

RACE DEADLOCKED AS CPC SINKS AND NDP RISES

CANADIANS DIVIDED ON PURCHASE OF F-35S

[Ottawa – November 11, 2010] – Canada’s federal vote intention race is once again deadlocked. What is also striking is that we once again encounter the highly unusual situation where no party can secure even 30% support from the disenchanting Canadian electorate (for the second time in less than four months). As these levels, no party is even close to forming a stable minority government, let alone a majority.

Despite a blip upward in our last reporting period for the Conservatives, this most recent poll seems to point to a political landscape which lacks any clear direction or preference. For comparison purposes, a poll conducted at this time last year showed the Conservatives with a 10-point advantage, which is no longer evident. Whatever trajectory does exist seems to suggest that the race is now too tight to produce a clear mandate for any single party; this is the new normal.

In an interesting development, however, the NDP has surged to its highest level in more than two years. Indeed, at 19.3 points, the NDP now leads among youth and Atlantic Canadians. Perhaps even more notably, if only women were voting, the NDP would be tied with the governing Conservative Party, who now find their clear advantage reduced to older voters, Albertans, and men.

The Liberals, meanwhile, have taken a statistically insignificant lead in both Ontario and British Columbia while the Conservatives remain unrivalled in Alberta and the prairies. The education gap that emerged over the summer has returned, with the Liberals holding a 12-point lead among university graduates and the

HIGHLIGHTS

- **National federal vote intention:**
 - ☒ 29.4% CPC
 - ☒ 28.6% LPC
 - ☒ 19.3% NDP
 - ☒ 10.7% Green
 - ☒ 9.3% BQ
 - ☒ 2.7% other
- **Direction of country:**
 - ☒ 49.0% right direction
 - ☒ 41.9% wrong direction
 - ☒ 9.1% DK/NR
- **Direction of government:**
 - ☒ 38.0% right direction
 - ☒ 46.2% wrong direction
 - ☒ 15.7% DK/NR
- **Attitudes towards F-35s purchase:**
 - ☒ 34% strongly oppose
 - ☒ 20% somewhat oppose
 - ☒ 26% somewhat support
 - ☒ 20% strongly support
- **Short-term financial outlook:**
 - ☒ 28% worse
 - ☒ 38% neither
 - ☒ 31% better
 - ☒ 3% DK/NR
- **Long-term financial outlook:**
 - ☒ 20% worse
 - ☒ 32% neither
 - ☒ 45% better
 - ☒ 2% DK/NR
- **Likelihood of losing one’s job in the next couple of months:**
 - ☒ 47% disagree
 - ☒ 28% neither
 - ☒ 19% agree
 - ☒ 7% DK/NR

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

Conservatives leading the college educated by a similar margin.

It is also worth noting is that across all key measures in the survey, the gender gap appears to have widened. The Conservative Party does very well with men, but fares comparatively poorly when it comes to women. The NDP, in contrast, stands at more than 23 points among women, but lags badly among men. While gender gaps are hardly unusual, particularly among the Conservatives and the NDP, the difference is now so pronounced that the two parties are now statistically tied among women. Along with the familiar and traditional regional differences, gender and educational attainment are now producing profound fault lines in the Canadian political landscape.

This week, we also updated a number of our indicators on economic confidence. The results show that Canadians have a somewhat gloomy outlook on their financial situation and they are particularly pessimistic regarding their short-term prospects. Notwithstanding the recovery in the “statistical economy”, only than one-third of Canadians feel they will be better off financially in the next year, while a similar number feel they will be worse off. Just under half say they will be better off five years from now.

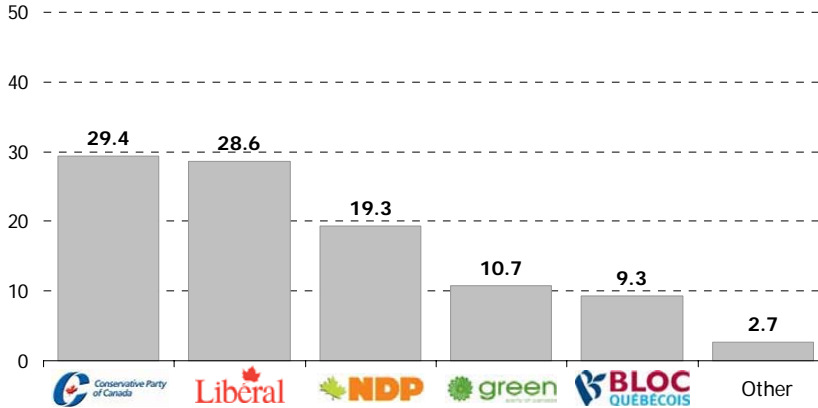
Labour market outlook is also somewhat shaky, though remains relatively positive by historical standards. One in five respondents worry they may lose their job over the next couple of months, a figure that has not changed since the onset of the recession. It is, however, notable that less than half of Canadians can agree that there is little chance they could lose their jobs over the next couple of years. It is interesting to note that these concerns are high in places that were historically resilient to these anxieties: Ontario, the baby boomers, and even university educated do not feel immune to the threats and vagaries of the current labour market.

Lastly, respondents were asked whether they supported the government’s decision to purchase a fleet of 65 new F-35A fighter jets. The results show that Canadians are divided on the issue, with a slim majority opposed. Those who “strongly” support the purchase, however, are confined primarily to Conservative supporters and are vastly outnumbered by those who are strongly opposed. Support is also stronger among men, seniors, and residents of Alberta while opposition is strongest among Quebeckers and university graduates.

Top Line Results:

Federal vote intention

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



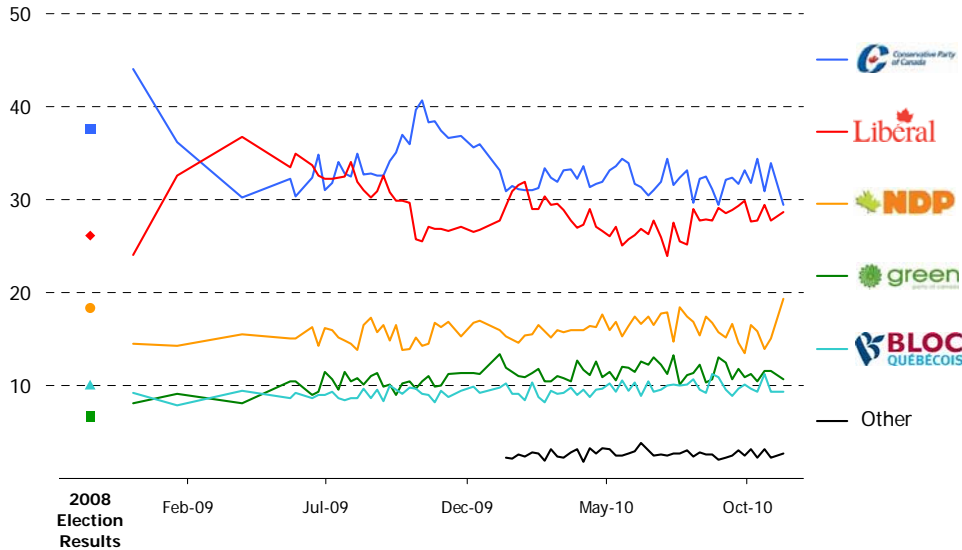
Note: The data on federal vote intention are based on decided and leaning voters only. Our survey also finds that 12.6% of Canadians are undecided/ineligible to vote.

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BASE: Decided voters; November 3-9, 2010 (n=1,587)

Weekly tracking of federal vote intention

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



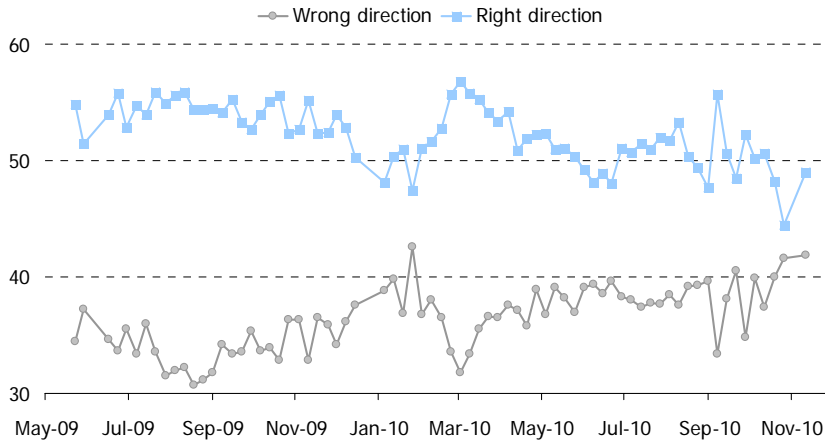
Note: The data on federal vote intention are based on decided and leaning voters only. Our survey also finds that 12.6% of Canadians are undecided/ineligible to vote.

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BASE: Decided voters; most recent data point November 3-9, 2010 (n=1,587)

Direction of country

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

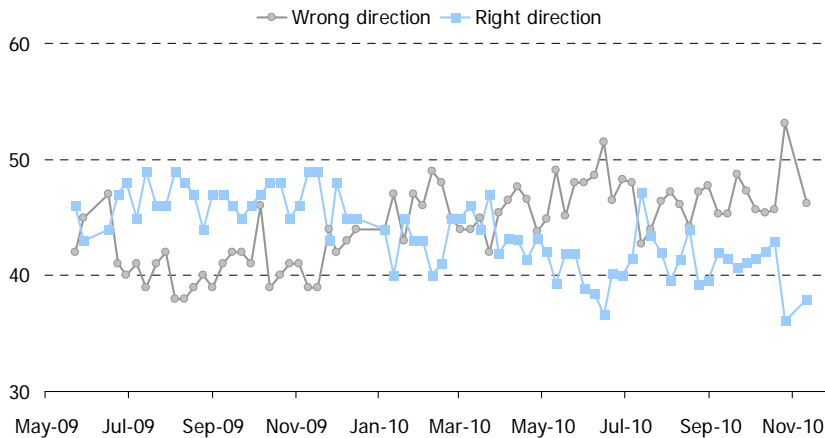


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BASE: Canadians; most recent data point November 3-9, 2010 (n=half sample)

Direction of government

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

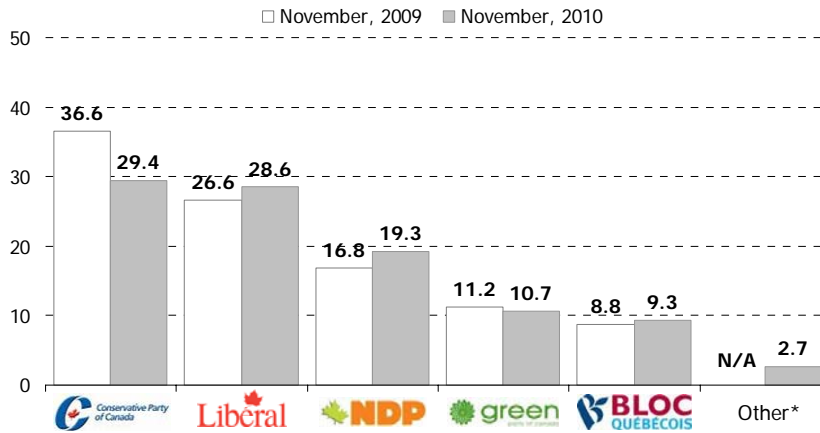


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BASE: Canadians; most recent data point November 3-9, 2010 (n=half sample)

Federal vote intention compared to last year

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



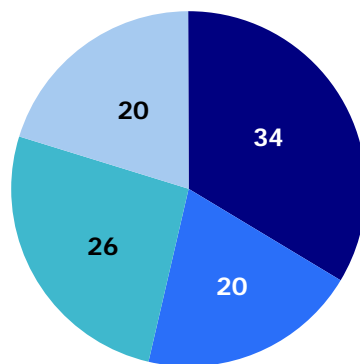
*EKOS did not prompt for "other" in addition to the main political parties until January, 2010.

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BASE: Decided voters; November 3-9, 2010 (n=1,587)

Attitudes towards purchase of F-35 fighter jets

Q. Recently there has been a lot of discussion about the Government of Canada's decision to purchase up to 65 new F-35A fighter jets, to replace the current fleet of F-18's at a cost of roughly \$16 Billion, which includes maintenance costs. Thinking about this, would you personally oppose or support that decision.



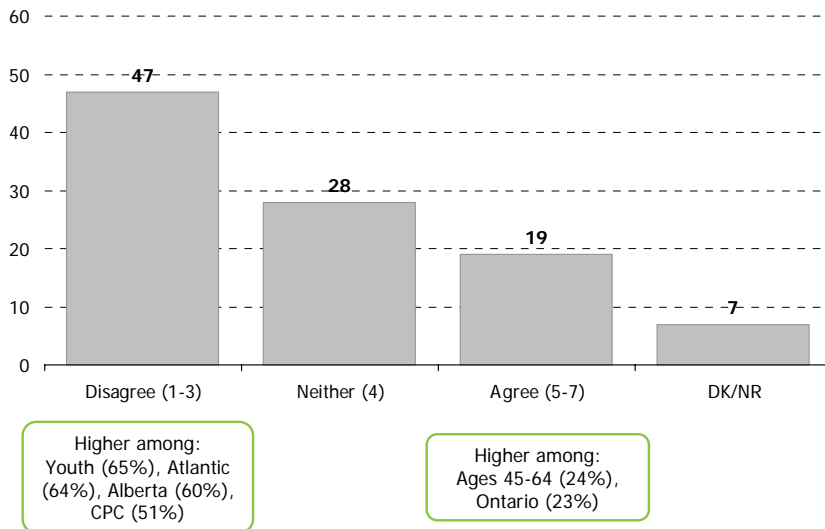
■ Strongly oppose
 ■ Somewhat oppose
 ■ Somewhat support
 ■ Strongly support

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BASE: Canadians; November 3-9, 2010 (n=1,815)

Perceptions of job security

Q. Please rate the extent to which you agree or disagree with the following statement: I think there is a good chance I could lose my job over the next couple of years.

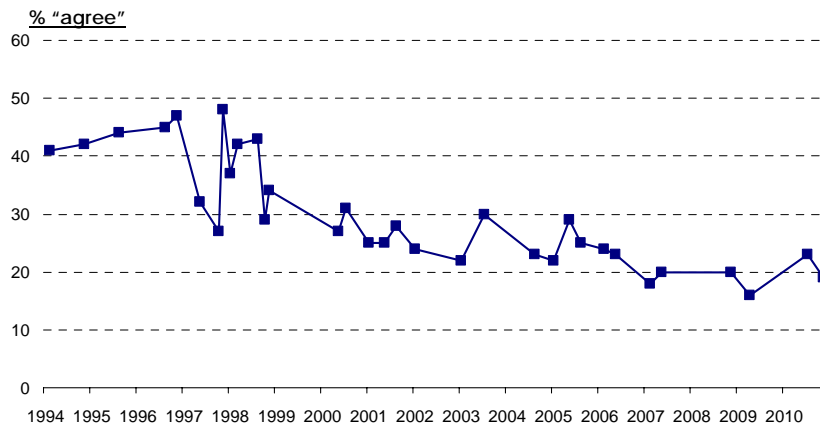


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BASE: Canadians; November 3-9, 2010 (n=1,815)

Tracking perceptions of job security

Q. Please rate the extent to which you agree or disagree with the following statement: I think there is a good chance I could lose my job over the next couple of years.

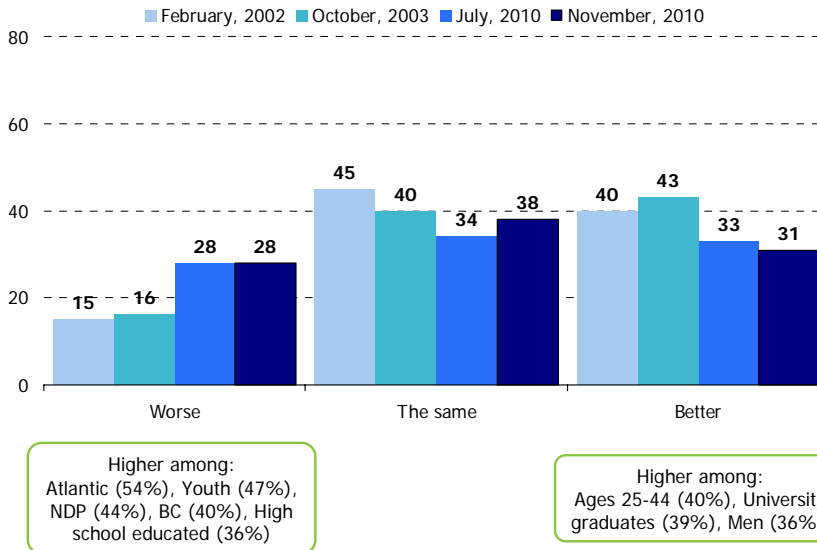


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BASE: Canadians; most recent data point November 3-9, 2010 (n=1,815)

Outlook on short-term personal financial situation

Q. Thinking ahead over the next year or so, do you think your personal financial situation will be better or worse than it is today?

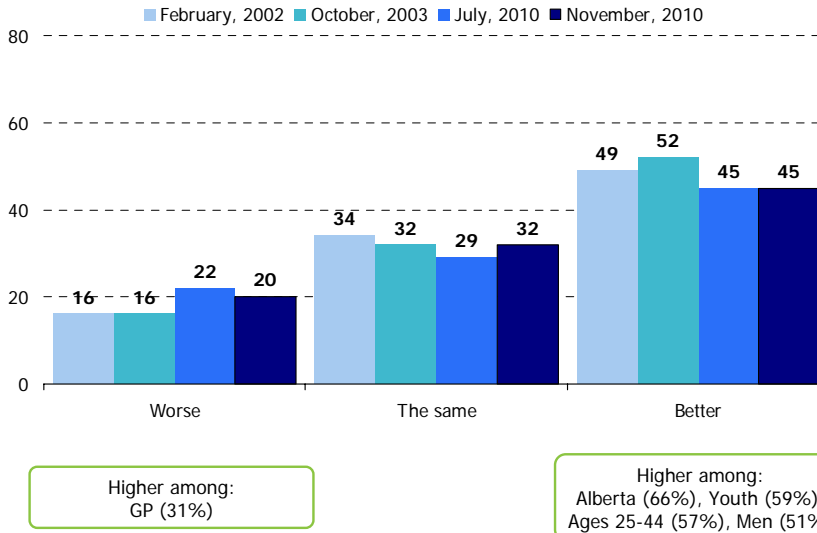


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BASE: Canadians: most recent data point November 3-9, 2010 (n=half sample)

Outlook on long-term financial situation






Q. Thinking ahead over the next five years or so, do you think your personal financial situation will be better or worse than it is today?



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BASE: Canadians: most recent data point November 3-9, 2010 (n=half sample)

Detailed Tables:

National Federal Vote Intention								
<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%	28.6%	19.3%	10.7%	9.3%	2.7%	1587	2.5
REGION								
British Columbia	28.2%	30.3%	20.6%	16.5%	0.0%	4.5%	96	10.0
Alberta	55.7%	21.0%	11.2%	10.2%	0.0%	1.8%	131	8.6
Saskatchewan/Manitoba	39.4%	19.1%	29.3%	11.5%	0.0%	0.7%	97	10.0
Ontario	32.9%	34.8%	19.6%	10.3%	0.0%	2.4%	606	4.0
Quebec	15.7%	23.0%	11.0%	9.3%	37.2%	3.9%	548	4.2
Atlantic Canada	17.0%	30.6%	44.5%	7.3%	0.0%	0.6%	109	9.4
GENDER								
Male	33.8%	28.8%	15.1%	9.9%	9.0%	3.4%	758	3.6
Female	25.0%	28.4%	23.4%	11.5%	9.6%	2.1%	829	3.4
AGE								
<25	18.8%	18.8%	31.1%	16.4%	9.6%	5.2%	113	9.2
25-44	25.9%	25.1%	21.9%	14.0%	10.1%	3.0%	494	4.4
45-64	27.3%	34.1%	17.3%	8.8%	10.2%	2.3%	652	3.8
65+	46.0%	30.4%	11.1%	5.0%	5.9%	1.6%	328	5.4
EDUCATION								
High school or less	27.4%	21.1%	24.0%	12.2%	10.9%	4.4%	454	4.6
College or CEGEP	35.1%	23.4%	17.1%	11.3%	9.9%	3.2%	521	4.3
University or higher	26.2%	38.0%	17.7%	9.2%	7.7%	1.2%	612	4.0
METROPOLITAN CANADA								
Vancouver	33.7%	33.0%	20.2%	13.2%	0.0%	0.0%	24	20.0
Calgary	61.6%	26.1%	7.2%	2.6%	0.0%	2.6%	41	15.3
Toronto	34.0%	35.9%	16.2%	11.1%	0.0%	2.8%	148	8.1
Ottawa	31.2%	42.3%	20.9%	5.6%	0.0%	0.0%	54	13.3
Montreal	12.5%	22.6%	10.8%	9.7%	41.6%	2.8%	178	7.4





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	28.2%	30.3%	20.6%	16.5%	4.5%	96	10.0
GENDER							
Male	26.2%	41.3%	10.1%	14.3%	8.1%	45	14.6
Female	30.1%	19.6%	30.7%	18.6%	1.0%	51	13.7
AGE							
<25	16.4%	13.1%	8.2%	38.6%	23.7%	9	32.7
25-44	17.5%	31.5%	27.6%	20.7%	2.7%	19	22.5
45-64	27.2%	41.8%	18.5%	11.2%	1.3%	46	14.5
65+	53.0%	15.9%	24.8%	6.3%	0.0%	22	20.9
EDUCATION							
High school or less	26.6%	18.2%	31.6%	21.0%	2.6%	26	19.2
College or CEGEP	41.8%	16.9%	11.9%	20.4%	9.0%	31	17.6
University or higher	17.3%	47.0%	22.9%	11.1%	1.6%	39	15.7

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	55.7%	21.0%	11.2%	10.2%	1.8%	131	8.6
GENDER							
Male	55.6%	21.1%	6.1%	15.6%	1.6%	61	12.6
Female	55.8%	21.0%	15.0%	6.3%	2.0%	70	11.7
AGE							
<25	47.8%	0.0%	9.3%	42.9%	0.0%	4	49.0
25-44	59.1%	17.7%	11.3%	11.8%	0.0%	40	15.5
45-64	44.0%	36.3%	15.1%	3.2%	1.5%	55	13.2
65+	72.1%	8.2%	5.6%	8.4%	5.7%	32	17.3
EDUCATION							
High school or less	52.4%	6.3%	9.3%	25.5%	6.5%	28	18.5
College or CEGEP	73.4%	12.3%	7.5%	5.2%	1.6%	44	14.8
University or higher	44.0%	33.8%	14.9%	7.4%	0.0%	59	12.8

*Note that this week, the demographic sub-groups for each province were weighted by national proportions, instead of by the proportions for each individual province. EKOS will return to its usual weighting methodology for the next poll.





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	39.4%	19.1%	29.3%	11.5%	0.7%	97	10.0
GENDER							
Male	53.8%	20.2%	20.4%	5.6%	0.0%	58	12.9
Female	22.4%	17.9%	39.7%	18.5%	1.4%	39	15.7
AGE							
<25	92.6%	0.0%	0.0%	7.4%	0.0%	5	43.8
25-44	16.7%	15.4%	43.2%	24.7%	0.0%	29	18.2
45-64	41.2%	23.7%	30.9%	4.3%	0.0%	37	16.1
65+	51.6%	26.1%	16.1%	3.1%	3.1%	26	19.2
EDUCATION							
High school or less	48.0%	6.3%	27.3%	18.5%	0.0%	28	18.5
College or CEGEP	23.2%	39.7%	33.6%	3.5%	0.0%	25	19.6
University or higher	41.5%	18.4%	28.4%	10.0%	1.7%	44	14.8

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	32.9%	34.8%	19.6%	10.3%	2.4%	606	4.0
GENDER							
Male	39.1%	30.5%	18.5%	8.3%	3.6%	313	5.5
Female	25.2%	40.0%	21.1%	12.9%	0.8%	293	5.7
AGE							
<25	24.8%	34.7%	29.1%	8.1%	3.3%	40	15.5
25-44	28.0%	31.1%	24.5%	13.5%	2.8%	186	7.2
45-64	31.3%	35.8%	19.2%	10.7%	3.0%	246	6.3
65+	47.2%	39.4%	8.3%	5.1%	0.0%	134	8.5
EDUCATION							
High school or less	36.6%	29.4%	17.5%	11.3%	5.3%	162	7.7
College or CEGEP	34.2%	26.7%	24.1%	13.1%	1.8%	195	7.0
University or higher	29.9%	43.5%	17.7%	7.8%	1.1%	249	6.2

*Note that this week, the demographic sub-groups for each province were weighted by national proportions, instead of by the proportions for each individual province. EKOS will return to it's usual weighting methodology for the next poll.





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	15.7%	23.0%	11.0%	9.3%	37.2%	3.9%	548	4.2
GENDER								
Male	17.5%	21.2%	11.8%	9.6%	37.1%	2.8%	232	6.4
Female	13.9%	24.7%	10.2%	9.0%	37.3%	4.9%	316	5.5
AGE								
<25	9.1%	29.0%	10.4%	13.6%	36.1%	1.8%	50	13.9
25-44	15.4%	18.2%	15.2%	11.3%	34.4%	5.6%	192	7.1
45-64	14.0%	21.8%	9.4%	7.6%	44.5%	2.8%	213	6.7
65+	25.4%	33.6%	3.8%	4.0%	29.5%	3.7%	93	10.2
EDUCATION								
High school or less	11.1%	22.1%	10.2%	10.6%	39.3%	6.8%	176	7.4
College or CEGEP	22.5%	19.0%	10.7%	6.9%	37.0%	3.8%	189	7.1
University or higher	13.1%	27.7%	12.0%	10.4%	35.5%	1.4%	183	7.2

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	17.0%	30.6%	44.5%	7.3%	0.6%	109	9.4
GENDER							
Male	25.3%	42.2%	22.3%	10.2%	0.0%	49	14.0
Female	12.8%	24.7%	55.8%	5.8%	0.9%	60	12.7
AGE							
<25	0.0%	2.3%	91.3%	6.4%	0.0%	5	43.8
25-44	36.1%	31.9%	21.2%	10.8%	0.0%	28	18.5
45-64	14.6%	52.7%	21.8%	9.2%	1.7%	55	13.2
65+	33.3%	37.8%	28.8%	0.0%	0.0%	21	21.4
EDUCATION							
High school or less	13.6%	16.8%	68.3%	1.3%	0.0%	34	16.8
College or CEGEP	21.5%	45.9%	18.8%	13.8%	0.0%	37	16.1
University or higher	19.8%	43.6%	21.1%	13.2%	2.3%	38	15.9

*Note that this week, the demographic sub-groups for each province were weighted by national proportions, instead of by the proportions for each individual province. EKOS will return to it's usual weighting methodology for the next poll.

<u>Direction of Country</u>					
<i>Q. All things considered, would you say the country is moving in the right direction or the wrong direction?</i>					
	Right Direction	Wrong Direction	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	49.0%	41.9%	9.1%	931	3.2
REGION					
British Columbia	45.2%	49.4%	5.5%	56	13.1
Alberta	60.3%	28.2%	11.6%	87	10.5
Saskatchewan/Manitoba	49.8%	42.2%	7.9%	67	12.0
Ontario	50.7%	40.7%	8.6%	343	5.3
Quebec	43.6%	46.5%	9.9%	319	5.5
Atlantic Canada	48.0%	37.0%	15.0%	59	12.8
GENDER					
Male	53.3%	40.2%	6.5%	447	4.6
Female	44.6%	43.6%	11.8%	484	4.5
AGE					
<25	56.2%	37.5%	6.3%	64	12.3
25-44	49.1%	44.0%	6.9%	292	5.7
45-64	46.4%	45.5%	8.1%	382	5.0
65+	49.9%	33.3%	16.8%	193	7.1
EDUCATION					
High school or less	50.1%	36.9%	13.0%	266	6.0
College or CEGEP	50.5%	41.2%	8.3%	314	5.5
University or higher	47.0%	45.8%	7.3%	351	5.2
CURRENT VOTE INTENTION					
Conservative Party of Canada	77.6%	15.0%	7.4%	250	6.2
Liberal Party of Canada	43.5%	46.4%	10.2%	226	6.5
NDP	30.5%	60.4%	9.1%	134	8.5
Green Party	40.2%	53.4%	6.4%	77	11.2
Bloc Quebecois	30.7%	58.7%	10.6%	107	9.5
Undecided	19.0%	75.2%	5.8%	26	19.2

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	38.0%	46.2%	15.7%	884	3.3
REGION					
British Columbia	36.8%	53.0%	10.2%	48	14.1
Alberta	53.3%	30.3%	16.4%	64	12.3
Saskatchewan/Manitoba	40.0%	44.5%	15.5%	49	14.0
Ontario	42.1%	46.5%	11.3%	348	5.3
Quebec	31.4%	58.5%	10.1%	306	5.6
Atlantic Canada	24.7%	22.0%	53.3%	69	11.8
GENDER					
Male	46.4%	47.1%	6.5%	392	5.0
Female	30.9%	45.5%	23.7%	492	4.4
AGE					
<25	26.0%	39.3%	34.7%	73	11.5
25-44	41.2%	51.8%	7.0%	296	5.7
45-64	32.5%	50.3%	17.2%	355	5.2
65+	53.2%	31.2%	15.5%	160	7.8
EDUCATION					
High school or less	35.2%	39.9%	24.9%	270	6.0
College or CEGEP	42.1%	44.8%	13.1%	300	5.7
University or higher	37.0%	52.6%	10.4%	314	5.5
CURRENT VOTE INTENTION					
Conservative Party of Canada	79.1%	15.4%	5.5%	201	6.9
Liberal Party of Canada	30.8%	57.6%	11.6%	229	6.5
NDP	20.6%	44.9%	34.5%	128	8.7
Green Party	25.4%	64.4%	10.2%	86	10.6
Bloc Quebecois	17.3%	71.3%	11.4%	105	9.6
Undecided	45.5%	38.1%	16.4%	18	23.1

Short-Term Economic Outlook

Q. Thinking ahead over the next year or so, do you think your personal financial situation will be better or worse than it is today?

	Worse (1-3)	About the same (4)	Better (5-7)	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	28%	38%	31%	3%	908	3.3
REGION						
British Columbia	40%	29%	31%	0%	51	13.7
Alberta	15%	52%	29%	4%	70	11.7
Saskatchewan/Manitoba	13%	42%	39%	6%	59	12.8
Ontario	26%	38%	34%	2%	330	5.4
Quebec	24%	44%	29%	4%	326	5.4
Atlantic Canada	54%	24%	18%	4%	72	11.6
GENDER						
Male	26%	35%	35%	3%	427	4.7
Female	30%	41%	26%	2%	481	4.5
AGE						
<25	47%	25%	27%	1%	68	11.9
25-44	26%	32%	40%	3%	295	5.7
45-64	28%	39%	30%	3%	359	5.2
65+	18%	62%	17%	3%	186	7.2
EDUCATION						
High school or less	36%	38%	25%	2%	264	6.0
College or CEGEP	31%	38%	26%	5%	318	5.5
University or higher	20%	39%	39%	2%	326	5.4
CURRENT VOTE INTENTION						
Conservative Party of Canada	22%	45%	30%	3%	226	6.5
Liberal Party of Canada	20%	44%	33%	3%	239	6.3
NDP	44%	28%	28%	1%	125	8.8
Green Party	30%	41%	29%	0%	71	11.6
Bloc Quebecois	29%	31%	39%	2%	108	9.4
Undecided	63%	23%	12%	2%	22	20.9

Long-Term Economic Outlook

Q. Thinking ahead over the next five years or so, do you think your personal financial situation will be better or worse than it is today?

	Worse (1-3)	About the same (4)	Better (5-7)	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	20%	32%	45%	2%	907	3.3
REGION						
British Columbia	27%	37%	36%	0%	53	13.5
Alberta	15%	19%	66%	0%	81	10.9
Saskatchewan/Manitoba	24%	30%	46%	0%	57	13.0
Ontario	18%	33%	45%	4%	361	5.2
Quebec	21%	34%	42%	4%	299	5.7
Atlantic Canada	24%	35%	41%	0%	56	13.1
GENDER						
Male	19%	29%	50%	2%	412	4.8
Female	21%	35%	41%	3%	495	4.4
AGE						
<25	25%	16%	59%	0%	69	11.8
25-44	17%	23%	57%	3%	293	5.7
45-64	22%	34%	42%	2%	378	5.0
65+	19%	56%	23%	2%	167	7.6
EDUCATION						
High school or less	24%	35%	37%	3%	272	5.9
College or CEGEP	17%	31%	50%	3%	296	5.7
University or higher	19%	31%	48%	2%	339	5.3
CURRENT VOTE INTENTION						
Conservative Party of Canada	13%	37%	49%	2%	225	6.5
Liberal Party of Canada	21%	35%	41%	3%	216	6.7
NDP	21%	26%	52%	1%	137	8.4
Green Party	31%	24%	43%	1%	92	10.2
Bloc Quebecois	18%	42%	36%	4%	104	9.6
Undecided	43%	28%	29%	0%	22	20.9

Outlook on Job Security

Q. Please rate the extent to which you agree or disagree with the following statement: I think there is a good chance I could lose my job over the next couple of years.

	Disagree (1-3)	Neither (4)	Agree (5-7)	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	47%	28%	19%	7%	1815	2.3
REGION						
British Columbia	52%	22%	23%	4%	104	9.6
Alberta	60%	23%	12%	4%	151	8.0
Saskatchewan/Manitoba	52%	25%	14%	9%	116	9.1
Ontario	39%	30%	23%	7%	691	3.7
Quebec	43%	31%	16%	10%	625	3.9
Atlantic Canada	64%	22%	11%	3%	128	8.7
GENDER						
Male	48%	26%	20%	5%	839	3.4
Female	46%	29%	17%	8%	976	3.1
AGE						
<25	64%	19%	14%	3%	137	8.4
25-44	50%	24%	21%	5%	588	4.0
45-64	43%	28%	24%	5%	737	3.6
65+	35%	41%	7%	17%	353	5.2
EDUCATION						
High school or less	42%	33%	17%	8%	536	4.2
College or CEGEP	44%	28%	21%	7%	614	4.0
University or higher	53%	23%	18%	6%	665	3.8
CURRENT VOTE INTENTION						
Conservative Party of Canada	51%	25%	17%	8%	451	4.6
Liberal Party of Canada	47%	29%	19%	6%	455	4.6
NDP	48%	25%	21%	5%	262	6.1
Green Party	39%	35%	17%	9%	163	7.7
Bloc Quebecois	44%	29%	18%	9%	212	6.7
Undecided	43%	25%	25%	6%	44	14.8

Attitudes Towards Purchase of F-35 Fighter Jets

Q. Recently there has been a lot of discussion about the Government of Canada's decision to purchase up to 65 new F-35A fighter jets, to replace the current fleet of F-18's at a cost of roughly \$16 Billion, which includes maintenance costs. Thinking about this, would you personally oppose or support that decision.

	Strongly oppose	Somewhat oppose	Somewhat support	Strongly support	Sample Size	Margin of Error (+/-)
NATIONALLY	34%	20%	26%	20%	1815	2.3
REGION						
British Columbia	42%	20%	23%	15%	104	9.6
Alberta	24%	16%	24%	36%	151	8.0
Saskatchewan/Manitoba	29%	18%	22%	31%	116	9.1
Ontario	31%	20%	28%	22%	691	3.7
Quebec	44%	24%	20%	13%	625	3.9
Atlantic Canada	18%	17%	50%	14%	128	8.7
GENDER						
Male	34%	18%	21%	27%	839	3.4
Female	33%	22%	31%	13%	976	3.1
AGE						
<25	36%	18%	33%	12%	137	8.4
25-44	33%	22%	25%	21%	588	4.0
45-64	35%	20%	26%	20%	737	3.6
65+	32%	18%	25%	26%	353	5.2
EDUCATION						
High school or less	29%	19%	31%	21%	536	4.2
College or CEGEP	34%	20%	25%	21%	614	4.0
University or higher	37%	21%	23%	19%	665	3.8
CURRENT VOTE INTENTION						
Conservative Party of Canada	16%	14%	29%	41%	451	4.6
Liberal Party of Canada	42%	22%	22%	15%	455	4.6
NDP	33%	20%	34%	13%	262	6.1
Green Party	42%	23%	22%	13%	163	7.7
Bloc Quebecois	54%	23%	16%	7%	212	6.7
Undecided	48%	23%	22%	7%	44	14.8

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 November 3-9, 2010¹. In total, a random sample of 1,815 Canadians aged 18 and over responded to the survey (including a sub-sample of 1,587 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.

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