

Results of a CBC News Survey

December 4, 2008





Methodology

This survey was conducted December 2 and 3, 2008 using Interactive Voice Recognition (IVR) technology, which allows respondents to enter their preferences by punching the keypad on their phone, rather than telling them to an operator.

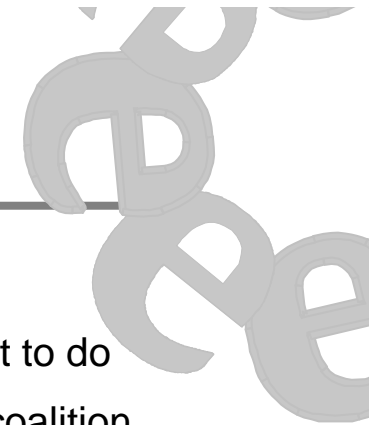
- In total, a random sample of 2536 Canadians aged 18 and over responded to the survey.
- A sample of this size provides a margin of error of +/- 1.9 percentage points, 19 times out of 20. The margin of error increases when the results are sub-divided (i.e., error margins for sub-groups such as regions).
- All the data were statistically weighted to ensure the samples composition reflects that of the actual population of Canada according to Census data.

The survey was conducted by EKOS Research Associates on behalf of the CBC.



Overview of Results





Overview of Results

Preferred solution to current political impasse

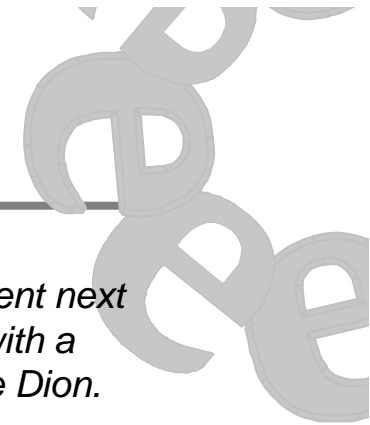
- The Canadian public are divided; there is very little consensus about what to do
 - A plurality favour taking a break, but sizable minority also supports coalition
 - One area of consensus = little appetite for yet another election (unsurprising given very low satisfaction with recent election)
- Mixed confidence in Governor General which leans mildly positive
- Stephen Harper and the Conservatives enjoy advantage over Stéphane Dion-led coalition when it comes to the economy

Vote intention

- Conservative support up 7 points since the election, basically at expense of LPC/NDP
- Extremely large divisions emerging in public
 - Region: East – West fracture now starts at the Ottawa River (CPC have an astonishing 22-point in Ontario); Alberta incensed
 - Party Lines: predictable, but Governor General is much more trusted among LPC and NDP voters

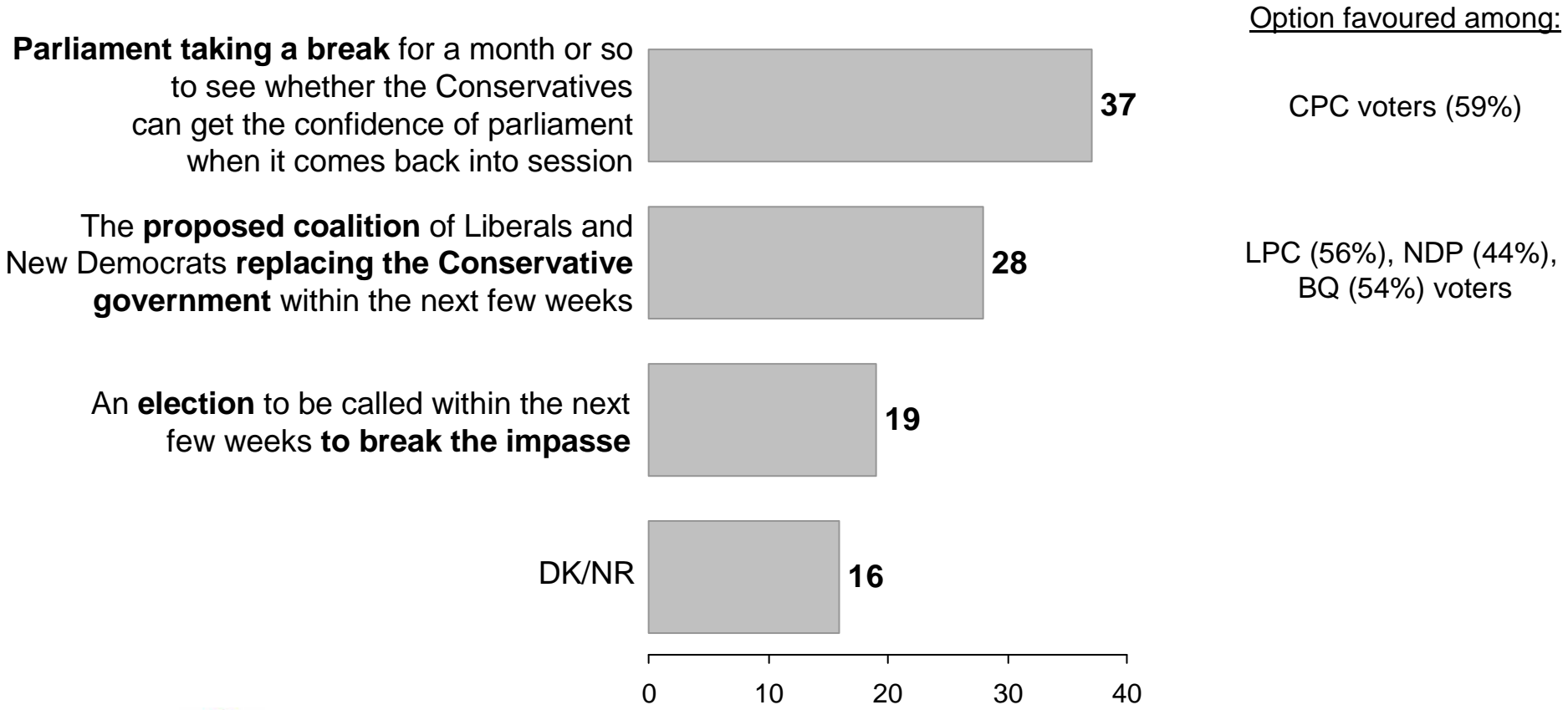
Outlook on the Current Political Situation





Preferred solution for current political impasse

Q. The Conservative government of Stephen Harper will likely be defeated when Parliament next has an opportunity to vote. The opposition parties want to replace the Conservatives with a coalition made up of Liberals and New Democrats led on an interim basis by Stéphane Dion. Based on this, which of the following is closest to your view?

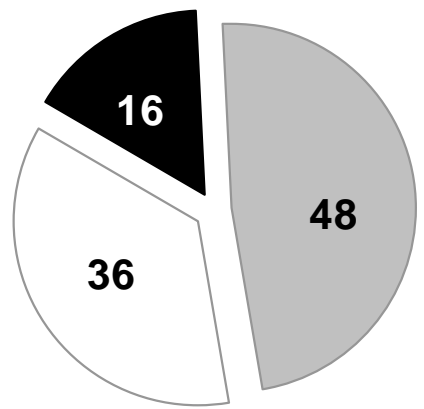


BASE: Canadians; Dec. 2-3, n=2536

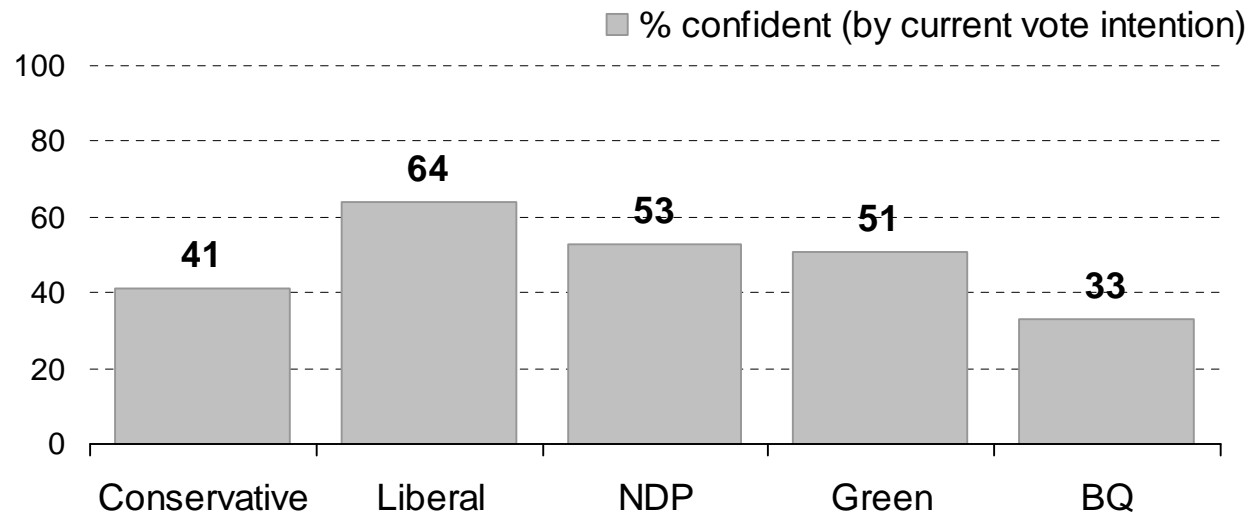


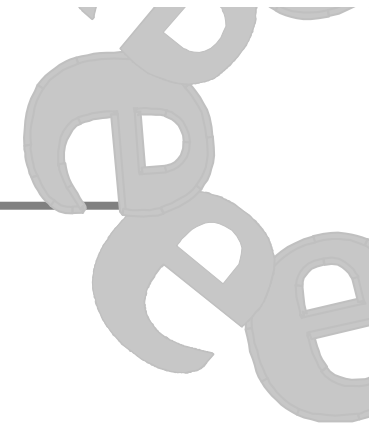
Confidence in Governor General

Q. *The Governor-General, Michaëlle Jean, may be required to make crucial decisions arising from this impasse. How much confidence do you have in the Governor-General's ability to make these decisions*



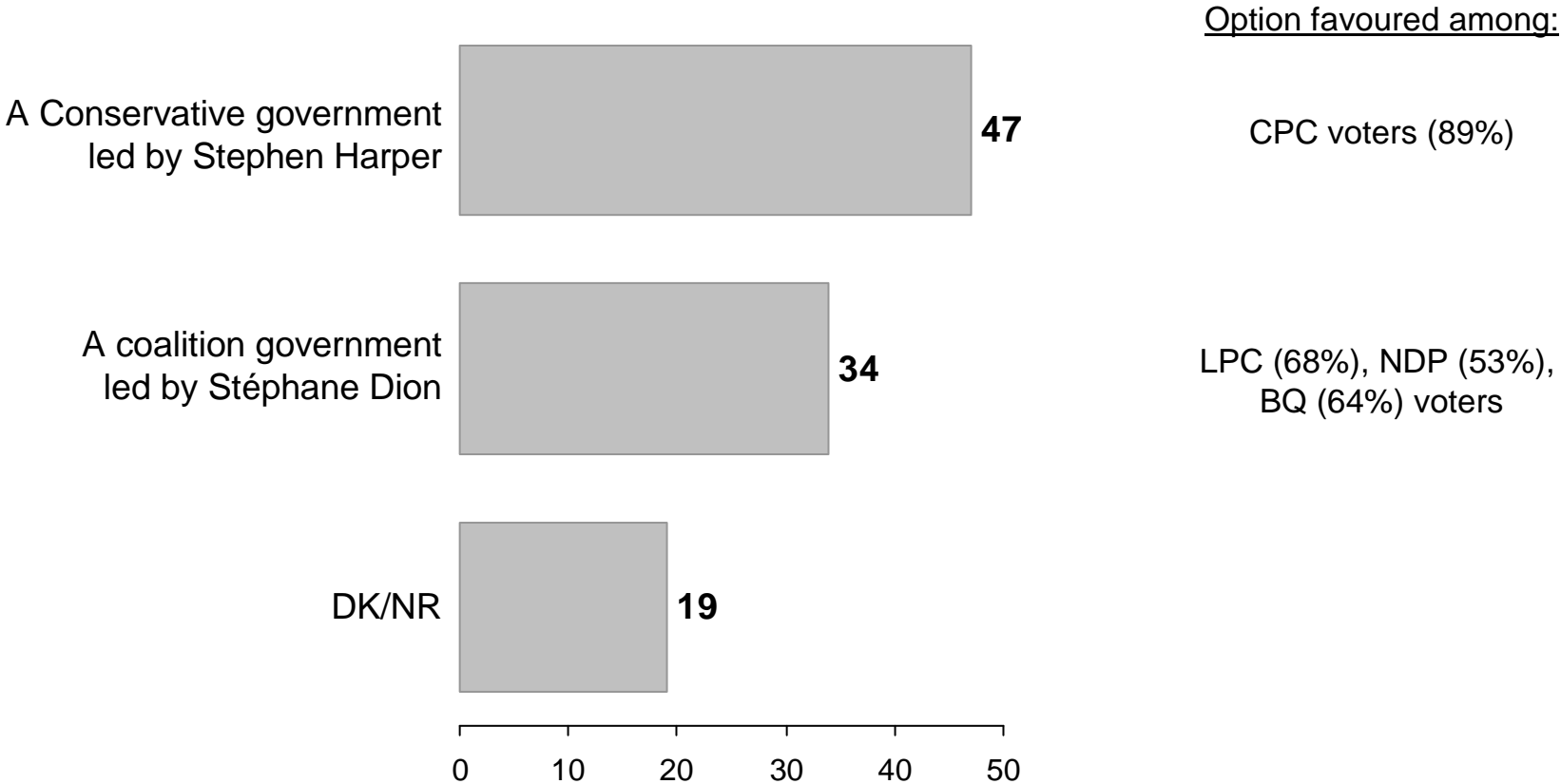
□ Not very confident
■ Moderately confident
■ Confident





Best leader to deal with the current economic crisis

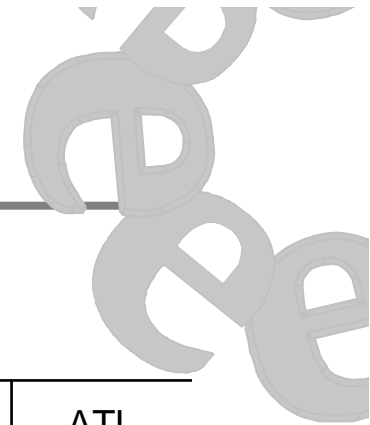
Q. In your opinion, who would be better able to deal with the current economic crisis?



BASE: Canadians; Dec. 2-3, n=2536






Vote Intention





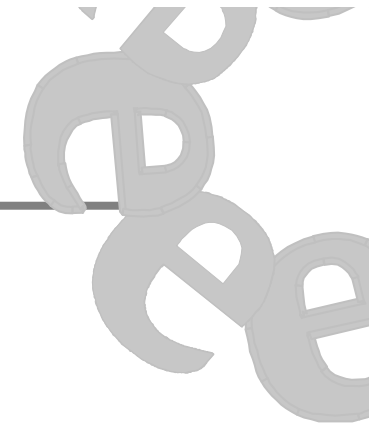
Vote intention

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

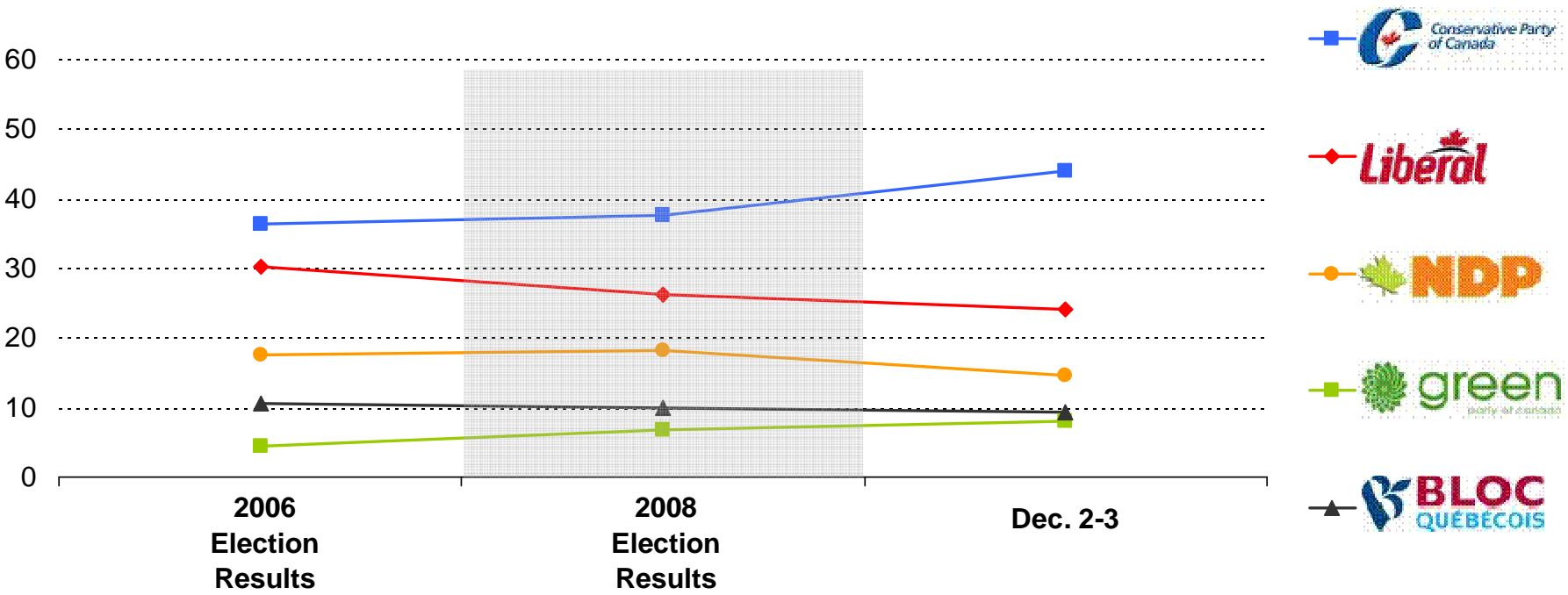
	National	BC/TER	AB	SK/MB	ON	QC	ATL
Margin of error:	+/- 2.0	+/-4.6	+/-5.3	+/-6.6	+/-4.1	+/-4.2	+/-8.7
	44.0	47.3	75.1	56.7	49.0	20.2	36.5
	24.1	18.1	11.8	15.5	27.5	25.4	38.8
	14.5	23.0	7.1	18.0	14.2	10.4	22.7
	8.1	11.6	6.0	9.8	9.3	6.7	2.0
	9.2	--	--	--	--	37.4	--



BASE: Decided voters; Dec. 2-3 08 n=2277



Current vote intention vs. past election results



BASE: Most recent results – Decided voters; Dec. 2-3 08 n=2277

Conclusions





Conclusions

- The Conservatives are winning the initial public opinion war.
- There seems, however, to be a modest night-to-night trend that favours the coalition on all measures (i.e., vote intention, three-partner coalition).
- While too early to say, it may be that the public are digging into deep and irreconcilable differences on this issue.
- What started as a political skirmish over the economy now has the potential to produce deep wounds to national unity.
- Bottom Line: Despite initial favourable response to the Conservatives, the public are flummoxed and angry. Dispute seems to be aggravating existing national fault lines.

For more information:

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