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LATEST HIGHLIGHTS

**Little worry about Post-Sun Sale
Modest concern about Ebola
Most doubt "Mainstream Media" bias**

By Bruce Anderson & David Coletto

For interviews, quotes, or to find out about our services, please contact Chairman Bruce Anderson at banderson@abacusdata.ca (613-882-0929) or CEO David Coletto at david@abacusdata.ca (613-232-2806)

In our most recent survey (October 15-17, 2014) we explored a number of contemporary issues. Here are the results from some of the questions we posed to a national sample of Canadians.

National Post – Sun Media Deal

Most people (67%) don't really care one way or another if the National Post acquires the Sun newspapers. Despite the fact that the deal would reduce the number of competing media voices in many major cities in Canada, only 16% want to see the deal stopped by federal regulators. 17% say they would like to see the deal approved.

Results are slightly different in Quebec, where there is heightened interest. But even in the home province of Quebec, the company which owns Sun Media, the majority (59%) say they don't care, and the rest are fairly evenly split, with 20% wanting the deal stopped and 22% wanting it approved.

Also worth noting is that the vast majority of Conservative party supporters are indifferent (61%) or want the deal to go ahead (22%). Only 13% would like to see the deal stopped.



Postmedia's Purchase of Sun Media



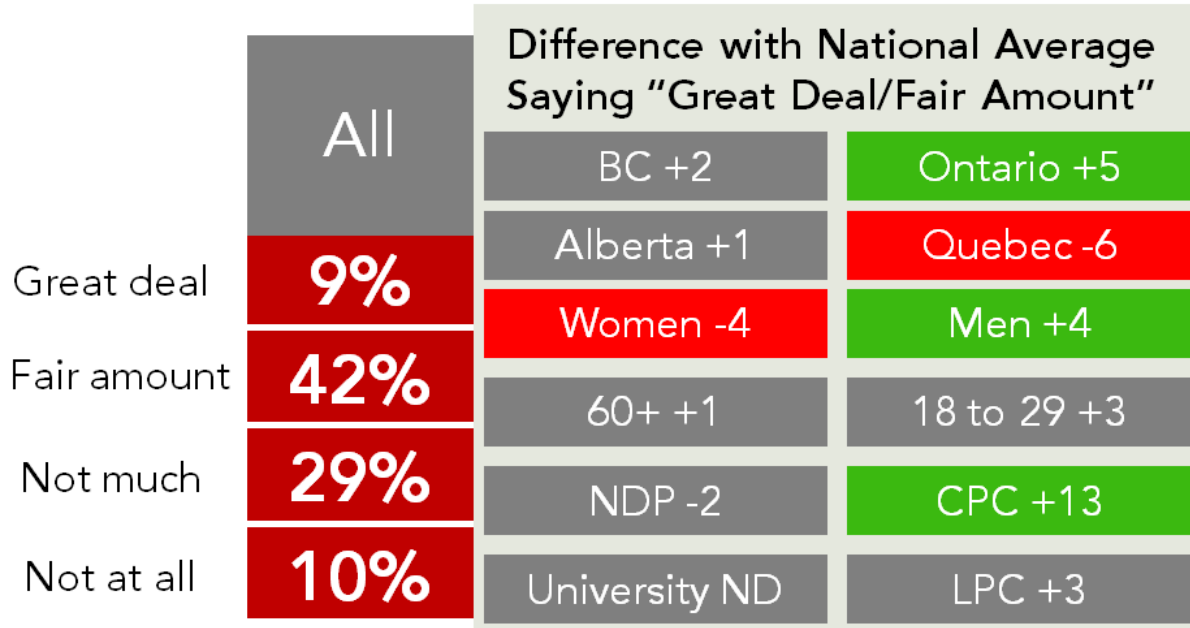
		Difference with National Average Saying "Don't Care"	
	All	BC +3	Ontario -1
		Alberta +1	Quebec -8
Stopped	16%	Women +6	Men -7
Allowed	17%	60+ ND	18 to 29 +3
Don't care	67%	NDP -1	CPC -6
		University -7	LPC ND

Q: Last week, the owners of the National Post made an offer to buy the newspapers owned by Quebecor, including the Sun chain of newspapers. Do you think this sale should be allowed or stopped by the competition bureau, or do you not really care one way or the other?

Ebola Worries

A bare majority (51%) express confidence in the ability of the federal government to prevent " a major outbreak of Ebola virus in Canada". Another 29% say they have not much confidence and 10% have none at all. Men (55%) are more confident than women (46%). Results on this question do not vary as much by partisan lines as they do on many questions that relate to confidence in the federal government.

Confidence in Fed Gov't's Ability to Prevent Ebola Outbreak

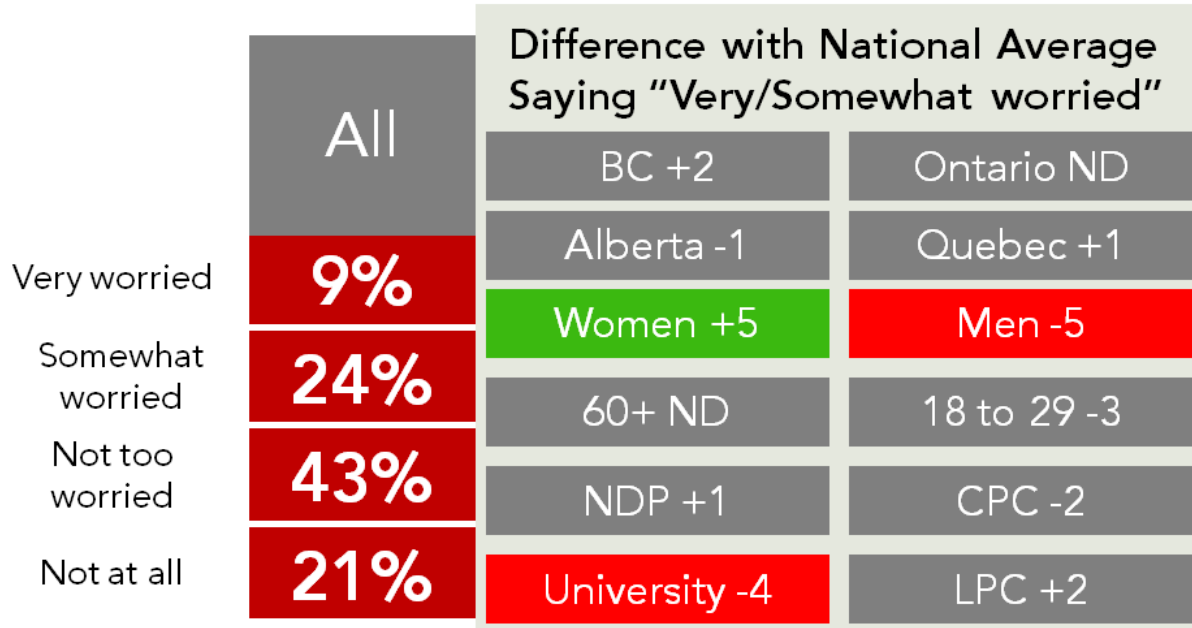


Q: How much confidence do you have in the federal government's ability to prevent a major outbreak of Ebola virus in Canada?

One in three people are very (9%) or somewhat (24%) worried that they or someone in their family will be exposed to the Ebola virus. 43% are not too worried, and 21% are not worried at all. Results are remarkably consistent across regions, don't vary much by age. Those on the left and right are roughly equally concerned. Those with higher levels of education are somewhat less worried than those with less formal education.

For the purposes of comparison, in the latest Pew Poll in the US (October 15-20) a total of 41% were worried, including 17% who said they were very worried that they or someone else in their household might contract the disease.

Confidence in Fed Gov't's Ability to Prevent Ebola Outbreak



Q: How worried are you that you or someone in your family will be exposed to the Ebola virus?

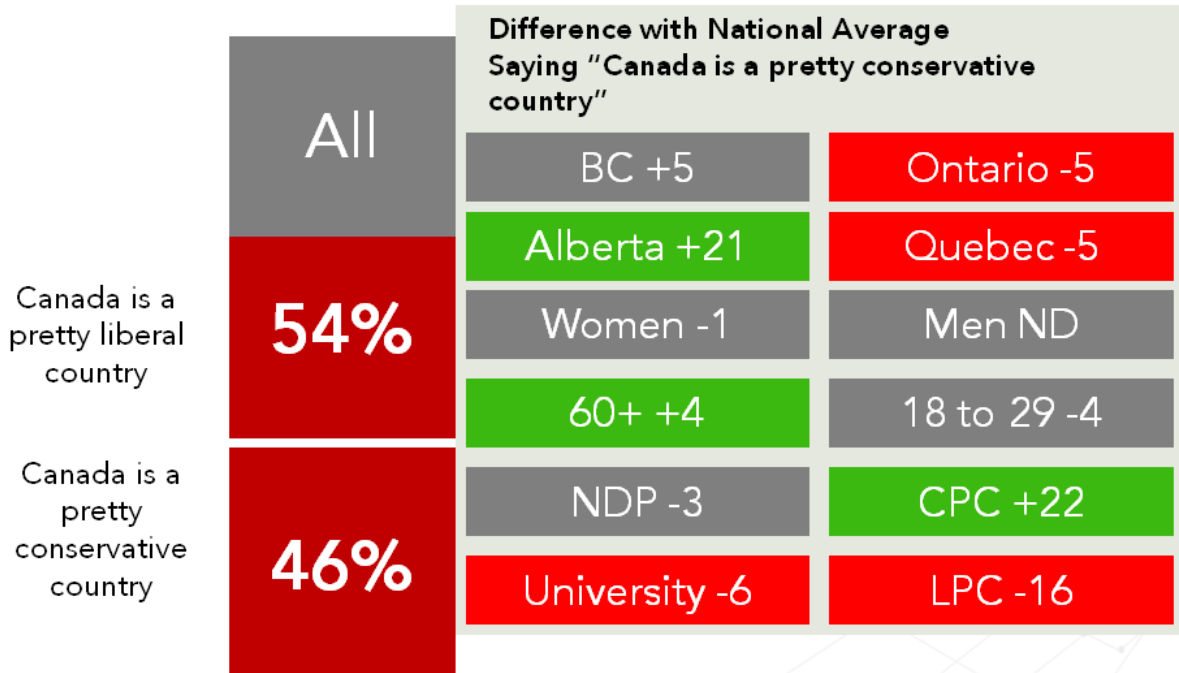
Canada, Conservatism and Media Bias

Respondents were asked to choose between two descriptions of the country: that "Canada is a pretty liberal country" or that "Canada is a pretty conservative country". A small majority (54%) said that Canada was pretty liberal, while 46% said more conservative.

As one might expect, these results differ substantially by region. In BC, people were almost evenly split (49% liberal, 51% conservative). In Alberta, 64% said Canada is a pretty conservative country. In Ontario (59%) Quebec (62%) and Atlantic Canada (58%) the tendency was to think the country was more liberal.

Those under 30 (58%) were most likely to see the country as liberal; among the oldest age group the perception was evenly split. Union members are more likely to think the country is conservative (53%) while interestingly those who self-describe as working class tend to see things differently (56% say Canada is more liberal). Those who are members of visible minorities tend to see the country as more liberal (59%) compared to those who aren't (53%). Those who say they are on the left of the spectrum say the country is liberal (65%) while those who say they are on the right also are more likely to say the country is liberal (52%) rather than conservative (48%).

Canada: Liberal or Conservative?

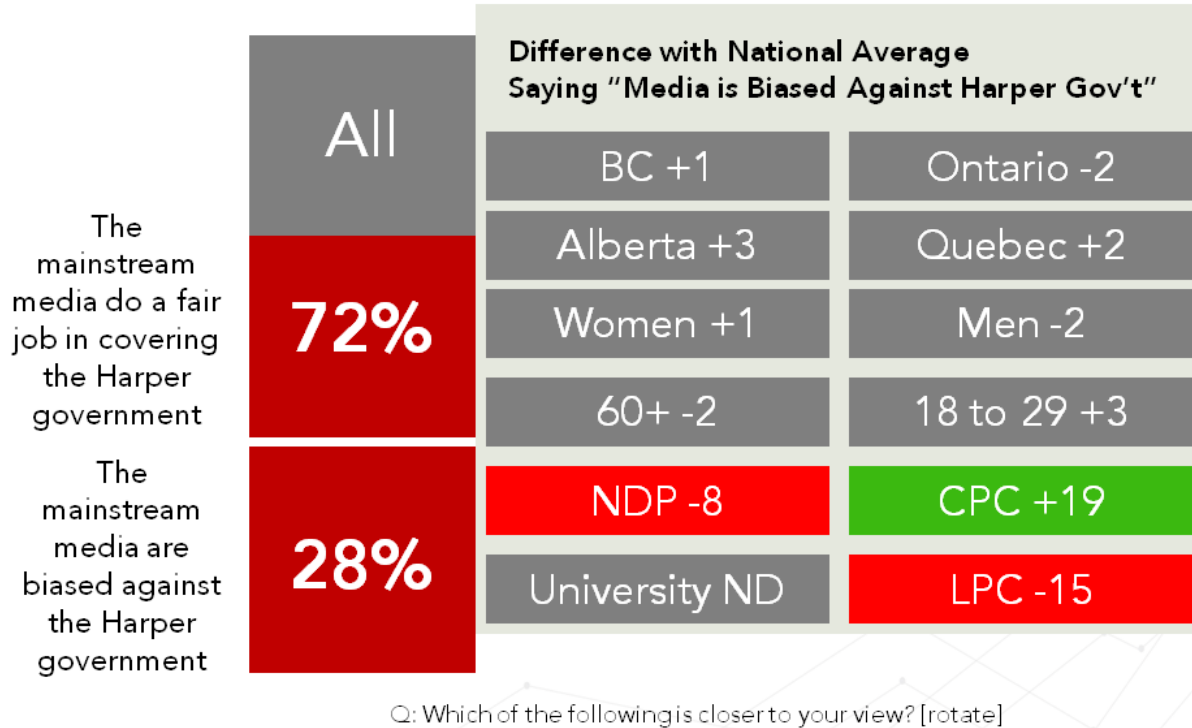


Q: Which of the following is closer to your view? [rotate]

In recent years, there have been more prominent arguments from some quarters to the effect that "mainstream media" are biased against the Harper government. We decided to test that proposition with the counter proposition that "the mainstream media do a fair job in covering the Harper government".

Most people (72%) believe the media are doing a fair job in covering the Harper government, while 28% perceive a bias. Among those who voted Conservative in 2011, the majority feels the media do a fair job (58%) but almost half (42%) perceive a bias against the Harper government.

The Mainstream Media and the Harper Government



Methodology

Our survey was conducted online with 1,248 respondents, October 15 to 17, 2014. A random sample of panelists was invited to complete the survey from a large representative panel of Canadians, recruited and managed by Research Now, one of the world's leading provider of online research samples.

The Marketing Research and Intelligence Association policy limits statements about margins of sampling error for most online surveys. The margin of error for a comparable probability-based random sample of the same size is +/- 2.8%, 19 times out of 20. The data were weighted according to census data to ensure that the sample matched Canada's population according to age, gender, educational attainment, and region. Totals may not add up to 100 due to rounding.

We offer global research capacity with a strong focus on customer service, attention to detail and value added insight. Our team combines the experience of our Chairman Bruce Anderson, one of Canada's leading research executives for two decades, with the energy, creativity and research expertise of CEO David Coletto, PhD. For more information, visit our website at <http://www.abacusdata.ca/>

Last week, the owners of the National Post made an offer to buy the newspapers owned by Quebecor, including the Sun chain of newspapers. Do you think this sale should be allowed or stopped by the competition bureau, or do you not really care one way or the other?

Sample size: 1,248

Comparable MoE: ± 2.8%, 19 times out of 20

Fields dates: October 15-17, 2014

	Stopped	Allowed	Don't really care one way or the other	Raw	Weighted
Canada	16%	17%	67%	1248	1229
BC	15%	15%	70%	215	161
AB	13%	19%	68%	143	130
SK/MB	11%	10%	79%	113	83
ON	17%	16%	66%	419	475
Quebec	20%	22%	59%	242	294
Atlantic	13%	8%	79%	116	86
Male	17%	23%	60%	623	600
Female	16%	11%	73%	625	629
18 - 29	12%	19%	70%	204	245
30 - 44	15%	18%	67%	318	330
45 - 59	20%	15%	65%	392	354
60 and over	18%	15%	67%	334	299
HS or less	15%	13%	72%	288	427
College	17%	16%	67%	507	451
University	18%	22%	60%	453	352
Conservative Party	13%	26%	61%	319	287
Liberal Party	17%	16%	67%	309	300
New Democratic Party	18%	16%	66%	227	236
Green Party	30%	19%	50%	68	71
Bloc Quebecois	28%	22%	50%	31	39
Another party	7%	32%	61%	11	9
Undecided	13%	7%	80%	283	287

How much confidence do you have in the federal government’s ability to prevent a major outbreak of Ebola virus in Canada?

Sample size: 1,248

Comparable MoE: ± 2.8%, 19 times out of 20

Fields dates: October 15-17, 2014

	Great deal	Fair amount	Not much	Not at all	Unsure	Raw	Weighted
Canada	9%	42%	29%	10%	9%	1248	1229
BC	7%	47%	29%	7%	9%	215	161
AB	11%	42%	31%	6%	10%	143	130
SK/MB	5%	35%	35%	17%	8%	113	83
ON	12%	45%	27%	10%	6%	419	475
Quebec	8%	39%	32%	11%	11%	242	294
Atlantic	7%	43%	29%	8%	13%	116	86
Male	10%	46%	27%	11%	7%	623	600
Female	9%	39%	32%	9%	11%	625	629
18 - 29	17%	38%	25%	6%	14%	204	245
30 - 44	7%	41%	33%	12%	7%	318	330
45 - 59	7%	45%	27%	13%	8%	392	354
60 and over	8%	45%	32%	8%	7%	334	299
HS or less	9%	40%	30%	11%	10%	288	427
College	9%	45%	28%	9%	9%	507	451
University	10%	42%	31%	9%	7%	453	352
Conservative Party	15%	50%	20%	7%	8%	319	287
Liberal Party	11%	44%	32%	8%	5%	309	300
New Democratic Party	8%	43%	29%	16%	4%	227	236
Green Party	4%	49%	34%	7%	6%	68	71
Bloc Quebecois	3%	47%	26%	24%	0%	31	39
Another party	14%	25%	60%	0%	0%	11	9
Undecided	6%	31%	34%	9%	19%	283	287

How worried are you that you or someone in your family will be exposed to the Ebola virus?

Sample size: 1,248

Comparable MoE: ± 2.8%, 19 times out of 20

Fields dates: October 15-17, 2014

	Very worried	Somewhat worried	Not too worried	Not at all	Unsure	Raw	Weighted
Canada	9%	24%	43%	21%	4%	1248	1229
BC	7%	28%	39%	19%	7%	215	161
AB	4%	28%	38%	27%	3%	143	130
SK/MB	9%	18%	49%	20%	3%	113	83
ON	10%	23%	44%	21%	2%	419	475
Quebec	10%	23%	44%	18%	4%	242	294
Atlantic	11%	22%	39%	22%	6%	116	86
Male	7%	21%	45%	24%	3%	623	600
Female	11%	26%	40%	18%	4%	625	629
18 - 29	10%	20%	41%	22%	7%	204	245
30 - 44	12%	27%	39%	20%	3%	318	330
45 - 59	9%	20%	46%	21%	4%	392	354
60 and over	6%	27%	44%	20%	2%	334	299
HS or less	12%	27%	35%	20%	6%	288	427
College	8%	23%	46%	21%	2%	507	451
University	8%	20%	47%	22%	3%	453	352
Conservative Party	8%	23%	45%	22%	3%	319	287
Liberal Party	8%	27%	42%	21%	3%	309	300
New Democratic Party	10%	24%	44%	21%	1%	227	236
Green Party	13%	30%	37%	18%	2%	68	71
Bloc Quebecois	21%	23%	34%	18%	4%	31	39
Another party	0%	7%	41%	52%	0%	11	9
Undecided	8%	21%	43%	20%	8%	283	287

Which of the following is closer to your view?

Sample size: 1,248

Comparable MoE: ± 2.8%, 19 times out of 20

Fields dates: October 15-17, 2014

	The mainstream media do a fair job in covering the Harper government	The mainstream media are biased against the Harper government	Raw	Weighted
Canada	72%	28%	1246	1227
BC	71%	29%	215	161
AB	68%	32%	142	129
SK/MB	68%	32%	113	83
ON	74%	26%	418	473
Quebec	70%	30%	242	294
Atlantic	84%	16%	116	86
Male	74%	26%	622	600
Female	71%	29%	624	628
18 - 29	69%	31%	204	245
30 - 44	71%	29%	318	330
45 - 59	74%	26%	391	353
60 and over	74%	26%	333	299
HS or less	71%	29%	287	425
College	73%	27%	506	450
University	72%	28%	453	352
Conservative Party	53%	47%	318	286
Liberal Party	87%	13%	309	300
New Democratic Party	80%	20%	227	236
Green Party	78%	22%	68	71
Bloc Quebecois	60%	40%	31	39
Another party	75%	25%	11	9
Undecided	70%	30%	282	286

Which of the following is closer to your view?

Sample size: 1,248

Comparable MoE: $\pm 2.8\%$, 19 times out of 20

Fields dates: October 15-17, 2014

	Canada is a pretty liberal country	Canada is a pretty conservative country	Raw	Weighted
Canada	54%	46%	1247	1229
BC	49%	51%	215	161
AB	33%	67%	143	130
SK/MB	36%	64%	113	83
ON	59%	41%	418	474
Quebec	62%	38%	242	294
Atlantic	58%	42%	116	86
Male	54%	46%	622	600
Female	55%	45%	625	629
18 - 29	58%	42%	204	245
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University	60%	40%	452	351
Conservative Party	32%	68%	319	287
Liberal Party	70%	30%	308	299
New Democratic Party	57%	43%	227	236
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