

ALLIANCE LEADERSHIP

Two-Thirds (63%) of Canadians Say Stockwell Day Should Resign As Canadian Alliance Leader — A Quarter (25%) Say Stay On and Fight For Job As Leader

Canadian Alliance Voters Are Split — Half (45%) Say Stockwell Day Should Resign, While Half (48%) Say Stay On

Ipsos  **Reid**



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Toronto, ON – The results of a new Globe and Mail/CTV/Ipsos-Reid poll show that two-thirds (63%) of Canadians say that embattled Canadian Alliance leader Stockwell Day should resign his job as party leader, while one-quarter (25%) say that Mr. Day should stay on and fight for his job. Support for Day's resignation has increased 13 percentage points among Canadians since May 2001* (63% versus 50%). And, among decided Alliance voters' calls for Mr. Day to resign have risen 17 percentage points over same period, from 28% to 45%. Canadian Alliance voters are now divided, with only half (48%) saying the party leader should stay on and fight for his job.

These are some of the findings of a Globe and Mail/CTV/Ipsos-Reid poll conducted between July 11th and July 12th, 2001. The poll is based on a randomly selected sample of 1,000 adult Canadians. With a sample of this size, the results are considered accurate to within ± 3.1 percentage points, 19 times out of 20, of what they would have been had the entire adult Canadian population been polled. The margin

* Question asked: As you may have heard recently, a number of Canadian Alliance MP's have called for the resignation of their party leader Stockwell Day. In your opinion, should Stockwell Day [...]? Resign immediately or stay on as leader until the next party convention.

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of error will be larger within regions and for other sub-groupings of the survey population. These data were statistically weighted to ensure the sample's regional and age/sex composition reflects that of the actual adult Canadian population according to the 1996 Census data.

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With just 25% support among Canadians to stay on and fight for his job as Canadian Alliance leader, Stockwell Day faces a divided Alliance decided voter base. Two-thirds (63%) of Canadians say that Mr. Day should resign as party leader, while half (45%) of decided Alliance voters agree. Only half (48%) of decided Alliance voters think that the party's leader should stay on and fight for his job as leader. Seven in ten Liberal (71%) and PC (70%) decided voters, say that Stockwell Day should resign.

- Canadians aged 35 and older (67%) are more likely than 18 to 34 year olds (57%) to say that Stockwell Day should resign his job as party leader.
- Middle and upper income Canadians, with household incomes between \$30k and \$59k, (69%) or \$60k+ (67%), are more likely to say the party leader should resign than low income Canadians, living in households earning less than \$30k (56%).
- Highest support for Stockwell Day to stay on as leader is in Alberta at 33%.



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