



# Media Release

## Support Up for Parties Undergoing Leadership Change Martin Gets Green Light – Canadians Want PC Renewal

Ottawa, November 10, 2002 - A national survey of Canadians released by polling firm SES Canada Research Inc. indicates that support for federal parties undergoing a leadership change (Liberal, NDP and Progressive Conservative) is increasing.

Current SES polling among decided voters puts the federal Liberals at 49% (up 3%), the Progressive Conservatives (PCs) at 16% (up 4%), the NDP at 13% (up 1%), the Canadian Alliance (CA) at 12% (down 5%) and the Bloc Quebecois at 7% (down 1%). Support for other parties came in at 4% and 19% of Canadians were undecided.

The federal Liberals continue to have more than a 30 point lead over the opposition parties. Of concern to the CA should be the downward trend in support since the election of Stephen Harper as their party leader (CA support April 2002 – 19%, CA support July 2002 – 18%, CA support October 2002 – 12%). “Stephen Harper has been the victim of bad timing,” stated Nikita Nanos, Managing Director of SES Canada Research Inc. “The CA leadership took a ‘media’ back seat to the Ontario PC leadership, and now the CA is faced with leadership races in three of the five federal parties. This effectively puts the Harper-led Alliance in a tough spot as they try to compete for media attention.”

In the same poll, 62% of Canadians believed Liberal Paul Martin deserved a chance to be Prime Minister while only 23% felt that he was too old and should retire and 16% were unsure. “This is yet another green light for Paul Martin”, noted Nanos. “Martin’s age is clearly a non-starter at this time. Until he is juxtaposed against new and potentially younger opposition leaders age is not a factor for the average Canadian.”

The poll also had some good news for the Tories. One of every two Canadians (49%) believed that the time was right for the federal PCs to renew themselves and to become a major political force again. 30% of Canadians considered the PCs a spent force unfit to govern while 21% of voters were unsure. “With an potential accessible base of every ten Canadians, the PCs are well positioned,” said Nanos.



# Media Release

Overall, the polling results may be a precursor to a larger trend according to Nanos.

“Since 1993, the Canadian political landscape has been influence by new parties which tapped into voter disaffection with the central government, namely the Canadian Alliance (previously the Reform Party) and the Bloc Quebecois. With both of these new federal parties flat in the polls, Canadians may be turning to their traditional parties for change and renewal.”

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 October 25<sup>th</sup> and November 3<sup>rd</sup>, 2002. 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 with offices in Toronto and Ottawa.

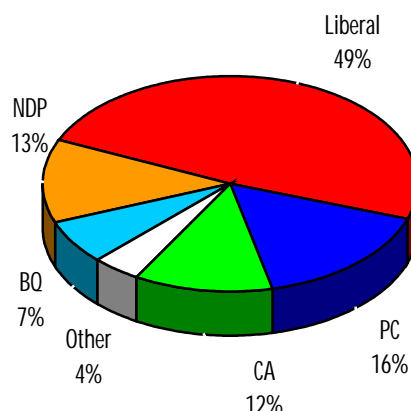
For a detailed review of the survey tables, please visit the SES Research website at <http://www.sesresearch.com> and visit our on-line polling library.

-30-

Media inquiries:

Nikita Nanos, Managing Director  
SES Canada Research Inc.  
100 Sparks Street, Suite 1001  
Ottawa, Ontario  
(613) 234-4666  
[nnanos@sesresearch.com](mailto:nnanos@sesresearch.com)

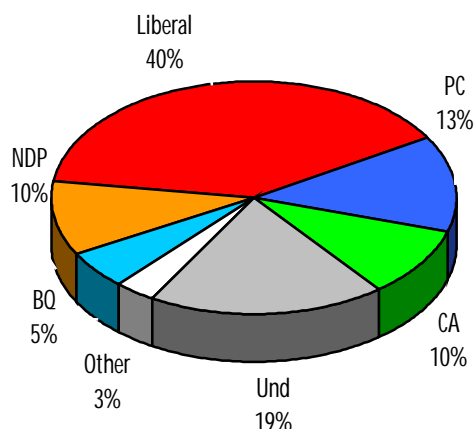
## THE BALLOT (committed voters only)



### Decided (%) Oct-02 Jul-02 Apr-02

Liberal	▲ 48.6	46.4	49.0
CA	▼ 12.0	17.8	19.0
PC	▲ 16.2	12.1	16.1
NDP	▲ 12.5	11.6	9.7
BQ	▼ 6.6	8.2	6.3

## THE BALLOT (all)



## THE METHODOLOGY

Between October 25<sup>th</sup> and November 3<sup>rd</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)

	LIB	CA	PC	NDP	BQ	Und
Atlantic	+9	-5	+7	-1	-5	-1
Quebec	-3	-9	-7	-7	+16	+11
Ontario	+9	-5	+3	0	-5	-3
West	-7	+11	0	+5	-5	-5
Men	+1	+2	0	0	+1	-4
Women	0	-3	+1	0	-1	+5
18 to 29	+1	-3	-2	0	+2	+3
30 to 39	+2	+2	-1	+2	+1	-6
40 to 49	-1	+1	+6	0	+1	-5
50 to 59	-4	-2	-3	+1	-4	+10
60 plus	+3	0	0	-3	0	+2

Note: Plus/minus index scores are based on the difference between the sub-group and the sample average. For example a +9 score for the Liberals in Atlantic Canada would indicate that their support is 9% higher in Atlantic Canada than the national average. Considering the sample size of 1,000 voters, readers should focus on score of +/-5 or greater.

## COMMENTARY

Over three successive waves of research, SES polling data would indicate that the Liberals continue to have a 30 point lead over the opposition parties. The height of the Liberal leadership crisis in July only resulted in a three point drop in support.

Of concern for the Canadian Alliance is a downward trend in support since the selection of Stephen Harper as their leader. Over the past six months, the CA have realized a drop of 7% in support. With the exception of Western Canada, the CA trails the Progressive Conservatives in Atlantic Canada, Quebec and Ontario.

The downward trend for the CA has likely been exacerbated by the resignations of the leaders of the Liberal, PC and New Democratic Parties respectively. Over the last 90 days all three federal parties undergoing a leadership change have increased in popularity. The last wave of longitudinal tracking by SES was conducted in the summer of 2002 before the resignations of Jean Chretien and Joe Clark.

Since the summer wave of SES polling the percentage of Canadians who are undecided has dropped from 23% to 19%.

## ABOUT SES

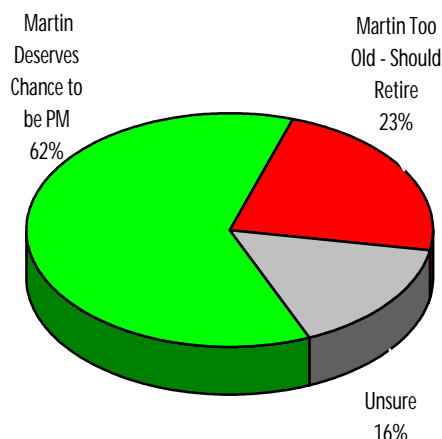
Established in 1987, SES Canada Research Inc. is a full service public opinion research and management consulting firm.

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)

## Paul Martin as PM (N=1,000)



## COMMENTARY

A solid majority of Canadians believe that Paul Martin has served Canada well and deserves a chance to be Prime Minister.

This is effectively a "green light" from the average voter for the Martin Camp. At this point in time, age is not an issue among Canadians.

Readers should note that if Paul Martin wins the leadership and is juxtaposed against a number of younger opposition party leaders his age may become an issue.

At this point, in the absence of "younger counterpoints" age is not an issue among Canadians.

## THE QUESTION

Some people think that [ROTATE OPTIONS] Liberal Paul Martin has served the Canadian people well and deserves a chance to be Prime Minister. Other people think that because he will be 65 years old next year, that he is too old to be Prime Minister and should retire. Which of these two views best reflects your personal opinion.

Target Groups (+/- index score)	Martin Deserves Chance to be PM	Martin Too Old – Should Retire	Unsure
Atlantic	+5	+1	–7
Quebec	–2	+4	–4
Ontario	–2	–1	+3
West	–1	–3	+1
Men	0	+3	–4
Women	0	–3	+3
18 to 29	+5	–5	–1
30 to 39	–9	+2	+5
40 to 49	–2	+1	+2
50 to 59	+3	+1	–5
60 plus	+3	–1	–2
Liberal voters	+7	–3	–5
CA voters	–3	+7	–5
PC voters	+1	+1	–3
NDP voters	–12	–3	+15
BQ voters	–17	+15	+1
Undecided	–2	–2	+3

Note: Plus/minus index scores are based on the difference between the sub-group and the sample average. For example the +7 score noted above among Liberals would indicate that Liberals are 7 percent more likely to believe that Paul Martin deserves a chance to be Prime Minister compared to the national average. Readers should focus on scores greater than +/-5.

## THE METHODOLOGY

Between October 25<sup>th</sup> and November 3<sup>rd</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  $\pm$  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.

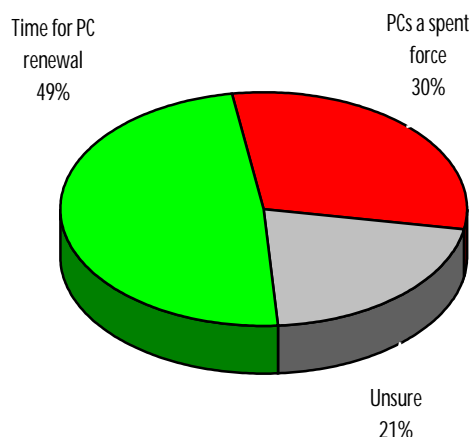
For more information on our full range of services please visit our website

[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)

## Canada – Future of PC Party of Canada

### PC Party of Canada (N=1,000)



### COMMENTARY

Overall, one of every two Canadians believe it is time for the federal Progressive Conservatives to renew and become a major political force. Another 21% are unsure about the PC renewal. With a potential accessible base of seven of every ten Canadians, polling data would indicate that the PCs are well positioned.

Even among committed CA voters, 41% believe that the time is right for the PCs to renew while 39% consider the PCs a spent force unfit to govern. Committed CA voters are split on PC renewal with four of every ten being inaccessible to the PC Party of Canada.

### THE QUESTION

As you know, since the 1993 election the federal Progressive Conservatives have not been a major force on the national political scene. Some people think that [ROTATE OPTIONS] the time is right for renewing the PCs and making them a major force again. Other people think that the PCs are a spent force and do not deserve another chance to govern Canada. Which of these two views best reflects your personal opinion.

Target Groups (+/- index score)	Time for PC Renewal	PCs a Spent Force	Unsure
Atlantic	+15	-7	-7
Quebec	-9	+8	+1
Ontario	-2	+1	+1
West	+3	-5	0
Men	-2	+6	-4
Women	+2	-5	+4
18 to 29	-6	+3	+3
30 to 39	-1	-2	+3
40 to 49	+9	-3	-6
50 to 59	-3	+2	+1
60 plus	-3	+3	0
Liberal voters	+3	+2	-5
CA voters	-8	+9	-1
PC voters	+26	-15	-11
NDP voters	-2	+6	-3
BQ voters	-7	+13	-6
Undecided	-17	-3	+20

Note: Plus/minus index scores are based on the difference between the sub-group and the sample average. For example the +15 score noted above in Atlantic would indicate that Atlantic Canadians are 15 percent more likely to believe the time is right for the PCs to renew compared to the national average. Readers should focus on scores greater than +/-5.

### THE METHODOLOGY

Between October 25<sup>th</sup> and November 3<sup>rd</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  $\pm$  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

[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)