

April 22, 2008

Outcome of U.S. election deemed important to Canadians

A recent survey by Phoenix SPI finds that most Canadians feel the outcome of the U.S. presidential election is important to Canada and Canadians. Moreover, when it comes to the preferred outcome, Canadians are far more likely to favour a Democratic rather than a Republican president.

Key Findings

- The majority of Canadians (60%) believe that the outcome of the presidential election in the United States is important to Canada and Canadians. About one in five (22%) are neutral on the issue, and only 14% do not think it is important.
- Regionally, residents of Quebec stand out from the rest of the country as being least likely to think that the outcome of the U.S. presidential election is important to Canada (49% vs. 64% in the rest of Canada).
- Perceived importance also varies between demographic groups. Canadians with a university degree (68%) are more likely than those without one (57%) to feel that the outcome of the U.S. election is important. Similarly, the degree of importance attached to the outcome of the election increases with respondents' household income: 56% of those making less than \$40,000 think it is important, compared to 67% of those making \$80,000 or more.
- When it comes to preferred outcomes, 48% of Canadians believe that a Democratic president would be better for Canada and Canadians. Conversely, only 13% think Canada would be better off with a Republican president in the White House.
- On this issue, residents of Quebec stand out once again, this time in their preference for a Democratic president (64% vs. 44% in the rest of Canada).
- University graduates are more likely to favour a Democratic president (62%) than Canadians without a degree (42%). However, this difference was largely due to lack of engagement on the issue: 32% of those without a university education declined to answer this question, compared to only 18% of university graduates.

Phoenix SPI is an Ottawa-based, non-partisan public opinion research firm. Established in 2003, Phoenix has become one of the top suppliers of public opinion research to the Government of Canada.

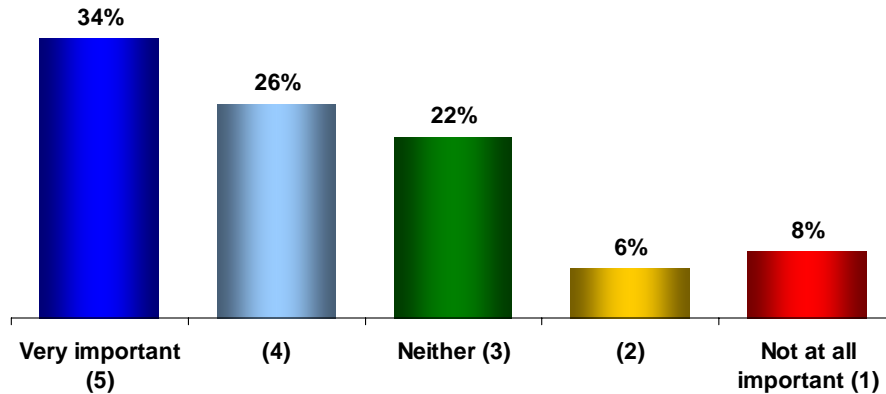
Methodology

- The findings presented above are based on a telephone survey conducted April 8-12, 2008, with a random sample of 1039 Canadians, 18 years of age and older. Fieldwork was undertaken by Elemental Data Collection.
- Given the size of the sample, the findings can be considered representative of the general population of Canada within $\pm 3.0\%$, 19 times out of 20.
- The margin of error increases as the results are sub-divided.
- The final data were weighted by region, age, and gender using Statistics Canada Census data to reflect the actual demographic and regional distribution of the Canadian population.

If you would like more information on the findings of this survey, please contact Sergey Vershinin by phone at (613) 260-1700 x225 or via email at svershinin@phoenixspi.ca.

U.S. Election Outcome is Important to Canadians

Q: How important do you think the outcome of the presidential election in the United States is to Canada and Canadians?

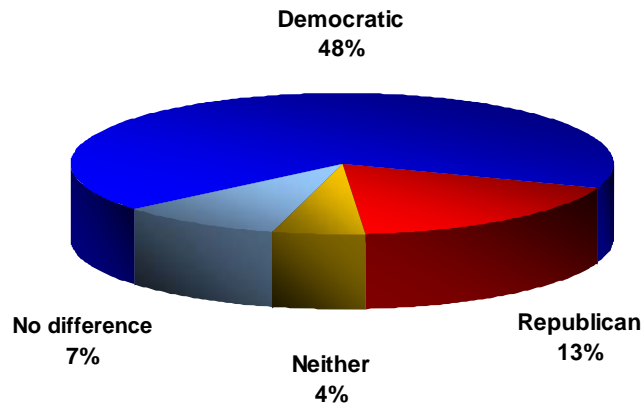


Base: All Canadians (n=1039; DK/NA=3%)

Phoenix SPI, Canadians' views on U.S. elections (April 22, 2008)

Democratic President Seen as Better for Canada

Q: Thinking about the presidential election in the U.S., in your view, will a Democratic or Republican president be better for Canada and Canadians?



Base: All Canadians (n=1039; DK/NA=28%) / **Note:** The "no difference" and "neither" answers were volunteered by the respondents.

Phoenix SPI, Canadians' views on U.S. elections (April 22, 2008)