

Expectations of Outcome at the Outset:

Canadians prefer their Next Government to be a Majority (63%)

But Expect a Minority (64%)

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Ipsos Reid

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Toronto, ON -With a federal election being called today, a new poll conducted for CanWest/Global television by Ipsos Reid finds that Canadians are in the mood for a majority government...but expect the outcome to be a minority government.

Preferring a Majority Outcome ...

The poll conducted over the night of September 4, 2008, indicates that a majority (63%) prefer that the next government be a Majority government compared with four in 10 (37%) prefer the outcome to be a Minority government.

The preference for a majority government is evident in every major region and demographic across the country:

- Alberta 73% preferring a Majority government versus 27% for a Minority government
- British Columbia 67% preferring a Majority government versus 33% for a Minority government
- Ontario 65% preferring a Majority government versus 35% for a Minority government
- Québec 59% preferring a Majority government versus 41% for a Minority government
- Saskatchewan/Manitoba to 55% preferring a Majority government versus 45% for a Minority government



- Atlantic Canada 53% preferring a Majority government versus 47% for a Minority government
- By age: 18 to 34, 56%; 35 - 54, 64%; 55+, 68% preferring a Majority government versus 18 to 34, 56%; 35 - 54, 64%; 55+, 68% who prefer a Minority government
- Men: 62% preferring a Majority government versus 38% for a Minority government
- Women: 64% preferring a Majority government versus 36% for a Minority government

But sensing a Minority Outcome...

However, despite the fact that two thirds of the public would prefer a majority government outcome, almost identically the same number (64%) believe that the outcome will be a Minority government compared with 36% who believe that the outcome will be majority:

- Alberta 49% believing there will be a Minority government outcome versus 51% who believe there will be for a Majority government outcome
- British Columbia 60% believing there will be a Minority government outcome versus 40% who believe there will be for a Majority government outcome
- Ontario 68% believing there will be a Minority government outcome versus 32% who believe there will be for a Majority government outcome
- Québec 64% believing there will be a Minority government outcome versus 36% who believe there will be for a Majority government outcome
- Saskatchewan/Manitoba to 63% believing there will be a Minority government outcome versus 37% who believe there will be for a Majority government outcome
- Atlantic Canada 70% believing there will be a Minority government outcome versus 30% who believe there will be for a Majority government outcome



- By age: 18 to 34, 62%; 35 - 54, 65%; 55+, 64% believing there will be a Minority government outcome versus 18 to 34, 38%; 35 - 54, 35%; 55+, 36% who believe there will be for a Majority government outcome
- Men: 64% believing there will be a Minority government outcome versus 36% who believe there will be for a Majority government outcome
- Women: 64% believing there will be a Minority government outcome versus 36% who believe there will be for a Majority government outcome

These are the results of an online survey of 1028 Canadian adults was conducted via the Ipsos I-Say Online Panel, Ipsos Reid's national online panel overnight on September 4, 2008. 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. The margin of error will be larger within regions and for other sub-groupings of the survey population.

For more information on this news release, please contact:

Dr. Darrell Bricker

President and CEO

Ipsos Reid

Public Affairs

(416) 509-8460



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- 4 -

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