

CORRUPTION

In Canada, People in BC and Quebec are More Concerned About Corruption

Two-in-five Quebecers believe political corruption in their province amounts to a systemic failing.

[MONTREAL – Oct. 2, 2010] – A majority of residents of three Canadian provinces express concern about the level of corruption they perceive, a new Angus Reid Public Opinion poll conducted for *Maclean's* has found.

In the online survey of a representative national sample of 1,226 Canadian adults, 55 per cent of Canadians are worried about corruption in their province. The areas registering the highest level of concern are Quebec (68%), British Columbia (61%), and Ontario (56%).

Almost half of respondents in the Atlantic Provinces (46%) also worry about corruption, and about a third in Alberta (37%) and Manitoba and Saskatchewan (33%) feel the same way.

Ethical Politicians

Half of Canadians (49%) describe politicians in Quebec as “very unethical” or “moderately unethical”—ranking them as the worst in the country in this indicator. Politicians in Ontario are next on the list with 36 per cent, followed by politicians in British Columbia (29%) and politicians in Alberta (28%).

Quebec Corruption Scandal

One third of Canadians (32%) have been following recent media reports of political corruption or ethical violations in Quebec “very closely” or “moderately closely”. Quebecers are particularly aware of the

KEY FINDINGS

- **Concerned about corruption in their province: Quebec 68%, British Columbia 61%, Ontario 56%**
- **The most unethical politicians for Canadians are in Quebec (49%), Ontario (36%), BC (29%), and Alberta (28%)**

Full topline results are at the end of this release.

From September 29 to September 30, 2010, Angus Reid Public Opinion conducted an online survey among 1,226 randomly selected Canadian adults who are Angus Reid Forum panelists. The margin of error—which measures sampling variability—is +/- 2.8%, 19 times out of 20. The results have been statistically weighted according to the most current education, age, gender and region Census data to ensure a sample representative of the entire adult population of Canada. Discrepancies in or between totals are due to rounding.

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situation (62%), along with about one-in-four Ontarians and Atlantic Canadians. Considerably fewer respondents in the Prairies and the Western Provinces are paying attention to these reports.

Compared to other news stories, the Quebec scandal is not widely watched. More people have been following the debate about the long gun registry (48%) and the war in Afghanistan (50%). Twenty-nine per cent of respondents have been watching stories about the new hockey season.

Two-in-five Canadians (40%) think Quebec politicians are less ethical than their counterparts in other provinces, while 30 per cent say the ethical standards of Quebec politicians are the same as in other areas.

Overall, 26 per cent of Canadians say political corruption in Quebec is a matter of “a few bad apples”. The same proportion of respondents (26%) say this is rather a systemic failure that must be addressed through changes in policy. A fifth of Canadians (22%) say political corruption in Quebec is part of a broader issue in society and cannot be fixed through policy alone.

In Quebec, 41 per cent of respondents side with the notion that corruption in the province is a systemic failure.

Only two per cent of Canadians and three per cent of Quebecers believe that political corruption in Quebec is not a problem.

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Overall, how would you describe your level of concern with corruption in your province?

	Region						
	Total	BC	AB	MB/SK	ON	PQ	ATL
Very concerned	29%	36%	23%	7%	29%	38%	9%
Moderately concerned	27%	25%	14%	25%	27%	30%	36%
A little concerned	25%	22%	42%	37%	22%	22%	26%
Not concerned at all	11%	7%	14%	20%	11%	7%	15%
Not sure	8%	10%	7%	11%	10%	3%	14%
Concerned – net	55%	61%	37%	33%	56%	68%	46%
Not concerned – net	36%	29%	56%	57%	33%	29%	41%

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Corruption

Please rate the ethical standards of politicians from the following places –
“Very ethical” and “Moderately ethical” listed

	Region						
	Total	BC	AB	MB/SK	ON	PQ	ATL
Quebec	16%	10%	8%	10%	17%	24%	16%
Ontario	30%	15%	18%	22%	40%	24%	42%
British Columbia	27%	29%	37%	23%	25%	22%	38%
Atlantic Canada	30%	24%	29%	30%	34%	23%	50%
Alberta	28%	27%	42%	26%	26%	22%	40%
Manitoba	30%	28%	32%	48%	32%	21%	38%
Saskatchewan	32%	30%	34%	48%	33%	21%	52%

Corruption

Please rate the ethical standards of politicians from the following places –
“Very unethical” and “Moderately unethical” listed

	Region						
	Total	BC	AB	MB/SK	ON	PQ	ATL
Quebec	49%	33%	57%	45%	46%	58%	56%
Ontario	36%	30%	45%	32%	43%	29%	29%
British Columbia	29%	57%	26%	29%	28%	21%	18%
Atlantic Canada	19%	13%	18%	18%	16%	20%	34%
Alberta	28%	19%	45%	25%	30%	24%	26%
Manitoba	14%	7%	13%	13%	14%	17%	16%
Saskatchewan	14%	7%	12%	25%	14%	17%	7%

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Corruption

How closely have you been following some of the following stories? –
“Very closely” and “Moderately closely” listed

	Region						
	Total	BC	AB	MB/SK	ON	PQ	ATL
Media reports of political corruption or ethical violations in Quebec	32%	13%	15%	20%	27%	62%	25%
The new NHL season	29%	30%	40%	19%	21%	39%	32%
The war in Afghanistan	50%	46%	41%	56%	55%	45%	58%
The debate over the long gun registry	48%	53%	58%	56%	47%	41%	45%

Corruption

All things considered, do you think Quebec politicians are more ethical, just as ethical, or less ethical than politicians in other Canadian provinces?

	Region						
	Total	BC	AB	MB/SK	ON	PQ	ATL
More ethical	1%	0%	1%	0%	1%	2%	1%
Just as ethical	30%	28%	13%	22%	28%	47%	23%
Less ethical	40%	33%	55%	44%	41%	29%	57%
Not sure	28%	39%	31%	34%	29%	22%	19%

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Corruption

Which of the following statements most closely matches your own view?

	Region						
	Total	BC	AB	MB/SK	ON	PQ	ATL
Political corruption in Quebec is not a serious problem	2%	0%	1%	0%	2%	3%	5%
Political corruption in Quebec is a matter of a few bad apples best dealt with on a case by case basis	26%	22%	30%	31%	28%	22%	23%
Political corruption in Quebec is a systemic failing best dealt with by policy reforms	26%	21%	16%	18%	20%	41%	35%
Political corruption in Quebec a symptom of broader public attitudes and cannot be dealt with by laws alone	22%	26%	26%	19%	21%	21%	24%
Not sure	23%	31%	27%	32%	28%	12%	13%

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Angus Reid Public Opinion is a practice of Vision Critical—a global research and technology company specializing in custom online panels, private communities, and innovative online methods. Vision Critical is a leader in the use of the Internet and rich media technology to collect high-quality, in-depth insights for a wide array of clients. Dr. Angus Reid and the Angus Reid Public Opinion team are pioneers in online research methodologies, and have been conducting online surveys since 1995

Vision Critical is now one of the largest market research enterprises in the world. In addition to its five offices in Canada—located in Vancouver, Calgary, Regina, Toronto, and Montreal—the firm also has offices in San Francisco, Chicago, New York, London, Paris and Sydney. Its team of specialists provides solutions across every type and sector of research, and currently serves over 200 international clients.

Angus Reid Public Opinion polls are conducted using the Angus Reid Forum (www.angusreidforum.com), Springboard America (www.springboardamerica.com) and Springboard UK (www.springboarduk.com) online panels, which are carefully recruited to ensure representation across all demographic and psychographic segments of these populations. Panel members pass through rigorous screening and a double opt-in process ensuring highly motivated and responsive members. These premier online survey platforms present respondents with highly visual, interactive, and engaging surveys, ensuring that panel members provide thoughtful and reliable responses. Each survey is actively sampled and weighted to model that characteristics of the universe required and employs the latest in quality control techniques to ensure data validity.

Since 2006, Angus Reid has covered eight provincial elections in Canada—more than any other pollster in the country—and the results have accurately predicted the outcome of each of these democratic processes.

Angus Reid, the only public opinion firm to exclusively use online methods to follow the views of the electorate during the 2008 federal campaign, offered the most accurate prediction of the results of Canada's 40th election. More information on our electoral record can be found at:
<http://www.visioncritical.com/record-of-accuracy>

More information on the way Angus Reid conducts public opinion research can be found at
<http://www.visioncritical.com/what-we-do/practices/angus-reid-public-opinion/>

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**For more information, please contact
our spokesperson listed in the footnote.**

Copies of this poll are available on our website:
<http://www.visioncritical.com>

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