



EKOS/CBC/Toronto Star/La Presse Poll

Federal Political Landscape and Leadership

December 9th, 2002



EKOS RESEARCH ASSOCIATES

Methodology

■ Telephone survey of the general public

- 1205 completed interviews with a national random sample of Canadians 18 years of age and over (n=403 in Quebec)
 - ✓ Interview period: December 2-4, 2002
 - ✓ National results valid within +/- 2.8 percentage points, 19 times out of 20 (Quebec: \pm 4.9%)
- 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

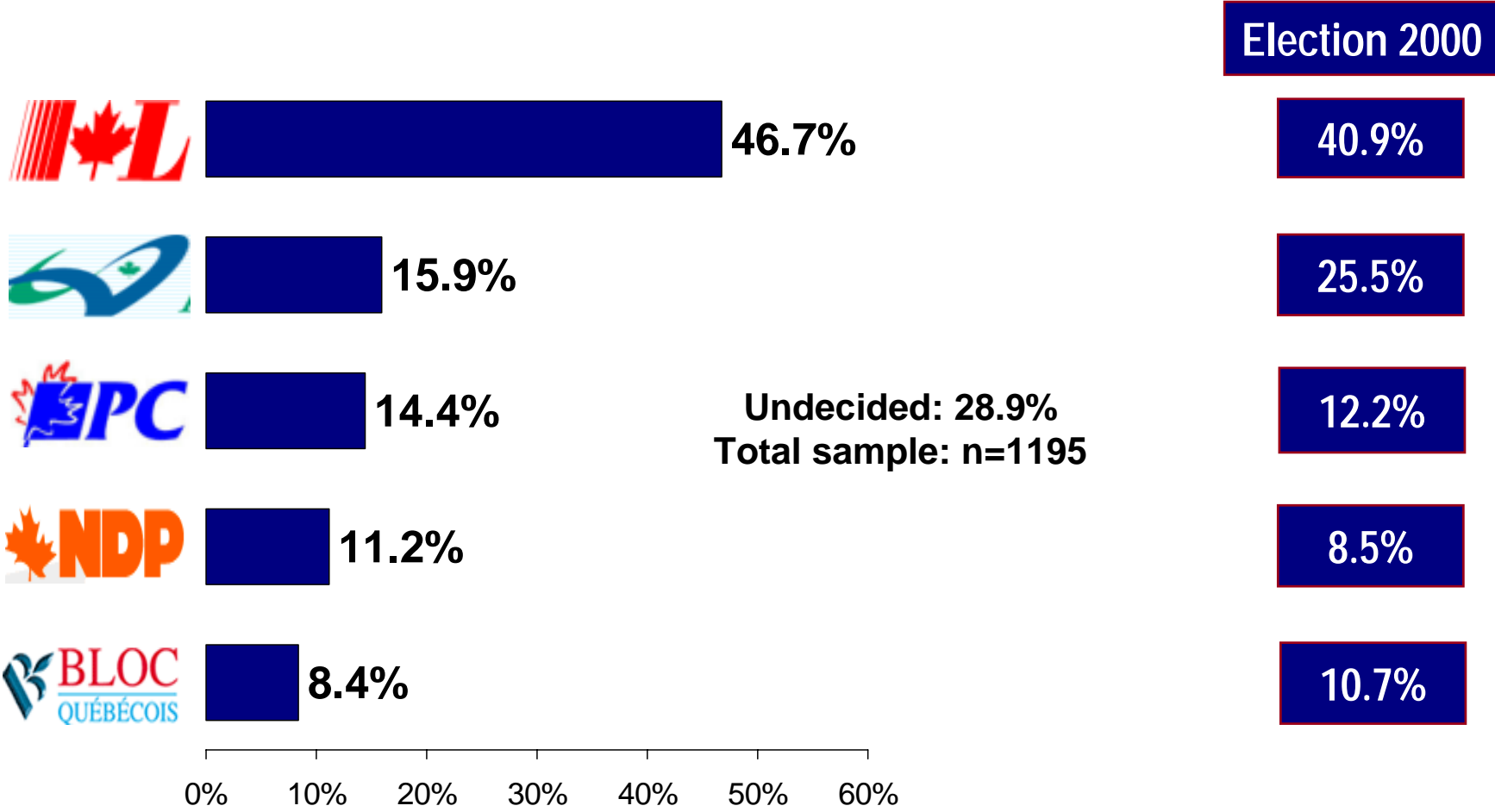
■ All the data were statistically weighted to ensure the sample's regional, gender and age composition reflects that of the actual population of Canada according to Census data.

Federal Landscape and Liberal Contenders

- The Liberals are still strong but down from recent polling. Still enjoy a 31 point lead over the Alliance and PCs but their strangle hold may be loosening
- Martin continues to dominate public preferences for PM. As top-of-mind choice, he has widened his advantage to over 10 times his nearest rival
- On rated testing, the “other” candidates are somewhat closer but still trail badly
- Manley, Rock and Romanow are basically tied as second choices; Copps trails somewhat
- Manley’s trajectory is, however, downwards and Romanow’s results are fairly positive for a non-candidate

Federal Voting Preference

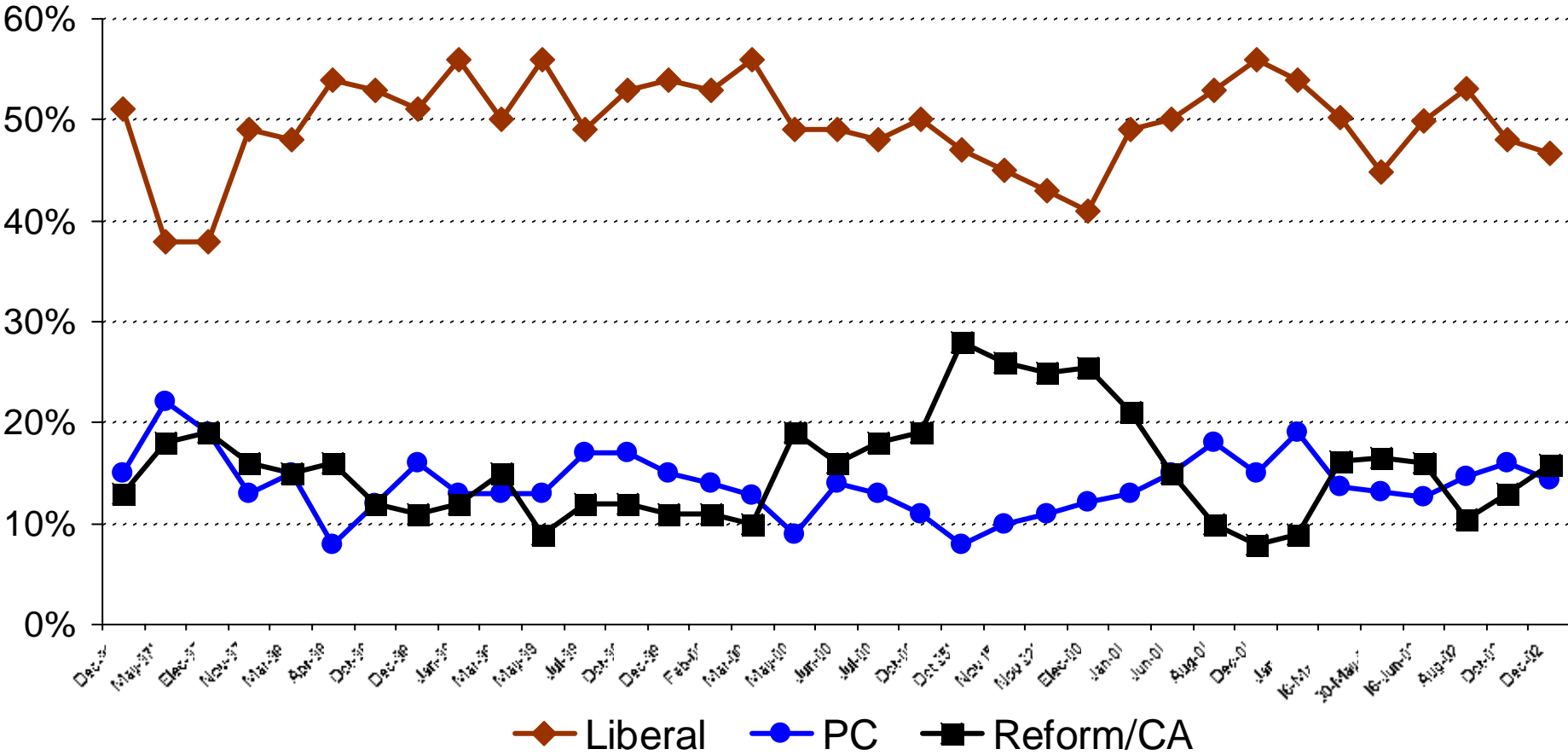
Q: If a federal election were held tomorrow, which party would you vote for? [Decided voters only*]



*Decided voters only: won't vote, undecided and refused respondents excluded; "leaners" included.

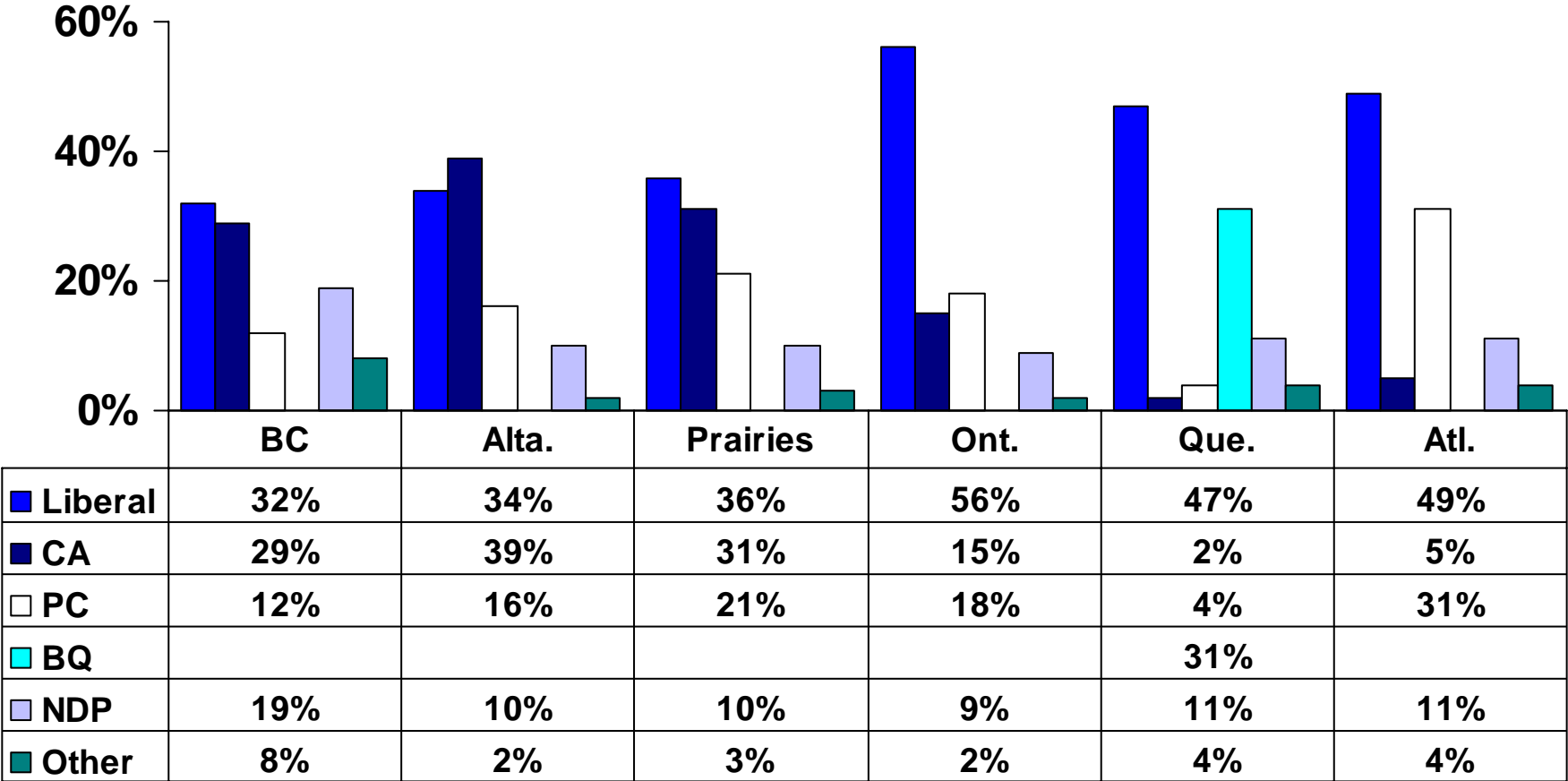
Federal Voting Preferences

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*]



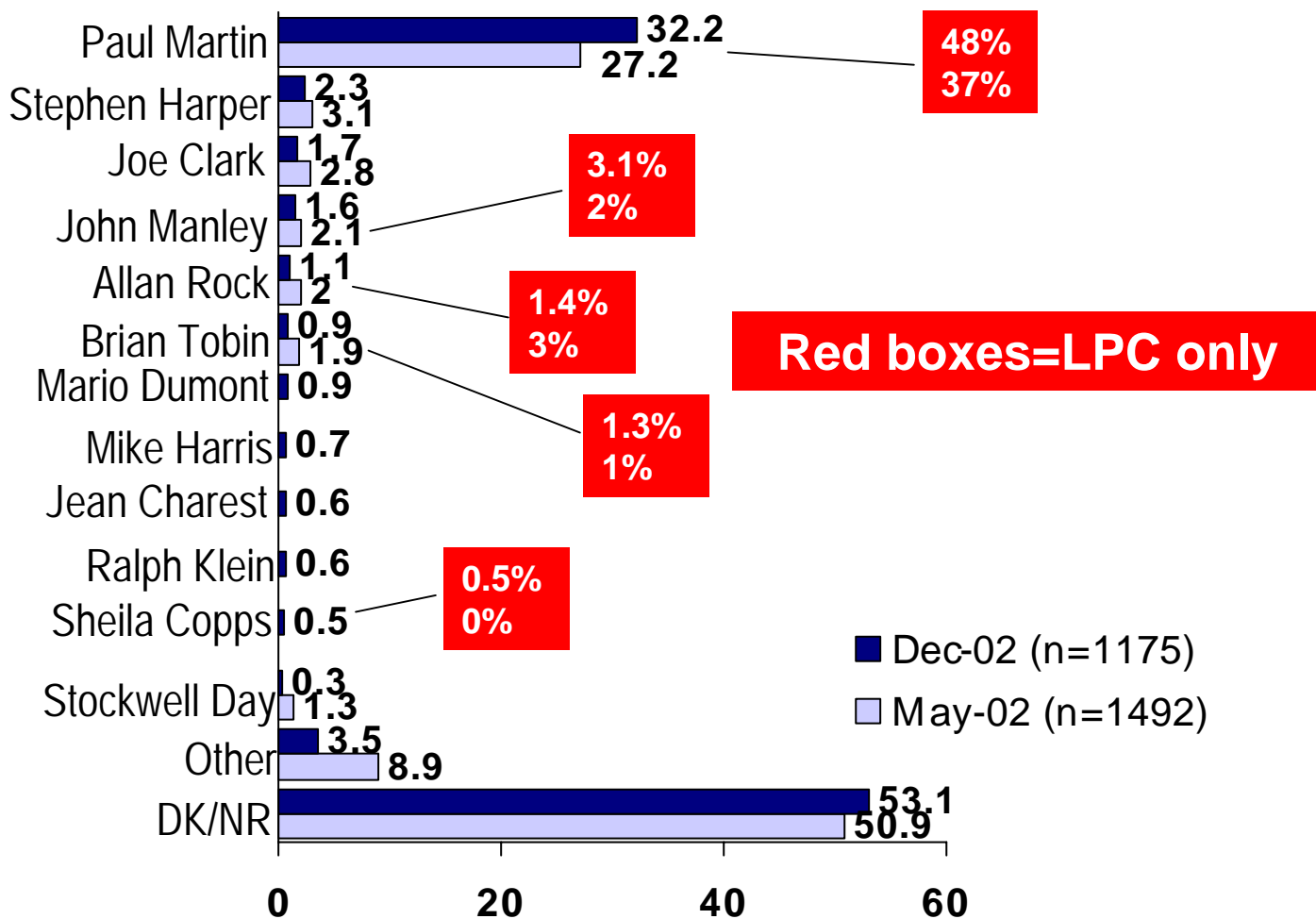
■ Liberal
 ■ CA
 PC
 ■ BQ
 NDP
 ■ Other



{Base: Decided voters only: won't vote, undecided and refused respondents excluded; "leaners" included}

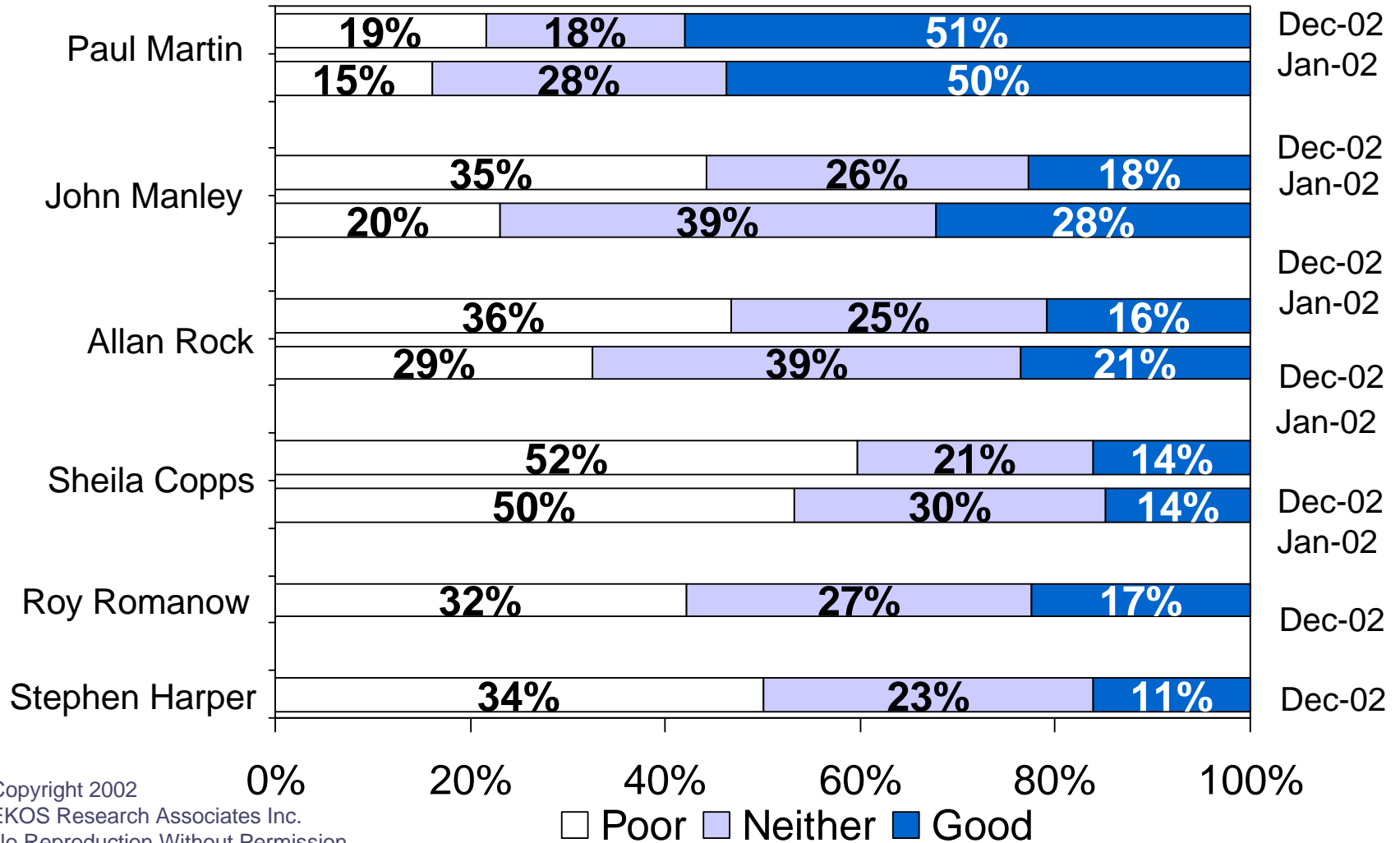
Best Prime Minister (Unprompted)

Q: If the current Prime Minister retired during the next couple of years, who do you think would be best suited to become the Prime Minister of Canada? [unprompted]



Best PM (Prompted)

Q: For each of the following people, please rate the degree to which they would be a good Prime Minister for Canada. Please respond using a 7-point scale where 1 means “very poor choice”, 7 means “very good choice” and 4 means “neither good nor bad”?





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