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(41% Vs. 34% For Conservatives)*

*NDP (16%, -1 Point) And Green (5%, Unchanged) Trail While  
Bloc Continues Dominance In Quebec (55% vs. 26% Liberals)*



**Ipsos Reid**

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## **GRITS (34%, +1 POINT) HAVE MINORITY EDGE AS TORY (30%, -1 POINT) ADS AND MEDIA STRATEGY FAIL TO IMPRESS**

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Toronto, ON – Findings from the latest CanWest News Service/Global News survey conducted by Ipsos Reid give Paul Martin and the Liberals (34%, +1 point from a December 1<sup>st</sup> Ipsos Reid survey) a minority edge lead over what would appear to be a “stalled” Stephen Harper and the Conservative Party (30%, -1 point). In fact, the survey now shows that in the crucial seat rich province of Ontario the Liberals (41%, +3 points) now hold a 7 point lead over the Conservatives (34%, -1 point).

Meanwhile, the NDP (16%, - 1 point) and the Green Party (5%, unchanged) continue to distantly trail the front-running parties. And in Quebec, the Bloc Quebecois (55%, -2 point) have more than double the federal votes than do the Liberals (26%, unchanged).

This poll notes a substantial rise in the undecided vote from last the last federal survey, having risen 6 points from 8% last week to 14% today.

What is significant about the latest poll is that despite a strategy of having leader Stephen Harper make almost daily media dominating policy announcements-- ranging from cutting the GST to giving parents daycare money to new fisheries legislation-- against a backdrop of Tory ads that currently are the only Campaign ads so far, there apparently has been no immediate payoff. At this stage a two-pronged hypothesis could be advanced:



- That this dominant exposure of Mr. Harper at the outset of the campaign may have simply done the opposite of its intentions by reminding those who voted against him and his party last time why they did so and why they might want to do the same again; or
- Voters may not be following the campaign in any detail and have simply “parked” their vote until after the debates or the New Year.

*These are the findings of an Ipsos Reid poll conducted for CanWest News Service/Global News and fielded from December 6<sup>th</sup> to December 8<sup>th</sup> 2005. For the 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  $\pm 3.1$  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.*

### ***Liberals (34%, +1 Point) Hold Edge On Conservatives (30%, -1 Points)...***

If a federal election were held tomorrow, 34% of decided voters would cast their ballot for the federal Liberals (+1 point from a December 1<sup>st</sup> poll), 30% would vote Conservative (-1 point), 16% would vote NDP (-1 point), and 5% would vote for the Green Party (unchanged).

In Quebec, the Bloc Quebecois has 55% of federal support (-2 points) versus 26% for the federal Liberals (unchanged).

Among all Canadians, 14% are undecided, refused to say whom they would vote for, or don't know (up from 8% a week ago).



Parties	Election Results							
	June 28, 2004	Nov 13-15, 2005	Nov 22-24, 2005	Nov 28-29, 2005	Nov 28-Dec 1, 2005	Dec 6-8, 2005	Movement From Last Poll	Since 2004 Election
The Conservative Party	30%	27%	30%	31%	31%	30%	-1%	0%
The Liberals	37%	36%	34%	31%	33%	34%	1%	-3%
The New Democratic Party	16%	16%	16%	18%	17%	16%	-1%	0%
The Bloc Quebecois	12%	13%	15%	14%	14%	14%	0%	2%
The Green Party	4%	6%	5%	5%	5%	5%	0%	1%

**Regional Highlights:**

- The Liberals (41%, +3 points) now hold a notable 7-point lead over the Conservatives (34%, -1 point) in the key province of Ontario.
- The Liberals (35%, +4 points) have moved into the lead in tightly contested British Columbia, as the NDP (30%, +4 points) follow closely and the Conservatives (27%, -7 points) trail further back.
- The race in Atlantic Canada appears to be closer now as the Conservatives sit at 36% (+4 points) and the Liberals sit at 40% (-8 points).



*Regional Tables...*

Parties	Ontario		
	Nov 28-Dec 1, 2005	Dec 6-8, 2005	Change
The Conservative Party	35%	34%	-1%
The Liberals	38%	41%	3%
The NDP	20%	17%	-3%
The Green Party	6%	6%	0%

Parties	Quebec		
	Nov 28 - Dec 1, 2005	Dec 6-8, 2005	Change
The Conservative Party	7%	7%	0%
The Liberals	26%	26%	0%
The NDP	7%	8%	1%
The Bloc Quebecois	57%	55%	-2%
The Green Party	2%	4%	2%

Parties	British Columbia		
	Nov 28-Dec 1, 2005	Dec 6-8, 2005	Change
The Conservative Party	34%	27%	-7%
The Liberals	31%	35%	4%
The NDP	26%	30%	4%
The Green Party	8%	8%	0%

Parties	Alberta		
	Nov 28-Dec 1, 2005	Dec 6-8, 2005	Change
The Conservative Party	63%	56%	-7%
The Liberals	19%	29%	10%
The NDP	11%	11%	0%
The Green Party	7%	4%	-3%



Parties	Saskatchewan/Manitoba		
	Nov 28-Dec 1, 2005	Dec 6-8, 2005	Change
The Conservative Party	43%	42%	-1%
The Liberals	29%	30%	1%
The NDP	23%	22%	-1%
The Green Party	3%	5%	2%

Parties	Atlantic Canada		
	Nov 28-Dec 1, 2005	Dec 6-8, 2005	Change
The Conservative Party	32%	36%	4%
The Liberals	48%	40%	-8%
The NDP	18%	18%	0%
The Green Party	1%	4%	3%

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