



The Strategic Counsel

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THE GLOBE AND MAIL* 

A Report To The Globe and Mail and CTV

**Party Vote Intention:
October 2nd – 4th, 2009**

October 5th, 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 October 2nd and October 4th, 2009.

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

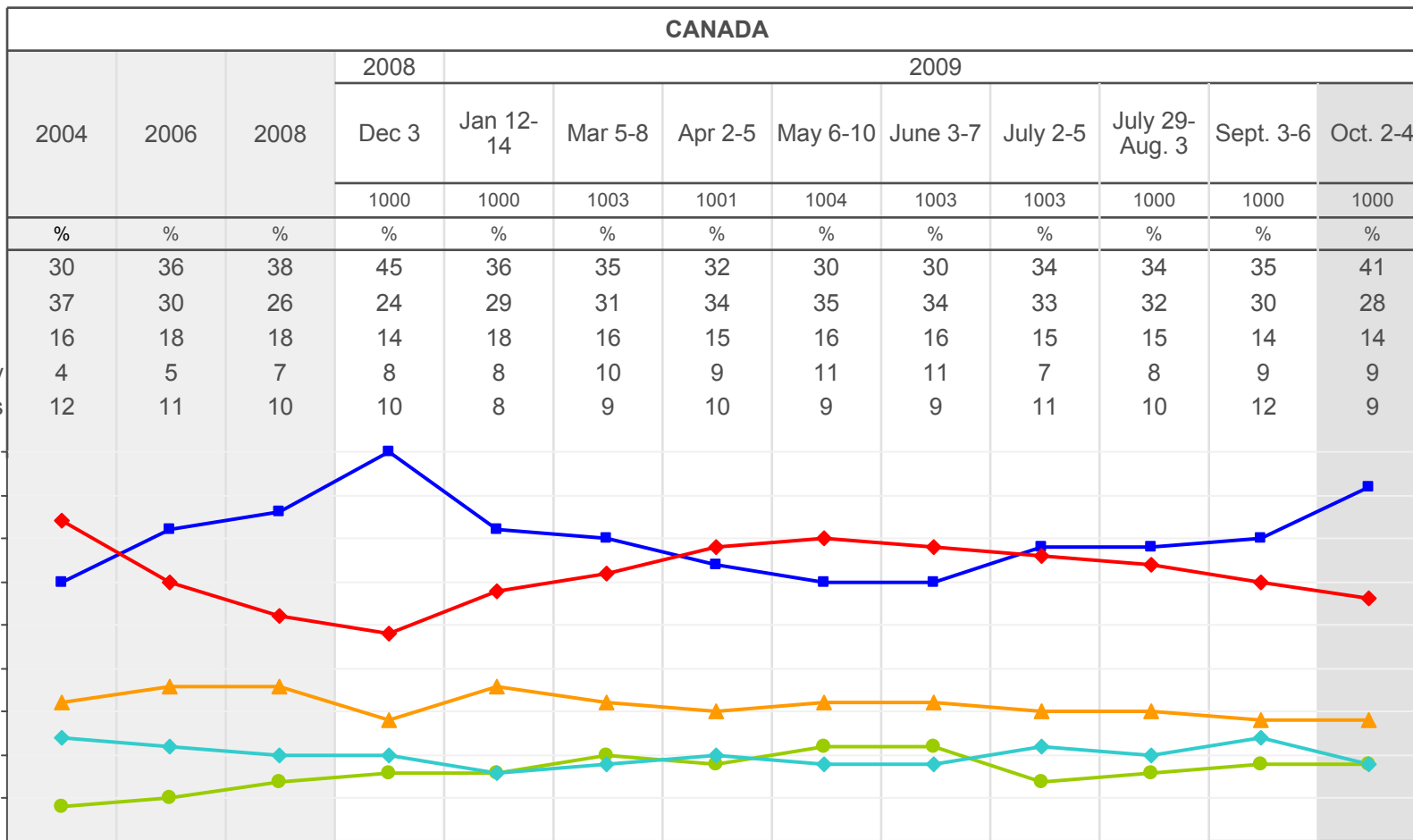
Margin of Error

National Sample Regions	Weighted 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 and other subsamples is significantly larger than for the overall percentages.

Detailed Tables

How would Canadians vote today?



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

How would Canadians vote today?

	Canada													Quebec										Rest of Canada*															
	Election Results			Dec 3 2008	Jan 12-14 2009	Mar 5-8 2009	Apr 2-5 2009	May 6-10 2009	June 3-7 2009	July 2-5 2009	Jul 29-Aug 3 2009	Sept 3-6 2009	Oct 2-4 2009	Election Results			Dec 3 2008	Jan 12-14 2009	Mar 5-8 2009	Apr 2-5 2009	May 6-10 2009	June 3-7 2009	July 2-5 2009	Jul 29-Aug 3 2009	Sept 3-6 2009	Oct 2-4 2009	Election Results			Dec 3 2008	Jan 12-14 2009	Mar 5-8 2009	Apr 2-5 2009	May 6-10 2009	June 3-7 2009	July 2-5 2009	Jul 29-Aug 3 2009	Sept 3-6 2009	Oct 2-4 2009
	'04	'06	'08											'04	'06	'08											'04	'06	'08										
n=	**	**	**	1000	1000	1003	1001	1004	1003	1003	1000	1001	1000	**	**	**	243	243	244	244	244	244	244	243	244	243	**	**	**	757	757	759	757	760	759	759	757	757	757
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Conservative candidate	30	36	38	45	36	35	32	30	30	34	34	35	41	9	25	22	18	17	10	15	9	9	15	14	16	15	37	40	43	53	42	41	38	36	37	41	40	41	48
Liberal candidate	37	30	26	24	29	31	34	35	34	33	32	30	28	34	21	24	23	29	30	29	37	35	31	30	23	33	38	33	27	24	30	31	36	34	34	34	33	33	26
NDP candidate	16	18	18	14	18	16	15	16	16	15	15	14	14	5	8	12	13	11	10	9	9	8	7	7	6	4	19	21	20	15	21	18	17	18	18	18	18	17	17
Green Party candidate	4	5	7	8	8	10	9	11	11	7	8	9	9	3	4	4	5	8	10	6	8	11	4	6	7	8	5	5	8	9	8	10	10	12	12	9	9	10	9
Bloc Quebecois candidate	12	11	10	10	8	9	10	9	9	11	10	12	9	49	42	38	41	36	40	41	39	37	44	44	49	40	-	-	-	-	-	-	-	-	-	-	-	-	-

	Ontario											West														
	Election Results			Dec 3 2008	Jan 12-14 2009	Mar 5-8 2009	Apr 2-5 2009	May 6-10 2009	June 3-7 2009	July 2-5 2009	Jul 29-Aug 3 2009	Sept 3-6 2009	Oct 2-4 2009	Election Results			Dec 3 2008	Jan 12-14 2009	Mar 5-8 2009	Apr 2-5 2009	May 6-10 2009	June 3-7 2009	July 2-5 2009	Jul 29-Aug 3 2009	Sept 3-6 2009	Oct 2-4 2009
	'04	'06	'08											'04	'06	'08										
n=	**	**	**	383	383	384	383	385	384	384	383	383	383	**	**	**	300	300	301	300	301	301	301	300	300	300
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Conservative candidate	32	35	39	50	41	41	32	32	35	43	37	41	46	46	49	53	61	45	45	46	42	41	41	49	43	58
Liberal candidate	45	40	34	29	37	37	45	42	44	39	40	39	30	27	23	16	16	18	23	24	25	21	26	20	24	18
NDP candidate	18	20	18	13	16	15	15	15	10	11	14	11	16	20	22	22	16	25	20	19	19	25	23	21	22	15
Green Party candidate	4	5	8	9	7	8	9	11	11	7	9	9	9	5	5	9	7	11	12	11	15	13	10	10	11	9
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

How would Canadians vote today?

	Age						Gender			
	18-34		35-49		50+		Male		Female	
	Apr 2-5	Oct 2-4	Apr 2-5	Oct 2-4	Apr 2-5	Oct 2-4	Apr 2-5	Oct 2-4	Apr 2-5	Oct 2-4
n=	274	266	286	308	442	426	484	483	517	517
	%	%	%	%	%	%	%	%	%	%
Conservative	28	36	37	41	32	45	37	46	28	36
Liberal	30	33	30	23	40	28	31	28	38	28
NDP	20	18	17	15	10	11	14	12	16	16
Green Party	13	7	7	10	7	8	8	6	9	10
Bloc Quebecois	8	7	9	11	11	8	10	8	9	9

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Base: Total sample

How would Canadians vote today?

	Education						Income					
	High School or Less		Some Post-Secondary		Graduated College / University		Less than \$50K		\$50K - \$99K		\$100K or More	
	Apr 2-5	Oct 2-4	Apr 2-5	Oct 2-4	Apr 2-5	Oct 2-4	Apr 2-5	Oct 2-4	Apr 2-5	Oct 2-4	Apr 2-5	Oct 2-4
n=	230	287	161	170	429	586	271	325	216	239	77	93
	%	%	%	%	%	%	%	%	%	%	%	%
Conservative	31	43	31	39	34	41	29	33	33	37	39	50
Liberal	26	27	34	22	39	30	32	37	35	18	39	31
NDP	18	14	15	10	13	15	16	12	15	20	9	10
Green Party	7	7	13	17	8	6	10	8	9	11	7	6
Bloc Quebecois	18	10	8	11	6	7	13	11	9	13	6	3

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Base: Total sample

How would Canadians vote today?

	Male						Female					
	18-35		35-49		50+		18-35		35-49		50+	
	Apr 2-5	Oct 2-4	Apr 2-5	Oct 2-4	Apr 2-5	Oct 2-4	Apr 2-5	Oct 2-4	Apr 2-5	Oct 2-4	Apr 2-5	Oct 2-4
n=	144	137	139	161	200	185	130	129	146	147	242	241
	%	%	%	%	%	%	%	%	%	%	%	%
Conservative	30	41	44	51	40	46	27	28	30	30	30	44
Liberal	28	33	25	19	35	31	32	33	36	28	46	26
NDP	20	18	19	11	7	8	21	17	15	18	14	13
Green Party	10	3	5	9	9	6	17	12	8	11	4	10
Bloc Quebecois	12	4	7	10	10	9	4	10	12	13	8	7

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Base: Total sample