



**EKOS**



## **Federal Election Poll # 2**

*What colour do you like your minority government?*

# Methodology

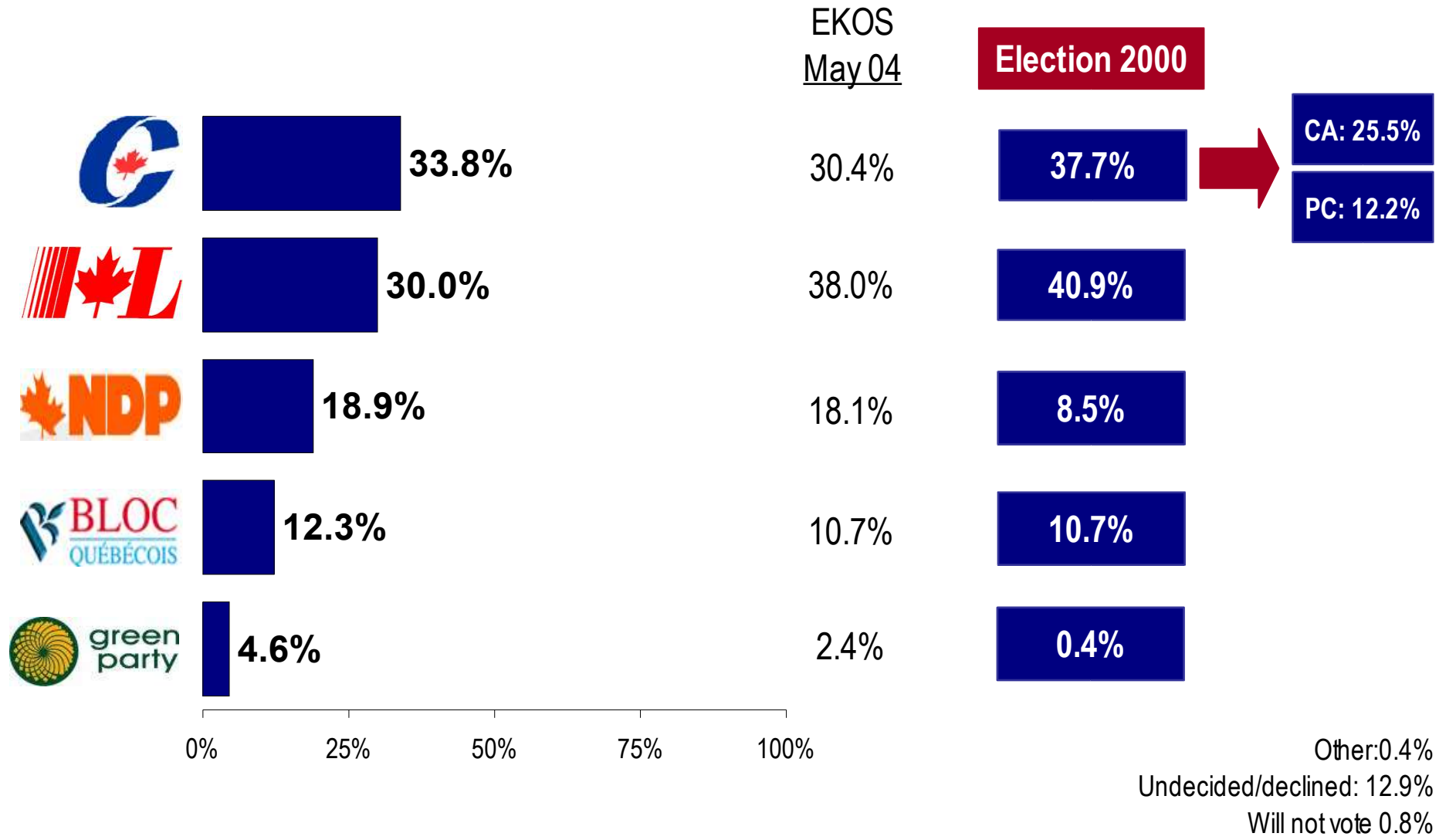
---

- Telephone survey of the general public
    - ❖ 2,117 interviews with a national random sample of Canadians 18 years of age and older
      - ✓ Interview period: June 7 to June 9, 2004
      - ✓ National results valid within 2.1 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
  - Tracking data from the 2000 Election are drawn from a survey of 2,265 Canadians conducted between October 23- October 25, 2000.
  - 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.
-

# Current Voting Intentions

# Federal voting intentions

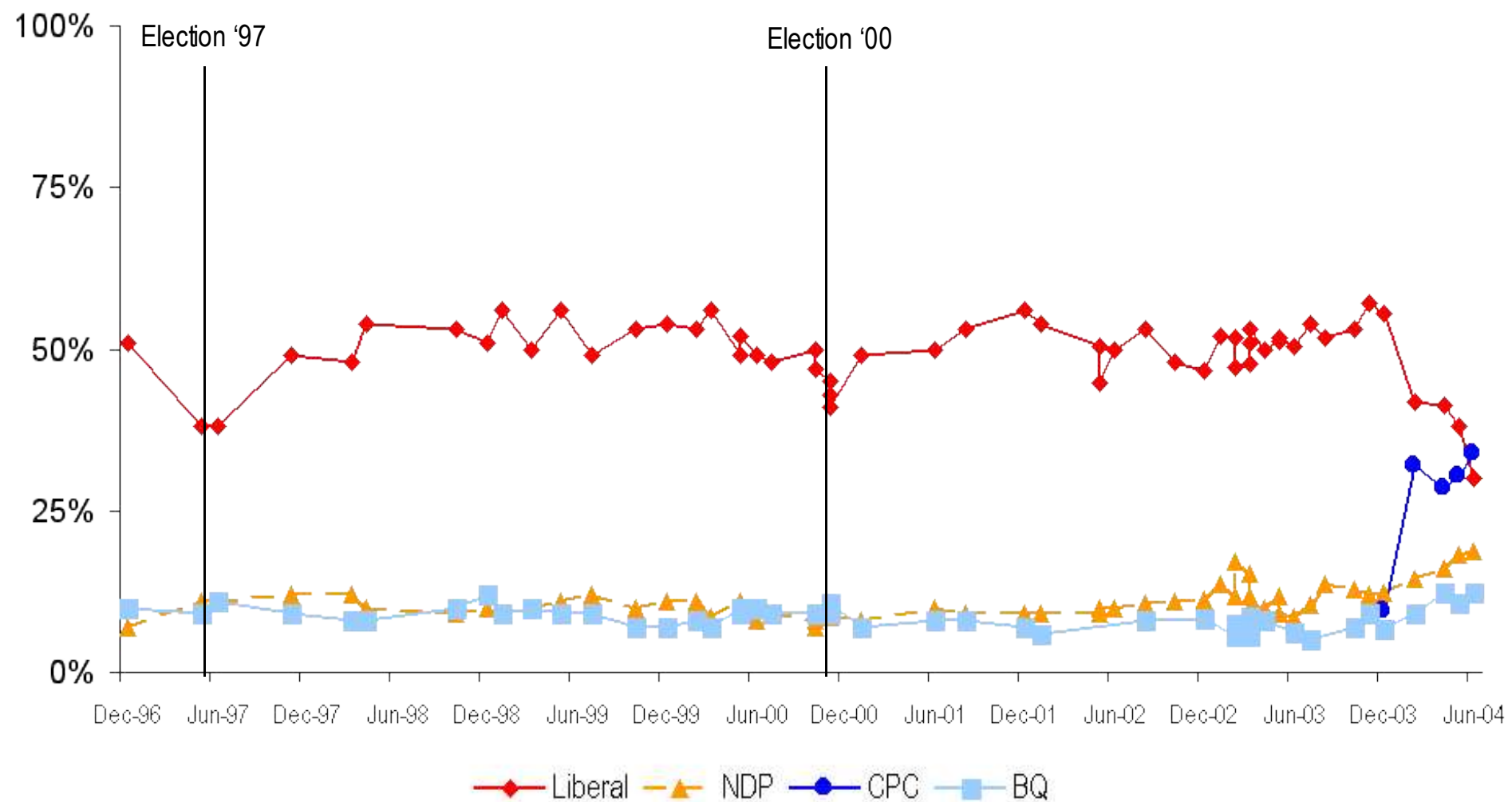
Q: If a federal election were held tomorrow, which party would you vote for?



Base Decided voters only (includes "leaners"); Jun. 04, n=1807

# Long-term trend

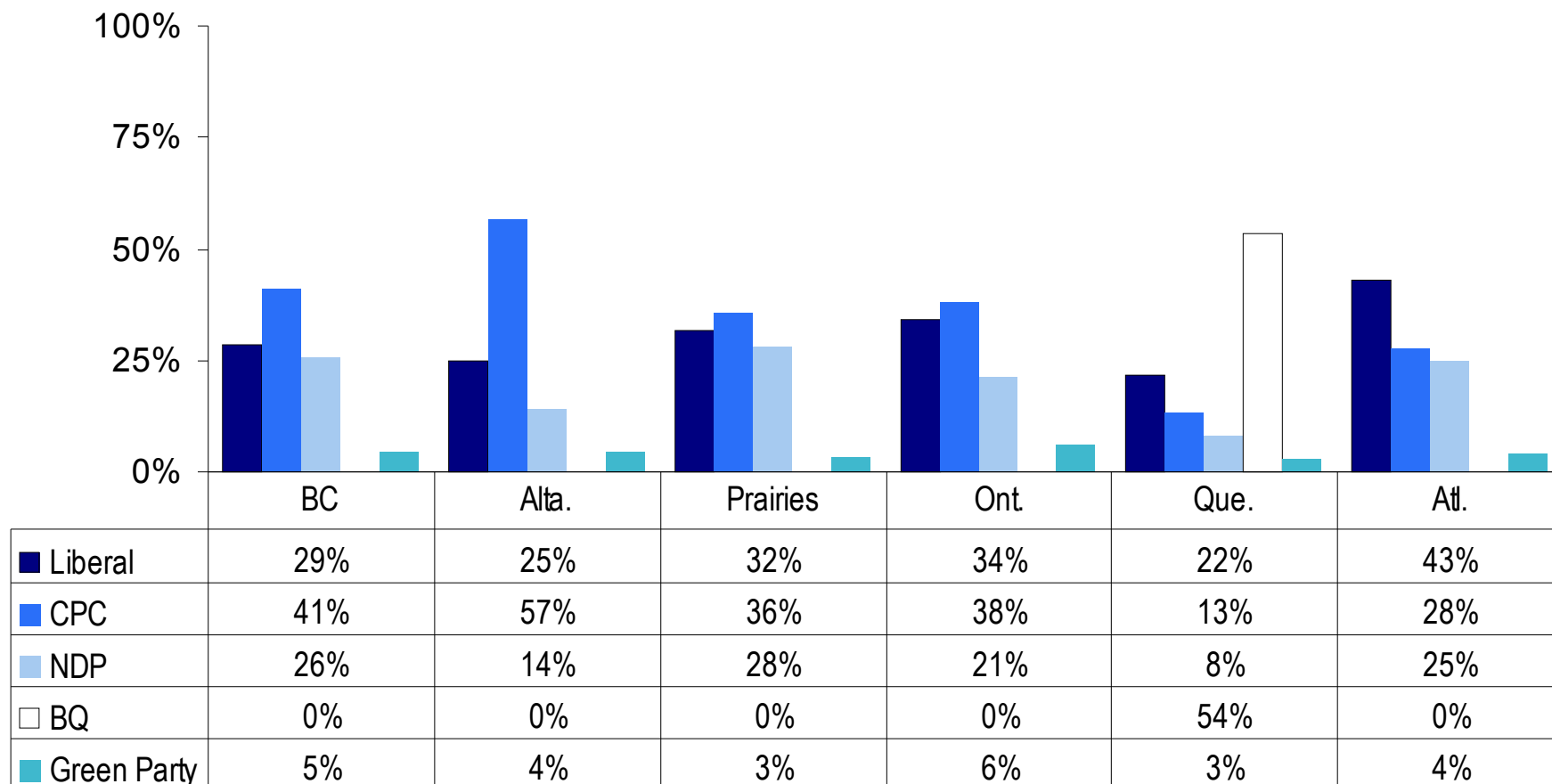
Q: If a federal election were held tomorrow, which party would you vote for?



Base: Decided voters only (includes "leaners"); most recent data point, Jun. 04, n=1807

# Federal voting intentions: regional

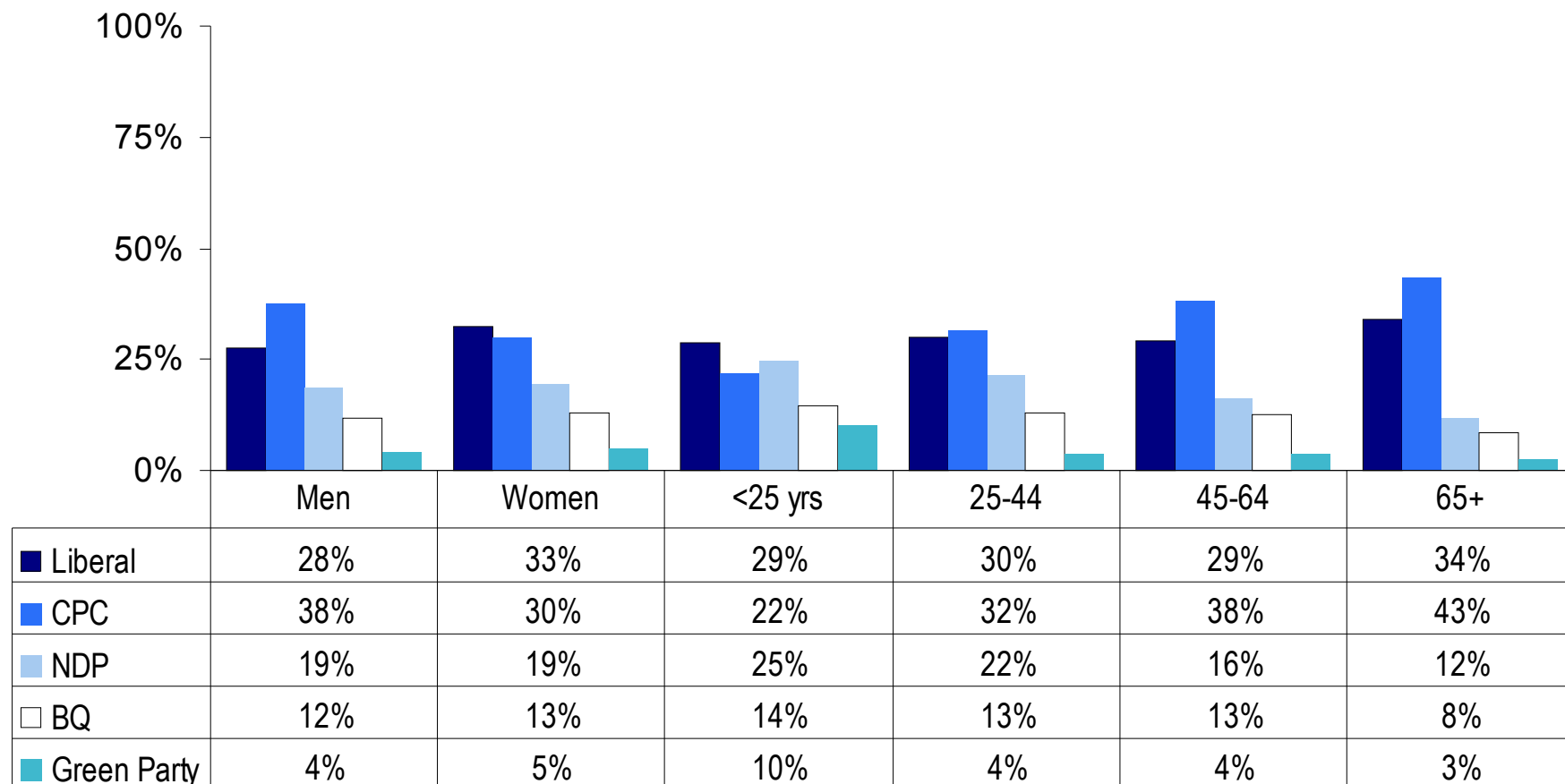
Q: If a federal election were held tomorrow, which party would you vote for?\*



Liberal
  CPC
  NDP
  BQ
  Green Party

# Federal voting intentions: gender and age

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

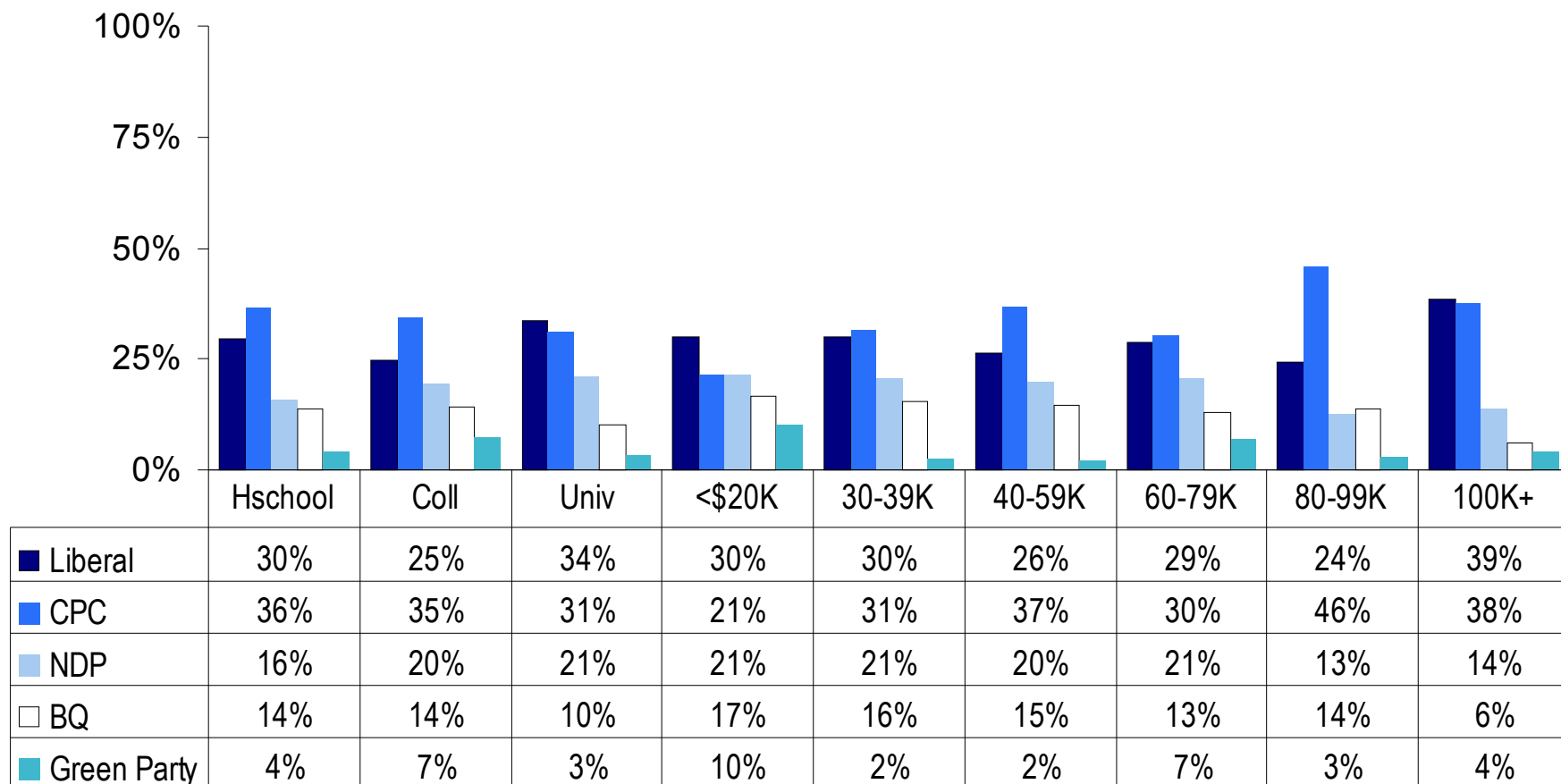


■ Liberal      ■ CPC      ■ NDP      □ BQ      ■ Green Party

Base: Decided voters only (includes "leaners"); most recent data point May 04, n=1807

# Federal voting intentions: education and income

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



Liberal

CPC

NDP

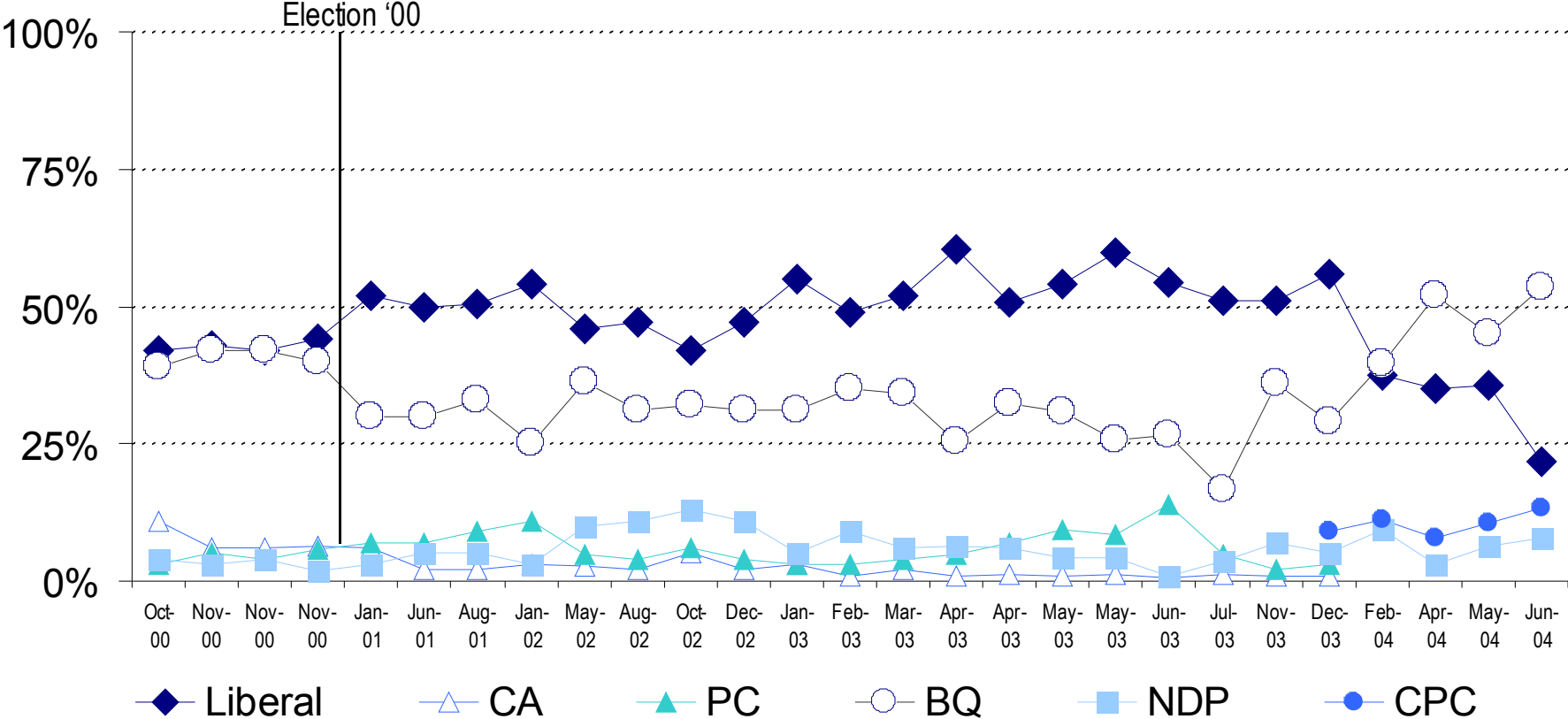
BQ

Green Party



# Quebec federal voting preferences

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

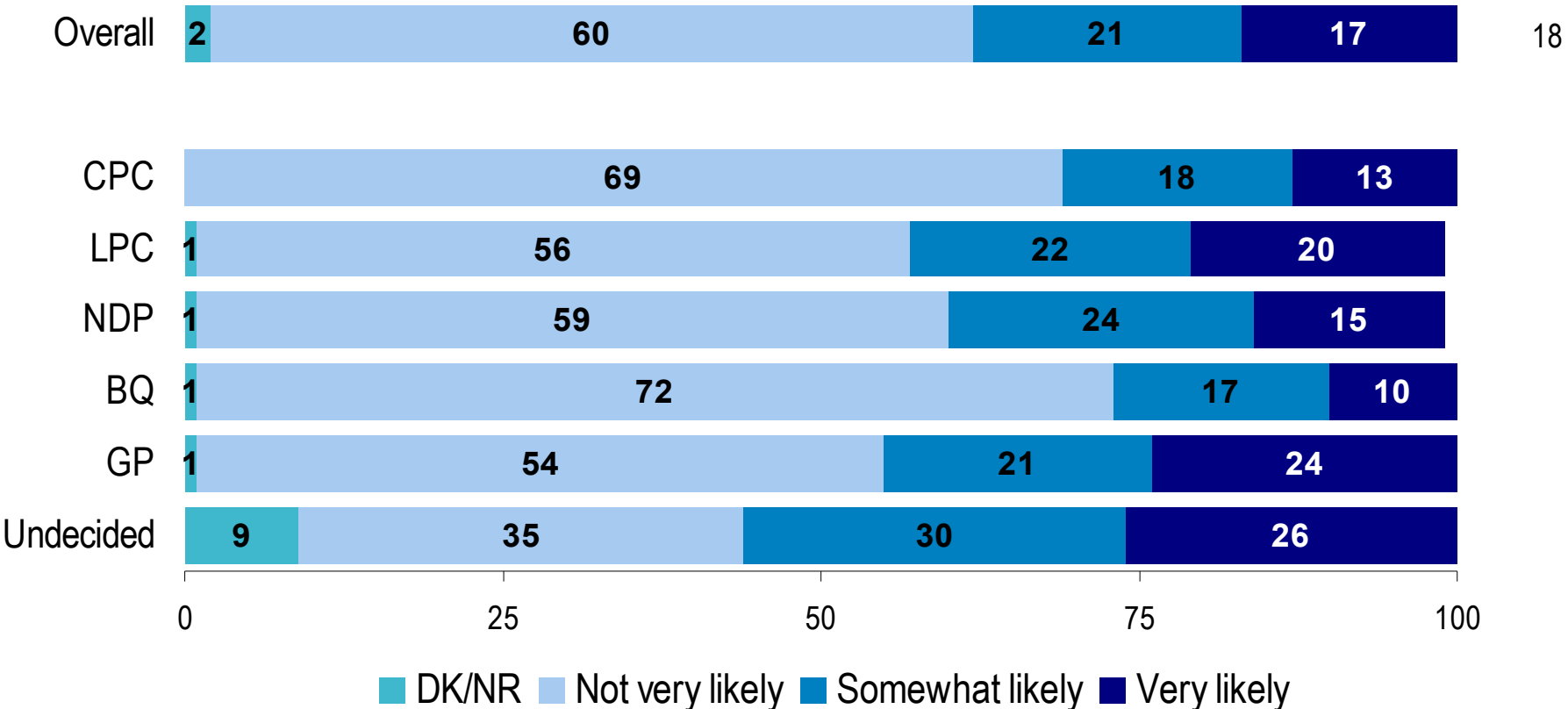


Base: Quebec decided voters only (includes "leaners"); most recent data point Jun. 04 n=413

# Support is volatile

Q: How likely is it that you will change your mind between now and the federal election on June 28?

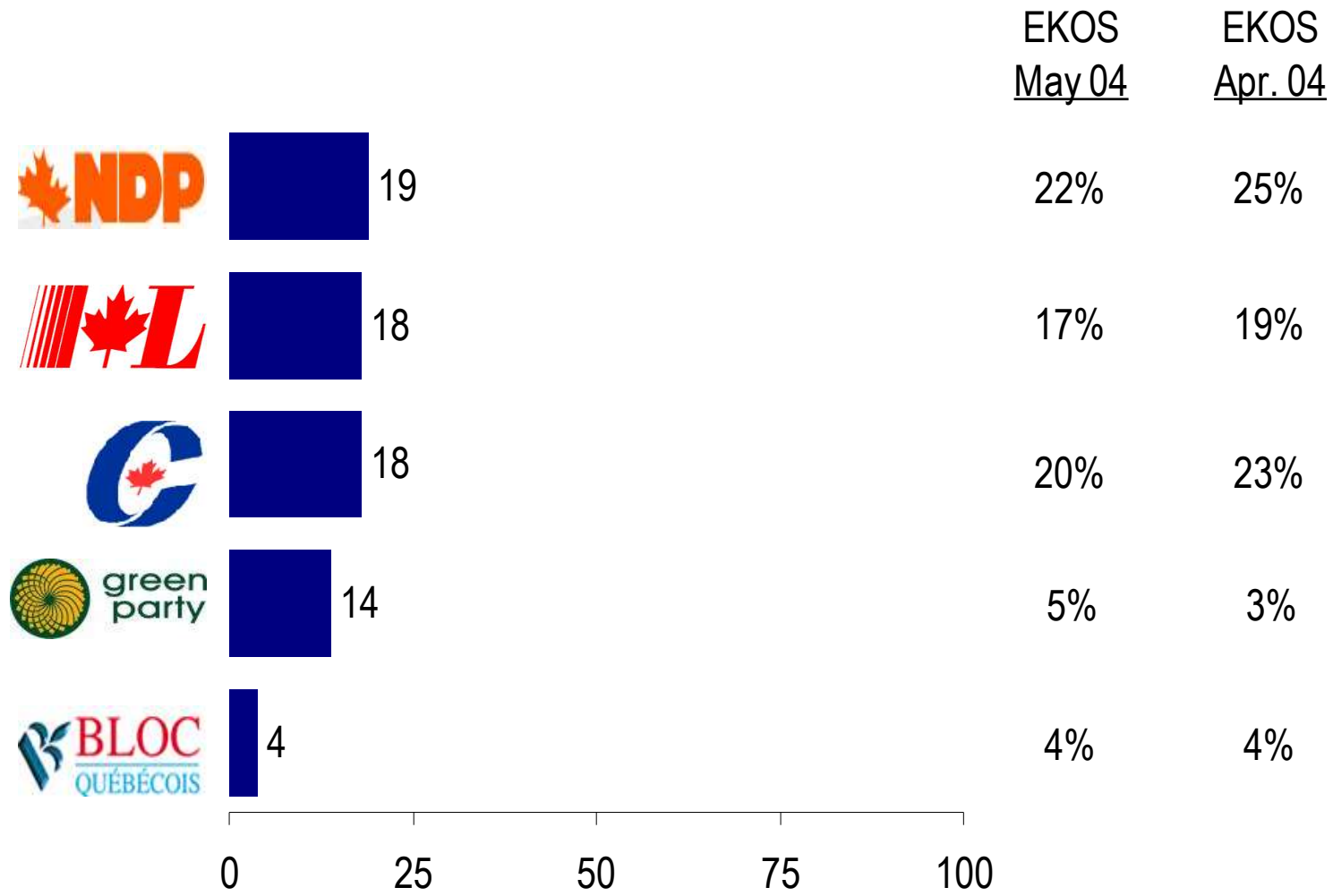
% "very likely"  
May 25-27, 2004



Base: All Canadians; Jun.04, n=2117

# NDP second choice

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

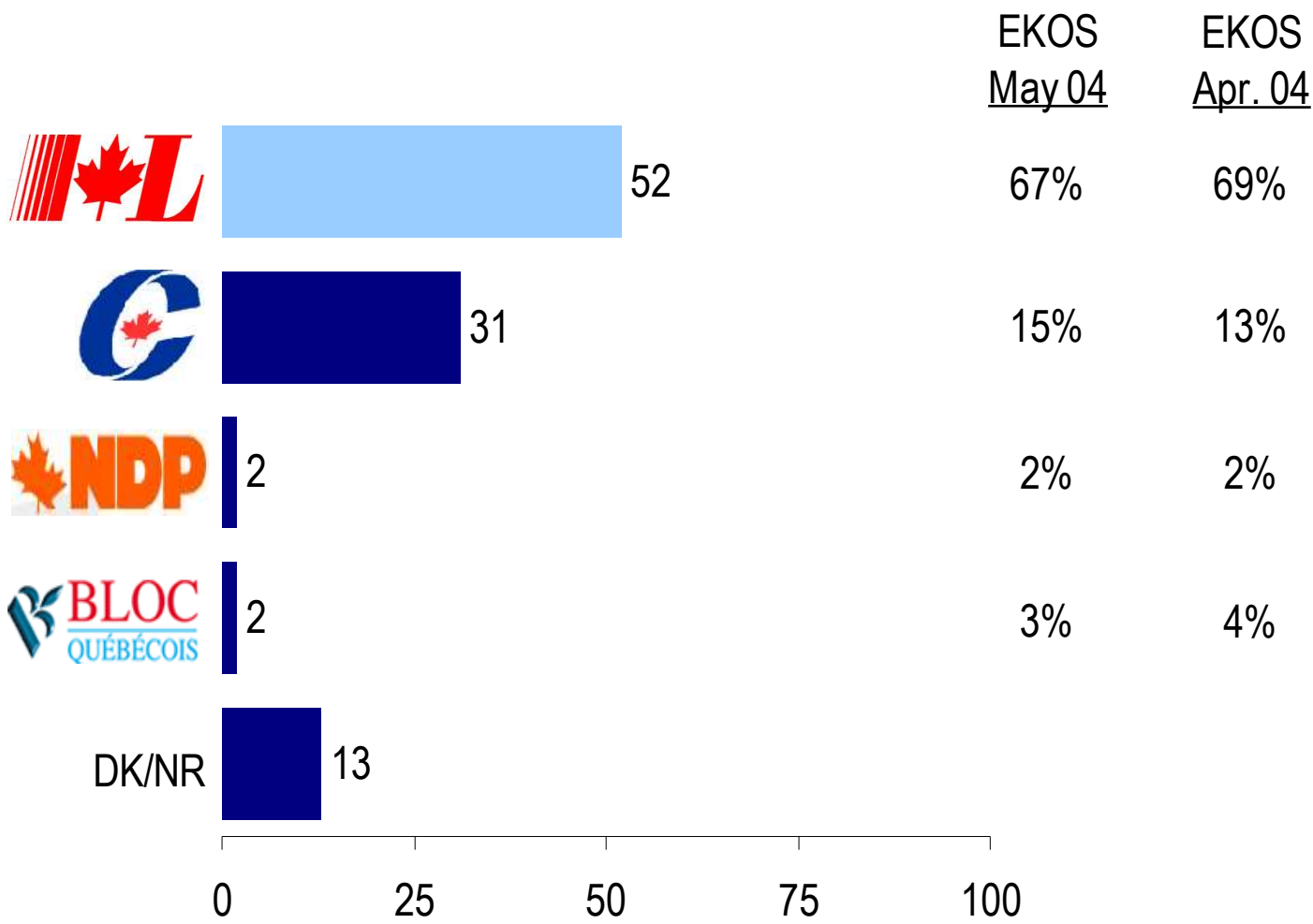


Other: 1%  
 Undecided/declined: 15%  
 Will not vote/change mind: 10%

Base: All Canadians; Jun.04, n=2117

# Most still say Liberals will win next election

Q: Putting aside your personal voting intentions for the next federal election, which party do you think will win?

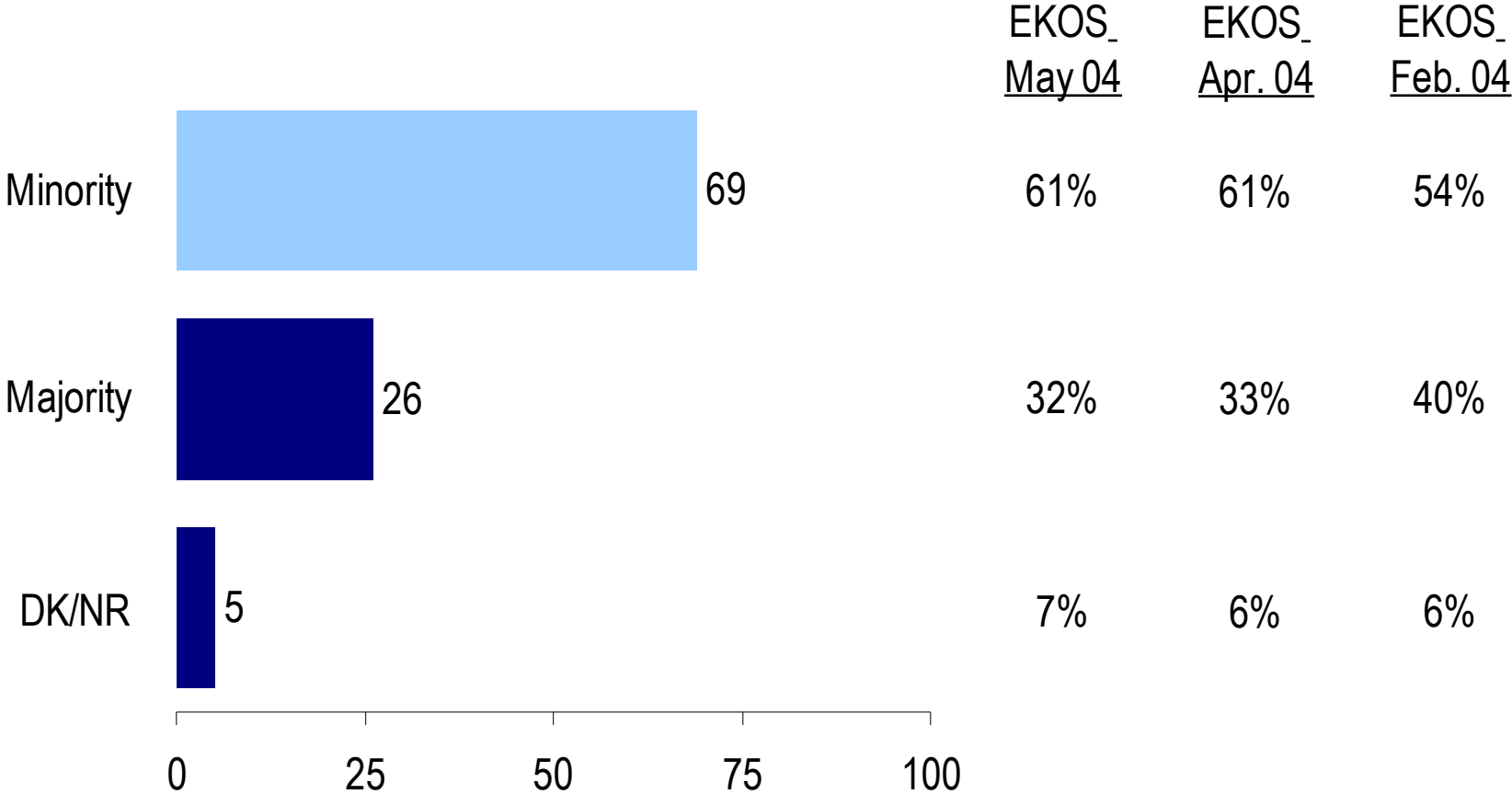


Base: All Canadians; Jun.04, n=2117

# Next government thought to be a minority

---

Q: Do you think it will be a minority or a majority government?



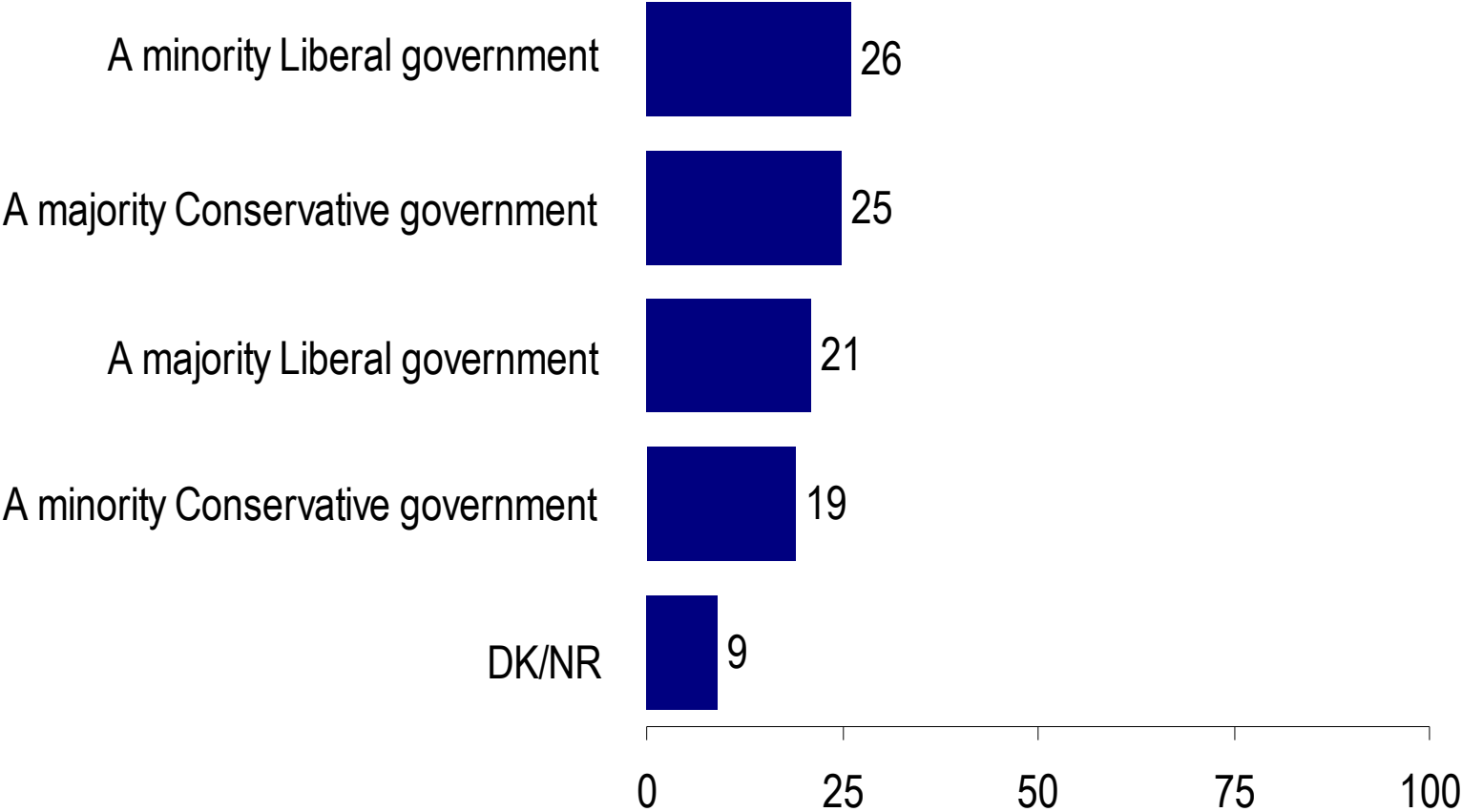
---

Base: All Canadians; Jun.04, n=1270

# No clear preference for next government

---

Q: And which of the following outcomes do you think would be BEST FOR THE COUNTRY?



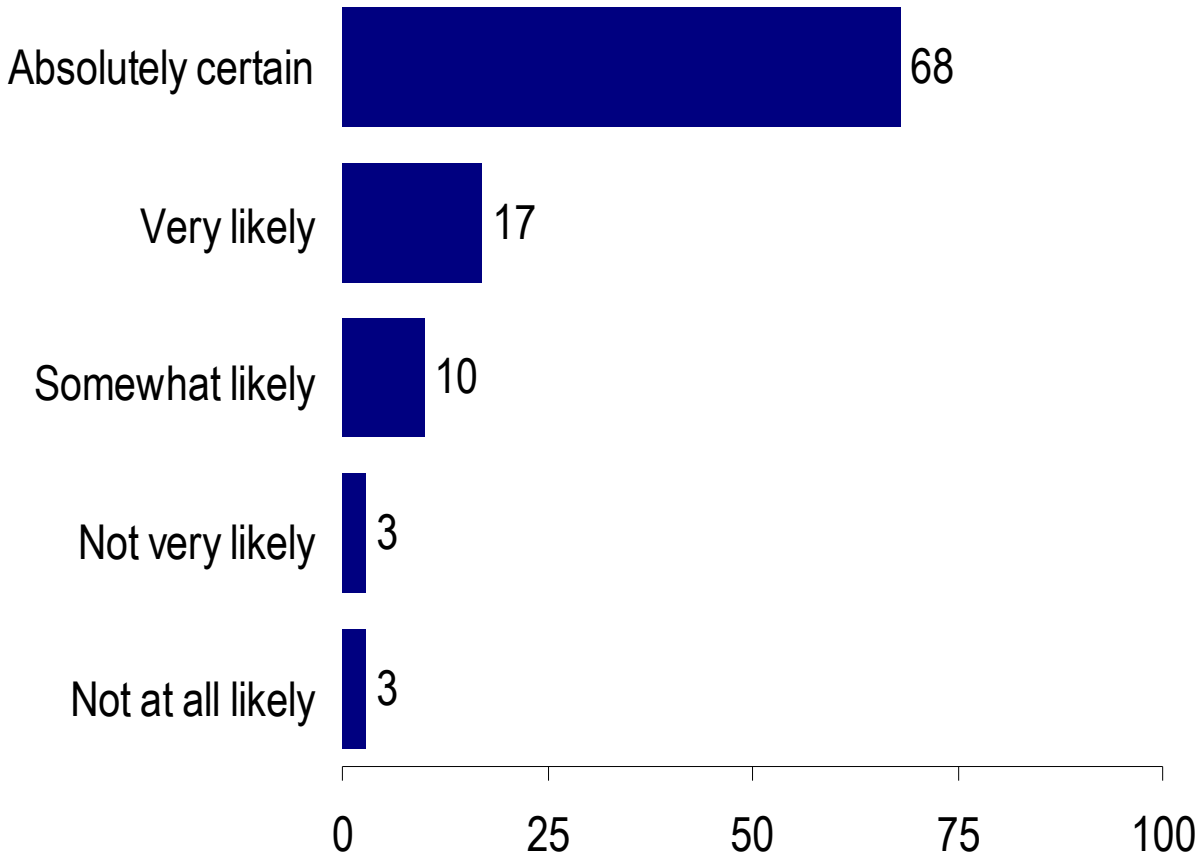
---

Base: All Canadians; Jun.04, n=744

# Most say they will vote

---

Q: How likely is it that you will go out to vote on Election Day, June 28th?



---

Base: All Canadians; Jun.04, n=2117

# CPC voters most likely to say they will vote

Q: How likely is it that you will go out to vote on Election Day, June 28th?

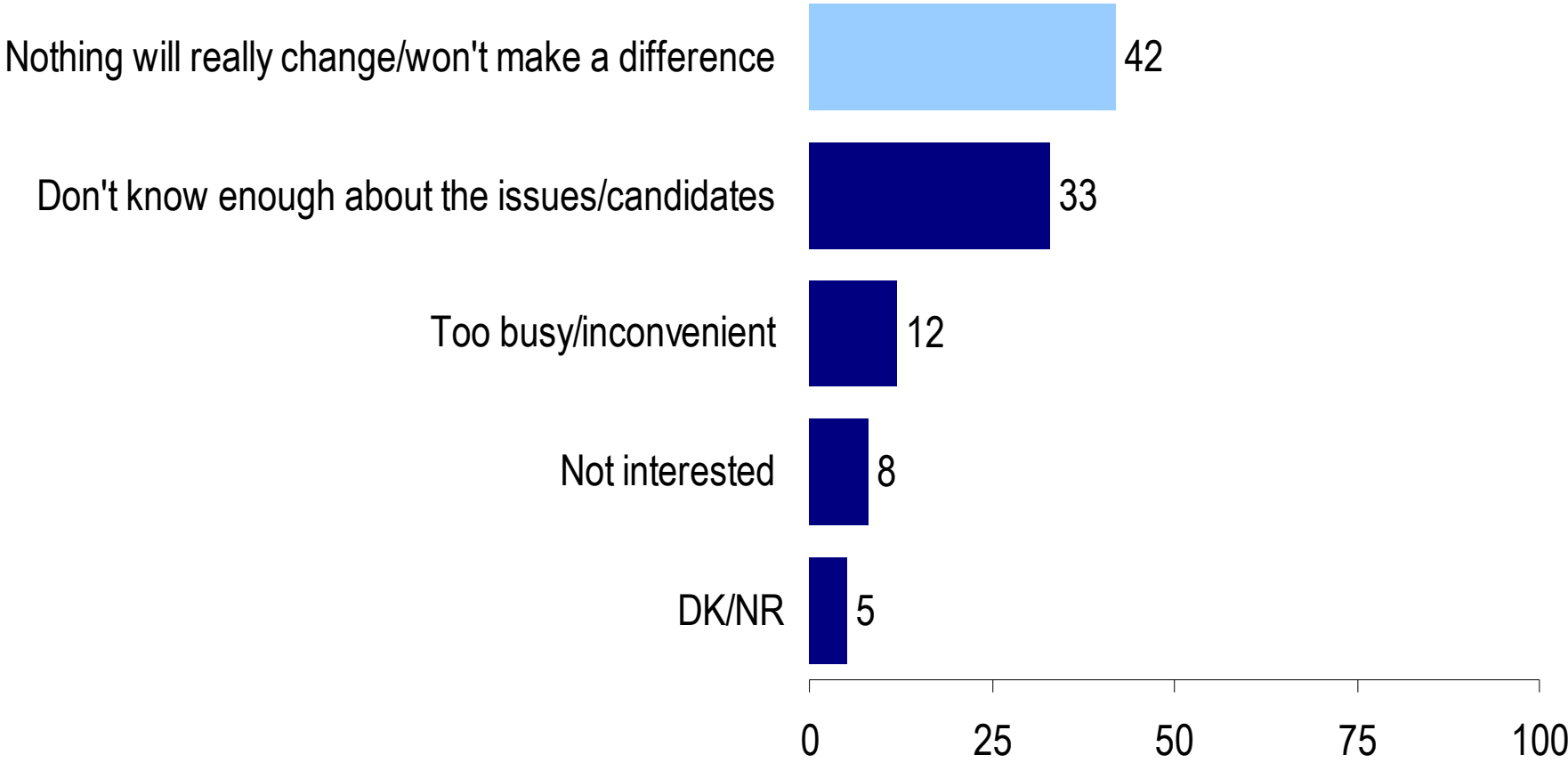
	FEDERAL VOTING INTENTIONS						
	<u>National</u>	<u>LPC</u>	<u>CPC</u>	<u>NDP</u>	<u>BQ</u>	<u>GP</u>	<u>Undecided</u>
Absolutely certain	68	67	74	71	64	65	61
Very likely	17	20	15	17	14	15	15
Somewhat likely	10	9	9	9	15	9	11
Not very likely	3	2	1	2	3	8	6
Not at all likely	3	2	1	1	3	2	6



# Inability to cause change/make a difference top reason cited for not wanting to vote

---

Q: Which of the following factors makes you least inclined to vote? [Filter: those not very to not at all likely to vote]



---

Base: All Canadians; Jun.04, n=109



For more information:

Frank Graves, President  
[fgraves@ekos.com](mailto:fgraves@ekos.com)

Andrew Sullivan, Vice President  
[asullivan@ekos.com](mailto:asullivan@ekos.com)

t: 613 235 7215