

Update on the Federal Political Landscape

Liberals Damaged but still Poised to Form Government in a more Competitive Political Environment

Methodology

■ Telephone survey of the general public

- ❖ 1,020 interviews with a national random sample of Canadians 18 years of age and older
 - ✓ Interview period: February 23-25, 2004
 - ✓ National results valid within 3.1 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

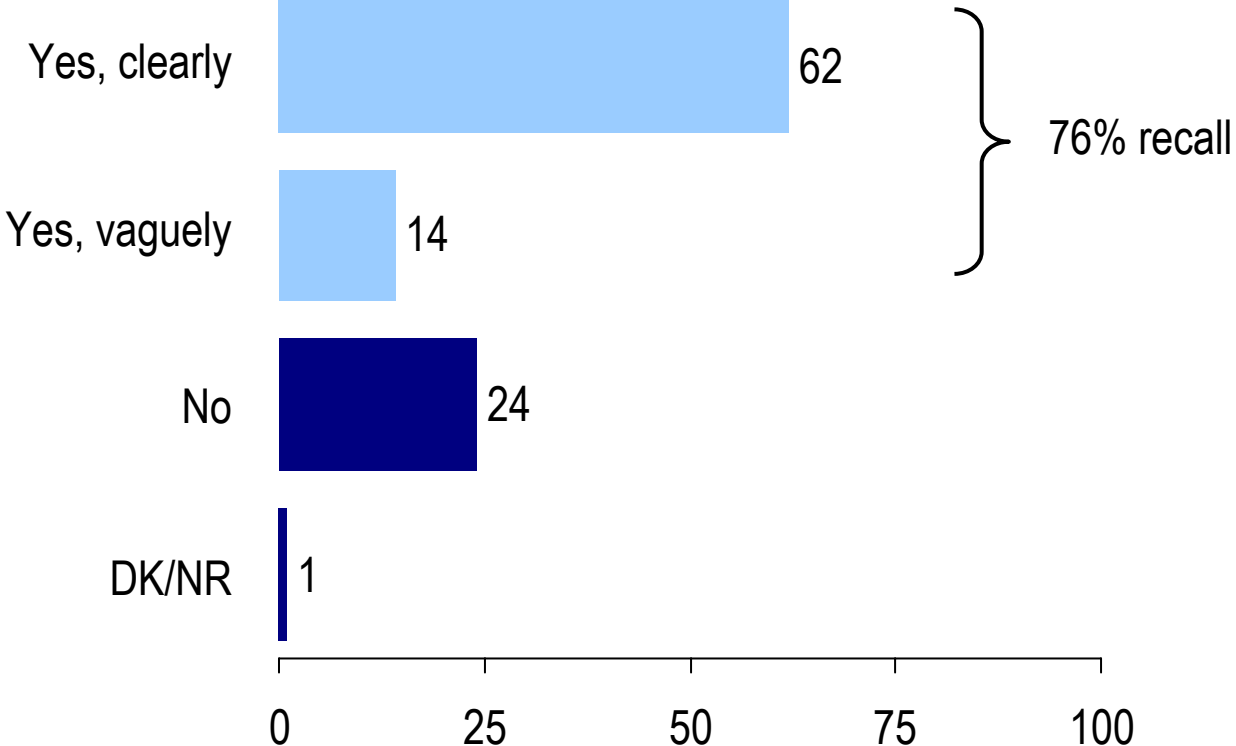
■ All the data were statistically weighted to ensure the sample's regional, gender and age composition reflects that of the actual population of Canada according to Census data.

Overview

Sponsorship Scandal

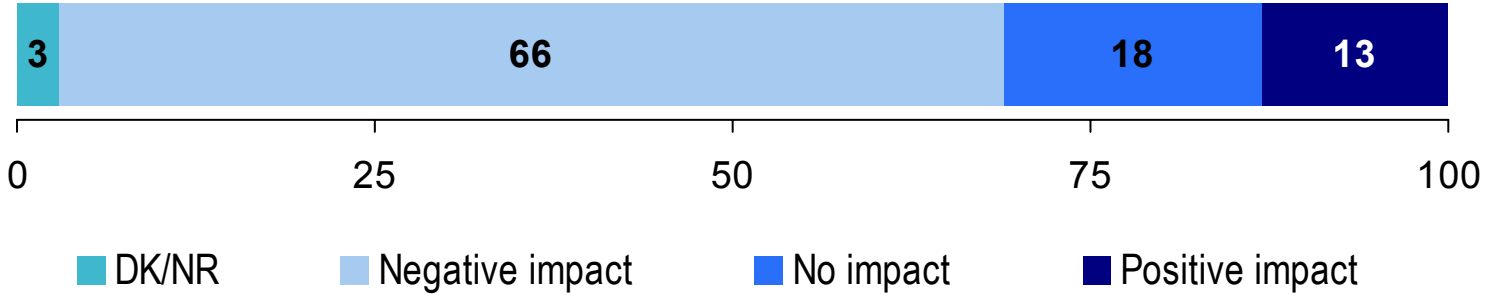
Sponsorship controversy registering with voters

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



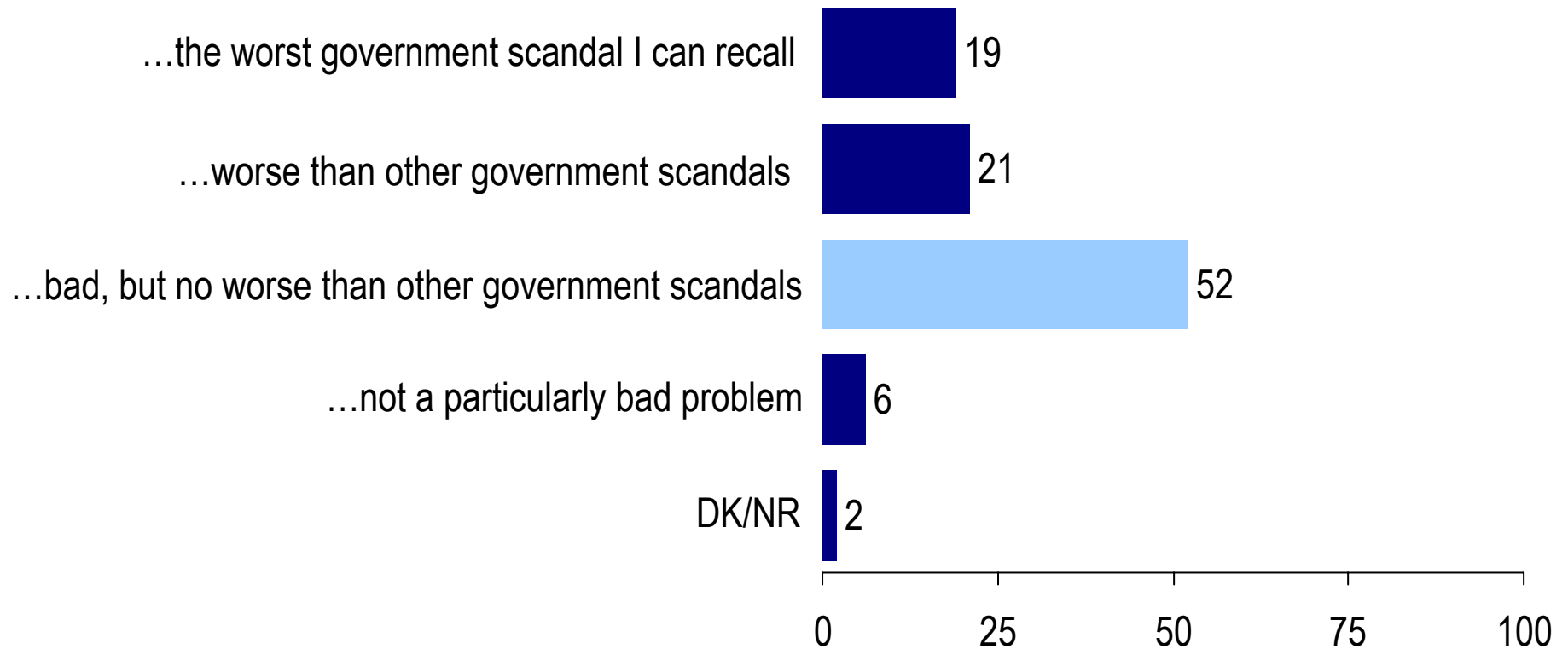
Scandal seen as negatively affecting federal government

Q: The sponsorship program was created to boost the visibility of the federal government in Quebec after the 1995 referendum on sovereignty. The controversy arose after the Auditor General revealed that between 1997-2002, Liberal-friendly advertising firms received \$100 million in commissions and fees under the \$250-million program. What kind of an impact do you think the sponsorship scandal will have on the federal government?



Public views scandal as typical of gov't problems – may lean to “worse”

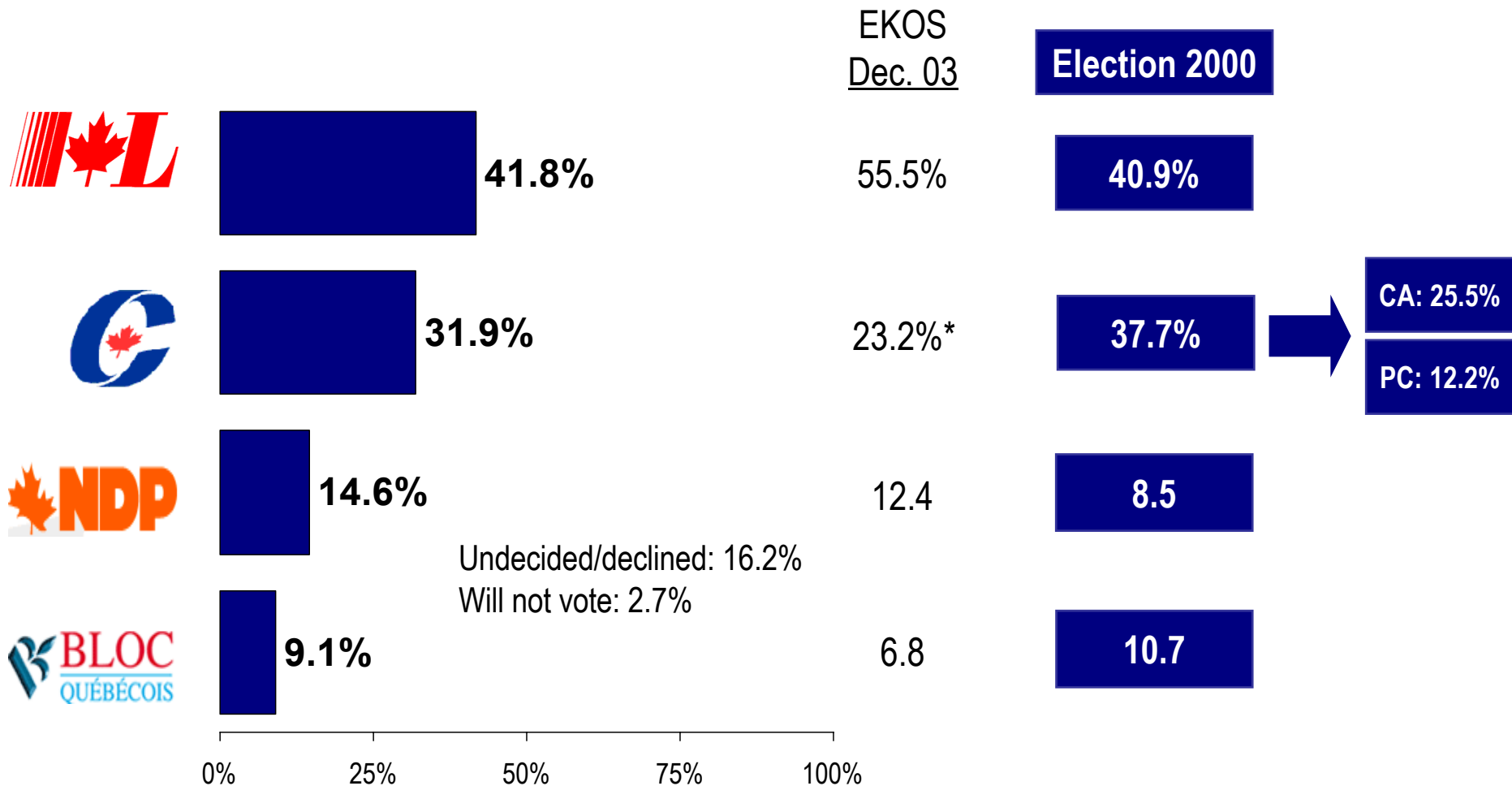
Q: And which of the following best characterizes your personal view of the sponsorship scandal? Would you say it is...



Current Voting Intentions

Federal voting intentions

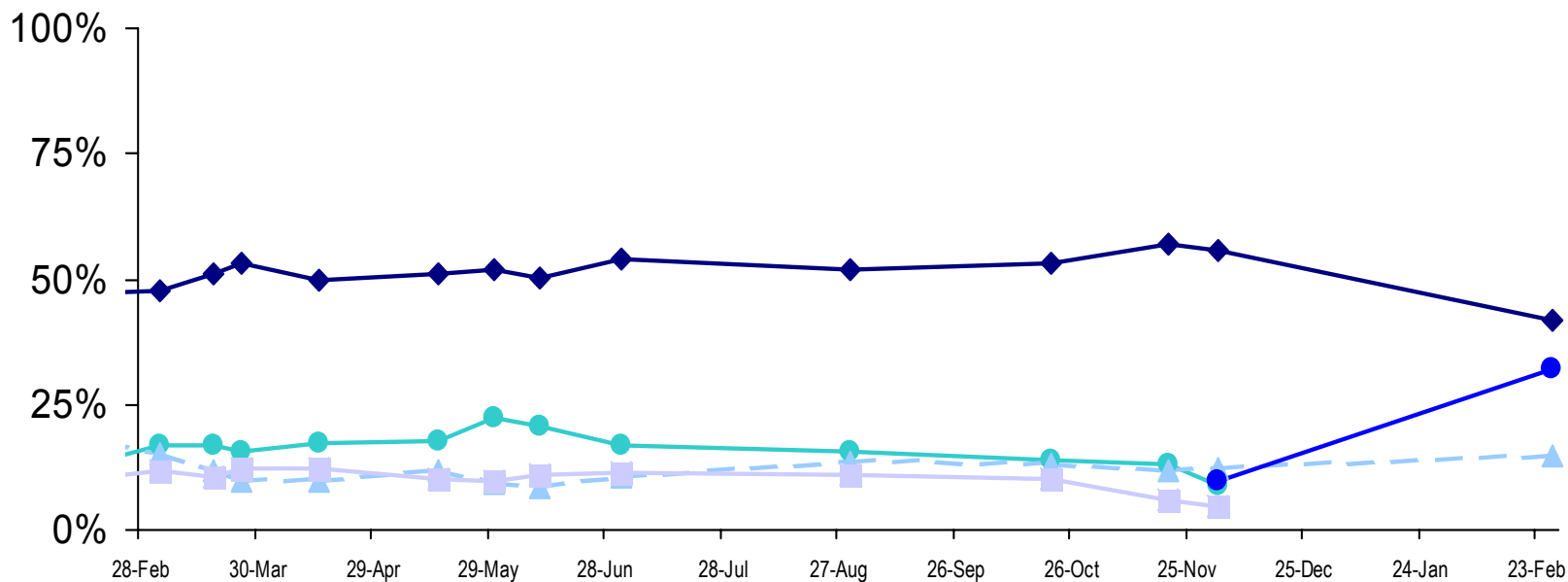
Q: If a federal election were held tomorrow, which party would you vote for?



*Combined vote intention; breakdown: 9.5% CPC, 9.0% PC and 4.7% CA

Federal voting intentions: past year

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

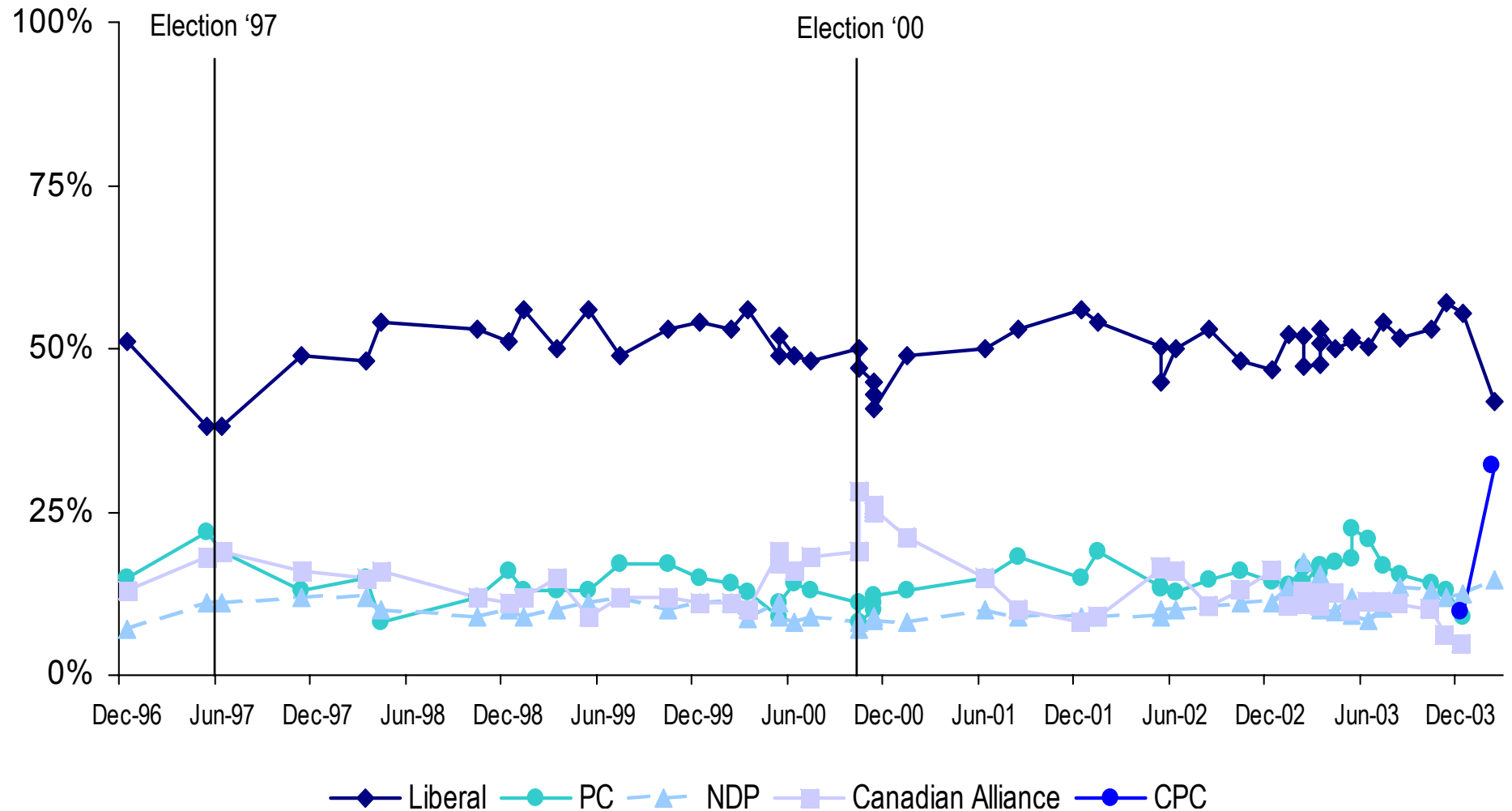


	Feb-03	Feb-03	Mar-03	Mar-03	Mar-03	Apr-03	May-03	May-03	Jun-03	Jul-03	Aug-03	Oct-03	Nov-03	Dec-03	Feb-04
◆ Liberals	52%	47%	48%	51%	53%	50%	51%	52%	50%	54%	52%	53%	57%	55.5%	42%
● Progressive Conservatives	17%	14%	17%	17%	16%	17%	18%	22%	21%	17%	16%	14%	13%	9.0%	
▲ New Democratic Party	12%	17%	15%	12%	10%	10%	12%	9%	9%	10%	14%	13%	12%	12.4%	15%
■ Canadian Alliance	13%	11%	12%	11%	12%	12%	10%	10%	11%	11%	11%	10%	6%	4.7%	
● Conservative Party of Canada														9.5%	32%

Base: Decided voters only (includes "leaners"); most recent data point Feb. 04, n=806

Long-term trend: Liberals at lowest, Conservatives at peak

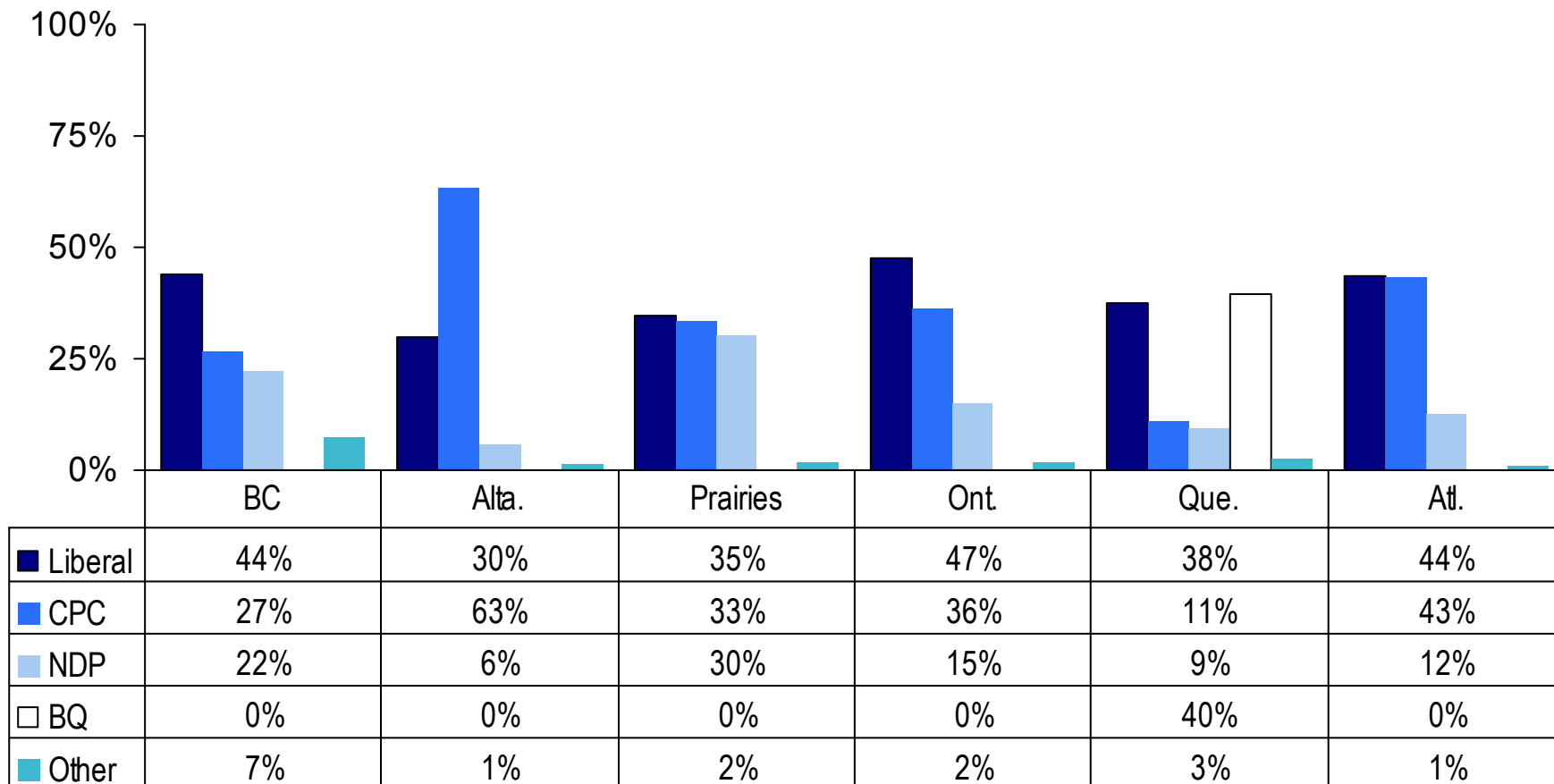
Q: If a federal election were held tomorrow, which party would you vote for?



Base: Decided voters only (includes "leaners"); most recent data point Feb. 04, n=806

Federal voting intentions: regional

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



■ Liberal

■ CPC

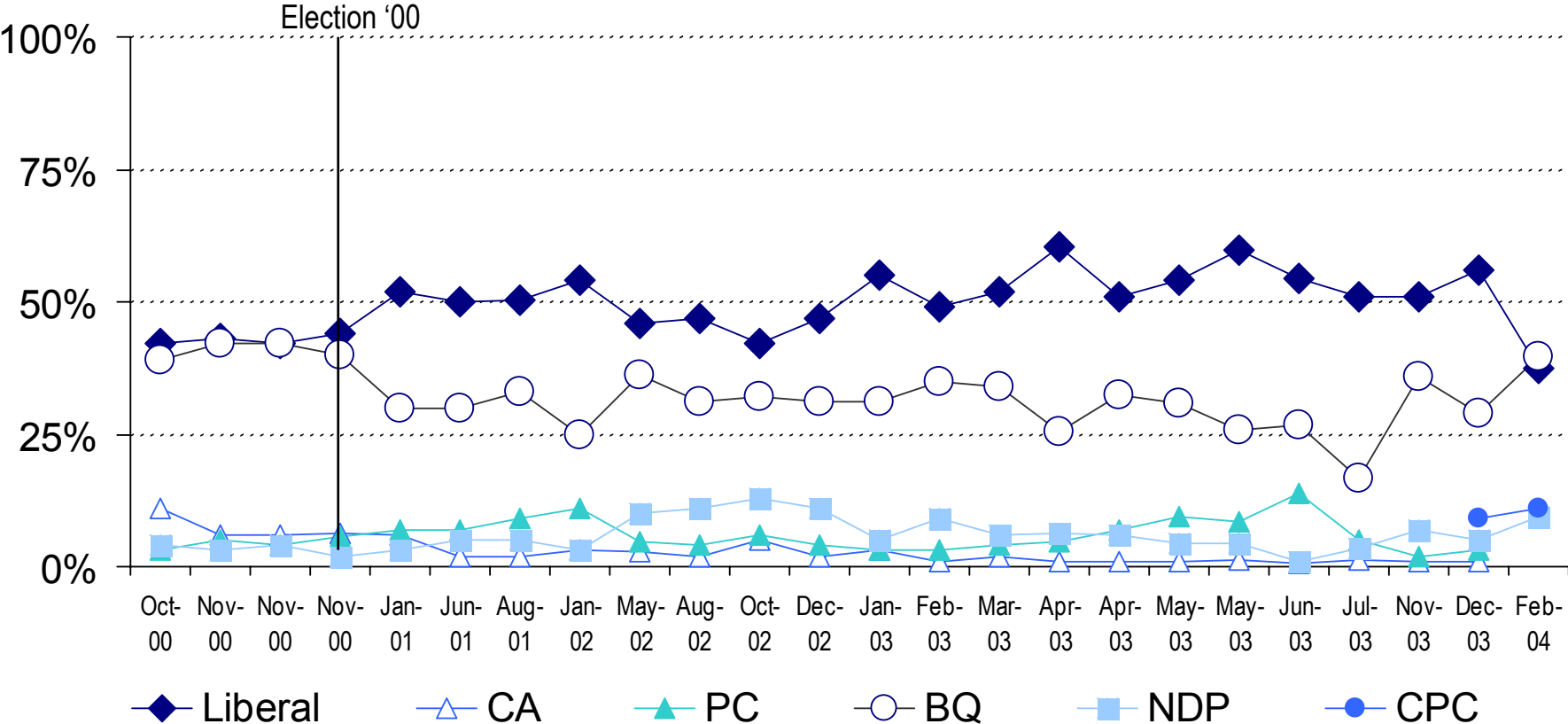
■ NDP

□ BQ

■ Other

Quebec federal voting preferences

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

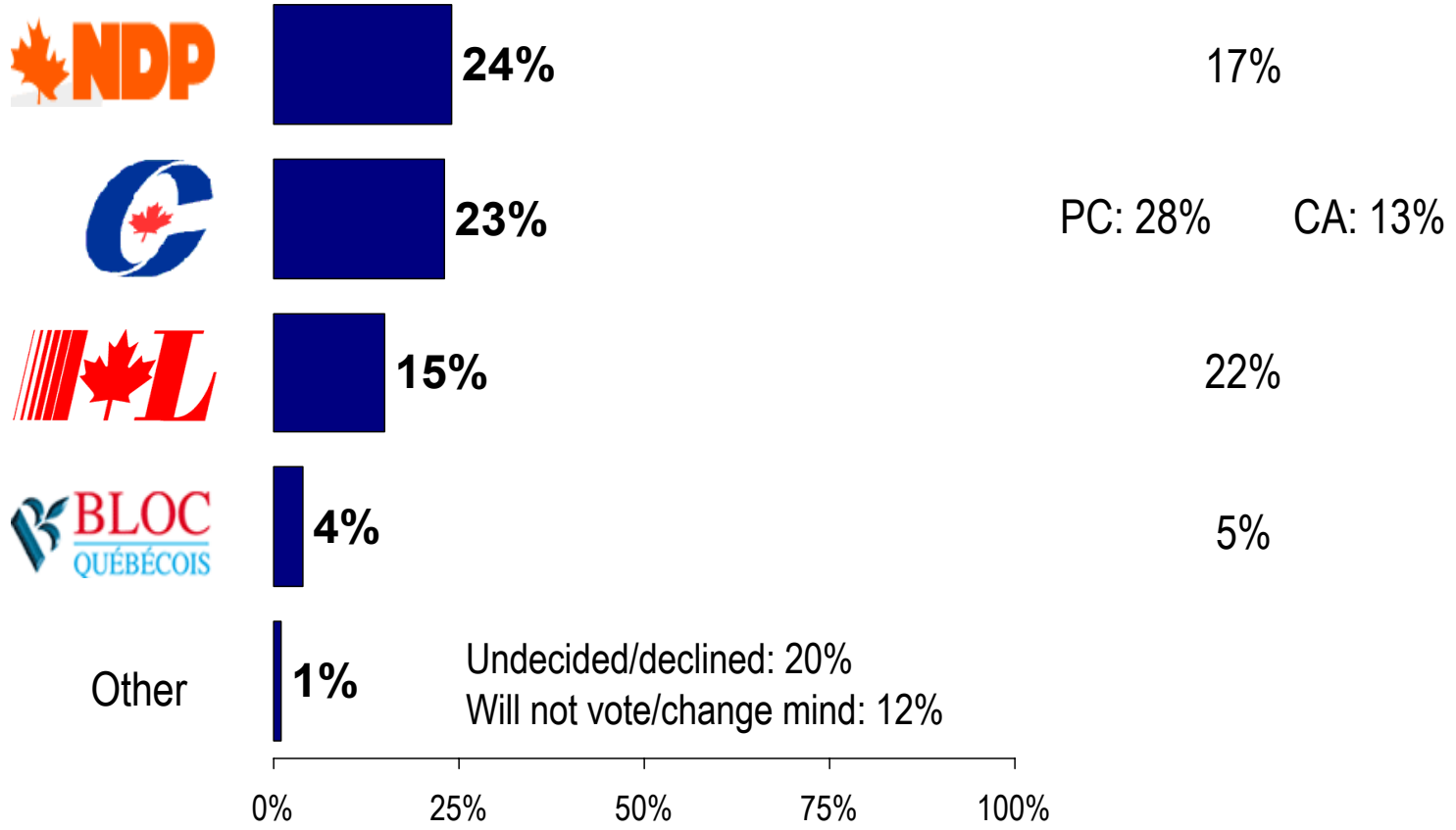


Base: Quebec decided voters only (includes "leaners"); most recent data point Feb. 04, n=197

NDP and CPC favoured second choice

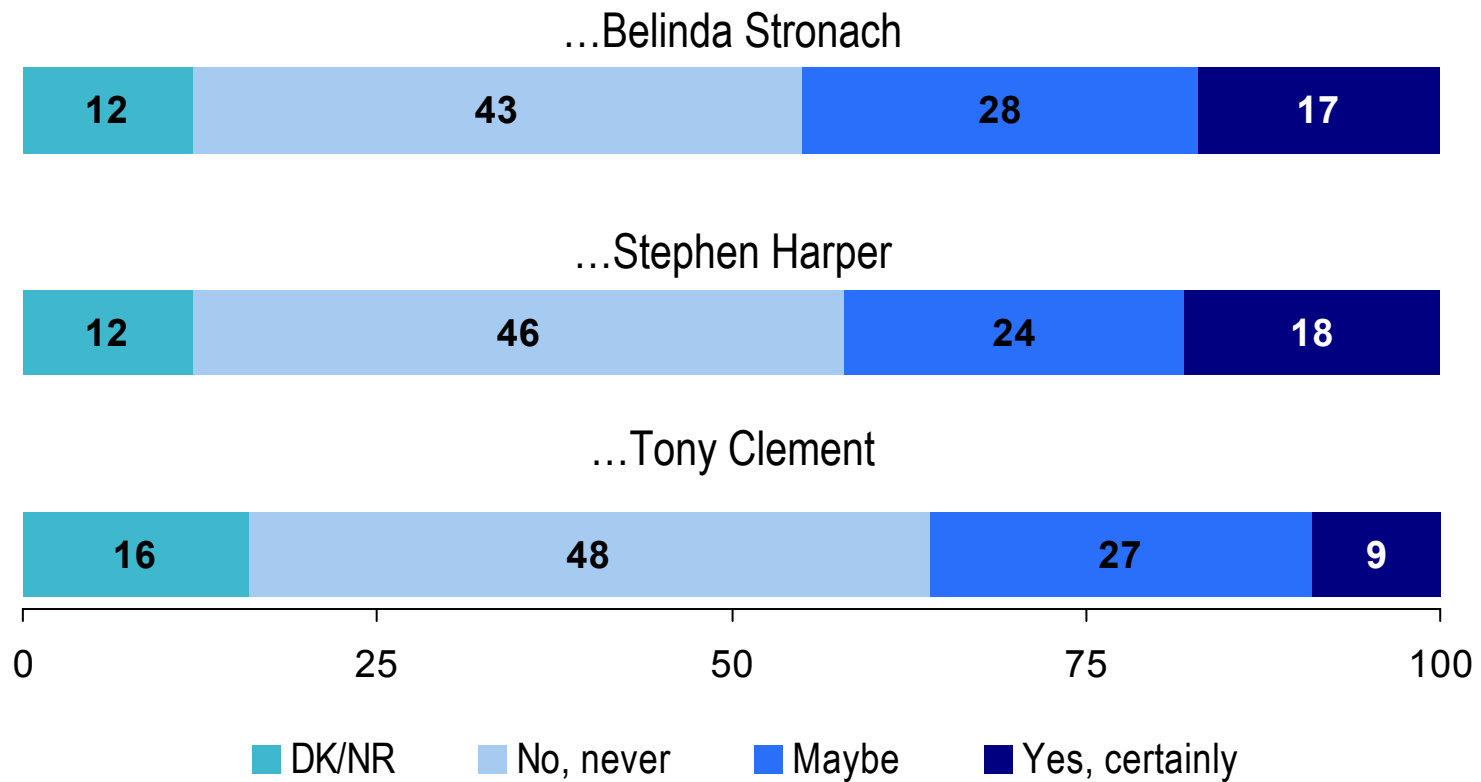
Q: If you were to change your mind, which party would be your second choice?

EKOS
Jul. 03



Harper and Stronach basically tied in vote appeal

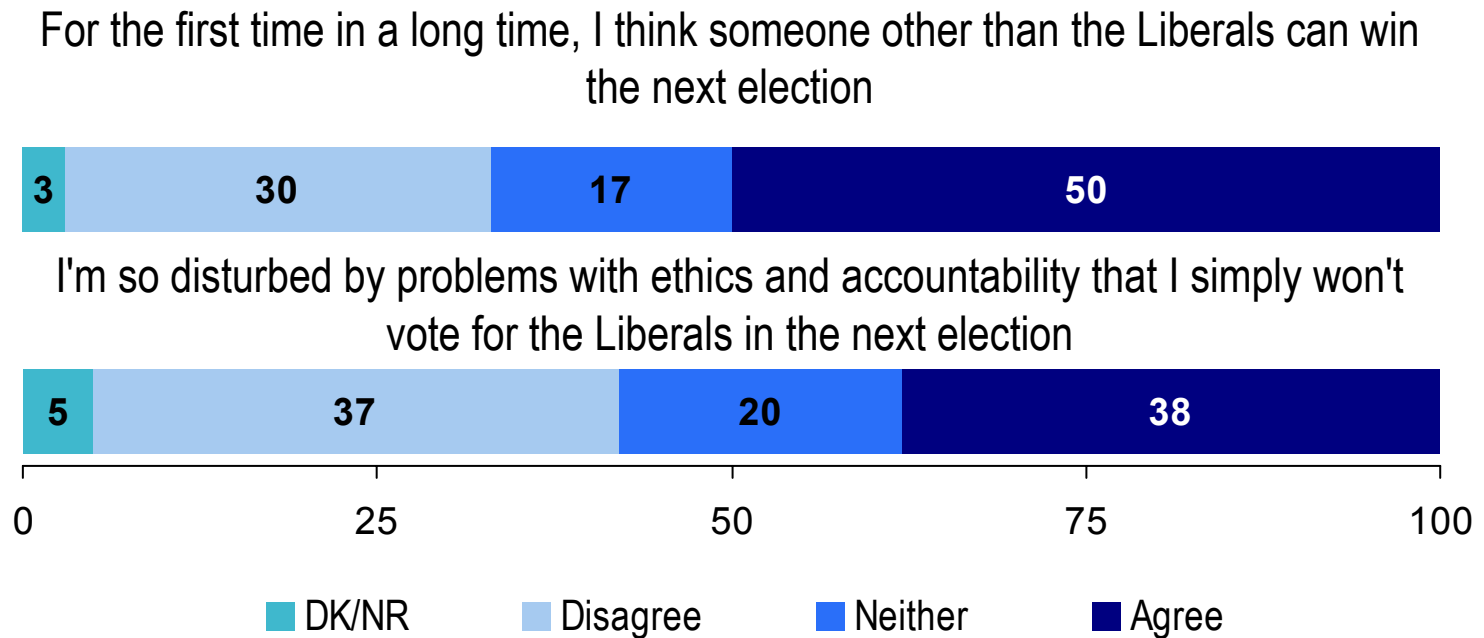
Q: The newly formed Conservative Party of Canada (CPC) is about to elect a new leader. Could you tell me if there is a chance that you would consider voting for the CPC in the next federal election under the leadership of ... ?



Public Optic on Next Election

Liberals no longer seen as infallible; written off by many

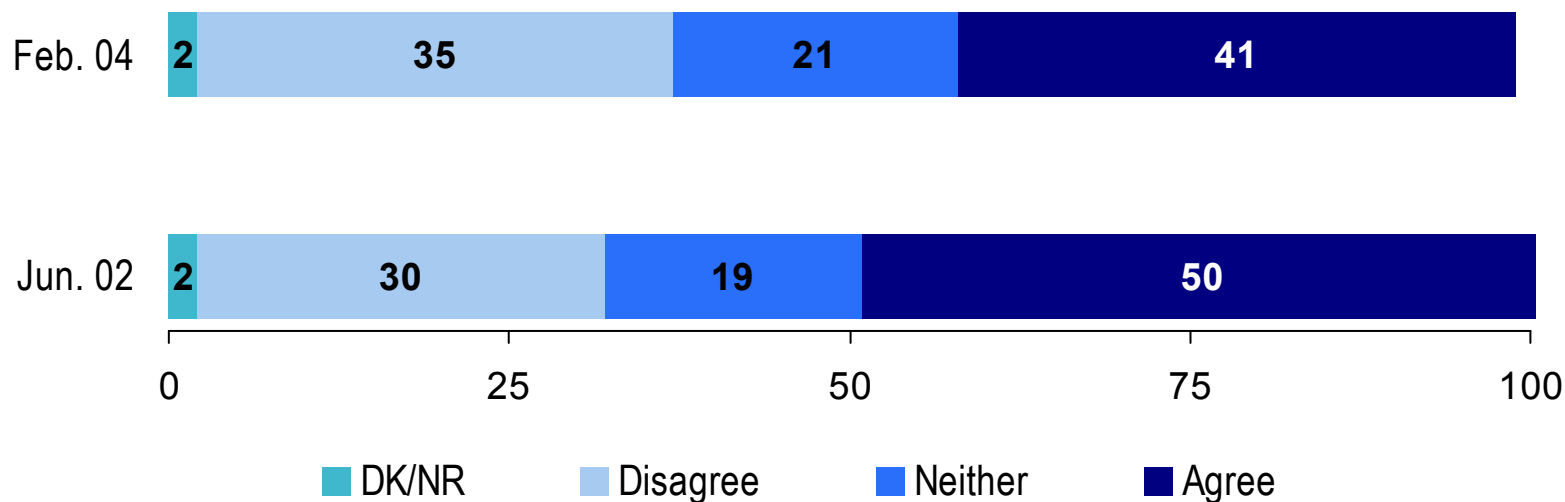
Q: Please rate the extent to which you agree or disagree with each of the following statements.



Doubt over the competency of opposition parties declining

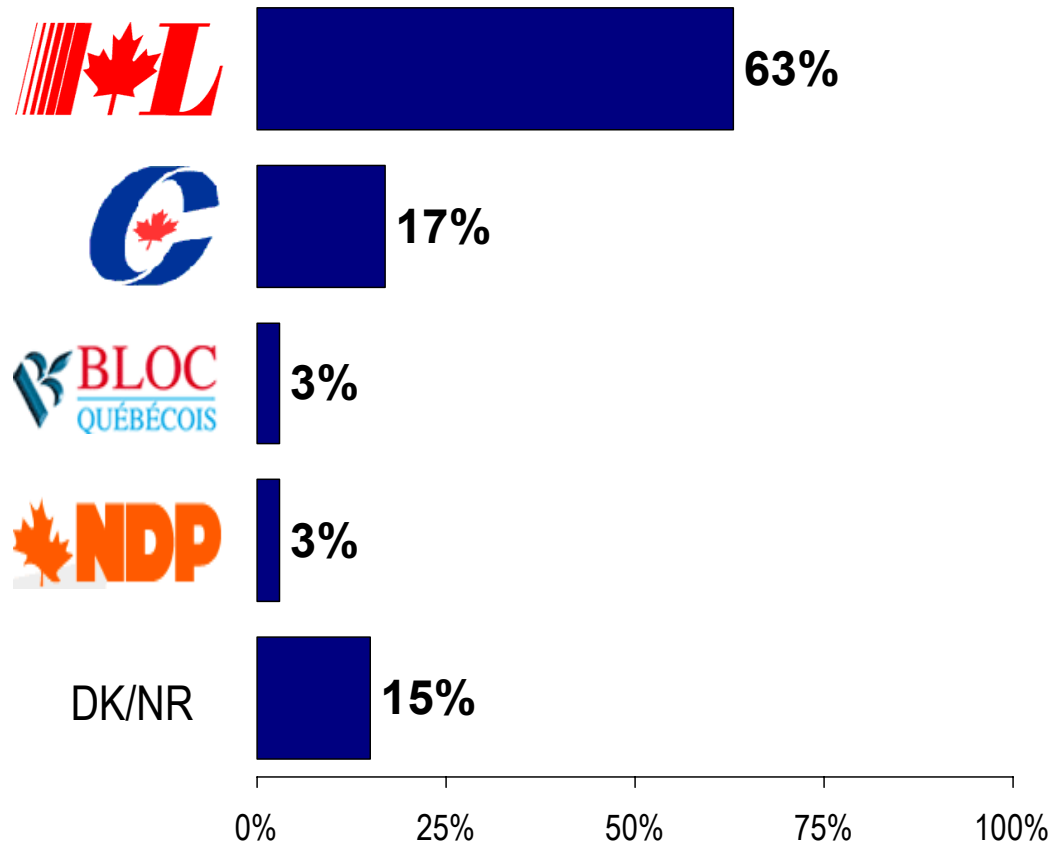
Q: Please rate the extent to which you agree or disagree with each of the following statements.

No matter how much difficulty the Liberals are encountering lately, I still don't feel comfortable that any of the opposition parties could form a competent government.



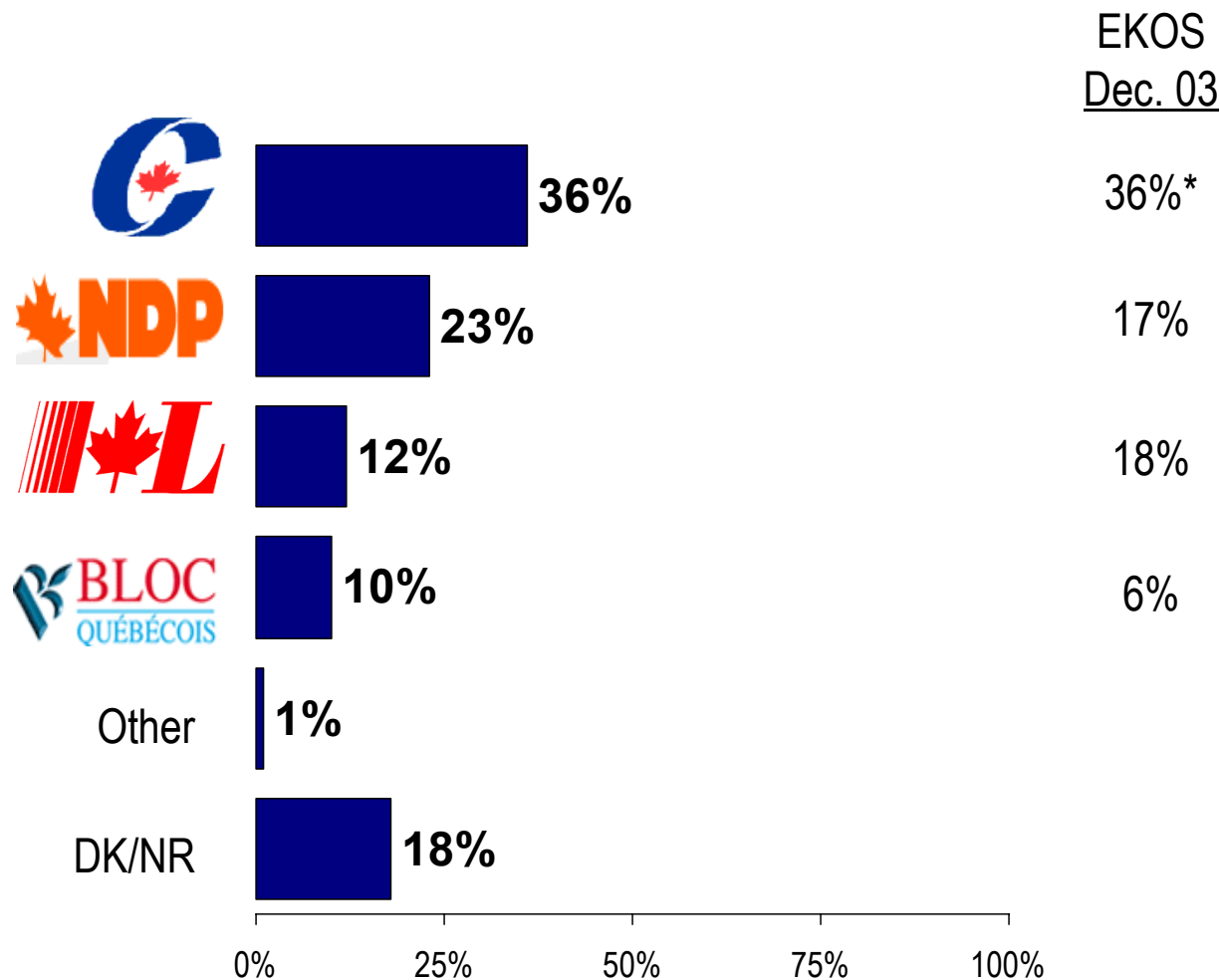
Despite problems, most say Liberals will win next election

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



CPC thought to be most effective in role of opposition

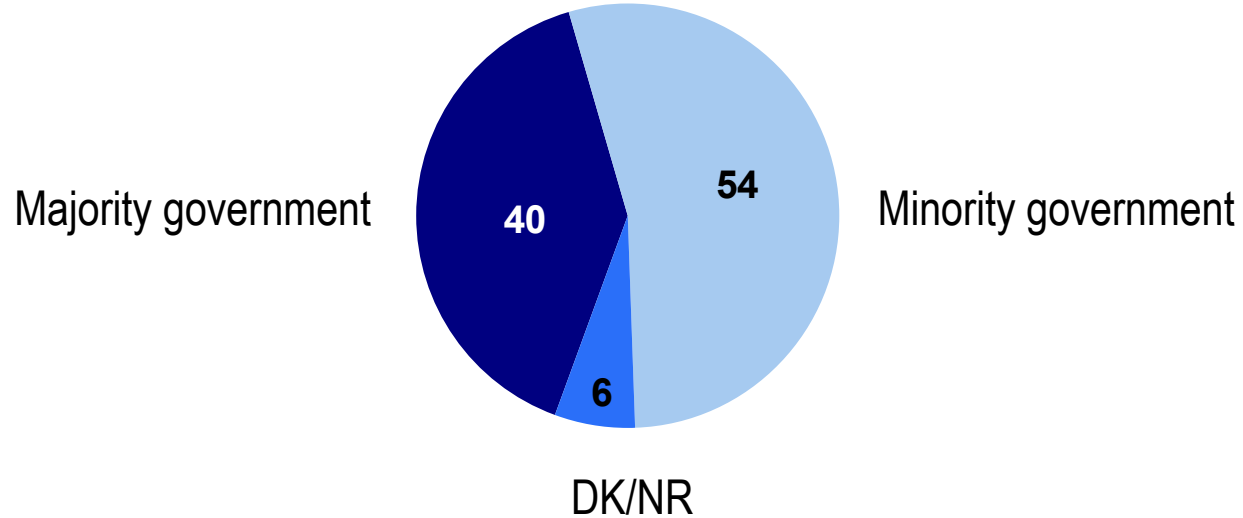
Q: And which party do you think would be most effective in the role of opposition?



*Combined; breakdown: 13% for CPC, 17% for PC and 6% for CA

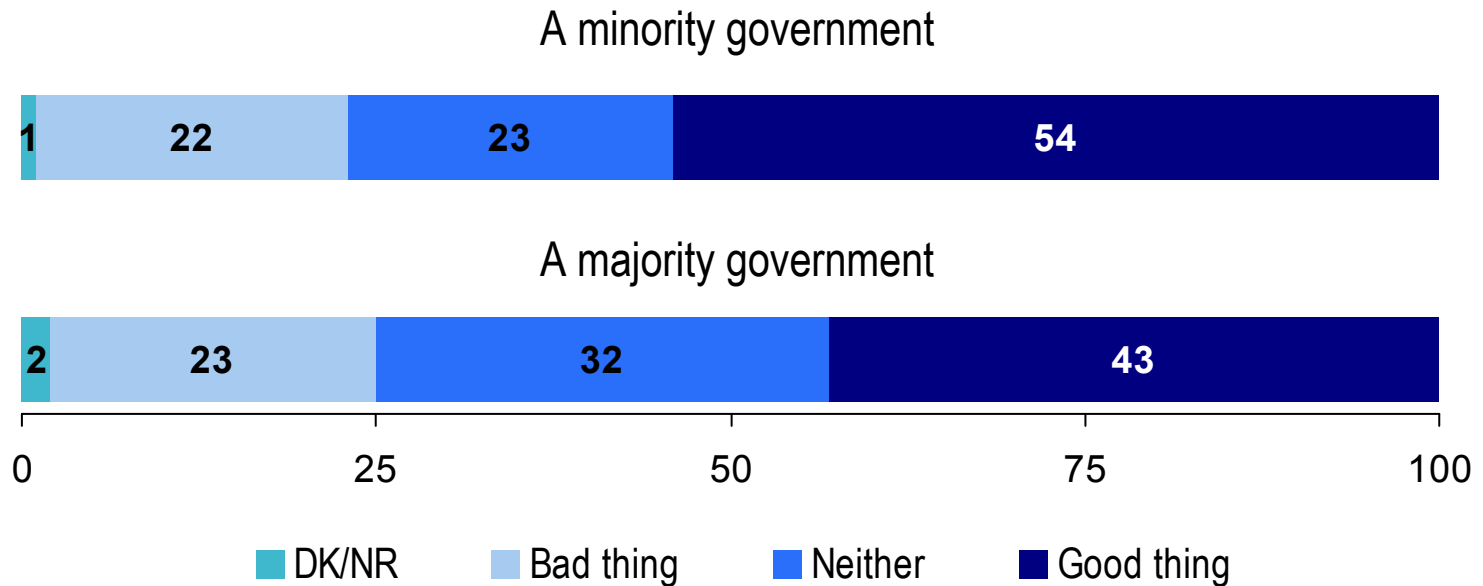
More than half think next government will be a minority

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



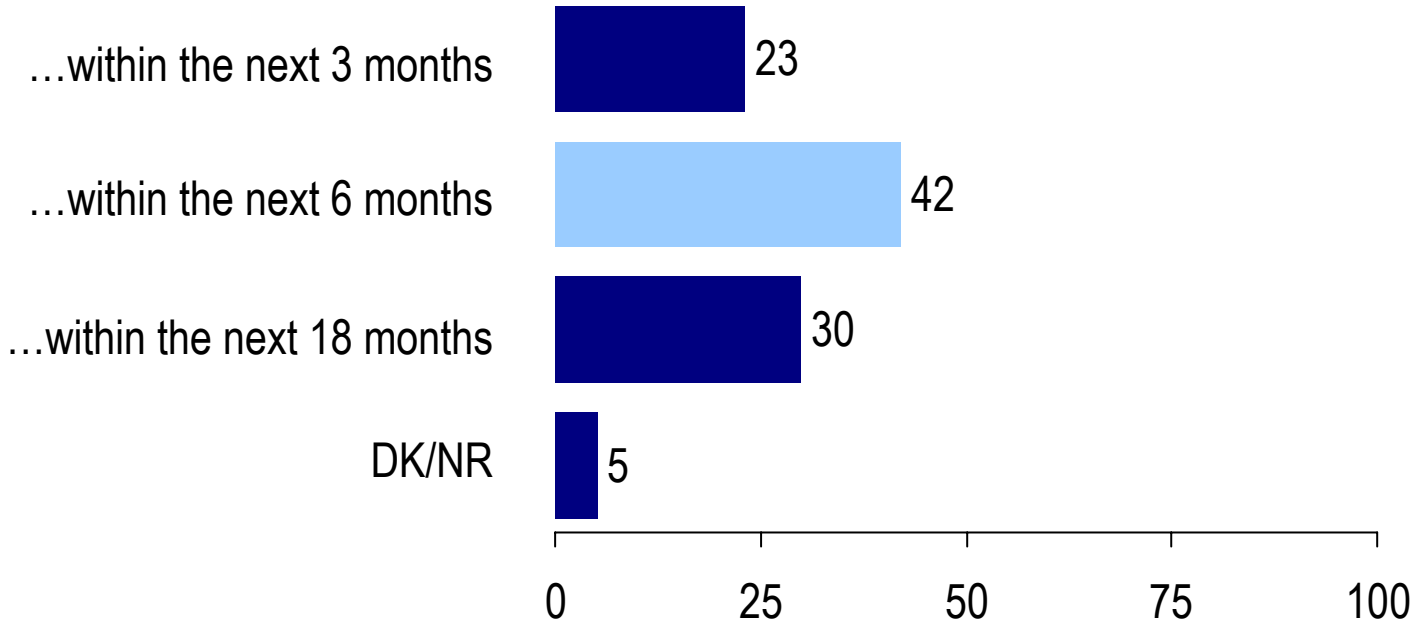
Minority gov't viewed more favourably than majority

Q: Is this a good thing or a bad thing?



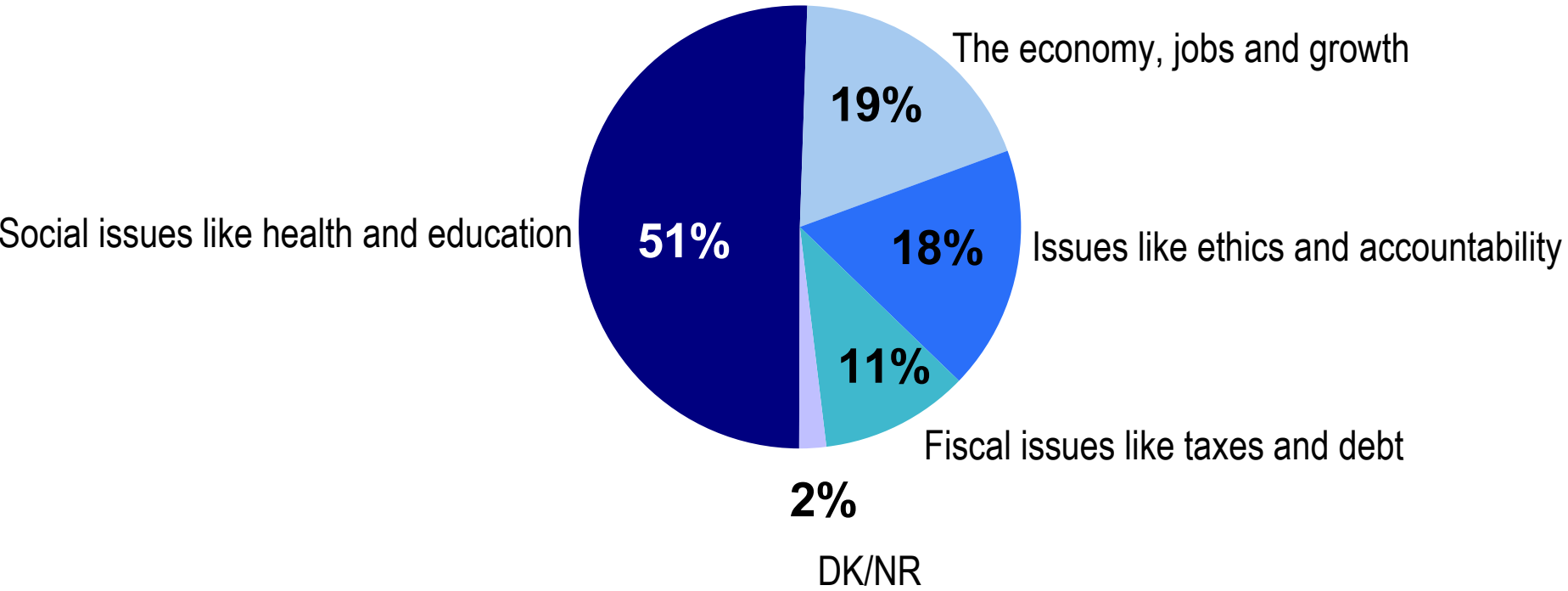
Plurality want election held in next 6 months

Q: When do you think that the next federal election should be held? Should it be . . .



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?



Regional variations in issue priority

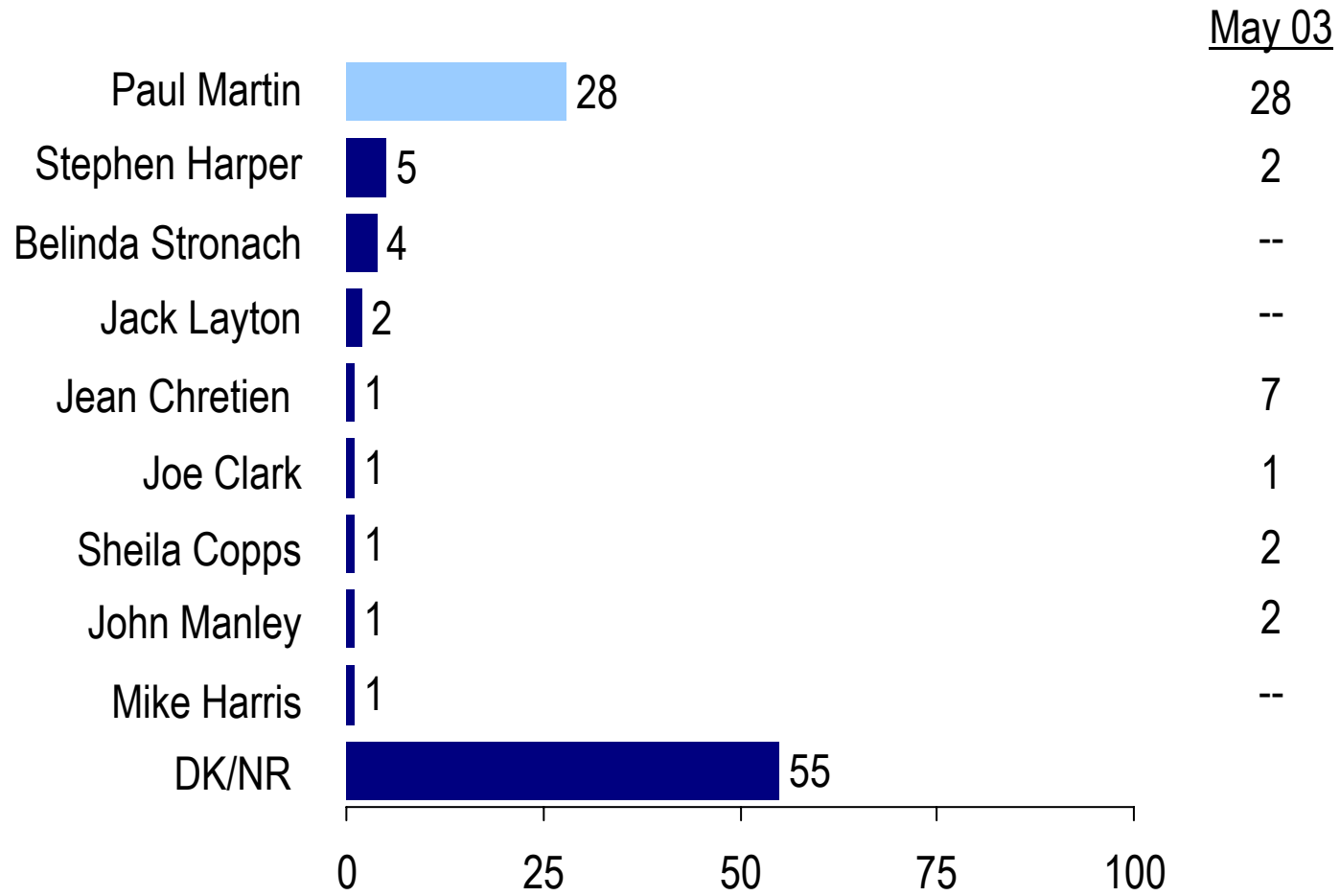
Q: Which of the following do you think will be the most important issue for the next federal election?

	<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	52	42	29	49	60	56
The economy (jobs & growth)	19	14	16	21	20	19	22
Ethics and accountability	18	25	26	31	18	10	11
Fiscal issues (taxes)	11	7	15	17	11	10	10

Rating Potential Leaders

Martin overwhelmingly seen as best suited for role of PM

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



Base: All Canadians; Feb. 04, n=1,020



For more information:

Frank Graves, President
fgraves@ekos.com

Andrew Sullivan, Vice President
asullivan@ekos.com

t: 613 235 7215