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## **ALMOST NOBODY LIKES THE NEXEN DEAL:**

*GOVERNMENT FACES COLLISION WITH PUBLIC OPINION IN ANNOUNCING GO-AHEAD*

[Ottawa – December 7, 2012] – A recent EKOS poll of 1,181 Canadians showed tough sledding ahead in selling the CNOCC offer to Purchase Nexen. While there is still flexibility in public opinion, the strength of current opposition will be a huge problem for those seeking to move forward. Barely 15% of Canadians support the deal with a picayune 3% supporting it strongly. On the other hand, 73% oppose with the plurality (42%) strongly opposed. Twelve per cent don't know what their position is.

### HIGHLIGHTS

- **Support for Nexen takeover:**
  - ☒ **42% strongly oppose**
  - ☒ **30% somewhat oppose**
  - ☒ **13% somewhat support**
  - ☒ **3% strongly support**
  - ☒ **12% don't know/no response**

*Please note that the methodology is provided at the end of this document.*

Even in Alberta, support only climbs to 29% and amongst Conservative supporters, the number is a similar 26%. Overwhelming opposition exists in pretty well all portions of Canadian society but it particularly staunch amongst NDP and Green Party supporters.

This remarkable public rejection is difficult to explain on the surface, but may link to hostilities and uncertainties about China and its rapid ascendance to global economic dominance. Whatever the sources, this will pose serious challenges to the government, which has just announced its plan to move forward with the deal. Stephen Harper does, however, share common ground with leadership hopeful Justin Trudeau, who has publicly supported the deal as well.

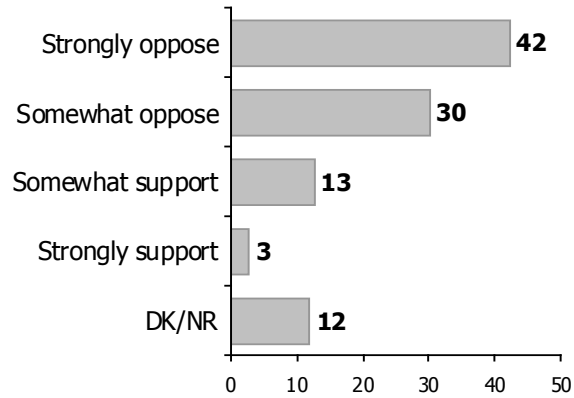
There may well be a sell on this deal to the Canadian public, but the evidence suggests that this will require considerable skill and effort. At this point, the public simply aren't interested.



## Top Line Results:

### Support for Nexen takeover

*Q. In July 2012, the China National Offshore Oil Corporation (CNOOC) announced an agreement under which it would acquire Nexen, an Alberta-based oil and gas company, for \$15.1 billion. Do you support or oppose this deal?*




**Detailed Tables:**

<b>Support for Nexen Takeover</b>							
<i>Q. In July 2012, the China National Offshore Oil Corporation (CNOOC) announced an agreement under which it would acquire Nexen, an Alberta-based oil and gas company, for \$15.1 billion. Do you support or oppose this deal?</i>							
	Strongly oppose	Somewhat oppose	Somewhat support	Strongly support	DK/NR	Sample Size	Margin of Error (+/-)
<b>NATIONALLY</b>	<b>42%</b>	<b>30%</b>	<b>13%</b>	<b>3%</b>	<b>12%</b>	<b>1181</b>	<b>2.9</b>
<b>REGION</b>							
British Columbia	49%	27%	12%	2%	10%	141	8.3
Alberta	35%	30%	23%	6%	6%	125	8.8
Saskatchewan	47%	16%	15%	8%	14%	35	16.6
Manitoba	41%	40%	4%	2%	13%	41	15.3
Ontario	47%	29%	12%	3%	10%	509	4.3
Quebec	37%	33%	11%	1%	18%	218	6.6
Atlantic Canada	33%	33%	13%	3%	18%	106	9.5
<b>GENDER</b>							
Male	41%	32%	16%	4%	7%	688	3.7
Female	44%	28%	9%	2%	17%	493	4.4
<b>AGE</b>							
<25	41%	32%	10%	1%	15%	73	11.5
25-44	39%	33%	13%	3%	13%	387	5.0
45-64	44%	30%	12%	3%	11%	501	4.4
65+	48%	23%	16%	5%	8%	179	7.3
<b>EDUCATION</b>							
High school or less	39%	30%	10%	4%	17%	309	5.6
College or CEGEP	45%	30%	14%	2%	10%	429	4.7
University or higher	43%	31%	13%	3%	11%	443	4.7
<b>CURRENT VOTE INTENTION</b>							
Conservative Party of Canada	33%	33%	21%	6%	8%	334	5.4
Liberal Party of Canada	53%	29%	5%	1%	12%	313	5.5
NDP	46%	30%	15%	2%	8%	250	6.2
Green Party	55%	31%	9%	1%	5%	70	11.7
Bloc Quebecois	33%	28%	17%	2%	19%	49	14.0
Other	36%	32%	10%	0%	22%	16	24.5



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## Methodology:

This study was conducted using EKOS' unique, hybrid online/telephone research panel, *Probit*. Our panel offers exhaustive coverage of the Canadian population (i.e., Internet, phone, cell phone), random recruitment (in other words, participants are recruited randomly, they do not opt themselves into our panel), and equal probability sampling. All respondents to our panel are recruited by telephone using random digit dialling and are confirmed by live interviewers. Unlike opt-in online panels, *Probit* supports margin of error estimates. We believe this to be the only probability-based online panel in Canada.<sup>1</sup>

This particular study involved an online only survey of 1,181 Canadians. The field dates for this survey are November 20-29, 2012. The margin of error associated with the total sample is +/-2.9 percentage points, 19 times out of 20.

Please note that the margin of error increases when the results are sub-divided (i.e., error margins for sub-groups such as region, sex, age, education). All the data have been statistically weighted to ensure the samples composition reflects that of the actual population of Canada according to Census data.

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<sup>1</sup> For more information regarding *Probit*, please visit [Probit.ca](http://Probit.ca)