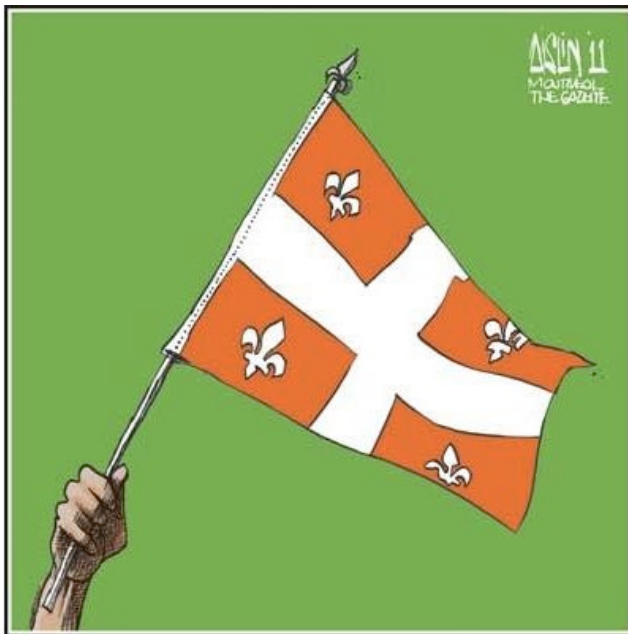


Canadian Election Study Team Analyzes Quebec's 'Orange Wave'



The 'Orange Wave' in Quebec surprised everybody, including political scientists. They are now analyzing newly available data to find out what happened.

During every federal election since 1965, a group of political scientists known as the 'Canada Election Study Team' has administered a survey of voters. These surveys

have given political scientists foundational knowledge concerning electoral trends in Canada.

The Canadian Election

Study team has recently published the results of its 2011 survey in the *Canadian Journal of Political Science*. Its analysis finds that, beyond Layton's popularity, the key to the NDP's success in Quebec was attracting voters who shared its values (e.g. social liberalism, state intervention in the economy, higher corporate taxes, and more environmental and healthcare spending) but had previously supported other parties.

In particular, this shift of votes was initiated by Layton's appearance on *Tout le monde en parle* and Dupeppe's affirmation of his party's commitment to sovereignty at the Parti Québécois convention. On election day in 2011, the NDP attracted the support of 26% of 2008 Conservatives, 33% of 2008 Liberals, 31% of 2008 Bloquistes, and 65% of 2008 Greens in Quebec. In this sense, the new NDP voters in Quebec represented a kind of "rainbow coalition." The full article is available at: www.ces-ec.org.

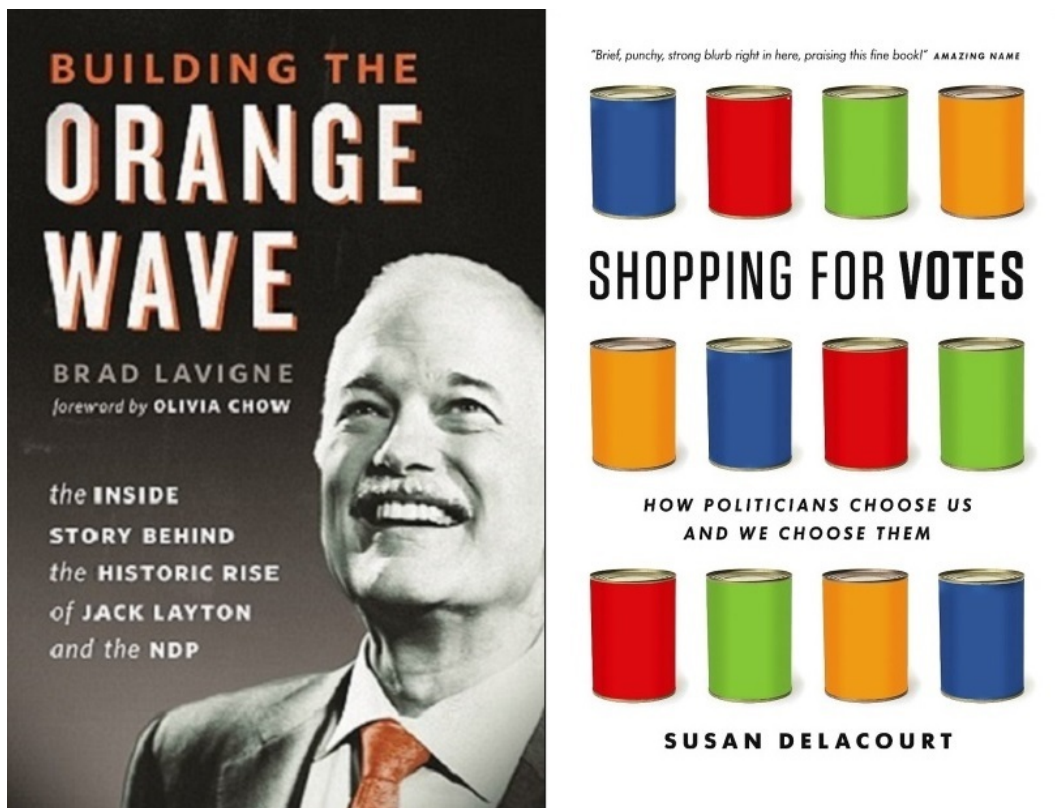


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Blogs on political marketing, a NDP provincial wing in Quebec, and Svend Robinson



Brad Lavigne's Building the Orange Wave and Susan Delacourt's Shopping for Votes examine recent trends in campaigning in Canada.

The website of the Canadian Social Democracy Study (www.canadiansocialdemocracy.ca) continues publish blogs on critical issues facing social democracy in Canada today.

A blog by David McGrane reviewed two recent books on election campaigns in Canada: Brad Lavigne's *Building the Orange Wave* and Susan Delacourt's *Shopping for Votes*. He concludes that the two books deal with the same question but come to very different conclusions. Lavigne holds that modern political marketing is simply the latest way to win elections but Delacourt thinks it is bad for democracy. McGrane sides with Lavigne. He argues that "To

the extent that political marketing can bring more people into the political process and knit them into a coalition for social change, it can push for a bold national vision of what Canada can become."

When it came out that party activists had registered the NDP as a provincial party in Quebec, David DesBaillets wrote a blog on the subject. He is skeptical that this move is a good idea. He contends that all of the NDP's resources in Quebec should be dedicated to solidifying the newfound success of the federal party. Further, a Quebec provincial NDP party would inevitably have to take stances that would be unpopular outside of

Quebec. Such a situation could force Mulcair to choose sides between Quebec and the rest of Canada.

Graeme Truelove, the author of recent biography on Svend Robinson, wrote a fascinating blog on 'image politics.' He notes that term may have a negative connotation to some on the Left. However, Svend Robinson's political career illustrates that image politics can be a good thing if it brings attention to underpublicized issues and creates momentum towards policy change. He states that: "There is nothing wrong with using image to get people's attention and goodwill."

Featured Researcher: Alan Whitehorn, Royal Military College of Canada



Alan Whitehorn is the foremost expert on the federal NDP in Canada. His numerous publications on the federal NDP have examined the party's ideology, leaders, activists, conventions, platforms, election campaigns, and relationship with the labour movement.

For almost three decades, Professor Whitehorn taught at the Royal Military College of Canada in the areas of political parties, public opinion, comparative politics and political theory. He is now Emeritus Professor of Political Science.

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Canadian Social Democracy Study Hires Interviewers for NDP MP Survey



David DesBaillets is currently completing a Doctorate of Law at the Université du Québec à Montréal. His research interests include human rights, social justice, constitutional law, and housing rights. He holds a L.L.M. from University of Ottawa, a L.L.B from Cardiff University, and a B.A. from Concordia University. In addition to having worked for Health Canada and the International Fund for Animal Welfare, he has extensive experience in the NDP. He was a legislative assistant for NDP MP Jim Maloway and was employed as an intern in Thomas Mulcair's office. He has also been a member of the Ottawa-Vanier and Outremont federal NDP riding executives and has volunteered for several NDP campaigns in the Montreal area. In his work for the Canadian Social Democracy Study, David will be responsible for conducting interviews with federal NDP's Quebec caucus.



Kent Peterson is a Saskatchewan-based student movement and labour movement activist. Kent has served as the president of the University of Regina Students' Union and he also served two terms on the national executive of the Canadian Federation of Students. In addition to his activism and organizing within the student movement, he works in the Labour Movement. His involvement includes serving as a Vice-President of the Saskatchewan Federation of Labour. Currently, he works for the Saskatchewan Federation of Labour, and previously worked for Saskatchewan's industrial construction trade unions. His political involvement includes serving as a Vice-President of the Saskatchewan New Democratic Party, working as an NDP Business Manager and Campaign Manager during the 2008 federal election, and volunteering on several provincial and federal NDP election campaigns. Kent has a Bachelor of Business Administration and a Master of Public Administration, both from the University of Regina. Kent will be responsible for administering interviews with federal NDP MPs outside of Quebec.