



The Strategic Counsel

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A Report To The Globe and Mail and CTV

2008 Federal Election: Battleground
Tracking

September 11-14, 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 14th, 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	399	4.9%
Conservative held ridings	333	5.4%
Bloc Quebecois held ridings	158	7.8%

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	Sept 9-11	Sept 10-13	Sept 11-14
n=	450	430	410	390	390	390	390	390
	%	%	%	%	%	%	%	%
On the right track	57	54	55	54	57	54	52	52
On the wrong track	28	31	31	33	33	33	32	30
DK/NA/Ref	15	15	14	13	11	14	16	19

Ontario Battleground Ridings

	Sept. 4-6	Sept. 5-7	Sept. 6-8	Sept. 7-9	Sept. 8-10	Sept 9-11	Sept 10-13	Sept 11-14
n=	480	460	440	420	420	420	420	420
	%	%	%	%	%	%	%	%
On the right track	53	56	57	54	52	52	53	50
On the wrong track	31	28	28	31	34	34	33	31
DK/NA/Ref	17	15	15	15	15	15	14	19

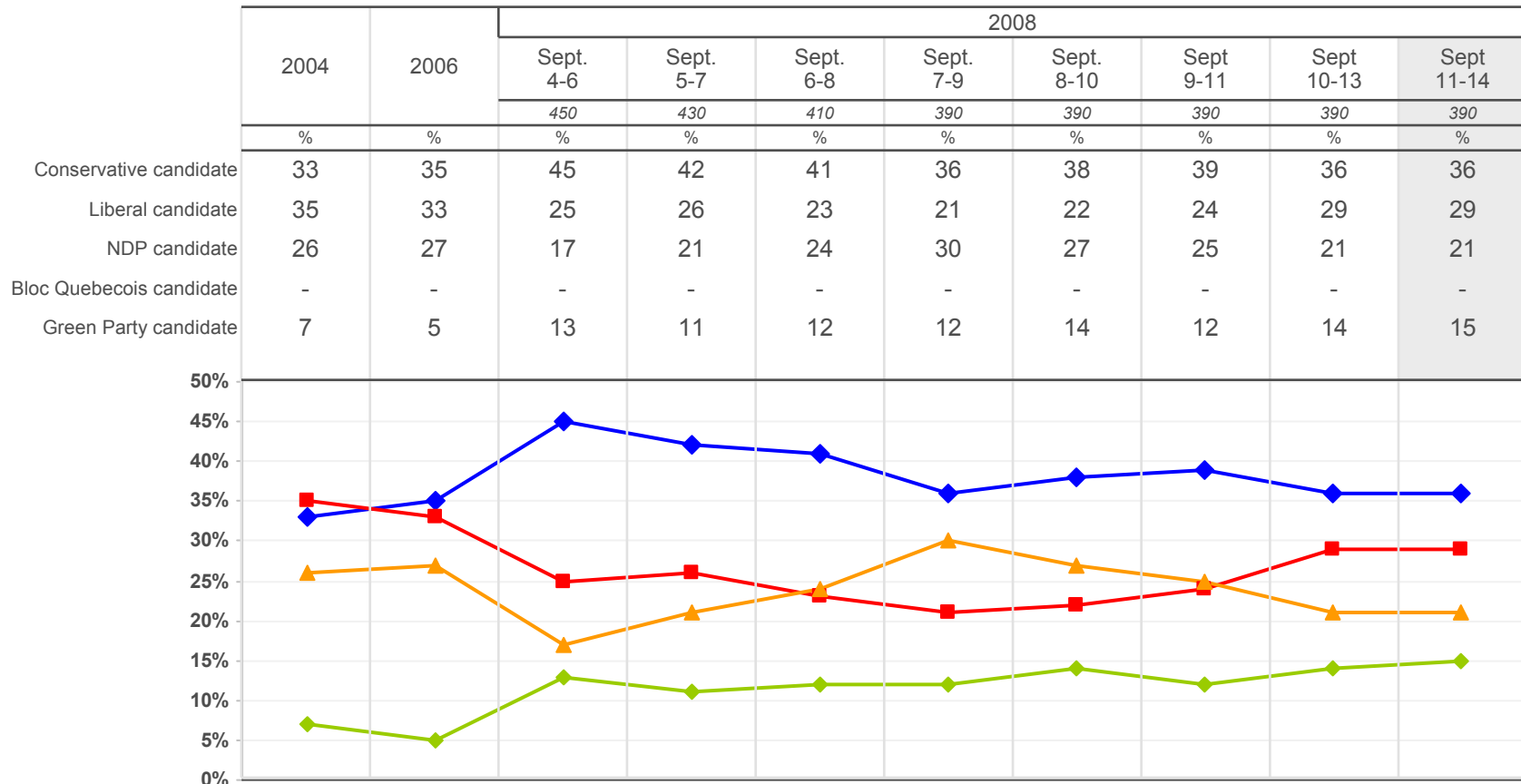
Quebec Battleground Ridings

	Sept. 4-6	Sept. 5-7	Sept. 6-8	Sept. 7-9	Sept. 8-10	Sept 9-11	Sept 10-13	Sept 11-14
n=	450	435	420	405	405	405	405	405
	%	%	%	%	%	%	%	%
On the right track	60	59	57	55	53	52	51	51
On the wrong track	32	32	32	32	34	35	35	35
DK/NA/Ref	8	9	11	13	13	13	14	14

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

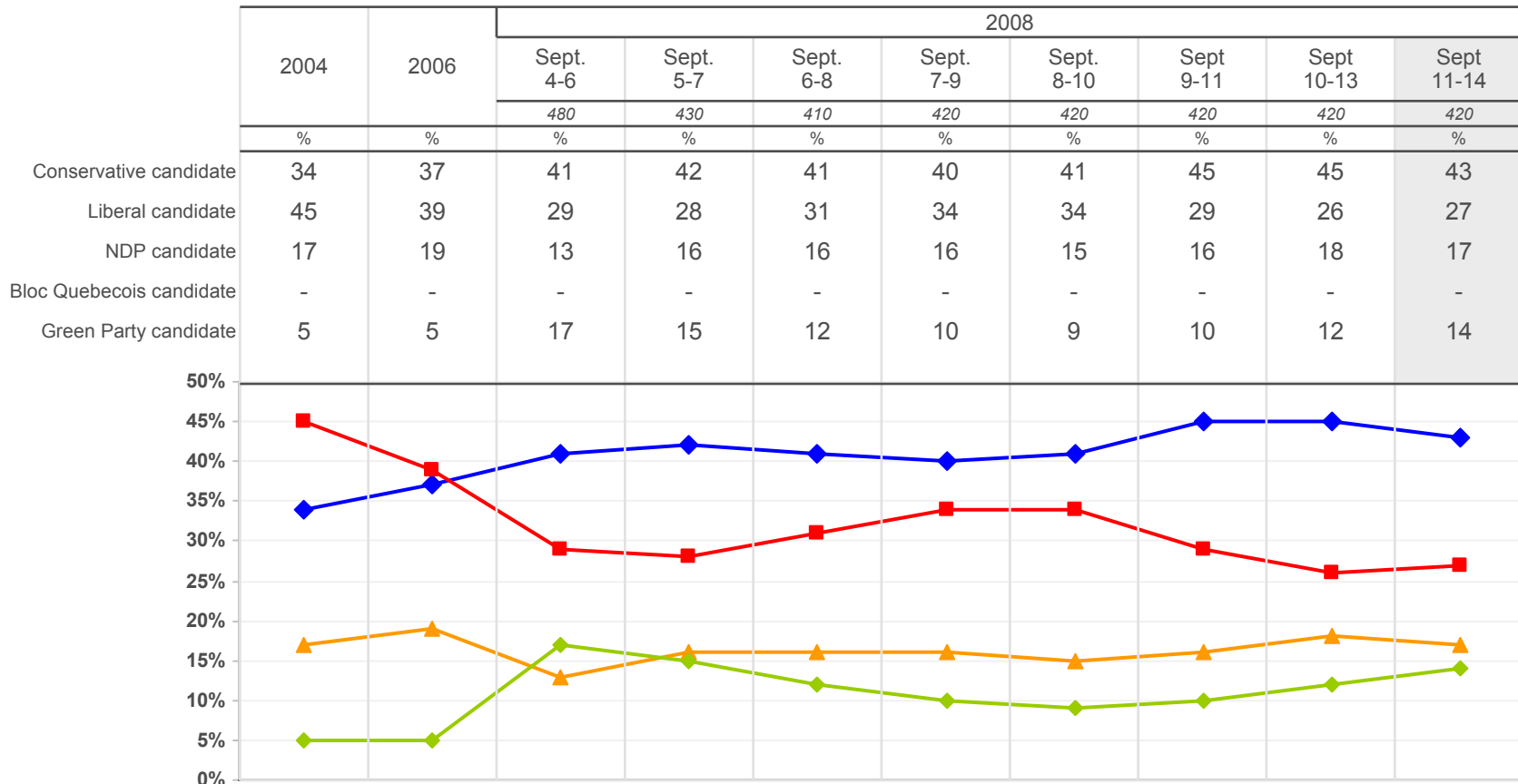


Q. If the federal election was being held tomorrow, do you think you'd be supporting the (ROTATE LIST) Liberal candidate in your area, Conservative candidate in your area, the NDP candidate in your area, or the Green Party candidate in your area or (QUEBEC ONLY) Bloc Quebecois candidate in your area?

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



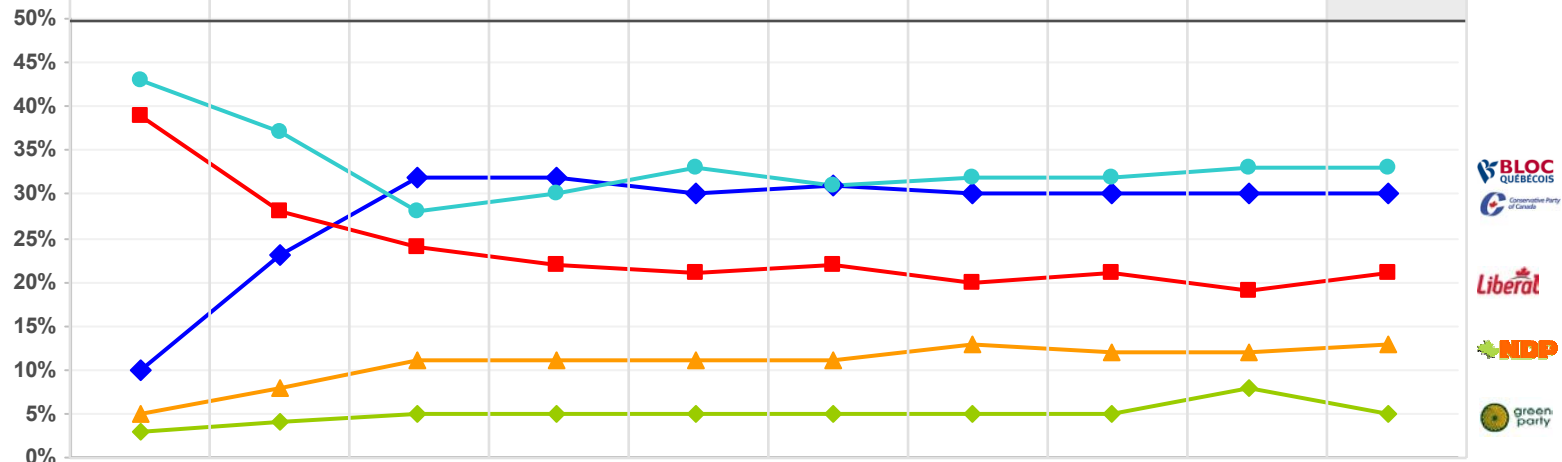
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Q. In that case, which party's candidate in your local area would you be leaning towards at this time? Would it be the (ROTATE LIST) Liberal candidate in your area, Conservative candidate in your area, the NDP candidate in your area, Green Party candidate 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	Sept. 9-11	Sept. 10-13	Sept. 11-14
			450	430	410	405	405	405	405	405
	%	%	%	%	%	%	%	%	%	%
Conservative candidate	10	23	32	32	30	31	30	30	30	30
Liberal candidate	39	28	24	22	21	22	20	21	19	21
NDP candidate	5	8	11	11	11	11	13	12	12	13
Bloc Quebecois candidate	43	37	28	30	33	31	32	32	33	33
Green Party candidate	3	4	5	5	5	5	5	5	8	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 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. 8-11	Sept. 10-13	Sept. 11-14		Sept. 4-7	Sept. 5-8	Sept. 6-9	Sept. 7-10	Sept. 8-11	Sept. 10-13	Sept. 11-14		Sept. 4-7	Sept. 5-8	Sept. 6-9	Sept. 7-10	Sept. 8-11	Sept. 10-13	Sept. 11-14
n=	567	564	531	508	519	483	399	532	446	438	429	430	396	333	249	238	228	222	221	216	158			
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%		
Conservative Party	31	36	34	34	34	36	37	34	40	47	48	51	50	48	48	45	19	29	26	24	23	25	26	29
Liberal Party	39	29	31	32	34	32	29	29	32	26	26	25	25	25	24	25	30	20	20	20	16	19	19	19
NDP	19	18	19	19	18	17	17	19	15	10	11	12	15	15	15	12	8	12	12	13	14	13	14	14
Bloc Quebecois	6	3	3	3	4	4	5	5	8	5	5	5	4	5	5	7	40	35	37	39	41	39	37	35
Green Party	5	14	13	12	11	12	13	13	5	12	9	7	7	7	9	11	3	5	5	4	6	5	5	3

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

How the Ridings Vote – By Gender

BC Battleground Ridings

	Male		Female	
	Sept 4-8	Sept 9-14	Sept 4-8	Sept 9-14
	n=	287	291	279
	%	%	%	%
Conservative candidate	49	41	34	33
Liberal candidate	24	24	26	27
NDP candidate	15	23	27	23
Bloc Quebecois candidate	-	-	-	-
Green Party candidate	12	12	13	17

Ontario Battleground Ridings

	Male		Female	
	Sept 4-8	Sept 9-14	Sept 4-8	Sept 9-14
	n=	327	300	312
	%	%	%	%
Conservative candidate	46	50	34	37
Liberal candidate	27	25	35	32
NDP candidate	12	14	17	20
Bloc Quebecois candidate	-	-	-	-
Green Party candidate	15	12	14	12

Quebec Battleground Ridings

	Male		Female	
	Sept 4-8	Sept 9-14	Sept 4-8	Sept 9-14
	n=	292	246	264
	%	%	%	%
Conservative candidate	35	30	27	21
Liberal candidate	21	20	24	29
NDP candidate	11	15	11	12
Bloc Quebecois candidate	28	31	33	33
Green Party candidate	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 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

Voting preferences in Quebec Battleground ridings by region

Quebec Battleground Ridings <i>n</i> =	Federal Election 2006 Results			Sept 4-10, 2008			Sept 8-14, 2008		
	Total	Inside Montreal Battlegrounds	Outside Montreal Battlegrounds	Total	Inside Montreal Battlegrounds	Outside Montreal Battlegrounds	Total	Inside Montreal Battlegrounds	Outside Montreal Battlegrounds
	%	%	%	%	%	%	%	%	%
				761	304	457	612	252	360
Conservative candidate	24	14	30	31	16	41	30	20	36
Liberal candidate	27	37	21	22	28	17	20	26	17
NDP candidate	8	8	9	12	13	11	13	10	15
Bloc Quebecois candidate	37	37	37	31	37	27	32	40	27
Green candidate	4	4	4	5	5	5	5	4	5

Note:

Montreal ridings: Ahuntsic, Brossard-La Prairie, Papineau, Honoré-Mercier, Jeanne-Le Ber, Laval-Les Îles

Outside Montreal: Louis-Hébert, Beauport-Limoilou, Charlesbourg—Haut-Saint-Charles, Hull-Aylmer, Saint-Hyacinthe-Bagot, Pontiac, Gatineau, Chicoutimi-Le Fjord, Brome-Missisquoi.

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

Voting preferences in Ontario Battleground ridings by region

Ontario Battleground Ridings <i>n=</i>	Federal Election 2006 Results			Sept 8-14, 2008		
	Total Ontario Battlegrounds	905 Battlegrounds	519 Battlegrounds	Total Ontario Battlegrounds	905 Battlegrounds	519 Battlegrounds
				946	222	165
	%	%	%	%	%	%
Conservative candidate	36	39	36	42	39	43
Liberal candidate	38	40	37	30	34	27
NDP candidate	20	16	22	17	17	17
Green candidate	5	5	4	12	11	13

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

- 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

Momentum towards the election

BC Battleground Ridings

	Sept. 4-6	Sept. 5-7	Sept. 6-8	Sept. 7-9	Sept. 8-10	Sept 9-11	Sept 10-13	Sept 11-14
n=	450	430	410	390	390	390	390	390
	%	%	%	%	%	%	%	%
Conservative candidate	43	42	41	41	40	38	36	38
Liberal candidate	17	15	11	11	11	10	10	8
NDP candidate	10	12	11	12	11	12	13	12
Bloc Quebecois candidate	-	-	-	-	-	-	-	-
Green Party candidate	6	5	5	6	7	11	11	11
Other/None/Don't know	25	26	31	31	31	28	30	30

Ontario Battleground Ridings

	Sept. 4-6	Sept. 5-7	Sept. 6-8	Sept. 7-9	Sept. 8-10	Sept 9-11	Sept 10-13	Sept 11-14
n=	480	460	440	420	420	420	420	420
	%	%	%	%	%	%	%	%
Conservative candidate	42	42	42	41	44	44	45	41
Liberal candidate	15	14	14	12	14	13	15	13
NDP candidate	8	8	8	11	10	7	7	7
Bloc Quebecois candidate	-	-	-	-	-	-	-	-
Green Party candidate	5	6	7	7	7	9	11	11
Other/None/Don't know	30	31	29	29	26	28	22	28

Quebec Battleground Ridings

	Sept. 4-6	Sept. 5-7	Sept. 6-8	Sept. 7-9	Sept. 8-10	Sept 9-11	Sept 10-13	Sept 11-14
n=	450	435	420	405	405	405	405	405
	%	%	%	%	%	%	%	%
Conservative candidate	53	51	51	54	50	50	45	49
Liberal candidate	15	13	11	9	11	12	12	9
NDP candidate	7	8	9	8	7	7	8	9
Bloc Quebecois candidate	5	6	7	8	9	9	8	7
Green Party candidate	2	2	1	2	3	4	4	4
Other/None/Don't know	18	21	20	19	20	19	23	22

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

What is the most important issue in the next election?

Battlegrounds 2008

	BC	Ontario	Quebec
	Sept. 11-14	Sept. 11-14	Sept. 11-14
n=	390	420	405
	%	%	%
Economic issues (including unemployment)	26	24	20
Environmental issues	20	15	23
Healthcare	10	12	10
Taxes	6	6	3
Afghanistan/Iraq/Terrorism/War/The military/National security	6	5	9
Social policy and moral issues	5	4	5
Crime/Law and order issues	5	1	<1
Political issues (including scandals)	3	2	6
Gas prices	2	5	3
Canada-US relations and foreign policy issues	2	2	1
Education	1	1	2
Government spending/Deficit/Debt	1	1	2
National unity	-	-	-
Other	2	2	3
None/DK/NA/Ref	12	21	13

What is the most important issue in the next election?

Canada

	Nov 24-27 2005	Feb 14-17 2008	Aug 25-31 2008
n=	1500	1000	1000
	%	%	%
Economic issues (including unemployment)	9	15	20
Environmental issues	3	12	15
Healthcare	20	17	14
Afghanistan/Iraq/Terrorism/War/The military/National security	1	16	7
Political issues (including scandals)	23	5	4
Social policy and moral issues	6	5	4
Education	5	3	4
Taxes	5	5	4
Crime/Law and order issues	2	3	2
Canada-US relations and foreign policy issues	2	1	2
Gas prices	-	<1	2
Government spending/Deficit/Debt	7	1	1
National unity	1	<1	-
Other	5	3	4
None/DK/NA/Ref	13	15	18

Q. In your view what is the most important issue in the next election – that is, the one about which you are most concerned?

Base: All respondents