

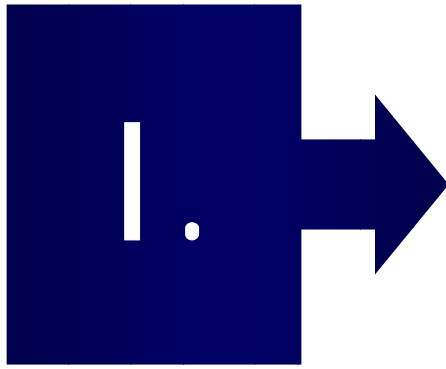
# Press Release

## The Canadian Political Scene



EKOS RESEARCH ASSOCIATES

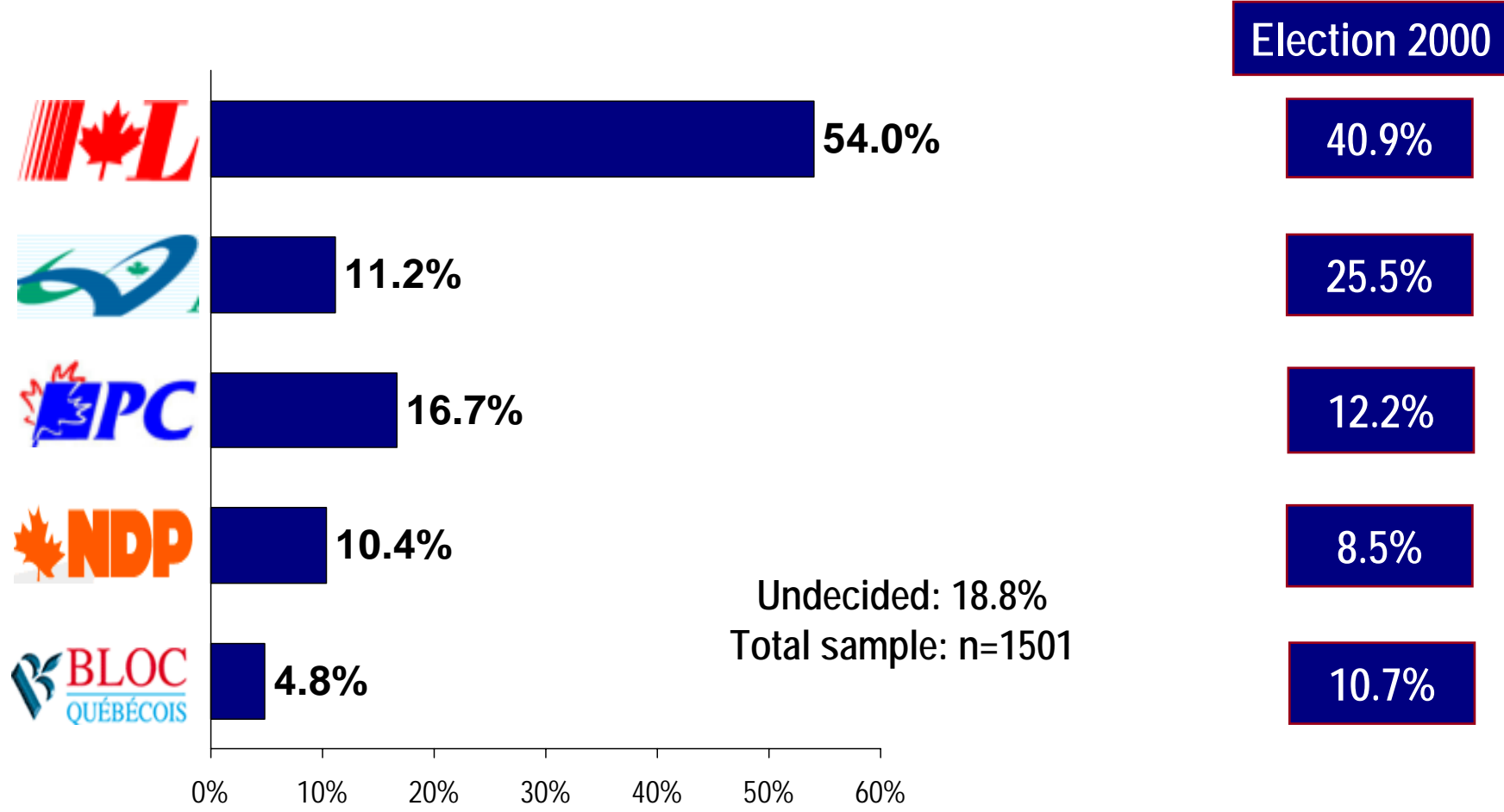
July 17, 2003



# Federal Voting Intentions

# Federal Voting Intentions (June 19-July 9)

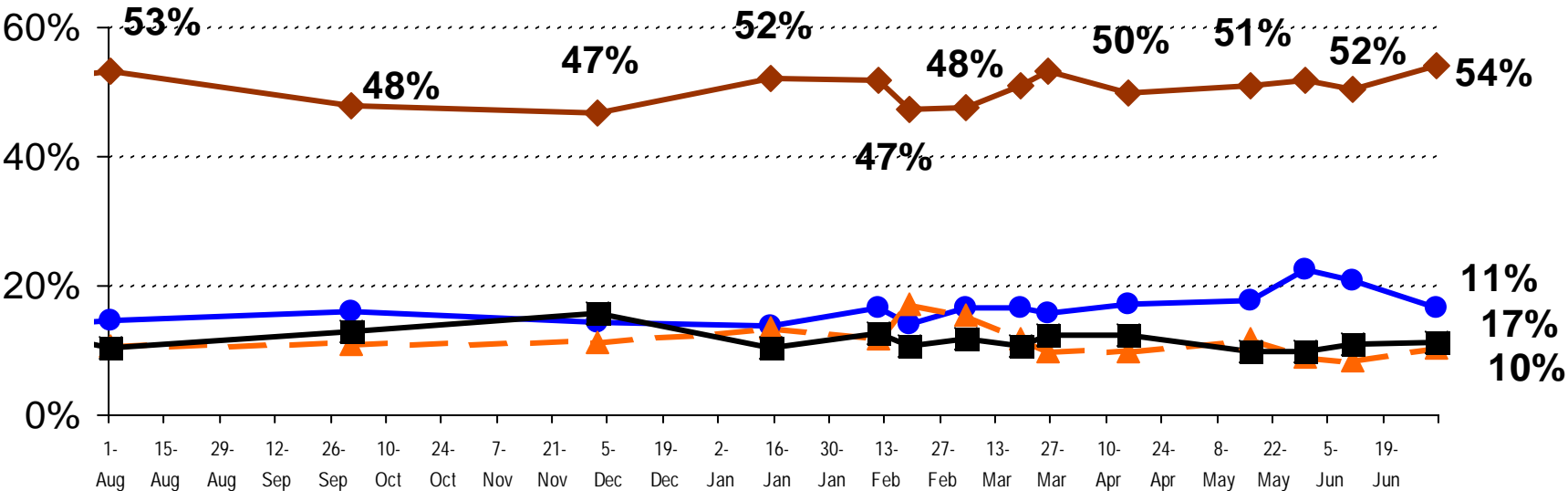
Q: If a federal election were held tomorrow, which party would you vote for?  
 [Decided voters only\*]



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

# Federal Voting Intentions

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

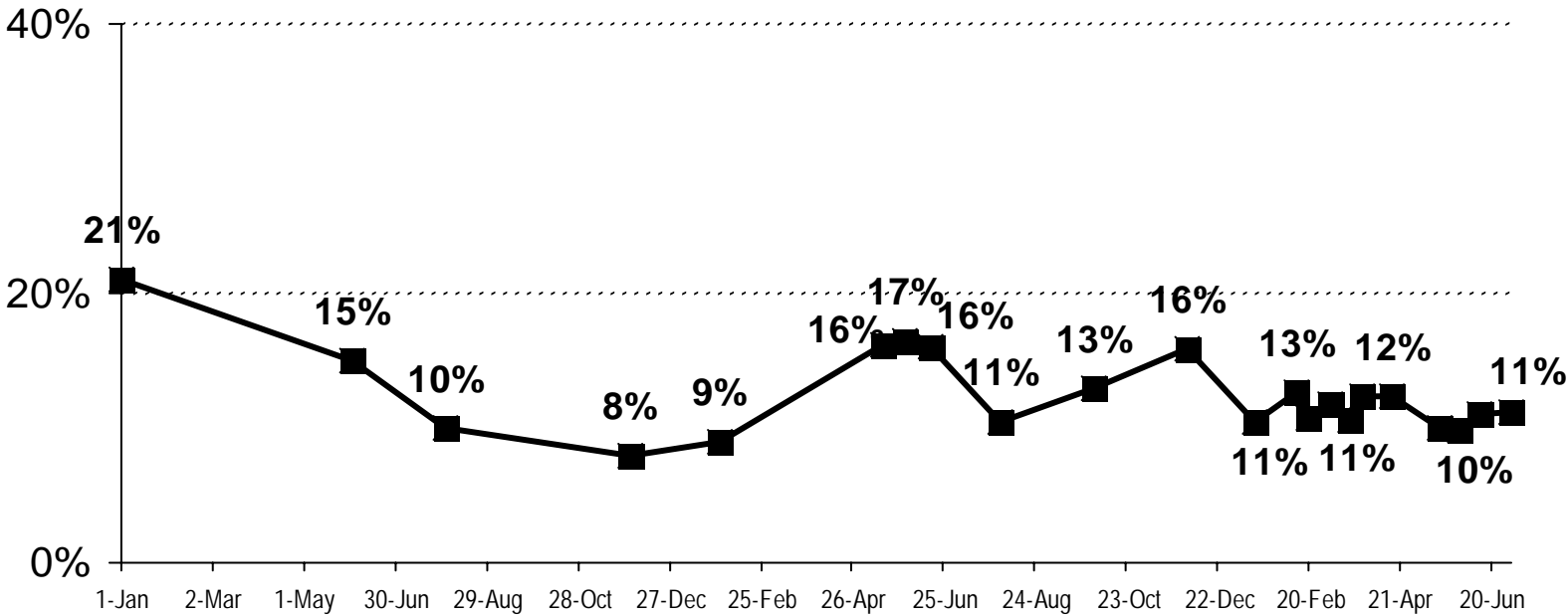


	Jan-02	16-May-02	30-May-02	16-Jun-02	Aug-02	Oct-02	Dec-02	Jan-03	Feb-03	Feb-03	Mar-03	Mar-03	Mar-03	Apr-03	May-03	May-03	Jun-03	Jul-03
Liberal	54%	50%	45%	50%	53%	48%	47%	52%	52%	47%	48%	51%	53%	50%	51%	52%	50%	54%
PC	19%	14%	13%	13%	15%	16%	14%	14%	17%	14%	17%	17%	16%	17%	18%	22%	21%	17%
NDP	9%	9%	10%	10%	11%	11%	11%	14%	12%	17%	15%	12%	10%	10%	12%	9%	9%	10%
Canadian Alliance	9%	16%	17%	16%	11%	13%	16%	11%	13%	11%	12%	11%	12%	12%	10%	10%	11%	11%

◆ Liberal   
 ● PC   
 ▲ NDP   
 ■ Canadian Alliance

# Federal Voting Intentions

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

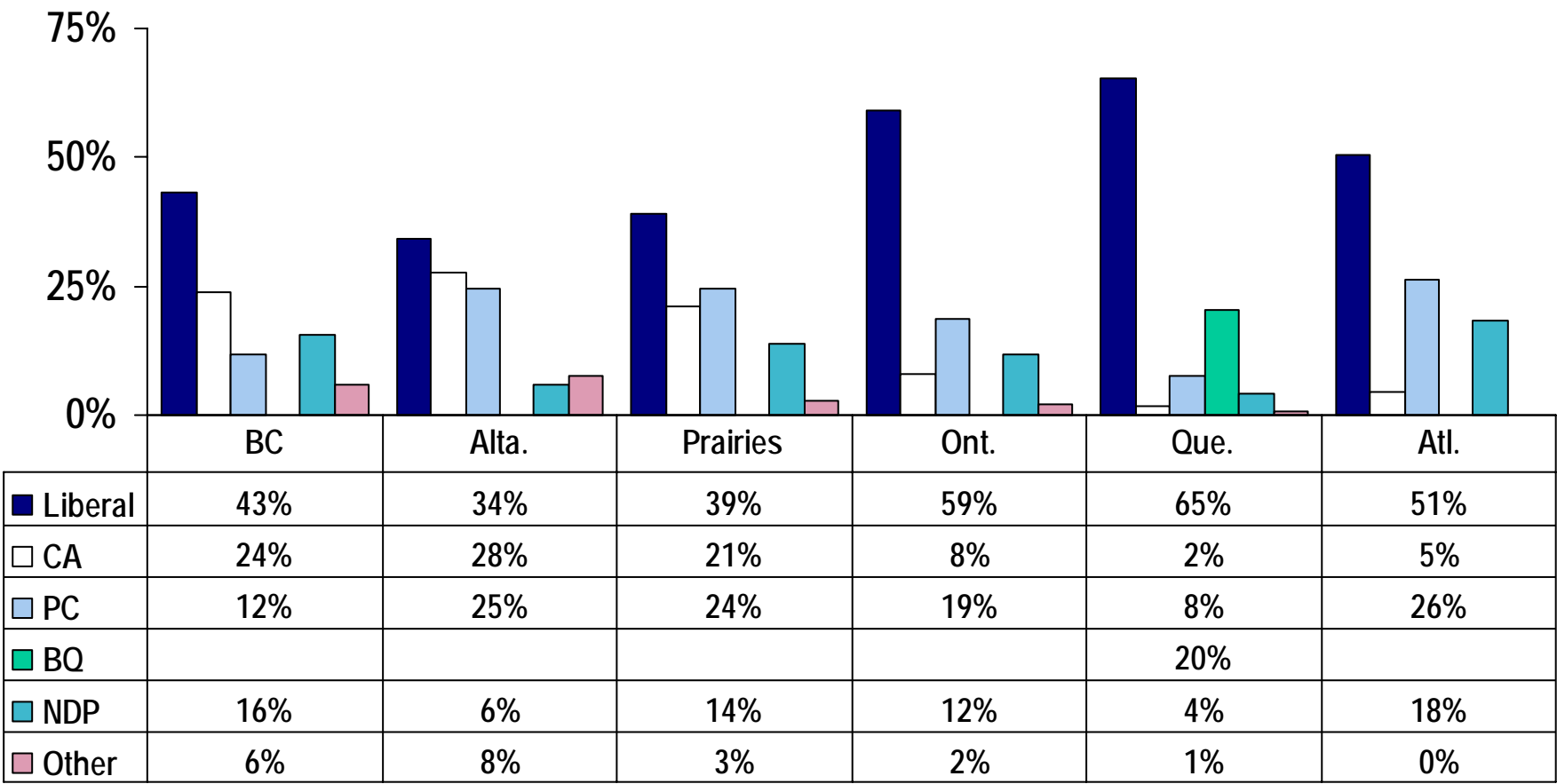


	Jan-01	Jun-01	Aug-01	Dec-01	Jan-02	16-May-02	30-May-02	16-Jun-02	Aug-02	Oct-02	Dec-02	Jan-03	Feb-03	Feb-03	Mar-03	Mar-03	Mar-03	Apr-03	May-03	May-03	Jun-03	Jul-03
Canadian Alliance	21%	15%	10%	8%	9%	16%	17%	16%	11%	13%	16%	11%	13%	11%	12%	11%	12%	12%	10%	10%	11%	11%

Canadian Alliance

# Federal Voting Intentions : Regional

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

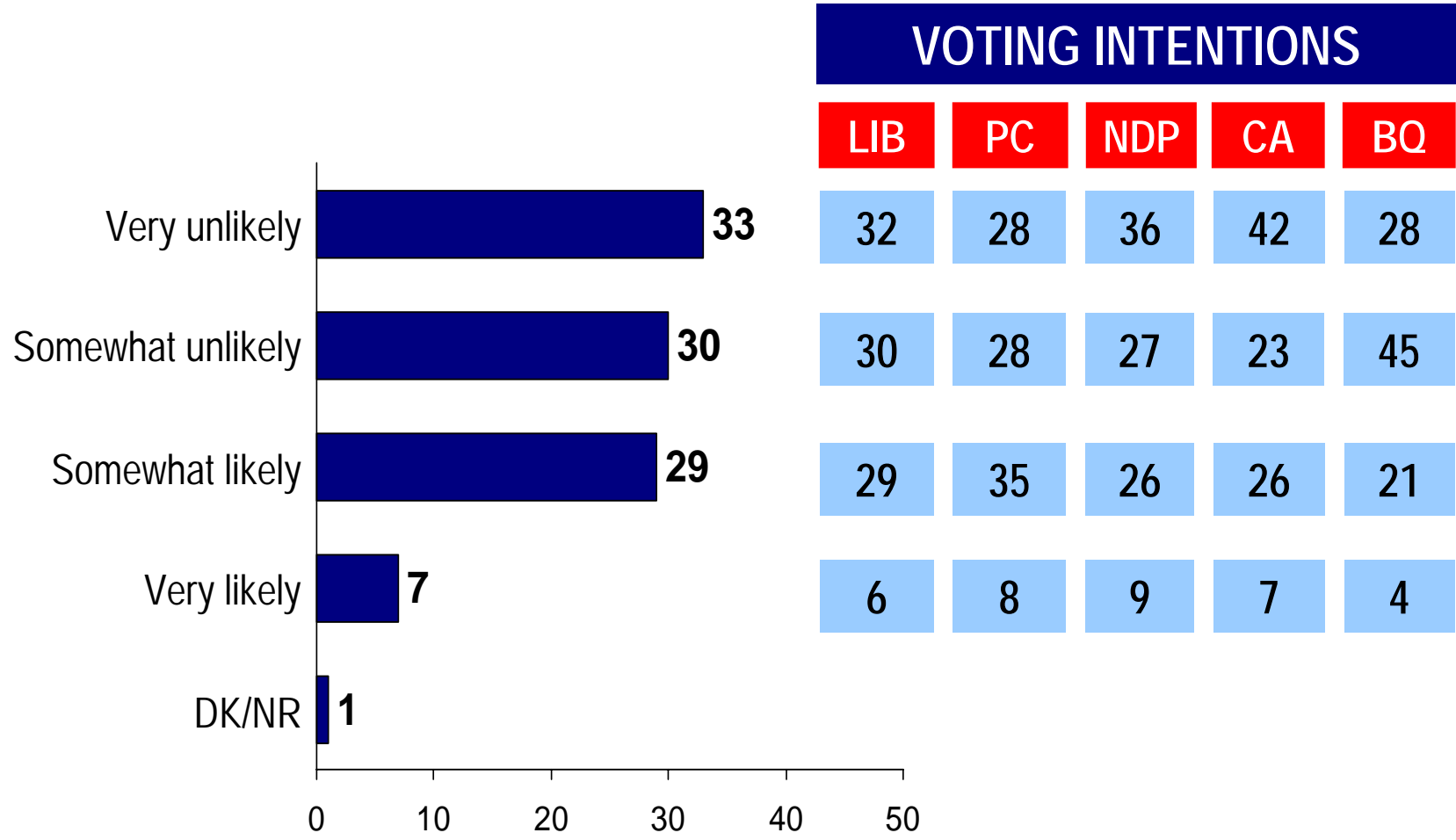


■ Liberal    
 □ CA    
 ■ PC    
 ■ BQ    
 ■ NDP    
 ■ Other

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

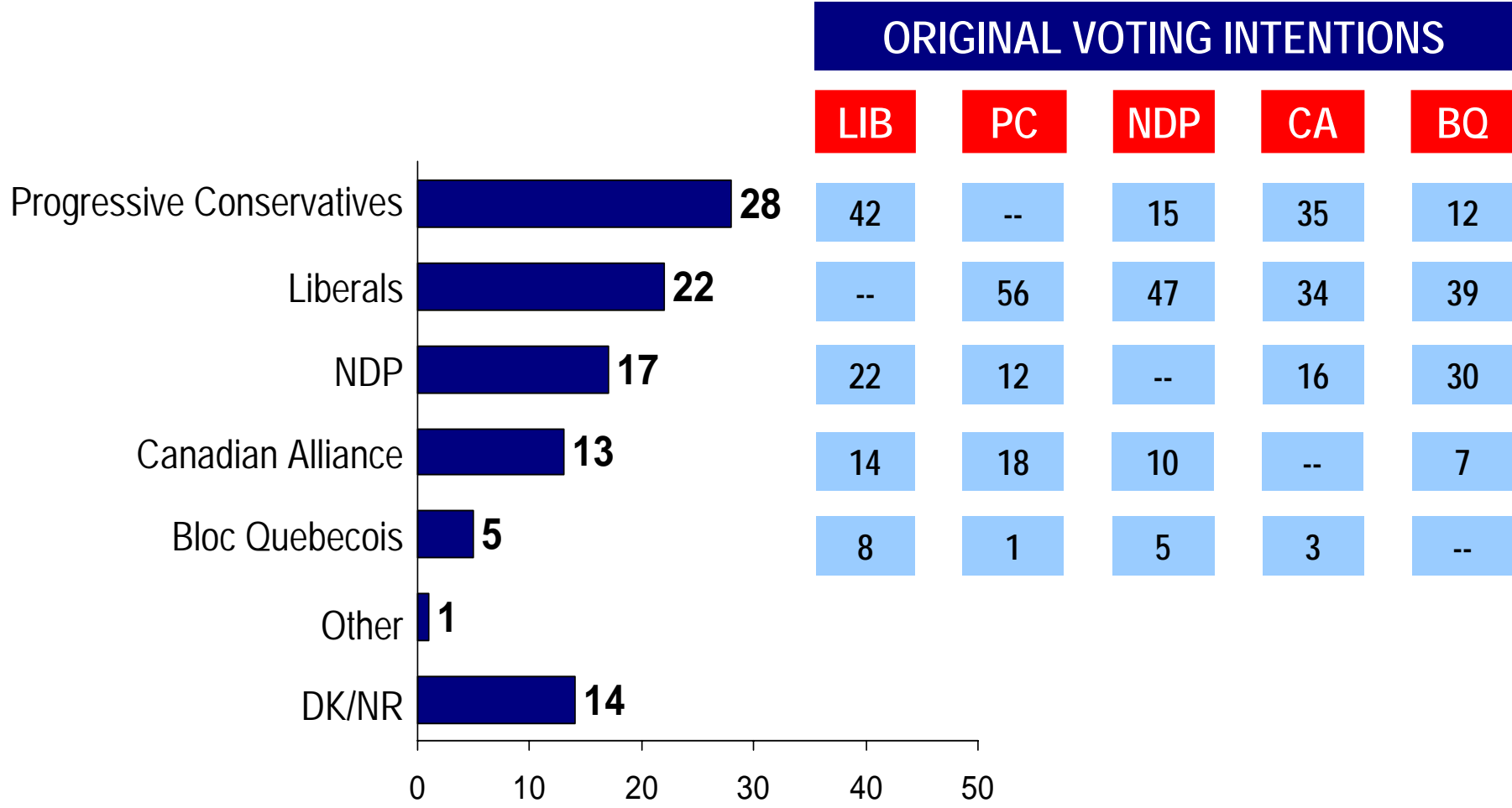
# Likelihood of Changing Voting Intention

Q: Would you say that it is very likely, somewhat likely, somewhat unlikely or very unlikely that you would change your voting intention?

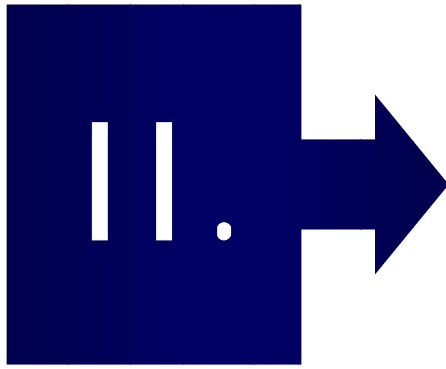


# Second Choice Voting Intentions

Q: If you were to change your mind, which party would be your second choice? [Filter: those somewhat or very likely to change their vote]



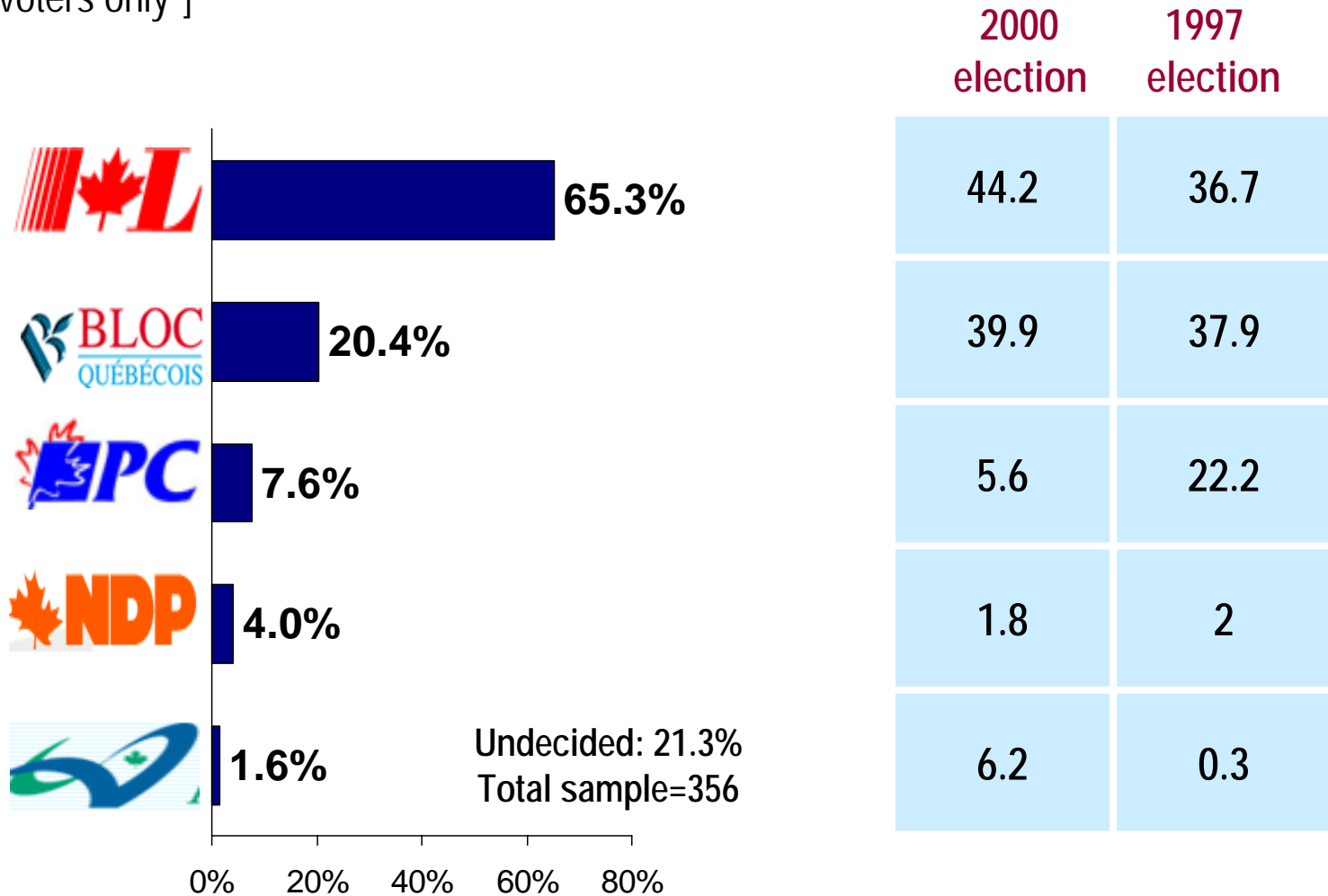




# Federal Vote in Quebec

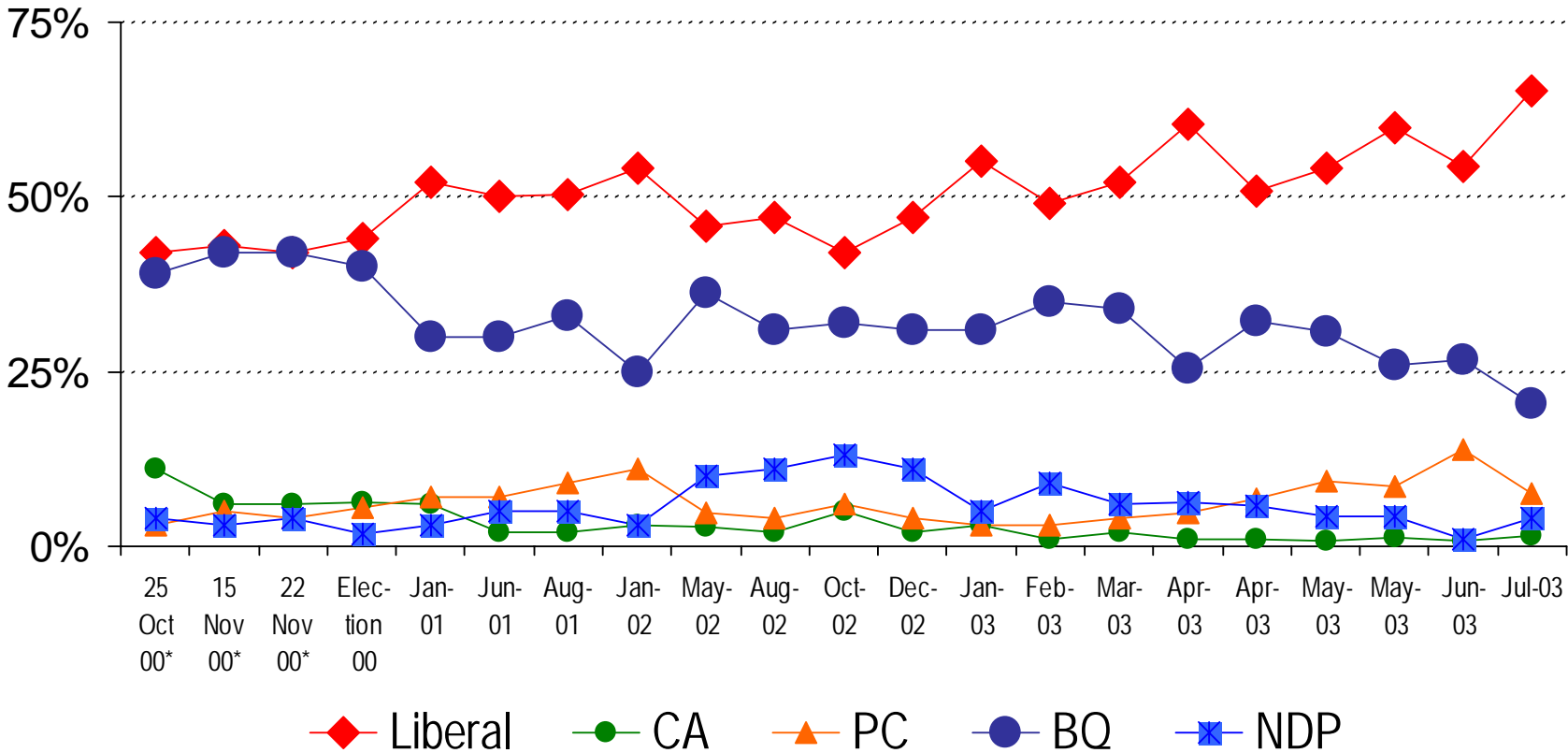
# Federal Voting Intention: Quebec Only

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

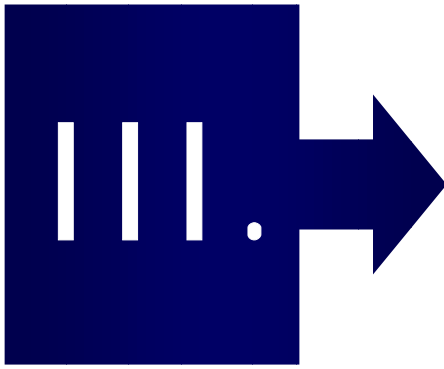


# Federal Voting Intention (Quebec Only)

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



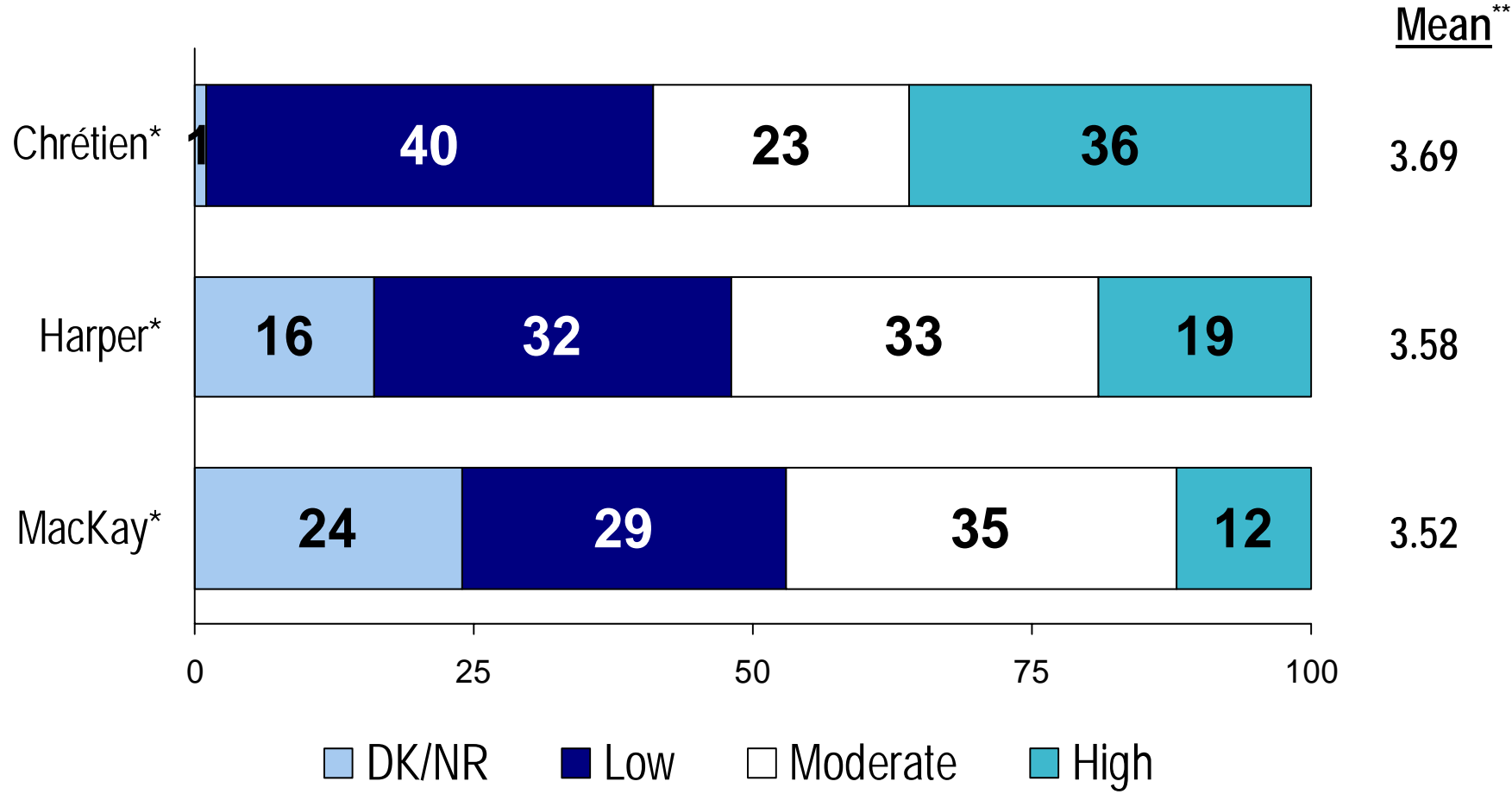
\*Decided voters only: won't vote, undecided and refused respondents excluded; "leaners" included



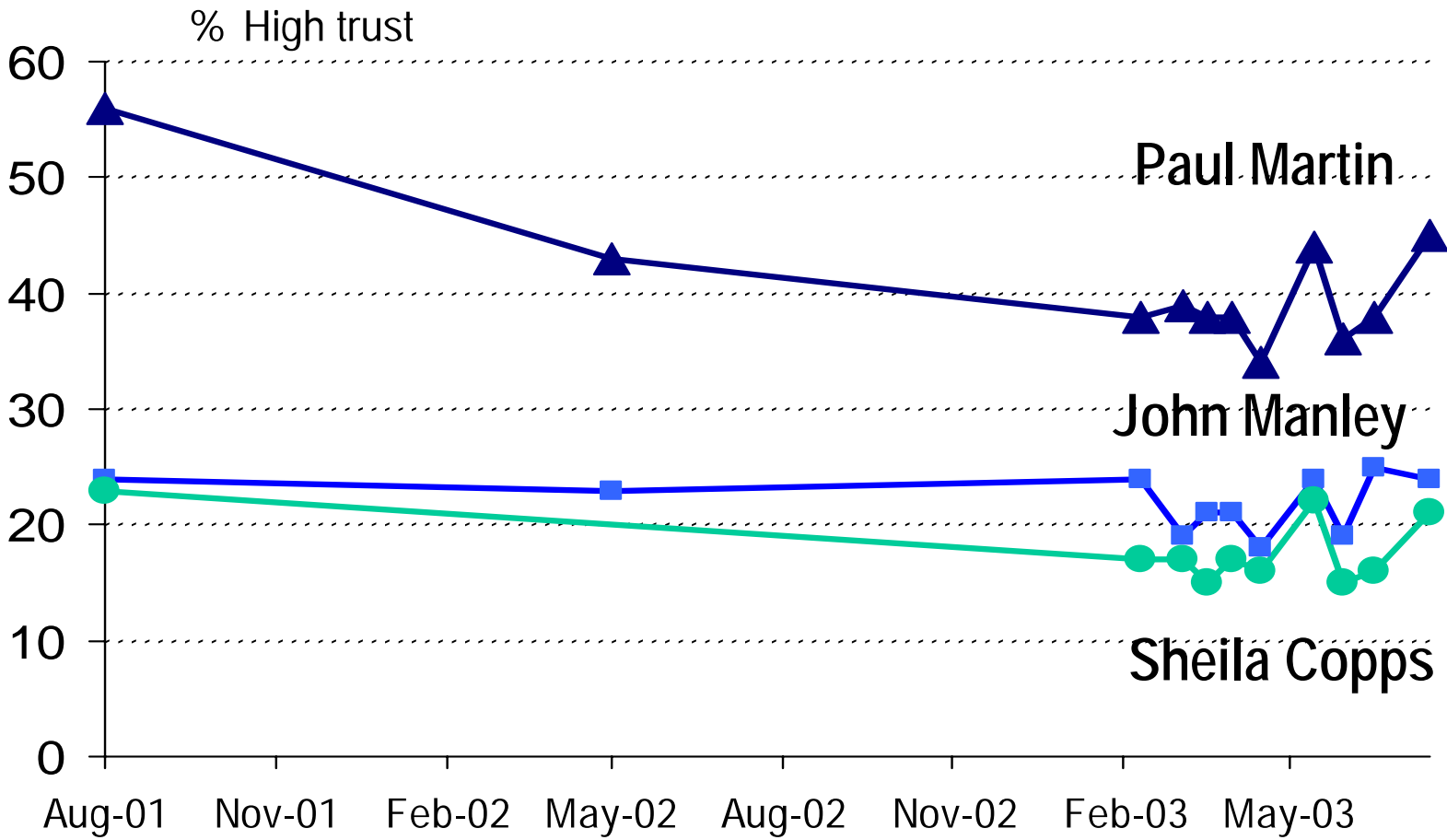
Trust in  
Political  
Leaders

# Trust in Canadian Leaders (June 19-July 9)

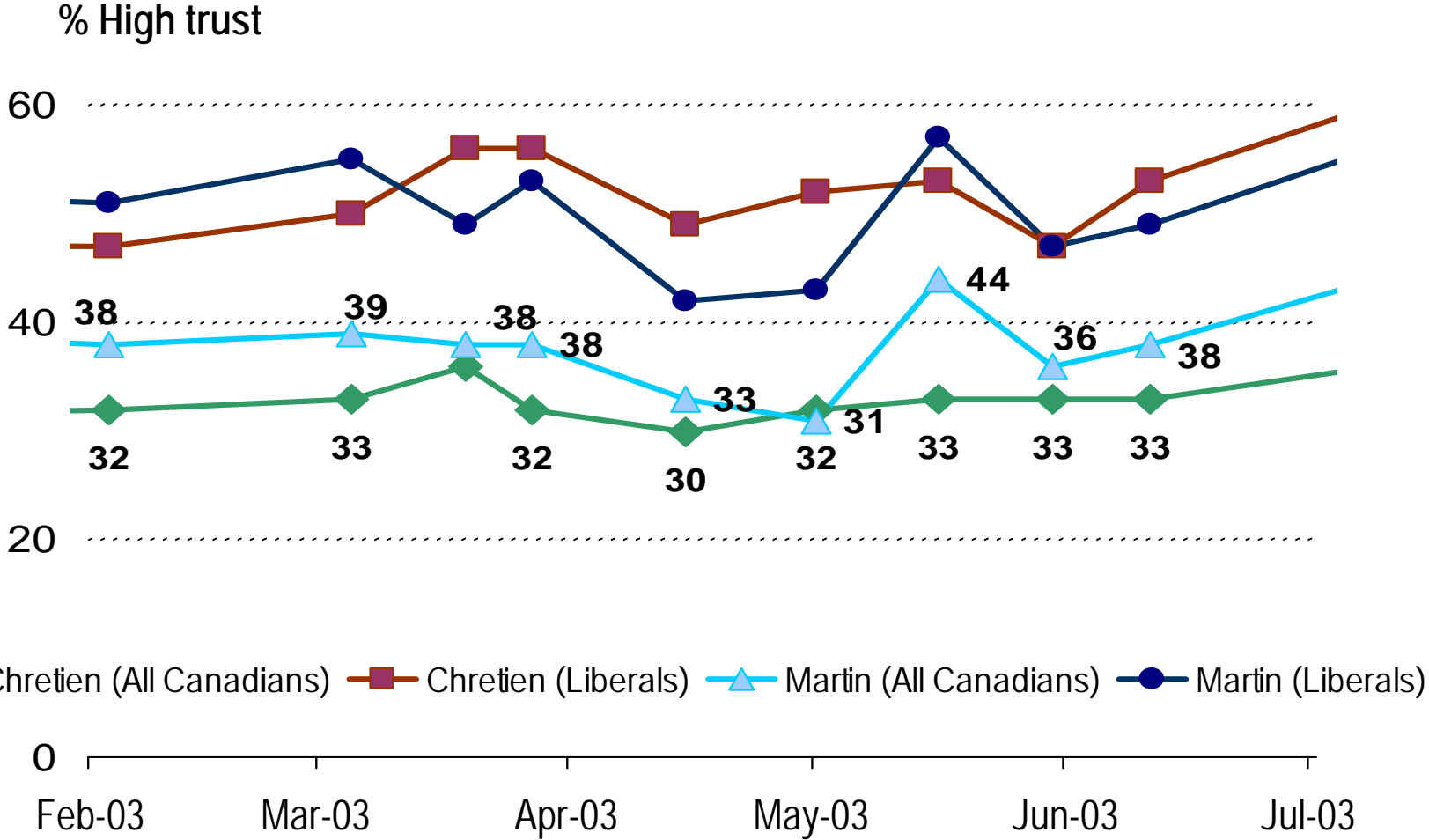
Q: Now I would like to ask you a set of questions examining how much trust Canadians assign to their leaders, using a scale from 1, no trust at all, to 7, a great deal of trust with 4 meaning a moderate amount of trust. How much trust do you have in...?



# Trust in Liberal Leadership Hopefuls

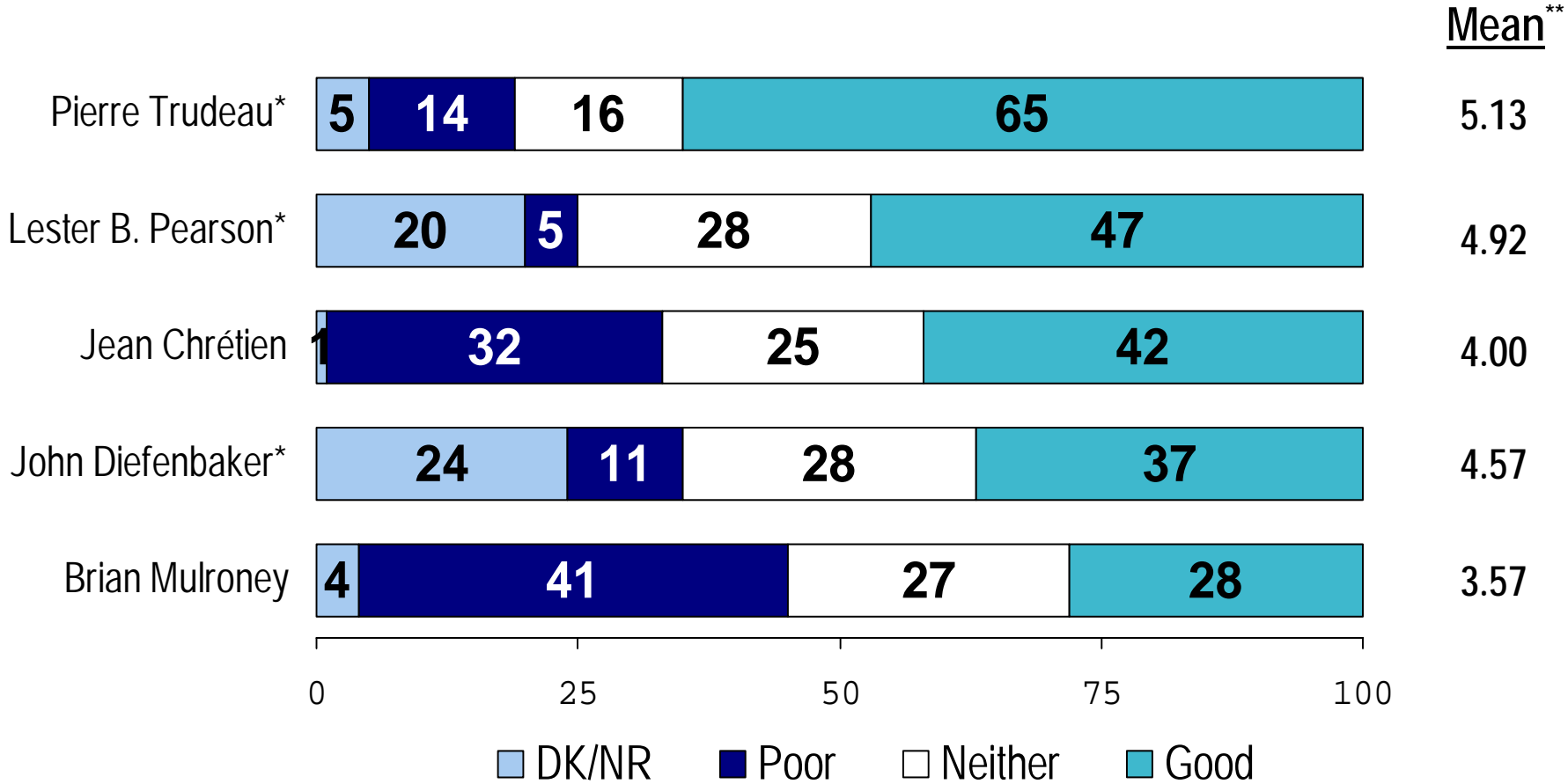


# Martin and Chrétien: Trust among Liberals/Public



# Rating the Performance of Canadian Leaders

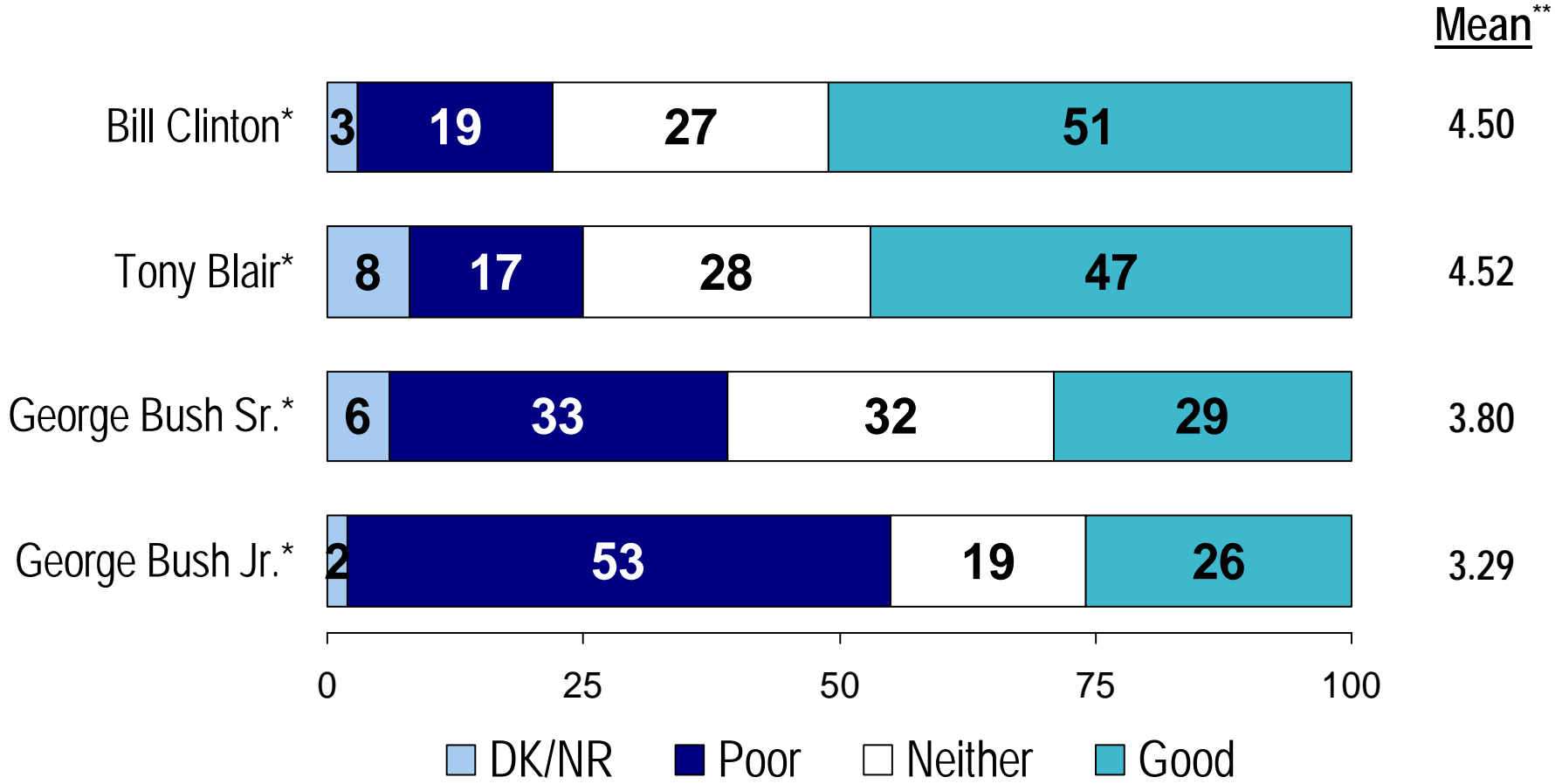
Q: Please rate each of the following current or former national leaders in terms of their performance on a 7-point scale where 1 means terrible, 7 means excellent and the midpoint 4 is neither good nor bad.





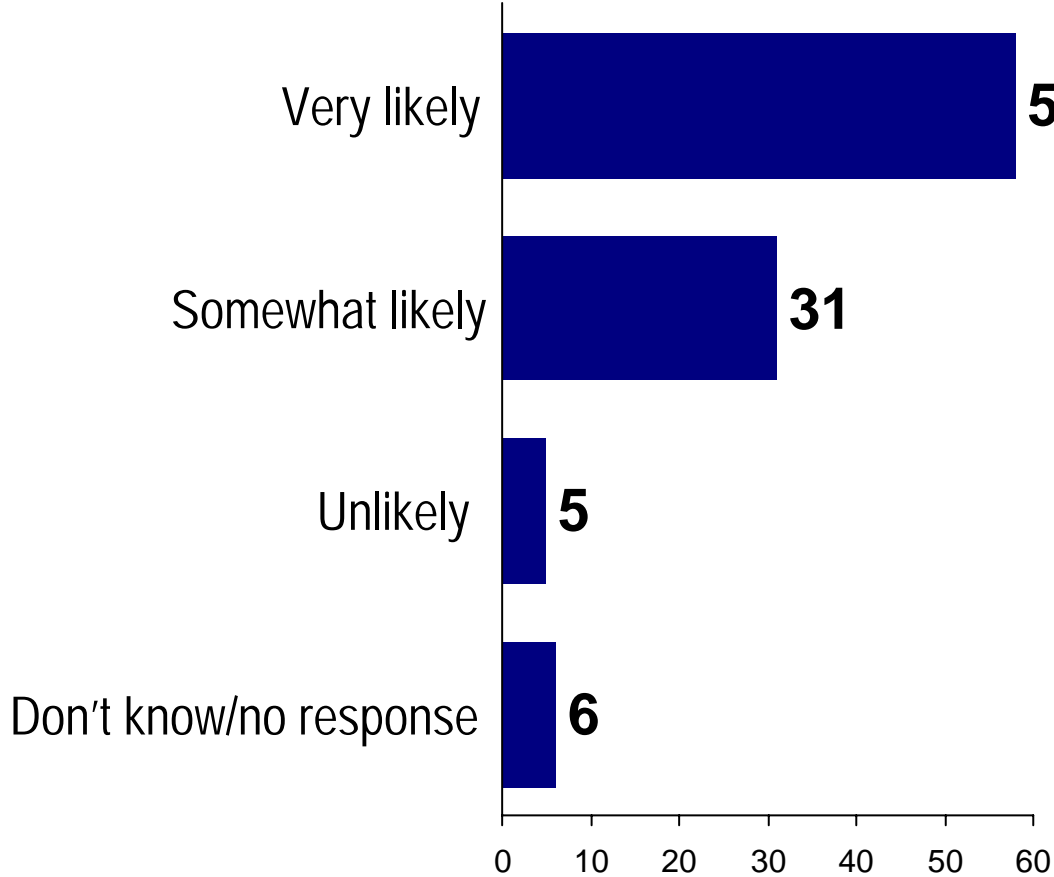
# Rating the Performance of International Leaders

Q: Please rate each of the following current or former national leaders in terms of their performance on a 7-point scale where 1 means terrible, 7 means excellent and the midpoint 4 is neither good nor bad.



# Likelihood of a Paul Martin-led Liberal Party

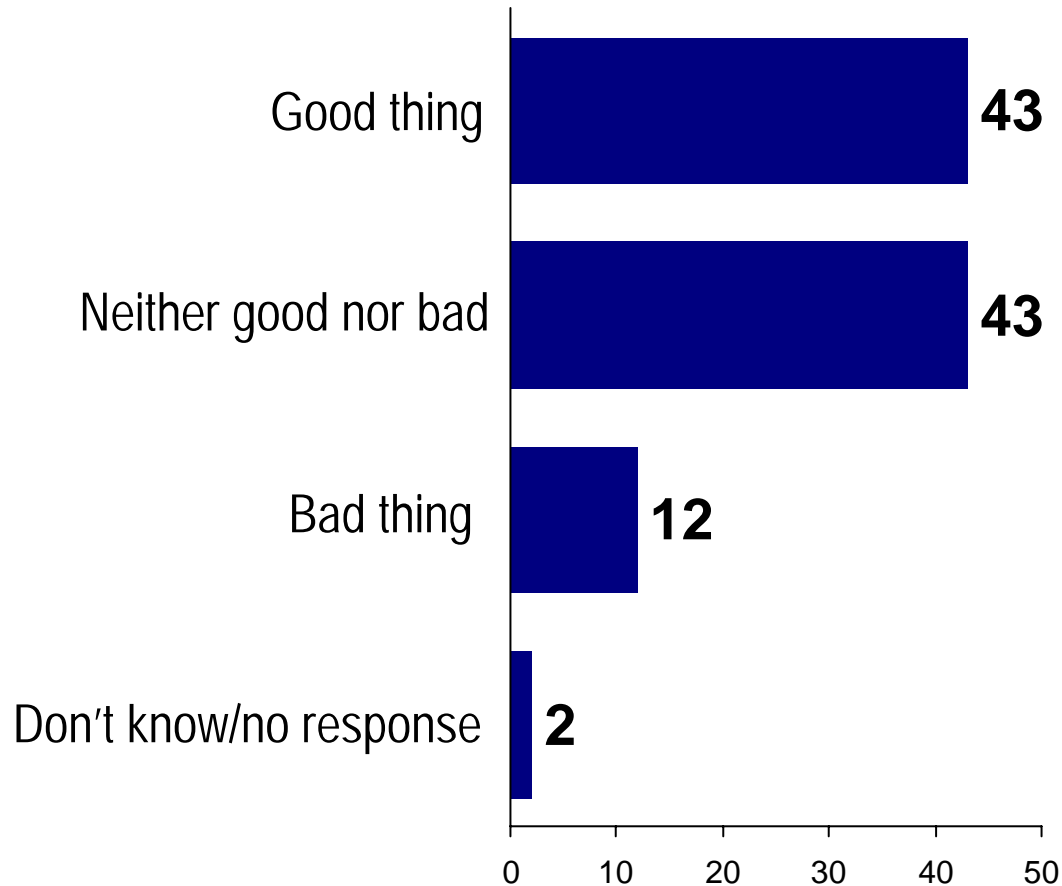
Q: How likely do you think it is that Paul Martin will win the leadership of the federal Liberal Party and become the next Prime Minister of Canada?



# Views on a Paul Martin-led Liberal Party

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Q: Do you think this will be a good or bad thing for the country?



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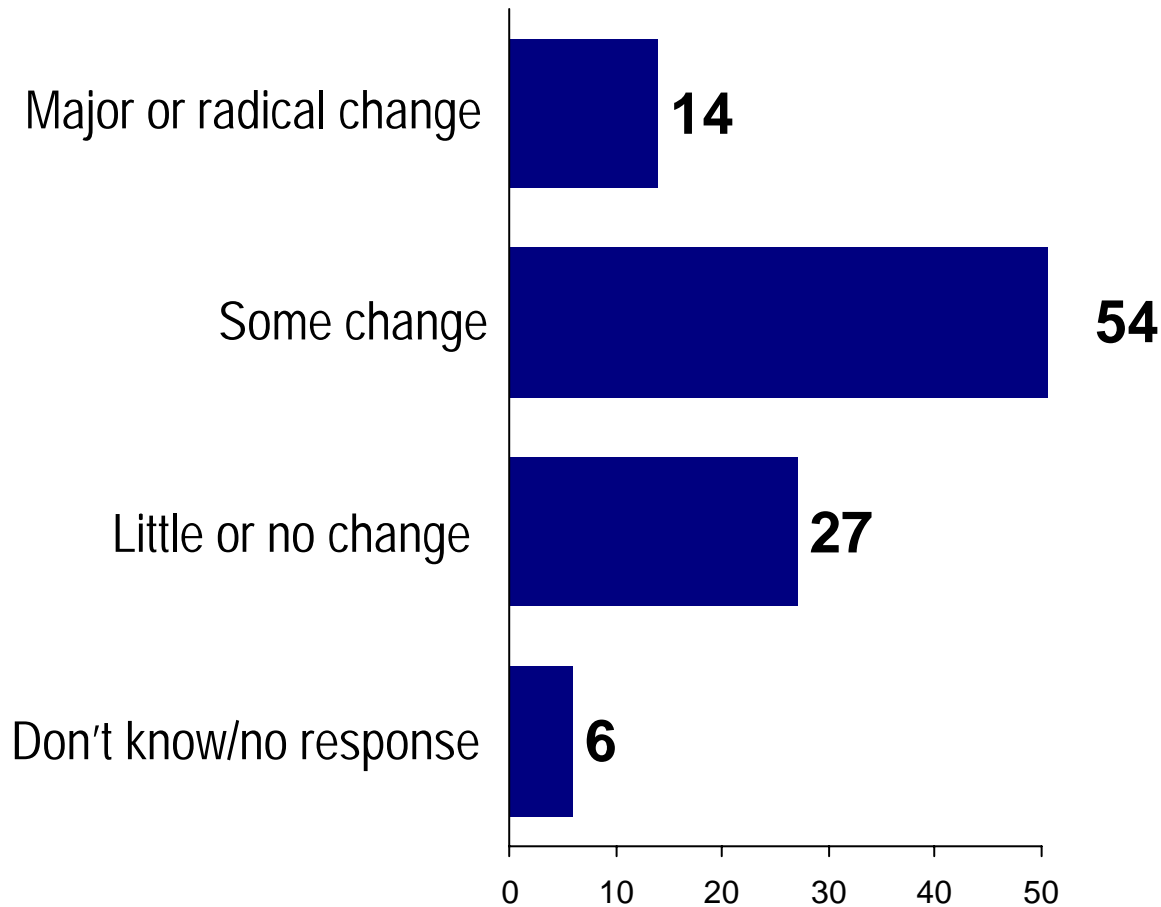
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{Base: All Canadians, July 2003, n=600}

# Views on a Paul Martin-led Liberal Party

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Q: How much change do you think a Paul Martin led government would mean for Canada compared to the current Liberal government?



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{Base: All Canadians, July 2003, n=600}



For more information:  
**Frank Graves, President**  
**fgraves@ekos.com**

**t: 613 235 7215**