

## **CONSERVATIVE GAIN SUPPORT BUT LARGELY IN THEIR REGIONAL BASE: SURVEY**

### **Fresh election offers little hope of breaking impasse**

**TORONTO, December 5, 2008** – With the Conservative Party desperately trying to hold onto political power, a TNS Canadian Facts poll shows that voters would likely return a Conservative minority if a federal election were held today. While a majority may be in reach based on national results, the regional pattern of support makes this unlikely.

The TNS poll, which was carried out between Monday and Thursday this week suggests that 39.2 per cent of decided voters (including leaners) would cast their vote for the Conservative Party, up slightly from the 37.6 per cent that the party received in the federal election just six weeks ago.

“When one considers the regional nature of party support it is clear that national unity is the main victim of the political gamesmanship taking place on Parliament Hill,” said Richard Jenkins, vice-president of TNS Canadian Facts.

Almost all of the Conservative Party’s gains have come from its base in Western Canada, the poll reveals, which offers little chance that the party would gain seats. In fact, the Conservative Party would stand to lose seats in Atlantic Canada and in Quebec, where it cannot afford to squander support if it wants to hold onto its current seat distribution. The party has gained some ground in Ontario, where they continue to hold plurality support among decided voters.

While the Liberal Party lost some support nationally, falling from 26.2 per cent in the recent election to 24.7 of decided voters today, most of the lost votes are in Western Canada and, surprisingly, Quebec. In Ontario, the Liberals are holding steady.

The NDP is the most at risk of losing support with lower support in Atlantic Canada, the Prairies and seat-rich Ontario. Nationally, the party's level of support is 14.8 per cent today, down from 18.2 per cent on election day.

Since the election, support for the Bloc Québécois has risen marginally in Quebec, up 0.9 percentage points, to 39 per cent among decided voters in that province, according to the TNS poll.

"Since an election seems to offer no way out of the current minority situation, the Government must either find a way to make this Parliament work or turn the leadership over to the opposition coalition," added Jenkins.

The Canadian fieldwork was conducted using the firm's national bi-weekly telephone omnibus service, TNS Express Telephone. A total of 1,015 nationally representative Canadian adults were interviewed between December 1 and 4, 2008. For a survey sample this size, the margin of sampling error is plus or minus 3.1 percentage points, 19 times out of 20.

TNS Canadian Facts ([www.tns-cf.com](http://www.tns-cf.com)) is one of Canada's most prestigious full-service marketing, opinion and social research organizations.

## **About TNS**

TNS is a global market information and insight group.

Its strategic goal is to be recognized as the global leader in delivering value-added information and insights that help its clients make more effective business decisions.

TNS delivers innovative thinking and excellent service across a network of 80 countries. Working in partnership with clients, TNS provides high-quality information, analysis and insight that improve understanding of consumer behaviour.

TNS is the world's leading provider of customized services, combining sector knowledge with expertise in the areas of Product Development & Innovation, Brand & Communications, Stakeholder Management, Retail & Shopper and Customer Intelligence. TNS is a major supplier of consumer panel, media intelligence and audience measurement services.

**TNS is the sixth sense of business™.**

[www.tnsglobal.com](http://www.tnsglobal.com)

## **The Kantar Group**

The Kantar Group is one of the world's largest research, insight and consultancy networks. By uniting the diverse talents of more than 20 specialist companies – including the recently-acquired TNS – the group aims to become the pre-eminent provider of compelling and actionable insights for the global business community. Its 26,500 employees work across 80 countries and across the whole spectrum of research and consultancy disciplines, enabling the group to offer clients business insights at each and every point of the consumer cycle. The group's services are employed by over half of the Fortune Top 500 companies. The Kantar Group is a wholly-owned subsidiary of WPP Group plc. For further information, please visit [www.kantargrouptns.com](http://www.kantargrouptns.com)

###

### **Media Contacts:**

#### **Richard W. Jenkins**

Vice President, Corporate Director,  
Public Opinion Research  
Tel: (613) 230-4408 x101  
e-mail: [richard.jenkins@tns-global.com](mailto:richard.jenkins@tns-global.com)

#### **David Stark**

Vice President, Public Affairs  
Tel: (416) 924-5751 x238  
e-mail: [david.stark@tns-global.com](mailto:david.stark@tns-global.com)