

## ***EDUCATION GAP BETWEEN PARTIES WIDENS***

*CONSERVATIVES RETAIN SMALL BUT STATISTICALLY SIGNIFICANT LEAD*

[Ottawa – September 30, 2010] – Over the last two weeks, the Conservatives and the Liberals have seen a slight rise in their fortunes and both front runners have now opened a wider gap on the other parties. The Conservatives now stand at 33.1 points (up from 32.4) and the Liberals are at 29.9 (up from 28.9). These gains appear to have come at the expense of the NDP, who appear to be in danger of being squeezed out of an increasingly tight two-way race.

The gap between university and college graduates (and, to a lesser extent, high school educated) is very large and growing. The Liberals now have a 14-point lead among the university educated, a dramatic (net 20 point) reversal of the 6-point disadvantage seen at the outset of the summer. The opposite is true among college graduates, however, where the Conservatives lead the Liberals by 17 points.

Also interesting to note is the lack of connection that youth have shown with any of the federalist parties. Outside of Quebec, where those under 25 are overwhelmingly behind the Bloc, youth are evenly split among the other four parties. Indeed, if voting were limited to those under 25, no party could be ruled out as a serious contender for power.

Regionally, the brief surge in Conservative support in Quebec appears to have subsided, while Ontario is once again deadlocked in a chronic see-saw battle, which will likely determine the outcome of the next election. The Liberals have a significant lead in the Atlantic provinces and the Conservatives are effectively bullet-proof in the West, save BC, which is a tight three-way race.

### **HIGHLIGHTS**

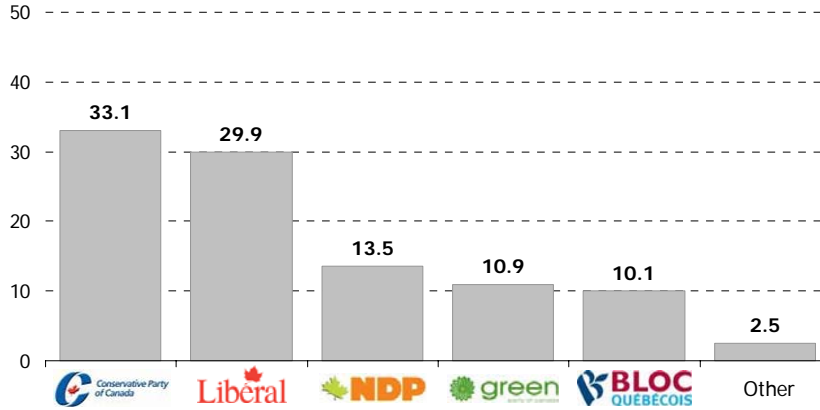
- **National federal vote intention:**
  - ☒ **33.1% CPC**
  - ☒ **29.9% LPC**
  - ☒ **13.5% NDP**
  - ☒ **10.9% Green**
  - ☒ **10.1% BQ**
  - ☒ **2.5% other**
  
- **Direction of country:**
  - ☒ **52.2% right direction**
  - ☒ **34.8% wrong direction**
  - ☒ **13.1% DK/NR**
  
- **Direction of government:**
  - ☒ **41.1% right direction**
  - ☒ **47.3% wrong direction**
  - ☒ **11.6% DK/NR**

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

## Top Line Results:

### Federal vote intention: September 22-28

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

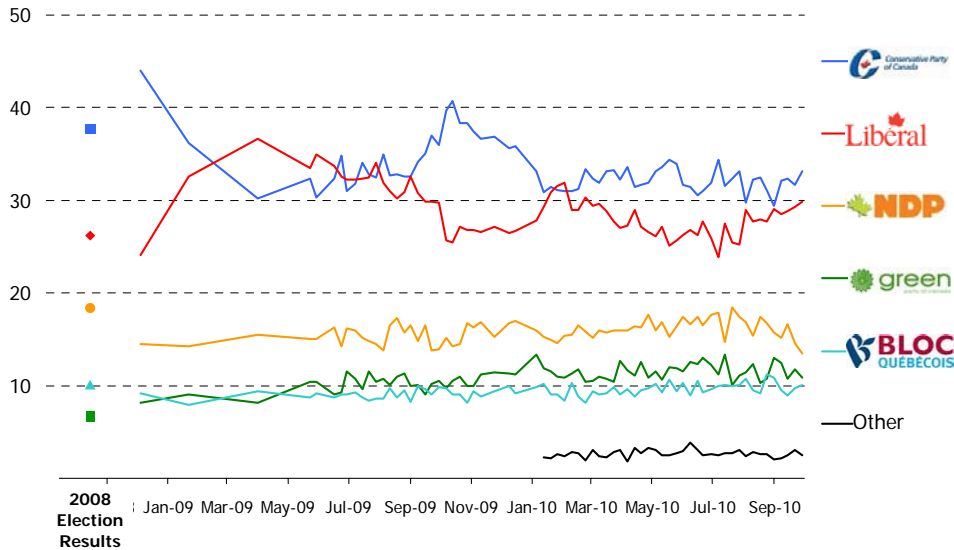


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BASE: Decided Voters; September 22-28, 2010 (n=1,976)

### Weekly tracking of federal vote intention

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



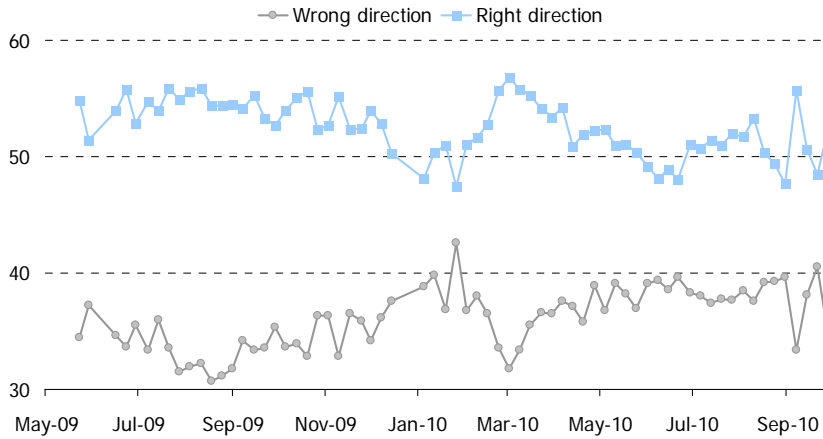
Note: The data on federal vote intention are based on decided voters only. Our survey also finds that 12.8% of Canadians are undecided/ineligible to vote.

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BASE: Decided voters; most recent data point September 22-28, 2010 (n=1,976)

## Direction of country

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

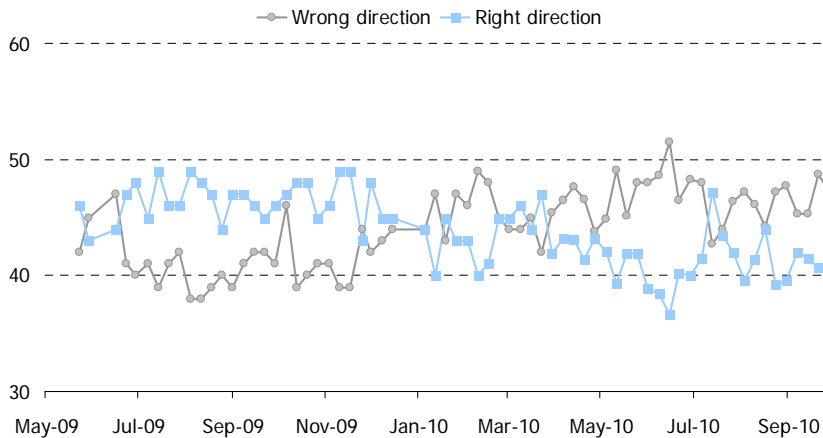


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BASE: Canadians; most recent data point September 22-28, 2010 (n=half sample)

## 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 September 22-28, 2010 (n=half sample)

## Detailed Tables:

<b>National Federal Vote Intention: September 22-28</b>								
<i>Q. If a federal election were held tomorrow, which party would you vote for?</i>								
						Other	Sample Size	Margin of Error (+/-)
<b>NATIONALLY</b>	<b>33.1%</b>	<b>29.9%</b>	<b>13.5%</b>	<b>10.9%</b>	<b>10.1%</b>	<b>2.5%</b>	<b>1976</b>	<b>2.2</b>
<b>REGION</b>								
British Columbia	35.3%	27.6%	23.2%	10.9%	0.0%	3.1%	150	8.0
Alberta	56.5%	15.3%	13.4%	11.6%	0.0%	3.2%	185	7.2
Saskatchewan/Manitoba	50.2%	26.7%	9.0%	11.6%	0.0%	2.5%	156	7.9
Ontario	37.0%	36.5%	13.8%	10.7%	0.0%	2.0%	745	3.6
Quebec	14.1%	24.4%	8.7%	8.9%	40.8%	3.1%	593	4.0
Atlantic Canada	26.2%	41.1%	14.8%	16.6%	0.0%	1.3%	147	8.1
<b>GENDER</b>								
Male	36.4%	28.5%	11.3%	9.7%	10.6%	3.5%	942	3.2
Female	30.0%	31.3%	15.6%	11.9%	9.6%	1.6%	1034	3.1
<b>AGE</b>								
<25	20.8%	20.7%	17.3%	21.7%	16.9%	2.6%	128	8.7
25-44	28.1%	31.0%	15.2%	12.1%	11.5%	2.2%	630	3.9
45-64	35.6%	29.5%	13.3%	9.3%	9.3%	3.0%	802	3.5
65+	45.6%	34.0%	8.1%	5.2%	4.9%	2.2%	416	4.8
<b>EDUCATION</b>								
High school or less	34.3%	22.5%	15.2%	12.6%	13.5%	1.8%	541	4.2
College or CEGEP	40.8%	23.8%	11.9%	9.1%	10.7%	3.7%	684	3.8
University or higher	26.1%	39.8%	13.6%	11.2%	7.4%	2.0%	751	3.6
<b>METROPOLITAN CANADA</b>								
Vancouver	47.4%	19.7%	20.7%	12.1%	0.0%	0.0%	50	13.9
Calgary	62.2%	11.0%	11.4%	13.2%	0.0%	2.2%	47	14.3
Toronto	34.0%	43.3%	12.3%	8.3%	0.0%	2.1%	192	7.1
Ottawa	39.8%	42.5%	6.2%	10.1%	0.0%	1.4%	68	11.9
Montreal	10.8%	25.0%	8.9%	13.4%	38.3%	3.6%	196	7.0





### **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 (+/-)
<b>OVERALL</b>	<b>35.3%</b>	<b>27.6%</b>	<b>23.2%</b>	<b>10.9%</b>	<b>3.1%</b>	<b>150</b>	<b>8.0</b>
<b>GENDER</b>							
Male	48.2%	15.4%	18.4%	12.9%	5.1%	66	12.1
Female	23.2%	35.7%	31.1%	9.4%	0.6%	84	10.7
<b>AGE</b>							
<25	12.3%	0.0%	75.5%	12.3%	0.0%	4	49.0
25-44	30.7%	34.0%	20.3%	13.6%	1.4%	41	15.3
45-64	37.4%	24.2%	21.2%	10.7%	6.5%	69	11.8
65+	53.1%	25.5%	15.0%	6.4%	0.0%	36	16.3
<b>EDUCATION</b>							
High school or less	35.7%	15.6%	29.8%	18.9%	0.0%	32	17.3
College or CEGEP	47.9%	19.1%	18.9%	6.0%	8.1%	61	12.6
University or higher	25.6%	35.9%	27.1%	11.4%	0.0%	57	13.0





### **Federal Vote Intention – Alberta**

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

					Other	Sample Size	Margin of Error (+/-)
<b>OVERALL</b>	<b>56.5%</b>	<b>15.3%</b>	<b>13.4%</b>	<b>11.6%</b>	<b>3.2%</b>	<b>185</b>	<b>7.2</b>
<b>GENDER</b>							
Male	59.0%	11.7%	13.2%	13.4%	2.7%	85	10.6
Female	56.7%	17.9%	12.0%	10.2%	3.2%	100	9.8
<b>AGE</b>							
<25	55.7%	7.7%	32.0%	4.6%	0.0%	13	27.2
25-44	44.3%	22.7%	12.8%	14.0%	6.2%	70	11.7
45-64	68.3%	9.2%	9.3%	11.0%	2.3%	77	11.2
65+	65.6%	15.9%	3.9%	14.7%	0.0%	25	19.6
<b>EDUCATION</b>							
High school or less	51.9%	13.8%	18.8%	14.2%	1.2%	49	14.0
College or CEGEP	68.6%	13.6%	7.9%	9.0%	1.0%	81	10.9
University or higher	48.7%	17.6%	12.9%	13.3%	7.6%	55	13.2





### **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 (+/-)
<b>OVERALL</b>	<b>50.2%</b>	<b>26.7%</b>	<b>9.0%</b>	<b>11.6%</b>	<b>2.5%</b>	<b>156</b>	<b>7.9</b>
<b>GENDER</b>							
Male	47.9%	29.3%	7.8%	12.2%	2.8%	68	11.9
Female	51.9%	24.3%	10.0%	11.8%	2.0%	88	10.5
<b>AGE</b>							
<25	27.3%	24.2%	15.2%	33.3%	0.0%	10	31.0
25-44	59.7%	25.0%	9.4%	4.2%	1.7%	38	15.9
45-64	48.1%	26.5%	9.6%	11.9%	3.9%	75	11.3
65+	51.1%	32.6%	2.3%	11.6%	2.3%	33	17.1
<b>EDUCATION</b>							
High school or less	52.4%	20.1%	6.3%	17.9%	3.3%	48	14.1
College or CEGEP	56.3%	22.6%	12.2%	7.3%	1.6%	48	14.1
University or higher	43.5%	35.2%	8.5%	10.6%	2.2%	60	12.7






### **Federal Vote Intention – Ontario**

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

					Other	Sample Size	Margin of Error (+/-)
<b>OVERALL</b>	<b>37.0%</b>	<b>36.5%</b>	<b>13.8%</b>	<b>10.7%</b>	<b>2.0%</b>	<b>745</b>	<b>3.6</b>
<b>GENDER</b>							
Male	39.7%	35.5%	12.4%	9.5%	2.9%	370	5.1
Female	32.4%	37.2%	16.1%	13.5%	0.8%	375	5.1
<b>AGE</b>							
<25	22.8%	35.1%	13.0%	29.2%	0.0%	33	17.1
25-44	31.9%	34.1%	18.0%	13.9%	2.1%	228	6.5
45-64	37.6%	38.2%	13.8%	8.4%	1.9%	296	5.7
65+	47.7%	37.8%	8.5%	3.8%	2.3%	188	7.2
<b>EDUCATION</b>							
High school or less	39.7%	26.5%	15.9%	17.2%	0.8%	175	7.4
College or CEGEP	44.5%	31.3%	12.3%	9.4%	2.5%	244	6.3
University or higher	28.1%	44.9%	14.8%	10.2%	1.9%	326	5.4





### **Federal Vote Intention – Quebec**

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

						Other	Sample Size	Margin of Error (+/-)
<b>OVERALL</b>	<b>14.1%</b>	<b>24.4%</b>	<b>8.7%</b>	<b>8.9%</b>	<b>40.8%</b>	<b>3.1%</b>	<b>593</b>	<b>4.0</b>
<b>GENDER</b>								
Male	16.1%	26.4%	6.3%	7.3%	39.9%	4.0%	294	5.7
Female	12.8%	24.0%	11.4%	9.4%	40.2%	2.2%	299	5.7
<b>AGE</b>								
<25	8.9%	20.6%	4.9%	15.3%	45.0%	5.4%	62	12.5
25-44	14.2%	21.5%	11.5%	7.8%	43.4%	1.6%	206	6.8
45-64	14.2%	22.9%	8.6%	8.4%	42.9%	3.0%	222	6.6
65+	18.8%	39.8%	6.8%	4.9%	25.0%	4.8%	103	9.7
<b>EDUCATION</b>								
High school or less	14.2%	22.7%	7.5%	8.3%	43.8%	3.5%	193	7.1
College or CEGEP	15.5%	20.7%	10.1%	7.6%	41.5%	4.7%	207	6.8
University or higher	13.6%	32.2%	9.0%	9.1%	35.0%	1.1%	193	7.1

### **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 (+/-)
<b>OVERALL</b>	<b>26.2%</b>	<b>41.1%</b>	<b>14.8%</b>	<b>16.6%</b>	<b>1.3%</b>	<b>147</b>	<b>8.1</b>
<b>GENDER</b>							
Male	35.0%	46.0%	11.9%	5.7%	1.5%	59	12.8
Female	23.3%	39.6%	14.9%	21.3%	0.8%	88	10.5
<b>AGE</b>							
<25	6.1%	9.4%	15.5%	62.9%	6.1%	6	40.0
25-44	13.6%	58.2%	10.8%	17.3%	0.0%	47	14.3
45-64	30.1%	39.7%	19.8%	8.4%	1.9%	63	12.4
65+	64.9%	28.3%	6.8%	0.0%	0.0%	31	17.6
<b>EDUCATION</b>							
High school or less	37.2%	36.1%	24.9%	1.8%	0.0%	44	14.8
College or CEGEP	37.9%	25.5%	12.4%	21.7%	2.5%	43	14.9
University or higher	19.6%	54.9%	8.6%	16.1%	0.9%	60	12.7

### **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 (+/-)
<b>NATIONALLY</b>	<b>52.2%</b>	<b>34.8%</b>	<b>13.1%</b>	<b>1132</b>	<b>2.9</b>
<b>REGION</b>					
British Columbia	47.7%	35.3%	17.0%	93	10.2
Alberta	61.0%	23.3%	15.8%	108	9.4
Saskatchewan/Manitoba	56.7%	23.9%	19.4%	83	10.8
Ontario	53.2%	35.2%	11.6%	424	4.8
Quebec	47.6%	40.6%	11.8%	347	5.3
Atlantic Canada	56.2%	35.8%	8.0%	77	11.2
<b>GENDER</b>					
Male	56.0%	33.9%	10.2%	529	4.3
Female	48.8%	35.6%	15.7%	603	4.0
<b>AGE</b>					
<25	47.2%	36.9%	15.9%	75	11.3
25-44	53.2%	37.9%	8.8%	362	5.2
45-64	50.7%	35.5%	13.8%	478	4.5
65+	56.4%	24.6%	19.0%	217	6.7
<b>EDUCATION</b>					
High school or less	48.1%	33.6%	18.3%	332	5.4
College or CEGEP	59.0%	29.3%	11.7%	364	5.1
University or higher	49.6%	39.9%	10.6%	436	4.7
<b>CURRENT VOTE INTENTION</b>					
Conservative Party of Canada	73.4%	14.7%	11.9%	322	5.5
Liberal Party of Canada	49.4%	35.4%	15.2%	294	5.7
NDP	40.3%	49.2%	10.5%	135	8.4
Green Party	37.2%	43.7%	19.2%	102	9.7
Bloc Quebecois	43.4%	50.4%	6.3%	110	9.3
Undecided	13.6%	80.0%	6.4%	23	20.4



### **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 (+/-)
<b>NATIONALLY</b>	<b>41.1%</b>	<b>47.3%</b>	<b>11.6%</b>	<b>1135</b>	<b>2.9</b>
<b>REGION</b>					
British Columbia	31.9%	46.6%	21.6%	79	11.0
Alberta	59.5%	26.7%	13.8%	109	9.4
Saskatchewan/Manitoba	52.9%	35.0%	12.2%	98	9.9
Ontario	45.5%	46.9%	7.6%	413	4.8
Quebec	29.2%	61.3%	9.5%	338	5.3
Atlantic Canada	35.6%	44.0%	20.4%	98	9.9
<b>GENDER</b>					
Male	44.0%	46.4%	9.6%	523	4.3
Female	38.3%	48.1%	13.6%	612	4.0
<b>AGE</b>					
<25	40.9%	45.7%	13.4%	80	11.0
25-44	38.3%	51.3%	10.5%	363	5.1
45-64	37.9%	50.5%	11.6%	449	4.6
65+	52.6%	34.8%	12.7%	243	6.3
<b>EDUCATION</b>					
High school or less	39.8%	44.3%	15.9%	335	5.4
College or CEGEP	44.3%	45.7%	10.0%	419	4.8
University or higher	39.1%	51.2%	9.8%	381	5.0
<b>CURRENT VOTE INTENTION</b>					
Conservative Party of Canada	79.1%	13.8%	7.2%	344	5.3
Liberal Party of Canada	31.4%	59.8%	8.9%	280	5.9
NDP	20.9%	67.7%	11.4%	120	9.0
Green Party	28.4%	56.8%	14.8%	92	10.2
Bloc Quebecois	12.8%	78.8%	8.4%	132	8.5
Undecided	14.5%	51.0%	34.4%	22	20.9

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## 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.

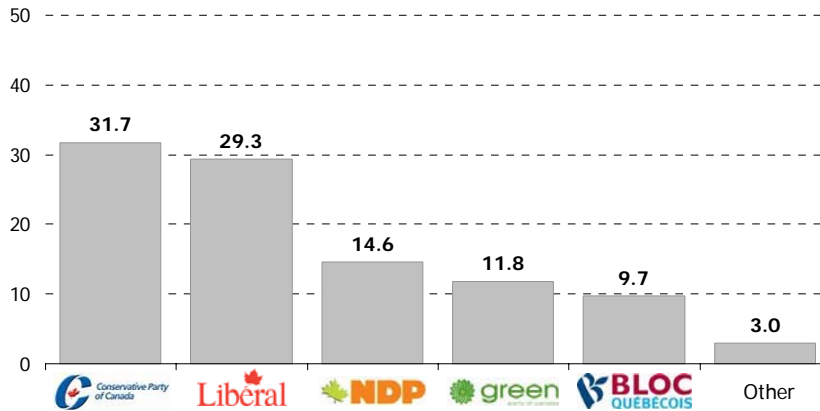
The field dates for this survey are September 22 – September 28, 2010. In total, a random sample of 2,267 Canadians aged 18 and over responded to the survey (including a sub-sample of 1,976 decided voters). The margin of error associated with the total sample is +/-2.1 percentage points, 19 times out 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 I:

### Federal vote intention: September 15-21

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

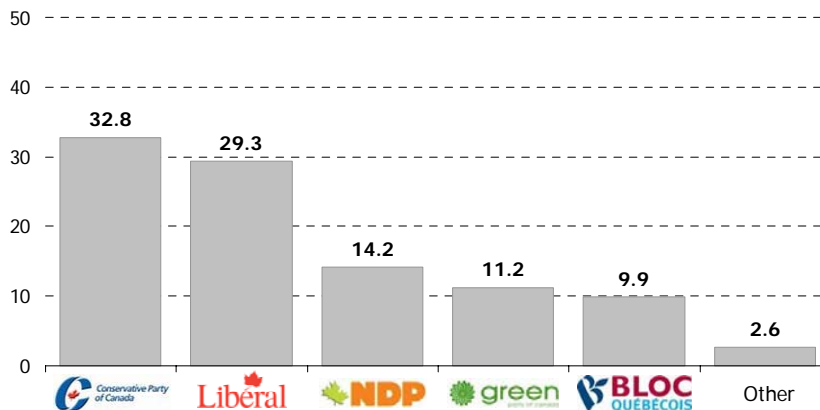


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BASE: Decided Voters; September 15-21, 2010 (n=1,510)

### Federal vote intention: September 15-28 (2-week roll-up)






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



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BASE: Decided Voters; September 15-28, 2010 (n=3,486)

## Annex II:

<b>National Federal Vote Intention: September 15-21</b>								
<i>Q. If a federal election were held tomorrow, which party would you vote for?</i>								
						Other	Sample Size	Margin of Error (+/-)
<b>NATIONALLY</b>	<b>31.7%</b>	<b>29.3%</b>	<b>14.6%</b>	<b>11.8%</b>	<b>9.7%</b>	<b>3.0%</b>	<b>1510</b>	<b>2.5</b>
<b>REGION</b>								
British Columbia	29.8%	22.4%	25.8%	18.5%	0.0%	3.5%	187	7.2
Alberta	58.3%	22.7%	6.6%	9.0%	0.0%	3.4%	166	7.6
Saskatchewan/Manitoba	35.3%	31.8%	15.7%	14.5%	0.0%	2.7%	99	9.9
Ontario	36.0%	35.4%	13.8%	11.7%	0.0%	3.1%	540	4.2
Quebec	15.4%	22.2%	11.4%	9.5%	39.0%	2.4%	385	5.0
Atlantic Canada	27.2%	41.0%	18.9%	10.2%	0.0%	2.7%	133	8.5
<b>GENDER</b>								
Male	35.7%	28.6%	11.6%	11.9%	8.5%	3.7%	755	3.6
Female	27.7%	29.9%	17.5%	11.8%	10.9%	2.2%	755	3.6
<b>AGE</b>								
<25	17.1%	22.4%	17.3%	20.7%	18.1%	4.4%	95	10.1
25-44	28.0%	28.2%	15.9%	14.6%	9.9%	3.4%	454	4.6
45-64	34.6%	30.1%	14.0%	9.8%	8.8%	2.8%	616	4.0
65+	42.6%	34.1%	11.3%	4.7%	5.8%	1.4%	345	5.3
<b>EDUCATION</b>								
High school or less	29.5%	25.8%	13.6%	13.2%	12.9%	5.0%	393	4.9
College or CEGEP	36.0%	24.6%	16.3%	10.6%	10.0%	2.5%	505	4.4
University or higher	29.5%	35.4%	13.8%	12.0%	7.3%	2.0%	612	4.0
<b>METROPOLITAN CANADA</b>								
Vancouver	38.1%	24.3%	19.7%	14.6%	0.0%	3.3%	67	12.0
Calgary	56.5%	22.4%	10.1%	8.0%	0.0%	3.0%	57	13.0
Toronto	37.8%	41.4%	9.2%	9.4%	0.0%	2.3%	184	7.2
Ottawa	44.1%	31.3%	10.9%	12.0%	0.0%	1.6%	75	11.3
Montreal	12.5%	32.5%	15.3%	4.6%	33.7%	1.4%	175	7.4

### **National Federal Vote Intention: September 15-28**

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

						Other	Sample Size	Margin of Error (+/-)
<b>NATIONALLY</b>	<b>32.8%</b>	<b>29.3%</b>	<b>14.2%</b>	<b>11.2%</b>	<b>9.9%</b>	<b>2.6%</b>	<b>3486</b>	<b>1.7</b>
<b>REGION</b>								
British Columbia	33.0%	23.1%	25.0%	16.2%	0.0%	2.7%	337	5.3
Alberta	57.2%	19.9%	9.4%	10.3%	0.0%	3.1%	351	5.2
Saskatchewan/Manitoba	42.6%	30.0%	12.4%	12.3%	0.0%	2.7%	255	6.1
Ontario	36.7%	35.8%	13.8%	11.3%	0.0%	2.4%	1285	2.7
Quebec	14.7%	23.5%	10.0%	8.9%	40.1%	2.7%	978	3.1
Atlantic Canada	30.2%	38.0%	19.2%	10.4%	0.0%	2.1%	280	5.9
<b>GENDER</b>								
Male	36.2%	28.6%	11.6%	10.7%	9.7%	3.3%	1697	2.4
Female	29.4%	30.0%	16.7%	11.8%	10.2%	1.9%	1789	2.3
<b>AGE</b>								
<25	19.8%	22.7%	15.1%	21.4%	17.7%	3.3%	223	6.6
25-44	28.8%	28.3%	16.3%	13.2%	10.8%	2.6%	1084	3.0
45-64	35.1%	29.9%	14.1%	9.2%	9.0%	2.6%	1418	2.6
65+	44.0%	34.0%	9.7%	5.1%	5.3%	1.9%	761	3.6
<b>EDUCATION</b>								
High school or less	32.5%	23.6%	14.1%	13.2%	13.3%	3.3%	934	3.2
College or CEGEP	38.1%	24.5%	14.6%	9.8%	10.3%	2.7%	1189	2.8
University or higher	28.4%	37.0%	13.9%	11.2%	7.5%	2.0%	1363	2.7
<b>METROPOLITAN CANADA</b>								
Vancouver	42.0%	22.3%	20.2%	13.6%	0.0%	1.8%	117	9.1
Calgary	59.3%	17.3%	10.4%	10.2%	0.0%	2.8%	104	9.6
Toronto	35.7%	42.2%	10.9%	9.0%	0.0%	2.2%	376	5.1
Ottawa	42.1%	36.5%	8.9%	11.0%	0.0%	1.4%	143	8.2
Montreal	11.7%	28.2%	11.8%	9.3%	36.4%	2.5%	371	5.1