

No Sense for the Penny

Majority of Canadians (56%) Support Bill to Abolish 1-Cent Piece

Public Release Date: Thursday , April 10, 2008, 6:00AM EST



Ipsos Reid is Canada's market intelligence leader and the country's leading provider of public opinion research. With operations in eight cities, Ipsos Reid employs more than 300 research professionals and support staff in Canada. The company has the biggest network of telephone call centres in Canada, as well as the largest pre-recruited household and on-line panels. Ipsos Reid's Canadian marketing research and public affairs practices are staffed with seasoned research consultants with extensive industry-specific backgrounds, offering the premier suite of research vehicles in Canada—including the Ipsos Trend Report, the leading source of public opinion in the country—all of which provide clients with actionable and relevant information. Ipsos Reid is an Ipsos company, a leading global survey-based market research group. To learn more, visit www.ipsos.ca

***For copies of other news releases, please visit
<http://www.ipsos-na.com/news/>***

© Ipsos Reid

*Washington λ New York λ Chicago λ Minneapolis λ Seattle λ San Francisco
Vancouver λ Edmonton λ Calgary λ Winnipeg λ Toronto λ Ottawa λ Montreal*

No Sense for the Penny

Majority of Canadians (56%) Support Bill to Abolish 1-Cent Piece

Toronto, ON – In reaction to a Private Member's Bill to abolish the Canadian 1-cent piece, the penny, a new Ipsos Reid poll conducted exclusively on behalf of CanWest News Service and Global National finds that a majority (56%) of Canadians 'supports' (32% strongly/24% somewhat) getting rid of the penny, while a minority (44%) 'opposes' (25% strongly/18% somewhat) its abolition.

Canadians, however, are not equally as supportive of such a measure:

- While a majority of Quebecers (67%), British Columbians (60%), Atlantic Canadians (57%) and Ontarians (53%) support abolishing the penny, only a minority of those living in Saskatchewan and Manitoba (46%) and Alberta (44%) are supportive of this course of action.
- Men (64%) are significantly more likely than women (49%) to support getting rid of the penny.
- As one's income rises, so too does the likelihood of supporting this measure. Six in ten (60%) individuals whose family earns in excess of \$60,000 per year give their thumbs-up, while a similar proportion (58%) of those whose family earns \$30,000 to \$60,000 a year is in support. However, a minority (49%) of Canadians whose combined household income is less than \$30,000 supports this move.



Ipsos Reid

These are the findings of an Ipsos Reid poll conducted on behalf of CanWest News Service and Global Television from 04/04 to 04/7, 2008. This online survey of 1,021 adult Canadians was conducted via the Ipsos I-Say Online Panel, Ipsos Reid's national online panel. The results 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 Ipsos online panel provide results that are intended to approximate a probability sample. An unweighted probability sample of this size, with a 100% response rate, would have an estimated margin of error of +/- 3.1 percentage points, 19 times out of 20.

For more information on this news release, please contact:

***Dr. Darrell Bricker
President and CEO
Ipsos Reid
(416) 324-2001
Darrell.Bricker@ipsos-reid.com***

For full tabular results, please visit our website at www.ipsos.ca. News Releases are available at: <http://www.ipsos-na.com/news/>

© Ipsos Reid

- 2 -

***Washington λ New York λ Chicago λ Minneapolis λ Seattle λ San Francisco
Vancouver λ Edmonton λ Calgary λ Winnipeg λ Toronto λ Ottawa λ Montreal***