

THE TORONTO STAR

La Presse

LE SOLEIL

EKOS

The week in review: January 16-19, 2006

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 16-19, 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.

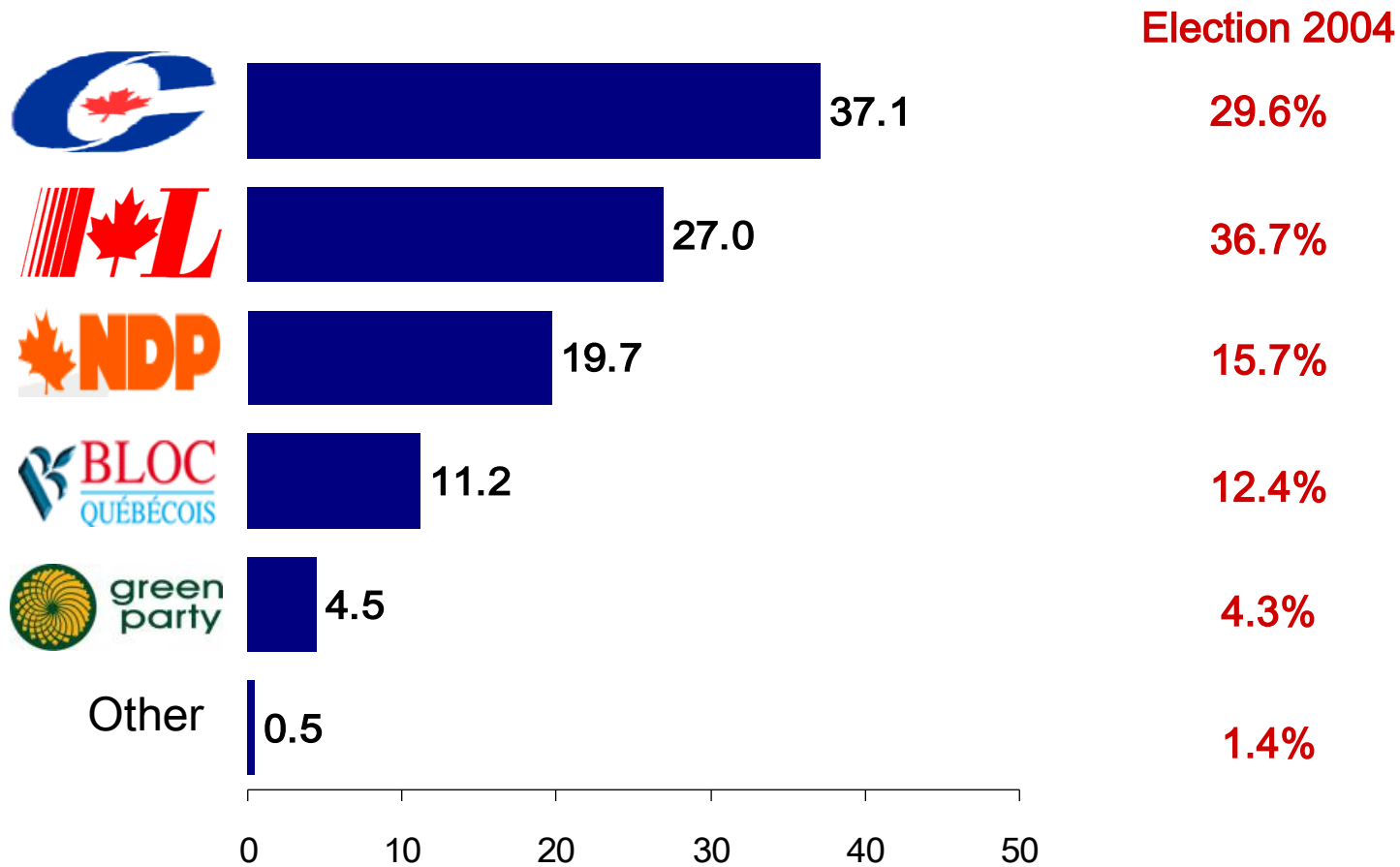
Sample distribution and margin of error

	Sample size	Margin of error
National	3251	± 1.7
British Columbia	396	± 4.9
Alberta	290	± 5.8
Prairies	222	± 6.6
Ontario	1329	± 2.7
South West (e.g., Brantford, Owen Sound, London)	344	± 5.3
East (e.g., Brockville, Kingston, Ottawa, Trenton)	232	± 6.4
416 (Toronto)	212	± 6.7
905 (e.g., Ajax-Pickering, Oakville, Richmond Hill)	341	± 5.3
North (e.g., North Bay, Thunder Bay, Parry Sound)	200	± 6.9
Quebec	792	± 3.5
Montreal	392	± 5.0
West NW (e.g., Chicoutimi, Gatineau, Sherbrooke)	157	± 7.8
East NE (e.g., Quebec City, Rimouski, Sept-îles)	243	± 6.3
Atlantic	222	± 6.6

Vote intention

Federal voting intentions

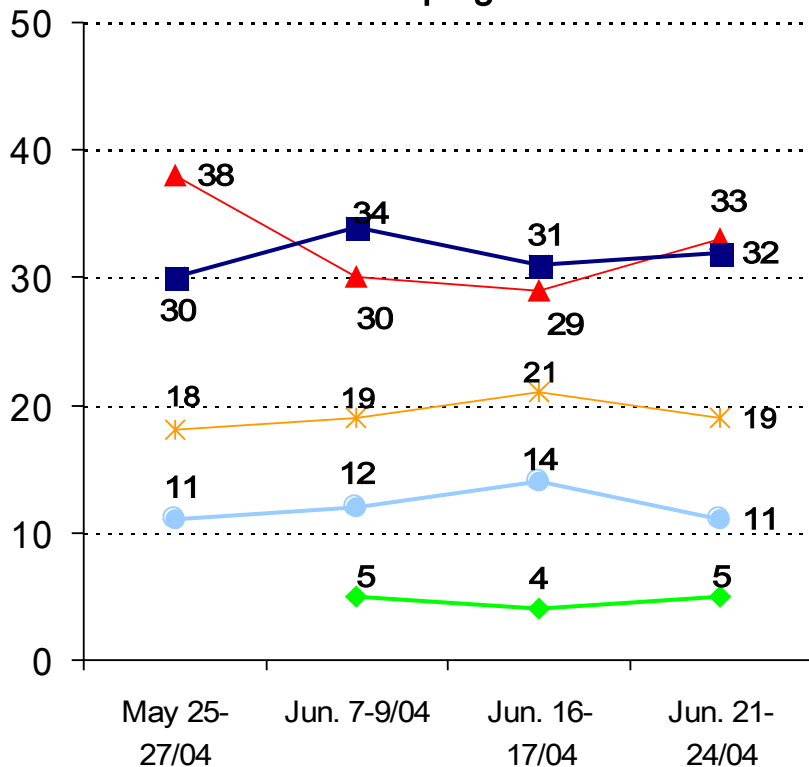
Q: Which political party do you intend to vote for in the January 23 election?



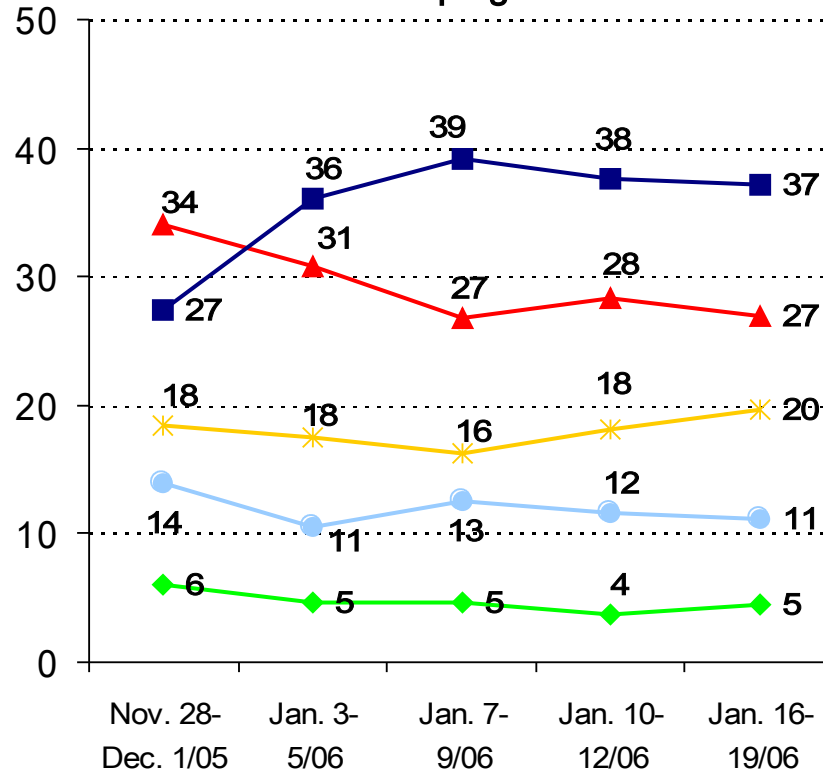
Undecided/declined: 14.9%
 Would not vote: 2.4%

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

Campaign 2004



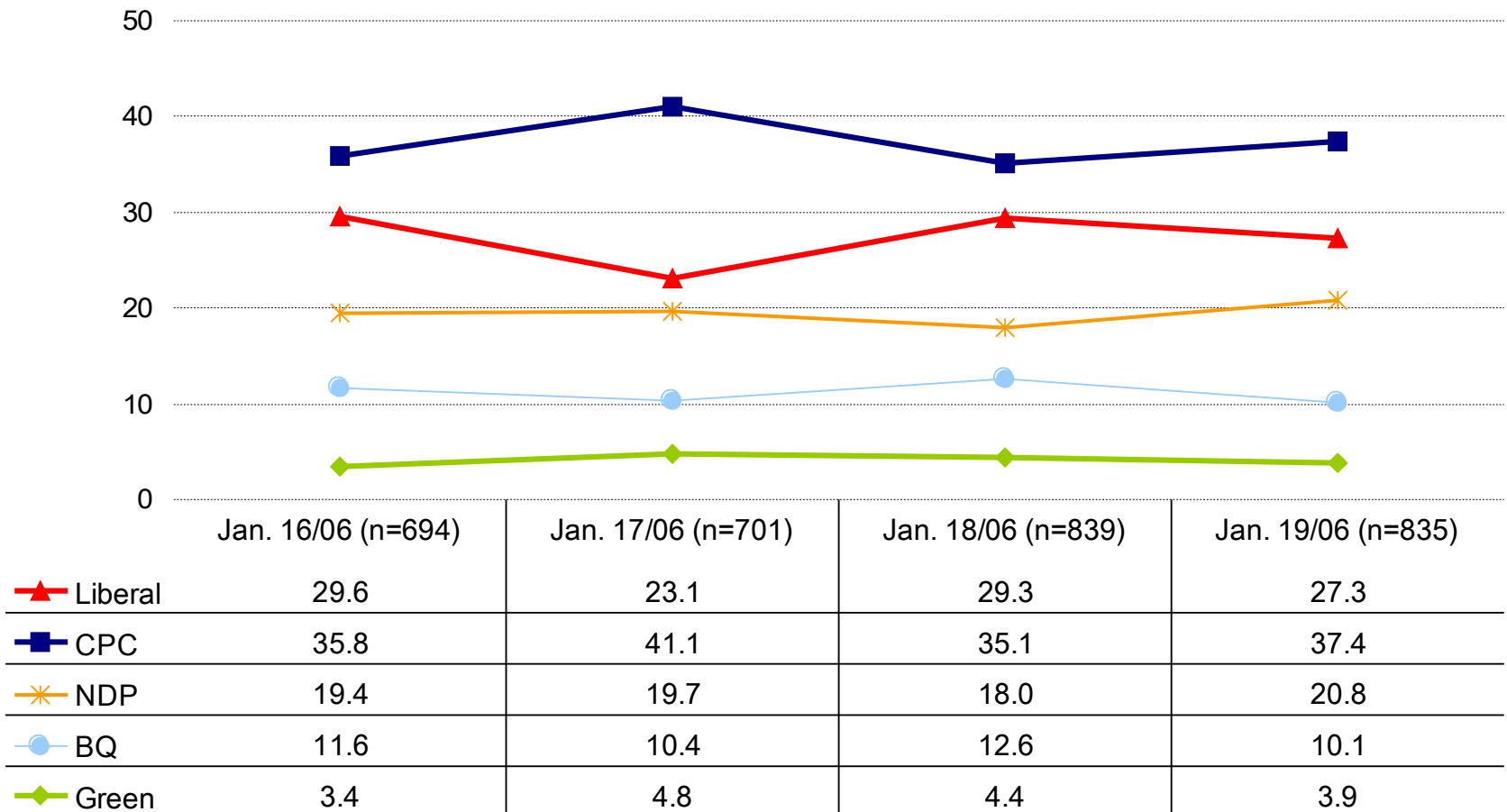
Campaign 2006



▲ Liberal ■ Conservative * NDP ● BQ ◆ Green

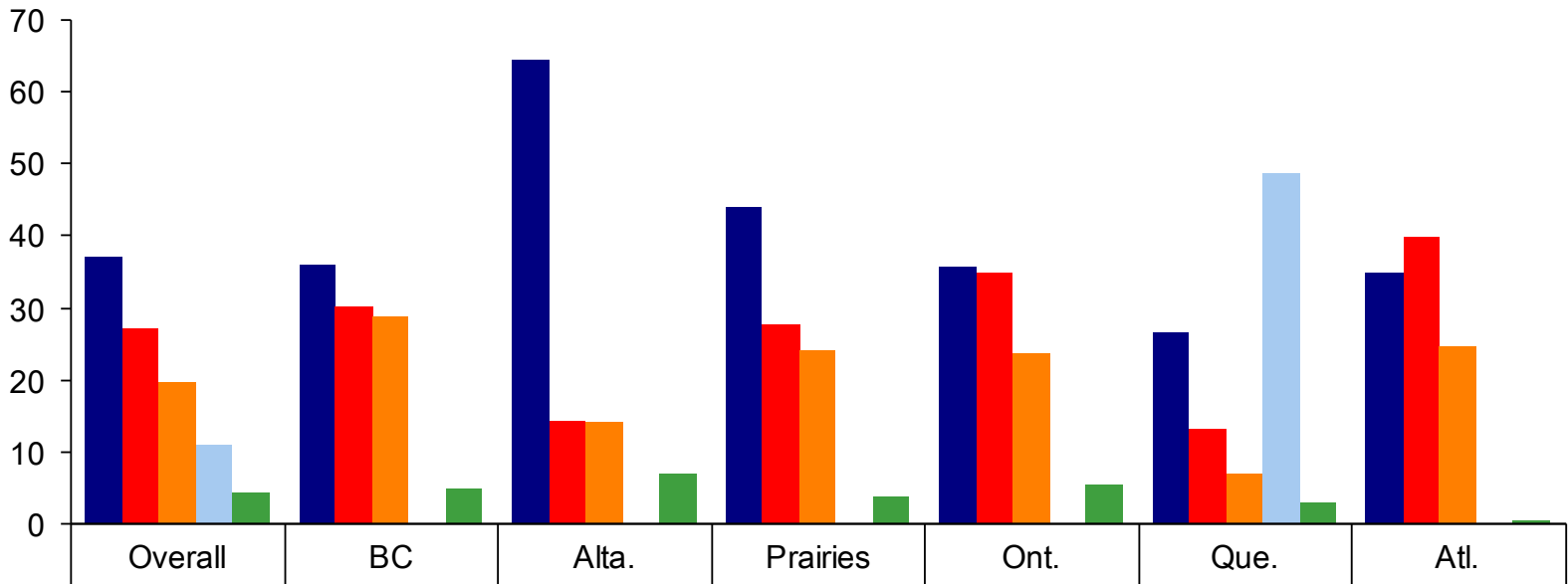
Nightly tracking of federal vote intentions: Jan. 16-19

Q: Which political party do you intend to vote for in the January 23 election?



Federal voting intentions: regional

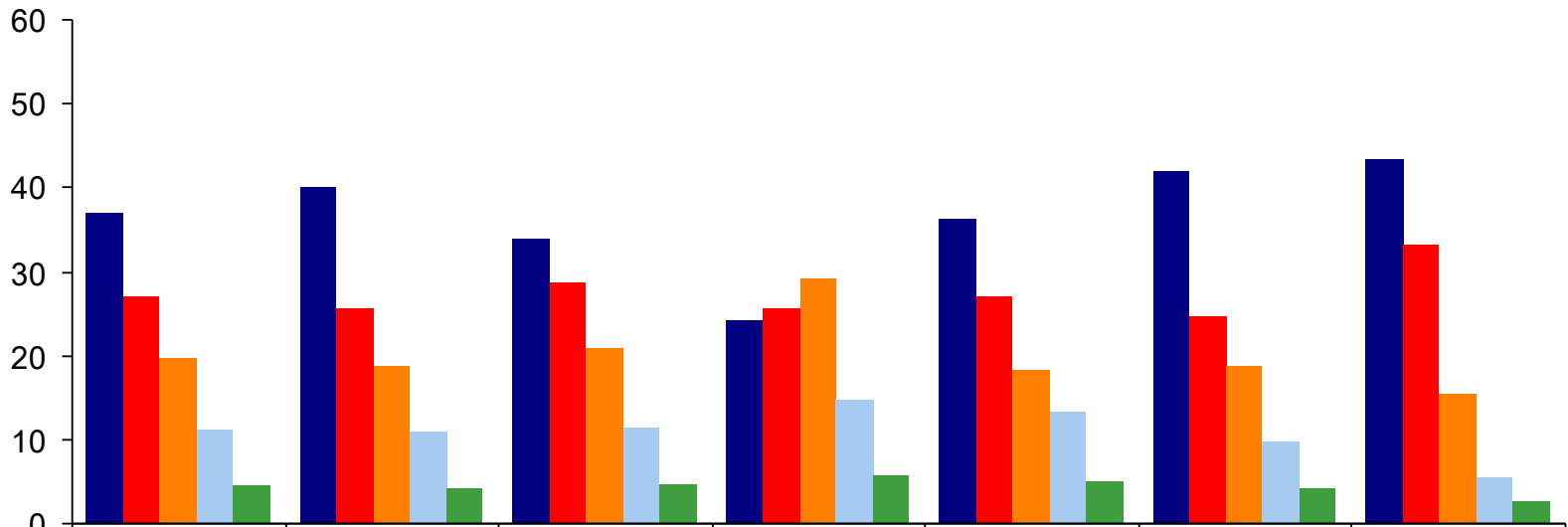
Q: Which political party do you intend to vote for in the January 23 election?



	Overall	BC	Alta.	Prairies	Ont.	Que.	Atl.
Conservative	37.1	36.0	64.5	44.0	35.8	26.6	35.0
Liberal	27.0	30.1	14.3	27.8	34.9	13.2	39.9
NDP	19.7	28.9	14.0	24.0	23.8	6.9	24.5
BQ	11.2					48.8	
Green Party	4.5	4.9	6.8	3.8	5.4	3.0	0.6

Federal voting intentions: gender and age

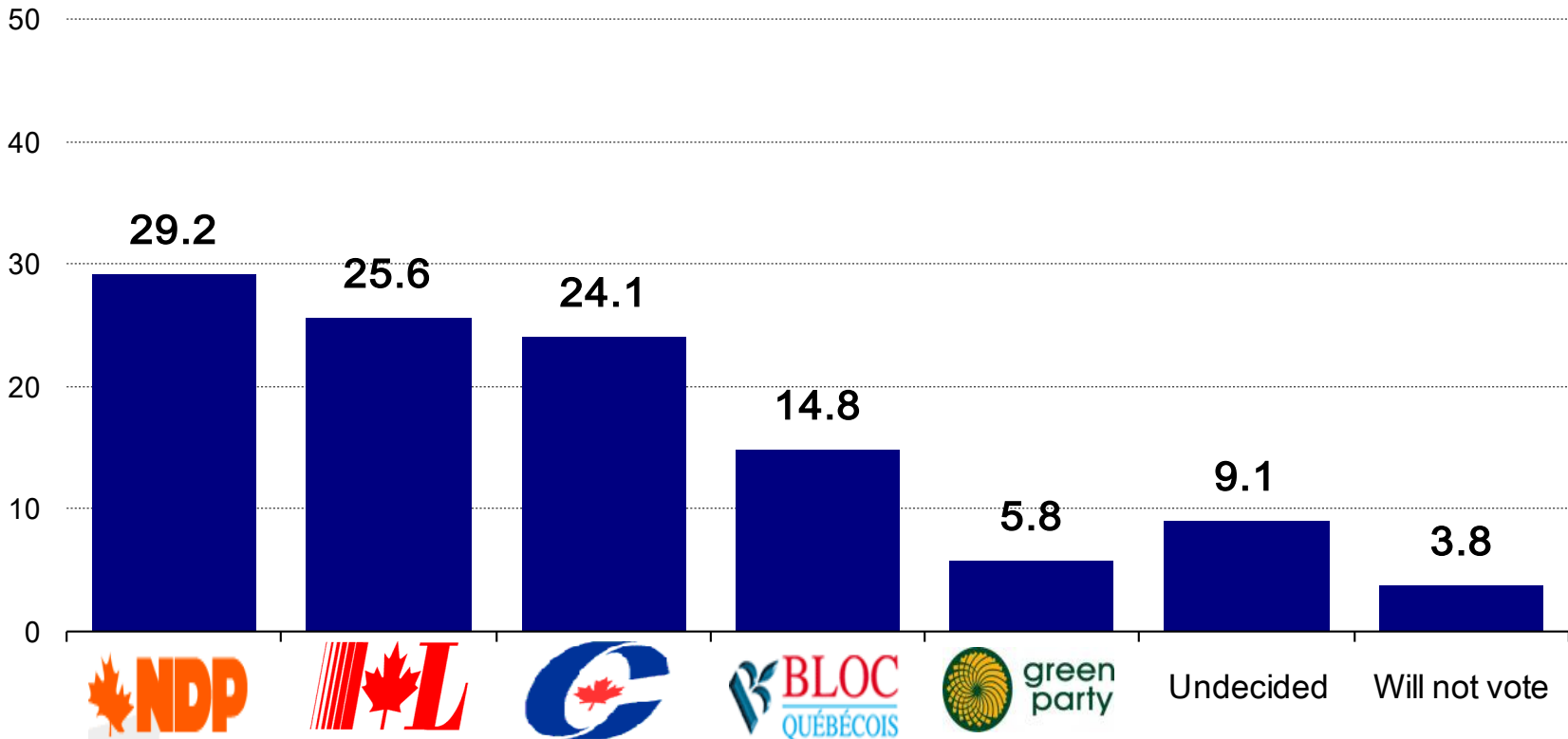
Q: Which political party do you intend to vote for in the January 23 election?



	Overall	Men	Women	<25 yrs	25-44	45-64	65+
■ Conservative	37.1	40.1	34.0	24.1	36.2	41.9	43.3
■ Liberal	27.0	25.5	28.6	25.6	27.0	24.6	33.2
■ NDP	19.7	18.7	20.8	29.2	18.3	18.7	15.3
■ BQ	11.2	11.0	11.5	14.8	13.2	9.8	5.4
■ Green Party	4.5	4.3	4.7	5.8	4.9	4.2	2.6

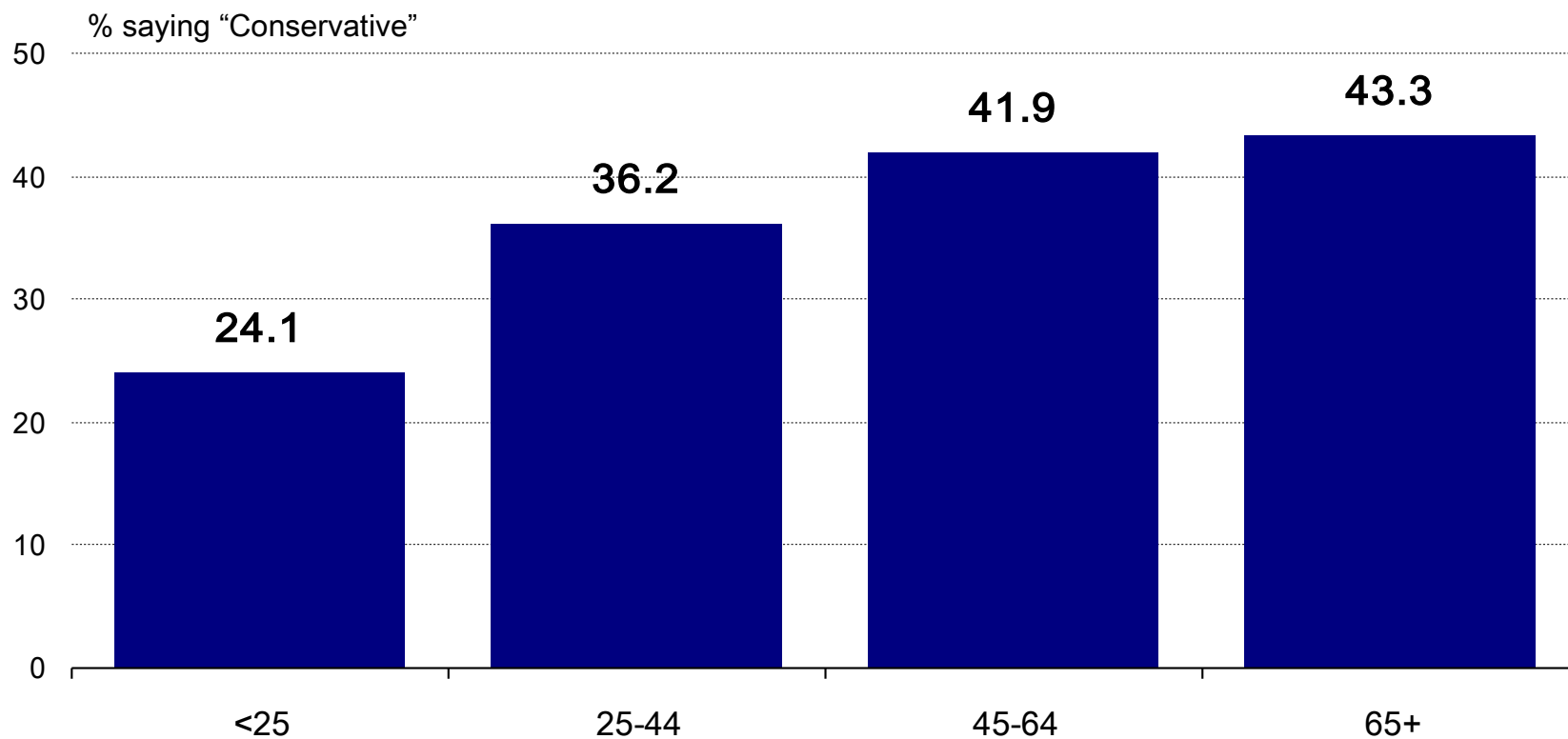
Vote intention among younger Canadians (<25)

Q: Which political party do you intend to vote for in the January 23 election?



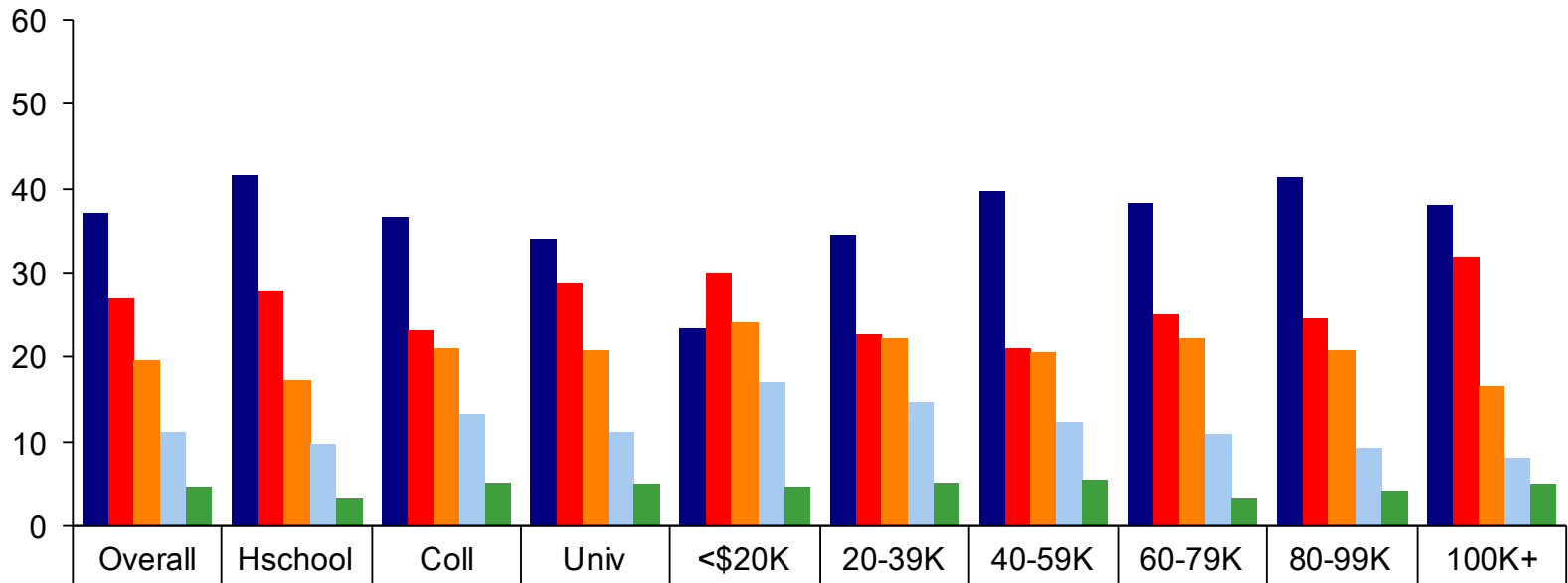
Support for the conservatives increases with voter age

Q: Which political party do you intend to vote for in the January 23 election?



Federal voting intentions: education and income

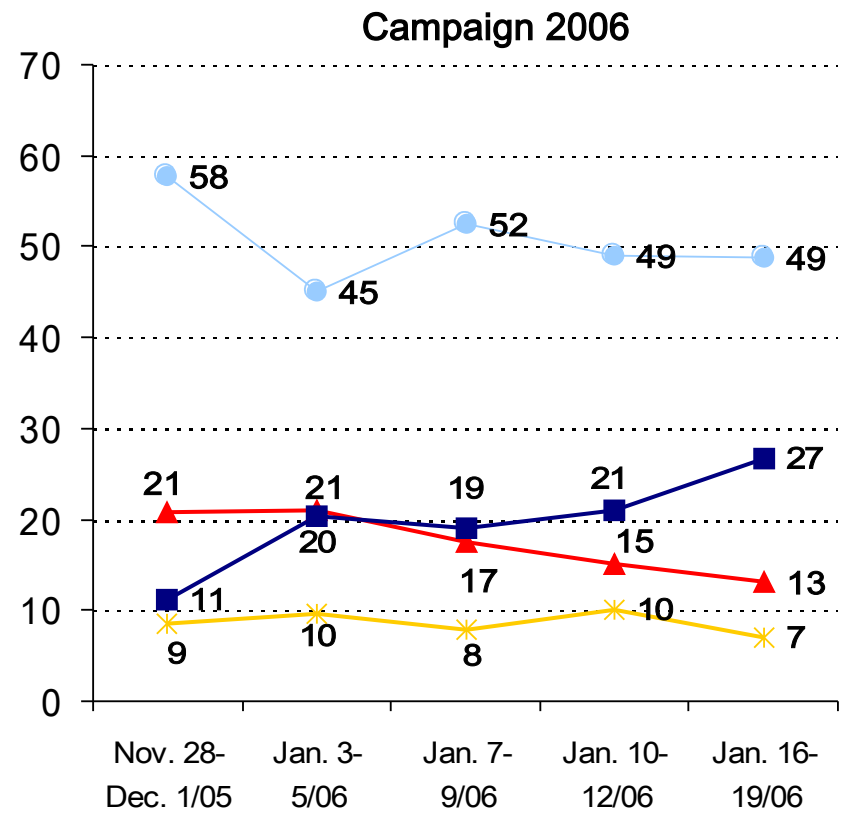
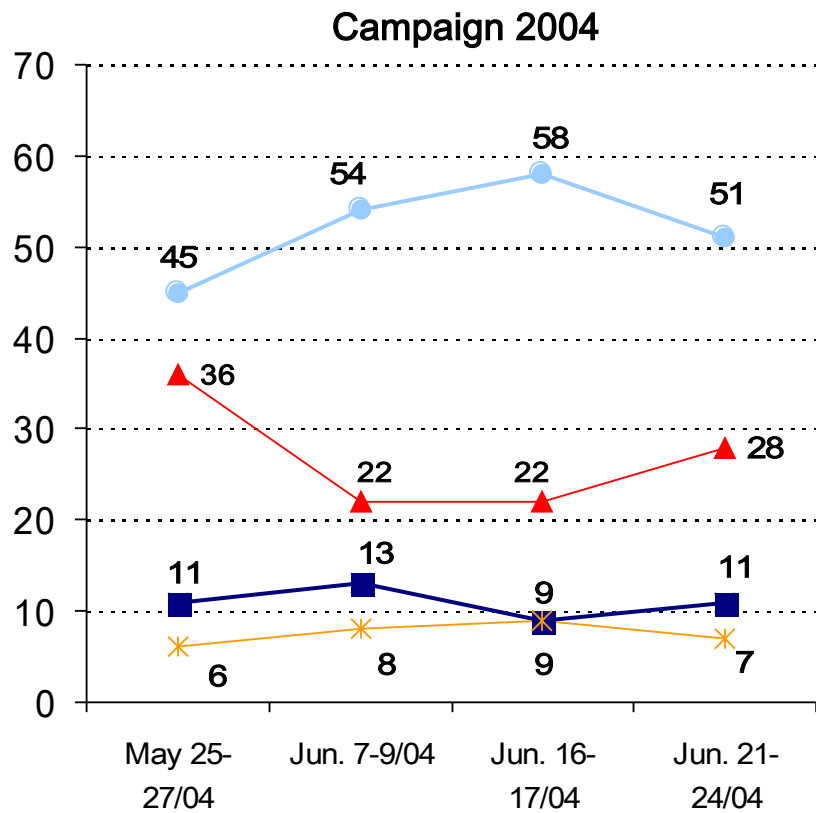
Q: Which political party do you intend to vote for in the January 23 election?



	Overall	Hschool	Coll	Univ	<\$20K	20-39K	40-59K	60-79K	80-99K	100K+
Conservative	37.1	41.5	36.7	33.9	23.4	34.5	39.8	38.3	41.4	38.1
Liberal	27	27.9	23.1	28.9	29.9	22.6	21.0	25.1	24.5	31.9
NDP	19.7	17.3	21.0	20.8	24.2	22.2	20.6	22.3	20.9	16.5
BQ	11.2	9.6	13.2	11.1	17.1	14.7	12.4	10.9	9.2	8.1
Green Party	4.5	3.4	5.1	4.9	4.6	5.3	5.5	3.4	4.0	4.9

Vote intention in the key regions

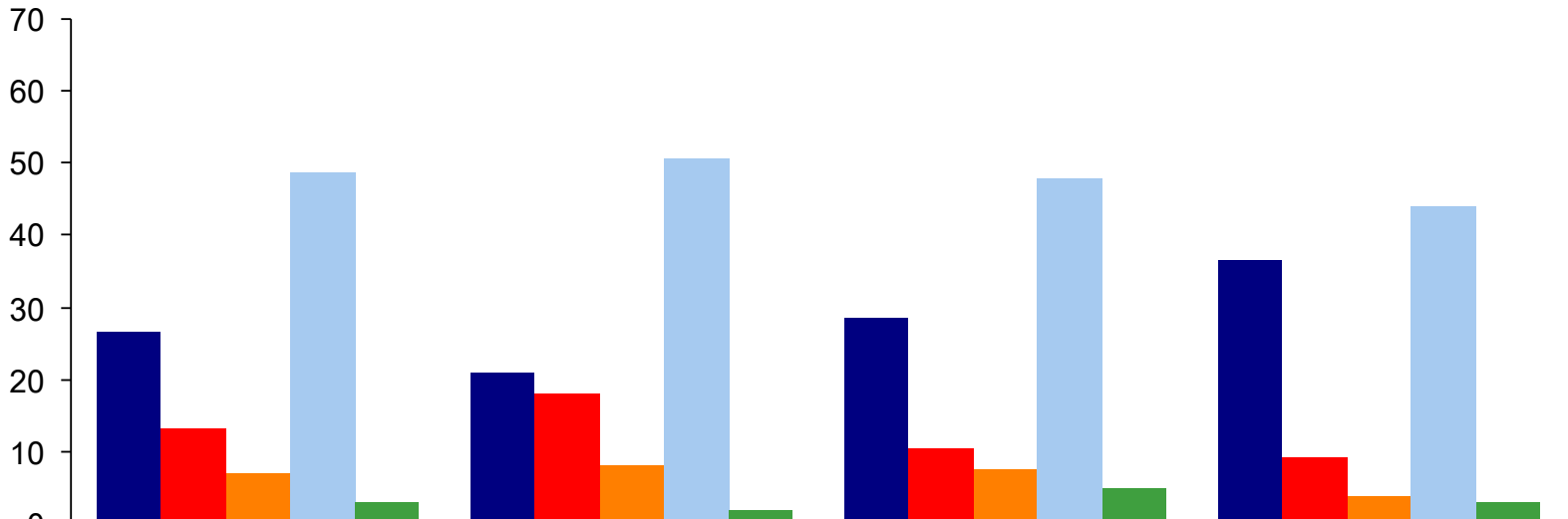
Federal vote intentions in Quebec over the campaign: '06 vs. '04



▲ Liberal
 ■ Conservative
 ● Bloc
 ✱ NDP

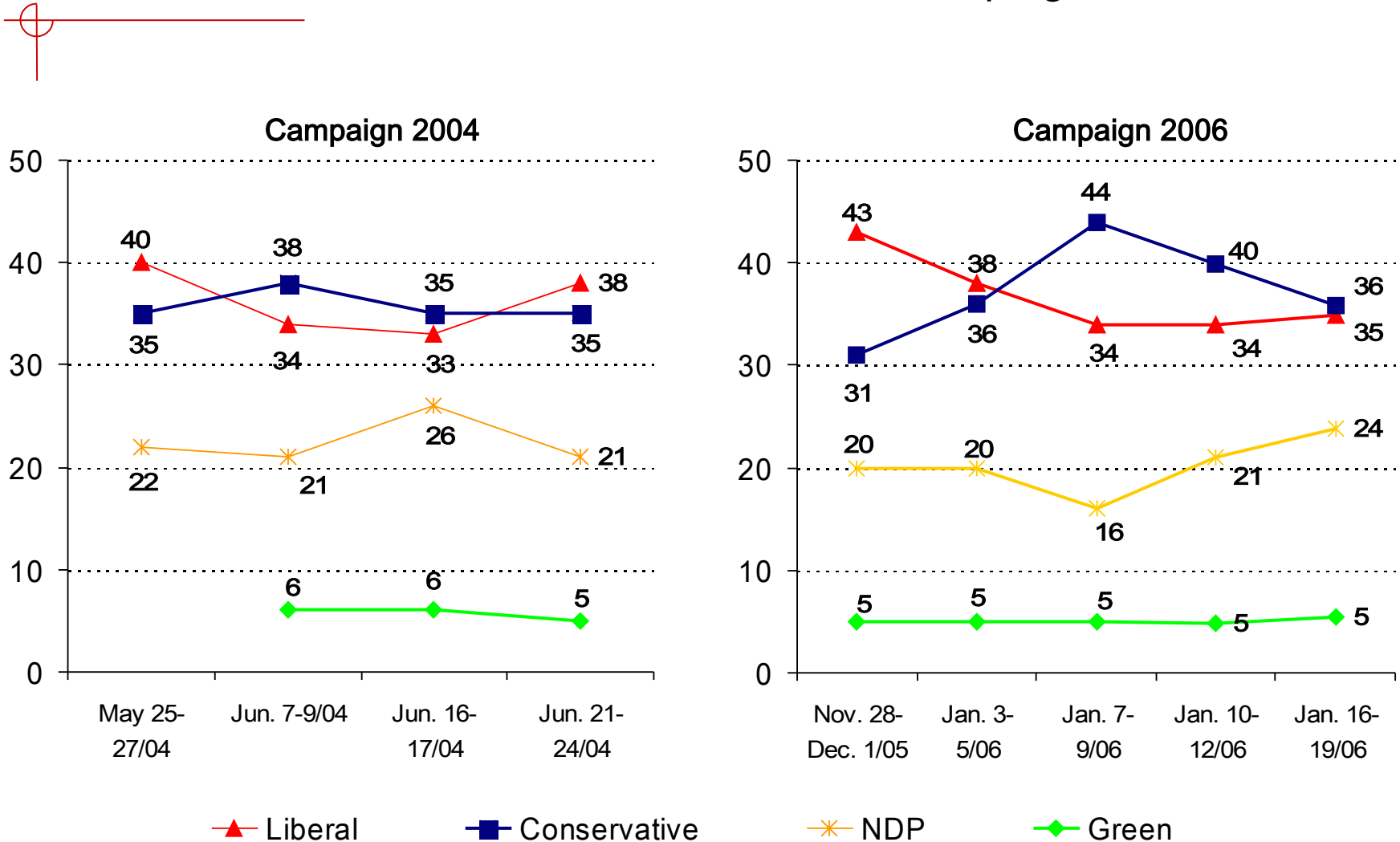
Federal voting intentions: Quebec

Q: Which political party do you intend to vote for in the January 23 election?



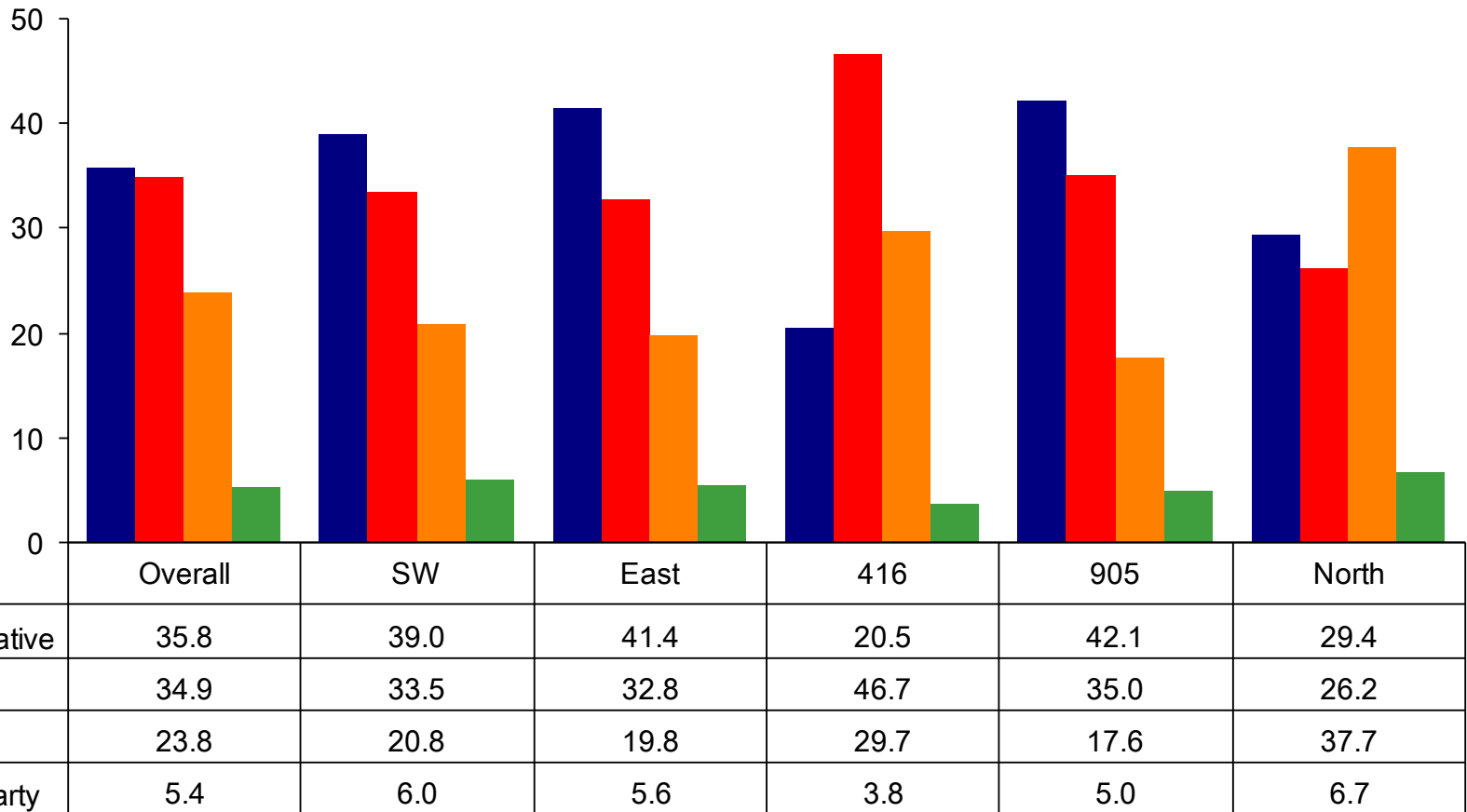
	Overall	Montreal	West NW	East NE
Conservative	26.6	20.9	28.5	36.6
Liberal	13.2	18.0	10.6	9.0
NDP	6.9	8.1	7.4	3.9
BQ	48.8	50.7	48.0	44.0
Green Party	3.0	2.0	4.9	3.0

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



Federal voting intentions: Ontario

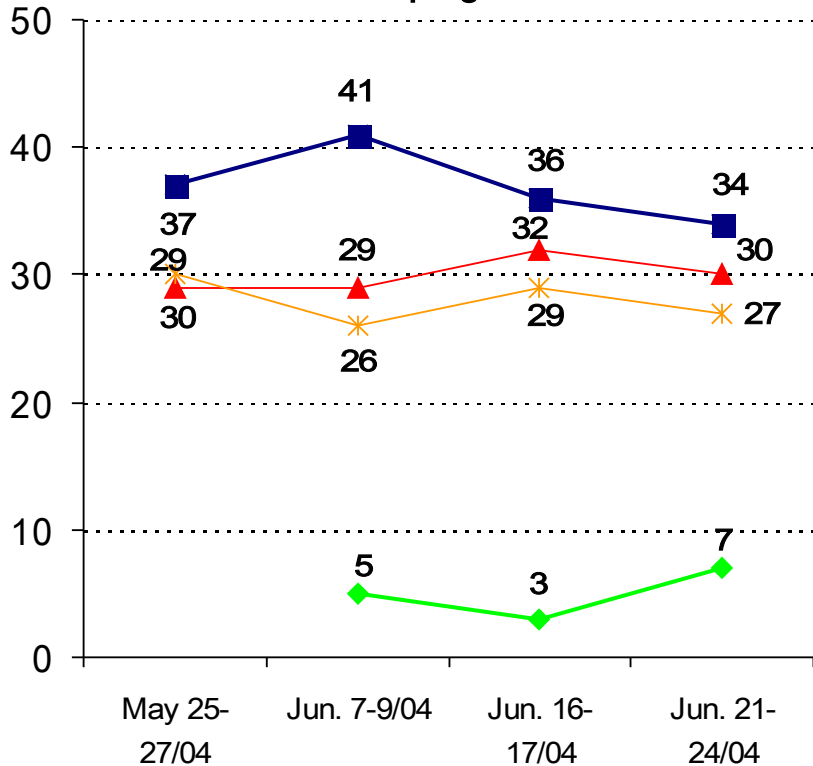
Q: Which political party do you intend to vote for in the January 23 election?



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



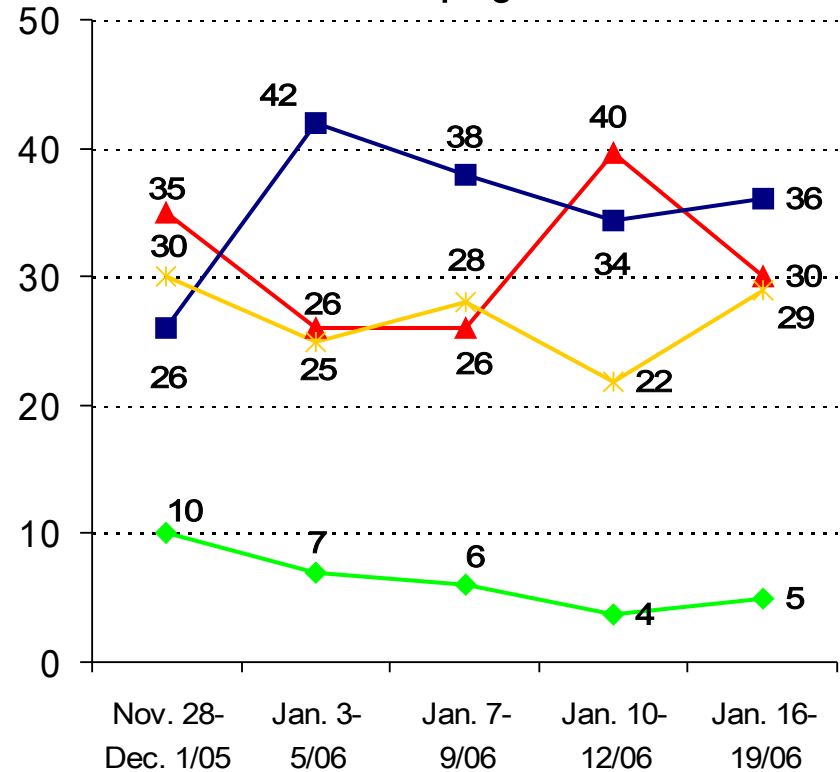
Campaign 2004



▲ Liberal

■ Conservative

Campaign 2006

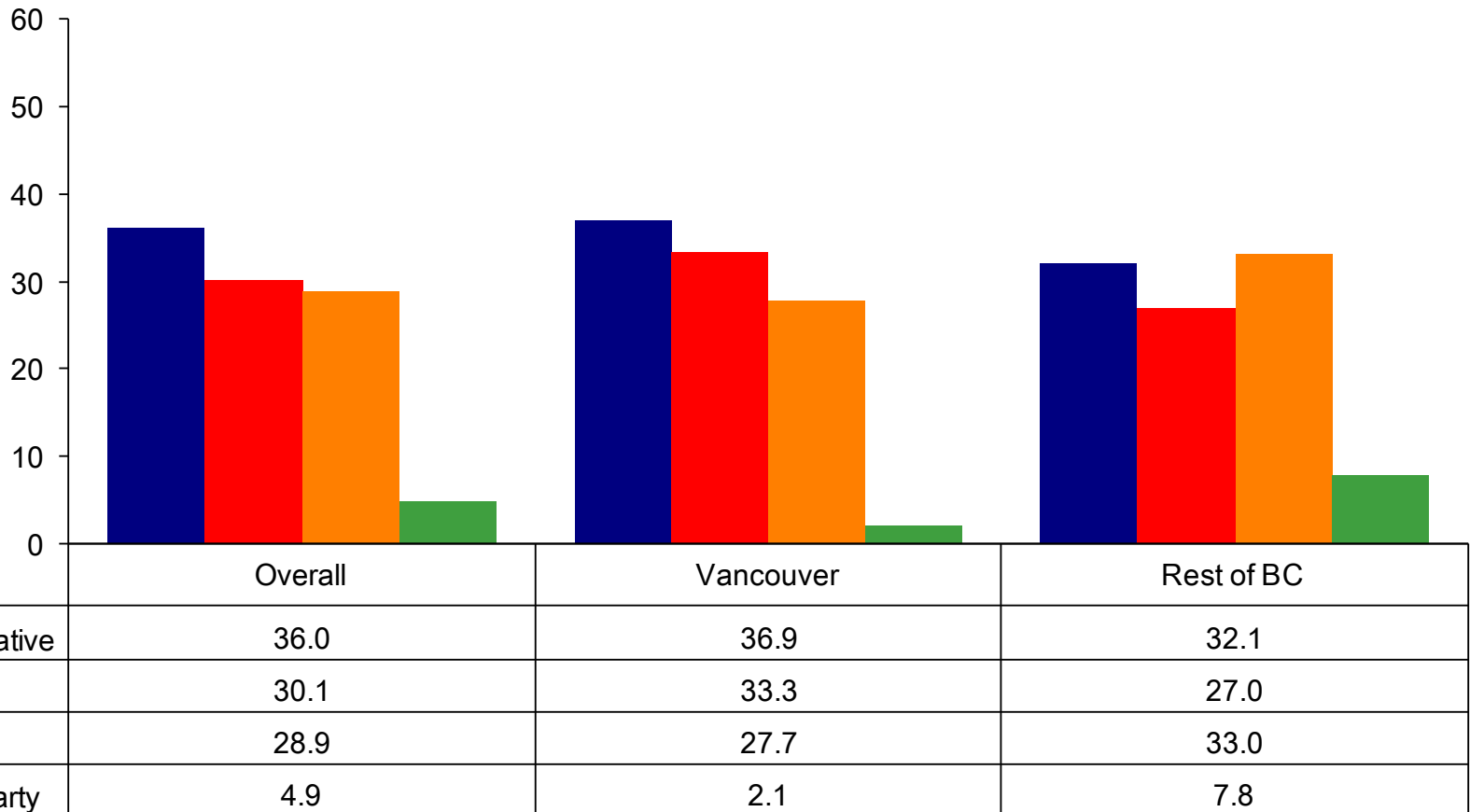


* NDP

◆ Green

Federal voting intentions: British Columbia

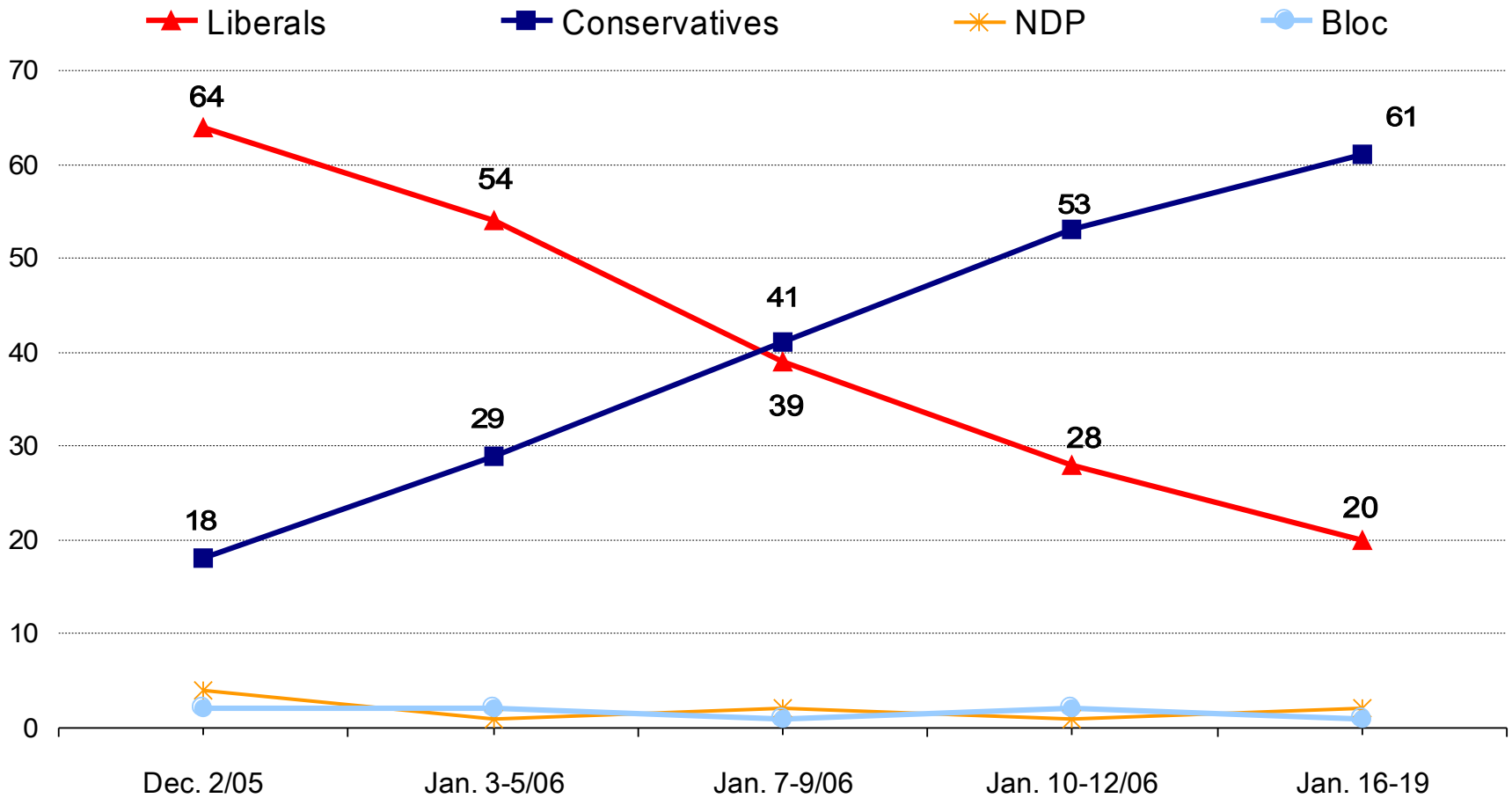
Q: Which political party do you intend to vote for in the January 23 election?



Outcome of the election

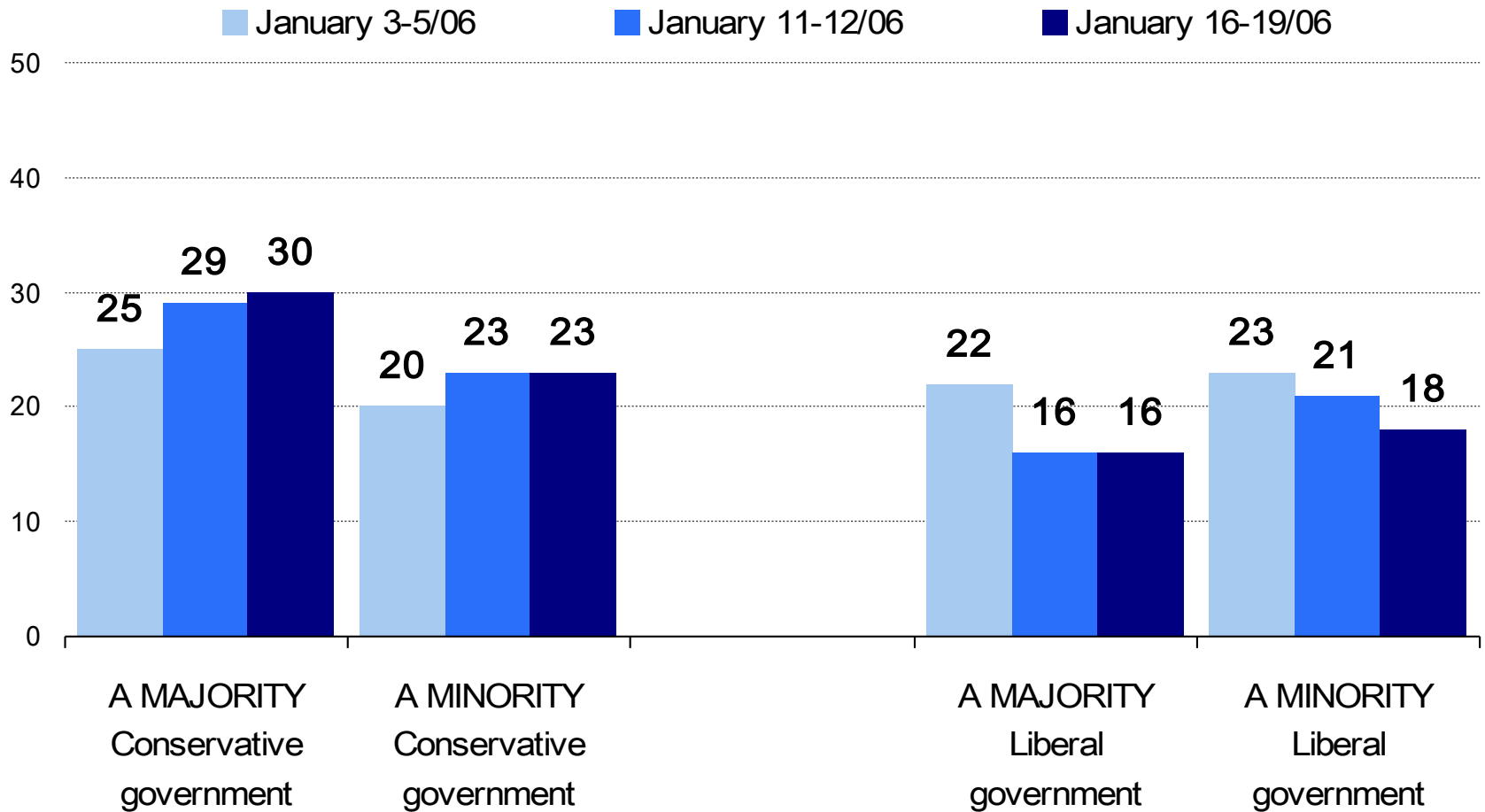
Tracking likely winner over the campaign

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



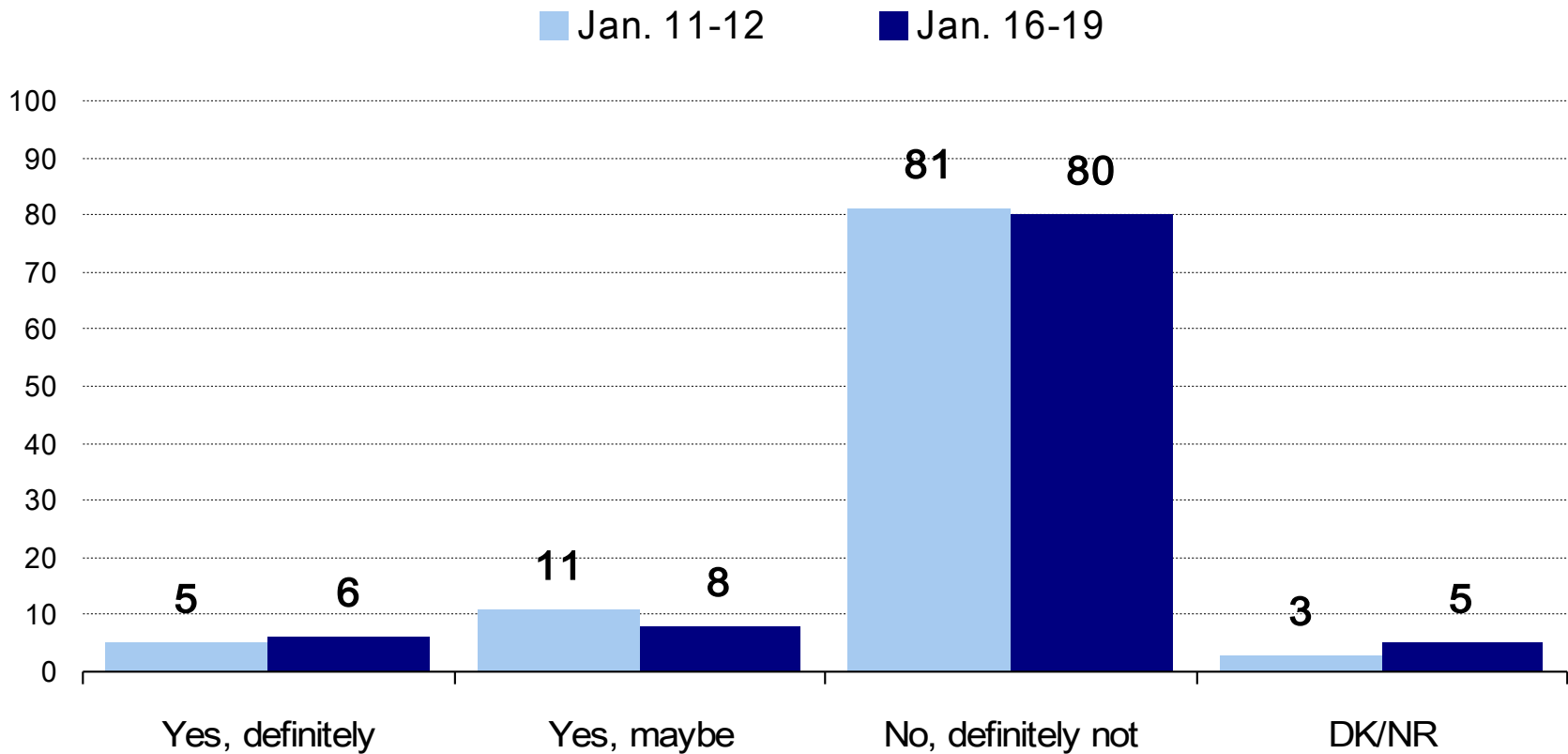
Preferred outcome of the election

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



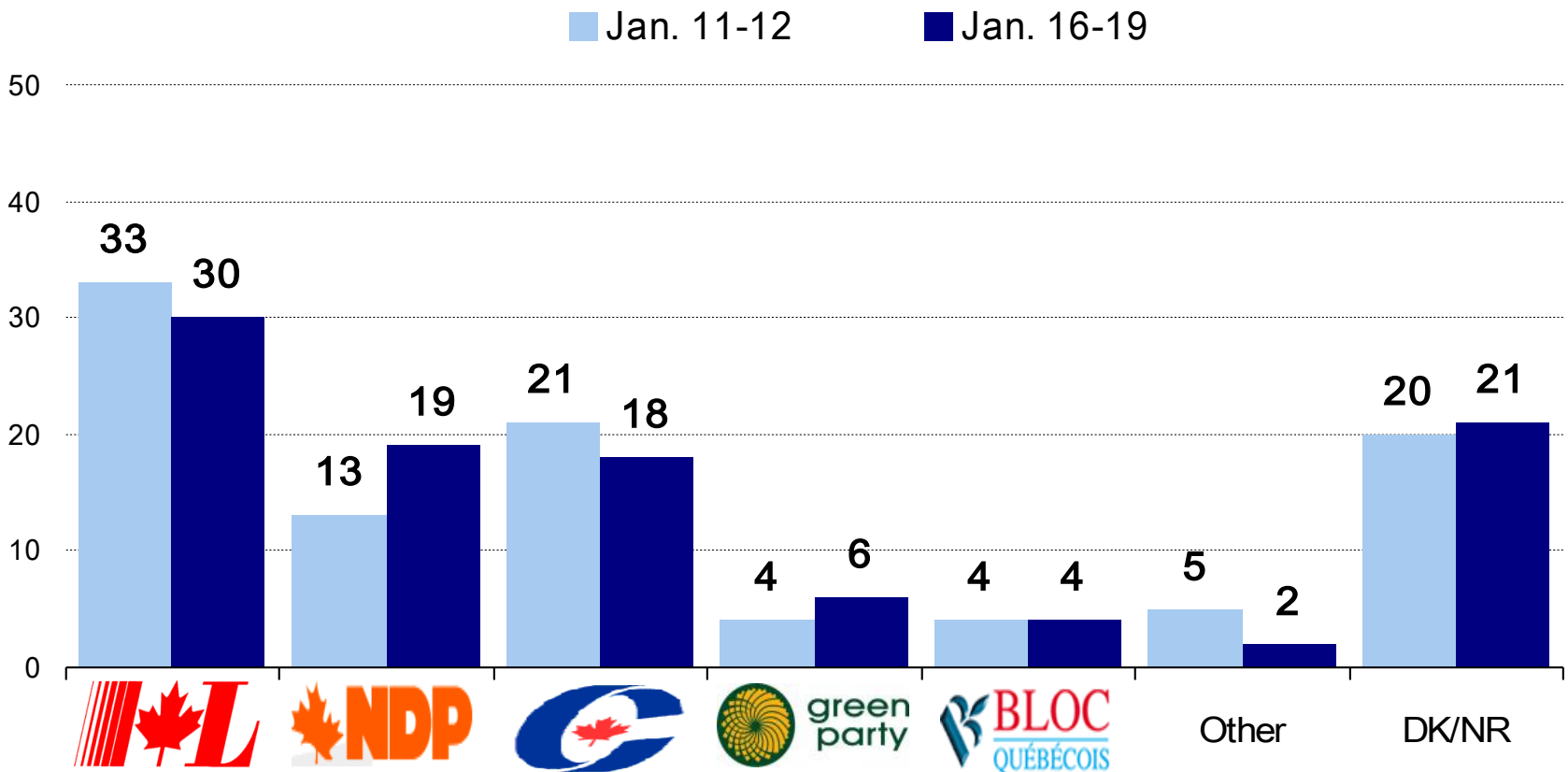
Most Canadians would not change vote if they thought CPC would win

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?





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