

Update on the Federal Political Landscape

Contradictory Signals from an Uncertain Public

Methodology

■ Telephone survey of the general public

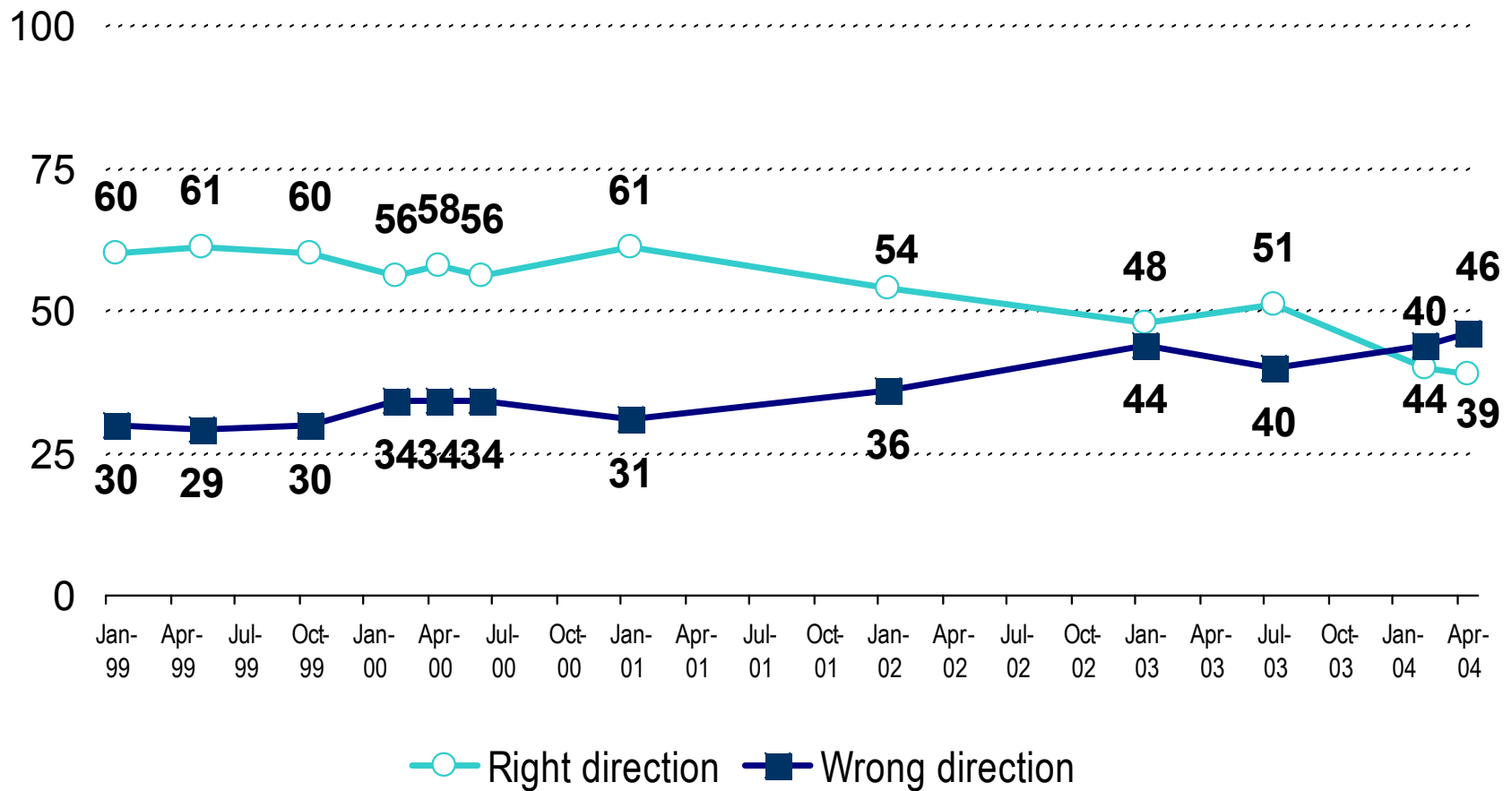
- ❖ 1,326 interviews with a national random sample of Canadians 18 years of age and older
 - ✓ Interview period: April 26-28,2004
 - ✓ National results valid within 2.7 percentage points, 19 times out of 20
- ❖ The margin of error increases when the results are sub-divided
- ❖ It should also be noted 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.

General Outlook

Satisfaction with direction of government

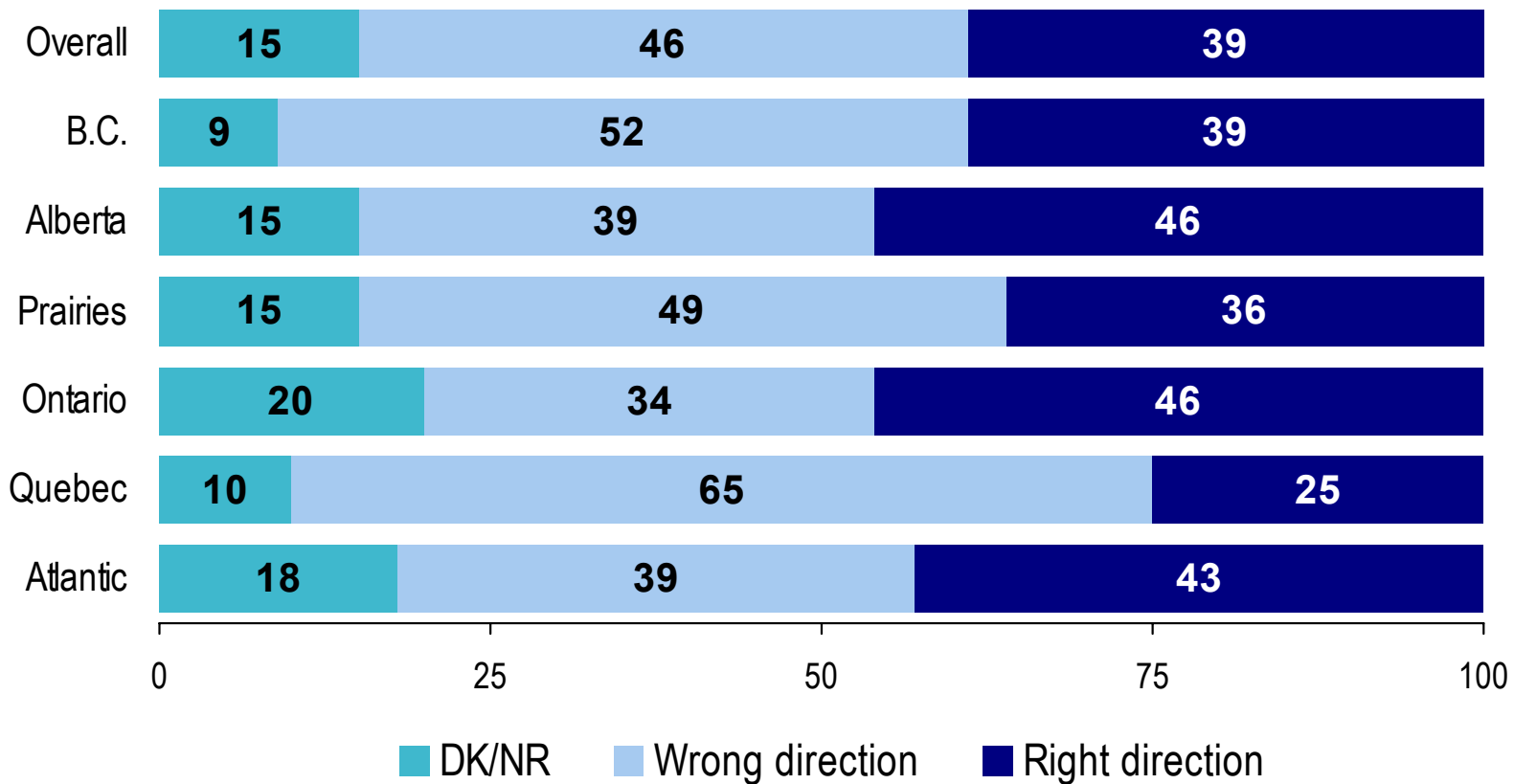
Q: All things considered, would you say the **Government of Canada** is moving in the right direction or the wrong direction?



Base: All Canadians; most recent data point Apr. 04, 1/2 sample

Significant regional variation in satisfaction with direction of government

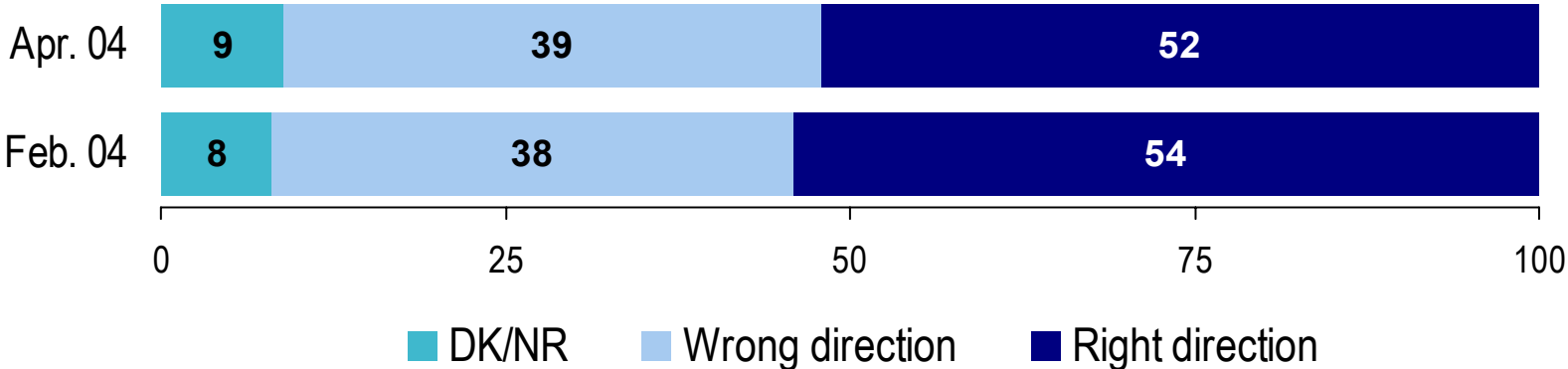
Q: All things considered, would you say the **Government of Canada** is moving in the right direction or the wrong direction?



Base: All Canadians; most recent data point Apr. 04, 1/2 sample

Satisfaction with direction of country

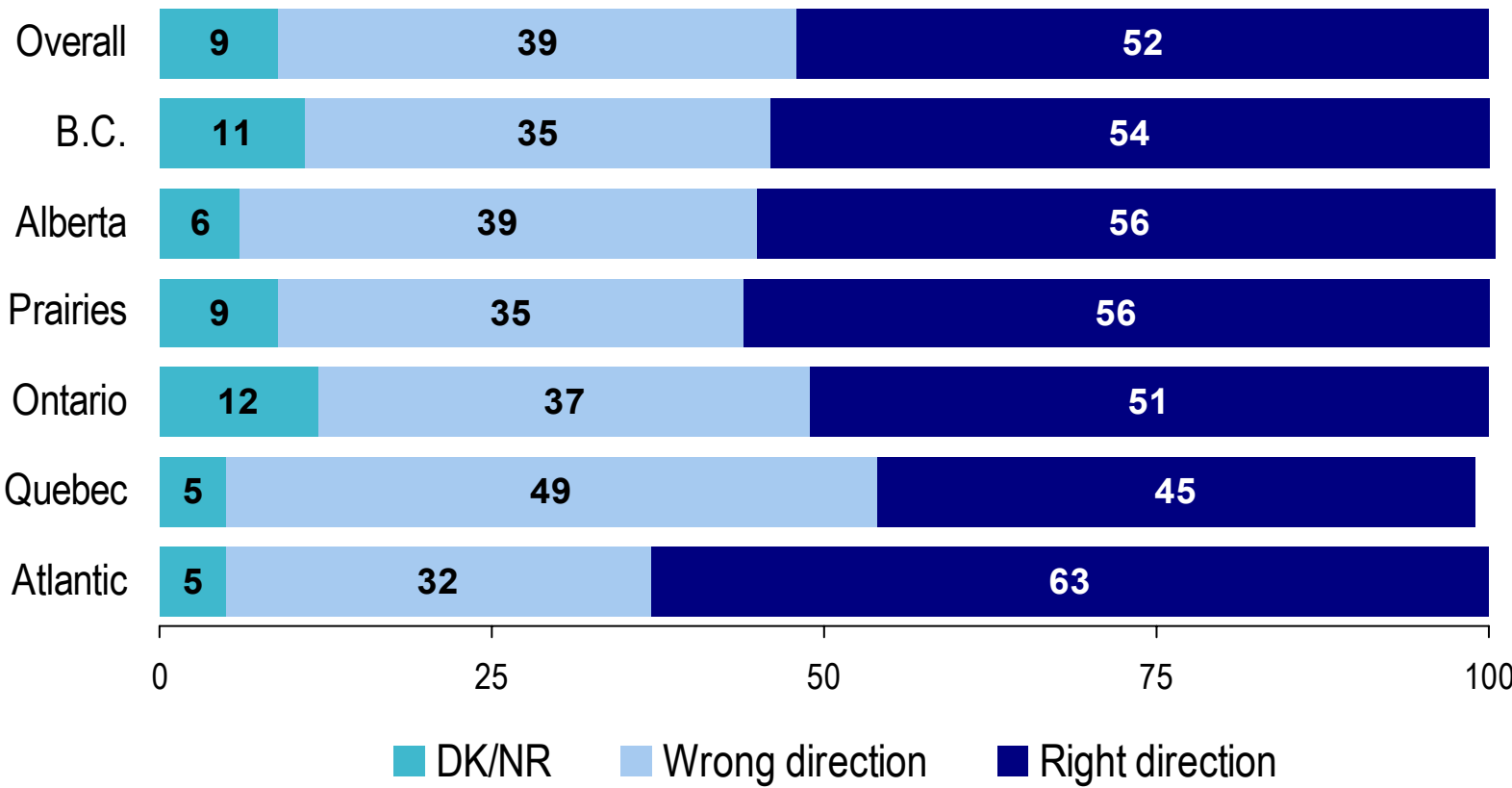
Q: All things considered, would you say the **country** is moving in the right direction or the wrong direction?



Base: All Canadians; most recent data point Apr. 04. 1/2 sample

Satisfaction with direction of country by region

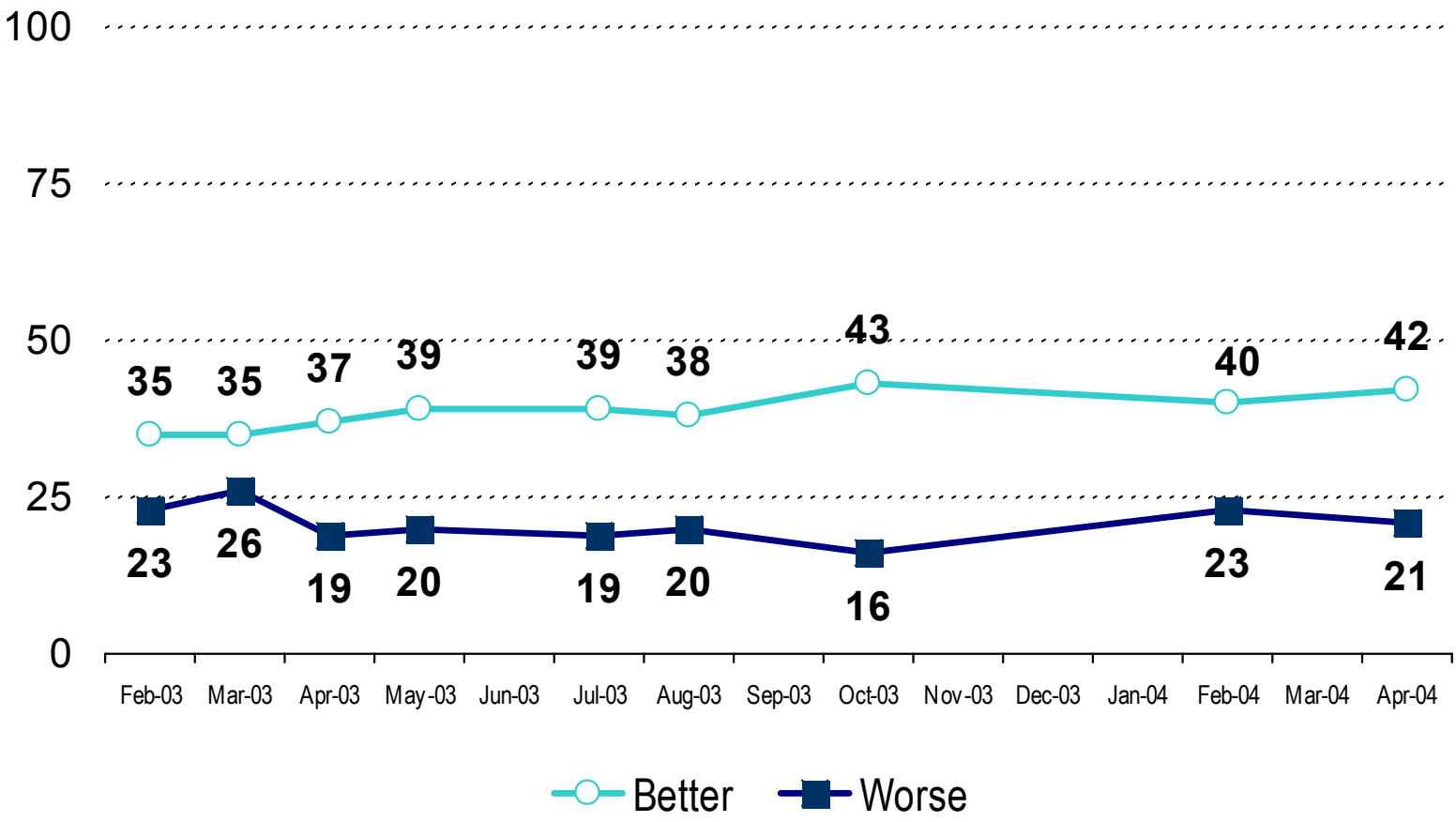
Q: All things considered, would you say the **country** is moving in the right direction or the wrong direction?



Base: All Canadians; most recent data point Apr. 04, 1/2 sample

Economic confidence over the short-term

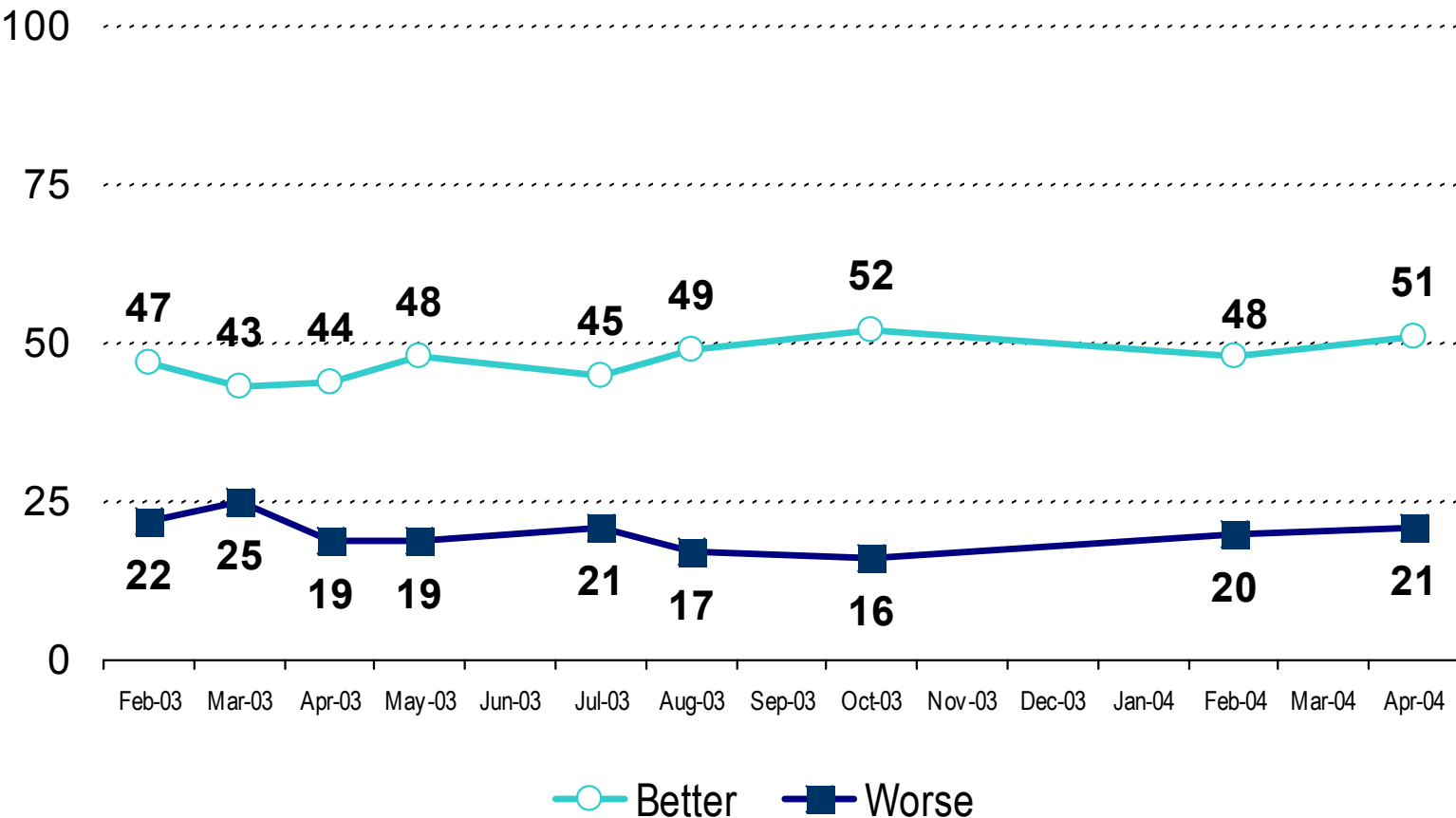
Q: Thinking ahead over the next year or so, do you think your personal financial situation will be better or worse than it is today?



Base: All Canadians; most recent data point Apr. 04, 1/2 sample

Economic confidence over the long-term

Q: Thinking ahead over the next **five years** or so, do you think your personal financial situation will be better or worse than it is today?

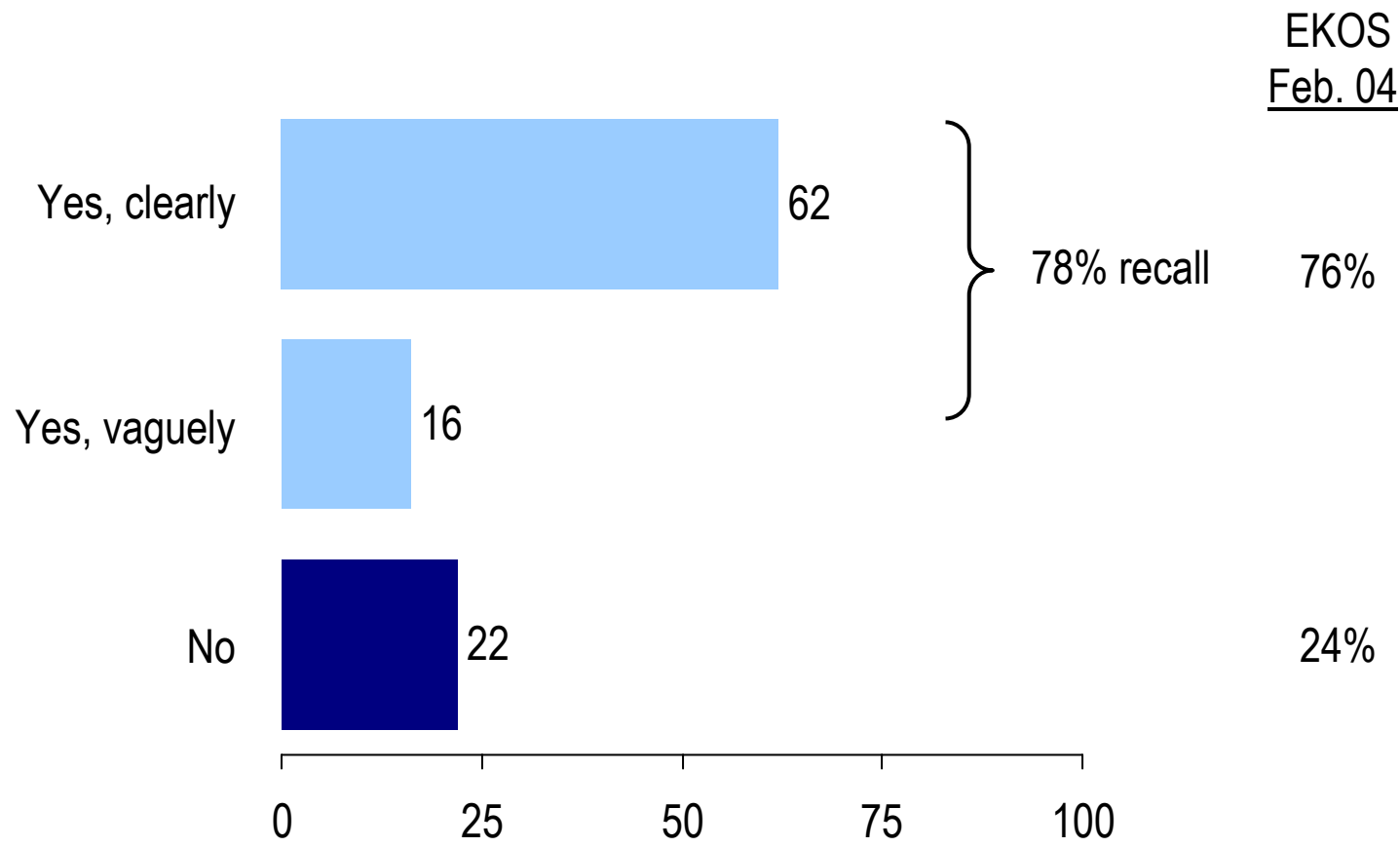


Base: All Canadians; most recent data point Apr. 04, 1/2 sample

The Sponsorship Scandal

Sponsorship controversy registering with voters

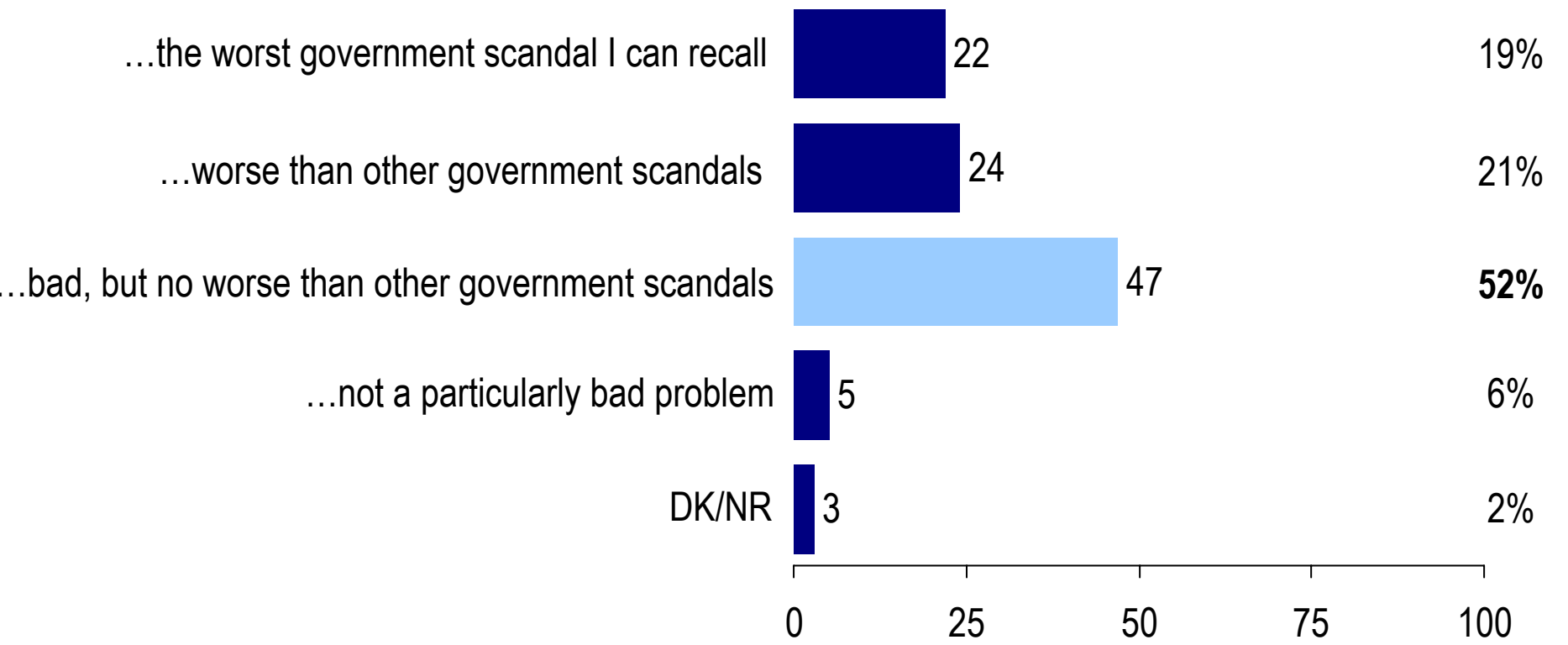
Q: Do you recall hearing or seeing anything about the recent controversy over the federal government's sponsorship program?



Public views scandal as typical of government problems, however, lean is definitely to “worse”

Q: And which of the following best characterizes your personal view of the sponsorship scandal?
Would you say it is...

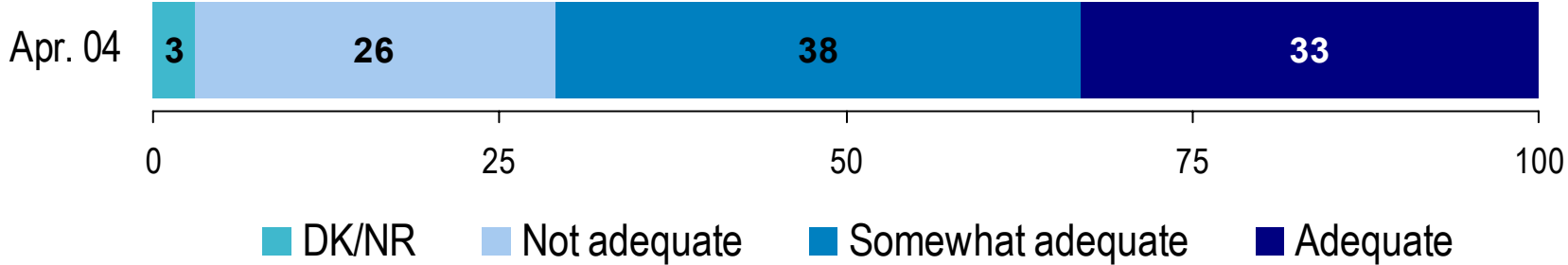
EKOS
Feb. 04



Base: All Canadians; Apr. 04, n=1,326

Public mildly comforted by sharing of information

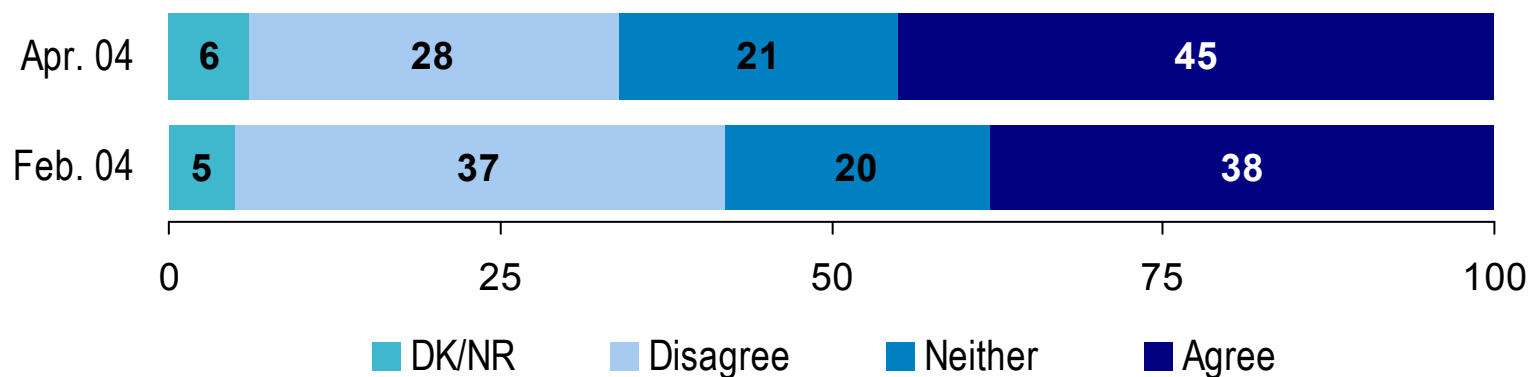
Q: How adequate do you feel the information made available through sources such as the Auditor General, the Parliamentary Committee and media reports is in helping you to form a rough judgment about the sponsorship program?



Liberals increasingly being written off

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

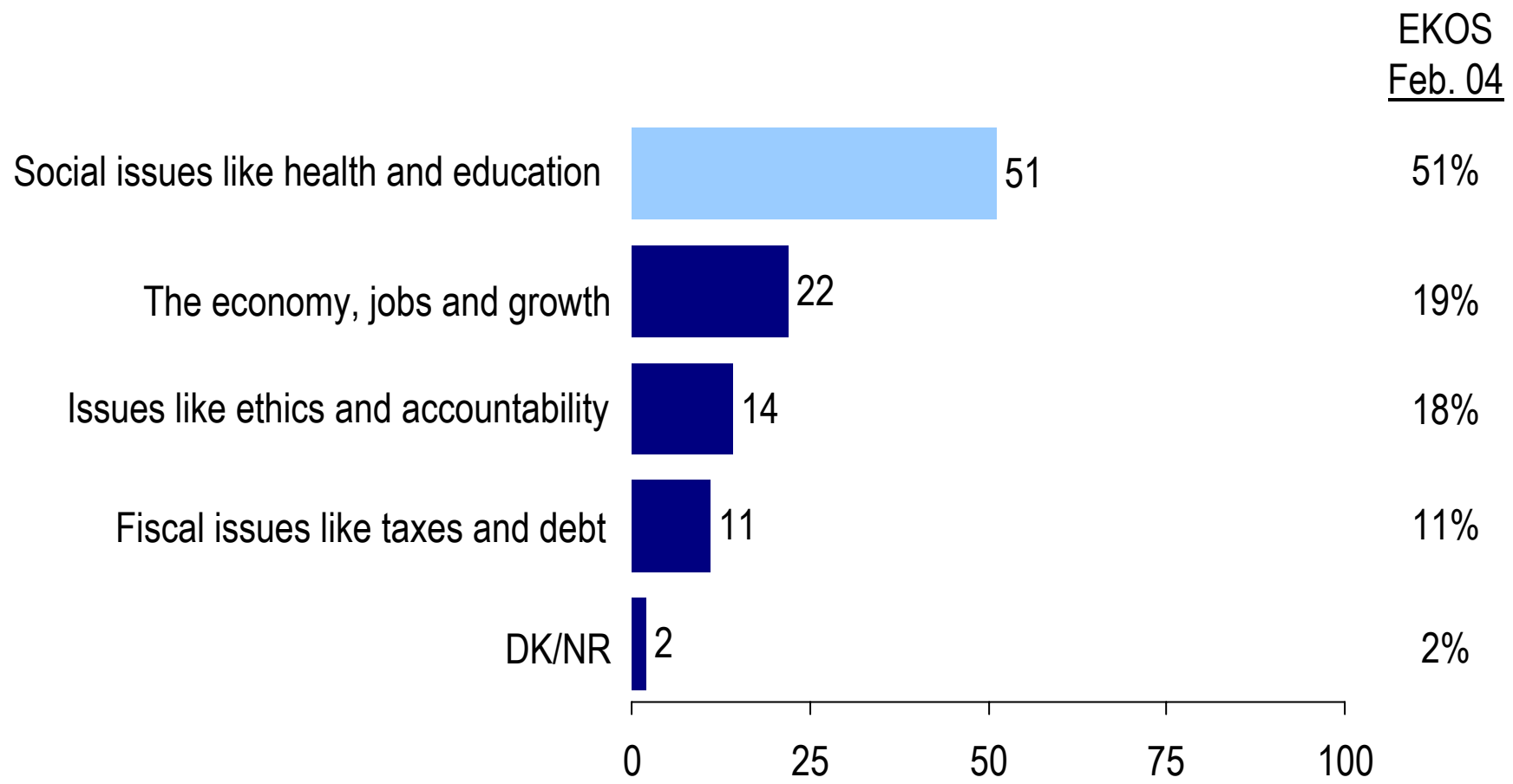
I'm so disturbed by problems with ethics and accountability that I simply won't vote for the Liberals in the next election



Election Issues & the Competitive Positioning of the Parties

Social issues still top public agenda

Q: Which of the following do you think will be the most important issue for the next federal election?



Base: All Canadians; Apr. 04, n=1,326

Regional variations in issue priority

Q: Which of the following do you think will be the most important issue for the next federal election?

	<u>National</u>	<u>BC</u>	<u>ALB</u>	<u>PRA</u>	<u>ONT</u>	<u>QUE</u>	<u>ATL</u>
Social issues (health, education)	51	46	47	52	47	61	51
The economy (jobs & growth)	22	32	15	19	24	19	23
Ethics and accountability	14	18	26	17	15	8	11
Fiscal issues (taxes)	11	5	11	9	13	12	12

Liberals enjoy modest advantage overall

Q: And thinking about...which federal party do you feel offers the best solutions to address it?*

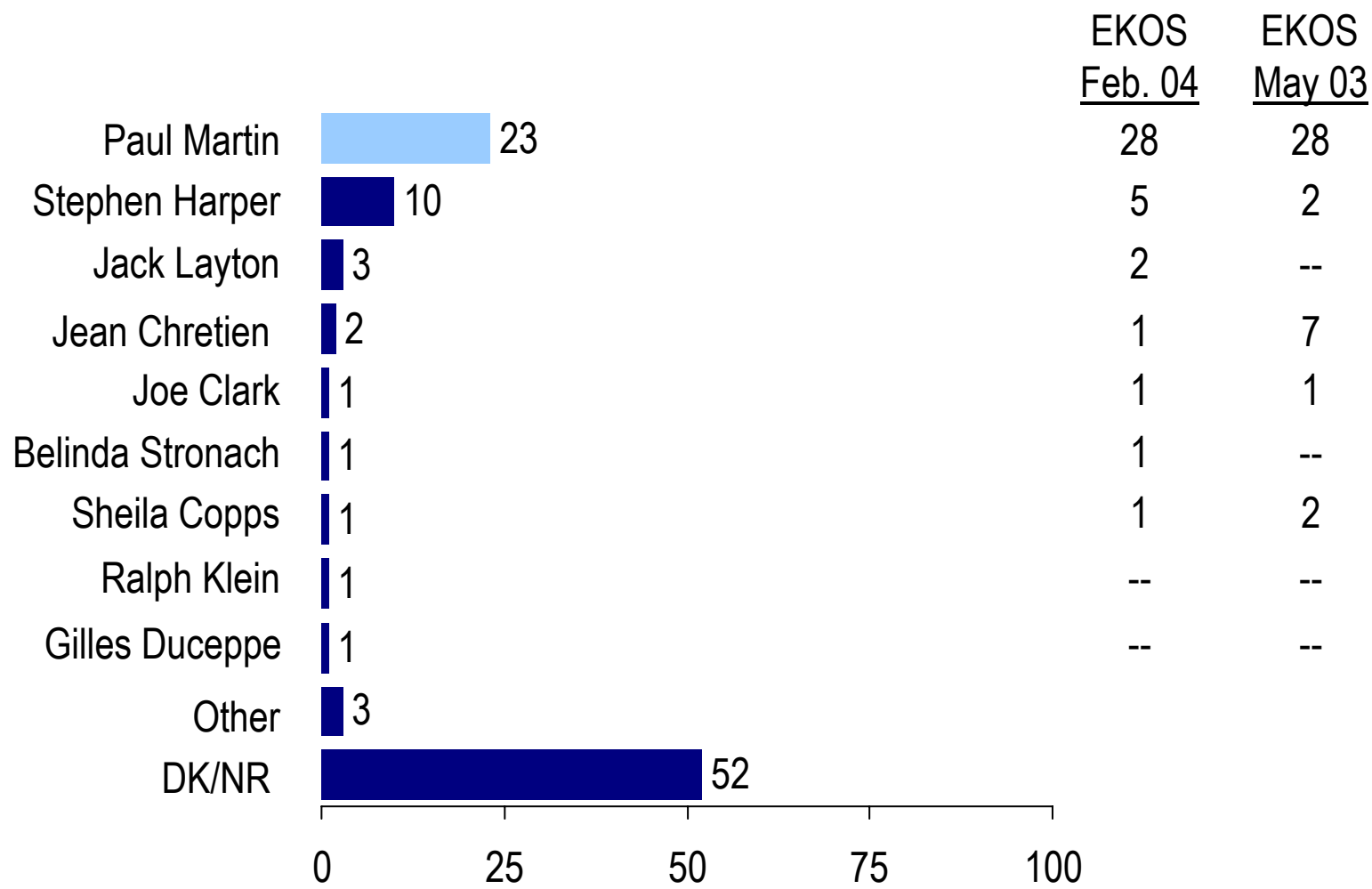
	<u>LPC</u>	<u>CPC</u>	<u>NDP</u>	<u>BQ</u>	<u>Green</u>	<u>None</u>	<u>DK/NR</u>
...social issues (health, education)	28	14	18	8	1	3	28
...the economy (jobs & growth)	42	17	10	5	1	1	24
...fiscal issues (taxes)	29	21	7	3	1	3	35
...ethics and accountability	12	42	12	4	2	6	22
...all issues**	29	20	14	6	1	3	27

*each respondent was asked to name the party they felt was best able to address the issue they considered the top priority for the next election

**represents collapse of responses for each of the issues

Martin still seen as best suited for role of PM, but Harper gaining ground

Q: Who do you think would make the best Prime Minister for Canada? [unprompted]



Base: All Canadians; Apr. 04, n=1,326

Rating the federal leaders – Martin on top

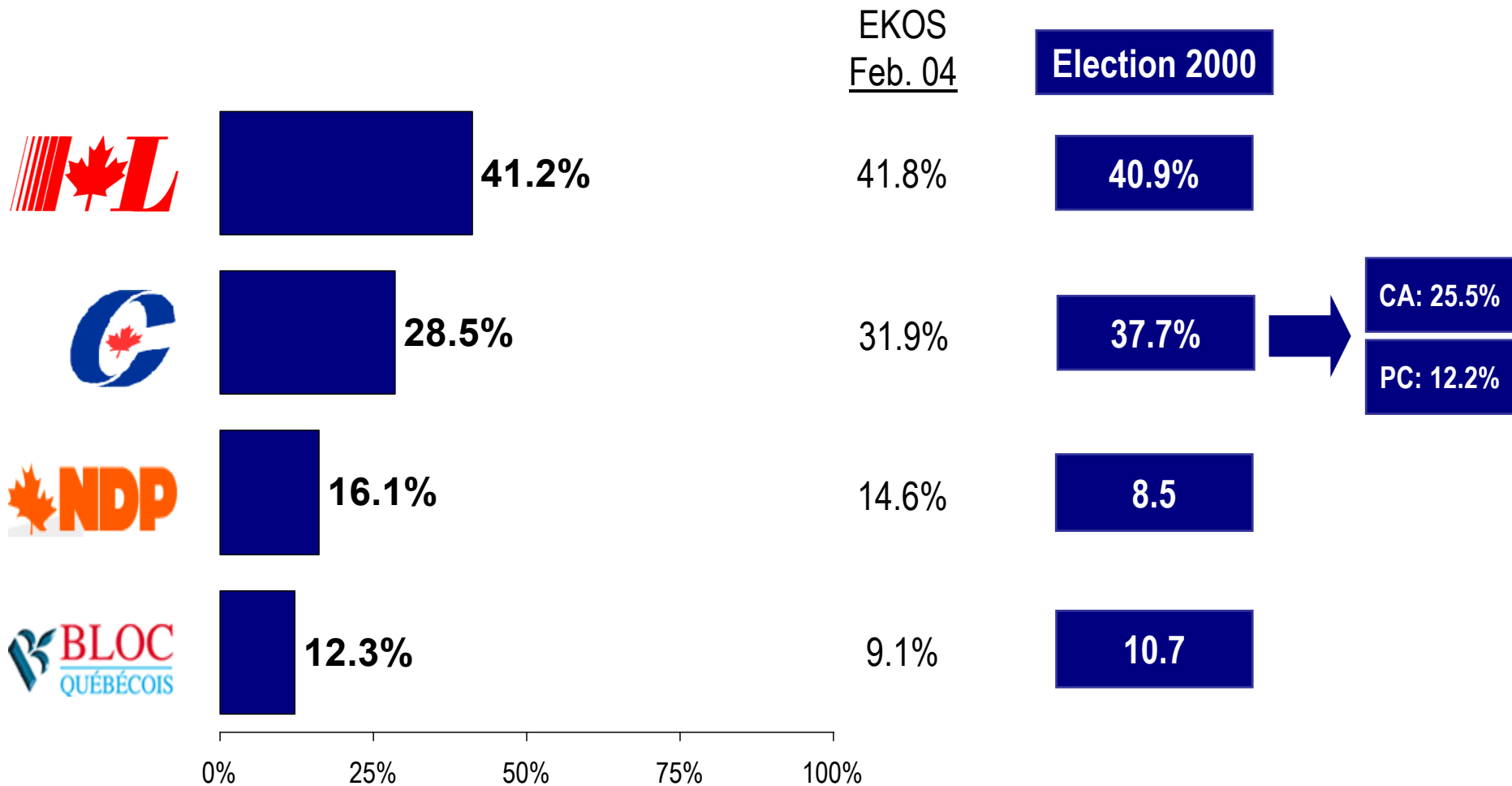
Q: Thinking about the leaders of the major federal parties, which leader do you think...?

	<u>Martin</u>	<u>Harper</u>	<u>Layton</u>	<u>Duceppe</u>	<u>None</u>	<u>DK/NR</u>
...is the most decisive	41%	18%	10%	6%	8%	17%
...has the best vision for the future of the country	35%	19%	11%	7%	10%	19%
... best understands the concerns of people like you	27%	19%	18%	8%	14%	14%

Current Voting Intentions and Expectations for Coming Election

Federal voting intentions

Q: If a federal election were held tomorrow, which party would you vote for?

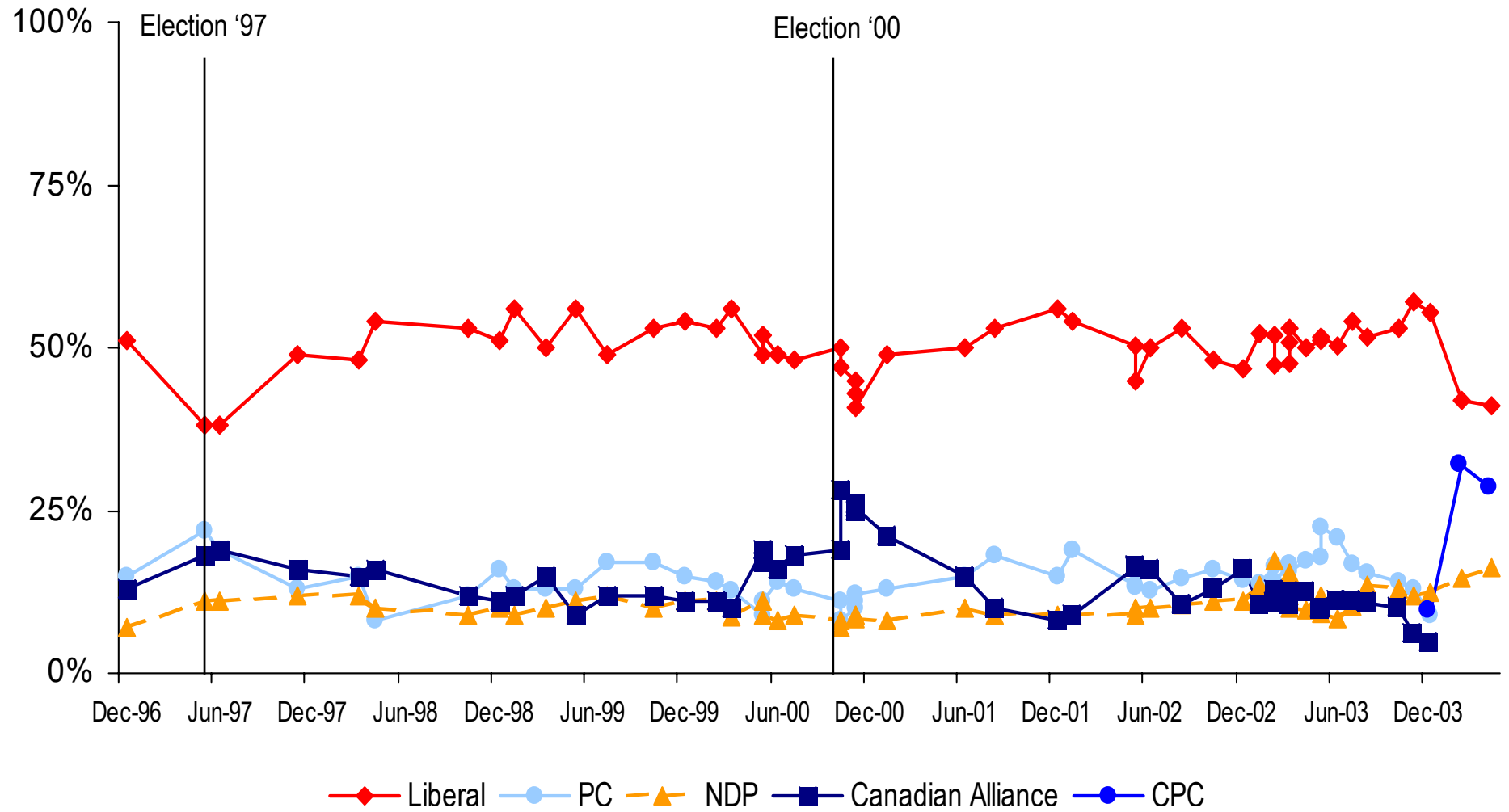


Undecided/declined: 11.8%

Will not vote: 2.1%

Long-term trend

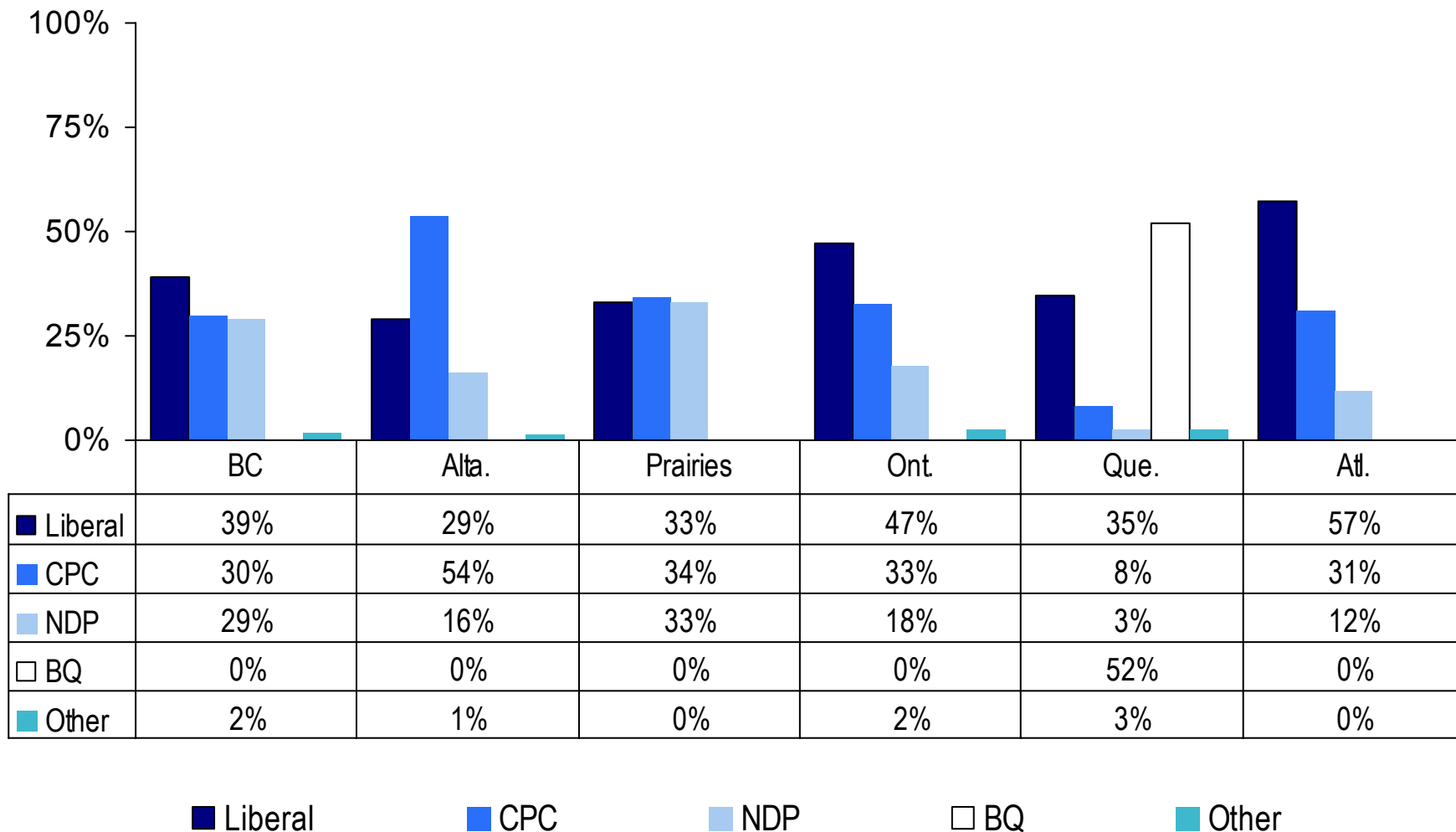
Q: If a federal election were held tomorrow, which party would you vote for?



Base: Decided voters only (includes "leaners"); most recent data point Apr. 04, n=1,128

Federal voting intentions: regional

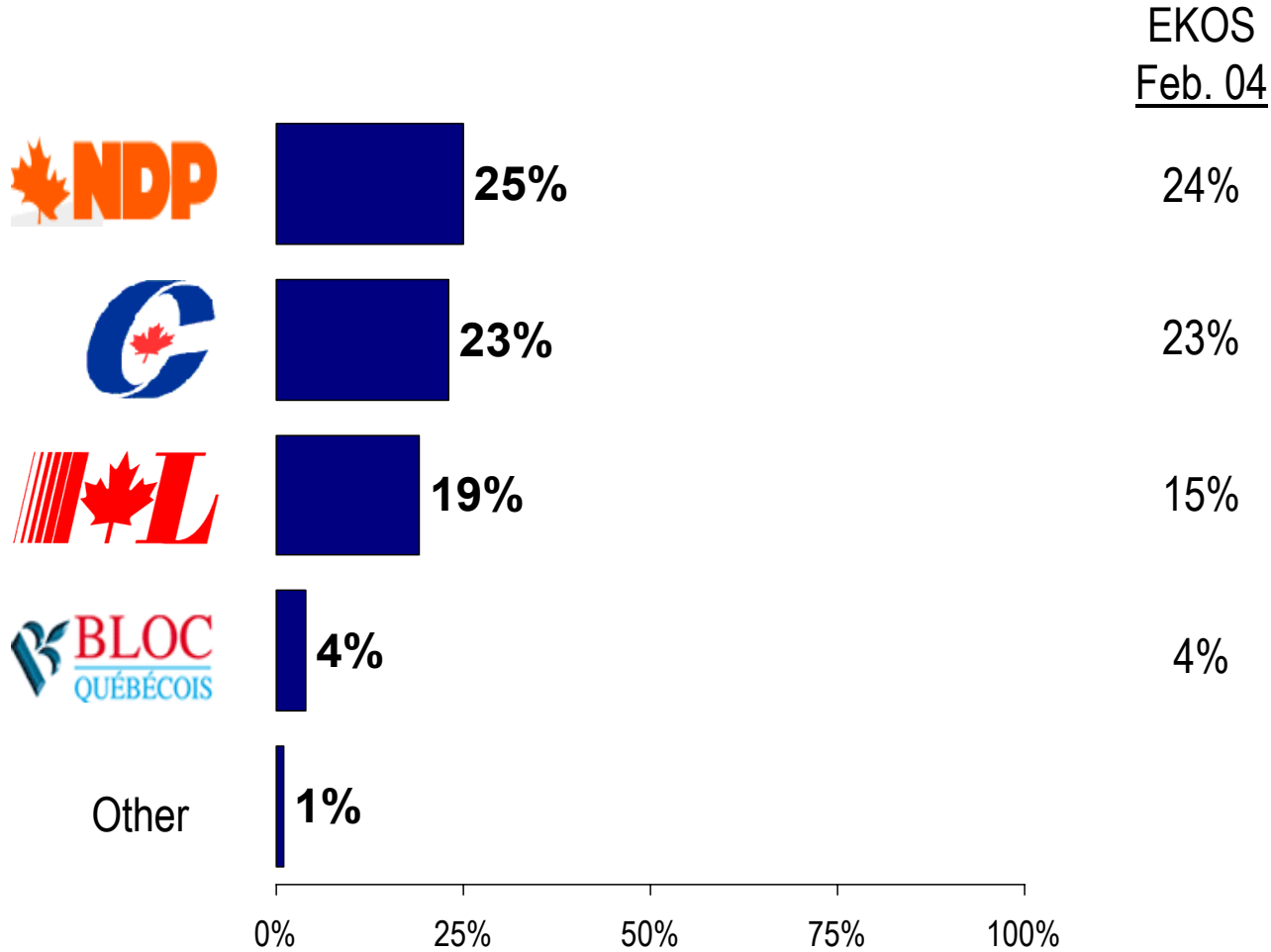
Q: If a federal election were held tomorrow, which party would you vote for?*



Base: Decided voters only (includes "leaners"); most recent data point Apr. 04, n=1,128

NDP and CPC tied for second choice

Q: If you were to change your mind, which party would be your second choice?

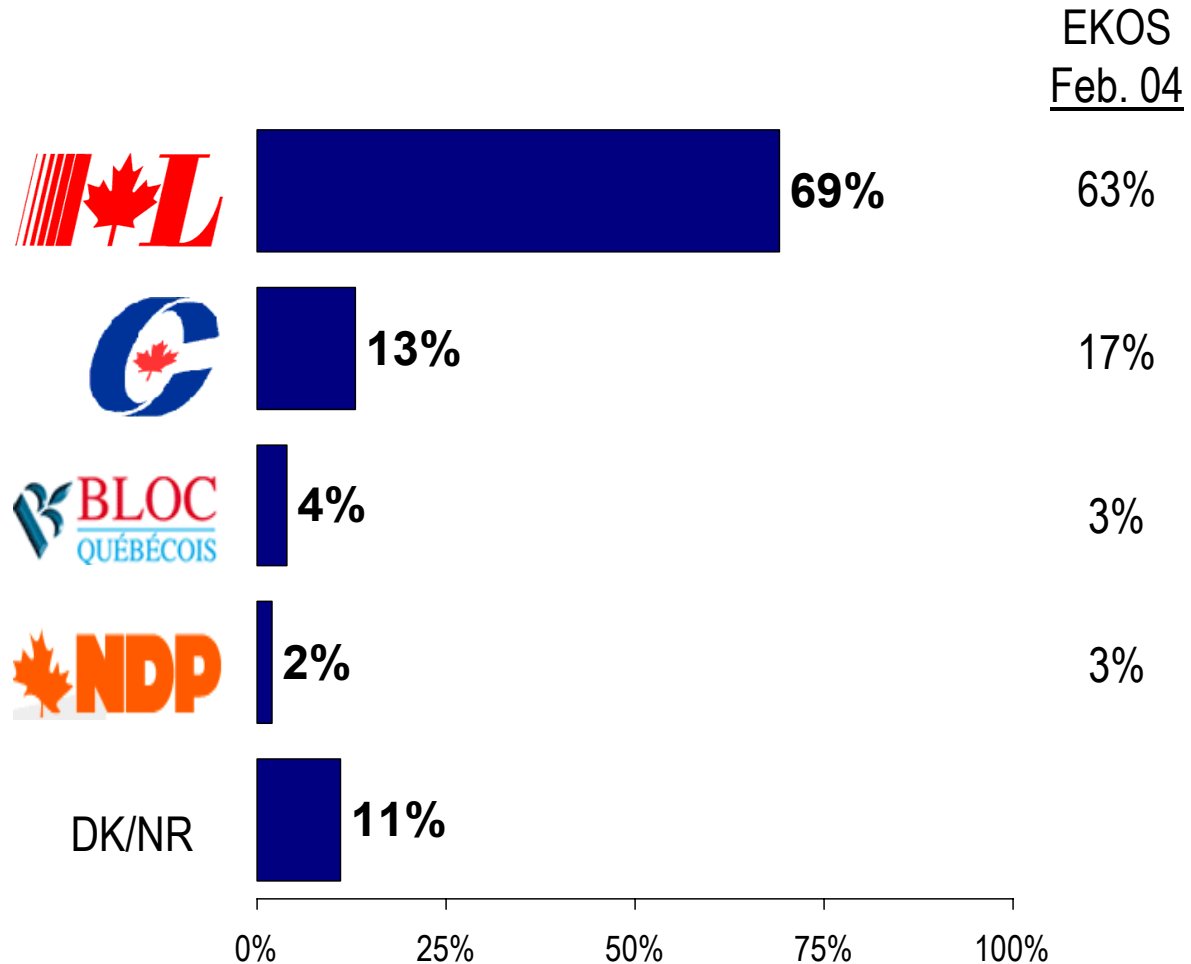


Undecided/declined: 13%
Will not vote/change mind: 11%

Base: All Canadians: Apr. 04. n=1,326

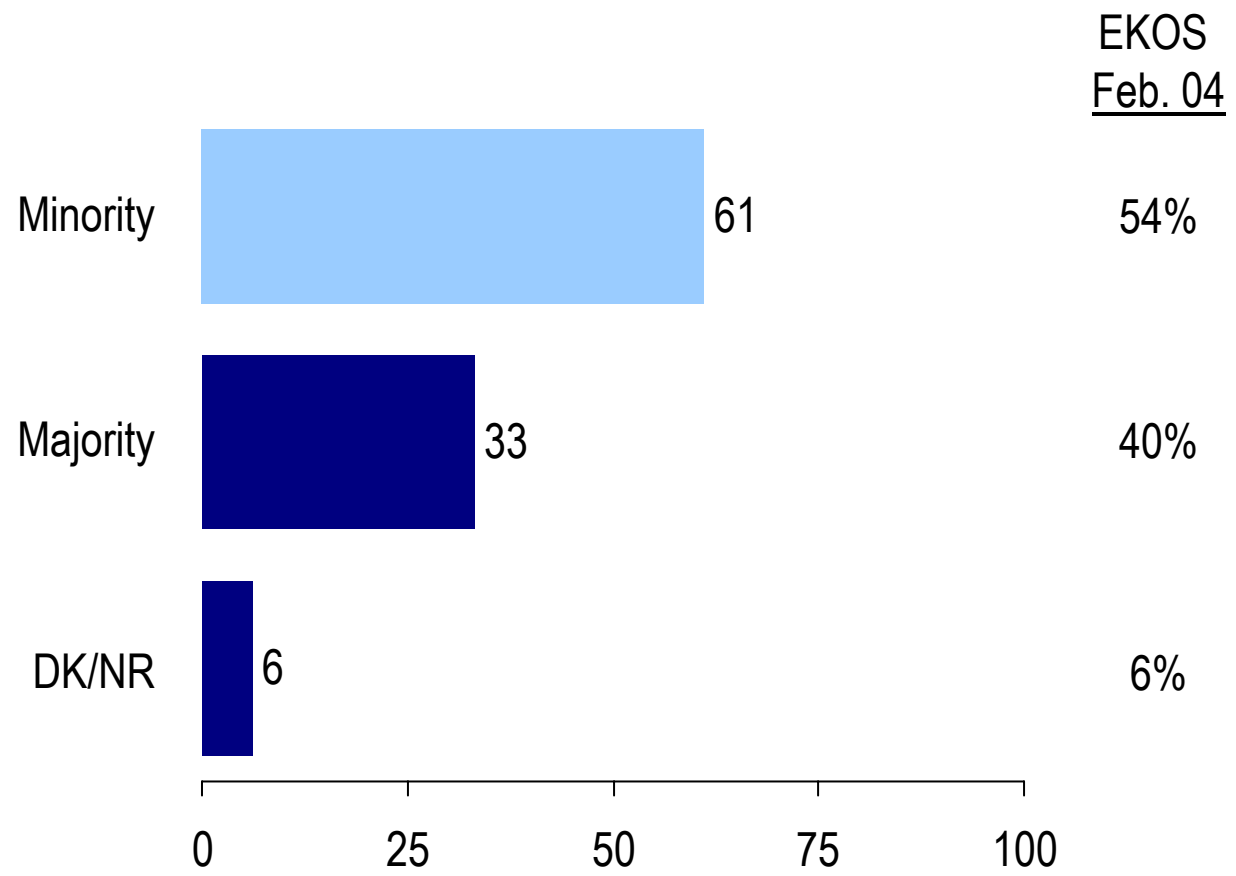
Most say Liberals will win next election

Q: Putting aside your personal voting intentions for the next federal election, which party do you think will win?



Next government thought to be a minority

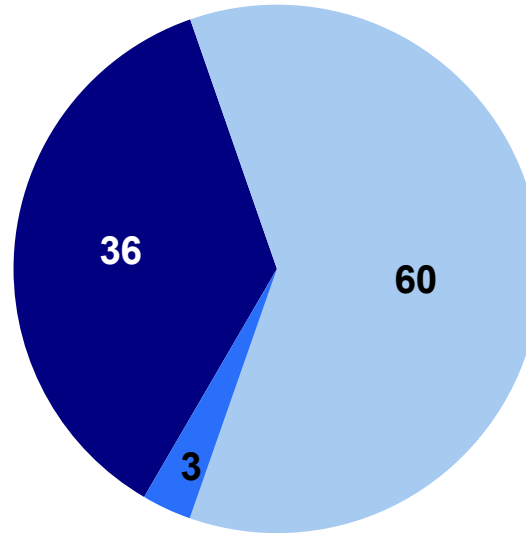
Q: Do you think it will be a minority or a majority government?



Most prefer later election

Q: Which of the following statements is closer to your own point of view?

Some people say that Paul Martin should **call an election as soon as possible** in order to turn the page and get a fresh mandate to govern



DK/NR

Others say that, given current issues, Paul Martin should first clear the air and demonstrate that he is capable of governing the country, then **call an election in the fall or winter**.



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