

# Canadians Reveal Which Policies Make Them More or Less Likely to Vote Liberal

*CPP Enhancements, Funding for Mental Health and More Powerful H of C  
Speaker Help the Liberals; Legalizing Marijuana Hurts*

Public Release Date: Saturday, February 22, 2014, 10:00 PM EST



**Ipsos Reid**

*Ipsos Reid is Canada's market intelligence leader and the country's leading provider of public opinion research. With operations in eight cities, Ipsos Reid employs more than 600 research professionals and support staff in Canada. The company has the biggest network of telephone call centres in Canada, as well as the largest pre-recruited household and on-line panels. Ipsos Reid's*

*Canadian marketing research and public affairs practices are staffed with seasoned research consultants with extensive industry-specific backgrounds, offering the premier suite of research vehicles in Canada—all of which provide clients with actionable and relevant information. Ipsos Reid is an Ipsos company, a leading global survey-based market research group. To learn more, visit [www.ipsos.ca](http://www.ipsos.ca)*

***For copies of other news releases, please visit***  
*<http://www.ipsos-na.com/news-polls/>*

---

© Ipsos Reid

*Washington • New York • Los Angeles • Austin • Chicago • St. Louis • Cincinnati  
Minneapolis • Seattle • San Francisco • Vancouver • Calgary • Winnipeg • Toronto  
Guelph • Ottawa • Montreal • St. John*



## **Canadians Reveal Which Policies Make Them More or Less Likely to Vote Liberal**

### ***CPP Enhancements, Funding for Mental Health and More Powerful H of C Speaker Help the Liberals; Legalizing Marijuana Hurts***

**Toronto, ON** – The Liberal policy convention in Montreal is wrapping up, and delegates from across the country have casted their ballots to shape Liberal policy going into next year's election. In this third release of a three-part series by Ipsos Reid and CTV News, Canadians have weighed in on roughly a dozen policy options considered by Liberal delegates, and have determined whether the adoption of such a policy would make them more or less likely to vote for the Liberals as a result.

Policies that appear to resonate the most with Canadians include enhancements to the Canada Pension Plan, increasing funding to mental health, a more powerful House of Commons Speaker and reverting Old Age Security benefits to 65 years instead of 67.

Conversely, legalizing the smoking of marijuana turns more people off the Liberals than on (and only has tepid support among young Canadians), and other policies have minimal effect, such as enhancing the budget and independence of the Parliamentary Budget Officer.

Policy	% more likely to vote Liberal	% less likely to vote Liberal	Net Score
Enhancing the Canada Pension Plan to allow Canadians to increase their contributions to ensure greater benefits in the future	40%	5%	+35
Funding for mental health increased to 8% to 10% of the national healthcare budget	36%	7%	+29
That the power of the speaker to call members to account be enhanced	33%	5%	+28
Furthering Canadians and media access to government of Canada information	32%	6%	+26
Old Age Security Benefits revert to age 65 from the recent change to age 67	32%	11%	+21
All votes except confidence matters would be free votes not whipped by the Party	30%	7%	+23
That the business of committees be in public except for exceptional circumstances	28%	5%	+23
Create a plan that would expand the funds invested or facilitated by tax dollars for new infrastructure, up to 1% of GDP per year	24%	6%	+18
The formation of an Early Childhood Education and Care program with national standards and monitoring, with funding of 1% of Canada's GDP	23%	11%	+12
Legalizing the smoking of marijuana	20%	28%	-8

Changing Canada's voting system to a preferential ballot or a form of proportional representation, rather than the current First-Past-the-Post system of electing Members of Parliament	20%	11%	+9
The elimination of omnibus legislation except in exceptional circumstances	17%	7%	+10
Enhancing the budget and independence of the Parliamentary Budget Officer	17%	12%	+5

Policies are often not meant to have broad appeal, but are targeted to certain demographic segments that the party is trying to woo. Some of these policies have more support among certain segments than others:

- While only 23% overall said they'd be more likely to vote Liberal if they pledged to form an early childhood education and care program, 27% of women and 32% of university graduates say they'd be more likely to vote Liberal as a result.
- While 30% of Canadians are more likely to be drawn to the Liberals if they offered more free votes in the House of Commons, 40% of those aged 55+ say so. Older Canadians are also more likely to be swayed by open committee hearings (34%, 6 higher than the Canadian average of 28%), and a more powerful House of Commons speaker (44%, compared to 33% national average).
- Women (42%) are much more inclined than men (29%) to say they'd be more likely to vote Liberal if they increased funding for mental health initiatives. Women are also more likely (45%) than men (35%) to be wooed by promises to enhance the CPP.
- Three in ten (27%) Canadians aged 18 to 34 would be more likely to vote Liberal if they vowed to legalize the smoking of marijuana, but 20% would be less likely.

---

© Ipsos Reid

- 3 -

*Washington • New York • Los Angeles • Austin • Chicago • St. Louis • Cincinnati  
Minneapolis • Seattle • San Francisco • Vancouver • Calgary • Winnipeg • Toronto  
• Guelph • Ottawa • Montreal • St. John*

## ***Most (83%) Canadians Support the “Right to Die”...***

One of the more controversial issues that the Liberals have been considering this weekend is euthanasia, often called the “right to die”, meaning that a person who is terminally ill and wants to die before enduring the full course of the disease should have the right to take their own life.

Eight in ten (83%) Canadians ‘support’ (43% strongly/40% somewhat) this notion, while two in ten (17%) ‘disagree’ (7% strongly/9% somewhat) with it. In 2007, an Ipsos Reid poll revealed that 76% supported this notion while 21% opposed.

Moreover, eight in ten (82%) believe that ‘doctors who are willing to do this should be legally permitted to assist in the death of a terminally-ill patient’, while two in ten (18%) are of the opinion that ‘doctor-assisted suicide should be prohibited by law’. In 2007, 71% thought doctors should be legally permitted to assist, while 25% believed doctor-assisted suicide should be prohibited by law.

*These are some of the findings of an Ipsos Reid poll conducted between February 14<sup>th</sup> to 19<sup>th</sup>, 2014 on behalf of CTV News. For this survey, a sample of 1,036 Canadians from Ipsos' Canadian online panel was interviewed online. Weighting was then employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within +/- 3.5 percentage points had all Canadians adults been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.*

-30-

---

© Ipsos Reid

- 4 -

*Washington • New York • Los Angeles • Austin • Chicago • St. Louis • Cincinnati  
Minneapolis • Seattle • San Francisco • Vancouver • Calgary • Winnipeg • Toronto  
• Guelph • Ottawa • Montreal • St. John*



Ipsos Reid

**For more information on this news release, please contact:**

*Darrell Bricker, PhD  
CEO  
Ipsos Reid  
Public Affairs  
(416) 324-2001*

*For full tabular results, please visit our website at [www.ipsos-na.com](http://www.ipsos-na.com). News Releases are available at: <http://www.ipsos-na.com/news-polls/>*

---

© Ipsos Reid

- 5 -

*Washington • New York • Los Angeles • Austin • Chicago • St. Louis • Cincinnati  
Minneapolis • Seattle • San Francisco • Vancouver • Calgary • Winnipeg • Toronto  
• Guelph • Ottawa • Montreal • St. John*