



# **MONTRÉAL: CITY-STATE**

## ***Canada's Entrepreneurial Hub***

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### The IPSOS Survey of Citizens' Point of View: Summary

- Montréal deserves a special status within Québec because it is a world class, cosmopolitan city (74%)
- Montréal is different from the rest of Québec (90%)
- To stop the decline, Montréal needs to take drastic steps to improve the way it does things (91%)

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#### **Montréal: City-State Foundation**

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# 1. About the Survey

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- Was carried out in the last two weeks of July 2013 by IPSOS Marketing.
- There were three groups of respondents for a total of 1,250:
  - 50% on the island of Montréal
  - 25% in the Greater Montréal area
  - 25% in the rest of Québec
- It is the opinions of the residents of the island of Montréal that are used to form our conclusions. The numbers presented are the total of the "very good/good" categories.
- The survey tested the opinions of the three groups of respondents on Montréal's current position and prospects and what should be done to improve the future of the city.
- The survey was sponsored by the CRITIQ ([www.critiq.ca](http://www.critiq.ca)) organization.
- The Montréal: City-State Foundation supports the development of Montréal as a wealth creating open society.

## 2. Montréal is Different From The Rest of Québec

|   | Island of Montréal | Greater Montréal Area | Rest of Québec |
|---|--------------------|-----------------------|----------------|
| Montréal is different (socially, culturally and economically) from the rest of the province of Québec | 90%                | 87%                   | 82%            |
| Montréal should have more autonomy to make its own decisions for its future                           | 81%                | 69%                   | 46%            |
| More taxpayer money goes out of Montréal to the rest of the province than stays in Montréal           | 78%                | 54%                   | 37%            |
| Montréal is not getting its fair share of resources and investments from the Québec government        | 75%                | 64%                   | 34%            |
| Given Montréal's diversity, it should have different language laws than the rest of the province      | 59%                | 43%                   | 32%            |
| The French language is not threatened in Montréal   | 58%                | 42%                   | 21%            |

### 3. Montréal Has Important Strengths

|  | Island of Montréal | Greater Montréal Area | Rest of Québec |
|--|--------------------|-----------------------|----------------|
| Quality of life  | 85%                | 75%                   | 51%            |
| Services provided to residents                                       | 67%                | 73%                   | 66%            |
| Willingness to recommend Montréal as a place for cultural activities | 89%                | 87%                   | 80%            |
| Montréal is a world class city                                       | 67%                | 66%                   | 69%            |
| Montréal is a unique city  | 88%                | 86%                   | 69%            |

## 4. But It Is a City in Decline

|   | Island of Montréal | Greater Montréal Area | Rest of Québec |
|---|--------------------|-----------------------|----------------|
| Strength of the current job market / career opportunities as compared to the rest of Canada | 49%                | 72%                   | 75%            |
| Ability to attract new businesses from outside Québec                                       | 41%                | 50%                   | 59%            |
| The state of its infrastructure   | 18%                | 21%                   | 20%            |
| Short term future of Montréal over the next year  | 38%                | 40%                   | 35%            |
| Would recommend Montréal as a place to start a business                                     | 54%                | 57%                   | 54%            |
| Montréal is a city in decline   | 55%                | 53%                   | 53%            |
| Montréal has lost its prestige over the last few decades                                    | 76%                | 76%                   | 79%            |

## 5. Montréal Has Not Reached Its Full Potential

|   | Island of Montréal | Greater Montréal Area | Rest of Québec |
|---|--------------------|-----------------------|----------------|
| Montréal needs to be bold if it wants to move forward and prosper | 92%                | 89%                   | 88%            |
| Montréal has yet to reach its full potential as a city            | 88%                | 84%                   | 69%            |
| Montréal is the best city in Canada                               | 61%                | 46%                   | 21%            |

## 6. Significant Change Is Required

|  | Island of Montréal | Greater Montréal Area | Rest of Québec |
|--|--------------------|-----------------------|----------------|
| Montréal needs to take some drastic steps to improve the way it does things                    | 91%                | 91%                   | 88%            |
| Montréal should have more autonomy to make its own decisions for its future                    | 81%                | 69%                   | 46%            |
| Montréal is not getting its fair share of resources and investments from the Québec government | 75%                | 64%                   | 34%            |



## 7. What To Do?

### A. Under Current Rules

|   | Island of Montréal | Greater Montréal Area | Rest of Québec |
|---|--------------------|-----------------------|----------------|
| Streamlining and improving Montréal's city governance       | 94%                | 97%                   | 98%            |
| Recognizing entrepreneurs who are creating jobs in the city | 95%                | 98%                   | 90%            |
| Promoting Montréal's multicultural aspects                  | 89%                | 83%                   | 80%            |
| Having the best support for entrepreneurs in Canada         | 94%                | 92%                   | 83%            |
| Eliminating restrictive language measures                   | 69%                | 56%                   | 43%            |
| Guaranteeing full bilingual status                          | 75%                | 69%                   | 60%            |

## 7. What To Do?

### B. Under New Rules, New Space

|   | Island of Montréal | Greater Montréal Area | Rest of Québec |
|---|--------------------|-----------------------|----------------|
| Having world class universities                                       | 98%                | 96%                   | 90%            |
| Having the best performing education system in Canada                 | 96%                | 92%                   | 85%            |
| Having the best performing health and welfare system in Canada        | 93%                | 91%                   | 82%            |
| Making a clear and long term commitment to the Canadian Federation    | 80%                | 74%                   | 66%            |
| Lowering business taxes to ensure they are the lowest in Canada by 1% | 70%                | 64%                   | 53%            |