



# Media Release

## Liberal Lead Not All Sunshine Grit Voters Likely to Turn to PCs and NDP

Ottawa – May 30, 2003 – A national survey of Canadians released by polling firm SES Canada Research Inc. and the Sun Media Group indicates that the two federal parties with leadership races realized a small bump in support. The governing Liberals managed to increase their support from 48% to 52% over the past 90 days. Likewise, the federal Progressive Conservatives realized a marginal increase in support from 16% to 18%. The same poll asked Canadians identify their second ranked voting preference. Polling indicates that Liberal voters would most likely switch to the PCs or the NDP.

Current SES polling among decided voters puts the federal Liberals at 52% (up 4%), the Progressive Conservatives (PCs) at 18% (up 2%), Canadian Alliance (CA) at 12% (down 1%) the NDP at 10% (down 4%), the and the Bloc Quebecois at 7% (no change). Fourteen percent of Canadians were undecided in the most recent wave of SES polling.

“The Liberals continue to have a stranglehold on the electorate. The most recent increase in support for the Liberals is most likely a result of the fact that Canadians now see the Liberal leadership race in earnest and are anticipating a change in leadership,” stated Nikita Nanos, President of polling firm SES Canada Research Inc.

When committed Liberal voters (N=437) were asked to identify their second choice, the PCs came on top at 28%, followed by the NDP at 25%, the Canadian Alliance at 9% and the BQ at 4%. Thirty-four percent of committed Liberals said they had no second choice.

“Among Liberal voters, the PCs and the NDP are the clear second choice,” noted Nanos, “In the next federal election, the governing Liberals may be victim to vote splitting similar to the by-election in Perth Middlesex. In traditionally conservative rural areas in Ontario, for example, NDP growth at the Liberals’ expense will help the PCs. Conversely, PC growth in urban areas may assist the NDP in making a breakthrough.”

The Liberals lead in all regions of the country. The PCs are second in Atlantic Canada and Ontario, the CA is second in the West and the BQ is second in Quebec.



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SES's National Omnibus Survey is conducted every three months. It is based on a random telephone sample of 1,000 Canadians, 18 years of age and older and was conducted between May 13<sup>th</sup> and May 23<sup>rd</sup>, 2003. The margin of accuracy for the aggregate survey results is 3.1 percentage points, plus or minus, 19 times out of 20. Within the larger sample sub-groups may have a wider margin of accuracy. Validation of the demographic profile of respondents indicates that the poll is a fair representation of the Canadian populace.

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

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

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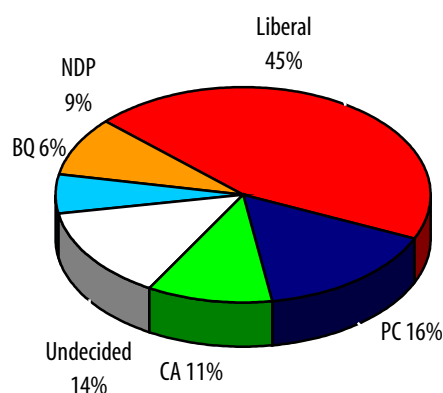
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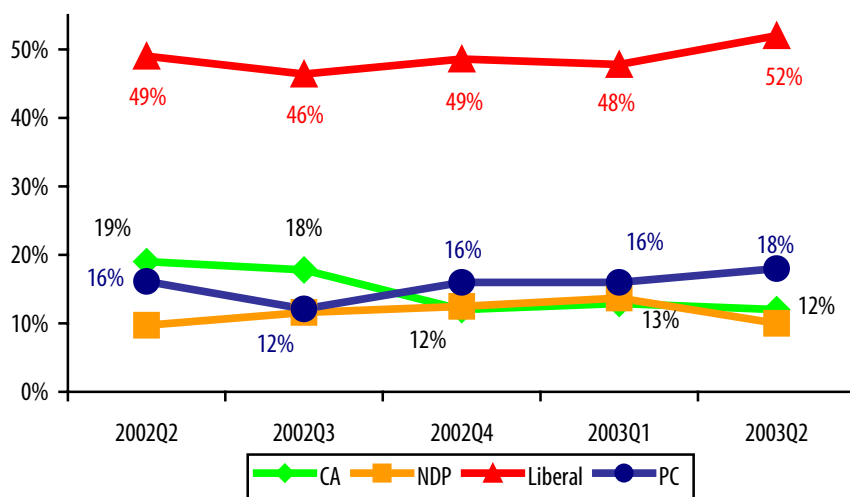
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# Canadian Federal Politics – The Ballot

## THE BALLOT (committed & undecided)



## LONGITUDINAL BALLOT TRACKING (committed only)



## COMMENTARY

The Liberals continue to enjoy a consistent 30 point margin over their nearest challenger. As the Liberals Leadership Race has begun in earnest the Liberals have realized a marginal increase in support from 48 to 52 per cent. Likewise, the PCs, who are also undergoing a leadership race posted a minor 2 per cent improvement in their support nationally.

Support for the Canadian Alliance remains at a level consistent since the fourth quarter of 2002 at 12%. This contrasts with the NDP who have posted a drop of four percentage points from 14% to 10% over the past 90 days.

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

	LIB	CA	PC	NDP	BQ	Und
Atlantic	-2	-10	+10	0	-6	+7
Quebec	+4	-9	-11	-3	+19	0
Ontario	+2	-5	+6	+1	-6	0
West	-5	+12	-1	+1	-6	-1
Men	+1	+2	-1	-1	0	-1
Women	-1	-3	+1	0	0	+2
18 to 29	+2	-4	-1	-3	+1	+4
30 to 39	0	-3	+1	+1	0	0
40 to 49	+1	+1	-4	+1	+1	-1
50 to 59	+1	+1	0	+1	-1	-3
60 plus	-5	+3	+3	-3	0	+1

Note: Plus/minus index scores are based on the difference between the sub-group and the sample average. For example a +10 score for the PCs in Atlantic Canada would indicate that their support is 10% higher in Atlantic Canada than the national average. Considering the sample size of 1,000 voters, readers should focus on scores of +/-5 or greater.

## THE METHODOLOGY

Between May 13<sup>th</sup> and May 23<sup>rd</sup>, 2003, 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.

## 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

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