

RACE DEADLOCKED AS CONSERVATIVES FALTER ON CENSUS

DECISION:

EDUCATION EMERGING AS CRUCIAL FAULT LINE IN POLITICAL LANDSCAPE

[Ottawa – September 2, 2010] – In a surprising development, we see the political landscape now in a dead heat between the Liberals and Conservatives. There is clear evidence as to why the Conservatives have squandered a comfortable 11 point lead at the beginning of the summer; and there are interesting hints as to what issues and forces may shape the fall season and any ensuing election over the next year.

In the last week of polling, the Conservatives and the Liberals were in an almost exact tie at 29.4% and 29.1%, respectively. The NDP, the Green Party, and the Bloc show little change (although the Greens and the Bloc are up modestly). The demographics show that the Liberal move to a tied position is almost exclusively a product of a major shift in how the university educated are leaning. The Conservatives have shed many of their university educated supporters and the Liberal Party has picked them up (as well as some possible gains from other university educated voters).

In seeking an explanation for these movements, we need look no further than the government's ill-received decision to end the mandatory long form census. Not only does the shift of the highly educated support this conclusion, but a direct question on public approval for this decision provides compelling evidence that this move precipitated the current woes that the Conservative Party now faces.

When asked whether they felt that the privacy intrusion of the census justified a voluntary census or whether the lack of representativeness would cost us vital data, a clear majority of the public (56%) picked the latter (compared 26% who felt the mandatory long form was a violation of privacy). Even among Tory supporters, this appeal is not selling and there is an overwhelming lean to disapproval in the rest of the spectrum. Opposition to this decision is strongest among the university educated.

HIGHLIGHTS

- **National federal vote intention:**
 - ▣ 29.4% CPC
 - ▣ 29.1% LPC
 - ▣ 15.7% NDP
 - ▣ 13.0% Green
 - ▣ 10.9% BQ
 - ▣ 2.0% other

- **Direction of country:**
 - ▣ 47.7% right direction
 - ▣ 39.6% wrong direction
 - ▣ 12.7% DK/NR

- **Direction of government:**
 - ▣ 40.6% right direction
 - ▣ 48.2% wrong direction
 - ▣ 11.2% DK/NR

- **Perceived trade-off of eliminating the long form census:**
 - ▣ 56% A voluntary survey will cause vital information to be lost
 - ▣ 26% The mandatory long form was a violation of privacy
 - ▣ 18% DK/NR

Please note that the methodology is provided at the end of this document.

We also see that there is a strong connection between the belief that the federal government is moving in the wrong direction and disapproval of this decision. On the issue of directional satisfaction, we continue to see that only around 40% of voters approve of federal direction but we have also seen a sharp decline in confidence in the direction of the country itself. This level of approval is dramatically different across the remaining Conservative base (who overwhelmingly approve) and the rest of the spectrum (who are decisively underwhelmed).

The regional numbers suggest that the government has significant directional issues with BC, Ontario, Quebec, and the Atlantic and these are associated with declining Conservative voter support in each of those regions. Quebec, in particular, stands out as a very serious problem for the Conservatives but they also trail significantly now in Ontario and the Atlantic. The Conservatives are very strong in Alberta and Saskatchewan/Manitoba and they retain their core supporters (male, older, college educated). They have, however, faltered badly with women as well as with the university educated.

Although the Liberals are doing better than they were at the outset of the summer, this may be more of a story of Conservative losses. A re-examination of leader approval ratings reinforces this conclusion. Michael Ignatieff may be getting better press coverage, and his party has at least temporarily drawn even with the Conservatives, but he still suffers from the lowest approval rating of any of the party leaders (22%). This figure has changed little over the last few months, but this new found party parity, as well as the Liberal Party's strength with the highly educated (a group rich in opinion leaders), may yield future benefits.

Stephen Harper, however, will find little of cheer in his approval numbers. He has the highest disapproval rating and he has even less appeal outside of his current base than Michael Ignatieff. In fact, it is difficult to combine the very negative numbers outside of his base with an immediate opportunity for a dramatic recovery. It will also be interesting to see how the framing of stable Conservative majority versus risky coalition fares when Mr. Harper is below 30 points and profoundly short of a majority. With these current numbers, he would be just as likely to be leader of the opposition as Prime Minister and the likelihood of a majority is very remote indeed.

The Prime Minister may take comfort in noting that he did very well in the September/October period last year but the defection of the highly educated and the overall trajectory of things are not favouring him at the moment. The analysis suggests his best prospects lie in recapturing those who have defected to the Liberals. Mr. Harper's approval ratings are also slightly better with the undecided than those of Mr. Ignatieff.

Mr. Ignatieff may want to construct a "big red tent", but the approval ratings suggest that his opportunities for expanding his constituency all lie to the left of the Conservatives. For the remaining Conservative base (who are very loyal to Mr. Harper), Mr. Ignatieff is anathema with an approval rating of 8%. He is, however, seen as considerably less objectionable in other parts of the political spectrum than Stephen Harper.

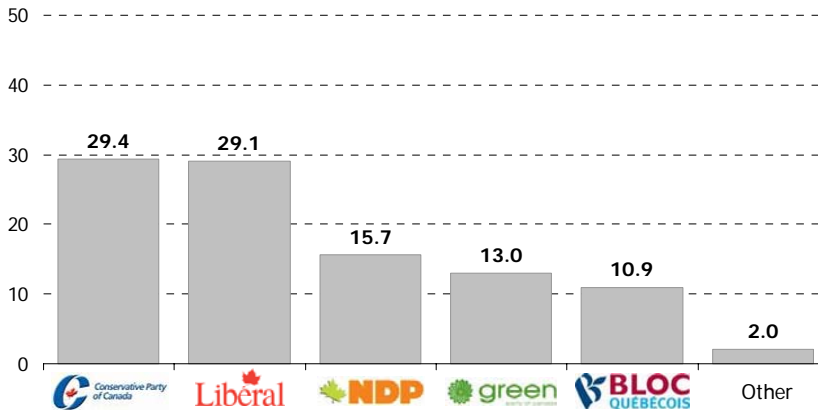
On a final note, Jack Layton's lustre seems diminished from the past. While he is still the only tested leader with a net positive approval rating, that margin has shrunk. He does very well with women and in Quebec. The looming gun registry challenge may pose special challenges for Mr. Layton with these two favourable constituent groups (who tend to be strongly in favour of gun control)

All of this sets the table for a fascinating fall session in a newly deadlocked political landscape which increasingly reveals a large fault line organized along social class and educational divisions.

Top Line Results:

Federal vote Intention: August 25-31

Q. If a federal election were held tomorrow, which party would you vote for?

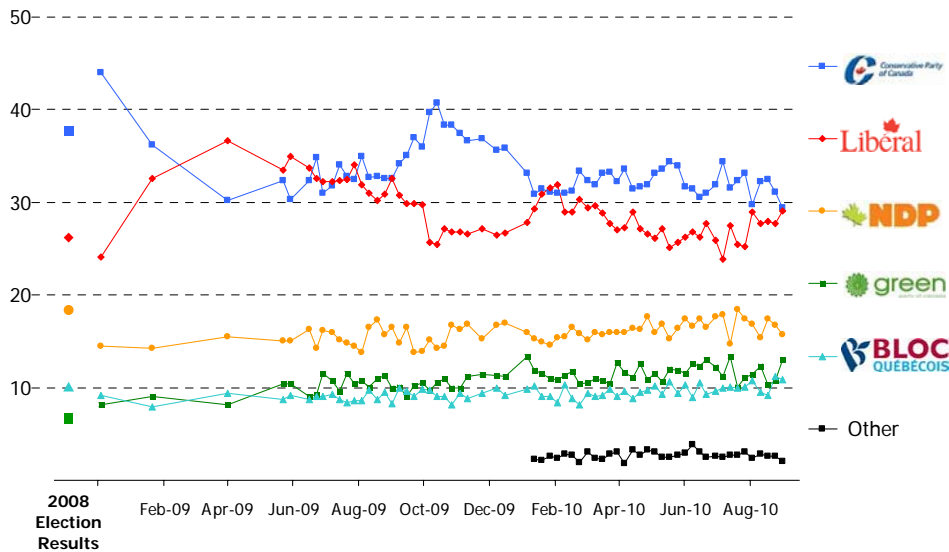


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BASE: Decided Voters; August 25-31, 2010 (n=1,346)

Weekly tracking of federal vote intention

Q. If a federal election were held tomorrow, which party would you vote for?



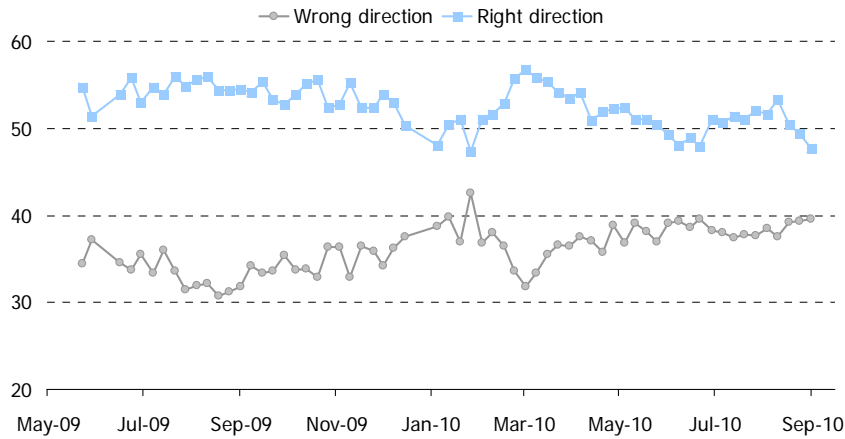
Note: The data on federal vote intention are based on decided voters only. Our survey also finds that 13.4% of Canadians are undecided/ineligible to vote.

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BASE: Decided voters; most recent data point August 25-31, 2010 (n=1,346)

Direction of country

Q. All things considered, would you say the country is moving in the right direction or the wrong direction?

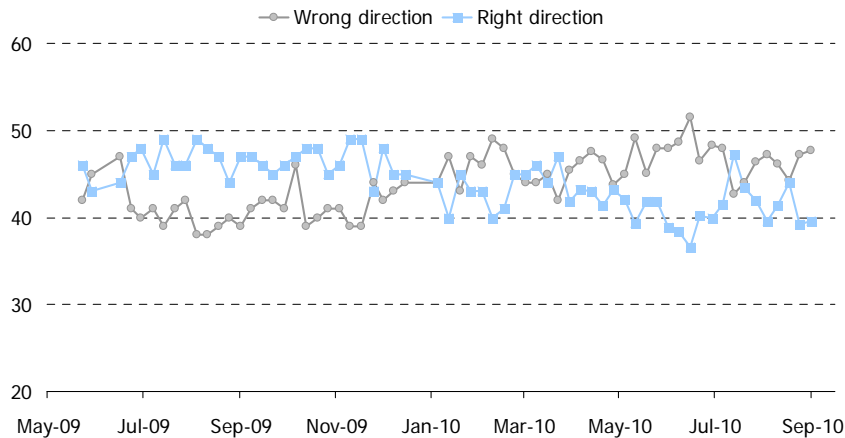


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BASE: Canadians; most recent data point August 25-31, 2010 (n=half sample)

Direction of government

Q. All things considered, would you say the Government of Canada is moving in the right direction or the wrong direction?

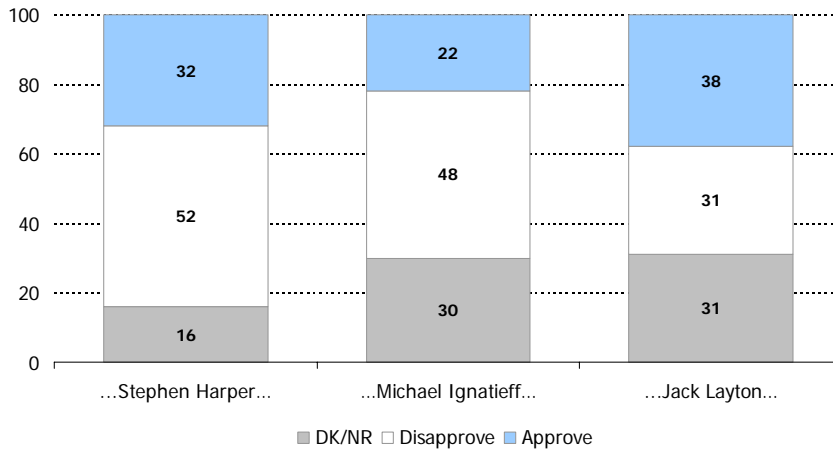


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BASE: Canadians; most recent data point August 25-31, 2010 (n=half sample)

Job approval ratings

Q. Do you approve or disapprove of the way ... is handling his job?

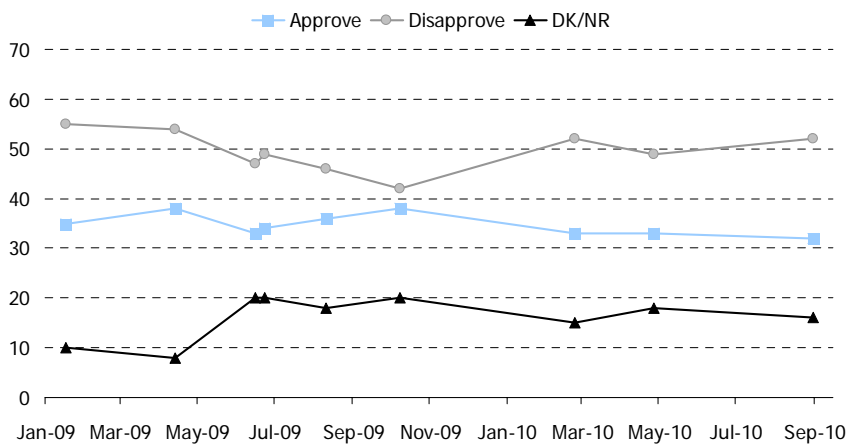


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BASE: Canadians; August 18-31, 2010 (n=3,559)

Tracking job approval ratings for Stephen Harper

Q. Do you approve or disapprove of the way Stephen Harper is handling his job?

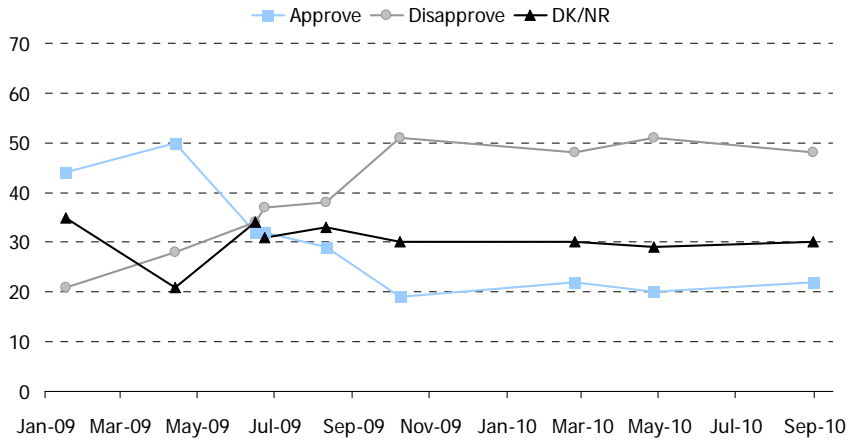


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BASE: Canadians; most recent data point August 18-31, 2010 (n=3,559)

Tracking job approval ratings for Michael Ignatieff

Q. Do you approve or disapprove of the way Michael Ignatieff is handling his job?

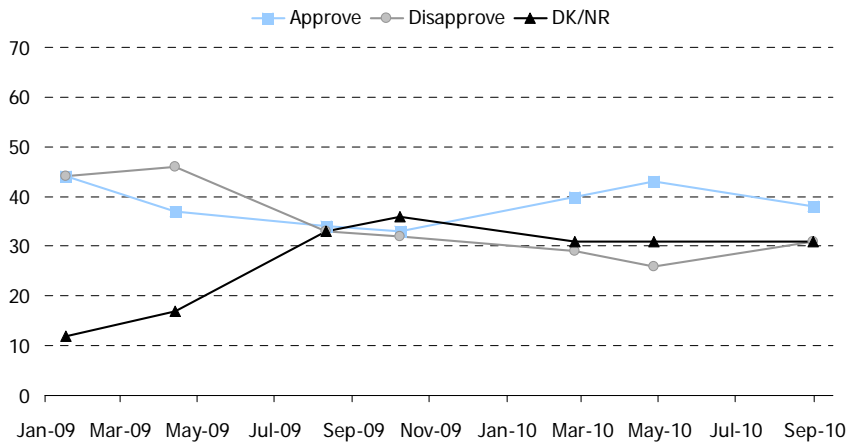


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BASE: Canadians; most recent data point August 18-31, 2010 (n=3,559)

Tracking job approval ratings for Jack Layton

Q. Do you approve or disapprove of the way Jack Layton is handling his job?

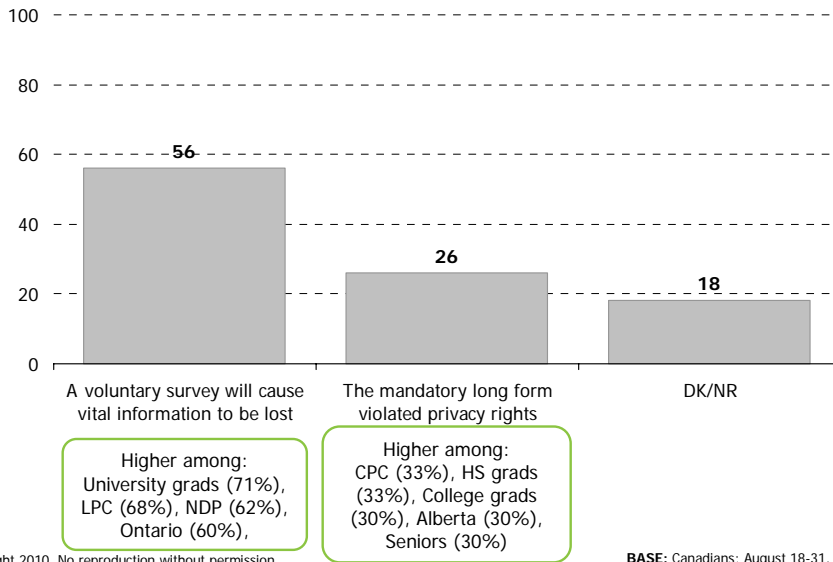


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BASE: Canadians; most recent data point August 18-31, 2010 (n=3,559)

Perceived trade-off of eliminating the long form census






Q. Some people say that the mandatory long form census which one in five households received was an unnecessary violation of individual privacy rights and that a voluntary approach would be better. Others say that by shifting to a voluntary method this census will no longer be truly representative and vital information will be lost. Which of these statements comes closer to your own point of view?



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BASE: Canadians; August 18-31, 2010 (n=3,559)

Detailed Tables:

National Federal Vote Intention: August 25-31								
<i>Q. If a federal election were held tomorrow, which party would you vote for?</i>								
						Other	Sample Size	Margin of Error (+/-)
NATIONALLY	29.4%	29.1%	15.7%	13.0%	10.9%	2.0%	1346	2.7
REGION								
British Columbia	25.6%	22.2%	31.1%	18.1%	0.0%	3.0%	105	9.6
Alberta	58.0%	15.5%	13.1%	11.1%	0.0%	2.2%	145	8.1
Saskatchewan/Manitoba	51.2%	23.1%	16.1%	8.9%	0.0%	0.8%	102	9.7
Ontario	32.5%	39.1%	15.5%	11.5%	0.0%	1.5%	516	4.3
Quebec	11.9%	20.1%	8.9%	12.4%	44.3%	2.3%	386	5.0
Atlantic Canada	18.7%	44.3%	15.0%	19.4%	0.0%	2.6%	92	10.2
GENDER								
Male	35.3%	30.8%	11.6%	10.8%	9.0%	2.4%	662	3.8
Female	23.6%	27.4%	19.6%	15.1%	12.7%	1.6%	684	3.8
AGE								
<25	13.5%	18.8%	20.9%	28.5%	14.8%	3.6%	97	10.0
25-44	24.4%	28.5%	16.1%	17.4%	12.7%	0.8%	427	4.7
45-64	34.8%	30.4%	13.9%	8.3%	11.1%	1.6%	566	4.1
65+	37.8%	33.9%	15.3%	4.2%	4.5%	4.1%	256	6.1
EDUCATION								
High school or less	26.1%	26.3%	17.0%	13.9%	13.0%	3.7%	370	5.1
College or CEGEP	35.3%	22.5%	16.9%	12.3%	11.1%	1.8%	440	4.7
University or higher	26.8%	35.9%	13.9%	13.0%	9.4%	1.1%	536	4.2
METROPOLITAN CANADA								
Vancouver	34.8%	21.6%	34.0%	9.6%	0.0%	0.0%	31	17.6
Calgary	49.4%	20.1%	7.0%	20.3%	0.0%	3.2%	31	17.6
Toronto	27.2%	45.4%	14.8%	11.2%	0.0%	1.4%	147	8.1
Ottawa	32.3%	49.9%	11.0%	6.7%	0.0%	0.0%	46	14.5
Montreal	10.2%	21.9%	7.0%	15.0%	45.1%	0.7%	125	8.8





Federal Vote Intention – British Columbia

Q. If a federal election were held tomorrow, which party would you vote for?

					Other	Sample Size	Margin of Error (+/-)
OVERALL	25.6%	22.2%	31.1%	18.1%	3.0%	105	9.6
GENDER							
Male	32.0%	34.3%	14.6%	15.1%	4.1%	48	14.1
Female	18.3%	15.9%	44.1%	20.6%	1.1%	57	13.0
AGE							
<25	0.0%	11.3%	66.0%	22.7%	0.0%	7	37.0
25-44	22.6%	19.8%	31.7%	25.9%	0.0%	27	18.9
45-64	23.7%	34.8%	24.6%	15.4%	1.5%	41	15.3
65+	41.4%	18.3%	22.4%	8.4%	9.6%	30	17.9
EDUCATION							
High school or less	23.4%	21.6%	31.1%	15.8%	8.2%	37	16.1
College or CEGEP	31.8%	15.4%	21.1%	31.7%	0.0%	36	16.3
University or higher	19.9%	34.7%	37.1%	8.2%	0.0%	32	17.3





Federal Vote Intention – Alberta

Q. If a federal election were held tomorrow, which party would you vote for?

					Other	Sample Size	Margin of Error (+/-)
OVERALL	58.0%	15.5%	13.1%	11.1%	2.2%	145	8.1
GENDER							
Male	63.5%	13.2%	7.7%	12.7%	3.0%	75	11.3
Female	50.5%	18.8%	20.4%	8.8%	1.6%	70	11.7
AGE							
<25	40.4%	0.0%	48.2%	11.3%	0.0%	10	31.0
25-44	41.4%	22.2%	15.4%	19.6%	1.4%	45	14.6
45-64	75.5%	12.4%	2.2%	7.4%	2.5%	63	12.4
65+	60.4%	22.0%	12.6%	0.0%	5.0%	27	18.9
EDUCATION							
High school or less	56.6%	10.8%	21.5%	9.2%	2.0%	36	16.3
College or CEGEP	61.4%	14.6%	15.3%	6.5%	2.2%	58	12.9
University or higher	51.2%	21.0%	8.8%	16.5%	2.5%	51	13.7





Federal Vote Intention – Saskatchewan/Manitoba

Q. If a federal election were held tomorrow, which party would you vote for?

					Other	Sample Size	Margin of Error (+/-)
OVERALL	51.2%	23.1%	16.1%	8.9%	0.8%	102	9.7
GENDER							
Male	73.0%	19.4%	5.1%	2.6%	0.0%	47	14.3
Female	38.1%	17.6%	22.6%	19.9%	1.8%	55	13.2
AGE							
<25	100.0%	0.0%	0.0%	0.0%	0.0%	2	69.3
25-44	48.1%	17.9%	10.7%	23.3%	0.0%	28	18.5
45-64	45.4%	24.6%	23.2%	6.9%	0.0%	55	13.2
65+	64.8%	17.6%	11.7%	0.0%	5.9%	17	23.8
EDUCATION							
High school or less	61.5%	6.7%	7.7%	21.6%	2.5%	29	18.2
College or CEGEP	56.2%	10.8%	26.1%	6.8%	0.0%	37	16.1
University or higher	45.1%	41.6%	8.6%	4.7%	0.0%	36	16.3






Federal Vote Intention – Ontario

Q. If a federal election were held tomorrow, which party would you vote for?

					Other	Sample Size	Margin of Error (+/-)
OVERALL	32.5%	39.1%	15.5%	11.5%	1.5%	516	4.3
GENDER							
Male	37.5%	37.1%	14.7%	8.2%	2.4%	268	6.0
Female	25.5%	41.0%	16.6%	16.5%	0.4%	248	6.2
AGE							
<25	8.1%	33.4%	19.1%	36.2%	3.2%	32	17.3
25-44	30.2%	38.3%	16.3%	13.9%	1.3%	160	7.8
45-64	37.0%	41.3%	13.8%	7.6%	0.4%	213	6.7
65+	38.0%	39.6%	15.9%	3.9%	2.7%	111	9.3
EDUCATION							
High school or less	23.3%	36.6%	24.7%	14.8%	0.6%	113	9.2
College or CEGEP	39.4%	30.8%	14.8%	12.7%	2.3%	157	7.8
University or higher	30.6%	45.2%	12.0%	11.0%	1.2%	246	6.3





Federal Vote Intention – Quebec

Q. If a federal election were held tomorrow, which party would you vote for?

						Other	Sample Size	Margin of Error (+/-)
OVERALL	11.9%	20.1%	8.9%	12.4%	44.3%	2.3%	386	5.0
GENDER								
Male	14.8%	25.3%	8.2%	10.5%	39.3%	2.0%	179	7.3
Female	10.3%	19.3%	9.2%	11.7%	46.9%	2.6%	207	6.8
AGE								
<25	8.3%	18.9%	7.8%	21.2%	39.3%	4.5%	42	15.1
25-44	8.7%	16.2%	11.5%	15.3%	47.8%	0.5%	142	8.2
45-64	16.9%	16.5%	7.2%	7.4%	49.1%	2.9%	148	8.1
65+	13.4%	46.0%	7.2%	4.5%	25.6%	3.2%	54	13.3
EDUCATION								
High school or less	10.9%	24.6%	2.7%	13.5%	43.8%	4.5%	125	8.8
College or CEGEP	16.1%	17.7%	14.3%	7.5%	42.2%	2.2%	126	8.7
University or higher	10.8%	24.1%	9.3%	11.9%	43.4%	0.5%	135	8.4

Federal Vote Intention – Atlantic Canada

Q. If a federal election were held tomorrow, which party would you vote for?

					Other	Sample Size	Margin of Error (+/-)
OVERALL	18.7%	44.3%	15.0%	19.4%	2.6%	92	10.2
GENDER							
Male	21.5%	48.3%	10.2%	18.1%	1.8%	45	14.6
Female	15.5%	40.1%	19.8%	21.3%	3.3%	47	14.3
AGE							
<25	18.0%	0.0%	0.0%	74.1%	8.0%	4	49.0
25-44	8.2%	54.0%	12.3%	25.4%	0.0%	25	19.6
45-64	22.3%	44.3%	23.8%	4.8%	4.8%	46	14.5
65+	33.7%	53.3%	13.0%	0.0%	0.0%	17	23.8
EDUCATION							
High school or less	27.6%	47.5%	14.7%	3.2%	6.9%	30	17.9
College or CEGEP	20.7%	45.3%	25.3%	8.6%	0.0%	26	19.2
University or higher	12.5%	42.0%	9.0%	34.8%	1.7%	36	16.3

Direction of Country

Q. All things considered, would you say the country is moving in the right direction or the wrong direction?

	Right Direction	Wrong Direction	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	47.7%	39.6%	12.7%	777	3.5
REGION					
British Columbia	34.8%	52.3%	12.9%	58	12.9
Alberta	53.6%	32.5%	13.9%	81	10.9
Saskatchewan/Manitoba	54.7%	24.2%	21.1%	60	12.7
Ontario	51.1%	37.9%	11.0%	298	5.7
Quebec	44.1%	43.4%	12.6%	217	6.7
Atlantic Canada	49.8%	38.0%	12.3%	63	12.4
GENDER					
Male	50.0%	38.4%	11.6%	383	5.0
Female	45.3%	40.8%	13.9%	394	4.9
AGE					
<25	32.6%	45.1%	22.3%	60	12.7
25-44	50.1%	41.9%	7.9%	239	6.3
45-64	51.2%	37.5%	11.3%	339	5.3
65+	46.5%	35.6%	17.9%	139	8.3
EDUCATION					
High school or less	47.2%	39.0%	13.8%	223	6.6
College or CEGEP	49.6%	37.9%	12.5%	246	6.3
University or higher	46.6%	41.2%	12.1%	308	5.6
CURRENT VOTE INTENTION					
Conservative Party of Canada	78.1%	15.8%	6.1%	214	6.7
Liberal Party of Canada	41.5%	42.8%	15.6%	188	7.2
NDP	33.4%	56.6%	10.1%	103	9.7
Green Party	37.3%	53.3%	9.4%	72	11.6
Bloc Quebecois	29.6%	60.1%	10.3%	75	11.3
Undecided	8.5%	73.0%	18.5%	11	29.6

Direction of Government

Q. All things considered, would you say the Government of Canada is moving in the right direction or the wrong direction?

	Right Direction	Wrong Direction	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	40.6%	48.2%	11.2%	778	3.5
REGION					
British Columbia	36.7%	51.4%	11.9%	57	13.0
Alberta	64.2%	27.1%	8.7%	78	11.1
Saskatchewan/Manitoba	50.2%	35.1%	14.7%	65	12.2
Ontario	41.3%	47.0%	11.7%	299	5.7
Quebec	28.4%	61.7%	9.9%	230	6.5
Atlantic Canada	44.4%	43.1%	12.5%	49	14.0
GENDER					
Male	49.8%	43.0%	7.2%	360	5.2
Female	32.7%	52.6%	14.7%	418	4.8
AGE					
<25	46.4%	37.2%	16.4%	60	12.7
25-44	35.1%	53.3%	11.6%	264	6.0
45-64	41.8%	49.3%	8.9%	305	5.6
65+	46.5%	41.9%	11.6%	149	8.0
EDUCATION					
High school or less	40.6%	44.7%	14.6%	223	6.6
College or CEGEP	40.9%	48.1%	11.0%	265	6.0
University or higher	40.2%	50.7%	9.1%	290	5.8
CURRENT VOTE INTENTION					
Conservative Party of Canada	83.2%	9.8%	7.0%	204	6.9
Liberal Party of Canada	36.2%	54.5%	9.2%	197	7.0
NDP	26.7%	58.0%	15.3%	93	10.2
Green Party	17.2%	71.3%	11.5%	75	11.3
Bloc Quebecois	15.2%	78.0%	6.8%	99	9.9
Undecided	32.2%	67.8%	0.0%	15	25.3

Job approval ratings – Stephen Harper

Q. Do you approve or disapprove of the way Stephen Harper, Prime Minister and leader of Conservative Party of Canada is handling his job?

	Approve	Disapprove	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	32%	52%	16%	3559	1.6
REGION					
British Columbia	33%	53%	15%	338	5.3
Alberta	51%	37%	13%	355	5.2
Saskatchewan/Manitoba	41%	43%	17%	245	6.3
Ontario	34%	52%	13%	1369	2.7
Quebec	21%	58%	20%	976	3.1
Atlantic Canada	21%	56%	23%	276	5.9
GENDER					
Male	37%	51%	12%	1716	2.4
Female	27%	53%	20%	1843	2.3
AGE					
<25	26%	55%	18%	267	6.0
25-44	29%	55%	15%	1107	3.0
45-64	34%	50%	16%	1469	2.6
65+	38%	46%	16%	716	3.7
EDUCATION					
High school or less	32%	46%	23%	1024	3.1
College or CEGEP	34%	48%	18%	1154	2.9
University or higher	30%	60%	11%	1381	2.6
CURRENT VOTE INTENTION					
Conservative Party of Canada	79%	10%	11%	971	3.1
Liberal Party of Canada	15%	74%	11%	870	3.3
NDP	13%	75%	12%	476	4.5
Green Party	18%	69%	14%	314	5.5
Bloc Quebecois	12%	70%	18%	377	5.1
Undecided	16%	67%	18%	69	11.8

Job approval ratings – Michael Ignatieff

Q. Do you approve or disapprove of the way Michael Ignatieff, leader of the Official Opposition and leader of the Liberal Party of Canada is handling his job?

	Approve	Disapprove	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	22%	48%	30%	3559	1.6
REGION					
British Columbia	22%	50%	28%	338	5.3
Alberta	17%	57%	25%	355	5.2
Saskatchewan/Manitoba	20%	50%	29%	245	6.3
Ontario	23%	50%	26%	1369	2.7
Quebec	22%	42%	36%	976	3.1
Atlantic Canada	29%	36%	35%	276	5.9
GENDER					
Male	23%	55%	22%	1716	2.4
Female	22%	41%	38%	1843	2.3
AGE					
<25	26%	39%	35%	267	6.0
25-44	21%	47%	31%	1107	3.0
45-64	22%	51%	27%	1469	2.6
65+	23%	49%	28%	716	3.7
EDUCATION					
High school or less	19%	45%	36%	1024	3.1
College or CEGEP	19%	50%	30%	1154	2.9
University or higher	28%	47%	25%	1381	2.6
CURRENT VOTE INTENTION					
Conservative Party of Canada	8%	73%	20%	971	3.1
Liberal Party of Canada	50%	25%	25%	870	3.3
NDP	24%	50%	27%	476	4.5
Green Party	19%	52%	29%	314	5.5
Bloc Quebecois	17%	48%	36%	377	5.1
Undecided	6%	60%	34%	69	11.8

Job approval ratings – Jack Layton

Q. Do you approve or disapprove of the way Jack Layton, Leader of the New Democratic Party of Canada is handling his job?

	Approve	Disapprove	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	38%	31%	31%	3559	1.6
REGION					
British Columbia	34%	39%	27%	338	5.3
Alberta	30%	44%	26%	355	5.2
Saskatchewan/Manitoba	34%	39%	27%	245	6.3
Ontario	38%	32%	30%	1369	2.7
Quebec	47%	21%	33%	976	3.1
Atlantic Canada	31%	27%	42%	276	5.9
GENDER					
Male	40%	37%	23%	1716	2.4
Female	37%	26%	37%	1843	2.3
AGE					
<25	39%	29%	32%	267	6.0
25-44	38%	31%	31%	1107	3.0
45-64	40%	31%	29%	1469	2.6
65+	34%	34%	32%	716	3.7
EDUCATION					
High school or less	33%	31%	35%	1024	3.1
College or CEGEP	36%	33%	31%	1154	2.9
University or higher	44%	30%	26%	1381	2.6
CURRENT VOTE INTENTION					
Conservative Party of Canada	24%	51%	25%	971	3.1
Liberal Party of Canada	45%	26%	29%	870	3.3
NDP	70%	12%	17%	476	4.5
Green Party	35%	38%	27%	314	5.5
Bloc Quebecois	50%	17%	33%	377	5.1
Undecided	27%	38%	35%	69	11.8






Perceived trade-off of eliminating the long form census

Q. Some people say that the mandatory long form census which one in five households received was an unnecessary violation of individual privacy rights and that a voluntary approach would be better. Others say that by shifting to a voluntary method this census will no longer be truly representative and vital information will be lost. Which of these statements comes closer to your own point of view?

	The mandatory long form census was an unnecessary violation of privacy	By shifting to a voluntary method, vital information will be lost	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	26%	56%	18%	3559	1.6
REGION					
British Columbia	28%	58%	14%	338	5.3
Alberta	30%	50%	19%	355	5.2
Saskatchewan/Manitoba	24%	59%	17%	245	6.3
Ontario	25%	59%	16%	1369	2.7
Quebec	27%	53%	20%	976	3.1
Atlantic Canada	22%	54%	24%	276	5.9
GENDER					
Male	29%	55%	16%	1716	2.4
Female	23%	57%	19%	1843	2.3
AGE					
<25	24%	55%	21%	267	6.0
25-44	24%	59%	17%	1107	3.0
45-64	27%	57%	16%	1469	2.6
65+	30%	50%	20%	716	3.7
EDUCATION					
High school or less	33%	43%	25%	1024	3.1
College or CEGEP	30%	51%	19%	1154	2.9
University or higher	18%	71%	11%	1381	2.6
CURRENT VOTE INTENTION					
Conservative Party of Canada	33%	49%	18%	971	3.1
Liberal Party of Canada	19%	68%	13%	870	3.3
NDP	22%	62%	16%	476	4.5
Green Party	30%	57%	13%	314	5.5
Bloc Quebecois	26%	58%	16%	377	5.1
Undecided	36%	44%	20%	69	11.8

National Federal Vote Intention: August 18-24

Q. If a federal election were held tomorrow, which party would you vote for?

						Other	Sample Size	Margin of Error (+/-)
NATIONALLY	31.1%	27.6%	16.7%	10.7%	11.2%	2.6%	1731	2.4
REGION								
British Columbia	37.4%	24.1%	22.6%	13.4%	0.0%	2.5%	194	7.0
Alberta	48.8%	22.8%	8.3%	14.3%	0.0%	5.8%	170	7.5
Saskatchewan/Manitoba	44.3%	19.5%	29.9%	3.8%	0.0%	2.6%	104	9.6
Ontario	35.3%	34.8%	18.2%	10.0%	0.0%	1.7%	668	3.8
Quebec	12.7%	21.3%	10.2%	10.7%	42.9%	2.2%	473	4.5
Atlantic Canada	27.2%	34.2%	21.7%	11.9%	0.0%	5.0%	122	8.9
GENDER								
Male	35.2%	25.3%	14.7%	10.5%	11.3%	3.0%	866	3.3
Female	27.1%	29.9%	18.6%	10.9%	11.1%	2.3%	865	3.3
AGE								
<25	13.9%	25.5%	20.8%	22.0%	15.8%	2.0%	122	8.9
25-44	26.7%	26.2%	17.6%	11.6%	13.7%	4.1%	510	4.3
45-64	35.0%	28.1%	16.9%	8.3%	9.8%	2.0%	713	3.7
65+	42.7%	30.7%	11.9%	7.1%	6.2%	1.5%	386	5.0
EDUCATION								
High school or less	33.3%	21.6%	14.4%	13.9%	13.2%	3.6%	481	4.5
College or CEGEP	32.0%	23.2%	18.6%	11.1%	12.3%	2.8%	546	4.2
University or higher	29.0%	35.4%	16.8%	8.2%	8.8%	1.8%	704	3.7
METROPOLITAN CANADA								
Vancouver	36.3%	27.7%	26.9%	9.0%	0.0%	0.0%	86	10.6
Calgary	53.6%	22.3%	8.1%	13.1%	0.0%	2.9%	41	15.3
Toronto	38.6%	38.1%	15.1%	6.0%	0.0%	2.2%	204	6.9
Ottawa	41.8%	36.5%	15.1%	5.7%	0.0%	0.9%	96	10.0
Montreal	7.8%	25.4%	14.1%	8.1%	41.9%	2.7%	218	6.6

Methodology:

EKOS' weekly tracking polls are conducted using Interactive Voice Recognition (IVR) technology, which allows respondents to enter their preferences by punching the keypad on their phone, rather than telling them to an operator.

In an effort to reduce the coverage bias of landline only RDD, we created a dual landline/cell phone RDD sampling frame for this research. As a result, we are able to reach those with both a landline and cell phone, as well as cell phone only households and landline only households. This dual frame yields a near perfect unweighted distribution on age group and gender, something almost never seen with traditional landline RDD sample or interviewer-administered surveys.

Data for this survey was collected over two time periods. The field dates for the first portion of the survey (federal vote intention, direction of country, and direction of government) are August 25 – August 31, 2010.¹ In total, a random sample of 1,555 Canadians aged 18 and over responded to the survey (including a sub-sample of 1,346 decided voters). The margin of error associated with the total sample is +/-2.5 percentage points, 19 times out of 20.

The field dates for the second portion of the survey (job approval ratings and attitudes towards the elimination of the long form census) are August 18 – August 31, 2010. In total, a random sample of 3,559 Canadians aged 18 and over responded to the survey (including a sub-sample of 1,346 decided voters). The margin of error associated with the total sample is +/-1.6 percentage points, 19 times out of 20.

Please note that the margin of error increases when the results are sub-divided (i.e., error margins for sub-groups such as region, sex, age, education). All the data have been statistically weighted to ensure the samples composition reflects that of the actual population of Canada according to Census data.

¹ Please note that these dates are not inclusive of weekends, as we do not survey on Saturday or Sunday.

Annex:

Federal vote Intention: August 18-24

Q. If a federal election were held tomorrow, which party would you vote for?

