



THE LEGER FEDERAL ELECTION MONITOR A Bi-Weekly Tracking of National Public Opinion

- *Conservatives are taking a slight lead over the Liberals with 38% of the vote against 31%.*
- *The environment will be a key theme during the campaign: except among the elderly, the environment more important than health care and the economy among younger Canadians.*

UNDER EMBARGO
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DETAILED REPORT

Methodology

This Leger Marketing survey was conducted with **1500** adult Canadians between January 30 and February 4, 2007. A sample of this size yields a maximum margin of error of $\pm 2.6\%$, 19 times out of 20. The data presented here were weighted by age, gender, region and language according to the latest Statistics Canada information.

Founded in 1986, Leger Marketing is the largest independent full-service research firm in Canada, with more than 650 employees spread over its Montreal, Toronto, Calgary, Edmonton, Winnipeg, Quebec City, New York City and Philadelphia offices. Leger conducts quantitative and qualitative research on behalf of an extensive array of public and private sector clients on a local, national and global level. Leger is a Certified Gold Seal research firm of the MRIA.

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1. Tories are Taking the Lead






This first wave of the Leger Federal Election Monitor in 2007 showed both major parties in a virtual tie. Two weeks later, Conservatives are taking a short lead over the Liberals with 38% of voting intentions after distribution of undecided, compared to 31% for the Liberals. This represents a 3-point gain for the Conservatives and a 1-point loss for the Liberals. Voting intentions for the NDP (14%), the Bloc (8%) and the Green Party (7%) are stable since our last round of survey. Compared to our last survey we conducted just over three weeks ago, the Liberals have only lost one point nationally, while the Conservatives have gained almost four points. This shift is mainly due to a change in Ontario voting intentions where the Conservatives are now in first place.

It should be mentioned that this new poll arrives just after the “anti-Dion” negative ads from the Conservatives. These numbers show that they may have had some influence on voting intentions. As Christian Bourque, Vice-President at Leger Marketing, mentions: *“Mr. Dion suffers from a lack of awareness outside Quebec. Since Canadians do not know him well right now, the door is left open for someone else to fill this lack of knowledge. These numbers show that the negative ads may have done that with a portion of the electorate.”*

In Quebec, the Liberals and the Bloc are neck and neck with respectively 32% and 31% of voting intentions, while Conservatives obtain 24% of voting intentions in the province. In all other regions of the country, Conservatives are leading the Liberals, the strongest majorities being obtained in the Prairies, in Alberta and in British Columbia.

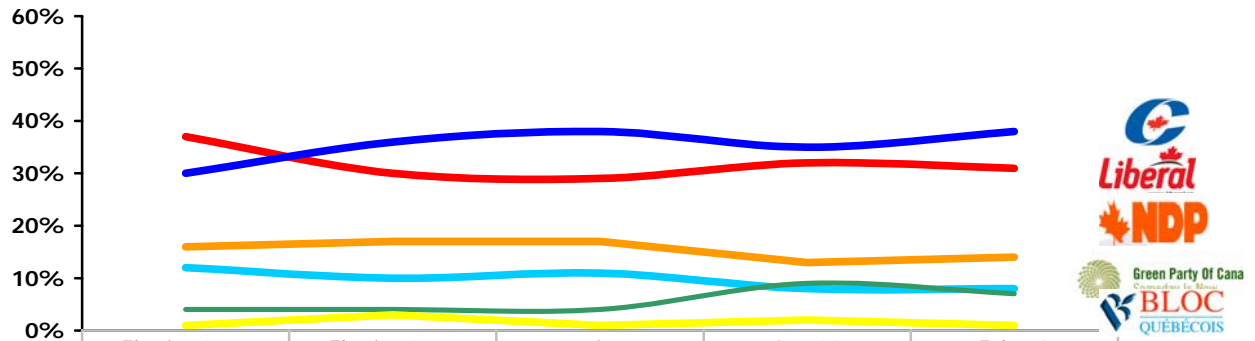
Table 1 – FEDERAL VOTING INTENTIONS

Question: *If federal elections were held today, for which of results the following political parties would you be most likely to vote for? Would it be for...? (If the respondent did not have an opinion the following question was asked): Even if you have not yet made up your mind, which political party would you be most likely to vote for?*

	Before Distribution n=1500	After Distribution n=1264	AP n=81	QC n=337	ONT n=500	PR n=105	AB n=108	BC n=133
	27%	31%	39%	32%	35%	25%	20%	29%
	33%	38%	43%	24%	40%	41%	59%	40%
	12%	14%	9%	6%	16%	26%	12%	20%
	7%	8%	-	31%	-	-	-	-
	6%	7%	6%	5%	8%	8%	7%	11%
Other	1%	1%	3%	2%	1%	0%	2%	0%
Abstain/Spoil ballot	6%							
Don't know	5%							
Refusal	4%							

- Distribution of undecided is proportional.

Graph 1: Evolution of voting intentions in Canada



	Election 2004	Election 2006	mai-06	Jan. 22	Feb. 08
LIB	37%	30%	29%	32%	31%
CON	30%	36%	38%	35%	38%
NDP	16%	17%	17%	13%	14%
BQ	12%	10%	11%	8%	8%
Green	4%	4%	4%	9%	7%
Other	1%	3%	1%	2%	1%



2. Environment Now Seen as a Major Priority

Looking at what should be the next government's priority according to Canadians, health care remains in first position with 31%, but is now virtually tied with the environment, which obtains 27%. The economy and employment ranks third with 26%. Beside, federal-provincial relations (6%), foreign affairs (3%), relations with the United States (3%) or transparency and governance (1%) appear to be secondary concerns for Canadian voters.

Major differences are found across the different age groups, whereas health care is mostly a priority for the elderly (43% among 65 + year-olds), while the younger generation massively chooses the environment. As such, among voters under the age of 35, 34% think that the main priority should be the environment, followed by health care with 27% and the economy with 21%.

Regionally speaking, the environment is not seen as being as much important whether on the eastern or western side of the Ottawa river. In the Atlantic provinces, 40% favoured the environment over the other issues, and 30% of people in Quebec had the same opinion. In Ontario, in the Prairies and in Alberta, the main focus goes to the economy and health care while the environment obtains the favour of a significantly lower proportion of voters. In British Columbia, health care ranks first with 39%, significantly ahead of the environment which is second (30%), and the economy which is third (23%).

Table 2 – NEXT GOVERNMENT'S PRIORITY

Question: *In your opinion, if elections were held today, what should be the MOST IMPORTANT priority for the next federal government ? Should it be..?*

(n=1500)	Total	Region					
		AP	QC	ON	PR	AB	BC
... Health care	31%	29%	30%	29%	34%	33%	39%
... The environment	27%	40%	30%	24%	15%	20%	30%
... The economy and employment	26%	21%	23%	30%	32%	28%	23%
... Federal-provincial relations	6%	3%	8%	5%	10%	9%	2%
... Foreign affairs	3%	3%	2%	3%	4%	2%	2%
... Relations with the United States	2%	2%	1%	3%	4%	5%	1%
... Transparency and governance	1%	0%	4%	0%	0%	0%	0%
Don't know	3%	3%	2%	4%	2%	3%	3%
Refusal	1%	0%	1%	1%	0%	0%	1%