

EKOS ELECTION.COM – OCTOBER 2008

POST-DEBATE POST-SCRIPT

TELEVISION STILL KING

[OTTAWA – October 7, 2008] – For all the talk of new media and the high-impact role they are playing in this political campaign, the fact is television is king, as it has been for nearly half a century.

More than a third of Canadians say they have relied extensively on television coverage in this campaign – nearly triple the number who say they have relied extensively on the internet for their political information.

“Ironically, the impression that many of us have that the internet has been such a force in this election comes from the traditional media lavishing attention on what happens there,” said EKOS President Frank Graves. “Whether it is the puffin poop gaffe, the Liberal candidate with a conspiracy theory about September 11, or the NDP candidate with a mouth full of reefers, these stories start on the internet, but gain currency by their coverage in traditional television, print and radio outlets.”

This latest EKOS poll was conducted using the Probit technology, which combines an internet panel with telephone polling to ensure a broad sample of Canadian public opinion.

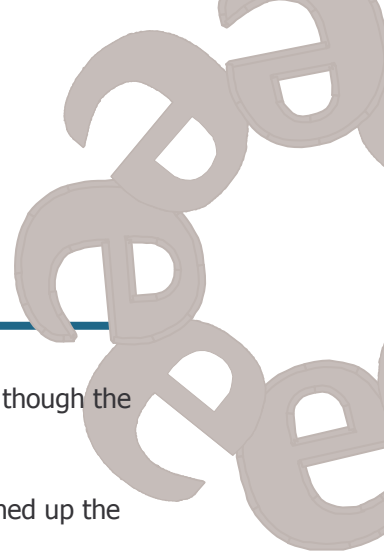
It shows that after television, the ageing warhorse of news – newspapers – are the second-most widely used source of election information, followed by radio, and then online media.

In fact, slightly more Canadians say they relied on last week’s televised debates for their election information than on the internet.

Most Canadians claim they watched all or part of the debates – claims that may have to be regarded with a little suspicion, since who wants to say they aren’t paying attention?

Among those who say they watched, Stéphane Dion was the clear winner in the French debate and Stephen Harper the clear loser.

In the English debate, there was no clear winner, though Harper and Green Party leader Elizabeth May did better than the others. On the other hand Harper, along with Dion, was also most likely to be regarded as the loser.



There is little sign directly from those surveyed that the debates swayed many votes, though the Liberals seem to have done slightly better than the other parties out of them.

Still, the debates, along with the current international financial crisis, may have loosened up the electorate to the somewhat tighter race we have seen in recent days.

Detailed Tables:

Information Consulted During the Election Campaign

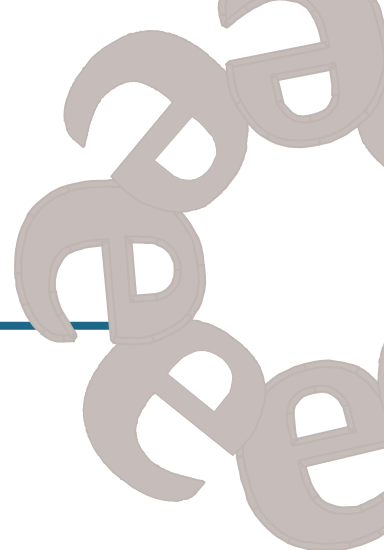
Q. . There are a number of ways that people can inform themselves about the upcoming election. Up to this point, how much have you relied on each of the following sources?

BASE: Canadians	Not at all	Somewhat	Extensively
Television news programs	17	48	34
Traditional print media	25	49	25
Radio	39	44	16
The leader's debates	35	48	15
Online media sources	46	39	13
Friends and family	44	46	8
Interaction with local candidates	69	24	5
Paid advertisements	62	34	3
Blogs	85	12	2

Attention to the Debates (a)

Q. Did you watch or listen to any of the [English language / French language] national leader's debates?

BASE: Canadians Debate watched	Canada		BC		AB		MB/SK		ON		QC		ATL	
	EN	FR	EN	FR	EN	FR	EN	FR	EN	FR	EN	FR	EN	FR
Yes	60	32	73	24	67	21	64	16	69	25	37	61	59	22
No	39	68	26	76	33	79	36	84	31	75	63	39	40	77



Attention to the Debates (b)

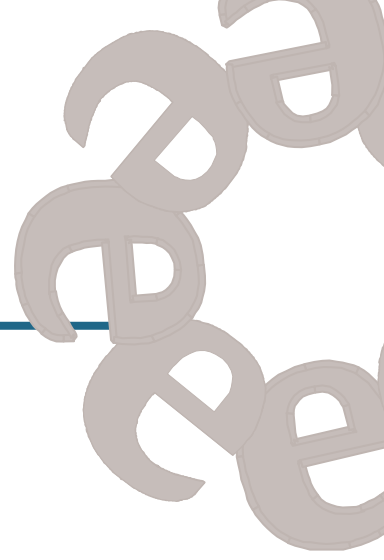
Q. Did you watch or listen to all of it, most of it, or just some of it?

BASE: Those who tuned into the leader's debates Debate watched	Canada		BC		AB		MB/SK		ON		QC		ATL	
	EN	FR	EN	FR	EN	FR	EN	FR	EN	FR	EN	FR	EN	FR
All of it	25	36	24	17	18	26	26	35	26	20	28	53	19	30
Most of it	36	24	22	17	46	19	35	21	33	21	48	28	39	27
Some of it	40	40	53	66	36	55	39	44	41	59	24	19	42	43

Perceived Winner

Q. Who do you think WON the leader's debate?

BASE: Canadians Debate watched	Canada		Current Vote Intention									
	EN	FR	CPC		LPC		NDP		GP		BQ	
	EN	FR	EN	FR	EN	FR	EN	FR	EN	FR	EN	FR
Stephen Harper	23	7	56	27	3	0	7	0	9	0	7	1
Stephane Dion	10	35	1	10	25	63	5	40	5	32	22	26
Jack Layton	15	5	7	6	7	1	38	12	7	3	40	4
Gilles Duceppe	2	20	0	18	2	10	3	17	2	26	12	41
Elizabeth May	18	2	7	1	25	1	20	0	43	17	2	0
Nobody	26	22	22	29	32	17	22	17	28	8	17	28
Do not know/no response	6	8	8	9	6	7	4	13	5	14	0	0



Perceived Loser

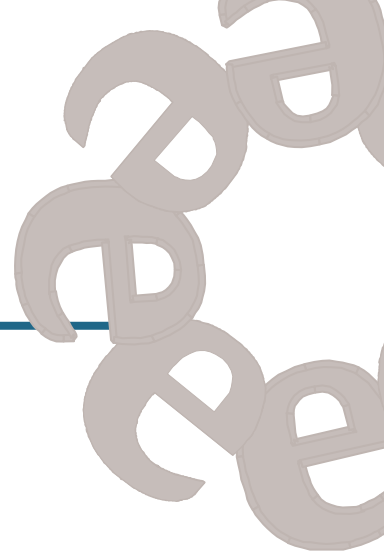
Q. Who do you think LOST the leader's debate?

BASE: Canadians Debate watched	Current Vote Intention											
	Canada		CPC		LPC		NDP		GP		BQ	
	EN	FR	EN	FR	EN	FR	EN	FR	EN	FR	EN	FR
Stephen Harper	25	41	3	2	41	63	33	48	36	67	44	54
Stephane Dion	25	8	45	19	4	1	26	1	21	0	29	12
Jack Layton	6	4	10	6	6	2	2	1	4	2	6	5
Gilles Duceppe	10	3	8	9	12	3	12	1	17	0	0	0
Elizabeth May	5	17	10	34	1	9	2	15	0	4	7	11
Nobody	21	18	17	21	30	15	17	23	17	6	6	17
Do not know/no response	8	9	8	10	7	8	8	12	5	22	8	2

Impact on Vote Intention (a)

Q. Generally speaking, did the leader's performance in the debates make you reconsider your vote intention?

BASE: Canadians	CANADA	BC	AB	MB/SK	ON	QC	ATL
Yes	18	11	20	21	32	16	14
No	75	82	72	75	64	81	55
Do not know/No response	7	7	8	5	4	2	30



Impact on Vote Intention (b)

Q. Who are you now considering voting for?

BASE: Those who say debates changed their vote intention	CANADA
Liberal	22
Green	17
NDP	12
Bloc Québécois	10
Conservative	7
Unsure	19
Do not know/no response	13

Impact on Vote Intention (c)

Q. How firm are you in your decision?

BASE: Those who say debates changed their vote intention	CANADA
Firm	33
Still just thinking about it	60
Do not know/no response	7

Methodology:

Today's poll was conducted using EKOS' unique hybrid internet-telephone research panel, Probit©. This panel is randomly recruited from the general population, meaning that, the only way to be included in Probit© is through random selection. Unlike opt-in internet-only research panels, Probit© supports confidence intervals and error testing.

The results presented in this report are based on 1214 follow-up surveys with Canadians 18 years of age and older who participated in a Probit© survey on the federal election campaign between September 29 and October 1, 2008. The field dates for the current survey are October 3 to October 5, 2008. A sample of this size provides a margin of error of +/- 2.8 percentage points, 19 times out of 20. The margin of error increases when the results are sub-divided (i.e., error margins for sub-groups such as regions).

All the data were statistically weighted to ensure the samples composition reflects that of the actual population of Canada according to Census data.