

## Political Survey



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## 1. Detailed Results

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# 1. Results

## 1.1 Canadians are interested in the American presidential elections

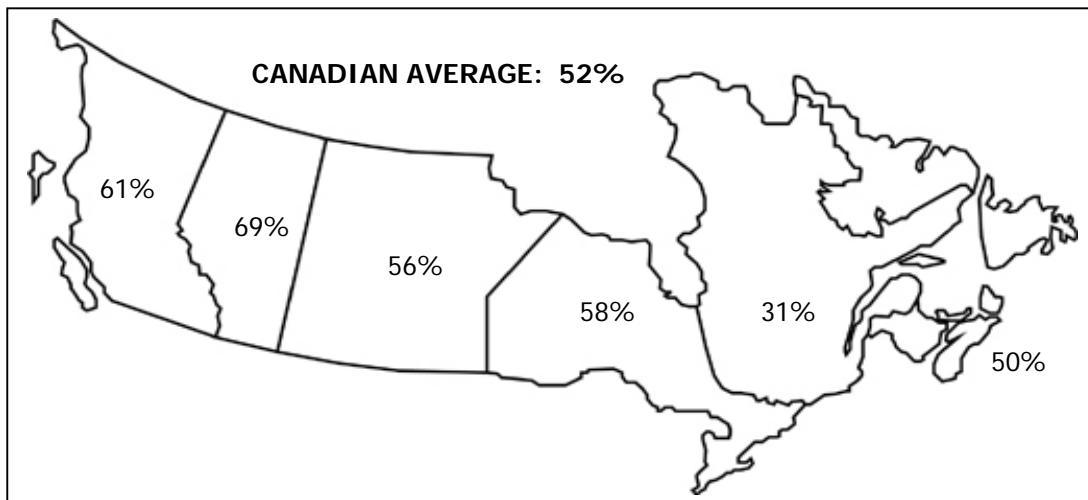
More than half of Canadians (52%) show an interest in the American presidential elections; marked interest is found mostly among the residents of Alberta (69%), British Columbia (61%) and Ontario (58%). However, there has been a loss of interest since the Republican and Democratic conventions were held when 59% of Canadians said they were interested.

We emphasize that Quebecers are among those who show the least amount of interest in the American presidential elections as 31% are interested as opposed to more than two-thirds who are not (68%).

Question: *Would you say you are very interested, somewhat interested, not very interested or not at all interested by the American presidential elections?*

N=1500	Very / Somewhat Interested	Not very / Not at All Interested	Don't know/Refusal
Atlantic Provinces	50%	49%	2%
Quebec	31%	68%	1%
Ontario	58%	41%	1%
Prairies	56%	44%	-
Alberta	69%	30%	1%
British Columbia	61%	36%	3%
Canada	52%	47%	1%

### Proportion of Canadians who are interested in the American presidential elections



## 1.2 Canadians would elect John Kerry

A majority of Canadians (56%) would vote for the democratic candidate, John Kerry, if they had the opportunity, against only 19% for the republican candidate, George W. Bush. However, a quarter of Canadians (25%) have no opinion on the matter.

Quebecers are among those who would vote for John Kerry in the strongest proportion with 69% claiming they would vote for him, against only 11% for George W. Bush. Conversely, respondents from the Prairies and Alberta are more likely to show an interest in George W. Bush since 30% and 27% of them respectively would vote for him if they could.

Question: *If you had the opportunity to vote during the American elections, for which of the two candidates would you vote? Would it be...*

N=1500	...the democratic candidate, John Kerry	...the republican candidate, George W. Bush	Don't know/Refusal
Atlantic Provinces	49%	28%	22%
Quebec	69%	11%	20%
Ontario	53%	19%	28%
Prairies	43%	30%	27%
Alberta	45%	27%	28%
British Columbia	58%	19%	24%
Canada	56%	19%	25%

### 1.3 A majority of Canadians believe that electing George W. Bush would have a negative impact on security and world peace

In their view, Canadians see electing George W. Bush's as undesirable with more than one out of 2 Canadians (54%) who feel his election would have a negative impact on peace and security in the world, as opposed to 19% who consider that renewing his term would have a positive impact and 11% who say it would have no impact.

Moreover, the strongest proportion of respondents who think the impact will be negative is found in Quebec (67%) compared to other regions in the country. Conversely, more than a third of respondents in the Atlantic Provinces (34%) are of the opposite opinion.

As for Canada-US relations, 40% believe that re-electing Bush would have a negative impact, 13% a positive impact and 30% no impact. Once again, respondents from the Atlantic Provinces stand out from other Canadians as they are proportionately more likely to anticipate a positive impact on relations between the two countries if Bush were elected president.

Question: *If Georges W. Bush were re-elected president of the United States, would it have a positive impact, negative impact or no impact on....?*

n=1500	Total Population	Atlantic Provinces	Quebec	Ontario	Prairies	Alberta	British Columbia
<b>...peace and security in the world</b>							
Positive impact	19%	34%	11%	19%	23%	24%	17%
Negative impact	54%	37%	67%	51%	47%	50%	56%
No impact	11%	15%	15%	11%	7%	11%	8%
Don't know / Refusal	16%	15%	7%	19%	23%	15%	19%
<b>...Canada-United States relations</b>							
Positive impact	13%	21%	9%	12%	15%	19%	12%
Negative impact	40%	29%	35%	44%	45%	39%	44%
No impact	30%	34%	44%	25%	18%	29%	24%
Don't know / Refusal	17%	16%	12%	20%	22%	14%	20%

## 1.4 John Kerry's election would have a positive impact on peace and security in the world according to 46% of Canadians

According to 46% of Canadians, electing John Kerry would have a positive impact on peace and security in the world whereas 37% feel that his election would have a positive impact on Canada-US relations. Only 9% anticipate a negative impact both on peace and security in the world and on relations between the two countries.

We note that more Quebecers believe that John Kerry's election would have a positive effect on peace and security in the world (58%).

Question: *If it were John Kerry who became the next president of the United States, would it have a positive impact, negative impact or no impact on...*

n= 1500	Total Population	Atlantic Provinces	Quebec	Ontario	Prairies	Alberta	British Columbia
<b>...peace and security in the world</b>							
Positive impact	46%	35%	58%	44%	30%	38%	47%
Negative impact	9%	10%	6%	9%	11%	12%	7%
No impact	19%	24%	22%	17%	22%	16%	19%
Don't know / refusal	27%	31%	14%	29%	37%	35%	27%
<b>...Canada-United States relations</b>							
Positive impact	37%	35%	42%	36%	30%	35%	37%
Negative impact	9%	7%	4%	10%	11%	15%	11%
No impact	27%	28%	36%	24%	26%	23%	23%
Don't know / refusal	27%	31%	18%	31%	33%	27%	28%

## 2. Methodology

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This study was conducted by Leger Marketing through telephone interviews among a representative sample of 1502 English- or French-speaking Canadians, 18 years of age or older.

The interviews were conducted from our Montreal and Winnipeg call centres between September 21 and September 26, 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 1502 respondents is of  $\pm 2.5\%$ , 19 times out of 20.