Status quo overnight, Tories hold on to four point lead

cpac **NANOS** NIGHTLY TRACKING

FIRST RANKED BALLOT (N=1,202 Canadians, 1,031 decided voters)
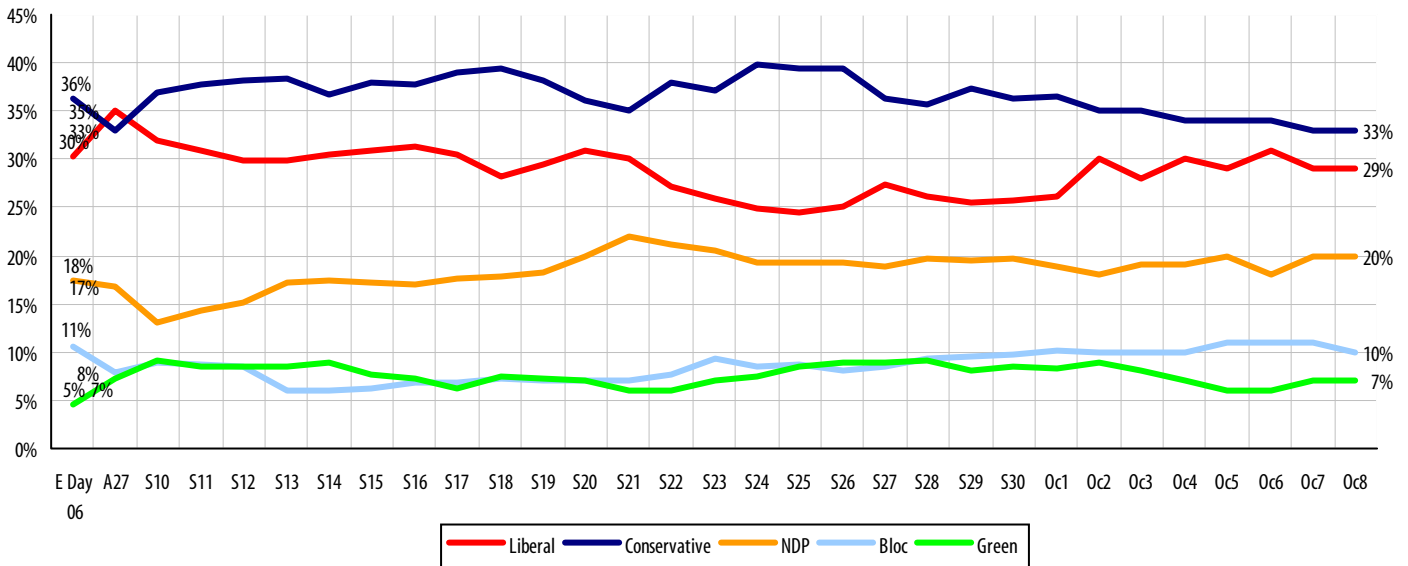
REGIONAL BALLOTS

	Canada		Atlantic Canada		Quebec		Ontario		Western Canada	
	Oct 7	Oct8	Oct 7	Oct 8	Oct 7	Oct 8	Oct 7	Oct 8	Oct 7	Oct 8
	%	%	%	%	%	%	%	%	%	%
Conservative	33	33	31	25	20	19	28	28	48	50
Liberal	29	29	31	39	21	19	40	39	25	26
NDP	20	20	32	26	13	17	22	23	18	18
BQ	11	10	-	-	45	42	-	-	-	-
Green	7	7	6	10	2	3	10	11	9	6
Accuracy	±3.1	±3.1	±10.1	±9.8	±6.4	±6.3	±5.5	±5.6	±5.2	±5.1
Undecided	15	14	20	18	20	16	13	14	13	12

*Note: Percentages may not add up to 100 due to rounding.

Media inquiries should be directed to: Nik Nanos at nnanos@nanosresearch.com or (613) 234-4666 x237. Visit the Nanos website to sign up for instant email updates. For a detailed explanation on the methodology, please refer to page 5 of this release.
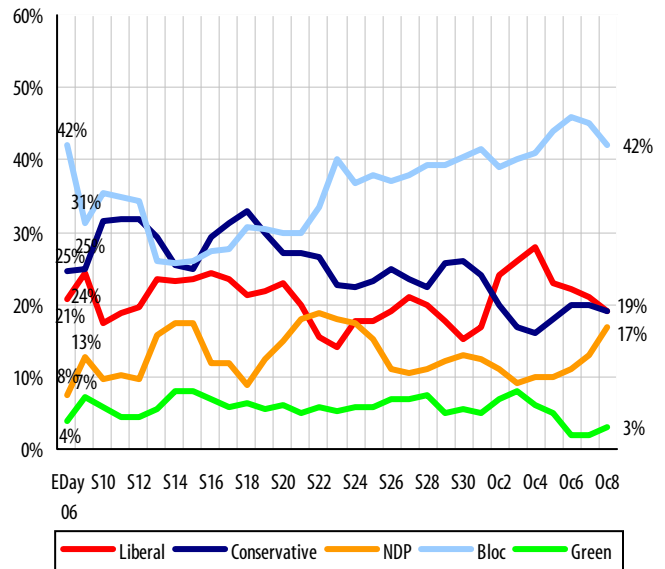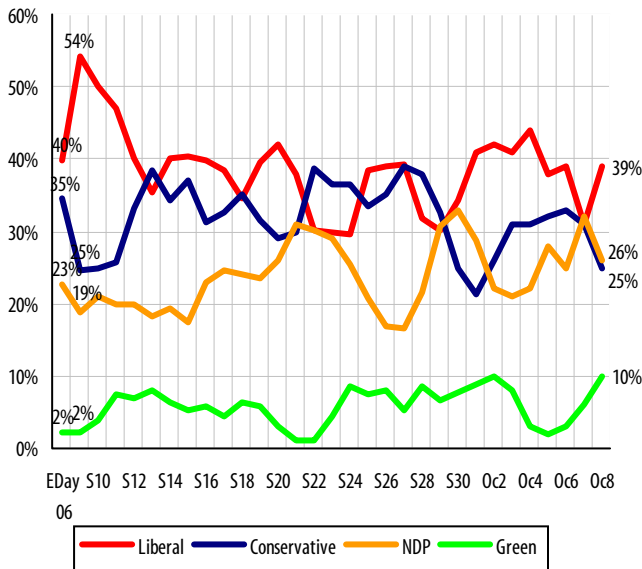
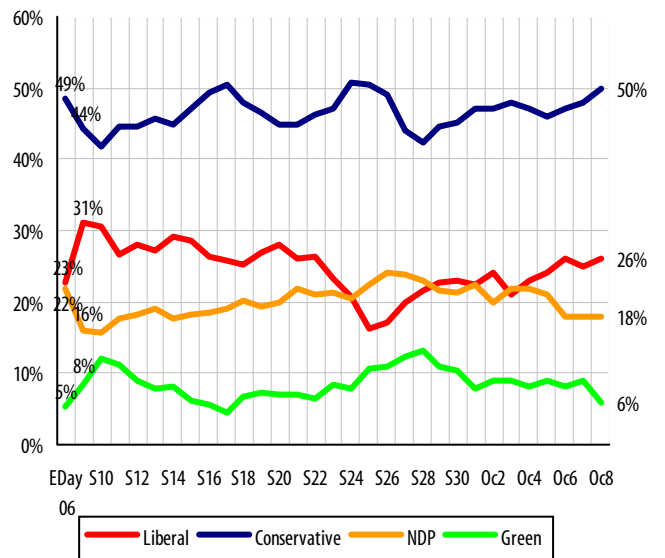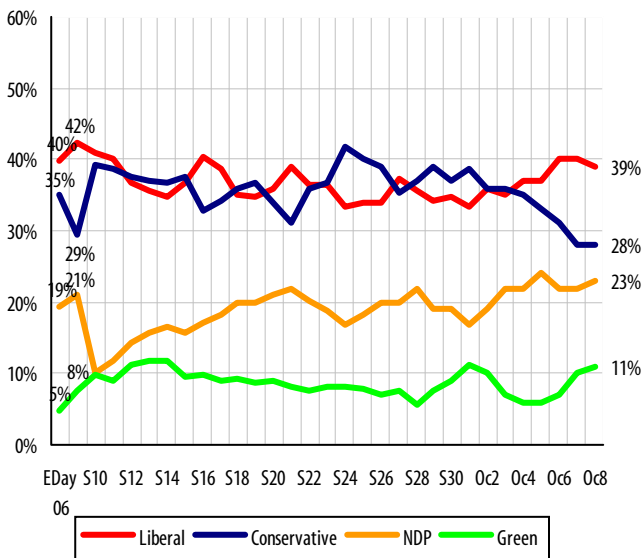## Western Canada embraces Harper, East is tentative

cpac (n) NANOS
NIGHTLY TRACKING

ATLANTIC CANADA (103 Decided Voters, Accuracy ±9.8)

Liberal — Conservative — NDP — Green

QUEBEC (245 Decided Voters, Accuracy ±6.3)

Liberal — Conservative — NDP — Bloc — Green

ONTARIO (313 Decided Voters, Accuracy ±5.6)

Liberal — Conservative — NDP — Green

WESTERN CANADA (370 Decided Voters, Accuracy ±5.1)

Liberal — Conservative — NDP — Green

Harper slides for second consecutive day, leads Dion by 23 points

cpac **n NANOS**
NIGHTLY TRACKING
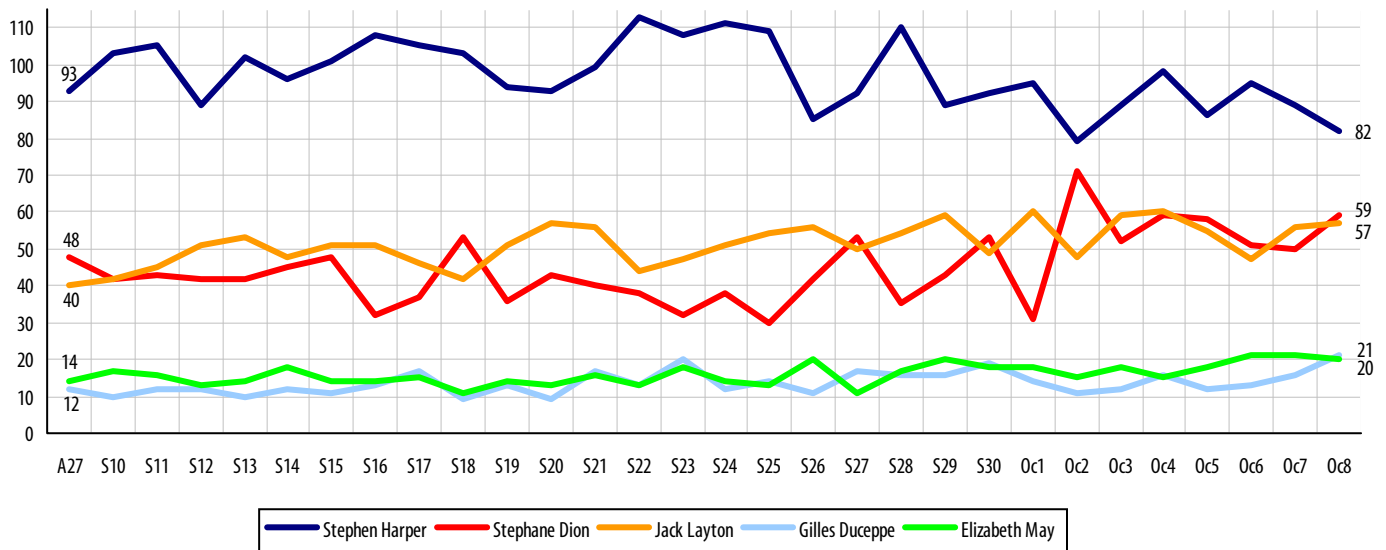
LEADERSHIP INDICATORS

	Trust		Competence		Vision for Canada		Leadership Index Score	
	Oct 7	Oct 8	Oct 7	Oct 8	Oct 7	Oct 8	Oct 7	Oct 8
	%	%	%	%	%	%		
Stephen Harper	27	25	35	32	27	25	89	82
Stephane Dion	15	18	16	21	19	20	50	59
Jack Layton	20	19	18	17	18	21	56	57
Gilles Duceppe	8	9	3	6	5	6	16	21
Elizabeth May	8	9	5	4	8	7	21	20
None of them/Undecided	20	19	22	20	24	21		
Accuracy	± 5.0	± 5.0	± 5.0	± 5.0	± 5.0	± 5.0		

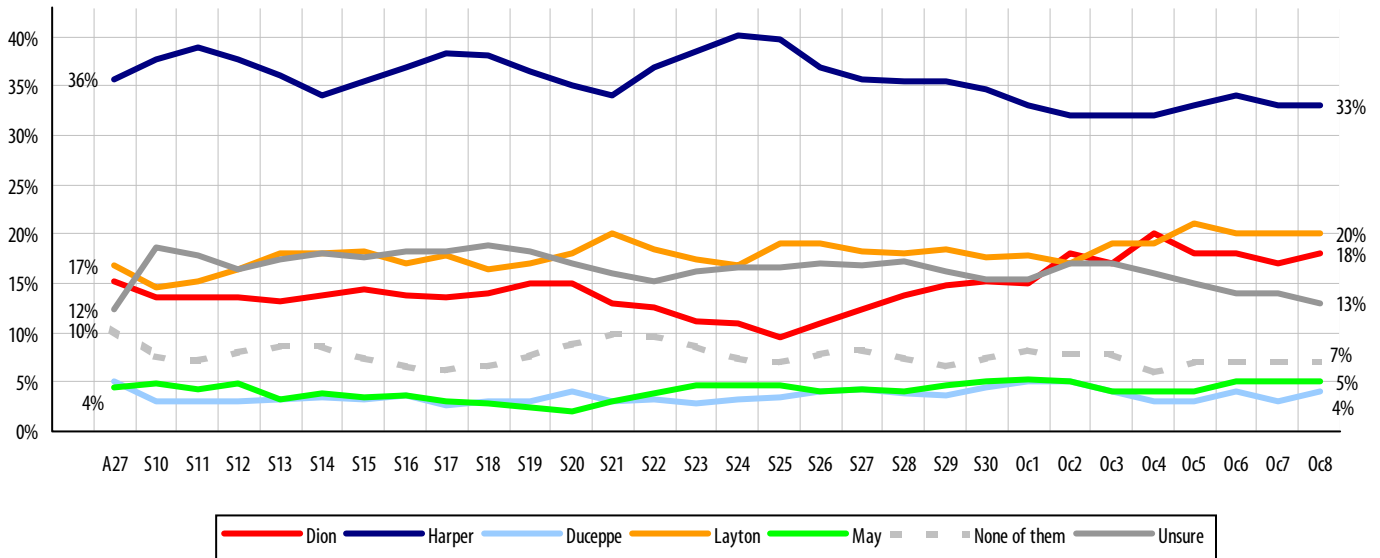*Note: Percentages may not add up to 100 due to rounding.

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NANOSREPORT

Harper leads as best PM by 13 points

cpac **n NANOS NIGHTLY TRACKING**

BEST PRIME MINISTER (N=1,202 Canadians)

Legend: Dion — Harper — Duceppe — Layton — May — None of them — Unsure

REGIONAL NUMBERS

	Canada		Atlantic Canada		Quebec		Ontario		Western Canada	
	Oct 7	Oct 8	Oct 7	Oct 8	Oct 7	Oct 8	Oct 7	Oct 8	Oct 7	Oct 8
	%	%	%	%	%	%	%	%	%	%
Harper	33	33	28	22	20	21	32	31	46	46
Layton	20	20	32	31	20	20	20	21	15	17
Dion	17	18	15	22	18	15	21	22	13	15
May	5	5	2	2	3	3	8	9	6	4
Duceppe	3	4	-	-	12	14	1	1	-	-
None	7	7	10	11	9	12	6	5	6	5
Undecided	14	13	13	12	18	15	13	13	14	13
Accuracy	± 2.8	± 2.8	± 9.0	± 8.9	± 5.8	± 5.8	± 5.2	± 5.2	± 4.9	± 4.8

*Note: Percentages may not add up to 100 due to rounding.

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METHODOLOGY

CPAC NANOS NIGHTLY TRACKING

CPAC Questions

1. If a FEDERAL election were held today, could you please rank your top two current <u>local</u> voting preferences? (First ranked reported)
2. Are you currently leaning towards any particular FEDERAL party, and if you are, which party would that be?

    As you may know, [ROTATE all five federal leaders with name and party]. Which of the federal leaders would you best describe as:
3. Most trustworthy
4. Most competent
5. Best vision for Canada's future
6. Of the following individuals, who do you think would make the best Prime Minister? [ROTATE names of all five party leaders]

Methodology

A national random telephone survey is conducted nightly by Nanos Research throughout the campaign. Each evening a new group of 400 eligible voters are interviewed. The daily tracking figures are based on a three-day rolling sample comprised of 1,200 interviews. To update the tracking a new day of interviewing is added and the oldest day dropped. The margin of accuracy is ±2.9%, 19 times out of 20.

The respondent sample is stratified geographically and by gender. The data may be weighted by age according to data from the 2006 Canadian Census administered by Statistics Canada. Percentages reported may not add up to 100 due to rounding. The research has been registered with the Marketing Research and Intelligence Association of which Nanos is a member.

Leadership Index Score Methodology

Every day, Nanos will report on a daily leadership index score. The leadership index score is a summation of the three leadership indicators (trustworthy, competence, vision). For example, on August 27th (A27), Elizabeth May received a Leadership Index Score of 14 because 6% of Canadians identified Elizabeth May as the most trustworthy leader, 3% said she was the most competent and 5% said she had the best vision for Canada

The Leadership Index Score will be tracked daily with updated results from the previous night of polling. Unlike the other measures tracked by Nanos, the leadership index score will not be based on a three-day rolling sample. It will be reported from results the evening before. This will allow Nanos to measure the performance of the federal party leaders and the key factors driving performance on a daily basis.

About Nanos

Established in 1987, Nanos Research is a full service public opinion research and management consulting firm. For more information on our full range of services please visit our website www.nanosresearch.com.

> Media inquiries should be directed to:
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When you think of Nanos –
think quality, service and insight.

Established in 1987, Nanos Research is one of North America's premier market and public opinion research organizations. We put strategic intelligence into the hands of decision-makers.

Whether you are charting a new corporate expansion, engaging employee input or navigating a complex public policy issue, executives like you turn to Nanos as their trusted research partner.
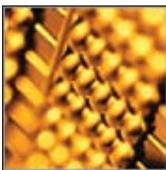
Capabilities

Nanos has the scope and capacity for every assignment. Our organization has offices in Ottawa, Toronto, Vancouver, Halifax and Calgary.

- Telephone Surveys
- Online Surveys
- Mystery Shopping

- Qualitative Research (Focus groups/in-depth interviews)
- eDeliberative Polling and Online Dialogue
- Management Consulting and Strategic Advice

Our Record of Success

As a full-service research firm, Nanos brings the right tools to every research challenge to ensure success. The sample assignments listed below demonstrate the broad range of Nanos capabilities that clients have called upon.

In the lead-up to a major **labour negotiation**, a multi-billion dollar corporation turned to Nanos to conduct research and provide advice on its corporate reputation and positioning.

Nanos helped chart the course for the **market expansion** of one of North America's leading retailers. Nanos conducted market and customer research which helped the retailer grow market share to number one in its class while expanding from 40 to 220 stores.

A global advocacy organization chose Nanos to **reposition a major international campaign** as part of an effort to increase support for the cause and to influence decision-makers.

As part of a policy renewal process, a federal government department retained Nanos to conduct an **environmental scan** of policy initiatives around the world.

Nanos has conducted major brand research and provided expert analysis for numerous **trademark litigations**.

A leading industry association relied on Nanos to conduct research, **test creative materials** and provide advice related to its image and government initiatives which impact association members.

For a federal government department, Nanos developed an over-arching service delivery **performance measurement** framework.

Faced with negative press, a leading advocacy organization turned to Nanos to conduct research among donors, members and the general populace to manage its reputation and craft a **communications campaign.**

In the 2004 and 2006 national federal elections in Canada, Nanos conducted a **nightly tracking** initiative in conjunction with CPAC, Canada's Political Channel. In both elections Nanos was recognized as the most accurate at predicting the outcome.

www.nanosresearch.com

A Trusted Source

Our team is headed by Nik Nanos, a leader in the market and public opinion research industry recognized for the quality of his work, the insightfulness of his counsel and his professional integrity. Media organizations regularly call upon Nik Nanos and Nanos Researchto capture the public pulse and analyse complex issues.

The Nanos Research Group

Our group of companies is a national team of like-minded research professionals and organizations bound by a common commitment to quality research, quality service and superior research outcomes.

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insight
you can trust