



## EKOS/CBC Poll

### The Federal Landscape and Liberal Leadership

January 19<sup>th</sup>, 2003

 EKOS RESEARCH ASSOCIATES

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### Methodology

#### ■ Telephone survey of the general public

- 1,001 completed interviews with a national random sample of Canadians 18 years of age and over (n=243 in Quebec)
  - ✓ Interview period: January 14-16, 2003
  - ✓ National results valid within +/- 3.1 percentage points, 19 times out of 20 (Quebec: ± 6.3%)
- 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.

# The Federal Landscape

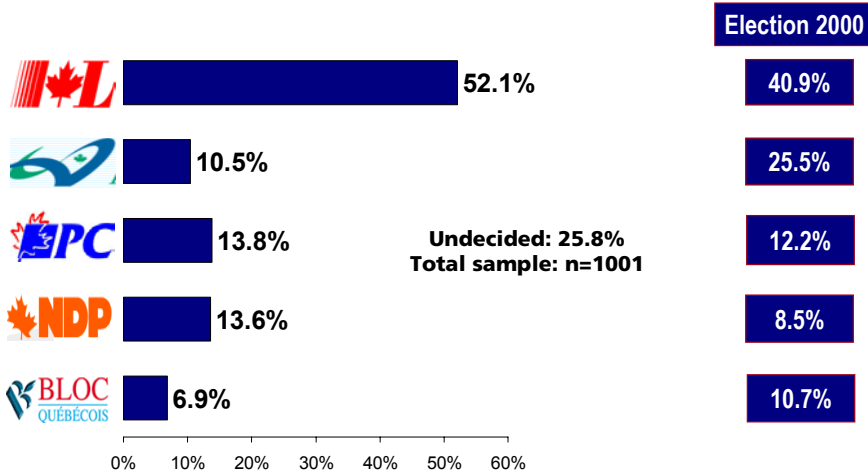
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## Federal Landscape and the Leadership Debate

- Liberals are dominant, padding their already huge lead (52.1%)
  - Liberals now lead in every region except in Prairies (three-way race)
  - PC (13.8%) and NDP (13.6%) slightly up from 2000 election; NDP strength in Prairies, PC's strong in Alberta and the Atlantic
  - CA fading badly (10.5%)
  - BQ at one of their lowest historical scores (6.9%)
- Public overwhelmingly believes that Rock's departure signals *no contest* for the Liberal Leadership; perhaps more surprising is the clear lean to view this as a good rather than a bad thing (particularly amongst Liberal supporters)
  - So much for national debate and renewal bring on the coronation!

# Federal Voting Preference

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

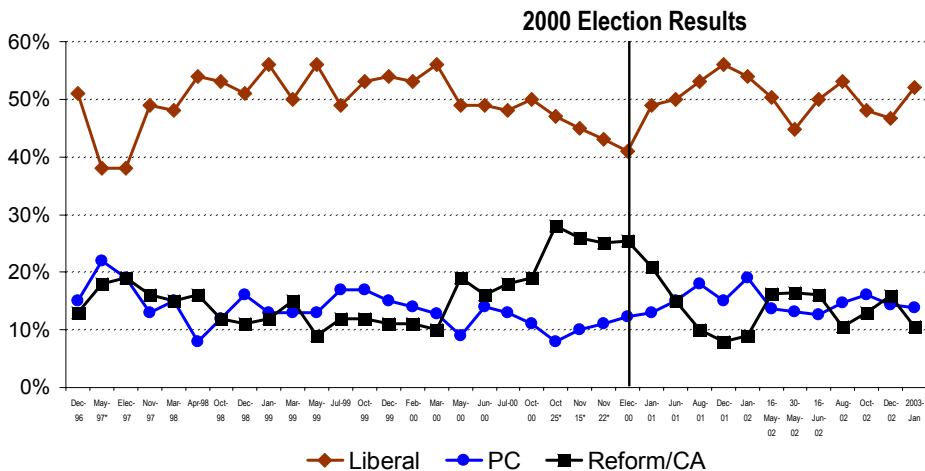


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\*Decided voters only: won't vote, undecided and refused respondents excluded; "leaners" included.

# Federal Voting Preferences

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

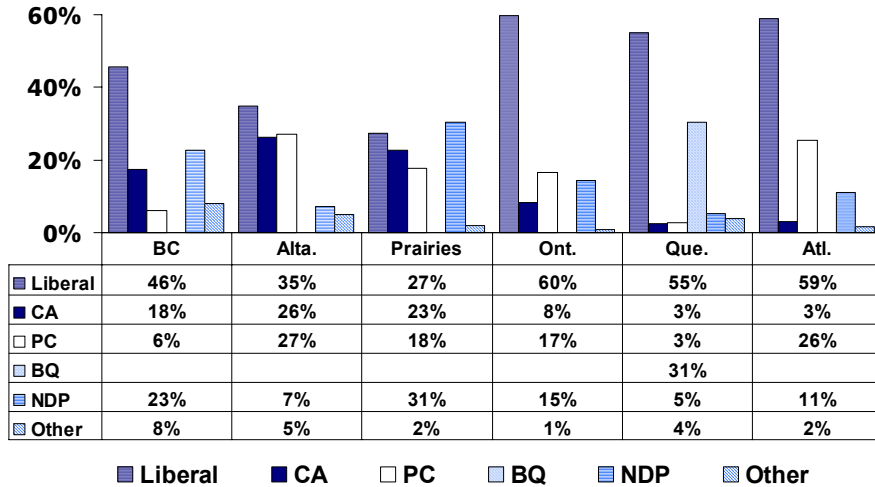


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Decided voters only: won't vote, undecided and refused respondents excluded; "leaners" included

# Federal Voting Preferences: Regional

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

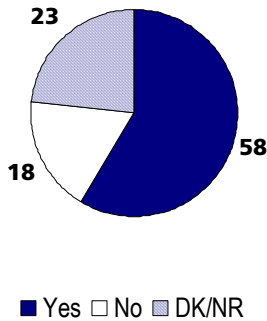


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[Base: Decided voters only; won't vote, undecided and refused respondents excluded; "leaners" included]

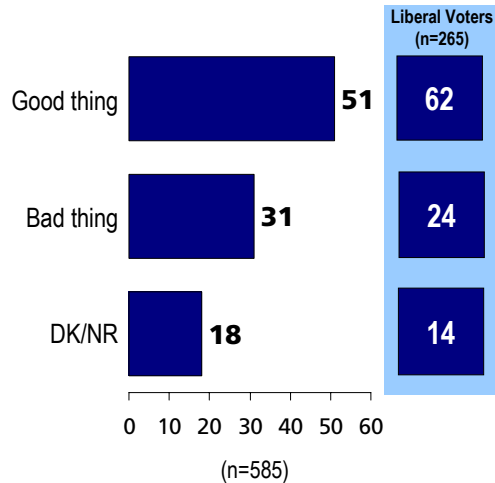
# Liberal Leadership: Contest or Coronation?

Q: Do you think that Allan Rock's withdrawal from the leadership race means that Paul Martin will become the leader of the Liberal Party of Canada without a real contest?



(n=1004)

Q: Do you think it is a good or a bad thing for the country? [Filter: Those saying "Yes" to Paul Martin becoming leader without a contest]



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