

Commissioned by:



**CBC,
Toronto Star,
SRC,
La Presse,
EKOS Poll**

Martin vs. Chrétien: Spectacle, Sympathy & Resilience



June 7, 2002

Outline

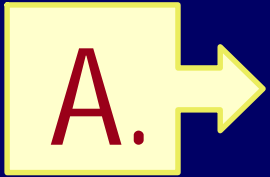
A Methodology

B Highlights

C Awareness & Broad Perceptions

D Approval/Disapproval

E Impact on Political Landscape



Methodology



Methodology

■ Telephone surveys of the general public

- Most recent survey includes 1,225 completed interviews with a national random sample of Canadians 18 years of age and over (n=404 in Quebec)
- Interview period: June 4-6, 2002
- National results valid within +/- 2.8 percentage points, 19 times out of 20 (Quebec: \pm 5.2%)
 - ✓ The margin of error increases when the results are sub-divided.
 - ✓ It should also be noted that the refusal rate and other measurement errors could also increase the margin of error.
- Tracking results from EKOS *Rethinking Government* study

■ **All the data were statistically weighted to ensure the sample's regional, gender and age composition reflects that of the actual population of Canada according to Census data**



B.



Highlights



Bottom Line I

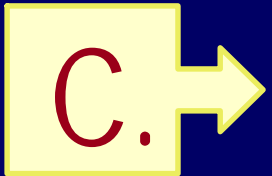
- All in all, the Martin-Chrétien affair has provided spectacle and drama, and clearly wounded the PM but there is little compelling evidence that these injuries are life-threatening
- The PM has no immediate restrictions based on a free fall in the polls
 - LPC's fortunes are up actually
 - Sympathy/support for Martin is much higher among non-Liberal and the affair is seen as an internal dispute about power and personalities, not policies
- Key challenges for the PM and the government include puncturing Mr. Martin's contention that he was fired and reestablishing ethical confidence
 - Clear moves such as insistence on total disclosure of campaign donations would be a good example



Bottom Line II

- Mr. Martin's popularity does not appear to have dislodged the PM and in the absence of further difficulties, his popularity may have a waning influence as public interest in the issue declines and the public's impatience to return to national business rises.
 - Liberal supporters, in particular, think the PM has the right to time his own resignation and are very adverse to disrupting national stability over leadership ambition
- The only visible threat to continued Liberal hegemony comes from Liberals themselves





Awareness & Broad Perceptions

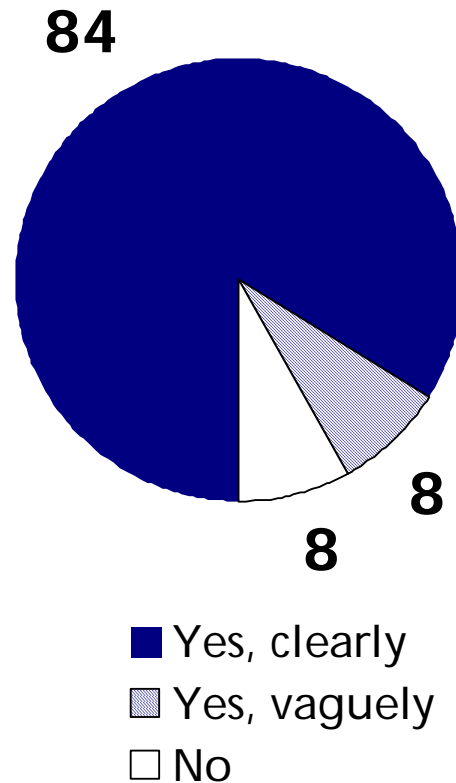
Awareness and Broad Reactions

- Unprecedented political drama
 - Over 80 per cent closely following (Ottawa has moved from boring to riveting overnight!);
- Affair is underwhelming Canadians who believe it is: 1) an unseemly dispute rooted in power and ambition, and 2) a childish spectacle
- Public sympathies lean strongly to Mr. Martin and these are rooted in his popularity, and a conviction that he was fired
- Perception of fired or quit is a key factor conditioning broader perceptions of approval of Mr. Martin and Mr. Chrétien
- Minority believes that Mr. Martin's departure will be bad for the country but majority indicate that things will either stay the same or improve
- All in all, impacts seen as more negative for the party, not the country



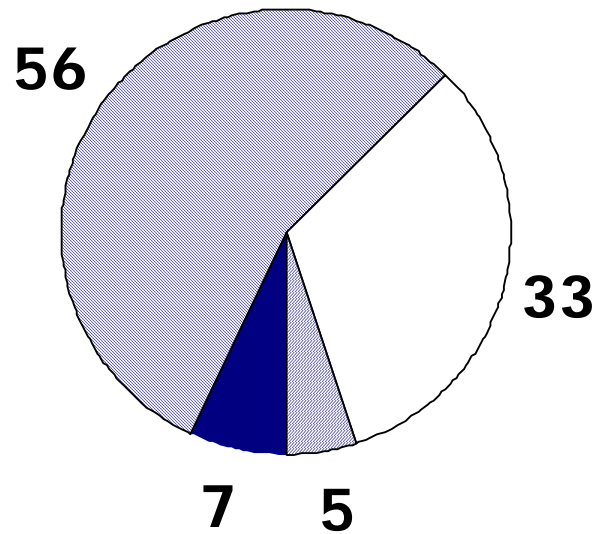
Awareness of Paul Martin out of Cabinet

Q: Are you aware that Paul Martin, the former Finance Minister is no longer a member of the federal cabinet?



Martin: Quit or Fired?

Q: From what you have read or heard, do you think Mr. Martin basically quit, was fired by Mr. Chrétien or it is too difficult to say who did what?



- Quit
- Fired
- Too difficult to say
- DK/NR



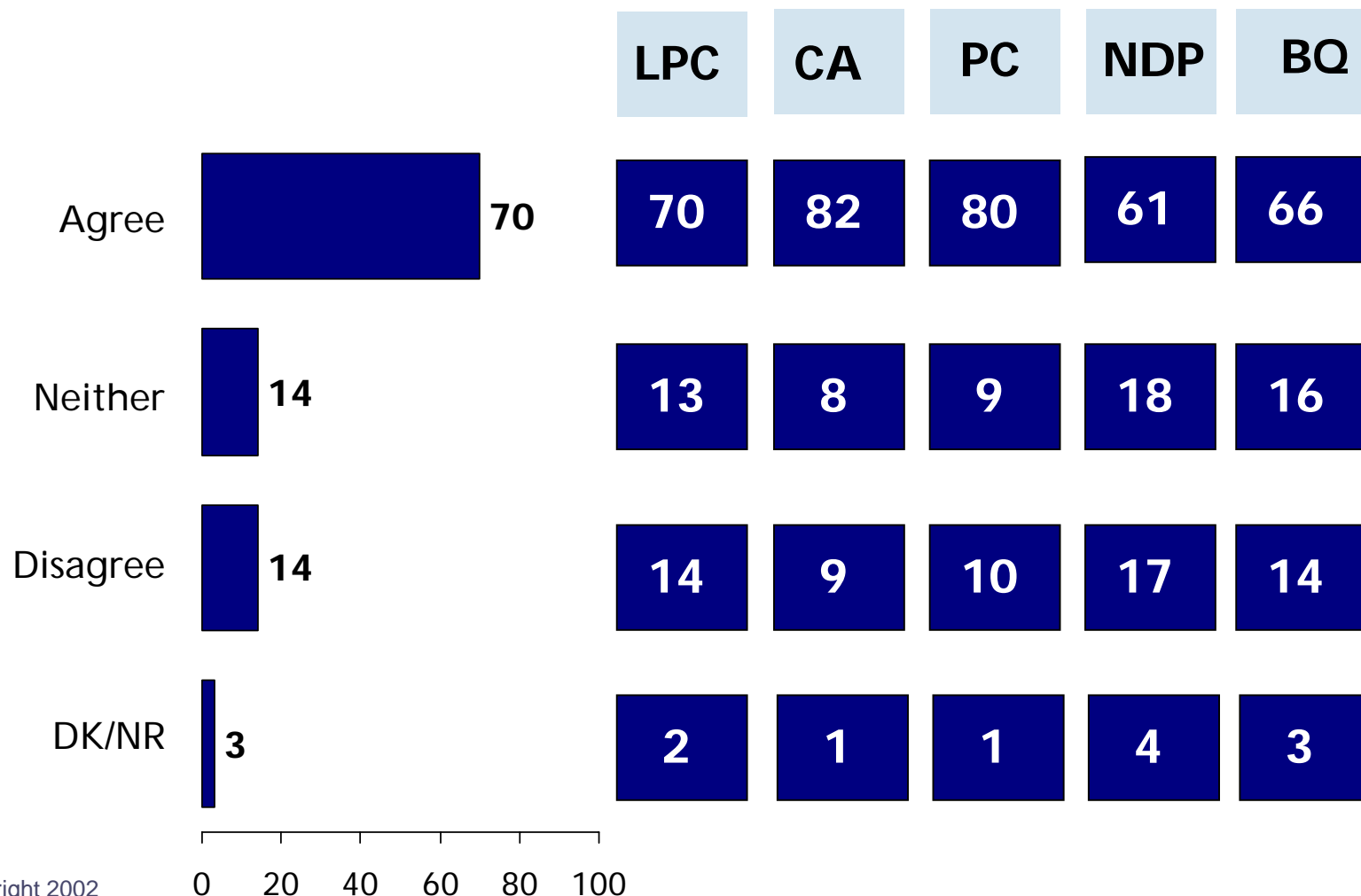
Martin: Reason out of Cabinet

Q: What do you think is the most important reason Mr. Martin is no longer in Cabinet? Was it... or ...



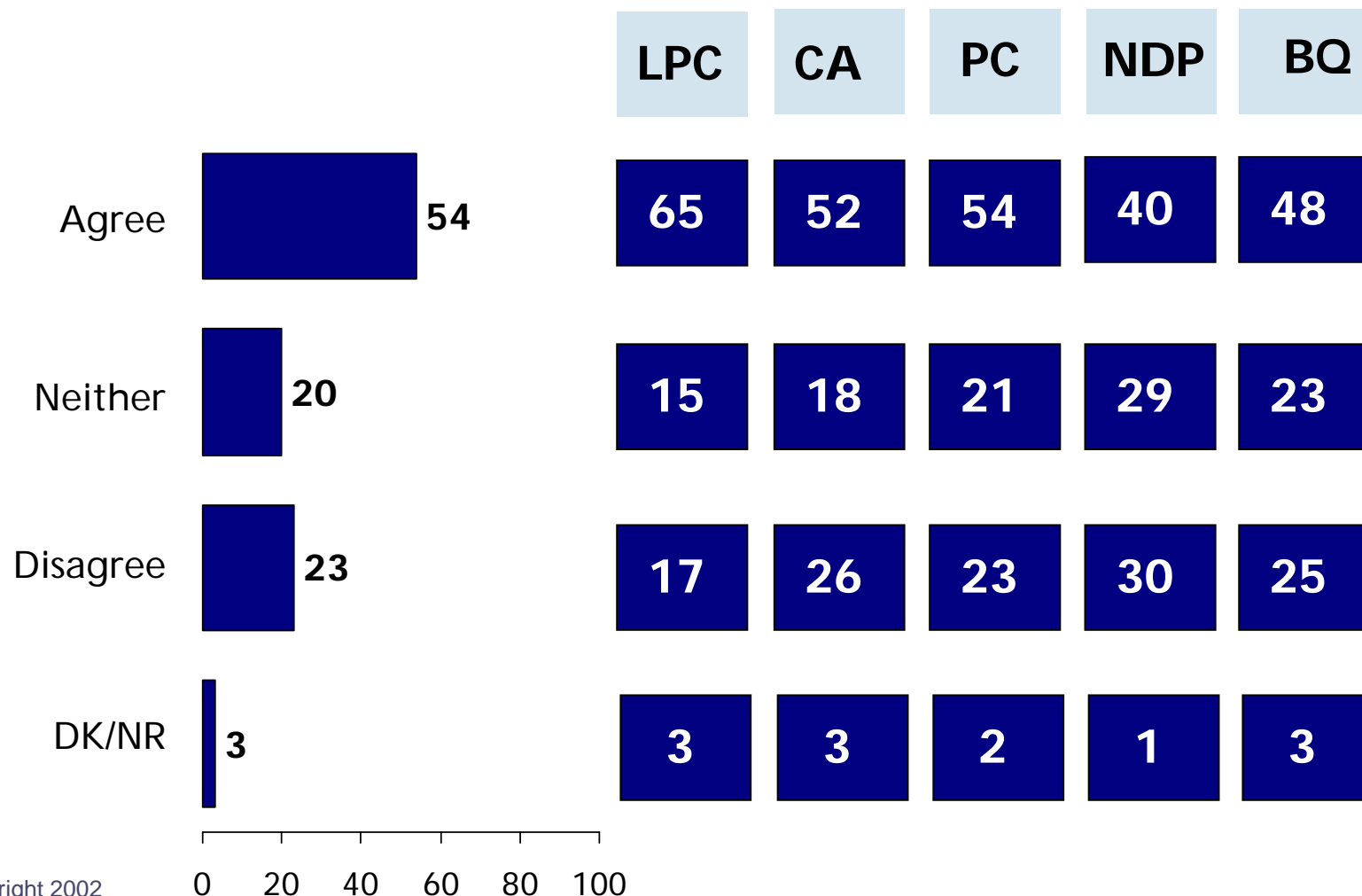
Martin-Chrétien: Childish Spectacle

Q: Regardless of who is right or wrong, I think the latest Chrétien-Martin episode is a childish spectacle unfitting our most senior political leaders.



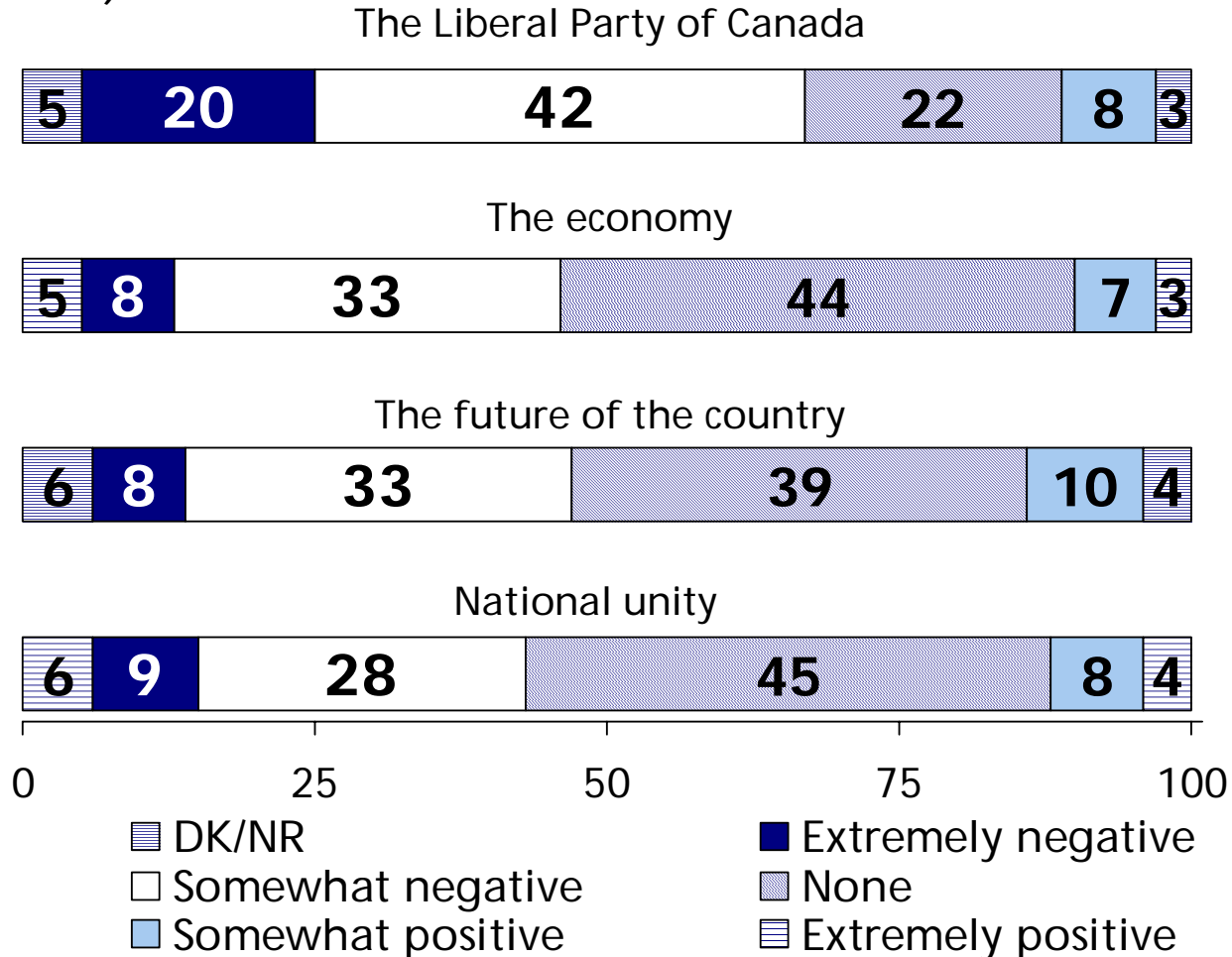
National Stability over Leadership

Q: Now that the economy is performing well and the country is healthy, it seems unwise to disrupt national stability over leadership ambitions.



Impact of Martin's Departure

Q: What do you think will be the overall impact of Mr. Martin's departure on: (1- extremely negative, 2-somewhat negative, 3-none, 4-somewhat positive, 5- extremely positive)





Approval/ Disapproval



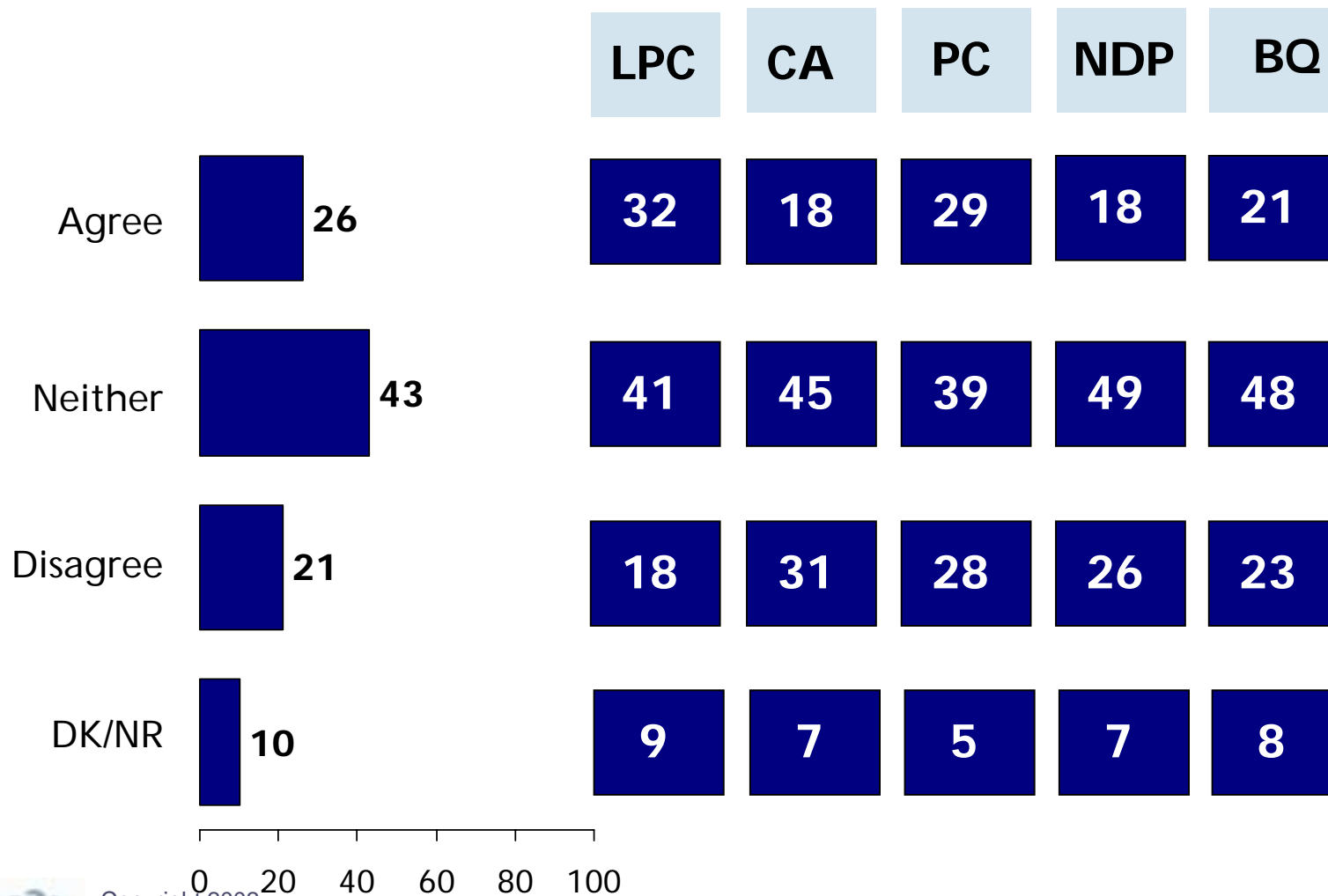
Quit or Fired? Key to Public Assessment

- Initial reaction is to blame PM, with public sympathies leaning overwhelmingly toward Mr. Martin (at this stage)
 - Much more polarized approval among those who believed that Martin quit!
- Mr. Chrétien is seen by a plurality of voters, and a majority of Liberals, as having done the “necessary” thing given circumstances but the view that Martin was treated unfairly is stronger
- Mr. Manley receives only mixed views about his competence for the job but they are slightly improving (perhaps in recognition of little negative market impacts this week)
- The issue of transparent reporting of leadership donations receives near universal and strong support.
 - Mr. Chrétien could receive positive marks if he moves forward with this plan which might hurt Mr. Martin’s popularity if he resisted the proposal
- Broad government approval rating declined significantly over past week (but not party standing)



Support for Manley as Finance Minister

Q: I feel pretty comfortable that John Manley is up to the job of being a sound Finance Minister.



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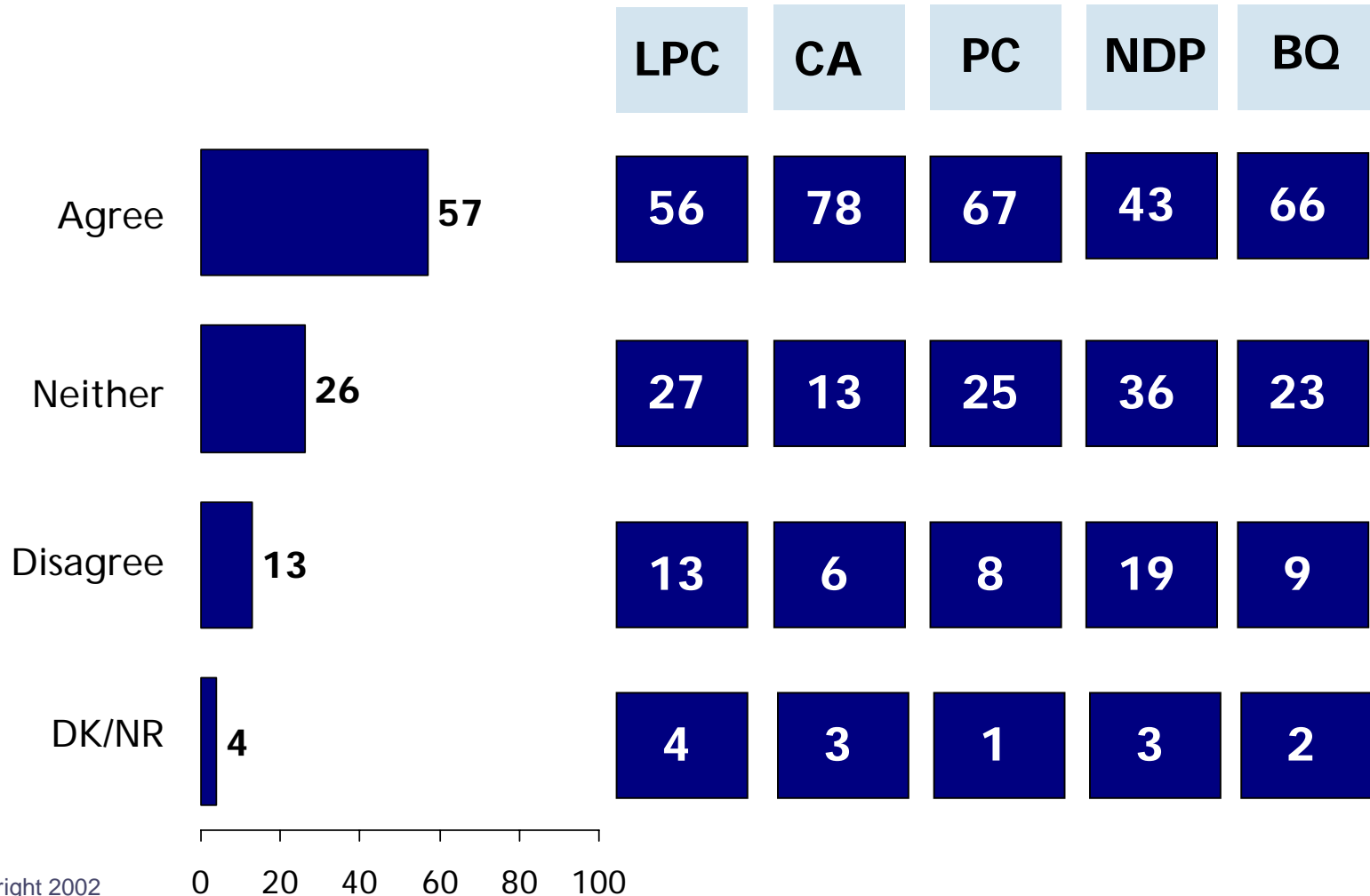
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{Base: All Canadians; n=1225}

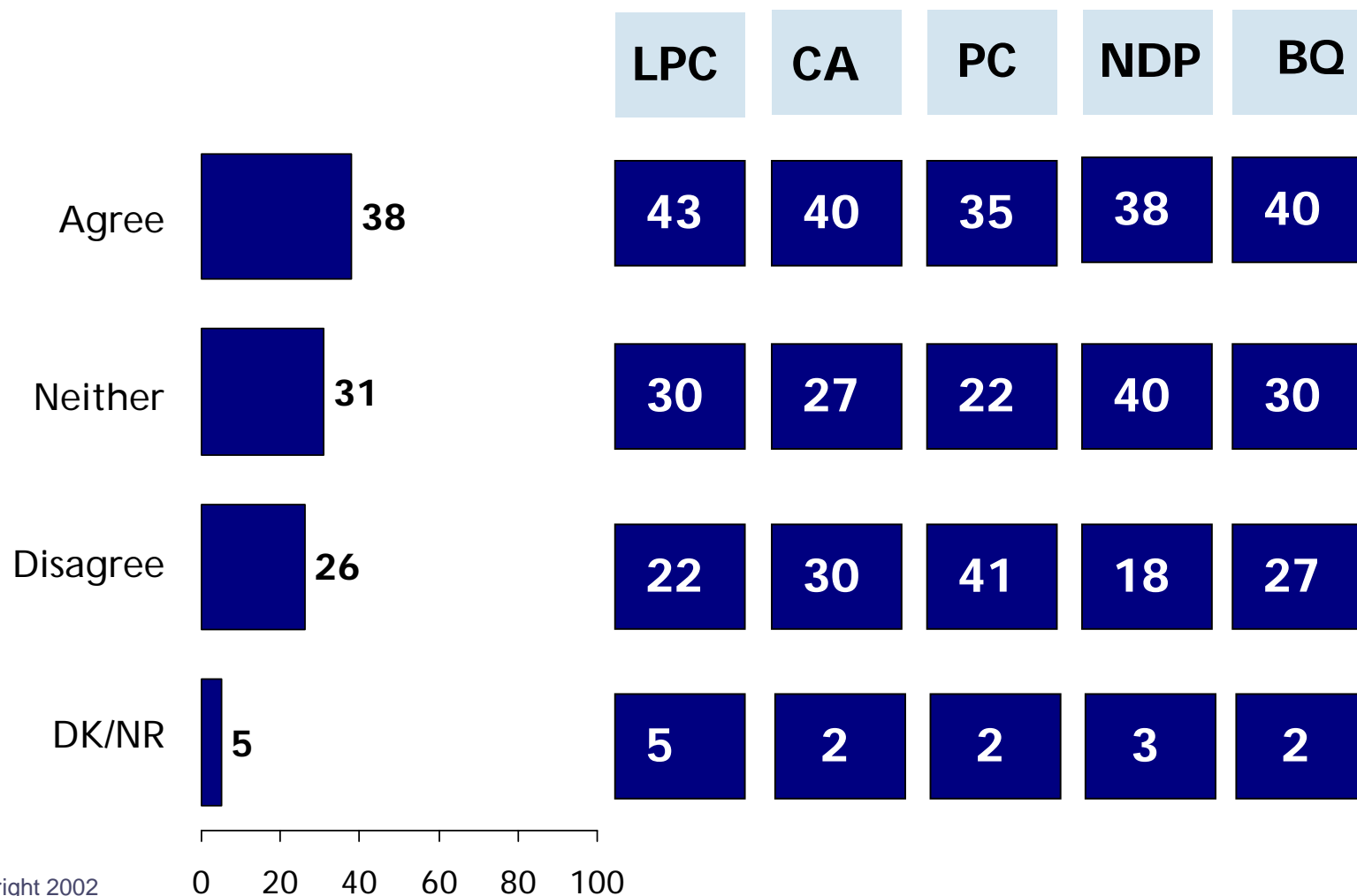
Martin Treated Unfairly?

Q: I think that Mr. Martin was a terrific Finance Minister and that he was treated very unfairly by the Prime Minister.



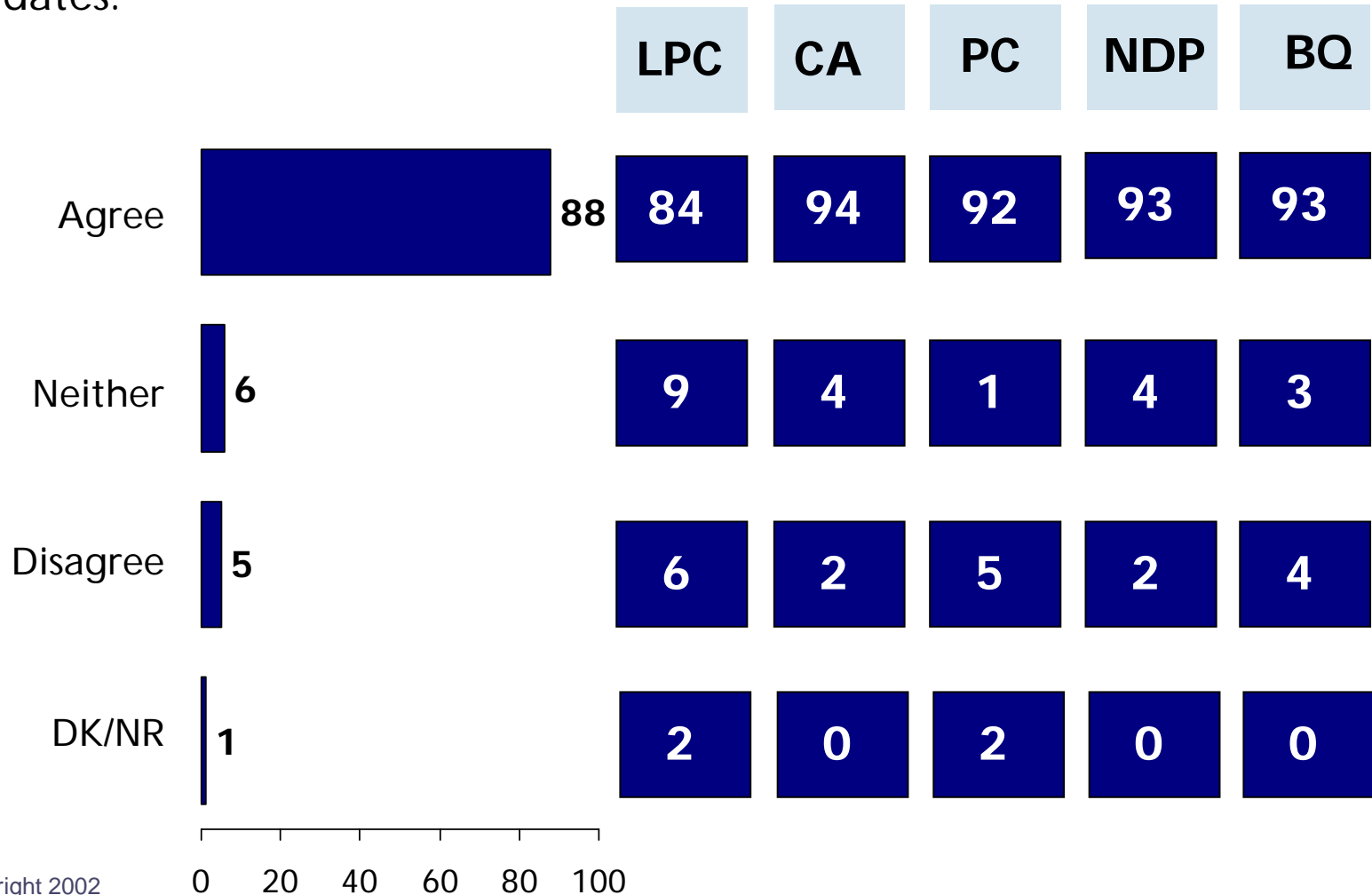
Chrétien's Action Right?

Q: I think the continued Chrétien-Martin controversy around leadership and Mr. Martin's threat to leave necessitated Mr. Chrétien's actions.



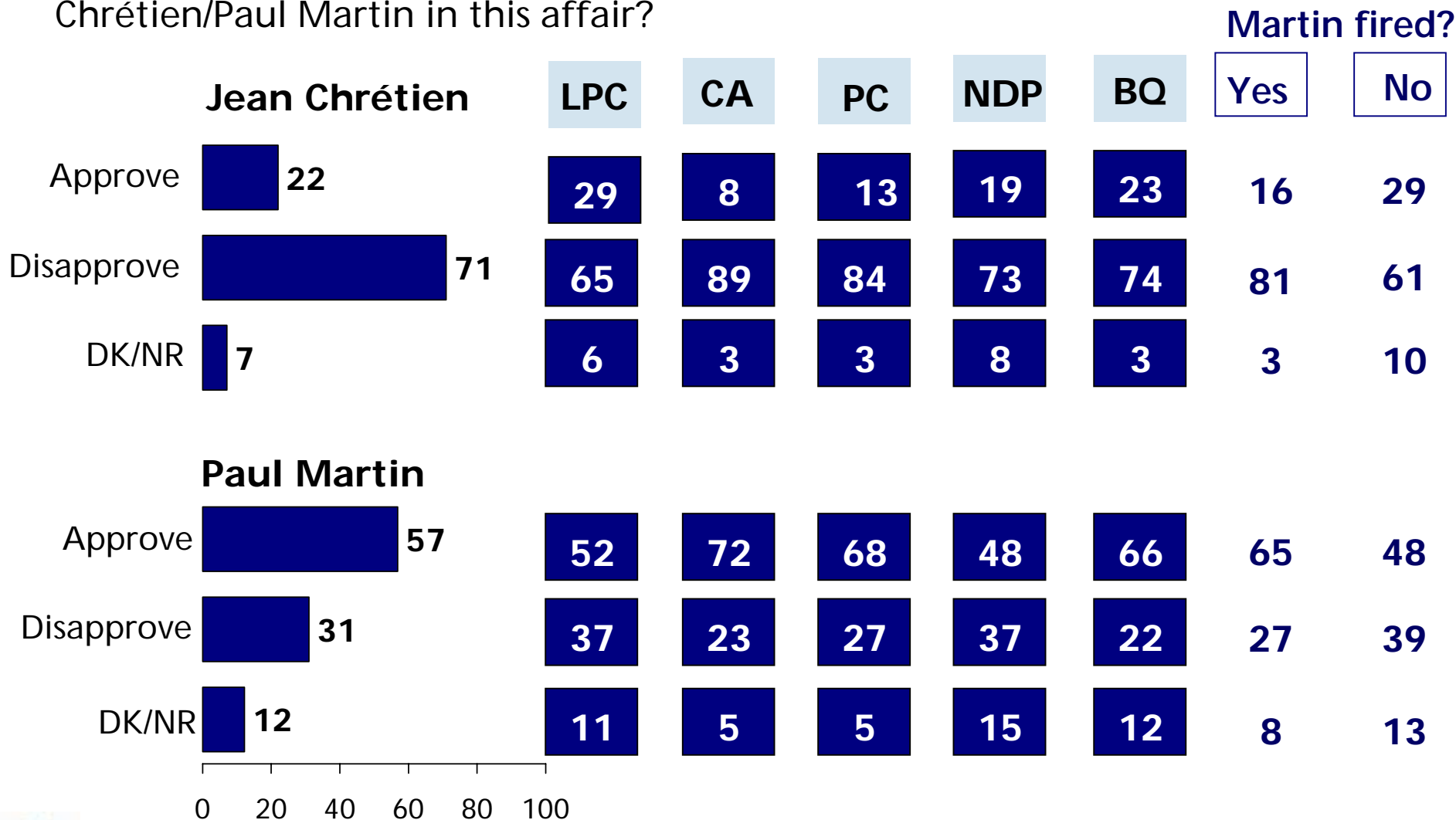
Donations and Leadership Campaign

Q: I think it is an excellent idea to ensure that all donations to leadership campaigns are publicly declared so that we know who is financing which candidates.



Who is right: Chrétien or Martin?

Q: All in all, how strongly do you approve or disapprove the conduct of Jean Chrétien/Paul Martin in this affair?



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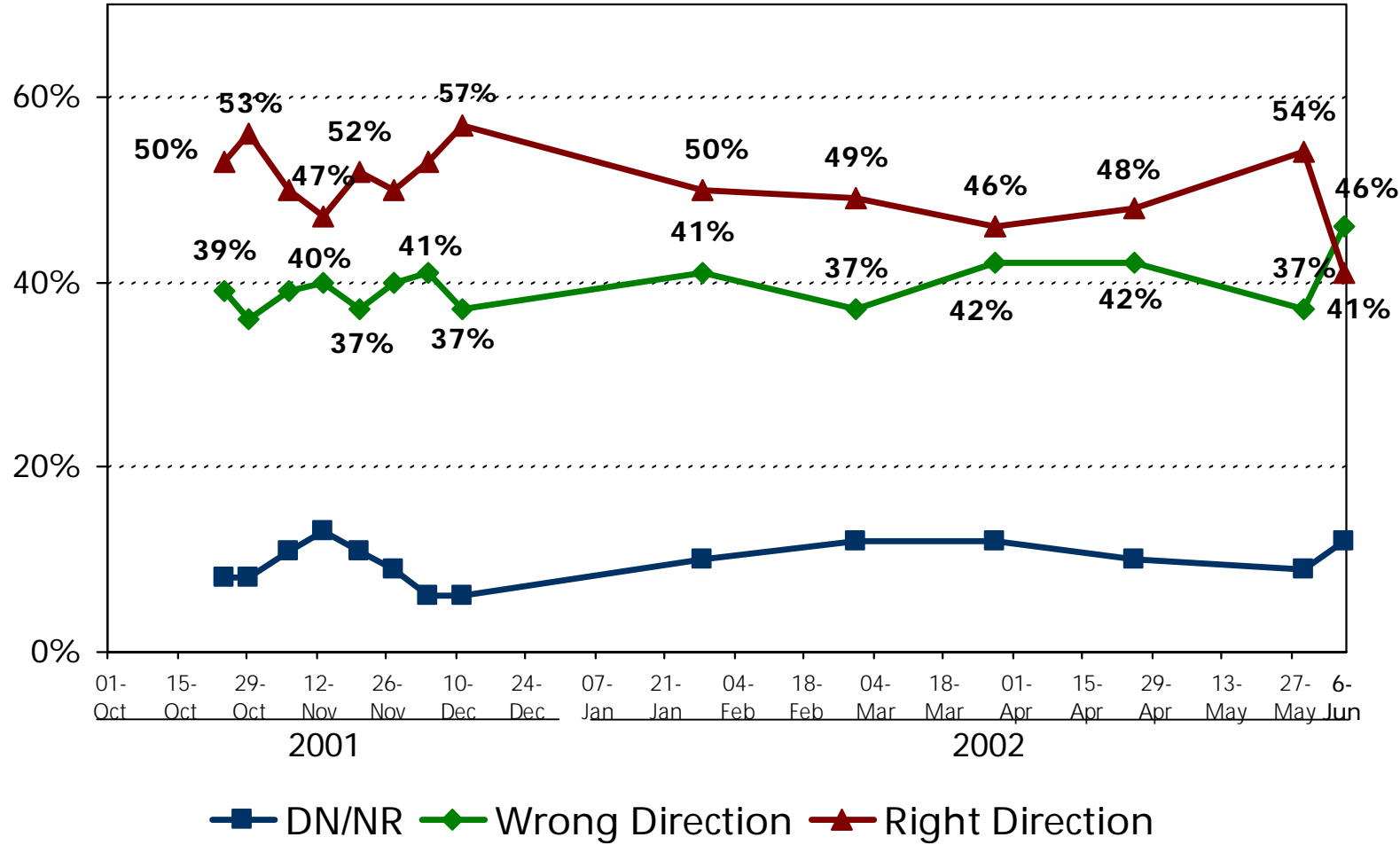
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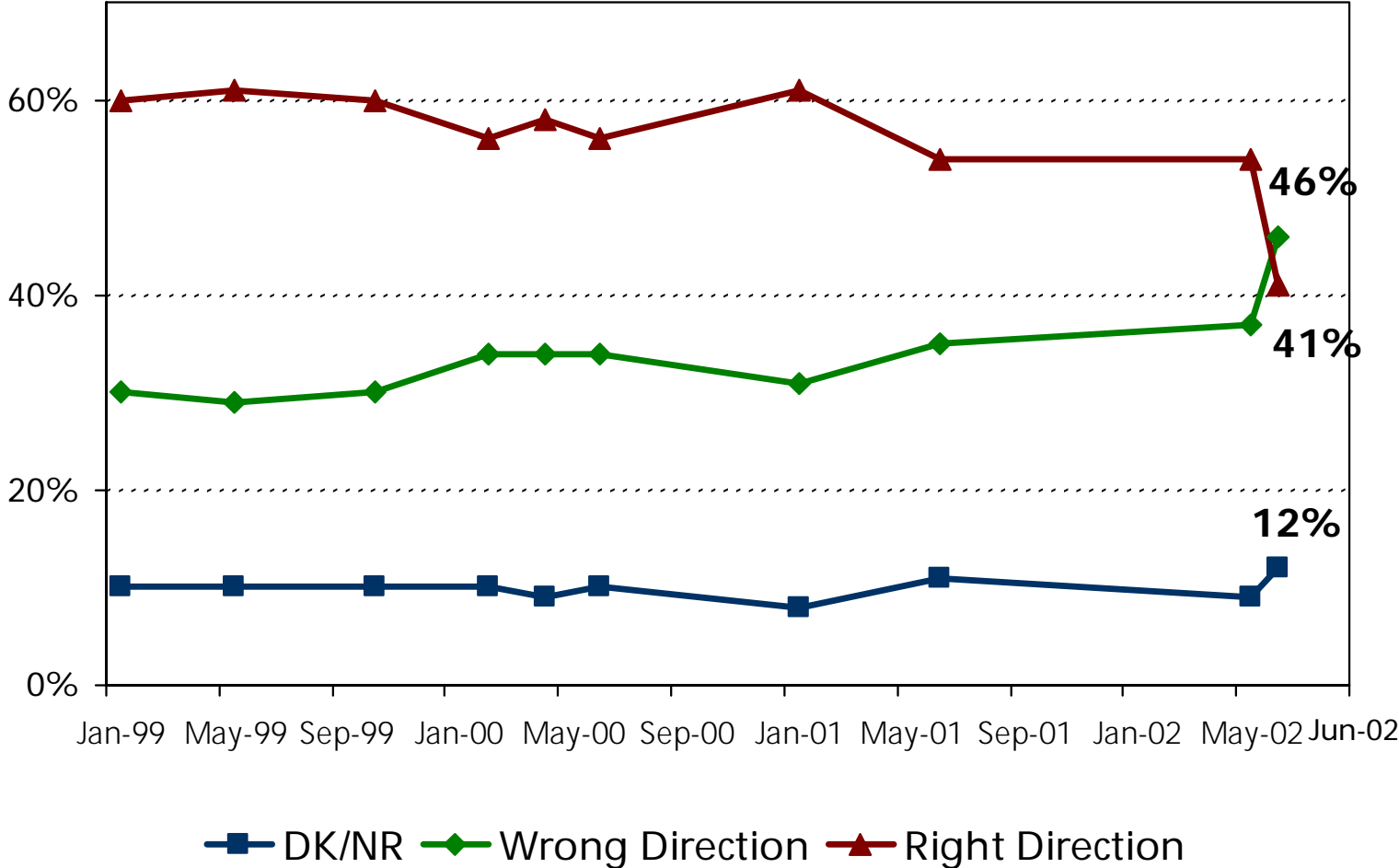
Satisfaction with Government Direction (Short Term)

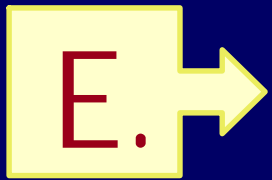
Q: Overall, would you say the Government of Canada is moving in the right direction or the wrong direction?



Satisfaction with Government Direction (Long Term)

Q: Overall, would you say the Government of Canada is moving in the right direction or the wrong direction?





Impact on Political Landscape

PM blamed but Voting Intentions Unaffected

- Paradoxically the assigned blame and disapproval of Mr. Chrétien appear to have had little impact on his party's position in the polls. In fact, the Liberals strengthened significantly in the past week and were strengthening in the past few days
- Mr. Martin enjoys an advantage on the hypothetical question of how likely voters would be to vote Liberal in the next election if he rather than Mr. Chrétien were leader
 - Our recent experience suggests these hypothetical questions are unreliable for gauging future voter behavior
- Mr. Chrétien is seen as having a disadvantage with Mr. Martin on ethics but fares as well on national-unity/Quebec issues particularly amongst Liberals and English Canadians.
- Martin's advantage is much more strongly and consistently evident amongst right of centre voters and older Canadians



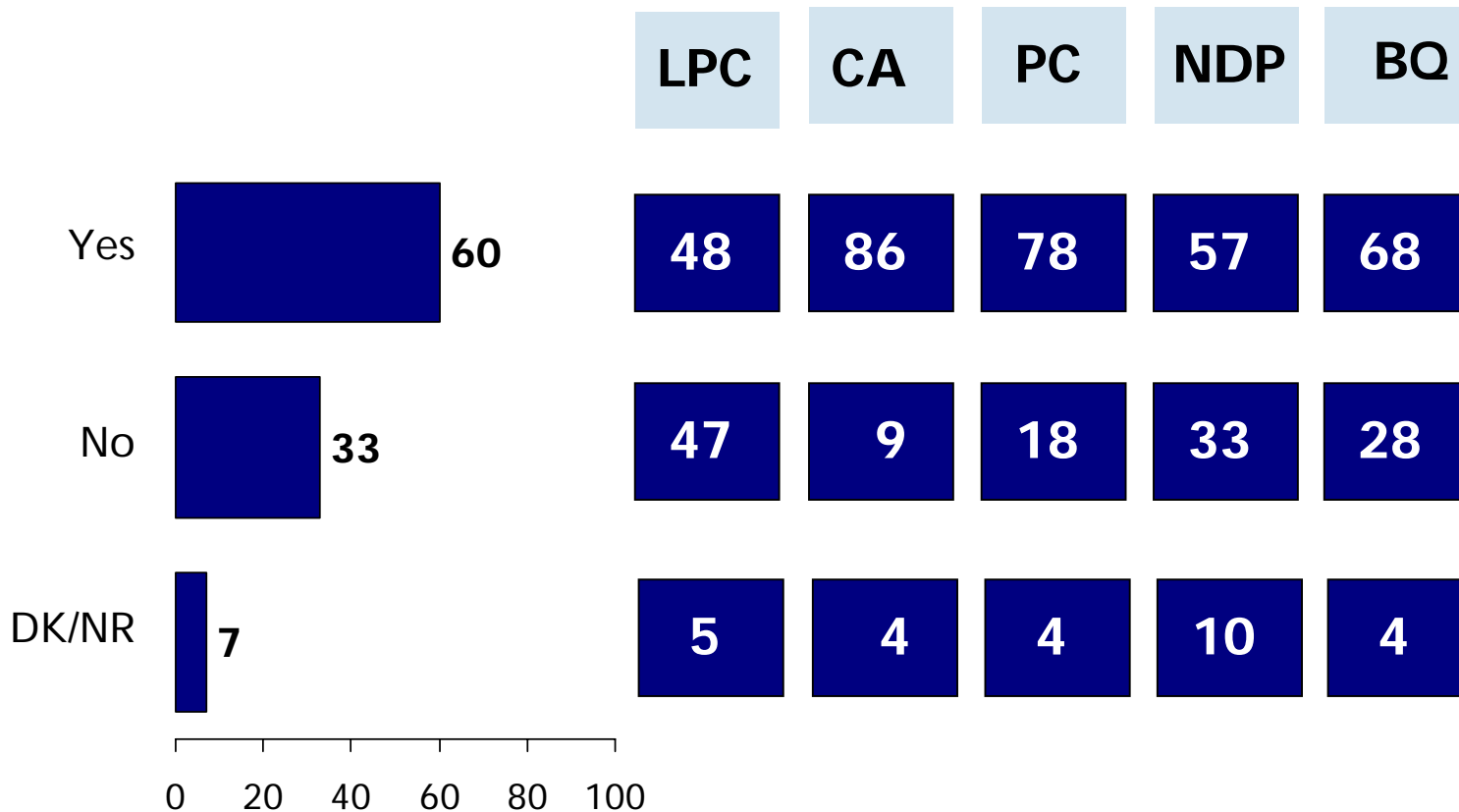
PM Earned Right to Stay among Liberals

- The majority of Canadians continue to believe that PM should resign before the next election and that no leader should hold more than two consecutive terms
- Amongst Liberal voters there is considerable support for the idea that Mr. Chrétien has earned the right to decide on resigning; a view strenuously rejected by non-Liberals



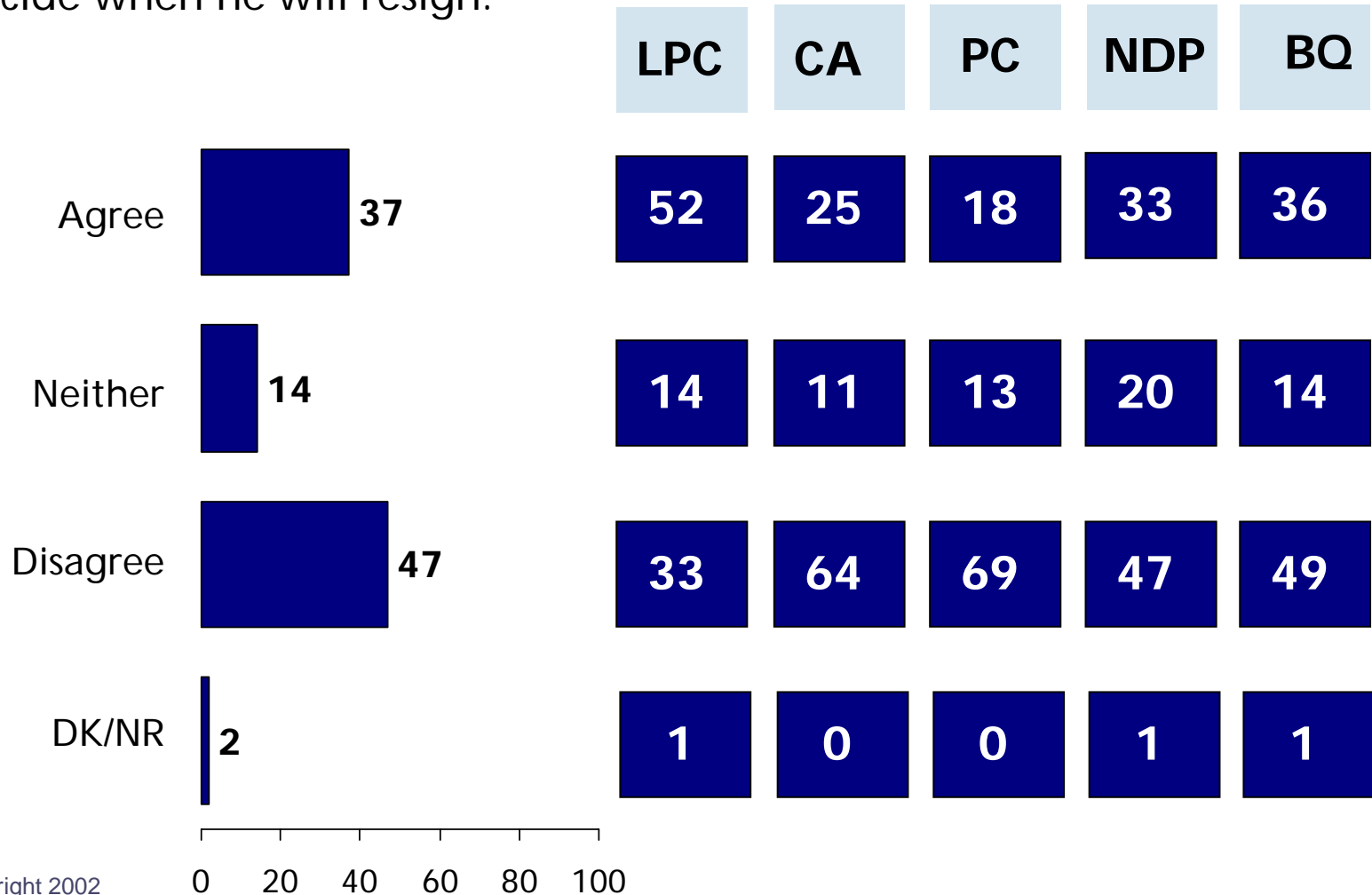
Should the PM Step Down?

Q: All in all, do you think that the Prime Minister Jean Chrétien should resign before the next election?



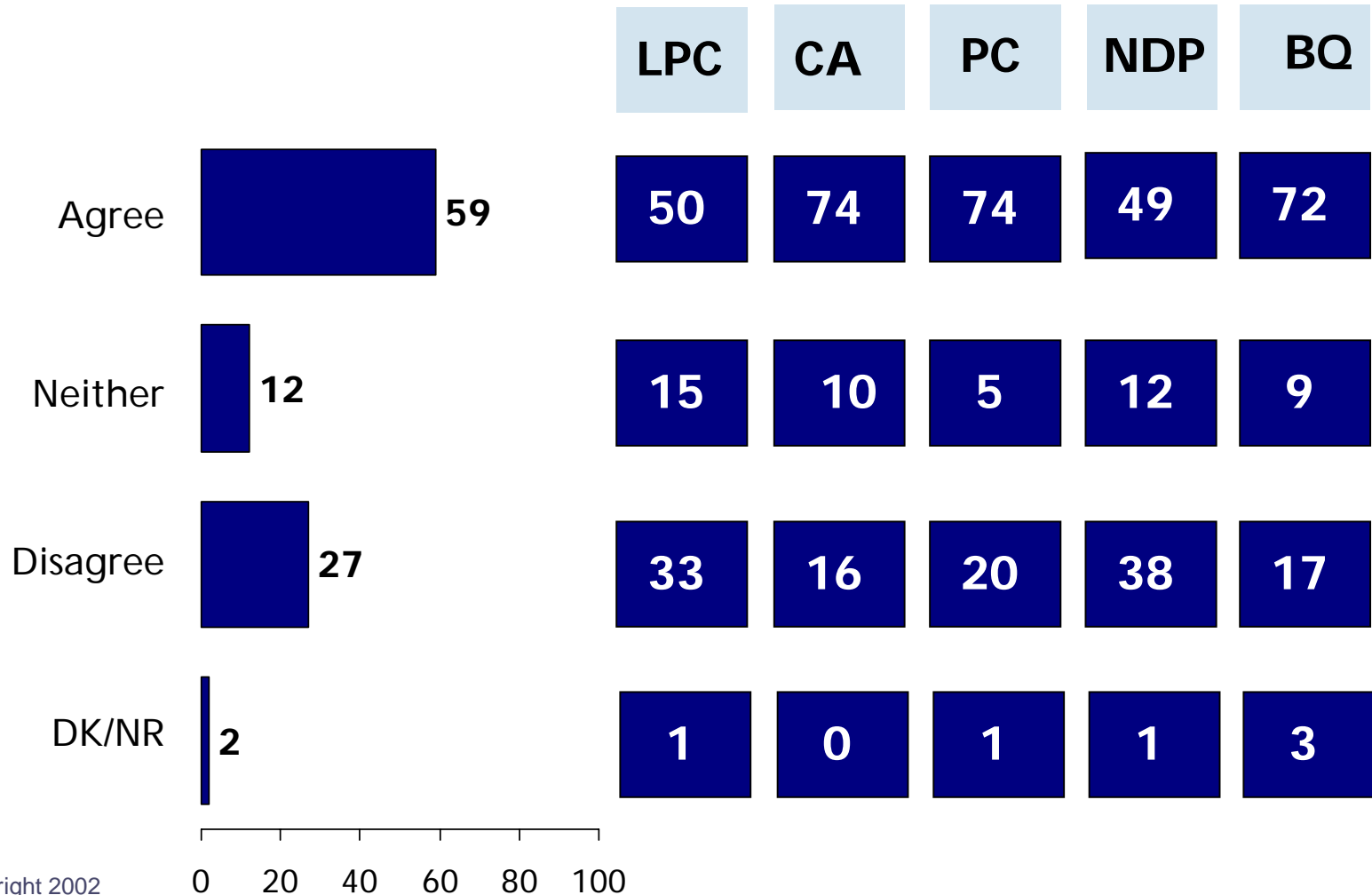
PM: Legitimacy to Stay

Q: I think that because the Prime Minister won the leadership of his party and received high support from the public in the last election, he deserves the right to decide when he will resign.



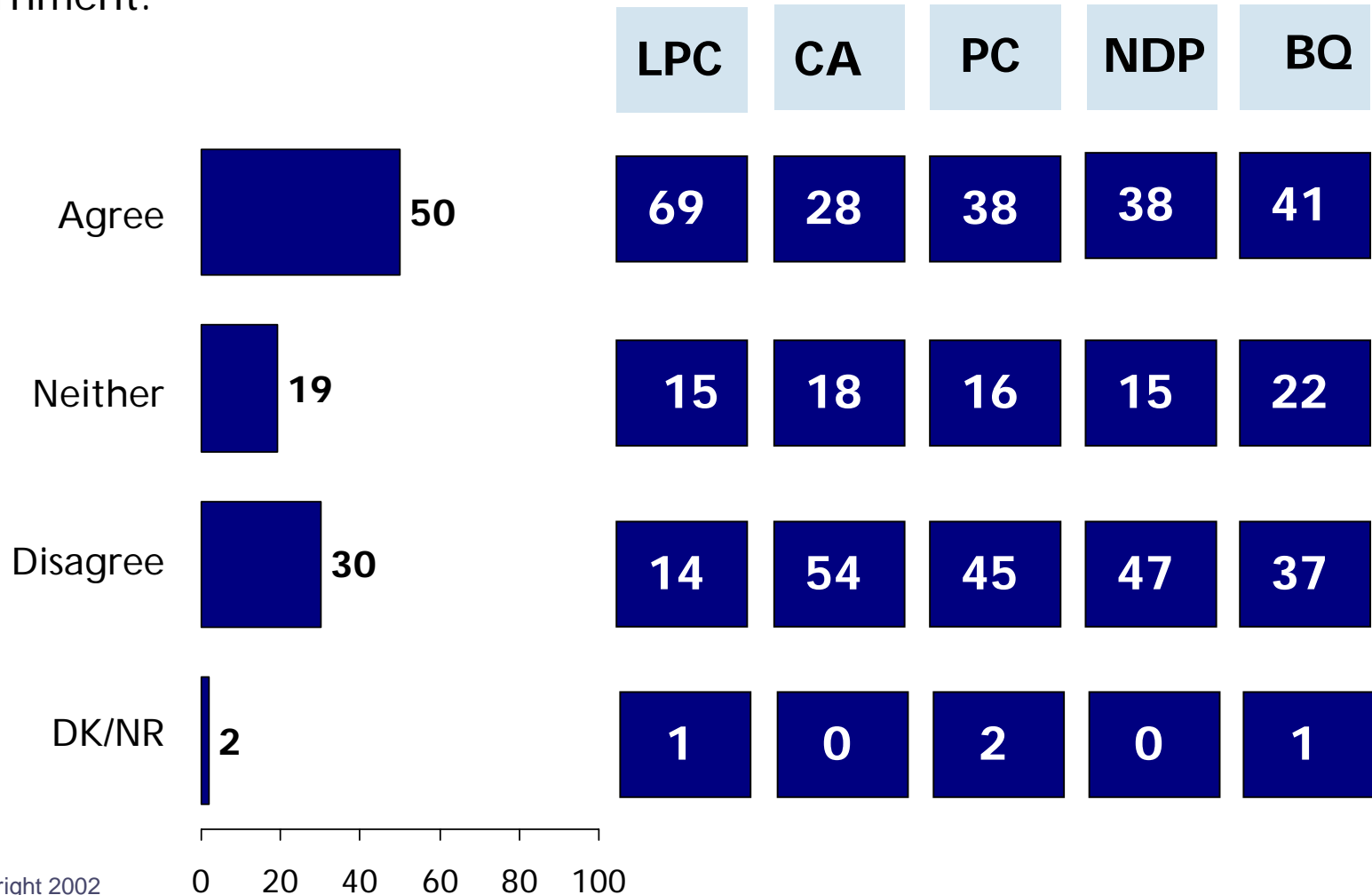
Limiting PM Time in Office

Q: Like in the American constitution, I think that we should have a rule that limits office to the head of the federal government to two terms.



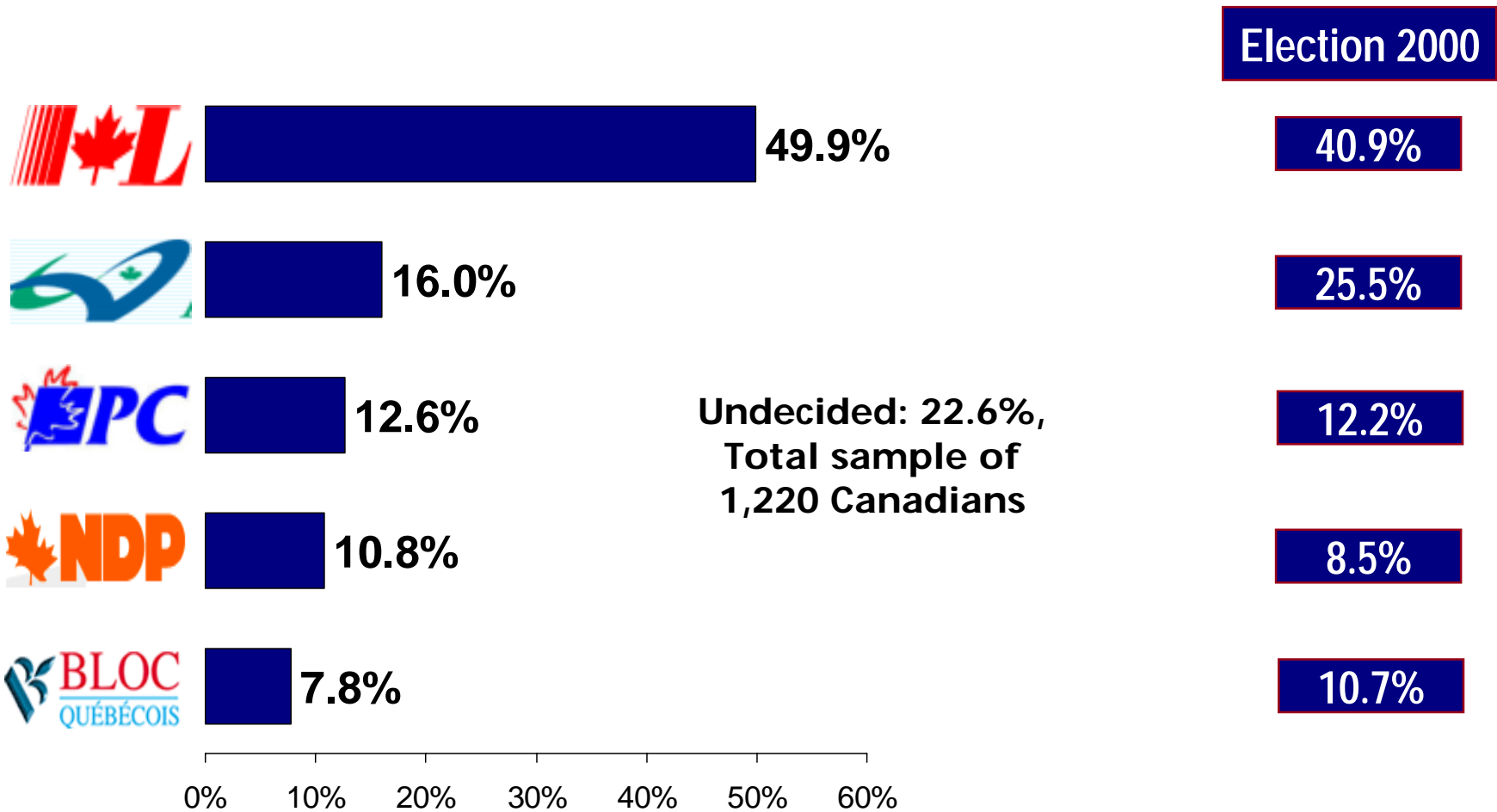
Potential Gain for Opposition?

Q: No matter how much difficulty the Liberals are encountering lately, I still don't feel comfortable that any of the opposition parties could form a competent government.



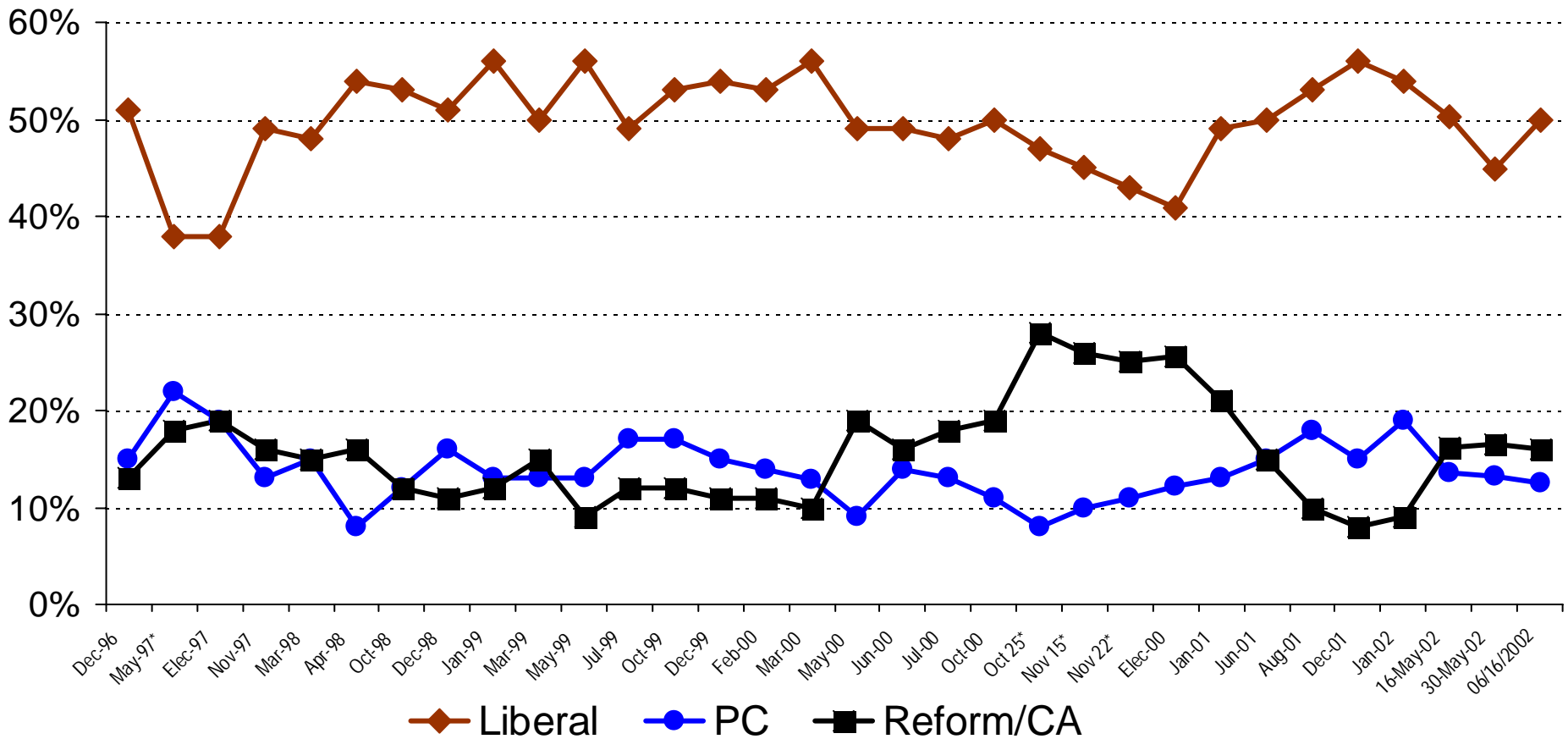
Federal Voting Preference

Q: If a federal election were held tomorrow, which party would you vote for?
[Decided voters only*]



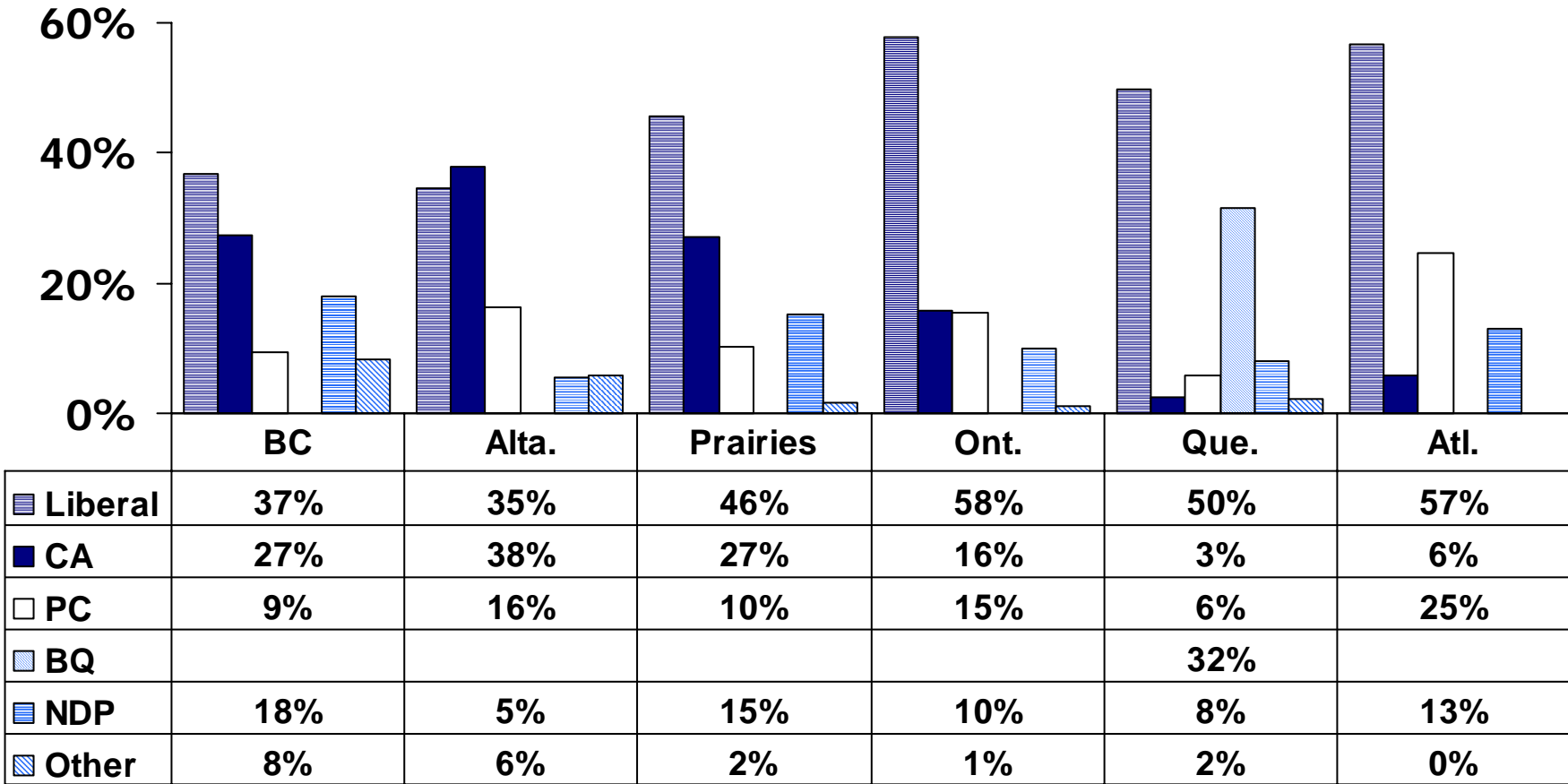
Federal Voting Preferences

Q: If a federal election were held tomorrow, which party would you vote for?
 [Decided voters only*]



Federal Voting Preferences: Regional

Q: If a federal election were held tomorrow, which party would you vote for? [Decided voters only*]

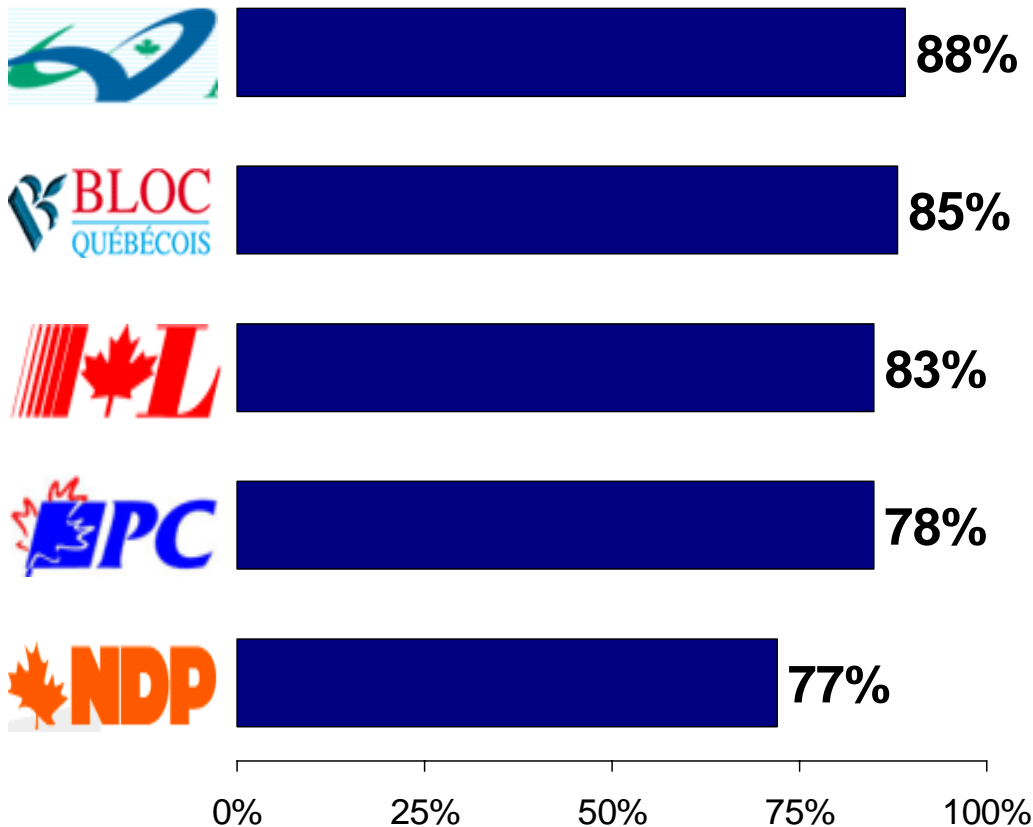


Liberal
 CA
 PC
 BQ
 NDP
 Other



Loyalty Index

Per cent of Canadians that say they intend to vote for the same party they voted for in the 2000 election.



Main Street vs. Bay Street Constituency

Jean Chrétien has relatively more appeal with...

- **Women**
- **Lower income**
- **Youth**
- **Liberal and NDP**

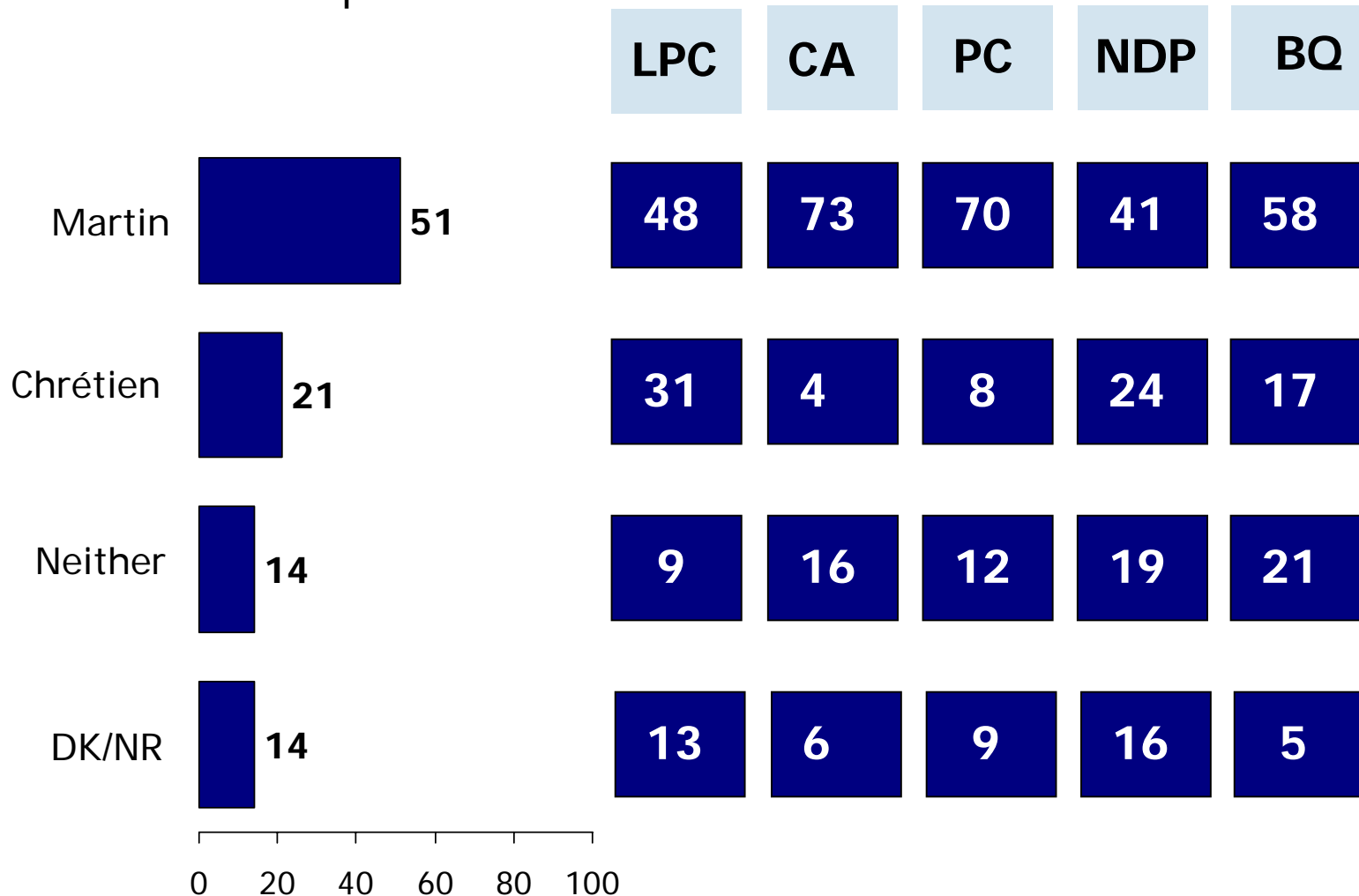
Paul Martin has relatively more appeal with...

- **Men**
- **Upper income**
- **Pre-retired and retired**
- **CA, PC and Bloc Voters**



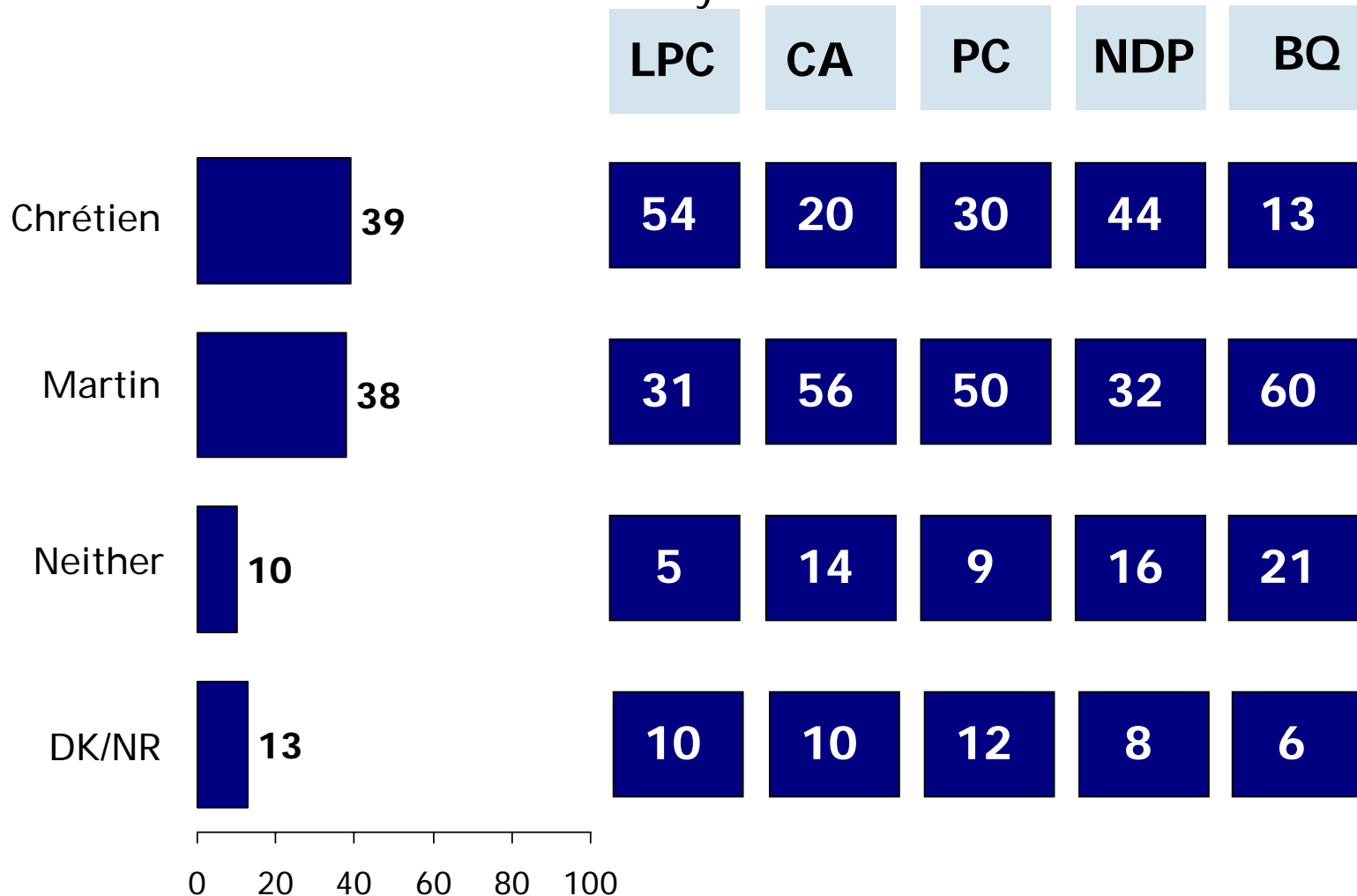
Martin vs. Chrétien: Ethics & Corruption

Q: Between Paul Martin and Jean Chrétien, which leader is best able to deal with ethics and corruption?



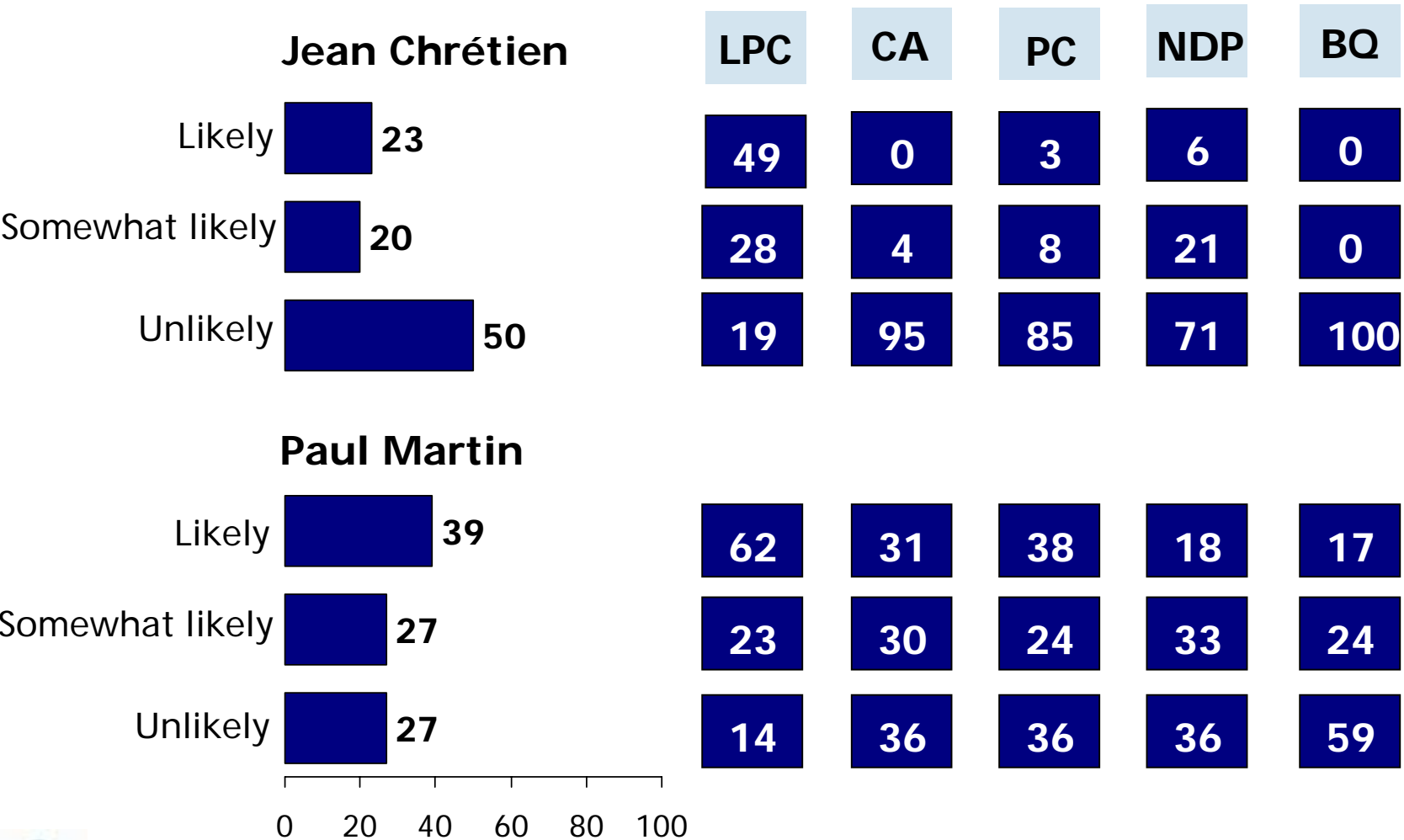
Martin vs. Chrétien: Quebec Issues

Q: Between Paul Martin and Jean Chrétien, which leader is best able to deal with Quebec issues and national unity?



Leadership Effect on Voting Intentions

Q: How likely is it that you would vote for the Liberal Party of Canada if Jean Chrétien/ Paul Martin is the leader?



{Base: All Canadians; n=approx. 600}



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