



Federal Politics

RESEARCH REPORT

Methodology

This Leger Marketing survey was conducted with 1,500 adult Canadians between October 6 and October 9, 2008. A sample of this size yields a maximum margin of error of $\pm 2.6\%$, 19 times out of 20.

The data were weighted by gender, age, region and language according to the latest Statistics Canada information.






1. Conservatives Lead by 9 Points

If federal elections had been held between October 6 and October 9, the Conservative party would have obtained 36% of the vote, while the Liberal party would have obtained 27%. The NDP gets 20% of voting intentions, the Green Party 9% and the Bloc Québécois 8%.

While Conservatives strongly dominate in the West, the race is tight in Ontario and in the Atlantic. In Ontario, Stephen Harper’s party obtains 36% and Stéphane Dion’s troops get 32%. In the Atlantic, the Conservatives obtain 35% and the Liberals 32%. In Quebec, the Bloc Québécois leads comfortably (37%) while the Conservatives and the Liberals are fighting for second place (obtaining respectively 24% and 23% of voting intentions in the province).

Table 1 – FEDERAL VOTING INTENTIONS






Question: *If federal elections were held today, for which of the following political parties would you be most likely to vote? Would it be for...? (If the respondent did not have an opinion the following question was asked: Even if you have not yet made up your mind, which political party would you be most likely to vote for?)*

	Before distribution n=1,500	After distribution n=1,336
	32%	36%
	24%	27%
	17%	20%
	8%	9%
	8%	8%
Other	0%	0%
Would not vote / would spoil ballot	5%	
Don't know	5%	
Refusal	1%	

■ Proportional distribution of undecided voters

Table 1 – FEDERAL VOTING INTENTIONS BY PROVINCE (AFTER DISTRIBUTION)

Question: If federal elections were held today, for which of the following political parties would you be most likely to vote for? Would it be for...? (If the respondent did not have an opinion the following question was asked): Even if you have not yet made up your mind, which political party would you be most likely to vote for?

	Atlantic n=132	Quebec n=434	Ontario n=367	MB./SK. n=135	Alberta n=89	BC n=178
	35%	23%	36%	45%	60%	40%
	32%	24%	32%	19%	17%	21%
	25%	12%	20%	26%	14%	29%
	8%	4%	11%	9%	9%	10%
	0%	37%	0%	0%	0%	0%
Other	0%	0%	1%	1%	0%	0%

- Proportional distribution of undecided voters

2. Stephen Harper Had the Best Campaign According to 30% of Canadians

Overall, 30% of respondents believe that Stephen Harper is the leader who performed best in the campaign so far. A total of 23% think it is Jack Layton, while 13% favour Stéphane Dion, 11% Elizabeth May and 6% Gilles Duceppe.

Table 3 – THE BEST CAMPAIGN

Question: Which of the following 5 party leaders do you think performed best in the federal campaign so far? (n=1,500)

	%
Stephen Harper	30%
Jack Layton	23%
Stéphane Dion	13%
Elizabeth May	11%
Gilles Duceppe	6%
Don't know / Refusal	17%