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A Report To The Globe and Mail and CTV

2008 Federal Pre-Election: What are
the perceptions of Canadians on the
eve of a possible October election?

September 1, 2008

Introduction and Methodology

- ◆ *The Strategic Counsel* is pleased to present findings of a national survey of 1000 Canadians.
- ◆ Results are based on a proportionate national sample of Canadians 18 years of age or older.
- ◆ Interviews were conducted between August 25th to August 31st, 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

	August 25-31 2008	
National Sample Regions	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%

Highlights

- ◆ Campaigns matter. As we experienced in the last election, the dynamics of the campaign can have a significant impact on the election outcome. Below is a snapshot of the state of public opinion in the lead-up to a Canadian Federal Election.

A Majority Government within Stephen Harper's reach - but not yet in his grasp:

- ◆ On the eve of an election call....
 - Conservatives (37%) now hold a substantial lead (8 percentage points) over the Liberals (29%)
 - The Conservative lead is powered by their strength in Southern Ontario (but not 416), lower mainland BC, and Quebec outside Montreal
 - The Tories have benefited from a relatively quiet Summer – a reprieve from being on the defensive in the House of Commons as they were all Spring.
 - Conservatives also benefit from a gender gap with men while drawing comparable levels of women voters as the Liberals.
- ◆ Harper is perceived to be a strong and decisive leader in tough economic times. Indeed, he outdraws Stephane Dion on 7 of 9 leadership attributes. Harper is deemed to possess a more positive vision of the country – he is also considered more likeable, more likely to stand up to the United States, more empathetic, more effective in tough economic times, more caring about the economy of respondents' particular provinces and more decisive than Dion. Conversely, Dion is more trusted on the environment and is considered more likely to respect the views of others.

Highlights

- ◆ There is also an unexpected strength for Dion and the Liberals in Quebec – and francophone voters. Quebecers believe that Dion is more likeable/easygoing, more likely to care about people like themselves and more concerned about the Quebec economy than Harper. Those same advantages are mirrored among francophone voters in general.
- ◆ After floundering several months ago, the Conservatives are back in the game in vote rich Ontario where the Tories enjoy a 4 point lead.
- ◆ *The Issues Have Changed the Canadian Political Landscape: The Economy Takes Centre-Stage, followed by the Environment and Health Care*
- ◆ 20% of Canadians regard the Economy as the most important issue in the next election, up from a mere 7% in the last election. The Environment has also gained prominence, rising from 3% in late-November 2005 to nearly 15% today. Of the three main issues on Canadians' minds, Health Care has taken the biggest hit since the lead-up to the last election. It has fallen from 20% on the eve of the last election to 14% today.

Highlights

- ◆ Also benefiting the Conservatives is a decline in the percentage of Canadians who believe the country is on the wrong track, and the absence of a general yearning for change among Canadians. If the Liberals want to change the current dynamic, they must create a strong case that electing a Tory majority would be risky for Canadians.
- ◆ The Conservatives are doing a better job of consolidating their ideological base. While 7/10 self-identified Conservatives will vote for the Tories, only 1/2 self-identified Liberals will vote for the Grits. Simultaneously, while the plurality of switch voters abandoned the Liberals for the NDP in the last election, most are likely to flee the Liberals for the Tories in this campaign.
- ◆ Nonetheless, the data suggests that it is in the Liberals' interests to challenge the Conservatives in a two-way duel – and polarize the choice for Canadians. The Liberals also have an opportunity to siphon voters away from the NDP and the Green Party who have the softest support going into this election. While 3/5 Liberal and Tory voters are unlikely to change their votes, fully half of Green Party and NDP voters would consider changing their minds over the course of an election campaign. And among NDP voters, for example, the second choice is twice as likely to be Liberal (31%) as it is Conservative (16%).

Context

Dynamics of a Campaign
Impact Election Outcomes

Dynamics of a Campaign Impact Election Outcomes

Time for change increased during 2006 Campaign...

Is it the right time for a new government?

		Canada	
		Nov 24-27 2005	Jan 19-21-22 2006
	N=	1500	2500
It's time for a change and a new government should be voted in		54	63
Now would be the wrong time to make a change		39	24
DK/NA/Ref		7	12

Momentum for the conservative party grew significantly...

Party momentum towards federal election

		Canada	
		Nov 24-27 2005	Jan 15-16-17 2006
	N=	1500	2500
Liberal		28	9
Conservative		28	70
NDP		12	5
Green		1	1
BQ		10	3
None		9	2
Other		1	1
DK/NA/Ref		10	9

Party preference shifted during the campaign...

How would Canadians Vote today?

		Canada	
		Nov 24-27 2005	Jan 19-21-22 2006
	N=	1500	2500
Liberal		35	27
Conservative		29	37
NDP		17	19
Bloc		14	11
Green Party		5	6

Detailed Findings

Is Canada on the right track?

	Canada								Quebec								Rest of Canada*							
	Jun 6-9 2005	Nov 24-24 2005	Jul 13-16 2006	Feb 15-18 2007	Aug 9-12 2007	Feb 14-17 2008	Jun 6-9 2008	Aug 25-31 2008	Jun 6-9 2005	Nov 24-24 2005	Jul 13-16 2006	Feb 15-18 2007	Aug 9-12 2007	Feb 14-17 2008	Jun 6-9 2008	Aug 25-31 2008	Jun 6-9 2005	Nov 24-24 2005	Jul 13-16 2006	Feb 15-18 2007	Aug 9-12 2007	Feb 14-17 2008	Jun 6-9 2008	Aug 25-31 2008
n=	1000	1500	1000	1000	1000	1000	1000	1000	247	370	247	247	247	243	243	243	753	1130	753	753	753	757	757	757
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
On the right track	49	47	61	55	57	60	48	49	45	47	55	58	59	60	50	51	50	47	63	54	57	60	48	48
On the wrong track	43	43	28	30	31	28	37	34	50	47	33	33	33	34	39	35	40	42	26	29	30	26	36	33
DK/NA/Ref	8	10	11	15	12	13	15	17	5	6	11	9	8	7	12	14	9	11	11	17	13	14	16	18

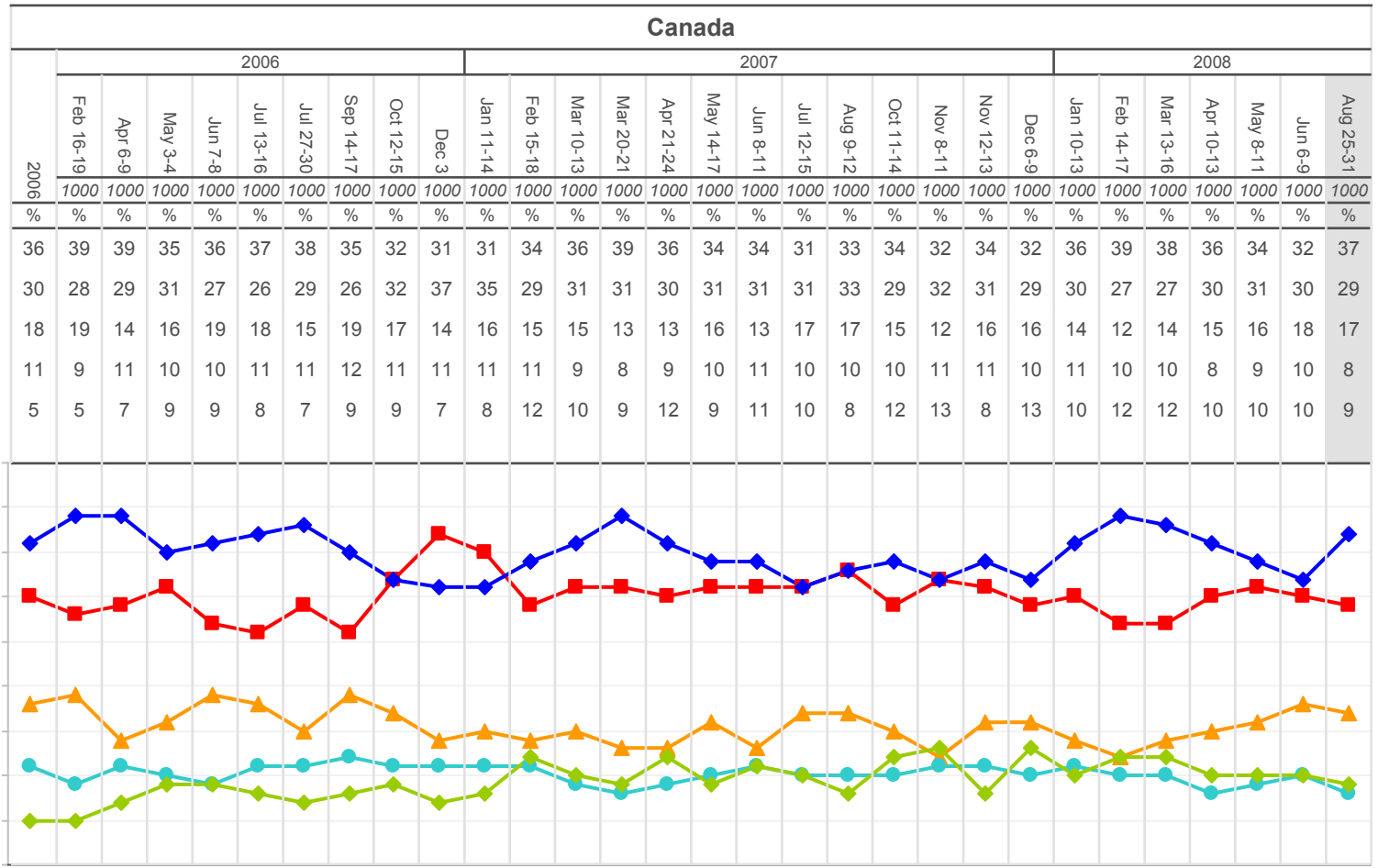
	Ontario								West							
	Jun 6-9 2005	Nov 24-24 2005	Jul 13-16 2006	Feb 15-18 2007	Aug 9-12 2007	Feb 14-17 2008	Jun 6-9 2008	Aug 25-31 2008	Jun 6-9 2005	Nov 24-24 2005	Jul 13-16 2006	Feb 15-18 2007	Aug 9-12 2007	Feb 14-17 2008	Jun 6-9 2008	Aug 25-31 2008
n=	379	569	379	379	379	383	383	383	297	446	297	297	297	300	300	300
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
On the right track	50	46	60	55	56	60	45	45	51	48	69	56	60	60	49	53
On the wrong track	42	44	29	30	33	25	40	34	39	41	22	27	25	27	31	31
DK/NA/Ref	9	11	11	15	11	15	15	21	10	11	9	17	15	13	19	16

*Note: Rest of Canada includes all provinces except Quebec

Q. Right now, do you think that overall the country is on the right track or the wrong track?

Base: All respondents

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																													
		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	
		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
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
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
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	
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	

		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	
		247	247	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
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Conservative candidate		25	31	29	30	25	24	23	16	16	16	15	18	26	24	21	20	16	16	21	26	23	25	18	24	22	20	27	20	16	23
Liberal candidate		21	19	19	16	17	16	21	18	28	28	25	22	22	24	19	24	23	25	24	17	18	16	20	19	19	23	20	25	22	26
NDP candidate		8	10	4	6	12	5	6	11	6	6	9	8	9	8	9	6	6	10	9	9	7	8	11	8	5	6	7	8	7	12
Bloc Quebecois candidate		42	37	42	40	39	50	43	48	44	44	46	43	36	33	39	41	45	40	37	37	42	43	40	44	40	41	36	38	46	34
Green Party candidate		4	3	5	8	7	6	8	7	6	6	5	9	7	11	12	9	10	9	9	12	10	8	11	5	14	11	10	9	8	5

		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	
		753	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
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Conservative candidate		40	41	43	36	39	41	43	41	37	36	36	40	39	43	40	39	40	36	37	36	37	37	40	45	44	39	39	36	42	
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
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
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

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? (cont'd)

Ontario																														
n=	2006	2006										2007										2008								
		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
		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
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
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
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
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
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

West																														
n=	2006	2006										2007										2008								
		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
		297	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
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Conservative candidate	49	49	53	42	45	51	50	50	42	45	42	48	50	50	50	42	44	40	46	41	43	48	41	42	49	53	48	46	45	48
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
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	23
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

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

Second Party Choice

	Total		First Choice									
			Conservative Voters		Liberal Voters		NDP Voters		Bloc Quebecois Voters		Green Party Voters	
	Nov 2005	Aug 25-312008	Nov 2005	Aug 25-312008	Nov 2005	Aug 25-312008	Nov 2005	Aug 25-312008	Nov 2005	Aug 25-312008	Nov 2005	Aug 25-312008
n=	1358	830	393	303	469	239	231	135	184	67 ^C	60 ^C	72 ^C
	%	%	%	%	%	%	%	%	%	%	%	%
Conservative Party – Second Choice	21	15	-	-	33	31	23	18	29	20	25	17
Liberal Party – Second Choice	20	23	35	36	-	-	44	37	10	18	24	30
NDP – Second Choice	31	21	33	16	42	37	-	-	40	24	25	26
Bloc Quebecois – Second Choice	2	5	1	5	3	6	4	6	-	-	5	5
Green Party – Second Choice	13	14	14	15	11	14	20	24	12	13	-	-
Other/Undecided/Won't Vote	13	22	16	29	11	12	8	16	9	25	20	23

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: All respondents

Which Party has the most momentum towards a federal election?

	Canada		Region							
			Quebec		Rest of Canada*		Ontario		West	
	Feb 14-17 2008	Aug 25-31 2008	Feb 14-17 2008	Aug 25-31 2008	Feb 14-17 2008	Aug 25-31 2008	Feb 14-17 2008	Aug 25-31 2008	Feb 14-17 2008	Aug 25-31 2008
n=	1000	1000	243	243	757	757	383	383	300	300
	%	%	%	%	%	%	%	%	%	%
Conservative Party	30	31	27	28	30	32	29	30	33	33
Liberal Party	25	23	29	24	23	23	27	26	18	16
NDP	6	7	10	9	5	7	4	5	6	9
Bloc Quebecois	3	3	11	14	-	-	-	-	-	-
Green Party	2	5	2	2	2	6	3	7	1	6
None	7	6	8	4	7	7	7	9	7	6
Other	1	1	1	1	<1	<1	1	<1	<1	<1
DK/NA/Ref	27	23	12	18	32	25	29	23	36	30

*Note: Rest of Canada includes all provinces except Quebec

Q. From what you can tell, which party, if any, is gaining the most popularity and momentum leading up to a possible federal election?

Base: All respondents

Do Canadians believe it is the right time for a new government?

		Canada																						
		2005													2006							2008		
		BENCHMARK Nov 24-27	Nov 24-30	Nov 29-Dec 1	Dec 1-4	Dec 3-5	Dec 4-6	Dec 10-11	Dec 10-12	Dec 11-13	Dec 12-14	Dec 13-15	Dec 15-18	Dec 21-22	Dec 30-31	Dec 30-31 Jan 3	Dec 31, Jan 3-4	Jan 3-5	Jan 16-17	Jan 17-18	Jan 17-19	Jan 18-19-21	Jan 19-21-22	Aug 25-31
N=		1500	2500	1750	1750	1500	1500	1000	1500	1500	1750	1750	1500	1000	1000	1500	1500	1500	1000	1000	1500	2000	2500	1000
	It's time for a change and a new government should be voted in	54	55	56	54	54	56	57	58	59	59	58	56	54	59	58	59	60	66	65	64	64	63	45
	Now would be the wrong time to make a change	39	38	36	38	38	37	33	33	35	35	35	35	38	30	31	31	30	24	24	24	25	24	45
	DK/NA/Ref	7	7	8	8	8	7	10	9	6	6	7	8	8	11	11	10	10	10	11	12	11	12	10

Q. Some people have been saying it's time for a change and that a new government should be voted in. Other people have said that now would be the wrong time to make a change and we should return the Conservatives to power. Which one of these two views best represents your own?

Base: Total sample

What is the most important issue in the next election?

	Canada			Region											
				Quebec			Rest of Canada*			Ontario			West		
	Nov 24-27 2005	Feb 14-17 2008	Aug 25-31 2008	Nov 24-27 2005	Feb 14-17 2008	Aug 25-31 2008	Nov 24-27 2005	Feb 14-17 2008	Aug 25-31 2008	Nov 24-27 2005	Feb 14-17 2008	Aug 25-31 2008	Nov 24-27 2005	Feb 14-17 2008	Aug 25-31 2008
n=	1500	1000	1000	370	243	243	1130	757	757	569	383	383	445	300	300
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Afghanistan/Iraq/Terrorism/War/The military/National security	1	16	7	-	19	5	1	14	7	1	14	7	1	13	6
Healthcare	20	17	14	11	11	12	22	19	15	24	17	13	20	21	15
Canada-US relations and foreign policy issues	2	1	2	1	<1	1	2	1	3	2	<1	2	1	2	4
Education	5	3	4	4	3	3	5	3	4	5	3	5	5	4	4
Crime/Law and order issues	2	3	2	-	1	1	2	3	3	4	3	2	1	5	4
Economic issues (including unemployment)	9	15	20	5	16	12	10	15	23	11	16	27	8	15	18
Gas prices	-	<1	2	-	-	2	-	<1	2	-	-	2	-	1	2
Environmental issues	3	12	15	3	13	21	3	12	13	4	13	11	3	11	14
Taxes	5	5	4	4	1	1	5	6	5	6	7	6	5	5	5
Government spending/Deficit/Debt	7	1	1	10	1	1	6	1	1	6	<1	2	5	1	1
National unity	1	<1	-	3	1	-	1	-	-	<1	-	-	1	-	-
Political issues (including scandals)	23	5	4	32	10	7	20	3	3	18	4	3	24	3	4
Social policy and moral issues	6	5	4	3	4	3	6	5	4	5	5	4	8	5	5
Other	5	3	4	4	3	6	5	3	3	5	3	3	6	3	3
None/DK/NA/Ref	13	15	18	19	17	25	12	14	15	10	15	16	13	12	16

Q. As you may know there has been considerable discussion about the possibility of a federal election in the near future. In your view what is the most important issue in the next election – that is, the one about which you are most concerned?

Base: All respondents

Is the Canadian economy getting stronger?

	Canada						Region																								
							Quebec					Rest of Canada*					Ontario				West										
	Jan 10-13 2008	Feb 14-17 2008	Mar 13-16 2008	Apr 10-13 2008	Jun 6-9 2008	Aug 25-31 2008	Jan 10-13 2008	Feb 14-17 2008	Mar 13-16 2008	Apr 10-13 2008	Jun 6-9 2008	Aug 25-31 2008	Jan 10-13 2008	Feb 14-17 2008	Mar 13-16 2008	Apr 10-13 2008	Jun 6-9 2008	Aug 25-31 2008	Jan 10-13 2008	Feb 14-17 2008	Mar 13-16 2008	Apr 10-13 2008	Jun 6-9 2008	Aug 25-31 2008	Jan 10-13 2008	Feb 14-17 2008	Mar 13-16 2008	Apr 10-13 2008	Jun 6-9 2008	Aug 25-31 2008	
n=	1000	1000	1000	1000	1000	1000	274	243	243	243	243	243	753	757	757	757	757	757	379	383	383	383	383	383	383	297	300	300	300	300	300
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Getting worse	28	29	31	32	44	33	21	34	29	32	39	20	30	27	32	32	46	37	36	31	34	36	54	36	24	21	29	28	38	35	
Staying the same	51	50	48	49	41	50	63	47	52	51	46	67	47	51	47	49	39	45	46	48	44	49	34	47	50	54	52	49	43	46	
Getting stronger	18	19	17	15	12	13	15	17	17	14	12	11	19	19	17	15	12	14	13	16	17	12	10	13	23	22	16	19	16	15	
DK/NA/Ref	4	3	3	4	3	3	1	2	3	3	3	3	4	3	4	4	3	4	5	4	5	4	2	4	3	3	3	4	4	4	

*Note: Rest of Canada includes all provinces except Quebec

Q. In the coming months, do you see the Canadian economy getting stronger, getting worse or staying the same?

Base: All respondents

Which one of the political parties do you think ...

		Canada			Region											
					Quebec			Rest of Canada*			Ontario			West		
		Nov 28 2005	Feb 14-17 2008	Aug 25-31 2008	Nov 28 2005	Feb 14-17 2008	Aug 25-31 2008	Nov 28 2005	Feb 14-17 2008	Aug 25-31 2008	Nov 28 2005	Feb 14-17 2008	Aug 25-31 2008	Nov 28 2005	Feb 14-17 2008	Aug 25-31 2008
n=		1500	1000	1000	370	243	243	1130	757	757	569	383	383	445	300	300
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Is best able to manage the economy if there is an economic slowdown*	Conservatives	26	38	38	13	33	30	31	40	40	30	38	39	33	45	45
	Liberals	36	25	27	33	26	28	37	24	27	36	27	29	37	21	20
	GAP	10	13	11	20	7	2	6	16	13	6	11	10	4	24	15
Is best able to manage health care	Conservatives	21	26	25	11	19	17	24	28	28	23	28	29	24	30	30
	Liberals	29	21	26	28	23	26	29	20	25	31	22	29	24	16	15
	GAP	8	5	1	17	4	9	5	8	3	8	6	--	--	14	51
Has the best plan for Canada's military and defence	Conservatives	23	37	38	16	34	35	26	38	38	25	36	39	28	43	40
	Liberals	29	19	19	37	24	22	27	18	18	27	19	19	23	14	13
	GAP	6	18	19	21	10	13	1	20	20	2	17	20	5	29	27
Is best able to deal with US-Canada relations	Conservatives	25	41	43	16	38	35	28	42	46	26	41	43	30	46	51
	Liberals	42	24	28	44	29	35	41	23	26	45	24	31	36	20	17
	GAP	17	17	15	28	9	--	13	19	20	19	17	12	6	26	34
Is best able to deal with Quebec-Canada relations and national unity	Conservatives	16	27	26	12	26	24	18	27	27	16	28	26	19	29	29
	Liberals	42	31	35	32	26	29	45	33	37	47	35	39	40	31	31
	GAP	26	4	9	20	--	5	27	6	10	31	7	13	21	2	2
Would spend the taxpayers' money most wisely	Conservatives	25	32	31	15	22	22	28	35	34	27	32	29	30	43	42
	Liberals	21	14	16	20	15	18	21	13	16	21	16	19	19	10	9
	GAP	4	18	15	5	7	4	7	22	18	6	16	10	11	33	33

*Note: Rest of Canada includes all provinces except Quebec

Q. Which one of the political parties do you think ...?

Base: All respondents

* Modified question – “if there is an economic slowdown” added in 2008

Which one of the political parties do you think ...

		Canada			Region											
					Quebec			Rest of Canada*			Ontario			West		
		Nov 28 2005	Feb 14-17 2008	Aug 25-31 2008	Nov 28 2005	Feb 14-17 2008	Aug 25-31 2008	Nov 28 2005	Feb 14-17 2008	Aug 25-31 2008	Nov 28 2005	Feb 14-17 2008	Aug 25-31 2008	Nov 28 2005	Feb 14-17 2008	Aug 25-31 2008
n=		1500	1000	1000	370	243	243	1130	757	757	569	383	383	445	300	300
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Has the highest standards of ethics and honesty	Conservatives	19	22	21	10	15	15	22	24	23	20	23	21	25	29	28
	Liberals	12	10	12	11	10	13	12	10	11	13	12	14	10	7	5
	GAP	7	12	9	1	5	2	10	14	12	7	11	7	15	22	23
Is best able to deal with crime	Conservatives	n/a	n/a	39	n/a	n/a	31	n/a	n/a	41	n/a	n/a	39	n/a	n/a	46
	Liberals	n/a	n/a	19	n/a	n/a	19	n/a	n/a	19	n/a	n/a	22	n/a	n/a	12
	GAP	n/a	n/a	20	n/a	n/a	12	n/a	n/a	22	n/a	n/a	17	n/a	n/a	34
Has values that most reflect your own	Conservatives	24	28	31	8	16	19	30	32	35	27	29	33	33	38	41
	Liberals	27	21	23	24	16	21	28	23	24	30	26	28	24	20	12
	GAP	3	7	8	16	--	2	2	9	11	3	3	5	9	18	29
Has the best team	Conservatives	19	33	34	6	32	29	23	34	35	20	32	34	25	39	40
	Liberals	33	20	22	30	22	24	35	19	21	38	22	24	29	15	12
	GAP	14	13	12	24	10	5	12	15	14	18	10	10	4	24	28
Has the best new ideas for Canada	Conservatives	21	24	23	12	19	17	25	25	25	21	24	23	28	28	29
	Liberals	19	13	18	21	15	21	19	13	17	19	15	19	16	10	8
	GAP	2	11	5	9	4	4	6	12	8	2	9	4	12	18	21

*Note: Rest of Canada includes all provinces except Quebec

Q. Which one of the political parties do you think ...?
 Base: All respondents

Which one of the political parties do you think ...

		Canada		Region							
				Quebec		Rest of Canada*		Ontario		West	
		Feb 14-17 2008	Aug 25-31 2008	Feb 14-17 2008	Aug 25-31 2008	Feb 14-17 2008	Aug 25-31 2008	Feb 14-17 2008	Aug 25-31 2008	Feb 14-17 2008	Aug 25-31 2008
n=		1000	1000	243	243	757	757	383	383	300	300
		%	%	%	%	%	%	%	%	%	%
Is best able to deal with the environment and climate change	Conservatives	16	17	11	9	18	20	17	18	21	25
	Liberals	17	20	24	26	15	18	17	20	13	9
	GAP	1	3	13	17	3	2	--	2	8	16
Is best able to manage Canada's mission in Afghanistan	Conservatives	36	34	25	28	39	36	36	33	45	43
	Liberals	21	24	31	28	18	22	22	26	13	16
	GAP	15	10	6	--	21	14	14	7	32	27
Would be more aggressive in protecting food and product safety	Conservatives	n/a	22	n/a	15	n/a	24	n/a	24	n/a	27
	Liberals	n/a	20	n/a	25	n/a	18	n/a	19	n/a	12
	GAP	n/a	2	n/a	10	n/a	6	n/a	5	n/a	15

*Note: Rest of Canada includes all provinces except Quebec

Q. Which one of the political parties do you think ...?

Base: All respondents

Which one of the political parties do you think ...

... is best able to manage the economy if there is an economic slowdown

	Region														
	Canada			Quebec			R.O.C.*			Ontario			West		
	Nov 28 2005	Feb 14-17 2008	Aug 25-31 2008	Nov 28 2005	Feb 14-17 2008	Aug 25-31 2008	Nov 28 2005	Feb 14-17 2008	Aug 25-31 2008	Nov 28 2005	Feb 14-17 2008	Aug 25-31 2008	Nov 28 2005	Feb 14-17 2008	Aug 25-31 2008
	1500	1000	1000	370	243	243	1130	757	757	569	383	383	445	300	300
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Conservatives	26	38	38	13	33	30	31	40	40	30	38	39	33	45	45
Liberals	36	25	27	33	26	28	37	24	27	36	27	29	37	21	20
NDP	9	5	8	8	4	8	10	5	8	10	5	6	9	5	9
Green Party	1	2	3	<1	<1	1	2	2	3	1	3	2	2	2	4
Bloc Quebecois	7	3	2	29	10	10	-	-	-	-	-	-	-	-	-
None of them	10	6	7	9	11	9	10	4	6	10	5	6	9	3	6
Other/DK/Ref	10	22	16	8	17	14	11	24	17	14	23	18	9	25	16

... is best able to manage health care

	Region														
	Canada			Quebec			R.O.C.*			Ontario			West		
	Nov 28 2005	Feb 14-17 2008	Aug 25-31 2008	Nov 28 2005	Feb 14-17 2008	Aug 25-31 2008	Nov 28 2005	Feb 14-17 2008	Aug 25-31 2008	Nov 28 2005	Feb 14-17 2008	Aug 25-31 2008	Nov 28 2005	Feb 14-17 2008	Aug 25-31 2008
	1500	1000	1000	370	243	243	1130	757	757	569	383	383	445	300	300
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Conservatives	21	26	25	11	19	17	24	28	28	23	28	29	24	30	30
Liberals	29	21	26	28	23	26	29	20	25	31	22	29	24	16	15
NDP	19	12	18	10	7	10	22	14	20	21	13	17	24	18	26
Green Party	1	2	1	<1	1	<1	1	3	2	1	2	1	2	3	3
Bloc Quebecois	7	4	4	27	17	16	-	-	-	-	-	-	-	-	-
None of them	10	10	11	12	15	13	10	8	10	9	8	10	10	9	12
Other/DK/Ref	14	25	15	11	19	18	15	27	15	15	26	14	16	24	15

*Note: Rest of Canada includes all provinces except Quebec

Q. Which one of the political parties do you think ... ?

Base: Total Sample

Which one of the political parties do you think ...

... has the best plan for Canada's military and defence

	Region														
	Canada			Quebec			R.O.C.*			Ontario			West		
	Nov 28 2005	Feb 14-17 2008	Aug 25-31 2008	Nov 28 2005	Feb 14-17 2008	Aug 25-31 2008	Nov 28 2005	Feb 14-17 2008	Aug 25-31 2008	Nov 28 2005	Feb 14-17 2008	Aug 25-31 2008	Nov 28 2005	Feb 14-17 2008	Aug 25-31 2008
	1500	1000	1000	370	243	243	1130	757	757	569	383	383	445	300	300
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Conservatives	23	37	38	16	34	35	26	38	38	25	36	39	28	43	40
Liberals	29	19	19	37	24	22	27	18	18	27	19	19	23	14	13
NDP	5	5	7	4	4	4	5	5	8	5	6	8	5	5	8
Green Party	1	2	2	<1	2	<1	1	2	2	2	3	2	1	2	3
Bloc Quebecois	2	2	2	10	7	6	-	-	-	-	-	-	-	-	-
None of them	10	6	9	10	8	8	10	6	9	13	7	9	7	5	9
Other/DK/Ref	29	29	24	23	21	23	31	31	24	28	31	24	35	31	27

... is best able to deal with US-Canada relations

	Region														
	Canada			Quebec			R.O.C.*			Ontario			West		
	Nov 28 2005	Feb 14-17 2008	Aug 25-31 2008	Nov 28 2005	Feb 14-17 2008	Aug 25-31 2008	Nov 28 2005	Feb 14-17 2008	Aug 25-31 2008	Nov 28 2005	Feb 14-17 2008	Aug 25-31 2008	Nov 28 2005	Feb 14-17 2008	Aug 25-31 2008
	1500	1000	1000	370	243	243	1130	757	757	569	383	383	445	300	300
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Conservatives	25	41	43	16	38	35	28	42	46	26	41	43	30	46	51
Liberals	42	24	28	44	29	35	41	23	26	45	24	31	36	20	17
NDP	7	4	7	5	4	5	8	4	7	7	5	7	8	3	7
Green Party	1	2	1	<1	1	1	1	2	2	1	2	1	1	3	3
Bloc Quebecois	4	2	1	17	6	6	-	-	-	-	-	-	-	-	-
None of them	8	5	5	8	5	5	8	5	5	7	5	6	9	4	5
Other/DK/Ref	13	22	14	10	17	13	14	24	15	14	23	12	16	25	17

*Note: Rest of Canada includes all provinces except Quebec

Q. Which one of the political parties do you think ... ?

Base: Total Sample

Which one of the political parties do you think ...

... is best able to deal with Quebec-Canada relations and national unity

	Region														
	Canada			Quebec			R.O.C.*			Ontario			West		
	Nov 28 2005	Feb 14-17 2008	Aug 25-31 2008	Nov 28 2005	Feb 14-17 2008	Aug 25-31 2008	Nov 28 2005	Feb 14-17 2008	Aug 25-31 2008	Nov 28 2005	Feb 14-17 2008	Aug 25-31 2008	Nov 28 2005	Feb 14-17 2008	Aug 25-31 2008
	1500	1000	1000	370	243	243	1130	757	757	569	383	383	445	300	300
% % %			% % %			% % %			% % %			% % %			
Conservatives	16	27	26	12	26	24	18	27	27	16	28	26	19	29	29
Liberals	42	31	35	32	26	29	45	33	37	47	35	39	40	31	31
NDP	8	3	7	8	3	7	8	4	7	9	2	6	7	5	9
Green Party	1	3	2	1	1	1	1	3	3	1	3	3	1	3	3
Bloc Quebecois	9	6	5	37	26	20	-	-	-	-	-	-	-	-	-
None of them	9	6	8	7	6	7	10	6	8	9	6	9	11	4	7
Other/DK/Ref	15	24	17	4	13	12	18	28	18	18	26	17	22	29	21

... would spend the taxpayers' money most wisely

	Region														
	Canada			Quebec			R.O.C.*			Ontario			West		
	Nov 28 2005	Feb 14-17 2008	Aug 25-31 2008	Nov 28 2005	Feb 14-17 2008	Aug 25-31 2008	Nov 28 2005	Feb 14-17 2008	Aug 25-31 2008	Nov 28 2005	Feb 14-17 2008	Aug 25-31 2008	Nov 28 2005	Feb 14-17 2008	Aug 25-31 2008
	1500	1000	1000	370	243	243	1130	757	757	569	383	383	445	300	300
% % %			% % %			% % %			% % %			% % %			
Conservatives	25	32	31	15	22	22	28	35	34	27	32	29	30	43	42
Liberals	21	14	16	20	15	18	21	13	16	21	16	19	19	10	9
NDP	15	9	14	13	10	14	15	9	14	15	8	15	14	9	13
Green Party	3	6	6	1	4	3	4	7	7	4	8	7	4	7	7
Bloc Quebecois	8	4	4	30	16	16	-	-	-	-	-	-	-	-	-
None of them	18	12	17	15	14	15	19	11	17	20	12	19	17	9	17
Other/DK/Ref	12	23	12	6	19	13	14	24	12	12	25	11	16	22	11

*Note: Rest of Canada includes all provinces except Quebec

Q. Which one of the political parties do you think ... ?

Base: Total Sample

Which one of the political parties do you think ...

... has the highest standards of ethics and honesty

	Region														
	Canada			Quebec			R.O.C.*			Ontario			West		
	Nov 28 2005	Feb 14-17 2008	Aug 25-31 2008	Nov 28 2005	Feb 14-17 2008	Aug 25-31 2008	Nov 28 2005	Feb 14-17 2008	Aug 25-31 2008	Nov 28 2005	Feb 14-17 2008	Aug 25-31 2008	Nov 28 2005	Feb 14-17 2008	Aug 25-31 2008
	1500	1000	1000	370	243	243	1130	757	757	569	383	383	445	300	300
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Conservatives	19	22	21	10	15	15	22	24	23	20	23	21	25	29	28
Liberals	12	10	12	11	10	13	12	10	11	13	12	14	10	7	5
NDP	19	13	16	10	13	13	22	13	16	23	10	16	21	15	16
Green Party	5	10	9	2	9	3	6	10	11	6	11	12	7	10	10
Bloc Quebecois	10	5	3	39	19	14	-	-	-	-	-	-	-	-	-
None of them	23	18	25	19	17	30	25	18	23	26	19	22	23	17	26
Other/DK/Ref	12	23	14	8	18	12	13	25	15	13	25	16	15	23	15

... is best able to deal with crime

	Region														
	Canada			Quebec			R.O.C.*			Ontario			West		
	Nov 28 2005	Feb 14-17 2008	Aug 25-31 2008	Nov 28 2005	Feb 14-17 2008	Aug 25-31 2008	Nov 28 2005	Feb 14-17 2008	Aug 25-31 2008	Nov 28 2005	Feb 14-17 2008	Aug 25-31 2008	Nov 28 2005	Feb 14-17 2008	Aug 25-31 2008
	1500	1000	1000	370	243	243	1130	757	757	569	383	383	445	300	300
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Conservatives	n/a	n/a	39	n/a	n/a	31	n/a	n/a	41	n/a	n/a	39	n/a	n/a	46
Liberals	n/a	n/a	19	n/a	n/a	19	n/a	n/a	19	n/a	n/a	22	n/a	n/a	12
NDP	n/a	n/a	7	n/a	n/a	7	n/a	n/a	8	n/a	n/a	7	n/a	n/a	7
Green Party	n/a	n/a	2	n/a	n/a	<1	n/a	n/a	2	n/a	n/a	1	n/a	n/a	4
Bloc Quebecois	n/a	n/a	2	n/a	n/a	10	n/a	n/a	-	n/a	n/a	-	n/a	n/a	-
None of them	n/a	n/a	11	n/a	n/a	12	n/a	n/a	11	n/a	n/a	12	n/a	n/a	11
Other/DK/Ref	n/a	n/a	20	n/a	n/a	21	n/a	n/a	20	n/a	n/a	20	n/a	n/a	20

*Note: Rest of Canada includes all provinces except Quebec

Q. Which one of the political parties do you think ... ?

Base: Total Sample

Which one of the political parties do you think ...

... has values that most reflect your own

	Region														
	Canada			Quebec			R.O.C.*			Ontario			West		
	Nov 28 2005	Feb 14-17 2008	Aug 25-31 2008	Nov 28 2005	Feb 14-17 2008	Aug 25-31 2008	Nov 28 2005	Feb 14-17 2008	Aug 25-31 2008	Nov 28 2005	Feb 14-17 2008	Aug 25-31 2008	Nov 28 2005	Feb 14-17 2008	Aug 25-31 2008
	1500	1000	1000	370	243	243	1130	757	757	569	383	383	445	300	300
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Conservatives	24	28	31	8	16	19	30	32	35	27	29	33	33	38	41
Liberals	27	21	23	24	16	21	28	23	24	30	26	28	24	20	12
NDP	18	11	16	9	8	14	20	12	17	20	11	16	20	13	19
Green Party	4	8	8	2	7	6	4	8	8	3	9	8	5	9	9
Bloc Quebecois	11	8	6	45	33	25	-	-	-	-	-	-	-	-	-
None of them	9	7	7	9	9	6	9	7	7	10	8	7	8	4	8
Other/DK/Ref	8	16	9	3	12	9	10	18	9	10	17	9	10	17	11

... has the best team

	Region														
	Canada			Quebec			R.O.C.*			Ontario			West		
	Nov 28 2005	Feb 14-17 2008	Aug 25-31 2008	Nov 28 2005	Feb 14-17 2008	Aug 25-31 2008	Nov 28 2005	Feb 14-17 2008	Aug 25-31 2008	Nov 28 2005	Feb 14-17 2008	Aug 25-31 2008	Nov 28 2005	Feb 14-17 2008	Aug 25-31 2008
	1500	1000	1000	370	243	243	1130	757	757	569	383	383	445	300	300
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Conservatives	19	33	34	6	32	29	23	34	35	20	32	34	25	39	40
Liberals	33	20	22	30	22	24	35	19	21	38	22	24	29	15	12
NDP	10	7	10	4	4	5	13	7	11	13	8	10	13	7	12
Green Party	1	3	4	1	3	1	2	3	5	1	2	6	3	4	4
Bloc Quebecois	10	3	4	40	14	16	-	-	-	-	-	-	-	-	-
None of them	9	6	6	8	6	7	10	6	6	9	7	7	10	6	6
Other/DK/Ref	17	28	21	11	18	20	19	31	22	19	29	19	21	30	25

*Note: Rest of Canada includes all provinces except Quebec

Q. Which one of the political parties do you think ... ?

Base: Total Sample

Which one of the political parties do you think ...

... has the best new ideas for Canada

	Region														
	Canada			Quebec			R.O.C.*			Ontario			West		
	Nov 28 2005	Feb 14-17 2008	Aug 25-31 2008	Nov 28 2005	Feb 14-17 2008	Aug 25-31 2008	Nov 28 2005	Feb 14-17 2008	Aug 25-31 2008	Nov 28 2005	Feb 14-17 2008	Aug 25-31 2008	Nov 28 2005	Feb 14-17 2008	Aug 25-31 2008
	1500	1000	1000	370	243	243	1130	757	757	569	383	383	445	300	300
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Conservatives	21	24	23	12	19	17	25	25	25	21	24	23	28	28	29
Liberals	19	13	18	21	15	21	19	13	17	19	15	19	16	10	8
NDP	20	12	16	17	16	17	21	11	16	22	11	14	20	10	16
Green Party	5	12	10	3	6	4	5	13	12	6	14	12	6	14	13
Bloc Quebecois	6	2	3	23	9	12	-	-	-	-	-	-	-	-	-
None of them	12	10	11	13	12	12	12	9	10	13	9	12	11	9	11
Other/DK/Ref	17	27	21	12	22	17	19	29	21	19	27	20	20	29	24

... is best able to deal with the environment and climate change

	Region														
	Canada			Quebec			R.O.C.*			Ontario			West		
	Nov 28 2005	Feb 14-17 2008	Aug 25-31 2008	Nov 28 2005	Feb 14-17 2008	Aug 25-31 2008	Nov 28 2005	Feb 14-17 2008	Aug 25-31 2008	Nov 28 2005	Feb 14-17 2008	Aug 25-31 2008	Nov 28 2005	Feb 14-17 2008	Aug 25-31 2008
	n/a	1000	1000	n/a	243	243	n/a	757	757	n/a	383	383	n/a	300	25
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Conservatives	n/a	16	17	n/a	11	9	n/a	18	20	n/a	17	18	n/a	21	25
Liberals	n/a	17	20	n/a	24	26	n/a	15	18	n/a	17	20	n/a	13	9
NDP	n/a	10	13	n/a	14	14	n/a	9	12	n/a	8	11	n/a	10	12
Green Party	n/a	30	29	n/a	28	23	n/a	31	31	n/a	33	33	n/a	31	33
Bloc Quebecois	n/a	2	2	n/a	9	10	n/a	-	-	n/a	-	-	n/a	-	-
None of them	n/a	6	6	n/a	6	7	n/a	6	6	n/a	5	6	n/a	5	7
Other/DK/Ref	n/a	19	13	n/a	9	12	n/a	22	13	n/a	20	12	n/a	20	14

*Note: Rest of Canada includes all provinces except Quebec

Q. Which one of the political parties do you think ... ?

Base: Total Sample

Which one of the political parties do you think ...

**... is best able to manage
Canada's mission in
Afghanistan**

	Region														
	Canada			Quebec			R.O.C.*			Ontario			West		
	Nov 28 2005	Feb 14-17 2008	Aug 25-31 2008	Nov 28 2005	Feb 14-17 2008	Aug 25-31 2008	Nov 28 2005	Feb 14-17 2008	Aug 25-31 2008	Nov 28 2005	Feb 14-17 2008	Aug 25-31 2008	Nov 28 2005	Feb 14-17 2008	Aug 25-31 2008
	n/a	1000	1000	n/a	243	243	n/a	757	757	n/a	383	383	n/a	300	300
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Conservatives	n/a	36	34	n/a	25	28	n/a	39	36	n/a	36	33	n/a	45	43
Liberals	n/a	21	24	n/a	31	28	n/a	18	22	n/a	22	26	n/a	13	16
NDP	n/a	6	8	n/a	6	6	n/a	6	8	n/a	6	8	n/a	7	7
Green Party	n/a	2	3	n/a	1	-	n/a	2	4	n/a	3	3	n/a	2	5
Bloc Quebecois	n/a	2	2	n/a	8	8	n/a	-	-	n/a	-	-	n/a	-	-
None of them	n/a	7	12	n/a	9	14	n/a	6	11	n/a	7	13	n/a	5	10
Other/DK/Ref	n/a	26	18	n/a	20	15	n/a	28	19	n/a	26	18	n/a	29	19

**... would be more aggressive
in protecting food and
product safety**

	Region														
	Canada			Quebec			R.O.C.*			Ontario			West		
	Nov 28 2005	Feb 14-17 2008	Aug 25-31 2008	Nov 28 2005	Feb 14-17 2008	Aug 25-31 2008	Nov 28 2005	Feb 14-17 2008	Aug 25-31 2008	Nov 28 2005	Feb 14-17 2008	Aug 25-31 2008	Nov 28 2005	Feb 14-17 2008	Aug 25-31 2008
	1500	1000	1000	370	243	243	1130	757	757	569	383	383	445	300	300
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Conservatives	n/a	n/a	22	n/a	n/a	15	n/a	n/a	24	n/a	n/a	24	n/a	n/a	27
Liberals	n/a	n/a	20	n/a	n/a	25	n/a	n/a	18	n/a	n/a	19	n/a	n/a	12
NDP	n/a	n/a	15	n/a	n/a	9	n/a	n/a	17	n/a	n/a	19	n/a	n/a	14
Green Party	n/a	n/a	9	n/a	n/a	8	n/a	n/a	10	n/a	n/a	9	n/a	n/a	12
Bloc Quebecois	n/a	n/a	3	n/a	n/a	13	n/a	n/a	-	n/a	n/a	-	n/a	n/a	-
None of them	n/a	n/a	7	n/a	n/a	11	n/a	n/a	6	n/a	n/a	6	n/a	n/a	7
Other/DK/Ref	n/a	n/a	23	n/a	n/a	19	n/a	n/a	24	n/a	n/a	22	n/a	n/a	28

*Note: Rest of Canada includes all provinces except Quebec

Q. Which one of the political parties do you think ... ?

Base: Total Sample

Who do you think would be better when it comes to...

		Canada	Region			
			Quebec	Rest of Canada*	Ontario	West
		Aug 25-31 2008	Aug 25-31 2008	Aug 25-31 2008	Aug 25-31 2008	Aug 25-31 2008
n=		1000	243	757	383	300
		%	%	%	%	%
Being Prime Minister of a majority government	Stephen Harper	46	45	47	46	53
	Stephane Dion	22	24	21	23	14
	GAP	24	21	26	23	39
Being easygoing and likeable	Stephen Harper	38	27	42	41	46
	Stephane Dion	29	36	26	29	20
	GAP	9	9	16	12	26
Standing up to the United States	Stephen Harper	42	41	42	43	44
	Stephane Dion	29	34	28	31	21
	GAP	13	7	14	12	23
Caring about people like me	Stephen Harper	30	24	32	33	36
	Stephane Dion	28	32	27	31	18
	GAP	2	8	5	2	18
Able to deal with tough economic times	Stephen Harper	45	44	46	50	44
	Stephane Dion	21	24	20	23	13
	GAP	24	20	26	27	31

*Note: Rest of Canada includes all provinces except Quebec

Q. Now I would like you to compare the leaders of the two major parties on a number of issues. For each one, please tell me whether you think that Conservative leader Stephen Harper would be better or whether you think that Liberal leader Stephane Dion would be better. If you think that both would be equally good or that neither would be good on a particular issue, just say so. Who do you think would be better when it comes to...?

Base: All respondents

Which one of the candidates do you think would be better at...

		Canada	Region			
			Quebec	Rest of Canada*	Ontario	West
		Aug 25-31 2008	Aug 25-31 2008	Aug 25-31 2008	Aug 25-31 2008	Aug 25-31 2008
n=		1000	243	757	383	300
		%	%	%	%	%
Making progress in dealing with the environment and climate change	Stephen Harper	27	19	30	29	35
	Stephane Dion	40	54	35	39	24
	GAP	13	35	5	10	10
Being concerned about the economy of your province	Stephen Harper	40	30	44	43	51
	Stephane Dion	26	37	23	28	11
	GAP	14	7	21	15	40
Being most decisive	Stephen Harper	53	54	53	55	53
	Stephane Dion	17	18	16	18	11
	GAP	36	36	37	37	42
Offering the most positive vision of Canada's future	Stephen Harper	41	38	42	43	45
	Stephane Dion	27	33	25	28	15
	GAP	14	5	17	15	30
Respecting the views of others	Stephen Harper	30	21	33	33	40
	Stephane Dion	33	43	30	33	21
	GAP	3	22	3	0	19

*Note: Rest of Canada includes all provinces except Quebec

Q. Now I would like you to compare the leaders of the two major parties on a number of issues. For each one, please tell me whether you think that Conservative leader Stephen Harper would be better or whether you think that Liberal leader Stephane Dion would be better. If you think that both would be equally good or that neither would be good on a particular issue, just say so. Who do you think would be better when it comes to...?

Base: All respondents

Are Canadians more or less likely to vote for the current government if it's announced that they are running a deficit

	Canada	Region			
		Quebec	Rest of Canada*	Ontario	West
	Aug 25-31 2008	Aug 25-31 2008	Aug 25-31 2008	Aug 25-31 2008	Aug 25-31 2008
n=	1000	243	757	383	300
	%	%	%	%	%
Total More likely	22	27	20	22	20
Much more likely	10	11	10	10	9
Somewhat more likely	12	16	11	12	10
Neither more nor less likely	16	14	17	18	17
Somewhat less likely	24	20	26	23	28
Much less likely	33	36	32	33	30
Total Less likely	57	56	58	56	58
DK/NA/Ref	5	3	5	5	6

*Note: Rest of Canada includes all provinces except Quebec

Q. The federal government has been running a surplus for the past 10 years, which means that it collects more revenues than it spends. There has been some talk recently that the federal government may report that it is now running a deficit, which means it collects less revenues than it spends. If the federal government announced that it was running a deficit, would this make you much more likely, somewhat more likely, somewhat less likely, or much less likely to vote for the current government in the next election?

Base: Total sample

Do Canadians Support or Oppose Sending Troops To Afghanistan?

	Canada												Region																												
													Quebec						Rest of Canada*																						
	2006			2007			08			2006			2007			08			2006			2007			08																
	May 3-4	Jun 7-8	Jul 12-15	Aug 10-13	Sep 14-17	Oct 12-15	Dec 3	Apr 21-24	May 14-17	July 12-15	Jan 10-13	Aug 25-31	May 3-4	Jun 7-8	Jul 12-15	Aug 10-13	Sep 14-17	Oct 12-15	Dec 3	Apr 21-24	May 14-17	July 12-15	Jan 10-13	Aug 25-31	May 3-4	Jun 7-8	Jul 12-15	Aug 10-13	Sep 14-17	Oct 12-15	Dec 3	Apr 21-24	May 14-17	July 12-15	Jan 10-13	Aug 25-31					
n=	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	247	247	247	247	247	247	247	247	247	247	247	247	753	753	753	753	753	753	753	753	753	753	753	753	753	753	753	753	753
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Total Support	40	48	39	37	42	44	35	36	40	36	39	35	27	39	24	21	27	30	23	24	24	22	29	21	44	51	44	42	47	49	38	39	45	41	42	40					
Strongly support	6	11	8	6	11	10	5	6	10	7	7	9	1	5	-	<1	3	4	2	3	5	3	5	2	8	13	11	8	13	12	6	6	12	9	8	11					
Support	34	37	31	31	32	34	30	30	30	29	32	26	26	34	24	21	23	26	21	21	19	19	24	19	36	38	33	34	35	37	32	33	33	32	34	29					
Oppose	31	26	31	31	26	26	35	31	27	31	31	28	39	33	36	41	33	29	38	32	33	34	33	31	28	23	29	29	24	25	35	31	26	30	30	27					
Strongly oppose	23	18	25	24	23	27	26	26	28	27	25	33	31	23	35	34	34	39	37	40	40	41	37	46	20	16	22	20	20	23	22	21	24	23	22	29					
Total Oppose	54	44	56	55	49	53	61	57	55	59	56	61	70	56	71	75	67	68	75	72	73	75	70	76	49	39	51	49	44	48	57	52	50	53	51	56					
DK/NA/Ref	6	8	5	8	8	3	4	7	5	5	6	4	3	5	5	4	6	3	2	4	3	3	1	2	7	9	5	9	9	3	5	8	5	6	7	5					

	Region																																								
	Ontario												West																												
	2006			2007			08			2006			2007			08			2006			2007			08																
	May 3-4	Jun 7-8	Jul 12-15	Aug 10-13	Sep 14-17	Oct 12-15	Dec 3	Apr 21-24	May 14-17	July 12-15	Jan 10-13	Aug 25-31	May 3-4	Jun 7-8	Jul 12-15	Aug 10-13	Sep 14-17	Oct 12-15	Dec 3	Apr 21-24	May 14-17	July 12-15	Jan 10-13	Aug 25-31	May 3-4	Jun 7-8	Jul 12-15	Aug 10-13	Sep 14-17	Oct 12-15	Dec 3	Apr 21-24	May 14-17	July 12-15	Jan 10-13	Aug 25-31					
n=	379	379	379	379	379	379	379	379	379	379	379	383	297	297	297	297	297	297	297	297	297	297	297	300	300	300	300	300	300	300	300	300	300	300	300	300	300	300	300	300	300
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%		
Total Support	42	49	39	42	46	46	35	38	45	40	38	41	49	56	50	42	49	53	45	40	42	41	46	40	49	56	50	42	49	53	45	40	42	41	46	40					
Strongly support	8	10	9	7	11	11	5	8	11	9	8	13	8	17	12	10	14	13	7	4	14	9	7	8	8	17	12	10	14	13	7	4	14	9	7	8					
Support	34	39	30	35	35	36	30	30	34	31	31	27	41	39	38	32	35	40	38	36	28	32	40	32	41	39	38	32	35	40	38	36	28	32	40	32					
Oppose	30	23	31	30	27	27	35	31	27	31	31	27	25	21	28	29	21	26	34	31	26	31	28	27	25	21	28	29	21	26	34	31	26	31	28	27					
Strongly oppose	20	18	23	19	18	25	24	22	24	24	22	28	20	14	19	21	21	18	18	21	25	22	19	28	20	14	19	21	21	18	18	21	25	22	19	28					
Total Oppose	50	41	54	49	44	51	59	53	51	55	54	54	45	35	47	50	42	44	51	52	51	53	47	54	45	35	47	50	42	44	51	52	51	53	47	54					
DK/NA/Ref	8	10	7	9	10	3	6	9	4	5	8	5	6	10	3	8	9	3	4	8	7	6	7	5	6	10	3	8	9	3	4	8	7	6	7	5					

*Note: Rest of Canada includes all provinces except Quebec

Q. Overall, would you say you strongly support, support, oppose or strongly oppose the decision to send Canadian troops to Afghanistan?
 Base: Total sample

Is the Canadian or US Presidential Election more important to Canadians?

	Canada	Region			
		Quebec	Rest of Canada*	Ontario	West
	Aug 25-31 2008	Aug 25-31 2008	Aug 25-31 2008	Aug 25-31 2008	Aug 25-31 2008
n=	897	242	655	314	286
	%	%	%	%	%
Canadian Federal election	73	67	75	76	72
US Presidential election	19	21	18	17	19
DK/NA/Ref	9	12	8	7	9

*Note: Rest of Canada includes all provinces except Quebec

Q. Do you care more about the possible Canadian Federal election or the US Presidential election (rotate Canadian/US election)?

Base: Total sample

Who's doing better at consolidating their base?

		Political Ideological Orientation	
		Conservative	Liberal
		August 25-31 2008	August 25-31 2008
	N=	1500	2500
		%	%
Liberal Vote		10	51
Conservative Vote		69	8
NDP Vote		8	21
Green Vote		6	10
BQ Vote		6	9

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