



The Strategic Counsel

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## A Report To The Globe and Mail and CTV

Current Vote Intentions, the  
Economy, the Beijing Olympics, the  
Sale of MDA to the US, and  
Polygamy

**April 14, 2008**

# 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 April 10<sup>th</sup> and 13<sup>th</sup>, 2008.
- ◆ The following table outlines the sample distribution and associated margin of error.
- ◆ Note: Proportions may not sum to 100% due to rounding.

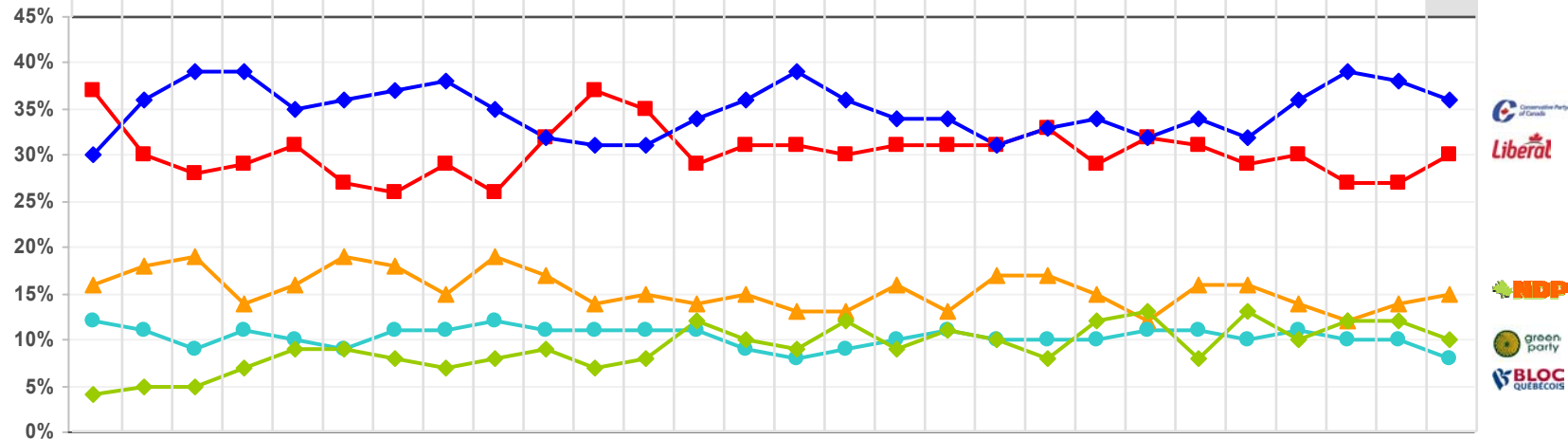
# Sample Distribution and Margin of Error

	<b>April 10-13, 2008</b>	
<b>National Sample Regions</b>	<b>Sample Size</b>	<b>Margin of Error (±)</b>
Canada	1000	3.1%
Quebec	243	6.3%
Rest of Canada	757	3.6%
Ontario	383	5.0%
West	300	5.7%

Detailed Tables

# How would Canadians vote today?

		Canada																											
		2006										2007										2008							
2004	2006	Feb 16-19	Apr 6-9	May 3-4	Jun 7-8	Jul 12-15	Jul 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	Jul 12-15	Aug 10-12	Oct 11-14	Nov 8-11	Nov 12-13	Dec 6-9	Jan 10-13	Feb 14-17	Mar 13-16	Apr 10-13		
		1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	
		% %																											
Conservative candidate	30	36	39	39	35	36	37	38	35	32	31	31	34	36	39	36	34	34	31	33	34	32	34	32	36	39	38	36	
Liberal candidate	37	30	28	29	31	27	26	29	26	32	37	35	29	31	31	30	31	31	33	29	32	31	29	30	27	27	30		
NDP candidate	16	18	19	14	16	19	18	15	19	17	14	15	13	13	16	13	17	17	15	12	16	16	14	12	14	15			
Bloc Quebecois candidate	12	11	9	11	10	9	11	11	12	11	11	11	9	8	9	10	11	10	10	10	11	11	10	11	10	10	8		
Green Party candidate	4	5	5	7	9	9	8	7	8	9	7	8	10	9	12	9	11	10	8	12	13	8	13	10	12	12	10		



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?

		Canada																											
		2006										2007										2008							
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	Nov 8-11	Nov 12-13	Dec 6-9	Jan 10-13	Feb 14-17	Mar 13-16	Apr 10-13		
		1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%		
		30	36	39	39	35	36	37	38	35	32	31	31	34	36	39	36	34	34	31	33	34	32	34	32	36	39	38	36
		37	30	28	29	31	27	26	29	26	32	37	35	29	31	31	30	31	31	33	29	32	31	29	30	27	27	30	
		16	18	19	14	16	19	18	15	19	17	14	15	14	15	13	13	16	13	17	17	15	12	16	16	14	12	14	15
		12	11	9	11	10	9	11	11	12	11	11	11	11	9	8	9	10	11	10	10	11	11	10	11	10	10	8	
		4	5	5	7	9	9	8	7	8	9	7	8	12	10	9	12	9	11	10	8	12	13	8	13	10	12	12	10

		Quebec																											
		2006										2007										2008							
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	Nov 8-11	Nov 12-13	Dec 6-9	Jan 10-13	Feb 14-17	Mar 13-16	Apr 10-13		
		247	247	247	247	247	247	247	247	247	247	247	247	247	247	247	247	247	247	247	247	247	247	247	247	247	243	243	243
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
		9	25	31	29	30	25	24	23	16	16	16	15	18	26	24	21	20	16	16	21	26	23	25	18	24	22	20	27
		34	21	19	19	16	17	16	21	18	28	28	25	22	22	24	19	24	23	25	24	17	18	16	20	19	19	23	20
		5	8	10	4	6	12	5	6	11	6	6	9	8	9	8	6	6	10	9	9	7	8	11	8	5	6	7	
		49	42	37	42	40	39	50	43	48	44	44	46	43	36	33	39	41	45	40	37	37	42	43	40	44	40	41	36
		3	4	3	5	8	7	6	8	7	6	6	5	9	7	11	12	9	10	9	9	12	10	8	11	5	14	11	10

		Rest of Canada*																											
		2006										2007										2008							
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	Nov 8-11	Nov 12-13	Dec 6-9	Jan 10-13	Feb 14-17	Mar 13-16	Apr 10-13		
		753	753	753	753	753	753	753	753	753	753	753	753	753	753	753	753	753	753	753	753	753	753	753	753	753	757	757	757
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
		37	40	41	43	36	39	41	43	41	37	36	36	40	39	43	40	39	40	36	36	37	36	37	37	40	45	44	39
		38	33	31	33	35	30	29	32	29	33	40	38	31	33	34	34	33	34	33	36	34	37	36	32	34	30	28	33
		19	21	22	17	19	21	22	18	21	20	17	17	16	17	14	15	19	15	20	19	17	14	18	18	15	13	17	18
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		5	5	6	7	10	10	8	7	9	10	7	9	13	11	9	11	9	11	11	9	12	14	8	13	11	12	12	10

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										2008						
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	Nov 8-11	Nov 12-13	Dec 6-9	Jan 10-13	Feb 14-17	Mar 13-16	Apr 10-13
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Conservative candidate	32	35	36	36	34	36	34	41	35	33	32	32	34	34	40	33	37	35	34	35	33	29	30	33	37	42	37	33
Liberal candidate	45	40	38	40	42	35	36	39	37	36	48	45	39	41	40	41	40	42	41	40	40	47	44	37	39	34	34	42
NDP candidate	18	20	20	15	16	20	21	16	19	19	15	14	14	15	13	16	15	11	13	17	14	12	17	17	12	11	16	14
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	14	12	9	13	12	13	13	12

		West																										
		2006										2007										2008						
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	Nov 8-11	Nov 12-13	Dec 6-9	Jan 10-13	Feb 14-17	Mar 13-16	Apr 10-13
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Conservative candidate	46	49	49	53	42	45	51	50	50	42	45	42	48	50	50	42	44	40	46	41	43	48	41	42	49	53	48	
Liberal candidate	27	23	21	20	25	23	21	20	17	27	28	26	21	19	24	23	22	22	25	25	27	24	26	26	29	23	19	21
NDP candidate	20	22	25	19	21	22	20	20	23	22	18	23	18	18	14	14	26	21	24	21	21	16	20	17	17	16	18	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	12	18	6	16	11	12	10	10

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

# Direction of the Economy

	Canada				Region															
					Quebec				Rest of Canada*				Ontario				West			
	Nov 8-11 2007	Jan 10-13 2008	Mar 13-16 2008	Apr 10-13 2008	Nov 8-11 2007	Jan 10-13 2008	Mar 13-16 2008	Apr 10-13 2008	Nov 8-11 2007	Jan 10-13 2008	Mar 13-16 2008	Apr 10-13 2008	Nov 8-11 2007	Jan 10-13 2008	Mar 13-16 2008	Apr 10-13 2008	Nov 8-11 2007	Jan 10-13 2008	Mar 13-16 2008	Apr 10-13 2008
n=	1000	1000	1000	1000	247	247	243	243	753	753	757	757	379	379	383	383	297	297	300	300
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Getting stronger	31	18	17	15	24	15	17	14	33	19	17	15	32	13	17	12	35	23	16	19
Staying the same	43	51	48	49	50	63	52	51	41	47	47	49	38	46	44	49	45	50	52	49
Getting worse	22	28	31	32	23	21	29	32	21	30	32	32	27	36	34	36	14	24	29	28
DK/NA/Ref	5	4	3	4	4	1	3	3	5	4	4	4	4	5	5	4	6	3	3	4

Q. I'd like to ask you a few questions about the economy. In the coming months, do you see the Canadian economy getting stronger, getting worse or staying the same?  
 Base: Total sample

	Total Sample												US Poll** Jan 9-12 2008 %
	1989 %	1991 %	1998 %	2001 %	2002 %	2004 %	2005 %	2006 %	Nov 8-11 2007* %	Jan 10-13 2008* %	Mar 13-16 2008* %	Apr 10-13 2008* %	
Improvement (*getting stronger)	15	3	24	10	22	24	22	16	31	18	17	15	4
Stay the same	17	4	27	29	42	43	57	49	43	51	48	49	33
Recession (*getting worse)	58	90	43	58	29	26	16	29	22	28	31	32	62
DK/NA/REF	10	3	6	3	7	7	5	6	5	4	3	4	1

Asked 1989 to 2006: Q. Would you say the economy is heading into a period of improvement, into a recession, or is it going to stay the same?

Base: Total sample

Source: 1989-2002 Macleans Magazine

\* Q. I'd like to ask you a few questions about the economy. In the coming months, do you see the Canadian economy getting stronger, getting worse or staying the same?

\*\* Source: The New York Times/CBS News Poll, January 9-12 2008, n=1000. Q.: Do you think the economy is getting better, getting worse, or staying about the same?

# Direction of the Economy

	Canada	Party Vote					
		Liberal	Conservative	NDP	Bloc	Green	Won't Vote
	Apr 10-13	Apr 10-13	Apr 10-13	Apr 10-13	Apr 10-13	Apr 10-13	Apr 10-13
n=	1000	221	265	111 <sup>C</sup>	62 <sup>C</sup>	76 <sup>C</sup>	266
	%	%	%	%	%	%	%
Getting stronger	15	18	17	16	10	11	12
Getting worse	32	29	31	40	30	27	36
Staying the same	49	50	50	42	57	62	45
DK/NA/Ref	4	3	2	3	3	1	8

Q. I'd like to ask you a few questions about the economy. In the coming months, do you see the Canadian economy getting stronger, getting worse or staying the same?

Base: Total sample

C Caution, small base size

# How likely is Canada to experience a recession over the next six months?

	Canada	Region			
		Quebec	Rest of Canada*	Ontario	West
	Apr 10-13	Apr 10-13	Apr 10-13	Apr 10-13	Apr 10-13
n=	1000	243	757	383	300
	%	%	%	%	%
<b>TOTAL Likely</b>	<b>45</b>	<b>50</b>	<b>43</b>	<b>50</b>	<b>34</b>
Very likely	9	6	9	11	8
Somewhat likely	36	44	34	39	26
Somewhat unlikely	35	38	35	35	35
Very unlikely	16	10	17	11	25
<b>TOTAL Unlikely</b>	<b>51</b>	<b>48</b>	<b>52</b>	<b>46</b>	<b>60</b>
DK/NA/Ref	4	2	5	4	6

\*Note: Rest of Canada includes all provinces except Quebec

Q. How likely or unlikely is it that Canadian economy will experience a recession over the next six months? Is it very likely, somewhat likely somewhat unlikely, or very unlikely?

Base: All respondents

# How likely is Canada to experience a recession over the next six months?

	Canada	Party Vote					
		Liberal	Conservative	NDP	Bloc	Green	Won't Vote
	Apr 10-13	Apr 10-13	Apr 10-13	Apr 10-13	Apr 10-13	Apr 10-13	Apr 10-13
n=	1000	221	265	111 <sup>C</sup>	62 <sup>C</sup>	76 <sup>C</sup>	266
	%	%	%	%	%	%	%
<b>TOTAL Likely</b>	<b>45</b>	<b>48</b>	<b>39</b>	<b>37</b>	<b>49</b>	<b>53</b>	<b>47</b>
Very likely	9	9	9	8	8	11	7
Somewhat likely	36	39	30	29	41	42	40
Somewhat unlikely	35	36	42	37	37	31	29
Very unlikely	16	13	15	23	13	10	17
<b>TOTAL Unlikely</b>	<b>51</b>	<b>49</b>	<b>57</b>	<b>60</b>	<b>50</b>	<b>41</b>	<b>46</b>
DK/NA/Ref	4	3	4	3	1	6	7

Q. How likely or unlikely is it that Canadian economy will experience a recession over the next six months? Is it very likely, somewhat likely somewhat unlikely, or very unlikely?

Base: All respondents

C Caution, small base size

# Do Canadians support a boycott of the Beijing Olympics?

	Canada	Region			
		Quebec	Rest of Canada*	Ontario	West
	Apr 10-13	Apr 10-13	Apr 10-13	Apr 10-13	Apr 10-13
n=	1000	243	757	383	300
	%	%	%	%	%
<b>TOTAL Support</b>	<b>33</b>	<b>29</b>	<b>34</b>	<b>35</b>	<b>35</b>
Strongly support	14	14	14	15	13
Somewhat support	19	15	20	19	22
Somewhat oppose	23	32	19	18	22
Strongly oppose	36	31	38	39	35
<b>TOTAL Oppose</b>	<b>59</b>	<b>63</b>	<b>57</b>	<b>57</b>	<b>57</b>
DK/NA/Ref	9	8	9	9	8

\*Note: Rest of Canada includes all provinces except Quebec

Q. As you may know, some people are calling on countries, including Canada to boycott the Olympic Games in Beijing this summer as a protest against China's treatment of the people in Tibet. Would you strongly support, somewhat support, somewhat oppose, or strongly oppose Canada's boycotting the Beijing Games.

Base: All respondents

# Reasons for supporting a boycott ...

	Canada	Region			
		Quebec	Rest of Canada*	Ontario	West
	Apr 10-13	Apr 10-13	Apr 10-13	Apr 10-13	Apr 10-13
n=	330	70 <sup>C</sup>	260	132 <sup>C</sup>	103 <sup>C</sup>
	%	%	%	%	%
Human rights are more important than sporting events	59	48	62	60	62
Attending the Games would condone China's actions	14	24	12	14	11
China is getting too powerful and has to be taught a lesson	6	10	4	6	4
The Olympics have just become a big marketing event anyway	15	15	15	13	17
Other	3	3	4	3	4
DK/NA/Ref	3	-	4	5	3

\*Note: Rest of Canada includes all provinces except Quebec

Q. What is your main reason for supporting a boycott of the Beijing Games?  
 Base: Those who somewhat/strongly support a boycott of the Beijing Olympics  
 C Caution, small base size

# Reasons for opposing a boycott ...

	Canada	Region			
		Quebec	Rest of Canada*	Ontario	West
	Apr 10-13	Apr 10-13	Apr 10-13	Apr 10-13	Apr 10-13
n=	585	153 <sup>C</sup>	432	218	172 <sup>C</sup>
	%	%	%	%	%
We should not mix sports and politics	39	42	39	36	44
Our athletes have worked too hard training for the Olympics and we would be letting them down	33	34	33	35	29
A boycott by Canada and other countries will have no effect on China's behaviour	19	14	20	22	19
China would get back at us by boycotting the Vancouver Winter Olympics in 2010	2	4	2	1	2
Other	5	6	4	4	4
DK/NA/Ref	2	1	2	2	2

\*Note: Rest of Canada includes all provinces except Quebec

Q. What is the main reason for opposing a boycott of the Beijing Games?  
 Base: Those who somewhat/strongly oppose a boycott of the Beijing Olympics  
 C Caution, small base size

# Do Canadians support the Federal Government's decision to block the sale of MDA to an American company?

	Canada	Region			
		Quebec	Rest of Canada*	Ontario	West
	Apr 10-13	Apr 10-13	Apr 10-13	Apr 10-13	Apr 10-13
n=	1000	243	757	383	300
	%	%	%	%	%
Some people say that this is a good idea, because the federal government has invested significant dollars in this Canadian company's research and development and because it might lead to the decline of the high tech space sector in Canada	58	51	60	58	64
Other people say that this is a bad idea, because it goes against the Free Trade Agreement, because it might encourages foreign governments to prevent Canadians from buying companies located in their countries, and cause foreign companies to question their interest in investing in Canada	30	37	28	28	27
DK/NA/Ref	12	12	12	15	10

\*Note: Rest of Canada includes all provinces except Quebec

Q. As you may know, the federal government has made a decision to prevent an American company from buying MDA, Canada's leading space company which developed the Canada Arm. Some people say that this is a good idea, because the federal government has invested significant dollars in this Canadian company's research and development and because it might lead to the decline of the high tech space sector in Canada . Other people say that this is a bad idea, because it goes against the Free Trade Agreement, because it might encourages foreign governments to prevent Canadians from buying companies located in their countries , and cause foreign companies to question their interest in investing in Canada. Which view is closer to your own?

Base: All respondents

# Do Canadians support broadening of the definition of marriage to include three or more people?

	Canada	Region			
		Quebec	Rest of Canada*	Ontario	West
	Apr 10-13	Apr 10-13	Apr 10-13	Apr 10-13	Apr 10-13
n=	1000	243	757	383	300
	%	%	%	%	%
<b>TOTAL Support</b>	<b>10</b>	<b>10</b>	<b>10</b>	<b>9</b>	<b>14</b>
Strongly support	2	3	2	2	4
Somewhat support	8	7	8	7	10
Somewhat oppose	12	20	9	8	11
Strongly oppose	76	68	79	82	74
<b>TOTAL Oppose</b>	<b>88</b>	<b>88</b>	<b>88</b>	<b>90</b>	<b>85</b>
DK/NA/Ref	2	2	2	1	2

\*Note: Rest of Canada includes all provinces except Quebec

Q. Western societies have defined legal marriage as consisting of two people. Would you support or oppose broadening of the definition of marriage to include three or more people. Would you strongly support, somewhat support, somewhat oppose or strongly oppose.

Base: All respondents