



Federal Election Poll # 4

Final Countdown

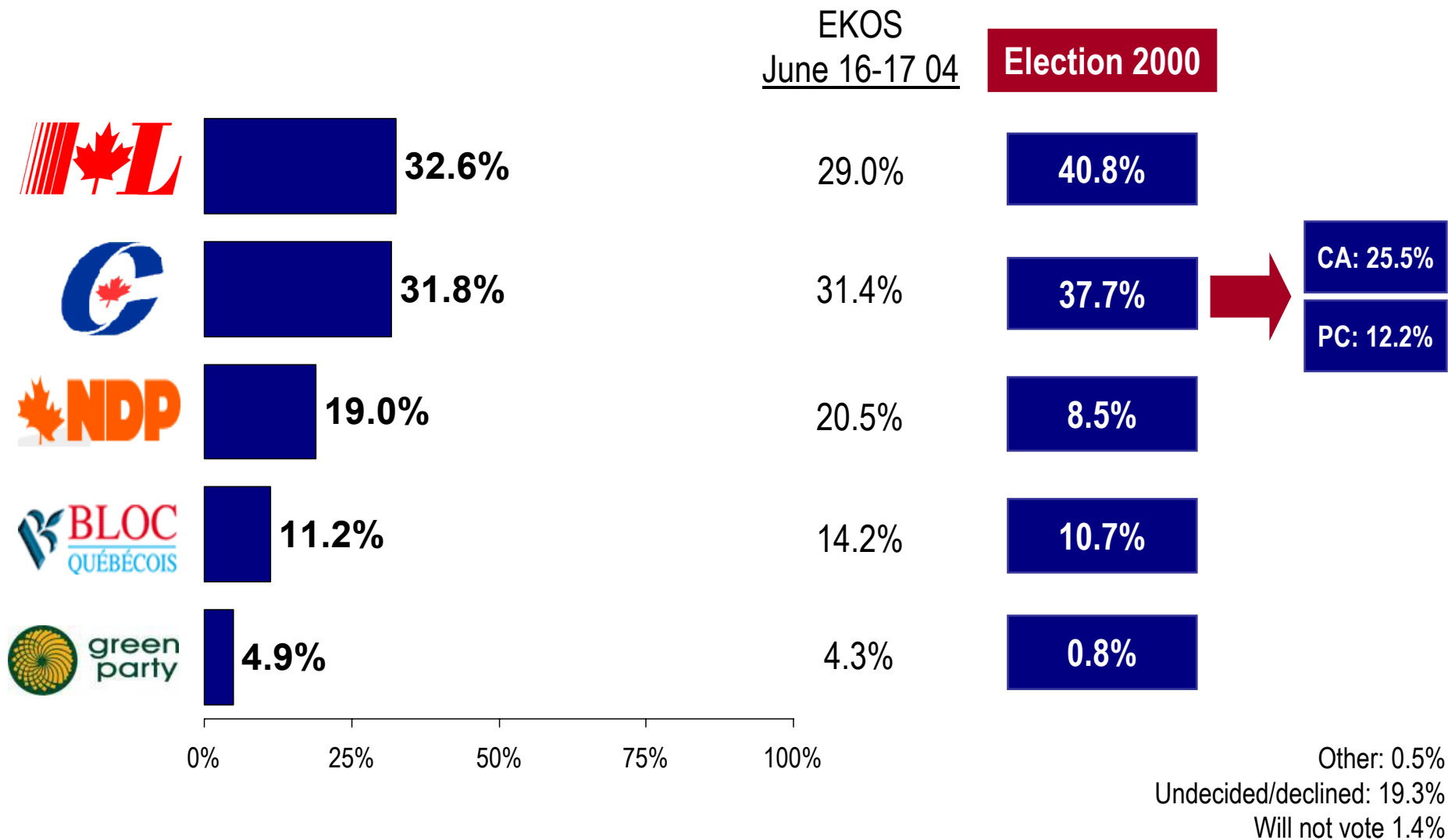
Methodology

- Telephone survey of the general public
 - ❖ 5,254 interviews with a national stratified random sample of Canadians 18 years of age and older
 - ✓ Interview period: June 21 to June 24, 2004
 - ✓ National results valid within 1.4 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
 - ❖ Selected ridings of interest were over-sampled
 - Tracking data from the 2000 Election are drawn from a survey of 2,265 Canadians conducted between October 23- October 25, 2000.
 - 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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Current Federal Voting Intentions

Federal voting intentions

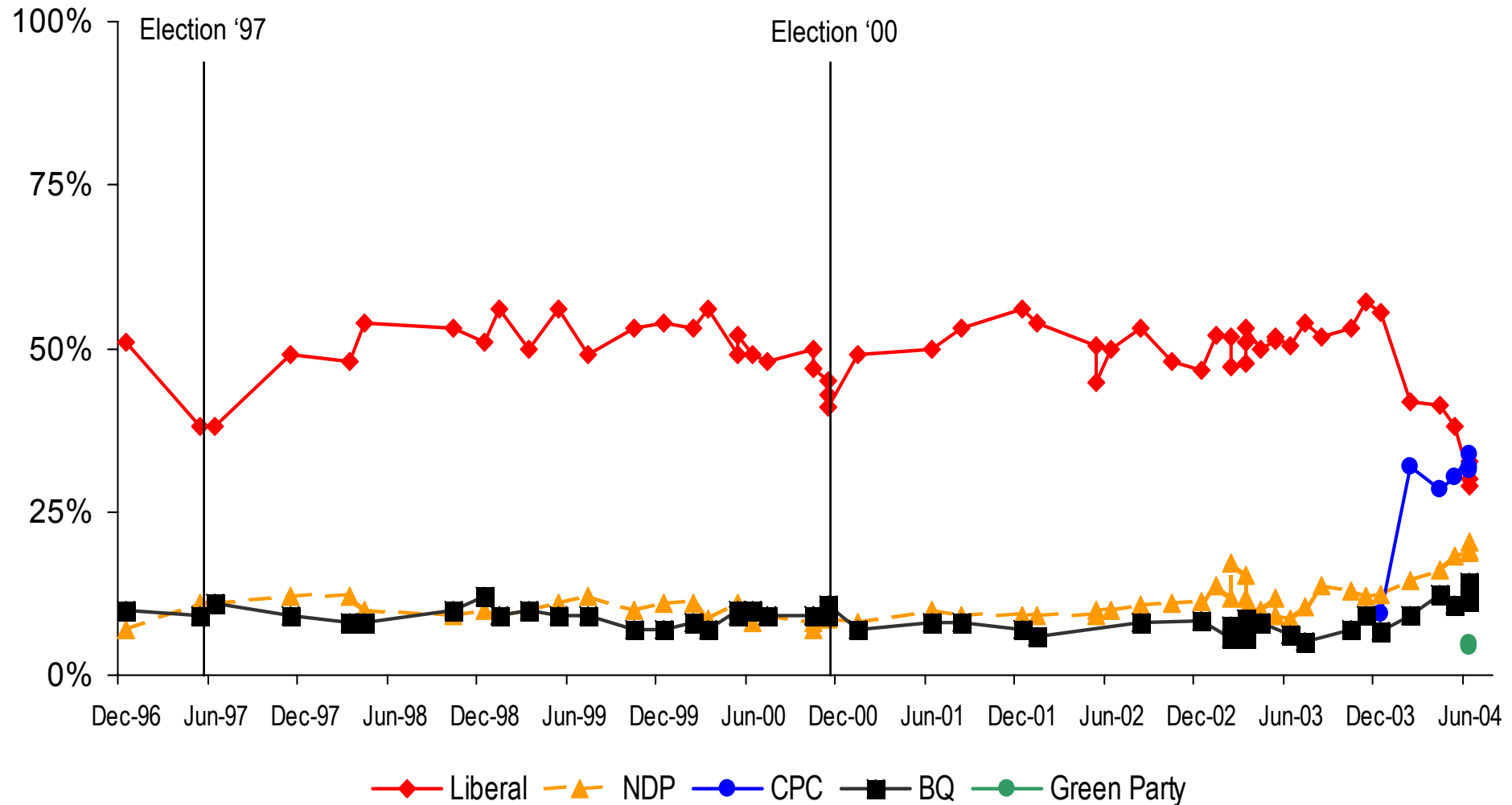
Q: If a federal election were held tomorrow, which party would you vote for?



Base Decided voters only (includes "leaners"); most recent data point Jun. 21-24, n= 4159

Federal voting intentions: long-term trend

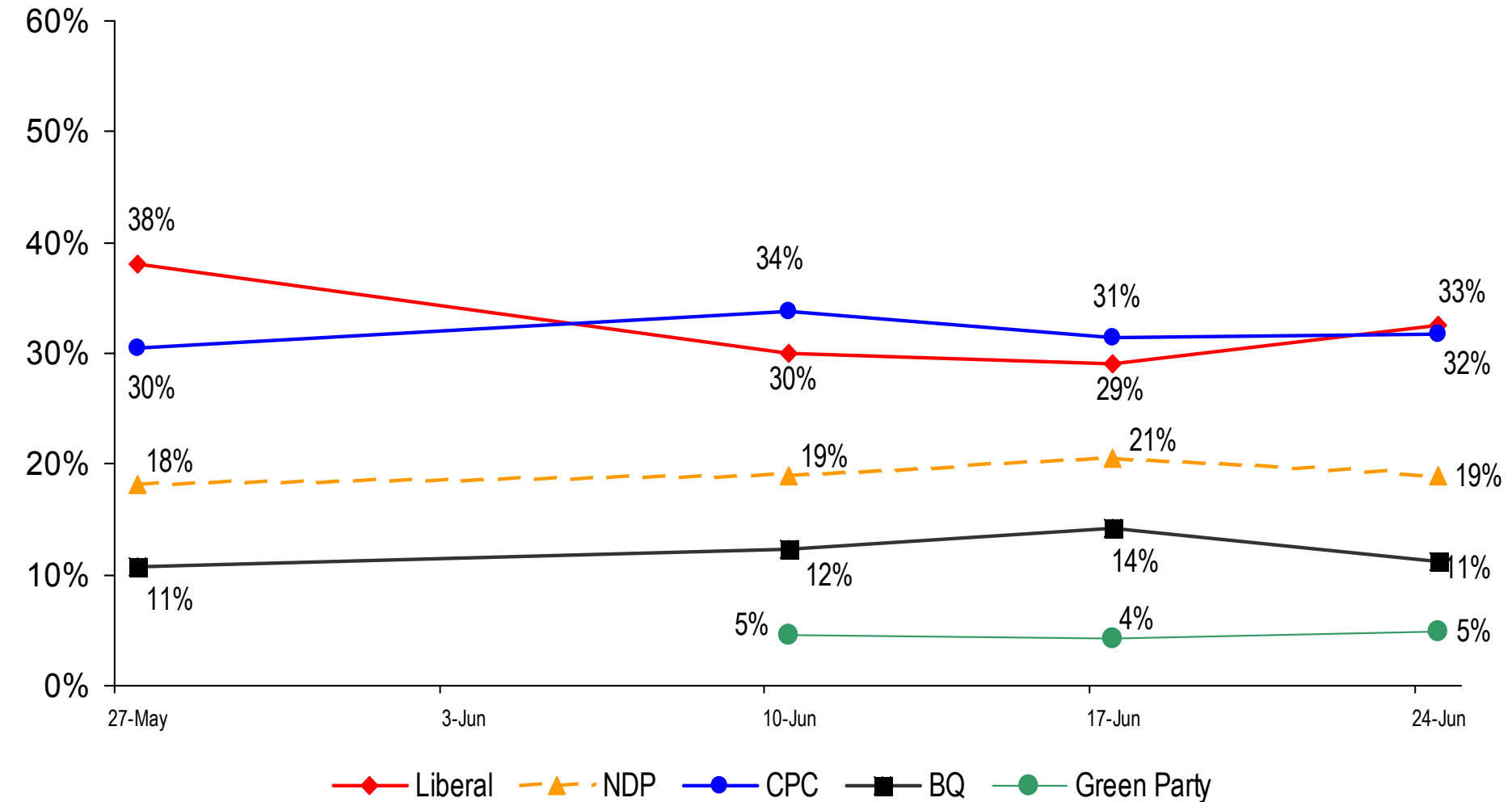
Q: If a federal election were held tomorrow, which party would you vote for?



Base Decided voters only (includes "leaners"); most recent data point Jun. 21-24, n= 4159

Federal voting intentions: over the election campaign

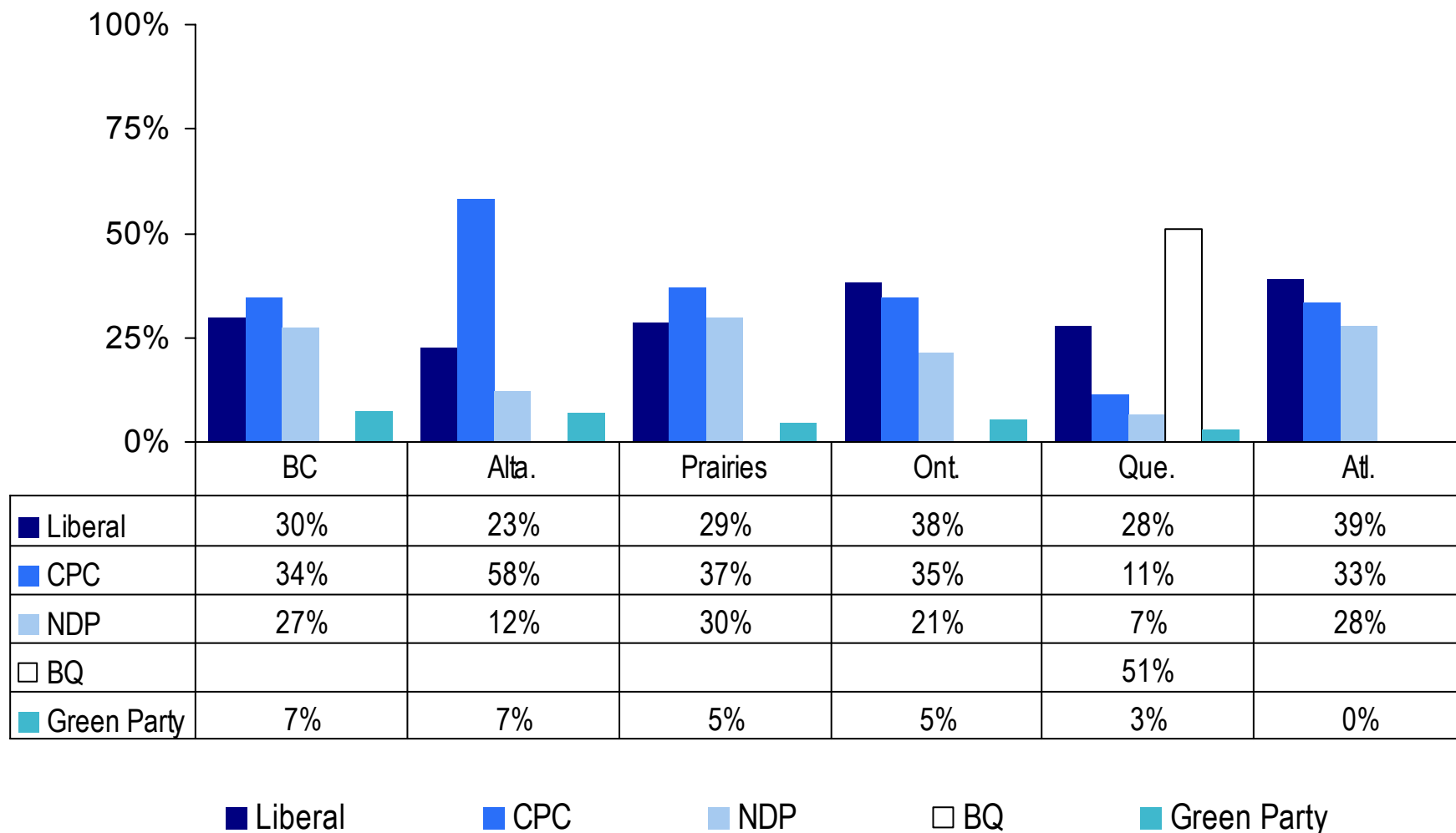
Q: If a federal election were held tomorrow, which party would you vote for?



Base Decided voters only (includes "leaners"); most recent data point Jun. 21-24, n= 4159

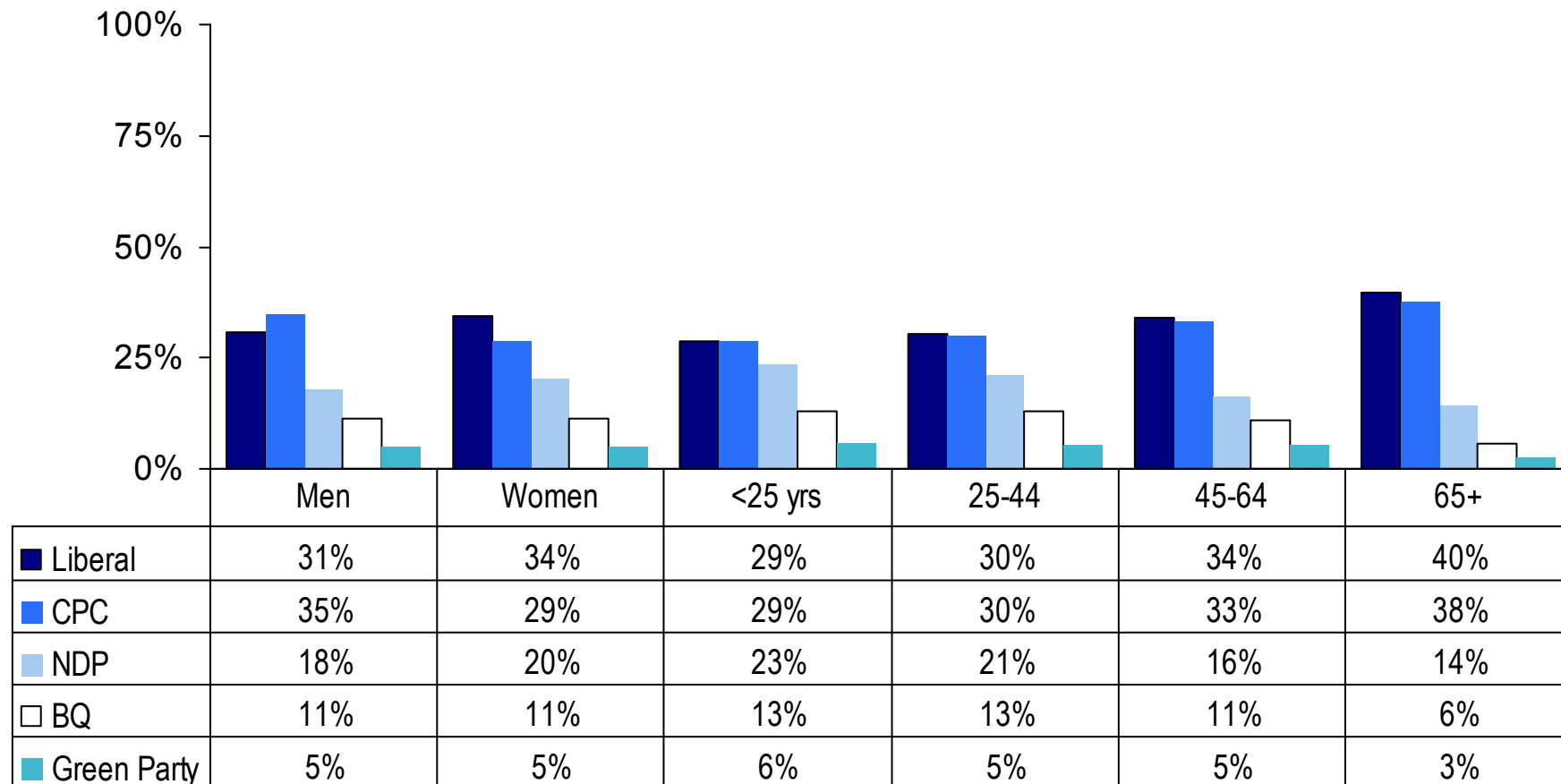
Federal voting intentions: regional

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?



■ Liberal

■ CPC

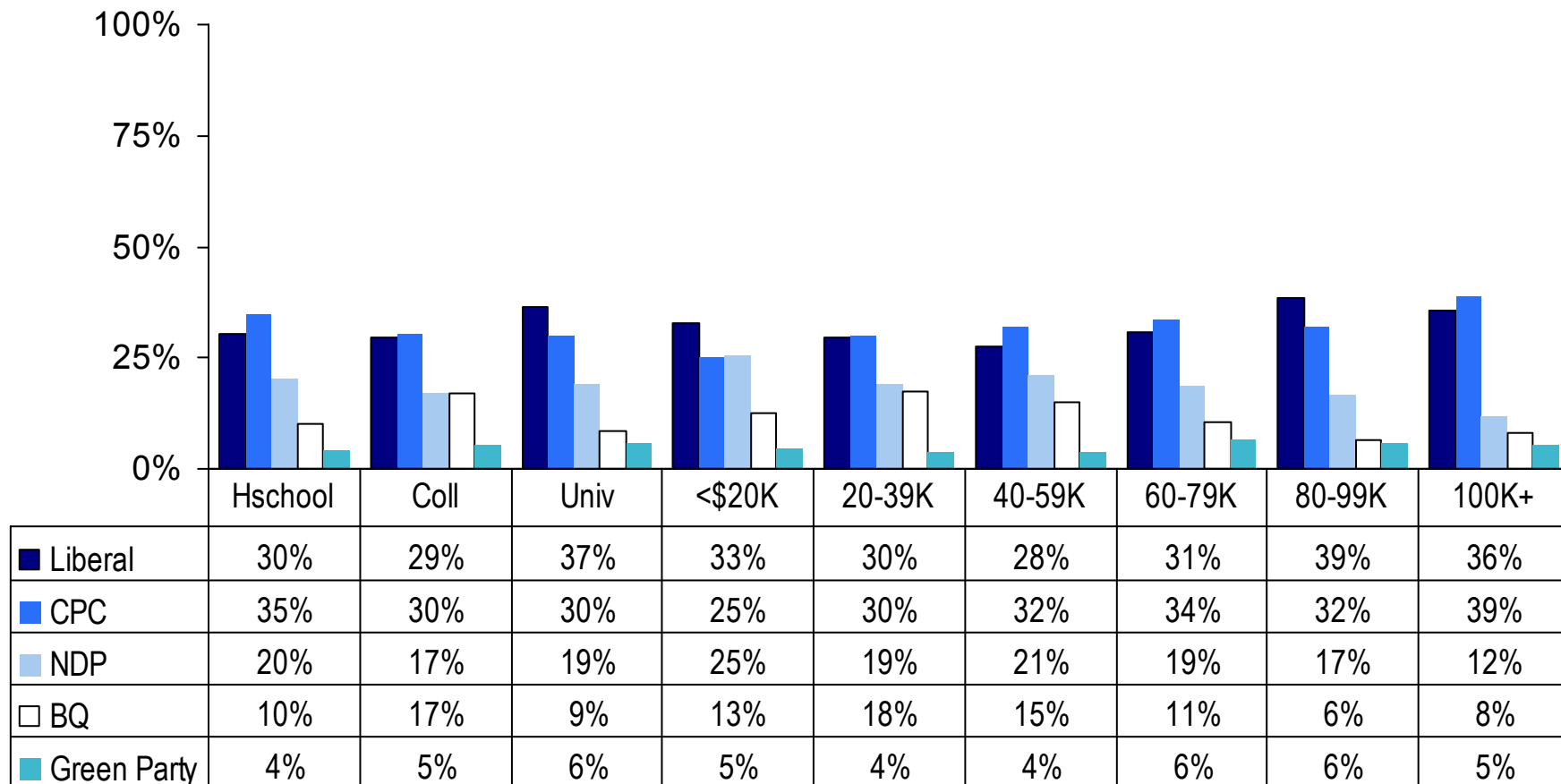
■ NDP

□ BQ

■ Green Party

Federal voting intentions: education & income

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



■ Liberal

■ CPC

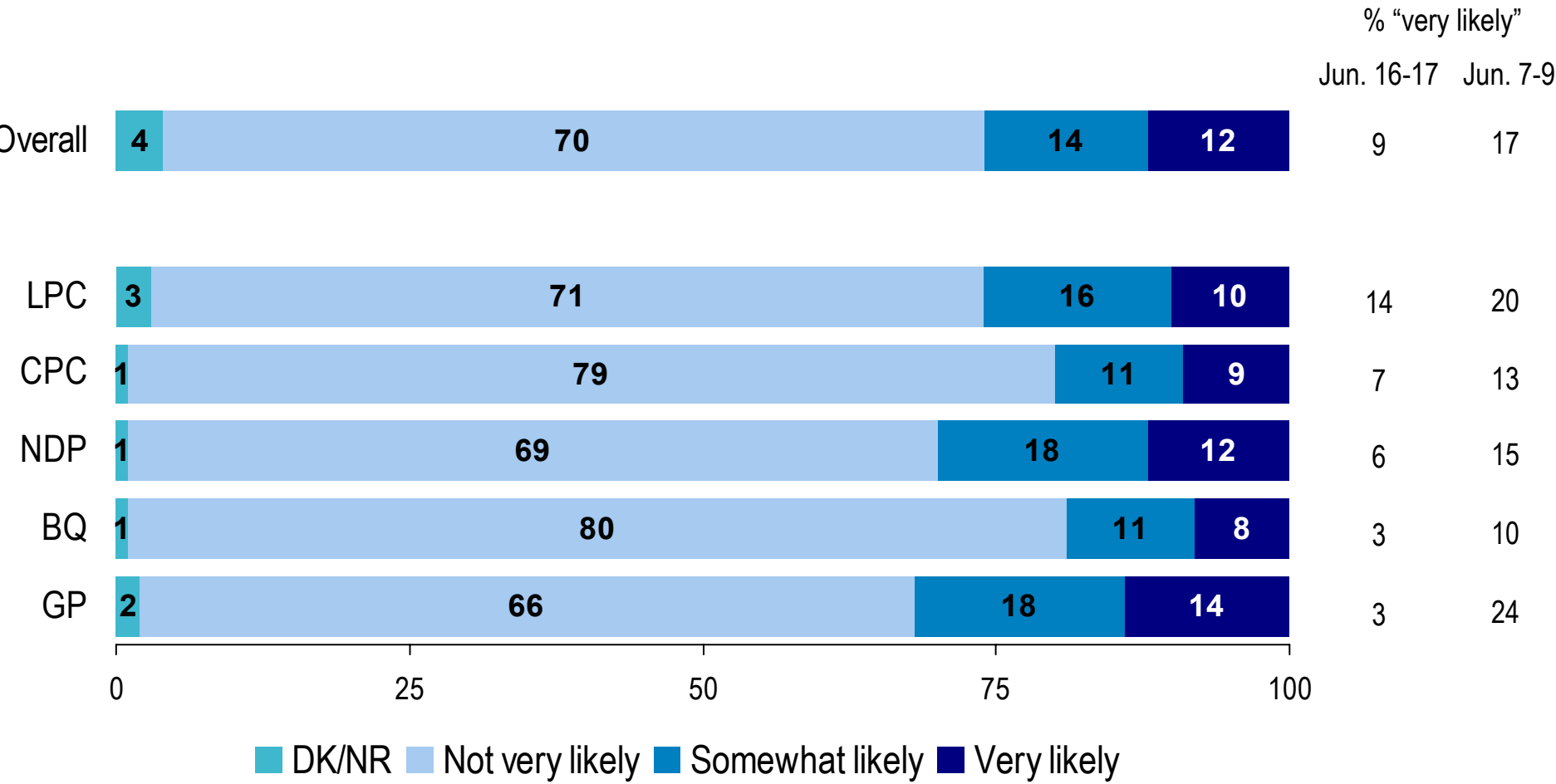
■ NDP

□ BQ

■ Green Party

BQ & CPC vote most stable

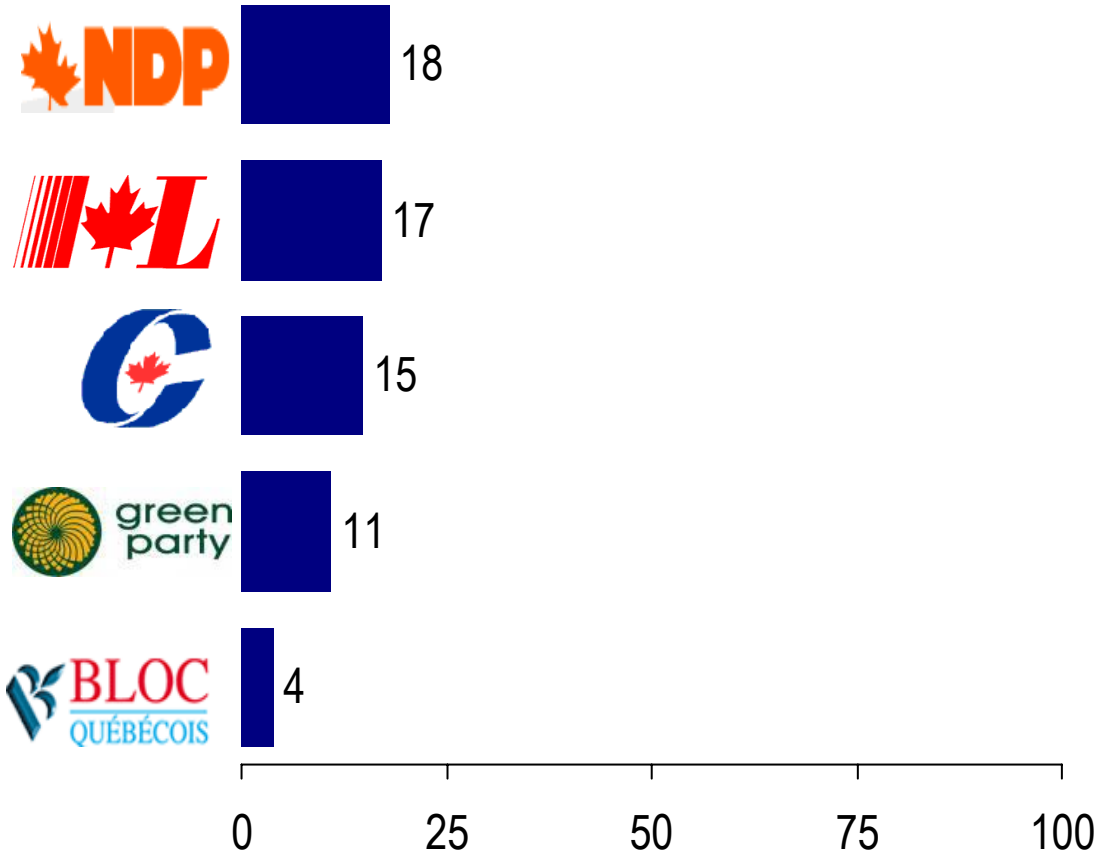
Q: How likely is it that you will change your mind between now and the federal election on June 28?



Base: All Canadians; most recent data point Jun. 21-24, n=5254

NDP second choice

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

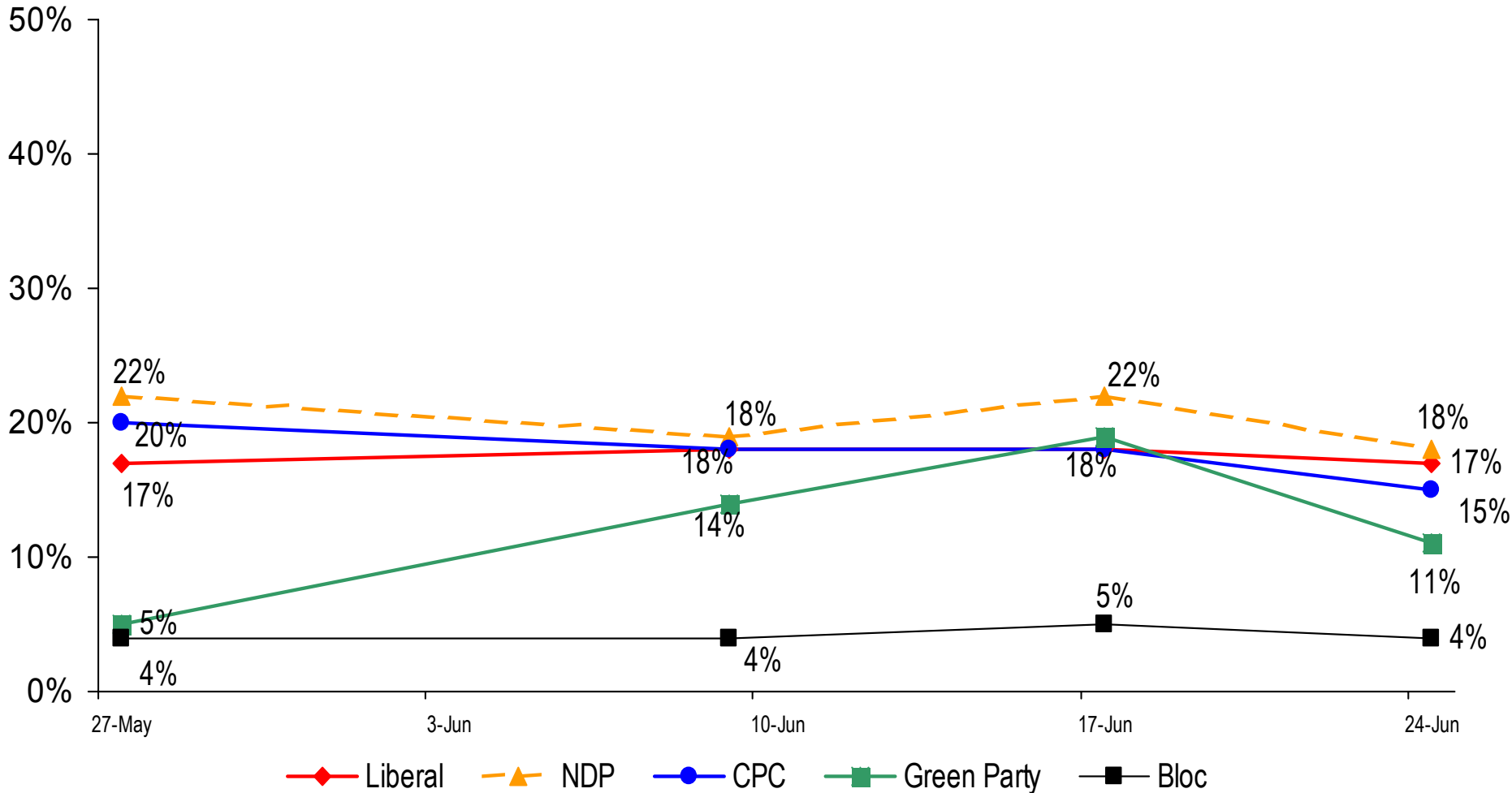


Other: 1%
Undecided/declined: 18%
Will not vote/change mind: 16%

Base: All Canadians; Jun. 21-24, n=5254

Tracking second choice throughout the campaign

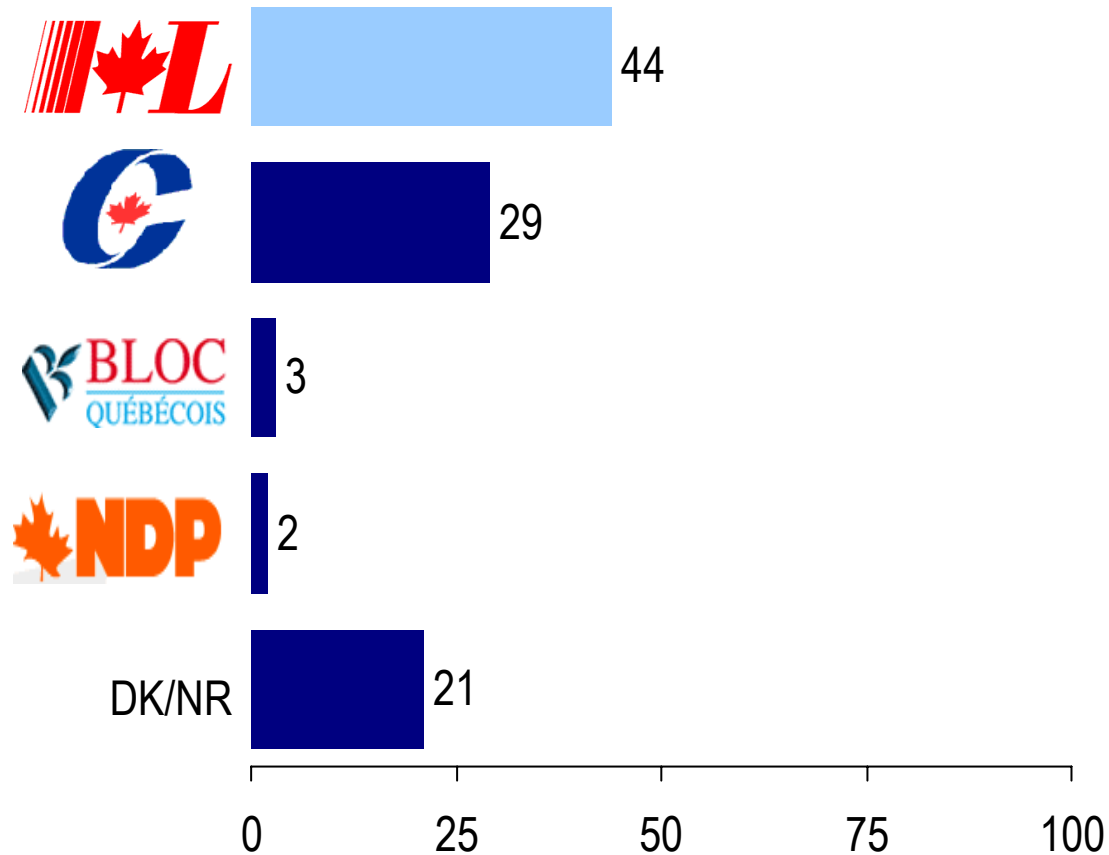
Q: If you were to change your mind, which party would be your second choice?



Base: All Canadians; most recent data point Jun. 21-24, n=5254

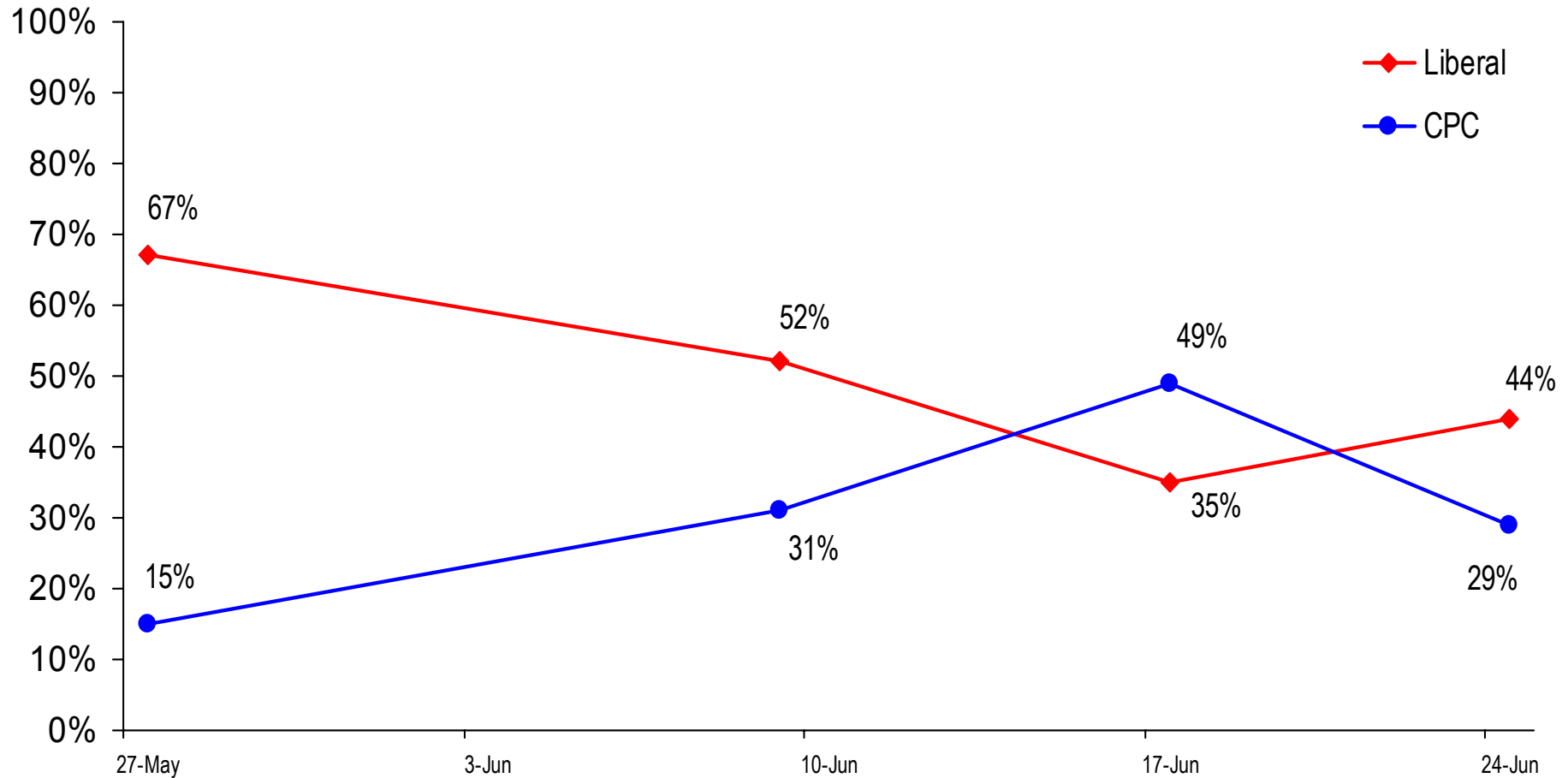
Liberals seen as likely winners

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



Belief in a Liberal victory rebounding

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

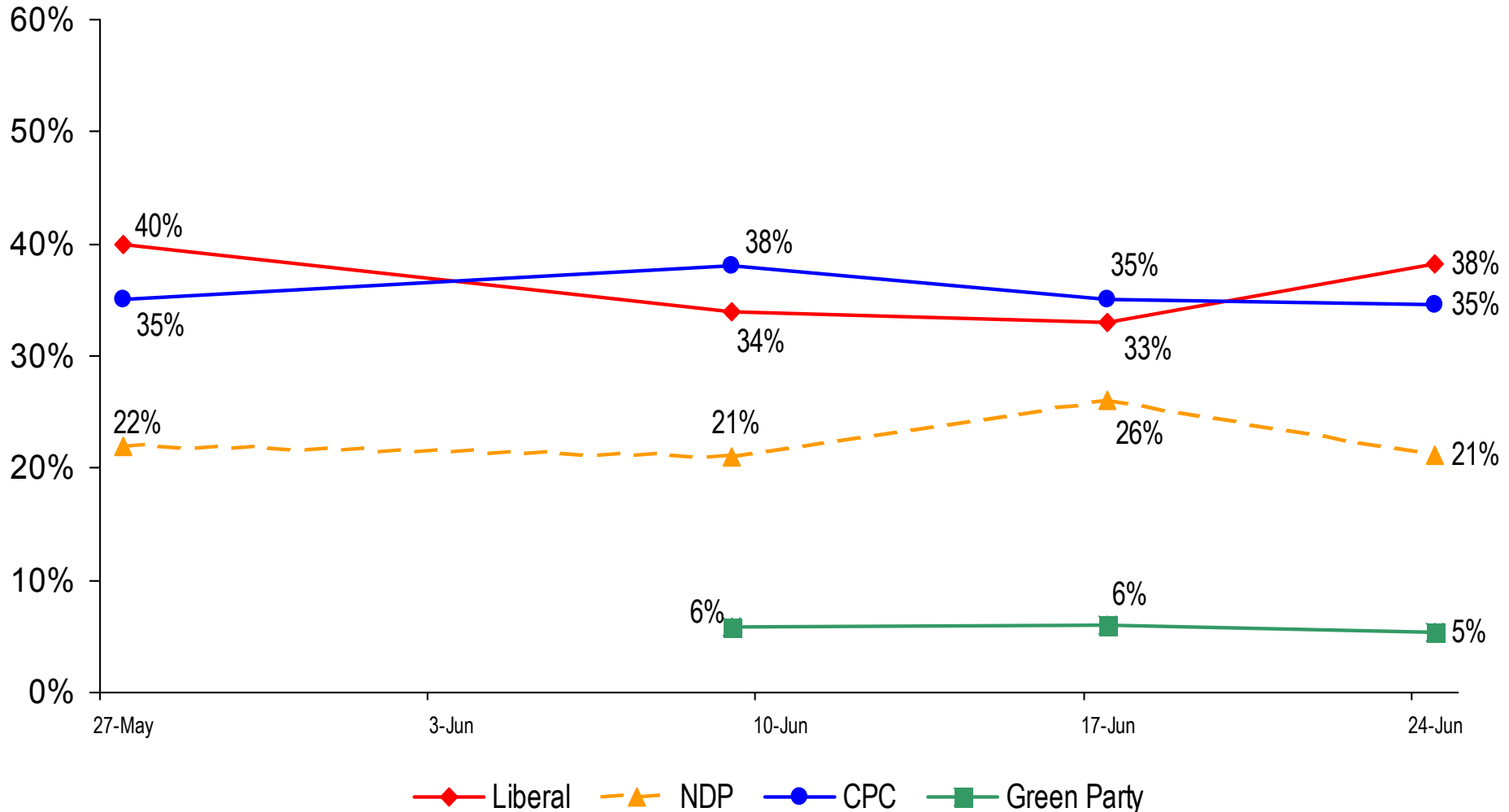


Base: All Canadians; most recent data point Jun. 21-24, n=5254

Key Region #1: Ontario

Voting intentions in Ontario over the election campaign

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 Jun. 21-24, n= 1604

Vote intention of the key demographic groups in Ontario

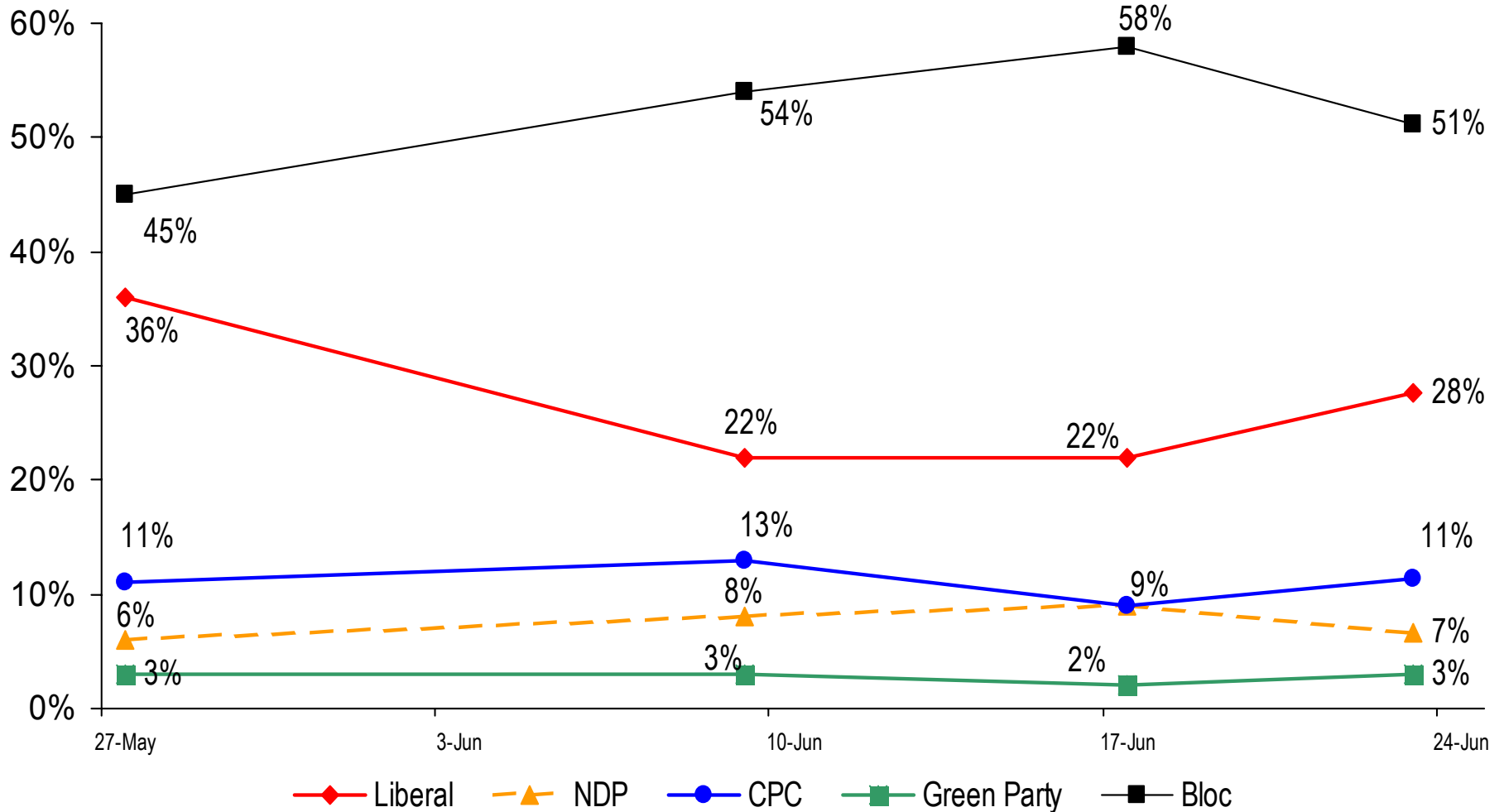
Q: If a federal election were held tomorrow, which party would you vote for?

Demographics		VOTE INTENTION			
		<u>LPC</u>	<u>CPC</u>	<u>NDP</u>	<u>GP</u>
Gender:	Men	36.3	37.8	19.4	5.9
	Women	40.3	31.4	22.7	4.9
Age:	<25	33.3	30.2	29.4	7.1
	25-44	37.1	34.0	21.8	5.9
	45-64	39.6	36.5	18.2	5.1
	65+	43.8	38.2	15.0	3.0
Education:	Less than HS	34.0	38.1	22.3	5.3
	University	41.2	32.8	20.6	5.1
Income:	<\$20,000	33.0	28.4	33.3	5.2
	\$100,000+	41.0	43.1	10.1	5.4

Key Region #2: Quebec

Voting intentions in Quebec over the election campaign

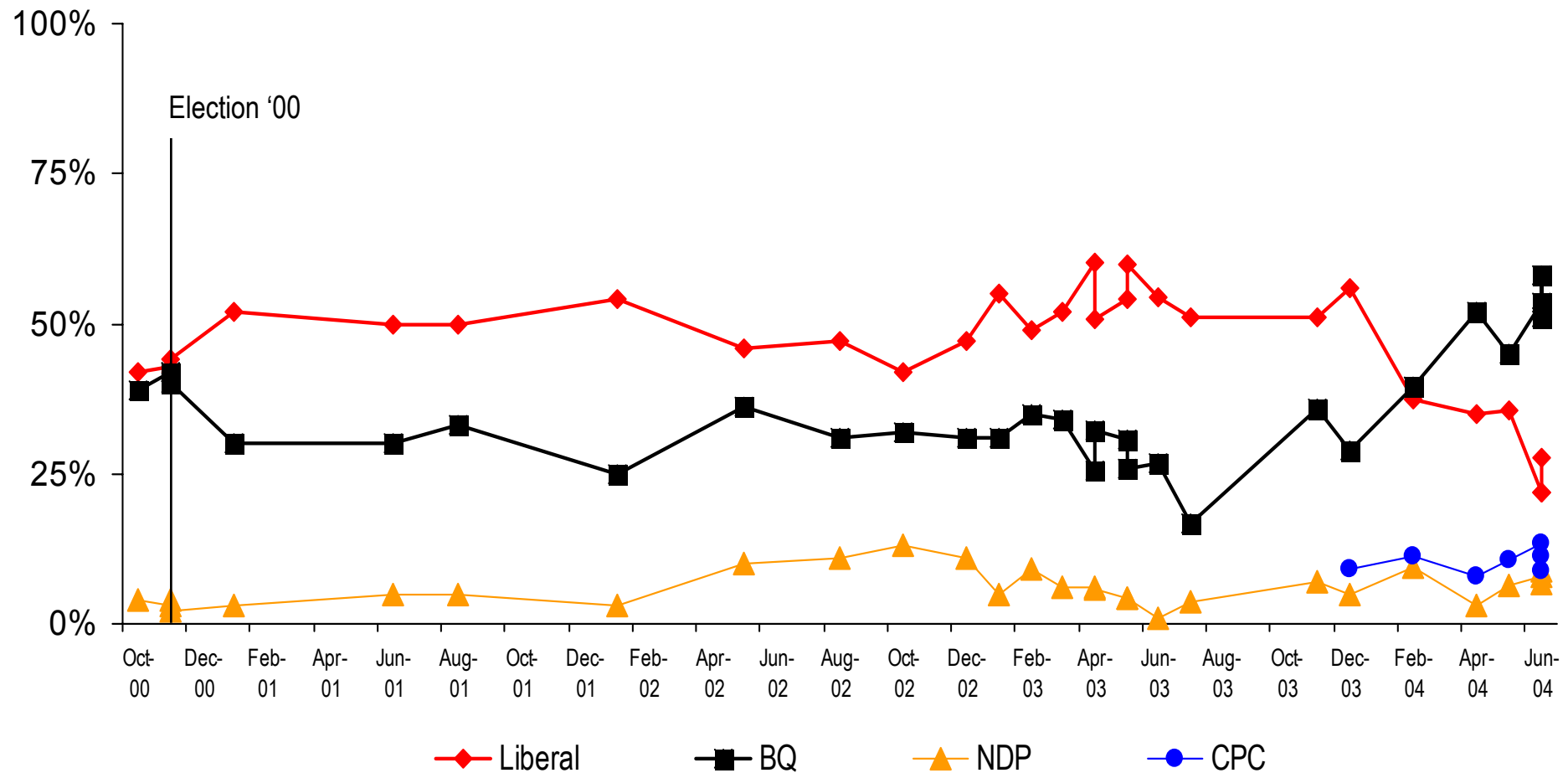
Q: If a federal election were held tomorrow, which party would you vote for?



Base Quebec decided voters only (includes "leaners"); most recent data point Jun. 21-23, n=763

Quebec federal voting preferences – long term

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 Jun. 21-23, n= 763

Vote intention of the key demographic groups in Quebec

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

Demographics		VOTE INTENTION				
		LPC	CPC	NDP	BQ	GP
Gender:	Men	25.2	12.7	5.5	51.6	4.0
	Women	30.6	10.1	7.2	49.4	2.1
Age:	<25	20.6	15.2	4.0	54.8	2.7
	25-44	22.0	11.6	9.6	53.5	2.5
	45-64	30.3	8.8	5.3	51.4	4.1
	65+	52.4	11.2	1.2	33.0	2.3
Education:	Less than HS	32.4	14.0	2.1	49.2	0.9
	University	29.0	10.5	8.9	45.8	4.8
Income:	<\$20,000	35.1	6.1	9.1	46.0	3.7
	\$100,000+	24.5	9.7	7.3	53.9	4.5

Base Residents of Quebec; overall for Jun. 21-23, n=763

A CPC-BQ alliance favoured in Quebec

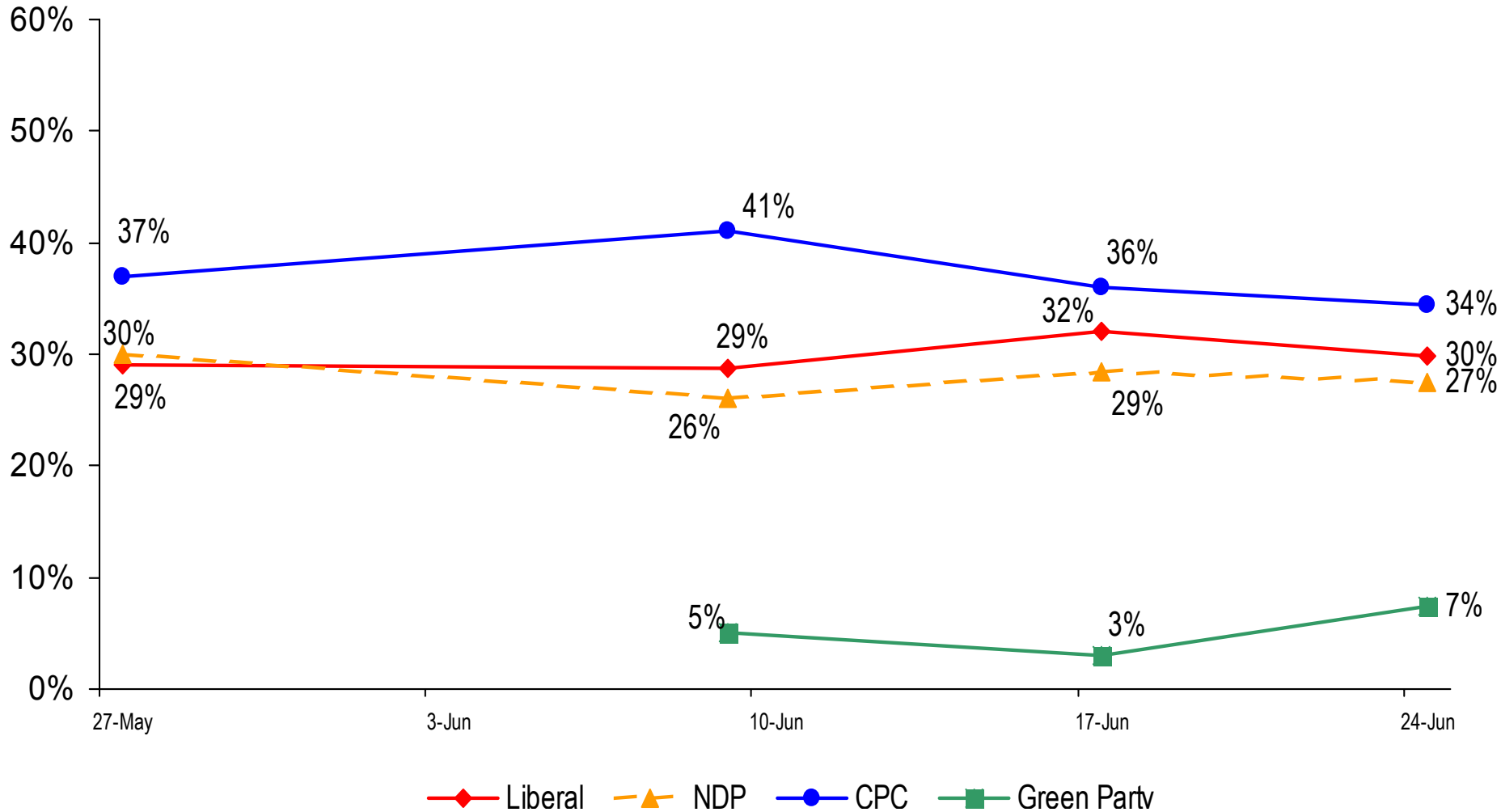
Q: In the eventuality of a minority government, there will be a need for coalitions and alliances to retain power in Ottawa. In your view, which alliance do you think would be best?

	Overall	FEDERAL VOTE INTENTION		
		BQ	LPC	CPC
CPC-Bloc Quebecois	25	46	4	26
Liberal Party-Bloc Quebecois	18	22	20	9
Liberal Party-Conservative Party	14	0	30	15
Liberal Party-NDP	11	2	28	20
Conservative Party-NDP	7	7	3	21
None of the above	7	10	2	0
DK/NR	17	12	12	9

**Key Region #3:
British Columbia**

Voting intentions in B.C. over the election campaign

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



Vote intention of the key demographic groups in B.C.

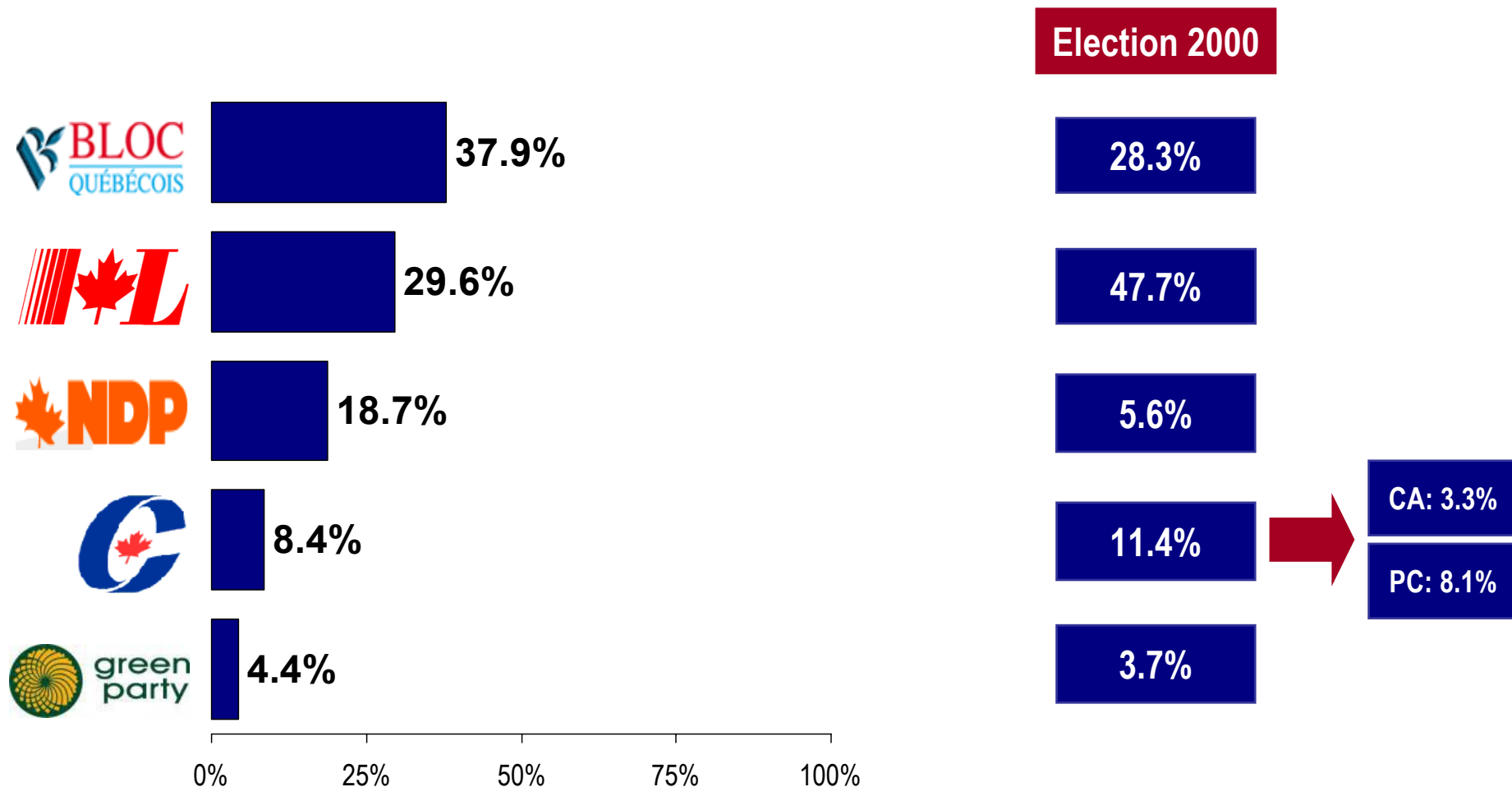
Q: If a federal election were held tomorrow, which party would you vote for?

Demographics		VOTE INTENTION			
		<u>LPC</u>	<u>CPC</u>	<u>NDP</u>	<u>GP</u>
Gender:	Men	30.5	36.0	26.5	5.4
	Women	29.1	32.7	28.2	9.7
Age:	<25	26.3	32.7	30.8	7.4
	25-44	30.4	31.5	31.1	6.6
	45-64	30.3	34.2	23.1	11.3
	65+	30.2	45.3	21.6	2.8
Education:	Less than HS	27.2	33.4	31.1	7.3
	University	34.3	33.9	25.6	6.3
Income:	<\$20,000	23.8	39.2	26.6	10.5
	\$100,000+	40.4	36.9	19.6	3.1

**The Race in Select Federal
Electoral Ridings:
Outremont**

Voting intentions - Outremont

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



Other: 0.9%

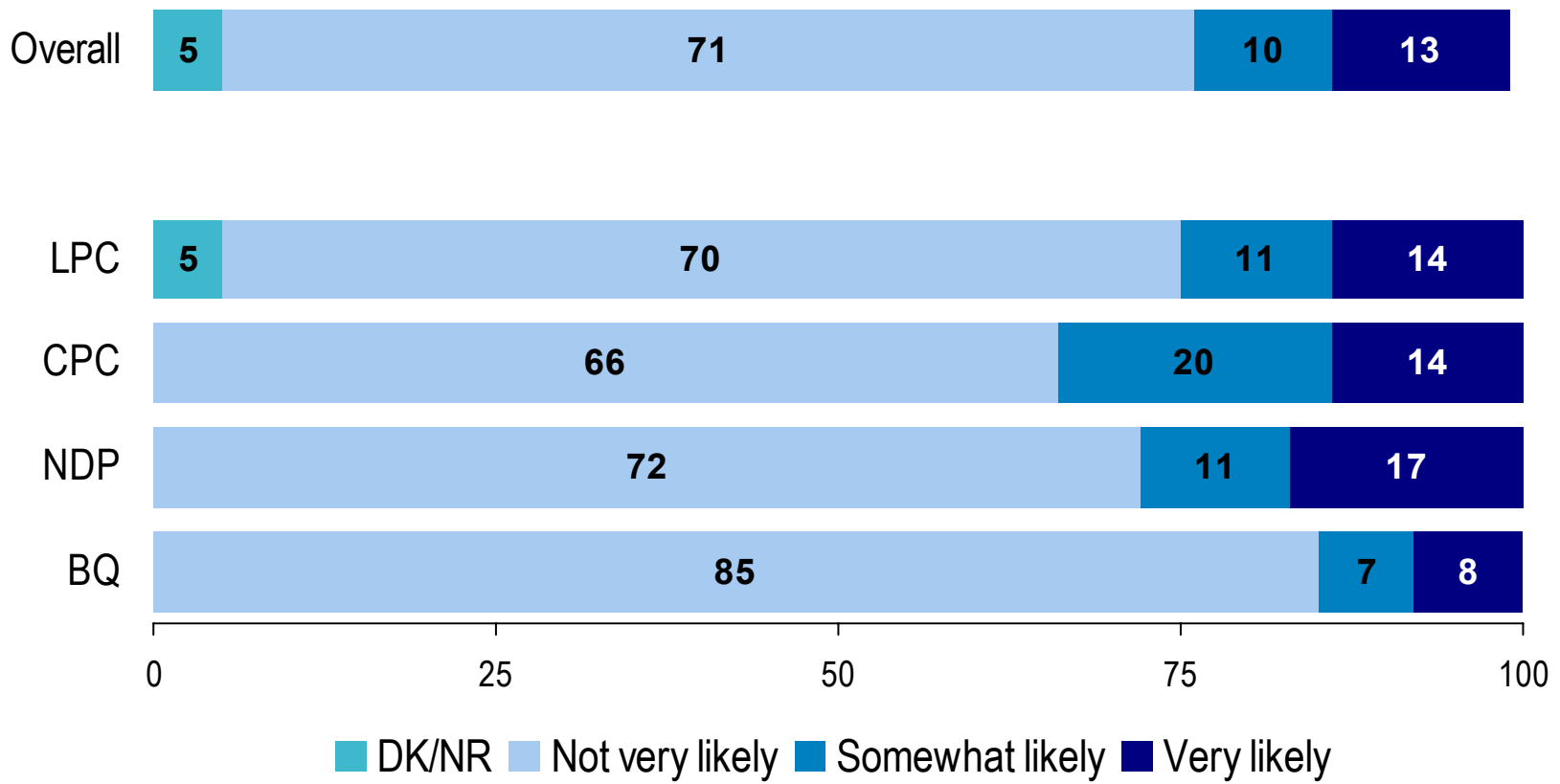
Undecided/declined: 17.3%

Will not vote 1.3%

Base Decided voters only (includes "leaners") in the Outremont riding in Quebec; Jun. 21-23, n=292

Outremont - BQ vote most stable

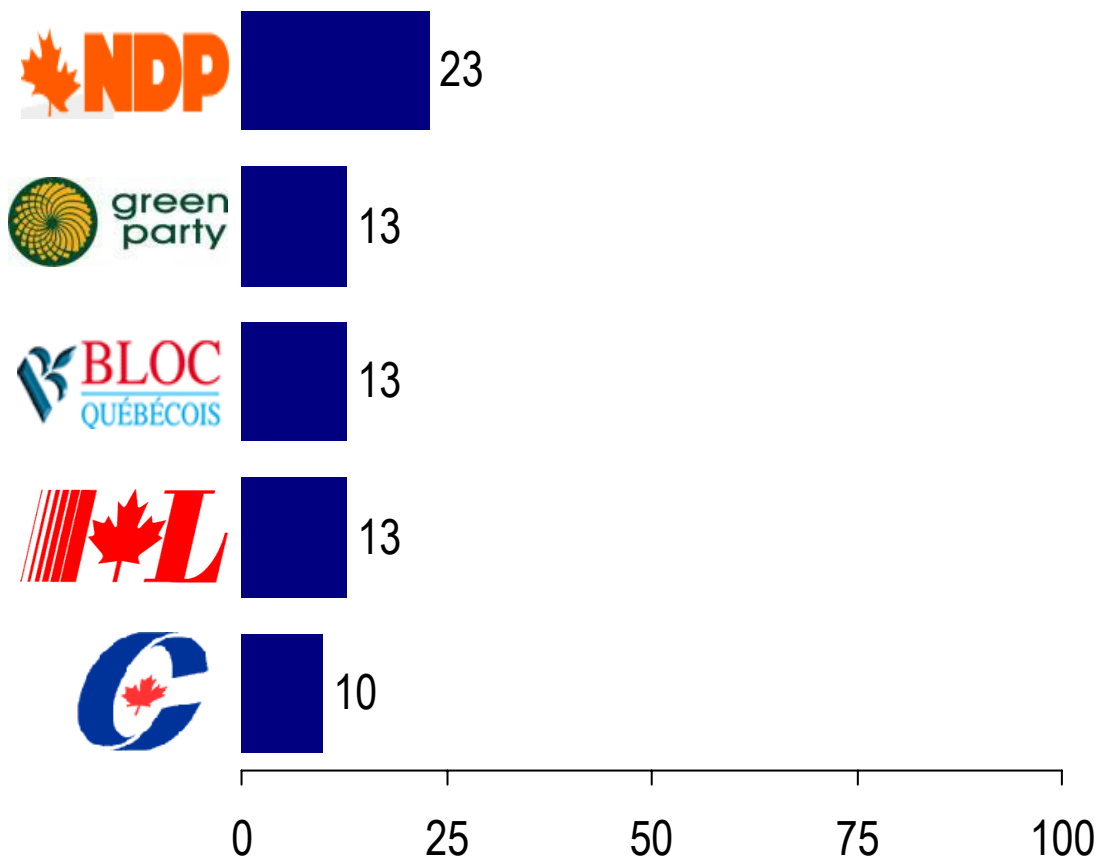
Q: How likely is it that you will change your mind between now and the federal election on June 28?



Base: Residents of the Outremont riding in Quebec; Jun. 21-24, n=295

NDP second choice in Outremont

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



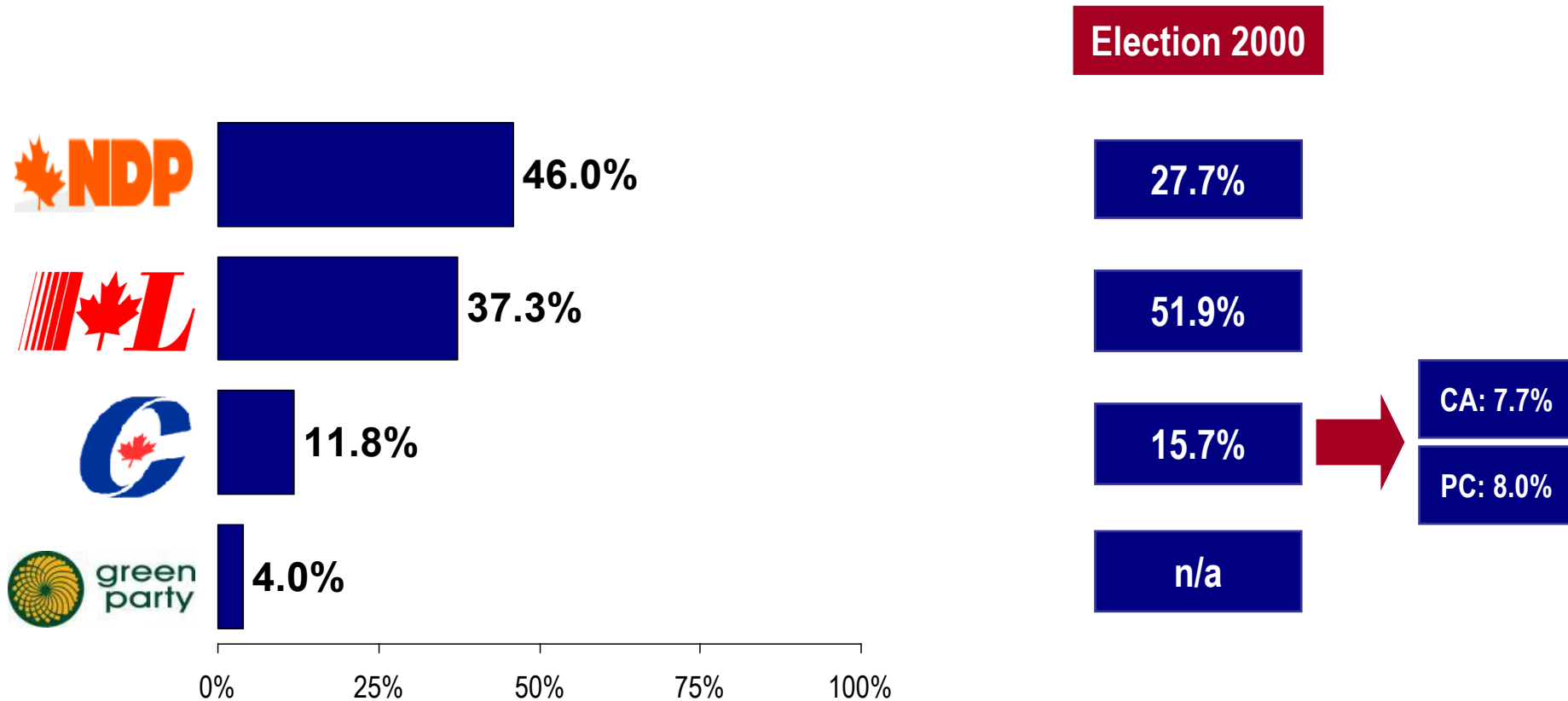
Other: 1%
Undecided/declined: 17%
Will not vote/change mind: 10%

Base: Residents of the Outremont riding in Quebec; Jun. 21-24, n=295

The Race in Select Federal Electoral Ridings: Toronto-Danforth

Voting intentions – Toronto-Danforth

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



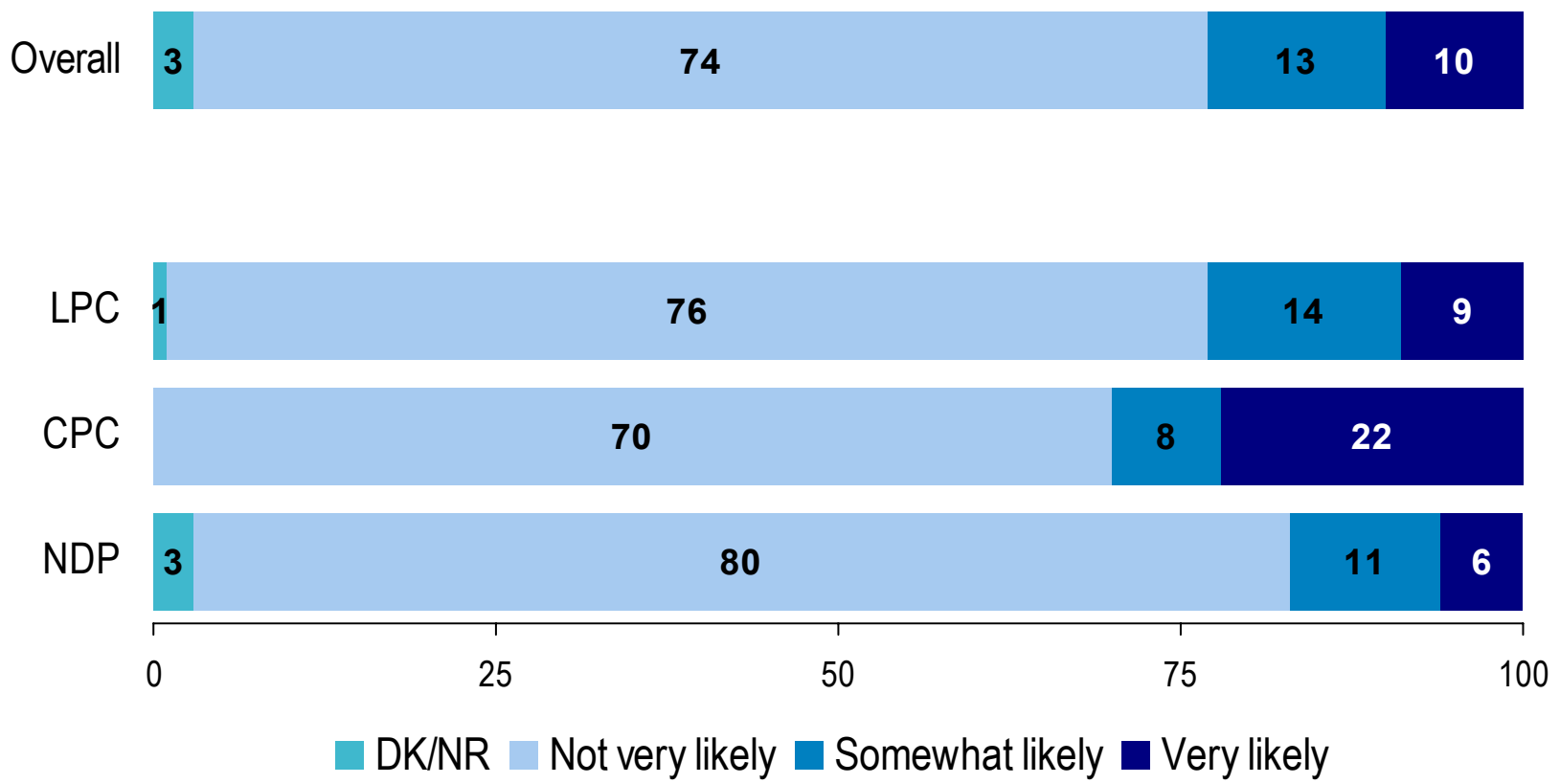
Other: 0.9%

Undecided/declined: 15.4%

Will not vote 0.3%

Toronto-Danforth - NDP vote most stable

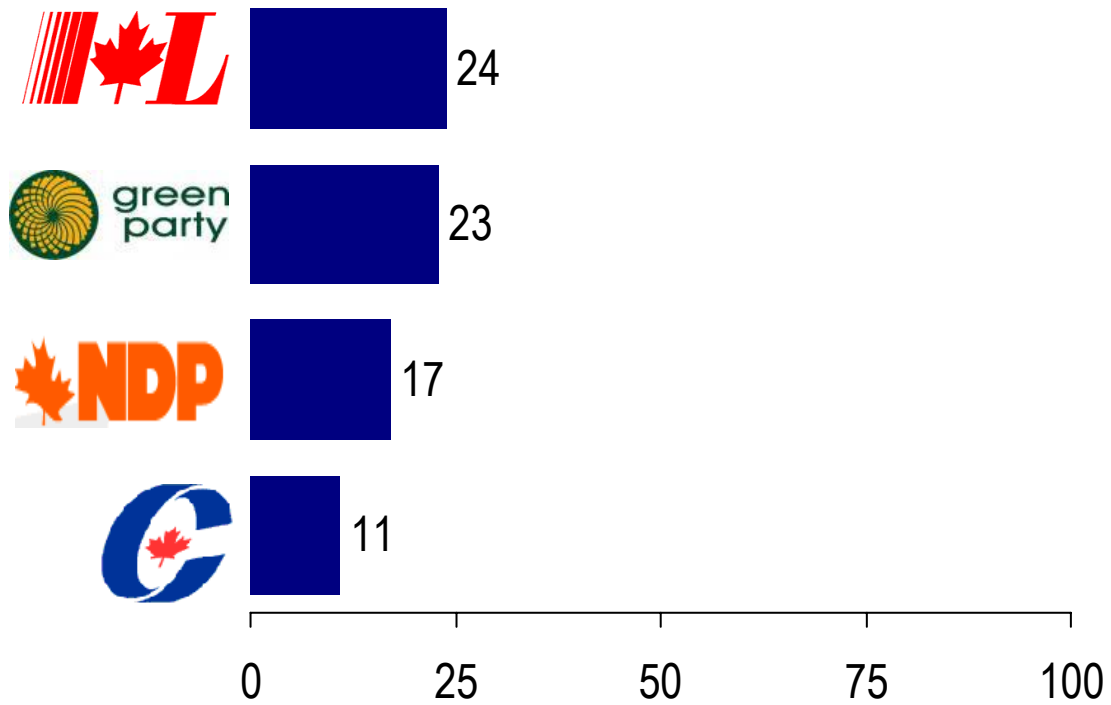
Q: How likely is it that you will change your mind between now and the federal election on June 28?



Base: Residents of the Toronto-Danforth riding in Ontario; Jun. 21-24, n=300

Liberals second choice in Toronto-Danforth

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



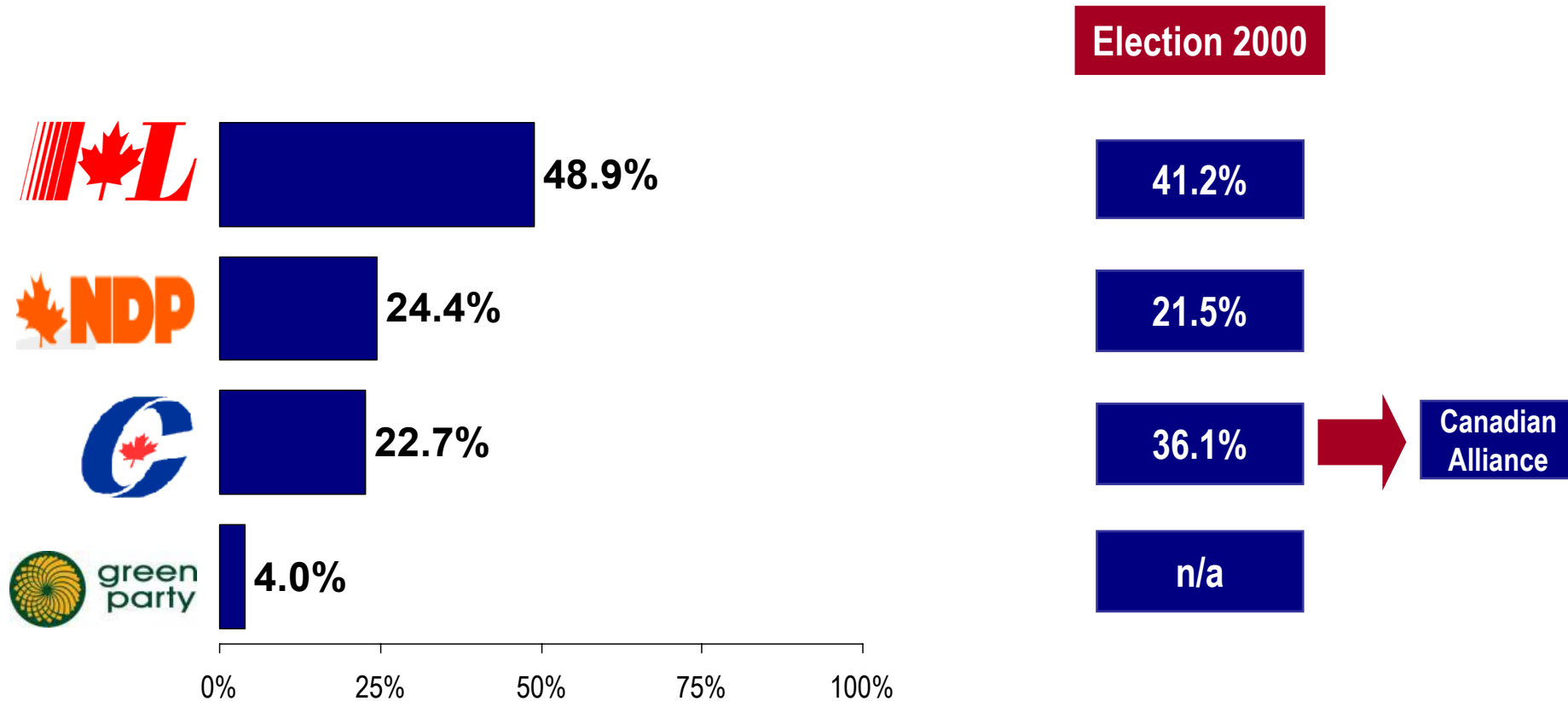
Other: 0%
Undecided/declined: 11%
Will not vote/change mind: 14%

Base: Residents of the Toronto-Danforth riding in Ontario; Jun. 21-24, n=300

**The Race in Select Federal
Electoral Ridings:
Wascana**

Voting intentions - Wascana

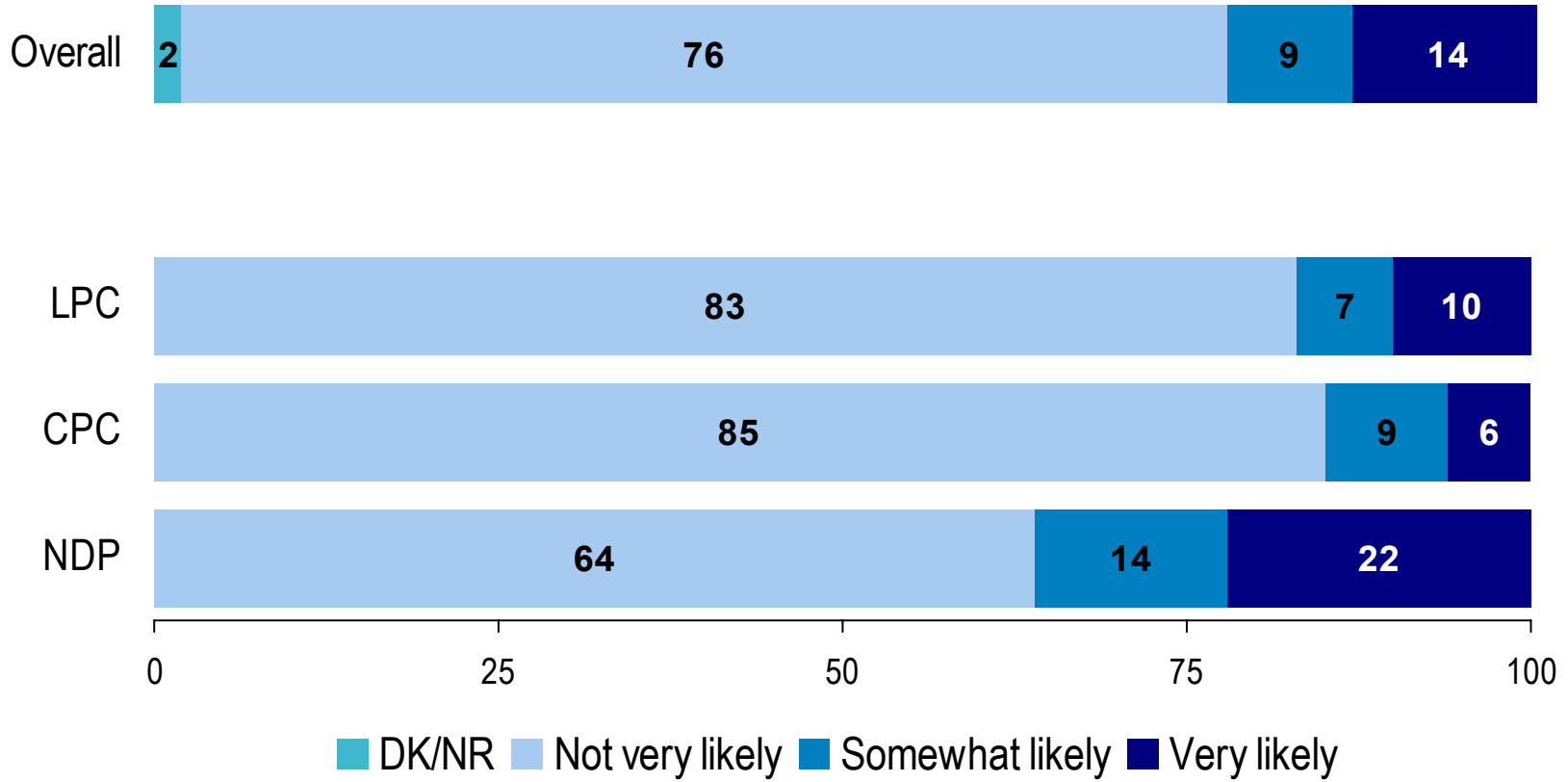
Q: If a federal election were held tomorrow, which party would you vote for?



Other: 0%
Undecided/declined: 15.0%
Will not vote 0.3%

Wascana - NDP vote most volatile

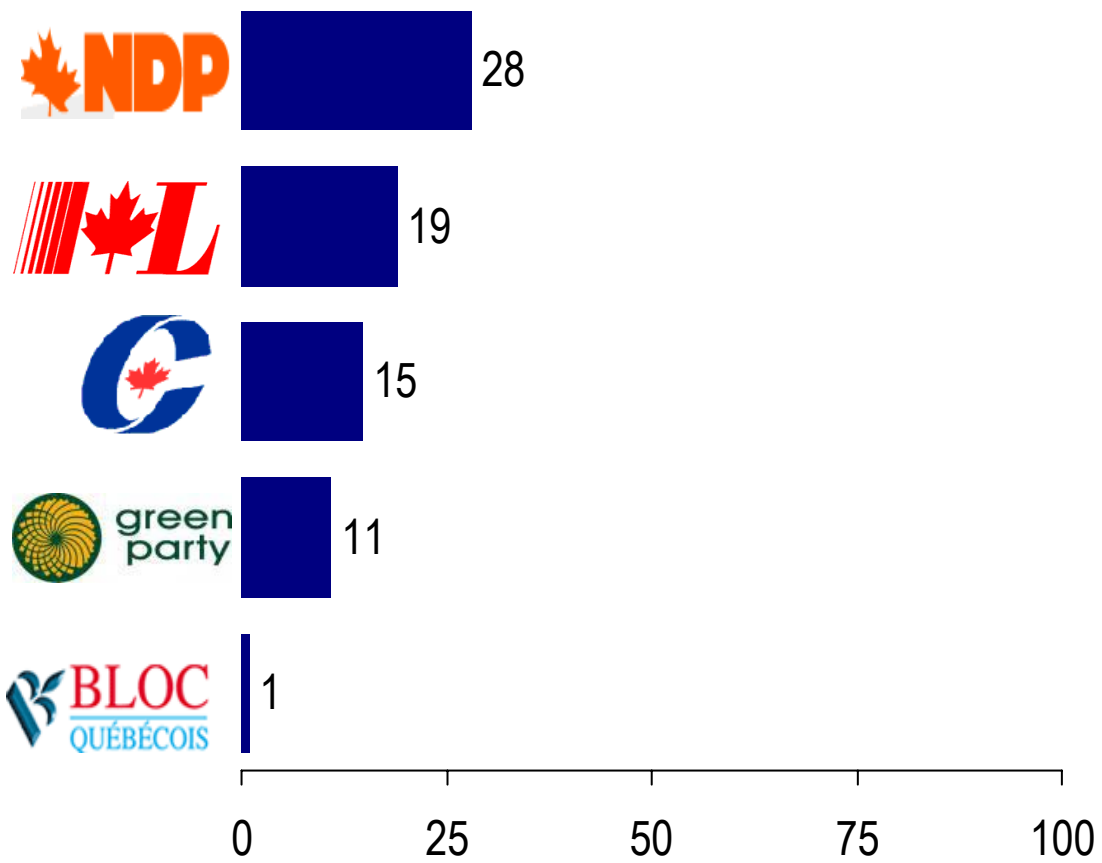
Q: How likely is it that you will change your mind between now and the federal election on June 28?



Base: Residents of the Wascana riding in Saskatchewan; Jun. 21-24, n=302

NDP second choice in Wascana

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



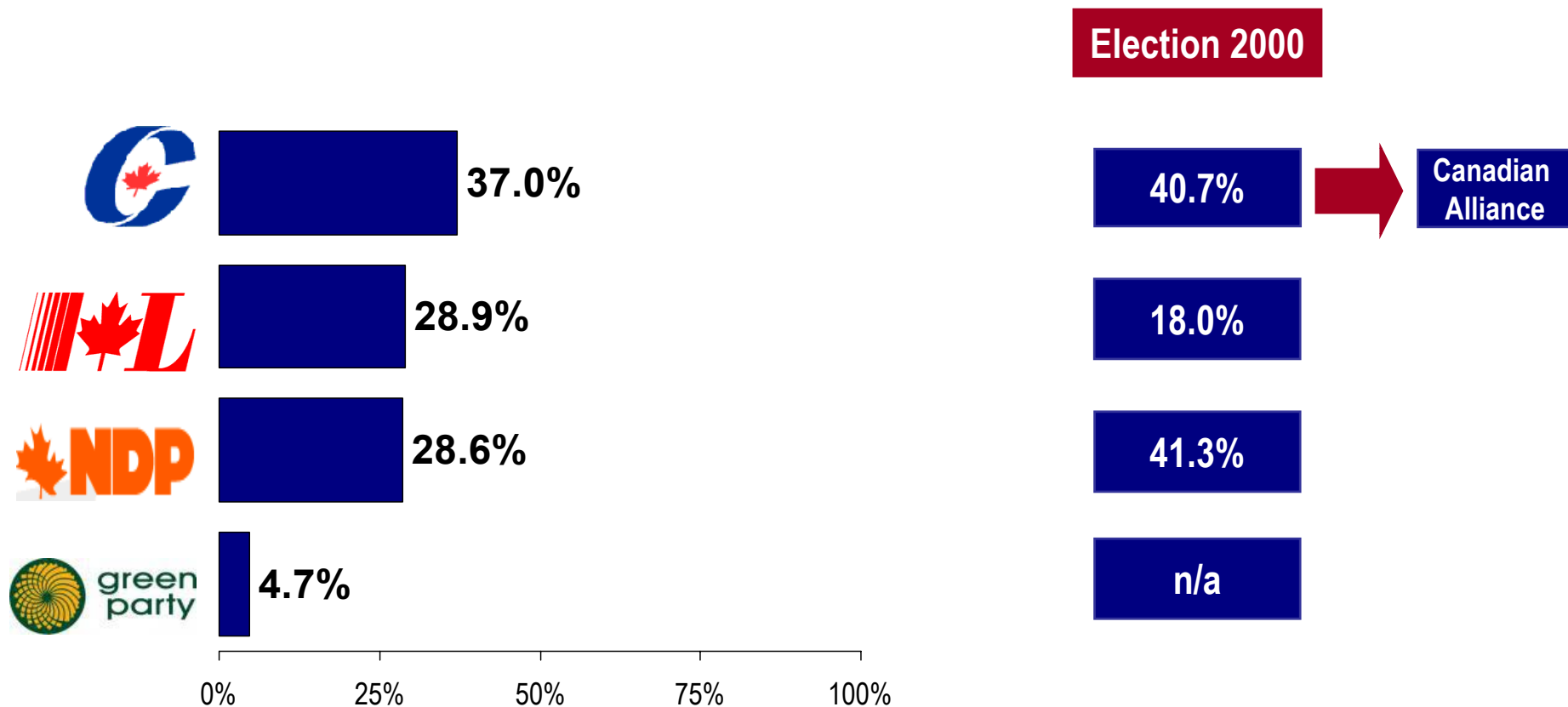
Other: 0%
Undecided/declined: 13%
Will not vote/change mind: 14%

Base: Residents of the Wascana riding in Saskatchewan; Jun. 21-24, n=302

Regina-Qu'Appelle

Voting intentions – Regina-Qu’Appelle

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



Other: 0.8%

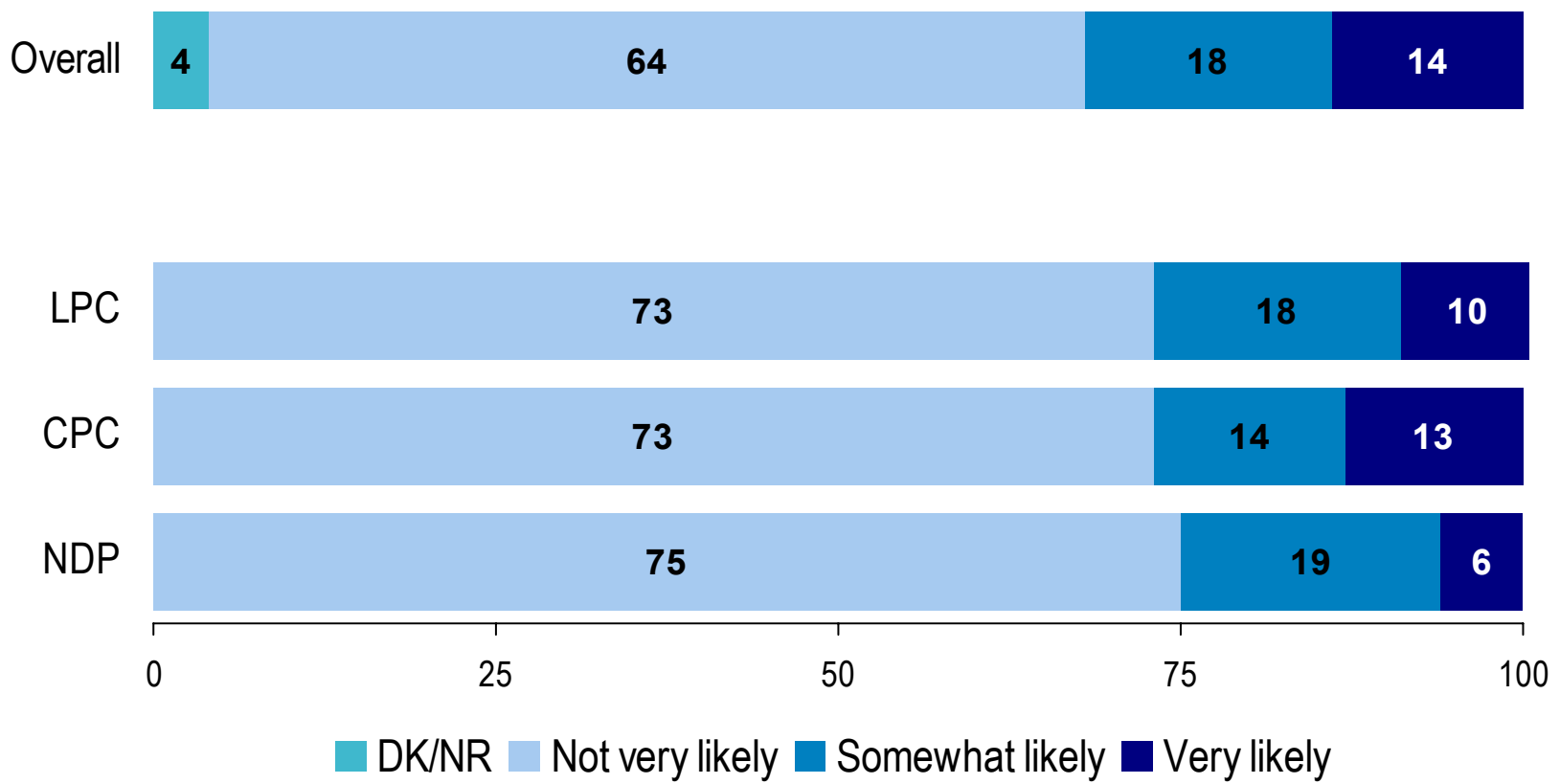
Undecided/declined: 28.1%

Will not vote 1.4%

Base Decided voters only (includes “leaners”) in the Regina-Qu’Appelle riding in Saskatchewan; Jun. 22-24, n= 139

Opportunity for movement in Regina-Qu'Appelle riding

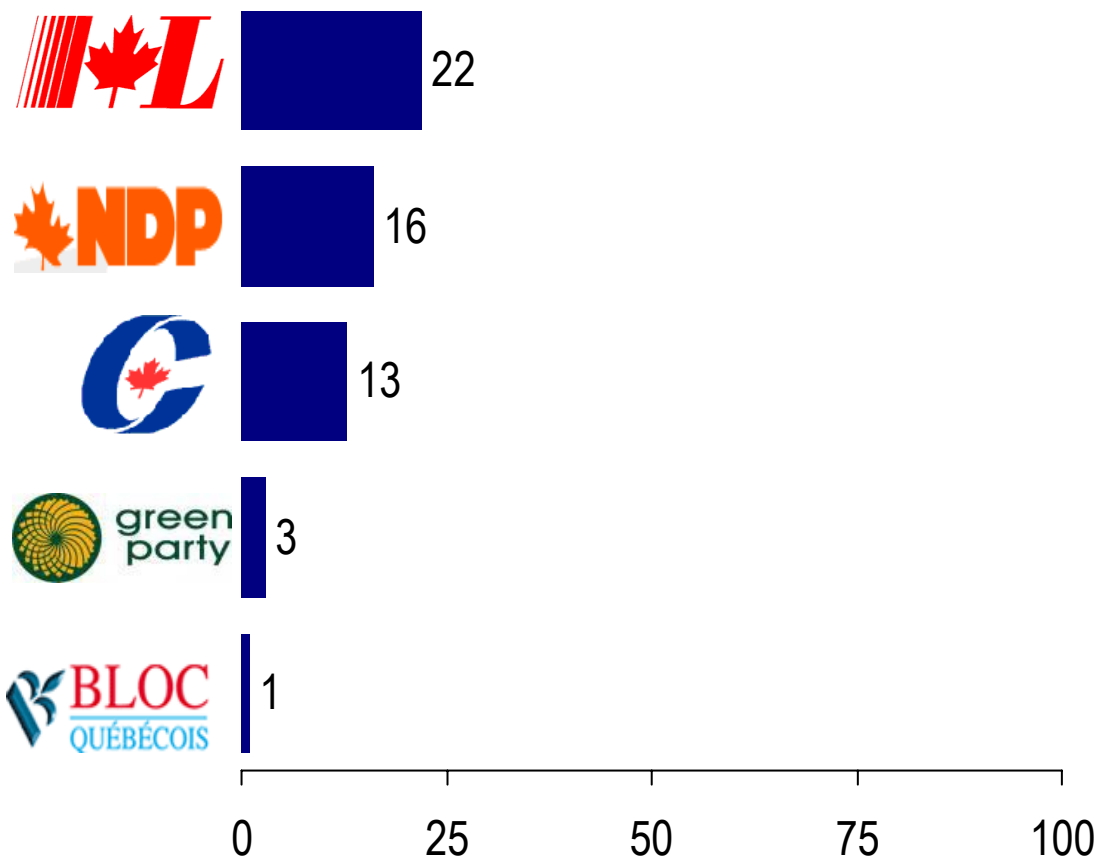
Q: How likely is it that you will change your mind between now and the federal election on June 28?



Base: Residents of the Regina-Qu'Appelle riding in Saskatchewan; Jun. 22-24, n=202

Liberals second choice in Regina-Qu'Appelle

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



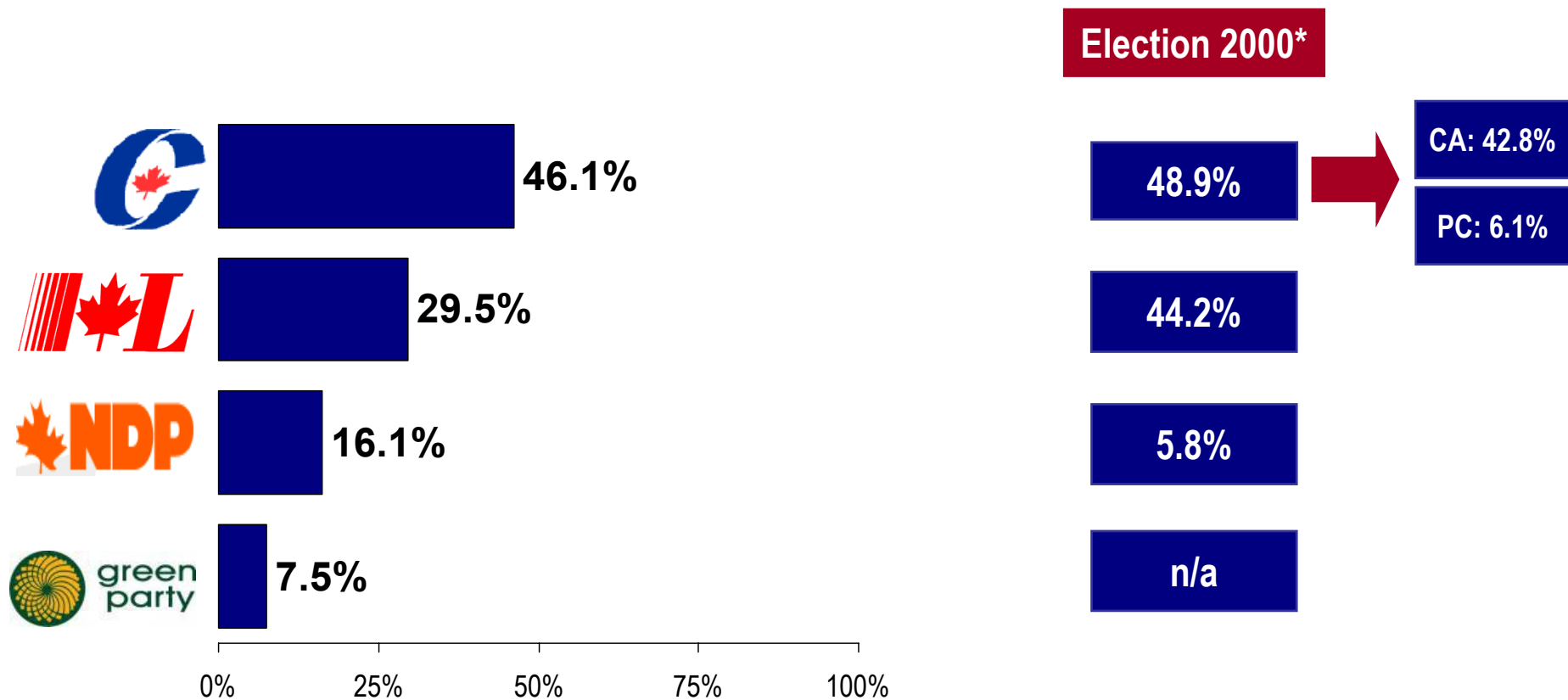
Other: 2%
Undecided/declined: 25%
Will not vote/change mind: 18%

Base: Residents of the Regina-Qu'Appelle riding in Saskatchewan; Jun. 22-24, n=202

**The Race in Select Federal
Electoral Ridings:
Edmonton Centre**

Federal voting intentions

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



Other: 0.8%

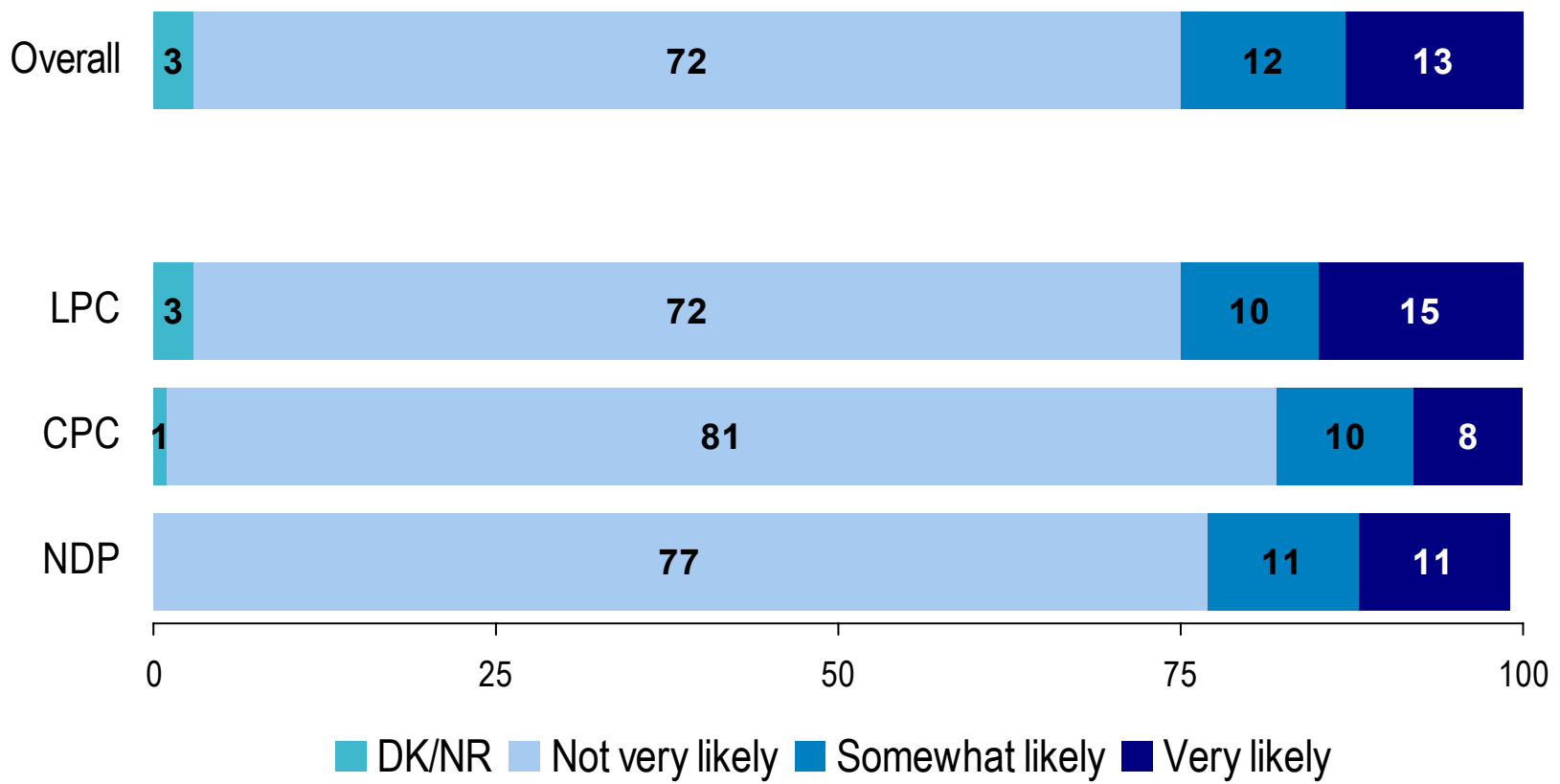
Undecided/declined: 14.9%

Will not vote 2.5%

*Former riding of Edmonton West where current incumbent for Edmonton Centre, Anne McLellan, is running

Liberal vote most volatile

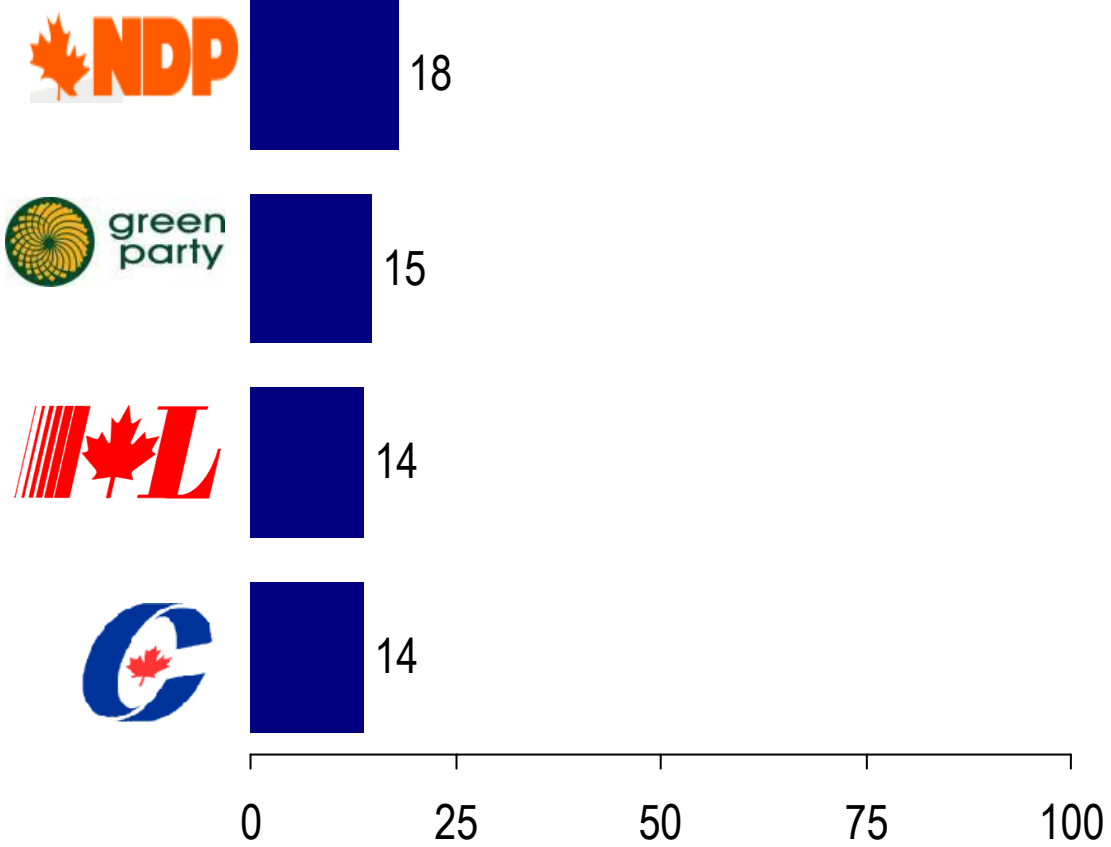
Q: How likely is it that you will change your mind between now and the federal election on June 28?



Base: Residents of the Edmonton Centre riding in Alberta; Jun. 23-24, n=314

NDP second choice

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



Other: 2%
Undecided/declined: 16%
Will not vote/change mind: 21%

Base: Residents of the Edmonton Centre riding in Alberta; Jun. 23-24, n=314



For more information:

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