

CANADIAN PRESS / LEGER MARKETING

**The Attitude of Canadians
towards the Liberal Party of
Canada's Leadership Race**

Report

June 2003



1.0 Study Highlights

- 55% of Canadians would return the Liberal Party of Canada to power
- Half of Canadians are satisfied with the government
- Paul Martin is the most recognized candidate
- Two thirds of Canadians believe that Paul Martin is the leader who can lead the Liberal Party of Canada to power
- 51% of Canadians would vote for the Canadian Liberal Party if it were led by Paul Martin
- Canadians have very high expectations of Paul Martin

2. Results

2.1 55% of Canadians would return the Liberal Party of Canada to power

Voting intentions in Canada have not changed significantly since June 2002, as Canadians remain favourable to a majority government led by the Liberal Party of Canada. Moreover, the Liberals have won in popularity, gaining 55% of the votes after a distribution of undecided respondents. The Progressive Conservative Party and the Canadian Alliance are almost head-to-head with respectively 14% and 12% each, followed by the New Democratic Party (NDP) with 10% and the Bloc Québécois with 8%.

Although support for the Canadian Liberals has traditionally been strong in Ontario, this has not always been the case in Quebec where one can now observe a significant turn towards the Liberals. In fact, the Liberal Party has gained 22 points in the province, while the Bloc québécois has lost 12 dropping to 28%. The lowest proportion previously obtained by the Bloc was 34% in May 1997.

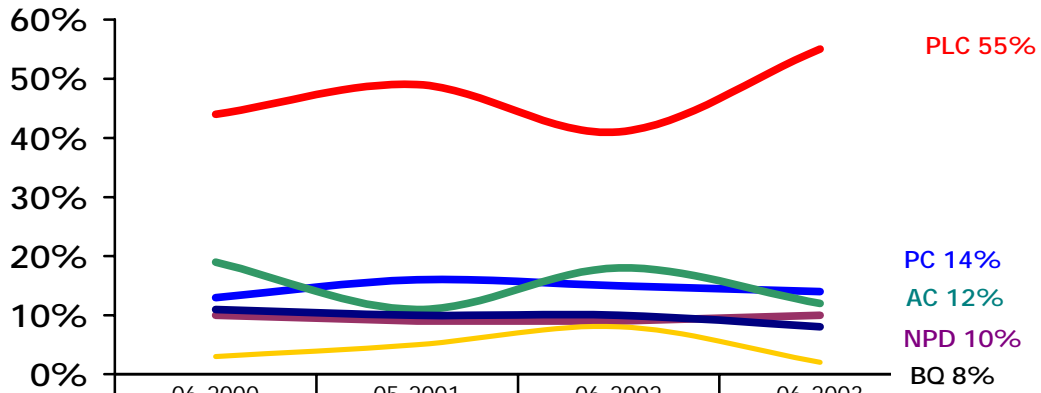
In contrast, although the Liberals are in the lead, a large proportion of Albertans (33%) and British-Columbians (28%) still support the Canadian Alliance. However, support for the Canadian Alliance has dropped dramatically since June 2002 in Alberta, decreasing from 55% to 33%, and the Prairies, decreasing from 36% to 20%.

Question: *If a federal election were held today, which federal political party would you vote for? Would it be ...*

	Before distribution N=1500	After distribution N=1181	Atlantic Provinces	Quebec	Ontario	Prairies	Alberta	British Columbia
...the Liberal Party	43%	55%	56%	62%	64%	38%	34%	37%
...the Progressive Conservative Party	11%	14%	31%	3%	16%	18%	21%	14%
...the Canadian Alliance	10%	12%	1%	1%	10%	20%	33%	28%
...the New Democratic Party	8%	10%	10%	6%	8%	22%	8%	18%
...the Bloc québécois	6%	8%	-	28%	-	-	-	-
Another party	1%	2%	1%	1%	2%	2%	3%	2%
Would spoil vote	1%	-	-	-	-	-	-	-
Would not vote	4%	-	-	-	-	-	-	-
Don't know	14%	-	-	-	-	-	-	-
Refusal	3%	-	-	-	-	-	-	-

Undecideds were distributed in proportion with voting intentions.

Evolution of Voting Intentions
June 2000 - June 2003



	06-2000	05-2001	06-2002	06-2003
Liberals	44%	49%	41%	55%
Conservatives	13%	16%	15%	14%
Alliance	19%	11%	18%	12%
NDP	10%	9%	9%	10%
BQ	11%	10%	10%	8%
Other	3%	5%	8%	2%

2.2 Half of Canadians are satisfied with the government.

51% of Canadians say that they are satisfied with the Liberal Party government; 44% are dissatisfied. Quebec (67%) has a significantly higher proportion of satisfied citizens. There are more satisfied Canadians in Ontario and the Atlantic Provinces (52% and 47%) than unsatisfied ones (42%).

Inversely, the majority of respondents from the Prairies (59%), Alberta (60%) and British Columbia (58%) are dissatisfied.

Question: *Would you say that you are very satisfied, satisfied, dissatisfied or very dissatisfied with the federal governments as led by the Liberal Party of Canada?*

n=1500	Satisfied	Dissatisfied	Don't know/Refusal
Atlantic Provinces	47%	42%	11%
Quebec	67%	29%	4%
Ontario	52%	42%	6%
Prairies	38%	59%	3%
Alberta	35%	60%	5%
British Columbia	38%	58%	3%
Canada	51%	44%	6%

2.3 Paul Martin is the most recognized candidate

Among the three candidates for the leadership of the Canadian Liberal Party, Paul Martin has the highest unaided recognition factor (64%) compared to Sheila Copps who is recognized by 58% and John Manley, who has the lowest recognition factor (42%).

Overall, Paul Martin is well ahead of his rivals because he is undisputedly the candidate most appreciated by Canadians: 51% say that they have a positive opinion of him compared to 13% who have a negative one. This picture is altogether different for Sheila Copps, of whom only 25% of Canadians think positively, compared to 33% who see her in a negative light. As for John Manley, less than one in four Canadians (23%) have a positive opinion and one in five (19%) a negative one.

Paul Martin is most recognized in Quebec (78%). In addition, in comparison to the other provinces, it is in Quebec that opinions towards Paul Martin (65%) and Sheila Copps (37%) are most favourable. John Manley is more known in Ontario (45%) than in the other provinces.

It is not surprising that Paul Martin is ahead of the game among liberal supporters: he is recognized by 75%, 66% of whom have a positive opinion of him. 63% of liberal supporters recognize Sheila Copps, but they are divided when it comes to her popularity. In fact, 32% of them have a positive opinion of her but the same proportion (31%) thinks negatively of her. In the case of John Manley, less than half of liberal supporters know him (47%), but contrary to Sheila Copps, he is held in positive regard by 31% of them against 16% who see him in a negative light.

Question: Do you have a positive opinion of, a negative opinion of or do you not know...?

n=1500	Positive opinion	Negative opinion	Don't know/Refusal
...Paul Martin	51%	13%	36%
...Sheila Copps	25%	33%	42%
...John Manley	23%	19%	57%

2.4 Two thirds of Canadians believe that Paul Martin is the leader who can lead the Liberal Party of Canada to power

The majority of Canadians (67%) feel that Paul Martin is without doubt the leadership candidate to succeed Jean Chrétien as leader of the Liberal Party of Canada who has the best chances of leading the party to power at the next elections. Only 7% respectively would pick John Manley or Sheila Copps.

Moreover, more than three quarters of liberal supporters (76%) think of Paul Martin as the likeliest candidate rather than his two rivals. Only 7% mentioned John Manley and 6% Sheila Copps.

Question: Among the following three leadership candidates to succeed Jean Chrétien as leader of the Liberal Party of Canada, who do you think has the best chances of leading the Liberal Party to power at the next federal election? Is it..?

n=1500	Total	Atlantic Provinces	Quebec	Ontario	Prairies	Alberta	British Columbia
...Paul Martin	67%	56%	75%	66%	67%	64%	63%
...John Manley	7%	5%	5%	7%	6%	6%	8%
...Sheila Copps	7%	4%	7%	7%	7%	6%	7%
Equal chances	1%	3%	1%	1%	0%	1%	1%
None	3%	2%	3%	3%	2%	6%	2%
Don't know/Refusal	16%	29%	9%	17%	17%	17%	20%

2.5 51% of Canadians would vote for the Canadian Liberal Party if it were led by Paul Martin

More than one in two Canadians (51%) would be more likely to vote for the Canadian Liberal Party if it were led by Paul Martin. 17% would do so if it were John Manley and 15% if it were Sheila Copps. In Quebec and Ontario, there is a significantly higher proportion of voters who would be more likely to vote for the Liberals if Paul Martin were leading it, respectively 60% and 54%.

In contrast, the most western and eastern Canadian provinces are less enthusiastic. A large proportion of British Columbians (30%) and Albertans (35%) state that neither of the three candidates would motivate them to vote for the Canadian Liberals. Furthermore, 28% of voters in the Atlantic Provinces have no opinion on the matter.

As for the 14% of undecided voters, the Liberal Party would win the vote of 32% if Paul Martin were leader of the party compared to 10% for John Manley and 7% for Sheila Copps.

Question: *Would you be more likely to vote for the Liberal Party of Canada if their leader were...?*

n=1500	Canada
...Paul Martin	51%
...John Manley	17%
...Sheila Copps	15%
None	22%
Don't know/Refusal	14%

2.6 Canadians have very high expectations for Paul Martin

Whichever criteria were measured, Paul Martin met most of them. When compared to the other two Liberal Party leadership candidates, Canadians felt that it was Paul Martin who would be most in favour of a decentralization of powers towards the provinces (28%), the most able to lower taxpayers' taxes (42%) the most representative in the international arena (52%) and the most able to help the provinces (40%).

However, the proportion of Canadians with no opinion on these issues is very high as indicated in the following table.

Question: *Among the following three leadership candidates for the Liberal Party of Canada – Paul Martin, John Manley and Sheila Copps – who would be the...?*

n=1500	Paul Martin	John Manley	Sheila Copps	All three equally	None	DNK/Refusal
...most in favour of a decentralization of powers towards the provinces	28%	9%	9%	2%	5%	47%
...most able to lower taxpayers' taxes	42%	7%	7%	3%	12%	30%
...most representative in the international arena	52%	12%	8%	2%	2%	24%
...most able to help your province	40%	8%	11%	3%	10%	28%

3.0 Methodology

This study was conducted by Leger Marketing through telephone interviews among a representative sample of 1500 English- or French-speaking Canadians, 18 years of age or older.

The interviews were conducted from our Montreal and Winnipeg call centres between May 20 and 25, 2003. Up to ten call-backs were made in the case of non-response.

Using data from Statistics Canada, the results were weighted according to region, gender and language spoken at home to ensure a sample representative of the entire Canadian adult population. In the end, the maximum margin of error obtained for a sample of 1500 respondents is of $\pm 2.5\%$, 19 times out of 20.