



The Strategic Counsel

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A Report To
**The Globe and
Mail and CTV**
Federal Vote Intention

October 15, 2007

Introduction and Methodology

- ◆ *The Strategic Counsel* is pleased to present findings of a national survey of 1000 Canadians.
- ◆ Results are based on tracking among a proportionate national sample of Canadians 18 years of age or older.
- ◆ Interviews were conducted between October 11th and October 14th, 2007.
- ◆ The following table outlines the sample distribution and associated margin of error.
- ◆ Note: Proportions may not sum to 100% due to rounding.

Sample Distribution and Margin of Error

	October 11-14, 2007	
National Sample Regions	Sample Size	Margin of Error (±)
Canada	1000	3.1%
Quebec	247	6.3%
Rest of Canada	753	3.6%
Ontario	379	5.0%
West	297	5.7%

Detailed Tables

How would Canadians vote today?

Canada																					
n=		2006										2007									
2004	2006	Feb 16-19	Apr 6-9	May 3-4	June 7-8	July 12-15	July 27-30	Sep 14-17	Oct 12-15	Dec 3	Jan 11-14	Feb 15-18	Mar 10-13	Mar 20-21	Apr 21-24	May 14-17	Jun 8-11	July 12-15	Aug 10-12	Oct 11-14	
%	%	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	
Liberal candidate	37	30	28	29	31	27	26	29	26	32	37	35	29	31	31	30	31	31	31	33	29
Conservative candidate	30	36	39	39	35	36	37	38	35	32	31	31	34	36	39	36	34	34	31	33	34
NDP candidate	16	18	19	14	16	19	18	15	19	17	14	15	14	13	13	16	13	17	17	15	15
Bloc Quebecois candidate	12	11	9	11	10	9	11	11	12	11	11	11	11	9	8	9	10	11	10	10	10
Green Party candidate	4	5	5	7	9	9	8	7	8	9	7	8	12	10	9	12	9	11	10	8	12

Quebec																					
n=		2006										2007									
2004	2006	Feb 16-19	Apr 6-9	May 3-4	June 7-8	July 12-15	July 27-30	Sep 14-17	Oct 12-15	Dec 3	Jan 11-14	Feb 15-18	Mar 10-13	Mar 20-21	Apr 21-24	May 14-17	Jun 8-11	July 12-15	Aug 10-12	Oct 11-14	
%	%	247	247	247	247	247	247	247	247	247	247	247	247	247	247	247	247	247	247	247	
Liberal candidate	34	21	19	19	16	17	16	21	18	28	28	25	22	22	24	19	24	23	25	24	17
Conservative candidate	9	25	31	29	30	25	24	23	16	16	16	15	18	26	24	21	20	16	16	21	26
NDP candidate	5	8	10	4	6	12	5	6	11	6	6	9	8	9	8	9	6	6	10	9	9
Bloc Quebecois candidate	49	42	37	42	40	39	50	43	48	44	44	46	43	36	33	39	41	45	40	37	37
Green Party candidate	3	4	3	5	8	7	6	8	7	6	6	5	9	7	11	12	9	10	9	9	12

Rest of Canada*																					
n=		2006										2007									
2004	2006	Feb 16-19	Apr 6-9	May 3-4	June 7-8	July 12-15	July 27-30	Sep 14-17	Oct 12-15	Dec 3	Jan 11-14	Feb 15-18	Mar 10-13	Mar 20-21	Apr 21-24	May 14-17	Jun 8-11	July 12-15	Aug 10-12	Oct 11-14	
%	%	753	753	753	753	753	753	753	753	753	753	753	753	753	753	753	753	753	753	753	
Liberal candidate	38	33	31	33	35	30	29	32	29	33	40	38	31	33	34	34	33	34	33	36	34
Conservative candidate	37	40	41	43	36	39	41	43	41	37	36	36	40	39	43	40	39	40	36	36	37
NDP candidate	19	21	22	17	19	21	22	18	21	20	17	17	16	17	14	15	19	15	20	19	17
Bloc Quebecois candidate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Green Party candidate	5	5	6	7	10	10	8	7	9	10	7	9	13	11	9	11	9	11	11	9	12

Q. If the federal election was being held tomorrow, do you think you'd be supporting the (ROTATE LIST) 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. In that case, which party's candidate in your local area would you be leaning towards at this time? Would it be the (ROTATE LIST) Liberal candidate in your area, Conservative candidate in your area, the NDP candidate in your area, Green Party candidate in your area or (QUEBEC ONLY) Bloc Quebecois candidate in your area?

Base: Total sample

How would Canadians vote today? (cont'd)

		Ontario																			
		2006										2007									
n=	2004	2006	Feb 16-19	Apr 6-9	May 3-4	June 7-8	July 12-15	July 27-30	Sep 14-17	Oct 12-15	Dec 3	Jan 11-14	Feb 15-18	Mar 10-13	Mar 20-21	Apr 21-24	May 14-17	Jun 8-11	July 12-15	Aug 10-12	Oct 11-14
			379	379	379	379	379	379	379	379	379	379	379	379	379	379	379	379	379	379	379
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
	Liberal candidate	45	40	38	40	42	35	36	39	37	36	48	45	39	41	40	41	40	42	41	40
	Conservative candidate	32	35	36	36	34	36	34	41	35	33	32	32	34	34	40	33	37	35	34	35
	NDP candidate	18	20	20	15	16	20	21	16	19	19	15	14	14	15	13	16	15	11	13	17
	Bloc Quebecois candidate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	Green Party candidate	4	5	6	9	9	9	9	5	9	11	5	9	13	10	7	11	9	12	12	8

		West																			
		2006										2007									
n=	2004	2006	Feb 16-19	Apr 6-9	May 3-4	June 7-8	July 12-15	July 27-30	Sep 14-17	Oct 12-15	Dec 3	Jan 11-14	Feb 15-18	Mar 10-13	Mar 20-21	Apr 21-24	May 14-17	Jun 8-11	July 12-15	Aug 10-12	Oct 11-14
			297	297	297	297	297	297	297	297	297	297	297	297	297	297	297	297	297	297	297
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
	Liberal candidate	27	23	21	20	25	23	21	20	17	27	28	26	21	19	24	23	22	22	25	25
	Conservative candidate	46	49	49	53	42	45	51	50	50	42	45	42	48	50	50	50	42	44	40	46
	NDP candidate	20	22	25	19	21	22	20	20	23	22	18	23	18	18	14	26	21	24	21	21
	Bloc Quebecois candidate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	Green Party candidate	5	5	5	8	12	10	8	10	10	10	9	9	13	13	12	13	10	13	11	8

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Base: Total sample