

THE TORONTO STAR

La Presse

LE SOLEIL

EKOS

Tories Consolidate Lead

Canadians Now Want and Expect Tory Victory

Methodology

WARNING: we do not consider a single night of tracking to be scientifically conclusive. These nightly releases are intended only to respond to curiosity about day-to-day movements. Their true statistical significance will become clearer when analysed as part of a larger weekly sample.

- The objectives of the Toronto Star/La Presse/EKOS Federal Election 2005-06 nightly polling are two-fold:
 - i. first, to create a large, reliable weekly sample, modeling voter intention and the driving factors, including the day-to-day trends (reported on Saturdays); and
 - ii. second, to provide the most immediate and focused summary of national voting intentions (reported on a daily basis).

- This document presents the daily findings from telephone surveys with a national random sample of Canadians, 18 years of age and older conducted between January 10-12, 2006.
 - Daily sample sizes and associated margins of error are presented on the next page.
 - Please note that the margin of error increases when the results are sub-divided.
 - Refusal rate and measurement errors will also increase the overall survey error.

Sample size and margin of error

	Jan. 10-12	
	Sample size	Margin of error
National	2306	± 2.0
<i>Decided voters</i>	<i>2045</i>	<i>± 2.2</i>

Detailed tables

Roll-up of federal vote intention for Jan. 10-12/06

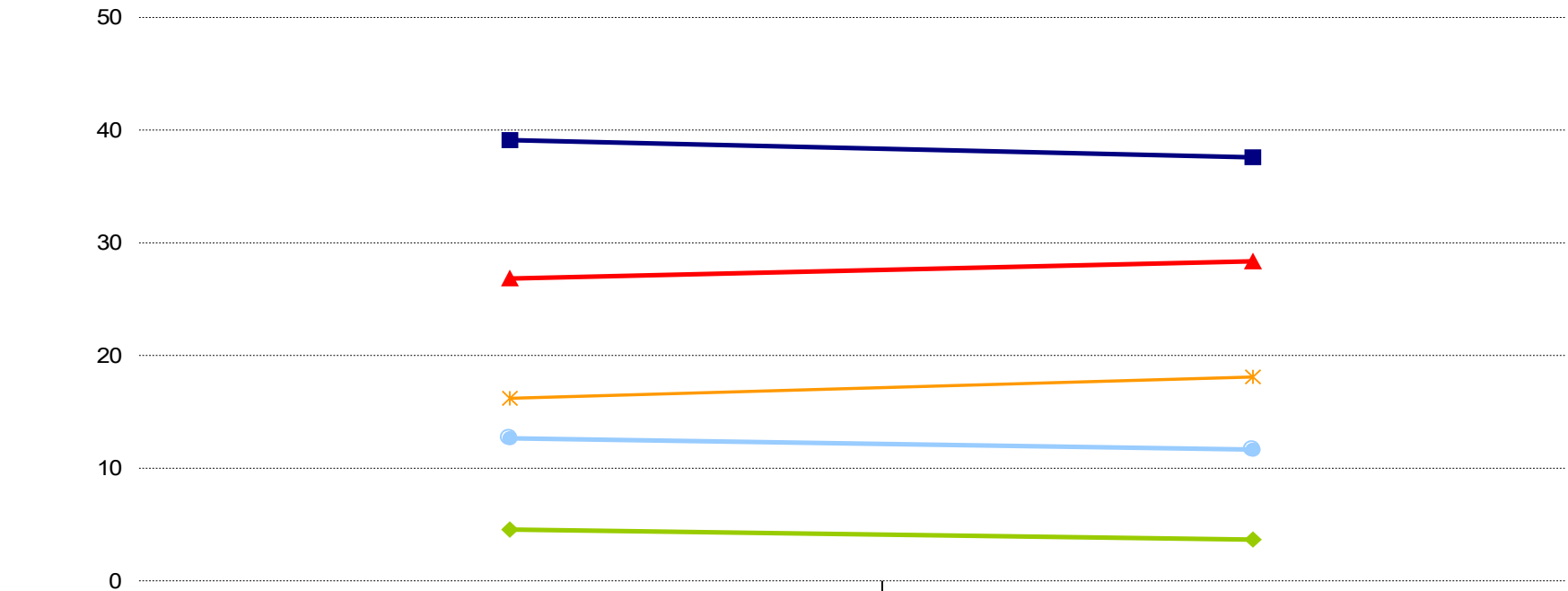
	National federal vote intention* (%) n=2045**
Conservative Party of Canada	37.6
Liberal Party of Canada	28.3
NDP	18.1
Bloc Québécois	11.6
Green Party	3.7
Other	0.7
<i>Undecided/declined</i>	<i>8.5</i>
<i>Would not vote</i>	<i>2.5</i>

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

** Base: Decided voters only (includes "leaners")

Comparing federal vote intentions pre- and post-debates

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

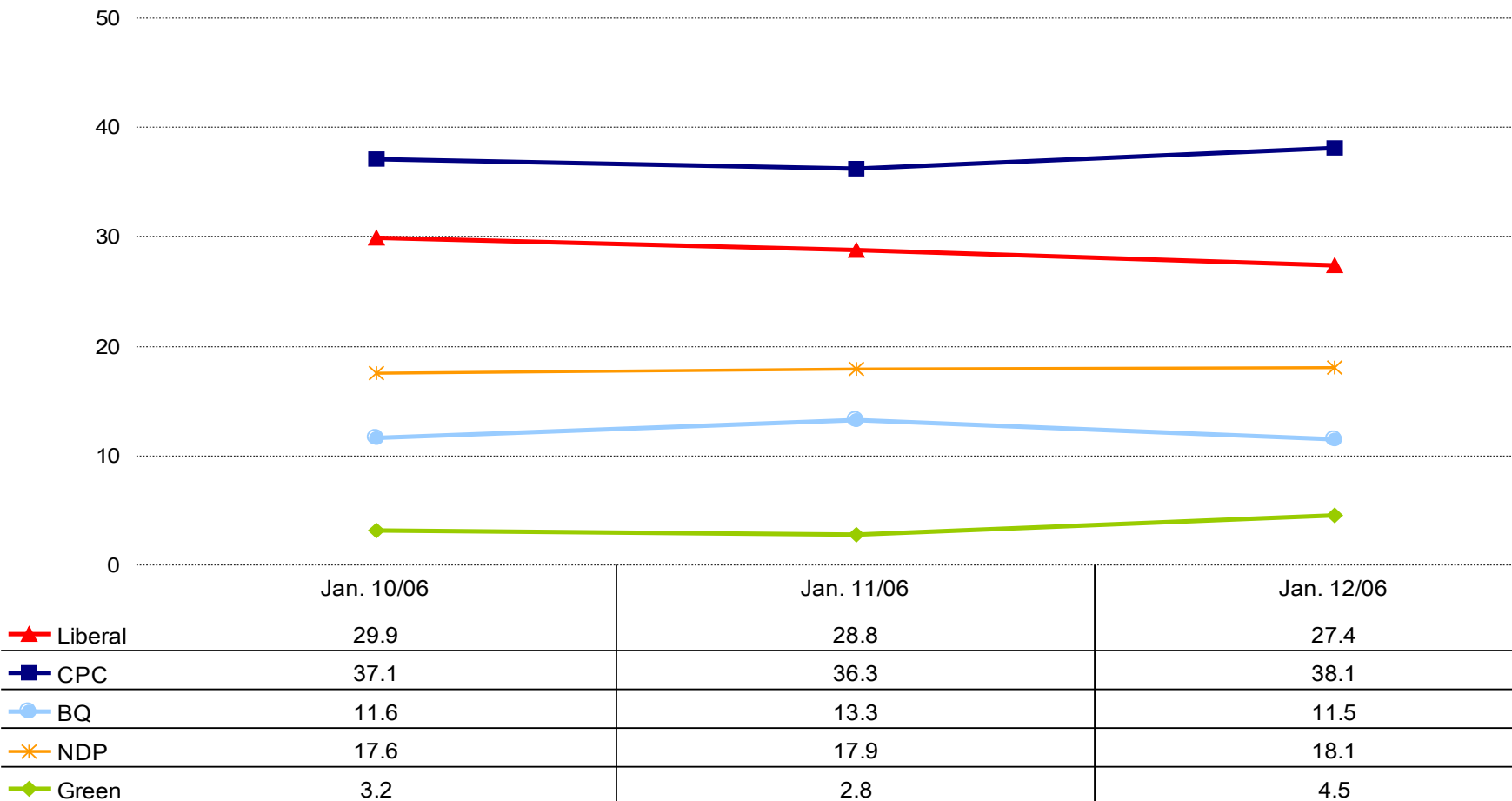


	Pre-debate 2006 (Jan. 7-9/06)	Post-debate 2006 (Jan. 10-12/06)
▲ Liberal	26.8	28.3
■ CPC	39.1	37.6
● BQ	12.6	11.6
* NDP	16.2	18.1
◆ Green	4.6	3.7

Base: Decided voters only (includes "leaners")

Nightly tracking of federal vote intentions: Jan. 10-12

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

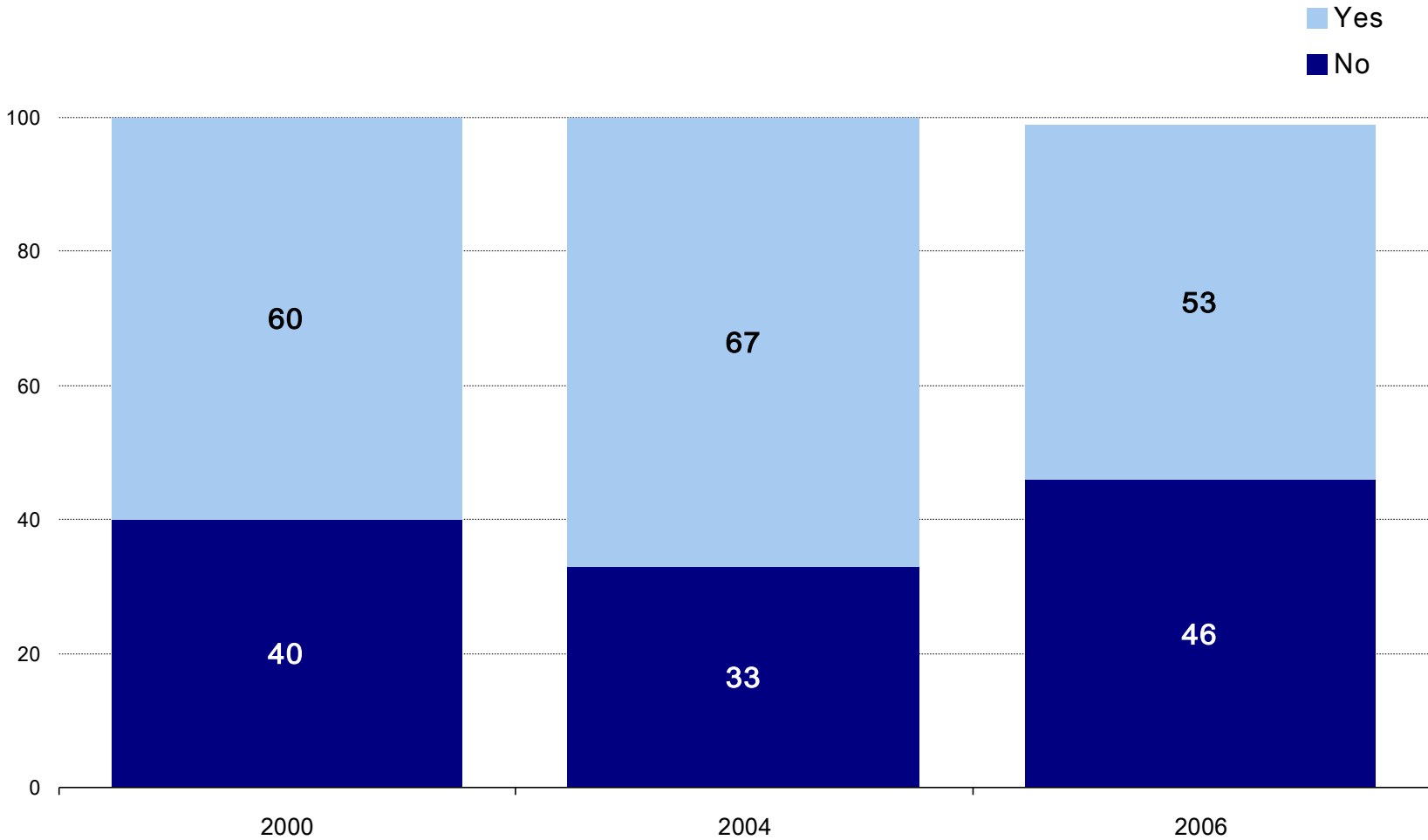


Base: Decided voters only (includes "leaners")

The debates

Attention to the debates

Q: Did you watch or listen to any of the national Leaders' debates on television?

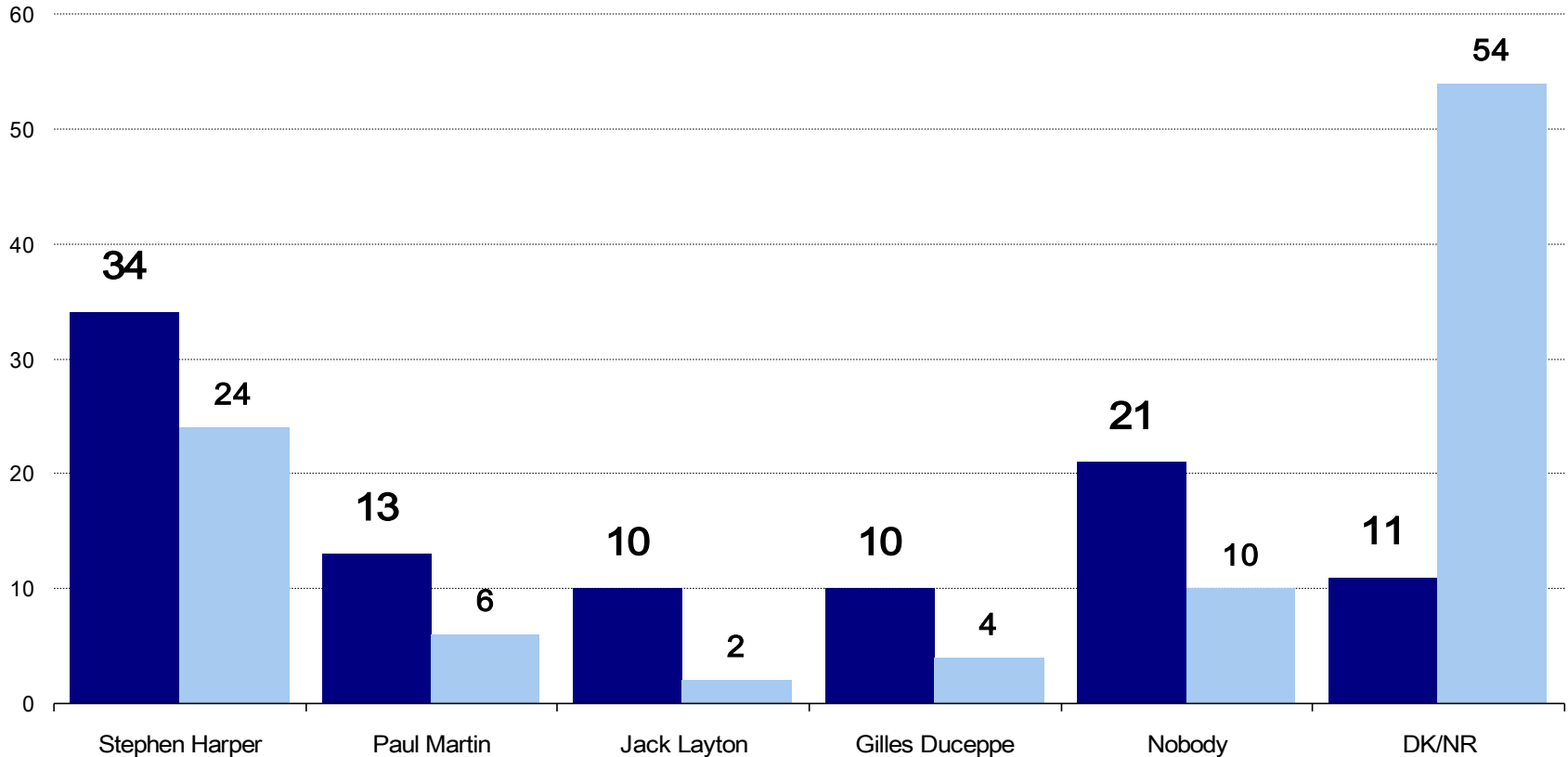


Winner of the debates



Q: Who do you think **won** the debates?

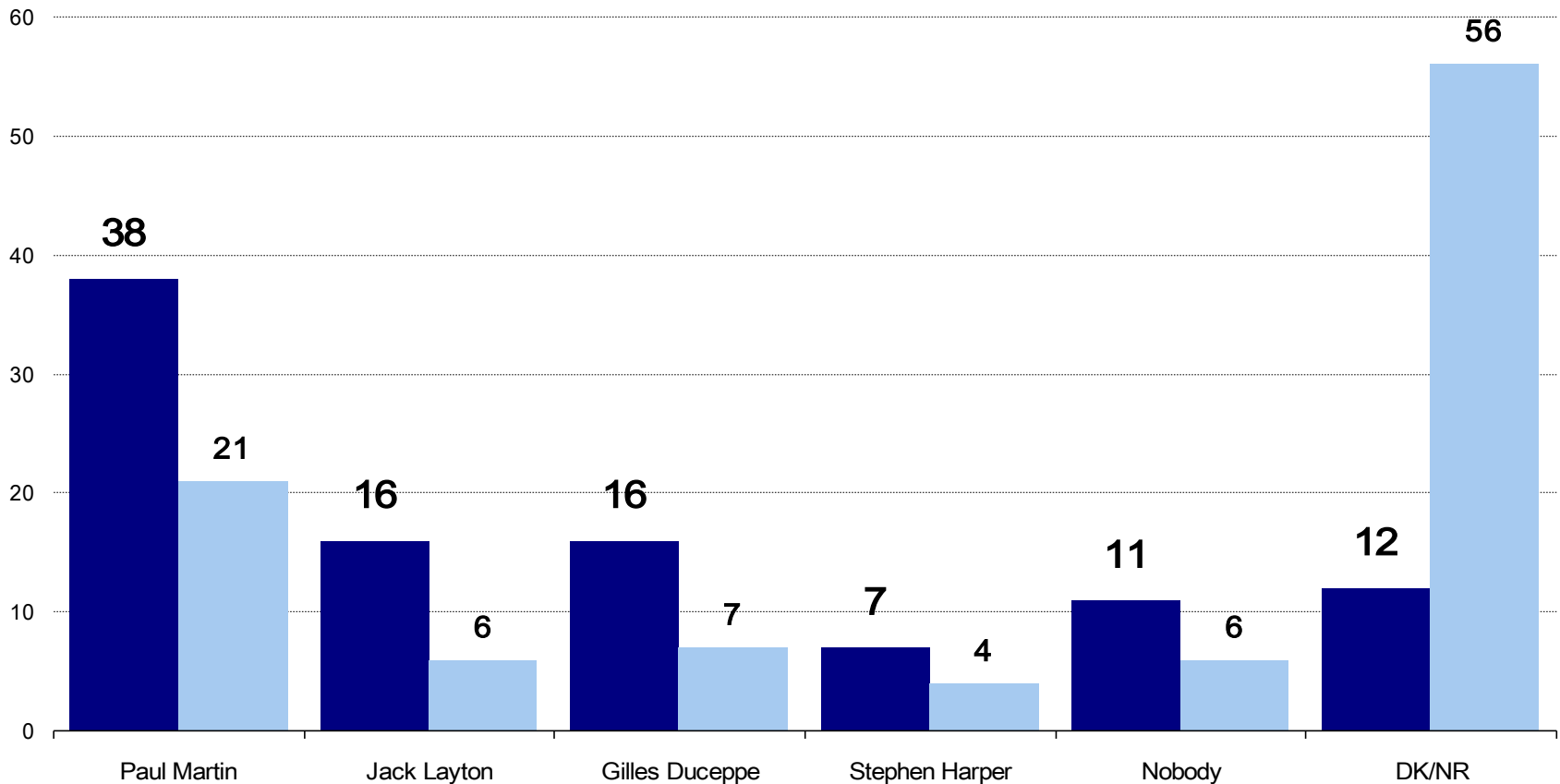
■ Those who watched/listened to debates
 ■ Those who did NOT watch/listened to debates



Loser of the debates

Q: Who do you think lost the debates?

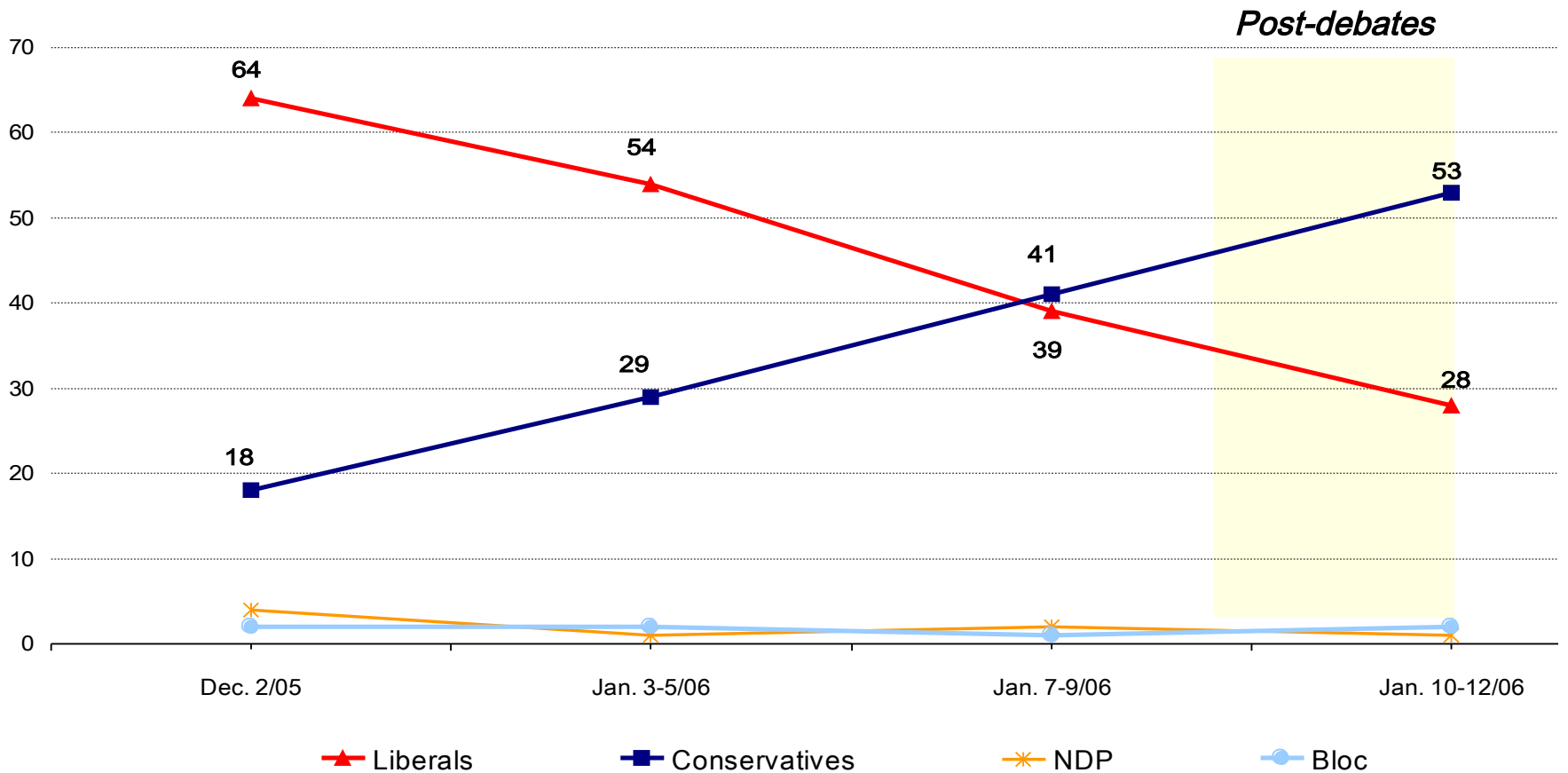
■ Those who watched/listened to debates ■ Those who did NOT watch/listened to debates



Outcome of the election

Tracking likely winner over the campaign

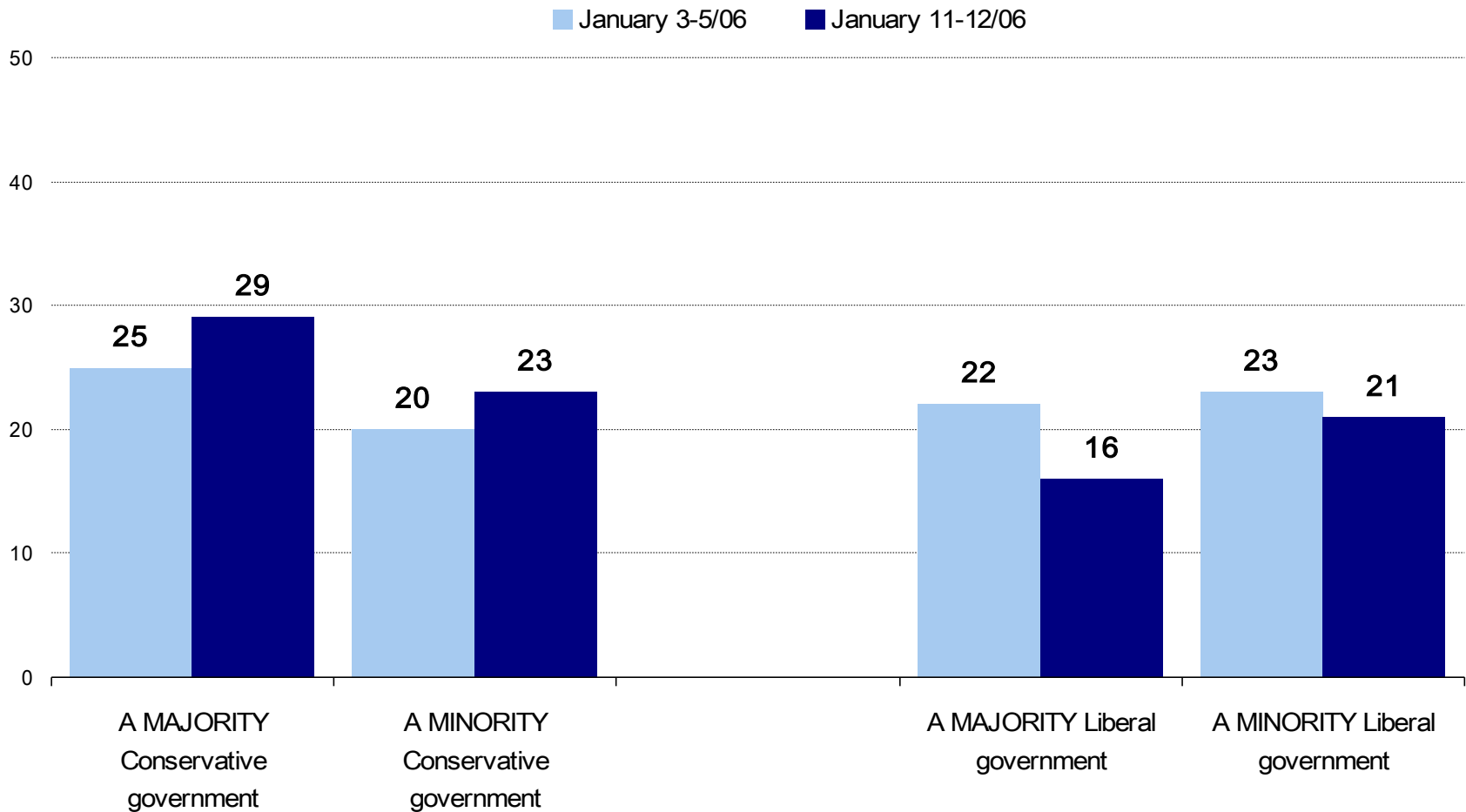
Q: Putting aside your personal voting intentions for the next federal election, which party do you think will win?



Post-debates

Preferred outcome of the election

Q: Which of the following outcomes do you think would be BEST?





For more information:

Frank Graves, President
fgraves@ekos.com

Paul Adams, Executive Director
padams@ekos.com

t: 613 235 7215