

Results of EKOS/CBC News Survey

January 19, 2009

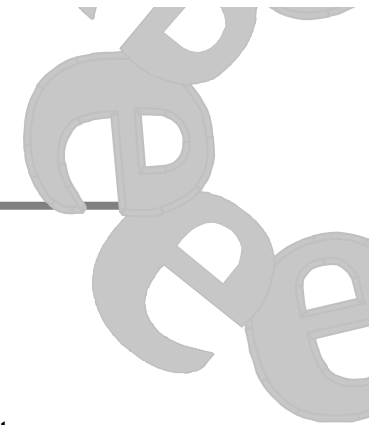




Methodology

This survey was conducted January 15-17, 2009 using EKOS' unique hybrid internet-telephone research panel, *Probit*. This panel is randomly recruited from the general population, meaning that, the only way to be included in *Probit* is through random selection. Unlike opt-in internet-only research panels, *Probit* supports confidence intervals and error testing.

- In total, a random sample of 1,000 Canadians aged 18 and over responded to the survey.
- A sample of this size provides a margin of error of +/- 3.1 percentage points, 19 times out of 20. The margin of error increases when the results are sub-divided (i.e., error margins for sub-groups such as regions).
- All the data were statistically weighted to ensure the samples composition reflects that of the actual population of Canada according to Census data.



Highlights

- Canadians express an unbridled personal approval of Barack Obama, but a more qualified approach to policy positions (Afghanistan, NAFTA and Deficits)
- Positives strengthen interest in a “common” or shared approach with the U.S. (particularly the economy, climate change and borders)
- Stephen Harper applauded for pursuing a “common approach”, but overall Democratic/Obama shift modestly favours Michael Ignatieff and LPC fortunes
- Approval comparisons (both personal and policy preparation) leave Harper looking less attractive

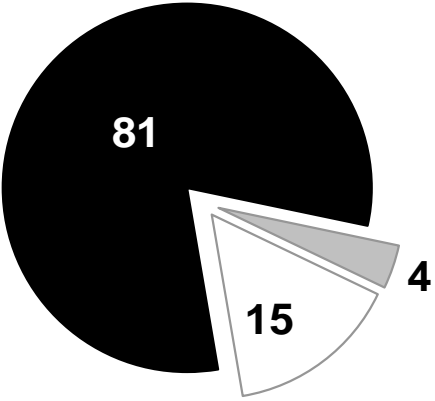
Canadian Assessment of the President-Elect



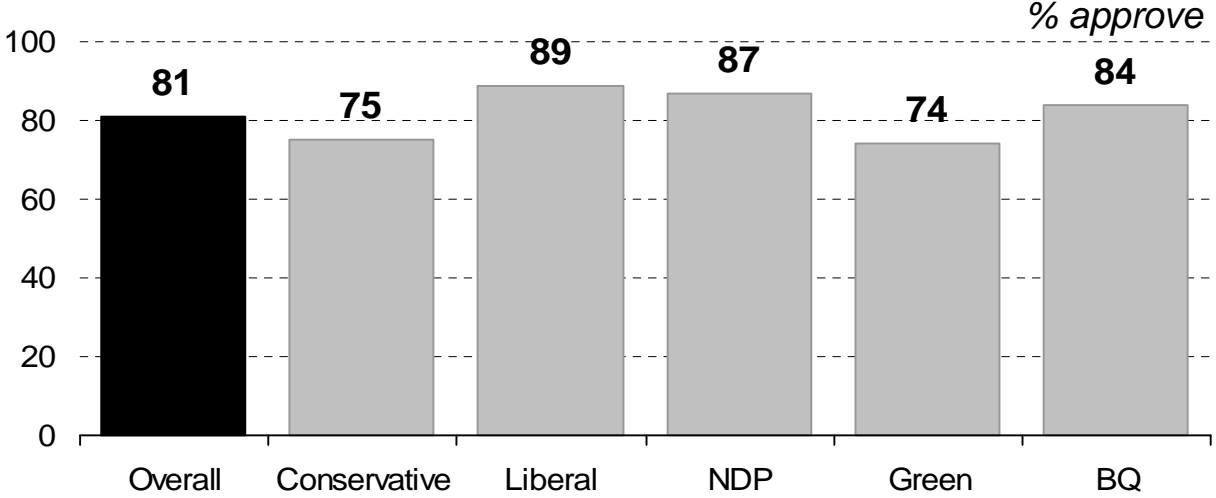


Job approval rating for President-Elect Obama

Q. Next week, Barack Obama will be sworn in as President of the United States. Do you approve or disapprove of the way Barak Obama is handling his job as President-Elect?



- Approve
- Disapprove
- DK/NR

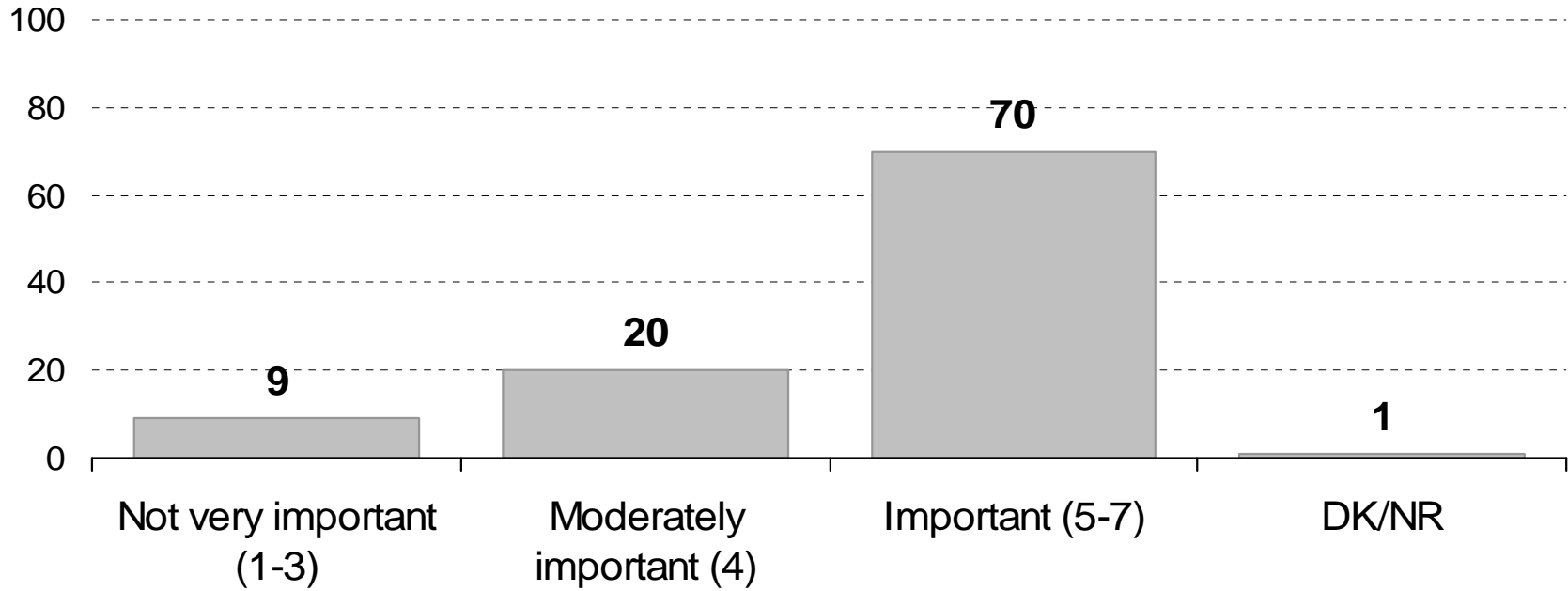


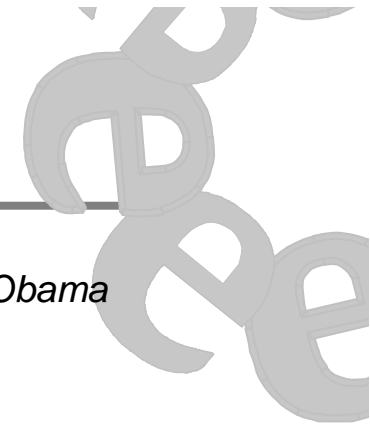
BASE: Canadians; Jan. 15-17 n=1000



Importance of “charisma and style” to Obama’s success

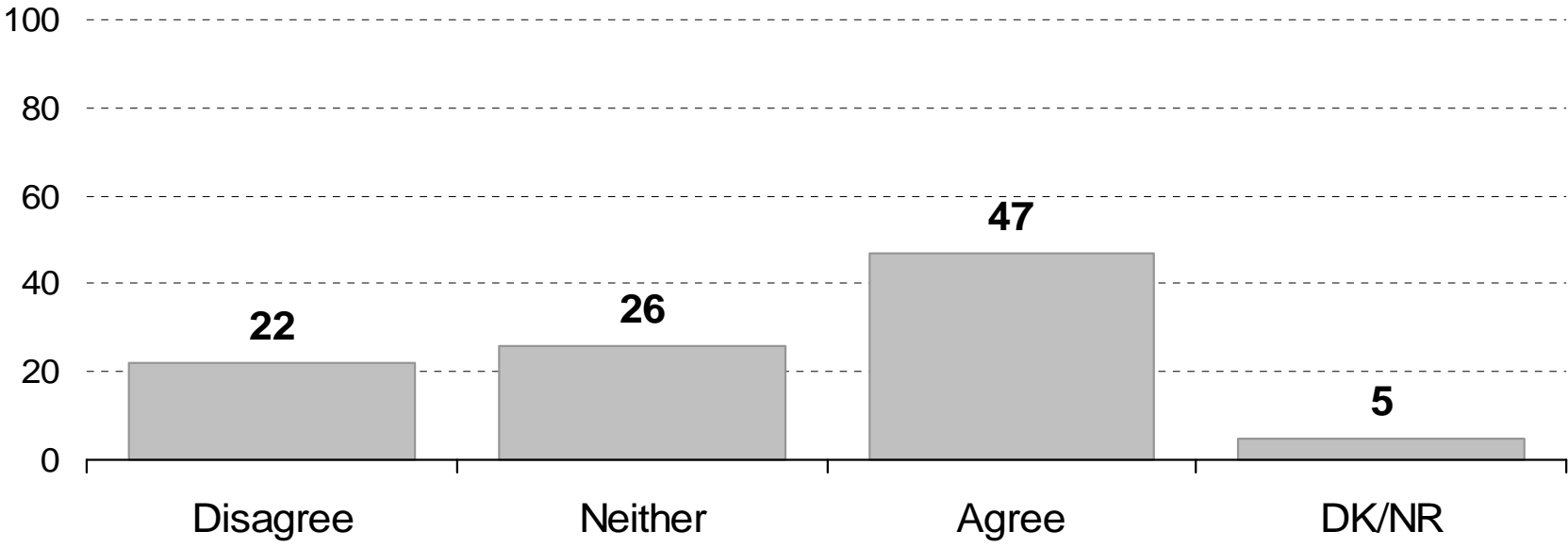
Q. Barack Obama has achieved unprecedented levels of approval in American opinion polls since his election in November, which many have attributed to his personal charisma and inspirational style of leadership. How important do you think these characteristics of charisma and style will be to Obama's success as President?





Canadian's envious of U.S. leadership?

Q. *[Agree or Disagree] Watching the excitement surrounding the inauguration of Barack Obama and comparing it to our own political leadership, I feel disappointed with our options.*



BASE: Canadians; Jan. 15-17 n=1000

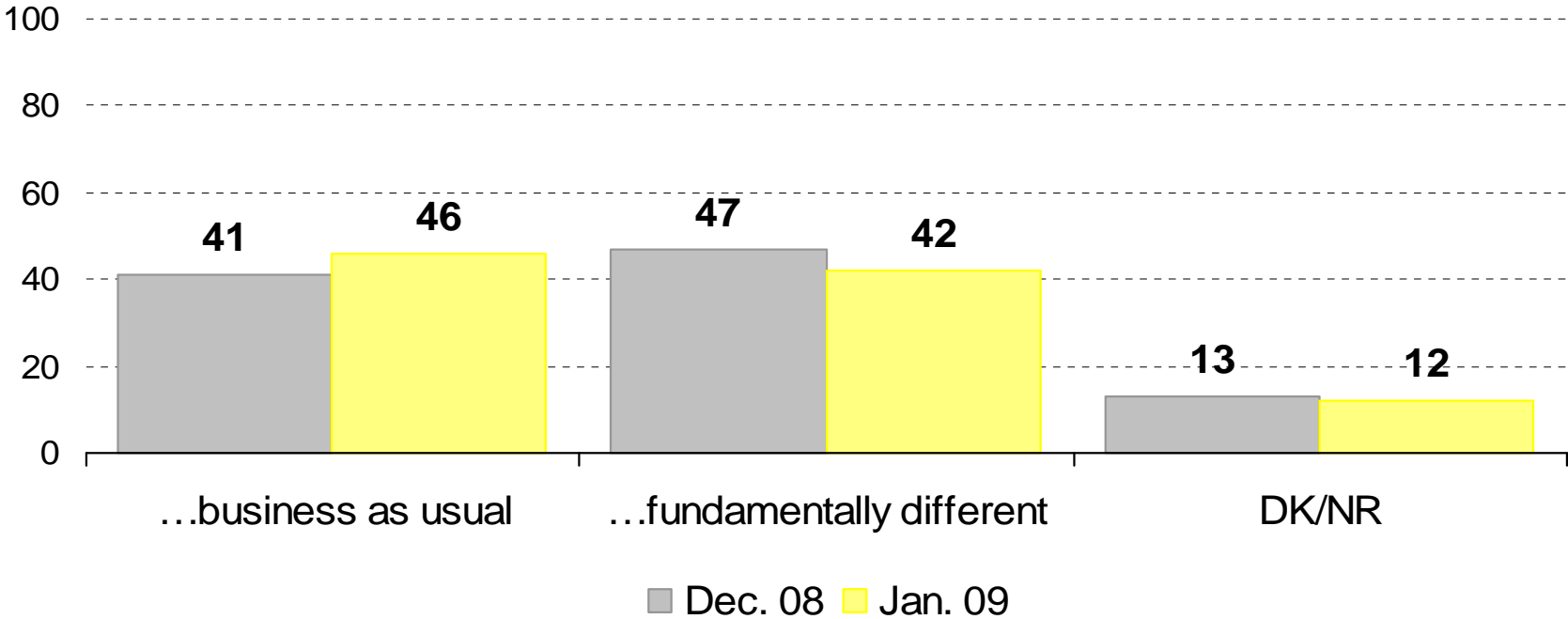
Working with the new U.S. Administration



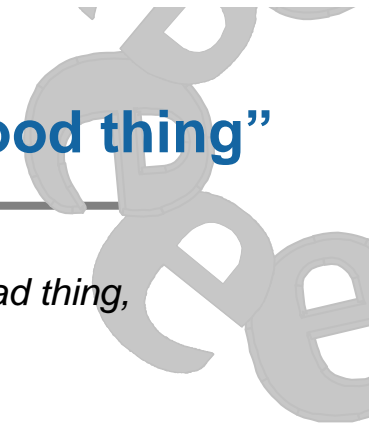


Impact of Obama Administration on Canada-U.S. relations

Q. Once Barack Obama takes office, do you think Canada's relationship with the United States will be ...

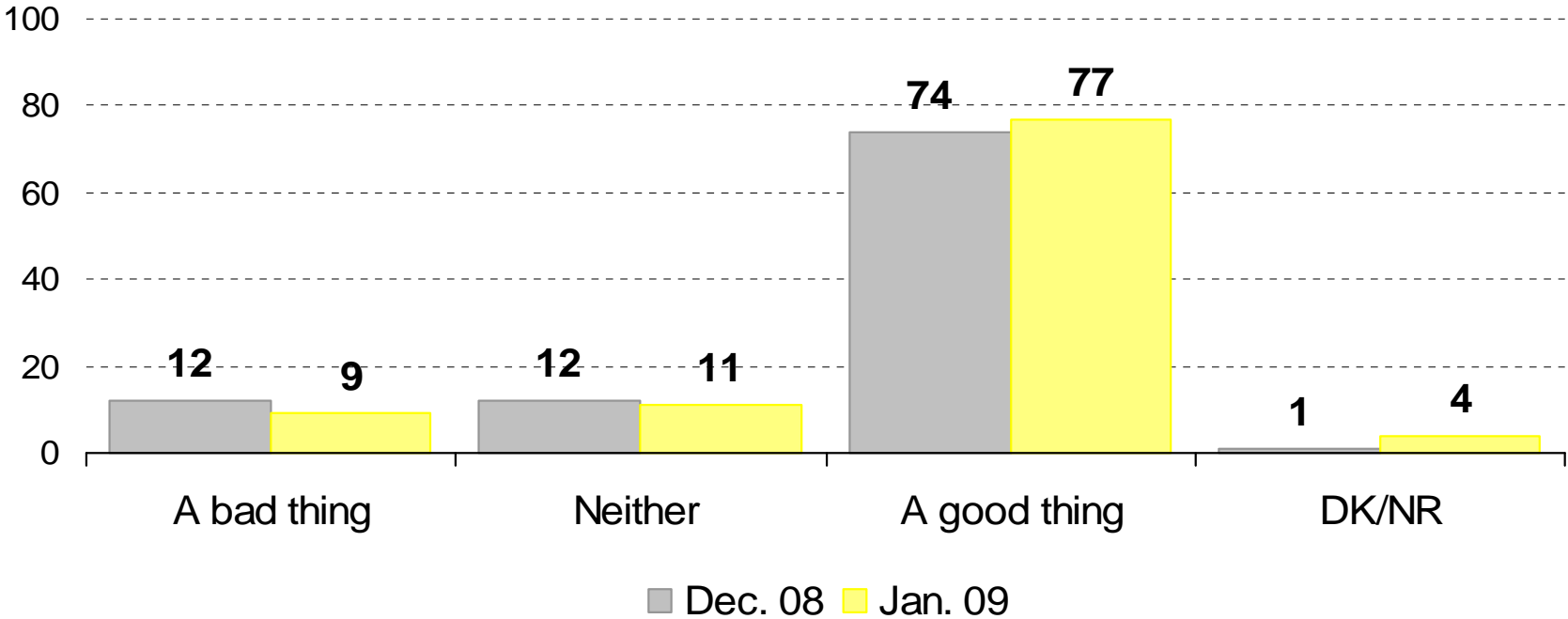


BASE: Canadians; Jan. 15-17 n=1000



New direction from U.S. Administration seen as a “good thing”

Q. [If expectation is for a “fundamentally different” relationship] Is this a good thing or a bad thing, or neither good nor bad?

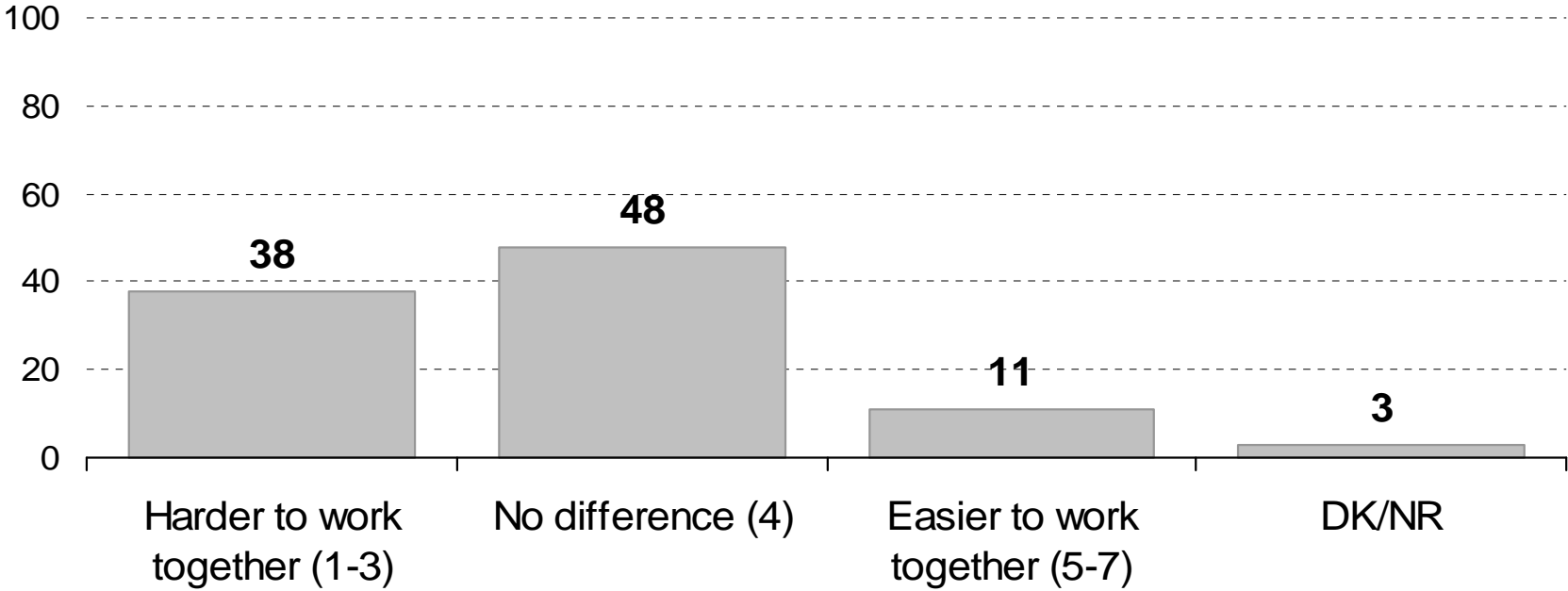


BASE: Those who believe Canada-US relationship will be “fundamentally different”; Jan. 15-17 n=1000



Can Canadian and American administrations' work together?

Q. Do you think that having governments with different political leanings will make it easier or harder for the Canada and the U.S. to work together, or will it make no difference?

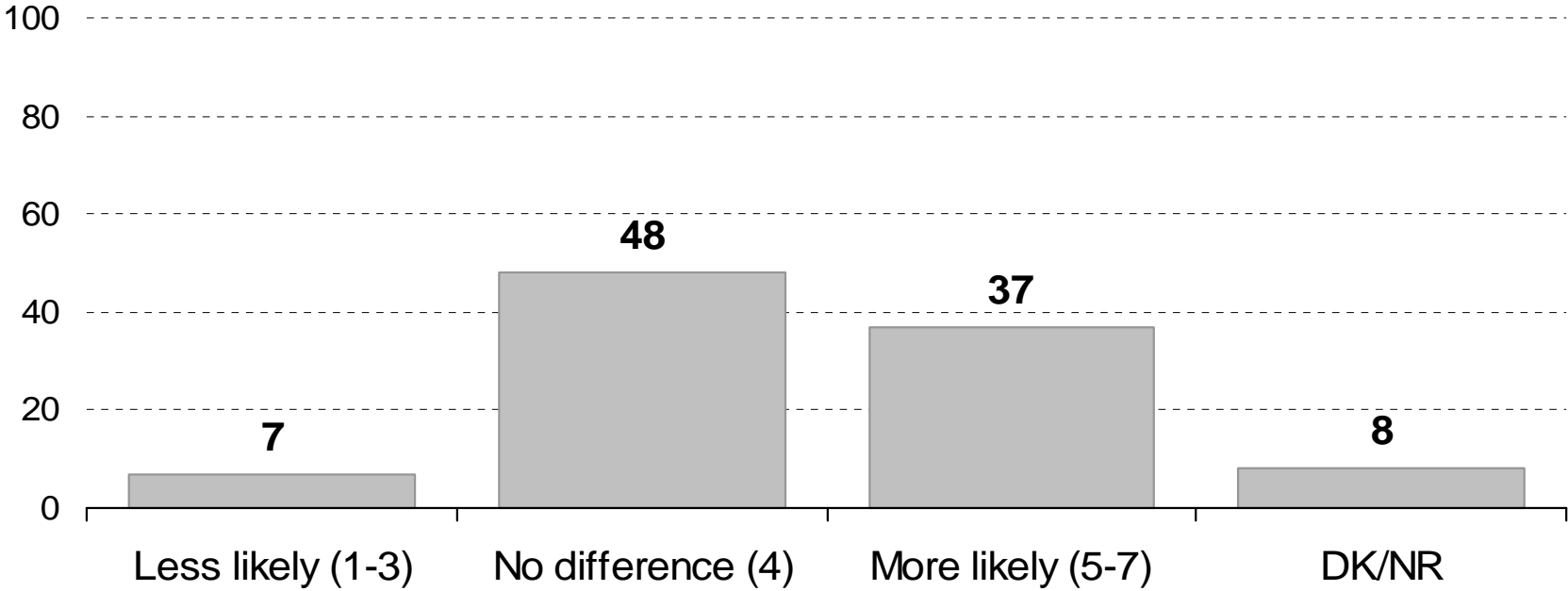


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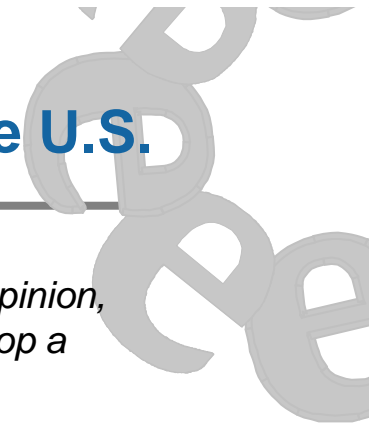
Influence of Democratic rule on political landscape in Canada

Q. Do you think that the Democratic dominance in the U.S. makes it more or less likely that a Liberal government will be elected in Canada in the next election?



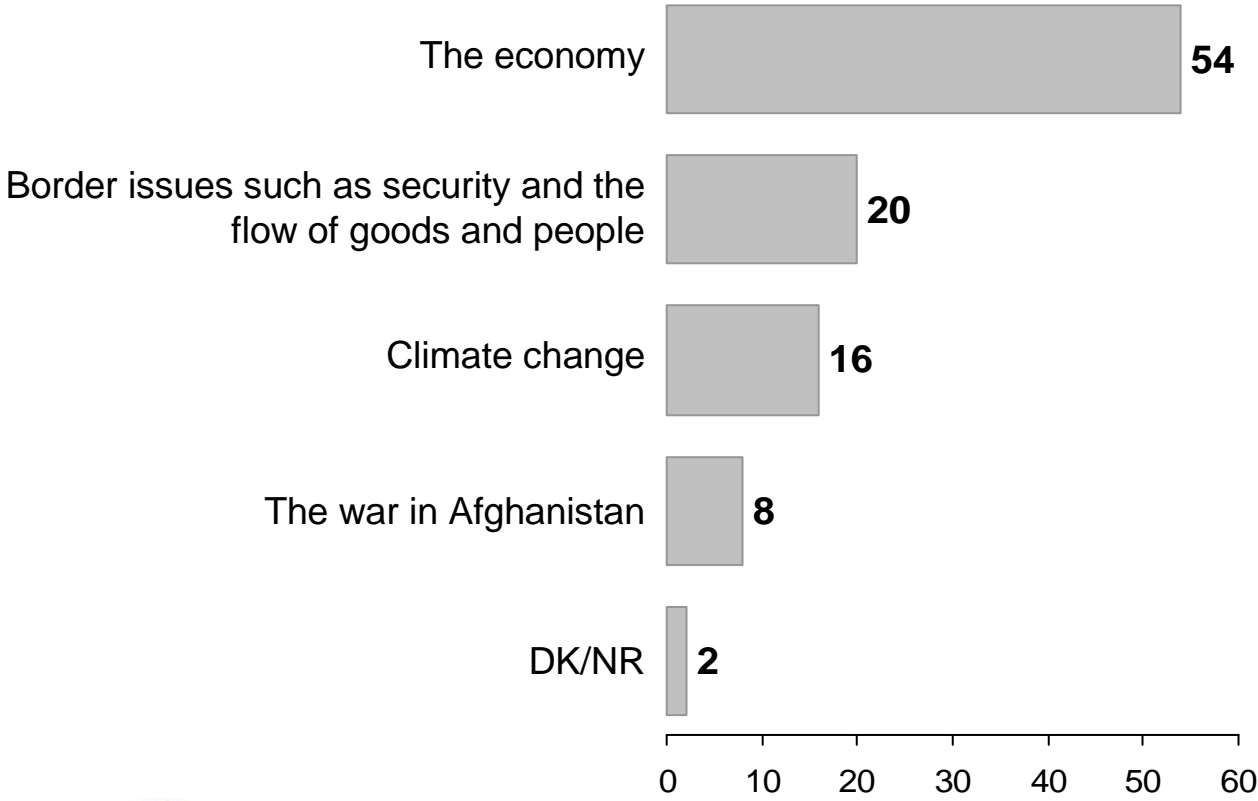
Shared Priorities: The Economy, Climate Change, and Trade





Economy the “top common priority” for Canada & the U.S.

Q. Barack Obama is planning to visit Canada soon after he becomes President. In your opinion, which of the following areas is it most important for the Canadian government to develop a common approach with the Obama administration?

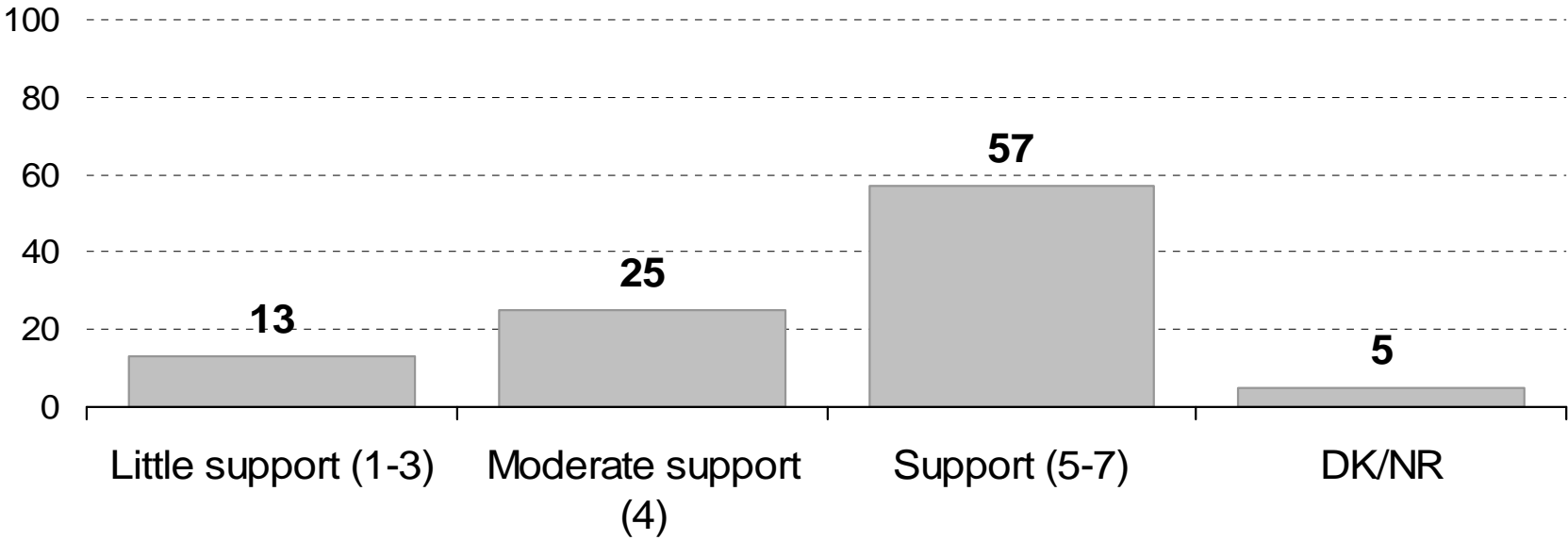


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Support for a common approach on climate change

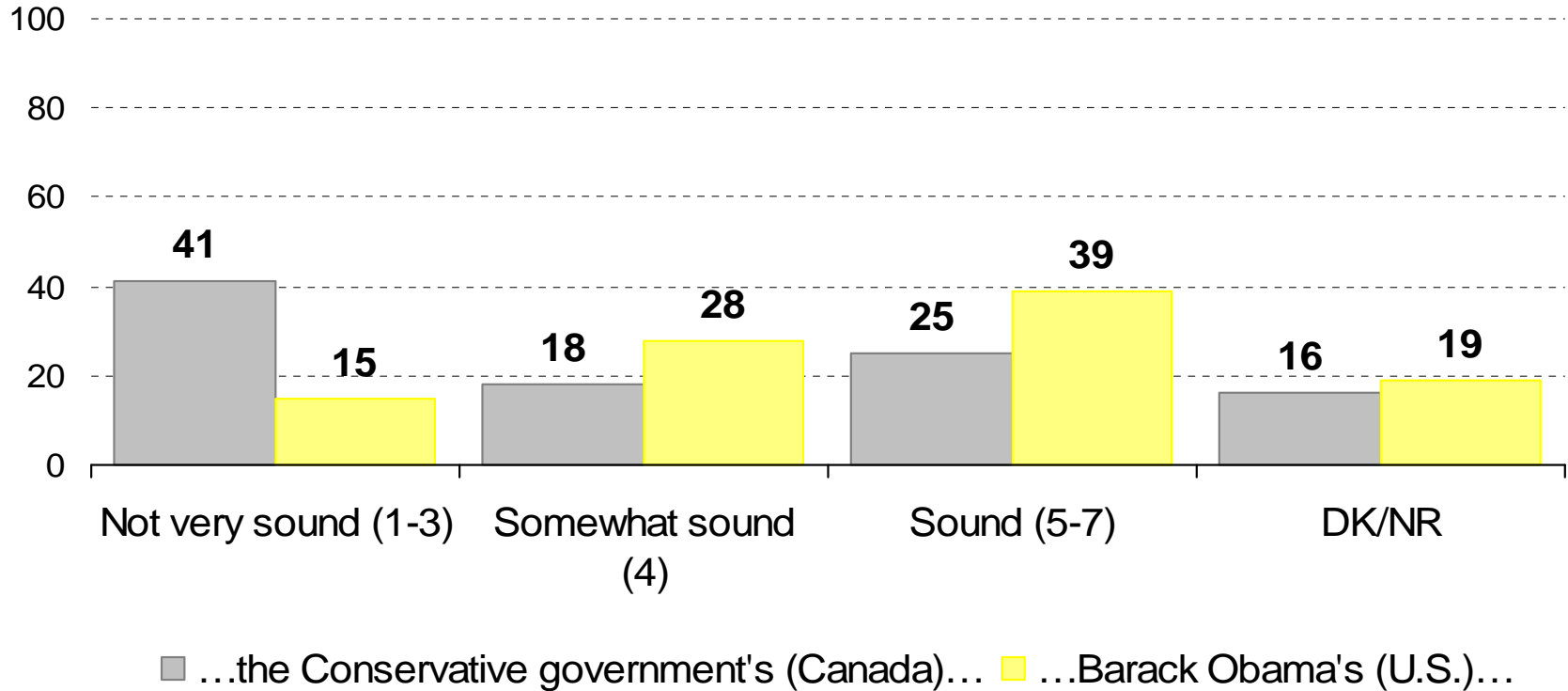
Q. As you may be aware, Stephen Harper's government has said it would like to develop a common approach on the issue of climate change with the Obama administration. Do you support this approach for Canada?



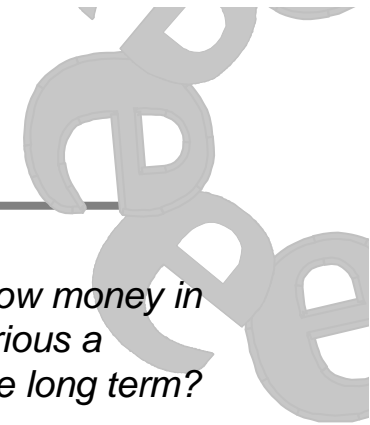


Soundness of the Canadian & American economic plans

Q. From what you have heard, how sound would you say [the Conservative government in Canada's/Barack Obama's] plans are to combat the current recession?

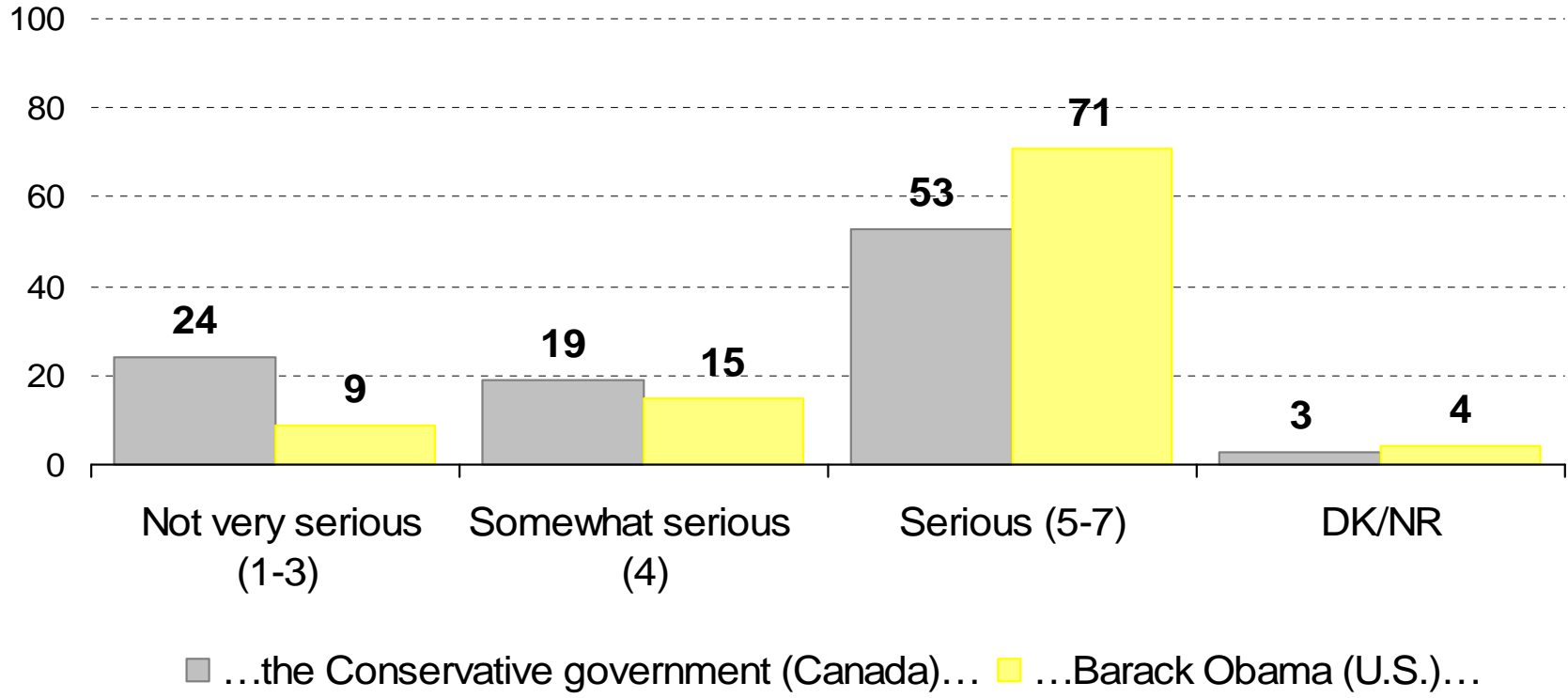


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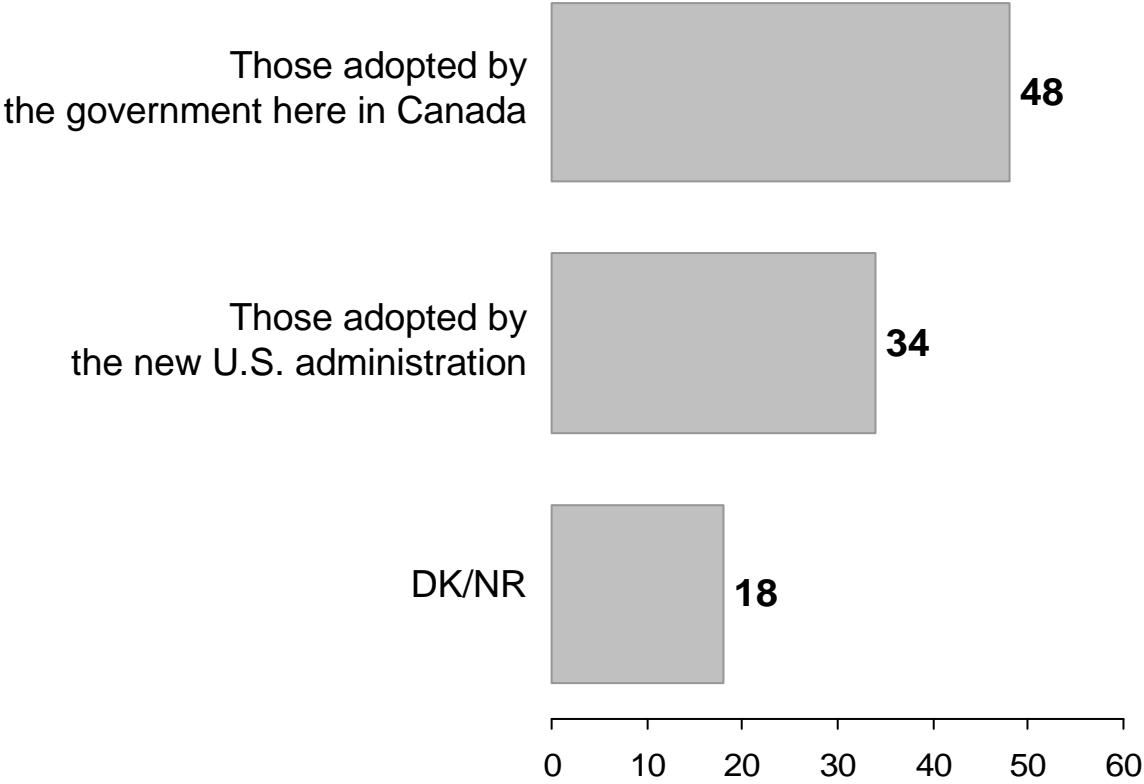
Concern with deficit spending

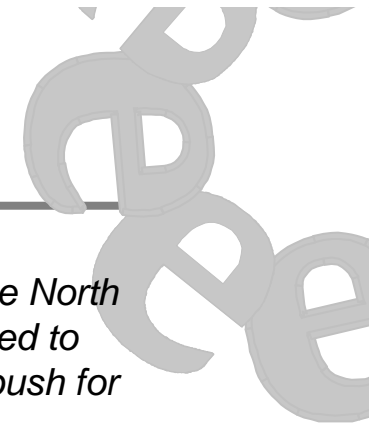
Q. As you may be aware, [the Conservative government / Barack Obama] intends to borrow money in order to pay for tax cuts and new spending aimed at combating the recession. How serious a problem do you think the new debt will be for the [Canadian / American] economy in the long term?



Personal impact of Canadian vs. American economic policies

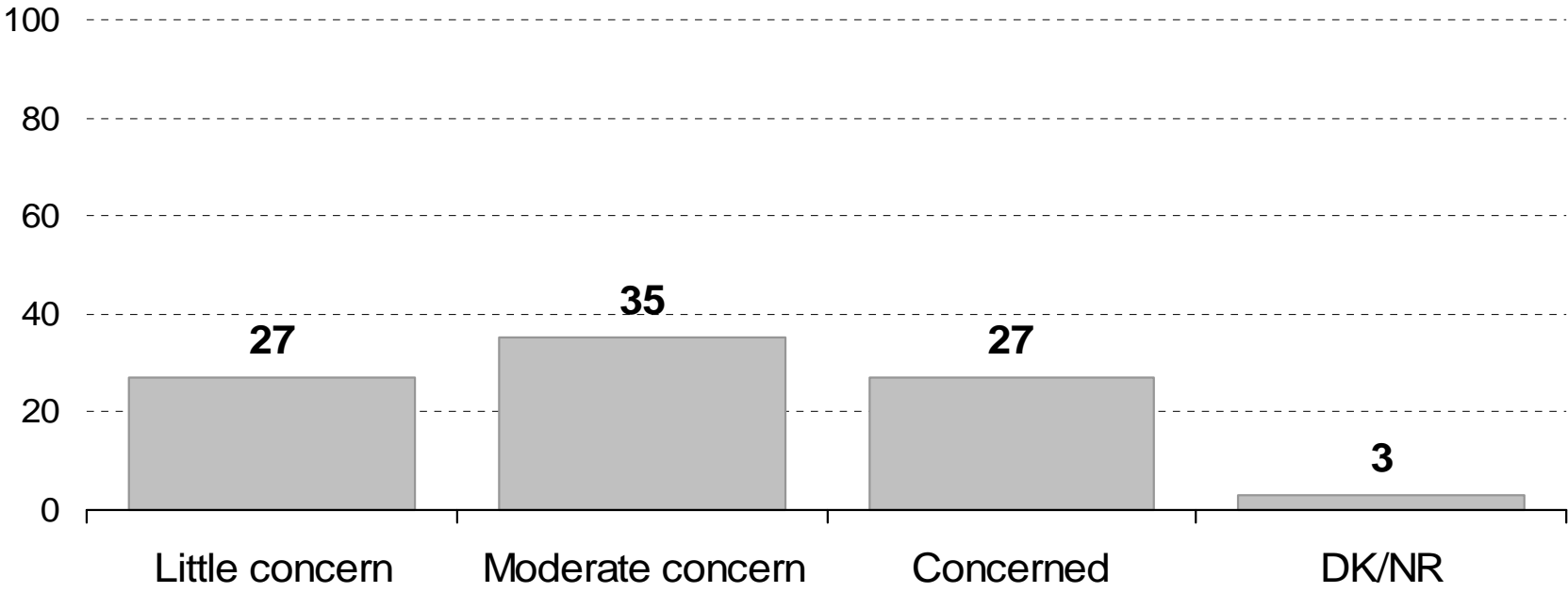
Q. Whose economic policies to combat the recession do you think will have the greater effect on your economic well-being and that of your family?





Concern over potential new trade arrangements

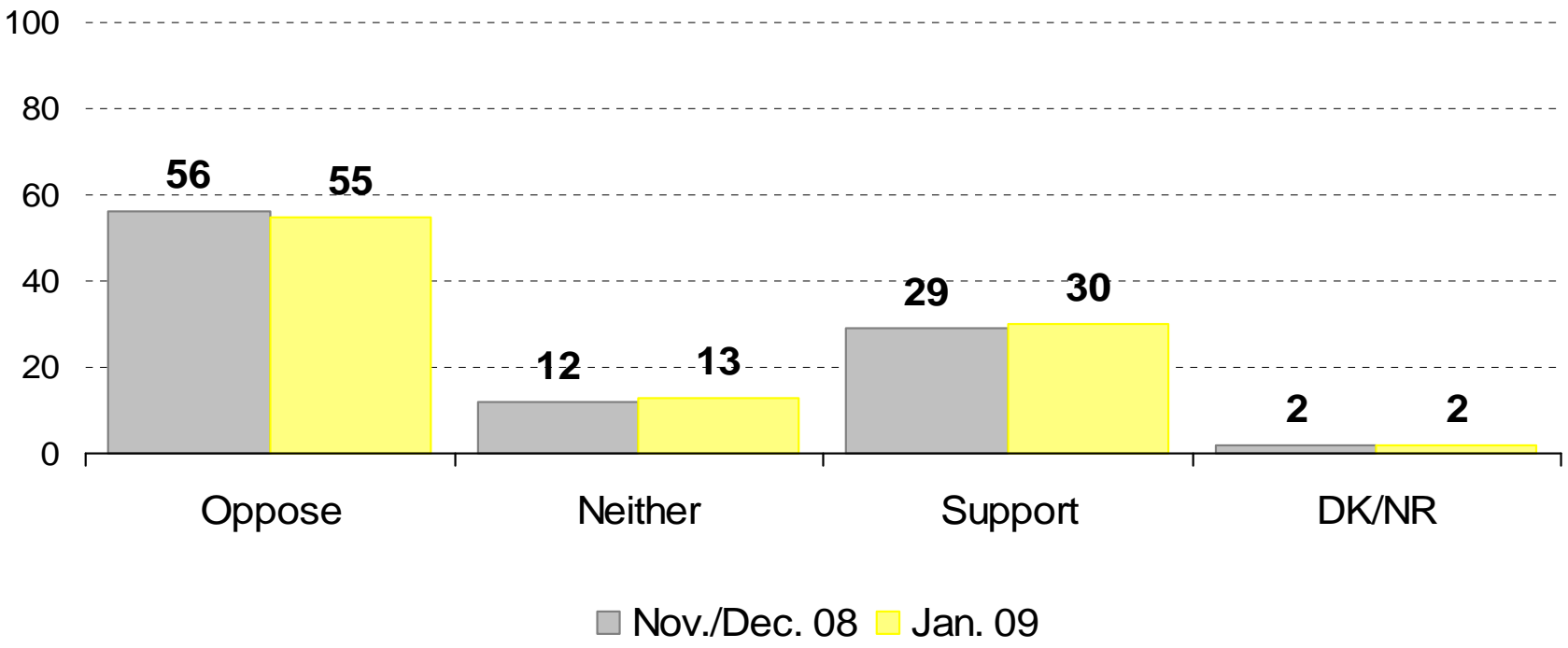
Q. *During the U.S. presidential election campaign, Barack Obama said he thought that the North American Free Trade Agreement, also known as NAFTA, might have to be re-negotiated to protect American jobs. How concerned are you that as President, Barack Obama will push for new trade arrangements that will hurt Canada?*





Support for Extending Mission in Afghanistan

Q. Canada's military mission in Afghanistan is scheduled to last until July 2011. The U.S. President-Elect, Barack Obama has talked about refocusing American military efforts to Afghanistan. If the Americans request our help, would you support or oppose Canada extending its mission in Afghanistan?



BASE: Canadians; Jan. 15-17 n=1000

For more information:

FRANK GRAVES

EKOS RESEARCH ASSOCIATES

t: 613.235.7215

e: fgraves@ekos.com

PAUL ADAMS

EKOS RESEARCH ASSOCIATES

t: 613.235.7215

e: padams@ekos.com

Probit

