

## ***DAILY TRACKING***

### *TORIES FIGHTING REGIONAL BATTLES BUT WINNING NATIONALLY*

[OTTAWA – October 8, 2008] – The Conservatives continue to maintain a significant lead nationally over all the opposition parties, according to the latest EKOS tracking poll, and have a significant lead with some of the most important groups of voters, but they are fighting a series of very different regional battles.

“Across the country, the Conservatives hold significant leads among many of the demographic groups most likely to vote, such as seniors, men and baby-boomers,” said EKOS President Frank Graves. “There is nothing in this picture that suggests that the Conservatives have been knocked off track from winning government again, by either the leaders’ debates or the international financial crisis.”

“We see no sign of a Tory collapse or a Liberal surge. It does seem that some voters have been drifting between parties in recent days, perhaps because none of them inspires much enthusiasm with the electorate,” he said. “There is some tentativeness and instability, and the gap with the Liberals was narrowing for a few days but the Tory lead, if anything is widening now, not shrinking.”

In British Columbia, the Conservatives seem to be regaining some of their momentum of earlier in the campaign, re-establishing a significant lead over their closest rival, the New Democrats.

In the Prairie provinces they are clearly ahead, though challenged in Manitoba and Saskatchewan by both the NDP and the Liberals.

In Ontario, meanwhile, the Conservatives are struggling to shake off a determined Liberal challenge and a significant NDP presence. However, they maintain a narrow lead.

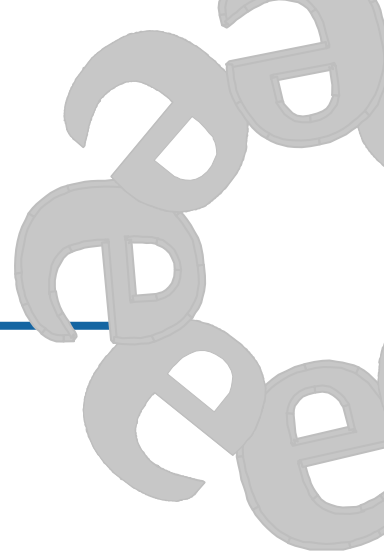
### **HIGHLIGHTS**

- **Daily national federal vote intention numbers: CPC 35%, Liberal 24%, NDP 20%, 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.*

In Quebec, Conservative support continues to slide and the Liberals are now emerging as principal federalist alternative to the Bloc Quebecois.






In the Atlantic provinces, meanwhile, there appears to be a three-way battle, including the Liberals and the New Democrats, though as always, relatively small case-numbers.



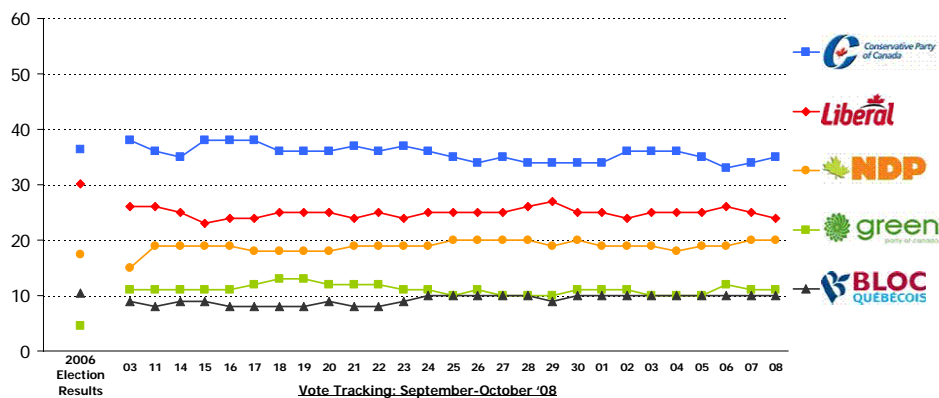
Detailed Tables:

### National Federal Vote Intention<sup>1</sup>

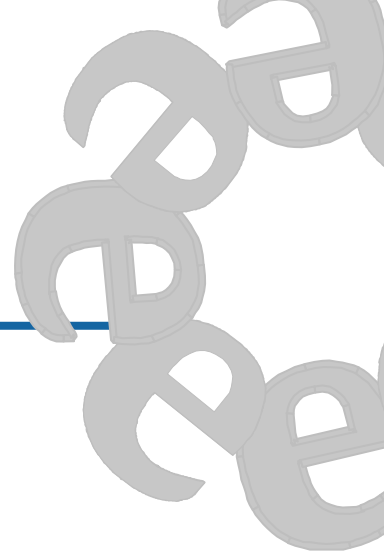
Q. If a federal election were held tomorrow, which party would you vote for?

BASE: Decided Voters	CANADA	BC	AB	SK/MB	ON	QC	ATL
n=	3178	611	166	132	1008	1004	257
Margin of error (+/-)=	1.7	4.0	7.6	8.5	3.1	3.1	6.1
	35	42	66	44	36	17	31
	24	19	10	21	32	21	30
	20	26	13	25	19	15	30
	11	13	11	9	13	6	9
	10	0	0	0	0	41	0

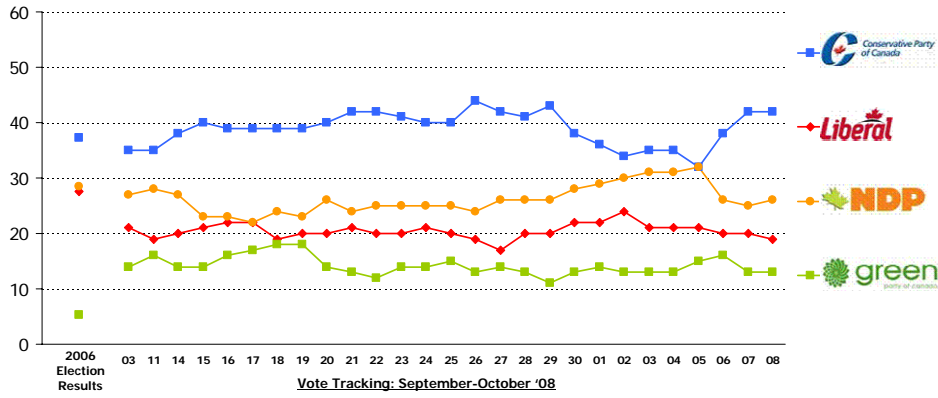
### Tracking Federal Vote Intention



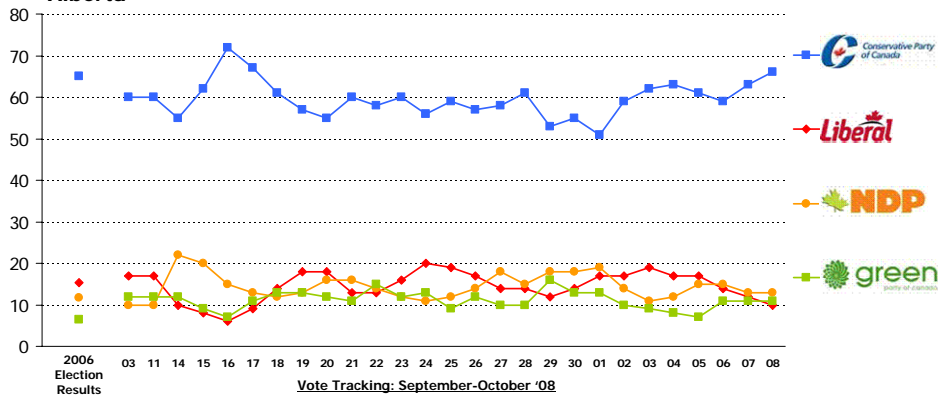
<sup>1</sup> The data presented in this and our other tables on federal vote intention are based on decided voters only. Our survey also finds that 7% of Canadians say they are undecided and 4% say they do not plan to vote on October 14<sup>th</sup>.



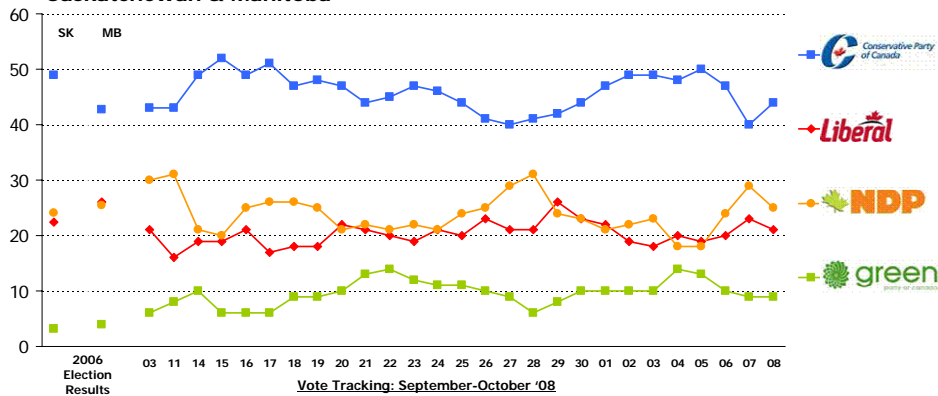
### British Columbia

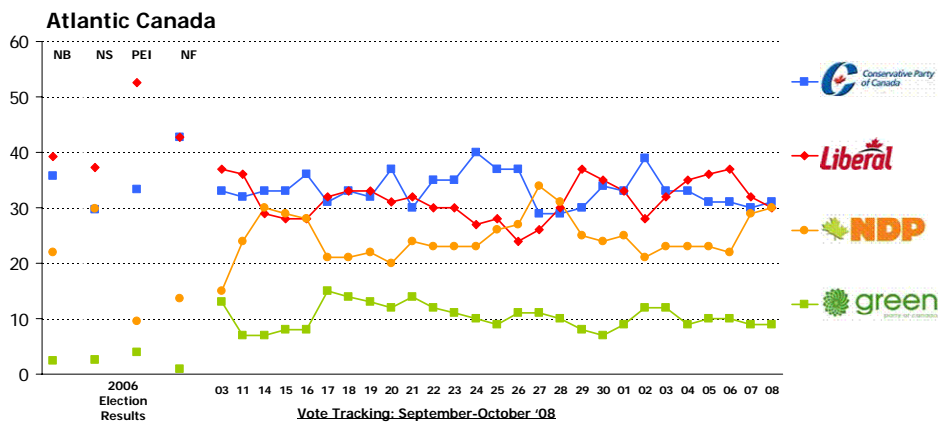
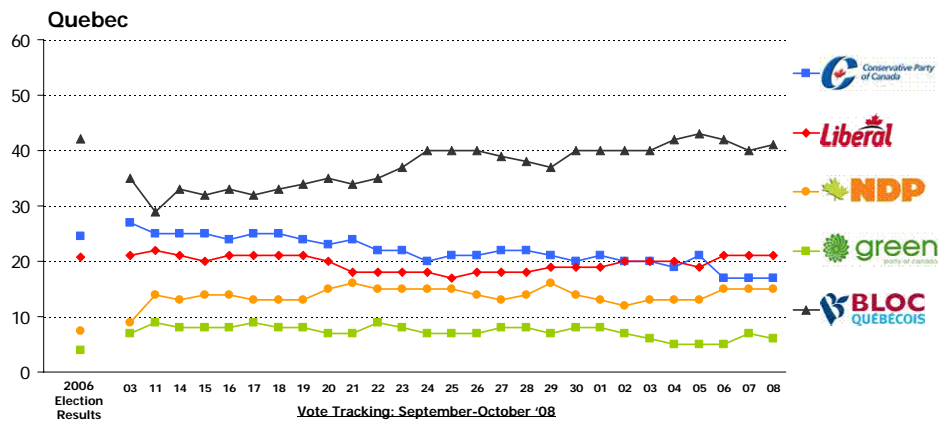
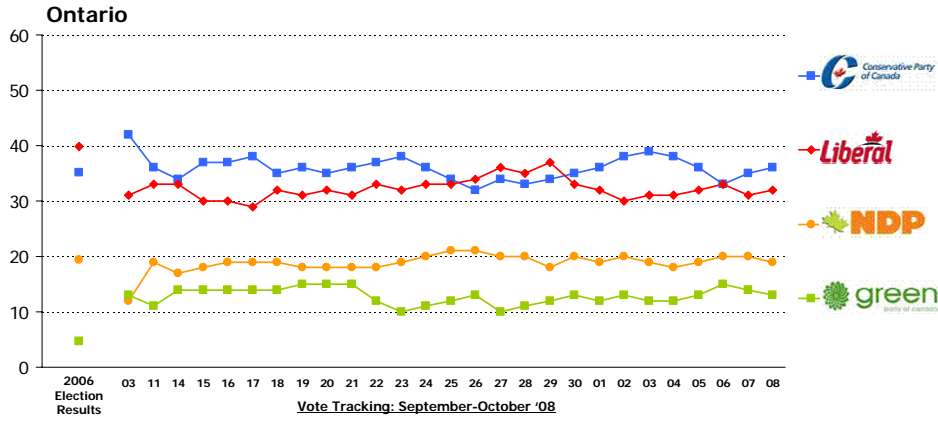
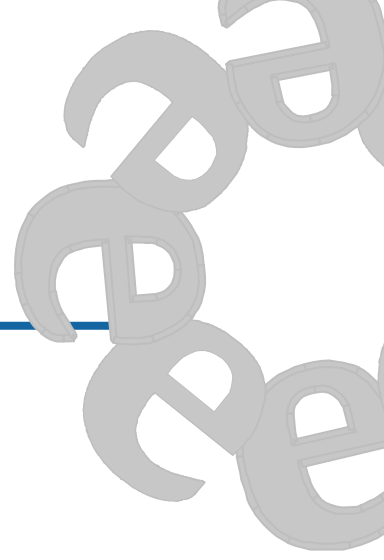


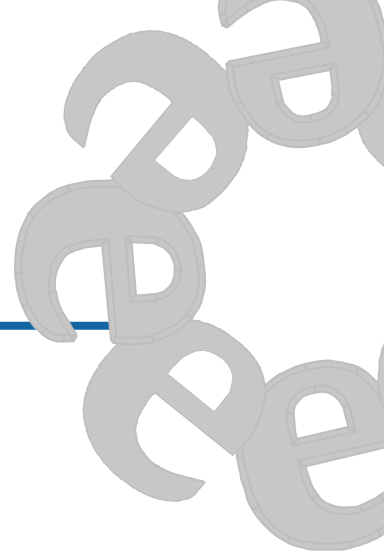
### Alberta



### Saskatchewan & Manitoba








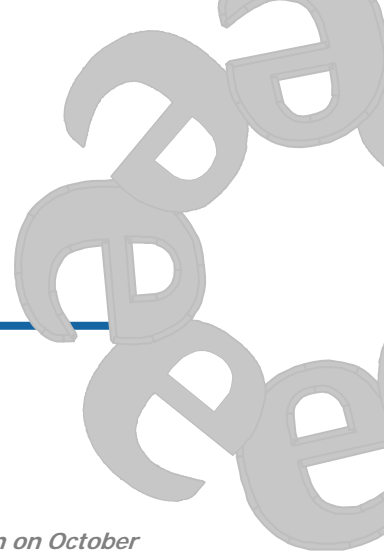




## National Federal Vote Intention

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=	<b>3178</b>	1493	1685	239	1029	1278	632	1085	1151	942
Margin of error=	<b>1.7</b>	2.5	2.4	6.3	3.0	2.7	3.9	3.0	2.9	3.2
	<b>35</b>	40	31	25	31	38	45	34	35	37
	<b>24</b>	24	25	18	23	24	29	20	24	30
	<b>20</b>	17	22	24	21	18	16	23	20	15
	<b>11</b>	11	11	19	12	11	5	11	10	12
	<b>10</b>	9	11	14	12	9	5	13	10	7

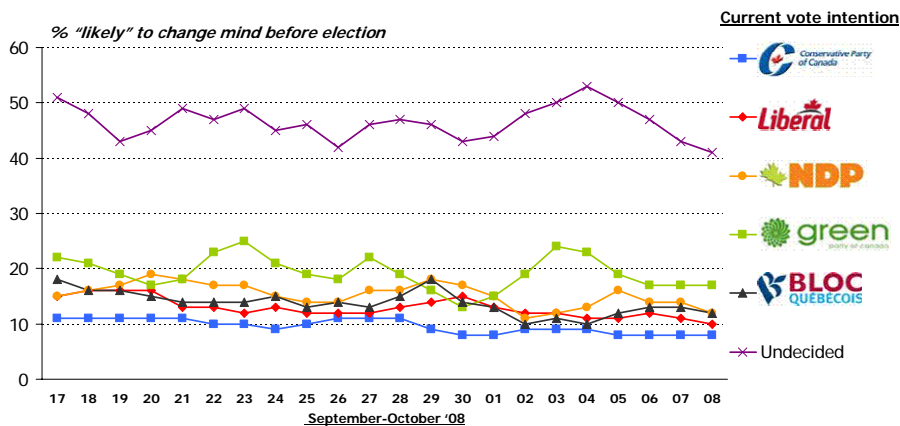


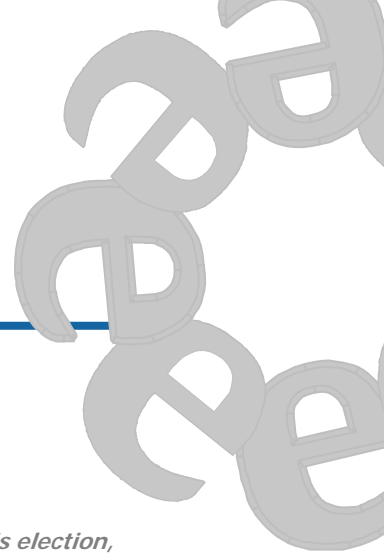
## Likelihood of Changing Vote Intention

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

BASE: Canadians	Current Vote Intention						
	CANADA	CPC	LPC	NDP	GP	BQ	Undecided
Not likely (1-3)	80	89	84	80	73	85	41
Somewhat likely (4)	6	3	6	8	10	3	18
Likely (5-7)	13	8	10	12	17	12	41

### Tracking Likelihood of Changing Vote Intention



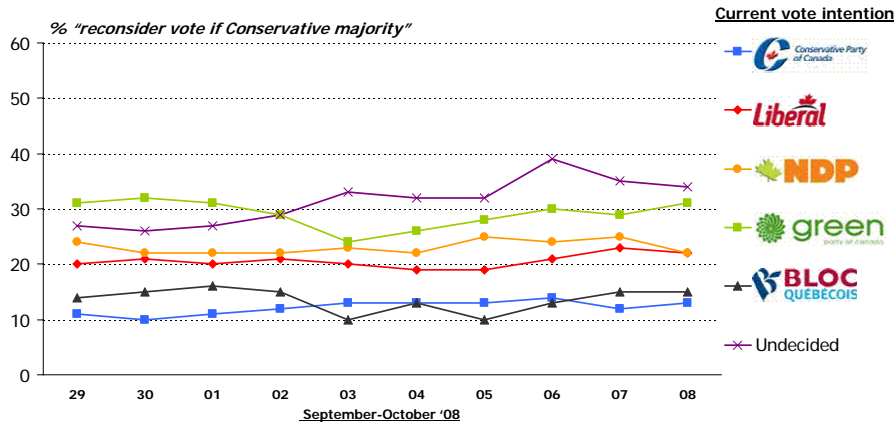


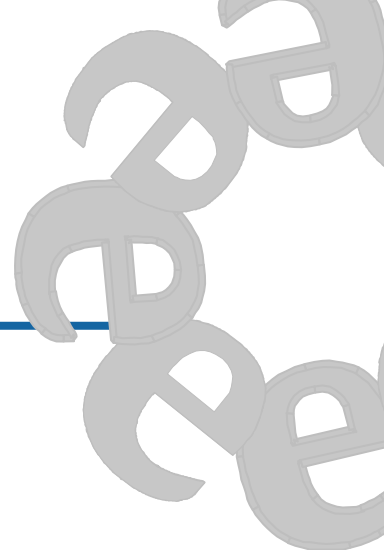
## Strategic Vote Switching

*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	20	13	22	22	31	15	34
No – would not reconsider	80	87	78	78	69	85	66






### Tracking



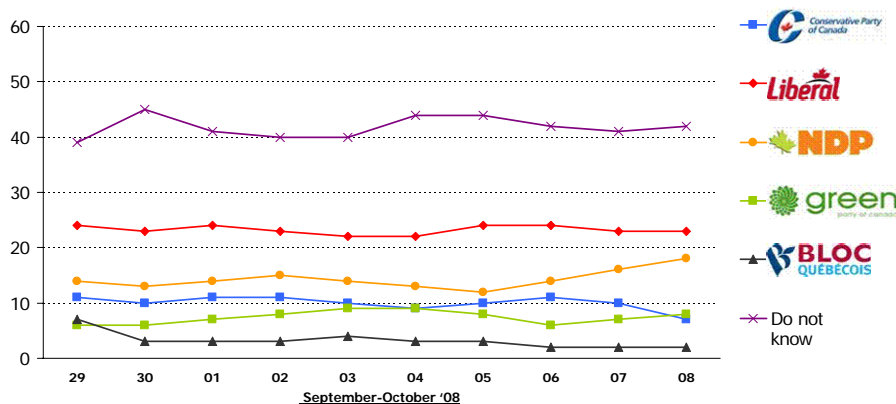


## Where do the “Strategic Switchers” migrate to?

*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
	7	0	11	9	6	9	11
	23	25	0	40	32	27	22
	18	25	27	0	25	10	11
	8	11	8	9	0	9	8
	2	1	1	4	3	0	2
Do not know	42	38	52	37	33	44	46

### Tracking



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## 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 6, 7 and 8.

In total, 3599 Canadians responded to the survey over this period. The margin of error associated with this rolling sample is +/-1.6 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.