

ELECTION PRELUDE ENDS WITH TIGHT RACE

Conservatives (32%, +5 Points) Make Up Ground On Grits (33%, -3 Points) – NDP (16%, -1 Point), Green Party (5%, Unchanged) – In Quebec (Bloc 54% Vs. Liberals 24%)

But Many Likely Voters (37%) Will Not Decide Where To Land Final Decision Until Later Parts Of Campaign



Ipsos Reid

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Toronto, ON – According to the latest Ipsos Reid survey conducted on behalf of CanWest News Service/Global News, the federal election race takes a break at Christmas with the stage set much the same as when it began – a neck and neck tie between the Liberals (33%, -3 points) and the Conservatives (32%, +5 points).

After a week following the debates, the survey shows that if a federal election were held tomorrow, 33% of voters would cast their ballot in support of the Liberals (-3 points), 32% would support the Conservatives (+5 points), 16% would support the NDP (-1 point) and 5% would support the Green Party (unchanged).

In Quebec, the Bloc Quebecois (54%, -2 points) have a 30-point lead over the Liberals (24%, -1 point).

Further, as it would appear that the federal vote race in Ontario has tightened (40% Liberals vs. 38% Conservatives), if a vote were held tomorrow, a Conservative led minority government would be the probable outcome.

As for party and party leader momentum:

- The Liberals continue to have negative momentum overall (-21 points),
- The Conservatives maintain their positive momentum (+4 points),



- The NDP have strong positive momentum (+16 points), and
- The Bloc Quebecois are positive in Quebec (+24 points).

But the first leg of the campaign ends with many (37%) likely voters in Canada indicating that they have not yet decided who they will vote for – with 15% saying they will make their decision “right after the holidays” and 23% saying they “will decide in late January”.

What’s more is that one in seven likely voters (16%) admit to having paid “not very much attention” (15%) or “no attention” (1%) to the federal election campaigns at this point in time, a further 55% say they have only given the election “some attention”.

Federal Vote and the “momentum” questions were derived from an Ipsos Reid poll conducted for CanWest News Service/Global News and fielded from December 20th to December 22nd 2005. For this survey, a representative randomly selected sample of 1,000 adult Canadians were interviewed by telephone. With a sample of this size, the aggregate results are considered accurate to within ± 3.1 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 the 2001 Census data.

For the questions involving voter resolve and interest in the election campaign, these results are derived from an Ipsos Reid survey conducted among 7,939 on-line Canadian voters via the internet from December 17th to December 18th, 2005. Results for this survey can be considered accurate to within $\pm 1.1\%$ (19 times out of 20). The data were statistically weighted to ensure that the sample’s age, sex, regional and party support composition reflects that of the actual Canadian voter population. The sample was drawn from a pre-recruited panel of over 12,000 voters drawn from Ipsos Reid’s internet panel



Liberals (33%, -3 Points) And Conservatives (32%, +5 Points) Essentially Tied...

If a federal election were held tomorrow, 33% of voters would cast their ballot in support of the Liberals (-3 points), 32% would support the Conservatives (+5 points), 16% would support the NDP (-1 point) and 5% would support the Green Party (unchanged).

In Quebec, the Bloc Quebecois (54%, -2 points) have a 30-point lead over the Liberals (24%, -1 point).

Twelve percent of all Canadians are undecided, refused to say whom they would vote for, or don't know.

Parties	Election Results	Nov 28-29, 2005	Nov 28-Dec 1, 2005	Dec 6-8, 2005	Dec 9-11, 2005	Dec 20-22, 2005	Movement From Last Poll	Since 2004 Election
	June 28, 2004							
The Conservative Party	30%	31%	31%	30%	27%	32%	5%	2%
The Liberals	37%	31%	33%	34%	36%	33%	-3%	-4%
The New Democratic Party	16%	18%	17%	16%	17%	16%	-1%	0%
The Bloc Quebecois	12%	14%	14%	14%	14%	13%	-1%	1%
The Green Party	4%	5%	5%	5%	5%	5%	0%	1%

Regional Highlights...

- In Ontario, the Liberals (40%, -7 points) and the Conservatives (38%, +10 points) are now essentially tied.

For full regional tables please refer to last pages of report.

Sixty Percent “Absolutely Certain” To Vote...

When asked how likely they are to vote in the upcoming federal election, 60% of Canadians say they are “absolutely certain” – this is consistent with voter turn-out results in the 2004 election.



Absolutely certain	60%
Very likely	19%
Somewhat likely	8%
Not very likely	3%
Not at all likely	8%
Don't know	1%

Party and Party Leader Momentum...

As part of the survey, Ipsos-Reid asked Canadians whether their opinions of the various major parties and their leaders has improved, stayed the same, or worsened over the last few weeks. The results from this question were used to track changes in “momentum”¹ from previous national surveys.

	REGION						
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL
IMPROVE SUMMARY TABLE							
Paul Martin and the Liberals	18%	23%	14%	13%	18%	16%	22%
Stephen Harper and the Conservatives	31%	21%	50%	26%	35%	26%	24%
Jack Layton and the NDP	32%	36%	45%	29%	31%	29%	27%
Gilles Duceppe and the Bloc Quebecois	39%	-	-	-	-	39%	-
STAYED THE SAME SUMMARY TABLE							
Paul Martin and the Liberals	35%	32%	27%	36%	38%	31%	39%
Stephen Harper and the Conservatives	30%	36%	30%	33%	27%	31%	33%
Jack Layton and the NDP	36%	34%	32%	40%	38%	32%	44%
Gilles Duceppe and the Bloc Quebecois	38%	-	-	-	-	38%	-
WORSENEED SUMMARY							
Paul Martin and the Liberals	39%	36%	48%	41%	35%	46%	26%
Stephen Harper and the Conservatives	27%	29%	15%	30%	26%	30%	28%
Jack Layton and the NDP	16%	18%	12%	17%	14%	21%	10%
Gilles Duceppe and the Bloc Quebecois	15%	-	-	-	-	15%	-

¹ “Momentum” is calculated by subtracting the percentage who have a negative impression of the leader and party from the percentage who have a positive impression.



Paul Martin and the Liberals continue to have negative momentum (-21%) overall, but have improved their momentum from the last survey at the end of November (+6 points).

The Liberals have made the most positive gains in British Columbia (+16 points) and among Bloc Quebecois supporters (+20 points).

Paul Martin and the Liberal Party	Region								Vote Intention			
	TOTAL	BC	AB	SK/MN	ON	QUE	AT	CP	LIB	NDP	BQ	Green
Momentum Nov 29, 2005	-27%	-29%	-42%	-23%	-21%	-39%	0%	-66%	34%	-38%	-70%	-29%
Momentum Dec 22, 2005	-21%	-13%	-34%	-28%	-17%	-30%	-4%	-63%	33%	-34%	-50%	-16%
Change	6%	16%	8%	-5%	4%	9%	-4%	3%	-1%	4%	20%	13%

Stephen Harper and the Conservative Party maintain positive momentum among the public (+4 points) and have improved very slightly since the last survey (+2 points).

The Conservatives have made the strongest gains in Ontario (+12 points) and among Liberal supporters (+12 points).

Stephen Harper and the Conservative Party	REGION								VOTE INTENTION			
	TOTAL	BC	AB	SK/MN	ON	QUE	AT	CP	LIB	NDP	BQ	Green
Momentum Nov 29, 2005	2%	-1%	27%	5%	-3%	3%	-9%	56%	-40%	-20%	11%	-9%
Momentum Dec 22, 2005	4%	-8%	35%	-4%	9%	-4%	-4%	57%	-28%	-26%	-7%	-10%
Change	2%	-7%	8%	-9%	12%	-7%	5%	1%	12%	-6%	-18%	-1%

Jack Layton and the NDP have strong positive momentum overall (+16) points and have not moved much since the last survey (-1 point).

The NDP have made some strong gains in Alberta (+20 points) and among Liberal voters (-15 points), but have lost some momentum in the province of Quebec (-11 points).

Jack Layton and the NDP	REGION								VOTE INTENTION			
	TOTAL	BC	AB	SK/MN	ON	QUE	AT	CP	LIB	NDP	BQ	Green
Momentum Nov 29, 2005	17%	11%	13%	11%	22%	19%	8%	13%	-2%	55%	26%	24%
Momentum Dec 22, 2005	16%	18%	33%	12%	17%	8%	17%	9%	13%	54%	-2%	29%
Change	-1%	7%	20%	1%	-5%	-11%	9%	-4%	15%	-1%	-28%	5%



Gilles Duceppe and the Bloc Quebecois have positive momentum in Quebec (+24 points) but their momentum has weakened since the last survey (-14 points).

Gilles Duceppe and the Bloc Quebecois	REGION		VOTE INTENTION			
	QUE	CP	LIB	NDP	BQ	Green
Momentum Nov 29, 2005	38%	33%	-14%	28%	70%	15%
Momentum Dec 22, 2005	24%	3%	-27%	41%	53%	22%
Change	-14%	-30%	-13%	13%	-17%	7%

Four In Ten (37%) On-Line Voters In Canada Have Not Yet Decided Who They Will Vote For...

Four in ten (37%) on-line voters in Canada have not yet decided who they will vote for. In fact, 15% say they will make their vote decision “right after the holidays”, and 23% say they “will decide in late January”. The majority (63%), however, have already decided who to vote for.

- Residents of Quebec (69%) and Alberta (67%) are the most likely to have already decided who they will vote for.
- Women are more likely than men to have not made up their mind yet (41% vs. 34%).
- NDP (43%) and Liberal (40%) supporters are the most likely to say they have not yet decided who they will vote for.

Sixteen Percent Have Not Paid Much Attention Election Campaign -- 55% Have Paid Only “Some Attention”...

When asked how much attention they have paying to the federal election campaign at this point in time, 16% of on-line voters say “not very much attention” (15%) or “no attention” (1%). A further 55% say they have only give “some attention” to the election.

Twenty-nine percent of voters have given the election “a lot of attention”.



- Lack of interest runs highest in Atlantic Canada (21%), Quebec (20%), and Manitoba/Saskatchewan (18%).
- Residents of Ontario (32%), Alberta (30%) and British Columbia (30%) are the most likely to say they have given the election “a lot of attention”.
- Men are more likely than women to have given the election “a lot of attention” (32% vs. 26%).

Regional Tables...

N=386	Ontario		
	Dec 9-11, 2005	Dec 20-22, 2005	Change
The Conservative Party	28%	38%	10%
The Liberals	47%	40%	-7%
The NDP	18%	15%	-3%
The Green Party	6%	6%	0%

N=241	Quebec		
	Dec 9-11, 2005	Dec 20-22, 2005	Change
The Conservative Party	4%	7%	3%
The Liberals	25%	24%	-1%
The NDP	11%	10%	-1%
The Bloc Quebecois	56%	54%	-2%
The Green Party	4%	2%	-2%

N=140	British Columbia		
	Dec 9-11, 2005	Dec 20-22, 2005	Change
The Conservative Party	33%	30%	-3%
The Liberals	33%	40%	7%
The NDP	25%	25%	0%
The Green Party	8%	5%	-3%



N=99	Alberta		
	Dec 9-11, 2005	Dec 20-22, 2005	Change
The Conservative Party	64%	63%	-1%
The Liberals	25%	16%	-9%
The NDP	7%	13%	6%
The Green Party	4%	9%	5%

N=69	Saskatchewan/Manitoba		
	Dec 9-11, 2005	Dec 20-22, 2005	Change
The Conservative Party	31%	44%	13%
The Liberals	29%	34%	5%
The NDP	34%	18%	-16%
The Green Party	5%	3%	-2%

N=76	Atlantic Canada		
	Dec 9-11, 2005	Dec 20-22, 2005	Change
The Conservative Party	38%	32%	-6%
The Liberals	43%	45%	2%
The NDP	15%	20%	5%
The Green Party	4%	3%	-1%



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For more information on this news release, please contact:

*Dr. Darrell Bricker
President & COO
Ipsos Reid Public Affairs*

*John Wright
Senior Vice President
Ipsos Reid Public Affairs
(416) 324-2900*

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

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