



ONTARIO POLL

ONTARIANS ASSESS GOVERNMENT-OMA NEGOTIATIONS: PLACE BLAME FOR CURRENT FAILURE ON GOVERNMENT

- **High General Awareness, but Low Familiarity with the Issue**
- **Public Split on Government's Management of Negotiations, but those Very Familiar with Issue say Government is on Wrong Track**
- **Ontario Government Shoulders Most of Blame for Current Failure to Reach an Agreement**

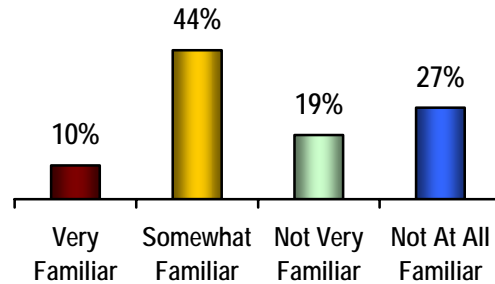
From December 7 – 12, 2004, Leger Marketing conducted telephone interviews among a randomly-selected, representative sample of 1,000 Ontarians, including 753 who expressed some level of awareness/familiarity with the Ontario Government's attempts to negotiate and finalize a new collective agreement with Ontario's doctors, represented by the Ontario Medical Association. The margin of error for the total sample and the familiarity sub-segment is $\pm 3.1\%$ and $\pm 3.6\%$ respectively, 19 times out of 20. Also, the margin of error for the sub-segment of Ontarians (n=113) who were Very Familiar with the issue is $\pm 9.2\%$. The results have been statistically weighted according to the most current regional, gender, and age Census data to ensure a sample representative of the entire adult population of the province.

Founded in 1986, Leger Marketing is the largest independent full-service research firm in Canada, with more than 350 employees spread over its offices in Toronto, Montreal, Quebec City, Winnipeg, New York City, and Shanghai. Leger conducts quantitative and qualitative research on behalf of an extensive array of public and private sector clients on a local, national, and global scale. Leger is the sole Canadian representative of the Gallup International Association, and is the polling Agency of Record for the Canadian Press news service.

High General Awareness, but Low Familiarity with the Issue

- **Almost three-quarters (73%) express some level of awareness/familiarity.**
- **However, only 10% are Very Familiar with the issue.**
- **44% are Somewhat Familiar, and 19% are Not Very Familiar**

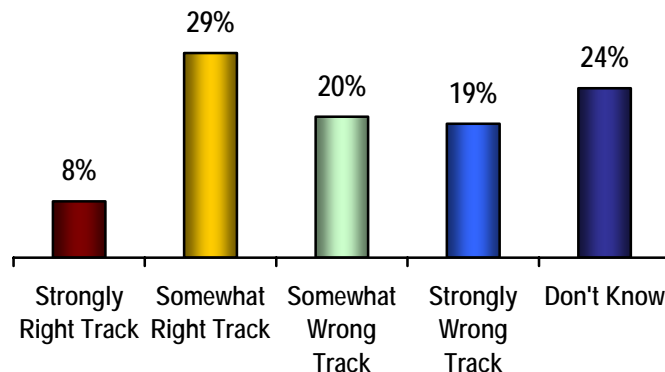
As you may know, the Ontario Government is currently attempting to negotiate and finalize a new collective agreement with Ontario's Doctors, who are represented by the Ontario Medical Association. Thinking about this, would you say you are ... with this recent issue in the news?
N=1,000.



Public Split on Government's Management of the Negotiations, But those Very Familiar with Issue say Government is on Wrong Track

- Among Ontarians expressing some level of awareness/familiarity with the issue, 37% say the government is on the right track compared to 39% who say the government is on the wrong track.
- Twice as many say government is *strongly on the wrong track* (19%) as say it is *strongly on the right track* (9%). Notably, almost a quarter (24%) cannot provide an assessment.
- However, among those who say they are *Very Familiar* with the issue, 57% say the government is *on the wrong track* – 48% *strongly on the wrong track*. Comparatively, 36% of this segment feel it is *on the right track* – 13% *strongly on the right track*.

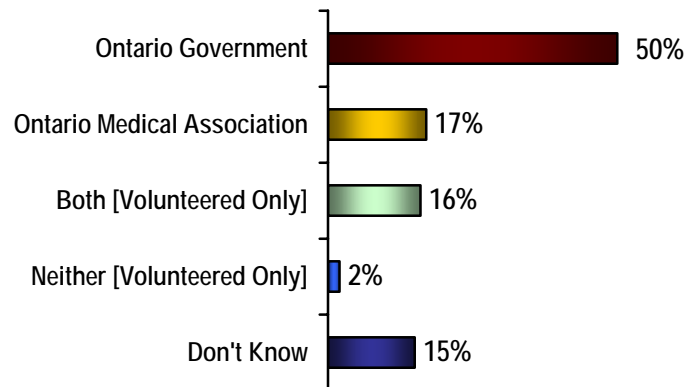
*Thinking about this, would you say that the Ontario Government is on the right or wrong track in how they are currently managing the negotiation and finalization of a new collective agreement with Ontario's Doctors? Is that strongly or somewhat right/wrong track?
n=753: Very, Somewhat, or Not Very Familiar with issue.*



Government Shoulders Most of Blame for Failure of Negotiations

- Among Ontarians expressing some level of awareness/familiarity with the issue, half (50%) feel that the Ontario Government is the most to blame for the current failure to reach a new agreement with the province's doctors.
- Only 17% blame the other party in the negotiations: the Ontario Medical Association (OMA).
- Sixteen percent (16%) blame both parties, and 3% blame neither.
- Among those who say they are Very Familiar with the issue, 59% blame the Government, 16% blame the OMA, 20% blame both parties, and 2% blame neither.

At present, the Ontario Government and the Ontario Medical Association, who is representing the doctors in the province, have been unable to agree and finalize a new collective agreement. In your opinion, who is the MOST to blame for the current failure to reach a new agreement? n=753: Very, Somewhat, or Not Very Familiar with issue.



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