

**S1\_1. (Canada)** As you may know, high-tech firm Nortel has been in bankruptcy protection since January and it is selling off assets under the court-ordered supervision of accountants Ernst & Young Inc. Its CEO and most of its directors resigned last month. A Swedish-based company named Ericsson, which has been operating in Canada for 56 years and in the past decade has invested more than \$2 billion in research and development in Canada, has purchased a Nortel wireless business, which is based in the US but has some operations in Canada, for \$1.13 Billion. As part of the deal, Ericsson is offering to keep 817 former Nortel employees who work in the wireless operations in Canada with substantively the same pay, benefits and place of work. These employees will join Ericsson's 1900 other Canadian employees, including those working in its top rated research and development facility in Montreal. The former Nortel researchers will join Ericsson's global research force helping to keep Canada at the forefront of technological development in the telecom sector. Based on what you've seen, read or heard, please indicate if you think the transaction is a good or a bad deal for:

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. \* small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1067	559	508	316	387	364	67	339	442	219
Weighted	1067	516	551	298	424	346	87*	439	348	193
Very good deal	285 27%	141 27%	145 26%	68 23%	124 29%	93 27%	27 31% I	132 30% I	95 27% I	31 16%
Somewhat good deal	594 56%	260 50%	334 61% A	193 65% DE	228 54%	173 50%	45 52%	249 57%	193 55%	106 55%
Somewhat bad deal	145 14%	89 17% B	55 10%	31 10%	57 13%	57 16% C	11 13%	47 11%	45 13%	42 22% GH
Very bad deal	43 4%	27 5%	16 3%	5 2%	15 3%	23 7% CD	3 4%	11 3%	15 4%	13 7% G
Summary										
Top2Box (Good)	880 82%	401 78%	479 87% A	262 88% E	352 83% E	266 77%	72 83% I	381 87% I	288 83% I	138 71%
Low2Box (Bad)	187 18%	116 22% B	72 13%	36 12%	72 17%	80 23% CD	14 17%	58 13%	60 17%	55 29% FGH

**S1\_2. (Nortel, the company). Based on what you've seen, read or heard, please indicate if you think the transaction is a good or a bad deal for:**

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. \* small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1067	559	508	316	387	364	67	339	442	219
Weighted	1067	516	551	298	424	346	87*	439	348	193
Very good deal	274 26%	144 28%	131 24%	66 22%	118 28%	91 26%	20 23%	119 27%	96 28%	40 21%
Somewhat good deal	580 54%	251 49%	329 60% A	178 60%	222 52%	180 52%	50 58%	251 57%	182 52%	96 50%
Somewhat bad deal	166 16%	89 17%	77 14%	45 15%	68 16%	53 15%	13 15%	54 12%	58 17%	40 21% G
Very bad deal	47 4%	32 6% B	14 3%	9 3%	16 4%	21 6%	3 4%	15 3%	12 3%	16 8% GH
Summary										
Top2Box (Good)	854 80%	395 76%	459 83% A	243 82%	339 80%	271 79%	70 81%	370 84% I	277 80% I	136 71%
Low2Box (Bad)	213 20%	122 24% B	91 17%	54 18%	84 20%	74 21%	16 19%	69 16%	70 20%	57 29% GH

**S1\_3. (Nortel employees in Canada) Based on what you've seen, read or heard, please indicate if you think the transaction is a good or a bad deal for:**

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. \* small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1067	559	508	316	387	364	67	339	442	219
Weighted	1067	516	551	298	424	346	87*	439	348	193
Very good deal	348 33%	167 32%	181 33%	83 28%	141 33%	124 36% C	19 22%	156 35% F	120 35% F	53 28%
Somewhat good deal	546 51%	252 49%	294 53%	174 58% DE	209 49%	163 47%	50 58%	223 51%	174 50%	98 51%
Somewhat bad deal	133 12%	72 14%	61 11%	31 10%	59 14%	43 13%	13 16%	47 11%	43 12%	29 15%
Very bad deal	40 4%	26 5% B	14 3%	10 3%	15 4%	15 4%	3 4%	14 3%	11 3%	12 6% H
Summary										
Top2Box (Good)	894 84%	419 81%	475 86% A	257 86%	350 83%	287 83%	70 80%	379 86% I	294 85% I	151 78%
Low2Box (Bad)	173 16%	97 19% B	75 14%	41 14%	74 17%	59 17%	17 20%	60 14%	53 15%	42 22% GH

**S1\_4. (Canada's research and development sector) Based on what you've seen, read or heard, please indicate if you think the transaction is a good or a bad deal for:**

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. \* small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1067	559	508	316	387	364	67	339	442	219
Weighted	1067	516	551	298	424	346	87*	439	348	193
Very good deal	300 28%	145 28%	155 28%	73 24%	120 28%	107 31%	23 27%	145 33% I	94 27% I	38 19%
Somewhat good deal	572 54%	245 48%	326 59% A	193 65% DE	234 55% E	144 42%	50 58%	229 52%	198 57%	95 49%
Somewhat bad deal	150 14%	97 19% B	53 10%	26 9%	56 13%	69 20% CD	12 14%	55 12%	39 11%	44 23% GH
Very bad deal	45 4%	28 6% B	16 3%	6 2%	14 3%	25 7% CD	1 1%	11 3%	16 5%	17 9% FGH
Summary										
Top2Box (Good)	872 82%	391 76%	481 87% A	266 89% DE	354 84% E	252 73%	74 85% I	374 85% I	292 84% I	132 68%
Low2Box (Bad)	195 18%	126 24% B	70 13%	32 11%	69 16% C	94 27% CD	13 15%	66 15%	56 16%	61 32% FGH

**S1\_5. (The Government of Canada) Based on what you've seen, read or heard, please indicate if you think the transaction is a good or a bad deal for:**

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. \* small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1067	559	508	316	387	364	67	339	442	219
Weighted	1067	516	551	298	424	346	87*	439	348	193
Very good deal	228 21%	112 22%	117 21%	53 18%	94 22%	81 23%	21 25% I	107 24% I	76 22% I	24 13%
Somewhat good deal	625 59%	277 54%	348 63% A	199 67% DE	249 59% E	177 51%	44 51%	254 58%	212 61%	114 59%
Somewhat bad deal	160 15%	92 18% B	67 12%	33 11%	64 15%	62 18% C	16 18%	62 14%	42 12%	41 21% GH
Very bad deal	54 5%	35 7% B	19 3%	12 4%	16 4%	26 8% CD	6 7%	16 4%	18 5%	14 7%
Summary										
Top2Box (Good)	853 80%	389 75%	465 84% A	253 85% E	343 81% E	257 74%	65 75%	361 82% I	288 83% I	139 72%
Low2Box (Bad)	214 20%	128 25% B	86 16%	45 15%	80 19%	89 26% CD	21 25%	78 18%	60 17%	54 28% GH

**S1\_6. (The future of Canada's technology sector) Based on what you've seen, read or heard, please indicate if you think the transaction is a good or a bad deal for:**

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. \* small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1067	559	508	316	387	364	67	339	442	219
Weighted	1067	516	551	298	424	346	87*	439	348	193
Very good deal	286 27%	142 28%	143 26%	75 25%	117 28%	93 27%	20 23%	130 30% I	100 29% I	35 18%
Somewhat good deal	583 55%	250 49%	333 60% A	178 60% E	237 56% E	167 48%	54 62%	243 55%	190 55%	96 50%
Somewhat bad deal	145 14%	91 18% B	54 10%	38 13%	50 12%	57 17%	9 10%	56 13%	38 11%	44 23% FGH
Very bad deal	53 5%	32 6%	21 4%	6 2%	19 5%	27 8% C	4 5%	10 2%	21 6% G	18 9% G
Summary										
Top2Box (Good)	869 81%	393 76%	476 86% A	253 85% E	355 84% E	261 75%	74 85% I	374 85% I	290 83% I	132 68%
Low2Box (Bad)	198 19%	124 24% B	75 14%	44 15%	69 16%	85 25% CD	13 15%	65 15%	58 17%	62 32% FGH

**S1\_7. (Canada's ability to attract foreign investment dollars) Based on what you've seen, read or heard, please indicate if you think the transaction is a good or a bad deal for:**

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. \* small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1067	559	508	316	387	364	67	339	442	219
Weighted	1067	516	551	298	424	346	87*	439	348	193
Very good deal	302 28%	148 29%	153 28%	74 25%	128 30%	100 29%	17 20%	148 34% FI	99 29% I	37 19%
Somewhat good deal	634 59%	295 57%	339 62%	191 64%	247 58%	196 57%	53 61%	246 56%	208 60%	128 66% G
Somewhat bad deal	112 10%	59 11%	53 10%	30 10%	41 10%	40 12%	15 17%	43 10%	32 9%	22 11%
Very bad deal	20 2%	14 3% B	6 1%	3 1%	7 2%	9 3%	2 2%	3 1%	9 3% G	6 3% G
Summary										
Top2Box (Good)	935 88%	443 86%	492 89%	264 89%	375 89%	296 86%	70 81%	394 90% F	307 88%	165 85%
Low2Box (Bad)	132 12%	73 14%	59 11%	33 11%	49 11%	50 14%	17 19% G	45 10%	41 12%	29 15%

**S1\_8. (Employment in Canada) Based on what you've seen, read or heard, please indicate if you think the transaction is a good or a bad deal for:**

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. \* small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1067	559	508	316	387	364	67	339	442	219
Weighted	1067	516	551	298	424	346	87*	439	348	193
Very good deal	323 30%	158 31%	165 30%	80 27%	132 31%	111 32%	26 30%	147 33% I	106 30%	45 23%
Somewhat good deal	572 54%	258 50%	314 57% A	173 58% E	226 53%	172 50%	52 60%	223 51%	191 55%	105 54%
Somewhat bad deal	138 13%	79 15% B	59 11%	35 12%	57 13%	45 13%	5 5%	59 13%	42 12%	33 17% F
Very bad deal	35 3%	22 4%	13 2%	9 3%	9 2%	17 5% D	5 5%	11 2%	9 3%	10 5%
Summary										
Top2Box (Good)	894 84%	416 81%	478 87% A	253 85%	358 84%	283 82%	77 89% I	370 84% I	297 85% I	150 78%
Low2Box (Bad)	173 16%	100 19% B	72 13%	44 15%	66 16%	63 18%	9 11%	69 16%	51 15%	43 22% FGH



**S1. (Top2Box (Good) Summary)** As you may know, high-tech firm Nortel has been in bankruptcy protection since January and it is selling off assets under the court-ordered supervision of accountants Ernst & Young Inc. Its CEO and most of its directors resigned last month. A Swedish-based company named Ericsson, which has been operating in Canada for 56 years and in the past decade has invested more than \$2 billion in research and development in Canada, has purchased a Nortel wireless business, which is based in the US but has some operations in Canada, for \$1.13 Billion. As part of the deal, Ericsson is offering to keep 817 former Nortel employees who work in the wireless operations in Canada with substantively the same pay, benefits and place of work. These employees will join Ericsson's 1900 other Canadian employees, including those working in its top rated research and development facility in Montreal. The former Nortel researchers will join Ericsson's global research force helping to keep Canada at the forefront of technological development in the telecom sector. Based on what you've seen, read or heard, please indicate if you think the transaction is a good or a bad thing for Canada.

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. \* small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1067	559	508	316	387	364	67	339	442	219
Weighted	1067	516	551	298	424	346	87*	439	348	193
Canada's ability to attract foreign investment dollars	935 88%	443 86%	492 89%	264 89%	375 89%	296 86%	70 81%	394 90% F	307 88%	165 85%
Nortel employees in Canada	894 84%	419 81%	475 86% A	257 86%	350 83%	287 83%	70 80%	379 86% I	294 85% I	151 78%
Employment in Canada	894 84%	416 81%	478 87% A	253 85%	358 84%	283 82%	77 89% I	370 84% I	297 85% I	150 78%
Canada	880 82%	401 78%	479 87% A	262 88% E	352 83% E	266 77%	72 83% I	381 87% I	288 83% I	138 71%
Canada's research and development sector	872 82%	391 76%	481 87% A	266 89% DE	354 84% E	252 73%	74 85% I	374 85% I	292 84% I	132 68%
The future of Canada's technology sector	869 81%	393 76%	476 86% A	253 85% E	355 84% E	261 75%	74 85% I	374 85% I	290 83% I	132 68%
Nortel, the company	854 80%	395 76%	459 83% A	243 82%	339 80%	271 79%	70 81%	370 84% I	277 80% I	136 71%
The Government of Canada	853 80%	389 75%	465 84% A	253 85% E	343 81% E	257 74%	65 75%	361 82% I	288 83% I	139 72%

**S1. (Low2Box (Bad) Summary)** As you may know, high-tech firm Nortel has been in bankruptcy protection since January and it is selling off assets under the court-ordered supervision of accountants Ernst & Young Inc. Its CEO and most of its directors resigned last month. A Swedish-based company named Ericsson, which has been operating in Canada for 56 years and in the past decade has invested more than \$2 billion in research and development in Canada, has purchased a Nortel wireless business, which is based in the US but has some operations in Canada, for \$1.13 Billion. As part of the deal, Ericsson is offering to keep 817 former Nortel employees who work in the wireless operations in Canada with substantively the same pay, benefits and place of work. These employees will join Ericsson's 1900 other Canadian employees, including those working in its top rated research and development facility in Montreal. The former Nortel researchers will join Ericsson's global research force helping to keep Canada at the forefront of technological development in the telecom sector. Based on what you've seen, read or heard, please indicate if you think the transaction is a good or a bad thing for Canada.

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. \* small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1067	559	508	316	387	364	67	339	442	219
Weighted	1067	516	551	298	424	346	87*	439	348	193
The Government of Canada	214 20%	128 25% B	86 16%	45 15%	80 19%	89 26% CD	21 25%	78 18%	60 17%	54 28% GH
Nortel, the company	213 20%	122 24% B	91 17%	54 18%	84 20%	74 21%	16 19%	69 16%	70 20%	57 29% GH
The future of Canada's technology sector	198 19%	124 24% B	75 14%	44 15%	69 16%	85 25% CD	13 15%	65 15%	58 17%	62 32% FGH
Canada's research and development sector	195 18%	126 24% B	70 13%	32 11%	69 16% C	94 27% CD	13 15%	66 15%	56 16%	61 32% FGH
Canada	187 18%	116 22% B	72 13%	36 12%	72 17%	80 23% CD	14 17%	58 13%	60 17%	55 29% FGH
Employment in Canada	173 16%	100 19% B	72 13%	44 15%	66 16%	63 18%	9 11%	69 16%	51 15%	43 22% FGH
Nortel employees in Canada	173 16%	97 19% B	75 14%	41 14%	74 17%	59 17%	17 20%	60 14%	53 15%	42 22% GH
Canada's ability to attract foreign investment dollars	132 12%	73 14%	59 11%	33 11%	49 11%	50 14%	17 19% G	45 10%	41 12%	29 15%