



# Media Release

## Grits Command Canadian Political Landscape No Quick Fix for Canada's Right-wing Parties

Ottawa – November 14, 2003 – A national survey of Canadians released by polling firm SES Canada Research Inc. indicates that Paul Martin will inherit a Liberal Party firmly in command of the national political landscape. Research on the impact of the potential creation of a single Conservative Party indicates that the current Party leaders still noticeably trail the Martin-led Liberals

Current SES polling among decided voters puts the federal Liberals at 49% (up 3%), the Progressive Conservatives (PCs) at 16% (down 3%), the Canadian Alliance (CA) at 12% (down 1%), the NDP at 12% (down 3%), and the Bloc Quebecois at 10% (up 2%). Fifteen percent of Canadians were undecided in the most recent wave of SES polling.

Canadians were asked their ballot preferences under a potential single Conservative Party led by either Stephen Harper, Peter MacKay or Bernard Lord. Research indicates that at the time of the poll, support for the Martin-led Liberals would actually increase in the short term. Support for both the NDP and the BQ remained relatively static regardless of the CP leadership configuration. In a race that featured CA Leader Stephen Harper as the leader of a united Conservative Party (CP), Martin would garner 55% of the vote and Harper would garner 25% support. If PC Leader MacKay led a united Conservative Party, Martin would garner 59% of the vote and MacKay would garner 21%. If New Brunswick Premier Bernard Lord was elected leader of a united Conservative Party, Martin would garner 58% support while Lord would garner 21%.

“At this point, scenarios leading to a Martin defeat are few and far between,” stated SES President Nikita Nanos. “For Martin, he has a bright green light from the Canadian populace to move forward. His main challenge will be to manage very high expectations and to not get mired in the details and potential pitfalls of being Prime Minister.”

“There is really no quick fix for Canada's right wing parties. Although the proposed merger of the Canadian Alliance and the Progressive Conservatives into a new united Conservative Party consolidates support, there is currently no ‘white knight’ to create a



# Media Release

major breakthrough. The one consolation for Canada's right is that Martin's support and popularity is so high, it eventually has only one way to go – and that's down," according to Nanos.

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 November 5<sup>th</sup> and November 9<sup>th</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. The survey was registered with the Canadian Survey Research Council of which SES is a member.

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.

-30-

Media inquiries:

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

Visit the SES website at [www.sesresearch.com](http://www.sesresearch.com)

**SES Toronto**

401-250 Consumers Road,  
Toronto, CANADA M2J 4V6  
Phone (416) 493- 1965  
Fax (416) 493-6403

**SES Ottawa**

1001-100 Sparks Street,  
Ottawa, ON K1P 5B7  
Phone (613) 234-4666  
Fax (613) 235-1444

**SES Halifax**

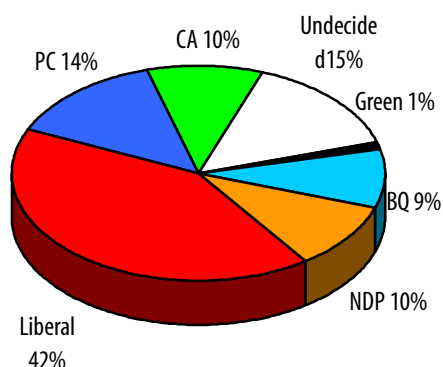
407-1959 Upper Water Street,  
Halifax, CANADA B3J 3N2  
Phone (902) 420-9523  
Fax (902) 422-2388

**SES General Mail**

Postal Station A,  
Box 5804  
Toronto, CANADA M5W 1P2  
Toll-free 1 888 737-5505

## Canadian Federal Politics – The Ballot

### THE BALLOT (committed & undecided)



### COMMENTARY

If an election were held the first week of November 2003, the Liberals would enjoy a 33 point lead over their nearest challenger. Over the past 90 days the federal Liberals have been able to increase support from 46% to 49%.

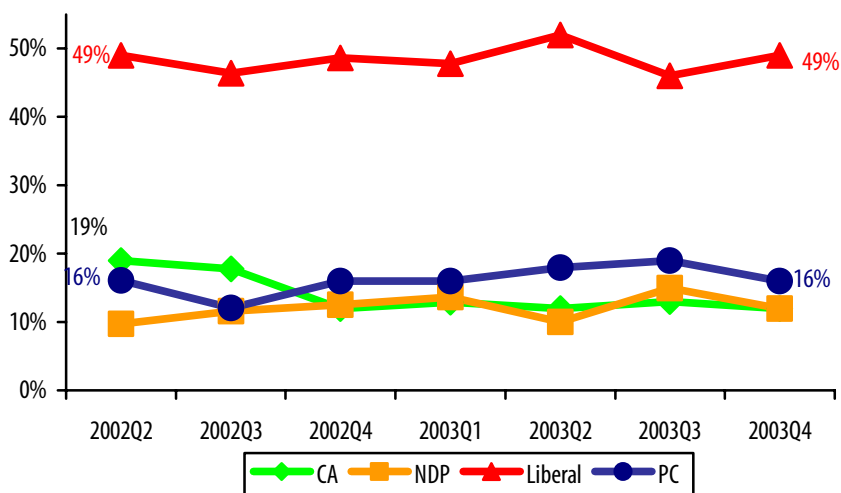
Paul Martin will inherit a Liberal Party which dominates the Canadian political landscape.

Testing of a series of ballot scenarios for the potential united Conservative Party indicates that at the time of the poll neither Harper, MacKay or Lord could unseat Paul Martin.

Canadian Alliance Leader Stephen Harper is able to post a marginally higher level of support compared to both PC Leader Peter MacKay or New Brunswick Premier Bernard Lord.

### LONGITUDINAL BALLOT TRACKING (committed only)

*Question: If a federal election was held today and [rotate] Paul Martin was the Leader of the Liberal Party, Stephen Harper the Leader of the Canadian Alliance, Gilles Duceppe the Leader of the Bloc Quebecois, Peter MacKay the Leader of the PC Party and Jack Layton the Leader of the NDP which party would you vote for?*



Ballot Scenarios	Current	Harper CP Leader	MacKay CP Leader	Lord CP Leader
Decided Voters				
Liberal/Martin	49%	55%	59%	58%
PC/MacKay	16%	---	---	---
CA/Harper	12%	---	---	---
Conservative Party (CP)	---	25%	21%	21%
NDP/Layton	12%	12%	12%	12%
BQ/Duceppe	10%	8%	9%	9%
Undecided	15%	16%	20%	21%

### THE METHODOLOGY

Between November 5<sup>th</sup> and November 9<sup>th</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

[www.sesresearch.com](http://www.sesresearch.com) or contact:

Mr. Nikita Nanos at (613) 234-4666 ext.237 or [nnanos@sesresearch.com](mailto:nnanos@sesresearch.com)