



The Strategic Counsel

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A Report To The Globe and Mail and CTV

2008 Federal Election: Battleground
Tracking

September 7-9, 2008

Methodology

- ◆ The Strategic Counsel is pleased to present findings from three surveys of the Battleground Regions of Ontario (n=420), Quebec (n=405) and British Columbia (n=390)
- ◆ 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 9th, 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	390	5.0%
Ontario battleground ridings	420	4.8%
Quebec battleground ridings	405	4.9%
Liberal held ridings	483	4.5%
Conservative held ridings	396	4.9%
Bloc Quebecois held ridings	216	6.7%

Detailed Findings

Is Canada on the right track?

BC Battleground Ridings

	Sept. 4-6	Sept. 5-7	Sept. 6-8	Sept. 7-9
n=	450	430	410	390
	%	%	%	%
On the right track	57	54	55	54
On the wrong track	28	31	31	33
DK/NA/Ref	15	15	14	13

Ontario Battleground Ridings

	Sept. 4-6	Sept. 5-7	Sept. 6-8	Sept. 7-9
n=	480	460	440	420
	%	%	%	%
On the right track	53	56	57	54
On the wrong track	31	28	28	31
DK/NA/Ref	17	15	15	15

Quebec Battleground Ridings

	Sept. 4-6	Sept. 5-7	Sept. 6-8	Sept. 7-9
n=	450	435	420	405
	%	%	%	%
On the right track	60	59	57	55
On the wrong track	32	32	32	32
DK/NA/Ref	8	9	11	13

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	Sept. 6-8	Sept. 7-9
			450	430	410	390
	%	%	%	%	%	%
Conservative candidate	33	35	45	42	41	36
Liberal candidate	35	33	25	26	23	21
NDP candidate	26	27	17	21	24	30
Bloc Quebecois candidate	-	-	-	-	-	-
Green Party candidate	7	5	13	11	12	12

Ontario Battleground Ridings

n=	2004	2006	2008			
			Sept. 4-6	Sept. 5-7	Sept. 6-8	Sept. 7-9
			480	460	440	420
	%	%	%	%	%	%
Conservative candidate	34	37	41	42	41	40
Liberal candidate	45	39	29	28	31	34
NDP candidate	17	19	13	16	16	16
Bloc Quebecois candidate	-	-	-	-	-	-
Green Party candidate	5	5	17	15	12	10

Quebec Battleground Ridings

n=	2004	2006	2008			
			Sept. 4-6	Sept. 5-7	Sept. 6-8	Sept. 7-9
			450	435	420	405
	%	%	%	%	%	%
Conservative candidate	10	23	32	32	30	31
Liberal candidate	39	28	24	22	21	22
NDP candidate	5	8	11	11	11	11
Bloc Quebecois candidate	43	37	28	30	33	31
Green Party candidate	3	4	5	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: Decided voters

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. 6-9		Sept. 4-7	Sept. 5-8	Sept. 6-9		Sept. 4-7	Sept. 5-8	Sept. 6-9
n=		567	564	531		532	446	438		249	238	228
	%	%	%	%	%	%	%	%	%	%	%	%
Conservative Party	31	36	34	34	40	47	48	51	19	29	26	24
Liberal Party	39	29	31	32	32	26	26	25	30	20	20	20
NDP	19	18	19	19	15	10	11	12	8	12	12	13
Bloc Quebecois	6	3	3	3	8	5	5	5	40	35	37	39
Green Party	5	14	13	12	5	12	9	7	3	5	5	4

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: Decided voters

Momentum towards the election

BC Battleground Ridings

	Sept. 4-6	Sept. 5-7	Sept. 6-8	Sept. 7-9
n=	450	430	410	390
	%	%	%	%
Conservative candidate	43	42	41	41
Liberal candidate	17	15	11	11
NDP candidate	10	12	11	12
Bloc Quebecois candidate	-	-	-	-
Green Party candidate	6	5	5	6
Other/None/Don't know	25	26	31	31

Ontario Battleground Ridings

	Sept. 4-6	Sept. 5-7	Sept. 6-8	Sept. 7-9
n=	480	460	440	420
	%	%	%	%
Conservative candidate	42	42	42	41
Liberal candidate	15	14	14	12
NDP candidate	8	8	8	11
Bloc Quebecois candidate	-	-	-	-
Green Party candidate	5	6	7	7
Other/None/Don't know	30	31	29	29

Quebec Battleground Ridings

	Sept. 4-6	Sept. 5-7	Sept. 6-8	Sept. 7-9
n=	450	435	420	405
	%	%	%	%
Conservative candidate	53	51	51	54
Liberal candidate	15	13	11	9
NDP candidate	7	8	9	8
Bloc Quebecois candidate	5	6	7	8
Green Party candidate	2	2	1	2
Other/None/Don't know	18	21	20	19

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

Do voters feel the Conservatives deserve more time in government

“The Conservatives haven’t been in office long enough. They deserve more time in government.”

BC Battleground Ridings

	Total Sept. 7-9	Conservative Voters	Liberal Voters	NDP Voters
n=	390	123	63	89
	%	%	%	%
NET Agree	47	87	28	26
Strongly agree	21	53	5	12
Somewhat agree	26	35	22	14
Somewhat disagree	18	5	17	28
Strongly disagree	29	4	53	44
NET Disagree	47	9	70	72
DN/NA/Ref	6	4	2	2

Ontario Battleground Ridings

	Sept. 7-9	Conservative Voters	Liberal Voters	NDP Voters
n=	420	150	121	52
	%	%	%	%
NET Agree	50	92	20	24
Strongly agree	23	51	5	16
Somewhat agree	27	41	15	8
Somewhat disagree	17	5	22	27
Strongly disagree	28	1	53	43
NET Disagree	44	6	76	70
DN/NA/Ref	6	1	5	6

Quebec Battleground Ridings

	Sept. 7-9	Conservative Voters	Liberal Voters	Bloc Voters
n=	405	101	66	95
	%	%	%	%
NET Agree	49	83	25	35
Strongly agree	22	53	9	13
Somewhat agree	27	30	15	22
Somewhat disagree	20	8	26	26
Strongly disagree	23	5	36	35
NET Disagree	42	13	62	62
DN/NA/Ref	9	4	14	3

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

Base: All respondents

Has Stephen Harper broken his word?

BC Battleground Ridings

	Sept. 7-9	Conservative Voters	Liberal Voters	NDP Voters
n=	390	123	63	89
	%	%	%	%
Stephen Harper has broken his word by calling an election one year early	45	26	66	60
Stephen Harper is right in calling the election because the minority Parliament is no longer workable	45	67	26	37
DK/NA/Ref	10	7	8	4

Ontario Battleground Ridings

	Sept. 7-9	Conservative Voters	Liberal Voters	NDP Voters
n=	420	150	121	52
	%	%	%	%
Stephen Harper has broken his word by calling an election one year early	41	16	58	61
Stephen Harper is right in calling the election because the minority Parliament is no longer workable	50	78	32	35
DK/NA/Ref	10	6	10	4

Quebec Battleground Ridings

	Sept. 7-9	Conservative Voters	Liberal Voters	Bloc Voters
n=	405	101	66	95
	%	%	%	%
Stephen Harper has broken his word by calling an election one year early	43	17	42	62
Stephen Harper is right in calling the election because the minority Parliament is no longer workable	44	76	43	30
DK/NA/Ref	13	7	15	9

Q. Some people say that Stephen Harper has broken his word by calling an election one year earlier than it should under the fixed-term legislation his government introduced. Other people say that Stephen Harper is right in calling the election, because the minority Parliament is no longer workable, and his government can't get the cooperation of the opposition parties. Which view is closer to your own?

Base: All respondents