

Canadians Increasingly Assign No Worth to the Penny

*Six in Ten (60%) Support Abolishing the One-Cent Piece,
Up 4 Points From 2008*

Public Release Date: Friday, August 13, 2010, 6:00 AM EDT



Ipsos Reid

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Toronto, ON – Canadians are increasingly assigning no worth to the penny, with more Canadians now than four years ago saying there is no sense for the 1-cent piece, according to a new Ipsos Reid poll conducted on behalf of Canada.com. Fully six in ten (60%) Canadians ‘support’ (31% strongly/29% somewhat) ‘abolishing the one-cent piece, the penny’, up 4 points from 2008. Conversely, four in ten (40%) Canadians ‘oppose’ (19% strongly/21% somewhat) abolishing the one-cent piece, down 4 points over the last two years.

While support for abolishing the penny varies across the country and among the various demographics studied, a majority of Canadians in every region and in every demographic support abolishing the penny:

- Quebecers (71%) are most in favour of scrapping the penny, followed by those living in Atlantic Canada (62%), Alberta (59%), British Columbia (58%), Ontario (56%) and Saskatchewan and Manitoba (55%).
- Men (70%) are considerably more likely than women (51%) to favour ditching the one-cent piece.
- Those over the age of 55 are most likely (67%) to favour abolishing the one-cent piece, while those aged 35 to 54 (61%) and 18 to 34 (52%) are less supportive.



- While the 2008 study revealed that those whose family earned less than \$30,000 a year were divided down the middle on whether or not to abolish the penny, the new study reveals no significant differences in opinion based on one's household income.

These are some of the findings of an Ipsos Reid poll conducted between June 10 and 14, 2010, on behalf of Canada.com. For this survey, a sample of 1,017 adults from Ipsos' Canadian online panel was interviewed online. Weighting was then employed to balance demographics and ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/-3.1 percentage points, 19 times out of 20, of what the results would have been had the entire population of adults in Canada been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

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