



The Strategic Counsel

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

2008 Federal Election:
Pre-Election National Poll

October 12th, 2008

Introduction and Methodology

- ◆ *The Strategic Counsel* is pleased to present findings of a national telephone survey of 2,000 Canadians.
- ◆ Results are based on a proportionate national sample of Canadians 18 years of age or older.
- ◆ Interviews were conducted on Friday October 10th and Saturday October 11th, 2008.
- ◆ The following table outlines the sample distribution and associated margin of error.
- ◆ Note: Proportions may not sum to 100% due to rounding.

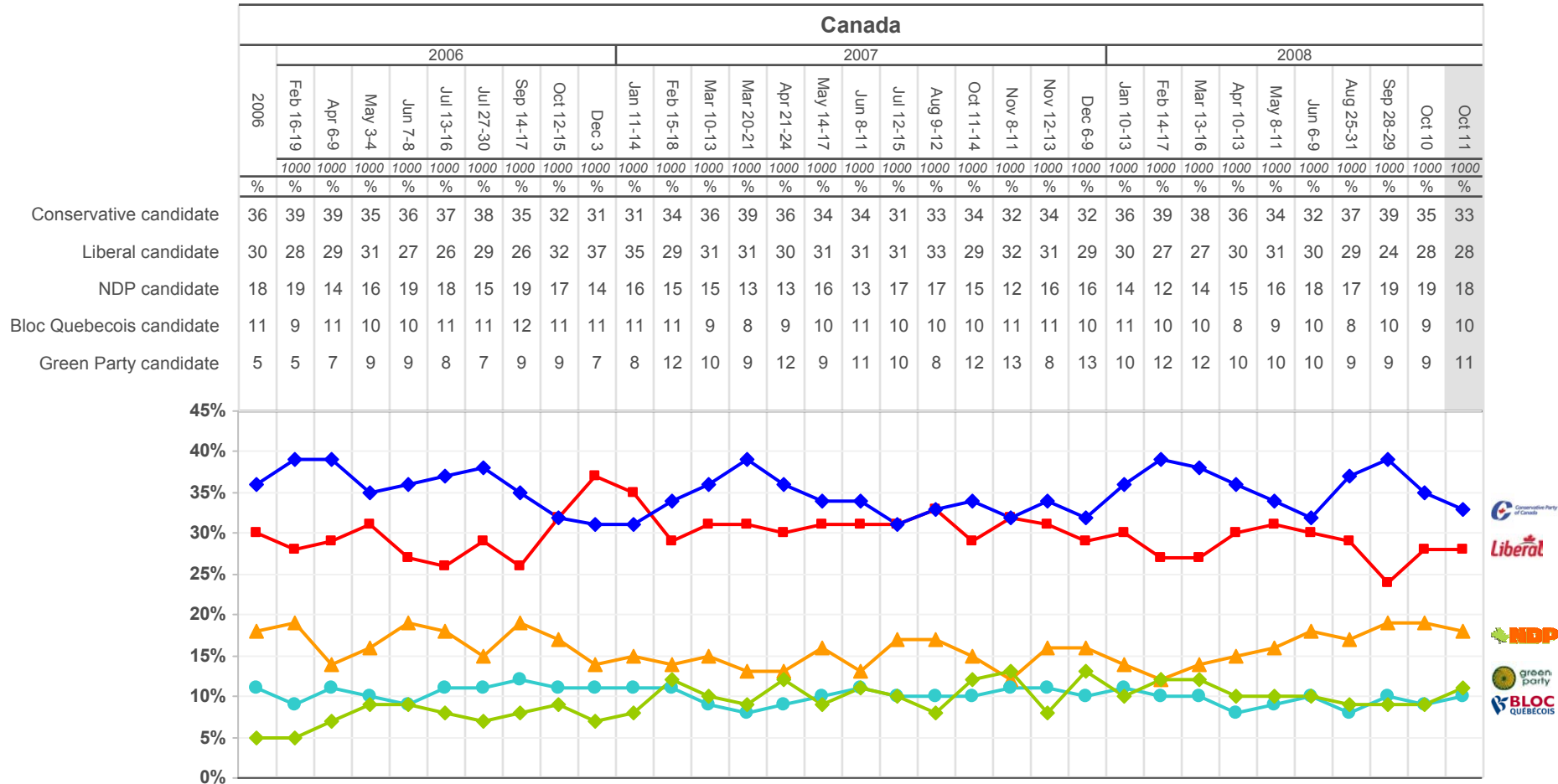
Sample Distribution and Margin of Error

National Sample Regions	Sample Size	Margin of Error (±)
Canada	2000	2.2%
Quebec	486	4.5%
Rest of Canada	1514	2.5%
Ontario	766	3.5%
West	600	4.0%

Note: Because of the smaller sample size, the margin of error for demographic breakdowns and other subsamples 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 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	Oct 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	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	33
	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	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	18
	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	10	
	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	11	

		Quebec																															
		2006										2007										2008											
n=	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	May 8-11	Jun 6-9	Aug 25-31	Sep 28-29	Oct 10	Oct 11
		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	243	243	243	243	243	243
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
	Conservative candidate	25	31	29	30	25	24	23	16	16	15	18	26	24	21	20	16	16	21	26	23	25	18	24	22	20	16	23	24	25	18		
	Liberal candidate	21	19	19	16	17	16	21	18	28	25	22	22	24	19	24	23	25	24	17	18	16	20	19	19	23	20	25	22	26	18	23	24
	NDP candidate	8	10	4	6	12	5	6	11	6	6	9	8	9	6	6	10	9	9	7	8	11	8	5	6	7	8	7	12	12	11	7	
	Bloc Quebecois candidate	42	37	42	40	39	50	43	48	44	46	43	36	33	39	41	45	40	37	37	42	43	40	44	40	41	36	38	46	34	45	37	42
	Green Party candidate	4	3	5	8	7	6	8	7	6	5	9	7	11	12	9	10	9	9	12	10	8	11	5	14	11	10	9	8	5	1	5	9

		Rest of Canada*																																
		2006										2007										2008												
n=	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	May 8-11	Jun 6-9	Aug 25-31	Sep 28-29	Oct 10	Oct 11	
		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	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	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	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	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	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=	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	May 8-11	Jun 6-9	Aug 25-31	Sep 28-29	Oct 10	Oct 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	379	383	383	383	383	383	383	383	383
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Conservative candidate	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	35	31	41	43	31	31	
Liberal candidate	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	40	39	35	30	37	35	
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	14	18	15	17	22	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	10	13	

		West																																
		2006										2007										2008												
n=	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	May 8-11	Jun 6-9	Aug 25-31	Sep 28-29	Oct 10	Oct 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	300	300
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Conservative candidate	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	46	45	48	48	46	49		
Liberal candidate	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	22	20	18	20	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	21	21	
Bloc Quebecois candidate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Green Party candidate	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	10	11	12	12	13	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*

	Region							
	British Columbia		Vancouver CMA	Rest of BC	Alberta		Saskatchewan Manitoba	
	2006 Election	Oct 10-11	Oct 10-11	Oct 10-11	2006 Election	Oct 10-11	2006 Election	Oct 10-11
n=		266	138	128		204		130
		%	%	%		%		%
Conservative candidate	38	34	42	28	66	66	46	44
Liberal candidate	28	23	28	19	16	14	25	25
NDP candidate	29	27	19	33	12	11	25	25
Bloc Quebecois candidate	-	-	-	-	-	-	-	-
Green Party candidate	5	16	11	20	7	9	4	6

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: Decided and leaning voters

How would Canadians vote today? *By region*

	Region								
	Ontario	Toronto CMA	Rest of Ontario	"416"	"905"	"519"	"613"	"705/809"	
	2006 Election	Oct 10-11	Oct 10-11	Oct 10-11	Oct 10-11	Oct 10-11	Oct 10-11	Oct 10-11	Oct 10-11
n=	766	320	446	146	245	171	98	106	
	%	%	%	%	%	%	%	%	
Conservative candidate	35	31	28	33	17	38	29	35	33
Liberal candidate	40	36	42	31	40	41	32	33	28
NDP candidate	20	22	17	26	27	10	25	25	33
Bloc Quebecois candidate	-	-	-	-	-	-	-	-	-
Green Party candidate	5	12	13	10	16	11	14	7	7

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: Decided and leaning voters

How would Canadians vote today? *By region*

	Region					
	Quebec		Montreal CMA	Rest of Quebec	Atlantic	
	2006 Election	Oct 10-11	Oct 10-11	Oct 10-11	2006 Election	Oct 10-11
n=		486	232	254		148
		%	%	%		%
Conservative candidate	25	22	12	32	35	32
Liberal candidate	21	24	27	20	40	36
NDP candidate	8	9	11	6	23	28
Bloc Quebecois candidate	42	39	41	37	-	-
Green Party candidate	4	7	9	5	2	5

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: Decided and leaning voters

How would Canadians vote today? *In ridings by 2006 winning party*

	Canada		2006 Winning Party							
			Conservative Ridings		Liberal Ridings		NDP Ridings		Bloc Quebecois Ridings	
	2006 Election	Oct 10-11 2000	2006 Election	Oct 10-11 867	2006 Election	Oct 10-11 618	2006 Election	Oct 10-11 172	2006 Election	Oct 10-11 334
n=		%		%		%		%		%
Conservative candidate	36	34	52	47	29	27	23	21	22	19
Liberal candidate	30	28	24	21	47	45	27	22	17	18
NDP candidate	18	19	16	19	17	17	45	43	7	9
Bloc Quebecois candidate	11	9	3	2	3	2	-	-	50	47
Green Party candidate	5	10	5	11	4	9	5	13	4	8

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: Decided and leaning voters

How would Canadians vote today? *By gender*

	Canada	All Men	Men			All Women	Women		
			18-34	35-49	50+		18-34	35-49	50+
	Oct 10-11	Oct 10-11	Oct 10-11	Oct 10-11	Oct 10-11	Oct 10-11	Oct 10-11	Oct 10-11	Oct 10-11
n=	2000	1003	176	265	537	997	152	255	565
	%	%	%	%	%	%	%	%	%
Conservative candidate	34	36	28	37	41	31	23	27	38
Liberal candidate	28	28	30	24	29	28	23	33	30
NDP candidate	19	15	15	16	15	23	34	22	16
Bloc Quebecois candidate	9	10	14	9	7	9	7	9	10
Green Party candidate	10	11	13	13	8	9	13	9	6

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: Decided and leaning voters

How would Canadians vote today? *By demographics*

	Canada	Age			Education			Household Income		
		18-34	35-49	50+	High school or less	Some Post-Secondary	Graduated College or University	Less than \$49K	\$50K to \$99K	\$100K or more
	Oct 10-11	Oct 10-11	Oct 10-11	Oct 10-11	Oct 10-11	Oct 10-11	Oct 10-11	Oct 10-11	Oct 10-11	Oct 10-11
n=	2000	328	520	1102	653	221	1071	634	637	433
	%	%	%	%	%	%	%	%	%	%
Conservative candidate	34	26	33	39	39	34	31	28	33	39
Liberal candidate	28	27	28	30	21	27	32	26	27	33
NDP candidate	19	24	19	16	21	18	18	22	21	13
Bloc Quebecois candidate	9	11	9	8	10	11	8	13	10	4
Green Party candidate	10	13	11	7	9	10	11	11	9	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: Decided and leaning voters

How would Canadians vote today? *By demographics*

	Canada	Labour Union		Born in Canada		Visible Minority		Born-again Christian		Own/Rent Home	
		Yes	No	Yes	No	Yes	No	Yes	No	Own	Rent
	Oct 10-11	Oct 10-11	Oct 10-11	Oct 10-11	Oct 10-11	Oct 10-11	Oct 10-11	Oct 10-11	Oct 10-11	Oct 10-11	Oct 10-11
n=	2000	443	1532	1664	325	259	1696	332	1537	1542	400
	%	%	%	%	%	%	%	%	%	%	%
Conservative candidate	34	27	36	34	32	34	34	47	31	38	22
Liberal candidate	28	24	29	25	42	32	27	21	30	29	26
NDP candidate	19	24	17	19	18	18	19	19	20	17	25
Bloc Quebecois candidate	9	15	7	11	1	7	10	8	9	8	15
Green Party candidate	10	10	10	10	7	9	10	6	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: Decided and leaning voters

Second Party Choice

	Canada				First Choice Voting Intention																			
					Conservative Voters				Liberal Voters				NDP Voters				Bloc Quebecois Voters				Green Party Voters			
	Nov 24-27 2005	Aug 25-31 2008	Sep 28-29 2008	Oct 10-11 2008	Nov 24-27 2005	Aug 25-31 2008	Sep 28-29 2008	Oct 10-11 2008	Nov 24-27 2005	Aug 25-31 2008	Sep 28-29 2008	Oct 10-11 2008	Nov 24-27 2005	Aug 25-31 2008	Sep 28-29 2008	Oct 10-11 2008	Nov 24-27 2005	Aug 25-31 2008	Sep 28-29 2008	Oct 10-11 2008	Nov 24-27 2005	Aug 25-31 2008	Sep 28-29 2008	Oct 10-11 2008
n=	1358	830	838	1716	393	303	335	604	469	239	198	480	231	135	145	303	184	67 ^c	85 ^c	153	60 ^c	72 ^c	68 ^c	156
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Conservative Party – Second Choice	21	15	12	13	-	-	-	-	33	31	22	23	23	18	19	18	29	20	16	6	25	17	17	17
Liberal Party – Second Choice	20	23	23	21	35	36	30	28	-	-	-	-	44	37	35	35	10	18	23	28	24	30	29	28
NDP – Second Choice	31	21	23	23	33	16	21	21	42	37	39	35	-	-	-	-	40	24	28	27	25	26	36	41
Bloc Quebecois – Second Choice	2	5	4	4	1	5	5	3	3	6	5	4	4	6	7	5	-	-	-	-	5	5	-	4
Green Party – Second Choice	13	14	16	18	14	15	13	12	11	14	23	23	20	24	25	29	12	13	8	23	-	-	-	-
Other/Undecided/Refused/Won't Vote	13	22	22	21	16	29	31	36	11	12	11	14	8	16	15	13	9	25	25	16	20	23	18	10

Q. Which federal party's candidate would be your second choice? Would it be the Liberal candidate in your area, the Conservative candidate in your area, the NDP candidate in your area, Green Party candidate in your area or Bloc Quebecois candidate in your area?

Base: Decided and leaning voters

How likely are Canadians to switch their vote? *By region*

	Canada			Region											
				Quebec			Rest of Canada*			Ontario			West		
	Aug 25-31 2008	Sep 28-29 2008	Oct 10-11 2008	Aug 25-31 2008	Sep 28-29 2008	Oct 10-11 2008	Aug 25-31 2008	Sep 28-29 2008	Oct 10-11 2008	Aug 25-31 2008	Sep 28-29 2008	Oct 10-11 2008	Aug 25-31 2008	Sep 28-29 2008	Oct 10-11 2008
n=	646	644	1346	168	141	342	478	503	1004	242	256	53	185	194	375
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
NET Likely	36	28	23	29	30	22	39	27	24	41	25	24	37	27	24
Very likely	5	4	5	6	4	4	5	4	5	5	5	6	5	2	3
Somewhat likely	31	24	18	23	26	18	34	23	19	36	20	18	32	25	20
Not too likely	31	27	23	33	23	21	30	28	23	28	28	23	31	28	22
Not at all likely	30	43	53	38	44	56	28	43	52	28	45	53	28	41	53
NET Unlikely	61	70	76	71	67	76	58	71	76	56	73	75	59	69	75
Don't Know/Refused	3	3	1	1	3	2	3	2	1	3	2	1	5	4	1

*Note: Rest of Canada includes all provinces except Quebec

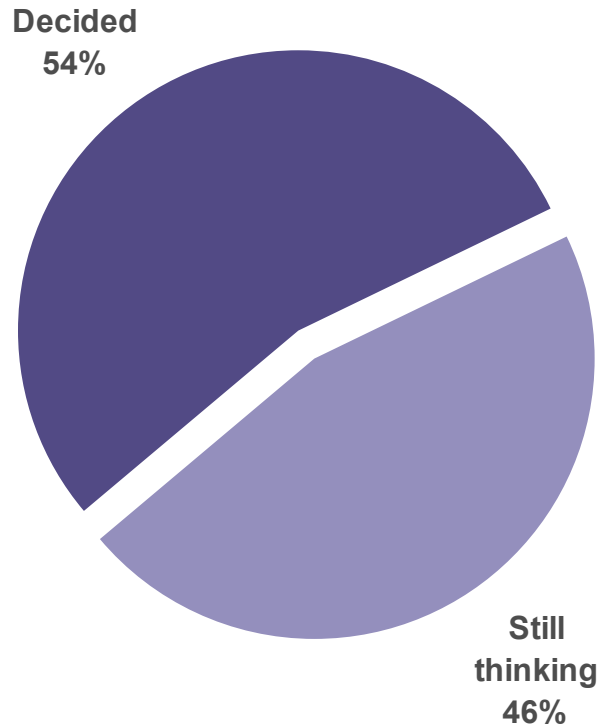
Q. How likely is it that you might switch your vote to your second choice between now and election day? Is it very likely, somewhat likely, not too likely or not at all likely?
 Base: Voters who expressed a second choice

How likely are Canadians to switch their vote? *By party support*

	Canada			Voting Intention														
				Conservative Voters			Liberal Voters			NDP Voters			Bloc Voters			Green Party Voters		
	Aug 25-31 2008	Sep 28-29 2008	Oct 10-11 2008	Aug 25-31 2008	Sep 28-29 2008	Oct 10-11 2008	Aug 25-31 2008	Sep 28-29 2008	Oct 10-11 2008	Aug 25-31 2008	Sep 28-29 2008	Oct 10-11 2008	Aug 25-31 2008	Sep 28-29 2008	Oct 10-11 2008	Aug 25-31 2008	Sep 28-29 2008	Oct 10-11 2008
n=	646	664	1346	205	227	377	220	172	416	112	123	269	52 ^c	63 ^c	128	52 ^c	56 ^c	140
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
NET Likely	36	28	23	35	17	17	33	38	23	44	29	27	23	20	15	44	41	37
Very likely	5	4	5	5	2	4	4	6	5	6	3	6	8	4	4	5	6	5
Somewhat likely	31	24	18	30	15	13	30	32	19	38	26	21	16	17	11	39	35	32
Not too likely	31	27	23	26	29	20	38	26	24	26	27	25	42	29	20	29	17	25
Not at all likely	30	43	53	37	51	62	26	34	52	27	41	47	36	47	65	22	43	38
NET Unlikely	61	70	76	63	80	82	64	60	75	53	68	72	77	76	84	51	59	62
Don't Know/Refused	3	3	1	2	3	1	3	2	1	3	3	1	-	4	1	5	-	1

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?
 Base: Voters who expressed a second choice

When did/will voters make their decision?



When did you make your decision?

		Canada
		Oct 10-11, 2008
n=		1077
		%
I am voting for the same party I always vote for		22
At the start of the campaign		12
In the past few weeks		9
After the leaders debate		6
In the last few days		5

When will you make your final decision?

		Canada
		Oct 10-11, 2008
n=		923
		%
Over the weekend		18
On election day		16
At the ballot box		12

*Note: Proportions exclude 'don't know' and 'no answer' categories

Q. When did you make your decision?
 Q. When will you make your final decision?
 Base: All respondents

When did/will voters make their decision? *By party support*

	Canada	Voting Intention				
		Conservative Voters	Liberal Voters	NDP Voters	Bloc Quebecois Voters	Green Party Voters
	Oct 10-11	Oct 10-11	Oct 10-11	Oct 10-11	Oct 10-11	Oct 10-11
n=	2000	604	480	303		156
	%	%	%	%	%	%
NET Decided	54	69	55	51	68	40
I am voting for the same party I always vote for	22	27	20	21	40	17
At the start of the campaign	12	21	10	11	6	6
In the past few weeks	9	11	10	11	7	6
After the leaders debate	6	6	8	5	6	5
In the last few days	5	4	7	3	9	6
NET Still Thinking	46	31	45	49	32	60
Over the weekend	18	13	21	18	12	20
On election day	16	10	15	19	14	23
At the ballot box	12	7	10	13	7	18

*Note: Proportions exclude 'don't know' and 'no answer' categories

Q. When did you make your decision?
 Q. When will you make your final decision?
 Base: All respondents

Reasons for Voting Conservative

		Canada
		Oct 10-11, 2008
		n=
		604
		%
They have governed well and deserve more time in office		31
I like the stand of the Conservatives on law and order and other social policies		16
Stephen Harper's leadership		16
I would have considered voting for the Liberals if Stephane Dion were not the leader		11
I don't like the Liberals and Stephane Dion		9
I'm worried about the economy		8
I don't like the Liberal Green Shift		4
DK/NA/Ref		6

Q. Which ONE of the following is the MAIN reason you are voting Conservative ?
 Base: Decided and leaning Conservative voters

Reasons for Voting Liberal

		Canada
		Oct 10-11, 2008
		n=
		480
		%
Liberal values and policies		27
To stop Stephen Harper		23
Stephen Harper and the Conservatives are too right wing		15
The Liberal economic record		9
I'm worried about the economy		9
Stephane Dion's leadership		6
The Green Shift		5
DK/NA/Ref		6

Q. Which ONE of the following is the MAIN reason you are voting Liberal ?

Base: Decided and leaning Liberal voters

Reasons for Voting NDP

	Canada
	Oct 10-11, 2008
	n=
	303
	%
The NDP sticks up for ordinary people	37
Jack Layton's leadership	18
The NDP is the best opposition for Stephen Harper and the Conservatives	14
I would have considered voting for the Liberals if Stephane Dion were not the leader	8
To stop Stephen Harper	7
I don't like the Liberals and Stephane Dion	5
The Conservatives and the Liberals are the same	4
I don't like the Liberal Green Shift	<1
DK/NA/Ref	6

Q. Which ONE of the following is the MAIN reason you are voting NDP ?

Base: Decided and leaning NDP voters

Reasons for Voting Green

	Canada
	Oct 10-11, 2008
n=	156
	%
They share my values	28
We need to change politics in Canada	21
The environment	19
I do not like any of the other choices	12
Elizabeth May's leadership	9
I would have considered voting for the Liberals if Stephane Dion were not the leader	7
I like the fact that the Greens have a woman leader	2
DK/NA/Ref	3

Q. Which ONE of the following is the MAIN reason you are voting Green ?

Base: Decided and leaning Green Party voters

Reasons for Voting Bloc Quebecois

	Canada
	Oct 10-11, 2008
	n= 153
	%
We need the Bloc in Ottawa to look out for Quebec's interests	37
The Bloc represents Quebec values	28
To stop Stephen Harper	15
I support Quebec independence/separation	9
Gilles Duceppe's leadership	6
I don't like the Liberals and Stephane Dion	1
The Bloc stand on supporting culture	1
The Bloc stand on the Young Offenders Act	1
DK/NA/Ref	1

Q. Which ONE of the following is the MAIN reason you are voting Bloc Quebecois ?

Base: Decided and leaning Bloc Quebecois voters

Do Canadians support a Liberal-NDP coalition to replace the Conservatives? *By region*

	Canada	Region			
		Quebec	Rest of Canada*	Ontario	West
	Oct 10-11, 2008	Oct 10-11, 2008	Oct 10-11, 2008	Oct 10-11, 2008	Oct 10-11, 2008
n=	2000	486	1514	766	600
	%	%	%	%	%
Support a Liberal-NDP coalition	46	54	44	49	35
Oppose a Liberal-NDP coalition	41	33	43	38	51
DK/NA/Ref	13	14	13	12	14

*Note: Rest of Canada includes all provinces except Quebec

Q. If they have enough seats between them, would you support or oppose a Liberal-NDP coalition to replace the Conservatives?

Base: All respondents

Do Canadians support a Liberal-NDP coalition to replace the Conservatives? *By party support*

	Canada	Voting Intention				
		Conservative Voters	Liberal Voters	NDP Voters	Bloc Quebecois Voters	Green Party Voters
	Oct 10-11	Oct 10-11	Oct 10-11	Oct 10-11	Oct 10-11	Oct 10-11
n=	2000	604	480	303		
	%	%	%	%	%	%
Support a Liberal-NDP coalition	46	11	76	68	62	56
Oppose a Liberal-NDP coalition	41	81	18	25	30	35
DK/NA/Ref	13	8	7	8	8	9

Q. If they have enough seats between them, would you support or oppose a Liberal-NDP coalition to replace the Conservatives?

Base: All respondents

Do Canadians support the Bloc Quebecois being part of that coalition? *By region*

	Canada	Region			
		Quebec	Rest of Canada*	Ontario	West
	Oct 10-11, 2008	Oct 10-11, 2008	Oct 10-11, 2008	Oct 10-11, 2008	Oct 10-11, 2008
n=	2000	604	1514	766	600
	%	%	%	%	%
Oppose Bloc Quebecois as part of a coalition	57	37	63	62	64
Support Bloc Quebecois as part of a coalition	30	56	22	23	22
Don't know	13	8	15	15	14

*Note: Rest of Canada includes all provinces except Quebec

Q. Would you support or oppose the Bloc Quebecois being part of that coalition?

Base: All respondents

Do Canadians support the Bloc Quebecois being part of that coalition? *By party support*

	Canada	Voting Intention				
		Conservative Voters	Liberal Voters	NDP Voters	Bloc Quebecois Voters	Green Party Voters
	Oct 10-11	Oct 10-11	Oct 10-11	Oct 10-11	Oct 10-11	Oct 10-11
n=	2000	604	480	303		156
	%	%	%	%	%	%
Oppose Bloc Quebecois as part of a coalition	57	85	47	57	15	53
Support Bloc Quebecois as part of a coalition	30	9	41	32	81	41
Don't know	13	7	12	11	4	6

Q. Would you support or oppose the Bloc Quebecois being part of that coalition?

Base: All respondents

Are Canadians looking for a leader to manage the economic and financial crisis or someone who displays the best overall leadership qualities? *By region*

	Canada	Region			
		Quebec	Rest of Canada*	Ontario	West
	Oct 10-11, 2008	Oct 10-11, 2008	Oct 10-11, 2008	Oct 10-11, 2008	Oct 10-11, 2008
n=	2000	486	1514	766	600
	%	%	%	%	%
The leader who will best be able to manage the economic and financial crisis	50	54	48	51	45
The leader who displays the best overall leadership qualities	44	39	45	41	49
Don't know	7	7	7	8	6

*Note: Rest of Canada includes all provinces except Quebec

Q. In the upcoming election, which of these two factors is the most important in your decision regarding which party to vote for is it...
 Base: All respondents

Are Canadians looking for a leader to manage the economic and financial crisis or someone who displays the best overall leadership qualities? *By party support*

	Canada	Voting Intention				
		Conservative Voters	Liberal Voters	NDP Voters	Bloc Quebecois Voters	Green Party Voters
	Oct 10-11	Oct 10-11	Oct 10-11	Oct 10-11	Oct 10-11	Oct 10-11
n=	2000	604	480	303		156
	%	%	%	%	%	%
The leader who will best be able to manage the economic and financial crisis	50	53	55	41	50	37
The leader who displays the best overall leadership qualities	44	44	38	54	47	55
Don't know	7	3	7	5	4	7

Q. In the upcoming election, which of these two factors is the most important in your decision regarding which party to vote for is it...

Base: All respondents