

Commissioned by:



**CBC,
Toronto Star,
SRC,
La Presse,
EKOS Poll**

Back in Control:

Public Reactions to Resignation and Future Political Landscape



EKOS RESEARCH ASSOCIATES

August 26, 2002

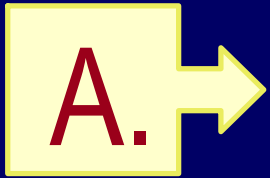
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Methodology



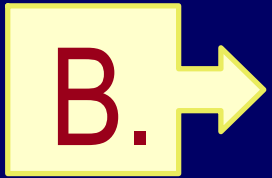
Methodology

■ Telephone surveys of the general public

- Most recent survey includes 1210 completed interviews with a national random sample of Canadians 18 years of age and over (n=307 in Quebec)
- Interview period: August 22-25, 2002
- National results valid within +/- 2.8 percentage points, 19 times out of 20 (Quebec: $\pm 5.7\%$)
 - ✓ 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.
- Tracking results from EKOS *Rethinking Government* study

■ 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





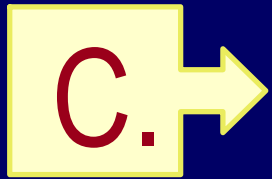
Highlights



Highlights

- **Liberals regain public confidence and opposition loses ground since PM's announcement**
 - 53% of public would cast a Liberal vote; nearly a 40 point lead over PCs
 - Huge lead in Ontario and now a lead in every region of the country
 - Alliance and PC parties have switched positions with PC now holding slight lead
- **Public support for Chrétien announcement of Feb. 2004 resignation**
 - 67% support only 25% oppose
 - Modest opposition leans to view that he should go earlier but 1 in 5 think he should have stayed; PC, BQ and CA more likely to desire earlier departure
- **Public expects Martin to be the next Liberal leader**
 - 56% expect him to be next LPC leader with Manley distant second (5%) followed by Tobin (3%) and Rock, Copps and McKenna (2%)
 - Strong majority think he would be a "good choice" for PM
- **Few expect different policy trajectory from Martin-led government; same but "better"**
 - Most believe it is not about a new vision or direction (21%) but rather better management (37%) or the pursuit of office (31%)
 - Extremely favourable view of Martin spills over to policy arena. He is seen as offering moderate or little change but better execution. Ironically, he is seen as delivering both lower taxes and more social investment





Vote Intentions



One-party Government?

■ Liberal support is deep and broad

- Liberals now lead in every region
- Have or are close to majority support among both genders and all age, education and income groups in Canada
- Friction and turbulence of summer has been quickly displaced by PM's announcement (and Martin's position)

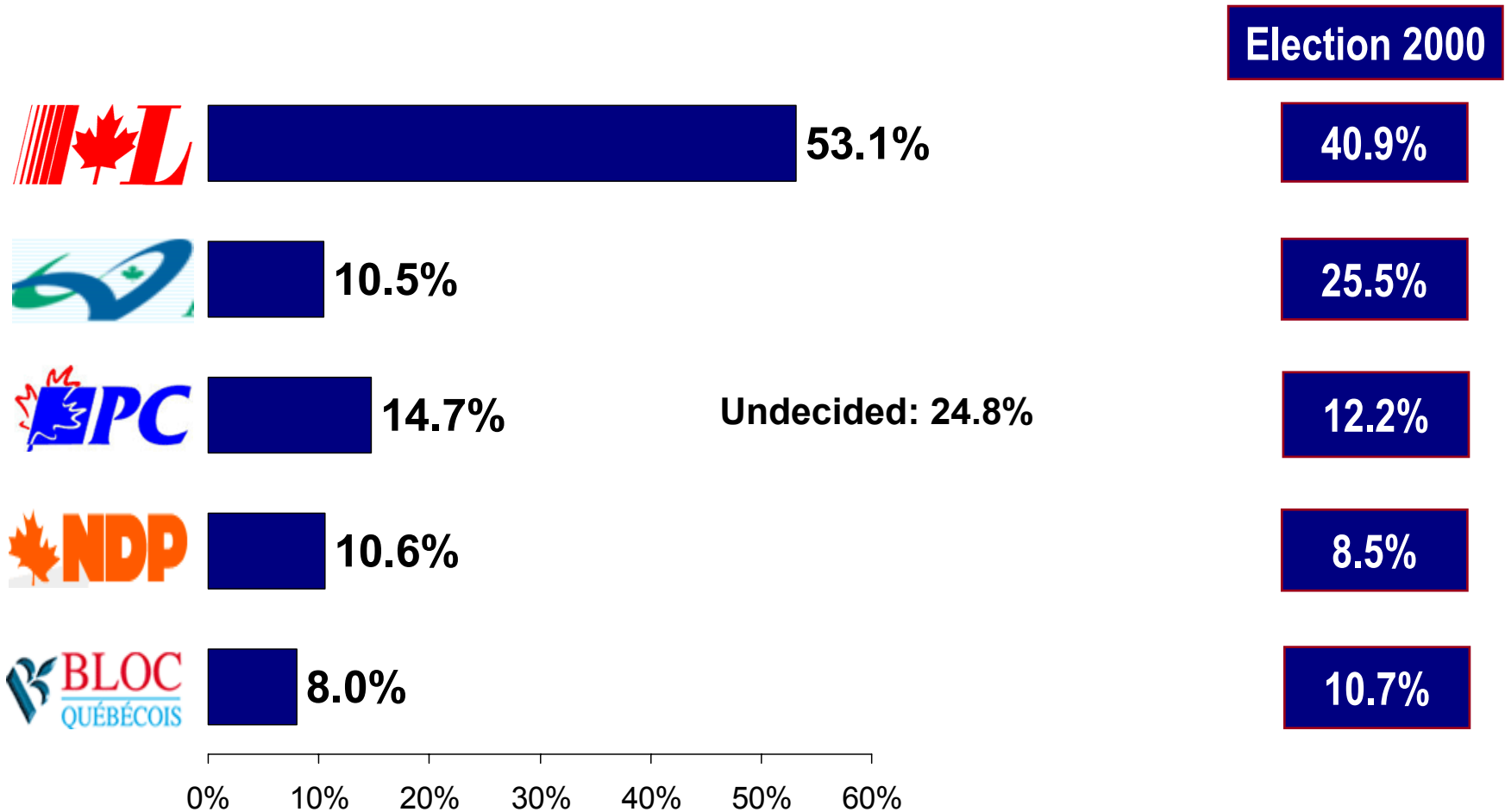
■ Liberals currently the “governing party”

- Opposition divided and unable to take advantage of internal conflicts within Liberal party and ethics troubles that plagued government in the spring
- Those looking for a disruption from status quo are likely to be disappointed given Liberal vault to supremacy in the polls and apparent solution to internal conflict



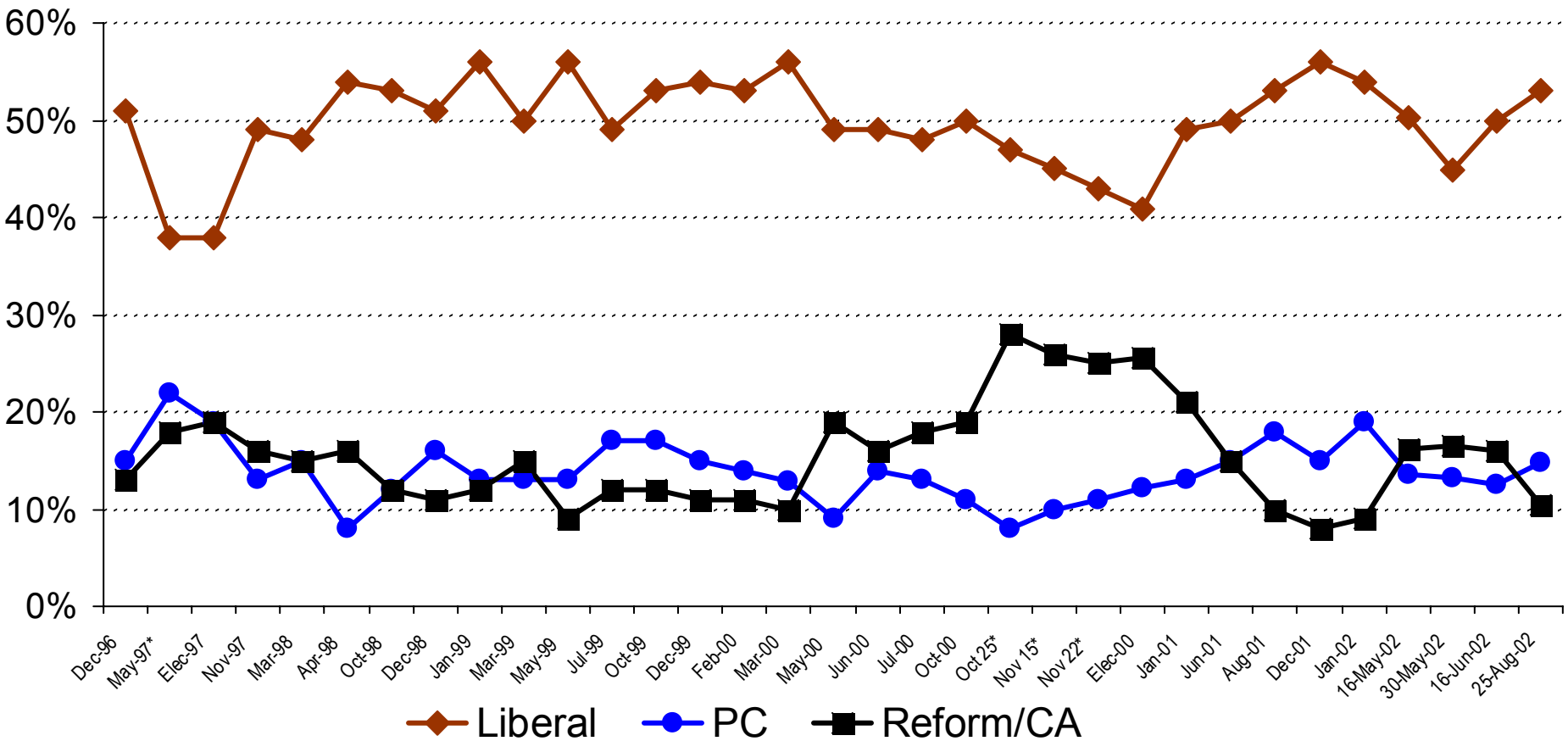
Federal Voting Preference

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



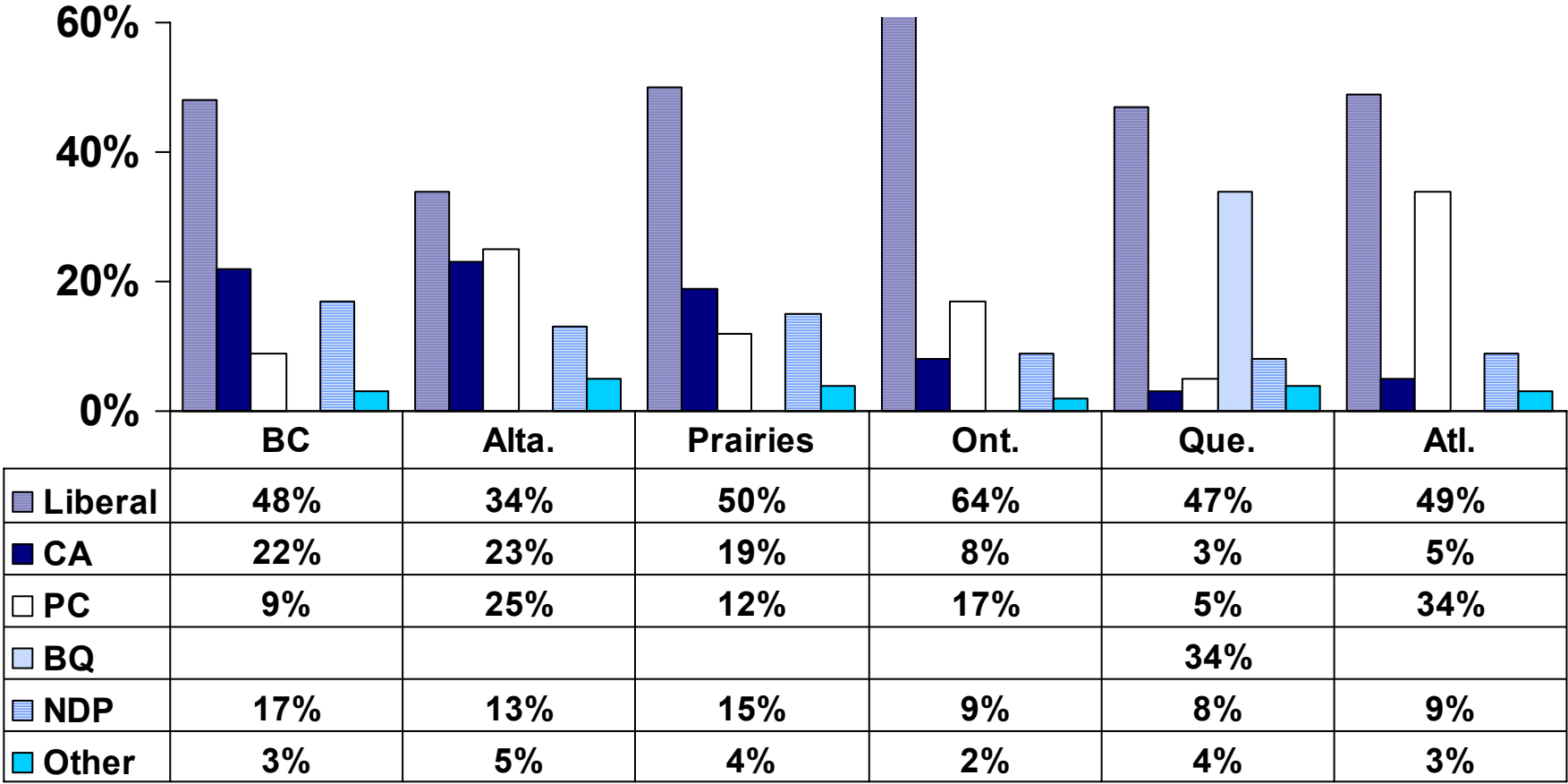
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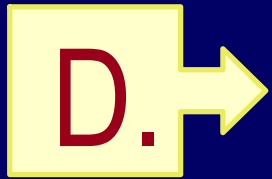
Federal Voting Preferences: Regional

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



Liberal
 CA
 PC
 BQ
 NDP
 Other





The Next Leader



Martin Enjoys Considerable Lead in Race

■ Public support for Martin is very strong

- 56 per cent expect Martin to be next LPC leader (Manley is distant second (5%))
- 63 per cent think that Martin would be “good choice” for PM. No other tested candidate comes close with considerable uncertainty about potential contenders

■ Martin support is high among all groups, with lean in conservative direction

- Older, higher educated and higher income Canadians more likely to rate Martin as good choice
- PC, BQ and CA voters also rate Martin high; NDP voters are much less positive
- Martin also linked to lower taxes and more privatization

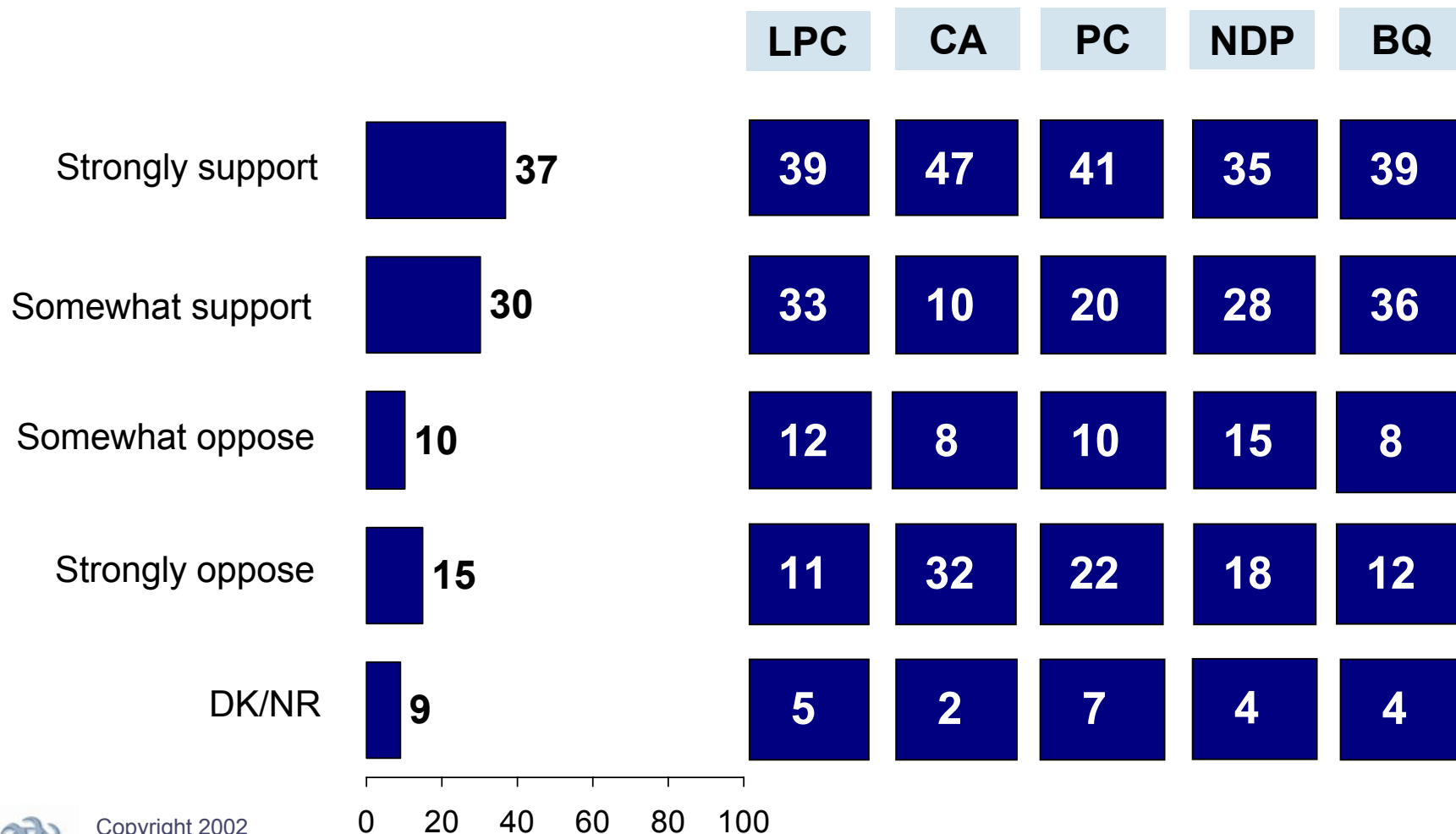
■ Expectations sky-high for Martin

- Most expect Martin largely to maintain the status quo: taxes (47%), managing the economy (47%) and social programs (42%)
- For those who expect differences, the differences are moderate not radical. The expectations are mostly positive: lower taxes, better management of the economy, higher investment in social programs and more private health care
- Martin enjoys the highest levels of popularity seen in recent political history but expectations (some of which are unrealistic and contradictory) are sky-high
- Martin represents “safe change” for the public.



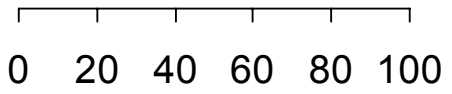
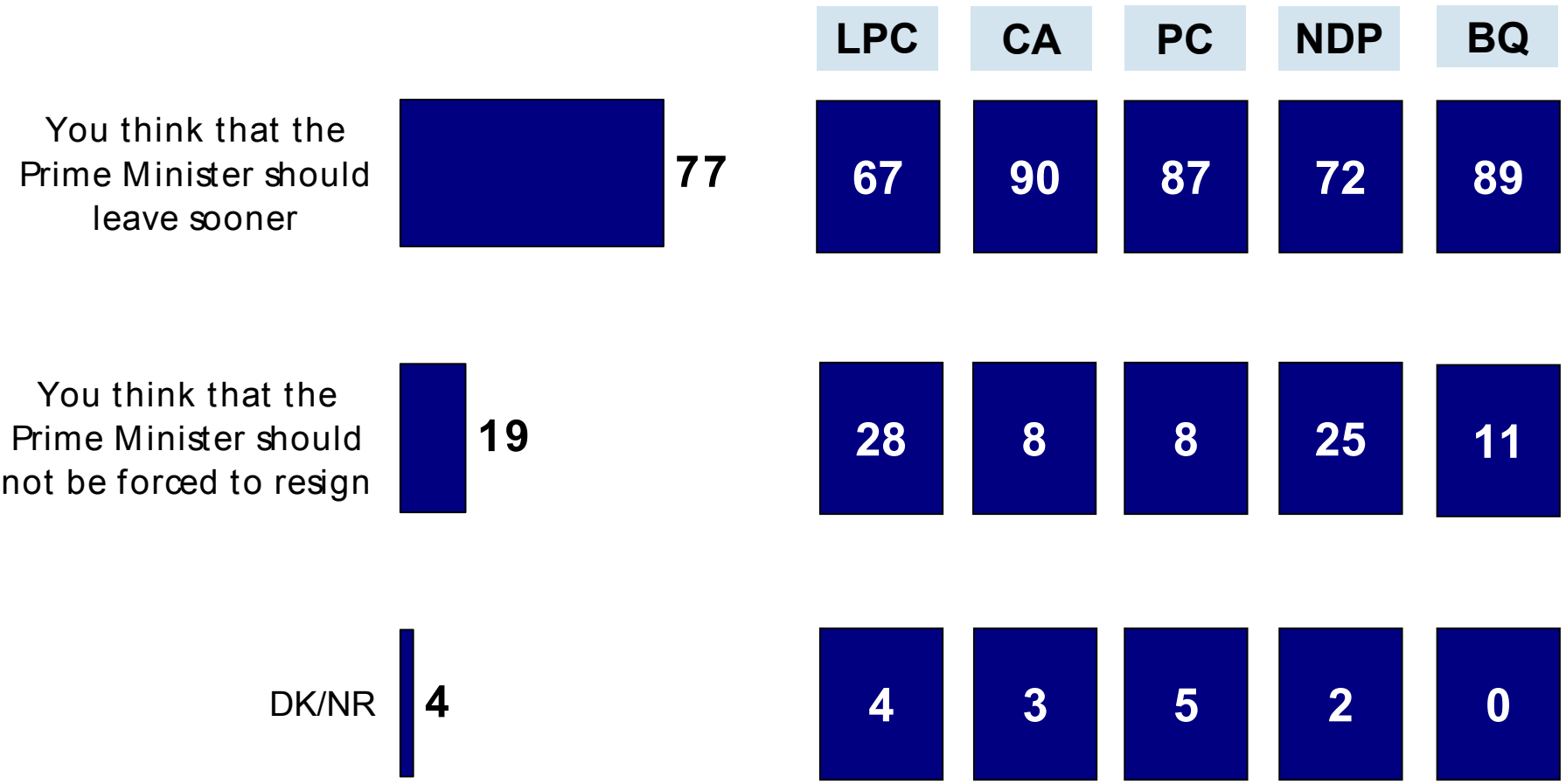
Support for Chrétien's Resignation

Q: Prime Minister Chrétien announced on August 21st that he will stay on as Prime Minister until February 2004 but will not be seeking re-election. Do you strongly support, somewhat support, somewhat oppose or strongly oppose this decision?



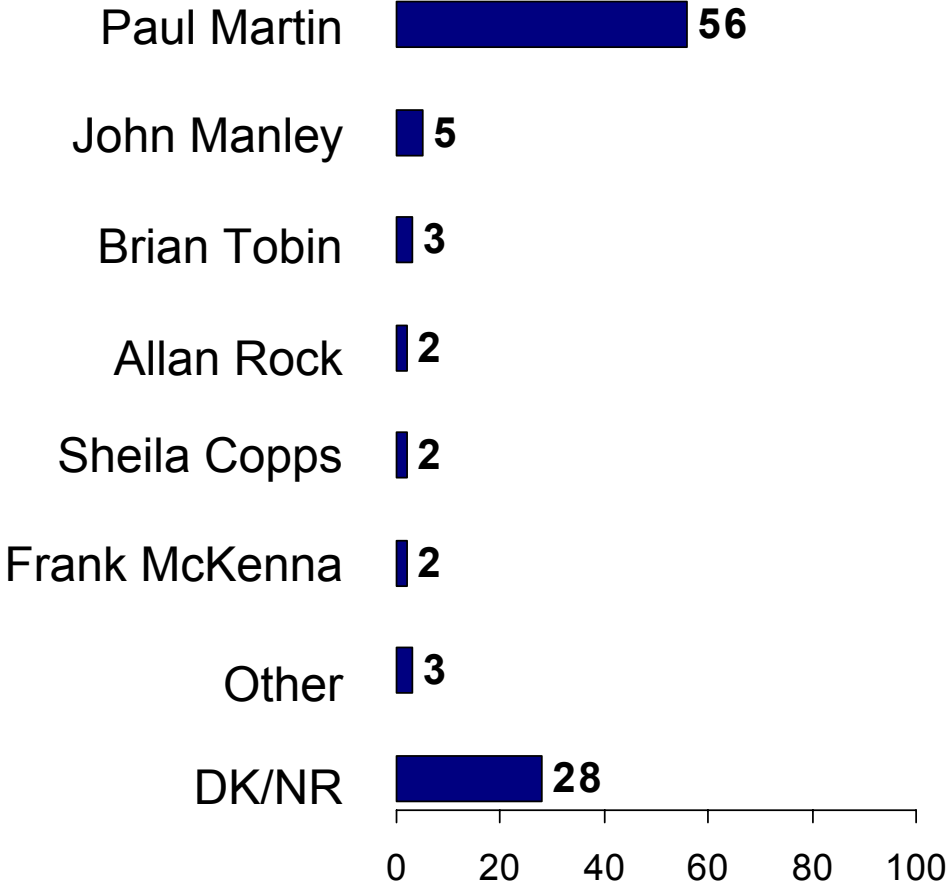
Opposition to Chrétien's Resignation

Q: What is the main reason why you oppose this decision? Is it because...



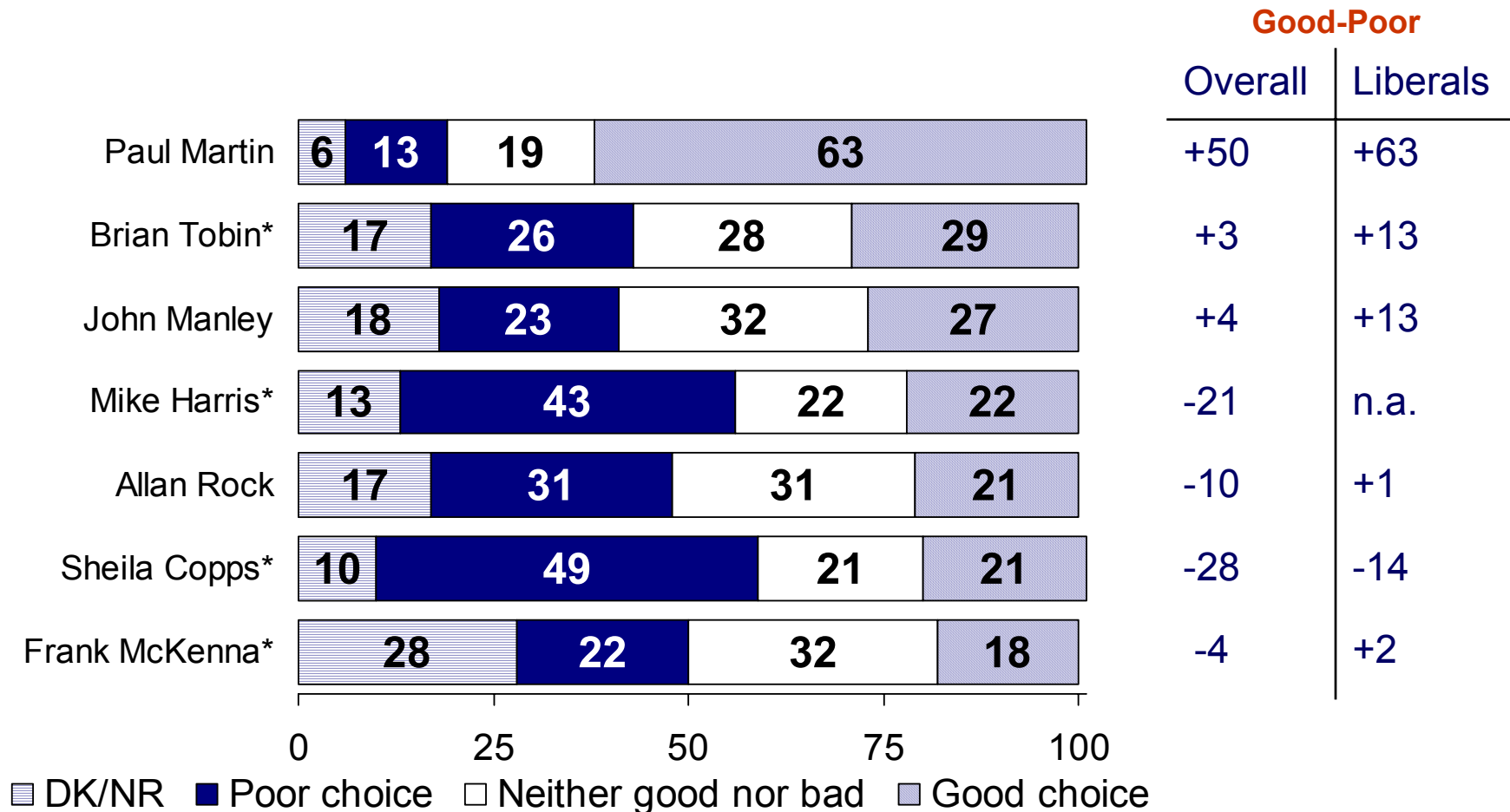
Next Prime Minister?

Q: Who do you think is the most likely to be the next Leader of the Liberal Party of Canada and Prime Minister?



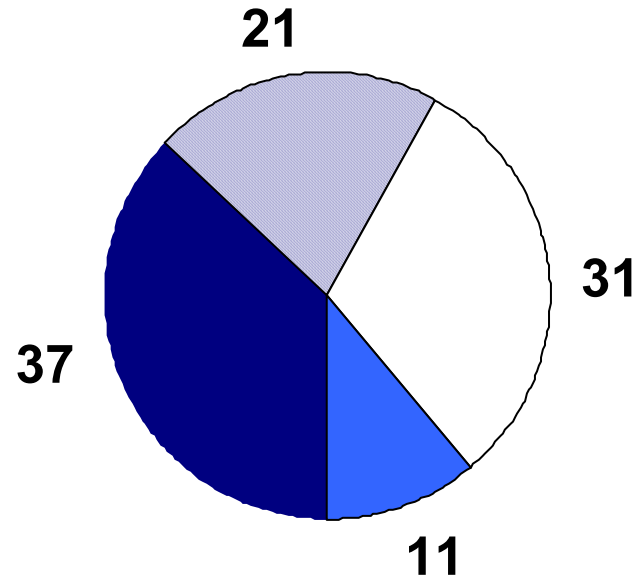
Rating the Future Prime Minister





Q: For each of the following people, please rate the degree to which they would be a good Prime Minister for Canada.



Paul Martin's Motives

Q: What do you think is the primary reason Paul Martin wants to be Prime Minister?

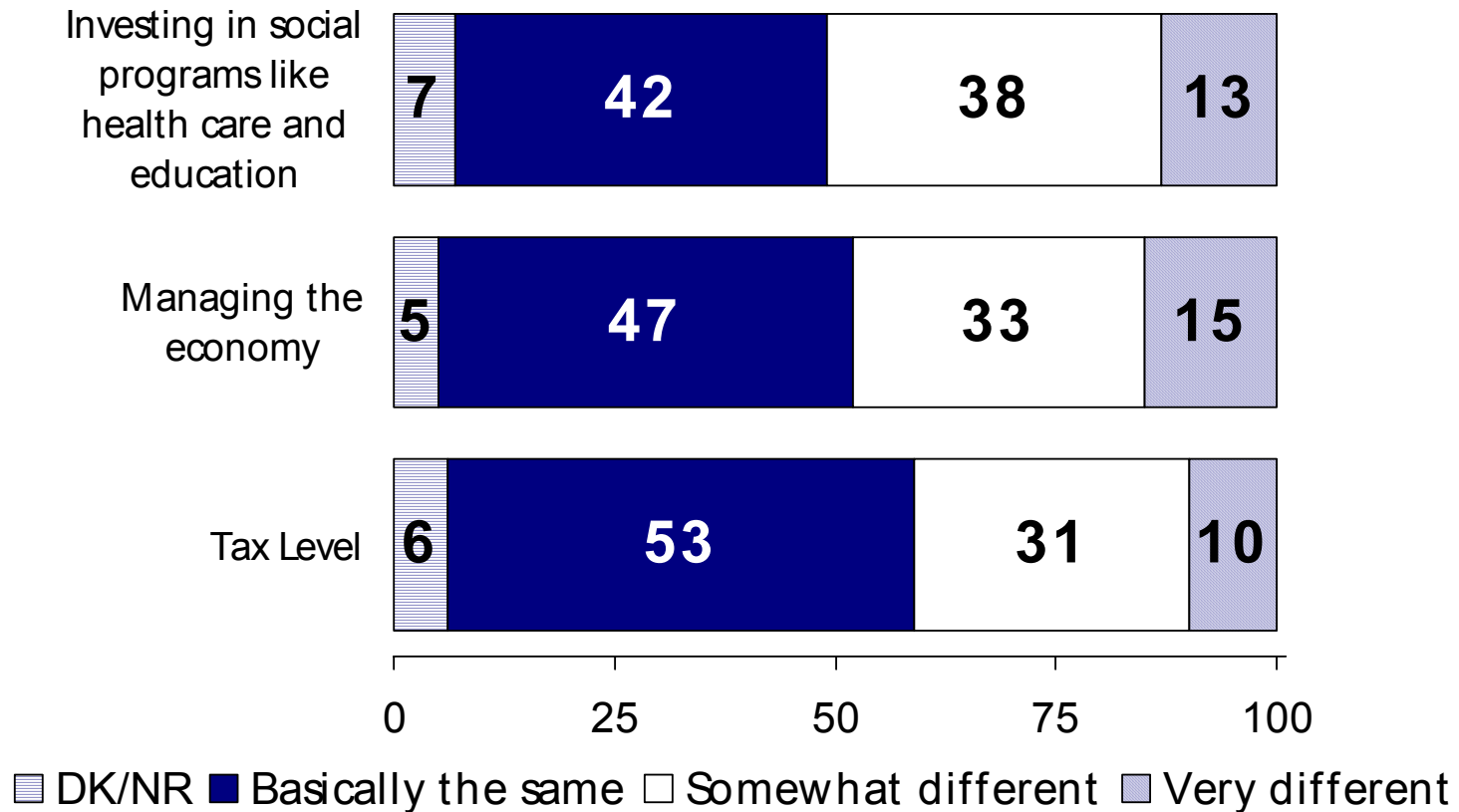


-  He wants to do a better job managing the country
-  He wants to take the country in a fundamentally new direction
-  He wants to be Prime Minister for the sake of being Prime Minister
-  DK/NR



Martin as Prime Minister

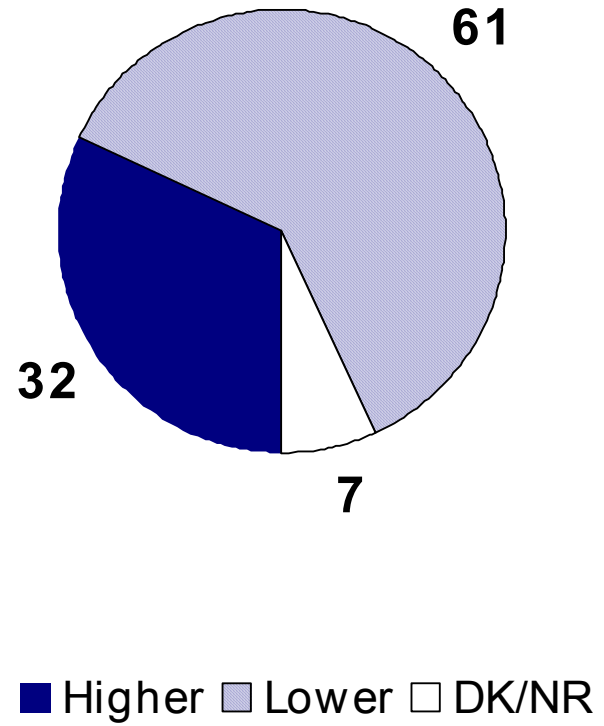
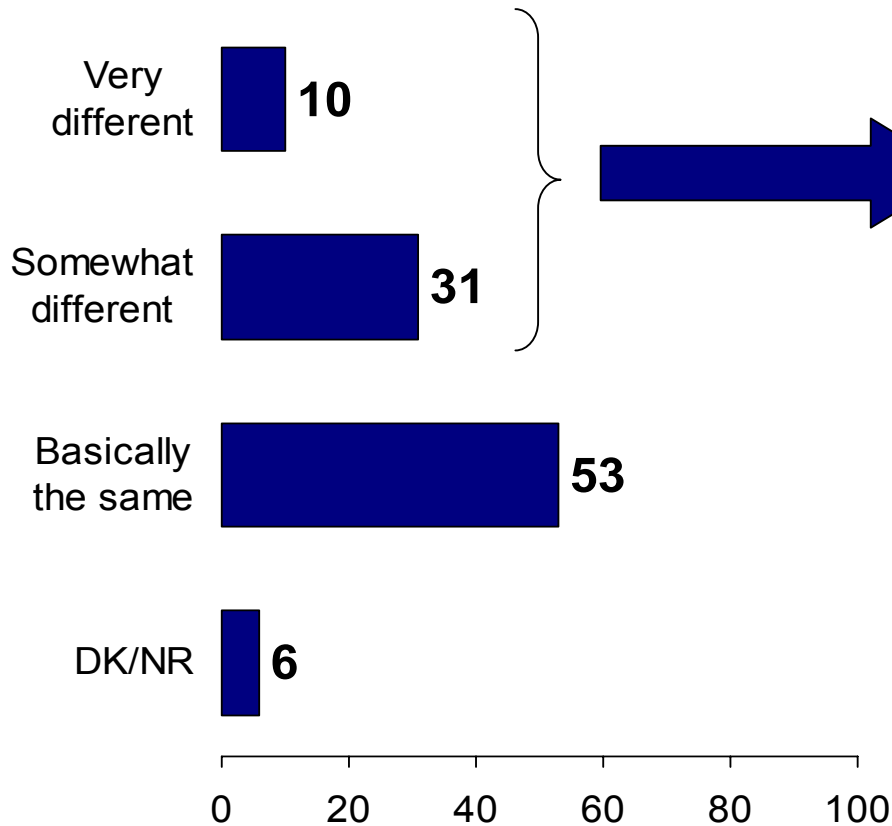
Q: If Paul Martin was the next Prime Minister, how different do you think his policies would be from the current Prime Minister Jean Chrétien in the following areas:



Martin's Policies - Taxes

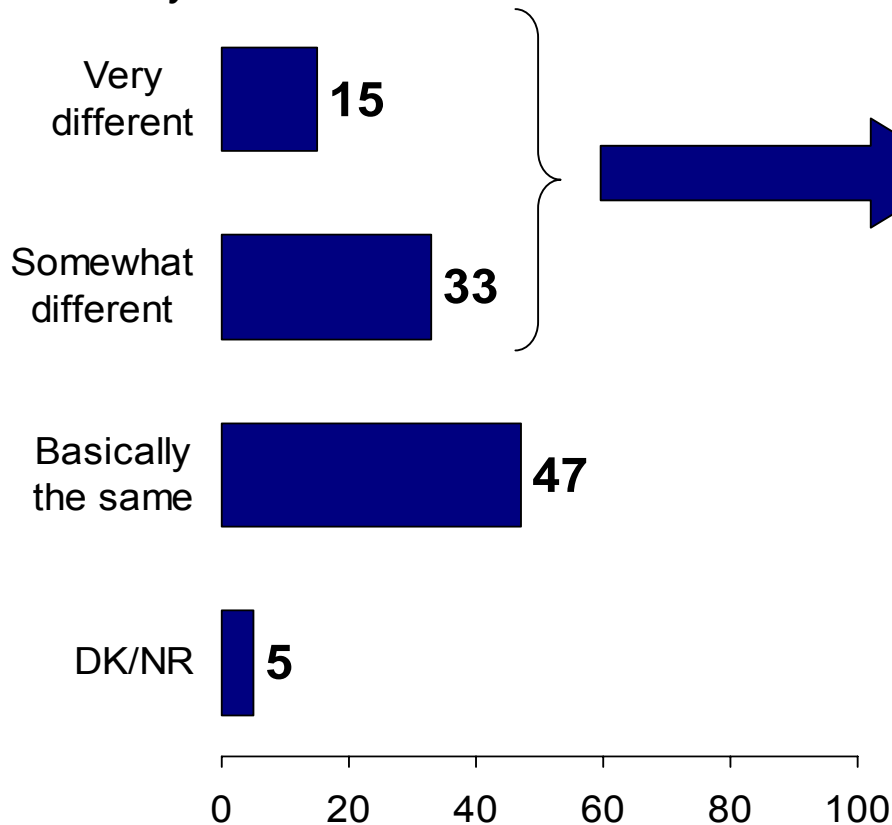
Q: If Paul Martin was the next Prime Minister, how different do you think his policies would be from the current Prime Minister Jean Chrétien in the following areas: *tax level*?

Q: *[If different]* Would it be higher or lower?

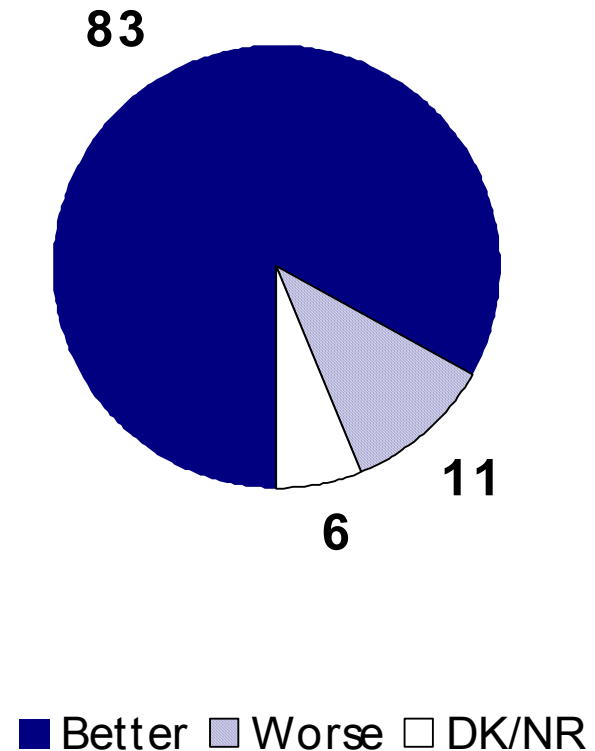


Martin's Policies – The Economy

Q: If Paul Martin was the next Prime Minister, how different do you think his policies would be from the current Prime Minister Jean Chrétien in the following areas: *managing the economy?*

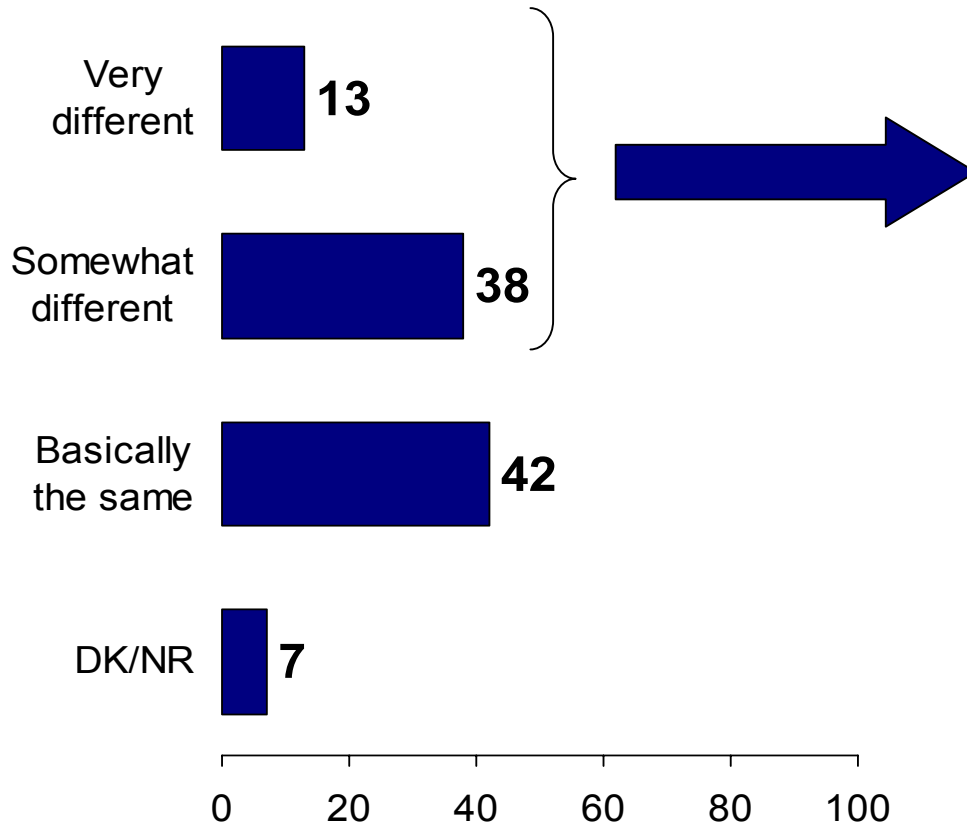


Q: *[If different]* Would it be better or worse?



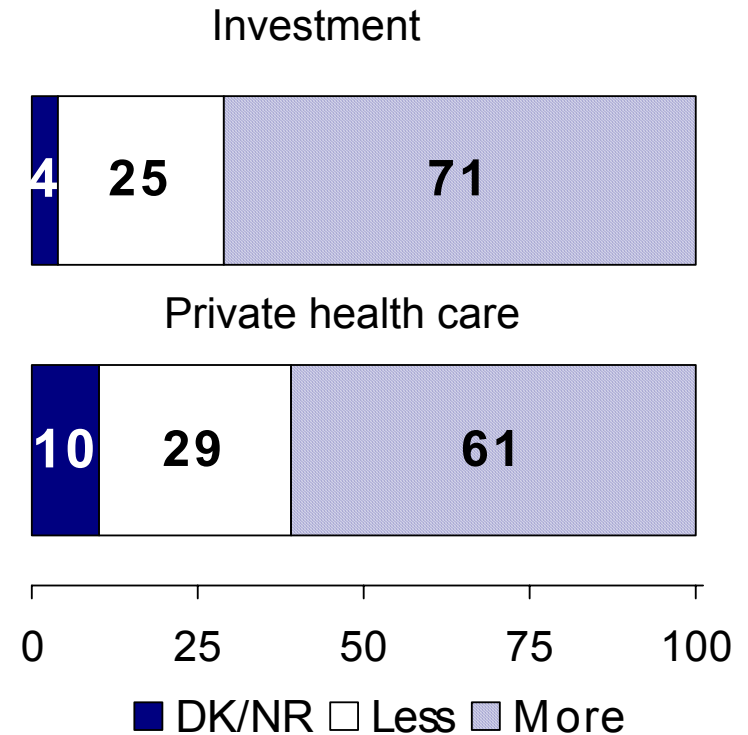
Martin's Policies – Social Programs

Q: If Paul Martin was the next Prime Minister, how different do you think his policies would be from the current Prime Minister Jean Chrétien in the following areas: *Investing in social programs like education and health care?*



Q: *[If different]* Would there be more or less investment?

Q: *[If different]* Would there be more or less private health care?



Bottom Line

- PM's February 2004 exit has produced strong approval and Liberals have vaulted to a near 40 point lead in the polls
 - This exit strategy extinguished the on-going internal conflict by starting the official leadership race, which appears to be more coronation than contest
- Paul Martin enjoys enormous popularity with the public. He has a huge lead over all other contenders and appears unstoppable as the next LPC leader.
 - Martin's only apparent danger is the extent of public expectations, which are both high and contradictory. The public expects both more spending and lower taxes and share an overwhelming conviction that he will improve an already robust Canadian economy
 - None of the other contenders appear particularly threatening at this time





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