

GM CLOSURE RISKS MAJOR BLOWBACK WITH CANADIAN CONSUMERS:

[Ottawa – January 16, 2019] The closing of the General Motors assembly plant in Oshawa has aroused widespread attention, with more than half of Canadians following this development either closely (15 per cent) or somewhat closely (42 per cent).

Awareness of Oshawa plant closure

Q. As you may have heard, General Motors recently announced its plan to shut down operations at its Oshawa assembly plant by the end of 2019. The closure will affect approximately 3,000 workers. How closely have you been following this development?

Canada



BASE: Canadians; January 10-15, 2019, n=1,937, MOE +/- 2.2%, 19 times out of 20

Oshawa



BASE: Oshawa residents; January 10-15, 2019, n=288, MOE +/- 5.8%, 19 times out of 20

□ DK/NR ■ Not at all ■ Not very closely ■ Somewhat closely ■ Very closely

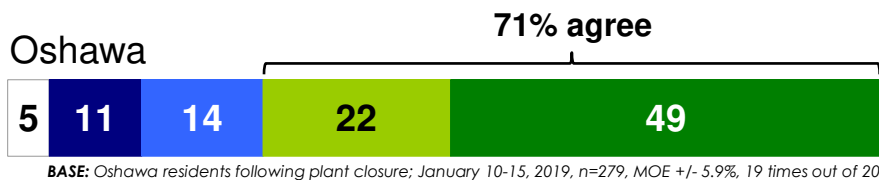
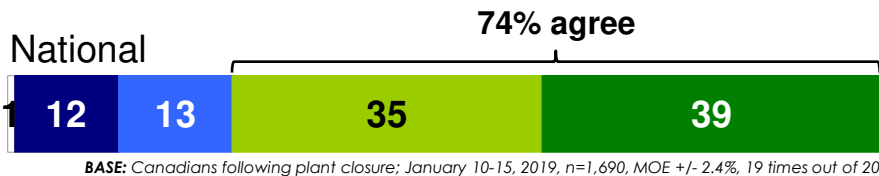
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The clear consensus in Canada is that if General Motors wants to sell cars to Canadians, they should make them here. Agreement with this notion outstrips disagreement by a three-to-one margin (74 per cent versus 25 per cent). This general agreement holds throughout most demographics and regions in Canada.

Incidence of 'buy Canadian' stance

Q. [IF FOLLOWING PLANT CLOSURE] Please rate the extent to which you agree or disagree with the following statement:

"If General Motors wants to sell its products to Canadians, they should build those products in Canada."

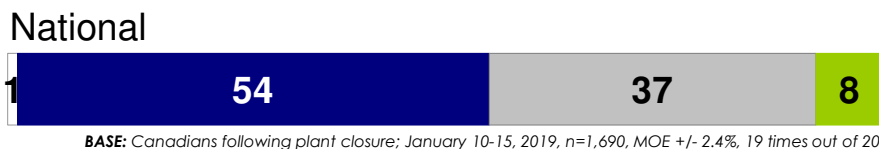


DK/NR Strongly disagree Somewhat disagree Somewhat agree Strongly agree

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Impact of closure on attitudes to GM

Q. [IF FOLLOWING PLANT CLOSURE] General Motors has said it has no intention of backing down on closing the Oshawa plant, although the company says it will provide financial support to help retrain its employees for new jobs. **Overall, how has the plant closure impacted your opinion of General Motors?**



DK/NR Negative impact (1-2) No impact (3) Positive impact (4-5)

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The move is also having a very corrosive impact on the GM brand in Canada. Just over half of Canadians say their opinion of the company has worsened as a result of the closure.

In an even more troubling finding for General Motors, Canadians appear ready to walk the talk. Forty-five per cent of Canadians say they would support an outright boycott and another 26 per cent say they would consider it. Even discounting a large portion of this as exaggeration, there is no doubt that this move would cost the company a huge number of sales in Canada – arguably more than offsetting any economies from sending the jobs to Mexico.

Support for GM boycott

Q. [IF FOLLOWING PLANT CLOSURE] If General Motors proceeds with its plan to close the Oshawa plant, would you support a boycott of General Motors products?

National



BASE: Canadians following plant closure; January 10-15, 2019, n=1,690, MOE +/- 2.4%, 19 times out of 20

Oshawa



BASE: Oshawa residents following plant closure; January 10-15, 2019, n=279, MOE +/- 5.9%, 19 times out of 20

DK/NR No Maybe Yes

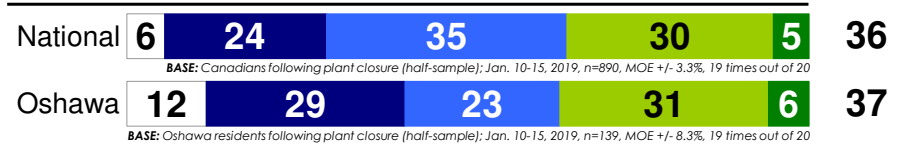
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Finally, Canadians are underwhelmed by the performance of governments to date on this file. Neither the federal nor Ontario governments get good marks, but the marks are poorest for Doug Ford's PC Government in Ontario.

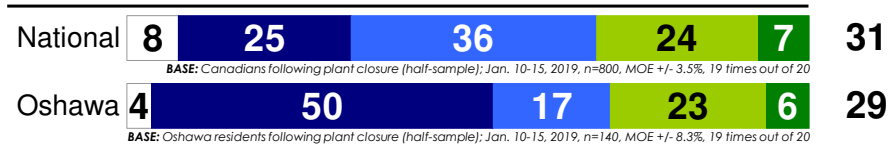
Approval of gov. handling of plant closure

Q. [IF FOLLOWING PLANT CLOSURE] All things considered, how strongly do you approve or disapprove of how the Government of Canada/Government of Ontario is handling the Oshawa plant closure?

Government of Canada



Government of Ontario



DK/NR
 Strongly disapprove
 Somewhat disapprove
 Somewhat approve
 Strongly approve

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Bottom line:

Whatever the economic strategy that underpinned GM's decision-making here, it appears to have backfired and risks a far more costly impact on both sales and brand reputation in Canada. Canadians expect more from their governments in responding to what has been a pretty universally panned decision by GM.

Detailed Tables:

Awareness of Oshawa Plant Closure							
<i>Q. As you may have heard, General Motors recently announced its plan to shut down operations at its Oshawa assembly plant by the end of 2019. The closure will affect approximately 3,000 workers. How closely have you been following this development?</i>							
	Very closely	Somewhat closely	Not very closely	Not at all	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	15.1%	42.4%	22.8%	17.4%	2.3%	1937	2.2
REGION							
British Columbia	9.7%	44.3%	28.8%	13.6%	3.6%	281	5.9
Alberta	16.0%	38.6%	23.0%	20.2%	2.2%	292	5.7
Saskatchewan	9.3%	48.1%	25.8%	12.3%	4.5%	59	12.8
Manitoba	21.9%	48.8%	21.9%	4.5%	2.9%	77	11.2
Ontario	23.2%	49.9%	15.6%	9.7%	1.6%	812	3.4
Quebec	5.3%	33.2%	30.6%	29.0%	1.9%	279	5.9
Atlantic Canada	11.6%	28.9%	22.7%	33.0%	3.8%	137	8.4
MUNICIPALITY							
Oshawa	44.1%	34.5%	13.3%	3.5%	4.6%	288	5.8
GENDER							
Male	17.5%	46.2%	23.2%	12.8%	0.4%	984	3.1
Female	13.5%	40.6%	23.5%	21.9%	0.5%	879	3.3
AGE							
<35	9.1%	33.3%	25.9%	31.7%	0.0%	150	8.0
35-49	10.6%	40.5%	25.8%	21.8%	1.2%	350	5.2
50-64	19.4%	48.4%	22.3%	9.6%	0.3%	641	3.9
65+	23.6%	52.4%	18.1%	5.7%	0.3%	740	3.6
EDUCATION							
High school or less	14.7%	34.1%	26.5%	23.8%	0.9%	476	4.5
College or CEGEP	13.7%	45.5%	22.0%	18.8%	0.0%	607	4.0
University or higher	16.8%	46.2%	22.5%	13.9%	0.6%	800	3.5

Incidence of 'Buy Canadian' Stance

Q. [IF FOLLOWING PLANT CLOSURE] Please rate the extent to which you agree or disagree with the following statement:

"If General Motors wants to sell its products to Canadians, they should build those products in Canada."

	Strongly disagree	Somewhat disagree	Somewhat agree	Strongly agree	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	11.9%	13.0%	35.4%	39.0%	0.8%	1690	2.4
REGION							
British Columbia	7.1%	9.8%	35.8%	45.7%	1.6%	243	6.3
Alberta	21.2%	14.7%	29.0%	34.0%	1.2%	246	6.3
Saskatchewan	24.0%	13.3%	38.1%	24.6%	0.0%	49	14.0
Manitoba	9.3%	12.7%	43.9%	34.1%	0.0%	72	11.6
Ontario	9.6%	14.2%	35.8%	39.5%	0.9%	767	3.5
Quebec	13.5%	12.8%	35.6%	37.9%	0.3%	211	6.8
Atlantic Canada	12.8%	9.8%	34.9%	42.5%	0.0%	102	9.7
MUNICIPALITY							
Oshawa	10.5%	13.9%	21.5%	49.4%	4.8%	279	5.9
GENDER							
Male	12.5%	14.3%	36.9%	36.0%	0.3%	895	3.3
Female	10.6%	11.8%	34.1%	42.8%	0.7%	768	3.5
AGE							
<35	17.6%	16.2%	35.9%	30.3%	0.0%	108	9.4
35-49	14.3%	16.2%	36.6%	32.5%	0.5%	281	5.9
50-64	9.4%	11.2%	34.4%	44.5%	0.5%	583	4.1
65+	7.0%	9.6%	35.4%	46.6%	1.3%	701	3.7
EDUCATION							
High school or less	10.5%	11.3%	32.0%	45.9%	0.2%	404	4.9
College or CEGEP	11.0%	10.6%	33.1%	45.2%	0.1%	542	4.2
University or higher	13.3%	15.6%	38.4%	32.0%	0.7%	728	3.6

Impact of Closure on Attitudes to GM

Q. [IF FOLLOWING PLANT CLOSURE] General Motors has said it has no intention of backing down on closing the Oshawa plant, although the company says it will provide financial support to help retrain its employees for new jobs. Overall, how has the plant closure impacted your opinion of General Motors?

	Negative impact (1-2)	No impact (3)	Positive impact (4-5)	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	53.9%	37.4%	7.6%	1.1%	1690	2.4
REGION						
British Columbia	53.8%	38.3%	7.0%	0.9%	243	6.3
Alberta	37.1%	49.5%	11.6%	1.8%	246	6.3
Saskatchewan	43.6%	43.1%	11.8%	1.6%	49	14.0
Manitoba	50.7%	42.0%	5.9%	1.4%	72	11.6
Ontario	56.1%	36.4%	6.7%	0.8%	767	3.5
Quebec	63.2%	29.0%	6.3%	1.6%	211	6.8
Atlantic Canada	46.9%	42.0%	11.0%	0.0%	102	9.7
MUNICIPALITY						
Oshawa	62.2%	31.8%	5.8%	0.2%	279	5.9
GENDER						
Male	55.5%	35.5%	8.1%	0.9%	895	3.3
Female	53.2%	38.9%	6.9%	1.0%	768	3.5
AGE						
<35	60.9%	35.5%	3.6%	0.0%	108	9.4
35-49	47.6%	44.3%	7.6%	0.5%	281	5.9
50-64	55.6%	32.7%	9.3%	2.5%	583	4.1
65+	52.2%	38.2%	8.9%	0.7%	701	3.7
EDUCATION						
High school or less	43.5%	46.2%	9.5%	0.8%	404	4.9
College or CEGEP	58.9%	32.9%	7.6%	0.7%	542	4.2
University or higher	55.5%	36.5%	6.9%	1.1%	728	3.6

Support for GM Boycott

Q. [IF FOLLOWING PLANT CLOSURE] If General Motors proceeds with its plan to close the Oshawa plant, would you support a boycott of General Motors products?

	Yes	Maybe	No	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	45.4%	26.3%	27.2%	1.1%	1690	2.4
REGION						
British Columbia	43.7%	28.1%	26.2%	2.1%	243	6.3
Alberta	34.9%	26.7%	36.9%	1.5%	246	6.3
Saskatchewan	28.5%	46.5%	25.1%	0.0%	49	14.0
Manitoba	42.9%	26.6%	30.5%	0.0%	72	11.6
Ontario	51.5%	21.1%	26.8%	0.6%	767	3.5
Quebec	41.9%	31.3%	24.9%	1.9%	211	6.8
Atlantic Canada	50.5%	30.3%	19.3%	0.0%	102	9.7
MUNICIPALITY						
Oshawa	54.7%	18.6%	21.7%	5.0%	279	5.9
GENDER						
Male	43.3%	25.0%	30.7%	1.0%	895	3.3
Female	48.4%	27.5%	23.2%	0.9%	768	3.5
AGE						
<35	39.4%	29.7%	29.6%	1.3%	108	9.4
35-49	44.3%	24.2%	31.0%	0.5%	281	5.9
50-64	48.8%	24.9%	25.3%	1.0%	583	4.1
65+	49.2%	26.3%	23.7%	0.9%	701	3.7
EDUCATION						
High school or less	41.8%	30.3%	27.7%	0.2%	404	4.9
College or CEGEP	49.4%	28.0%	21.3%	1.3%	542	4.2
University or higher	44.8%	22.9%	31.2%	1.0%	728	3.6

Approval of Government Handling of Plant Closure – Government of Ontario

Q. [IF FOLLOWING PLANT CLOSURE] All things considered, how strongly do you approve or disapprove of how the Government of Ontario is handling the Oshawa plant closure?

	Strongly disapprove	Somewhat disapprove	Somewhat approve	Strongly approve	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	25.4%	36.0%	23.7%	7.4%	7.5%	800	3.5
REGION							
British Columbia	27.0%	33.5%	19.6%	3.0%	16.8%	105	9.6
Alberta	19.7%	31.2%	31.9%	6.5%	10.7%	103	9.7
Saskatchewan	31.0%	21.5%	37.0%	10.6%	0.0%	27	18.9
Manitoba	19.6%	35.0%	16.9%	9.0%	19.5%	36	16.3
Ontario	22.1%	38.6%	26.1%	10.6%	2.6%	384	5.0
Quebec	34.0%	38.8%	16.4%	2.8%	7.9%	100	9.8
Atlantic Canada	27.2%	32.9%	23.2%	8.3%	8.4%	45	14.6
MUNICIPALITY							
Oshawa	50.1%	17.2%	22.9%	6.2%	3.6%	140	8.3
GENDER							
Male	21.4%	37.1%	23.2%	10.9%	7.3%	427	4.7
Female	29.4%	35.6%	24.9%	3.2%	7.0%	363	5.1
AGE							
<35	31.0%	28.2%	24.2%	5.4%	11.3%	57	13.0
35-49	20.8%	43.6%	21.0%	5.4%	9.2%	129	8.6
50-64	23.4%	33.8%	26.7%	10.1%	6.1%	257	6.1
65+	25.6%	41.0%	23.4%	7.3%	2.6%	348	5.3
EDUCATION							
High school or less	27.3%	34.5%	23.6%	11.8%	2.8%	190	7.1
College or CEGEP	28.1%	34.4%	20.1%	8.5%	8.8%	258	6.1
University or higher	22.8%	38.0%	26.7%	4.5%	8.0%	344	5.3

Approval of Government Handling of Plant Closure – Government of Canada

Q. [IF FOLLOWING PLANT CLOSURE] All things considered, how strongly do you approve or disapprove of how the Government of Canada is handling the Oshawa plant closure?

	Strongly disapprove	Somewhat disapprove	Somewhat approve	Strongly approve	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	23.8%	35.2%	30.2%	5.3%	5.5%	890	3.3
REGION							
British Columbia	17.5%	42.2%	30.4%	3.4%	6.6%	138	8.3
Alberta	28.2%	34.3%	23.8%	8.6%	5.2%	143	8.2
Saskatchewan	26.8%	58.5%	12.1%	0.0%	2.6%	22	20.9
Manitoba	15.8%	32.5%	30.0%	7.2%	14.6%	36	16.3
Ontario	26.2%	28.7%	36.3%	4.8%	4.0%	383	5.0
Quebec	25.1%	40.8%	21.2%	6.5%	6.3%	111	9.3
Atlantic Canada	12.6%	38.2%	38.1%	4.8%	6.3%	57	13.0
MUNICIPALITY							
Oshawa	29.0%	22.7%	30.6%	5.9%	11.7%	139	8.3
GENDER							
Male	28.4%	36.2%	28.9%	4.2%	2.3%	468	4.5
Female	19.0%	34.8%	32.0%	6.3%	7.8%	405	4.9
AGE							
<35	30.2%	37.3%	25.3%	1.5%	5.6%	51	13.7
35-49	20.0%	31.7%	36.2%	6.8%	5.2%	152	8.0
50-64	24.6%	35.4%	29.9%	5.8%	4.3%	326	5.4
65+	21.9%	37.2%	29.5%	6.2%	5.2%	353	5.2
EDUCATION							
High school or less	32.7%	34.9%	22.7%	6.3%	3.4%	214	6.7
College or CEGEP	31.2%	41.2%	22.4%	3.4%	1.9%	284	5.8
University or higher	15.1%	31.9%	39.1%	6.0%	7.9%	384	5.0

Methodology:

This survey was conducted using High Definition Interactive Voice Response (HD-IVR™) technology, which allows respondents to enter their preferences by punching the keypad on their phone, rather than telling them to an operator. In an effort to reduce the coverage bias of landline only RDD, we created a dual landline/cell phone RDD sampling frame for this research. As a result, we are able to reach those with a landline and cellphone, as well as cellphone-only households and landline only households.

The field dates for this survey are January 10-15, 2019. In total, a random sample of 1,939 residents of Canadians aged 18 and over responded to the survey, including a sub-sample of 288 Oshawa residents. The margin of error associated with the total sample is +/- 2.2 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 by **age, gender, and region** to ensure the sample's composition reflects that of the actual population of Canada according to Census data.

This survey was commissioned by Unifor.