



EKOS/Toronto Star/La Presse Poll

Government Response on Iraq Receives Broad Public Support

**Presentation to
Media Partners, Ottawa**

March 21, 2003



EKOS RESEARCH ASSOCIATES

Methodology

□ Telephone survey of the general public

- 720 completed interviews with a national random sample of Canadians 18 years of age and over (n=173 in Quebec)
 - Interview period: March 17-20, 2003
 - National results valid within +/- 3.7 percentage points, 19 times out of 20 (Quebec: +/- 7.5%)
- The margin of error increases when the results are subdivided
- 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.

Government Response on Iraq Receives Broad Approval

- ❑ **Canadians paying exceptionally close attention to Iraq conflict**
 - 78 per cent aware (60 per cent “clearly”) of Canadian government position

- ❑ **Strong support for Canadian decision to abstain**
 - 71 per cent support; 27 per cent oppose with a ratio of strong support to strong opposition of 49 to 16 per cent.
 - Quebec, women, university educated and Canadian nationalists most supportive of Canadian decision
 - Alberta, the affluent, and small-c conservatives most opposed; CA and PC’s very critical whereas NDP and BQ supporters very supportive

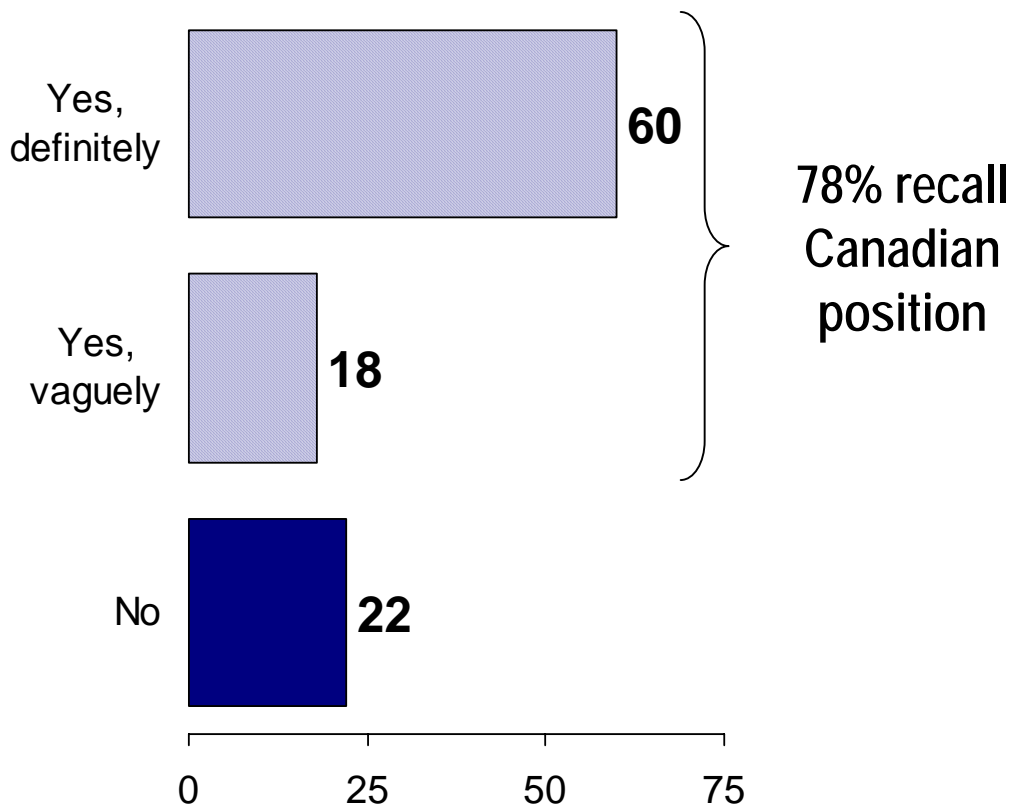
Government Response on Iraq Receives Broad Approval

❑ Bush's decision to go to war opposed by most (60 per cent)

- Notable: Despite broad rejection, a significant minority (1 in 5) support both President Bush's decision to go and the PM's decision not to go
- Support for Bush's decision rose throughout the week as early success and less drastic human costs seemed likely (could shift with Friday's "shock and awe" bombing)
- Opposition to Canadian federal position almost exclusively frustrated hawks
- Other results (e.g. NDP slip) suggest that public do not favour more aggressive/critical posture to U.S.
- All in all, current federal position adroitly captures the Canadian centre

Awareness of New Canadian Position

Q: Have you heard anything recently about Canada's position on a U.S. led attack?



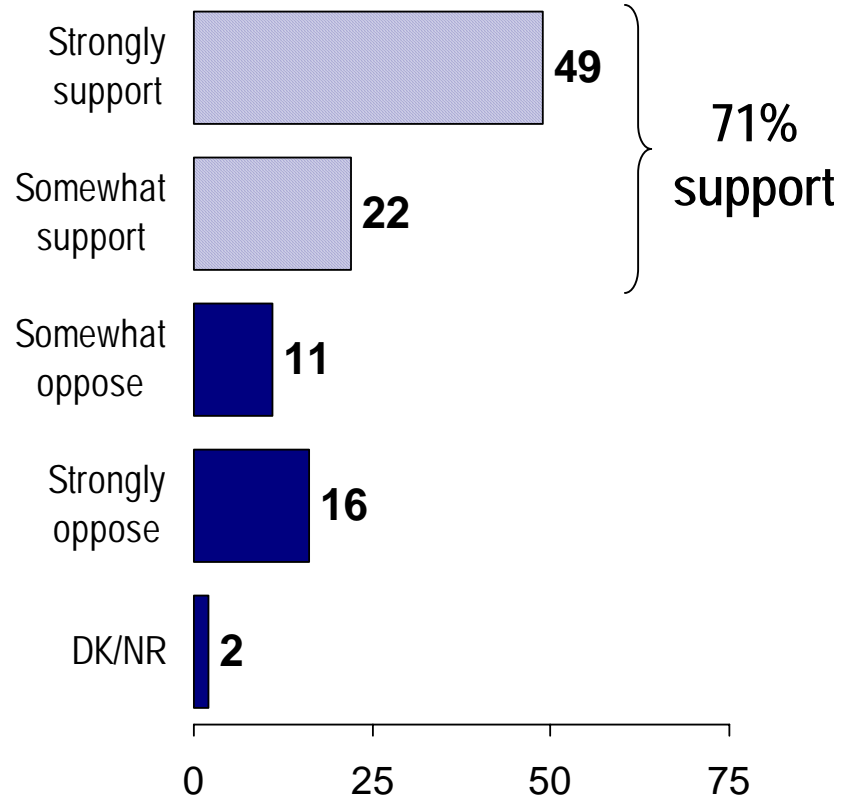
{Base: All Canadians; March 17-19; n=533}

Support for Canadian/ U.S. Position

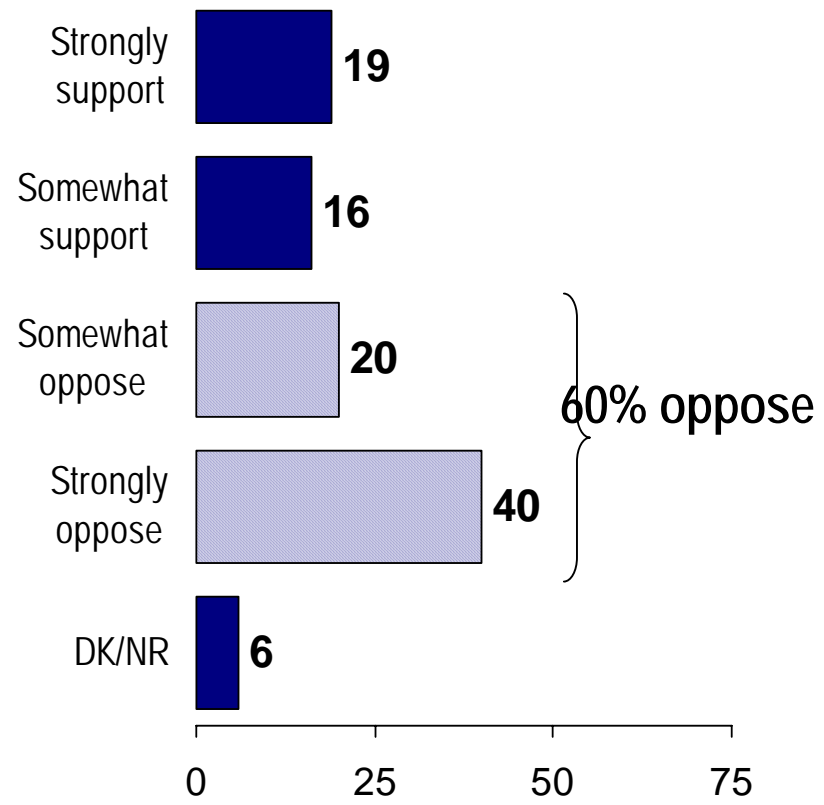
Q: On March 17, the Government of Canada announced that Canada would not be a part of any U.S. led military action against Iraq because there is no U.N. sanction. Do you strongly support, somewhat support, somewhat oppose, or strongly oppose this decision?

Q: Do you support or oppose the decision by President Bush to take military action against Iraq?

Canada's Decision



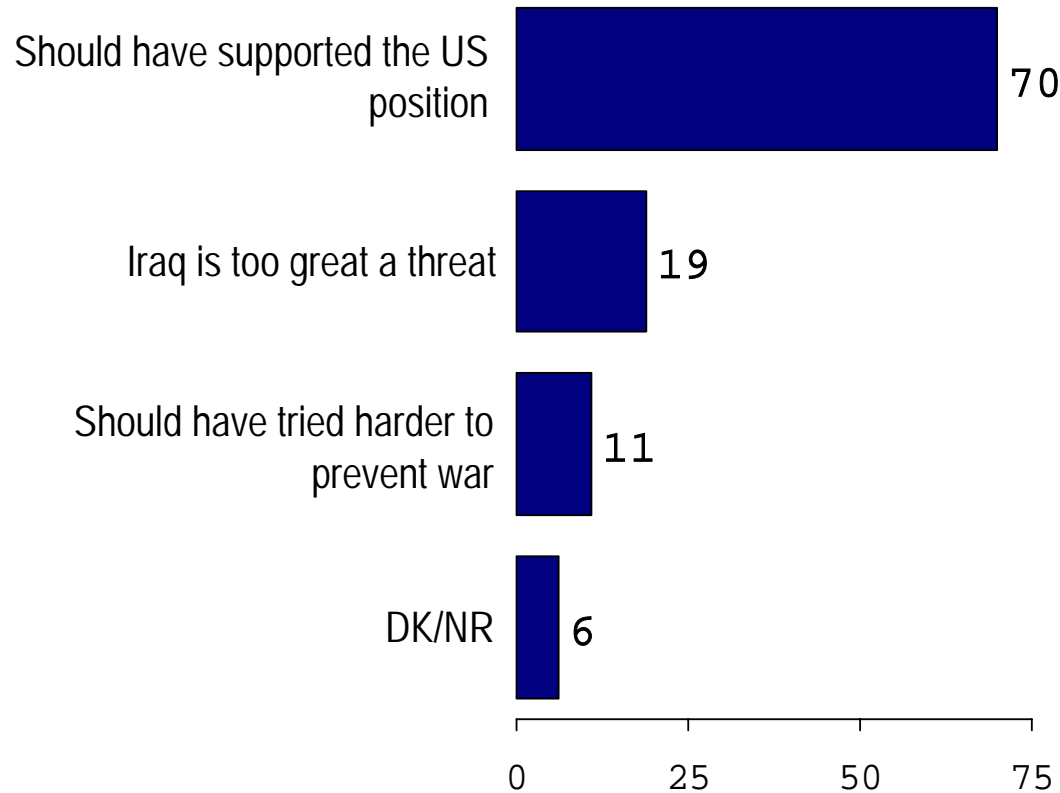
Bush Decision



{Base: All Canadians; March 17 to 20; Canada n=720; U.S. n=569}

Reason for Opposing Canadian Position

Q: Why do you oppose Canada not being part of a U.S. led military action against Iraq?



{Base: Those opposed to Canadian position; March 17-20; n=158}

The Federal Political Landscape

❑ The Liberals reinforce/maintain already enormous lead

- The Liberals are benefiting from their response to the crisis and the current environment. They are reinforcing/maintaining an already enormous lead over the distant pack of other political contenders

❑ The NDP surge appears to have halted

- The NDP's support is down by 5 percentage points over past month (from 17% to 12% in March)
- It may be that Layton is over-playing anti-U.S. position

❑ The CA stable at 10 points

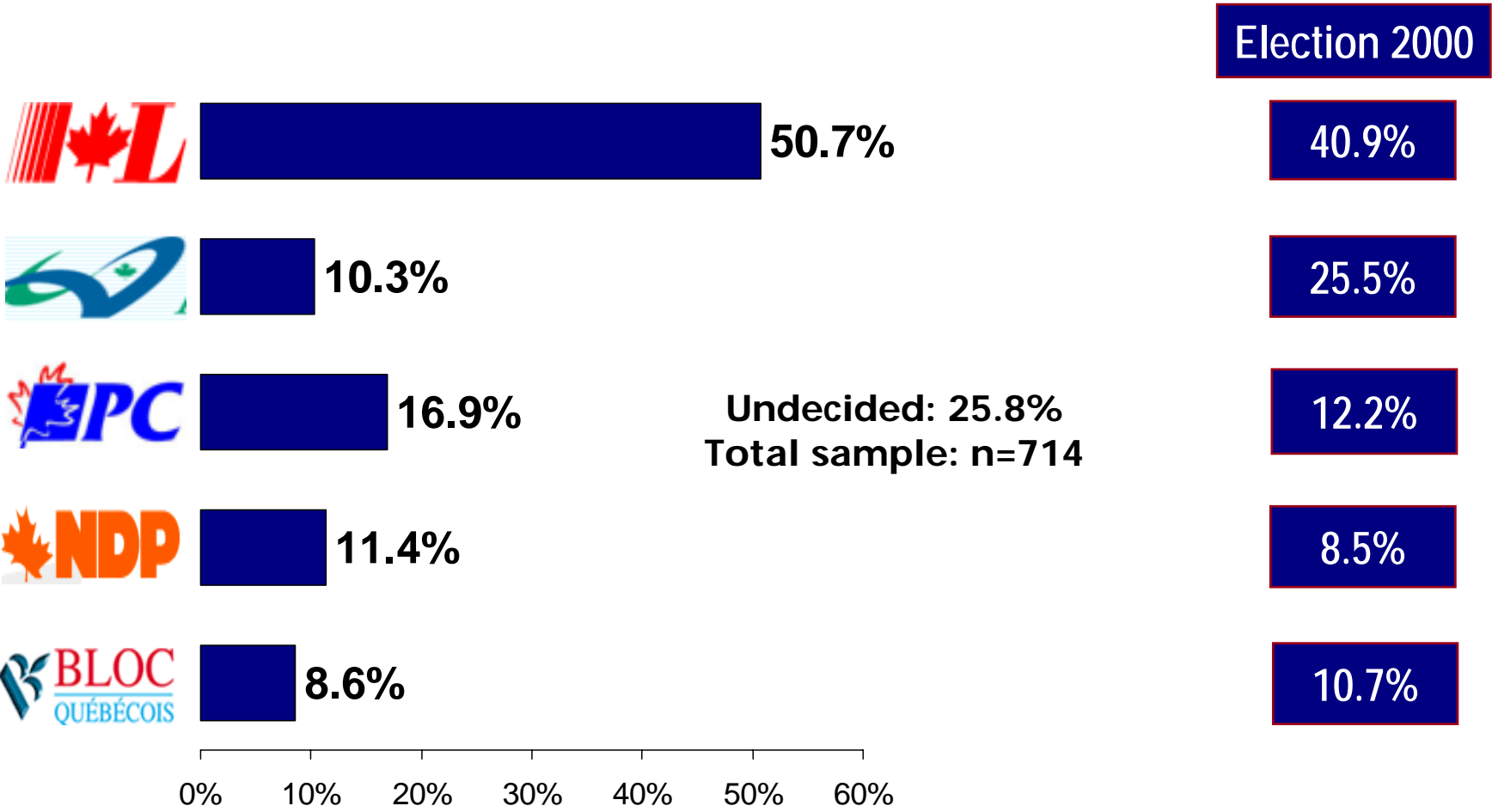
- The CA are stuck around 10 per cent and their hawkish "Ameriphile" posture is not capturing much support outside of the core constituency.
- Increasingly, Alberta and the CA appear profoundly disconnected from the Canadian mainstream

❑ The BQ up slightly

- The BQ's support is up by 4 percentage points in February/March
 - The BQ may be benefiting slightly from the PQ's rising fortunes, but this has not been at the LPC's expense in Quebec. The federal Liberals are continuing to secure unprecedented levels of support in Quebec
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Federal Voting Preferences

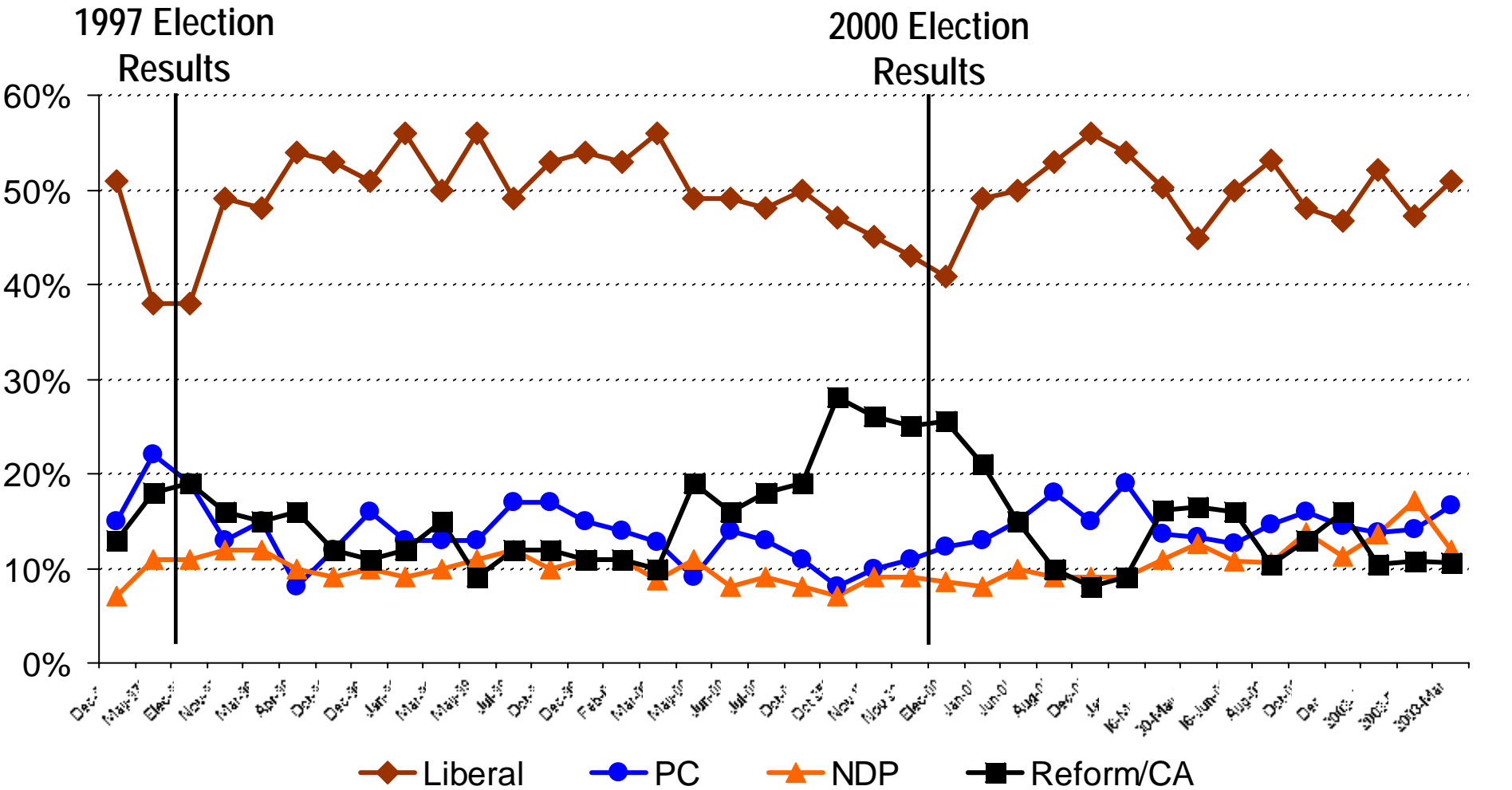
Q: If a federal election were held tomorrow, which party would you vote for? [Decided voters only*]



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

Federal Voting Preferences

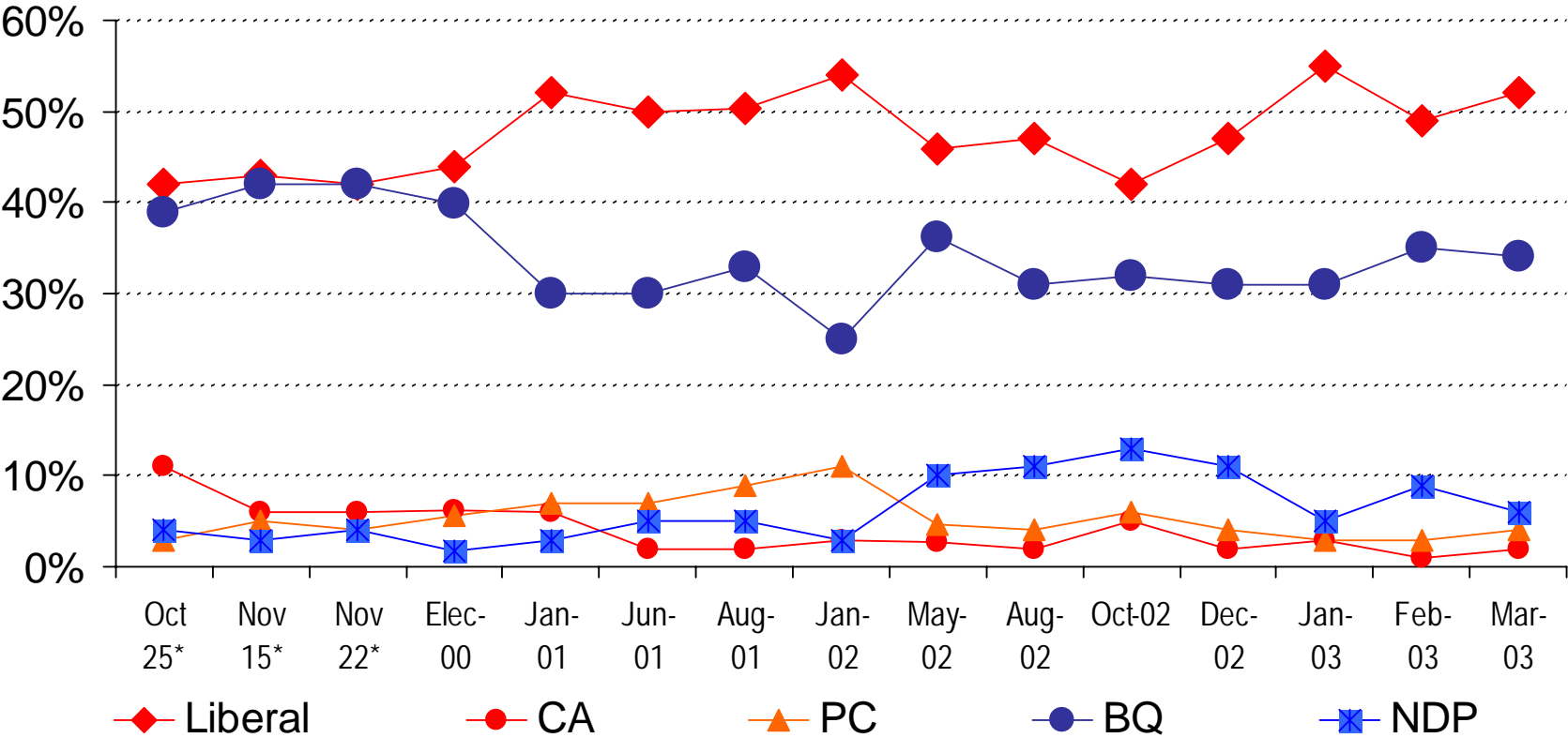
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Decided voters only: won't vote, undecided and refused respondents excluded; "leaners" included

Federal Voting Preferences (Quebec Only)

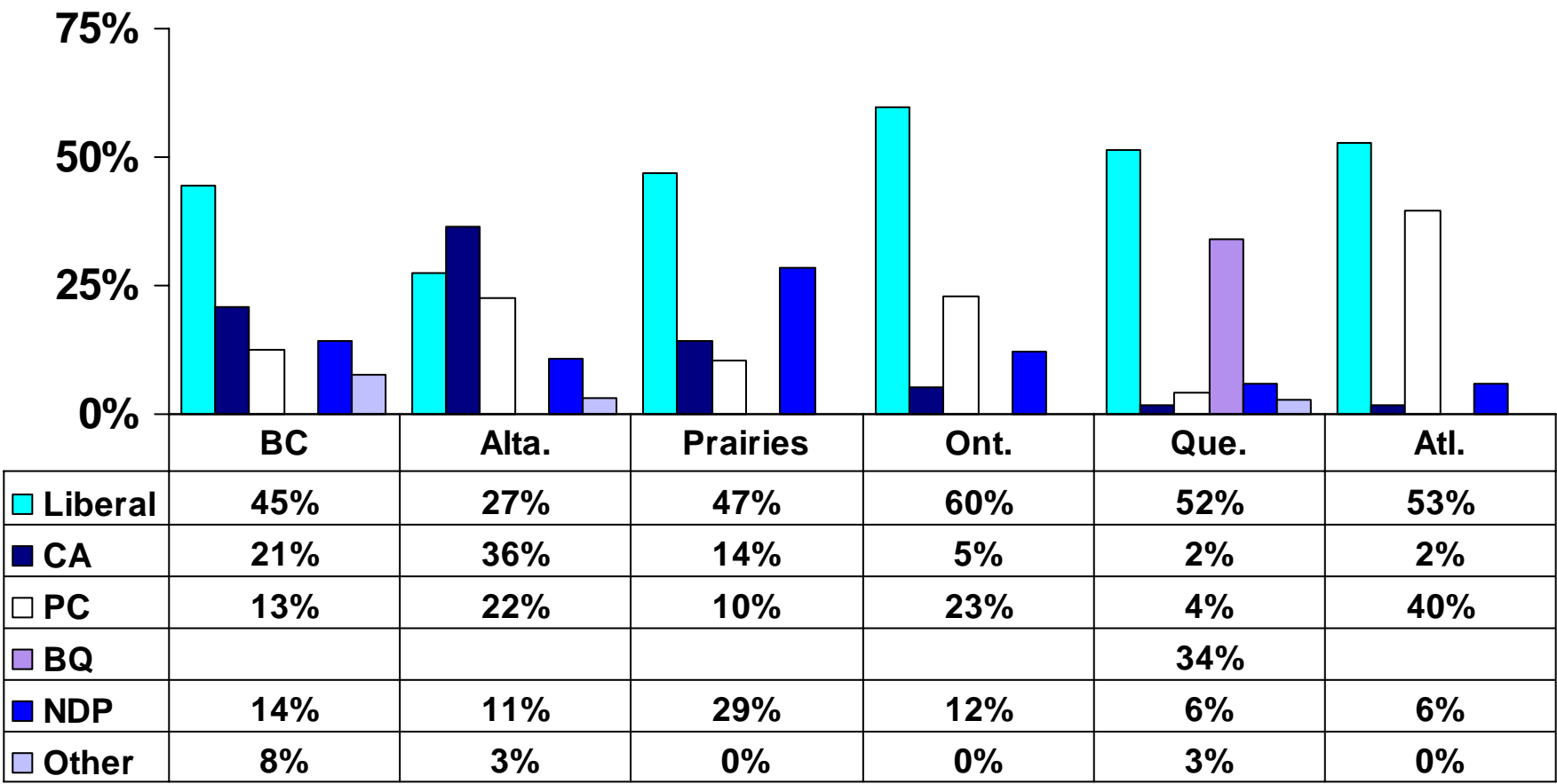
Q: If a federal election were held tomorrow, which party would you vote for? [Decided voters only]



{Base: 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]



■ Liberal
 ■ CA
 PC
 ■ BQ
 ■ NDP
 ■ Other

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



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