

THE TORONTO STAR



EKOS

La Presse

Update on the Political Landscape

*Liberals Rebound: Canadians Favour
LPC-NDP Alliance Over CPC-BQ*

April 30, 2005

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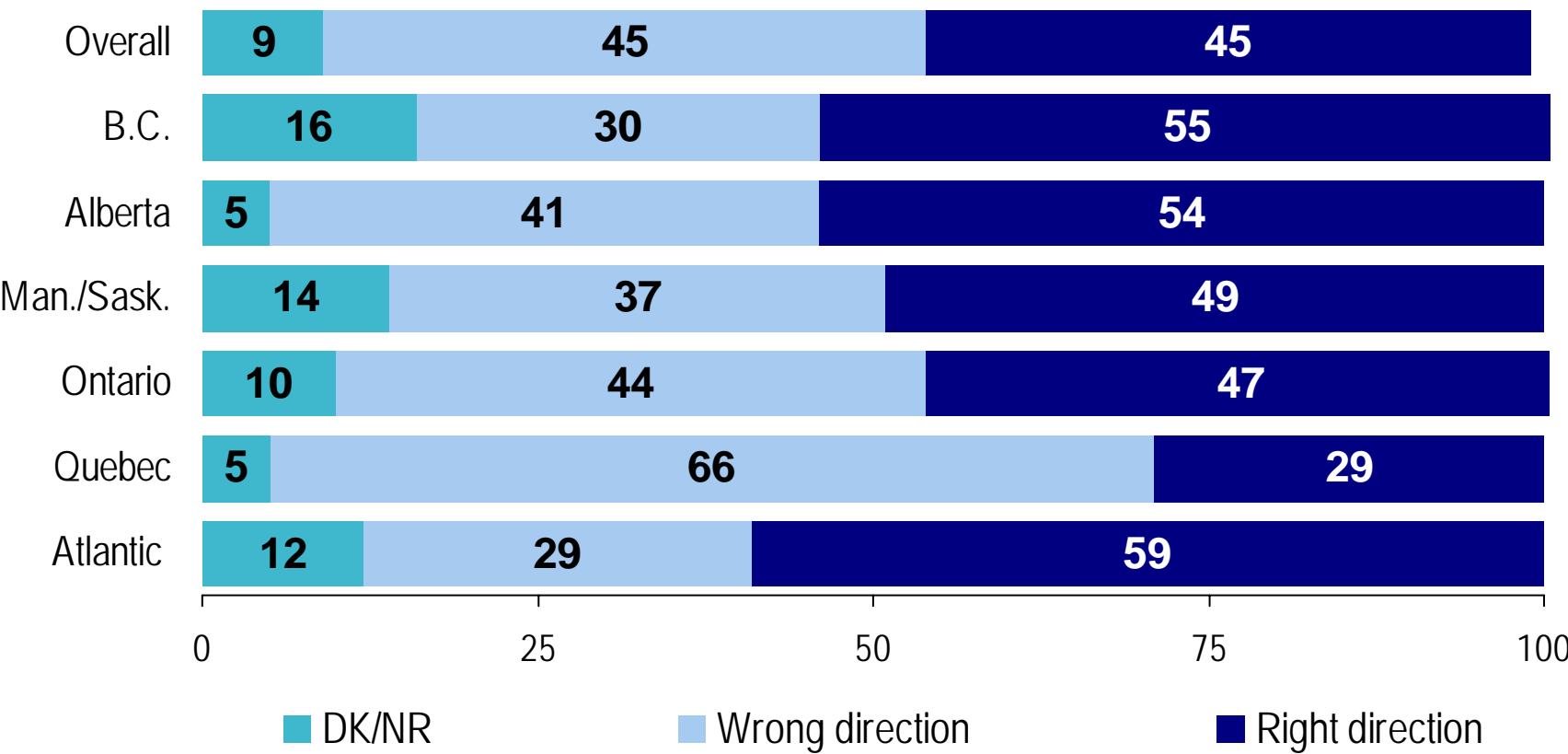
Methodology

- Telephone survey of the general public
 - ❖ 1,212 interviews with a national random sample of Canadians 18 years of age and older
 - ✓ Interview period: April 26 - 28, 2005
 - ✓ National results valid within 2.8 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.
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The Current Landscape

Satisfaction with direction of country

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



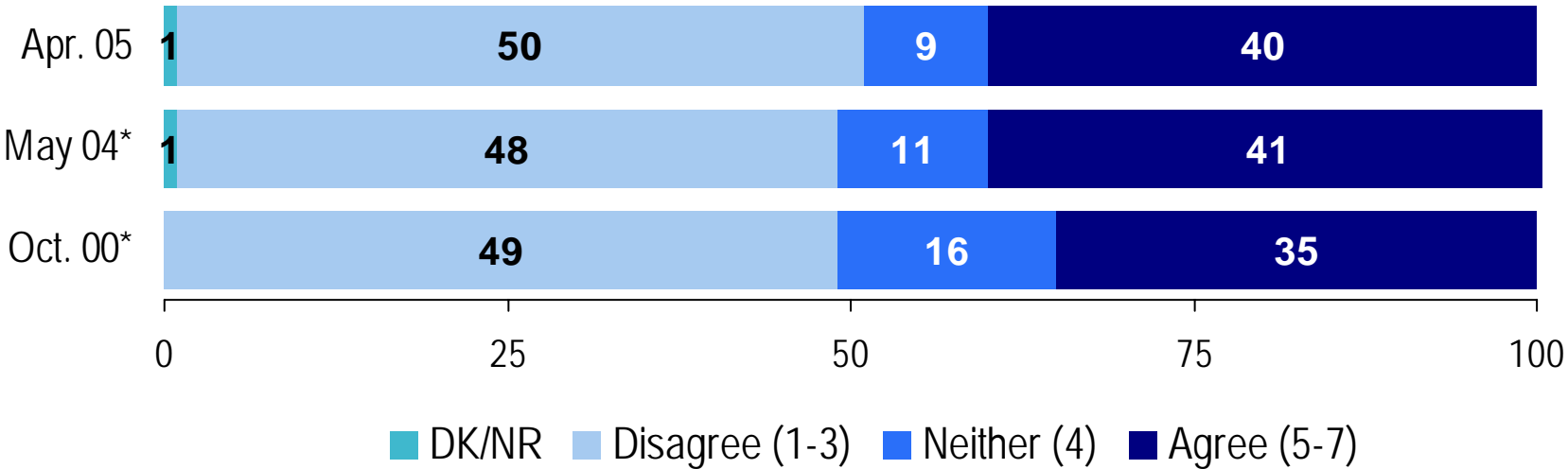
Base: All Canadians; Apr. 26-28, 2005 n=1212

Outlook on a Potential Election

Canadians somewhat cynical about outcome of election

Q: Please rate the extent to which you agree or disagree with the following statement.

Personally, I really don't think it will make much difference who gets elected in the next election

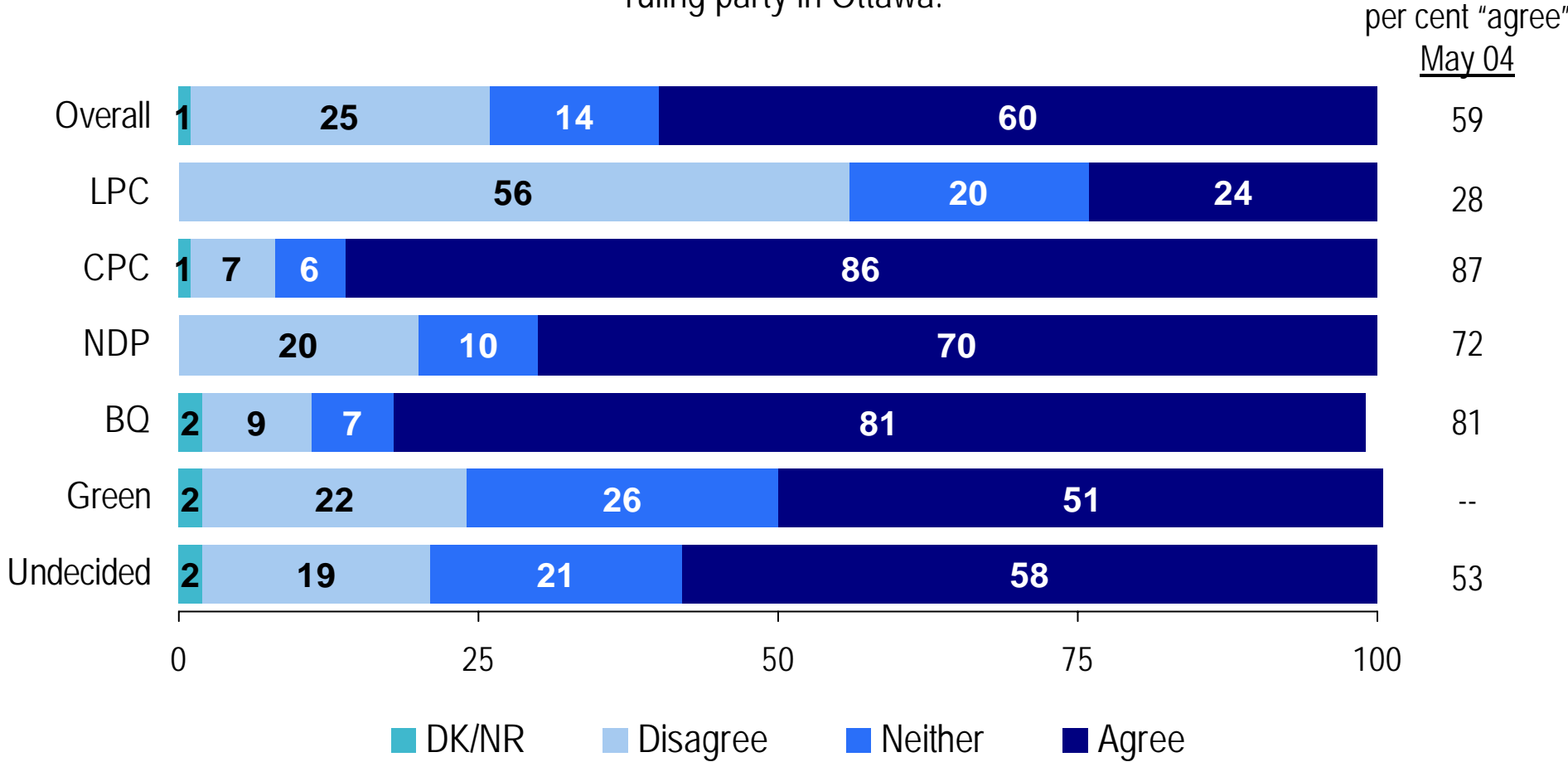


*tracking points made specific reference to upcoming election dates

Majority feel its time for a new Government in Ottawa

Q: Please rate the extent to which you agree or disagree with the following statement.

After so many years of Liberal government, I really think the country needs a new ruling party in Ottawa.

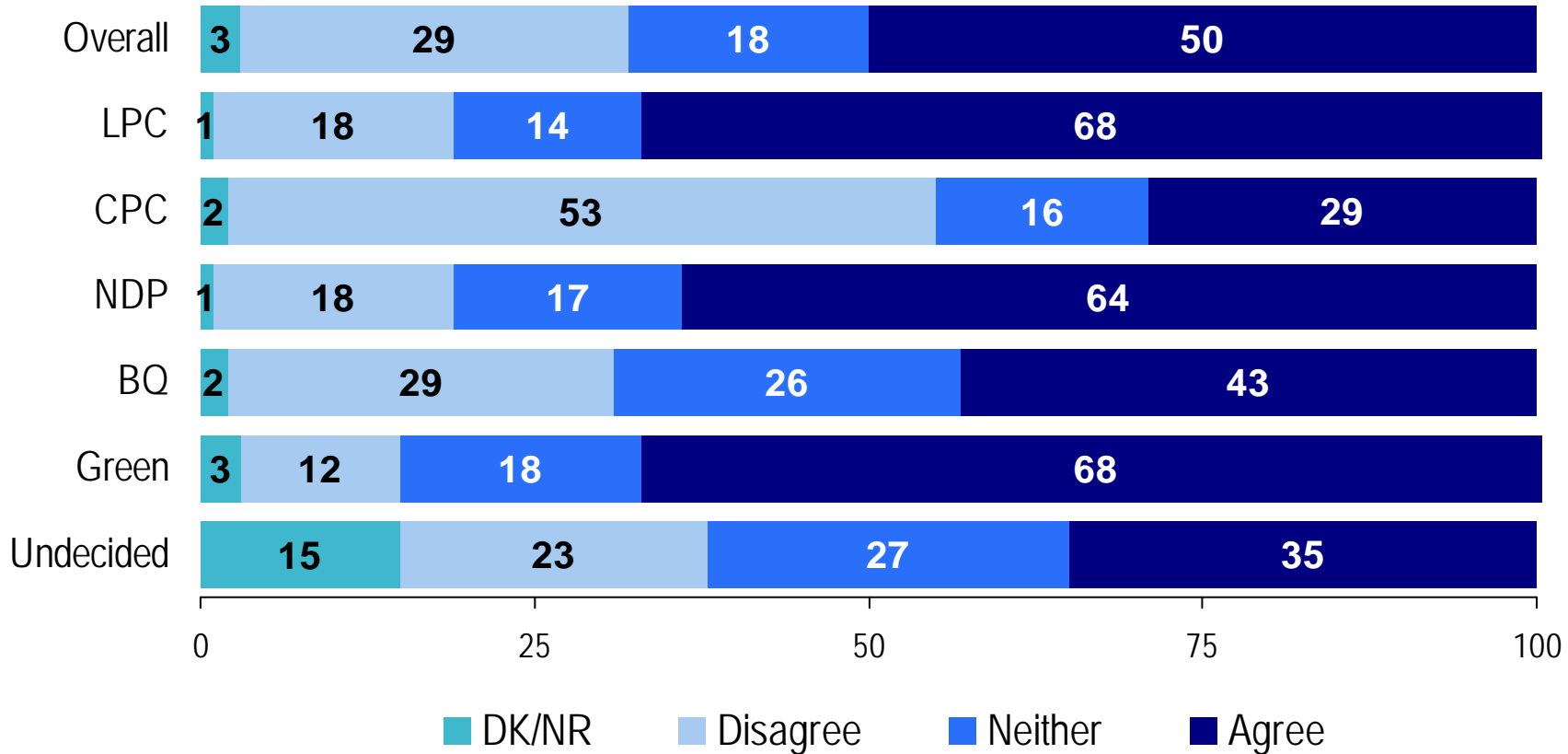


Base: All Canadians; Apr. 26-28, 2005 n=1212

Harper not really seen as plausible Prime Minister...

Q: Please rate the extent to which you agree or disagree with the following statement.

As much as Canadians may be fed up with the Liberals, I just can't see them electing Stephen Harper as Prime Minister

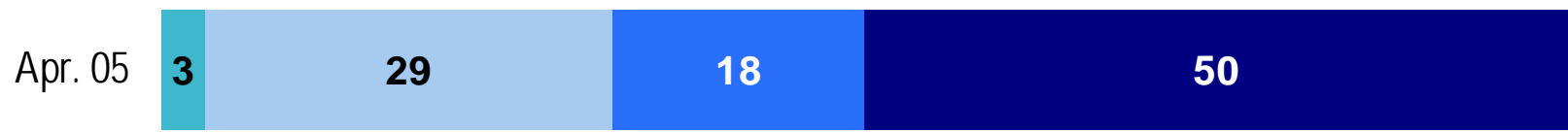


Base: All Canadians; Apr. 26-28, 2005 n=1212

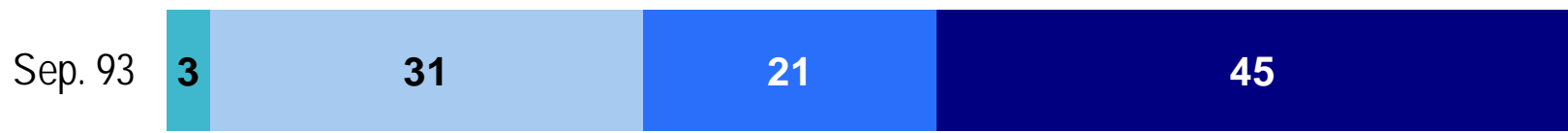
...but neither was Chrétien in 1993

Q: Please rate the extent to which you agree or disagree with the following statement.

As much as Canadians may be fed up with the **Liberals**, I just can't see them electing **Stephen Harper** as Prime Minister



As much as Canadians may be fed up with the **Conservatives**, I just can't see them electing **Jean Chrétien** as Prime Minister



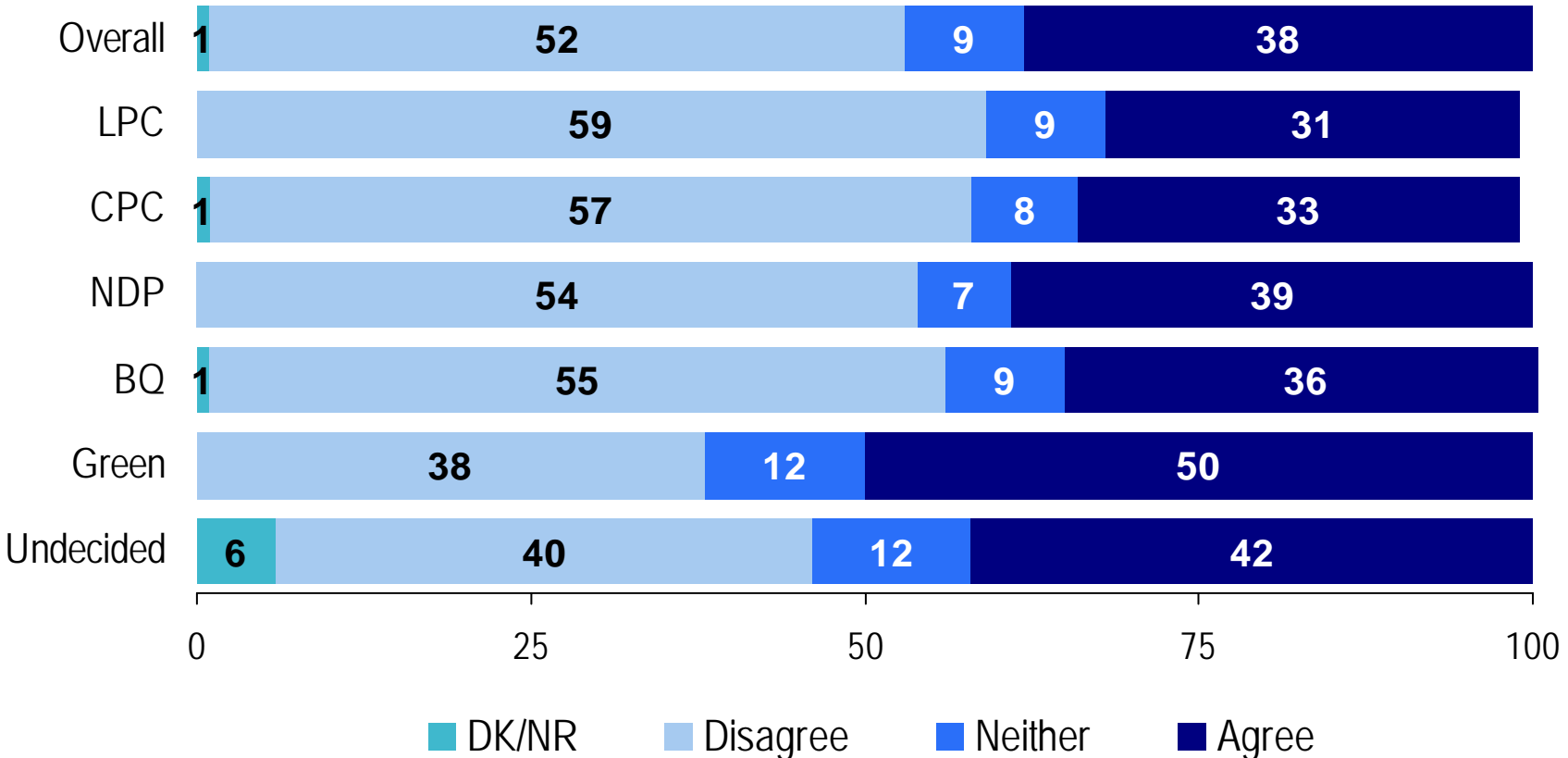
0 25 50 75 100

DK/NR Disagree Neither Agree

Interest trumps voter disgust

Q: Please rate the extent to which you agree or disagree with the following statement.

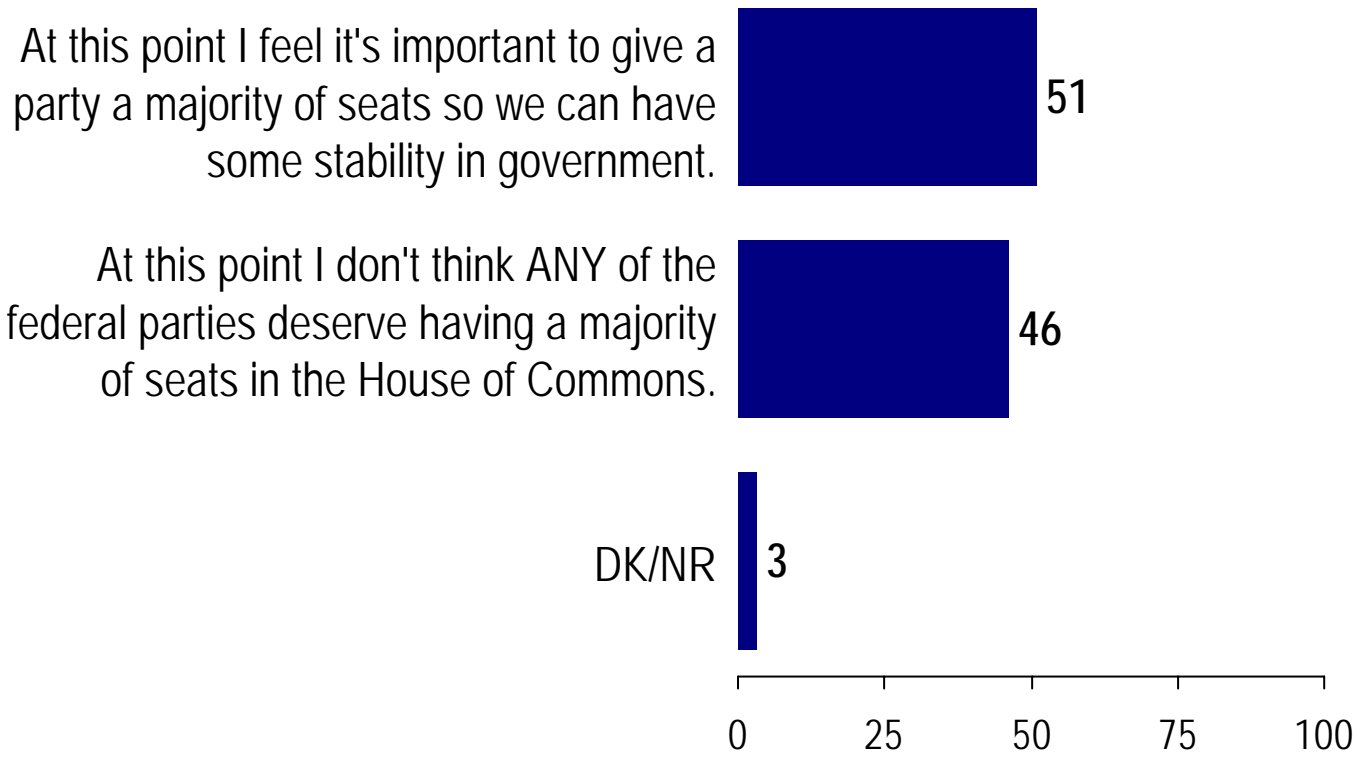
I'm so disgusted with federal politics right now that I don't even feel like voting in the next federal election



Base: All Canadians; Apr. 26-28, 2005 n=1212

Polarization on majority stability vs. minority leash

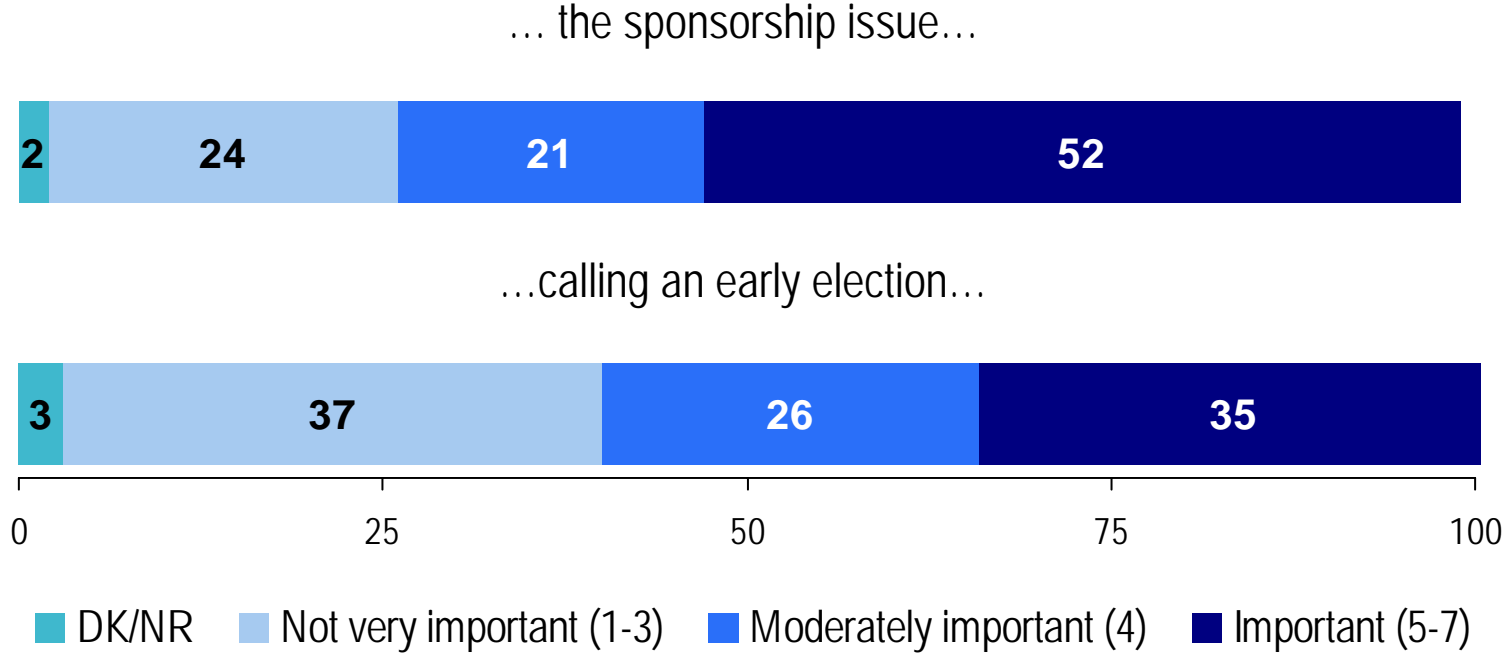
Q: Which of the following two statements is closest to your own point of view?



Factors Shaping Vote Intention

Ethics penalty trumps timing penalty

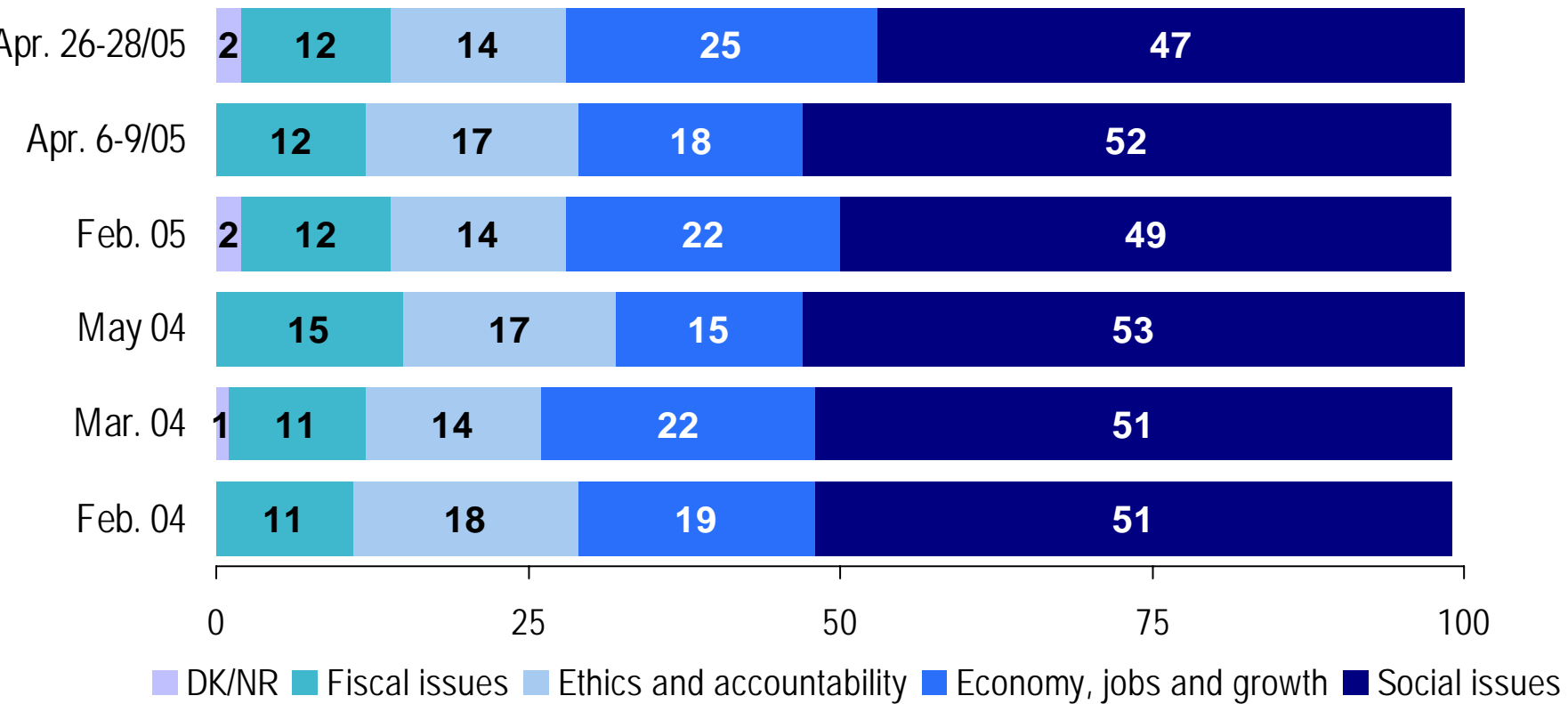
Q: How important is punishing a party you hold responsible for ... in helping you decide who to vote for?



Base: All Canadians; Apr. 26-28, 2005 n=1212

Social issues most important, but economy up

Q: Which of the following do you think should be the most important issue for the next federal election?*



*Question wording prior to Apr. 05: "Which of the following do you think *will be...*"

Slight advantage for LPC, though much uncertainty exists

Q: And thinking about...which federal party do you feel offers the best solutions to address it?*

	LPC	CPC	NDP	BQ	Green	None	DK/NR
...social issues (health, education)	23	11	25	8	2	2	28
...the economy (jobs & growth)	36	21	9	6	2	3	24
...fiscal issues (taxes)	28	32	7	5	4	1	22
...ethics and accountability	8	43	16	9	3	3	18
...all issues**	25	20	18	7	2	3	25

*each respondent was asked to name the party they felt was best able to address the issue they considered the top priority for the next election

**represents collapse of responses for each of the issues

Best federal leader for province

Q: Which of the following leaders do you feel would be best for the interests of your province?

	Overall	B.C.	ALB.	MAN./ SASK.	ONT.	QUE.	ATL.
Paul Martin (LPC)	30	36	16	26	36	18	46
Stephen Harper (CPC)	24	25	52	32	25	9	25
Jack Layton (NDP)	19	21	16	30	23	8	18
Gilles Duceppe (BQ)	15	1	2	1	2	55	0
None of the above	3	3	1	4	2	5	6
DK/NR	9	14	12	6	11	4	5

Best federal leader for country as a whole

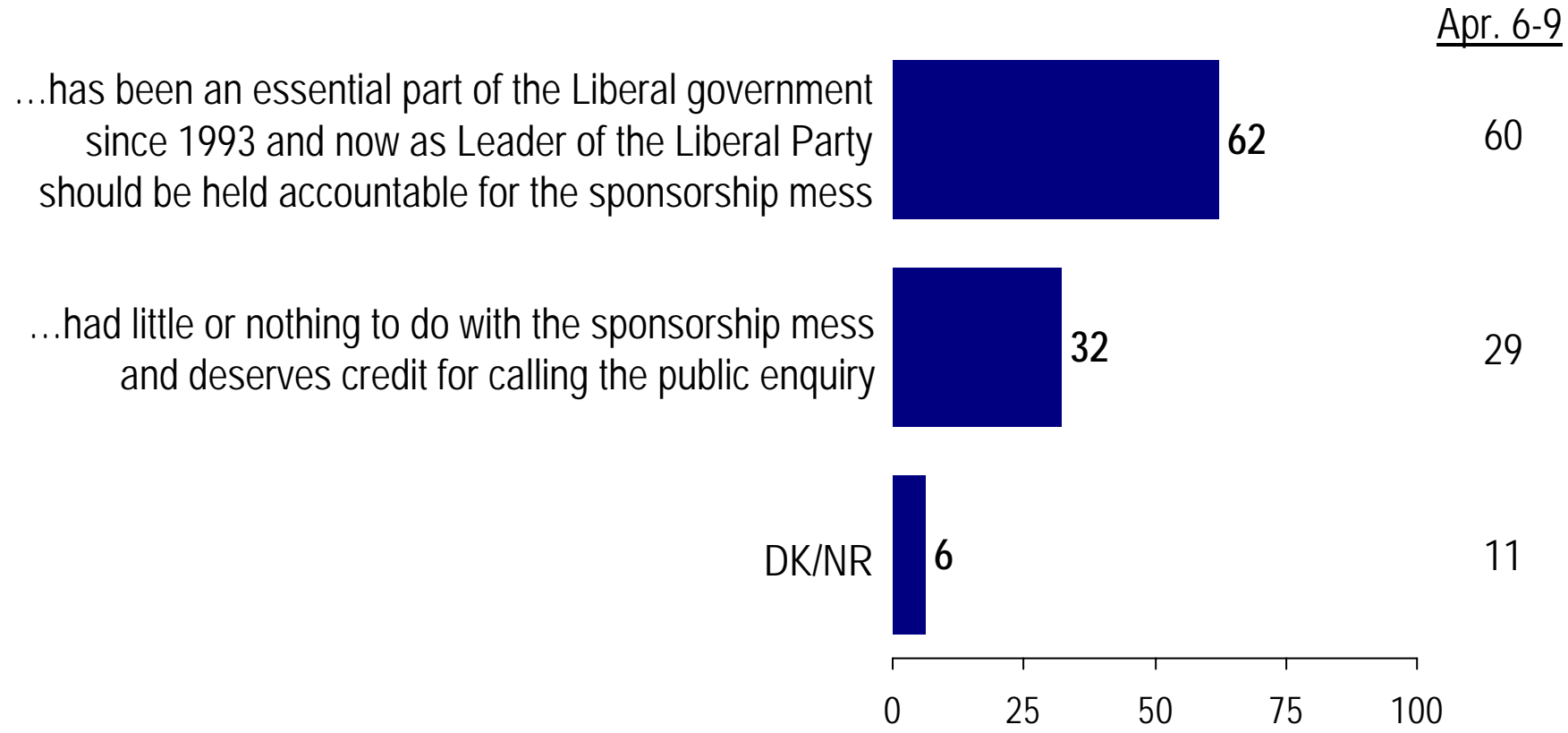
Q: Which of the following leaders do you feel would be best for the interests of the country as a whole?

	Overall	B.C.	ALB.	MAN./SASK.	ONT.	QUE.	ATL.
Paul Martin (LPC)	36	43	25	45	41	24	41
Stephen Harper (CPC)	28	23	46	32	26	23	30
Jack Layton (NDP)	15	18	15	8	14	15	17
Gilles Duceppe (BQ)	5	0	1	0	3	17	0
None of the above	5	2	4	2	4	9	10
DK/NR	11	15	9	12	11	11	3

Base: All Canadians; Apr. 26-28, 2005 n=771

Martin seen as accountable for sponsorship debacle

Q: Which of the following two statements is closest to your own point of view? Paul Martin...

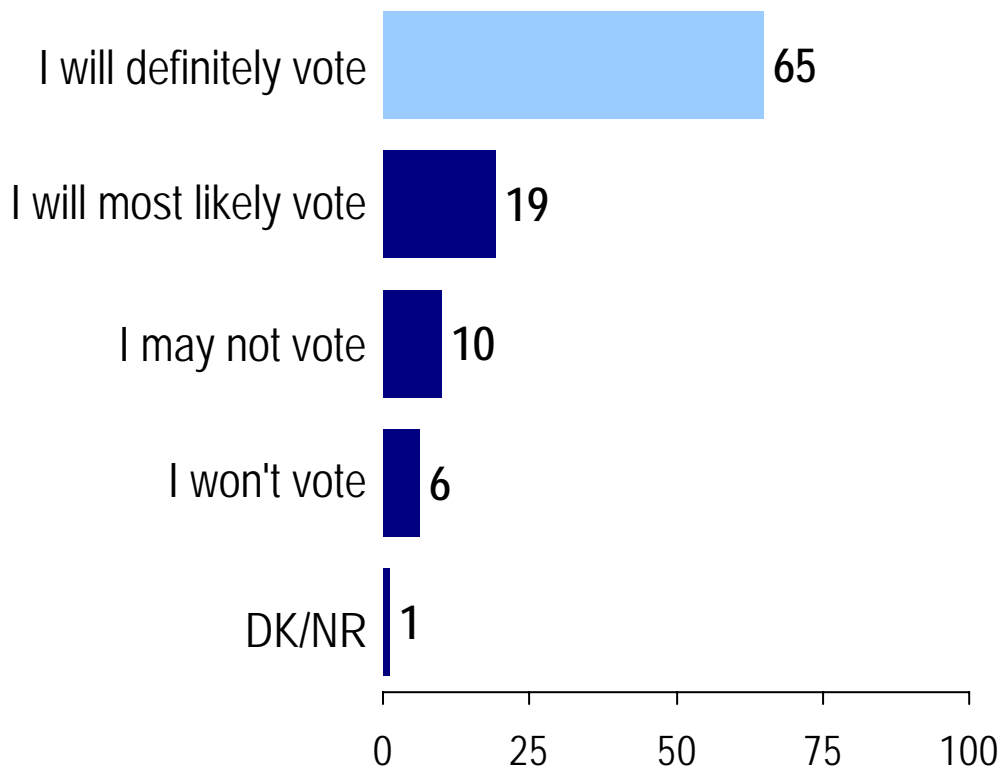


Base: All Canadians; Apr. 26-28, 2005 n=1212

Current Federal Voting Intentions

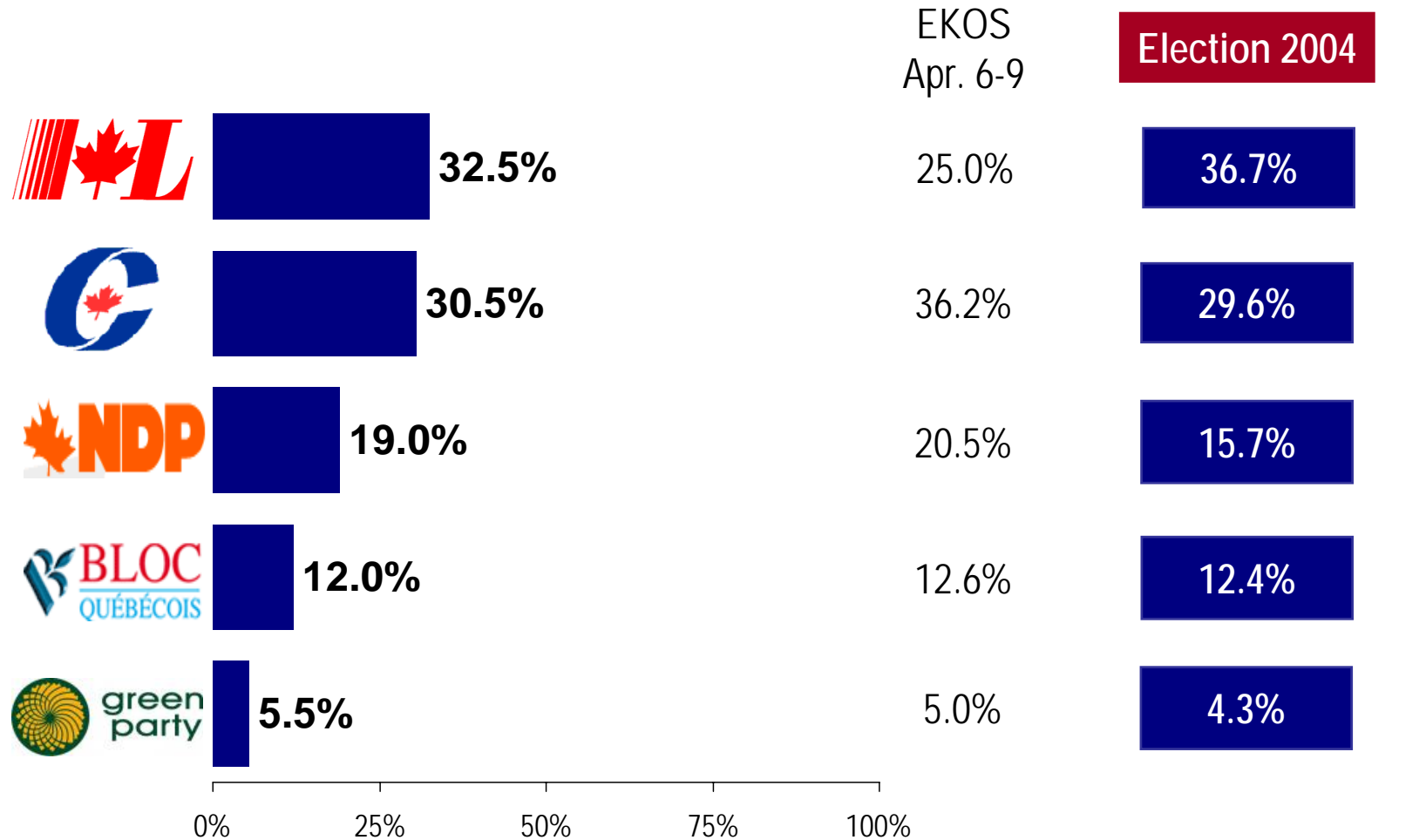
Most still intend to vote if an election is called

Q: There are a number of reasons why people cannot or will not vote in an election. Thinking about the next federal election, which of the following best describes your likely behaviour?



Federal voting intentions

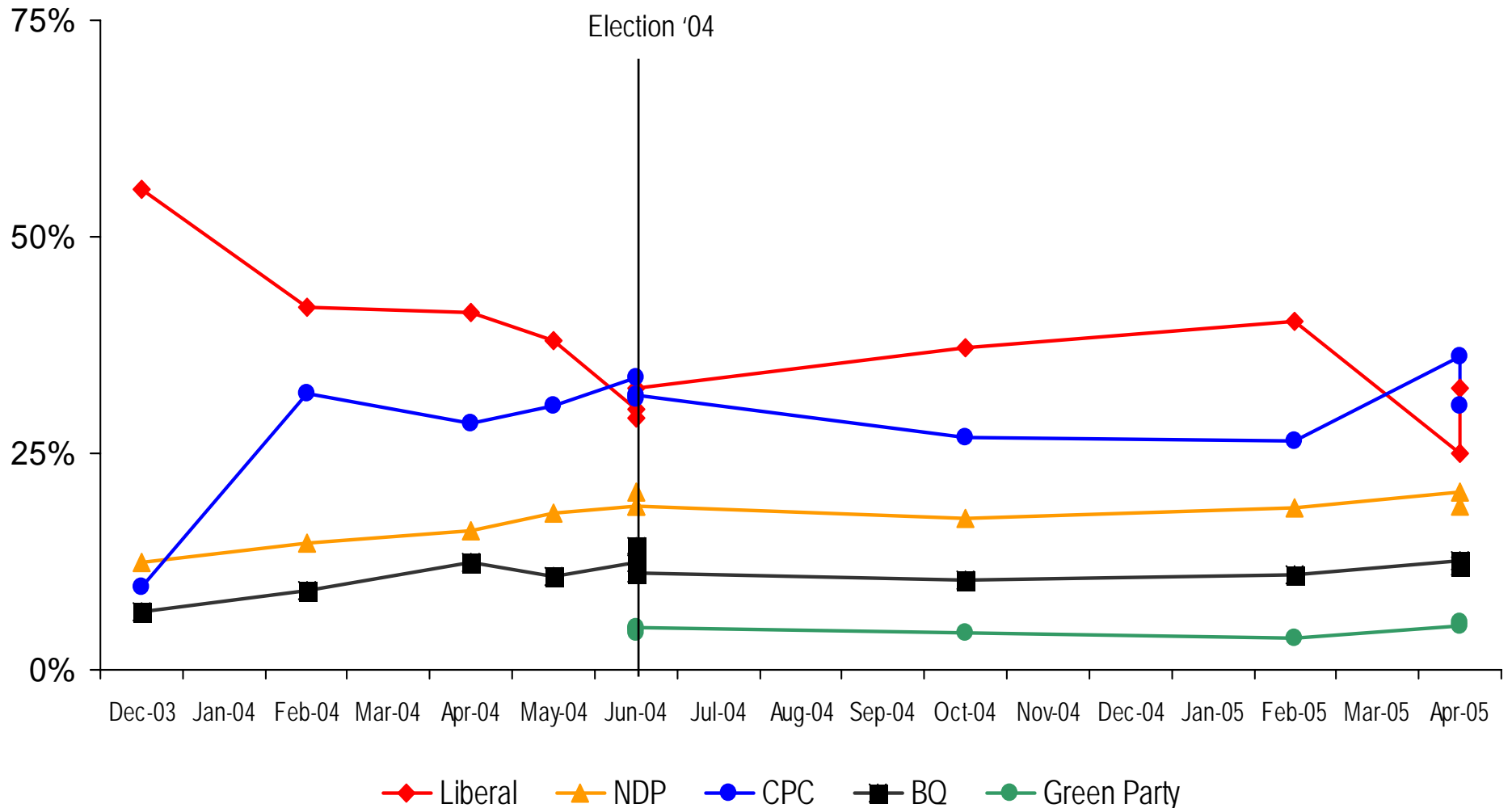
Q: If a federal election were held tomorrow, which party would you vote for?



Undecided/declined: 9.5%
Will not vote 4.6%

Federal voting intentions: trend since Martin became P.M.

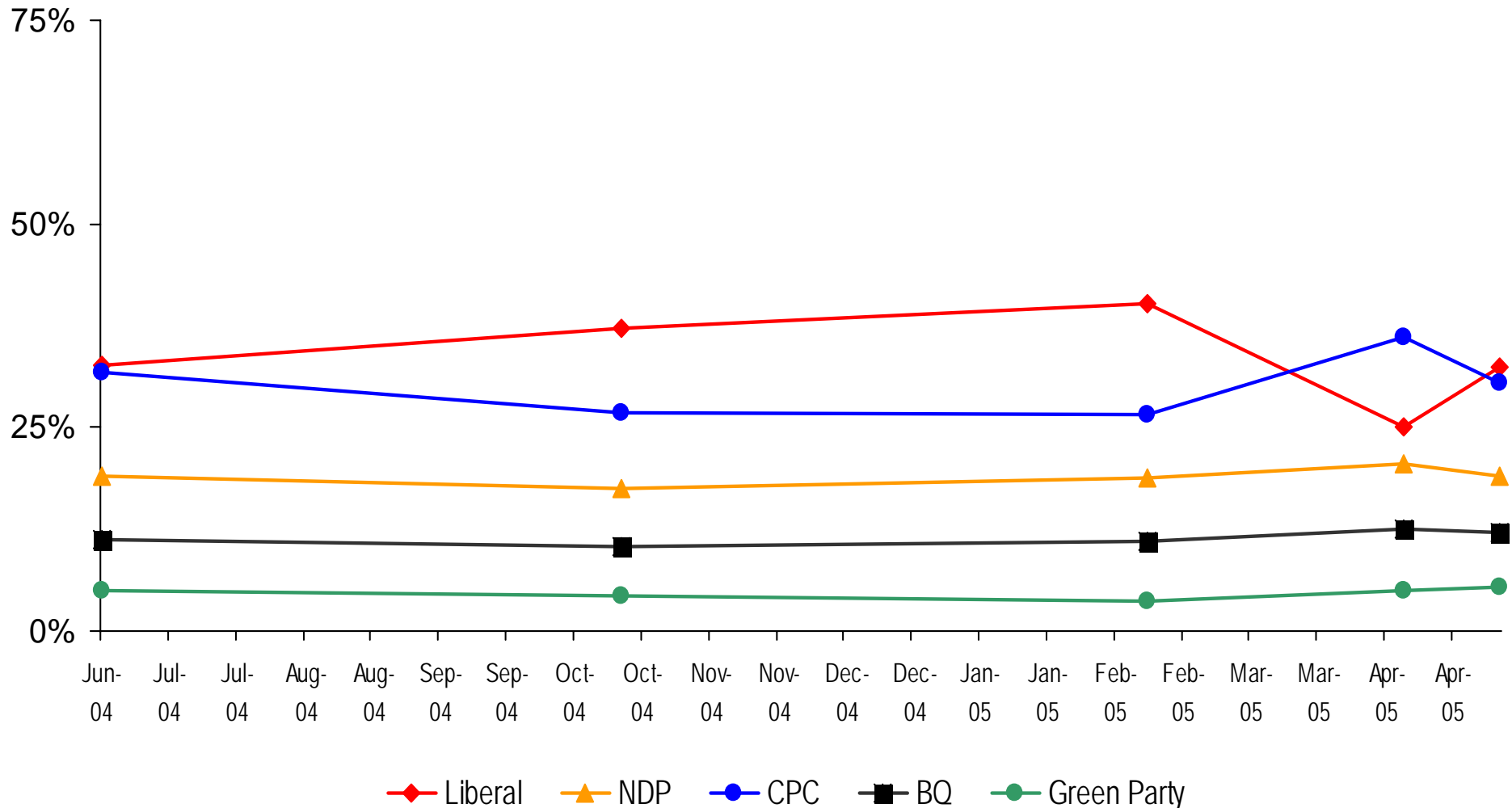
Q: If a federal election were held tomorrow, which party would you vote for?



Base: Decided voters only (includes "leaners"); Apr. 26-28, 2005 n=1032

Federal voting intentions: trend since last election

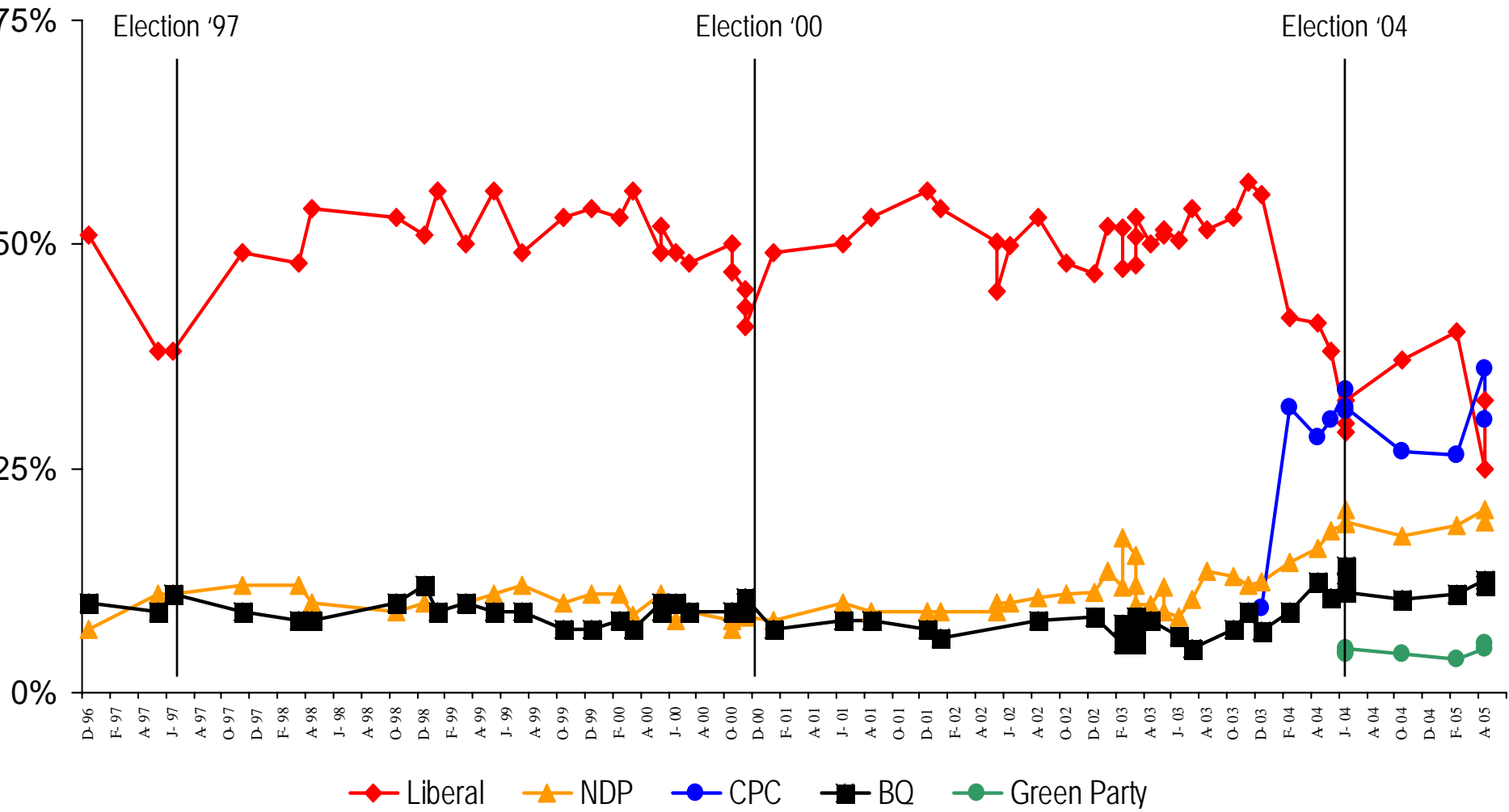
Q: If a federal election were held tomorrow, which party would you vote for?



Base: Decided voters only (includes "leaners"); Apr. 26-28, 2005 n=1032

Federal voting intentions: long-term trend

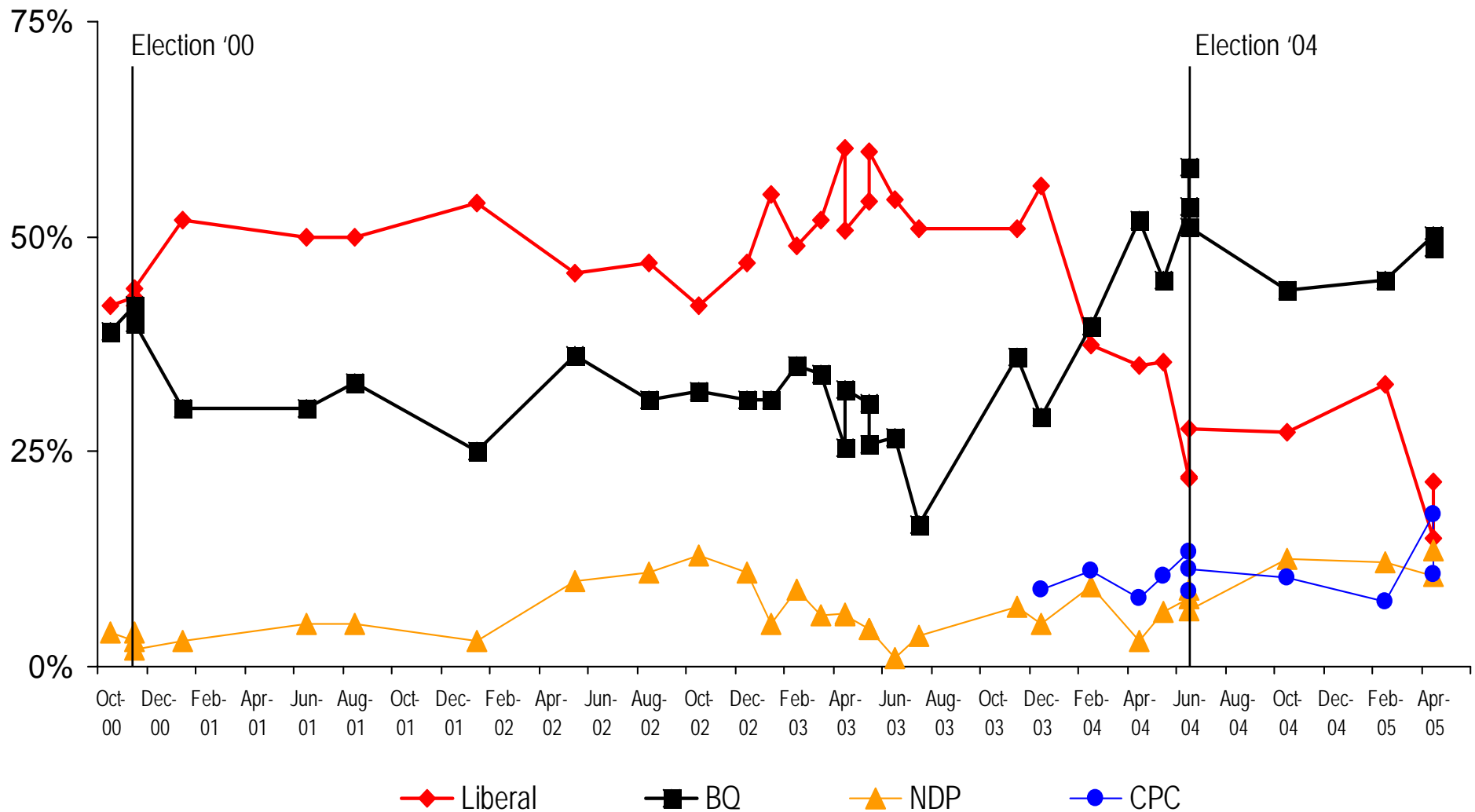
Q: If a federal election were held tomorrow, which party would you vote for?



Base: Decided voters only (includes "leaners"); Apr. 26-28, 2005 n=1032

Quebec federal voting preferences

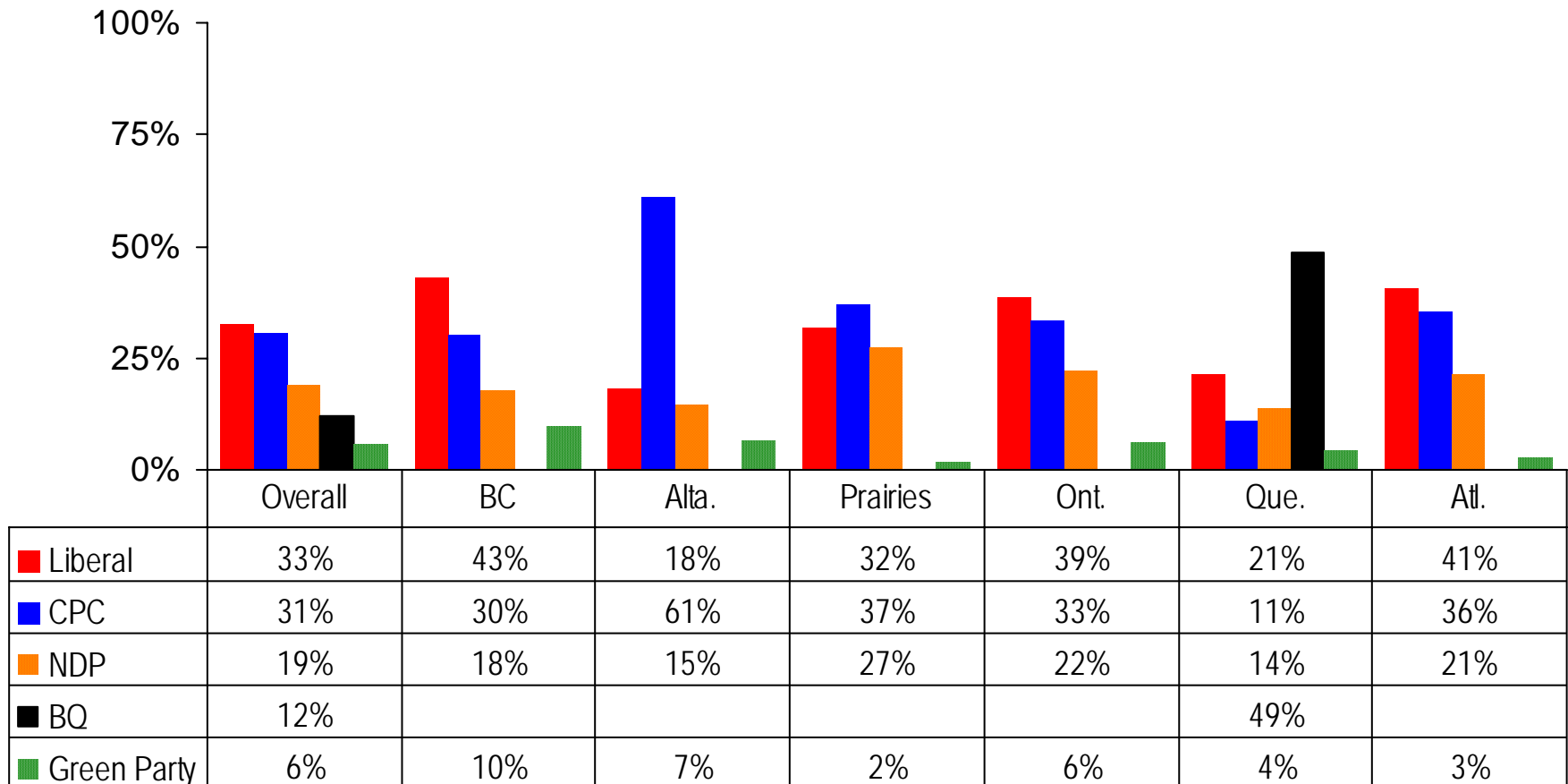
Q: If a federal election were held tomorrow, which party would you vote for?



Base: Quebec decided voters only (includes "leaners"); Apr. 26-28, 2005 n=248

Federal voting intentions: regional

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



Liberal

CPC

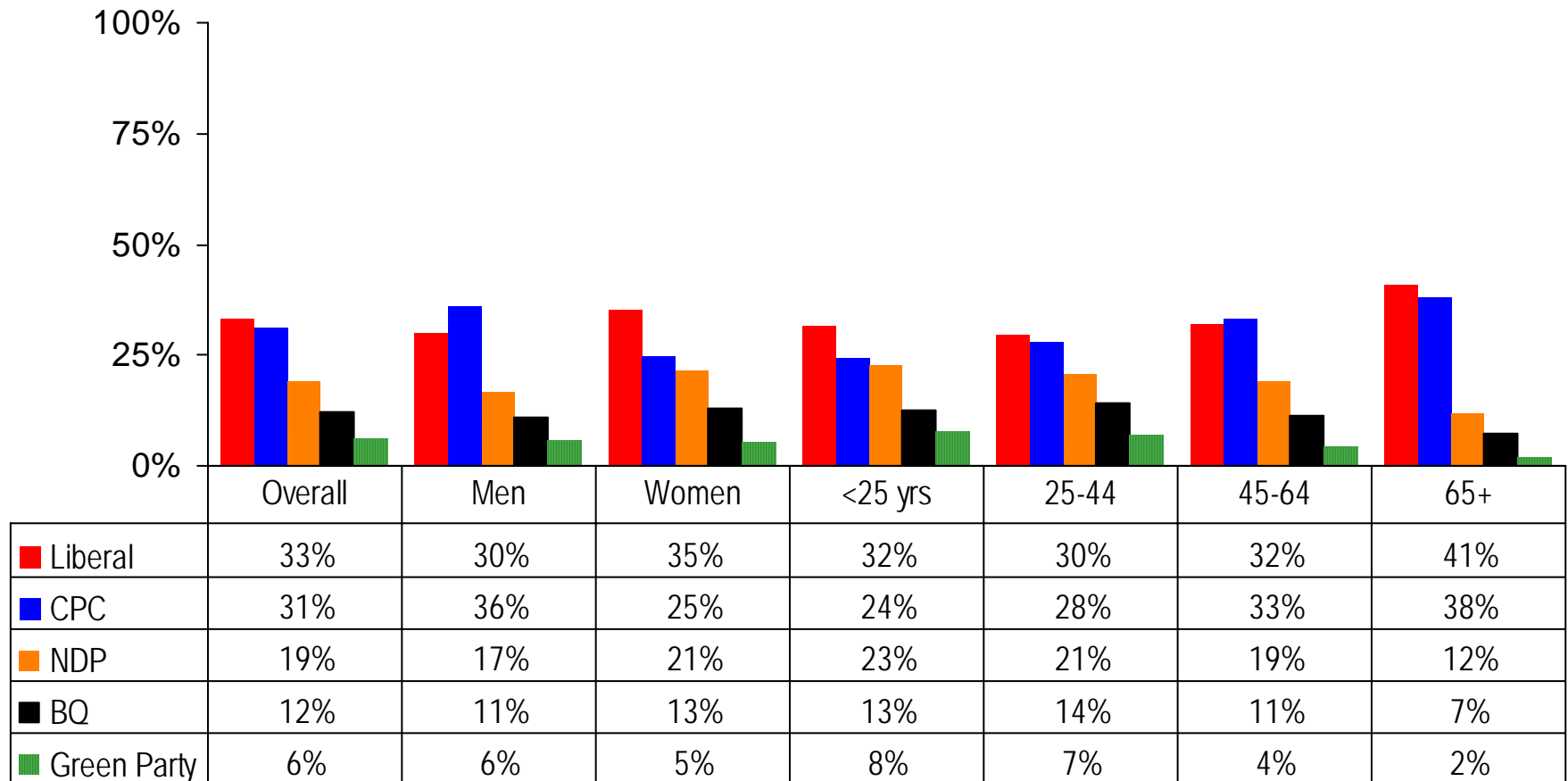
NDP

BQ

Green Party

Federal voting intentions: gender and age

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



■ Liberal

■ CPC

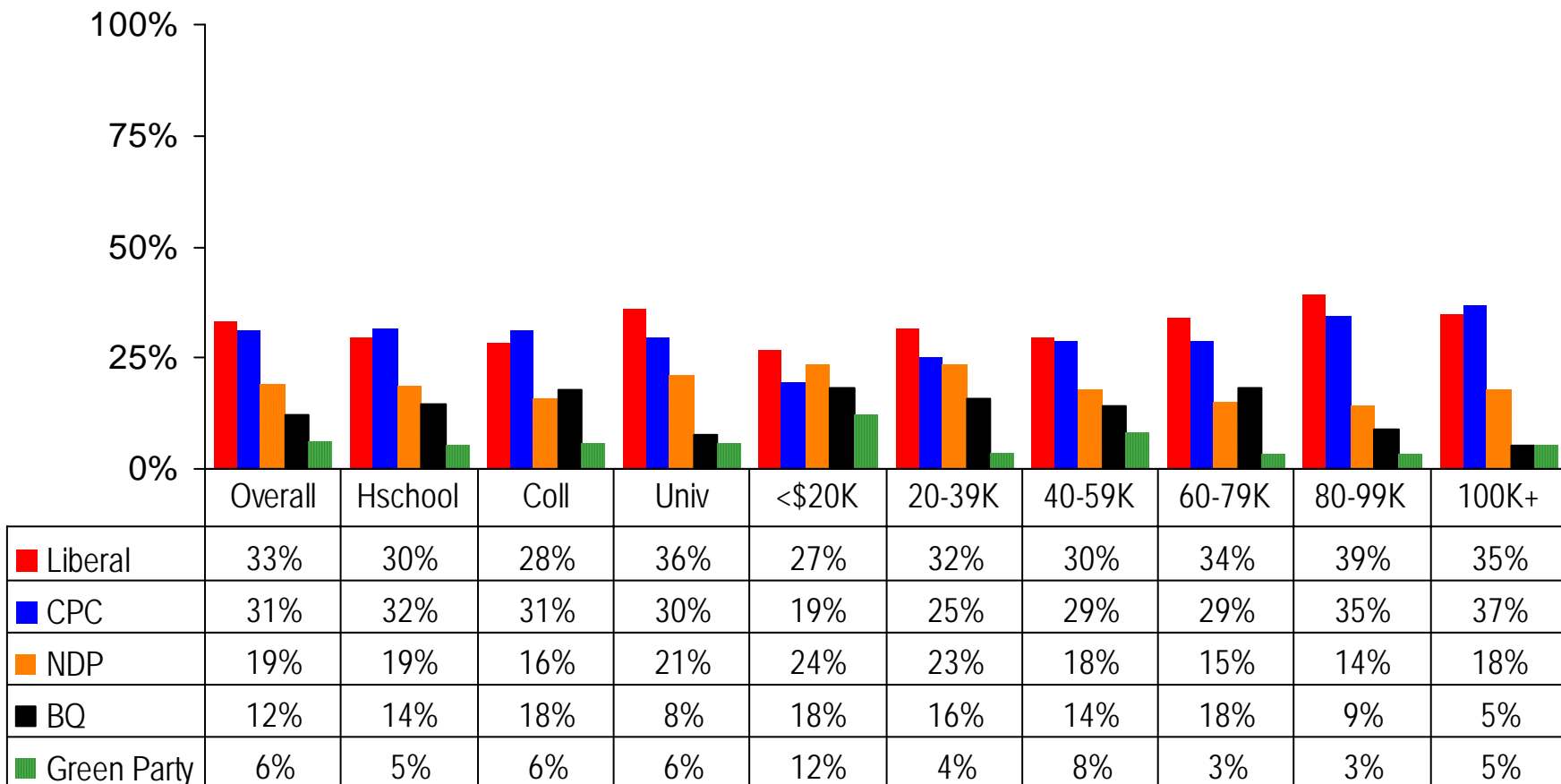
■ NDP

■ BQ

■ Green Party

Federal voting intentions: education & income

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

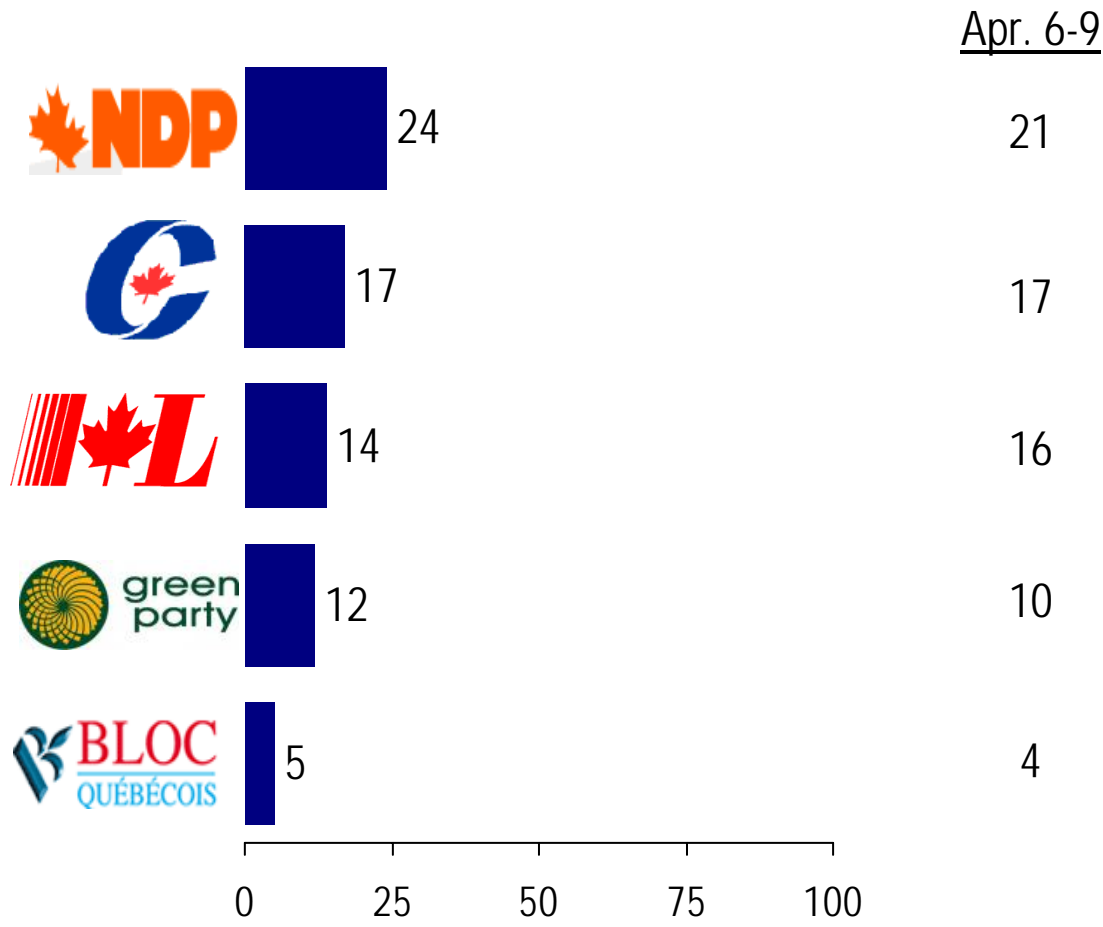


■ Liberal
 ■ CPC
 ■ NDP
 ■ BQ
 ■ Green Party

Base: Decided voters only (includes "leaners"); Apr. 26-28, 2005 n=1032

NDP second choice

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

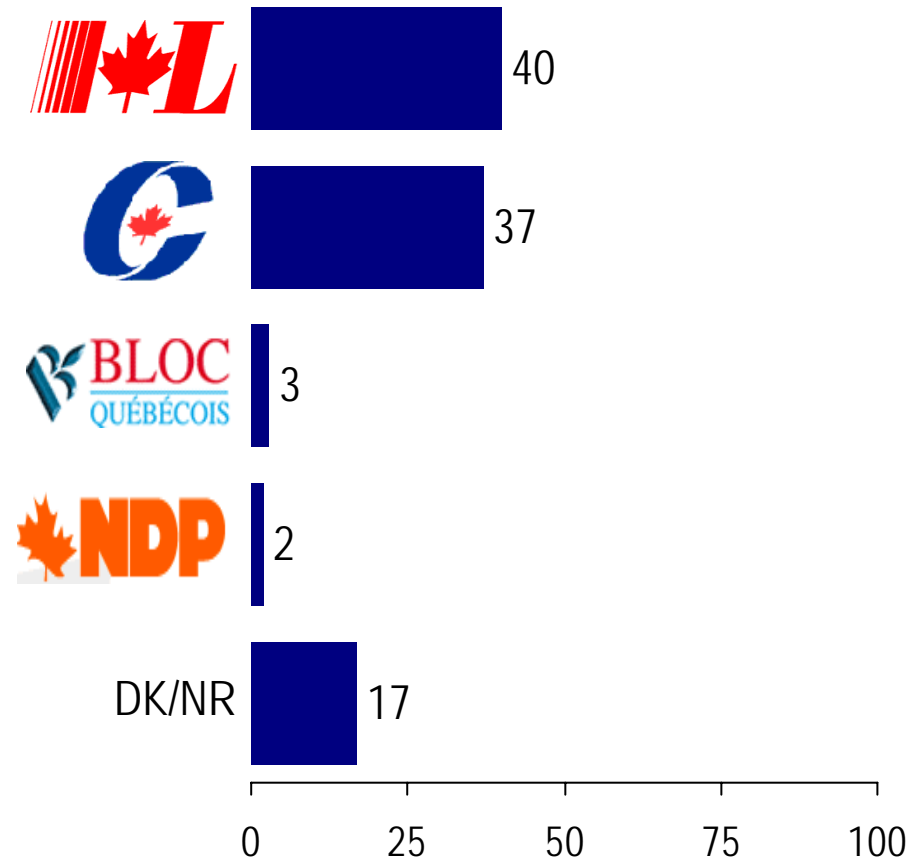


Undecided/declined: 13%
Will not vote/change mind: 14%

The Next Government

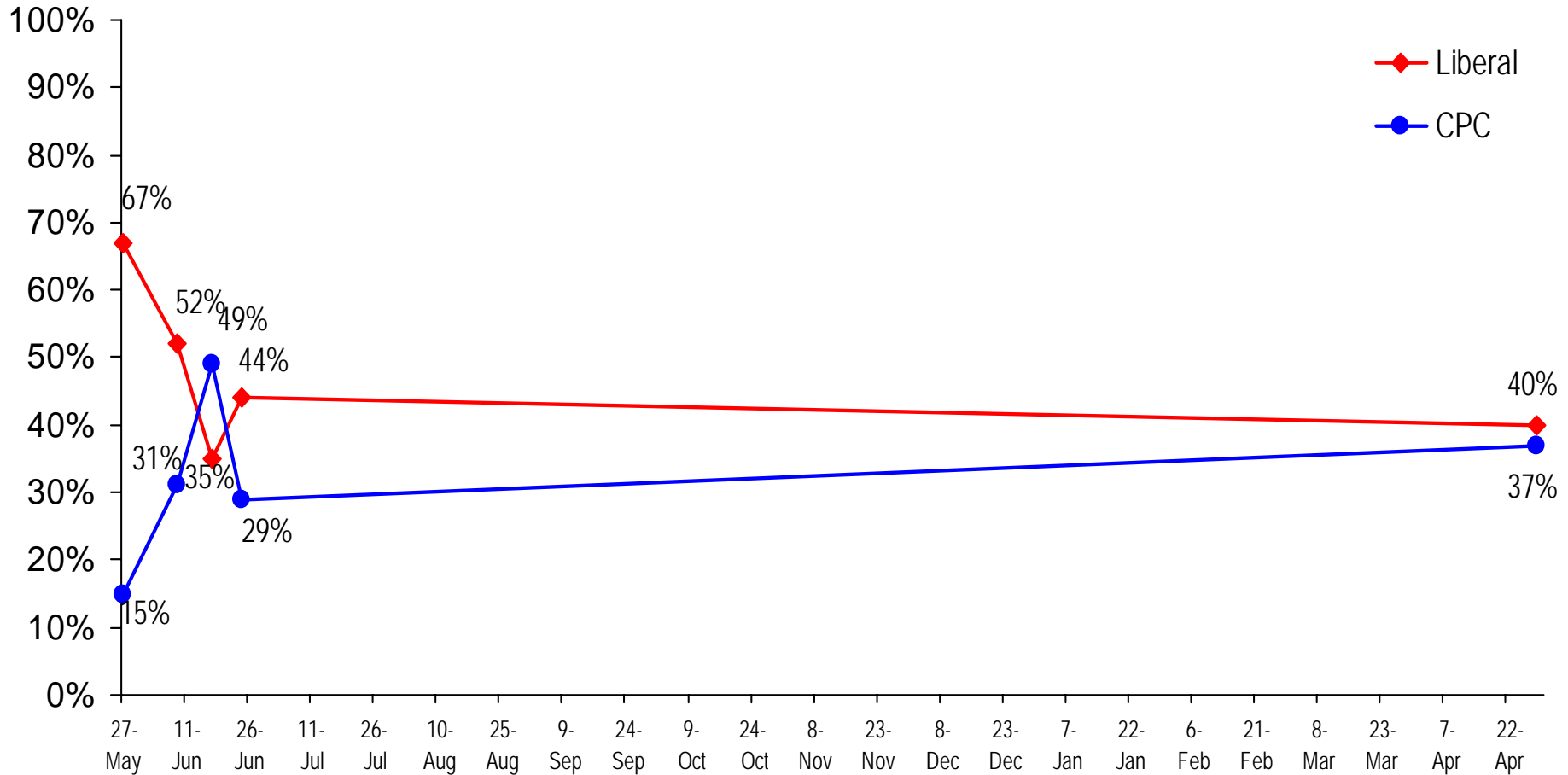
Canadians divided on likely winner of another election

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



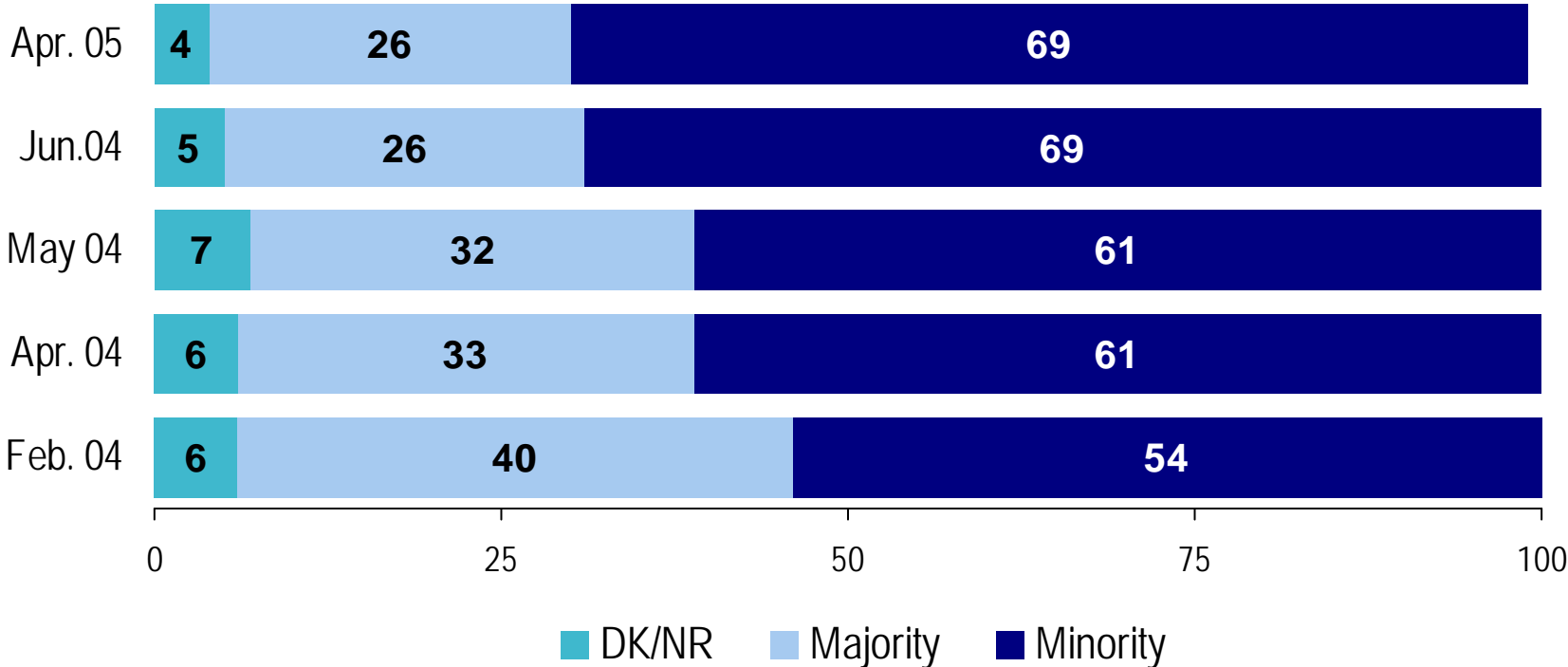
Tracking likely winner: last election to present

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



Next government thought to be a minority

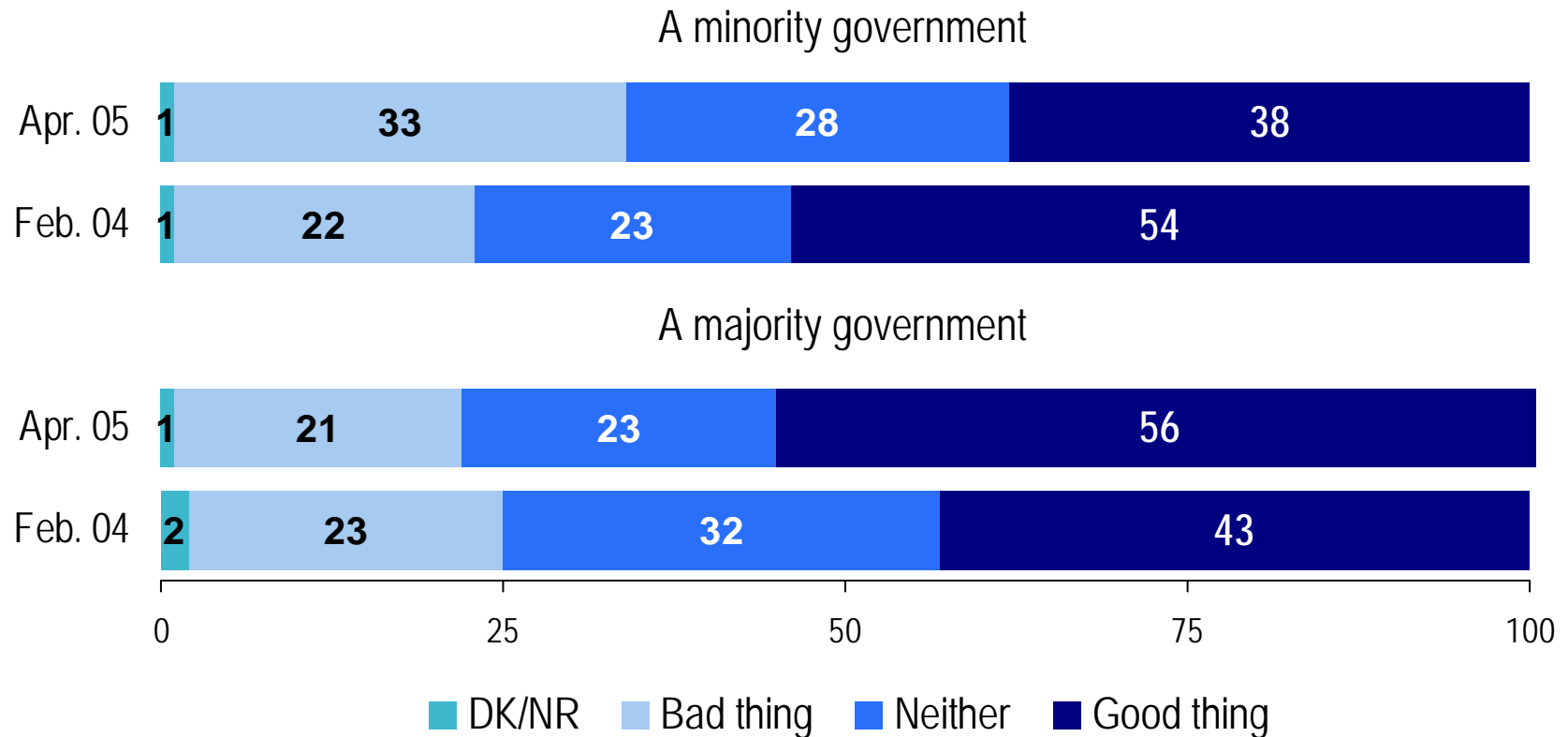
Q: Do you think it will be a minority or a majority government?



Base: All Canadians; Apr. 26-28, 2005 n=1212

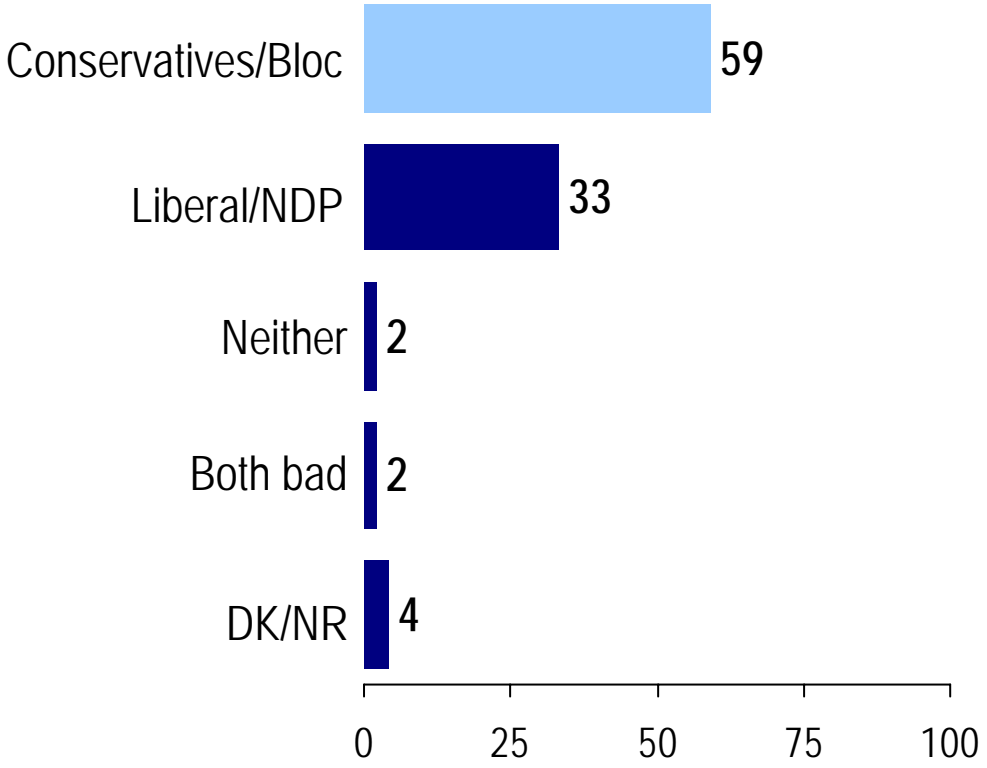
Preference for majority government

Q: Is this a good thing or a bad thing?



Level of discomfort with different alliances

Q: In minority Parliaments it is often necessary for the various parties to form alliances to hold onto government or to bring a government down. Two of the most important possible alliances are the **Liberals and the NDP** and the **Conservatives and the Bloc Quebecois**. Which of those two alliances would you say you are **LEAST** comfortable with?





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