



The Strategic Counsel

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A Report To
**The Globe and Mail
and CTV**

2008 Federal Election:
Pre-Election National Poll

October 11, 2008

Introduction and Methodology

- ◆ *The Strategic Counsel* is pleased to present findings of a national survey of 1000 Canadians.
- ◆ Results are based on a proportionate national sample of Canadians 18 years of age or older.
- ◆ Interviews were conducted between on Friday October 10th, 2008.
- ◆ The following table outlines the sample distribution and associated margin of error.
- ◆ Note: Proportions may not sum to 100% due to rounding.

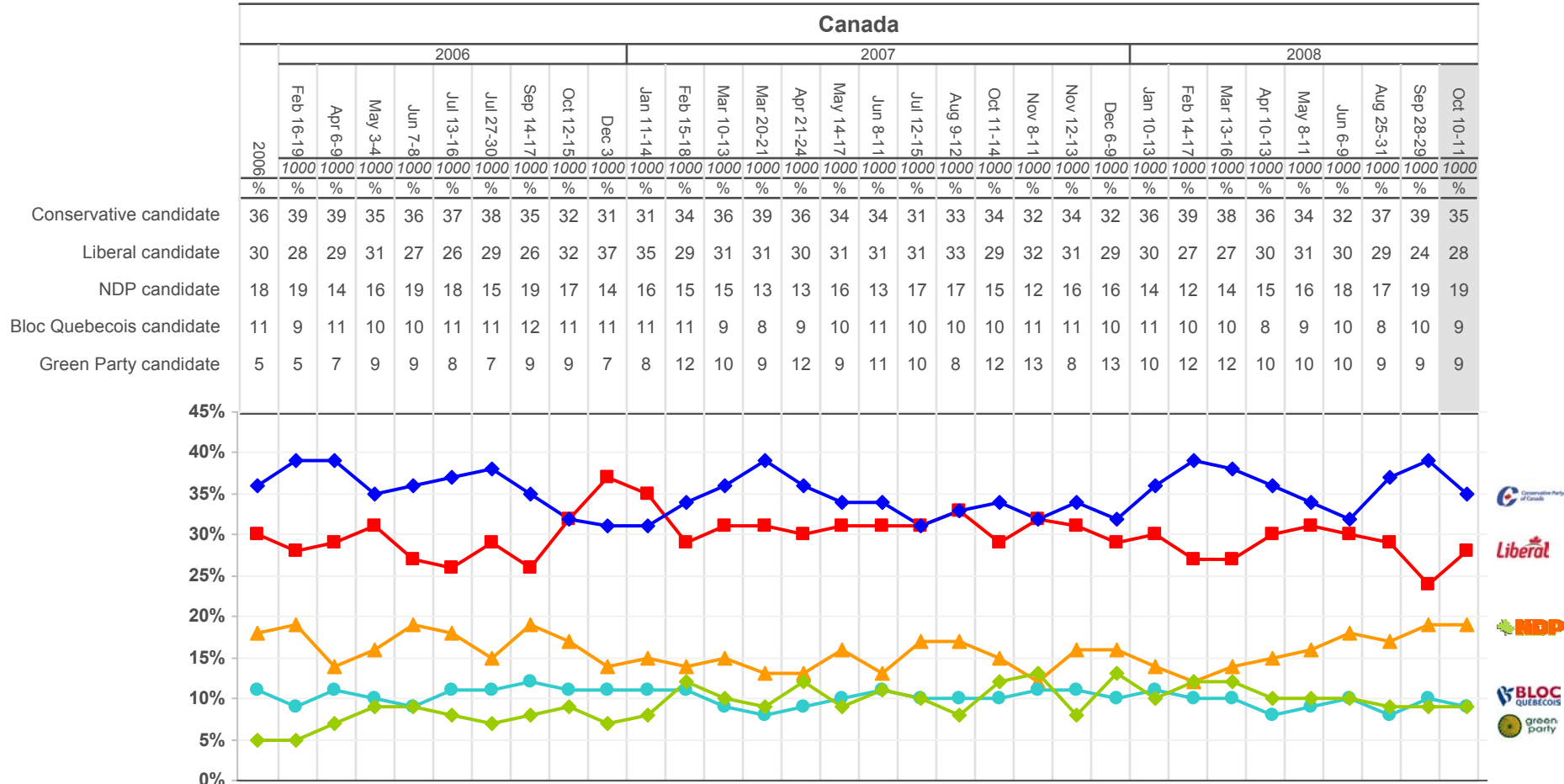
Sample Distribution and Margin of Error

| National Sample Regions | Sample Size | Margin of Error (±) |
|-------------------------|-------------|-----------------------|
| Canada | 1000 | 3.1% |
| Quebec | 243 | 6.3% |
| Rest of Canada | 757 | 3.6% |
| Ontario | 383 | 5.0% |
| West | 300 | 5.7% |

Note: Because of the smaller sample size, the margin of error for demographic breakdowns is significantly larger than for the overall percentages.

Detailed Findings

How would Canadians vote today?



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? *By region*

| | | Canada | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|----|--------------------------|--------|------|------|------|-------|-------|-------|-------|------|-------|-------|-------|-------|-------|-------|------|-------|-------|-------|------|-------|------|-------|-------|-------|-------|------|------|-------|-------|-------|----|
| | | 2006 | | | | | | | | | | 2007 | | | | | | | | | | 2008 | | | | | | | | | | | |
| n= | 2006 | Feb | Apr | May | June | July | July | Sep | Oct | Dec | Jan | Feb | Mar | Mar | Apr | May | Jun | July | Aug | Oct | Nov | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Aug | Sep | Oct | |
| | | 16-19 | 6-9 | 3-4 | 7-8 | 12-15 | 27-30 | 14-17 | 12-15 | 3 | 11-14 | 15-18 | 10-13 | 20-21 | 21-24 | 14-17 | 8-11 | 12-15 | 10-12 | 11-14 | 8-11 | 12-13 | 6-9 | 10-13 | 14-17 | 13-16 | 10-13 | 8-11 | 6-9 | 25-31 | 28-29 | 10-11 | |
| | | 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 | 1000 | 1000 | 1000 | | |
| | | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | | |
| | Conservative candidate | 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 | 34 | 32 | 37 | 39 | 35 |
| | Liberal candidate | 30 | 28 | 29 | 31 | 27 | 26 | 29 | 26 | 32 | 37 | 35 | 29 | 31 | 31 | 30 | 31 | 31 | 31 | 33 | 29 | 32 | 31 | 29 | 30 | 27 | 27 | 30 | 31 | 30 | 29 | 24 | 28 |
| | NDP candidate | 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 | 16 | 18 | 17 | 19 | 19 |
| | Bloc Quebecois candidate | 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 | 9 | 10 | 8 | 10 | 9 | |
| | Green Party candidate | 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 | 10 | 9 | 9 | 9 | |

| | | Quebec | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|----|--------------------------|--------|-----|-----|------|-------|-------|-------|-------|-----|-------|-------|-------|-------|-------|-------|------|-------|-------|-------|------|-------|-----|-------|-------|-------|-------|------|-----|-------|-------|-------|----|
| | | 2006 | | | | | | | | | | 2007 | | | | | | | | | | 2008 | | | | | | | | | | | |
| n= | 2006 | Feb | Apr | May | June | July | July | Sep | Oct | Dec | Jan | Feb | Mar | Mar | Apr | May | Jun | July | Aug | Oct | Nov | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Aug | Sep | Oct | |
| | | 16-19 | 6-9 | 3-4 | 7-8 | 12-15 | 27-30 | 14-17 | 12-15 | 3 | 11-14 | 15-18 | 10-13 | 20-21 | 21-24 | 14-17 | 8-11 | 12-15 | 10-12 | 11-14 | 8-11 | 12-13 | 6-9 | 10-13 | 14-17 | 13-16 | 10-13 | 8-11 | 6-9 | 25-31 | 28-29 | 10-11 | |
| | | 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 | 243 | 243 | 243 | 243 | 243 | | |
| | | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | | |
| | Conservative candidate | 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 | 20 | 16 | 23 | 24 | 25 |
| | Liberal candidate | 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 | 25 | 22 | 26 | 18 | 23 |
| | NDP candidate | 8 | 10 | 4 | 6 | 12 | 5 | 6 | 11 | 6 | 6 | 9 | 8 | 9 | 8 | 9 | 6 | 6 | 10 | 9 | 9 | 7 | 8 | 11 | 8 | 5 | 6 | 7 | 8 | 7 | 12 | 12 | 11 |
| | Bloc Quebecois candidate | 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 | 38 | 46 | 34 | 45 | 37 |
| | Green Party candidate | 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 | 9 | 8 | 5 | 1 | 5 |

| | | Rest of Canada* | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|----|--------------------------|-----------------|-----|-----|------|-------|-------|-------|-------|-----|-------|-------|-------|-------|-------|-------|------|-------|-------|-------|------|-------|-----|-------|-------|-------|-------|------|-----|-------|-------|-------|----|
| | | 2006 | | | | | | | | | | 2007 | | | | | | | | | | 2008 | | | | | | | | | | | |
| n= | 2006 | Feb | Apr | May | June | July | July | Sep | Oct | Dec | Jan | Feb | Mar | Mar | Apr | May | Jun | July | Aug | Oct | Nov | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Aug | Sep | Oct | |
| | | 16-19 | 6-9 | 3-4 | 7-8 | 12-15 | 27-30 | 14-17 | 12-15 | 3 | 11-14 | 15-18 | 10-13 | 20-21 | 21-24 | 14-17 | 8-11 | 12-15 | 10-12 | 11-14 | 8-11 | 12-13 | 6-9 | 10-13 | 14-17 | 13-16 | 10-13 | 8-11 | 6-9 | 25-31 | 28-29 | 10-11 | |
| | | 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 | 757 | 757 | 757 | 757 | 757 | | |
| | | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | | |
| | Conservative candidate | 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 | 39 | 36 | 42 | 43 | 38 |
| | Liberal candidate | 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 | 33 | 32 | 30 | 26 | 30 |
| | NDP candidate | 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 | 18 | 21 | 18 | 20 | 22 |
| | Bloc Quebecois candidate | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| | Green Party candidate | 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 | 10 | 11 | 10 | 11 | 11 |

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? *By region*

| | | Ontario | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|--------------------------|------|-----------|---------|---------|----------|------------|------------|-----------|-----------|-------|-----------|-----------|-----------|-----------|-----------|-----------|----------|------------|-----------|-----------|----------|-----------|---------|-----------|-----------|-----------|-----------|----------|---------|-----------|-----------|-----------|
| | | 2006 | | | | | | | | | | 2007 | | | | | | | | | | 2008 | | | | | | | | | | |
| n= | 2009 | 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 | May 8-11 | Jun 6-9 | Aug 25-31 | Sep 28-29 | Oct 10-11 |
| | | 379 | 379 | 379 | 379 | 379 | 379 | 379 | 379 | 379 | 379 | 379 | 379 | 379 | 379 | 379 | 379 | 379 | 379 | 379 | 379 | 379 | 379 | 379 | 379 | 383 | 383 | 383 | 383 | 383 | 383 | 383 |
| | | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Conservative candidate | | 35 | 36 | 36 | 34 | 36 | 34 | 41 | 35 | 33 | 32 | 34 | 34 | 40 | 33 | 37 | 35 | 34 | 35 | 33 | 29 | 30 | 33 | 37 | 42 | 37 | 33 | 35 | 31 | 41 | 43 | 31 |
| Liberal candidate | | 40 | 38 | 40 | 42 | 35 | 36 | 39 | 37 | 36 | 48 | 45 | 39 | 41 | 40 | 41 | 40 | 42 | 41 | 40 | 47 | 44 | 37 | 39 | 34 | 34 | 42 | 40 | 39 | 35 | 30 | 37 |
| NDP candidate | | 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 | 18 | 15 | 17 | 22 |
| Bloc Quebecois candidate | | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Green Party candidate | | 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 | 11 | 12 | 10 | 10 |

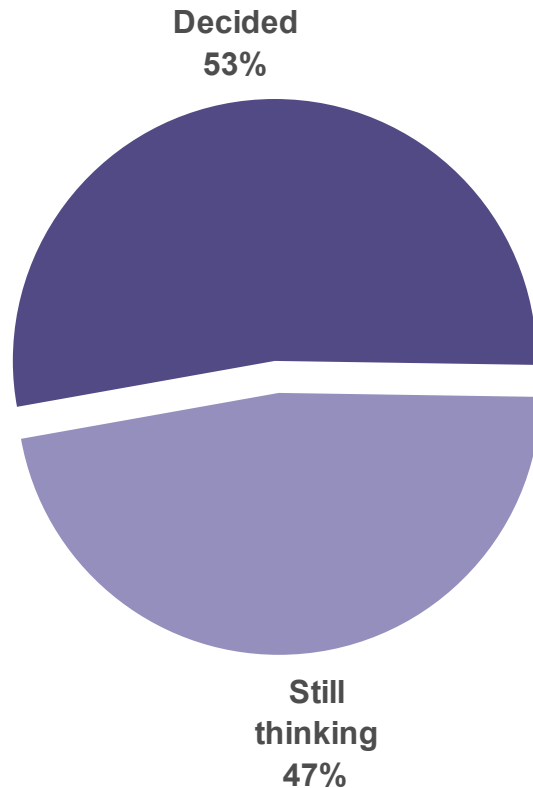
| | | West | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|--------------------------|------|-----------|---------|---------|----------|------------|------------|-----------|-----------|-------|-----------|-----------|-----------|-----------|-----------|-----------|----------|------------|-----------|-----------|----------|-----------|---------|-----------|-----------|-----------|-----------|----------|---------|-----------|-----------|-----------|
| | | 2006 | | | | | | | | | | 2007 | | | | | | | | | | 2008 | | | | | | | | | | |
| n= | 2009 | 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 | May 8-11 | Jun 6-9 | Aug 25-31 | Sep 28-29 | Oct 10-11 |
| | | 297 | 297 | 297 | 297 | 297 | 297 | 297 | 297 | 297 | 297 | 297 | 297 | 297 | 297 | 297 | 297 | 297 | 297 | 297 | 297 | 297 | 297 | 297 | 297 | 300 | 300 | 300 | 300 | 300 | 300 | 300 |
| | | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Conservative candidate | | 49 | 49 | 53 | 42 | 45 | 51 | 50 | 50 | 42 | 45 | 48 | 50 | 50 | 42 | 44 | 40 | 46 | 41 | 43 | 48 | 41 | 42 | 49 | 53 | 48 | 46 | 45 | 48 | 48 | 46 | |
| Liberal candidate | | 23 | 21 | 20 | 25 | 23 | 21 | 20 | 17 | 27 | 28 | 26 | 21 | 19 | 24 | 23 | 22 | 25 | 25 | 27 | 24 | 26 | 26 | 29 | 23 | 19 | 21 | 22 | 20 | 18 | 20 | 20 |
| NDP candidate | | 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 | 23 | 23 | 20 | 21 |
| Bloc Quebecois candidate | | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Green Party candidate | | 5 | 5 | 8 | 12 | 10 | 8 | 10 | 10 | 9 | 9 | 13 | 13 | 12 | 13 | 10 | 13 | 11 | 8 | 12 | 18 | 6 | 16 | 11 | 12 | 10 | 10 | 10 | 11 | 12 | 12 | 13 |

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?

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Base: Total sample

When did/will voters make their decision?



When did you make your decision?

| | | Canada |
|--|--|-----------------|
| | | Oct 10-11, 2008 |
| | | n= |
| | | 362 |
| | | % |
| I am voting for the same party I always vote for | | 37 |
| At the start of the campaign | | 20 |
| In the past few weeks | | 18 |
| After the leaders debate | | 11 |
| In the last few days | | 10 |
| DK/NA/Ref | | 4 |

When will you make your final decision?

| | | Canada |
|-------------------|--|-----------------|
| | | Oct 10-11, 2008 |
| | | n= |
| | | 309 |
| | | % |
| Over the weekend | | 41 |
| On election day | | 33 |
| At the ballot box | | 21 |
| DK/NA/Ref | | 5 |

Q. How likely is it that you might switch your vote to your second choice between now and election day? Is it very likely, somewhat likely, not too likely or not at all likely?
 Q. When did you make your decision?
 Q. When will you make your final decision?
 Base: Total sample