

THE TORONTO STAR

La Presse



EKOS

25

Federal Election 2005-06

A look at the week of January 7, 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 findings from the overall weekly sample of telephone surveys with a national random sample of Canadians, 18 years of age and older conducted between January 3 and 5, 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.

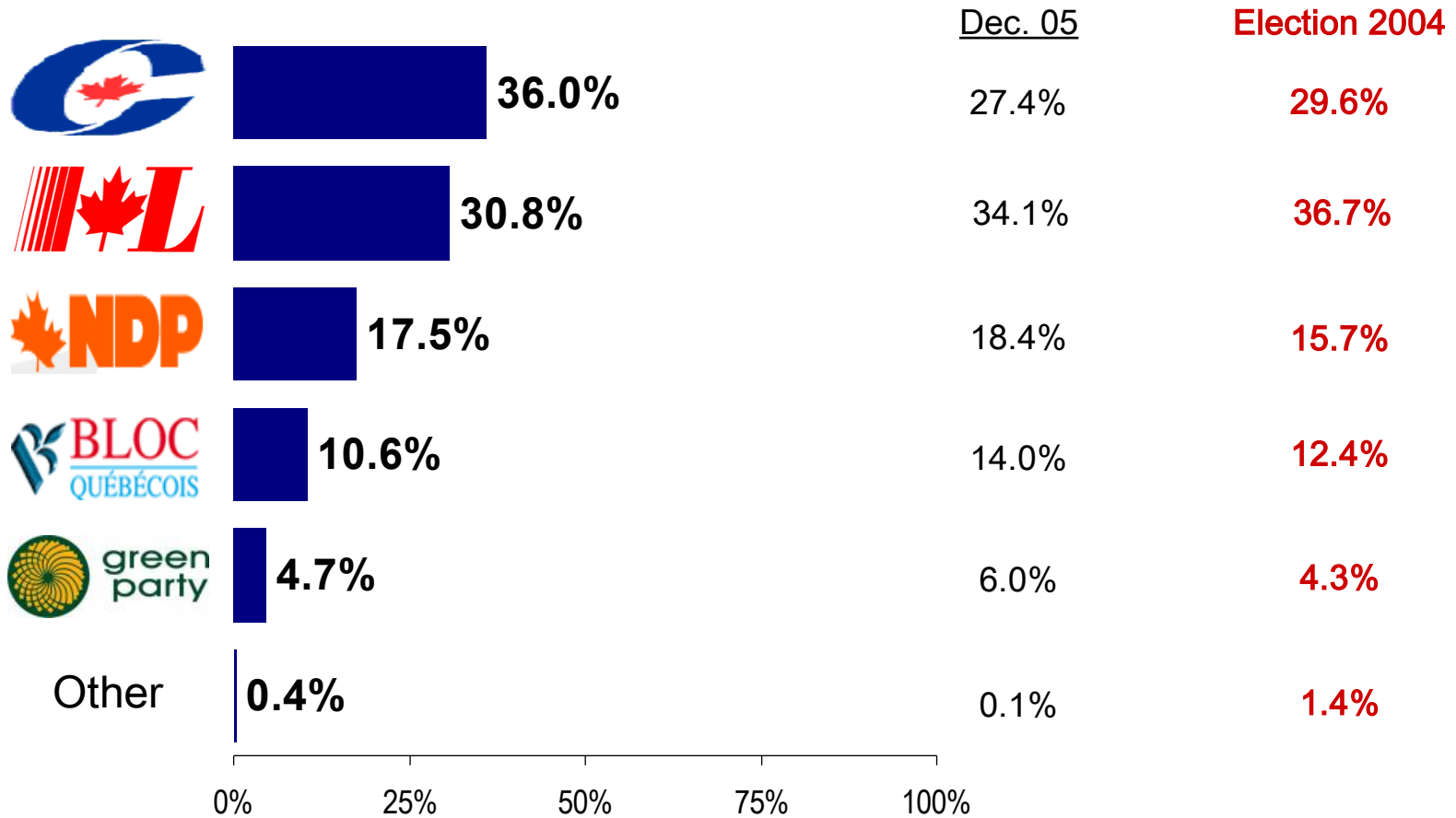
Sample distribution and margin of error

	Sample size	Margin of error
National	1968	± 2.2
British Columbia	337	± 5.3
Alberta	167	± 7.6
Prairies	115	± 9.2
Ontario	713	± 3.7
South West (Brantford, Owen Sound, London)	153	± 7.9
East (Brockville, Kingston, Ottawa, Trenton)	122	± 8.9
416 (Toronto)	109	± 9.4
905 (Ajax-Pickering, Oakville, Richmond Hill)	203	± 6.9
North (North Bay, Thunder Bay, Parry Sound)	126	± 8.8
Quebec	519	± 4.3
Montreal	250	± 6.2
West NW (Chicoutimi, Gatineau, Sherbrooke, Val d'Or)	105	± 9.6
East NE (Alma, Quebec City, Rimouski, Sept-îles)	164	± 7.7
Atlantic	117	± 9.1

Vote intention

Federal voting intentions

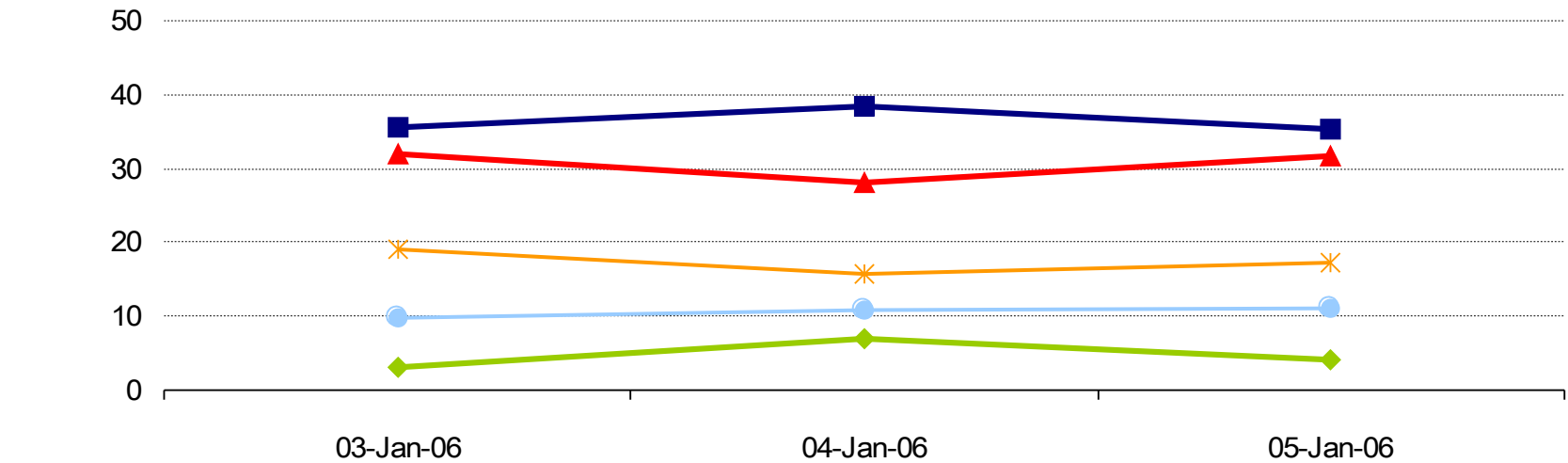
Q: If a federal election were held tomorrow, which party would you vote for?



Undecided/declined: 8.4%
 Would not vote: 2.2%

Federal vote intentions: daily tracking (national)

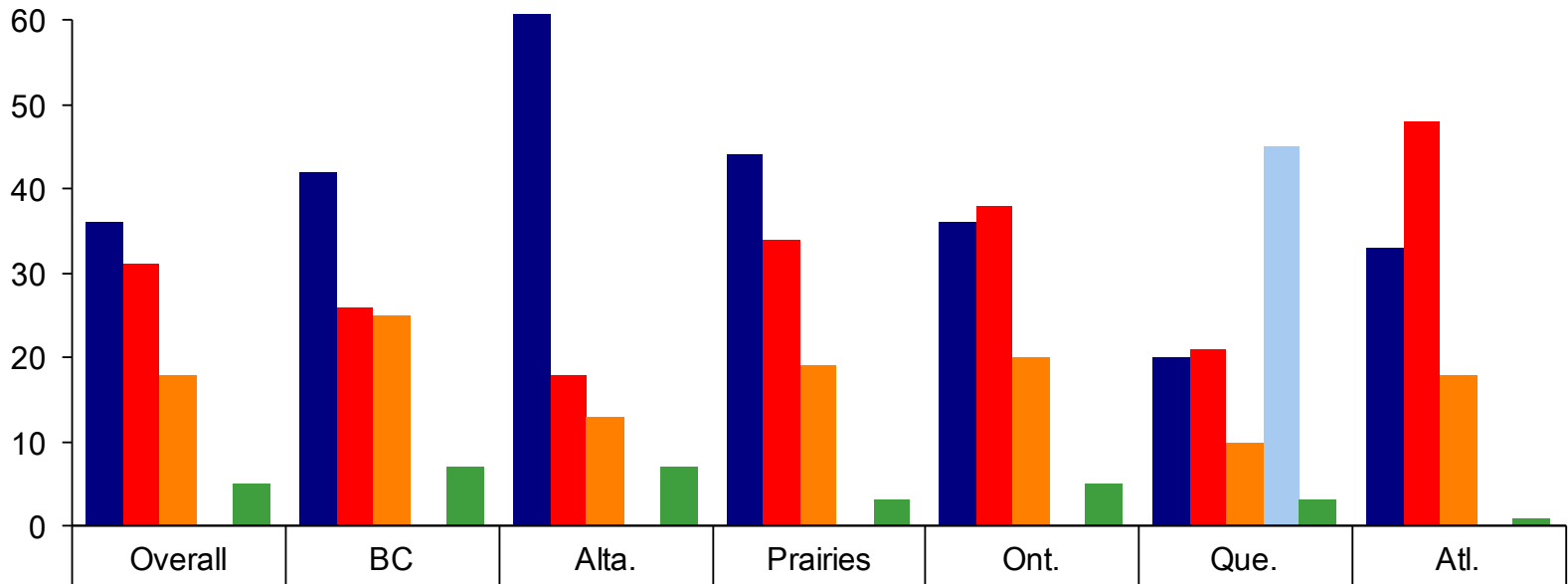
Q: If a federal election were held tomorrow, which party would you vote for?



	03-Jan-06	04-Jan-06	05-Jan-06
▲ Liberal	32.0	28.0	31.8
■ CPC	35.5	38.4	35.4
* NDP	19.1	15.8	17.2
● Bloc	9.7	10.8	11.2
◆ Green	3.1	7.0	4.2

Federal voting intentions: regional

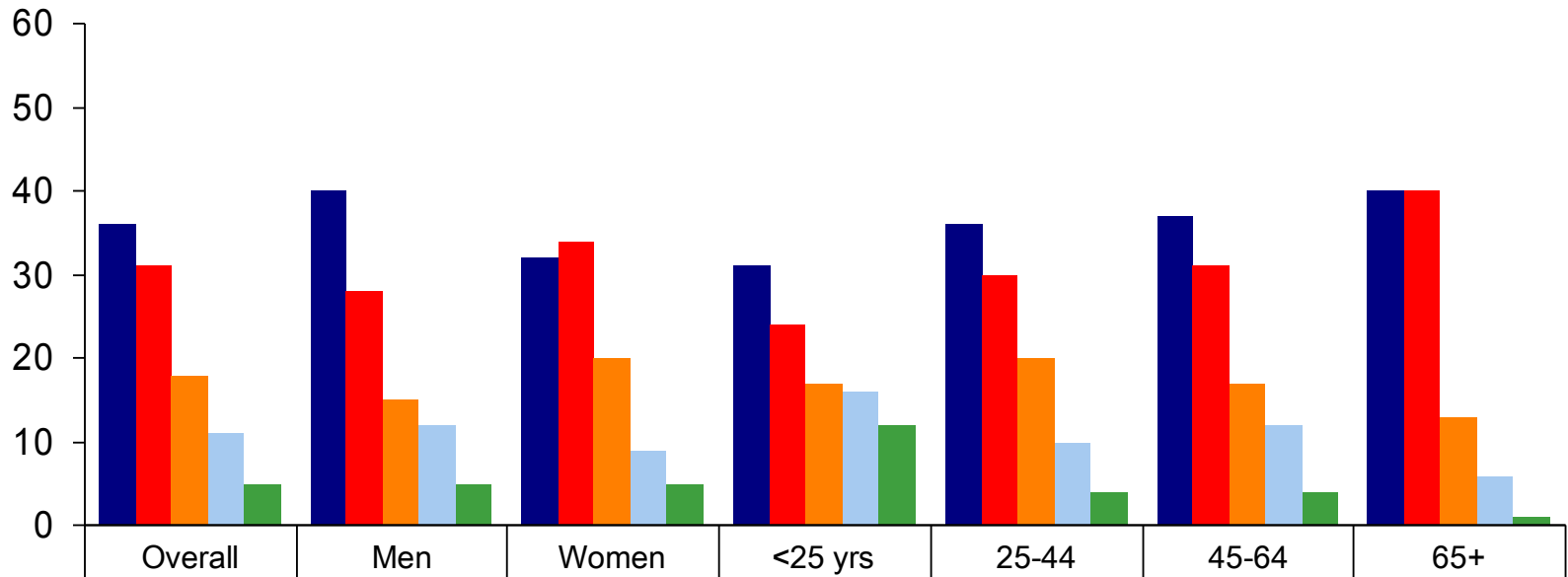
Q: If a federal election were held tomorrow, which party would you vote for?



Conservative	36	42	62	44	36	20	33
Liberal	31	26	18	34	38	21	48
NDP	18	25	13	19	20	10	18
BQ						45	
Green Party	5	7	7	3	5	3	1

Federal voting intentions: gender and age

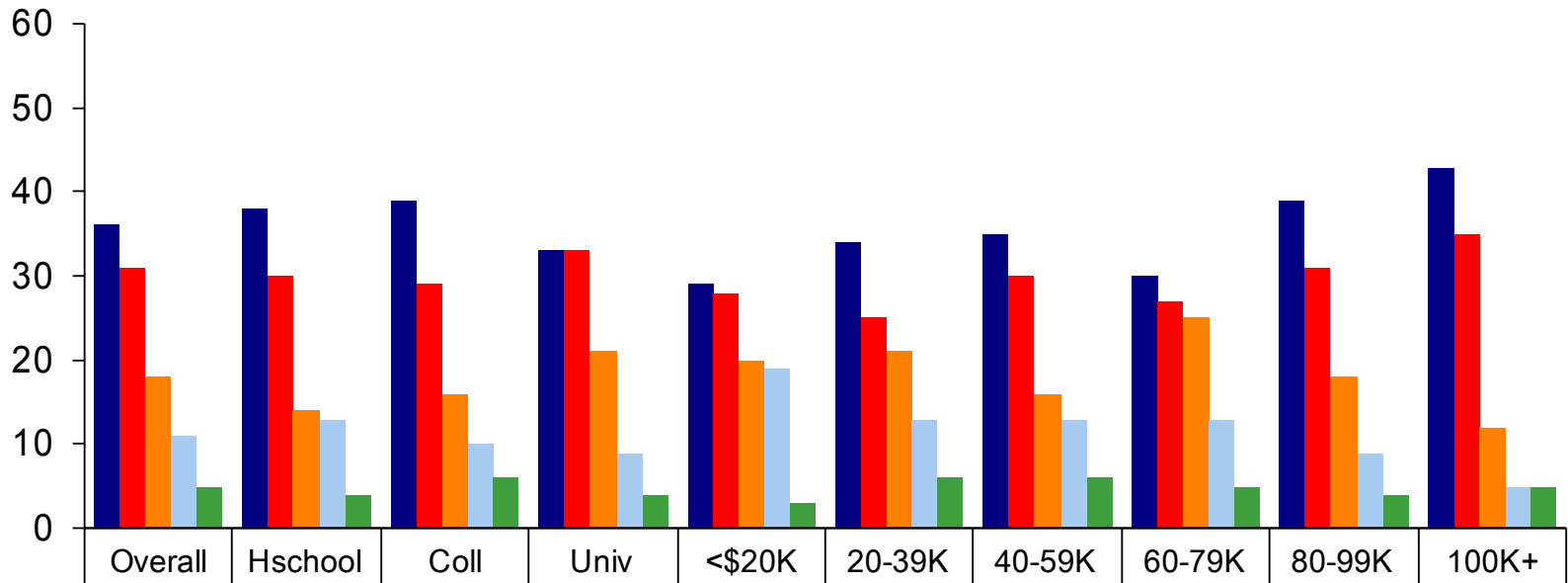
Q: If a federal election were held tomorrow, which party would you vote for?



	Overall	Men	Women	<25 yrs	25-44	45-64	65+
Conservative	36	40	32	31	36	37	40
Liberal	31	28	34	24	30	31	40
NDP	18	15	20	17	20	17	13
BQ	11	12	9	16	10	12	6
Green Party	5	5	5	12	4	4	1

Federal voting intentions: education and income

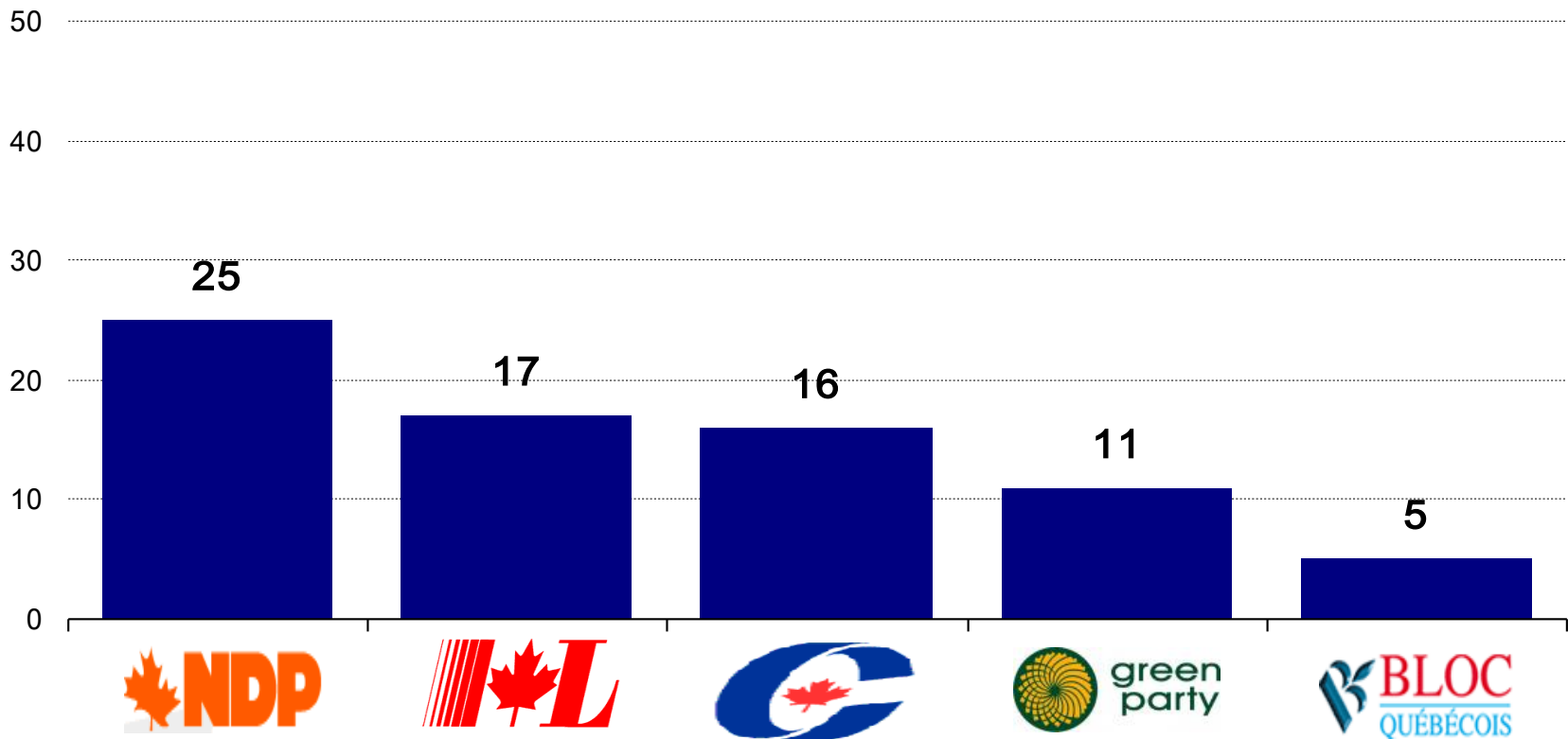
Q: If a federal election were held tomorrow, which party would you vote for?



■ Conservative	36	38	39	33	29	34	35	30	39	43
■ Liberal	31	30	29	33	28	25	30	27	31	35
■ NDP	18	14	16	21	20	21	16	25	18	12
■ BQ	11	13	10	9	19	13	13	13	9	5
■ Green Party	5	4	6	4	3	6	6	5	4	5

NDP second choice

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

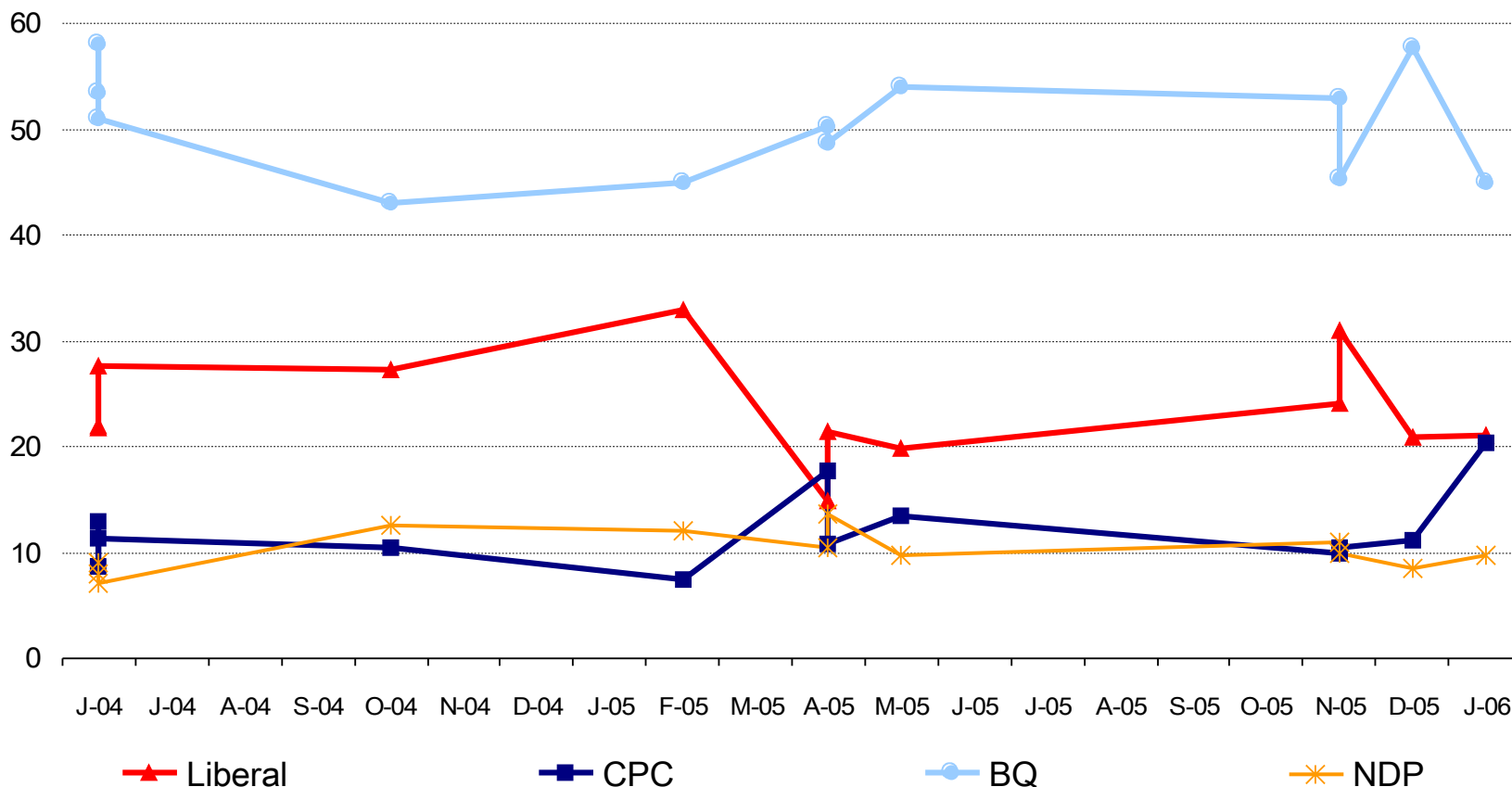


Undecided/declined: 12%
Will not vote/change mind: 13%

Vote intention in the key regions

Quebec federal vote intentions: trend since last election

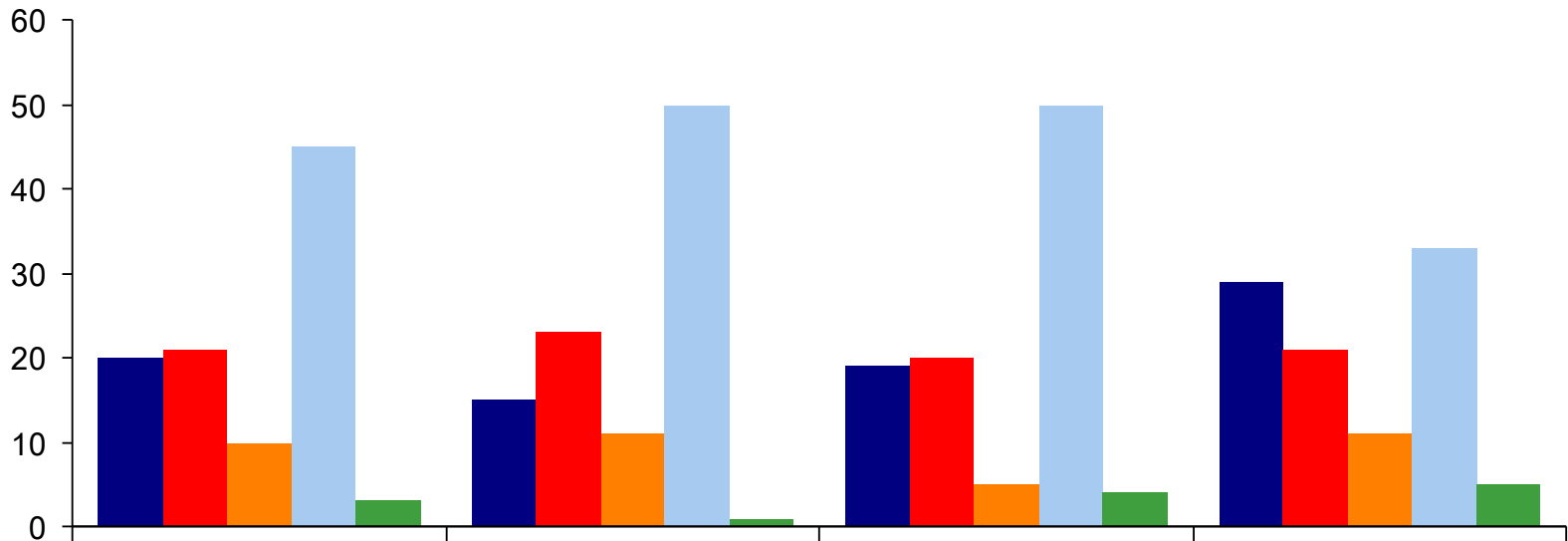
Q: If a federal election were held tomorrow, which party would you vote for?



Base: Quebec decided voters only (includes "leaners"); most recent data point Jan. 3-5, n=446

Federal voting intentions: Quebec

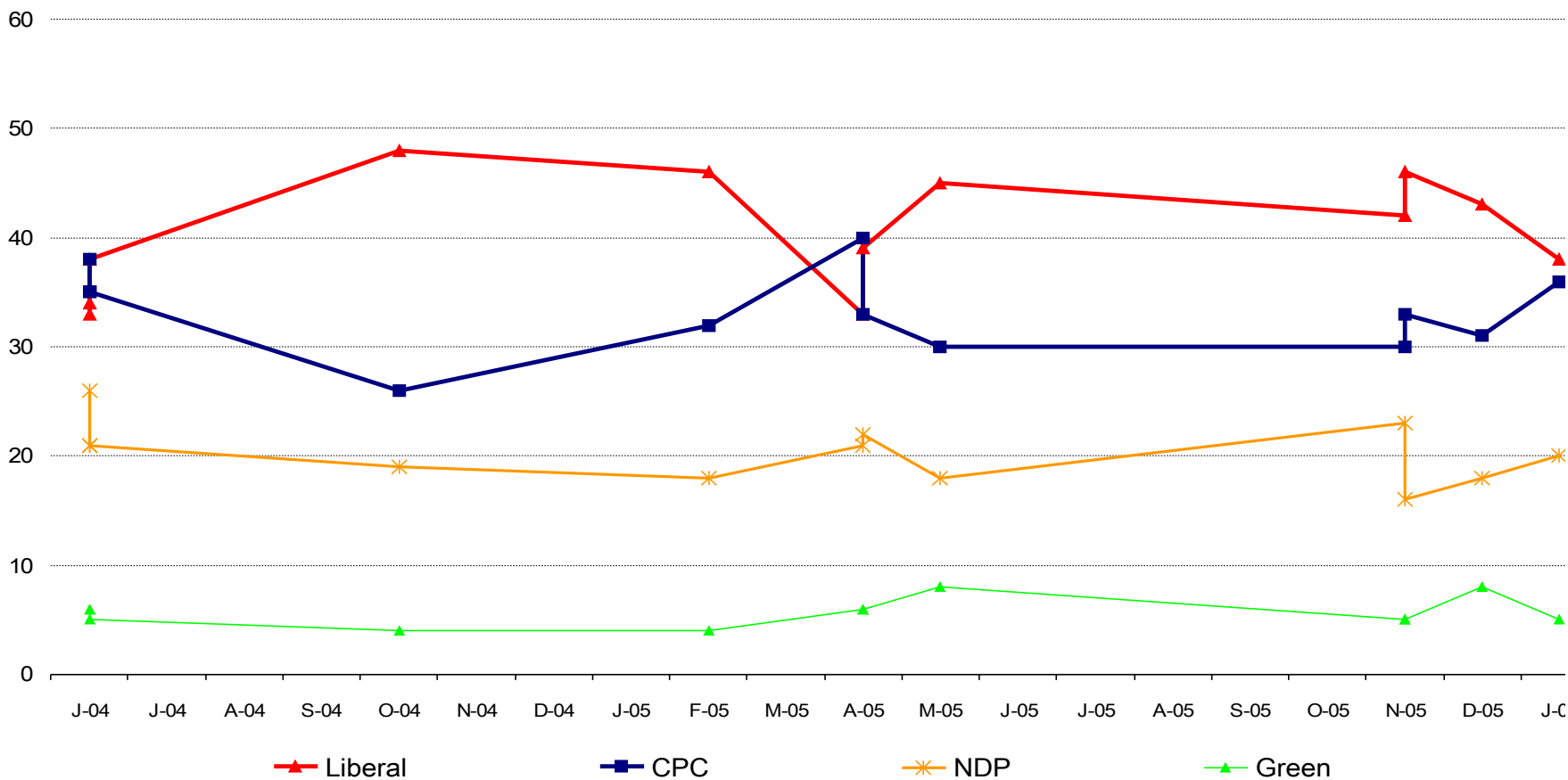
Q: If a federal election were held tomorrow, which party would you vote for?



	Overall	Montreal	West NW	East NE
Conservative	20	15	19	29
Liberal	21	23	20	21
NDP	10	11	5	11
BQ	45	50	50	33
Green Party	3	1	4	5

Ontario federal vote intentions: trend since last election

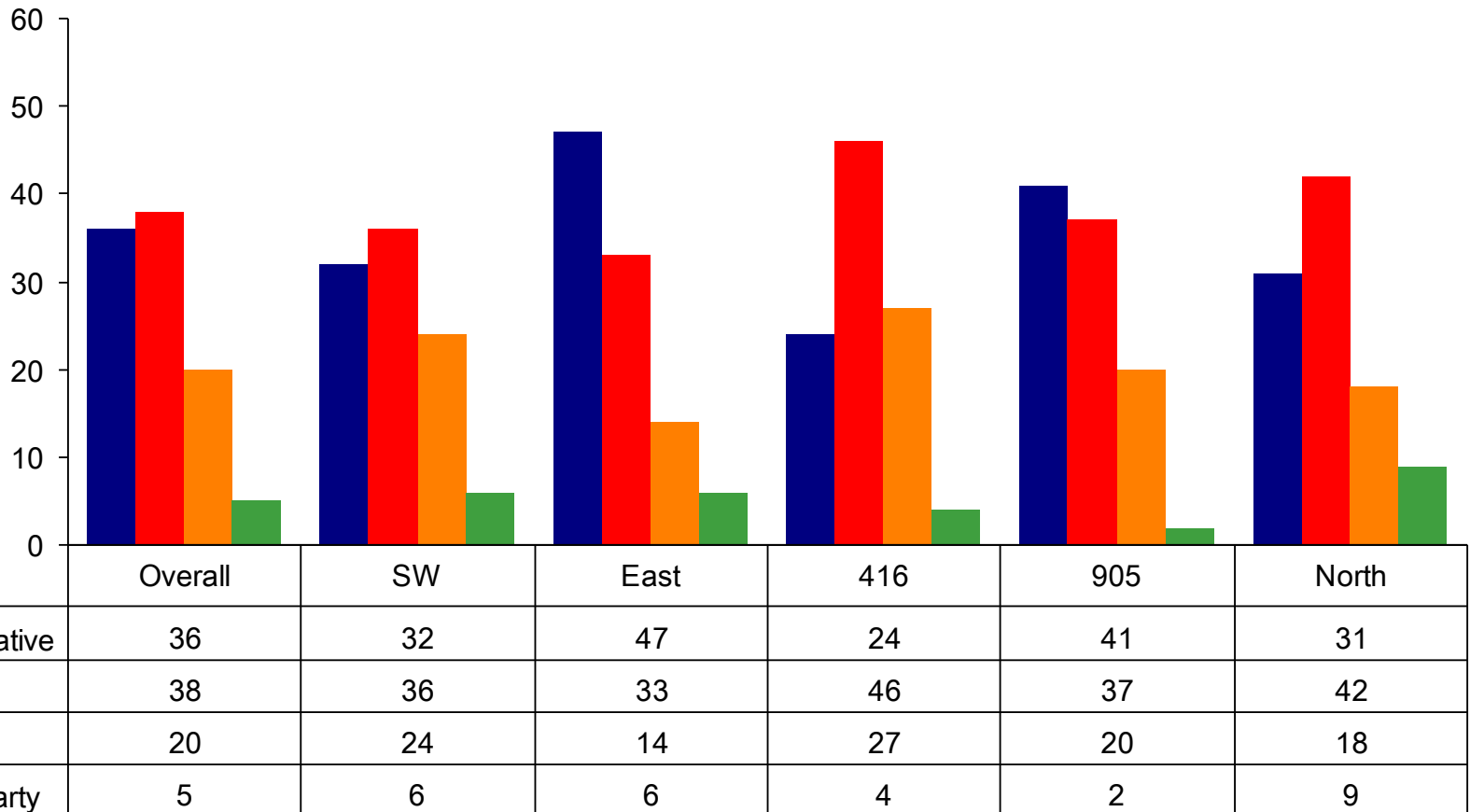
Q: If a federal election were held tomorrow, which party would you vote for?



Base: Ontario decided voters only (includes "leaners"); most recent data point Jan. 3-5, n=642

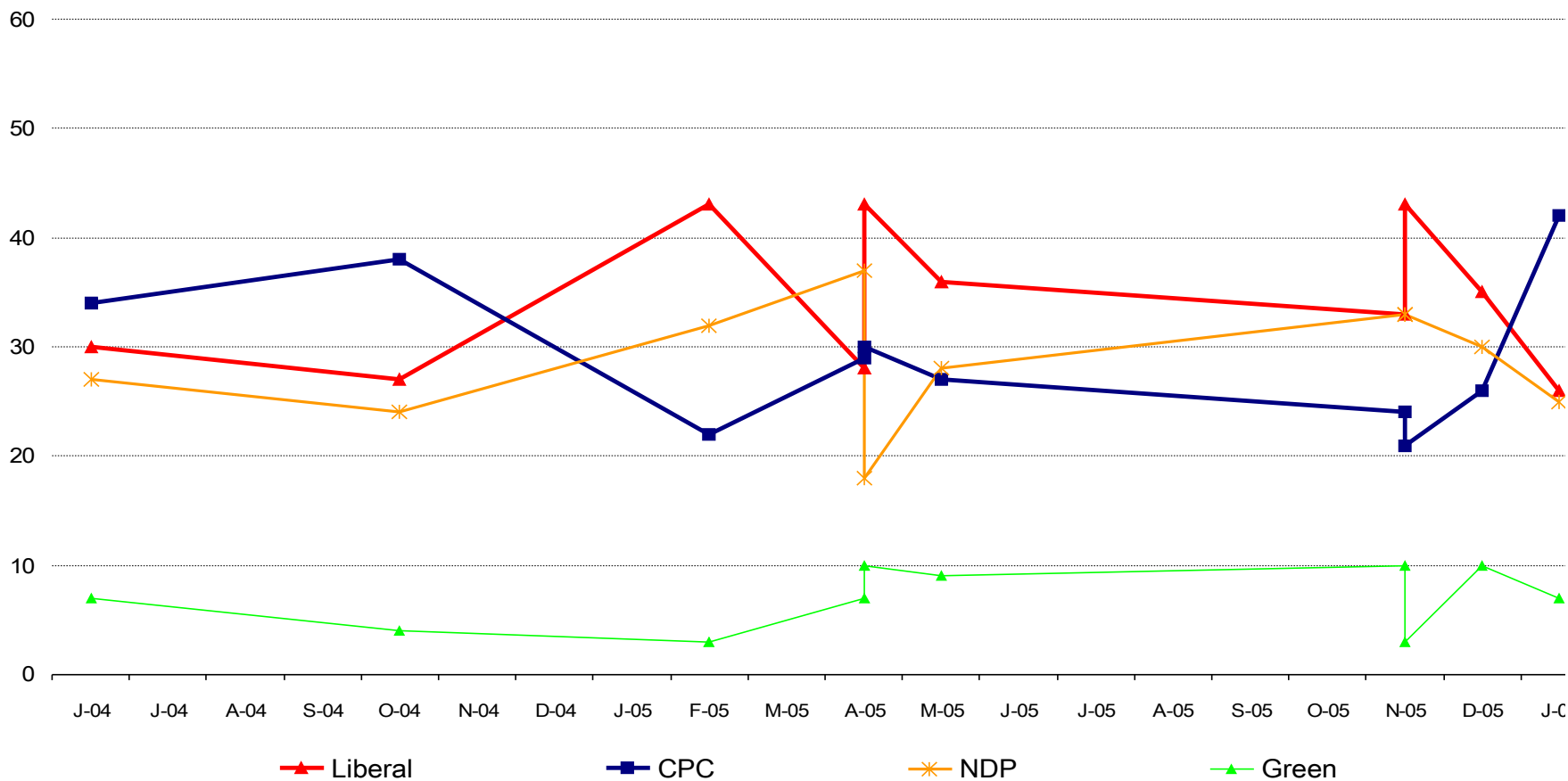
Federal voting intentions: Ontario

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



British Columbia federal vote intentions: trend since last election

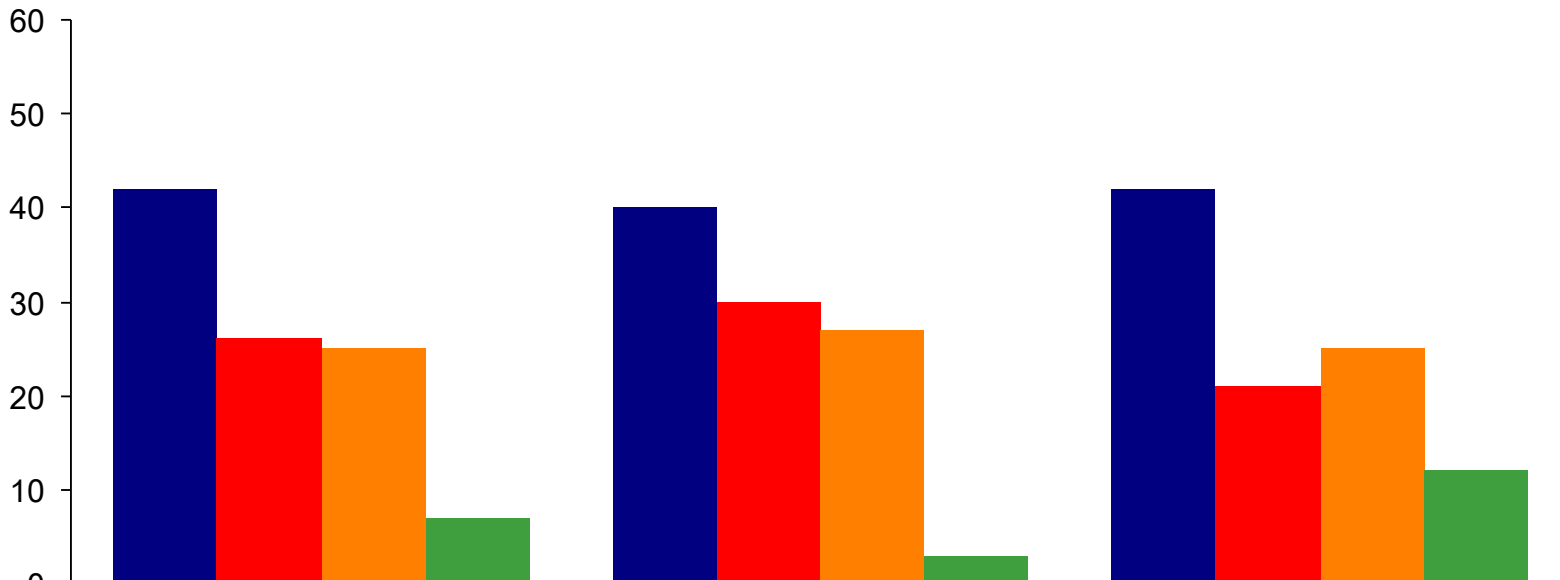
Q: If a federal election were held tomorrow, which party would you vote for?



Base: British Columbia's decided voters only (includes "leaners"); most recent data point Jan. 3-5, n=308

Federal voting intentions: British Columbia

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



	Overall	Vancouver	Rest of BC
■ Conservative	42	40	42
■ Liberal	26	30	21
■ NDP	25	27	25
■ Green Party	7	3	12

Voter commitment

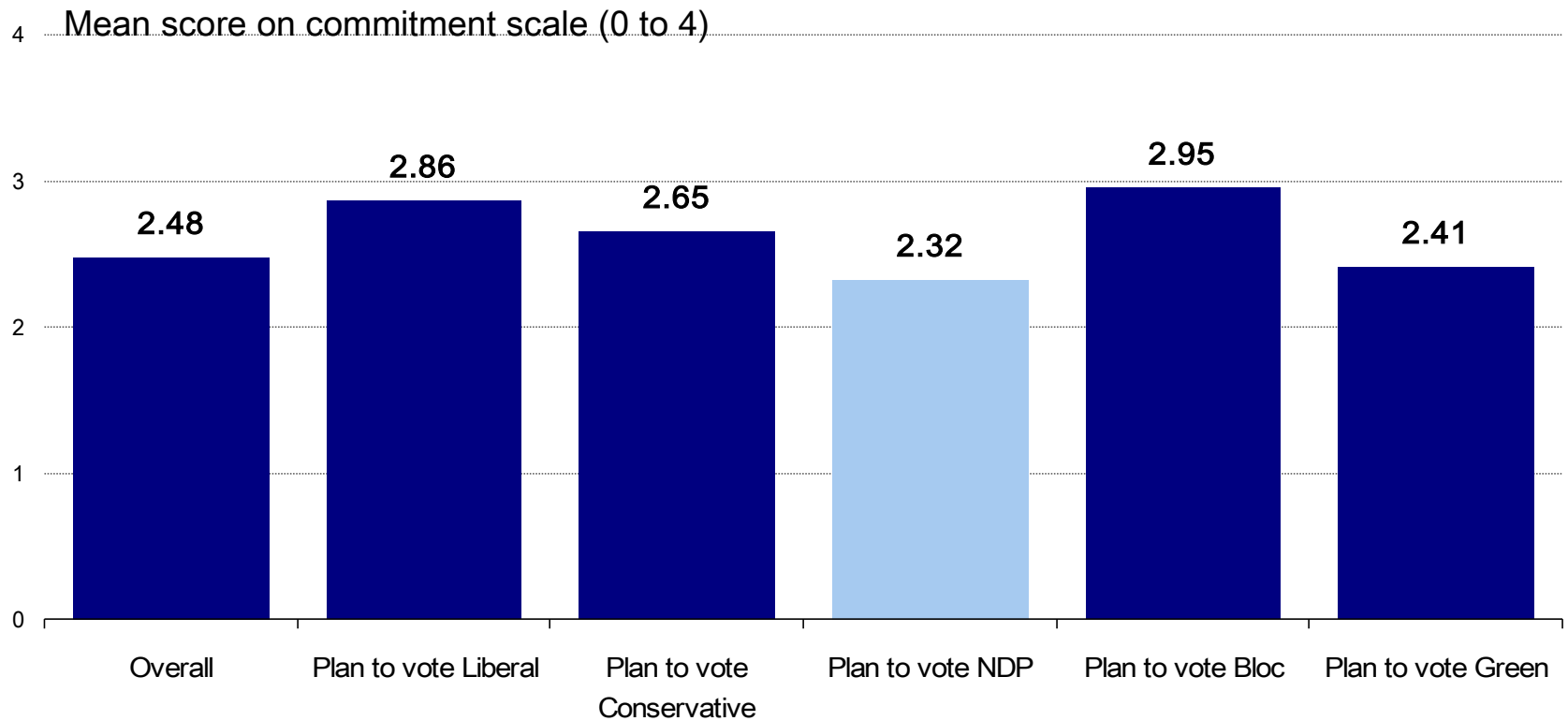
A note on the “commitment index”

- In a period of unprecedented political ambivalence, commitment is a scarce resource. In a tight race such as this, one of the key determinants of electoral success is the overall degree of loyalty or commitment of voters to various alternatives.

- We have therefore created a “commitment index” which we will associate with each of the parties’ weekly results. This index is an aggregation of four factors:
 - i. the expressed intensity of attachment to current voting choice;
 - ii. the ease with which a respondent revealed/declared their voting preference;
 - iii. the concordance between current choice and declared past vote; and
 - iv. the self-expressed likelihood of actually voting on January 23.

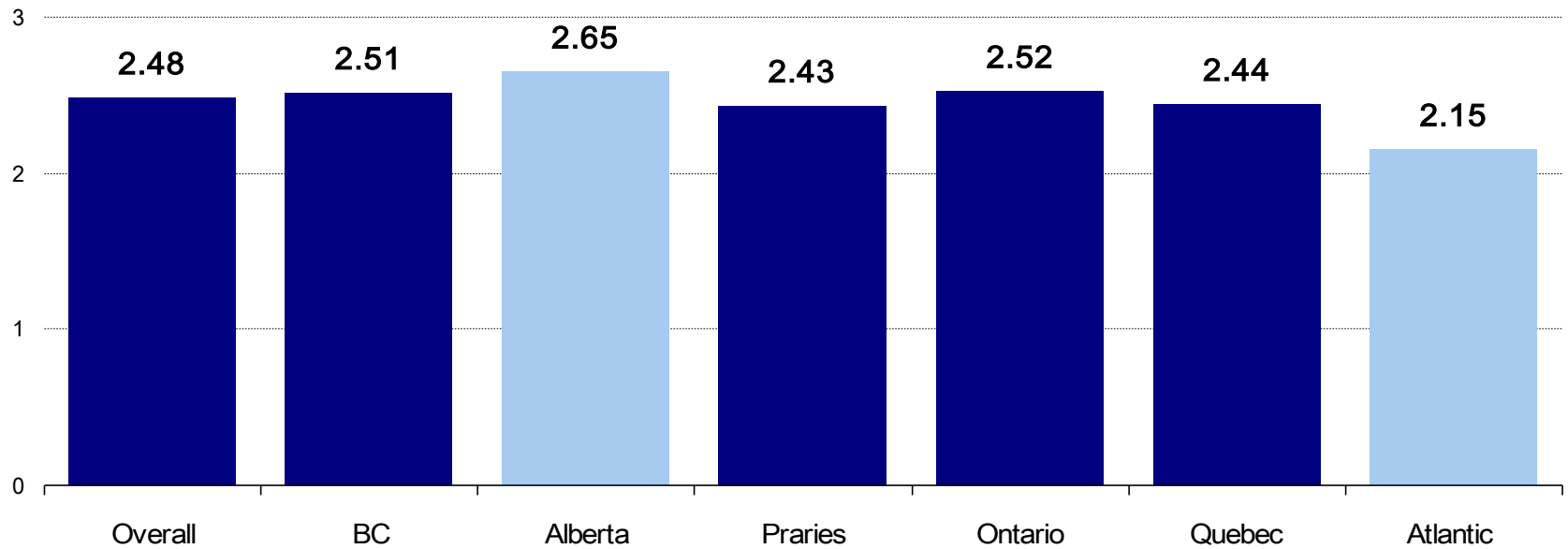
- This index will be useful in our analysis of the outcome of the election given that, all other things being equal, the more committed one’s supporters, the greater the likelihood of winning.

Bloc and Liberal voters most committed; NDP least committed



Easterners least committed; Albertans most steadfast

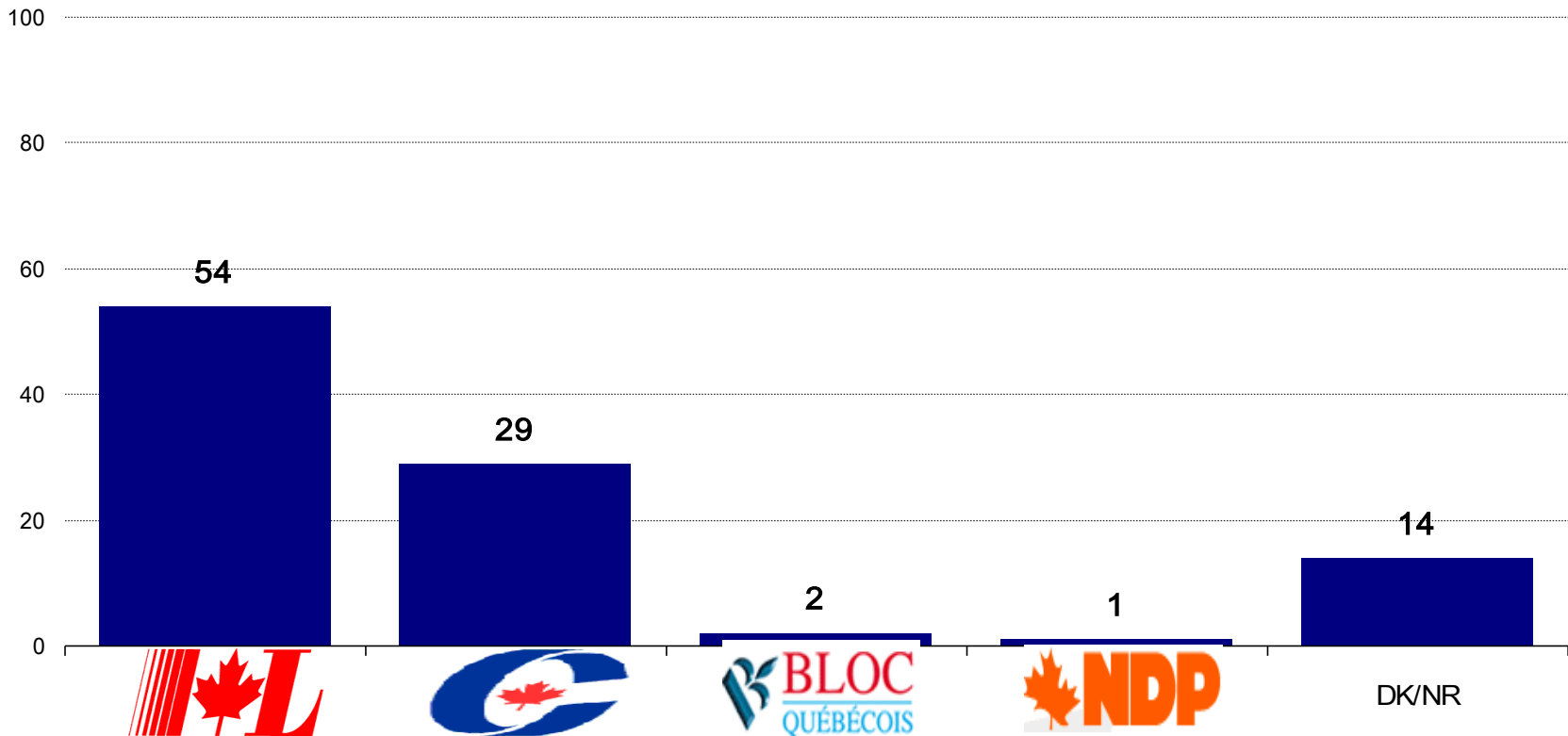
4 Mean score on commitment scale (0 to 4)



Outcome of the election

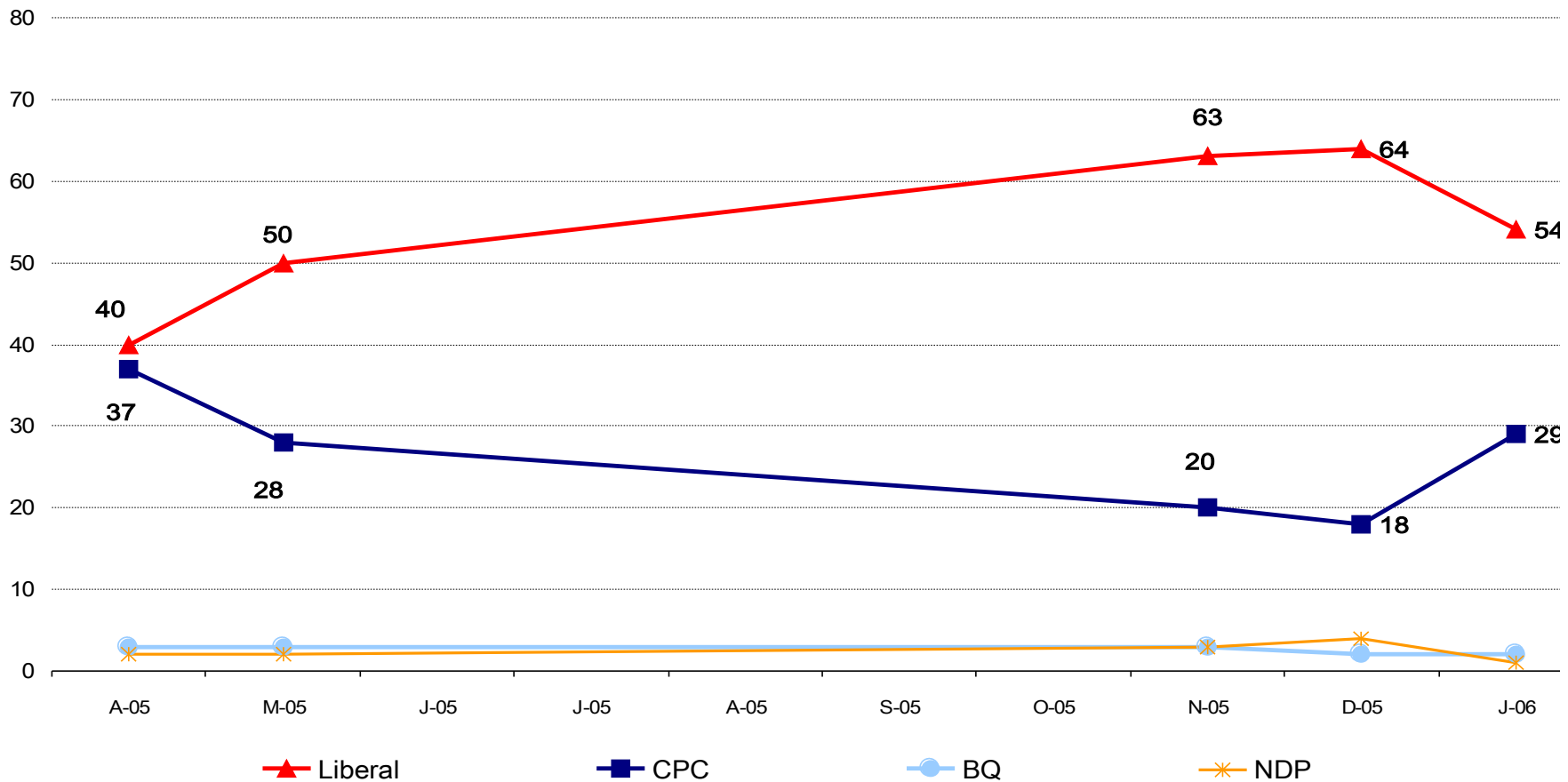
Likely winner on January 23

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



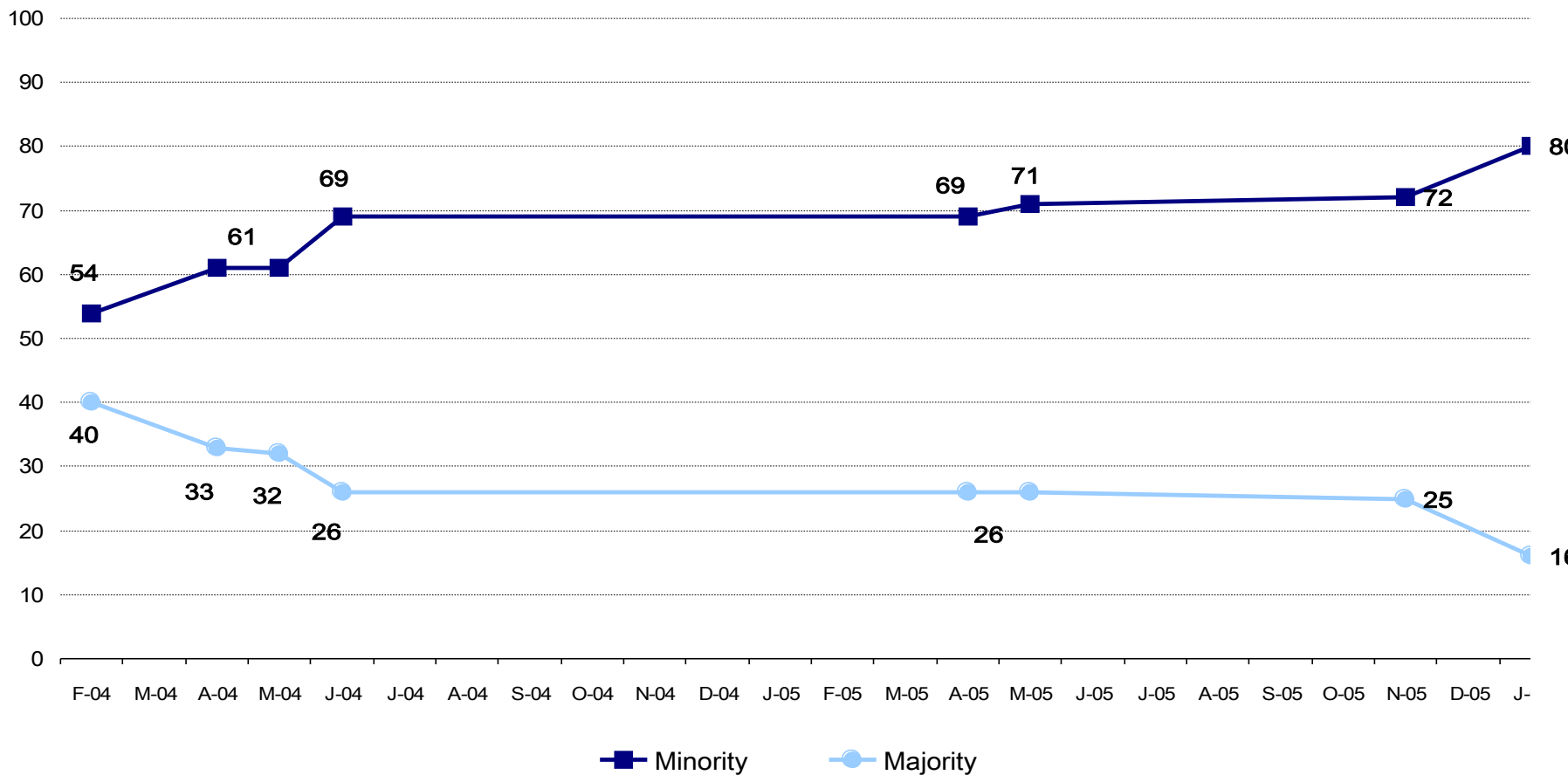
LPC still seen as likely winner, though gap with CPC narrowing

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



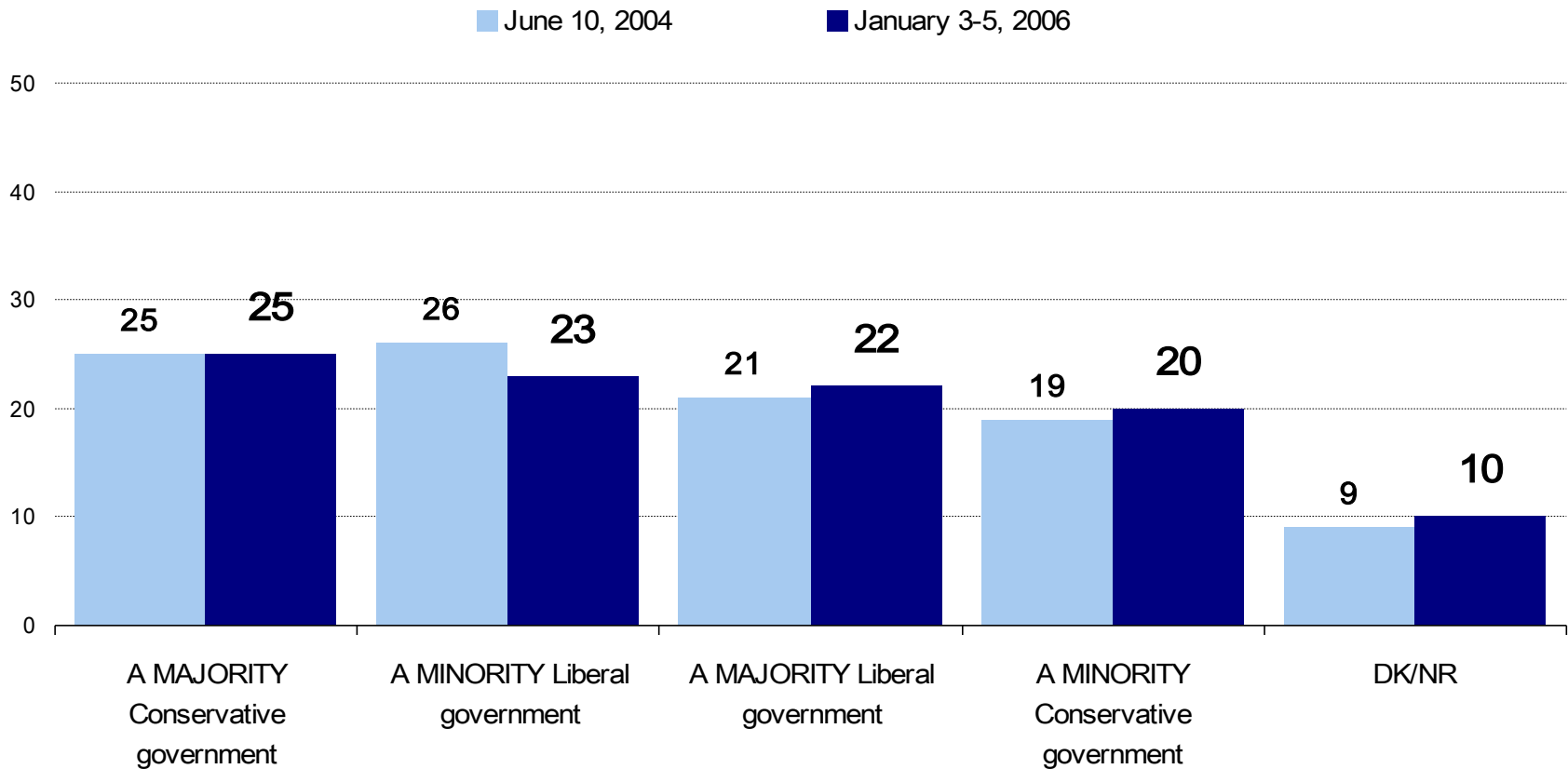
Next government thought to be a minority

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



Canadians split which outcome they think would be best

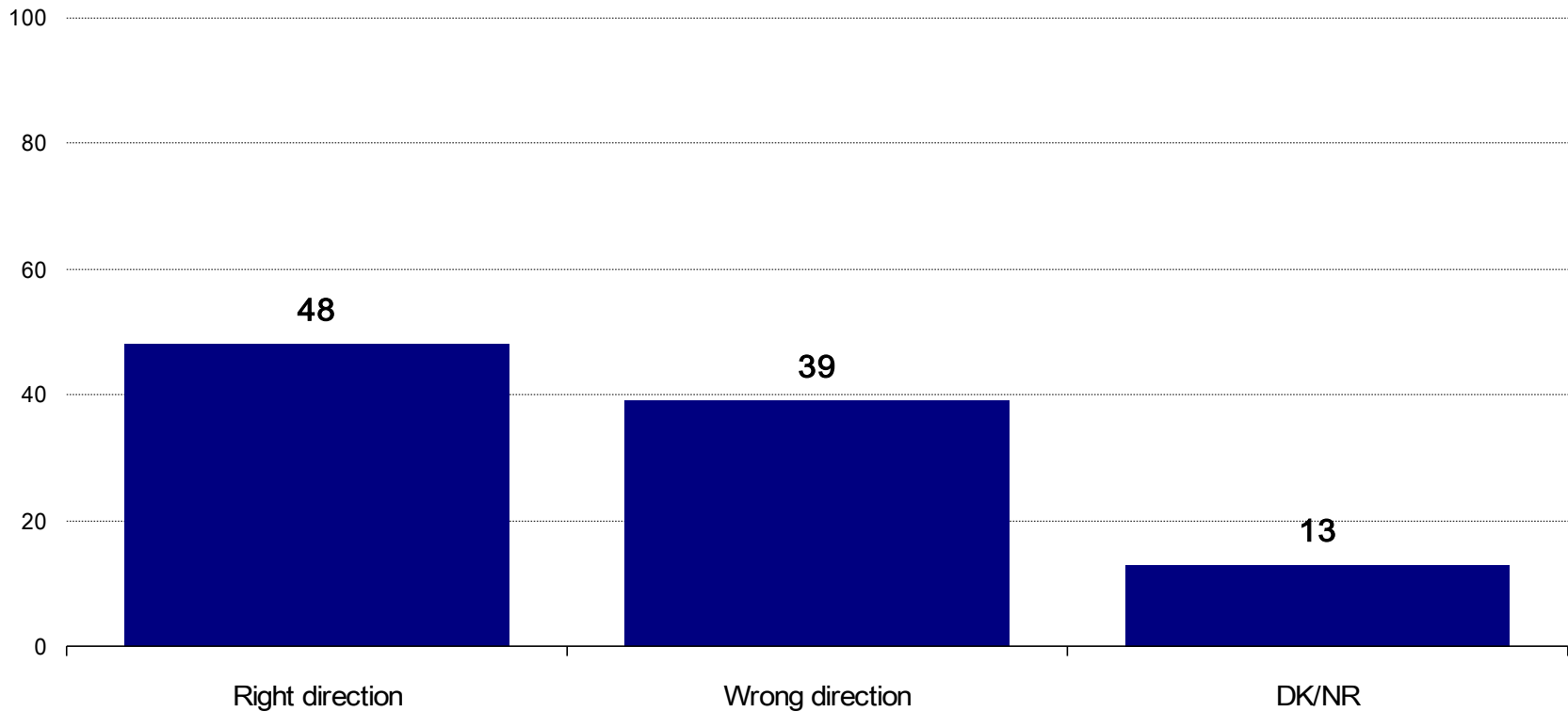
Q: Which of the following outcomes do you think would be BEST?



General outlook

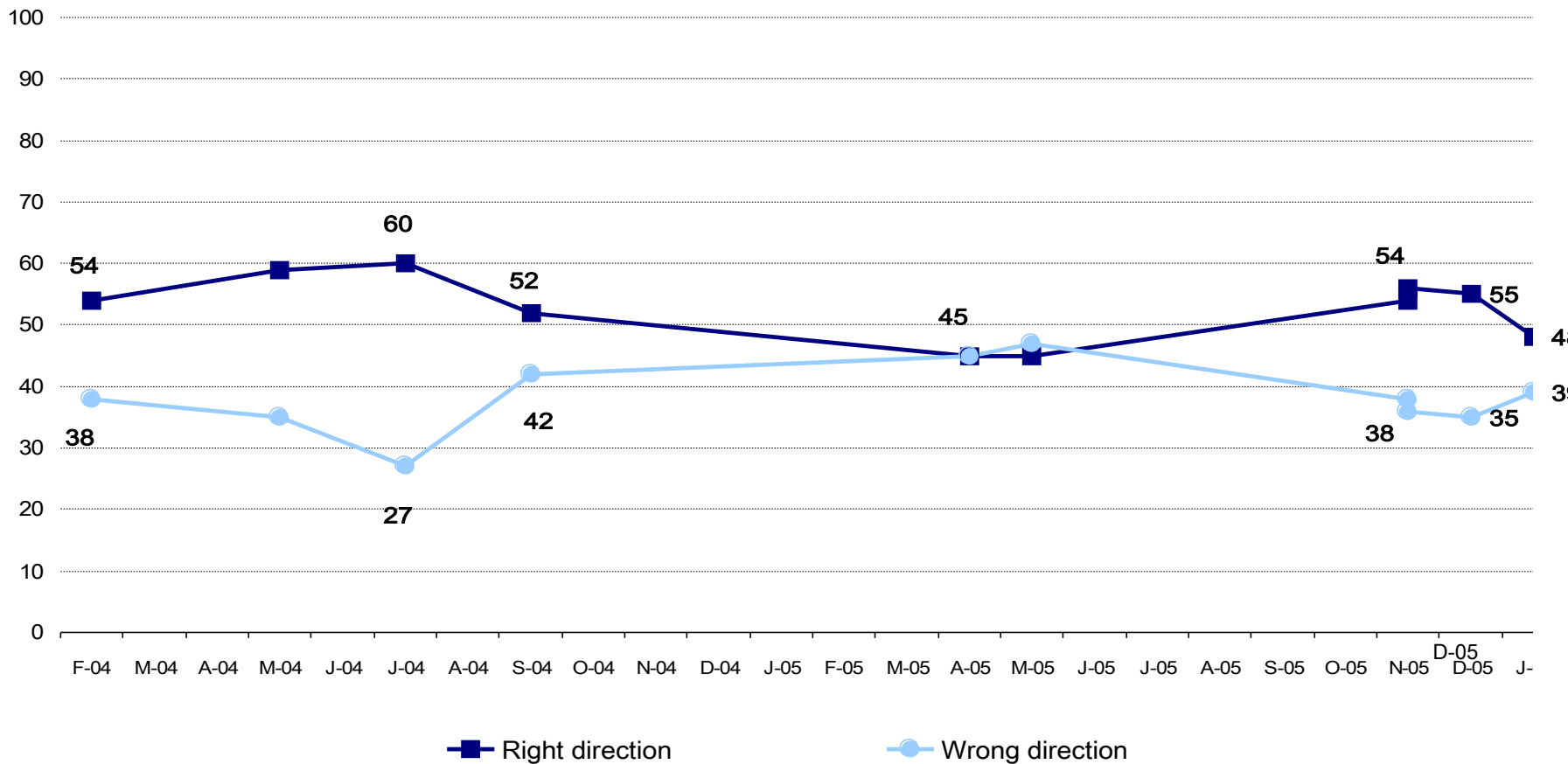
Direction of country

Q: All things considered, would you say that the country 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?



Election issues

Health care remains top priority looking forward (unprompted)

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

Issue	Election 2005-06	Election 2004	Election 2000
Health care	33	51	36
Environment	8	3	2
Crime and justice	6	2	2
Accountability	6	7	2
Economic growth	6	4	7
Debt	5	2	11
Education	4	5	6
National unity	4	1	3
Social concerns (e.g., poverty)	4	4	3
Canada-US relations	3	2	--
Unemployment and jobs	3	1	3
Employment	2	2	5
Level of taxation	2	6	9
Other*	4	5	18
DK/NR	8	6	7

*category includes options mentioned by 1% of respondents including energy issues, national defence, and immigration.

No clear leader for dealing with top issues in the future

Q: Which federal party is best suited to address this issue*?

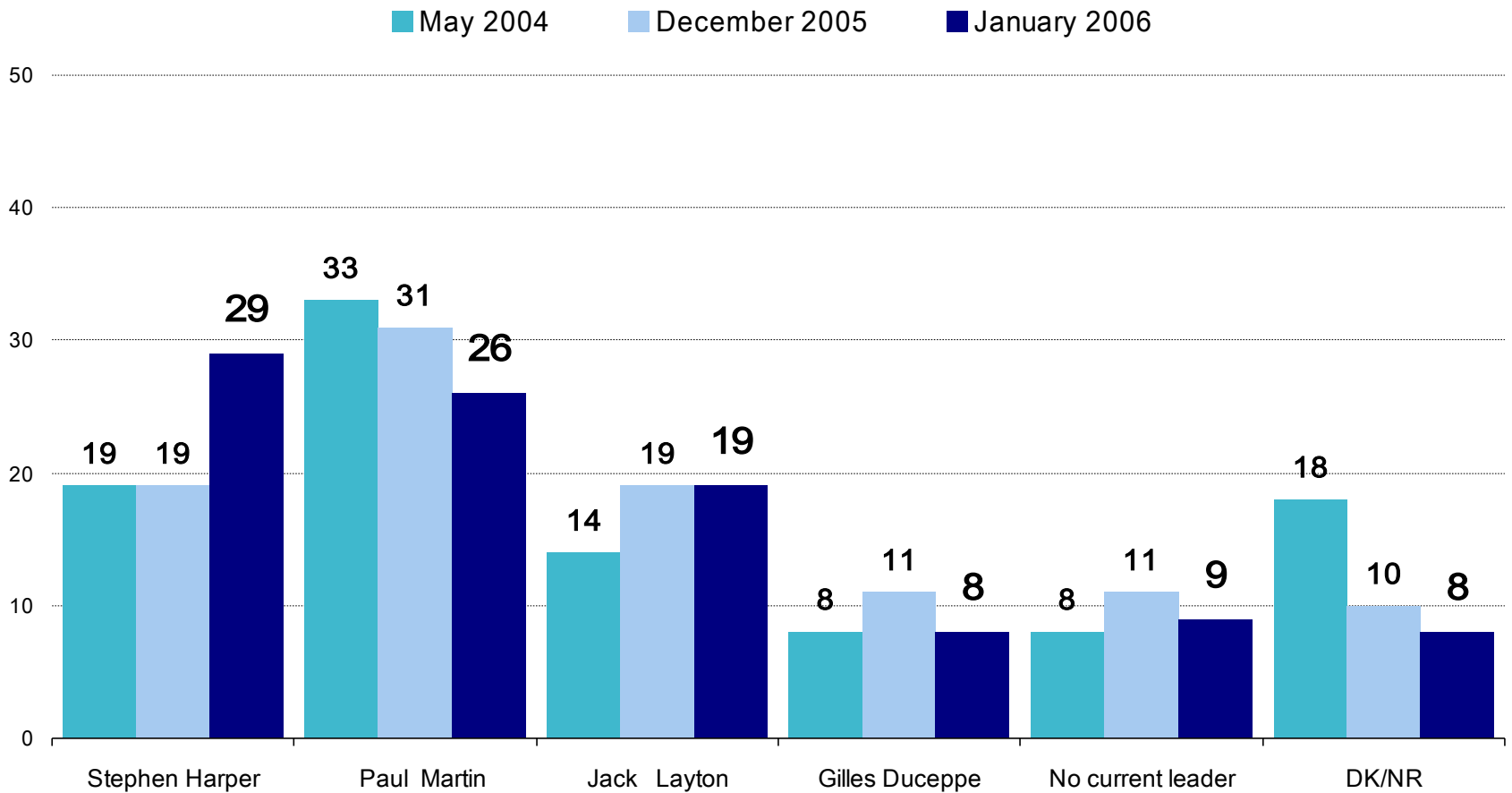
Top 5 issues	% saying "most important" issue	% best party to deal with issue				
		LPC	CPC	NDP	BQ	GP
Health care	33	<u>43</u>	33	<u>43</u>	28	3
Environment	8	6	4	<u>17</u>	12	<u>61</u>
Crime and justice	6	5	<u>11</u>	3	3	6
Accountability	6	2	<u>11</u>	3	3	6
Economic growth	6	6	7	3	8	0

*Refers to issue identified by respondent as the most important issue facing Canada over the next five years.

Views on the leaders and their parties

Vision for the future

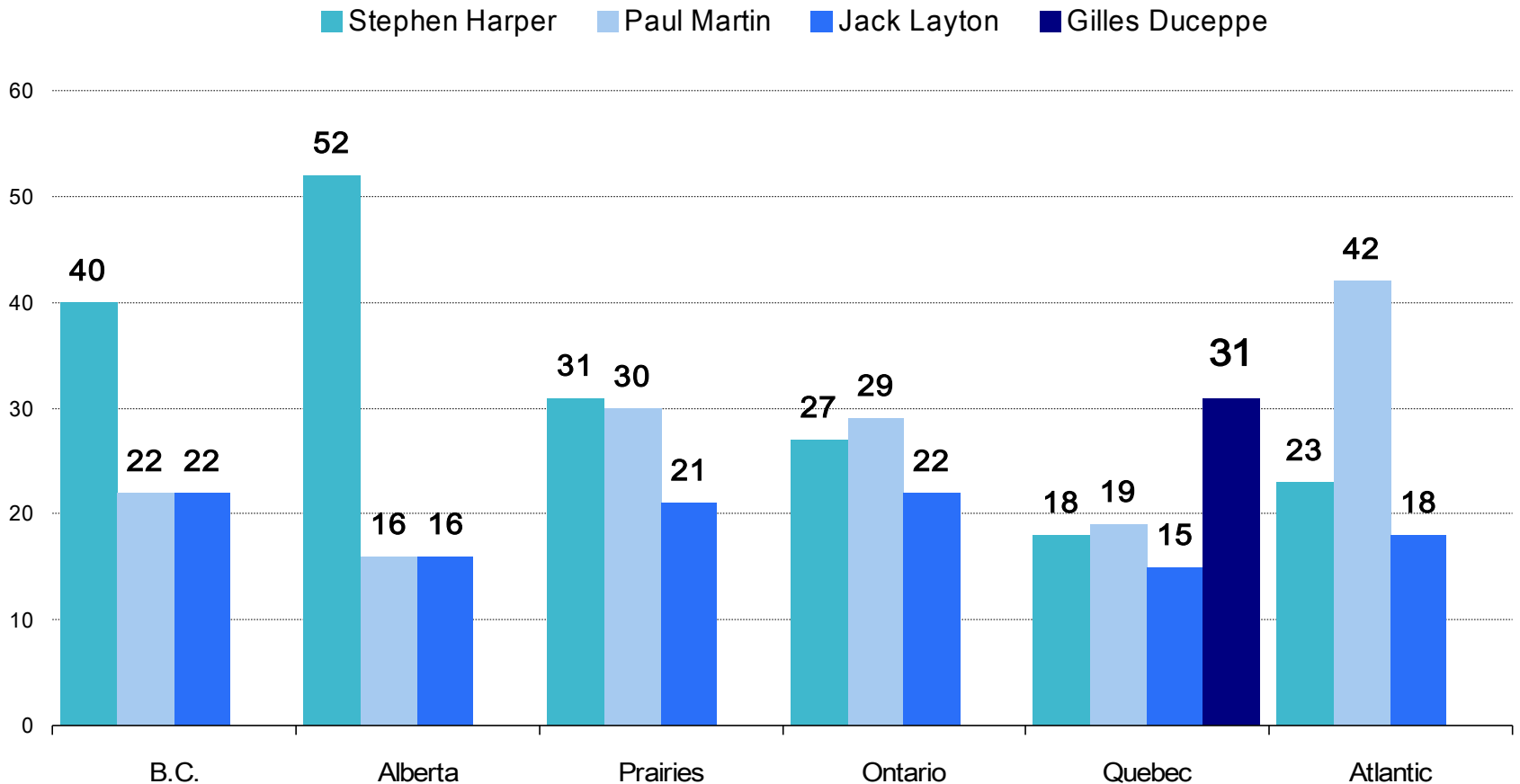
Q: Which of the following leaders is doing the best job of articulating a positive vision for the future?



Base: All Canadians; most recent data point Jan. 3-5, n=1968

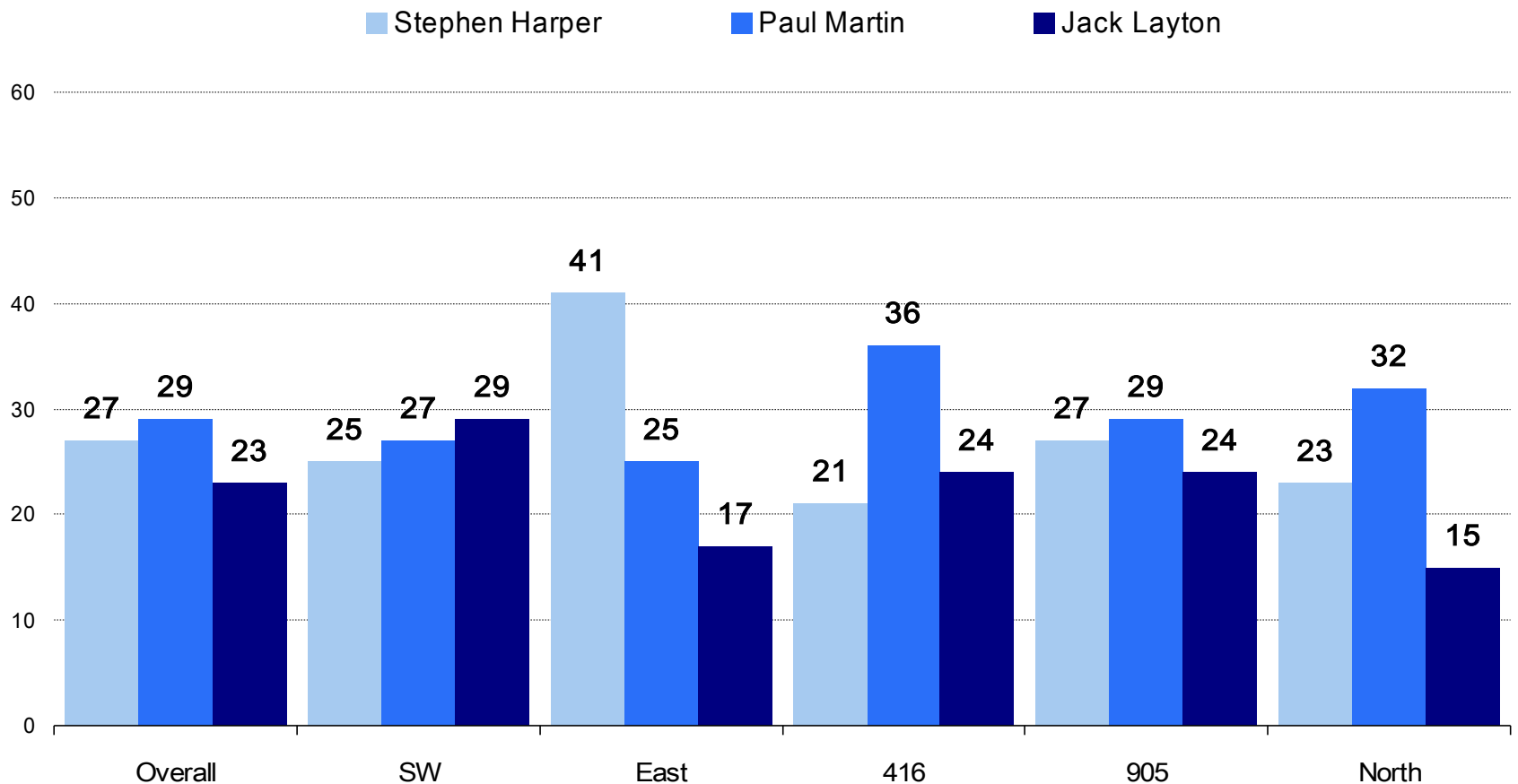
Harper dominates the west on the vision issue; Martin the east

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



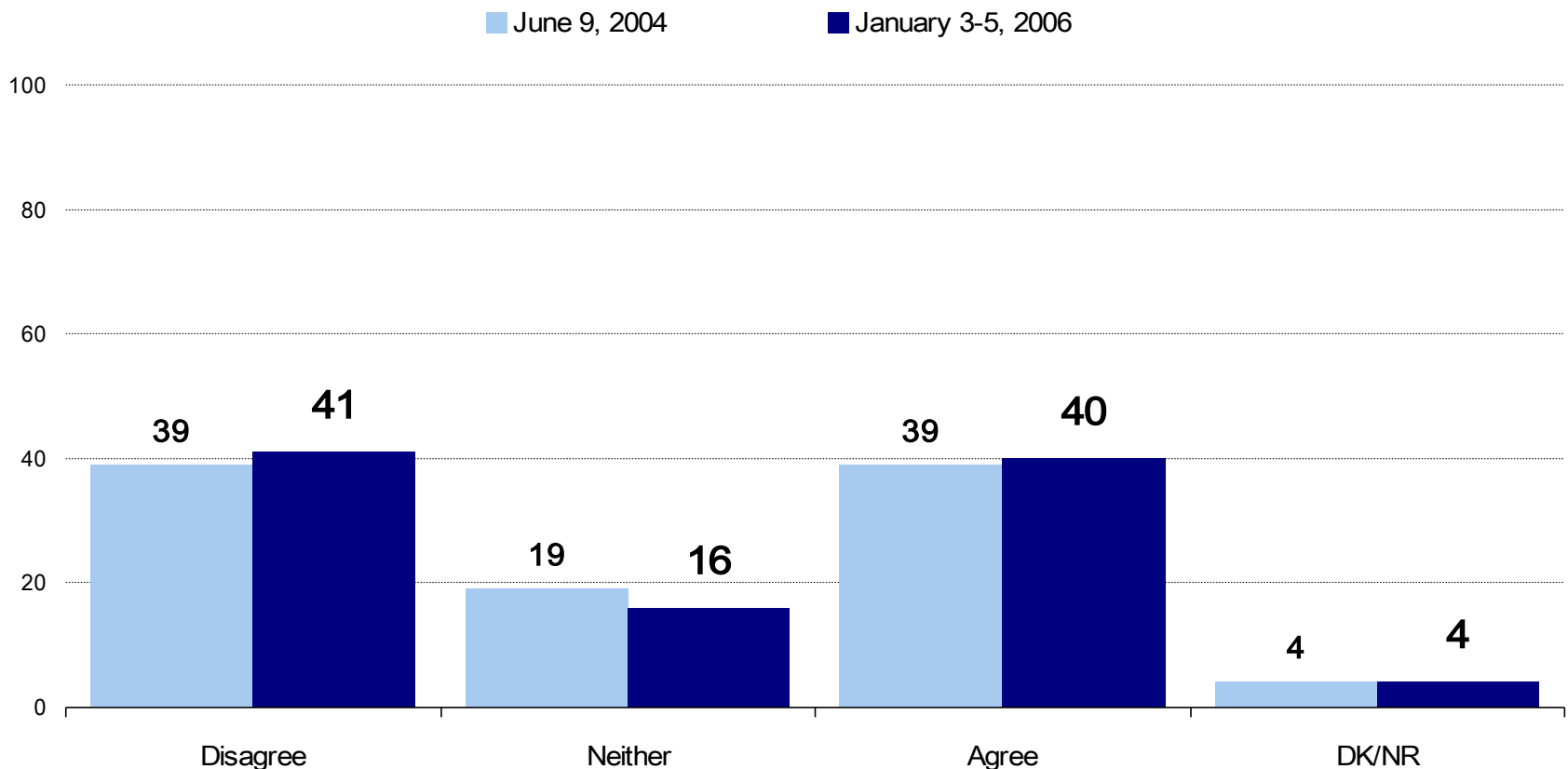
Ontarians divided over leader with “best vision”

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



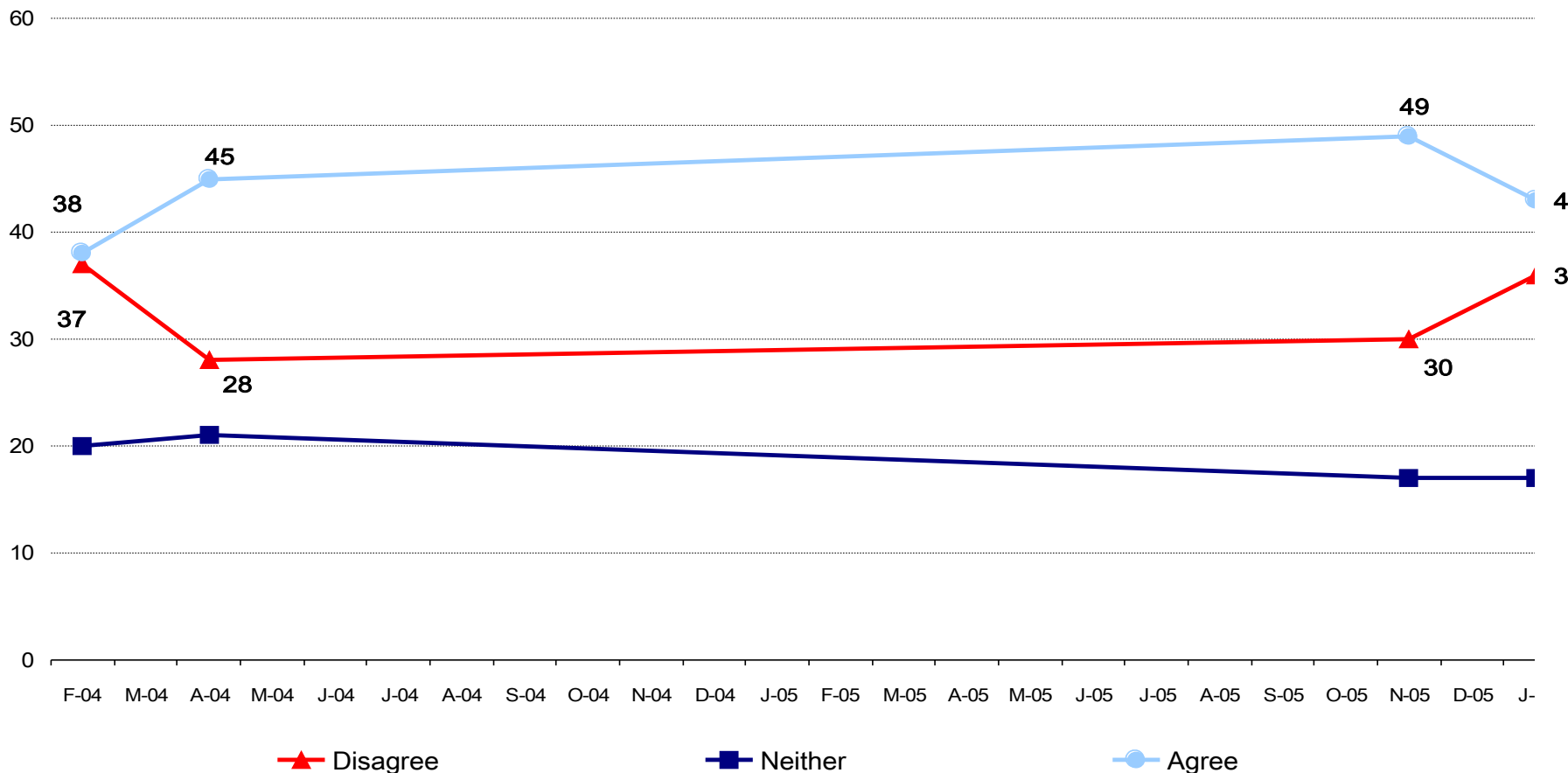
Canadians divided on potential fallout from “punishing” the Liberals

Q: I am worried that in the desire to punish Paul Martin and the Liberals, we will end up with a Conservative government that will take the country in the wrong direction.



Liberals ethics/accountability problems continue, but are moderating

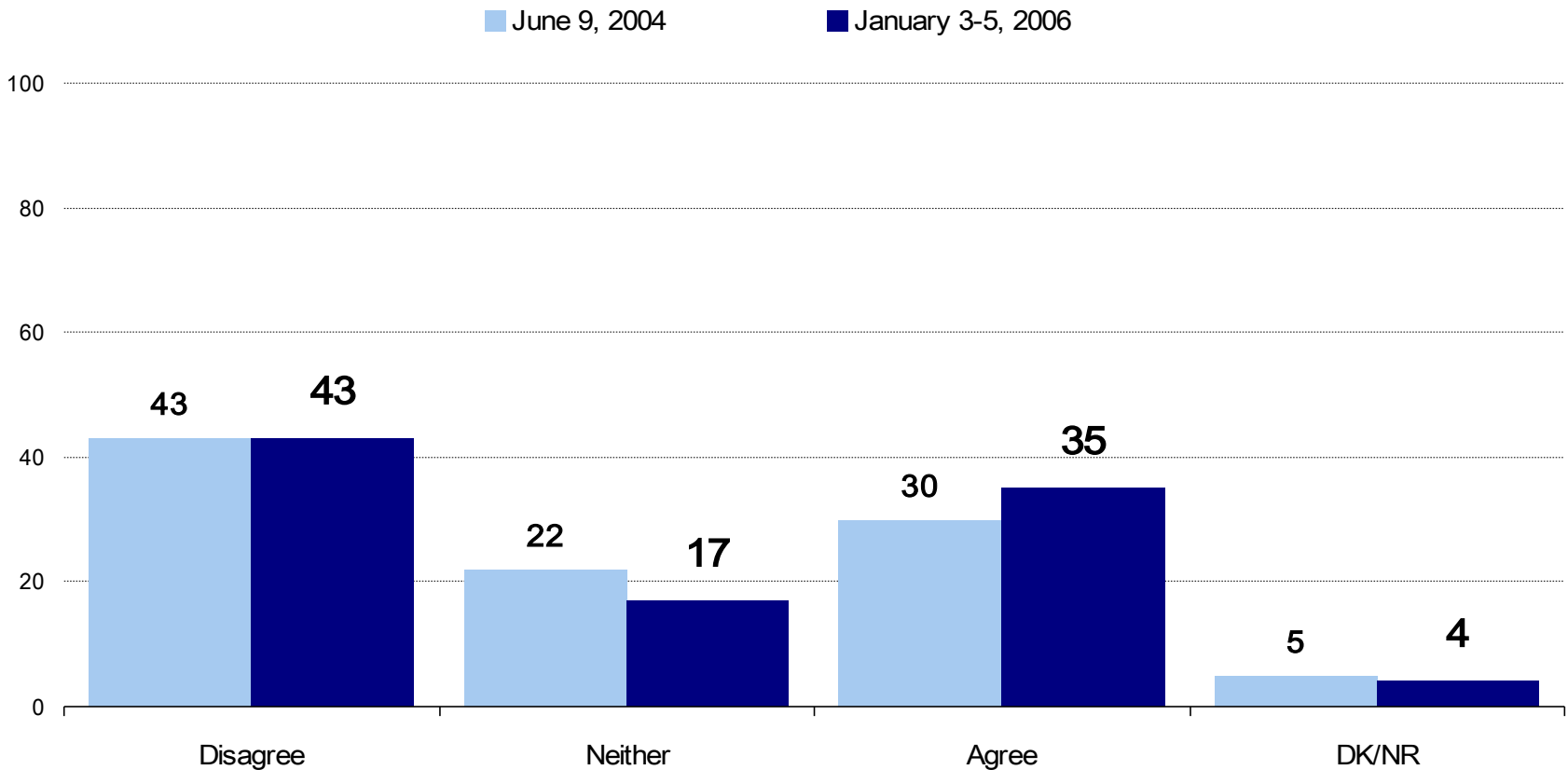
Q: I'm so disturbed by problems with ethics and accountability that I simply won't vote for the Liberals in the next election.



Base: All Canadians; most recent data point, Jan. 3-5, n=1968

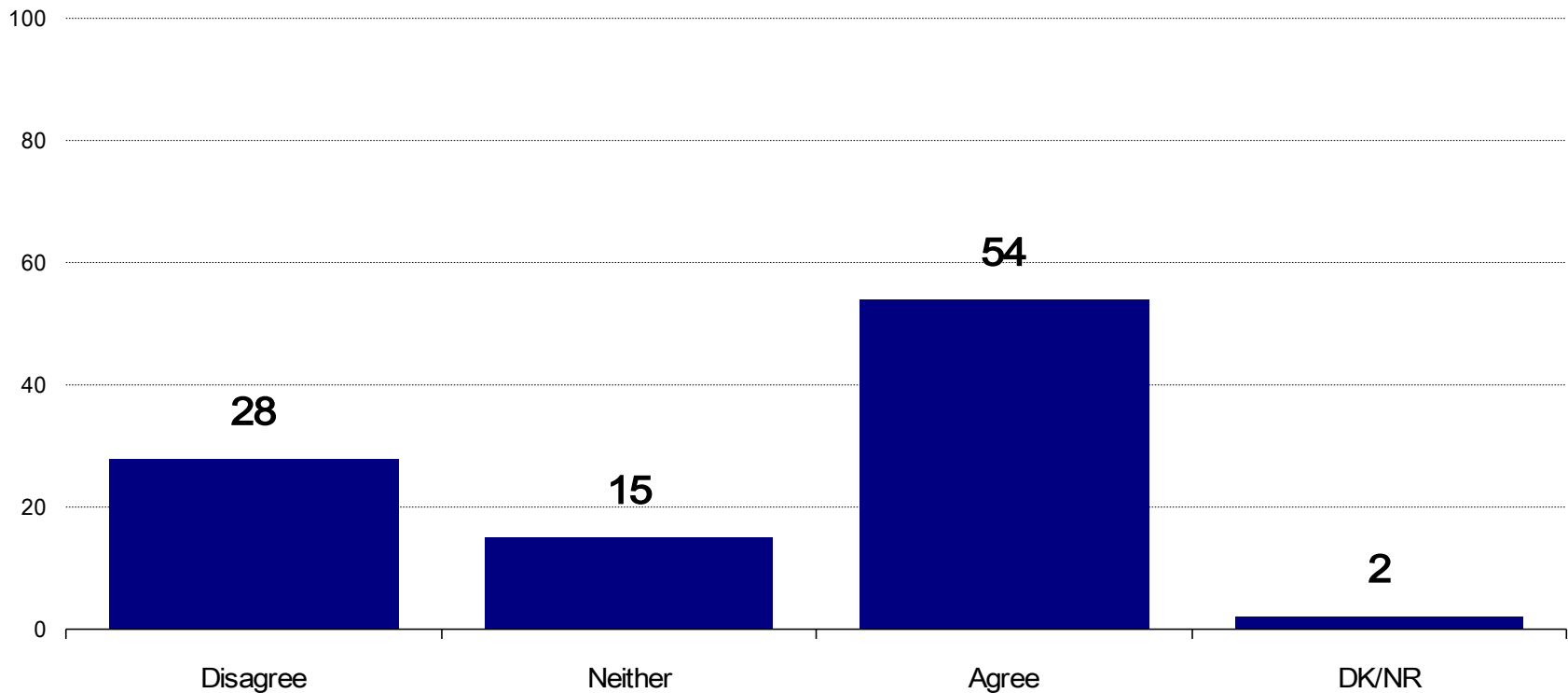
Harper and CPC able to “clean house” in Ottawa?

Q: Stephen Harper and the Conservative Party are the right team to clean house in Ottawa.



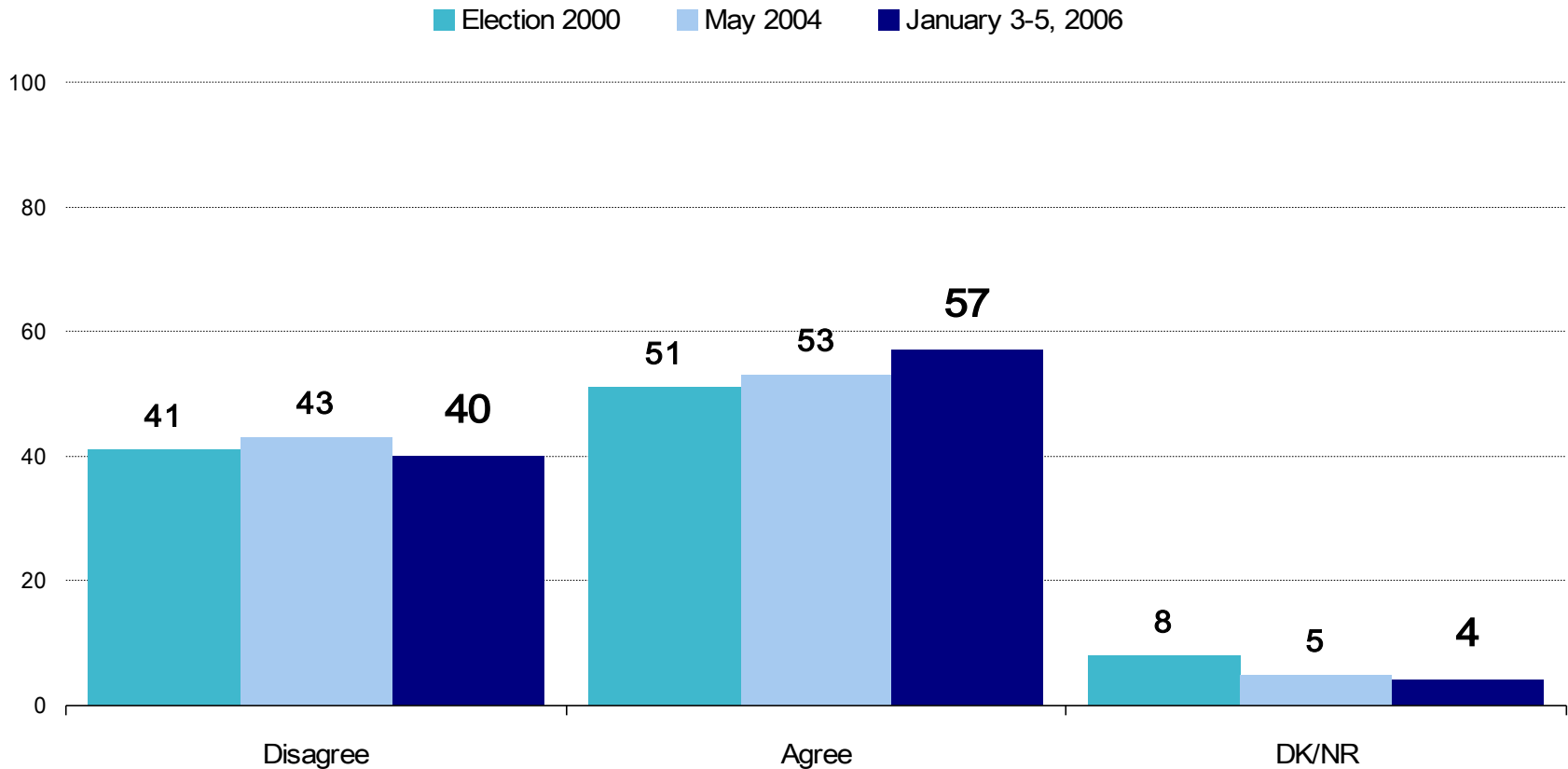
Focus on ethics seen as detrimental to national unity

Q: I think that the non-stop focus on ethics and corruption has weakened our sense of national unity and purpose.



Are BQ MPs better able to defend Quebec's interests?

Q: 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.





For more information:

Frank Graves, President
fgraves@ekos.com

Paul Adams, Executive Director
padams@ekos.com

t: 613 235 7215