

DAILY TRACKING

LIBERALS GET SOME MOJO BACK; TORY MAJORITY SLIPPING AWAY

[OTTAWA – September 30, 2008] – After a difficult start on the campaign trail, in the media and in the polls, the Liberal brand has begun to re-assert itself in Ontario, Quebec and Atlantic Canada. The race has tightened somewhat and the Conservatives have fallen back short of majority territory – something that many voters, especially in Ontario, seem to want.

“The race in Ontario began tightening markedly last week,” said EKOS President Frank Graves. “Now the Liberals appear to be eking out a small lead.”

There is evidence of a “re-coil” impulse by some voters against the idea of a Conservative majority, particularly in Ontario, where almost a quarter of voters say they would reconsider their vote choice if they were sure the Tories were headed to majority. These “re-coil” voters are mostly now sitting with the Greens and the NDP, and if they started to move, the Liberals would be the principal beneficiaries by far.

Meanwhile, the Liberal Party has re-asserted itself in Quebec in its traditional redoubts. The Liberals are now essentially level-pegging with the Conservatives, both well behind the Bloc Québécois. However, that may be enough for the Liberals to hold onto the seats they already have there, and potentially make small gains.

In Atlantic Canada, too, the Liberals are once again competitive.

In most of Western Canada, however, the Liberal Party continues to languish in third place, though the Greens no longer threaten to eclipse them in British Columbia as seemed possible just ten days ago.

“The Liberals’ gains, though modest, are significant, because they maintain their lead nationally over the third place NDP, who are running well by historic standards,” said Graves. “Meanwhile the gap between the Liberals and the first-place Conservatives has begun to narrow, though not enough to make them a serious threat to Conservative victory.”

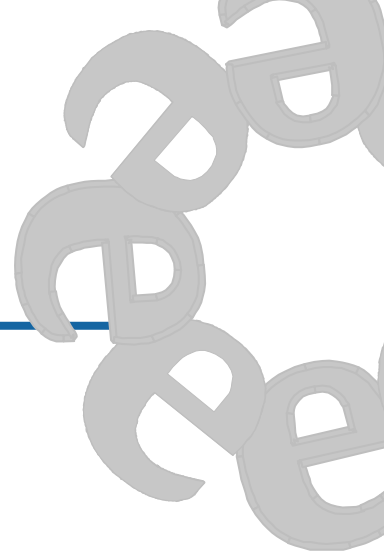
HIGHLIGHTS

- **Daily national federal vote intention numbers: CPC 34%, Liberal 27%, NDP 19%, Green Party 10%, and the BQ 9%.**

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 Liberals seem to be drawing some of this recent support from wayward Liberals, who had moved into the Green camp in the second week of the campaign, or were sitting on the sidelines as undecideds, and have now plunged back in behind the Liberals.






“It is worth noting that the Liberal Party, even with these first signs of resilience, is still tracking at historic lows,” said Graves. “However, after weakening dramatically in the weeks before and after the election was called, Liberal support plateaued, and has now begun a gentle drift into more familiar territory. Whether this can be sustained may turn on Stéphane Dion’s debate performance and the capacity of the Liberal ground campaign in the remaining weeks of the campaign.”



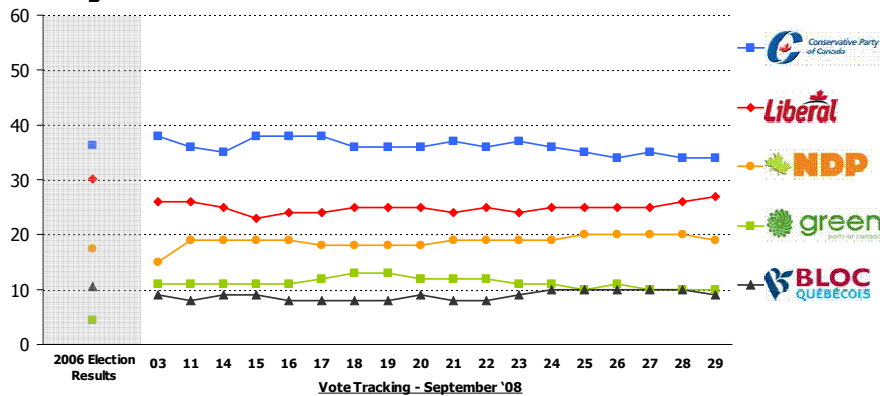
Detailed Tables:

National Federal Vote Intention¹

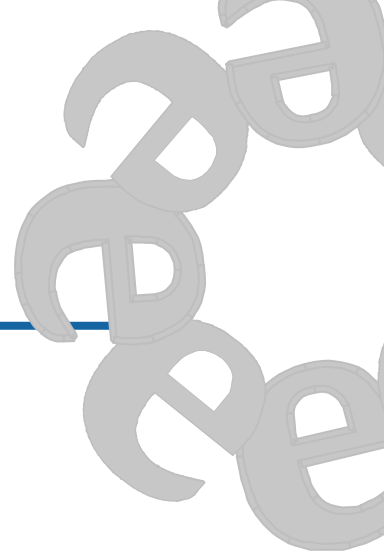
Q. If a federal election were held tomorrow, which party would you vote for?

BASE: Decided Voters	CANADA	BC	AB	SK/MB	ON	QC	ATL
n=	1988	368	112	126	594	627	161
Margin of error (+/-)=	2.2	5.1	9.3	8.7	4.0	3.9	7.7
	34	43	53	42	34	21	30
	27	20	12	26	37	19	37
	19	26	18	24	18	16	25
	10	11	16	8	12	7	8
	9	0	0	0	0	37	0

Tracking Federal Vote Intention








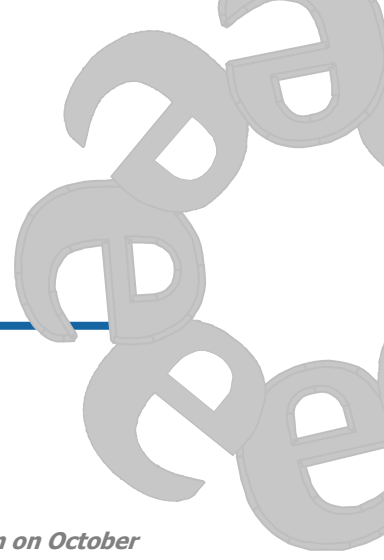
¹ The data presented in this and our other tables on federal vote intention are based on decided voters only. Our survey also finds that 8% of Canadians say they are undecided and 5% say they do not plan to vote in the October 14th election.



National Federal Vote Intention

Q. If a federal election were held tomorrow, which party would you vote for?

BASE: Decided Voters	CANADA	Sex		Age				Income		
		M	F	<25	25-44	45-64	65+	<\$40 K	\$40-80K	+\$80 K
n=	1988	897	1091	155	653	777	403	686	726	567
Margin of error=	2.2	3.3	3.0	7.8	3.8	3.5	4.9	3.7	3.6	4.1
	34	37	31	25	33	33	42	29	37	35
	27	26	28	25	26	28	29	27	26	28
	19	18	21	19	20	19	18	20	18	19
	10	10	11	17	12	10	5	11	9	11
	9	9	10	14	10	10	5	12	10	6

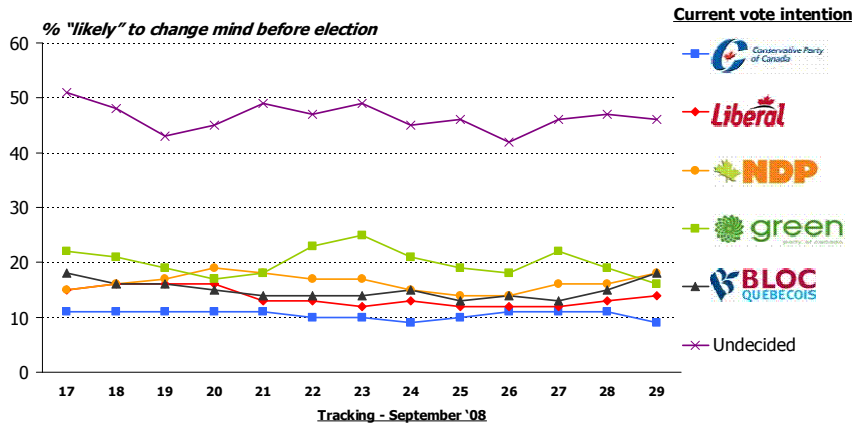


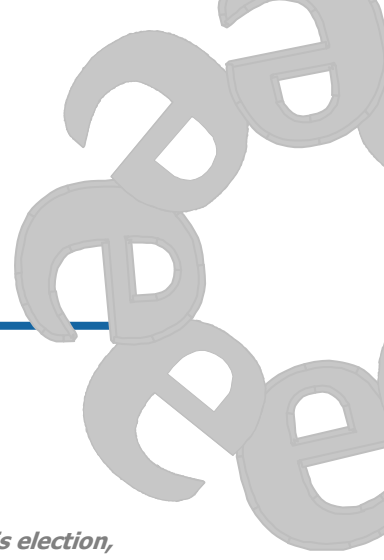
Likelihood of Changing Vote Intention

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

BASE: Canadians	Current Vote Intention						
	CANADA	CPC	LPC	NDP	GP	BQ	Undecided
Not likely (1-3)	77	87	78	74	77	78	41
Somewhat likely (4)	7	5	9	7	8	4	14
Likely (5-7)	16	9	14	18	16	18	46

Tracking Likelihood of Changing Vote Intention





Blocking a Conservative Majority

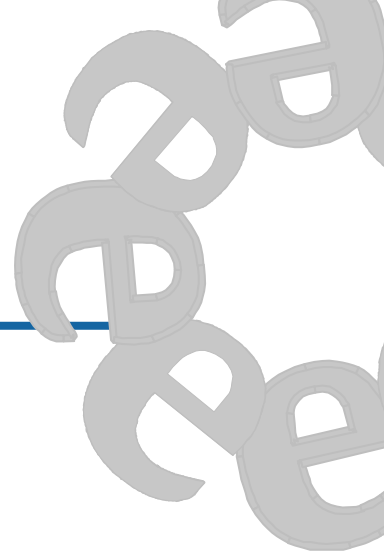
Q. If you KNEW that the Conservatives were about to win a majority government in this election, would you then reconsider your current voting intention?

BASE: Canadians	Current Vote Intention						
	CANADA	CPC	LPC	NDP	GP	BQ	Undecided
Yes – would reconsider	19	11	20	24	31	14	27
No – would not reconsider	81	89	80	76	69	86	73

Blocking a Conservative Majority






Q. If you KNEW that the Conservatives were about to win a majority government in this election, would you then reconsider your current voting intention?

BASE: Canadians	Region						
	CANADA	BC	AB	SK/MB	ON	QC	ATL
Yes – would reconsider	19	20	12	16	23	16	23
No – would not reconsider	81	80	88	84	77	84	77



Vote Switching

Q. Which party do you think you might vote for instead?

BASE: Those who say they would change their vote	CANADA	Current Vote Intention					
		CPC	LPC	NDP	GP	BQ	Undecided
	24	17	0	48	46	17	12
	14	16	21	0	12	9	22
	10	0	12	19	7	9	12
	7	4	5	6	12	0	6
	6	9	10	2	0	4	13
Do not know	39	54	53	24	23	61	35

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 September 26, 27, 28, and 29.

In total, 2,296 Canadians responded to the survey over this period. The margin of error associated with this rolling sample is +/-2.0 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.