

CONSERVATIVES CONTINUE TO ENJOY SMALL LEAD

DRAMATIC DECLINE IN OUTLOOK ON COUNTRY AND GOVERNMENT

[Ottawa – October 28, 2010] – Similar to the last reporting period, the Conservatives lead the Liberals by a comfortable six-point margin (33.9% to 27.8%). What is unusual, however, is the week to week volatility seen over the two-week data collection period. In the first week, the two parties were in a statistical tie. The Conservative Party's better performance in the second week was largely a product of an upswing in Ontario.

Also interesting to note is that the fault lines in education and place of birth that emerged over the summer appear to be eroding as Conservatives are recovering among university educated and non-Canadian born.

Despite overall stability in vote intention, there were some major and puzzling movements in the second week of polling with regards to outlook on both direction of country and direction of the federal government. In a shift that is difficult to explain, both figures have plummeted to their lowest points in over a decade fuelled mostly by discontent among those outside of Conservative supporters, Quebec residents, and younger voters. Caution is necessary in interpreting the long term implications of this recent development, but typically these broad direction measures are leading indicators of future shifts in vote intention. In any case, it will be important to keep an eye on these numbers.

This week, Canadians were also asked whether they approved of Canada's foreign policies. In short, Canadians are underwhelmed with Canada's actions on the world stage, but there is no real sense of outrage. Results are predictably negative outside of the Conservative base, but overall, there is no evidence of major public concerns.

HIGHLIGHTS

- **National federal vote intention:**
 - ▣ 33.9% CPC
 - ▣ 27.8% LPC
 - ▣ 15.1% NDP
 - ▣ 11.6% Green
 - ▣ 9.3% BQ
 - ▣ 2.2% other
- **Direction of country:**
 - ▣ 44.5% right direction
 - ▣ 41.6% wrong direction
 - ▣ 13.9% DK/NR
- **Direction of government:**
 - ▣ 36.1% right direction
 - ▣ 53.1% wrong direction
 - ▣ 10.7% DK/NR
- **Attitudes towards Canada's foreign policies:**
 - ▣ 37% disapprove
 - ▣ 21% approve
 - ▣ 35% neither
 - ▣ 7% DK/NR
- **Perceived effect of Conservative government's foreign policies on Canada's reputation abroad:**
 - ▣ 45% negative effect
 - ▣ 22% positive effect
 - ▣ 21% no effect
 - ▣ 11% DK/NR

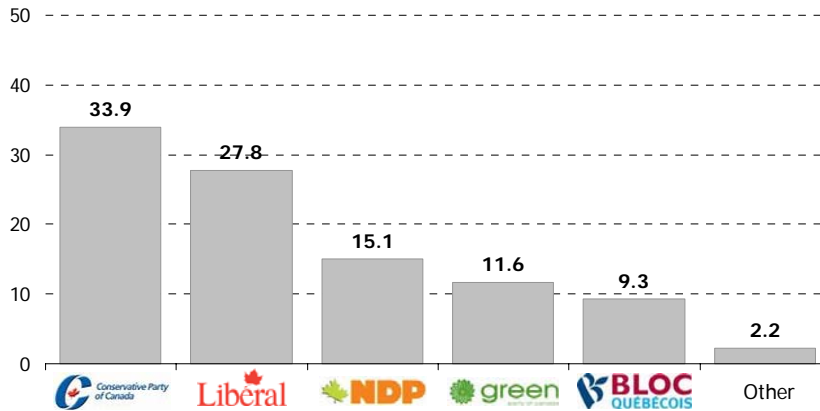
Please note that the methodology is provided at the end of this document.

In the case of reputational impacts on Canada, however, the evidence is far more negative for the government. By a margin of two to one, a Canadians feel that the government's foreign policies are having a corrosive impact on international reputation.

Top Line Results:

Federal vote intention: October 20-26

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



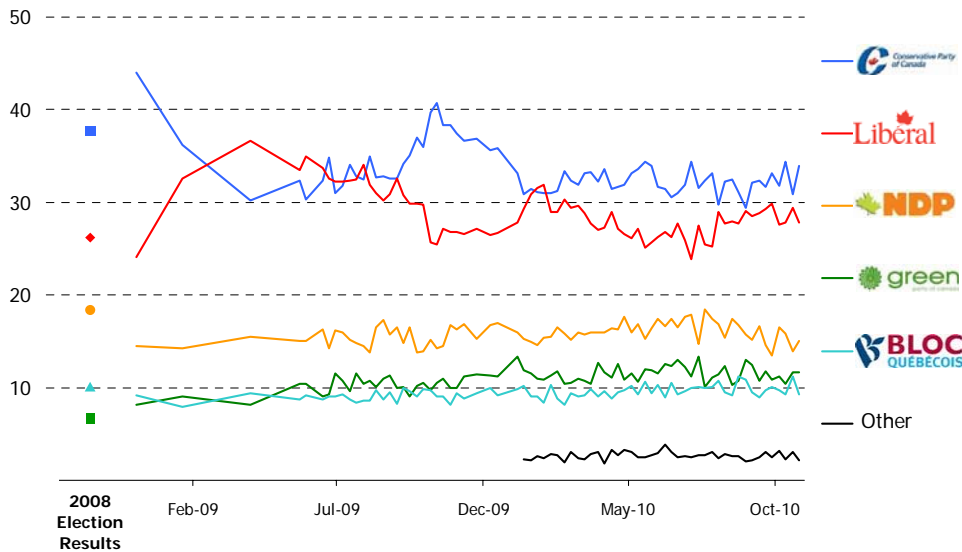
Note: The data on federal vote intention are based on decided and leaning voters only. Our survey also finds that 13.2% of Canadians are undecided/ineligible to vote.

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BASE: Decided voters; October 20-26, 2010 (n=1,140)

Weekly tracking of federal vote intention

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



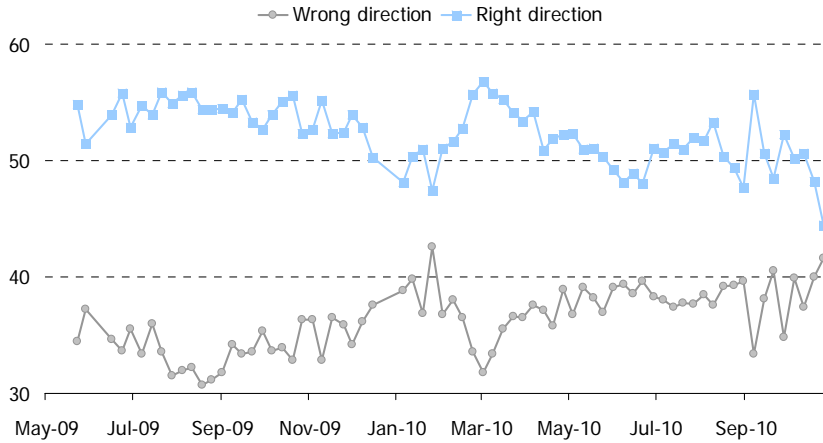
Note: The data on federal vote intention are based on decided and leaning voters only. Our survey also finds that 13.2% of Canadians are undecided/ineligible to vote.

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BASE: Decided voters; most recent data point October 20-26, 2010 (n=1,140)

Direction of country

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

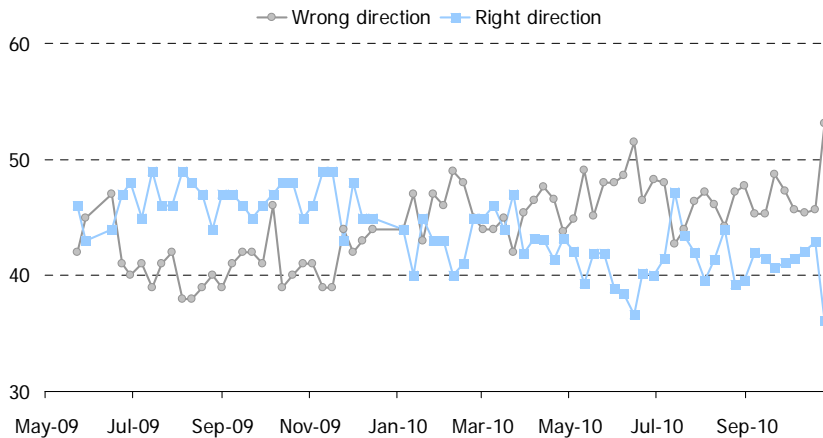


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BASE: Canadians; most recent data point October 20-26, 2010 (n=half sample)

Direction of government

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

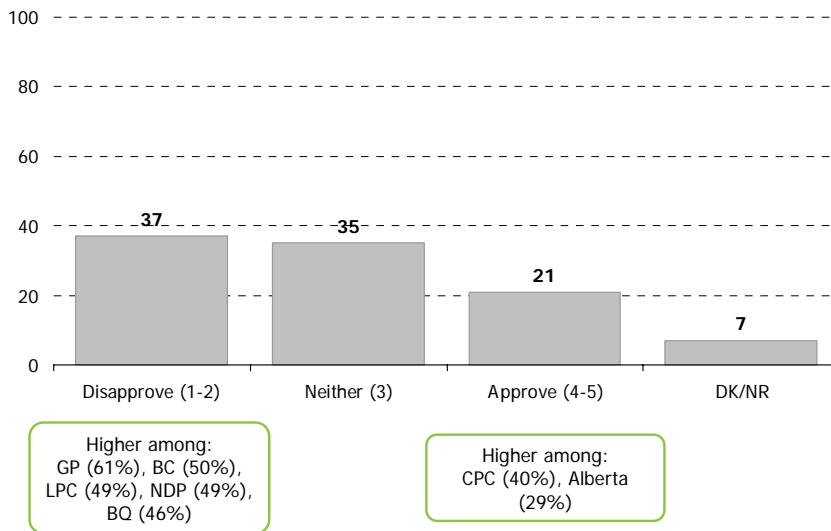


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BASE: Canadians; most recent data point October 20-26, 2010 (n=half sample)

Attitudes towards Canada's foreign policies

Q. Overall, do you disapprove or approve of the current government's foreign policies?

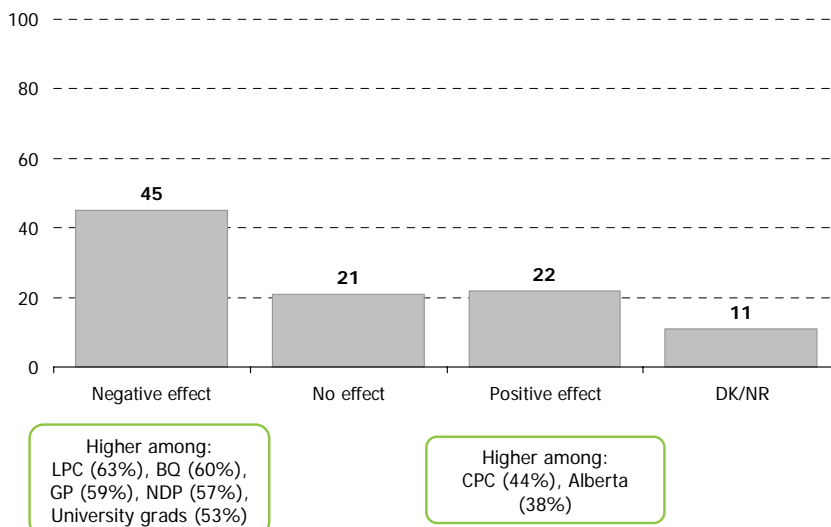


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BASE: Canadians; October 20-26, 2010 (n=1,312)

Perceived effect of Conservative government's foreign policies






Q. Overall, do you think that the foreign policies of the current Conservative government have had a negative effect, a positive effect, or no effect on Canada's international reputation?



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BASE: Canadians; October 20-26, 2010 (n=1,312)

Detailed Tables:

National Federal Vote Intention: October 20-26								
<i>Q. If a federal election were held tomorrow, which party would you vote for?</i>								
						Other	Sample Size	Margin of Error (+/-)
NATIONALLY	33.9%	27.8%	15.1%	11.6%	9.3%	2.2%	1140	2.9
REGION								
British Columbia	31.3%	19.2%	26.6%	20.1%	0.0%	2.8%	86	10.6
Alberta	60.3%	17.6%	12.0%	9.2%	0.0%	1.0%	100	9.8
Saskatchewan/Manitoba	42.4%	26.0%	12.4%	13.0%	0.0%	6.1%	70	11.7
Ontario	40.9%	35.5%	14.3%	8.5%	0.0%	0.8%	411	4.8
Quebec	12.3%	21.8%	12.1%	13.0%	36.9%	3.8%	391	5.0
Atlantic Canada	34.0%	37.3%	16.4%	10.3%	0.0%	2.0%	82	10.8
GENDER								
Male	35.1%	28.0%	11.7%	12.4%	9.9%	2.8%	573	4.1
Female	32.8%	27.5%	18.6%	10.8%	8.7%	1.7%	567	4.1
AGE								
<25	18.0%	22.6%	26.3%	19.3%	10.2%	3.7%	83	10.8
25-44	34.4%	23.5%	17.9%	12.7%	10.2%	1.2%	364	5.1
45-64	34.4%	32.0%	10.4%	11.4%	10.1%	1.7%	432	4.7
65+	41.9%	30.6%	12.3%	5.2%	5.6%	4.3%	261	6.1
EDUCATION								
High school or less	29.0%	21.7%	19.5%	15.5%	10.7%	3.6%	326	5.4
College or CEGEP	36.8%	25.7%	13.9%	12.8%	8.4%	2.4%	375	5.1
University or higher	35.1%	33.5%	13.1%	8.0%	9.1%	1.2%	439	4.7
METROPOLITAN CANADA								
Vancouver	30.5%	26.0%	25.0%	14.3%	0.0%	4.2%	22	20.9
Calgary	65.2%	21.8%	5.0%	4.1%	0.0%	3.8%	23	20.4
Toronto	35.7%	48.4%	10.4%	4.7%	0.0%	0.9%	108	9.4
Ottawa	51.1%	41.1%	5.8%	0.0%	0.0%	2.1%	45	14.6
Montreal	13.3%	22.7%	11.2%	13.8%	36.8%	2.3%	135	8.4





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	31.3%	19.2%	26.6%	20.1%	2.8%	86	10.6
GENDER							
Male	32.6%	18.6%	22.5%	24.3%	2.0%	42	15.1
Female	25.4%	13.8%	40.1%	16.9%	3.8%	44	14.8
AGE							
<25	0.0%	0.0%	69.7%	30.3%	0.0%	2	69.3
25-44	17.4%	11.2%	52.7%	18.7%	0.0%	30	17.9
45-64	37.2%	26.7%	9.8%	25.3%	1.1%	33	17.1
65+	47.0%	12.6%	19.9%	7.4%	13.1%	21	21.4
EDUCATION							
High school or less	13.1%	5.9%	37.2%	36.6%	7.3%	14	26.2
College or CEGEP	25.9%	13.2%	44.8%	13.3%	2.8%	36	16.3
University or higher	42.3%	25.6%	18.6%	13.6%	0.0%	36	16.3





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	60.3%	17.6%	12.0%	9.2%	1.0%	100	9.8
GENDER							
Male	71.6%	13.6%	6.7%	5.8%	2.3%	52	13.6
Female	52.9%	20.1%	14.9%	12.1%	0.0%	48	14.1
AGE							
<25	17.4%	8.3%	66.1%	8.3%	0.0%	8	34.7
25-44	76.3%	8.5%	5.9%	9.3%	0.0%	28	18.5
45-64	63.9%	22.7%	3.5%	9.8%	0.0%	41	15.3
65+	56.0%	26.6%	4.1%	7.4%	6.0%	23	20.4
EDUCATION							
High school or less	53.1%	10.7%	32.6%	3.6%	0.0%	22	20.9
College or CEGEP	77.5%	9.1%	0.0%	10.2%	3.3%	36	16.3
University or higher	54.0%	25.7%	9.9%	10.4%	0.0%	42	15.1





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	42.4%	26.0%	12.4%	13.0%	6.1%	70	11.7
GENDER							
Male	33.2%	23.1%	12.0%	20.1%	11.8%	30	17.9
Female	51.7%	28.6%	10.7%	6.5%	2.4%	40	15.5
AGE							
<25	22.5%	9.6%	19.4%	22.5%	26.1%	7	37.0
25-44	35.4%	33.4%	15.0%	16.2%	0.0%	23	20.4
45-64	48.4%	28.6%	12.1%	7.7%	3.3%	24	20.0
65+	54.0%	18.6%	0.0%	13.6%	13.7%	16	24.5
EDUCATION							
High school or less	48.9%	20.0%	12.1%	10.8%	8.2%	23	20.4
College or CEGEP	44.4%	28.2%	0.0%	19.1%	8.3%	24	20.0
University or higher	32.8%	29.8%	24.4%	8.9%	4.1%	23	20.4






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	40.9%	35.5%	14.3%	8.5%	0.8%	411	4.8
GENDER							
Male	42.7%	34.7%	13.4%	8.2%	1.0%	207	6.8
Female	38.8%	35.8%	15.3%	9.5%	0.7%	204	6.9
AGE							
<25	35.0%	30.5%	29.8%	4.7%	0.0%	26	19.2
25-44	44.2%	29.9%	14.1%	11.2%	0.7%	119	9.0
45-64	37.2%	41.1%	9.2%	11.0%	1.4%	155	7.9
65+	44.3%	37.1%	15.7%	2.3%	0.7%	111	9.3
EDUCATION							
High school or less	37.2%	32.2%	15.4%	13.3%	2.0%	92	10.2
College or CEGEP	41.9%	31.9%	17.3%	8.6%	0.4%	135	8.4
University or higher	41.6%	39.1%	11.8%	6.9%	0.6%	184	7.2





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	12.3%	21.8%	12.1%	13.0%	36.9%	3.8%	391	5.0
GENDER								
Male	13.6%	23.8%	9.6%	11.0%	37.5%	4.5%	196	7.0
Female	12.4%	19.6%	14.8%	12.7%	37.5%	3.0%	195	7.0
AGE								
<25	4.0%	28.3%	6.7%	30.2%	25.3%	5.5%	37	16.1
25-44	11.3%	20.0%	15.3%	13.1%	37.6%	2.7%	142	8.2
45-64	12.6%	18.3%	14.3%	6.1%	45.0%	3.7%	142	8.2
65+	23.0%	27.4%	5.8%	8.9%	30.5%	4.5%	70	11.7
EDUCATION								
High school or less	14.9%	18.9%	15.0%	13.8%	31.8%	5.6%	141	8.3
College or CEGEP	12.6%	21.6%	10.5%	17.3%	34.8%	3.3%	122	8.9
University or higher	11.4%	24.8%	10.8%	5.2%	45.6%	2.2%	128	8.7

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	34.0%	37.3%	16.4%	10.3%	2.0%	82	10.8
GENDER							
Male	30.1%	31.6%	18.6%	18.1%	1.6%	46	14.5
Female	38.8%	39.4%	15.9%	2.9%	2.9%	36	16.3
AGE							
<25	18.7%	0.0%	40.6%	40.6%	0.0%	3	56.6
25-44	43.9%	33.2%	11.1%	7.6%	4.1%	22	20.9
45-64	28.0%	48.9%	13.9%	9.2%	0.0%	37	16.1
65+	40.0%	39.2%	16.2%	0.0%	4.6%	20	21.9
EDUCATION							
High school or less	35.0%	21.1%	24.7%	19.2%	0.0%	34	16.8
College or CEGEP	34.7%	43.2%	13.2%	4.1%	4.8%	22	20.9
University or higher	31.7%	47.9%	10.5%	6.9%	3.0%	26	19.2

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	44.5%	41.6%	13.9%	646	3.9
REGION					
British Columbia	19.6%	49.6%	30.8%	47	14.3
Alberta	53.9%	36.4%	9.7%	62	12.5
Saskatchewan/Manitoba	53.8%	29.9%	16.3%	51	13.7
Ontario	51.4%	35.9%	12.7%	216	6.7
Quebec	40.1%	50.1%	9.8%	213	6.7
Atlantic Canada	43.6%	47.7%	8.7%	57	13.0
GENDER					
Male	44.1%	46.2%	9.7%	303	5.6
Female	44.9%	37.5%	17.7%	343	5.3
AGE					
<25	44.2%	43.4%	12.4%	53	13.5
25-44	47.7%	37.1%	15.3%	196	7.0
45-64	45.2%	45.3%	9.5%	256	6.1
65+	36.4%	42.0%	21.6%	141	8.3
EDUCATION					
High school or less	34.5%	47.3%	18.2%	195	7.0
College or CEGEP	48.5%	39.4%	12.1%	202	6.9
University or higher	49.4%	38.6%	11.9%	249	6.2
CURRENT VOTE INTENTION					
Conservative Party of Canada	66.3%	25.5%	8.2%	189	7.1
Liberal Party of Canada	38.6%	48.2%	13.2%	147	8.1
NDP	26.1%	49.1%	24.7%	69	11.8
Green Party	24.2%	64.2%	11.7%	61	12.6
Bloc Quebecois	40.7%	52.3%	7.0%	67	12.0
Undecided	41.6%	41.8%	16.6%	17	23.8

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	36.1%	53.1%	10.7%	666	3.8
REGION					
British Columbia	36.3%	58.2%	5.6%	51	13.7
Alberta	54.0%	31.0%	14.9%	57	13.0
Saskatchewan/Manitoba	37.8%	49.4%	12.8%	40	15.5
Ontario	40.3%	49.2%	10.4%	242	6.3
Quebec	23.6%	67.4%	9.0%	233	6.4
Atlantic Canada	33.4%	43.3%	23.3%	43	14.9
GENDER					
Male	39.3%	51.4%	9.3%	325	5.4
Female	33.0%	54.8%	12.2%	341	5.3
AGE					
<25	26.3%	60.9%	12.8%	50	13.9
25-44	39.0%	53.1%	7.9%	234	6.4
45-64	32.7%	56.5%	10.8%	237	6.4
65+	43.4%	41.9%	14.8%	145	8.1
EDUCATION					
High school or less	32.4%	53.7%	13.9%	198	7.0
College or CEGEP	36.9%	49.8%	13.2%	238	6.4
University or higher	38.2%	55.6%	6.2%	230	6.5
CURRENT VOTE INTENTION					
Conservative Party of Canada	78.5%	14.7%	6.8%	192	7.1
Liberal Party of Canada	23.6%	62.8%	13.5%	169	7.5
NDP	17.7%	74.9%	7.3%	83	10.8
Green Party	11.2%	86.0%	2.8%	52	13.6
Bloc Quebecois	16.2%	77.4%	6.3%	83	10.8
Undecided	51.3%	37.0%	11.7%	11	29.6

Canada's foreign policies

Q. Overall, do you disapprove or approve of the current government's foreign policies?

	Disapprove (1-2)	Neither (3)	Approve (4-5)	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	37%	35%	21%	7%	1312	2.7
REGION						
British Columbia	50%	25%	22%	3%	98	9.9
Alberta	25%	38%	29%	8%	119	9.0
Saskatchewan/Manitoba	35%	39%	14%	12%	91	10.3
Ontario	36%	34%	24%	6%	458	4.6
Quebec	40%	38%	14%	9%	446	4.6
Atlantic Canada	28%	46%	22%	3%	100	9.8
GENDER						
Male	40%	27%	28%	5%	628	3.9
Female	34%	43%	15%	8%	684	3.8
AGE						
<25	37%	30%	23%	11%	103	9.7
25-44	36%	37%	20%	7%	430	4.7
45-64	40%	32%	22%	5%	493	4.4
65+	33%	41%	18%	7%	286	5.8
EDUCATION						
High school or less	34%	41%	15%	10%	393	4.9
College or CEGEP	33%	39%	20%	7%	440	4.7
University or higher	42%	28%	26%	3%	479	4.5
CURRENT VOTE INTENTION						
Conservative Party of Canada	17%	39%	40%	5%	381	5.0
Liberal Party of Canada	49%	30%	17%	4%	316	5.5
NDP	49%	38%	11%	2%	152	8.0
Green Party	61%	25%	10%	3%	113	9.2
Bloc Quebecois	46%	32%	13%	9%	150	8.0
Undecided	32%	50%	6%	12%	28	18.5

Effect of the Conservative government's foreign policies on Canada's reputation

Q. Overall, do you disapprove or approve of the current government's foreign policies?

	Negative effect	No effect	Positive effect	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	45%	22%	21%	11%	1312	2.7
REGION						
British Columbia	51%	18%	18%	13%	98	9.9
Alberta	27%	38%	23%	11%	119	9.0
Saskatchewan/Manitoba	39%	22%	23%	16%	91	10.3
Ontario	45%	24%	22%	9%	458	4.6
Quebec	50%	16%	22%	12%	446	4.6
Atlantic Canada	51%	20%	19%	10%	100	9.8
GENDER						
Male	49%	22%	22%	7%	628	3.9
Female	41%	22%	21%	15%	684	3.8
AGE						
<25	44%	20%	22%	14%	103	9.7
25-44	41%	22%	24%	13%	430	4.7
45-64	49%	22%	19%	10%	493	4.4
65+	46%	24%	20%	10%	286	5.8
EDUCATION						
High school or less	37%	22%	22%	19%	393	4.9
College or CEGEP	43%	21%	26%	10%	440	4.7
University or higher	53%	24%	17%	6%	479	4.5
CURRENT VOTE INTENTION						
Conservative Party of Canada	22%	44%	26%	8%	381	5.0
Liberal Party of Canada	63%	11%	22%	4%	316	5.5
NDP	57%	13%	18%	13%	152	8.0
Green Party	59%	11%	22%	9%	113	9.2
Bloc Quebecois	60%	13%	19%	8%	150	8.0
Undecided	34%	22%	28%	16%	28	18.5

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 October 20 – October 26, 2010¹. In total, a random sample of 1,312 Canadians aged 18 and over responded to the survey (including a sub-sample of 1,140 decided voters). The margin of error associated with the total sample is +/-3.0 percentage points, 19 times out of 20.

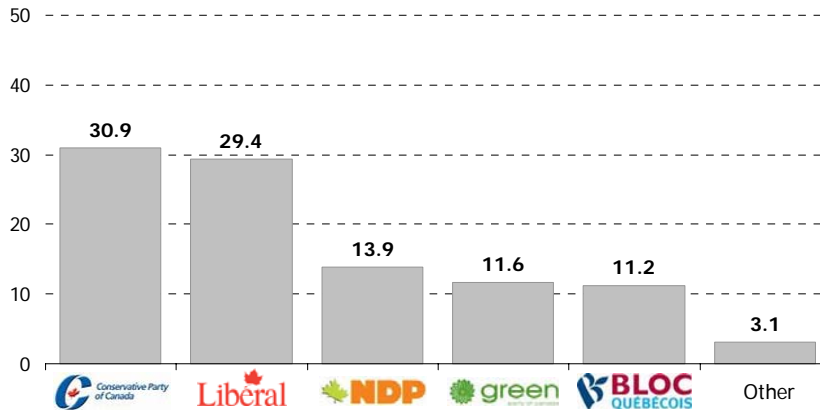
Please note that the margin of error increases when the results are sub-divided (i.e., error margins for sub-groups such as region, sex, age, education). All the data have been statistically weighted to ensure the samples composition reflects that of the actual population of Canada according to Census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

¹ Please note that these dates are not inclusive of weekends or holidays, as we do not survey on Saturday or Sunday, nor do we survey on Thanksgiving.

Annex I:

Federal vote intention: October 13-19

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



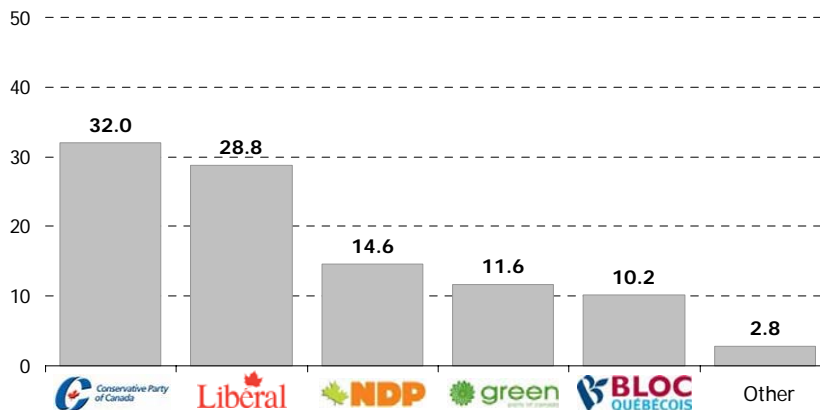
Note: The data on federal vote intention are based on decided and leaning voters only. Our survey also finds that 13.5% of Canadians are undecided/ineligible to vote.

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BASE: Decided voters; October 13-19, 2010 (n=1,592)

Federal vote intention: October 13-26 (2-week roll-up)

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 and leaning voters only. Our survey also finds that 13.0% of Canadians are undecided/ineligible to vote.

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BASE: Decided voters; October 13-26, 2010 (n=2,732)