



The Strategic Counsel



# A Report To The Globe and Mail and CTV

Federal Election – Vote Intention

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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 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 10<sup>th</sup> and 12<sup>th</sup>.
- ◆ The following table outlines the sample distribution and associated margin of error to date.

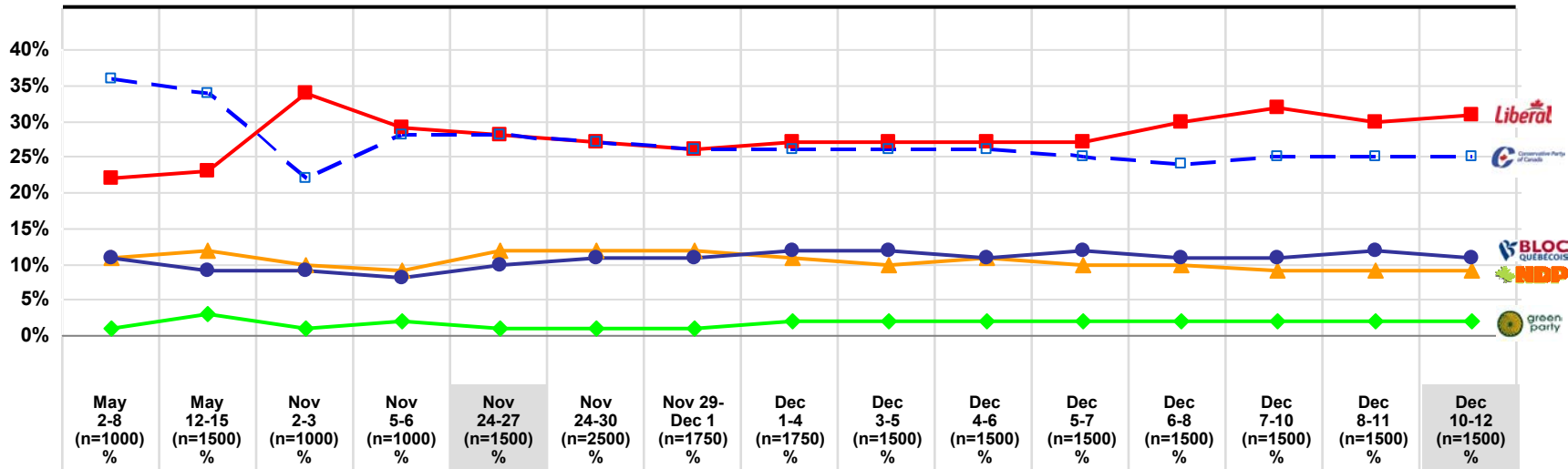
# Sample Distribution and Margin of Error

	Dec 10-12	
Region	Sample Size	Margin of Error (±)
Canada	1500	2.5
Quebec	371	5.1
Rest of Canada	1129	2.9
Ontario	569	4.1
British Columbia	199	7.0
Prairies	246	6.3

## Detailed Tables

# Which Party has the most momentum towards a federal election?

Canada



↑ Pre-Election Benchmark

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)

	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) %	Dec 5-7 (n=370) %	Dec 6-8 (n=371) %	Dec 7-10 (n=370) %	Dec 8-11 (n=371) %	Dec 10-12 (n=371) %
Liberal	14	17	24	32	27	26	28	30	29	28	26	26	26	26	26
Conservative	26	23	13	11	13	12	12	9	9	8	10	11	11	11	10
NDP	8	6	7	5	6	6	5	3	4	4	5	5	5	4	6
Green	<1	2	1	2	1	1	1	1	1	2	1	1	1	1	1
BQ	43	36	36	31	42	43	45	47	47	47	46	45	45	47	46
None	6	8	8	3	5	5	5	7	5	5	5	7	7	5	5
Other	<1	2	1	2	1	1	<1	-	-	-	<1	<1	<	1	1
DK/NA/Ref	2	6	11	14	6	6	5	3	5	6	7	5	5	5	5

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)

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

\*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) %	Dec 5-7 (n=569) %	Dec 6-8 (n=569) %	Dec 7-10 (n=569) %	Dec 8-11 (n=569) %	Dec 10-12 (n=569) %
Liberal	25	25	39	29	31	30	28	30	33	32	33	37	40	39	38
Conservative	35	38	24	35	31	29	27	27	28	28	25	24	24	25	25
NDP	14	14	12	9	14	15	16	14	11	12	12	11	9	9	9
Green	2	2	1	1	1	2	2	3	2	2	2	3	3	3	3
BQ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	13	9	7	9	11	10	10	10	9	10	11	11	11	11	11
Other	1	1	1	-	2	2	2	1	<1	<1	1	2	2	2	2
DK/NA/Ref	9	11	15	17	10	13	16	15	17	16	16	12	11	11	12

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) %	Dec 5-7 (n=246) %	Dec 6-8 (n=246) %	Dec 7-10 (n=246) %	Dec 8-11 (n=246) %	Dec 10-12 (n=246) %
Liberal	15	15	28	18	23	22	18	16	16	14	17	19	19	18	19
Conservative	53	49	31	40	42	42	41	42	45	49	49	44	42	42	41
NDP	8	11	10	8	12	11	8	10	11	10	7	6	6	7	7
Green	1	3	-	5	1	1	2	3	3	3	1	2	3	3	3
BQ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	14	6	14	6	10	11	13	10	6	5	6	10	11	12	11
Other	5	1	1	-	1	1	1	1	1	1	1	2	2	2	1
DK/NA/Ref	4	15	16	24	11	12	17	18	18	18	19	17	17	16	18

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)

	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) %	Dec 5-7 (n=199) %	Dec 6-8 (n=199) %	Dec 7-10 (n=199) %	Dec 8-11 (n=200) %	Dec 10-12 (n=199) %
Liberal	24	31	45	36	23	24	23	26	27	22	23	23	23	24	28
Conservative	32	23	17	26	26	26	29	32	31	24	23	22	28	31	29
NDP	17	19	15	14	20	18	18	18	17	20	18	21	19	18	14
Green	1	6	3	1	2	1	<1	1	1	2	3	3	3	1	3
BQ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	14	6	5	5	10	9	10	9	8	10	8	9	10	12	13
Other	2	-	-	-	2	1	2	2	-	-	-	-	-	-	-
DK/NA/Ref	10	14	15	17	18	22	18	12	16	22	25	22	17	14	13

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?

		Canada								
		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) %	Dec 10-11 (n=1000) %	Dec 10-12 (n=1500) %
It's time for a change and a new government should be voted in		48	54	55	56	54	54	56	57	58
Now would be the wrong time to make a change		44	39	38	36	38	38	37	33	33
DK/NA/Ref		8	7	7	8	8	8	7	10	9

		Quebec								
		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) %	Dec 10-11 (n=247) %	Dec 10-12 (n=371) %
It's time for a change and a new government should be voted in		55	59	61	63	60	61	61	63	64
Now would be the wrong time to make a change		39	37	34	32	34	34	34	30	30
DK/NA/Ref		6	4	4	5	6	5	5	7	6

		Rest of Canada*								
		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) %	Dec 10-11 (n=753) %	Dec 10-12 (n=1129) %
It's time for a change and a new government should be voted in		47	52	53	53	52	52	54	54	56
Now would be the wrong time to make a change		45	40	39	38	39	39	38	35	34
DK/NA/Ref		8	8	8	9	9	9	8	11	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

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

	Ontario								
	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) %	Dec 10-11 (n=379) %	Dec 10-12 (n=569) %
It's time for a change and a new government should be voted in	42	49	49	48	46	48	50	48	51
Now would be the wrong time to make a change	49	43	42	42	43	42	41	38	38
DK/NA/Ref	9	8	9	11	11	10	9	14	11

	Prairies							
	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) %	Dec 10-12 (n=246) %
It's time for a change and a new government should be voted in	60	64	64	66	67	66	66	70
Now would be the wrong time to make a change	33	31	30	27	26	28	30	20
DK/NA/Ref	7	5	6	7	7	6	4	10

	B.C.							
	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) %	Dec 10-12 (n=199) %
It's time for a change and a new government should be voted in	42	51	53	59	53	50	54	55
Now would be the wrong time to make a change	50	41	39	35	39	40	36	37
DK/NA/Ref	8	8	8	7	8	10	10	8

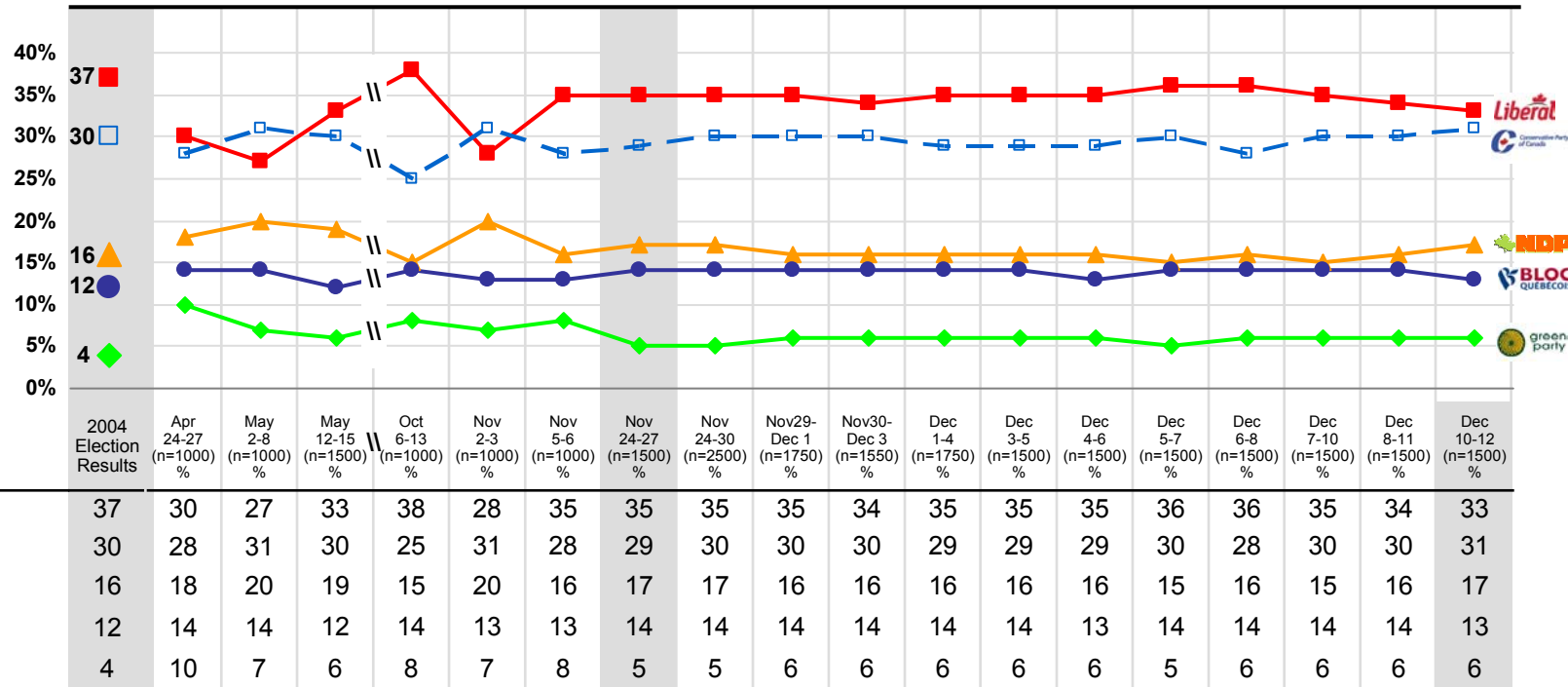
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Q. Some people have been saying it's time for a change and that a new government should be voted in. Other people have said that now would be the wrong time to make a change and we should return the Liberals to power. Which one of these two views best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

Base: Total sample

# How would Canadians vote if an election were held today?

Canada



↑ Pre-Election Benchmark

- 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

\ \ Results not shown (Jun 6-9, Jul 5-10, Aug 3-7, Sep 7-13)

# 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) %	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) %	Dec 5-7 (n=370) %	Dec 6-8 (n=371) %	Dec 7-10 (n=370) %	Dec 8-11 (n=371) %	Dec 10-12 (n=371) %	
Liberal	34	16	16	25	25	22	30	30	28	28	26	29	30	32	29	27	26	26	24
Conservative	9	9	8	14	7	7	5	8	8	8	8	8	6	4	4	7	8	10	10
NDP	5	8	11	9	6	10	9	7	7	6	6	4	4	6	6	7	6	6	7
Bloc Quebecois	49	55	56	48	57	57	50	54	55	55	56	54	56	53	56	54	56	55	54
Green Party	3	12	8	4	6	5	6	2	3	4	4	5	4	5	5	5	4	3	5

		Rest of Canada*																	
2004 Election Results %	Apr 24-27 (n=687) %	May 2-8 (n=776) %	May 12-15 (n=1002) %	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) %	Dec 5-7 (n=1129) %	Dec 6-8 (n=1129) %	Dec 7-10 (n=1129) %	Dec 8-11 (n=1129) %	Dec 10-12 (n=1129) %	
Liberal	38	35	31	36	42	30	37	37	37	38	37	37	37	37	37	39	38	37	36
Conservative	37	34	39	36	31	38	36	37	37	38	37	36	37	38	38	35	37	37	38
NDP	19	21	23	22	18	23	18	21	20	19	19	20	19	19	19	19	18	19	20
Green Party	5	10	7	6	9	8	8	5	6	6	7	7	6	6	7	7	7	7	6

		Ontario																	
2004 Election Results %	Apr 24-27 (n=329) %	May 2-8 (n=338) %	May 12-15 (n=509) %	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) %	Dec 5-7 (n=569) %	Dec 6-8 (n=569) %	Dec 7-10 (n=569) %	Dec 8-11 (n=569) %	Dec 10-12 (n=569) %	
Liberal	45	38	34	43	50	37	44	40	41	43	42	44	43	43	42	45	46	47	44
Conservative	32	30	35	30	30	35	31	35	33	30	30	33	36	36	32	30	29	32	32
NDP	18	23	25	21	12	20	18	20	20	20	19	18	17	16	17	16	17	17	18
Green Party	4	9	7	6	8	8	7	5	6	7	9	8	7	5	5	7	7	7	6

\*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

\\ Results not shown (Jun 6-9, Jul 5-10, Aug 3-7, Sep 7-13)

# 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) %	Dec 5-7 (n=246) %	Dec 6-8 (n=246) %	Dec 7-10 (n=246) %	Dec 8-11 (n=246) %	Dec 10-12 (n=246) %	
Liberal	25	19	27	28	25	25	23	23	22	26	27	21	18	21
Conservative	53	56	50	52	59	58	57	55	54	53	52	59	60	59
NDP	15	21	18	16	14	14	15	16	17	15	15	12	14	14
Green Party	5	4	6	4	2	3	5	6	7	6	6	8	8	6

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) %	Dec 5-7 (n=199) %	Dec 6-8 (n=199) %	Dec 7-10 (n=199) %	Dec 8-11 (n=200) %	Dec 10-12 (n=199) %	
Liberal	29	37	35	34	31	31	33	34	29	30	28	30	30	29
Conservative	36	23	30	32	34	34	30	31	31	29	28	29	32	32
NDP	27	28	29	26	25	25	28	27	31	31	33	31	30	30
Green Party	6	12	6	9	10	10	9	8	9	10	11	10	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