

Saanich Gulf Island Riding Report

By :



April 2011

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METHODOLOGY & LOGISTICS

Study Sample

This report represents the findings from a survey of 389 voting age residents (18 years of age or older) in the federal riding of Saanich Gulf Island. Interviews were conducted between the days of April 18th – April 19th 2011

Confidence

- The margin of error for this 389-person survey is +/- 4.9%, 19/20 times

Survey Method

- The survey was conducted using computer-assisted techniques of telephone interviewing (CATI) and random number selection. A total of 20% of all interviews were monitored and the management of Oraclepoll Research Limited supervised 100%.

Logistics

- Initial calls were made between the hours of 6:00 p.m. and 9:00 p.m. Subsequent call-backs of no-answers and busy numbers were made on a (staggered) daily rotating basis up to 7 times (from 10:00 a.m. to 9:00 p.m.) until contact was made. In addition, telephone interview appointments were attempted with those respondents unable to complete the survey at the time of contact. If no contact was made at a number after the fifth attempt, the number was discarded.

EXECUTIVE SUMMARY

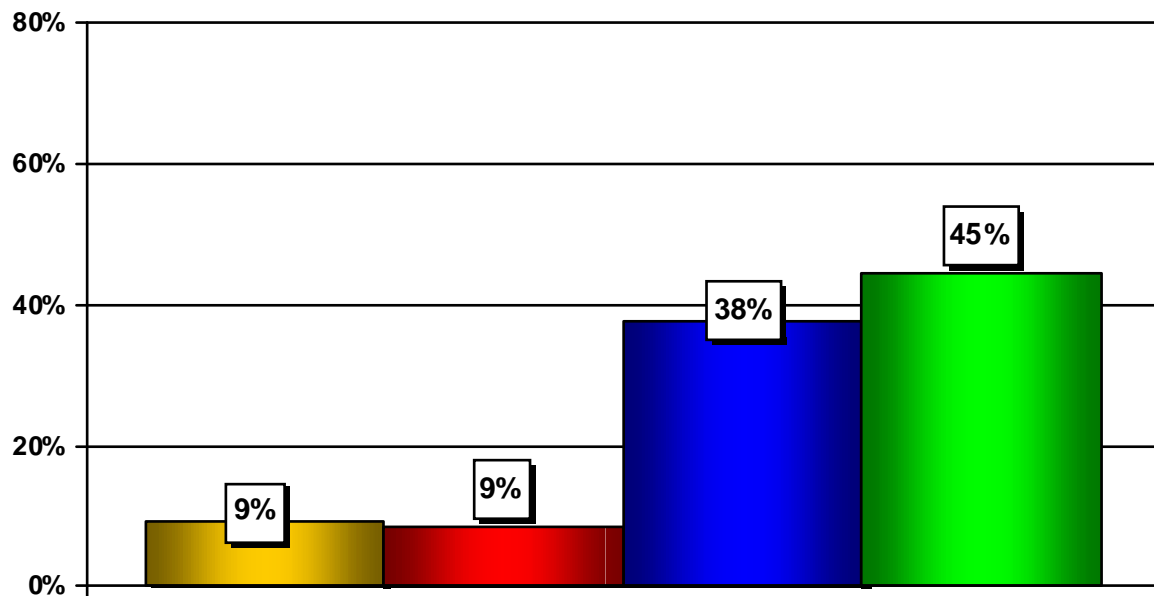
VOTE INTENT

Respondents were first asked about their vote intent along candidates lines only.

“If the federal Election were held today, which of the following Party's candidates would you most likely vote for in your Riding of Saanich Gulf Islands?”

[If undecided]

“Which party's candidate would you be leaning towards?”



■ Edith Loring-Kuhanga of the NDP

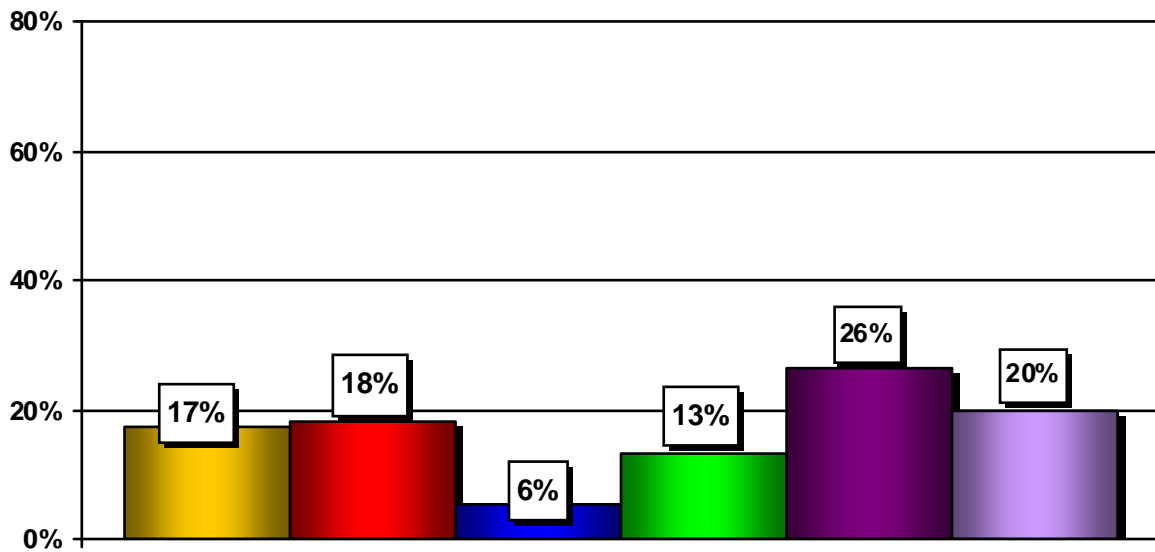
■ Renee Hetherington of the LIBERAL PARTY

■ Gary Lunn of the CONSERVATIVE PARTY

■ Elizabeth May of the GREEN PARTY

When considering the local candidate a total of 45% of decided voters stated that they would vote Elizabeth May of the Green Party, while 38% would back Gary Lunn of the Conservative Party, and only 9% for Renee Hetherington of the Liberal Party and 9% for Edith Loring-Kuhanga of the NDP. A total of 16% of those interviewed were undecided

"Which Party's candidate would be your second choice?"



■ Edith Loring-Kuhanga of the NDP

■ Renee Hetherington of the LIBERAL PARTY

■ Gary Lunn of the CONSERVATIVE PARTY

■ Elizabeth May of the GREEN PARTY

■ None

■ Don't know

RESULTS BY QUESTION

Q1. *If the federal Election were held today, which of the following Party's candidates would you most likely vote for in your Riding of Saanich Gulf Islands?*

READ & ROTATE

- Gary Lunn of the CONSERVATIVE PARTY
- Elizabeth May of the GREEN PARTY
- Renee Hetherington of the LIBERAL PARTY
- Edith Loring-Kuhanga of the NDP
- Other (Do not read)
- Don't know / Undecided (Do not read) go to Q2

Q2b. *Is there a candidate you would be leaning towards?*

READ & ROTATE

- Gary Lunn of the CONSERVATIVE PARTY
- Elizabeth May of the GREEN PARTY
- Renee Hetherington of the LIBERAL PARTY
- Edith Loring-Kuhanga of the NDP

Don't know / Undecided (**Do not read**)

Vote Intent With Candidates			
		Frequency	Valid Percent
Valid	Gary Lunn of the CONSERVATIVE PARTY	124	31.9
	Elizabeth May of the GREEN PARTY	146	37.5
	Renee Hetherington of the LIBERAL PARTY	28	7.2
	Edith Loring-Kuhanga of the NDP	30	7.7
	Don't know	61	15.7
	Total	389	100.0

Vote Intent With Candidates Excluding Undecided			
		Frequency	Valid Percent
Valid	Gary Lunn of the CONSERVATIVE PARTY	124	37.8
	Elizabeth May of the GREEN PARTY	146	44.5
	Renee Hetherington of the LIBERAL PARTY	28	8.5
	Edith Loring-Kuhanga of the NDP	30	9.1
	Total	328	100.0

Q3. Which Party's candidate would be your second choice?			
		Frequency	Valid Percent
Valid	Gary Lunn of the CONSERVATIVE PARTY	18	5.5
	Elizabeth May of the GREEN PARTY	43	13.1
	Renee Hetherington of the LIBERAL PARTY	59	18.0
	Edith Loring-Kuhanga of the NDP	57	17.4
	NONE	86	26.2
	Don't know	65	19.8

Demographics:

D1. Which of the following age groups may I place you in?			
		Frequency	Valid Percent
Valid	18-34	67	17.2
	35-54	200	51.4
	55 and older	116	29.8
	Don't know / Refused	6	1.5
	Total	389	100.0

D2. What is your combined family income?			
		Frequency	Valid Percent
Valid	Under \$50,000	90	23.1
	Under \$75,000	88	22.6
	Over \$75,000	128	32.9
	Refused	83	21.3
	Total	389	100.0

D3. Gender			
		Frequency	Valid Percent
Valid	Male	170	43.7
	Female	219	56.3
	Total	389	100.0