

Federal Budget Cuts and Changes to Public Pension Plan (21%)

Top Canadian Political Story of 2012

Massive Alberta Beef Recall (18%) and Quebec Student Protests (18%)

Round out Top 3 Stories of the Year

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Ipsos Reid

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Round out Top 3 Stories of the Year

Toronto, ON – One in five (21%) Canadians believe the federal budget containing billions in spending cuts, including future changes to the public pension plan, was the top Canadian political story of 2012, according to a new Ipsos Reid poll conducted on behalf of Postmedia News and Global Television. The poll presented a list of ten options as assembled by Postmedia News, but four stories in particular rose to the top of the list.

Following closely in second place, 18% of Canadians believe the massive Alberta beef recall – which was the largest of its kind in Canadian history – deserves the distinction of this year's top political story. An equal portion (18%) of Canadians say that the Quebec student protests over proposed tuition hikes is this year's top news story, with a majority (55%) of Quebecers believing this was the top story of the year.

In fourth place, 15% of Canadians believe the federal government's decision to allow the takeover of Nexen by a Chinese state-owned enterprise was the biggest political story of the year.

The table below outlines in full the top political stories of 2012 as chosen by Canadians:

<u>Political Story</u>	%
Federal budget contains billions in cuts, with future changes to public pension plan	21%
Massive Alberta beef recall	18%
Quebec student protests	18%
Federal government's decision to allow the takeover of the Canadian company Nexen Inc. by a Chinese state-owned enterprise	15%
Dalton McGuinty announces plan to quit politics	8%
Cost of the F-35 military jet	8%
Quebec election	6%
Robocalls controversy	3%
Thomas Mulcair chosen NDP leader	1%
Alberta election	1%

Top stories varied by region:

- British Columbians (29%) were most inclined to choose the federal government's approval of the Nexen takeover as the top political story.
- Albertans (28%) were most likely to identify the federal government budget cuts and pension reform as the top political story of the year. Not far behind (22%) though, was the beef recall story.
- Residents of Saskatchewan and Manitoba (34%) likewise chose the federal government budget cuts and pension reform as the top political story of the year.
- A plurality of Ontarians (22%) also named the budget cuts as their number-one political story, but 21% think that Dalton McGuinty's resignation marked the top political story of the year.
- For Quebecers this was an easy vote – 55% chose the student riots as the top political story of the year.

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- Atlantic Canadians were most inclined to name the federal budget cuts and pension reform as the top story (32%), but they were also more likely than anyone else (16% compared to 8% average) to choose the cost of the F-35 jet as the top political story of the year.

These are some of the findings of an Ipsos Reid poll conducted between December 8th to 21th, 2012, on behalf of Postmedia News and Global Television. For this survey, a sample of 1,003 Canadians from Ipsos' Canadian online panel was interviewed online. Weighting was then employed to balance demographics to 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. The precision of Ipsos online polls is measured using a credibility interval. In this case the poll is accurate to +/- 3.5 percentage points of the entire Canadian adult population. 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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