

Harper's Tories Need a Little Help

From Some Friends

*Tory Lead in Ontario Offset by Low Level Support in Quebec,
Making Majority Elusive*

Public Release Date: Tuesday, October 13, 2009, 6:00 AM EDT



Ipsos Reid is Canada's market intelligence leader and the country's leading provider of public opinion research. With operations in eight cities, Ipsos Reid employs more than 300 research professionals and support staff in Canada. The company has the biggest network of telephone call centres in Canada, as well as the largest pre-recruited household and on-line panels. Ipsos Reid's Canadian marketing research and public affairs practices are staffed with seasoned research consultants with extensive industry-specific backgrounds, offering the premier suite of research vehicles in Canada—including the Ipsos Trend Report, the leading source of public opinion in the country—all of which provide clients with actionable and relevant information. Ipsos Reid is an Ipsos company, a leading global survey-based market research group. To learn more, visit www.ipsos.ca

*For copies of other news releases, please visit
<http://www.ipsos-na.com/news/>*

© Ipsos Reid

*Washington λ New York λ Chicago λ Minneapolis λ Seattle λ San Francisco
Vancouver λ Edmonton λ Calgary λ Winnipeg λ Toronto λ Ottawa λ Montreal*



Harper's Tories Need a Little Help

From Some Friends

Tory Lead in Ontario Offset by Low Level Support in Quebec, Making Majority Elusive

Toronto, ON - Following a week that juxtaposed a relaxed and confident Prime Minister tickling the ivories and singing the popular Beatles tune "With a Little Help from my Friends" with a Leader of the Opposition who is struggling to establish his authority over Liberal MPs and Senators, a new Ipsos Reid poll has revealed that, despite these events, the Conservatives are still shy of majority territory.

If an election were to be held tomorrow, the Conservatives under Prime Minister Stephen Harper would receive 39% of the vote among decided voters (up 2 points), while Michael Ignatieff's Liberals would receive 29% support (down 1 point).

Jack Layton and the NDP would receive 13% of the vote (down 1 point), and the Green Party led by Elizabeth May would receive 8% of the vote (down 1 point). Nationally, Gilles Duceppe's Bloc sits at 10% support (up 1 point). One in ten (8%) Canadians remain undecided.

While some pundits have argued that the Tories are in majority territory, the numbers in the key battlegrounds of Ontario and Quebec would suggest otherwise. Although the Conservatives continue to lead in Ontario, in Quebec they have failed to gain any significant traction:



- In **Ontario**, the Conservatives (40%) hold a lead over the Liberals (36%), while the Green Party (12%) and NDP (11%) are statistically tied for support.
- In **Quebec**, the Bloc has (40%) has solidified their position in the lead, while the Liberals (26%) have pulled back and the Conservatives (20%) continue to struggle. The NDP (9%) and Green Party (5%) trail behind.

These are the findings of an Ipsos Reid poll conducted on behalf of Canwest News Service and Global Television from October 6 to 8, 2009. For the survey, a representative randomly selected sample of 1,000 adult Canadians was interviewed by telephone. With a sample of this size, the results are considered accurate to within ± 3.1 percentage points, 19 times out of 20, of what they would have been had the entire adult population of Canada been polled. The margin of error will be larger within regions and for other sub-groupings of the survey population. These data were weighted to ensure that the sample's regional and age/sex composition reflects that of the actual Canadian population according to Census data.

For more information on this news release, please contact:

Darrell Bricker, PhD
President and CEO
Ipsos Reid
Public Affairs
(416) 324-2001

Or

John Wright
Senior Vice President
Ipsos Reid
Public Affairs
(416) 324-2002

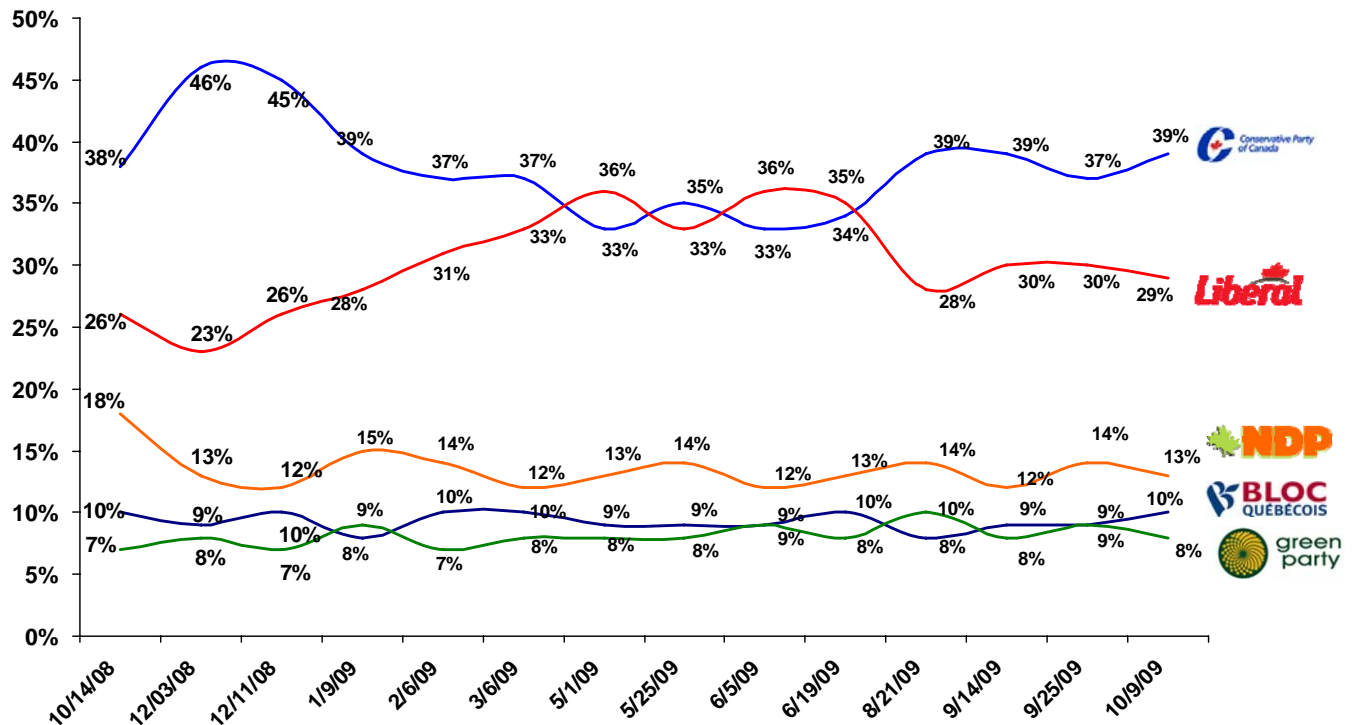


Ipsos Reid

For full tabular results, please visit our website at www.ipsos.ca. News Releases are available at: <http://www.ipsos-na.com/news/>

Federal Vote Support

October 9, 2009, percentage of decided voters.



Canwest /Global News Ipsos Reid Survey, October 6-8, 2009. Decided voters including leaners (n=859).

8% of all Canadian adults (n=1,000) are undecided

© Ipsos Reid

- 3 -

Washington λ New York λ Chicago λ Minneapolis λ Seattle λ San Francisco
Vancouver λ Edmonton λ Calgary λ Winnipeg λ Toronto λ Ottawa λ Montreal