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February 23, 2006

# Federal Election 2006: Timing of Vote Decision

## SES NationState 2006Q1

To follow is a review of SES' latest national random telephone survey of 1,000 Canadians completed between February 4th and 9th, 2006. The survey is accurate to within 3.1 percentage points, plus or minus, 19 times out of 20. The margin of accuracy will be wider for sub samples. Percentages may exceed 100 due to rounding.

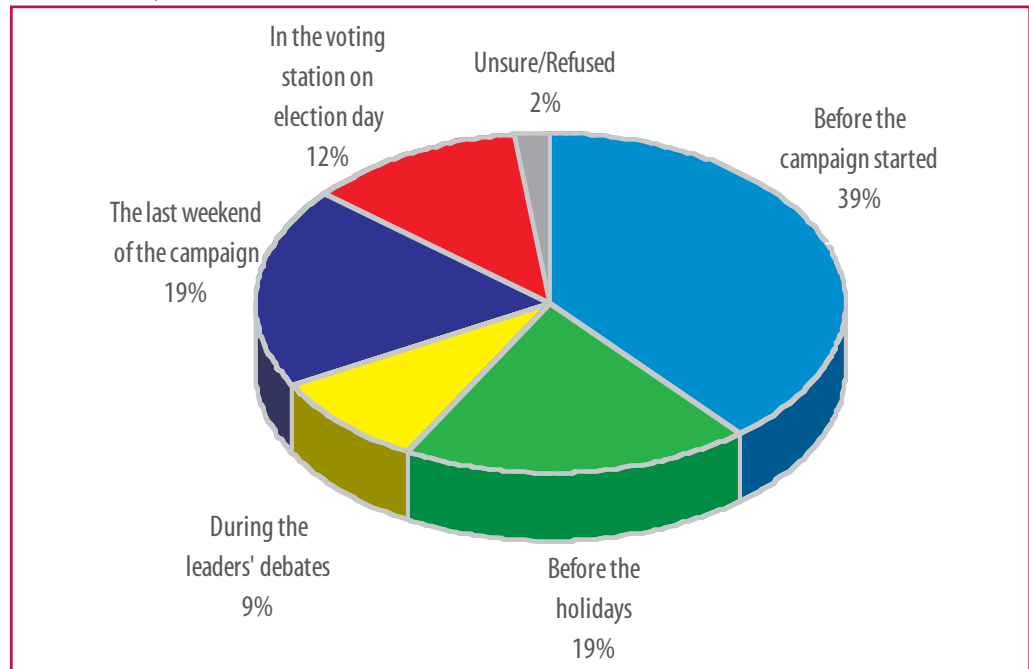
The research was registered with the Marketing Research and Intelligence Association of which SES is a member.

### About SES

Established in 1987, SES Canada Research Inc. is a full service public opinion research and management consulting firm. SES is regularly called upon by corporate, government and para-public clients in Canada and the United States to conduct research and provide strategic advice.

For more information on our full range of services please visit our website [www.sesresearch.com](http://www.sesresearch.com) or contact: Mr. Nikita Nanos at (613) 234-4666 or [nnanos@sesresearch.com](mailto:nnanos@sesresearch.com).

**Question:** When did you make up your mind about who you were going to vote for? (Only those who voted in the last election)



Voters in the Last Federal Election (Margin of Accuracy)	Before the campaign started	Before the holidays	During the leaders' debates	The last weekend of the campaign	In the voting station on election day	Unsure/No Answer
	%	%	%	%	%	%
All Voters ( ± 3.5%)	39	19	9	19	12	2
Men ( ± 4.9%)	42	19	10	18	9	2
Women ( ± 5.0%)	35	18	9	19	15	3
Atlantic Canada ( ± 10.9%)	32	17	11	23	15	3
Quebec ( ± 7.0%)	40	15	9	19	16	1
Ontario ( ± 6.2%)	35	23	8	21	10	4
Western Canada ( ± 6.0%)	43	20	10	15	10	2





# Federal Election 2006: Reasoning for Conservative Win

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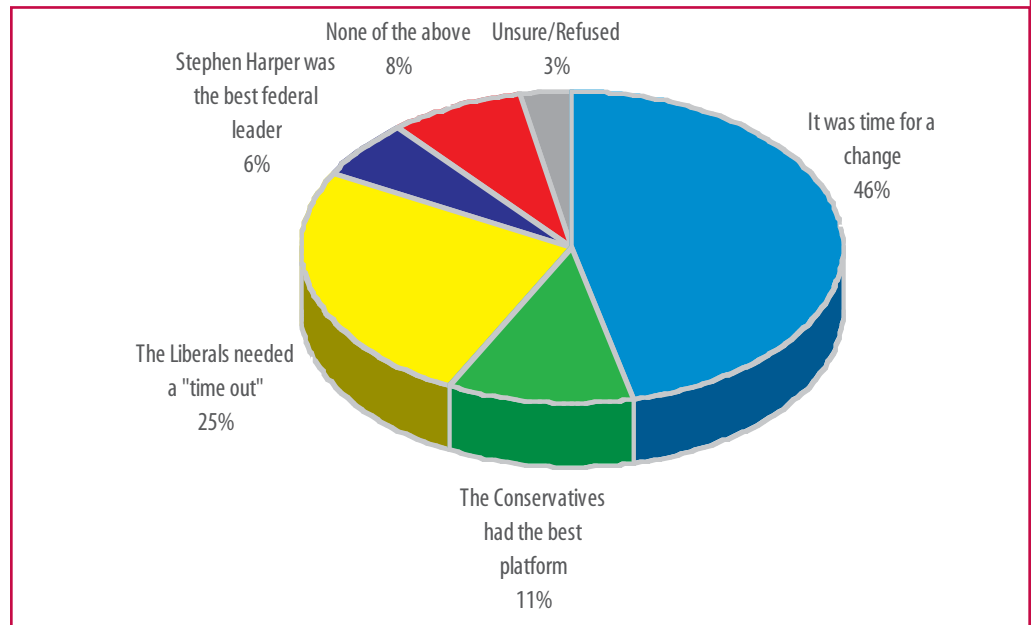
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**Question:** In your opinion, which of the following statements best describes the main reason why Stephen Harper and the Conservatives won the recent federal election? [Read and Rotate] (Only those who voted in the last election)



Sub Groups (Margin of Accuracy)	It was time for a change	The Conservatives had the best platform	The Liberals needed a "time out"	Stephen Harper was the best federal leader	None of the above	Unsure/No Answer
	%	%	%	%	%	%
<b>2006 Voters Only ( ± 3.5%)</b>	46	11	25	6	8	3
<b>Men ( ± 4.9%)</b>	44	14	24	6	10	2
<b>Women ( ± 5.0%)</b>	49	8	26	6	7	4
<b>Conservative ( ± 6.2 %)</b>	50	22	15	9	3	-
<b>Liberal ( ± 6.1%)</b>	43	6	30	4	13	4
<b>NDP ( ± 8.2%)</b>	45	4	36	4	9	2
<b>Bloc Quebecois( ± 11.7%)</b>	47	10	22	8	11	1
<b>Green Party ( ± 15.2%)</b>	41	4	25	5	10	16

