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A Report To The Globe and Mail and CTV

Pre-Federal Election –
Time for Change/Momentum/Party
Strengths/Vote Intention

November 28, 2005

Introduction and Methodology

- ◆ Gregg, Kelly, Sullivan & Woolstencroft: *The Strategic Counsel* is pleased to present findings of The Globe and Mail/CTV Polling Program for November 28, 2005.
- ◆ The findings are based on interviews conducted by telephone among a weighted national sample of 1500 adult Canadians 18 years of age or older, plus an oversample of 75 in the province of British Columbia.
- ◆ The interviews were conducted between November 24th and November 27th, 2005.
- ◆ A sample of 1,500 yields a margin of error of +/- 2.5 percentage points, 19 times out of 20.
- ◆ Note: Due to rounding, proportions may not total 100%.

Key Conclusions – On the eve of an election call, Liberals hold a six-point advantage over the Conservatives

- ◆ However, the Liberals support in Ontario has softened: Liberals' lead over the Conservatives has declined from 13 percentage points (in early November to 5 points in our current poll) in this crucial battleground. Moreover, they are 5 points down from the 2004 election.
- ◆ In Quebec, the Liberals are enjoying a modest rebound – it now sits at 30%, up from 22% immediately after the release of the Gomery report. This increase has largely been at the expense of the Conservatives and NDP, suggesting they have made some headway in consolidating the federalist vote. Still, the Liberals remain well behind the Bloc whose vote intent comes in at 54% and are 4 points below their 2004 results.
- ◆ In BC, the electoral landscape is highly competitive with the Liberals, Conservatives, and NDP being within six percentage points of each other. Compared to the 2004 vote, Liberal support is up, while Conservative vote is down somewhat. The NDP is flat.
- ◆ The Conservatives continue a stranglehold in the Prairies (which includes Alberta). To date, there is no change from the 2004 vote.

Key Conclusions – Canadians are more positive than last spring, but they think it is time for change.

- ◆ A very slight plurality (47%) of Canadians believe that the country is on the right track. This is up from last spring when only 38% thought this was true. Almost the same number (43%), however say the country is on the wrong track (down from 49% last spring). This suggests that there is a modest opportunity for the Liberals to marshal a campaign that the country is in good shape.
- ◆ Despite these positive attitudes about the state of the country, the desire for change has increased since last spring: now over 1-in-2 (54% – up from 48% in May) say that this is time for change and new government should be voted in. Only 39% (down from 44%) say that it is the wrong time to make a change. While the desire is strongest in the West and Quebec, it is also evident in Ontario where 49% say that it is time to change.

Key Conclusions –

The Liberal brand remains strong and is seen as more able to manage critical issues facing Canadians

- ◆ Canadians see the Liberals as stronger in managing the national economy, health care, US-Canada relations, and national unity. These views are particularly strong in Ontario and Quebec where the Liberals hold a significant advantage over the Conservatives.
- ◆ Even though the Liberals have been taking a hit in Quebec, they still enjoy a strong advantage in this province on the unity file.
- ◆ Even on defence issues (traditionally, an area of strength for the Conservatives), the Liberals score modestly better than the Conservatives.
- ◆ Not surprisingly, the Liberals are weakest when it comes to questions of ethics and honesty and handling the taxpayers' money. That said, the Conservatives do not appear to have been able to differentiate themselves on these issues and only enjoy a small advantage over the Liberals. Indeed, the plurality response to the question of who is most honest and ethical is “none”.

Key Conclusions –

The Liberal brand remains strong and is seen as more able to manage critical issues facing Canadians (cont'd)

- ◆ The Liberals are also perceived (33%) to have the best team. Only 19% attribute this strength to the Conservatives.
- ◆ On the question of who has a hidden agenda, the highest proportion (33%) now cite the Liberals, while a smaller group – 25% – mention the Conservatives. While results to this question are driven largely by partisan support, it is noteworthy that the belief that the Conservatives have a hidden agenda has declined 10 points in Ontario since May. In fact, this may be the most dramatic change since the 2004 election – the Conservatives don't look as scary to Ontario voters going into this election.
- ◆ Against this, the fact that the only issue where the Conservatives have an advantage over the Liberals is a small 4-point lead on the question of spending taxpayers' money wisely, simply underscores that the Conservatives have yet to demonstrate that they are a government in waiting.

Detailed Tables

Right Track or Wrong Track?

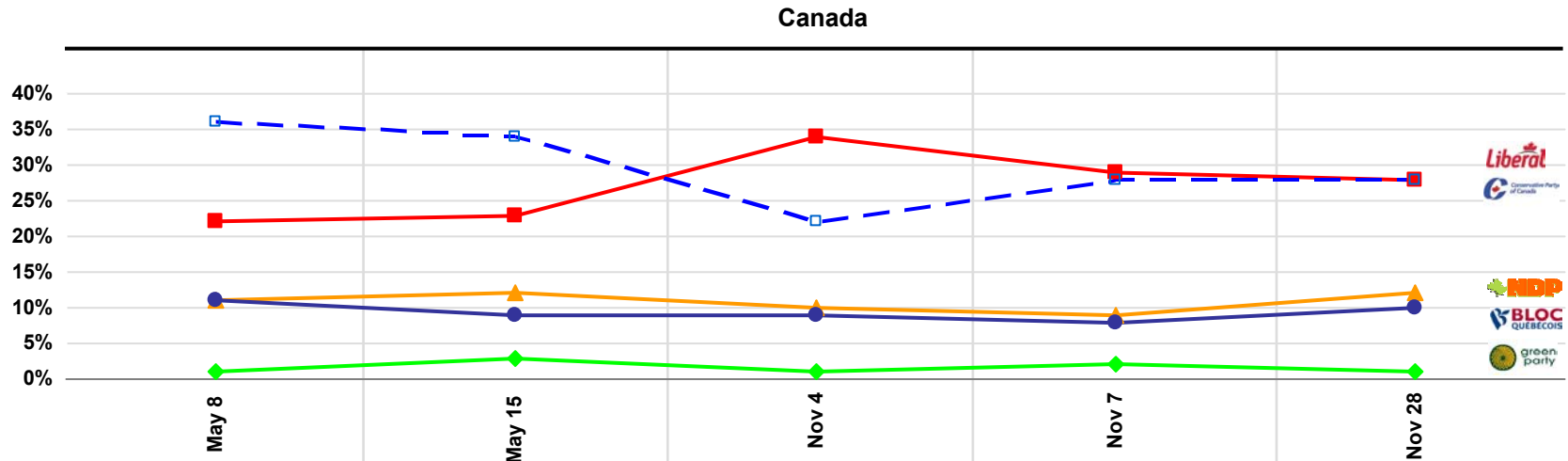
	Region											
	Canada		Quebec		R.O.C.*		Ontario		Prairies		B.C.	
	May 15 (n=1500) %	Nov 28 (n=1500) %	May 15 (n=370) %	Nov 28 (n=370) %	May 15 (n=1130) %	Nov 28 (n=1130) %	May 15 (n=569) %	Nov 28 (n=569) %	May 15 (n=247) %	Nov 28 (n=247) %	May 15 (n=198) %	Nov 28 (n=273) %
On the right track	38	47	29	47	41	47	39	46	37	42	51	55
On the wrong track	49	43	65	47	44	42	46	44	48	48	34	35
DK/NA/Ref	13	10	6	6	15	11	15	11	15	10	15	10

*Note: Rest of Canada includes all provinces except Quebec

Q. Right now, do you think that overall the country is on the right track or the wrong track?

Base: Total sample

Which Party has the most momentum towards a federal election?



	May 8 (n=1000) %	May 15 (n=1500) %	Nov 4 (n=1000) %	Nov 7 (n=1000) %	Nov 28 (n=1500) %
Liberal	22	23	34	29	28
Conservative	36	34	22	28	28
NDP	11	12	10	9	12
Green	1	3	1	2	1
BQ	11	9	9	8	10
None	11	8	8	6	9
Other	2	1	1	1	1
DK/NA/Ref	6	10	14	17	10

Q. From what you can tell, which party, if any, is gaining the most popularity and momentum leading up to a possible federal election. Is it the ...?
 Base: Total Sample

Which Party has the most momentum towards a federal election?

	Region									
	Quebec					Rest of Canada*				
	May 8 (n=247) %	May 15 (n=370) %	Nov4 (n=247) %	Nov7 (n=247) %	Nov28 (n=370) %	May 8 (n=753) %	May 15 (n=1130) %	Nov4 (n=753) %	Nov7 (n=753) %	Nov28 (n=1130) %
Liberal	14	17	24	32	27	24	24	38	29	29
Conservative	26	23	13	11	13	39	38	24	33	32
NDP	8	6	7	5	6	13	14	12	10	15
Green	<1	2	1	2	1	1	3	1	2	2
BQ	43	36	36	31	42	-	-	-	-	-
None	6	8	8	3	5	13	8	9	7	10
Other	<1	2	1	2	1	2	1	1	-	1
DK/NA/Ref	2	6	11	14	6	8	12	15	19	12

	Ontario					Prairies					B.C.				
	May 8 (n=379) %	May 15 (n=569) %	Nov4 (n=379) %	Nov7 (n=379) %	Nov28 (n=569) %	May 8 (n=165) %	May 15 (n=247) %	Nov4 (n=155) %	Nov7 (n=164) %	Nov28 (n=247) %	May 8 (n=132) %	May 15 (n=198) %	Nov4 (n=124) %	Nov7 (n=133) %	Nov28 (n=273) %
Liberal	25	25	39	29	31	15	15	28	18	23	24	31	45	36	23
Conservative	35	38	24	35	31	53	49	31	40	42	32	23	17	26	26
NDP	14	14	12	9	14	8	11	10	8	12	17	19	15	14	20
Green	2	2	1	1	1	1	3	-	5	1	1	6	3	1	2
BQ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	13	9	7	9	11	14	6	14	6	10	14	6	5	5	10
Other	1	1	1	-	2	5	1	1	-	1	2	-	-	-	2
DK/NA/Ref	9	11	15	17	10	4	15	16	24	11	10	14	15	17	18

*Note: Rest of Canada includes all provinces except Quebec

Q. From what you can tell, which party, if any, is gaining the most popularity and momentum leading up to a possible federal election. Is it the ...?

Base: Total Sample

Do Canadians believe it is the right time for a new government?

	Region											
	Canada		Quebec		R.O.C.*		Ontario		Prairies		B.C.	
	May 15 (n=1500) %	Nov 28 (n=1500) %	May 15 (n=370) %	Nov 28 (n=370) %	May 15 (n=1130) %	Nov 28 (n=1130) %	May 15 (n=569) %	Nov 28 (n=569) %	May 15 (n=247) %	Nov 28 (n=247) %	May 15 (n=198) %	Nov 28 (n=273) %
It's time for a change and a new government should be voted in	48	54	55	59	47	52	42	49	60	64	42	51
Now would be the wrong time to make a change	44	39	39	37	45	40	49	43	33	31	50	41
DK/NA/Ref	8	7	6	4	8	8	9	8	7	5	8	8

*Note: Rest of Canada includes all provinces except Quebec

Q. Some people have been saying it's time for a change and that a new government should be voted in. Other people have said that now would be the wrong time to make a change and we should return the Liberals to power. Which one of these two views best represents your own?

Base: Total sample

What is the most important issue facing Canada?

	Canada				
	May 8 (n=1000) %	Jun 9 (n=1000) %	Aug 7 (n=1000) %	Nov4 (n=1000) %	Nov28 (n=1500) %
Healthcare	20	15	16	24	20
Sponsorship scandal/Gomery Inquiry/Corruption	23	11	2	16	13
Government leadership/stability	8	18	7	8	6
Taxes	4	1	3	5	5
Economic issues (excl. Govt. spending/unemployment)	5	5	7	4	7
Education	3	3	2	4	5
Other social issues (excl. healthcare)	5	11	12	3	9
Environmental issues	3	7	9	3	3
Government spending	4	6	5	2	6
Unemployment/employment	2	2	3	2	2
Terrorism	-	2	8	1	<1

Q. As you may know there has been considerable discussion about the possibility of a federal election in the near future. In your view what is the most important issue in the next election [question wording in polls prior to November: "In your view, what is the most important issue facing Canada today"] – that is the one about which you are most concerned?

Base: Total Sample

What is the most important issue facing Canada?

	Region																								
	Quebec					R.O.C.*					Ontario					Prairies					BC				
	May 8 (n=247) %	Jun 9 (n=247) %	Aug 7 (n=247) %	Nov 4 (n=247) %	Nov 28 (n=370) %	May 8 (n=753) %	Jun 9 (n=753) %	Aug 7 (n=753) %	Nov 4 (n=753) %	Nov 28 (n=1130) %	May 8 (n=379) %	Jun 9 (n=379) %	Aug 7 (n=380) %	Nov 4 (n=379) %	Nov 28 (n=569) %	May 8 (n=165) %	Jun 9 (n=165) %	Aug 7 (n=164) %	Nov 4 (n=208) %	Nov 28 (n=247) %	May 8 (n=132) %	Jun 9 (n=132) %	Aug 7 (n=132) %	Nov 4 (n=102) %	Nov 28 (n=198) %
Healthcare	9	12	9	13	11	23	16	19	27	22	23	15	17	30	23	21	17	16	20	21	26	18	24	26	18
Sponsorship scandal/ Gomery Inquiry/ Corruption	30	20	4	20	13	21	8	2	16	13	19	10	2	15	10	30	8	5	18	18	17	6	-	16	13
Government leadership/ stability	17	17	13	11	7	5	18	5	7	5	5	17	3	6	4	9	21	10	6	7	6	14	5	9	6
Taxes	3	<1	1	3	4	5	2	4	5	6	7	1	4	5	7	5	3	5	8	7	3	1	4	2	3
Economic issues (excl. Gov. spending/ unemployment)	5	3	7	4	5	5	5	7	4	8	4	5	5	3	9	5	6	7	4	5	9	9	10	6	8
Education	2	3	1	2	4	4	3	2	4	6	3	3	2	5	6	3	3	1	1	3	4	3	5	8	9
Other social issues	2	7	8	1	3	6	12	13	3	11	6	12	18	4	11	7	14	10	2	9	8	14	6	3	13
Environmental issues	2	9	13	2	3	3	7	8	3	3	3	6	8	2	4	2	5	5	1	2	4	7	11	6	4
Government spending	4	5	5	3	10	5	6	5	2	5	6	6	4	3	6	3	6	7	3	6	3	7	2	-	5
Unemployment/ employment	2	2	4	-	1	2	2	3	2	3	2	3	4	2	3	1	<1	2	1	1	-	<1	3	2	2
Terrorism	-	4	8	-	<1	-	1	8	1	<1	-	1	9	2	<1	-	1	9	-	-	-	-	4	-	<1

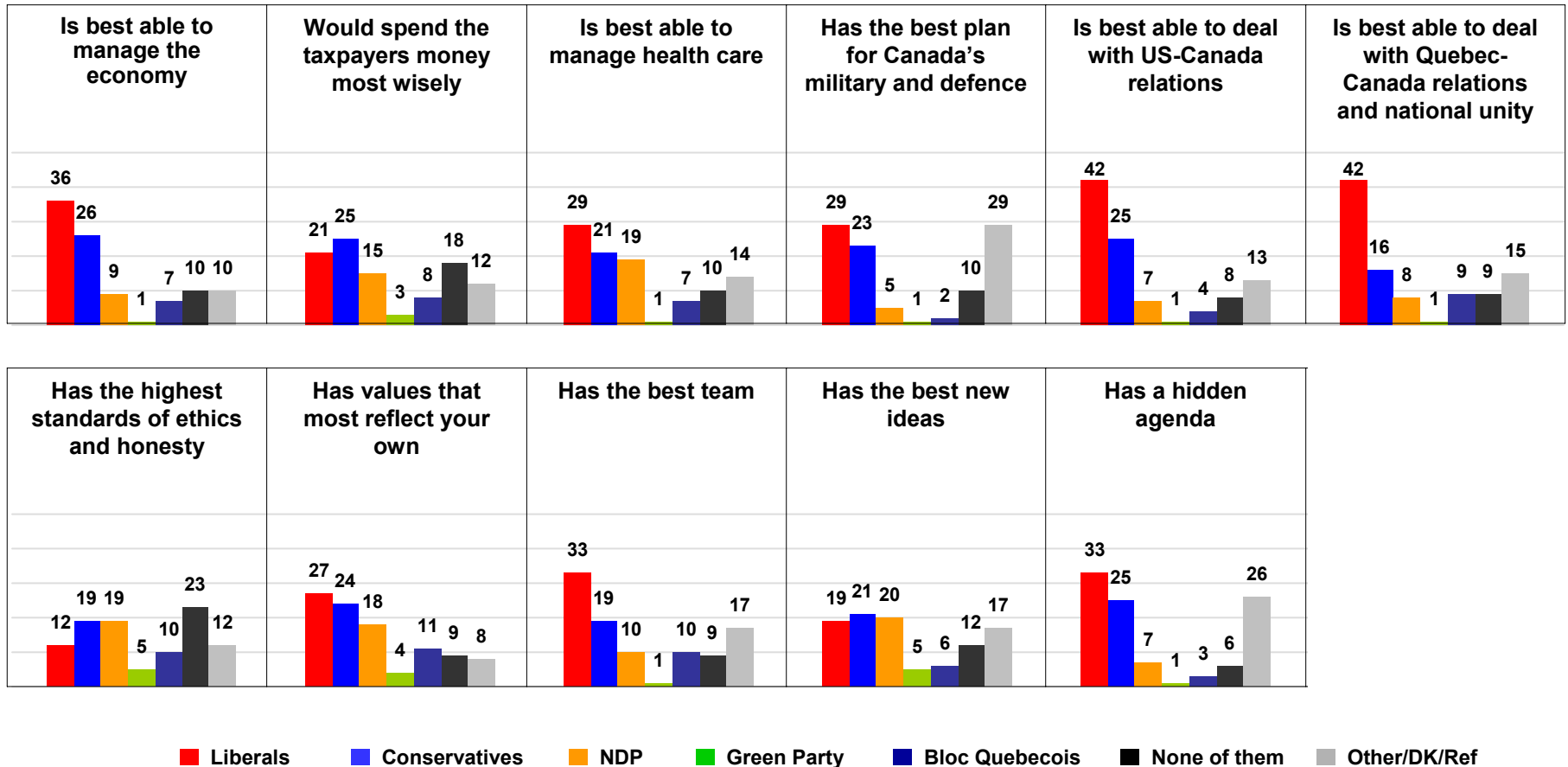
*Note: Rest of Canada includes all provinces except Quebec

Q. As you may know there has been considerable discussion about the possibility of a federal election in the near future. In your view what is the most important issue in the next election [question wording in polls prior to November: "In your view, what is the most important issue facing Canada today"] – that is the one about which you are most concerned?

Base: Total Sample

Which one of the political parties do you think ...

Canada – Nov 28



Q. Which one of the political parties do you think ... ?
 Base: Total Sample

Which one of the political parties do you think ...

... is best able to manage the economy

	Region											
	Canada		Quebec		R.O.C.*		Ontario		Prairies		B.C.	
	May 15 (n=1500) %	Nov 28 (n=1500) %	May 15 (n=370) %	Nov 28 (n=370) %	May 15 (n=1130) %	Nov 28 (n=1130) %	May 15 (n=569) %	Nov 28 (n=569) %	May 15 (n=247) %	Nov 28 (n=247) %	May 15 (n=198) %	Nov 28 (n=273) %
Liberals	34	36	25	33	38	37	41	36	22	31	48	42
Conservatives	27	26	17	13	31	31	29	30	42	42	23	24
NDP	10	9	9	8	11	10	10	10	11	9	12	10
Green Party	2	1	3	<1	2	2	2	1	2	2	3	3
Bloc Quebecois	6	7	24	29	-	-	-	-	-	-	-	-
None of them	8	10	11	9	7	10	7	10	6	8	7	10
Other/DK/Ref	12	10	11	8	12	11	11	14	17	7	7	12

... would spend the taxpayers money most wisely

	Region											
	Canada		Quebec		R.O.C.*		Ontario		Prairies		B.C.	
	May 15 (n=1500) %	Nov 28 (n=1500) %	May 15 (n=370) %	Nov 28 (n=370) %	May 15 (n=1130) %	Nov 28 (n=1130) %	May 15 (n=569) %	Nov 28 (n=569) %	May 15 (n=247) %	Nov 28 (n=247) %	May 15 (n=198) %	Nov 28 (n=273) %
Liberals	20	21	15	20	22	21	24	21	12	15	29	19
Conservatives	25	25	16	15	28	28	27	27	35	35	21	26
NDP	18	15	14	13	20	15	21	15	18	15	19	17
Green Party	4	3	3	1	4	4	4	4	4	4	6	4
Bloc Quebecois	7	8	26	30	-	-	-	-	-	-	-	-
None of them	16	18	17	15	15	19	14	20	17	16	17	19
Other/DK/Ref	11	12	10	6	12	14	11	12	14	14	8	16

*Note: Rest of Canada includes all provinces except Quebec

Q. Which one of the political parties do you think ... ?

Base: Total Sample

Which one of the political parties do you think ...

... is best able to manage health care

	Region											
	Canada		Quebec		R.O.C.*		Ontario		Prairies		B.C.	
	May 15 (n=1500) %	Nov 28 (n=1500) %	May 15 (n=370) %	Nov 28 (n=370) %	May 15 (n=1130) %	Nov 28 (n=1130) %	May 15 (n=569) %	Nov 28 (n=569) %	May 15 (n=247) %	Nov 28 (n=247) %	May 15 (n=198) %	Nov 28 (n=273) %
Liberals	30	29	27	28	31	29	35	31	22	22	30	26
Conservatives	20	21	10	11	23	24	23	23	30	28	16	20
NDP	22	19	14	10	24	22	22	21	22	25	34	23
Green Party	2	1	1	<1	2	1	2	1	1	2	5	1
Bloc Quebecois	7	7	27	27	-	-	-	-	-	-	-	-
None of them	7	10	9	12	7	10	6	9	9	9	5	13
Other/DK/Ref	13	14	11	11	14	15	13	15	16	15	11	17

... has the best plan for Canada's military and defence

	Region											
	Canada		Quebec		R.O.C.*		Ontario		Prairies		B.C.	
	May 15 (n=1500) %	Nov 28 (n=1500) %	May 15 (n=370) %	Nov 28 (n=370) %	May 15 (n=1130) %	Nov 28 (n=1130) %	May 15 (n=569) %	Nov 28 (n=569) %	May 15 (n=247) %	Nov 28 (n=247) %	May 15 (n=198) %	Nov 28 (n=273) %
Liberals	27	29	29	37	26	27	29	27	19	25	23	24
Conservatives	25	23	21	16	26	26	27	25	29	30	22	26
NDP	7	5	3	4	8	5	7	5	7	6	13	5
Green Party	1	1	1	<1	1	1	1	2	1	1	2	2
Bloc Quebecois	3	2	10	10	-	-	-	-	-	-	-	-
None of them	8	10	10	10	8	10	7	13	8	6	8	8
Other/DK/Ref	30	29	27	23	31	31	29	28	36	32	32	36

*Note: Rest of Canada includes all provinces except Quebec

Q. Which one of the political parties do you think ... ?

Base: Total Sample

Which one of the political parties do you think ...

... is best able to deal with US-Canada relations

	Region											
	Canada		Quebec		R.O.C.*		Ontario		Prairies		B.C.	
	May 15 (n=1500) %	Nov 28 (n=1500) %	May 15 (n=370) %	Nov 28 (n=370) %	May 15 (n=1130) %	Nov 28 (n=1130) %	May 15 (n=569) %	Nov 28 (n=569) %	May 15 (n=247) %	Nov 28 (n=247) %	May 15 (n=198) %	Nov 28 (n=273) %
Liberals	40	42	38	44	41	41	45	45	26	32	47	42
Conservatives	28	25	18	16	31	28	31	26	39	37	21	22
NDP	8	7	7	5	9	8	6	7	7	8	13	9
Green Party	1	1	1	<1	2	1	1	1	1	-	5	1
Bloc Quebecois	3	4	12	17	-	-	-	-	-	-	-	-
None of them	6	8	9	8	5	8	5	7	6	8	4	8
Other/DK/Ref	14	13	15	10	14	14	12	14	21	15	12	17

... is best able to deal with Quebec-Canada relations and national unity

	Region											
	Canada		Quebec		R.O.C.*		Ontario		Prairies		B.C.	
	May 15 (n=1500) %	Nov 28 (n=1500) %	May 15 (n=370) %	Nov 28 (n=370) %	May 15 (n=1130) %	Nov 28 (n=1130) %	May 15 (n=569) %	Nov 28 (n=569) %	May 15 (n=247) %	Nov 28 (n=247) %	May 15 (n=198) %	Nov 28 (n=273) %
Liberals	40	42	30	32	43	45	49	47	34	38	42	44
Conservatives	17	16	10	12	19	18	18	16	22	21	17	15
NDP	9	8	8	8	10	8	9	9	9	10	11	5
Green Party	2	1	2	1	1	1	1	1	2	-	2	2
Bloc Quebecois	8	9	32	37	-	-	-	-	-	-	-	-
None of them	8	9	10	7	8	10	7	9	10	11	7	10
Other/DK/Ref	16	15	7	4	19	18	16	18	23	20	22	25

*Note: Rest of Canada includes all provinces except Quebec

Q. Which one of the political parties do you think ... ?

Base: Total Sample

Which one of the political parties do you think ...

... has the highest standards of ethics and honesty

	Region											
	Canada		Quebec		R.O.C.*		Ontario		Prairies		B.C.	
	May 15 (n=1500) %	Nov 28 (n=1500) %	May 15 (n=370) %	Nov 28 (n=370) %	May 15 (n=1130) %	Nov 28 (n=1130) %	May 15 (n=569) %	Nov 28 (n=569) %	May 15 (n=247) %	Nov 28 (n=247) %	May 15 (n=198) %	Nov 28 (n=273) %
Liberals	11	12	10	11	12	12	14	13	8	8	11	12
Conservatives	19	19	11	10	22	22	20	20	30	28	18	21
NDP	21	19	13	10	23	22	26	23	16	20	25	22
Green Party	7	5	4	2	8	6	7	6	5	7	14	7
Bloc Quebecois	8	10	30	39	-	-	-	-	-	-	-	-
None of them	21	23	22	19	21	25	21	26	24	24	20	21
Other/DK/Ref	13	12	10	8	15	13	14	13	16	13	12	17

... has values that most reflect your own

	Region											
	Canada		Quebec		R.O.C.*		Ontario		Prairies		B.C.	
	May 15 (n=1500) %	Nov 28 (n=1500) %	May 15 (n=370) %	Nov 28 (n=370) %	May 15 (n=1130) %	Nov 28 (n=1130) %	May 15 (n=569) %	Nov 28 (n=569) %	May 15 (n=247) %	Nov 28 (n=247) %	May 15 (n=198) %	Nov 28 (n=273) %
Liberals	26	27	20	24	28	28	32	30	18	19	29	28
Conservatives	22	24	9	8	26	30	24	27	38	42	19	23
NDP	19	18	9	9	22	20	22	20	17	19	25	22
Green Party	6	4	4	2	6	4	4	3	6	5	13	7
Bloc Quebecois	10	11	40	45	-	-	-	-	-	-	-	-
None of them	9	9	11	9	8	9	9	10	10	6	4	11
Other/DK/Ref	10	8	7	3	10	10	9	10	11	10	10	9

*Note: Rest of Canada includes all provinces except Quebec

Q. Which one of the political parties do you think ... ?

Base: Total Sample

Which one of the political parties do you think ...

... has the best team

	Region											
	Canada		Quebec		R.O.C.*		Ontario		Prairies		B.C.	
	May 15 (n=1500) %	Nov 28 (n=1500) %	May 15 (n=370) %	Nov 28 (n=370) %	May 15 (n=1130) %	Nov 28 (n=1130) %	May 15 (n=569) %	Nov 28 (n=569) %	May 15 (n=247) %	Nov 28 (n=247) %	May 15 (n=198) %	Nov 28 (n=273) %
Liberals	30	33	23	30	32	35	36	38	19	29	34	28
Conservatives	21	19	9	6	25	23	23	20	34	31	20	17
NDP	13	10	5	4	16	13	16	13	12	9	20	17
Green Party	2	1	2	1	3	2	2	1	2	2	7	3
Bloc Quebecois	9	10	36	40	-	-	-	-	-	-	-	-
None of them	7	9	10	8	6	10	6	9	6	11	5	10
Other/DK/Ref	18	17	16	11	19	19	17	19	27	17	16	25

... has the best new ideas

	Region											
	Canada		Quebec		R.O.C.*		Ontario		Prairies		B.C.	
	May 15 (n=1500) %	Nov 28 (n=1500) %	May 15 (n=370) %	Nov 28 (n=370) %	May 15 (n=1130) %	Nov 28 (n=1130) %	May 15 (n=569) %	Nov 28 (n=569) %	May 15 (n=247) %	Nov 28 (n=247) %	May 15 (n=198) %	Nov 28 (n=273) %
Liberals	n/a	19	n/a	21	n/a	19	n/a	19	n/a	14	n/a	17
Conservatives	n/a	21	n/a	12	n/a	25	n/a	21	n/a	35	n/a	21
NDP	n/a	20	n/a	17	n/a	21	n/a	22	n/a	21	n/a	19
Green Party	n/a	5	n/a	3	n/a	5	n/a	6	n/a	5	n/a	6
Bloc Quebecois	n/a	6	n/a	23	n/a	-	n/a	-	n/a	-	n/a	-
None of them	n/a	12	n/a	13	n/a	12	n/a	13	n/a	10	n/a	12
Other/DK/Ref	n/a	17	n/a	12	n/a	19	n/a	19	n/a	15	n/a	24

*Note: Rest of Canada includes all provinces except Quebec

Q. Which one of the political parties do you think ... ?

Base: Total Sample

Which one of the political parties do you think ...

... has a hidden agenda

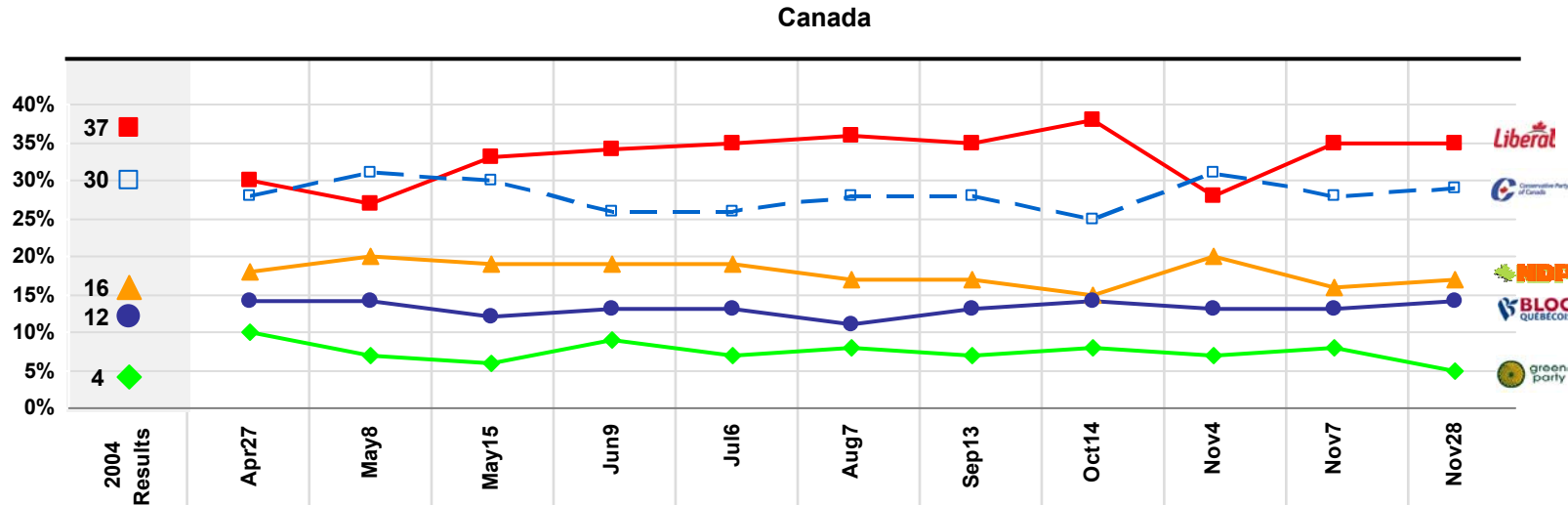
	Region											
	Canada		Quebec		R.O.C.*		Ontario		Prairies		B.C.	
	May 15 (n=1500) %	Nov 28 (n=1500) %	May 15 (n=370) %	Nov 28 (n=370) %	May 15 (n=1130) %	Nov 28 (n=1130) %	May 15 (n=569) %	Nov 28 (n=569) %	May 15 (n=247) %	Nov 28 (n=247) %	May 15 (n=198) %	Nov 28 (n=273) %
Liberals	30	33	43	48	25	28	24	27	29	32	21	25
Conservatives	28	25	15	12	32	29	38	28	23	26	31	28
NDP	6	7	3	4	7	8	6	8	4	6	11	9
Green Party	1	1	<1	<1	1	2	1	1	3	2	2	1
Bloc Quebecois	3	3	11	12	-	-	-	-	-	-	-	-
None of them	7	6	7	4	7	7	6	8	8	5	8	8
Other/DK/Ref	27	26	21	20	28	28	25	28	34	28	27	29

*Note: Rest of Canada includes all provinces except Quebec

Q. Which one of the political parties do you think ... ?

Base: Total Sample

How would Canadians vote if an election were held today?



	2004 Election Results	Apr27 (n=1000) %	May8 (n=1000) %	May15 (n=1500) %	Jun9 (n=1000) %	Jul6 (n=1000) %	Aug7 (n=1000) %	Sep13 (n=1000) %	Oct14 (n=1000) %	Nov4 (n=1000) %	Nov7 (n=1000) %	Nov28 (n=1500) %
Liberal	37	30	27	33	34	35	36	35	38	28	35	35
Conservative	30	28	31	30	26	26	28	28	25	31	28	29
NDP	16	18	20	19	19	19	17	17	15	20	16	17
Bloc Quebecois	12	14	14	12	13	13	11	13	14	13	13	14
Green Party	4	10	7	6	9	7	8	7	8	7	8	5

- Q. If the election was being held tomorrow, do you think you'd be supporting the (ROTATE LIST) Liberal candidate in your area, Conservative candidate in your area, the NDP candidate in your area, or the Green Party candidate in your area or (QUEBEC ONLY) Bloc Quebecois candidate in your area?
- Q. In that case, which party's candidate in your local area would you be leaning towards at this time? Would it be the (ROTATE LIST) Liberal candidate in your area, Conservative candidate in your area, the NDP candidate in your area, or the Green Party candidate in your area or (QUEBEC ONLY) Bloc Quebecois candidate in your area?

Base: Decided voters

How would Canadians vote if an election were held today?

	Region											
	Quebec											
	2004 Election Results %	Apr27 (n=219) %	May8 (n=224) %	May15 (n=337) %	Jun9 (n=203) %	Jul6 (n=247) %	Aug7 (n=247) %	Sep13 (n=247) %	Oct14 (n=500) %	Nov4 (n=247) %	Nov7 (n=247) %	Nov28 (n=370) %
Liberal	34	16	16	25	22	28	31	25	25	22	30	30
Conservative	9	9	8	14	8	6	7	12	7	7	5	8
NDP	5	8	11	9	12	11	10	7	6	10	9	7
Green Party	3	12	8	4	8	5	6	6	6	5	6	2
Bloc Quebecois	49	55	56	48	51	51	46	51	57	57	50	54

	Rest of Canada*											
	2004 Election Results %	Apr27 (n=687) %	May8 (n=776) %	May15 (n=1002) %	Jun9 (n=777) %	Jul6 (n=753) %	Aug7 (n=753) %	Sep13 (n=753) %	Oct14 (n=753) %	Nov4 (n=753) %	Nov7 (n=753) %	Nov28 (n=1130) %
	Liberal	38	35	31	36	37	37	34	38	42	30	37
Conservative	37	34	39	36	32	34	37	34	31	38	36	37
NDP	19	21	23	22	21	22	21	21	18	23	18	21
Green Party	5	10	7	6	9	8	8	7	9	8	8	5
Bloc Quebecois	-	-	-	-	-	-	-	-	-	-	-	-

*Note: Rest of Canada includes all provinces except Quebec

- Q. If the election was being held tomorrow, do you think you'd be supporting the (ROTATE LIST) Liberal candidate in your area, Conservative candidate in your area, the NDP candidate in your area, or the Green Party candidate in your area or (QUEBEC ONLY) Bloc Quebecois candidate in your area?
- Q. In that case, which party's candidate in your local area would you be leaning towards at this time? Would it be the (ROTATE LIST) Liberal candidate in your area, Conservative candidate in your area, the NDP candidate in your area, or the Green Party candidate in your area or (QUEBEC ONLY) Bloc Quebecois candidate in your area?

Base: Decided voters

How would Canadians vote if an election were held today?

	Region											
	Ontario											
	2004 Election Results %	Apr27 (n=329) %	May8 (n=338) %	May15 (n=509) %	Jun9 (n=304) %	Jul6 (n=379) %	Aug7 (n=380) %	Sep13 (n=380) %	Oct14 (n=379) %	Nov4 (n=379) %	Nov7 (n=379) %	Nov28 (n=569) %
Liberal	45	38	34	43	41	41	41	42	50	37	44	40
Conservative	32	30	35	30	31	31	33	29	30	35	31	35
NDP	18	23	25	21	19	22	17	22	12	20	18	20
Green Party	4	9	7	6	10	6	9	7	8	8	7	5
Bloc Quebecois	-	-	-	-	-	-	-	-	-	-	-	-

	Prairies		
	2004 Election Results %	May15 (n=247) %	Nov28 (n=247) %
Liberal	25	19	27
Conservative	53	56	50
NDP	15	21	18
Green Party	5	4	6
Bloc Quebecois	-	-	-

	B.C.		
	2004 Election Results %	May15 (n=198) %	Nov28 (n=273) %
Liberal	29	37	35
Conservative	36	23	30
NDP	27	28	29
Green Party	6	12	6
Bloc Quebecois	-	-	-

- Q. If the election was being held tomorrow, do you think you'd be supporting the (ROTATE LIST) Liberal candidate in your area, Conservative candidate in your area, the NDP candidate in your area, or the Green Party candidate in your area or (QUEBEC ONLY) Bloc Quebecois candidate in your area?
- Q. In that case, which party's candidate in your local area would you be leaning towards at this time? Would it be the (ROTATE LIST) Liberal candidate in your area, Conservative candidate in your area, the NDP candidate in your area, or the Green Party candidate in your area or (QUEBEC ONLY) Bloc Quebecois candidate in your area?

Base: Decided voters

Which Party Leader do Canadians trust most to be Prime Minister?

	Region																	
	Total			Quebec			R.O.C			Ontario			Prairies			B.C.		
	May 8 (n=920) %	May 15 (n=1417) %	Nov 28 (n=1432) %	May 8 (n=233) %	May 15 (n=361) %	Nov 28 (n=365) %	May 8 (n=687) %	May 15 (n=1056) %	Nov 28 (n=1068) %	May 8 (n=349) %	May 15 (n=536) %	Nov 28 (n=538) %	May 8 - %	May 15 (n=226) %	Nov 28 (n=236) %	May 8 - %	May 15 (n=184) %	Nov 28 (n=249) %
Paul Martin	31	33	34	18	25	28	36	36	37	39	40	38	-	23	30	-	37	36
Stephen Harper	29	28	28	14	19	14	35	31	33	30	26	30	-	45	44	-	27	34
Jack Layton	18	23	21	16	17	15	18	25	22	20	24	24	-	22	17	-	29	24
Gilles Duceppe	9	7	9	36	29	35	-	-	-	-	-	-	-	-	-	-	-	-
None	12	9	8	17	11	8	11	9	8	13	9	8	-	9	9	-	8	6

*Note: Rest of Canada includes all provinces except Quebec

Q. And which one would you trust most to be the Prime Minister of Canada?

Base: Respondents with an opinion – excludes “don’t know” responses

How has the introduction of a mini-budget which includes tax cuts influenced the likelihood to vote Liberal?

	Canada (n=1500) %	Region				
		Quebec (n=370) %	Rest of Canada* (n=1130) %	Ontario (n=569) %	Prairies (n=247) %	BC (n=273) %
NET More Likely	13	8	15	16	9	16
Significantly more likely	4	5	4	5	3	4
Somewhat more likely	8	3	11	11	6	12
Doesn't affect voting decision	62	71	59	57	61	61
Somewhat less likely	9	6	10	9	11	9
Significantly less likely	13	14	13	13	17	10
NET Less Likely	22	20	23	22	28	19
DK/NA/Ref	3	1	4	5	3	3

*Note: Rest of Canada includes all provinces except Quebec

Q. As you may know, the federal government recently introduced a so-called mini-budget that included a number of tax cuts for individuals and businesses. Does this make you significantly more likely to vote Liberal, somewhat more likely, doesn't affect your voting decision one way or another, made you somewhat less likely or significantly less likely to vote Liberal in the upcoming federal election?

Base: All respondents

Which Party do Canadians think is most responsible for the decision to have an election now?

	Canada (n=1500) %	Region				
		Quebec (n=370) %	Rest of Canada* (n=1130) %	Ontario (n=569) %	Prairies (n=247) %	BC (n=273) %
Liberal Party	22	24	22	19	24	25
Conservative Party	42	29	47	49	45	42
NDP	19	17	19	20	20	17
Bloc Quebecois	4	17	-	-	-	-
DK/NA/Ref	12	13	12	12	11	16

*Note: Rest of Canada includes all provinces except Quebec

Q. Who in your view is most responsible for the decision to have an election now rather than later (ROTATE) the Liberal Party, the Conservative Party, the NDP, or the Bloc Quebecois?

Base: All respondents

What are Canadians' reactions toward having an election now?

	Canada (n=1500) %	Region				
		Quebec (n=370) %	Rest of Canada* (n=1130) %	Ontario (n=569) %	Prairies (n=247) %	BC (n=273) %
NET Happy	24	27	23	22	32	21
Very happy	13	13	13	13	16	11
Somewhat happy	11	14	10	9	16	10
Indifferent	45	41	46	44	44	47
Somewhat angry	19	17	20	21	16	21
Very angry	11	14	10	11	8	10
NET Angry	30	31	30	33	24	31
DK/NA/Ref	1	<1	1	1	<1	2

*Note: Rest of Canada includes all provinces except Quebec

Q. How would you describe your reaction to having an election now rather than later ... are you very happy, somewhat happy, indifferent, somewhat angry or very angry?

Base: All respondents

Are Canadians' reactions toward having an election campaign over the holiday season positive or negative?

	Region					
	Canada (n=1500) %	Quebec (n=370) %	Rest of Canada* (n=1130) %	Ontario (n=569) %	Prairies (n=247) %	BC (n=273) %
NET Positive	15	21	13	11	17	13
Very Positive	5	5	4	4	6	5
Positive	10	16	9	7	11	8
Neutral	44	42	45	44	51	41
Negative	24	23	24	24	19	29
Very Negative	16	14	17	19	11	17
NET Negative	40	37	41	43	30	46
DK/NA/Ref	1	<1	1	1	1	-

*Note: Rest of Canada includes all provinces except Quebec

Q. As you probably know, part of the election campaign will be carried out over Christmas and the holiday season. Is your reaction to this fact very positive, positive, neutral, negative or very negative?

Base: All respondents