



The Strategic Counsel

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A Report To The Globe and Mail and CTV

2008 Federal Election: Battleground
Tracking

September 6-8, 2008

Methodology

- ◆ The Strategic Counsel is pleased to present findings from three surveys of the Battleground Regions of Ontario (n=440), Quebec (n=420) and British Columbia (n=410)
- ◆ 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.
- ◆ Data collection for this report was conducted between September 4th to 8th, 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

	Sample Size	Margin of Error (\pm)
British Columbia battleground ridings	410	4.8%
<i>BC Subgroup: Those who think a party has a chance of forming a majority government</i>	260	6.1%
Ontario battleground ridings	440	4.7%
<i>ON Subgroup: Those who think a party has a chance of forming a majority government</i>	280	5.9%
Quebec battleground ridings	420	4.8%
<i>QC Subgroup: Those who think a party has a chance of forming a majority government</i>	270	6.0%
Liberal held ridings	506	4.4%
Conservative held ridings	414	4.8%
Bloc Quebecois held ridings	224	6.5%

Detailed Findings

Is Canada on the right track?

BC Battleground Ridings

	Sept. 4-6	Sept. 5-7	Sept. 6-8
n=	450	430	410
	%	%	%
On the right track	57	54	55
On the wrong track	28	31	31
DK/NA/Ref	15	15	14

Ontario Battleground Ridings

	Sept. 4-6	Sept. 5-7	Sept. 6-8
n=	480	460	440
	%	%	%
On the right track	53	56	57
On the wrong track	31	28	28
DK/NA/Ref	17	15	15

Quebec Battleground Ridings

	Sept. 4-6	Sept. 5-7	Sept. 6-8
n=	450	435	420
	%	%	%
On the right track	60	59	57
On the wrong track	32	32	32
DK/NA/Ref	8	9	11

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
	%	%	%	%	%	%	%	%
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	Sept. 6-8
			450	430	410
	%	%	%	%	%
Conservative candidate	33	35	45	42	41
Liberal candidate	35	33	25	26	23
NDP candidate	26	27	17	21	24
Bloc Quebecois candidate	-	-	-	-	-
Green Party candidate	7	5	13	11	12

Ontario Battleground Ridings

n=	2004	2006	2008		
			Sept. 4-6	Sept. 5-7	Sept. 6-8
			480	460	440
	%	%	%	%	%
Conservative candidate	34	37	41	42	41
Liberal candidate	45	39	29	28	31
NDP candidate	17	19	13	16	16
Bloc Quebecois candidate	-	-	-	-	-
Green Party candidate	5	5	17	15	12

Quebec Battleground Ridings

n=	2004	2006	2008		
			Sept. 4-6	Sept. 5-7	Sept. 6-8
			450	435	420
	%	%	%	%	%
Conservative candidate	10	23	32	32	30
Liberal candidate	39	28	24	22	21
NDP candidate	5	8	11	11	11
Bloc Quebecois candidate	43	37	28	30	33
Green Party candidate	3	4	5	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 the Ridings Vote – Key Demographics

BC Battleground Ridings

		Sept 4-8, 2008										
		Age			Gender		Education			Income		
		18-34	35-49	50+	Male	Female	Highschool or less	Some Post-Secondary	Graduated College or University	Less than \$49K	\$50K to \$99K	\$100K or more
n=		85	137	329	287	279	98	108	340	156	192	138
		%	%	%	%	%	%	%	%	%	%	%
Conservative candidate		34	37	48	49	34	48	42	40	36	38	48
Liberal candidate		27	30	22	24	26	16	22	28	21	27	27
NDP candidate		16	24	23	15	27	26	21	19	27	22	15
Bloc Quebecois candidate		-	-	-	-	-	-	-	-	-	-	-
Green Party candidate		23	9	8	12	13	11	15	13	16	13	11

ON Battleground Ridings

		Sept 4-8, 2008										
		Age			Gender		Education			Income		
		18-34	35-49	50+	Male	Female	Highschool or less	Some Post-Secondary	Graduated College or University	Less than \$49K	\$50K to \$99K	\$100K or more
n=		88	174	366	327	312	134	109	387	183	217	166
		%	%	%	%	%	%	%	%	%	%	%
Conservative candidate		30	43	45	46	34	38	42	41	34	39	51
Liberal candidate		31	31	31	27	35	28	28	33	27	31	31
NDP candidate		13	14	16	12	17	13	14	15	21	15	7
Bloc Quebecois candidate		-	-	-	-	-	-	-	-	-	-	-
Green Party candidate		26	12	8	15	14	22	16	11	18	15	11

Quebec Battleground Ridings

		Sept 4-8, 2008											
		Age			Gender		Education			Income			Language
		18-34	35-49	50+	Male	Female	Highschool or less	Some Post-Secondary	Graduated College or University	Less than \$49K	\$50K to \$99K	\$100K or more	French
n=		112	148	292	292	264	174	51	327	192	189	90	525
		%	%	%	%	%	%	%	%	%	%	%	%
Conservative candidate		22	32	37	35	27	36	30	30	31	34	35	32
Liberal candidate		20	23	23	21	24	24	24	21	20	24	19	20
NDP candidate		14	10	9	11	11	8	12	12	11	9	10	11
Bloc Quebecois candidate		38	27	29	28	33	28	26	33	33	27	34	32
Green Party candidate		6	8	3	5	5	5	8	5	4	6	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 well are the Liberals and the Conservatives doing in ridings they won in the last election?

	Liberal Ridings			Conservative Ridings			Bloc Ridings		
	2006	2008		2006	2008		2006	2008	
		Sept. 4-7	Sept. 5-8		Sept. 4-7	Sept. 5-8		Sept. 4-7	Sept. 5-8
	n=	567	564	532	446	249	238		
	%	%	%	%	%	%	%	%	
Conservative Party	31	36	34	40	47	48	19	29	26
Liberal Party	39	29	31	32	26	26	30	20	20
NDP	19	18	19	15	10	11	8	12	12
Bloc Quebecois	6	3	3	8	5	5	40	35	37
Green Party	5	14	13	5	12	9	3	5	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 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

Do Voters Feel Empowered to Make a Difference?

“My vote can really make a difference in this election”

BC Battleground Ridings

	Sept. 7-8
n=	260
	%
NET Agree	75
Strongly agree	45
Somewhat agree	30
Somewhat disagree	11
Strongly disagree	10
NET Disagree	21
DN/NA/Ref	4

Ontario Battleground Ridings

	Sept. 7-8
n=	280
	%
NET Agree	76
Strongly agree	44
Somewhat agree	32
Somewhat disagree	11
Strongly disagree	11
NET Disagree	22
DN/NA/Ref	2

Quebec Battleground Ridings

	Sept. 7-8
n=	270
	%
NET Agree	64
Strongly agree	34
Somewhat agree	30
Somewhat disagree	18
Strongly disagree	8
NET Disagree	27
DN/NA/Ref	9

Q. Please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with these statements...

Base: All respondents

Do Voters Sense a Difference Between the Two Main Parties?

“It doesn’t make any difference whether the Liberals or Conservatives win the election”

BC Battleground Ridings

	Sept. 7-8
n=	260
	%
NET Agree	32
Strongly agree	11
Somewhat agree	20
Somewhat disagree	28
Strongly disagree	37
NET Disagree	65
DN/NA/Ref	4

Ontario Battleground Ridings

	Sept. 7-8
n=	280
	%
NET Agree	31
Strongly agree	12
Somewhat agree	20
Somewhat disagree	23
Strongly disagree	43
NET Disagree	66
DN/NA/Ref	3

Quebec Battleground Ridings

	Sept. 7-8
n=	270
	%
NET Agree	36
Strongly agree	16
Somewhat agree	20
Somewhat disagree	26
Strongly disagree	31
NET Disagree	56
DN/NA/Ref	8

Q. Please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with these statements...

Base: All respondents

Is it time for change?

BC Battleground Ridings

	Sept. 4-6	Sept. 5-7	Sept. 6-8
n=	450	430	410
	%	%	%
It's time for a change and a new government should be voted in	40	41	42
Now would be the wrong time to make a change	51	49	48
DK/NA/Ref	9	10	10

Ontario Battleground Ridings

	Sept. 4-6	Sept. 5-7	Sept. 6-8
n=	480	460	440
	%	%	%
It's time for a change and a new government should be voted in	43	44	47
Now would be the wrong time to make a change	48	49	46
DK/NA/Ref	9	7	7

Quebec Battleground Ridings

	Sept. 4-6	Sept. 5-7	Sept. 6-8
n=	450	435	420
	%	%	%
It's time for a change and a new government should be voted in	45	49	48
Now would be the wrong time to make a change	49	44	44
DK/NA/Ref	6	6	9

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

Momentum towards the election

BC Battleground Ridings

	Sept. 4-6	Sept. 5-7	Sept. 6-8
n=	450	430	410
	%	%	%
Conservative candidate	43	42	41
Liberal candidate	17	15	11
NDP candidate	10	12	11
Bloc Quebecois candidate	-	-	-
Green Party candidate	6	5	5
Other/None/Don't know	25	26	31

Ontario Battleground Ridings

	Sept. 4-6	Sept. 5-7	Sept. 6-8
n=	480	460	440
	%	%	%
Conservative candidate	42	42	42
Liberal candidate	15	14	14
NDP candidate	8	8	8
Bloc Quebecois candidate	-	-	-
Green Party candidate	5	6	7
Other/None/Don't know	30	31	29

Quebec Battleground Ridings

	Sept. 4-6	Sept. 5-7	Sept. 6-8
n=	450	435	420
	%	%	%
Conservative candidate	53	51	51
Liberal candidate	15	13	11
NDP candidate	7	8	9
Bloc Quebecois candidate	5	6	7
Green Party candidate	2	2	1
Other/None/Don't know	18	21	20

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