

THE TORONTO STAR

La Presse



EKOS



**Liberals Opening Widening Lead**  
*Majority Now a Plausible Possibility*

# Methodology

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- Telephone survey of the general public
  - 802 interviews with a national random sample of Canadians 18 years of age and older
    - ✓ Interview period: November 22 to November 24, 2005
    - ✓ National results valid within 3.5 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
- 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.

# Overview

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- Patterns reverting to pre-Gomery disturbance
  - Liberals steadily tracking upwards/CPC stalled
- Majority Liberal government now becoming plausible
  - Confidence in national direction strengthening and there is a strong link between confidence in direction of country and LPC support
  - Some tentative evidence of LPC rebound in Quebec – from scorched earth scenario to reproducing 2004 results?
  - Liberal strength in Ontario seems to be solidifying; B.C. looks like hottest three-way contest
- Very large and recent gender gap appearing with Conservatives attracting far more male support. CPC support is also very strong amongst the “not-so-rich”; Liberal support very strong amongst the most educated and affluent (incumbent advantage from strong economy?)

# Overview

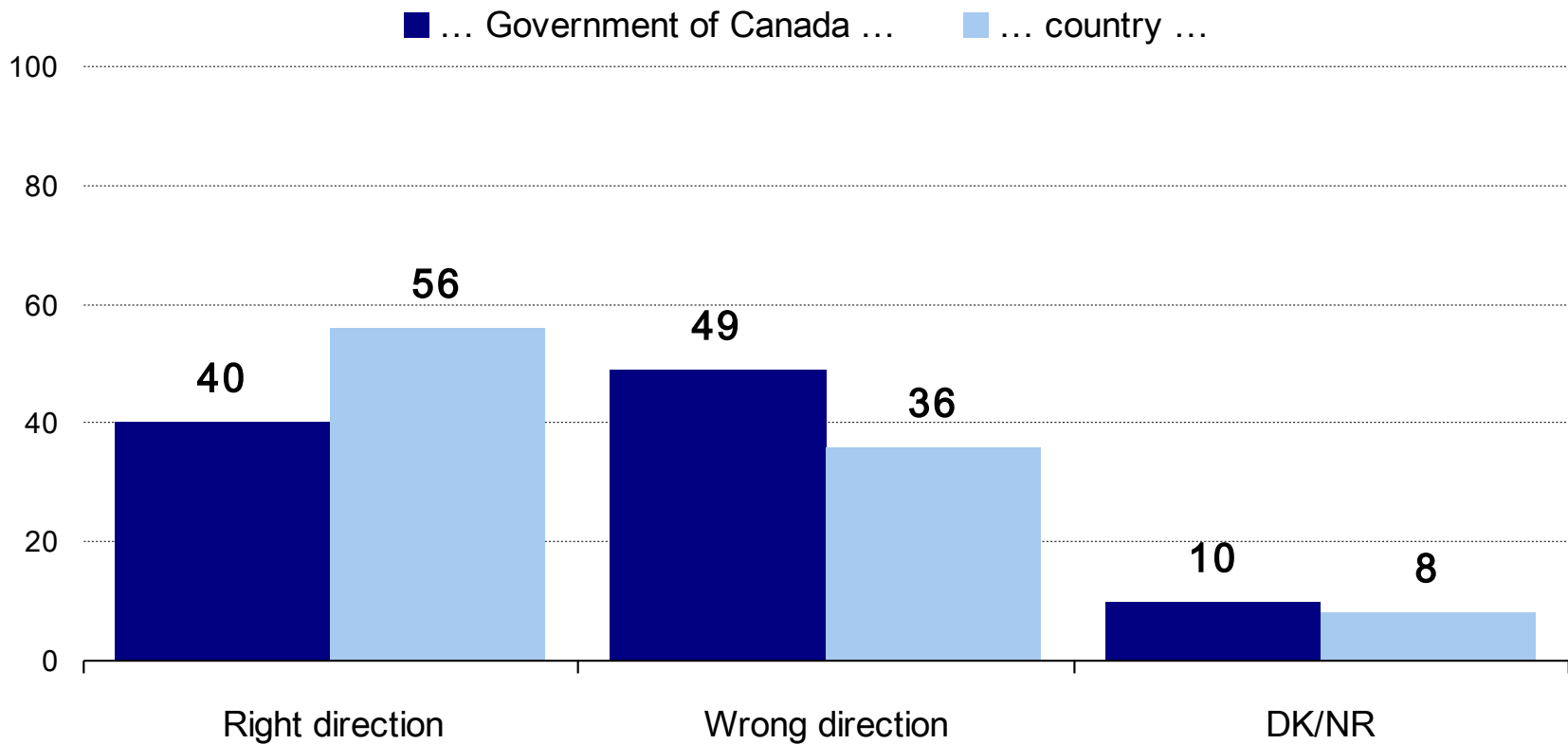
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- Paul Martin is seen as best Prime Minister, but both Stephen Harper and Jack Layton have improved as plausible PM's
  - Layton's improvement is more dramatic and he leads as best PM in British Columbia
- Huge gap in Quebecker vs. rest of Canada (ROC) outlook on unity issue
  - Quebeckers now view independence as quite likely (same as 1996 levels) whereas English Canada largely discounts likelihood
  - A combination of denial, indifference and unity fatigue?
- Campaign is much too early to call, but Ontario will be key (along with B.C. and Quebec).
  - Conservatives static support with continued Liberal rebound should cause some anxiety amongst CPC supporters as race is enjoined

# General outlook

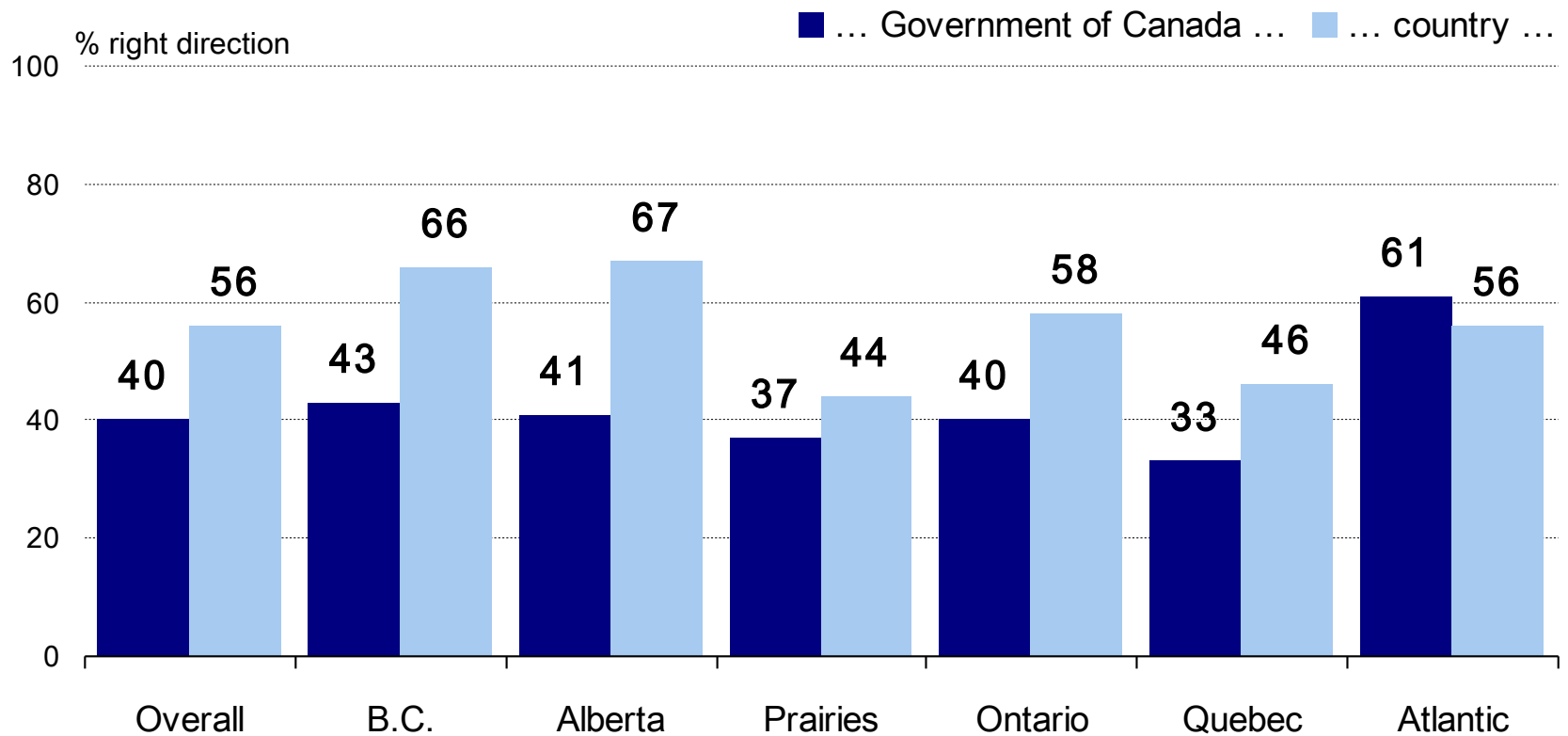
# Direction of Government/country

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



# Direction of Government/country by region

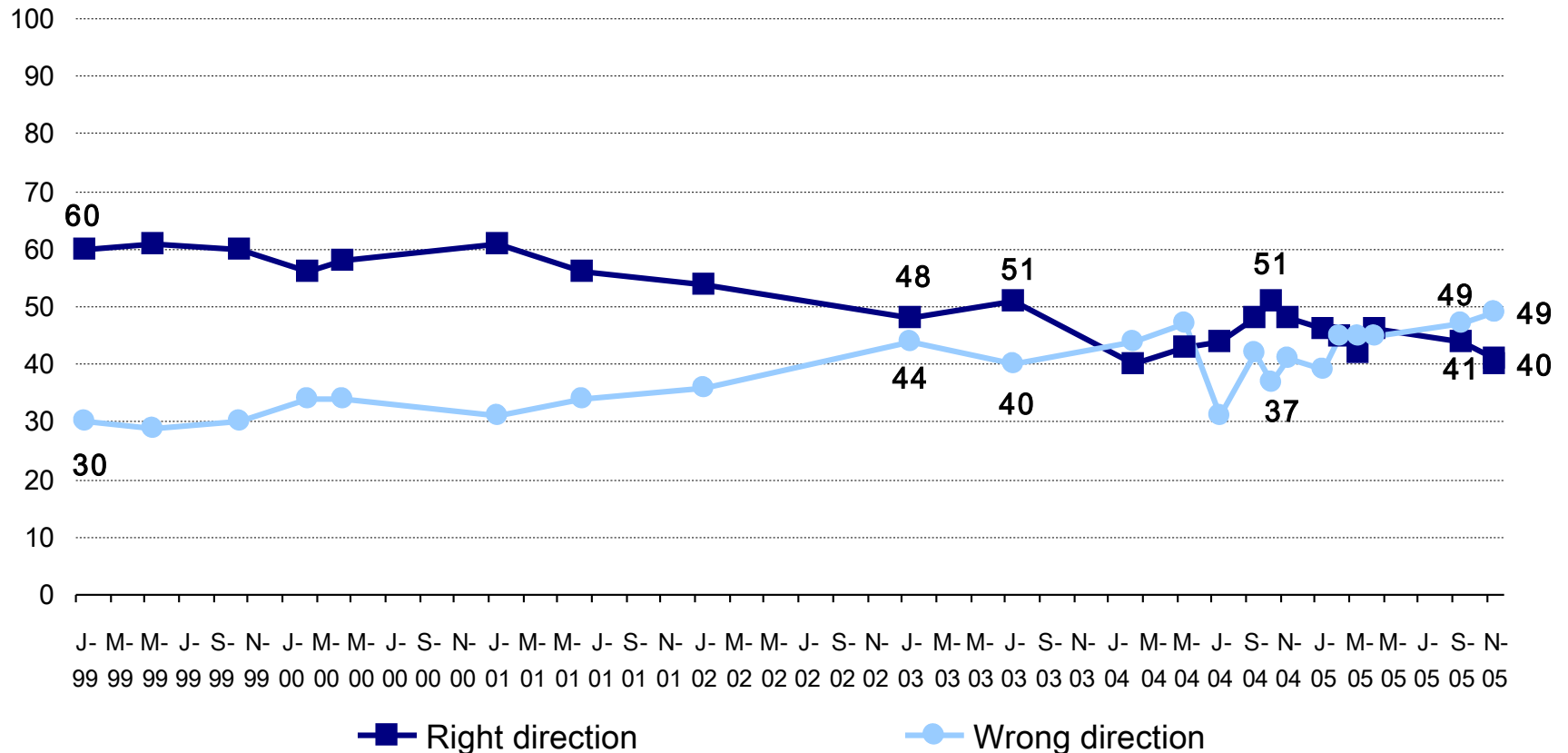
Q: All things considered, would you say that the ... is moving in the right direction or the wrong direction?





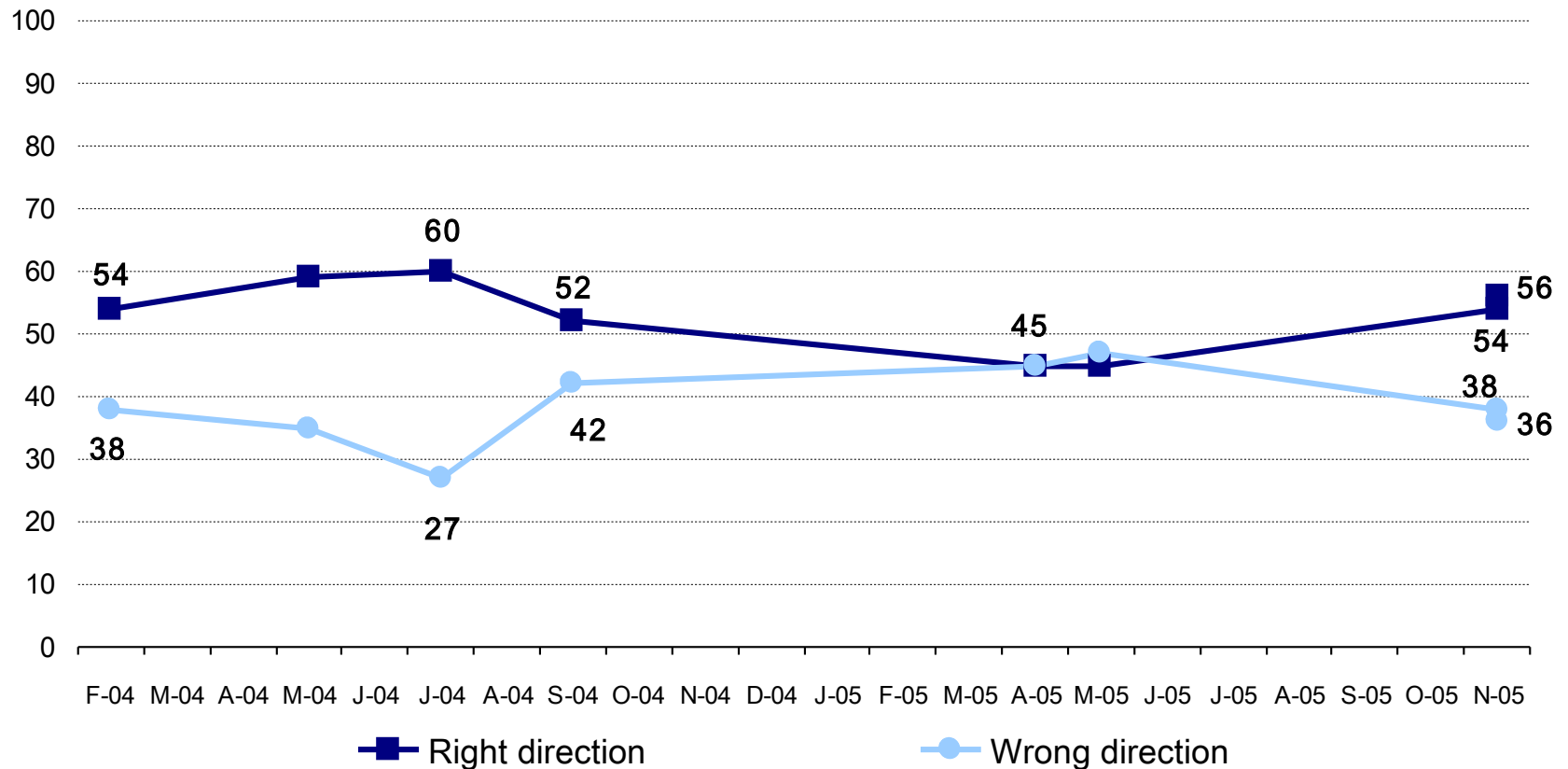
# Tracking direction of Government

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



# Tracking direction of country

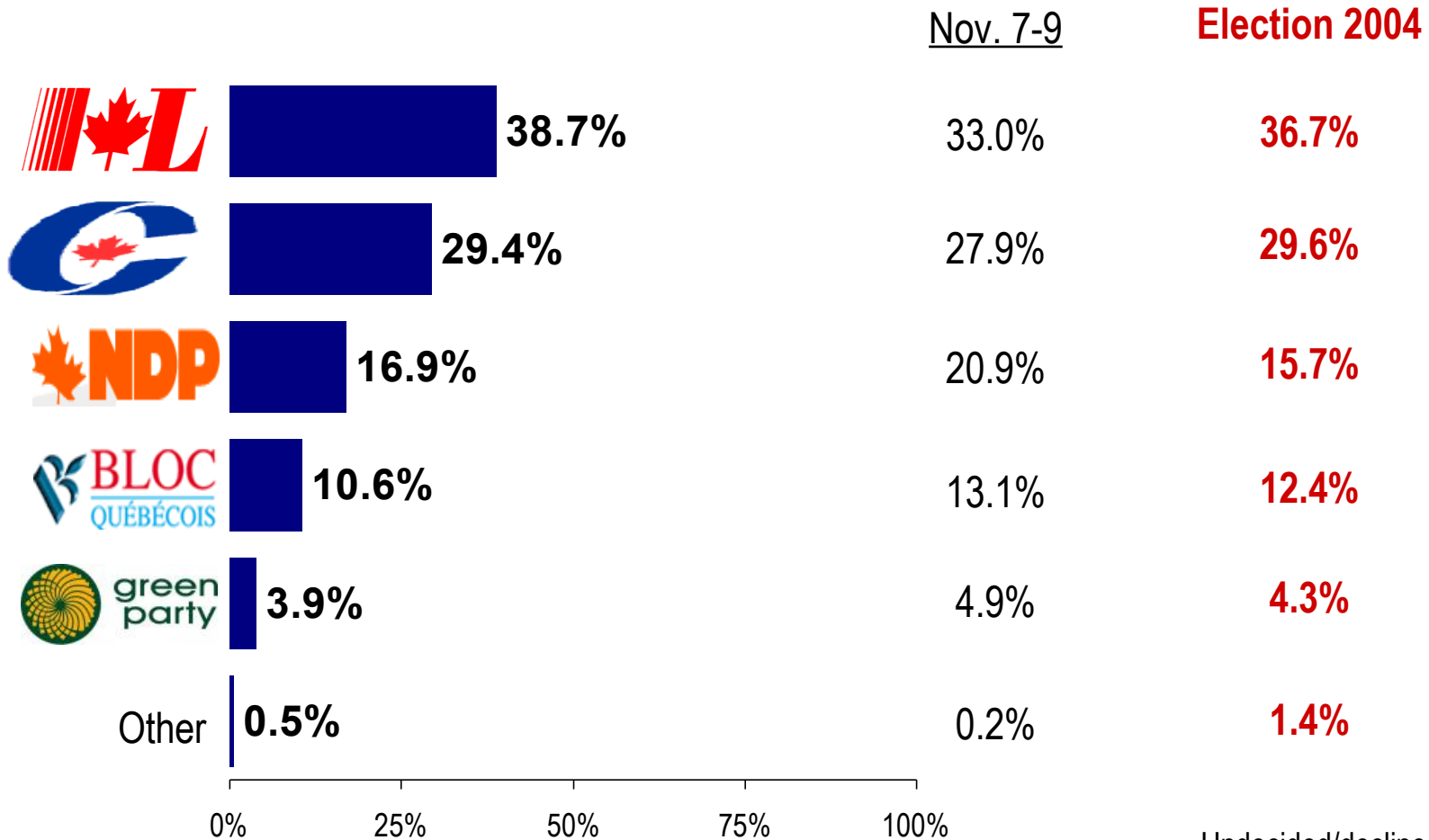
Q: All things considered, would you say that the country is moving in the right direction or the wrong direction?



# Current vote intention

# Federal voting intentions

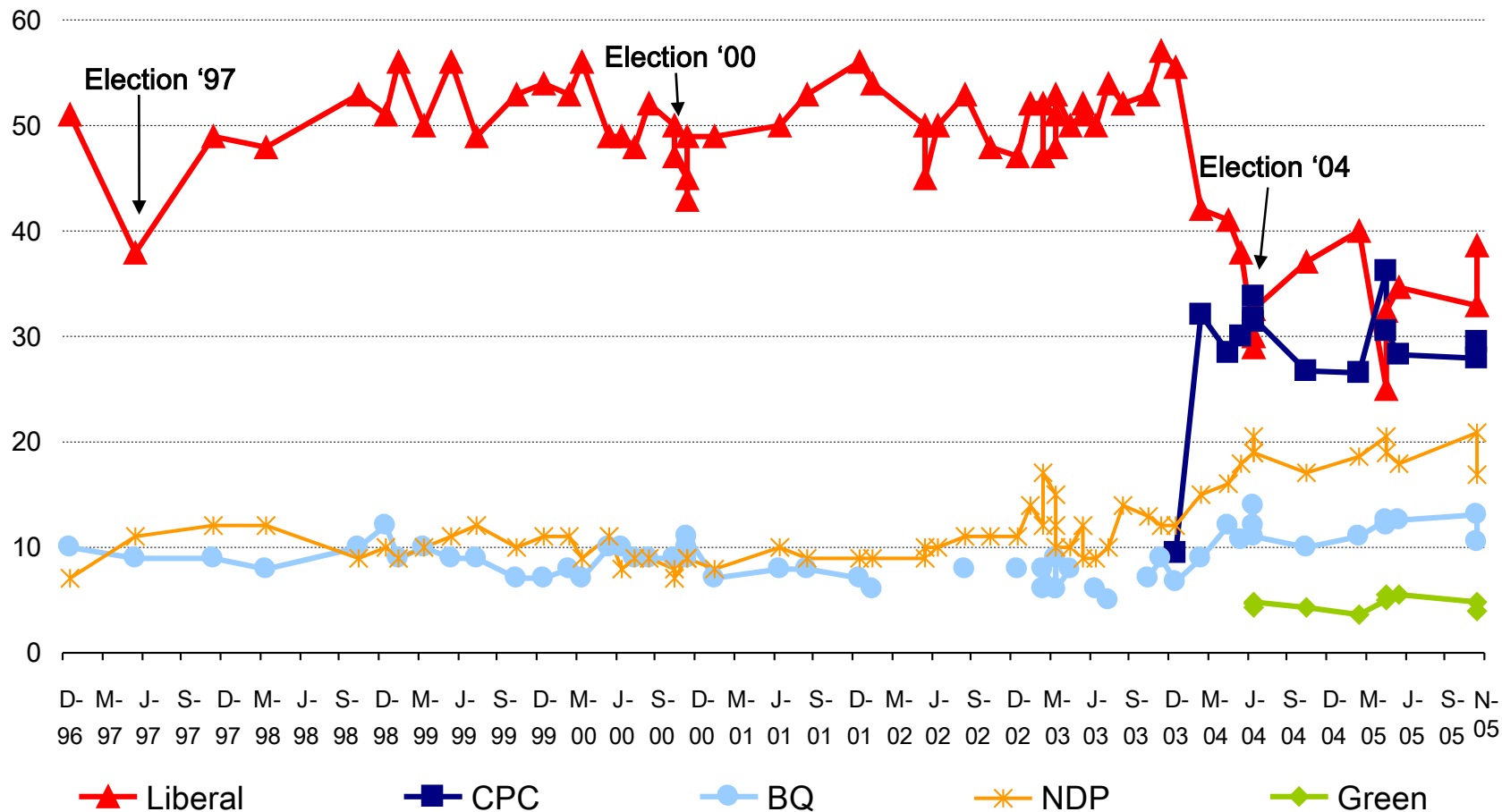
Q: If a federal election were held tomorrow, which party would you vote for?



Undecided/declined: 12.4%  
 Would not vote 5.4%  
 Not eligible: 1.2%

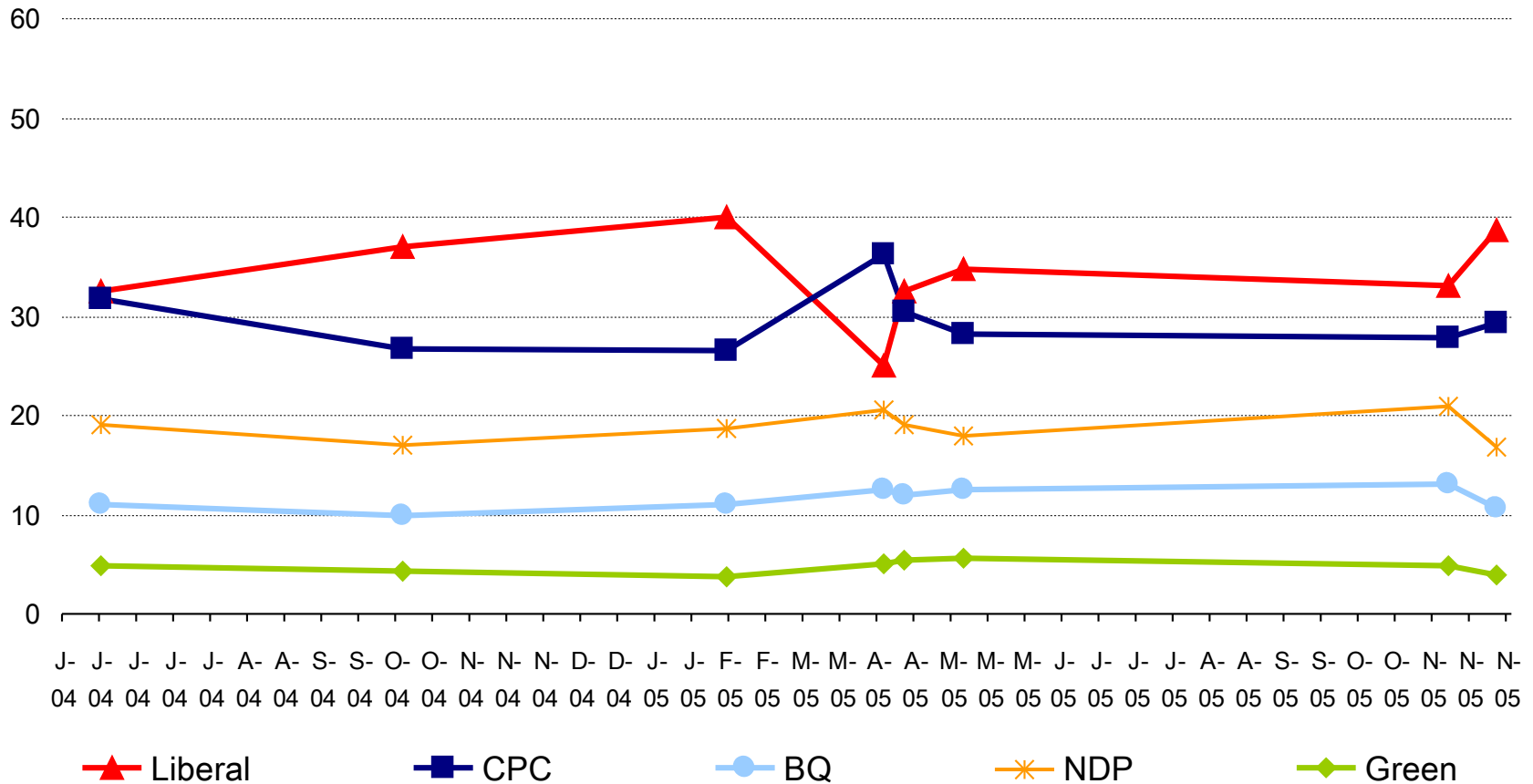
# Federal vote intentions: long-term trend

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



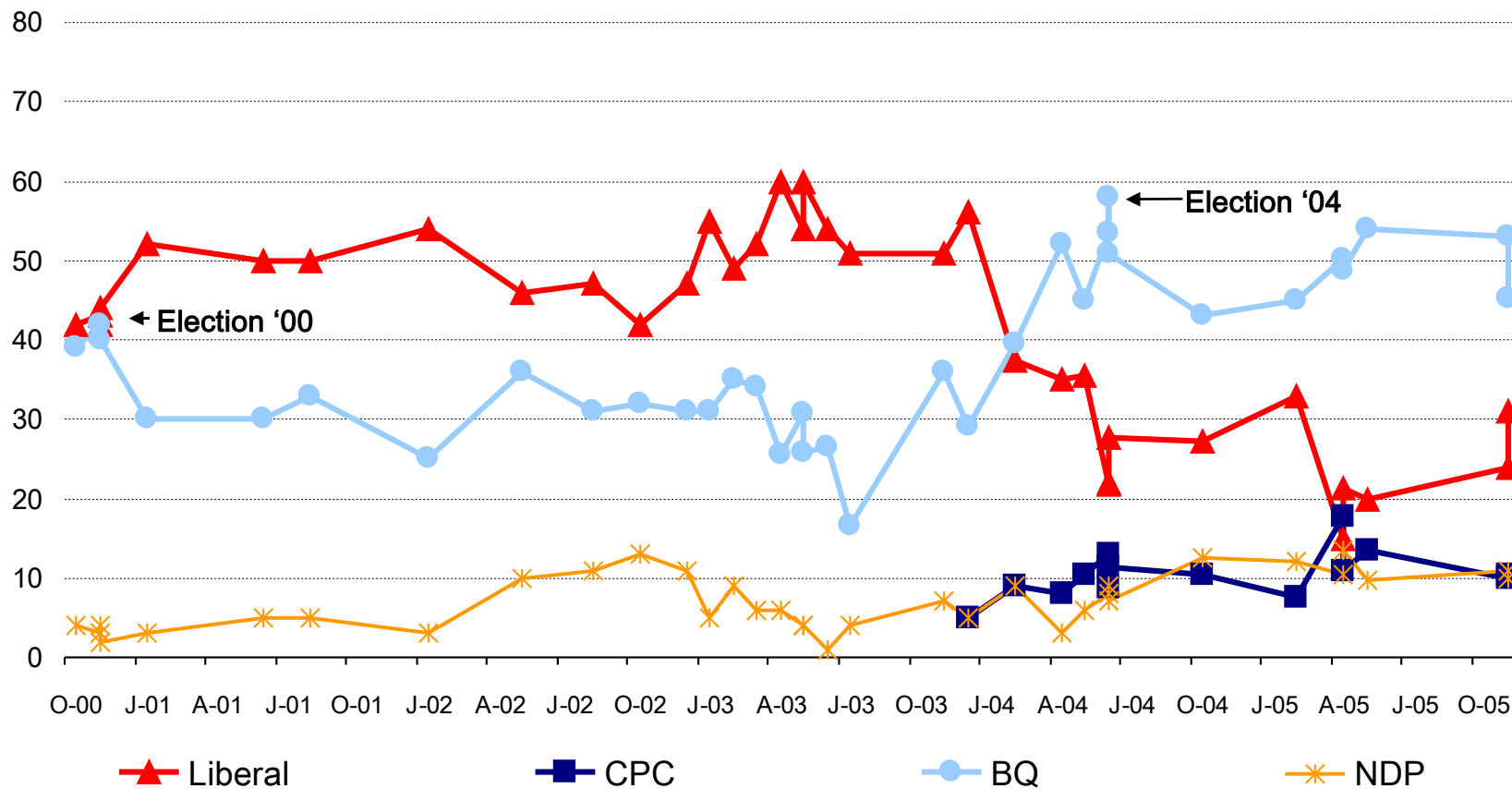
# Federal vote intentions: trend since last election

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



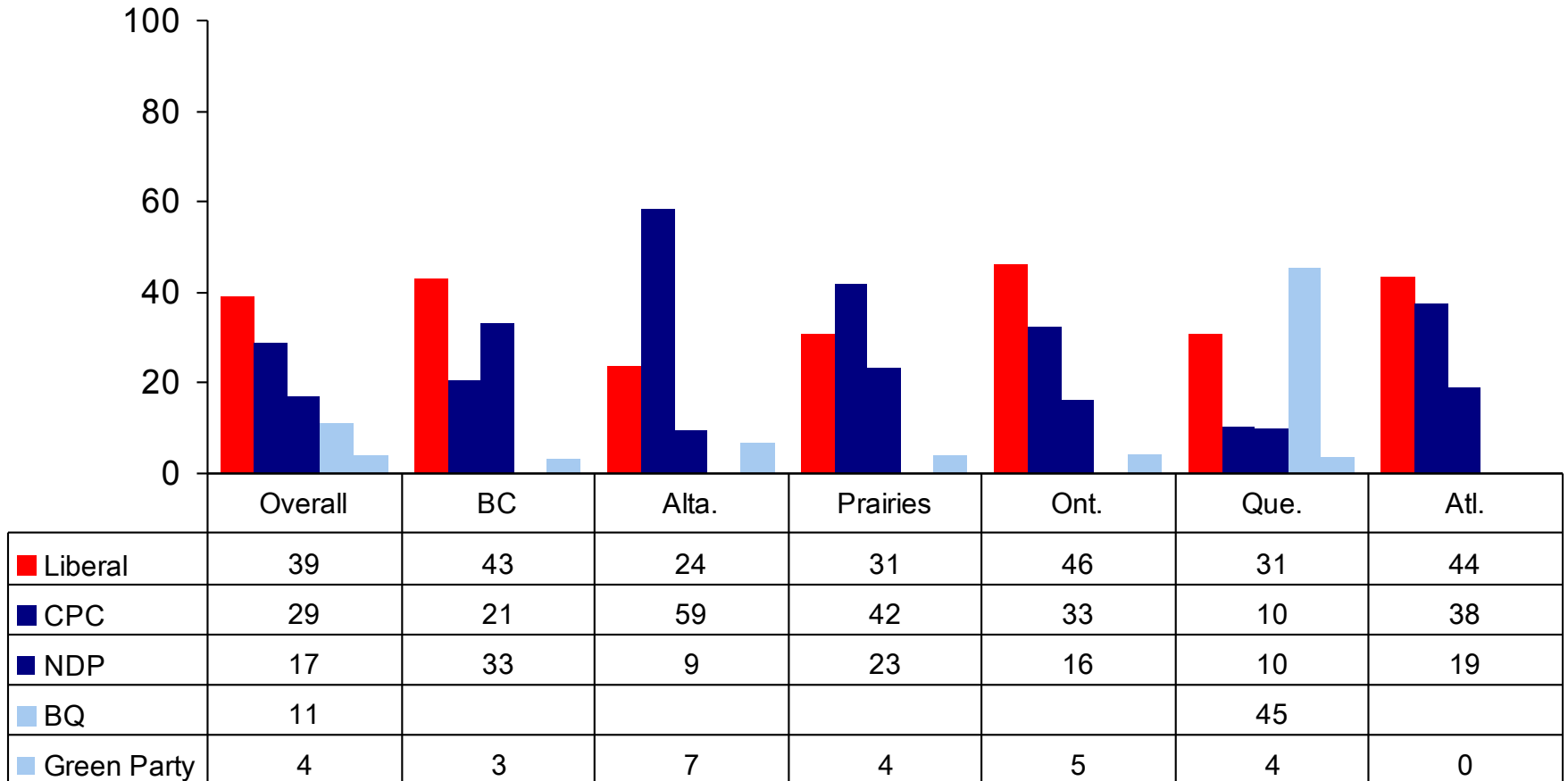
# Quebec federal vote intentions: long-term trend

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



# Federal voting intentions: regional

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

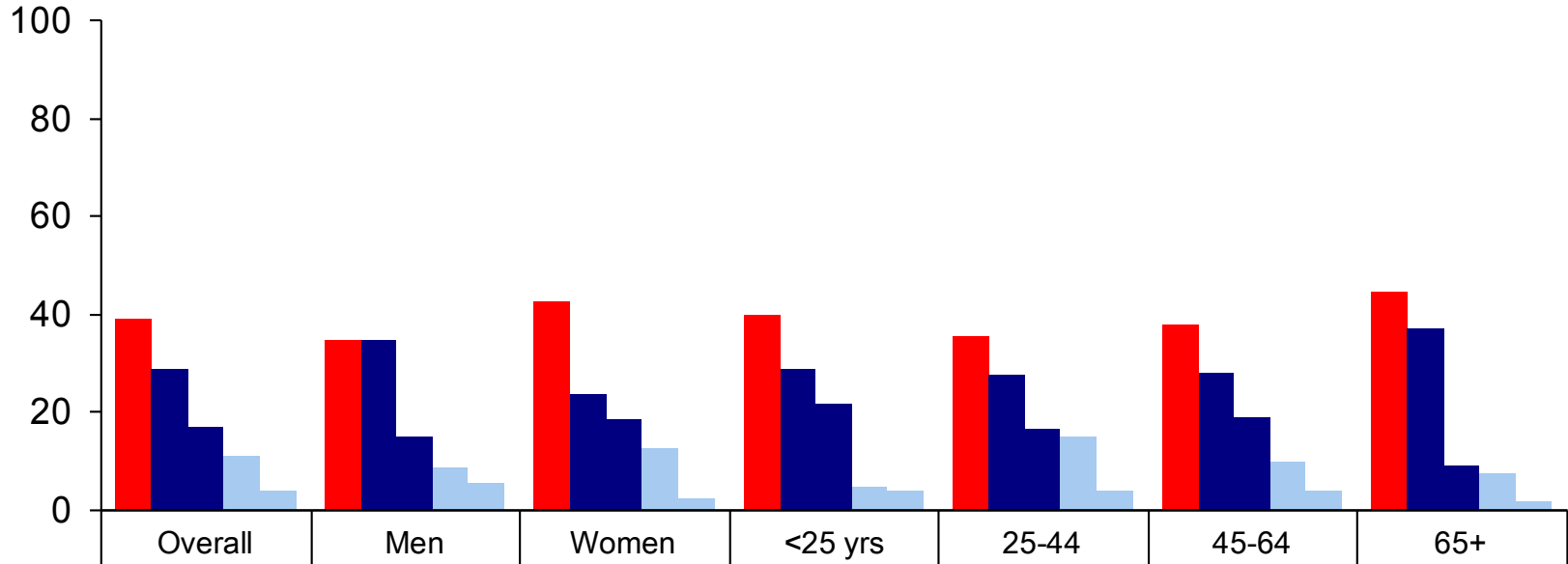


■ Liberal     
 ■ CPC     
 ■ NDP     
 ■ BQ     
 ■ Green Party



# Federal voting intentions: gender and age

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

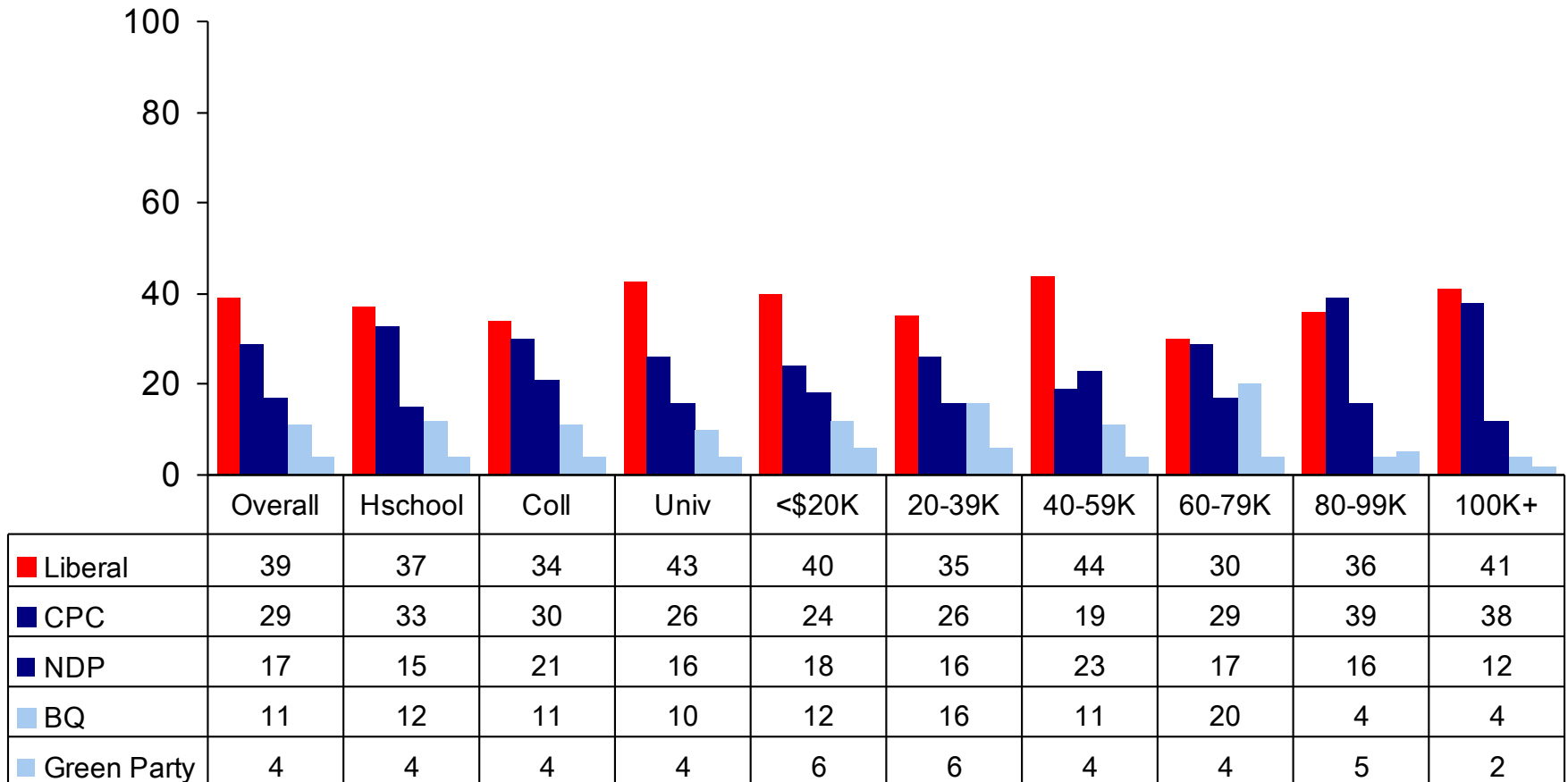


|               | Overall | Men | Women | <25 yrs | 25-44 | 45-64 | 65+ |
|---------------|---------|-----|-------|---------|-------|-------|-----|
| ■ Liberal     | 39      | 35  | 43    | 40      | 36    | 38    | 45  |
| ■ CPC         | 29      | 35  | 24    | 29      | 28    | 28    | 37  |
| ■ NDP         | 17      | 15  | 19    | 22      | 17    | 19    | 9   |
| ■ BQ          | 11      | 9   | 13    | 5       | 15    | 10    | 7   |
| ■ Green Party | 4       | 6   | 2     | 4       | 4     | 4     | 2   |

■ Liberal     
 ■ CPC     
 ■ NDP     
 ■ BQ     
 ■ Green Party

# Federal voting intentions: education and income

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



Liberal

CPC

NDP

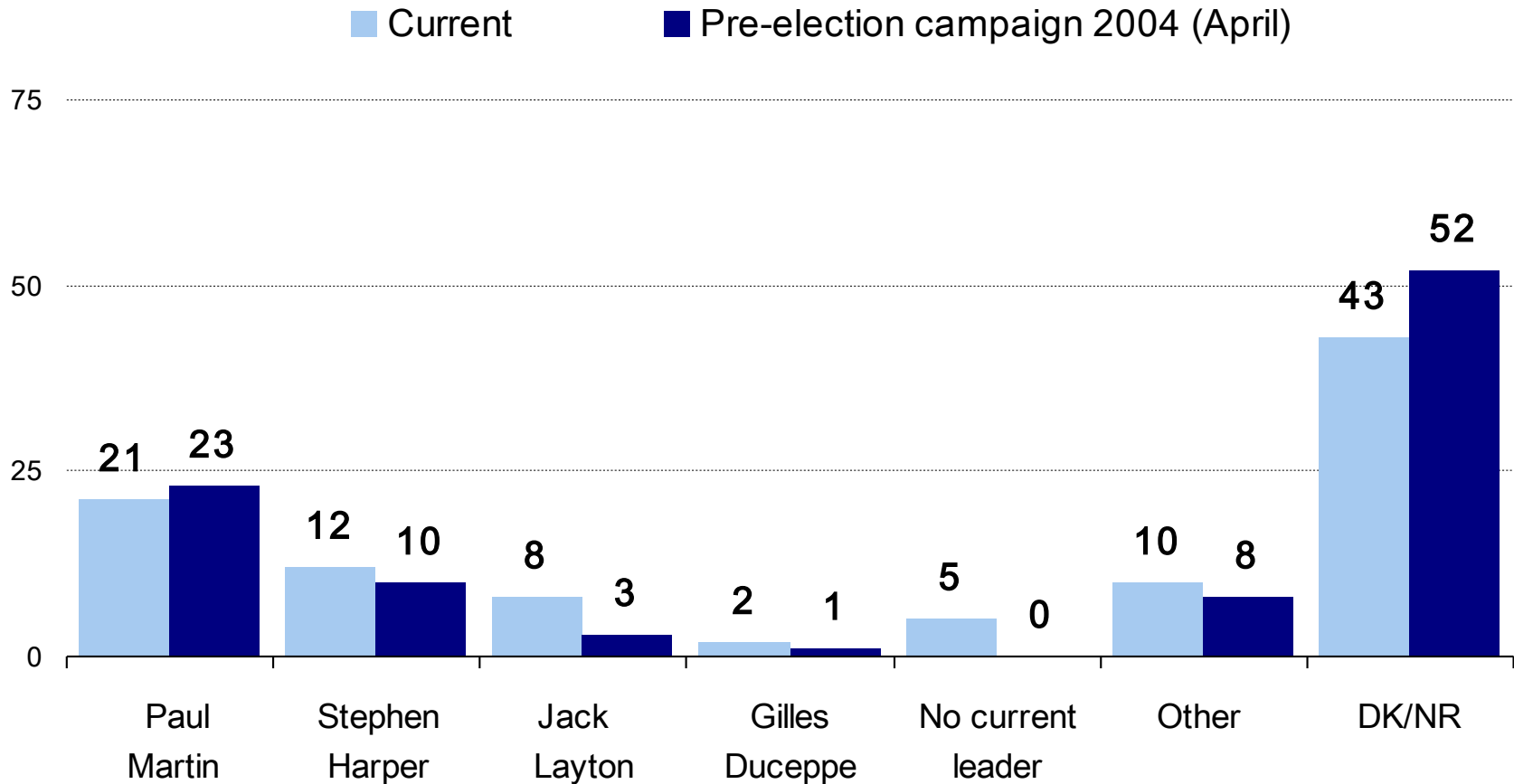
BQ

Green Party

**Best Prime Minister**

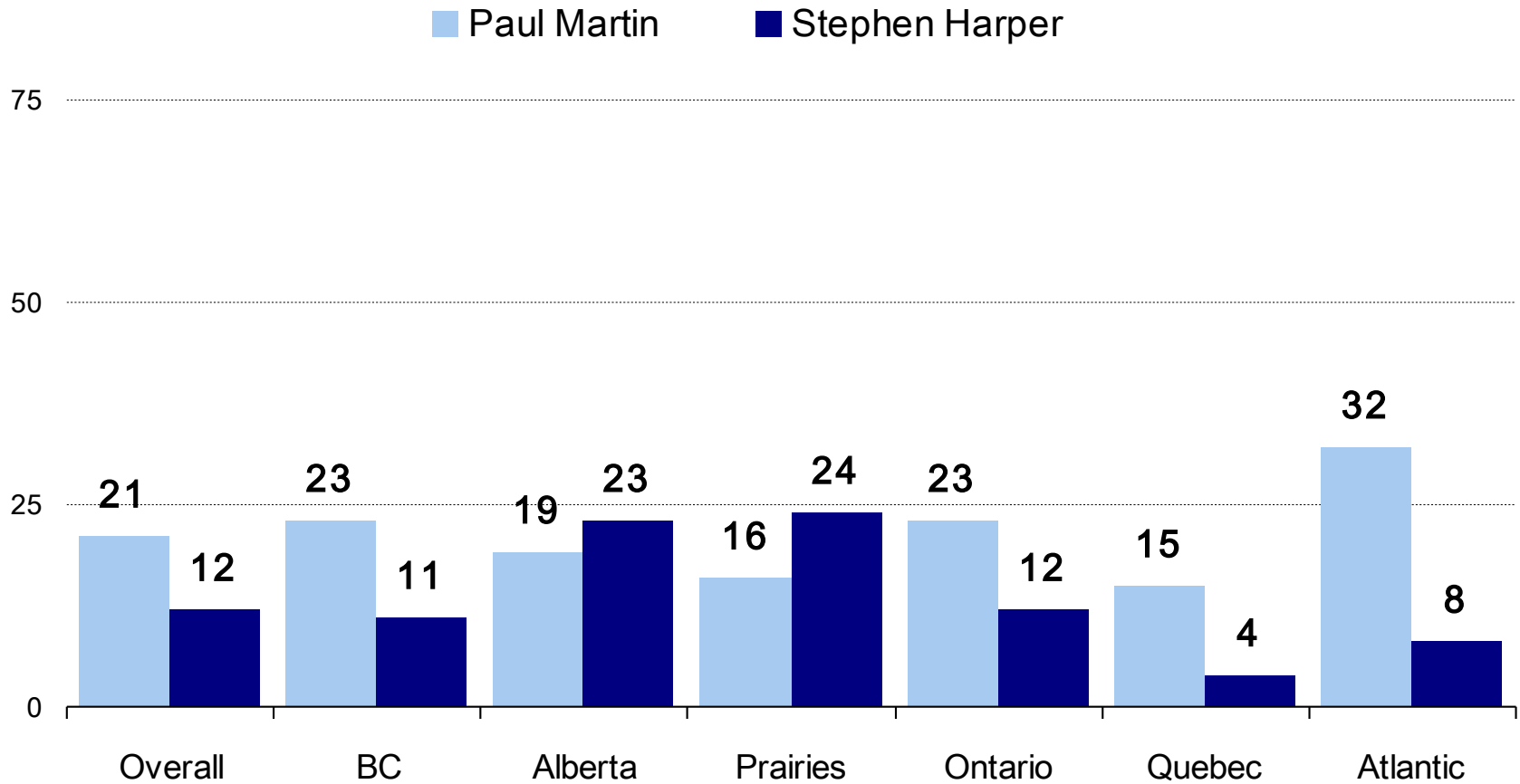
# Best Prime Minister

Q: Who do you think would make the best Prime Minister for Canada? [open]



# Best Prime Minister by region

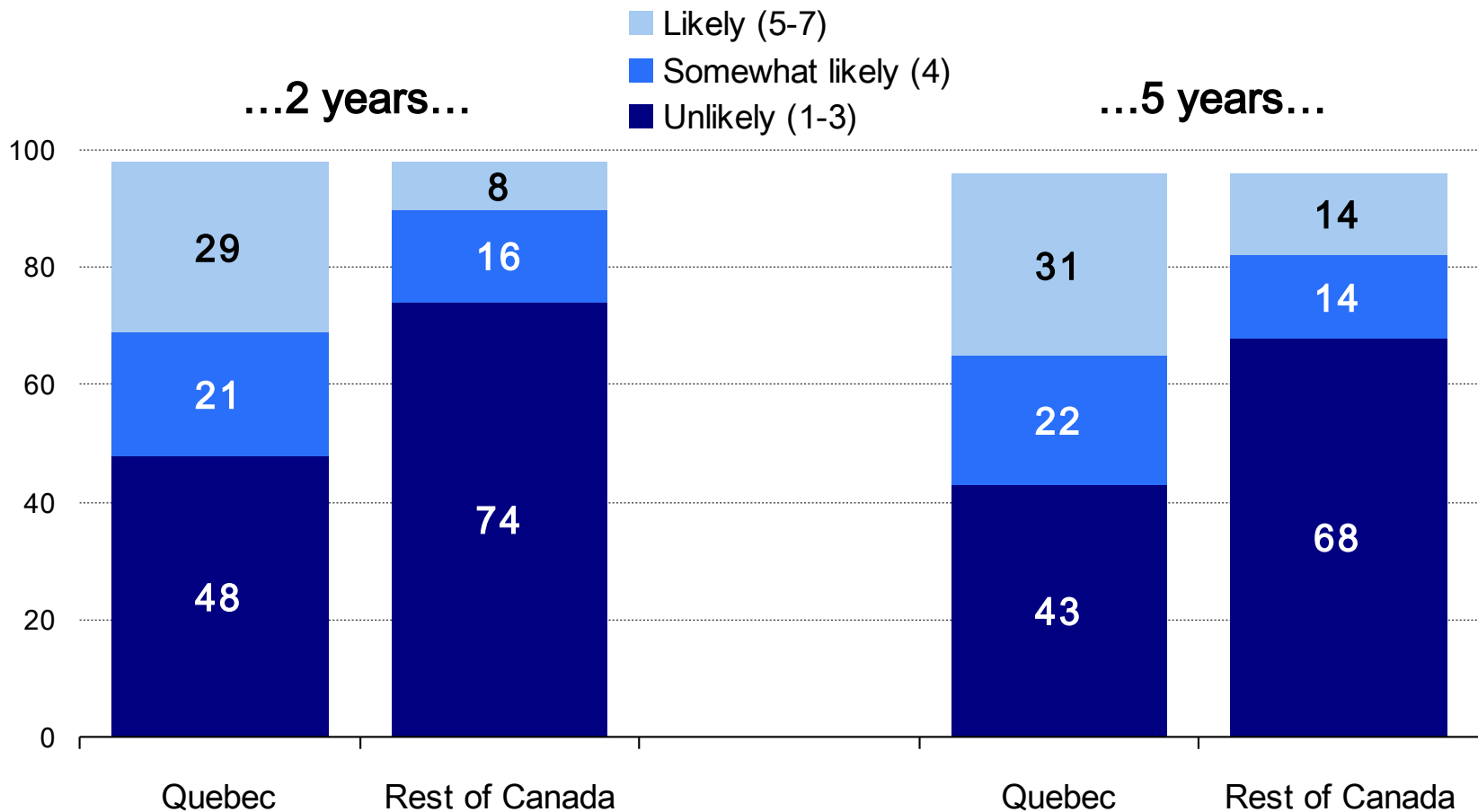
Q: Who do you think would make the best Prime Minister for Canada? [open]



# Quebec's place in Canada

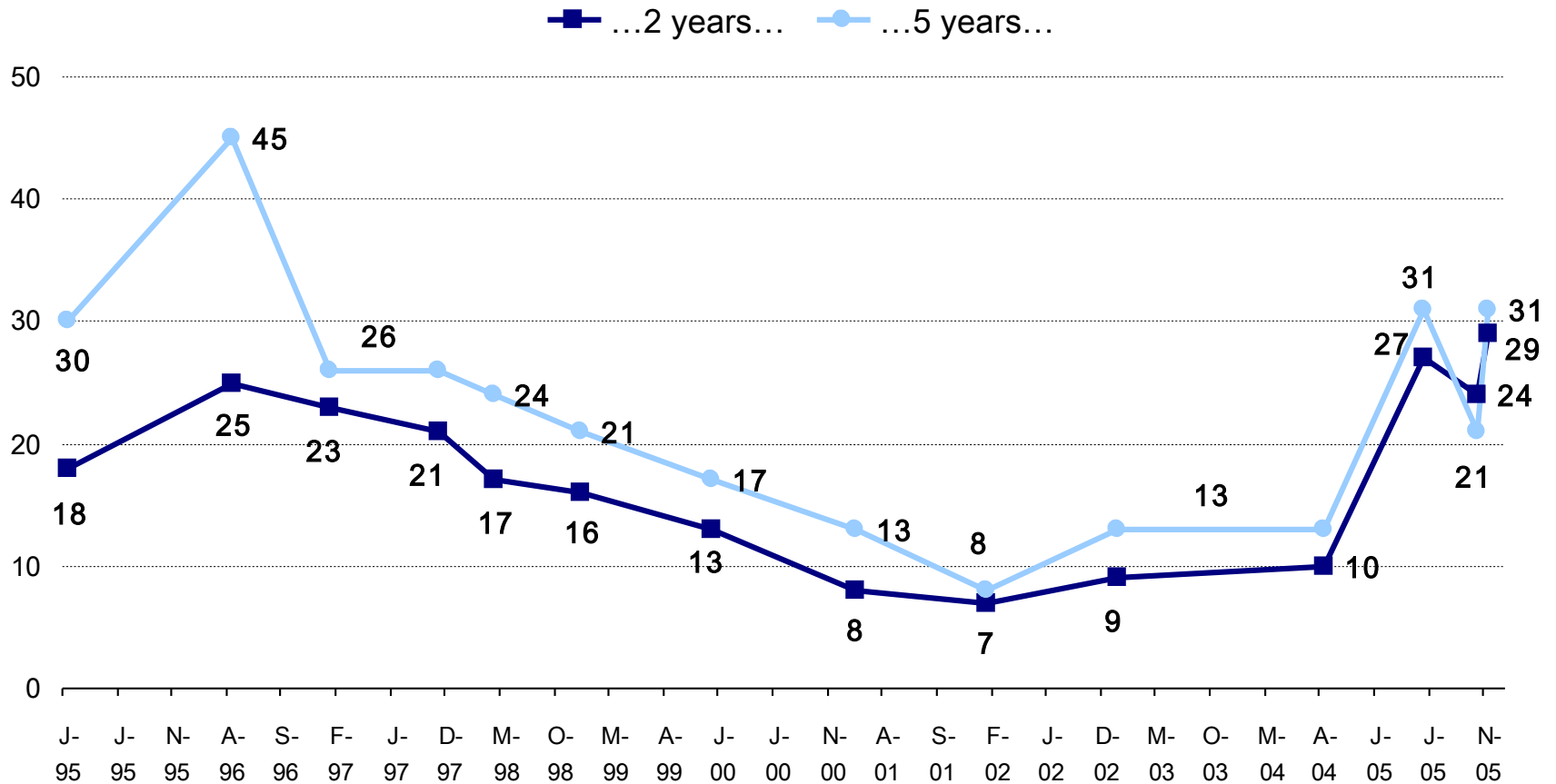
# Likelihood of Quebec separation

Q: What is the likelihood that Quebec will separate from the rest of Canada within the next...?



# Tracking perceived likelihood of Quebec separation (Quebec Only)

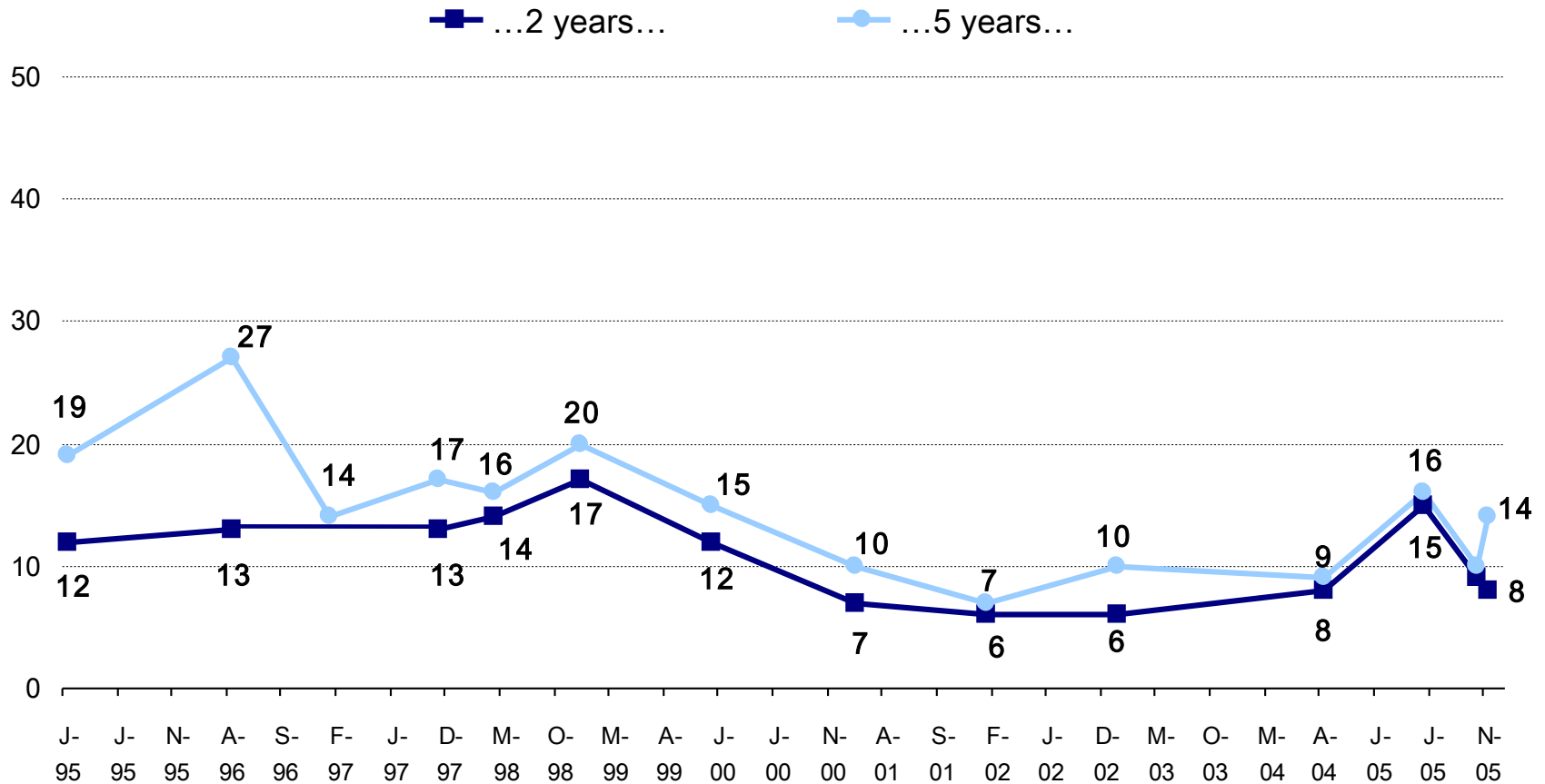
Q: What is the likelihood that Quebec will separate from the rest of Canada within the next...?





# Tracking perceived likelihood of Quebec separation (rest of Canada)

Q: What is the likelihood that Quebec will separate from the rest of Canada within the next...?





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