

**CANADIAN PRESS / LEGER MARKETING**

**Voting Intentions and  
Opinions of Canadians  
towards Paul Martin's Cabinet**

**Report**

December 2003



## 1.0 Study Highlights

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- Paul Martin's Liberal Party dominates nationwide.
- Merging the right would garner the support of one in four voters.
- Canadians would choose Ralph Klein as leader of the Conservative Party of Canada
- Paul Martin represents change except in Quebec.
- Canadians want to keep Sheila Copps, Ann McLellan, Allan Rock, Stéphane Dion, Martin Cauchon and Ralph Goodale as ministers.
- 65% of Canadians want a spring 2004 election.

## 2. Results

### 2.1 The Liberal Party keeps its comfortable lead

Having benefited from last summer's Martin effect, the Liberal Party leads in all regions of the country with 51% of voting intentions after distribution of the undecided. The NDP lags behind with 15% of the vote, the Conservative Party has 12% of the vote, and the Canadian Alliance and the Bloc Québécois are neck and neck at 9%.

Nonetheless, in Quebec, last June's major gap between the LPC and the Bloc Québécois is down to 8 points. Indeed, the Bloc Québécois regained lost ground with a 10-point increase (from 28% to 38%) while the LPC went from 62% in June to 46% today.

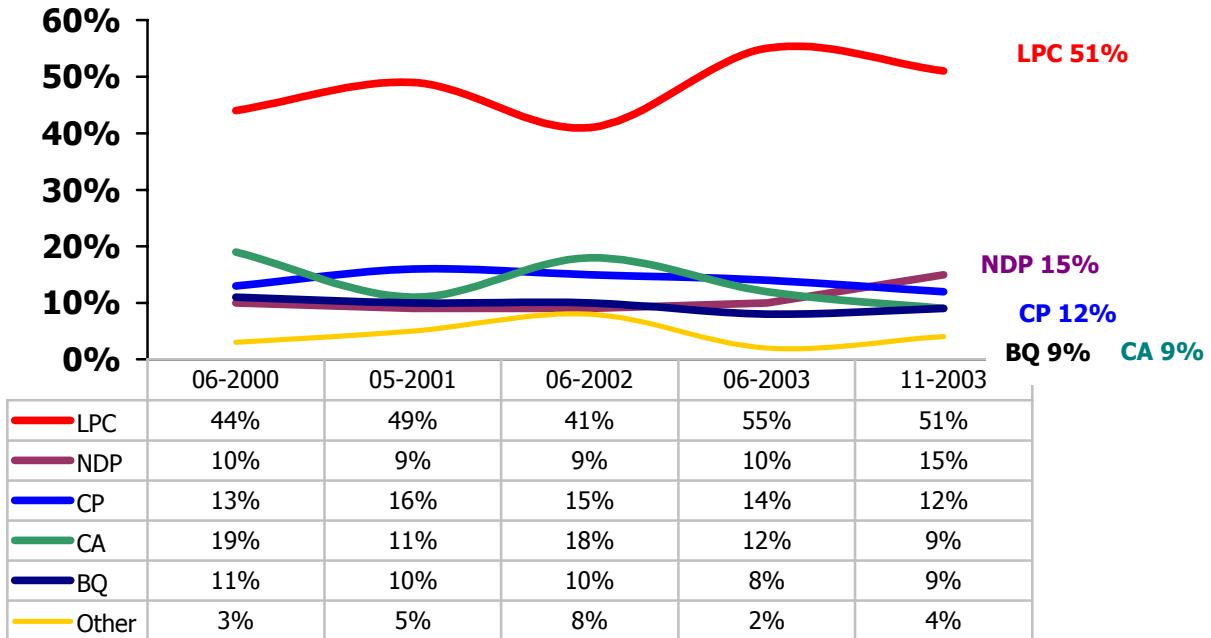
On the other hand, the opposite holds true for the Canadian Alliance in the Western part of the country. Six months ago, the party could still count on the support of a strong proportion of Albertans (33%) and British Columbians (28%), but today support in Alberta has dropped to 22% and in British-Columbia to 19%, where the party ranks 3<sup>rd</sup> behind the LPC (46%) and the NDP (26%).

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

	Before redistribution N=1502	After redistribution N=1270	Atlantic Provinces	Quebec	Ontario	Prairies	Alberta	British-Columbia
...The Liberal Party	43%	51%	53%	46%	59%	44%	42%	46%
...The New Democratic Party	13%	15%	11%	10%	14%	24%	13%	26%
...The Progressive Conservative Party	10%	12%	28%	1%	17%	9%	18%	4%
...The Canadian Alliance	8%	9%	4%	2%	6%	21%	22%	19%
...The Bloc Québécois	8%	9%	-	38%	-	-	-	-
Other	3%	4%	4%	3%	4%	2%	6%	5%
Will spoil ballot	1%	-	-	-	-	-	-	-
Will not vote	7%	-	-	-	-	-	-	-
Do not know	5%	-	-	-	-	-	-	-
Refusal	2%	-	-	-	-	-	-	-

Distribution of undecided voters was done proportionately to voting intentions.

**Evolution of Voting Intentions  
June 2000 - November 2003**



## 2.2 Merging the right will hurt the NDP more than the LPC

The merging of the Conservative Party and the Canadian Alliance to form a new national political party will have no impact on the Liberal Party's solid lead. However, the survey clearly shows the Conservative Party of Canada would succeed in obtaining close to a quarter of Canadians' voting intention (24%), in other words, one point more than the combined voting intention of the Canadian Alliance and the Conservative Party. Thus, merging the right would relegate the NDP to 3<sup>rd</sup> in rank, with its 11-point lead nationwide.

However, this new party would split the vote in the province of Quebec, with a considerable 14 point gain, ranking it third (17%) among the parties. The effect is a drop in votes for the Liberal Party, which would obtain 38% rather than 46% of the voting intention, and would moreover, place the LPC neck and neck with the Bloc Québécois at 35%.

Also, this merger would benefit the LPC in the Atlantic Provinces where the liberals would gain 6 points (59%) and 3 points (62%) in Ontario. In British-Columbia the 6 additional points gained by the Conservative Party of Canada (29%) would also benefit the LPC which would obtain 50% of the vote instead of the 46% without the two-party merger.

With the Canadian Alliance having lost more than half of its support in Alberta since last year and almost as much in the Prairies, the Liberal Party would still be elected in the Prairies with 47%. The two-party merge (20%) would benefit the NDP (30%). Conversely, the Conservative Party of Canada would obtain a majority in Alberta (46%) with 9 points more than the liberals (37%).

*Question: Knowing that the Conservative Party and the Canadian Alliance would merge to form the New Conservative Party of Canada, which of the following political parties would you intend to vote for if federal elections were held today?  
Would it be for*

	Before merger N=1270	After merger N=1270	Atlantic Provinces	Quebec	Ontario	Prairies	Alberta	British-Columbia
...The Liberal Party	51%	51%	59%	38%	62%	47%	37%	50%
...The Progressive Conservative Party	12%	-	-	-	-	-	-	-
...The Canadian Alliance	9%	-	-	-	-	-	-	-
...The Conservative Party of Canada	-	24%	28%	17%	22%	20%	46%	29%
...The New Democratic Party	15%	13%	10%	8%	13%	30%	14%	17%
...The Bloc Québécois	9%	9%	-	35%	-	-	-	-
Other	4%	3%	2%	2%	4%	3%	4%	4%

Distribution of undecided voters was done proportionately to voting intentions.

## 2.3 Ralph Klein makes the best leader, but 4 out of 10 Canadians have no opinion

Ralph Klein is seen as the political personality who would make the best leader for the Conservative Party of Canada according to 15% of Canadians. The second candidate in contention is Bernard Lord with 10%, followed by Stephen Harper (9%) and finally Peter McKay (8%). Only 6% of Canadians would choose another candidate, 9% no candidate at all, and 42% had no opinion.

Interestingly, the two current leaders of the Canadian Alliance and the Conservative Party are not seen as leaders of the Conservative Party of Canada. Thus, in the east, 33% of respondents in the Atlantic Provinces and 16% in Quebec would choose Bernard Lord, compared to Ontario (16%), the Prairies (23%), Alberta (28%), and British-Columbia (20%) where respondents would choose Ralph Klein.

Also, only 34% of Alliance members would choose Stephen Harper while, 23% would prefer to see Ralph Klein at the head of the new party. As far as Peter McKay is concerned, he is tied at 14% with Stephen Harper among Conservatives, but still one point behind Bernard Lord (15%), and well behind Ralph Klein who wins with 22% of Conservative support.

Question: *Which of the following political personalities would make the best leader for the New Conservative Party of Canada? Is it...*

n=1502	Canada	In their respective region	LPC	CP	CA	BQ	NDP
...Ralph Klein	15%	Alberta: 28%	16%	22%	23%	6%	13%
...Bernard Lord	10%	Atl. Prov.: 33%	12%	15%	5%	13%	12%
...Stephen Harper	9%	Alberta: 17%	8%	14%	34%	-	7%
...Peter McKay	8%	Atl. Prov.: 15%	9%	14%	9%	7%	11%
...Other	6%	-	5%	2%	10%	18%	3%
...None	9%	-	8%	8%	4%	7%	10%
...DNK/Refusal	42%	-	40%	27%	15%	49%	45%

## 2.4 Half of Canadians believe that Paul Martin represents change compared to Jean Chrétien's regime

A few days from handing over power in the Liberal Party, expectations towards Paul Martin are high. When asked to compare with Jean Chrétien's regime, 49% of Canadians say that Paul Martin represents change rather than continuity (33%) and 18% had no opinion.

On the other hand, more than half of Quebeckers (55%) and three-quarters of Bloc supporters (72%) see continuity, just as Alliance supporters do (44%).

Question: *In your opinion, does Paul Martin represent CHANGE or CONTINUITY compared to Jean Chrétien's regime?*

n=1502	Canada	Atlantic Provinces	Quebec	Ontario	Prairies	Alberta	British-Columbia
Change	49%	62%	39%	49%	60%	52%	51%
Continuity	33%	18%	55%	29%	17%	33%	24%
Do not know/Refusal	18%	19%	6%	21%	23%	15%	25%

## 2.5 More Ministers "In" than "Out"

While Paul Martin is forming his new cabinet, Canadians want many current ministers to remain within his cabinet. Such is the case for Sheila Copps (42%), Ann McLellan (38%), Allan Rock (35%), Stéphane Dion (30%), Martin Cauchon (24%) and Ralph Goodale (23%).

But on the other hand, Herb Dhaliwal (24%) and Don Boudria (27%) are not wanted in cabinet.

LPC supporters would not hesitate to choose Sheila Copps (48%), Allan Rock (45%), and Ann McLellan (42%). However, though the following ministers garner strong support within Liberal Party troupes, one cannot help but notice that many supporters do not have an opinion towards many of the current ministers. Such is the case with Ralph Goodale (58% of LPC voters do not know), Martin Cauchon (54%), Herb Dhaliwal (50%), Don Boudria (46%) and Stéphane Dion (44%).

Question: *According to you, should the following political personalities be PART or NOT of Paul Martin's cabinet?*

n=1502	Yes	No	Dkn/Refusal
...Sheila Copps	42%	35%	23%
...Ann McLellan	38%	19%	43%
...Allan Rock	35%	29%	35%
...Stéphane Dion	30%	23%	47%
...Martin Cauchon	24%	20%	56%
...Don Boudria	23%	27%	50%
...Ralph Goodale	23%	17%	59%
...Herb Dhaliwal	22%	24%	53%

However, if we look at regional results, we notice that voters would not choose some current ministers within their own region.

### **Quebec no longer wants Stéphane Dion**

42% of Quebecers think Stéphane Dion should not be part of Martin's cabinet, compared to 37% who believe he should, and 21% who have no opinion.

For his part, Martin Cauchon fares better. Half of Quebecers (51%) consider he should to receive a cabinet appointment, 25% consider he should not, and 24% do not know.

### **Ontario is divided on Allan Rock**

Ontarians are divided with as many Ontarians wanting Allan Rock (32%) to be part of Paul Martin's new cabinet as there are who do not (31%), and 37% have no opinion.

Don Boudria's cabinet seat would not be a sure thing either: 24% of Ontarians believe he should be minister compared to 26% who do not, a strong proportion, 50%, did not have an opinion.

41% of Ontarians would support Sheila Copps as minister in Martin's cabinet against 33% who would not, and 26% who have no opinion.

### **Dhaliwal and Goodale should be part of the cabinet**

Though he does not seem very popular nationwide, Herb Dhaliwal gets voter support in his province: 37% of respondents in British-Columbia believe he should have a seat in the cabinet compared to 29% who think the opposite (34% had no opinion.)

Though 59% of Canadians did not have an opinion on Ralph Goodale, 45% of Prairie voters hope he will be appointed minister. 20% are of the opposite opinion and 35% had no opinion.

### **Alberta would appoint Ann McLellan as minister**

As far as Ann McLellan is concerned, 47% of Albertans believe she should be part of the new cabinet while 23% disagree, and 31% do not know.

## 2.6 2 out of 3 Canadians want a spring election

According to 65% of Canadians, Paul Martin should hold an election next spring, but 23% do not share this opinion, and 11% do not know.

A strong proportion of Canadian Alliance supporters (35%) and Quebeckers (29%) are among those who want Paul Martin to call an election later on.

Question: *Should Paul Martin call an election for the Spring 2004?*

n=1502	YES	NO	Do not know / Refusal
Atlantic Provinces	74%	18%	8%
Quebec	63%	29%	8%
Ontario	62%	22%	15%
Prairies	64%	25%	11%
Alberta	70%	20%	10%
British-Columbia	69%	21%	10%
Canada	65%	23%	11%

### **3.0 Methodology**

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This study was conducted by Leger Marketing through telephone interviews among a representative sample of 1502 English- or French-speaking Canadians, 18 years of age or older.

The interviews were conducted from our Montreal and Winnipeg call centres between November 20 and November 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 1502 respondents is of  $\pm 2.5\%$ , 19 times out of 20.