



EKOS/CBC NEWS: SUNDAY POLL

War in Iraq

**Presentation to
CBC News: Sunday, Ottawa**

January 26th, 2003



EKOS RESEARCH ASSOCIATES

Methodology

■ Telephone survey of the general public

- 1,001 completed interviews with a national random sample of Canadians 18 years of age and over (n=243 in Quebec)
 - ✓ Interview period: January 14-16, 2003
 - ✓ National results valid within +/- 3.1 percentage points, 19 times out of 20 (Quebec: \pm 6.3%)
- The margin of error increases 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.

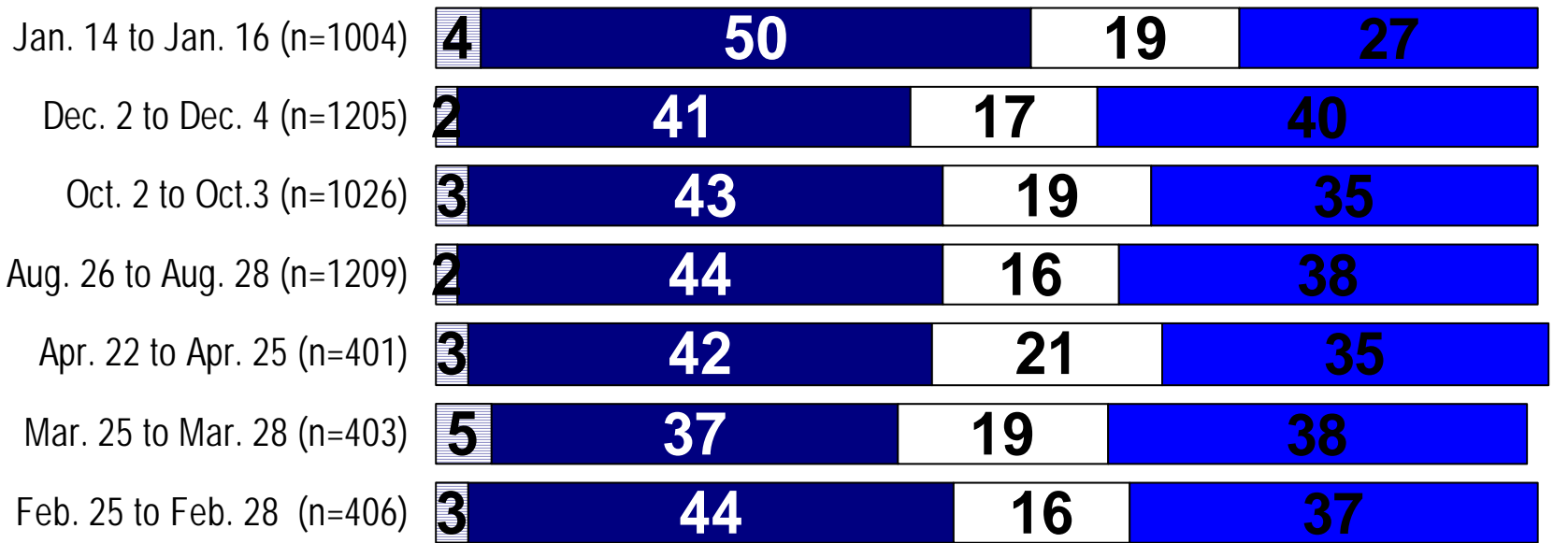
War in Iraq: Support and Rationale

- Support for participating in the war in Iraq has plummeted; opposition now a majority and outweighs support by 2 to 1
 - Support strongest in Ontario, Alberta, males, PC, CA and upper-income
 - Opposition strongest in Quebec, women, university graduates and NDP

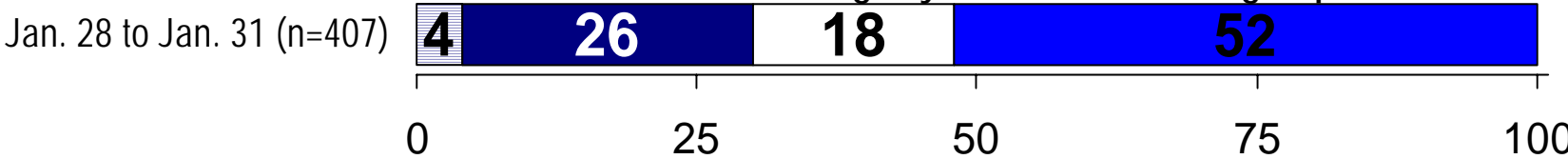
- Both supporters and opponents strongly lean to the view that this should be an issue of principle and values rather than practicality and self-interest

Tracking Support for War in Iraq

Q: Do you support or oppose Canadian participation if the US and its allies decide to attack IRAQ? Please respond using a 7-point scale where 1 means strongly oppose, 7 means you strongly support and the mid-point 4 means you neither oppose nor support.



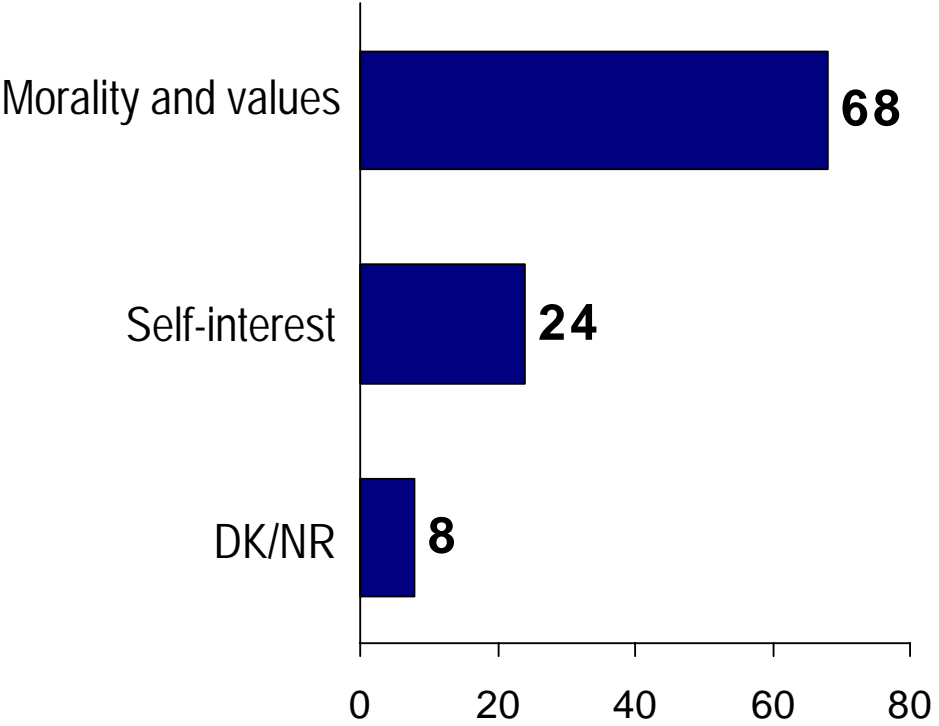
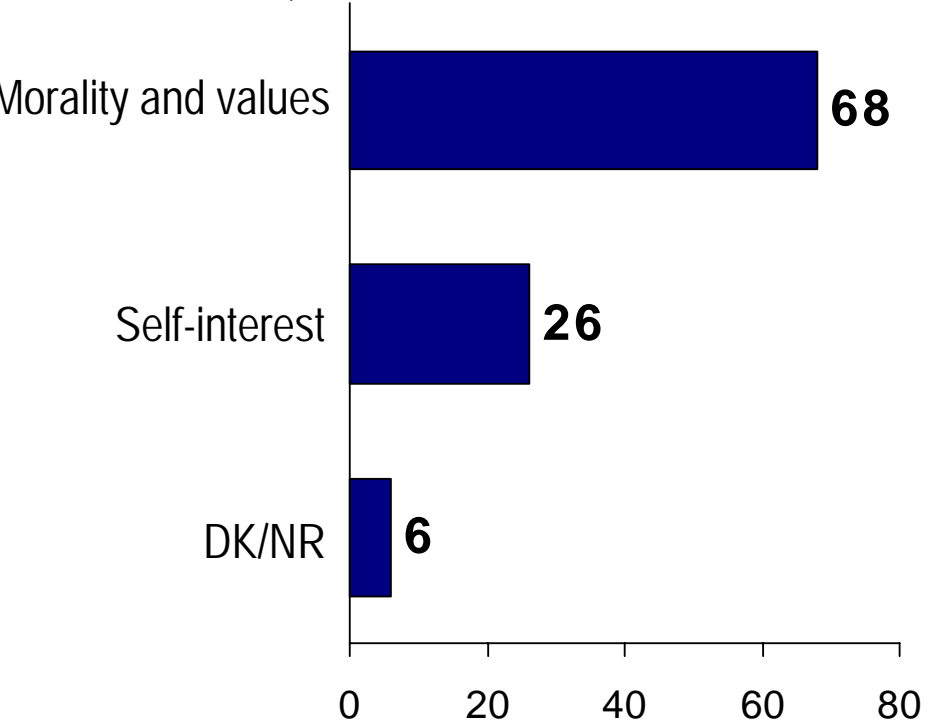
JANUARY: ...if the U.S. and its allies decide to attack *other countries* that are allegedly home to terrorists groups?



Rationale for War in Iraq

Q: **If support:** What do you think should be the most important consideration? Should it be a **matter of morality and values** (for example, removing an evil dictator and promoting democracy) or a **matter of self-interest** (for example, protecting our economic relationship with the U.S.)?

Q: **If oppose:** What do you think should be the most important consideration? Should it be a **matter of morality and values** (for example, war and the human costs are no justified at this time) or a **matter of self-interest** (for example, avoiding becoming a future terrorist target)?





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