

THE TORONTO STAR

La Presse

LE SOLEIL

EXOS

Tories take clear lead; Harper "vision" starting to connect

January 4, 2006

www.ekos.com

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 findings from telephone surveys conducted with a national random sample of Canadians, 18 years of age and older on January 3 and 4, 2006.
 - The sample distribution 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

	Jan. 3-4	
	Sample size	Margin of error
National	1386	+/-2.7
Ontario	522	+/- 4.3
Quebec	395	+/- 4.9

Detailed tables

Voter intention

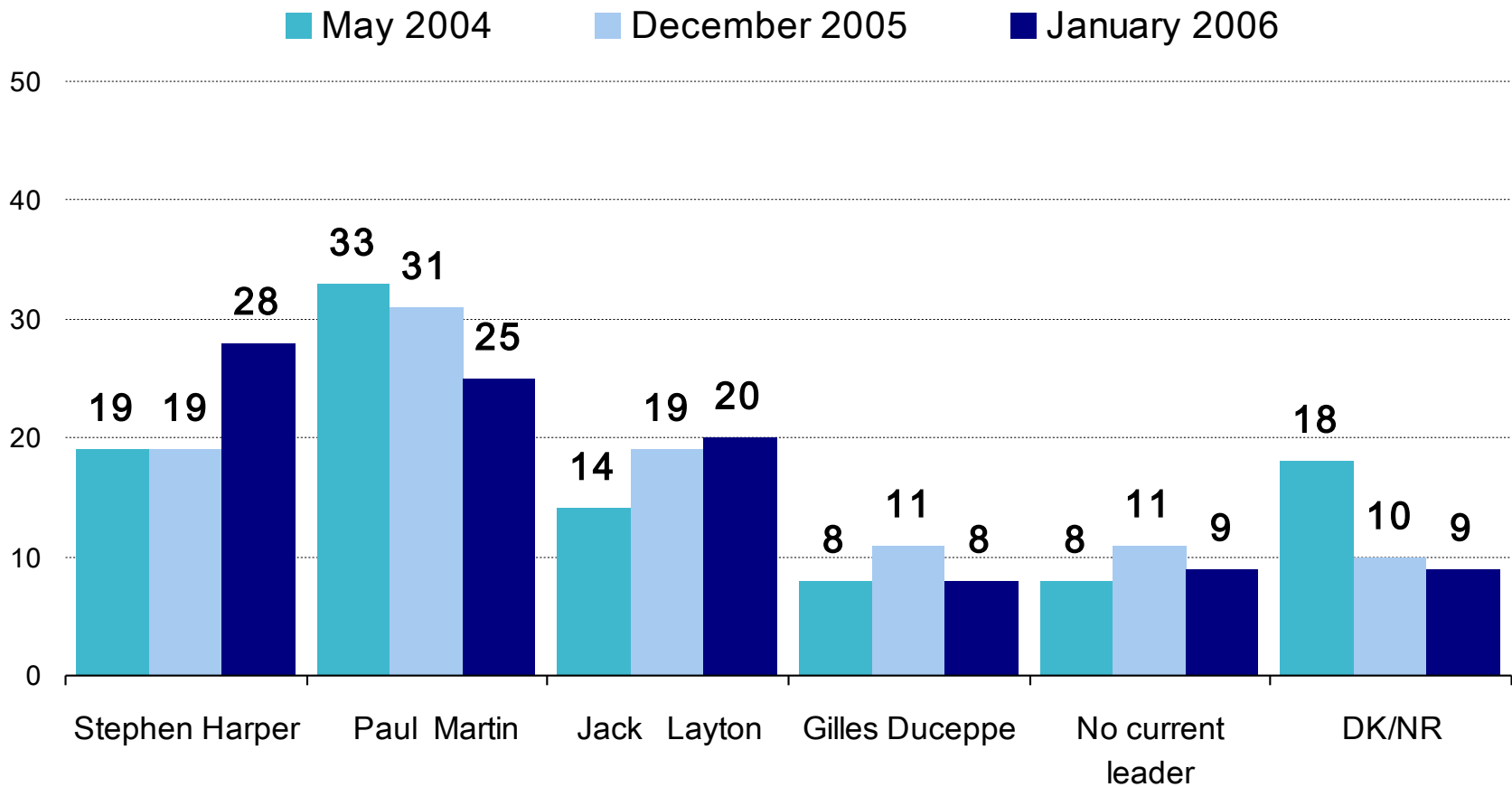
	Federal vote intention* (%)		
	National n=1386	Ontario n=522	Quebec n=395
Conservative Party of Canada	36.2	35.3	20.2
Liberal Party of Canada	30.4	38.5	21.9
NDP	17.9	21.1	9.8
Bloc Québécois	10.4	--	43.8
Green Party	4.7	4.5	3.5
Other	0.4	0.5	0.7
<i>Undecided/declined</i>	<i>7.9</i>	<i>6.6</i>	<i>8.4</i>
<i>Would not vote</i>	<i>2.3</i>	<i>1.9</i>	<i>4.0</i>

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

** Base: Decided voters only (includes "leaners")

Vision for the future

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





For more information:

Frank Graves, President
fgraves@ekos.com

Paul Adams, Executive Director
padams@ekos.com

t: 613 235 7215