



The Strategic Counsel

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A Report To The Globe and Mail and CTV

2008 Federal Election: Battleground
Tracking

September 8-10, 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 10th, 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	508	4.3%
Conservative held ridings	429	4.7%
Bloc Quebecois held ridings	222	6.6%

Detailed Findings

Is Canada on the right track?

BC Battleground Ridings

	Sept. 4-6	Sept. 5-7	Sept. 6-8	Sept. 7-9	Sept. 8-10
n=	450	430	410	390	390
	%	%	%	%	%
On the right track	57	54	55	54	57
On the wrong track	28	31	31	33	33
DK/NA/Ref	15	15	14	13	11

Ontario Battleground Ridings

	Sept. 4-6	Sept. 5-7	Sept. 6-8	Sept. 7-9	Sept. 8-10
n=	480	460	440	420	420
	%	%	%	%	%
On the right track	53	56	57	54	52
On the wrong track	31	28	28	31	34
DK/NA/Ref	17	15	15	15	15

Quebec Battleground Ridings

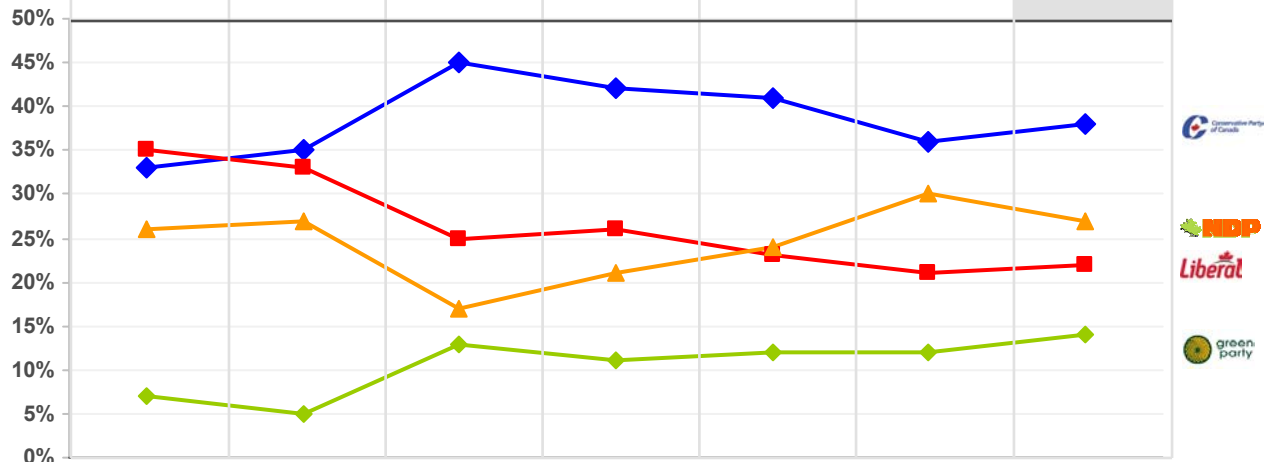
	Sept. 4-6	Sept. 5-7	Sept. 6-8	Sept. 7-9	Sept. 8-10
n=	450	435	420	405	405
	%	%	%	%	%
On the right track	60	59	57	55	53
On the wrong track	32	32	32	32	34
DK/NA/Ref	8	9	11	13	13

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

Base: All respondents

How do they vote today? BC Battlegrounds

	2004	2006	2008				
			Sept. 4-6	Sept. 5-7	Sept. 6-8	Sept. 7-9	Sept. 8-10
			450	430	410	390	390
	%	%	%	%	%	%	%
Conservative candidate	33	35	45	42	41	36	38
Liberal candidate	35	33	25	26	23	21	22
NDP candidate	26	27	17	21	24	30	27
Bloc Quebecois candidate	-	-	-	-	-	-	-
Green Party candidate	7	5	13	11	12	12	14



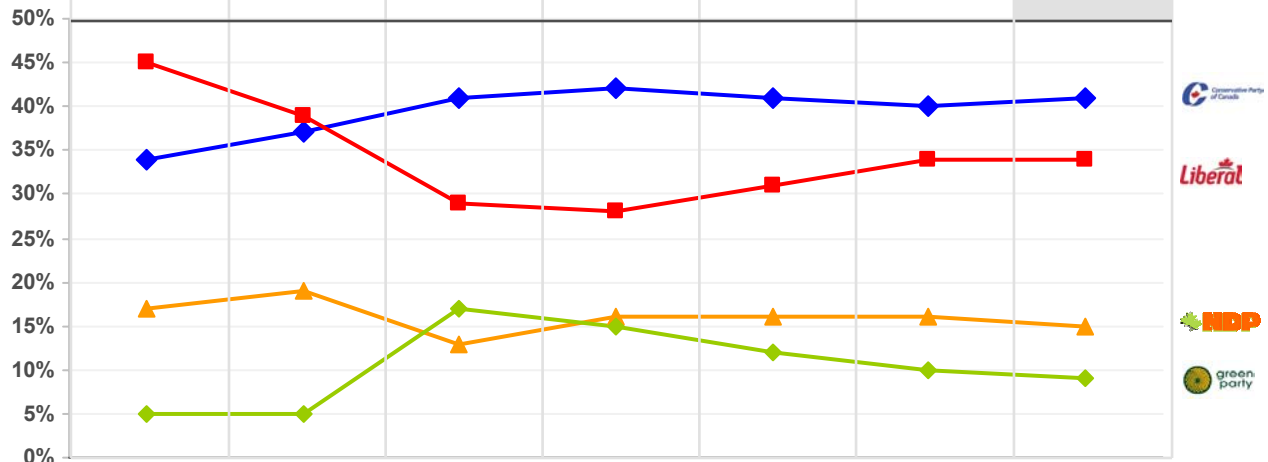
Q. If the federal election was being held tomorrow, do you think you'd be supporting the (ROTATE LIST) Liberal candidate in your area, Conservative candidate in your area, the NDP candidate in your area, or the Green Party candidate in your area or (QUEBEC ONLY) Bloc Quebecois candidate in your area?

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: Total sample

How do they vote today? Ontario Battlegrounds

	2004	2006	2008				
			Sept. 4-6	Sept. 5-7	Sept. 6-8	Sept. 7-9	Sept. 8-10
			450	430	410	390	420
	%	%	%	%	%	%	%
Conservative candidate	34	37	41	42	41	40	41
Liberal candidate	45	39	29	28	31	34	34
NDP candidate	17	19	13	16	16	16	15
Bloc Quebecois candidate	-	-	-	-	-	-	-
Green Party candidate	5	5	17	15	12	10	9



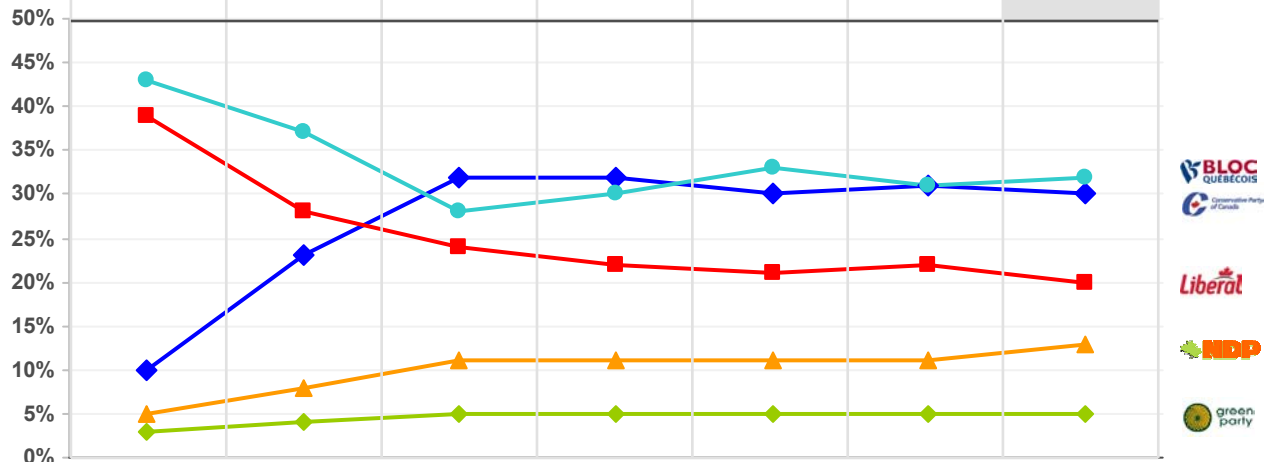
Q. If the federal election was being held tomorrow, do you think you'd be supporting the (ROTATE LIST) Liberal candidate in your area, Conservative candidate in your area, the NDP candidate in your area, or the Green Party candidate in your area or (QUEBEC ONLY) Bloc Quebecois candidate in your area?

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: Total sample

How do they vote today? Quebec Battlegrounds

	2004	2006	2008				
			Sept. 4-6	Sept. 5-7	Sept. 6-8	Sept. 7-9	Sept. 8-10
			450	430	410	390	405
	%	%	%	%	%	%	%
Conservative candidate	10	23	32	32	30	31	30
Liberal candidate	39	28	24	22	21	22	20
NDP candidate	5	8	11	11	11	11	13
Bloc Quebecois candidate	43	37	28	30	33	31	32
Green Party candidate	3	4	5	5	5	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: Total sample

How Quebec Votes

Quebec Battleground Ridings

	Federal Election 2006 Results			Sept 4-10, 2008		
	Total	Inside Montreal	Outside Montreal	Total	Inside Montreal	Outside Montreal
	n=			761	304	457
	%	%	%	%	%	%
Conservative candidate	24	14	30	31	16	41
Liberal candidate	27	37	21	22	28	17
NDP candidate	8	8	9	12	13	11
Bloc Quebecois candidate	37	37	37	31	37	27
Green candidate	4	4	4	5	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 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. 7-10		Sept. 4-7	Sept. 5-8	Sept. 6-9	Sept. 7-10		Sept. 4-7	Sept. 5-8	Sept. 6-9	Sept. 7-10
n=		567	564	531	508		532	446	438	429		249	238	228	222
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Conservative Party	31	36	34	34	34	40	47	48	51	50	19	29	26	24	23
Liberal Party	39	29	31	32	34	32	26	26	25	25	30	20	20	20	16
NDP	19	18	19	19	18	15	10	11	12	15	8	12	12	13	14
Bloc Quebecois	6	3	3	3	4	8	5	5	5	4	40	35	37	39	41
Green Party	5	14	13	12	11	5	12	9	7	7	3	5	5	4	6

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	Sept. 8-10
n=	450	430	410	390	390
	%	%	%	%	%
Conservative candidate	43	42	41	41	40
Liberal candidate	17	15	11	11	11
NDP candidate	10	12	11	12	11
Bloc Quebecois candidate	-	-	-	-	-
Green Party candidate	6	5	5	6	7
Other/None/Don't know	25	26	31	31	31

Ontario Battleground Ridings

	Sept. 4-6	Sept. 5-7	Sept. 6-8	Sept. 7-9	Sept. 8-10
n=	480	460	440	420	420
	%	%	%	%	%
Conservative candidate	42	42	42	41	44
Liberal candidate	15	14	14	12	14
NDP candidate	8	8	8	11	10
Bloc Quebecois candidate	-	-	-	-	-
Green Party candidate	5	6	7	7	7
Other/None/Don't know	30	31	29	29	26

Quebec Battleground Ridings

	Sept. 4-6	Sept. 5-7	Sept. 6-8	Sept. 7-9	Sept. 8-10
n=	450	435	420	405	405
	%	%	%	%	%
Conservative candidate	53	51	51	54	50
Liberal candidate	15	13	11	9	11
NDP candidate	7	8	9	8	7
Bloc Quebecois candidate	5	6	7	8	9
Green Party candidate	2	2	1	2	3
Other/None/Don't know	18	21	20	19	20

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

How do people see Stephane Dion's "Green Shift"?

BC Battleground Ridings

	Sept. 8-10	Conservative Voters	Liberal Voters	NDP Voters	Green Voters
n=	390	128	67	88	41
	%	%	%	%	%
Dion's "Green Shift" environmental plan is too risky and expensive for taxpayers	41	65	19	39	23
We need to take action and Dion's "Green Shift" is the right step	43	23	62	50	67
DK/NA/Ref	16	13	19	11	10

Ontario Battleground Ridings

	Sept. 8-10	Conservative Voters	Liberal Voters	NDP Voters	Green Voters
n=	420	158	116	48	31
	%	%	%	%	%
Dion's "Green Shift" environmental plan is too risky and expensive for taxpayers	41	70	20	27	32
We need to take action and Dion's "Green Shift" is the right step	45	24	65	66	47
DK/NA/Ref	15	6	15	7	21

Quebec Battleground Ridings

	Sept. 8-10	Conservative Voters	Liberal Voters	NDP Voters	Bloc Voters	Green Voters
n=	405	94	59	38	97	15
	%	%	%	%	%	%
Dion's "Green Shift" environmental plan is too risky and expensive for taxpayers	34	55	28	20	24	17
We need to take action and Dion's "Green Shift" is the right step	50	29	65	70	61	82
DK/NA/Ref	16	16	7	10	14	-

Q. Some people say that Stephane Dion's "Green Shift" environmental plan is too risky and expensive for taxpayers. Other people say that we need to take strong action against pollution and climate change and that Stephane Dion's "Green Shift" is the right step. Which view is closer to yours?

Base: All respondents

How do people see Stephane Dion's "Green Shift"?

BC Battleground Ridings

	Sept 8-10, 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=	59	100	220	194	196	66	69	243	104	132	91
	%	%	%	%	%	%	%	%	%	%	%
Dion's "Green Shift" environmental plan is too risky and expensive for taxpayers	25	46	47	47	34	47	27	43	40	43	40
We need to take action and Dion's "Green Shift" is the right step	62	34	38	39	48	49	45	42	44	44	43
DK/NA/Ref	13	20	15	14	18	4	29	16	16	13	17

ON Battleground Ridings

	Sept 8-10, 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=	54	103	256	210	210	90	91	229	122	141	102
	%	%	%	%	%	%	%	%	%	%	%
Dion's "Green Shift" environmental plan is too risky and expensive for taxpayers	33	44	45	53	29	34	46	41	34	40	52
We need to take action and Dion's "Green Shift" is the right step	47	43	44	36	53	47	41	46	53	46	35
DK/NA/Ref	20	12	11	11	18	19	13	13	14	14	13

Quebec Battleground Ridings

	Sept 8-10, 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=	84	114	194	190	215	131	52	210	155	128	66	383
	%	%	%	%	%	%	%	%	%	%	%	%
Dion's "Green Shift" environmental plan is too risky and expensive for taxpayers	21	40	39	37	31	42	30	31	33	35	30	34
We need to take action and Dion's "Green Shift" is the right step	69	49	41	49	51	40	57	56	52	46	61	49
DK/NA/Ref	11	11	20	14	18	19	14	14	15	19	9	16

Q. Some people say that Stephane Dion's "Green Shift" environmental plan is too risky and expensive for taxpayers. Other people say that we need to take strong action against pollution and climate change and that Stephane Dion's "Green Shift" is the right step. Which view is closer to yours?

Base: All respondents

“Green party Leader Elizabeth May should have been included in the upcoming leaders’ debate.”

BC Battleground Ridings

	Sept. 9-10	Male	Female
n=	260	130	130
	%	%	%
NET Agree	74	71	78
Strongly agree	55	48	62
Somewhat agree	20	23	16
Somewhat disagree	7	7	7
Strongly disagree	10	15	5
NET Disagree	17	22	12
DN/NA/Ref	9	8	10

Ontario Battleground Ridings

	Sept. 9-10	Male	Female
n=	280	140	140
	%	%	%
NET Agree	73	69	80
Strongly agree	53	55	52
Somewhat agree	20	14	25
Somewhat disagree	9	9	9
Strongly disagree	9	13	4
NET Disagree	17	22	13
DN/NA/Ref	10	9	11

Quebec Battleground Ridings

	Sept. 9-10	Male	Female
n=	270	128	142
	%	%	%
NET Agree	67	61	73
Strongly agree	38	34	42
Somewhat agree	29	27	31
Somewhat disagree	8	10	7
Strongly disagree	17	24	11
NET Disagree	26	34	18
DN/NA/Ref	8	5	10

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

Base: All respondents

“It is wrong that the only woman leader of a national party has been excluded from the debate.”

BC Battleground Ridings

	Sept. 9-10	Male	Female
n=	260	130	130
	%	%	%
NET Agree	53	43	62
Strongly agree	38	29	47
Somewhat agree	15	14	15
Somewhat disagree	12	13	11
Strongly disagree	23	33	13
NET Disagree	35	46	24
DN/NA/Ref	12	11	14

Ontario Battleground Ridings

	Sept. 9-10	Male	Female
n=	280	140	140
	%	%	%
NET Agree	57	52	62
Strongly agree	40	34	46
Somewhat agree	17	18	16
Somewhat disagree	10	12	9
Strongly disagree	17	20	15
NET Disagree	28	31	24
DN/NA/Ref	15	17	14

Quebec Battleground Ridings

	Sept. 9-10	Male	Female
n=	270	128	142
	%	%	%
NET Agree	56	52	60
Strongly agree	32	29	37
Somewhat agree	23	23	23
Somewhat disagree	13	16	10
Strongly disagree	17	19	15
NET Disagree	30	35	25
DN/NA/Ref	14	13	15

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

Base: All respondents