

ELECTION OUTCOME EXPECTATIONS

CANADIANS PREPARE FOR A CONSERVATIVE GOVERNMENT

[OTTAWA – October 2, 2008] – More than three-quarters of Canadians say they expect the Conservatives to win the election on October 14, but whether they expect the Conservatives to get a majority or minority has a lot to do with whether they like the Conservatives, or prefer another party.

Fifty-two percent of Conservative supporters expect a majority government, compared with 42% who expect a minority. But Liberal, NDP, Green and Bloc Québécois voters all say they expect a minority government after the election by substantial margins. That may make it tougher for the Liberals and the NDP to stampede voters their way in an attempt to stop the Tories from winning the majority they seek.

HIGHLIGHTS

- **3 in 4 Canadians believe that the Conservatives will win the election.**
- **About 1 in 2 thinks it will be a minority government, but 1 in 3 thinks the CPC will get a majority.**
- **Sizable aversion to formation of a majority government (i.e., 8 in 10 say a CPC or a LPC majority would be their “least preferred outcome”).**

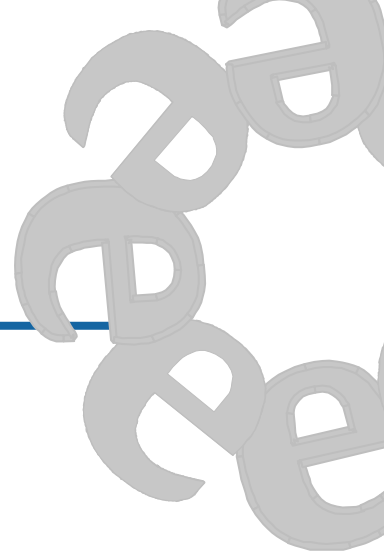
Please note that the methodology and detailed tables of these and other results discussed in this release are provided at the end of this document.

Looking across supporters of all the parties, most Canadians – 58% -- expect a minority government. That said, there has been a modest rise in acceptance of a Conservative majority outcome since the last election.

Commentators sometimes talk as if everyone who doesn't vote Conservative wants them to lose. Not so. When our respondents were asked to choose among four options -- Tory majority, Tory minority, Liberal minority or Liberal majority – almost half (49%) preferred a Conservative government of some kind, compared with just 42% who preferred a Liberal government.

But paradoxically, when asked what the worst outcome of an election would be, nearly half again (47%) said that would be a majority Tory government. This negativity is very strongly pronounced in all camps save Conservative supporters. This may help explain the see-saw pattern of the campaign to date, with Canadians reining in the Conservatives when they seem to be headed for a majority.






Interestingly, Liberal voters are not universally enthusiastic about a Liberal majority – as distant a prospect as that may seem. Barely half (49%) preferred a Liberal majority, compared with 36% who preferred a Liberal minority. More than one in ten Liberal voters actually preferred a Conservative government of some kind.



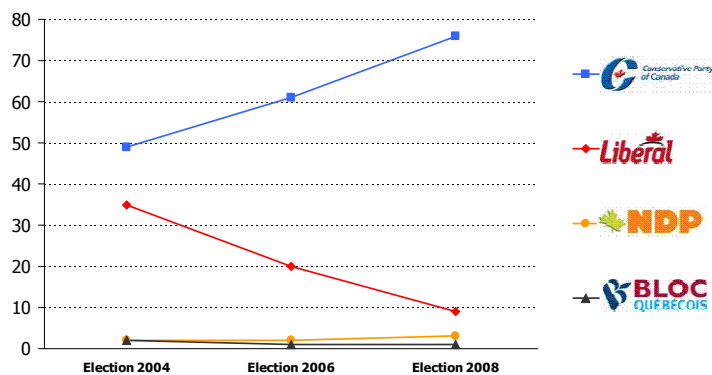
Detailed Tables:

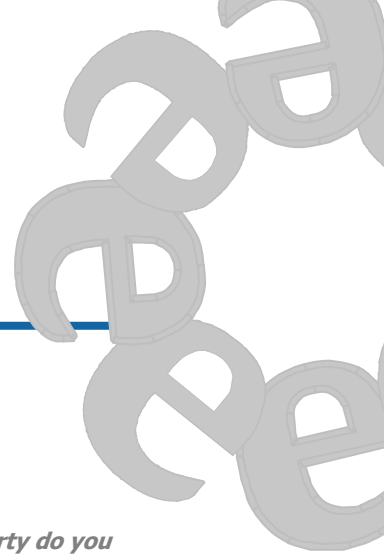
Perceived Likely Winner

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

BASE: Decided Voters	CANADA	BC	AB	SK/MB	ON	QC	ATL
n=	1496	244	124	108	569	298	153
Margin of error (+/-)=	2.5	6.2	8.8	9.4	4.1	5.7	7.9
	76	73	83	81	77	73	67
	9	11	8	7	9	9	9
	3	3	0	3	3	5	4
	1	0	0	0	0	3	1
	0	0	0	0	0	0	0
Do not know	11	12	9	9	11	10	18






Tracking Likely Winner

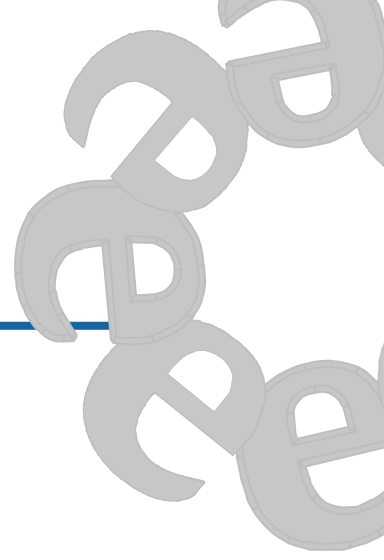




Perceived Likely Winner

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

BASE: Decided Voters	CANADA	CPC	LPC	NDP	GP	BQ	Undecided
n=	1496	497	383	280	136	109	41
Margin of error (+/-)=	2.5	4.4	5.0	5.9	8.4	9.4	15.3
	76	92	67	71	71	73	46
	9	3	14	10	12	12	9
	3	0	4	7	6	1	2
	1	0	0	0	0	8	0
	0	0	0	0	0	0	0
Do not know	11	5	14	12	11	6	43

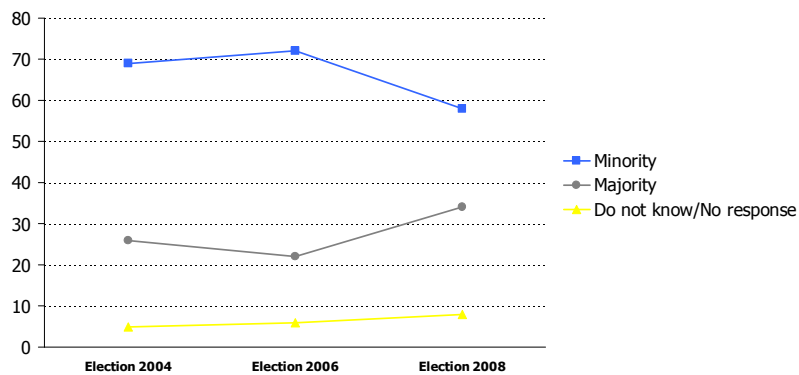


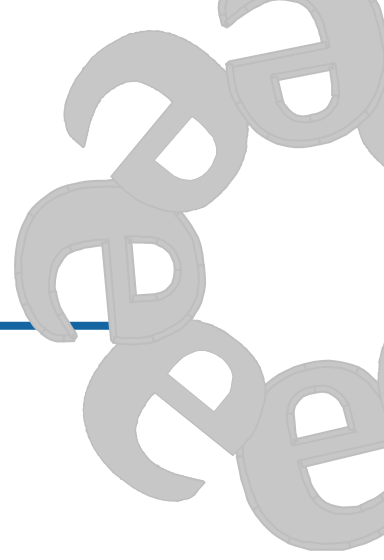
Majority or Minority?

Q. Do you think it will be a minority or a majority government?

BASE: Canadians n=	Region						
	CANADA	BC	AB	SK/MB	ON	QC	ATL
Margin of error (+/-)	2.5	6.2	8.8	9.4	4.1	5.7	7.9
Minority	58	59	50	58	60	59	59
Majority	34	29	44	36	34	33	32
Do not know/No response	8	12	7	6	7	8	8

Tracking Majority vs. Minority Expectations

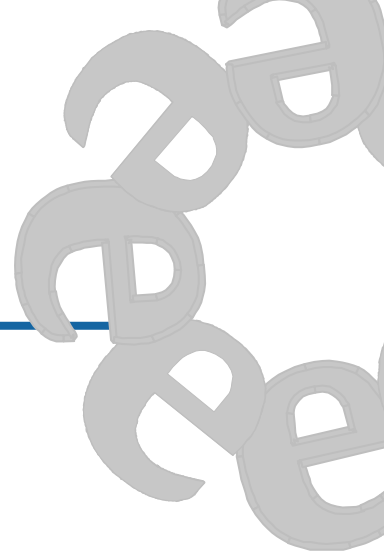




Majority vs. Minority?

Q. Do you think it will be a minority or a majority government?

BASE: Canadians	Current Vote Intention						
	CANADA	CPC	LPC	NDP	GP	BQ	Undecided
n=	1496	497	383	280	136	109	41
Margin of error (+/-)	2.5	4.4	5.0	5.9	8.4	9.4	15.3
Minority	58	42	71	66	61	62	50
Majority	34	52	24	25	32	31	22
Do not know/No response	8	6	6	9	7	6	29

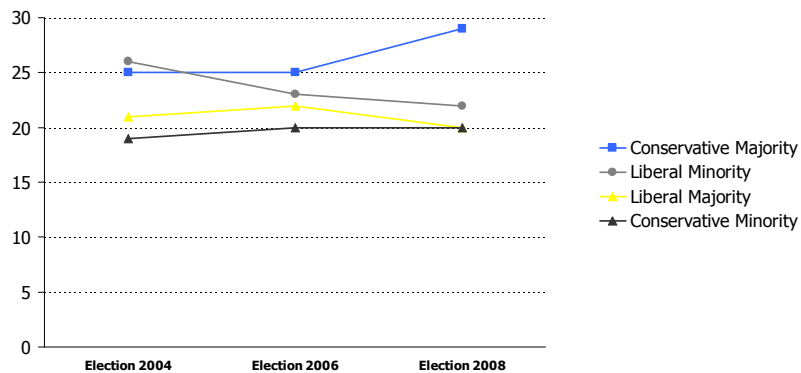


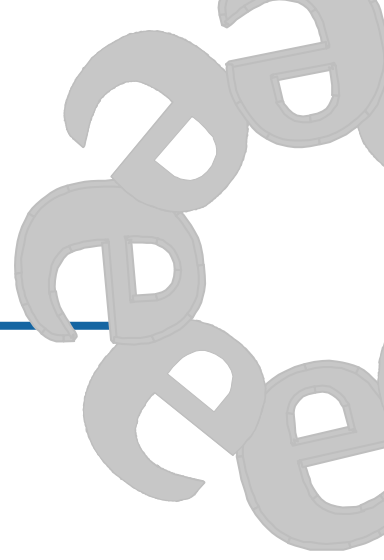
Preferred Outcome

Q. Which of the following outcomes do you think would be BEST?

BASE: Canadians n=	Region						
	CANADA	BC	AB	SK/MB	ON	QC	ATL
Margin of error (+/-)	2.5	6.2	8.8	9.4	4.1	5.7	7.9
Conservative Majority	29	29	50	28	27	23	29
Liberal Minority	22	21	12	21	25	25	17
Liberal Majority	20	23	13	14	21	19	23
Conservative Minority	20	19	18	22	20	23	14
Do not know/No response	9	8	6	14	8	10	18

Tracking Preferred Outcome





Preferred Outcome

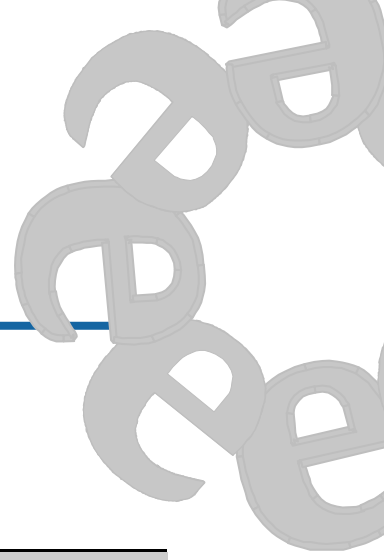
Q. Which of the following outcomes do you think would be BEST?

BASE: Canadians n=	Current Vote Intention						
	CANADA	CPC	LPC	NDP	GP	BQ	Undecided
n=	1496	497	383	280	136	109	41
Margin of error (+/-)	2.5	4.4	5.0	5.9	8.4	9.4	15.3
Conservative Majority	29	74	1	11	12	15	0
Liberal Minority	22	2	36	35	25	35	20
Liberal Majority	20	1	49	16	19	19	25
Conservative Minority	20	20	11	25	32	25	9
Do not know/No response	9	4	4	13	12	6	46

Least Preferred Outcome

Q. Which of the following outcomes do you think would be the WORST?

BASE: Canadians n=	Region						
	CANADA	BC	AB	SK/MB	ON	QC	ATL
n=	1496	244	124	108	569	298	153
Margin of error (+/-)	2.5	6.2	8.8	9.4	4.1	5.7	7.9
Conservative Majority	47	46	25	42	50	54	38
Liberal Majority	34	38	57	40	31	25	33
Liberal Minority	9	6	10	9	8	11	7
Conservative Minority	4	4	3	1	5	5	3
Don't know/No response	7	6	5	8	6	5	19



Least Preferred Outcome

Q. Which of the following outcomes do you think would be the WORST?

BASE: Canadians n=	Current Vote Intention						
	CANADA	CPC	LPC	NDP	GP	BQ	Undecided
n=	1496	497	383	280	136	109	41
Margin of error (+/-)	2.5	4.4	5.0	5.9	8.4	9.4	15.3
Conservative Majority	47	3	81	65	59	65	41
Liberal Majority	34	74	4	19	24	21	13
Liberal Minority	9	15	6	6	8	6	0
Conservative Minority	4	4	5	3	3	7	0
Don't know/No response	7	5	4	6	7	1	46

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 field dates for this survey are September 29 to October 1, 2008. In total, a random sample of 1,496 Canadians aged 18 and over responded to the survey. A sample of this size provides a margin of error of +/- 2.5 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.