Federal Vote Intention January 14 & 15

Methodology

WARNING: we do not consider a single night of tracking to be scientifically conclusive. These nightly releases are intended only to respond to curiosity about day-to-day movements. Their true statistical significance will become clearer when analysed as part of a larger weekly sample.

- 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 the daily findings from telephone surveys with a national random sample of Canadians, 18 years of age and older conducted on January 14 and 15, 2006.

  - Daily sample sizes 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 and margin of error

	Jan. 14 & 15	
	Sample size	Margin of error
National	1184	+ 2.8
Decided voters	*968*	*+ 3.2*
Ontario	514	+ 4.3
Quebec	286	+ 5.8

Detailed tables

Voter intention

	Federal vote intention*		
	National n=968**	Ontario n=435**	Quebec n=212**
Conservative Party of Canada	38.6	41.7	21.6
Liberal Party of Canada	27.2	31.4	18.1
NDP	18.6	20.3	9.8
Bloc Québécois	10.6	--	46.6
Green Party	4.4	5.7	3.3
Other	0.5	0.9	0.8
Undecided/declined	*15.0*	*12.9*	*20.6*
Would not vote	*2.5*	*2.1*	*2.5*

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

** Base: Decided voters only (includes "leaners")

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