

## Further Erosion in Conservative Support

August 2, 2006

New polling by Decima Research suggests the Conservative Party has lost more voter support during the last week. Every week, Decima polls just over 1000 Canadians on their voting intentions. Findings for the **latest week** show:

- Nationally, the Conservatives have 32% support, compared to the Liberals 31%, the NDP at 16%, the BQ 11% and the Green Party 8%.
- In Ontario, the Liberals lead with 42% support, compared to the Conservatives 33%, the NDP 15%, and the Green Party 8%.
- In Quebec, the BQ has 44%, compared to 22% for the Liberals, 17% for the Conservatives and, 9% for the Green Party and 8% for the NDP.
- In Ontario, from March through the middle of June, the two parties were essentially in a dead heat. Since the middle of June the Liberals have led in Ontario by between 6 and 7 percentage points on average, and 9 points in each of the last two weeks.
- In Quebec, the Conservatives peaked in May, when the BQ had 38% support and the Conservatives 29%. Since the middle of June, the BQ has led by more than 20 points. This is the first time since the middle of the last election campaign that the Liberals have registered more support in Quebec than the Conservatives.
- The Liberals now lead the Conservatives in urban areas, by a margin of 35% to 29%. The Liberals also have a sizeable lead (37-21%) among those 25-34 years of age. The Conservatives lead the Liberals by 4 points among men, and trail the Liberals by 2 points (statistically a dead heat) among women.

According to Decima CEO Bruce Anderson, “These patterns suggest that the high profile foreign policy issues in the Middle East are driving some voters to question their support for the Conservatives. The process of deterioration in Conservative support didn’t start with the conflict between Israel and Lebanon, but appears to have been exacerbated by it.”

These results were gathered between July 27<sup>th</sup> through July 31<sup>st</sup>, 2006, through the Decima teleVox, a national weekly omnibus telephone survey. Results are based on a sample of 1002 Canadians, accurate to within +/-3.1%, 19 times out of 20.



**Decima Research** is Canada’s fastest-growing full service public opinion and marketing research company, offering research-based advice to clients in the public, private and non-profit sectors, as well as large-scale data collection capabilities. Please visit us on the web at: [www.decima.com](http://www.decima.com)

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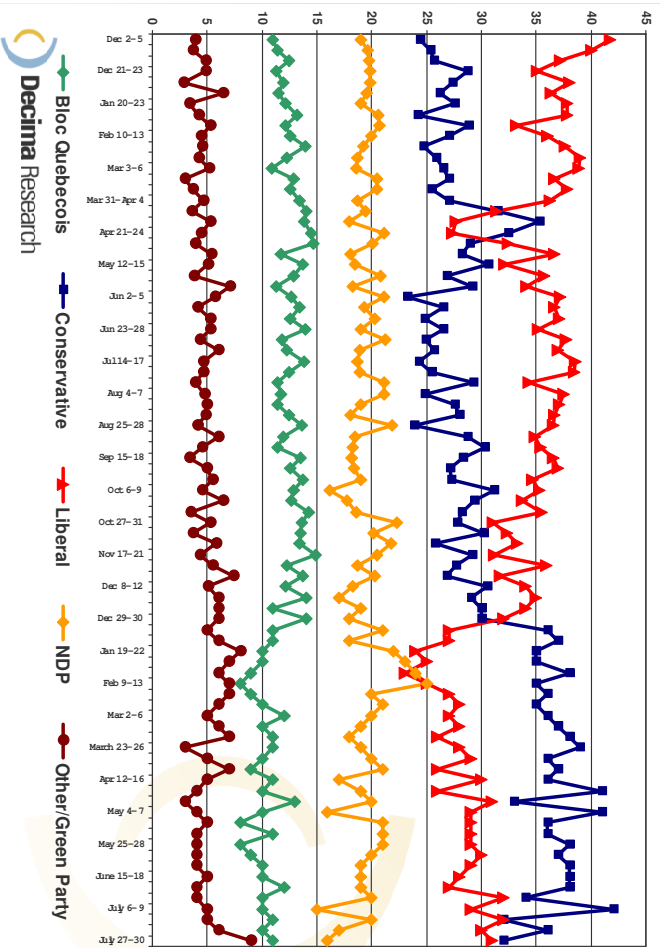
**Bruce Anderson**

**CEO, Decima Research**

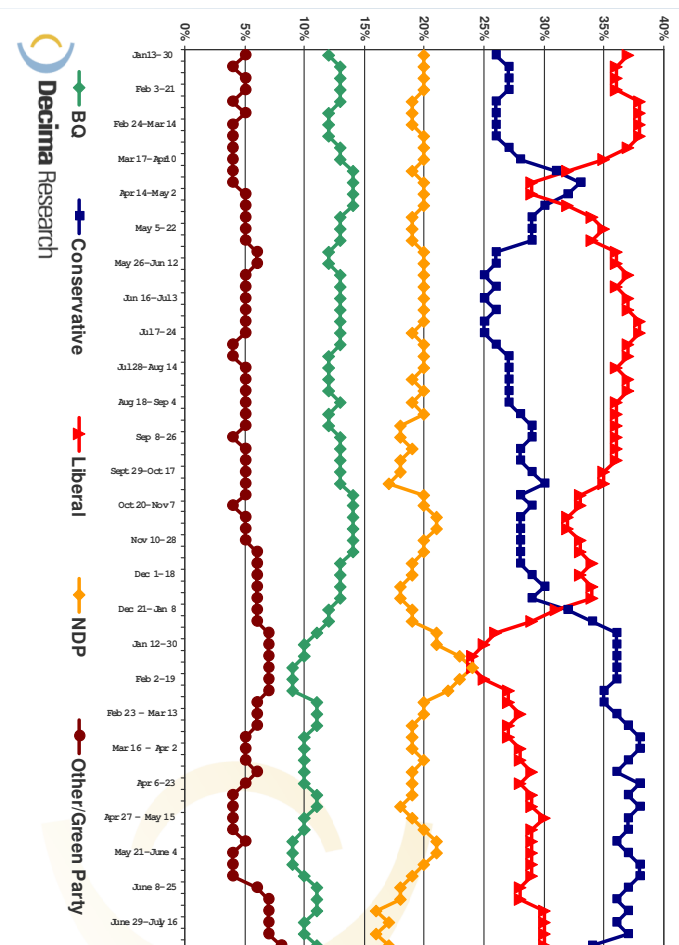
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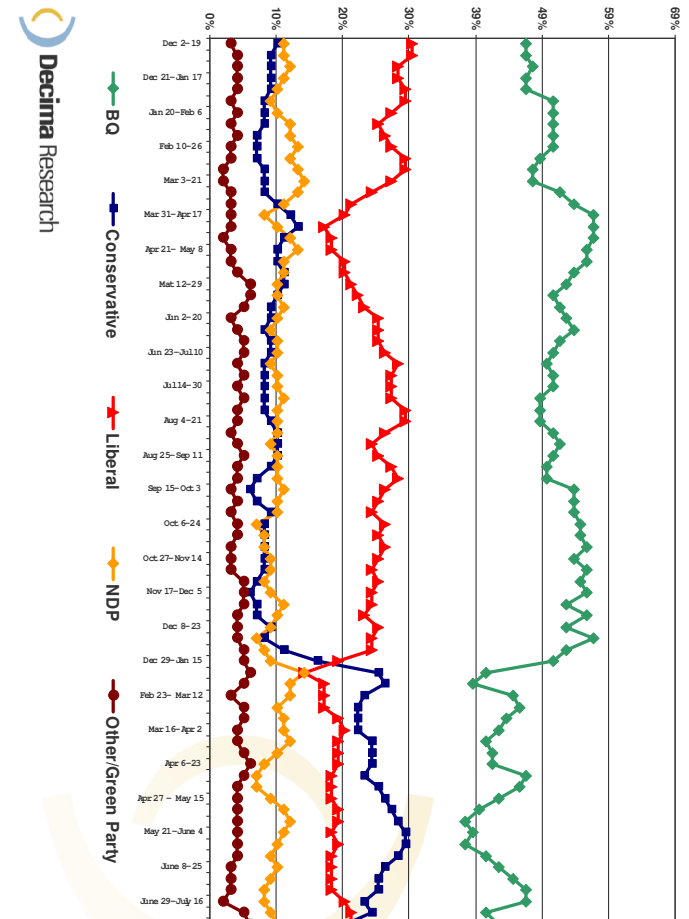
## National Vote Intention



## National Vote Intention 3-Week Rolling Averages



## Quebec Voters 3-Week Rolling Averages



## Ontario Voters 3-Week Rolling Averages

