

PROVINCIAL PREMIERS AND THEIR CHALLENGES AHEAD: CANADIANS RATE WHICH ISSUES THEIR PREMIERS WILL FACE IN A DECADE – A GREATER CHALLENGE, THE SAME, OR LESS

*Services For The Elderly, Medicare, Waste Disposal And Energy
Top The List Of Greater Challenges Ahead*



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PROVINCIAL PREMIERS AND THEIR CHALLENGES AHEAD: CANADIANS RATE WHICH ISSUES THEIR PREMIERS WILL FACE IN A DECADE – A GREATER CHALLENGE, THE SAME, OR LESS

Services For The Elderly, Medicare, Waste Disposal And Energy Top The List Of Greater Challenges Ahead

Toronto, ON – As The Empire Club of Canada gets set to initiate it's new speaker series titled **The Premiers And The Challenges Ahead**, a new Ipsos-Reid survey conducted on behalf of this organization reveals that out of fourteen key issues that may be a greater challenge to their own Premier a decade from now (whoever that may be), Canadians are acutely focused on elder services and family healthcare delivery issues that will likely prove to be greater challenges for their Provincial Premier ten years from now compared to today.

Specifically, seven in ten Canadians (72%) point to "services for the elderly and their specific home and healthcare needs" as an issue that will be a greater challenge for their Premier in ten years, and majorities regard the challenges of "ensuring Medicare and healthcare for individuals and families" (66%), "having adequate disposal facilities for garbage and waste" (64%), and "ensuring reliable and affordable sources of energy" (59%) the same way.

The Empire Club of Canada Premiers' Speaker Series 2004 - 2005 forum will present the views of Canada's leading provincial political figures on the most pressing challenges and opportunities facing the nation today and the years ahead. This first-of-its kind luncheon series is presented by Bell Canada. The Premiers and their speaking dates will be confirmed during the course of the 2004-2005 season. Premiers speaking through mid-January at The Empire Club include:



Premier/Province/Territory	Date
The Honourable Bernard Lord New Brunswick	September 23
The Honourable Gary Doer Manitoba	September 30
The Honourable Patrick Binns Prince Edward Island	October 21
The Honourable John Hamm Nova Scotia	November 4
The Honourable Joseph Handley Northwest Territories	November 24
The Honourable Dennis Fentie Yukon Territory	January 13

The Empire Club of Canada (www.empireclub.org) is the nation's speakers' forum of record. Since 1903, it has hosted more than 2500 prominent Canadian and international leaders on a wide range of topics relating to political affairs, business, sciences, the arts and religion.

These are the findings of an Ipsos-Reid/The Empire Club of Canada survey conducted from September 10th to September 13th, 2004. For the survey, a representative randomly selected sample of 1000 adult Canadians were interviewed by telephone. With a sample of this size, the results are considered accurate to within ± 3.1 percentage points, 19 times out of 20, of what they would have been had the entire adult Canadian population been polled. The margin of error will be larger within regions and for other sub-groupings of the survey population. These data were weighted to ensure the sample's regional and age/sex composition reflects that of the actual Canadian population according to the 2001 Census data.

The Largest Portion Of Canadians Point To “Providing Services For the Elderly And Their Specific Home And Healthcare Needs” As The Issue That Will Be A Greater Challenge For Premiers In Ten Years...

In the survey, Canadians were asked to think about a range of different types of challenges that might face a Premier in their province. They were asked whether they felt each of these challenges would be greater today, less than today, or about the same as today, for a Premier of their Province ten years from now.

When each of these types of challenges are ranked according to the percentage of Canadians who think that it will become a greater challenge for their Premier in ten years time than it is today:

1. **“Services for the elderly and their specific home and healthcare needs”** tops the list with 72% of Canadians saying this will be a greater challenge, 10% saying less of a challenge, and 17% saying it will remain the same challenge (1% “don’t know”); followed by
2. **“Ensuring Medicare and Healthcare for individuals and families”**, with 66% of Canadians saying this will be a greater challenge, 13% saying less of a challenge, and 21% saying it will remain the same challenge;
3. **“Having adequate disposal facilities for garbage and waste”**, with 64% of Canadians saying this will be a greater challenge, 11% saying less of a challenge, and 25% saying it will remain the same challenge;
4. **“Ensuring reliable and affordable sources of energy”**, with 59% of Canadians saying this will be a greater challenge, 11% saying it will be less of a challenge, and 29% saying it will remain the same challenge (1% “don’t know”);



5. **“Providing a clean environment for citizens”**, with 58% of Canadians saying this will be a greater challenge, 11% saying it will be less of a challenge, and 30% saying it will remain the same challenge;
6. **“Helping communities deal with crime and violence”**, with 54% of Canadians saying this will be a greater challenge, 9% saying it will be less of a challenge, and 36% saying it will remain the same challenge;
7. **“Providing funding for municipal services such as roads and local transit”**, with 53% of Canadians saying this will be a greater challenge, 11% saying it will be less of a challenge, and 36% saying it will remain the same challenge;
8. **“Providing social services programs for those less fortunate such as those on welfare or the homeless”**, with 52% of Canadians saying this will be a greater challenge, 13% saying it will be less of a challenge, and 34% saying it will remain the same challenge (1% “don’t know”);
9. **“Having enough money to provide good sustainable government programs”**, with 51% of Canadians saying this will be a greater challenge, 13% saying it will be less of a challenge, and 35% saying it will remain the same challenge (1% “don’t know”);
10. **“Providing such social needs such as daycare and abuse shelters”**, with 50% of Canadians saying this will be a greater challenge, 11% saying it will be less of a challenge, and 39% saying it will remain the same challenge (1% “don’t know”);
11. **“Ensuring enough education resources and schools for students”**, with 47% of Canadians saying this will be a greater challenge, 15% saying it will be less of a challenge, and 38% saying it will remain the same challenge (1% “don’t know”);



12. **“Managing provincial government debt or deficits”**, with 46% of Canadians saying this will be a greater challenge, 13% saying it will be less of a challenge, and 39% saying it will remain the same challenge (2% “don’t know”);
13. **“Having an abundant and skilled provincial workforce”**, with 40% of Canadians saying this will be a greater challenge, 17% saying it will less of a challenge, and 41% saying it will remain the same challenge (2% “don’t know”); and lastly
14. **“Addressing national unity such as Quebec’s future”**, with 27% of Canadians saying this will be a greater challenge, 21% saying it will be less of a challenge, and 50% saying it will remain the same challenge (3% “don’t know”).

Provincial and regional charts comparing national results follow after the contact information:

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For more information on this news release, please contact:

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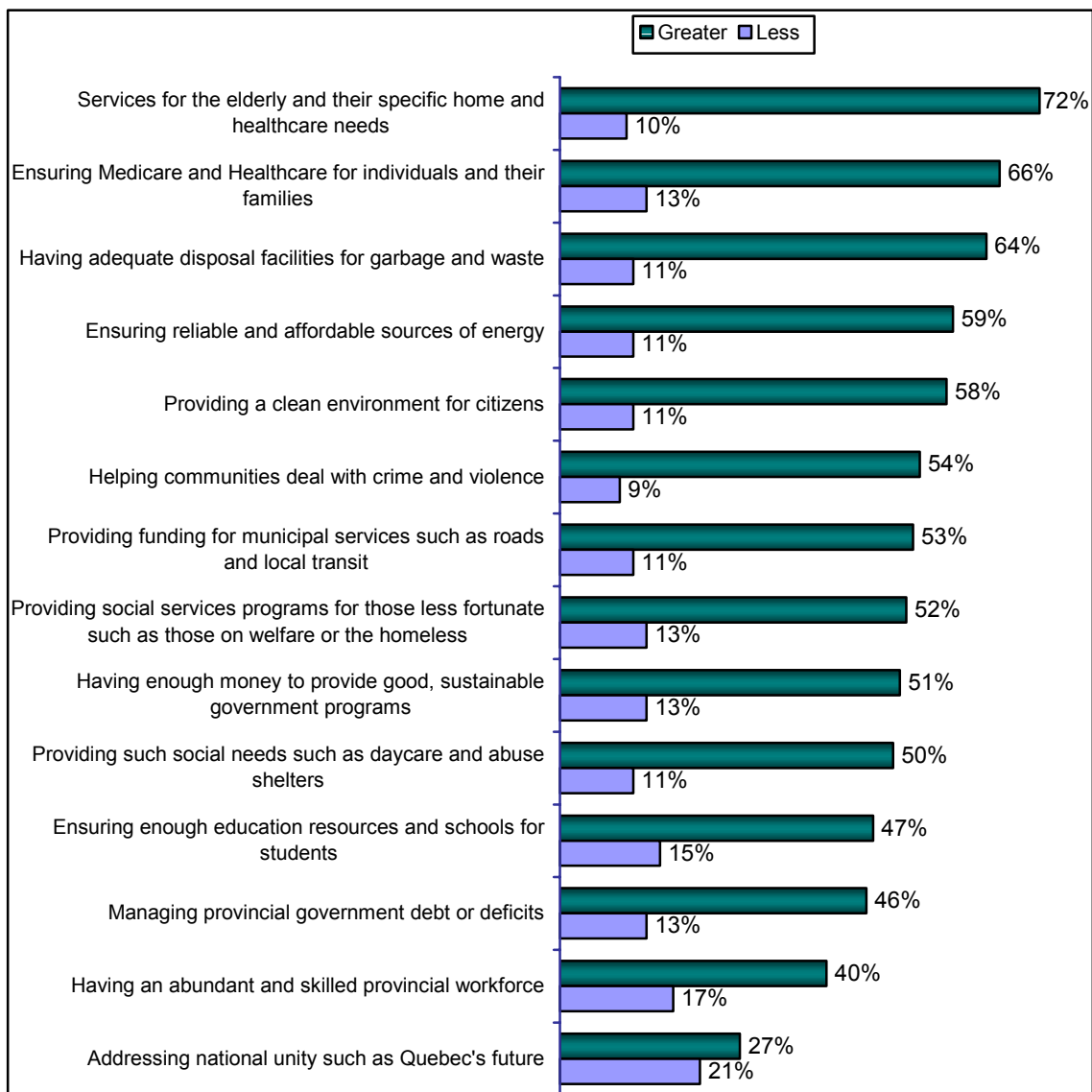
For Information concerning The Empire Club of Canada Premiers Speakers Series please Contact:

Stephen Hewitt, 416-848-1401

The Premier Speaker Series will usually be held at the Fairmount Royal York Hotel in Toronto, (100 Front Street West) from 12 noon to 2 p.m.

National And Regional Graphs:

Figure 1. Types of Challenges, Ranked By Percentage Of Canadians Who Say Challenge Will Be “Greater Than Today” For Premiers In Ten Years
% All Canadians

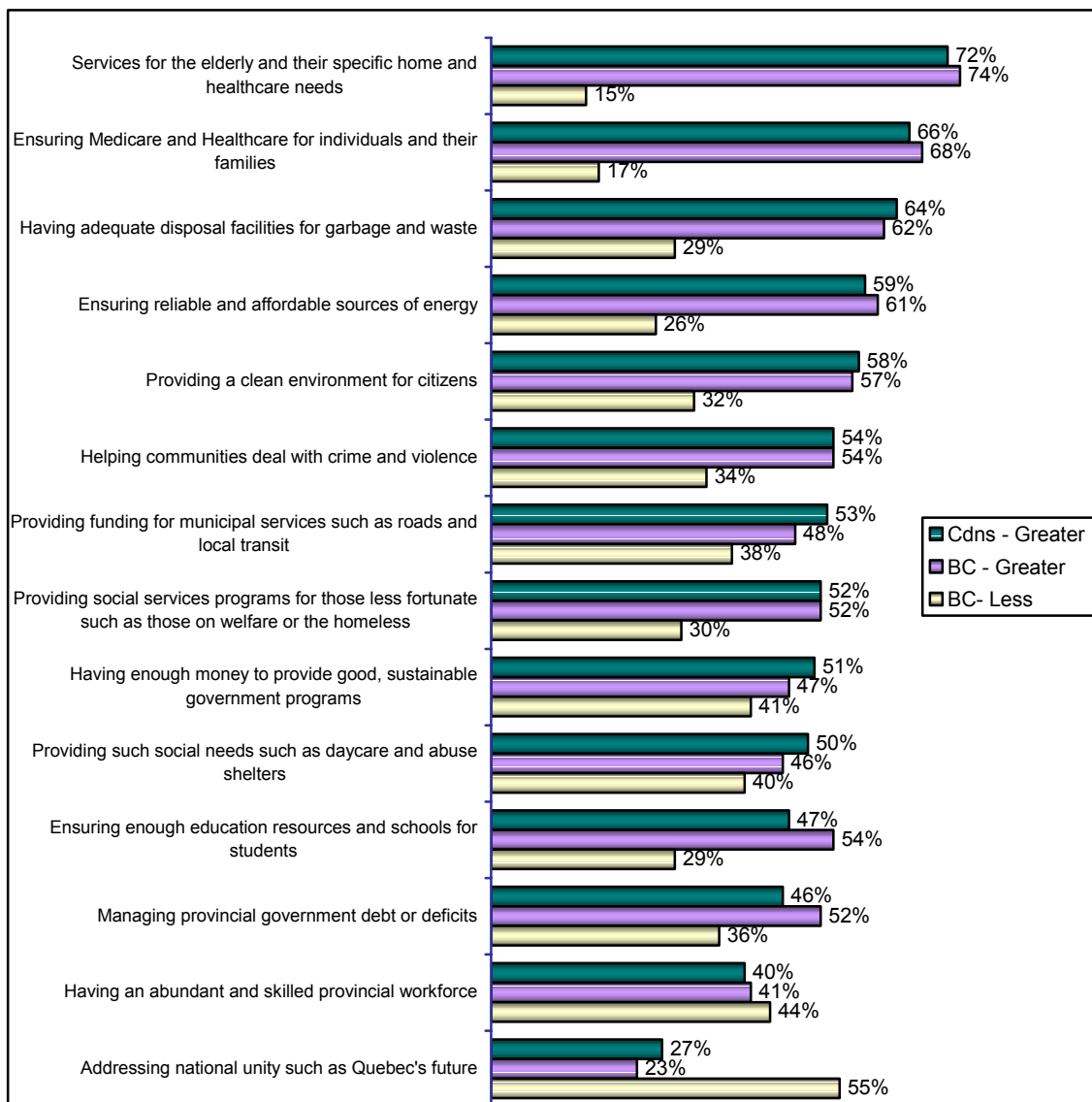


Now I want you to think about the types of challenges that might face a premier of your province, regardless of whom they may be, 10 years from now. Please tell me if you think the following challenges will be greater than today, less than today or about the same as today for a premier of your province ten years from now:

Unweighted base :1001

In British Columbia...

Figure 2. Types of Challenges: Canada As A Whole Vs. British Columbia
% All Canadians (Greater) vs. B.C. (Greater/Less)

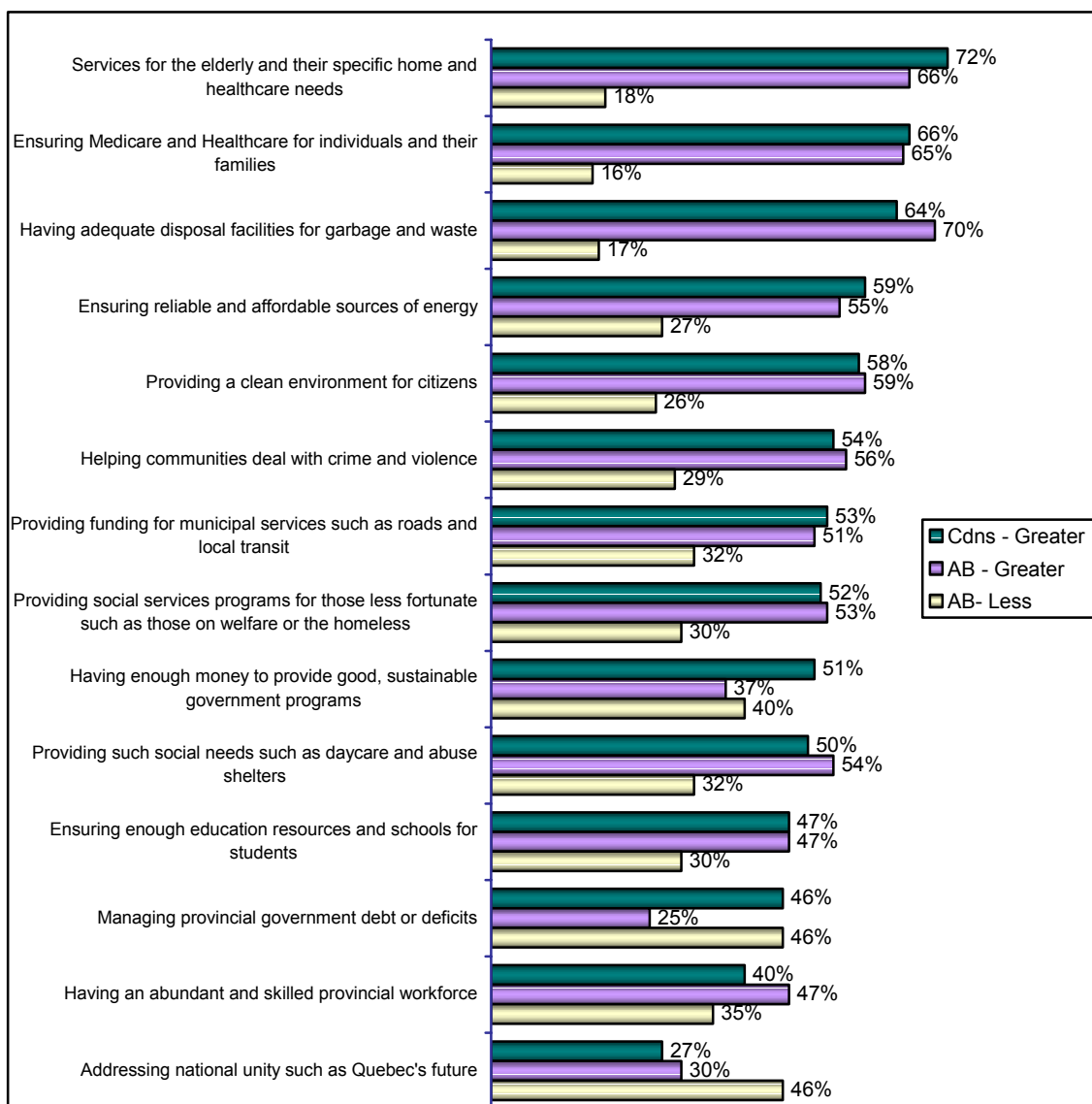


Now I want you to think about the types of challenges that might face a premier of your province, regardless of whom they may be, 10 years from now. Please tell me if you think the following challenges will be greater than today, less than today or about the same as today for a premier of your province ten years from now:

Unweighted base :132

In Alberta...

Figure 3. Types of Challenges, Canada As A Whole Vs. Alberta
% All Canadians (Greater) vs. Alberta (Greater/Less)



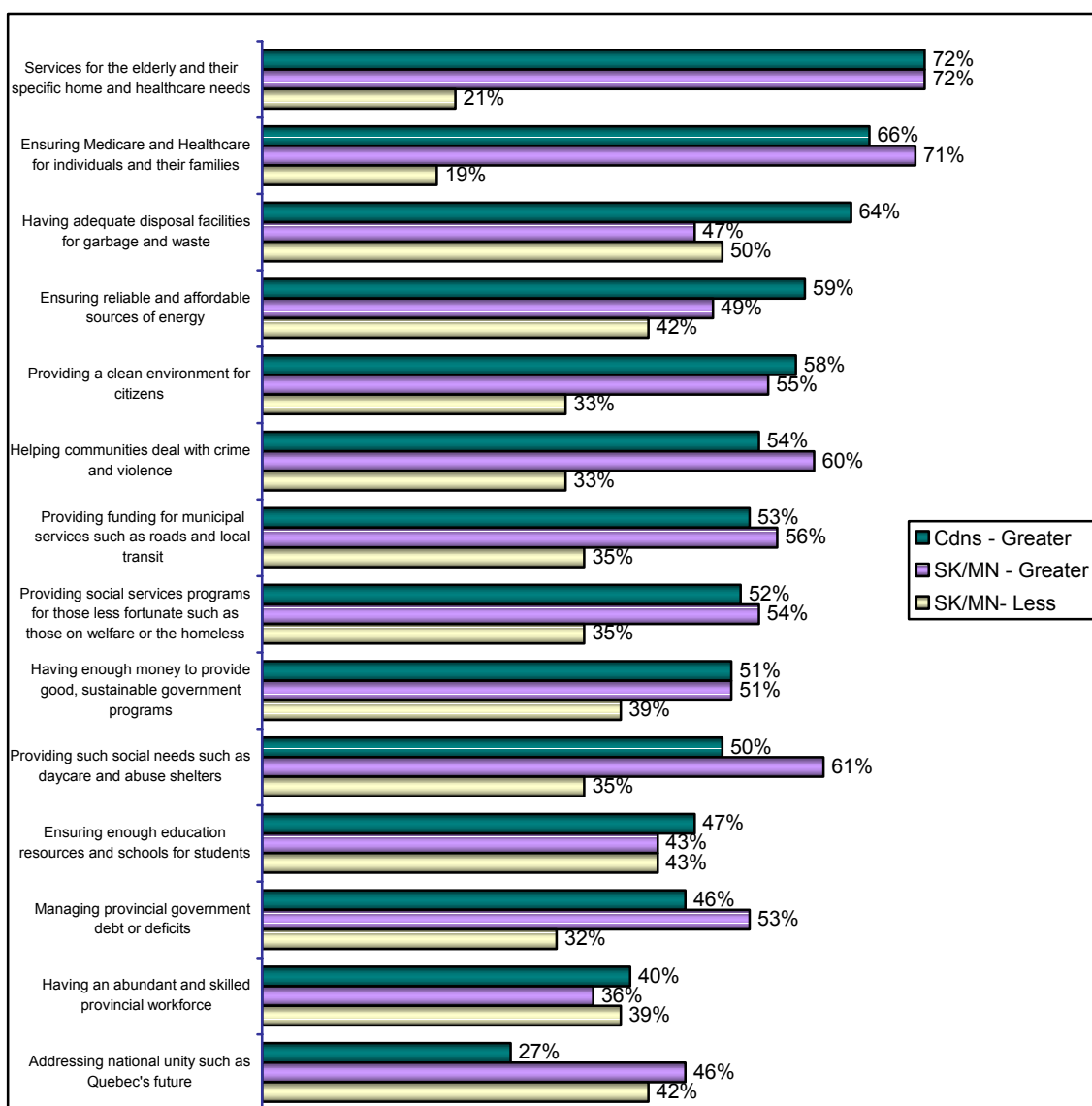
Now I want you to think about the types of challenges that might face a premier of your province, regardless of whom they may be, 10 years from now. Please tell me if you think the following challenges will be greater than today, less than today or about the same as today for a premier of your province ten years from now:

Unweighted base :97

In The Prairies...

Figure 4. Types of Challenges, Canada As A Whole Vs. Residents Of Manitoba/Saskatchewan

% All Canadians (Greater) vs. Saskatchewan/Manitoba (Greater/Less)

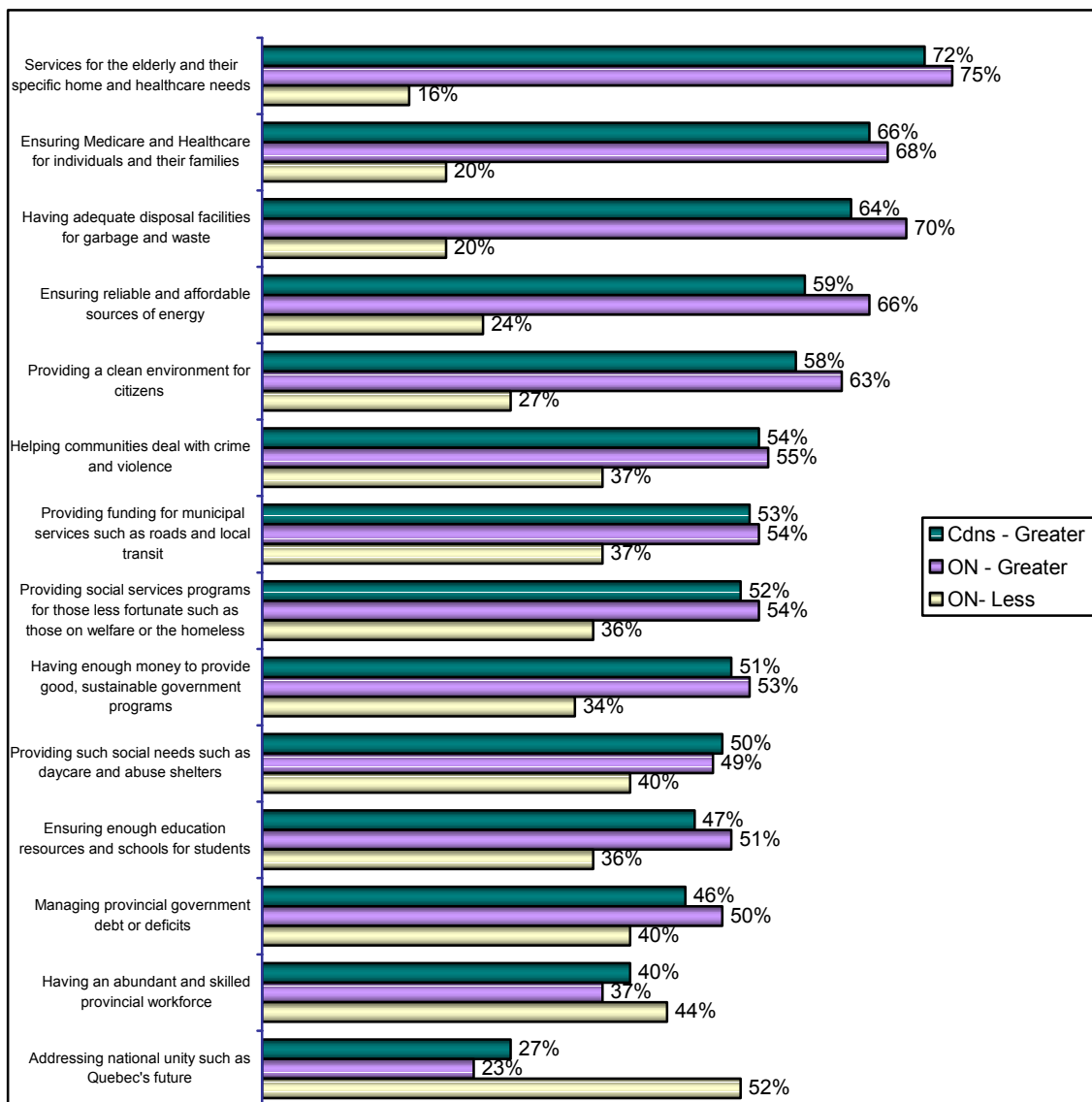


Now I want you to think about the types of challenges that might face a premier of your province, regardless of whom they may be, 10 years from now. Please tell me if you think the following challenges will be greater than today, less than today or about the same as today for a premier of your province ten years from now:

Unweighted base :68

In Ontario...

Figure 5. Types of Challenges, Canada As A Whole Vs. Residents Of Ontario
% All Canadians (Greater) vs. Ontario (Greater/Less)

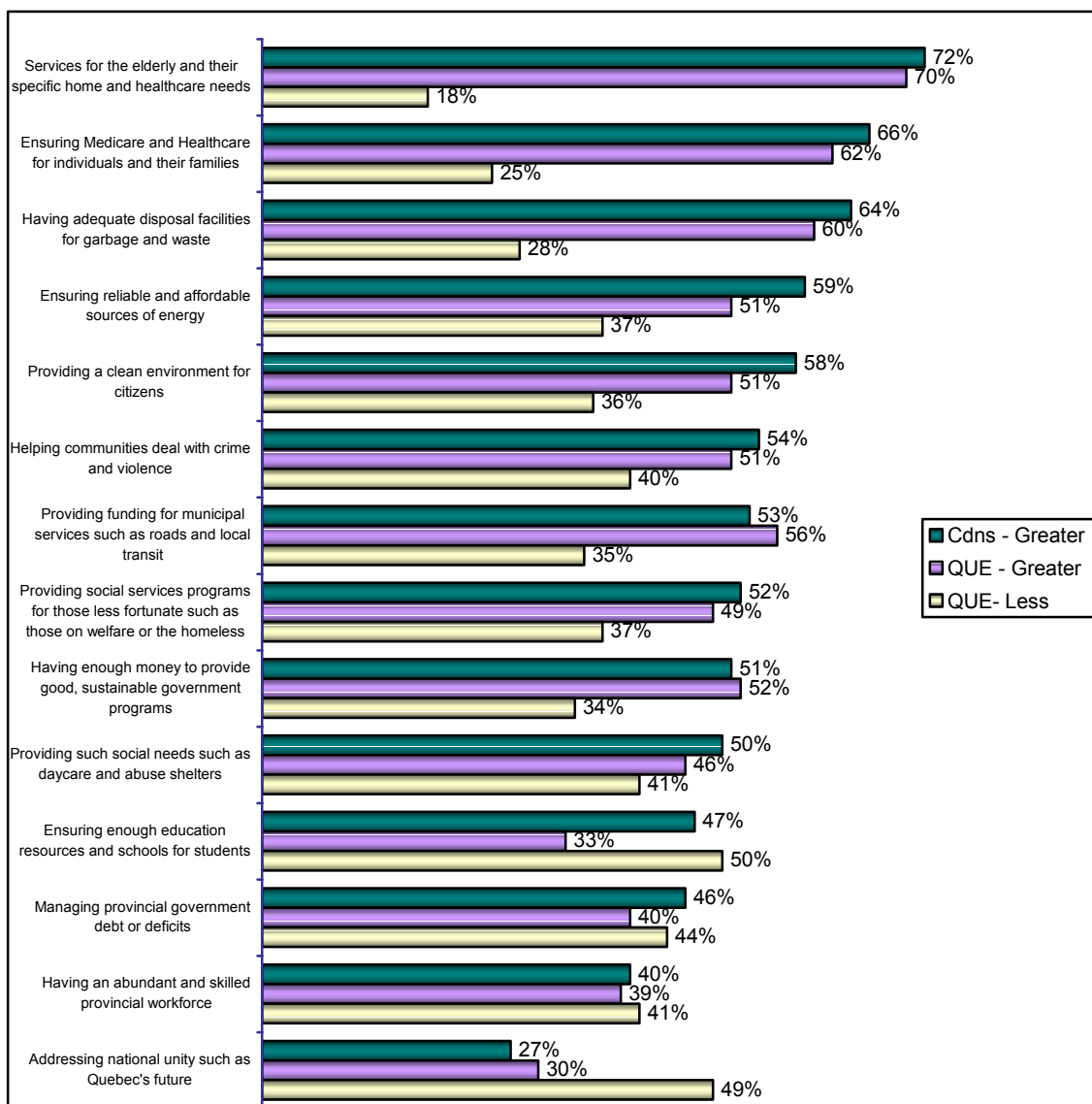


Now I want you to think about the types of challenges that might face a premier of your province, regardless of whom they may be, 10 years from now. Please tell me if you think the following challenges will be greater than today, less than today or about the same as today for a premier of your province ten years from now:

Unweighted base :380

In Quebec...

Figure 6. Types of Challenges, Canada As A Whole Vs. Residents Of Quebec
% All Canadians (Greater) vs. Quebec (Greater/Less)

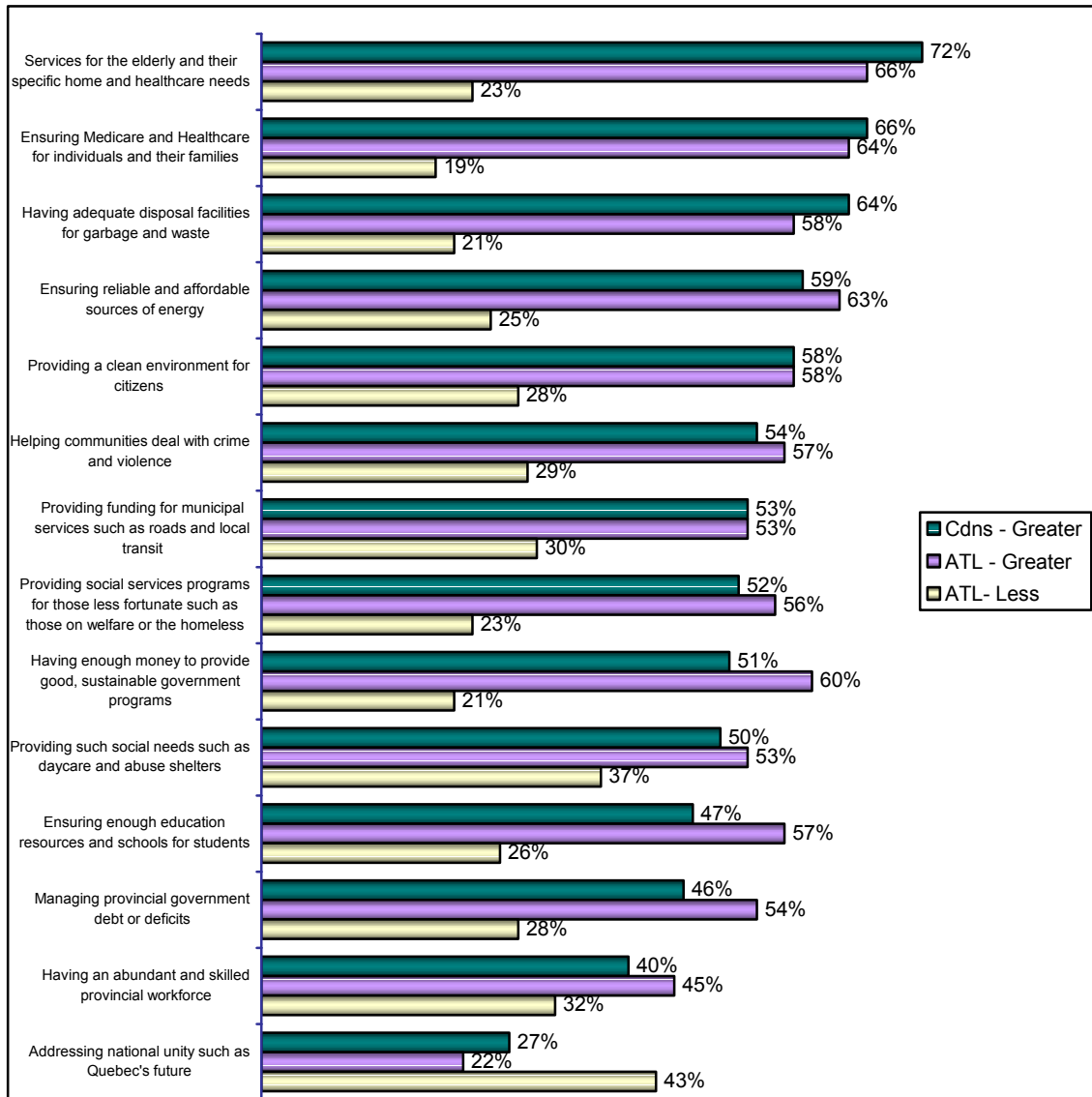


Now I want you to think about the types of challenges that might face a premier of your province, regardless of whom they may be, 10 years from now. Please tell me if you think the following challenges will be greater than today, less than today or about the same as today for a premier of your province ten years from now:

Unweighted base :247

In Atlantic Canada...

Figure 7. Types of Challenges, Canada As A Whole Vs. Residents Of Atlantic Canada
% All Canadians (Greater) vs. Atlantic Provinces (Greater/Less)



Now I want you to think about the types of challenges that might face a premier of your province, regardless of whom they may be, 10 years from now. Please tell me if you think the following challenges will be greater than today, less than today or about the same as today for a premier of your province ten years from now:

Unweighted base : 77