



The Strategic Counsel

THE GLOBE AND MAIL 



A Report To
**The Globe and Mail
and CTV**

**State of Canadian Public Opinion
on Government Assistance for the
Canadian Auto Sector**

March 17th, 2009

Gregg, Kelly, Sullivan & Woolstencroft:
The Strategic Counsel

www.thestrategiccounsel.com

21 St. Clair Avenue East
Suite 1100
Toronto, Ontario
M4T 1L9
Tel 416 975-4465
Fax 416 975-1883

60 George Street
Suite 205
Ottawa, Ontario
K1N 1J4
Tel 613 236-0296
Fax 613 236-1290

Introduction and Methodology

- ◆ *The Strategic Counsel* is pleased to present findings of a national online survey of 1,000 Canadians. This survey was conducted using the Research Now Web Perspectives online panel. All respondents were 18 years of age or older.
- ◆ Respondents completed web-based surveys between Friday March 13th and Monday March 16th, 2009.
- ◆ The results of this poll are based on a sample where quota sampling and weighting are employed to balance demographics and ensure that the sample's composition reflects that of the actual Canadian population according to Census data. Quota samples with weighting from the online panel provide results that are intended to approximate a probability sample.
- ◆ Statistical margins of error are not applicable to online polls.
- ◆ Note: Proportions may not sum to 100% due to rounding.

Do Canadians support a government financial rescue for the 'big-three' automakers?

	CANADA	REGION			
		Quebec	Rest of Canada*	Ontario	West
	Mar 13-16 2009	Mar 13-16 2009	Mar 13-16 2009	Mar 13-16 2009	Mar 13-16 2009
n=	1000	243	757	383	300
	%	%	%	%	%
NET Support	46	39	48	56	38
Strongly support	10	9	10	12	7
Somewhat support	36	30	38	44	31
Somewhat oppose	26	27	26	24	30
Strongly oppose	28	34	26	21	32
NET Oppose	54	61	52	45	62

*Note: Rest of Canada includes all provinces except Quebec

Q. As you may know, the big-three North American automobile manufacturers are facing the biggest crisis in their history during the current economic difficulties. They are saying that they need government assistance - including help from the Canadian government and the government of Ontario - to help them get through this period. Would you say that you would strongly support, somewhat support, somewhat oppose or strongly oppose government financial support for automakers during this period?

Base: All respondents

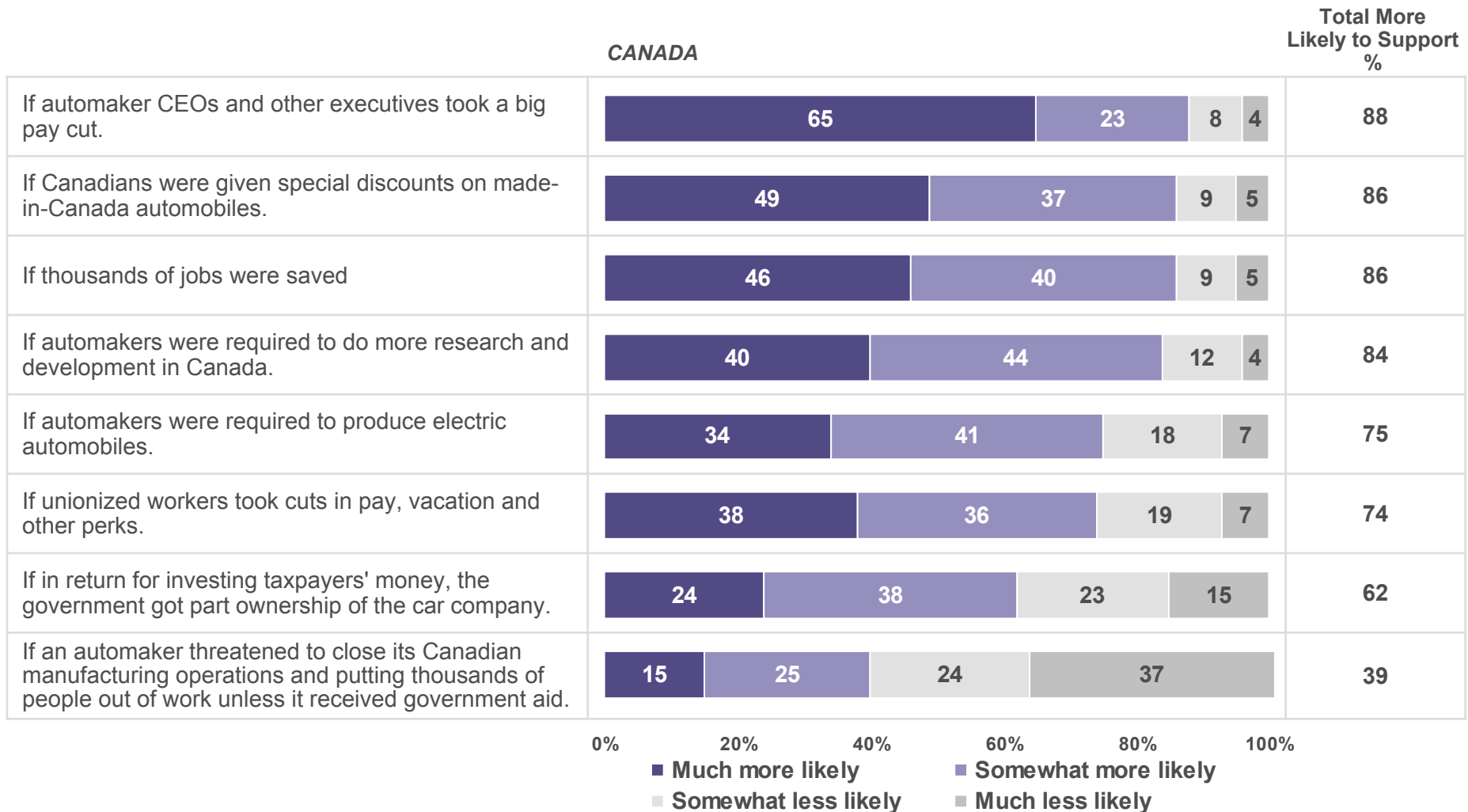
Do Canadians support a government financial rescue for the 'big-three' automakers?

	CANADA	VOTING INTENTION					
		Conservative Voters	Liberal Voters	NDP Voters	Bloc Quebecois Voters	Green Party Voters	Other/ Undecided/ Won't Vote
	Mar 13-16 2009	Mar 13-16 2009	Mar 13-16 2009	Mar 13-16 2009	Mar 13-16 2009	Mar 13-16 2009	Mar 13-16 2009
n=	1000	284	246	153	89	56	172
	%	%	%	%	%	%	%
NET Support	46	46	53	46	38	26	47
Strongly support	10	7	17	11	10	2	8
Somewhat support	36	39	36	35	28	25	38
Somewhat oppose	26	26	27	22	27	36	26
Strongly oppose	28	28	20	32	34	38	27
NET Oppose	54	54	47	54	62	74	53

Q. As you may know, the big-three North American automobile manufacturers are facing the biggest crisis in their history during the current economic difficulties. They are saying that they need government assistance - including help from the Canadian government and the government of Ontario - to help them get through this period. Would you say that you would strongly support, somewhat support, somewhat oppose or strongly oppose government financial support for automakers during this period?

Base: All respondents

Are Canadians more likely to support a government financial rescue for automakers under these circumstances...?



Q. Would you be much more likely, somewhat more likely, somewhat less likely, or much less likely to support a government financial rescue for automakers under these circumstances...?
 Base: All respondents

Are Canadians more likely to support a government financial rescue for automakers under these circumstances...?

% Much More/Somewhat More Likely to Support	CANADA	REGION			
		Quebec	Rest of Canada*	Ontario	West
	Mar 13-16 2009	Mar 13-16 2009	Mar 13-16 2009	Mar 13-16 2009	Mar 13-16 2009
n=	1000	243	757	383	300
	%	%	%	%	%
If automaker CEOs and other executives took a big pay cut.	88	83	90	89	90
If Canadians were given special discounts on made-in-Canada automobiles.	86	85	86	85	87
If thousands of jobs were saved	86	84	87	86	86
If automakers were required to do more research and development in Canada.	84	80	86	86	84
If automakers were required to produce electric automobiles.	75	82	72	72	72
If unionized workers took cuts in pay, vacation and other perks.	74	71	75	79	69
If in return for investing taxpayers' money, the government got part ownership of the car company.	62	57	63	66	60
If an automaker threatened to close its Canadian manufacturing operations and putting thousands of people out of work unless it received government aid.	39	45	38	38	36

*Note: Rest of Canada includes all provinces except Quebec

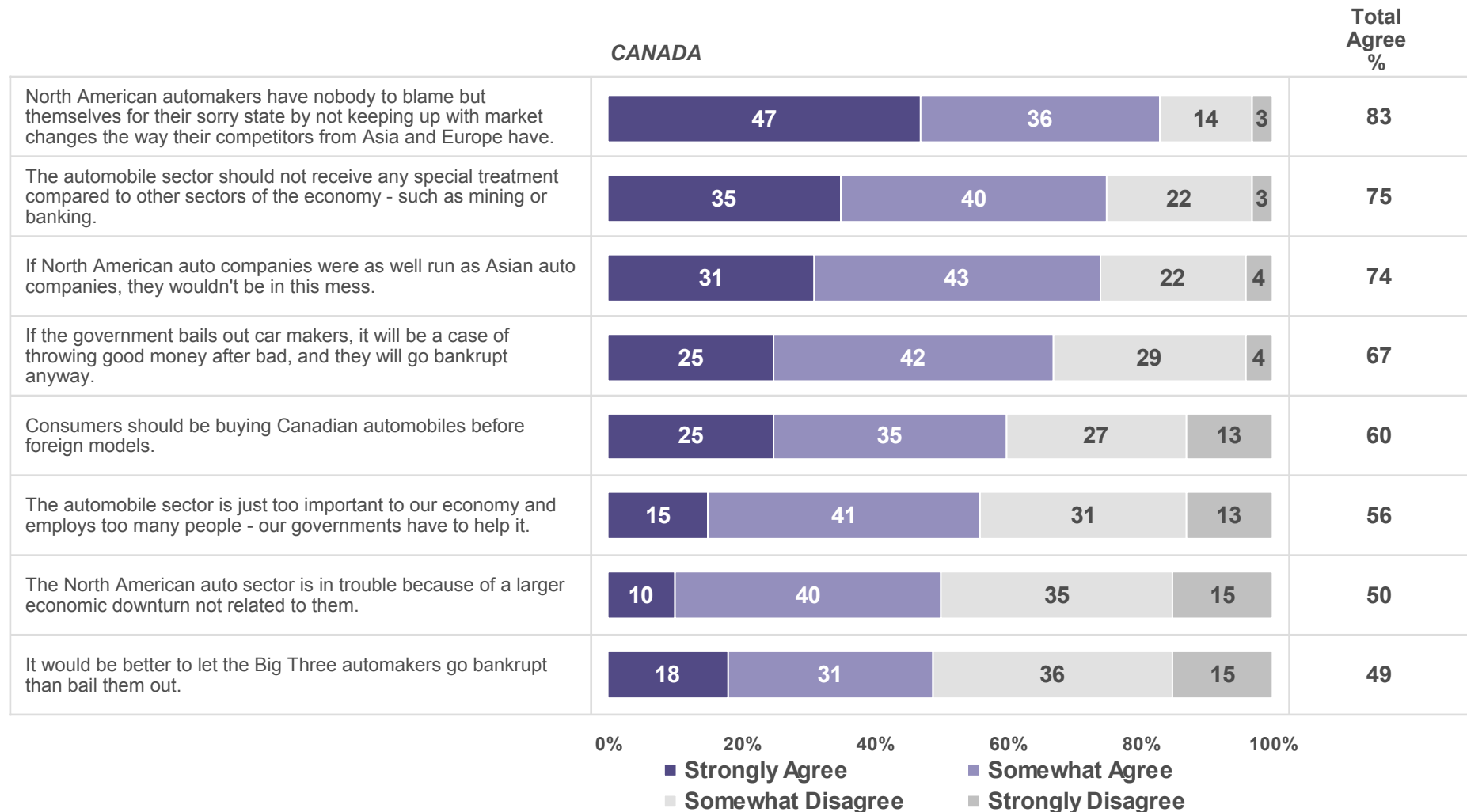
Q. Would you be much more likely, somewhat more likely, somewhat less likely, or much less likely to support a government financial rescue for automakers under these circumstances...?
 Base: All respondents

Are Canadians more likely to support a government financial rescue for automakers under these circumstances...?

% Much More/Somewhat More Likely to Support	CANADA	VOTING INTENTION					
		Conservative Voters	Liberal Voters	NDP Voters	Bloc Quebecois Voters	Green Party Voters	Other/ Undecided/ Won't Vote
	Mar 13-16 2009	Mar 13-16 2009	Mar 13-16 2009	Mar 13-16 2009	Mar 13-16 2009	Mar 13-16 2009	Mar 13-16 2009
n=	1000	284	246	153	89	56	172
	%	%	%	%	%	%	%
If automaker CEOs and other executives took a big pay cut.	88	91	88	93	82	89	80
If Canadians were given special discounts on made-in-Canada automobiles.	86	87	86	86	86	81	84
If thousands of jobs were saved	86	84	88	89	80	87	85
If automakers were required to do more research and development in Canada.	84	83	89	88	77	88	79
If automakers were required to produce electric automobiles.	75	68	73	82	83	89	73
If unionized workers took cuts in pay, vacation and other perks.	74	81	82	60	66	73	70
If in return for investing taxpayers' money, the government got part ownership of the car company.	62	62	70	60	55	68	54
If an automaker threatened to close its Canadian manufacturing operations and putting thousands of people out of work unless it received government aid.	39	36	40	37	44	30	48

Q. Would you be much more likely, somewhat more likely, somewhat less likely, or much less likely to support a government financial rescue for automakers under these circumstances...?
 Base: All respondents

Do Canadians agree with these statements...?



Q. Do you agree or disagree with each of these statements...?

Base: All respondents

Do Canadians agree with these statements...?

% Strongly/Somewhat Agree	CANADA	REGION			
		Quebec	Rest of Canada*	Ontario	West
	Mar 13-16 2009	Mar 13-16 2009	Mar 13-16 2009	Mar 13-16 2009	Mar 13-16 2009
n=	1000	243	757	383	300
	%	%	%	%	%
North American automakers have nobody to blame but themselves for their sorry state by not keeping up with market changes the way their competitors from Asia and Europe have.	83	87	82	83	84
The automobile sector should not receive any special treatment compared to other sectors of the economy - such as mining or banking.	75	74	75	70	80
If North American auto companies were as well run as Asian auto companies, they wouldn't be in this mess.	74	79	72	75	71
If the government bails out car makers, it will be a case of throwing good money after bad, and they will go bankrupt anyway.	67	67	67	64	72
Consumers should be buying Canadian automobiles before foreign models.	60	62	59	59	58
The automobile sector is just too important to our economy and employs too many people - our governments have to help it.	56	47	59	64	49
The North American auto sector is in trouble because of a larger economic downturn not related to them.	50	56	48	47	46
It would be better to let the Big Three automakers go bankrupt than bail them out.	49	50	48	44	56

*Note: Rest of Canada includes all provinces except Quebec

Q. Do you agree or disagree with each of these statements...?

Base: All respondents

Do Canadians agree with these statements...?

% Strongly/Somewhat Agree	CANADA	VOTING INTENTION					
		Conservative Voters	Liberal Voters	NDP Voters	Bloc Quebecois Voters	Green Party Voters	Other/ Undecided/ Won't Vote
	Mar 13-16 2009	Mar 13-16 2009	Mar 13-16 2009	Mar 13-16 2009	Mar 13-16 2009	Mar 13-16 2009	Mar 13-16 2009
n=	1000	284	246	153	89	56	172
	%	%	%	%	%	%	%
North American automakers have nobody to blame but themselves for their sorry state by not keeping up with market changes the way their competitors from Asia and Europe have.	83	85	86	82	83	86	77
The automobile sector should not receive any special treatment compared to other sectors of the economy - such as mining or banking.	75	75	76	73	76	79	71
If North American auto companies were as well run as Asian auto companies, they wouldn't be in this mess.	74	76	75	74	80	73	66
If the government bails out car makers, it will be a case of throwing good money after bad, and they will go bankrupt anyway.	67	71	63	67	70	77	62
Consumers should be buying Canadian automobiles before foreign models.	60	60	53	65	71	53	60
The automobile sector is just too important to our economy and employs too many people - our governments have to help it.	56	54	64	59	54	39	53
The North American auto sector is in trouble because of a larger economic downturn not related to them.	50	47	51	47	60	49	51
It would be better to let the Big Three automakers go bankrupt than bail them out.	49	52	45	51	53	55	43

Q. Do you agree or disagree with each of these statements...?

Base: All respondents

What do Canadians think is the biggest problem facing North American automakers?

	CANADA	REGION			
		Quebec	Rest of Canada*	Ontario	West
	Mar 13-16 2009	Mar 13-16 2009	Mar 13-16 2009	Mar 13-16 2009	Mar 13-16 2009
n=	1000	243	757	383	300
	%	%	%	%	%
Their executives have not shown enough leadership in competing against foreign manufacturers	39	42	38	35	42
The global financial crises has caused consumers to stop buying cars	32	31	32	31	31
Their workers hourly wages and entitlements, including pensions, that are just too rich	29	28	30	34	27

*Note: Rest of Canada includes all provinces except Quebec

Q. Which of the following do you think is the biggest problem facing North American automakers:?

Base: All respondents

What do Canadians think is the biggest problem facing North American automakers?

	CANADA	VOTING INTENTION					
		Conservative Voters	Liberal Voters	NDP Voters	Bloc Quebecois Voters	Green Party Voters	Other/ Undecided/ Won't Vote
	Mar 13-16 2009	Mar 13-16 2009	Mar 13-16 2009	Mar 13-16 2009	Mar 13-16 2009	Mar 13-16 2009	Mar 13-16 2009
n=	1000	284	246	153	89	56	172
	%	%	%	%	%	%	%
Their executives have not shown enough leadership in competing against foreign manufacturers	39	32	43	47	47	40	32
The global financial crises has caused consumers to stop buying cars	32	25	27	30	33	40	48
Their workers hourly wages and entitlements, including pensions, that are just too rich	29	43	30	23	21	20	20

Q. Which of the following do you think is the biggest problem facing North American automakers:?

Base: All respondents

Would federal government support for the auto sector make Canadians more likely to vote for the federal Conservatives?

	CANADA	REGION			
		Quebec	Rest of Canada*	Ontario	West
	Mar 13-16 2009	Mar 13-16 2009	Mar 13-16 2009	Mar 13-16 2009	Mar 13-16 2009
n=	1000	243	757	383	300
	%	%	%	%	%
NET More Likely	11	12	11	12	10
Much more likely	4	6	3	4	2
Somewhat more likely	7	6	8	8	7
Neither more nor less likely	52	46	54	57	52
Somewhat less likely	13	8	14	15	14
Much less likely	24	35	20	17	24
NET Less Likely	36	43	34	31	38

*Note: Rest of Canada includes all provinces except Quebec

Q. If the Conservative federal government provides billions of dollars of financial aid to the auto sector, would that make you much more likely, somewhat more likely, somewhat less likely, or much less likely to vote for the Conservatives in the next federal election?

Base: All respondents

Would federal government support for the auto sector make Canadians more likely to vote for the federal Conservatives?

	CANADA	VOTING INTENTION					
		Conservative Voters	Liberal Voters	NDP Voters	Bloc Quebecois Voters	Green Party Voters	Other/ Undecided/ Won't Vote
	Mar 13-16 2009	Mar 13-16 2009	Mar 13-16 2009	Mar 13-16 2009	Mar 13-16 2009	Mar 13-16 2009	Mar 13-16 2009
n=	1000	284	246	153	89	56	172
	%	%	%	%	%	%	%
NET More Likely	11	17	10	10	17	4	6
Much more likely	4	6	4	1	9	2	2
Somewhat more likely	7	10	6	8	9	2	5
Neither more nor less likely	52	61	51	45	41	35	58
Somewhat less likely	13	16	14	8	5	20	12
Much less likely	24	6	26	38	38	42	23
NET Less Likely	36	23	39	46	42	61	35

Q. If the Conservative federal government provides billions of dollars of financial aid to the auto sector, would that make you much more likely, somewhat more likely, somewhat less likely, or much less likely to vote for the Conservatives in the next federal election?

Base: All respondents

Would Liberal opposition to federal government support for the auto sector make Canadians more likely to vote for the federal Liberals?

	CANADA	REGION			
		Quebec	Rest of Canada*	Ontario	West
	Mar 13-16 2009	Mar 13-16 2009	Mar 13-16 2009	Mar 13-16 2009	Mar 13-16 2009
n=	1000	243	757	383	300
	%	%	%	%	%
NET More Likely	23	26	22	21	25
Much more likely	8	11	7	8	5
Somewhat more likely	16	15	16	12	20
Neither more nor less likely	52	53	52	54	49
Somewhat less likely	11	8	12	12	11
Much less likely	13	13	14	13	15
NET Less Likely	25	20	26	26	26

*Note: Rest of Canada includes all provinces except Quebec

Q. If the Federal Liberals opposed the decision to provide billions of dollars of financial aid to the auto sector, would that make you much more likely, somewhat more likely, somewhat less likely, or much less likely to vote for the Liberals in the next federal election?

Base: All respondents

Would Liberal opposition to federal government support for the auto sector make Canadians more likely to vote for the federal Liberals?

	CANADA	VOTING INTENTION					
		Conservative Voters	Liberal Voters	NDP Voters	Bloc Quebecois Voters	Green Party Voters	Other/ Undecided/ Won't Vote
	Mar 13-16 2009	Mar 13-16 2009	Mar 13-16 2009	Mar 13-16 2009	Mar 13-16 2009	Mar 13-16 2009	Mar 13-16 2009
n=	1000	284	246	153	89	56	172
	%	%	%	%	%	%	%
NET More Likely	23	14	37	23	25	35	16
Much more likely	8	4	16	4	10	9	3
Somewhat more likely	16	10	21	19	15	26	12
Neither more nor less likely	52	50	47	51	50	50	66
Somewhat less likely	11	13	11	15	11	5	8
Much less likely	13	24	5	12	14	10	11
NET Less Likely	25	37	16	27	24	16	18

Q. If the Federal Liberals opposed the decision to provide billions of dollars of financial aid to the auto sector, would that make you much more likely, somewhat more likely, somewhat less likely, or much less likely to vote for the Liberals in the next federal election?

Base: All respondents