



STAT SHEET - What Canadians like and dislike about the Liberal Party of Canada – SES/Sun Media Poll

Methodology

Between November 5th and November 9th, 2006, SES Research conducted a random telephone survey of 1,002 Canadians 18 years and older. The aggregate survey results are accurate $\pm 3.1\%$, 19 times out of 20. Margins of accuracy are wider for subgroup samples. Readers should note that the data was weighted for gender and age to match the latest Canadian census results. Results should be considered representative of the Canadian population. Results may not add up to 100% due to rounding.

The initiative was part of the SES NationState Omnibus Survey and was registered with the Marketing Research and Intelligence Association of which SES is a Gold Seal Corporate member.

About SES

Established in 1987, SES Canada Research Inc. is a full service public opinion research and management consulting firm. SES is regularly called upon by corporate, government and para-public clients in Canada and the United States to conduct research and provide strategic advice.

Contact SES

For more information on our full range of services please contact:

Mr. Nikita Nanos
(613)234-4666 ext. 237
nnanos@sesresearch.com.



STAT SHEET - What Canadians like and dislike about the Liberal Party of Canada – SES/Sun Media Poll

Question - What words would you use to describe what you like, if anything, about the Liberal Party of Canada?

		Vote Profile						
		Liberal	Conservative	NDP	Bloc	Green	Undecided	Total
Nothing	Count	28	90	29	38	11	24	220
		10.0%	29.8%	20.1%	34.2%	22.9%	20.3%	22.0%
Policies/moderate/flexible	Count	67	36	30	6	11	12	162
		24.0%	11.9%	20.8%	5.4%	22.9%	10.2%	16.2%
They are ok/as good as any other party	Count	25	20	7	14	3	10	79
		9.0%	6.6%	4.9%	12.6%	6.3%	8.5%	7.9%
A good alternative	Count	21	12	11	4	3	3	54
		7.5%	4.0%	7.6%	3.6%	6.3%	2.5%	5.4%
Getting better/trying to change	Count	22	9	5	5	1	6	48
		7.9%	3.0%	3.5%	4.5%	2.1%	5.1%	4.8%
Reflect society/pan Canadian	Count	13	7	3	3	1	3	30
		4.7%	2.3%	2.1%	2.7%	2.1%	2.5%	3.0%
Have a long history	Count	6	1	3	1	0	2	13
		2.2%	.3%	2.1%	.9%	.0%	1.7%	1.3%
Have a vision for future	Count	3	2	2	2	0	1	10
		1.1%	.7%	1.4%	1.8%	.0%	.8%	1.0%
Always have the best leaders	Count	2	4	3	0	0	0	9
		.7%	1.3%	2.1%	.0%	.0%	.0%	.9%
Stand up for the people	Count	3	2	1	0	1	0	7
		1.1%	.7%	.7%	.0%	2.1%	.0%	.7%
Democratic	Count	3	0	2	1	0	1	7
		1.1%	.0%	1.4%	.9%	.0%	.8%	.7%
Bob Rae	Count	0	0	2	0	0	0	2
		.0%	.0%	1.4%	.0%	.0%	.0%	.2%
They are pro-business	Count	1	1	0	0	0	0	2
		.4%	.3%	.0%	.0%	.0%	.0%	.2%
Paul Martin	Count	0	0	1	0	0	0	1
		.0%	.0%	.7%	.0%	.0%	.0%	.1%
Unsure	Count	85	118	45	37	17	56	358
		30.5%	39.1%	31.3%	33.3%	35.4%	47.5%	35.7%
Total	Count	279	302	144	111	48	118	1002
		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



STAT SHEET - What Canadians like and dislike about the Liberal Party of Canada – SES/Sun Media Poll

Question - What words would you use to describe what you dislike, if anything, about the Liberal Party of Canada?

		Vote Profile						
		Liberal	Conservative	NDP	Bloc	Green	Undecided	Total
Corrupt/scandal	Count	95	107	50	38	14	29	333
		34.1%	35.5%	34.7%	34.2%	29.2%	24.4%	33.2%
Nothing	Count	35	31	7	17	3	11	104
		12.5%	10.3%	4.9%	15.3%	6.3%	9.2%	10.4%
Arrogant/haven't changed	Count	38	18	8	14	4	10	92
		13.6%	6.0%	5.6%	12.6%	8.3%	8.4%	9.2%
Leadership divisions/disorganized	Count	13	10	11	4	3	5	46
		4.7%	3.3%	7.6%	3.6%	6.3%	4.2%	4.6%
Bad policies	Count	8	13	4	3	1	4	33
		2.9%	4.3%	2.8%	2.7%	2.1%	3.4%	3.3%
Never fulfill promises/say anything	Count	3	7	8	4	1	6	29
		1.1%	2.3%	5.6%	3.6%	2.1%	5.0%	2.9%
Not accountable/weak-bad government	Count	6	14	2	3	1	3	29
		2.2%	4.7%	1.4%	2.7%	2.1%	2.5%	2.9%
Everything	Count	0	12	3	3	1	1	20
		.0%	4.0%	2.1%	2.7%	2.1%	.8%	2.0%
Too pro-business	Count	1	4	5	1	2	0	13
		.4%	1.3%	3.5%	.9%	4.2%	.0%	1.3%
Favouritism towards Quebec	Count	1	7	2	0	0	0	10
		.4%	2.3%	1.4%	.0%	.0%	.0%	1.0%
Fiscally irresponsible/spend too much	Count	3	6	0	0	0	1	10
		1.1%	2.0%	.0%	.0%	.0%	.8%	1.0%
Too federalist/centralizing	Count	0	0	1	4	0	1	6
		.0%	.0%	.7%	3.6%	.0%	.8%	.6%
Power centralized with leader	Count	0	2	1	0	0	0	3
		.0%	.7%	.7%	.0%	.0%	.0%	.3%
Gun registry	Count	0	1	0	0	0	0	1
		.0%	.3%	.0%	.0%	.0%	.0%	.1%
Bob Rae	Count	0	0	1	0	0	0	1
		.0%	.0%	.7%	.0%	.0%	.0%	.1%
Jean Chrétien	Count	0	1	0	0	0	0	1
		.0%	.3%	.0%	.0%	.0%	.0%	.1%
Unsure	Count	76	68	41	20	18	48	271
		27.2%	22.6%	28.5%	18.0%	37.5%	40.3%	27.0%
Total	Count	279	301	144	111	48	119	1002
		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%