

THE TORONTO STAR

La Presse

LE SOLEIL

EXOS

Harper Closing the Deal

Quebec, Seniors, and the Better-Off Lifting Tories Over the Top

Methodology

- 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.

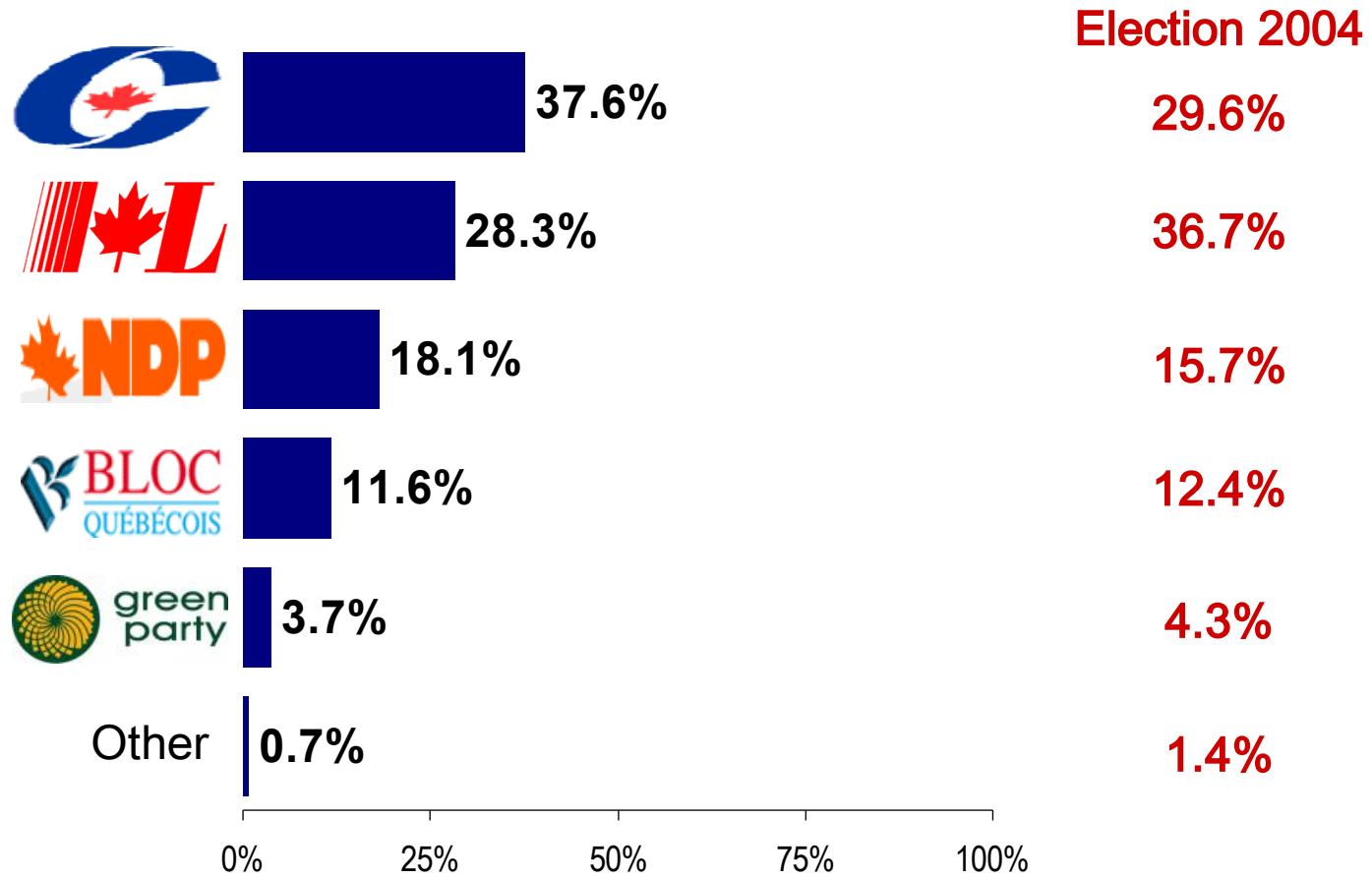
Sample distribution and margin of error

	Sample size	Margin of error
National	2306	± 2.0
British Columbia	303	± 5.6
Alberta	227	± 6.5
Prairies	153	± 7.9
Ontario	914	± 3.2
South West (e.g., Brantford, Owen Sound, London)	211	± 6.8
East (e.g., Brockville, Kingston, Ottawa, Trenton)	167	± 7.6
416 (Toronto)	165	± 7.7
905 (e.g., Ajax-Pickering, Oakville, Richmond Hill)	214	± 6.7
North (e.g., North Bay, Thunder Bay, Parry Sound)	157	± 7.8
Quebec	548	± 4.2
Montreal	288	± 5.8
West NW (e.g., Chicoutimi, Gatineau, Sherbrooke)	123	± 8.9
East NE (e.g., Quebec City, Rimouski, Sept-îles)	137	± 8.4
Atlantic	161	± 7.7

Vote intention

Federal voting intentions

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



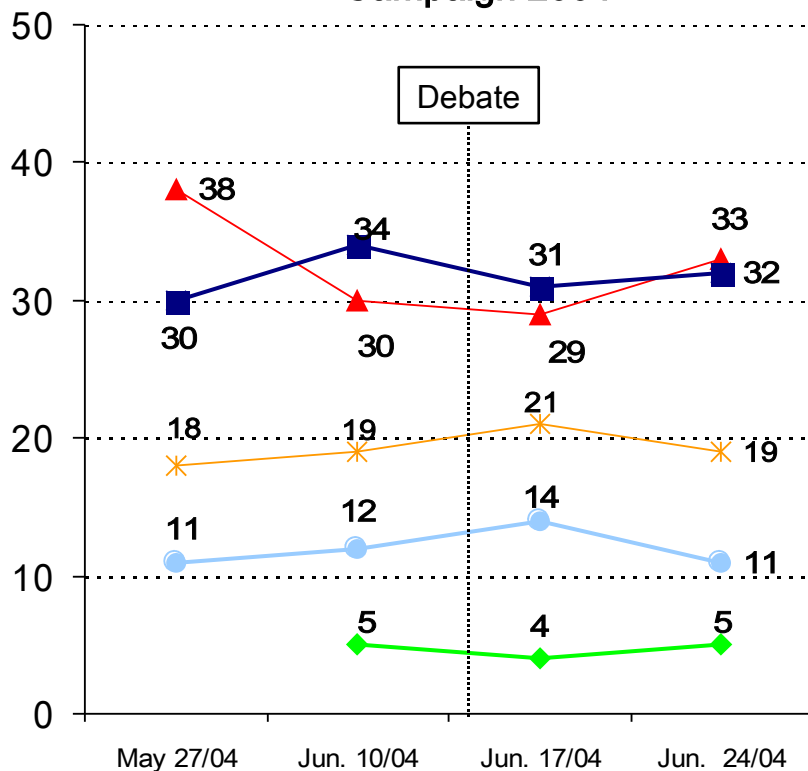
Undecided/declined: 8.5%

Would not vote: 2.5%

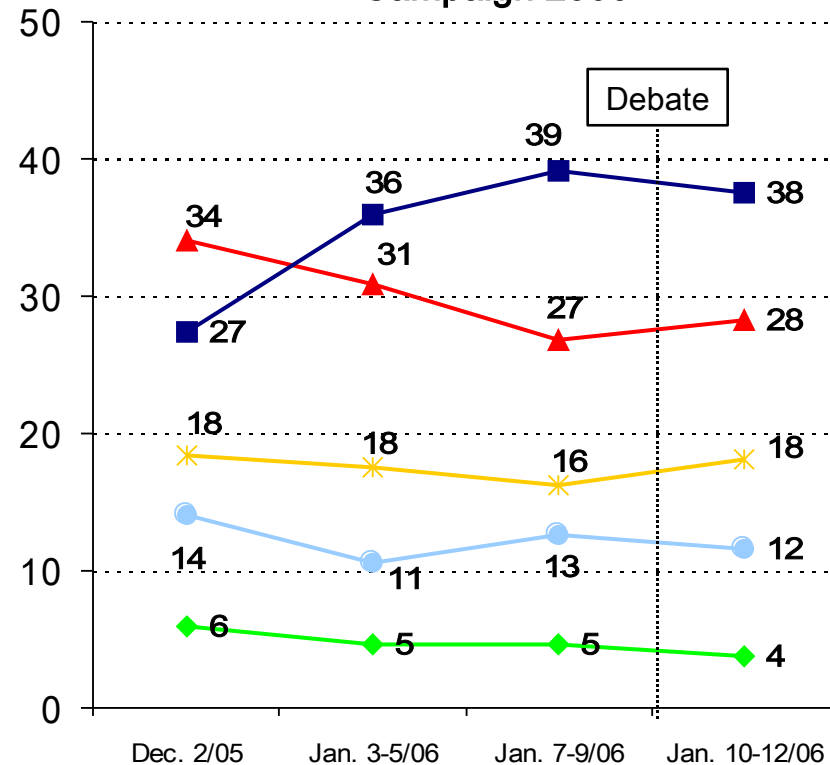
Trend in federal vote intentions over the campaign: '06 vs. '04

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

Campaign 2004



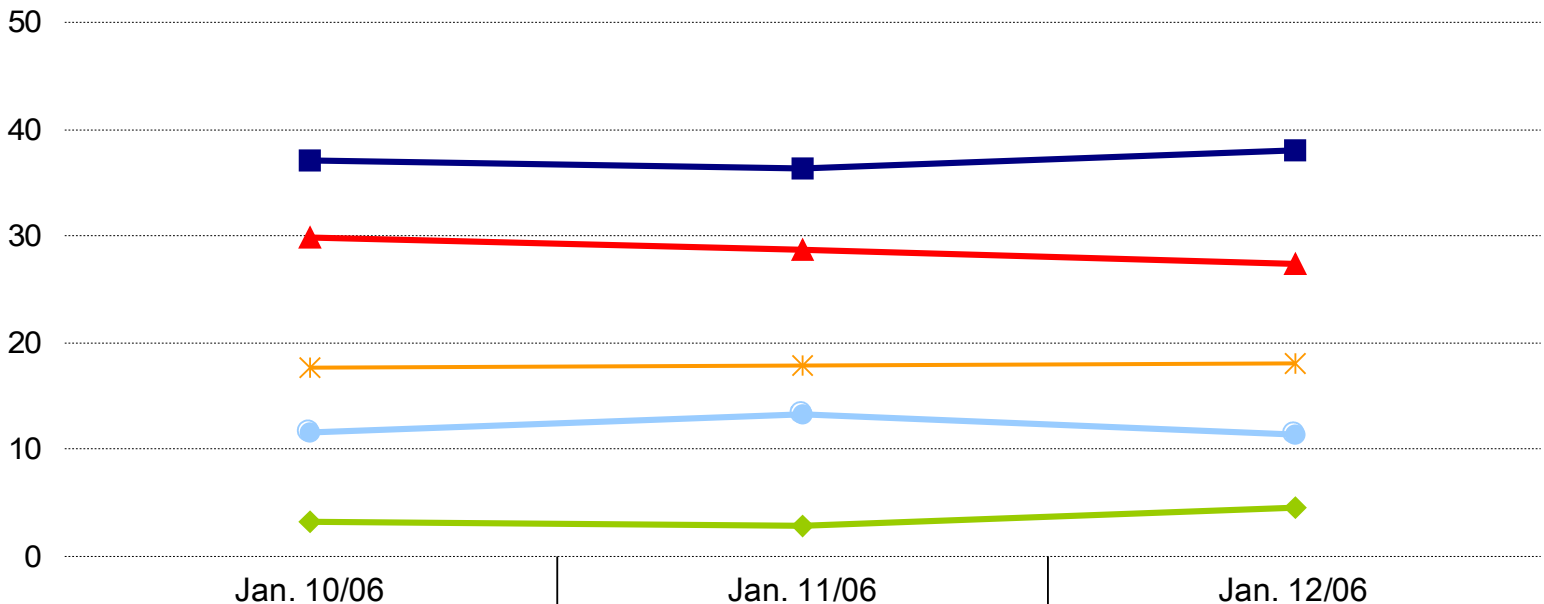
Campaign 2006



▲ Liberal
 ■ Conservative
 ✱ NDP
 ● BQ
 ◆ Green

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

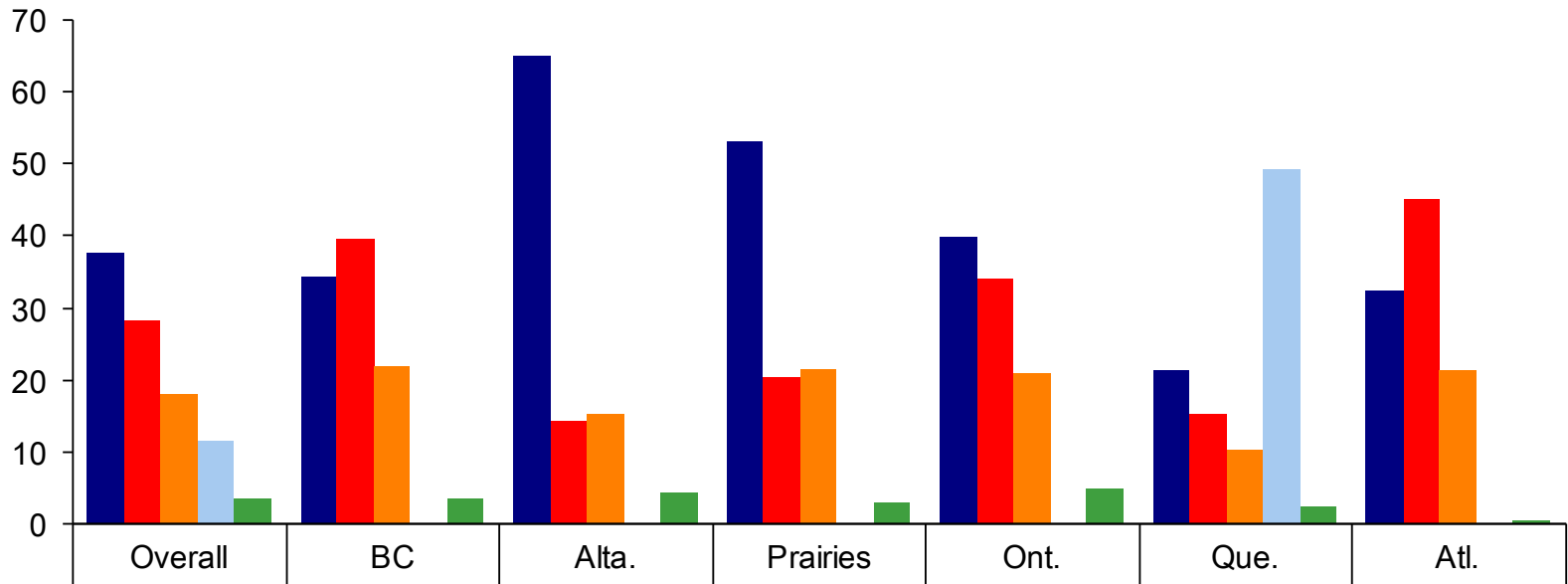
Q: If a federal election were held tomorrow, which party would you vote for?



▲ Liberal	29.9	28.8	27.4
■ CPC	37.1	36.3	38.1
● BQ	11.6	13.3	11.5
* NDP	17.6	17.9	18.1
◆ Green	3.2	2.8	4.5

Federal voting intentions: regional

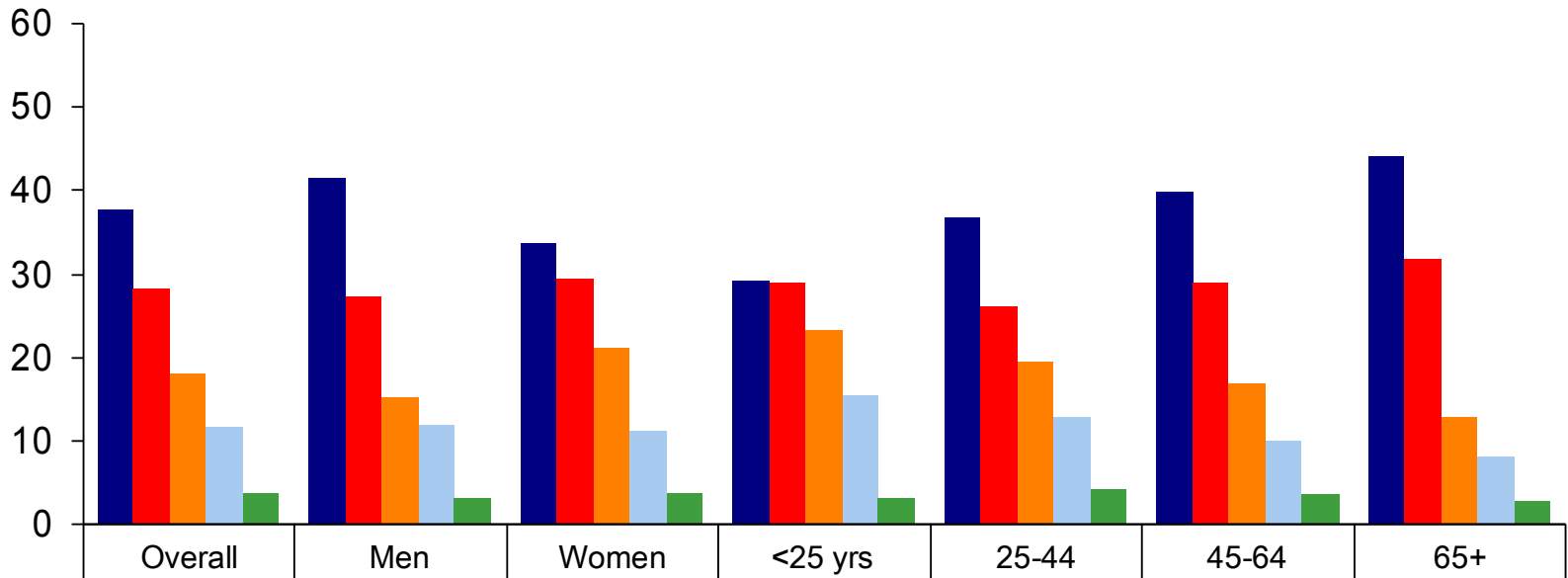
Q: If a federal election were held tomorrow, which party would you vote for?



Conservative	38	34	65	53	40	21	32
Liberal	28	40	15	21	34	15	45
NDP	18	22	15	22	21	10	21
BQ	12					49	
Green Party	4	4	4	3	5	3	1

Federal voting intentions: gender and age

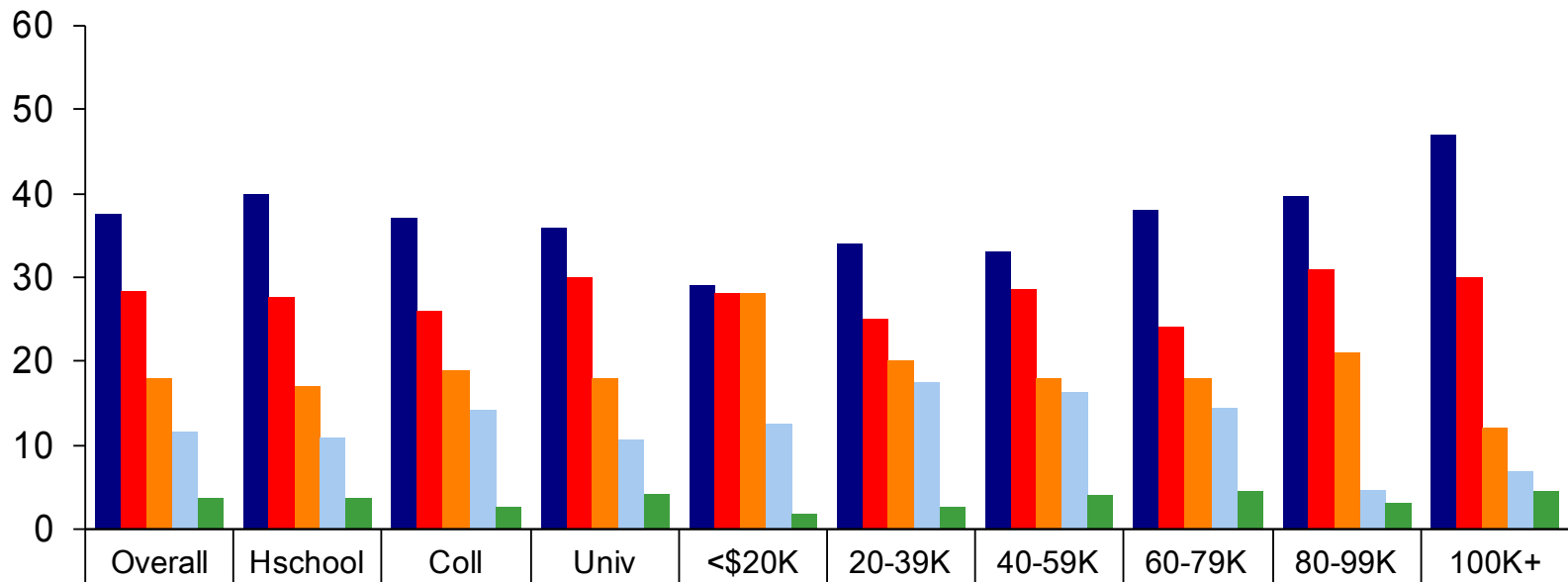
Q: If a federal election were held tomorrow, which party would you vote for?



■ Conservative	38	42	34	29	37	40	44
■ Liberal	28	27	29	29	26	29	32
■ NDP	18	15	21	23	19	17	13
■ BQ	12	12	11	15	13	10	8
■ Green Party	4	3	4	3	4	4	3

Federal voting intentions: education and income

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

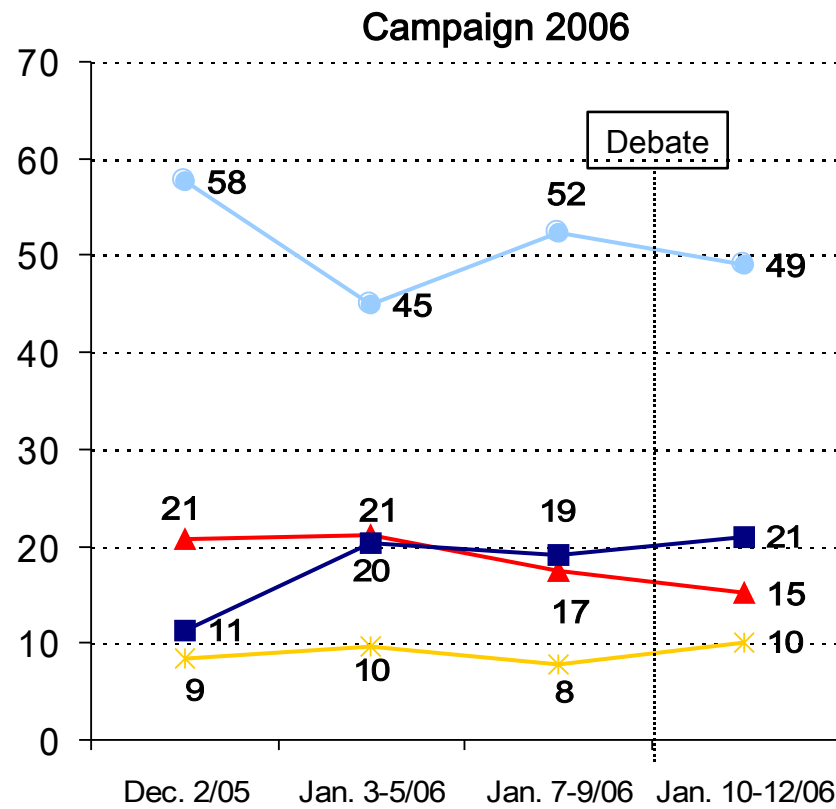
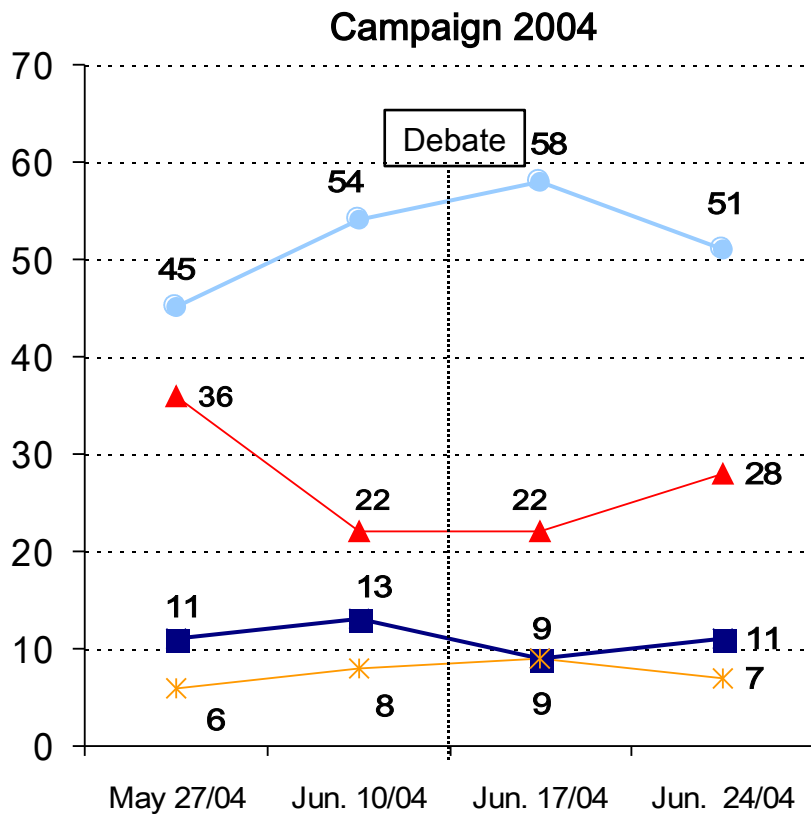


■ Conservative	38	40	37	36	29	34	33	38	40	47
■ Liberal	28	28	26	30	28	25	29	24	31	30
■ NDP	18	17	19	18	28	20	18	18	21	12
■ BQ	12	11	14	11	13	18	16	14	5	7
■ Green Party	4	4	3	4	2	3	4	5	3	4

Vote intention in the key regions

Federal vote intentions in Quebec over the campaign: '06 vs. '04

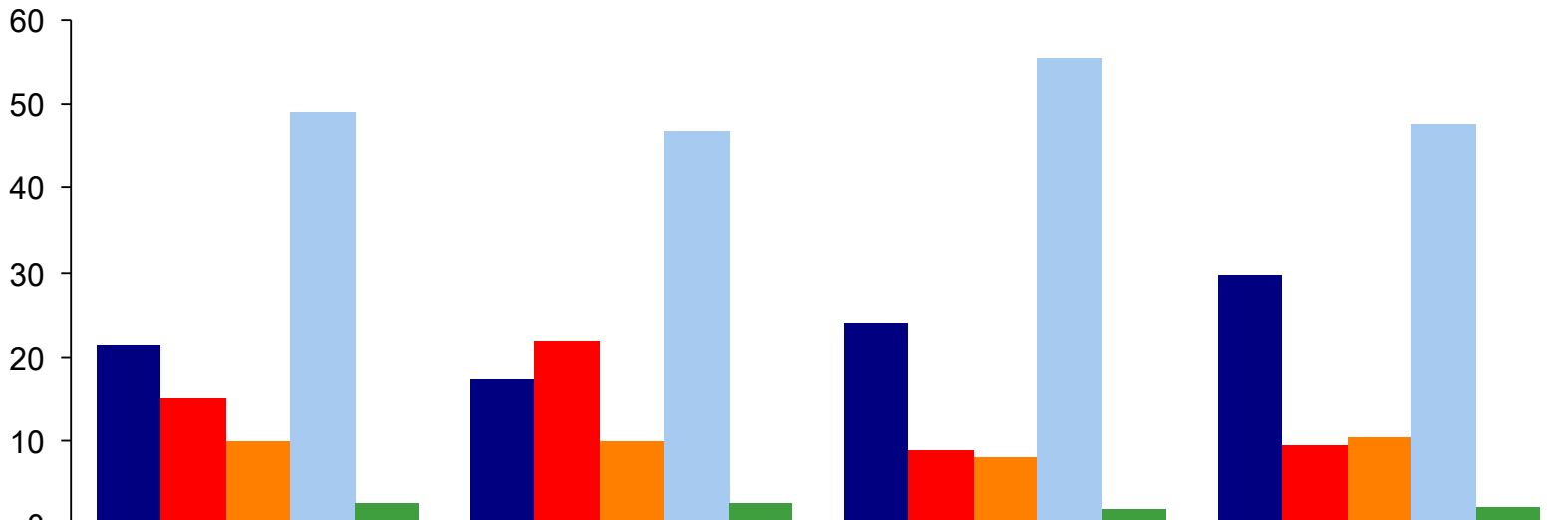
Q: If a federal election were held tomorrow, which party would you vote for?



▲ Liberal
 ■ Conservative
 ● Bloc
 ✱ NDP

Federal voting intentions: Quebec

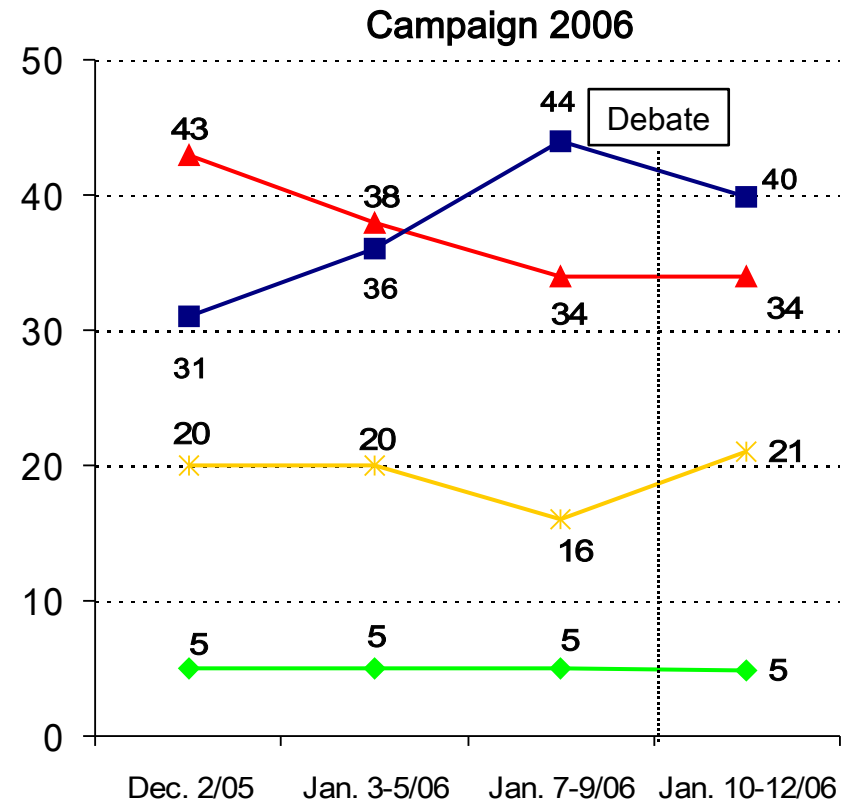
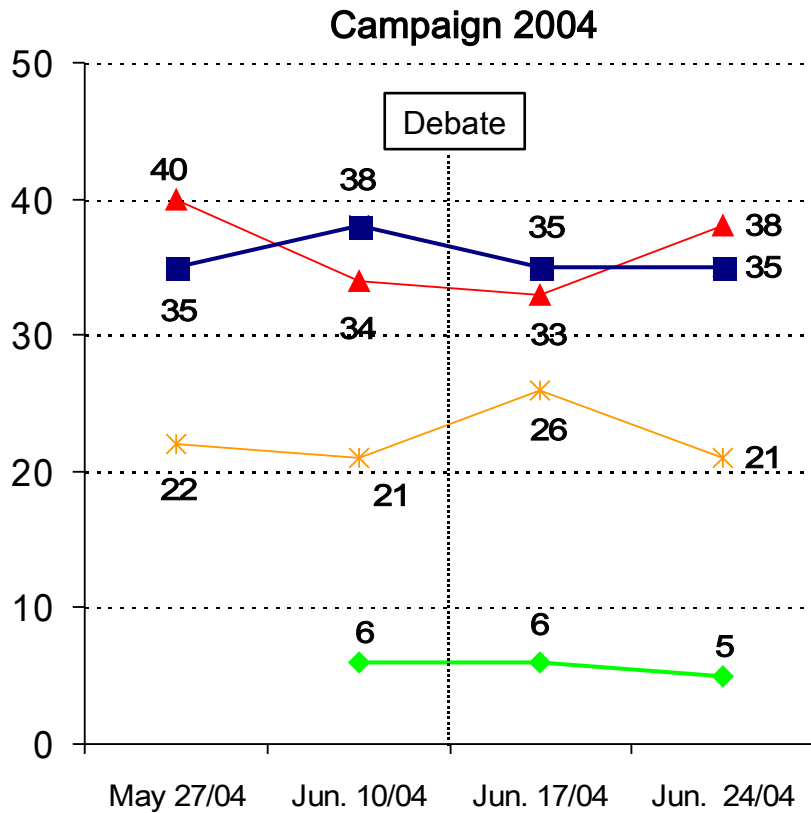
Q: If a federal election were held tomorrow, which party would you vote for?



	Overall	Montreal	West NW	East NE
Conservative	21	17	24	30
Liberal	15	22	9	9
NDP	10	10	8	11
BQ	49	47	55	48
Green Party	3	3	2	2

Federal vote intentions in ONTARIO over the campaign: '06 vs. '04

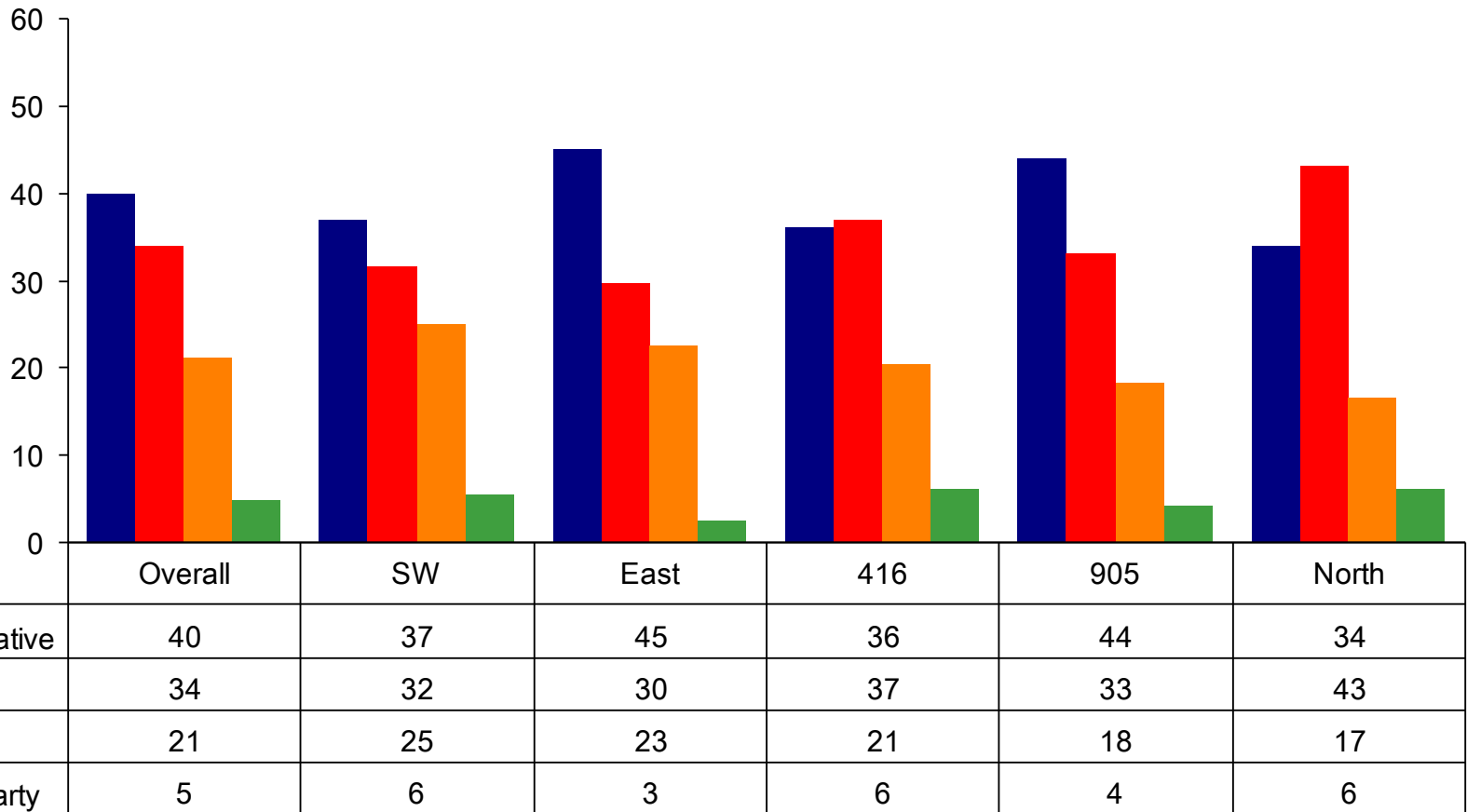
Q: If a federal election were held tomorrow, which party would you vote for?



▲ Liberal
 ■ Conservative
 ✱ NDP
 ◆ Green

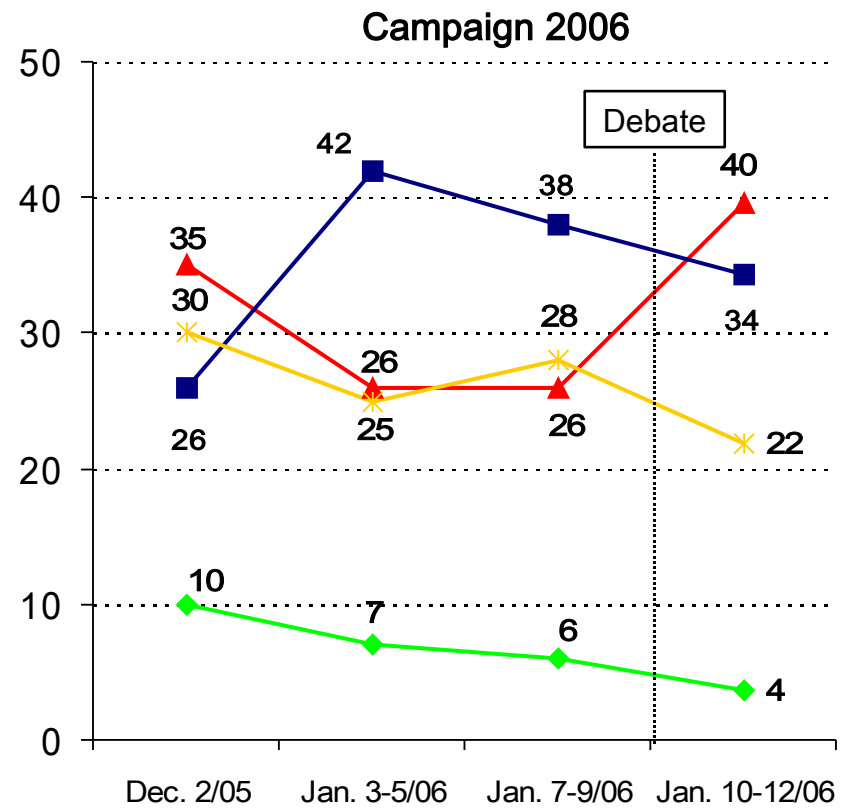
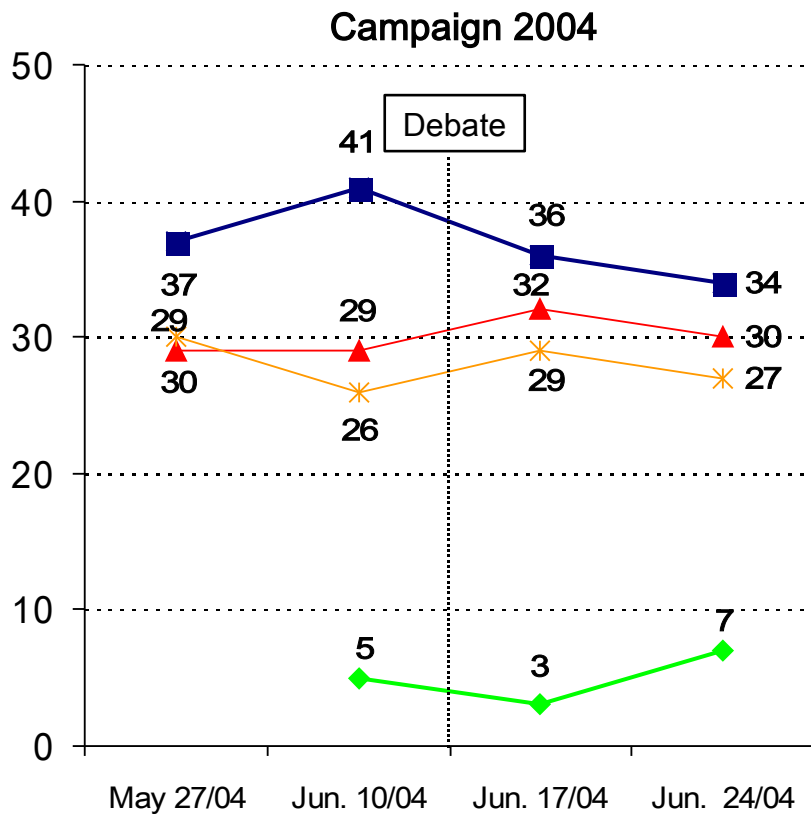
Federal voting intentions: Ontario

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



Federal vote intentions in B.C. over the campaign: '06 vs. '04

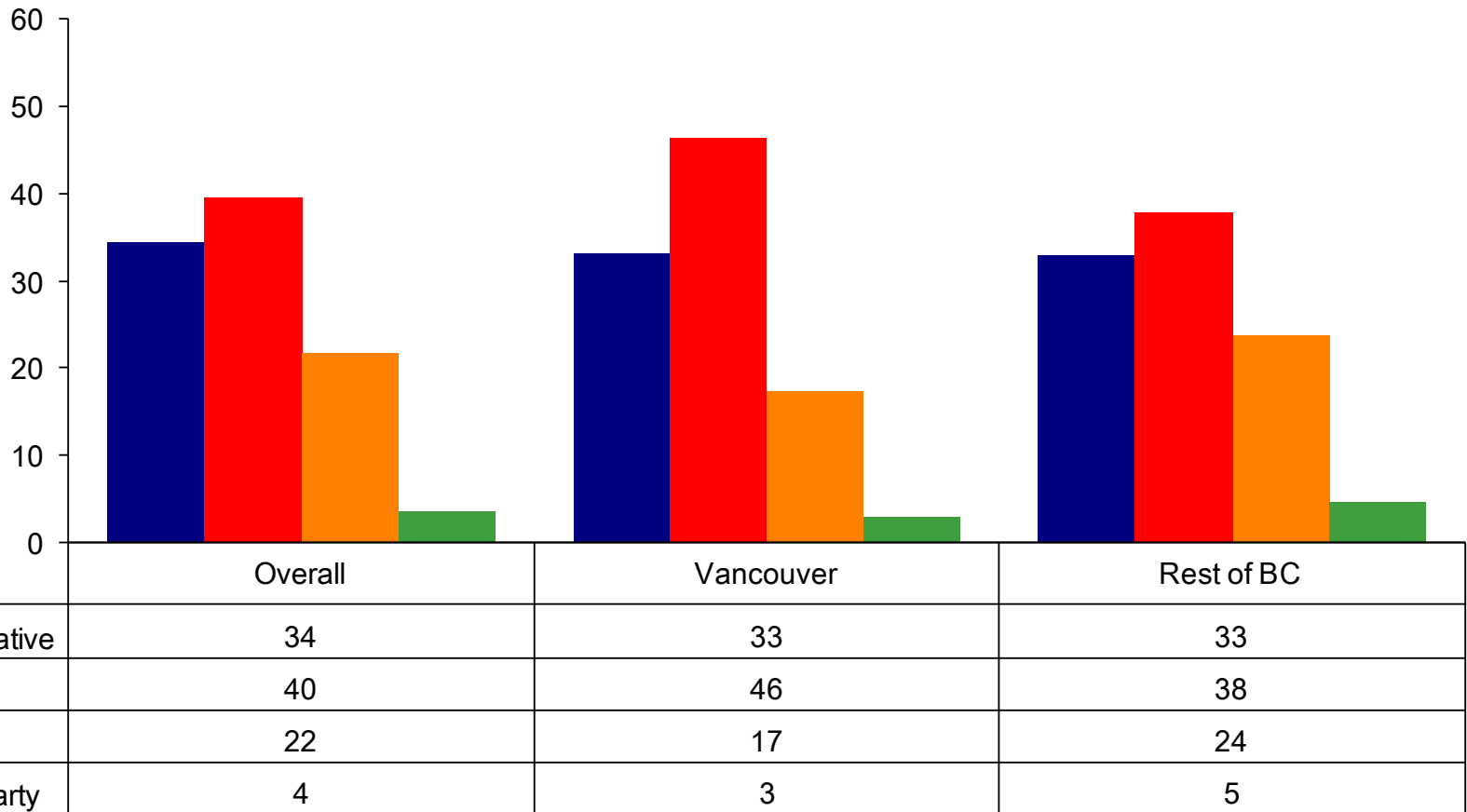
Q: If a federal election were held tomorrow, which party would you vote for?



▲ Liberal
 ■ Conservative
 ✱ NDP
 ◆ Green

Federal voting intentions: British Columbia

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



Voter commitment

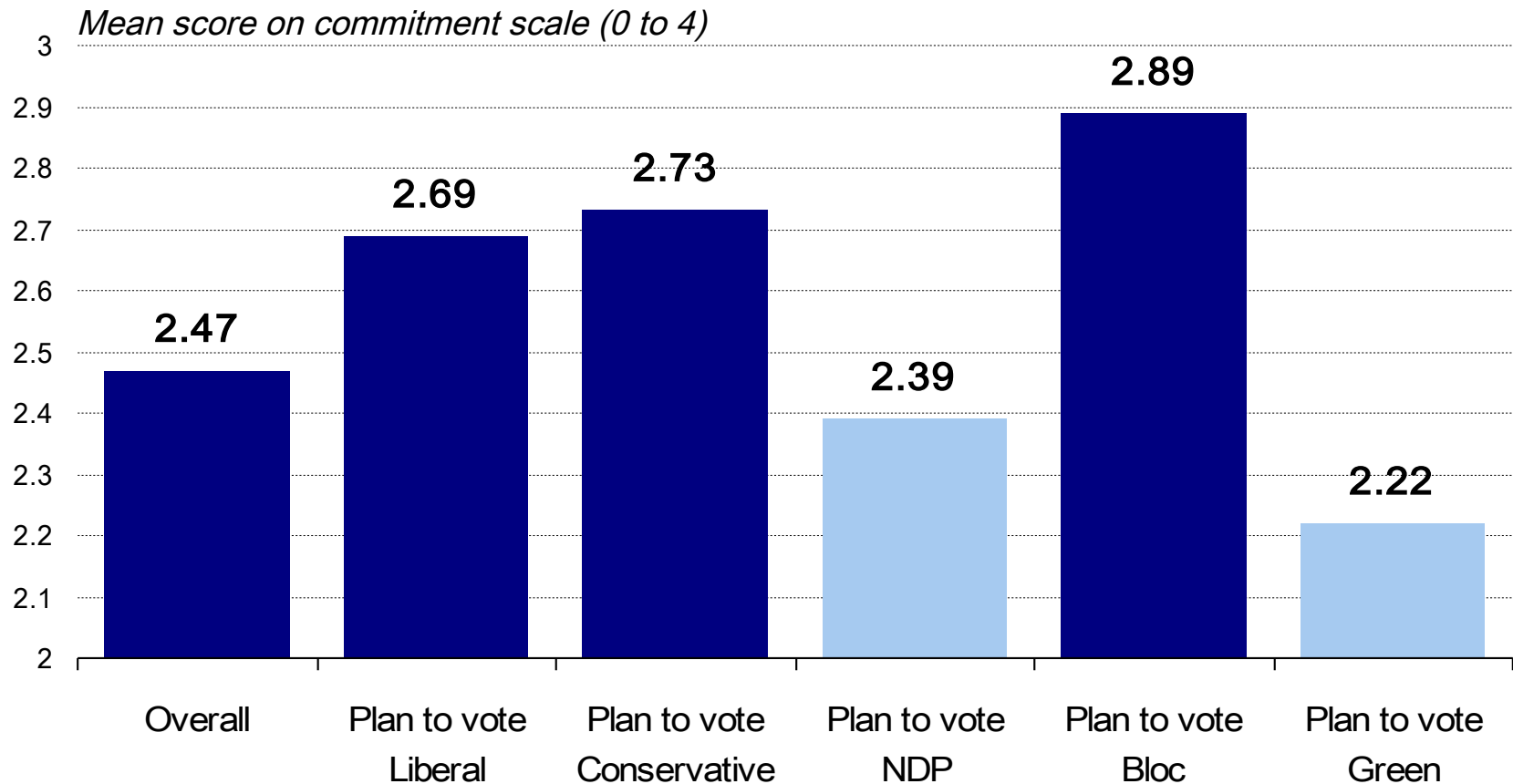
A note on the “commitment index”

- In a period of unprecedented political ambivalence, commitment is a scarce resource. In a tight race such as this, one of the key determinants of electoral success is the overall degree of loyalty or commitment of voters to various alternatives.

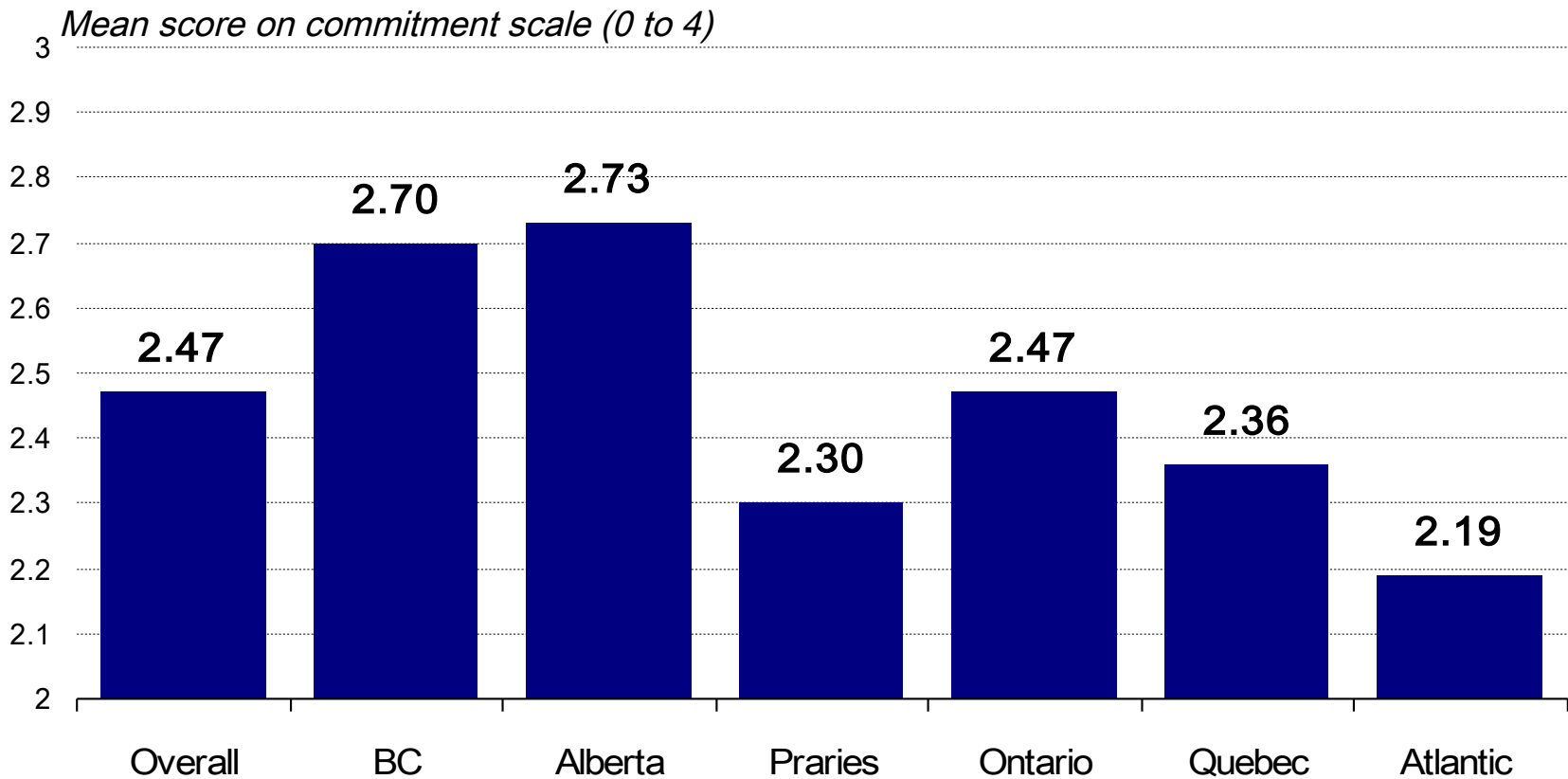
- We have therefore created a “commitment index” which we will associate with each of the parties’ weekly results. This index is an aggregation of four factors:
 - i. the expressed intensity of attachment to current voting choice;
 - ii. the ease with which a respondent revealed/declared their voting preference;
 - iii. the concordance between current choice and declared past vote; and
 - iv. the self-expressed likelihood of actually voting on January 23.

- This index will be useful in our analysis of the outcome of the election given that, all other things being equal, the more committed one’s supporters, the greater the likelihood of winning.

Bloc voters most committed; NDP and Green least committed



Easterners least committed; B.C. and Alberta most steadfast

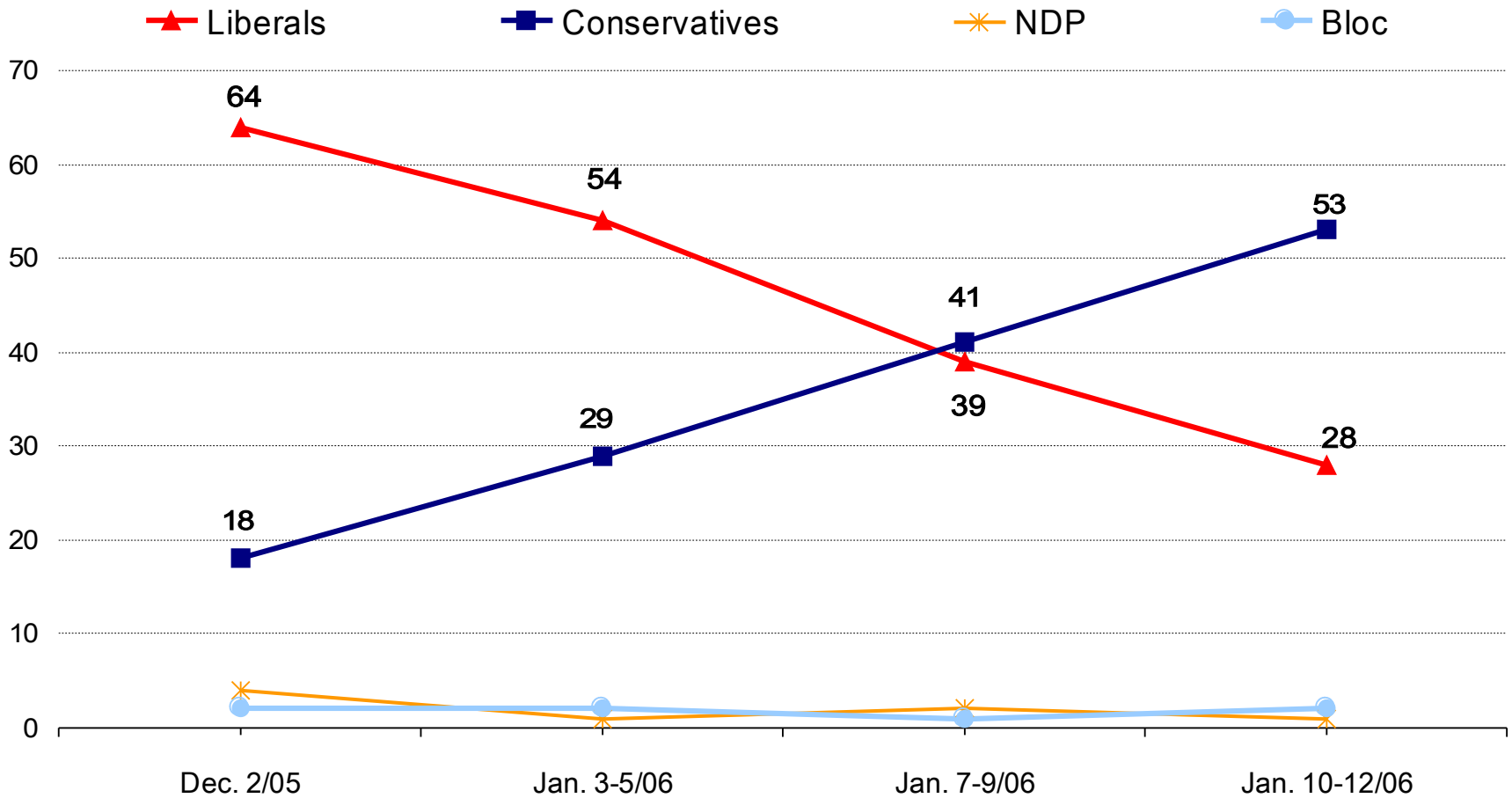


Base: All Canadians; Jan. 10-12, n=2306

Outcome of the election

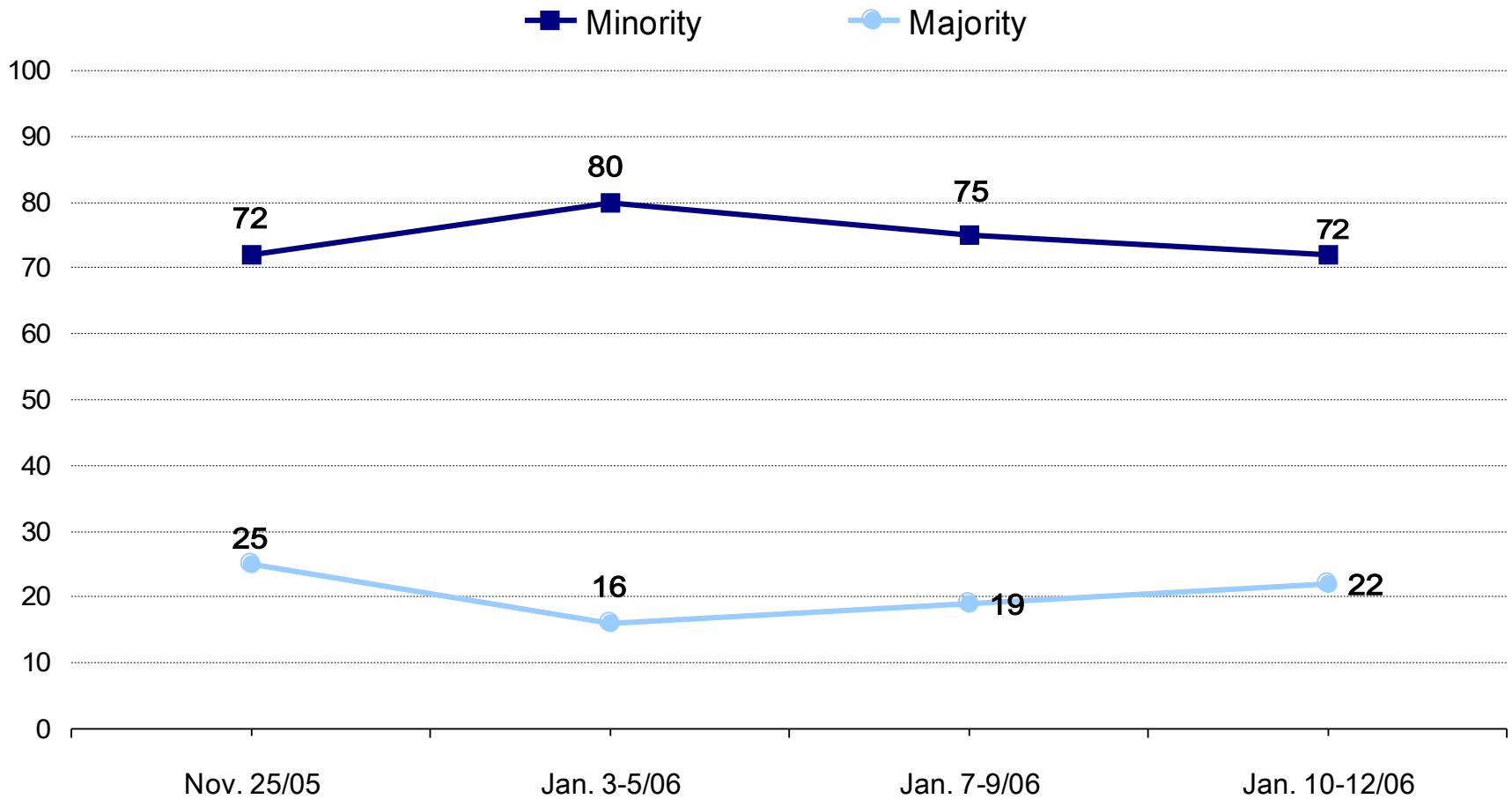
Tracking likely winner over the campaign

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



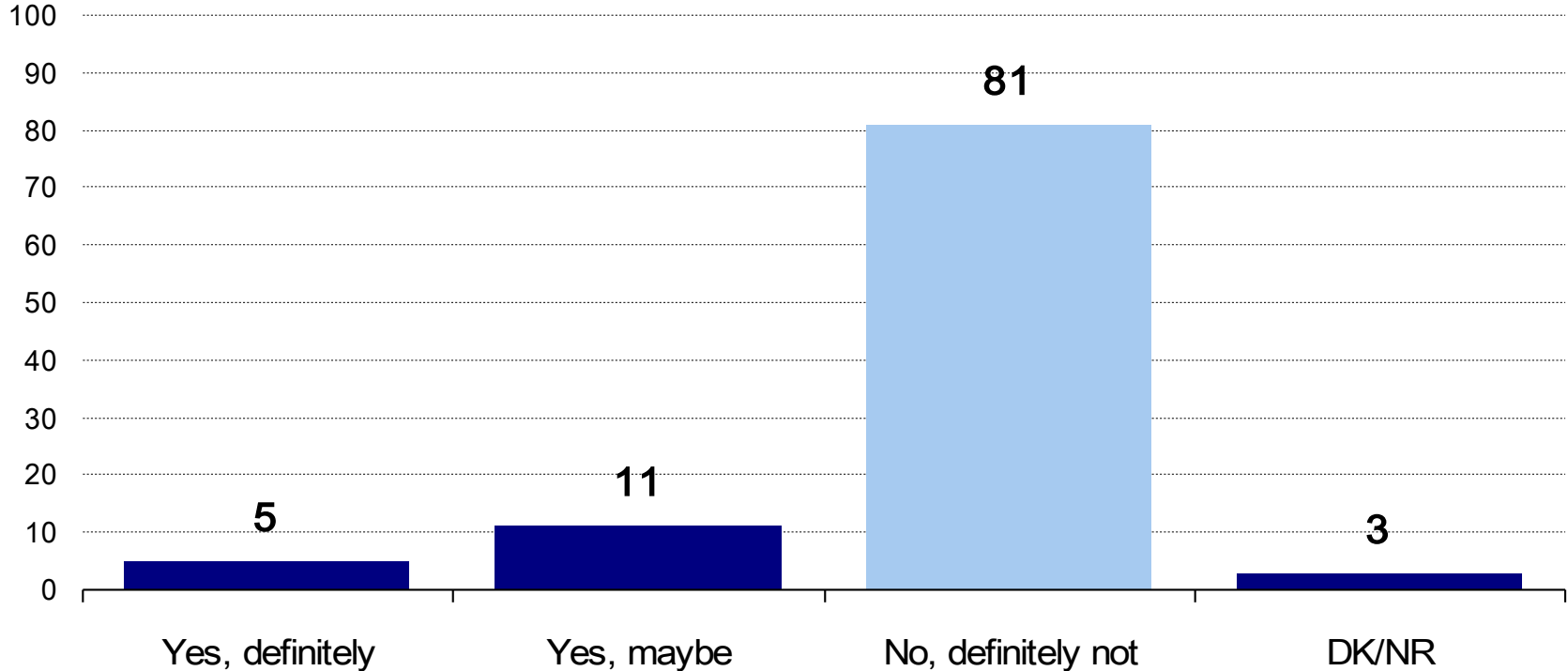
Next government expected to be a minority

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



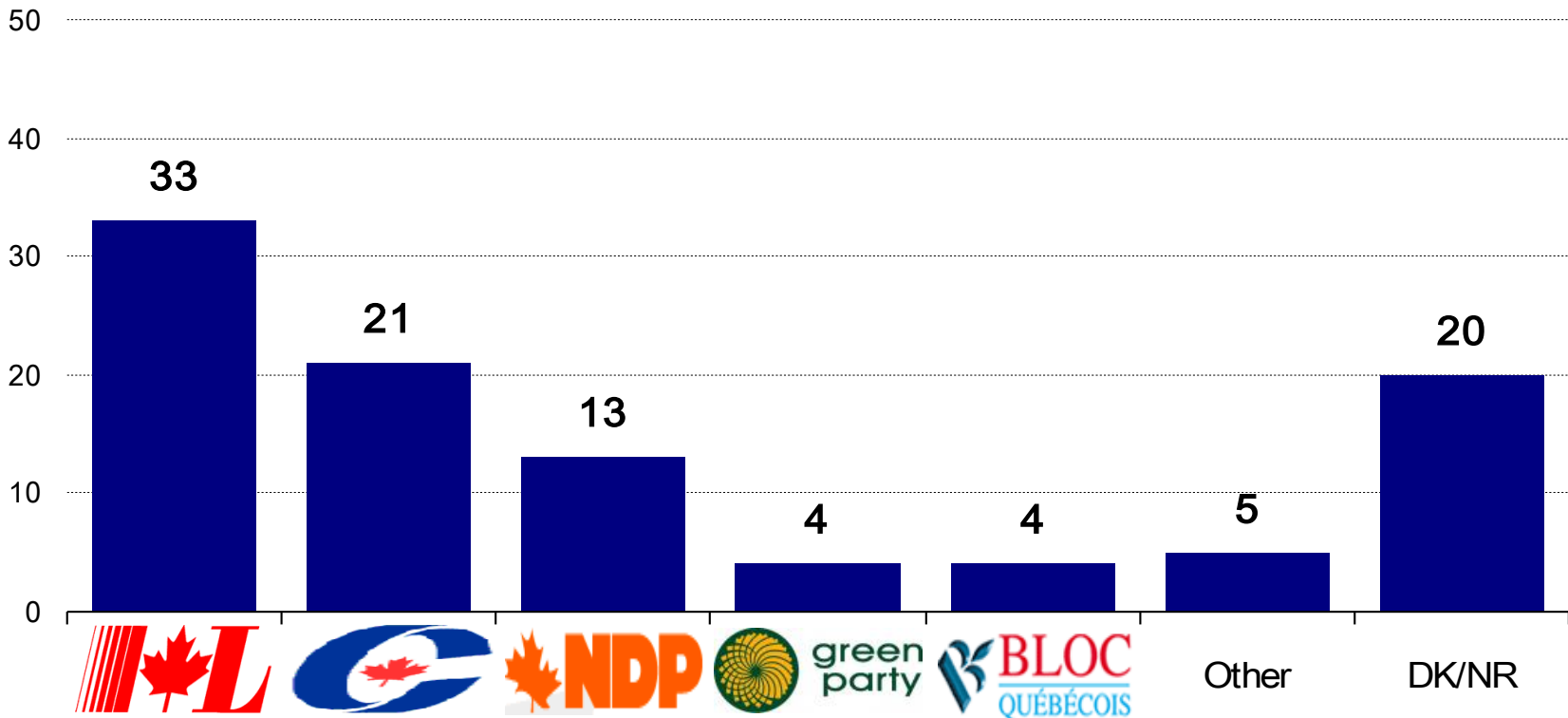
Most Canadians would not change vote if they thought CPC would win

Q: If you KNEW that the Conservatives were about to win a majority government in this election, would you then reconsider your current voting intention?



Vote “switchers”: blocking a CPC win or bandwagon effect?

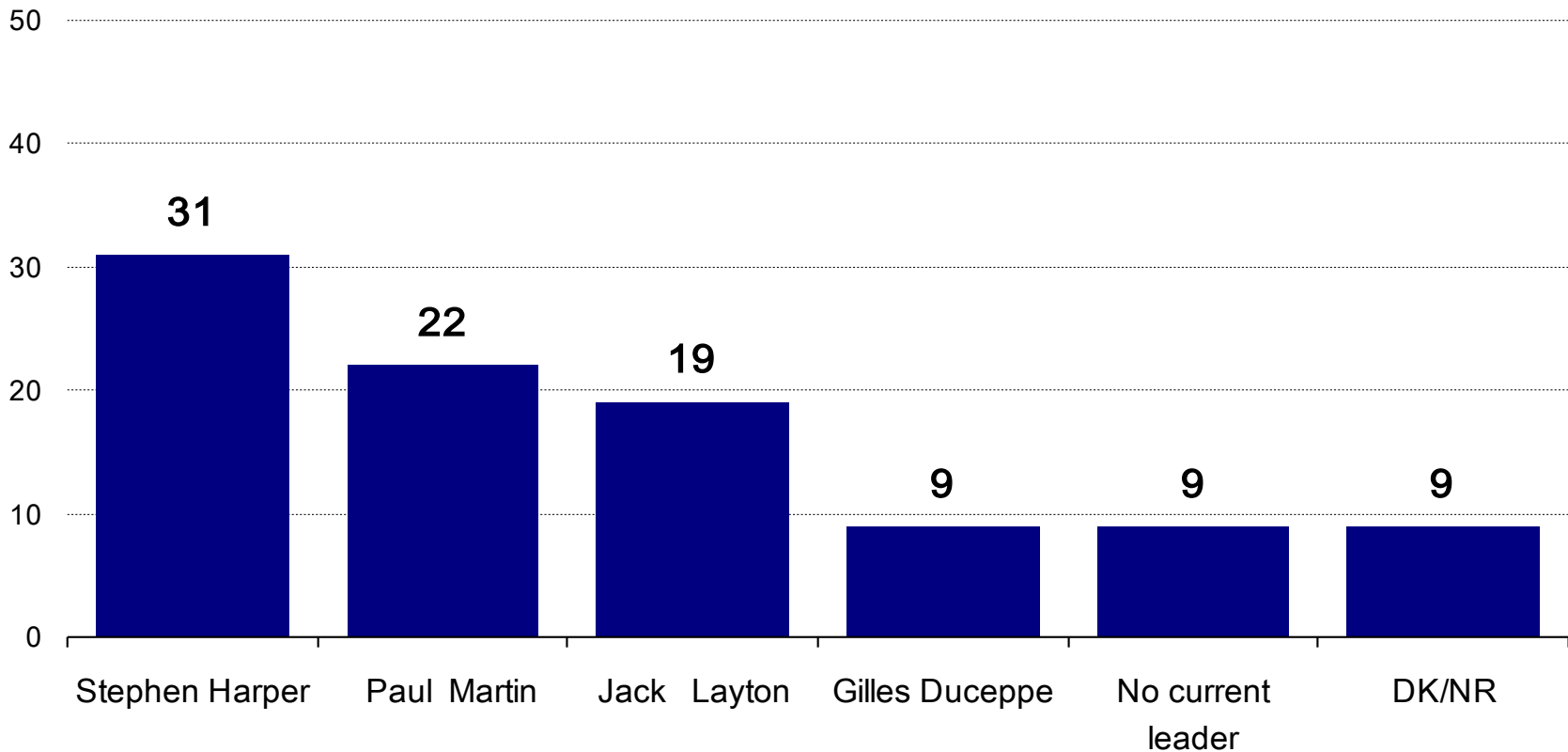
Q: Which party do you think you might vote for instead?



Views on the leaders and their parties

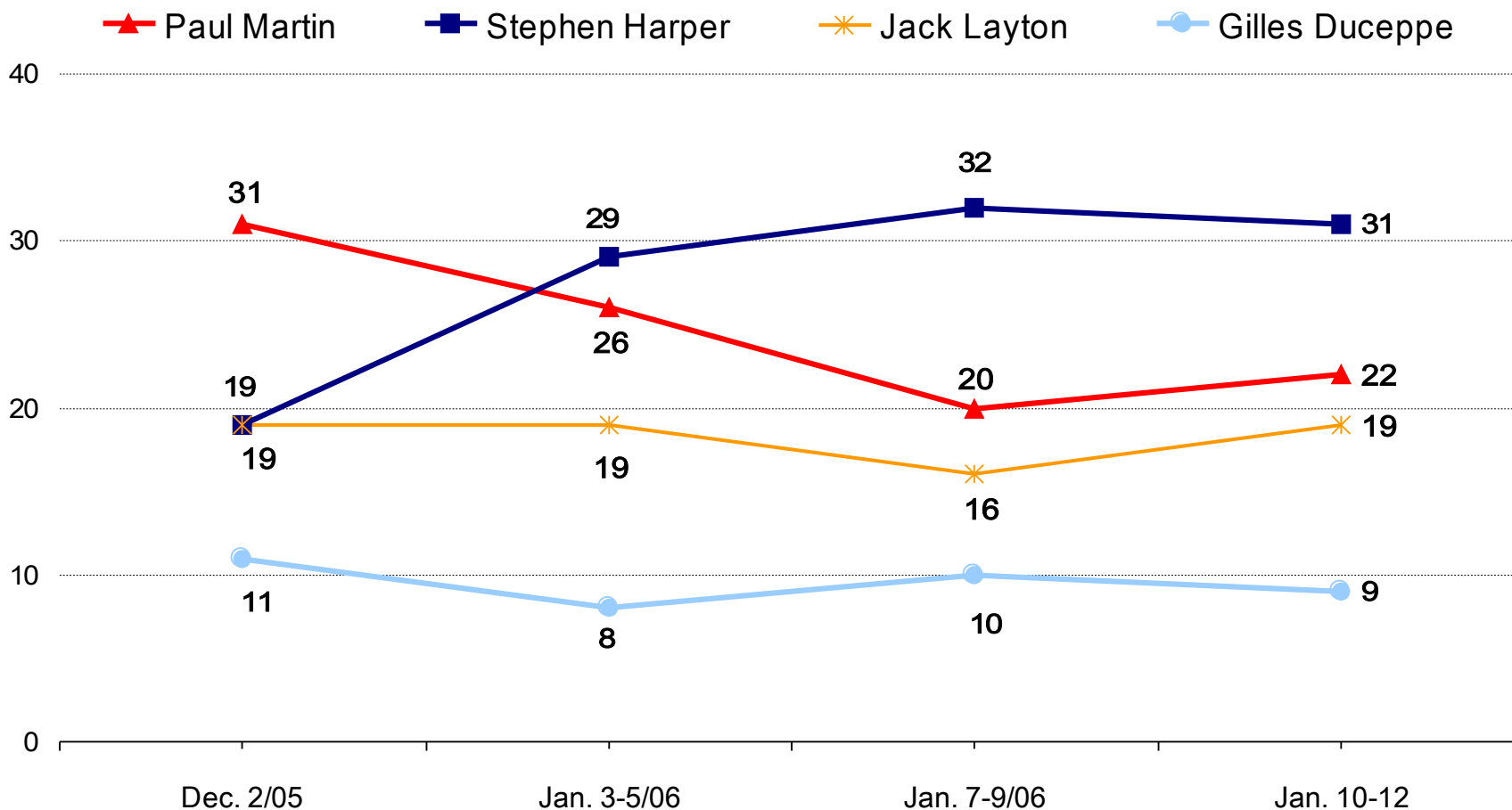
Vision for the future

Q: Which of the following leaders is doing the best job of articulating a positive vision for the future?



Tracking views on leader with best vision for the future

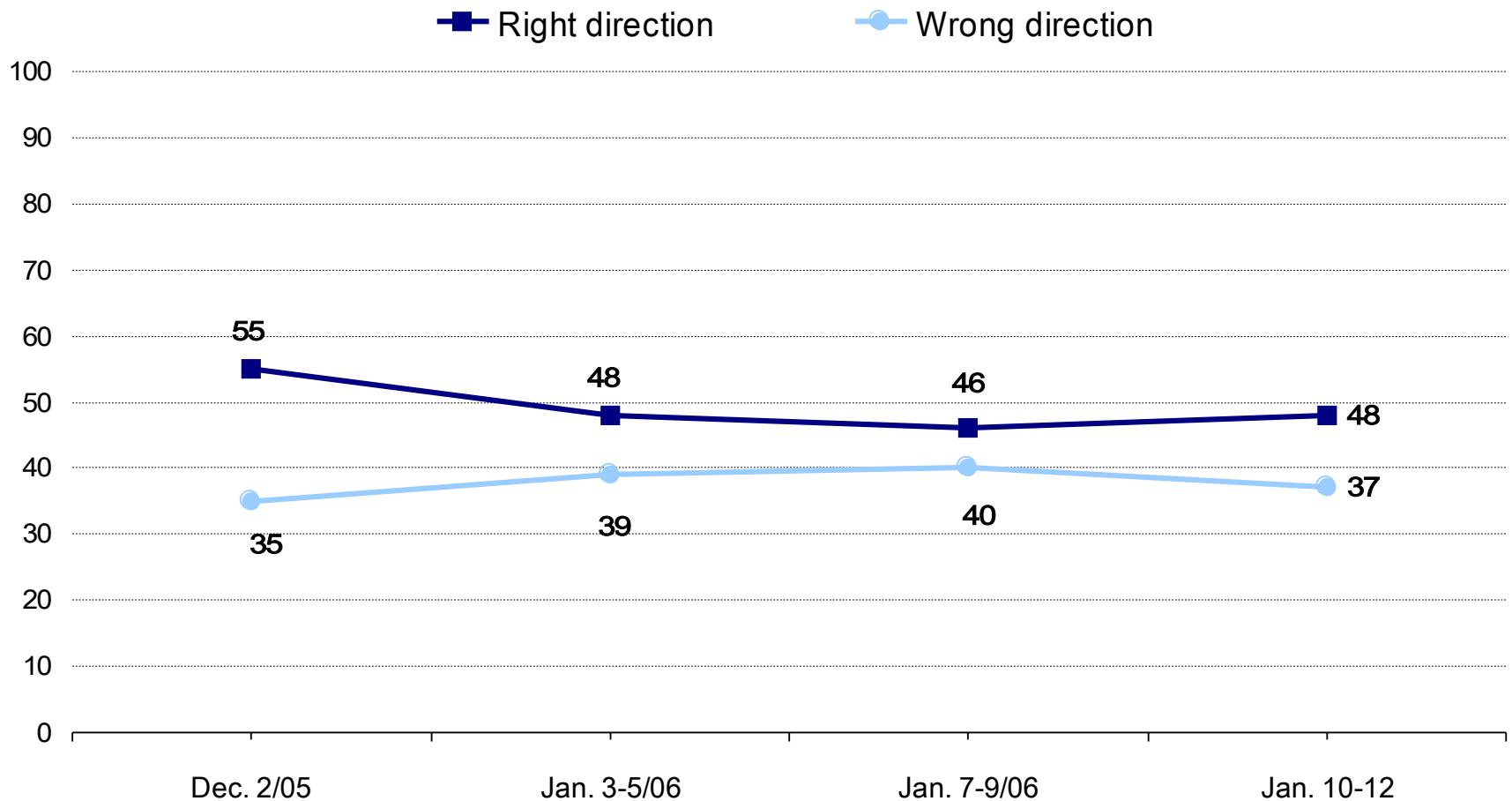
Q: Which of the following leaders is doing the best job of articulating a positive vision for the future?



General outlook

Tracking views on direction of country over the election campaign

Q: All things considered, would you say that the country is moving in the right direction or the wrong direction?





For more information:

Frank Graves, President
fgraves@ekos.com

Paul Adams, Executive Director
padams@ekos.com

t: 613 235 7215