



Federal Election Poll

An in depth look at federal voting intentions

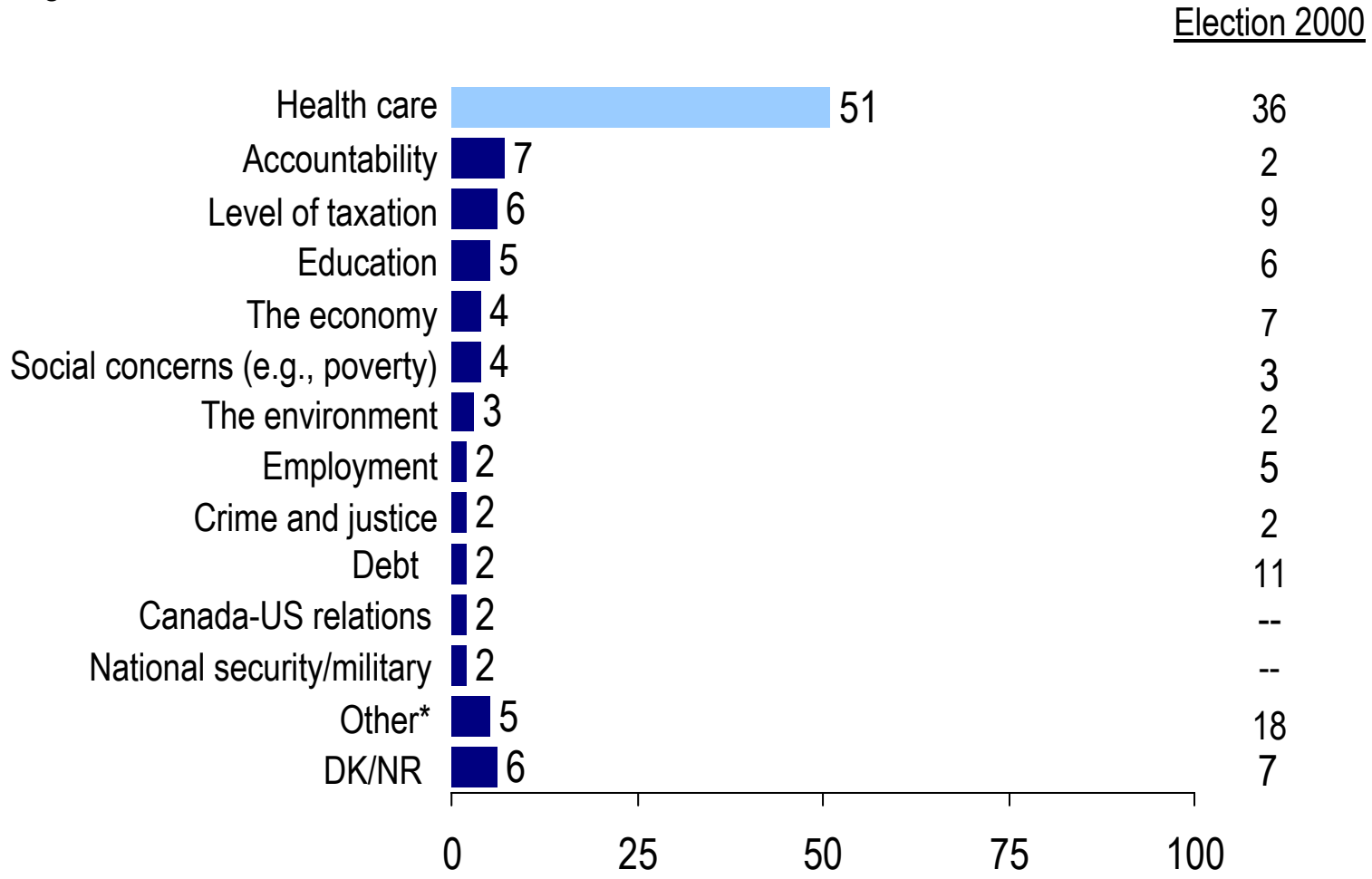
Methodology

- Telephone survey of the general public
 - ❖ 1306 interviews with a national random sample of Canadians 18 years of age and older
 - ✓ Interview period: May 25 – May 26, 2004
 - ✓ National results valid within 2.7 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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Election Issues

Health care dominates as top-of-mind priority for Canada

Q: Thinking not just of today, but over the **next five years**, what would you say is the most important issue facing Canada?



*Category includes, among others, national unity, immigration, unemployment, and energy issues

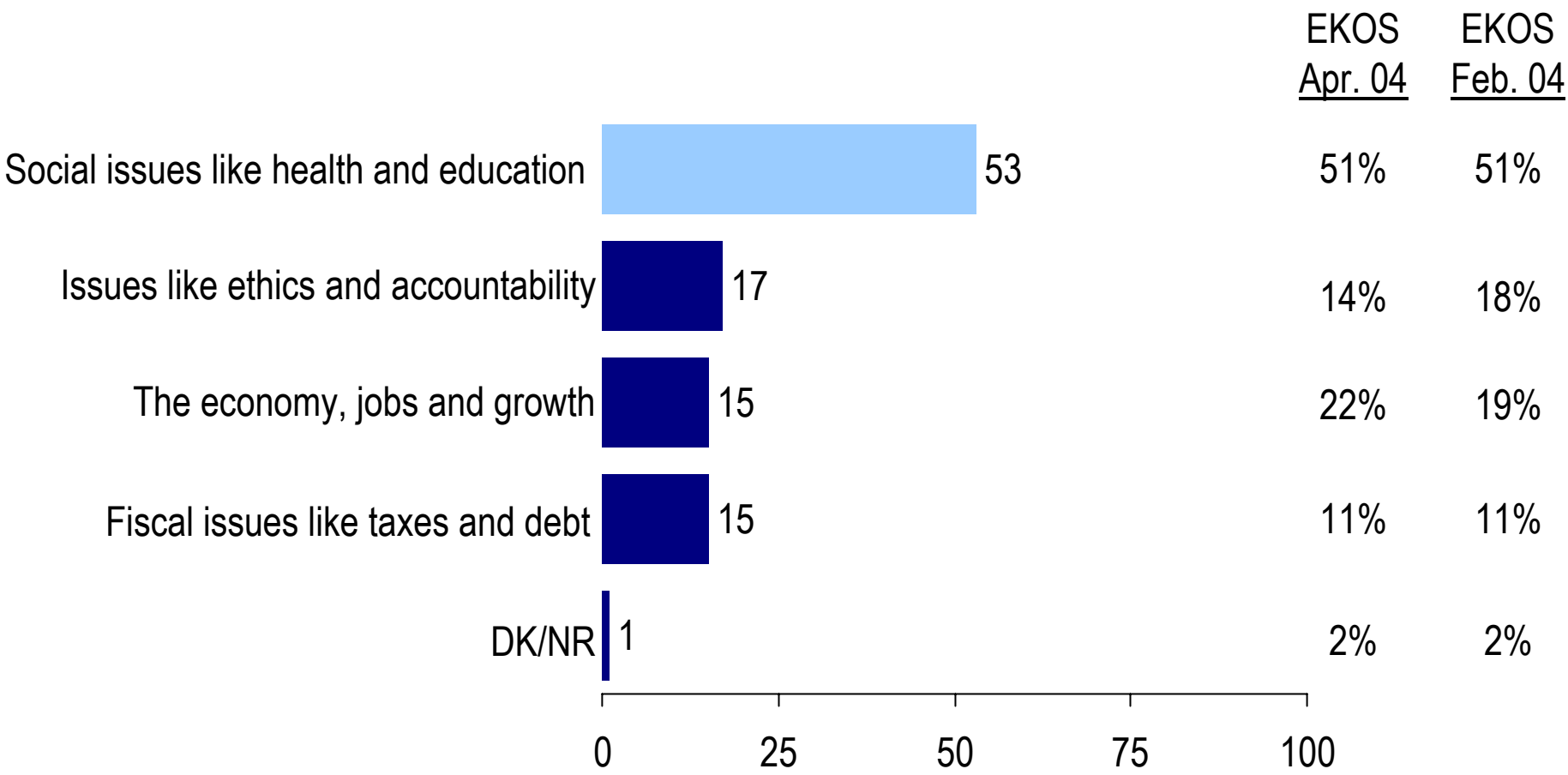
Top-of-mind issues facing Canada

Q: Thinking not just of today, but over the **next five years**, what would you say is the most important issue facing Canada?

	FEDERAL VOTING INTENTIONS					
	<u>National</u>	<u>LPC</u>	<u>CPC</u>	<u>NDP</u>	<u>BQ</u>	<u>Undecided</u>
Health care	51	55	44	56	57	52
Accountability	7	3	12	4	4	9
Level of taxation	6	5	10	3	0	8
Education	5	6	4	6	3	4

Social issues most important election concerns

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



Base: All Canadians; May 04, n=1306

Variations in election issue priority

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

	<u>Social issues</u>	<u>Ethics</u>	<u>The economy</u>	<u>Fiscal issues</u>
<i>Region:</i>				
BC	54	18	13	15
Alberta	47	24	14	14
Prairies	47	26	16	11
Ontario	50	18	13	17
Quebec	60	9	16	13
Atlantic	51	20	16	13
<i>Voting intention:</i>				
LPC	60	10	16	13
CPC	39	31	14	17
NDP	59	17	14	9
BQ	58	8	18	14

Liberals enjoy modest advantage overall

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

	<u>LPC</u>	<u>CPC</u>	<u>NDP</u>	<u>BQ</u>	<u>Green</u>	<u>None</u>	<u>DK/NR</u>
...social issues (health, education)	28	10	16	5	1	5	34
...the economy (jobs & growth)	25	18	9	6	2	3	39
...fiscal issues (taxes)	21	22	3	6	3	8	38
...ethics and accountability	9	40	14	5	4	8	21
...all issues**	23	18	13	5	2	5	33

*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

Outlook on the Current Election Campaign

Plurality see better offerings in this election

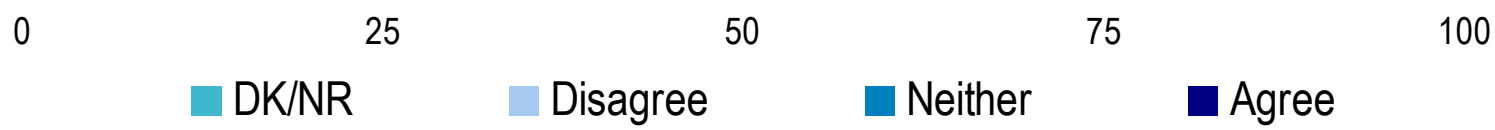
Q: Please rate the extent to which you agree or disagree with the following statement.

Compared to the last election, I think that the current range of candidates and parties...

...offers a good variety of choices for voters.



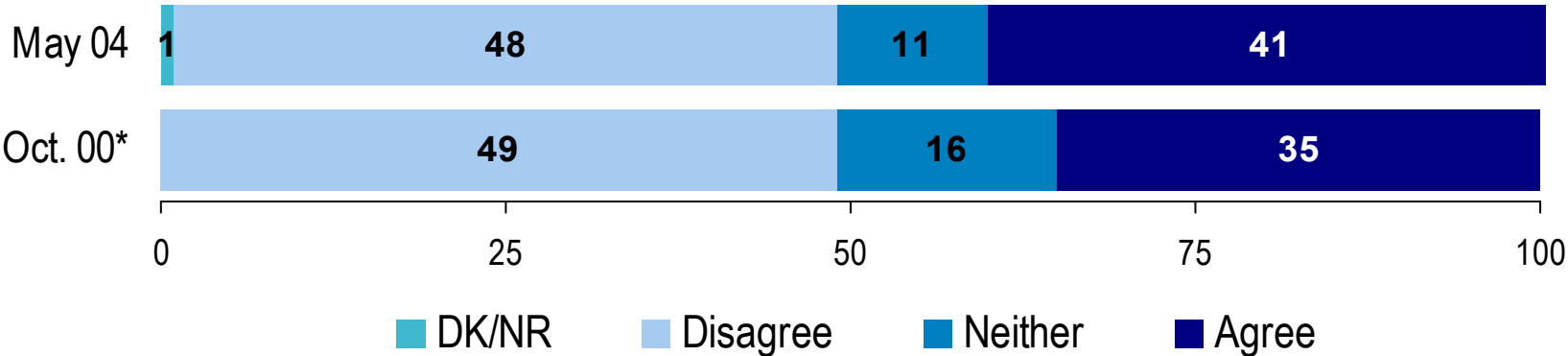
...offers voters distinct and competing visions for the future.



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 on June 28.

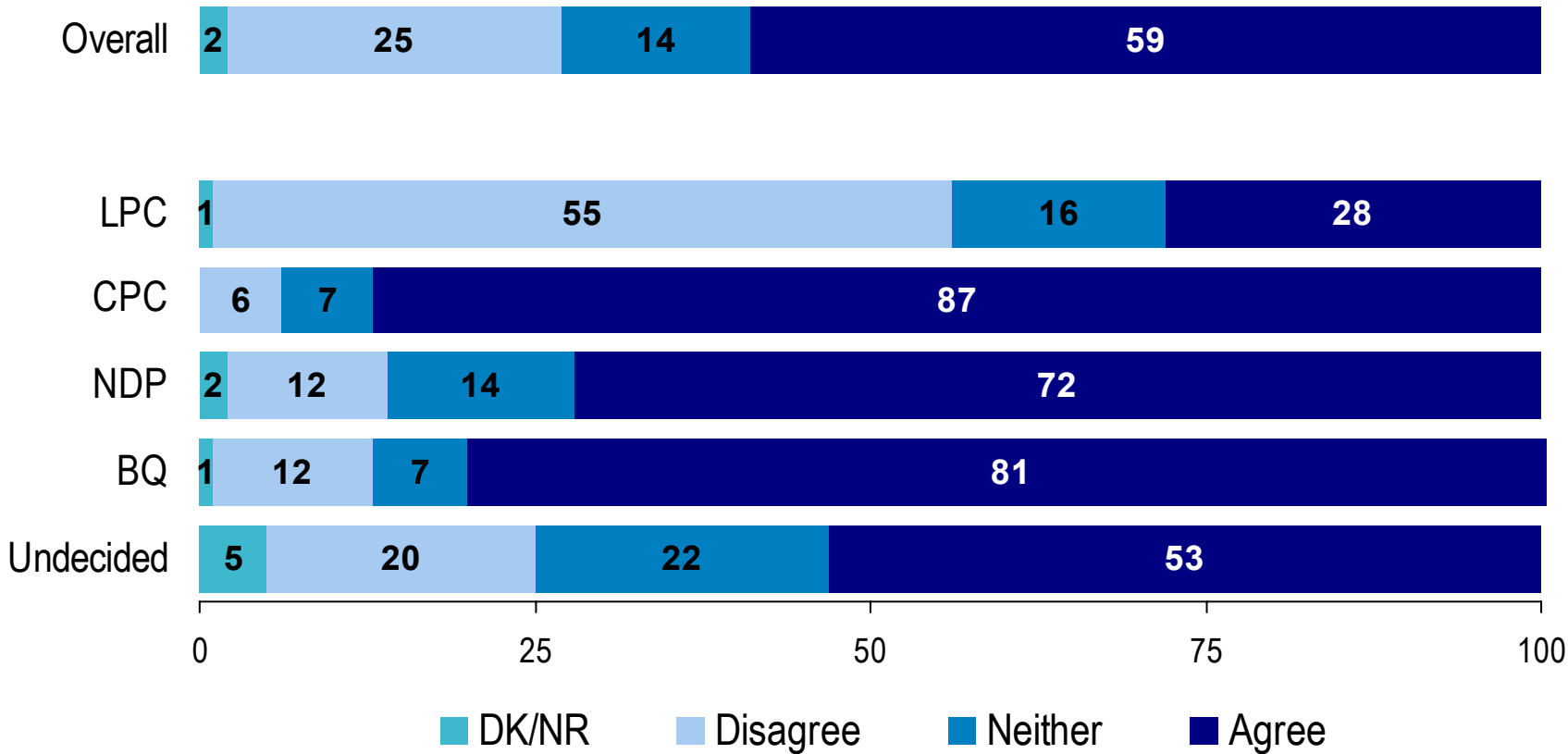


*in reference to election date of November 27, 2000

Majority say 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.

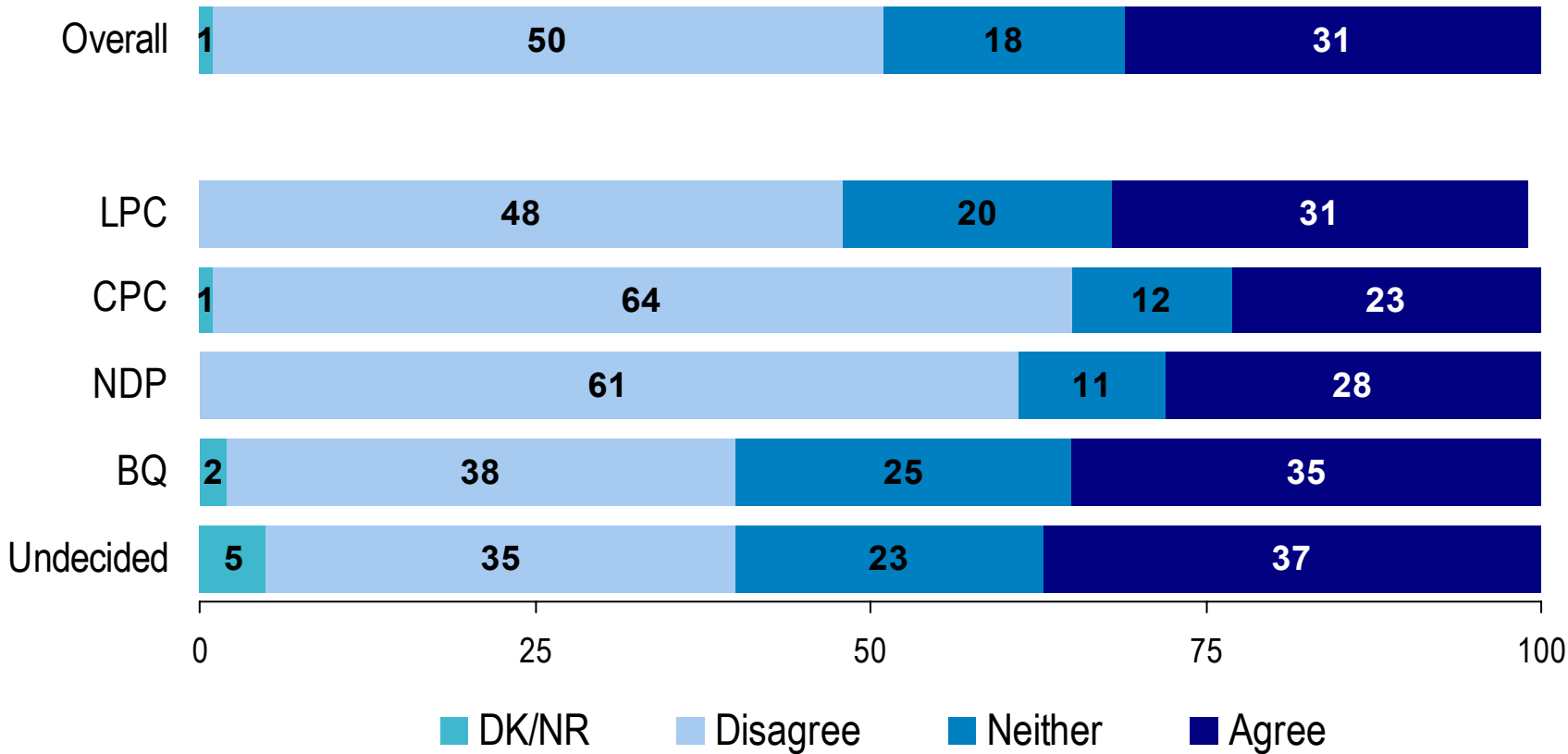


Base: All Canadians; May 04, n=1306

Some interest in upcoming election

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

I don't recall ever being less interested in a federal election campaign.

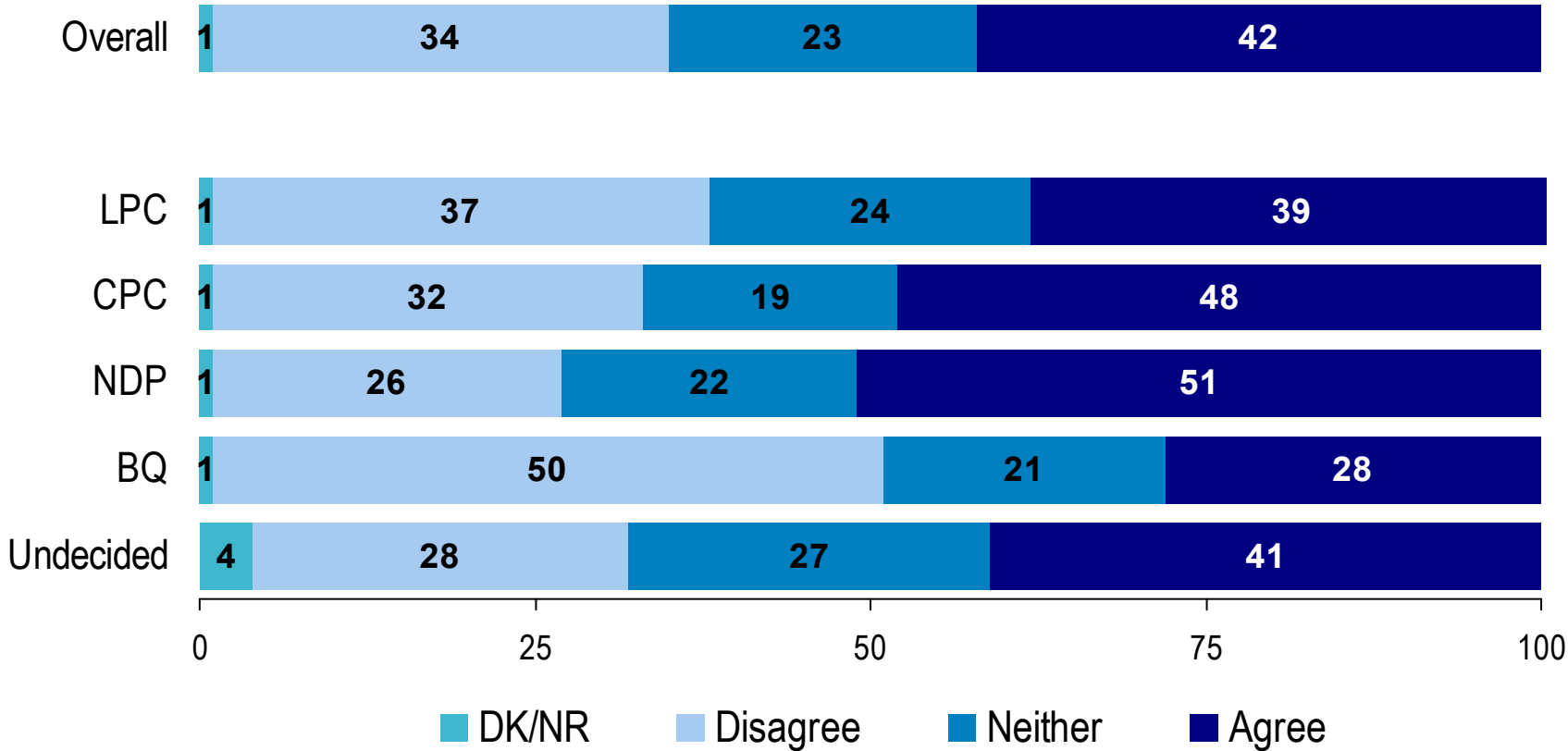


Base: All Canadians; May 04, n=1306

Voters split, but lean to seeing election as important

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

I believe that this election will be one of the most important in Canada's history.

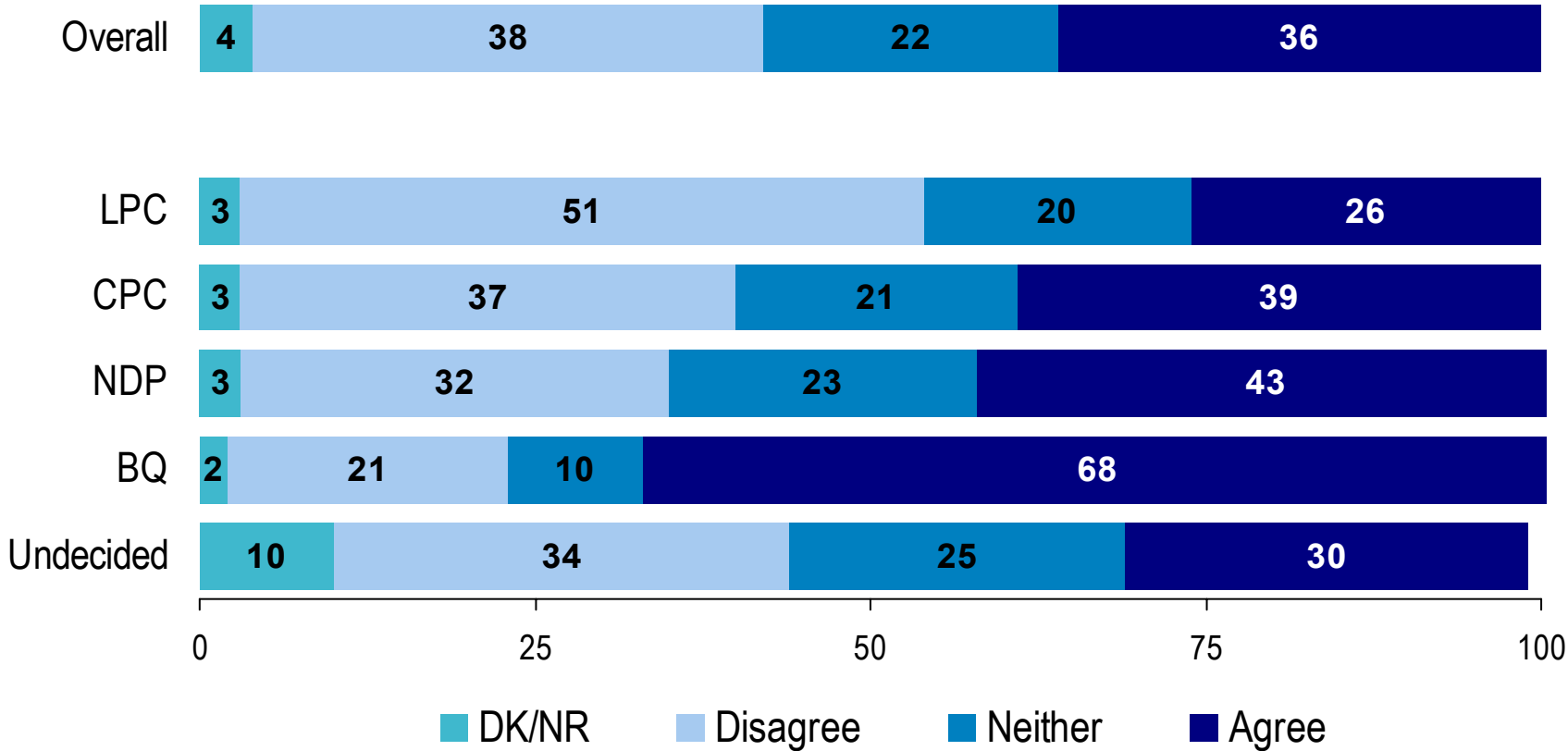


Base: All Canadians; May 04, n=1306

No clear preference in difference Fed./Prov. governments

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

Generally speaking, it is better to have a different party in power in my province than the party in power in Ottawa.

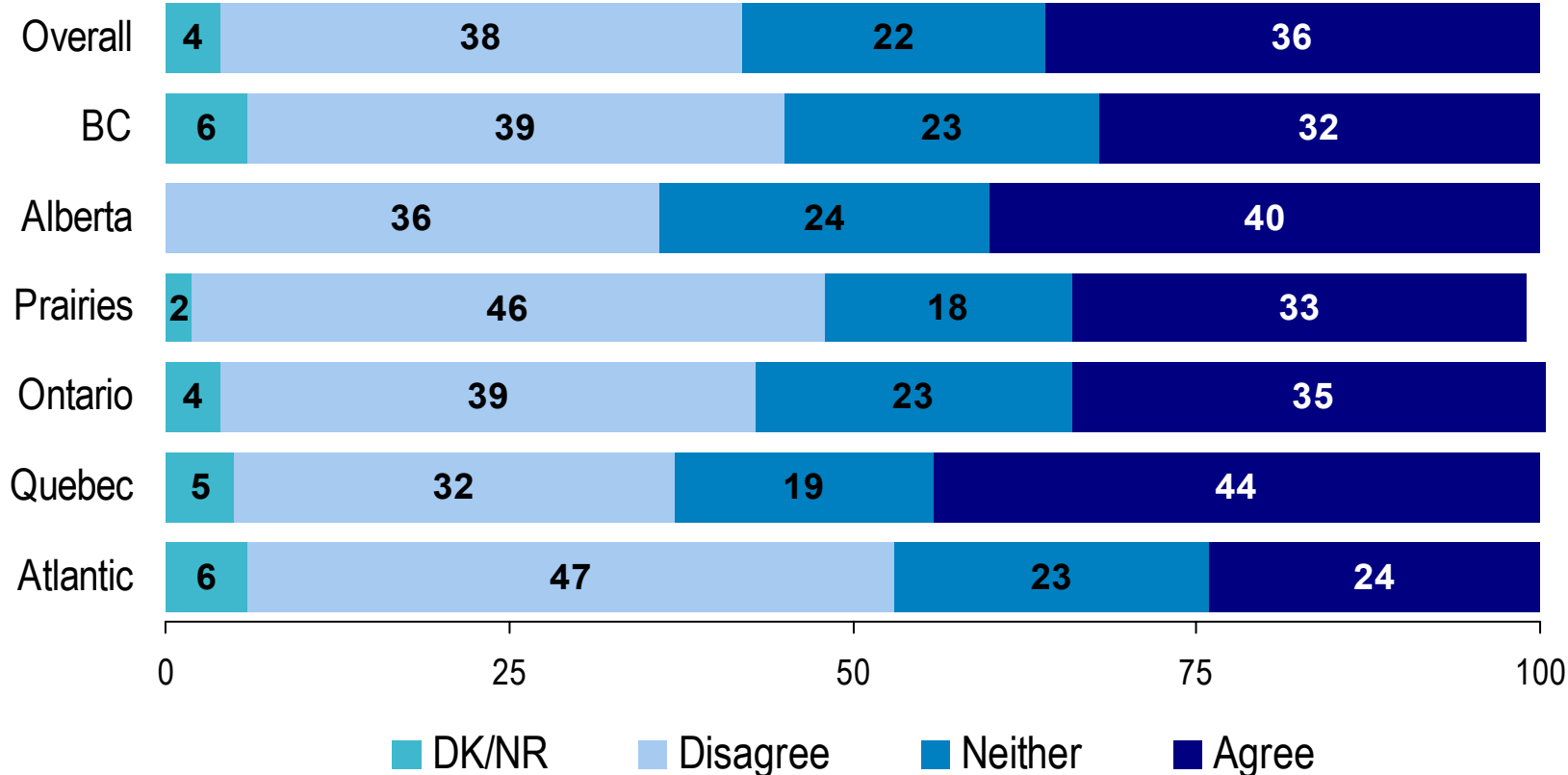


Base: All Canadians; May 04, n=1306

Quebeckers prefer different Fed./Prov. governments

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

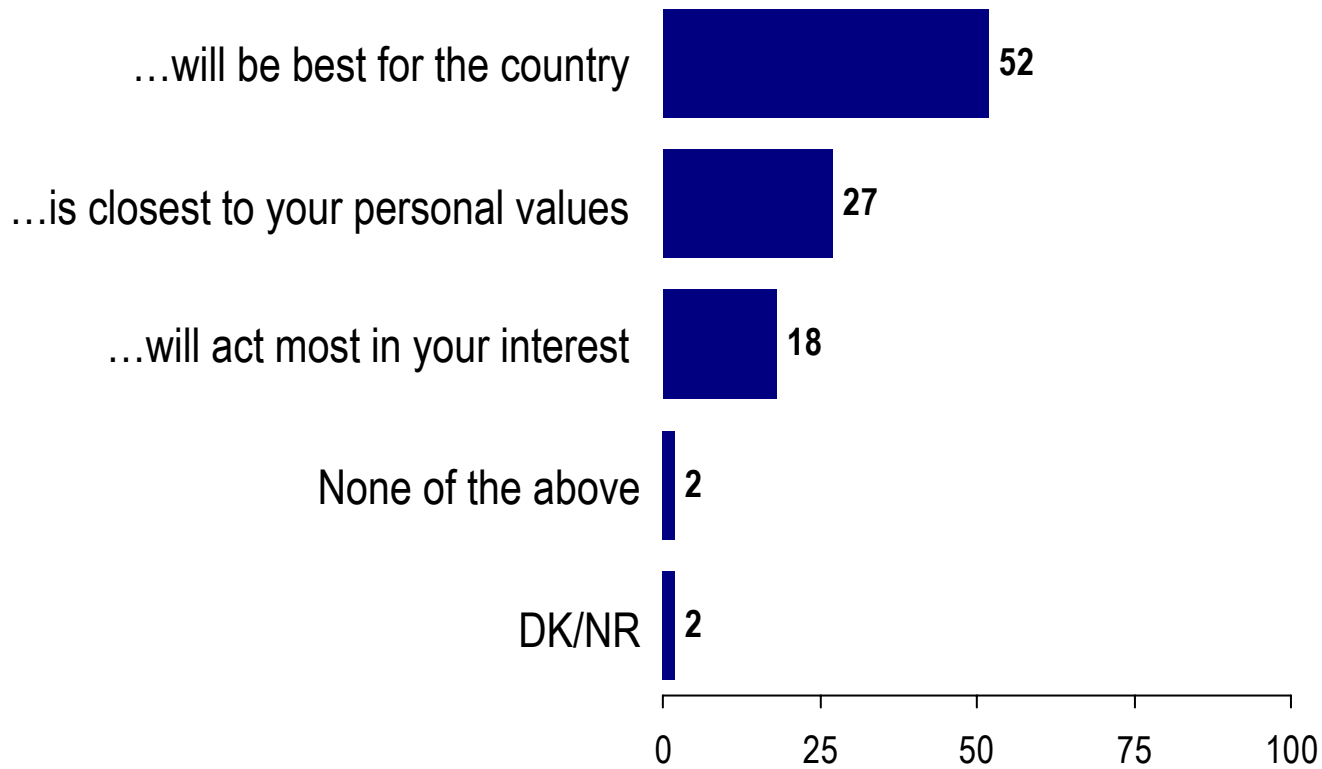
Generally speaking, it is better to have a different party in power in my province than the party in power in Ottawa.



Base: All Canadians; May 04, n=1306

Canadians want to elect Gov't that is best for the country

Q: Ultimately, which of the following three factors will determine who you will vote for? The party you feel...?



Liberal supporters most likely to be looking for party that will serve the country

Q: Ultimately, which of the following three factors will determine who you will vote for? The party you feel...?

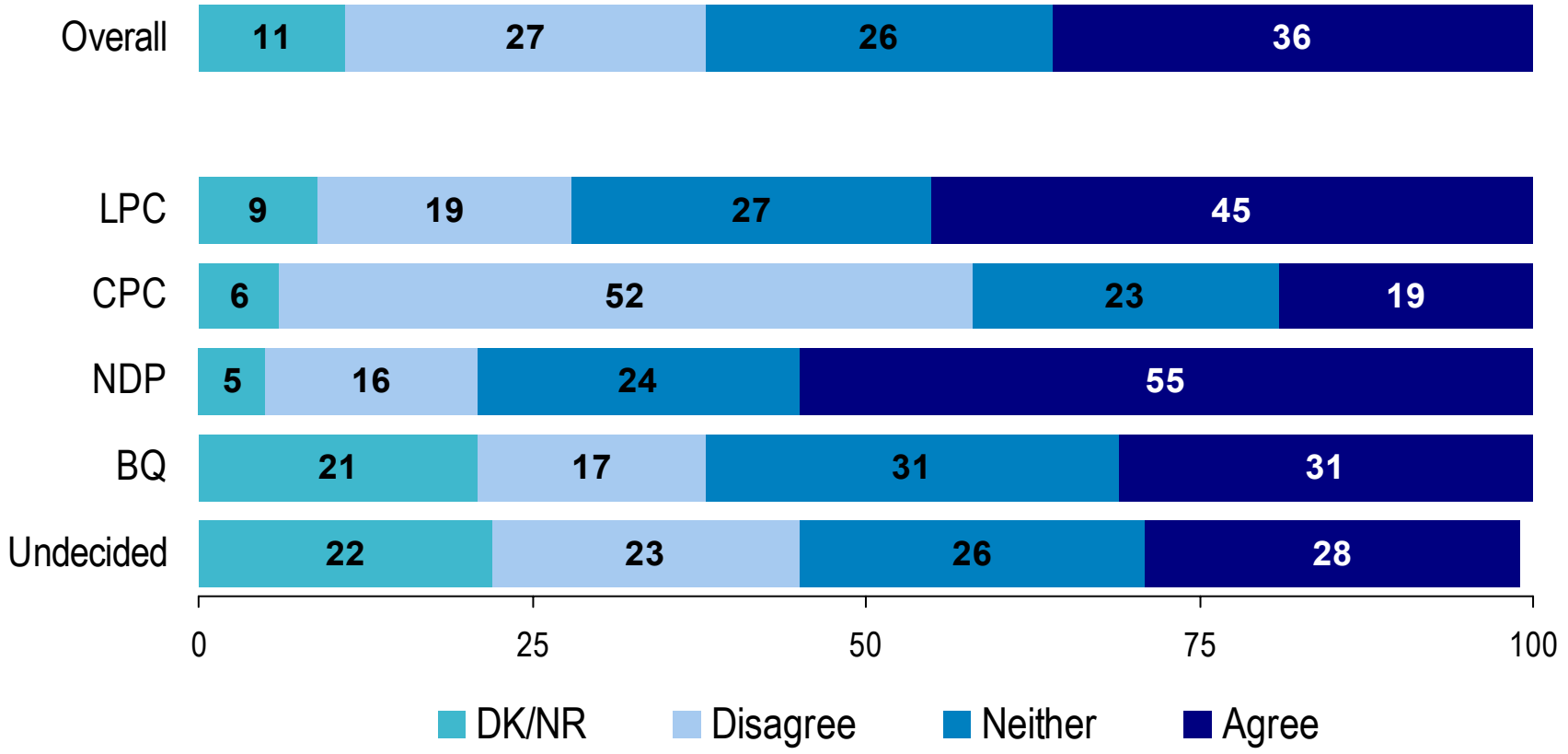
	FEDERAL VOTING INTENTIONS					
	<u>National</u>	<u>LPC</u>	<u>CPC</u>	<u>NDP</u>	<u>BQ</u>	<u>Undecided</u>
...will be best for the country	52	61	52	45	33	53
...is closest to your personal values	27	20	28	35	34	24
...will act most in your interest	18	16	17	17	29	15

Views on the Leaders

Slim plurality suspicious of Harper's agenda

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

I have serious doubts about Stephen Harper's real agenda.

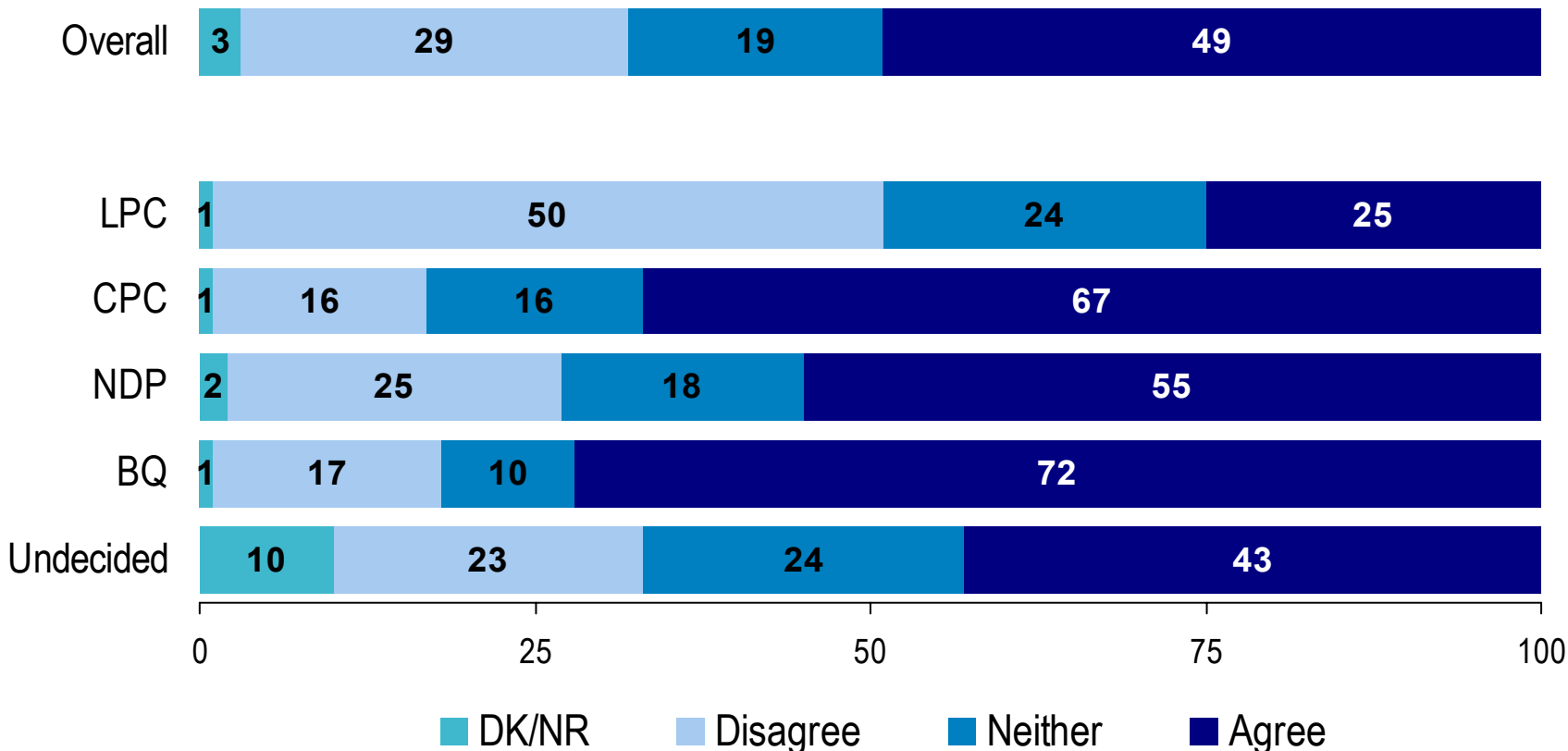


Base: All Canadians; May 04, n=1306

Questions about Martin deserving role of Prime Minister

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

I don't think Paul Martin has shown that he deserves to be Prime Minister of Canada.

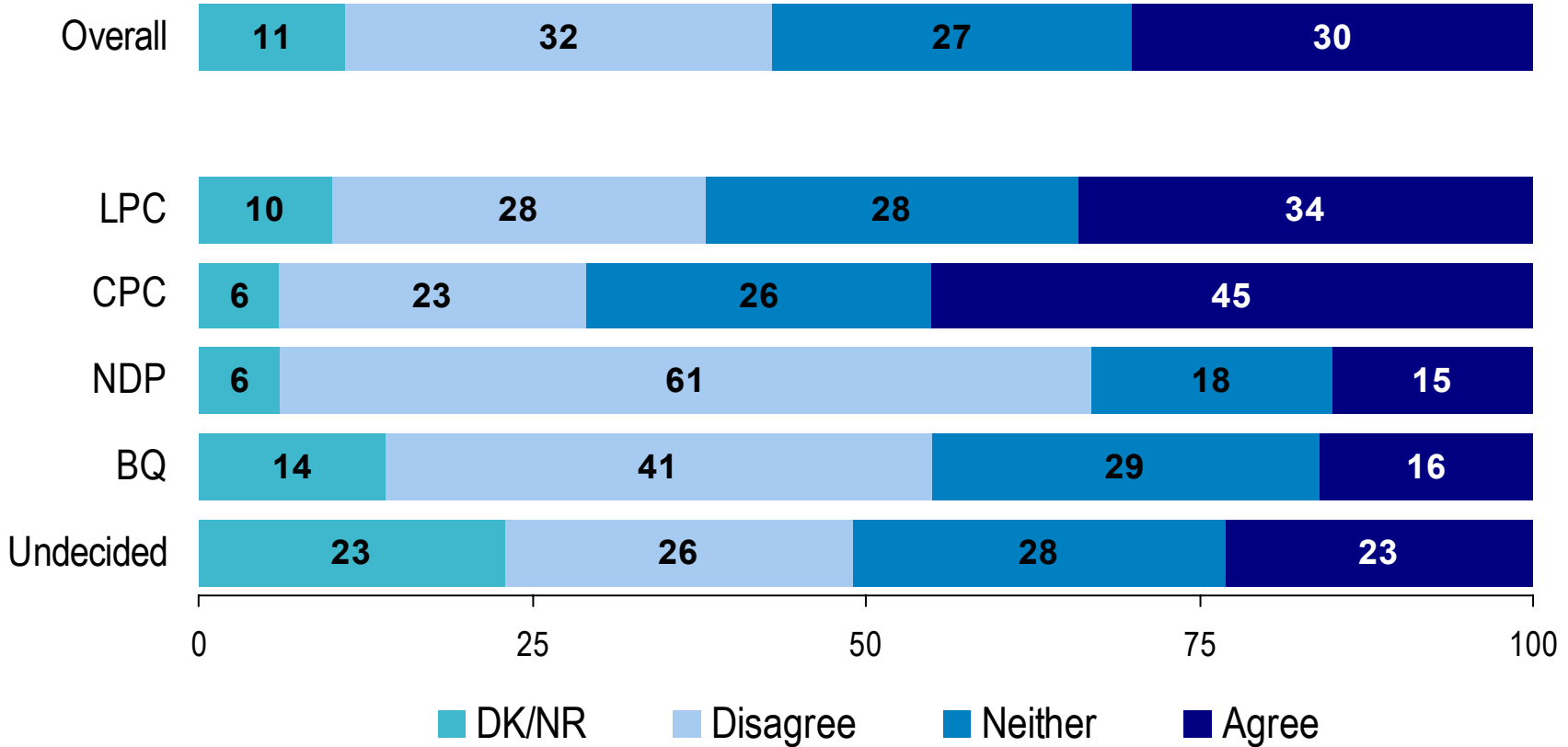


Base: All Canadians; May 04, n=1306

No consensus on Layton's ability to be fiscally responsible

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

I am convinced that if Jack Layton were to become Prime Minister he would spend the country into bankruptcy.



Base: All Canadians; May 04, n=1306

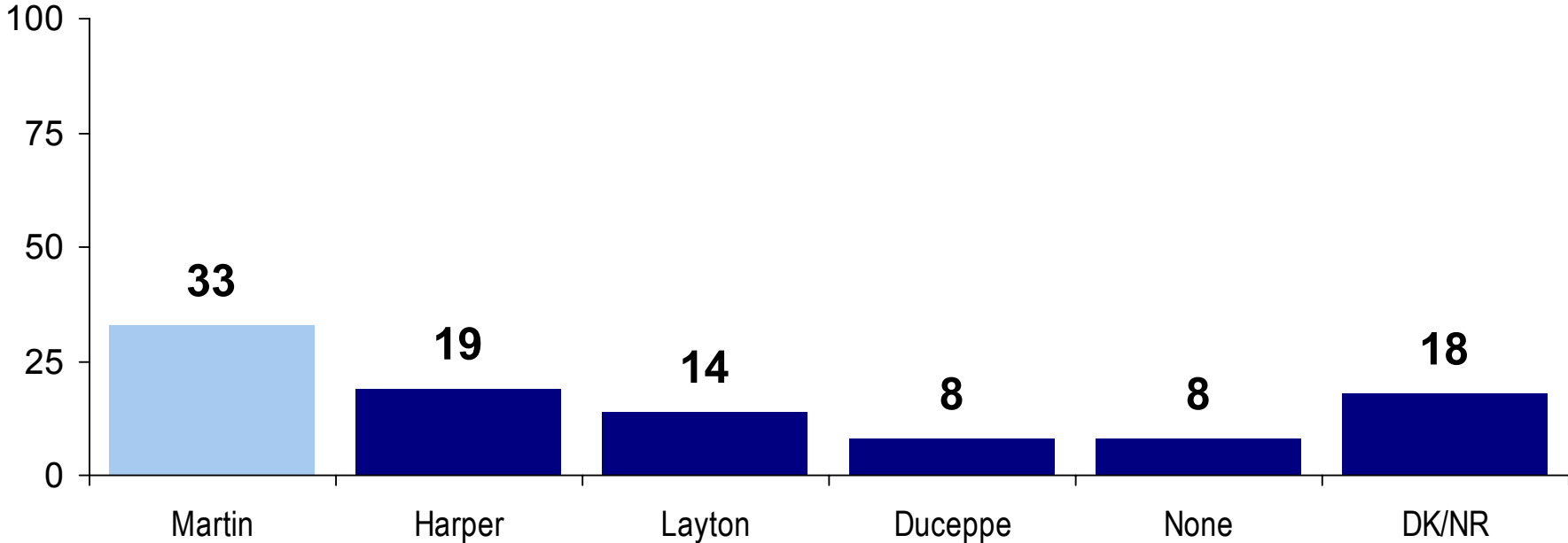
Should political leaders reflect religious values & beliefs?

Q: Which of these two views is closest to your own?

	FEDERAL VOTING INTENTIONS						Elec. '00
	<u>Overall</u>	<u>LPC</u>	<u>CPC</u>	<u>NDP</u>	<u>BQ</u>	<u>Undecided</u>	
Some people say that politics and government in Canada would be improved if our political leaders reflected stronger religious values and beliefs.	22	17	34	16	19	22	26
Others say that the religious values and beliefs of our political leaders should be kept out of our politics and government.	74	81	59	83	78	72	70

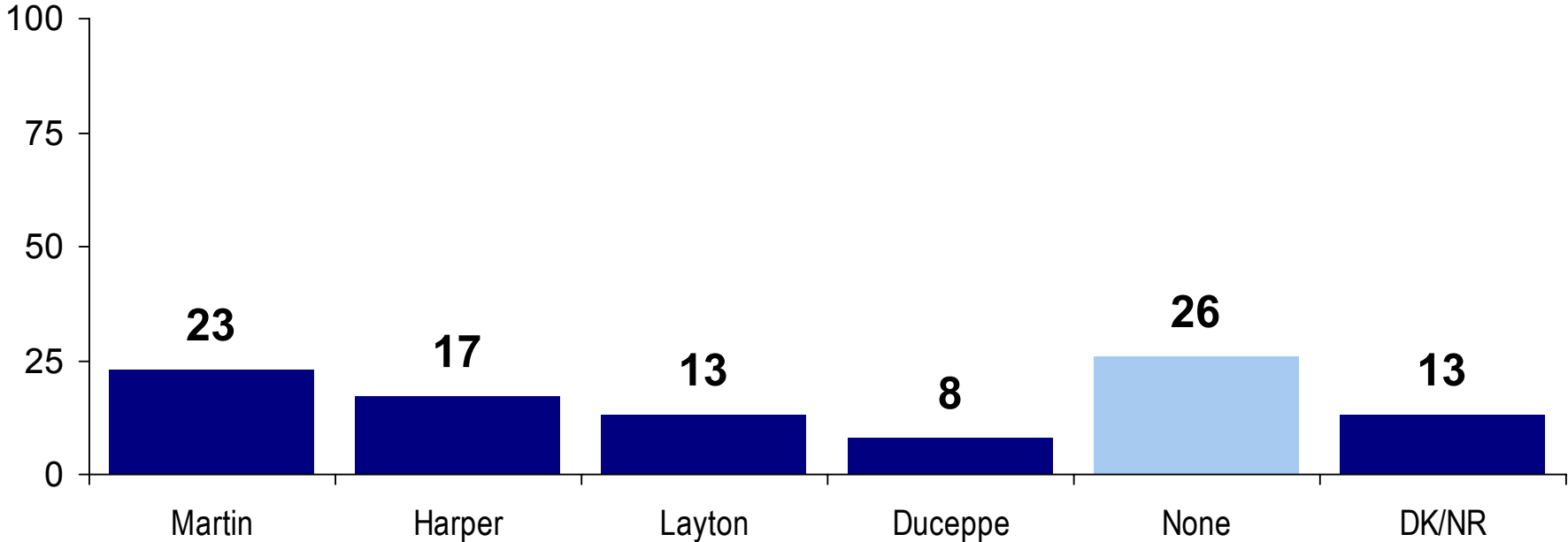
Martin has most positive vision for the future

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



The most honest leader is “none of the above”

Q: And, which of the following leaders could you trust to actually do what they are promising to do if elected?

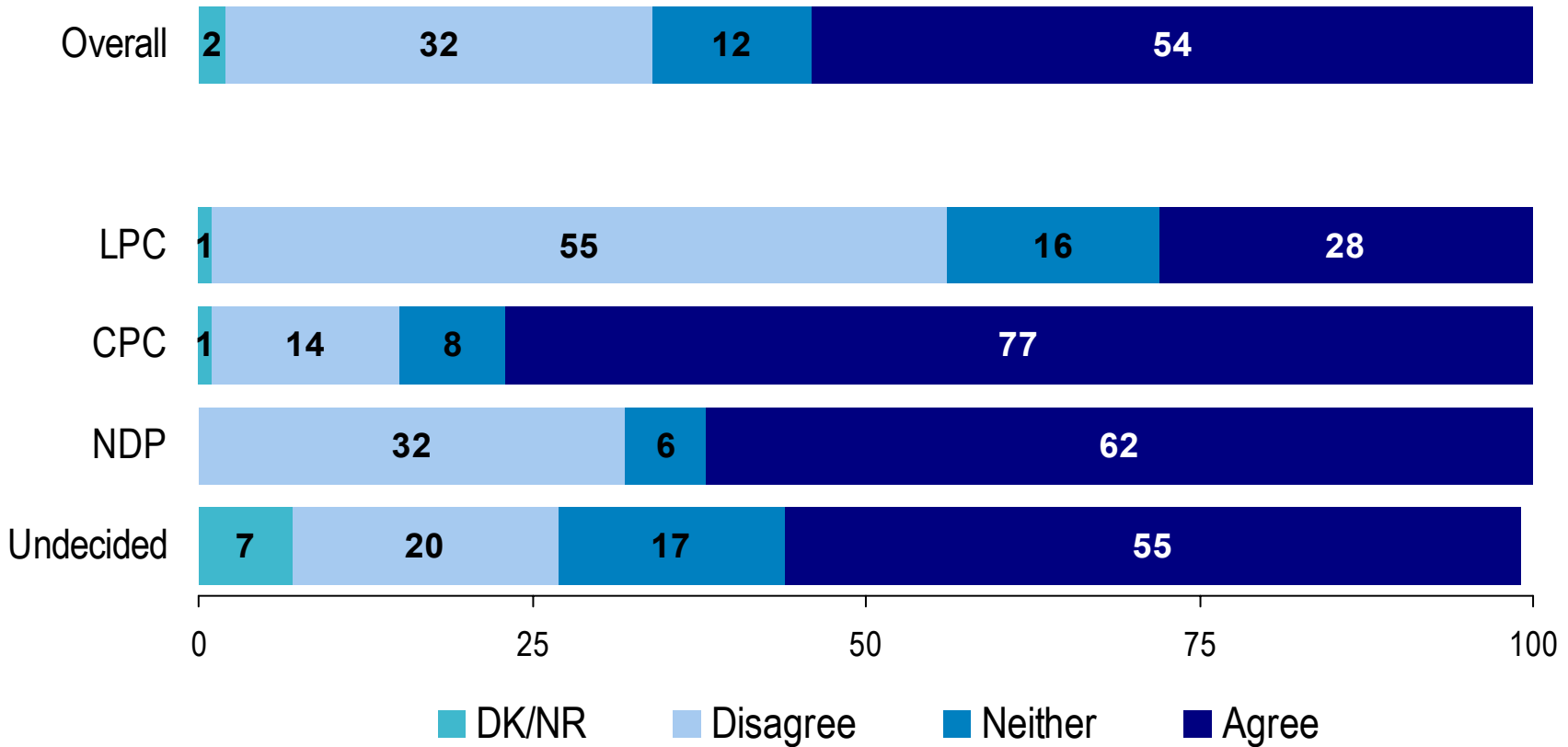


Provincial Issues

Ontarians ready to punish Martin for McGuinty's budget

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

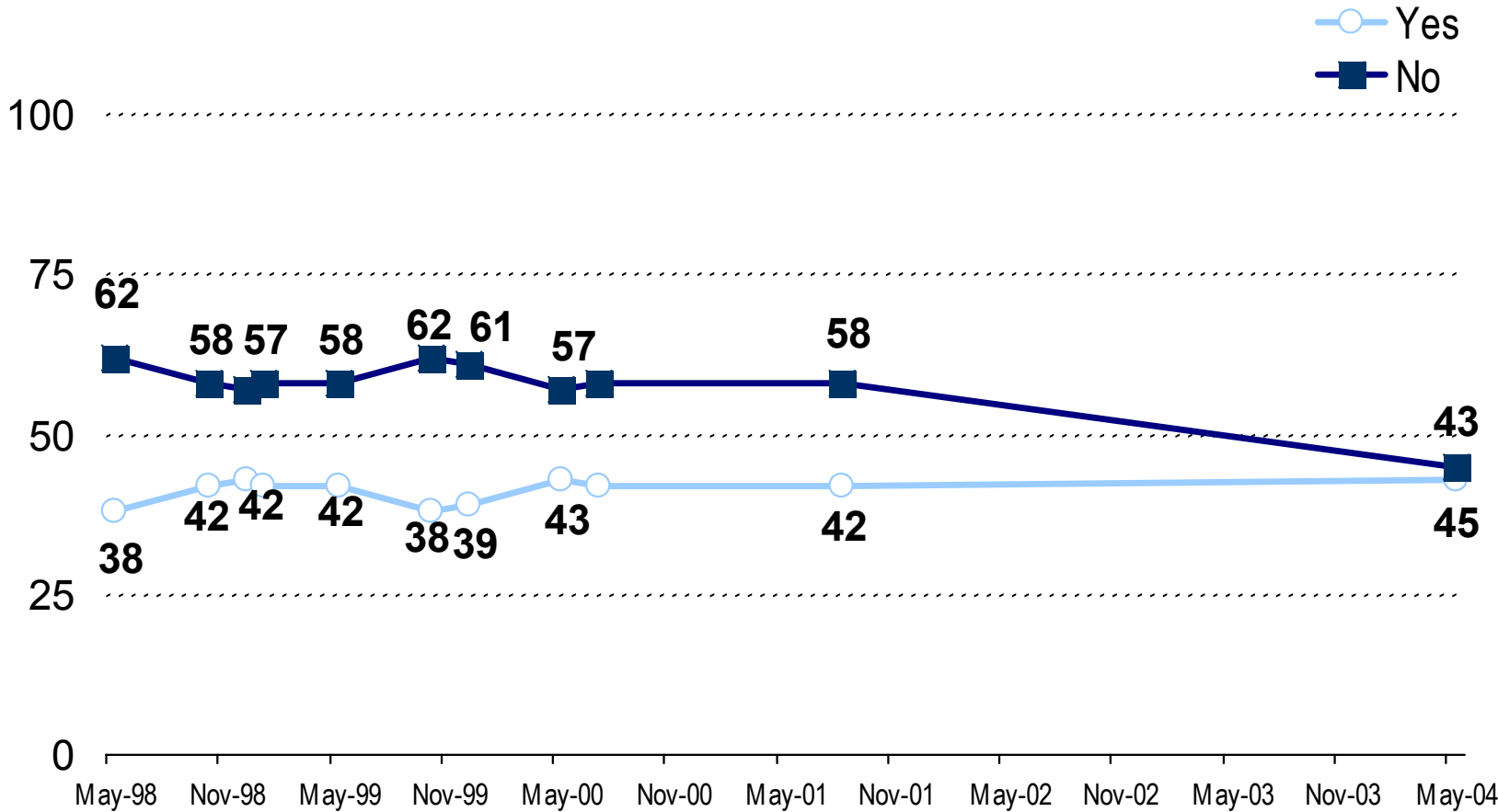
The recent tax increases and broken election promises by Dalton McGuinty's Liberal Government makes me less likely to vote for Paul Martin's Liberal Government in Ottawa.



Base: Residents of Ontario; May 04, n=601

Referendum vote would be close

Q: If a referendum were held today on the same question as that asked in 1995, that is, political sovereignty with an offer of economic partnership with the rest of Canada, would you vote YES or would you vote NO?



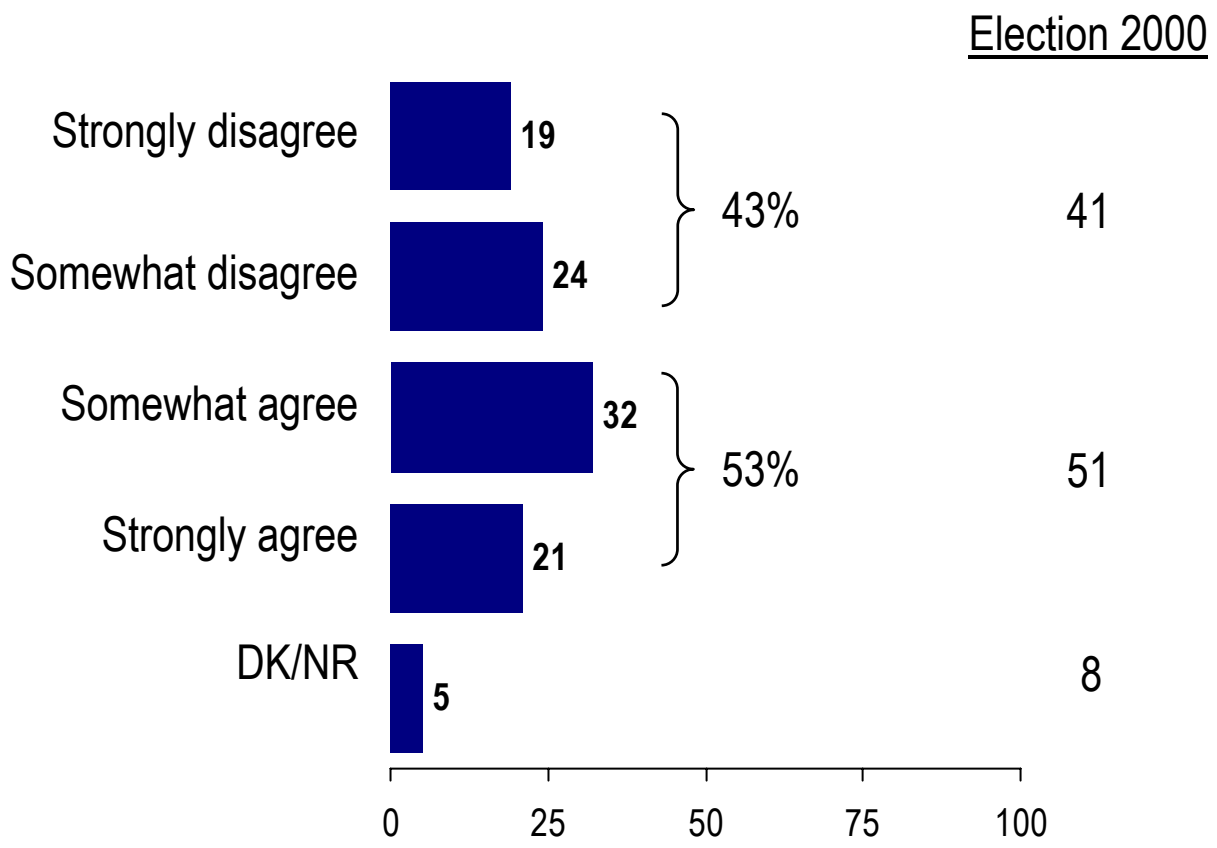
Note: 8% undecided and 4% refused to provide an answer

Base: Residents of Quebec; May 04, n=344

BQ MPs seen as better able to defend Quebec's interest

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

Bloc Quebecois members of Parliament are better placed to defend the interests of Quebec in Ottawa, because they do not have to take into account the interests of other regions in Canada



Base: Residents of Quebec; May 04, n=344



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