

## ***DAILY TRACKING***

### ***CONSERVATIVES HEADED TO VICTORY; SHIFTS CONTINUE IN ONTARIO AND QUEBEC***

[OTTAWA – October 13, 2008] – The Conservatives continue to hold a healthy lead over the Liberals as the Thanksgiving Day weekend nears its close and the start of polling is less than a day away.

There is no sign of any significant break from the pattern of the past week. The Conservatives appear to be set to win the election Tuesday, though on the numbers, a majority seems much less likely than another minority.

Conservative supporters do, however, seem more determined than Liberals to go to the polls on Tuesday. And NDP supporters are growing less likely to turn out. Both of these could be significant for deciding the precise level of Liberal success on Tuesday.

The Liberals will likely retain their position as the official opposition – something that seemed threatened at times in this election, mainly by the burgeoning strength of the BQ.

However, there is still some shifting going on among the electorate. The percentage of undecided voters, while fairly small at 8%, has actually inched up in recent days. In Quebec, an astonishing number of respondents – nearly a quarter -- say they are “likely” to change their vote intention before going to the polling station.

In the two battleground provinces in which the election will likely be decided – Quebec and Ontario – there continue to be some small but significant shifts.

The Conservatives seem to have reached their floor in Quebec and rebounded somewhat, having reclaimed their second-place spot in the province, albeit far behind the first-place BQ.

In Ontario, the Liberals have been inching upward, and have been marginally ahead of the Conservatives for a couple of days now.

#### **HIGHLIGHTS**

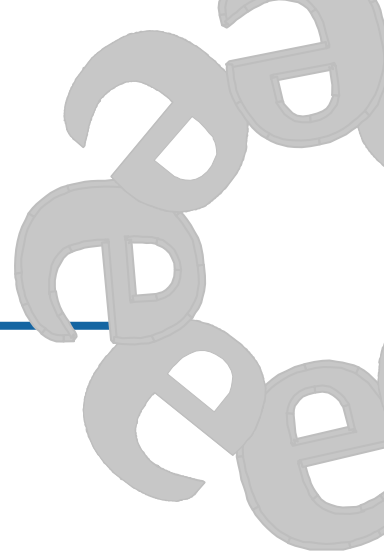
- **Daily national federal vote intention numbers: CPC 34%, Liberal 26%, NDP 18%, Green Party 11%, and the BQ 10%.**

*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.*

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The Liberals also appear to have recovered in British Columbia vis-à-vis the NDP, who have lost their edge, though the Liberals often poll better than they ballot in the province. The Conservatives remain the comfortable frontrunner in the province.






"We are seeing some slight downward pressure on both NDP and Green Party support at the moment as some of their former supporters think about whom they want to win," said EKOS President Frank Graves. "This appears to be behind the Liberals slight improvement. There are still many supporters of these two parties who are considering their options, but time is running out of course."



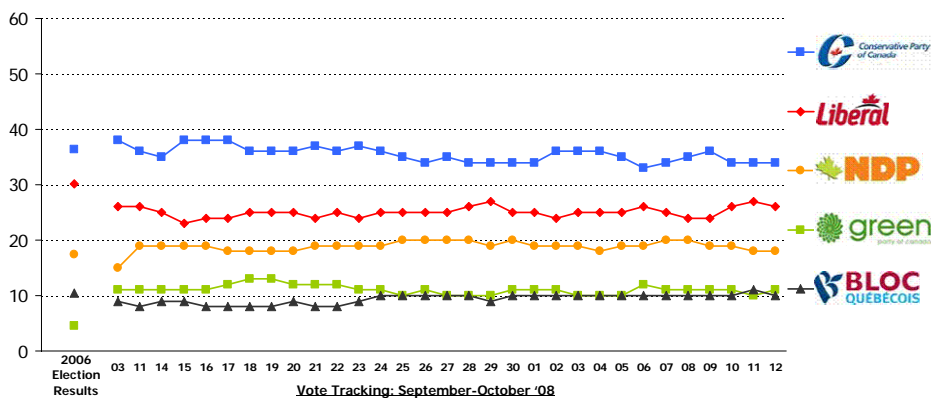
Detailed Tables:

National Federal Vote Intention (a)<sup>1</sup>

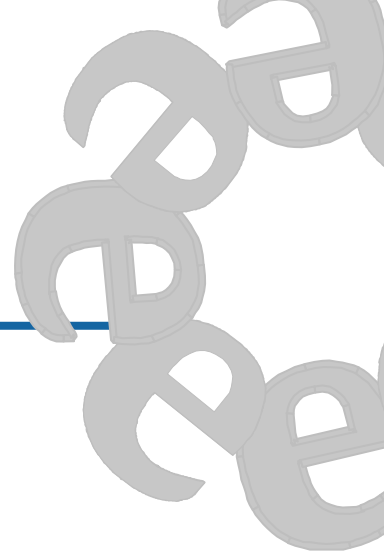
Q. Which Party do you intend to vote for on October 14<sup>th</sup>?

BASE: Decided Voters	CANADA	BC	AB	SK/MB	ON	QC	ATL
n=	2470	590	261	224	487	511	397
Margin of error (+/-)=	2.0	4.0	6.0	6.5	4.4	4.3	4.9
	34	39	56	43	34	24	23
	26	24	16	18	36	17	34
	18	22	16	31	17	12	32
	11	15	12	7	13	5	10
	10	0	0	0	0	41	0

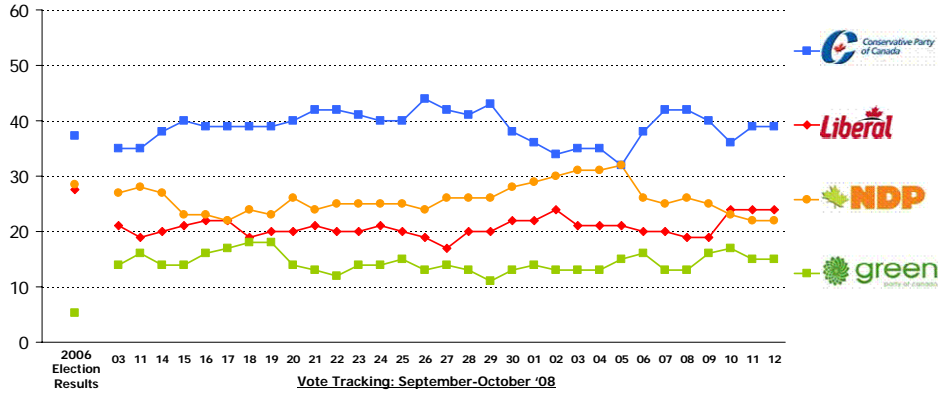
Tracking Federal Vote Intention



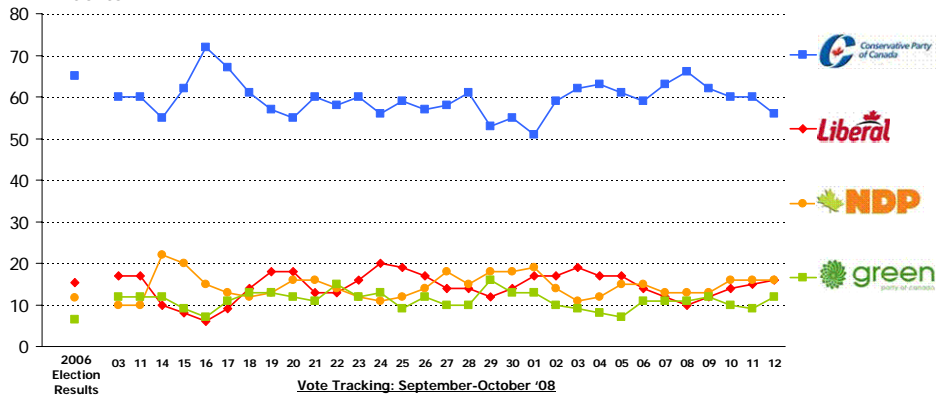
<sup>1</sup> The data presented in this and our other tables on federal vote intention are based on decided voters only. Our survey also finds that 8% of Canadians say they are undecided.



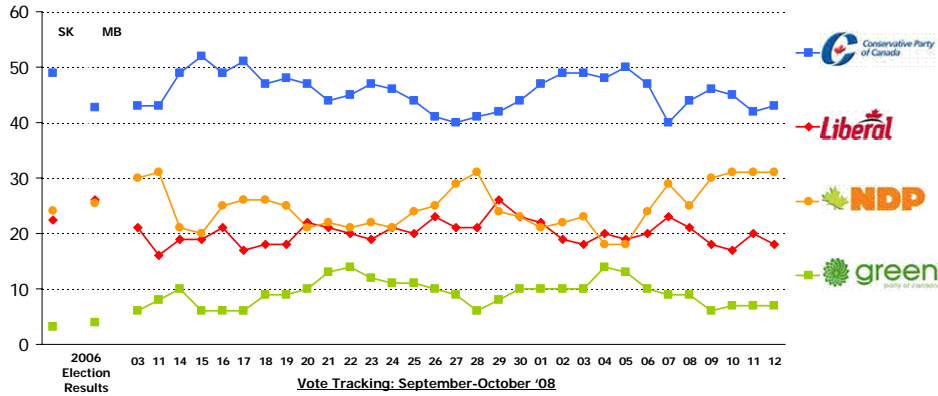
### British Columbia

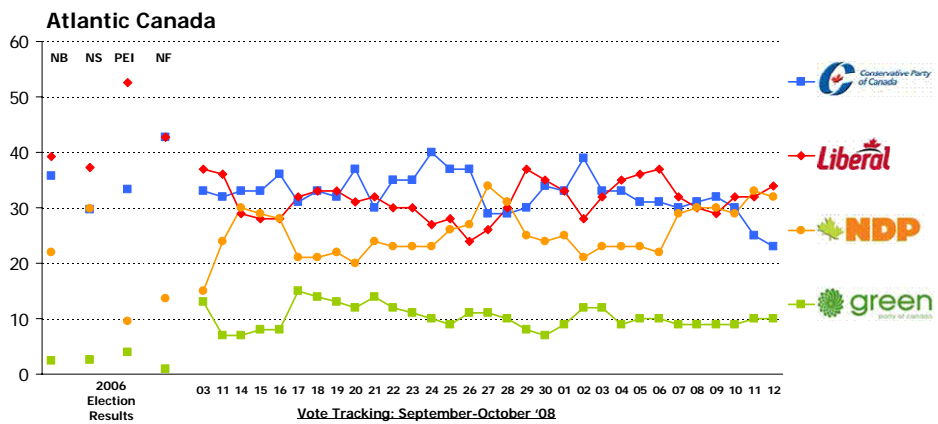
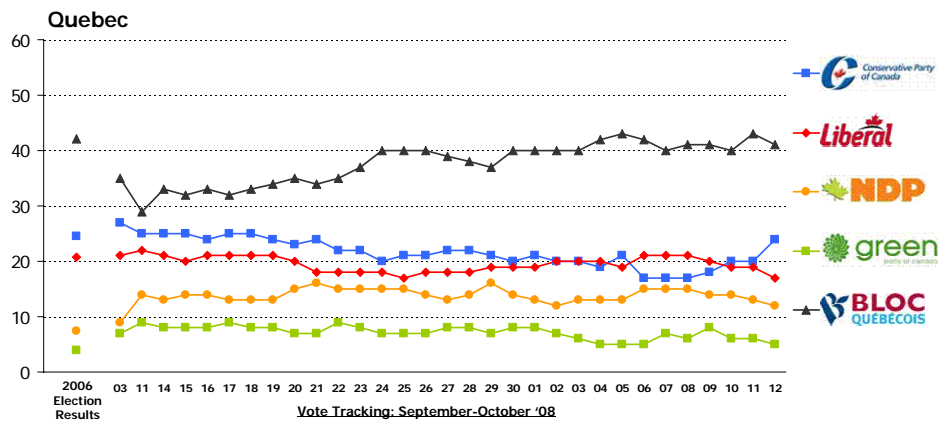
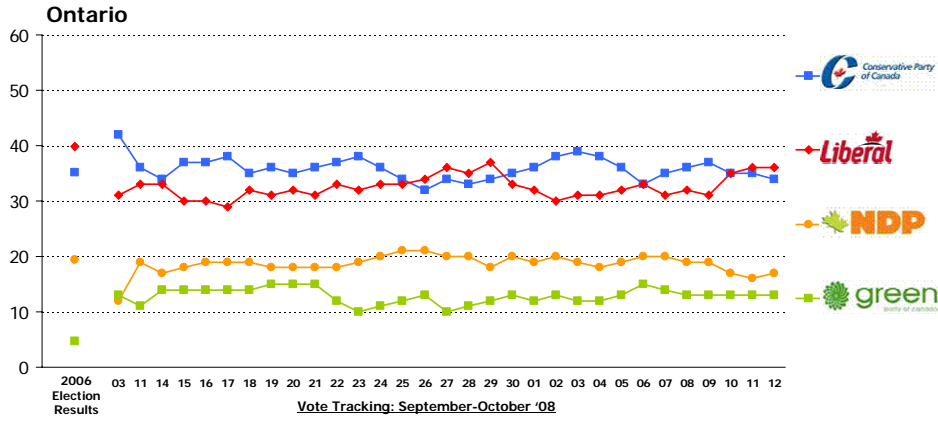
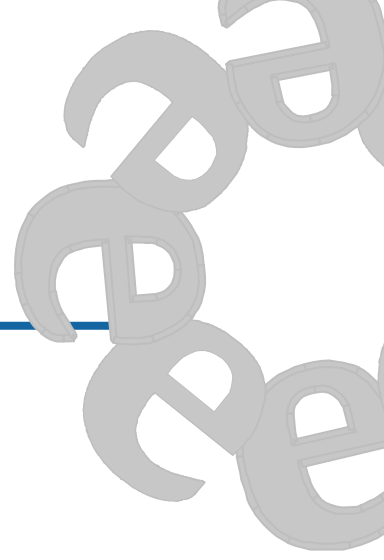


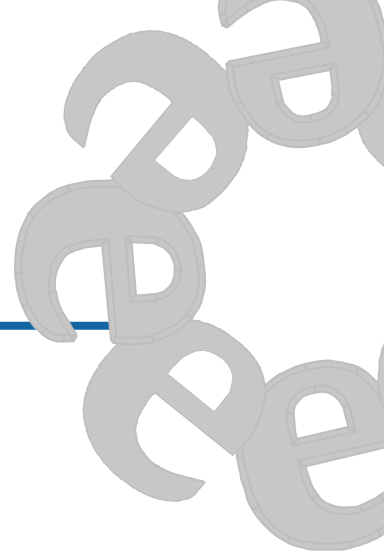
### Alberta



### Saskatchewan & Manitoba








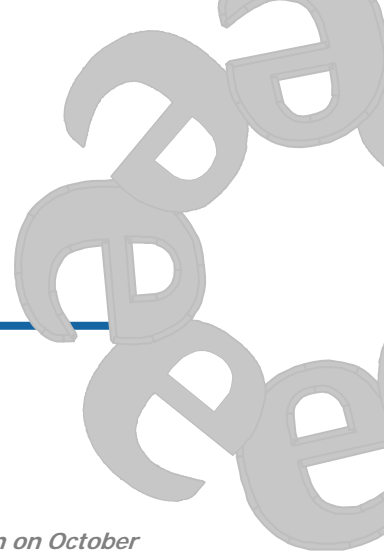




## National Federal Vote Intention (b)

Q. Which Party do you intend to vote for on October 14<sup>th</sup>?

BASE: Decided Voters	CANADA	Sex		Age				Income		
		M	F	<25	25-44	45-64	65+	<\$40 K	\$40-80K	+\$80 K
n=	<b>2470</b>	1163	1307	158	754	1040	518	742	910	818
Margin of error=	<b>2.0</b>	2.9	2.7	7.8	3.6	3.0	4.3	3.6	3.2	3.4
	<b>34</b>	40	29	22	32	36	44	30	34	39
	<b>26</b>	26	27	20	24	30	30	23	25	31
	<b>18</b>	16	21	29	19	17	14	20	22	13
	<b>11</b>	9	13	15	12	9	8	12	10	10
	<b>10</b>	9	11	14	13	8	4	15	8	7

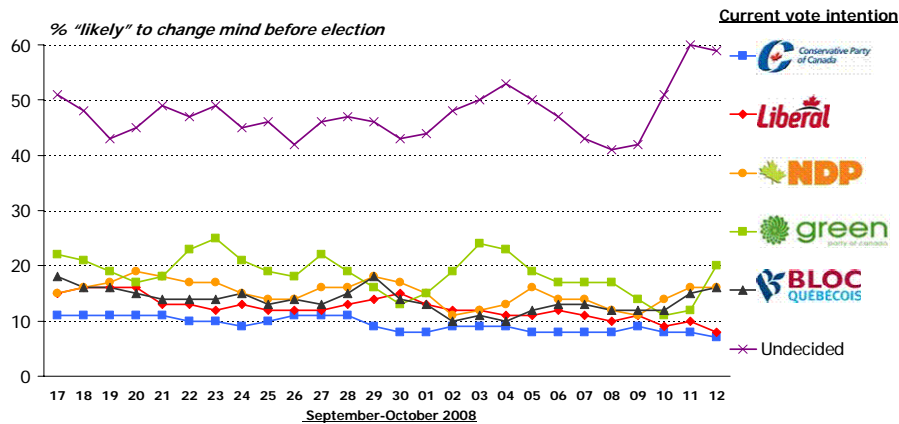


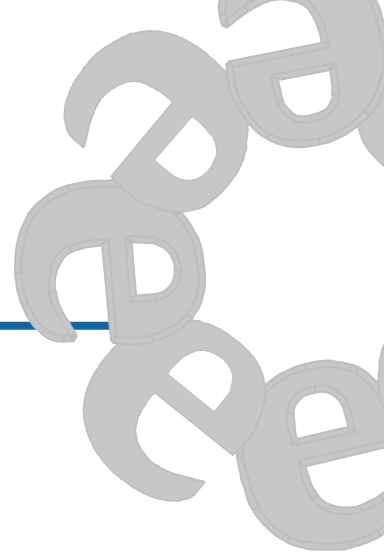
## Likelihood of Changing Vote Intention

*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)	<b>78</b>	88	87	77	73	82	25
Somewhat likely (4)	<b>6</b>	5	5	7	8	2	16
Likely (5-7)	<b>15</b>	7	8	16	20	16	59

### Tracking Likelihood of Changing Vote Intention



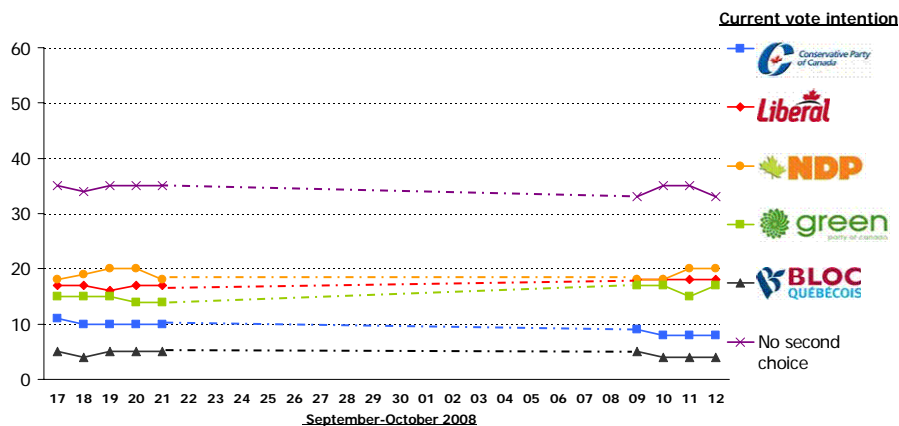


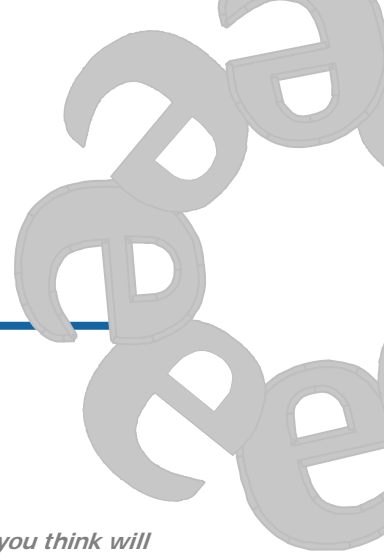
## Second Choice

Q. Which Party would be your second choice?

BASE: Those planning to vote	CANADA	Current Vote Intention					
		CPC	LPC	NDP	GP	BQ	Undecided
	8	0	12	15	13	8	7
	18	21	0	33	30	17	13
	20	15	38	0	32	21	8
	17	11	25	27	0	22	10
	4	3	4	6	5	0	5
No second choice	33	49	22	20	20	32	56






## Tracking Second Choice



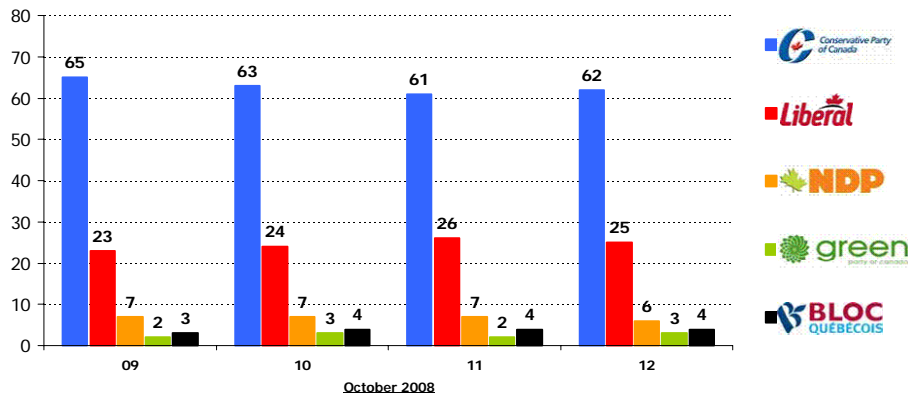


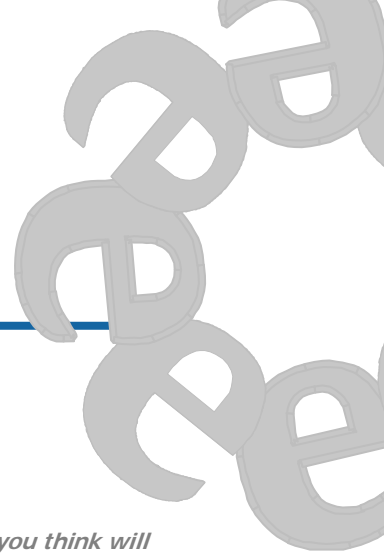
## Likely Winner (a)

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
	62	65	79	67	62	52	59
	25	25	15	18	28	25	30
	6	7	5	11	7	4	9
	3	3	1	4	2	3	2
	4	0	0	0	0	16	0






## Tracking Likely Winner





## 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
	62	93	41	51	58	41	57
	25	4	55	25	25	22	21
	6	2	2	23	3	1	13
	3	1	1	1	11	0	7
	4	0	1	0	3	35	2

### 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 10, 11 and 12.

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In total, 2714 Canadians responded to the survey over this period. The margin of error associated with this rolling sample is +/-1.9 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.