



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  
July 2nd – 5th, 2009**

**July 6<sup>th</sup>, 2009**

# Methodology

- ◆ *The Strategic Counsel* is pleased to present the findings of questions placed on a telephone survey conducted among a national random sample of 1,000 adults comprising 500 males and 500 females 18 years of age and older, living in Canada.
- ◆ Advanced probability sampling techniques were employed in the selection of households for telephone interviewing. The random digit dialing method was utilized to draw the national sample frame. Each random telephone number generated is put through a series of validation procedures before it is retained as part of a sample. This sample selection technique ensures both unlisted numbers and numbers listed after the directory publication are included in the sample.
- ◆ The sampling model relies on stratification of the population by 10 regions (Atlantic Canada, Montreal CMA, the rest of Quebec, Toronto CMA, the rest of Ontario, Manitoba, Saskatchewan, Alberta, Vancouver CMA and the rest of British Columbia) and by four community sizes (1,000,000 inhabitants or more, 100,000 to 1,000,000 inhabitants, 5,000 to 100,000 inhabitants, and under 5,000 inhabitants). Interviews were disproportionately allocated by region as follows:

Atlantic - 125 interviews	Manitoba/Saskatchewan - 125 interviews
Quebec - 250 interviews	Alberta - 125 interviews
Ontario - 250 interviews	British Columbia - 125 interviews
- ◆ The sample was weighted in tabulation according to 2006 Census data to replicate actual population distribution by sex and age within region. The Yukon, Nunavut and Northwest Territories are excluded from the sample selection.
- ◆ Interviews were conducted between July 2nd and 5th, 2009.

*Note: Proportions may not sum to 100% due to rounding.*

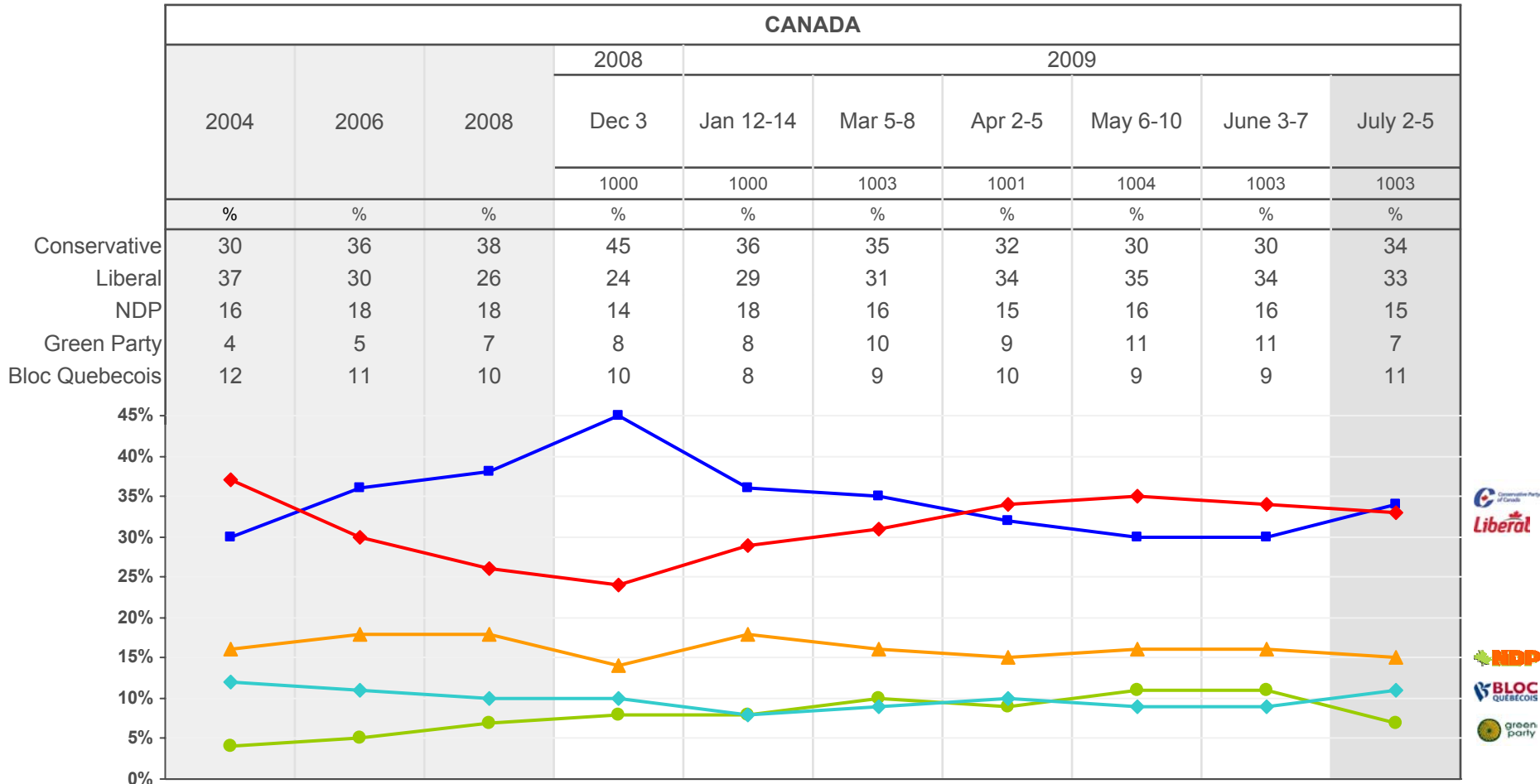
# Margin of Error

National Sample Regions	Weighted Sample Size	Margin of Error ( ± )
Canada	1003	3.1%
Quebec	244	6.3%
Rest of Canada	759	3.6%
Ontario	384	5.0%
West	301	5.6%

**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 12-4 2009	Mar 5-8 2009	Apr 2-5 2009	May 6-10 2009	June 3-7 2009	July 2-5 2009	Election Results			Dec 3 2008	Jan 12-4 2009	Mar 5-8 2009	Apr 2-5 2009	May 6-10 2009	June 3-7 2009	July 2-5 2009	Election Results			Dec 3 2008	Jan 12-4 2009	Mar 5-8 2009	Apr 2-5 2009	May 6-10 2009	June 3-7 2009	July 2-5 2009
	2004	2006	2008								2004	2006	2008								2004	2006	2008							
n=	**	**	**	1000	1000	1003	1001	1004	1003	1003	**	**	**	243	243	244	244	244	244	244	**	**	**	757	757	759	757	760	759	759
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Conservative candidate	30	36	38	45	36	35	32	30	30	34	9	25	22	18	17	10	15	9	9	15	37	40	43	53	42	41	38	36	37	41
Liberal candidate	37	30	26	24	29	31	34	35	34	33	34	21	24	23	29	30	29	37	35	31	38	33	27	24	30	31	36	34	34	34
NDP candidate	16	18	18	14	18	16	15	16	16	15	5	8	12	13	11	10	9	9	8	7	19	21	20	15	21	18	17	18	18	18
Green Party candidate	4	5	7	8	8	10	9	11	11	7	3	4	4	5	8	10	6	8	11	4	5	5	8	9	8	10	10	12	12	9
Bloc Quebecois candidate	12	11	10	10	8	9	10	9	9	11	49	42	38	41	36	40	41	39	37	44	-	-	-	-	-	-	-	-	-	-

	Ontario										West									
	Election Results			Dec 3 2008	Jan 12-4 2009	Mar 5-8 2009	Apr 2-5 2009	May 6-10 2009	June 3-7 2009	July 2-5 2009	Election Results			Dec 3 2008	Jan 12-4 2009	Mar 5-8 2009	Apr 2-5 2009	May 6-10 2009	June 3-7 2009	July 2-5 2009
	2004	2006	2008								2004	2006	2008							
n=	**	**	**	383	383	384	383	385	384	384	**	**	**	300	300	301	300	301	301	301
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Conservative candidate	32	35	39	50	41	41	32	32	35	43	46	49	53	61	45	45	46	42	41	41
Liberal candidate	45	40	34	29	37	37	45	42	44	39	27	23	16	16	18	23	24	25	21	26
NDP candidate	18	20	18	13	16	15	15	15	10	11	20	22	22	16	25	20	19	19	25	23
Green Party candidate	4	5	8	9	7	8	9	11	11	7	5	5	9	7	11	12	11	15	13	10
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: Total sample