

THE TORONTO STAR



EKOS

La Presse

# Update on the Political Landscape

*Belinda Bounce? Widening Liberal Lead as Tories Stall (Gap Widens in Ontario)*

May 19, 2005

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# Methodology

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## ■ Telephone survey of the general public

- ❖ 1704 interviews with a national random sample of Canadians 18 years of age and older. This total includes an additional 501 cases collected on May 17, 2005 with a smaller instrument containing questions on vote intention and Belinda Stronach.

  - ✓ Overall interview period: May 13 – May 17, 2005

  - ✓ National results valid within 2.4 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

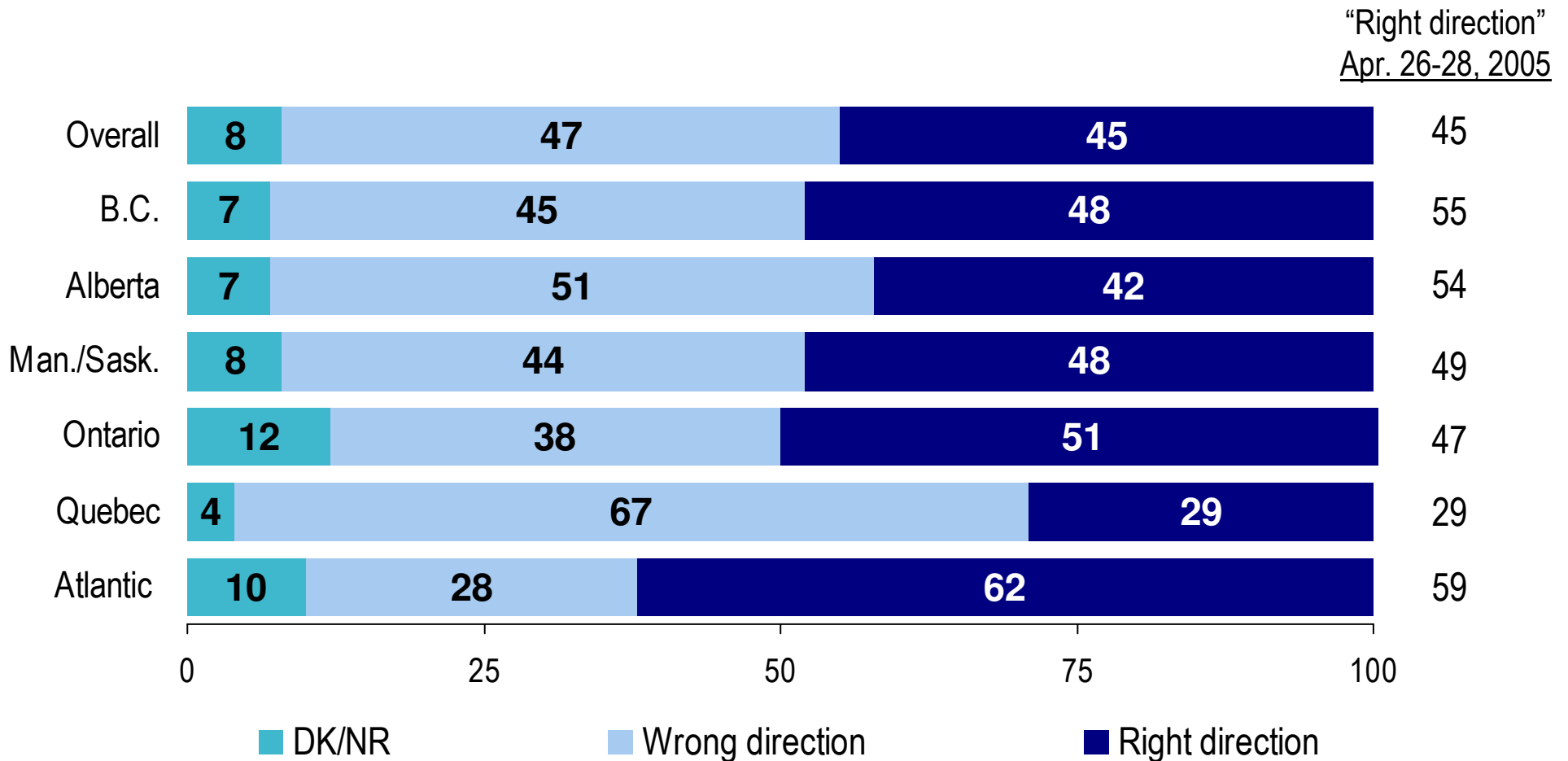
## ■ All the data were statistically weighted to ensure the sample's regional, gender and age composition reflects that of the actual population of Canada according to Census data.

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# The Current Landscape

# Satisfaction with direction of country

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

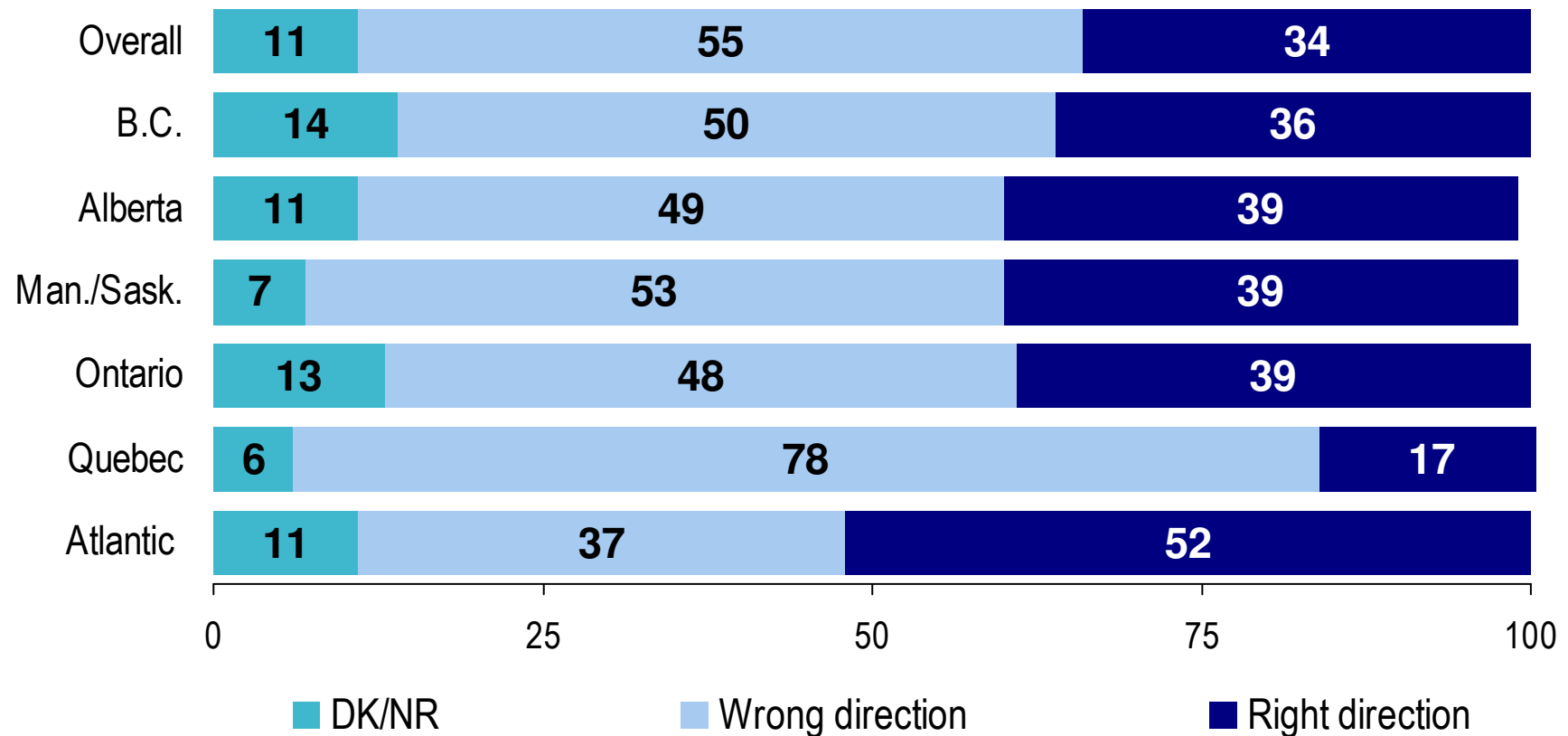


Base: All Canadians; May 13-17, 2005, half sample

# Satisfaction with direction of Government

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

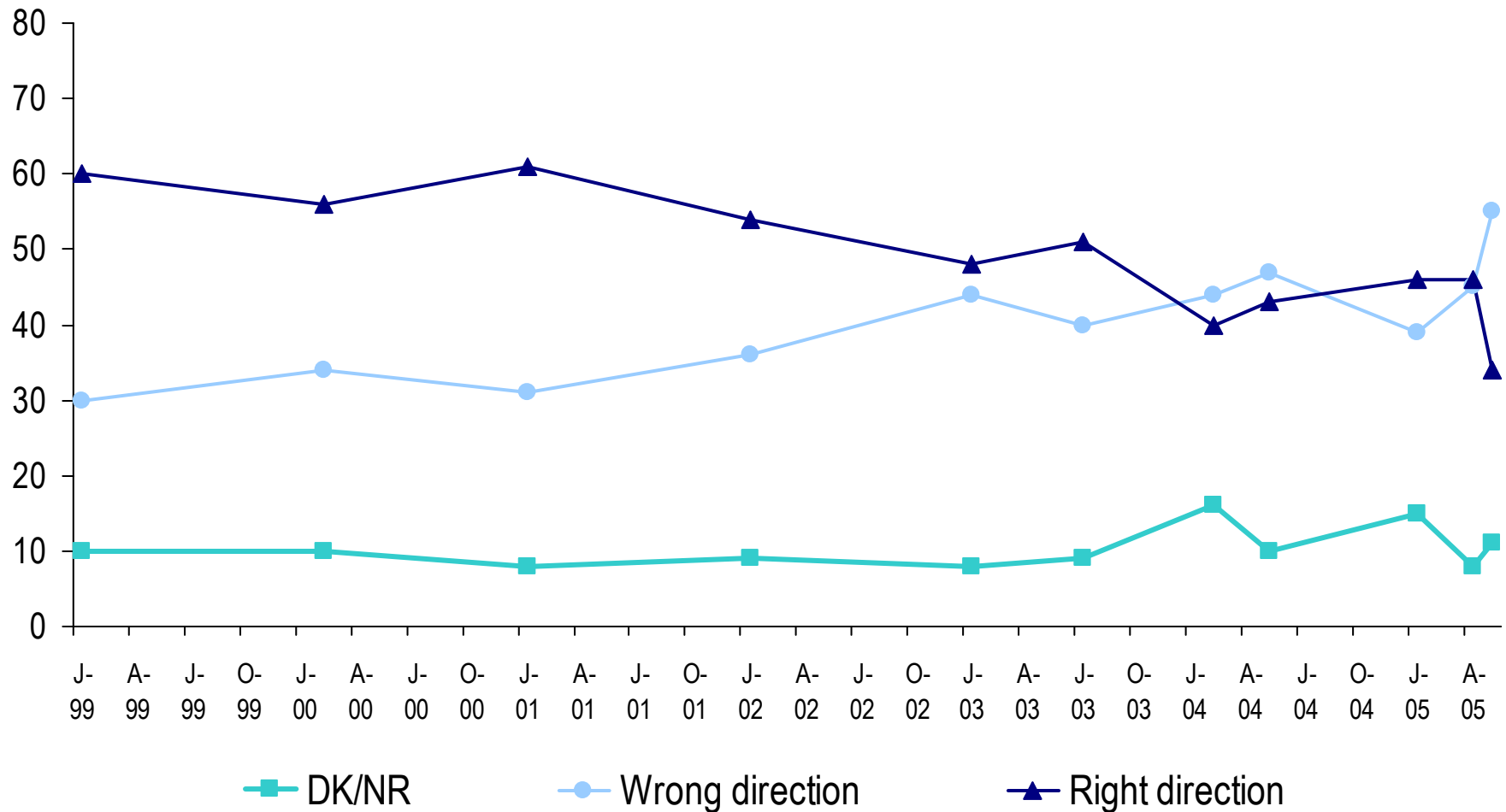


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Base: All Canadians; May 13-17, 2005, half sample

# Tracking satisfaction with government direction

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



Base: All Canadians; most recent data point May 05

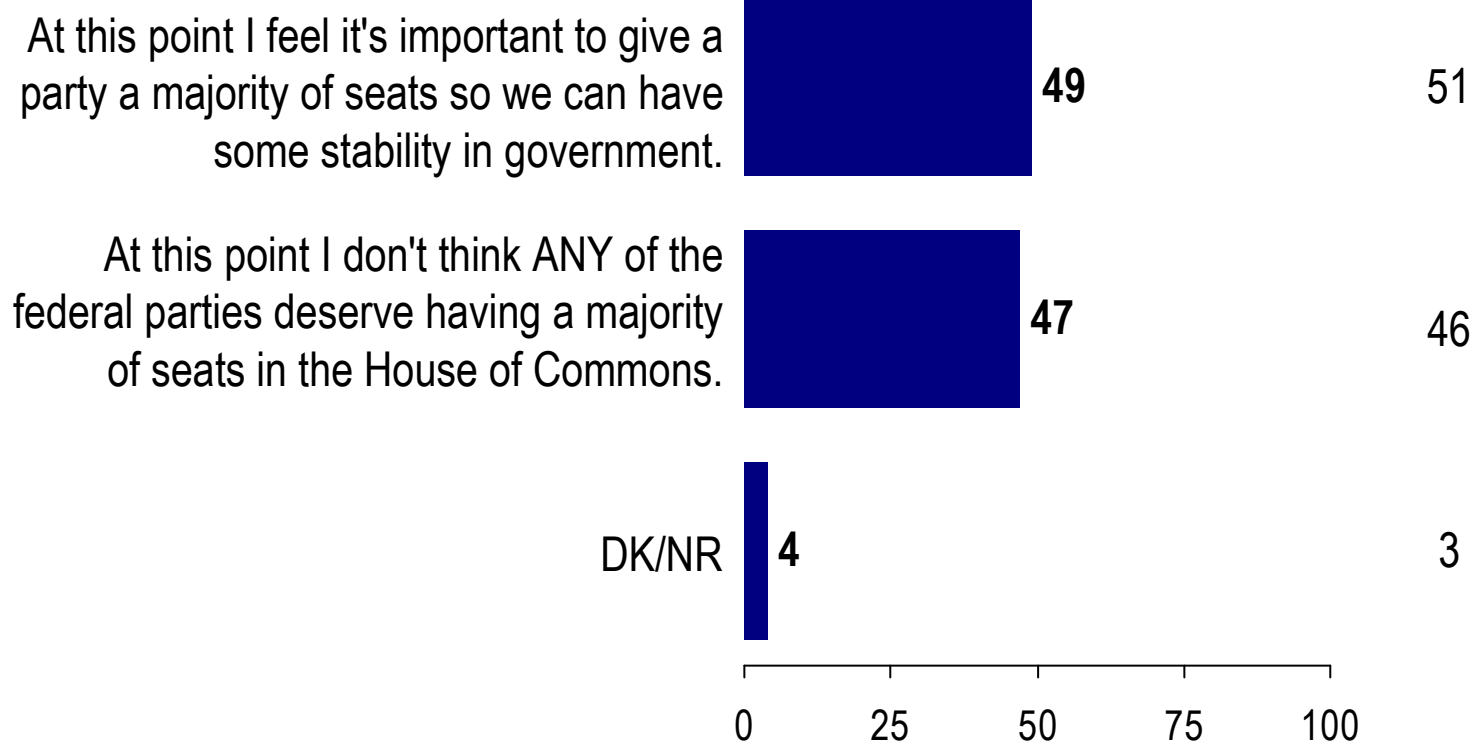
# Outlook on a Potential Election

# Polarization on majority stability vs. minority leash

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

Apr. 26-28, 2005

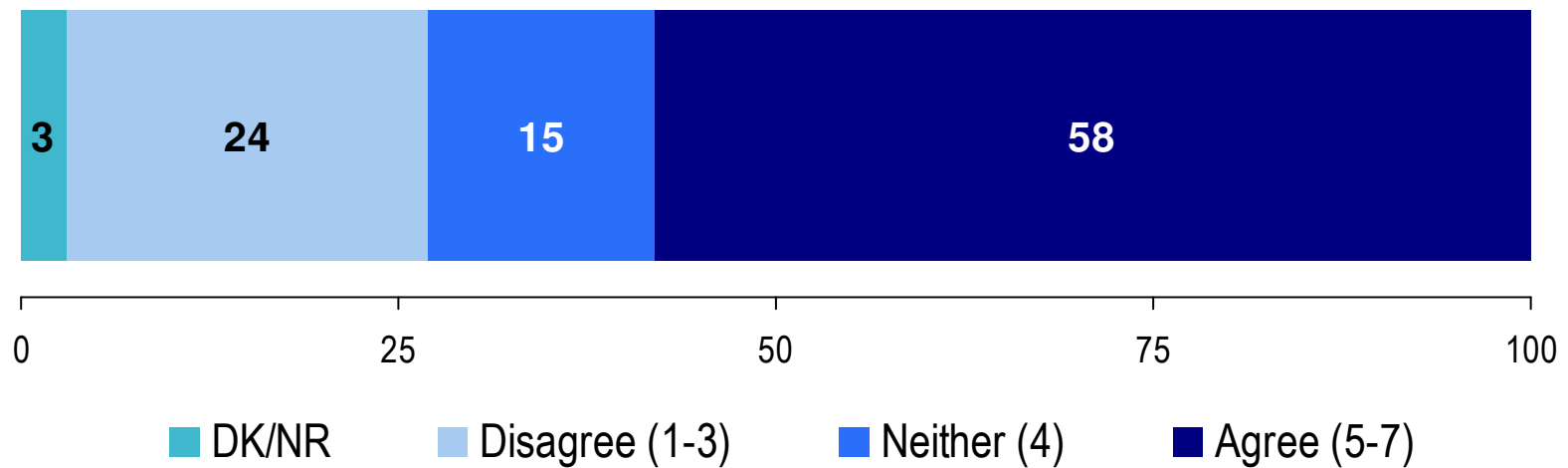




# Desire for formal alliances to ensure stability

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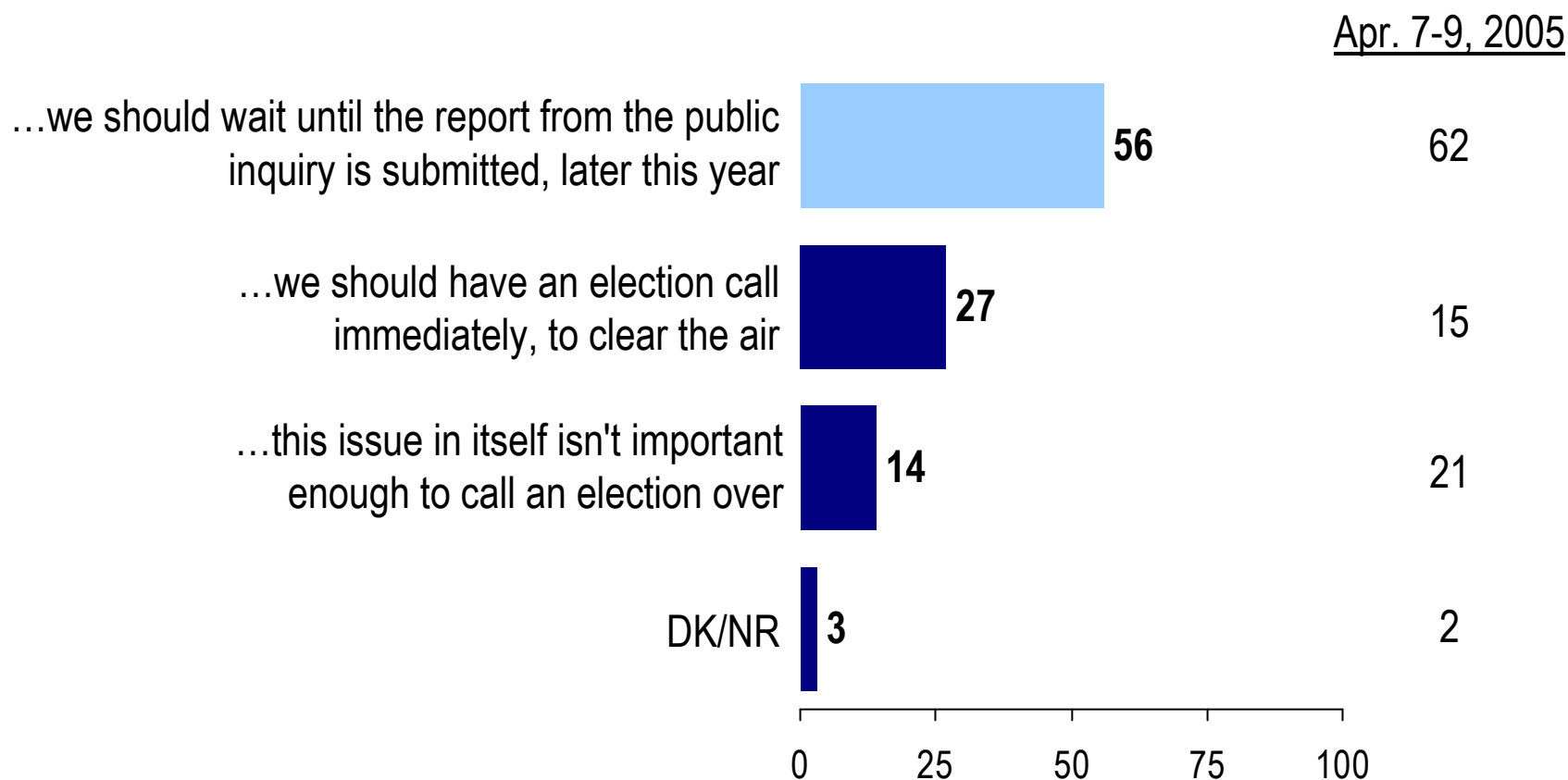
**Q:** If no single party has enough voter support to form a majority government, then I would like to see a formal alliance between some of the parties in order to ensure a more stable Parliament.



# Most prefer to wait, but support for immediate election up

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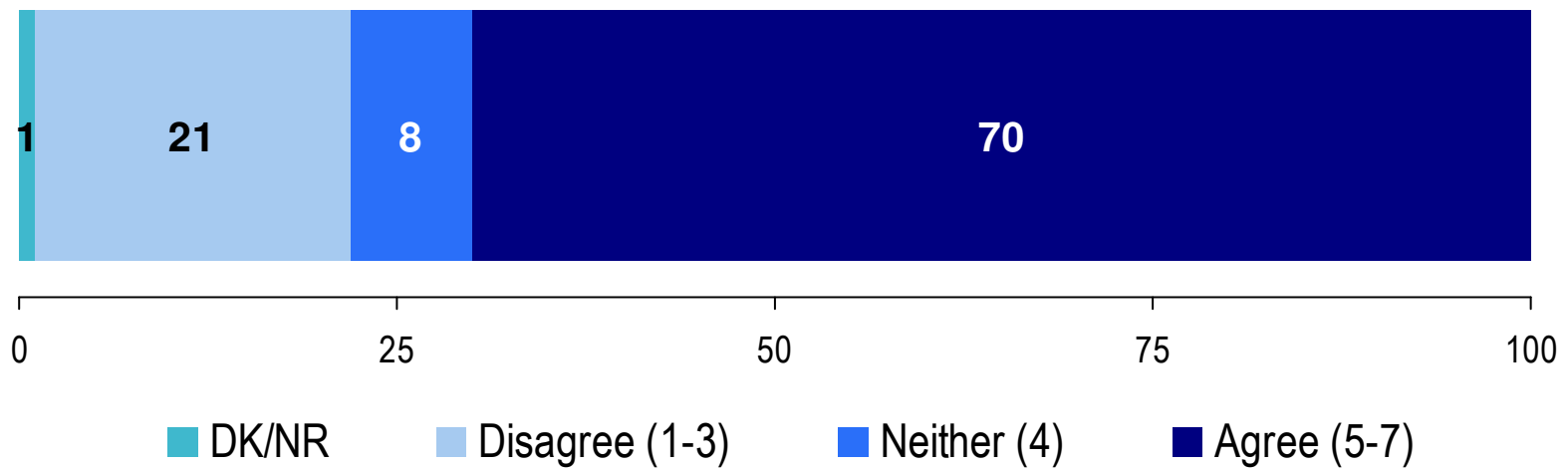
**Q:** Based on information arising from the public inquiry into the sponsorship issue there has been some media discussion of the possibility of another federal election in Canada in the near future. Do you think that . . .



# Fixed federal election date seen as attractive

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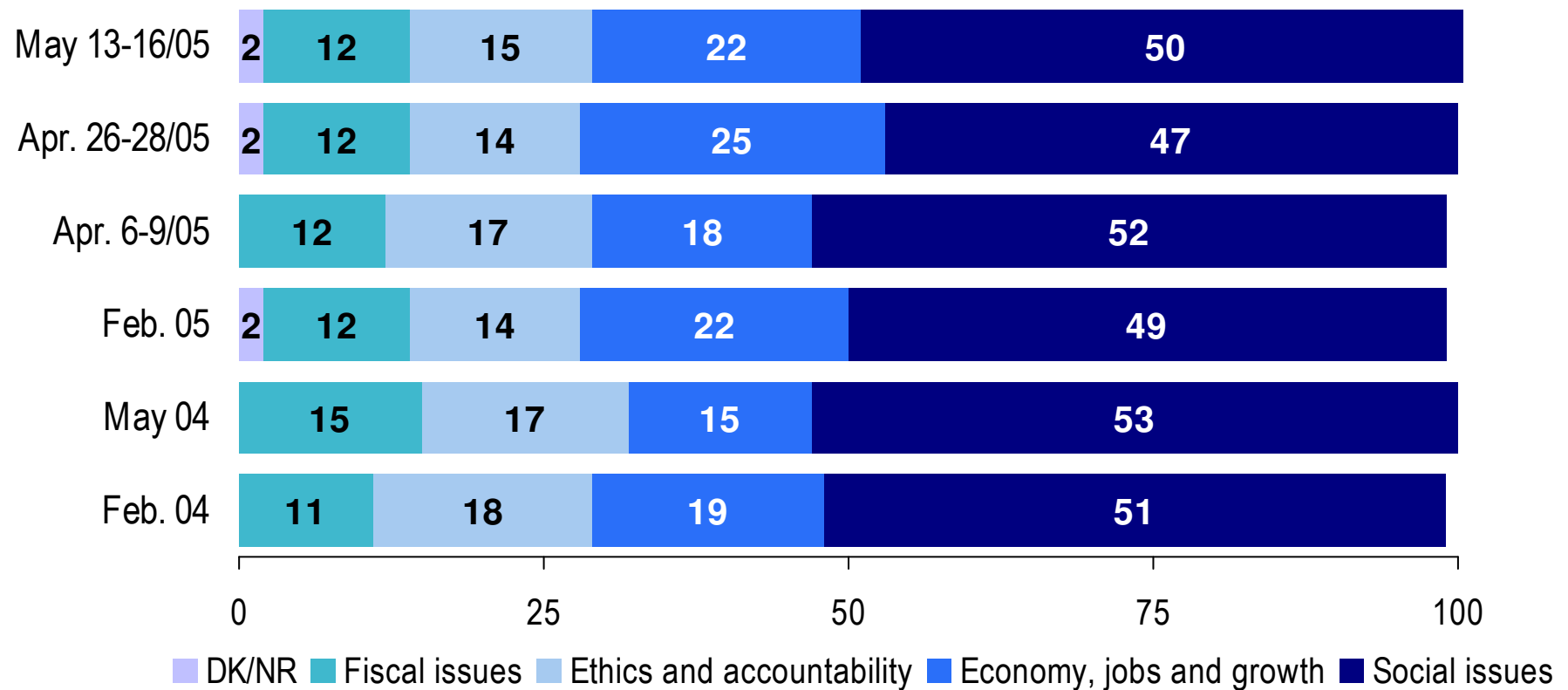
Q: Canada should have a fixed date for federal elections every four years.



# Issue Positioning

# Social issues most important

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



\*Question wording prior to Apr. 05: "Which of the following do you think *will be*..."

Base: All Canadians; May 13-16, 2005 n=1203

# Liberals have overall issue advantage

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

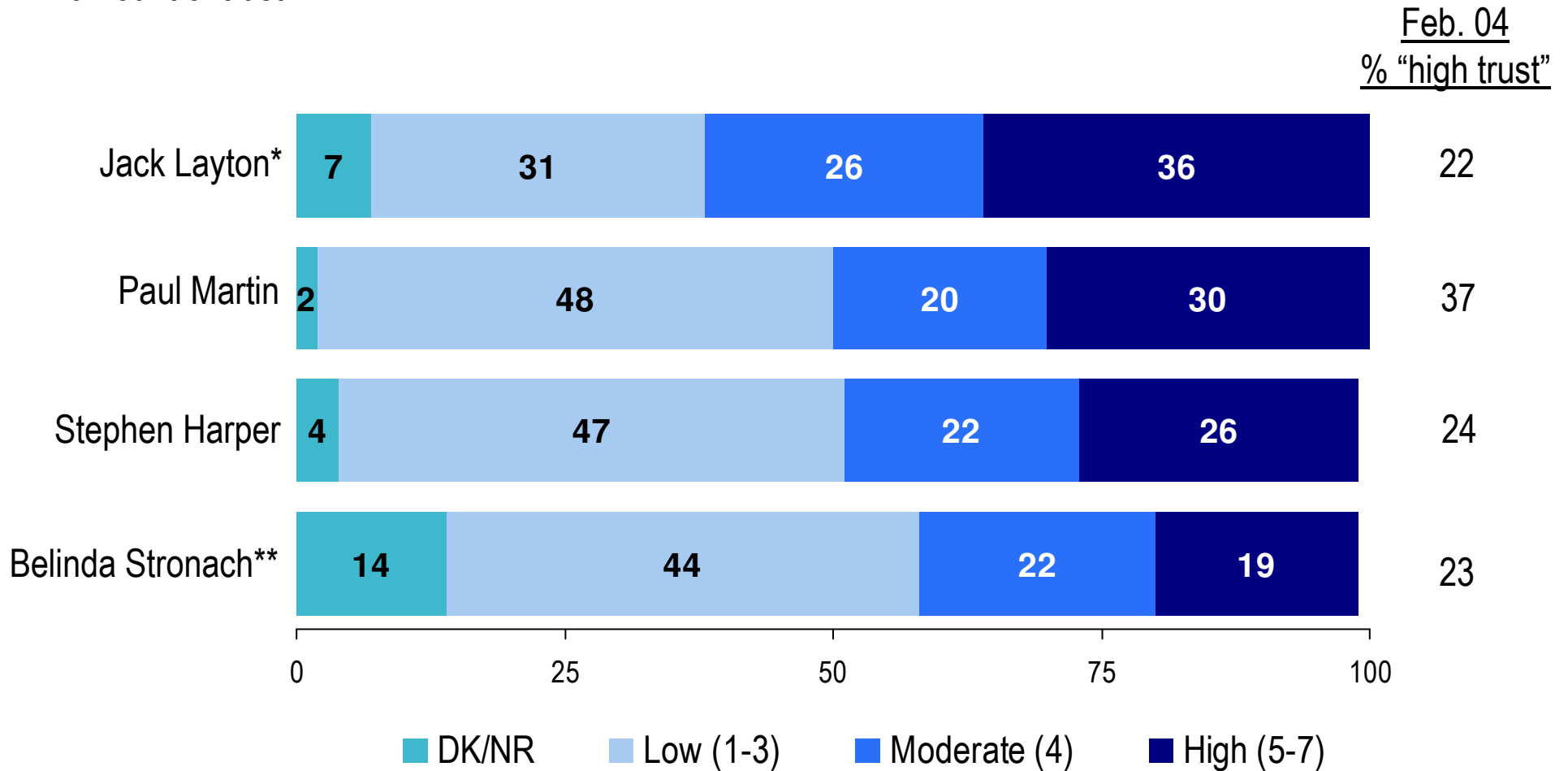
	LPC	CPC	NDP	BQ	Green	None	DK/NR
...social issues (health, education)	28	10	23	9	4	2	22
...the economy (jobs & growth)	34	20	9	7	2	3	23
...fiscal issues (taxes)	28	34	6	7	1	3	20
...ethics and accountability	5	41	13	5	6	6	24
...all issues**	26	20	16	7	3	3	22

\*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

# Trust in leaders

**Q:** Now I would like to ask you a set of question examining how much trust Canadians assign to their leaders, using a scale from 1, no trust at all, to 7, a great deal of trust with 4 meaning a moderate amount of trust.



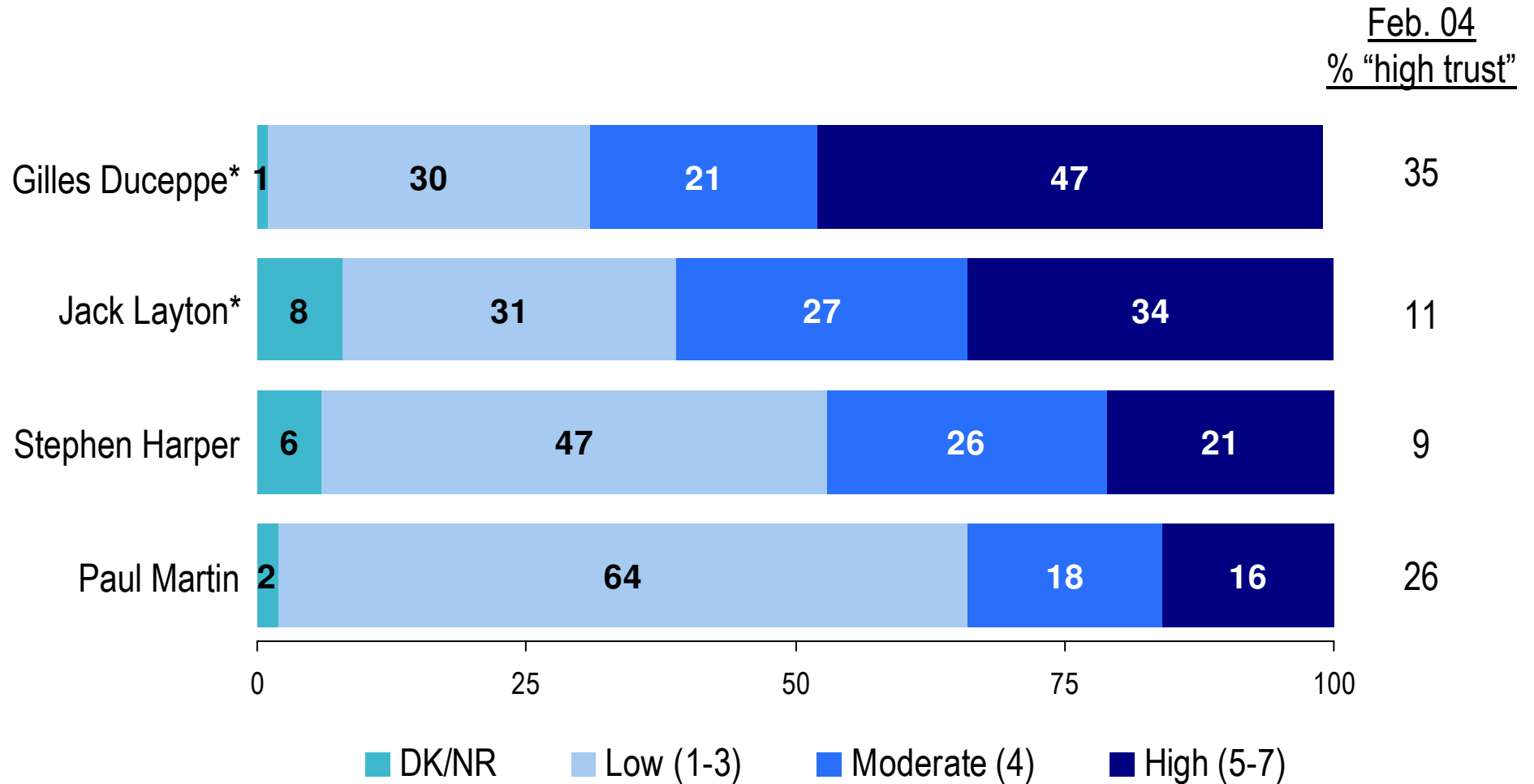
\*May 13-16, 05 n=1203

\*\*May 17, 05 n=501

**Base:** All Canadians; May 13-17, 2005 overall n=1704

# Trust in leaders – Quebec

**Q:** Now I would like to ask you a set of question examining how much trust Canadians assign to their leaders, using a scale from 1, no trust at all, to 7, a great deal of trust with 4 meaning a moderate amount of trust.



\*May 13-16, 05 n=286

**Base:** Residents of Quebec; May 13-17, 2005 overall n=407

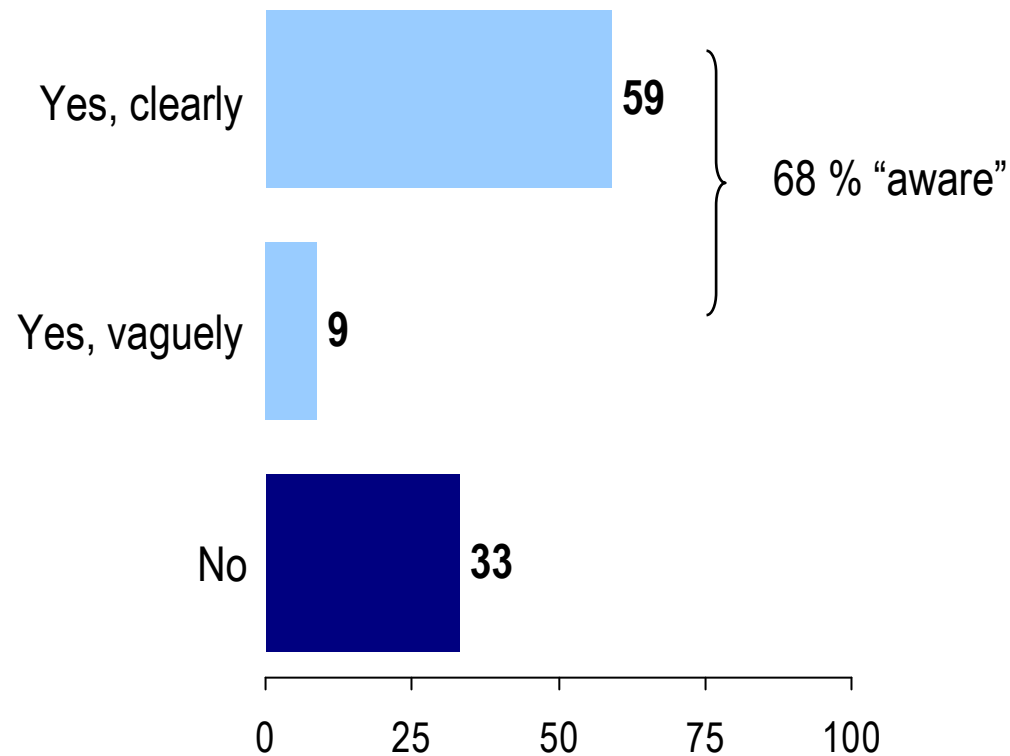


# The Belinda Stronach Effect?

# High awareness of Stronach's decision

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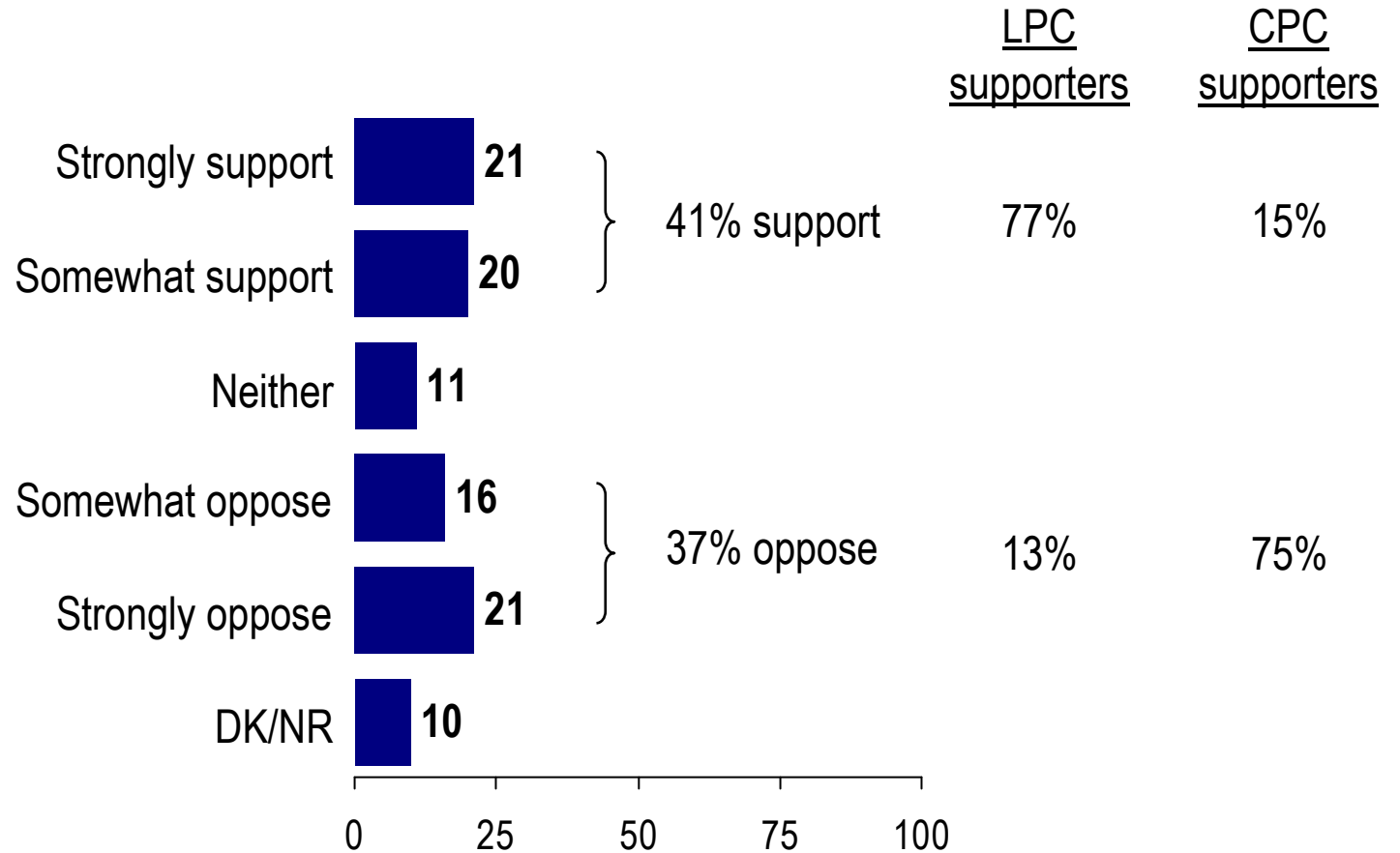
**Q:** Were you aware that Belinda Stronach, a federal member of parliament for the Conservative Party of Canada, decided to leave the Conservatives and join the Liberal Party as a member of cabinet?



# Public highly split regarding Stronach's decision

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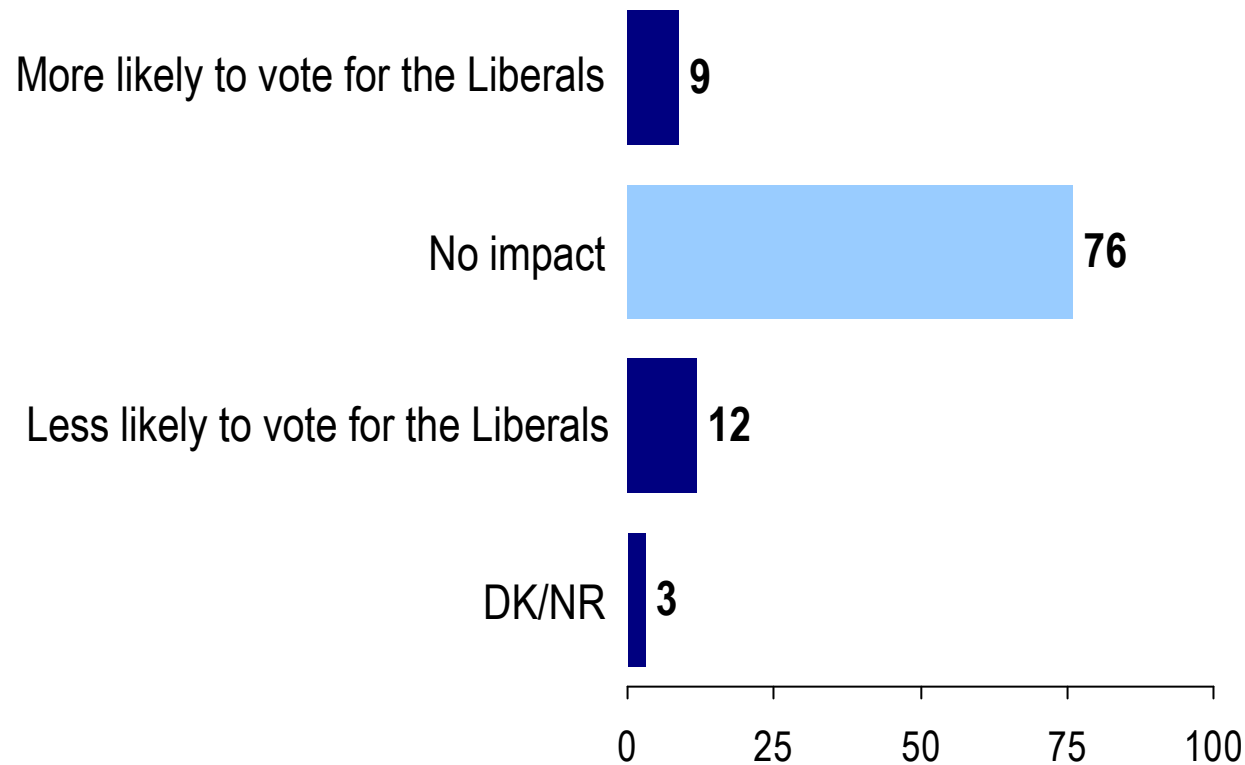
Q: Overall, do you support or oppose Belinda Stronach's decision to switch parties?



# Impact on vote intention?

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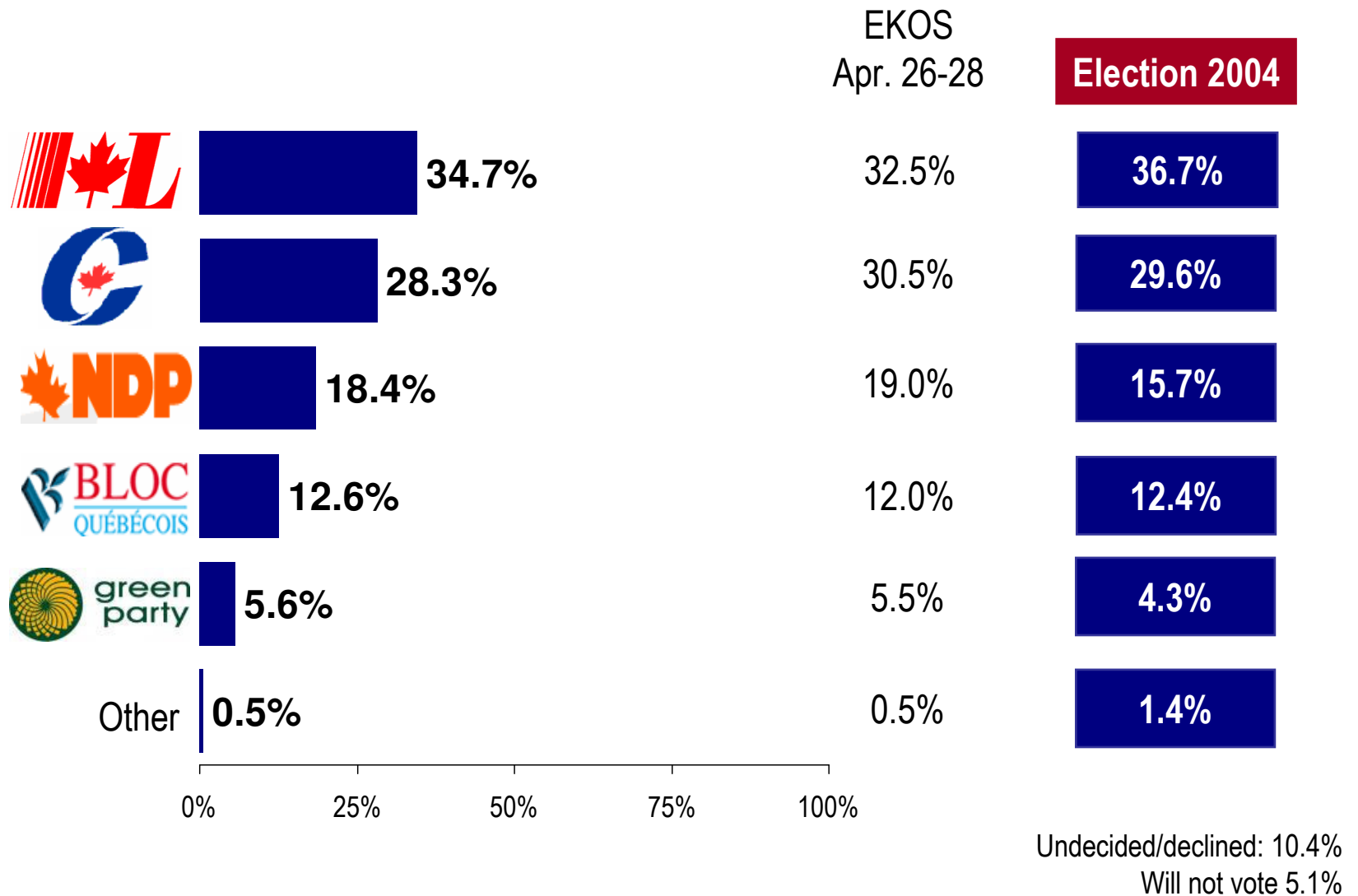
**Q:** Does this move by Belinda Stronach make you more or less likely to vote for the Liberal Party in the next federal election, or does it have no effect on your vote intention?



# Current Federal Voting Intentions

# Federal voting intentions

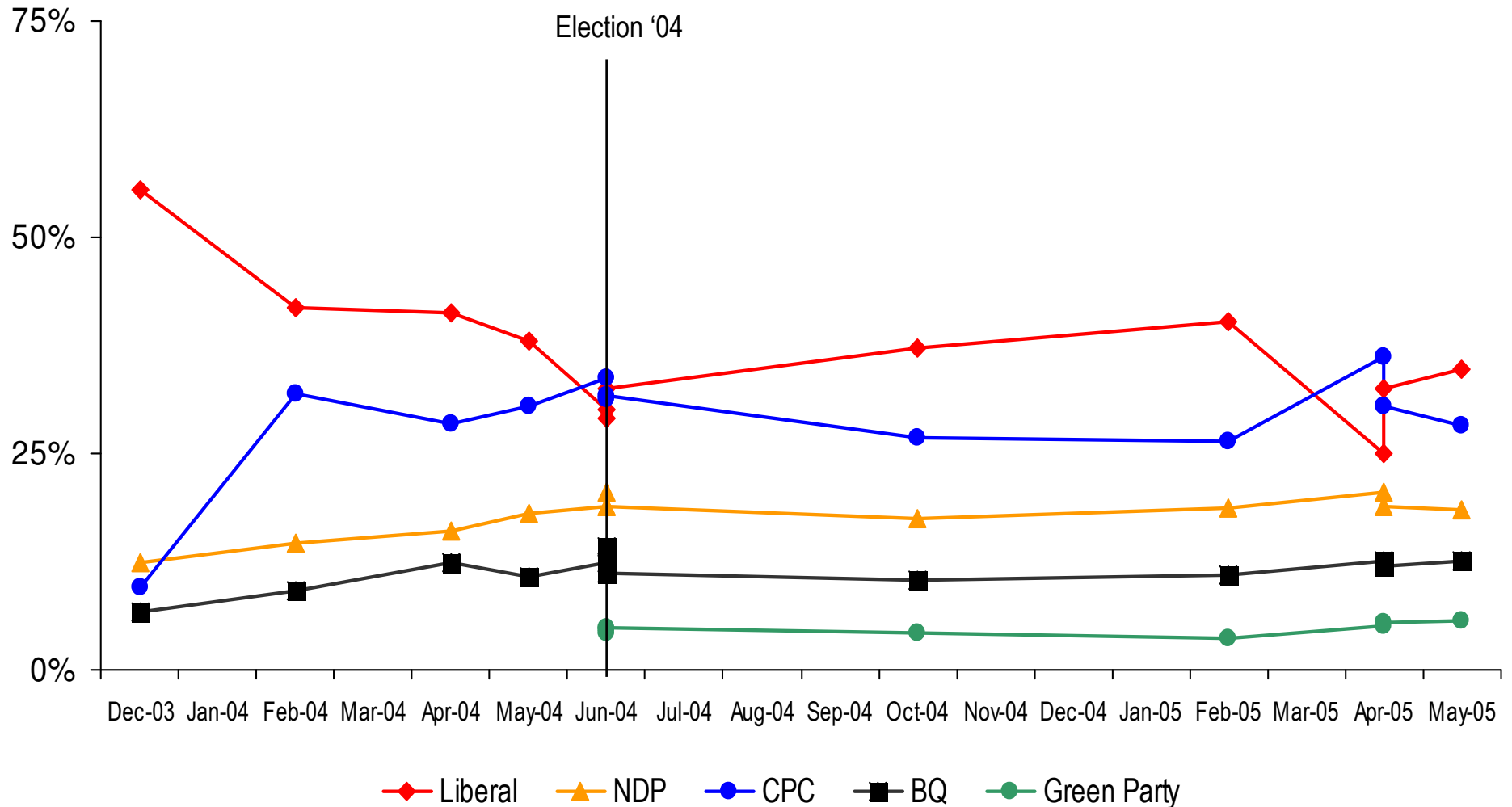
Q: If a federal election were held tomorrow, which party would you vote for?



Base: Decided voters only (includes "leaners"); May 13-17, 2005 n=1412

# Federal voting intentions: trend since Martin became P.M.

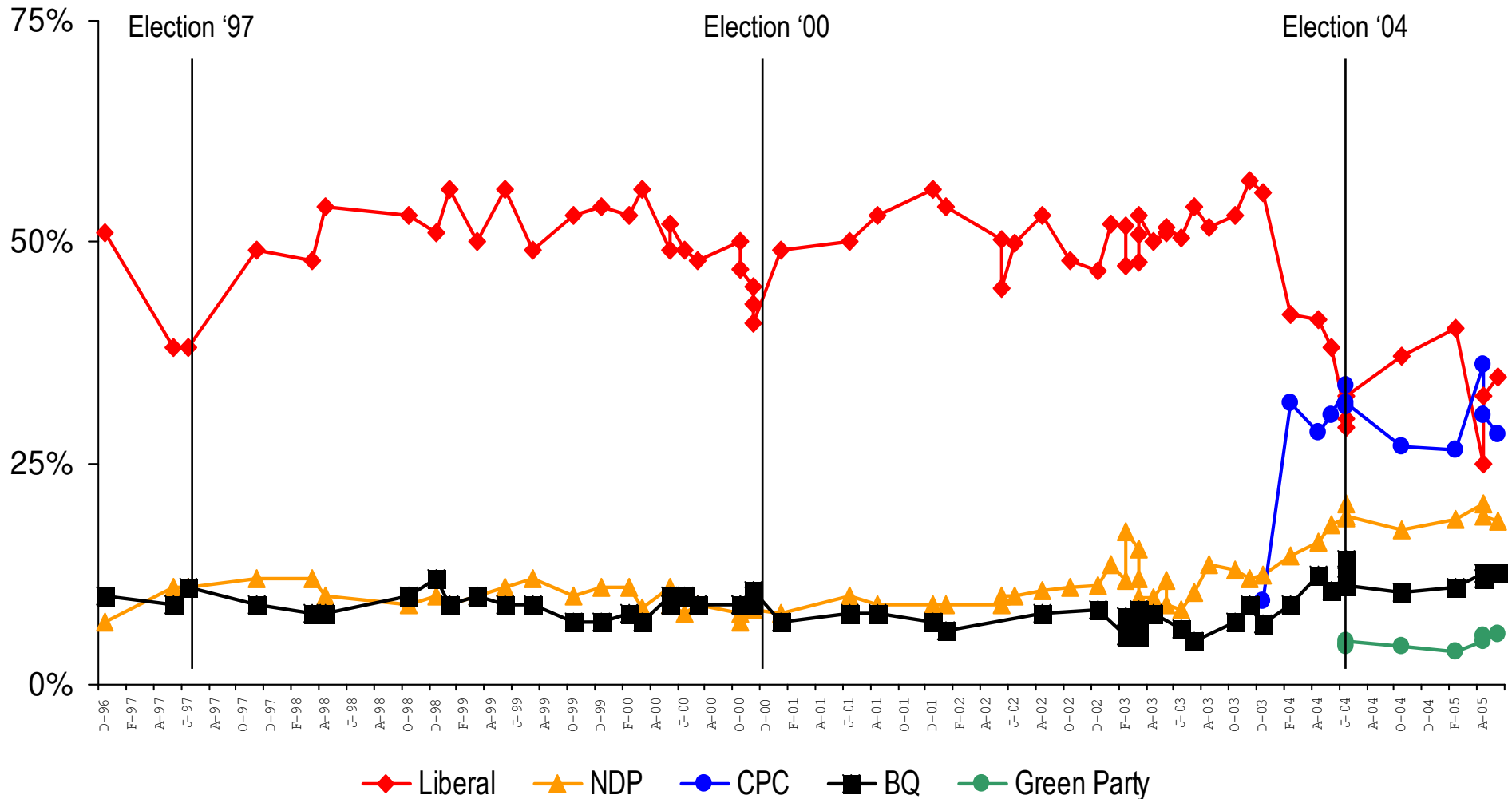
Q: If a federal election were held tomorrow, which party would you vote for?



Base: Decided voters only (includes "leaners"); May 13-17, 2005 n=1412

# Federal voting intentions: long-term trend

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

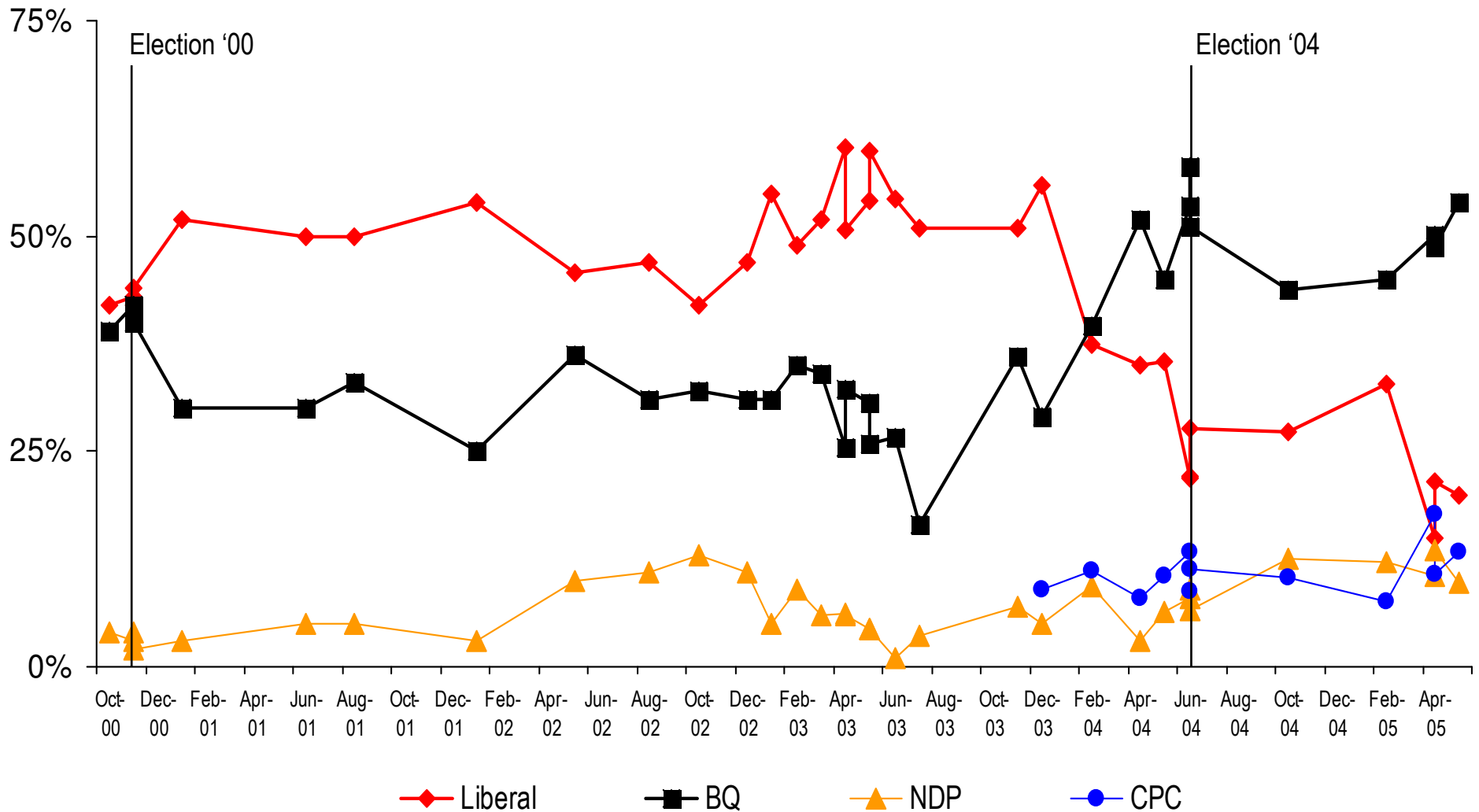


Base: Decided voters only (includes "leaners"); May 13-17, 2005 n=1412



# Quebec federal voting preferences

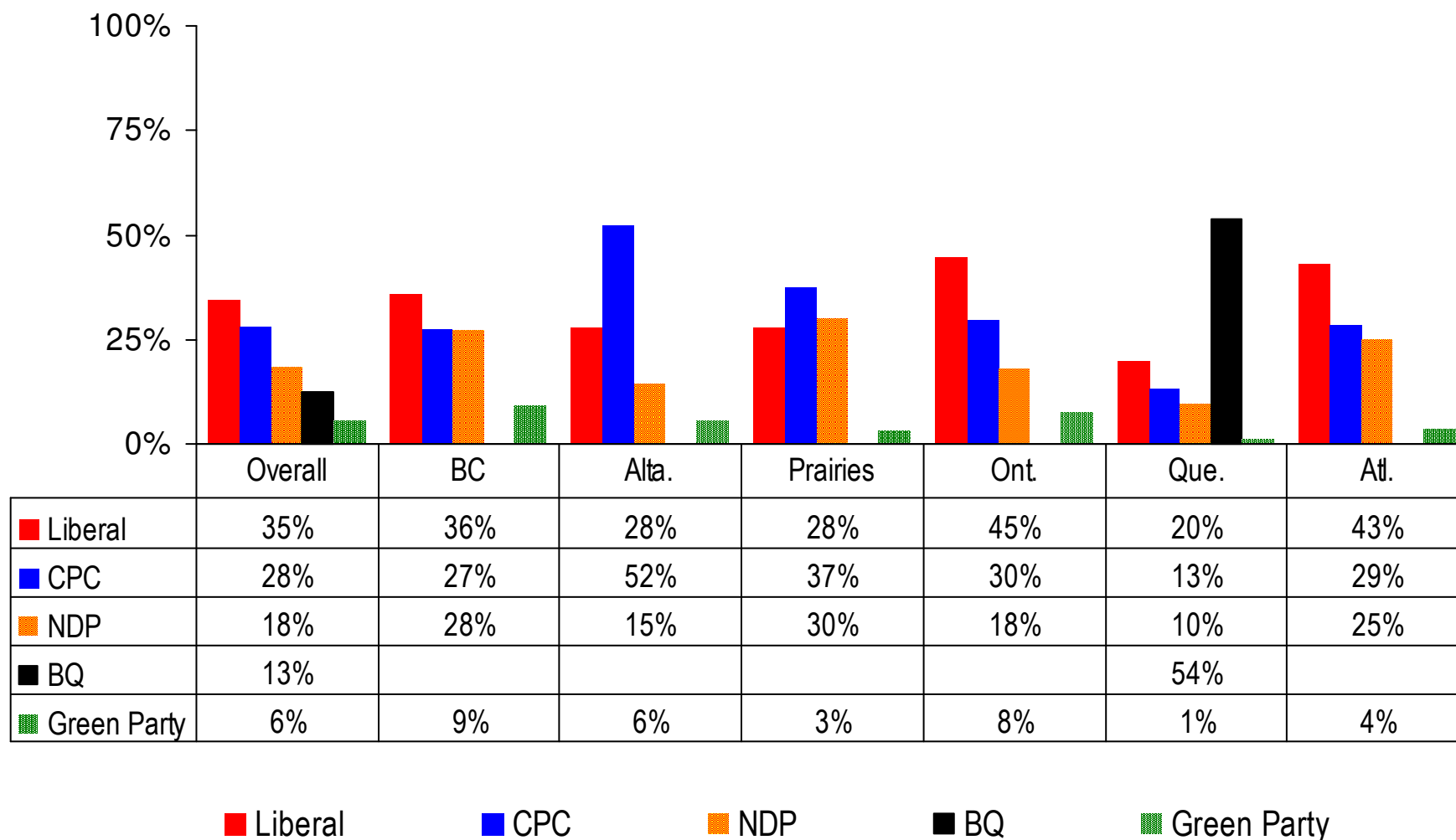
Q: If a federal election were held tomorrow, which party would you vote for?



Base: Quebec decided voters only (includes "leaners"); May 13-17, 2005 n=320

# Federal voting intentions: regional

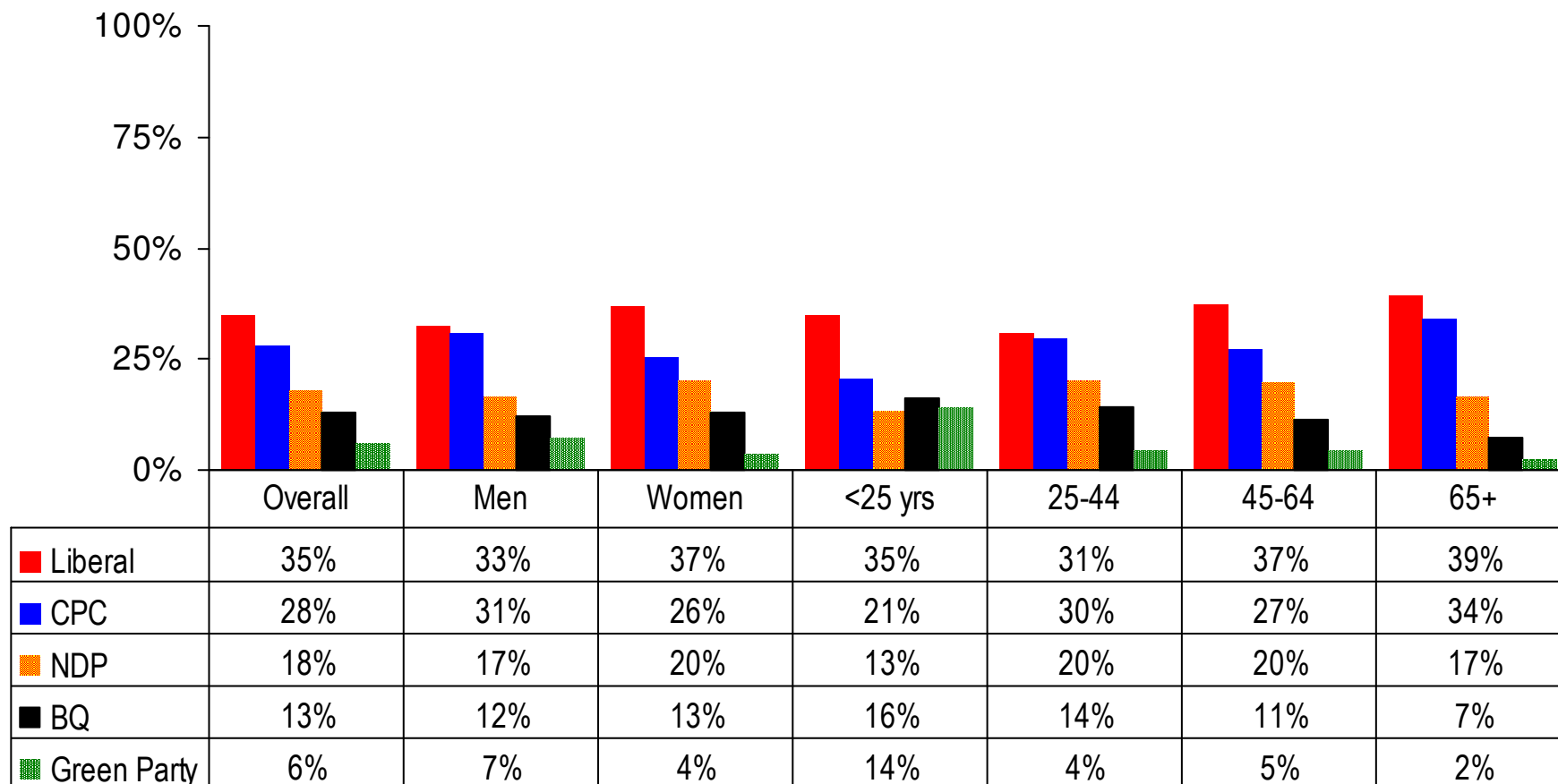
Q: If a federal election were held tomorrow, which party would you vote for?



Base: Decided voters only (includes "leaners"); May 13-17, 2005 n=1412

# Federal voting intentions: gender and age

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



■ Liberal

■ CPC

■ NDP

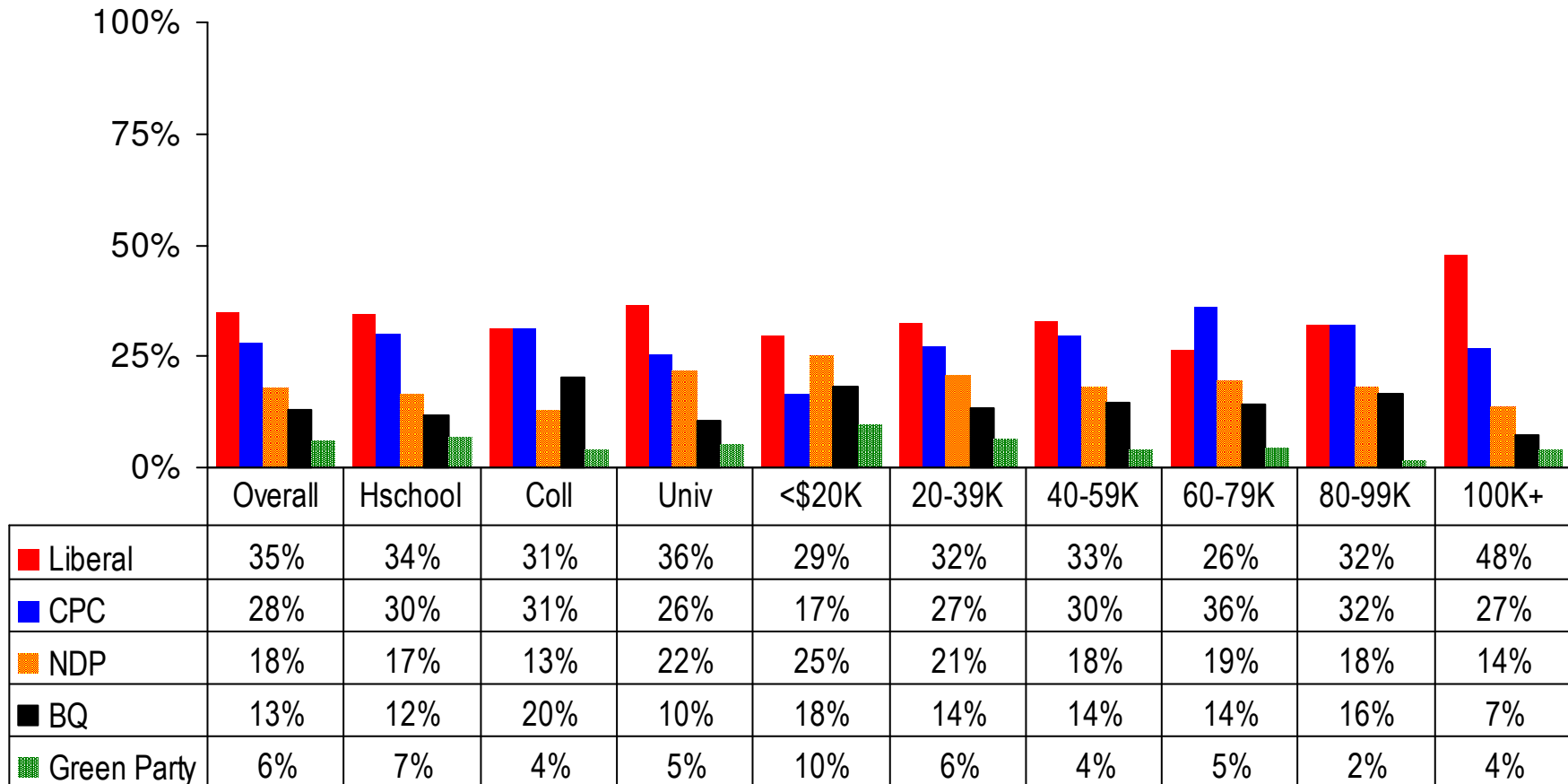
■ BQ

■ Green Party

Base: Decided voters only (includes "leaners"); May 13-17, 2005 n=1412

# Federal voting intentions: education & income

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



■ Liberal     
 ■ CPC     
 ■ NDP     
 ■ BQ     
 ■ Green Party

Base: Decided voters only (includes "leaners"); May 13-17, 2005 n=1412

# Voter retention

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

Current Federal Vote Intention	VOTE CAST IN 2004				
	<u>LPC</u>	<u>CPC</u>	<u>NDP</u>	<u>BQ</u>	<u>GP</u>
Liberal Party of Canada	65.2	6.8	9.9	2.9	12.6
Conservative Party of Canada	17.1	85.3	6.0	2.1	5.8
NDP	12.1	5.4	78.1	4.0	5.0
Bloc Quebecios	2.6	0.7	1.6	90.5	0.0
Green Party	2.8	1.8	3.1	0.5	76.6

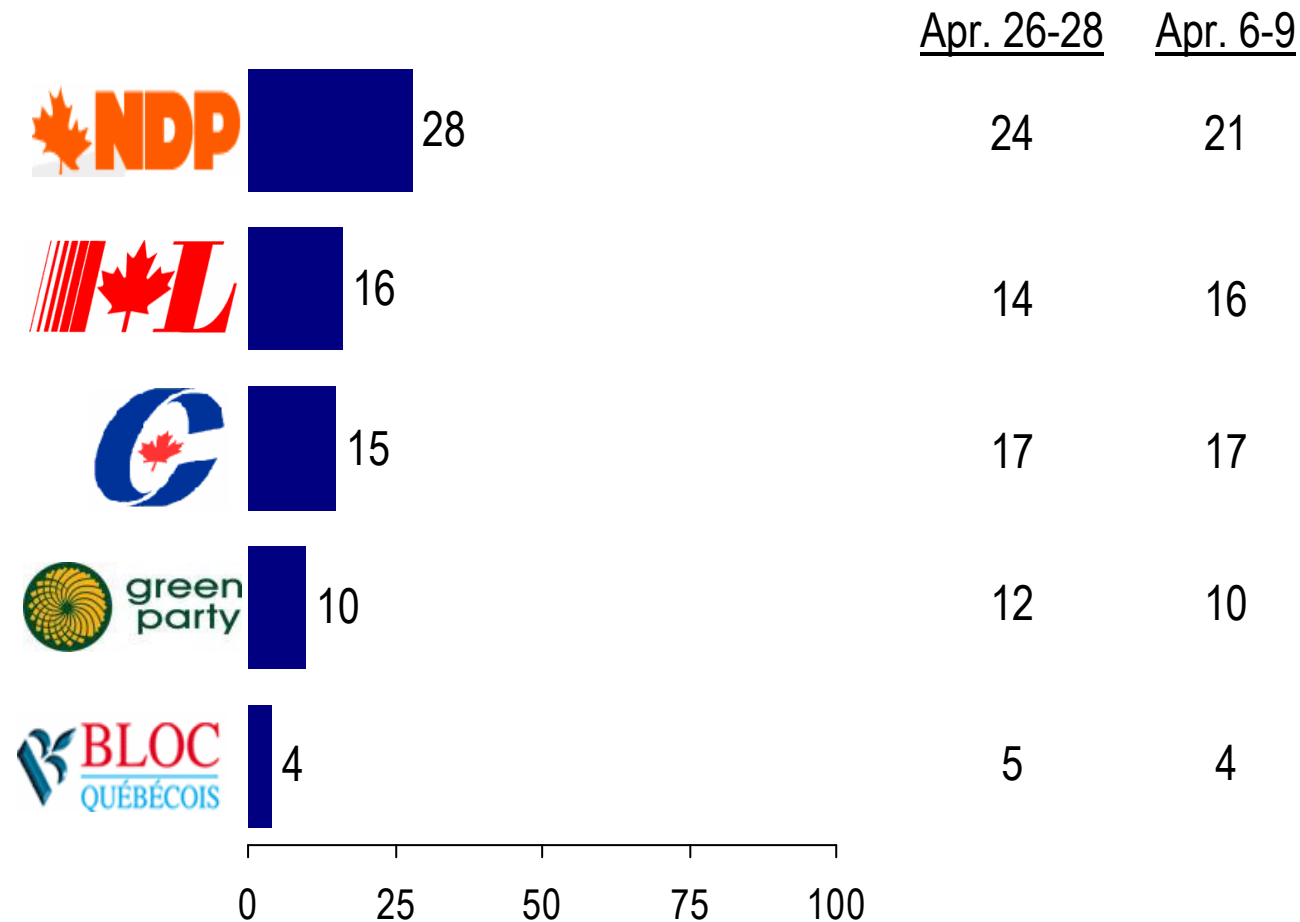
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**Base:** Decided voters only (includes "leaners"); May 13-17, 2005 n=1412

# NDP second choice

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



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

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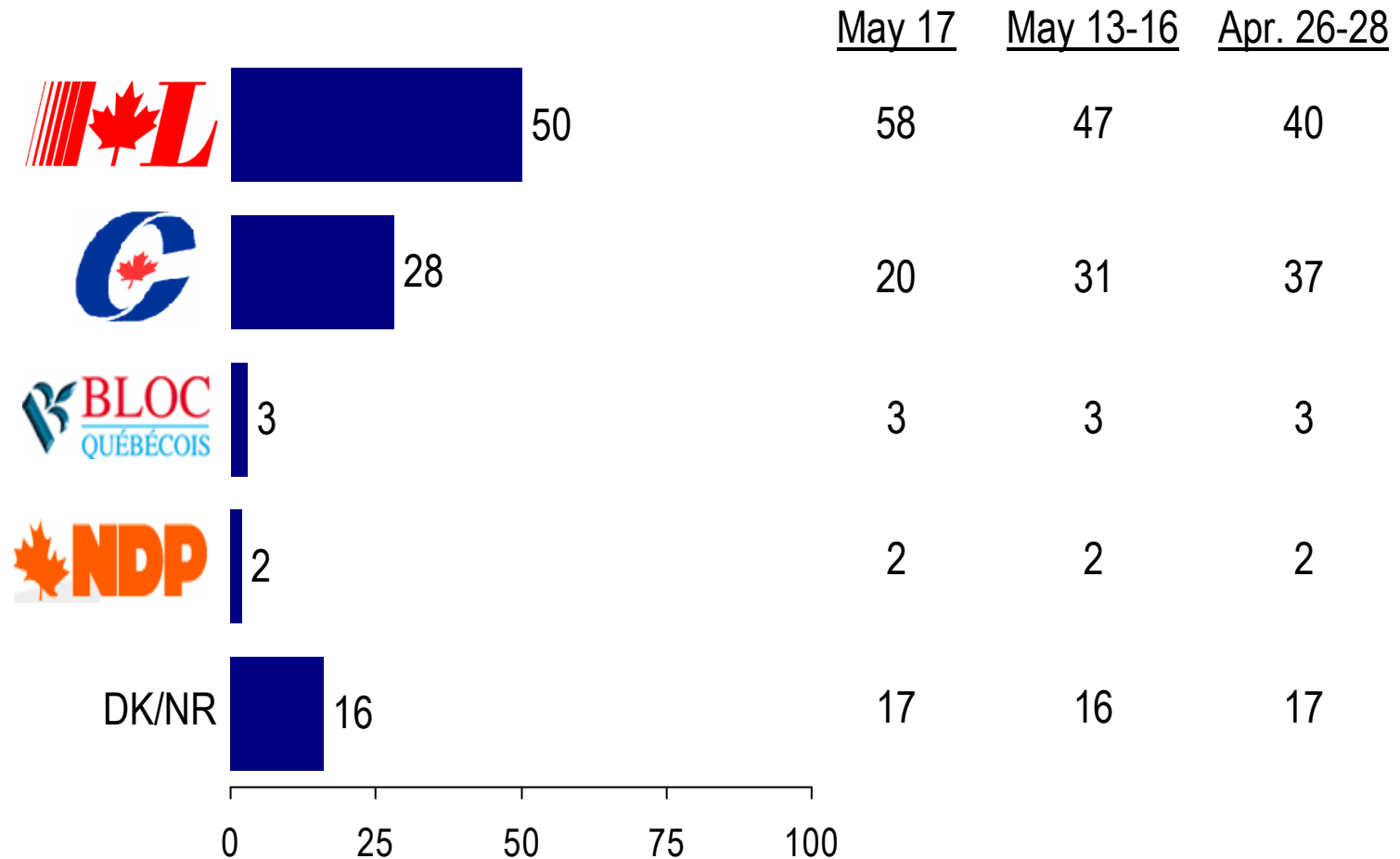
Base: All Canadians; May 13-17, 2005 n=1704

# The Coming Election

# Liberals zoom ahead as likely winner of another election

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



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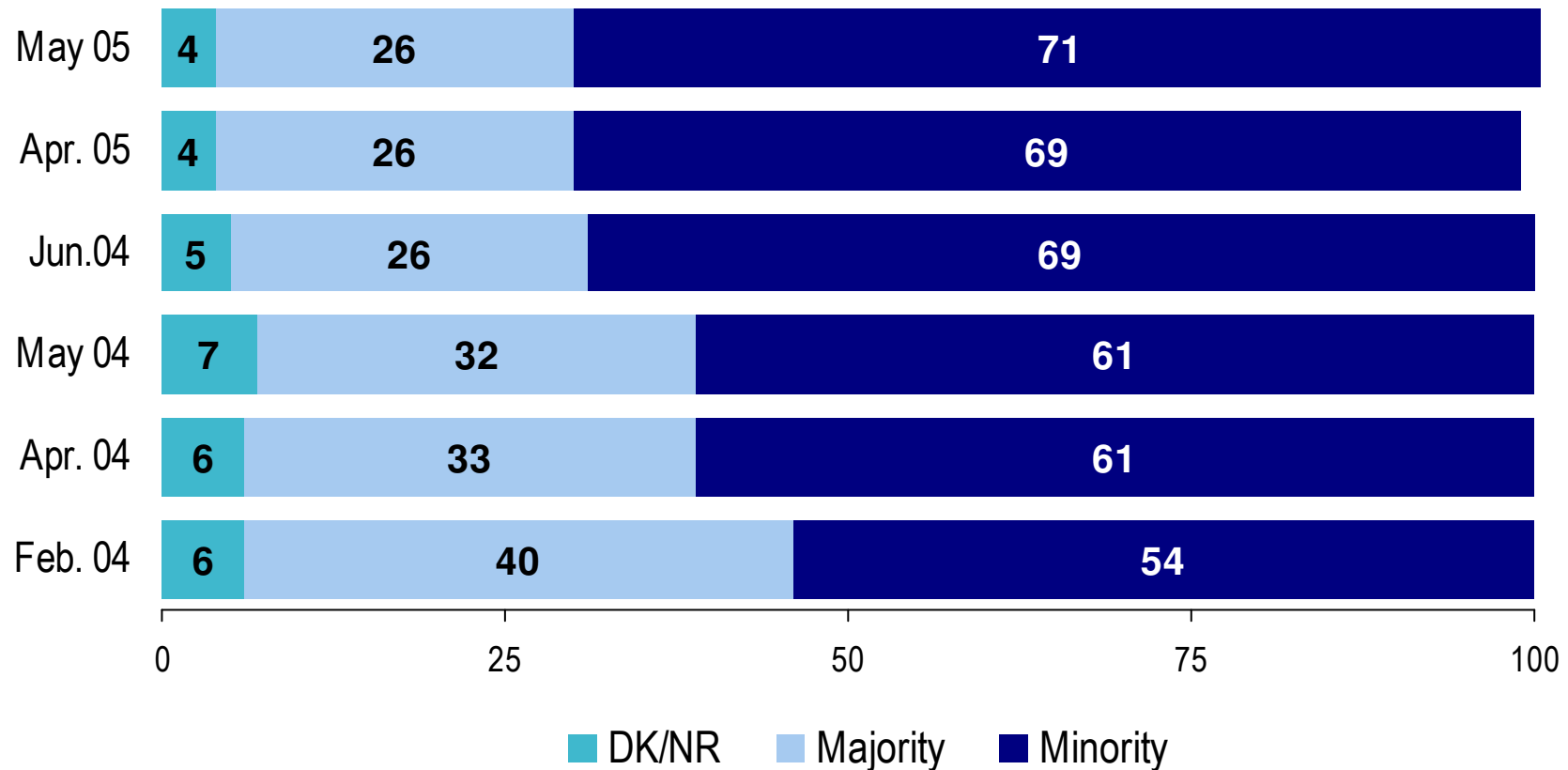
Base: All Canadians; May 13-17, 2005 n=1704



# Next government thought to be a minority

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

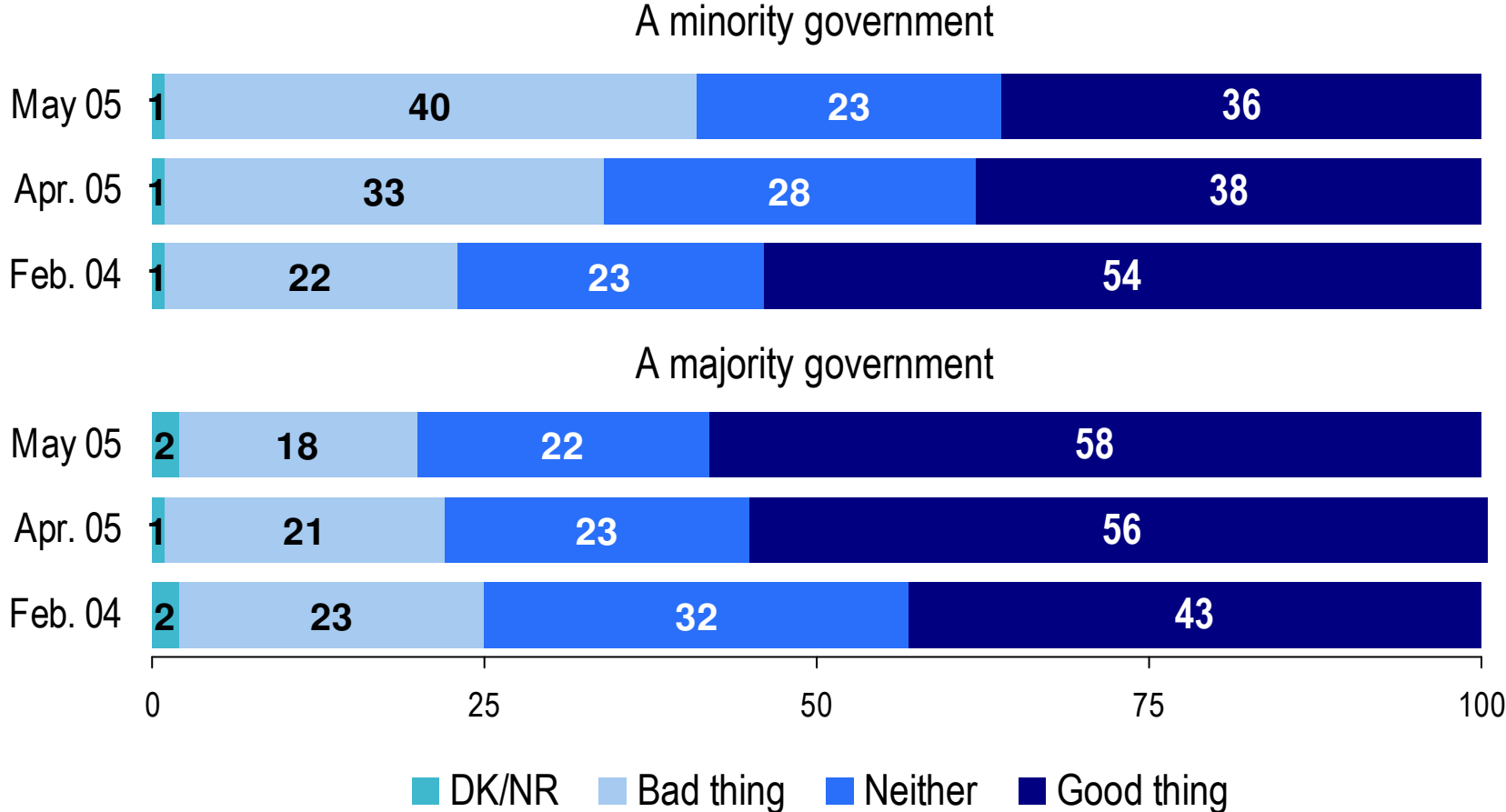


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Base: All Canadians; May 13-16, 2005 n=1203

# Preference for majority government

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



Base: All Canadians; May 13-16, 2005, n=857 for minority, 293 for majority



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