



The Strategic Counsel



Stronach Overnight

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Introduction and Methodology

- ◆ Gregg, Kelly, Sullivan & Woolstencroft: *The Strategic Counsel* is pleased to present findings of Stronach overnight from the The Globe and Mail/CTV Polling Program.
- ◆ The findings are based on interviews conducted by telephone among a national sample of 500 adult Canadians 18 years of age or older.
- ◆ The interviews were conducted on May 17th, 2005.
- ◆ A sample of 500 yields a margin of error of +/- 4.4 percentage points, 19 times out of 20.
- ◆ Note: Due to rounding, proportions may not total to exactly 100%.

Have Canadians heard anything lately about Belinda Stronach?

	Total 05/18 (n=500) %
Yes	66
No	34

Q.1 Have you heard anything lately about Belinda Stronach, the Conservative MP from Ontario who made a decision to leave the Conservative Party and join the Liberal Party to become a Cabinet Minister in Paul Martin's cabinet?

Base: Total sample

What are the reactions to Belinda Stronach's move from the Conservatives to the Liberals?

	Total 05/18 (n=500) %
TOTAL POSITIVE	34
Very positive	15
Somewhat positive	19
Neither positive nor negative	20
Somewhat negative	15
Very negative	23
TOTAL NEGATIVE	38
DK/NA/Ref	8

Q.2 In fact, today Belinda Stronach announced that she has left the Conservative party to join the Liberal party. Overall, what is your reaction to Belinda Stronach's move from the Conservatives to the Liberals?

Base: Total sample

How has Belinda Stronach's move impacted the likelihood to vote Liberal in the next election?

	Total 05/18 (n=500) %
TOTAL MORE LIKELY TO VOTE LIBERAL	27
Much more likely	9
Somewhat more likely	18
Somewhat less likely	13
Much less likely	31
TOTAL LESS LIKELY TO VOTE LIBERAL	44
DK/NA/Ref	29

Q.3 What impact does this move by Belinda Stronach have on your likelihood of voting for the Liberal party in the next election? Would you say you are much more likely, somewhat more likely, somewhat less likely or much less likely to vote Liberal?

Base: Total sample

Is Stronach's move typical Liberal manipulation to cling to power or does it highlight concerns about Stephen Harper as Prime Minister?

	Total 05/18 (n=500) %
This move by Belinda Stronach is typical of Liberal manipulation and their desire to cling to power at all costs	38
Her move highlights the concerns that some Canadians have about where Stephen Harper would lead the country if he became Prime Minister	42
DK/NA/Ref	20

Q.4 Some people say that this move by Belinda Stronach is typical of Liberal manipulation and their desire to cling to power at all costs. Other people say her move highlights the concerns that some Canadians have about where Stephen Harper would lead the country if he became Prime Minister. Which view is closest to your own opinion?

Base: Total sample

How would Canadians vote if an election were held today?

	Total			
	04/27 (n=1000) %	05/08 (n=1000) %	05/15 (n=1500) %	05/18 (n=500) %
Liberal	30	27	33	36
Conservative	28	31	30	26
NDP	18	20	19	17
Green Party	10	7	6	7
Bloc Quebecois	14	14	12	14

NOTE: Sample size for May 18th is too small for comparison and must only be used for context.

Q.5A If the federal election was being held tomorrow, do you think you'd be supporting the 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.5B In that case, which party's candidate in your local area would you be leaning towards at this time? Would it be the 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: Excludes "other, don't know, refused, undecided, won't vote" responses (05/18 n=69)