

Update on the Federal Landscape

Following the Speech from the Throne

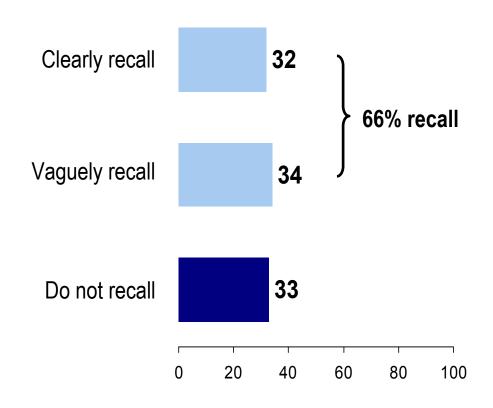
Methodology

- Telephone survey of the general public
 - ❖ 1237 interviews with a national stratified random sample of Canadians 18 years of age and older
 - ✓ Interview period: October 13 to October 17, 2004
 - ✓ National results valid within 2.8 percentage points, 19 times out of 20
 - The margin of error increases when the results are sub-divided
 - It should also be noted that the refusal rate and other measurement errors could also increase the margin of error
- All the data were statistically weighted to ensure the sample's regional, gender and age composition reflects that of the actual population of Canada according to Census data.

Speech from the Throne

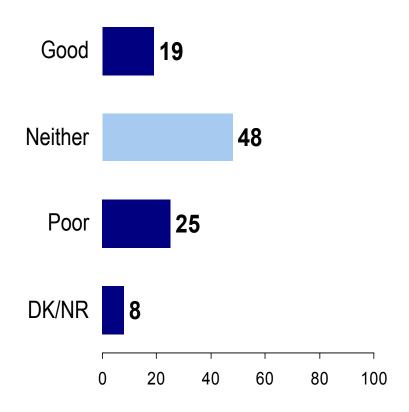
Minority clearly recall Speech from the Throne

Q: The federal government tabled its Speech from the Throne on October 5th of this year. Would you say that you clearly recall, vaguely recall or do not recall hearing about it?



Speech from the Throne receives mixed reviews

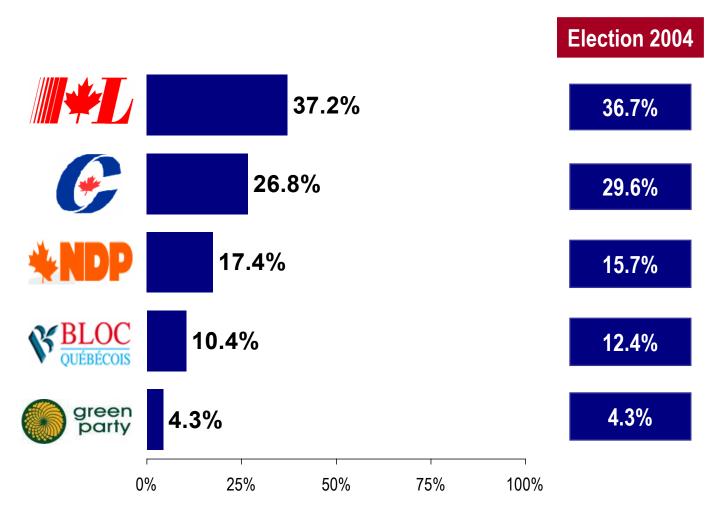
Q: Overall, how would you rate the Speech from the Throne? (Filter: clearly/vaguely recall speech)



Current Federal VotingIntentions

Federal voting intentions

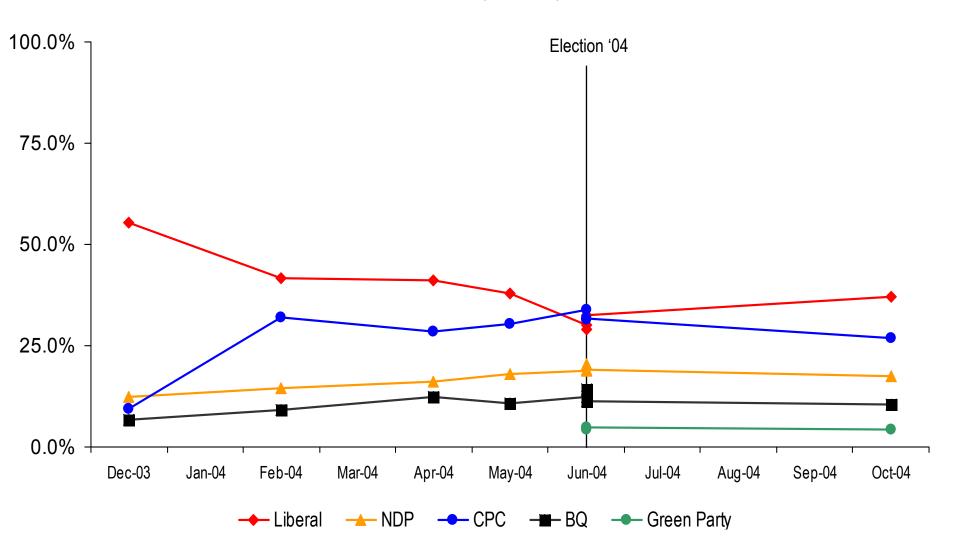
Q: If a federal election were held tomorrow, which party would you vote for?



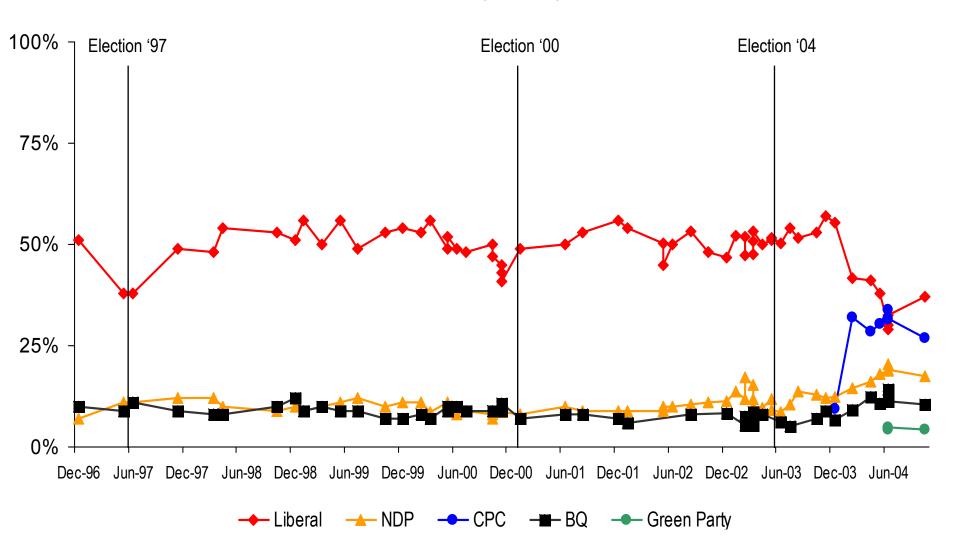
Other: 3.9%

Undecided/declined: 12.4%

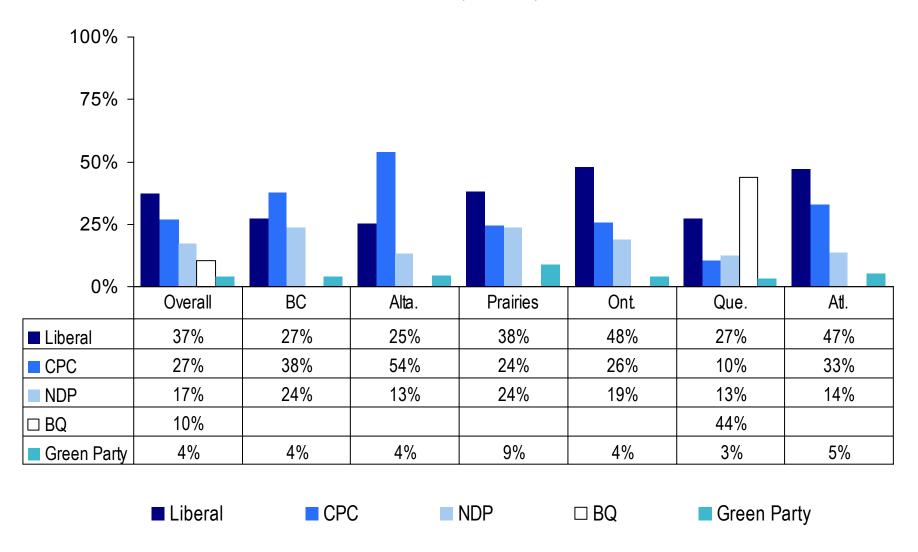
Federal voting intentions: trend since Martin became P.M.



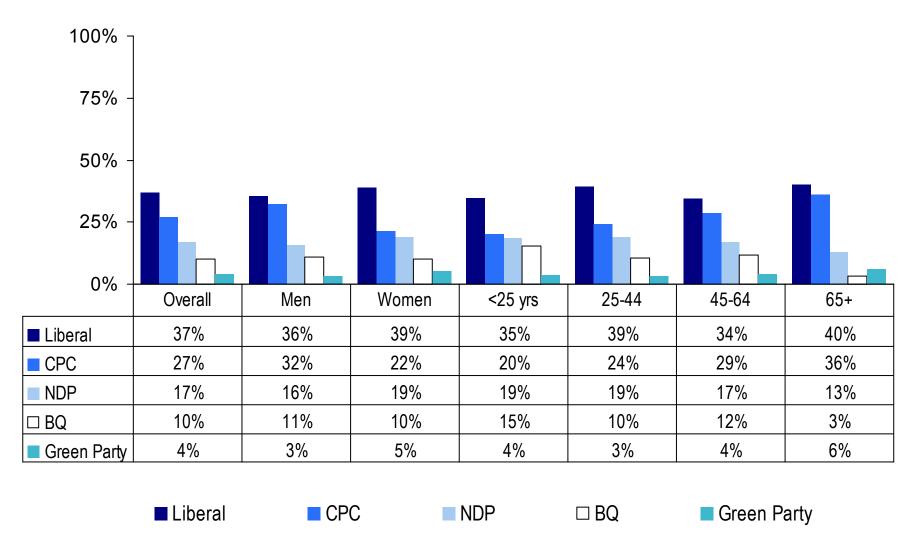
Federal voting intentions: long-term trend



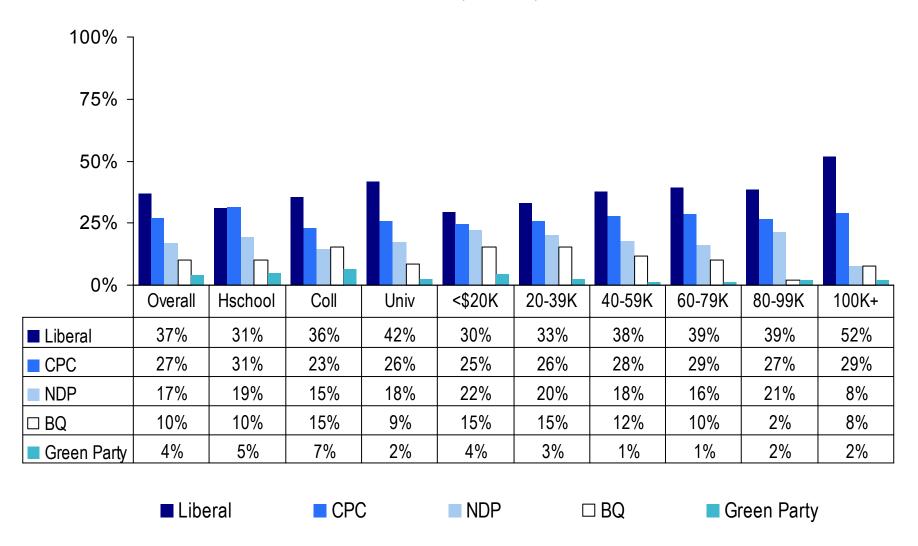
Federal voting intentions: regional



Federal voting intentions: gender and age



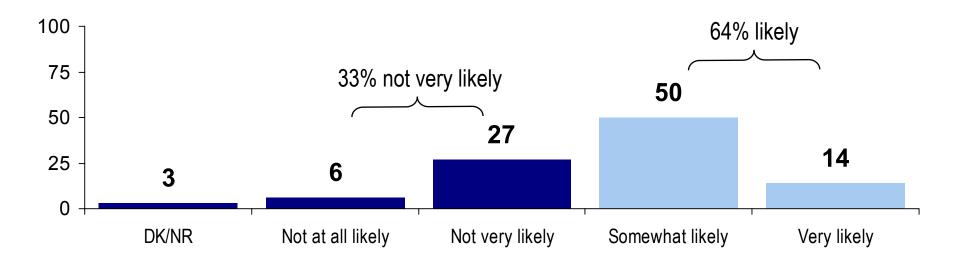
Federal voting intentions: education & income



Views on the Current Minority Status

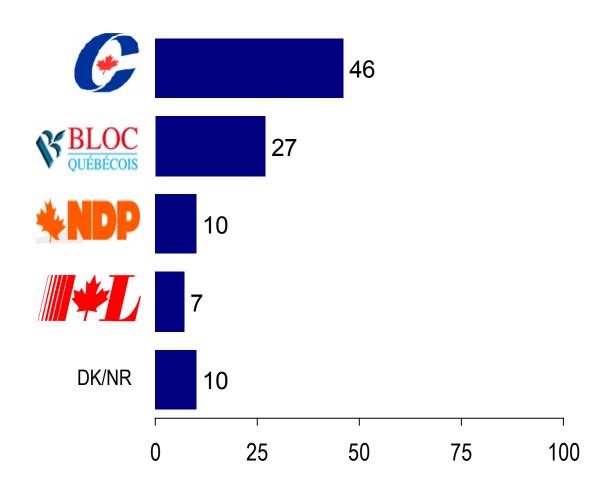
Minority government seen as tenuios

Q: Thinking about the current Parliament, which is a Liberal MINORITY government, how likely do you think it is that the Liberals will be able to hold on to power with the opposition parties holding more seats than they do?



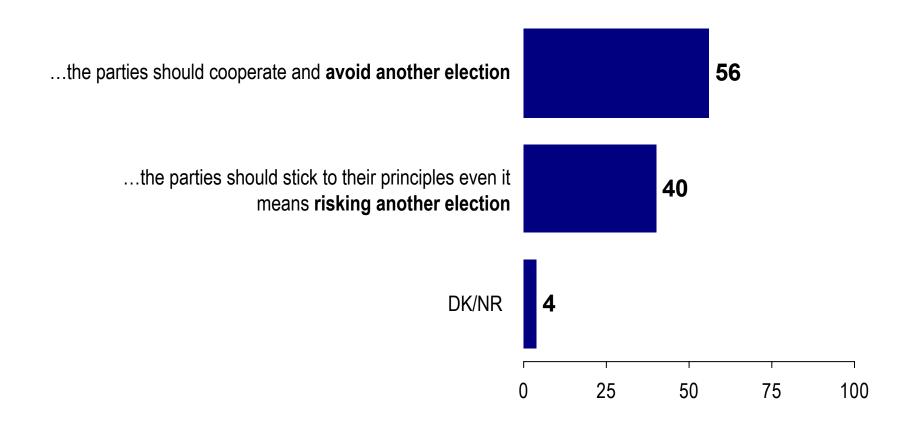
CPC seen as most likely to benefit from fall of government

Q: Which party do you think has the GREATEST interest in seeing this Parliament fail?



Canadians lean to wanting to avoid a snap election

Q: Some people say that they would be angry if this parliament failed and led us into another national election in the near future. What about you? Would you say that ...



Conclusions

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- Skeptical and relatively disengaged public showing modest approval for Liberals.
- Little real shifts since the elections.
- Speech from the Throne largely under the radar screen; overwhelming response was indifference.
 - Overall, only 12 per cent of Canadians knew of and liked the SFT
- Public not seeking a new election; would probably assign more responsibility/censure to the Conservatives who are seen as most poised to benefit.
- Medium and longer-term trends show a profound shift in Canada's political landscape: from Liberal stranglehold to a fiercely competitive political marketplace.



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