

Leger

Trans Pacific Partnership (TPP)

February 1st 2016

Methodology

INSTRUMENT

A online survey of 1500 Canadians was conducted between January 27th to January 31st, 2016 using *LegerWeb*.

A probability sample of the same size would yield a margin of error of +/- 2.5%, 19 times out of 20.

ONLINE PANEL

Leger's online panel has approximately 400,000 members nationally – with between 10,000 and 20,000 new members added each month, and has a retention rate of 90%.

Panel members are randomly selected to receive email invitations to the individual surveys.

We ensure the protection of privacy via the usage of unique URLs and respondent IDs in combination with survey IDs.

QUALITY CONTROL

Stringent quality assurance measures allow Leger to achieve the high-quality standards set by the company. As a result, its methods of data collection and storage outperform the norms set by WAPOR (The World Association for Public Opinion Research). These measures are applied at every stage of the project: from data collection to processing, through to analysis. We aim to answer our clients' needs with honesty, total confidentiality, and integrity.

Awareness of the Trans Pacific Partnership

Before today, had you ever heard of the Trans Pacific Partnership (TPP)?



60% of Canadians have heard of the TPP



37% of Canadians have NOT heard of the TPP



3% Don't know/Prefer not to answer

60% of Canadians are aware of the Trans Pacific Partnership.

Older Canadians (75% among those 65+), men (73% vs. 48% of women), as well as Canadians with higher education (75% among those with a university degree versus 46% among those with high school or less) are significantly more likely to be aware of the TPP.

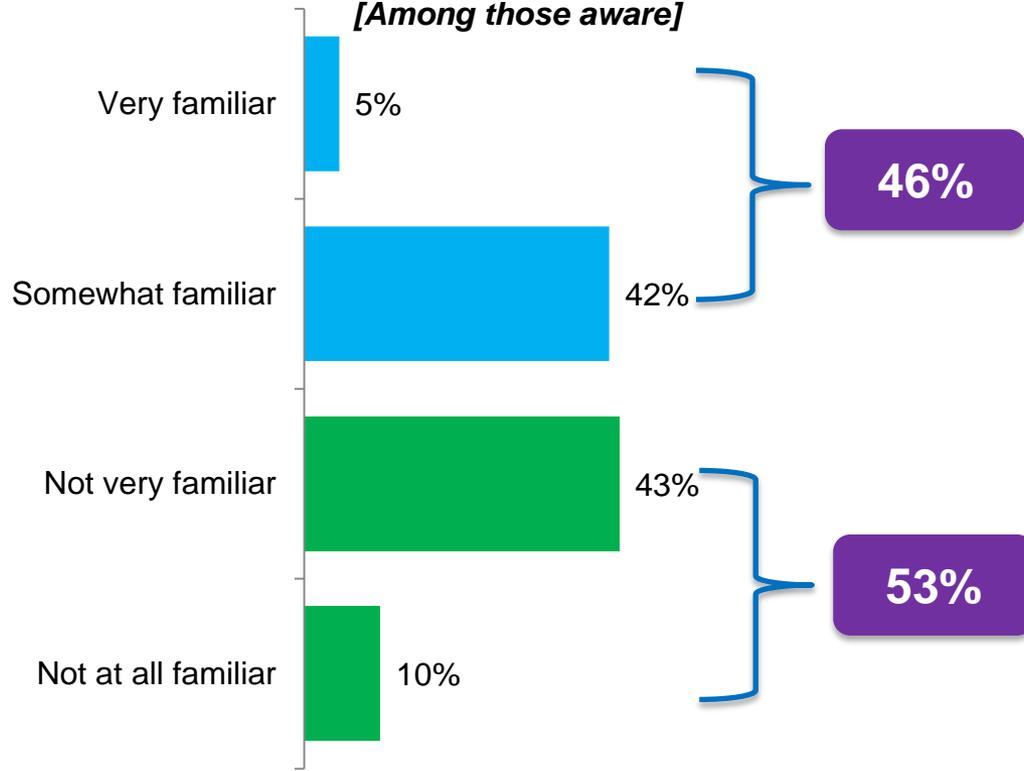
Residents of Manitoba/Saskatchewan (66%), Alberta (66%) and BC (70%) have the highest rates of awareness.



73% vs. 48%

Familiarity with the TPP (Among those aware)

How familiar would you say that you are with the Trans Pacific Partnership (TPP)?
[Among those aware]

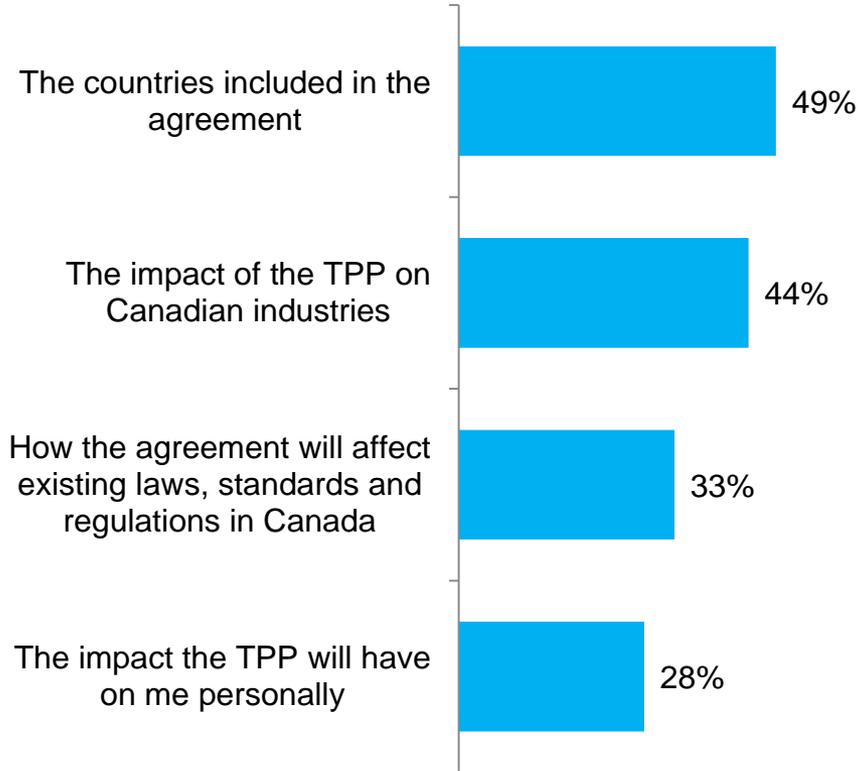


Among those aware of the TPP, only 5% are very familiar with the agreement

Quebecers aware of the agreement are the least likely to say that they are somewhat/very familiar with the TPP (36%). Men aware of the TPP are significantly more likely than women to report being somewhat/very familiar with the agreement (53% vs. 36%) as are those with a college level education or above.

Understanding of specific aspects of the TPP

Very/Somewhat well



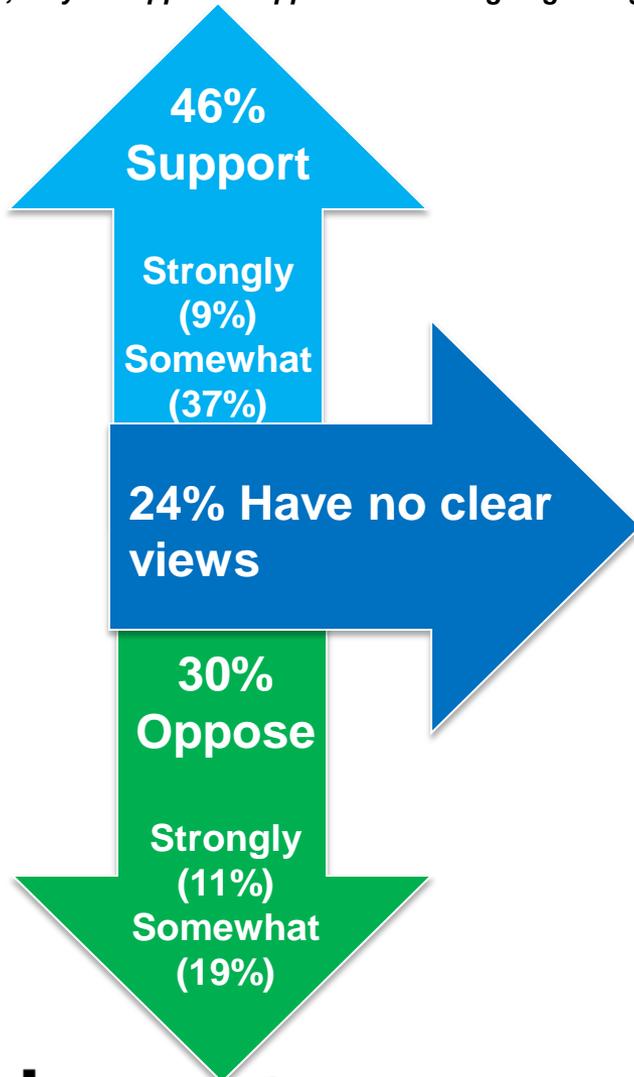
Among those aware of the TPP, one-half of Canadians, or less, express that they understand different aspects of the agreement very/somewhat well

Canadians express the highest level of understanding regarding the countries involved but are the least likely to have an understanding of the impact of the TPP on them personally (28%).

Ontarians are significantly more likely than Quebecers to say that they understand all of the aspects of the TPP listed as are men versus women.

Level of support/opposition for the TPP (Among those aware)

Generally speaking, from what you have heard, seen or read about the TPP, do you support or oppose Canada signing the agreement?



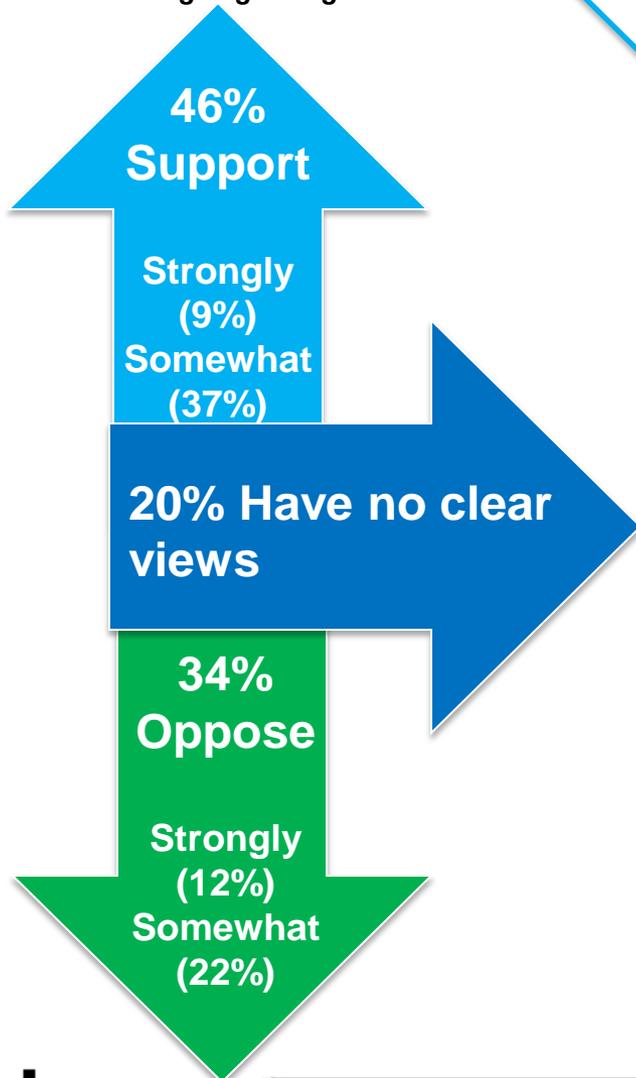
Just under one-half of Canadians are in support of the TPP.

Albertans are the most likely of all provinces to be in support of the TPP (61%).

Men are significantly more likely than women to support the TPP (50% vs. 40%). Those who voted conservative in the last election are most likely to be in favour (70%) vs. 46% among Liberal voters, and 23% among NDP voters.

Level of support/opposition for the TPP (With TPP explanation)

Based on this description, do you support or oppose
Canada signing the agreement?



Respondents were shown the following: On October 2015, Canada and 11 other countries closed negotiations on a trade agreement called the Trans Pacific Partnership (Australia, Brunei, Chile, Japan, Malaysia, Mexico, New Zealand, Peru, Singapore, the U.S. and Vietnam). The trade agreement will create a new trade zone between the participating countries.

Supporters say that it would support economic growth and jobs by setting common standards and reducing trading barriers, including lowering tariffs.

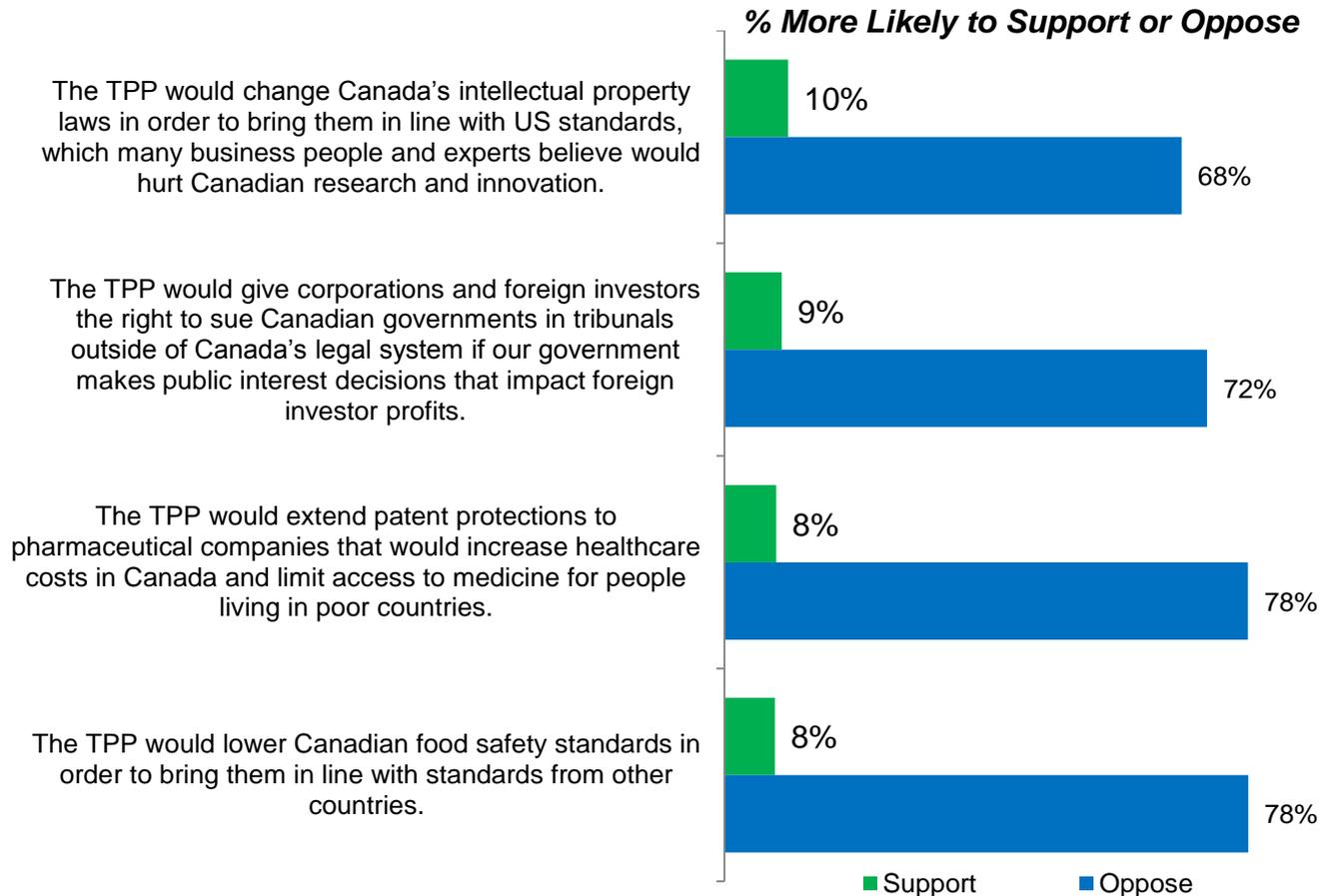
Critics say that it would hurt Canadian industries and cost jobs.

After exposure to information about the TPP, Canadian opinions are largely unchanged with just under one-half of Canadians in support of the TPP.

Men are significantly more likely to support the TPP than women (51% vs. 40%) as are those who voted conservative in the last election (62%).

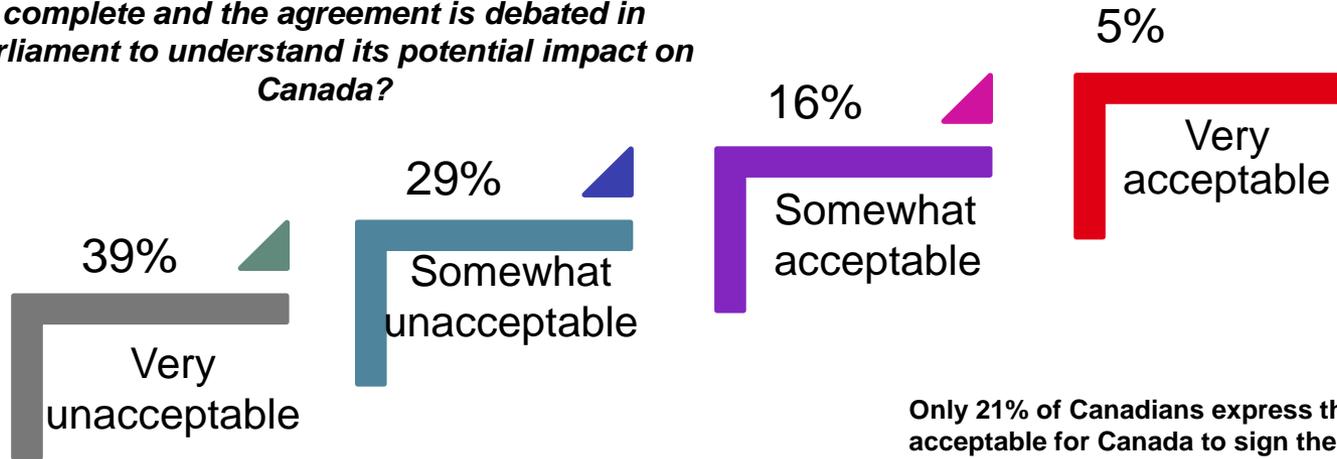
Level of support/opposition for the TPP (Total sample after TPP exposure)

A majority of Canadians expressed that a series of possible outcomes of the TPP would make them MORE LIKELY TO OPPOSE the TPP.



Acceptance of signing the TPP before public consultations are complete

To what extent do you think it is acceptable or unacceptable for Canada to sign the TPP agreement before public consultations are complete and the agreement is debated in Parliament to understand its potential impact on Canada?



12% Don't have clear views

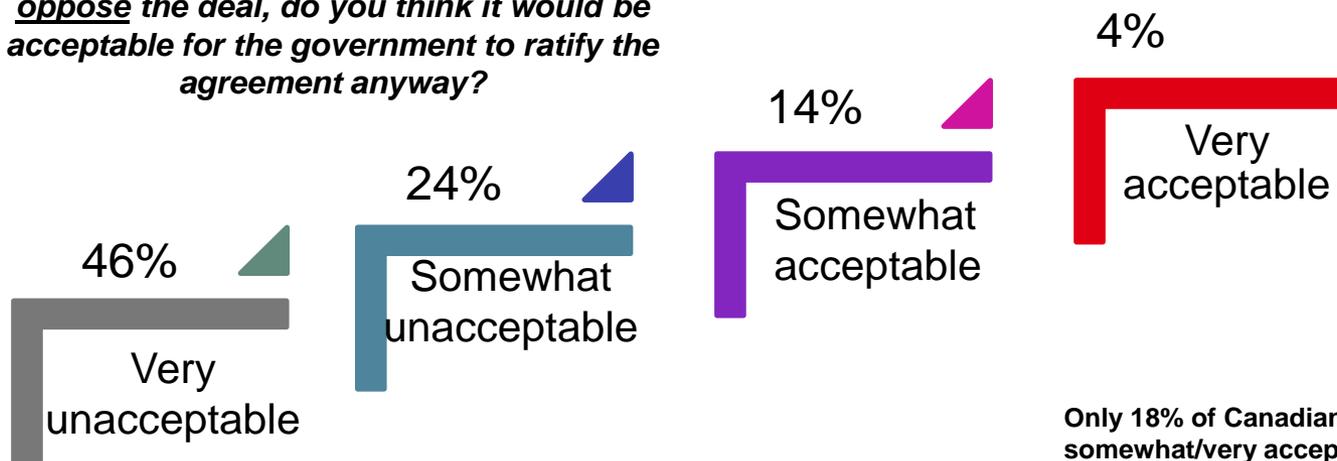
Only 21% of Canadians express that it is somewhat/very acceptable for Canada to sign the TPP agreement before the completion of public consultations and prior to being debated in Parliament. 39% of Canadians feel it is VERY unacceptable.

Men (29%) are significantly more likely to view it as being acceptable as are Albertans (34%).

Canadians who voted Conservative in the last election are more likely to find it acceptable (30%) than those who voted Liberal (24%) or NDP (11%).

Acceptance of the ratification if public consultations reveal opposition

If a majority of the Canadians who participate in the consultations tell the government that they oppose the deal, do you think it would be acceptable for the government to ratify the agreement anyway?



13% Don't have clear views

Respondents were shown the following:

Should all twelve countries sign the Trans Pacific Partnership (TPP) on February 4th 2016, then each country would need to approve the agreement within the next two years, at which point the deal becomes law. Canada's Minister of Trade, Chrystia Freeland, has promised that there will be a study of the TPP's impacts and a full public consultation before the government votes to approve the TPP.

Only 18% of Canadians feel it would be somewhat/very acceptable for the government to ratify the agreement if a majority of public consultations were opposed to the deal.

Men (23%) are significantly more likely to express that this would be acceptable versus women (14%). Albertans are the most likely of all Canadians to find this acceptable (27%).

www.leger360.com

Lisa Covens

Vice-President

Communications and Public Affairs

O: 416-964-4107

lcovens@leger360.com

Erin Deviney

Senior Consultant

Communications and Public Affairs

O: 416-964-4117

edeviney@leger360.com