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GLOBEANDMAIL CTV

A Report to

The Globe and Mail and CTV

Perceptions Toward Governor General

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Introduction and Methodology

- Gregg, Kelly, Sullivan & Woolstencroft: *The Strategic Counsel* is pleased to present findings of The Globe and Mail/CTV Polling Program.
- The findings are based on interviews conducted by telephone among a national sample of 1,000 adult Canadians 18 years of age or older.
- The interviews were conducted between September 21st and 25th, 2005.
- A sample of 1,000 yields a margin of error of +/- 3.1 percentage points, 19 times out of 20.
- Note: Due to rounding, proportions may not total exactly 100%.

Key Conclusions – Canadians' Perceptions of Role of the Governor General and the Monarchy in Canada

- On the eve of the swearing-in of the new Governor General, Canadians hold intriguing views about the Governor General's role and whether the British monarchy should remain the head of state in Canada.

- Overall, Canadians see the Governor General as a relevant and important part of Canada's institutions. But, this is far from a unanimous view.

- Almost 6-in-10 (57%) see the Governor General as important to Canada. Not surprisingly, there are significant differences between ROC and Quebec on this question: While just over one-third (37%) of Quebecers think that Governor General plays an important role, almost two-thirds (64%) of English Canadians see the Governor General's role as important.

- Interestingly, women (64%) are more likely than men (51%) to think that the Governor General plays an important role in Canada. Moreover, younger adults (60%) are more inclined to think that the Governor General has this role in Canada, while those over 60 are less inclined to share this view.

Key Conclusions – Canadians' Perceptions of Role of the Governor General and the Monarchy in Canada

- Canadians are much less certain about the legitimacy and role of the British monarchy remaining Canada's Head of State. Canadians are virtually equally divided over whether they support or oppose the monarchy, suggesting that Canadians are increasingly ready to talk about the future of the British monarchy in Canada.

- Overall, 47% support the retention of the British monarchy, while 47% are opposed.

- It is not surprising that Quebecers (23%) are much less supportive than Canadians living outside Quebec (55%) about retaining the British monarchy.

- Once again, (perhaps surprisingly) there is evidence that those under the age of 30 (51%) are a bit more supportive of retaining the British monarchy as the head of state.

Key Conclusions – Michaelle Jean Is a Popular Choice for Governor General

- Against this background of attitudes toward the role of the Governor General and the British monarchy, the selection of Michaelle Jean as the next Governor General is a popular one.

- Overall, some 46% think that Jean's selection is a good appointment, while only 23% think she is a bad choice. It is worth noting that some 30% just do not know her well enough to offer an opinion. Lack of awareness of her is particularly higher among Canadians living outside Quebec (35%).

- Perhaps the most striking number (albeit anticipated) is Jean's popularity in Quebec where 71% think she is good choice and only 13% feel she is a bad choice. Her strong popularity in Quebec is particularly significant given that impressions toward both the Governor General and the British monarchy are the least positive in this part of Canada. This suggests that she has a great opportunity to strengthen the role of the Governor General in Quebec.

- There are some sub-groups that appear to be less keen on her selection: Western Canadians, men, and people over the age of 45 are the most inclined to think that Jean might not be the right choice for Governor General – this likely reflects that Jean is a non-traditional appointment. Again, Michaelle Jean enjoys stronger appeal among those under the age of 30.

Key Conclusions – Michaelle Jean Is a Popular Choice for Governor General (cont'd)

- Canadians are also inspired by the Michaelle Jean story.
- When Canadians hear that Michaelle Jean came to Canada from Haiti as a young child and then became a successful and prominent journalist, the popularity of her selection increases from 46% to 63%.
- Significant increases in her popularity are evident across in all regions and demographic sub-groups. The biggest increase occurs among those under the age of 30: from 49% to 71%, a rise of 22 percentage points.
- Moreover, as people learned more about Jean, views regarding her selection strengthened.

Key Conclusions – Michaelle Jean is Viewed To Be Strongly Committed To Canada

- There are very strong views that Michaelle Jean is committed to Canada (70%). Indeed, this view is strongest in Quebec (76%).
- In Alberta and BC there is some evidence of scepticism as about 65% share this view, but even in these provinces there is still a strong view that Jean is committed to Canada.
- Having said this, it is apparent that controversy over the views and beliefs of her spouse and herself has only marginal negative impact – 21% say that their impressions of Jean have worsened. Still, impressions toward Jean of some 63% remain the same and were unaffected by the controversy.

Key Conclusions – Governor General's Budget is Viewed as "Poor" Use of Taxpayers' Dollars

- Strong views exist that the Governor General's budget of $19 million is a "poor" use of taxpayers' dollars and are questioning the dollar value of this institution.
- About two-thirds (67%) of Canadians believe that this budget is a "poor" use of taxpayer dollars, while only 28% think it is "good" use of taxpayer money.
- Young adults under the age of 30 (35%) are more inclined than other Canadians to believe that this budget is a "good" use of taxpayers' money. In contrast, those with high school or less education (24%) are much less inclined to see these expenditures as a "good" use of taxpayers' dollars.

How Important Do Canadians Believe the Position of Governor General is to Canada?

	Total	Region		
	09/26 (n=1000) %	Rest of Canada (n=753) %	Ontario (n=379) %	Quebec (n=247) %
NET Important to Canada	57	64	65	37
Very important	23	27	27	10
Somewhat important	34	37	38	27
Not very important	20	17	16	28
Not at all important	19	15	16	31
NET Not Important to Canada	39	32	32	59
DK/NA/Ref	4	4	4	3

Q.1 When you think of the Governor General of Canada, do you regard this position as very important, somewhat important, not very important, or not at all important to Canada?
Base: Total Sample
Note: Rest of Canada includes all provinces except Quebec

Do Canadians Support or Oppose the British Monarchy Remaining the Head of State in Canada?

	Total	Region		
	09/26 (n=1000) %	Rest of Canada (n=753) %	Ontario (n=379) %	Quebec (n=247) %
NET Support	47	55	56	23
Strongly support	19	23	20	8
Somewhat support	28	32	36	15
Somewhat oppose	21	19	16	29
Strongly oppose	26	20	22	42
NET Oppose	47	39	38	71
DK/NA/Ref	6	6	7	7

Q.2 Under the Canadian Constitution, Queen Elizabeth holds the position of Head of State. The Governor General is the Queen's representative in Canada. Do you support or oppose that the British monarchy remain the Head of State in Canada? That is, do you strongly support, somewhat support, somewhat oppose or strongly oppose?

Base: Total Sample

Note: Rest of Canada includes all provinces except Quebec

Is Michaelle Jean a Good Choice for the Role of Governor General of Canada?

Is Michaelle Jean a good choice for the role of Governor General?	Total	Region		
	09/26 (n=1000) %	Rest of Canada (n=753) %	Ontario (n=379) %	Quebec (n=247) %
Good Choice	46	38	40	71
Bad Choice	23	27	25	13
DK/NA/Ref	30	35	35	16

Is Michaelle Jean a good choice for the role of Governor General knowing that she came from Haiti and became a successful and prominent journalist?	Total	Region		
	09/26 (n=1000) %	Rest of Canada (n=753) %	Ontario (n=379) %	Quebec (n=247) %
Good Choice	63	56	58	85
Bad Choice	23	27	25	10
DK/NA/Ref	14	17	17	5

Q.3 On September 27th, Michaelle Jean is going to be sworn in as Governor General of Canada. Do you regard her selection as a good or bad choice for the role of Governor General of Canada?

Q.4 As you may know, Michaelle Jean came to Canada from Haiti as a young child and became a highly successful and prominent journalist. Knowing this, do you believe that she is a good or bad choice for the role of Governor General of Canada?

Base: Total Sample

Note: Rest of Canada includes all provinces except Quebec

Should Past Views Be a Consideration in the Selection of a Potential Governor General?

	Total	Region		
	09/26 (n=1000) %	Rest of Canada (n=753) %	Ontario (n=379) %	Quebec (n=247) %
Great extent	25	29	29	14
Some extent	42	43	44	40
Not at all	27	22	22	42
DK/NA/Ref	5	6	5	4

Q.5 There has been some question about Michaelle Jean and her husband, Jean-Daniel Lafond's, positions on Quebec's separation from Canada. To what extent do you feel that the past views of a potential Governor General or their family should be considered in the selection of the Governor General of Canada? That is, a great extent, some extent, or not at all?

Base: Total Sample

Note: Rest of Canada includes all provinces except Quebec

Have Impressions of Michaelle Jean Changed Due to Her Views on Separatism?

	Total	Region		
	09/26 (n=1000) %	Rest of Canada (n=753) %	Ontario (n=379) %	Quebec (n=247) %
Improved	5	4	5	6
Remained the same	63	58	58	77
Worsened	21	25	26	10
DK/NA/Ref	12	13	11	7

Q.6 Has your impression of Michaelle Jean changed since there has been some questioning about her views on Quebec's separation from Canada? That is, have your views of Michaelle Jean improved, remained the same, or worsened?
Base: Total Sample
Note: Rest of Canada includes all provinces except Quebec

How Committed is Michaelle Jean to Canada?

	Total	Region		
	09/26 (n=1000) %	Rest of Canada (n=753) %	Ontario (n=379) %	Quebec (n=247) %
NET Committed	70	68	71	76
Very committed	34	35	37	30
Somewhat committed	36	33	34	46
Not very committed	9	8	8	10
Not at all committed	5	7	5	3
NET Not Committed	14	15	13	13
DK/NA/Ref	16	17	16	11

Q.7 To what extent do you believe that Michaelle Jean is committed to Canada? Do you believe that she is very committed, somewhat committed, not very committed, or not at all committed?
Base: Total Sample
Note: Rest of Canada includes all provinces except Quebec

Do Canadians Believe the $19 Million Budget for the Governor General is a Good Use of Taxpayers' Money?

	Total	Region		
	09/26 (n=1000) %	Rest of Canada (n=753) %	Ontario (n=379) %	Quebec (n=247) %
Good use of taxpayers' money	28	29	29	25
Poor use of taxpayers' money	67	66	65	70
DK/NA/Ref	5	5	5	5

Q.8 Last year, the total budget for the Governor General of Canada was $19 million. When you think of the value that the Governor General brings to Canada, do you regard this expenditure an excellent use of taxpayers' money, good use of taxpayers' money, poor use of taxpayers' money, or very poor use of taxpayers' money?
Base: Total Sample
Note: Rest of Canada includes all provinces except Quebec