



Canadians Split Over F-35 Jet Purchase

A survey of 1,001 Canadians
Conducted from October 29 to November 1, 2010
Released: November 3, 2010

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Methodology

From October 29 to November 1, 2010, Abacus Data Inc. conducted an online survey among 1,001 randomly selected Canadian adults from an online panel of over 400,000 Canadians.

The margin of error—which measures sampling variability—is comparable to +/- 3.1%, 19 times out of 20.

Results of the survey were statistically weighted by gender, education, age, region, and language using Census data from Statistics Canada. Totals may not add up to 100 due to rounding.

Just the Facts: Abacus Data Inc.

Abacus Data Inc. is Ottawa's newest player in the public opinion and marketing research industry.

Whether it's telephone or online surveys, focus groups, one-on-one interviews, or secondary data analysis, the team at Abacus Data conducts public opinion, marketing, or stakeholder research that provides strategic insight to our clients. What sets the team at Abacus Data apart is its fresh perspective on politics, business, and consumer behaviour and a commitment to its clients.

Abacus Data offers its clients a comprehensive research tool kit that includes:

- Custom quantitative studies
- Opinion leader/Decision maker consultations
- The Vertex Panel (www.vertexpanel.ca)
- Omnibus surveys
- Focus groups
- Intercept studies
- One-on-one interviews
- Custom community panel creation and management
- Secondary data analysis

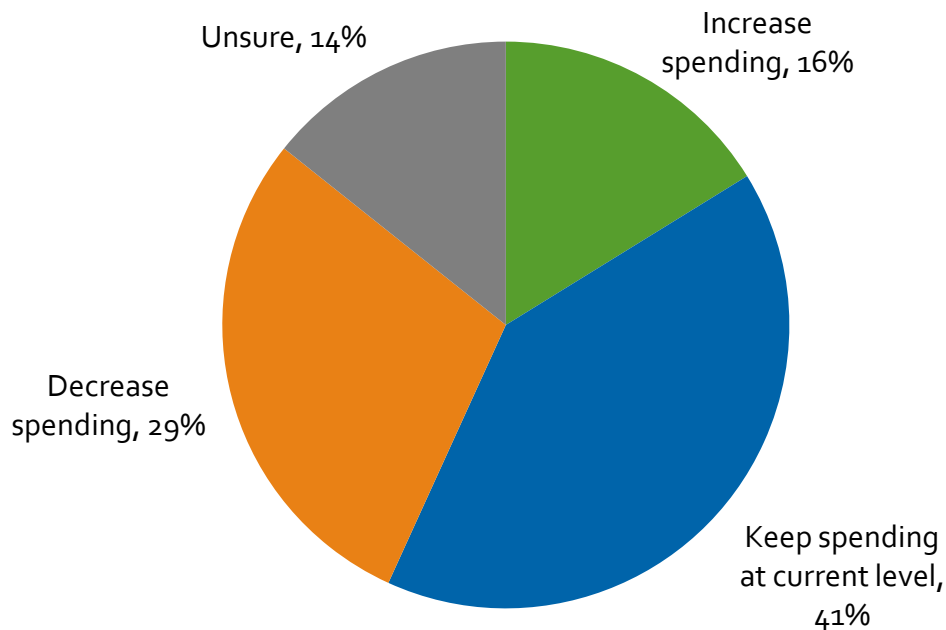


Dr. David Coletto, CEO

Coletto has over six years experience working in the marketing research industry. He has conducted research studies for organizations in many sectors including pharmaceutical, transportation, educational, telecommunications, media, arts and cultural, tourism, and retail. He has also advised elected officials and senior-level decision makers at the federal, provincial, and municipal government levels.

He received his PhD in Political Science from the University of Calgary where he taught Research Methods to undergraduate students.

Thinking about the amount of money the government spends on the military, do you think the government should...
(n=1,001, weighted)



Analysis

When asked about changes in government spending on the military, Canadians were generally opposed to the idea of increased spending.

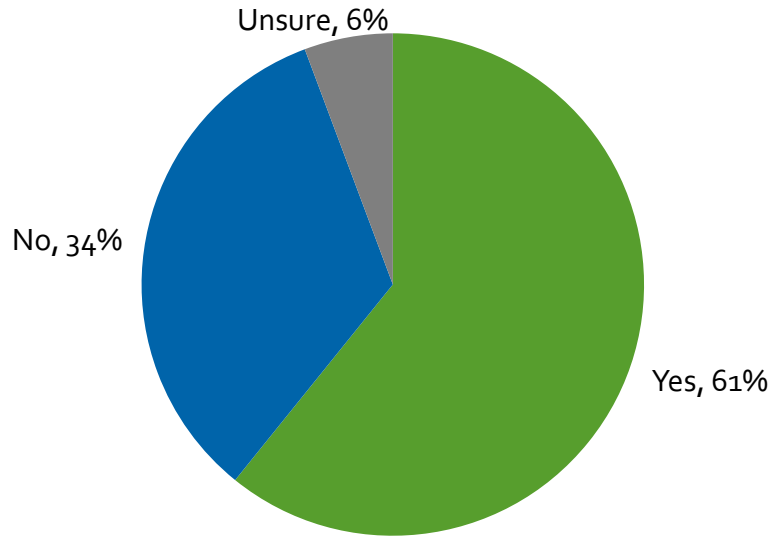
The desire to maintain current levels of spending was reflected fairly consistently across all profiled demographic groups, with women and Quebecers most likely to support a spending decrease

Desire to decrease spending outweighed the desire to increase spending by a considerable margin across all groups, save Atlantic Canada.

Subgroup Analysis

	Male	Female	18-39	40 - 59	60 +	Atlantic	Quebec	Ontario	West
Increase spending	21%	12%	12%	19%	19%	19%	3%	22%	19%
Keep at current level	44%	37%	39%	40%	44%	47%	38%	40%	41%
Decrease spending	26%	32%	29%	29%	28%	16%	49%	21%	26%
Unsure	10%	19%	20%	13%	8%	18%	10%	17%	14%
N	483	517	370	392	240	73	244	383	301

Recently, the government announced that it would spend \$16 billion to purchase 65 new F-35 fighter jets. These jets would replace the Air Force's aging fleet of CF-18s, which reach the end of their operational lifespan in 2020. Before today, were you aware of the government's announcement to buy these new jets?
(n=1,001, weighted)



Analysis

Awareness of the F-35 jet purchase was fairly high across all demographics, with overall awareness topping 60% of Canadians.

Awareness levels were directly proportional to age, with older respondents much more likely to be aware of the purchase than young Canadians. Men were more likely than women to be familiar, and residents of Atlantic Canada less likely.

Subgroup Analysis

	Male	Female	18-39	40 - 59	60 +	Atlantic	Quebec	Ontario	West
Yes	77%	46%	44%	64%	82%	51%	62%	62%	62%
No	20%	47%	48%	31%	14%	39%	35%	32%	33%
Unsure	4%	7%	8%	5%	3%	11%	4%	6%	5%
N	483	517	370	392	240	73	244	383	301

There are a number of opinions on this issue. Which of the statements below comes closest to your personal view? [Rotate]
(n=1,001, weighted)

Statement	Percentage
Investment in the F-35 jets will provide the military with the equipment needed to face new and difficult challenges of the 21st century, as well as help to create hundreds of thousands of jobs in our aerospace sector. (Statement 1)	27%
The failure to have an open competition for next-generation military aircraft makes these planes more expensive and there is no guarantee of job creation (Statement 2)	19%
It's not clear that these jets are necessary; however, even if they are, it's not clear the country needs these specific ones. More analysis of the military's needs should be done before a deal is signed. (Statement 3)	27%
None of these	9%
Unsure	19%

Analysis

This question was designed to assess Canadians' response to a number of arguments that have been made about the F-35 purchase.

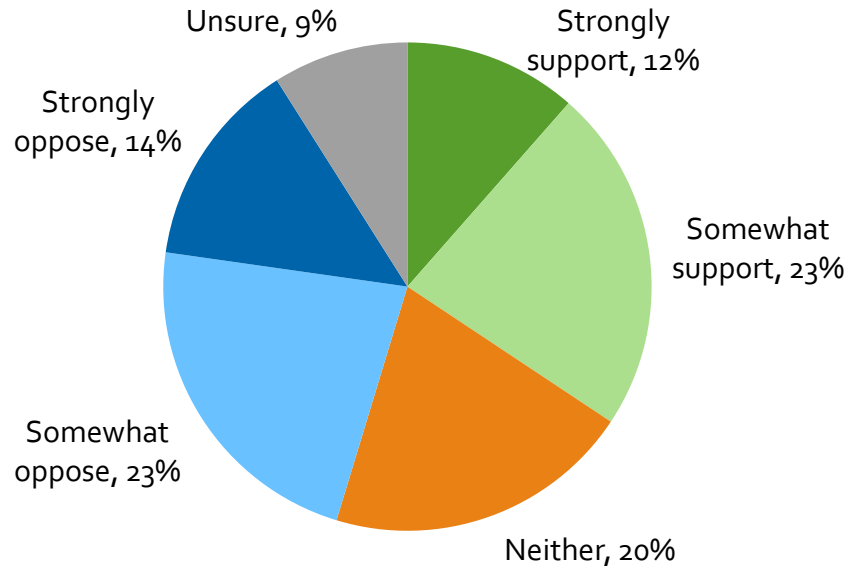
Over one in four Canadians believed the F-35 will provide the military with the equipment it needs and will create jobs in the aerospace sector. Another 27% of Canadians believed that the jets were not necessary and that more analysis needs to be done.

Finally, about one in five Canadians believed that the problem with the contract was the lack of an open competition and the lack of a guarantee of job creation.

Subgroup Analysis

	Male	Female	18-39	40 - 59	60 +	Conservative voters	Liberal voters	NDP voters	BQ voters
Statement 1	32%	22%	24%	27%	31%	44%	22%	23%	18%
Statement 2	23%	14%	18%	17%	22%	14%	24%	22%	25%
Statement 3	23%	32%	25%	27%	33%	21%	35%	26%	31%
None of these	9%	8%	10%	9%	5%	6%	6%	11%	12%
Unsure	13%	24%	23%	20%	10%	16%	13%	17%	15%
N	483	517	370	392	240	275	211	178	85

Do you support or oppose the federal government's plan to purchase the F-35 fighter jets?
(n=1,001, weighted)



Analysis

Support for the F-35 purchase was split among Canadians, with 37% opposed to some degree and 35% supportive to some degree.

While men were more likely to support the purchase than women, and Quebecers were more opposed than any other region, support and opposition were fairly evenly dispersed over demographic groups.

Uncertainty was lower in this case than in other questions of opinion posed. In conjunction with the dispersion of opinion, this suggests an electorate divided over the issue.

Subgroup Analysis

	Male	Female	18-39	40 - 59	60 +	Atlantic	Quebec	Ontario	West
Strongly support	17%	7%	8%	13%	14%	12%	7%	14%	12%
Somewhat support	25%	21%	20%	23%	28%	21%	17%	26%	25%
Neither	19%	22%	20%	22%	20%	17%	18%	22%	21%
Somewhat oppose	20%	25%	29%	20%	17%	27%	29%	18%	22%
Strongly oppose	15%	12%	12%	13%	17%	7%	21%	12%	12%
Unsure	6%	12%	12%	9%	4%	16%	7%	9%	8%
N	483	517	370	392	240	73	244	383	301

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To read our analyses and blog, find us online at www.abacusdata.ca

**Abacus Data also runs the Vertex Panel:
An online research panel of Canada's leading public policy
practitioners and scholars.**



Find out more at www.vertexpanel.ca