



The Strategic Counsel



A Report To The Globe and Mail and CTV

Federal Vote

November 7, 2005

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Introduction and Methodology

- ◆ Gregg, Kelly, Sullivan & Woolstencroft: *The Strategic Counsel* is pleased to present findings of The Globe and Mail/CTV November Polling Program.
- ◆ The findings are based on interviews conducted by telephone among a weighted national sample of 1000 adult Canadians 18 years of age or older.
- ◆ The interviews were conducted between November 5th and November 6th, 2005.
- ◆ A sample of 1,000 yields a margin of error of +/- 3.1 percentage points, 19 times out of 20.
- ◆ Note: Due to rounding, proportions may not total 100%.

Key Conclusions

- ◆ Over the weekend, **perceived momentum** has shifted towards the Conservatives, as a result of published polls showing them gaining support. Notwithstanding that, **actual momentum**, in the form of voter intention, was shifting back toward the Liberals.

- ◆ The Liberals have regained a solid lead in Ontario and have improved their standings in Quebec and Western Canada.

- ◆ Why the increase in Liberal support? Two possible reasons:
 - The blanket coverage of Gomery had faded by the weekend to the point that it was off most newscasts and front pages.
 - The sudden possibility of a Conservative victory once more gave a significant number of voters – especially in Ontario – pause, and an occasion to reassess their support.

Federal Vote

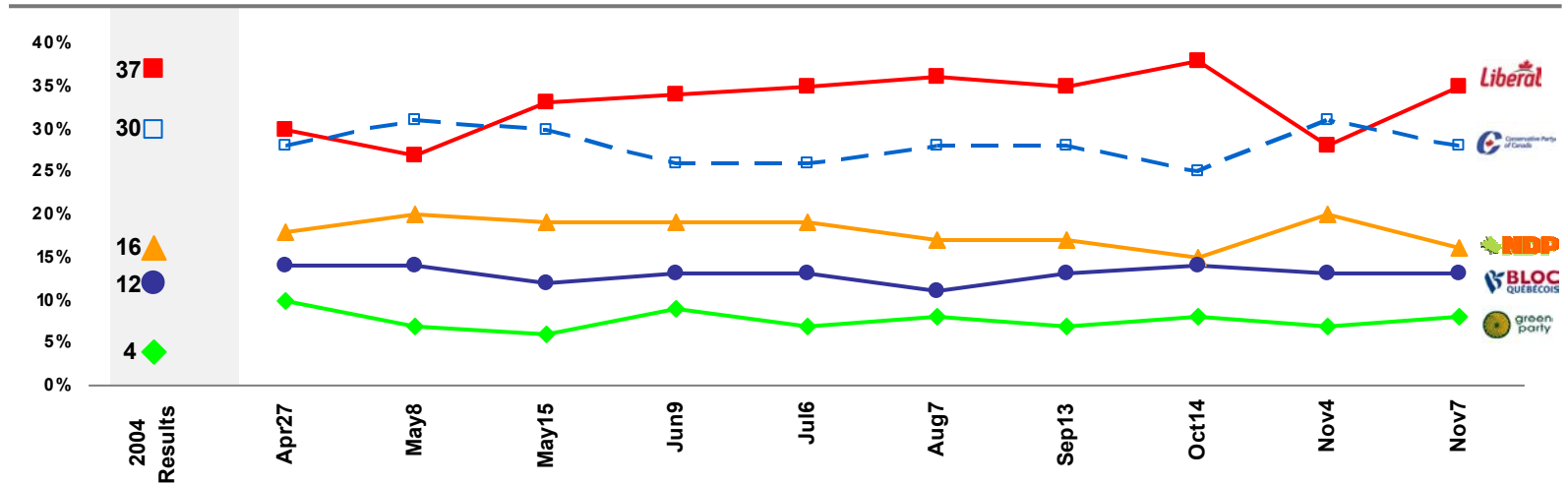
Which Party has the most momentum towards a federal election?

	Region																			
	Canada				Quebec				Rest of Canada				Ontario				West			
	May 8 (n=1000) %	May 15 (n=1500) %	Nov4 (n=1000) %	Nov7 (n=1000) %	May 8 (n=247) %	May 15 (n=370) %	Nov4 (n=247) %	Nov7 (n=247) %	May 8 (n=753) %	May 15 (n=1130) %	Nov4 (n=753) %	Nov7 (n=753) %	May 8 (n=379) %	May 15 (n=569) %	Nov4 (n=379) %	Nov7 (n=379) %	May 8 (n=297) %	May 15 (n=445) %	Nov4 (n=297) %	Nov7 (n=297) %
Liberal	22	23	34	29	14	17	24	32	24	24	38	29	25	25	39	29	19	22	36	26
Conservative	36	34	22	28	26	23	13	11	39	38	24	33	35	38	24	35	44	37	25	34
NDP	11	12	10	9	8	6	7	5	13	14	12	10	14	14	12	9	12	14	12	11
Green	1	3	1	2	<1	2	1	2	1	3	1	2	2	2	1	1	1	4	1	3
Bloc Quebecois	11	9	9	8	43	36	36	31	-	-	-	-	-	-	-	-	-	-	-	-
None	11	8	8	6	6	8	8	3	13	8	9	7	13	9	7	9	14	6	10	5
Other	2	1	1	1	<1	2	1	2	2	1	1	-	1	1	1	-	4	1	1	-
DK/NA/Ref	6	10	14	17	2	6	11	14	8	12	15	19	9	11	15	17	7	15	15	21

*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 towards winning a possible federal election. Is it the ...?
Base: Total Sample

How would Canadians vote if an election were held today?



	Canada										
	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) %
Liberal	37	30	27	33	34	35	36	35	38	28	35
Conservative	30	28	31	30	26	26	28	28	25	31	28
NDP	16	18	20	19	19	19	17	17	15	20	16
Bloc Quebecois	12	14	14	12	13	13	11	13	14	13	13
Green Party	4	10	7	6	9	7	8	7	8	7	8

- 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: Total sample

How would Canadians vote if an election were held today?

	Region																					
	Quebec											Rest of Canada*										
	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) %	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) %
Liberal	34	16	16	25	22	28	31	25	25	22	30	38	35	31	36	37	37	34	38	42	30	37
Conservative	9	9	8	14	8	6	7	12	7	7	5	37	34	39	36	32	34	37	34	31	38	36
NDP	5	8	11	9	12	11	10	7	6	10	9	19	21	23	22	21	22	21	21	18	23	18
Green Party	3	12	8	4	8	5	6	6	6	5	6	5	10	7	6	9	8	8	7	9	8	8
Bloc Quebecois	49	55	56	48	51	51	46	51	57	57	50	-	-	-	-	-	-	-	-	-	-	-

	Ontario											West										
	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) %	2004 Election Results %	Apr27 (n=241) %	May8 (n=264) %	May15 (n=398) %	Jun9 (n=245) %	Jul6 (n=260) %	Aug7 (n=254) %	Sep13 (n=240) %	Oct14 (n=255) %	Nov4 (n=297) %	Nov7 (n=297) %
	Liberal	45	38	34	43	41	41	41	42	50	37	44	28	27	23	27	32	30	33	31	30	20
Conservative	32	30	35	30	31	31	33	29	30	35	31	45	39	45	42	35	37	37	39	35	46	42
NDP	18	23	25	21	19	22	17	22	12	20	18	21	22	24	24	25	23	21	21	25	24	20
Green Party	4	9	7	6	10	6	9	7	8	8	7	4	13	9	7	9	11	9	9	10	10	12
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?
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Base: Total sample