



EKOS/CBC News Sunday Poll

*Public Ambivalence to Iraq:
Sympathy for US Position but Stronger and
Stable Support for Federal Decision*



April 13, 2003
www.ekos.com

Methodology

- Telephone surveys of the general public– data collection during conflict in Iraq includes¹:
 - ❖ Week 1 (Mar 17-20); 720 cases (M.E.: $\pm 3.7\%$, 19 times out of 20)
 - ❖ Week 2 (Mar 24-27); 727 cases (M.E.: $\pm 3.7\%$, 19 times out of 20)
 - ❖ Week 3 (Mar 31-Apr 3); 607 cases (M.E.: $\pm 4.0\%$, 19 times out of 20)
 - ❖ Week 4 (Apr. 7-10); 610 cases (M.E.: $\pm 4.0\%$, 19 times out of 20)
- The margins of error increase 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.

¹ Drawn from the *Public Security Monitor (PSM)*, an EKOS syndicated study examining public attitudes toward domestic security, the conflict in Iraq, and performance of institutions. The PSM is sponsored by public and private sector organizations.



Highlights (a)

- Support for federal decision to not go to war (without UN sanction) remains strong (62%); by a margin of nearly 2 to 1, Canadians agree with the decision.
- There are, however, marked demographic divisions:
 - ❖ Young Canadians, francophones, women and university educated are strongest supporters
 - ❖ Small c conservatives, Albertans and males and are more opposed
- A smaller majority (52%) oppose the American decision to go to war. Significant numbers support both the decisions by Bush and Chrétien.
 - ❖ This, and other data, reveal fundamental ambiguity and ambivalence
 - ❖ Canadians are clearly sympathetic to the American-British forces but steadfastly support the federal decision
- The federal position, and the handling of this issue since the announcement, has produced a strengthened sense of confidence in the national government.
 - ❖ If Canadians are so down about not going to war, why is the rated performance of the national government up?



Highlights (b)

- Support for the federal position waned in the early stages of the war. We found a significant rise in American sympathy linked to close attention to media coverage — particularly US media (CNN effect). However, support has rebounded somewhat and stabilized. It remained robust even following the recent coalition success in Baghdad.
 - ❖ The more US sources in your media diet, the more you oppose the Government of Canada's position (dramatic effect: none 22%, both Can. and US 40%, just US 58%)
- Probing shows attitudes are rooted in fundamental values. Rational economic considerations, while understood, are subordinate. Attitudes towards US-Canada relations are also crucial.
 - ❖ For most Canadians, national sovereignty trumps trade
 - ❖ But American antipathy has not risen; rather a sense of a distinctive Canadian view has risen

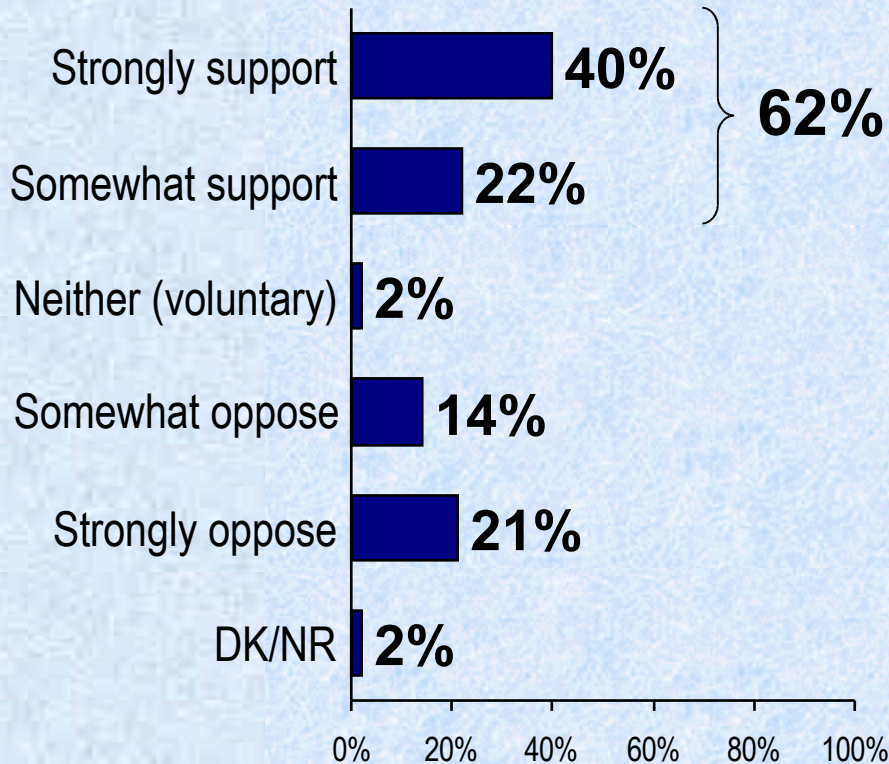


Support for Canadian/U.S. Position

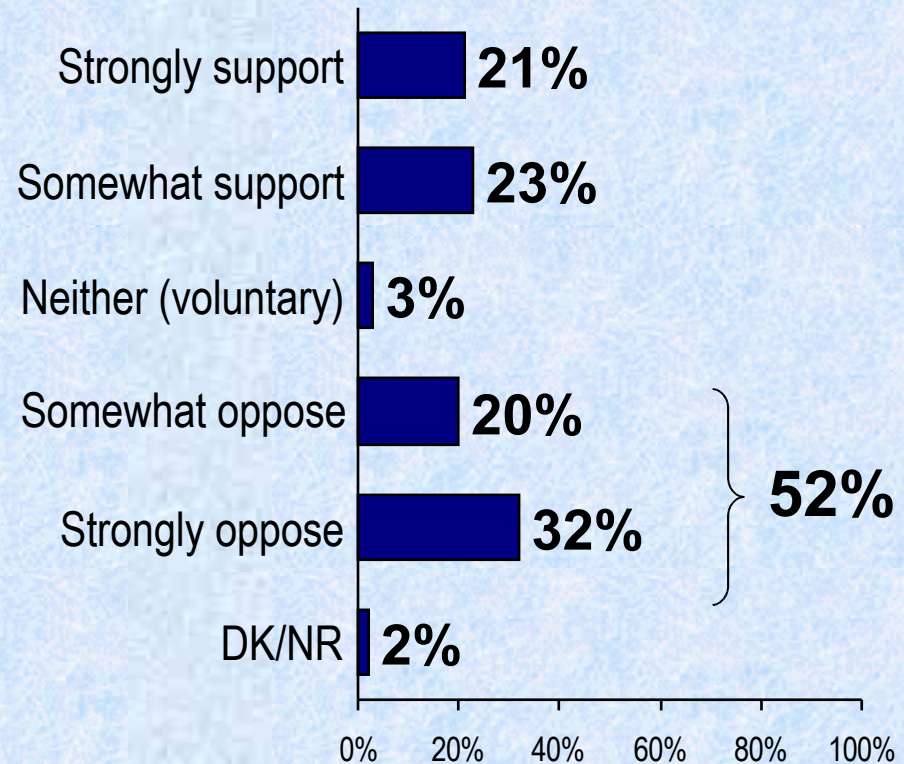
“On March 17, the Government of Canada announced that Canada would not be a part of any U. S. led military action against Iraq because there was no U.N. sanction. Do you strongly support, somewhat support, somewhat oppose, or strongly oppose this decision?”

“Do you support or oppose the decision by President Bush to take military action against Iraq?”

Canada's Decision



Bush's Decision



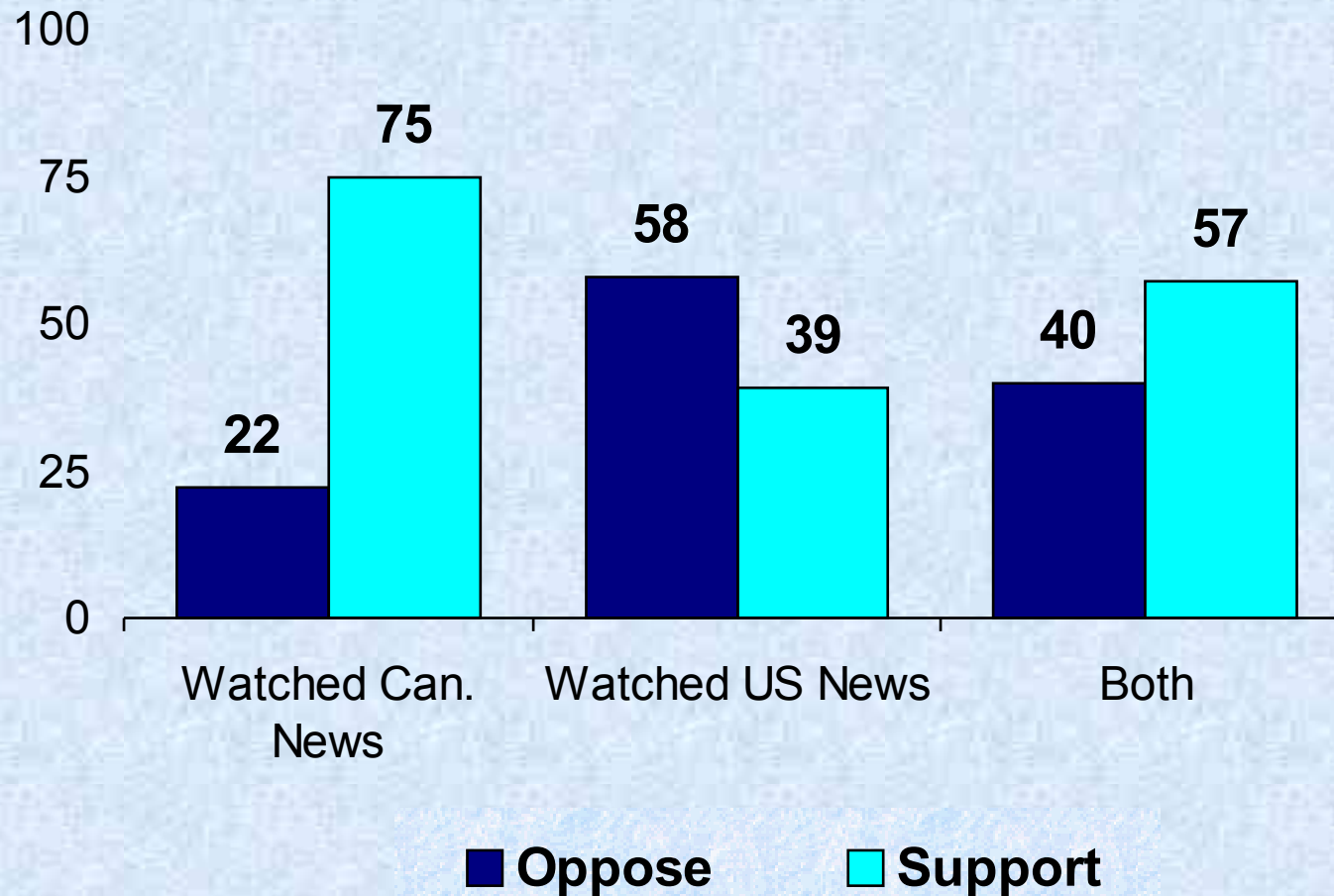
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Apr. 7-10, 2003 , n=610

Support for Canadian Position – Media Divide



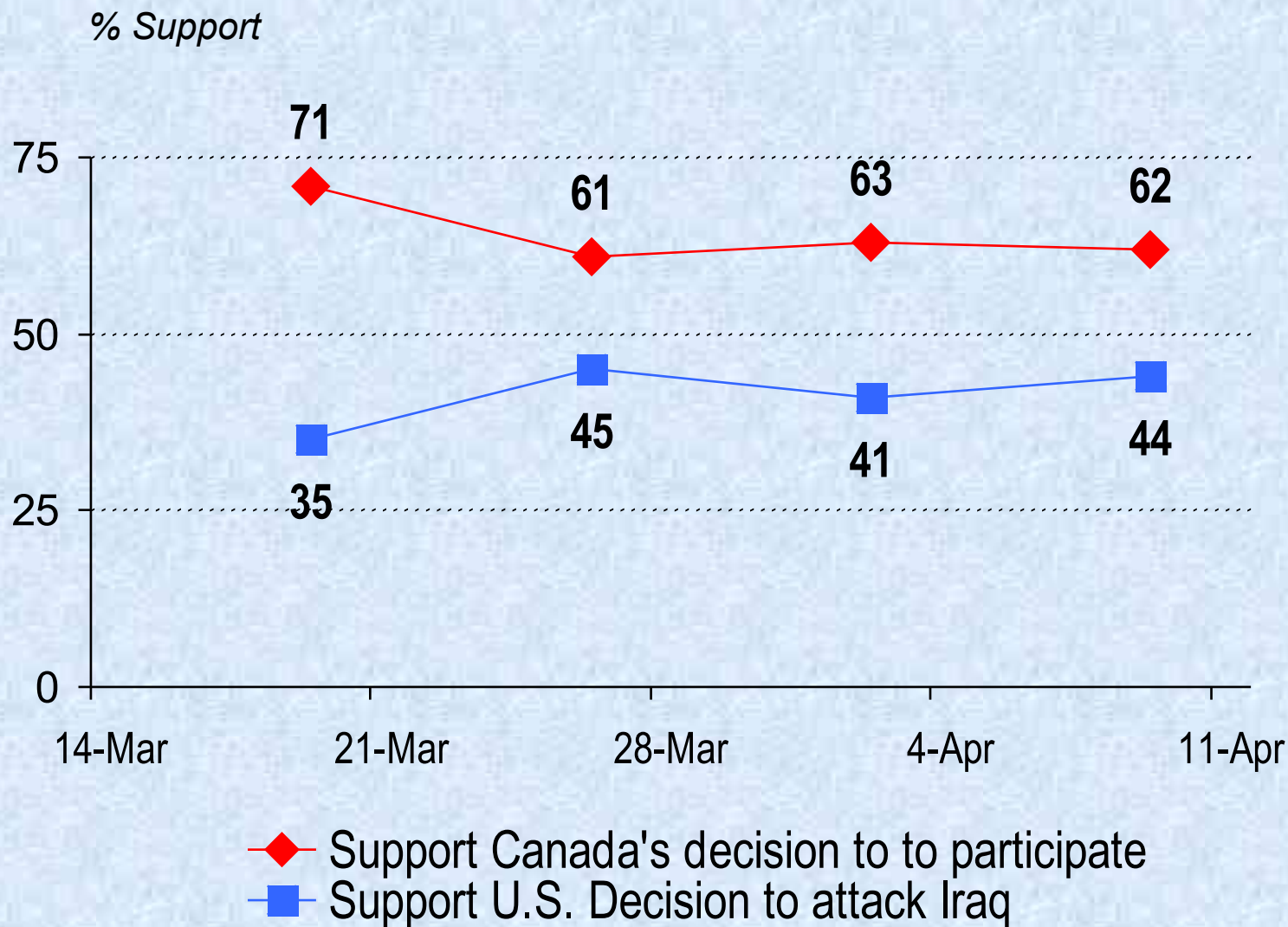
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Support for Canadian/U.S. Position Throughout Conflict



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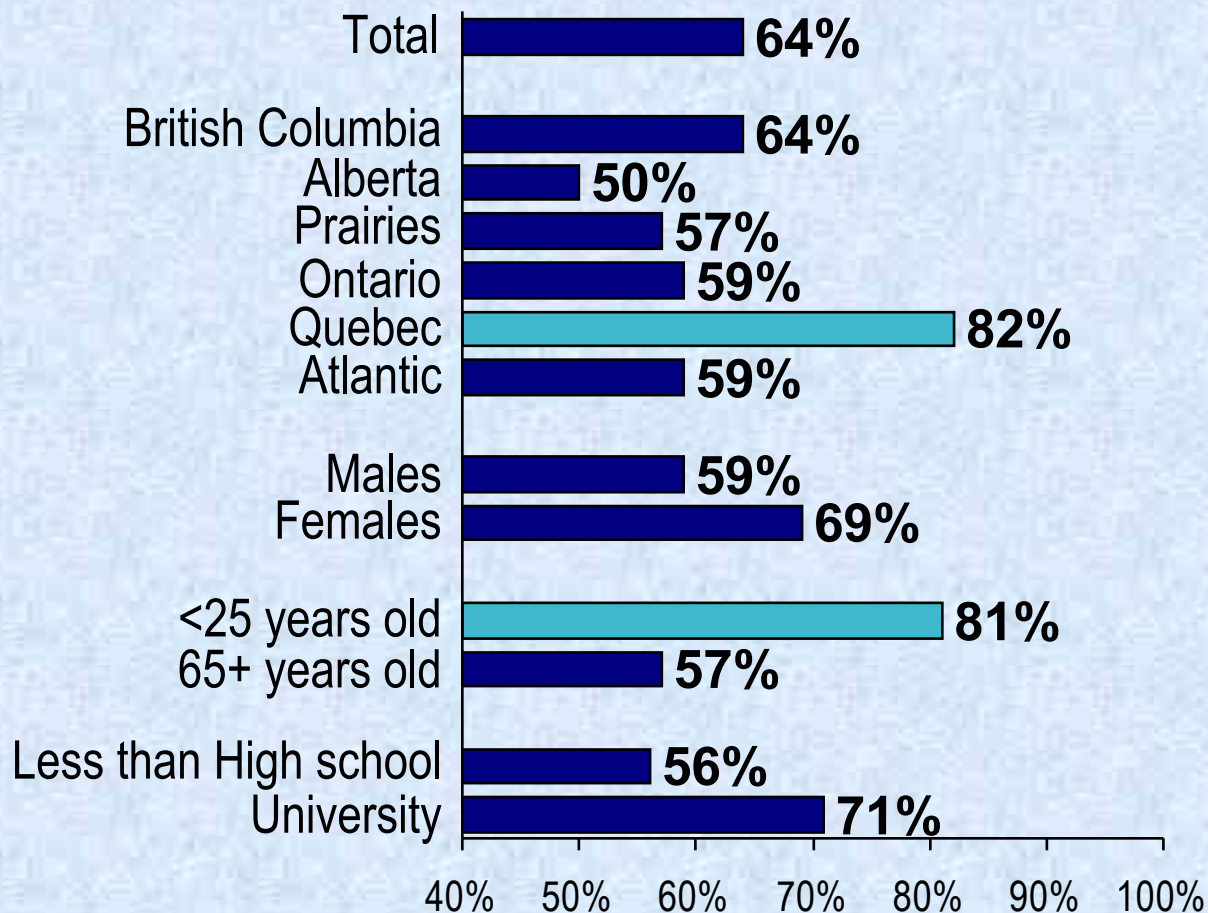
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Support for Canadian Position – Demographic Divide

On March 17, the Government of Canada announced that Canada would not be a part of any U.S. led military action against Iraq because there is no U.N. sanction. Do you strongly support, somewhat support, somewhat oppose, or strongly oppose this decision?



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Mar. 17-Apr. 10, 2003 , n=2,664



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