



Update on the Political Landscape

December 9, 2006



EKOS

Methodology

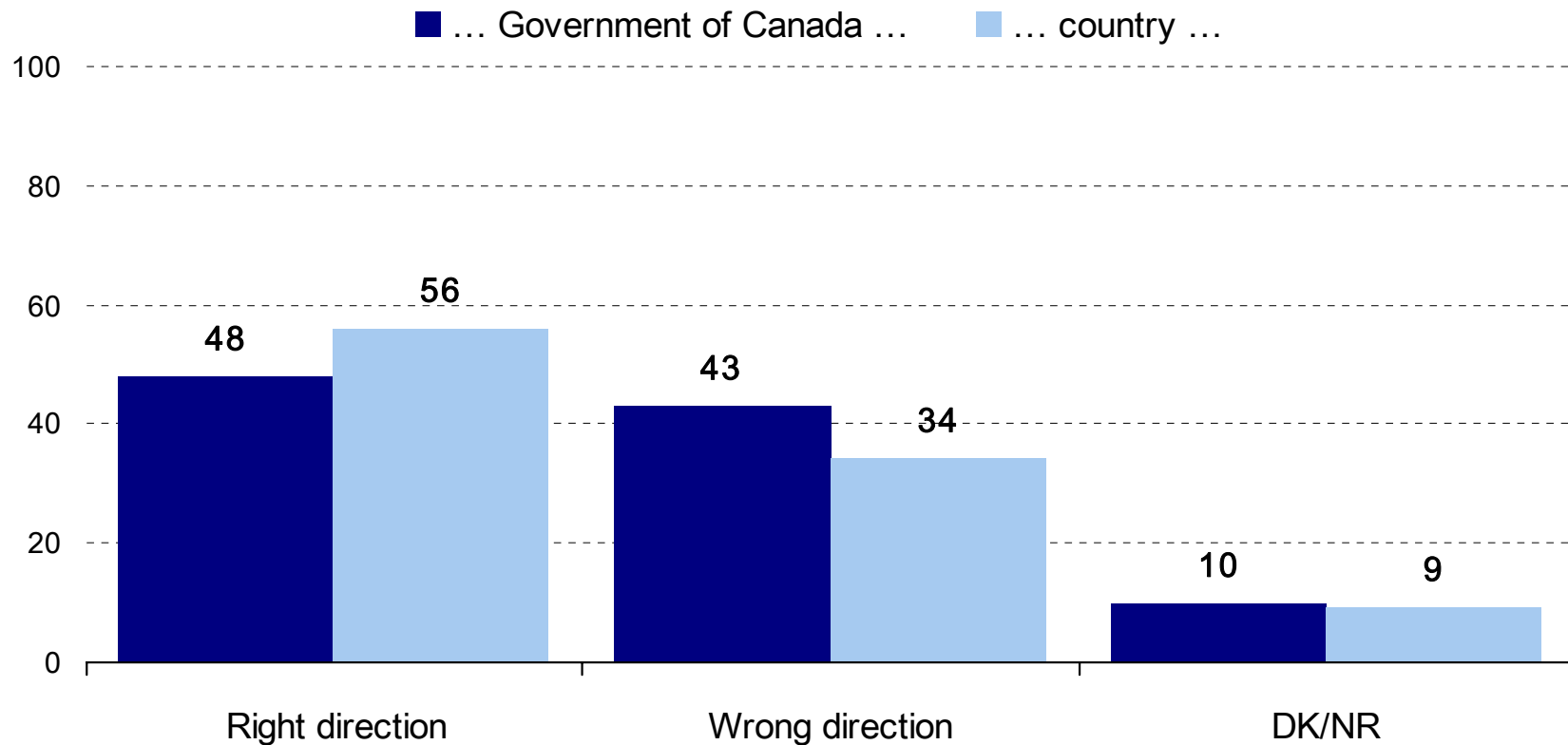
- Telephone survey of the general public
 - 1,022 interviews with a national random sample of Canadians 18 years of age and older
 - ✓ Interview period: December 5 to December 6, 2006
 - ✓ National results valid within 3.1 percentage points, 19 times out of 20
 - The margin of error increases when the 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.



General Outlook

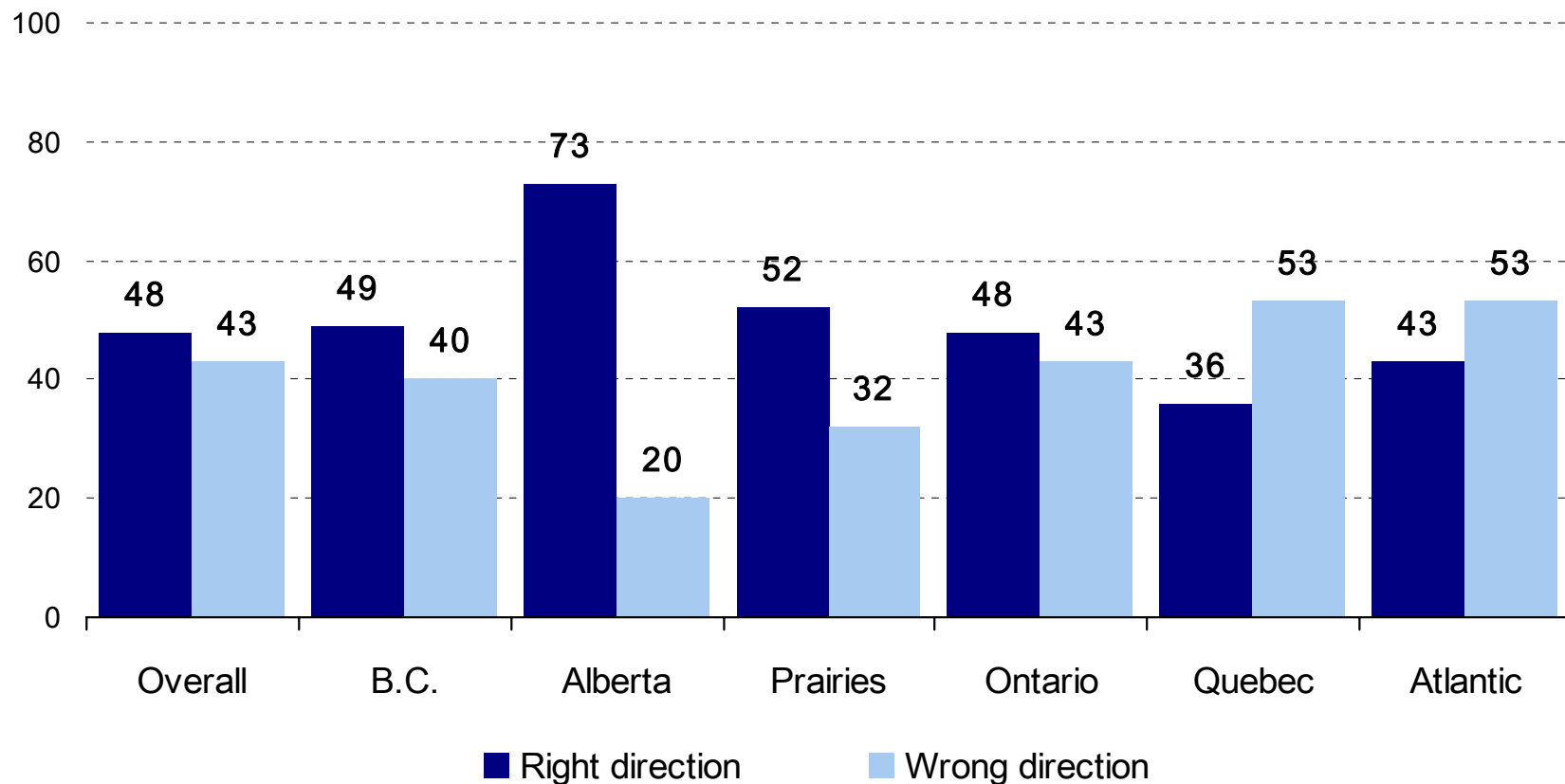
Direction of Government and country

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



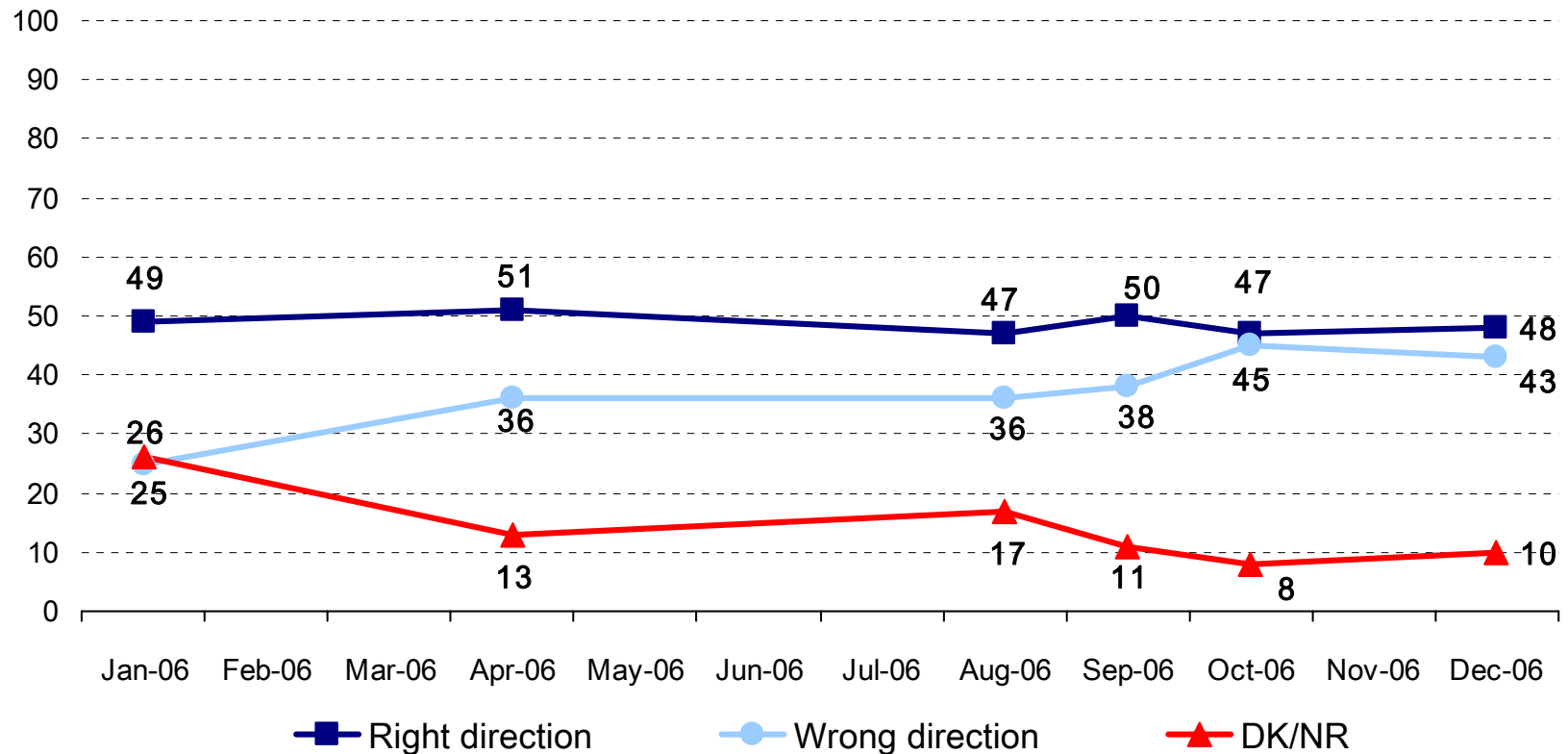
Regions strongly divided on direction of government

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



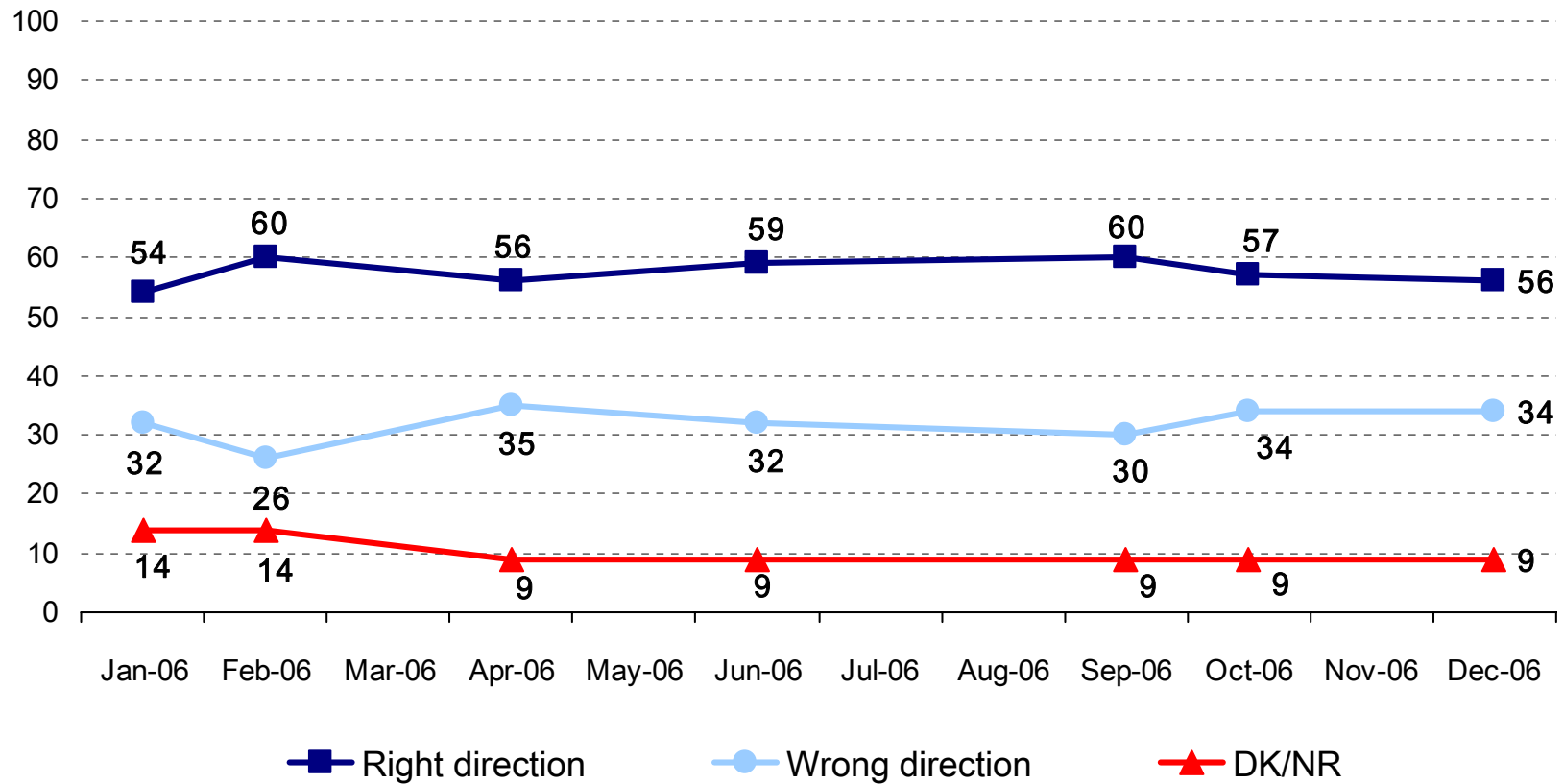
Tracking direction of Government since the election

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 since the election

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

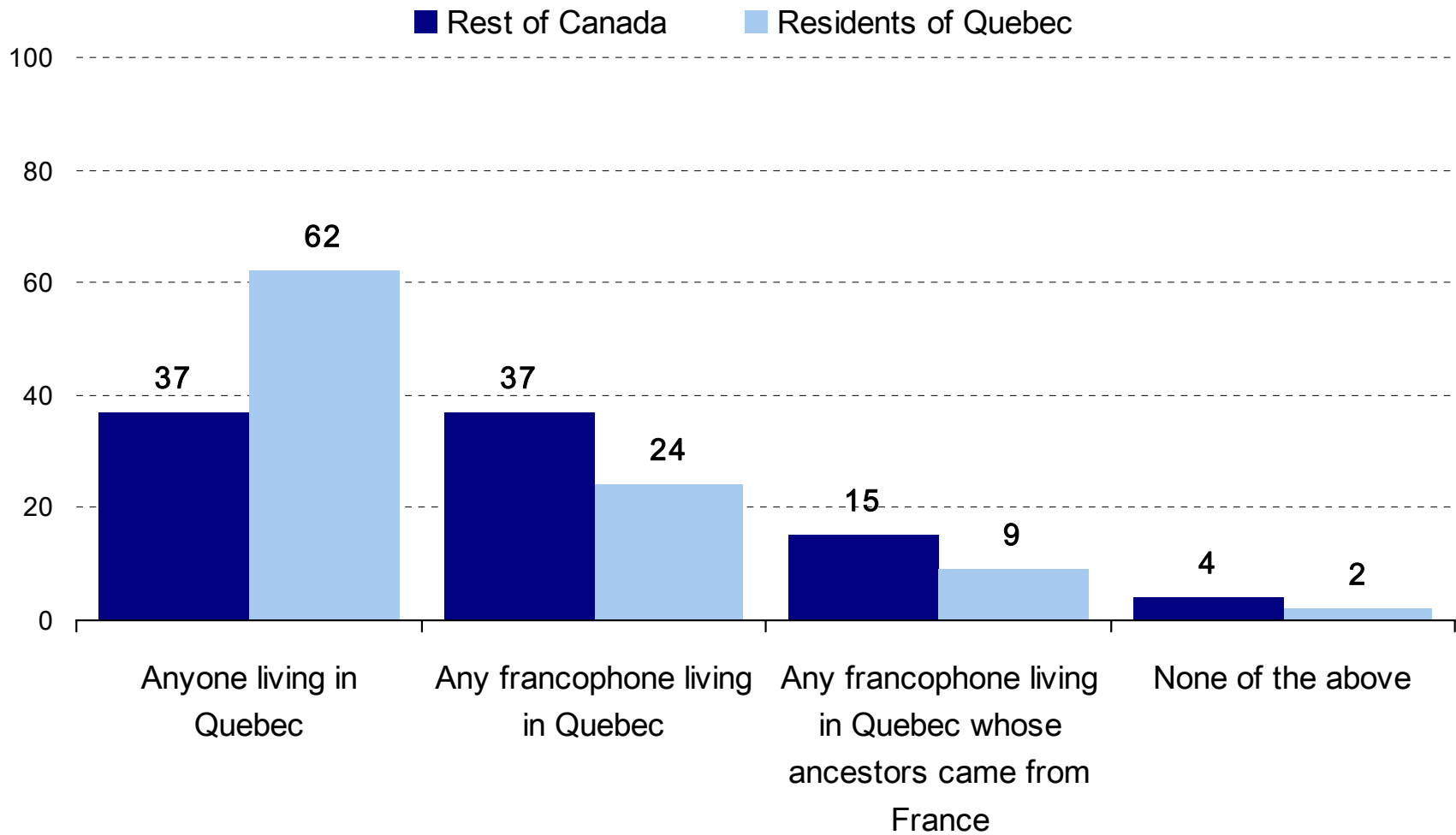




Views on Quebec

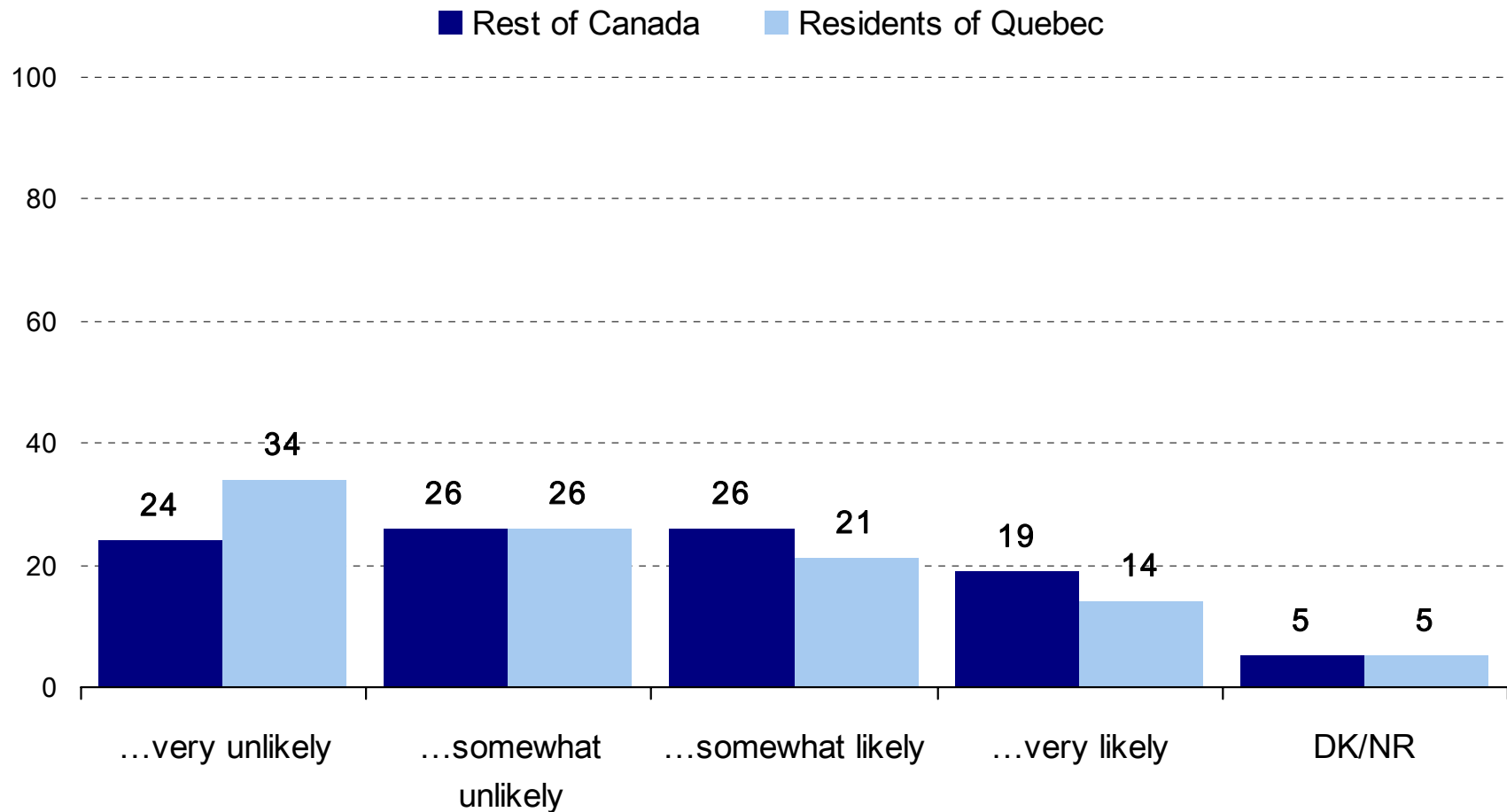
Definition of "Quebecois"

Q: Which of the following definitions of the word "Quebecois" would you say comes closest to your own.



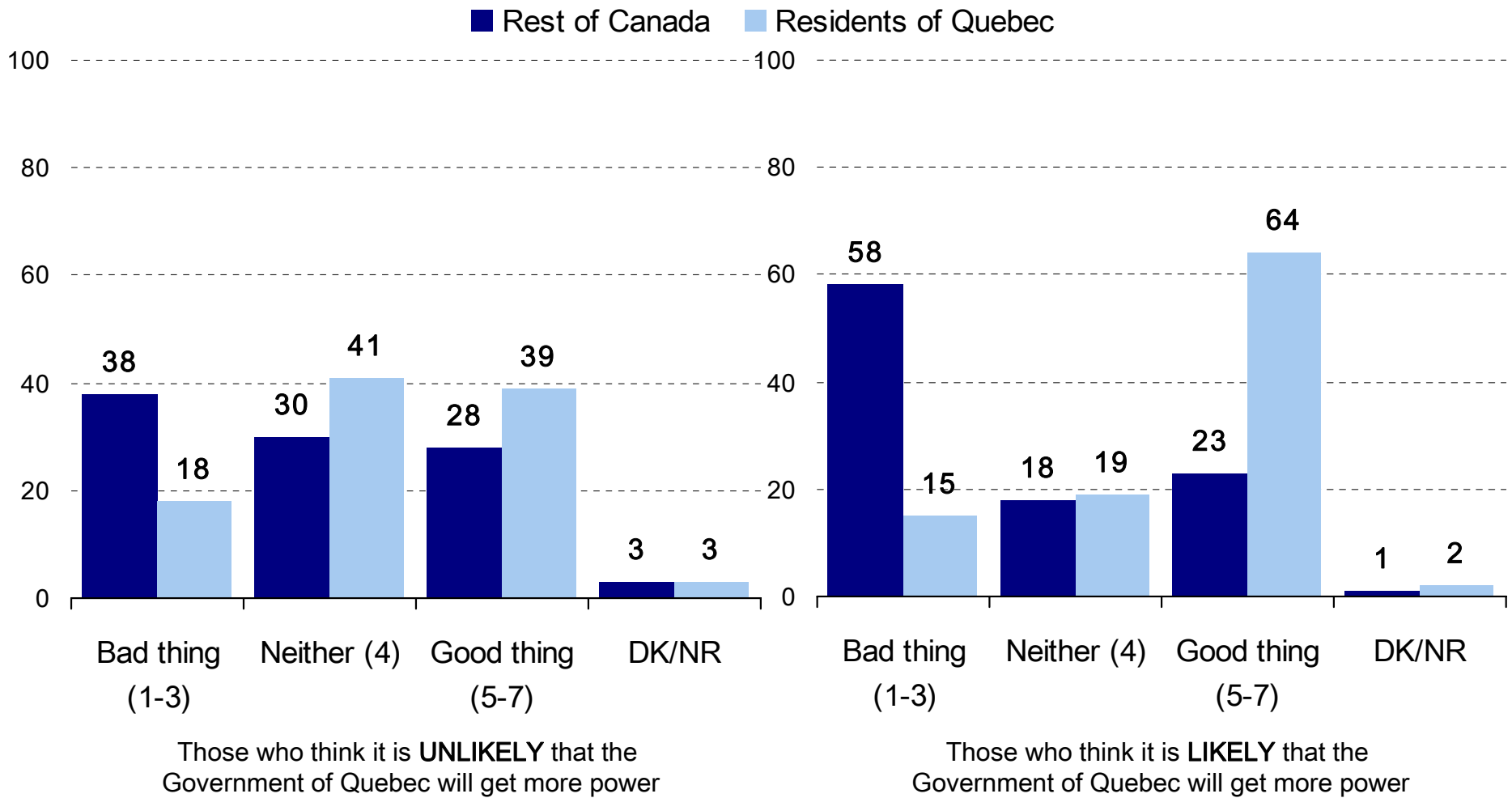
Likelihood of “nation” recognition resulting in more power for Quebec

Q: Do you think that the recognition of the Quebecois as a nation is likely to lead to greater powers for the Government of Quebec? Would you say this is...



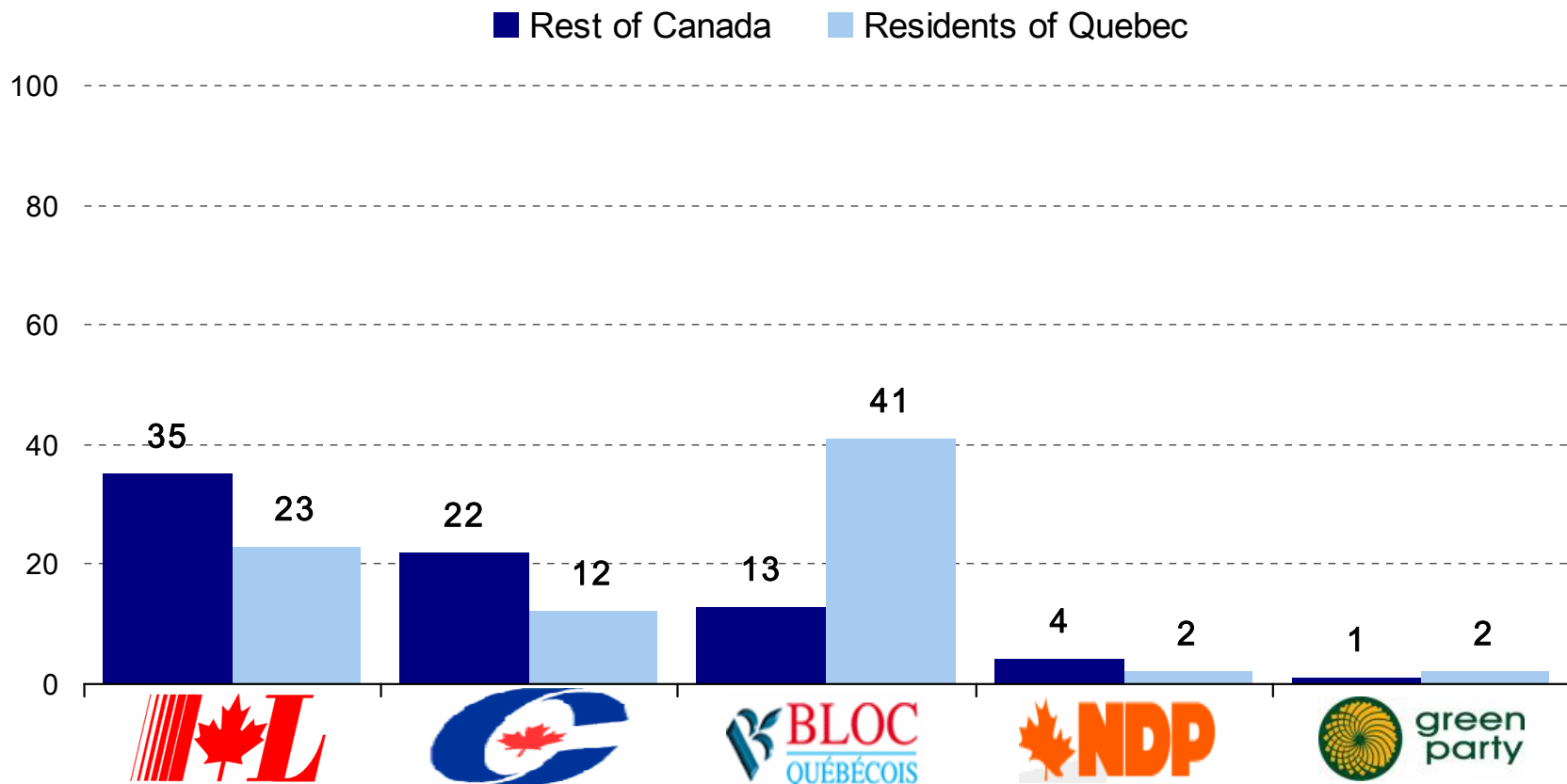
More power seen as a bad thing by ROC, while welcomed in Quebec

Q: Is this a good or a bad thing?



Political party best able to handle the Quebec sovereignty issue

Q: What federal party do you think is best able to handle the issue of whether Quebec becomes sovereign or remains in Canada?



Note: 16 per cent of Quebec residents and 21 per cent of the rest of Canadians did not provide an answer to this question.



Election Issues

Social issues rank as number one election issue (unprompted)

Q: In helping you to decide which party to vote for in the coming federal election, what issue is the most important to you?

Issue	Jan. 06 (pre-election)	Dec. 06
Social Issues / Health / Education	33	23
Fiscal issues / the economy / taxes / debt	21	18
The environment	4	15
National defence / military / Afghanistan / foreign policy	2	9
National unity	3	4
Ethics and accountability	15	3
Public safety / security	-	2
Other	4	18
DK/NR	8	9

LPC strongest on social issues, CPC on fiscal, GPC on environment

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

Top 4 issues	% "most important" issue	% best party to deal with issue					
		CPC	LPC	NDP	BQ	GPC	Do not know
...social issues...	23	18	<u>27</u>	22	5	1	26
...fiscal issues...	18	<u>48</u>	23	4	1	2	19
...the environment...	15	4	31	13	5	<u>35</u>	9
...foreign policy / Afghanistan / etc...	9	20	<u>38</u>	15	4	0	22

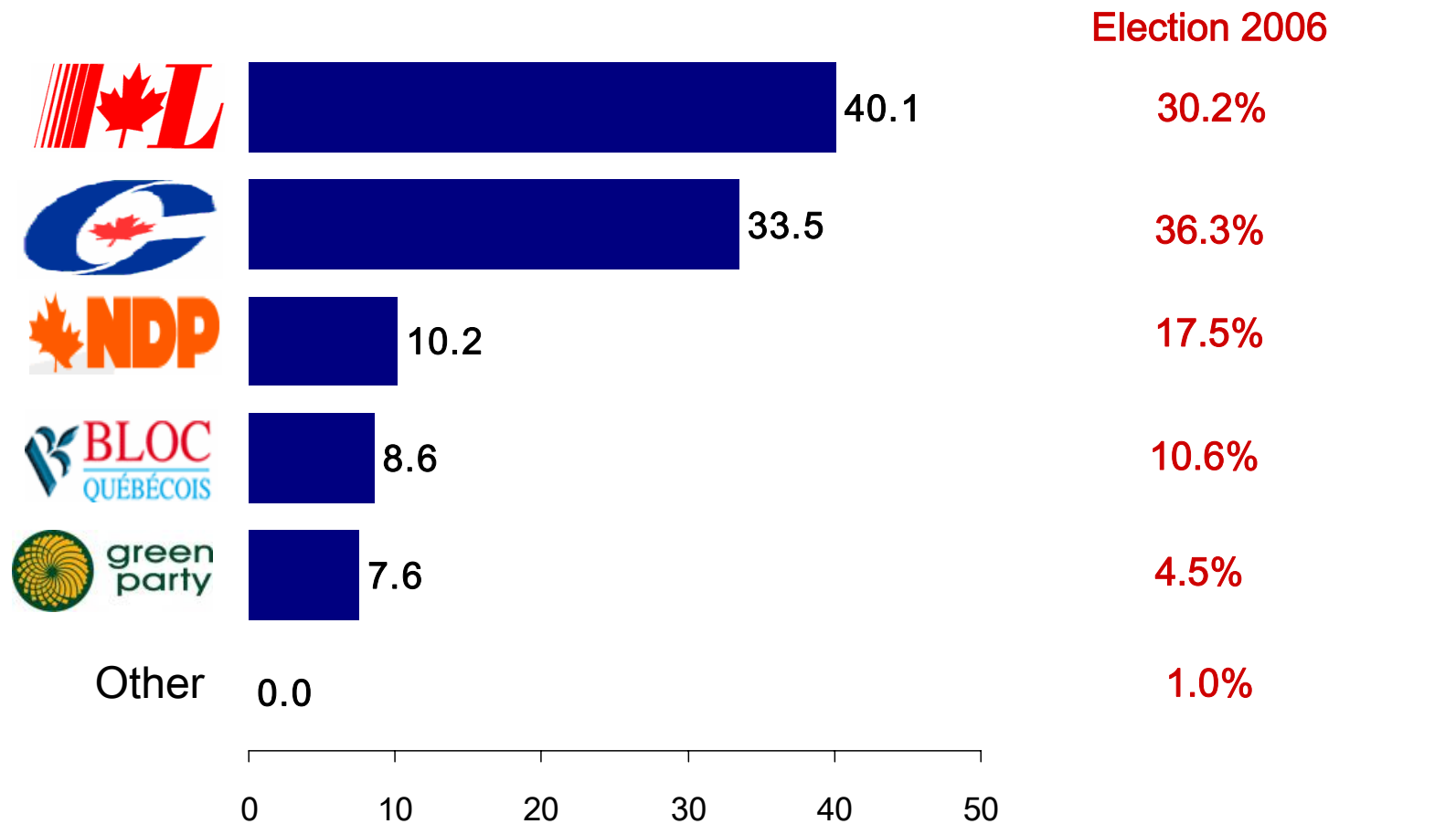
*Refers to issue identified by respondent as being the most important in helping them decide which party to vote for in an election.



Vote Intention

Federal voting intentions

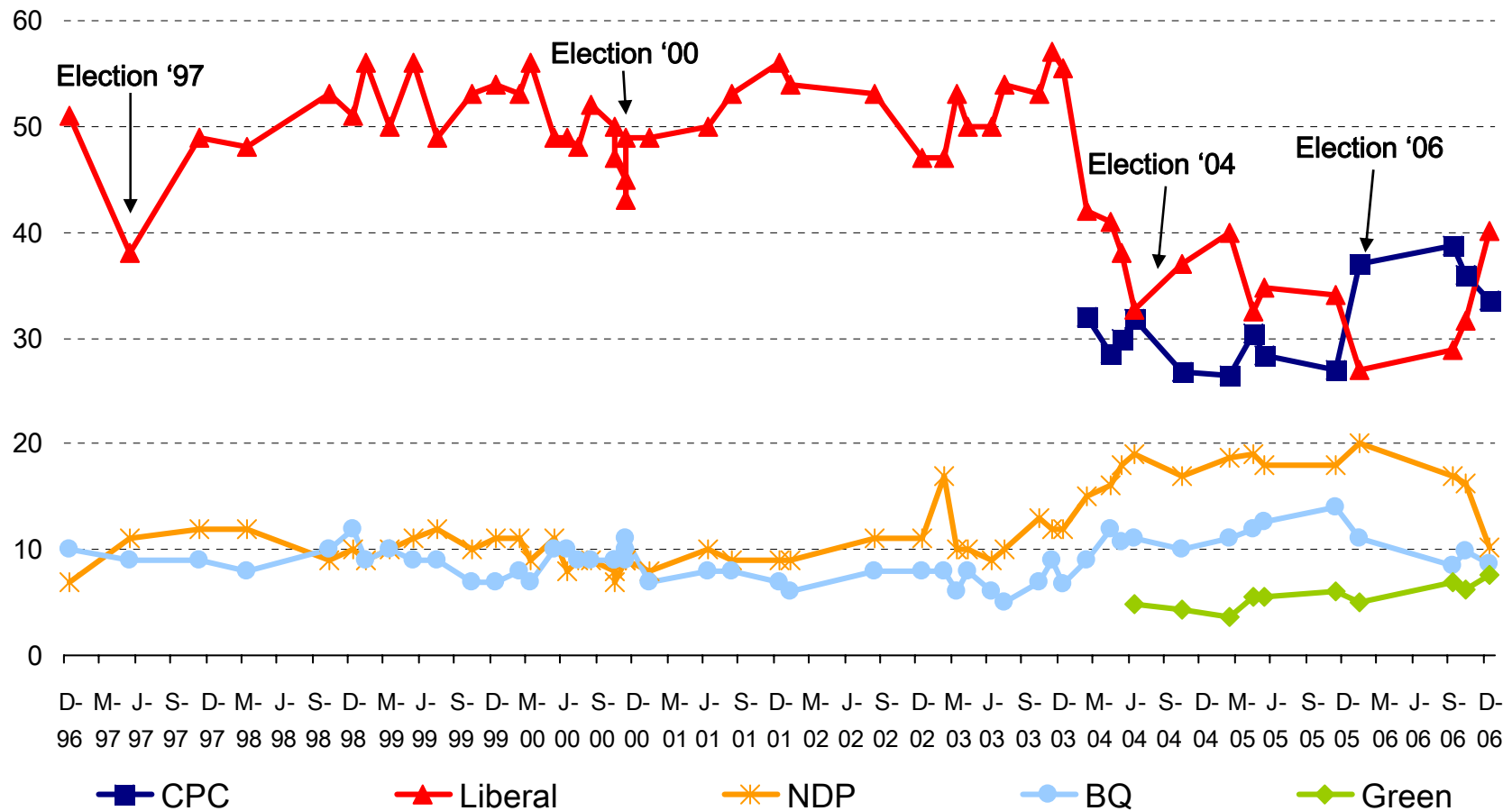
Q: If a federal election were held tomorrow, which party would you vote for?



Undecided/declined: 7.1%
Would/could not vote: 2.8%

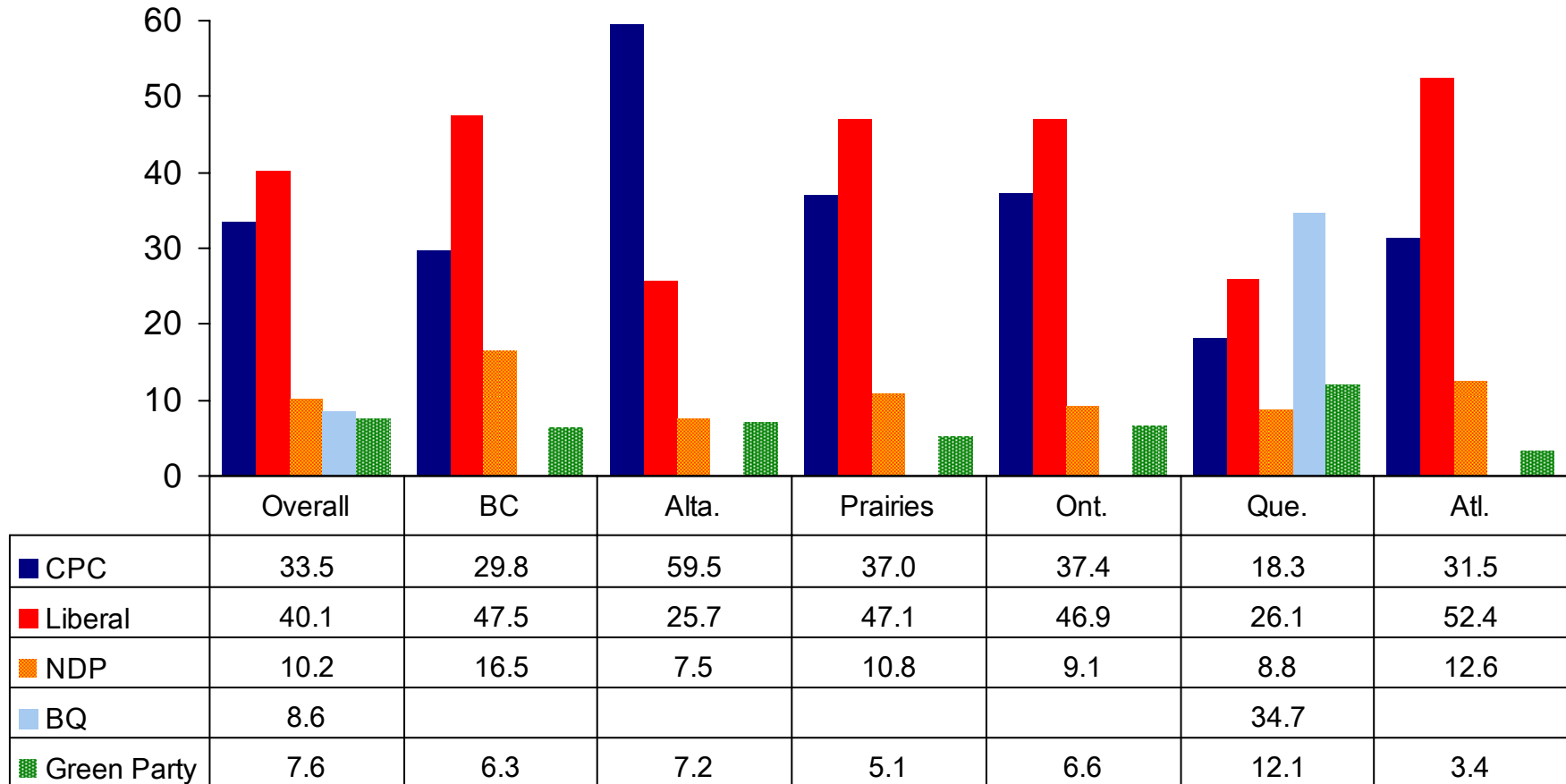
National federal vote intentions: long-term trend

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



Federal voting intentions: regional

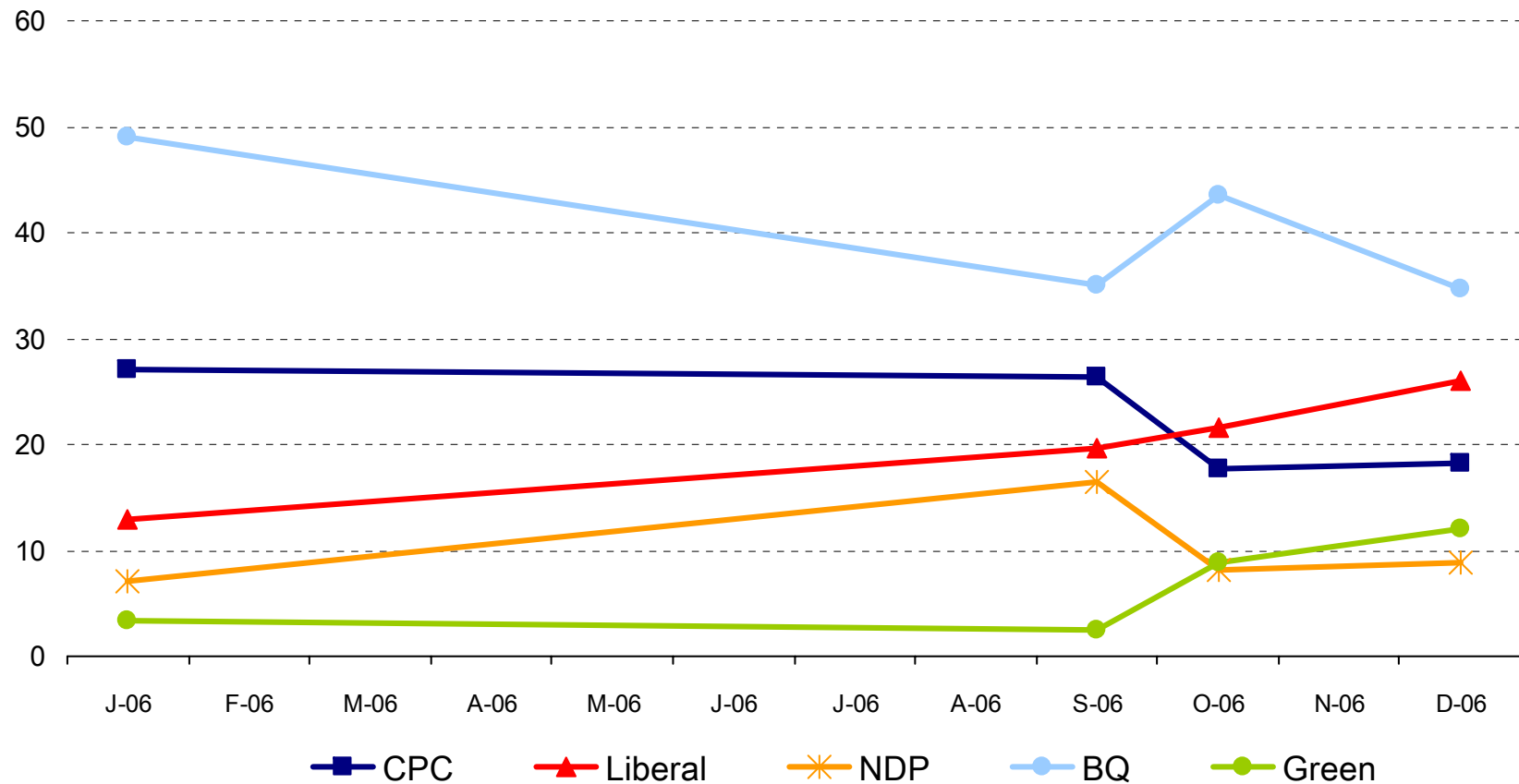
Q: If a federal election were held tomorrow, which party would you vote for?



■ CPC ■ Liberal ■ NDP ■ BQ ■ Green Party

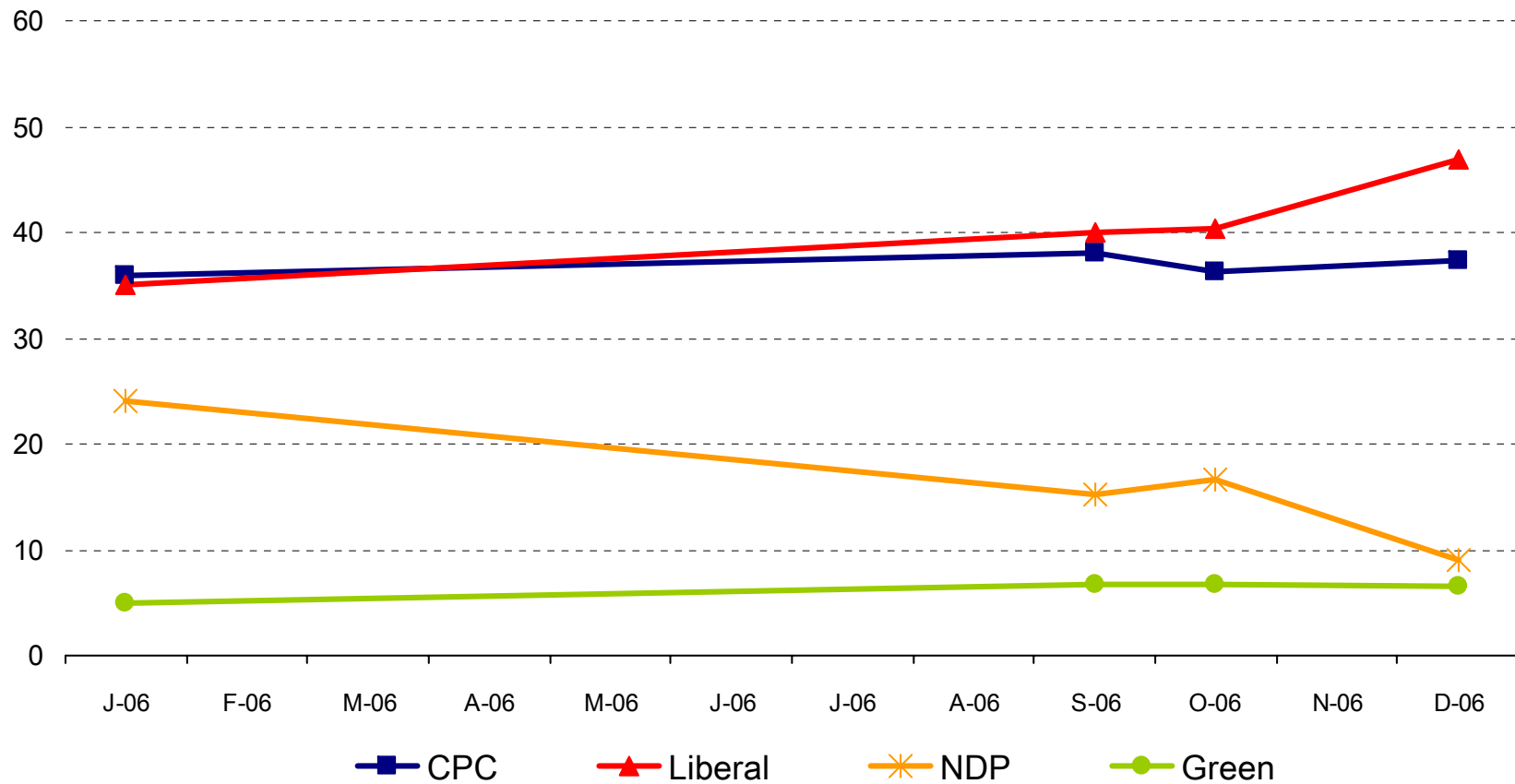
Quebec federal vote intentions: trend since 2006 election

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



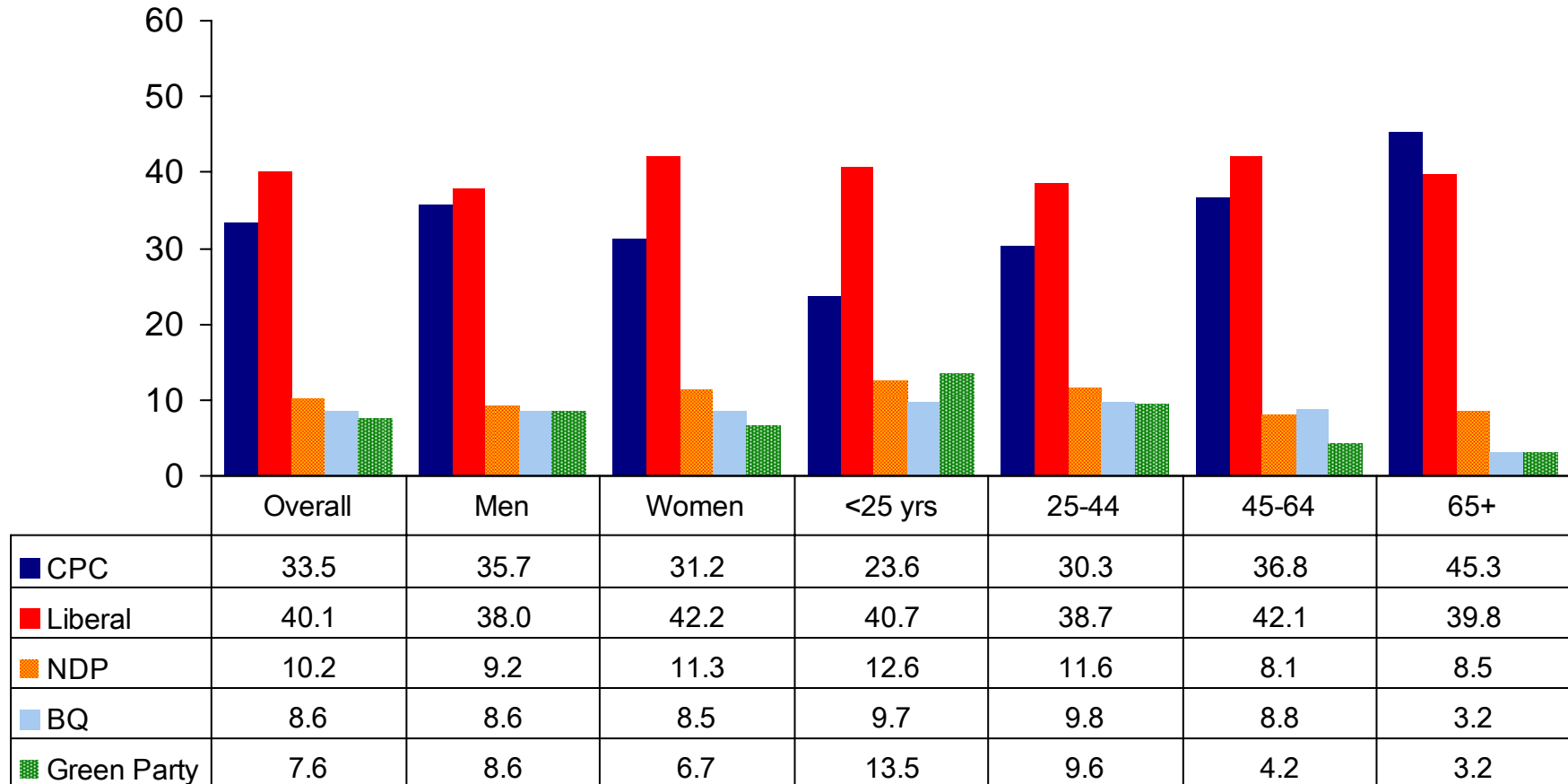
Ontario federal vote intentions: trend since 2006 election

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



Federal voting intentions: gender and age

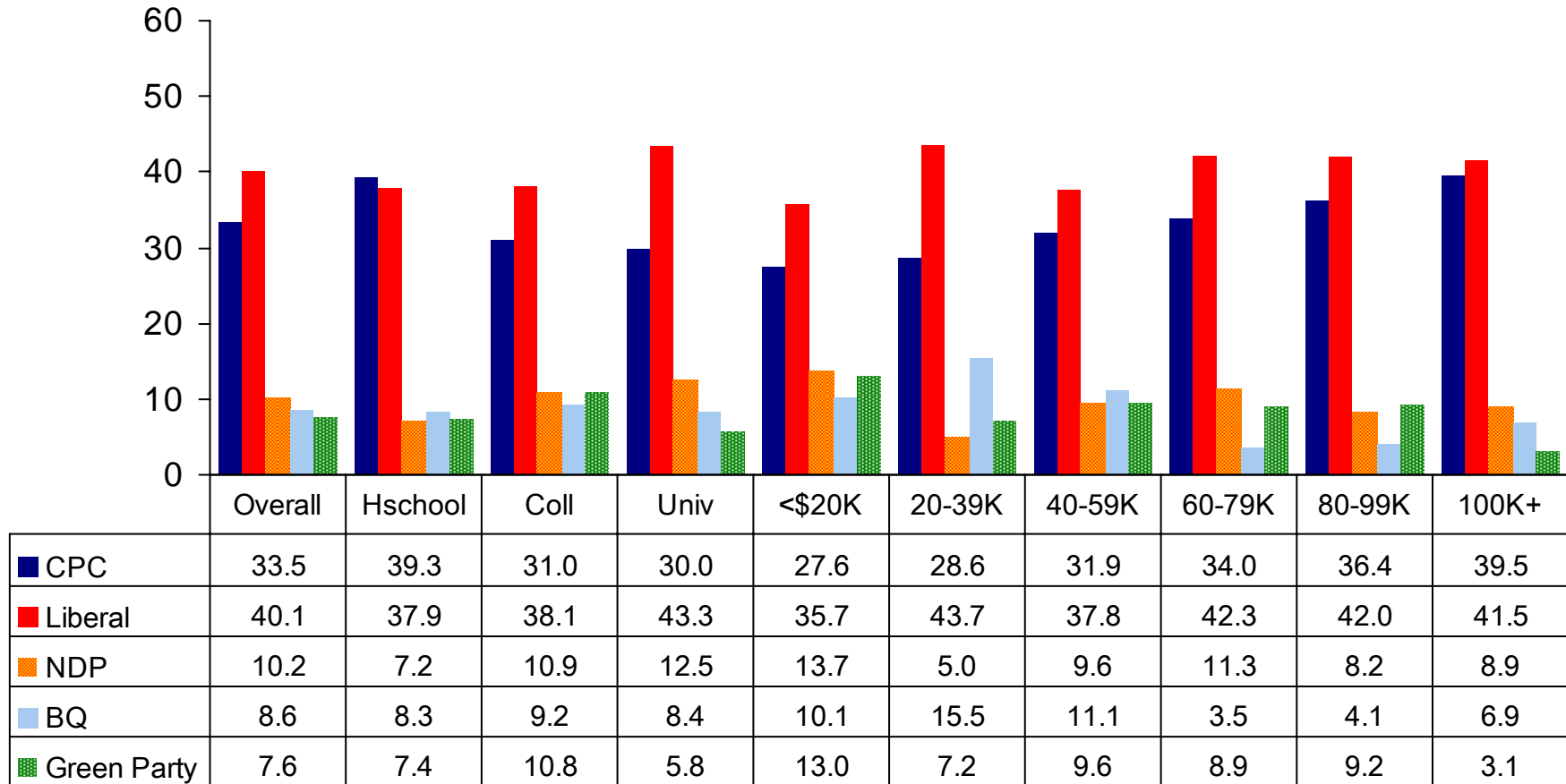
Q: If a federal election were held tomorrow, which party would you vote for?



■ CPC ■ Liberal ■ NDP ■ BQ ■ Green Party

Federal voting intentions: education and income

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



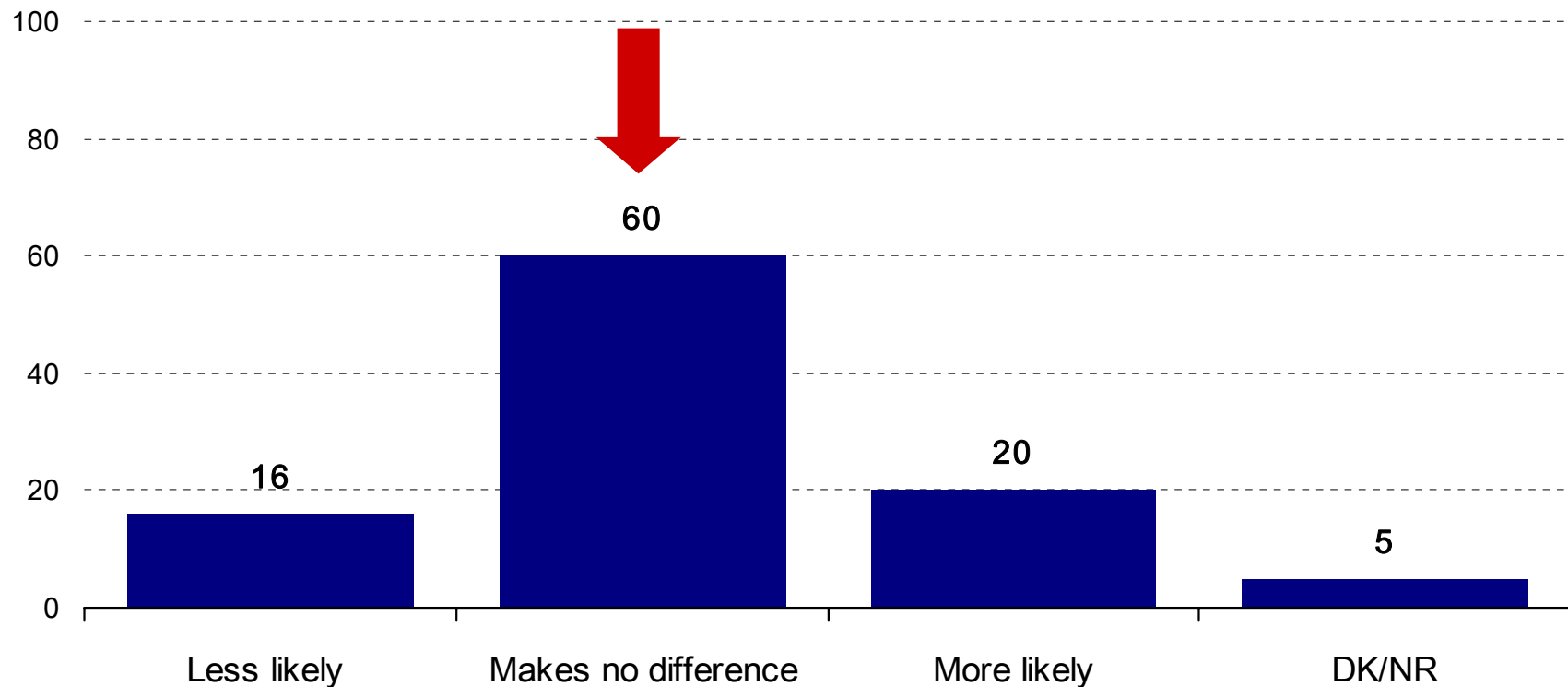
■ CPC ■ Liberal ■ NDP ■ BQ ■ Green Party



Views on the Leaders and their Parties

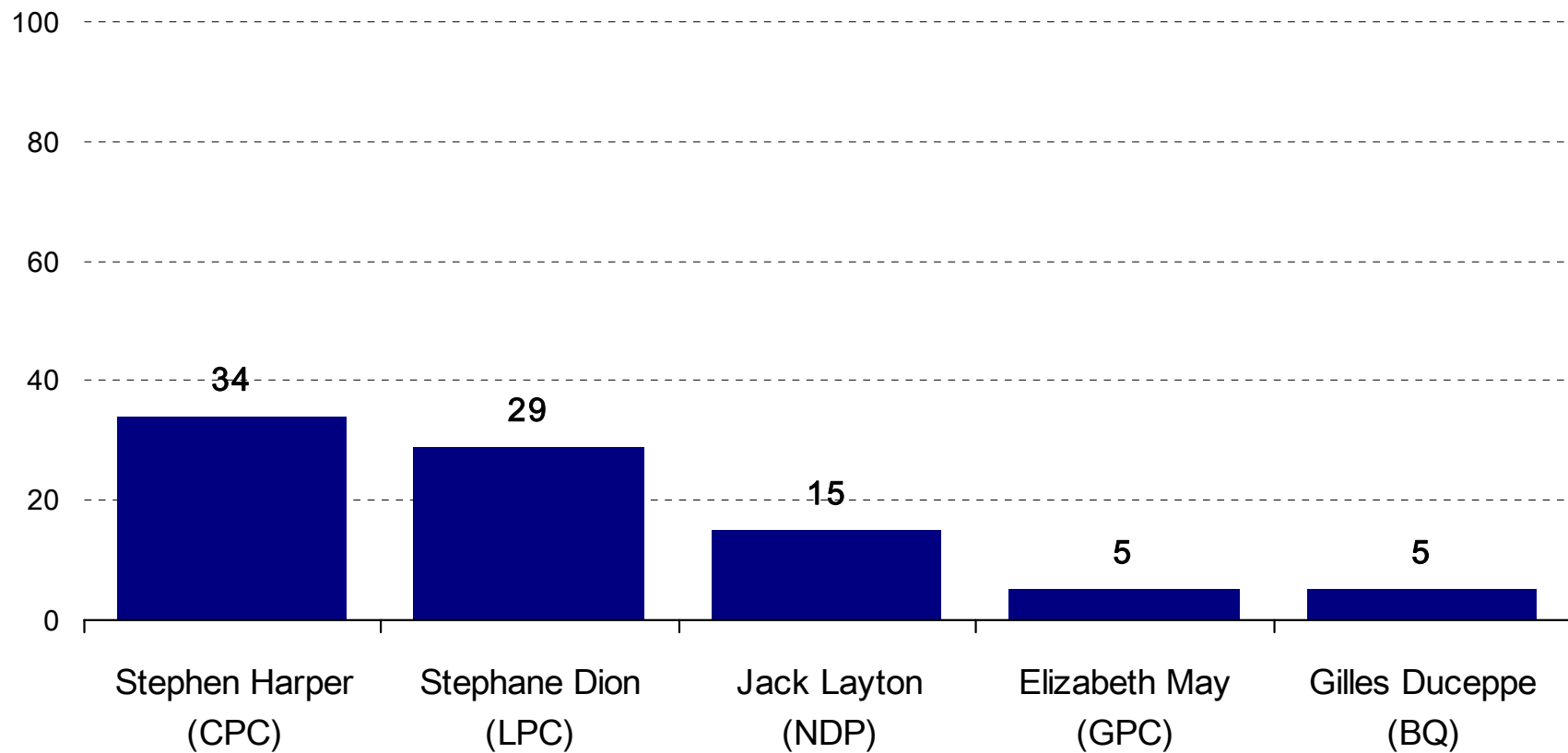
Impact of Dion on likelihood of voting Liberal in next election

Q: As you may be aware, the Liberal Party of Canada chose Stephane Dion as its new leader at a convention on the weekend. Would you say that the election of Stephane Dion makes you more or less likely to vote Liberal in the next federal election, or does it make no difference?



Best Prime Minister

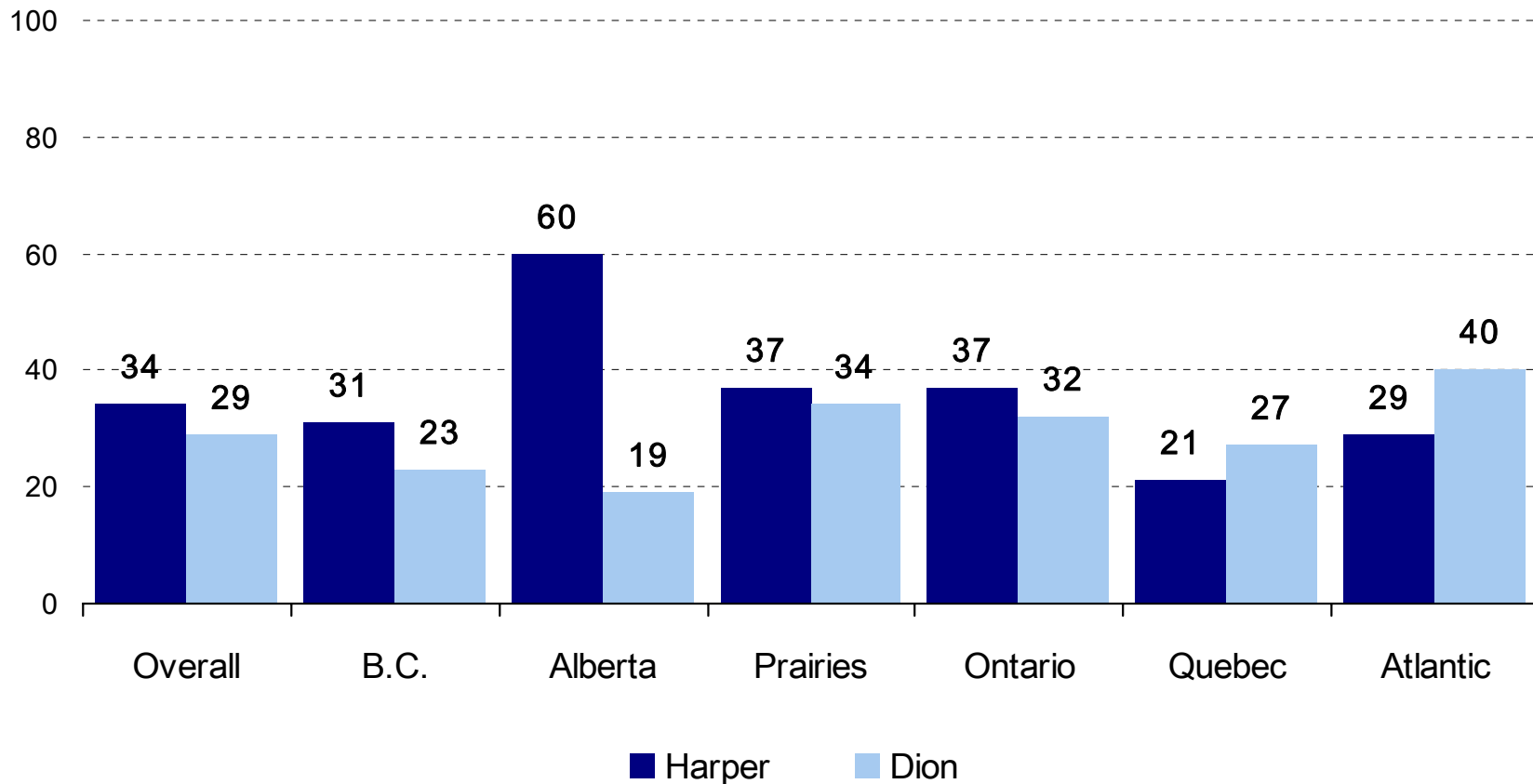
Q: Which of the current federal party leaders do you think would make the best Prime Minister of Canada?



None of the leaders (unprompted): 5%
Do not know / no response: 8%

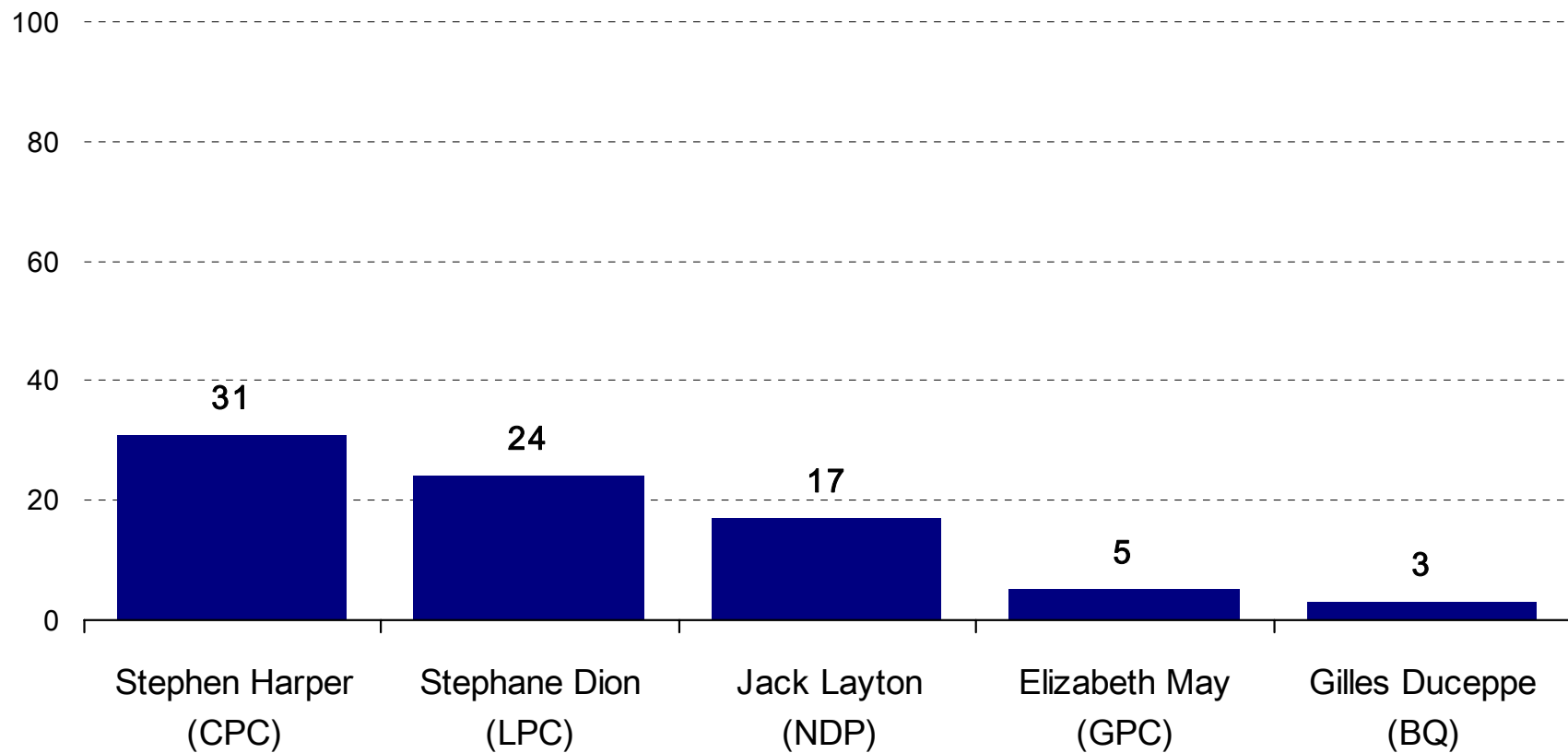
Best Prime Minister by region – Harper vs. Dion

Q: Which of the current federal party leaders do you think would make the best Prime Minister of Canada?



Leader with best vision for the country

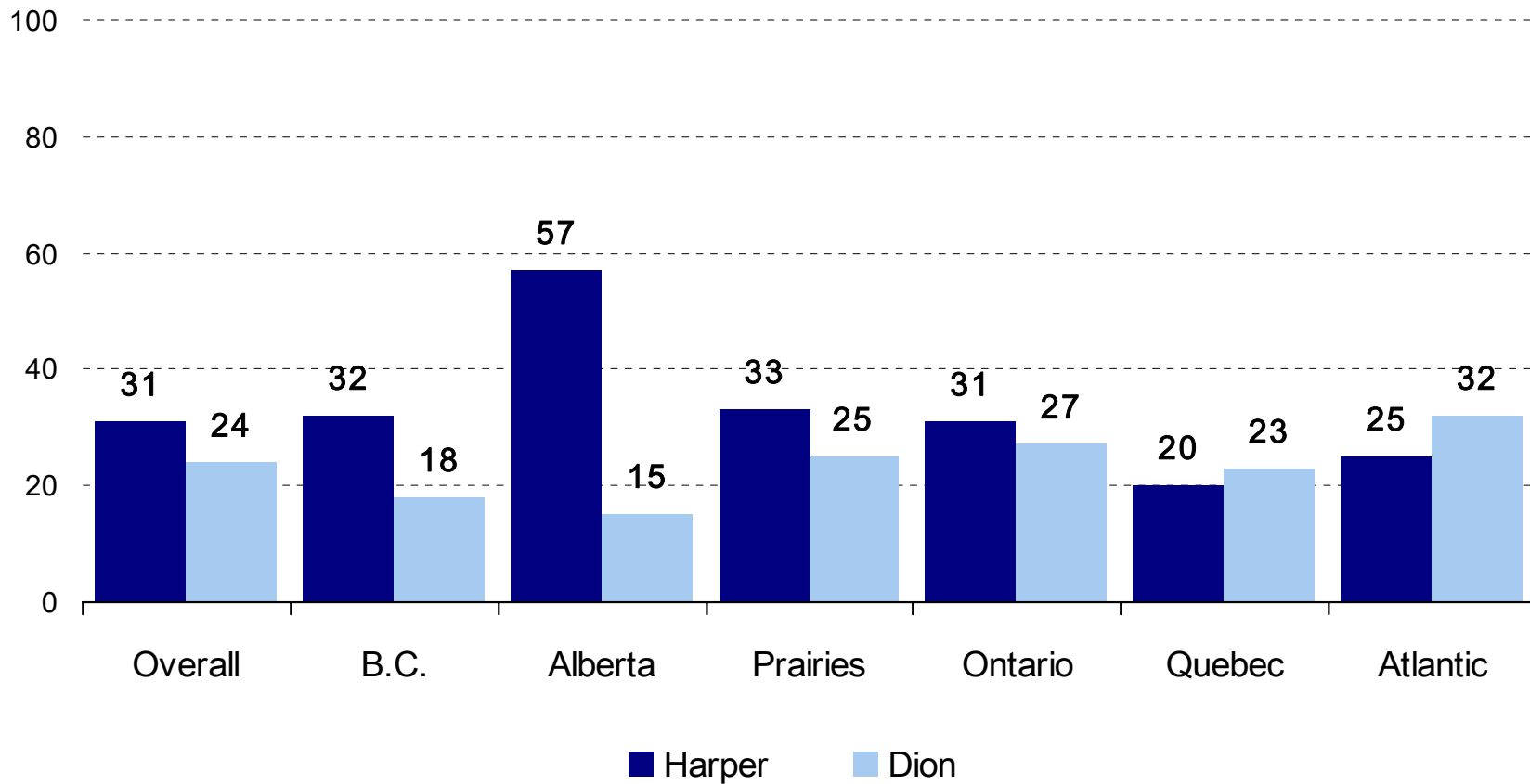
Q: Which leader do you think has the best vision for the future of the country?



None of the leaders (unprompted): 5%
Do not know / no response: 15%

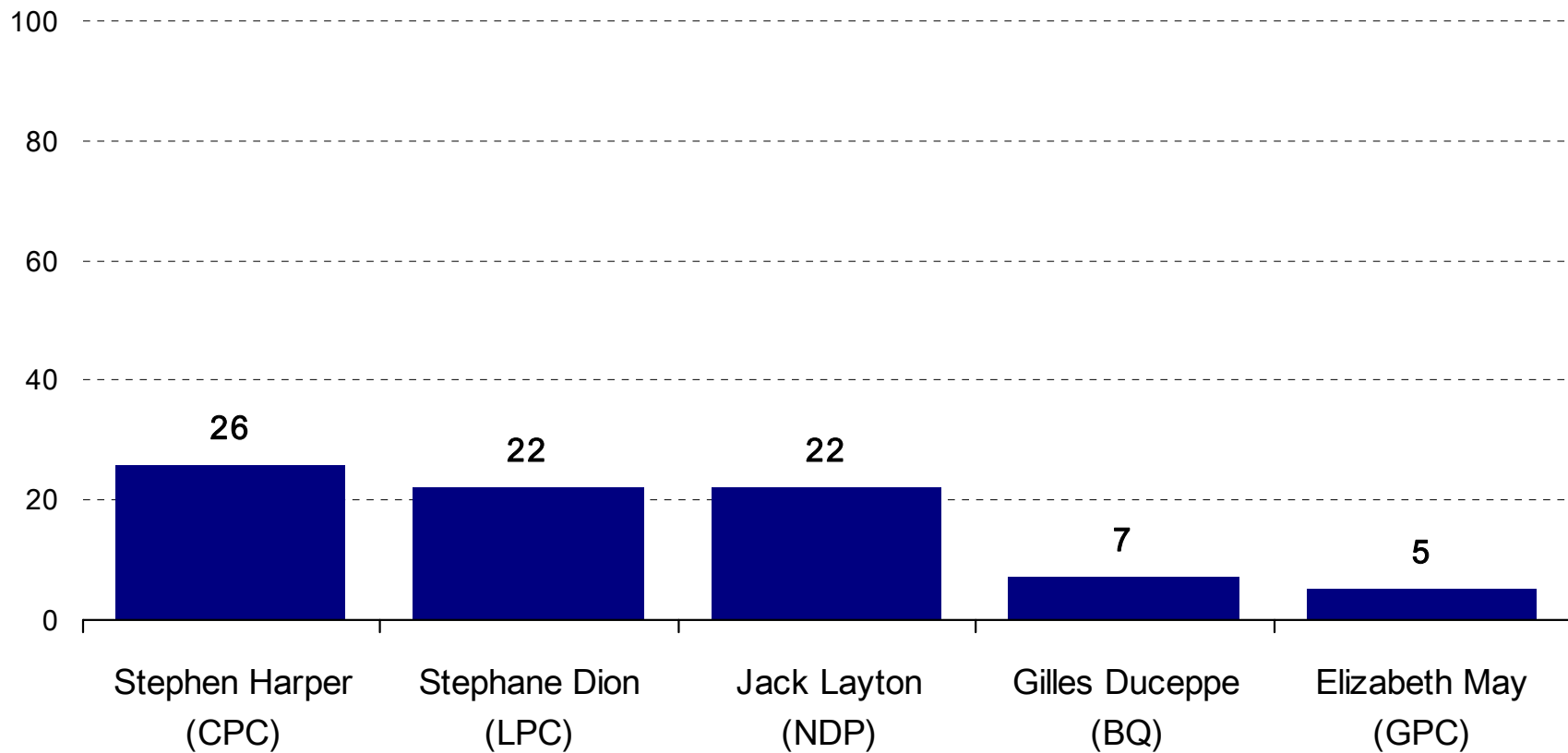
Leader with best vision by region – Harper vs. Dion

Q: Which leader do you think has the best vision for the future of the country?



Leader with best understanding of Canadians

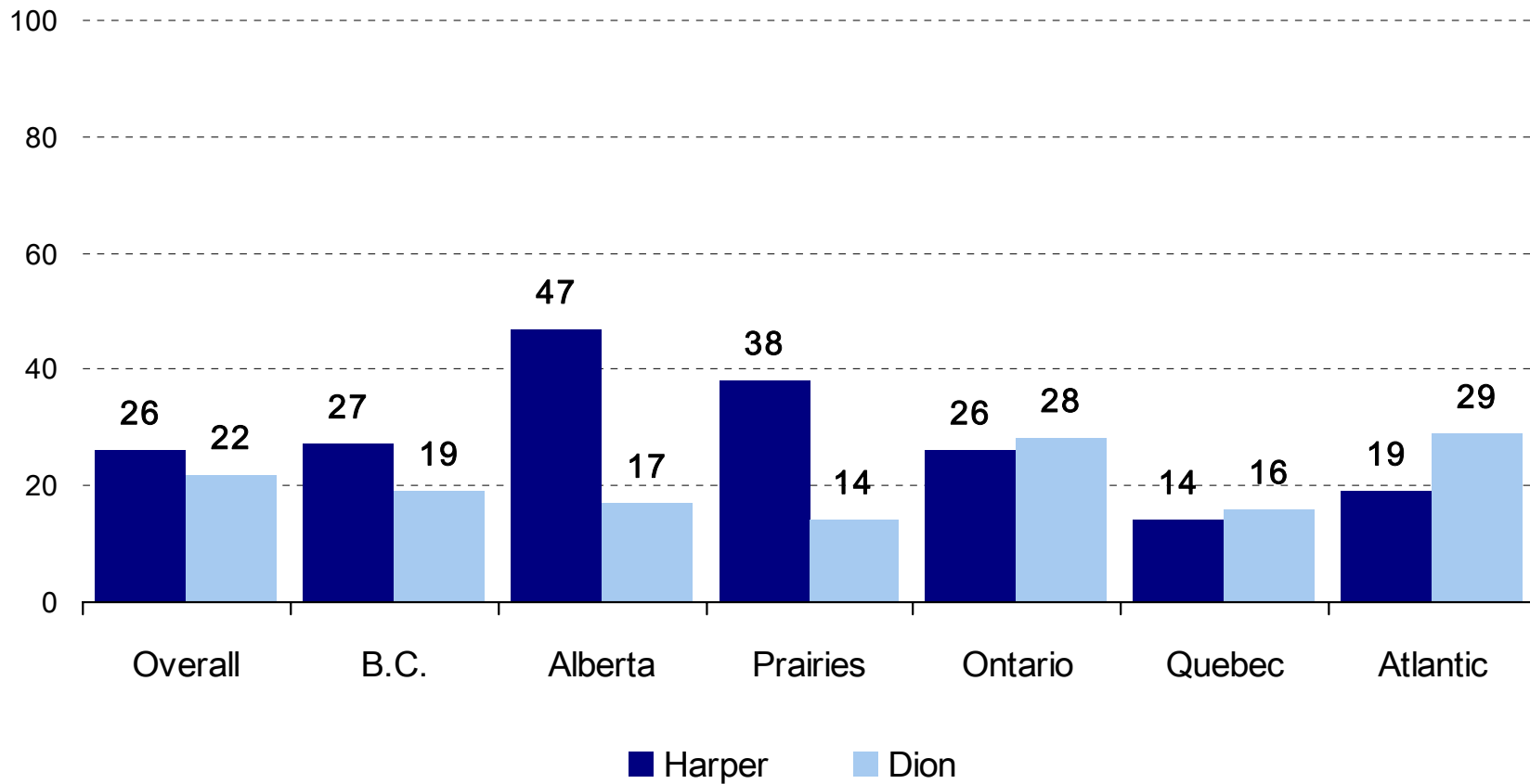
Q: Which leader do you think best understands the concerns of people like you?



None of the leaders (unprompted): 8%
Do not know / no response: 11%

Leader with best understanding by region – Harper vs. Dion

Q: Which leader do you think best understands the concerns of people like you?





For more information:

EKOS Research Associates

t: 613 235 7215