Methodology

- Telephone interviews (landline and cell) conducted with representative sample of 2,000 adult Canadians between November 7 and 18, 2013
- Results considered accurate within +/- 2.2%, 19 times out of 20
- Wider margin of error for regional and sub-population groups
The Canadian Political Environment
Liberals widen national lead
Liberals ahead in Quebec and the ROC for the first time since the 2006 election
More trouble for Stephen Harper in low job approval ratings + most believe that Canada is moving in the wrong direction under the Conservatives
Where they stand

35.9% 26.5% 23.8% 8.0% 5.8%
Political party support

- Liberal
- Cons. (PC+CA)
- NDP
- BQ
Party support Quebec and ROC

Quebec
- Liberal: 36.9%
- NDP: 25.6%
- BQ: 23.1%
- Conservative: 9.5%
- Green: 4.8%

Rest of Canada
- Conservative: 29.9%
- Liberal: 37.0%
- NDP: 24.4%
- Green: 8.0%
CPC support by region

- Atl.: 38% (2011 Election), 20% (Nov. 13)
- QC: 17% (2011 Election), 10% (Nov. 13)
- ON: 44% (2011 Election), 30% (Nov. 13)
- MB/SK: 55% (2011 Election), 36% (Nov. 13)
- AB: 67% (2011 Election), 51% (Nov. 13)
- BC: 46% (2011 Election), 26% (Nov. 13)

2011 Election vs Nov. 13 support percentages for different regions.
Liberal support by region

- **Atlantic (Atl.):** 29% (Red) vs. 53% (Nov-13)
- **Québec (QC):** 14% (Red) vs. 37% (Nov-13)
- **Ontario (ON):** 25% (Red) vs. 40% (Nov-13)
- **Manitoba/Saskatchewan (MB/SK):** 13% (Red) vs. 30% (Nov-13)
- **Alberta (AB):** 9% (Red) vs. 21% (Nov-13)
- **British Columbia (BC):** 13% (Red) vs. 31% (Nov-13)

- **2011 Election**
- **Nov-13**

Election data from November 13th, 2011.
NDP support by region

- Atl.: 30% (2011 Election), 23% (Nov-13)
- QC: 43% (2011 Election), 26% (Nov-13)
- ON: 26% (2011 Election), 23% (Nov-13)
- MB/SK: 29% (2011 Election), 24% (Nov-13)
- AB: 17% (2011 Election), 18% (Nov-13)
- BC: 33% (2011 Election), 32% (Nov-13)

2011 Election vs Nov-13 comparison.
Job approval

- Harper:
  - Approve: 40%
  - Disapprove: 50%
  - Don't know: 10%

- Mulcair:
  - Approve: 50%
  - Disapprove: 20%
  - Don't know: 30%

- Trudeau:
  - Approve: 60%
  - Disapprove: 30%
  - Don't know: 10%
Harper gov’t: right or wrong direction?
Main priority for Gov’t

- Don't know
- Crime
- Taxes
- Environment
- Education & research
- Debt/deficit
- Improve health care
- Lower poverty & unemployment

[Bar chart showing percentage preferences for each category, with labels for Nov-13 and Apr-13]
Public opinion on unions &
employee associations

- Most Canadians think unions play a positive role in society and are still needed today.
- By a margin of 2 to 1, Canadians think everyone should be required to pay union dues if they benefit from what the union does.
- Canadians are split on whether unions have too much power and whether public sector unions should be stripped of rights.
- But there is also strong suspicion of politicians who want to limit the power of unions.
Unions: positive or negative?
Are unions still needed?
Unions have too much power over governments and businesses

[Bar chart showing percentages of agreement, disagreement, and neutrality for different regions (Total, ATL, QC, ON, MB/SK, AB, BC).]
Our society would be less fair without unions
Opting out of paying dues

Everyone benefits, everyone should pay
Individual right to opt out
Unsure
If I had a choice, I’d never join a union

[Bar chart showing agreement levels across different regions]
Governments should have the right to impose contracts on PS unions
Public sector unions should not have the right to strike
I am suspicious of politicians who want to limit the power of unions
Conclusions

The Justin factor – more than a political “blip”? 
The Duffy factor – Harper’s headache to get worse?

Ambiguous and often contradictory views of unions and employee associations presents both a challenge and opportunity