



The Strategic Counsel

Gregg, Kelly, Sullivan & Woolstencroft:  
The Strategic Counsel

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

21 St. Clair Avenue East  
Suite 1100  
Toronto, Ontario  
M4T 1L9  
Tel 416 975-4465  
Fax 416 975-1883

60 George Street  
Suite 205  
Ottawa, Ontario  
K1N 1J4  
Tel 613 236-0296  
Fax 613 236-1290

THE GLOBE AND MAIL\* 

# A Report To The Globe and Mail and CTV

**Party Vote Intention  
March 5<sup>th</sup> – 8<sup>th</sup>, 2009**

**March 9<sup>th</sup>, 2009**

# Introduction and Methodology

- ◆ *The Strategic Counsel* is pleased to present findings of a national telephone survey of 1,000 Canadians.
- ◆ Results are based on a proportionate national sample of Canadians 18 years of age or older.
- ◆ Interviews were conducted between March 5<sup>th</sup> and March 8<sup>th</sup>, 2009.
- ◆ The following table outlines the sample distribution and associated margin of error.
- ◆ Note: Proportions may not sum to 100% due to rounding.

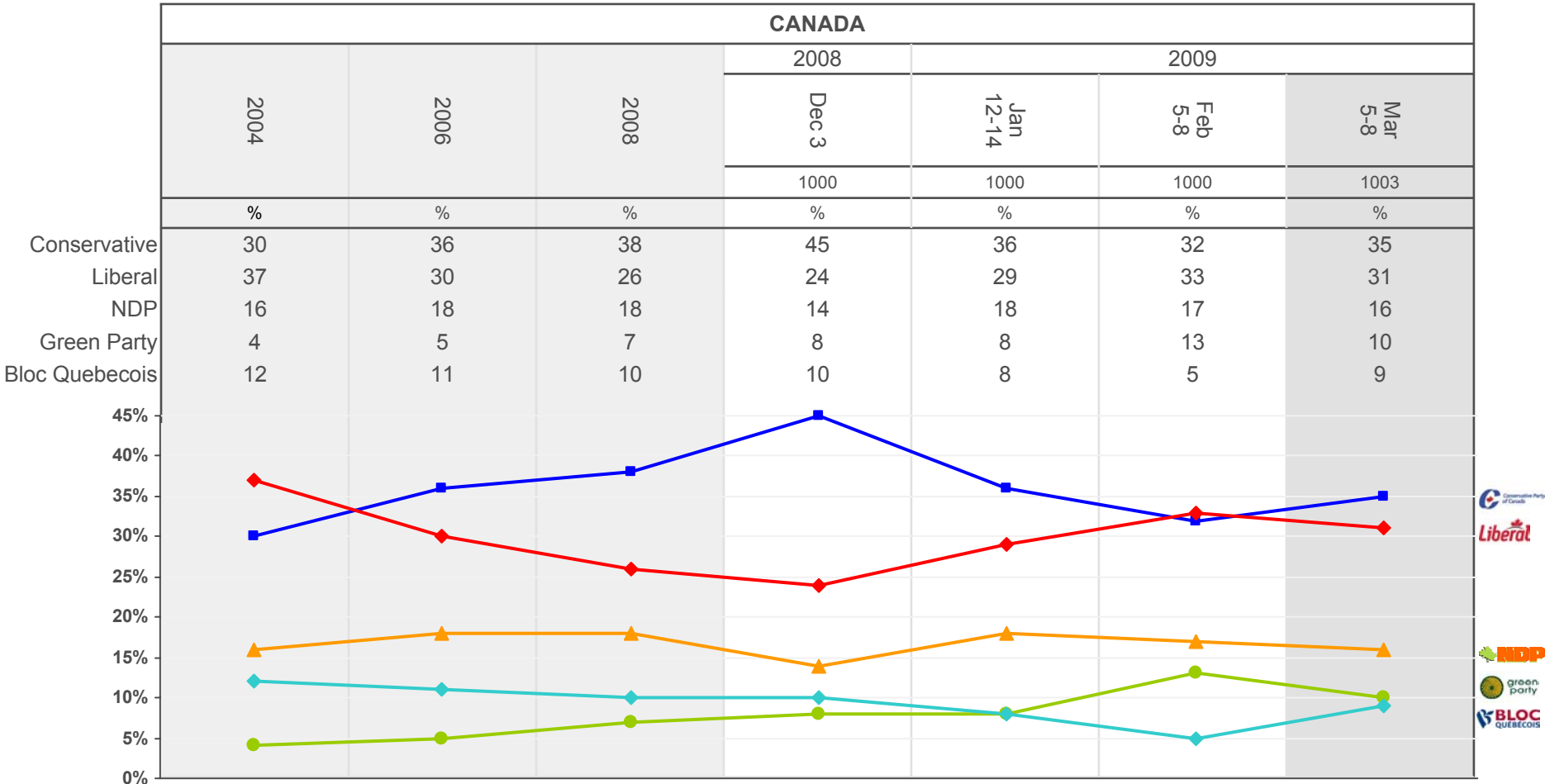
# Sample Distribution and Margin of Error

National Sample Regions	Sample Size	Margin of Error ( ± )
Canada	1000	3.1%
Quebec	244	6.3%
Rest of Canada	758	3.6%
Ontario	384	5.0%
West	300	5.7%

**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 Tables

# 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?

	Canada						Quebec						Rest of Canada*					
	Election Results		Dec 3 2008	Jan 12-14 2009	Feb 5-8 2009	Mar 5-8 2009	Election Results		Dec 3 2008	Jan 12-14 2009	Feb 5-8 2009	Mar 5-8 2009	Election Results		Dec 3 2008	Jan 12-14 2009	Feb 5-8 2009	Mar 5-8 2009
	2006	2008					2006	2008					2006	2008				
n=	**	**	1000	1000	1002	1003	**	**	243	243	244	244	**	**	757	757	758	759
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Conservative candidate	36	38	45	36	32	35	25	22	18	17	17	10	40	43	53	42	37	41
Liberal candidate	30	26	24	29	33	31	21	24	23	29	24	30	33	27	24	30	35	31
NDP candidate	18	18	14	18	17	16	8	12	13	11	12	10	21	20	15	21	19	18
Green Party candidate	5	7	8	8	13	10	4	4	5	8	26	10	5	8	9	8	9	10
Bloc Quebecois candidate	11	10	10	8	5	9	42	38	41	36	22	40	-	-	-	-	-	-

	Ontario						West					
	Election Results		Dec 3 2008	Jan 12-14 2009	Feb 5-8 2009	Mar 5-8 2009	Election Results		Dec 3 2008	Jan 12-14 2009	Feb 5-8 2009	Mar 5-8 2009
	2006	2008					2006	2008				
n=	**	**	383	383	384	384	**	**	300	300	300	301
	%	%	%	%	%	%	%	%	%	%	%	%
Conservative candidate	35	39	50	41	28	41	49	53	61	45	50	45
Liberal candidate	40	34	29	37	43	37	23	16	16	18	24	23
NDP candidate	20	18	13	16	20	15	22	22	16	25	16	20
Green Party candidate	5	8	9	7	9	8	5	9	7	11	11	12
Bloc Quebecois candidate	-	-	-	-	-	-	-	-	-	-	-	-

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

\*\*Note: Percentage based on total votes cast in general election

Q. A 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. B 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: All respondents