

# Quebec/Canada Relations



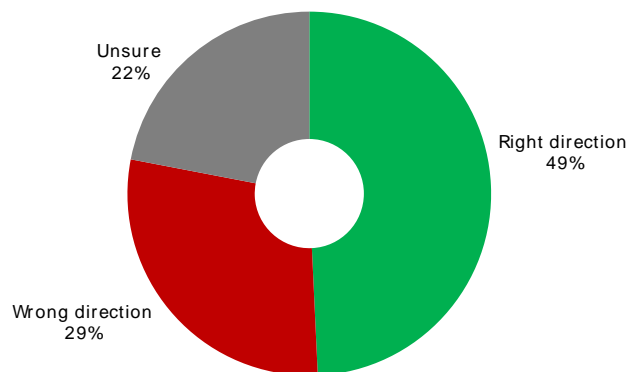
September 28<sup>th</sup>, 2011

## One half of Canadians said relations moving in the right direction

### METHODOLOGY

Between August 29<sup>th</sup> and September 1<sup>st</sup>, 2011, Nanos Research conducted a random telephone survey of 1,210 Canadians 18 years of age and older. A random telephone survey of 1,210 Canadians is accurate plus or minus 2.8 percentage points, 19 times out of 20.

**QUESTION:** When you think of the overall relations between Quebec and the rest of Canada, would you say that they are moving in the [ALTERNATE] right or wrong direction?



### DIRECTION OF QUEBEC/CANADA RELATIONS

Responses*	Margin of Error	Right Direction	Wrong Direction	Unsure
		%	%	%
Canada (n=1210)	±2.8	49.3	28.8	22.0
Atlantic (n= 120)	±9.1	53.0	30.0	17.0
Quebec (n=302)	±5.7	42.7	39.8	17.5
Ontario (n=362)	±5.2	50.3	25.0	24.7
Prairies (n= 247)	±6.3	50.6	26.0	23.4
British Columbia (n= 180)	±7.4	53.9	20.7	25.3
Age 18 to 29 (n=249)	±6.3	38.0	37.6	24.4
Age 30 to 39 (n= 205)	±6.9	52.9	28.1	19.0
Age 40 to 49 (n= 252)	±6.2	51.6	26.6	21.7
Age 50 to 59 (n=215)	±6.8	55.5	26.5	18.0
Age 60 plus (n=289)	±5.8	49.8	25.2	25.0
Liberal (n=194)**	±7.1	60.9	26.5	12.7
Conservative (n=371)	±5.1	50.1	33.8	16.1
NDP (n= 311)	±5.6	52.4	28.5	19.1
Undecided (n= 271)	±6.0	35.1	23.6	41.3

\* Note: Percentages may not add up to 100 due to rounding or other party mentions

\*\*Note: Figures for the Green Party, Bloc Quebecois and other are not shown due to small samples

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# Quebec/Canada Relations



September 28<sup>th</sup>, 2011

## Drivers of right and wrong direction views

### QUESTION:

When you think of the overall relations between Quebec and the rest of Canada, would you say that they are moving in the [ALTERNATE] right or wrong direction?

Why do you have that opinion?

### METHODOLOGY

Between August 29<sup>th</sup> and September 1<sup>st</sup>, 2011, Nanos Research conducted a random telephone survey of 1,210 Canadians 18 years of age and older. A random telephone survey of 1,210 Canadians is accurate plus or minus 2.8 percentage points, 19 times out of 20.

Please note that the numbers displayed in tables are based on Canadians who provided an unprompted answer.

Percentages may not add up to 100 due to rounding.

Responses	All of Canada		
	Right Direction	Wrong Direction	TOTAL
	n=597	n=348	n=945
	MOE ±4.0	MOE ±5.3	MOE ±3.2
	%	%	%
Separatism is weakening	20.6	-	13.0
Gap is closing/ the relationship is getting better	19.3	-	12.2
Shift in the last Federal election	16.4	2.0	11.1
Quebec wants to/should leave Canada	-	17.0	6.2
Quebec is/must be a part of Canada	5.2	7.2	5.9
Depends on government/ popular leaders in place	4.4	4.3	4.3
Bad/ Unbalanced relationship	-	11.5	4.2
No benefit to separation	1.8	5.7	3.3
Quebec is fundamentally different	-	8.6	3.2
Divisive language politics	1.2	3.2	1.9
Quebec is given more/ asks for more	1.0	5.5	2.6
Negative attitudes on either side	-	6.0	2.2
Not moving/ No change	0.7	2.3	1.3
Other	8.5	8.6	8.6
Unsure	20.9	18.1	19.9
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>

Responses	Quebec only		
	Right Direction	Wrong Direction	TOTAL
	n=129	n=120	n=249
	MOE ±8.8	MOE ±9.1	MOE ±6.3
	%	%	%
Gap is closing/ the relationship is getting better	34.1	-	17.7
Bad/ Unbalanced relationship	-	23.3	11.2
Separatism is weakening	19.4	-	10.0
Quebec is fundamentally different	-	16.7	8.0
Depends on government/ popular leaders in place	7.8	8.3	8.0
No benefit to separation	5.4	5.0	5.2
Negative attitudes on either side	-	9.2	4.4
Quebec is/must be a part of Canada	6.2	2.5	4.4
Quebec wants to/should leave Canada	-	8.3	4.0
Shift in the last Federal election	5.4	0.8	3.2
Divisive language politics	2.3	6.7	4.4
Not moving/ No change	0.8	1.7	1.2
Quebec is given more/ asks for more	-	0.8	0.4
Other	13.2	11.7	12.4
Unsure	5.4	5.0	5.2
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>



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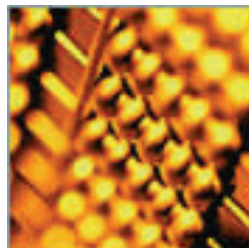
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## Getting Started

At Nanos, we believe that small steps can lead to large insights. We are regularly in the field with national omnibus surveys. We'll sit down with you to learn about your challenges and work on your challenge together. The results can be used to conduct a strategic assessment of your current challenge or can be the basis of a broader mission plan for you to achieve your market or mind share objectives.

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- Telephone Surveys
- Online Surveys
- eConsultation Polling and Online Dialogue
- Focus Groups
- Elite in-depth interviews
- Mystery Shopping
- Management Consulting



## A Trusted Source

Our team is headed by Nik Nanos, a leader in the market and public opinion research industry recognized for the quality of his work, the insightfulness of his counsel and his professional integrity. Media organizations regularly call upon Nik Nanos and Nanos Research to capture the public pulse and analyze complex issues.

**Nanos Research is the official pollster for CTV News and the Globe and Mail, Canada's national newspaper.**



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