

**Majority (58%) Believes it's 'Unwise' for Government to
Provide Money for Auto Bailout**
*But a Majority (52%) of Ontarians Say Industry is 'Integral Part
of Canadian Economy and Government Should
Provide Assistance'*

Public Release Date: Tuesday, December 23, 2008, 6:00 AM EST



Ipsos Reid

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

Majority (58%) Believes it's 'Unwise' for Government to Provide Money for Auto Bailout

But a Majority (52%) of Ontarians Say Industry is 'Integral Part of Canadian Economy and Government Should Provide Assistance'

Toronto, ON – With struggling North American automakers going cap-in-hand to the U.S. and Canadian federal governments, and with pledges of assistance from both governments, a new Ipsos Reid poll conducted on behalf of Canwest News Service and Global National has revealed that a majority (58%) of Canadians say it's 'unwise for the federal government to provide this assistance, because it would set a precedent that means other industries should be supported, and it doesn't guarantee the companies will stay alive for more than a few months'.

On the other hand, it appears that four in ten (42%) Canadians are siding with the government's decision to help the struggling auto manufacturers, stating that 'the auto industry is an integral part of the Canadian economy and the government should be providing assistance to keep the companies from going under'.

Ontarians, in particular, have a differing point of view, considering that the auto sector is primarily located in this province. The majority (52%) believes this industry is 'integral part of the Canadian economy' and is of the opinion that the government should be providing assistance to these companies to prevent them from going under. Conversely, the minority (48%) thinks it's 'unwise' to provide financial assistance to this industry alone.



Ipsos Reid

These are the findings of an Ipsos Reid poll conducted on behalf of Canwest News Service and Global National from December 18 to December 21, 2008. This online survey of 1021 Canadians was conducted via the Ipsos I-Say Online Panel, Ipsos Reid's national online panel. 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 Ipsos online panel provide results that are intended to approximate a probability sample. Statistical margins of error are not applicable to online polls, however, 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, had the entire adult population of Canada been polled.

For more information on this news release, please contact:

***John Wright
Senior Vice President
Ipsos Reid Public Affairs
(416) 324-2002***

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