

September 16, 2008

Conservatives Maintain Lead

The latest rolling Canadian Press Harris/Decima survey reveals:

- **Nationally**, over the last four days, the Conservatives lead with 38%, followed by the Liberals at 27%, 16% for the NDP, 10% for the Green Party, and 8% for the BQ.

For more information:

Bruce Anderson

President, Harris/Decima

Tel: (613) 230-2200

banderson@harrisdecima.com

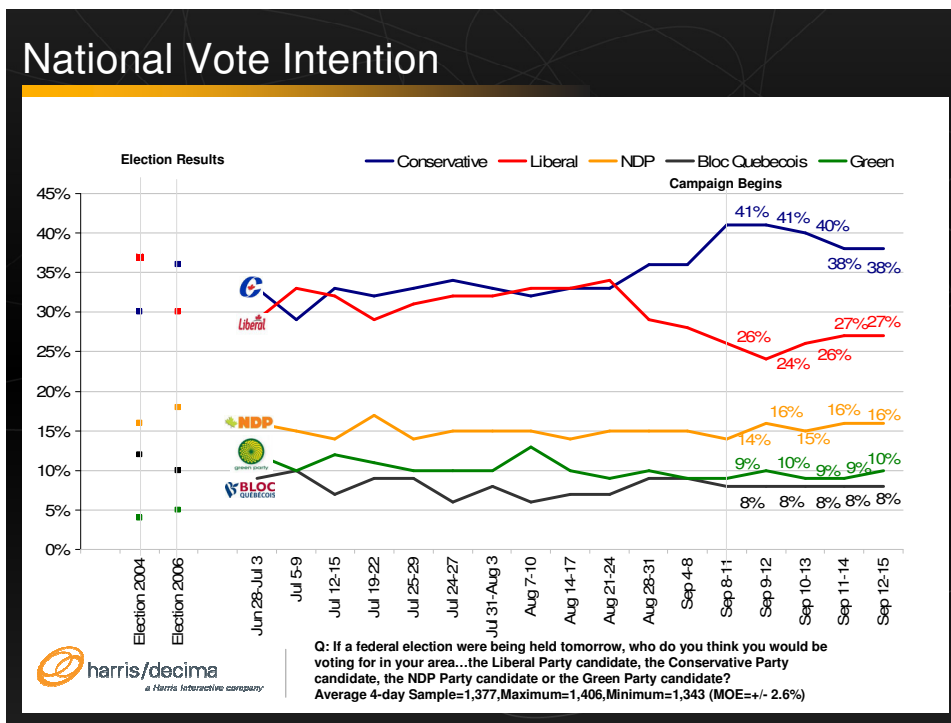
Jeff Walker

Vice-President, Harris/Decima

Tel: (613) 230-2200

jwalker@harrisdecima.com

harrisdecima.com



- In **Quebec** the BQ has 31%, the Conservatives 27%, the Liberals 21%, the NDP 11% and the Greens with 8%. This represents continued softening and one of the lowest numbers we have seen for the BQ.

Ottawa

160 Elgin St, Suite 1800

Ottawa, Ontario

Canada, K2P 2P7

t: (613) 230-2200

Toronto

2345 Yonge St, Suite 405

Toronto, Ontario

Canada, M4P 2E5

t: (416) 962-2013

Montreal

1080 Beaver Hall Hill, Suite 400

Montreal, Quebec

Canada, H2Z 1S8

t: (514) 288-0037

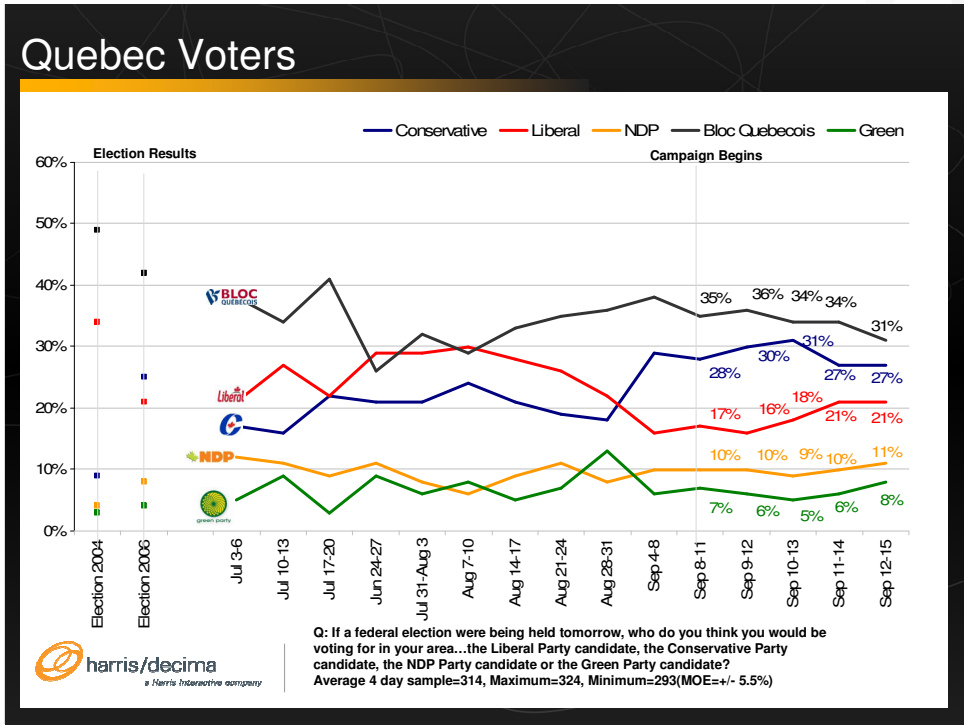
Vancouver

666 Burrard Street, Suite 500

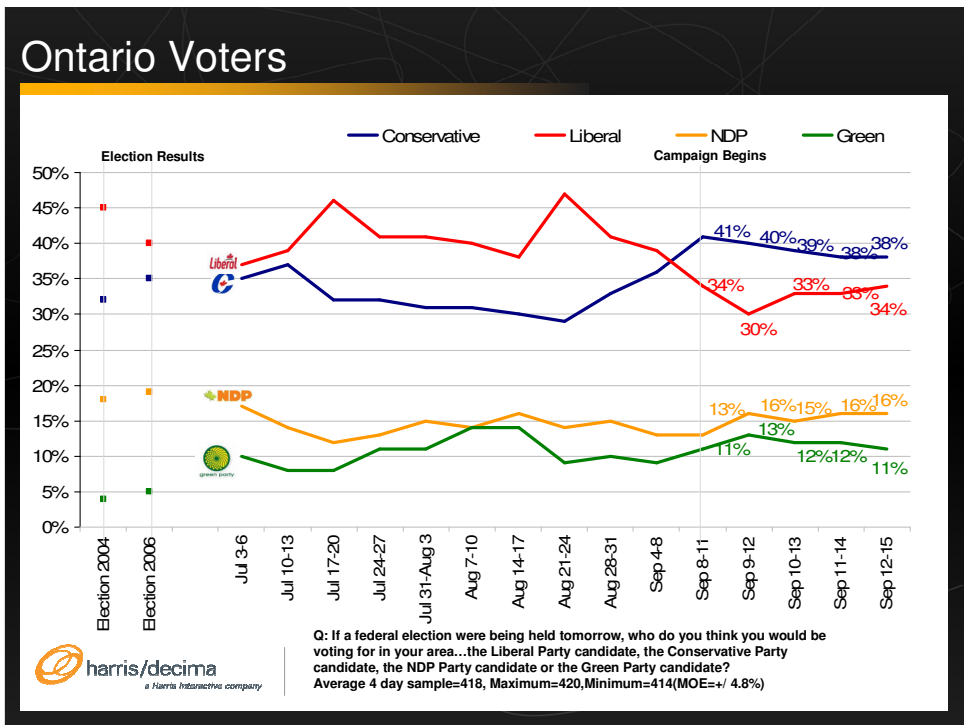
Vancouver, British Columbia

Canada, V6C 3P6

t: (778) 370-1373

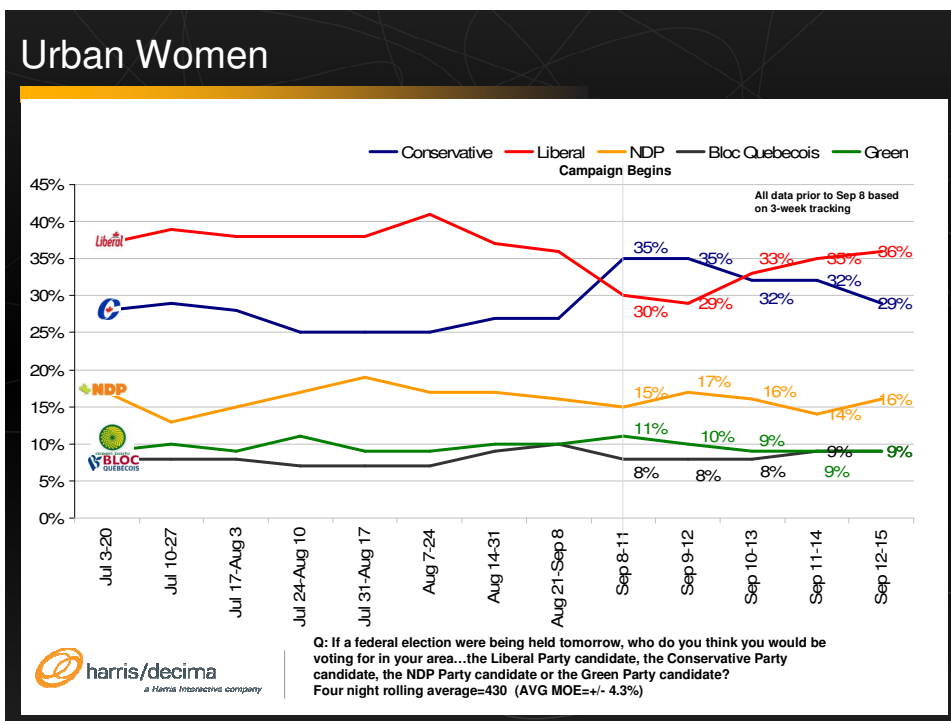
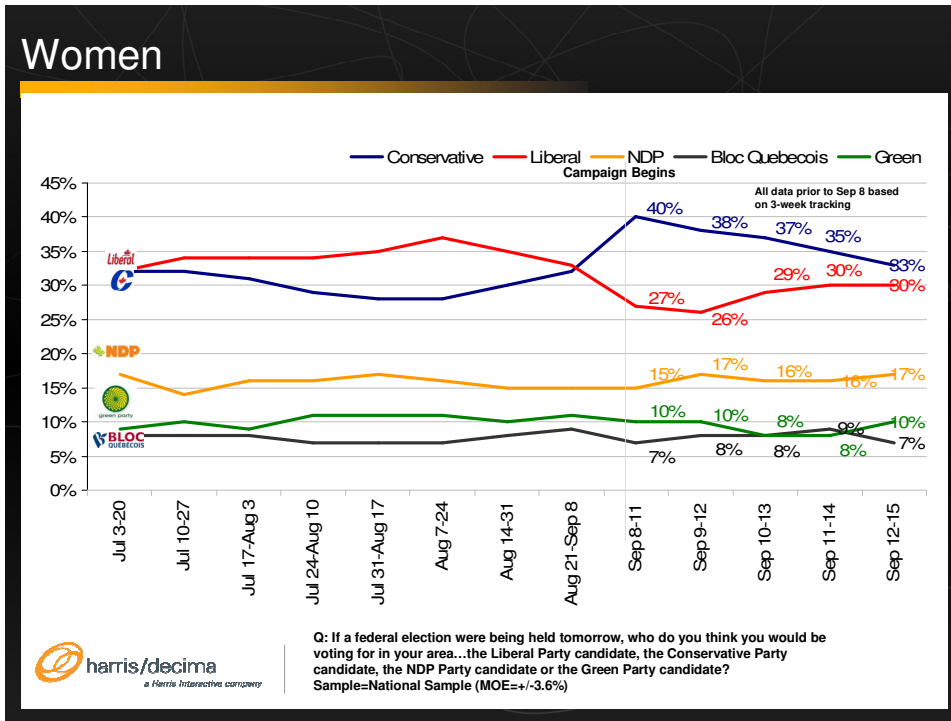


- In **Ontario**, the Conservatives (38%) are ahead of the Liberals (34%) followed by the NDP 16% and the Greens 11%.

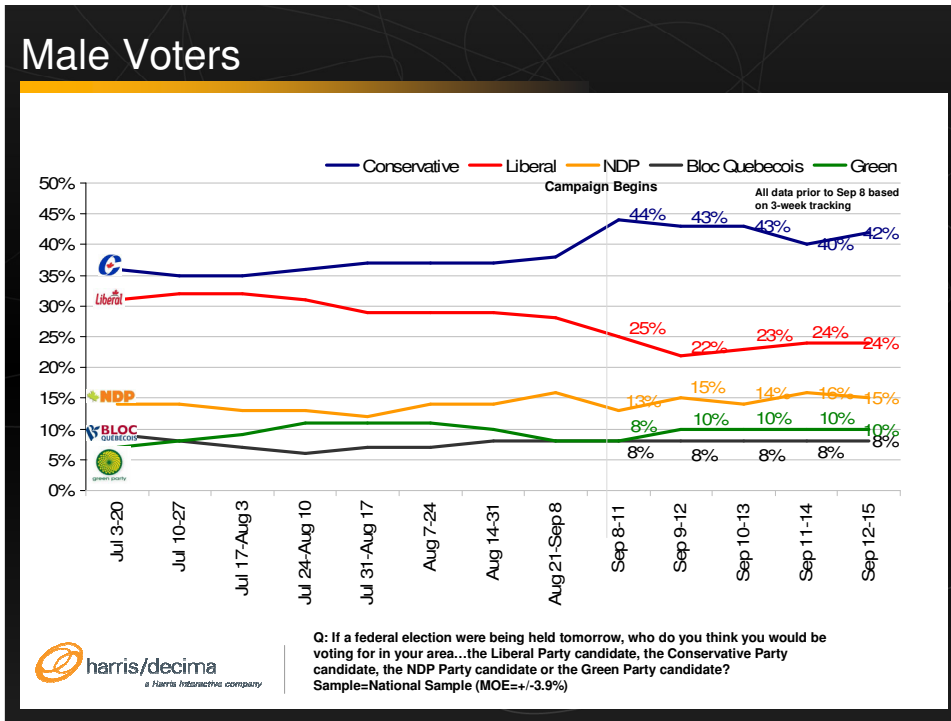


- In **BC**, the Conservatives lead with 39%, followed by the NDP 26%, Liberals 24% and the Green Party at 11%.

- In **Atlantic** Canada, Liberals lead with 37%, the Conservatives have 32%, the NDP 19%, and the Greens at 9%.
- Among **women**, the 13-point lead the Conservatives enjoyed when the campaign began has shrunk to 3 points, due in large part to a swing back among urban women, who are now more inclined to vote Liberal than Conservative.

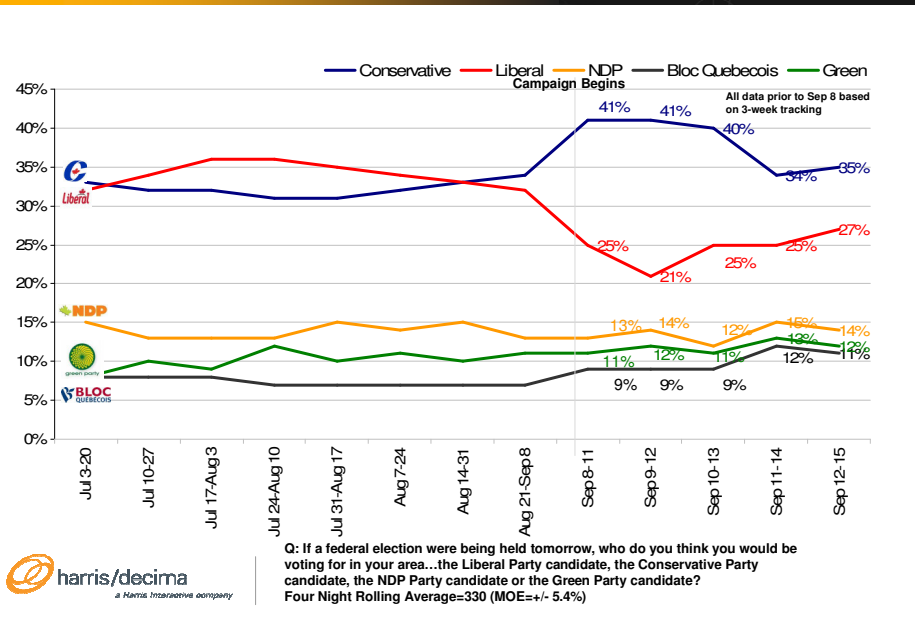


The movements evident among female voters stand in fairly strong contrast to the relative stability of male voters' intentions. The range of movement for the Conservatives has been 4 points since the election began, 3 for the Liberals, and narrower still for the other parties.

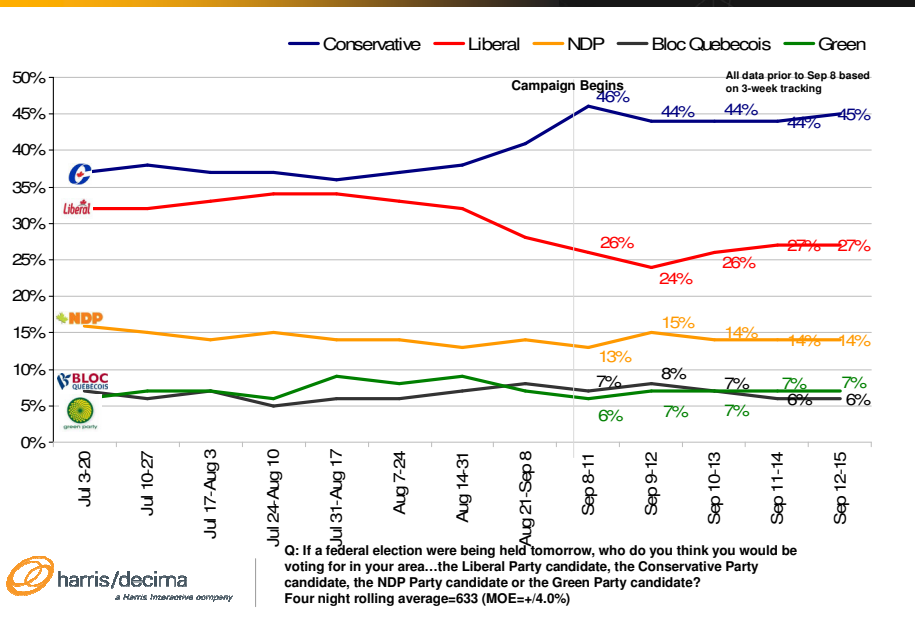


By age group, the Liberals have made up some lost ground among voters under 50, while the Conservatives continue to enjoy a large and fairly stable advantage among those over that age.

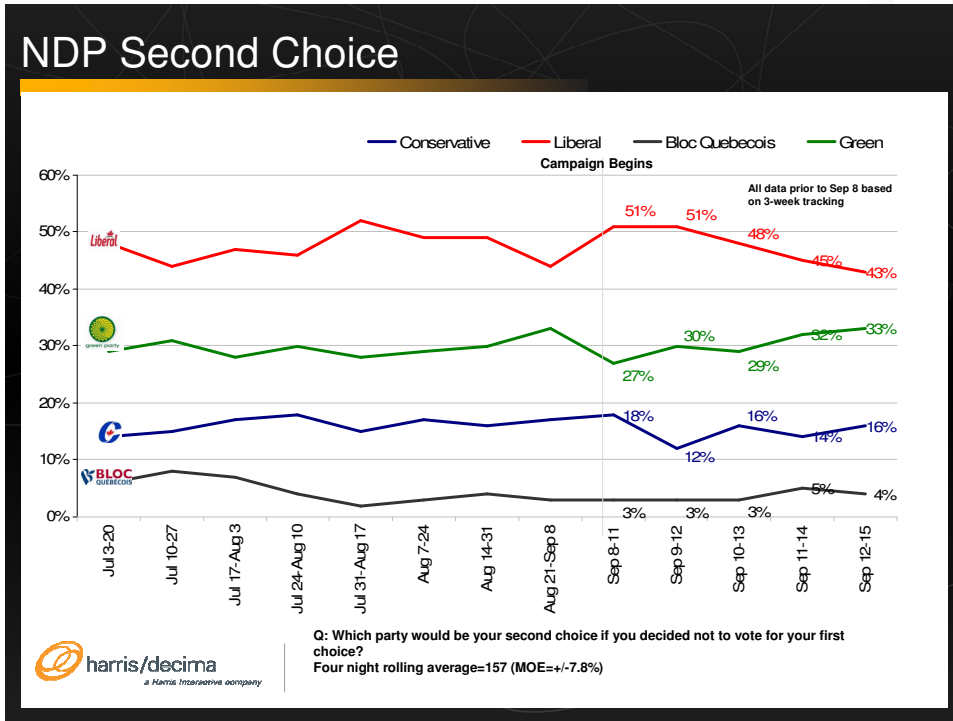
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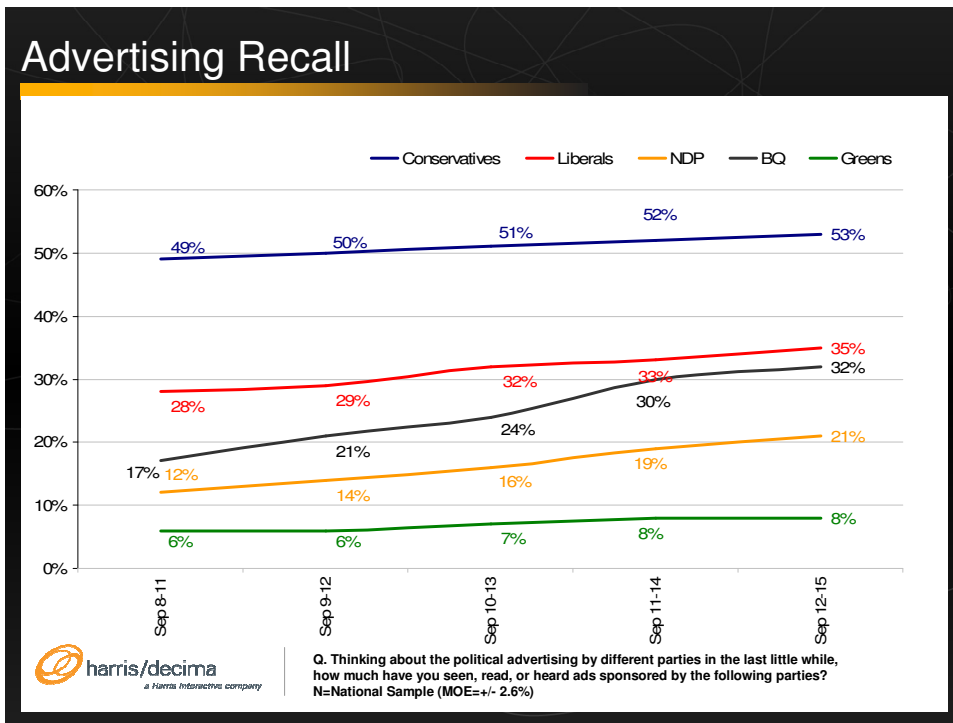
50 Plus



One of the more interesting stories so far in this election has been the question of voter polarization, whether it will occur and if so what affect it will have. Those voters, who are either intending to vote NDP or leaning that way, show a declining interest in the Liberals as their second choice and a growing interest in the Green Party.



One reason for the strong start of the Conservatives was their dominance of the advertising war. In recent days, more voters are reporting being exposed to the messages of each of the other parties.



According to Harris/Decima President Bruce Anderson, “The results show a positive, but somewhat tentative mood towards the Conservatives. The Liberal campaign is beginning to have its voice heard, but needs more strength still in order to avoid suffering from even more deleterious vote splitting than occurred in 2006. The BQ and the Green Party remain stories to watch: with more BQ votes up for grabs in Quebec, and more interest in the Green Party in several parts of the country.”

Harris/Decima interviews roughly 300 Canadians every night, as part of a rolling nationwide survey that will continue throughout this election campaign. This sample represents a total of 1,366 interviews, gathered September 12th through September 15th 2008. The poll’s margin of error is 2.6%, 19 times out of 20.