



FEDERAL ELECTION 2006 : EARLY CAMPAIGN POLL

- *Grits hold 12 point lead nationally*
- *Martin's Liberals ahead of Conservatives by 19 points in key battleground : Ontario*
- *BQ (50%) and Libs (32%) holding steady in Quebec*
- *Liberals holding on to sizeable lead in Atlantic Canada, while Conservatives still dominate Alberta. Three way races in the Prairies and BC, as urban/rural split in voting intentions gives an edge to Harper's Tories*

UNDER EMBARGO
RELEASE DAY AND TIME : DECEMBER 8, 6:00 EST

DETAILED REPORT

Methodology

This Leger Marketing survey was conducted with **2006** adult Canadians between December 2 and December 7, 2005. In total, **151** interviews were conducted in Atlantic Canada, **502** in Quebec, **600** in Ontario, **150** in the Prairie provinces, **300** in Alberta and **300** in BC. A sample of this size yields a maximum margin of error of $\pm 2.2\%$, 19 times out of 20. The data presented here were weighted by age, gender, region and language according to the latest Statistics Canada information.

Founded in 1986, Leger Marketing is the largest independent full-service research firm in Canada, with more than 650 employees spread over its Montreal, Toronto, Edmonton, Winnipeg, Quebec City, New York City and Philadelphia offices. Leger conducts quantitative and qualitative research on behalf of an extensive array of public and private sector clients on a local, national and global level. Leger is the Canadian representative of the Gallup International Association.

1. Grits Maintain 12 Point Lead Over Tories After 10 Days of Campaigning






According to this Leger Marketing survey completed between December 2 to December 7, the Liberal Party of Canada (39%) holds a 12 point lead over the Conservative Party (27%), while the NDP is third in voting intentions at 16%, the Bloc Québécois 12% and the Green Party of Canada 5%.

In Atlantic Canada, the Liberals (47%) enjoy a 16 point lead over the Conservatives (31%), while the NDP is within range (19%) of winning seats. In Quebec, the Bloc holds steady at 50%, while the Liberals, at 32%, remain distant second. This poll result is within 2% of the 2004 election result. The Liberal lead in Ontario stands at 19%, as the Grits are posting numbers (47%) that could win back narrow 2004 losses.

The Prairie provinces are showing a fairly tight three way race, while the urban-rural split in the region should be to the Conservative's advantage. The Conservatives are strong in Alberta (55%), while the Liberal Party (26%) is doing better than its 2004 election result. The three way race in BC could be a nail biter. With these numbers, Conservatives should still be very strong in the Interior.

Table 1 – FEDERAL VOTING INTENTIONS

***Question:** If federal elections were held today, for which of results the following political parties would you be most likely to vote for? Would it be for...? (If the respondent did not have an opinion the following question was asked): Even if you have not yet made up your mind, which political party would you be most likely to vote for?*

	Before Distribution n=2006	After Distribution n=1787	AP n=134	QC n=413	ONT n=690	PR n=126	AB n=187	BC n=238
	35%	39%	47%	32%	47%	39%	26%	32%
	24%	27%	31%	9%	28%	32%	55%	34%
	14%	16%	19%	7%	18%	23%	9%	24%
	10%	12%	-	50%	-	-	-	-
	5%	5%	3%	1%	6%	9%	9%	8%
Other	1%	1%	1%	1%	0%	1%	1%	2%
Abstain/Spoil ballot	6%							
Don't know	4%							
Refusal	1%							






- Distribution of undecided is proportional.

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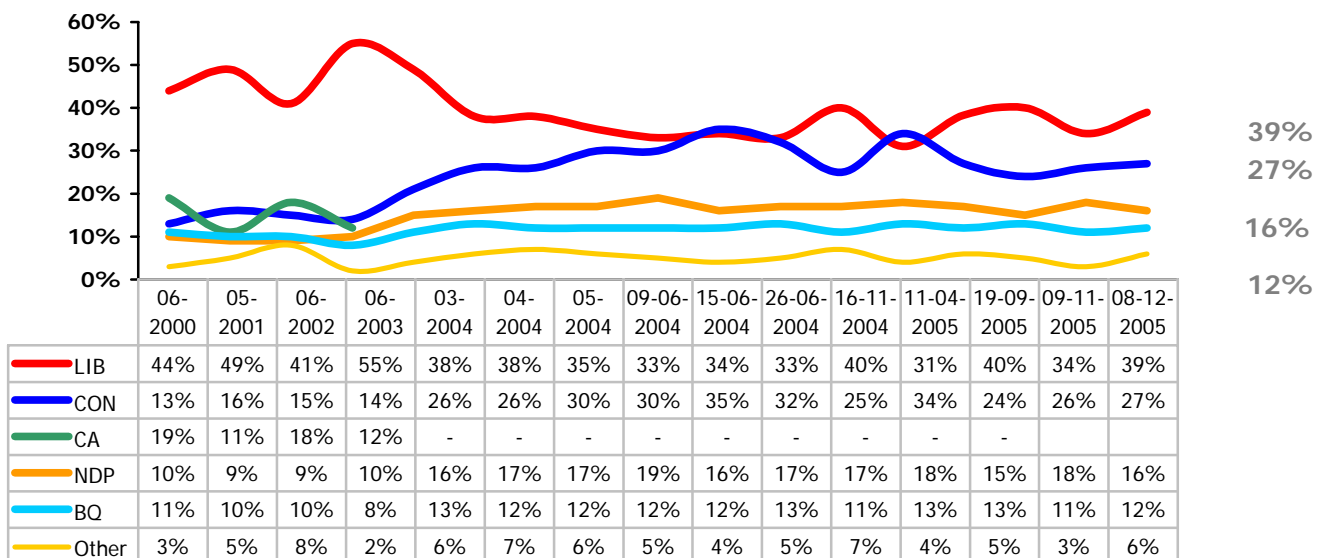
Compared to pre-campaign polling, these new numbers show a fair amount of stability over the past month. According to Leger Marketing President and CEO, Jean-Marc Léger, this poll suggests that:

"There are three magic moments in an electoral campaign where parties can score points. The first few days of the campaign, debate night and the last weekend before the vote. It is during these few days that voters are truly opened to changing their vote. The rest of the campaign often becomes background noise and babble. This survey shows that the Liberals have won the first of the three battles. The Liberals have made gains in all regions, especially in Ontario where they have gone from 40% to 47%. The gap between Grits and Tories which was 13 points in the 2004 election now reaches 19 points."

Table 2 – FEDERAL VOTING INTENTIONS (Decided Voters)

	Election 2004	Pre-election Poll November 9	Early Campaign Poll December 8	Pre /Early campaign change
 Liberal	37%	34%	39%	+ 5%
	30%	26%	27%	+ 1%
	16%	18%	16%	- 2%
	12%	11%	12%	+ 1%
 Green Party Of C. Someday Is Now	4%	7%	5%	- 2%
Other	1%	3%	1%	-2%

**Graph 1: Evolution of Voting Intentions in Canada
June 2000 - December 8 2005**



2. Canadians Prefer Martin Over Harper But the Lead Is Not Insurmountable

When asked who would make the best Prime Minister of Canada among the four leaders who could aspire to the position, Paul Martin (39%) leads by 16 points over Stephen Harper (23%), while Mr. Layton (19%) and Mr. Harris (2%) are respectively third and fourth. It is in Atlantic Canada and Ontario that Mr. Martin gets his highest rating, while Stephen Harper does best in Alberta and the Prairie provinces. Jack Layton is most popular in Quebec and the Prairies. When looking at these numbers by party support, as an indication of potential vote change, only 3% of Liberal supporters feel Mr. Harper would make the best Prime Minister, while 10% of Conservative supporters believe Mr. Martin would make the best PM. Fully 16% of NDP supporters believe Paul Martin is the best choice for PM (compared to 3% for Mr. Harper), while 14% of Green Party supporters feel the same way (compared to 9% for Mr. Harper).

All party leaders' numbers drop when Canadians were asked which leader they would prefer to spend New Year's Eve with. While Paul Martin remains in top spot at 25%, Jack Layton comes in second at 19%, while Stephen Harper is third at 16%.

Table 2 – BEST PRIME MINISTER

Question: *Among the following party leaders, who do you think would make the best Prime Minister of Canada ? Is it...*

(n=2006)	Total	Region						Voting intention				
		AP	QC	ON	PR	AB	BC	Lib	CP	Bloc	NDP	GP
Paul Martin	39%	46%	34%	44%	37%	27%	37%	81%	10%	25%	16%	14%
Stephen Harper	23%	23%	21%	20%	38%	40%	25%	3%	73%	24%	3%	9%
Jack Layton	19%	13%	23%	19%	22%	9%	19%	8%	5%	29%	69%	23%
Jim Harris	2%	2%	1%	3%	3%	5%	2%	1%	2%	1%	0%	29%
Don't know/Refusal	17%	16%	22%	14%	14%	20%	17%	8%	9%	21%	11%	26%

Table 3 – MOST LIKEABLE LEADER

Question: *With which of the following political party leaders would you like to spend New Year's Eve the most? Is it...*

(n=2006)	Total	Region						Voting intention				
		AP	QC	ON	PR	AB	BC	Lib	CP	Bloc	NDP	GP
Paul Martin	25%	33%	18%	29%	25%	25%	25%	52%	10%	6%	12%	12%
Stephen Harper	16%	18%	7%	15%	18%	31%	18%	4%	50%	4%	5%	3%
Jack Layton	19%	16%	13%	26%	21%	11%	20%	16%	12%	13%	53%	19%
Jim Harris	5%	8%	0%	4%	9%	7%	8%	3%	2%	0%	9%	37%
Gilles Duceppe	10%	0%	40%	0%	0%	0%	0%	4%	2%	66%	2%	0%
Don't know/Refusal	25%	16%	22%	27%	27%	25%	29%	21%	24%	11%	18%	29%

3. Canadians Expect A Minority Government, Most Likely Liberal

Overall, 65% of Canadians expect that the next Government of Canada will be in a minority situation. Close to half of Canadians (47%) believe this minority will be Liberal, while 18% expect the Conservatives to form this new minority government.

If we add the 15% who believe the Liberals will be a majority government to the 47% who trust the Liberal minority scenario, the survey shows that 62% of Canadians feel that the Liberals will win the next election, while only 27% say the same about the Conservatives (18% minority + 9% majority).

Table 4 – EXPECTATIONS ABOUT ELECTION OUTCOME

Question: *Do you expect a ...?*

(n=2006)	Total	Region					
		AP	QC	ON	PR	AB	BC
Liberal Minority	47%	45%	55%	47%	43%	38%	44%
Conservative Minority	18%	21%	14%	16%	25%	26%	19%
Liberal Majority	15%	14%	15%	17%	13%	11%	12%
Conservative Majority	9%	13%	7%	7%	8%	14%	11%
Don't know/Refusal	11%	7%	10%	12%	10%	11%	14%

Questionnaire

FED1. If FEDERAL elections were held today, for which of the following political parties would you be most likely to vote for. Would it be for ...?

READ AND ROTATE - ONE MENTION POSSIBLE

...Paul Martin's Liberal Party	01
...Gilles Duceppe's Bloc Québécois	02
...Stephan Harper's Conservative Party	03
...Jack Layton's NDP	04
...Jim Harris' Green Party	05
Other party	96
Would not vote/would spoil ballot	97
Don't know	98
Refusal	99

(IF UNDECIDED, ASK LEANING QUESTION)

FED1R. Even if you have not yet made up your mind, which political party would you be most likely to vote for? Would it be for...

READ AND ROTATE - ONE MENTION POSSIBLE

...Paul Martin's Liberal Party	01
...Gilles Duceppe's Bloc Québécois	02
...Stephan Harper's Conservative Party	03
...Jack Layton's NDP	04
...Jim Harris' Green Party	05
Other party	96
Don't know	98
Refusal	99

Q2. Among the following people, who do you think would make the best Prime Minister of Canada? Is it...

READ AND ROTATE

...Paul Martin	01
...Stephen Harper	02
...Jack Layton	03
...Jim Harris	04
Don't know	98
Refusal	99

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Q3. With which of the following political party leaders would you like to spend New Year's Eve with the most? Is it...

READ AND ROTATE

...Paul Martin	01
...Stephen Harper	02
...Jack Layton	03
...Jim Harris	04
...Gilles Duceppe	05
Don't know	98
Refusal	99

Q4. Do you expect a...

READ AND ROTATE

...Liberal majority government	1
...Liberal minority government	2
...Conservative majority government	3
...Conservative minority government	4
Don't know	8
Refusal	9

SOCIODEMOGRAPHIC DATA

For classification purposes, I now need to ask you a few additional questions.

AGE. Can you tell me in which age group you are, is it between...?

READ LIST

...18-24 years of age	01
...25-34 years of age	02
...35-44 years of age	03
...45-54 years of age	04
...55-64 years of age	05
...65-74 years of age	06
...or 75 years of age or older	07
Refusal	99

LANGU. What is the language you first learned at home in your childhood and that you still understand?

French	1
English	2
Other	3
French and English	7
French and other	4
English and other	5
Other and other	6
Dnk/Refuse	9

GENDER. Record gender

Male	1
Female	2