



# **Federal Election Poll # 3**

*Post-debate follow-up*

# Methodology

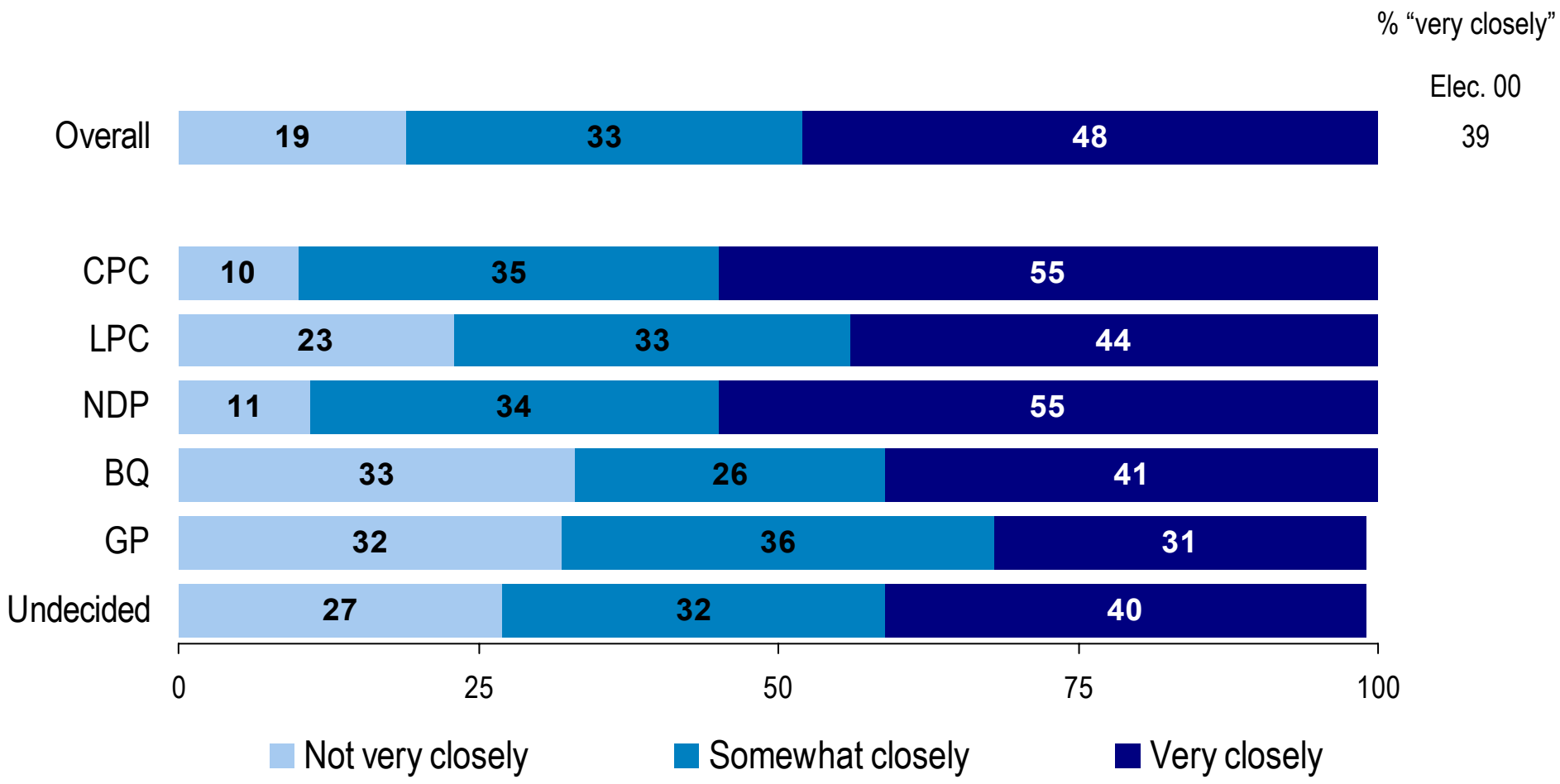
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- Telephone survey of the general public
    - ❖ 895 follow-up interviews with Canadians 18 years of age and older who participated in a survey on the federal election campaign between June 7-9, 2004
      - ✓ Interview period: June 16 to June 17, 2004
      - ✓ National results valid within 3.3 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.
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# Attention to the Campaign and the Leader's Debate

# Campaign being watched more closely than in 2000

Q: How closely have you been following the federal election campaign?



Base: All Canadians; Jun.04, n=895

# Majority tuned in for leader's debate

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

	FEDERAL VOTING INTENTIONS							
	<u>Overall</u>	<u>CPC</u>	<u>LPC</u>	<u>NDP</u>	<u>BQ</u>	<u>GP</u>	<u>Undecided</u>	<u>Elec. 00</u>
Yes	67	74	65	70	70	55	50	60
No	33	26	35	30	30	45	50	40

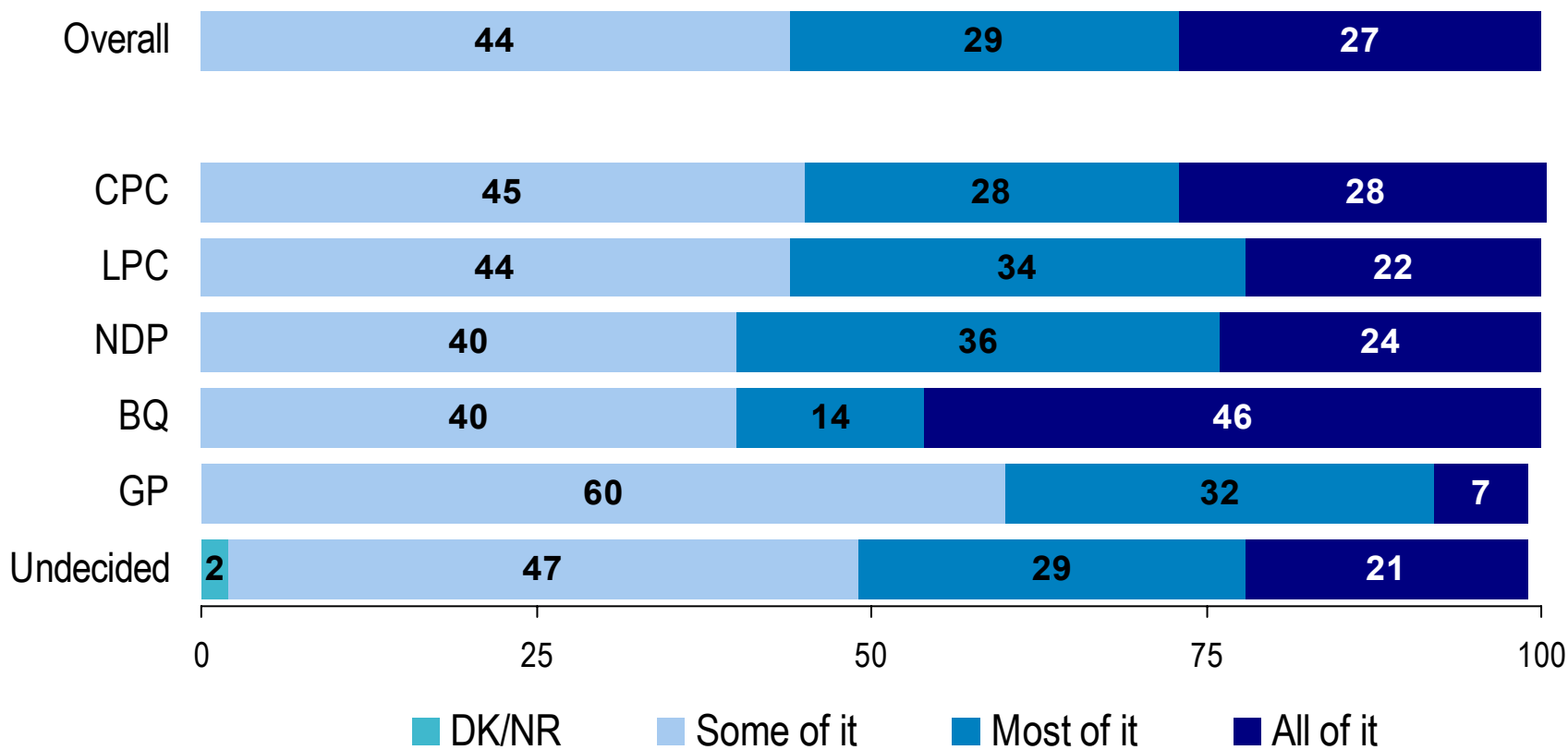
# BQ voters most attentive to the debate

Q: Did you watch or listen to all of it, most of it, or just some of it?\*

% "all of it"

Elec. 00

26



# Stephen Harper seen as winning the debate

Q: Who do you think **WON** the leaders debate?\*

	FEDERAL VOTING INTENTIONS						
	<u>Overall</u>	<u>CPC</u>	<u>LPC</u>	<u>NDP</u>	<u>BQ</u>	<u>GP</u>	<u>Undecided</u>
Stephen Harper	25	57	11	13	5	23	5
Gilles Duceppe	22	9	12	15	88	0	13
Paul Martin	10	3	31	4	0	0	3
Jack Layton	7	2	2	28	0	7	3
Nobody	24	22	26	30	5	45	50
DK/NR	11	6	18	10	2	24	27

Base: All Canadians; Jun.04, n=616; \*Asked of those who watched the debate

# Paul Martin seen as losing the debate

Q: And who do you think **LOST** the leaders debate?

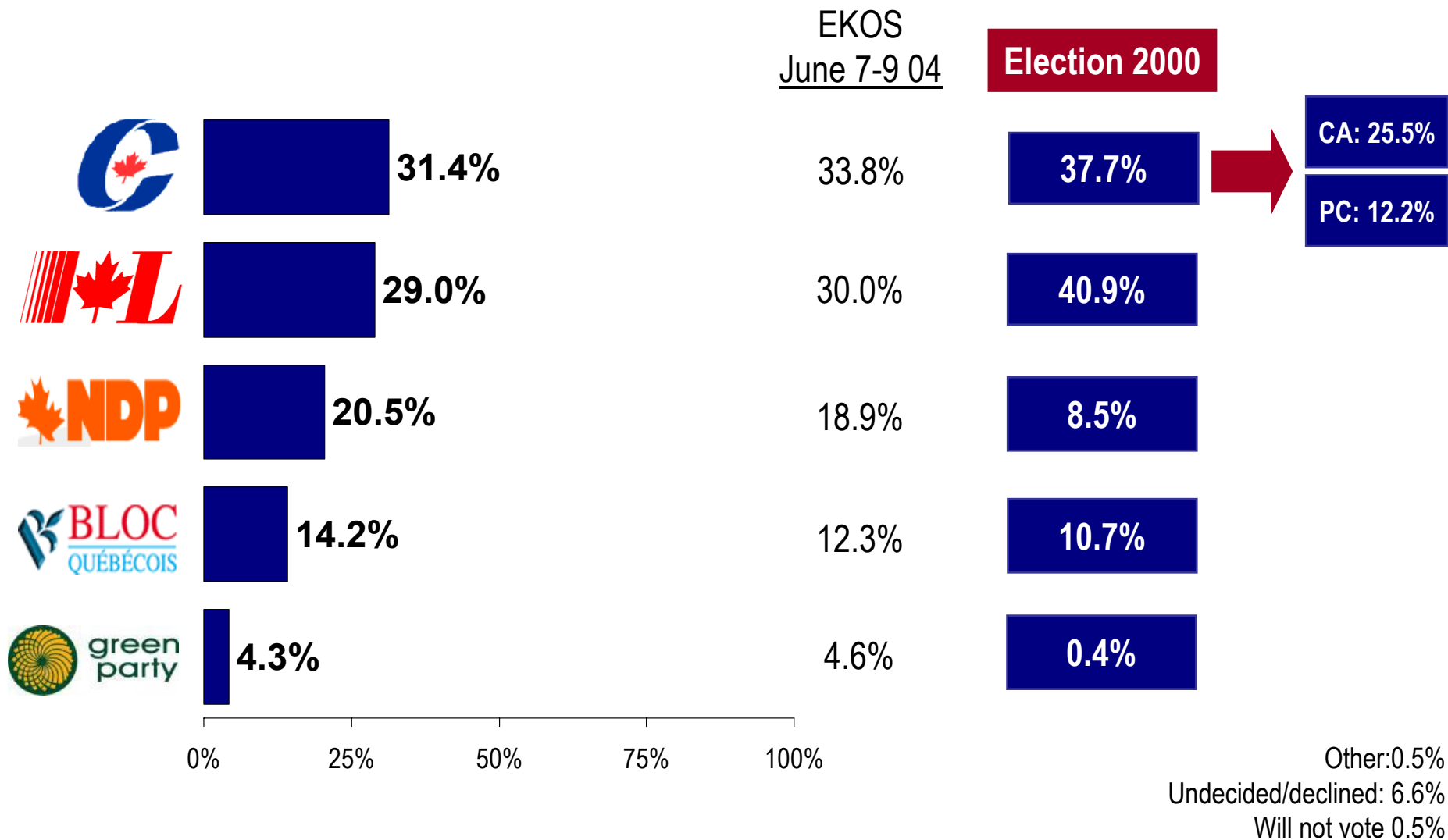
	FEDERAL VOTING INTENTIONS						
	<u>Overall</u>	<u>CPC</u>	<u>LPC</u>	<u>NDP</u>	<u>BQ</u>	<u>GP</u>	<u>Undecided</u>
Paul Martin	41	57	10	47	56	38	29
Jack Layton	21	19	33	7	32	3	5
Gilles Duceppe	8	7	14	9	0	11	5
Stephen Harper	7	2	11	12	7	0	3
Nobody	12	9	17	13	2	18	34
DK/NR	11	6	15	12	3	29	23



# Current Voting Intentions

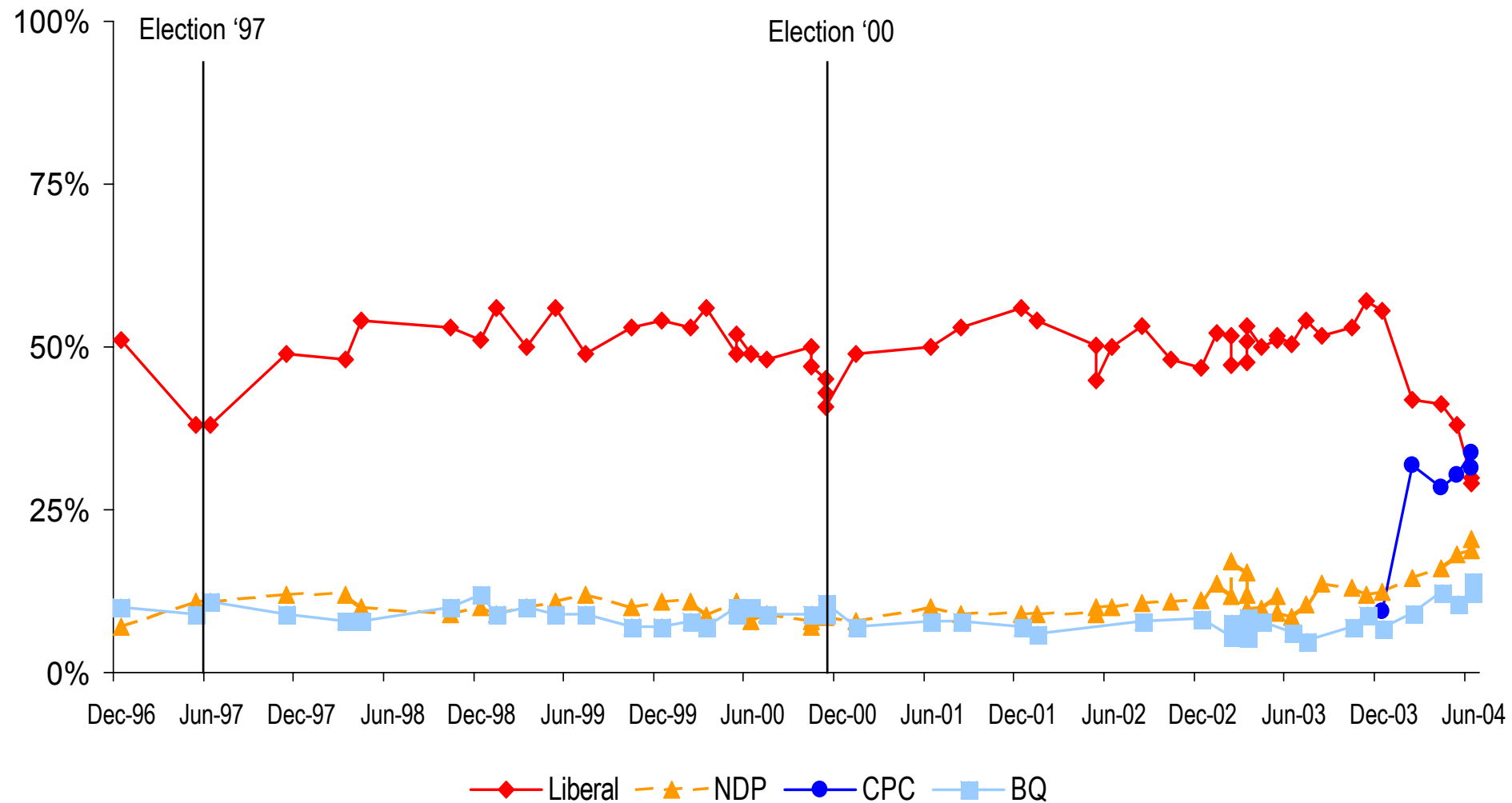
# Federal voting intentions

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



# Long-term trend

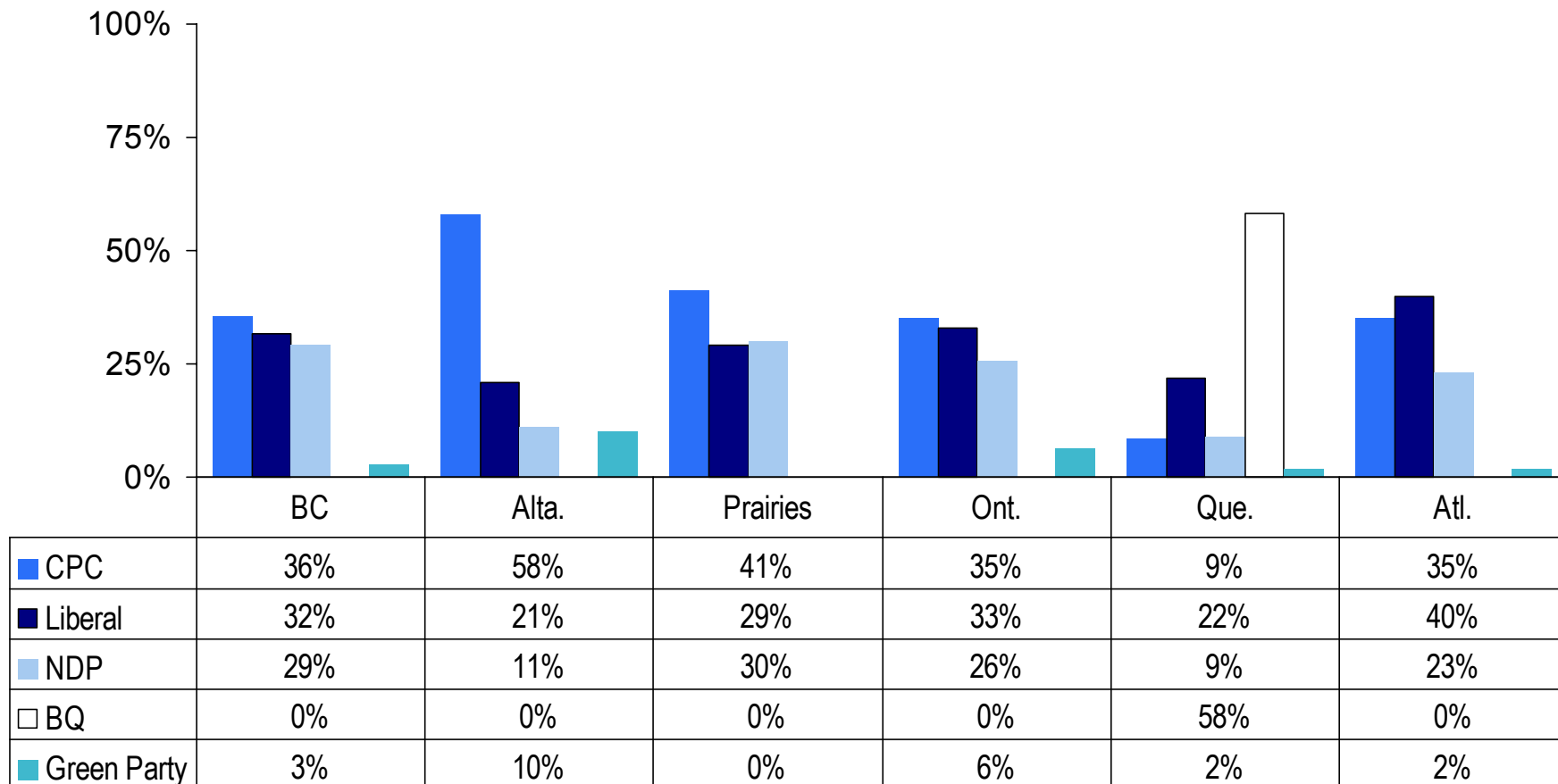
Q: If a federal election were held tomorrow, which party would you vote for?



Base: Decided voters only (includes "leaners"); most recent data point; Jun. 04, n= 822

# Federal voting intentions: regional

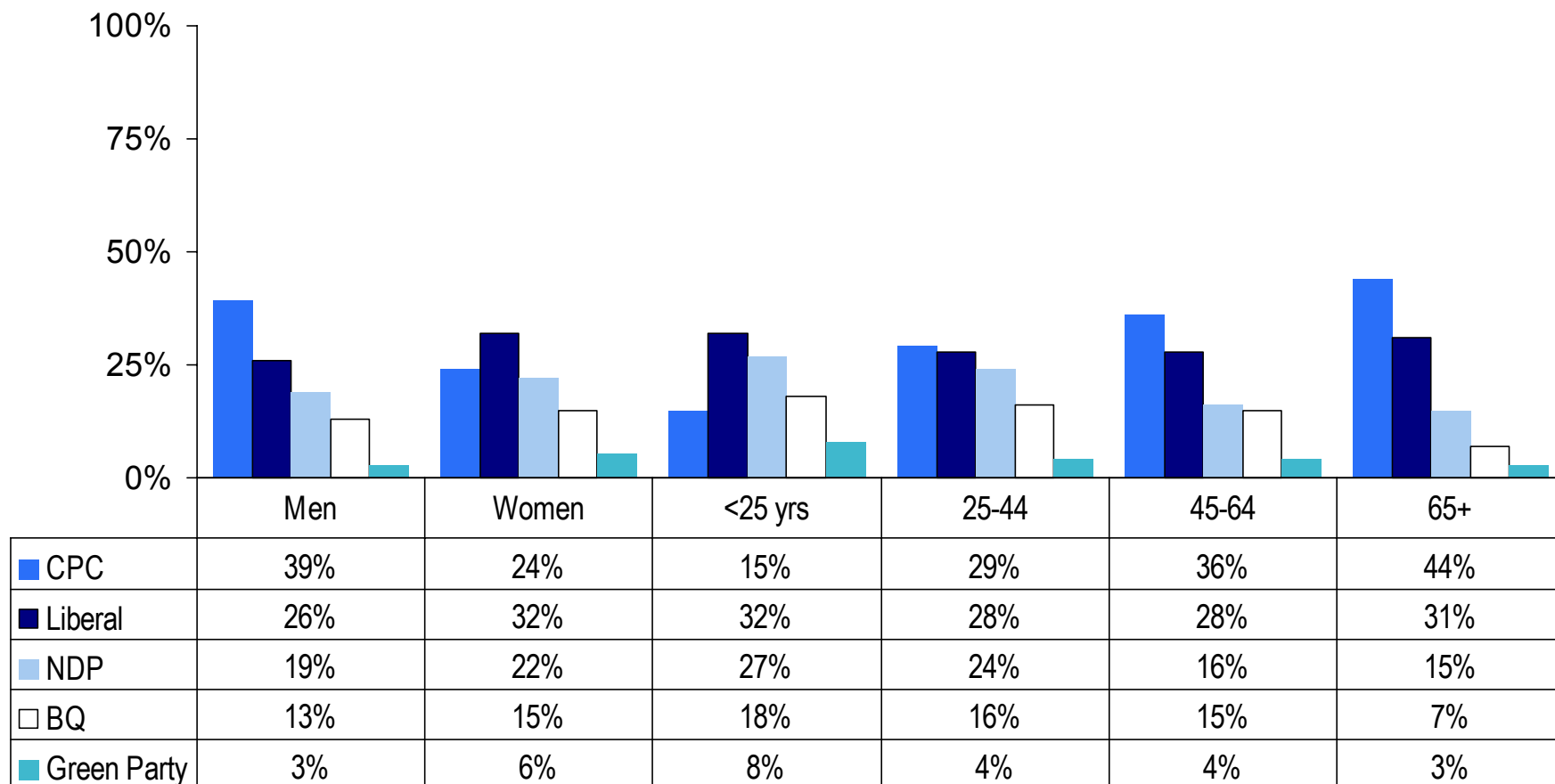
Q: If a federal election were held tomorrow, which party would you vote for?



■ CPC     
 ■ Liberal     
 ■ NDP     
  BQ     
 ■ Green Party

# Federal voting intentions: gender and age

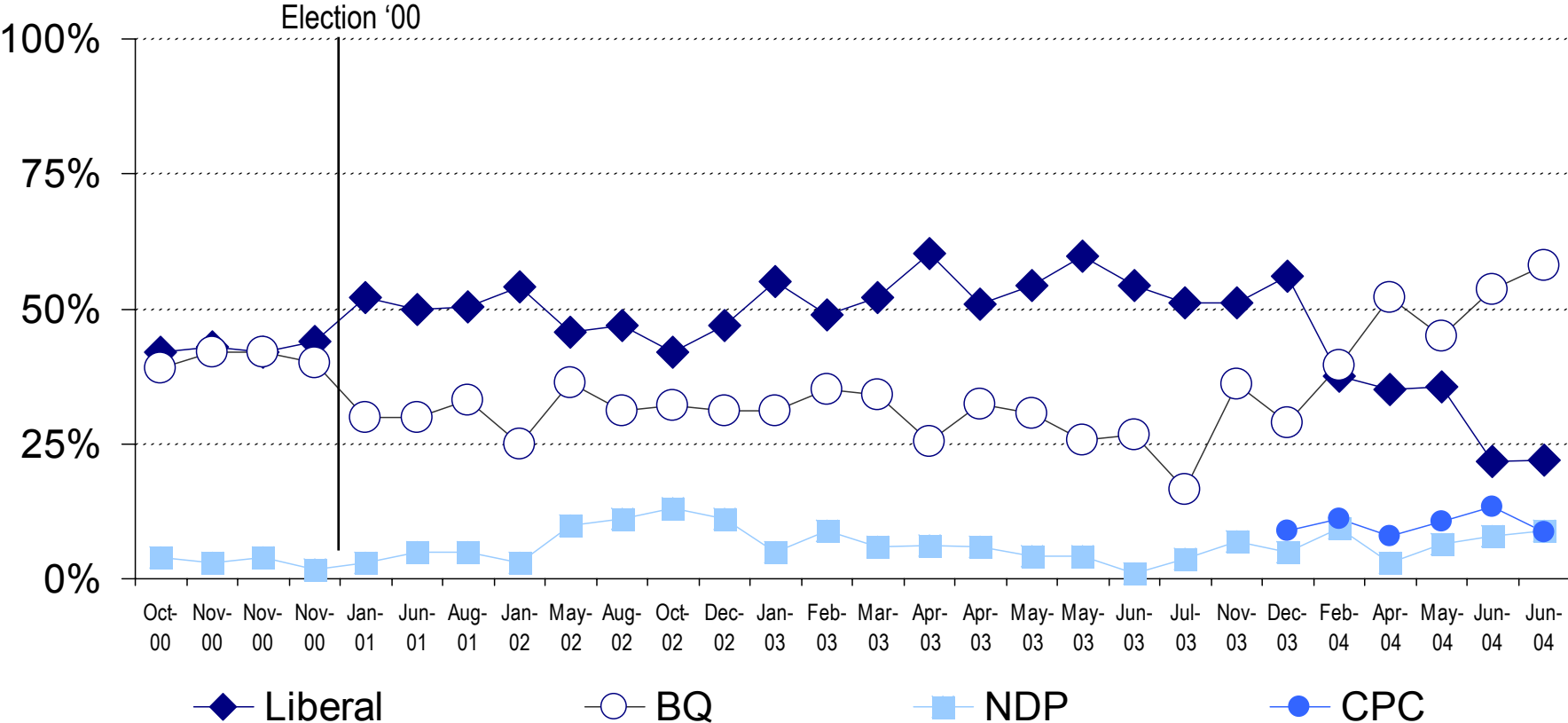
Q: If a federal election were held tomorrow, which party would you vote for?



■ CPC     
 ■ Liberal     
 ■ NDP     
  BQ     
 ■ Green Party

# Quebec federal voting preferences

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

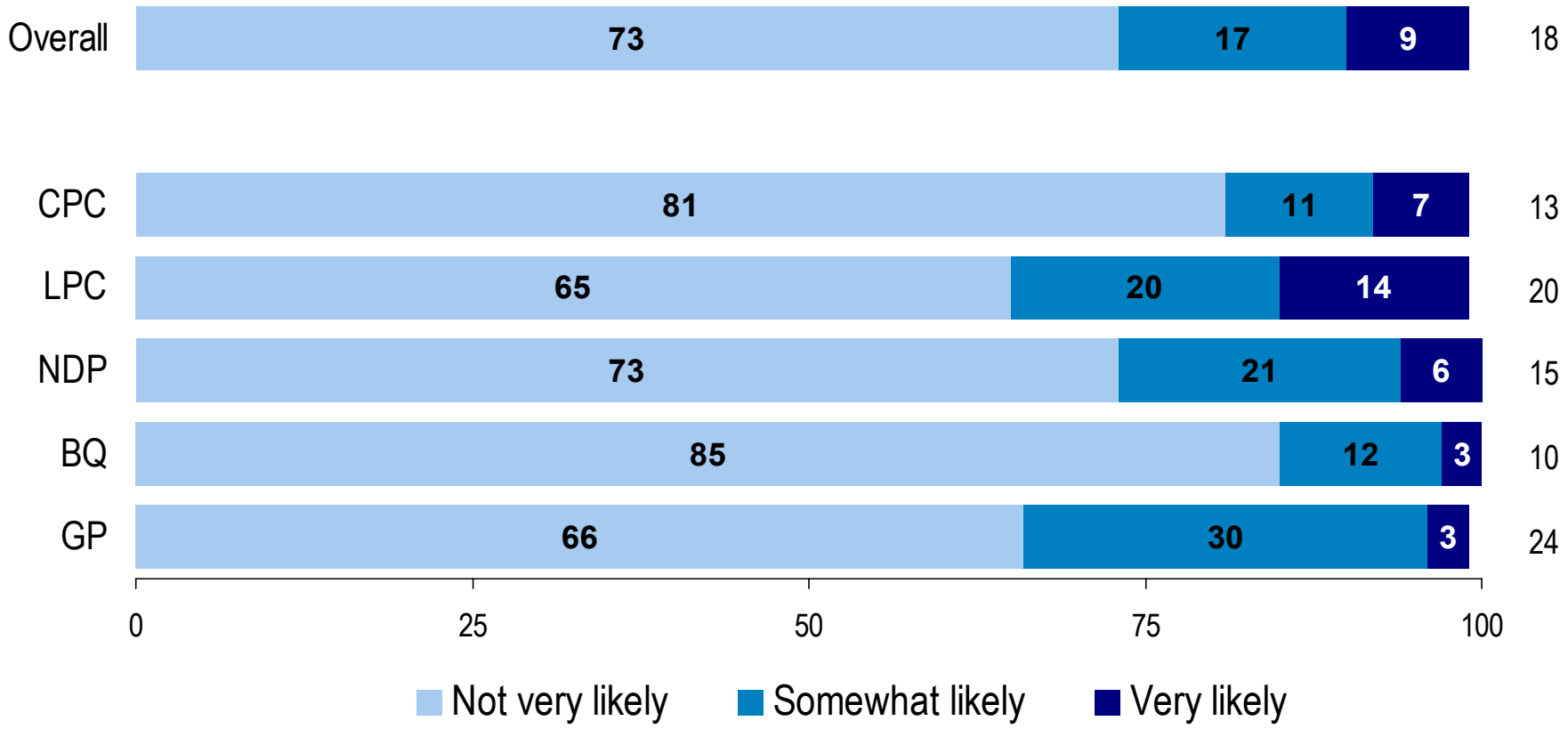


Base: Quebec decided voters only (includes "leaners"); most recent data point Jun. 04 n=822

# BQ & CPC vote most stable

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

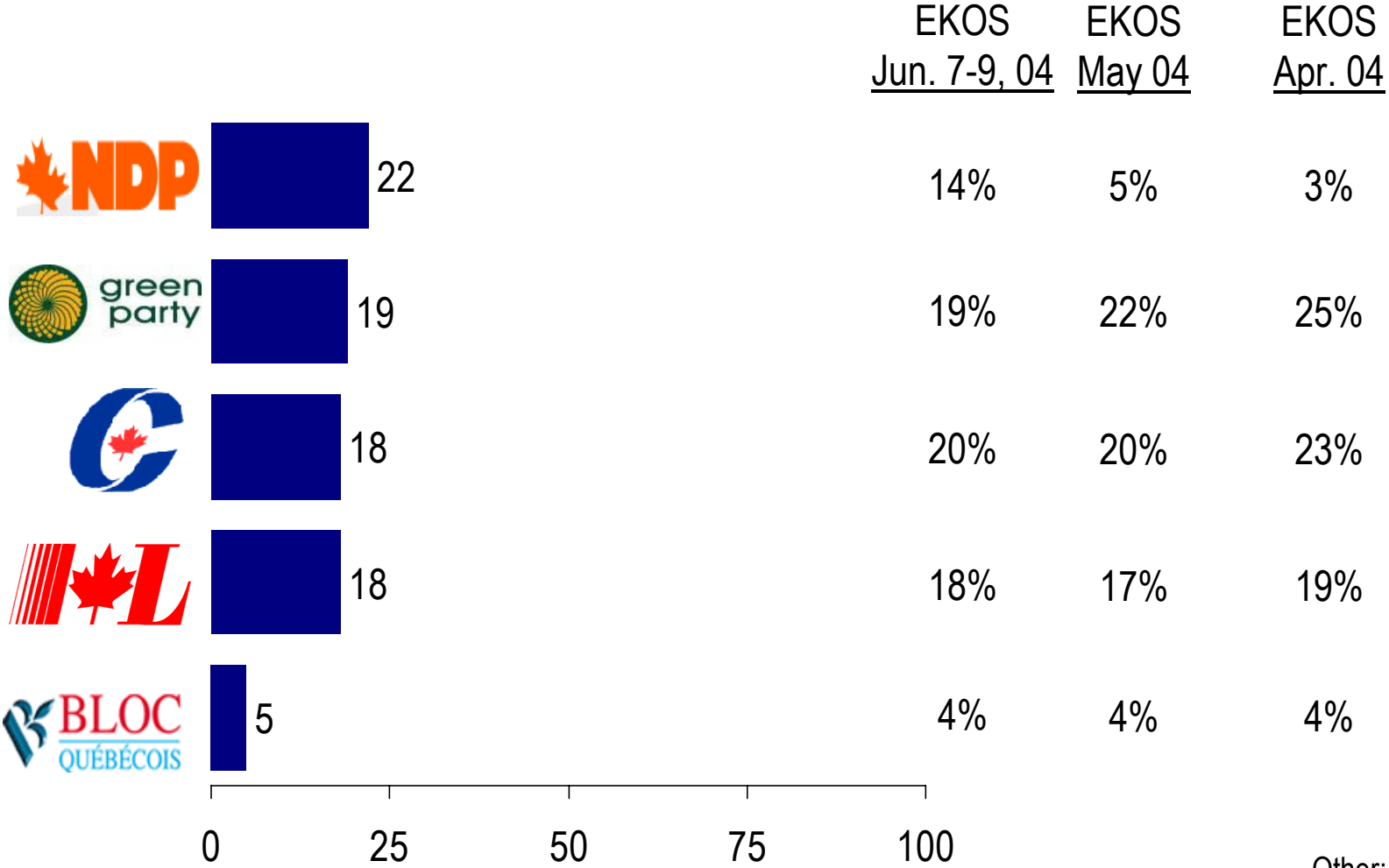
% "very likely"  
Jun. 7-9, 2004



Base: All Canadians; Jun.04, n= 895

# NDP second choice

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



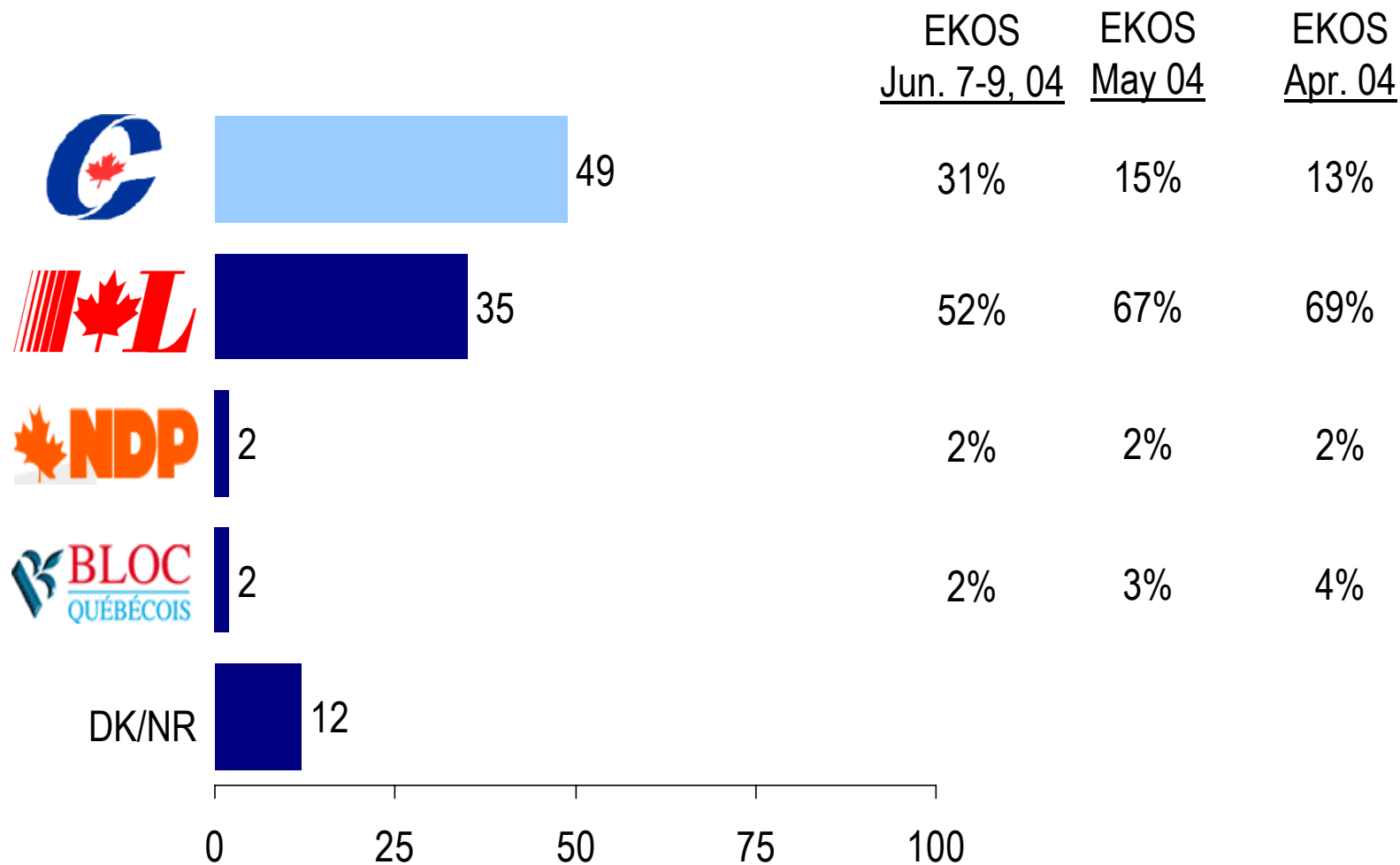
Other: 1%  
 Undecided/declined: 9%  
 Will not vote/change mind: 9%

Base: All Canadians; Jun.04, n=895



# Most now say Conservatives will win next election

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





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