



The Strategic Counsel

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A Report To The Globe and Mail and CTV

Federal Election – Vote Intention,
Leader Debate, Impressions of
Party Leaders

December 18, 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 on December 15th, 17th and 18th.
- ◆ The following table outlines the sample distribution and associated margin of error to date.

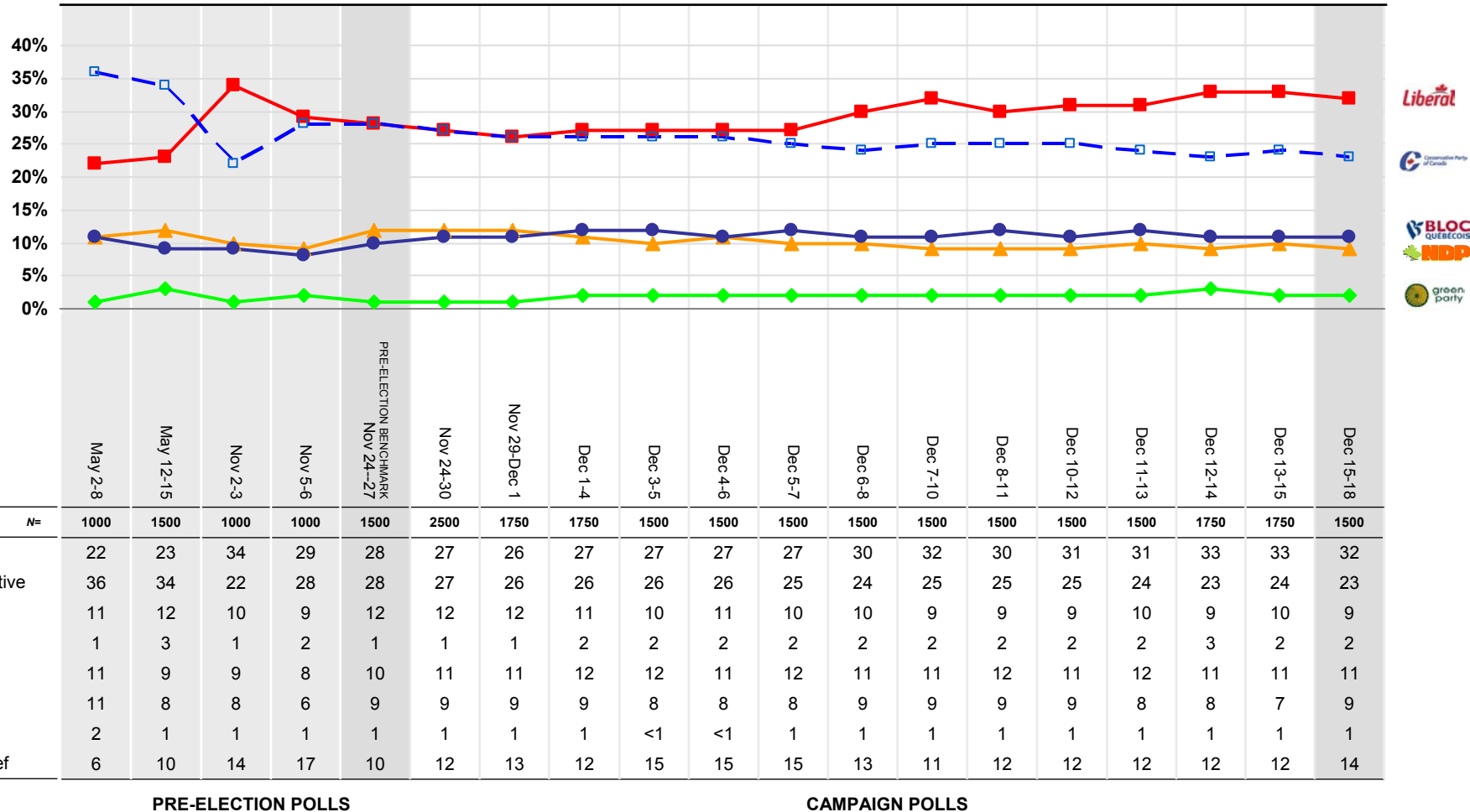
Sample Distribution and Margin of Error

Region	Dec 15-18		Dec 17-18	
	Sample Size	Margin of Error (±)	Sample Size	Margin of Error (±)
Canada	1500	2.5	1000	3.1
Quebec	371	5.1	247	6.3
Rest of Canada	1129	2.9	753	3.6
Ontario	569	4.1	379	5.0
British Columbia	199	7.0		
Prairies	246	6.3		
West			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	May 12-15	Nov 2-3	Nov 5-6	BENCHMARK Nov 24-27	Nov 24-30	Nov 29-Dec 1	Dec 1-4	Dec 3-5	Dec 4-6	Dec 5-7	Dec 6-8	Dec 7-10	Dec 8-11	Dec 10-12	Dec 11-13	Dec 12-14	Dec 13-15	Dec 15-18
N=		247	370	247	247	370	617	432	432	371	370	370	371	370	371	371	371	432	432	371
Liberal		14	17	24	32	27	26	28	30	29	28	26	26	26	26	26	24	26	27	28
Conservative		26	23	13	11	13	12	12	9	9	8	10	11	11	11	10	10	9	11	9
NDP		8	6	7	5	6	6	5	3	4	4	5	5	5	4	6	7	6	6	4
Green		<1	2	1	2	1	1	1	1	1	2	1	1	1	1	1	2	1	1	1
BQ		43	36	36	31	42	43	45	47	47	47	46	45	45	47	46	47	46	45	44
None		6	8	8	3	5	5	5	7	5	5	5	7	7	5	5	4	5	4	7
Other		<1	2	1	2	1	1	<1	-	-	-	<1	<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	5	6	5	6
		PRE-ELECTION POLLS						CAMPAIGN POLLS												

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																		
		Rest of Canada*																		
		May 2-8	May 12-15	Nov 2-3	Nov 5-6	BENCHMARK Nov 24-27	Nov 24-30	Nov 29-Dec 1	Dec 1-4	Dec 3-5	Dec 4-6	Dec 5-7	Dec 6-8	Dec 7-10	Dec 8-11	Dec 10-12	Dec 11-13	Dec 12-14	Dec 13-15	Dec 15-18
N=		753	1130	753	753	1130	1882	1318	1318	1129	1129	1129	1129	1129	1129	1129	1129	1318	1318	1129
Liberal		24	24	38	29	29	28	25	26	27	26	28	31	33	32	32	34	36	35	33
Conservative		39	38	24	33	32	31	31	32	32	31	30	28	29	30	29	29	27	28	28
NDP		13	14	12	10	15	14	14	14	12	13	12	12	10	11	10	11	10	11	11
Green		1	3	1	2	2	1	2	2	2	2	2	3	3	2	3	3	3	3	2
None		13	8	9	7	10	10	11	10	9	9	9	10	10	10	11	9	9	8	10
Other		2	1	1	-	1	1	1	1	<1	1	1	1	2	2	1	1	1	1	1
DK/NA/Ref		8	12	15	19	12	14	16	15	18	18	18	15	13	13	14	13	14	14	16
		PRE-ELECTION POLLS					CAMPAIGN POLLS													

*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																		
		Ontario																		
		May 2-8	May 12-15	Nov 2-3	Nov 5-6	BENCHMARK Nov 24-27	Nov 24-30	Nov 29-Dec 1	Dec 1-4	Dec 3-5	Dec 4-6	Dec 5-7	Dec 6-8	Dec 7-10	Dec 8-11	Dec 10-12	Dec 11-13	Dec 12-14	Dec 13-15	Dec 15-18
N=		379	569	379	379	569	948	663	663	569	568	569	569	569	569	569	568	663	663	569
Liberal		25	25	39	29	31	30	28	30	33	32	33	37	40	39	38	38	43	42	37
Conservative		35	38	24	35	31	29	27	27	28	28	25	24	24	25	25	25	25	25	26
NDP		14	14	12	9	14	15	16	14	11	12	12	11	9	9	9	11	9	10	12
Green		2	2	1	1	1	2	2	3	2	2	2	3	3	3	3	3	3	3	2
None		13	9	7	9	11	10	10	10	9	10	11	11	11	11	11	10	8	8	9
Other		1	1	1	-	2	2	2	1	<1	<1	1	2	2	2	2	1	<1	1	1
DK/NA/Ref		9	11	15	17	10	13	16	15	17	16	16	12	11	11	12	12	12	11	13
		PRE-ELECTION POLLS					CAMPAIGN POLLS													

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																		
		Prairies																		
		May 2-8	May 12-15	Nov 2-3	Nov 5-6	BENCHMARK Nov 24-27	Nov 24-30	Nov 29-Dec 1	Dec 1-4	Dec 3-5	Dec 4-6	Dec 5-7	Dec 6-8	Dec 7-10	Dec 8-11	Dec 10-12	Dec 11-13	Dec 12-14	Dec 13-15	Dec 15-18
N=		165	247	155	164	247	410	287	287	246	246	246	246	246	246	246	246	287	287	246
Liberal		15	15	28	18	23	22	18	16	16	14	17	19	19	18	19	23	21	21	21
Conservative		53	49	31	40	42	42	41	42	45	49	49	44	42	42	41	38	37	40	38
NDP		8	11	10	8	12	11	8	10	11	10	7	6	6	7	7	7	9	9	7
Green		1	3	-	5	1	1	2	3	3	3	1	2	3	3	3	3	3	3	3
None		14	6	14	6	10	11	13	10	6	5	6	10	11	12	11	10	11	10	11
Other		5	1	1	-	1	1	1	1	1	1	1	2	2	2	1	1	1	1	<1
DK/NA/Ref		4	15	16	24	11	12	17	18	18	18	19	17	17	16	18	18	18	16	20
		PRE-ELECTION POLLS					CAMPAIGN POLLS													

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																		
		B.C.																		
		May 2-8	May 12-15	Nov 2-3	Nov 5-6	BENCHMARK Nov 24-27	Nov 29-Dec 1	Dec 1-4	Dec 3-5	Dec 4-6	Dec 5-7	Dec 6-8	Dec 7-10	Dec 8-11	Dec 10-12	Dec 11-13	Dec 12-14	Dec 13-15	Dec 15-18	
N=		132	198	124	133	279	333	233	233	199	200	199	199	199	200	199	199	233	233	199
Liberal		24	31	45	36	23	24	23	26	27	22	23	23	23	24	28	32	33	35	36
Conservative		32	23	17	26	26	26	29	32	31	24	23	22	28	31	29	30	25	26	25
NDP		17	19	15	14	20	18	18	18	17	20	18	21	19	18	14	12	14	13	13
Green		1	6	3	1	2	1	<1	1	1	2	3	3	3	1	3	3	2	<1	-
None		14	6	5	5	10	9	10	9	8	10	8	9	10	12	13	10	11	8	10
Other		2	-	-	-	2	1	2	2	-	-	-	-	-	-	-	<1	<1	<1	1
DK/NA/Ref		10	14	15	17	18	22	18	12	16	22	25	22	17	14	13	13	15	17	16
		PRE-ELECTION POLLS					CAMPAIGN POLLS													

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 12-15	BENCHMARK Nov 24-27	Nov 24-30	Nov 29-Dec 1	Dec 1-4	Dec 3-5	Dec 4-6	Dec 10-11	Dec 10-12	Dec 11-13	Dec 12-14	Dec 13-15	Dec 15-18
N=		1500	1500	2500	1750	1750	1500	1500	1000	1500	1500	1750	1750	1500
	It's time for a change and a new government should be voted in	48	54	55	56	54	54	56	57	58	59	59	58	56
	Now would be the wrong time to make a change	44	39	38	36	38	38	37	33	33	35	35	35	35
	DK/NA/Ref	8	7	7	8	8	8	7	10	9	6	6	7	8
		PRE-ELECTION POLLS			CAMPAIGN POLLS									

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?

		Quebec												
		May 12-15	BENCHMARK Nov 24-27	Nov 24-30	Nov 29-Dec 1	Dec 1-4	Dec 3-5	Dec 4-6	Dec 10-11	Dec 10-12	Dec 11-13	Dec 12-14	Dec 13-15	Dec 15-18
N=		370	370	617	432	432	371	370	247	371	371	432	432	371
	It's time for a change and a new government should be voted in	55	59	61	63	60	61	61	63	64	67	65	64	62
	Now would be the wrong time to make a change	39	37	34	32	34	34	34	30	30	29	30	31	32
	DK/NA/Ref	6	4	4	5	6	5	5	7	6	4	5	5	6

		Rest of Canada*												
		May 12-15	BENCHMARK Nov 24-27	Nov 24-30	Nov 29-Dec 1	Dec 1-4	Dec 3-5	Dec 4-6	Dec 10-11	Dec 10-12	Dec 11-13	Dec 12-14	Dec 13-15	Dec 15-18
N=		370	370	617	432	432	371	370	247	371	371	1318	1318	1129
	It's time for a change and a new government should be voted in	47	52	53	53	52	52	54	54	56	56	57	55	54
	Now would be the wrong time to make a change	45	40	39	38	39	39	38	35	34	36	36	37	36
	DK/NA/Ref	8	8	8	9	9	9	8	11	10	8	7	8	9

PRE-ELECTION POLLS

CAMPAIGN POLLS

*Note: Rest of Canada includes all provinces except Quebec

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Base: Total sample

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

		Ontario												
		May 12-15	BENCHMARK Nov 24-27	Nov 24-30	Nov 29-Dec 1	Dec 1-4	Dec 3-5	Dec 4-6	Dec 10-11	Dec 10-12	Dec 11-13	Dec 12-14	Dec 13-15	Dec 15-18
N=		569	569	948	663	663	569	568	379	569	568	663	663	569
	It's time for a change and a new government should be voted in	42	49	49	48	46	48	50	48	51	53	54	53	52
	Now would be the wrong time to make a change	49	43	42	42	43	42	41	38	38	39	40	41	39
	DK/NA/Ref	9	8	9	11	11	10	9	14	11	8	6	6	9
				PRE-ELECTION POLLS										
				CAMPAIGN POLLS										

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Base: Total sample

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

		Prairies											
		May 12-15	BENCHMARK Nov 24-27	Nov 24-30	Nov 29-Dec 1	Dec 1-4	Dec 3-5	Dec 4-6	Dec 10-12	Dec 11-13	Dec 12-14	Dec 13-15	Dec 15-18
N=		247	247	410	287	287	246	246	246	246	287	287	246
	It's time for a change and a new government should be voted in	60	64	64	66	67	66	66	70	67	66	68	65
	Now would be the wrong time to make a change	33	31	30	27	26	28	30	20	26	26	25	26
	DK/NA/Ref	7	5	6	7	7	6	4	10	7	8	7	9

		B.C.											
		May 12-15	BENCHMARK Nov 24-27	Nov 24-30	Nov 29-Dec 1	Dec 1-4	Dec 3-5	Dec 4-6	Dec 10-12	Dec 11-13	Dec 12-14	Dec 13-15	Dec 15-18
N=		198	273	333	233	233	199	200	199	199	233	233	199
	It's time for a change and a new government should be voted in	42	51	53	59	53	50	54	55	56	57	52	51
	Now would be the wrong time to make a change	50	41	39	35	39	40	36	37	38	35	37	39
	DK/NA/Ref	8	8	8	7	8	10	10	8	6	8	11	11

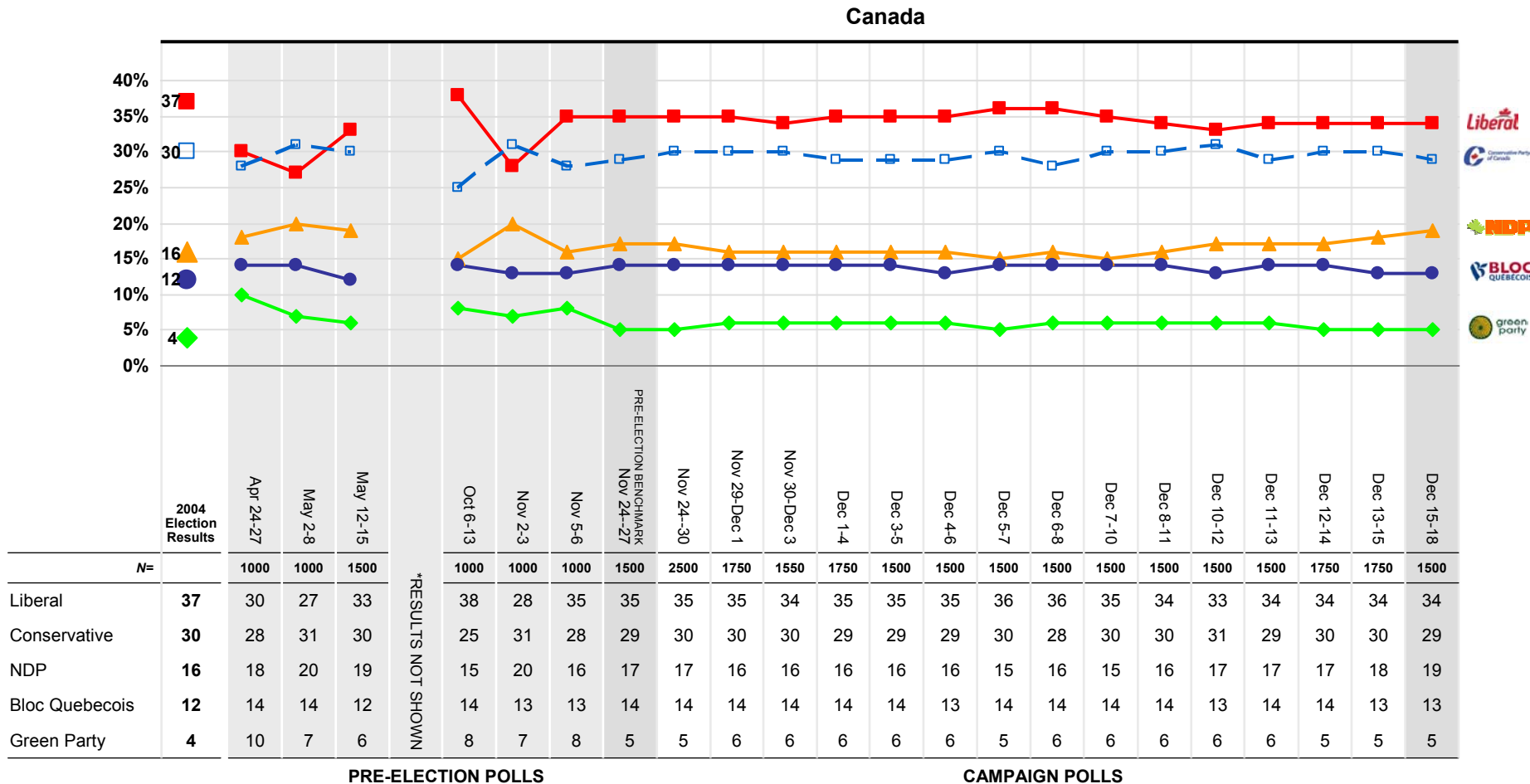
PRE-ELECTION POLLS

CAMPAIGN POLLS

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Base: Total sample

How would Canadians vote if an election were held today?



- 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																						
N=	2004 Election Results %	Apr 24-27	May 2-8	May 12-15	*RESULTS NOT SHOWN	Oct 6-13	Nov 2-3	Nov 5-6	BENCHMARK NOV 24-27	Nov 24-30	Nov 29-Dec 1	Nov 30-Dec 3	Dec 1-4	Dec 3-5	Dec 4-6	Dec 5-7	Dec 6-8	Dec 7-10	Dec 8-11	Dec 10-12	Dec 11-13	Dec 12-14	Dec 13-15	Dec 15-18
		219	224	337		500	247	247	370	617	432	398	432	371	370	370	371	370	371	371	371	371	432	432
Liberal	34	16	16	25		25	22	30	30	28	28	26	29	30	32	29	27	26	26	24	22	25	25	23
Conservative	9	9	8	14		7	7	5	8	8	8	8	8	6	4	4	7	8	10	10	9	9	9	10
NDP	5	8	11	9		6	10	9	7	7	6	6	4	4	6	6	7	6	6	7	6	6	8	9
Bloc Quebecois	49	55	56	48		57	57	50	54	55	55	56	54	56	53	56	54	56	55	54	57	56	54	55
Green Party	3	12	8	4		6	5	6	2	3	4	4	5	4	5	5	5	4	3	5	6	4	4	3

PRE-ELECTION POLLS

CAMPAIGN POLLS

- 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?

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** 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																						
		Rest of Canada*																						
		Apr 24-27	May 2-8	May 12-15	**RESULTS NOT SHOWN	Oct 6-13	Nov 2-3	Nov 5-6	BENCHMARK Nov 24-27	Nov 24-30	Nov 29-Dec 1	Nov 30-Dec 3	Dec 1-4	Dec 3-5	Dec 4-6	Dec 5-7	Dec 6-8	Dec 7-10	Dec 8-11	Dec 10-12	Dec 11-13	Dec 12-14	Dec 13-15	Dec 15-18
N=	2004 Election Results %	687	776	1002		753	753	753	1130	1882	1318	1150	1318	1129	1129	1129	1129	1129	1129	1129	1129	1318	1318	1129
Liberal	38	35	31	36		42	30	37	37	37	38	37	37	37	37	37	39	38	37	36	38	37	37	38
Conservative	37	34	39	36		31	38	36	37	37	38	37	36	37	38	38	35	37	37	38	36	37	36	35
NDP	19	21	23	22		18	23	18	21	20	19	19	20	19	19	19	19	18	19	20	20	20	21	22
Green Party	5	10	7	6		9	8	8	5	6	6	7	7	7	6	6	7	7	7	6	6	6	6	6

PRE-ELECTION POLLS

CAMPAIGN POLLS

*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: Decided voters

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How would Canadians vote if an election were held today?

		Region																						
		Ontario																						
N=	2004 Election Results %	Apr 24-27	May 2-8	May 12-15	*RESULTS NOT SHOWN	Oct 6-13	Nov 2-3	Nov 5-6	BENCHMARK NOV 24-27	Nov 24-30	Nov 29-Dec 1	Nov 30-Dec 3	Dec 1-4	Dec 3-5	Dec 4-6	Dec 5-7	Dec 6-8	Dec 7-10	Dec 8-11	Dec 10-12	Dec 11-13	Dec 12-14	Dec 13-15	Dec 15-18
		329	338	509		379	379	379	569	948	663	578	663	569	568	569	569	569	569	569	569	568	663	663
Liberal	45	38	34	43		50	37	44	40	41	43	42	44	43	43	42	45	46	47	44	44	44	43	41
Conservative	32	30	35	30		30	35	31	35	33	30	30	30	33	36	36	32	30	29	32	32	35	33	32
NDP	18	23	25	21		12	20	18	20	20	20	19	18	17	16	17	16	17	17	18	19	16	18	21
Green Party	4	9	7	6		8	8	7	5	6	7	9	8	7	5	5	7	7	7	6	5	5	6	6

PRE-ELECTION POLLS

CAMPAIGN POLLS

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Base: Decided voters

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How would Canadians vote if an election were held today?

		Region																	
		Prairies																	
		2004 Election Results %	May 12-15	BENCHMARK Nov 24-27	Nov 24-30	Nov 29-Dec 1	Nov 30-Dec 3	Dec 1-4	Dec 3-5	Dec 4-6	Dec 5-7	Dec 6-8	Dec 7-10	Dec 8-11	Dec 10-12	Dec 11-13	Dec 12-14	Dec 13-15	Dec 15-18
N=			247	247	410	287	247	287	246	246	246	246	246	246	246	246	287	287	246
Liberal	25	19	27	28	25	25	23	23	22	26	27	21	18	21	25	22	20	25	
Conservative	53	56	50	52	59	58	57	55	54	53	52	59	60	59	54	55	56	50	
NDP	15	21	18	16	14	14	15	16	17	15	15	12	14	14	17	17	18	19	
Green Party	5	4	6	4	2	3	5	6	7	6	6	8	8	6	4	6	6	6	

PRE-ELECTION POLLS

CAMPAIGN POLLS

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Base: Decided voters

How would Canadians vote if an election were held today?

		Region																	
		B.C.																	
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N=			178	273	333	233	209	233	199	200	199	199	199	200	199	199	233	233	199
Liberal	29	37	35	34	31	31	33	34	29	30	28	30	30	29	33	35	36	38	
Conservative	36	23	30	32	34	34	30	31	31	29	28	29	32	32	31	29	29	29	
NDP	27	28	29	26	25	25	28	27	31	31	33	31	30	30	26	30	29	28	
Green Party	6	12	6	9	10	10	9	8	9	10	11	10	8	9	10	6	6	5	
			PRE-ELECTION POLLS					CAMPAIGN POLLS											

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

Overall Impression of Party Leaders

Canada

	May 2-8 (n=1000)			Jun 6-9 (n=1000)			Oct 6-13 (n=1000)			Nov 29-30 (n=1000)			Dec 7-8 (n=1000)			Dec 17-18 (n=1000)			Shift in Favourability (since May) %	Shift in Favourability (since Dec 7-8) %
	Favourable %	Not Favourable %	NET %	Favourable %	Not Favourable %	NET %	Favourable %	Not Favourable %	NET %	Favourable %	Not Favourable %	NET %	Favourable %	Not Favourable %	NET %	Favourable %	Not Favourable %	NET %		
Paul Martin	42	58	-16	44	56	-12	49	51	-2	46	54	-8	47	53	-6	48	52	-4	+6	+1
Stephen Harper	50	50	0	40	60	-20	42	58	-16	42	59	-17	45	55	-10	43	57	-14	-7	-2
Jack Layton	63	37	+26	61	39	+22	60	40	+20	58	42	+16	58	42	+16	62	38	+24	-1	+4
Gilles Duceppe*	72	28	+44	70	30	+40	68	32	+36	76	24	+52	66	34	+32	74	26	+48	+2	+8

Q. Generally speaking, would you say your overall impression of (READ AND ROTATE) is very favourable, somewhat favourable, somewhat unfavourable or very unfavourable?

Note: Percentages shown are the sum of the “very” and “somewhat” for each category.

Base: Excludes “don’t know, refused” responses.

* Quebec only

What is Your Overall Impression of Paul Martin?

	Canada						Quebec						Rest of Canada*					
	May 2-8	Jun 6-9	Oct 6-13	Nov 29-30	Dec 7-8	Dec 17-18	May 2-8	Jun 6-9	Oct 6-13	Nov 29-30	Dec 7-8	Dec 17-18	May 2-8	Jun 6-9	Oct 6-13	Nov 29-30	Dec 7-8	Dec 17-18
N=	1000	1000	1000	1000	1000	1000	247	247	500	247	247	247	753	753	753	753	753	753
NET Favourable	42	44	49	46	47	48	26	33	38	29	35	35	47	47	51	52	51	53
Very Favourable	7	6	9	11	12	10	5	4	7	7	9	5	8	6	9	12	12	11
Somewhat Favourable	35	38	40	35	35	38	21	29	31	22	26	30	39	41	42	40	39	42
Somewhat Unfavourable	31	28	28	26	27	28	34	28	35	34	25	30	30	28	26	24	27	26
Very Unfavourable	27	28	23	28	26	24	40	39	27	37	40	35	24	25	23	24	22	21
NET Unfavourable	58	56	51	54	53	52	74	67	62	71	65	65	53	53	49	48	49	47

	Ontario						West					
	May 2-8	Jun 6-9	Oct 6-13	Nov 29-30	Dec 7-8	Dec 17-18	May 2-8	Jun 6-9	Oct 6-13	Nov 29-30	Dec 7-8	Dec 17-18
N=	379	379	379	379	379	379	297	297	297	297	297	297
NET Favourable	48	51	54	57	56	53	42	42	46	43	43	52
Very Favourable	8	8	10	13	13	12	7	5	9	11	10	8
Somewhat Favourable	40	43	44	44	43	41	35	37	37	32	33	44
Somewhat Unfavourable	31	27	27	22	25	28	29	30	26	27	31	23
Very Unfavourable	21	22	19	21	19	19	29	28	28	30	26	25
NET Unfavourable	52	49	46	43	44	47	58	58	54	57	57	48

*Note: Rest of Canada includes all provinces except Quebec

Q. Generally speaking, would you say your overall impression of (READ AND ROTATE) is very favourable, somewhat favourable, somewhat unfavourable or very unfavourable?
 Base: Excludes "don't know, refused" responses.

What is Your Overall Impression of Stephen Harper?

	Canada						Quebec						Rest of Canada*					
	May 2-8	Jun 6-9	Oct 6-13	Nov 29-30	Dec 7-8	Dec 17-18	May 2-8	Jun 6-9	Oct 6-13	Nov 29-30	Dec 7-8	Dec 17-18	May 2-8	Jun 6-9	Oct 6-13	Nov 29-30	Dec 7-8	Dec 17-18
N=	1000	1000	1000	1000	1000	1000	247	247	500	247	247	247	753	753	753	753	753	753
NET Favourable	50	40	42	42	45	43	44	38	38	37	36	36	51	40	43	43	48	45
Very Favourable	12	7	9	10	9	8	5	3	5	3	3	2	14	8	9	12	11	10
Somewhat Favourable	38	33	33	32	36	35	39	35	33	34	33	34	37	32	34	31	37	35
Somewhat Unfavourable	30	27	29	28	29	28	36	32	31	33	34	32	27	26	29	26	28	27
Very Unfavourable	21	33	29	31	26	29	21	29	31	30	30	32	21	34	28	31	24	28
NET Unfavourable	50	60	58	59	55	57	57	61	62	63	64	64	49	60	57	57	52	55

	Ontario						West					
	May 2-8	Jun 6-9	Oct 6-13	Nov 29-30	Dec 7-8	Dec 17-18	May 2-8	Jun 6-9	Oct 6-13	Nov 29-30	Dec 7-8	Dec 17-18
N=	379	379	379	379	379	379	297	297	297	297	297	297
NET Favourable	47	40	38	39	45	43	57	42	49	50	53	47
Very Favourable	13	7	6	10	8	10	17	10	13	15	15	8
Somewhat Favourable	33	33	32	29	37	33	40	32	36	35	38	39
Somewhat Unfavourable	31	24	31	26	30	31	24	28	24	23	25	23
Very Unfavourable	23	35	31	35	25	26	19	30	27	27	22	30
NET Unfavourable	53	60	62	61	55	57	43	58	51	50	47	53

*Note: Rest of Canada includes all provinces except Quebec

Q. Generally speaking, would you say your overall impression of (READ AND ROTATE) is very favourable, somewhat favourable, somewhat unfavourable or very unfavourable?
 Base: Excludes "don't know, refused" responses.

What is Your Overall Impression of Jack Layton?

	Canada						Quebec						Rest of Canada*					
	May 2-8	Jun 6-9	Oct 6-13	Nov 29-30	Dec 7-8	Dec 17-18	May 2-8	Jun 6-9	Oct 6-13	Nov 29-30	Dec 7-8	Dec 17-18	May 2-8	Jun 6-9	Oct 6-13	Nov 29-30	Dec 7-8	Dec 17-18
N=	1000	1000	1000	1000	1000	1000	247	247	500	247	247	247	753	753	753	753	753	753
NET Favourable	63	61	60	58	58	62	65	60	55	55	53	59	62	62	61	59	60	63
Very Favourable	12	13	11	13	10	15	10	9	8	7	5	11	12	14	12	14	11	16
Somewhat Favourable	51	48	49	45	48	47	56	51	47	48	48	48	50	47	49	45	49	47
Somewhat Unfavourable	26	26	26	25	26	25	27	26	32	30	29	27	25	26	24	24	25	25
Very Unfavourable	12	13	14	17	16	13	8	14	13	15	18	14	13	12	15	17	15	12
NET Unfavourable	37	39	40	42	42	38	35	40	45	45	47	41	38	38	39	41	40	37

	Ontario						West					
	May 2-8	Jun 6-9	Oct 6-13	Nov 29-30	Dec 7-8	Dec 17-18	May 2-8	Jun 6-9	Oct 6-13	Nov 29-30	Dec 7-8	Dec 17-18
N=	379	379	379	379	379	379	297	297	297	297	297	297
NET Favourable	66	66	64	64	59	63	56	56	54	53	58	61
Very Favourable	14	17	12	17	12	15	10	12	10	12	9	17
Somewhat Favourable	52	49	52	47	47	48	46	44	44	41	49	44
Somewhat Unfavourable	23	23	22	20	28	25	29	30	29	28	24	26
Very Unfavourable	11	11	14	16	13	12	15	14	17	19	18	13
NET Unfavourable	34	34	36	36	41	37	44	44	46	47	42	39

*Note: Rest of Canada includes all provinces except Quebec

Q. Generally speaking, would you say your overall impression of (READ AND ROTATE) is very favourable, somewhat favourable, somewhat unfavourable or very unfavourable?
 Base: Excludes "don't know, refused" responses.

What is Your Overall Impression of Gilles Duceppe?

		Quebec					
		May 2-8	Jun 6-9	Oct 6-13	Nov 29-30	Dec 7-8	Dec 17-18
	N=	247	247	500	247	247	247
NET Favourable		72	70	68	76	66	74
Very Favourable		28	30	23	31	27	31
Somewhat Favourable		45	40	45	45	39	43
Somewhat Unfavourable		18	15	18	9	15	12
Very Unfavourable		10	15	14	15	19	14
NET Unfavourable		28	30	32	24	34	26

Q. Generally speaking, would you say your overall impression of (READ AND ROTATE) is very favourable, somewhat favourable, somewhat unfavourable or very unfavourable?
 Base: Excludes "don't know, refused" responses.

Did Canadians watch or listen to the Federal Leaders Debate?

	Canada	Region			
		Quebec	Rest of Canada*	Ontario	West
	Dec 17-18	Dec 17-18	Dec 17-18	Dec 17-18	Dec 17-18
N=	1000	247	753	379	297
	%	%	%	%	%
Yes	38	42	37	33	43
No	62	58	63	67	57

*Note: Rest of Canada includes all provinces except Quebec

Q. Did you watch or listen to the Federal Leader debate on Thursday (French only) / Friday (English only)?
 Base: Total sample

Did Canadians read or hear anything about the Federal Leaders Debate?

	Canada	Region			
		Quebec	Rest of Canada*	Ontario	West
	Dec 17-18	Dec 17-18	Dec 17-18	Dec 17-18	Dec 17-18
N=	622	144	478	256	169
	%	%	%	%	%
Yes	41	57	36	36	32
No	59	43	64	64	68

*Note: Rest of Canada includes all provinces except Quebec

Q. Did you read or hear anything about the Federal Leaders Debate?
 Base: Among those who did not watch or listen to the debate

How did the leaders do during the debate?

N=	Canada			Region							
				Quebec		Rest of Canada*		Ontario		West	
	Dec 17-18			Dec 17-18		Dec 17-18		Dec 17-18		Dec 17-18	
	630			185		445		215		181	
	Better than expected	Worse than expected	NET	Better than expected	Worse than expected	Better than expected	Worse than expected	Better than expected	Worse than expected	Better than expected	Worse than expected
%	%	%	%	%	%	%	%	%	%	%	
Paul Martin	17	21	-4	15	21	18	20	14	18	20	22
Stephen Harper	13	18	-5	11	29	14	14	16	18	12	8
Jack Layton	19	9	+10	17	10	20	9	23	7	16	12
Gilles Duceppe	16	11	+5	26	7	13	13	12	12	15	13
DK/NA/Ref	35	41	-6	31	32	35	45	35	45	38	46

Q. Which one of the federal party leaders, Paul Martin, Stephen Harper, Jack Layton or Gilles Duceppe ... did better than you expected? Did worse than you expected?
 Base: Those who watched, listened to, read or heard anything about the Federal Leaders Debate

Who do Canadians think won the debate?

	Canada	Region			
		Quebec	Rest of Canada*	Ontario	West
	Dec 17-18	Dec 17-18	Dec 17-18	Dec 17-18	Dec 17-18
N=	630	185	445	215	181
	%	%	%	%	%
Paul Martin	21	16	23	26	18
Stephen Harper	11	4	14	13	15
Jack Layton	6	2	8	8	8
Gilles Duceppe	15	39	5	5	6
DK/NA/Ref	47	39	50	48	54

*Note: Rest of Canada includes all provinces except Quebec

Q. Which one of the federal party leaders, Paul Martin, Stephen Harper, Jack Layton or Gilles Duceppe ... won the debate?
 Base: Those who watched, listened to, read or heard anything about the Federal Leaders Debate

Did Canadians hear anything that would cause them to change their vote?

	Canada	Region			
		Quebec	Rest of Canada*	Ontario	West
	Dec 17-18	Dec 17-18	Dec 17-18	Dec 17-18	Dec 17-18
N=	630	185	445	215	181
	%	%	%	%	%
Yes	4	2	5	4	7
No	95	97	94	95	92
DK/NA/Ref	1	<1	1	<1	1

*Note: Rest of Canada includes all provinces except Quebec

Q. Did you see or hear anything that would cause you to change your vote?
 Base: Those who watched, listened to, read or heard anything about the Federal Leaders Debate