

CANADIAN PRESS / LEGER MARKETING

How Much Canadians are Willing to Tolerate from Politicians

Report



1.0 Study Highlights

- Out of all the scandals that might befall a politician, Canadians are least tolerant of bribery.
- In comparison, a majority of Canadians do not think a politician should resign because he has opposed the party leader.

Question: *Do you think that when a politician is involved in one of the following situations he or she should resign?*

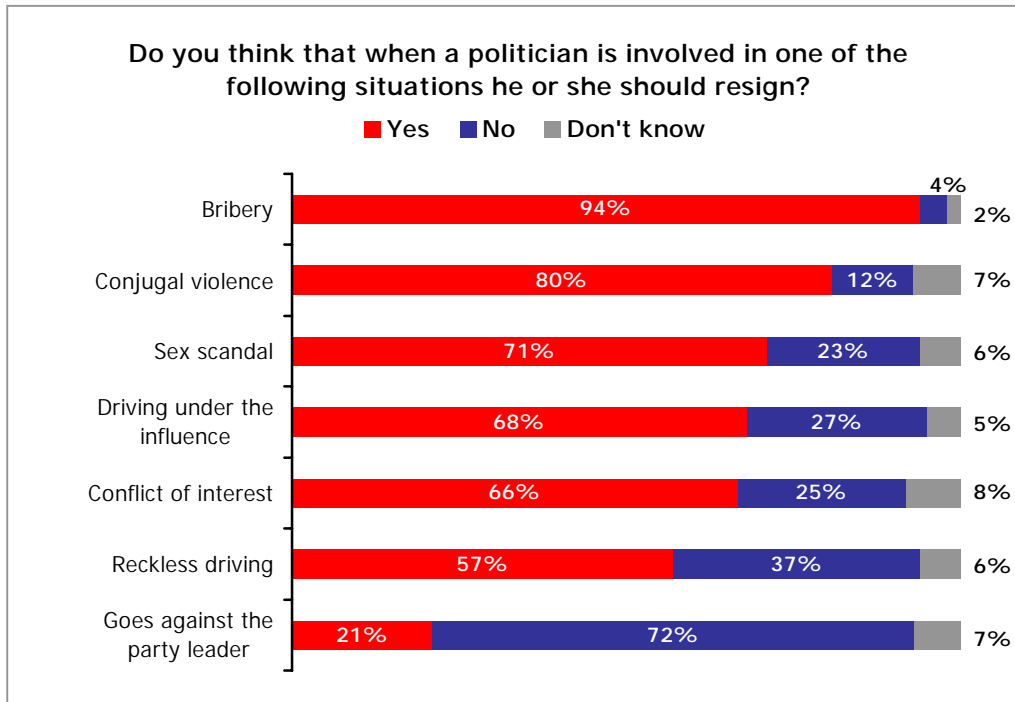
N = 1500	TOTAL
Bribery	94 %
Conjugal violence	80 %
Sex scandal	71 %
Driving under the influence	68 %
Conflict of interest	66 %
Driving recklessly	57 %
Going against the party leader	21 %

Note: The percentages indicated represent those who feel politicians should resign because of these situations.

2.0 Detailed Results

Canadians are least tolerant of politicians involved in bribery scandals

A great number of Canadians (94%) feel that politicians involved in a **bribery** scandal should resign. Only 4% of the population believed that the politician did not necessarily have to resign.



80% of politicians involved in a **conjugal violence scandal** should resign. Women (83%) and anglophones (83%) are more likely to feel this way. Francophones (20%), Quebecers (20%) and men (15%) are less likely to feel that the politician should resign.

As for **sex scandals**, 71% of Canadians feel that a politician involved in such a situation should resign. This opinion is particularly strong among homemakers (86%), those with an annual income below \$20,000 (84%), Francophones (81%), high school graduates (77%) and women (76%). University graduates (33%), professionals (30%), men (29%), Ontarians (29%), and those with an annual income above \$60,000 a year (29%) are more likely to think that the politician should not resign.

In terms of **driving under the influence**, 68% of Canadians feel that a politician caught driving under the influence should resign, while 27% thought the contrary. 18-34 year olds (78%) and women (73%) are more likely to call for the politician's resignation, while university graduates (35%), professionals (34%) and men (32%) do not see why the politician should resign.

66% of Canadians felt that a politician involved in a **conflict of interest** should resign. These included university graduates (77%), those with an annual income above \$60,000 (77%), professionals (76%), Quebecers (76%), 45-54 year olds (74%), Francophones (73%) and men (71%). 18-24 year olds (52%), students (43%), and those with a high school education (29%) were among those found in the opposing camp.

57% of Canadians felt that a politician involved in a **reckless driving scandal** should resign. This view is shared mostly by those with an annual income between \$20,000-\$40,000 (66%) and women (63%). Among the 37% who found it unnecessary for the politician to resign are those with an annual income above \$60,000 (48%), university graduates (48%), professionals (47%), men (44%), and anglophones (40%).

Lastly, a majority of Canadians (72%) think that politicians who **go against the party leader** should not have to resign. However, a fifth of the population (21%) think otherwise. Those with a primary school education (50%) and those with an annual income below \$20,000 (34%) were more likely to think they should resign. On the opposite end of the spectrum, those with an annual income above \$60,000 (83%), professionals (82%), university graduates (81%) and men (77%) felt that opposition to a party leader was not sufficient cause for resignation

The percentages indicated represent those who think politicians involved in these situations should resign.

N = 1500	TOTAL	Gender		Mother Tongue		
		Male	Female	French	English	Other
Bribery	94 %	95 %	94 %	92 %	96 %	91 %
Conjugal violence	80 %	76 %	83 %	76 %	82 %	75 %
Sex scandal	71 %	66 %	76 %	81 %	68 %	68 %
Driving under the influence	68 %	63 %	73 %	70 %	68 %	67 %
Conflict of interest	66 %	71 %	63 %	73 %	64 %	65 %
Reckless driving	57 %	50 %	63 %	64 %	53 %	63 %
Goes against the party leader	21 %	18 %	23 %	23 %	18 %	28 %

Note: Significantly **higher** differences are in bold and significantly *lower* ones are in italics.

Profile of respondents who say politicians involved in these situations should resign.

Goes against the party leader	21 %
<ul style="list-style-type: none"> Income under \$20 000 Elementary school education Allophones 	<ul style="list-style-type: none"> 34 % 50 % 28 %
Reckless driving	57 %
<ul style="list-style-type: none"> Women Francophones Quebecers Income under \$20,000 Income between \$20,000-\$39,999 Office workers Homemakers Elementary school education High school education 	<ul style="list-style-type: none"> 63 % 64 % 64 % 67 % 66 % 64 % 70 % 76 % 61 %
Conflict of interest	66 %
<ul style="list-style-type: none"> Men 45-54 year olds Francophones Quebecers Income over \$60,000 Professionals Those in the workforce University graduates 	<ul style="list-style-type: none"> 71 % 74 % 73 % 76 % 77 % 76 % 69 % 77 %
Driving under the influence	68 %
<ul style="list-style-type: none"> Women 18-34 year olds 	<ul style="list-style-type: none"> 73 % 78 %
Sex scandal	71 %
<ul style="list-style-type: none"> Women Francophones Quebecers Income under \$20,000 Homemakers Unemployed High school education 	<ul style="list-style-type: none"> 76 % 81 % 77 % 84 % 86 % 77 % 77 %

Profile of respondents who say politicians involved in these situations should resign.

Profile of respondents who say politicians involved in these situations should not resign.

Goes against the party leader	72 %
<ul style="list-style-type: none"> Income over \$60,000 University education Anglophones Men Professionals Those in the workforce 	<ul style="list-style-type: none"> 83 % 81 % 74 % 77 % 82 % 75 %
Reckless driving	37 %
<ul style="list-style-type: none"> Men Anglophones Income above \$60,000 Professionals Those in the workforce University education 	<ul style="list-style-type: none"> 44 % 40 % 48 % 47 % 40 % 48 %
Conflict of interest	25 %
<ul style="list-style-type: none"> 18 - 24 year olds Students High school graduates 	<ul style="list-style-type: none"> 52 % 43 % 29 %
Driving under the influence	27 %
<ul style="list-style-type: none"> Men Professionals University graduates 	<ul style="list-style-type: none"> 32 % 34 % 35 %
Sex scandal	23 %
<ul style="list-style-type: none"> Men 25-34 year olds Anglophones Ontarians Income over \$60,000 Professionals Those in the workforce University education 	<ul style="list-style-type: none"> 29 % 30 % 25 % 29 % 29 % 30 % 27 % 33 %

Profile of respondents who say politicians involved in these situations should not resign.

Conjugal violence	80 %
• Women	83 %
• Anglophones	82 %
Bribery	94 %
• Anglophones	96 %
• Those in the workforce	96 %

Conjugal violence	12 %
• Men	15 %
• Francophones	20 %
• Quebecers	20 %
Bribery	4 %
• 18-24 year olds	9 %
• Quebecers	7 %
• Unemployed	14 %
• Those not in the workforce	5 %

3.0 Methodology

This study was conducted by Leger Marketing through telephone interviews among a representative sample of 1500 English- or French-speaking Canadians, 18 years of age or older.

The interviews were conducted from our Montreal and Winnipeg call centres between February 18 and February 22, 2003. Up to ten call-backs were made in the case of non-response.

Using data from Statistics Canada, the results were weighted according to geographic location, gender and language spoken at home to ensure a sample representative of the entire Canadian adult population. In the end, the maximum margin of error obtained for a sample of 1500 respondents is of ± 2.5 , 19 times out of 20.