



EKOS

THE TORONTO STAR

Federal Election Poll # 2

A look at the issues

**Under embargo until:
June 12, 2004**

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Methodology

■ Telephone survey of the general public

- ❖ 2,117 interviews with a national random sample of Canadians 18 years of age and older
 - ✓ Interview period: June 7 to June 9, 2004
 - ✓ National results valid within 2.1 percentage points, 19 times out of 20
 - ✓ Some questions asked of a smaller sub-sample of respondents
- ❖ 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

■ 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.

Outlook on the Current Election Campaign

Canadians want a government that will serve country

Q: What will be the most important consideration in your voting decision on June 28th? Will it involve making a choice that...

	FEDERAL VOTING INTENTIONS						
	<u>National</u>	<u>LPC</u>	<u>CPC</u>	<u>NDP</u>	<u>BQ</u>	<u>GP</u>	<u>Undecided</u>
...advances the interests of the country as a whole	64	81	61	60	35	69	68
...advances your own interests	19	16	14	20	29	21	22
...gets rid of the Liberals	16	1	24	18	36	8	6
DK/NR	2	2	1	1	0	3	4

Base: All Canadians; Jun.04, n=811

Paul Martin & Liberals not seen as deserving re-election

Q: Please rate the extent to which you agree or disagree with the following statement.

I simply don't think that **The Liberal Party** deserves to be re-elected.



I simply don't think that **Paul Martin** deserves to be re-elected.



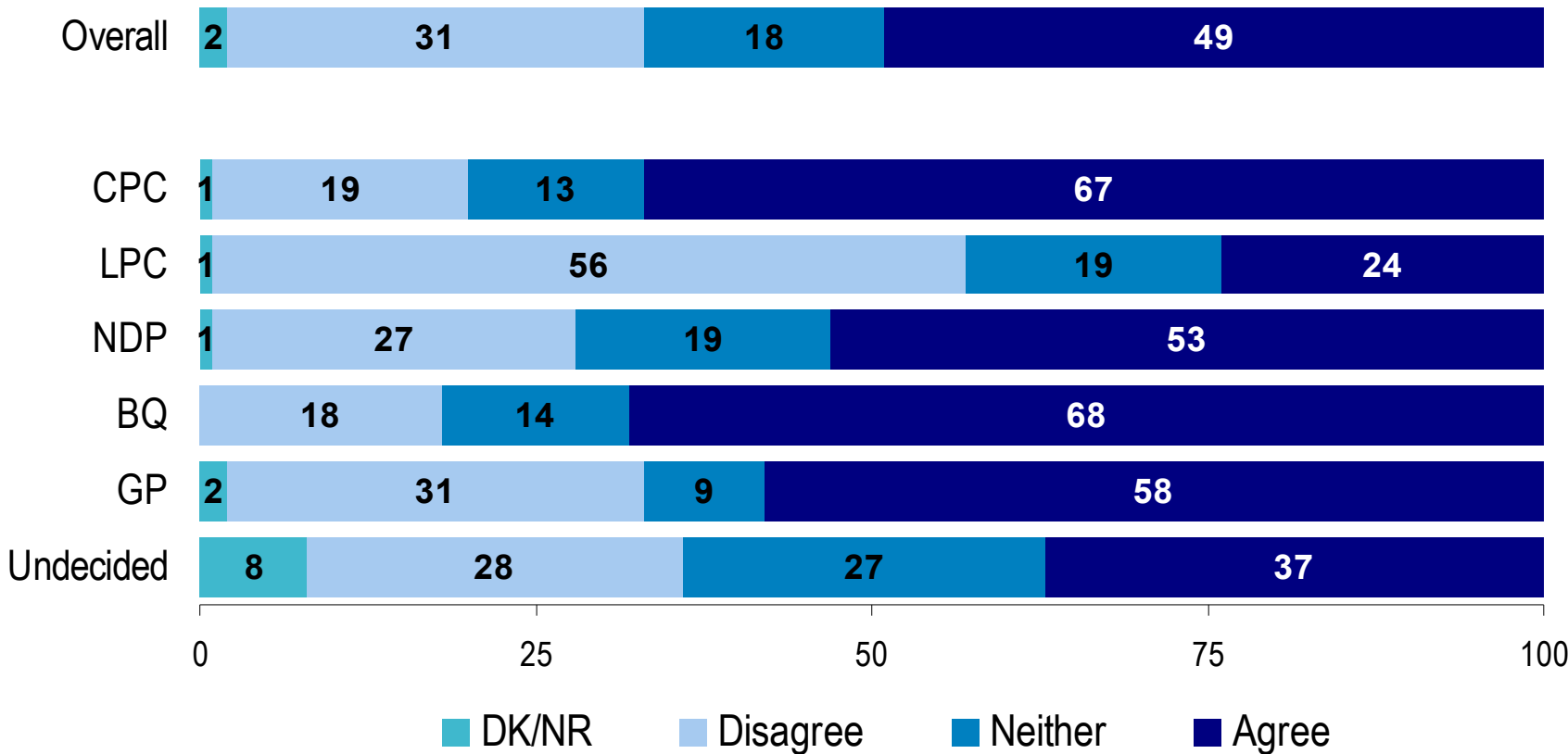
0 25 50 75 100

DK/NR Disagree Neither Agree

BQ & CPC voters most likely to consider Martin & LPC as undeserving of re-election

Q: Please rate the extent to which you agree or disagree with the following statement.

I simply don't think that **Paul Martin/The Liberal Party*** deserves to be re-elected.

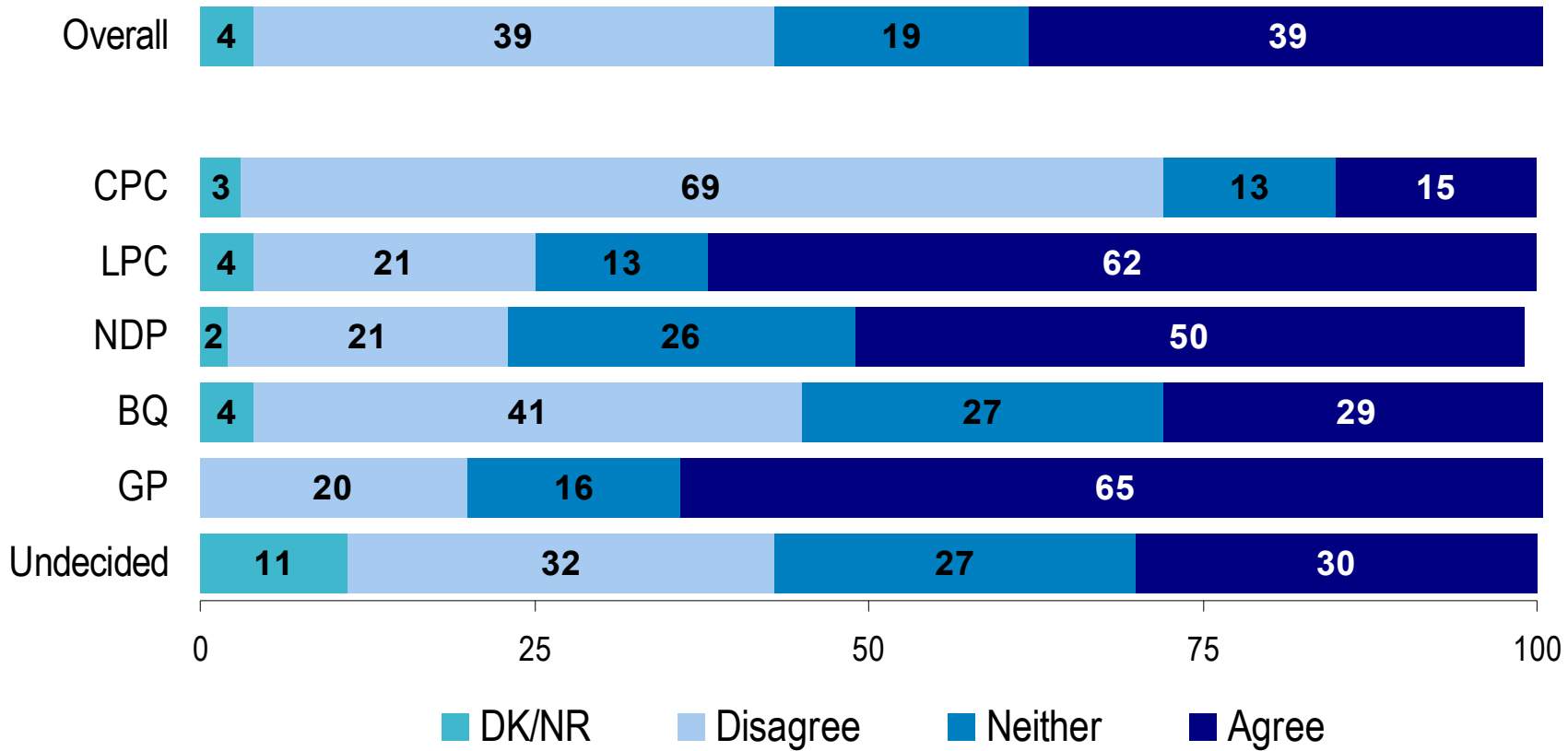


*collapse of the two responses

Are Canadians worried about punishing the Liberals?

Q: Please rate the extent to which you agree or disagree with the following statement.

I am worried that in the desire to punish Paul Martin and the Liberals, we will end up with a Conservative government that will take the country in the wrong direction.

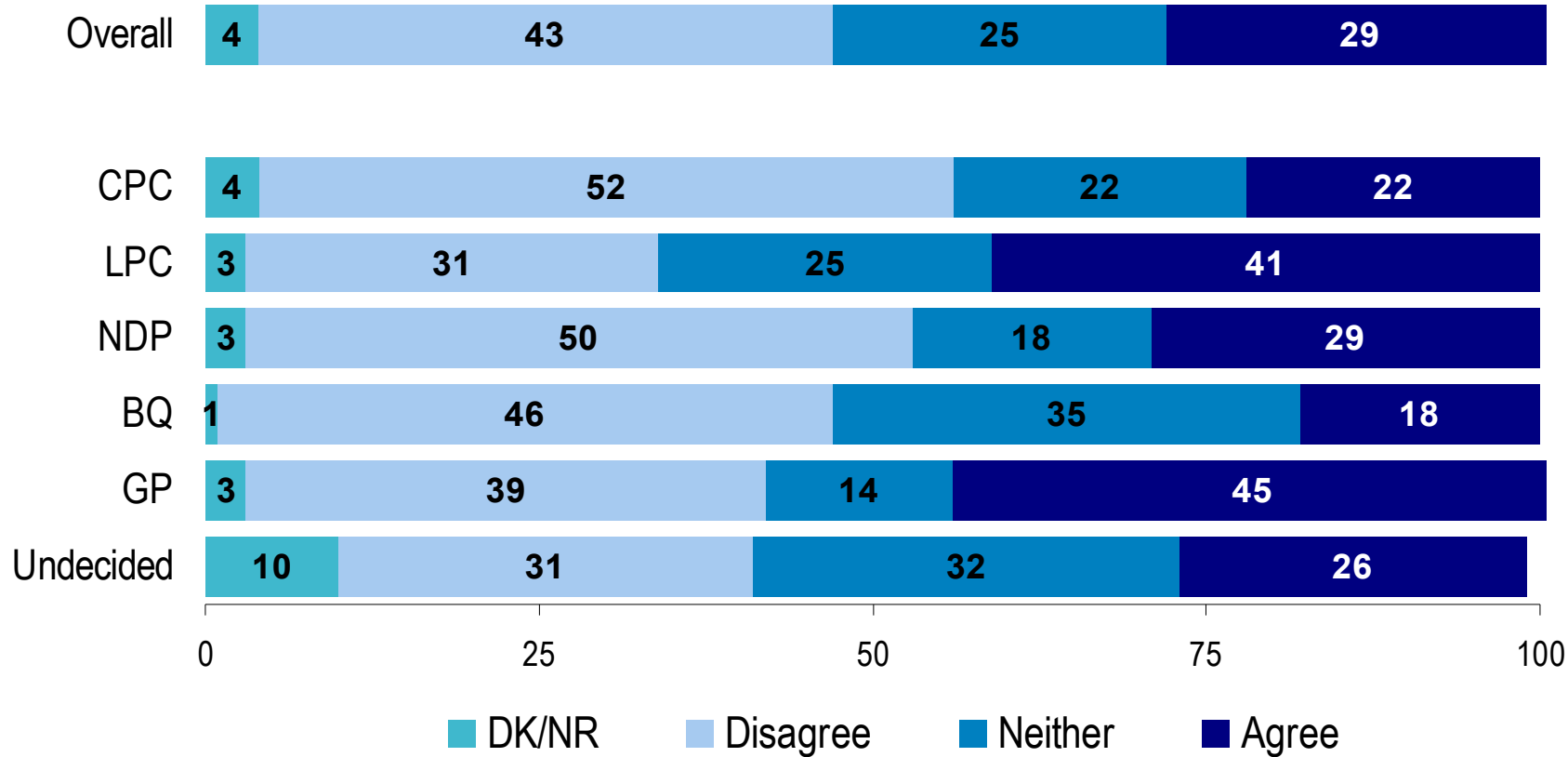


Base: All Canadians; Jun.04, n=834

Some concern that NDP vote equals a vote for the CPC

Q: Please rate the extent to which you agree or disagree with the following statement.

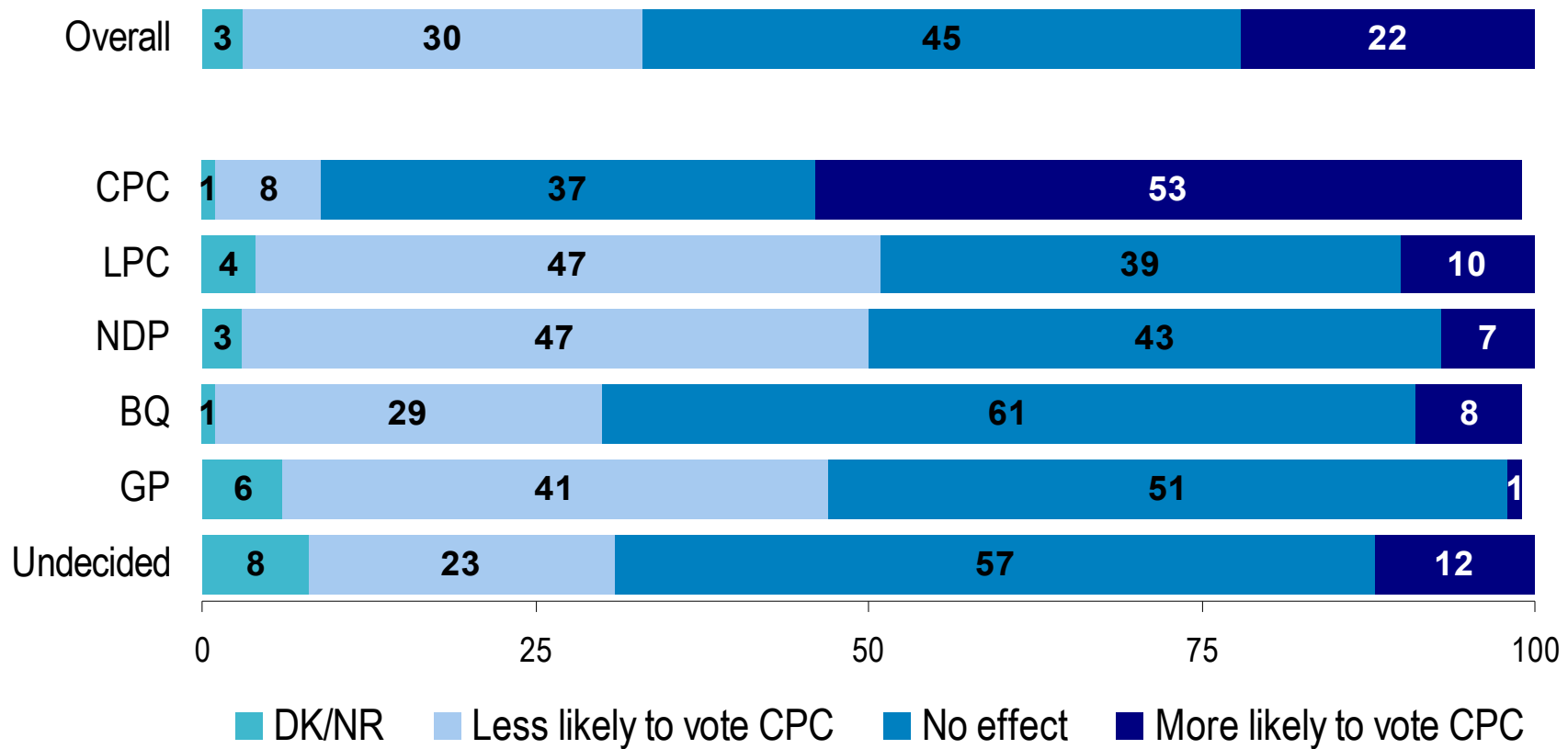
I am concerned that voting for the NDP will in fact help the Conservative Party form a government.



Base: All Canadians; Jun.04, n=1237

CPC voters steadfast

Q: If you KNEW that Stephen Harper and the Conservative Party were very likely to win the next election, would that make you more or less likely to vote for the Conservative Party of Canada?



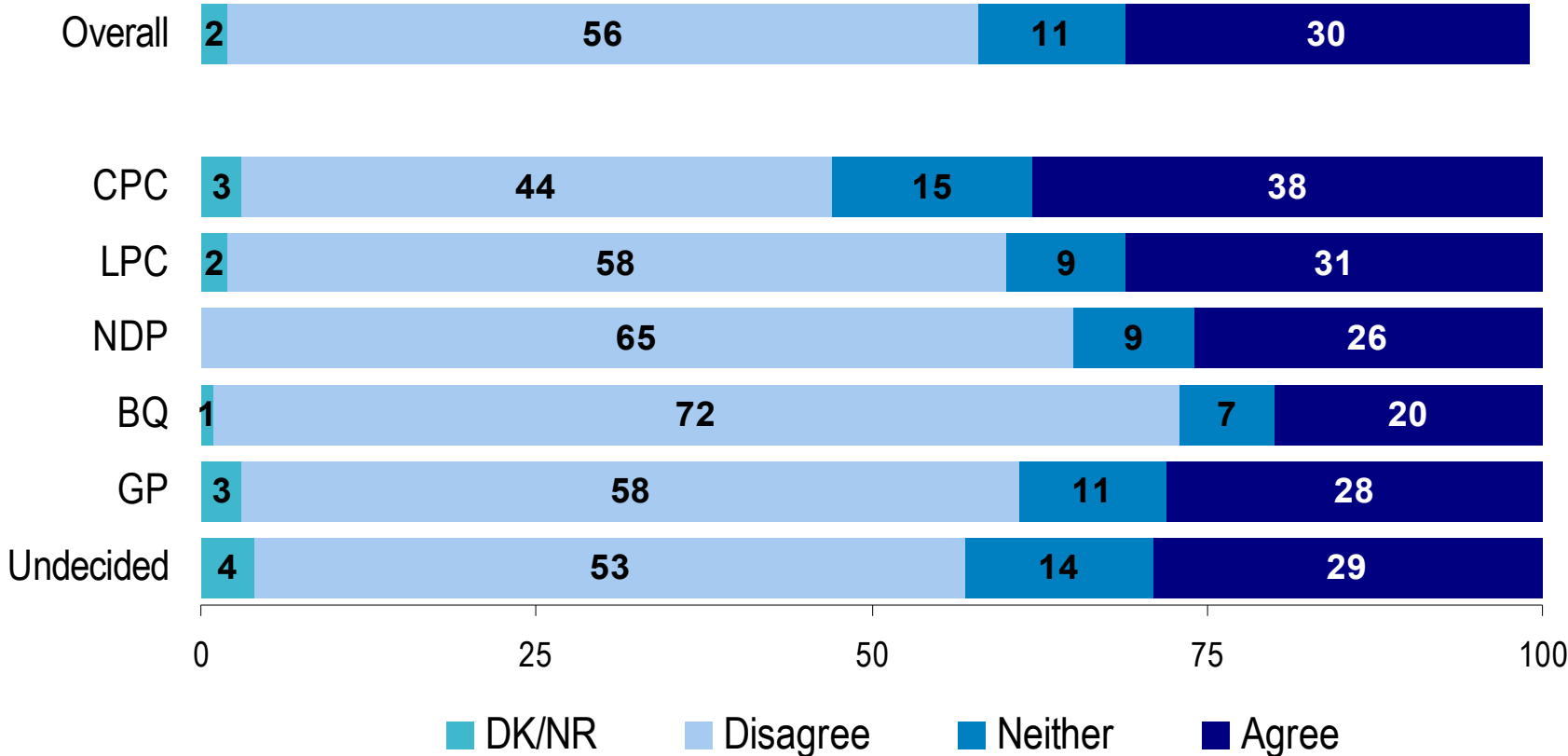
Base: All Canadians; Jun.04, n=1237

Election Issues

Clear majority opposes mandatory abortion counseling

Q: Please rate the extent to which you agree or disagree with the following statement.

I believe that **third party counseling** should be mandatory for women in Canada before they are permitted to have an abortion.

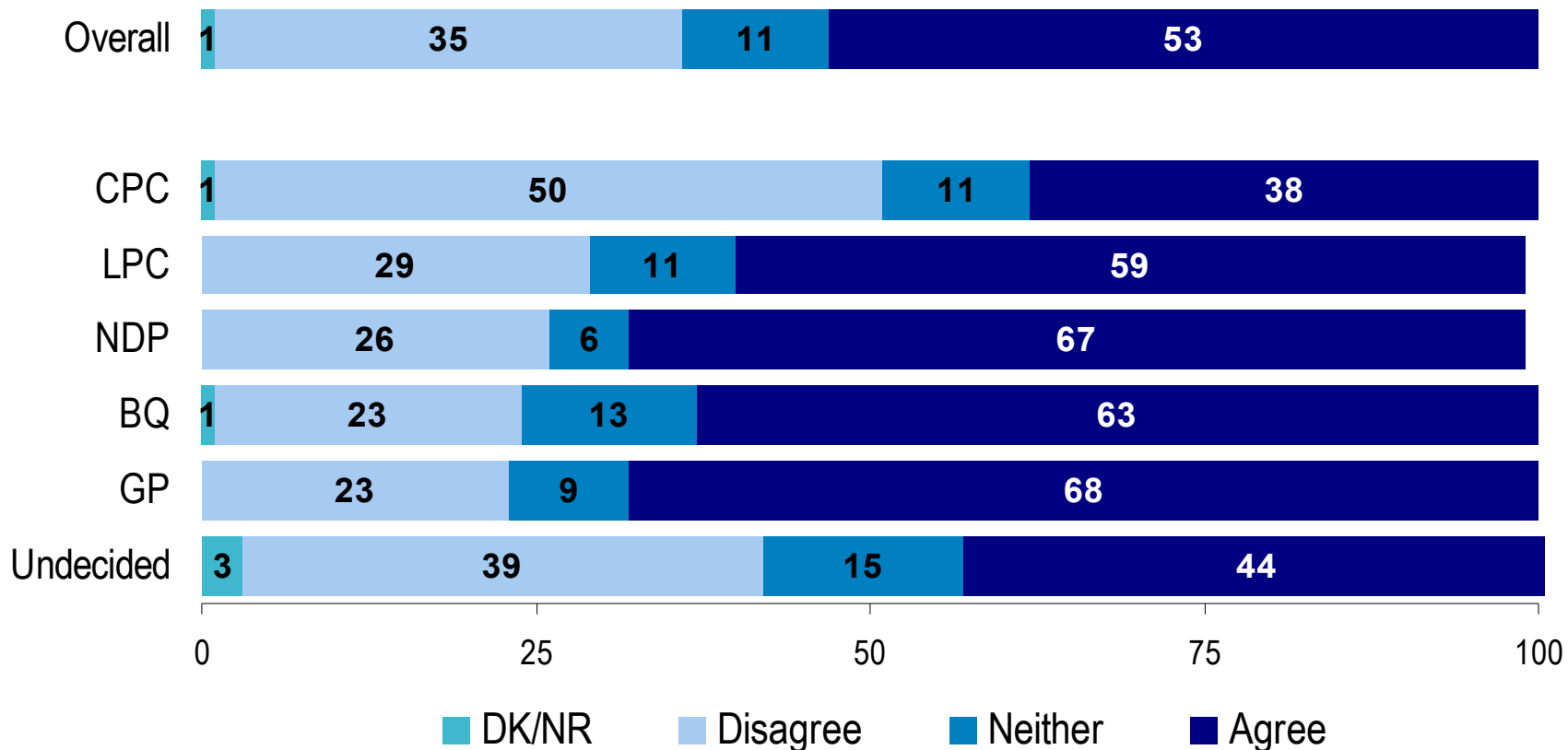


Base: All Canadians; Jun.04, n=1271

Equality for same-sex couples

Q: Please rate the extent to which you agree or disagree with the following statement.

I think that **same-sex couples** should have the right to get married in Canada.



Base: All Canadians; Jun.04, n=1256

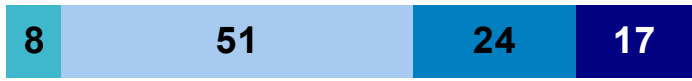
Liberals better able to strengthen Canada's social agenda

Q: If we have a ... do you think it will weaken or strengthen each of the following?

...Liberal Party Government...

...Conservative Party Government...

The advancement of equal rights for same sex couples in Canada



Women's rights and access to abortion in Canada



Canada's commitment to the Kyoto Protocol



The viability of Canada's public health care system



0 25 50 75 100

0 25 50 75 100

DK/NR Weaken No impact Strengthen

Base: All Canadians; Jun.04, overall n=2117

CPC better on ethics and fiscal issues

Q: If we have a ... do you think it will weaken or strengthen each of the following?

...Liberal Party Government...

...Conservative Party Government...

Ethical standards of the Government of Canada



Value-for-money from tax expenditures



DK/NR Weaken No impact Strengthen

LPC better on differentiating Canada from the U.S.

Q: If we have a ... do you think it will weaken or strengthen each of the following?

...Liberal Party Government...

...Conservative Party Government...

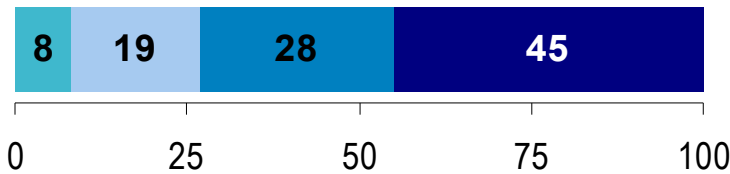
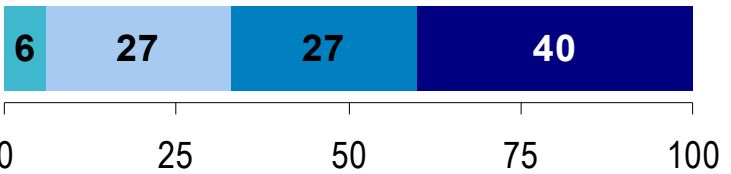
Canada's ability to disagree with the U.S. on major issues like the war in Iraq?



A Canadian identity which is distinct from the U.S.?



Canada's alignment with the U.S. on cross-border issues. (e.g., softwood lumber, beef/cattle industry, etc.)



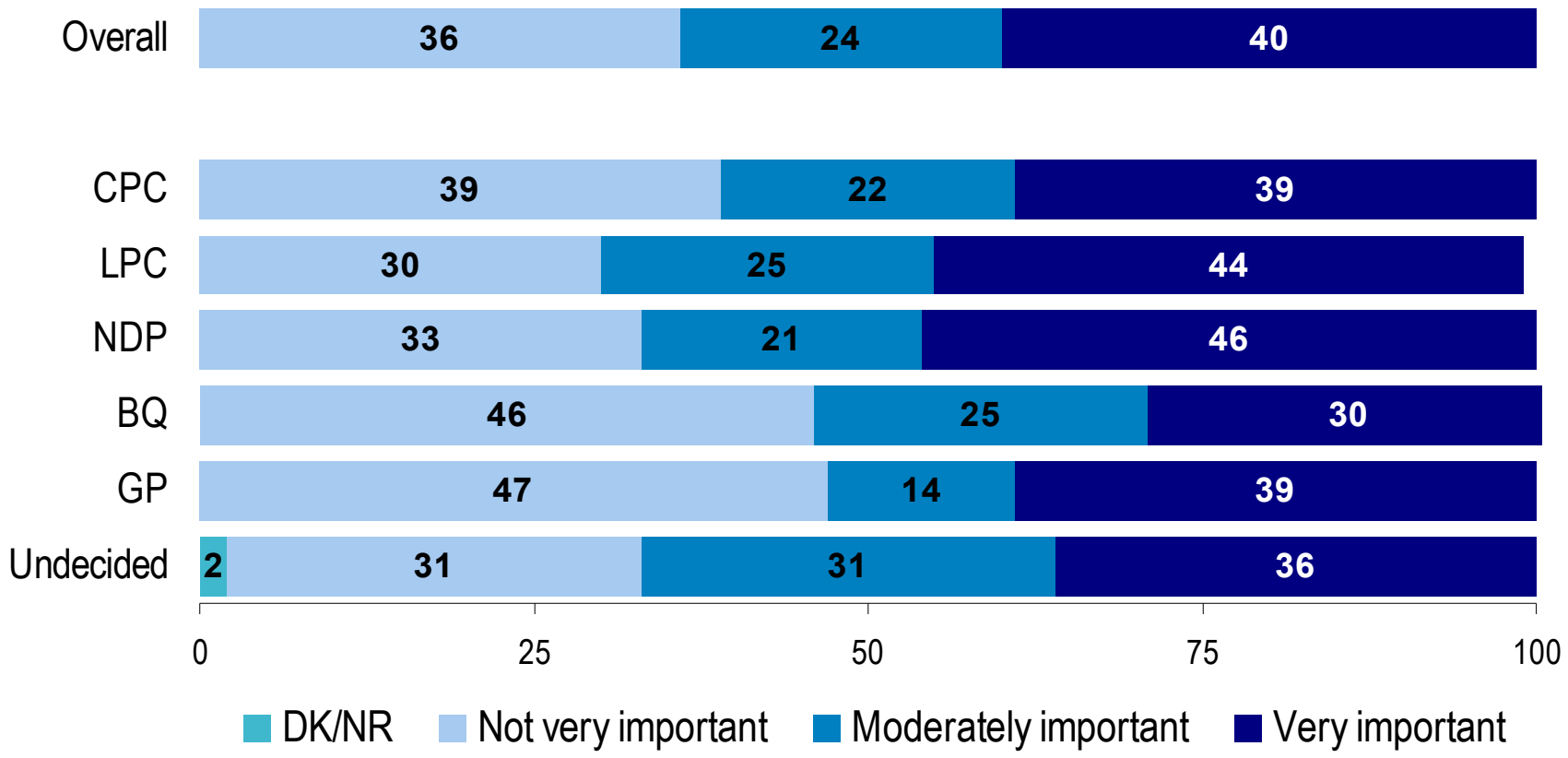
DK/NR Weaken No impact Strengthen

Base: All Canadians; Jun.04, overall n=2117

The Importance of the Debate

Debate to be influential on voters decisions

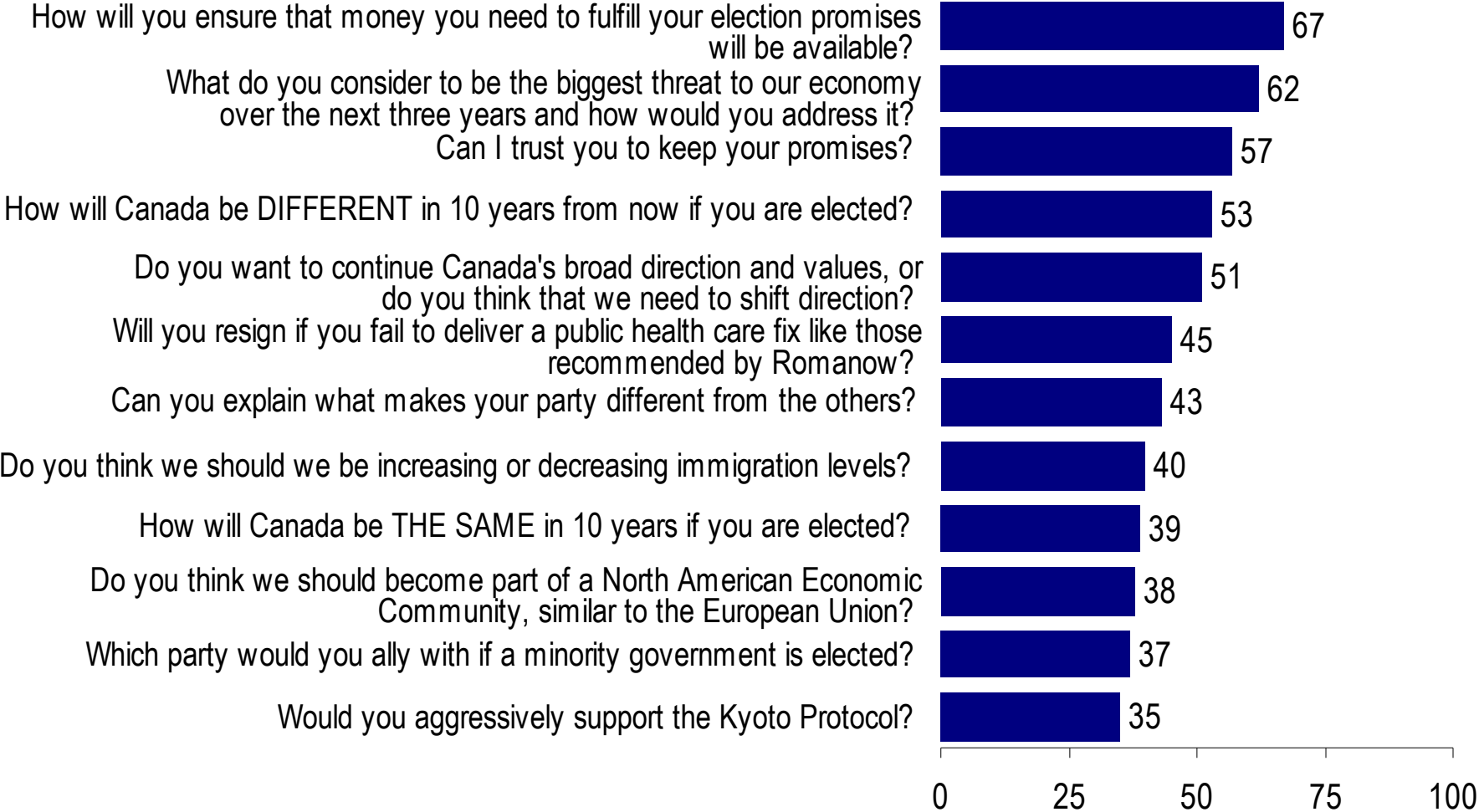
Q: As you may know, the leaders of the four major parties are scheduled to debate each other next week. How important will the leaders' performance in the debate be in your decision of who to vote for on June 28th?



Base: All Canadians; Jun.04, n=1254

Setting the agenda for the debate

Q: If you were given the opportunity to ask the leaders questions in the debate, which of the following choices would you most like answered?



*Note: presented as a series of randomly paired choices.

The Possibility of a Minority Government

Canadians opt for less formal alliances

Q: In the eventuality of a minority government, there will be a need for coalitions and alliances to retain power in Ottawa. Which of the following two options would you prefer?

	FEDERAL VOTING INTENTIONS						
	<u>National</u>	<u>LPC</u>	<u>CPC</u>	<u>NDP</u>	<u>BQ</u>	<u>GP</u>	<u>Undecided</u>
A more flexible approach where different parties ally in different ways across issues	64	60	59	74	68	89	63
Formal party alliances (i.e., between two of the major parties)	30	34	35	21	30	11	26
DK/NR	6	6	6	5	3	0	11

A Liberal-NDP alliance favoured

Q: In your view, which alliance do you think would be best?

	FEDERAL VOTING INTENTIONS						
	<u>National</u>	<u>LPC</u>	<u>CPC</u>	<u>NDP</u>	<u>BQ</u>	<u>GP</u>	<u>Undecided</u>
Liberal Party-NDP	26	41	4	55	5	27	21
Conservative Party-NDP	20	6	35	32	6	19	14
Liberal Party-Conservative Party	18	26	26	3	2	23	14
CPC-Bloc Quebecois	14	3	23	1	50	0	4
Liberal Party-Bloc Quebecois	7	12	1	1	22	0	10
None of the above	8	5	4	5	8	30	14
DK/NR	8	6	7	3	7	0	23

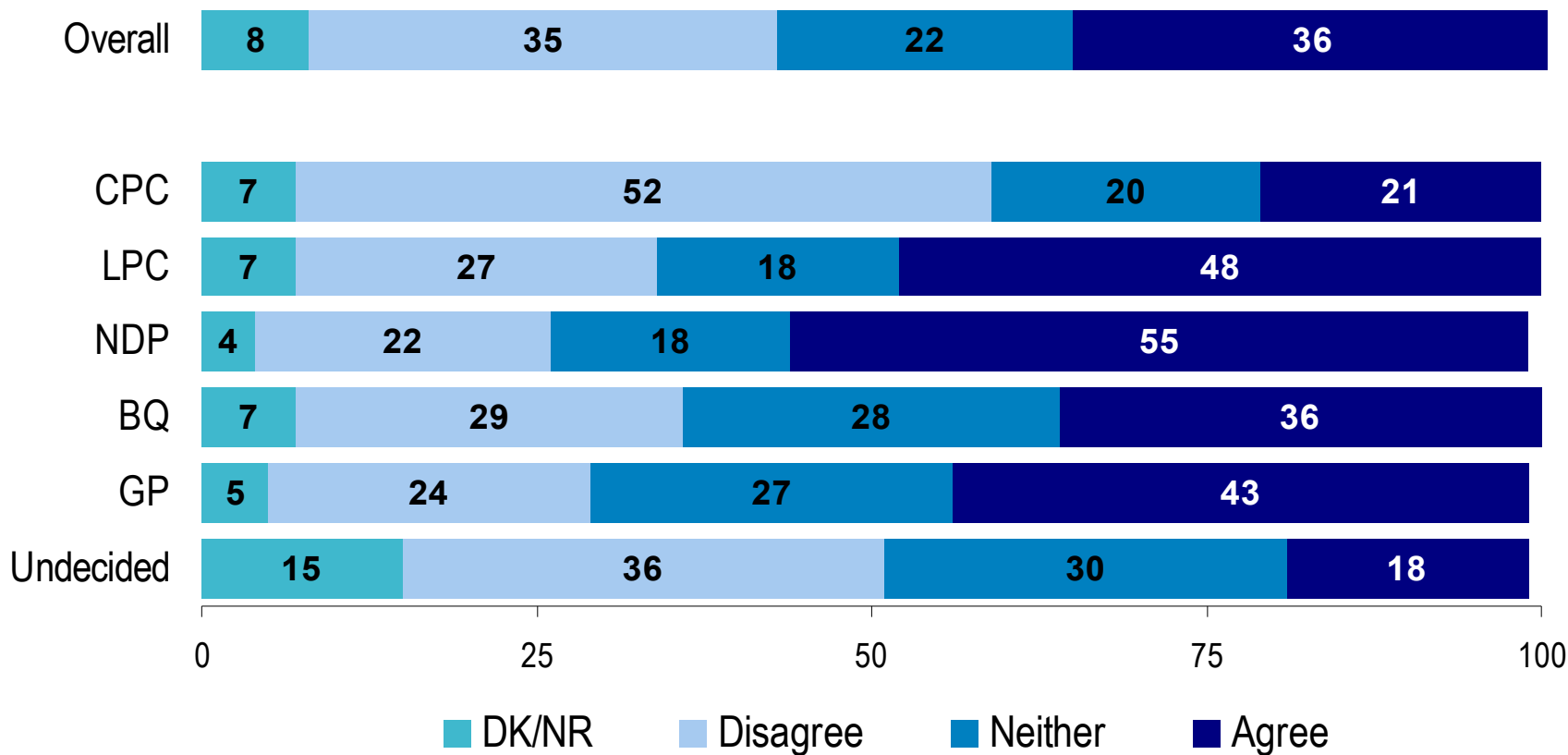
Base: All Canadians; Jun.04, n=834

Views on the Leaders

NDP & Liberal voters most concerned by hidden CPC agenda

Q: Please rate the extent to which you agree or disagree with the following statement.

Stephen Harper and the Conservative Party have a hidden agenda in areas like abortion, gun control and two-tier health care.

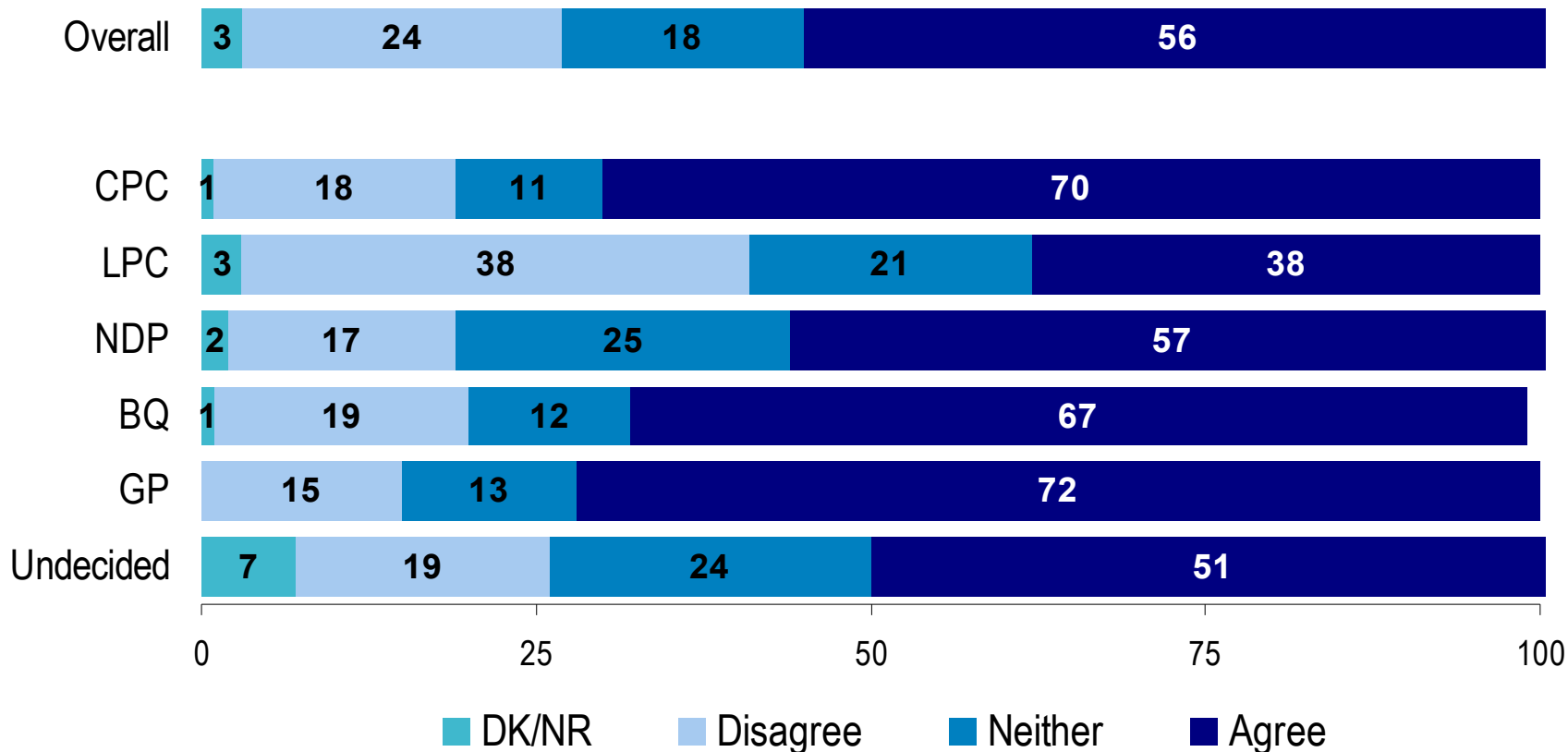


Base: All Canadians; Jun.04, n=1271

No new ideas seen as flowing from the Liberals

Q: Please rate the extent to which you agree or disagree with the following statement.

Paul Martin and the Liberals are simply rehashing old ideas, with little in the way of new initiatives for the country.

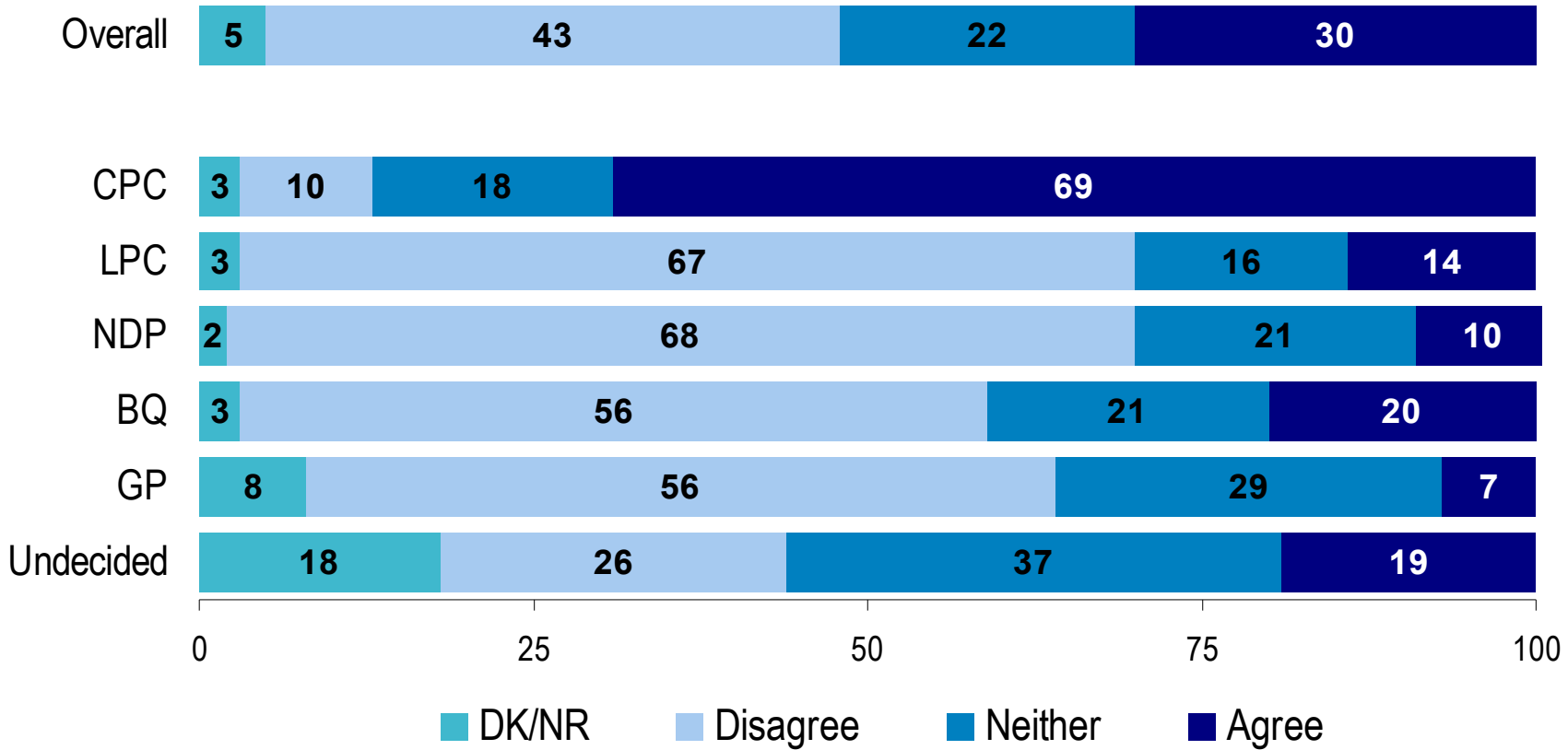


Base: All Canadians; Jun.04, n=1256

Harper & CPC not really seen as able to “clean house” in Ottawa

Q: Please rate the extent to which you agree or disagree with the following statement.

Stephen Harper and the Conservative Party are the right team to clean house in Ottawa.

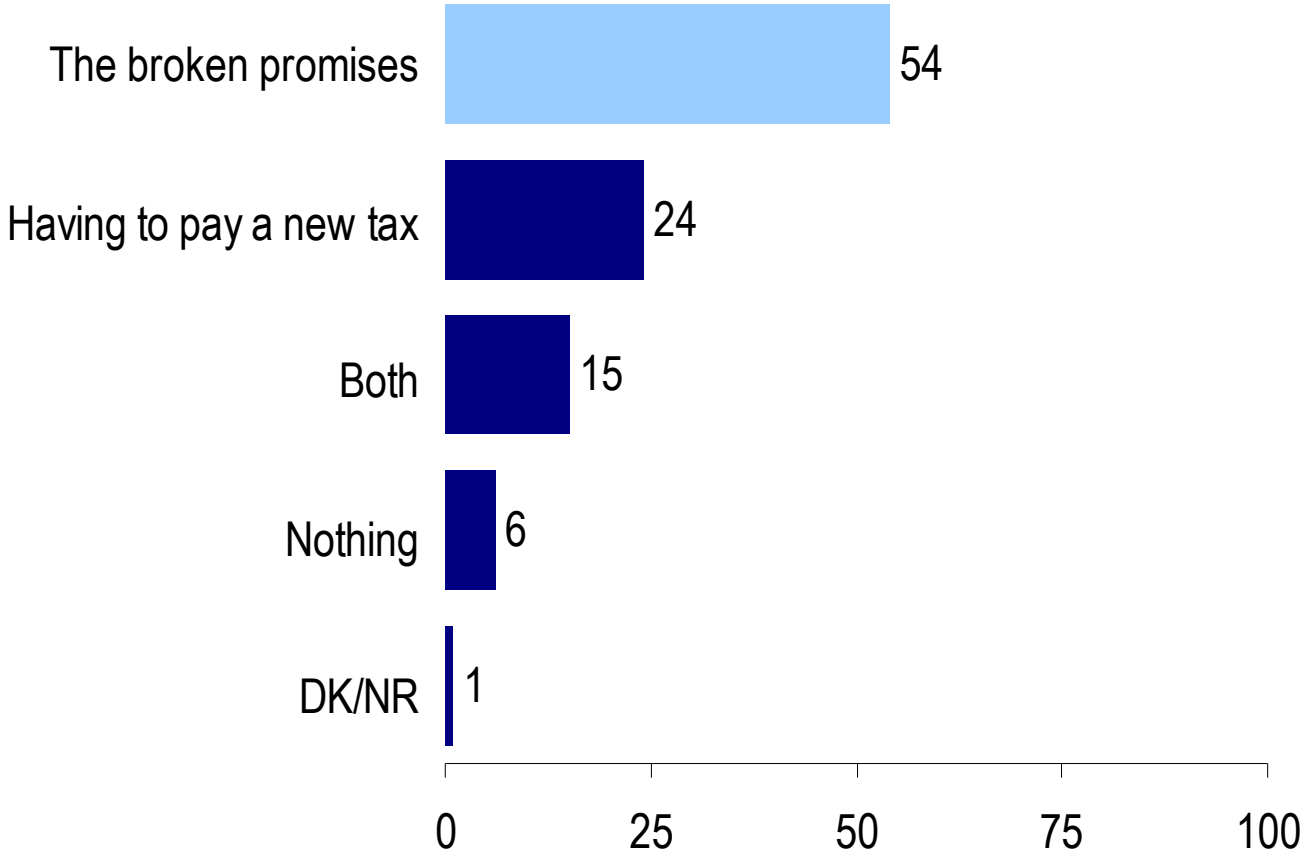


Base: All Canadians; Jun.04, n=1271

Provincial Issues

Ontarians stung by broken promises

Q: Many citizens have expressed disapproval of the Ontario budget, which imposed a new health tax after Ontario Premier Dalton McGuinty had promised no new taxes. Which aspect of the budget concerned you most?



Base: Residents of Ontario; Jun.04, n=848



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