

# THE FEDERAL ELECTION AT TEN DAYS TO GO

## *Ad Furor Wake Does Little To Shift Overall National Vote But Atlantic Canadians Now Tilt Tory*

### *Harper Now Ties With Martin As Choice For "Best PM"*



**Ipsos Reid**

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### *Harper Now Ties With Martin As Choice For "Best PM"*

**Toronto, ON** – After a week that witnessed a furor on the campaign trail over a slate of new Liberal ads--with particular focus on one that attacked Stephen Harper's position on having the Canadian military more prominent in some key urban centres-- a new Ipsos Reid poll conducted for CanWest News Service/Global News suggests that in the controversy's wake, overall national voting intentions have not changed since the last sounding except, directionally, in Atlantic Canada.

However it would appear that for the first time, Stephen Harper (32%, +1 point from a Nov 29, 2004 survey) is chosen by as many Canadians for "best Prime Minister" as is the incumbent Prime Minister Paul Martin (31%, -8 points).

The poll was conducted over days of intense debate about one of twelve newly released Liberal election ads.

According to the survey, among Canadians who say they are either "absolutely certain" (68%) or "very likely" (15%) to vote on Election Day, 39% support the Conservative Party (+2 points), 29% support the Liberals (+3 points), 18% support the NDP (unchanged), 9% support the Bloc Quebecois nationally (-4 points), and 5% support the Green Party (unchanged).<sup>1</sup>

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<sup>1</sup> While overall decided voter intentions of the entire population represent the traditional standard in vote measurement, Ipsos Reid also reviews vote intentions among those who say they are either "absolutely certain" or "very likely" to vote in the upcoming January 23<sup>rd</sup> election, as this subgroup of the population provides a more focused presentation of vote intentions among those who will actually show up at the ballot box come Election Day.



Among all Canadians, 37% of voters would cast their ballot for the Conservative Party (+2 points), 29% for the Liberals (-2 points), 18% for the New Democratic Party (unchanged), and 5% for the Green Party (unchanged).

And, in Quebec, the Bloc Quebecois attract 43% of federal votes (-2 points) versus 24% for the Liberals (+1 point) and 21% for the Conservatives (+2 points).

Further, it would appear that recent campaigning by Stephen Harper and the Conservatives in Atlantic Canada has paid dividends in vote support, as the Conservatives (42%, +9 points) now directionally lead over the NDP (30%, +7 points) and the Liberals (26%, -16 points) in this region.

*These are the findings of an Ipsos Reid poll conducted for CanWest News Service/Global News and fielded from January 10<sup>th</sup> to January 12<sup>th</sup>, 2006. For this survey, a representative randomly selected sample of 1000 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 Census data.*

	Total	British Columbia	Alberta	Sask/Man	Ontario	Quebec	Atlantic Canada
	1000	139	96	67	385	237	76
Margin of Error +/-%	3.1	8.3	10	12	5	6.4	11.2



## *Ad Furor Wake Does Little To Shift Overall National Vote But Atlantic Canadians Now Tilt Tory...*

### *Among Those Likely To Vote, Tories (39%) Vs. Grits (29%)...*

While overall decided voter intentions of the entire population represent the traditional standard in vote measurement, Ipsos Reid also reviews vote intentions among those who say they are either “absolutely certain” (68%) or “very likely” (15%) to vote in the upcoming January 23<sup>rd</sup> election. This subgroup of the population provides a more focused presentation of vote intentions among those who will actually show up at the ballot box come Election Day.

Among Canadians who say they are either “absolutely certain” or “very likely” to vote on Election Day (83% of Canadians), 39% support the Conservative Party (+2 points), 29% support the Liberals (+3 points), 18% support the NDP (unchanged), 9% support the Bloc Quebecois (-4 points), and 5% support the Green Party (unchanged).

Ten percent are undecided about which party they will vote for.

Absolutely Certain/Likely to Vote				
	Jan 2-5th, 2006	Jan 6-8th, 2006	Jan 10-12, 2006	Change
	N=1633	N=7787	N=827	
The Conservative Party	35%	37%	39%	2%
The Liberals	31%	26%	29%	3%
The New Democratic Party (NDP)	18%	18%	18%	0%
The Bloc Quebecois (BQ)	10%	13%	9%	-4%
Green Party	4%	5%	5%	0%



***Among All Canadians, Tories (37%, +2 Points), Grits (29%, -2 Points), NDP (18%, Unchanged), Bloc Quebecois (43%, -2 Points In Quebec)...***

If a federal election were held tomorrow, 37% of voters would cast their ballot for the Conservative Party (+2 points), 29% for the Liberals (-2 points), 18% for the New Democratic Party (unchanged), and 5% for the Green Party (unchanged).

Meanwhile, in Quebec, the Bloc Quebecois attract 43% of federal votes (-2 points) versus 24% for the Liberals (+1 point) and 21% for the Conservatives (+2 points).

Thirteen percent of voters are undecided, refused to say whom they would vote for, or don't know.

Parties	Election Results June 28, 2004	Dec 9-11, 2005	Dec 20-22, 2005	Dec 29-30, 2005	Jan 2-5, 2006	Jan 10-12, 2006	Movement From Last Poll	Since 2004 Election
The Conservative Party	30%	27%	32%	33%	35%	37%	2%	7%
The Liberals	37%	36%	33%	32%	31%	29%	-2%	-8%
The New Democratic Party	16%	17%	16%	18%	18%	18%	0%	2%
The Bloc Quebecois	12%	14%	13%	12%	10%	10%	0%	-2%
The Green Party	4%	5%	5%	5%	5%	5%	0%	1%

***Regional Highlights:***

- In Quebec, the Liberals (24%, +1 point) are locked in a tight race with the Conservatives (21%, +2 points) for the federalist vote, while the Bloc Quebecois (43%, -2 points) continues to dominate.
- Recent campaigning by Stephen Harper and the Conservatives in Atlantic Canada appears to have paid dividends in vote support, as the Conservatives (42%, +9 points) now directionally lead over the NDP (30%, +7 points) and the Liberals (26%, -16 points) in this region.



## ***Harper (32%, +1 Point) Now Ties With Martin (31%, -8 Points) As Choice For “Best PM” ...***

It would appear that for the first time, Stephen Harper (32%, +1 point from a Nov 29, 2004 survey) is chosen by as many Canadians for “best Prime Minister” as is the incumbent Paul Martin (31%, -8 points). Twenty percent choose Jack Layton (-3 points). A further 17% “don’t know”.

	June 17th, 2004	Nov 29th, 2004	Jan 10- 12, 2006	Change
<b>Paul Martin, leader of the Liberal Party</b>	38%	39%	31%	-8%
<b>Stephen Harper, leader of the Conservative Party</b>	28%	31%	32%	1%
<b>Jack Layton, leader of the NDP</b>	14%	23%	20%	-3%

- Endorsement of Stephen Harper as the best Prime Minister is highest in Alberta (44%), Saskatchewan/Manitoba (42%), and Quebec (35%).
- Paul Martin is chosen most often in Ontario and Atlantic Canada (both at 35%), and British Columbia (33%).
- Support for Jack Layton is relatively stable across all regions of the country.

## Regional Vote Tables:

N=385	Ontario		
	Jan 2-5, 2006	Jan 10-12, 2006	Change
The Conservative Party	39%	40%	1%
The Liberals	34%	37%	3%
The NDP	20%	19%	-1%
The Green Party	6%	4%	-2%

N=237	Quebec		
	Jan 2-5, 2006	Jan 10-12, 2006	Change
The Conservative Party	19%	21%	2%
The Liberals	23%	24%	1%
The NDP	9%	7%	-2%
The Bloc Quebecois	45%	43%	-2%
The Green Party	4%	3%	-1%

N=139	British Columbia		
	Jan 2-5, 2006	Jan 10-12, 2006	Change
The Conservative Party	35%	30%	-5%
The Liberals	33%	28%	-5%
The NDP	24%	25%	1%
The Green Party	7%	16%	9%

N=96	Alberta		
	Jan 2-5, 2006	Jan 10-12, 2006	Change
The Conservative Party	51%	59%	8%
The Liberals	29%	16%	-13%
The NDP	13%	17%	4%
The Green Party	6%	8%	2%



N=67	Saskatchewan/Manitoba		
	Jan 2-5, 2006	Jan 10-12, 2006	Change
The Conservative Party	41%	45%	4%
The Liberals	28%	32%	4%
The NDP	24%	20%	-4%
The Green Party	3%	3%	0%

N=76	Atlantic Canada		
	Jan 2-5, 2006	Jan 10-12, 2006	Change
The Conservative Party	33%	42%	9%
The Liberals	42%	26%	-16%
The NDP	23%	30%	7%
The Green Party	0%	2%	2%

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*For more information on this news release, please contact:*

*Dr. Darrell Bricker  
President & COO  
Ipsos Reid Public Affairs*

*John Wright  
Senior Vice President  
Ipsos Reid Public Affairs  
(416) 324-2900*

*Alexandra Evershed  
Vice President  
Ipsos Reid Public Affairs  
(613) 241-5802*

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