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A Report To The Globe and Mail and CTV

Federal Election – Vote Intention,
Best Campaign, Likely Election
Winner, and Child Care

December 7, 2005

Introduction and Methodology

- ◆ Gregg, Kelly, Sullivan & Woolstencroft: *The Strategic Counsel* is pleased to present findings of The Globe and Mail/CTV Polling Program for January 2006 Election.
- ◆ Results are based on nightly tracking among a proportionate national sample of Canadians 18 years of age or older.
- ◆ Findings have been rolled up and analyzed over a three day period. Interviews were conducted between December 4th and December 6th.
- ◆ The following table outlines the sample distribution and associated margin of error to date.

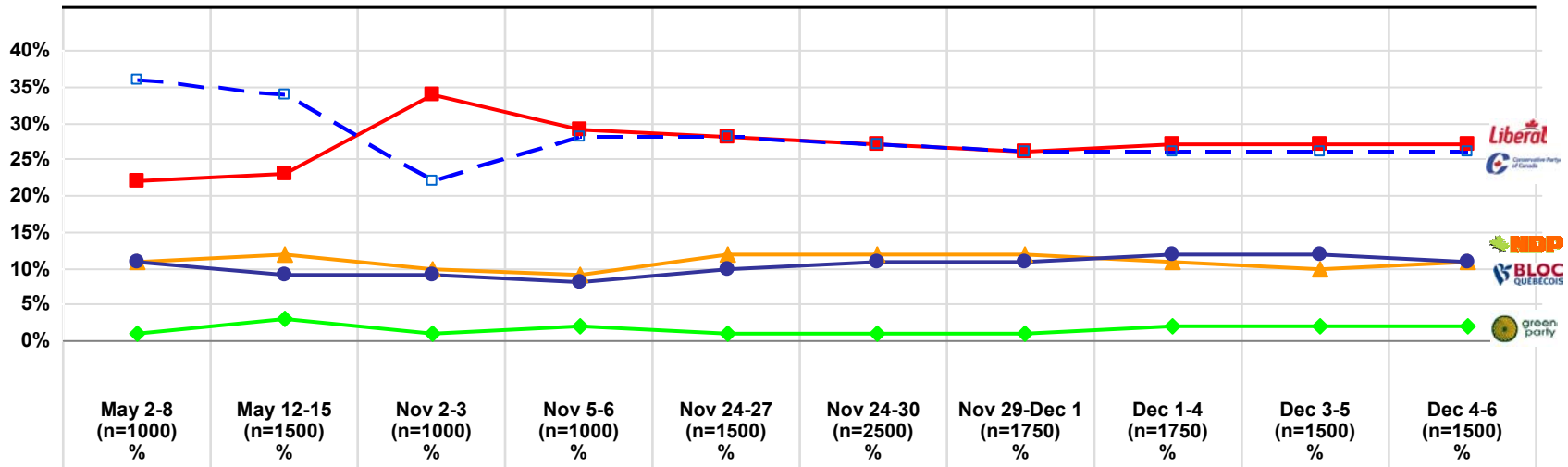
Sample Distribution and Margin of Error

Region	Dec 4-6		Dec 5-6	
	Sample Size	Margin of Error (\pm)	Sample Size	Margin of Error (\pm)
Canada	1500	2.5	1000	3.1
Ontario	568	4.1	379	5.0
Quebec	370	5.1	247	6.3
Rest of Canada	1129	2.9	753	3.6
British Columbia	200	7.0	n/a	n/a
Prairies	246	6.3	n/a	n/a
West	n/a	n/a	297	5.7

Detailed Tables

Which Party has the most momentum towards a federal election?

Canada



Q. From what you can tell, which party, if any, is gaining the most popularity and momentum leading up to the election. Is it the ...?

Base: Total Sample

Which Party has the most momentum towards a federal election?

	Region									
	Quebec									
	May 2-8 (n=247) %	May 12-15 (n=370) %	Nov 2-3 (n=247) %	Nov 5-6 (n=247) %	Nov 24-27 (n=370) %	Nov 24-30 (n=617) %	Nov 29-Dec 1 (n=432) %	Dec 1-4 (n=432) %	Dec 3-5 (n=371) %	Dec 4-6 (n=370) %
Liberal	14	17	24	32	27	26	28	30	29	28
Conservative	26	23	13	11	13	12	12	9	9	8
NDP	8	6	7	5	6	6	5	3	4	4
Green	<1	2	1	2	1	1	1	1	1	2
BQ	43	36	36	31	42	43	45	47	47	47
None	6	8	8	3	5	5	5	7	5	5
Other	<1	2	1	2	1	1	<1	-	-	-
DK/NA/Ref	2	6	11	14	6	6	5	3	5	6

	Rest of Canada*									
	May 2-8 (n=753) %	May 12-15 (n=1130) %	Nov 2-3 (n=753) %	Nov 5-6 (n=753) %	Nov 24-27 (n=1130) %	Nov 24-30 (n=1882) %	Nov 29-Dec 1 (n=1318) %	Dec 1-4 (n=1318) %	Dec 3-5 (n=1129) %	Dec 4-6 (n=1129) %
Liberal	24	24	38	29	29	28	25	26	27	26
Conservative	39	38	24	33	32	31	31	32	32	31
NDP	13	14	12	10	15	14	14	14	12	13
Green	1	3	1	2	2	1	2	2	2	2
BQ	-	-	-	-	-	-	-	-	-	-
None	13	8	9	7	10	10	11	10	9	9
Other	2	1	1	-	1	1	1	1	<1	1
DK/NA/Ref	8	12	15	19	12	14	16	15	18	18

*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 leading up to the election. Is it the ...?

Base: Total Sample

Which Party has the most momentum towards a federal election?

	Region (cont'd)									
	Ontario									
	May 2-8 (n=379) %	May 12-15 (n=569) %	Nov 2-3 (n=379) %	Nov 5-6 (n=379) %	Nov 24-27 (n=569) %	Nov 24-30 (n=948) %	Nov 29-Dec 1 (n=663) %	Dec 1-4 (n=663) %	Dec 3-5 (n=569) %	Dec 4-6 (n=568) %
Liberal	25	25	39	29	31	30	28	30	33	32
Conservative	35	38	24	35	31	29	27	27	28	28
NDP	14	14	12	9	14	15	16	14	11	12
Green	2	2	1	1	1	2	2	3	2	2
BQ	-	-	-	-	-	-	-	-	-	-
None	13	9	7	9	11	10	10	10	9	10
Other	1	1	1	-	2	2	2	1	<1	<1
DK/NA/Ref	9	11	15	17	10	13	16	15	17	16

Q. From what you can tell, which party, if any, is gaining the most popularity and momentum leading up to the election. Is it the ...?

Base: Total Sample

Which Party has the most momentum towards a federal election?

	Region (cont'd)									
	Prairies									
	May 2-8 (n=165) %	May 12-15 (n=247) %	Nov 2-3 (n=155) %	Nov 5-6 (n=164) %	Nov 24-27 (n=247) %	Nov 24-30 (n=410) %	Nov 29-Dec 1 (n=287) %	Dec 1-4 (n=287) %	Dec 3-5 (n=246) %	Dec 4-6 (n=246) %
Liberal	15	15	28	18	23	22	18	16	16	14
Conservative	53	49	31	40	42	42	41	42	45	49
NDP	8	11	10	8	12	11	8	10	11	10
Green	1	3	-	5	1	1	2	3	3	3
BQ	-	-	-	-	-	-	-	-	-	-
None	14	6	14	6	10	11	13	10	6	5
Other	5	1	1	-	1	1	1	1	1	1
DK/NA/Ref	4	15	16	24	11	12	17	18	18	18

	B.C.									
	May 2-8 (n=132) %	May 12-15 (n=198) %	Nov 2-3 (n=124) %	Nov 5-6 (n=133) %	Nov 24-27 (n=273) %	Nov 24-30 (n=333) %	Nov 29-Dec 1 (n=233) %	Dec 1-4 (n=233) %	Dec 3-5 (n=199) %	Dec 4-6 (n=200) %
Liberal	24	31	45	36	23	24	23	26	27	22
Conservative	32	23	17	26	26	26	29	32	31	24
NDP	17	19	15	14	20	18	18	18	17	20
Green	1	6	3	1	2	1	<1	1	1	2
BQ	-	-	-	-	-	-	-	-	-	-
None	14	6	5	5	10	9	10	9	8	10
Other	2	-	-	-	2	1	2	2	-	-
DK/NA/Ref	10	14	15	17	18	22	18	12	16	22

Q. From what you can tell, which party, if any, is gaining the most popularity and momentum leading up to the election. Is it the ...?

Base: Total Sample

Do Canadians believe it is the right time for a new government?

	Region																				
	Canada							Quebec							R.O.C.*						
	May 15 (n=1500) %	Nov 28 (n=1500) %	Nov 24-30 (n=2500) %	Nov 29-Dec 1 (n=1750) %	Dec 1-4 (n=1750) %	Dec 3-5 (n=1500) %	Dec 4-6 (n=1500) %	May 15 (n=370) %	Nov 28 (n=370) %	Nov 24-30 (n=617) %	Nov 29-Dec 1 (n=432) %	Dec 1-4 (n=432) %	Dec 3-5 (n=371) %	Dec 4-6 (n=370) %	May 15 (n=1130) %	Nov 28 (n=1130) %	Nov 24-30 (n=1882) %	Nov 29-Dec 1 (n=1318) %	Dec 1-4 (n=1318) %	Dec 3-5 (n=1129) %	Dec 4-6 (n=1129) %
It's time for a change and a new government should be voted in	48	54	55	56	54	54	56	55	59	61	63	60	61	61	47	52	53	53	52	52	54
Now would be the wrong time to make a change	44	39	38	36	38	38	37	39	37	34	32	34	34	34	45	40	39	38	39	39	38
DK/NA/Ref	8	7	7	8	8	8	7	6	4	4	5	6	5	5	8	8	8	9	9	9	8

	Ontario							Prairies							B.C.						
	May 15 (n=569) %	Nov 28 (n=569) %	Nov 24-30 (n=948) %	Nov 29-Dec 1 (n=663) %	Dec 1-4 (n=663) %	Dec 3-5 (n=569) %	Dec 4-6 (n=568) %	May 15 (n=247) %	Nov 28 (n=247) %	Nov 24-30 (n=410) %	Nov 29-Dec 1 (n=287) %	Dec 1-4 (n=287) %	Dec 3-5 (n=246) %	Dec 4-6 (n=246) %	May 15 (n=198) %	Nov 28 (n=273) %	Nov 24-30 (n=333) %	Nov 29-Dec 1 (n=233) %	Dec 1-4 (n=233) %	Dec 3-5 (n=199) %	Dec 4-6 (n=200) %
	It's time for a change and a new government should be voted in	42	49	49	48	46	48	50	60	64	64	66	67	66	66	42	51	53	59	53	50
Now would be the wrong time to make a change	49	43	42	42	43	42	41	33	31	30	27	26	28	30	50	41	39	35	39	40	36
DK/NA/Ref	9	8	9	11	11	10	9	7	5	6	7	7	6	4	8	8	8	7	8	10	10

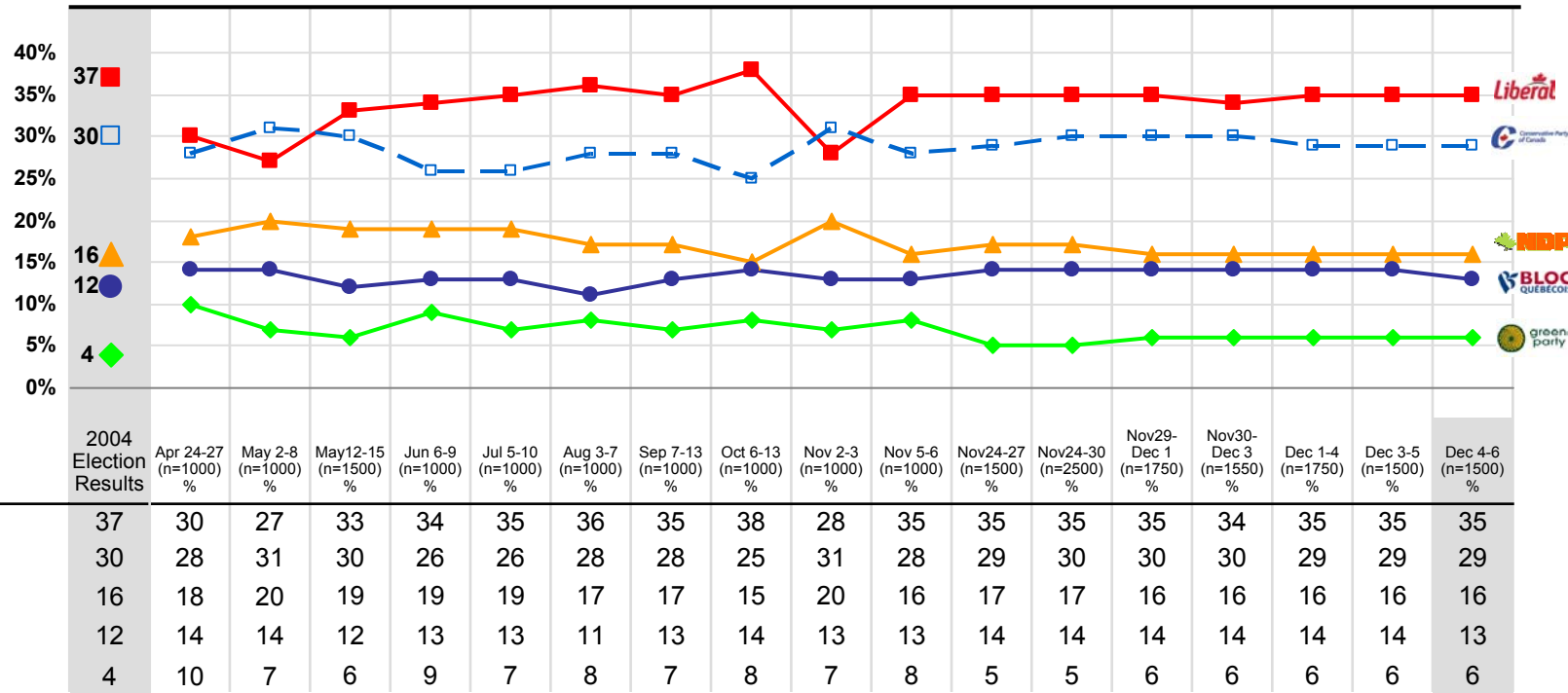
*Note: Rest of Canada includes all provinces except Quebec

Q. Some people have been saying it's time for a change and that a new government should be voted in. Other people have said that now would be the wrong time to make a change and we should return the Liberals to power. Which one of these two views best represents your own?

Base: Total sample

How would Canadians vote if an election were held today?

Canada



- 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: Decided voters

How would Canadians vote if an election were held today?

Region

	Quebec																	
	2004 Election Results %	Apr 24-27 (n=219) %	May 2-8 (n=224) %	May 12-15 (n=337) %	Jun 6-9 (n=203) %	Jul 5-10 (n=247) %	Aug 3-7 (n=247) %	Sep 7-13 (n=247) %	Oct 6-13 (n=500) %	Nov 2-3 (n=247) %	Nov 5-6 (n=247) %	Nov 24-27 (n=370) %	Nov 24-30 (n=617) %	Nov 29-Dec 1 (n=432) %	Nov 30-Dec 3 (n=398) %	Dec 1-4 (n=432) %	Dec 3-5 (n=371) %	Dec 4-6 (n=370) %
Liberal	34	16	16	25	22	28	31	25	25	22	30	30	28	28	26	29	30	32
Conservative	9	9	8	14	8	6	7	12	7	7	5	8	8	8	8	8	6	4
NDP	5	8	11	9	12	11	10	7	6	10	9	7	7	6	6	4	4	6
Bloc Quebecois	49	55	56	48	51	51	46	51	57	57	50	54	55	55	56	54	56	53
Green Party	3	12	8	4	8	5	6	6	6	5	6	2	3	4	4	5	4	5

	Rest of Canada*																	
	2004 Election Results %	Apr 24-27 (n=687) %	May 2-8 (n=776) %	May 12-15 (n=1002) %	Jun 6-9 (n=777) %	Jul 5-10 (n=753) %	Aug 3-7 (n=753) %	Sep 7-13 (n=753) %	Oct 6-13 (n=753) %	Nov 2-3 (n=753) %	Nov 5-6 (n=753) %	Nov 24-27 (n=1130) %	Nov 24-30 (n=1882) %	Nov 29-Dec 1 (n=1318) %	Nov 30-Dec 3 (n=1150) %	Dec 1-4 (n=1318) %	Dec 3-5 (n=1129) %	Dec 4-6 (n=1129) %
Liberal	38	35	31	36	37	37	34	38	42	30	37	37	37	38	37	37	37	37
Conservative	37	34	39	36	32	34	37	34	31	38	36	37	37	38	37	36	37	38
NDP	19	21	23	22	21	22	21	21	18	23	18	21	20	19	19	20	19	19
Green Party	5	10	7	6	9	8	8	7	9	8	8	5	6	6	7	7	7	6

	Ontario																	
	2004 Election Results %	Apr 24-27 (n=329) %	May 2-8 (n=338) %	May 12-15 (n=509) %	Jun 6-9 (n=304) %	Jul 5-10 (n=379) %	Aug 3-7 (n=380) %	Sep 7-13 (n=380) %	Oct 6-13 (n=379) %	Nov 2-3 (n=379) %	Nov 5-6 (n=379) %	Nov 24-27 (n=569) %	Nov 24-30 (n=948) %	Nov 29-Dec 1 (n=663) %	Nov 30-Dec 3 (n=578) %	Dec 1-4 (n=663) %	Dec 3-5 (n=569) %	Dec 4-6 (n=568) %
Liberal	45	38	34	43	41	41	41	42	50	37	44	40	41	43	42	44	43	43
Conservative	32	30	35	30	31	31	33	29	30	35	31	35	33	30	30	30	33	36
NDP	18	23	25	21	19	22	17	22	12	20	18	20	20	20	19	18	17	16
Green Party	4	9	7	6	10	6	9	7	8	8	7	5	6	7	9	8	7	5

*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?
- 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: Decided voters

How would Canadians vote if an election were held today?

Region (cont'd)

		Prairies							
	2004 Election Results %	May 12-15 (n=247) %	Nov 24-27 (n=247) %	Nov 24-30 (n=410) %	Nov 29-Dec 1 (n=287) %	Nov 30-Dec 3 (n=247) %	Dec 1-4 (n=287) %	Dec 3-5 (n=246) %	Dec 4-6 (n=246) %
Liberal	25	19	27	28	25	25	23	23	22
Conservative	53	56	50	52	59	58	57	55	54
NDP	15	21	18	16	14	14	15	16	17
Green Party	5	4	6	4	2	3	5	6	7

		B.C.							
	2004 Election Results %	May 12-15 (n=1987) %	Nov 24-27 (n=273) %	Nov 24-30 (n=333) %	Nov 29-Dec 1 (n=233) %	Nov 30-Dec 3 (n=209) %	Dec 1-4 (n=233) %	Dec 3-5 (n=199) %	Dec 4-6 (n=200) %
Liberal	29	37	35	34	31	31	33	34	29
Conservative	36	23	30	32	34	34	30	31	31
NDP	27	28	29	26	25	25	28	27	31
Green Party	6	12	6	9	10	10	9	8	9

- 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: Decided voters

Who is running the best campaign?

	Region				
	Canada	Quebec	Rest of Canada*	Ontario	West
	Dec 5-6 (n=1000) %	Dec 5-6 (n=247) %	Dec 5-6 (n=753) %	Dec 5-6 (n=379) %	Dec 5-6 (n=297) %
Paul Martin and the Liberals	19	16	20	21	15
Stephen Harper and the Conservatives	26	10	30	28	35
Jack Layton and the NDP	14	6	17	17	18
Gilles Duceppe and the Bloc Quebecois	10	41	-	-	-
Other	1	1	1	1	1
None	10	12	10	12	9
DK/NA/Ref	20	14	22	21	22

*Note: Rest of Canada includes all provinces except Quebec

Q. From what you can tell so far, who is running the best campaign (rotate) Paul Martin and the Liberals, Stephen Harper and the Conservatives, Jack Layton and the NDP, and Gilles Duceppe and the Bloc Quebecois?

Base: Total sample

Which party will win the most seats?

	Canada	Region			
		Quebec	Rest of Canada*	Ontario	West
	Dec 5-6 (n=1000) %	Dec 5-6 (n=247) %	Dec 5-6 (n=753) %	Dec 5-6 (n=379) %	Dec 5-6 (n=297) %
Liberals	63	71	60	62	56
Conservatives	24	16	27	26	28
NDP	3	<1	4	3	6
Other	2	4	1	1	1
DK/NA/Ref	8	9	8	8	9

*Note: Rest of Canada includes all provinces except Quebec

Q. If you had to guess right now, which party do you think will win the most seats in the January 23rd federal election?
Base: Total sample

Will they get a majority or minority number of seats?

	Region				
	Canada	Quebec	Rest of Canada*	Ontario	West
	Dec 5-6 (n=917) %	Dec 5-6 (n=225) %	Dec 5-6 (n=692) %	Dec 5-6 (n=349) %	Dec 5-6 (n=271) %
Majority	24	20	26	22	27
Minority	72	75	71	74	70
DK/NA/Ref	4	5	3	4	3

*Note: Rest of Canada includes all provinces except Quebec

Q. And do you think they will win a majority or a minority of the seats?
Base: Among those with an opinion about who will win the most seats in the federal election

Which child care policy to you most agree with?

	Canada	Region			
		Quebec	Rest of Canada*	Ontario	West
	Dec 5-6 (n=1000) %	Dec 5-6 (n=247) %	Dec 5-6 (n=753) %	Dec 5-6 (n=379) %	Dec 5-6 (n=297) %
Government should give funding to licensed child care centers to provide sufficient number of subsidized spaces for parents with young children	45	49	44	44	43
Government should give a tax credit to parents with young children to use as they choose	48	44	48	49	50
DK/NA/Ref	7	7	8	7	7

*Note: Rest of Canada includes all provinces except Quebec

Q. Federal political parties have different approaches for child care. Which one of these two policy approaches do you agree with more?
Base: Total sample

Is Stephen Harper's \$1,200 child care tax credit a good idea or poor idea?

	Canada	Region			
		Quebec	Rest of Canada*	Ontario	West
	Dec 5-6 (n=1000) %	Dec 5-6 (n=247) %	Dec 5-6 (n=753) %	Dec 5-6 (n=379) %	Dec 5-6 (n=297) %
NET Good Idea	57	56	57	55	62
Very good idea	12	10	12	12	13
Good idea	45	46	45	43	49
Poor idea	27	31	26	28	23
Very poor idea	11	8	12	12	10
NET Poor Idea	38	39	38	40	33
DK/NA/Ref	5	5	5	5	5

*Note: Rest of Canada includes all provinces except Quebec

Q. Stephen Harper has announced a promise to give \$1,200 tax credit to parents for each child under the age of 6 for them to use as they choose. Do you think this policy is a very good idea, good idea, poor idea, or very poor idea?

Base: Total sample

How will Stephen Harper's child care tax credit influence voting?

	Canada	Region			
		Quebec	Rest of Canada*	Ontario	West
	Dec 5-6 (n=1000) %	Dec 5-6 (n=247) %	Dec 5-6 (n=753) %	Dec 5-6 (n=379) %	Dec 5-6 (n=297) %
NET Important Factor	25	17	27	27	25
Most important factor in deciding how you will vote	2	3	2	2	2
Important, but not the only factor that decides your vote	23	14	25	25	23
Have very little influence on your vote decision	35	35	34	31	39
Have no impact at all on who you decide to vote for	36	46	34	35	33
NET Little/No Impact	71	81	68	66	72
DK/NA/Ref	4	2	5	7	4

*Note: Rest of Canada includes all provinces except Quebec

Q. What role will this promise have in terms of how you will end up voting?
Base: Total sample