

NEW PC LEADER, MACKAY CONVENTION FALLOUT

Despite Public Pummelling on PC Convention, Majority of Canadians Have No Impression of Peter MacKay (66%) and are Neither More or Less Likely to Vote PC in Next Election with the New Leader (54%)

Positive (15%) versus Negative (15%) Impressions of New Leader Wash

Federal Liberals Continue to Lead with 45% of the Vote



Public Release Date: June 6, 2003 - 11:00 p.m. (EDT)

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Toronto, ON – On the heels of a controversial convention for the PC Party wherein new leader, Peter MacKay, signed a deal with maverick party candidate David Orchard, the Canadian public appear benign to the fallout this week.

Asked their impression of the new PC leader, Peter MacKay, two-thirds (66%) of Canadians say they have no impression, with the remaining third split between a positive (15%) and negative (15%) impression (4% don't know). The majority (53%) of decided PC voters alone have no impression, although the proportion of PC voters with a positive impression (33%) is nearly three times greater than the proportion with a negative impression (12%).

With Mr. MacKay as the new leader of the Progressive Conservative Party, a majority (54%) say they are neither more or less likely to vote PC in the next Federal Election. The proportion who say they are less likely (26%) to vote PC, is double those who are more likely (13%) to vote PC with Mr. Mackay as the new leader. Of decided PC voters alone, nearly half (46%) say they are more likely to vote PC, while 13% say they are less likely. Four in ten



(38%) of decided PC voters say they are neither more or less likely to vote Progressive Conservative in the next federal election with Peter MacKay as their new leader.

If a federal election were to be held tomorrow, the Liberals would win with 45% of the vote (down from 50% in April). Fifteen percent (15%) say they would vote Progressive Conservative (13% in April), 14% say they would vote Canadian Alliance (unchanged), 11% say they would vote for the New Democratic Party (10% in April), 9% say they would vote Bloc Quebecois (unchanged), and 5% say they would vote for the Green Party (4% in April).

These are the findings of an Ipsos-Reid/CTV/Globe and Mail poll conducted between June 3rd and 5th. The poll is based on a randomly selected sample of 1006 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 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.

Majority of Canadians Have No Impression of New PC Leader, Peter MacKay (66%) and are Neither More or Less Likely to Vote PC in Next Election with the New Leader (54%)

Asked their impression of the new PC leader, Peter MacKay, two-thirds (66%) of Canadians say they have no impression, with the remaining third split between a positive (15%) and negative (15%) impression. Four percent (4%) say they “don’t know.”



- The majority (53%) of decided PC voters alone have no impression, although the proportion of decided PC voters with a positive impression (33%) is nearly three times greater than the proportion with a negative impression (12%).
- One in five (19%) decided Alliance voters have a positive impression of Mr. MacKay compared to 7% of decided Bloc Quebecois voters, 9% of decided Green Party followers, 12% of decided NDP voters, and 13% of decided Liberal voters. One in five decided Alliance (20%) and decided NDP (19%) voters have a negative impression of the new leader compared to 3% of decided Bloc Quebecois voters, 14% of decided Green Party voters, and 16% of decided Liberal voters. Eight in ten (84%) of decided Bloc Quebecois voters have no impression of Mr. MacKay compared to 57% of decided Alliance voters, 64% of decided NDP voters, 67% of decided Liberal voters, and 76% of decided Green Party voters.
- Atlantic Canadians (25%) and residents of British Columbia (20%) are more likely to have a positive impression of Mr. MacKay; residents of Ontario (20%), Saskatchewan/Manitoba (19%), and Atlantic Canada (19%) are more likely to have a negative impression of the new leader; and residents of Quebec (78%) are more likely to have no impression at all.
- Older (24%) and middle-aged (14%) Canadians are more likely than their younger (7%) counterparts to have a negative impression, whereas young adults (77%) are more likely than their middle-aged (66%) and older (54%) counterparts to have no impression at all.
- Men (17%) are more likely than women (13%) to have a negative impression of the new leader.



- University graduates (20%) are more likely than others (13%) to have a negative impression of Mr. MacKay.

With Mr. MacKay as the new leader of the Progressive Conservative Party, a majority (54%) say they are neither more or less likely to vote PC in the next Federal Election. The proportion who say they are less likely (26%) to vote PC, is double those who are more likely (13%) to vote PC with Mr. Mackay as the new leader.

- Of decided PC voters alone, nearly half (46%) say they are more likely to vote PC, while 13% say they are less likely. Four in ten (38%) of decided PC voters say they are neither more or less likely to vote Progressive Conservative in the next federal election with Peter MacKay as their new leader.
- One-third of decided NDP voters (36%), decided Liberal voters (33%), decided Alliance voters (32%), and decided Green Party voters (27%) say they are less likely to vote for the Progress Conservatives in the next federal election with Peter MacKay as their leader compared to 12% of decided Bloc Quebecois voters. Eight in ten (80%) decided Bloc Quebecois voters say they are neither more or less likely to vote PC with the new leader compared to 51% of decided Alliance voters, 54% of decided Liberal voters, 53% of decided NDP voters, and 65% of decided Green Party voters. There is little difference in the proportion of Canadians who say they are more likely to vote PC by decided vote.
- Atlantic Canadians (22%) are more likely than others to say that with Peter MacKay as the new leader they are more likely to vote for the Progressive Conservatives in the next federal election. Residents of Ontario (33%), Atlantic Canada (32%), and Saskatchewan/Manitoba (30%) are more likely to say that with Peter MacKay as the new leader they are less likely to vote for the Progressive Conservatives in the next

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federal election. Residents of Quebec (65%) are more likely than others to say they are neither more or less likely to vote PC in the next federal election.

- Older (16%) and middle-aged (15%) Canadians are more likely than their younger (8%) counterparts to say that with Peter MacKay as the new leader they are more likely to vote for the Progressive Conservatives in the next federal election; older Canadians (37%) are more likely than their middle-aged (25%) and younger (19%) counterparts to say they are less likely to vote PC in the next federal election; and younger adults (67%) are more likely than their middle-aged (54%) and older (42%) counterparts say they are neither more or less likely to vote PC in the next federal election.
- Canadians with a high school diploma or less (19%) are twice as likely as their counterparts with at least some post secondary education (10%) to say they are more likely to vote for the Progressive Conservatives in the next federal election with Peter MacKay as their leader, whereas Canadians with at least some post secondary education (57%) are more likely than those with a high school diploma or less (47%) to say they are neither more or less likely to vote PC in the next federal election.
- Canadians with an annual household income of \$30,000 or less (16%) are more likely than their counterparts with an annual household income of \$60,000 or greater (10%) to say they are more likely to vote for the Progressive Conservatives in the next federal election with Peter MacKay as their leader.



Federal Liberals Continue to Lead with 45% of the Vote

If a federal election were to be held tomorrow, the Liberals would win with 45% of the vote (down from 50% in April). Fifteen percent (15%) say they would vote Progressive Conservative (13% in April), 14% say they would vote Canadian Alliance (unchanged), 11% say they would vote for the New Democratic Party (10% in April), 9% say they would vote Bloc Quebecois (unchanged), and 5% say they would vote for the Green Party (4% in April).

- Residents of Ontario (53%), Quebec (52%), and Atlantic Canada (48%) are most likely to vote Liberal; residents of Atlantic Canada (30%) and Alberta (25%) are most likely to vote PC; residents of Alberta (34%), British Columbia (28%), and Saskatchewan/Manitoba (20%) are most likely to vote Alliance; residents of Saskatchewan/Manitoba (36%) are most likely to vote NDP, 33% of Quebecers say they would vote Bloc Quebecois; and residents of British Columbia (11%) are most likely to vote for the Green Party in the next federal election.
- Older Canadians (19%) are more likely than their younger counterparts (10%) to vote Alliance in the next federal election.
- Men (17%) are more likely than women (12%) to vote Alliance in the next federal election.
- Canadians from lower income households (16%) are more likely than their counterparts from upper income households (8%) to vote NDP in the next federal election.



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