

## OMNIBUS REPORT



# Perceptions and Attitudes towards a Company's Unionization Method

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## Methodology

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This study was conducted by Leger Marketing through telephone interviews among a representative sample of 1,005 English- or French-speaking Quebecers, 18 years of age or older.

The interviews were conducted from our Montreal call centre from September 20 to September 24, 2006. Up to ten call-backs were made in the case of non-response.

Using data from Statistics Canada, the results were weighted according to region, gender, age and language spoken at home to ensure a sample representative of the entire adult population in Quebec.

In the end, the maximum margin of error obtained for a sample of 1,005 respondents is  $\pm 3.1\%$ , 19 times out of 20.

### NOTE TO READERS:

1. In this report, numbers presented in **green** indicate a result that is statistically higher than the average, whereas numbers in **red** indicate a result that is statistically lower than the average.
2. The numbers presented in this report have been rounded out, therefore the sums shown in graphs or tables (based on actual numbers before rounding) may not correspond to manually adding the rounded out numbers.

# Results

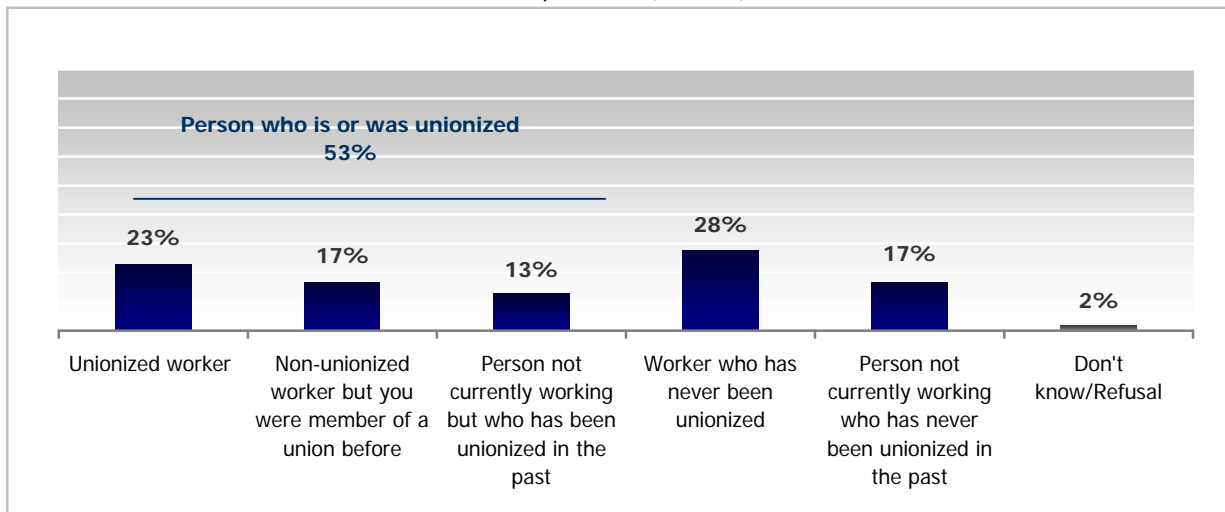
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# 1. Union Profile

Approximately **half of Quebeckers (53%)** are or have been unionized during their professional life. Currently, however, less than a quarter of Quebeckers (23%) are unionized.

Q6. Which of the following descriptions best represents your situation? You are a...?

*Base: All respondents (n=1005)*



## Respondents' Profile

- Unionized workers:** 25-34 years old (31%) or 45-54 years old (33%), people with an annual income between \$60,000 and \$79,999 (37%) or \$80,000 or more (30%), workers in the service/sales/office sectors (33%), manual workers (37%) and professionals (30%), people who intend to vote for the ADQ (34%), the Green Party (38%) or Québec Solidaire (36%).
- Non-unionized workers but who have been in the past:** men (22%), 25-34 years old (29%) or 35-44 years old (22%), workers in the service/sales/office sectors (23%), manual workers (24%) professionals (28%), university graduates (22%), and people who intend to vote for the Parti Québécois (21%).
- Workers who were never unionized:** 35-44 years old (37%), residents of Eastern Québec (38%), people with an annual income between \$40,000 and \$59,999 (33%) or \$80,000 or more (33%), workers in the service/sales/office sectors (38%), manual workers (35%) and professionals (38%), people who intend to vote for the ADQ (37%).
- Workers not currently working but who have been unionized in the past:** people between 55 and 64 years old (34%) or 65 or older (23%), people with an annual income below \$20,000 (26%), homemakers (22%), retirees (37%) as well as the unemployed (53%).
- Workers not currently working who have never been unionized:** women (24%), people aged 65 or older (48%), people with an annual income below \$20,000 (36%) or between \$20,000 and \$39,999 (23%), homemakers (50%), students (33%), retirees (42%) and the unemployed (37%), respondents with an elementary (46%) or high school (23%) education, as well as people who intend to vote for the Liberal Party (25%).

The table below specifies the profile of respondents according to the political party they would likely vote for:

**Q6. Which of the following descriptions best represents your situation?**

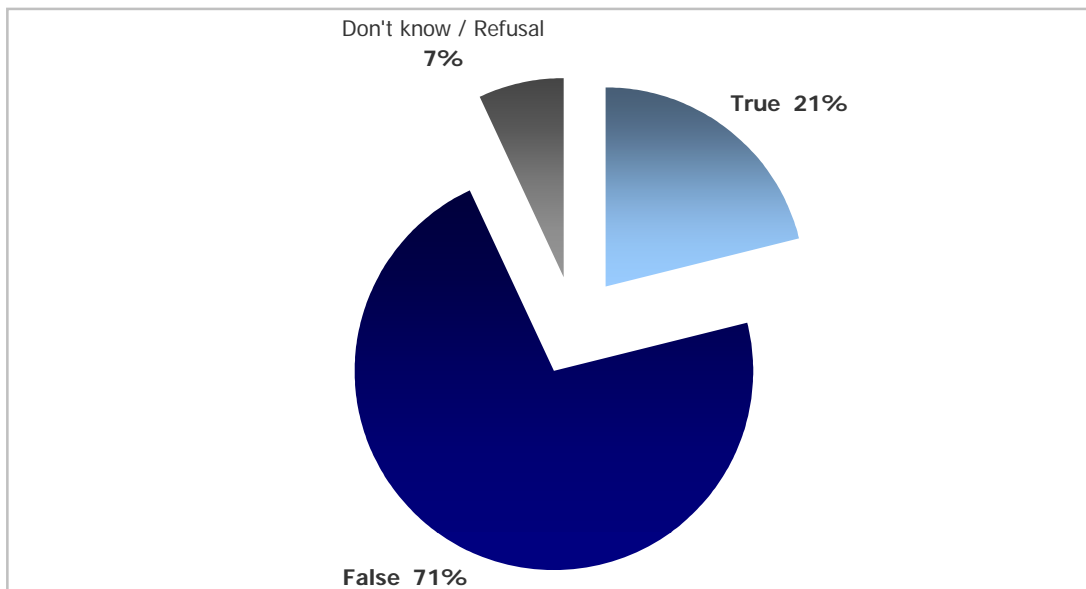
	TOTAL	Political Affiliation				
		LPO	PQ	ADQ	QGP	OS
<b>Unionized</b> worker	<b>23%</b>	<b>16%</b>	27%	<b>34%</b>	<b>38%</b>	<b>36%</b>
<b>Non unionized</b> worker but has been in the past	<b>17%</b>	15%	<b>21%</b>	17%	19%	6%
Worker <b>who has never been unionized</b>	<b>28%</b>	30%	25%	<b>37%</b>	21%	24%
Person not currently working but who <b>has been unionized</b> in the past	<b>13%</b>	13%	11%	<b>5%</b>	12%	14%
Person not currently working and <b>who has never been unionized</b>	<b>17%</b>	<b>25%</b>	15%	<b>7%</b>	<b>5%</b>	20%
<b>Don't know</b>	<b>1%</b>	1%	0%	0%	<b>6%</b>	0%
<b>Refusal</b>	<b>1%</b>	1%	0%	0%	0%	0%

## 2. Perceptions and Attitudes

Nearly three-quarters (**71%**) of the Québec population think that in Québec it is **not legally possible to unionize the employees of a company without a collective secret ballot vote**. It should be noted that non-unionized workers tend to be more of this opinion.

**Q1. In your opinion, is the following statement TRUE or FALSE: In Québec, it is legally possible to unionize the employees of a company without employees having had the possibility of collectively deciding on the matter by a secret ballot vote?**

*Base: All Respondents (n=1005)*



The following table specifies the profile of respondents according to their answers:

Respondents who answered <b>TRUE</b>	Respondents who answered <b>FALSE</b>
<ul style="list-style-type: none"> <li>▪ Manual workers (30%)</li> <li>▪ People with an elementary education (32%)</li> </ul>	<ul style="list-style-type: none"> <li>▪ Aged 25 to 34 (78%) or 45 to 54 (77%)</li> <li>▪ Annual income between \$60,000 and \$79,999 (84%)</li> <li>▪ Service/sales/office employees (80%)</li> <li>▪ Non-unionized workers (79%)</li> <li>▪ College educated respondents (76%)</li> <li>▪ People who intend to vote for the Green Party (82%)</li> </ul>

The table below specifies the profile of respondents according to their union profile, as well as the political party they are likely to vote for:

**Q1. In your opinion, is the following statement TRUE or FALSE: In Québec, it is legally possible to unionize the employees of a company without employees having had the possibility of collectively deciding on the matter by a secret ballot vote?**

	TOTAL	Political Affiliation					Union Profile	
		QLP	PQ	ADQ	QGP	SQ	Currently Unionized	Other
<b>True</b>	<b>21%</b>	22%	21%	24%	17%	23%	22%	21%
<b>False</b>	<b>71%</b>	<b>65%</b>	75%	75%	<b>82%</b>	74%	75%	70%
<b>Don't know</b>	<b>7%</b>	<b>11%</b>	<b>5%</b>	<b>1%</b>	2%	3%	<b>3%</b>	8%
<b>Refusal</b>	<b>0%</b>	<b>1%</b>	0%	0%	0%	0%	0%	1%

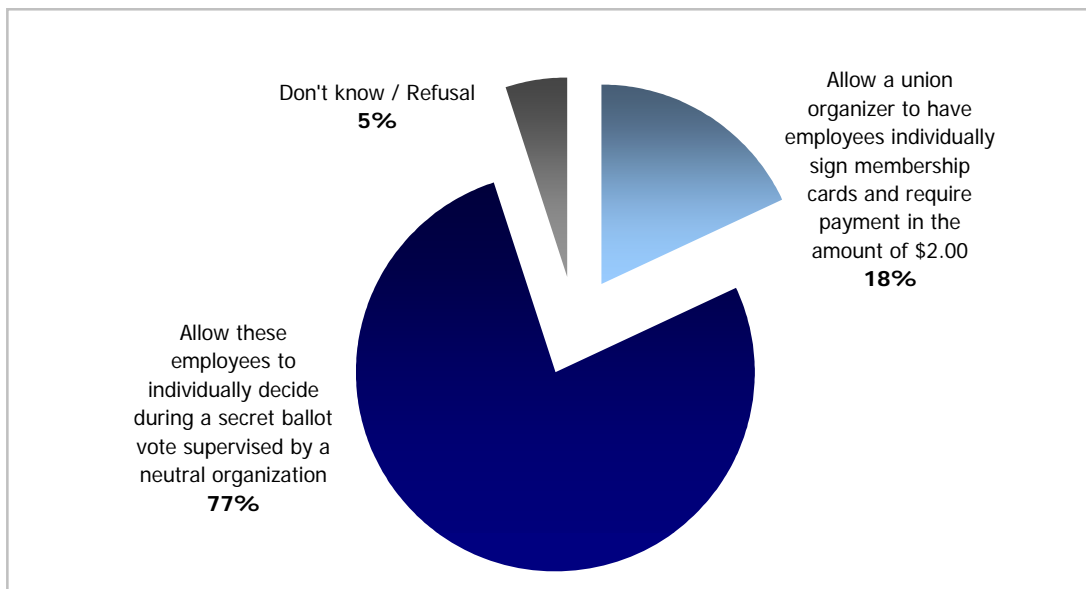


Undeniably, the **secret ballot** is considered by the majority of Quebecers (77%) as **the fairest way** to decide upon an application for union certification.

However, nearly one respondent out of five (18%) would opt for a union representative having each employee sign a membership card.

**Q2. Which rule seems the fairest and most equitable to you to ensure that a majority of employees support a union certification request...**

*Base: All Respondents (n=1005)*



The following table specifies the profile of respondents according to their answers:

An organizer has each employee sign a <b>membership card</b> for \$2	<b>Secret ballot</b> vote supervised by a neutral organization
<ul style="list-style-type: none"> <li>▪ Men (21%)</li> <li>▪ Montrealers (21%)</li> <li>▪ Students (34%) or unemployed (34%)</li> <li>▪ Annual income of \$20,000 or less (36%)</li> <li>▪ People currently not working but who have been unionized before (28%)</li> </ul>	<ul style="list-style-type: none"> <li>▪ Francophones (79%)</li> <li>▪ Residents of Québec City CMA (85%)</li> <li>▪ Annual income between \$40,000 and \$59,999 (86%)</li> <li>▪ Service/sales/office employees (83%)</li> <li>▪ Workers who have never been unionized (86%)</li> <li>▪ People who intend to vote for the ADQ (89%)</li> </ul>

The table below specifies the profile of respondents according to their union profile, as well as the political party they are likely to vote for:

**Q2. Which rule seems the fairest and most equitable to you to ensure that a majority of employees support a union certification request...**

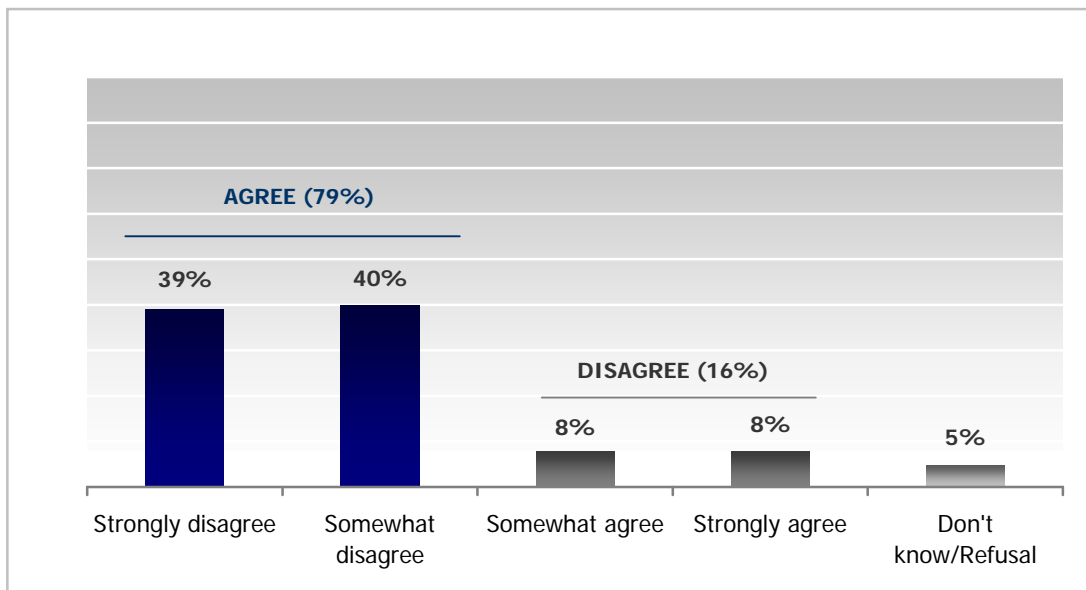
	TOTAL	Political Affiliation					Union Profile	
		QLP	PQ	ADQ	QGP	SQ	Currently Unionized	Other
Allow a union organizer to have employees individually sign <b>membership cards</b> and require payment in the amount of \$2.00	<b>18%</b>	18%	21%	<b>11%</b>	18%	29%	19%	18%
Allow these employees to individually decide during a <b>secret ballot vote</b> supervised by a neutral organization	<b>77%</b>	74%	78%	<b>89%</b>	81%	71%	80%	77%
<b>Don't know</b>	<b>4%</b>	<b>7%</b>	<b>1%</b>	<b>0%</b>	2%	0%	<b>1%</b>	<b>5%</b>
<b>Refusal</b>	<b>0%</b>	<b>1%</b>	0%	0%	0%	0%	0%	0%

The **majority of Quebeckers (79%)** would **agree** to the government making it **mandatory to hold a secret ballot vote** with employees before applying for union certification.

It should be noted that respondents who intend to vote for the Parti Québécois, as well as those who are likely to vote for the ADQ, tend to be more of this opinion.

**Q3. What is your level of agreement with the following statement: the government should change the current law to make it mandatory to hold a secret ballot vote with employees targeted by a union certification request.**

*Base: All Respondents (n=1005)*



The following table specifies the profile of respondents according to their answers:

Respondents who <b>AGREE</b> with the statement	Respondents who <b>DISAGREE</b> with the statement
<ul style="list-style-type: none"> <li>▪ Aged 25 to 34 (85%)</li> <li>▪ Working population (81%)</li> <li>▪ People who intend to vote for the Parti Québécois (83%) or the ADQ (88%)</li> </ul>	<ul style="list-style-type: none"> <li>▪ People with an elementary education (27%)</li> </ul>

The table below specifies the profile of respondents according to their union profile, as well as the political party they are likely to vote for:

**Q3. What is your level of agreement with the following statement: the government should change the current law to make it mandatory to hold a secret ballot vote with employees targeted by a union certification request.**

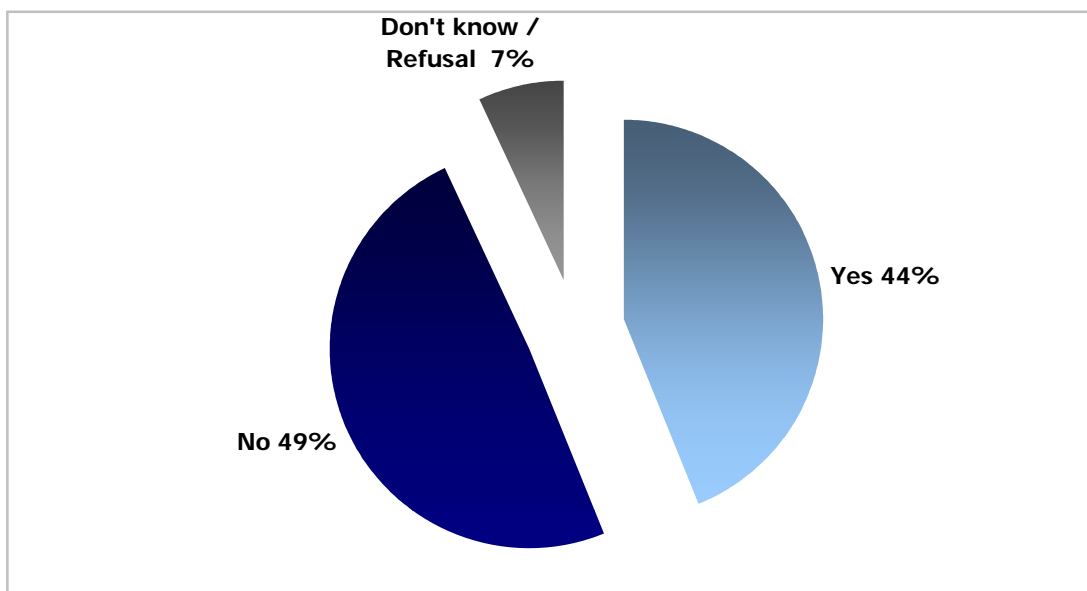
	TOTAL	Political Affiliation					Union Profile	
		QLP	PQ	ADQ	QGP	QS	Currently Unionized	Other
<b>TOTAL AGREE</b>	<b>79%</b>	78%	<b>83%</b>	<b>88%</b>	84%	82%	83%	79%
<b>Strongly agree</b>	<b>39%</b>	34%	38%	<b>62%</b>	<b>50%</b>	40%	37%	40%
<b>Somewhat agree</b>	<b>40%</b>	44%	<b>45%</b>	<b>26%</b>	34%	42%	<b>47%</b>	39%
<b>TOTAL DISAGREE</b>	<b>16%</b>	16%	16%	9%	<b>7%</b>	18%	15%	16%
<b>Somewhat disagree</b>	<b>8%</b>	10%	6%	7%	4%	7%	7%	8%
<b>Strongly disagree</b>	<b>8%</b>	6%	9%	<b>3%</b>	3%	10%	8%	8%
<b>Don't know</b>	<b>5%</b>	5%	<b>1%</b>	3%	9%	0%	<b>1%</b>	5%
<b>Refusal</b>	<b>0%</b>	1%	0%	0%	0%	0%	1%	0%

However, when it comes to measuring the **impact** of this type of campaign promise on which **political party to choose** at the next elections, **attitudes are mixed**.

Thus, 44% of Quebeckers surveyed feel that this type of contingency would drive them to back the political party supporting it, while the other half (49%) claim this would not have an impact on their decision during elections. It should be noted that respondents who intend to vote for the Liberal Party are nonetheless more inclined than other respondents to support the political party that would endorse such an amendment.

**Q4. If a political party endorsed this amendment, that is, making it mandatory to hold a secret ballot vote with employees targeted by a union certification request, would you be more inclined to support this party during the next elections? Yes or No?**

*Base: All Respondents (n=1005)*



The following table specifies the profile of respondents according to their answers:

Respondents who answered <b>YES</b>	Respondents who answered <b>NO</b>
<ul style="list-style-type: none"> <li>▪ People who are currently unemployed (48%)</li> <li>▪ People who intend to vote for the Liberal Party (51%)</li> <li>▪ People who are unemployed but who were previously unionized (52%)</li> </ul>	<ul style="list-style-type: none"> <li>▪ Aged 25 to 34 (61%) or 35 to 44 (55%)</li> <li>▪ Professionals (56%)</li> <li>▪ Working population (55%)</li> <li>▪ Unionized workers (55%)</li> </ul>

The table below specifies the profile of respondents according to their union profile, as well as the political party they are likely to vote for:

**Q4. If a political party endorsed this amendment, that is, making it mandatory to hold a secret ballot vote with employees targeted by a union certification request, would you be more inclined to support this party during the next elections? Yes or No**

	TOTAL	Political Affiliation					Union Profile	
		QLP	PQ	ADQ	QGP	QS	Currently Unionized	Other
<b>Yes</b>	<b>44%</b>	<b>51%</b>	47%	47%	45%	41%	<b>37%</b>	<b>46%</b>
<b>No</b>	<b>49%</b>	<b>40%</b>	50%	49%	50%	55%	<b>55%</b>	<b>47%</b>
<b>Don't know</b>	<b>7%</b>	9%	<b>2%</b>	4%	4%	3%	7%	6%
<b>Refusal</b>	<b>1%</b>	1%	0%	0%	1%	0%	0%	1%

## Appendices

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## Respondents' Socio-Demographic Profile

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### Respondents' Profile

	Total n=1005
<b>Gender</b>	
Male	48%
Female	52%
<b>Age</b>	
18-24 years of age	12%
25-34 years of age	17%
35-44 years of age	22%
45-54 years of age	19%
55-64 years of age	13%
65 years of age or older	16%
<b>Mother Tongue</b>	
French	81%
English and other	18%
<b>Level of Education</b>	
Elementary	6%
High School	35%
College	28%
University	31%
<b>Occupation</b>	
Service / sales / office	21%
Manual worker	14%
Professional	26%
Homemaker	6%
Student	8%
Retired	21%
Unemployed	3%
<b>Geographical Area</b>	
Montréal CMA	47%
Québec City CMA	9%
Eastern Québec	9%
Central Québec	16%
Western Québec	18%
<b>Annual Household Income</b>	
Less than \$20,000	12%
\$20,000 to \$39,999	24%
\$40,000 to \$59,999	18%
\$60,000 to \$79,999	14%
\$80,000 and more	18%



## Questionnaire

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**Q1.** In your opinion, is the following statement TRUE or FALSE: In Québec, it is legally possible to unionize the employees of a company without employees having had the possibility of collectively deciding on the matter by a secret ballot vote?\* **ONLY ONE ANSWER \***

True ..... 1  
False..... 2  
Don't know (PROBE) ..... 8  
Refusal (PROBE) ..... 9

**Q2.** Which rule seems the fairest and most equitable to you to ensure that a majority of employees support a union certification request...

\* READ \* RESPONSE CHOICES IN ROTATION \* **ONLY ONE ANSWER \***

...Allow a union organizer to have employees individually sign membership cards and require payment in the amount of \$2 ..... 1  
... Allow these employees to individually decide during a secret ballot vote supervised by a neutral organization ..... 2  
(DO NOT READ) Don't know ..... 8  
(DO NOT READ) Refusal ..... 9

**Q3.** What is your level of agreement with the following statement: the government should change the current law to make it mandatory to hold a secret ballot vote with employees targeted by a union certification request.

Do you **STRONGLY AGREE**, **SOMEWHAT AGREE**, **SOMEWHAT DISAGREE** or **STRONGLY DISAGREE** with this statement?

\* **ONLY ONE ANSWER \***

Strongly agree ..... 1  
Somewhat agree..... 2  
Somewhat disagree..... 3  
Strongly disagree ..... 4  
Don't know..... 8  
Refusal..... 9

**Q4.** If a political party endorsed this amendment, that is, making it mandatory to hold a secret ballot vote with employees targeted by a union certification request, would you be more inclined to support this party during the next elections? Yes or No?

\* **ONLY ONE ANSWER \***

Yes ..... 1  
No ..... 2  
Don't know ..... 8  
Refusal ..... 9

**Q5a.** If PROVINCIAL elections were held today, for which political party would you vote for, would it be for the...?

\* READ \* CHOICES IN ROTATION \* ONLY ONE ANSWER \*

... Liberal Party .....	01
... Parti Québécois .....	02
... Parti Action Démocratique .....	03
... Green Party .....	04
... Québec Solidaire .....	05
Other party .....	06
Would not vote .....	07
Would spoil ballot .....	08
Don't know .....	98
Refusal .....	99

=> +1 si      NON Q5a=98
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**Q5b.** Even if you have not yet made up your mind, for which political party would you be most likely to vote for if provincial elections were held today? Would it be for the...

\* READ \* CHOICES IN ROTATION \* ONLY ONE ANSWER \*

... Liberal Party .....	01
... Parti Québécois .....	02
... Parti Action Démocratique .....	03
... Green Party .....	04
... Québec Solidaire .....	05
Other party .....	06
Would not vote .....	07
Would spoil ballot .....	08
Don't know .....	98
Refusal .....	99

**Q6.** Which of the following descriptions best represents your situation? You are a...

\* READ \* CHOICES IN ROTATION \* ONLY ONE ANSWER \*

... a unionized worker .....	1
... a non-unionized worker but you were member of union before .....	2
... a worker who has never been unionized .....	3
... a person not currently working but who has been unionized in the past .....	4
... a person not currently working and who has never been unionized in the past .....	5
Don't know (PROBE) .....	8
Refusal (PROBE) .....	9