

Table 1

FEDERAL PARTIES' POPULAR SUPPORT LEVELS
– June 1997 Election to March 1998 –

	June '97*	Oct. '97	Nov. '97	Dec. '97	Jan. '98	Feb. '98	Mar. '98
(Weighted Bases: Decided Voters)	(-) (%)	(1374) (%)	(1368) (%)	(1357) (%)	(1386) (%)	(1367) (%)	(1394) (%)
CANADA							
Conservative	19	14	14	16	15	14	13
Liberal	38	44	47	45	47	49	51
NDP	11	13	11	11	10	10	11
Reform	19	18	16	17	16	17	16
Bloc Québécois	11	10	11	9	10	9	9
Other	2	2	1	1	1	1	1
BRITISH COLUMBIA							
(Weighted Bases)	(-)	(184)	(176)	(173)	(179)	(180)	(188)
Conservative	6	4	8	9	8	9	8
Liberal	28	41	37	34	36	39	46
NDP	17	12	15	12	16	16	17
Reform	41	36	38	40	39	32	26
Other	4	6	3	4	1	5	3
ALBERTA							
(Weighted Bases)	(-)	(128)	(123)	(124)	(127)	(125)	(130)
Conservative	14	20	14	13	16	15	14
Liberal	24	22	35	29	37	42	33
NDP	6	6	6	9	5	5	6
Reform	54	51	44	46	41	38	44
Other	1	1	1	3	1	-	2
MANITOBA/SASKATCHEWAN							
(Weighted Bases)	(-)	(91)	(93)	(88)	(104)	(95)	(98)
Conservative	13	13	3	9	11	11	16
Liberal	30	37	43	41	45	39	40
NDP	27	26	17	18	18	24	19
Reform	29	24	36	30	24	25	24
Other	1	1	1	2	1	1	-
ONTARIO							
(Weighted Bases)	(-)	(527)	(526)	(522)	(525)	(520)	(529)
Conservative	18	15	17	17	17	17	12
Liberal	49	55	59	60	57	55	61
NDP	10	14	12	11	11	9	12
Reform	19	14	12	12	15	18	15
Other	2	1	0	1	1	1	1
QUÉBEC							
(Weighted Bases)	(-)	(335)	(340)	(342)	(343)	(341)	(342)
Conservative	22	14	12	18	14	11	10
Liberal	36	35	39	37	39	47	48
NDP	2	6	5	6	4	4	3
Reform	-	2	1	1	1	1	1
Bloc Québécois	38	42	43	37	41	37	38
Other	1	1	0	1	1	-	1
ATLANTIC							
(Weighted Bases)	(-)	(108)	(110)	(108)	(108)	(105)	(107)
Conservative	33	22	27	24	25	26	28
Liberal	33	48	46	42	57	57	47
NDP	23	24	21	25	14	13	18
Reform	9	7	5	9	3	5	7
Other	1	0	1	0	1	-	-

* Actual June 1997 election results.

Decided Voters Only: Undecided and Refused Excluded; "leaners" included.

"Thinking of how you feel right now, if a federal election were held tomorrow, which of the following parties' candidates would you, yourself, be most likely to support –?"

Table 2

**CANADIANS' CHOICE ON WHO SHOULD REPLACE
JEAN CHAREST AS PC LEADER**

(Weighted bases)	REGION							CURRENT PARTY PREFERENCE				
	Total (1516) (%)	B.C. (198) (%)	Alberta (137) (%)	Man/Sask (106) (%)	Ontario (572) (%)	Québec (381) (%)	Atlantic (123) (%)	PC (172) (%)	Liberal (691) (%)	NDP (148) (%)	Reform (217) (%)	BQ (128) (%)
Ralph Klein, current Premier of Alberta	26	35	44	34	22	17	25	34	25	15	47	13
Joe Clark, former Conservative party leader and Prime Minister	16	18	18	14	14	18	16	14	15	26	13	19
Mike Harris, current Premier of Ontario	13	8	6	8	15	20	7	12	16	9	9	19
Gary Filmon, current Premier of Manitoba	8	7	8	21	8	6	5	7	8	13	7	7
John Crosbie, former Conservative Cabinet Minister from Newfoundland	8	9	5	1	10	4	21	11	9	9	7	6
Hugh Segal, a senior Conservative party advisor	4	3	2	2	5	5	3	5	5	5	2	3
Stephen Harper, current head of the National Citizens' Coalition	3	2	4	4	4	1	1	3	2	5	4	1
Peter MacKay, a Conservative MP from Nova Scotia	3	2	1	1	4	3	10	6	4	5	1	1
(Unsure)	18	16	15	18	25	13	8	8	17	14	9	31

"As you may have heard, there has been some talk recently about the possibility of Jean Charest leaving federal politics to run for the leadership of the Québec Liberal Party. This would mean that the federal Progressive Conservative Party would have to select a new leader to replace Mr. Charest.

"In your view, who from the following list would be the best person to replace Mr. Charest as the leader of the federal Progressive Conservative Party?...."

Table 3

IMPACT ON CANADIANS' PARTY CHOICE WITH KLEIN OFFERED AS PC LEADER

	GENERIC PARTY SUPPORT	KLEIN AS PC LEADER	IMPACT NATIONALLY
	(%)	(%)	
Conservative	13	15	+2
Liberal	51	48	-3
NDP	11	12	+1
Reform	16	13	-3
BQ	9	10	+1
Other	1	2	+1
(Undecided)	(8)	(6)	(-2)

PROFILE OF PARTIES' SUPPORT WITH KLEIN AS PC LEADER

	REGION						PARTY PREFERENCE				
	BC	Alberta	Man/Sask	Ontario	Québec	Atlantic	PC	Liberal	NDP	Reform	BQ
Conservative	16	32	17	14	5	22	64	7	3	19	1
Liberal	44	24	38	59	48	45	16	88	12	3	7
NDP	16	6	24	11	5	25	8	2	80	1	1
Reform	20	36	20	13	2	8	4	2	3	75	1
BQ	-	-	-	-	39	-	6	1	1	1	90
Other	5	2	2	1	1	-	2	-	2	1	1
(Undecided)	(4)	(2)	(6)	(6)	(6)	(8)	(-)	(1)	(1)	(2)	(-)
Net Impact on PC's	+8	+18	+1	+2	-5	-6					

"Now imagine that the following parties and leaders were running in the next federal election campaign, which one would you be most likely to vote for...?" (Parties and Leaders Read – Ralph Klein presented as PC Leader).

Table 4

**A UNITED RIGHT: VOTERS' REACTION TO
PRESTON MANNING VS RALPH KLEIN AS LEADER OF A NEW PARTY
(Impact on likelihood of supporting that party with ... as leader)**

	MANNING		KLEIN	
	(%)		(%)	
A lot more likely	7		11	
A little more likely	7		11	
A little less likely	8		6	
A lot less likely	33		13	
No difference	41		53	
(Unsure)	4		6	

	REGIONAL IMPACT											
	BC		Alberta		Man/Sask		Ontario		Québec		Atlantic	
	P.M.	R.K.	P.M.	R.K.	P.M.	R.K.	P.M.	R.K.	P.M.	R.K.	P.M.	R.K.
More likely	16	28	32	39	15	30	14	22	7	12	9	16
Less likely	43	19	26	27	40	23	42	21	42	13	47	22

	BY PARTY PREFERENCE											
	PC		Liberal		NDP		Reform		BQ			
	P.M.	R.K.	P.M.	R.K.	P.M.	R.K.	P.M.	R.K.	P.M.	R.K.	P.M.	R.K.
More likely	9	37	8	20	9	10	45	43	4	5		
Less likely	60	20	48	20	45	33	12	19	41	12		

"There has been some talk recently about the two parties to the right of the Liberal Party — the Reform Party and the Progressive Conservative Party — merging and becoming one new party. Suppose this were to happen, and (Manning/Klein) became leader of the new party. If Mr. (Manning/Klein) were leader, would you yourself be more likely to support the new party, less likely to support it, or would it make no difference in the likelihood of your supporting the new party?" (A lot or little more/less likely?)