

Results of EKOS/Globe & Mail Survey

January 21, 2009

THE GLOBE AND MAIL
CANADA'S NATIONAL NEWSPAPER • FOUNDED 1854





Methodology

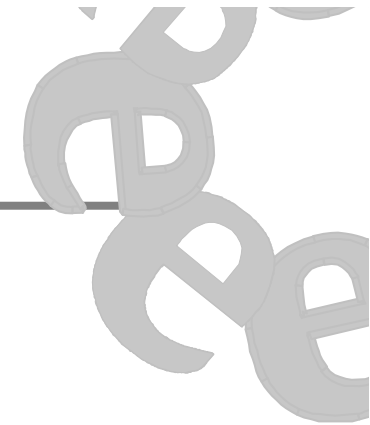
This survey was conducted January 15-17, 2009 using EKOS' unique hybrid internet-telephone research panel, *Probit*. This panel is randomly recruited from the general population, meaning that, the only way to be included in *Probit* is through random selection. Unlike opt-in internet-only research panels, *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 +/- 3.2 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.



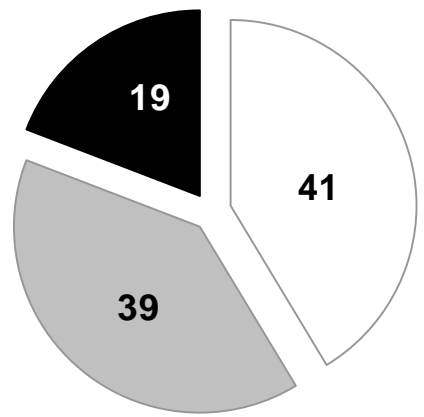
Canadian Outlook



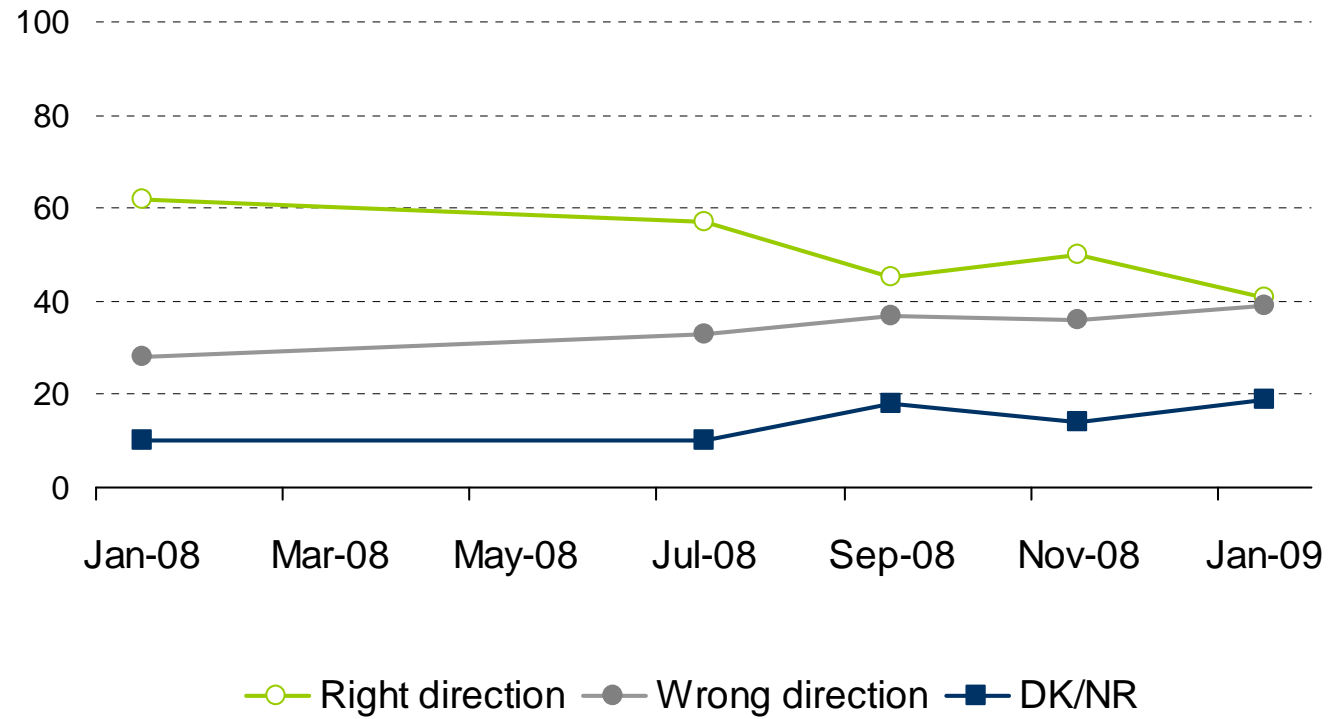


Direction of the country

Q. Would you say the country is moving in the right direction or the wrong direction?

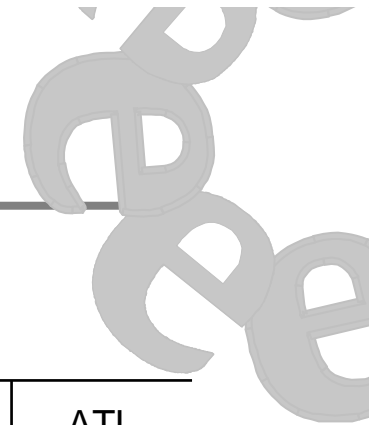


□ Right direction
■ Wrong direction
■ DK/NR








Political Landscape in Canada



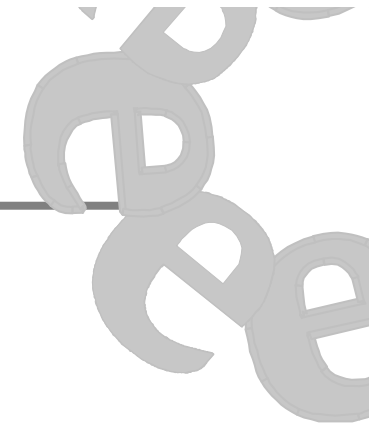


Vote intention

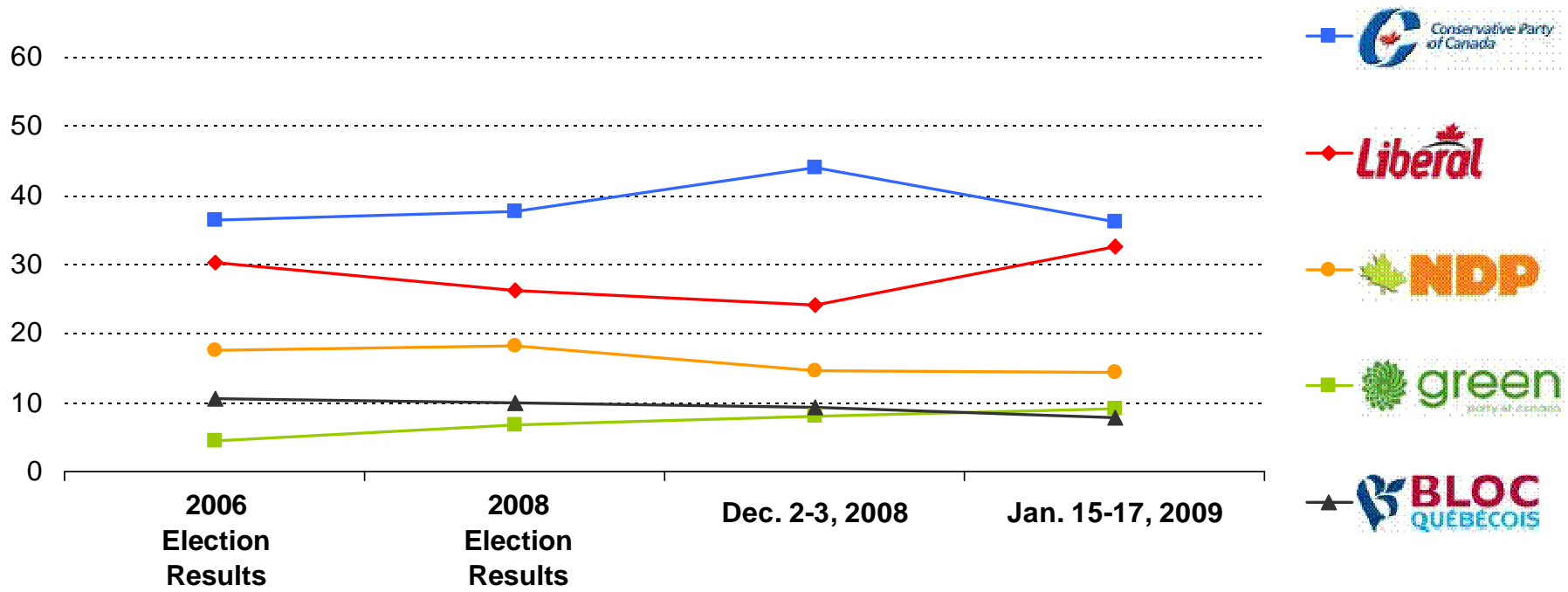
Q. If a federal election were held tomorrow, which party would you vote for?

	National	BC/TER	AB	SK/MB	ON	QC	ATL
Margin of error:	3.2	7.9	10.9	11.4	4.8	8.8	10.2
	36.2	38.0	63.5	41.7	38.8	20.9	27.4
	32.6	30.1	19.5	29.4	40.9	21.0	48.4
	14.3	22.5	10.8	25.8	10.5	12.4	20.9
	9.1	9.4	6.2	3.1	9.7	12.2	3.3
	7.9	--	--	--	--	33.4	--





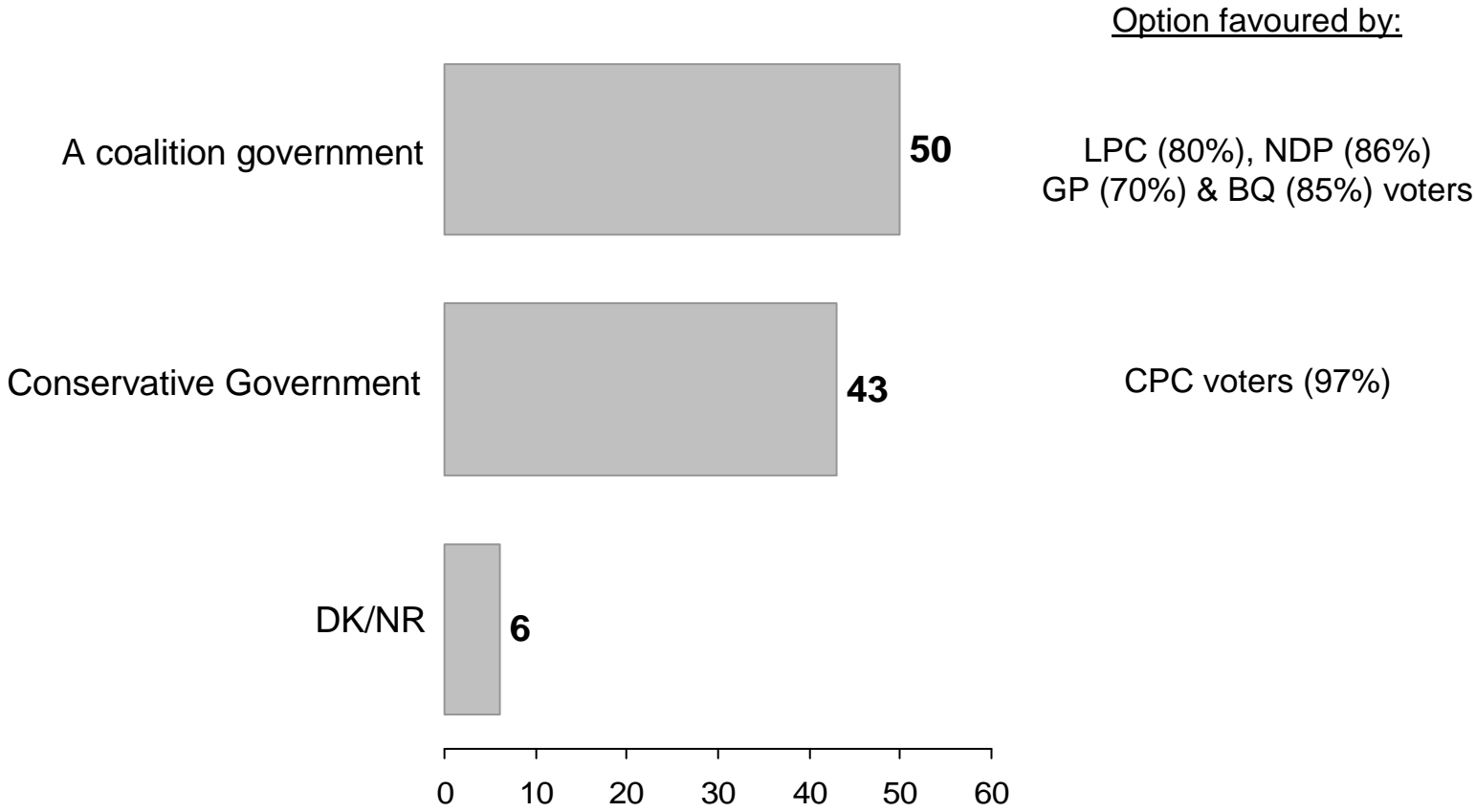
Current vote intention vs. past election results





Political preference: status quo vs. coalition government

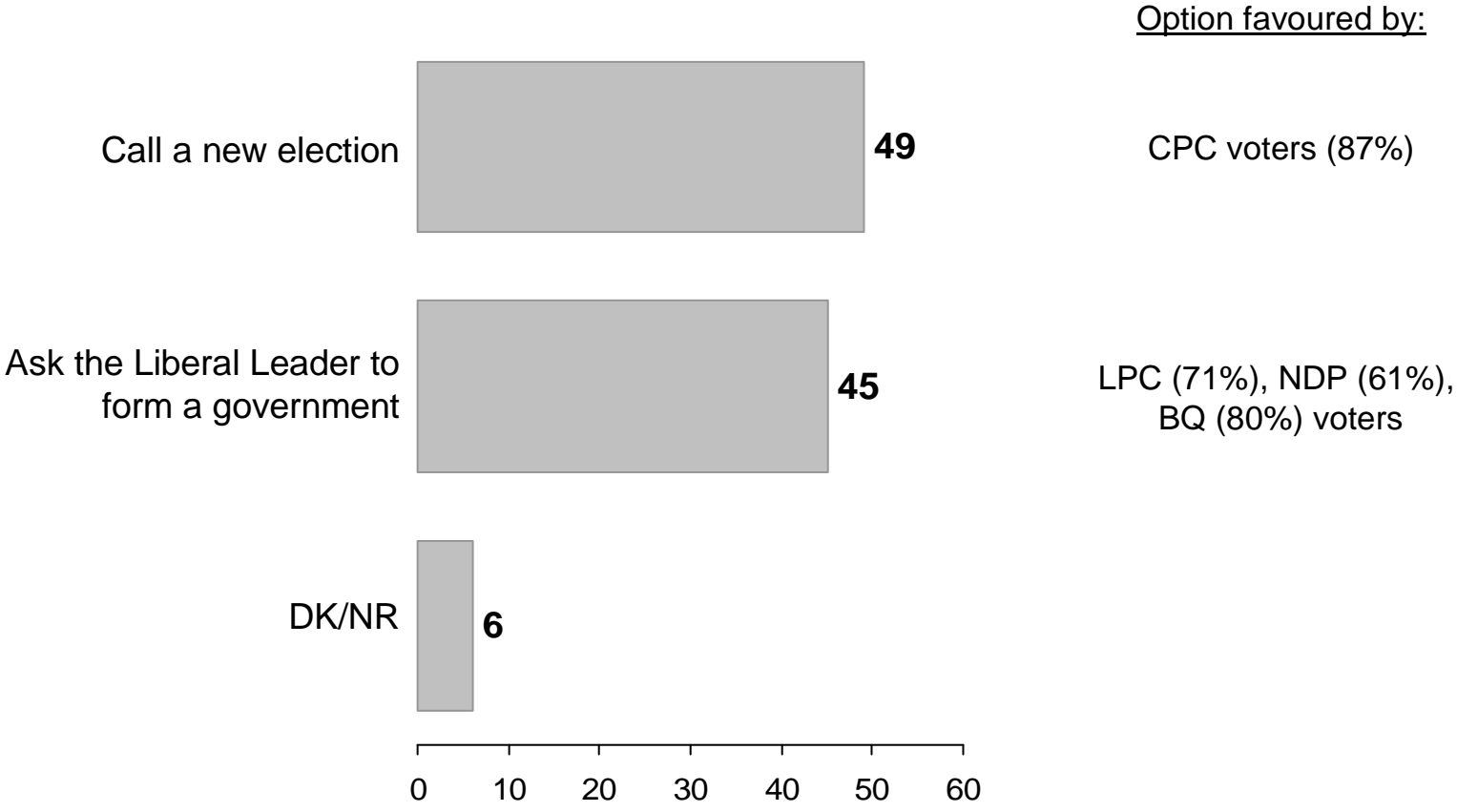
Q. *If you were forced to choose between a Conservative government led by Stephen Harper and a coalition government made of up Liberal and New Democrats and led by Liberal leader Michael Ignatieff, which would you prefer?*





Advice for the Governor General?

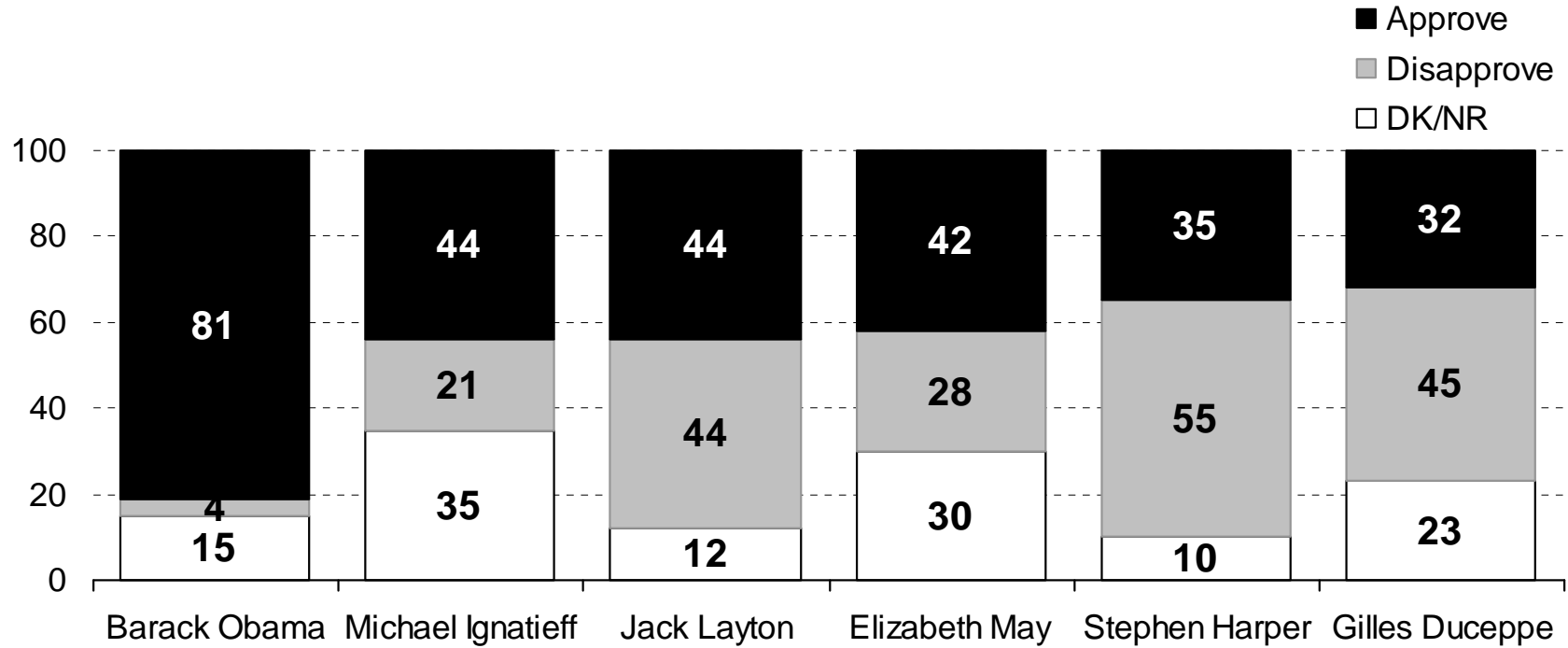
Q. *If the Conservative government is unable to maintain majority support in the House of Commons, the Governor-General will have to decide whether to call a new election, or to ask the Liberal leader, Michael Ignatieff, to form a government. What do you think the Governor-General should do if the Conservatives are unable to maintain majority support in the House of Commons?*





Job approval ratings for different political leaders

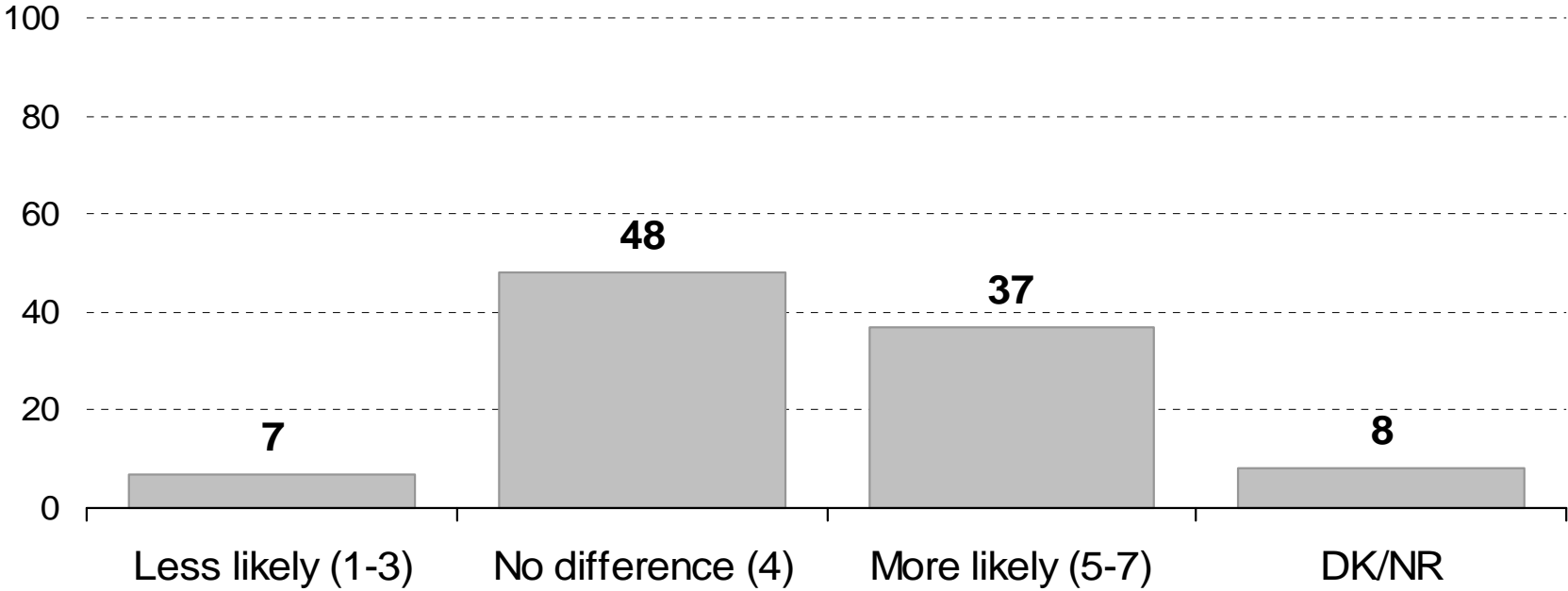
Q. Do you approve or disapprove of the way the following leaders are handling their jobs?

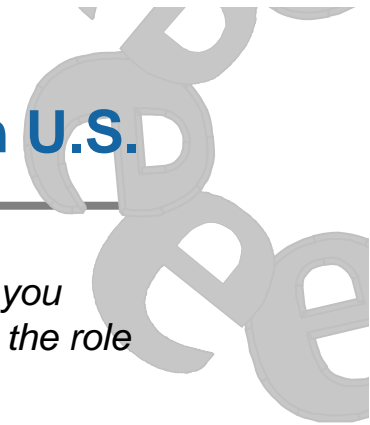




Influence of Democratic rule on political landscape in Canada

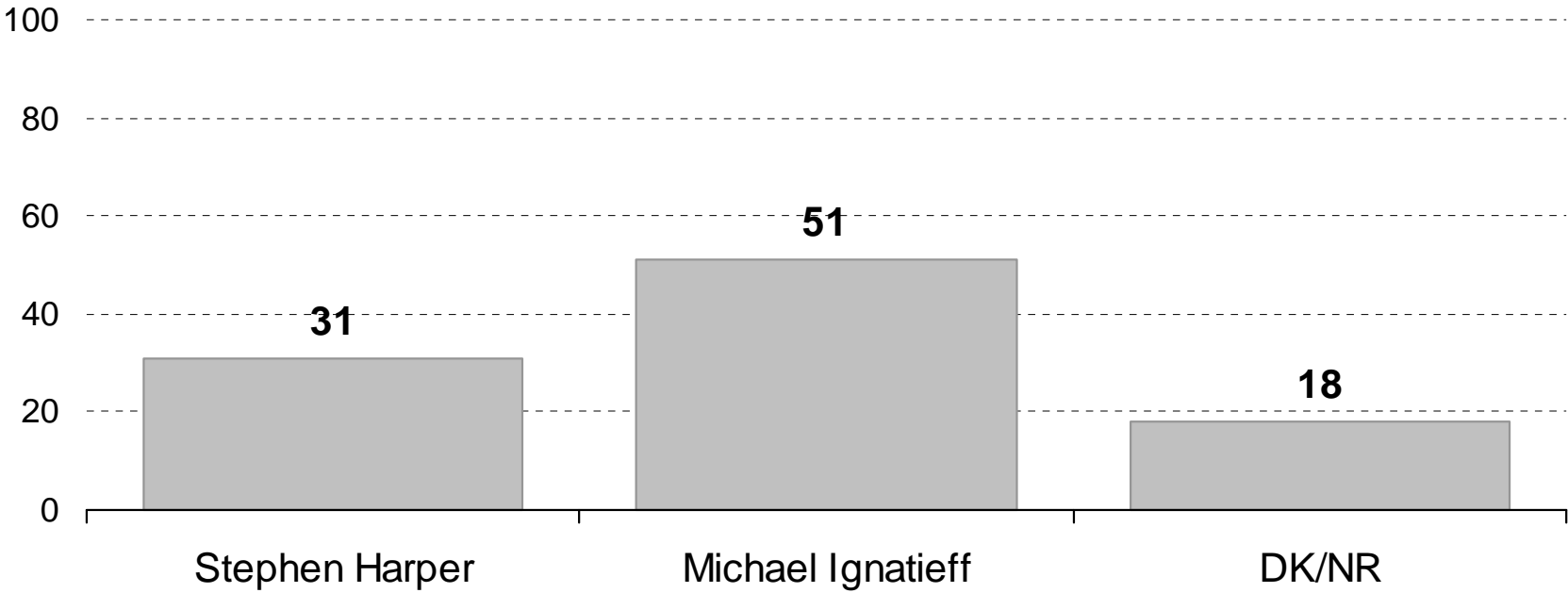
Q. Do you think that the Democratic dominance in the U.S. makes it more or less likely that a Liberal government will be elected in Canada in the next election?





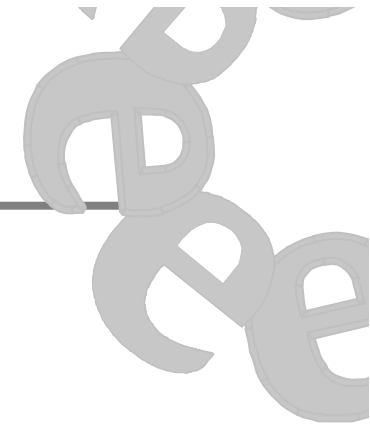
“Best PM” to forge positive working relationship with U.S.

Q. Thinking again about overall relations between Canada and the United States, who do you think would be best able to forge a positive working relationship with Barack Obama in the role of Canadian Prime Minister?



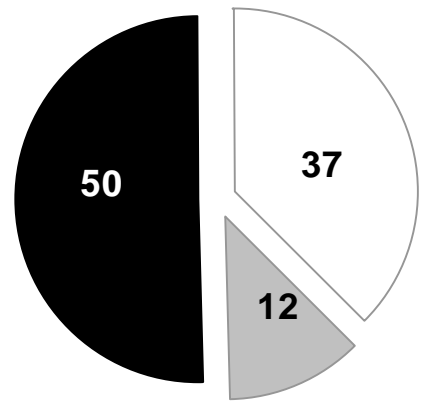
The Mission in Afghanistan



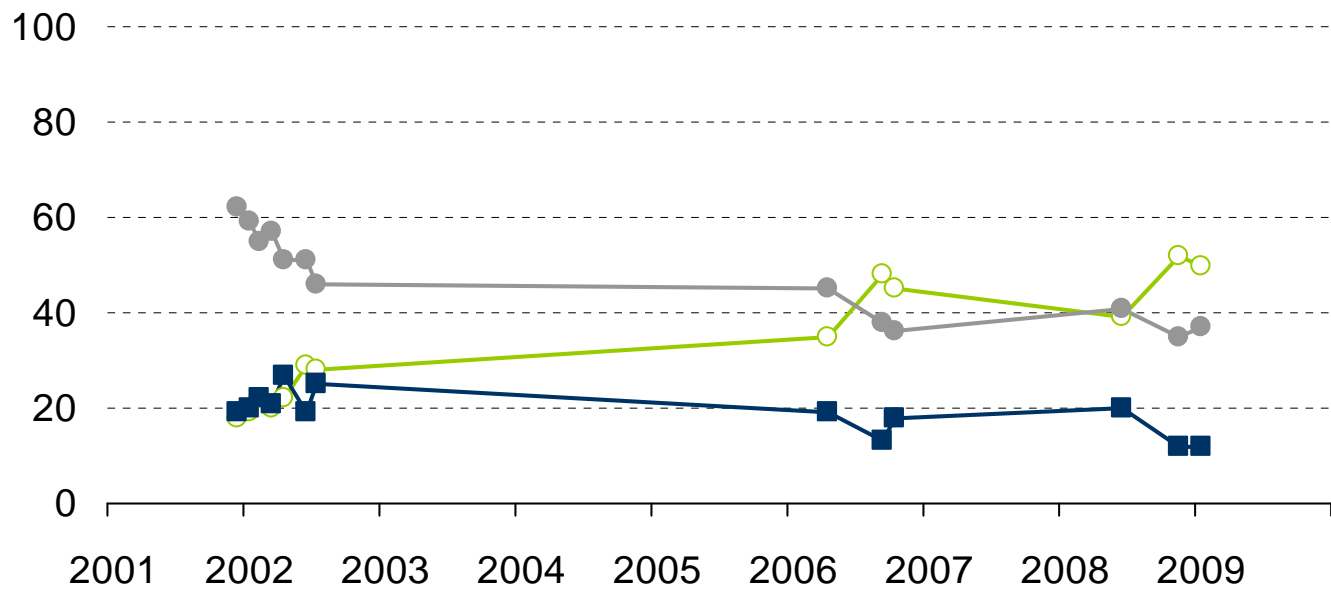


Support for military participation in Afghanistan

Q. Do you support or oppose Canadian military participation in Afghanistan?



□ Support
■ Neither
■ Oppose



○ Oppose ■ Neither ● Support

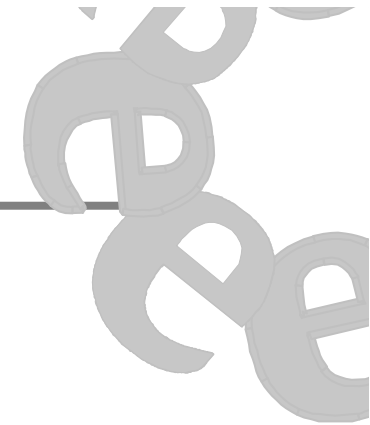


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BASE: Canadians (1/2 sample); most recent data point is from Jan. 15-17

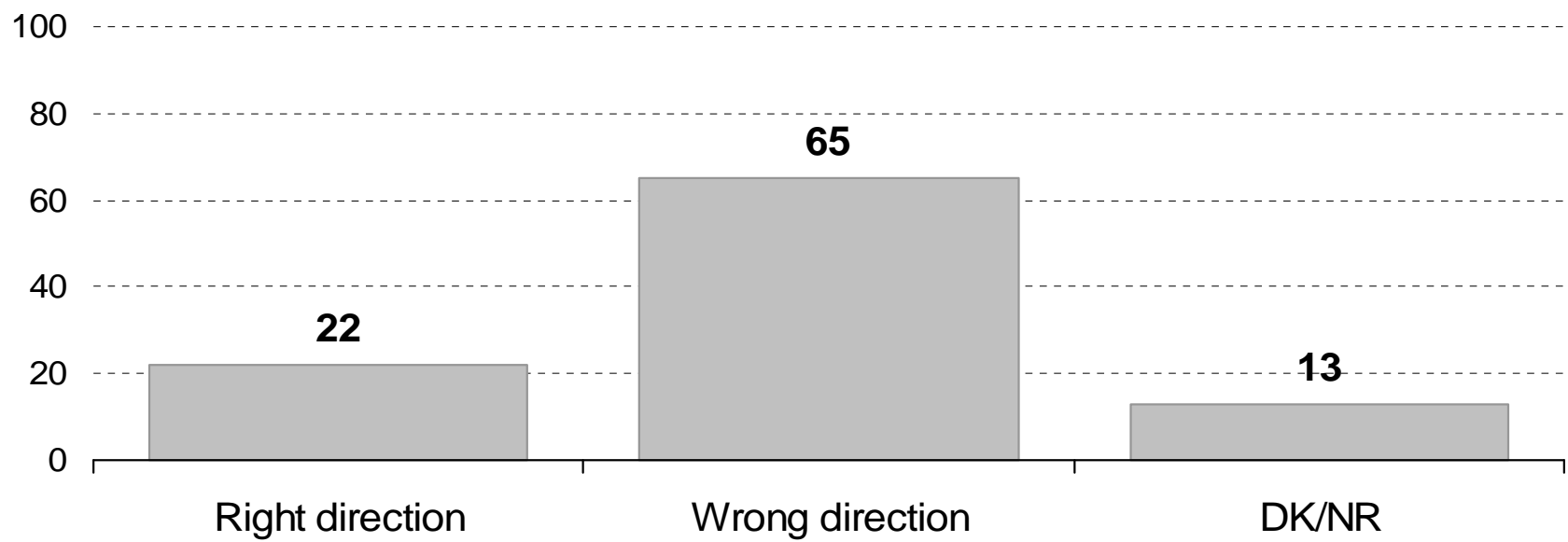
Outlook on the Economy

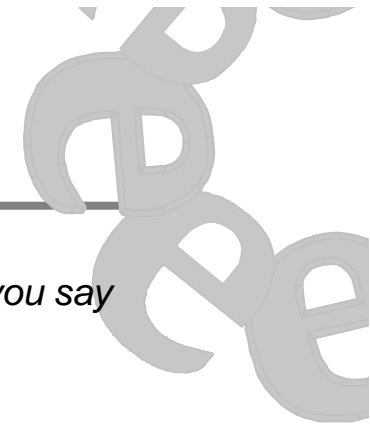




Direction of the economy

Q. *Would you say the economy is moving in the right direction or the wrong direction?*

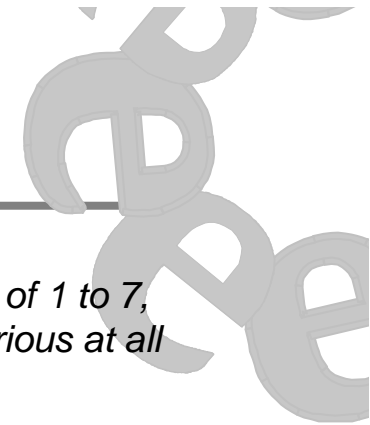




Current state of the Canadian economy

Q. Which of the following best describes how you feel about Canada's economy? Would you say the economy is currently...





Perceived seriousness of current recession

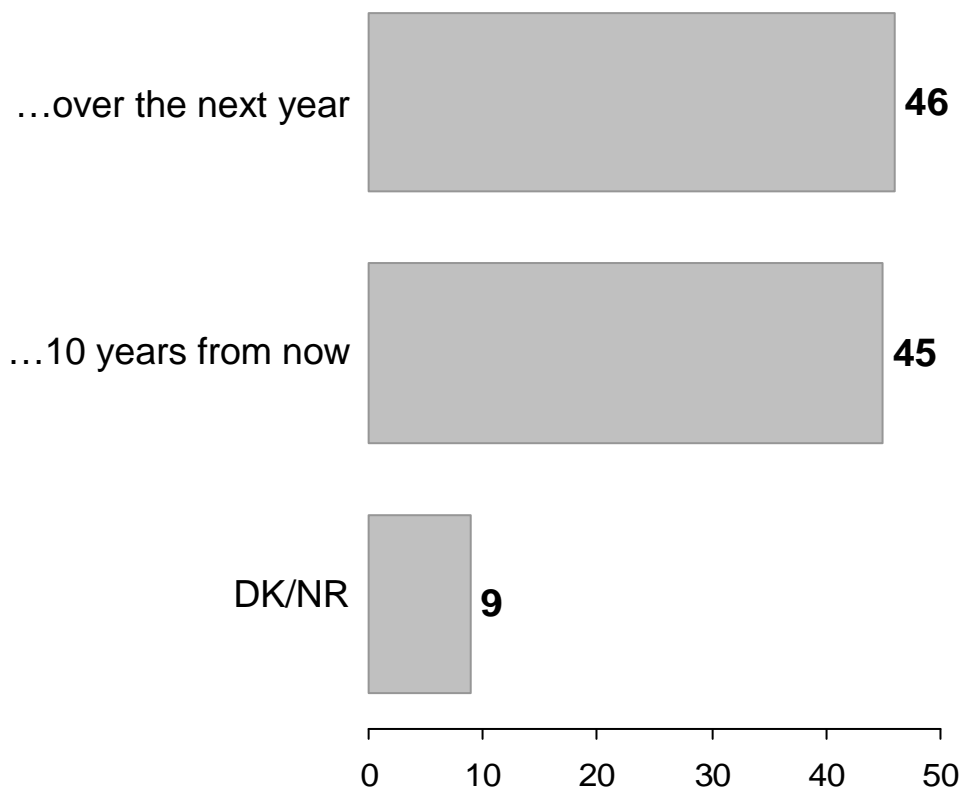
Q. Economists generally agree that Canada's economy is now in a recession. On a scale of 1 to 7, how serious do you expect the recession to be here in Canada, where 1 means not serious at all and 7 means the most serious in fifty years?

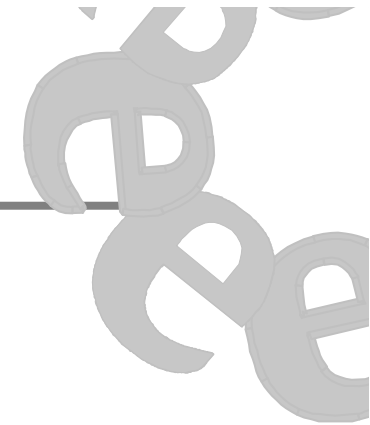




Economic concerns over the short and long-term

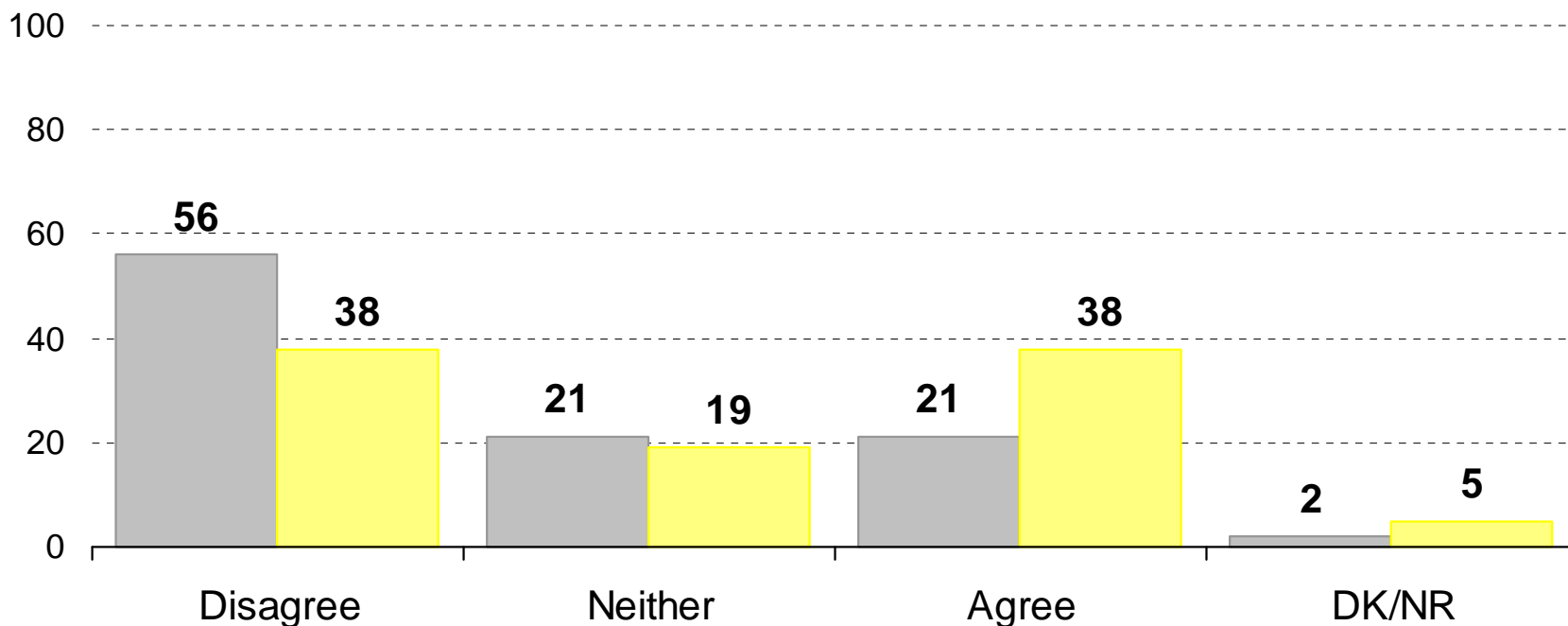
Q. Thinking about your economic well-being and that of your family, which concerns you the most? You economic well-being and that of your family over...





Employment insecurity

Q. Do you agree or disagree with the following statements...



■ I think there is a good chance I could lose my job over the next couple of years.

■ If I lost my job, I am confident that I could find an equivalent one within six months.



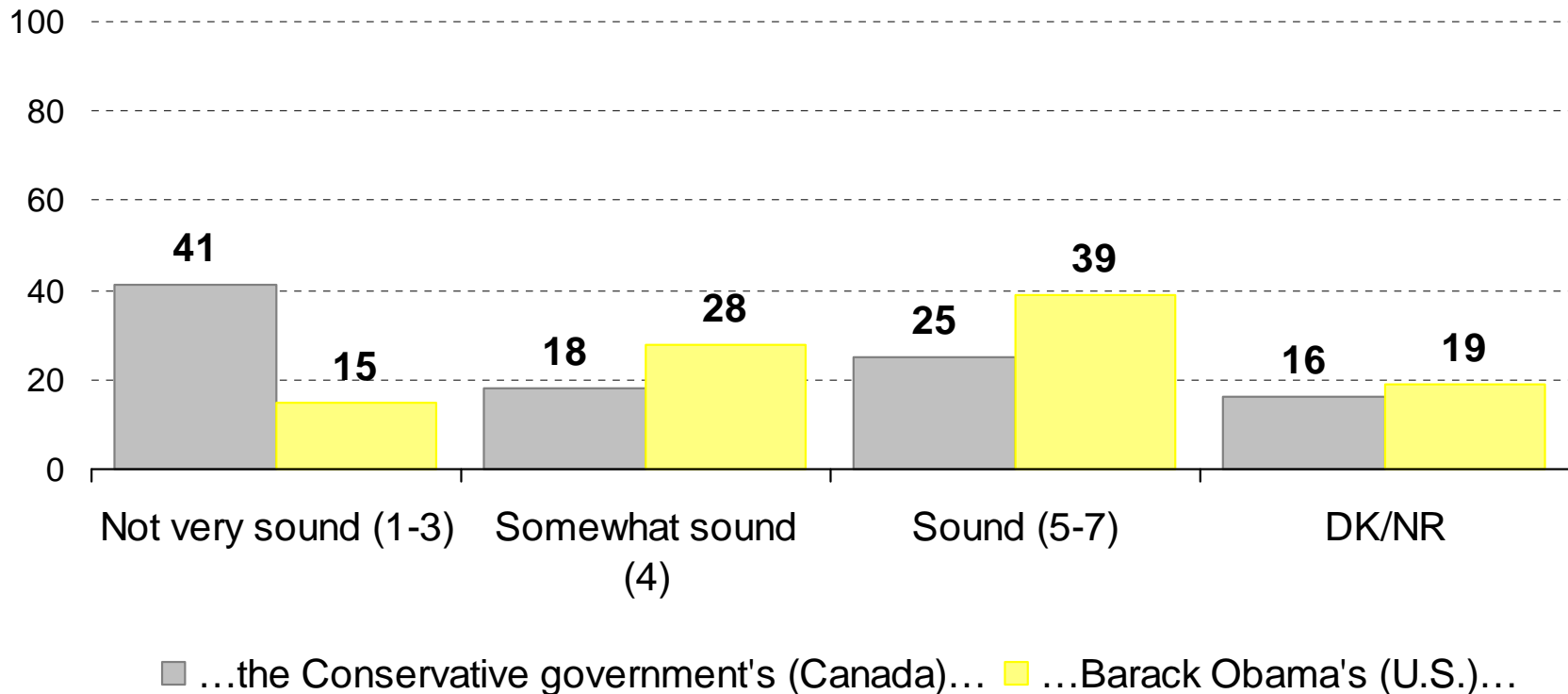
Annex – previously released data



Note: this data shared with CBC on Jan. 18

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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Probit

