

# How Canadians perceive Quebec following the Sponsorship Scandal



## Report



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## 1. Study Highlights

- Quebec has an advantage over other provinces with the federal government.

Question: *Does Quebec have MORE, AS MUCH or LESS of an advantage with the federal government compared to other provinces?*

N=1501	More	As Much	Less	Don't know / Refusal
Canada	49%	25%	17%	8%

Question: *Globally, is Quebec getting MORE, AS MUCH OR LESS from the Canadian federation than it brings to it?*

N=1501	More	As Much	Less	Don't know / Refusal
Canada	36%	27%	19%	17%

- The sponsorship program not the way they do politics in Quebec.

Question: *Some Canadians have said that the Sponsorship fiasco in Quebec is the way they do politics in Quebec. Do you AGREE or NOT with this statement?*

N=1501	Agree	Disagree	Don't know / Refusal
Canada	26%	55%	19%

- There is more political patronage in Quebec than the rest of Canada.

Question: *Compared to the rest of Canada, is there in your opinion, MORE, AS MUCH or LESS political patronage in Quebec?*

N=1501	More	As Much	Less	Don't know / Refusal
Canada	44%	27%	12%	16%

- Close to a third of Canadians are less inclined to vote for a party whose leader is a Quebecker.

Question: *Would you say that you tend to vote MORE, AS MUCH or LESS for a party led by a Quebecker?*

N=1501	More	As Much	Less	Don't know / Refusal
Canada	16%	38%	30%	15%

- Three-quarters of Canadians from the other provinces have a positive opinion of Quebeckers.

Question: *Do you have a VERY GOOD, GOOD, BAD or VERY BAD opinion of Quebeckers?*

N=1501	Very good opinion	Good opinion	Bad opinion	Very bad opinion	Don't know / Refusal
Canada	21%	57%	11%	2%	8%

## 2. Results

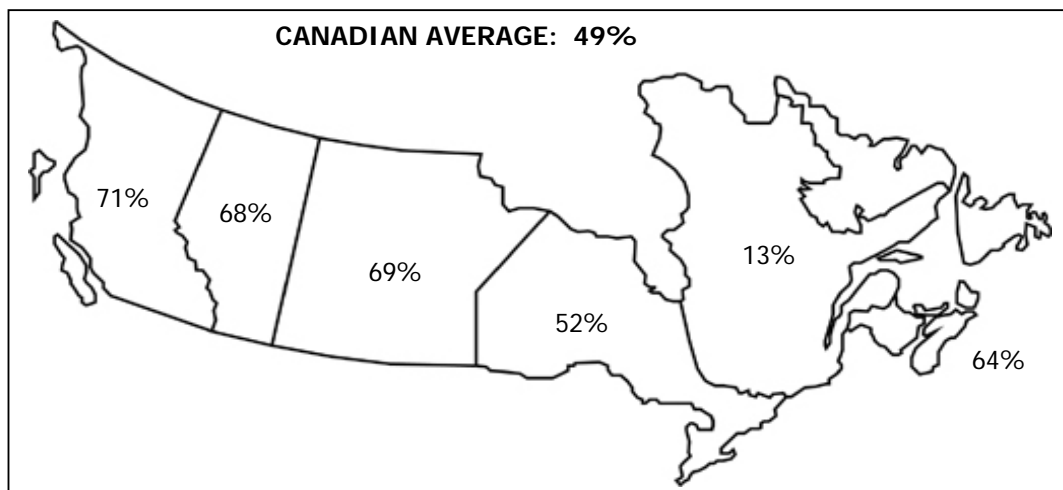
### 2.1 Quebec has an advantage over other provinces with the federal government

According to 60% of Canadians, the Province of Quebec has an advantage over other provinces when it comes to the federal government. This assertion is more prevalent in western Canada: 68% in Alberta, 69% in the Prairies and 71% in British Columbia. The percentage reaches 52% in Ontario. For their part, 13% of Quebecers share this opinion.

Question: *Does Quebec have MORE, AS MUCH or LESS of an advantage with the federal government compared to other provinces?*

N=1501	More	As Much	Less	Don't know / Refusal
Atlantic Provinces	64%	16%	6%	13%
Quebec	13%	34%	49%	4%
Ontario	52%	29%	10%	9%
Prairies	69%	20%	3%	8%
Alberta	68%	17%	5%	9%
British Columbia	71%	14%	5%	10%
Canada	49%	25%	17%	8%

### Proportion of Canadians who believe that Quebec has MORE of an advantage with the federal government than other provinces



Similarly, 44% of Canadians, other than those from Quebec, believe that the Province of Quebec benefits more from the Canadian federation than it brings to it. However, 50% of Quebec inhabitants believe that they bring more to the federation than they receive from it.

Question: *Globally, is Quebec getting MORE, AS MUCH OR LESS from the Canadian federation than it brings to it?*

N= 1501	More	As Much	Less	Don't know / Refusal
Atlantic Provinces	44%	35%	7%	14%
Quebec	11%	29%	50%	10%
Ontario	40%	31%	10%	19%
Prairies	50%	20%	9%	20%
Alberta	50%	16%	10%	24%
British Columbia	49%	24%	5%	20%
Canada	35%	27%	19%	17%

## 2.2 The sponsorship program is not the way they do politics in Quebec

55% of the entire Canadian population does not agree with the statement that the sponsorship program is the way they do politics in Quebec. This percentage includes 68% of Quebecers and 51% of citizens from the other Canadian provinces. The percentage reaches 56% among Ontarians.

Question: *Some Canadians have said that the Sponsorship fiasco in Quebec is the way they do politics in Quebec. Do you AGREE or NOT with this statement?*

N=1501	Agree	Disagree	Don't know / Refusal
Atlantic Provinces	30%	47%	23%
Quebec	22%	68%	10%
Ontario	25%	56%	19%
Prairies	29%	42%	29%
Alberta	31%	48%	21%
British Columbia	28%	48%	23%
Canada	26%	55%	19%

## 2.3 More political patronage in Quebec than in the rest of Canada

According to 44% of Canadians, there is more political patronage in Quebec than in the rest of Canada. This is the overall opinion of 50% of Canadians from the other provinces and of 26% of Quebecers.

However, there are significantly higher proportions of respondents in Alberta (59%) and in British Columbia (54%) who believe there is more political patronage in Quebec compared to other Canadian regions.

Question: *Compared to the rest of Canada, is there in your opinion, MORE, AS MUCH or LESS political patronage in Quebec?*

N=1501	More	As Much	Less	Don't know / Refusal
Atlantic Provinces	52%	22%	10%	16%
Quebec	26%	47%	14%	12%
Ontario	45%	25%	12%	18%
Prairies	53%	19%	8%	18%
Alberta	59%	15%	12%	13%
British Columbia	54%	16%	13%	16%
Canada	44%	27%	12%	16%

## 2.4 Close to a third of Canadians are less inclined to vote for a party whose leader is a Quebecker

30% of all Canadians would be less inclined to vote for a party whose leader is a Quebecker whereas 38% do not take this into account and 16% would be more inclined to vote for such a party.

Clearly 46% of Quebeckers prefer a party leader from Quebec, however 39% of Canadians from other provinces are not concerned with where the leader comes from when voting for a party whereas 35% are less interested in voting for a party whose leader comes from Quebec.

Question: *Would you say that you tend to vote MORE, AS MUCH or LESS for a party led by a Quebecker?*

N=1501	More	As Much	Less	Don't know / Refusal
Atlantic Provinces	6%	38%	33%	20%
Quebec	46%	34%	13%	7%
Ontario	9%	48%	26%	16%
Prairies	3%	23%	50%	22%
Alberta	4%	19%	55%	17%
British Columbia	4%	35%	40%	18%
Canada	16%	38%	30%	15%

## 2.5 Three-quarters of Canadians from the other provinces have a positive opinion of Quebecers

72% of Canadians from other provinces have a good opinion of Quebecers whereas 16% have a bad opinion of them. It's in Ontario that people from Quebec are most appreciated with 81% expressing this opinion. In the Maritimes, 76% are of this opinion.

These percentages drop in western Canada where 57% have a positive opinion of Quebecers in the Prairies, 61% in Alberta and 63% in British Columbia.

Question: *Do you have a VERY GOOD, GOOD, BAD or VERY BAD opinion of Quebecers?*

N=1501	Very good opinion	Good opinion	Bad opinion	Very bad opinion	Don't know / Refusal
Atlantic Provinces	9%	67%	8%	2%	13%
Quebec	38%	57%	4%	-	1%
Ontario	24%	57%	12%	1%	6%
Prairies	6%	51%	23%	6%	13%
Alberta	9%	52%	17%	5%	15%
British Columbia	8%	55%	15%	3%	17%
Canada	21%	57%	11%	2%	8%

### 3. Methodology

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This study was conducted by Leger Marketing through telephone interviews among a representative sample of 1501 English- or French-speaking Canadians, 18 years of age or older.

The interviews were conducted from our Montreal and Winnipeg call centres between February 17 and February 22, 2004. 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 1501 respondents is of  $\pm 2.6$ , 19 times out of 20.