



# Royal Commission on Renewing and Strengthening Our Place in Canada

## Newfoundland and Labrador's Place in Canada

By:  
POLLARA

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# Introduction

POLLARA is pleased to present the *Royal Commission on Renewing and Strengthening Our Place in Canada* (hereafter referred to as “the Royal Commission”) with the following report of findings from a telephone survey with Canadians on topics relevant to the Royal Commission’s mandate.

The purpose of the survey was to explore attitudes and perceptions among Canadians living outside of Newfoundland and Labrador on the following issues:

- The image of Newfoundland and Labrador in Canada;
- Perceptions of contributions of Newfoundland and Labrador to Canada;
- Perceptions of contributions of Canada to Newfoundland and Labrador;
- Values of Federalism;
- Representation in the Federation; and,
- The economic and Social Status of Rural and Urban Communities.

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## Key Findings and Conclusions

Findings from a survey of Canadians living outside of Newfoundland and Labrador provide the Royal Commission with insight into the way other Canadians view the province and its people, as well as the values and issues that are important to Canadians. An appreciation of both will be important to the Royal Commission as it prepares recommendations to advance the prosperity and self-reliance of Newfoundland and Labrador into the future. While a discussion of the detailed findings follows in the body of this report, there are two important themes that emerge from the study.

The first theme is that while Newfoundland and Labrador may be well-known to Canadians, it is not known-well. General perceptions of the province and its people suggest a continuing familiarity with outdated stereotypes and past realities. The pursuit of more detail from Canadians reveals a widespread lack of familiarity with the province, particularly in areas pertaining to its various contributions to the Canadian federation and its current economic situation.

Lack of familiarity with Newfoundland and Labrador is strong among residents of Canada's western provinces, including British Columbia and Alberta. Familiarity is highest among residents of the Maritime provinces. This pattern may be attributed, in part, to proximity and to a sharing of similar issues between provinces in the same region. An exception, however, occurs in Quebec, where residents demonstrate the lowest level of familiarity and opinion in the country. This finding may, in part, be the result of cultural differences.

Canadians' lack of familiarity with Newfoundland and Labrador is particularly striking on the economic front. The diversification and recent strong growth of the Newfoundland and Labrador economy have gone largely unnoticed by other Canadians. The province's economy is viewed by many as rather one dimensional, based on one natural resource in particular; the fishery. Reliance on these antiquated notions play a role in hindering the acceptance and understanding of the new economic realities and challenges facing Newfoundland and Labrador. These outdated perceptions - whether based on old realities or not - have been built up over time. Their replacement with new realities will likely require a period of sustained and intense communications efforts by the province.

While, in most cases, Canadians lack specific knowledge about Newfoundland and Labrador, there already exists a strong foundation of respect for the province and empathy for its place within Canada. This is the second general theme emerging from the study. The study reveals a positive attitude towards Newfoundland and Labrador as Canadians feel that it is a vital part of the country, and that the federal government does not give it the respect it deserves or the financial support to which it is entitled. Canadians support assistance provided to the province (and many other provinces) through federal government transfers and federal transfers and programs available to all Canadians. This attitude is exhibited by residents of most provinces and territories, despite a high proportion of each who are unable to offer specific attitudes and perceptions about the province and its people.

While awareness of the realities of Newfoundland and Labrador may not be widespread, there are provinces and regions which express shared frustrations, sympathies and experiences that may mirror some of the sentiments felt in Newfoundland and Labrador. Canadians largely recognize that smaller provinces are often overlooked in the interest of larger provinces, and

that smaller provinces do not receive the respect they deserve from the federal government. This perception holds particular resonance among residents of smaller provinces and communities, located primarily in the Prairie and Maritime regions, where residents express similar sympathies and frustrations to those experienced in Newfoundland and Labrador. This common ground between smaller provinces may suggest an environment of opportunity in which to establish dialogues and linkages between provinces that seek greater recognition within the Canadian Confederation.

There is widespread agreement among Canadians that Canada is a better place for having Newfoundland and Labrador in Confederation. Those who know Newfoundland and Labrador well - having visited the province or having friends or family living there - hold the most favourable view of the province. The two themes, then, intersect to highlight the importance of building a better understanding among Canadians about Newfoundland and Labrador, its challenges and opportunities, and the important contributions it makes to Canada. To follow are key findings from the research.

## Canadian Values

- When asked to state in their own words what they value most about being Canadian, over half of Canadians cite *freedom/rights* (53%).
- Of five principles assessed on a seven-point scale where one is *not at all important* and 10 is *very important*, *universal health care* (6.2) and *affordable university/college tuition* (6.0) are most important to Canadians' view of Canada, followed by the *distribution of federal money to the provinces/territories* (5.5), *multiculturalism* (5.0) and a *strong armed-forces* (4.8).

## Treatment by Federal Government

- Seven-in-ten Canadians (72%) agree that *smaller provinces and territories are often ignored by the federal government in the interest of larger provinces*, including 41% who do so *strongly*.
  - Agreement is highest in smaller provinces including Manitoba (90%), Nova Scotia (86%), Saskatchewan (84%), and New Brunswick (84%).
- Canada's smaller provinces/territories are most likely to agree that *their province/territory is often ignored by the federal government in the interest of other provinces and territories*.
  - The exception to this is PEI, where perceptions more closely resemble those of larger provinces.
  - Ontario is the only province/territory where a majority of residents disagree that *their province/territory is ignored* (68%).

# Canadians' Impressions of Newfoundland and Labrador

## Federal-Provincial Relations

- Two-thirds of Canadians feel their province is treated with respect by the federal government (67%). Only half of this amount believes that Ottawa treats Newfoundland and Labrador respectfully (34%).
- Two-fifths of Canadians feel their province or territory receives *about the right amount* (42%) and *less than its fair share* (38%) in federal distribution payments. Only a small proportion concedes to getting *more than their fair share* (8%). Canadians are slightly more likely to believe that Newfoundland and Labrador gets *less than its fair share* in federal monies (46%).
  - Ontario is the only province/territory where over three-quarters believe their province receives *more than its fair share* (17%) and *about the right amount* (64%). Those most likely to feel their province is hard done by include residents of Saskatchewan (76% *less than fair share*), Nova Scotia (74%), and British Columbia (69%).
- Canadians are equally supportive of federal assistance for residents in rural Canada and Newfoundland and Labrador in need of year-round employment. However, support is more widespread for assistance through *education and job training* than *employment insurance*.
- Support for equal provincial/territorial representation in the Senate of Canada nearly doubles opposition (60% vs. 36%). *Strong* support stands at 33%.
  - Support for the Senate proposal is highest in western Canada (BC: 83%; Alberta: 81%; and Saskatchewan: 81%) and lowest in PEI (55%), Quebec (51%), and Ontario (48%).

## Contributions to Canada

- Western Canadians perceive their province's greatest contribution to Canada to be resource-related: residents of Saskatchewan and Manitoba commonly identify *agriculture* (55% and 35% respectively); Albertans mention *oil/natural gas* (45%); British Columbians cite *forestry/logging* (21%). Central Canadians are more likely to perceive their province's contribution to be *economy/ industry/money/wealth/taxes* (Ontario: 46%; Quebec: 18%).
- When asked to identify in their own words Newfoundland and Labrador's greatest contribution to Canada, one-third of Canadians are unable to think of anything (34%). Most often Canadians cite *fisheries/marine industry/sea ports* (26%).
- Using a seven-point scale where one is *not at all significant* and ten is *very significant*, Canadians rate Newfoundland and Labrador's most significant contributions to Canada to be *natural resources* (5.9) and as an *attractive tourist destination* (5.5), followed by

*music arts and culture* (4.9), *hydro electricity* (4.8), *skilled labour* (4.2) and *research and development* (4.0).

- A majority of residents in Canada's central (Quebec: 69%; Ontario: 65%) and western-most provinces (Alberta: 60%; BC: 51%) feel that their provinces contribute more to Canada than does Newfoundland and Labrador, while Prairie and Atlantic residents offer a more modest assessment of their province's contribution.

### Top-of-Mind Impressions

- Canadians' most common top-of-mind impression of Newfoundland and Labrador is *fish/fisheries/industry doing poorly* (26%), followed by *nice people* (16%) and *poverty* (14%). Seventeen percent were unable to think of a response.
- The most commonly cited stereotype classifies people from Newfoundland and Labrador as *uneducated/stupid/unskilled/ unsophisticated* (21%). Other stereotypes cast everyone from Newfoundland and Labrador as *fishers* (9%) claim that they are *unemployed/poor/lazy/a burden to Canada* (6%), describe people from Newfoundland and Labrador as *nice/warm/kind* (5%) and note a good sense of humour (3%).
- People who mention the following stereotypes tend to feel they hold at least some truth: that people from Newfoundland and Labrador tend to be *friendly/nice/warm/kind* (94% a lot/little bit of truth), that *they are all fishers* (75%), and that they have *accents* (67%).

### Attitudes Towards People of Newfoundland and Labrador

- Canadians tend to view Newfoundland and Labrador as culturally distinct from English Canada (72%), including 21% who *strongly* feel this way.
- When considering nine statements about Newfoundland and Labrador, Canadians' agreement is highest with statements about the importance of the province to Canada (89% agree) and kindness of its people (89%). Canadians also recognize the province's loss of human capital (84%), and support the concept of distribution payments for provinces in need (85%). However, agreement and overall familiarity declines when considering Newfoundland and Labrador's economic situation.
- A plurality of Canadians feels that the *federal government* is most responsible for Newfoundland and Labrador's economic problems (34%). Less often, Canadians place responsibility with the *government of Newfoundland and Labrador* (20%) and *the province's people* (12%).
- Canadians overwhelmingly feel that Canada is *better* with Newfoundland and Labrador as a member of Confederation (88%). Only 2% feel Canada is *worse* for the inclusion of Newfoundland and Labrador, and 10% don't take a position.
  - Quebec residents are least likely to feel that Canada is a *better* place with Newfoundland and Labrador as a member of Confederation (71%).

These results are explored in greater detail following a description of the methodology employed in conducting this survey.

## Methodology

The following section outlines the methodology followed by POLLARA in conducting this study. These stringent guidelines ensure accurate results that reflect the views of Canadians living outside the province of Newfoundland and Labrador.

### The Sample

Interviews were conducted with 1,275 adult Canadians living outside the province of Newfoundland and Labrador, generating an overall margin of error of  $\pm 2.8\%$ , nineteen times out of twenty. At least 125 interviews were conducted in each province and in the Territories in order to generate reliable margins of error. Interviews were conducted proportionally within each province and the Territories. The interviews were weighted by province/territory to a representative 326 cases. The sample frame and corresponding margins of error follow.

**Table A - Sample Distribution by Province/the Territories**

	Unweighted Number of <u>Interviews</u>	Weighted Number of <u>Interviews</u>	Unweighted Margin of <u>Error (%)</u>
British Columbia	125	43	$\pm 8.9$
Alberta	130	33	$\pm 8.8$
Saskatchewan	132	11	$\pm 8.7$
Manitoba	126	13	$\pm 8.9$
Ontario	135	125	$\pm 8.6$
Quebec	125	78	$\pm 8.9$
PEI	125	2	$\pm 8.9$
Nova Scotia	126	10	$\pm 8.9$
New Brunswick	125	8	$\pm 8.9$
Territories	126	3	$\pm 8.9$
<b>TOTAL</b>	<b>1,275</b>	<b>326</b>	<b><math>\pm 2.8</math></b>

The following table outlines the regional sample frame and corresponding margins of error.

**Table B - Sample Distribution**

	Unweighted Number of <u>Interviews</u>	Weighted Number of <u>Interviews</u>	Unweighted Margin of <u>Error (%)</u>
British Columbia/Territories	251	46	±6.3
Prairies	388	57	±5.1
Ontario	135	125	±8.6
Quebec	125	78	±8.9
Atlantic	376	20	±5.2
<b>TOTAL</b>	<b>1,275</b>	<b>326</b>	<b>±2.8</b>

## The Questionnaire

The survey instrument was designed by POLLARA, in close consultation with the Royal Commission.

POLLARA takes full responsibility for the professionalism and fairness of the research instruments we use. POLLARA meets or exceeds the professional ethical requirements of the Canadian Association of Market Research Organizations (CAMRO).

Following a pre-test of 50 interviews, small changes were made to the questionnaire.

## Interviewing

Interviews for this study were conducted from POLLARA's state of the art tele-research centres in Vancouver, Toronto, and Bathurst, New Brunswick. All interviews were conducted between January 29<sup>th</sup> and February 5<sup>th</sup>, 2003. Fifty pre-test interviews were conducted on January 29<sup>th</sup>.

POLLARA uses the latest in Computer-Assisted Telephone Interviewing (CATI) technology to eliminate data entry errors and ensure quick turnaround on research studies.

Senior POLLARA supervisors monitored approximately 10% of the interviews. All interviews are supervised 100% of the time to ensure data quality and the swift resolution of any problems. Interviewers are careful to respect the privacy and schedules of respondents. Refusals are graciously accepted, and interviews are rescheduled with willing respondents as many times as necessary.

## Multiple Response Open-Ended Questions

Up to three responses were accepted for some of the open-ended questions. In the Interview Schedule responses to these questions are shown in two ways: *Total mentions* represent an aggregate of all three responses offered, whereas *first mentions* describes only the

first response or impression offered by each respondent. *Total mentions* will typically add to more than 100%.

## **Response Rate**

This survey garnered a response rate of 22%.

## **Notes On Interpretation**

### **Respondents**

Respondents living outside of Newfoundland and Labrador who have lived in the province for six months or longer were disqualified from participating in the survey. Fifty-one people were disqualified on this basis, including nine currently living in Nova Scotia, nine in PEI, four in New Brunswick, three in Quebec, two in Ontario, two in Manitoba, three in Saskatchewan, four in Alberta, four in BC, and 11 in the Territories.

### **Canadians**

This report often makes reference to the views of “Canadians”. Readers should note that this term denotes those Canadians outside the province of Newfoundland and Labrador.

### **Size of Community**

It is important to make note of the relationship that exists between provinces/the Territories and size of community of residence. Generally, in smaller provinces a greater proportion of Canadians reside in small towns and rural areas, relative to larger provinces (in which a large proportion resides in cities and suburban areas).

The following table illustrates this trend, which holds true in all provinces/the Territories with the exception of Manitoba. Readers should keep this in mind when looking at results segmented by size of community.

**Table C: Province/The Territories, by Size of Community**

	Large City/ Smaller City/ Suburban Area	Small Town/ Rural Area
	%	%
Nova Scotia	26	74
New Brunswick	0	50
Prince Edward Island	42	58
Quebec	69	31
Ontario	67	32
Manitoba	72	28
Saskatchewan	55	42
Alberta	67	32
British Columbia	70	29
Territories	43	57

## Respondent Profile

The following section details the demographic characteristics of the survey population as it compares to Canadians at large, outside Newfoundland and Labrador. To develop the profile of Canadians at large, data was merged from the last four quarters of *Perspectives Canada*, POLLARA's national syndicated survey of Canadians, for a total sample of 6,392 people. A sample of this size is accurate to  $\pm 1.3\%$ , nineteen times out of twenty.



The following tables compare the distribution of Royal Commission respondents with a large sample of Canada's general population across a number of demographic metrics. As illustrated, the survey population closely mirrors that of Canadians overall.

**Table D - Demographic Profile of Royal Commission Survey Respondents vs. Canadians At Large: Age**

	Royal Commission Survey Respondents	Canadians At Large
	%	%
18-24	8	9
25-34	15	16
35-44	23	22
45-54	23	21
55-64	16	16
65 and Over	13	16
Average Age (18+)	46.2	46.7

**Table E - Demographic Profile of Royal Commission Survey Respondents vs. Canadians At Large: Education Attained**

	Royal Commission Survey Respondents	Canadians At Large
	%	%
Elementary	6	9
High School	35	33
Community College	24	23
Some University	9	11
Completed University	16	20
Graduate Degree	10	5

**Table F - Demographic Profile of Royal Commission Survey Respondents vs. Canadians At Large: Annual Household Income**

	Royal Commission Survey Respondents	Canadians At Large
	%	%
Less than \$25,000	16	16
\$25,000 to Less Than \$35,000	13	14
\$35,000 to Less Than \$45,000	14	14
\$45,000 to Less Than \$55,000	11	12
\$55,000 to Less Than \$65,000	9	9
\$65,000 to Less Than \$75,000	8	7
\$75,000 to Less Than \$100,000	8	10
More Than \$100,000	9	9

**Table G - Demographic Profile of Royal Commission Survey Respondents vs. Canadians At Large: Size of Community**

	<u>Royal Commission Survey Respondents</u>	<u>Canadians At Large</u>
	%	%
Large City of Over Half A Million	30	27
A Smaller City	27	27
A Suburban Area	9	9
A Small Town	19	19
A Rural Area	15	17

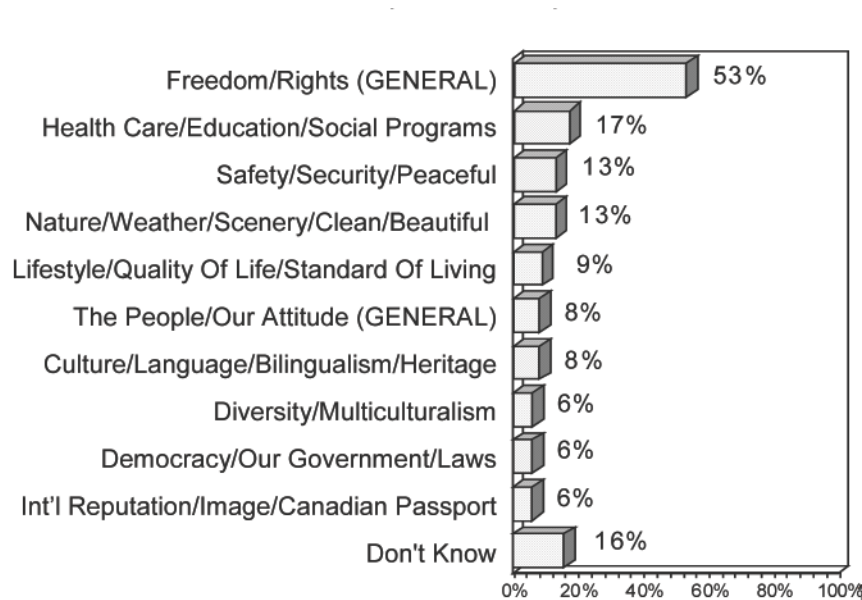
# Canadian Values

## Things Most Valued About Being Canadian

On a top-of-mind basis, Canadians overwhelmingly identify a sense of *freedom* and their *rights* among the things that they value most about being Canadian (53%). Less often, respondents cite *health care/education/social programs* (17%), *safety/security/peace* (13%), and *nature/weather/scenery/ clean/beautiful* (13%). Less than one-in-ten respondents mention Canada's *lifestyle/quality of life/standard of living* (9%), *the people/our attitude* (8%), and Canada's *culture/language/bilingualism/heritage* (8%).

Sixteen percent of Canadians *don't know* what they value most about being Canadian.

**Figure 1 - Most Valued Things About Being Canadian**



Question: What are the things you value most about being Canadian?  
(OPEN-END) (ACCEPT UP TO 3 RESPONSES)

People residing in rural areas are more likely than those in urban areas to cite *freedom/rights* among the things they value most about being Canadian (66% vs. 51% respectively).

**Table 1 - Most Valued Things About Being Canadian, by Urban/Rural**

	<u>Freedom/ Rights</u>	<u>Health Care/ Education/ Social Programs</u>	<u>Safety/ Security Peace</u>	<u>Nature/Weather Scenery Clean/ Beautiful</u>	<u>Don't Know</u>
	%	%	%	%	%
Rural	66	13	18	10	11
Urban	51	18	12	14	17

Question: What are the things you value most about being Canadian?  
(OPEN-END) (ACCEPT UP TO 3 RESPONSES)

Quebec residents are least able to identify what they value about being Canadian (38% *don't know*).

Consistent with the findings cited in Table 1, residents of smaller provinces and the Territories are more likely than their large-province counterparts to mention *freedom/rights* among the things they value most about being Canadian. In particular, residents of Saskatchewan mention *freedom/rights* most frequently (78%).

Ontarians are particularly likely to value *health care/education/social programs* (24%), followed by residents of the Atlantic provinces (Nova Scotia: 20%; New Brunswick: 19%; PEI: 18%) and Manitoba (18%).

**Table 2 - Most Valued Things About Being Canadian, by Province/The Territories**

	Freedom/ <u>Rights</u>	Health Care/ Education/ <u>Social Programs</u>	Safety/ Security <u>Peace</u>	Nature/Weather Scenery Clean/ <u>Beautiful</u>	Don't <u>Know</u>
	%	%	%	%	%
Nova Scotia	65	20	11	13	10
New Brunswick	58	19	17	7	18
PEI	62	18	14	16	9
Quebec	37	6	7	6	38
Ontario	55	24	19	13	7
Manitoba	63	18	12	14	11
Saskatchewan	78	14	9	20	8
Alberta	66	15	12	17	8
British Columbia	54	12	9	22	10
Territories	73	16	7	14	13

Question: What are the things you value most about being Canadian?  
(OPEN-END) (ACCEPT UP TO 3 RESPONSES)

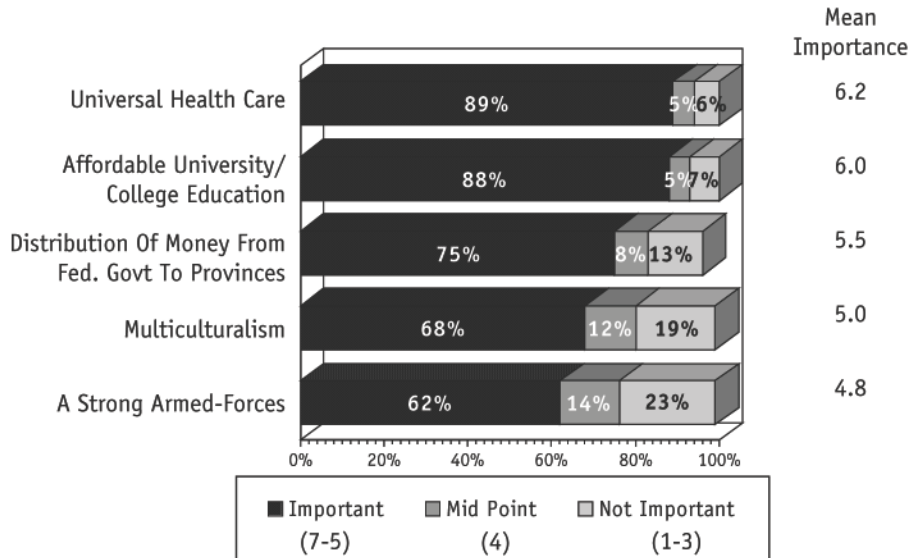
## Importance of Principles to Idea of Canada

Respondents were asked to rate the importance of five principles to their idea of Canada on a seven-point scale where one is *not at all important* and seven is *very important*. All of the principles tested are at least *somewhat important* to Canadians' view of Canada, each garnering mean importance ratings above the mid-point of four on the seven point scale.

Most important to Canadians' view of the country are *universal health care* and *affordable university/college tuition*, obtaining mean importance scores of 6.2 and 6.0 respectively.

The *distribution of money from the federal government to the provinces* (5.5), *multiculturalism* (5.0), and *a strong armed-forces* (4.8) are relatively less important to Canadians' view of the country.

**Figure 2 - Importance of Principles to Idea of Canada**



Question: On a scale from one to seven where one is "not at all important" and seven is "very important", how important are each of the following values to your idea of Canada? READ AND ROTATE

The importance of *multiculturalism* to people's idea of Canada decreases with age. Specifically, *multiculturalism* garners a mean importance rating of 5.7 among Canadians between 18 and 24, compared to 4.6 among those 65 years of age and older.

Older Canadians also attribute greater importance to *a strong armed-forces* than do younger Canadians (5.4 among those 65 years of age and older).

Relative importance of other Canadian principles is consistent across age cohorts.

**Table 3 - Mean Importance of Principles to Idea of Canada, by Age**

	Universal Health <u>Care</u>	Affordable University/ College <u>Education</u>	Distribution of Money From Federal Gov't <u>To Provinces</u>	Multi- culturalism	A Strong Armed- <u>Forces</u>
18-24	6.1	6.1	5.4	5.7	4.5
25-34	6.2	5.9	5.3	5.5	4.6
35-44	6.3	6.1	5.7	5.2	4.7
45-54	6.0	6.0	5.4	4.8	5.0
55-65	6.0	5.7	5.3	4.7	4.7
65 and Over	6.4	5.8	5.8	4.6	5.4

Question: On a scale from one to seven where one is “not at all important” and seven is “very important”, how important are each of the following values to your idea of Canada?  
(READ AND ROTATE)

With the exception of *multiculturalism*, Quebec residents rate the importance of each value lower than do other provinces and the Territories. In particular, Quebec residents attribute much lower importance to the *distribution of money from the federal government to the provinces* (4.9) and *a strong armed-forces* (4.2) to their idea of being Canadian.

*Multiculturalism* is least important of all principles to residents of Alberta and Saskatchewan’s idea of Canada (4.7 respectively). Finally, a *strong armed-forces* is most important to residents of the Maritime provinces: Nova Scotia: 5.5; PEI: 5.4; New Brunswick: 5.3.

Interestingly, *the distribution of money from the federal government to the provinces* is of relatively equal importance across all provinces (with the exception, as previously noted, of Quebec).

**Table 4 - Mean Importance of Principles to Idea of Canada, by Province/The Territories**

	Universal Health <u>Care</u>	Affordable University College <u>Education</u>	Distribution of Money From Federal Gov't <u>To Provinces</u>	Multi- culturalism	A Strong Armed- <u>Forces</u>
Nova Scotia	6.6	5.9	6.0	5.5	5.5
New Brunswick	6.5	6.1	5.8	5.2	5.3
PEI	6.7	6.1	5.8	5.3	5.4
Quebec	5.5	5.6	4.9	5.0	4.2
Ontario	6.5	6.2	5.7	5.0	5.1
Manitoba	6.4	6.0	5.6	5.1	5.0
Saskatchewan	6.4	5.8	5.7	4.7	5.0
Alberta	6.1	5.8	5.6	4.7	4.9
British Columbia	6.3	5.9	5.8	5.1	4.8
Territories	6.5	6.1	5.8	5.2	5.0

Question: On a scale from one to seven where one is “not at all important” and seven is “very important”, how important are each of the following values to your idea of Canada? (READ AND ROTATE)

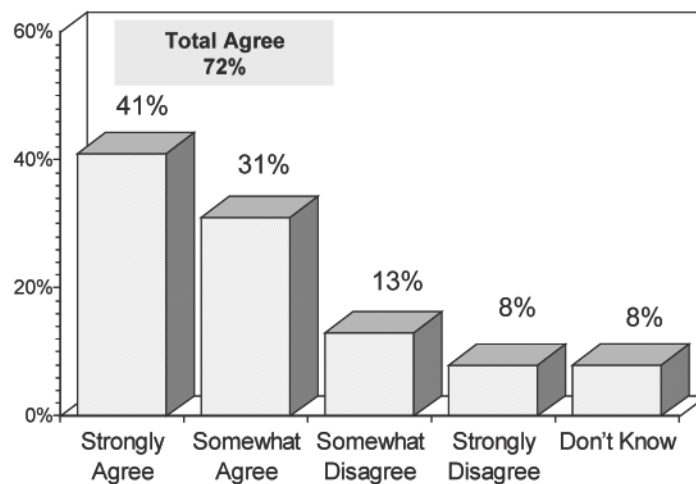


# Treatment by Federal Government

## Perceived Treatment of Small Provinces/ Territories by Federal Government

Seven-in-ten Canadians agree that *smaller provinces and territories are often ignored by the federal government in the interest of larger provinces*, including 41% who *strongly agree* with this statement. Two-fifths (21%) disagree with this statement, including 8% who do so *strongly*. Another 8% of Canadians *don't know*.

**Figure 3 - Perceived Treatment of Small Provinces/Territories by Federal Government**



Question: Do you agree or disagree that smaller provinces and territories are often ignored by the federal government in the interest of larger provinces?

In each province and territory, a clear majority agrees that *smaller provinces and territories are often ignored by the federal government in the interest of larger provinces*.

Agreement is highest in Manitoba (90%), Nova Scotia (86%), Saskatchewan (84%), and New Brunswick (84%). *Strong agreement* is also highest in these provinces: Nova Scotia (66% *strongly agree*); New Brunswick (62%); Saskatchewan (61%); Manitoba (57%).

Surprisingly, residents of PEI are among the provinces *least* likely to *strongly agree* that small provinces are often ignored (45%), after Alberta (42%), Quebec (36%) and Ontario (33%).

**Table 5 - Perceived Treatment of Small Provinces/Territories by Federal Government, by Province/The Territories**

	Strongly <u>Agree</u>	Somewhat <u>Agree</u>	Somewhat <u>Disagree</u>	Strongly <u>Disagree</u>	Don't <u>Know</u>
	%	%	%	%	%
Nova Scotia	66	20	6	6	2
New Brunswick	62	22			
9	3	4			
PEI	45	30	16	9	1
Quebec	36	34	15	7	8
Ontario	33	36	14	9	9
Manitoba	57	33	3	2	5
Saskatchewan	61	23	8	4	4
Alberta	42	25	12	12	8
British Columbia	49	24	10	10	8
Territories	56	23	12	6	3

Question: Do you agree or disagree that smaller provinces and territories are often ignored by the federal government in the interest of larger provinces?

Living in a small community heightens the likelihood of sharing the opinion that *smaller provinces and territories are often ignored by the federal government in the interest of larger provinces*. Specifically, residents of smaller cities (82%), small towns (79%), and rural areas (73%) are more likely than their counterparts in suburban areas (68%) and large cities (59%) to agree that *smaller provinces and territories often get ignored*.

This finding is likely a result of these smaller towns and rural areas being found in the country's smaller provinces, as demonstrated in the *Methodology* section of this report.

**Table 6 - Perceived Treatment of Small Provinces/Territories by Federal Government, by Size of Community**

	<u>Agree</u>	<u>Disagree</u>	<u>Don't Know</u>
	%	%	%
Large City Over Half a Million	59	31	10
A Smaller City	82	16	2
A Suburban Area	68	21	11
A Small Town	79	15	7
A Rural Area	73	15	13

Question: Do you agree or disagree that smaller provinces and territories are often ignored by the federal government in the interest of larger provinces?

## **Perceived Treatment of Own Province/Territory by Federal Government**

There is significant variance across the country in residents' belief that *their own province/territory is often ignored by the federal government in the interest of other provinces and territories*. Residents of Canada's smaller provinces are most likely to agree with this statement.

Specifically, residents of Saskatchewan (84%), Nova Scotia (83%), New Brunswick (79%), Manitoba (77%), and the Territories (74%) are most likely to feel that *their province/territory is often ignored by the federal government in the interest of other provinces and territories*. Residents of these regions are also very likely to *strongly agree* with this statement: Saskatchewan: 57%; the Territories: 51%; Nova Scotia: 49%; Manitoba: 40%; New Brunswick: 39%.

Meanwhile, residents of PEI (68%), Alberta (61%), and Quebec (55%) are slightly less likely to feel *their province is ignored by the federal government in the interest of other provinces or territories*.

Only a small proportion of Ontarians feel *their province is ignored* (28%). In fact, Ontario is the only province where a majority disagrees (68%).

**Table 7 - Perceived Treatment of Own Province/Territory by Federal Government, by Province/The Territories**

	Strongly <u>Agree</u>	Somewhat <u>Agree</u>	Somewhat <u>Disagree</u>	Strongly <u>Disagree</u>	Don't <u>Know</u>
	%	%	%	%	%
Nova Scotia	49	34	10	3	3
New Brunswick	39	40	12	6	3
PEI	34	34	19	10	2
Quebec	27	28	25	15	5
Ontario	12	16	32	36	4
Manitoba	40	37	13	6	3
Saskatchewan	57	27	11	2	4
Alberta	33	28	18	15	6
British Columbia	50	21	15	6	8
Territories	51	23	15	6	5

Question: Do you agree or disagree that your province/territory is often ignored by the federal government in the interest of other provinces or territories?

Respondents who agree that their province is often ignored by the federal government were asked to say in their own words why they feel this way.

Rather than providing a rationale for their position, many respondents justified why they feel their province is ignored by the federal government. In each province, at least one-quarter of residents say *they don't get their fair share*. The observation that *Quebec and Ontario are the favoured provinces* is also common across the country.

At least one-in-ten residents of PEI (25%), the Territories (18%), Nova Scotia (14%), Saskatchewan (12%), Manitoba (11%), and New Brunswick (10%) mention their *small size and population* as a reason for feeling ignored. Meanwhile, residents of the western provinces—British Columbia and Alberta – frequently note that *power goes to other regions of Canada* (17% and 11% respectively).

One-quarter of Saskatchewan residents feel that the federal government does not pay adequate attention to *agricultural policy* (25%).

**Table 8 - Most Common Reasons for Agreeing That Federal Government Often Ignores Own Province/Territory, by Province/The Territories (OPEN-END) (THREE MENTION)**

<p><u>Nova Scotia</u></p> <p>Don't Get Fair Share (30%)</p> <p>We're A Small Prov/Pop (14%)</p> <p>Ont/PQ Favoured (11%)</p> <p>Lack of Industry/Poor (10%)</p> <p>Lack Employment/Wages (10%)</p> <p>Big Prov Favoured (9%)</p>	<p><u>New Brunswick</u></p> <p>Don't Get Fair Share (25%)</p> <p>Big Prov Favoured (14%)</p> <p>Ont/PQ Favoured (13%)</p> <p>Atlantic Prov In Need (11%)</p> <p>Health Care Cutbacks (10%)</p> <p>We're A Small Prov/Pop (10%)</p>	<p><u>PEI</u></p> <p>Don't Get Fair Share (34%)</p> <p>We're A Small Prov/Pop (25%)</p> <p>Ont/PQ Favoured (9%)</p>
<p><u>Quebec</u></p> <p>Don't Get Fair Share (30%)</p> <p>Difference In Parties/Politics (13%)</p> <p>Health Care Cutbacks (13%)</p> <p>Fed Transfer Payments (9%)</p>	<p><u>Ontario</u></p> <p>Don't Get Fair Share (30%)</p> <p>PQ Favoured (24%)</p> <p>Social Programs/Laws (8%)</p>	<p><u>Manitoba</u></p> <p>Ont/PQ Favoured (36%)</p> <p>Don't Get Fair Share (21%)</p> <p>Other Prov Favoured (12%)</p> <p>We're A Small Prov/Pop (11%)</p>
<p><u>Saskatchewan</u></p> <p>Don't Get Fair Share (35%)</p> <p>Agricultural Policies (25%)</p> <p>We're A Small Prov/Pop (12%)</p> <p>Other Prov Favoured (10%)</p> <p>Ont/PQ Favoured (10%)</p> <p>Difference In Parties/Politics (9%)</p>	<p><u>Alberta</u></p> <p>Don't Get Fair Share (31%)</p> <p>Ont/PQ Favoured (19%)</p> <p>Other Regions Get Power (11%)</p>	<p><u>British Columbia</u></p> <p>Don't Get Fair Share (36%)</p> <p>Other Regions Get Power (17%)</p> <p>Ont/PQ Favoured (11%)</p> <p>Difference In Parties/Politics (10%)</p> <p>No Political Clout/Poor Rep (8%)</p> <p>Lack of Industry/Poor (8%)</p> <p>Health Care Cutbacks (8%)</p>
<p><u>Territories</u></p> <p>Don't Get Fair Share (34%)</p> <p>We're A Small Prov/Pop (18%)</p> <p>Lack of Industry/Poor (13%)</p>		

Question: (IF "AGREE" IN Q10) Why do you say that? (OPEN-END) (ACCEPT UP TO 3 RESPONSES)

Meanwhile, across the provinces and territories, those who disagree that *their province or territory is ignored* often say it is because they feel their province is *treated equally, that it gets its fair share, and is not ignored*. Ontarians specifically note that *Ontario is favoured* and is *richer* than other provinces (39%), while Quebec residents specify that *Quebec is an important province, and an important part of Canada* (36%). Despite disagreeing that their province or territory is often ignored, some people still feel that their *province or territory is suffering*.

**Table 9 - Most Common Reasons for Disagreeing That Federal Government Often Ignores Own Province/Territory, by Province/The Territories**  
(OPEN-END) (THREE MENTION)

<p><u>Nova Scotia</u></p> <p>Treated Eq/Not Ignored (41%)</p>	<p><u>New Brunswick</u></p> <p>Treated Eq/Not Ignored (59%) (NEG.) Prov Suffering (18%) Fed Gov't Does Good Job (9%)</p>	<p><u>PEI</u></p> <p>Treated Eq/Not Ignored (59%) Fed Gov't Does Good Job (14%) Big Prov/Pop, Better Rep (11%) (NEG.) Prov Suffering (8%)</p>
<p><u>Quebec</u></p> <p>Treated Eq/Not Ignored (36%) QC Important Province (36%) Big Prov/Pop, Better Rep (14%)</p>	<p><u>Ontario</u></p> <p>Ontario Favoured/Richer (39%) Treated Eq/Not Ignored (30%)(NEG.) Big Prov/Pop, Better Rep (13%) (NEG.) Prov Suffering (8%) Fed. Gov't Does Good Job (8%)</p>	<p><u>Manitoba</u></p> <p>Treated Eq/Not Ignored (54%) Prov Suffering (12%) Federal Gov't Does Good Job (8%) Big Prov/Pop, Better Rep (8%)</p>
<p><u>Saskatchewan</u></p> <p>Treated Eq/Not Ignored (35%) (NEG.) Prov Suffering (24%) (NEG.) Emplymnt/People Leaving (12%)</p>	<p><u>Alberta</u></p> <p>Treated Eq/Not Ignored (45%) (NEGATIVE) Prov Suffering (38%)</p>	<p><u>British Columbia</u></p> <p>Treated Eq/Not Ignored (48%) ) (NEG.) Prov Suffering (19%)</p>
<p><u>Territories</u></p> <p>Treated Eq/Not Ignored (56%) (NEG.) Territory Suffering (11%)</p>		

Question: (IF "DISAGREE" IN Q10) Why do you say that? (OPEN-END) (ACCEPT UP TO 3 RESPONSES)

# Canadians' Impressions of Newfoundland and Labrador

## Federal-Provincial Relations

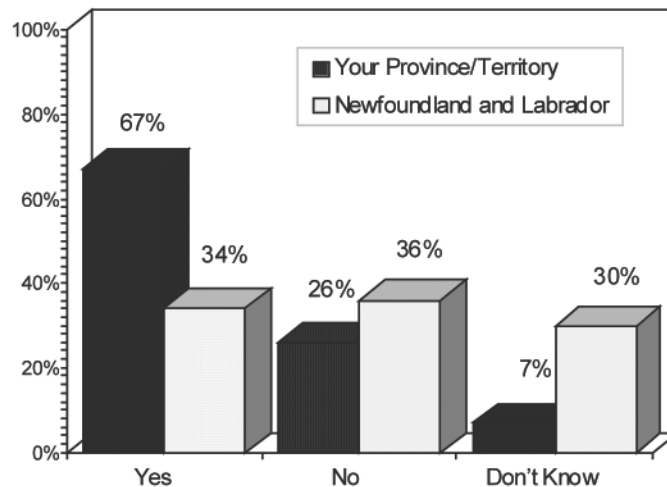
### Respect From Federal Government

Approximately two-thirds of Canadians believe their province is treated with respect by the federal government (67%). This represents almost twice as many Canadians who believe that Newfoundland and Labrador is treated with respect by the federal government (34%).

Another significant difference between the results of these questions is in the proportion of Canadians who do not provide an evaluation. Specifically, only 7% report they *don't know* whether or not the federal government treats their province/territory with respect, while a full 30% of Canadians *don't know* how to evaluate the relationship between Newfoundland and Labrador and the federal government.

This is further evidence of Canadians' lack of awareness about the province.

**Figure 4 - Perceived Respect From Federal Government: Own Province/Territory vs. Newfoundland and Labrador**



Question: Do you think your province/territory is treated with respect by the federal government?  
Do you think that Newfoundland and Labrador is treated with respect by the federal government?

Differences appear when gauging levels of uncertainty by province, with residents of Saskatchewan (39%), Quebec (38%), and the Territories (38%) each demonstrating a high likelihood to *not know* how to evaluate the relationship between Ottawa and Newfoundland and Labrador.

Among those who offer a response, residents of Alberta (59%) and Saskatchewan (56%) are least likely to feel the federal government treats their province respectfully, followed by residents of Nova Scotia (66%), Manitoba (64%), the Territories (64%), Quebec (63%), and British Columbia (61%). In contrast, Ontario and PEI lead all provinces in terms of feeling as though they receive respect from Ottawa (87% and 86%, respectively). Residents of PEI are also most likely to feel that Newfoundland and Labrador garners respect from federal powers (64%). This is consistent with the earlier finding that residents of PEI tend not to think that smaller provinces are ignored.

Comparatively, the western provinces are less likely than other regions of Canada to feel that Ottawa treats Newfoundland and Labrador respectfully.

**Table 10 - Perceived Respect From Federal Government:  
Own Province/Territory vs. Newfoundland and Labrador,  
by Province/The Territories<sup>1</sup>**

	<i>Own Province/Territory Treated With Respect by Federal Gov't</i>		<i>Newfoundland &amp; Labrador Treated With Respect by Federal Gov't</i>	
	<u>(% Yes)</u>	<u>(% No)</u>	<u>(% Yes)</u>	<u>(% No)</u>
Nova Scotia	66	34	45	55
New Brunswick	74	26	56	44
PEI	86	14	64	36
Quebec	63	37	55	46
Ontario	87	14	50	50
Manitoba	64	36	38	62
Saskatchewan	56	44	41	59
Alberta	59	41	42	58
British Columbia	61	39	41	9
Territories	64	36	49	51

Question: Do you think your province/territory is treated with respect by the federal government?  
Do you think that Newfoundland and Labrador is treated with respect by the federal government?

<sup>1</sup> The percentages cited are only among those respondents who offered a response to each question. That is, people who responded *don't know* were excluded in this calculation.



Among those who offer a response, Canadians under 45 years of age are more likely than their older counterparts to feel that their province or territory gets respect from Ottawa (80% vs. 65% respectively). Younger Canadians are also more likely to feel that Newfoundland and Labrador is treated with respect (55% vs. 43% respectively).

**Table 11 - Perceived Respect From Federal Government: Own Province/Territory vs. Newfoundland and Labrador, by Province/The Territories<sup>2</sup>**

	<i>Own Province/Territory Treated With Respect by Federal Gov't</i>		<i>Newfoundland &amp; Labrador Treated With Respect by Federal Gov't</i>	
	<u>(% Yes)</u>	<u>(% No)</u>	<u>(% Yes)</u>	<u>(% No)</u>
18-44	80	20	55	45
45 and Over	65	35	43	57

Question: Do you think your province/territory is treated with respect by the federal government?  
Do you think that Newfoundland and Labrador is treated with respect by the federal government?

<sup>2</sup> The percentages cited are only among those respondents who offered a response to each question. That is, people who responded *don't know* were excluded in this calculation.

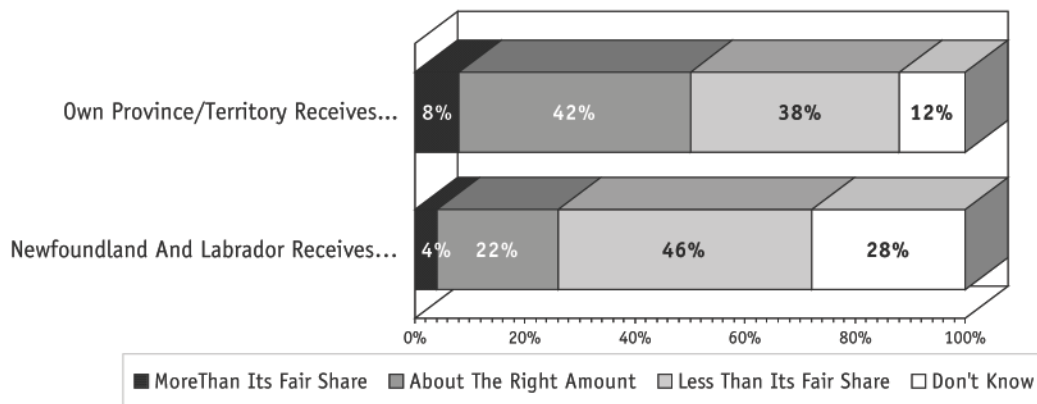
## Perceived Fairness of Federal Transfer Payments

Two-fifths of Canadians feel their province or territory receives *about the right amount* (42%) and *less than its fair share* (38%) in federal distribution payments. Only a small proportion of Canadians concede to getting *more than their fair share* (8%).

Comparatively, Canadians are more likely to believe that Newfoundland and Labrador receives *less than its fair share* from the federal government (46%). Less than one-quarter believes Newfoundland and Labrador receives *about the right amount* (22%), while only 4% of Canadians report that the province receives *more than its fair share*.

Once again, the proportion of Canadians who are unable to provide an evaluation on the situation is elevated (28%) when considering Newfoundland and Labrador's situation.

**Figure 5 - Perceived Fairness of Federal Transfer Payments to Own Province/Territory vs. Newfoundland and Labrador**



Question: Thinking about the money that the federal government distributes to the provinces and territories, does your province/territory receive...(READ LIST)

And thinking about this money, do you think that Newfoundland and Labrador receives ...(READ LIST)

Among those who offer a response, Ontarians are most likely to believe their province receives *more than its fair share* (17%) and *about the right amount* (64%). Ontarians are by far the least likely to feel they receive *less than their fair share* (20%).

In contrast, those most likely to feel their province is hard done by include residents of Saskatchewan (76% *less than fair share*), Nova Scotia (74%), and British Columbia (69%).

Perceptions among residents of PEI do not mirror those of fellow Maritime residents, and rather are closer to those of central Canada, with 48% of PEI residents believing that their province receives *about the right amount* in federal distribution payments.

**Table 12 - Perceived Fairness of Federal Transfer Payments:  
Own Province/Territory, by Province/The Territories<sup>3</sup>**

	<u>More Than Its Fair Share</u>	<u>About The Right Amount</u>	<u>Less Than Its Fair Share</u>
	%	%	%
Nova Scotia	3	23	74
New Brunswick	4	34	63
PEI	3	48	49
Quebec	4	45	50
Ontario	17	64	20
Manitoba	1	40	59
Saskatchewan	2	22	76
Alberta	7	41	52
British Columbia	2	29	69
Territories	11	39	50

Question: Thinking about the money that the federal government distributes to the provinces and territories, does your province/territory receive...(READ LIST)

<sup>3</sup> The percentages cited are only among those respondents who offered a response to each question. That is, people who responded *don't know* were excluded in this calculation.

When asked about the proportion of federal monies distributed to Newfoundland and Labrador, those least able to offer an opinion include residents of western Canada (Manitoba: 31% *don't know*; Saskatchewan: 36%; Alberta: 33%; British Columbia: 30%), the Territories (40%), and New Brunswick (30%).

Among those who offer a response, residents of Nova Scotia (79%) and Manitoba (78%) are most likely to feel that Newfoundland and Labrador receives *less than its fair share*. This view is least prevalent in Quebec (59%).

**Table 13 - Perceived Fairness of Federal Transfer Payments:  
Newfoundland and Labrador, by Province/The Territories<sup>4</sup>**

	<u>More Than Its Fair Share</u>	<u>About The Right Amount</u>	<u>Less Than Its Fair Share</u>
	%	%	%
Nova Scotia	5	16	79
New Brunswick	5	30	66
PEI	2	32	66
Quebec	10	31	59
Ontario	3	32	65
Manitoba	5	17	78
Saskatchewan	5	27	68
Alberta	6	33	61
British Columbia	9	30	61
Territories	7	31	63

Question: And thinking about this money, do you think that Newfoundland and Labrador receives...(READ LIST)

<sup>4</sup> The percentages cited are only among those respondents who offered a response to each question. That is, people who responded *don't know* were excluded in this calculation.

Among those who offer a response to this question, Canadians without a post-secondary education show a greater likelihood of feeling that Newfoundland and Labrador receives *less than its fair share* than their more educated counterparts (72% vs. 57%).

Those without a post-secondary education are also more likely to offer an opinion on this issue (24% *don't know* vs. 31% respectively).

**Table 14 - Perceived Fairness of Federal Transfer Payments:  
Newfoundland and Labrador, by Education**

	<u>More Than Its Fair Share</u> %	<u>About The Right Amount</u> %	<u>Less Than Its Fair Share</u> %
No Post-secondary	4	24	72
Post-secondary	8	35	57

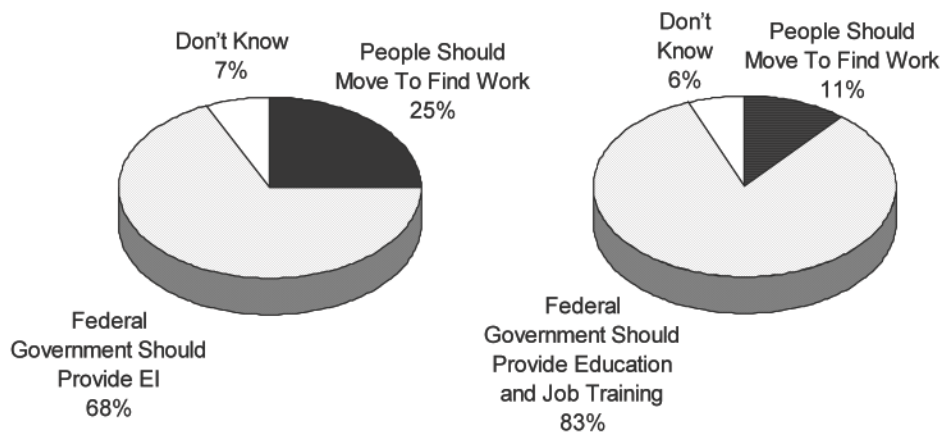
Question: And thinking about this money, do you think that Newfoundland and Labrador receives ...(READ LIST)

## Support For Federal Assistance to Rural Residents in Need

Survey respondents were asked whether people in rural Canadian communities who cannot find work year-round should look to the federal government for assistance or whether they should move to find work. Half of respondents were told that federal assistance would consist of *employment insurance*, while the other half were told it would come in the form of *education and job training*.<sup>5</sup>

A clear majority of Canadians support federal government assistance for rural Canadians without year-round employment, regardless of the nature of the initiative. However, Canadians are more likely to support assistance through *education and job training* (83%) than through *employment insurance* (68%).

**Figure 6 - Support for Federal Assistance to Rural Canadians in Need (Split Sample)**



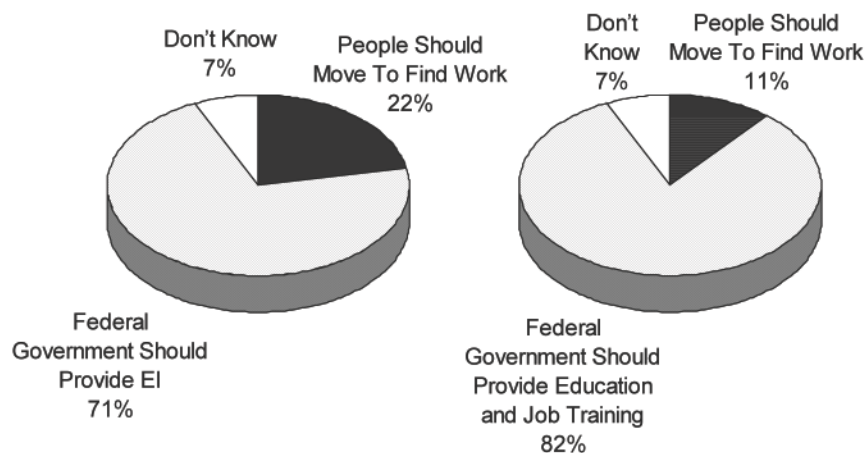
Question: Many communities in rural areas depend on seasonal jobs in such industries as farming, logging and tourism. If people in these communities cannot find enough work year-round, do you think they should move to another city or province where they can find such work, or should the federal government provide assistance such as...(SPLIT SAMPLE) employment insurance (n=635)/education and job training (n=639)?

<sup>5</sup> This question format, wherein half of people interviewed get one version of the question and the other half get the other, is denoted as a *split sample* in the Interview Schedule. The purpose is to assess the relative effect that each type of federal assistance has on people's position.

When this same question is posed in the context of rural residents of Newfoundland and Labrador without year-round employment, Canadians are equally supportive of federal assistance as they are for rural Canadians who cannot find year-round work.<sup>6</sup>

Specifically, 82% support the provision of *education and job training* in rural Newfoundland and Labrador, compared to 83% who support this initiative for rural Canadians in need. Similarly, 71% support assistance through *employment insurance* in rural Newfoundland and Labrador, compared to 68% who support this initiative for rural Canadians.

**Figure 7 - Support for Federal Assistance to Rural Residents in Newfoundland and Labrador**



Question: And now thinking about small communities in Newfoundland and Labrador, where the fisheries may not provide year-round work, do you think that people there should move to another province or city to find work, or should the federal government provide assistance such as...(SPLIT SAMPLE) employment insurance (n=635)/education and job training (n=639)?

<sup>6</sup> People received the same example of federal assistance in both questions. For example, those asked about assistance in the form of *education and job training* in the first question heard the same example in the second question..

A clear majority of residents of all provinces support federal assistance for in-need residents of rural Canada and Newfoundland and Labrador, in either of the formats tested. However, *education and job training* tends to garner more widespread support.

Quebec residents show the highest support for *education and job training* for rural Canadians (96%) and residents of Newfoundland and Labrador (93%) in need. In contrast, Albertans' support is among the lowest for both types of assistance under either regional scenario.

**Table 15 - Support for Federal Assistance to Rural Residents in Need, by Province/The Territories (Split Sample)**

	<i>For Rural Canada</i>		<i>For Rural Nfld &amp; Lab</i>	
	Support Assistance: Education & Job Training	Support Assistance: Employment Insurance	Support Assistance: Education & Job Training	Support Assistance: Employment Insurance
	%	%	%	%
Nova Scotia	83	63	81	68
New Brunswick	90	79	83	79
PEI	83	87	77	87
Quebec	96	78	93	87
Ontario	82	69	84	66
Manitoba	84	64	82	72
Saskatchewan	77	59	80	69
Alberta	67	57	65	61
British Columbia	77	55	72	58
Territories	78	71	81	71

Question: And now thinking about small communities in Newfoundland and Labrador, where the fisheries may not provide year-round work, do you think that people there should move to another province or city to find work, or should the federal government provide assistance such as...(SPLIT SAMPLE) employment insurance (n=635)/education and job training (n=639)?



Rural Canadians' support for federal assistance in rural communities across Canada and in Newfoundland and Labrador is on par or only slightly higher than that of urban Canadians.

**Table 16 - Support for Federal Assistance to Rural Residents in Need, by Urban/Rural (Split Sample)**

	<i>For Rural Canada</i>		<i>For Rural Nfld &amp; Lab</i>	
	Support Assistance: Education & <u>Job Training</u>	Support Assistance: Employment <u>Insurance</u>	Support Assistance: Education & <u>Job Training</u>	Support Assistance: Employment <u>Insurance</u>
	%	%	%	%
Rural	90	68	86	76
Urban	84	68	83	70

Question: And now thinking about small communities in Newfoundland and Labrador, where the fisheries may not provide year-round work, do you think that people there should move to another province or city to find work, or should the federal government provide assistance such as...(SPLIT SAMPLE) employment insurance (n=635)/education and job training (n=639)?

Canadians without a post-secondary education are more supportive than their more educated counterparts of assisting those in need in rural Canada and Newfoundland and Labrador, whether it is through *education and job training* or *employment insurance*.

**Table 17 - Support for Federal Assistance to Rural Residents in Need, by Education (Split Sample)**

	<i>For Rural Canada</i>		<i>For Rural Nfld &amp; Lab</i>	
	Support Assistance: Education & <u>Job Training</u>	Support Assistance: Employment <u>Insurance</u>	Support Assistance: Education & <u>Job Training</u>	Support Assistance: Employment <u>Insurance</u>
	%	%	%	%
No Post-secondary	88	75	87	83
Post-secondary	80	64	80	64

Question: And now thinking about small communities in Newfoundland and Labrador, where the fisheries may not provide year-round work, do you think that people there should move to another province or city to find work, or should the federal government provide assistance such as...(SPLIT SAMPLE) employment insurance (n=635)/education and job training (n=639)?

Men and women’s support is virtually on par for assistance through *education and job training* in rural Canada and Newfoundland and Labrador. However, in both regional scenarios women are more supportive than men of assistance through *employment insurance*.

**Table 18 - Support for Federal Assistance to Rural Residents in Need, by Gender (Split Sample)**

	<i>For Rural Canada</i>		<i>For Rural Nfld &amp; Lab</i>	
	Support Assistance: Education & <u>Job Training</u> %	Support Assistance: Employment <u>Insurance</u> %	Support Assistance: Education & <u>Job Training</u> %	Support Assistance: Employment <u>Insurance</u> %
Men	81	59	81	64
Women	85	76	83	77

Question: And now thinking about small communities in Newfoundland and Labrador, where the fisheries may not provide year-round work, do you think that people there should move to another province or city to find work, or should the federal government provide assistance such as...(SPLIT SAMPLE) employment insurance (n=635)/education and job training (n=639)?

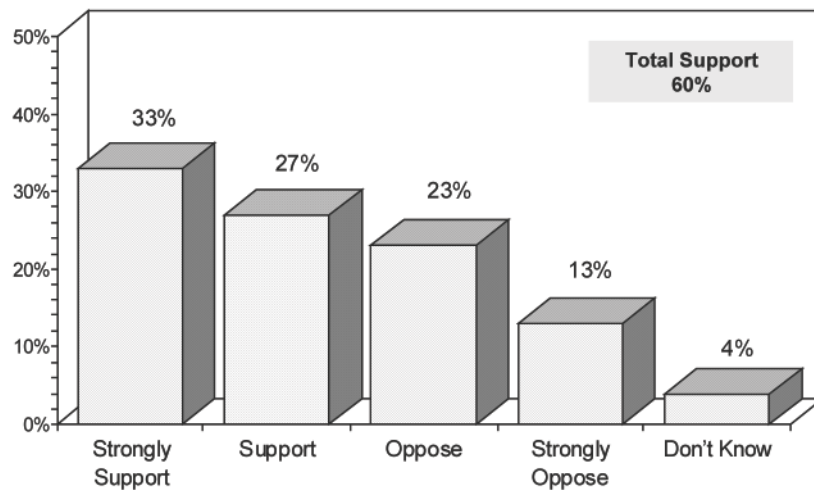
## The Senate of Canada

Respondents were given the following information about the Senate of Canada, following which they were asked about their support for equal provincial/territorial representation in the upper house:

*The Senate of Canada has 105 members. Ontario and Québec each have 24 Senators, while each of the remaining provinces and territories have 10 or less.*

Three-in-five Canadians support equal provincial/territorial representation in the Senate (60%, include 33% who *strongly agree*), compared to thirty-six percent who express opposition.

**Figure 8 - Support For Equal Provincial/Territorial Representation in the Senate of Canada**



Question: The Senate of Canada has 105 members. Ontario and Québec each have 24 senators, while each of the remaining provinces and territories have 10 or less. Some people believe Canada's Senate would be more effective if each province and territory were represented equally, so that larger and smaller provinces would have the same number of representatives in the senate. Do you support or oppose this proposal?

Support for equal provincial/territorial representation in the Senate is highest in western Canada (BC: 83%; Alberta: 81%; Saskatchewan: 81%). *Strong support* is also highest in the west (BC: 58%; Alberta: 54%; and Saskatchewan: 52%).

Meanwhile, support is lowest in Quebec (51%) and Ontario (48%), whose representation would be diluted under the proposal. Support is also low in PEI (55%).

**Table 19 - Support For Equal Provincial/Territorial Representation in the Senate of Canada, by Province/The Territories**

	<u>Strongly Support</u>	<u>Support</u>	<u>Oppose</u>	<u>Strongly Oppose</u>
	%	%	%	%
Nova Scotia	44	25	6	9
New Brunswick	42	26	21	6
PEI	30	25	23	15
Quebec	23	28	30	14
Ontario	21	27	29	19
Manitoba	42	30	17	6
Saskatchewan	52	29	13	3
Alberta	54	27	10	5
British Columbia	58	25	8	8
Territories	44	33	14	9

Question: The Senate of Canada has 105 members. Ontario and Québec each have 24 senators, while each of the remaining provinces and territories have 10 or less. Some people believe Canada's Senate would be more effective if each province and territory were represented equally, so that larger and smaller provinces would have the same number of representatives in the senate. Do you support or oppose this proposal?

Support for equal provincial/territorial representation in the Senate is higher among Canadians with no post-secondary education than it is among those who are post-secondary educated (66% vs. 57%). *Strong* support is also highest among those without a post-secondary education (41% vs. 28%).

**Table 20 - Support For Equal Provincial/Territorial Representation in the Senate of Canada, by Education**

	<u>Strongly Support</u>	<u>Support</u>	<u>Oppose</u>	<u>Strongly Oppose</u>
	%	%	%	%
No Post-secondary	41	25	21	7
Post-secondary	28	29	24	18

Question: The Senate of Canada has 105 members. Ontario and Québec each have 24 senators, while each of the remaining provinces and territories have 10 or less. Some people believe Canada's Senate would be more effective if each province and territory were represented equally, so that larger and smaller provinces would have the same number of representatives in the senate. Do you support or oppose this proposal?

Support for equal provincial/territorial representation in the Senate peaks among young women between 18 and 34 years of age (74%). *Strong* support is also highest among this group, breaking two-fifths (44%). Support is consistent among all age cohorts of men, at about three-fifths.

**Table 21 - Support For Equal Provincial/Territorial Representation in the Senate of Canada, by Generation**

	<u>Strongly Support</u>	<u>Support</u>	<u>Oppose</u>	<u>Strongly Oppose</u>
	%	%	%	%
Men 18-34	27	32	23	17
Men 35-54	32	21	23	21
Men 55 And Over	31	27	17	19
Women 18-34	44	30	19	1
Women 35-54	32	31	29	7
Women 55 And Over	37	23	22	12

Question: The Senate of Canada has 105 members. Ontario and Québec each have 24 senators, while each of the remaining provinces and territories have 10 or less. Some people believe Canada's Senate would be more effective if each province and territory were represented equally, so that larger and smaller provinces would have the same number of representatives in the senate. Do you support or oppose this proposal?

## Contributions to Canada

### Contributions to Canada: Newfoundland and Labrador vs. Own Province Territory

When asked about their province's greatest contribution to Canada, western Canadians most often perceive it to be resource-related. Specifically, residents of Saskatchewan and Manitoba commonly identify *agriculture* (55% and 35% respectively), Albertans mention *oil/natural gas* (45%), and British Columbians cite *forestry/logging* (21%).

Central Canadians are more likely to perceive their respective province's contribution linked to economic strength. Both Ontarians (46%) and residents of Quebec (18%) cite *economy/industry/money/wealth/ taxes* most frequently.

**Table 22 - Greatest Contribution by Own Province/Territory to Canada, by Province/The Territories (OPEN-END)**

<u>Nova Scotia</u>	<u>New Brunswick</u>	<u>PEI</u>
Tourism/Beauty (14%)	Bilingual Prov/French (13%)	Tourism/Beauty (20%)
Fisheries/Ports (11%)	People/Attitude (10%)	Agriculture (15%)
People/Attitude (12%)	Forestry/Logging (10%)	People/Attitude (10%)
History/Culture (10%)	Economy/Industry/Wealth (9%)	
Educated Workforce (7%)		
<u>Quebec</u>	<u>Ontario</u>	<u>Manitoba</u>
Econ./Industry/Wealth (18%)	Economy/Industry/Wealth (46%)	Agriculture (35%)
Hydro/Electricity (10%)		Hydro/Electricity (10%)
History/Culture (7%)		
<u>Saskatchewan</u>	<u>Alberta</u>	<u>British Columbia</u>
Agriculture (55%)	Oil/Natural Gas (45%)	Forestry/Logging (21%)
People/Attitude (8%)	Natural Resources (13%)	Tourism/Beauty (17%)
	Economy/Industry/Wealth (12%)	Econ./Industry/Wealth (15%)
		Natural Resources (11%)
<u>Territories</u>		
Tourism/Beauty (9%)		
Natural Resources (8%)		

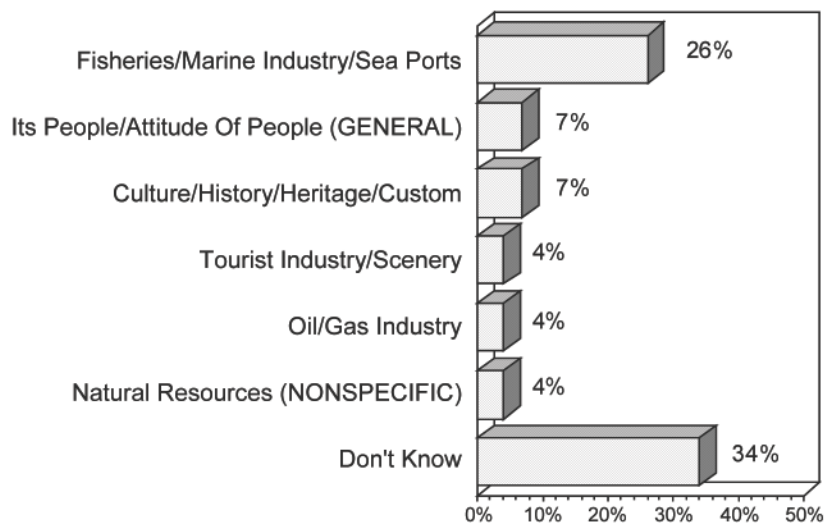
Question: In your opinion, what is your province's/territory's greatest contribution to Canada? (OPEN-END) (ACCEPT ONLY ONE RESPONSE)

## Greatest Contribution by Newfoundland and Labrador to Canada

As demonstrated earlier in this report, Canadians display greater uncertainty when asked to evaluate Newfoundland and Labrador on an open-ended basis. Specifically, when asked to state in their own words the province's most significant contribution to Canada, one-third of Canadians *do not know* (34%).

Most often Canadians identify *fisheries/marine industry/sea ports* (26%) as Newfoundland and Labrador's greatest contribution to Canada. Much less often, Canadians note Newfoundland and Labrador's *people/their attitude* (7%), *culture/history/heritage/ custom* (7%), *tourism/scenery* (4%), *the oil/gas industry* (4%), and *natural resources* (4%).

**Figure 9 - Greatest Contribution by Newfoundland and Labrador to Canada**



Question: And what do you feel is Newfoundland and Labrador's greatest contribution to Canada? (OPEN-END) (ACCEPT ONLY ONE RESPONSE)

Quebec residents are least able to identify Newfoundland and Labrador’s most significant contribution to Canada, with over one-half of residents not providing a response (56%).

Prairie residents – those in Manitoba (44%) and Saskatchewan (39%) – are most likely to note the *fisheries/marine industry/sea ports* as Newfoundland and Labrador’s most significant contribution to Canada.

**Table 23 - Greatest Contribution by Newfoundland and Labrador to Canada, by Province (OPEN-END)**

	Fisheries/ Marine Industry/ <u>Sea Ports</u>	People/ <u>Attitudes</u>	Culture/ <u>Heritage</u>	Don't <u>Know</u>
	%	%	%	%
Nova Scotia	17	15	6	28
New Brunswick	26	10	2	39
PEI	18	20	5	30
Quebec	14	4	3	56
Ontario	27	8	9	24
Manitoba	44	2	10	26
Saskatchewan	39	8	4	30
Alberta	27	8	5	32
British Columbia	33	10	8	24
Territories	17	12	12	31

Question: And what do you feel is Newfoundland and Labrador’s greatest contribution to Canada? (OPEN-END) (ACCEPT ONLY ONE RESPONSE)

### Significance of Newfoundland and Labrador’s Contribution in Various Areas

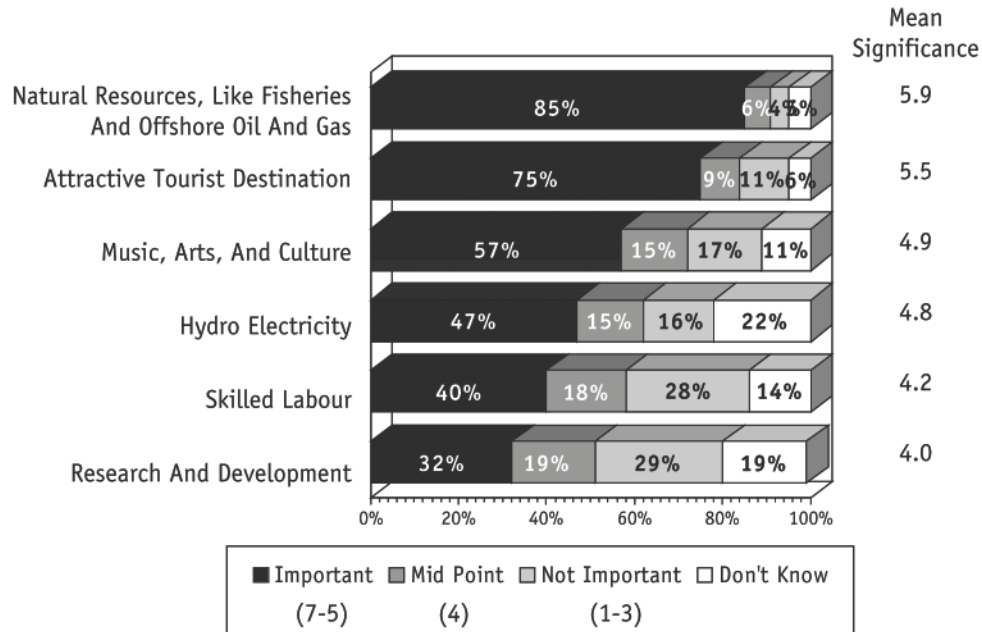
Respondents were asked to assess the significance of Newfoundland and Labrador’s contribution to Canada in six areas, on a seven-point scale where one is *not at all significant* and seven is *very significant*. None of the areas tested garner a significance rating lower than four, the mid-point on the scale.



Canadians see Newfoundland and Labrador's most significant contributions as *natural resources like fisheries and offshore oil and gas* (5.9) and as an *attractive tourist destination* (5.5).

Meanwhile, Newfoundland and Labrador's contribution to *music, arts and culture* (4.9) and *hydro electricity* (4.8) are seen to be slightly less significant, followed by *skilled labour* (4.2) and *research and development* (4.0).

**Figure 10 - Significance of Newfoundland and Labrador's Contribution to Canada in Various Areas**



Question: On a seven-point scale where one is not at all significant and seven is very significant, how significant do you think Newfoundland and Labrador's contribution to Canada is in each of the following areas? (READ & ROTATE)

Residents of Quebec tend to attribute lower significance to Newfoundland and Labrador's contribution in each of the areas considered. Particularly insignificant, according to residents of Quebec, is Newfoundland and Labrador's contribution as an *attractive tourist destination* (4.7), to *music, arts and culture* (4.3), and in *skilled labour* (4.0).

The Atlantic provinces feel that Newfoundland and Labrador’s contribution to *music, arts and culture* is particularly significant (PEI: 5.7; Nova Scotia: 5.6; New Brunswick: 5.4), as do the Territories (5.6).

**Table 24 - Significance of Newfoundland and Labrador’s Contribution to Canada in Various Areas, by Province/The Territories (Mean Score)**

	<u>Natural Resources</u>	<u>Attractive Tourist Destination</u>	<u>Music Arts &amp; Culture</u>	<u>Hydro Electricity</u>	<u>Skilled Labour</u>	<u>Research &amp; Development</u>
Nova Scotia	6.1	6.2	5.6	5.3	4.7	4.5
New Brunswick	6.1	5.9	5.4	5.1	4.7	4.6
PEI	6.0	5.8	5.7	5.4	4.7	4.4
Quebec	5.7	4.7	4.3	5.0	4.0	4.0
Ontario	6.1	5.9	5.0	4.6	4.1	3.9
Manitoba	6.1	5.6	4.8	4.9	4.3	4.0
Saskatchewan	5.8	5.6	4.9	5.3	4.6	4.6
Alberta	5.9	5.5	5.1	4.9	4.5	4.0
British Columbia	5.9	5.4	5.3	.5	4.4	4.0
Territories	5.7	5.9	5.6	5.0	5.0	4.3

Question: On a seven-point scale where one is not at all significant and seven is very significant, how significant do you think Newfoundland and Labrador’s contribution to Canada is in each of the following areas? (READ & ROTATE)

### **Comparative Overall Contribution to Canada: Newfoundland and Labrador vs. Own Province/Territory**

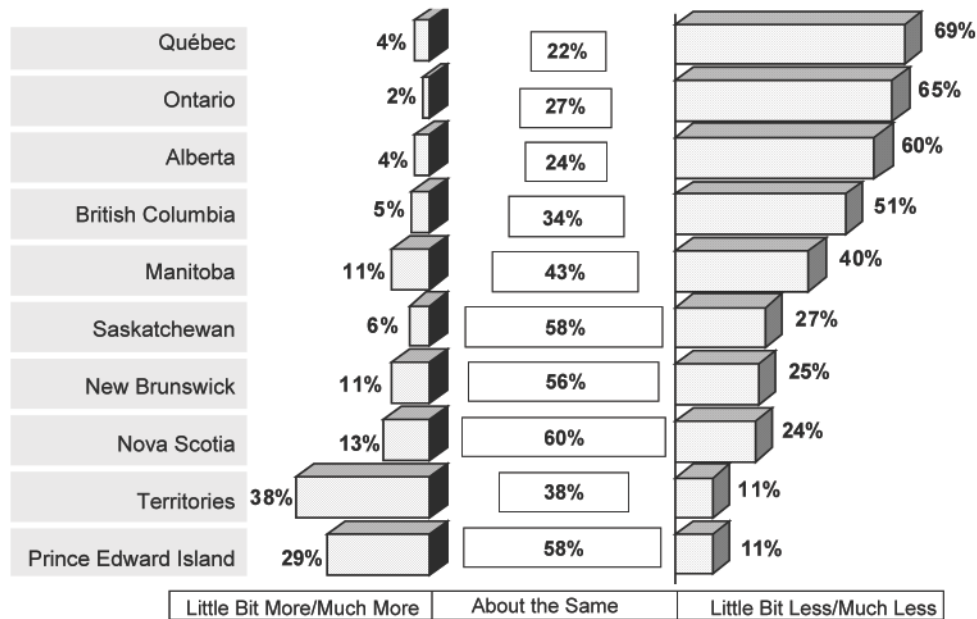
There is significant variation across the country in terms of Canadians’ perceptions of their own province/territory’s overall contribution to Canada compared to that of Newfoundland and Labrador.

A majority of residents of Canada’s central and western-most provinces feel that their provinces contribute more than Newfoundland and Labrador, while Prairie and Atlantic residents offer a more modest assessment of their provinces’ contribution.

Specifically, residents of central (Quebec: 69%; Ontario: 65%) and western Canada (Alberta: 60%; BC:51%) are most likely to feel that their province contributes more than Newfoundland and Labrador. Moreover, at least one-fifth of residents in each of these provinces feel that Newfoundland and Labrador contributes *much less* than their own province (Ontario: 33%; Quebec: 31%; Alberta: 31%; BC: 22%).

By contrast, residents of the Maritime provinces, the Prairies (Saskatchewan and Manitoba) and the Territories are most likely to feel their province/territory contributes *the same amount* or *less* than Newfoundland and Labrador.

**Figure 11 - Comparative Overall Contribution to Canada: Newfoundland and Labrador vs. Own Province/Territory**



Question: Compared to the overall contribution made by your own province/territory to the rest of the country, do you think that Newfoundland and Labrador contributes... (READ LIST)

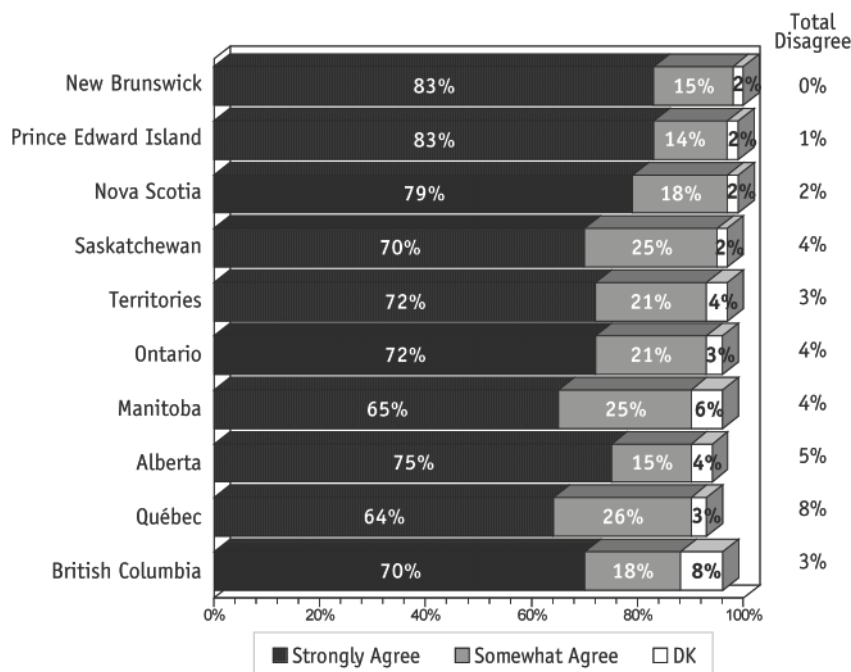
## Comparing Own Province/Territory to Newfoundland and Labrador

The following section details Canadians' perceptions of Newfoundland and Labrador in comparison to their own province/territory in five specific areas. Overall this section finds that Canadians hold Newfoundland and Labrador in good standing relative to their own province or territory. However, Canadians – particularly those in the country's central and western-most provinces – perceive Newfoundland to be weaker economically and to lack influence with the federal government in relative terms.

### Hardworking

In each province, almost all residents agree that *people from Newfoundland and Labrador work just as hard as people from their own province*. However, both overall and strong agreement with this statement is highest in the Maritime provinces.

**Figure 12 - Comparing Newfoundland and Labrador to Own Province/Territory: Hardworking**



Question: For each of the following please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree. (READ AND ROTATE) People in Newfoundland and Labrador work just as hard as people from (INSERT RESPONDENT PROVINCE/TERRITORY).

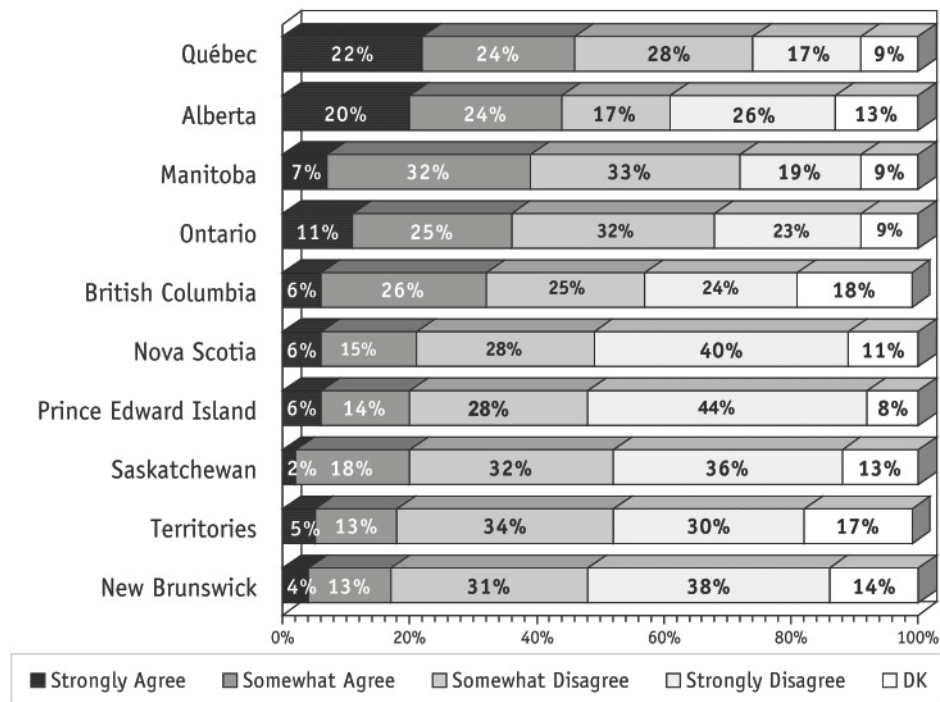
## Burden on Canada

Less than half of people in each province/the Territories agree that *Newfoundland and Labrador is a greater burden on Canada than their own province/territory*.

However, reaction to this statement varies significantly by province/the Territories. Those most likely to agree with this statement include residents of Quebec (46%) and Alberta (44%), followed less often by Manitobans (37%) and Ontarians (36%). *Strong* agreement that *Newfoundland and Labrador is a greater burden* is also highest in these provinces.

Residents of the Maritime provinces are less likely to feel that Newfoundland and Labrador is a greater burden than their own province, with less than one-quarter of residents in each province agreeing with the statement.

**Figure 13 - Comparing Newfoundland and Labrador to Own Province/Territory: Greater Burden**

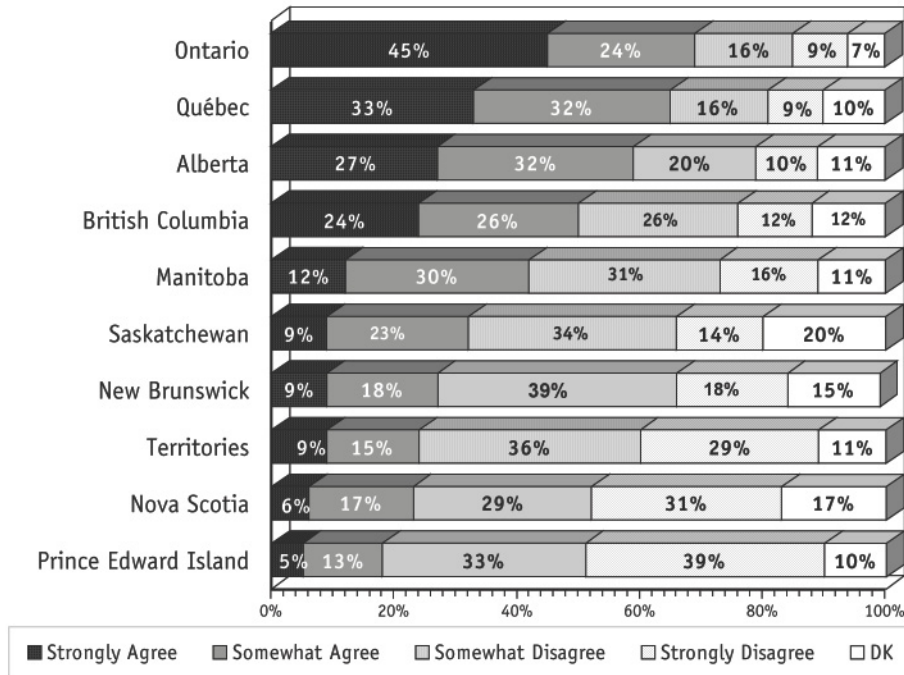


Question: For each of the following please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree. (READ AND ROTATE) Newfoundland and Labrador is a greater burden on Canada than (INSERT RESPONDENT PROVINCE/TERRITORY).

## Future Economic Strength

Central Canadians (Ontario: 69%; Quebec: 65%) and residents of the western-most provinces (Alberta: 59%; BC: 50%) are most likely to agree that *Newfoundland and Labrador will never be as economically strong as their own province*. Those least likely to agree with this statement include residents of the Maritimes (New Brunswick: 27%; Nova Scotia: 23%; PEI: 18%), and the Territories (24%).

**Figure 14 - Comparing Newfoundland and Labrador to Own Province/Territory: Future Economic Strength**



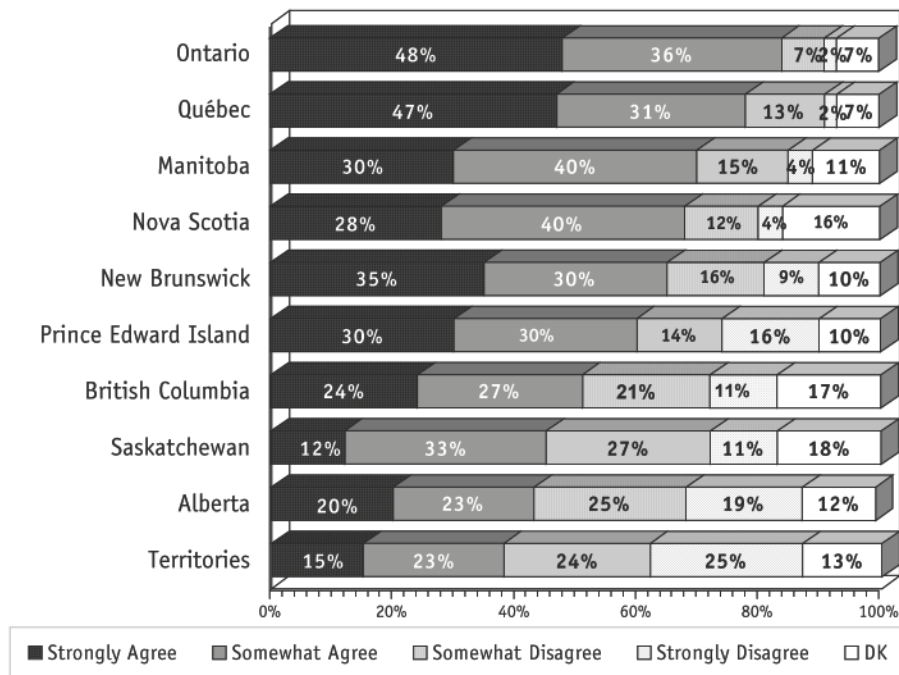
Question: For each of the following please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree. (READ AND ROTATE) The economy of Newfoundland and Labrador will never be as strong as (INSERT RESPONDENT PROVINCE/TERRITORY)s.

## Dependence on Natural Resources

Central Canadians (Ontario: 84%; Quebec: 78%) are most likely to believe that *Newfoundland and Labrador's economy is more dependent on natural resources than their own*.

In contrast, western Canadians (BC: 51%, Alberta: 43%; Saskatchewan: 45%) and residents of the Territories (38%) are least likely agree that *Newfoundland and Labrador is more dependent on natural resources than their own economy*.

**Figure 15 - Comparing Newfoundland and Labrador to Own Province/Territory: Dependence on Natural Resources**



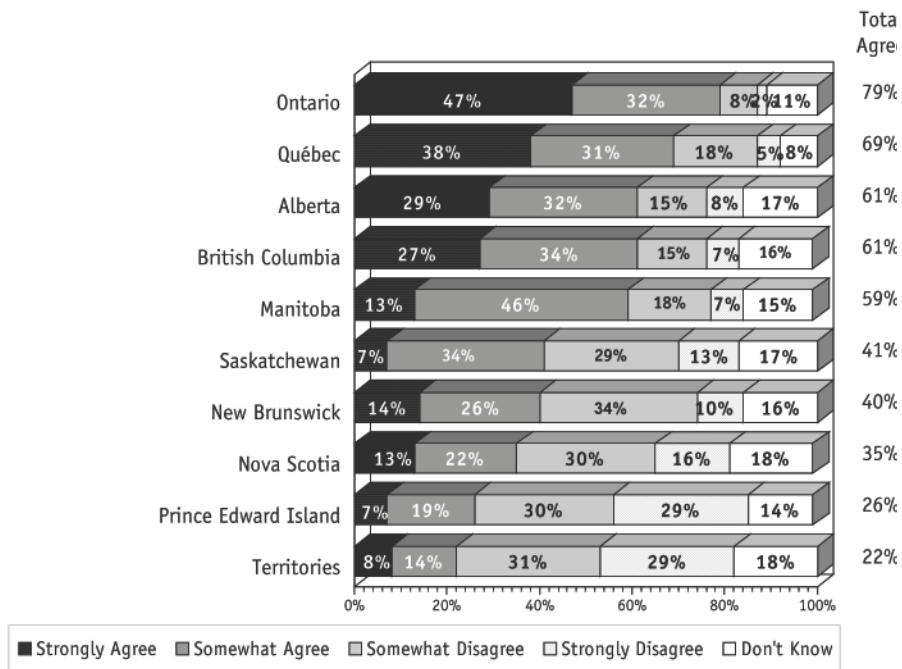
Question: For each of the following please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree. (READ AND ROTATE) The economy of Newfoundland and Labrador is more dependant on natural resources than (INSERT RESPONDENT PROVINCE/TERRITORY).

## Influence With Federal Government

Central Canadians (Ontario: 79%; Quebec: 69%) and residents of the western-most provinces (Alberta: 61%; BC: 61%) are most likely to agree that *Newfoundland and Labrador has less influence on the federal government than their own province*.

Those least likely to agree that they have *greater influence with federal powers than Newfoundland and Labrador* include residents of the Maritimes (New Brunswick: 40%; Nova Scotia: 35%; PEI: 26%) and the Territories (22%).

**Figure 16 - Comparing Newfoundland and Labrador to Own Province/Territory: Influence With Federal Government**



Question: For each of the following please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree. (READ AND ROTATE) Newfoundland and Labrador has less influence with the federal government than (INSERT RESPONDENT PROVINCE/TERRITORY).

Half of Canadians who believe that Newfoundland and Labrador is *not* treated with respect by the federal government also *strongly* agree that their own province or territory has more influence with the federal government than Newfoundland and Labrador (47%). This compares to 28% of Canadians who believe Newfoundland and Labrador is treated respectfully, who also *strongly agree* that their own province/territory has more influence.



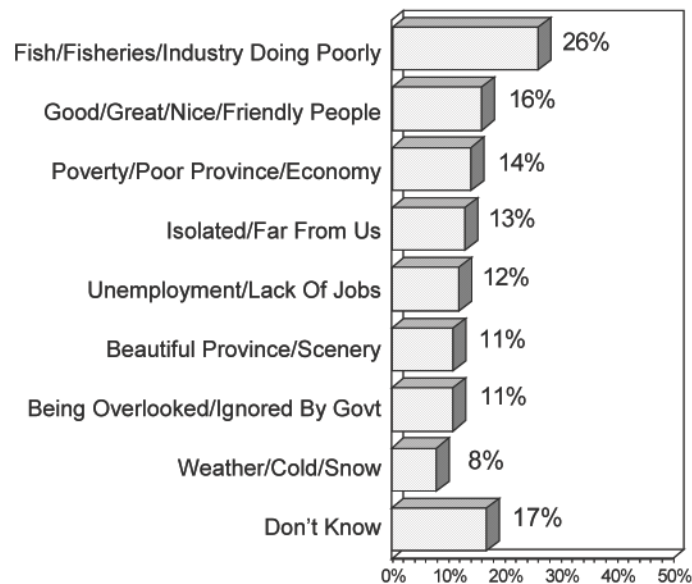
## Top-of-Mind Impressions

### Unaided Impressions of Newfoundland and Labrador and Its People

When asked what comes to mind when thinking about the province of Newfoundland and Labrador, 17% of Canadians are unable to think of anything, again confirming a widespread lack of familiarity with the province when asked to provide a response in their own words.

Canadians most often associate *fish/fisheries/ industry doing poorly* with Newfoundland and Labrador (26%). Less often, Canadians mention *good/nice friendly people* (16%), *poverty* (14%), *isolation* (13%), *unemployment* (12%), *being overlooked/ignored by the government* (11%), and *beautiful province/scenery* (11%).

**Figure 17 - What Comes to Mind Regarding Newfoundland and Labrador and Its People**



Question: Now I'd like you to think about the province of Newfoundland and Labrador. When you think about the province and its people, what comes to mind? (OPEN-END) (ACCEPT UP TO 3 RESPONSES)

Quebec residents are most likely to be unable to think of anything that they associate with Newfoundland and Labrador (25%).

Prairie residents- those in Manitoba and Saskatchewan – are most likely to associate the *failing fisheries* with Newfoundland and Labrador (36% each), while Atlantic residents commonly cite the province’s *nice, friendly people* (PEI: 39%; Nova Scotia: 39%; and New Brunswick: 30%).

**Table 25 - What Comes to Mind Regarding Newfoundland and Labrador and Its People, by Province/The Territories**  
(OPEN-END) (THREE MENTION)

	Fishing Industry Failing	Nice Friendly People	Poor Prov Economy	Isolated	Lack of Jobs	Ignored by Feds	Beautiful Prov/ Scenery	Don't Know
	%	%	%	%	%	%	%	%
Nova Scotia	20	39	13	6	10	6	6	10
New Brunswick	16	30	13	7	10	4	5	20
PEI	15	39	10	11	13	3	10	12
Quebec	24	8	18	22	12	13	12	25
Ontario	27	18	9	9	12	15	13	15
Manitoba	36	13	21	6	21	6	16	14
Saskatchewan	36	15	13	11	14	6	8	17
Alberta	21	17	17	10	15	5	8	18
BC	31	17	16	18	10	6	4	13
Territories	29	22	20	7	16	2	13	19

Question: Now I'd like you to think about the province of Newfoundland and Labrador. When you think about the province and its people, what comes to mind? (OPEN-END) (ACCEPT UP TO 3 RESPONSES)

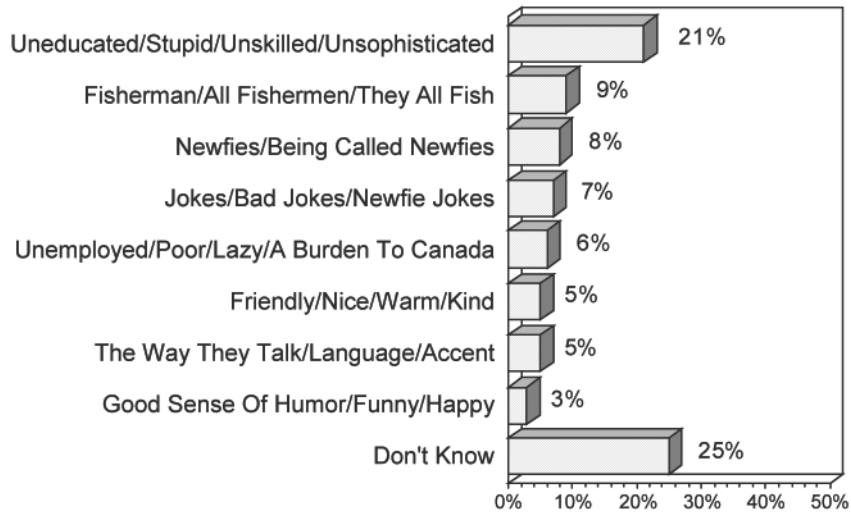
## Stereotypes

One-quarter of Canadians are unable to identify a common stereotype about people from Newfoundland and Labrador on an open-ended basis (25% *don't know*).

The most commonly cited stereotype classifies people from Newfoundland and Labrador as *uneducated/stupid/unskilled/ unsophisticated* (21%). Other stereotypes offered by Canadians include the belief that people from Newfoundland and Labrador are all *fishers* (9%), that they tend to be *unemployed/poor/lazy/a burden to Canada* (6%), *friendly/nice/warm/kind* (5%), and that they have *a good sense of humour* (3%).

General observations about the province and its people include the nickname *Newfies* (8%), *Newfie jokes* (7%), and *their accent/the way they talk* (5%).

**Figure 18 - Most Common Stereotype About People From Newfoundland and Labrador**



Question: What do you think is the most common stereotype about people from Newfoundland and Labrador? (OPEN-END) (ACCEPT ONLY ONE RESPONSE)

The stereotype that people from Newfoundland and Labrador are *uneducated/stupid/unsophisticated* is considered to hold the least truth, according to those who offer it (81% *not very much/no truth at all*).

By contrast, people who mention the following stereotypes tend to feel they hold at least some truth: that people from Newfoundland and Labrador tend to be *friendly/nice/warm/kind* (94% a lot/little bit of truth), that *they are all fishers* (75%), and they have *accents* (67%).

It is also important to note that two-thirds of those who offered *unemployed and lazy* as a stereotype believe it is at least somewhat true of the people of Newfoundland and Labrador (65%).

**Table 26 - Extent to Which Stereotypes About People From Newfoundland and Labrador Hold Truth, by Stereotype**

	A Lot/ Little Bit <u>Of Truth</u>	Not Very Much Truth/No <u>Truth At All</u>
	%	%
Uneducated/Stupid/Unsophisticated	19	81
All Fishers	75	25
Being Called Newfies	14	79
Jokes/Newfie Jokes	23	77
Unemployed/Poor/Lazy/Burden	65	30
Friendly/Nice/Warm/Kind	94	6
Accent/Way They Talk	67	33

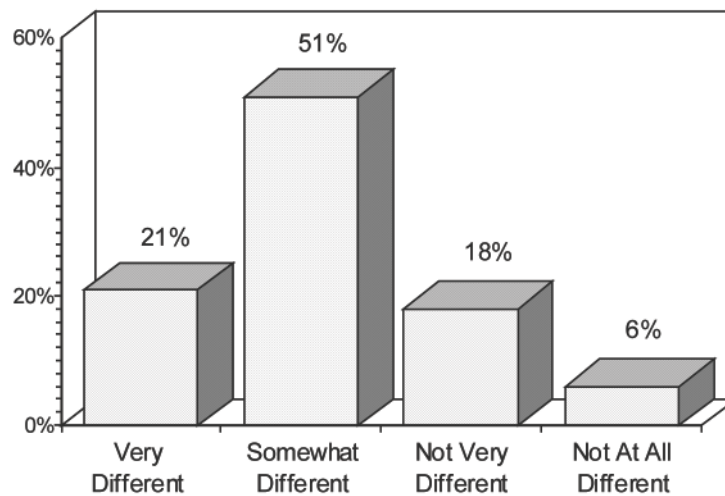
Question: What do you think is the most common stereotype about people from Newfoundland and Labrador? (OPEN-END) (ACCEPT ONLY ONE RESPONSE)

## Attitudes Towards People of Newfoundland and Labrador

### Extent to Which Newfoundland and Labrador's Culture Differs From Rest of English Canada

Canadians tend to view their Newfoundland and Labrador counterparts as culturally distinct from themselves. Specifically, over seven-in-ten Canadians (72%) feel that the culture of Newfoundland and Labrador is at least somewhat different from the rest of English Canada, including 21% who feel it is *very different*. One-quarter (24%) feels Newfoundland and Labrador's culture is *not very* (18%) or *not at all* (6%) different.

**Figure 19 - Extent to Which Newfoundland and Labrador's Culture Differs From Rest of English Canada**



Question: When you think about Newfoundland and Labrador, how different do you believe its culture is from the rest of English-speaking Canada?

There is no regional consensus on the extent to which the culture in Newfoundland and Labrador differs from the rest of English Canada. Those most likely to feel that the culture of Newfoundland and Labrador differs from the rest of English Canada include residents of Ontario (81%), the Territories (80%), Alberta (75%), and PEI (75%).

Not surprisingly, Quebec residents are least likely to feel that Newfoundland and Labrador’s culture differs overall from the rest of English Canada (59%).

**Table 27 - Extent to Which Newfoundland and Labrador’s Culture Differs From Rest of English Canada, by Province**

	<u>Very Different</u>	<u>Somewhat Different</u>	<u>Not Very Different</u>	<u>Not At All Different</u>
	%	%	%	%
Nova Scotia	15	53	19	11
New Brunswick	13	50	28	6
PEI	22	53	18	6
Quebec	25	34	28	6
Ontario	22	59	11	4
Manitoba	20	48	24	4
Saskatchewan	8	61	22	8
Alberta	16	59	16	5
British Columbia	18	53	18	8
Territories	27	53	10	5

Question: When you think about Newfoundland and Labrador, how different do you believe its culture is from the rest of English-speaking Canada?

Canadians who have visited Newfoundland and Labrador are slightly more likely than those who have not to believe that its culture differs from the rest of English Canada (79% vs. 70% respectively). Similarly, those with family and/or friends in Newfoundland and Labrador are more likely than those without to feel the province’s culture is different (79% vs. 70%).

## Agreement with Statements About Newfoundland and Labrador, Its People, and Canadian Values

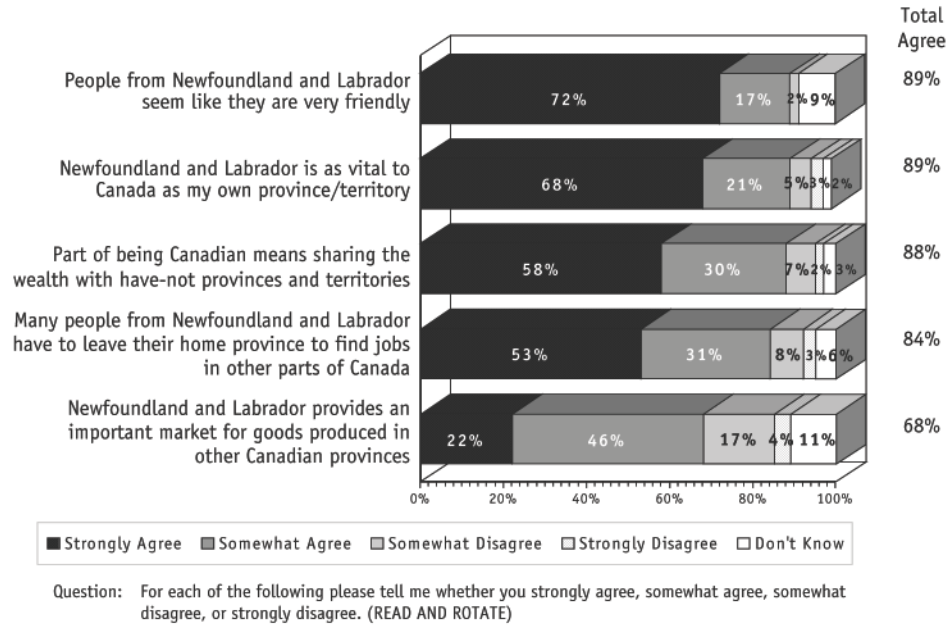
Respondents were read nine statements about Newfoundland and Labrador and its people and asked whether they agree or disagree with each.

Agreement is highest with statements about the importance of the province and kindness of its people. More than four-fifths agree that *people from Newfoundland and Labrador seem very friendly* (89% agree) and that *Newfoundland and Labrador is as vital to Canada as their own province/territory* (89%). These statements also garner the greatest proportion of *strong agreement*: over two-thirds each.

Canadians also acknowledge the province's loss of human capital, with 84% agreeing that *many people from Newfoundland and Labrador have to leave their home province to find jobs* (84%). However, Canadians accept the concept of distribution payments for provinces in need.

Specifically, Canadians overwhelmingly agree that *part of being Canadian means sharing the wealth with have-not provinces* (88%) and are unlikely to agree that *it is unfair that money from their own province/territory goes to people in Newfoundland and Labrador who don't have jobs* (32%) (see Figure 28B).

**Figure 28A - Agreement with Statements About Newfoundland and Labrador, Its People, and Canadian Values**

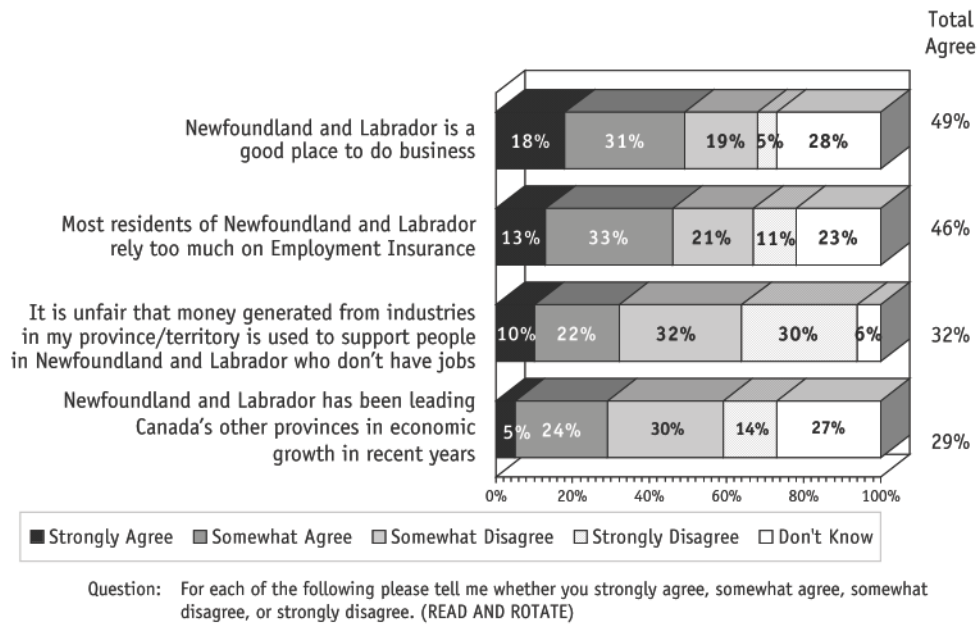


Agreement and overall familiarity is seen to decline when considering Newfoundland and Labrador’s economic situation. Of particular interest is the fact that more than one-fifth of Canadians *don't know* whether *Newfoundland and Labrador is a good place to do business* (28%), that *Newfoundland and Labrador is leading the provinces in economic growth* (27%) and *whether residents' rely too much on employment insurance* (23%).

As well, one-in-ten Canadians *don't know* if *Newfoundland and Labrador provides an important market for goods produced in other Canadian provinces* (11%).



**Figure 28B - Agreement with Statements About Newfoundland and Labrador, Its People, and Canadian Values**



The following two tables illustrate the proportion of Canadians that agree with each statement and the proportion that are unable to respond, broken down by province/the Territories. These results are displayed over two tables due to space constraints.

Quebec residents are among the most likely to agree that *residents of Newfoundland and Labrador rely on EI too much* (48%) and that *it is unfair that money generated in Quebec goes to unemployed people in Newfoundland and Labrador* (37%). Meanwhile, Quebec residents are among the least likely to agree with each of the other statements. Furthermore, Quebec residents are more likely than average to *not know* whether *Newfoundland and Labrador are leading the provinces in economic growth* (30%) and whether *people from Newfoundland and Labrador seem very friendly* (18%).

Maritime residents are more likely than others to agree that *people from Newfoundland and Labrador seem very friendly*, that *Newfoundland and Labrador is a good place to do business*, and that *Newfoundland and Labrador is leading the provinces in terms of economic growth*.

**Table 29 A- Agreement with Statements About Newfoundland and Labrador, Its People, and Canadian Values**

	People From Nfld/Lab Seem Very <u>Friendly</u>	Nfld/Lab As Vital To Cda as Own <u>Prov/Terr</u>	Being Cdn Means Sharing W/ Have-Not <u>Prov/Terr</u>	Many Lv Nfld/Lab To Find <u>Jobs</u>	Nfld/Lab Impt Mkt For Goods From <u>Other Prov/Terr</u>
	%	%	%	%	%
Nova Scotia					
Total Agree	99	97	95	95	72
Don't Know	1	2	1	3	12
New Brunswick					
Total Agree	98	92	94	86	73
Don't Know	2	4	2	6	15
PEI					
Total Agree	99	98	94	97	75
Don't Know	1	1	1	2	9
Quebec					
Total Agree	79	85	79	74	59
Don't Know	18	3	4	8	11
Ontario					
Total Agree	93	89	90	85	72
Don't Know	5	1	2	4	9
Manitoba					
Total Agree	92	94	94	87	79
Don't Know	6	2	2	6	11
Saskatchewan					
Total Agree	89	96	96	89	74
Don't Know	11	1	1	8	15
Alberta					
Total Agree	89	92	87	89	68
Don't Know	9	3	2	5	15
British Columbia					
Total Agree	90	93	92	84	64
Don't Know	10	2	4	8	14
Territories					
Total Agree	99	94	94	92	72
Don't Know	0	1	3	3	16

Question: For each of the following please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree. (READ AND ROTATE)

**Table 29 B - Agreement with Statements About Newfoundland and Labrador, Its People, and Canadian Values**

	Nfld/Lab Good Place To Do <u>Business</u> %	Residents of Nfld/Lab Rely On EI <u>Too Much</u> %	Unfair That Money From My Prov/Terr Goes To <u>Nfld/Lab</u> %	Nfld/Lab Leading Provinces In <u>Eco Growth</u> %
Nova Scotia				
Total Agree	64	36	28	46
Don't Know	28	18		
3 25				
New Brunswick				
Total Agree	54	34	30	45
Don't Know	36	20	3	21
PEI				
Total Agree	66	47	30	42
Don't Know	29	7	4	19
Quebec				
Total Agree	43	48	37	24
Don't Know	25	20	6	30
Ontario				
Total Agree	53	32	30	29
Don't Know	24	22	5	27
Manitoba				
Total Agree	55	48	25	31
Don't Know	34	25	6	26
Saskatchewan				
Total Agree	53	32	30	26
Don't Know	36	33	11	30
Alberta				
Total Agree	45	48	40	29
Don't Know	35	25	6	25
British Columbia				
Total Agree	41	46	26	31
Don't Know	34	27	9	27
Territories				
Total Agree	49	39	25	36
Don't Know	35	19	8	25

Question: For each of the following please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree. (READ AND ROTATE)

As the following table demonstrates, Canadians who feel that Newfoundland and Labrador gets *less than its fair share* in distribution payments from the federal government are most likely to *strongly agree* that *part of being Canadian means sharing the wealth with have-not provinces* (67%).

Furthermore, Canadians who believe that Newfoundland and Labrador receives *less than its fair share* are most likely to *strongly disagree* that *it is unfair that money generated in their province/territory goes to people in Newfoundland and Labrador who do not have jobs* (42%). Total disagreement is also highest among this group (69%).

**Table 30 - Fairness of Transfer Payments to Newfoundland and Labrador, by Agreement With Statements About Distribution Payments**

	<i>Part of Being Canadian Is Sharing With Have-Not Provinces</i>			
	<u>Strongly Agree</u>	<u>Somewhat Agree</u>	<u>Somewhat Disagree</u>	<u>Strongly Disagree</u>
	%	%	%	%
More Than Fair Share	47	40	13	<1
About The Right Amount	54	35	7	3
Less Than Fair Share	67	21	8	2

	<i>It is unfair that money generated in my province/territory goes to people in Newfoundland and Labrador who do not have jobs</i>			
	<u>Strongly Agree</u>	<u>Somewhat Agree</u>	<u>Somewhat Disagree</u>	<u>Strongly Disagree</u>
	%	%	%	%
More Than Fair Share	8	31	46	15
About The Right Amount	14	27	31	24
Less Than Fair Share	9	19	27	42

Question: For each of the following please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree. (READ AND ROTATE)...It is unfair that money generated from industries in my province/territory is used to support people in Newfoundland and Labrador who don't have jobs/Part of being Canadian means sharing the wealth with have-not provinces and territories.

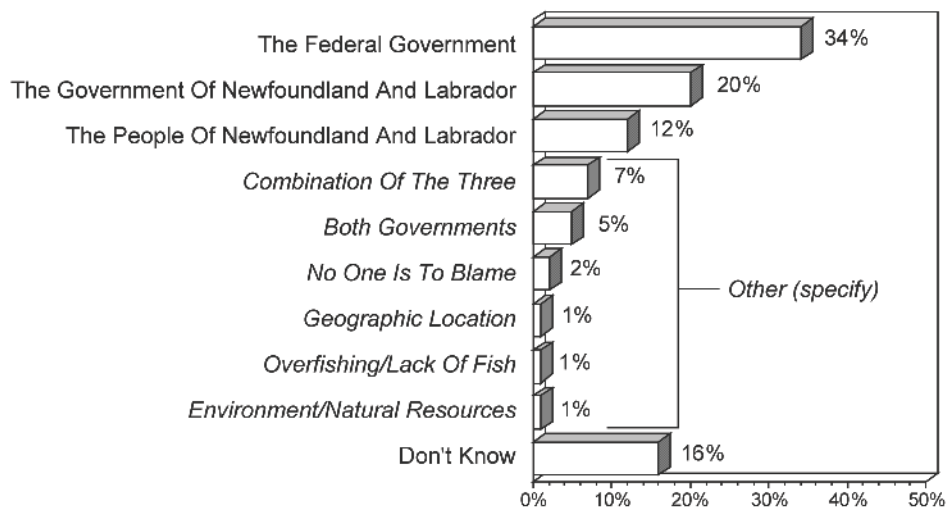
And thinking about this money, do you think that Newfoundland and Labrador receives ...(READ LIST)

## Responsibility For Newfoundland and Labrador's Economic Problems

A plurality of Canadians feels that *the federal government* is most responsible for Newfoundland and Labrador's economic problems (34%). Less often, Canadians identify the *government of Newfoundland and Labrador* as being most responsible (20%), followed by *the province's people* (12%).

Sixteen percent of Canadians do not know who is most responsible for Newfoundland and Labrador's economic problems.

**Figure 21 - Who is Most Responsible for Newfoundland and Labrador's Economic Problems**



Question: Who do you think is most responsible for Newfoundland and Labrador's economic problems? (READ AND ROTATE)

Those most likely to hold the *federal government* responsible include residents of Nova Scotia (45%) and Manitoba (40%). By contrast, Ontarians are least likely to attribute Newfoundland and Labrador's economic problems to the *federal government* (29%).

**Table 31 - Who is Most Responsible for Newfoundland and Labrador's Economic Problems, by Province/Territory**

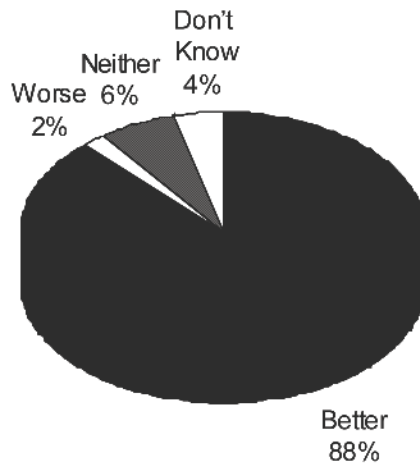
	<u>Federal Government</u>	<u>Government of Newfoundland &amp; Labrador</u>	<u>People of Newfoundland &amp; Labrador</u>	<u>Don't Know</u>
	%	%	%	%
Nova Scotia	45	17	6	8
New Brunswick	34	23	12	12
PEI	37	22	9	14
Quebec	36	18	15	16
Ontario	29	19	11	19
Manitoba	40	21	6	15
Saskatchewan	39	12	10	21
Alberta	35	23	14	12
British Columbia	38	24	10	12
Territories	37	20	11	18

Question: Who do you think is most responsible for Newfoundland and Labrador's economic problems? (READ AND ROTATE)

## Canada Better or Worse With Newfoundland and Labrador Member of Confederation

Canadians overwhelmingly feel that Canada is *better* with Newfoundland and Labrador as a member of Confederation (88%). Only 2% of Canadians feel that Canada is *worse* with Newfoundland and Labrador, and 10% do not take a position on the issue (6% *neither*; 4% *don't know*).

**Figure 22 - Canada Better or Worse With Newfoundland and Labrador Member of Confederation**



Question: All things considered, do you think that Canada is a better or worse place with Newfoundland and Labrador as a member of confederation?

Quebec residents are least likely to feel that Canada is a better place with Newfoundland and Labrador as a member of Confederation (71%) and more likely than other provinces to not take a position on the issue (24%).

Residents of Saskatchewan are also unlikely to take a position (15%), but are still likely to feel that Canada is a better place with Newfoundland and Labrador as a member of Confederation (84%).

**Table 32 - Canada Better or Worse With Newfoundland and Labrador Member of Confederation**

	<u>Better</u>	<u>Worse</u>	<u>No Position</u>
	%	%	%
Nova Scotia	92	2	6
New Brunswick	91	1	8
PEI	94	2	4
Quebec	71	5	24
Ontario	96	1	3
Manitoba	95	1	4
Saskatchewan	84	2	15
Alberta	91	1	8
British Columbia	91	2	7
Territories	90	2	9

Question: All things considered, do you think that Canada is a better or worse place with Newfoundland and Labrador as a member of confederation?

Canadians with friends and/or family in Newfoundland and Labrador are more likely than those without to feel that Canada is a better place with the province as a member of Confederation (96% vs. 85% respectively). Similarly, Canadians who have visited Newfoundland and Labrador are more likely than those who have not to feel that Canada is better including the province (94% vs. 87%).



## Attitudes Correlated With the Perception That Newfoundland and Labrador Is a Burden on Canada

The statistical technique of multivariate regression analysis was used to determine the strength with which various attitudes are correlated with the perception that *Newfoundland and Labrador is a greater burden on Canada than a respondents' province or territory*. That is, regression demonstrates the extent to which people who agree with Statement A also show likelihood to agree with Statement B.

Analysis reveals that the perception that Newfoundland and Labrador is *a greater burden on Canada than a respondents' province/territory* is highly correlated with the perception that *residents of the province rely heavily on employment insurance, that the province is not as self-sufficient as other provinces and that the province is generally more economically dependent on natural resources than other provinces*. Those factors which are identified as having a strong negative relationship<sup>7</sup> with the perception of Newfoundland and Labrador as a burden on Canada include the view that *the province is as vital to Canada as other provinces, that its people are as hardworking as other Canadians and that it is leading the country in economic growth*. In the case of this last factor, previous analysis shows that knowledge of this fact is not widespread across the country, however, those who recognize this information appear to be influenced by it to disagree that Newfoundland and Labrador poses a more significant burden to Canada than their own province.

A full table of attitudes that are correlated with the opinion that Newfoundland and Labrador is a greater burden on Canada than my own province/territory and their corresponding coefficients can be found in Appendix A.

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<sup>7</sup> Having a negative relationship refers to obtaining a negative coefficient in the regression analysis. Specifically, the more likely Canadians are to agree with these attitudes, the less likely they are to hold the perception that *Newfoundland and Labrador is a burden on the country*.

## **Attitudes Correlated With the Perception That Newfoundland and Labrador is as Vital to Canada as My Own Province/Territory**

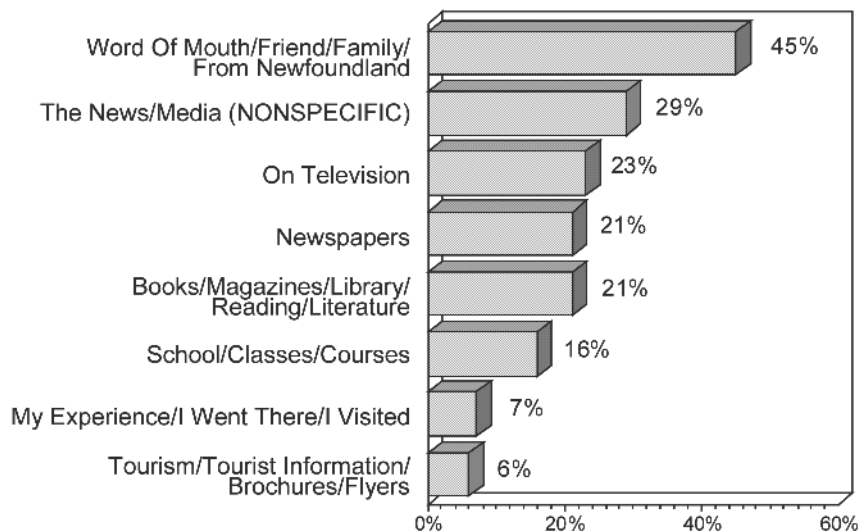
Multivariate analysis reveals four attitudes in particular which are correlated with the perception that *Newfoundland and Labrador is a vital part of Canada*. The strongest of all is agreement with the “Canadian” notion that *part of being Canadian means sharing the wealth with have-not provinces*. Also influential in viewing *Newfoundland and Labrador as a vital part of Confederation* is the perception that *the province represents an important market for goods produced in other provinces* and that *residents of the province are as hard working as those in other provinces*. Furthermore, the more Canadians agree that *Newfoundland and Labrador is a vital part of the country*, the more likely they are to disagree that *the province is a burden on the rest of Canada*.

# Sources of Information About Newfoundland and Labrador

A plurality of Canadians gets most of their information about Newfoundland and Labrador through *word of mouth*, including *friends and family from the province* (45%). Less often, Canadians' information comes from the *news/media generally* (29%), *television* (23%), *books/magazines/library/reading/literature* (21%), *newspapers* (21%), or *school/classes/courses* (16%).

Less than one-in-ten Canadians mention *personal experience*, including *visiting the province* (7%), *tourism/tourist information/flyers/brochures* (6%), *personal knowledge/interest/research* (5%), the *Internet* (4%), *documentaries* (2%), *radio* (2%) or *government* (1%).

**Figure 23 - Sources of Information About Newfoundland and Labrador**



Question: (TOTAL MENTION) Thinking about everything you know about Newfoundland and Labrador, where did you get most of your information? (OPEN-END) (ACCEPT UP TO THREE RESPONSES)

Atlantic Canadians are particularly likely to get their information about Newfoundland and Labrador via *word of mouth* (Nova Scotia: 69%; PEI: 64%; New Brunswick: 59%), as are residents of the Territories (68%). Meanwhile, the rest of Canada is slightly more dependent on the *news/media* for information about the province.

**Table 33 - Sources of Information About Newfoundland and Labrador, by Province/The Territories**

	Word of Mouth Friend/Family From Nfld/Lab %	News/ Media %	Television %	Books/Mags/ Library/Reading Literature %	Newspapers %
Nova Scotia	69	20	14	13	13
New Brunswick	59	27	30	15	15
PEI	64	21	25	16	14
Quebec	25	26	34	17	26
Ontario	50	32	13	24	19
Manitoba	43	31	25	25	17
Saskatchewan	42	36	29	30	21
Alberta	55	27	27	22	20
British Columbia	48	30	26	18	21
Territories	68	22	24	17	11

Question: (TOTAL MENTION) Thinking about everything you know about Newfoundland and Labrador, where did you get most of your information? (OPEN-END) (ACCEPT UP TO THREE RESPONSES)

As one would expect, Canadians with friends or family in Newfoundland and Labrador are more likely than those without to report *word of mouth including friends and family in the province* among the ways in which they get information (29% vs. 1% respectively).

It is also not surprising that Canadians who have visited Newfoundland and Labrador are more likely than those who have not to cite *personal experience* among the ways in which they have acquired information about the province (66% vs. 38% respectively).

**Table 34 - Sources of Information About Newfoundland and Labrador, by Exposure to Newfoundland and Labrador**

	Word of Mouth/ Friend/Family <u>In Nfld/Lab</u> %		Personal Experience/ <u>Visited Nfld/Lab</u> %
<i>Friends/Family:</i>		<i>Ever Visited Nfld/Lab:</i>	
Yes	29	Yes	66
No	1	No	38

Question: (TOTAL MENTION) Thinking about everything you know about Newfoundland and Labrador, where did you get most of your information? (OPEN-END) (ACCEPT UP TO THREE RESPONSES)

## Appendix A:

### Regression Analysis Tables of Results

Multivariate regression analysis is a technique that attempts to predict relationships of causality between different variables or attitudes. In the case of this research, responses to certain attitudinal measurements are used to predict whether respondents hold or reject other attitudes expressed in the study.

The correlation coefficients listed in the following tables are the result of regression analysis and denote the strength of the relationship between two variables. The tables list variables in order of strength. The stronger the relationship, the closer the coefficient will be to the absolute value of 1.0 (may be negative or positive). A negative coefficient indicates a negative relationship between the two variables in question. For example, in the following table, the coefficient of  $-.183$  signifies that the more likely Canadians are to agree that *Newfoundland and Labrador is as vital to Canada as my own province/territory*, the less likely they are to hold the perception that *Newfoundland and Labrador is a burden on the country*.

The following table summarizes variables correlated with the view that *Newfoundland and Labrador is a Burden on Canada* and their respective coefficients.

**Table A - Attitudes Correlated With the Perception That Newfoundland and Labrador is a Burden on Canada**

<b>Drivers</b>	<b>Coefficient*</b>
Most residents of Newfoundland and Labrador rely too much on Employment Insurance	.207
Newfoundland and Labrador will never be as self-sufficient as [my province]	.199
Newfoundland and Labrador is as vital to Canada as my own province/territory	-.183
People in Newfoundland and Labrador work just as hard as people from [my province]	-.119
The economy of Newfoundland and Labrador is more dependant on natural resources than [my province]	.096
Newfoundland and Labrador has been leading Canada's other provinces in economic growth in recent years	-.085

\* *Coefficients are significant nineteen times out of twenty.*

The following table summarizes variables correlated with the view that *Newfoundland and Labrador is a vital part of Canada* and their respective coefficients.

**Table B - Attitudes Correlated With The Perception That Newfoundland and Labrador is as Vital to Canada as My Own Province/Territory**

<b>Drivers</b>	<b>Coefficient*</b>
Part of being Canadian means sharing the wealth with have-not provinces and territories	.235
Newfoundland and Labrador provides an important market for goods produced in other Canadian provinces	.188
Newfoundland and Labrador is a greater burden on Canada than [my province/territory]	-.184
People in Newfoundland and Labrador work just as hard as people from [my province]	.113

\* Coefficients are significant nineteen times out of twenty.