

LEAN TO MAJORITY GOVERNMENT... BUT ONLY MY MAJORITY, NOT YOURS

ELECTION-WARY CANADIANS SHOWING GREATER RECEPTIVITY

[Ottawa – September 30, 2010] – Although Canadians have always said they are allergic to elections, that resistance is clearly down from this time last year, particularly among youth and those not supporting the Conservatives.

In terms of preferred election outcome, a large plurality of Canadians would prefer some form of majority government, a figure that has remained stable over the last year. Unfortunately, it does not look like they are going to get one any time soon. Canadians are divided over what type of majority government they want. There is a slight lean towards some form of Liberal government, though this option was selected by fewer than two in five respondents.

A trade-off of a Liberal-NDP coalition versus a Conservative government yields an even split (with a small, but statistically significant lean to coalition). This has remained relatively unchanged over the last year.

HIGHLIGHTS

- **Timing of next election:**
 - ▣ **33% this fall**
 - ▣ **67% some time later**

- **Preferred election outcome:**
 - ▣ **26% majority Conservative**
 - ▣ **10% minority Conservative**
 - ▣ **22% majority Liberal**
 - ▣ **16% minority Liberal**
 - ▣ **26% none of the above**

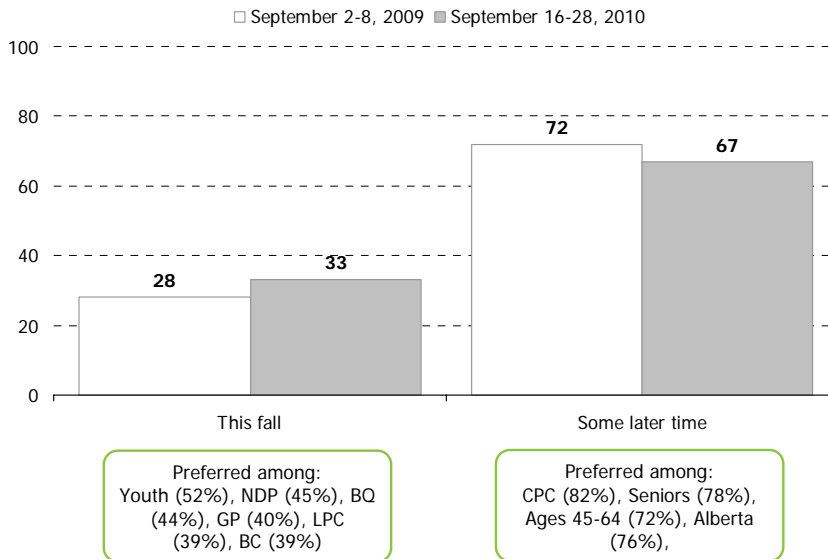
- **Support for coalition government:**
 - ▣ **41% coalition government**
 - ▣ **39% Conservative government**
 - ▣ **20% DK/NR**

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

Top Line Results:

Preferred timing of next election

Q. Do you believe a federal election should be held this fall, or should it be held at some later time?

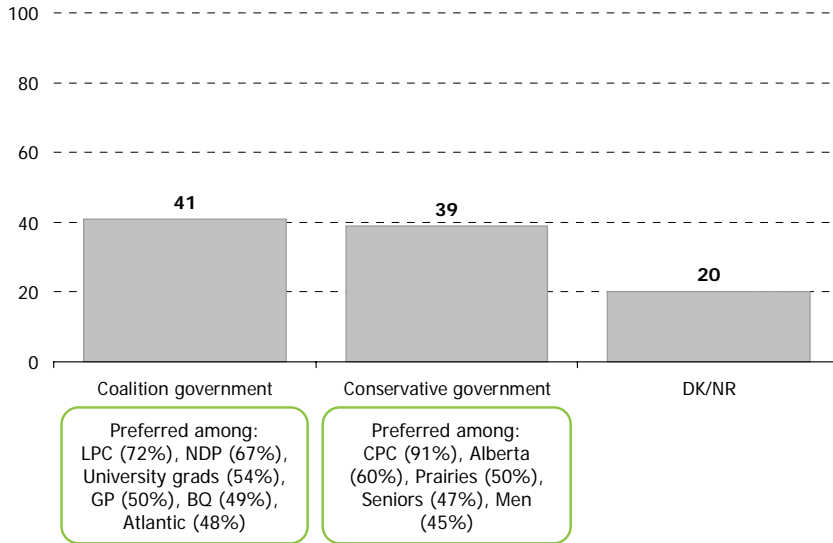


Copyright 2010. No reproduction without permission

BASE: Canadians; Sep. 16-28, 2010 (n=3,782)

Support for coalition government

Q. If you were forced to choose between a Conservative government led by Stephen Harper and a coalition government made up of Liberal and New Democrat and led by Liberal leader Michael Ignatieff, which would you prefer?

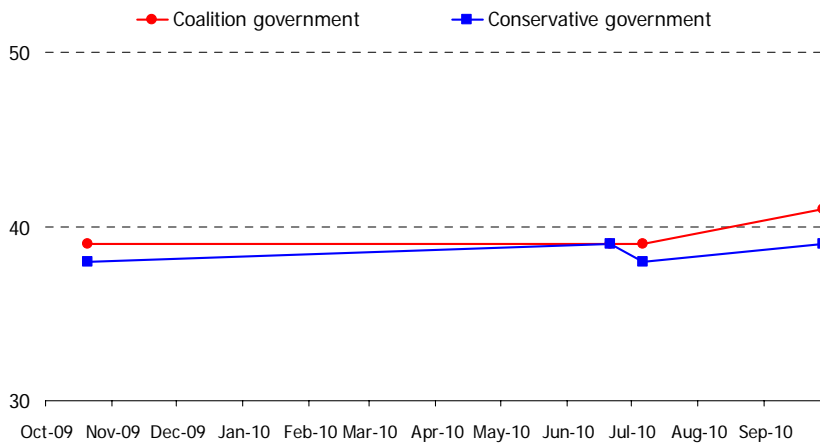


Copyright 2010. No reproduction without permission

BASE: Canadians; September 16-28, 2010 (n=3,782)

Tracking support for coalition government

Q. If you were forced to choose between a Conservative government led by Stephen Harper and a coalition government made up of Liberals and New Democrats and led by Liberal leader Michael Ignatieff, which would you prefer?

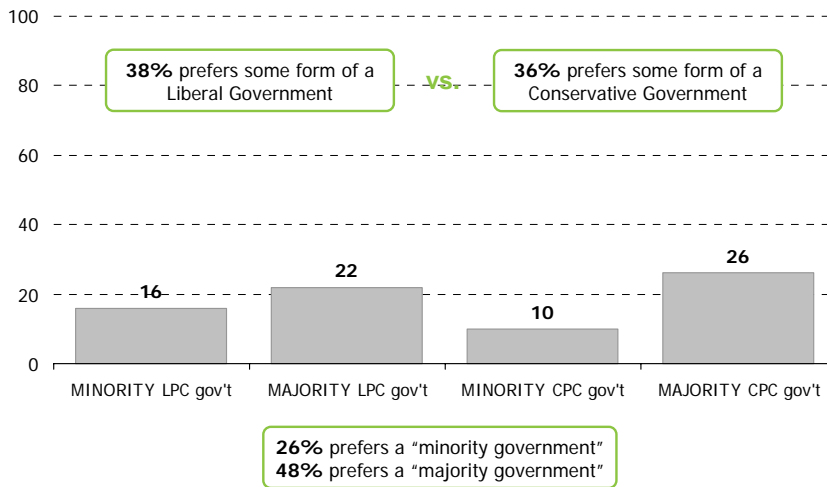


Copyright 2010. No reproduction without permission

BASE: Canadians; most recent data point September 16-28 (n=3,782)

Preferred outcome for next election

Q. Which of the following potential outcomes of the next federal election do you think would be BEST?

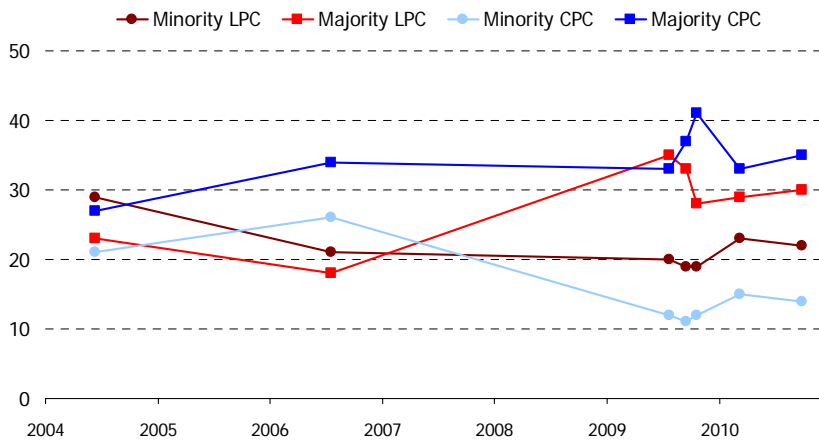


NOTE: There is also 26% that "prefers none of the above" options
Copyright 2010. No reproduction without permission

BASE: Canadians; September 16-28, 2010 (n=3,782)

Tracking preferred election outcome

Q. Which of the following potential outcomes of the next federal election do you think would be BEST?



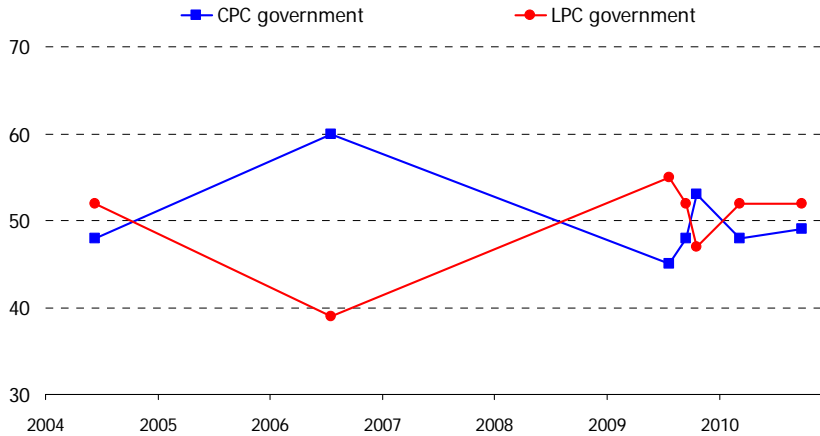
NOTE: The earlier tracking points (those prior to 2009) were administered by live interviewer. They had much lower non-response than when the survey was administered by answering an automated voice on one's touchpad. We can compare them by comparing only those who gave a valid response on the two surveys. This provides a useful comparison but changes the numbers for the more recent data as the non-response is treated as missing values and excluded.

Copyright 2010. No reproduction without permission

BASE: Canadians with valid responses; most recent data point September 16-28 (n=2,802)

Tracking preferred election outcome

Q. Which of the following potential outcomes of the next federal election do you think would be BEST?



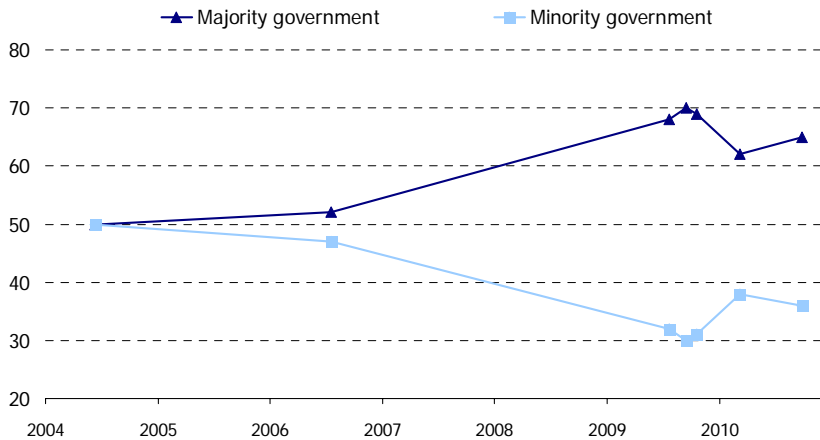
NOTE: The earlier tracking points (those prior to 2009) were administered by live interviewer. They had much lower non-response than when the survey was administered by answering an automated voice on one's touchpad. We can compare them by comparing only those who gave a valid response on the two surveys. This provides a useful comparison but changes the numbers for the more recent data as the non-response is treated as missing values and excluded.

Copyright 2010. No reproduction without permission

BASE: Canadians with valid responses; most recent data point September 16-28 (n=2,802)

Tracking preferred election outcome

Q. Which of the following potential outcomes of the next federal election do you think would be BEST?



NOTE: The earlier tracking points (those prior to 2009) were administered by live interviewer. They had much lower non-response than when the survey was administered by answering an automated voice on one's touchpad. We can compare them by comparing only those who gave a valid response on the two surveys. This provides a useful comparison but changes the numbers for the more recent data as the non-response is treated as missing values and excluded.

Copyright 2010. No reproduction without permission

BASE: Canadians with valid responses; most recent data point September 16-28 (n=2,802)

Detailed Tables:

Preferred Timing of Next Election				
<i>Q. Do you believe a federal election should be held this fall, or should it be held at some later time?</i>				
	This fall	Some later time	Sample Size	Margin of Error (+/-)
NATIONALLY	33%	67%	3782	1.6
REGION				
British Columbia	39%	61%	322	5.5
Alberta	24%	76%	369	5.1
Saskatchewan/Manitoba	28%	72%	292	5.7
Ontario	33%	67%	1392	2.6
Quebec	35%	65%	1089	3.0
Atlantic Canada	36%	64%	318	5.5
GENDER				
Male	35%	65%	1786	2.3
Female	31%	69%	1996	2.2
AGE				
<25	52%	48%	252	6.2
25-44	37%	63%	1174	2.9
45-64	28%	72%	1557	2.5
65+	22%	78%	799	3.5
EDUCATION				
High school or less	34%	66%	1088	3.0
College or CEGEP	31%	69%	1282	2.7
University or higher	34%	66%	1412	2.6
CURRENT VOTE INTENTION				
Conservative Party of Canada	18%	82%	1107	3.0
Liberal Party of Canada	39%	61%	985	3.1
NDP	45%	55%	436	4.7
Green Party	40%	60%	324	5.4
Bloc Québécois	44%	56%	374	5.1
Undecided	37%	63%	79	11.0

Preferred Election Outcome

Q. Which of the following potential outcomes of the next federal election do you think would be BEST?

	Minority LPC gov't	Majority LPC gov't	Minority CPC gov't	Majority CPC gov't	None of the above	Sample Size	Margin of Error (+/-)
NATIONALLY	16%	22%	10%	26%	26%	3782	1.6
REGION							
British Columbia	12%	20%	10%	28%	30%	322	5.5
Alberta	10%	17%	8%	49%	15%	369	5.1
Saskatchewan/Manitoba	8%	25%	12%	33%	22%	292	5.7
Ontario	16%	25%	10%	28%	21%	1392	2.6
Quebec	20%	21%	11%	12%	36%	1089	3.0
Atlantic Canada	18%	23%	11%	22%	26%	318	5.5
GENDER							
Male	16%	21%	11%	30%	22%	1786	2.3
Female	15%	24%	10%	22%	30%	1996	2.2
AGE							
<25	22%	20%	9%	15%	34%	252	6.2
25-44	15%	23%	11%	23%	28%	1174	2.9
45-64	15%	22%	11%	28%	25%	1557	2.5
65+	14%	24%	9%	36%	16%	799	3.5
EDUCATION							
High school or less	14%	17%	9%	27%	33%	1088	3.0
College or CEGEP	13%	19%	10%	30%	28%	1282	2.7
University or higher	20%	29%	11%	22%	19%	1412	2.6
CURRENT VOTE INTENTION							
Conservative Party of Canada	4%	3%	17%	73%	3%	1107	3.0
Liberal Party of Canada	27%	58%	4%	4%	6%	985	3.1
NDP	18%	16%	8%	11%	48%	436	4.7
Green Party	17%	17%	8%	9%	49%	324	5.4
Bloc Québécois	24%	12%	14%	5%	46%	374	5.1
Undecided	12%	6%	8%	12%	63%	79	11.0

Support for Coalition Government

Q. If you were forced to choose between a Conservative government led by Stephen Harper and a coalition government made of up Liberal and New Democrats and led by Liberal leader Michael Ignatieff, which would you prefer?

	A Conservative government	A coalition government	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	39%	41%	20%	3782	1.6
REGION					
British Columbia	37%	45%	18%	322	5.5
Alberta	60%	26%	13%	369	5.1
Saskatchewan/Manitoba	50%	34%	16%	292	5.7
Ontario	43%	42%	15%	1392	2.6
Quebec	26%	43%	32%	1089	3.0
Atlantic Canada	33%	48%	19%	318	5.5
GENDER					
Male	45%	40%	15%	1786	2.3
Female	34%	42%	24%	1996	2.2
AGE					
<25	31%	47%	22%	252	6.2
25-44	37%	41%	22%	1174	2.9
45-64	40%	40%	20%	1557	2.5
65+	47%	37%	15%	799	3.5
EDUCATION					
High school or less	42%	29%	28%	1088	3.0
College or CEGEP	42%	36%	22%	1282	2.7
University or higher	34%	54%	12%	1412	2.6
CURRENT VOTE INTENTION					
Conservative Party of Canada	91%	5%	5%	1107	3.0
Liberal Party of Canada	12%	72%	16%	985	3.1
NDP	17%	67%	16%	436	4.7
Green Party	22%	50%	28%	324	5.4
Bloc Quebecois	18%	49%	33%	374	5.1
Undecided	30%	28%	42%	79	11.0

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 16 – September 28, 2010. In total, a random sample of 3,782 Canadians aged 18 and over responded to the survey. 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.