



The Strategic Counsel

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A Report To The Globe and Mail and CTV

2008 Federal Election: Battleground
Wave 2 Report

September 5-7, 2008

Methodology

- ◆ The Strategic Counsel is pleased to present findings from three surveys of the Battleground Regions of Ontario (n=460), Quebec (n=435) and British Columbia (n=435)
- ◆ Forty-five of the most hotly contested ridings from Quebec, Ontario and British Columbia comprise the *Battleground 2008*.
- ◆ Quebec, Ontario and British Columbia were chosen because they possess the highest concentration of ridings where multiple Parties are likely to have the toughest competition.
- ◆ In the Federal Election of 2006 and subsequent By-Elections, these forty-five ridings were home to the tightest races in the most populous Provinces in the Country.
- ◆ The forty-five ridings consist of the 20 tightest races in Ontario, the 15 closest races in Quebec and the 10 tightest races in British Columbia from the 2006 Federal Election and subsequent By-Elections.
- ◆ Results are based on random samples of adults 18 years of age or older in each of the 45 ridings constituting the *Battleground 2008*. Results were weighted by age to be proportionate to the provincial population sampled.
- ◆ Interviews were conducted September 5th to 7th, 2008.

Note: Proportions may not sum to 100% due to rounding

The Battlegrounds

British Columbia

- ◆ Vancouver Quadra, Vancouver Island North, West Vancouver-Sunshine Coast-Sea to Sky Country, Fleetwood-Port Kells, Newton-North Delta, Burnaby-Douglas, Esquimalt-Juan de Fuca, Richmond, Pitt Meadows-Maple Ridge-Mission, North Vancouver.

Ontario

- ◆ Parry Sound-Muskoka, Glengarry-Prescott-Russell, St. Catharines, Hamilton East-Stoney Creek, Brant, Thunder Bay-Superior North, Oakville, Thunder Bay-Rainy River, Huron-Bruce, London-Fanshaw, Ottawa-Orléans, Simcoe North, London West, Barrie, Kitchener-Conestoga, Halton, Peterborough, Algoma-Manitoulin-Kapuskasing, Burlington, Mississauga South.

Quebec

- ◆ Louis-Hébert, Ahuntsic, Beauport-Limoilou, Brossard-La Prairie, Papineau, Charlesbourg—Haut-Saint-Charles, Hull-Aylmer, Honoré-Mercier, Saint-Hyacinthe-Bagot, Pontiac, Jeanne-Le Ber, Laval-Les Îles, Gatineau, Chicoutimi-Le Fjord, Brome-Missisquoi.

Sample Distribution and Margin of Error

	September 5-7, 2008	
	Sample Size	Margin of Error (±)
British Columbia battleground ridings	430	4.7%
Ontario battleground ridings	460	4.6%
Quebec battleground ridings	435	4.7%
Liberal held ridings	567	4.1%
Conservative held ridings	532	4.2%
Bloc Quebecois held ridings	249	6.2%

Detailed Findings

Is Canada on the right track?

BC Battleground Ridings

	Sept. 4-6	Sept. 5-7
n=	450	430
	%	%
On the right track	57	54
On the wrong track	28	31
DK/NA/Ref	15	15

Ontario Battleground Ridings

	Sept. 4-6	Sept. 5-7
n=	480	460
	%	%
On the right track	53	56
On the wrong track	31	28
DK/NA/Ref	17	15

Quebec Battleground Ridings

	Sept. 4-6	Sept. 5-7
n=	450	435
	%	%
On the right track	60	59
On the wrong track	32	32
DK/NA/Ref	8	9

Right track/Wrong track National

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
n=	1000	1500	1000	1000	1000	1000	1000	1000
	%	%	%	%	%	%	%	%
On the right track	49	47	61	55	57	60	48	49
On the wrong track	43	43	28	30	31	28	37	34
DK/NA/Ref	8	10	11	15	12	13	15	17

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

Base: All respondents

How the Ridings Vote

BC Battleground Ridings

	n=	2004	2006	2008	
				Sept. 4-6	Sept. 5-7
				450	430
		%	%	%	%
Conservative candidate		33	35	45	42
Liberal candidate		35	33	25	26
NDP candidate		26	27	17	21
Bloc Quebecois candidate		-	-	-	-
Green Party candidate		7	5	13	11

Ontario Battleground Ridings

	n=	2004	2006	2008	
				Sept. 4-6	Sept. 5-7
				480	460
		%	%	%	%
Conservative candidate		34	37	41	42
Liberal candidate		45	39	29	28
NDP candidate		17	19	13	16
Bloc Quebecois candidate		-	-	-	-
Green Party candidate		5	5	17	15

Quebec Battleground Ridings

	n=	2004	2006	2008	
				Sept. 4-6	Sept. 5-7
				450	435
		%	%	%	%
Conservative candidate		10	23	32	32
Liberal candidate		39	28	24	22
NDP candidate		5	8	11	11
Bloc Quebecois candidate		43	37	28	30
Green Party candidate		3	4	5	5

How Canadians would Vote

Canada

	n=	2006	Aug 25-31 2008
			1000
			%
Conservative candidate		36	37
Liberal candidate		30	29
NDP candidate		18	17
Bloc Quebecois candidate		11	8
Green Party candidate		5	5

Ontario

	n=	2006	Aug 25-31 2008
			383
			%
Conservative candidate		35	41
Liberal candidate		40	35
NDP candidate		20	15
Bloc Quebecois candidate		-	-
Green Party candidate		5	10

Quebec

	n=	2006	Aug 25-31 2008
			243
			%
Conservative candidate		25	23
Liberal candidate		21	26
NDP candidate		8	12
Bloc Quebecois candidate		42	34
Green Party candidate		4	5

- 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 federal 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: All respondents

How likely are voters in battleground ridings to switch their vote?

BC Battleground Ridings

	Sept. 4-6	Sept. 5-7
n=	450	288
	%	%
NET Likely	31	34
Very Likely	4	5
Somewhat Likely	27	29
Not too Likely	28	29
Not at all Likely	39	35
NET Not Likely	66	64
DN/NA/Ref	3	2

Ontario Battleground Ridings

	Sept. 4-6	Sept. 5-7
n=	480	309
	%	%
NET Likely	40	38
Very Likely	3	3
Somewhat Likely	38	34
Not too Likely	27	28
Not at all Likely	31	33
NET Not Likely	58	61
DN/NA/Ref	1	2

Quebec Battleground Ridings

	Sept. 4-6	Sept. 5-7
n=	450	265
	%	%
NET Likely	30	27
Very Likely	6	6
Somewhat Likely	23	21
Not too Likely	34	37
Not at all Likely	32	32
NET Not Likely	66	69
DN/NA/Ref	5	5

Q. How likely is it that you might switch your vote to your second choice between now and election day?

Base: Those who have a second choice

Momentum towards the election

BC Battleground Ridings

	Sept. 4-6	Sept. 5-7
n=	450	430
	%	%
Liberal candidate	17	15
Conservative candidate	43	42
NDP candidate	10	12
Bloc Quebecois candidate	-	-
Green Party candidate	6	5
Other/None/Don't know	25	26

Ontario Battleground Ridings

	Sept. 4-6	Sept. 5-7
n=	480	460
	%	%
Liberal candidate	15	14
Conservative candidate	42	42
NDP candidate	8	8
Bloc Quebecois candidate	-	-
Green Party candidate	5	6
Other/None/Don't know	30	31

Quebec Battleground Ridings

	Sept. 4-6	Sept. 5-7
n=	450	435
	%	%
Liberal candidate	15	13
Conservative candidate	53	51
NDP candidate	7	8
Bloc Quebecois candidate	5	6
Green Party candidate	2	2
Other/None/Don't know	18	21

Which Party Canadians think has the most momentum towards a federal election

Canada

	Feb 14-17 2008	Aug 25-31 2008
n=	1000	1000
	%	%
Conservative Party	30	31
Liberal Party	25	23
NDP	6	7
Bloc Quebecois	3	3
Green Party	2	5
None	7	6
Other	1	1
DK/NA/Ref	27	23

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

Is it time for change?

BC Battleground Ridings

	Sept. 4-6	Sept. 5-7
n=	450	430
	%	%
It's time for a change and a new government should be voted in	40	41
Now would be the wrong time to make a change	51	49
DK/NA/Ref	9	10

Ontario Battleground Ridings

	Sept. 4-6	Sept. 5-7
n=	480	460
	%	%
It's time for a change and a new government should be voted in	43	44
Now would be the wrong time to make a change	48	49
DK/NA/Ref	9	7

Quebec Battleground Ridings

	Sept. 4-6	Sept. 5-7
n=	450	435
	%	%
It's time for a change and a new government should be voted in	45	49
Now would be the wrong time to make a change	49	44
DK/NA/Ref	6	6

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

Canada

	Nov 24-27 2005	Aug 25-31 2008
n=	1000	1000
	%	%
It's time for a change and a new government should be voted in	54	45
Now would be the wrong time to make a change	39	45
DK/NA/Ref	7	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: All respondents