

THE TORONTO STAR

La Presse



EKOS 25th Anniversary Poll

November 12, 2005
www.ekos.com

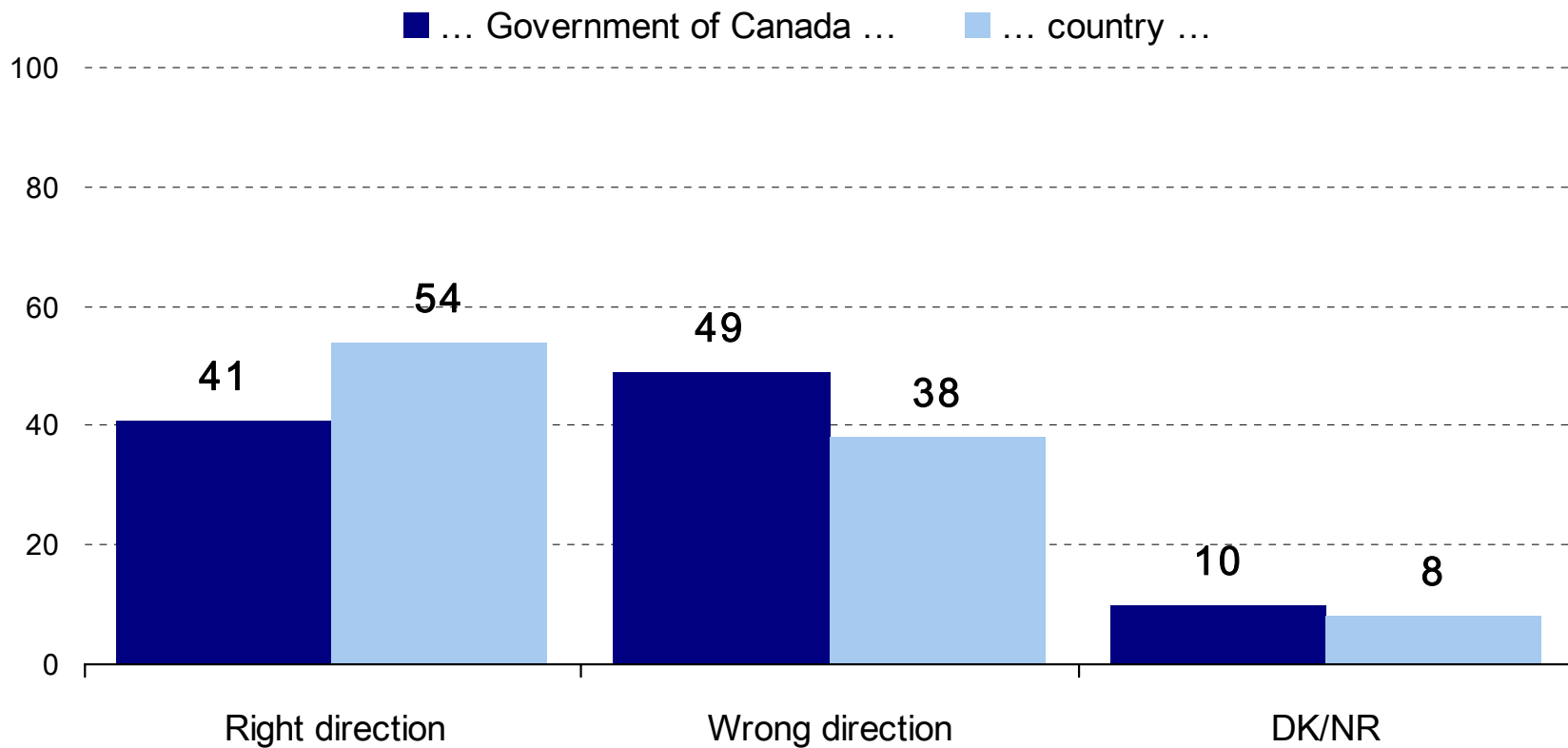
Methodology

- Telephone survey of the general public
 - 1275 interviews with a national random sample of Canadians 18 years of age and older
 - ✓ Interview period: November 7 to November 9, 2005
 - ✓ 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
 - 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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General outlook

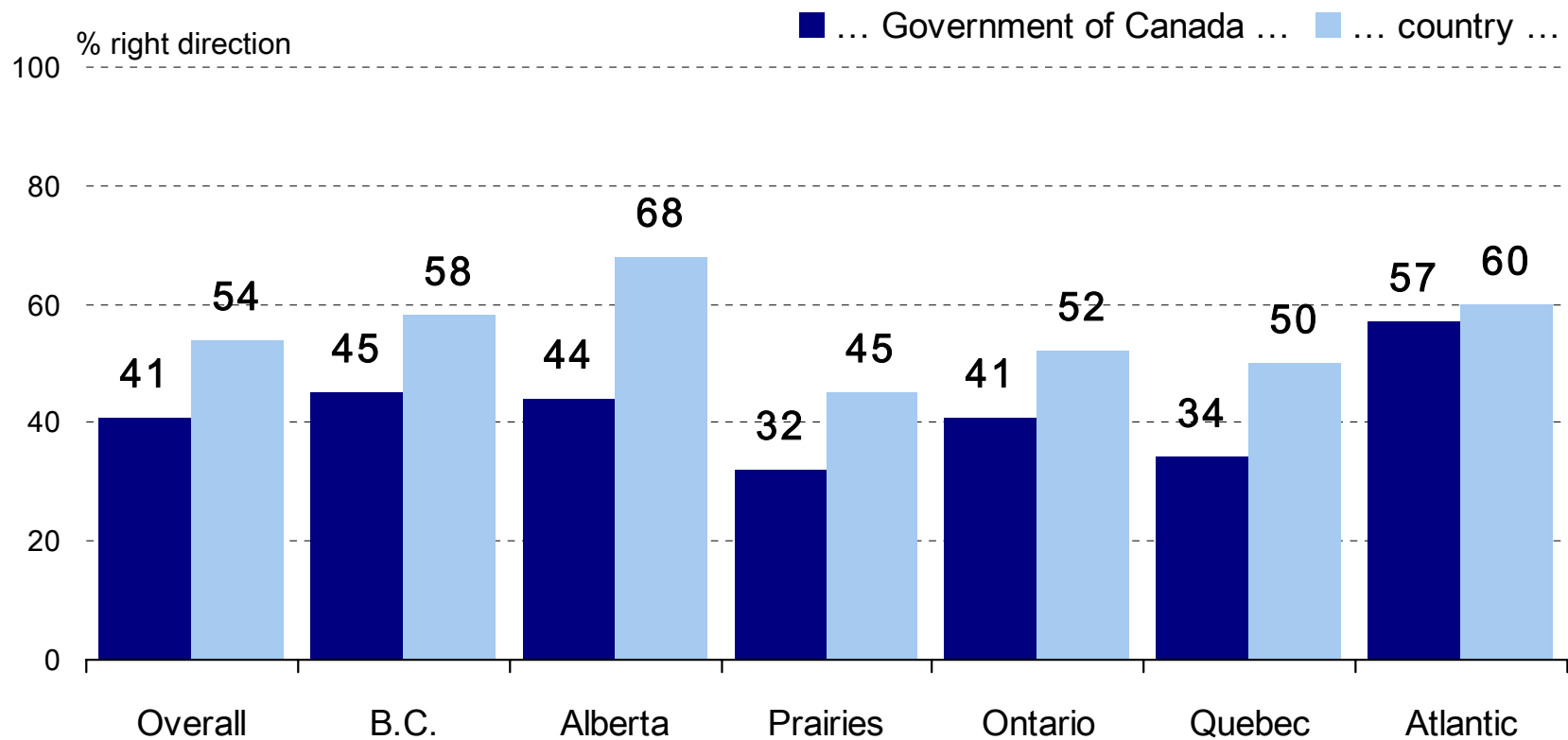
Direction of Government/country

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



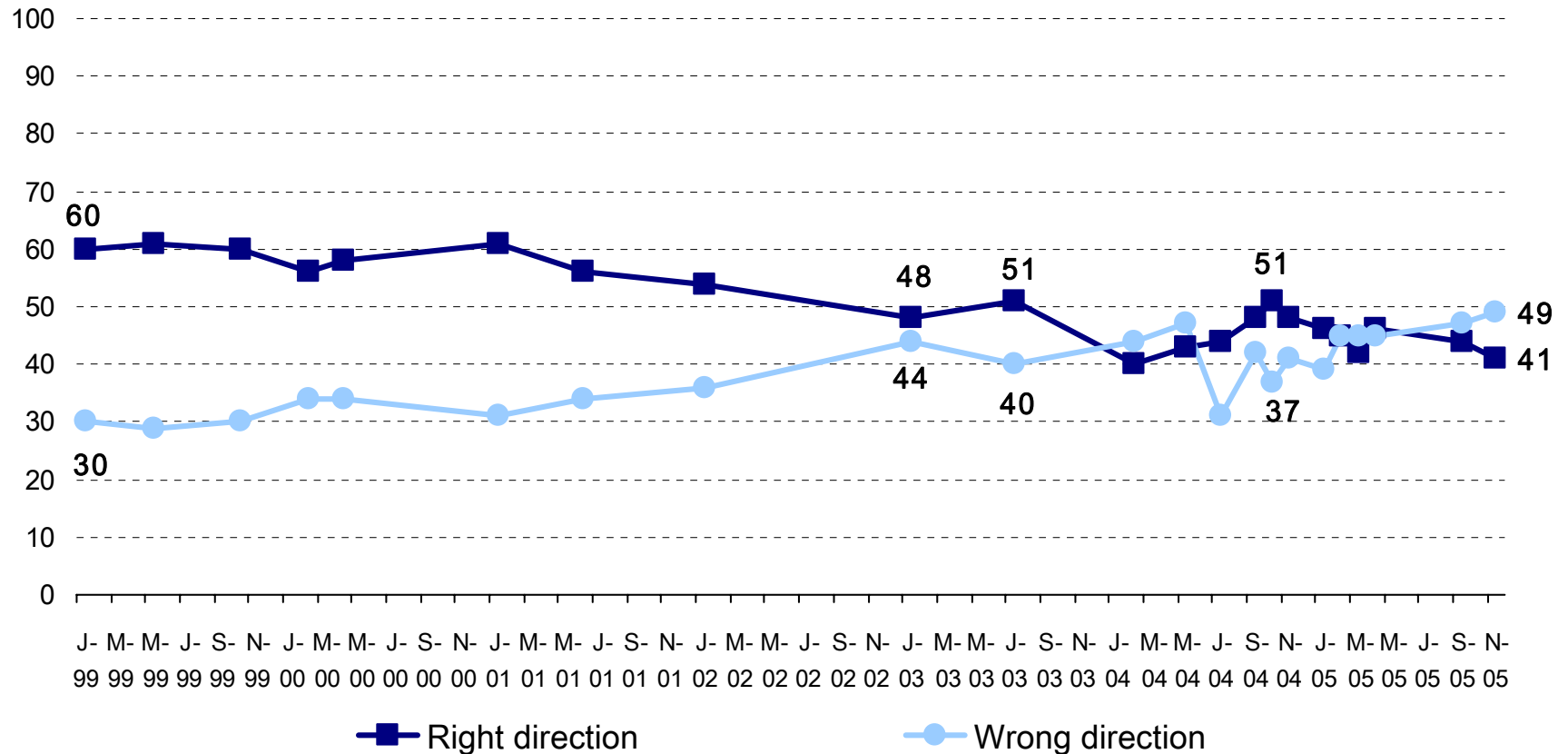
Direction of Government/country by region

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



Tracking direction of Government

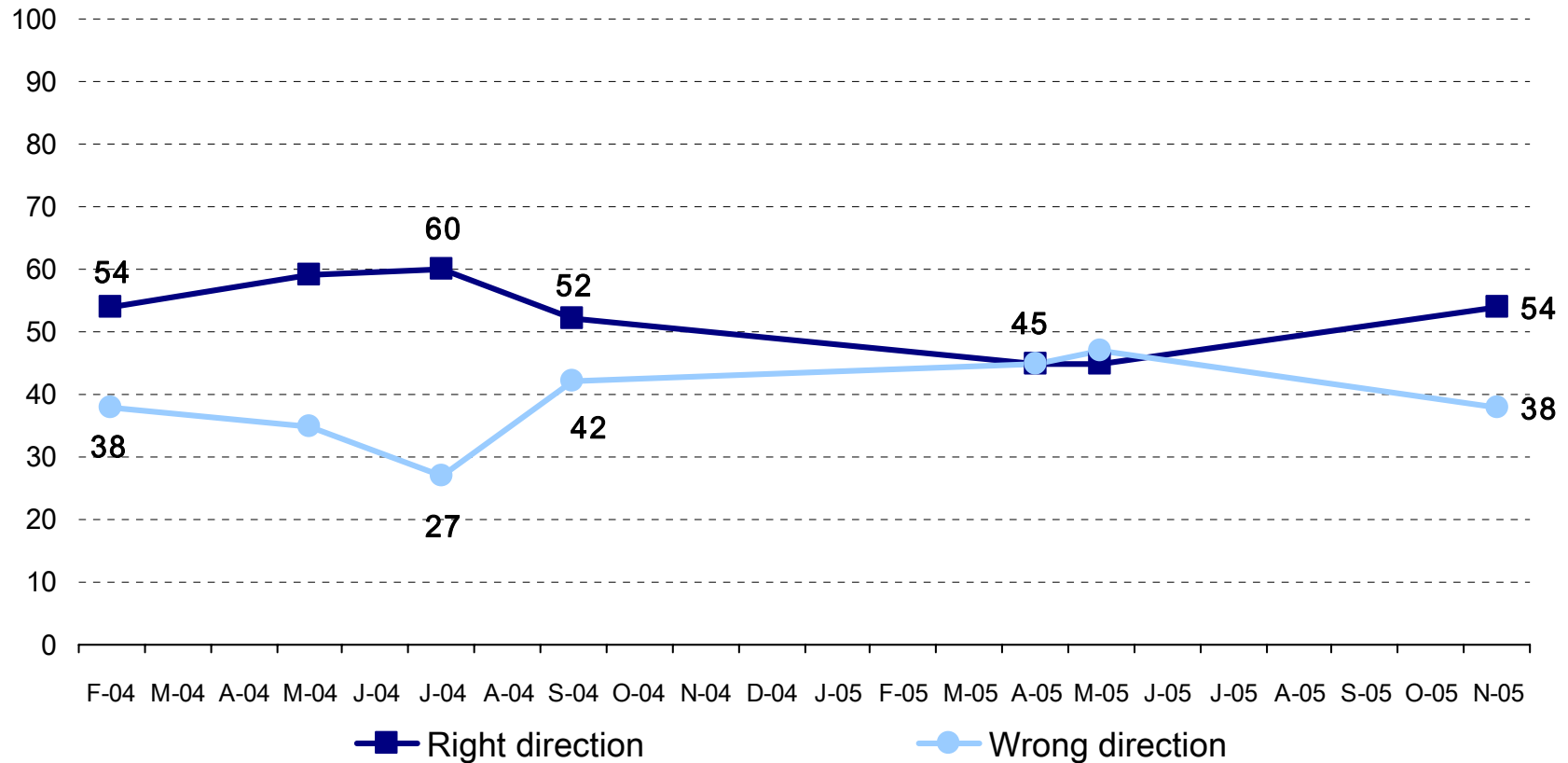
Q: All things considered, would you say that the Government of Canada is moving in the right direction or the wrong direction?*



Base: All Canadians; most recent data point Nov. 05 overall n=1275 *half sample

Tracking direction of country

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

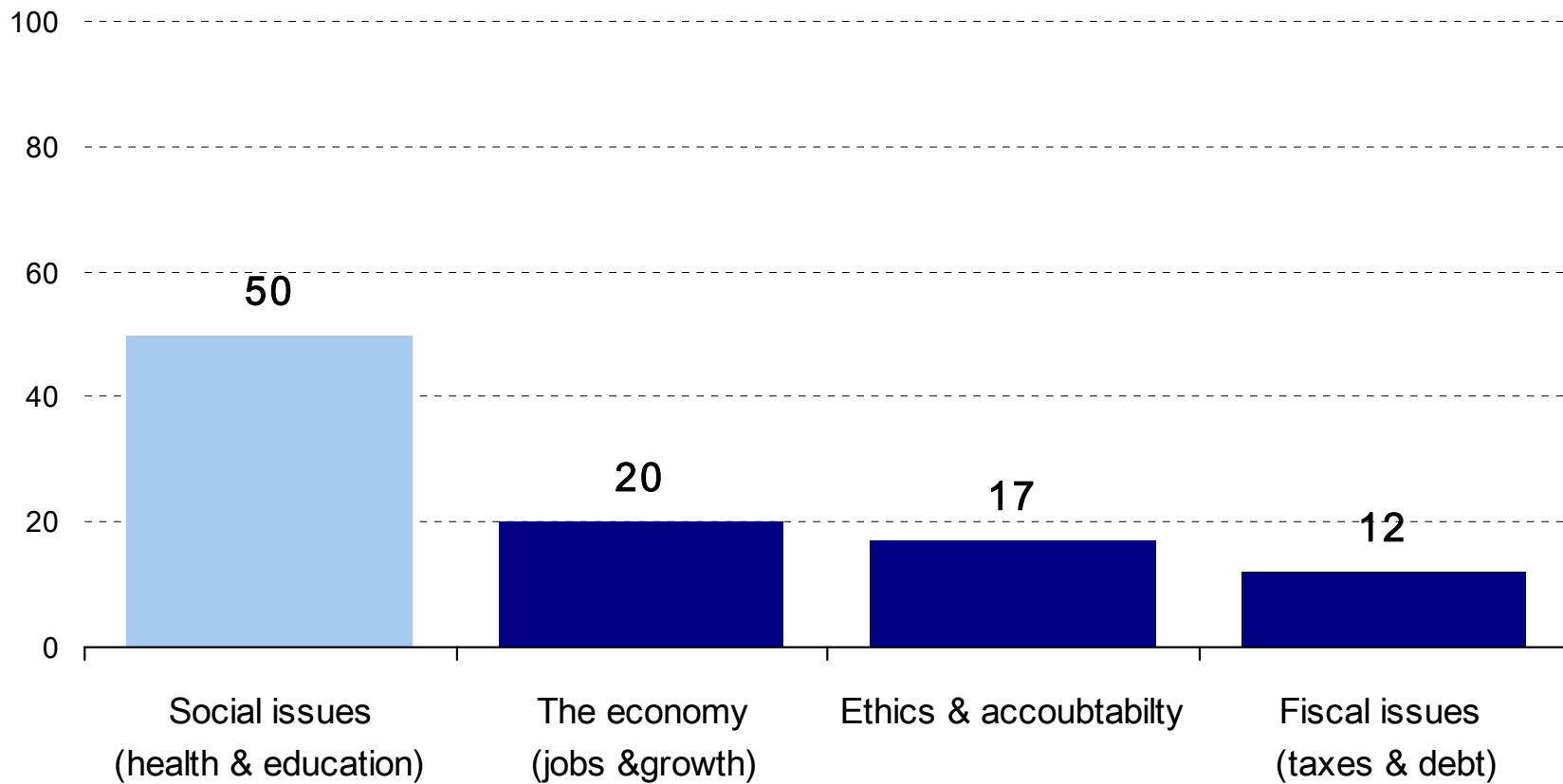


Base: All Canadians; most recent data point Nov. 05 overall n=1275 *half sample

The election landscape

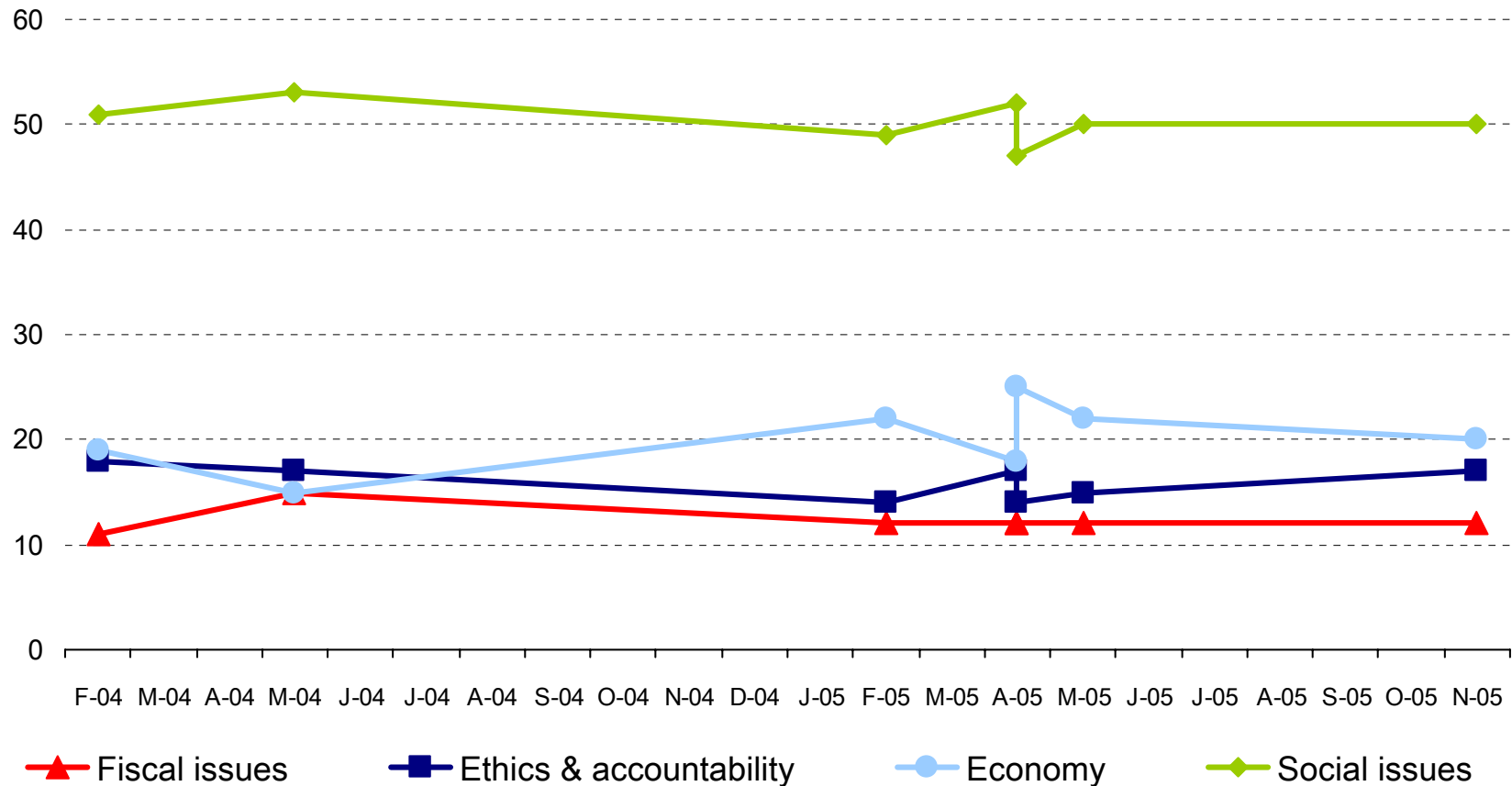
Most important issue

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



Tracking most important issue

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



Base: All Canadians; most recent data point Nov. 05 n=1275

Liberals have slight lead on overall issue advantage

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

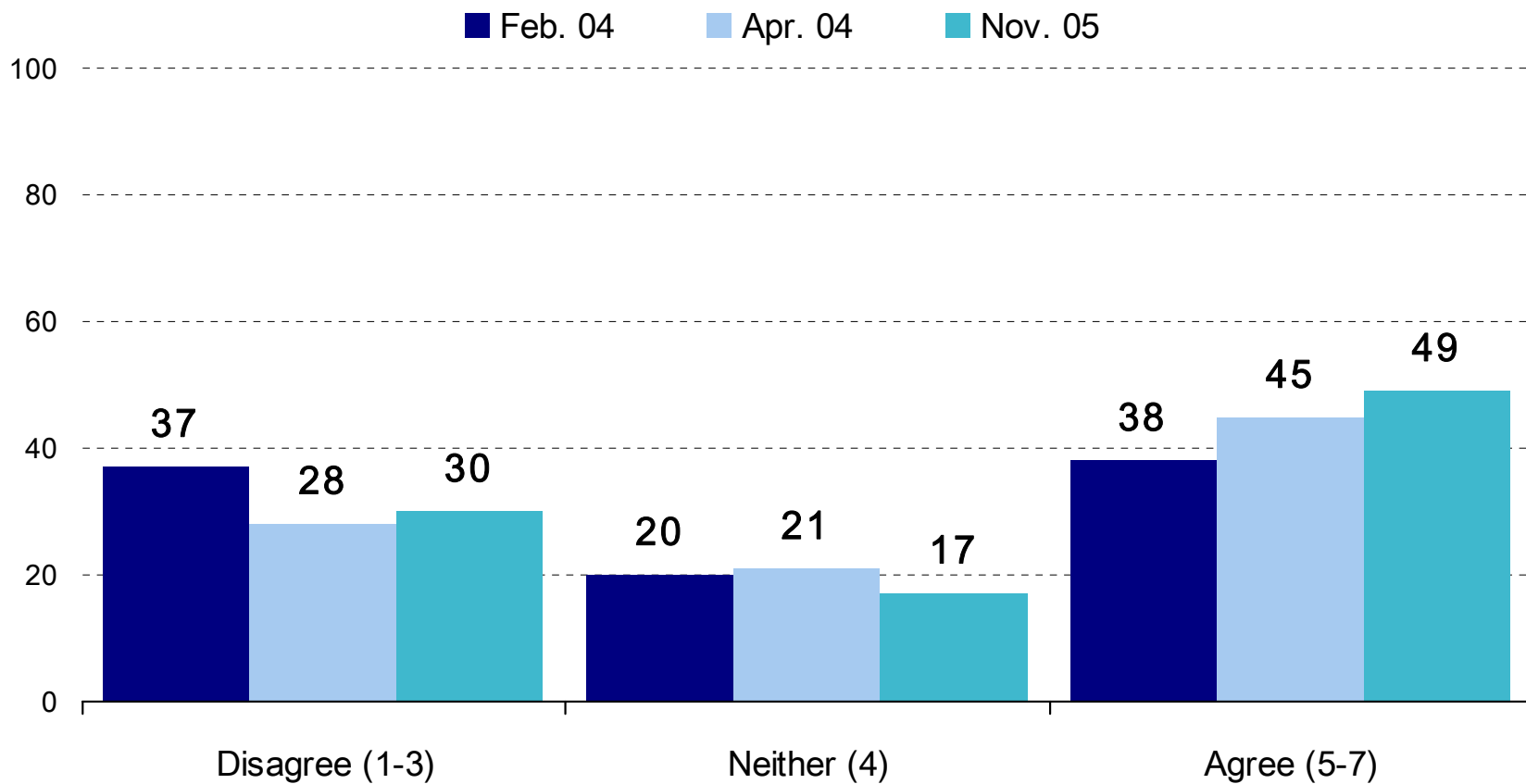
	LPC	CPC	NDP	BQ	Green	None	DK/NR
...social issues (health, education)	23	10	<u>27</u>	11	3	3	23
...the economy (jobs & growth)	<u>41</u>	17	8	8	1	3	23
...fiscal issues (taxes)	23	<u>44</u>	7	5	1	6	15
...ethics and accountability	8	<u>48</u>	19	6	2	4	14
...all issues**	<u>24</u>	22	19	9	2	4	20

*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

Ethics and accountability problems plague Liberals

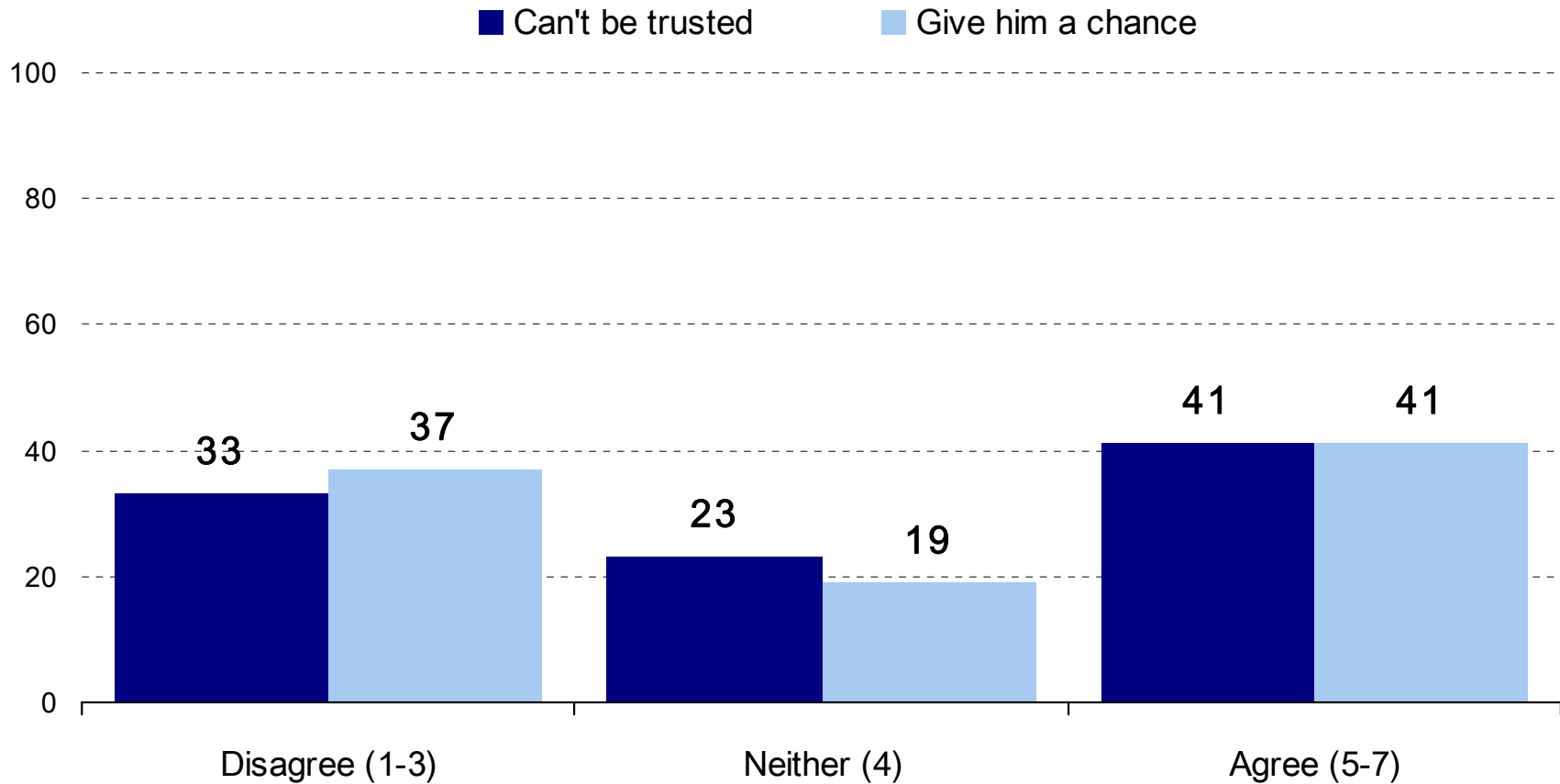
Q: I'm so disturbed by problems with ethics and accountability that I simply won't vote for the Liberals in the next election.*



Trust in Stephen Harper and the conservatives divided

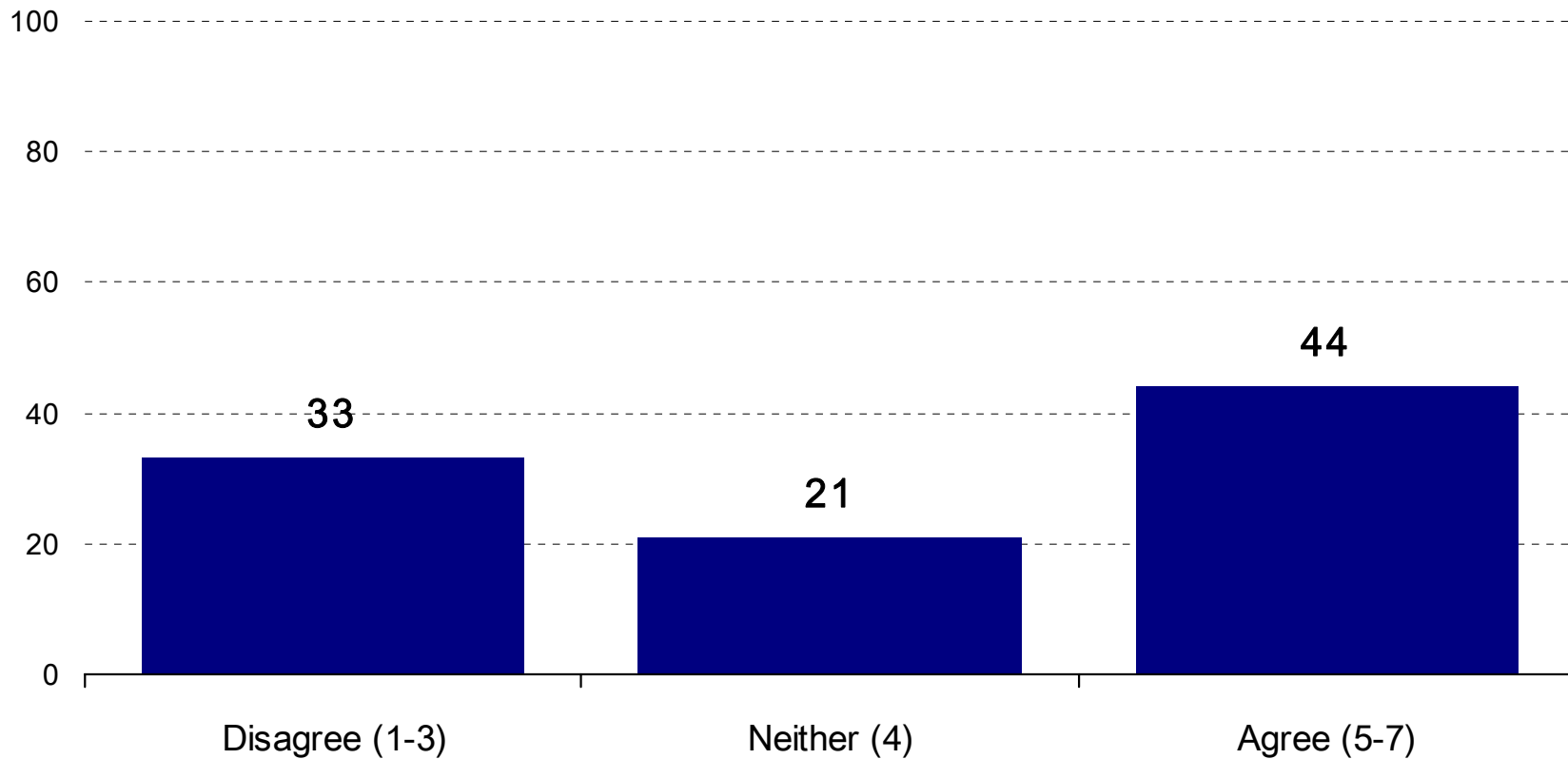
Q: Even with the ethical problems uncovered in the Gomery Inquiry I don't think Stephen Harper and the Conservatives can be trusted to govern.*

Q: Even if I don't believe in Stephen Harper's politics, I think its time to give him a chance to prove whether he can do a better job than the Liberals.*



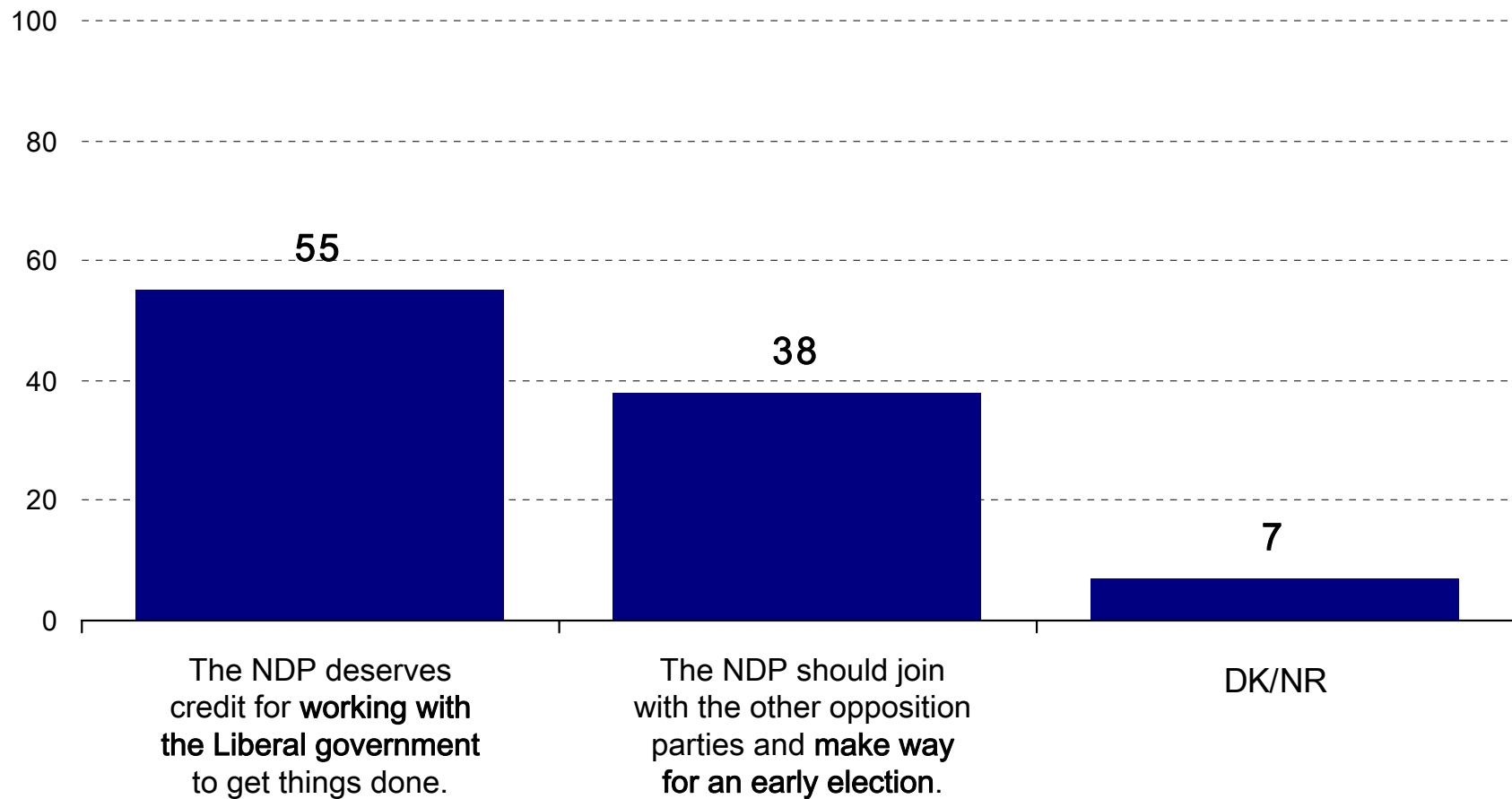
Attitudes towards coalition between the CPC and the Bloc

Q: I think that the Bloc Quebecois and the Conservative Party cooperating to cause an immediate election is a very bad thing.*



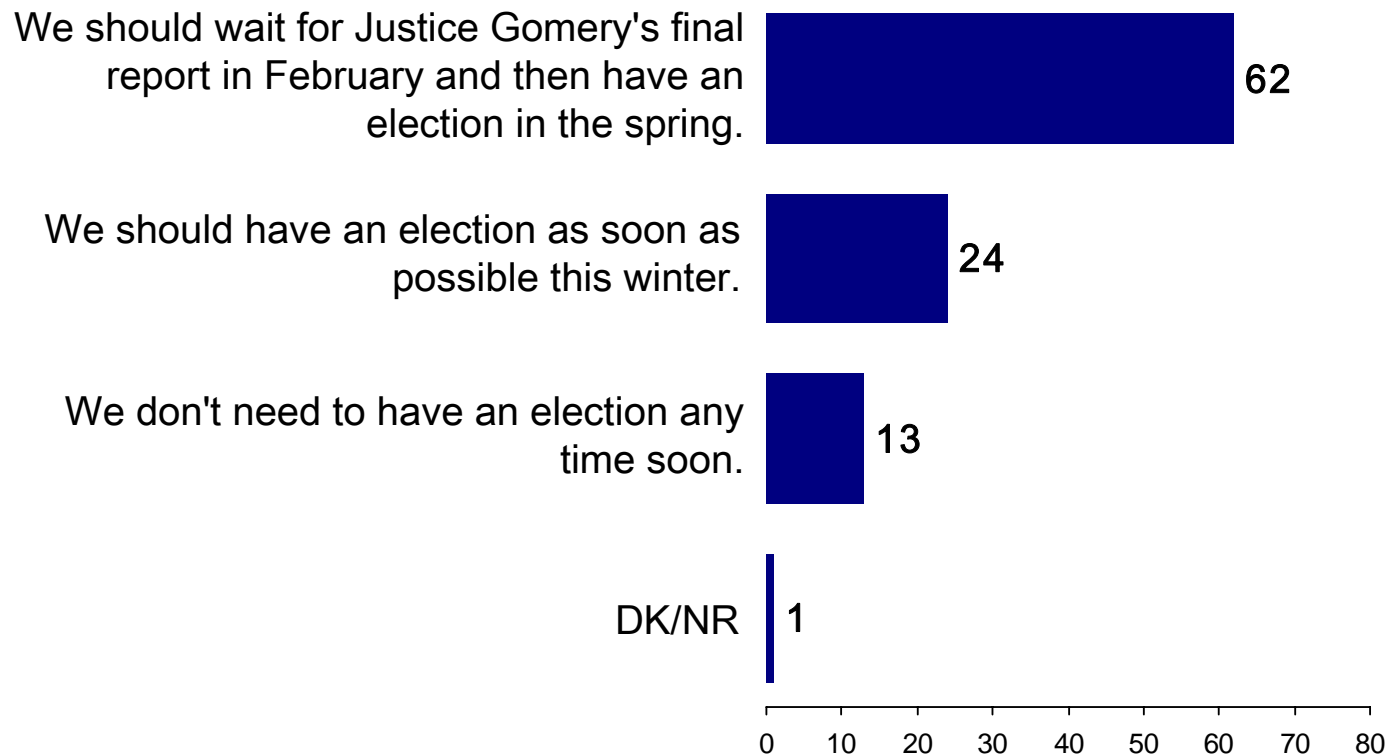
Should the NDP prop up the Liberals?

Q: As you may be aware, the NDP has said they can no longer support the Liberals in Parliament. Which of the following comes closest to your own point of view?



Timing of an election: wait for Gomery's final report

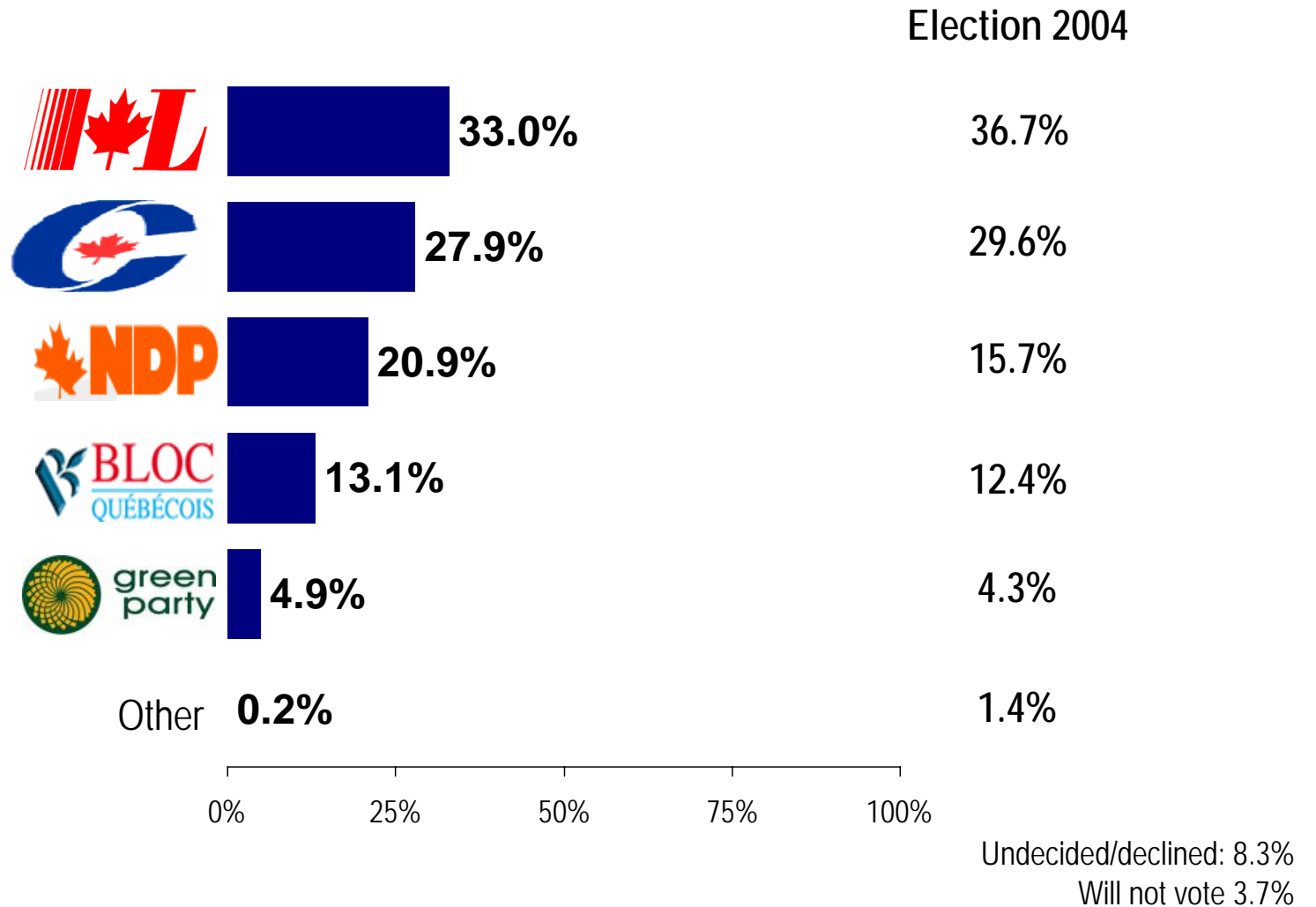
Q: As you may be aware Prime Minister Paul Martin has promised to call a federal election within 30 days of Justice Gomery's final report on the sponsorship scandal, which is expected in February. Some of the opposition parties, on the other hand, say there should be an election as soon as possible. Which of the following comes closest to your own point of view?



Current vote intention

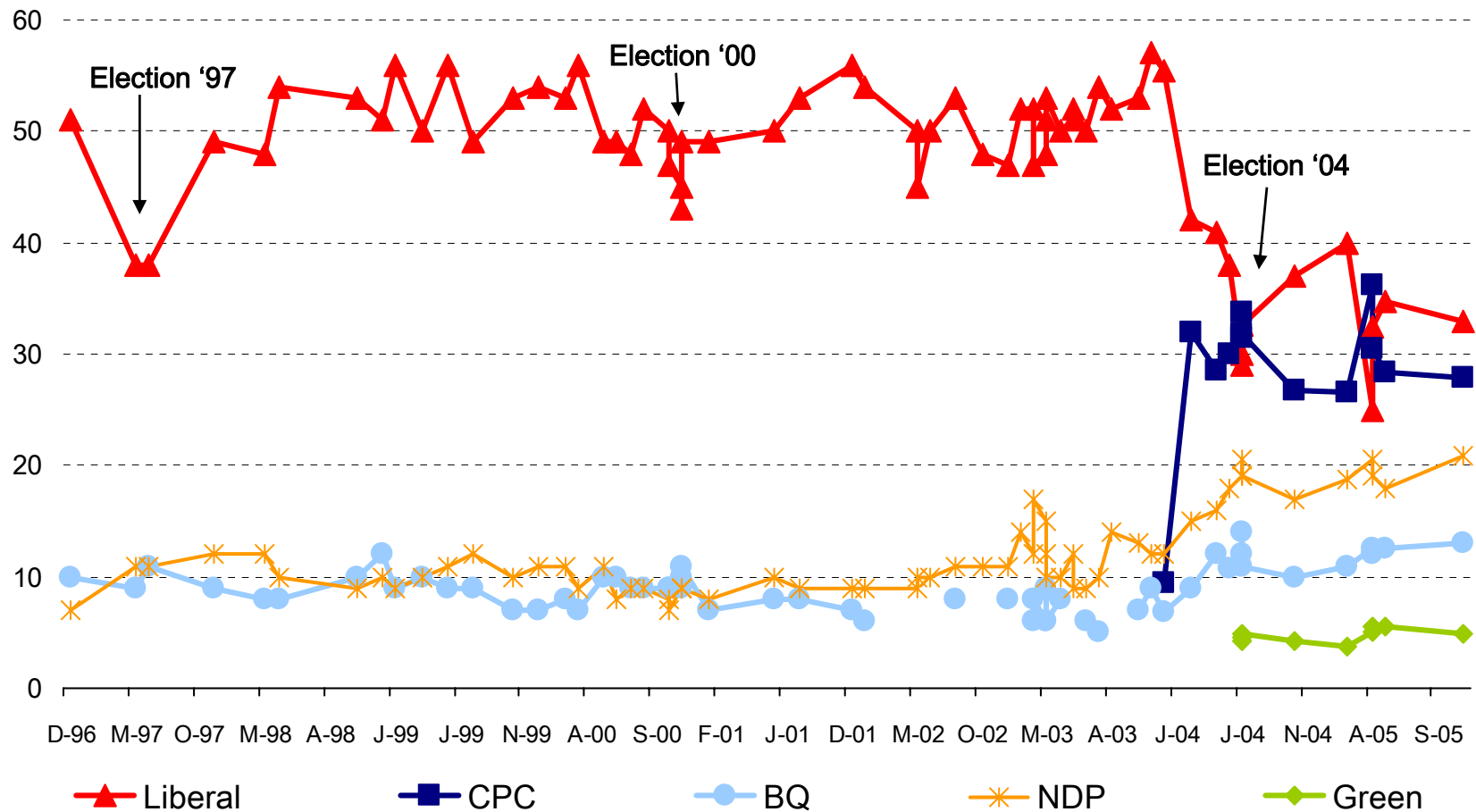
Federal voting intentions

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



Federal vote intentions: long-term trend

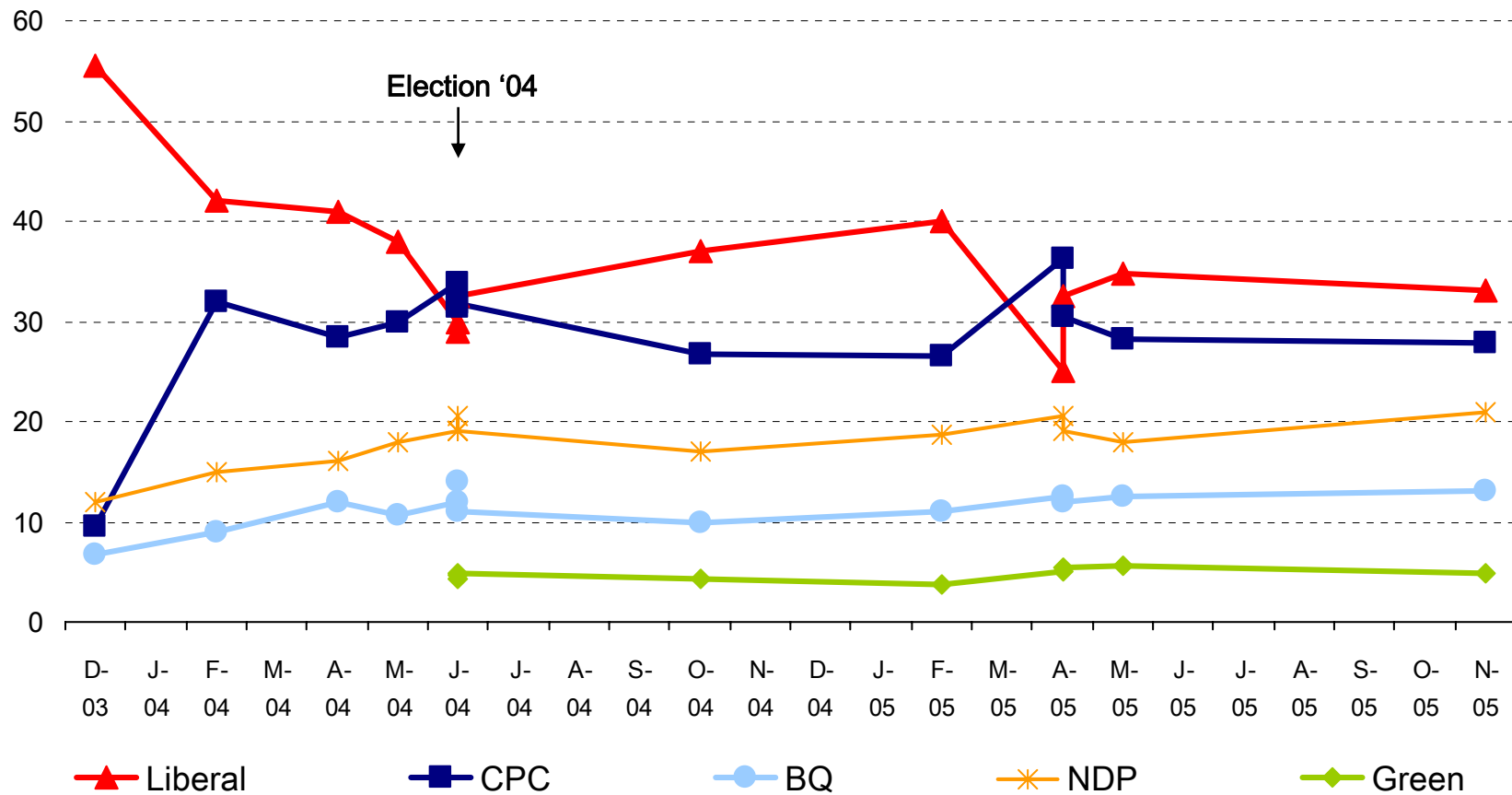
Q: If a federal election were held tomorrow, which party would you vote for?



Base: Decided voters only (includes "leaners"); most recent data point Nov. 05 n=1105

Federal vote intentions: trend since Martin became PM

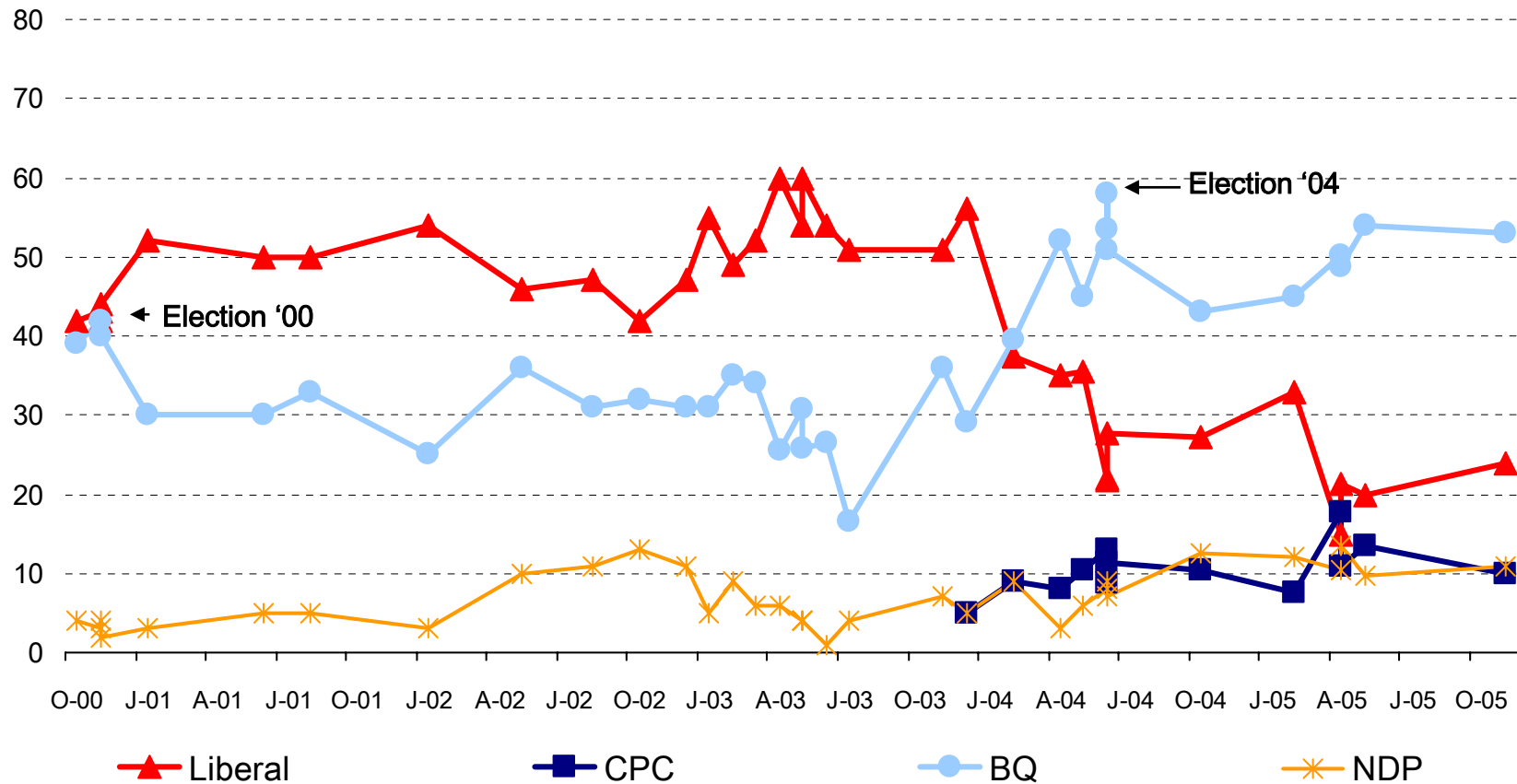
Q: If a federal election were held tomorrow, which party would you vote for?



Base: Decided voters only (includes "leaners"); most recent data point Nov. 05 n=1105

Quebec federal vote intentions: long-term trend

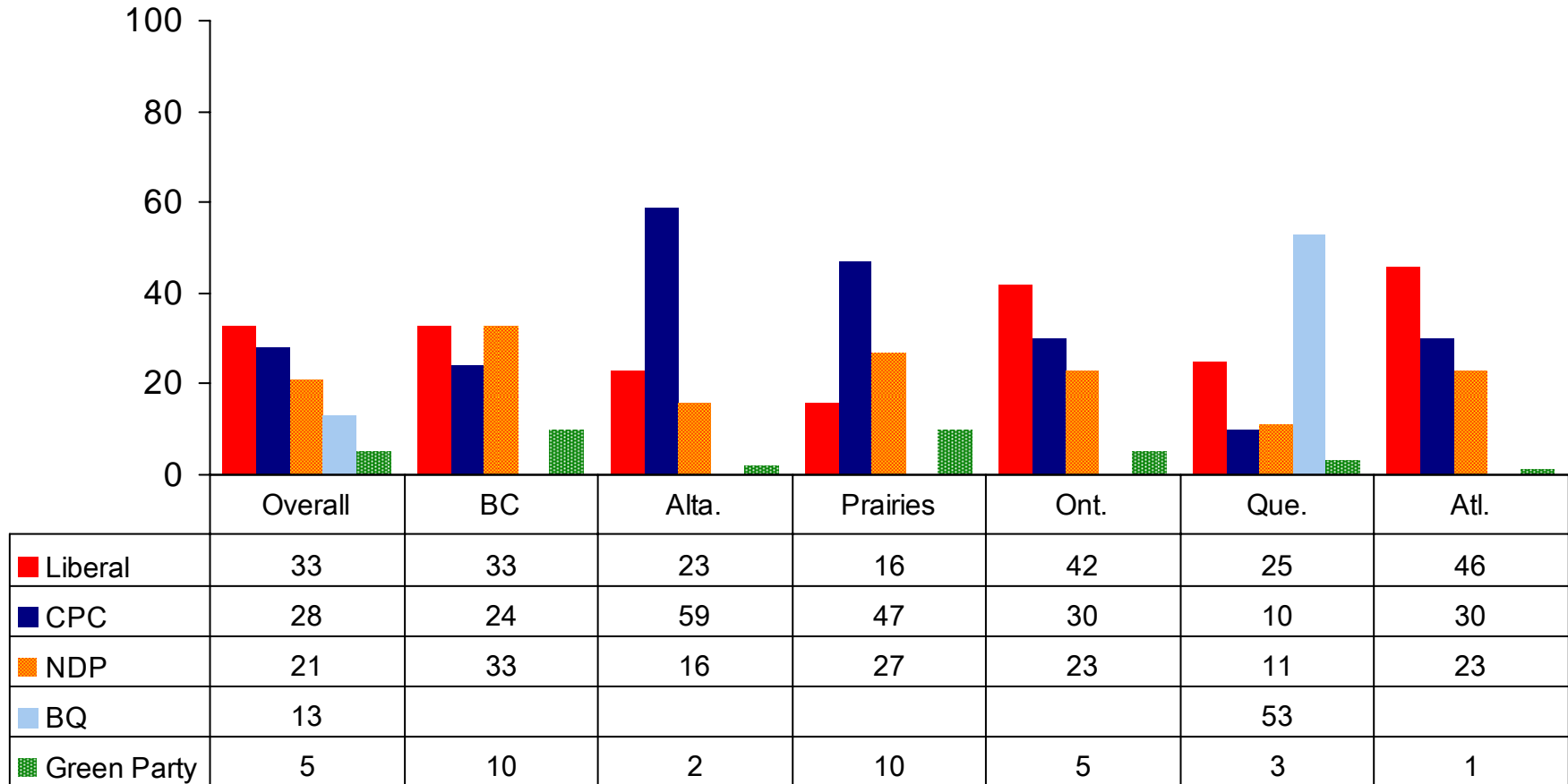
Q: If a federal election were held tomorrow, which party would you vote for?



Base: Quebec decided voters only (includes "leaners"); most recent data point Nov. 05 n=322

Federal voting intentions: regional

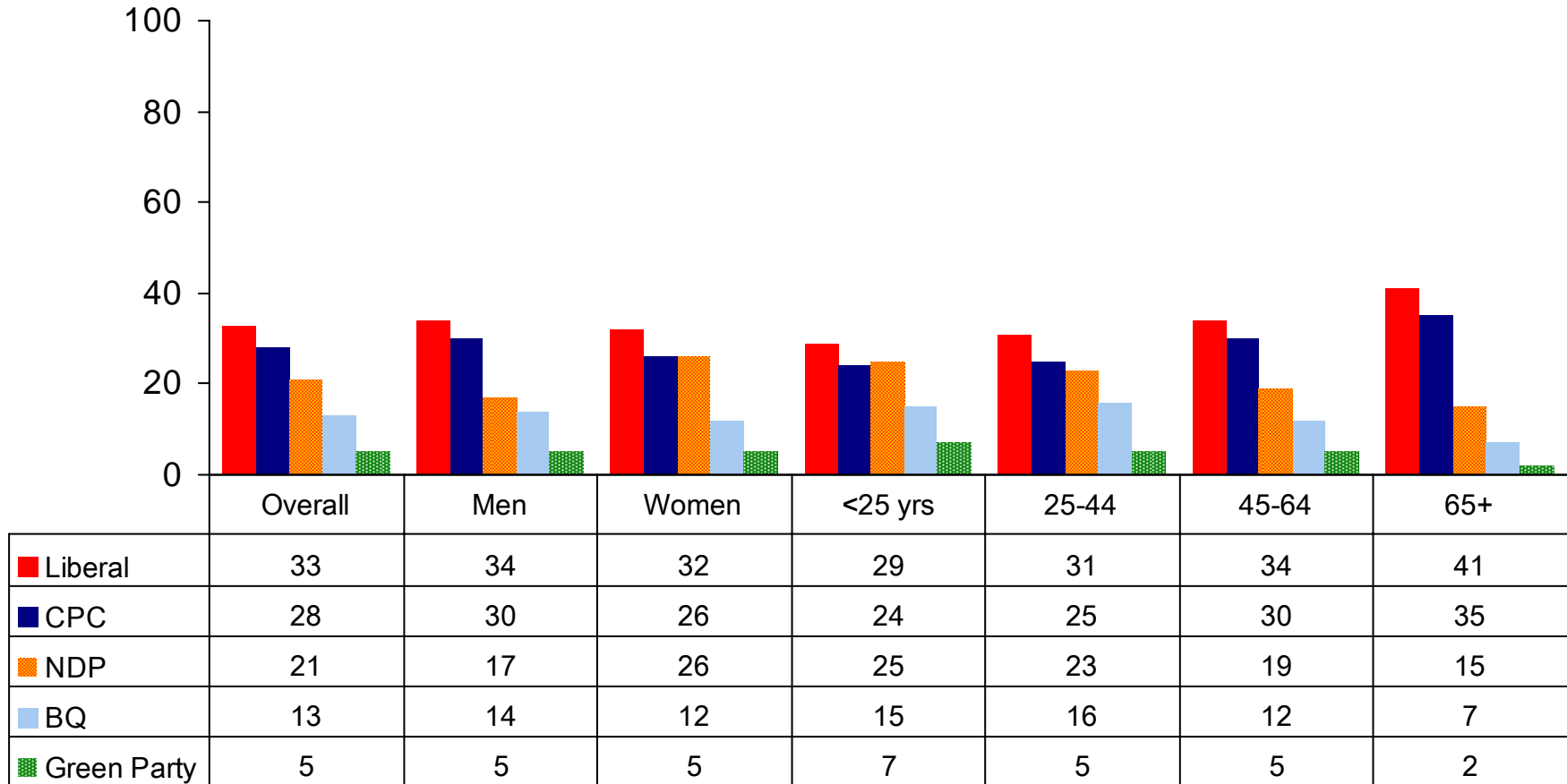
Q: If a federal election were held tomorrow, which party would you vote for?



■ Liberal
 ■ CPC
 ■ NDP
 ■ BQ
 ■ Green Party

Federal voting intentions: gender and age

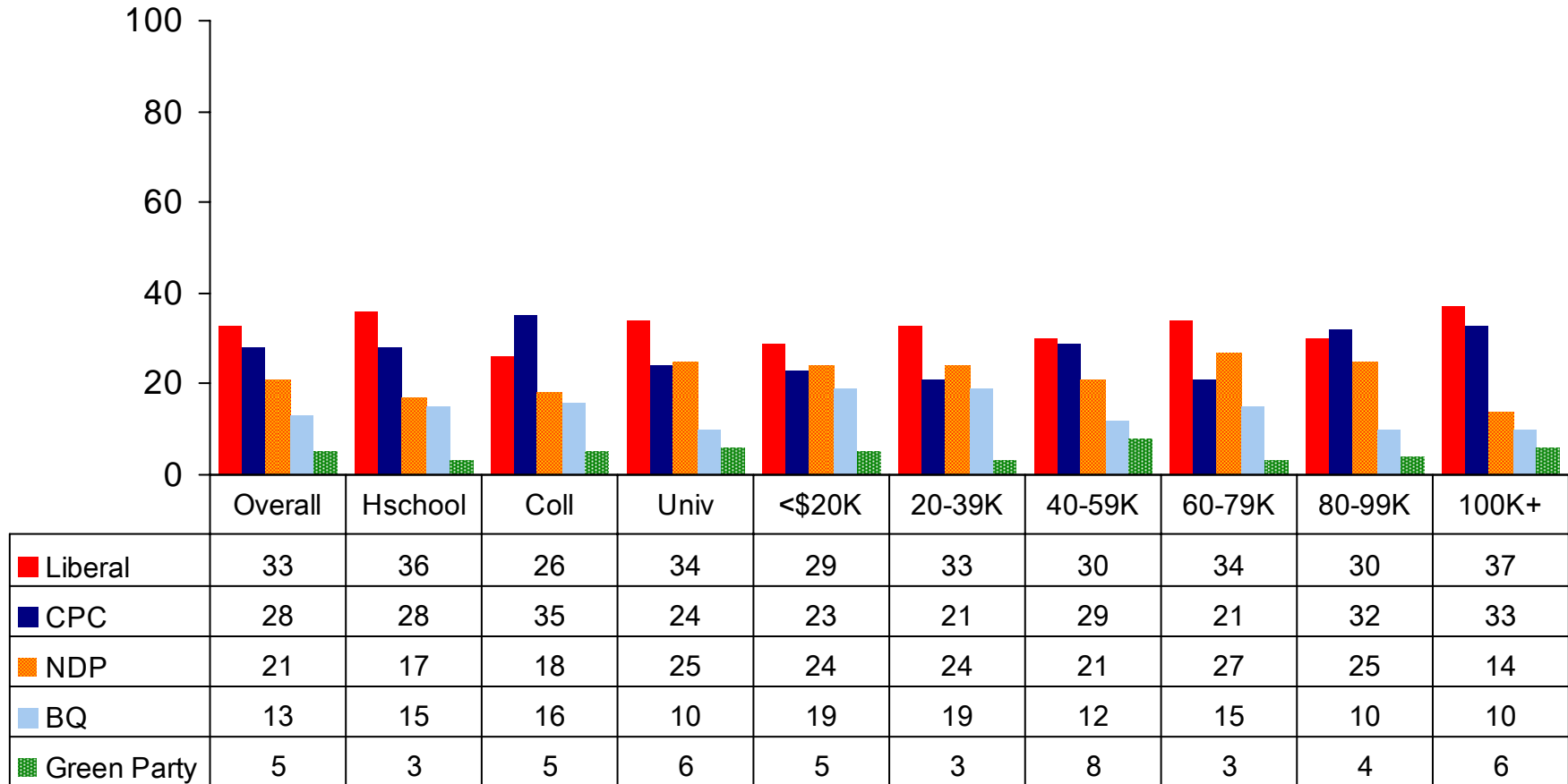
Q: If a federal election were held tomorrow, which party would you vote for?



■ Liberal
 ■ CPC
 ■ NDP
 ■ BQ
 ■ Green Party

Federal voting intentions: education and income

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



■ Liberal
 ■ CPC
 ■ NDP
 ■ BQ
 ■ Green Party

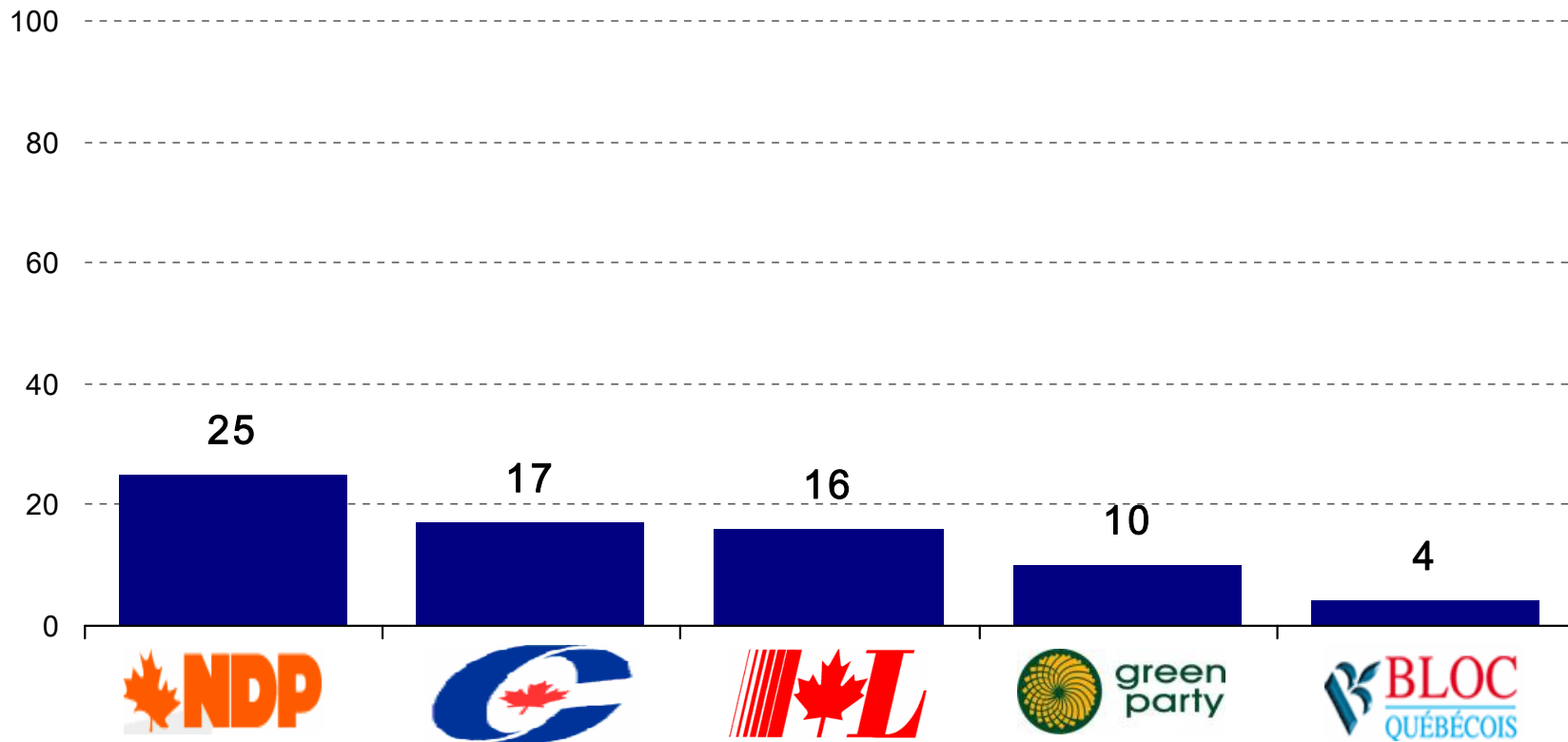
Voter retention

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

Current Federal Vote Intention	VOTE CAST IN 2004				
	LPC	CPC	NDP	BQ	GP
Liberal Party of Canada	<u>68</u>	5	14	1	3
Conservative Party of Canada	14	<u>87</u>	9	3	6
NDP	13	7	<u>75</u>	6	6
Bloc Québécois	3	1	0	<u>90</u>	0
Green Party	2	1	2	1	<u>85</u>

NDP second choice

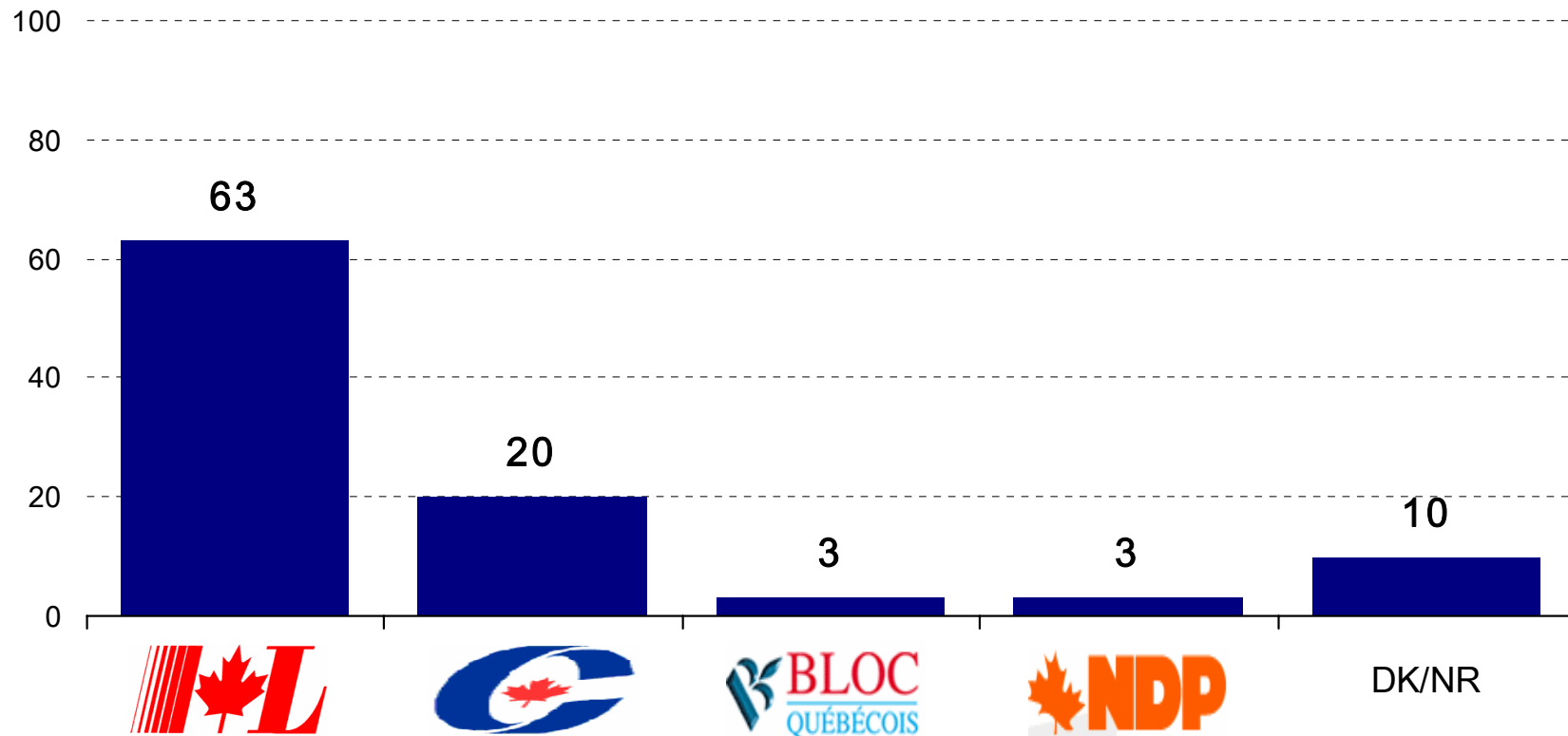
Q: If you were to change your mind, which party would be your second choice?



Undecided/declined: 15%
Will not vote/change mind: 12%

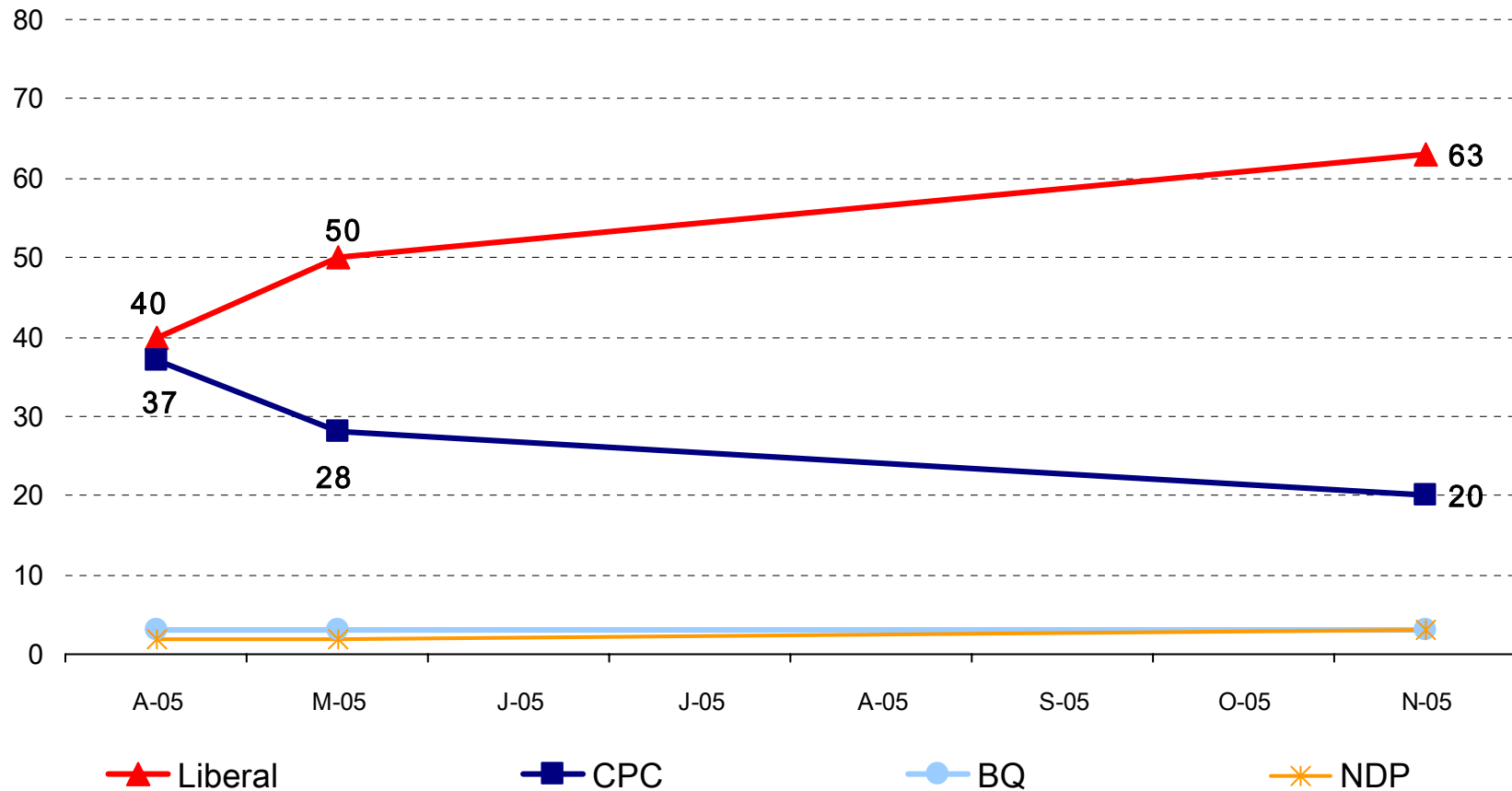
Likely winner

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



Tracking likely winner

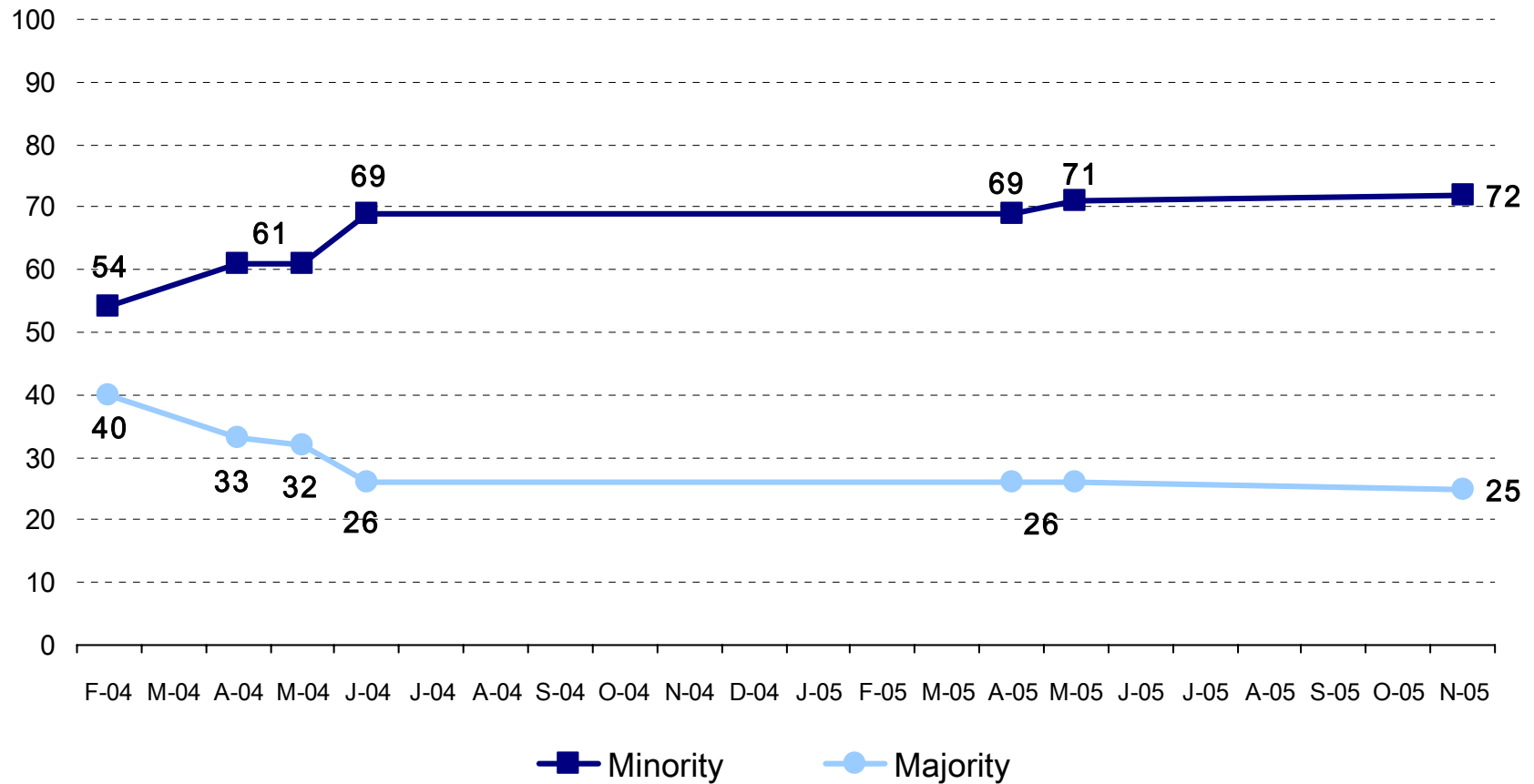
Q: Putting aside your personal voting intentions for the next federal election, which party do you think will win?



Outcome of the next election

Next government thought to be a minority

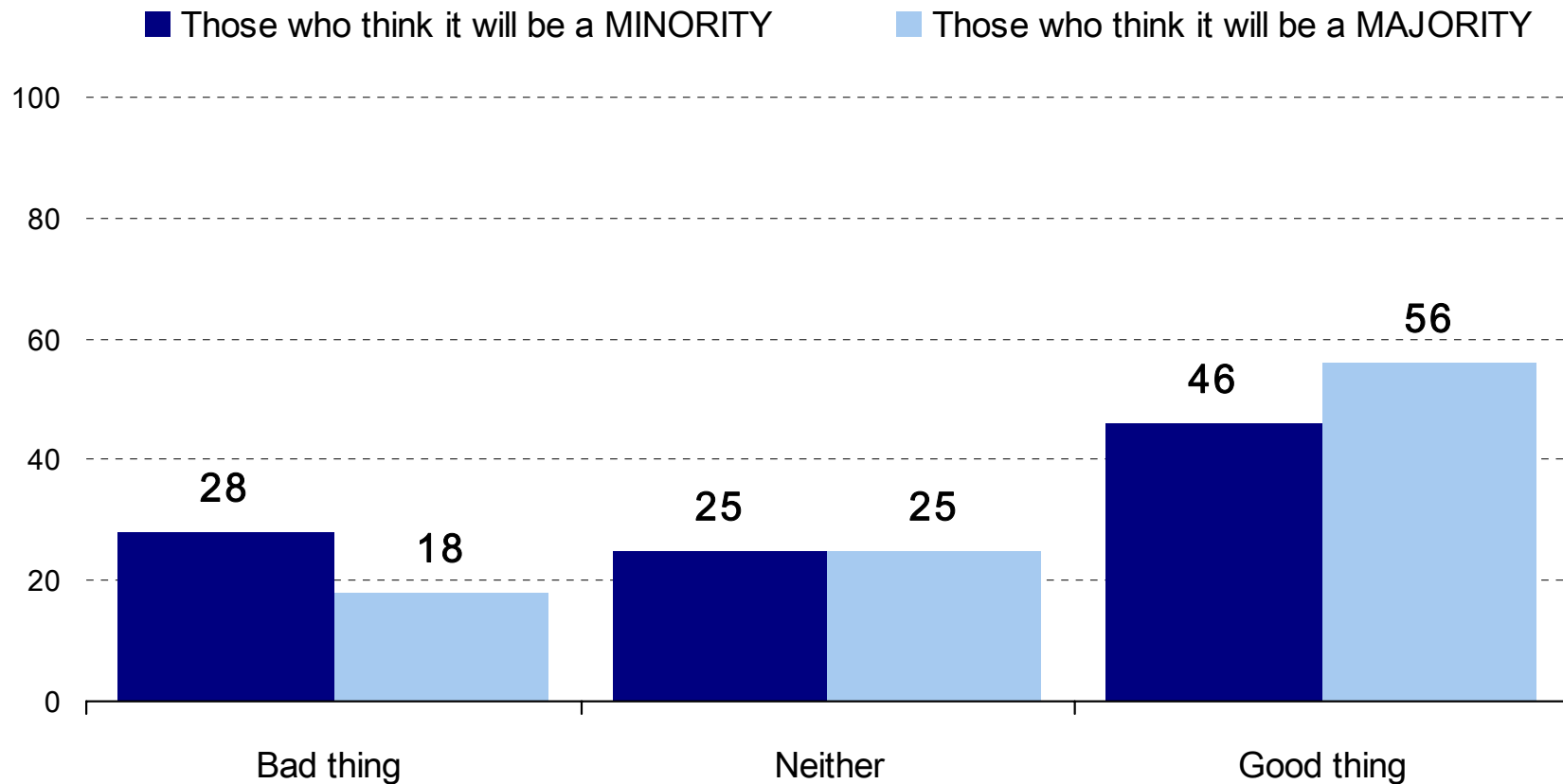
Q: Do you think it will result in a minority or a majority government?



Base: All Canadians; most recent data point Nov. 05 n=1275

Preference for a majority or a minority?

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

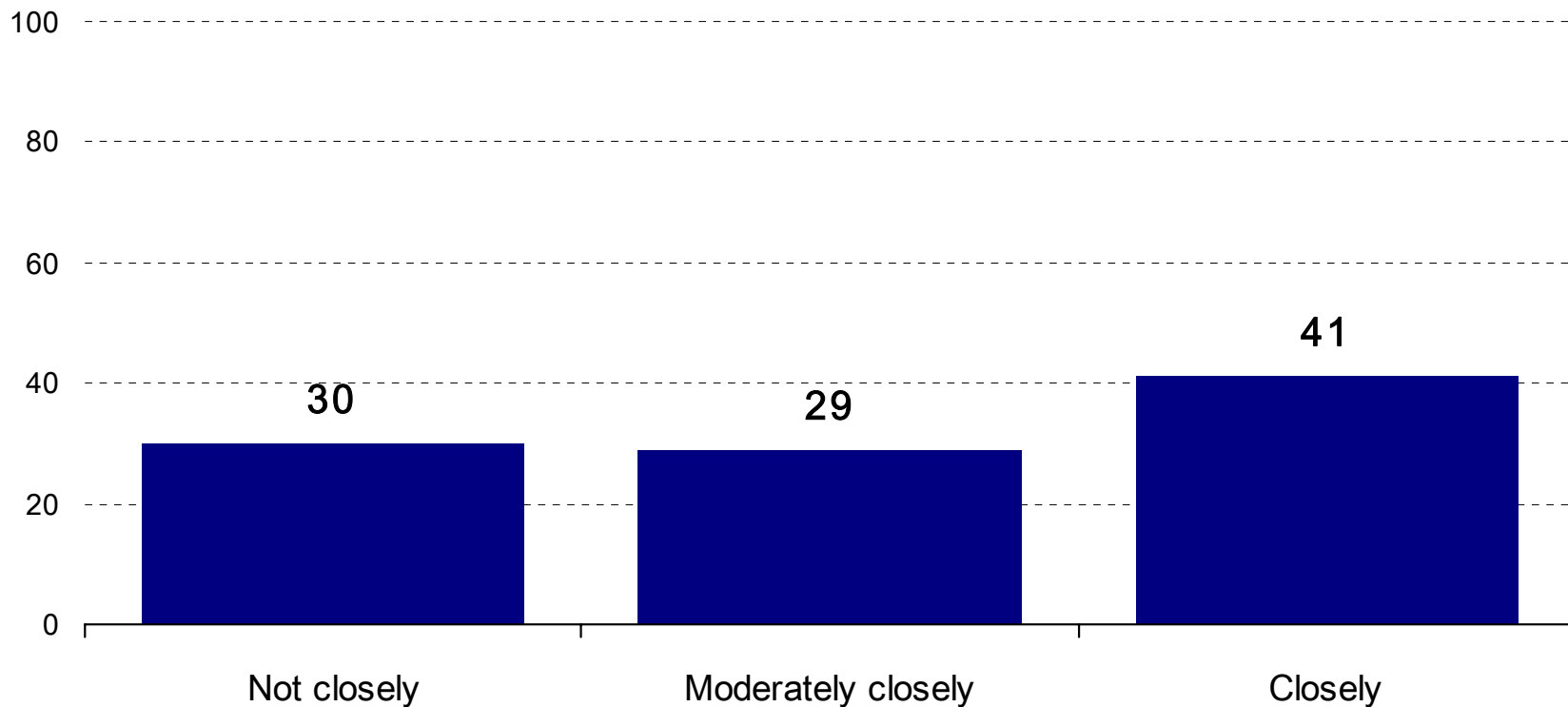


Base: All Canadians; Nov. 05, n=949 for minority, n=280 for majority

Sponsorship and the Gomery report

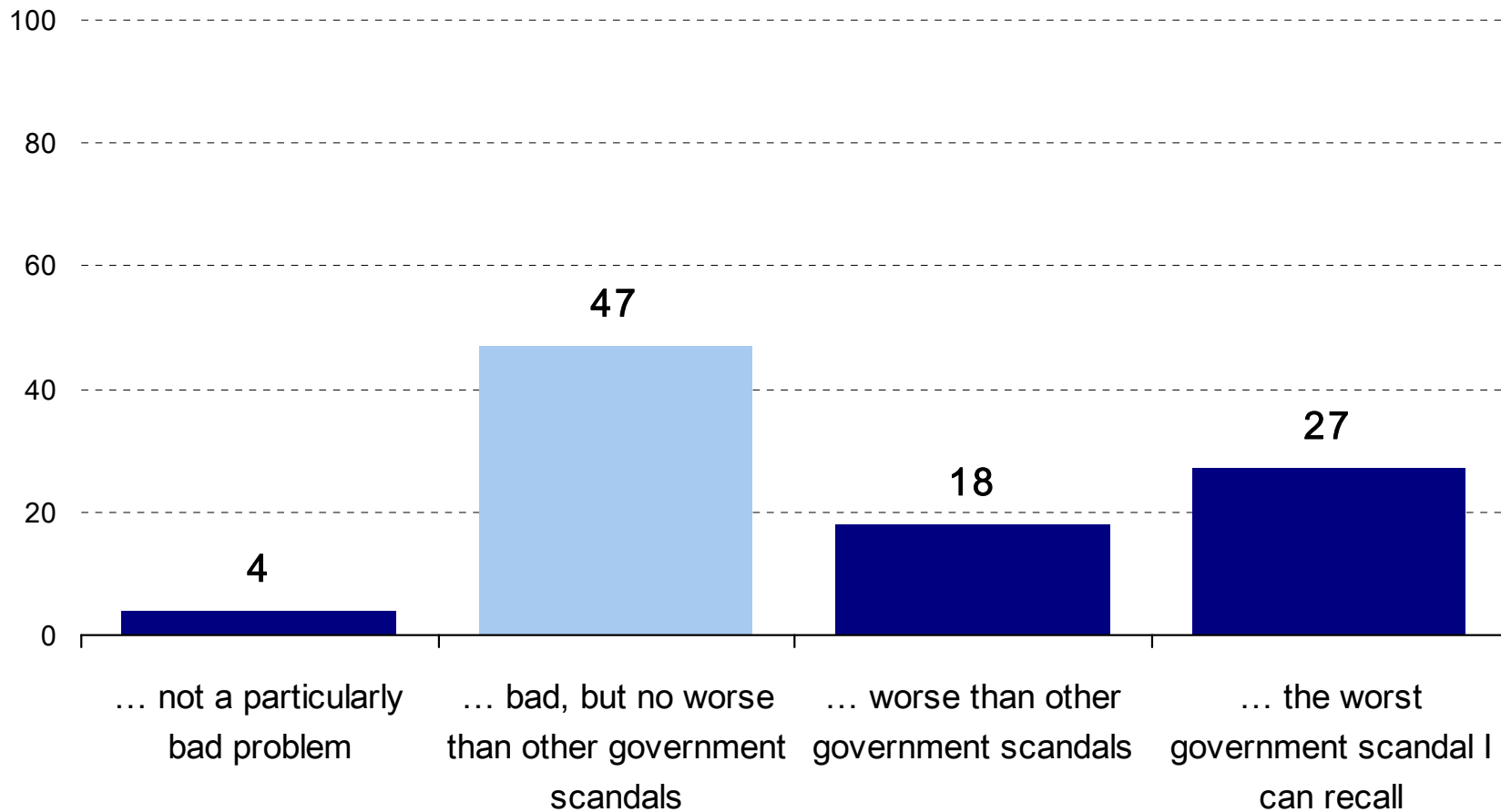
Attention to the sponsorship scandal

Q: As you may be aware, last week Mr. Justice John Gomery released the first part of his report on the federal sponsorship scandal. How closely would you say you have been following the issue of the sponsorship scandal?



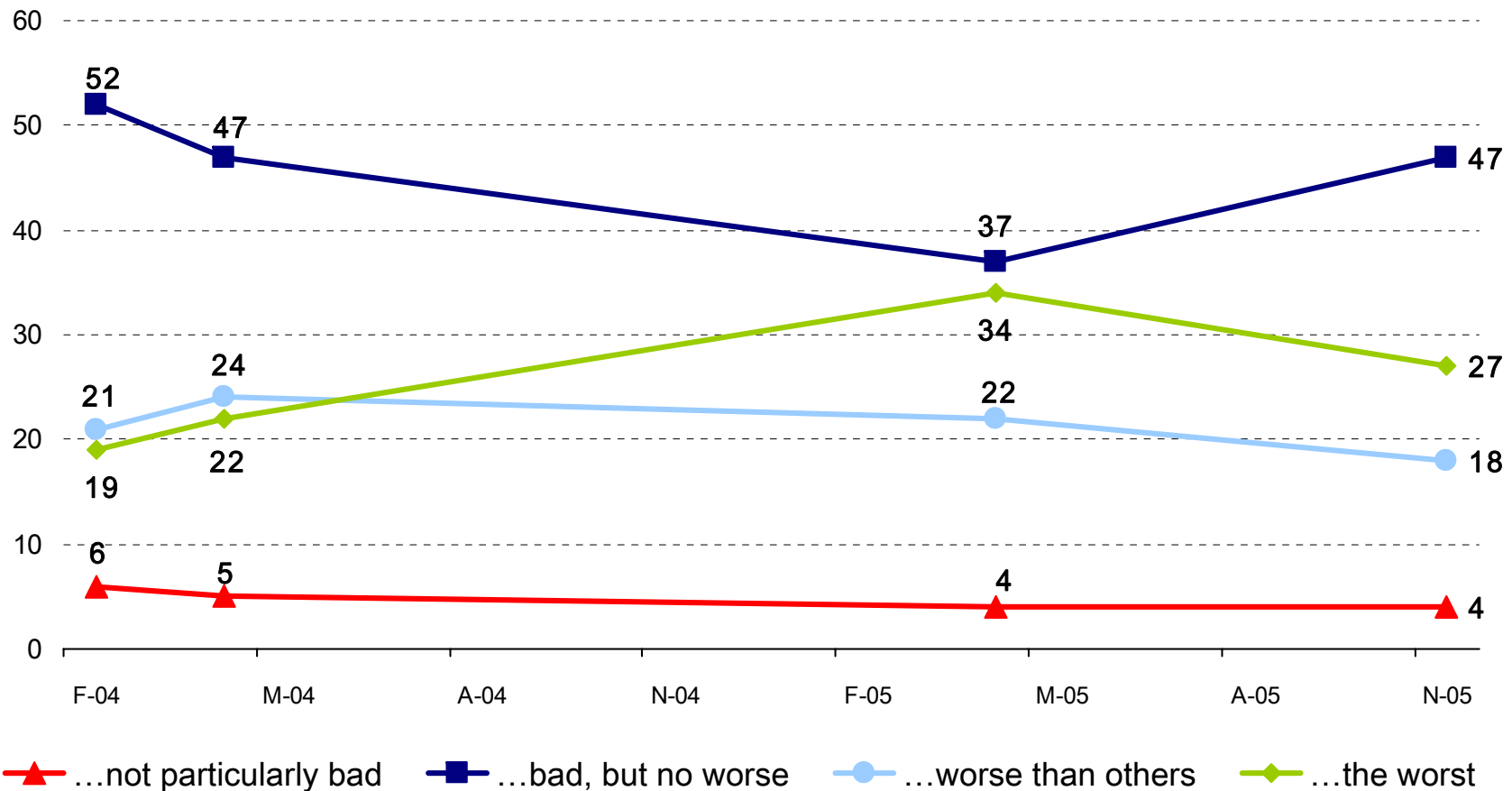
Opinion of the sponsorship scandal

Q: Which of the following best characterizes your personal view of the sponsorship scandal?
Would you say it is...



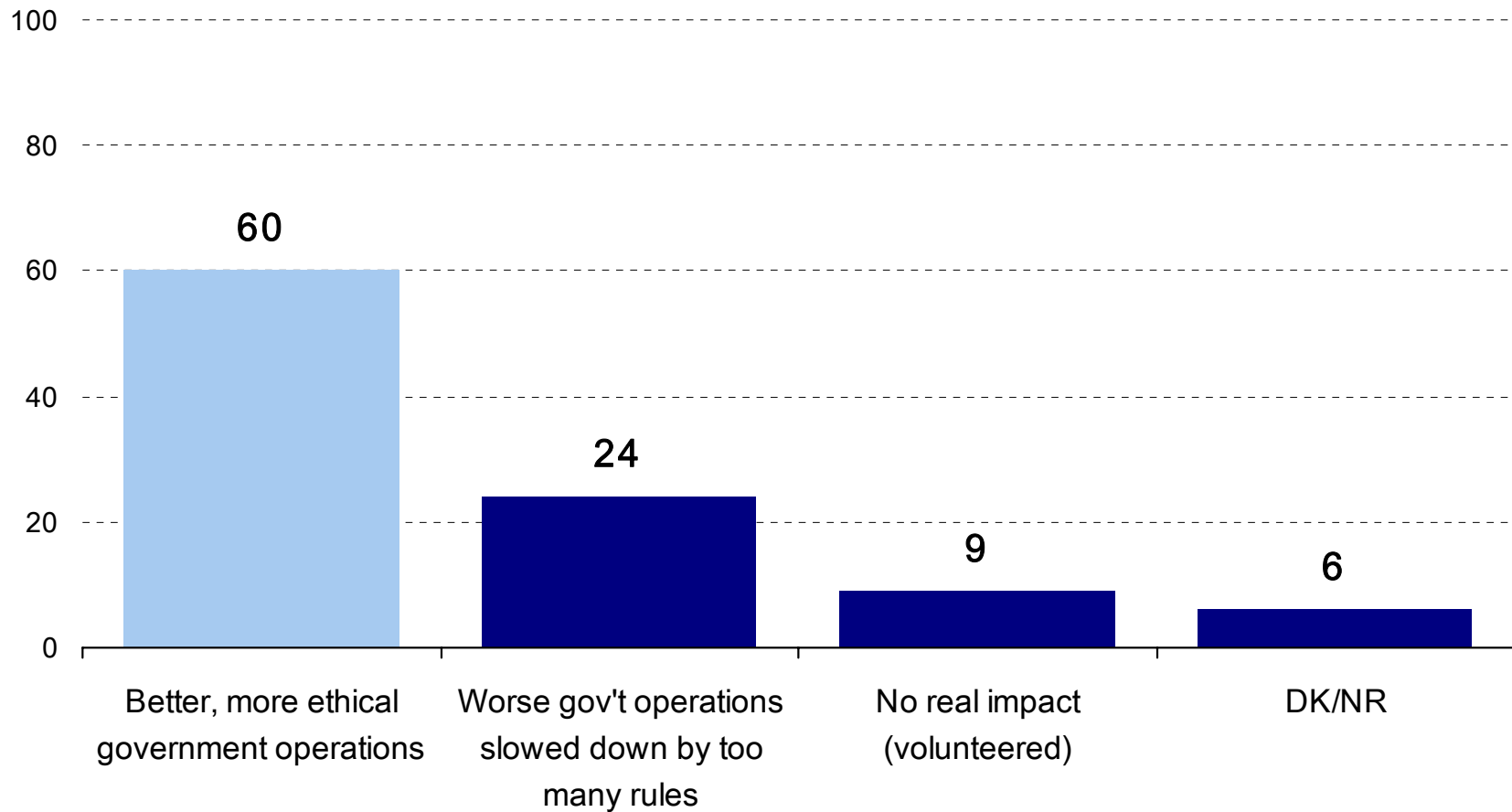
Tracking opinion of the sponsorship scandal

Q: Which of the following best characterizes your personal view of the sponsorship scandal?
Would you say it is...



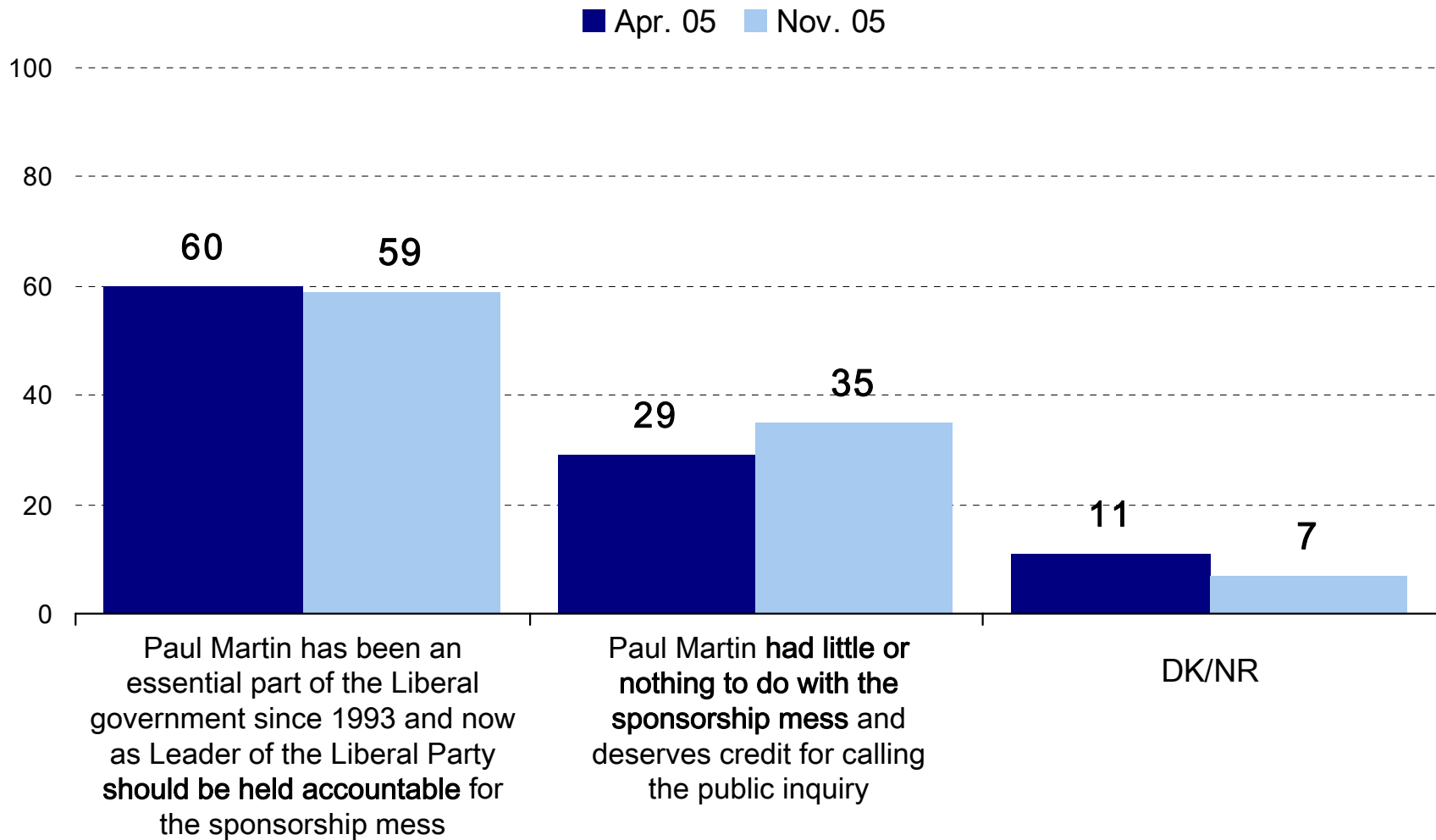
Most likely impact of the Gomery inquiry

Q: Which of the following do you think will be the most likely impact of the Gomery Inquiry?



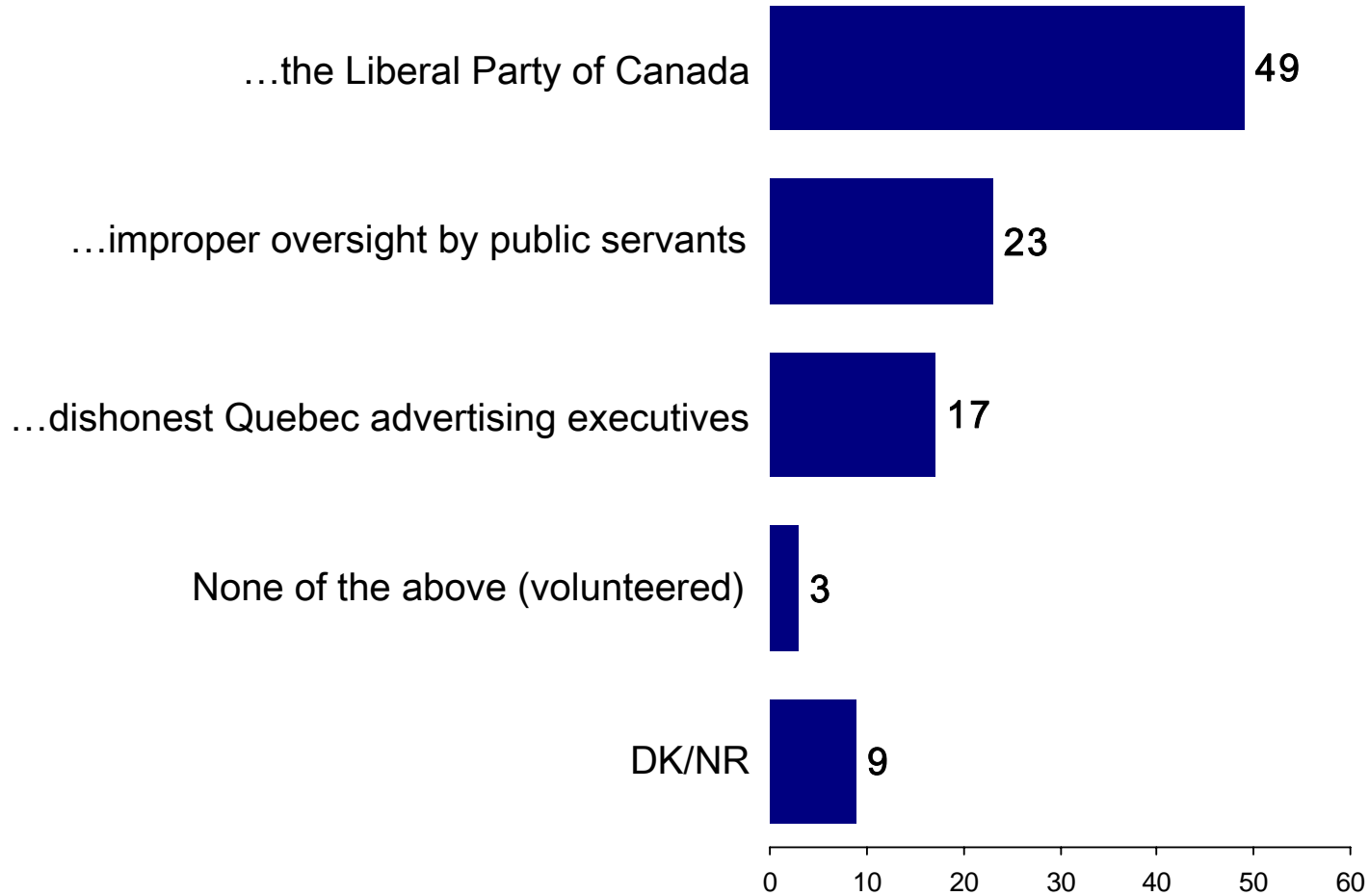
Assessment of Martin improves somewhat following exoneration

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



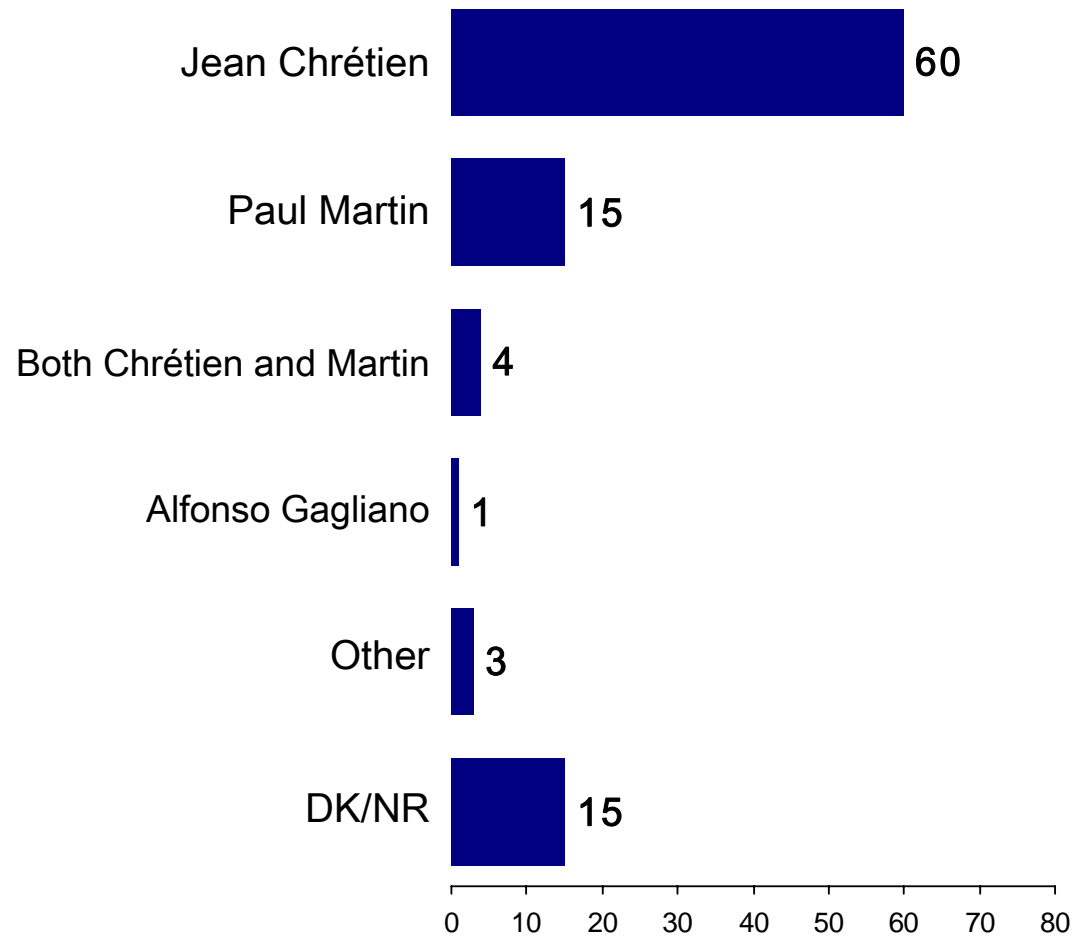
Sponsorship blame rests on the Liberal party

Q: Ultimately, who do you think is MOST to blame for the Sponsorship Scandal? Would you say...



Chrétien most to blame in the Liberal party

Q: And, who in the Liberal Party of Canada is most to blame?*



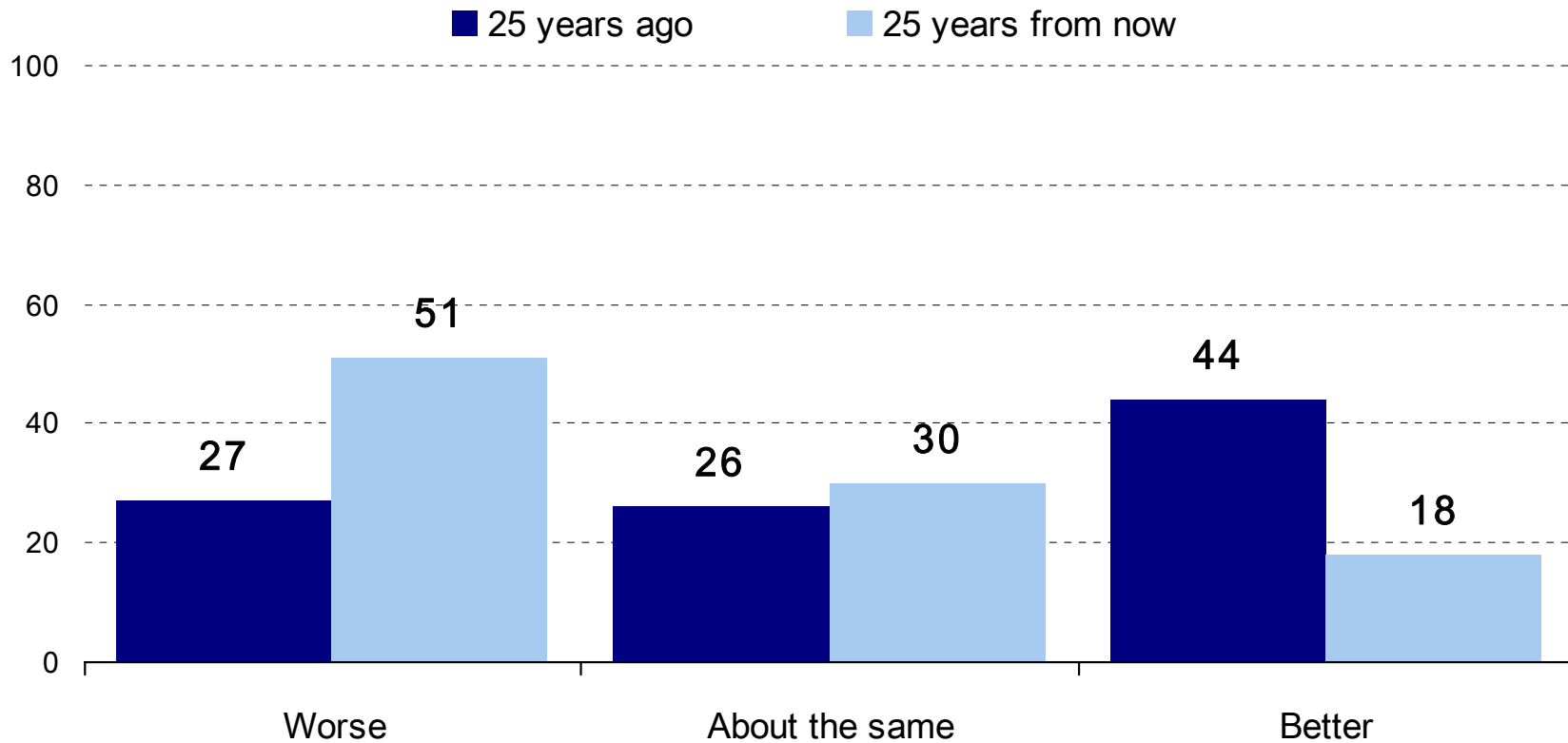
Base: Those who think the Liberal party is to blame; Nov. 05 n=610

Canada: Past, present, and future

Quality of life

Q: Thinking about your overall quality of life, would you say that **you are** better off, worse off, or about the same as the previous generation was **25 years ago**?

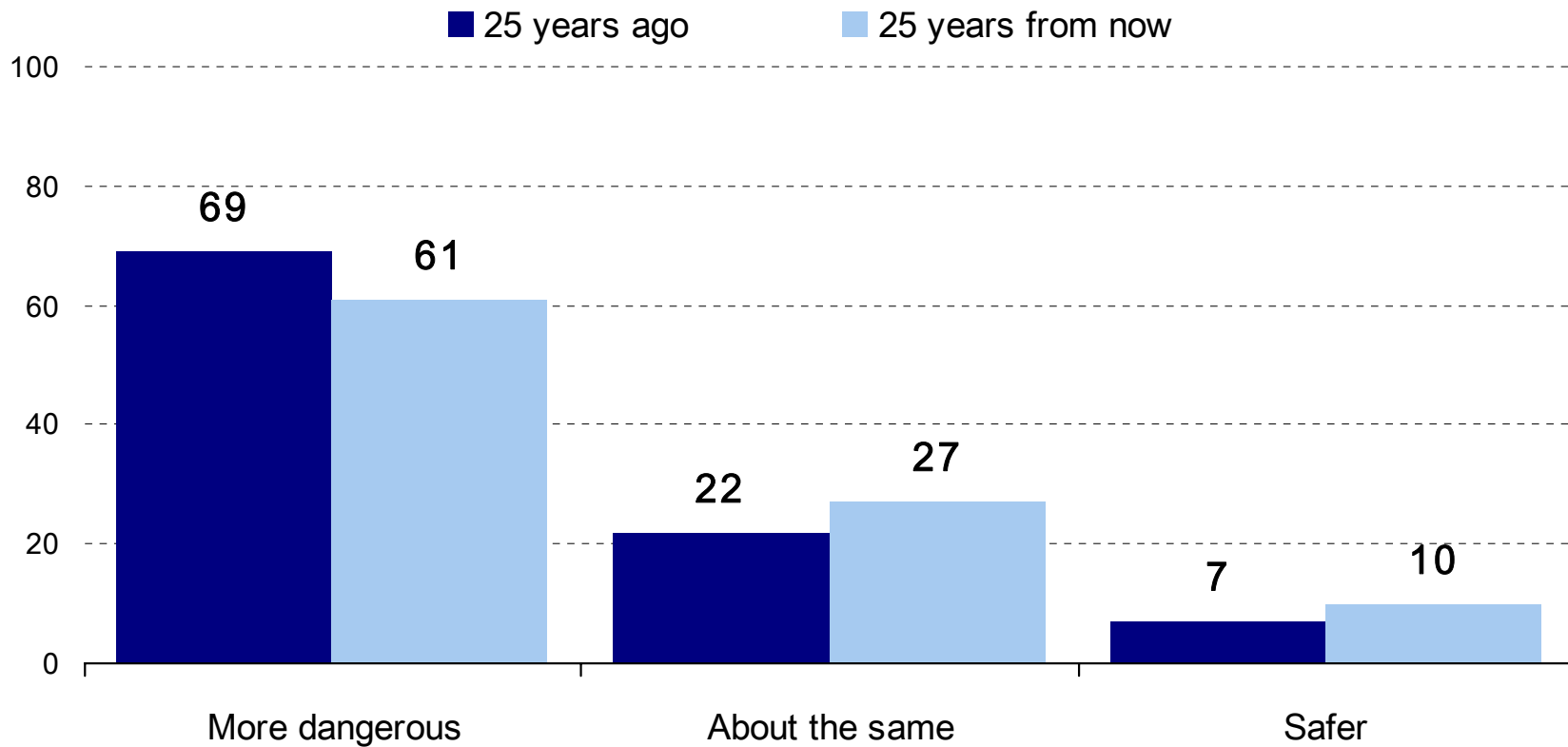
Q: Thinking about your overall quality of life do you think **the next generation will be** better off, worse off, or about the same as you are **25 years from now**?



Safety of world

Q: Do you think the world is safer, more dangerous or about the same as it was 25 years ago?*

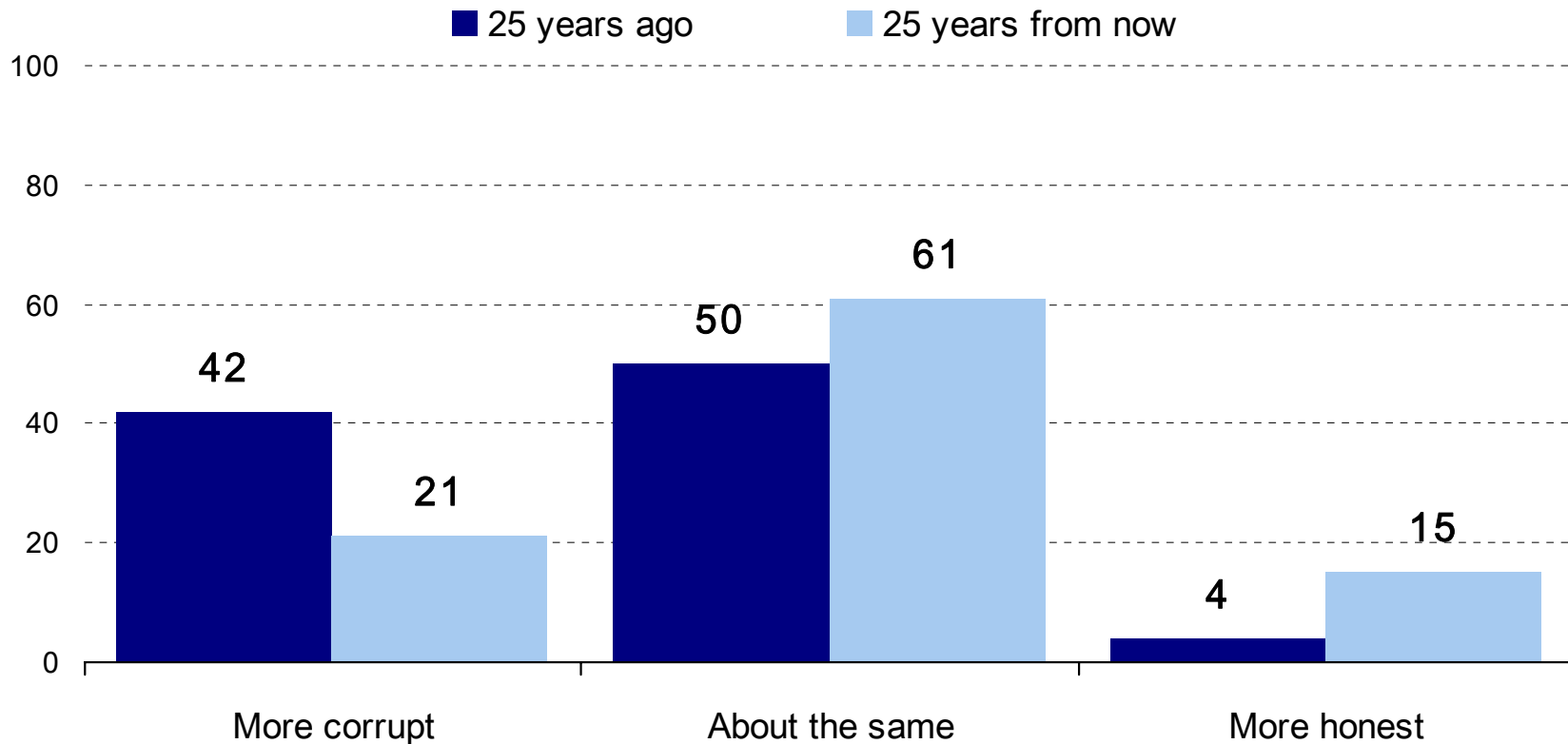
Q: Do you think the world will be safer, more dangerous or about the same 25 years from now?*



Corruption in politics

Q: Do you think politics in Canada is more honest, more corrupt, or about the same as it was 25 years ago?*

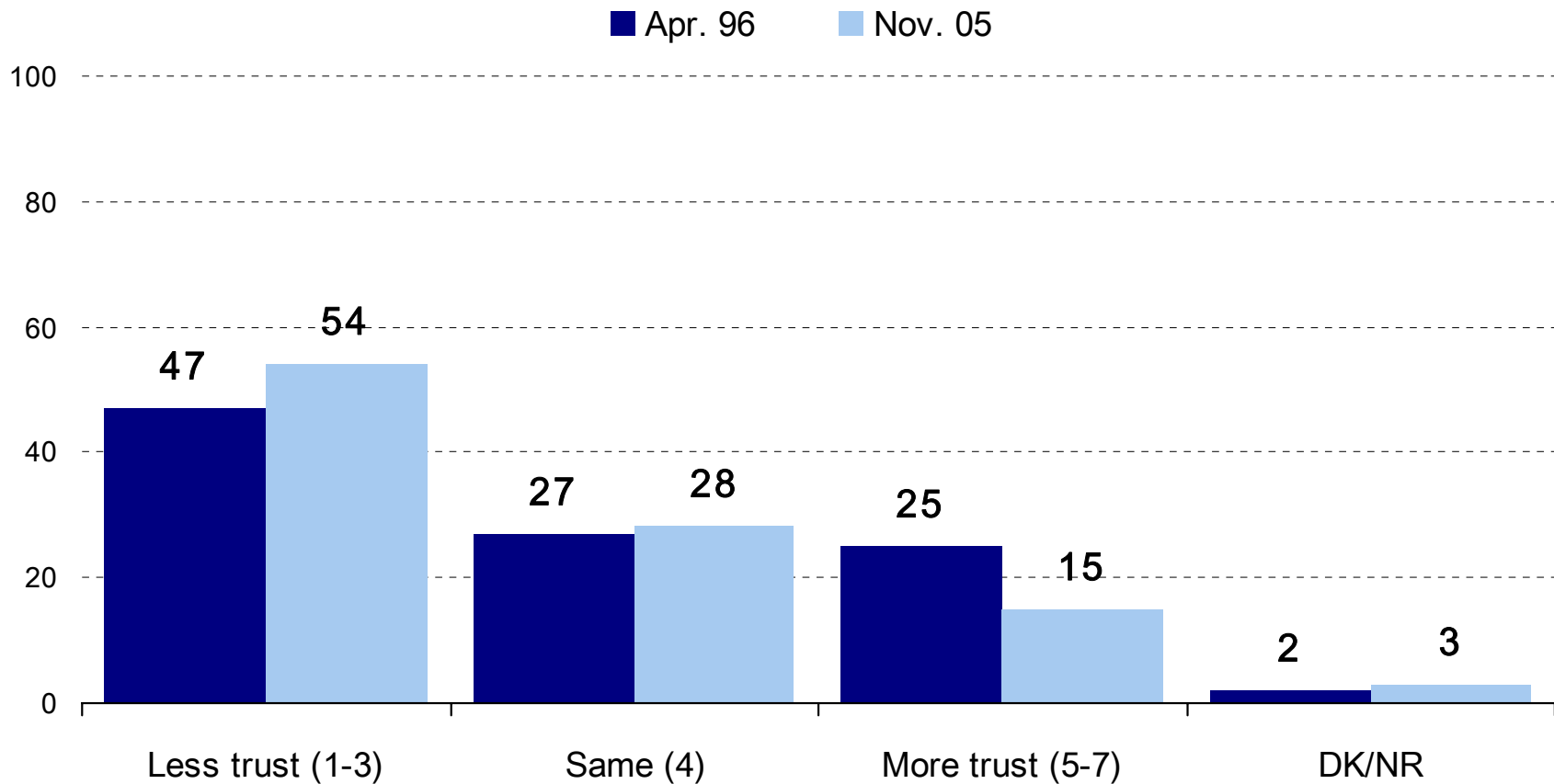
Q: Do you think politics in Canada will be more honest, more corrupt, or remain about the same 25 years from now?*



Trust and ethics

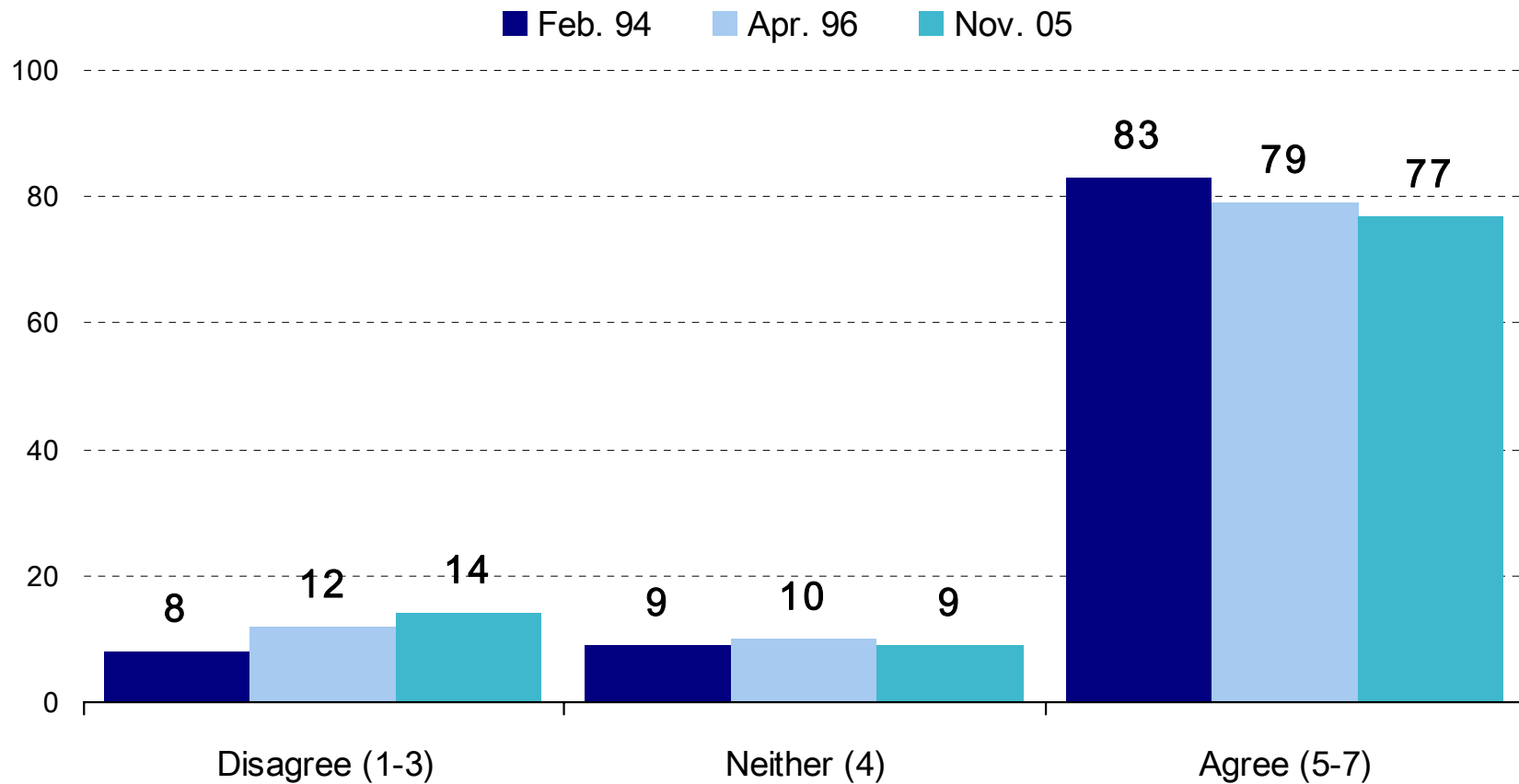
Trust in government

Q: How much trust do you have in the federal government compared to ten years ago?



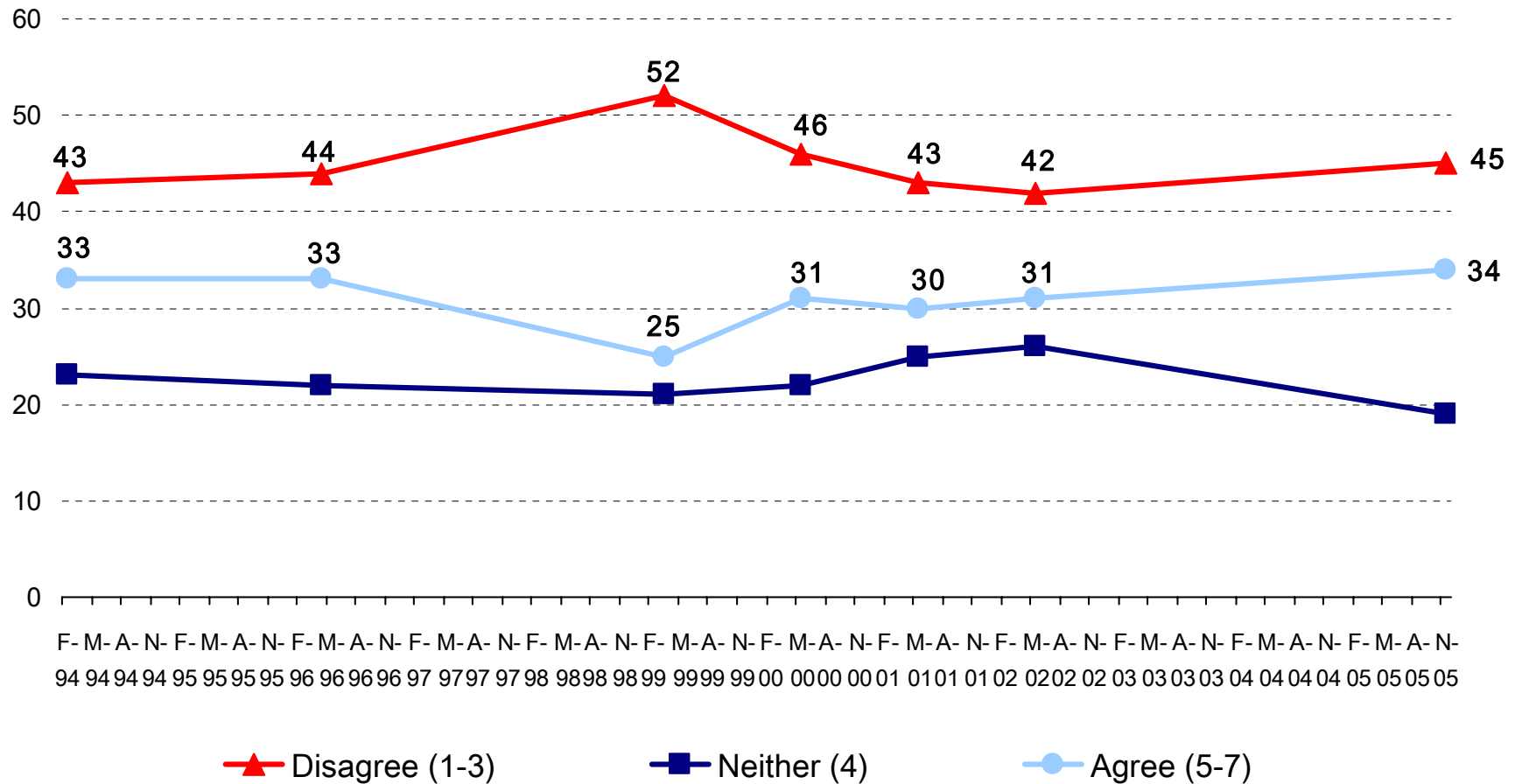
Government patronage believed widespread, but declining

Q: What really bothers me is that our politicians seem to have taken care of themselves and their friends while average Canadians have suffered badly.



Perceptions of politicians

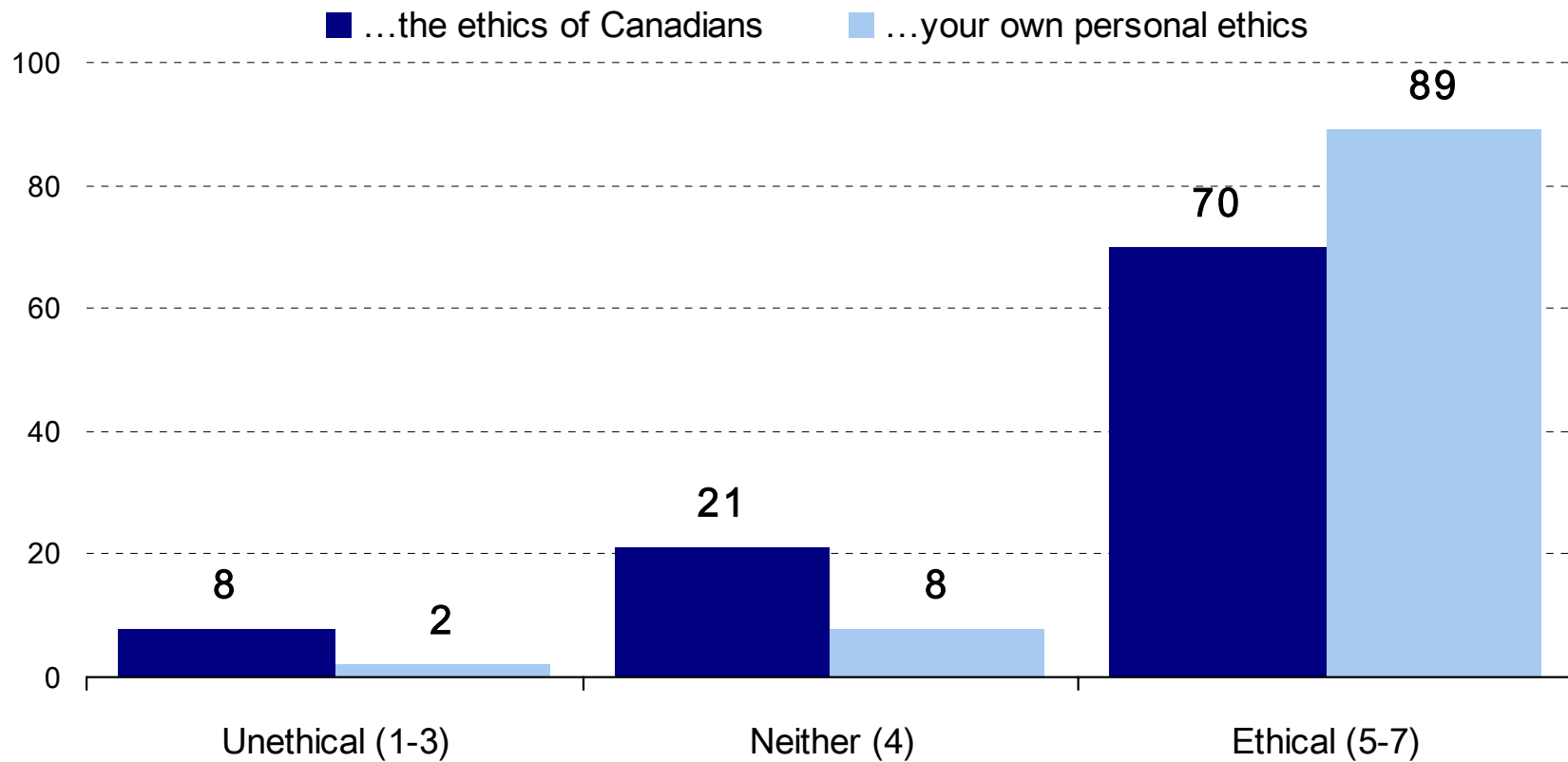
Q: I would be proud if my child grew up to be a politician.



Base: All Canadians; most recent data point Nov. 05 n=1275

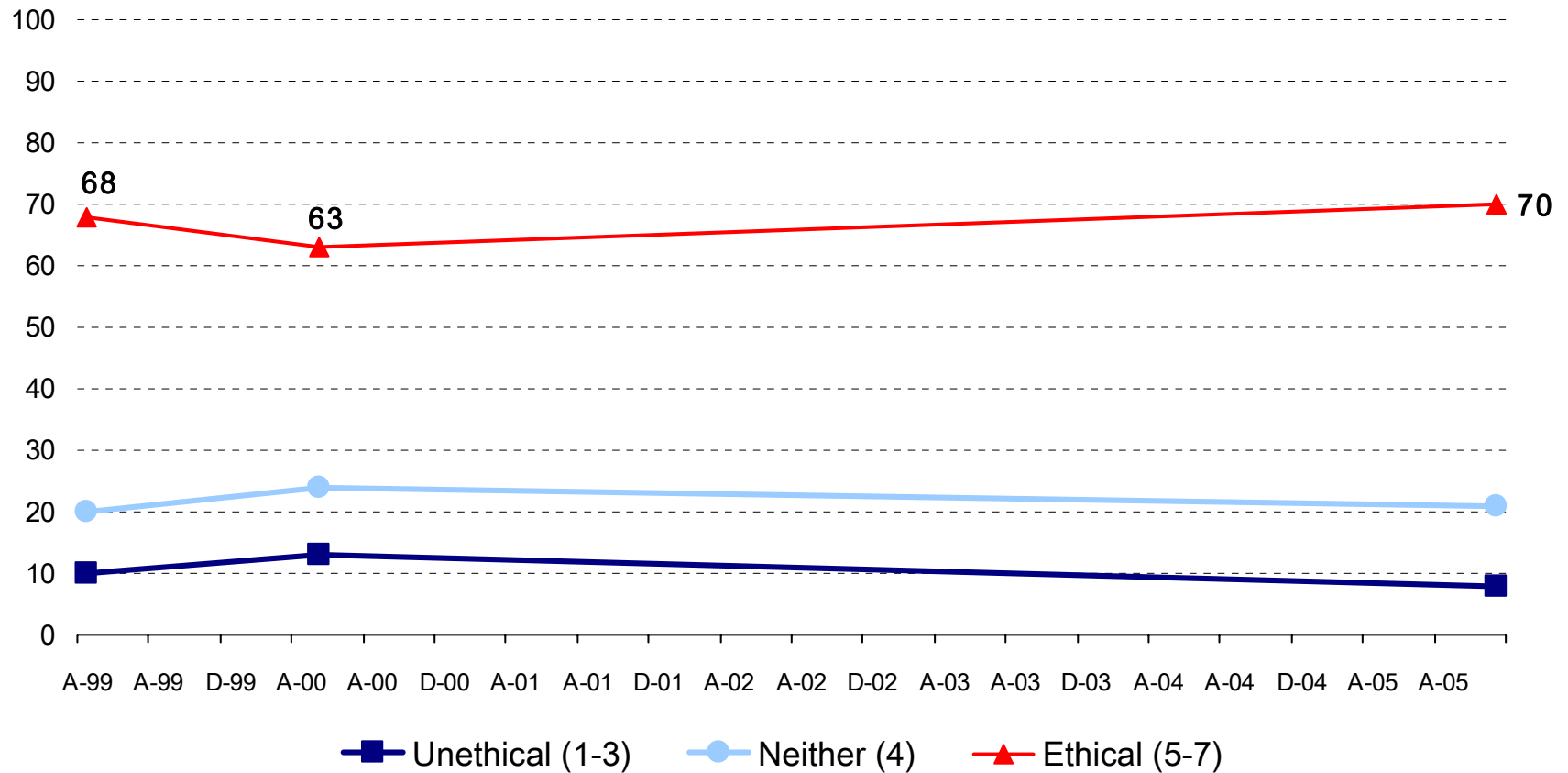
Ethics of Canadians

Q: Overall, how would you rate ...?



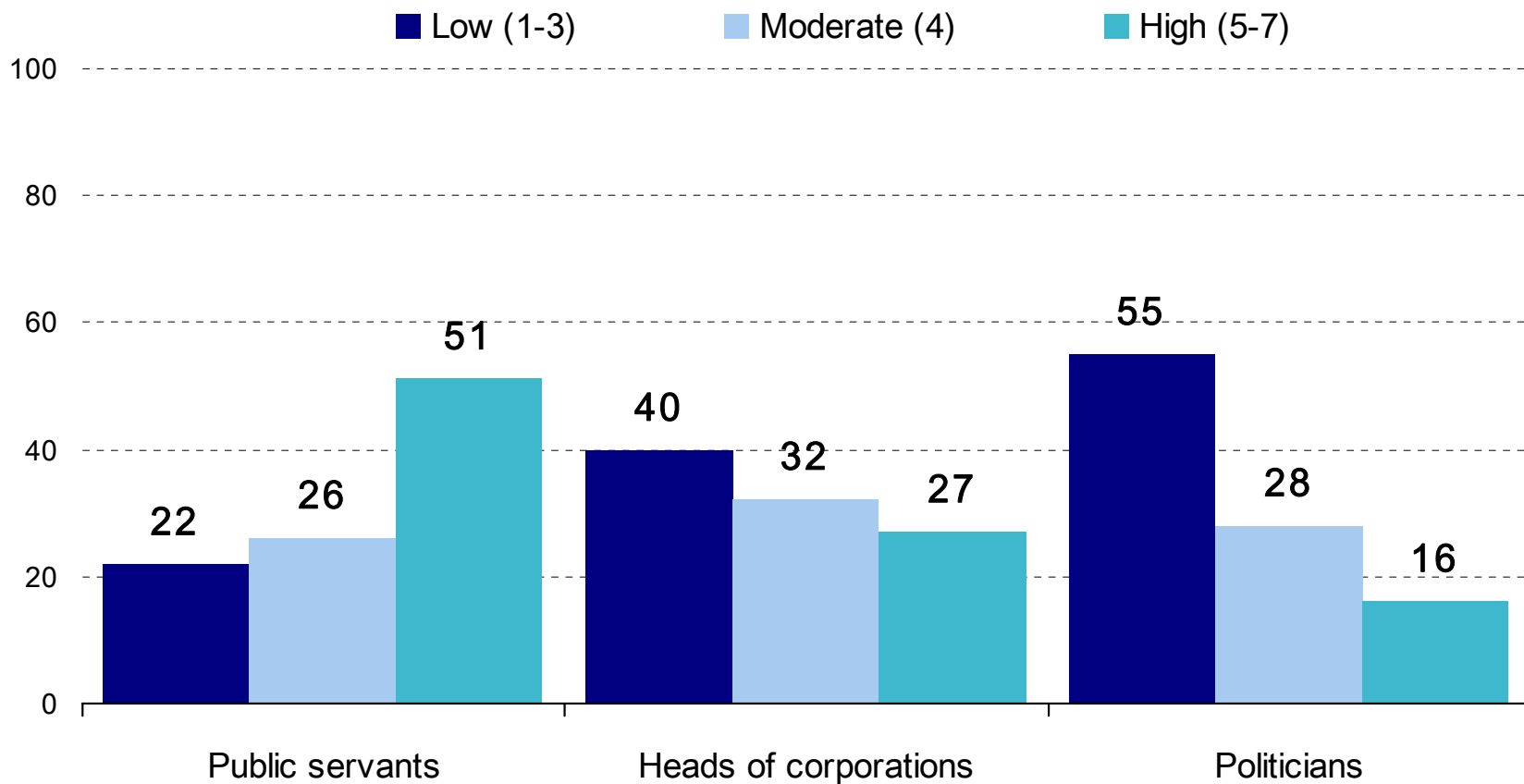
Tracking the ethics of Canadians

Q: Overall, how would you rate the ethics of Canadians?



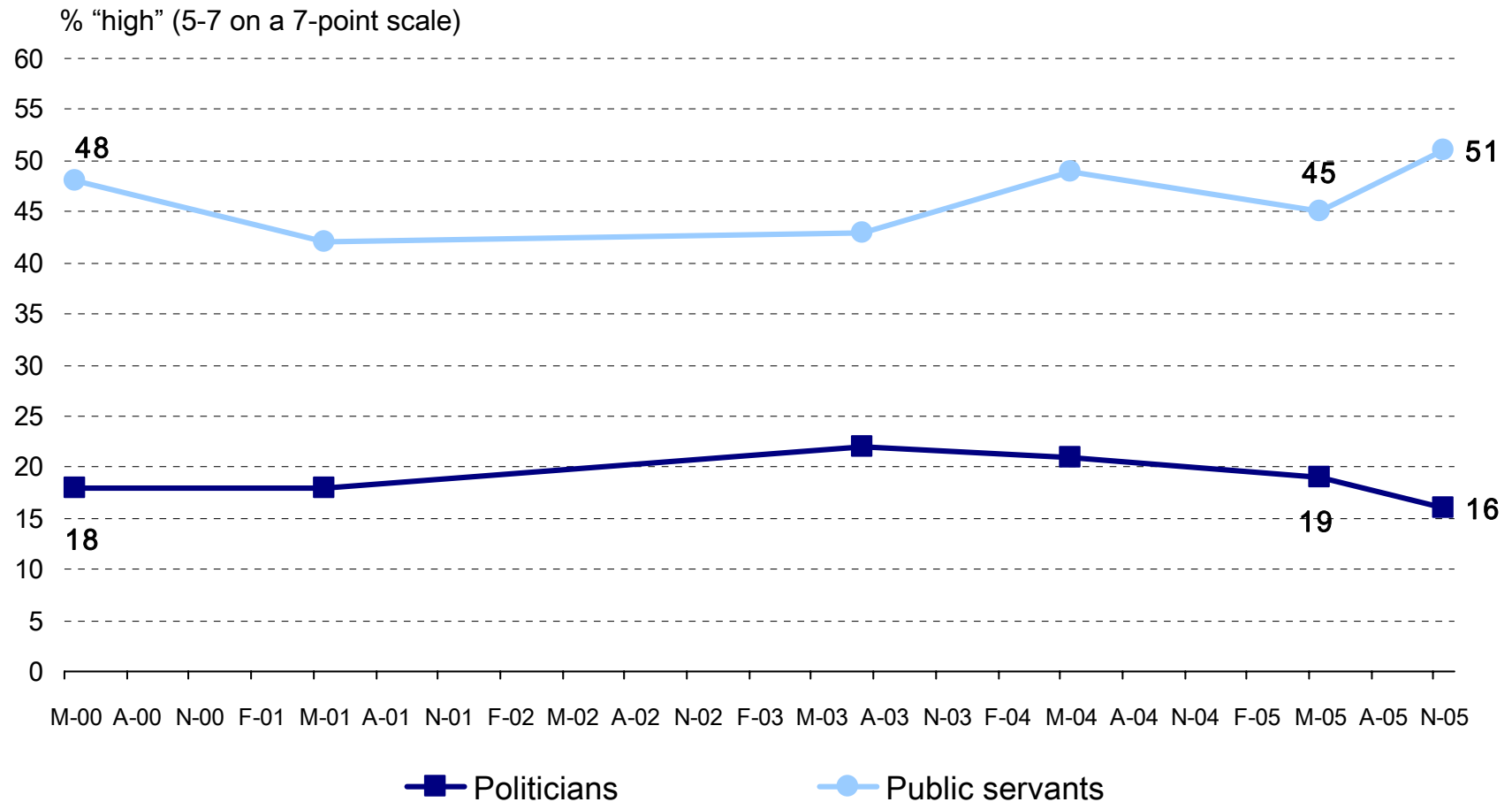
Rating the ethical standards of different occupations

Q: Overall, how would you rate the ethical standards of each of the following occupations in Canada?*



Tracking the ethical standards of politicians and public servants

Q: Overall, how would you rate the ethical standards of each of the following occupations in Canada?*



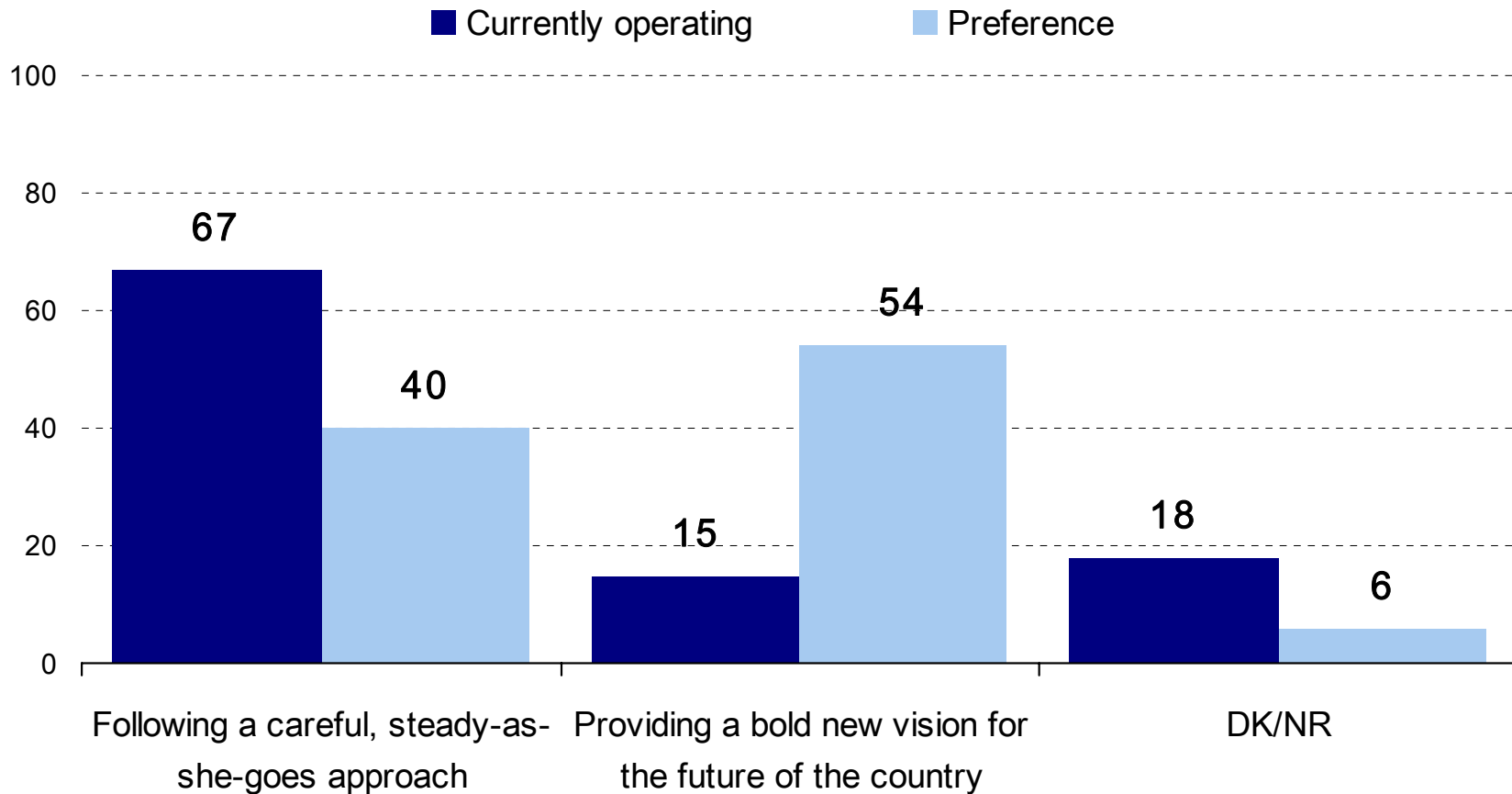
Base: All Canadians; most recent data point Nov. 05 overall n=1275 * half sample

Governance in Canada

Government of Canada operations

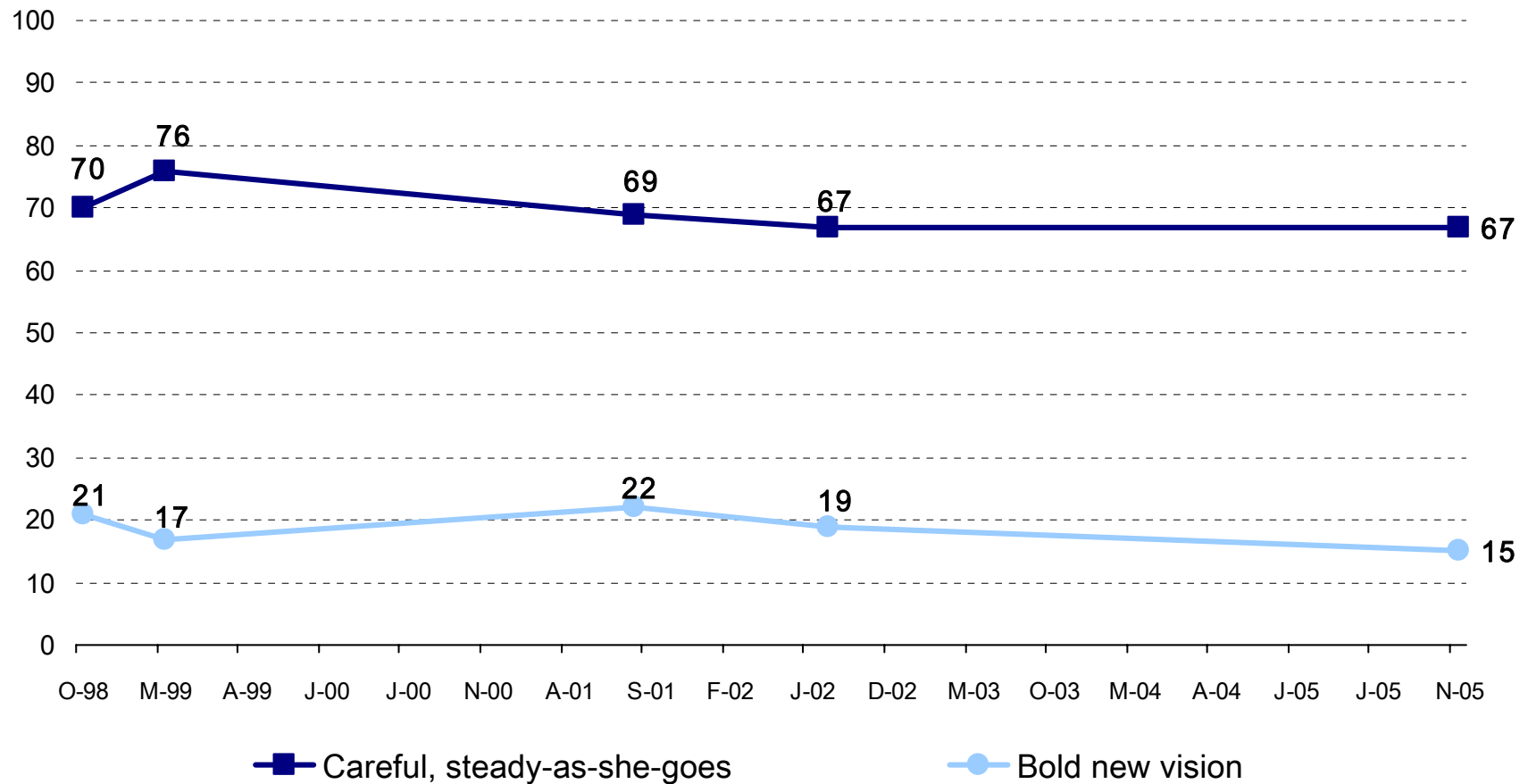
Q: Which of the following best describes the way the Government of Canada is currently operating?

Q: And which way would you prefer the government of Canada to operate?



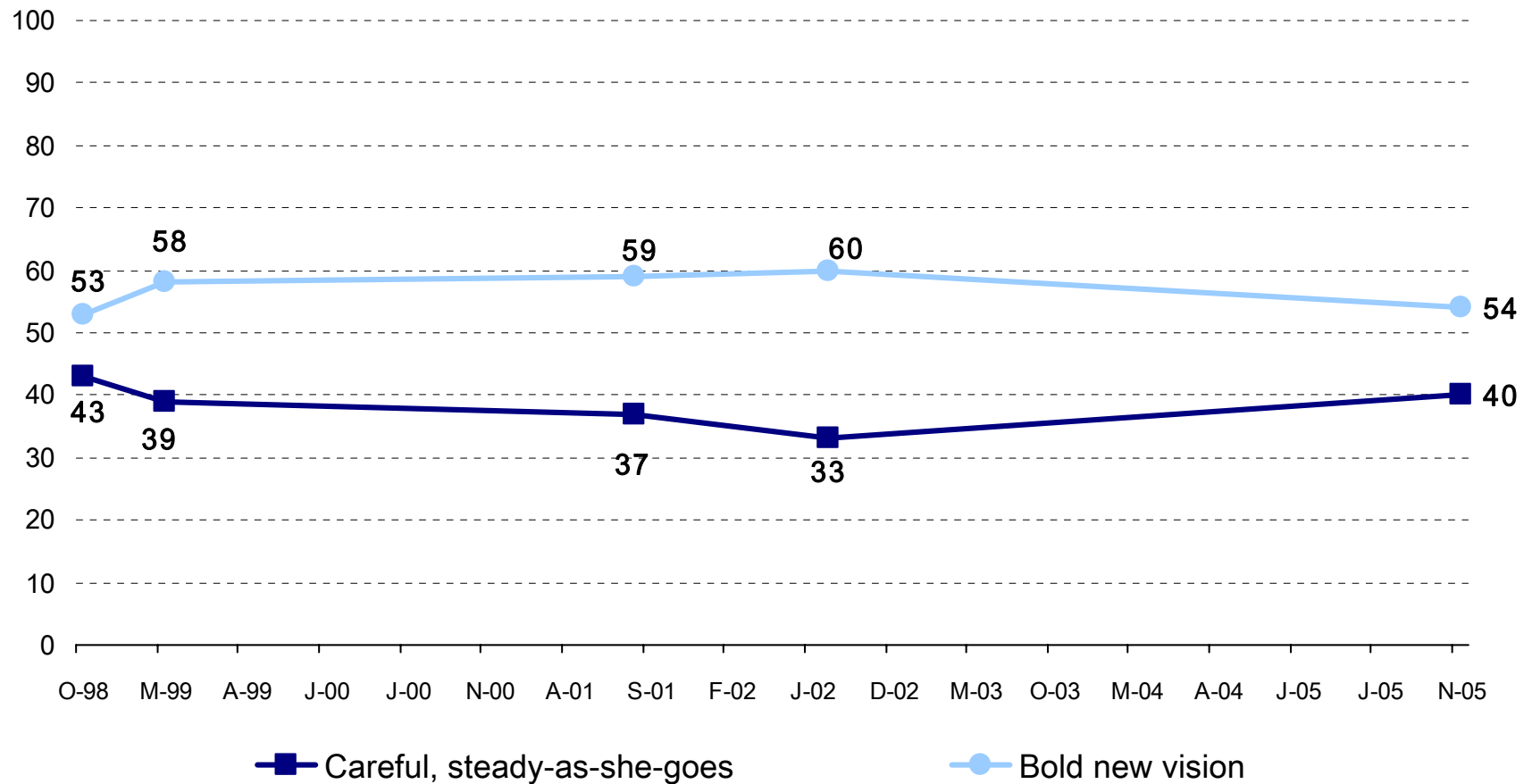
Tracking current Government of Canada operations

Q: Which of the following best describes the way the Government of Canada is currently operating?



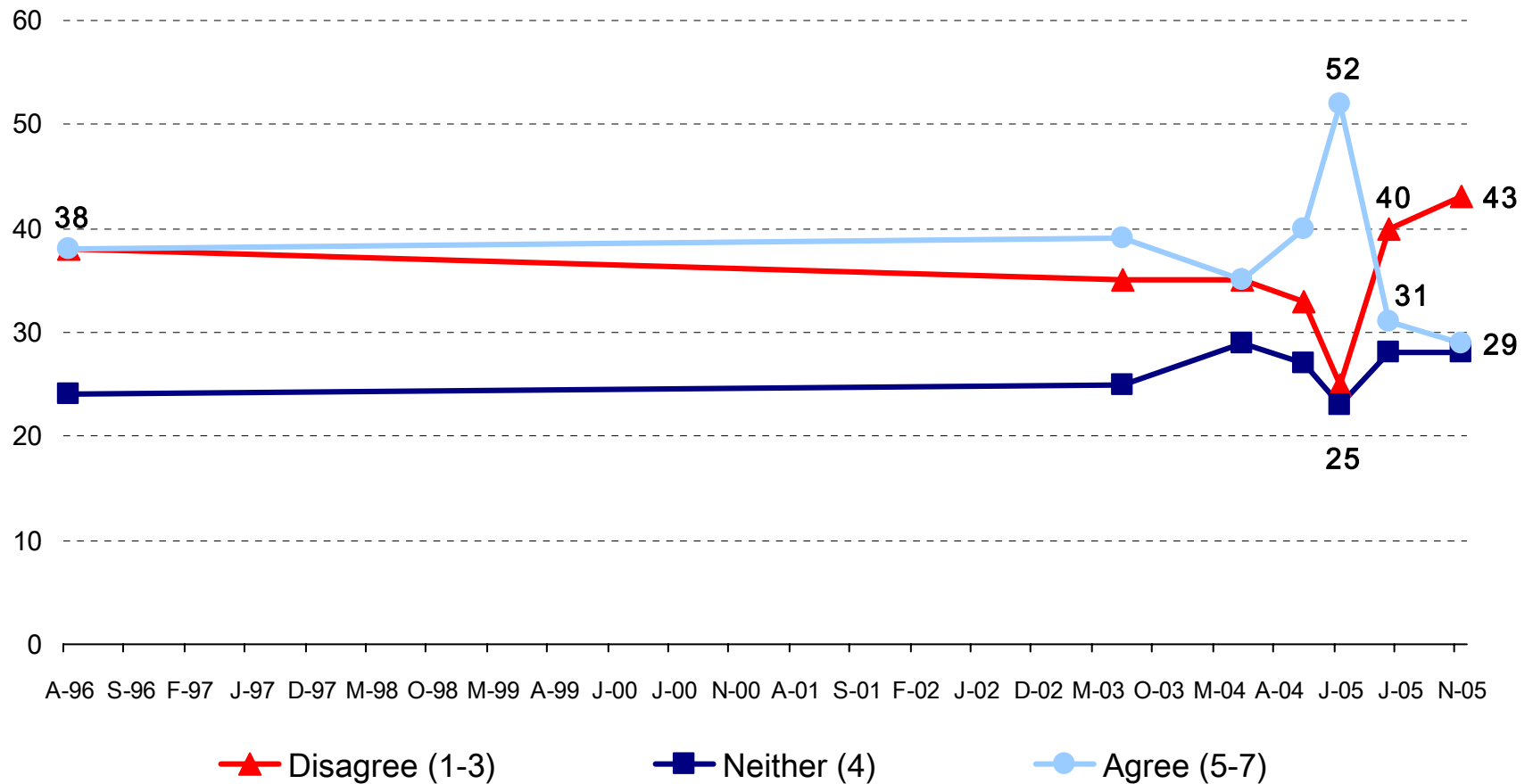
Tracking preferred Government of Canada operations

Q: And which way would you prefer the government of Canada to operate?



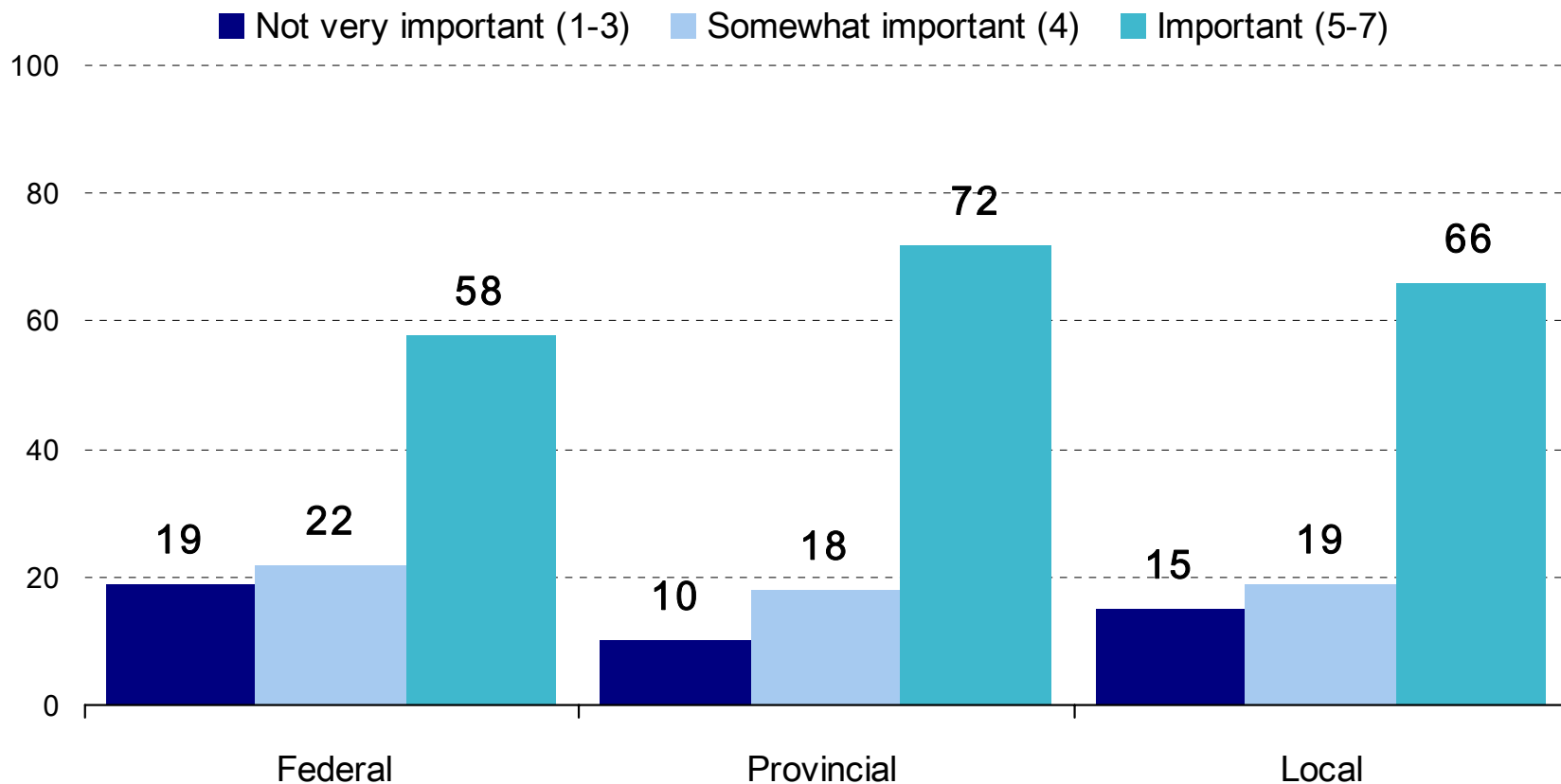
Government not regarded as a positive force

Q: All in all, government is a positive force in my life.



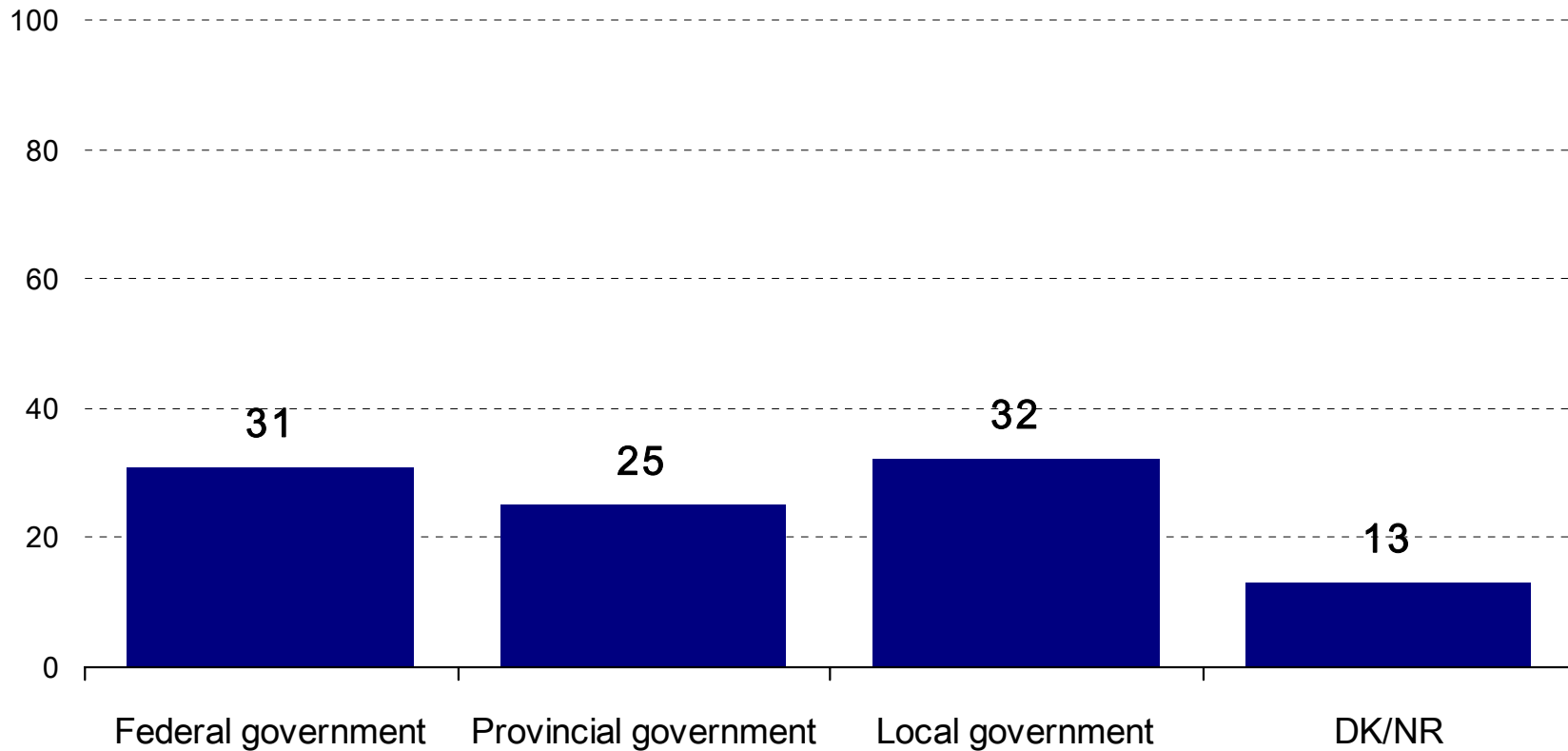
Importance of the different levels of government

Q: Thinking about the following levels of government in Canada, how would you rate the overall importance of each level to you?



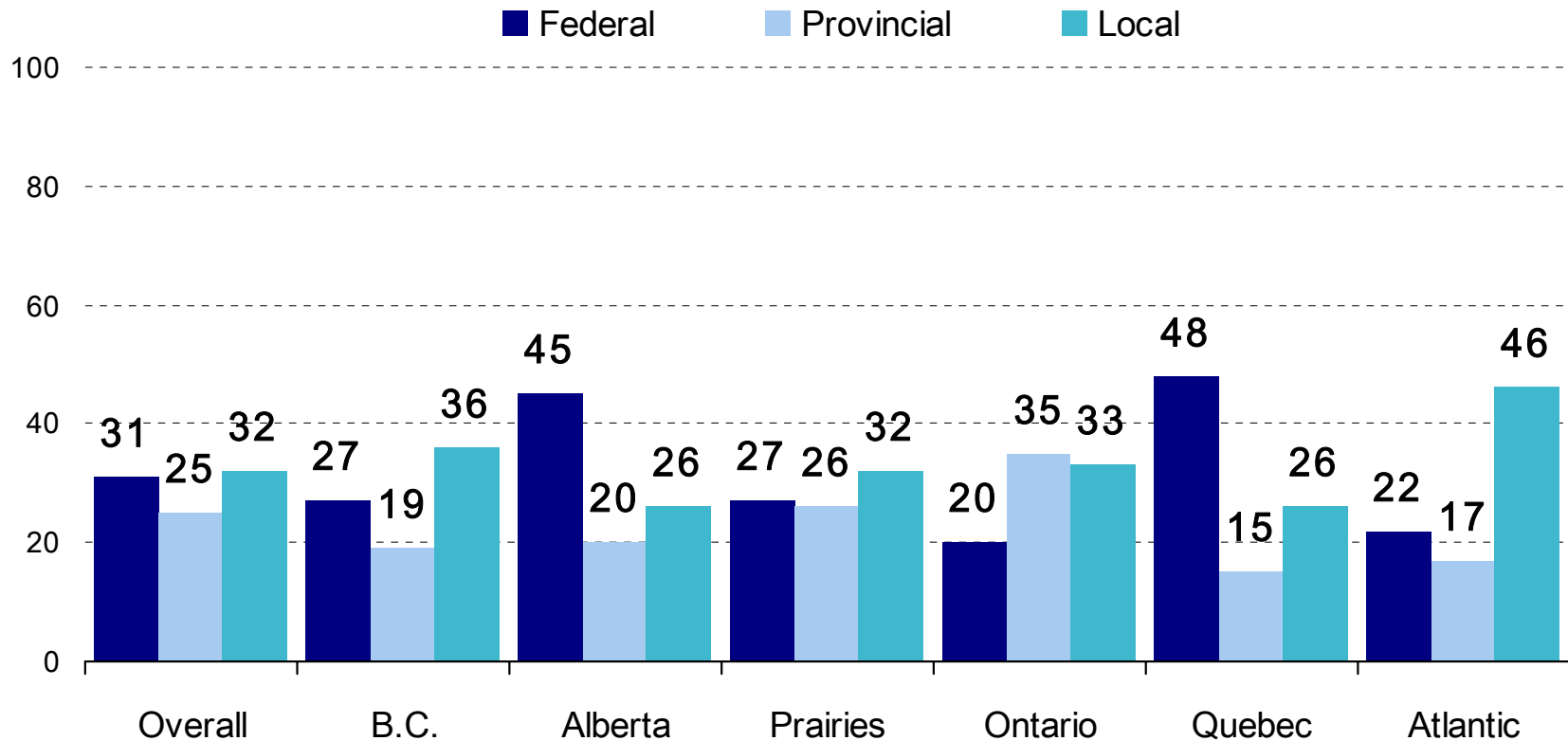
Which level of government could we do without?

Q: Now, thinking ahead 25 years, which of these three levels of government would be the easiest to live without?



Removal of government level by region

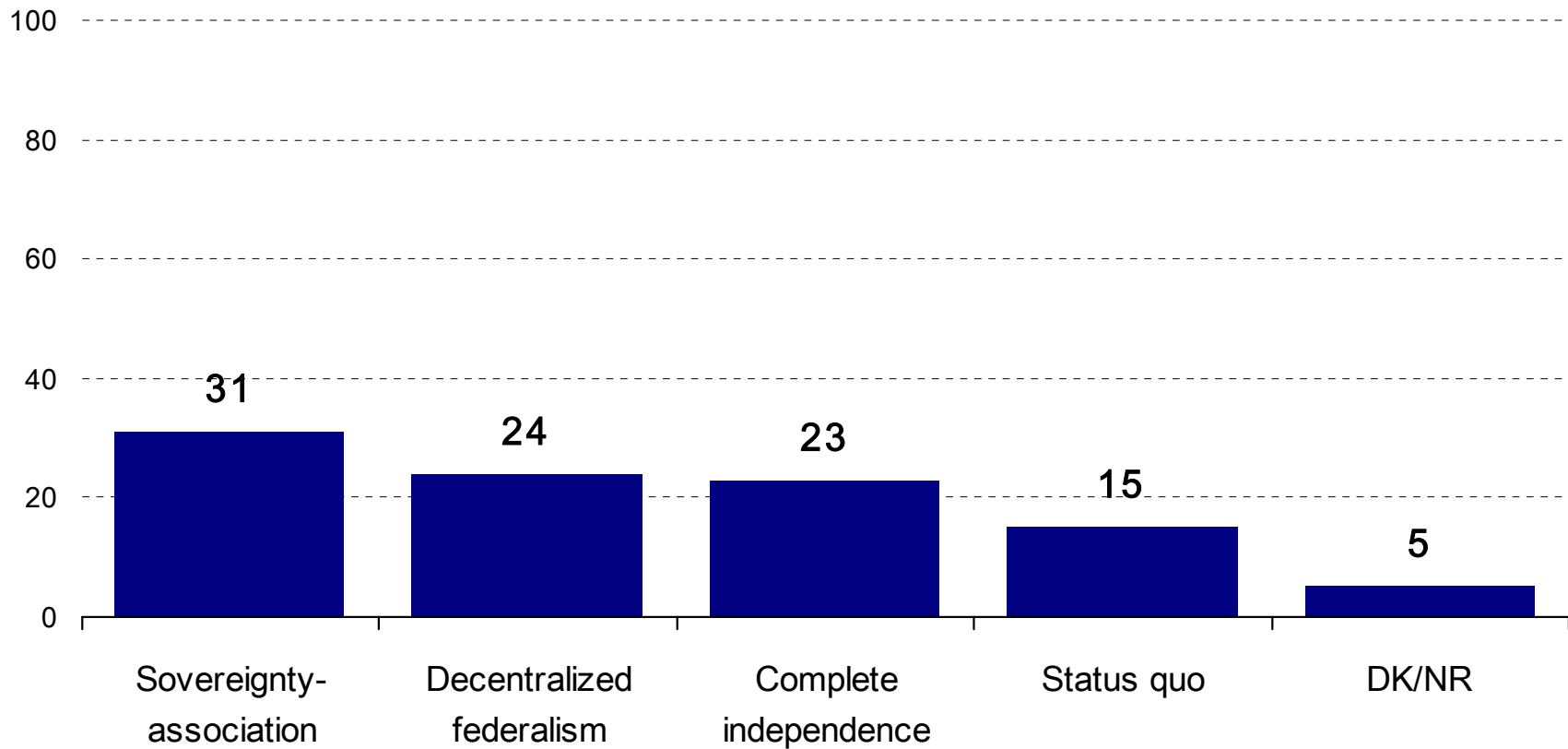
Q: Thinking about the different levels of government in Canada today, which level do you think we could most easily do without?



Quebec's place in Canada

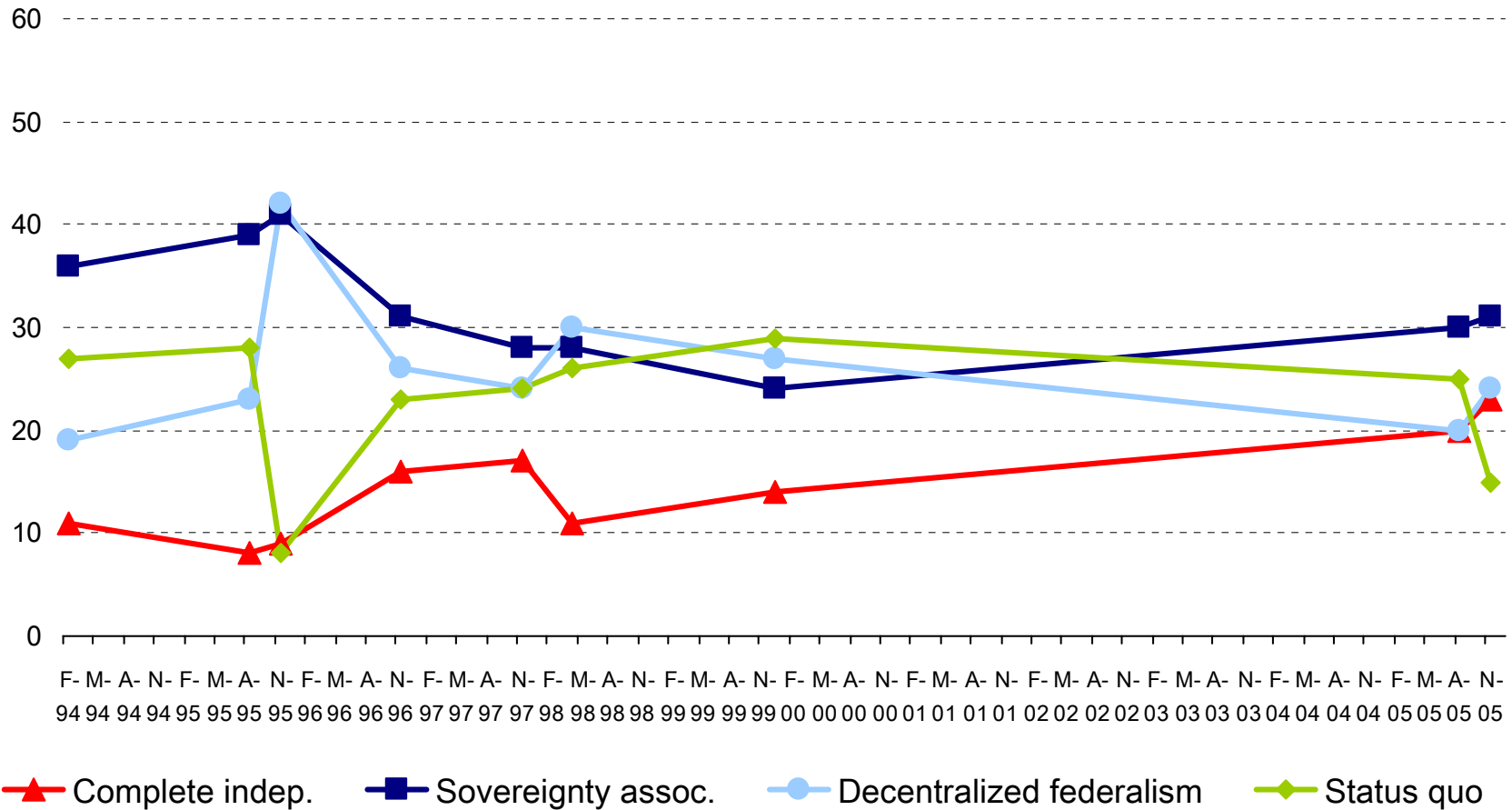
Quebec's political status in Canada

Q: Ideally, which of the following four options would you prefer for Quebec?



Tracking preference for Quebec's political status in Canada

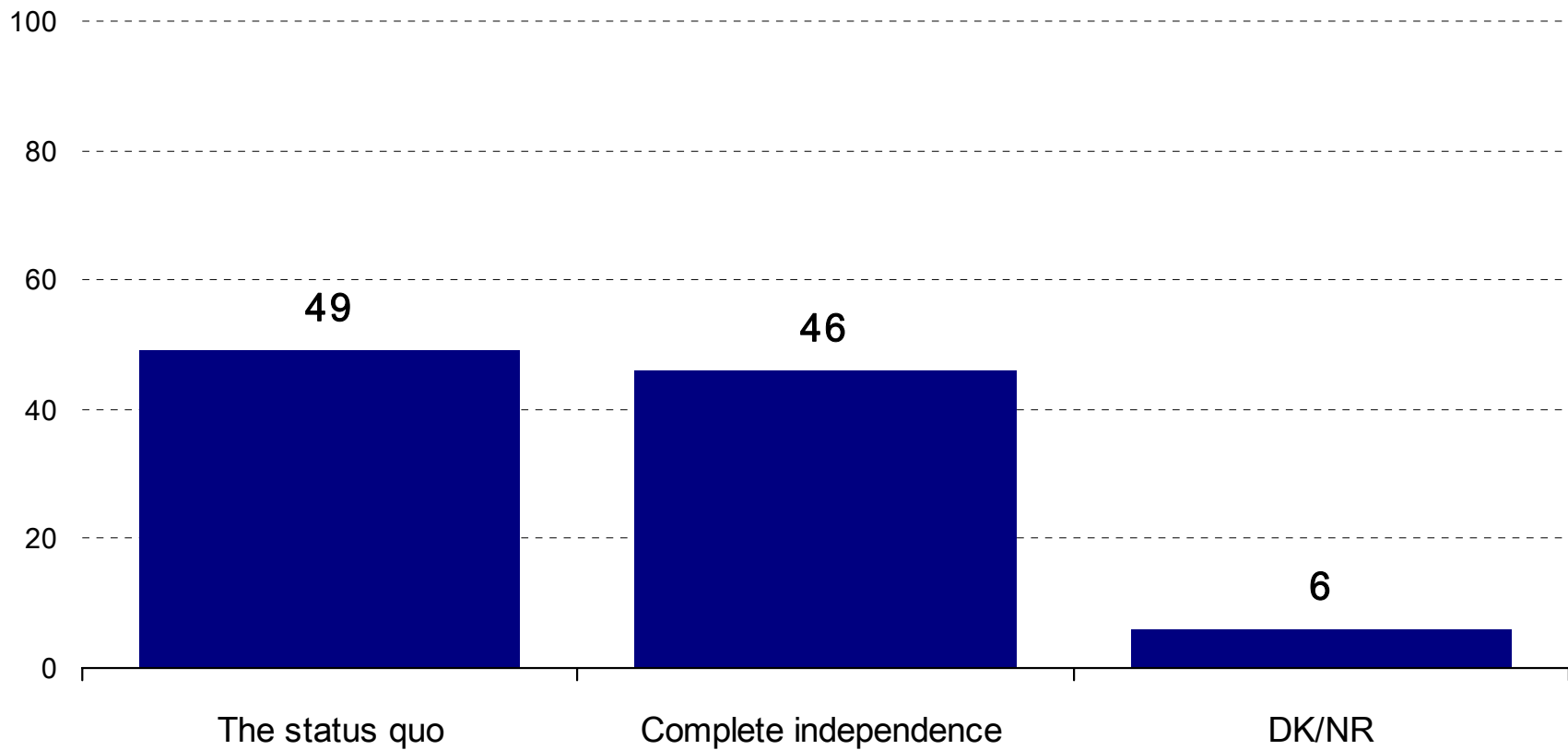
Q: Ideally, which of the following four options would you prefer for Quebec?



Base: Residents of Quebec; most recent data point Nov. 05 n=365

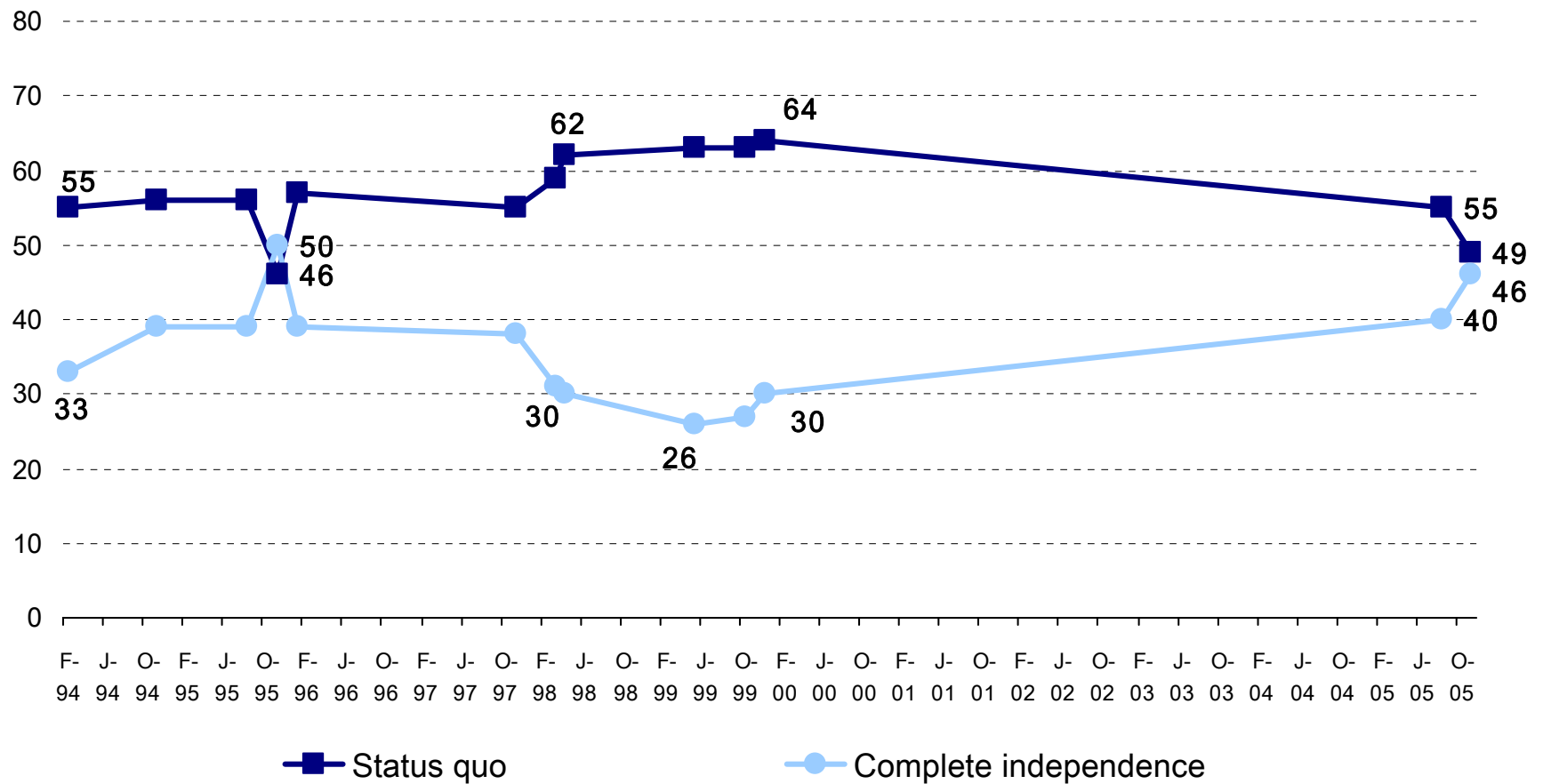
Independence vs. status quo for Quebec

Q: If you were forced to choose between complete independence for Quebec from Canada or maintenance of the status quo, which would you choose?



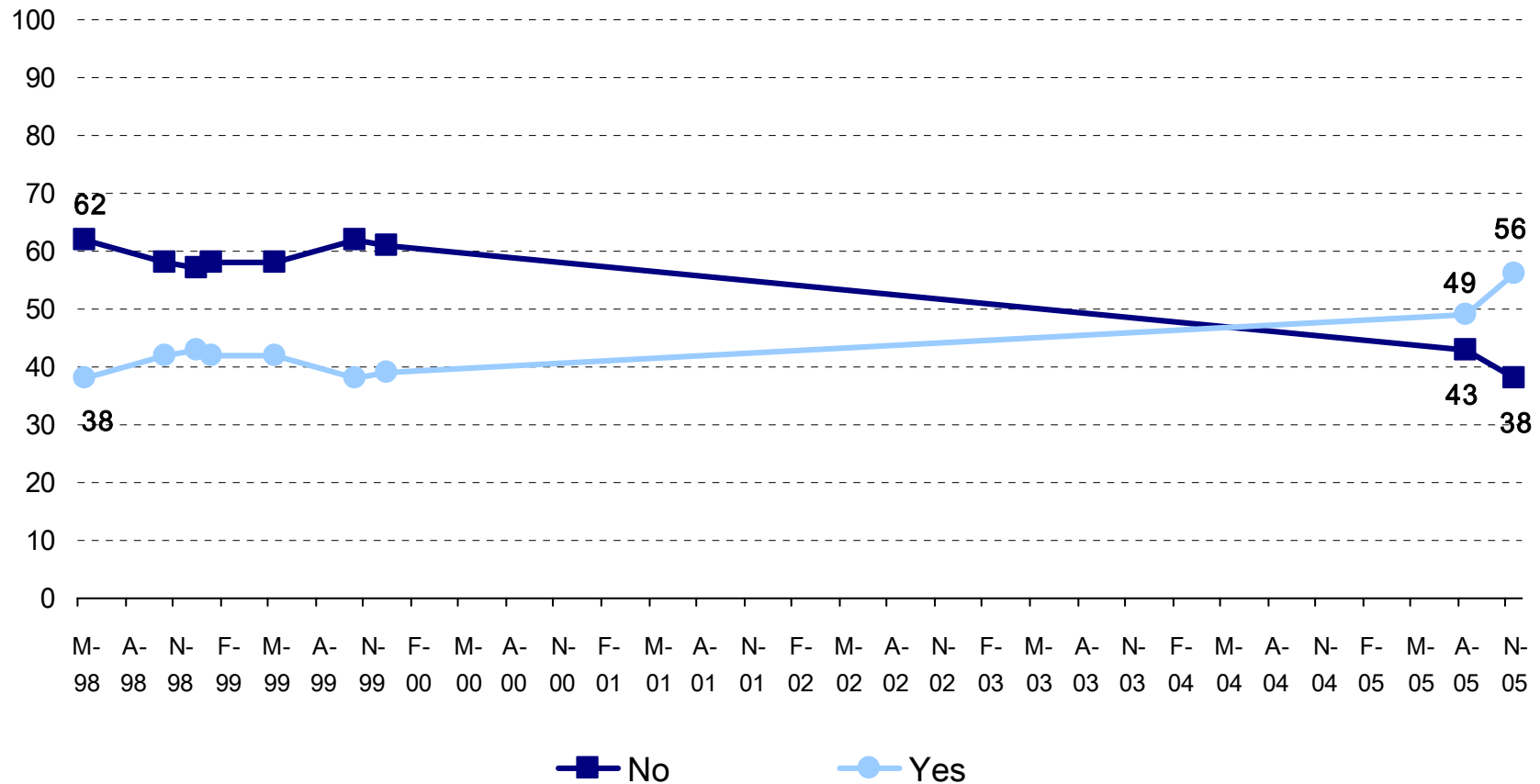
Quebeckers show slight preference for status quo

Q: If you were forced to choose between complete independence for Quebec from Canada or maintenance of the status quo, which would you choose?



Support for sovereignty

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



Base: Residents of Quebec; most recent data point Nov. 05 n=365



For more information:

Frank Graves, President
fgraves@ekos.com

Paul Adams, Executive Director
padams@ekos.com

t: 613 235 7215