



The Strategic Counsel

Gregg, Kelly, Sullivan & Woolstencroft:
The Strategic Counsel

www.thestrategiccounsel.com

21 St. Clair Avenue East
Suite 1100
Toronto, Ontario
M4T 1L9
Tel 416 975-4465
Fax 416 975-1883

60 George Street
Suite 205
Ottawa, Ontario
K1N 1J4
Tel 613 236-0296
Fax 613 236-1290



A Report To The Globe and Mail and CTV

**National Identity, Revenue Sharing,
Budget and GST**

March 14, 2007

Introduction and Methodology

- ◆ Gregg, Kelly, Sullivan & Woolstencroft: *The Strategic Counsel* is pleased to present findings of a national survey of 1000 Canadians.
- ◆ Results are based on tracking among a proportionate national sample of Canadians 18 years of age or older.
- ◆ Interviews were conducted between March 10th and March 13th, 2007.
- ◆ The following table outlines the sample distribution and associated margin of error.
- ◆ Note: Proportions may not sum to 100% due to rounding.

Sample Distribution and Margin of Error

| | March 10-13 | |
|----------------|-------------|---------------------------|
| Region | Sample Size | Margin of Error (\pm) |
| Canada | 1000 | 3.1% |
| Quebec | 247 | 6.3% |
| Rest of Canada | 753 | 3.6% |
| Ontario | 379 | 5.0% |
| West | 297 | 5.7% |

Detailed Tables

How would Canadians vote today?

| | | Canada | | | | | | | | | | | | | |
|----|--------------------------|--------|-----------|---------|---------|----------|------------|------------|-----------|-----------|-------|-----------|-----------|-----------|------|
| | | 2006 | | | | | | | | | | 2007 | | | |
| n= | 2004 | 2006 | Feb 16-19 | Apr 6-9 | May 3-4 | June 7-8 | July 13-16 | July 27-30 | Sep 14-17 | Oct 12-15 | Dec 3 | Jan 11-14 | Feb 15-18 | Mar 10-13 | |
| | | | 1000 | 1000 | 1000 | 1000 | 1000 | 1000 | 1000 | 1000 | 1000 | 1000 | 1000 | 1000 | 1000 |
| | | % | % | % | % | % | % | % | % | % | % | % | % | % | |
| | Liberal candidate | 37 | 30 | 28 | 29 | 31 | 27 | 26 | 29 | 26 | 32 | 37 | 35 | 29 | 31 |
| | Conservative candidate | 30 | 36 | 39 | 39 | 35 | 36 | 37 | 38 | 35 | 32 | 31 | 31 | 34 | 36 |
| | NDP candidate | 16 | 18 | 19 | 14 | 16 | 19 | 18 | 15 | 19 | 17 | 14 | 15 | 14 | 15 |
| | Bloc Quebecois candidate | 12 | 11 | 9 | 11 | 10 | 9 | 11 | 11 | 12 | 11 | 11 | 11 | 11 | 9 |
| | Green Party candidate | 4 | 5 | 5 | 7 | 9 | 9 | 8 | 7 | 8 | 9 | 7 | 8 | 12 | 10 |

| | | Quebec | | | | | | | | | | | Rest of Canada* | | | | | | | | | | | | | | | | |
|----|--------------------------|--------|-----------|---------|---------|----------|------------|------------|-----------|-----------|-------|-----------|-----------------|-----------|------|------|-----------|---------|---------|----------|------------|------------|-----------|-----------|-------|-----------|-----------|-----------|-----|
| | | 2006 | | | | | | | | | | 2007 | | | 2006 | | | | | | | | | | 2007 | | | | |
| n= | 2004 | 2006 | Feb 16-19 | Apr 6-9 | May 3-4 | June 7-8 | July 13-16 | July 27-30 | Sep 14-17 | Oct 12-15 | Dec 3 | Jan 11-14 | Feb 15-18 | Mar 10-13 | 2004 | 2006 | Feb 16-19 | Apr 6-9 | May 3-4 | June 7-8 | July 13-16 | July 27-30 | Sep 14-17 | Oct 12-15 | Dec 3 | Jan 11-14 | Feb 15-18 | Mar 10-13 | |
| | | | 247 | 247 | 247 | 247 | 247 | 247 | 247 | 247 | 247 | 247 | 247 | 247 | 247 | 247 | 247 | 753 | 753 | 753 | 753 | 753 | 753 | 753 | 753 | 753 | 753 | 753 | 753 |
| | | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| | Liberal candidate | 34 | 21 | 19 | 19 | 16 | 17 | 16 | 21 | 18 | 28 | 25 | 22 | 22 | 38 | 33 | 31 | 33 | 35 | 30 | 29 | 32 | 29 | 33 | 40 | 38 | 31 | 33 | |
| | Conservative candidate | 9 | 25 | 31 | 29 | 30 | 25 | 24 | 23 | 16 | 16 | 15 | 18 | 26 | 37 | 40 | 41 | 43 | 36 | 39 | 41 | 43 | 41 | 37 | 36 | 36 | 40 | 39 | |
| | NDP candidate | 5 | 8 | 10 | 4 | 6 | 12 | 5 | 6 | 11 | 6 | 6 | 9 | 9 | 19 | 21 | 22 | 17 | 19 | 21 | 22 | 18 | 21 | 20 | 17 | 17 | 16 | 17 | |
| | Bloc Quebecois candidate | 49 | 42 | 37 | 42 | 40 | 39 | 50 | 43 | 48 | 44 | 44 | 46 | 36 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | |
| | Green Party candidate | 3 | 4 | 3 | 5 | 8 | 7 | 6 | 8 | 7 | 6 | 5 | 9 | 7 | 5 | 5 | 6 | 7 | 10 | 10 | 8 | 7 | 9 | 10 | 7 | 9 | 13 | 11 | |

| | | Ontario | | | | | | | | | | | West | | | | | | | | | | | | | | | | |
|----|--------------------------|---------|-----------|---------|---------|----------|------------|------------|-----------|-----------|-------|-----------|-----------|-----------|------|------|-----------|---------|---------|----------|------------|------------|-----------|-----------|-------|-----------|-----------|-----------|-----|
| | | 2006 | | | | | | | | | | 2007 | | | 2006 | | | | | | | | | | 2007 | | | | |
| n= | 2004 | 2006 | Feb 16-19 | Apr 6-9 | May 3-4 | June 7-8 | July 13-16 | July 27-30 | Sep 14-17 | Oct 12-15 | Dec 3 | Jan 11-14 | Feb 15-18 | Mar 10-13 | 2004 | 2006 | Feb 16-19 | Apr 6-9 | May 3-4 | June 7-8 | July 13-16 | July 27-30 | Sep 14-17 | Oct 12-15 | Dec 3 | Jan 11-14 | Feb 15-18 | Mar 10-13 | |
| | | | 379 | 379 | 379 | 379 | 379 | 379 | 379 | 379 | 379 | 379 | 379 | 379 | 379 | 379 | 379 | 297 | 297 | 297 | 297 | 297 | 297 | 297 | 297 | 297 | 297 | 297 | 297 |
| | | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| | Liberal candidate | 45 | 40 | 38 | 40 | 42 | 35 | 36 | 39 | 37 | 36 | 48 | 45 | 39 | 41 | 27 | 23 | 21 | 20 | 25 | 23 | 21 | 20 | 17 | 27 | 28 | 26 | 21 | 19 |
| | Conservative candidate | 32 | 35 | 36 | 36 | 34 | 36 | 34 | 41 | 35 | 33 | 32 | 32 | 34 | 34 | 46 | 49 | 49 | 53 | 42 | 45 | 51 | 50 | 50 | 42 | 45 | 42 | 48 | 50 |
| | NDP candidate | 18 | 19 | 20 | 15 | 16 | 20 | 21 | 16 | 19 | 19 | 15 | 14 | 15 | 15 | 20 | 22 | 25 | 19 | 21 | 22 | 20 | 20 | 23 | 22 | 18 | 23 | 18 | 18 |
| | Bloc Quebecois candidate | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| | Green Party candidate | 4 | 5 | 6 | 9 | 9 | 9 | 9 | 5 | 9 | 11 | 5 | 9 | 13 | 10 | 5 | 5 | 5 | 8 | 12 | 10 | 8 | 10 | 10 | 10 | 9 | 9 | 13 | 13 |

Q. If the federal election was being held tomorrow, do you think you'd be supporting the (ROTATE LIST) Liberal candidate in your area, Conservative candidate in your area, the NDP candidate in your area, or the Green Party candidate in your area or (QUEBEC ONLY) Bloc Quebecois candidate in your area?

Q. In that case, which party's candidate in your local area would you be leaning towards at this time? Would it be the (ROTATE LIST) Liberal candidate in your area, Conservative candidate in your area, the NDP candidate in your area, Green Party candidate in your area or (QUEBEC ONLY) Bloc Quebecois candidate in your area?

Base: Total sample

Do Canadians identify themselves more with their country or their province?

| | Canada | | Region | | | | | | | |
|--|---------------|----------------|---------------|----------------|-----------------|----------------|---------------|----------------|---------------|----------------|
| | | | Quebec | | Rest of Canada* | | Ontario | | West | |
| | Sep 7-13 2005 | Mar 10-13 2007 | Sep 7-13 2005 | Mar 10-13 2007 | Sep 7-13 2005 | Mar 10-13 2007 | Sep 7-13 2005 | Mar 10-13 2007 | Sep 7-13 2005 | Mar 10-13 2007 |
| n= | 1000 | 1000 | 247 | 247 | 753 | 753 | 379 | 379 | 297 | 297 |
| | % | % | % | % | % | % | % | % | % | % |
| As a Canadian first and then as a province | 41 | 43 | 18 | 18 | 48 | 51 | 58 | 58 | 44 | 46 |
| As equally a Canadian and a province | 40 | 39 | 40 | 36 | 40 | 40 | 35 | 37 | 41 | 42 |
| As a province first and then as a Canadian | 17 | 16 | 40 | 44 | 9 | 7 | 4 | 2 | 13 | 10 |
| DK/NA/Ref | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 3 | 2 | 2 |

Q. Overall, do you tend to think of yourself as a Canadian first and then a (name province) or do you think of yourself a (name province) first and then a Canadian or do you tend to think of yourself as equally a Canadian and (name province)?

Base: Total sample

Do Canadians think their province contributes more or less to the rest of Canada than it gets in return?

| | Canada | | Region | | | | | | | |
|--------------------------------|---------------|----------------|---------------|----------------|-----------------|----------------|---------------|----------------|---------------|----------------|
| | | | Quebec | | Rest of Canada* | | Ontario | | West | |
| | Sep 7-13 2005 | Mar 10-13 2007 | Sep 7-13 2005 | Mar 10-13 2007 | Sep 7-13 2005 | Mar 10-13 2007 | Sep 7-13 2005 | Mar 10-13 2007 | Sep 7-13 2005 | Mar 10-13 2007 |
| n= | 1000 | 1000 | 247 | 247 | 753 | 753 | 379 | 379 | 297 | 297 |
| | % | % | % | % | % | % | % | % | % | % |
| More than it gets back | 44 | 46 | 37 | 39 | 47 | 48 | 58 | 50 | 38 | 51 |
| About the same as it gets back | 31 | 41 | 36 | 50 | 29 | 38 | 25 | 39 | 34 | 35 |
| Less than it gets back | 13 | 12 | 19 | 11 | 11 | 13 | 6 | 10 | 11 | 13 |
| DK/NA/Ref | 12 | 1 | 9 | - | 13 | 1 | 11 | 1 | 16 | 1 |

*Note: Rest of Canada includes all provinces except Quebec

Q. Overall, do you think your province contributes more to the rest of Canada than it gets back in return, contributes about the same as it gets back, or contributes less to Canada than it gets back in return?

Base: Total sample

What do Canadians think is the most important thing for the new budget to address?

| | Canada | Region | | | |
|---|-----------|-----------|-----------------|-----------|-----------|
| | | Quebec | Rest of Canada* | Ontario | West |
| | Mar 10-13 | Mar 10-13 | Mar 10-13 | Mar 10-13 | Mar 10-13 |
| n= | 1000 | 247 | 753 | 379 | 297 |
| | % | % | % | % | % |
| Increasing spending on social programs | 50 | 47 | 51 | 54 | 51 |
| Cutting taxes | 19 | 15 | 20 | 21 | 18 |
| Transferring funds to the provinces for their use | 15 | 26 | 11 | 9 | 12 |
| Reducing debt | 13 | 11 | 14 | 11 | 16 |
| DK/NA/Ref | 3 | 2 | 4 | 5 | 3 |

*Note: Rest of Canada includes all provinces except Quebec

Q. As you may know, the federal government has announced it will be introducing a new budget on March 19th. If you had your way, what do you think is the most important thing for the budget to address (ROTATE) cutting taxes, transferring funds to the provinces for their use, increasing spending on social programs like health care and the environment or reducing debt?

Base: Total sample

How believable is the claim that there is a fiscal imbalance between Ottawa and the provinces?

| | Canada | | Region | | | | | | | |
|-----------------------------|---------------|----------------|---------------|----------------|-----------------|----------------|---------------|----------------|---------------|----------------|
| | | | Quebec | | Rest of Canada* | | Ontario | | West | |
| | Sep 7-13 2005 | Mar 10-13 2007 | Sep 7-13 2005 | Mar 10-13 2007 | Sep 7-13 2005 | Mar 10-13 2007 | Sep 7-13 2005 | Mar 10-13 2007 | Sep 7-13 2005 | Mar 10-13 2007 |
| n= | 1000 | 1000 | 247 | 247 | 753 | 753 | 379 | 379 | 297 | 297 |
| | % | % | % | % | % | % | % | % | % | % |
| TOTAL Believable | 75 | 74 | 66 | 76 | 78 | 74 | 79 | 75 | 76 | 73 |
| Very believable | 38 | 31 | 34 | 31 | 39 | 31 | 41 | 31 | 39 | 32 |
| Somewhat believable | 37 | 43 | 32 | 45 | 39 | 43 | 38 | 44 | 38 | 41 |
| Not too believable | 11 | 11 | 14 | 14 | 10 | 10 | 10 | 8 | 10 | 12 |
| Not believable at all | 8 | 6 | 15 | 6 | 6 | 6 | 6 | 6 | 5 | 6 |
| TOTAL Not Believable | 19 | 17 | 29 | 20 | 16 | 16 | 16 | 14 | 15 | 18 |
| DK/NA/Ref | 6 | 9 | 5 | 4 | 6 | 10 | 5 | 11 | 8 | 10 |

*Note: Rest of Canada includes all provinces except Quebec

Q. There has been some talk about a “fiscal imbalance” – that is, that the federal government has more revenue than it needs to perform its duties and the provinces do not have enough. On balance, do you find this claim that there is a fiscal imbalance between Ottawa and the provinces to be very believable, somewhat believable, not too believable or not believable at all?

Base: Total sample

What would Canadians like to see done with the GST?

| | Canada | Region | | | |
|--|-----------|-----------|-----------------|-----------|-----------|
| | | Quebec | Rest of Canada* | Ontario | West |
| | Mar 10-13 | Mar 10-13 | Mar 10-13 | Mar 10-13 | Mar 10-13 |
| n= | 1000 | 247 | 753 | 379 | 297 |
| | % | % | % | % | % |
| Keep GST at 6 percent and have the other point transferred to municipalities | 47 | 55 | 45 | 49 | 40 |
| Cut GST by another point to 5 percent | 46 | 41 | 48 | 42 | 54 |
| DK/NA/Ref | 7 | 4 | 8 | 9 | 6 |

*Note: Rest of Canada includes all provinces except Quebec

Q. As you may know, in the last federal election, the Conservatives promised to reduce the GST, first to six percent – which they have already done – and later by another point to 5 percent. If you had your way, would you like to see the GST cut by another point to 5 percent or to have the GST remain at 6 percent and have the other point transferred to municipalities for their use?

Base: Total sample

Do Canadians support Income Splitting?

| | Canada | Region | | | |
|----------------------|-----------|-----------|-----------------|-----------|-----------|
| | | Quebec | Rest of Canada* | Ontario | West |
| | Mar 10-13 | Mar 10-13 | Mar 10-13 | Mar 10-13 | Mar 10-13 |
| n= | 1000 | 247 | 753 | 379 | 297 |
| | % | % | % | % | % |
| TOTAL Support | 74 | 74 | 74 | 73 | 77 |
| Strongly support | 30 | 22 | 32 | 31 | 35 |
| Support | 44 | 52 | 42 | 43 | 42 |
| Oppose | 10 | 12 | 10 | 9 | 11 |
| Strongly oppose | 6 | 5 | 6 | 6 | 5 |
| TOTAL Oppose | 16 | 17 | 16 | 15 | 16 |
| DK/NA/Ref | 10 | 9 | 10 | 12 | 8 |

*Note: Rest of Canada includes all provinces except Quebec

Q. Another change that has been discussed is income splitting – that is, allowing married couples to combine their total income and then have each one taxed as if they shared that total on a 50-50 basis. This would have the effect of reducing the total tax paid by couples where only one worked or where one earned only a small amount of income but would not affect anyone else. Overall, would you strongly support, support, oppose or strongly oppose this change?

Base: Total sample