

DAILY TRACKING

CONSERVATIVE LEAD GROWS AS CANADIANS EXPECT 2ND HARPER GOVERNMENT

[OTTAWA – October 9, 2008] – The Conservatives continue to widen their lead over the second place Liberals in the latest EKOS tracking poll, and each day that passes removes a little more potential for fundamental change to the basic pattern of this election, which has held with some ups and downs since the first week.

Almost a quarter of Canadians now believe the Liberals are likely to win the election, which is much higher than earlier in the campaign – likely a reflection of media coverage suggesting they have been doing better in recent days.

“The perception that the Liberals could win does not seem to have created a bandwagon, however,” said EKOS President Frank Graves. “It may even have hurt them somewhat by putting a spotlight on Stéphane Dion instead of Stephen Harper, when the electorate is not enamoured of either.”

Still, the vast majority of Canadians – 65% – now say that they believe the Conservatives will win, regardless of their own voting intentions.

The room for a tactical surge to stop the Conservatives is clearly shrinking. Roughly four-fifths of Canadians are now firmly committed to their vote choice – closer to nine-tenths in the case of Conservative supporters.

Even Green Party supporters, who had been much more likely to consider changing their vote earlier in the campaign, now seem to be firming up their intention and plan to stick with the Greens.

And if voters were to start moving, it is not clear that they would aggregate behind any single opposition party: in fact the NDP, Liberals and Greens are now about equal as the second choice party among Canadians.

HIGHLIGHTS

- **Daily national federal vote intention numbers: CPC 36%, Liberal 24%, NDP 19%, Green Party 11%, and the BQ 10%.**

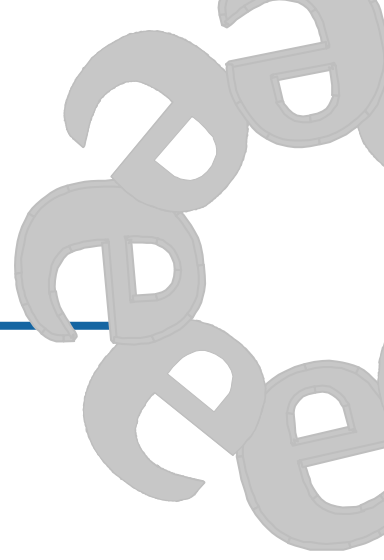
Please note that the methodology and detailed tables of these and other results discussed in this release are provided at the end of this document.

"The Conservatives have survived most of the challenges to their continuing hold on power," said EKOS President Frank Graves. "A Tory victory now seems quite likely if not yet certain."

In Ontario, where there has been a see-saw battle between the Liberals and the Conservatives for several weeks, the Liberals are now slipping back and the Conservatives have reclaimed a clear lead. In British Columbia, too, they have re-asserted themselves as the dominant party.

Only in Quebec does their campaign continue to languish badly, well behind the front-running Bloc Québécois. In fact the Liberals are rising as a "second choice" in the province, suggesting they might still have some room for growth there.

Although there has been a sour mood in this election, noted by many commentators, 78% of Canadians say that they consider this election to be more important than the 2006 election. What is most notable is that Conservatives and NDP supporters are more likely to take this view than the supporters of other parties, suggesting they may be more to get out and vote on election day. Green Party supporters are least likely to see this election as especially important.

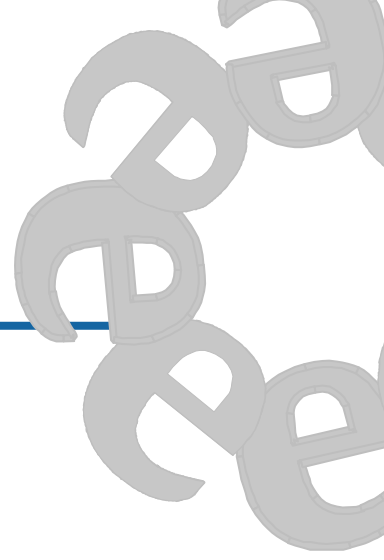


Detailed Tables:

Intention to Vote






Q. How certain are you to vote in the federal election this coming Tuesday, October 14th?

BASE: Canadians	CANADA	BC	AB	SK/MB	ON	QC	ATL
Absolutely certain	81	79	80	86	84	79	74
Quite certain	5	4	7	3	4	5	8
Not sure	6	7	7	6	4	7	8
Will not vote	5	7	5	3	4	4	9
Have already voted (AP)	3	3	1	1	4	5	1

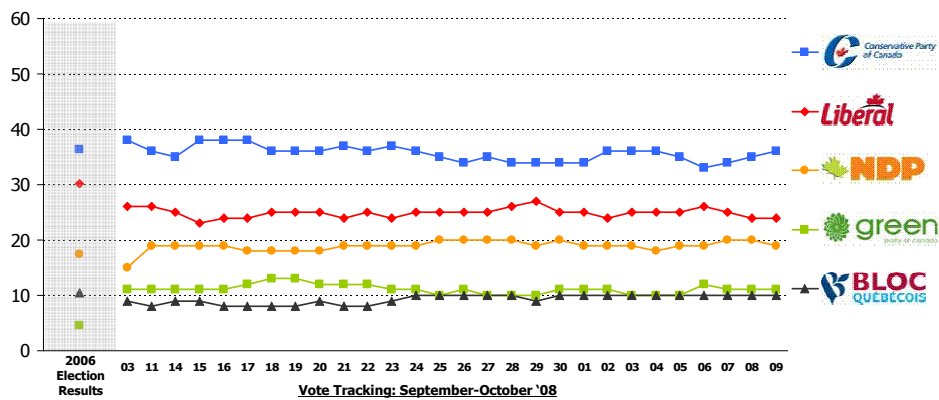


National Federal Vote Intention (a)¹

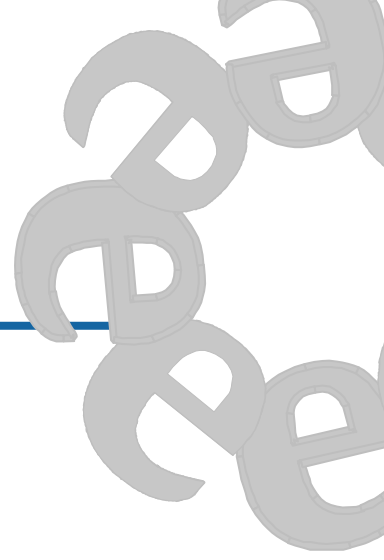
Q. Which Party do you intend to vote for on October 14th?

BASE: Decided Voters	CANADA	BC	AB	SK/MB	ON	QC	ATL
n=	2934	648	199	166	795	765	361
Margin of error (+/-)=	1.8	3.8	6.9	7.6	3.5	3.5	5.2
	36	40	62	46	37	18	32
	24	19	12	18	31	20	29
	19	25	13	30	19	14	30
	11	16	12	6	13	8	9
	10	0	0	0	0	41	0

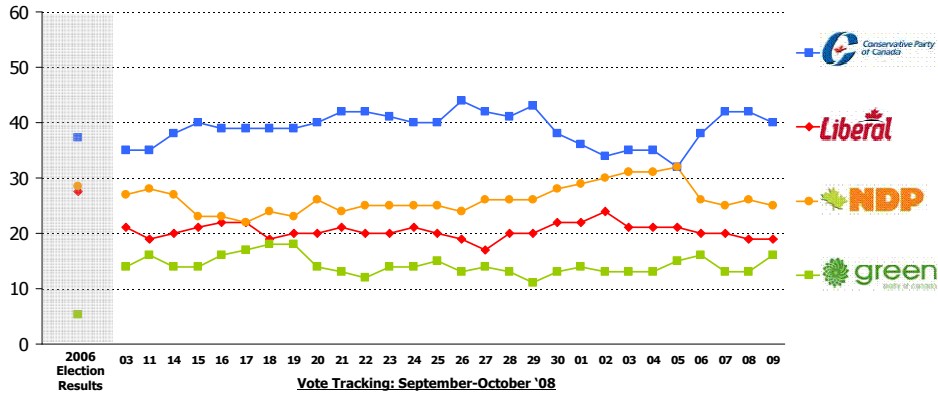
Tracking Federal Vote Intention



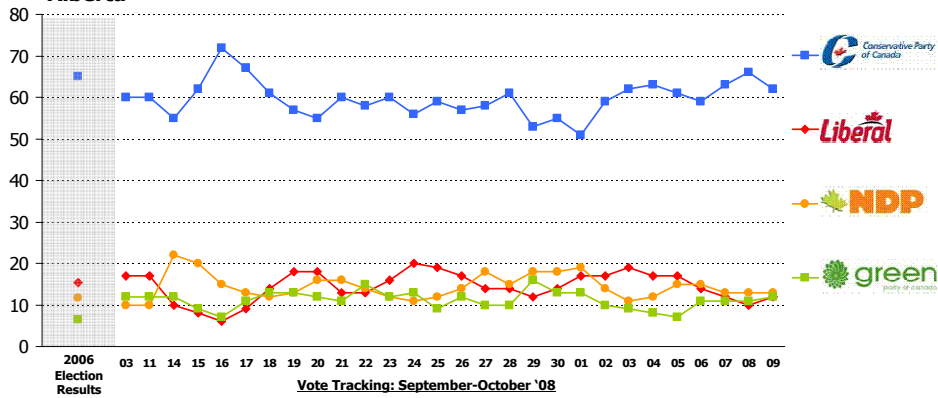
¹ The data presented in this and our other tables on federal vote intention are based on decided voters only. Our survey also finds that 7% of Canadians say they are undecided and 3% say they do not plan to vote on October 14th.



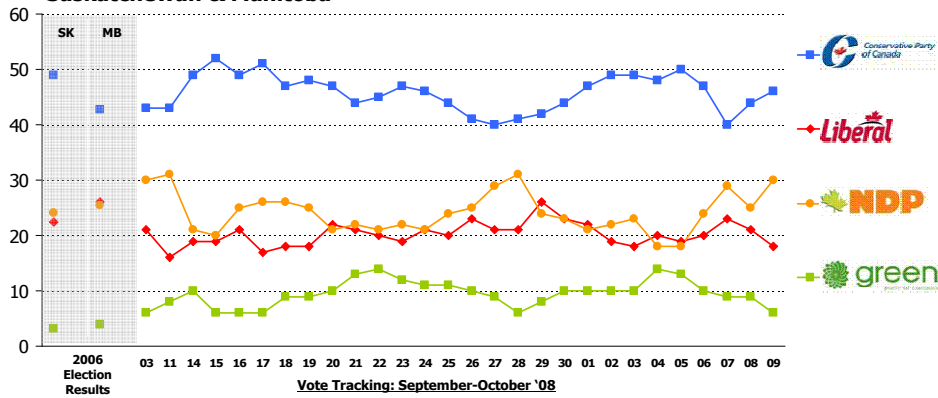
British Columbia

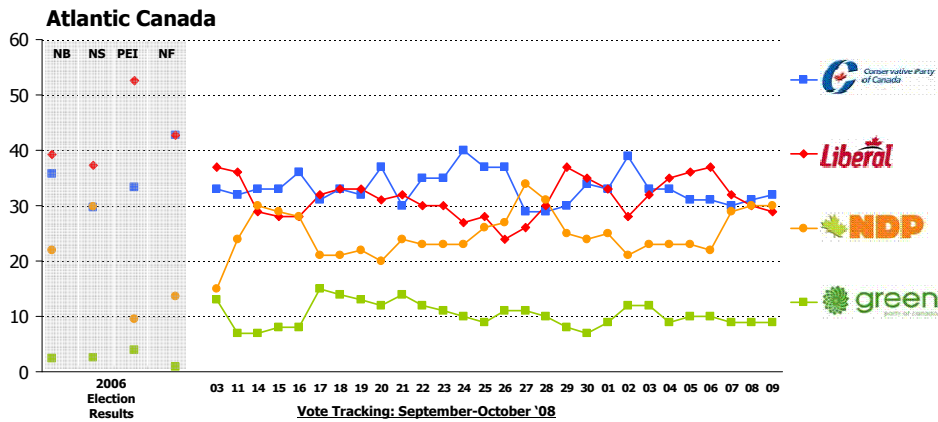
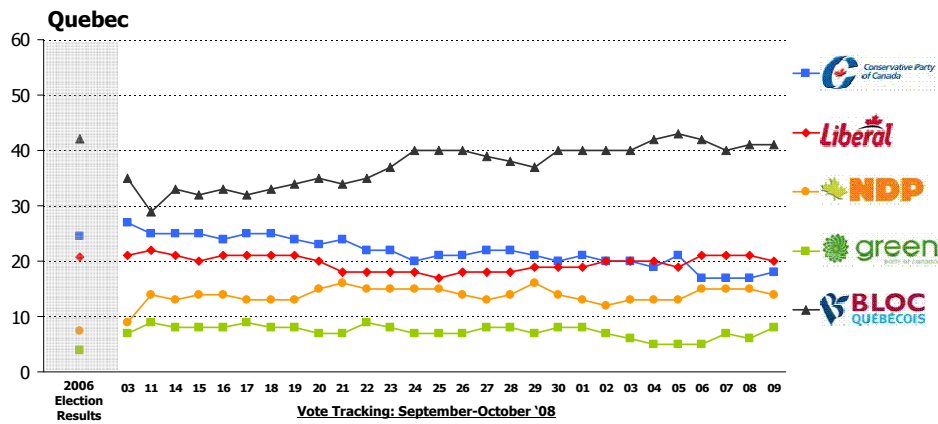
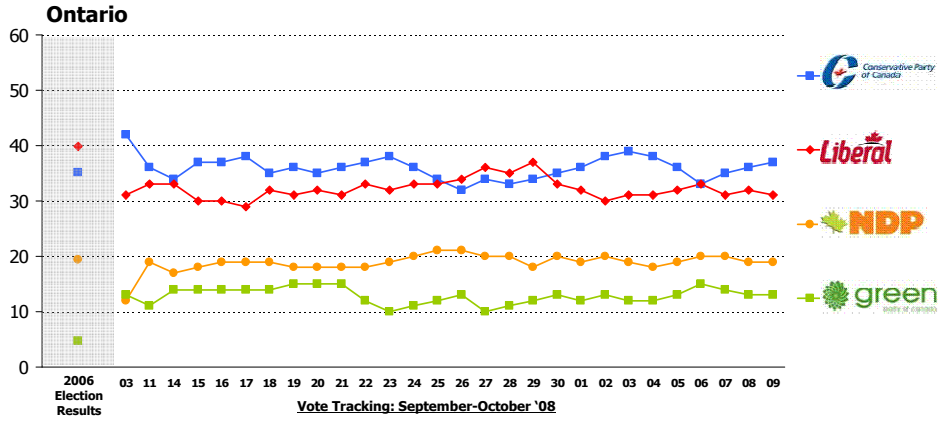
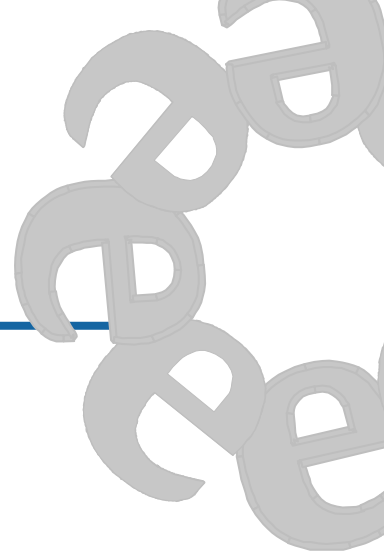


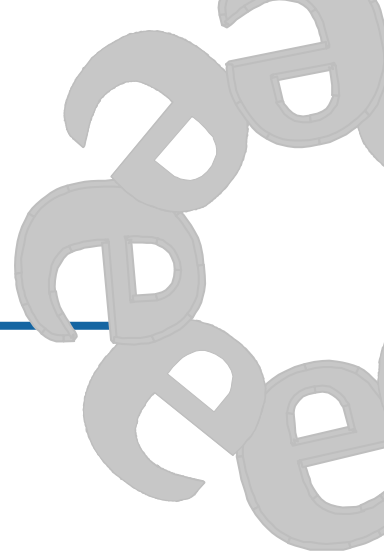
Alberta



Saskatchewan & Manitoba








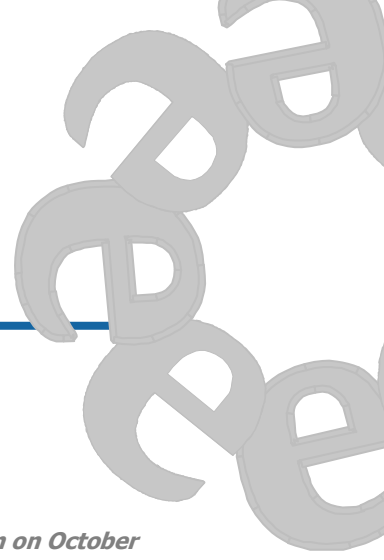




National Federal Vote Intention (b)

Q. Which Party do you intend to vote for on October 14th?

BASE: Decided Voters	CANADA	Sex		Age				Income		
		M	F	<25	25-44	45-64	65+	<\$40 K	\$40-80K	+\$80 K
n=	2934	1369	1565	213	903	1256	562	963	1043	928
Margin of error=	1.8	2.6	2.5	6.7	3.3	2.8	4.1	3.2	3.0	3.2
	36	39	32	25	33	37	44	31	37	40
	24	24	24	20	21	25	29	20	23	29
	19	16	23	21	22	18	15	24	20	14
	11	12	11	18	12	11	6	12	11	11
	10	9	11	15	12	9	6	13	10	6

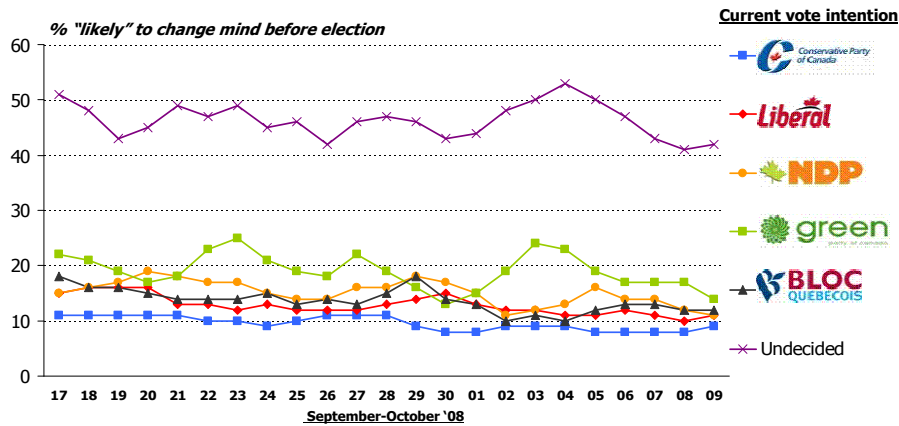


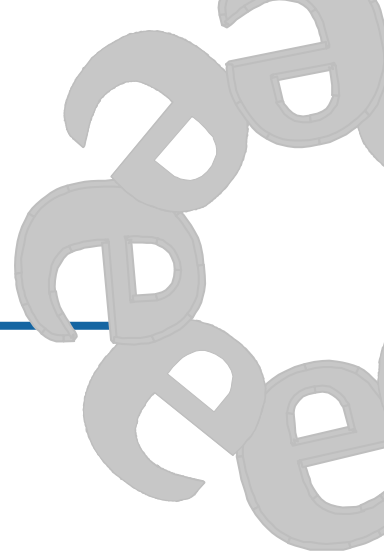
Likelihood of Changing Vote Intention

Q. How likely is it that you will change your mind between now and the federal election on October 14?

BASE: Those planning to vote	Current Vote Intention						
	CANADA	CPC	LPC	NDP	GP	BQ	Undecided
Not likely (1-3)	81	87	85	80	78	84	41
Somewhat likely (4)	6	5	4	8	8	4	17
Likely (5-7)	13	9	11	11	14	12	42






Tracking Likelihood of Changing Vote Intention



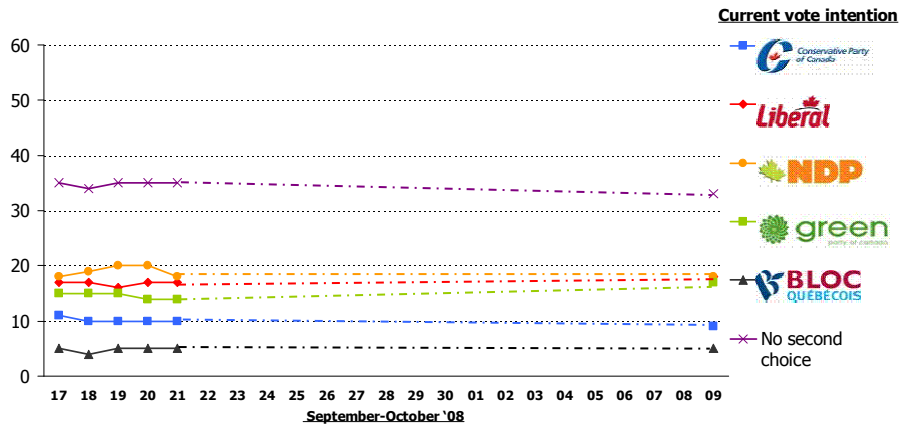


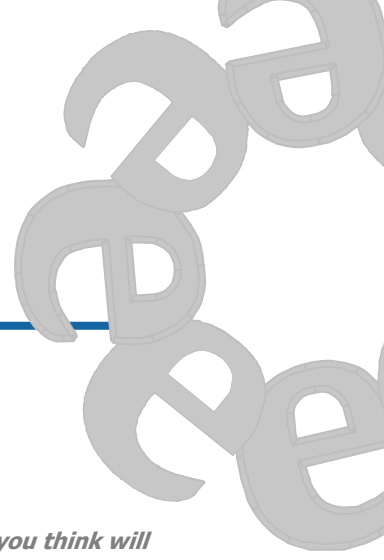
Second Choice

Q. Which Party would be your second choice?

BASE: Those planning to vote	CANADA	Current Vote Intention					
		CPC	LPC	NDP	GP	BQ	Undecided
	9	0	15	15	16	6	3
	18	20	0	29	27	30	8
	18	19	30	0	33	13	8
	17	10	27	29	0	17	14
	5	4	3	6	9	0	6
No second choice	33	47	26	21	15	34	60






Tracking Second Choice

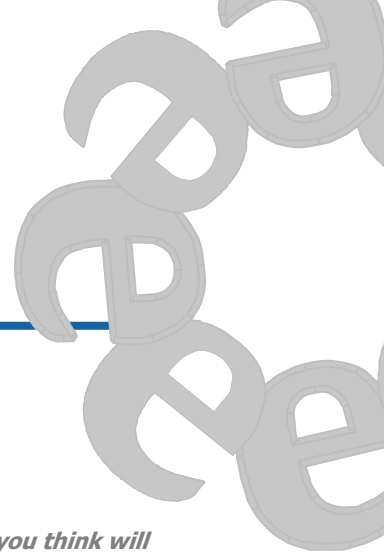




Likely Winner (a)






Q. Putting aside your personal voting intentions for the next elections, which party do you think will win?

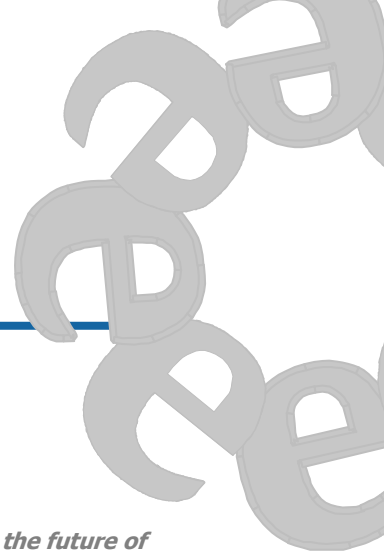
BASE: Those planning to vote	CANADA	BC	AB	SK/MB	ON	QC	ATL
	65	64	82	66	72	46	54
	23	23	12	18	22	32	34
	7	10	5	14	4	6	10
	2	3	1	2	3	2	2
	3	0	0	0	0	14	0



Likely Winner (b)

Q. Putting aside your personal voting intentions for the next elections, which party do you think will win?

		Current Vote Intention					
BASE: Those planning to vote	CANADA	CPC	LPC	NDP	GP	BQ	Undecided
	65	96	48	49	53	37	55
	23	3	48	25	23	34	24
	7	0	2	22	10	3	15
	2	1	1	1	11	0	4
	3	0	1	3	2	26	3



Perceived Importance of this Election (a)

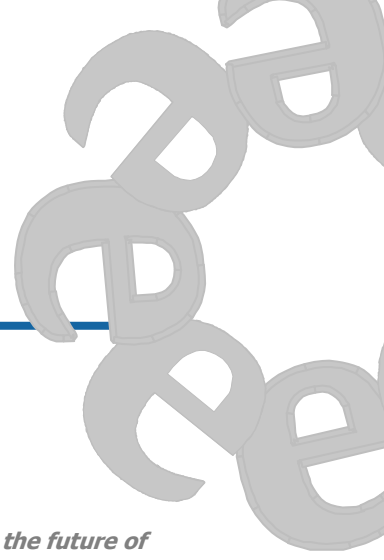
Q. Compared to the previous election, how important is the outcome of this election to the future of the country?

BASE: Those planning to vote	CANADA	BC	AB	SK/MB	ON	QC	ATL
Not as important	14	17	16	11	11	16	12
Just as important	8	7	6	3	8	12	12
More important	78	76	78	85	81	72	76

Perceived Importance of this Election (b)

Q. Compared to the previous election, how important is the outcome of this election to the future of the country?

BASE: Those planning to vote	CANADA	Sex		Age				Income		
		M	F	<25	25-44	45-64	65+	<\$40 K	\$40-80K	+\$80 K
Not as important	14	17	10	16	14	12	14	20	10	13
Just as important	8	9	8	6	9	8	9	7	9	9
More important	78	74	82	78	77	80	76	73	81	79



Perceived Importance of this Election (c)

Q. Compared to the previous election, how important is the outcome of this election to the future of the country?

		Current Vote Intention					
BASE: Those planning to vote	CANADA	CPC	LPC	NDP	GP	BQ	Undecided
Not as important	14	12	12	10	19	18	17
Just as important	8	6	10	7	13	7	13
More important	78	82	78	83	69	76	70

Methodology:

EKOS' daily tracking polls are conducted using Interactive Voice Recognition (IVR) technology, which allows respondents to enter their preferences by punching the keypad on their phone, rather than telling them to an operator.

Each weekday evening, a nationally representative sample of Canadians, 18 years of age and older is surveyed. The daily tracking number presented in this report is based on a rolling average of surveys collected October 7, 8 and 9.

In total, 3378 Canadians responded to the survey over this period. The margin of error associated with this rolling sample is +/-1.7 percentage points, 19 times out of 20. Please note that the margin of error increases when the results are sub-divided (i.e., error margins for sub-groups such as region, sex, age, income). All the data have been statistically weighted to ensure the samples composition reflects that of the actual population of Canada according to Census data.