



# Media Release

## Voters recommend that PCs change leader Canadians reject idea of merger with Canadian Alliance

Ottawa, August 7, 2002 - A recent national survey released by polling firm SES Research indicates that, based on the current political environment, the federal Progressive Conservatives (PCs) best chance at renewing its appeal to voters is through a leadership change. SES Research polled 1,000 Canadians between July 26<sup>th</sup> and August 1<sup>st</sup>, 2002. Canadians were polled on the future direction of the Progressive Conservative Party of Canada and were asked how the PCs could improve their appeal to voters. Thirty-nine percent of Canadians recommended that the PCs elect a new leader, 17% recommended a change in policies and the pursuit of a merger with the Canadian Alliance (CA) and 15% recommended that the PCs should continue the course with Joe Clark as the party leader. Twenty-nine percent of Canadians were unsure.

“Canadians believe the best chance to increase voter appeal for the PCs is through a leadership change,” stated Nikita Nanos, Managing Director of SES Research.

“Importantly, the mood for leadership change is strongest in Atlantic Canada (48%) and Ontario (47%). These two areas are critical to the Tories because one region represents their strength and the other is critical to any PC renewal.”

Merger with the CA and/or moving to the right is clearly a non-starter among voters. According to Nanos, “the message seems clear -- the PCs should not compromise their principles or concern themselves with the CA, their primary objective should be to have a leader which appeals to Canadians who can make that critical breakthrough in Ontario and Quebec.”

Current SES polling among decided voters puts the federal Liberals at 46% (down 3%), the Canadian Alliance (CA) at 18% (down 1%), the Progressive Conservatives (PC) at 12% (down 4%), the NDP at 12% (up 2%) and the Bloc at 8% nationally (up 2%). Support for other parties came in at 4%. Overall, 24% of Canadians were undecided.

“The fact that federal Liberal numbers have not significantly dropped in the face of an open schism between Chrétien and Martin demonstrates that potentially soft and



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disaffected Liberals supporters do not know where to move to register their displeasure,” noted Nanos.

SES’ National Omnibus Survey is conducted quarterly. It is based on a random telephone sample of 1,000 Canadians, 18 years of age and older conducted between July 26<sup>th</sup> and August 1<sup>st</sup>, 2002. The margin of accuracy for the survey of 1,000 Canadians is 3.1 percentage points, plus or minus, 19 times out of 20. Validation of the demographic profile of respondents indicates that the poll is a fair representation of the Canadian voting populace.

Established in 1987, SES Canada Research Inc. is a full service marketing and public opinion research firm with offices in Toronto and Ottawa.

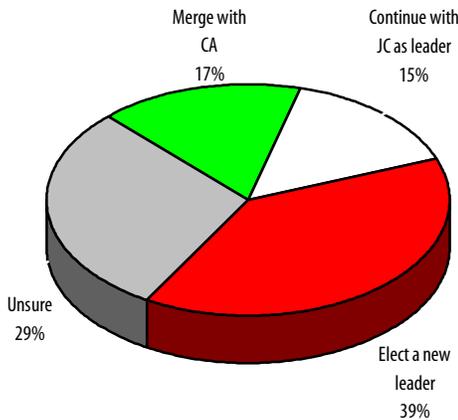
For a detailed review of the survey tables, please visit the SES Research website at <http://www.sesresearch.com>.

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**FUTURE DIRECTION OF PCs  
(N=1,000)**



**COMMENTARY**

Canadians, by a comfortable margin, believe that the best way for the Progressive Conservative Party of Canada to increase party appeal would be to elect a new leader. Voters in Ontario and Atlantic Canada had a greater appetite for a PC leadership change, while CA supporters and voters in Western Canada were more likely to recommend that the PCs change their policies and merge with the CA.

One could conclude from the polling data that Canadians do not wish the PCs to significantly change their policies or to merge with the CA. Merging with the CA is clearly a non-starter outside of the West.

**THE QUESTION**

Thinking of the PC Party of Canada and its future, do you think the best way to increase its appeal to Canadians would be to . . . . .[rotate options]

- Continue on its current course with Joe Clark as the party leader
- Elect a new leader with a fresh vision for Canada
- Change PC policies and pursue a merger with the Canadian Alliance

Target Groups (+/- index score)	Stay course with JC	Elect a new leader	Change policies/merge with CA	Unsure
<b>Atlantic</b>	-1	+9	-10	+2
<b>Quebec</b>	+7	-1	-6	0
<b>Ontario</b>	-3	+8	-6	+2
<b>West</b>	-2	-9	+12	-1
<b>Men</b>	+3	0	+4	-7
<b>Women</b>	-2	0	-5	+7
<b>18 to 29</b>	+8	-11	-4	+8
<b>30 to 39</b>	+6	+3	-3	-6
<b>40 to 49</b>	-5	+6	-2	+1
<b>50 to 59</b>	-5	+4	+2	-1
<b>60 plus</b>	-5	-2	+6	0
<b>Liberal voters</b>	+8	+6	-9	-6
<b>CA voters</b>	-7	-12	+39	-21
<b>PC voters</b>	+4	+13	-2	-15
<b>NDP voters</b>	-2	+7	-11	+5
<b>BQ voters</b>	+9	+11	-14	-6
<b>Undecided</b>	-10	-14	-2	+26

Note: Plus/minus index scores are based on the difference between the sub-group and the sample average. For example the +9 score noted above in Atlantic would indicate that Atlantic Canadians are 9% more likely to recommend a PC leadership change compared to the national average. Readers should focus on scores greater than +/-5.

**THE METHODOLOGY**

Between July 26<sup>th</sup> and August 1<sup>st</sup>, 2002, SES conducted a total of 1,000 telephone interviews across Canada with eligible voters as part of the SES National Quarterly Omnibus. Aggregate results of the survey are accurate ± 3.1%, 19 times out of 20.

Validation of the demographic profile of respondents indicates that the poll is a fair representation of Canadian voters.

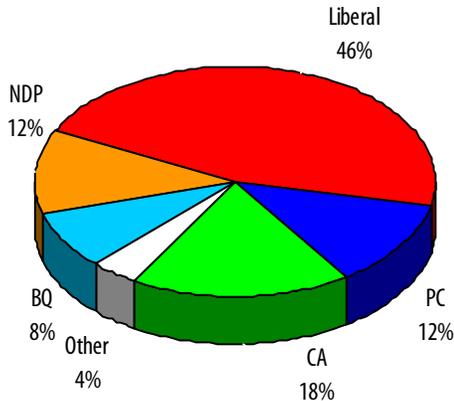
**ABOUT SES**

Established in 1987, SES Canada Research Inc. is a full service public opinion research and management consulting firm.

In order to maximize turn-around time and increase efficiency, SES has a 110-line call centre complete with a predictive dialer. 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.

For more information on our full range of services please visit our website [www.sesresearch.com](http://www.sesresearch.com) or contact: Mr. Nikita Nanos at (613) 234-4666 ext.400 or [nnanos@sesresearch.com](mailto:nnanos@sesresearch.com)

### THE BALLOT (committed voters only)

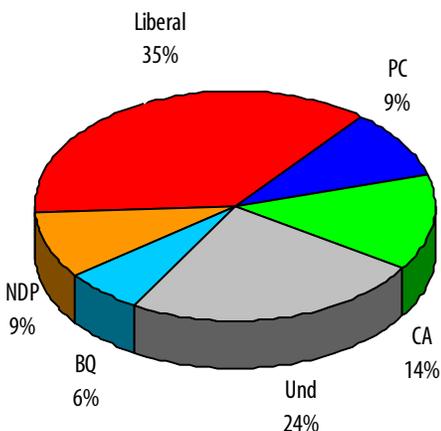


### Decided (%) Jul-02 Apr-02 2000\*

Liberal	▼	46.4	49.0	40.8
CA	▼	17.8	19.0	25.5
PC	▼	12.1	16.1	12.2
NDP	▲	11.6	9.7	8.5
BQ	▲	8.2	6.3	10.7

\* Federal Election

### THE BALLOT (all)



### THE METHODOLOGY

Between July 26<sup>th</sup> and August 2<sup>nd</sup>, 2002, SES conducted a total of 1,000 telephone interviews across Canada with eligible voters as part of the SES National Quarterly Omnibus. Aggregate results are accurate  $\pm 3.1\%$ , 19 times out of 20.

Validation of the demographic profile of respondents indicates that the poll is a fair representation of Canadian voters.

### Target Groups (+/- index score)

Target Groups	LIB	CA	PC	NDP	BQ	Und
Atlantic	+6	-1	+11	+4	-6	-14
Quebec	+8	-12	-5	-3	+19	-6
Ontario	+13	-8	0	-3	-6	+4
West	-18	+15	+1	+3	-6	+5
Men	+4	+4	-2	0	0	-5
Women	-3	-5	+3	-1	+1	+5
18 to 29	+1	-3	-6	0	0	+6
30 to 39	+3	-5	+2	0	+1	+1
40 to 49	+7	+6	0	-1	-2	-10
50 to 59	-4	+3	+4	+2	-3	-2
60 plus	-8	-2	+2	-1	+4	+5

Note: Plus/minus index scores are based on the difference between the sub-group and the sample average. For example a +19 score for the BQ in Quebec would indicate that their support is 19% higher in Quebec than the national average. Considering the sample size of 1,000 voters, readers should focus on score of +/-5 or greater.

### COMMENTARY

A review of the SES polling data would indicate that the Liberals continue to have almost a 30 point lead over the opposition parties. Liberal support continues to exceed that registered in the last federal election by six percentage points.

The fact that federal Liberal numbers have not significantly dropped in the face of an open schism between Chrétien and Martin demonstrates that potentially soft and disaffected Liberals supporters do not know where to move to register their displeasure.

Generally, the Liberals do not perform as well in the West as they do in the rest of Canada and the CA support in Quebec is below their national average. Currently, almost one of every four eligible voters is undecided.

Over the past three months both the NDP and the BQ have managed to post some gains in support.

### ABOUT SES

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