Good morning/afternoon/evening	. My name is	_ of Insight Canada Research.
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Do you or does any member of your family work in the following kind of businesses... a market research firm, advertising agency, public relations firm, or the news media?

1. First, which age group may I check you in?

• 18 to 24	(13%)
• 25 to 34	(22%)
• 35 to 44	(23%)
• 45 to 54	(19%)
• 55 to 64	(11%)
• 65 or over	(13%)

2. If you had to name one issue or problem which you feel is the most important one facing the world, that is, the one which concerns you personally the most, what would that be?

•	Environmental Problems/Pollution	(14%)
•	World Hunger/Poverty	(13%)
•	Unemployment/Lack of Jobs	(10%)
•	War	(8%)
•	World Peace/Unity	(8%)
•	Violence/Crime/Youth Violence/Drugs	(6%)
•	The Economy/Economic Stability	(6%)
•	Health/Health Care/Various Illnesses	(5%)
•	Moral Concerns	(5%)
•	National Debt/The Deficit/Debt	(5%)
•	Discrimination/Prejudices/Racism	(4%)
•	Population Growth	(2%)
•	High Taxes	(2%)
•	Problems with Government/Politicians/Leadership	(2%)
•	Lack of Education	
•		(1%)
•	The Justice System/The Laws Third World Condition	(1%)
•		(1%)
•	Social Welfare/Immigration	(<1%)
•	Nuclear Weapons/Arms/Gun Control	(<1%)
•	International Trade/Finance/Free Trade	(<1%)
•	Concerns about Agriculture	(<1%)
•	Lack of Housing	(<1%)
•	Loss of Democratic Rights	(<1%)
•	Other	(1%)
•	Don't Know	(6%)
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