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Canada's Liberals Regain June 28 Election Race Lead (Update1)

June 18 (Bloomberg) -- Canada's governing Liberal Party regained its lead over the Conservative Party in the latest daily poll by SES Research, breaking a weeklong tie ahead of the June 28 federal election.

Prime Minister Paul Martin's Liberals were supported by 34 percent of 600 people surveyed June 15-17, SES reported on its Web site, up 2 points from yesterday. Stephen Harper's Conservatives were backed by 29 percent of voters, down 3 points. The poll's margin of error plus or minus 4.1 percentage points, 19 times out of 20.

New Liberal television ads showing Harper as "a risky agent of change" have boosted the party's support, SES chief executive Nikita Nanos said in an interview. The ads include images of former Conservative leaders including Prime Minister Brian Mulroney, replacing shots of Martin talking to families about health care. Voters unhappy with Mulroney's government left his party with just two seats in the 1993 election.

Martin remained the first choice of voters on the question of who would make the best prime minister, supported by 28 percent of those polled, versus 24 percent who picked Harper. At the same time, 57 percent of voters said it's time for a new government, up 5 points from the start of the campaign.

Harper's Conservatives had taken an earlier lead over the Liberals by telling voters Martin still hasn't accounted for C\$100 million (\$73 million) of commissions the government paid to advertising firms for little or no work in return, and by promising tax cuts.

Support for the New Democratic Party, led by former Toronto municipal councilor Jack Layton, rose 1 point to 22 percent.

SES Research started with a sample of 600 and calls 200 random voters each day of the campaign, dropping the oldest sample of 200 with each new result. The survey was commissioned by Cable Public Affairs Channel, or CPAC.

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