![EKOS POLITICS]

VOTER INTENTION STAGNANT AS TORIES EKE OUT A BARE LEAD

[Ottawa – September 16, 2010] – After what could easily be described as an unpredictable summer, Conservative and Liberal support appears to have stabilized. At 32 points, the Conservatives have held a small but statistically significant lead for two consecutive weeks. In the meantime, the Liberals have remained steady at 29 points. This period of inactivity is somewhat reminiscent of last spring where both parties remained anchored below the 33-point mark.

While the Conservatives and Liberals may be frozen in amber, there appears to be somewhat more volatility among NDP and Green supporters. In the last week of polling, the NDP widened their lead over the Green Party by more than three points. This movement is as much due to a rise in NDP support as it is to a fall in Green support, suggesting that voters may be switching between the two parties.
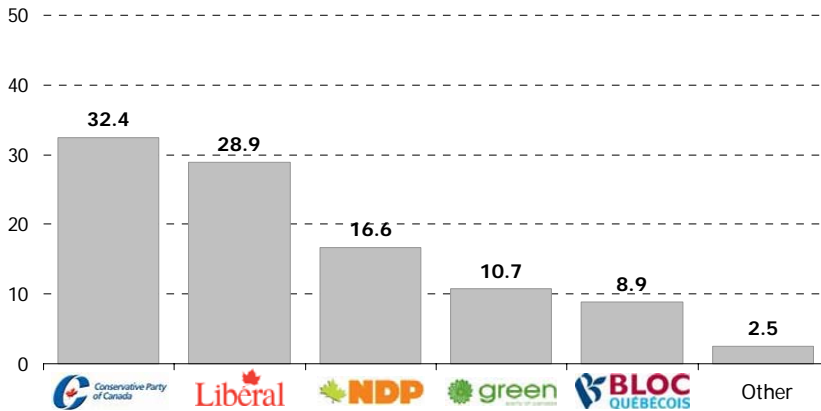
HIGHLIGHTS

- **National federal vote intention:**
  - ¤ **32.4% CPC**
  - ¤ **28.9% LPC**
  - ¤ **16.6% NDP**
  - ¤ **10.7% Green**
  - ¤ **8.9% BQ**
  - ¤ **2.5% other**

- **Direction of country:**
  - ¤ **50.6% right direction**
  - ¤ **38.1% wrong direction**
  - ¤ **11.4% DK/NR**

- **Direction of government:**
  - ¤ **41.5% right direction**
  - ¤ **45.3% wrong direction**
  - ¤ **13.2% DK/NR**

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

In this very stable environment, it is appropriate to look at the two-week results for demographic trends.

The Liberals retain a clear lead among the university educated, though they do not fare nearly as well among the other education groups. The Conservatives, meanwhile, continue to hold a solid lead among men and seniors, though they still lag among female voters. However, this gender gap is not as extreme as has been seen in recent weeks.

Regionally, the stark east-west divide that emerged several weeks ago appears to have diminished. The Conservatives have pulled into parity with the Liberals in Ontario and they have gained ground in both Quebec and Atlantic Canada. On the other hand, BC has once again become a tight three-way race with the Liberals, NDP, and Conservatives all wedged into a statistical tie.

Finally, we recently started retesting country of birth. While the Liberal Party has traditionally led among those born outside Canada, last fall the Conservatives pulled into the lead with this group. It is now clear that the Conservative advantage with the non-native born has been relinquished.

Top Line Results:

Federal vote Intention: September 8-14

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

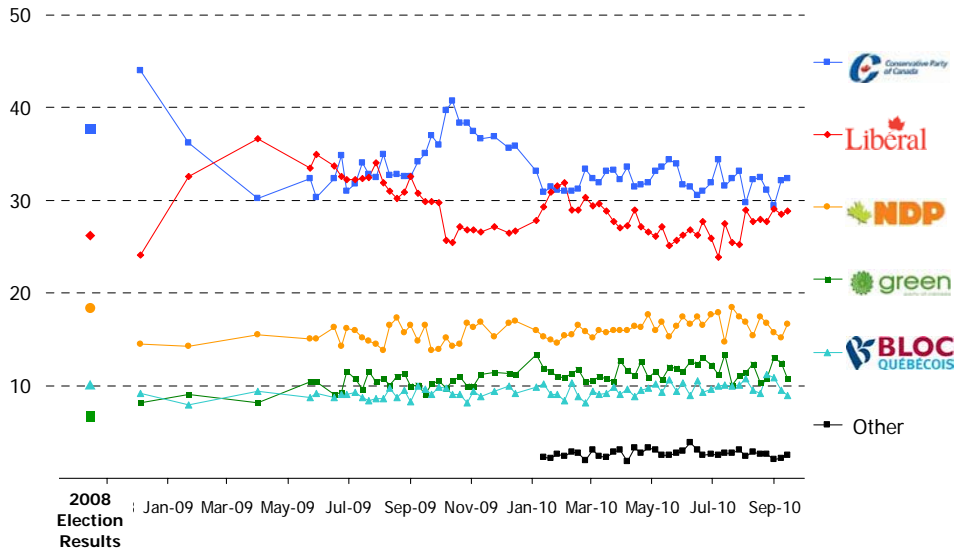**BASE:** Decided Voters; September 8-14, 2010 (n=1,513)

Weekly tracking of federal vote intention

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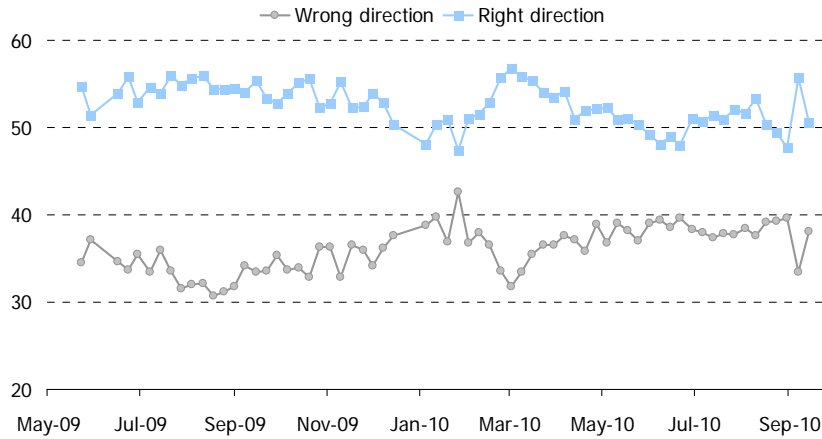

Note: The data on federal vote intention are based on decided voters only.
Our survey also finds that 14.4% of Canadians are undecided/ineligible to vote.

BASE: Decided voters; most recent data point September 8-14, 2010 (n=1,513)

Direction of country

Q. All things considered, would you say the country is moving in the right direction or the wrong direction?
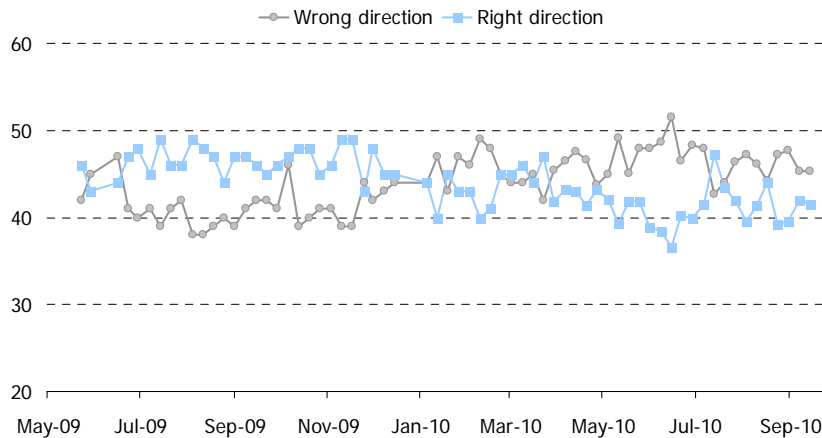
BASE: Canadians; most recent data point September 8-14, 2010 (n=half sample)

Direction of government

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

BASE: Canadians; most recent data point September 8-14, 2010 (n=half sample)

Detailed Tables:

National Federal Vote Intention: September 8-14

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

	Conservative Party of Canada	Liberal	NDP	green	BLOC QUÉBÉCOIS	Other	Sample Size	Margin of Error (+/-)
NATIONALLY	**32.4%**	**28.9%**	**16.6%**	**10.7%**	**8.9%**	**2.5%**	**1513**	**2.5**
REGION								
British Columbia	27.0%	26.5%	30.8%	15.0%	0.0%	0.7%	202	6.9
Alberta	52.0%	23.4%	11.7%	6.4%	0.0%	6.5%	179	7.3
Saskatchewan/Manitoba	41.8%	21.5%	24.4%	10.3%	0.0%	2.0%	126	8.7
Ontario	34.7%	36.1%	13.5%	13.1%	0.0%	2.6%	497	4.4
Quebec	21.1%	22.5%	11.8%	7.3%	35.7%	1.6%	395	4.9
Atlantic Canada	33.2%	32.5%	22.4%	9.0%	0.0%	2.9%	114	9.2
GENDER								
Male	35.1%	28.5%	15.0%	10.6%	8.1%	2.8%	728	3.6
Female	29.7%	29.4%	18.1%	10.9%	9.7%	2.1%	785	3.5
AGE								
<25	22.9%	26.3%	18.5%	15.3%	11.2%	5.8%	111	9.3
25-44	32.5%	25.1%	17.4%	13.1%	10.1%	1.7%	431	4.7
45-64	30.9%	31.2%	16.2%	9.2%	9.5%	2.9%	583	4.1
65+	41.3%	33.8%	14.3%	5.9%	3.9%	0.9%	388	5.0
EDUCATION								
High school or less	32.4%	25.4%	18.1%	10.5%	10.8%	2.8%	437	4.7
College or CEGEP	35.1%	24.6%	15.7%	11.1%	10.7%	2.7%	542	4.2
University or higher	29.7%	35.8%	16.3%	10.5%	5.7%	2.0%	534	4.2
METROPOLITAN CANADA								
Vancouver	33.7%	32.4%	28.3%	5.6%	0.0%	0.0%	75	11.3
Calgary	52.5%	23.8%	8.7%	9.3%	0.0%	5.8%	51	13.7
Toronto	33.8%	44.1%	11.2%	10.0%	0.0%	0.8%	133	8.5
Ottawa	32.8%	44.3%	14.2%	6.6%	0.0%	2.1%	67	12.0
Montreal	12.5%	25.5%	14.7%	6.3%	40.9%	0.0%	138	8.3

Federal Vote Intention – British Columbia

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

	Conservative Party of Canada	Liberal	NDP	green	Other	Sample Size	Margin of Error (+/-)
OVERALL	**27.0%**	**26.5%**	**30.8%**	**15.0%**	**0.7%**	**202**	**6.9**
GENDER							
Male	32.9%	23.1%	30.5%	12.8%	0.7%	92	10.2
Female	21.6%	29.2%	30.8%	17.6%	0.7%	110	9.3
AGE							
<25	29.9%	29.4%	33.0%	7.7%	0.0%	13	27.2
25-44	19.3%	20.5%	30.2%	28.9%	1.1%	50	13.9
45-64	27.2%	28.5%	34.9%	8.4%	1.0%	81	10.9
65+	40.0%	29.9%	22.3%	7.8%	0.0%	58	12.9
EDUCATION							
High school or less	26.7%	23.6%	41.7%	8.0%	0.0%	53	13.5
College or CEGEP	25.6%	28.0%	22.7%	21.8%	1.9%	81	10.9
University or higher	29.4%	26.0%	31.0%	13.5%	0.0%	68	11.9

Federal Vote Intention – Alberta

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

	Conservative Party of Canada	Liberal	NDP	green	Other	Sample Size	Margin of Error (+/-)
OVERALL	**52.0%**	**23.4%**	**11.7%**	**6.4%**	**6.5%**	**179**	**7.3**
GENDER							
Male	48.7%	23.0%	15.6%	8.3%	4.4%	87	10.5
Female	52.1%	23.7%	11.2%	4.3%	8.7%	92	10.2
AGE							
<25	18.3%	26.4%	29.3%	13.7%	12.3%	12	28.3
25-44	52.6%	27.0%	4.5%	6.8%	9.0%	53	13.5
45-64	52.8%	20.1%	18.9%	4.1%	4.1%	65	12.2
65+	65.2%	20.2%	8.4%	3.9%	2.2%	49	14.0
EDUCATION							
High school or less	41.2%	25.0%	18.9%	5.3%	9.6%	55	13.2
College or CEGEP	65.1%	15.7%	9.0%	5.6%	4.4%	66	12.1
University or higher	41.9%	31.2%	12.7%	8.3%	5.9%	58	12.9

Federal Vote Intention – Saskatchewan/Manitoba

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

	Conservative Party of Canada	Liberal	NDP	green	Other	Sample Size	Margin of Error (+/-)
OVERALL	**41.8%**	**21.5%**	**24.4%**	**10.3%**	**2.0%**	**126**	**8.7**
GENDER							
Male	45.8%	22.3%	21.5%	6.0%	4.4%	62	12.5
Female	35.8%	26.4%	23.6%	14.2%	0.0%	64	12.3
AGE							
<25	13.2%	86.8%	0.0%	0.0%	0.0%	4	49.0
25-44	53.6%	11.3%	24.0%	11.2%	0.0%	46	14.5
45-64	34.7%	19.1%	21.1%	19.5%	5.6%	43	14.9
65+	42.0%	19.7%	35.4%	0.0%	2.9%	33	17.1
EDUCATION							
High school or less	45.6%	28.1%	12.5%	13.8%	0.0%	28	18.5
College or CEGEP	36.8%	19.3%	29.5%	9.4%	4.9%	40	15.5
University or higher	41.3%	25.7%	22.3%	9.1%	1.6%	58	12.9

Federal Vote Intention – Ontario

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

	Conservative Party of Canada	Liberal	NDP	green	Other	Sample Size	Margin of Error (+/-)
OVERALL	**34.7%**	**36.1%**	**13.5%**	**13.1%**	**2.6%**	**497**	**4.4**
GENDER							
Male	38.2%	35.3%	11.3%	11.9%	3.3%	239	6.3
Female	31.2%	37.5%	15.9%	13.7%	1.6%	258	6.1
AGE							
<25	25.4%	28.6%	14.5%	24.6%	6.9%	47	14.3
25-44	34.9%	37.7%	15.0%	10.7%	1.7%	130	8.6
45-64	32.3%	38.1%	12.8%	13.8%	2.9%	186	7.2
65+	45.5%	35.7%	11.6%	7.2%	0.0%	134	8.5
EDUCATION							
High school or less	33.6%	30.9%	16.8%	16.3%	2.4%	120	9.0
College or CEGEP	39.4%	32.0%	14.6%	10.5%	3.5%	174	7.4
University or higher	31.6%	43.1%	10.9%	12.8%	1.6%	203	6.9

Federal Vote Intention – Quebec

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

	Conservative Party of Canada	Liberal	NDP	green	BLOC QUÉBÉCOIS	Other	Sample Size	Margin of Error (+/-)
OVERALL	**21.1%**	**22.5%**	**11.8%**	**7.3%**	**35.7%**	**1.6%**	**395**	**4.9**
GENDER								
Male	25.6%	24.8%	10.3%	8.2%	30.4%	0.7%	197	7.0
Female	16.4%	21.6%	13.0%	6.3%	40.2%	2.6%	198	7.0
AGE								
<25	20.3%	11.1%	16.2%	6.0%	40.4%	6.0%	33	17.1
25-44	21.4%	15.9%	12.9%	10.1%	39.7%	0.0%	120	9.0
45-64	20.9%	25.2%	9.4%	5.2%	37.2%	2.1%	156	7.9
65+	20.7%	42.1%	10.9%	6.4%	18.9%	0.9%	86	10.6
EDUCATION								
High school or less	25.1%	24.2%	8.5%	5.6%	34.6%	2.0%	139	8.3
College or CEGEP	19.3%	13.7%	13.6%	10.9%	41.5%	0.9%	141	8.3
University or higher	18.3%	33.7%	13.0%	4.7%	28.3%	2.0%	115	9.1

Federal Vote Intention – Atlantic Canada

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

	Conservative Party of Canada	Liberal	NDP	green	Other	Sample Size	Margin of Error (+/-)
OVERALL	**33.2%**	**32.5%**	**22.4%**	**9.0%**	**2.9%**	**114**	**9.2**
GENDER							
Male	18.7%	30.0%	31.5%	14.5%	5.3%	51	13.7
Female	42.8%	36.5%	19.0%	1.7%	0.0%	63	12.4
AGE							
<25	0.0%	32.6%	67.4%	0.0%	0.0%	2	69.3
25-44	28.2%	23.8%	28.6%	19.4%	0.0%	32	17.3
45-64	33.8%	41.6%	16.8%	1.9%	5.8%	52	13.6
65+	51.6%	37.9%	7.0%	0.0%	3.5%	28	18.5
EDUCATION							
High school or less	43.4%	20.9%	25.4%	8.3%	2.0%	42	15.1
College or CEGEP	34.3%	38.8%	16.3%	8.5%	2.1%	40	15.5
University or higher	16.5%	39.9%	32.9%	7.1%	3.6%	32	17.3

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	**50.6%**	**38.1%**	**11.4%**	**866**	**3.3**
REGION					
British Columbia	53.4%	33.1%	13.5%	113	9.2
Alberta	61.5%	23.8%	14.7%	105	9.6
Saskatchewan/Manitoba	54.8%	32.7%	12.5%	65	12.2
Ontario	47.2%	42.3%	10.6%	285	5.8
Quebec	46.3%	42.1%	11.5%	232	6.4
Atlantic Canada	61.0%	33.3%	5.7%	66	12.1
GENDER					
Male	51.2%	39.9%	8.9%	403	4.9
Female	50.0%	36.3%	13.7%	463	4.6
AGE					
<25	50.7%	27.9%	21.5%	65	12.2
25-44	52.3%	40.3%	7.4%	248	6.2
45-64	49.3%	40.0%	10.7%	369	5.1
65+	49.7%	36.1%	14.2%	184	7.2
EDUCATION					
High school or less	48.7%	35.5%	15.8%	274	5.9
College or CEGEP	52.7%	36.7%	10.6%	307	5.6
University or higher	50.0%	41.8%	8.2%	285	5.8
CURRENT VOTE INTENTION					
Conservative Party of Canada	72.8%	18.9%	8.3%	250	6.2
Liberal Party of Canada	47.7%	44.7%	7.6%	223	6.6
NDP	37.3%	46.3%	16.4%	114	9.2
Green Party	29.2%	57.6%	13.2%	70	11.7
Bloc Quebecois	38.8%	52.5%	8.7%	68	11.9
Undecided	30.0%	43.7%	26.3%	22	20.9

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	**41.5%**	**45.3%**	**13.2%**	**904**	**3.3**
REGION					
British Columbia	41.3%	41.1%	17.6%	121	8.9
Alberta	54.1%	34.0%	11.9%	104	9.6
Saskatchewan/Manitoba	43.6%	27.4%	29.0%	81	10.9
Ontario	45.5%	42.0%	12.5%	297	5.7
Quebec	29.5%	62.6%	7.9%	226	6.5
Atlantic Canada	41.7%	46.3%	12.0%	75	11.3
GENDER					
Male	46.0%	45.7%	8.3%	414	4.8
Female	37.3%	44.9%	17.8%	490	4.4
AGE					
<25	43.7%	39.1%	17.3%	65	12.2
25-44	40.0%	47.4%	12.6%	260	6.1
45-64	39.5%	46.9%	13.7%	327	5.4
65+	46.3%	42.6%	11.1%	252	6.2
EDUCATION					
High school or less	40.8%	40.8%	18.4%	271	6.0
College or CEGEP	45.4%	44.4%	10.2%	326	5.4
University or higher	38.1%	49.9%	12.0%	307	5.6
CURRENT VOTE INTENTION					
Conservative Party of Canada	76.9%	17.4%	5.7%	266	6.0
Liberal Party of Canada	34.8%	50.3%	14.8%	217	6.7
NDP	25.7%	63.8%	10.6%	126	8.7
Green Party	25.7%	56.3%	18.0%	73	11.5
Bloc Quebecois	14.2%	80.7%	5.1%	72	11.6
Undecided	23.4%	72.4%	4.2%	12	28.3

National Federal Vote Intention: September 1-7

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

	Conservative Party of Canada	Liberal	NDP	green	BLOC QUÉBÉCOIS	Other	Sample Size	Margin of Error (+/-)
NATIONALLY	**32.1%**	**28.5%**	**15.2%**	**12.5%**	**9.5%**	**2.2%**	**1177**	**2.9**
REGION								
British Columbia	27.0%	27.5%	26.6%	15.5%	0.0%	3.5%	215	6.7
Alberta	56.1%	18.9%	5.4%	14.2%	0.0%	5.4%	141	8.3
Saskatchewan/Manitoba	44.5%	21.2%	24.8%	8.7%	0.0%	0.9%	95	10.1
Ontario	36.6%	34.3%	14.3%	12.9%	0.0%	1.9%	377	5.1
Quebec	15.8%	23.8%	8.8%	11.5%	38.7%	1.4%	252	6.2
Atlantic Canada	27.5%	36.4%	25.1%	9.2%	0.0%	1.7%	97	10.0
GENDER								
Male	37.8%	25.6%	12.1%	12.0%	9.1%	3.3%	626	3.9
Female	26.4%	31.4%	18.3%	12.9%	9.9%	1.2%	551	4.2
AGE								
<25	23.1%	19.0%	24.1%	21.9%	10.7%	1.3%	96	10.0
25-44	29.8%	27.7%	15.2%	12.9%	11.0%	3.3%	353	5.2
45-64	32.0%	29.6%	15.3%	11.9%	9.1%	2.0%	460	4.6
65+	42.6%	34.0%	9.3%	6.6%	6.3%	1.2%	268	6.0
EDUCATION								
High school or less	34.1%	20.5%	17.2%	13.0%	11.8%	3.4%	315	5.5
College or CEGEP	33.5%	23.0%	17.6%	12.0%	11.4%	2.5%	349	5.3
University or higher	29.6%	38.2%	12.0%	12.5%	6.4%	1.2%	513	4.3
METROPOLITAN CANADA								
Vancouver	29.7%	34.3%	17.5%	14.3%	0.0%	4.1%	94	10.1
Calgary	62.7%	23.3%	0.0%	10.3%	0.0%	3.7%	51	13.7
Toronto	32.7%	48.8%	7.5%	11.0%	0.0%	0.0%	143	8.2
Ottawa	29.5%	38.7%	8.5%	18.8%	0.0%	4.5%	103	9.7
Montreal	12.3%	25.4%	9.8%	12.4%	38.5%	1.5%	150	8.0

National Federal Vote Intention: September 1-14

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

	Conservative Party of Canada	Liberal	NDP	green	BLOC QUÉBÉCOIS	Other	Sample Size	Margin of Error (+/-)
NATIONALLY	**32.3%**	**28.9%**	**15.4%**	**11.8%**	**9.1%**	**2.5%**	**2690**	**1.9**
REGION								
British Columbia	26.8%	28.3%	27.0%	15.1%	0.0%	2.8%	417	4.8
Alberta	55.0%	20.1%	7.8%	11.1%	0.0%	6.0%	320	5.5
Saskatchewan/Manitoba	41.4%	22.1%	24.6%	10.3%	0.0%	1.5%	221	6.6
Ontario	35.1%	35.6%	13.7%	13.2%	0.0%	2.3%	874	3.3
Quebec	19.3%	22.7%	10.3%	9.3%	36.7%	1.6%	647	3.9
Atlantic Canada	31.2%	34.5%	23.2%	8.7%	0.0%	2.3%	211	6.8
GENDER								
Male	36.1%	27.8%	12.9%	11.6%	8.3%	3.3%	1354	2.7
Female	28.5%	30.0%	18.0%	11.9%	9.9%	1.7%	1336	2.7
AGE								
<25	23.2%	23.6%	19.3%	19.3%	10.3%	4.3%	207	6.8
25-44	30.5%	26.7%	16.5%	13.0%	10.7%	2.6%	784	3.5
45-64	32.2%	30.3%	14.9%	10.8%	9.1%	2.7%	1043	3.0
65+	41.8%	34.0%	11.9%	6.3%	4.9%	1.0%	656	3.8
EDUCATION								
High school or less	33.3%	23.5%	16.7%	12.3%	11.3%	3.0%	752	3.6
College or CEGEP	34.9%	24.1%	15.8%	11.6%	10.6%	3.0%	891	3.3
University or higher	29.2%	37.1%	14.2%	11.5%	6.1%	1.8%	1047	3.0
METROPOLITAN CANADA								
Vancouver	31.3%	33.3%	22.5%	10.5%	0.0%	2.4%	169	7.5
Calgary	57.5%	23.4%	4.7%	9.7%	0.0%	4.7%	102	9.7
Toronto	33.4%	46.7%	9.1%	10.5%	0.0%	0.3%	276	5.9
Ottawa	30.6%	41.2%	11.0%	13.7%	0.0%	3.6%	170	7.5
Montreal	12.3%	25.5%	12.3%	9.4%	39.7%	0.8%	288	5.8

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.
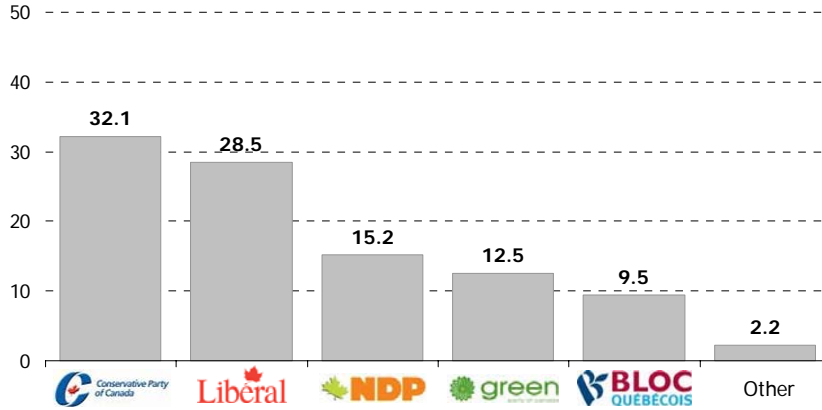
The field dates for this survey are September 8 – September 14, 2010. In total, a random sample of 1,770 Canadians aged 18 and over responded to the survey (including a sub-sample of 1,513 decided voters). The margin of error associated with the total sample is +/-2.3 percentage points, 19 times out 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.

Annex:

Federal vote Intention: September 1-7

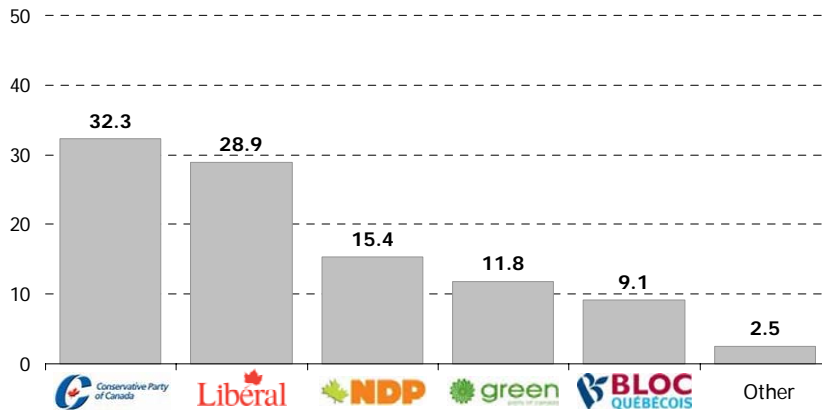*Q. If a federal election were held tomorrow, which party would you vote for?*

BASE: Decided Voters; September 1-7, 2010 (n=1,177)

Federal vote Intention: September 1-14 (2-week roll-up)

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

BASE: Decided Voters; September 1-14, 2010 (n=2,690)