



Canada 20/20 2006 Election Coverage



*Presentation Prepared for
Vancouver Board of Trade*

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Canada 20/20 Methodology

- Primary data source is the Maclean's Election Surveys run on Innovative Research Group's Canada 20/20 panel.
- 6800 Canadians
- Completes run from 4,000 to 5,000 a wave
- Data weighted by age, region and gender
- Primary advantage – allows us to track the movement of specific people and build causal models
- While panels can have conditioning and attrition effects, our numbers have tracked very closely to the average of the two daily tracking surveys.



Survey Dates

Survey Wave	Start Date	End Date
1st Wave	December 2, 2005	December 12, 2005
2 nd Wave	December 13, 2005	December 19, 2005
3 rd Wave	December 20, 2005	December 26, 2005
4 th Wave	December 27, 2005	January 2, 2006
5 th Wave	January 3, 2006	January 9, 2006
6 th Wave	January 10, 2006	January 16, 2006



Canadian Values Study Methodology

- For the BC state of mind slides, we have used results from our fall Canadian Values study, conducted for the National Post and the Dominion Institute.
- Telephone survey of 815 randomly selected Canadians conducted between September 22 and 24, 3005.
- Margin of error +/- 3.43 %, 19 times out of 20.
- Data weighted by age, region and gender.

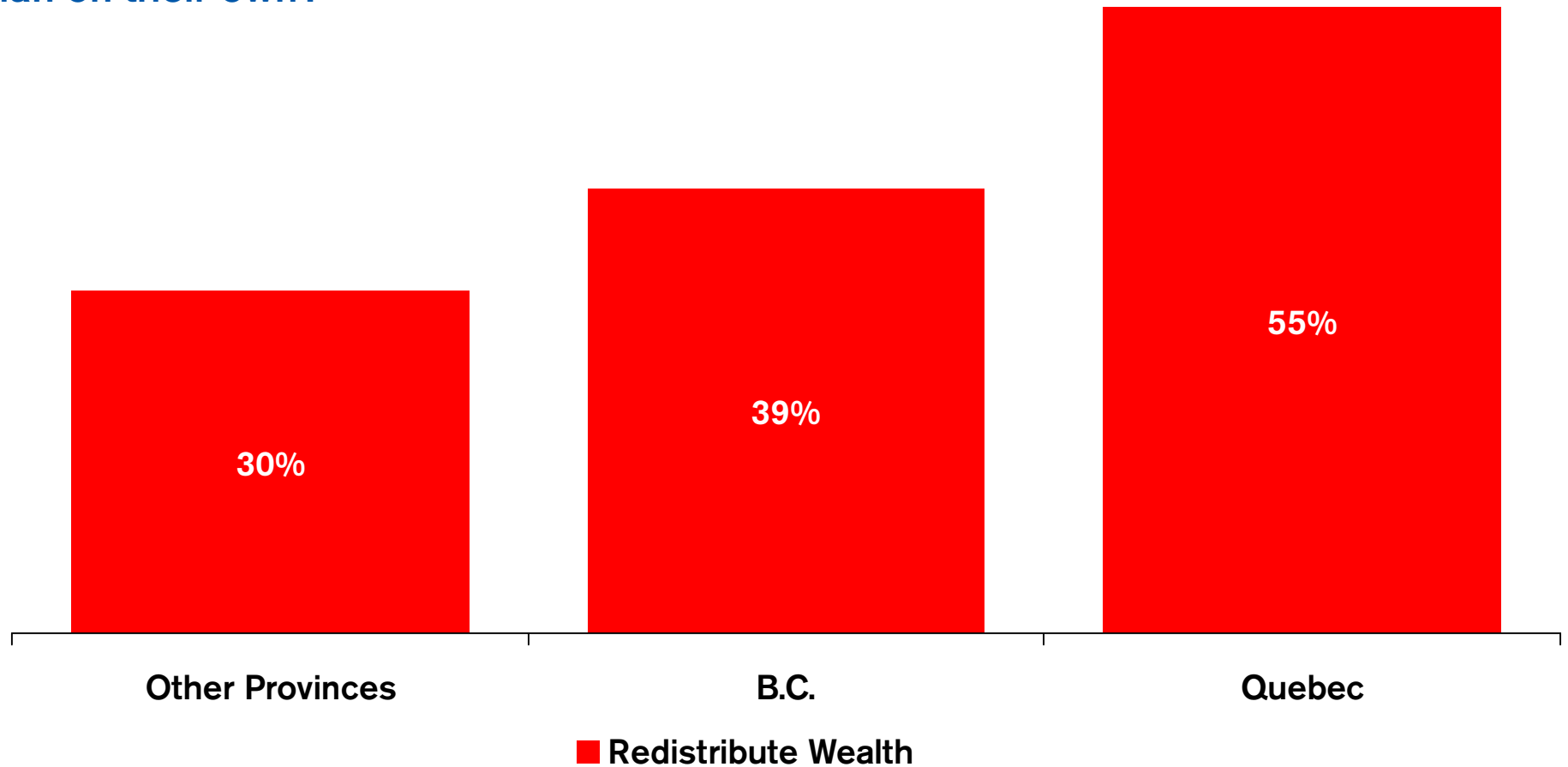


B.C. State of Mind



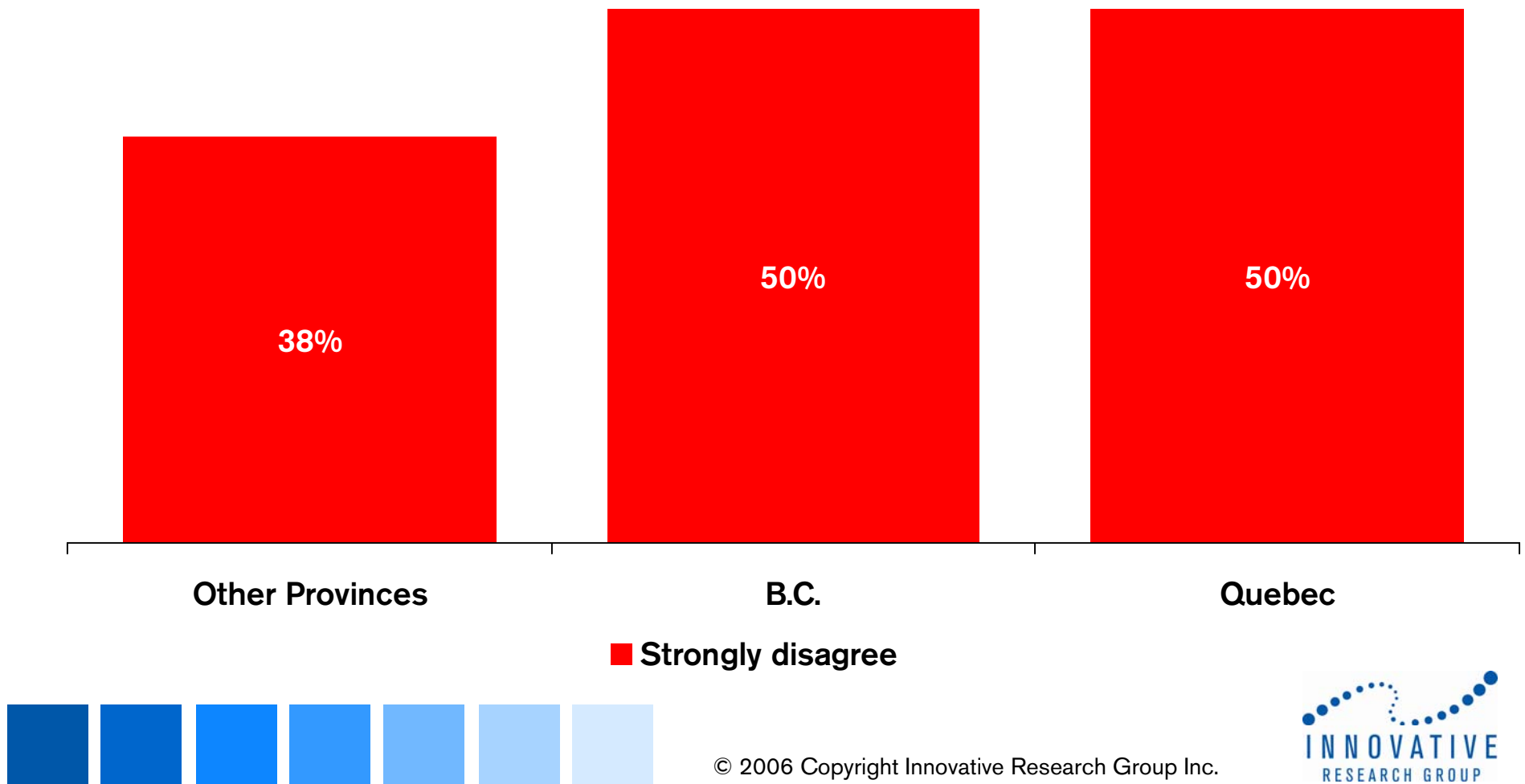
Quebec and BC more likely to say government ⁶ should redistribute wealth

Is the main role of government to (ROTATE) create equal opportunity so everyone can compete on their own OR to redistribute wealth so that the poor have more than on their own?



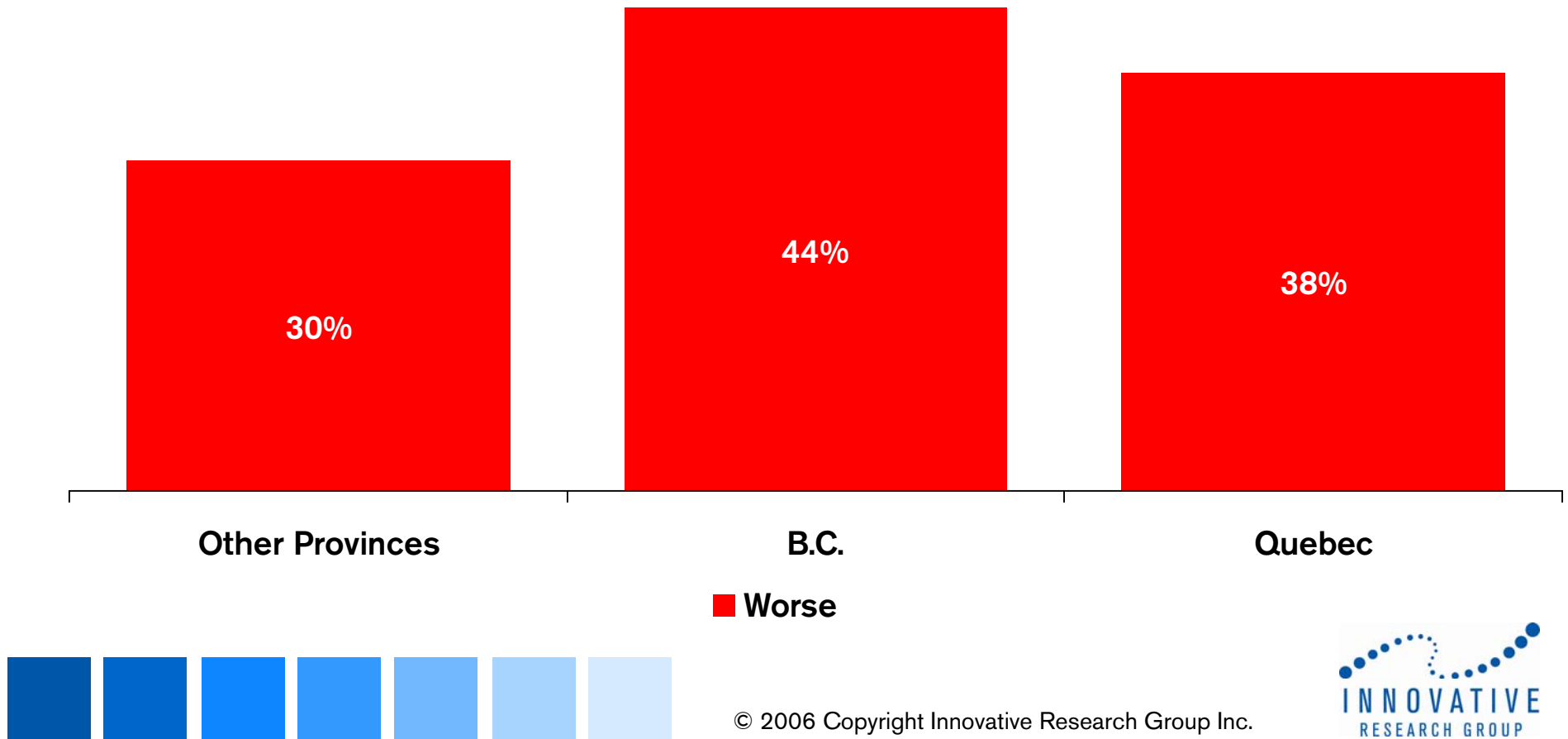
Quebec and BC more 'progressive' on social issues

Sexual relations between two adults of the same sex are morally wrong.



BC feels more aggrieved than Quebec on treatment by Ottawa

Does the federal government treat your province better, worse or about the same as other provinces?



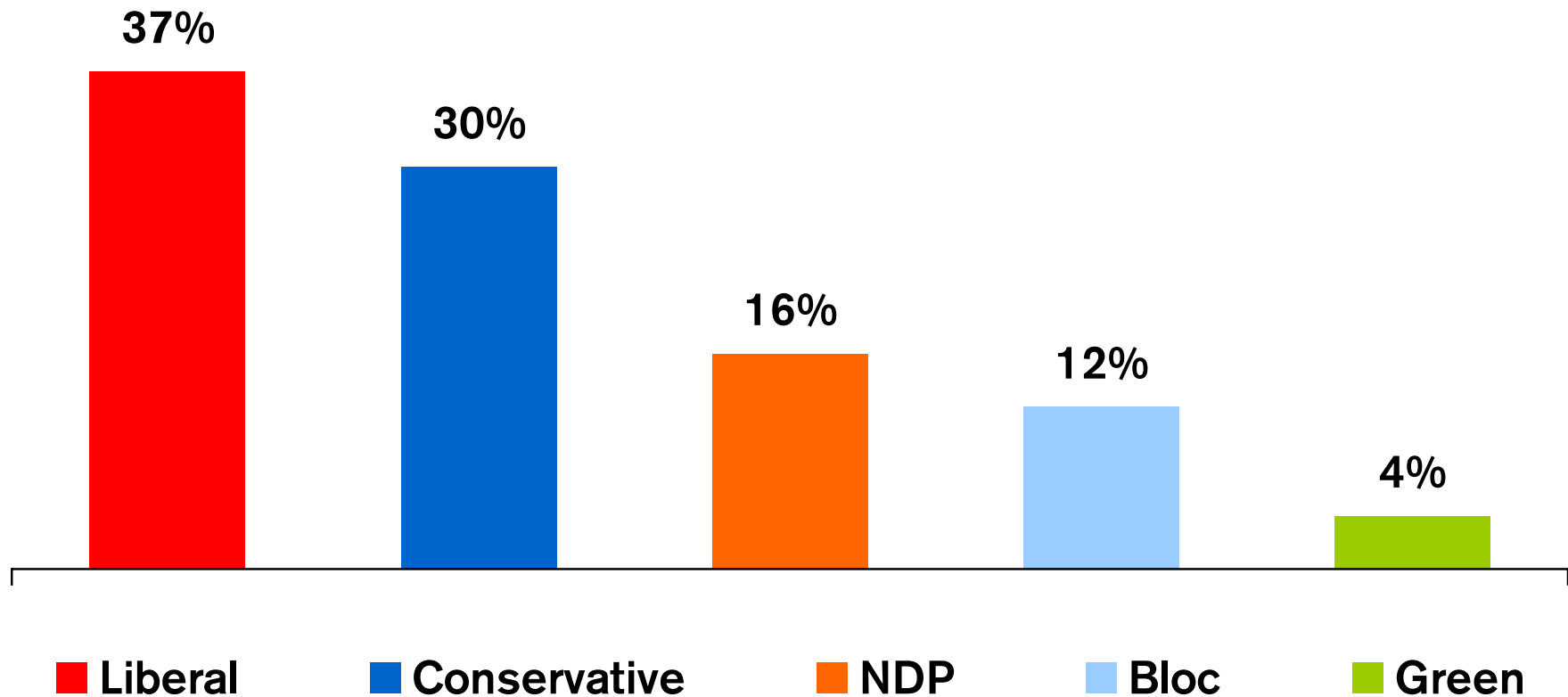
The Horse Race



The National story

Where the parties stood last election

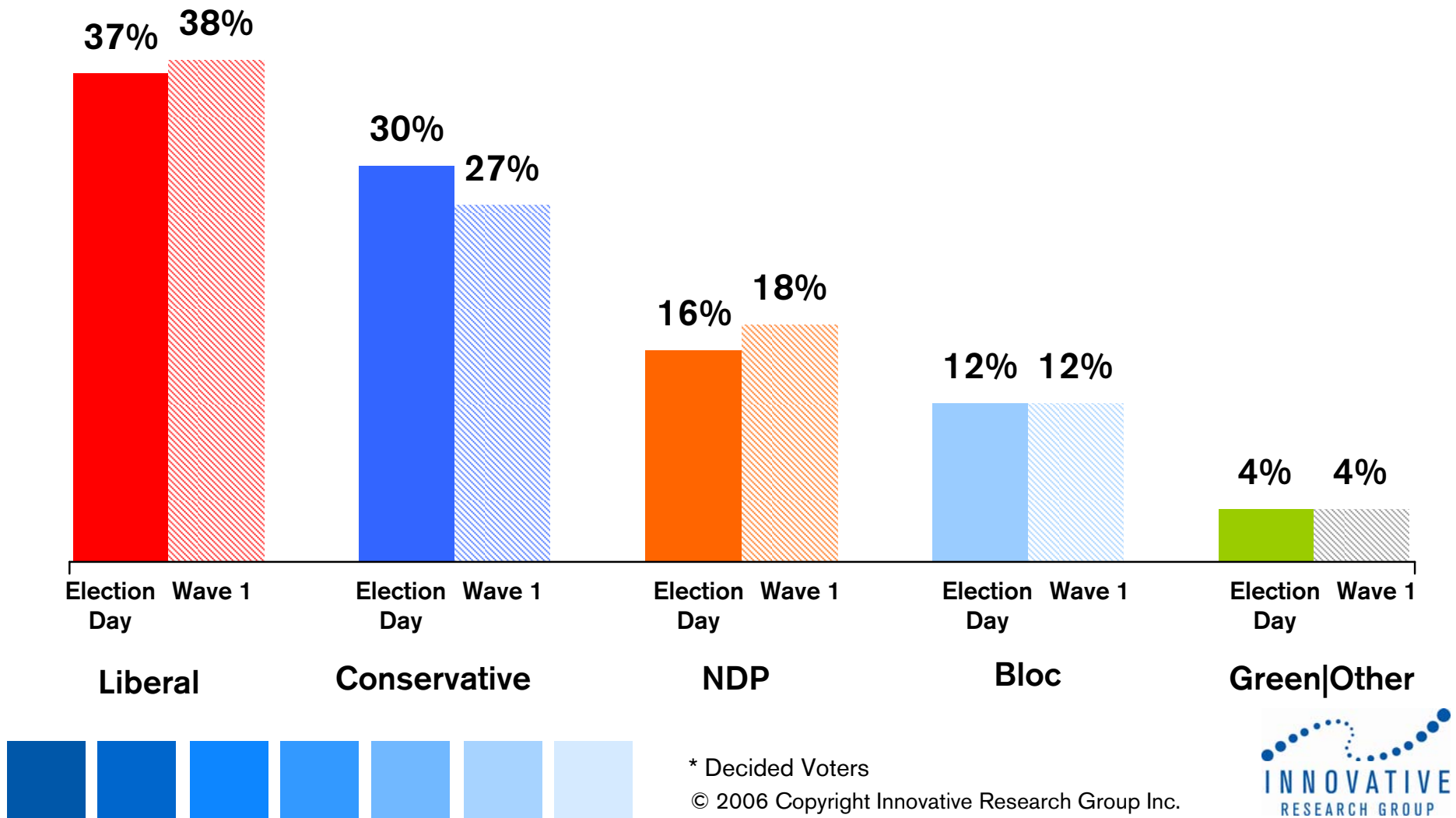
Election Day June 28, 2004 Results



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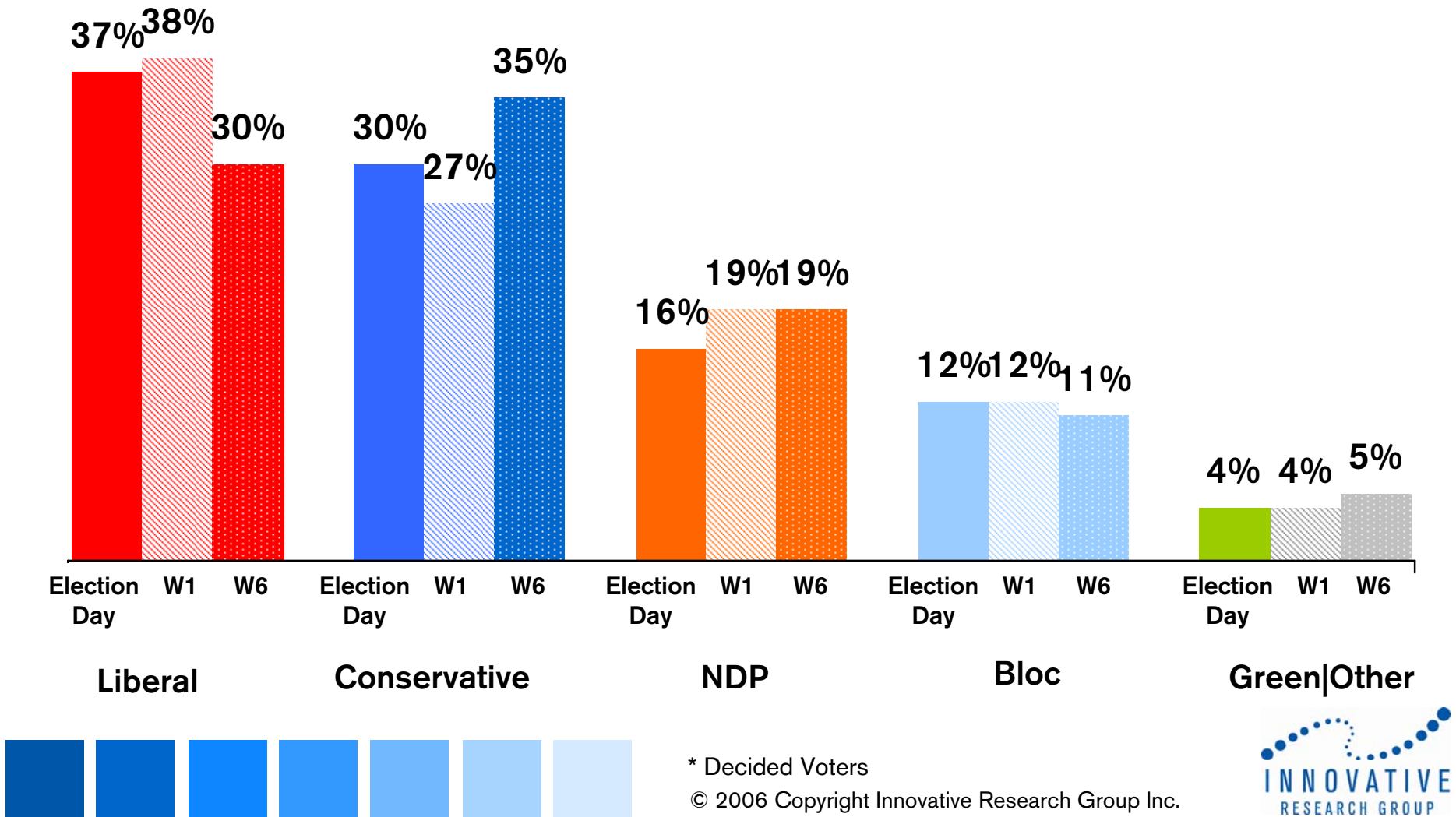
Where the parties stood when the campaign opened

Election Day Results vs. Wave 1 Results* (Dec 2 – Dec 12)



What voters did at the ballot box ... and what voters told us in WAVE 6

Election Day Results vs. Wave 1 Results* vs. Wave 6 Results* (Jan. 10-16)



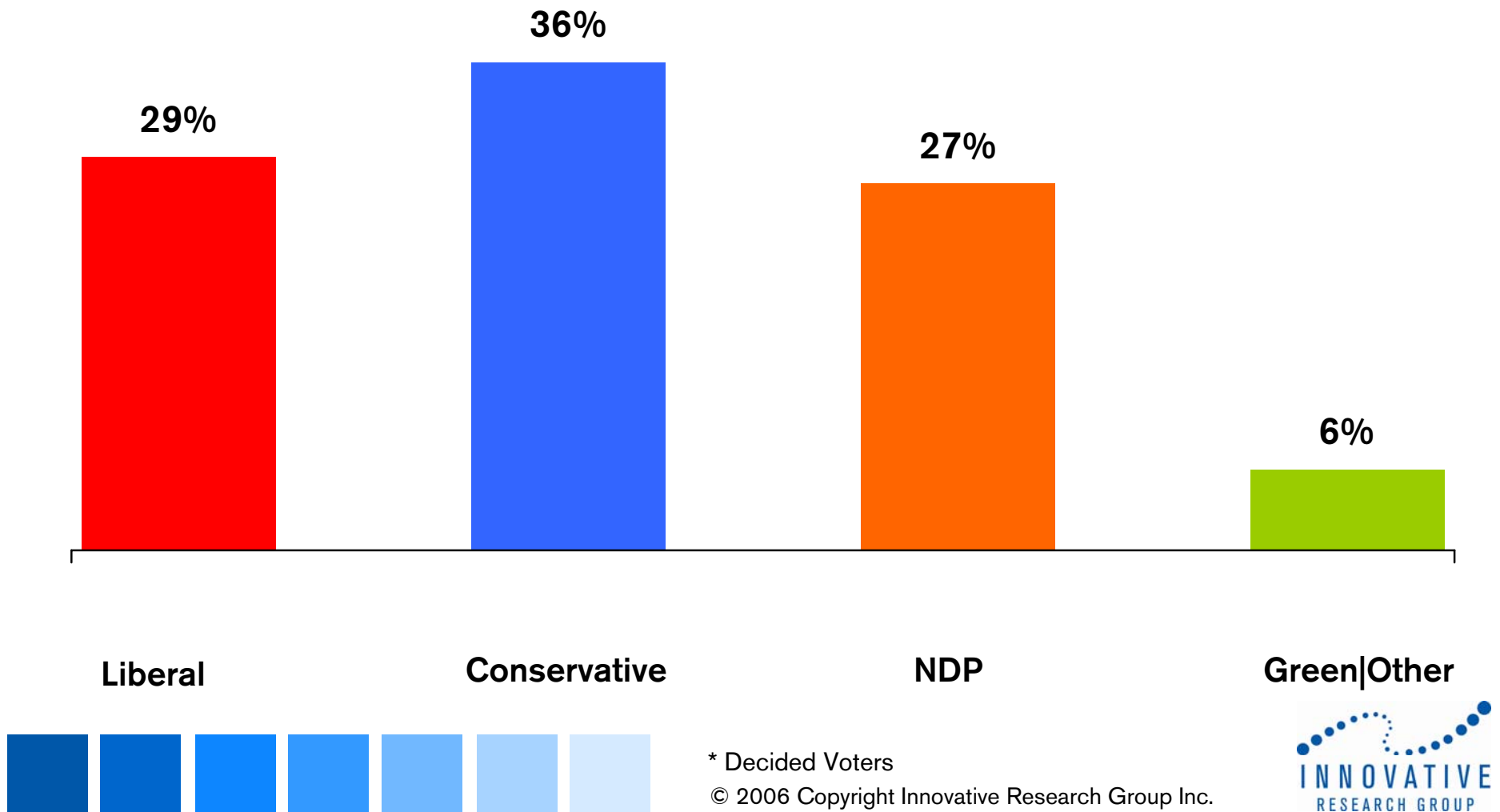
The Horse Race



The B.C. story

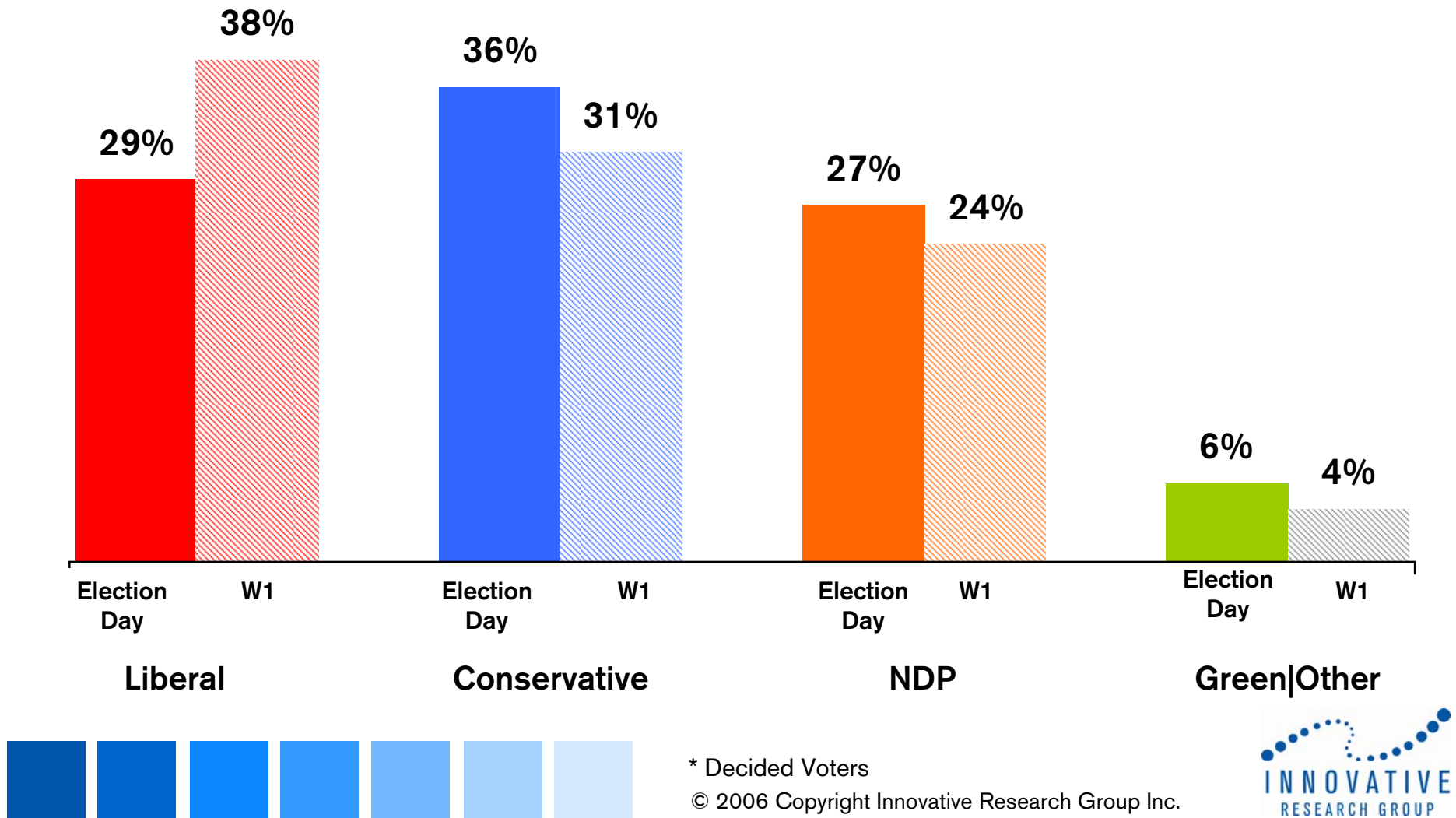
Where the parties stood last election day

B.C. 2004 Election Day Results



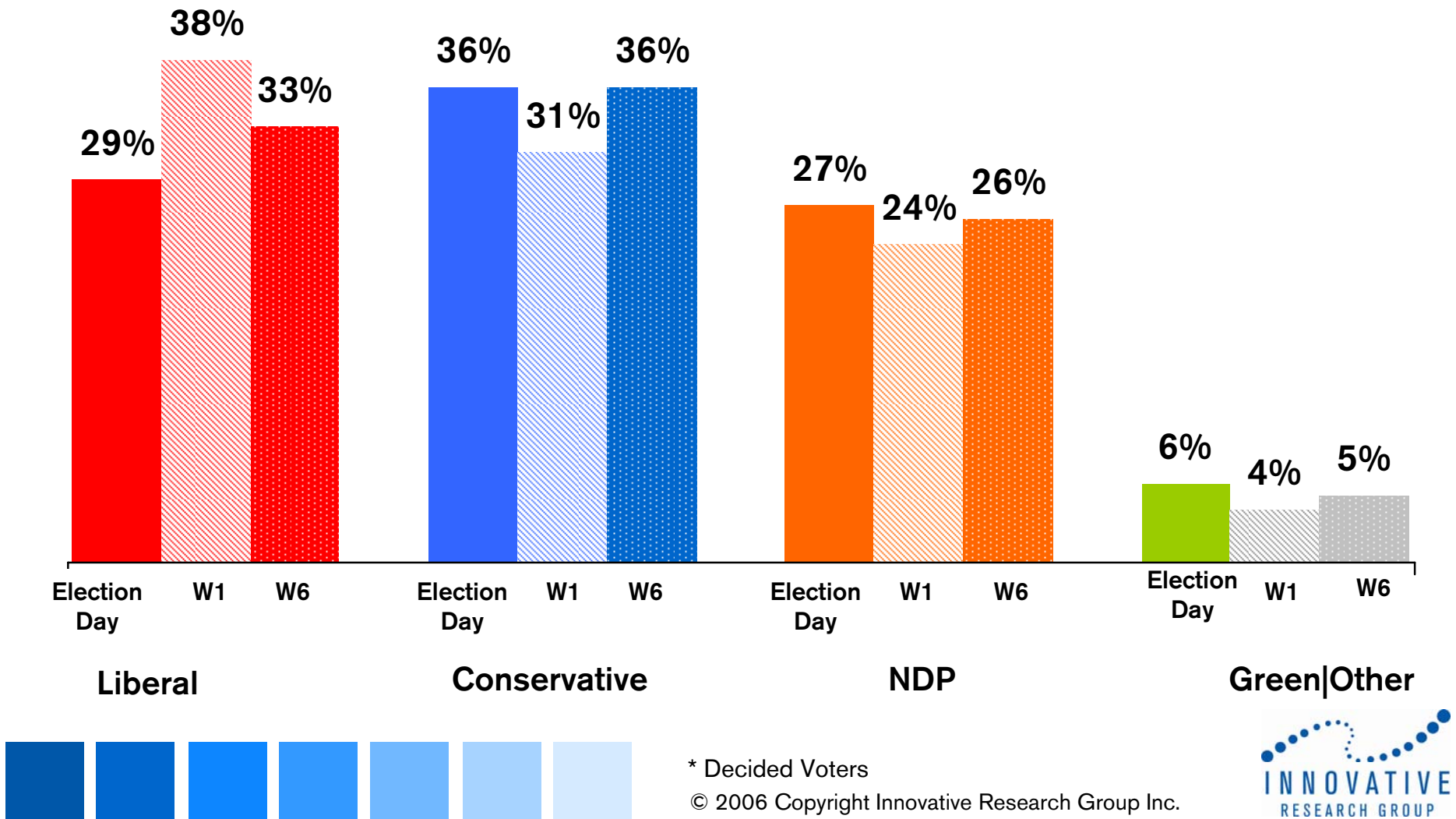
Where the parties stood when the campaign opened in B.C.

Election Day Results vs. Wave 1 Results*



What B.C. voters did at the ballot box ... and what voters told us in WAVE 6

Election Day Results vs. Wave 1 Results* vs. Wave 6 Results* (Jan. 10-16)



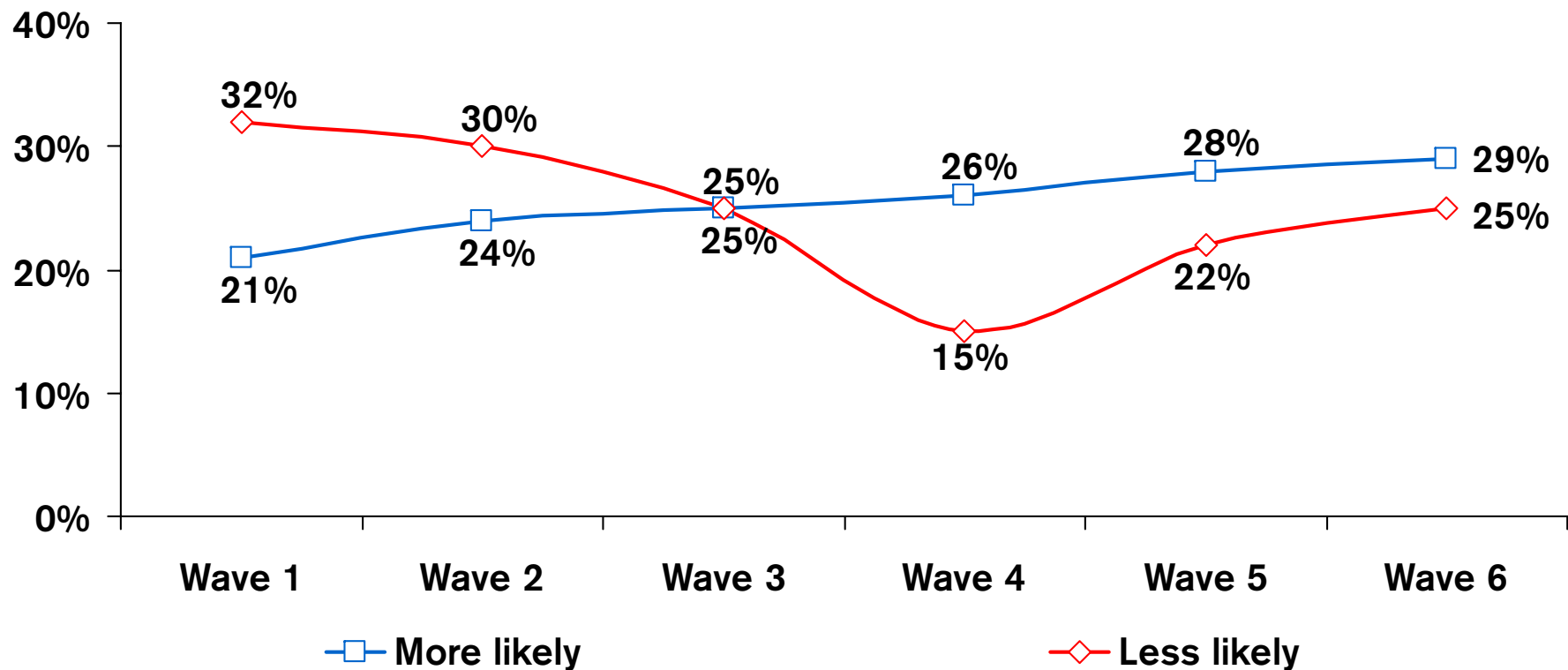
How Did We Get Here?



Communications Impact

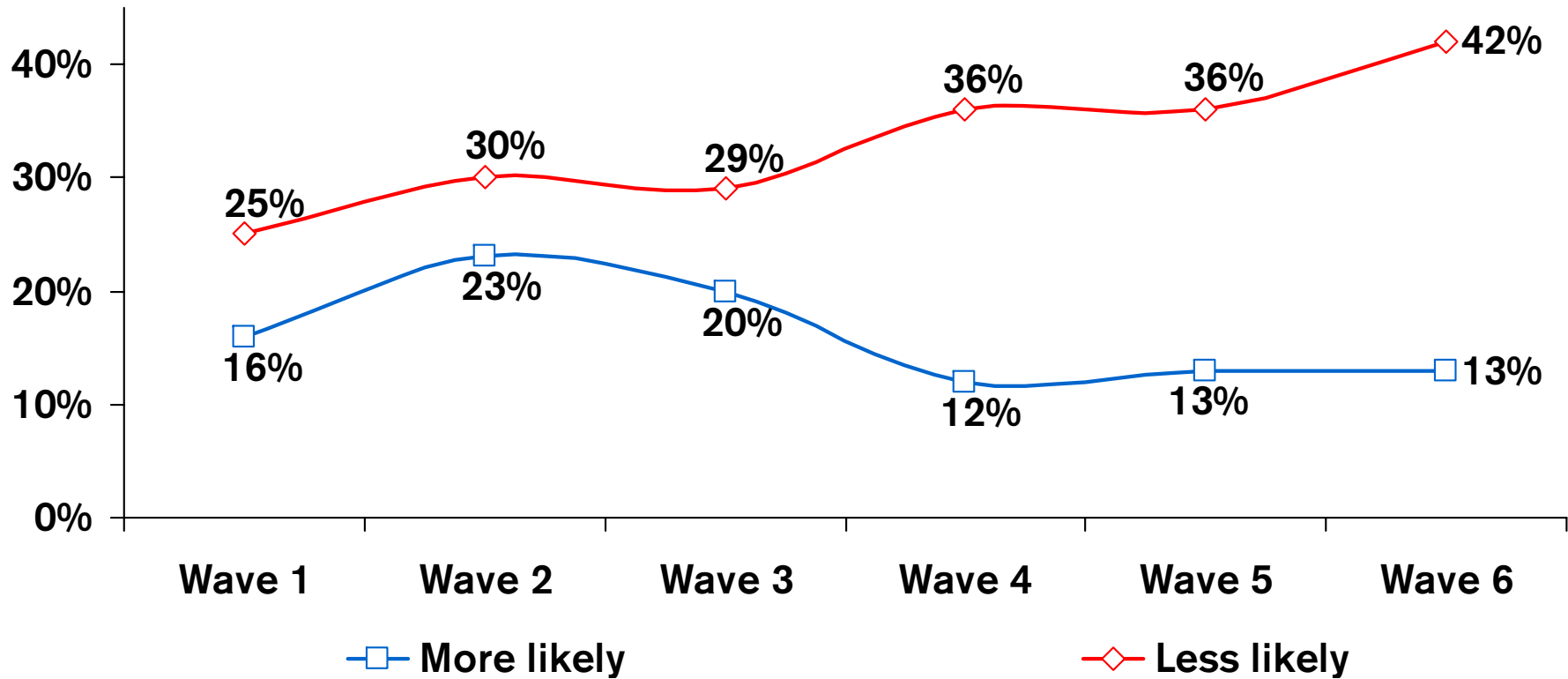
Tories earned gains

Did what you read, saw or heard leave you feeling more or less likely to vote Conservative?



Liberals fail to build positives, side-swiped by negative events

Did what you read, saw or heard leave you feeling more or less likely to vote Liberal?



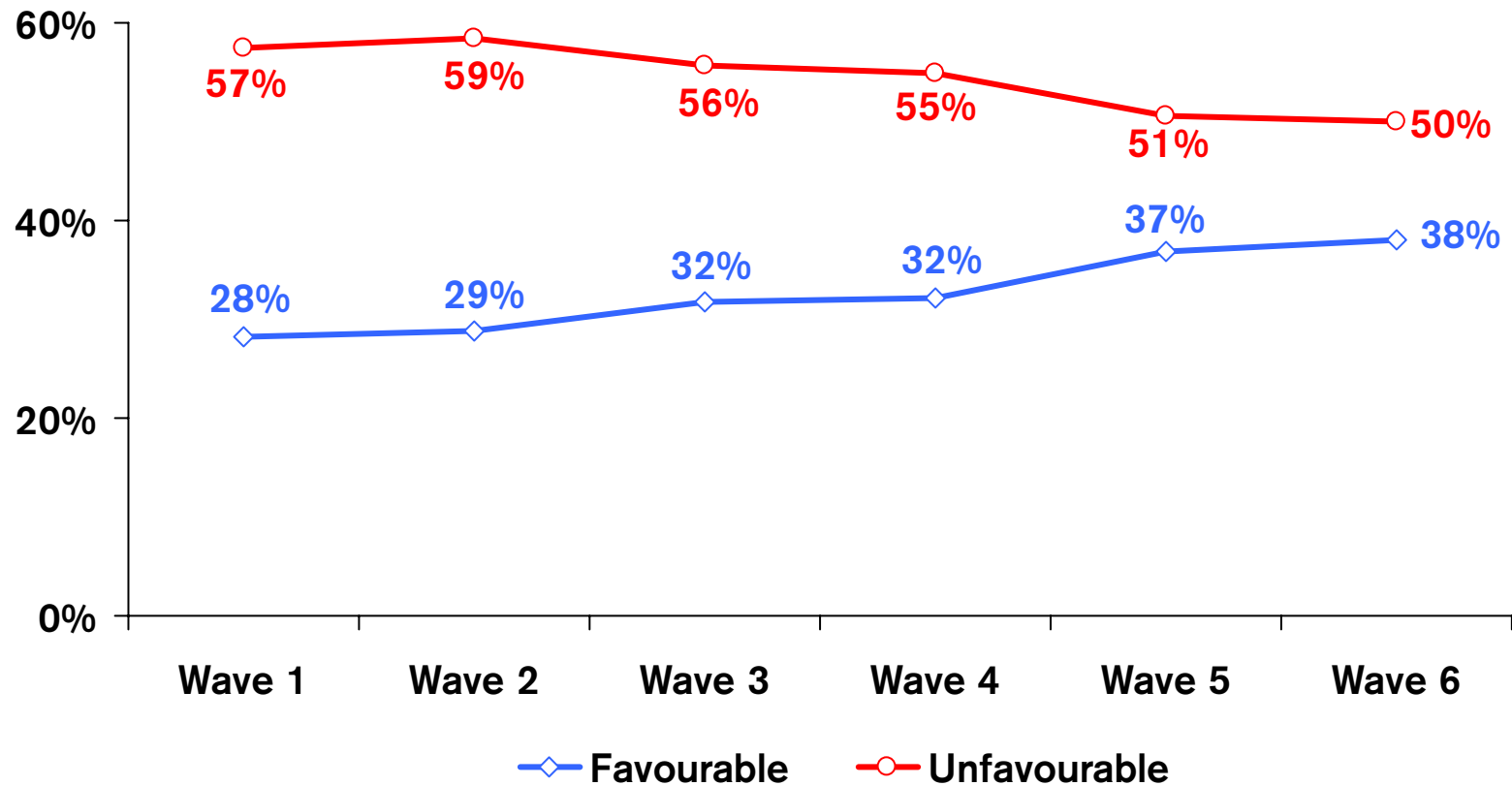
How Did We Get Here?



Leadership

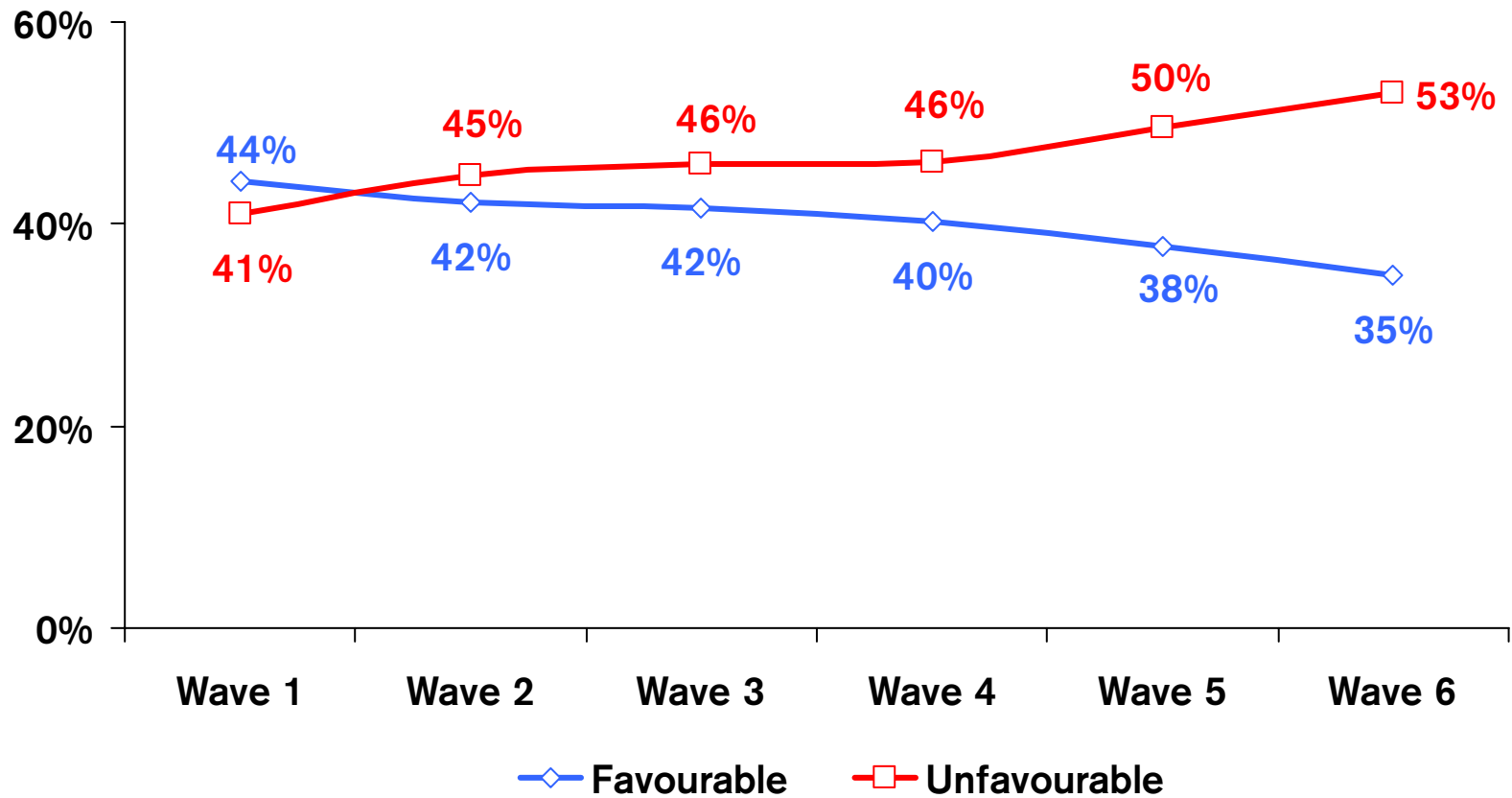
Leader Favourables: Stephen Harper

Favourable vs. Unfavourable (National)



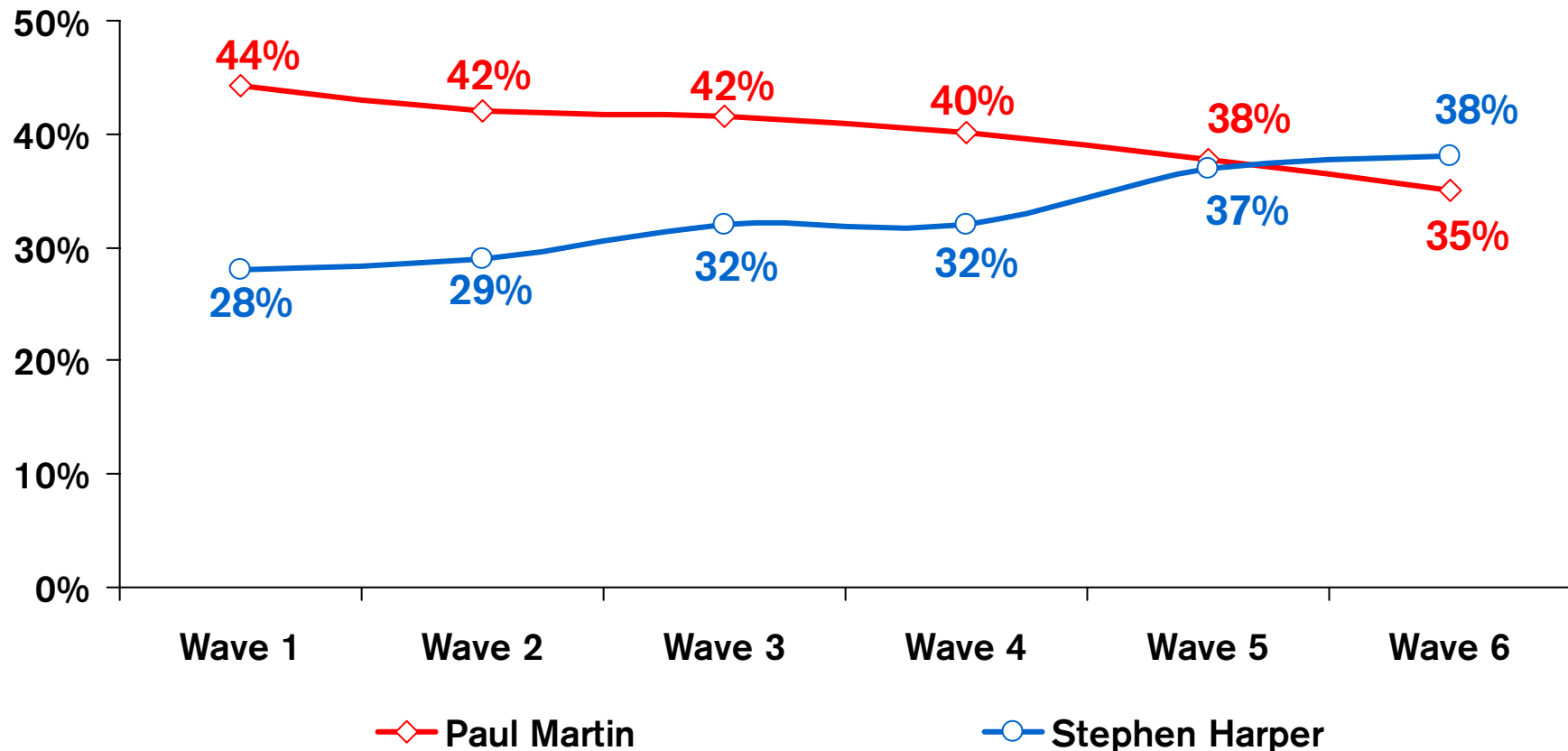
Leader Favourables: Paul Martin

Favourable vs. Unfavourable (National)



The public has changed their minds about the leaders

Favourable impressions of leaders ...



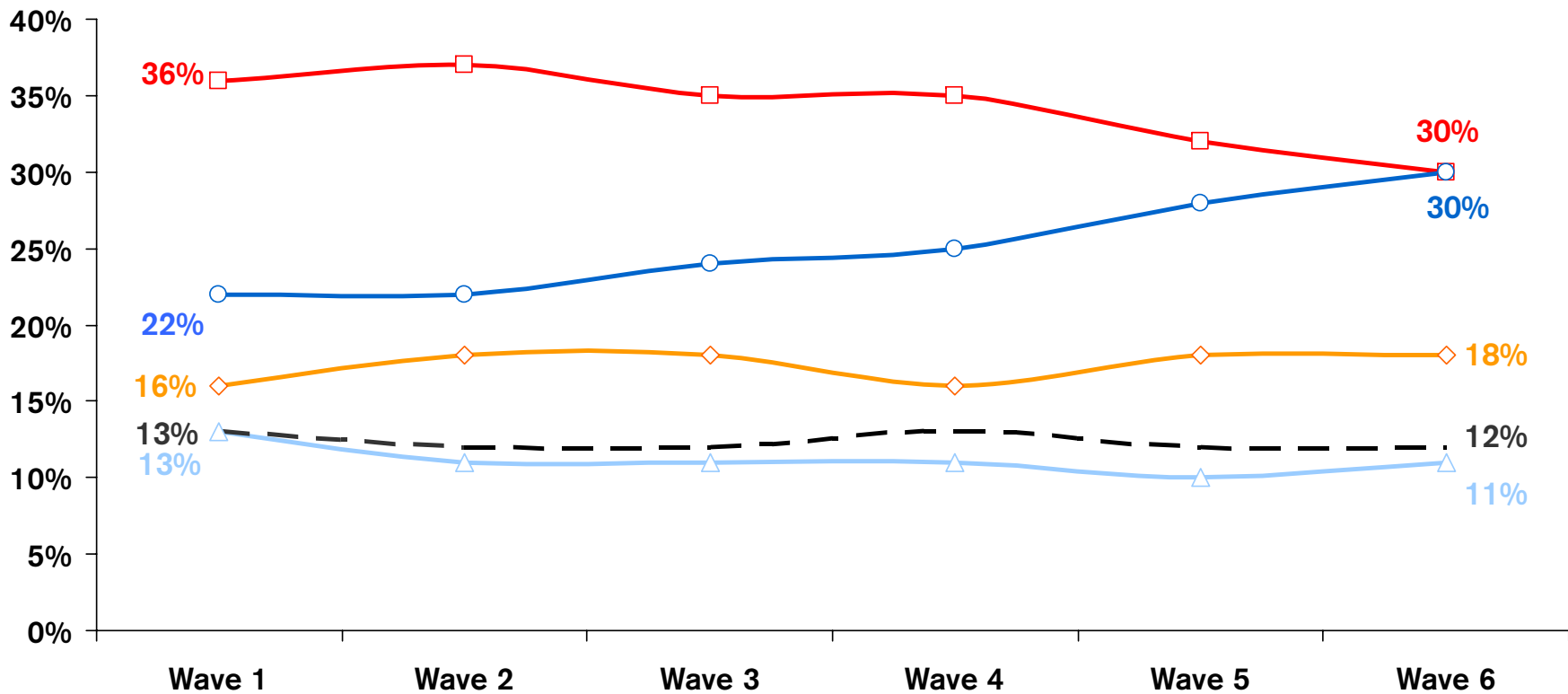
Leadership



Competence

Harper closes gap with Martin as leader seen as most competent

Competent ...

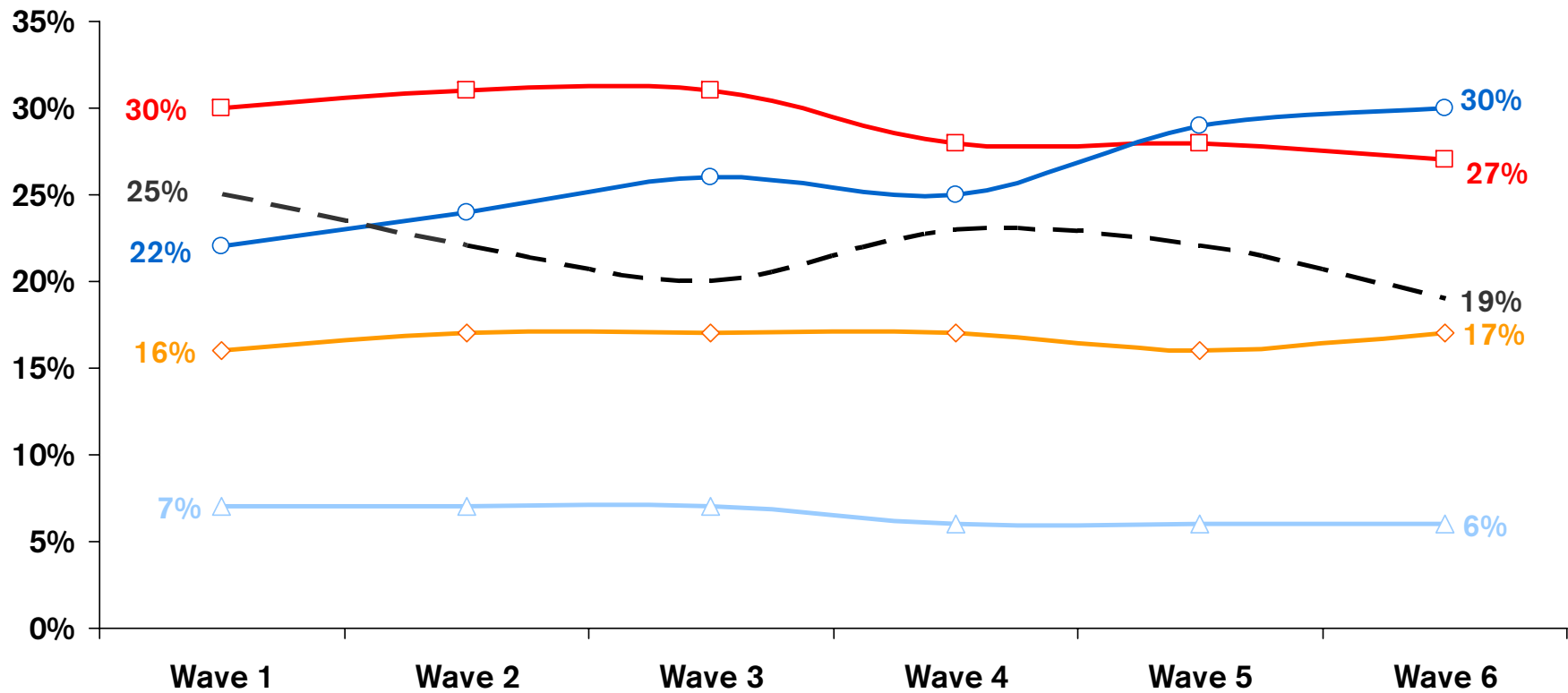


—□— Paul Martin
 —○— Stephen Harper
 —◇— Jack Layton
 —△— Gilles Duceppe
 — — None



Canadian's increasingly see Harper as having the best plan for the future 26

Has the best plan for the future ...



—□— Paul Martin
 —○— Stephen Harper
 —◇— Jack Layton
 —△— Gilles Duceppe
 — — None



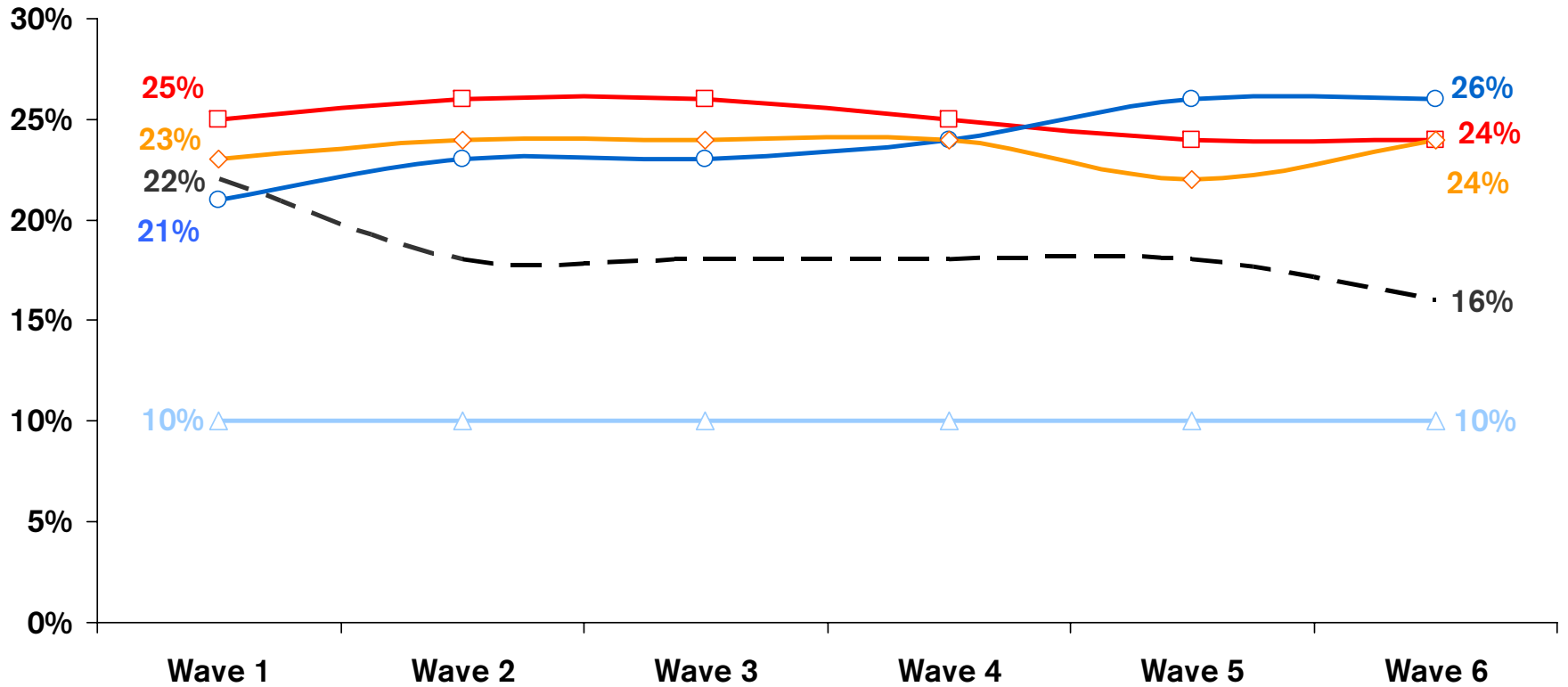
Leadership



Motive

Harper edges ahead of Martin and Layton as candidate that stands for what voters believe

Stands for what I believe ...

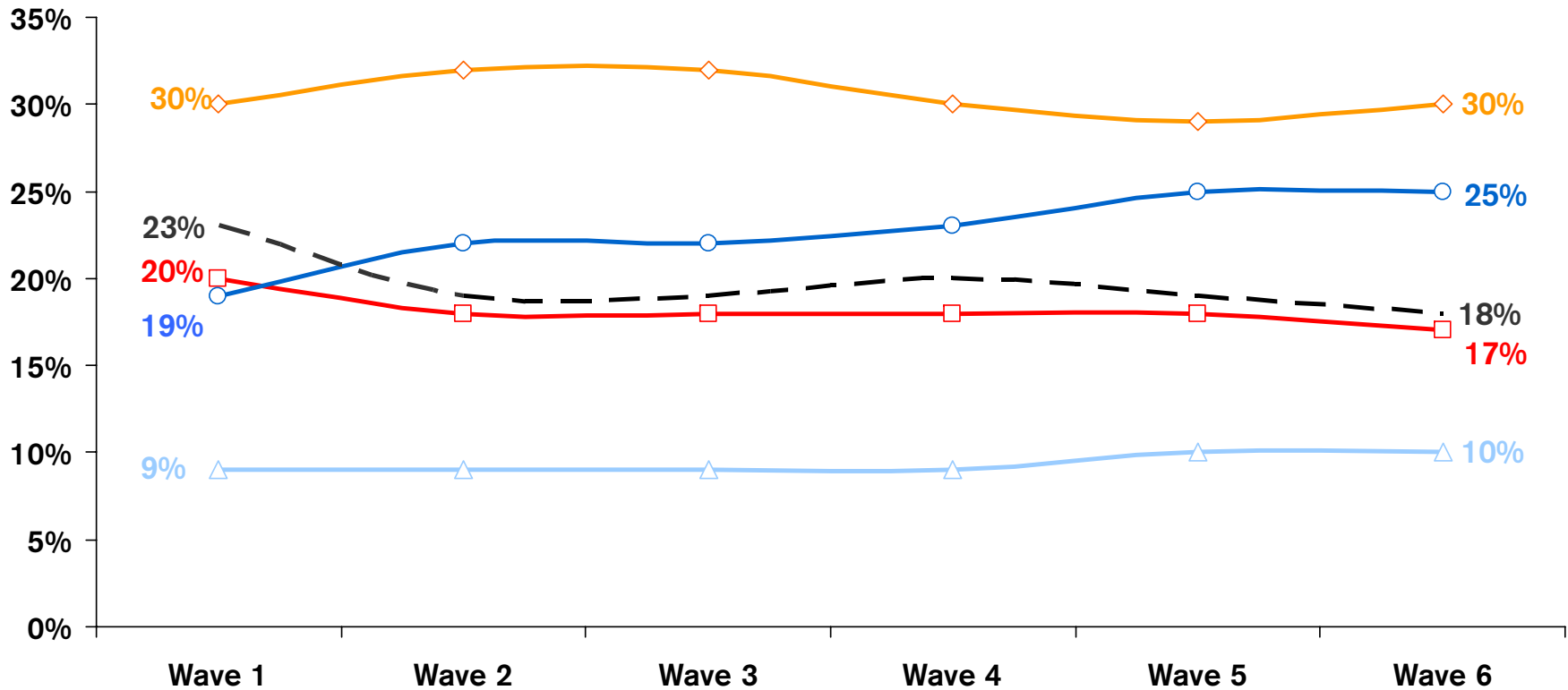


—■— Paul Martin —○— Stephen Harper —◇— Jack Layton —△— Gilles Duceppe - - - None



Voters feel Layton best understands their concerns, but Harper gaining

Understands the concerns of people like me ...



—■— Paul Martin —○— Stephen Harper —◇— Jack Layton —△— Gilles Duceppe - - None



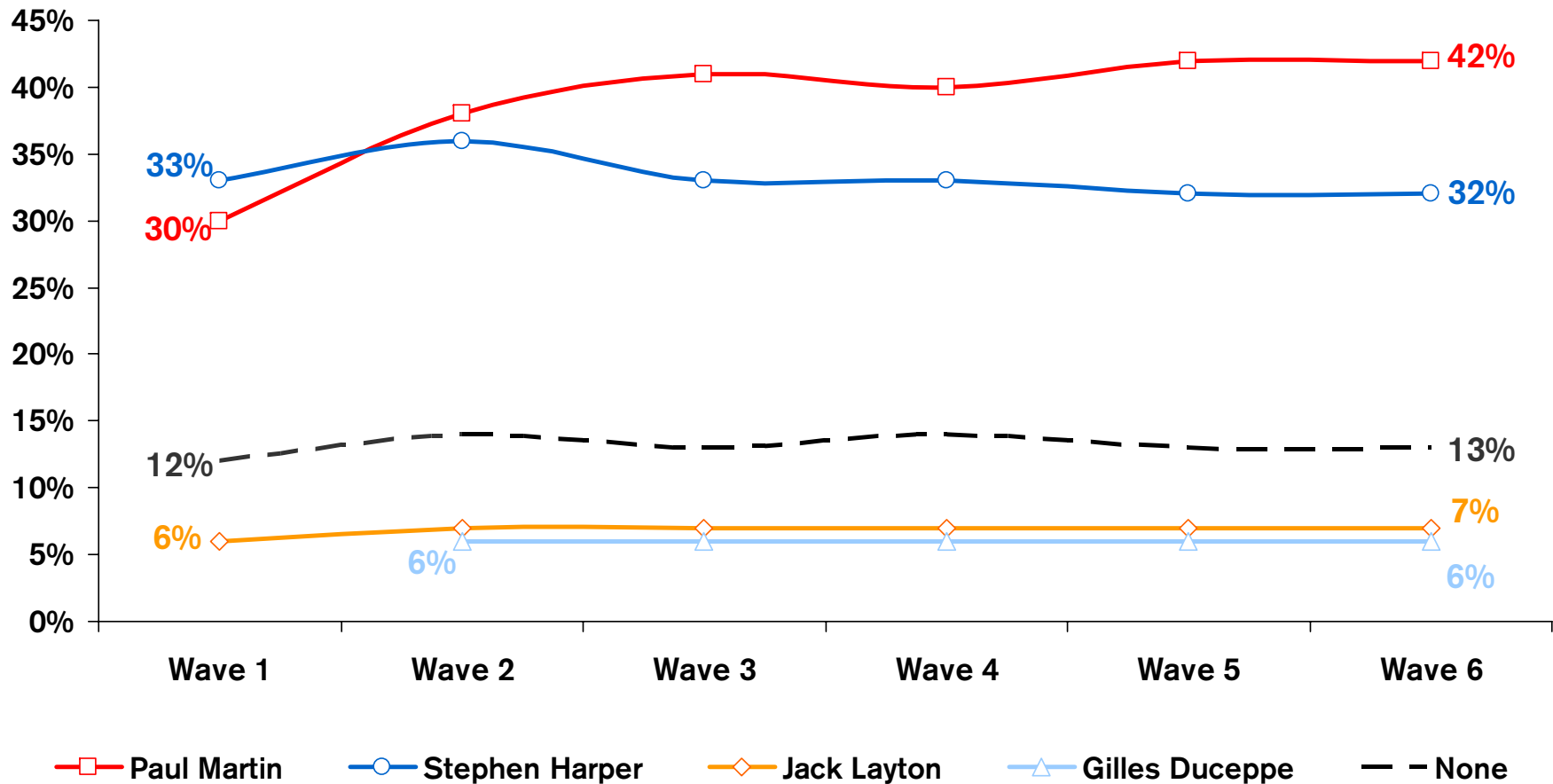
Leadership



Negative dimensions

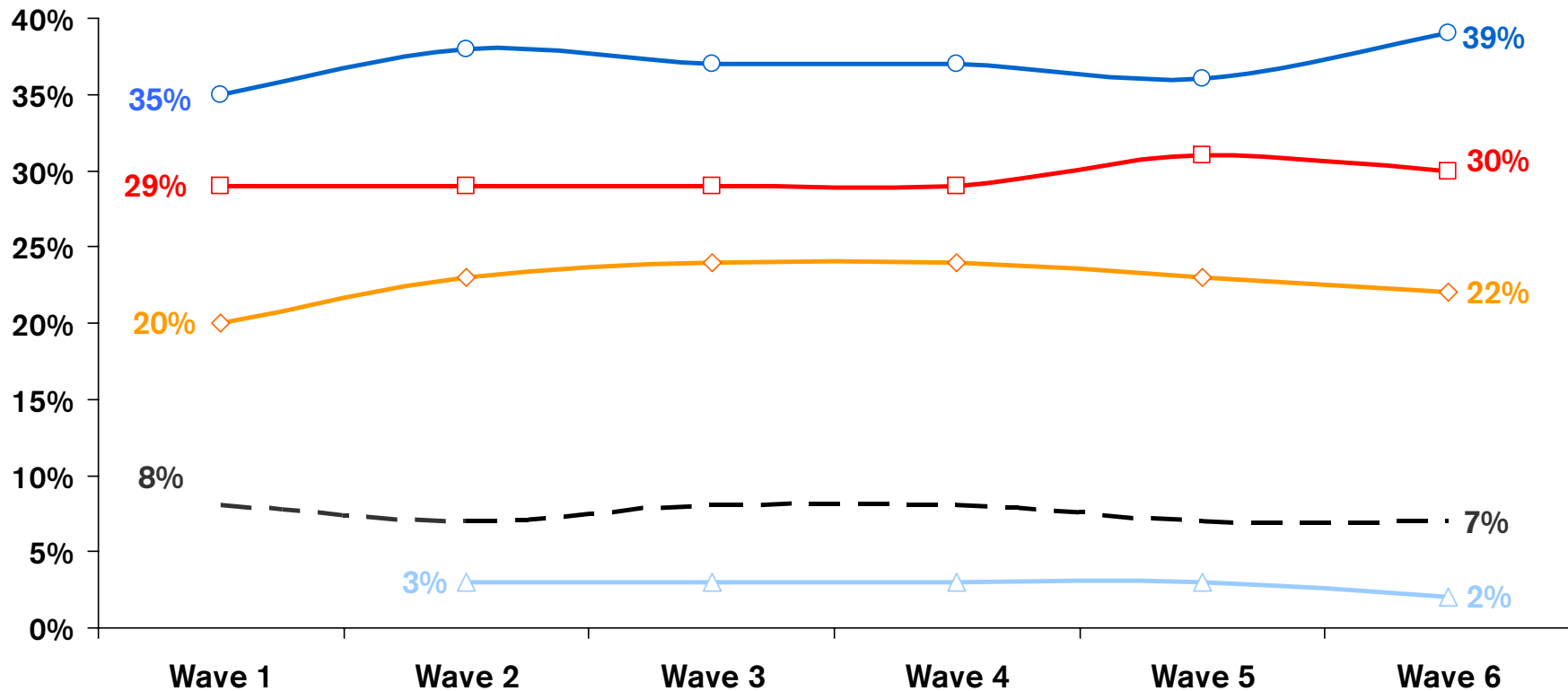
Voters increasingly see Martin as arrogant

Arrogant ...



Harper seen as most likely to make unrealistic promises to voters

Makes unrealistic promises ...



—□— Paul Martin

—○— Stephen Harper

—◇— Jack Layton

—△— Gilles Duceppe

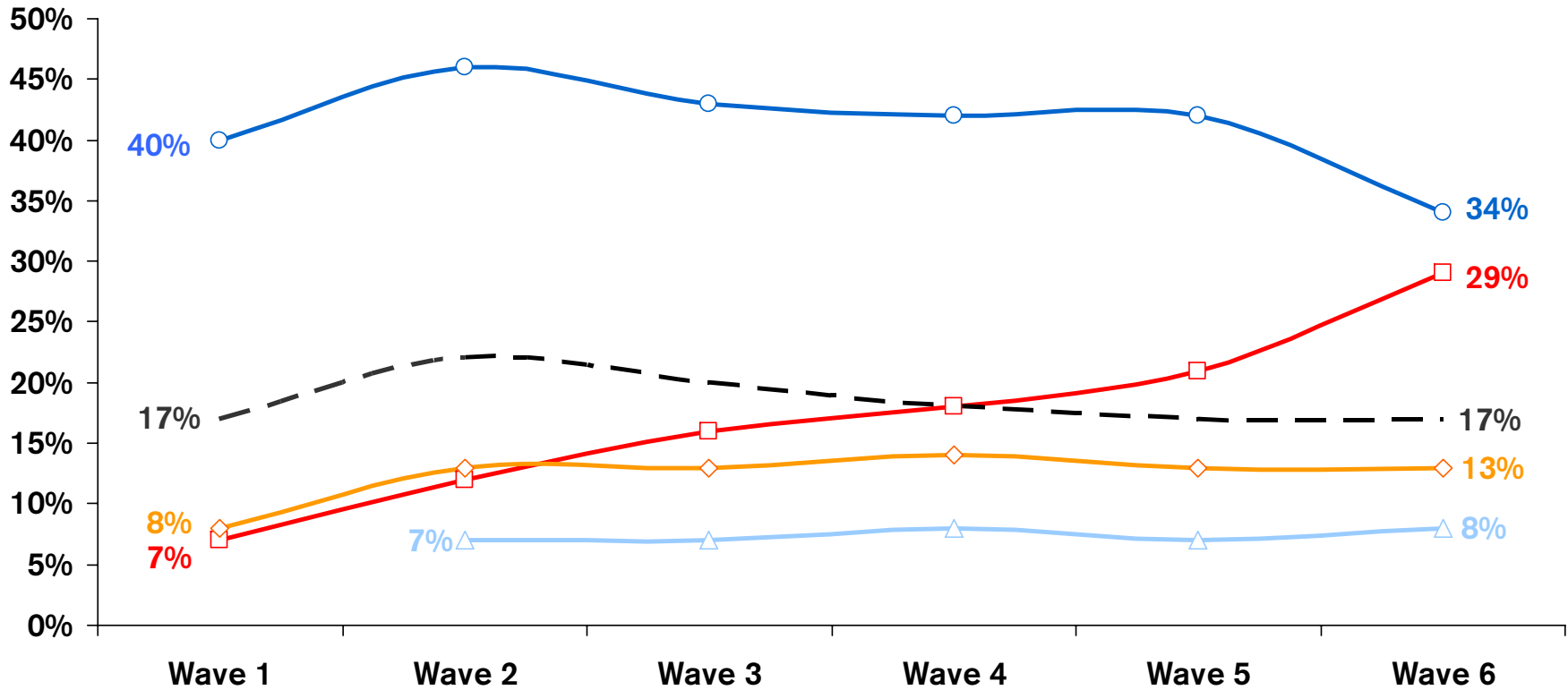
— — None



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Martin shifts from least negative to second most negative candidate after Harper

Too Negative ...



—□— Paul Martin —○— Stephen Harper —◇— Jack Layton —△— Gilles Duceppe — - None

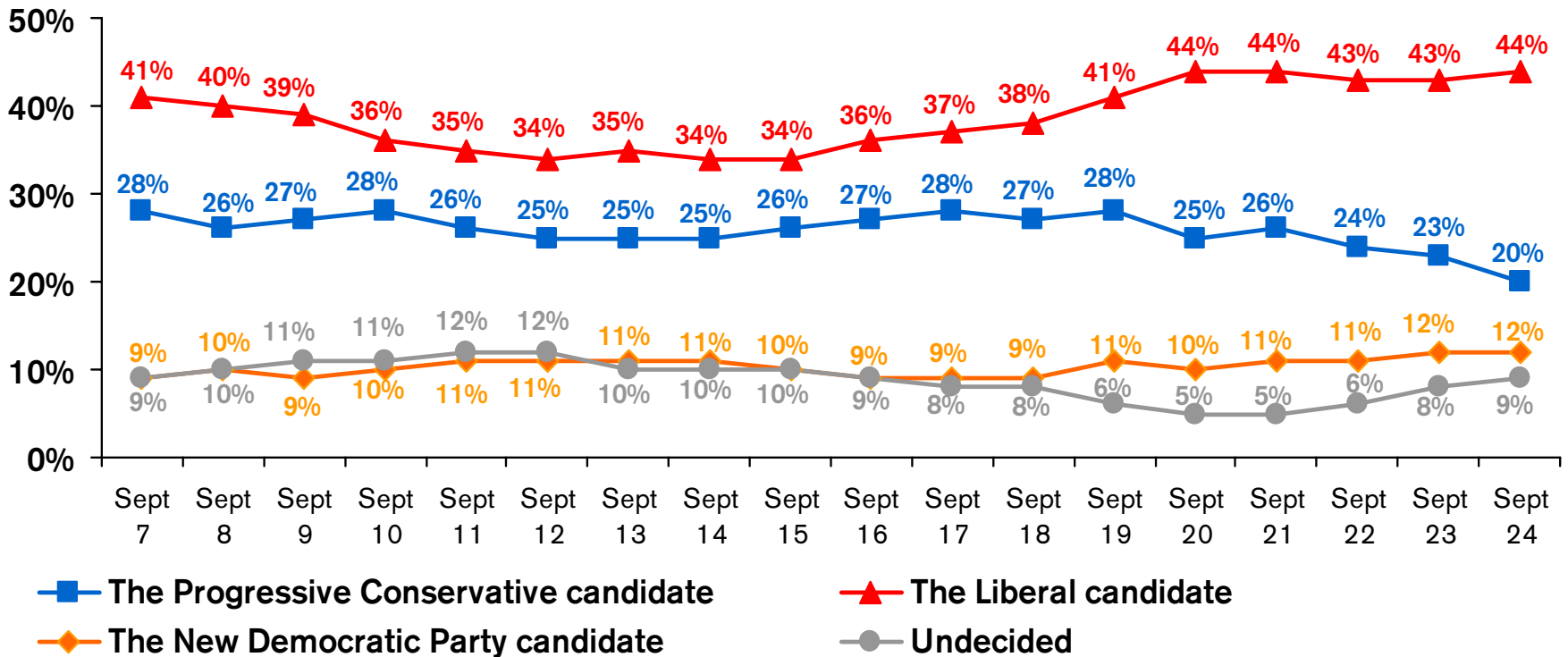


What's Next?



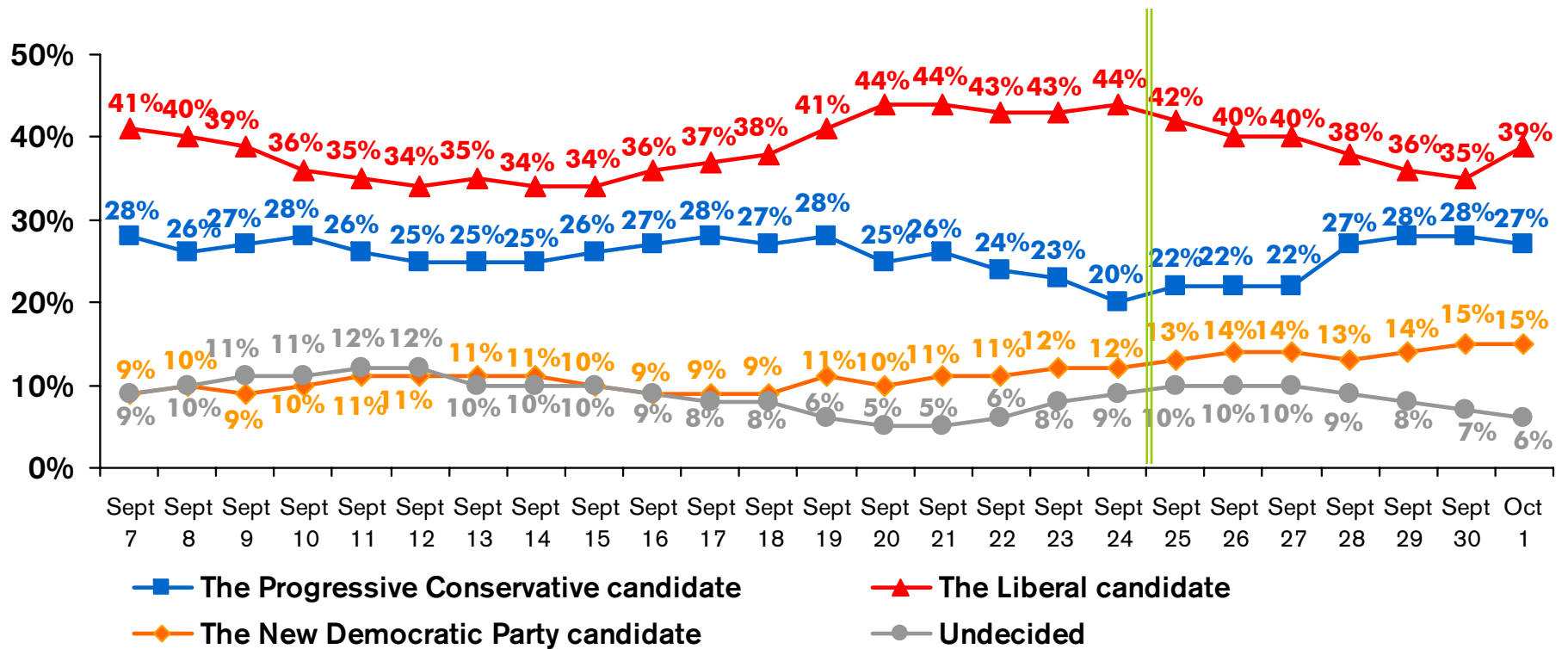
Current Tory surge reminiscent of Liberals in last Ontario Election ...

Which party do you think you will vote for in the October 2nd provincial election? The Liberal Party, the Progressive Conservative Party, the New Democratic Party or another party? Is there a party that you are leaning towards?



... but that surge dissipated

Which party do you think you will vote for in the October 2nd provincial election? The Liberal Party, the Progressive Conservative Party, the New Democratic Party or another party? Is there a party that you are leaning towards?



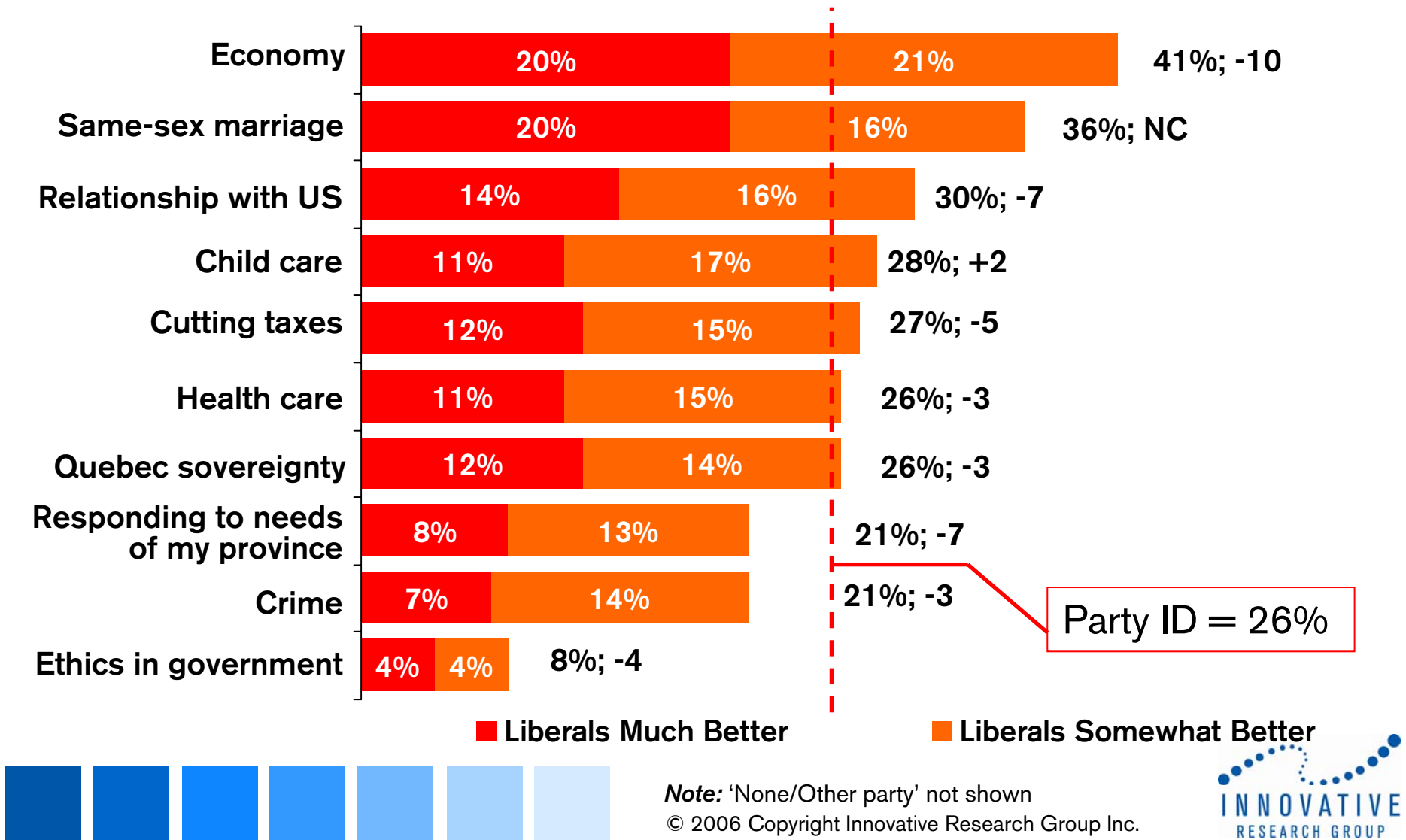
What's Next?



Party Image and the Issue Matrix

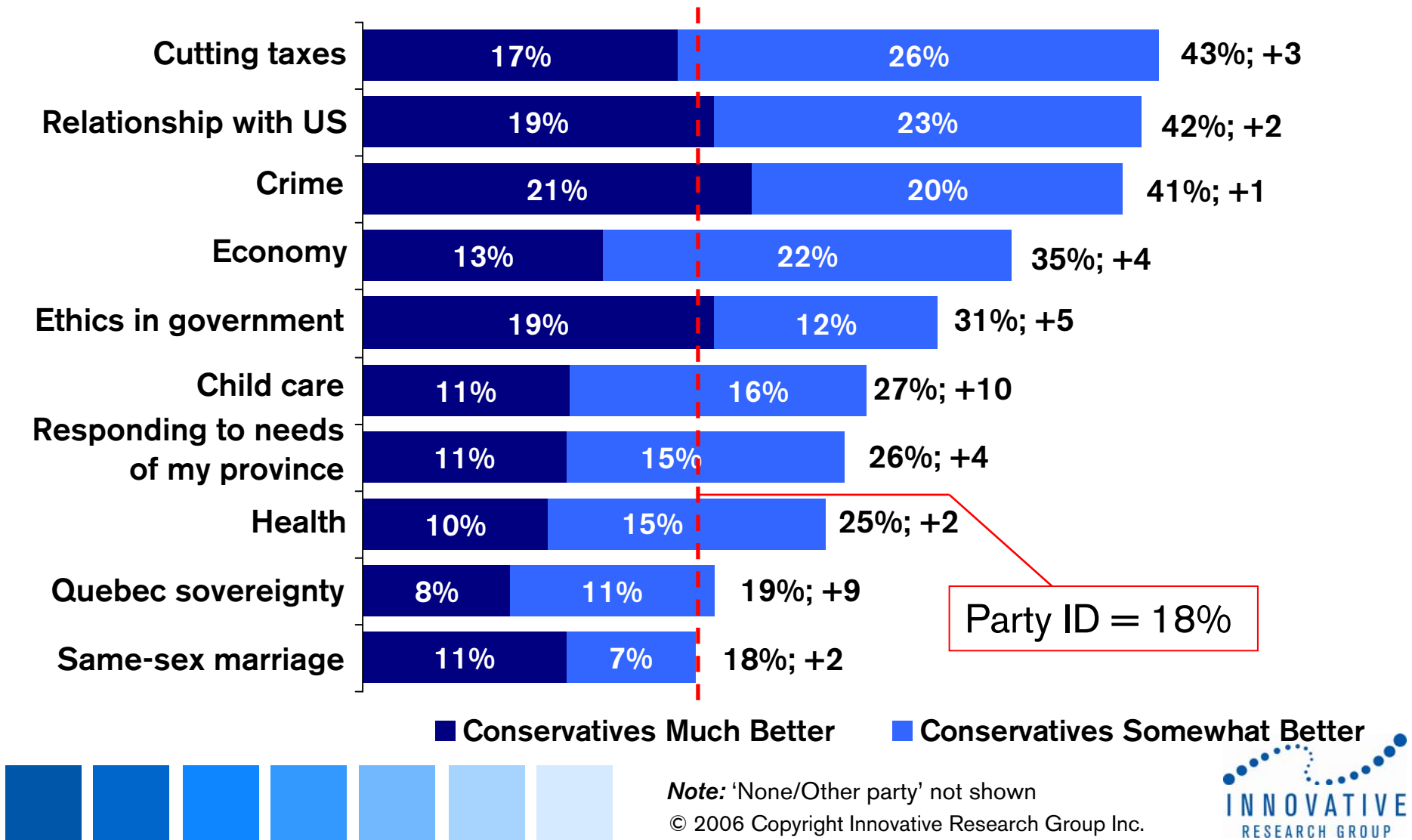
Liberals vulnerable on most issues [National]

And do you think the INSERT PARTY would do a much better job on INSERT ISSUE than the other parties or just a somewhat better job? [Wave 6 compared to Wave 1]



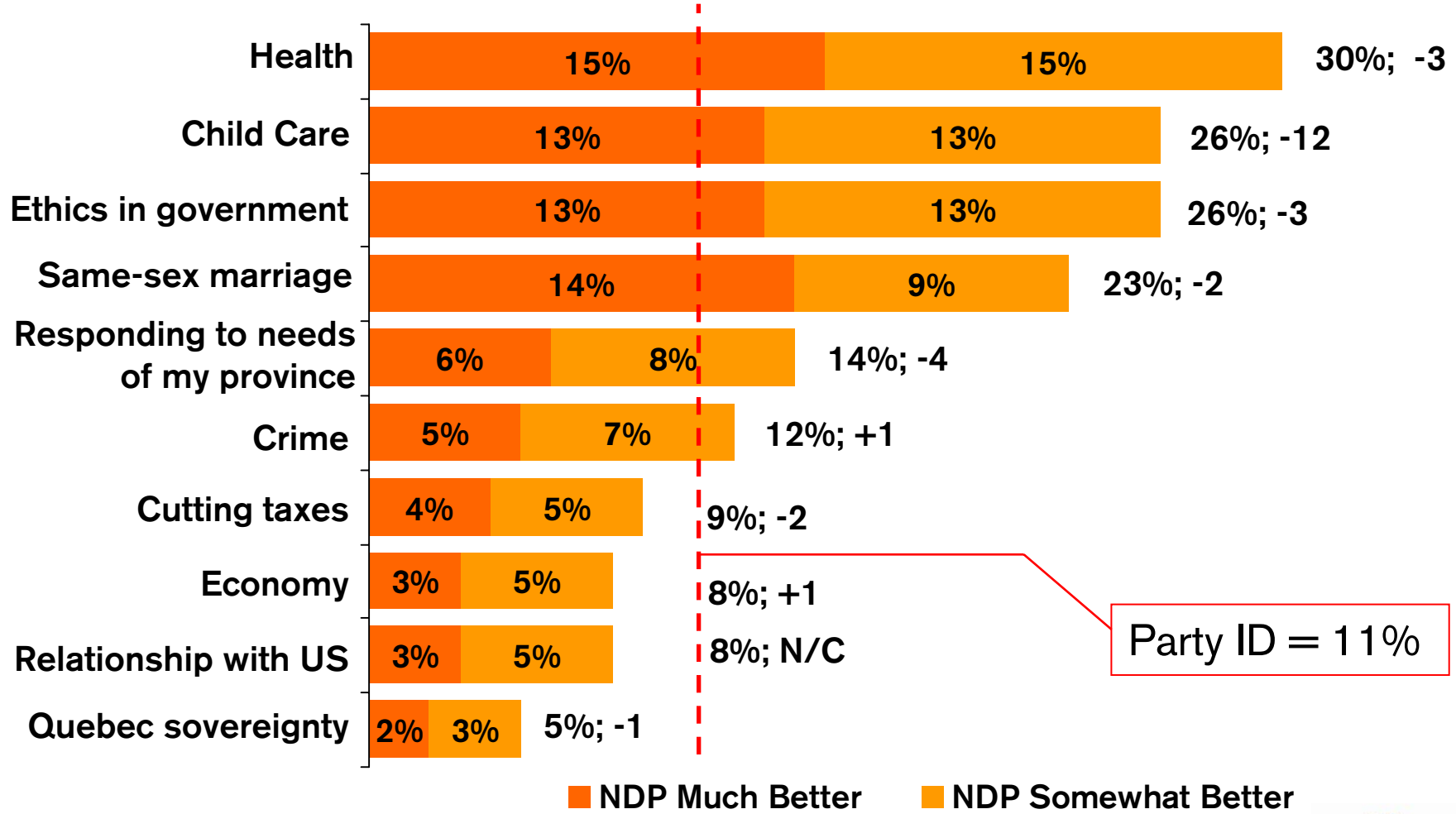
Conservative performing above expectations on almost all issues [National]

And do you think the INSERT PARTY would do a much better job on INSERT ISSUE than the other parties or just a somewhat better job? [Wave 6 compared to Wave 1]



NDP performing above expectations on some others, behind on others [ROC]

And do you think the INSERT PARTY would do a much better job on INSERT ISSUE than the other parties or just a somewhat better job? [Wave 6 compared to Wave 1]

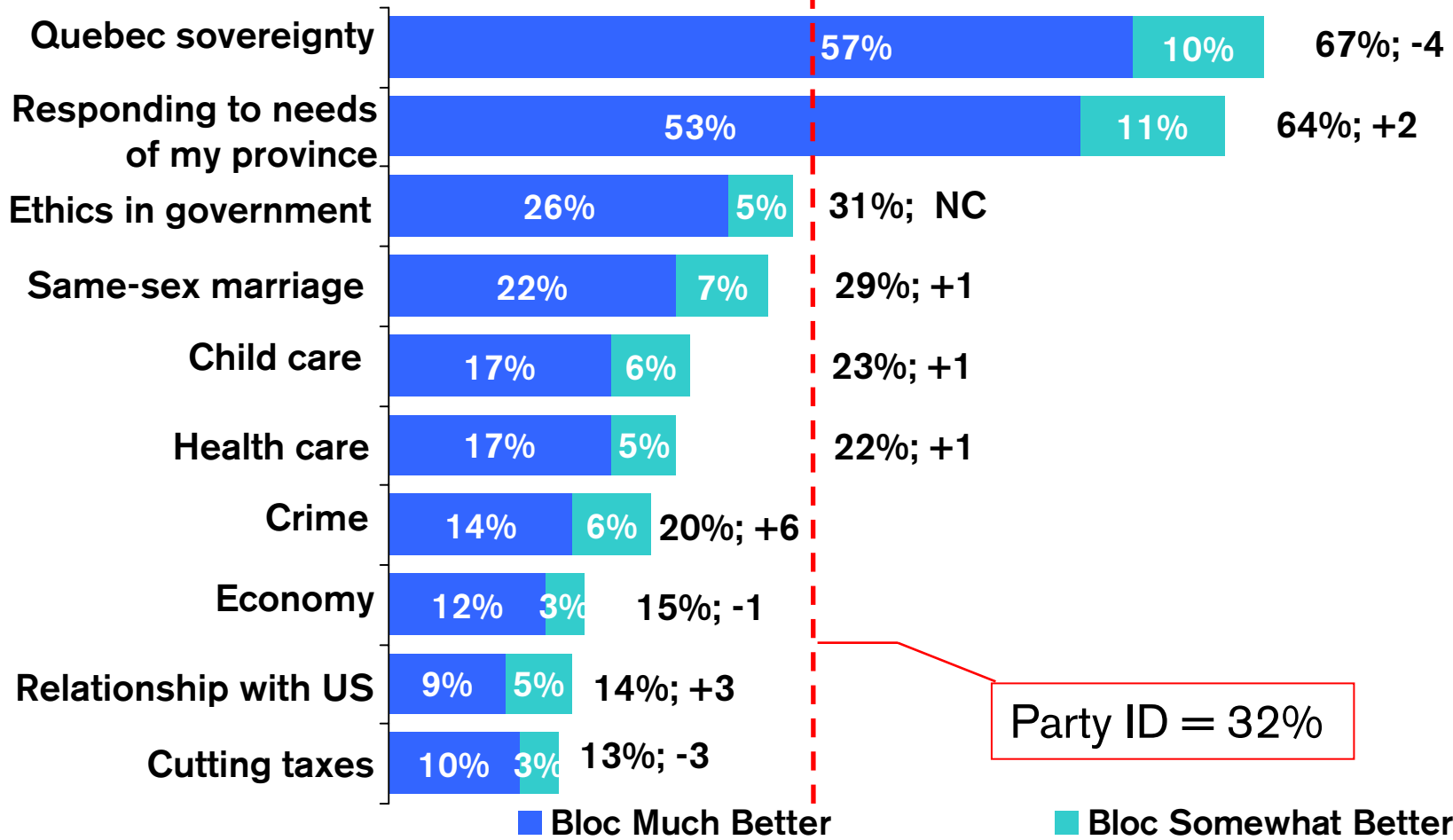


Note: 'None/Other party' not shown
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Bloc Quebecois a one trick pony ... but it's a good trick [QC]

And do you think the INSERT PARTY would do a much better job on INSERT ISSUE than the other parties or just a somewhat better job? [Wave 6 compared to Wave 1]

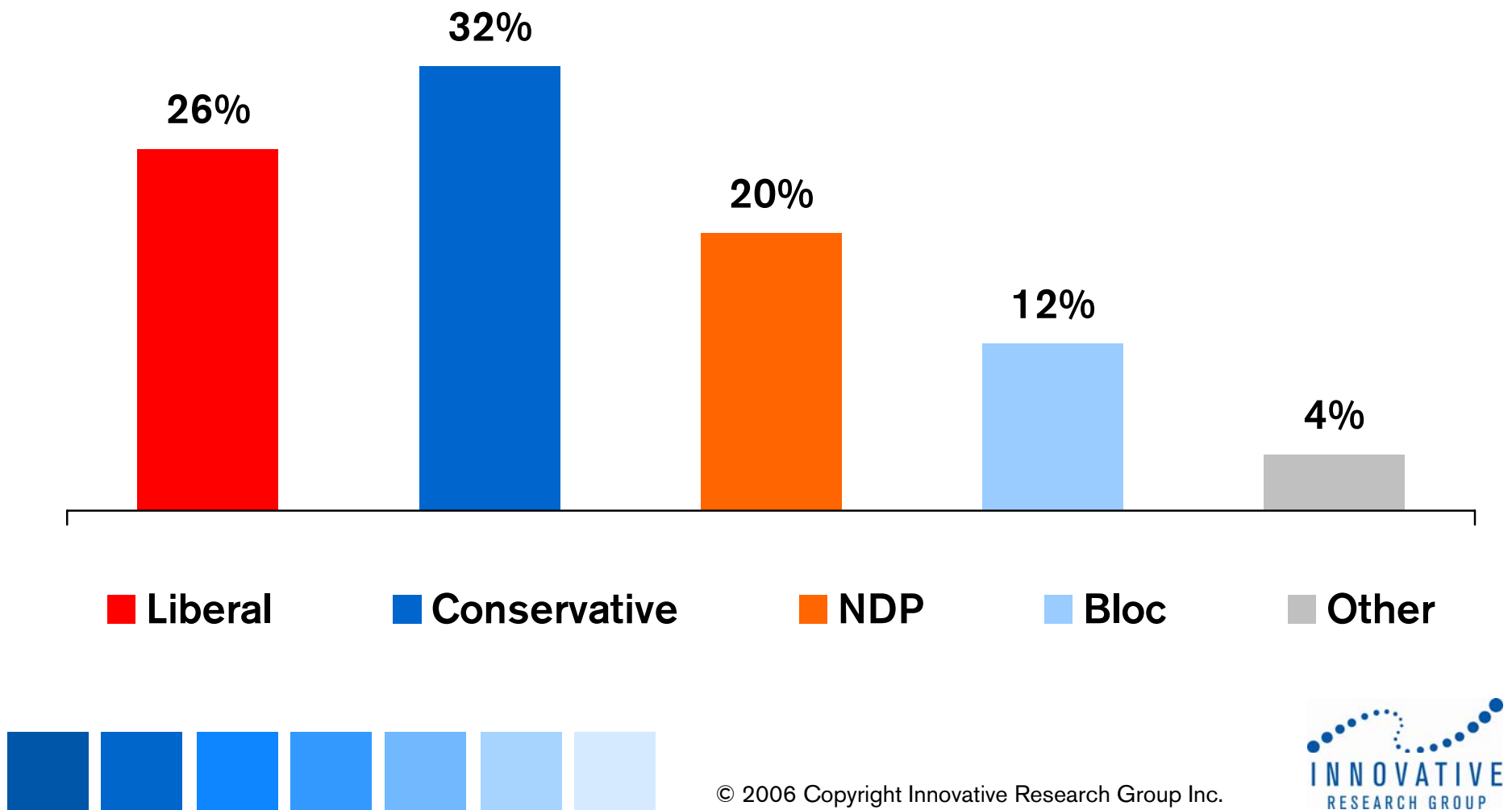


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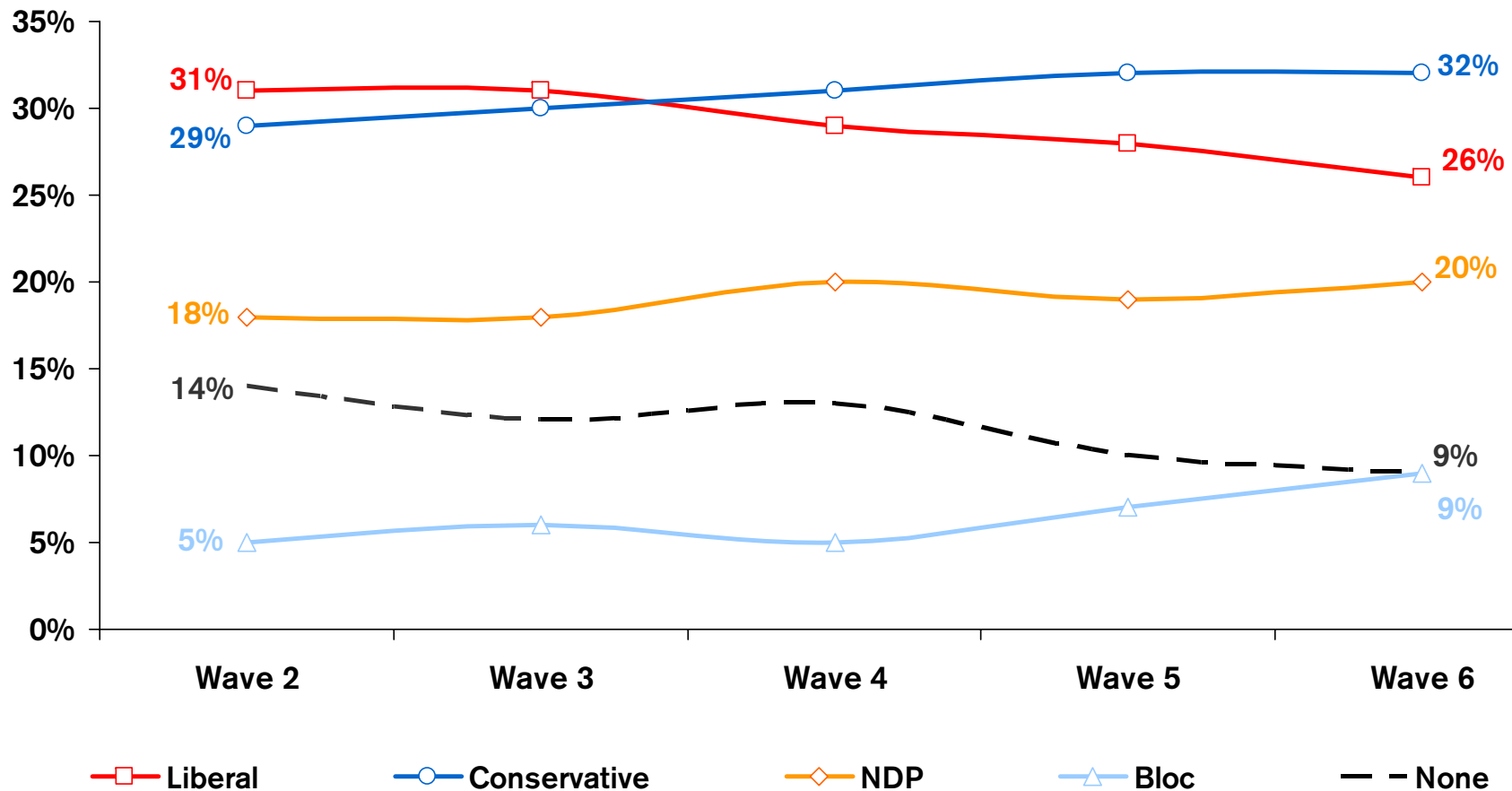
Conservatives seen as closest to most important issue

Which of the federal parties is closest to you on your most important issue? (Wave 6)



Conservatives take over from Liberals as party that is closest to most important personal issue ⁴³ that is closest to most important personal issue

Which of the federal political parties is closest to your most important issue?

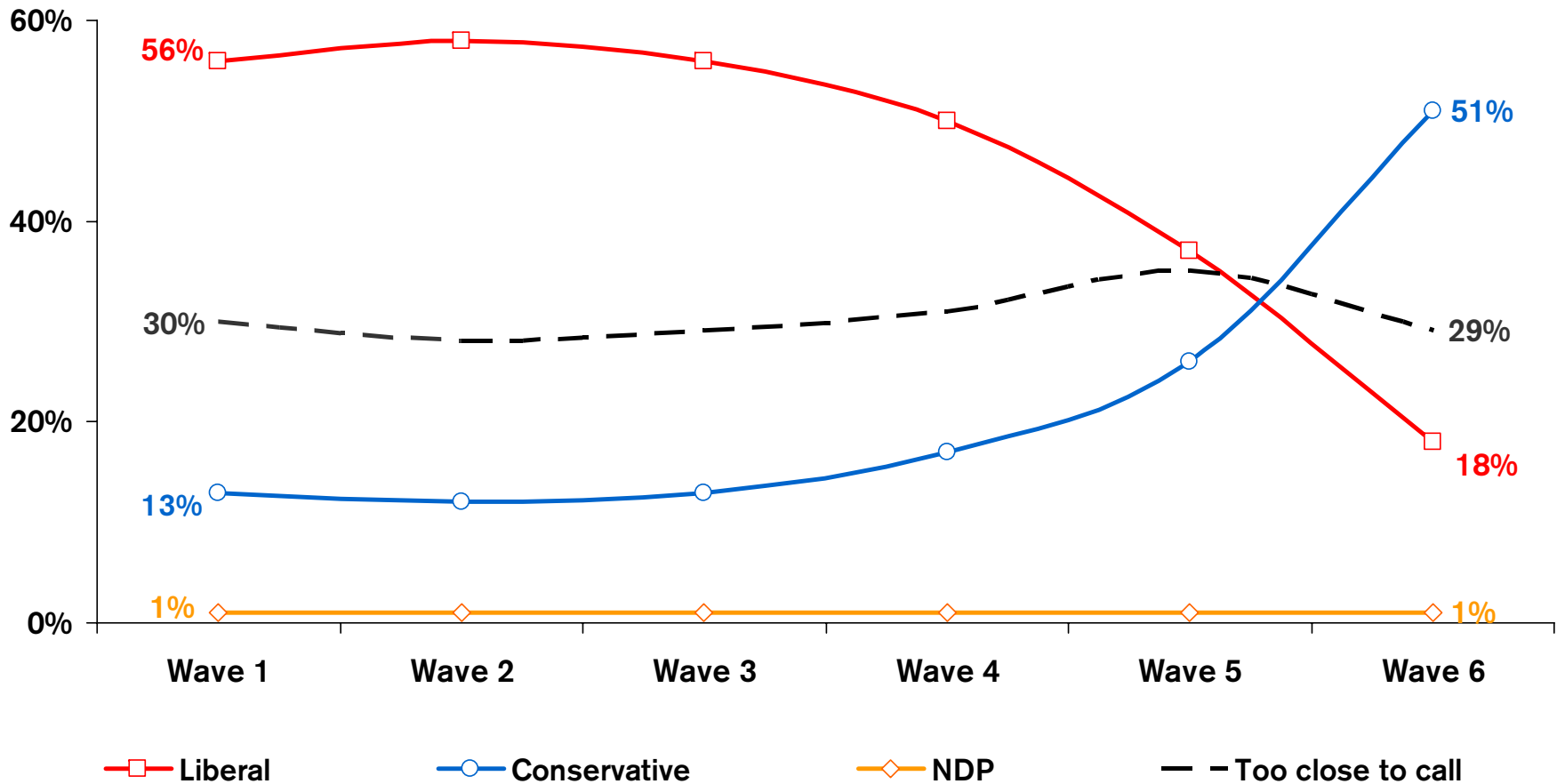


Final Considerations for January 23



Will growing expectation of Tory victory drive bandwagon or strategic voting?

Now I would like you to think about the country as a whole, which party do you think is most likely to win the current election?



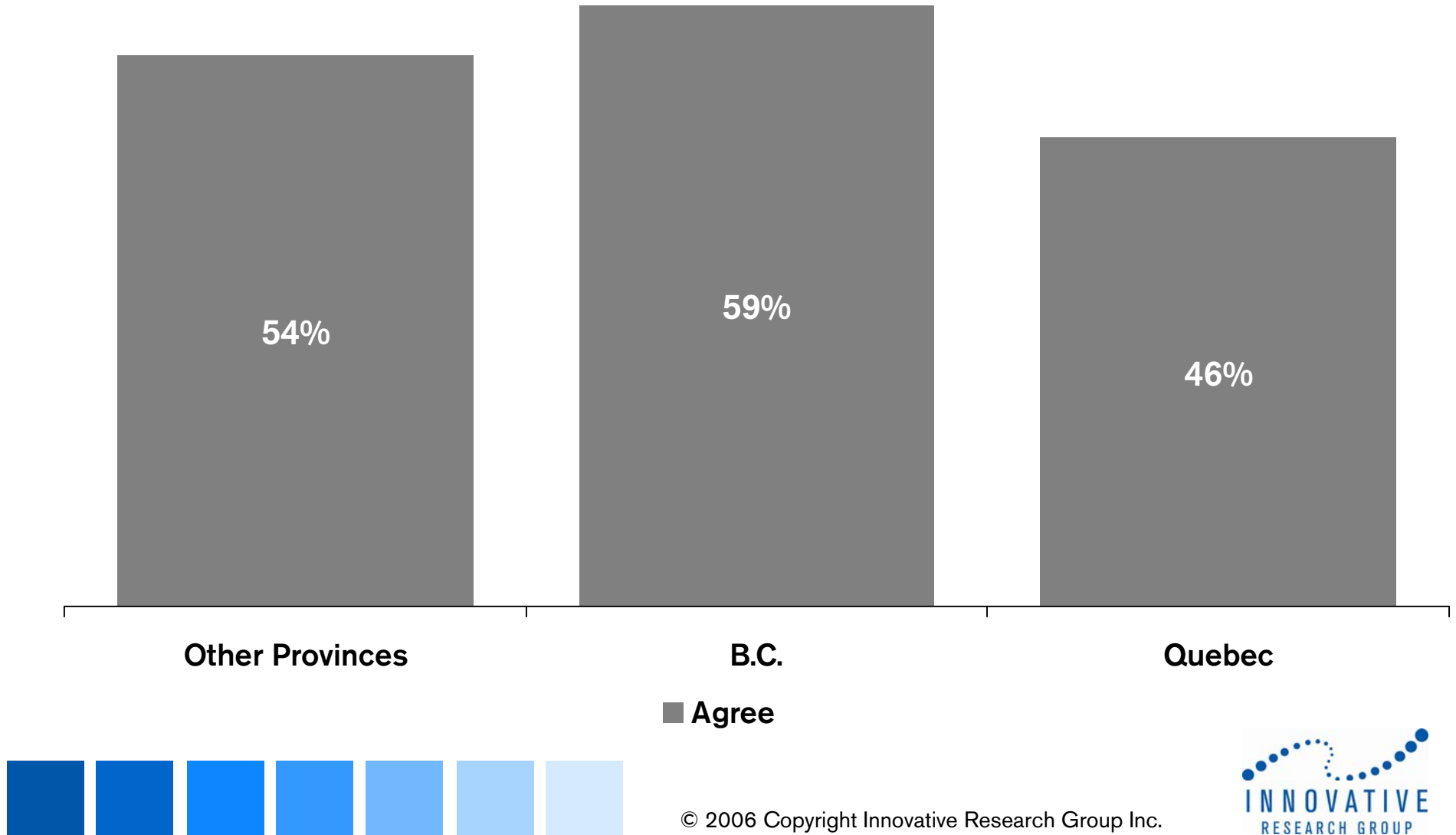
Strategic voting

- Soft New Democrats still think Harper is 'scary'
- Last week soft New Democrats did not see Conservatives as likely to win – a key requirement for strategic voting
- This week they likely will.
- However, Tory lead well beyond the margin at which strategic voting can swing the election



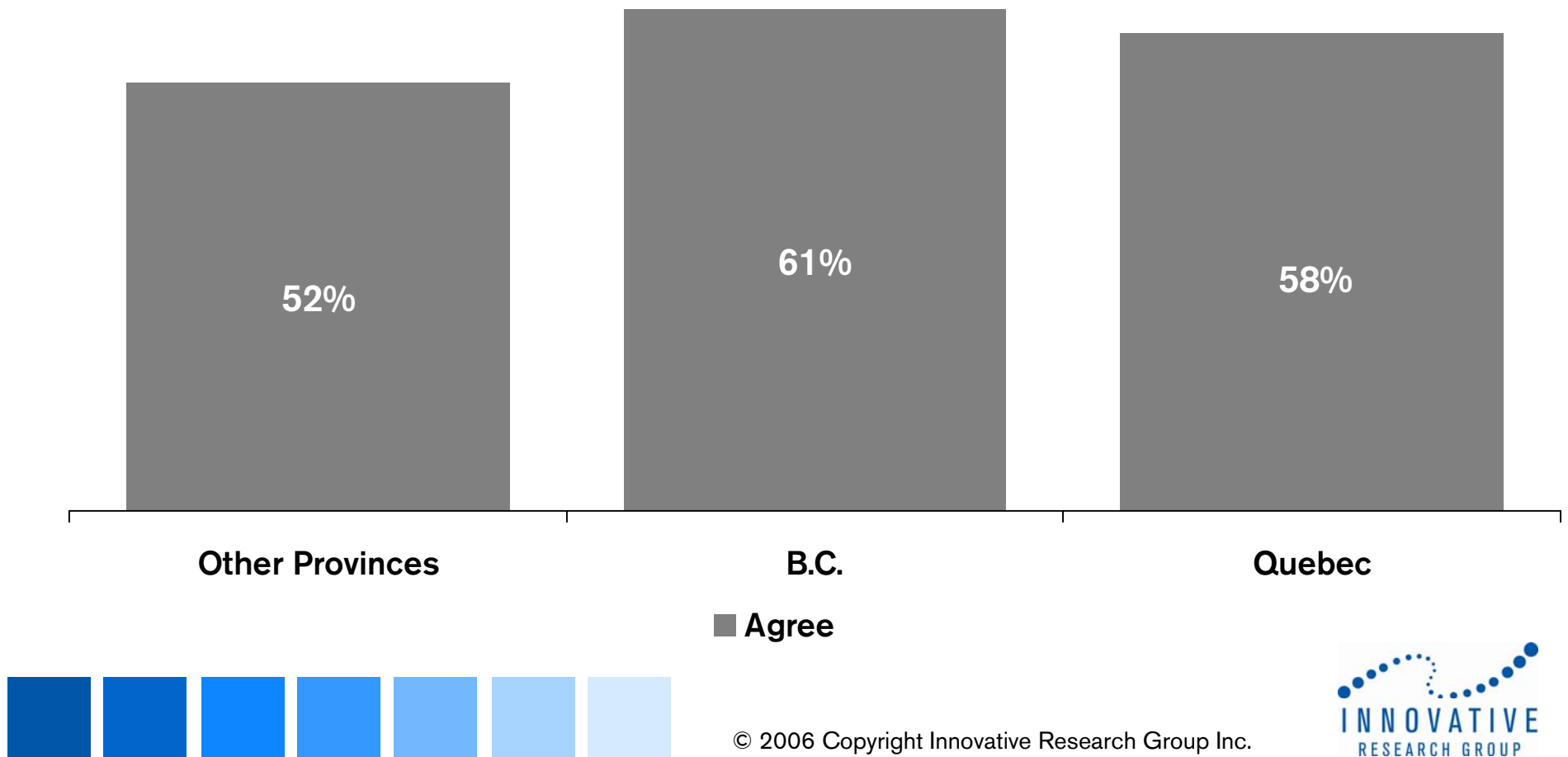
Stephen Harper: Still scary, especially in BC

Agree/disagree: Stephen Harper scares me



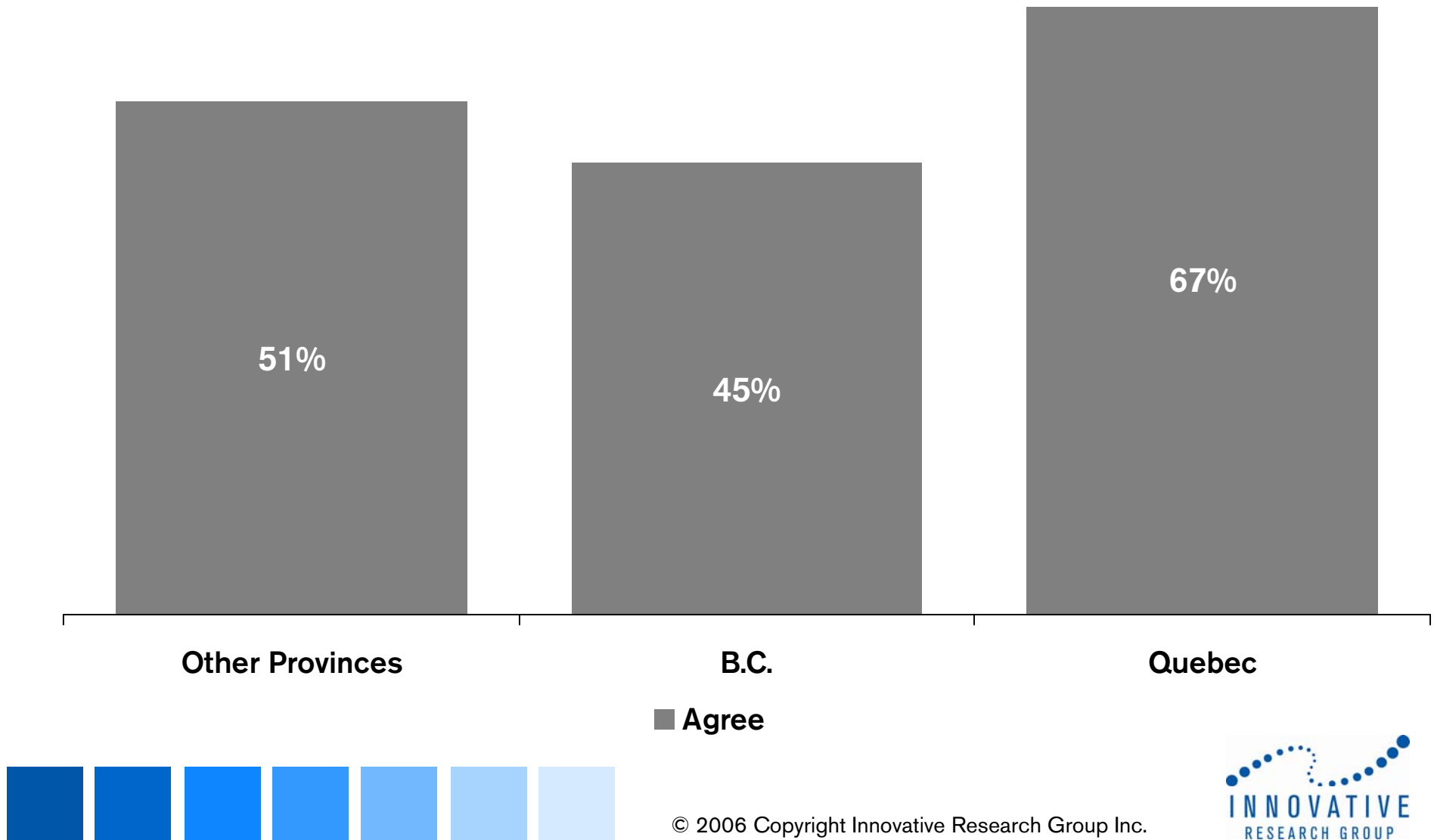
Conservative party retains extreme image with majorities across Canada⁴⁸

Agree/disagree: The Conservative party is too extreme for me



BC least likely to say Voting Liberal is saying its⁴⁹ OK to steal outside Quebec

Agree/disagree: To me, voting Liberal is telling politicians its OK to steal



Count seats, not votes



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Summary

Odds are against a Liberal win

- Voters have been PERSUADED to change their minds in a positive way on Harper and a negative way on Martin
- The key issues that have been PRIMED – crime and ethics – favour the Conservatives over the Liberals
- Strategic voting not enough to close gap
- Liberals need Conservative mistakes

Odds favour a closer race

- Increasing perceived likelihood of Conservative win will trigger some strategic voting

To win a majority, Tories need breakthrough in two out of three tough regions

- Quebec, GTA and Atlantic



Thank you

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