80	73	187	241	1493	578	499	363	560	674	204					
	2000	171	507	741	581	261	214	104	80	73	187	241	1493	578	499	363	560	674	204					
	2000	171	507	741	581	261	214	104	80	73	187	241	1493	578	499	363	560	674	204					
	2000	171	507	741	581	261	214	104	80	73	187	241	1493	578	499	363	560	674	204					
	2000	171	507	741	581	261	214	104	80	73	187	241	1493	578	499	363	560	674	204					
	2000	171	507	741	581	261	214	104	80	73	187	241	1493	578	499	363	560	674	204					
	2000	171	507	741	581	261	214	104	80	73	187	241	1493	578	499	363	560	674	204					
	2000	171	507	741	581	261	214	104	80	73	187	241	1493	578	499	363	560	674	204					
	2000	171	507	741	581	261	214	104	80	73	187	241	1493	578	499	363	560	674	204					
	2000	171	507	741	581	261	214	104	80	73	187	241	1493	578	499	363	560	674	204					
	2000	171	507	741	581	261	214	104	80	73	187	241	1493	578	499	363	560	674	204					
	2000	171	507	741	581	261	214	104	80	73	187	241	1493	578	499	363	560	674	204					
	2000	171	507	741	581	261	214	104	80	73	187	241	1493	578	499	363	560	674	204					
	2000	171	507	741	581	261	214	104	80	73	187	241	1493	578	499	363	560	674	204					
	2000	171	507	741	581	261	214	104	80	73	187	241	1493	578	499	363	560	674	204					
	2000	171	507	741	581	261	214	104	80	73	187	241	1493	578	499	363	560	674	204					
	2000	171	507	741	581	261	214	104	80	73	187	241	1493	578	499	363	560	674	204					
	2000	171	507	741	581	261	214	104	80	73	187	241	1493	578	499	363	560	674	204					
	2000	171	507	741	581	261	214	104	80	73	187	241	1493	578	499	363	560	674	204					
	2000	171	507	741	581	261	214	104	80	73	187	241	1493	578	499	363	560	674	204					
	2000	171	507	741	581	261	214	104	80	73	187	241	1493	578	499	363	560	674	204					
	2000	171	507	741	581	261	214	104	80	73	187	241	1493	578	499	363	560	674	204					
	2000	171	507	741	581	261	214	104	80	73	187	241	1493	578	499	363	560	674	204					
	2000	171	507	741	581	261	214	104	80	73	187	241	1493	578	499	363	560	674	204					
	2000	171	507	741	581	261	214	104	80	73	187	241	1493	578	499	363	560	674	204					
	2000	171	507	741	581	261	214	104	80	73	187	241	1493	578	499	363	560	674	204					
	2000	171	507	741	581	261	214	104	80	73	187	241	1493	578	499	363	560	674	204					
	2000	171	507	741	581	261	214	104	80	73	187	241	1493	578	499	363	560	674	204					
	2000	171	507	741	581	261	214	104	80	73	187	241	1493	578	499	363	560	674	204					
	2000	171	507	741	581	261	214	104	80	73	187	241	1493	578	499	363	560	674	204					
	2000	171	507	741	581	261	214	104	80	73	187	241	1493	578	499	363	560	674	204					
	2000	171	507	741	581	261	214	104	80	73	187	241	1493	578	499	363	560	674	204					
	2000	171	507	741	581	261	214	104	80	73	187	241	1493	578	499	363	560	674	204					
	2000	171	507	741	581	261	214	104	80	73	187	241	1493	578	499	363	560	674	204					
	2000	1																						

34.D If you received a consumer watchdog organization's flyer in the billing envelope or other mailing sent to you by (first response from the previous question), and the flyer invited you to join the watchdog organization, how likely would you be to join as a member? Would you be very likely, somewhat likely, not very likely or not at all likely?

	GENDER			A G E				MARITAL STATUS		KIDS <18 AT HOME		LANGUAGE AT HOME		RELIGION		NON-BRIT IMMIGRANT		TENURE		UNION MEMBER		
	Male	Fe male	18 to 29	30 to 44	45 to 59	60 or more	Sin gle	Mar ried	Yes	No	Eng lish	Fre nch	Cath	Prot	Eur ope	Oth er	Own	Rent	Yes	Pri vate	Pub lic	
																			Yes	Sect	Sect	
TOTAL	2000	958	1042	447	645	459	442	473	1204	762	1212	1457	467	910	725	114	93	1374	615	331	110	208
2000	964	1036	451	654	456	432	478	1205	763	1212	1434	473	924	701	133	110	1375	615	336	115	210	
Very likely	11	12	11	7	14	15	7	8	12	13	11	11	12	12	10	10	12	11	11	13	9	14
Somewhat likely	32	32	31	39	34	31	22	35	32	34	30	32	32	30	33	27	25	30	36	36	38	34
Not very likely	24	23	25	24	26	22	22	25	24	25	23	25	23	22	26	19	21	25	21	23	22	24
Not at all likely	27	29	26	25	20	26	42	26	26	23	30	26	29	28	25	33	32	28	26	23	25	22
DK/NA	6	4	8	5	6	7	7	6	6	5	7	6	5	7	5	10	10	6	6	5	6	5

	EMPLOYMENT STATUS					OCCUPATION						HOUSEHOLD INCOME						YRS OF SCHOOL				
	Full Time	Part Time	Home maker	Un empl oyed	Ret ired	Work ing Wom.	Prof Adm. OLB	Tech S.P. OSB	Off. Sale Serv	Sk/ Semi Skill	Un- skil Work	Less than \$15K	\$15K to \$25K	\$25K to \$35K	\$35K to \$50K	\$50K to \$70K or More	0-8	9-13	14+	Univ Deg.		
TOTAL	2000	750	296	178	189	440	623	272	210	286	274	182	267	323	317	435	302	304	194	997	806	356
	2000	761	293	168	191	436	629	282	213	282	275	182	250	308	309	437	305	339	184	977	837	369
	11	11	12	10	15	10	11	13	13	12	10	9	9	9	14	12	12	12	8	11	12	15
	32	35	32	34	38	21	34	36	38	40	31	26	28	32	28	32	32	37	19	29	37	37
	24	27	26	20	15	23	26	26	25	21	25	27	21	21	24	25	27	24	19	25	23	25
	27	22	24	29	25	41	21	21	19	20	26	32	35	31	28	23	22	24	46	28	22	20
	6	6	6	7	8	6	8	4	5	7	8	6	6	7	6	8	6	4	8	6	5	3

	REGION				SUB-REGIONS							COMMUNITY SIZE					FED. POLITICAL PREFERENCE					
					West		Van					Can.	1	100K	5K	Less						
	Atl. Prov	Que bec	Ont ario	Can.	ern Tor	Mont real	Van cou ver	Man.	Sask	Alb erta	B.C.	excl Que	Mill +	to 1 Mill	to 100K	than 5K	Lib.	P.C.	NOP	Re- form	Bloc Que.	
TOTAL	2000	270	500	536	694	179	200	110	130	126	211	227	1500	489	480	488	543	640	209	195	171	183
	2000	171	507	741	581	261	214	104	80	73	187	241	1493	578	499	363	560	674	204	185	162	182
	11	12	12	11	11	10	15	12	5	14	10	14	11	12	10	10	13	13	9	15	11	21
	32	33	32	28	35	23	33	38	38	34	31	37	31	30	35	34	29	32	34	40	44	27
	24	21	23	22	27	23	18	29	27	20	30	26	24	23	23	23	26	25	24	20	22	24
	27	25	28	29	25	29	28	16	27	29	28	20	27	27	29	28	26	24	30	22	22	26
	6	9	5	9	3	14	4	5	3	2	1	3	7	9	3	5	6	7	3	4	1	3

35.D If you were to join a consumer watchdog organization, such as the one I have described, how much would you be willing to pay as an annual membership fee for the organization?

Subsample: Respondents who would be very or somewhat likely to join a watchdog organization

	GENDER			AGE				MARRITAL STATUS		KIDS <18 AT HOME		LANGUAGE AT HOME		RELIGION		NON-BRIT IMMIGRANT		TENURE		UNION MEMBER		
	TOTAL	Male	Fe	20 to 29	30 to 44	45 to 59	60 or more	Mar	Yes	No	Eng	Fre	Cath	Prot	Eur	Oth	Own	Rent	Yes	Pri vate	Pub lic	
UNWEIGHTED SAMPLE	869	428	441	212	336	215	125	205	532	350	500	636	206	390	315	44	34	570	295	166	54	105
WEIGHTED SAMPLE	861	423	438	209	314	209	126	205	525	358	492	623	206	393	305	51	41	566	291	162	54	103
Nothing	12	12	11	10	13	12	12	8	13	13	11	11	14	16	9	20	7	13	11	7	13	
\$1 - \$10	24	27	22	26	19	25	35	26	24	21	26	25	24	23	24	14	20	25	24	21	17	22
\$11 to \$20	21	21	21	20	23	20	18	16	22	22	20	20	23	21	21	26	12	22	19	23	26	23
\$21 to \$50	23	22	24	22	26	24	18	28	23	22	25	22	29	24	21	23	34	23	23	25	24	24
\$51 or more	9	10	9	13	10	10	1	13	8	11	8	10	5	8	10	9	8	9	11	11	17	7
DK/NA	10	8	12	10	9	9	15	9	9	10	10	11	5	8	14	8	18	9	13	9	8	10
Mean	28.0	27.5	28.4	32.8	30.6	25.6	16.7	35.0	26.3	29.4	27.1	29.3	23.0	24.6	31.2	24.2	31.1	26.7	30.5	30.0	33.7	27.8

	EMPLOYMENT STATUS				OCCUPATION								HOUSEHOLD INCOME						YRS OF SCHOOL			
	Home Un				Work		Prof	Tech	Off.	Sk/	Un*	Less \$15K	\$15K to \$25K	\$25K to \$35K	\$35K to \$50K	\$50K to \$70K	\$70K or More	0-8	9-13	14+	Univ Deg.	
	Full	Part	mak	empl	Ret	ing	Adm.	S.P.	Sale	Semi	skil											
	Time	Time	er	oyed	ired	Wom.	OLB	OSB	Serv	Skill	Work											
TOTAL	Time	Time										\$15K	\$25K	\$35K	\$50K	\$69K	More					
UNWEIGHTED SAMPLE	869	348	135	77	98	132	284	135	109	151	117	66	101	127	136	196	139	153	50	404	413	185
WEIGHTED SAMPLE	861	343	130	75	101	134	283	139	108	147	113	63	93	128	130	190	137	165	50	393	415	193
Nothing	12	11	9	22	19	10	10	5	18	8	15	10	13	16	11	11	10	8	15	13	11	5
\$1 - \$10	24	20	25	21	17	35	19	21	16	21	17	31	31	22	23	20	25	26	29	26	22	23
\$11 to \$20	21	23	25	14	20	19	24	23	24	26	20	17	20	21	21	21	20	21	20	21	21	21
\$21 to \$50	23	28	23	27	20	16	26	36	26	22	22	18	12	18	24	27	29	26	26	26	26	26
\$51 or more	9	12	10	6	7	7	9	7	9	10	16	12	10	5	8	11	16	16	16	16	16	16
DK/NA	10	7	9	10	18	17	12	8	7	13	7	12	13	16	10	10	10	10	10	10	10	10
Mean	28.0	31.8	29.6	21.0	27.7	30.3	29.4	29.5	30.7	38.9	27.1	24.0	25.0	25.0	25.0	25.0	25.0	25.0	25.0	25.0	25.0	25.0

THE UNITED STATES OF AMERICA

[illegible]

6 7.95 5 1.2 0.25 7.95 4.25 3.00 2.5 1.55 1.05 1.05 0.51 0.01 0.01 0.01 0.18 0.00 0.1

36.D In addition to paying the membership fees to join this organization, how likely would you be to make a donation to help further the organization's work to protect your interests as a consumer? Would you be ...

Subsample: Respondents who would be very or somewhat likely to join a watchdog organization

	GENDER			A G E				MARITAL STATUS		KIDS <18 AT HOME		LANGUAGE AT HOME		RELIGION		NON-BRIT IMMIGRANT		TENURE		UNION MEMBER	
				18	30	45	60	Sin	Mar	Yes	No	Eng	Fre	Cath	Prot	Eur	Oth	Own	Rent	Yes	Pub
	TOTAL	Male	Fe	to 29	to 44	to 59	or more	gle	ried			lish	nch			ope	er			Sect	lic
UNWEIGHTED SAMPLE	869	428	441	212	314	215	125	205	532	359	500	636	206	390	315	44	34	570	295	166	54
WEIGHTED SAMPLE	861	423	438	209	314	209	126	205	525	358	492	623	206	393	305	51	41	566	291	162	54
Very likely	8	7	8	6	8	9	8	7	6	8	7	8	7	7	7	8	-	8	6	8	14
Somewhat likely	42	43	40	45	43	40	34	47	42	41	42	47	25	37	46	31	62	44	38	38	41
Not very likely	25	25	24	25	23	22	32	22	25	26	24	24	27	25	26	32	8	22	29	21	22
Not at all likely	22	21	23	18	23	24	22	19	23	21	22	16	39	27	16	24	28	21	23	29	26
DK/NA	4	4	4	5	3	4	5	5	4	3	5	5	3	4	5	5	2	5	3	5	4

	EMPLOYMENT STATUS						OCCUPATION						HOUSEHOLD INCOME						YRS OF SCHOOL			
	-----						-----						-----						-----			
	Home Un						Work Prof Tech Off. Sk/ Un-						Less \$15K \$25K \$35K \$50K \$70K									
	Full	Part	mak	empl	Ret		ing	Adm.	S.P.	Sale	Semi	Un-	than	to	to	to	to	or				
TOTAL	Time	Time	er	oyed	ired	Wom.	OLB	OSB	Serv	Skil	Work	\$15K	\$25K	\$35K	\$50K	\$69K	More	0-8	9-13	14+	Univ	
																					Deg.	
UNWEIGHTED SAMPLE	869	348	135	77	98	132	286	135	109	151	117	66	101	127	136	196	139	153	50	404	413	185
WEIGHTED SAMPLE	861	343	130	75	101	134	283	139	108	147	113	63	93	128	130	190	137	165	50	393	415	193
Very likely	8	5	6	8	12	9	8	4	6	11	8	3	11	7	4	9	8	6	5	9	6	4
Somewhat likely	42	45	43	40	37	38	42	49	44	43	32	52	31	42	44	40	42	47	34	38	46	45
Not very likely	25	24	26	21	20	29	25	24	26	26	22	20	28	19	26	24	19	31	20	24	26	30
Not at all likely	22	22	21	28	26	20	21	18	21	18	34	22	28	25	21	22	25	14	35	23	20	18
DK/NA	4	3	4	3	5	4	4	5	3	2	4	2	2	7	5	5	6	1	6	6	3	3

	REGION			SUB-REGIONS						COMMUNITY SIZE						FED. POLITICAL PREFERENCE					
	TOTAL	Atl. Prov	Que bec	West Ont ario	West ern Can.	Tor onto	Mont real	Van cou ver	Alb Man.	Sask erta	B.C. Que	Can. excl +	1 Mill +	100K to 1 Mill	5K to 100K	Less than 5K	Lib.	P.C.	NDP	Re- form	Bloc Que.
UNWEIGHTED SAMPLE	869	115	226	211	317	60	97	55	56	61	85	115	643	212	222	207	228	293	90	107	90
WEIGHTED SAMPLE	861	78	226	290	267	87	104	52	35	35	75	122	635	243	226	158	234	299	88	101	89
Very likely	8	12	5	8	8	8	7	7	2	11	7	9	8	8	6	8	8	3	15	7	9
Somewhat likely	42	52	29	45	46	48	28	44	52	43	41	49	46	39	38	43	47	42	57	42	27
Not very likely	25	18	27	23	26	18	27	33	32	26	28	24	24	25	30	25	18	26	18	24	25
Not at all likely	22	14	37	17	17	13	37	15	12	16	18	17	17	24	21	19	23	20	19	17	38
DK/NA	4	4	2	7	3	12	1	2	2	3	6	2	5	5	4	4	4	4	2	2	1

37.D Even though you would not be likely to join a consumer watchdog organization, such as the one I have described, what do you think would be a fair annual membership fee for such an organization?

Subsample: Respondents who would be not very or not at all likely to join a watchdog organization

	GENDER		A G E					MARITAL STATUS		KIDS <18 AT HOME		LANGUAGE AT HOME		RELIGION		NON-BRIT IMMIGRANT		TENURE		UNION MEMBER	
	TOTAL	Male	Fe male	18 to 29	30 to 44	45 to 59	60 or more	Sin gle	Mar ried	Yes	No	Eng lish	Fre nch	Cath	Prot	Eur ope	Oth er	Own	Rent	Yes	Pub vate Sect
UNWEIGHTED SAMPLE	1131	530	601	235	331	244	317	268	672	403	712	821	261	520	410	70	59	804	320	165	56
WEIGHTED SAMPLE	1139	541	599	243	340	247	306	273	680	406	721	812	267	532	396	83	69	809	324	173	61
Nothing	22	24	20	19	18	24	28	20	21	17	25	21	27	24	22	20	20	21	26	22	23
\$1 - \$10	23	22	24	26	24	27	18	29	22	24	23	23	27	26	21	14	28	22	27	22	13
\$11 to \$20	13	12	14	15	18	10	9	14	14	15	12	14	13	12	13	13	9	14	10	11	9
\$21 to \$50	14	14	14	16	16	15	8	16	13	17	11	15	13	12	17	9	13	14	13	18	15
\$51 or more	3	3	4	6	4	1	2	5	3	5	3	3	4	4	3	2	-	3	3	2	3
OK/NA	24	25	24	18	19	24	35	15	27	22	25	25	16	22	25	42	30	26	20	24	34
Mean	17.3	17.3	17.3	20.1	19.6	16.0	12.6	18.4	18.0	19.8	14.9	17.7	17.3	17.1	16.2	21.3	11.4	18.3	14.4	15.4	17.5

	EMPLOYMENT STATUS					OCCUPATION							HOUSEHOLD INCOME					YRS OF SCHOOL			
	Full Time	Part Time	Home maker	Un empl oyed	Ret ired	Work ing	Prof Adm. OLB	Tech S.P. OSB	Off. Sale Serv	Sk/ Semi Skil Work	Un- Less than \$15K	\$15K to \$25K	\$25K to \$35K	\$35K to \$50K	\$50K to \$69K	\$70K or More	0-8	9-13	14+	Univ Deg.	
TOTAL	1131	402	161	101	91	308	337	137	101	135	157	116	166	196	181	239	163	151	144	593	393
	1139	418	164	94	91	302	346	144	105	135	162	119	157	180	180	247	169	173	133	583	422
	22	20	22	20	20	28	18	20	17	19	18	29	32	27	24	19	20	12	29	24	17
	23	23	25	31	30	18	24	28	25	21	25	20	23	21	22	23	23	27	23	22	26
	13	15	12	18	9	10	16	16	10	13	12	17	8	14	12	13	20	14	10	14	15
	14	18	19	6	13	9	17	21	24	19	15	10	9	9	12	20	11	20	5	11	20
	3	4	4	1	3	2	6	3	4	3	6	4	5	3	2	3	6	2	3	4	3
	24	20	18	25	25	34	20	11	20	25	23	21	24	26	28	22	20	26	31	26	21
	17.3	18.3	20.5	11.5	15.8	14.8	20.8	17.6	18.1	16.8	20.2	15.7	14.6	19.1	13.9	19.5	18.5	17.7	17.8	16.3	18.4

37.0 Even though you would not be likely to join a consumer watchdog organization, such as the one I have described, what do you think would be a fair annual membership fee for such an organization?

Subsample: Respondents who would be not very or not at all likely to join a watchdog organization

	REGION								SUB-REGIONS					COMMUNITY SIZE					FED. POLITICAL PREFERENCE				
	-----								-----					-----					-----				
	West								Van					Can.					1				
	Atl. Que	Ont	ern	Tor	Mont	cou	Alb	Can.	1	100K	5K	Less	Re-	Bloc									
TOTAL	Prov	bec	ario	Can.	onto	real	ver	Man.	Sask	erta	B.C.	Que	+	Mill	to 1	to 100K	to 5K	than 5K	Lib.	P.C.	NDP	form	Que.
-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
UNWEIGHTED SAMPLE	1131	155	274	325	377	119	103	55	74	65	126	112	857	277	258	281	315	347	119	88	81	96	
WEIGHTED SAMPLE	1139	93	281	451	314	173	110	52	45	38	112	119	858	335	273	205	326	375	117	84	73	95	
Nothing	22	17	28	21	20	20	35	7	27	13	15	25	20	23	17	29	22	19	22	28	18	30	
\$1 - \$10	23	20	26	24	21	26	25	38	21	26	16	24	22	28	21	19	23	23	24	21	21	26	
\$11 to \$20	13	9	14	12	16	13	12	16	7	11	23	14	13	13	8	15	17	15	9	8	17	11	
\$21 to \$50	14	13	12	14	15	10	11	15	7	18	17	15	14	11	18	9	16	13	17	13	24	19	
\$51 or more	3	2	4	4	2	3	3	-	-	-	5	-	3	2	5	4	3	4	5	2	2	5	
DK/NA	24	40	16	25	26	28	15	24	38	32	23	22	27	23	31	23	20	26	23	28	19	9	
Mean	17.3	17.2	17.1	18.2	16.1	14.6	12.2	14.6	8.7	14.4	23.4	12.1	17.3	13.7	21.2	21.0	15.6	16.9	19.0	13.9	19.1	24.0	

38.D How likely would you be to make a donation to help further the organization's work to protect your interests as a consumer, even if you would not actually join the organization? Would you be ...

Subsample: Respondents who would be not very or not at all likely to join a watchdog organization

	GENDER			A G E			MARITAL STATUS		KIDS <18 AT HOME		LANGUAGE AT HOME		RELIGION		NON-BRIT IMMIGRANT		TENURE		UNION MEMBER			
	TOTAL	Male	Fe male	18	30	45	60	Sin gle	Mar ried	Yes	No	Eng lish	Fre nch	Cath	Prot	Eur ope	Oth er	Own	Rent	Yes	Pri	Pub
				to 29	to 44	to 59	or more														ivate Sect	lic Sect
UNWEIGHTED SAMPLE	1131	530	601	235	331	244	317	268	672	403	712	821	261	520	410	70	59	804	320	165	56	103
WEIGHTED SAMPLE	1139	541	599	243	340	247	306	273	680	406	721	812	267	532	396	83	69	809	324	173	61	108
Very likely	2	2	1	2	1	1	1	1	2	2	1	2	1	2	1	2	5	1	2	2	-	3
Somewhat likely	13	10	15	18	14	14	6	17	11	15	11	14	9	11	14	11	16	13	12	17	15	19
Not very likely	29	30	28	29	31	32	25	30	30	31	28	30	28	29	32	21	25	30	28	26	24	27
Not at all likely	48	49	47	44	47	44	56	44	49	44	50	45	58	52	45	51	36	47	51	51	56	48
DK/NA	9	9	8	7	7	8	11	8	9	8	9	9	4	7	8	15	17	9	8	4	6	4

TOTAL	EMPLOYMENT STATUS					OCCUPATION						HOUSEHOLD INCOME					YRS OF SCHOOL				
	Home Un					Work	Prof	Tech	Off.	Sk/	Un-	Less	\$15K	\$25K	\$35K	\$50K	\$70K	0-8	9-13	14+	Univ
	Full	Part	mak	empl	Ret	ing	Adm.	S.P.	Sale	Semi	skill		than	to	to	to	to				
	Time	Time	er	oyed	ired	Wom.	OLB	OSB	Serv	Skill	Work	\$15K	\$25K	\$35K	\$50K	\$69K	More				Deg.
1131	402	161	101	91	308	337	137	101	135	157	116	166	196	181	239	163	151	144	593	393	171
1139	418	164	94	91	302	346	144	105	135	162	119	157	180	180	247	169	173	133	583	422	177
2	2	*	3	-	1	1	3	-	2	2	-	-	1	1	4	1	1	1	1	3	3
13	16	14	8	10	9	18	21	14	17	12	9	11	10	9	15	13	18	7	9	19	27
29	29	29	32	29	26	29	28	35	24	28	33	28	23	34	29	32	30	24	32	27	26
48	46	49	50	52	53	44	46	39	49	53	52	54	55	48	42	45	45	59	49	44	39
9	7	7	7	8	11	7	3	11	9	6	7	7	11	7	10	9	6	10	10	7	6

TOTAL	REGION				SUB-REGIONS						COMMUNITY SIZE					FED. POLITICAL PREFERENCE					
					West			Van			Alb		Can. excl	1 Mill +	100K to 1 Mill	5K to 100K	Less than 5K				
	Atl. Prov	Que bec	Ont ario	ern Can.	Tor onto	Mont real	cou ver	Man.	Sask	erta	B.C.	Que					Lib.	P.C.	NDP	Re- form	Bloc Que.
1131	155	274	325	377	119	103	55	74	65	126	112	857	277	258	281	315	347	119	88	81	96
1139	93	281	451	314	173	110	52	45	38	112	119	858	335	273	205	326	375	117	84	73	95
Very likely	2	-	2	1	3	2	-	4	-	2	4	2	2	2	2	1	2	1	-	3	2
Somewhat likely	13	7	9	15	14	13	7	22	8	23	13	15	14	13	19	8	11	17	8	13	14
Not very likely	29	31	28	26	35	29	20	44	41	27	36	35	30	29	26	31	31	33	36	30	25
Not at all likely	48	53	57	46	41	39	66	29	40	36	45	40	45	47	47	50	50	41	53	43	59
DK/NA	9	9	5	12	7	16	5	5	7	14	5	6	10	11	7	9	8	9	6	8	3

39.D How much would you be willing to donate?

Subsample: Respondents who would be very or somewhat likely to donate to a consumer watchdog organization

	GENDER			A G E				MARITAL STATUS		KIDS <18 AT HOME		LANGUAGE AT HOME		RELIGION		NON-BRIT IMMIGRANT		TENURE		UNION MEMBER		
	TOTAL	Male	Fe male	18 to 29	30 to 44	45 to 59	60 or more	Sin gle	Mar ried	Yes	No	Eng lish	Fre nch	Cath	Prot	Eur ope	Oth er	Own	Rent	Yes	Pri vate Sect	Pub lic Sect
UNWEIGHTED SAMPLE	582	282	300	152	212	138	77	155	342	241	337	474	88	230	228	25	36	407	172	112	33	74
WEIGHTED SAMPLE	586	278	308	156	211	142	75	162	341	246	335	472	92	237	221	31	40	410	173	106	34	69
Nothing	2	2	2	1	1	1	5	1	2	*	3	2	-	2	1	-	-	2	*	1	2	1
\$1 - \$10	22	25	20	26	19	20	27	23	21	19	24	23	21	26	17	19	25	21	25	23	23	25
\$11 to \$20	23	20	26	28	26	17	17	25	22	27	20	23	21	20	27	11	29	21	26	26	24	27
\$21 to \$50	29	27	30	26	32	28	26	30	30	31	28	29	37	28	31	40	11	30	26	31	33	29
\$51 or more	10	13	7	8	8	15	11	9	9	7	12	9	10	10	9	13	4	11	8	5	6	5
DK/NA	15	14	15	11	15	18	15	11	16	16	14	14	11	14	15	17	31	15	15	14	12	14
Mean	33.7	36.3	31.2	30.8	31.6	41.6	31.4	33.1	32.4	31.7	35.3	32.1	40.4	33.2	34.2	39.4	22.3	34.9	31.1	29.8	31.7	28.8
	EMPLOYMENT STATUS						OCCUPATION						HOUSEHOLD INCOME						YRS OF SCHOOL			
	TOTAL	Full Time	Part Time	Home mak er	Un empl oyed	Ret ired	Work ing	Prof Adm. OLB	Tech S.P. OSB	Off. Sale Serv	Sk/ Semi Skil Work	Un- less than \$15K	\$15K to \$25K	\$25K to \$35K	\$35K to \$50K	\$50K to \$69K	\$70K or More	0-8	9-13	14+	Univ Deg.	
UNWEIGHTED SAMPLE	582	243	91	45	57	94	198	100	67	105	71	46	61	85	81	141	92	111	32	250	298	134
WEIGHTED SAMPLE	586	249	88	46	58	93	208	107	69	104	68	46	57	82	81	140	92	122	30	246	308	146
Nothing	2	*	2	6	1	4	1	-	2	1	-	-	1	2	2	2	1	1	-	1	2	-
\$1 - \$10	22	21	26	21	22	22	22	19	18	20	26	37	22	32	17	23	18	22	29	28	16	17
\$11 to \$20	23	24	23	21	27	14	28	18	23	33	25	18	40	21	16	26	25	18	19	23	24	23
\$21 to \$50	29	27	33	39	23	30	28	36	27	25	25	19	15	25	32	31	31	30	28	22	35	32
\$51 or more	10	11	9	-	9	11	6	13	13	9	8	8	10	6	12	6	11	14	13	9	10	13
DK/NA	15	17	7	12	18	19	15	13	17	13	16	17	12	15	21	12	13	14	11	17	13	14
Mean	33.7	34.8	31.1	24.9	31.3	38.1	27.5	39.7	33.5	31.3	30.7	27.8	29.3	26.8	39.3	29.3	37.5	39.4	36.1	30.5	35.9	39.3

39.D How much would you be willing to donate?

Subsample: Respondents who would be very or somewhat likely to donate to a consumer watchdog organization

REGION				SUB-REGIONS								COMMUNITY SIZE				FED. POLITICAL PREFERENCE							
				West				Van															
Atl. Que				Ont	ern	For	Mont	cou	Alb				Can. excl	1 Mill +	100K Mill	5K 100K	Less than 5K	Lib.	P.C.	NDP	Re-form	Bloc Que.	
TOTAL	Prov	bec	ario	Can.	onto	real	ver	Man.	Sask	erta	B.C.	Que											
582	82	104	162	234	52	43	40	39	48	60	87	478	135	151	132	164	209	61	73	62	44		
586	56	108	225	197	76	46	38	24	28	53	92	478	159	158	103	166	222	63	69	60	44		
2	1	-	2	3	-	-	-	5	4	2	3	2	-	1	1	5	1	2	5	2	-		
22	30	14	22	25	23	5	35	10	17	19	34	24	21	18	28	23	18	30	20	28	22		
23	14	20	26	24	19	14	20	28	25	28	19	24	18	31	19	23	26	16	23	24	20		
29	22	39	27	27	25	42	25	31	29	27	26	27	30	31	31	24	33	23	28	23	39		
10	5	13	11	7	15	16	5	8	4	12	5	9	13	6	8	11	10	13	7	13	10		
15	27	13	12	14	17	23	15	18	21	13	12	15	18	13	13	14	12	15	17	10	9		
33.7	26.1	45.7	33.5	29.1	36.9	53.6	25.9	30.7	31.6	32.5	26.0	30.9	38.7	32.2	32.4	31.3	35.6	33.1	28.8	31.6	36.1		

40.D If a business or industry refused to include a consumer watchdog organization's information flyer in their mailings to customers, do you strongly agree, somewhat agree, somewhat disagree or strongly disagree that the government should require the business to enclose the flyers in their mailings?

	GENDER		A G E				MARITAL STATUS		KIDS <18 AT HOME		LANGUAGE AT HOME		RELIGION		NON-BRIT IMMIGRANT		TENURE		UNION MEMBER			
	TOTAL	Male	Fe male	18 to 29	30 to 44	45 to 59	60 or more	Sin gle	Mar ried	Yes	No	Eng lish	Fre nch	Cath	Prot	Eur ope	Oth er	Own	Rent	Yes	Pri vate Sect	Pub lic Sect
UNWEIGHTED SAMPLE	2000	958	1042	447	645	459	442	473	1204	762	1212	1457	467	910	725	114	93	1374	615	331	110	208
WEIGHTED SAMPLE	2000	964	1036	451	654	456	432	478	1205	763	1212	1434	473	924	701	133	110	1375	615	336	115	210
Strongly agree	29	30	29	31	28	33	26	29	28	28	30	27	39	35	23	30	19	28	33	33	36	32
Somewhat agree	35	36	35	42	37	31	32	44	34	37	35	35	38	37	34	34	42	33	41	35	31	37
Somewhat disagree	13	13	14	12	15	13	12	12	14	14	13	14	12	12	15	5	11	14	11	14	13	13
Strongly disagree	14	13	14	8	13	17	18	9	16	13	14	16	7	10	19	15	15	16	9	12	13	13
DK/NA	8	8	8	6	8	6	12	6	8	8	8	9	3	7	9	15	13	9	6	5	7	5

	EMPLOYMENT STATUS					OCCUPATION							HOUSEHOLD INCOME						YRS OF SCHOOL				
	TOTAL	Full Time	Part Time	Home mak er	Un empl oyed	Ret ired	Work ing Wom.	Prof Adm. OLB	Tech S.P. OSB	Off. Sale Serv	Sk/ Semi Skil	Un- Work	Less than \$15K	\$15K to \$25K	\$25K to \$35K	\$35K to \$50K	\$50K to \$70K	\$70K or More	0-8	9-13	14+	Univ Deg.	
UNWEIGHTED SAMPLE	2000	750	296	178	189	440	623	272	210	286	274	182	267	323	317	435	302	304	194	997	806	356	
WEIGHTED SAMPLE	2000	761	293	168	191	436	629	282	213	282	275	182	250	308	309	437	305	339	184	977	837	369	
Strongly agree	29	29	30	27	34	28	29	29	30	32	31	28	33	30	35	30	29	22	28	30	30	28	
Somewhat agree	35	36	36	38	37	29	36	41	36	32	38	33	36	38	32	35	32	42	30	34	38	40	
Somewhat disagree	13	14	16	14	7	13	15	14	11	17	11	15	12	10	13	14	18	13	12	14	13	12	
Strongly disagree	14	14	12	11	14	18	14	12	15	13	13	15	9	13	12	13	16	18	13	14	13	15	
DK/NA	8	7	6	9	8	12	6	4	8	6	8	9	11	9	9	8	6	5	16	8	6	6	

	REGION			SUB-REGIONS							COMMUNITY SIZE						FED. POLITICAL PREFERENCE					
	TOTAL	Atl. Prov	Que bec	Ont ario	West ern Can.	Tor onto	Mont real	Van cou ver	Alb Man.	Sask erta	B.C. Que	Can. excl	1 Mill +	100K to 1 Mill	5K to 100K	Less than 5K	Re- Lib.	Bloc P.C.	NDP	form	Bloc Que.	
UNWEIGHTED SAMPLE	2000	270	500	536	694	179	200	110	130	126	211	227	1500	489	480	488	543	640	209	195	171	183
WEIGHTED SAMPLE	2000	171	507	741	581	261	214	104	80	73	187	241	1493	578	499	363	560	674	204	185	162	182
Strongly agree	29	26	41	23	29	16	49	25	34	35	21	33	26	30	26	30	32	28	25	36	26	46
Somewhat agree	35	36	39	37	31	45	32	51	30	29	26	35	34	41	35	30	33	38	30	39	28	36
Somewhat disagree	13	13	12	14	14	12	11	10	17	9	20	9	14	11	15	14	13	14	16	7	19	9
Strongly disagree	14	11	5	14	21	12	4	10	12	19	29	17	16	9	16	14	16	11	21	11	22	7
DK/NA	8	14	3	12	6	15	3	5	7	8	4	6	10	9	7	12	6	8	8	7	5	2

- 33.0 Some people think there should be consumer watchdog organizations to keep an eye on the behaviour of certain businesses or industries, such as financial services, energy utilities, telecommunications, transportation and so on.

As you may know, businesses and industries in Canada are already active in promoting their interests through well-funded organizations and lobby groups. If consumers' interests are to be equally well promoted, consumers organizations will need more money. One way of funding watchdog organizations is to have an information flyer from these independent consumer organizations inserted into the billing envelopes and other routine mailings that businesses send to their customers. The flyers would describe the watchdog organization and invite customers to join or contribute to it. These organizations already exist in some states in the U.S.

What particular industry, business or type of business, if any, do you think should have a consumer watchdog organization, such as the one I have described, to protect your interests as a consumer?

COMBINED MENTIONS

Q . 3 4 0

	Total	Very Likely	Somewhat Likely	Not Very Likely	Not at all Likely
UNWEIGHTED SAMPLE	2000	223	646	476	541
WEIGHTED SAMPLE	2000	227	634	476	542
Banks	40	38	41	47	35
Electrical/hydro utilities	24	33	31	24	15
Phone companies	14	20	16	14	10
Car companies	14	14	15	17	11
Other financial services	11	13	12	11	8
Cable TV companies	10	14	10	9	11
Retail stores	9	9	11	11	6
Fuel/gas/oil	4	4	4	3	4
Food/groceries	3	3	4	2	3
Airlines	3	2	4	4	3
Government	2	2	3	1	2
Insurance	2	3	3	1	2
Drug/pharmaceutical	1	2	2	1	1
Forestry/logging/ pulp and paper	1	1	2	1	-
Health/Medical care	1	*	1	2	1
Other	10	15	12	10	6
None	6	3	3	2	14
DK/NA	12	3	5	11	18

33.0 Some people think there should be consumer watchdog organizations to keep an eye on the behaviour of certain businesses or industries, such as financial services, energy utilities, telecommunications, transportation and so on.

As you may know, businesses and industries in Canada are already active in promoting their interests through well-funded organizations and lobby groups. If consumers' interests are to be equally well promoted, consumers organizations will need more money. One way of funding watchdog organizations is to have an information flyer from these independent consumer organizations inserted into the billing envelopes and other routine mailings that businesses send to their customers. The flyers would describe the watchdog organization and invite customers to join or contribute to it. These organizations already exist in some states in the U.S.

What particular industry, business or type of business, if any, do you think should have a consumer watchdog organization, such as the one I have described, to protect your interests as a consumer?

COMBINED MENTIONS

Subsample: Atlantic Provinces

Q . 3 4 D

	Total	Very Likely	Somewhat Likely	Not Very Likely	Not at all Likely
UNWEIGHTED SAMPLE	270	31	84	59	70
WEIGHTED SAMPLE	171	21	56	35	42
Electrical/hydro utilities	35	64	42	33	22
Banks	31	42	32	37	28
Phone companies	14	16	22	13	10
Retail stores	11	9	11	15	8
Fuel/gas/oil	10	17	11	9	9
Car companies	7	3	7	13	3
Cable TV companies	7	6	6	11	8
Other financial services	4	3	7	4	1
Airlines	3	-	5	4	2
Government	3	-	3	2	5
Food/groceries	2	7	4	2	-
Insurance	2	3	1	-	3
Forestry/logging/ pulp and paper	2	-	4	2	-
Drug/pharmaceutical	1	7	-	-	-
Health/Medical care	-	-	-	-	-
Other	6	6	11	2	5
None	5	-	1	4	12
DK/NA	21	6	8	14	31

- 33.D Some people think there should be consumer watchdog organizations to keep an eye on the behaviour of certain businesses or industries, such as financial services, energy utilities, telecommunications, transportation and so on.

As you may know, businesses and industries in Canada are already active in promoting their interests through well-funded organizations and lobby groups. If consumers' interests are to be equally well promoted, consumers organizations will need more money. One way of funding watchdog organizations is to have an information flyer from these independent consumer organizations inserted into the billing envelopes and other routine mailings that businesses send to their customers. The flyers would describe the watchdog organization and invite customers to join or contribute to it. These organizations already exist in some states in the U.S.

What particular industry, business or type of business, if any, do you think should have a consumer watchdog organization, such as the one I have described, to protect your interests as a consumer?

COMBINED MENTIONS

Subsample: Quebec

Q . 3 4 D

	Total	Very Likely	Somewhat Likely	Not Very Likely	Not at all Likely
UNWEIGHTED SAMPLE	500	60	166	115	140
WEIGHTED SAMPLE	507	61	165	118	140
Banks	36	32	33	44	34
Electrical/hydro utilities	34	39	42	32	25
Phone companies	20	32	26	15	14
Car companies	13	15	12	19	11
Retail stores	11	9	13	16	8
Other financial services	10	15	10	11	8
Cable TV companies	10	11	8	12	11
Food/groceries	5	6	5	2	6
Insurance	2	-	3	1	1
Drug/pharmaceutical	2	4	2	1	2
Fuel/gas/oil	2	2	1	1	2
Government	1	-	1	-	4
Airlines	1	-	1	1	*
Health/Medical care	1	-	1	-	1
Forestry/logging/ pulp and paper	*	1	-	1	-
Other	11	13	9	15	9
None	4	1	3	2	8
OK/NA	10	3	6	6	17

- 33.D Some people think there should be consumer watchdog organizations to keep an eye on the behaviour of certain businesses or industries, such as financial services, energy utilities, telecommunications, transportation and so on.

As you may know, businesses and industries in Canada are already active in promoting their interests through well-funded organizations and lobby groups. If consumers' interests are to be equally well promoted, consumers organizations will need more money. One way of funding watchdog organizations is to have an information flyer from these independent consumer organizations inserted into the billing envelopes and other routine mailings that businesses send to their customers. The flyers would describe the watchdog organization and invite customers to join or contribute to it. These organizations already exist in some states in the U.S.

What particular industry, business or type of business, if any, do you think should have a consumer watchdog organization, such as the one I have described, to protect your interests as a consumer?

COMBINED MENTIONS

Subsample: Ontario

Q . 3 4 D

	Total	Very Likely	Somewhat Likely	Not Very Likely	Not at all Likely
UNWEIGHTED SAMPLE	536	56	155	118	156
WEIGHTED SAMPLE	741	79	211	166	216
Banks	38	35	42	43	33
Electrical/hydro utilities	18	25	26	17	11
Car companies	15	13	19	14	13
Phone companies	12	14	11	13	12
Cable TV companies	11	17	14	6	12
Other financial services	9	11	13	9	6
Retail stores	6	10	9	7	3
Airlines	4	3	6	3	3
Fuel/gas/oil	3	2	3	3	4
Food/groceries	3	1	4	3	3
Government	2	1	3	2	1
Insurance	2	5	2	-	2
Drug/pharmaceutical	1	2	2	-	1
Forestry/logging/ pulp and paper	1	-	2	2	-
Health/Medical care	1	-	-	4	-
Other	10	19	12	10	7
None	9	7	5	4	19
DK/NA	16	5	6	22	18

- 33.D Some people think there should be consumer watchdog organizations to keep an eye on the behaviour of certain businesses or industries, such as financial services, energy utilities, telecommunications, transportation and so on.

As you may know, businesses and industries in Canada are already active in promoting their interests through well-funded organizations and lobby groups. If consumers' interests are to be equally well promoted, consumers organizations will need more money. One way of funding watchdog organizations is to have an information flyer from these independent consumer organizations inserted into the billing envelopes and other routine mailings that businesses send to their customers. The flyers would describe the watchdog organization and invite customers to join or contribute to it. These organizations already exist in some states in the U.S.

What particular industry, business or type of business, if any, do you think should have a consumer watchdog organization, such as the one I have described, to protect your interests as a consumer?

COMBINED MENTIONS

Subsample: Western Provinces

Q . 3 4 D

	Total	Very Likely	Somewhat Likely	Not Very Likely	Not at all Likely
UNWEIGHTED SAMPLE	694	76	241	184	175
WEIGHTED SAMPLE	581	66	202	156	143
Banks	48	46	48	57	43
Electrical/hydro utilities	21	26	25	23	10
Car companies	15	19	15	19	8
Other financial services	14	17	14	16	13
Phone companies	11	17	12	13	5
Cable TV companies	11	14	10	11	12
Retail stores	11	9	12	12	8
Fuel/gas/oil	5	3	5	4	6
Government	4	7	5	2	3
Airlines	4	3	3	5	5
Food/groceries	3	3	5	1	3
Insurance	2	3	4	2	1
Forestry/logging/ pulp and paper	2	3	4	1	-
Drug/pharmaceutical	1	-	1	2	2
Health/Medical care	1	1	1	1	1
Other	10	15	16	7	4
None	4	-	1	1	14
DK/NA	7	-	2	4	15

- 33.D Some people think there should be consumer watchdog organizations to keep an eye on the behaviour of certain businesses or industries, such as financial services, energy utilities, telecommunications, transportation and so on.

As you may know, businesses and industries in Canada are already active in promoting their interests through well-funded organizations and lobby groups. If consumers' interests are to be equally well promoted, consumers organizations will need more money. One way of funding watchdog organizations is to have an information flyer from these independent consumer organizations inserted into the billing envelopes and other routine mailings that businesses send to their customers. The flyers would describe the watchdog organization and invite customers to join or contribute to it. These organizations already exist in some states in the U.S.

What particular industry, business or type of business, if any, do you think should have a consumer watchdog organization, such as the one I have described, to protect your interests as a consumer?

COMBINED MENTIONS

Subsample: Income less than \$15,000.

Q . 3 4 D

	Total	Very Likely	Somewhat Likely	Not Very Likely	Not at all Likely
UNWEIGHTED SAMPLE	267	24	77	59	92
WEIGHTED SAMPLE	250	24	70	53	89
Banks	38	33	37	47	40
Electrical/hydro utilities	22	24	23	35	15
Car companies	15	21	20	23	7
Phone companies	14	19	15	25	7
Retail stores	10	12	10	13	8
Cable TV companies	9	7	10	9	10
Other financial services	8	4	8	6	11
Food/groceries	4	-	5	-	7
Airlines	3	4	6	6	1
Fuel/gas/oil	2	-	3	3	2
Insurance	2	4	2	-	3
Health/Medical care	2	-	2	4	1
Drug/pharmaceutical	1	-	1	-	1
Forestry/logging/ pulp and paper	1	-	1	1	-
Government	*	3	-	-	-
Other	8	24	8	6	6
None	4	-	-	-	10
DK/NA	18	8	16	6	20

33.D Some people think there should be consumer watchdog organizations to keep an eye on the behaviour of certain businesses or industries, such as financial services, energy utilities, telecommunications, transportation and so on.

As you may know, businesses and industries in Canada are already active in promoting their interests through well-funded organizations and lobby groups. If consumers' interests are to be equally well promoted, consumers organizations will need more money. One way of funding watchdog organizations is to have an information flyer from these independent consumer organizations inserted into the billing envelopes and other routine mailings that businesses send to their customers. The flyers would describe the watchdog organization and invite customers to join or contribute to it. These organizations already exist in some states in the U.S.

What particular industry, business or type of business, if any, do you think should have a consumer watchdog organization, such as the one I have described, to protect your interests as a consumer?

COMBINED MENTIONS

Subsample: Income between \$15,000 and \$25,000.

Q . 3 4 D

	Total	Very Likely	Somewhat Likely	Not Very Likely	Not at all Likely
UNWEIGHTED SAMPLE	323	29	98	66	107
WEIGHTED SAMPLE	308	29	99	63	96
Banks	36	30	38	48	34
Electrical/hydro utilities	25	50	23	32	15
Phone companies	16	38	12	17	15
Retail stores	14	9	19	13	10
Car companies	12	14	13	14	10
Cable TV companies	11	20	10	13	9
Other financial services	9	6	12	9	9
Airlines	4	-	5	7	4
Food/groceries	3	3	4	1	2
Government	2	-	4	1	2
Drug/pharmaceutical	2	-	4	2	1
Fuel/gas/oil	1	-	1	1	2
Insurance	1	4	1	1	-
Forestry/logging/ pulp and paper	*	-	1	-	-
Health/Medical care	-	-	-	-	-
Other	8	15	11	6	4
None	8	-	6	2	17
DK/NA	15	3	8	10	20

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What particular industry, business or type of business, if any, do you think should have a consumer watchdog organization, such as the one I have described, to protect your interests as a consumer?

COMBINED MENTIONS

Subsample: Income between \$25,000 and \$35,000.

Q . 3 4 D

	Total	Very Likely	Somewhat Likely	Not Very Likely	Not at all Likely
UNWEIGHTED SAMPLE	317	43	93	73	89
WEIGHTED SAMPLE	309	42	88	76	86
Banks	36	33	36	46	32
Electrical/hydro utilities	26	26	39	21	15
Phone companies	13	26	17	10	10
Car companies	11	8	14	13	12
Retail stores	11	16	15	10	7
Cable TV companies	10	8	9	12	9
Other financial services	9	14	13	9	5
Food/groceries	4	6	3	4	5
Government	4	2	3	3	6
Fuel/gas/oil	3	3	4	4	3
Insurance	2	-	5	-	2
Airlines	2	-	1	4	2
Drug/pharmaceutical	2	8	1	-	2
Forestry/logging/ pulp and paper	2	-	3	2	-
Health/Medical care	1	-	-	-	1
Other	12	12	15	15	9
None	6	9	-	2	11
DK/NA	13	3	3	15	18

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What particular industry, business or type of business, if any, do you think should have a consumer watchdog organization, such as the one I have described, to protect your interests as a consumer?

COMBINED MENTIONS

Subsample: Income between \$35,000 and \$50,000.

Q . 3 4 D

	Total	Very Likely	Somewhat Likely	Not Very Likely	Not at all Likely
UNWEIGHTED SAMPLE	435	47	149	114	96
WEIGHTED SAMPLE	437	50	140	110	103
Banks	40	40	35	55	34
Electrical/hydro utilities	27	39	39	21	14
Phone companies	15	20	19	11	7
Car companies	15	19	14	17	14
Other financial services	13	19	13	12	13
Cable TV companies	10	10	11	7	12
Retail stores	8	2	10	13	2
Fuel/gas/oil	5	7	6	4	7
Airlines	3	4	3	4	1
Government	2	2	5	1	1
Food/groceries	2	4	4	1	2
Drug/pharmaceutical	2	-	2	1	4
Health/Medical care	1	-	-	4	1
Forestry/logging/ pulp and paper	1	-	3	-	-
Insurance	1	-	2	-	-
Other	7	13	6	10	4
None	5	-	3	4	13
DK/NA	13	6	6	8	22

- 33.D Some people think there should be consumer watchdog organizations to keep an eye on the behaviour of certain businesses or industries, such as financial services, energy utilities, telecommunications, transportation and so on.

As you may know, businesses and industries in Canada are already active in promoting their interests through well-funded organizations and lobby groups. If consumers' interests are to be equally well promoted, consumers organizations will need more money. One way of funding watchdog organizations is to have an information flyer from these independent consumer organizations inserted into the billing envelopes and other routine mailings that businesses send to their customers. The flyers would describe the watchdog organization and invite customers to join or contribute to it. These organizations already exist in some states in the U.S.

What particular industry, business or type of business, if any, do you think should have a consumer watchdog organization, such as the one I have described, to protect your interests as a consumer?

COMBINED MENTIONS

Subsample: Income between \$50,000 and \$70,000.

Q . 3 4 D

	Total	Very Likely	Somewhat Likely	Not Very Likely	Not at all Likely
UNWEIGHTED SAMPLE	302	37	102	79	69
WEIGHTED SAMPLE	305	38	98	83	68
Banks	46	44	52	46	37
Electrical/hydro utilities	23	26	25	23	15
Phone companies	14	11	18	11	14
Car companies	14	13	15	17	7
Cable TV companies	13	23	12	8	16
Retail stores	9	12	9	9	7
Other financial services	8	10	7	15	2
Food/groceries	6	4	8	4	6
Government	4	4	7	1	5
Airlines	3	4	4	-	8
Fuel/gas/oil	3	3	3	3	4
Insurance	3	-	5	2	2
Forestry/logging/ pulp and paper	1	2	1	2	-
Drug/pharmaceutical	1	4	1	-	-
Health/Medical care	*	-	1	-	-
Other	10	14	17	6	5
None	5	8	2	4	11
DK/NA	9	-	-	14	12

33.D Some people think there should be consumer watchdog organizations to keep an eye on the behaviour of certain businesses or industries, such as financial services, energy utilities, telecommunications, transportation and so on.

As you may know, businesses and industries in Canada are already active in promoting their interests through well-funded organizations and lobby groups. If consumers' interests are to be equally well promoted, consumers organizations will need more money. One way of funding watchdog organizations is to have an information flyer from these independent consumer organizations inserted into the billing envelopes and other routine mailings that businesses send to their customers. The flyers would describe the watchdog organization and invite customers to join or contribute to it. These organizations already exist in some states in the U.S.

What particular industry, business or type of business, if any, do you think should have a consumer watchdog organization, such as the one I have described, to protect your interests as a consumer?

COMBINED MENTIONS

Subsample: Income more than \$70,000.

Q . 3 4 D

	Total	Very Likely	Somewhat Likely	Not Very Likely	Not at all Likely
UNWEIGHTED SAMPLE	304	39	114	71	70
WEIGHTED SAMPLE	339	40	126	80	81
Banks	43	47	45	41	39
Electrical/hydro utilities	25	33	34	21	14
Car companies	14	14	15	17	13
Other financial services	14	20	18	14	5
Phone companies	13	9	17	15	9
Cable TV companies	11	12	11	10	12
Retail stores	6	5	6	12	2
Fuel/gas/oil	6	7	6	5	9
Insurance	3	7	2	2	2
Government	2	1	2	3	2
Food/groceries	2	2	2	3	-
Airlines	2	-	3	2	2
Forestry/logging/ pulp and paper	2	6	1	3	-
Drug/pharmaceutical	1	2	1	4	-
Health/Medical care	1	2	2	2	-
Other	14	13	16	14	10
None	7	-	2	-	24
DK/NA	7	2	2	11	9

35.D If you were to join a consumer watchdog organization, such as the one I have described, how much would you be willing to pay as an annual membership fee for the organization?

Subsample: Respondents who would be very or somewhat likely to join a watchdog organization

Q . 3 4 D

	Total	Very Likely	Somewhat Likely	Not Very Likely	Not at all Likely
UNWEIGHTED SAMPLE	869	223	646	-	-
WEIGHTED SAMPLE	861	227	634	-	-
Nothing	12	9	13	-	-
\$1 - \$10	24	25	24	-	-
\$11 to \$20	21	21	21	-	-
\$21 to \$50	23	24	23	-	-
\$51 or more	9	11	9	-	-
DK/NA	10	10	10	-	-
Mean	28.0	29.4	27.5	-	-

36.D In addition to paying the membership fees to join this organization, how likely would you be to make a donation to help further the organization's work to protect your interests as a consumer? Would you be ...

Subsample: Respondents who would be very or somewhat likely to join a watchdog organization

Q . 3 4 D

	Total	Very Likely	Somewhat Likely	Not Very Likely	Not at all Likely
UNWEIGHTED SAMPLE	869	223	646	-	-
WEIGHTED SAMPLE	861	227	634	-	-
Very likely	8	20	3	-	-
Somewhat likely	42	40	42	-	-
Not very likely	25	14	28	-	-
Not at all likely	22	21	22	-	-
OK/NA	4	5	4	-	-

39.D How much would you be willing to donate?

Subsample: Respondents who would be very or somewhat likely to donate to a consumer watchdog organization

	LIKLIHOOD OF JOINING A WATCHDOG ORGANIZATION IN RESPONSE TO A FLYER (Q.34D)				
	TOTAL	Very Likely	Somewhat Likely	Not Very Likely	Not A.A. Likely
UNWEIGHTED SAMPLE	582	137	291	96	47
WEIGHTED SAMPLE	586	137	287	101	48
Nothing	2	1	2	1	-
\$1 - \$10	22	24	20	19	29
\$11 to \$20	23	17	22	32	24
\$21 to \$50	29	32	29	32	21
\$51 or more	10	10	12	3	11
DK/NA	15	16	14	13	15
Mean	33.66	34.80	35.58	26.00	41.08

40.D If a business or industry refused to include a consumer watchdog organization's information flyer in their mailings to customers, do you strongly agree, somewhat agree, somewhat disagree or strongly disagree that the government should require the business to enclose the flyers in their mailings?

Q . 3 4 D

	Total	Very Likely	Somewhat Likely	Not Very Likely	Not at all Likely
UNWEIGHTED SAMPLE	2000	223	646	476	541
WEIGHTED SAMPLE	2000	227	634	476	542
Strongly agree	29	65	33	23	21
Somewhat agree	35	19	43	40	30
Somewhat disagree	13	6	12	16	14
Strongly disagree	14	8	10	13	23
DK/NA	8	1	3	7	12