## FEDERAL ELECTION 2006: THE CALL





Public Release Date: - January 23<sup>rd</sup>, 2006 – 6:00 a.m. (EST)

Ipsos Reid is Canada's market intelligence leader and the country's leading provider of public opinion research. With operations in eight cities, Ipsos Reid employs more than 300 researcher professionals and support staff in Canada. The company has the biggest network of telephone call centres in Canada, as well as the largest pre-recruited household and on-line panels. Ipsos Reid's Canadian marketing research and public affairs practices are staffed with seasoned research consultants with extensive industry-specific backgrounds, offering the premier suite of research vehicles in Canada—including the Ipsos Trend Report, the leading source of public opinion in the country—all of which provide clients with actionable and relevant information. Ipsos Reid is an Ipsos company, a leading global survey-based market research group. To learn more, visit www.ipsos.ca

> For copies of other news releases, please visit <u>http://www.ipsos-na.com/news/</u>

© Ipsos Reid Washington • New York • Chicago • Minneapolis• Seattle • San Francisco Vancouver • Edmonton • Calgary • Winnipeg • Toronto • Ottawa • Montreal



### **Ipsos Reid**

# FEDERAL ELECTION 2006: THE CALL

**Toronto, ON** – On the eve of Canada's 39<sup>th</sup> Federal Election, a new Ipsos Reid survey, conducted on behalf on CanWest News Service/Global News, shows that the Conservative Party under the leadership of Stephen Harper is on the cusp of forming the first non-Liberal government since 1993, while the Bloc Quebecois and the once seemingly invincible Federal Liberal Party battle it out for status as the official opposition in the new government. Meanwhile, the NDP will look to be a serious power-broker within the new-look federal landscape, as they stand to make impressive gains in the House Of Commons.

Ipsos Reid's seat model projects the Conservatives will take 148-152 seats, the Liberals 62-66 seats, the NDP 34-38 seats, and the Bloc Quebecois 56-60 seats. In order to achieve a majority government, a party needs a minimum of 155 seats in the House of Commons.

And with new polling fielded over the final weekend election push of the federal leaders, the results suggest that the final national vote will be:

- 38% support for Stephen Harper and the Conservative Party
- 27% support for Paul Martin and the Liberal Party
- 19% support for Jack Layton and the NDP
- 12% support for the Bloc Quebecois
- 4% support for the Green Party

	Total	British Columbia	Alberta	Sask/Man	Ontario	Quebec	Atlantic
	9,648	1461	911	657	3691	2260	668
Margin of Error	1.1%	2.6%	3.2%	3.8%	1.6%	2.1%	3.8%

### © Ipsos Reid

Washington • New York • Chicago • Minneapolis • Seattle • San Francisco Vancouver • Edmonton • Calgary • Winnipeg • Toronto • Ottawa • Montréal



## Regional Tables...

	Quebec
The Conservative Party	24%
The Liberals	14%
The New Democratic	11%
Party	
The Bloc Quebecois	48%
The Green Party	3%

	Ontario
The Conservative Party	37%
The Liberals	35%
The New Democratic	21%
Party	
The Green Party	4%

	Alberta
The Conservative Party	68%
The Liberals	14%
The New Democratic	11%
Party	
The Green Party	6%

	Sask/Man
The Conservative Party	46%
The Liberals	22%
The New Democratic Party	26%
The Green Party	4%

	Atlantic
The Conservative Party	31%
The Liberals	38%
The New Democratic	28%
Party	
The Green Party	2%

	British Columbia
The Conservative Party	37%
The Liberals	27%
The New Democratic Party	29%
The Green Party	5%

© Ipsos Reid - 3 -



#### **Ipsos Reid**

These are the findings of an Ipsos Reid poll conducted for CanWest News Service/Global News and fielded from January 17<sup>th</sup> to January 22<sup>nd,</sup> 2006. For this survey, a representative randomly selected sample of 9,648 adult Canadians who are either very likely or absolutely certain to vote were interviewed. With a sample of this size, the aggregate results are considered accurate to within ±1.1 percentage points, 19 times out of 20, of what they would have been had the entire adult Canadian population been polled. The margin of error will be larger within each sub-grouping of the survey population. These data were weighted to ensure the sample's regional and age/sex composition reflects that of the actual Canadian population according to Census data.

-30-

For more information on this news release, please contact: Dr. Darrell Bricker President & COO

> John Wright Senior Vice President (416) 324-2900

Alexandra Evershed Vice President Ipsos Reid Public Affairs (613) 241-5802

For full tabular results, please visit our website at <u>www.ipsos.ca</u>. News Releases are available at: <u>http://www.ipsos-na.com/news/</u>

© Ipsos Reid