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(13%), and NDP (10%)*

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*In Individual Policy Areas, Liberals Seen as the Party that  
Would Do the Best Job*



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*In Individual Policy Areas, Liberals Seen as the Party that Would Do  
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**Toronto, ONTARIO (Friday, December 20, 2002)** – Despite leadership questions and issue controversies swirling around the governing federal Liberal party, according to a new Ipsos-Reid/CTV/Globe and Mail poll released today, the Liberals (41%) are viewed as the federal party that would provide 'the best overall government for Canada'. Following far behind are the Canadian Alliance (15%), the Progressive Conservatives (13%), and the NDP (10%).

The Canadian Alliance (26%) tops the list when Canadians are asked which of the parties would provide 'the worst overall government for Canada', followed by the NDP (22%), the Liberals (19%), and the Progressive Conservatives (12%).

Asked which of the parties would do the best job in a number of key policy areas, the Liberals are the top choice for each. They are strongest in 'providing effective international relations' (47%), followed by 'promoting economic growth and creating jobs' (41%), 'ensuring Canada's national security' (40%), 'ensuring quality education' (35%), 'providing leadership that is closest to my own values' (34%), and 'protecting the environment' (32%). While still



the top choice, the Liberals are weaker in 'protecting the quality and accessibility of healthcare services' (29%), 'ensuring that we have compassionate social programs' (28%) [The NDP is statistically tied with the Liberals at 27%], 'cutting taxes' (27%), 'providing honest and trustworthy government' (26%) and 'keeping their promises' (24%).

*These are the findings of an Ipsos-Reid/CTV/Globe and Mail poll conducted between December 17<sup>th</sup> and December 19<sup>th</sup>, 2002. The poll is based on a randomly selected sample of 1,001 adult Canadians. With a sample of this size, the results are considered accurate to within  $\pm 3.1$  percentage points, 19 times out of 20, of what they would have been had the entire adult Canadian population been polled. The margin 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 Canadian population according to the 2001 Census data.*

The Liberals (41%) are viewed as the federal party that would provide 'the best overall government for Canada'. Following far behind are the Canadian Alliance (15%), the Progressive Conservatives (13%), and the NDP (10%). The Bloc Quebecois were only included in the Province of Quebec where 19% say they would provide 'the best overall government for Canada'.

- In general, the Liberals receive higher marks in Eastern Canada (Quebec 51%; Atlantic 47%; Ontario 43%) than they do in Western Canada (British Columbia 36%; Saskatchewan/Manitoba 27%; Alberta 21%). The Liberals are the top choice in all areas except Alberta (21%), where they trail the CA (38%) and in Saskatchewan/Manitoba (27%) where they are virtually tied with the CA (30%). Among age groups, the Liberals are stronger among younger (45%) Canadians when compared to older (38%) Canadians. And, not surprising 83% of decided Liberal voters feel their party would provide the best overall government for Canada.



- Opposite to the Liberals, the Canadian Alliance receives higher marks in Western Canada (Alberta 38%; Saskatchewan/Manitoba 30%; British Columbia 28%) than they do in Eastern Canada (Ontario 11%; Atlantic 8%; Quebec 4%). Men (20%) are twice as likely as women (10%) to say the CA would provide the best overall government for Canada. Meanwhile, Canadians in upper income households (19%) are more likely than their counterparts in lower (14%) or middle (12%) income households to hold this view. Among decided CA voters, 73% say their party would provide the 'best overall government for Canada. Interestingly, 9% of decided CA voters identify the Tories as the party that would provide the best overall government.
- The view of the Tories is stronger in Atlantic Canada (22%) and Ontario (18%), while it is weakest in Quebec (5%). Older (17%) Canadians are more likely than younger (10%) Canadians to view the PC's as the party than would provide the best overall government. Among PC voters, 75% hold this view, 10% say the Liberals, and 5% the CA.
- Regionally, the view that the NDP would provide the best overall government for Canada is strongest in Saskatchewan/Manitoba (16%) and British Columbia (14%), while it is weakest in Alberta (7%) and Quebec (7%). Among NDP voters, 68% hold this view, while 16% say the Liberals.
- The Bloc Quebecois were only included in the province of Quebec where they receive 19% on this statement. In comparison, the Liberals are at 51% in the province.

The Canadian Alliance (26%) tops the list when Canadians are asked which of the parties would provide 'the worst overall government for Canada', followed by the NDP (22%), the Liberals (19%), and the Progressive Conservatives (12%).

- Regionally, the CA leads the list as the party that would provide the worst overall government for Canada in Atlantic Canada (35%), Ontario (28% - statistically tied with the NDP 25%), and Quebec (26% - statistically tied with the BQ 24%). The CA is also tops the list or is statistically tied among all age groups (18 – 34: 26%; 35 – 54: 29%; 55+: 22%). This is also true among men (27% - tied with the NDP) and women (25%), as well among middle (26%) and upper (33% - NDP 29%) income households. Among decided voters, the CA is viewed as the party that would provide the worst overall government for Canada by supporters of the Green Party (48%), the NDP (39%), and the Liberals (32%).
- The NDP leads the list as the party that would provide the worst overall government in British Columbia (35%), Saskatchewan/Manitoba (26% - tied with the Liberals). They are also statistically tied with the CA in Ontario (25%, CA 28%). This is also true among younger (25% - CA 26%) and older (21% - CA 22%) Canadians as well as men (27% - CA 27%). They are also statistically tied with the CA among those in upper income households (29% - CA 33%) as the party that would provide the worst overall government for Canada. Among decided voters, Conservative supporters view the NDP (31%) as the party that would provide the worst overall government. (Among PC supporters the NDP and Liberals are tied at 31%, while the CA is at 27%.)
- The Liberals top the list as the party that would provide the worst overall government for the country by residents of Alberta (36%) and are tied in Saskatchewan/Manitoba (26%) with the NDP (26%). Among older Canadians the Liberals (24%) are in a virtual tie with the CA (22%) and the NDP (21%). The Liberals also lead the “worst” pack, along with the CA among Canadians in lower income households (25%, CA 22%). Among decided voters, the Liberals lead the list among CA voters (43%) and are in a tie among PC voters (31%) with the NDP (31%) and the CA (27%).



- The Bloc Quebecois were only included in the province of Quebec where 24% say they are the party that would provide the worst overall government for Canada.

Asked which of the parties would do the best job in a number of areas, the Liberals are the top choice for each policy areas tested. The Liberals are strongest in ‘providing effective international relations’ (47%), followed by ‘promoting economic growth and creating jobs’ (41%), ‘ensuring Canada’s national security’ (40%), ‘ensuring quality education’ (35%), ‘providing leadership that is closest to my own values’ (34%), and ‘protecting the environment’ (32%). While still the top choice, the Liberals are weaker in ‘protecting the quality and accessibility of healthcare services’ (29%), ‘ensuring that we have compassionate social programs’ (28%) [The NDP is statistically tied with the Liberals at 27%], ‘cutting taxes’ (27%), ‘providing honest and trustworthy government’ (26%) and ‘keeping their promises’ (24%).

The following are the results for each area:

- ‘Providing effective international relations’: Liberals 47%; PC 16%; CA 11%; NDP 5%.
- ‘Providing economic growth and creating jobs’: Liberals 41%; PC 15%; CA 13%; NDP 8%.
- ‘Ensuring Canada’s national security’: Liberals 40%; CA 18%; PC 16%; NDP 4%.
- ‘Ensuring quality education’: Liberals 35%; NDP 16%; CA 13%; PC 11%.
- ‘Providing leadership that is closest to my own values’: Liberals 34%; CA 17%; NDP 13%; PC 12%.
- ‘Protecting the environment’: Liberals 32%; NDP 21%; CA 12%; PC 10%.



- 'Protecting the quality and accessibility of healthcare services': Liberals 29%; NDP 21%; CA 14%; PC 11%.
- 'Ensuring that we have compassionate social programs': Liberals 28%; NDP 27%; CA 11%; PC 10%.
- 'Cutting taxes': Liberals 27%; CA 18%; PC 17%; NDP 9%.
- 'Providing honest and trustworthy government': Liberals 26%; CA 17%; NDP 14%; PC 12%.
- 'Keeping their promises': Liberals 24%; CA 15%; NDP 13%; PC 12%.

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