



EKOS/CBC News Sunday Poll

Liberal Leadership Prospects and Federal Political Landscape



May 25, 2003
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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

- Liberals 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-led 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 than unite the centre



Federal Political Landscape

- Tories chief weakness is 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 that the Tories should 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



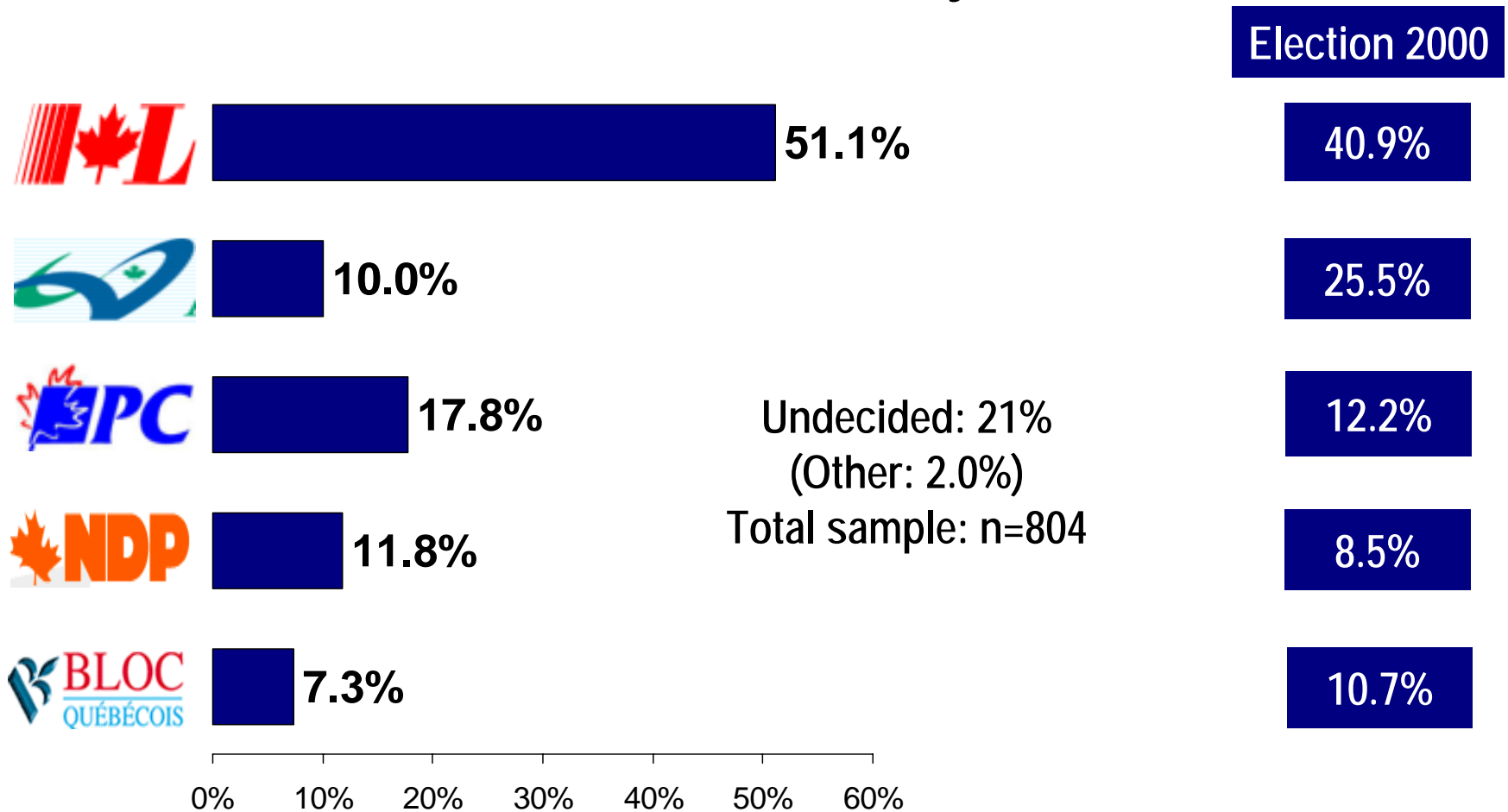
Federal Political Landscape: Liberal Leadership

- Paul Martin's succession continues to be seen as a done deal by the Canadian public
 - ❖ Remarkably, he has widened his already insurmountable lead over Sheila Copps and John Manley
 - ❖ Manley and Copps are stuck way behind Martin in an open-ended question on who would be the best next Prime Minister
 - ✓ At 38 to 4%, Martin is now nearly ten times as likely to be cited as best choice over his closest rival
 - ✓ Sheila Copps numbers are quite poor with Liberal supporters
- Following a period of erosion, Paul Martin's trust numbers jumped significantly in the past week



Federal Voting Preference

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

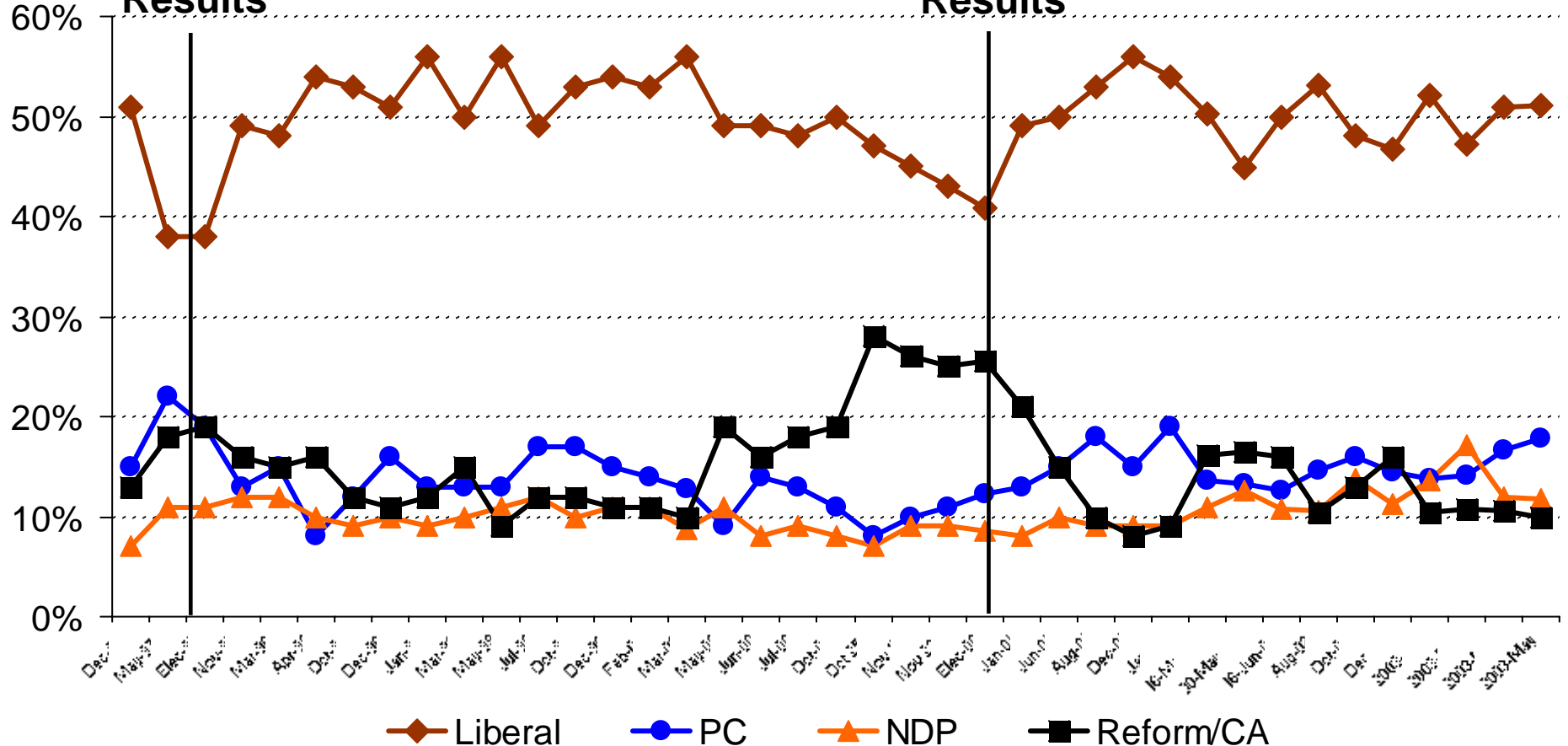


Tracking Federal Voting Preferences

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

1997 Election Results

2000 Election Results

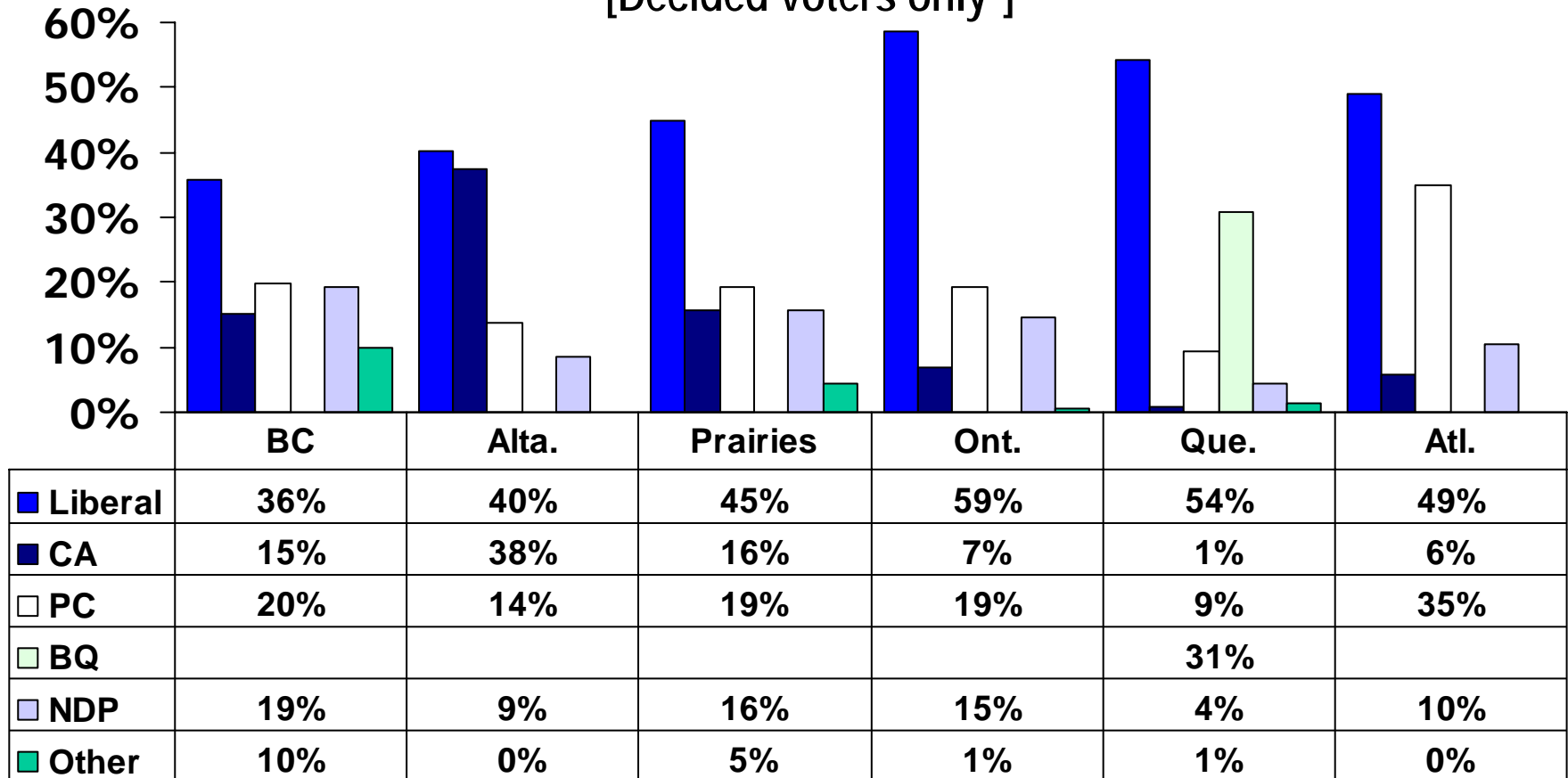


*Decided voters only: won't vote, undecided and refused respondents excluded; "leaners" included

Federal Voting Preferences: Regional

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

[Decided voters only*]

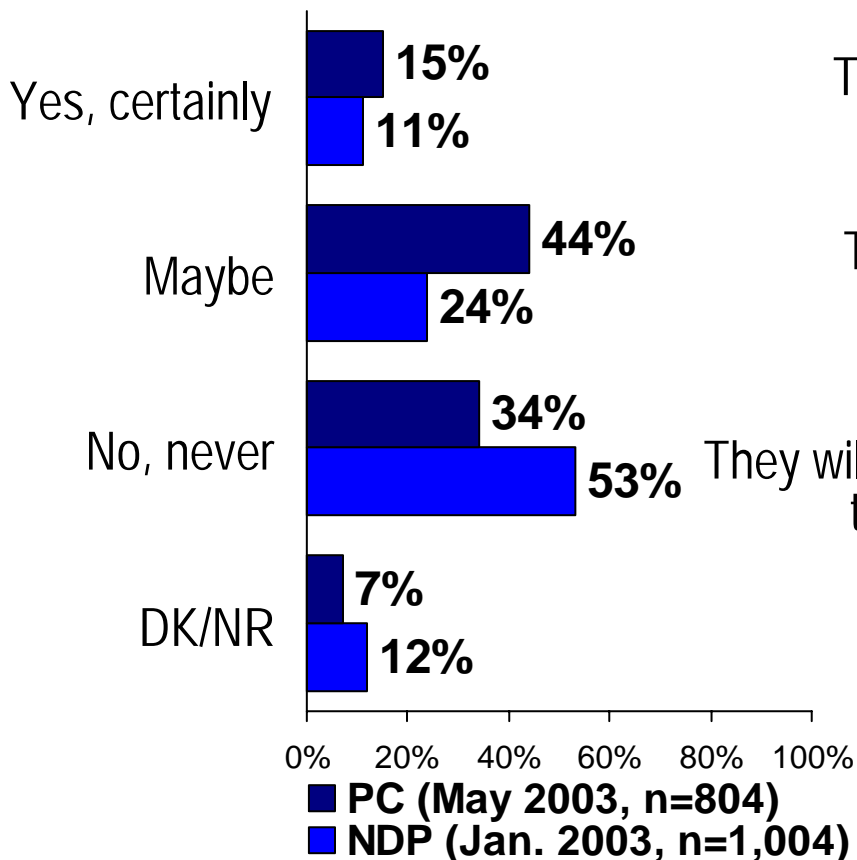


■ Liberal
 ■ CA
 PC
 BQ
 NDP
 ■ Other

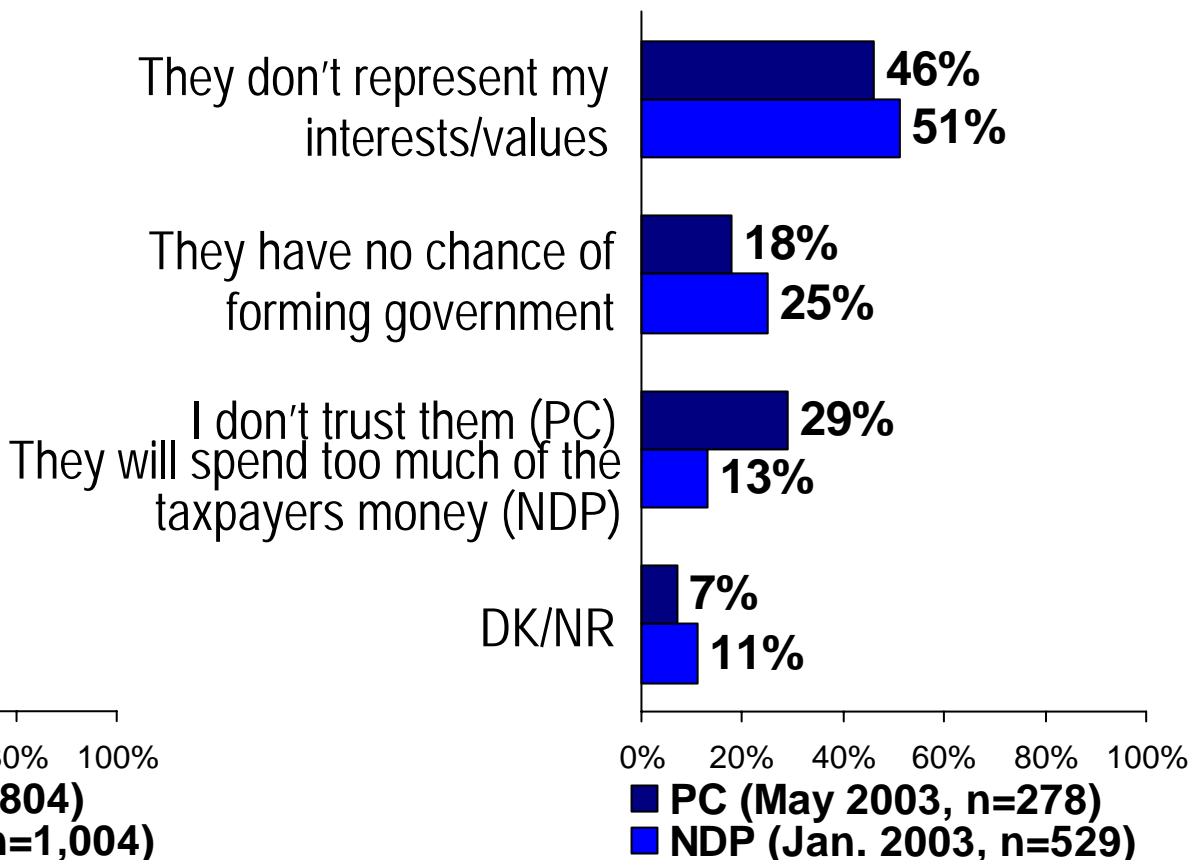


Comparing the PC and NDP Prospects

“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?”



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

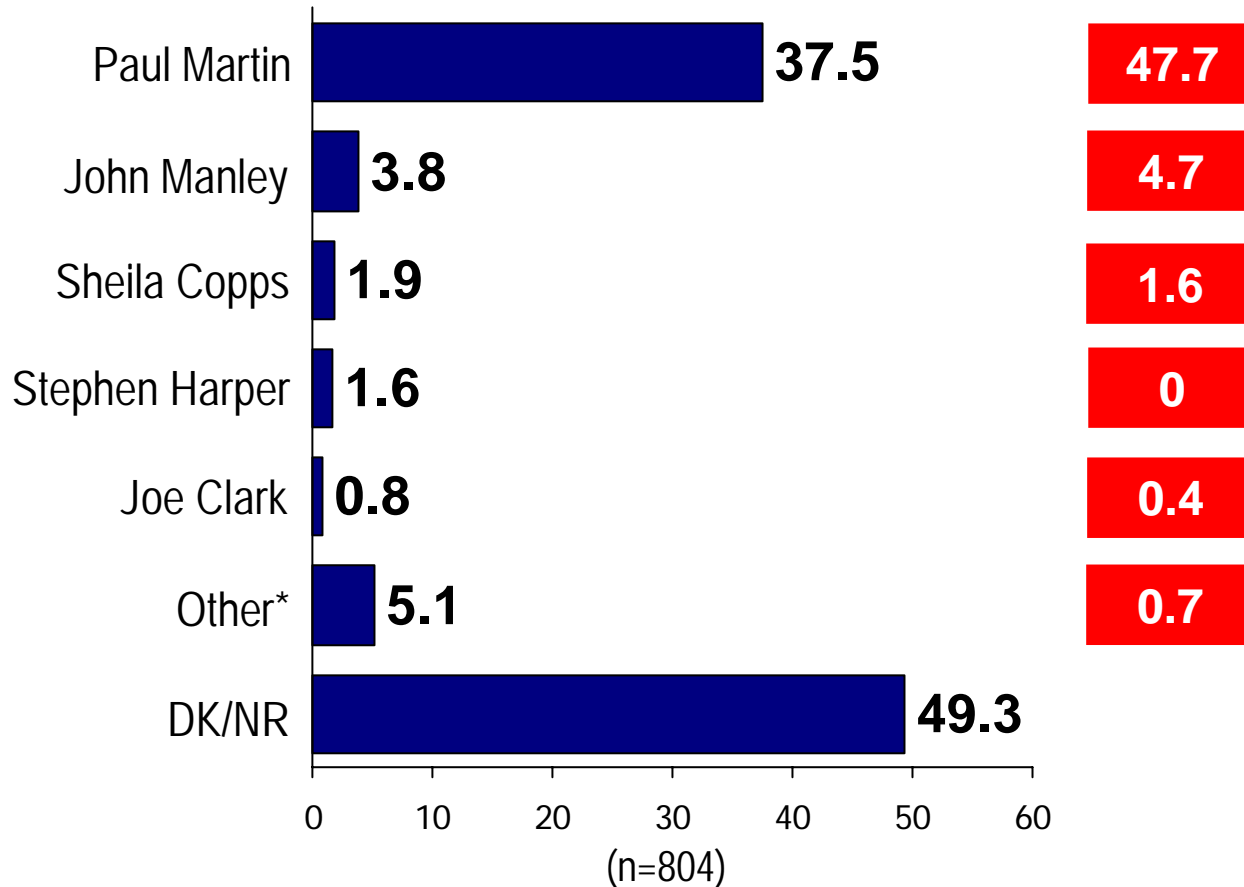


Martin Clear Favourite for Prime Minister

“When the current Prime Minister retires during the next year, who do you think will be best suited to become the Prime Minister of Canada?”

[unprompted]

Liberals



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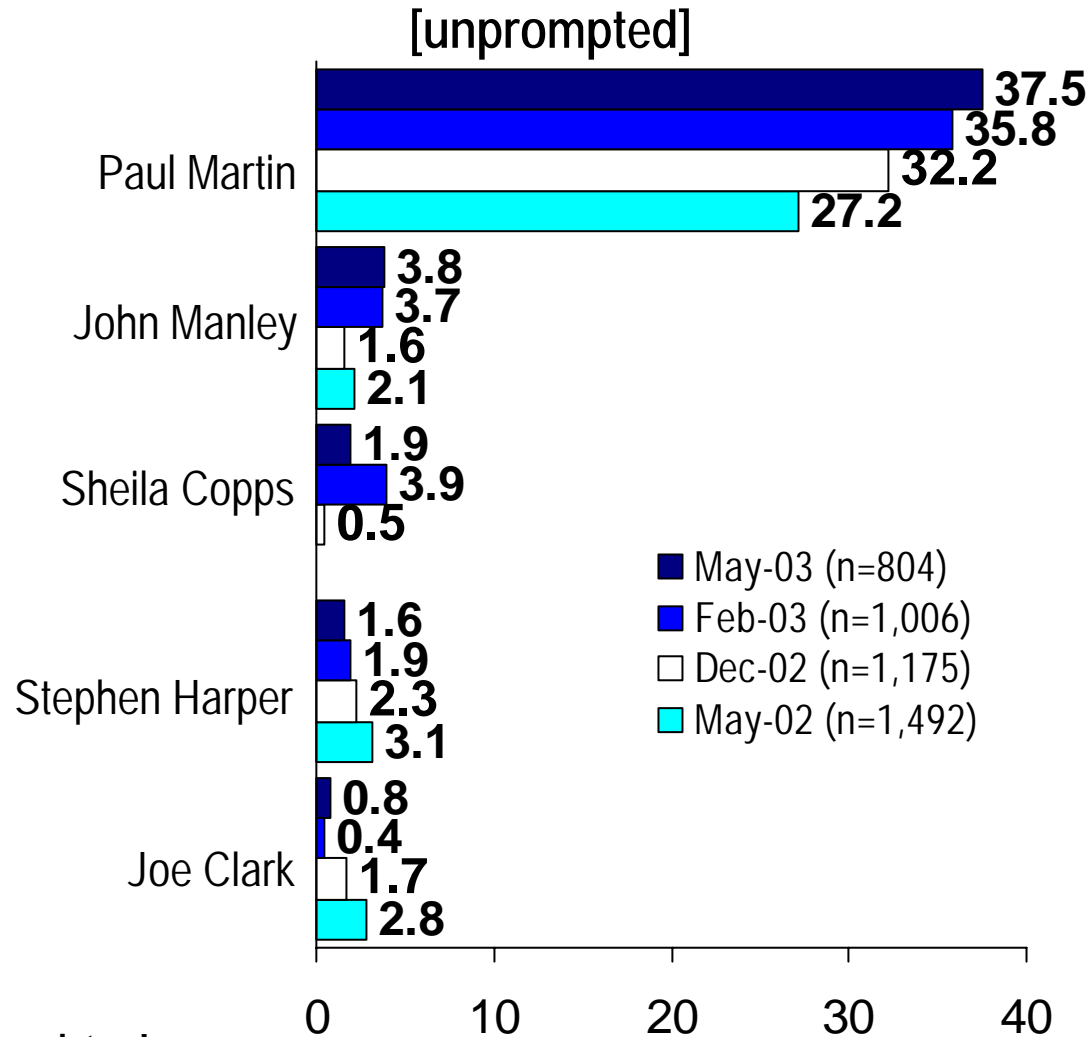
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* Category includes, among others: Jean Charest (0.6%), Brian Tobin (0.4%), Allan Rock (0.3%), Stockwell Day (0.2%), Frank McKenna (0.1%) and Ralph Klien (0.1%)

Best Prime Minister – Tracking the Top Contenders

“When the current Prime Minister retires during the next year, who do you think will be best suited to become the Prime Minister of Canada?”



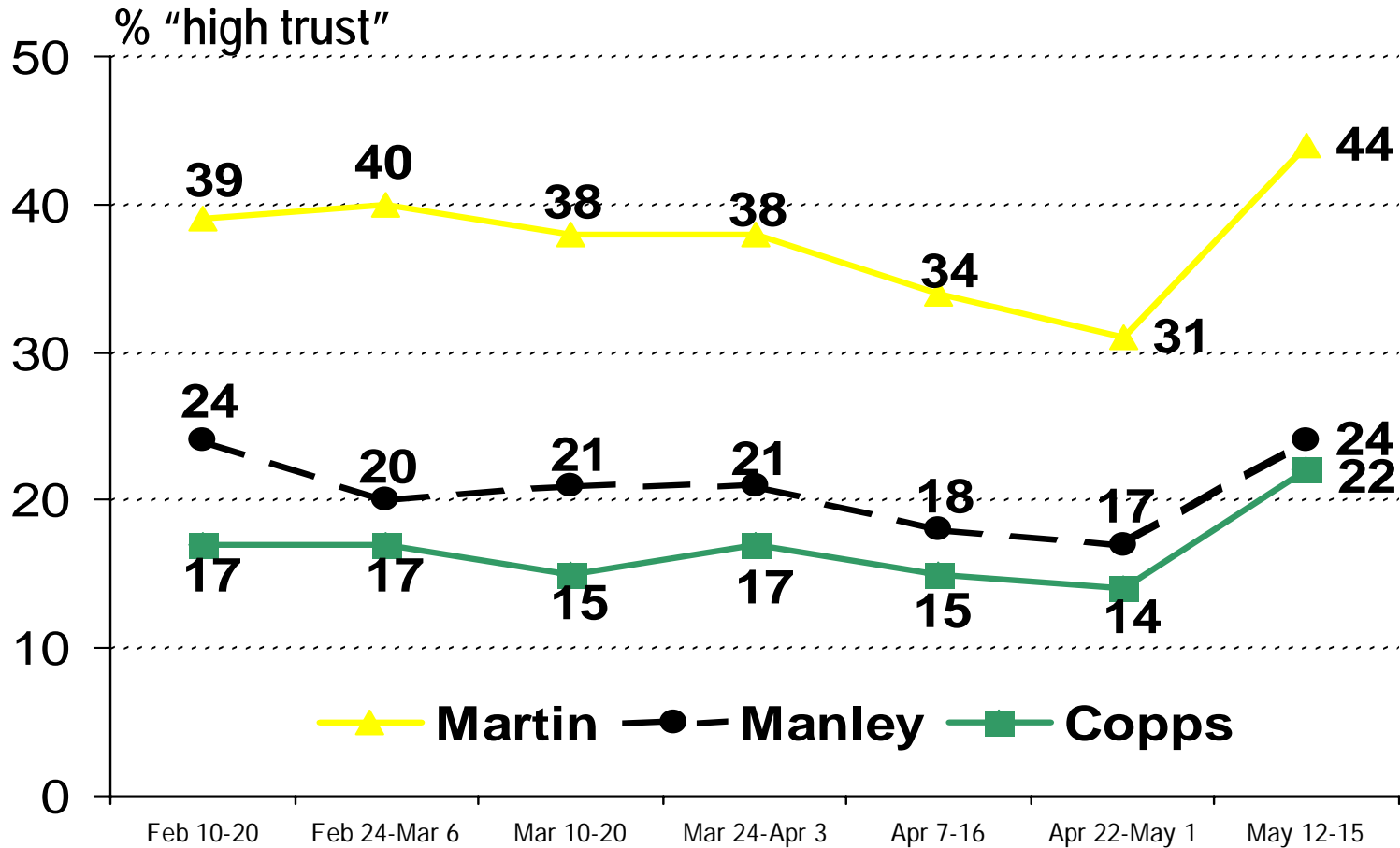
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Tracking Trust in Liberal Leadership Hopefuls

"How much trust do you have in...?"



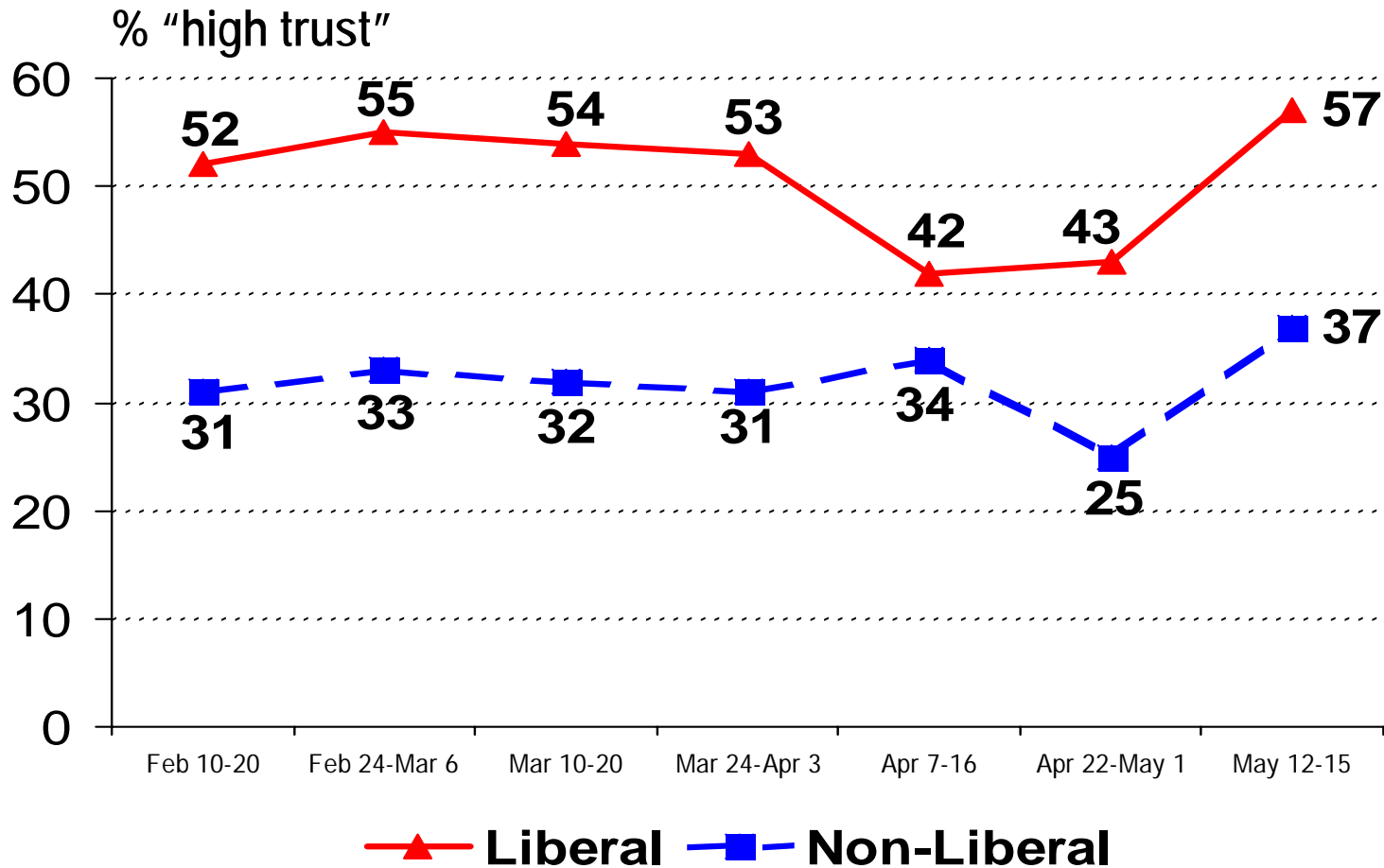
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Tracking Trust in Liberal Leadership Hopefuls: Paul Martin

"How much trust do you have in...Paul Martin?"



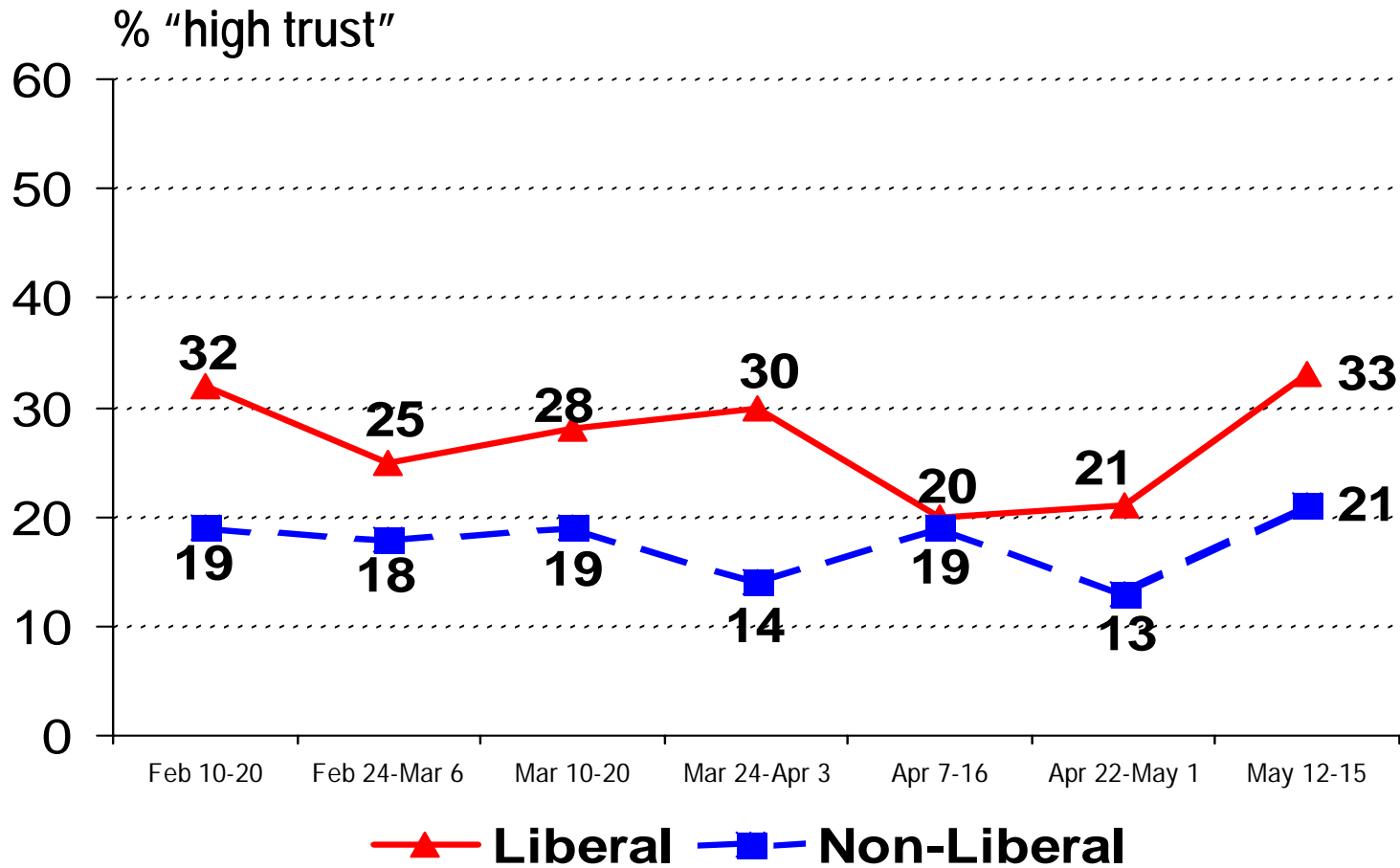
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Tracking Trust in Liberal Leadership Hopefuls: John Manley

“How much trust do you have in...John Manley?”



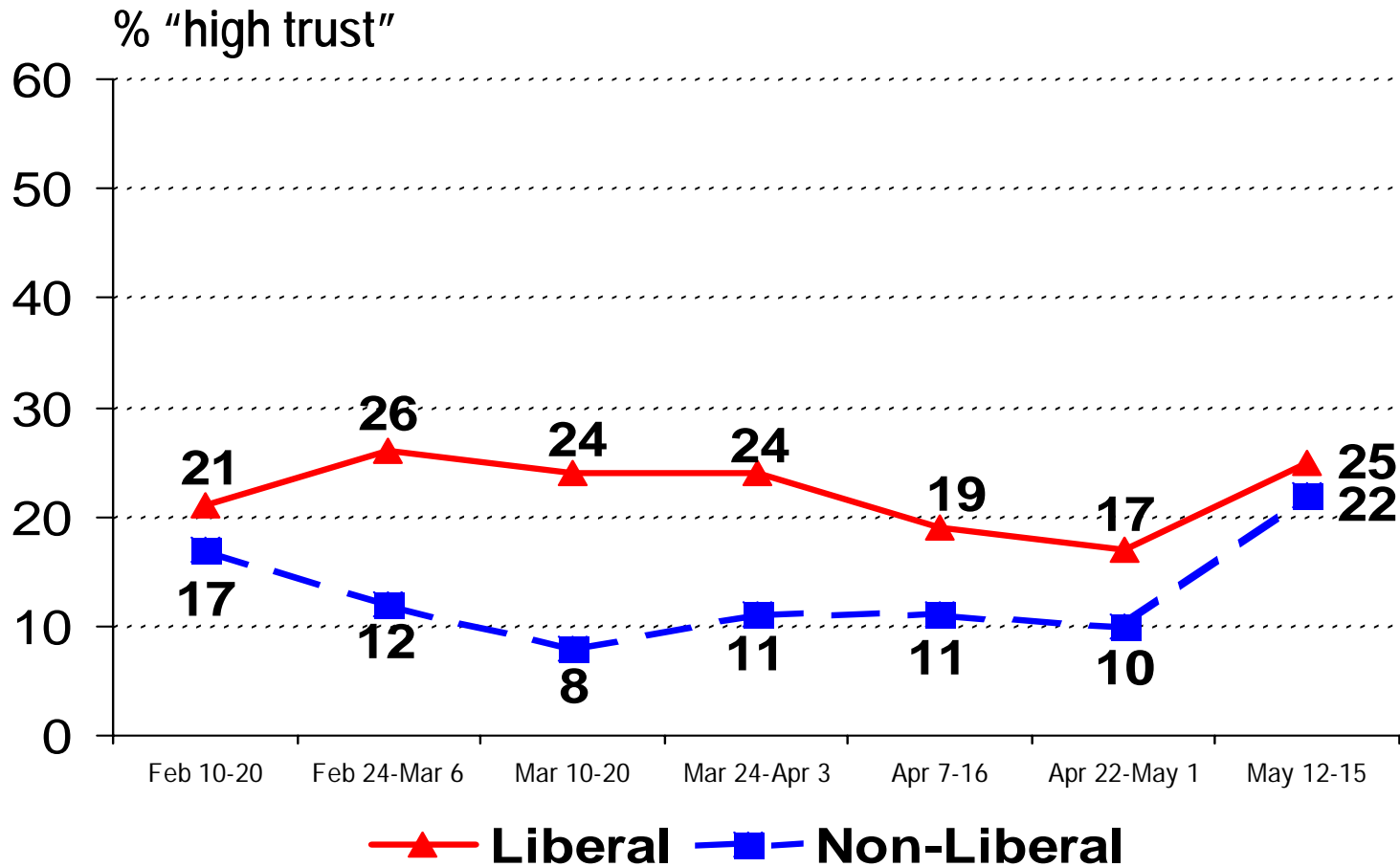
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Tracking Trust in Liberal Leadership Hopefuls: Sheila Copps

"How much trust do you have in...Sheila Copps?"



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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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