



**NATIONAL SURVEY
LE DEVOIR, THE GLOBE AND MAIL / LEGER
MARKETING**

Liberals still ahead of other Federal parties in all regions of Canada.

Liberals ahead 18 points of a party born of the Canadian Right.

Canadians support provincial Premiers when it comes to health-care matters and the transfer of tax points to the provinces.



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Methodology:

This Leger Marketing survey was conducted among **1508** respondents across Canada from August 3 to August 13, 2001. The maximum margin of error for a sample of this size is **± 2.6%**, 19 times out of 20.

Using the latest Statistics Canada data, the final results were weighted according to age, gender, mother tongue and geographic location to ensure a sample representative of the entire Canadian adult population.

Voting intentions have not significantly changed since last spring. In fact, 48.3 per cent of voters would choose the Liberal Party whose popularity has, in effect, risen in the Prairies from 30.2 per cent in May 2001 to 41.3 per cent in August 2001. The Canadian Alliance who had made indisputable gains in the past, has lost much lustre in recent months. The internal difficulties within the Party have had a negative impact on the opinions of Albertans. In fact, voting intentions for Canadians of this province, which were at 28.9 per cent in May 2001, have now dramatically dropped to 19.7 per cent in August 2001. The Progressive Conservatives have however made some gains in Alberta and in British Columbia to the detriment of the Liberal Party. (See Table 1).

The creation of a new national political party stemming from the merger of the Progressive Conservatives and the Canadian Alliance would not significantly influence voting intentions be it at the national or regional levels. Table 2 demonstrates that this merger would not divide the vote and that the Liberal Party would still remain ahead of the pack.

Even though more than seven Canadians out of ten did not follow the Premier's Conference held in Victoria this summer, health nonetheless remains an important issue for them. In total, 86.9 per cent of Canadians are in favour with the Premier's request of an additional 7 billion dollars for health-care. Moreover, 78.6 per cent are in favour of reviewing the possibility of transferring tax points to the provinces.

According to 37 per cent of Canadians, Jean Chrétien remains the best Prime Minister of Canada if given a choice among all party leaders. This is the case for Canadians across all regions.

Provincial Premiers are not well-known by Canadians with the exception of Bernard Landry and Mike Harris. In Quebec, 49.6 per cent of Quebecers have a good opinion of Bernard Landry while 37.2 per cent of them have a bad opinion of him. Mike Harris is the only Premier who has a negative rating within his own province. In Ontario, 46.6 per cent have a negative opinion of Harris and 41.1% have a positive opinion. (See Table 3).

Table 1 – VOTING INTENTIONS IN Canada

Question: If a Federal election were held today, which Federal party would you vote for? (When respondents did not express an opinion, a second question was asked): Even if you have not made a firm choice at this point, which Federal political party do you feel closest to?

	Liberals		PC		Alliance		BQ		NDP		Others	
	May	Aug.	May	Aug.	May	Aug.	May	Aug.	May	Aug.	May	Aug.
Canada	49.9%	48.3%	16.3%	15.6%	10.8%	10%	9.6%	8.9%	8.7%	8.9%	4.7	8.4%
Maritimes	51%	49.5%	26.4%	22.7%	6.4%	4.8%	-	-	12.9%	18.7%	3.4%	4.3%
Quebec	44.2%	44.8%	11.3%	6.8%	0.6%	3%	41%	36.9%	3.4%	4.8%	1.2%	3.7%
Ontario	61.4%	57.7%	16.3%	14.8%	8.8%	7.9%	-	-	9.8%	9.0%	3.8%	10.5%
Prairies	30.2%	41.3%	23%	25.2%	19.1%	14.2%	-	-	19.6%	15.6%	8.1%	3.7%
Alberta	33.3%	31%	24.8%	31.5%	28.9%	19.7%	-	-	6.9%	9.8%	6%	8%
BC	48.5%	42.7%	9.8%	13.1%	21%	22.2%	-	-	8.4%	6.6%	12.2%	15.4%

Note 1: Margin of error is greater in regions given the number of respondents.

Table 2 – LEVEL OF INTEREST IN MERGER OF THE RIGHT

Question: If a new political party born of the merger of the Progressive Conservative Party of Canada and the Canadian Alliance were to be formed and if a federal election were held today, for which of the following political parties would you vote?

	Current parties	United Right
LPC	48,3%	45,6%
CP	15,6%	-
CA	10%	-
United Right	-	27,6%
BQ	8,9%	8,1%
NDP	8,9%	9,2%
Others	8,4%	9,5%

Table 3 – OPINION WITH REGARDS TO PROVINCIAL PREMIERS

Question: Do you have a GOOD or BAD opinion of the following provincial Premiers...?

	Canada	Maritimes	Quebec	Ontario	Prairies	Alberta	BC
Ralph Klein							
Good	44,2%	43,2%	32,1%	39,5%	56,4%	65,3%	58,8%
Bad	11,7%	11,2%	9,1%	12,6%	11,3%	17,2%	10,7%
DNK/REF	44,1%	45,6%	58,8%	47,8%	32,3%	17,5%	30,5%
Gordon Campbell							
Good	27%	25,9%	16,2%	22,4%	27,1%	31,6%	57,5%
Bad	10,8%	6,8%	6,4%	10,7%	8,3%	10%	23,2%
DNK/REF	62,2%	67,3%	77,4%	66,9%	64,6%	58,4%	19,3%
Pat Binns							
Good	17,7%	48%	14,8%	16,5%	11,4%	11,3%	16%
Bad	2,9%	2,1%	2,3%	2,8%	4,5%	6%	1,3%
DNK/REF	79,5%	49,9%	82,8%	80,6%	84,1%	82,8%	82,7%
Gary Doer							
Good	23,6%	27,2%	12,7%	21,8%	57,4%	27,6%	25,4%
Bad	3,7%	4%	2%	3,5%	5,7%	6,7%	4%
DNK/REF	72,7%	48,9%	85,2%	74,8%	36,9%	65,7%	70,6%
Bernard Lord							
Good	20,5%	52,1%	25,4%	16,3%	13,6%	10%	16%
Bad	4,5%	10,2%	4,7%	3,4%	2,1%	7,1%	3,3%
DNK/REF	75%	37,8%	69,8%	80,4%	84,4%	83%	80,7%
John Ham							
Good	16,4%	34,1%	12,1%	16,6%	16,6%	16,5%	12,7%
Bad	7,1%	29,9%	3,7%	6,1%	3,5%	8%	4%
DNK/REF	76,5%	36%	84,2%	77,3%	79,9%	75,5%	83,3%
Mike Harris							
Good	41,3%	34,8%	48,4%	41,1%	32,1%	35,4%	42,1%
Bad	29,8%	30,9%	18,6%	46,6%	22,6%	16,1%	14,7%
DNK/REF	28,9%	34,3%	32,9%	12,3%	45,3%	48,5%	43,2%
Bernard Landry							
Good	23,5%	26,5%	49,6%	15,4%	11,8%	13,3%	10,6%
Bad	25,8%	18,9%	37,2%	24,5%	18,9%	18,9%	21,4%
DNK/REF	50,7%	54,6%	13,2%	60,1%	69,3%	67,9%	68,1%
Lorne Calvert							
Good	18,4%	24,3%	11%	17,3%	38,2%	23,5%	17,4%
Bad	4,1%	3%	3,3%	3,3%	11,6%	6,2%	3,3%
DNK/REF	77,4%	72,6%	85,7%	79,4%	50,3%	70,4%	79,3%
Roger Grimes							
Good	17,2%	33,5%	12,6%	16,9%	17,3%	12,7%	20,1%
Bad	5,2%	5,4%	4,8%	5%	1,7%	9,2%	5,3%
DNK/REF	77,5%	61,2%	82,5%	78%	80,9%	78,1%	74,6%