

UNITED STATES ELECTION

Two-in-Five Canadians Would Like Obama to Become U.S. President

Democratic presidential candidates viewed favourably by more than half of respondents in Canada.

[VANCOUVER – May 27, 2008] – Canadian adults appear to have a clear favourite in this year's United States presidential election, an Angus Reid Strategies poll has found.

In the online survey of a representative national sample, 43 per cent of respondents say they would like to see Democrat Barack Obama win this year's ballot in the U.S., while 29 per cent would prefer a victory by Democrat Hillary Rodham Clinton. Republican John McCain is a distant third with 12 per cent, and 16 per cent of respondents do not express a preference for any of the three main contenders.

Obama is more popular in Quebec (49%) and Manitoba and Saskatchewan (47%). In addition, almost half of Canadians with at least one university degree (49%) and those over the age of 55 (47%) want the Illinois Senator to win this year's presidential election in the U.S.

Rodham Clinton is the choice for more than a third of female respondents (35%). McCain fares poorly with Canadian women (5%), and gets his highest marks with older Canadians (16%), Albertans (21%) and residents of Manitoba and Saskatchewan (22%).

When asked about their opinion of the three politicians who are seeking the nomination of the two major American parties, two-thirds of Canadians (66%) express favourable views on Obama, and more than half (56%) feel the same way about Rodham Clinton. Half of Canadians (51%) provide negative feedback on McCain. Obama actually garners a higher

KEY FINDINGS

- » **43% want Barack Obama to win the U.S. presidential election, 29% choose Hillary Rodham Clinton, 12% pick John McCain**
- » **Favourable views: Obama 66%, Americans in General 62%, Rodham Clinton 56%, McCain 29%. U.S. Government 22%, George W. Bush 10%**
- » **Bill Clinton seen as Canada's greatest friend in the White House since 1969 (31%); George W. Bush regarded as Canada's worst friend (48%).**

Full topline results are at the end of this release.

From May 21 to May 22, 2008 Angus Reid Strategies conducted an online survey among a randomly selected, representative sample of 1,005 adult Canadians. The margin of error for the total sample is +/- 3.1%, 19 times out of 20. The results have been statistically weighted according to the most current education, age, gender and region Census data to ensure a sample representative of the entire adult population of Canada. Discrepancies in or between totals are due to rounding.

favourability score than "Americans in general" (62%). Very few Canadians hold favourable views on both the U.S. government (22%) and current president George W. Bush (10%).

The survey asked Canadians to state which U.S. president has been Canada's greatest friend since 1969, when Richard Nixon took over from Lyndon B. Johnson. Bill Clinton—who governed from 1993 to 2001—is the choice for 31 per cent of respondents, followed by Ronald Reagan with 20 per cent, and Jimmy Carter with 14 per cent. While one-in-four older Canadians pick Reagan (26%), only nine per cent of respondents aged 18-34 concur.

Conversely, George W. Bush is regarded as Canada's worst friend among U.S. presidents by almost half of respondents (48%), followed by his father, George H. Bush, and Nixon, both with eight per cent. Respondents in the youngest age group (54%) clearly regard the current White House dweller in a negative light.

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United States Election							
As you may know, the United States will elect a new president this year. Which of these three candidates would you most like to see the win the election?							
	Region						
	National	BC	AB	MB/SK	ON	PQ	ATL
Barack Obama	43%	42%	37%	47%	40%	49%	43%
Hillary Rodham Clinton	29%	31%	19%	23%	31%	31%	32%
John McCain	12%	10%	21%	22%	13%	7%	10%
None of them	16%	18%	23%	9%	17%	13%	15%

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	Gender		Age			Income			Education		
	Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	College / Tech school	Univ+
Barack Obama	45%	42%	40%	44%	47%	42%	45%	44%	39%	41%	49%
Hillary Rodham Clinton	23%	35%	32%	29%	27%	29%	30%	30%	32%	29%	29%
John McCain	18%	5%	10%	10%	16%	9%	13%	16%	13%	12%	10%
None of them	13%	18%	19%	17%	10%	20%	13%	11%	17%	18%	12%

United States Election			
Do you have a favourable or unfavourable opinion of each of the following?			
	Favourable	Unfavourable	Not sure
Barack Obama	66%	24%	10%
Americans in general	62%	30%	7%
Hillary Rodham Clinton	56%	35%	9%
John McCain	29%	51%	20%
The U.S. Government	22%	70%	8%
George W. Bush	10%	84%	6%

United States Election						
Since 1969, which of these American presidents would you say has been Canada's greatest friend?						
	Gender			Age		
	National	Male	Female	18-34	35-54	55+
Bill Clinton	31%	31%	31%	34%	30%	29%
Ronald Reagan	20%	27%	13%	9%	23%	26%
Jimmy Carter	14%	14%	14%	9%	16%	16%
George W. Bush	1%	2%	1%	2%	1%	2%
Gerald Ford	1%	1%	1%	0%	1%	2%
George H. Bush	1%	1%	1%	0%	1%	1%
Richard Nixon	1%	1%	0%	0%	1%	1%
Not sure	31%	23%	40%	46%	27%	23%

United States Election						
Since 1969, which of these American presidents would you say has been Canada's worst friend?						
	Gender			Age		
	National	Male	Female	18-34	35-54	55+
George W. Bush	48%	47%	50%	54%	49%	42%
George H. Bush	8%	10%	6%	5%	11%	8%
Richard Nixon	8%	11%	5%	4%	6%	15%
Ronald Reagan	5%	5%	4%	3%	4%	7%
Bill Clinton	4%	5%	3%	3%	5%	4%
Jimmy Carter	2%	4%	1%	1%	3%	2%
Gerald Ford	1%	0%	1%	0%	0%	1%
Not sure	24%	18%	30%	30%	22%	22%

Angus Reid Strategies is a full-service polling and market research firm which is a leader in the use of the Internet and rich media technology to collect high-quality, in-depth insights for a wide array of clients. Dr. Angus Reid and the Angus Reid Strategies team are pioneers in online research methodologies, and have been conducting online surveys since 1995.

Angus Reid Strategies, along with its sister company, Vision Critical, is now the largest Canadian-owned market research enterprise. In addition to its four offices in Canada—located in Vancouver, Calgary, Toronto, and Montreal—the firm also has offices San Francisco, New York and London, England. Its team of specialists provides solutions across every type and sector of research, and currently serves over 200 international clients.

Angus Reid Strategies polls are conducted using the Angus Reid Forum online panel (www.angusreidforum.com), which is recruited via an industry-leading process that incorporates a randomized, widespread invitation approach and a triple opt-in screening procedure. The panel is maintained through state-of-the-art sampling techniques and frequent verifications of personal identity, contact information, and demographic characteristics. This premier online survey platform presents respondents with highly visual, interactive, and engaging surveys, ensuring that panel members provide thoughtful and reliable responses.

Over the last year, Angus Reid has covered five elections in Canada—more than any other pollster in the country—and the results have accurately predicted the outcome of each of these democratic processes. <http://www.angusreidstrategies.com/index.cfm?fuseaction=news&newsid=194>

More information on the way Angus Reid Strategies conducts public opinion research can be found at <http://www.angusreidstrategies.com/uploads/pages/pdfs/ARS.ARF.WP.pdf>

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**For more information, please contact
our spokesperson listed in the footnote.**

**Copies of this poll are available on our website:
www.angusreidstrategies.com**