

# NEWS RELEASE

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## **Laurier professors monitor federal election via interactive website**

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**Contact: Dr. Steven Brown, director, LISPOP  
(519) 884-0710 ext. 3895 or [sdbrown@wlu.ca](mailto:sdbrown@wlu.ca)**

**or Dr. Barry Kay, associate professor, political science  
(519) 884-0710 ext. 3362 or [bkay@wlu.ca](mailto:bkay@wlu.ca)**

WATERLOO – A team of Wilfrid Laurier University political scientists is launching an election website to analyse the upcoming federal campaign and to provide insight and clarity on campaign developments. The team, based at the Laurier Institute for the Study of Public Opinion and Policy (LISPOP), will monitor the campaign through blogs, graphs, and a unique “seat projection calculator.”

The Federal Election Monitor website ([www.wlu.ca/lispop/fedblog](http://www.wlu.ca/lispop/fedblog)) will include regularly updated seat projections for all of Canada, delivered through colour-coded regional maps. The projections will be based on political science professor Dr. Barry Kay’s regional-swing model, which he has used successfully for over 30 years of Canadian elections.

“The map provides a convenient way for people to track what the polls mean for their own constituency and for the composition of the legislature,” says Dr. Steven Brown, director of LISPOP. “The blogging space will also allow professors, journalists and citizens to weigh in on interesting outcomes or poll discrepancies.”

This site follows the success of a similar election monitoring website produced by LISPOP for the 2007 Ontario provincial election. A new addition to the federal election website will be a series of political profiles of Canadian voter groups that little is known about because they are normally too small to analyse in regularly-sized polls.

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Last year's donation by Ipsos Reid of its 2006 Election Day Survey has given the LISPOP team access to the views and behaviour of more than 36,000 Canadian voters; the sheer size of this sample provides an opportunity to break out and analyse subgroups that have not been profiled before, such as Green Party voters, gays and lesbians, gun owners, individual religious denominations, and voters defined by different marital status.

Throughout the federal campaign, a series of profiles of such groups will be posted regularly on the website.

“The data provide almost endless opportunities for new insight into the patterns of Canadian voter groups,” says Brown. “For example, we are able to compare married individuals to single voters, rural Albertans to Calgarians, Catholics to Lutherans, even immigrants in Toronto to immigrants in Montreal.”

“Voting studies are part of our academic research,” says Dr. Andrea Perrella, a political science professor on the LISPOP team. “This website is the applied face of what we do.”

LISPOP promotes research on public opinion in the political process, and acts as a watchdog on the public opinion and interest group industries. The Federal Election Monitor website will be updated regularly by a team of LISPOP researchers and analysts, and questions can be directed to the following members of the team: Dr. Steven Brown ([sdbrown@wlu.ca](mailto:sdbrown@wlu.ca)), Dr. Barry Kay ([bkay@wlu.ca](mailto:bkay@wlu.ca)) or Dr. Andrea Perrella ([aperrella@wlu.ca](mailto:aperrella@wlu.ca)).