

EKOS/CBC News Sunday Poll Tory Leadership Prospects and Federal Landscape



Methodology

- Telephone survey of the general public
 - ❖ 804 completed interviews with a national random sample of Canadians 18 years of age and over
 - ✓ Interview period: May 12-15, 2003
 - ✓ National results valid within +/- 3.5 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.

Federal Political Landscape and Tory Prospects

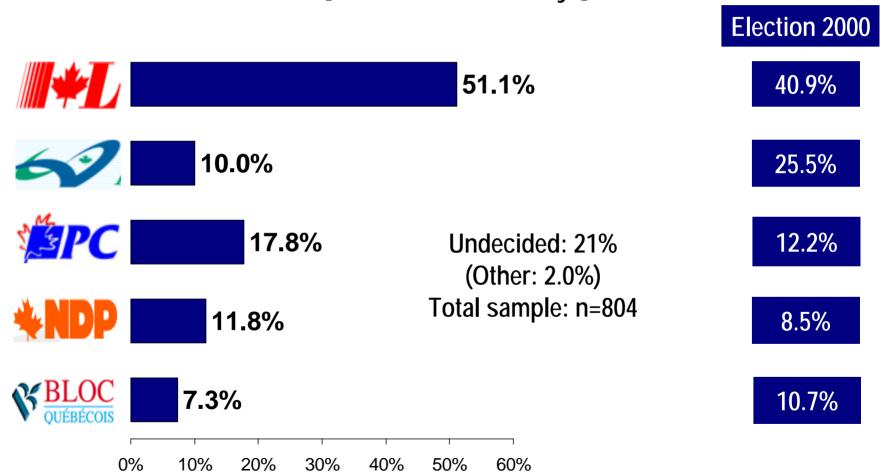
- Liberal maintaining huge and stable advantage
 - Chief threat comes from PC's (and possibly the NDP); next parliament could be quite different in regional and opposition composition
- PC have quietly but consistently secured second place; may now be assuming the mantle of "alternative" which Alliance enjoyed last election (important strategic benefit)
- Further good news for the Tories is large incidence of Canadians who would consider a freshly-lead Tory party
 - Their appeal is broad but fairly thin (only 34% preclude)
 - ❖ Notable that Tories best prospects lie with loosely committed Liberals (not Alliance)
 - "Unite the right" less plausible then unite the centre

Federal Political Landscape

- Tories chief weakness are the fairly even geographic distribution of current support (only Atlantic support is concentrated now)
 - This may also be a potential strength as they can theoretically aspire to form a truly national government, something currently out of the grasp of the CA, NDP and the BQ
- Tories other chief problem is the continued dominance of the LPC and the strong confidence that Paul Martin instills in the "swing voters" available to either the Tories or the Liberals
- Poll suggests the Tories focus on a policy platform which convinces voters that they do indeed represent their interests; a secondary (and diminishing problem) is the issue of trust

Federal Voting Preference

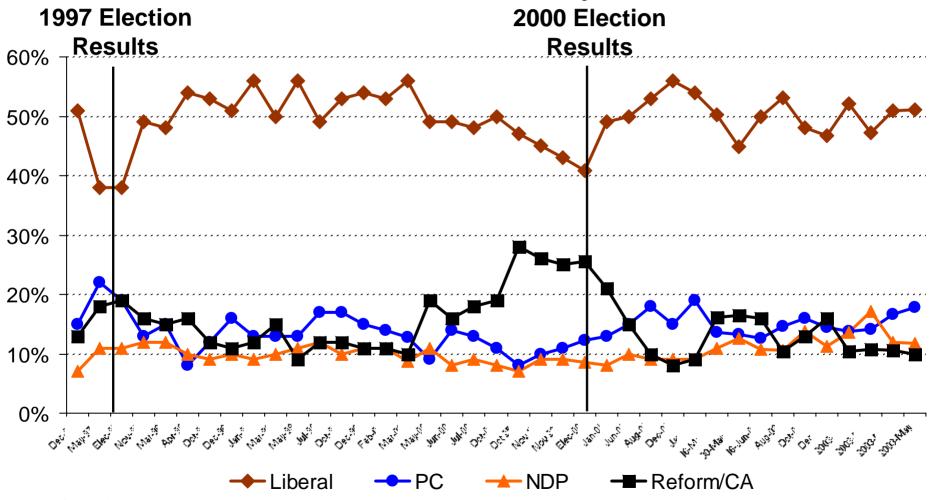
"If a federal election were held tomorrow, which party would you vote for?" [Decided voters only*]



Tracking Federal Voting Preferences

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

[Decided voters only*]

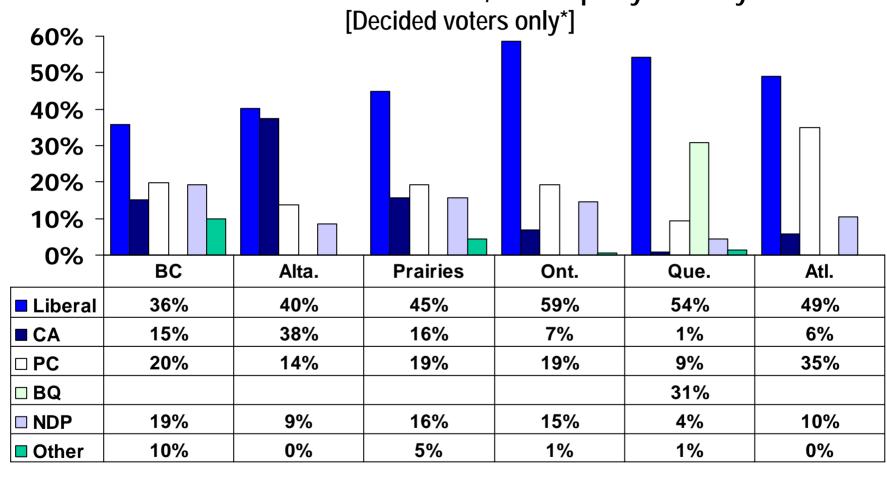




*Decided voters only: won't vote, undecided and refused respondents excluded; "leaners" included

Federal Voting Preferences: Regional

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



 \square BQ



Liberal

CA

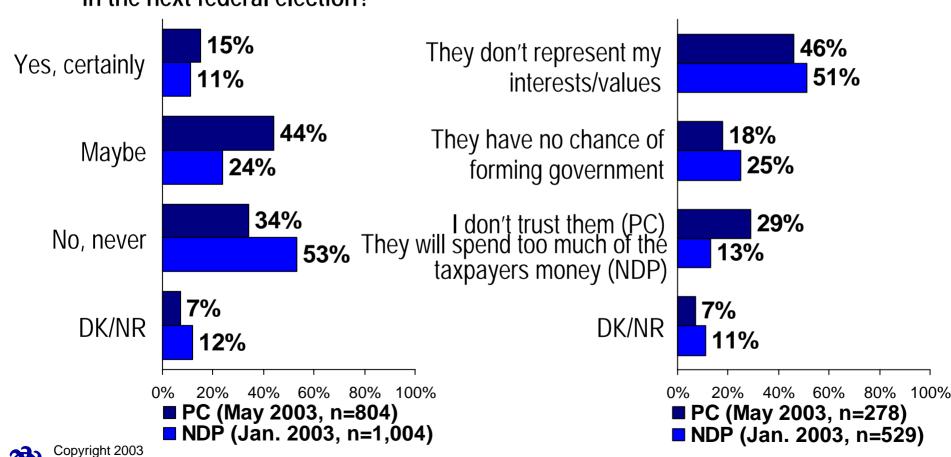
Other

Comparing the PC and NDP Prospects

"The PC/NDP is about to elect a new leader.
Could you tell me if there is a chance that
you would consider voting for the PC/NDP
in the next federal election?"

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"If never, why would you not consider voting for the PC/NDP?"



Bottom Line

- The Liberals are flying high at over 50% in the polls
 - The combination of broad satisfaction with the direction of the country and the bulletproof succession strategy have left the Liberals apparently unassailable
- Despite this political hegemony, there are some encouraging signs for the PC party (and possibly the NDP)
 - There will be little to cheer Alliance (or Bloc) supporters in the current poll (or their recent trajectory)



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