

EKOS/CBC/SRC/ Toronto Star/La Presse Poll

Presentation to
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EKOS RESEARCH ASSOCIATES

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Methodology

■ Telephone survey of the general public

- 1006 completed interviews with a national random sample of Canadians 18 years of age and over (n=351 in Quebec)
 - ✓ Interview period: February 18-20, 2003
 - ✓ National results valid within +/- 3.1 percentage points, 19 times out of 20 (Quebec: $\pm 5.3\%$)
- The margin of error increases when the results are sub-divided
- It should also be noted that the refusal rate and other measurement errors could also increase the margin of error

■ All the data were statistically weighted to ensure the sample's regional, gender and age composition reflects that of the actual population of Canada according to Census data.

B. War in Iraq

War in Iraq: Support Dwindling and Divided

- Overall, little enthusiasm for War in Iraq
 - Support is declining and highly divided; CA supporters distinctly off side national mainstream (much more pro-war and pro-US)
 - Little conviction that war will achieve stated objectives (even supporters sceptical)
 - Strong belief that there will be serious negative unintended consequences (particularly long-term West-Islamic relations)
- UN sanction greatly inflates support overall, particularly in B.C. and Ontario; little effect on Quebeckers who remain offside
- American motives seen as leaning to strategic oil interests and security. Most dismiss motives as purely political.
- Canadians identify threat as principal reason to go (clearly not established to public satisfaction). World and domestic public opinion secondary; US-Canada relations fairly insignificant (more so for CA supporters)

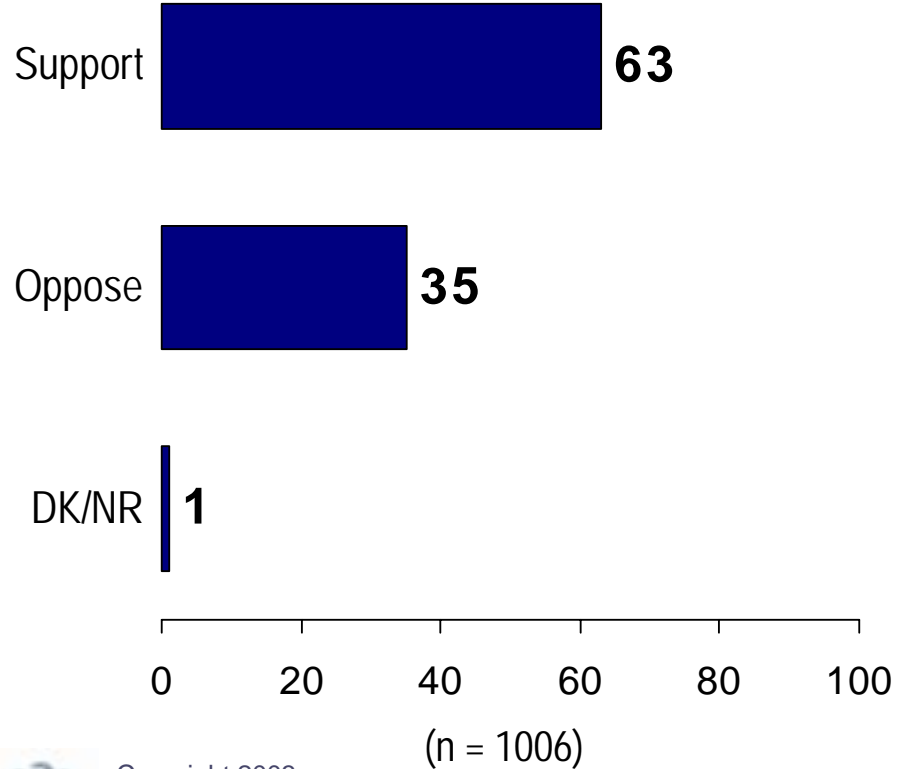
War in Iraq: UN Credibility and Bleak View of Consequences of War

- US-Canada relations key driver for support for war in Iraq and evidence of decline over past year
- International public opinion/public protest modestly weakening American-UK position
- UN sanction a linchpin of public support; UN seen as best bet for peace - more credible than US.
- UN Relevant or Toothless?
 - Strong lean to favorable view of UN particularly amongst Liberals and NDP and boomer-pre-retirement cohort. CA much more skeptical.
- War effects overwhelmingly negative; people see harm to economy, Islamic-West relations and little conviction that threat will be reduced
 - Men more likely to think war will help economy, reduce terrorism and curtail threat of weapons of mass destruction
 - Youth really worried about effects on terrorism
 - NDP supporters very worried about West-Arab relations

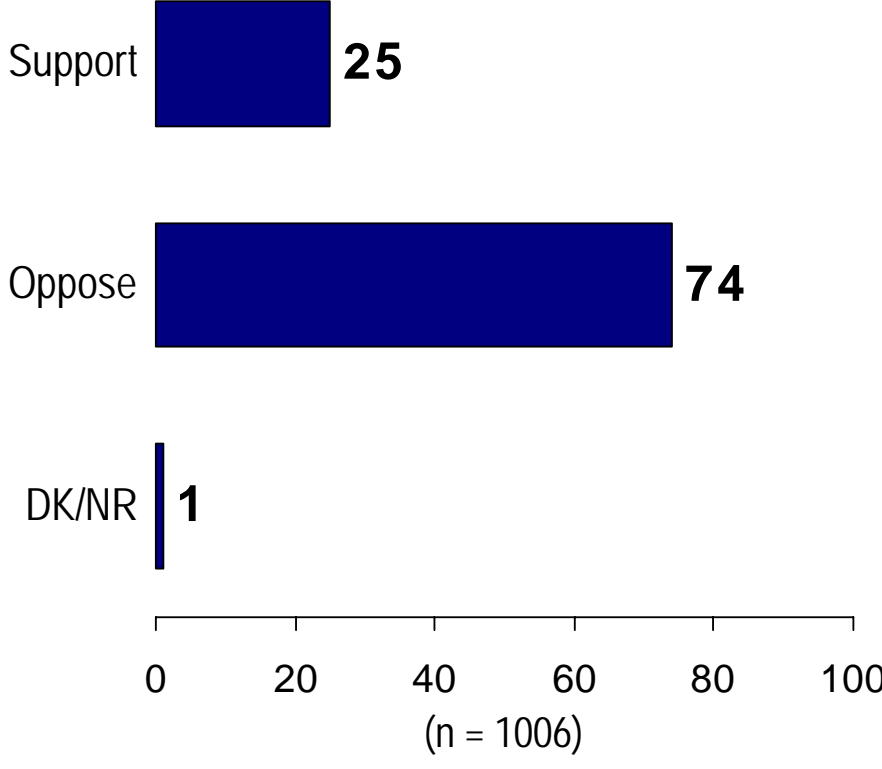
Support for War in Iraq

Q: Would you support or oppose Canadian participation if the United States...

...joined together with its major allies to attack Iraq **with the full support** of the United Nations Security Council?



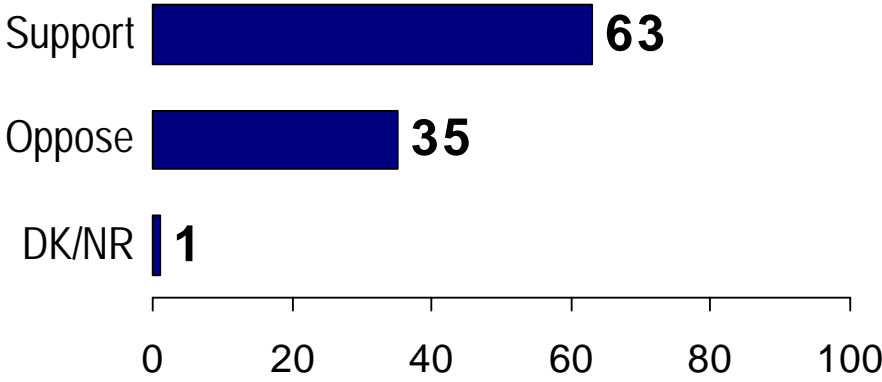
... and several of its major allies attacked Iraq **without the full support** of the United Nations Security Council?



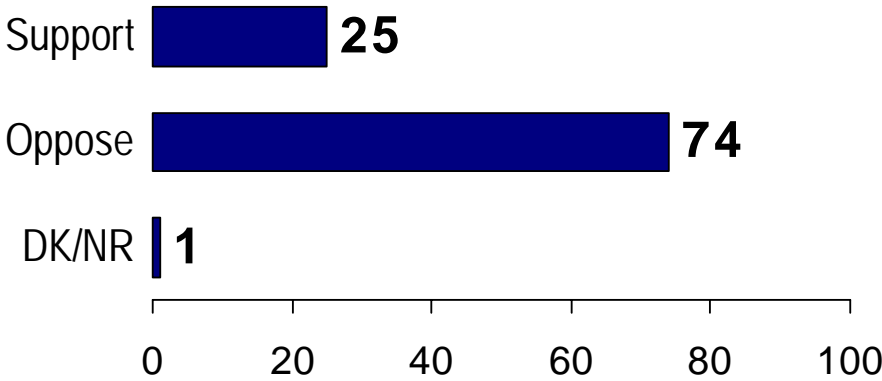
Support for War in Iraq: Canada vs. U.S.

Canada: Would you support or oppose Canadian participation if the United States...

...joined together with its major allies to attack Iraq **with the full support** of the United Nations Security Council?

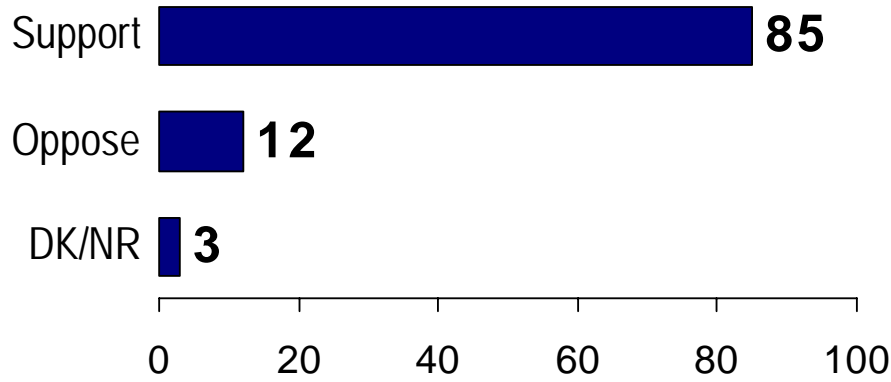


... and several of its major allies attacked Iraq **without the full support** of the United Nations Security Council?

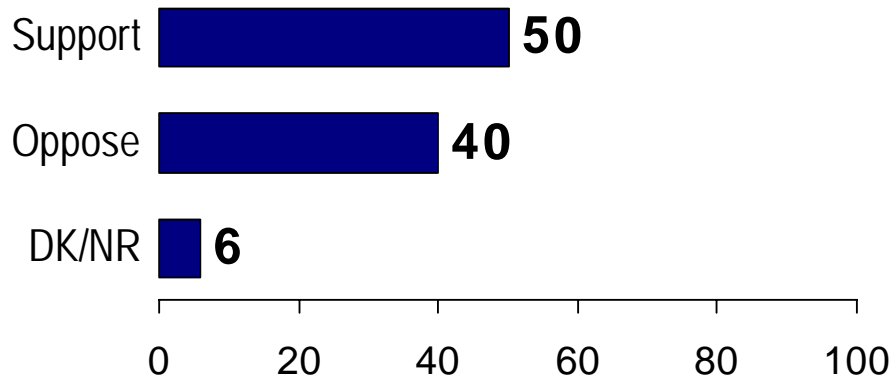


The United States: What if the United States... Would you support or oppose U.S. military action in this circumstance?

...joined together with its major allies to attack Iraq, **with the full support** of the United Nations Security Council?

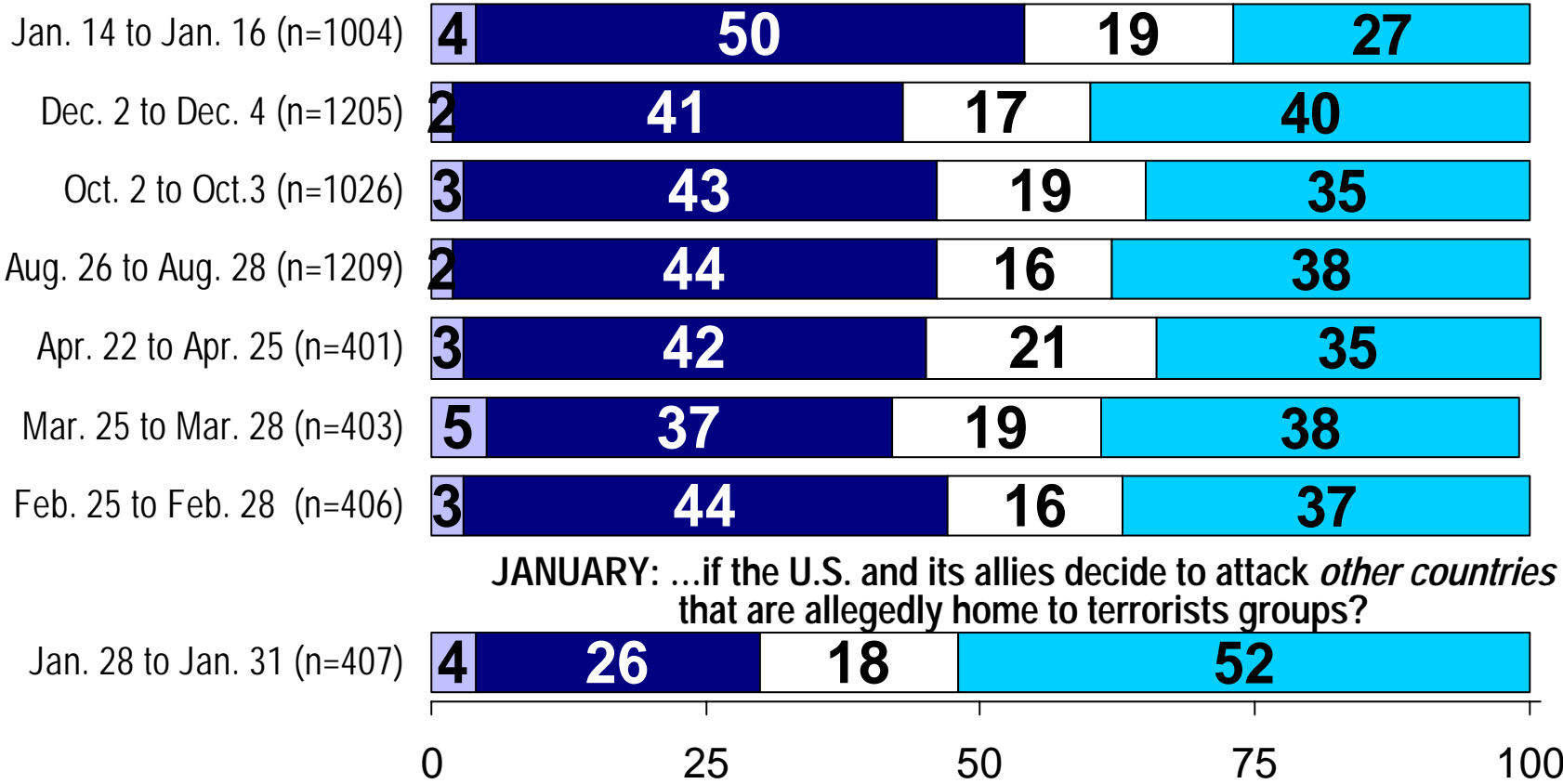


...and one or two of its major allies attacked Iraq, **without the support** of the United Nations?



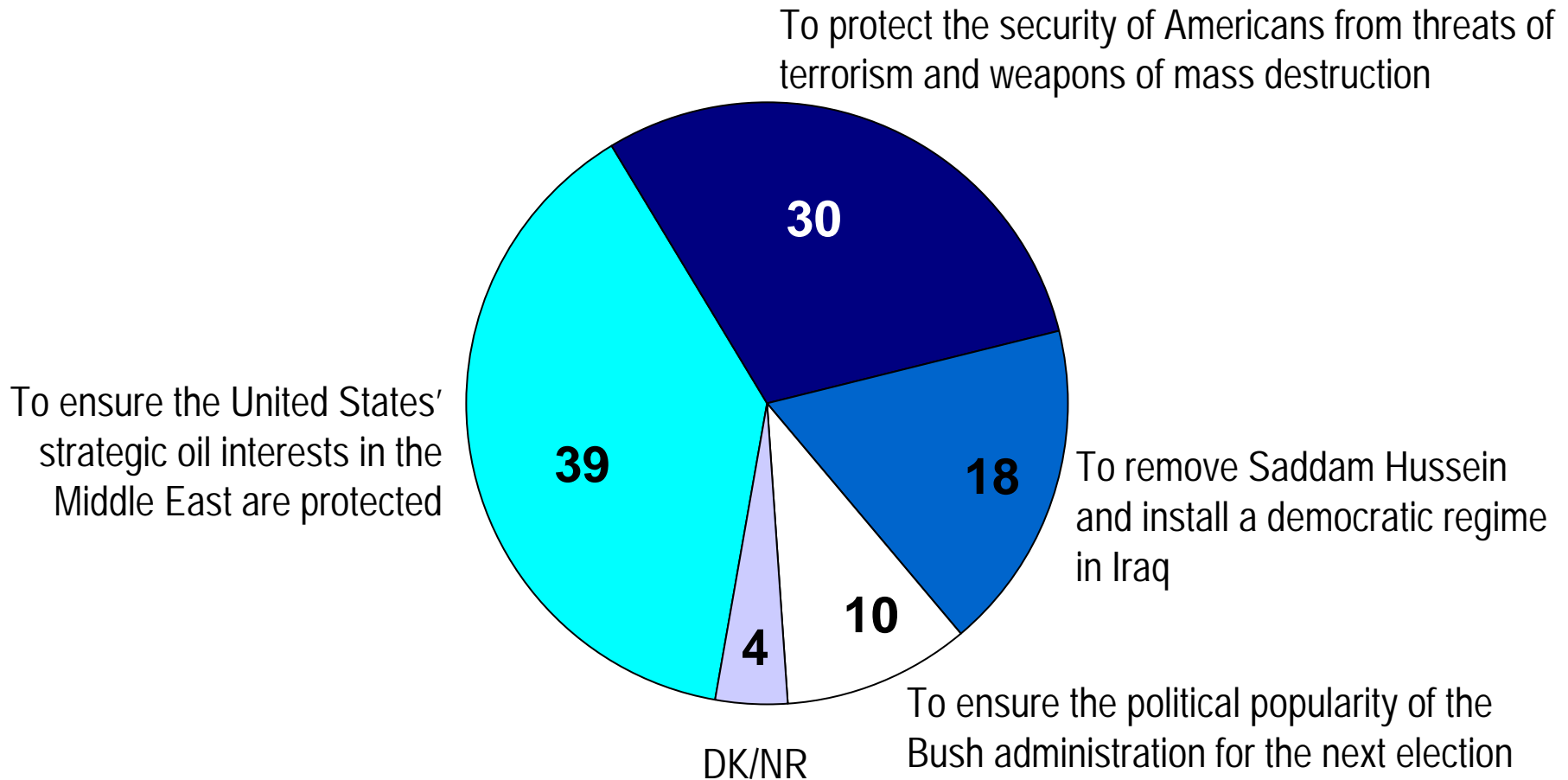
Tracking Support for War in Iraq

Q: Do you support or oppose Canadian participation if the US and its allies decide to attack IRAQ? Please respond using a 7-point scale where 1 means strongly oppose, 7 means you strongly support and the mid-point 4 means you neither oppose nor support.



Perceived American Motives for War in Iraq

Q: What do you think is the most important reason why the US Government wants to go to war against Iraq? Is it...?

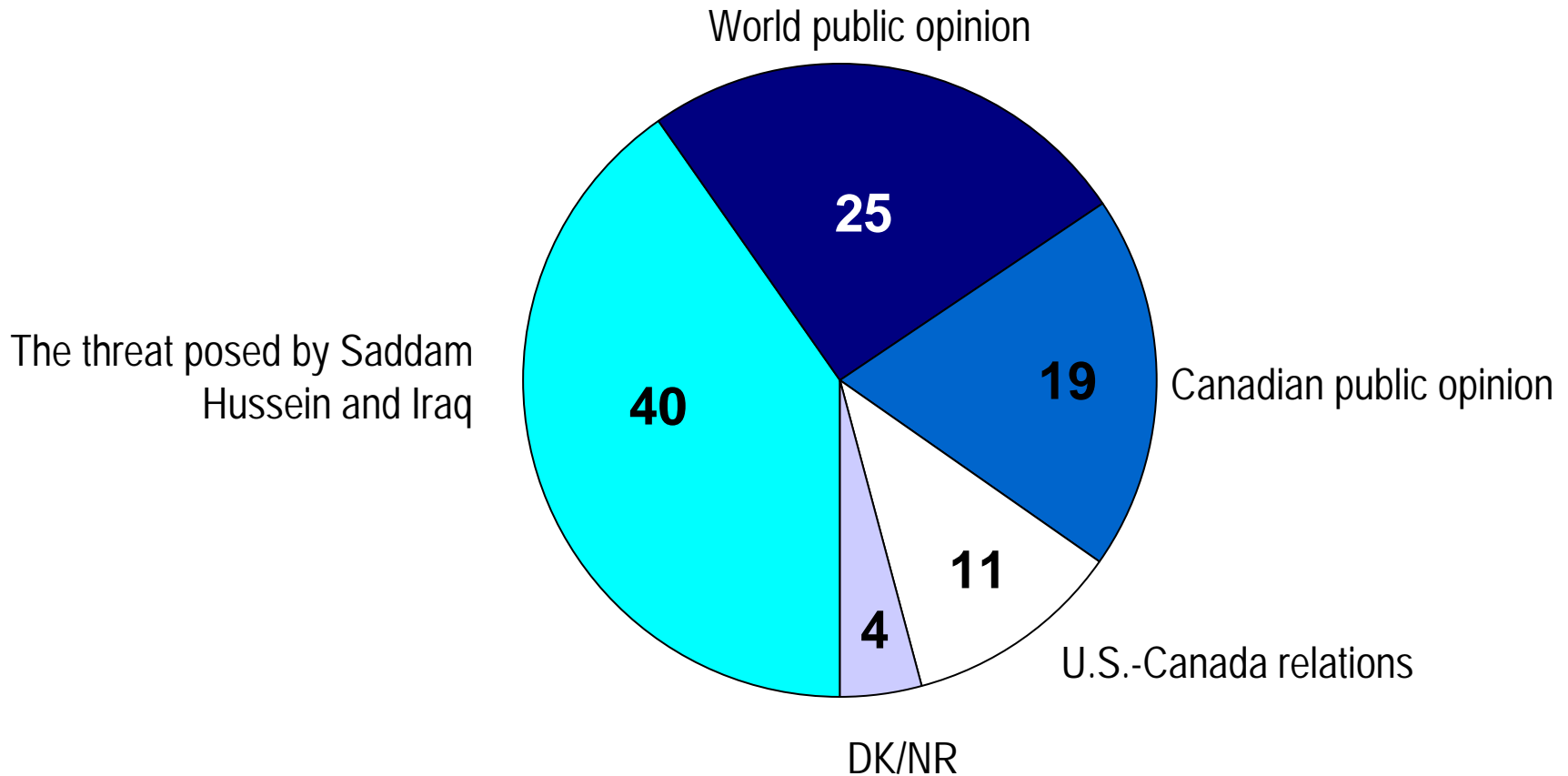


(n = 492)



Public Criteria for Canadian Participation

Q: Which of the following should be the most important consideration in Canada's decision to participate in any future conflict with Iraq? Should it be...

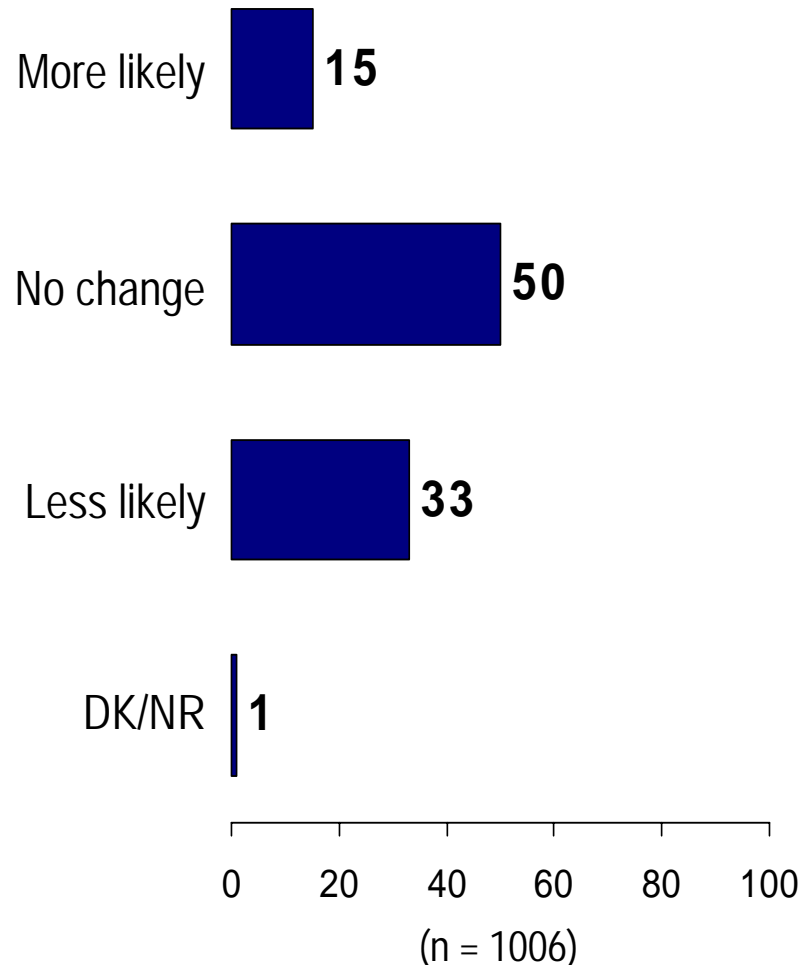


(n = 514)



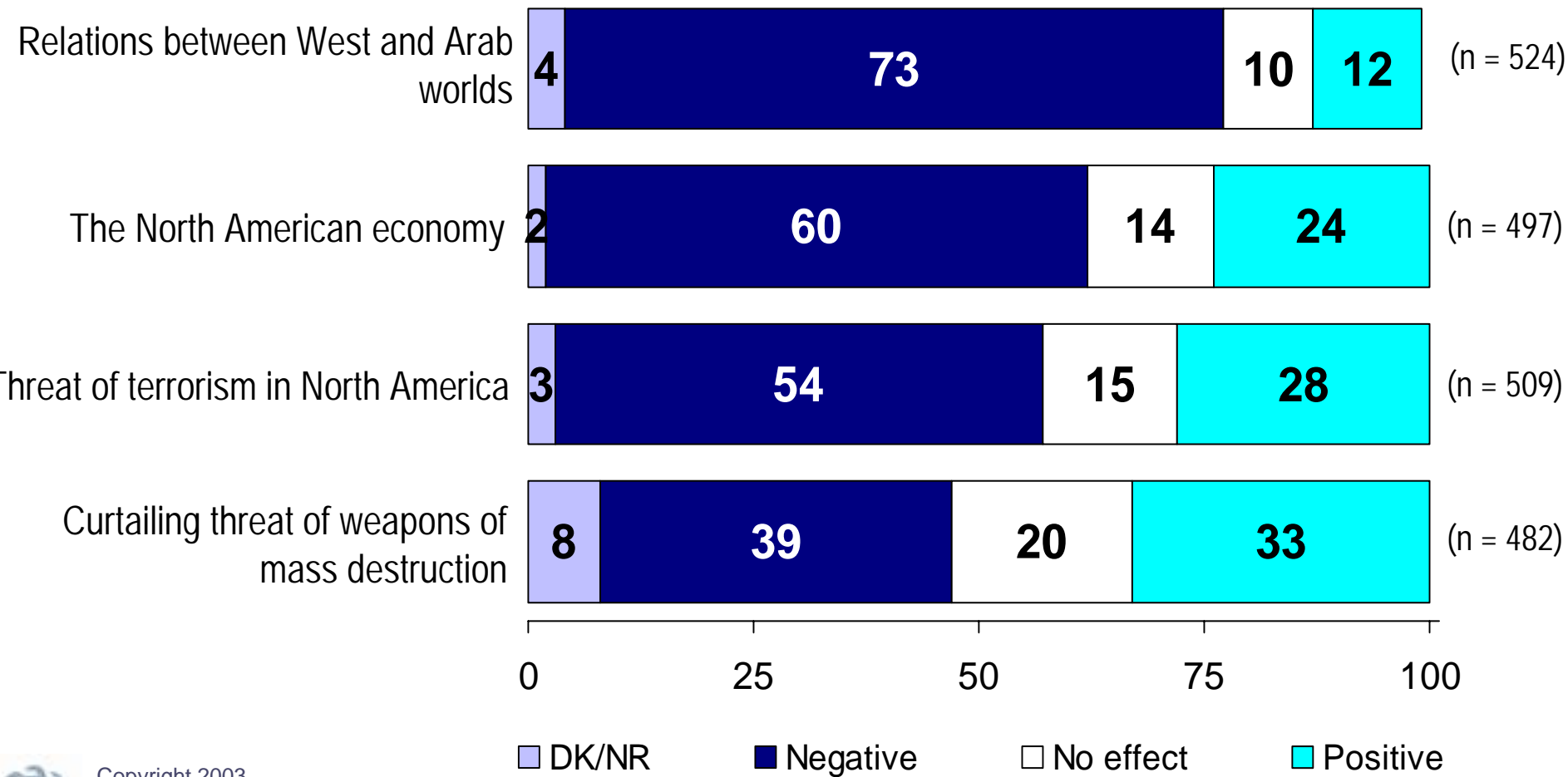
Impact of Public Protests

Q: Do recent public protests in Western countries make you more or less likely to support a US-lead war in Iraq? Please respond using a 7-point scale where 1 means much less likely, 7 means much more likely and the mid-point 4 means no change.



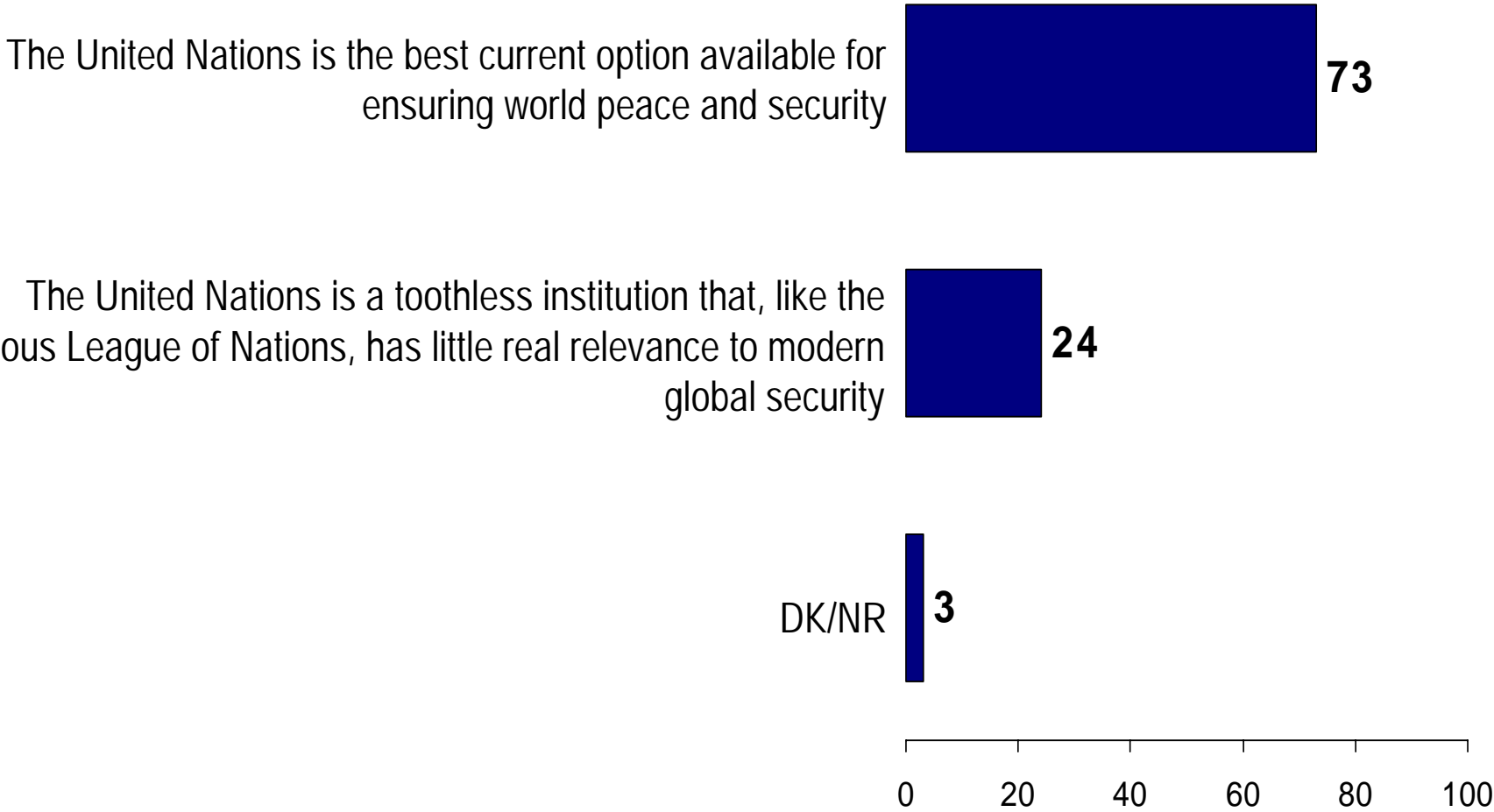
Consequences of a War in Iraq

Q: What effect will a war in Iraq have in the following areas. Please use a 7-point scale where 1 is an extremely negative effect, 7 is an extremely positive effect, and the mid-point 4 means no effect.



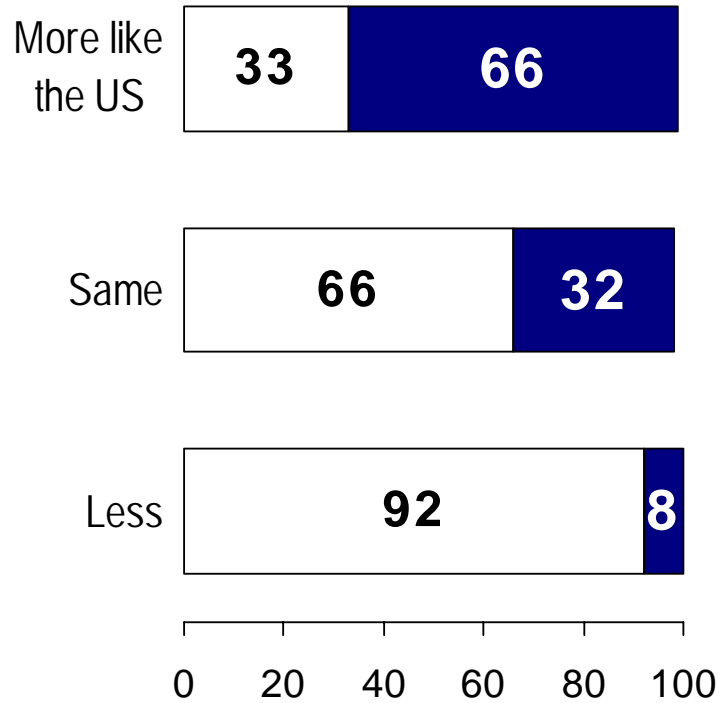
Is the United Nations Relevant?

Q: Which statement comes closer to your point of view?



Support for War in Iraq – US-Canada Relations Key Driver

Q. In the future, would you like to see Canada become more like the United States, less like the U.S., or would you like things to remain as they are?



□ Oppose war in Iraq (without UN sanction)
■ Support war in Iraq (without UN sanction)

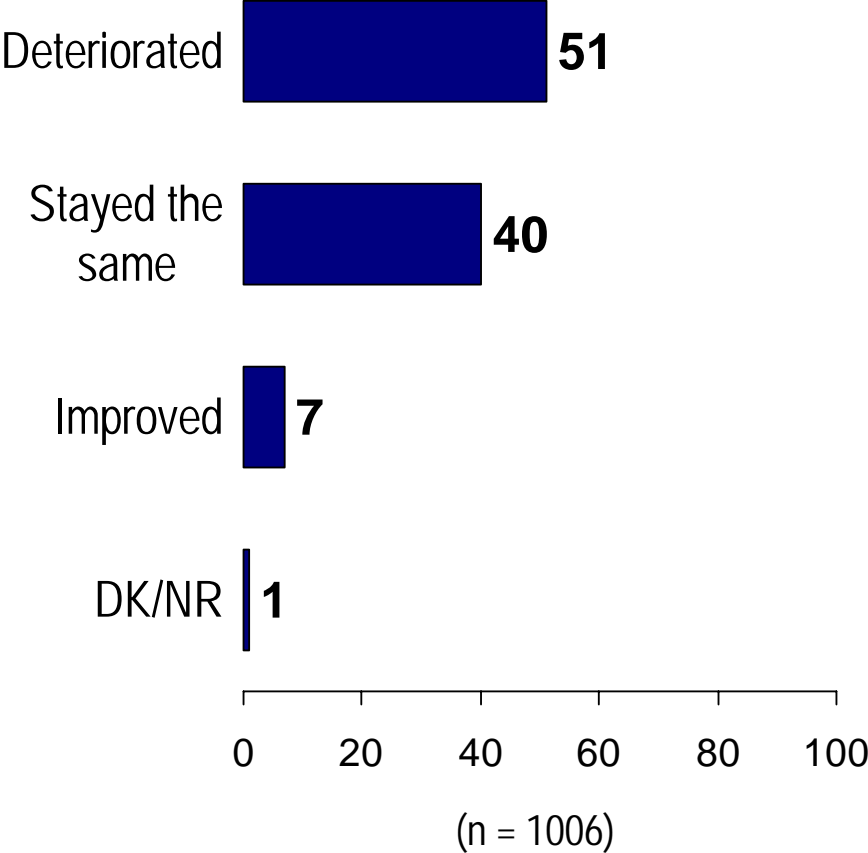
C. Canada-U.S. Relations

Canada-U.S. Relations

- Although disconnected as an explicit factor, US-Canada relations is a key driver of public opinion on Iraq; more pro-US strongly pro-war.
- Belief that relations are eroding
 - Stronger among higher socio-economic status and pre-retirement/boomer cohort
 - Quebec more likely to think that relations still the same
- US “hyper power” status produces an equal blend of unease, comfort and uncertainty
 - Quebec more likely to feel that US superpower is threatening
- Desire to be more like US in sharp decline (8%); strong desire to maintain status quo (reflects national confidence?)
 - Stronger desire in Quebec to become less like the US
- Desire to be more American is five times higher amongst CA supporters; they are also much more attuned to pleasing US as factor in war decision

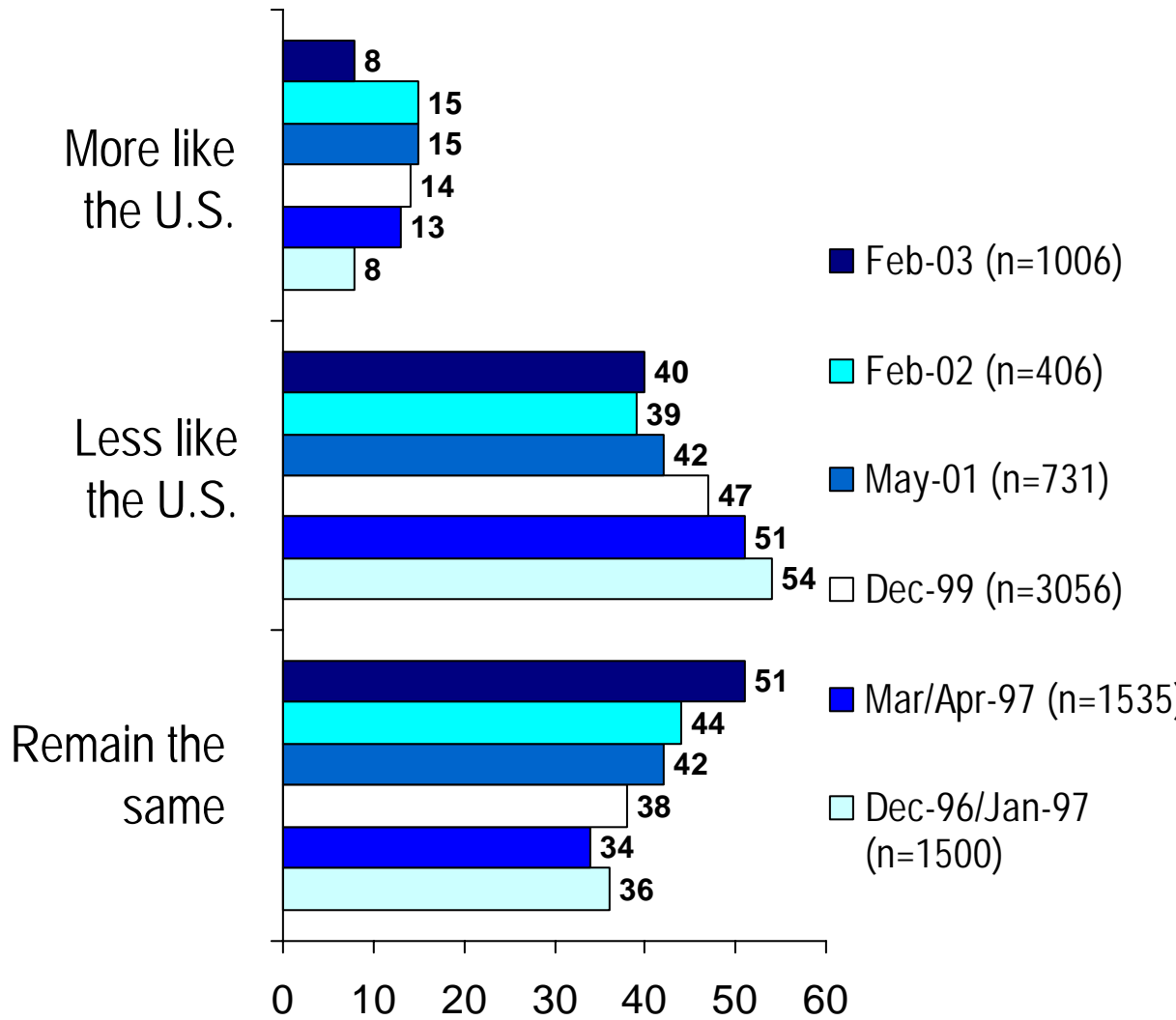
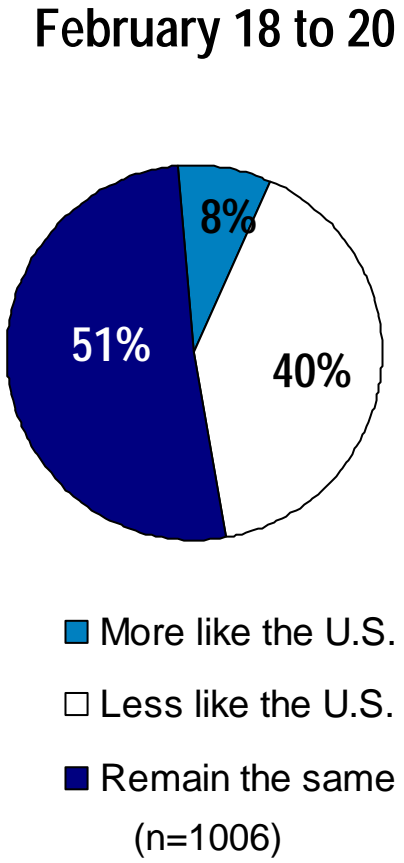
Canada-U.S. Relations

Q: Over the past year or so, do you think that Canada-U.S. relations have deteriorated, stayed the same or improved?



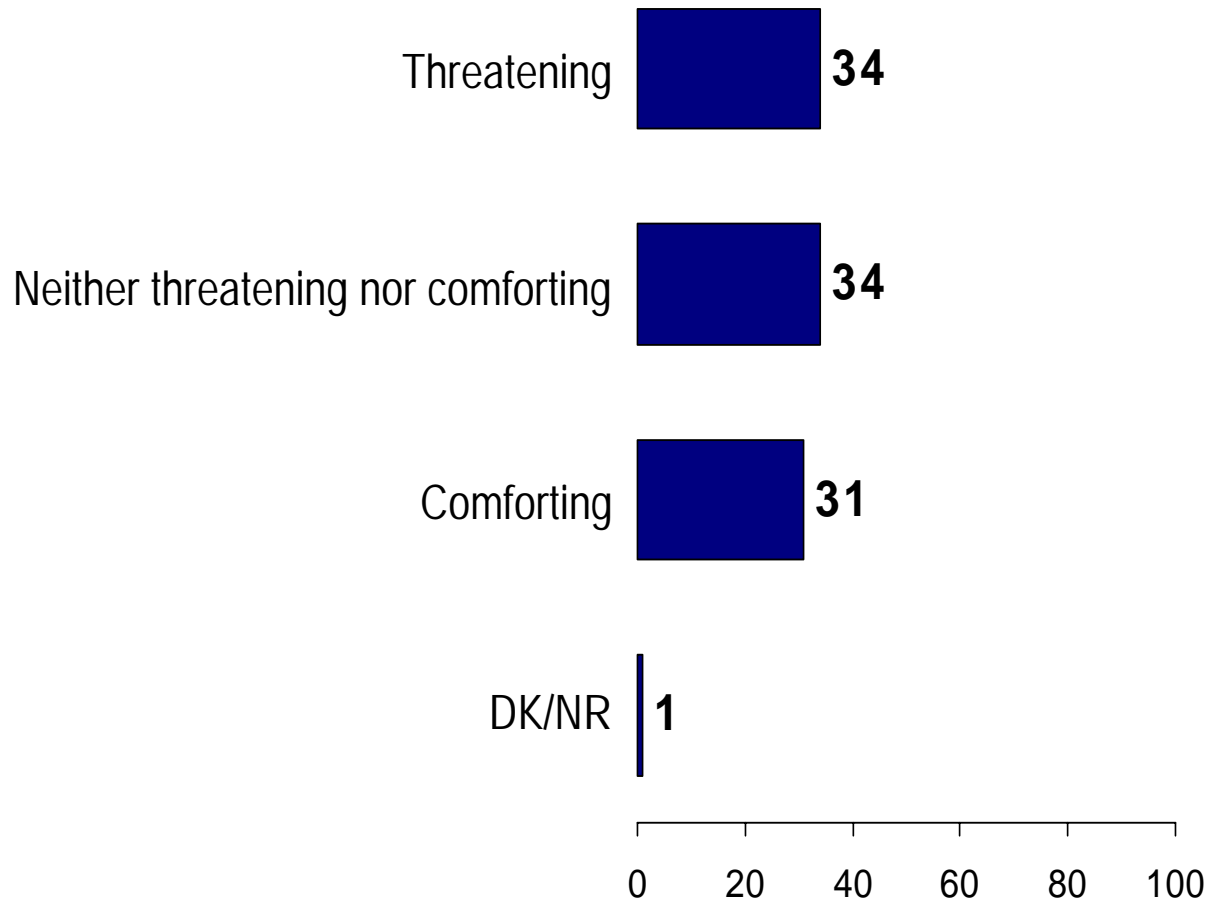
Americanization?

Q: In the future, would you like to see Canada become more like the United States, less like the U.S., or would you like things to remain as they are?



The U.S. Superpower: Threatening or Comforting?

Q: The US is the largest military, cultural and economic power on the planet. For you personally, do you find this threatening or comforting? Please respond on a 7-point scale where 1 means very threatening, 7 means very comforting and the mid-point 4 means neither threatening nor comforting.



(n = 1006)



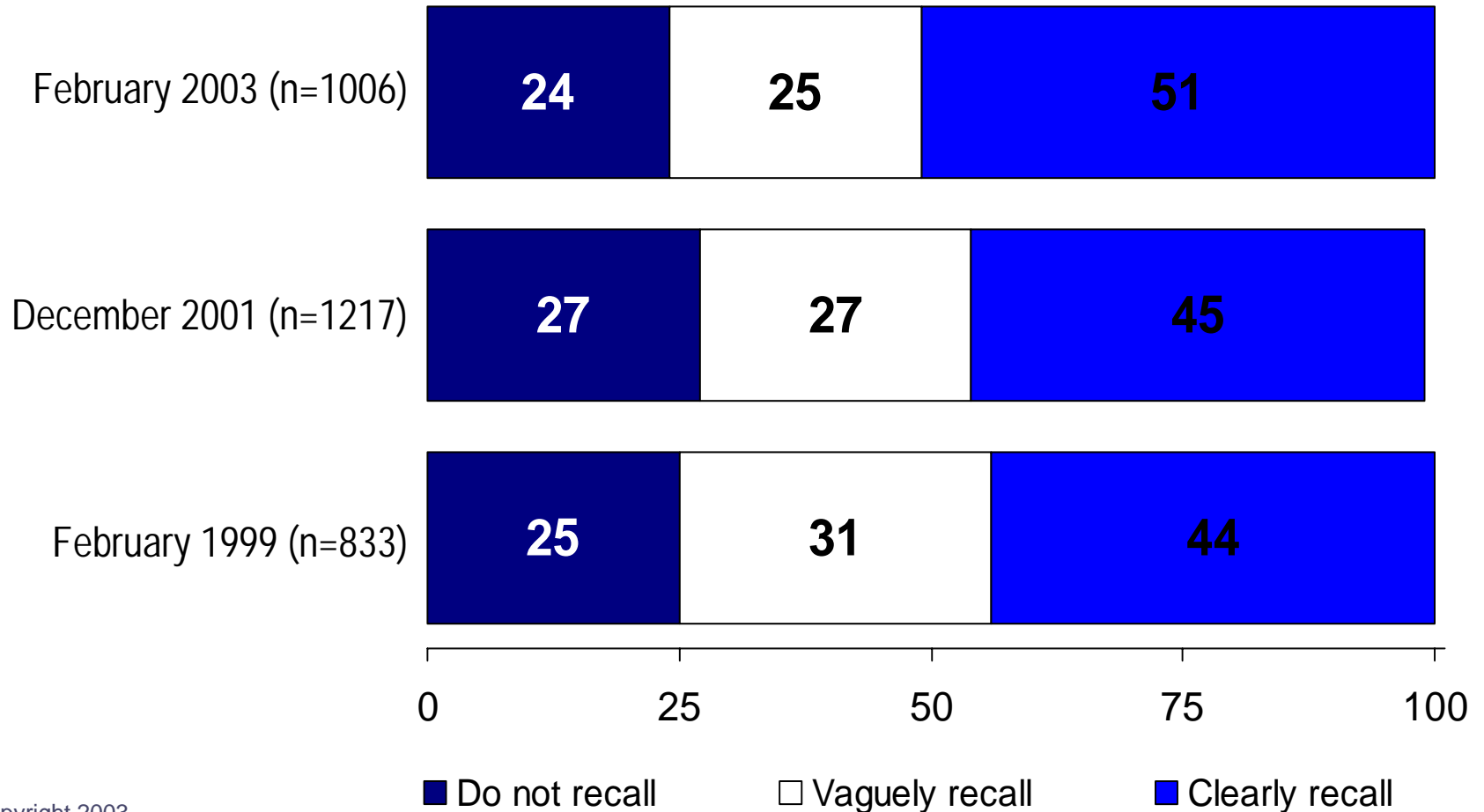
D. The Federal Budget

Budget Broadly Hits the Mark

- Budget produced elevated attention and mixed marks leaning positive
- The perceived emphasis of the budget closely reflected the preferred emphasis (unusual)

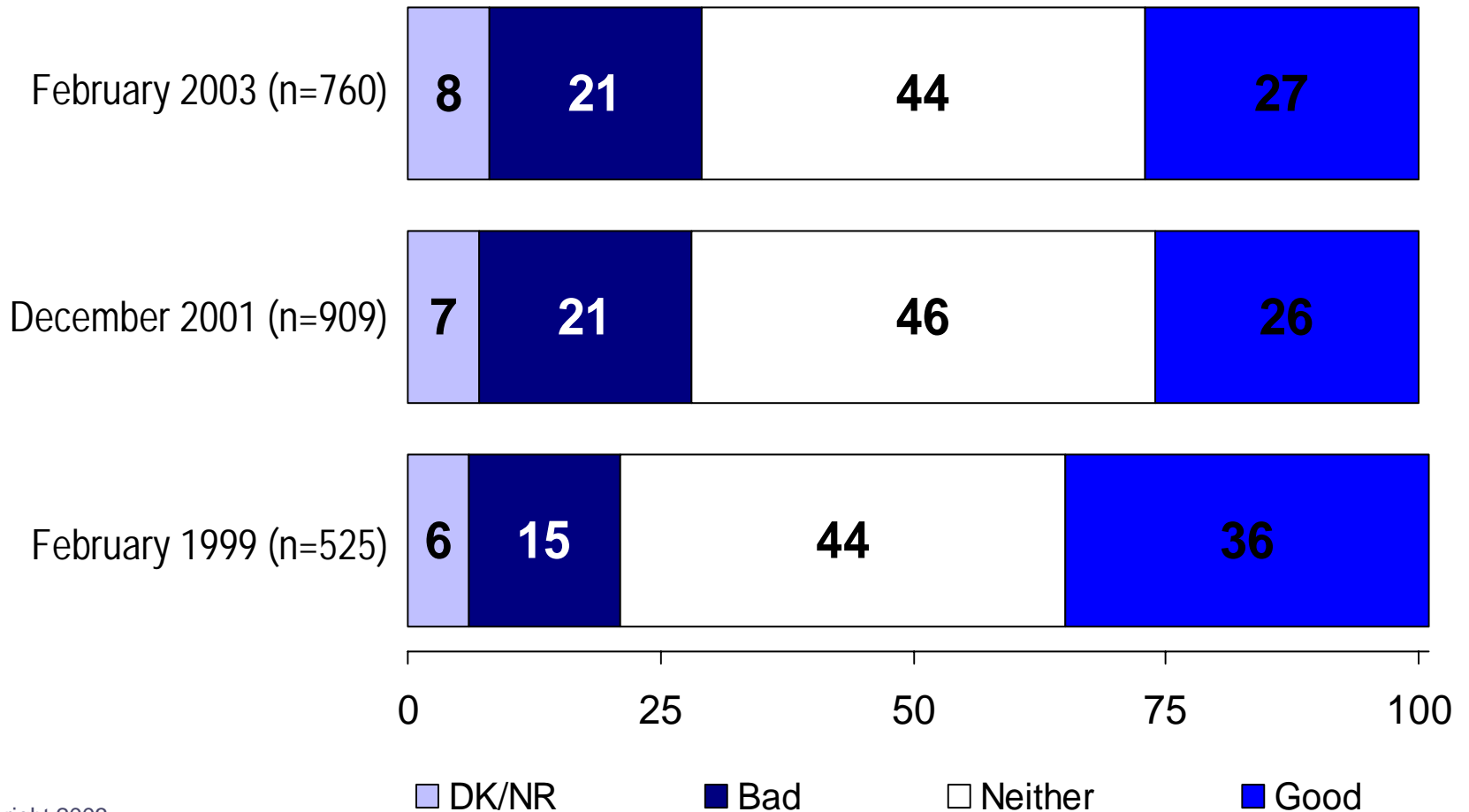
Budget Recall

Q: The federal government tabled its annual budget on February 18, 2003. Would you say that you clearly recall, vaguely recall or do not recall hearing about it?



Rating the Budget

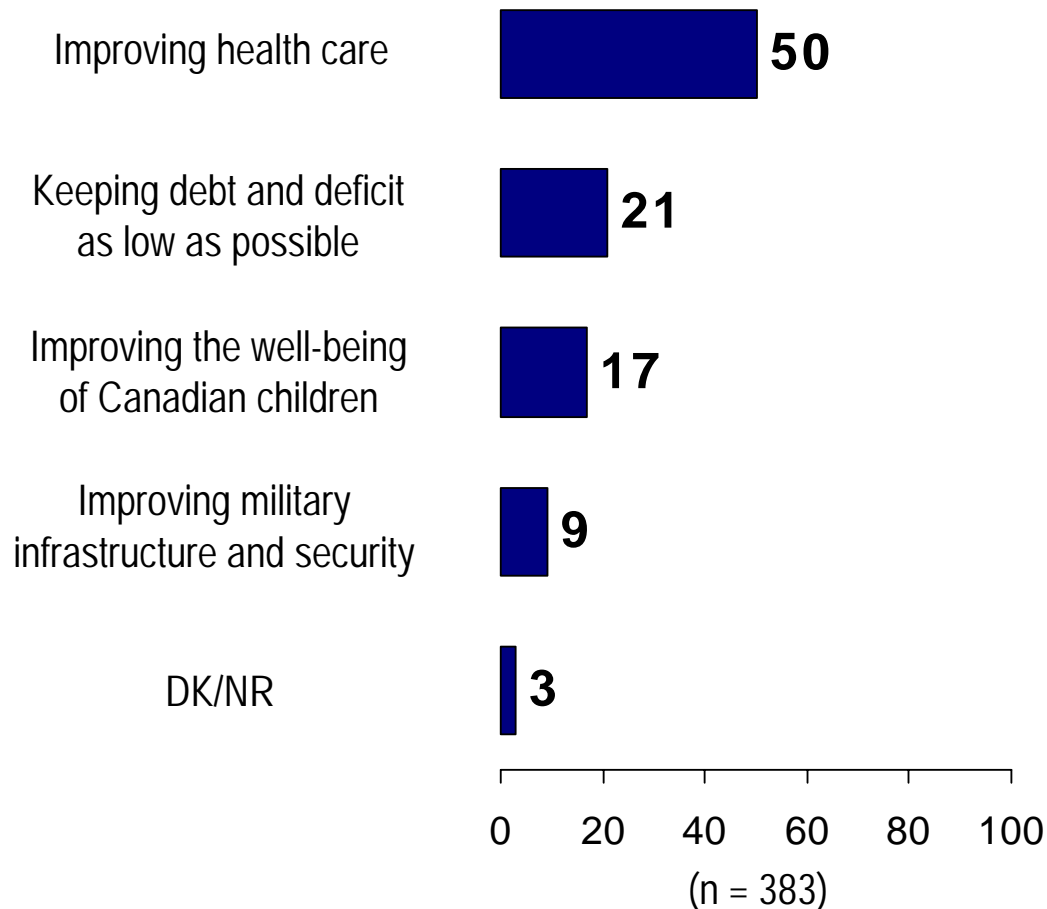
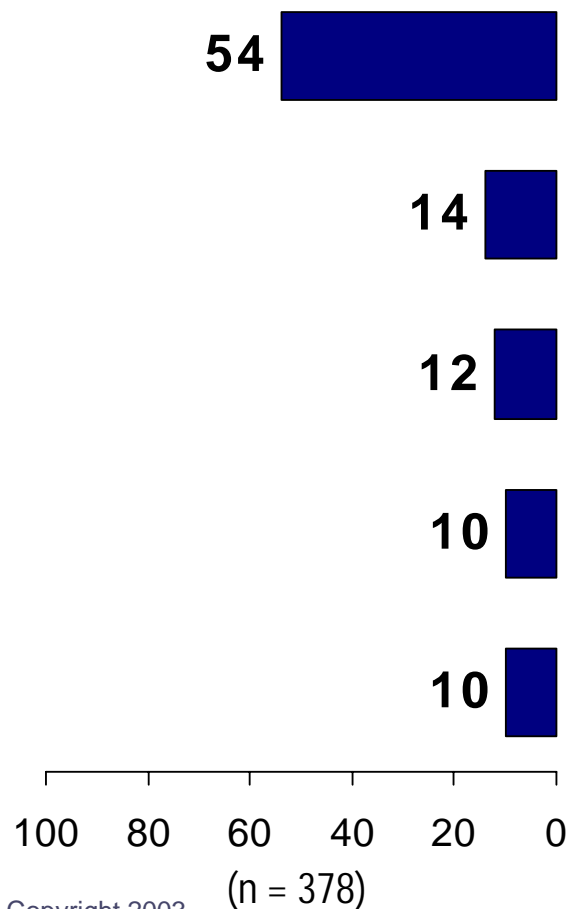
Q: Overall, how would you rate the budget? (Filter: clearly/vaguely recall budget)



Budget Focus: Perceived vs. Preferred

Q: Thinking about the most recent federal budget, which of the following areas would you say the budget was focused on the most? (Filter: clearly/vaguely recall budget)

Q: Thinking about the most recent federal budget, where should the budget have focused on the most? (Filter: clearly/vaguely recall budget)



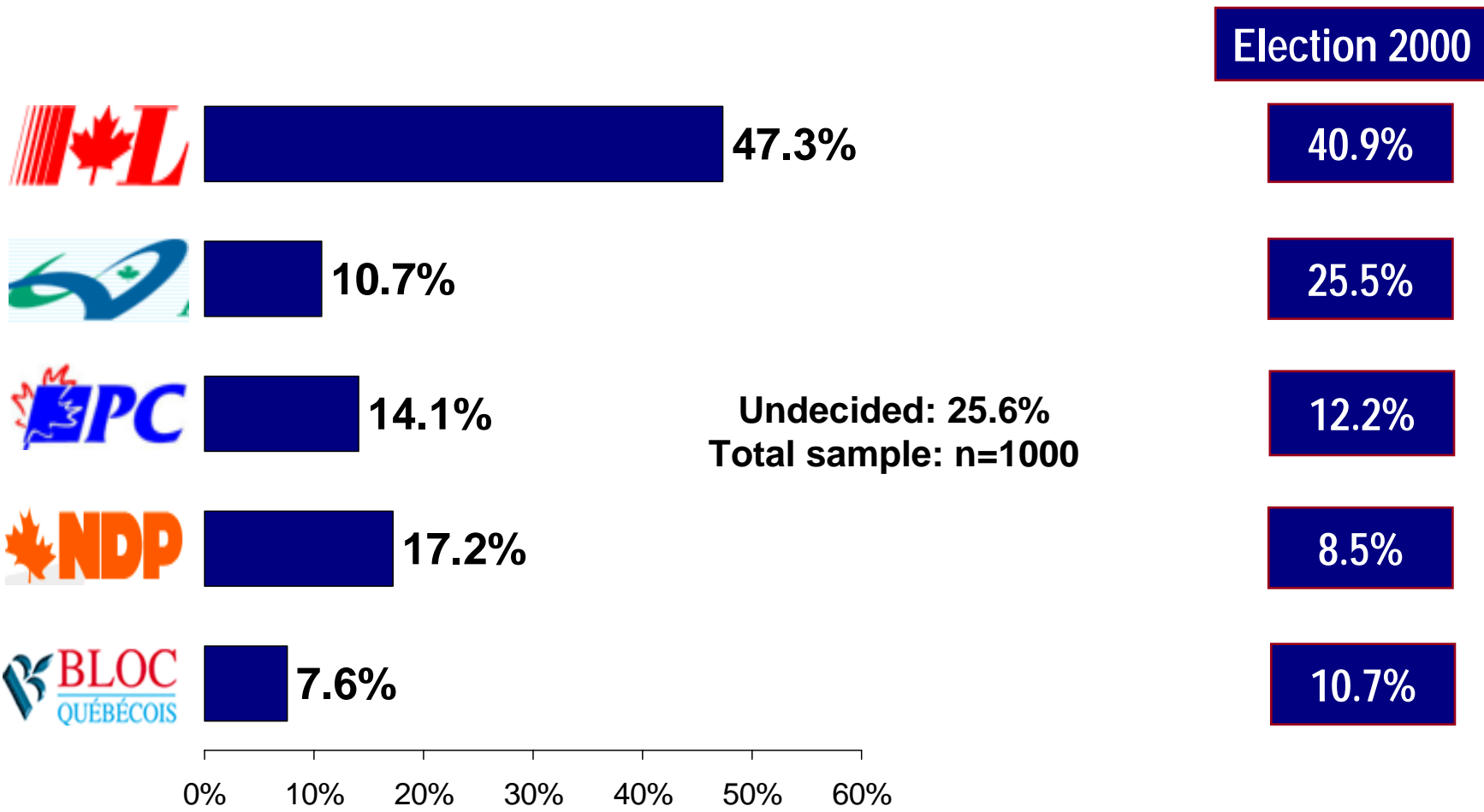
E. The Federal Political Landscape

The Federal Political Landscape

- Federal Landscape and Leadership
 - Liberal dominance continues; notable rise in NDP fortunes (post-Layton)
 - Alliance continues to tank; supporters think they are or should be living in the US
 - ✓ Five times as likely to want to become more like US / live in a different country?
- Paul Martin continues to wallop the shrinking list of other contestants for the Liberal throne (36% unprompted / Copps and Manley at just under 4%)

Federal Voting Preference

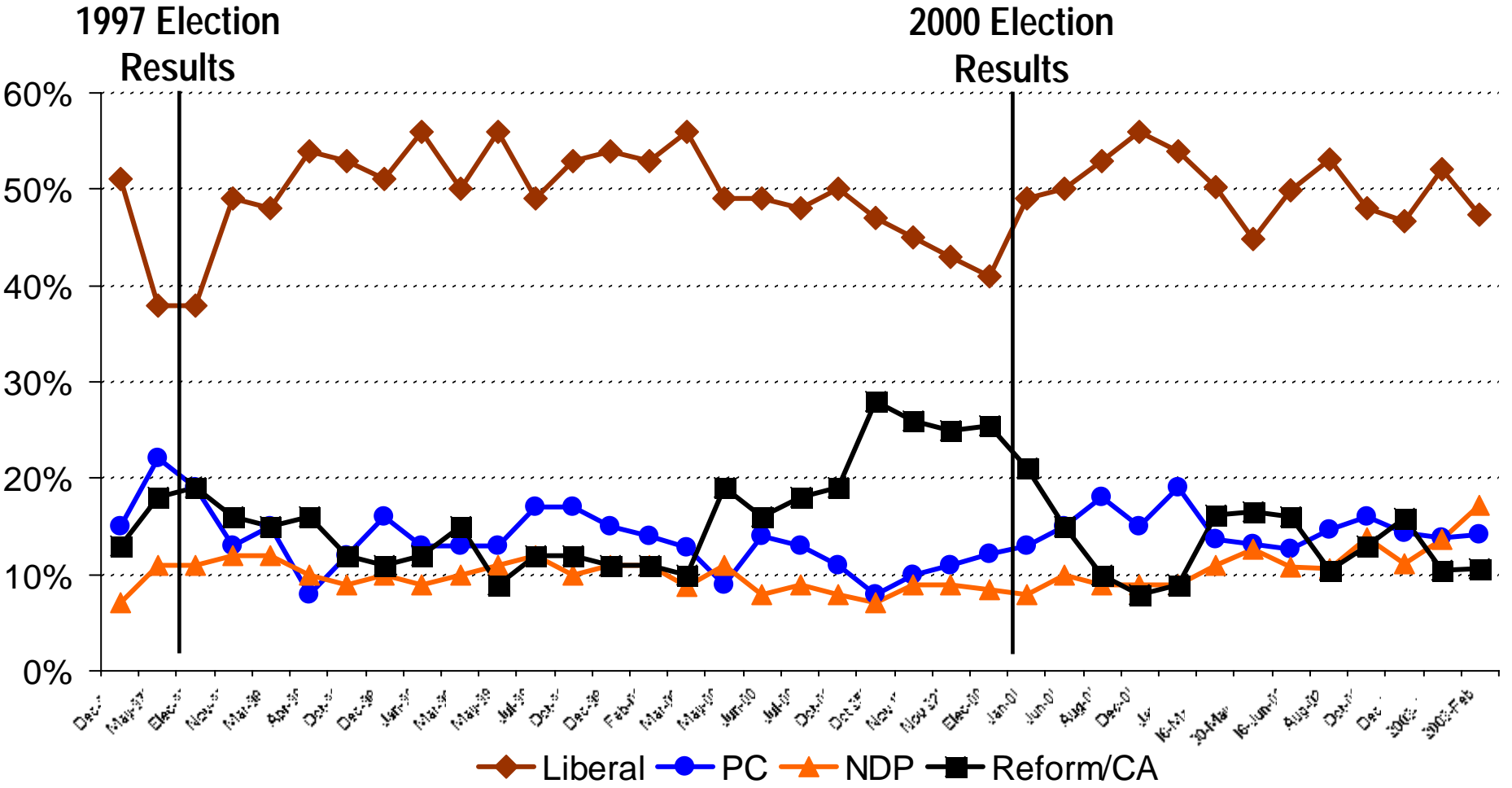
Q: If a federal election were held tomorrow, which party would you vote for? [Decided voters only*]



*Decided voters only: won't vote, undecided and refused respondents excluded; "leaners" included.

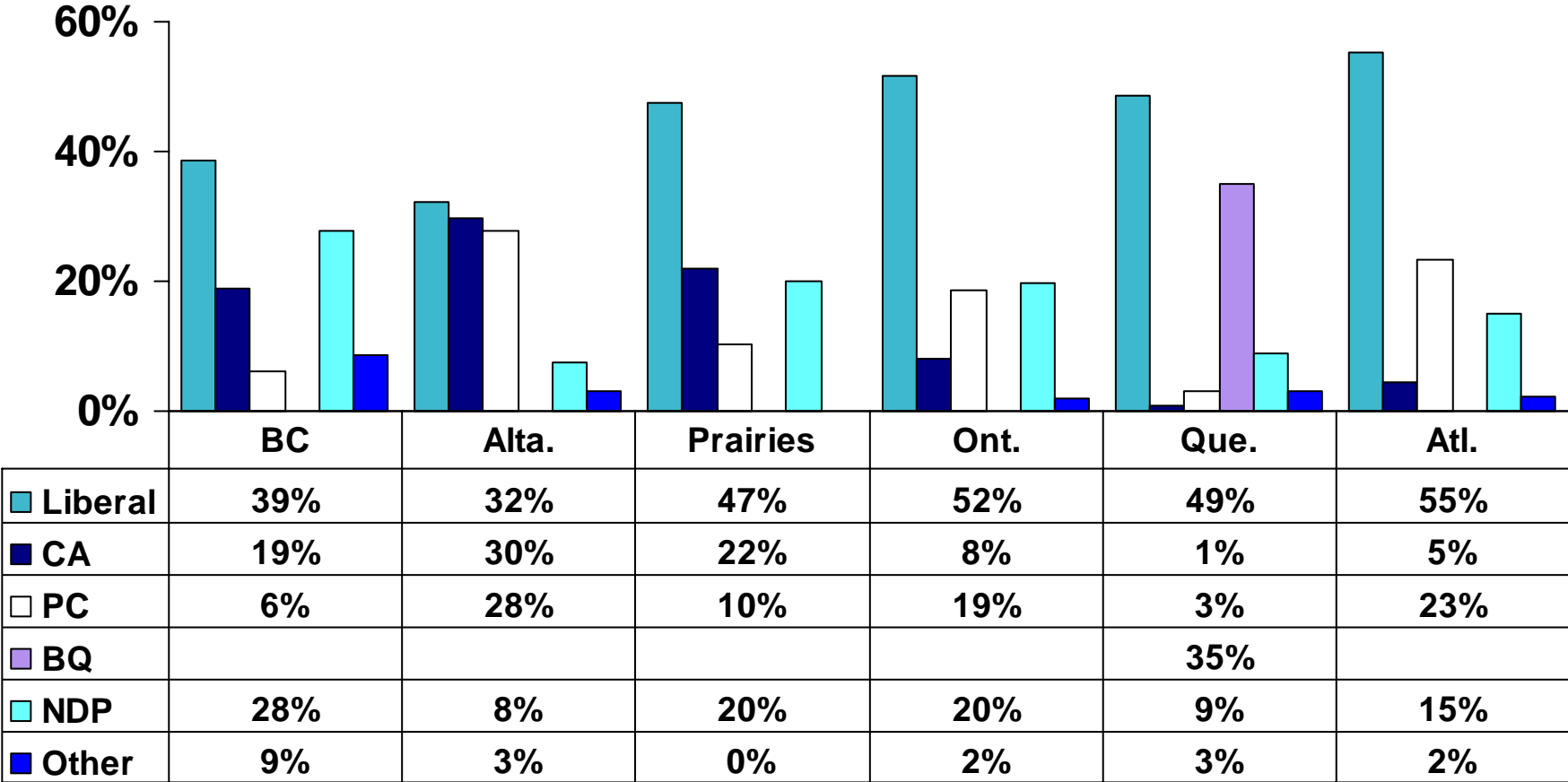
Federal Voting Preferences

Q: If a federal election were held tomorrow, which party would you vote for? [Decided voters only*]



Federal Voting Preferences: Regional

Q: If a federal election were held tomorrow, which party would you vote for? [Decided voters only*]



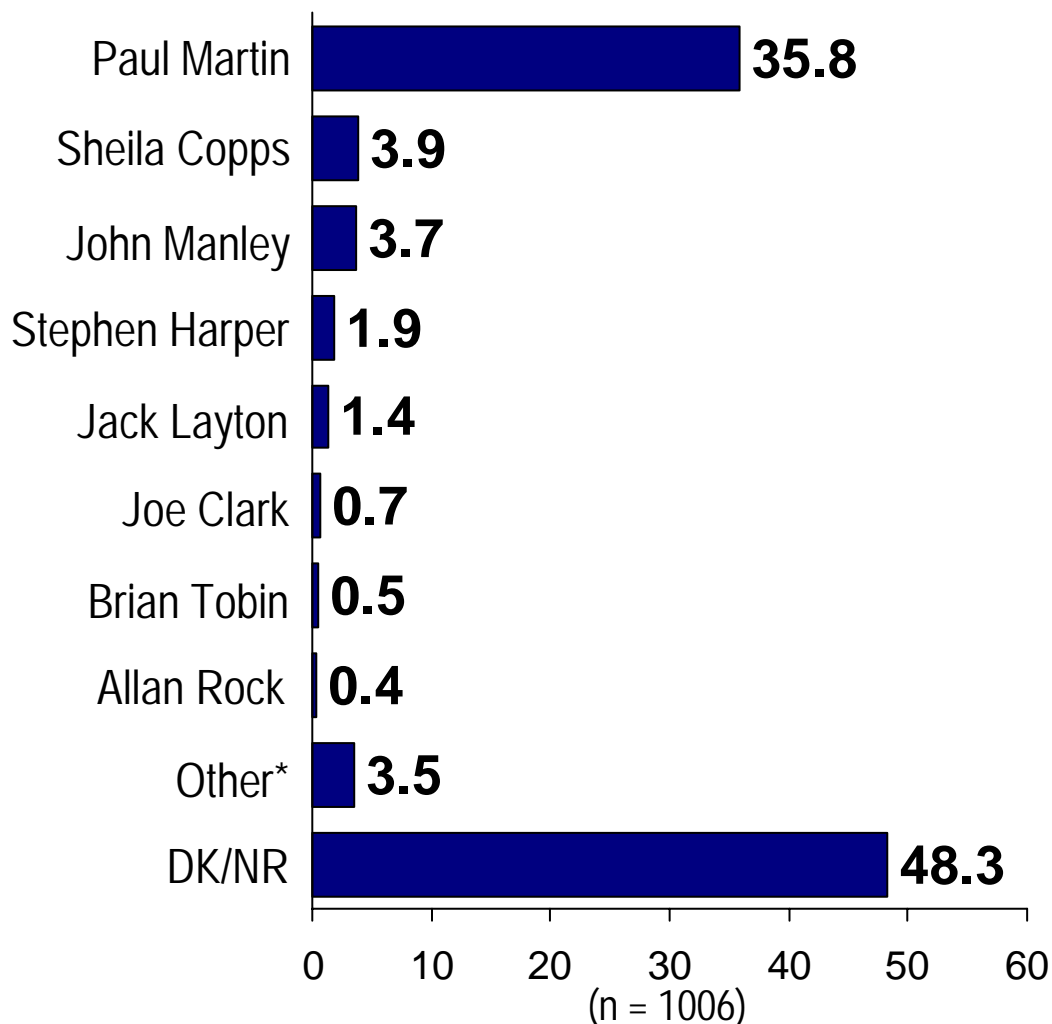
■ Liberal
 ■ CA
 PC
 ■ BQ
 ■ NDP
 ■ Other



{Base: Decided voters only; won't vote, undecided and refused respondents excluded; "leaners" included}

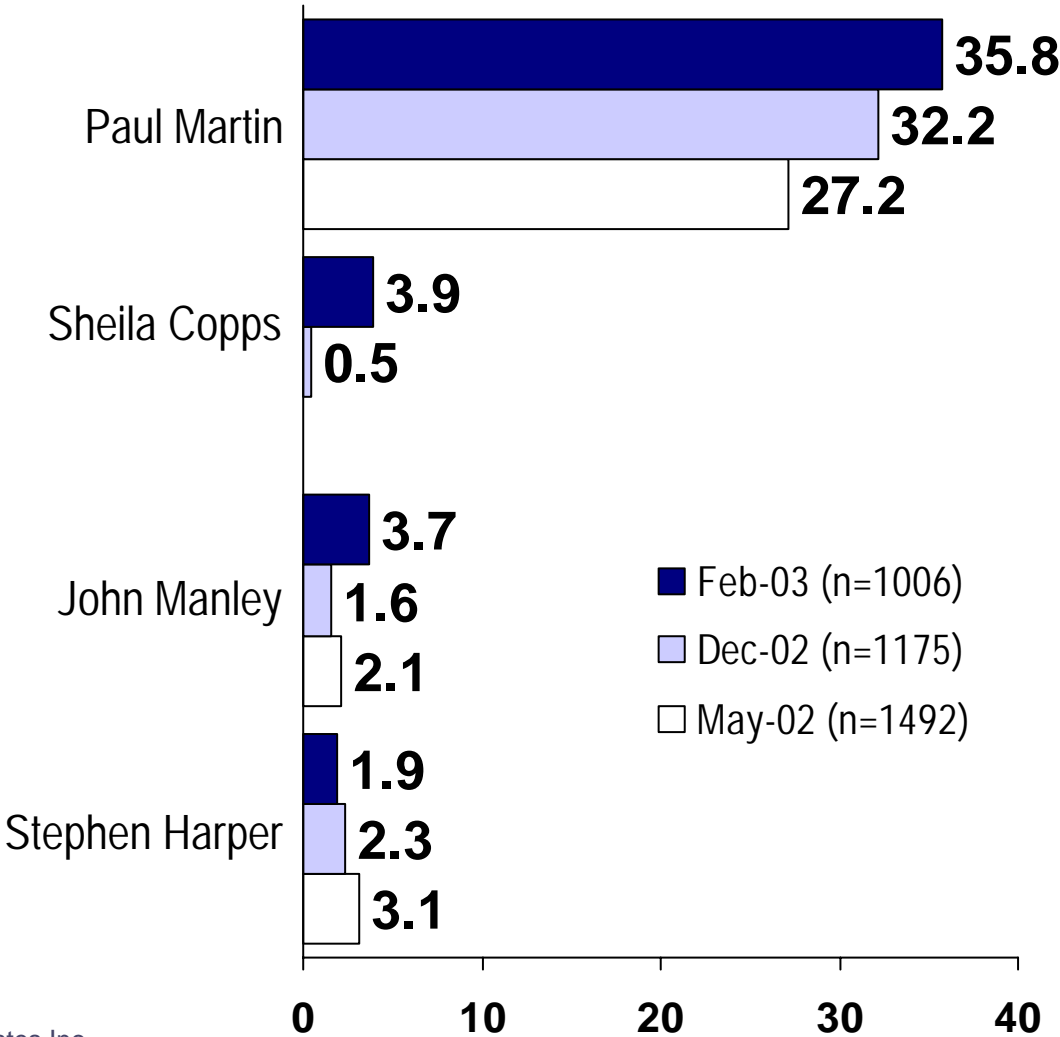
Best Prime Minister

Q: When the current Prime Minister retires during the next year, who do you think will be best suited to become the Prime Minister of Canada? [unprompted]



Best Prime Minister – Tracking the Top Contenders

Q: When the current Prime Minister retires during the next year, who do you think will be best suited to become the Prime Minister of Canada? [unprompted]





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