



The Strategic Counsel

The Strategic Counsel

www.thestrategiccounsel.com

21 St. Clair Avenue East
Suite 1100
Toronto, Ontario
M4T 1L9
Tel 416 975-4465
Fax 416 975-1883

60 George Street
Suite 205
Ottawa, Ontario
K1N 1J4
Tel 613 236-0296
Fax 613 236-1290



A Report To The Globe and Mail and CTV

2008 Federal Election: Battleground
Tracking

September 15-17, 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 17th, 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 (±)
British Columbia battleground ridings	<i>(Sep 15-17)</i>	390	5.0%
	<i>(Sep 16-17)</i>	260	6.1%
Ontario battleground ridings	<i>(Sep 15-17)</i>	420	4.8%
	<i>(Sep 16-17)</i>	280	5.9%
Quebec battleground ridings	<i>(Sep 15-17)</i>	405	4.9%
	<i>(Sep 16-17)</i>	270	6.0%
Liberal held ridings		383	5.0%
Conservative held ridings		320	5.5%
Bloc Quebecois held ridings		153	7.9%

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	Sept. 13-15	Sept. 14-16	Sept. 15-17
n=	450	430	410	390	390	390	390	390	390	390	390
	%	%	%	%	%	%	%	%	%	%	%
On the right track	57	54	55	54	57	54	52	52	52	52	51
On the wrong track	28	31	31	33	33	33	32	30	28	28	28
DK/NA/Ref	15	15	14	13	11	14	16	19	20	20	21

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	Sept. 13-15	Sept. 14-16	Sept. 15-17
n=	480	460	440	420	420	420	420	420	420	420	420
	%	%	%	%	%	%	%	%	%	%	%
On the right track	53	56	57	54	52	52	53	50	50	46	47
On the wrong track	31	28	28	31	34	34	33	31	32	33	34
DK/NA/Ref	17	15	15	15	15	15	14	19	18	21	18

Quebec Battleground Ridings

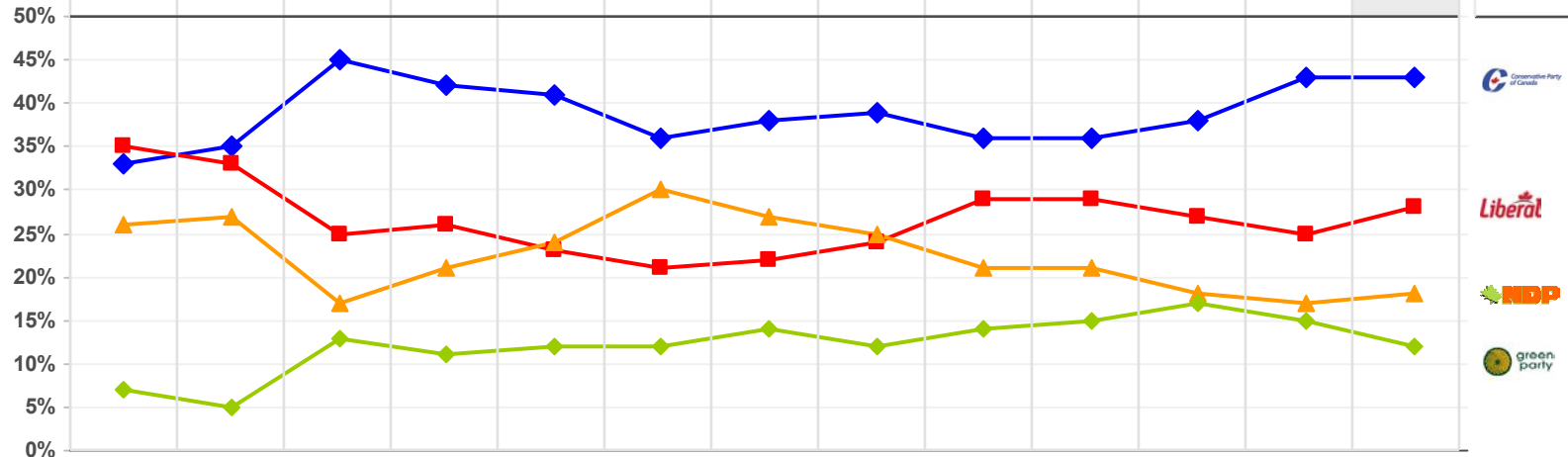
	Sept. 4-6	Sept. 5-7	Sept. 6-8	Sept. 7-9	Sept. 8-10	Sept. 9-11	Sept. 10-13	Sept. 11-14	Sept. 13-15	Sept. 14-16	Sept. 15-17
n=	450	435	420	405	405	405	405	405	405	405	405
	%	%	%	%	%	%	%	%	%	%	%
On the right track	60	59	57	55	53	52	51	51	47	44	47
On the wrong track	32	32	32	32	34	35	35	35	38	42	40
DK/NA/Ref	8	9	11	13	13	13	14	14	15	14	13

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

Base: All respondents

How would they vote today? BC Battleground Ridings

	2004	2006	2008											Difference from 2006 election
			Sept. 4-6	Sept. 5-7	Sept. 6-8	Sept. 7-9	Sept. 8-10	Sept. 9-11	Sept. 10-13	Sept. 11-14	Sept. 13-15	Sept. 14-16	Sept. 15-17	
			450	430	410	390	390	390	390	390	390	390	390	
Conservative candidate	33	35	45	42	41	36	38	39	36	36	38	43	43	+8
Liberal candidate	35	33	25	26	23	21	22	24	29	29	27	25	28	-5
NDP candidate	26	27	17	21	24	30	27	25	21	21	18	17	18	-9
Bloc Quebecois candidate	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Green Party candidate	7	5	13	11	12	12	14	12	14	15	17	15	12	+7



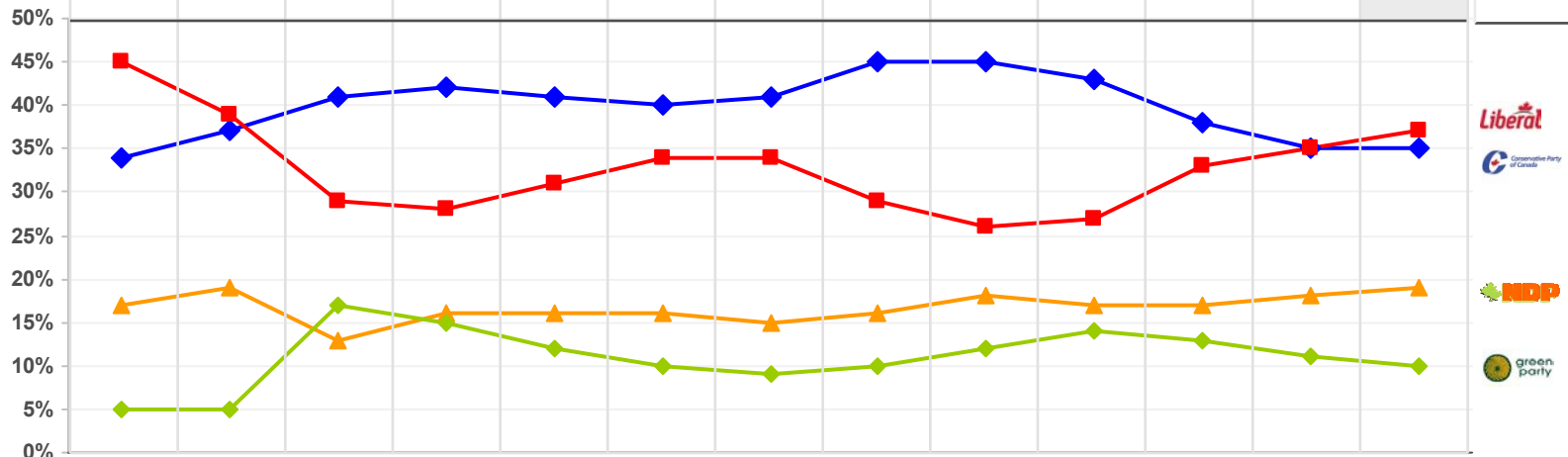
Q. If the federal election was being held tomorrow, do you think you'd be supporting the (ROTATE LIST) Liberal candidate in your area, Conservative candidate in your area, the NDP candidate in your area, or the Green Party candidate in your area or (QUEBEC ONLY) Bloc Quebecois candidate in your area?

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 would they vote today? Ontario Battleground Ridings

	2004	2006	2008											Difference from 2006 election
			Sept. 4-6	Sept. 5-7	Sept. 6-8	Sept. 7-9	Sept. 8-10	Sept. 9-11	Sept. 10-13	Sept. 11-14	Sept. 13-15	Sept. 14-16	Sept. 15-17	
	%	%	%	%	%	%	%	%	%	%	%	%	%	
Conservative candidate	34	37	41	42	41	40	41	45	45	43	38	35	35	-2
Liberal candidate	45	39	29	28	31	34	34	29	26	27	33	35	37	-2
NDP candidate	17	19	13	16	16	16	15	16	18	17	17	18	19	0
Bloc Quebecois candidate	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Green Party candidate	5	5	17	15	12	10	9	10	12	14	13	11	10	+5



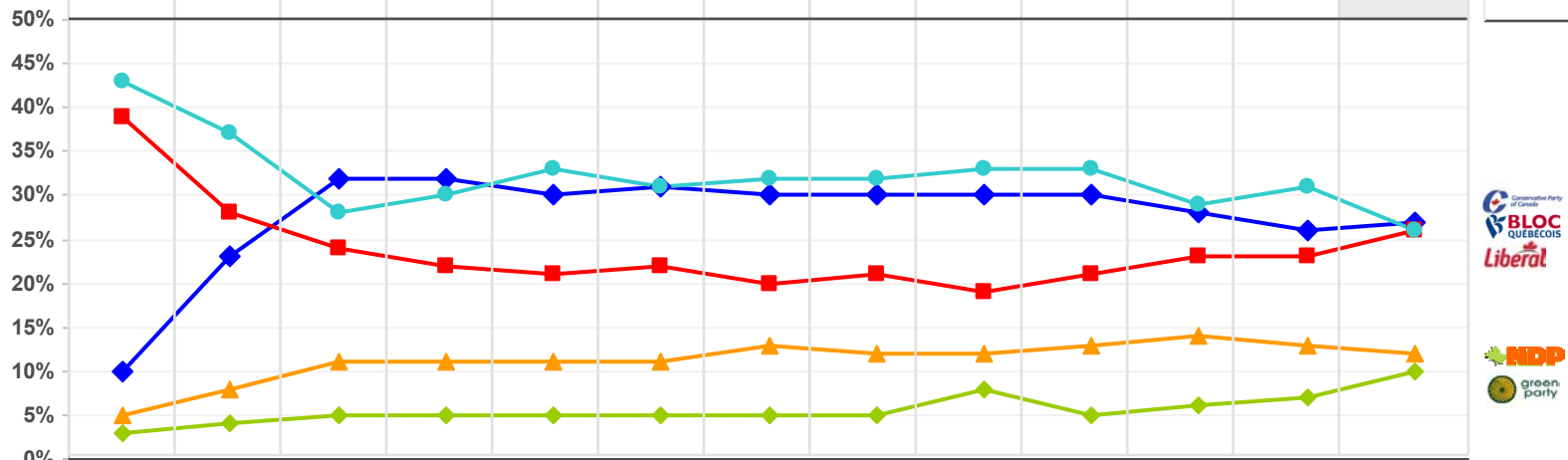
Q. If the federal election was being held tomorrow, do you think you'd be supporting the (ROTATE LIST) Liberal candidate in your area, Conservative candidate in your area, the NDP candidate in your area, or the Green Party candidate in your area or (QUEBEC ONLY) Bloc Quebecois candidate in your area?

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 would they vote today? Quebec Battleground Ridings

	2004	2006	2008										Difference from 2006 election	
			Sept. 4-6	Sept. 5-7	Sept. 6-8	Sept. 7-9	Sept. 8-10	Sept. 9-11	Sept. 10-13	Sept. 11-14	Sept. 13-15	Sept. 14-16		Sept. 15-17
			450	430	410	405	405	405	405	405	405	405		405
%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Conservative candidate	10	23	32	32	30	31	30	30	30	30	28	26	27	+4
Liberal candidate	39	28	24	22	21	22	20	21	19	21	23	23	26	-2
NDP candidate	5	8	11	11	11	11	13	12	12	13	14	13	12	+4
Bloc Quebecois candidate	43	37	28	30	33	31	32	32	33	33	29	31	26	-11
Green Party candidate	3	4	5	5	5	5	5	5	8	5	6	7	10	+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: Total sample

Voting preferences in Quebec Battleground Ridings by region

Quebec Battleground Ridings

n=	Total						Montreal Battlegrounds					Battlegrounds Outside Montreal						
	2006	2008				Difference from 2006 election	2006	2008				Difference from 2006 election	2006	2008				Difference from 2006 election
		Sept. 4-10	Sept 8-14	Sept 10-16	Sept 11-17			Sept. 4-10	Sept 8-14	Sept 10-16	Sept 11-17			Sept. 4-10	Sept 8-14	Sept 10-16	Sept 11-17	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Conservative candidate	24	31	30	28	28	+4	14	16	20	21	22	+8	30	41	36	33	33	+3
Liberal candidate	27	22	20	21	23	-4	37	28	26	24	28	-9	21	17	17	19	20	-1
NDP candidate	8	12	13	13	12	+4	8	13	10	12	11	+3	9	11	15	13	14	+5
Bloc Quebecois candidate	37	31	32	32	29	-8	37	37	40	38	35	-2	37	27	27	28	25	-12
Green candidate	4	5	5	7	7	+3	4	5	4	5	4	0	4	5	5	8	9	+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

How well are the parties doing in ridings they won in the previous 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. 13-15	Sept. 14-16	Sept. 15-17		Sept. 4-7	Sept. 5-8	Sept. 6-9	Sept. 7-10	Sept. 8-11	Sept. 10-13	Sept. 11-14	Sept. 13-15	Sept. 14-16	Sept. 15-17		Sept. 4-7	Sept. 5-8	Sept. 6-9	Sept. 7-10	Sept. 8-11	Sept. 10-13	Sept. 11-14	Sept. 13-15	Sept. 14-16	Sept. 15-17
n=	567	564	531	508	519	483	399	393	387	383	532	446	438	429	430	396	333	335	324	320	249	238	228	222	221	216	158	157	152	153			
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%		
Conservative Party	31	36	34	34	34	36	37	34	32	32	33	40	47	48	51	50	48	48	45	42	40	42	19	29	26	24	23	25	26	29	24	24	23
Liberal Party	39	29	31	32	34	32	29	29	33	35	38	32	26	26	25	25	24	25	29	28	26	30	20	20	20	16	19	19	19	19	23	24	29
NDP	19	18	19	19	18	17	17	19	17	17	16	15	10	11	12	15	15	15	12	11	12	16	8	12	12	13	14	13	14	14	16	12	10
Bloc Quebecois	6	3	3	3	4	4	5	5	4	4	3	8	5	5	5	4	5	5	7	6	7	4	40	35	37	39	41	39	37	35	33	36	31
Green Party	5	14	13	12	11	12	13	13	14	11	10	5	12	9	7	7	7	9	11	12	13	12	3	5	5	4	6	5	5	3	4	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

How would they vote today? By Age group

All Battlegrounds

	Age					
	18-34		35-49		50+	
	Sept. 7-9	Sept. 15-17	Sept. 7-9	Sept. 15-17	Sept. 7-9	Sept. 15-17
n=	156	147	255	251	548	543
	%	%	%	%	%	%
Conservative candidate	25	26	39	32	43	42
Liberal candidate	29	36	27	32	26	28
NDP candidate	24	16	16	22	15	14
Bloc Quebecois candidate	10	8	8	7	10	8
Green Party candidate	12	14	10	8	6	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: 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	Sept. 13-15	Sept. 14-16	Sept. 15-17
n=	450	430	410	390	390	390	390	390	390	390	390
	%	%	%	%	%	%	%	%	%	%	%
Conservative candidate	43	42	41	41	40	38	36	38	40	42	40
Liberal candidate	17	15	11	11	11	10	10	8	9	9	12
NDP candidate	10	12	11	12	11	12	13	12	13	13	16
Bloc Quebecois candidate	-	-	-	-	-	-	-	-	-	-	-
Green Party candidate	6	5	5	6	7	11	11	11	8	8	7
Other/None/Don't know	25	26	31	31	31	28	30	30	29	29	26

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	Sept. 13-15	Sept. 14-16	Sept. 15-17
n=	480	460	440	420	420	420	420	420	420	420	420
	%	%	%	%	%	%	%	%	%	%	%
Conservative candidate	42	42	42	41	44	44	45	41	43	40	43
Liberal candidate	15	14	14	12	14	13	15	13	13	12	13
NDP candidate	8	8	8	11	10	7	7	7	10	12	12
Bloc Quebecois candidate	-	-	-	-	-	-	-	-	-	-	-
Green Party candidate	5	6	7	7	7	9	11	11	10	8	7
Other/None/Don't know	30	31	29	29	26	28	22	28	25	29	26

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	Sept. 13-15	Sept. 14-16	Sept. 15-17
n=	450	435	420	405	405	405	405	405	405	405	405
	%	%	%	%	%	%	%	%	%	%	%
Conservative candidate	53	51	51	54	50	50	45	49	50	51	51
Liberal candidate	15	13	11	9	11	12	12	9	10	12	14
NDP candidate	7	8	9	8	7	7	8	9	9	9	8
Bloc Quebecois candidate	5	6	7	8	9	9	8	7	5	7	8
Green Party candidate	2	2	1	2	3	4	4	4	3	3	4
Other/None/Don't know	18	21	20	19	20	19	23	22	23	19	15

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	Sept. 6-8	Sept. 7-9	Sept. 8-10	Sept. 13-15	Sept 14-16	Sept 15-17
n=	450	430	410	390	390	390	390	390
	%	%	%	%	%	%	%	%
It's time for a change and a new government should be voted in	40	41	42	46	49	49	42	42
Now would be the wrong time to make a change	51	49	48	45	44	42	49	48
DK/NA/Ref	9	10	10	9	7	9	10	10

Ontario Battleground Ridings

	Sept. 4-6	Sept. 5-7	Sept. 6-8	Sept. 7-9	Sept. 8-10	Sept. 13-15	Sept 14-16	Sept 15-17
n=	480	460	440	420	420	420	420	429
	%	%	%	%	%	%	%	%
It's time for a change and a new government should be voted in	43	44	47	48	47	46	43	45
Now would be the wrong time to make a change	48	49	46	46	46	41	40	40
DK/NA/Ref	9	7	7	6	7	13	18	16

Quebec Battleground Ridings

	Sept. 4-6	Sept. 5-7	Sept. 6-8	Sept. 7-9	Sept. 8-10	Sept. 13-15	Sept 14-16	Sept 15-17
n=	450	435	420	405	405	405	405	405
	%	%	%	%	%	%	%	%
It's time for a change and a new government should be voted in	45	49	48	46	45	51	52	51
Now would be the wrong time to make a change	49	44	44	45	46	39	40	42
DK/NA/Ref	6	6	9	9	8	10	8	7

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