

THE TORONTO STAR



EKOS

La Presse

Update on the Political Landscape

Methodology

■ Telephone survey of the general public

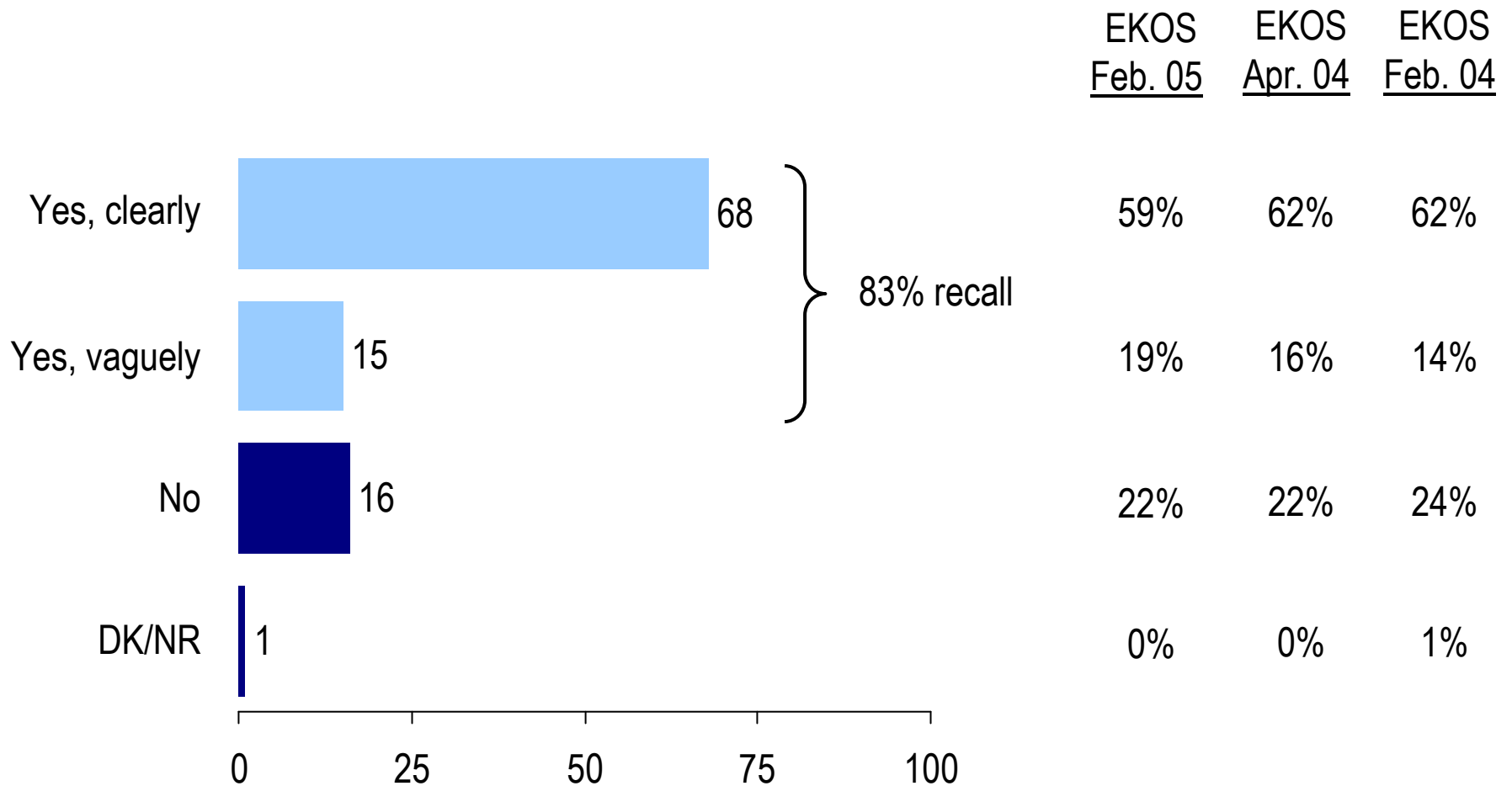
- ❖ 1125 interviews with a national random sample of Canadians 18 years of age and older
 - ✓ Interview period: April 7 - 9, 2005
 - ✓ National results valid within 2.9 percentage points, 19 times out of 20
- ❖ The margin of error increases when the results are sub-divided
- ❖ It should also be noted 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.

The Gomery Inquiry

Sponsorship controversy registering with most Canadians

Q: Do you recall hearing or seeing anything over the past year or so about the controversy over the federal government's sponsorship program?*

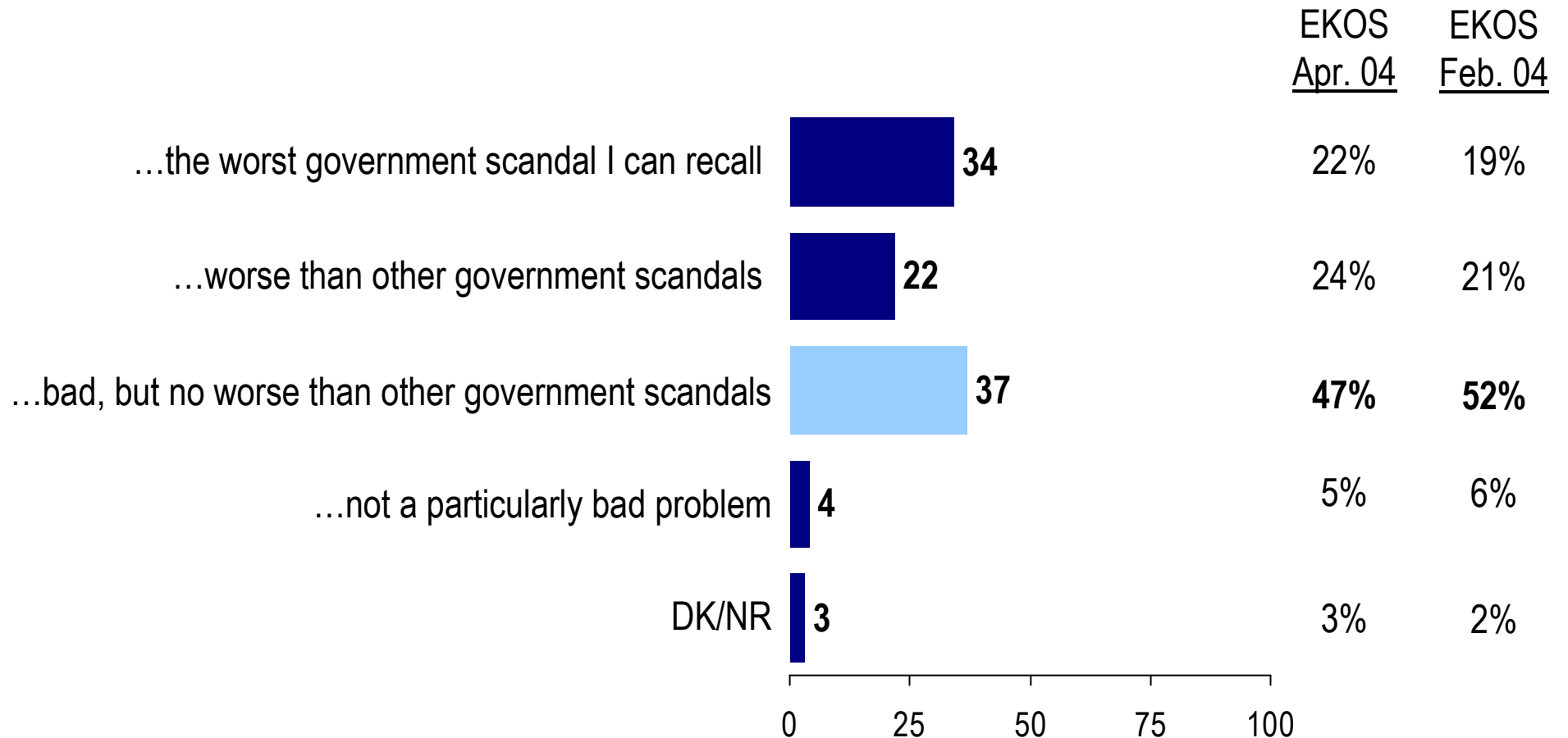


* Question wording updated since April 2004 to include "over the past year or so" timeframe

Base: All Canadians; Apr. 05 n=1125

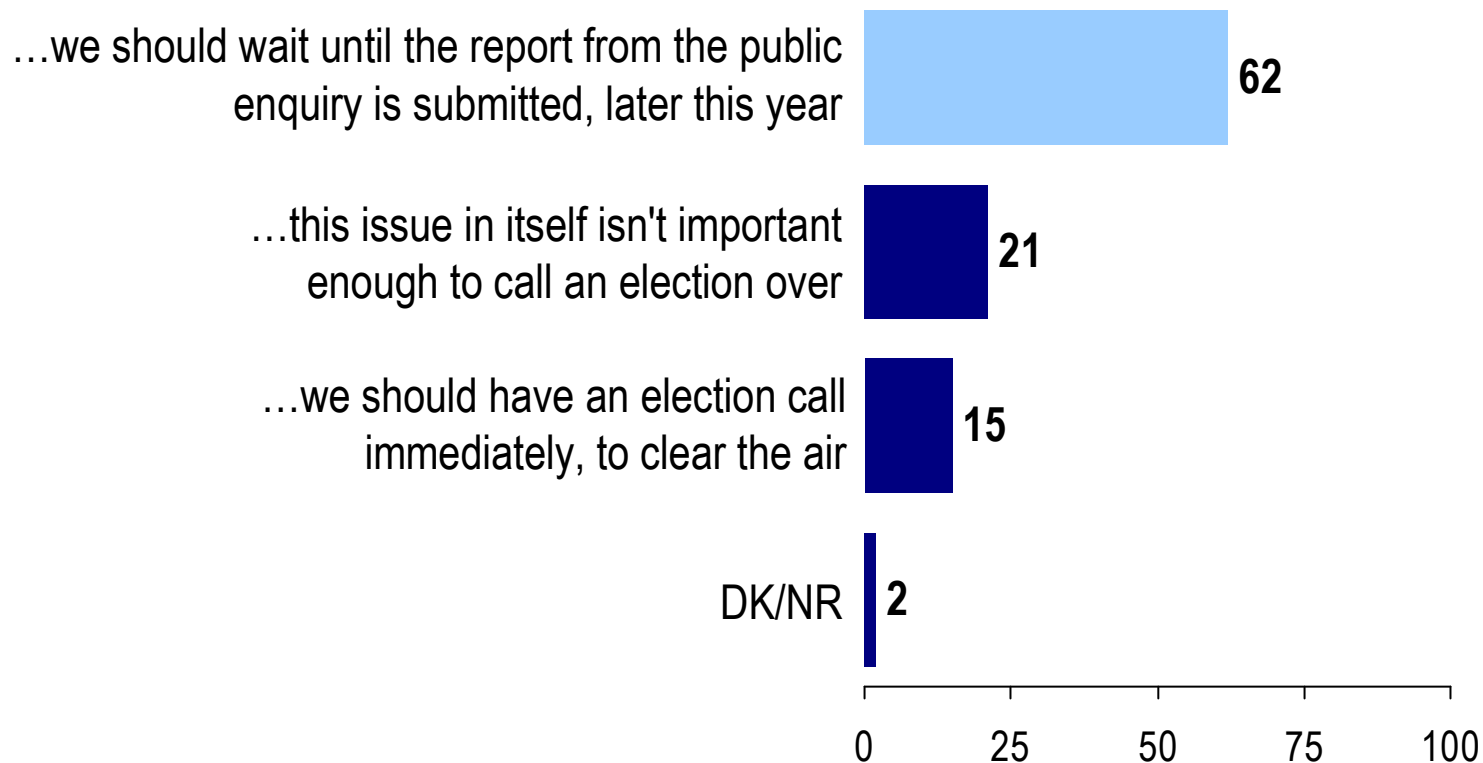
Strong lean to seeing scandal as “worst ever”

Q: Which of the following best characterizes your personal view of the sponsorship scandal? Would you say it is...



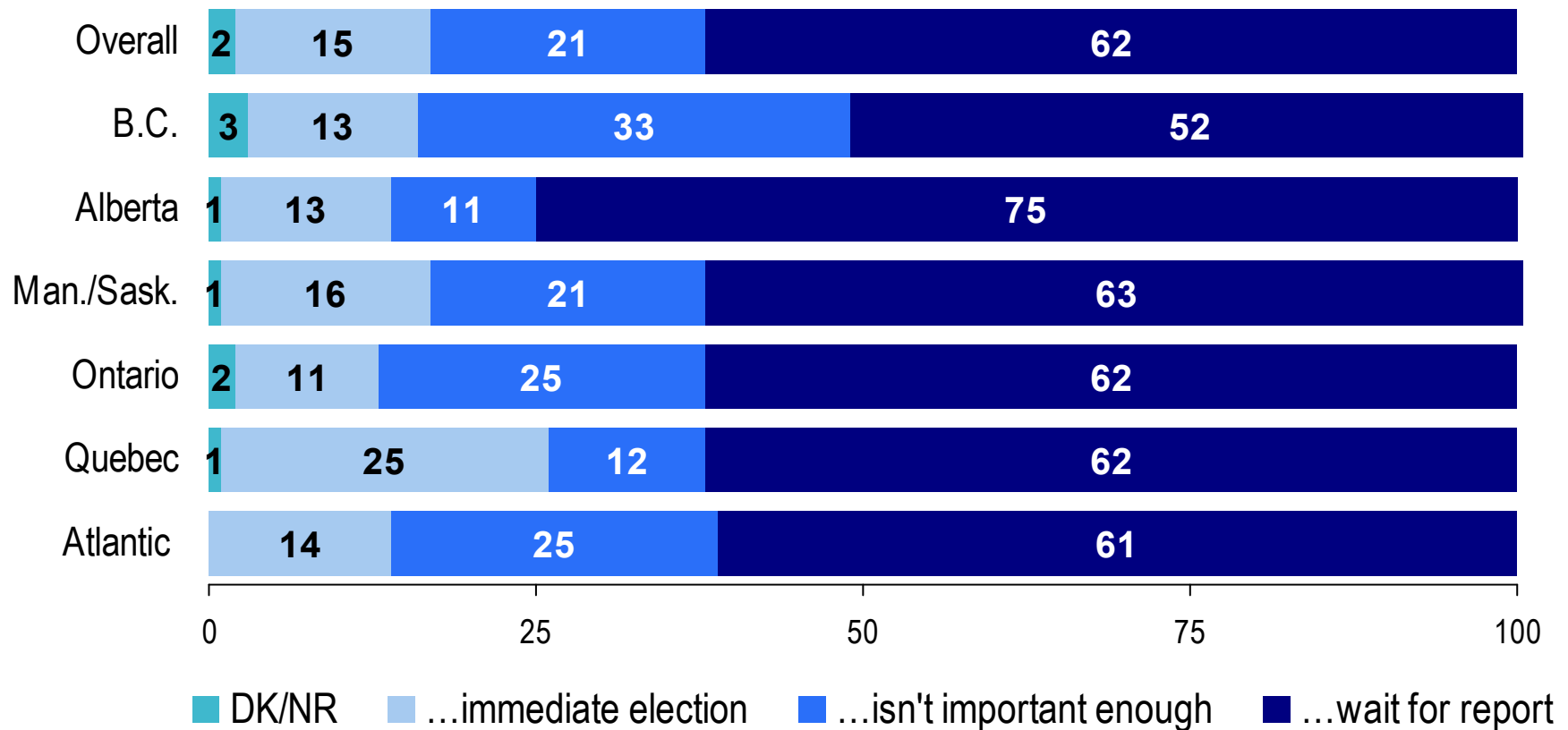
Public want to delay any election call

Q: Based on information arising from the public enquiry into the sponsorship issue there has been some media discussion of the possibility of another federal election in Canada in the near future. Do you think that . . .



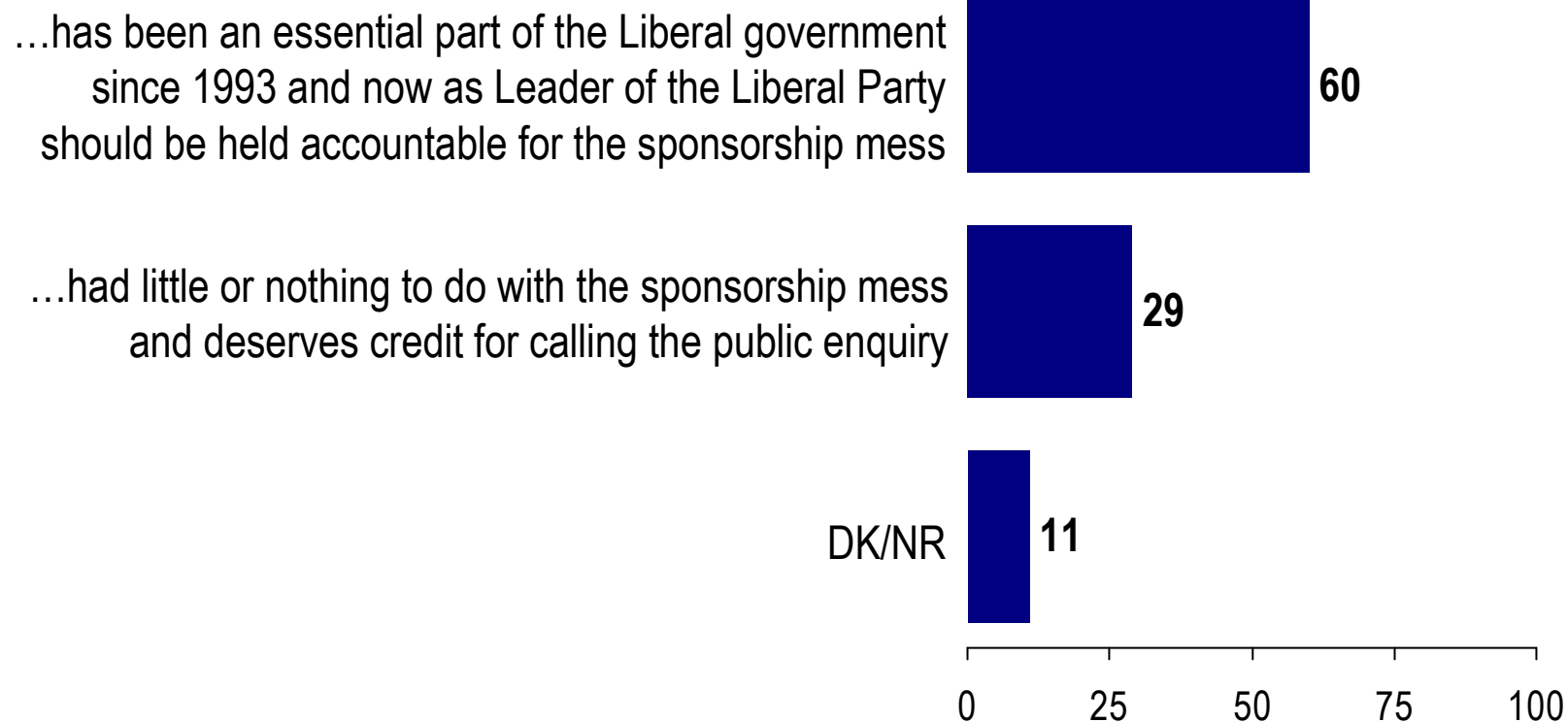
Views on election call by region

Q: Based on information arising from the public enquiry into the sponsorship issue there has been some media discussion of the possibility of another federal election in Canada in the near future. Do you think that . . .



Martin seen as accountable for sponsorship debacle

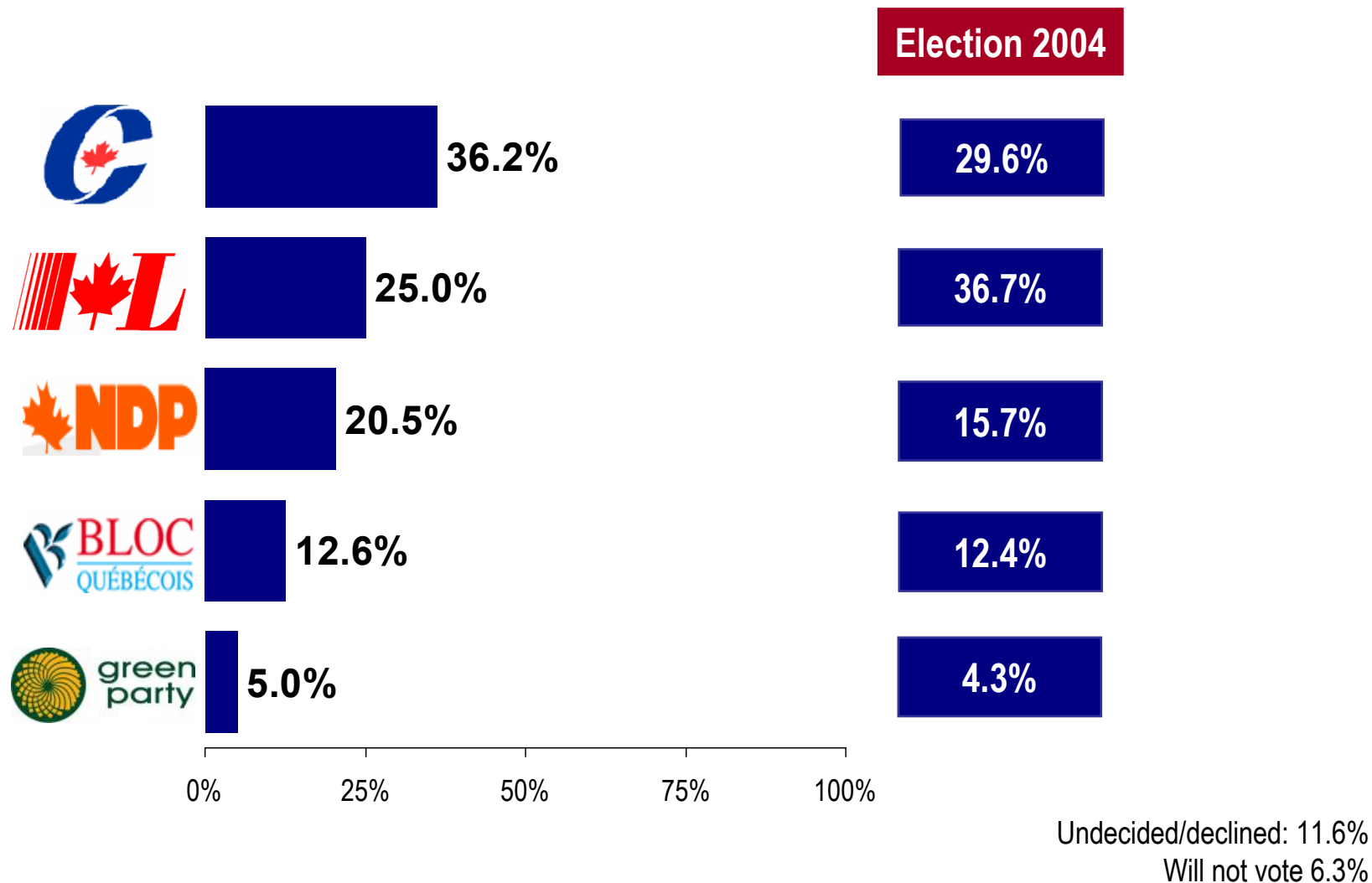
Q: Which of the following two statements is closest to your own point of view? Paul Martin...



Current Federal Voting Intentions

Federal voting intentions

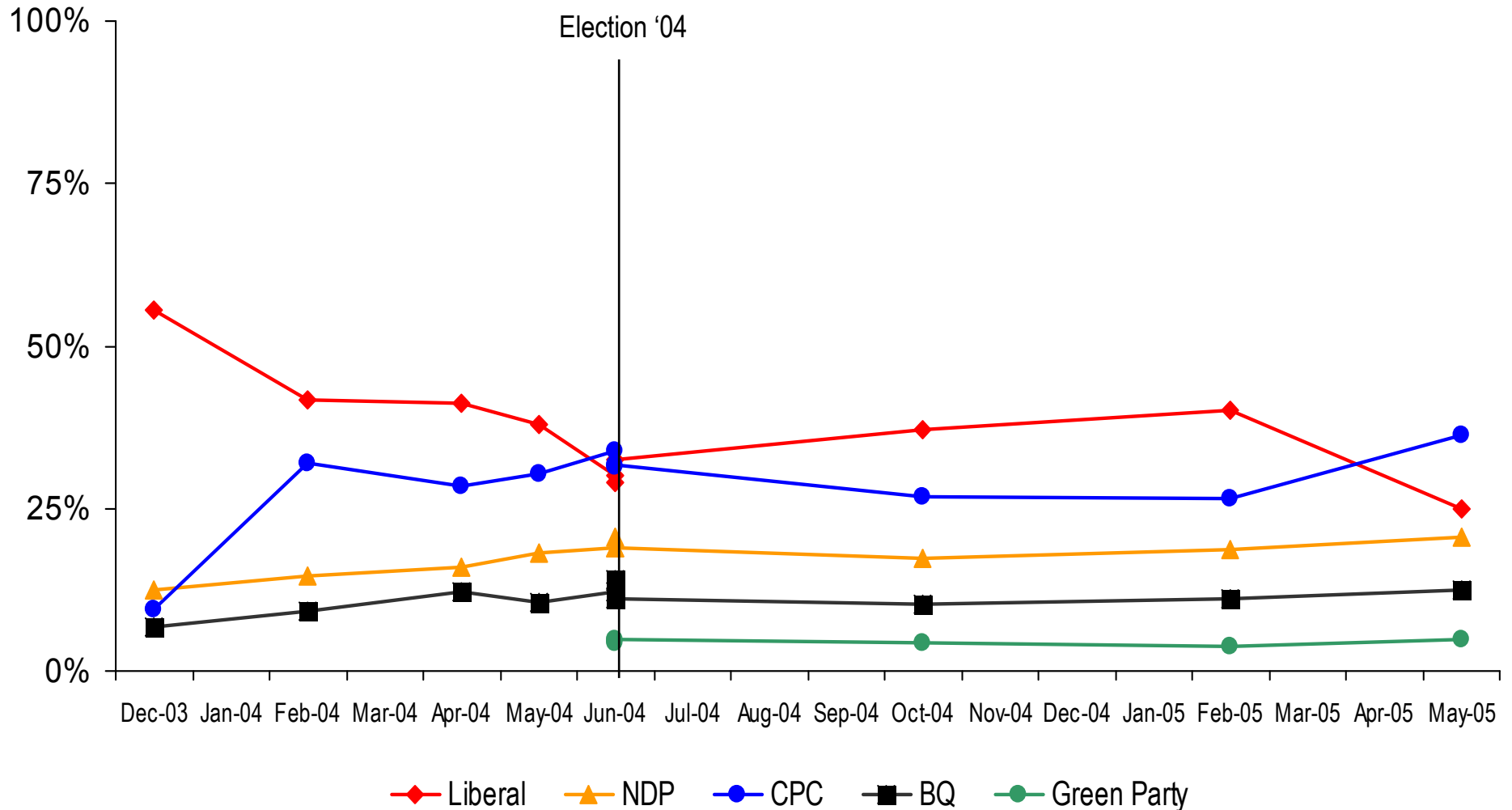
Q: If a federal election were held tomorrow, which party would you vote for?



Base: Decided voters only (includes "leaners"); Apr. 05 n=893

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

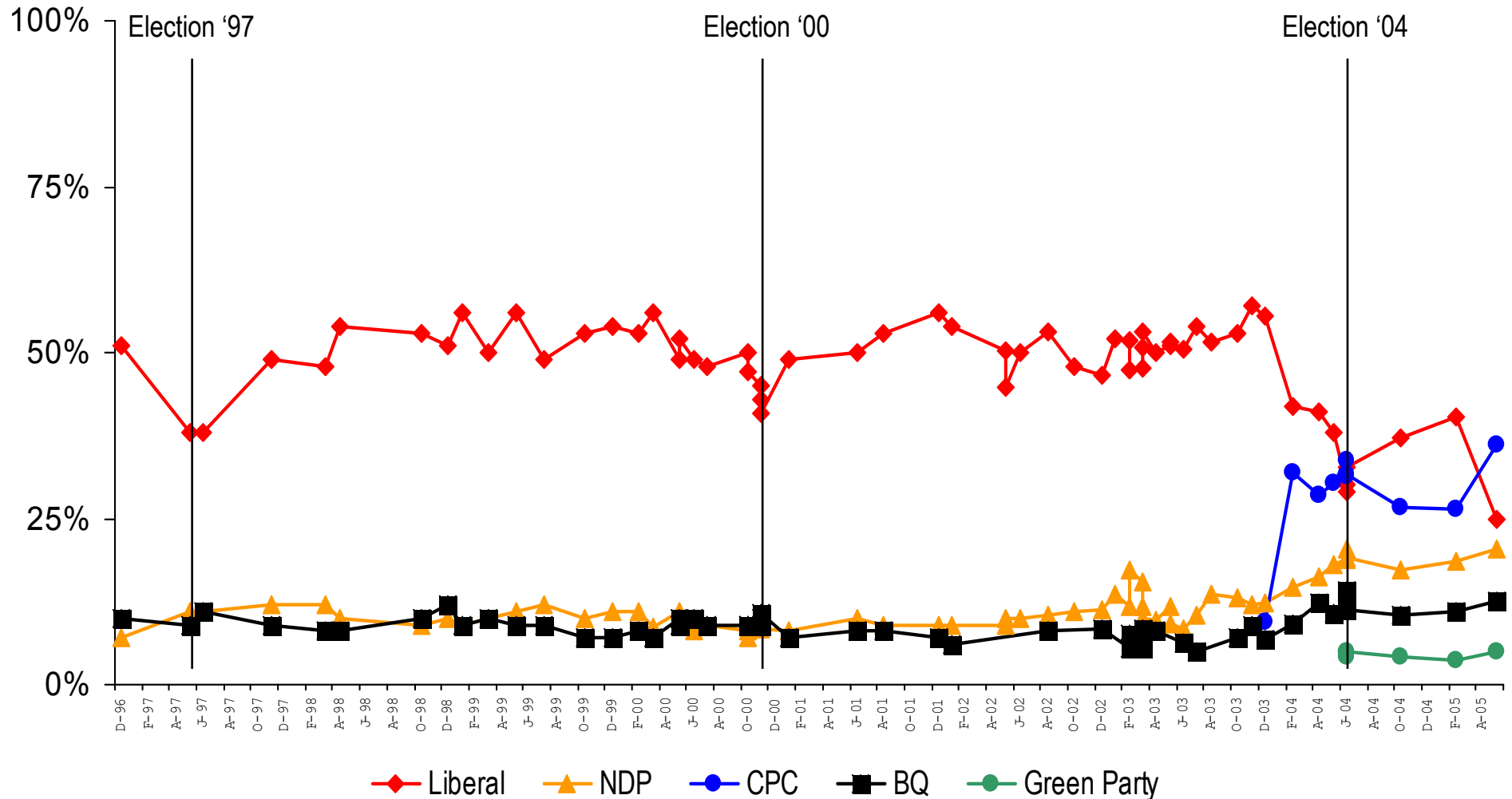
Q: If a federal election were held tomorrow, which party would you vote for?



Base: Decided voters only (includes "leaners"); Apr. 05 n=893

Federal voting intentions: long-term trend

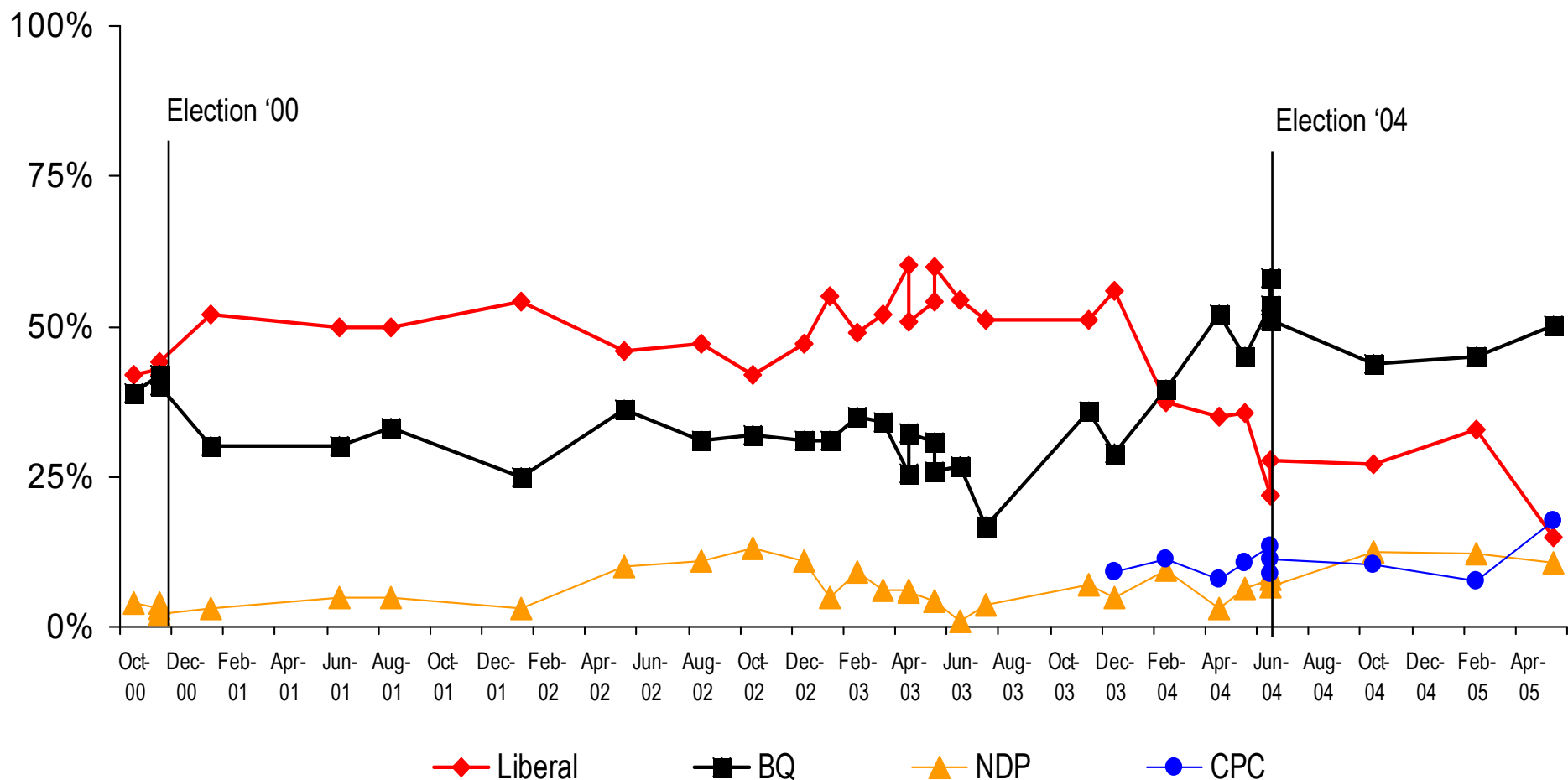
Q: If a federal election were held tomorrow, which party would you vote for?



Base: Decided voters only (includes "leaners"); Apr. 05 n=893

Quebec federal voting preferences

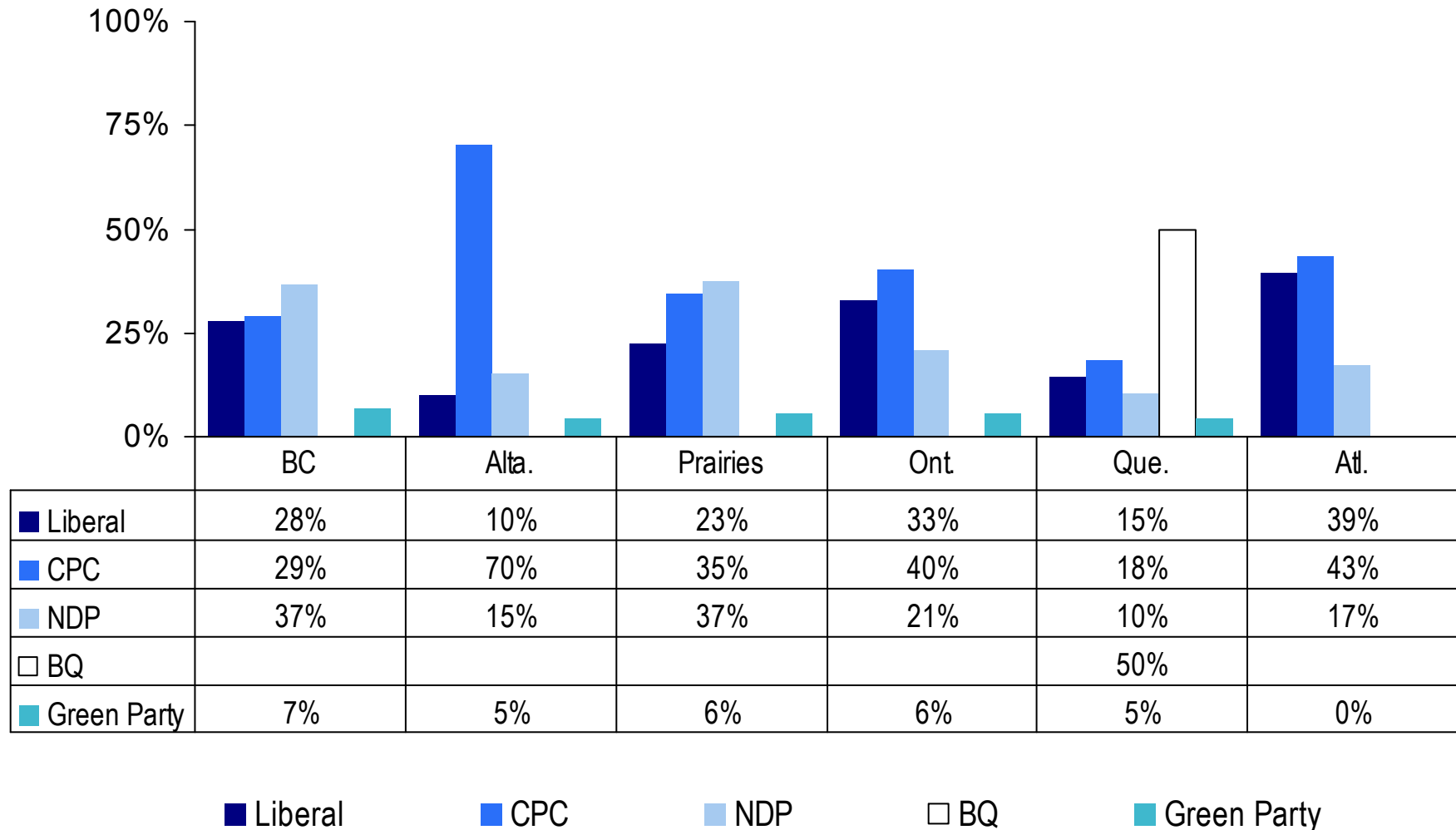
Q: If a federal election were held tomorrow, which party would you vote for?



Base: Quebec decided voters only (includes "leaners"); Apr. 05 n=281

Federal voting intentions: regional

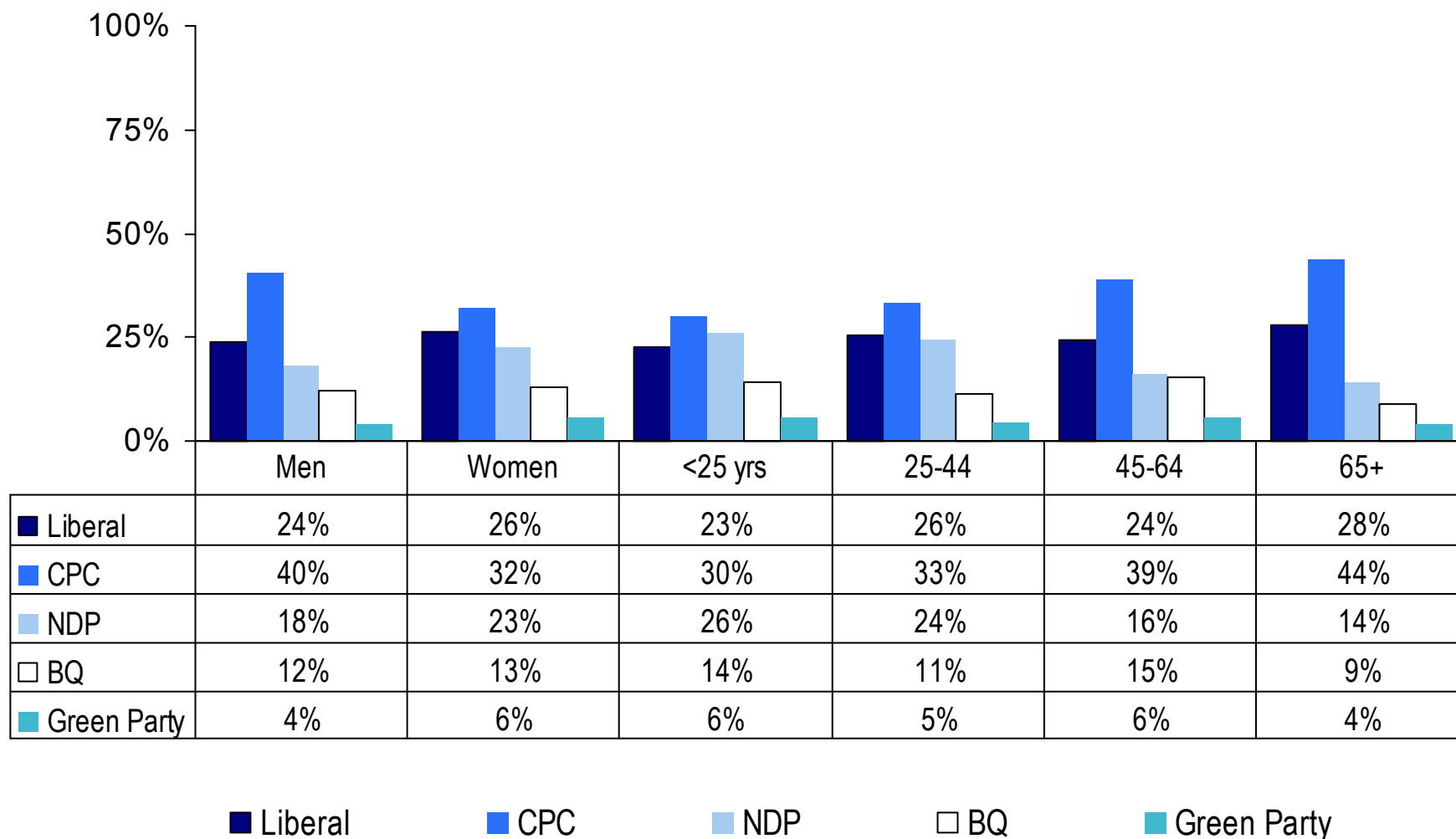
Q: If a federal election were held tomorrow, which party would you vote for?



Base: Decided voters only (includes "leaners"); Apr. 05 n=893

Federal voting intentions: gender and age

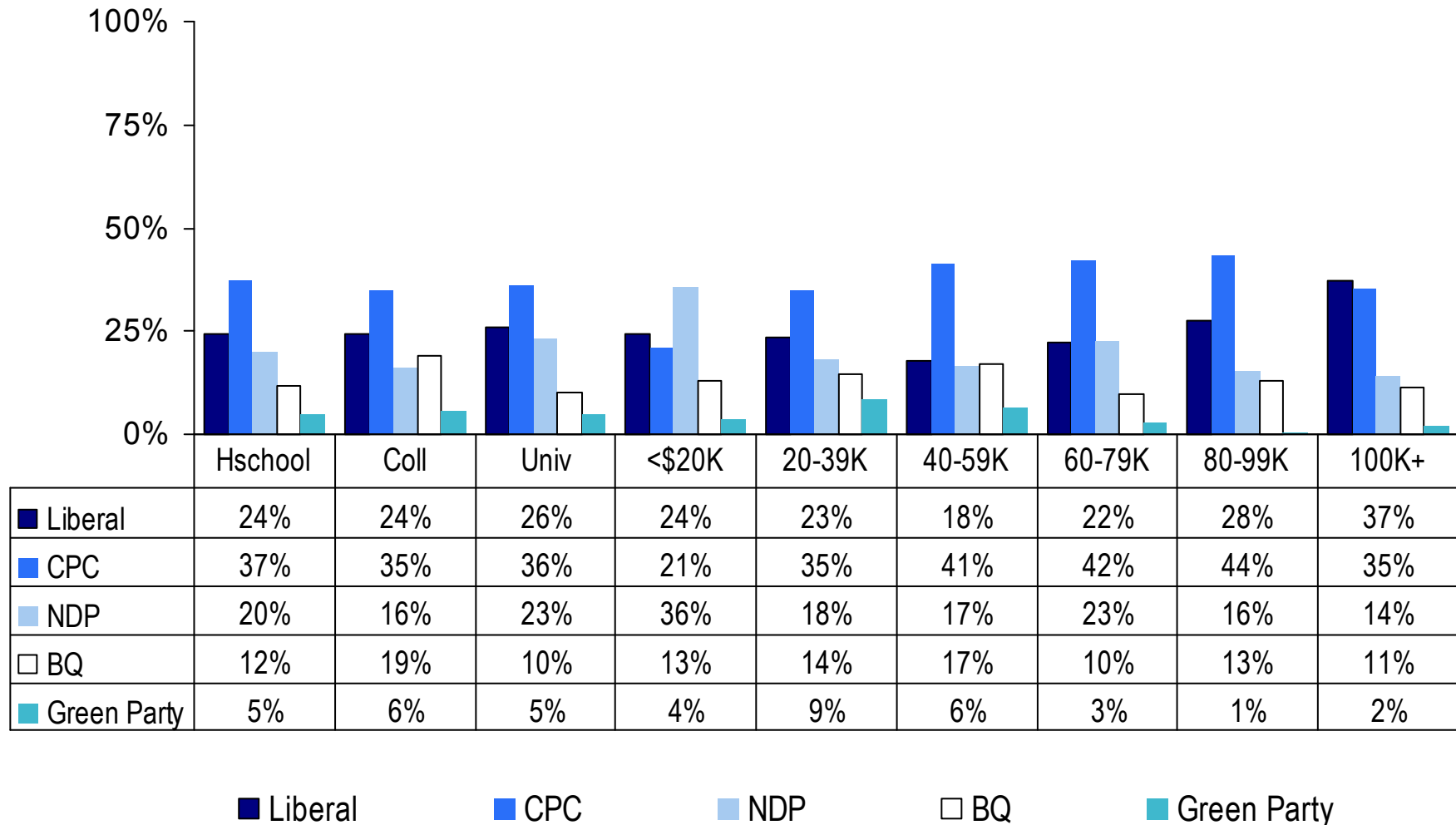
Q: If a federal election were held tomorrow, which party would you vote for?



Base: Decided voters only (includes "leaners"); Apr. 05 n=893

Federal voting intentions: education & income

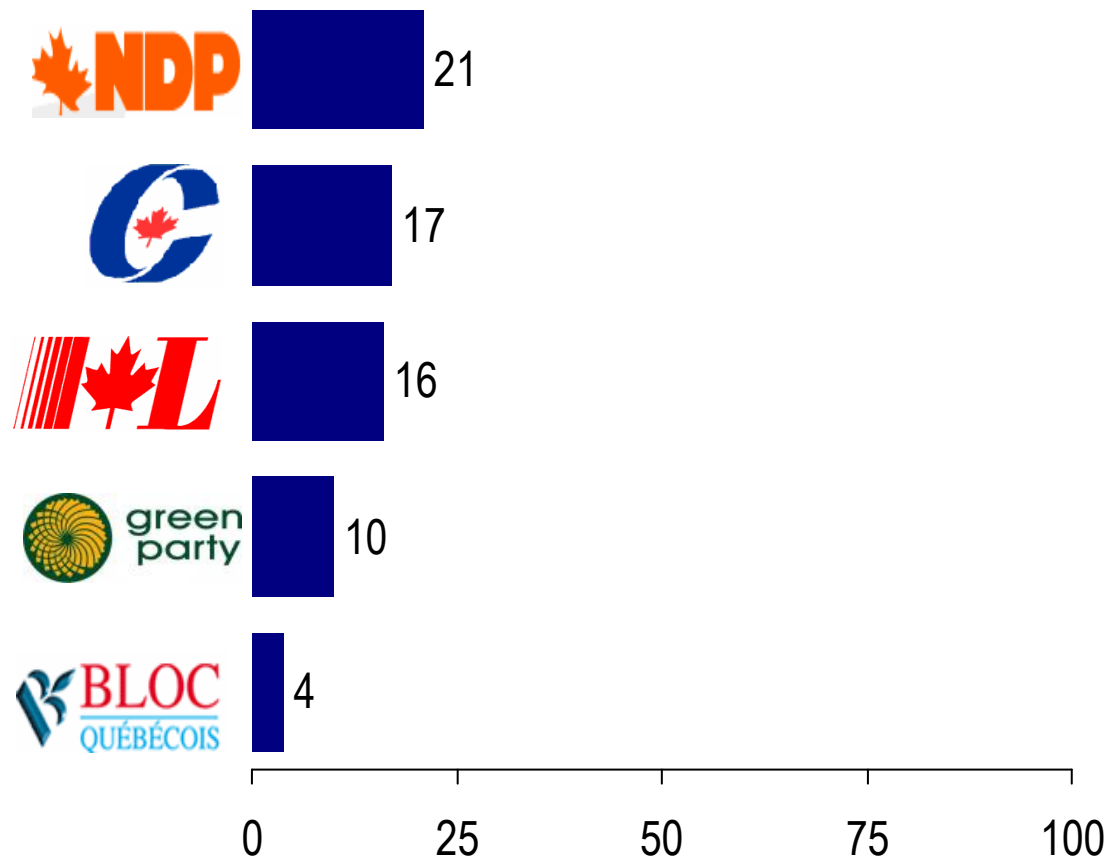
Q: If a federal election were held tomorrow, which party would you vote for?



Base: Decided voters only (includes "leaners"); Apr. 05 n=893

NDP second choice

Q: If you were to change your mind, which party would be your second choice?

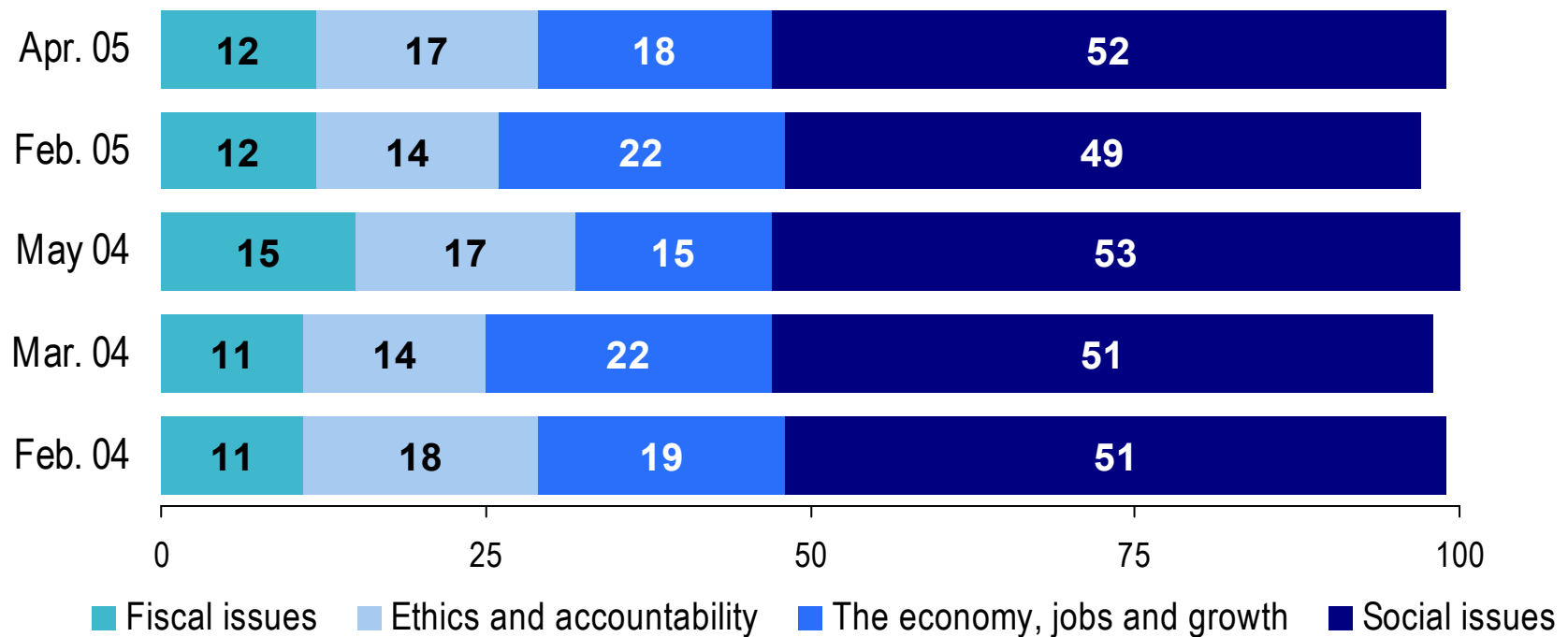


Other: 4%
Undecided/declined: 14%
Will not vote/change mind: 13%

The Next Election

Social issues most important for next election

Q: Which of the following do you think should be the most important issue for the next federal election?*



*Question wording prior to Apr. 05: "Which of the following do you think *will be*..."

Base: All Canadians; Apr. 05 n=1125



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