CONSERVATIVES EDGE INTO LEAD, LIBERALS SLUMP ON ELECTION THREAT AND IMPROVING ECONOMY

ONTARIO NOW DEAD HEAT

[Ottawa – June 25, 2009] – The Conservative Party has edged ahead of the Liberal Party after months of lagging behind, according to the latest EKOS poll, released exclusively to cbc.ca.

The Liberal Party and its leader, Michael Ignatieff, appear to have paid a price for threatening to take the country to the polls this summer. EKOS' daily tracking shows that they nose-dived after making the threat last week. Although the Liberals may have recovered some of that ground once they made a deal with Prime Minister Harper to avoid an election after all, it has nonetheless been a bad week for them.

At the same time, the Conservatives are benefitting from rising optimism about the economy among some Canadians – those affected more directly by the economic news or stock and real estate markets than by the labour market, which continues to deteriorate.

HIGHLIGHTS

- **National federal vote intention:**
  - ¤ **34.8% CPC**
  - ¤ **32.6% LPC**
  - ¤ **14.3% NDP**
  - ¤ **9.3% Green**
  - ¤ **9.0% BQ**

- **Job approval: Stephen Harper:**
  - ¤ **34% approve**
  - ¤ **46% disapprove**

- **Job approval: Michael Ignatieff:**
  - ¤ **32% approve**
  - ¤ **37% disapprove**

Please note that the methodology and detailed tables of these and other results discussed in this release are provided at the end of this document.

The Liberals may well recover from this short-term political setback," said EKOS President Frank Graves. "At least that has been the pattern of the last six months when purely political events have rocked Canadians' voting intentions."

"More hopeful for the Conservatives and worrisome for the Liberals is the rising optimism on the economy, which is clearly behind some of the movement back to the Conservatives from the Liberals in recent weeks. This might have the makings of a more enduring trend."

The principal movement in this most recent poll took place in Ontario. For several months the Liberals have enjoyed an advantage in the province, often reaching into the double-digits. Now, they are neck-and-neck with the Conservatives in Canada's largest province.

"The Liberals need Ontario to win an election," Graves said. "They were gaining ground there, but now that advantage has disappeared.

"Another problem for the Liberals is the fact that baby boomers who were an important part of the party's success in the winter as they shifted from the Conservatives to the Liberals, are now trending strongly back to the Conservatives," said Graves. "This may be important if the Conservatives hope to reclaim first-place in the medium term."

Michael Ignatieff's personal approval rating also took a substantial dip last week. Earlier in the year, while many Canadians said they did not yet know him, those who did have an opinion of the Liberal leader approved of the job he was doing by a substantial margin. By the beginning of this month, more people were familiar with him, and his approval rating was essentially neutral. Now, in this most recent poll, he has slumped into net-negative territory. As with the party's fortunes more generally, the most wounding change was in Ontario.
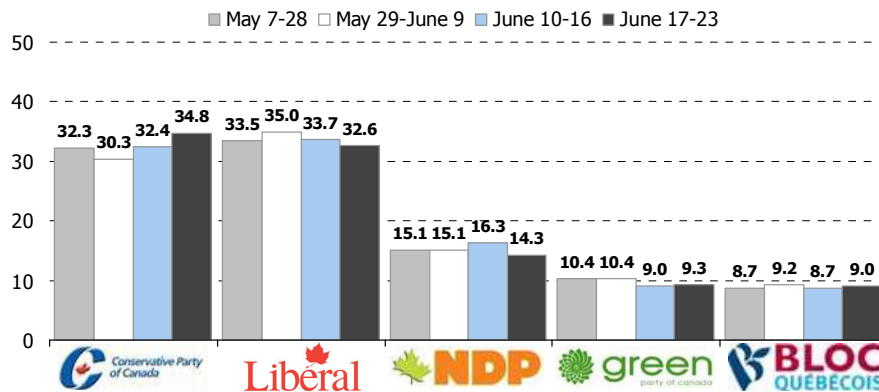
"There could be a couple of factors at play here," said Graves. "It may be that the Tory ad campaign aimed at Ignatieff is finally starting to have a corrosive effect on his reputation. At the same time, Ignatieff was the public face of the Liberal brinksmanship last week, and that may have affected his personal reputation as well as the party's."

"Ignatieff's negatives are not as serious as Stephen Harper's, but the prime minister has been heading in the right direction in recent weeks, while Ignatieff's numbers have been heading south. Canadians may not have wanted an election this summer, but they are certainly going to have a campaign nonetheless, as all the parties – and all the leaders – try to move these numbers."
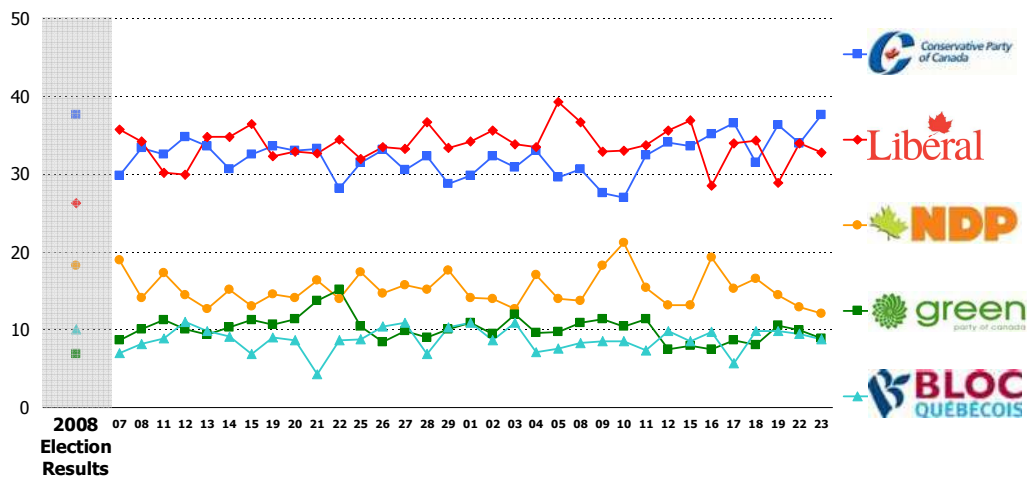
Top Line Results:

Federal vote intention

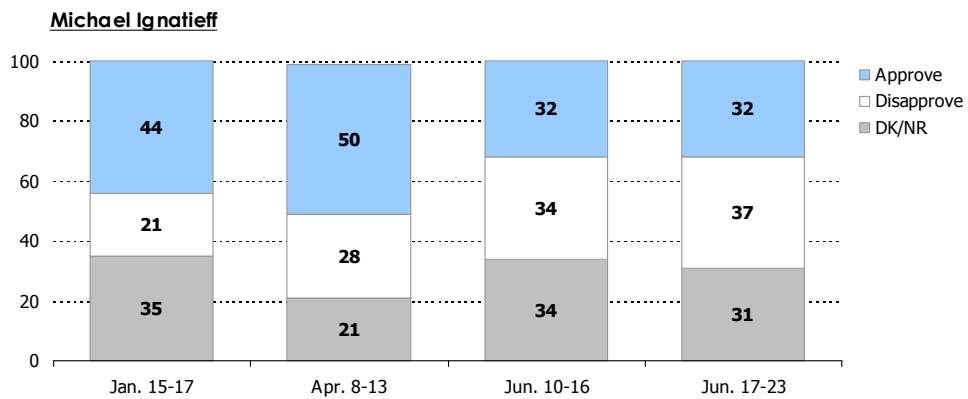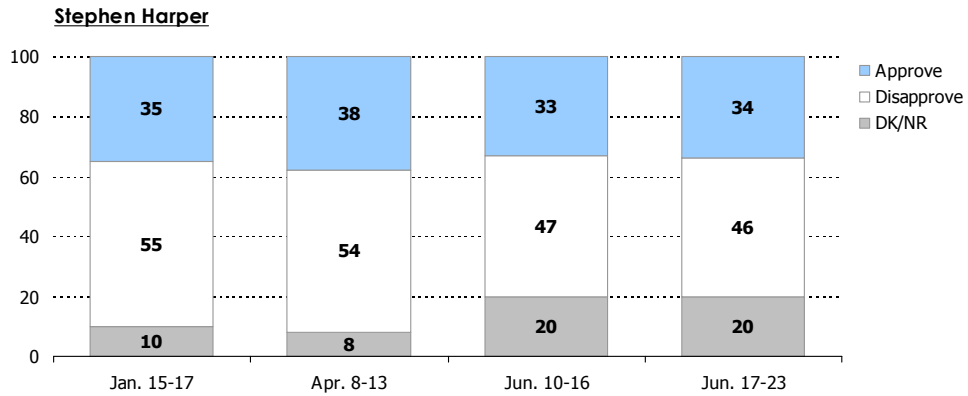*Q. If a federal election were held tomorrow, which party would you vote for?*

Legend: ■ May 7-28 □ May 29-June 9 ■ June 10-16 ■ June 17-23

Party	May 7-28	May 29-June 9	June 10-16	June 17-23
Conservative Party of Canada	32.3	30.3	32.4	34.8
Liberal	33.5	35.0	33.7	32.6
NDP	15.1	15.1	16.3	14.3
green	10.4	10.4	9.0	9.3
BLOC QUÉBÉCOIS	8.7	9.2	8.7	9.0

Weekday tracking of federal vote intention (May 7-June 23)

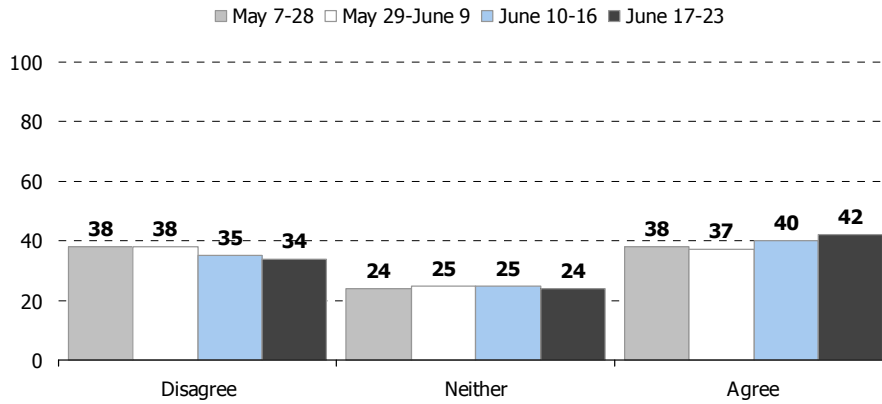**BASE:** Decided voters; most recent data points Jun. 17-23 (n=2928)

Job approval ratings

Q. *Do you approve or disapprove of the way … is handling his job?*

Stephen Harper

Michael Ignatieff

BASE: Canadians; most recent data point Jun. 17-23 (n=3505)

Personal feelings about the economy

Q. Personally, I feel better about the economy today than I did three months ago. [Agree/Disagree]

■ May 7-28 □ May 29-June 9 ■ June 10-16 ■ June 17-23

	Disagree	Neither	Agree
May 7-28	38	24	38
May 29-June 9	38	25	37
June 10-16	35	25	40
June 17-23	34	24	42

BASE: Canadians; most recent data point Jun. 17-23 (n=3505)

Detailed Tables:

National Federal Vote Intention[1]

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

	Conservative Party of Canada	Liberal	NDP	green	BLOC QUÉBÉCOIS	Sample Size	Margin of Error (+/-)
NATIONALLY	**34.8%**	**32.6%**	**14.3%**	**9.3%**	**9.0%**	**2928**	**1.8**
REGION							
British Columbia	36.9%	30.4%	19.8%	12.8%	0.0%	353	5.2
Alberta	62.6%	19.0%	8.0%	10.4%	0.0%	288	5.8
Saskatchewan/Manitoba	42.1%	30.7%	20.7%	6.5%	0.0%	167	7.6
Ontario	38.2%	38.2%	14.0%	9.6%	0.0%	1136	2.9
Quebec	18.4%	30.9%	7.8%	7.3%	35.7%	810	3.4
Atlantic Canada	25.0%	33.8%	31.6%	9.6%	0.0%	174	7.4
GENDER							
Male	37.3%	33.9%	11.9%	8.2%	8.7%	1415	2.6
Female	32.3%	31.2%	16.8%	10.5%	9.3%	1513	2.5
AGE							
<25	21.3%	28.8%	18.0%	21.2%	10.7%	285	5.8
25-44	31.0%	30.4%	16.2%	11.1%	11.3%	936	3.2
45-64	40.0%	32.6%	12.4%	6.9%	8.1%	1164	2.9
65+	40.5%	39.0%	12.0%	3.2%	5.3%	543	4.2
EDUCATION							
High school or less	32.4%	25.9%	17.0%	10.3%	14.4%	717	3.7
College or CEGEP	39.3%	27.9%	14.1%	10.7%	8.0%	1011	3.1
University or higher	32.2%	41.0%	12.9%	7.4%	6.5%	1200	2.8
METROPOLITAN CANADA							
Vancouver	36.4%	34.9%	19.6%	9.1%	0.0%	154	7.9
Calgary	67.8%	17.7%	7.3%	7.2%	0.0%	110	9.3
Toronto	36.0%	45.6%	11.1%	7.3%	0.0%	390	5.0
Ottawa	43.3%	37.9%	10.5%	8.3%	0.0%	293	5.7
Montreal	15.8%	33.3%	9.8%	7.1%	34.0%	364	5.1

[1]   The data presented in this and our other tables on federal vote intention are based on decided voters only. Our survey also finds that 15.6% of Canadians say they are undecided.

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 party of canada	Sample Size	Margin of Error (+/-)
OVERALL	**36.9%**	**30.4%**	**19.8%**	**12.8%**	**353**	**5.2**
GENDER						
Male	37.3%	31.6%	16.5%	14.6%	163	7.7
Female	34.7%	29.9%	23.0%	12.5%	190	7.1
AGE						
<25	26.2%	22.3%	17.4%	34.0%	39	15.7
25-44	28.0%	34.3%	21.3%	16.4%	82	10.8
45-64	39.9%	33.0%	18.2%	9.0%	164	7.7
65+	49.9%	25.4%	21.5%	3.2%	68	11.9
EDUCATION						
High school or less	36.6%	22.6%	23.0%	17.8%	81	10.9
College or CEGEP	39.9%	24.7%	22.7%	12.7%	118	9.0
University or higher	32.6%	39.3%	16.0%	12.0%	154	7.9

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 party of canada	Sample Size	Margin of Error (+/-)
OVERALL	**62.6%**	**19.0%**	**8.0%**	**10.4%**	**288**	**5.8**
GENDER						
Male	62.6%	20.4%	8.4%	8.6%	146	8.1
Female	62.9%	17.4%	7.8%	11.9%	142	8.2
AGE						
<25	51.6%	12.1%	19.6%	16.7%	28	18.5
25-44	55.4%	23.3%	6.6%	14.7%	94	10.1
45-64	70.1%	15.0%	6.1%	8.8%	114	9.2
65+	69.0%	22.2%	7.5%	1.3%	52	13.6
EDUCATION						
High school or less	68.1%	15.7%	9.1%	7.1%	69	11.8
College or CEGEP	61.9%	11.6%	10.4%	16.1%	109	9.4
University or higher	60.1%	29.1%	4.9%	5.9%	110	9.3

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 party of canada	Sample Size	Margin of Error (+/-)
OVERALL	**42.1%**	**30.7%**	**20.7%**	**6.5%**	**167**	**7.6**
GENDER						
Male	42.8%	27.0%	21.7%	8.5%	79	11.0
Female	40.5%	30.2%	22.4%	7.0%	88	10.5
AGE						
<25	37.6%	19.9%	27.2%	15.3%	13	27.2
25-44	38.3%	29.4%	20.9%	11.4%	42	15.1
45-64	47.9%	26.3%	21.6%	4.2%	74	11.4
65+	39.1%	37.5%	21.4%	2.0%	38	15.9
EDUCATION						
High school or less	33.4%	23.6%	25.0%	18.1%	50	13.9
College or CEGEP	52.9%	26.5%	15.6%	5.0%	56	13.1
University or higher	38.3%	34.6%	25.3%	1.9%	61	12.6

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 party of canada	Sample Size	Margin of Error (+/-)
OVERALL	**38.2%**	**38.2%**	**14.0%**	**9.6%**	**1136**	**2.9**
GENDER						
Male	41.2%	40.5%	11.5%	6.8%	557	4.2
Female	35.2%	35.6%	16.6%	12.7%	579	4.1
AGE						
<25	19.0%	38.9%	21.9%	20.2%	95	10.1
25-44	35.9%	35.7%	16.9%	11.5%	366	5.1
45-64	43.4%	36.9%	11.5%	8.2%	441	4.7
65+	43.3%	44.3%	9.1%	3.4%	234	6.4
EDUCATION						
High school or less	36.5%	29.2%	24.7%	9.6%	203	6.9
College or CEGEP	45.7%	30.7%	12.7%	10.9%	388	5.0
University or higher	32.8%	47.7%	10.5%	8.9%	545	4.2

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 party of canada	BLOC QUÉBÉCOIS	Sample Size	Margin of Error (+/-)
OVERALL	**18.4%**	**30.9%**	**7.8%**	**7.3%**	**35.7%**	**810**	**3.4**
GENDER							
Male	23.1%	30.2%	7.0%	5.9%	33.7%	392	5.0
Female	14.4%	33.1%	7.7%	8.1%	36.7%	418	4.8
AGE							
<25	7.4%	27.1%	6.5%	19.8%	39.2%	88	10.5
25-44	17.1%	26.3%	11.5%	7.0%	38.1%	305	5.6
45-64	22.9%	32.0%	5.3%	4.5%	35.3%	295	5.7
65+	21.7%	45.4%	3.3%	3.5%	26.1%	122	8.9
EDUCATION							
High school or less	19.3%	25.4%	5.0%	7.3%	43.0%	263	6.0
College or CEGEP	19.1%	33.0%	7.5%	8.5%	31.9%	277	5.9
University or higher	18.0%	36.7%	9.6%	5.2%	30.6%	270	6.0

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 party of canada	Sample Size	Margin of Error (+/-)
OVERALL	**25.0%**	**33.8%**	**31.6%**	**9.6%**	**174**	**7.4**
GENDER						
Male	25.9%	42.2%	18.4%	13.5%	78	11.1
Female	24.3%	25.3%	44.0%	6.5%	96	10.0
AGE						
<25	20.7%	28.6%	31.3%	19.4%	22	20.9
25-44	26.7%	23.4%	35.7%	14.2%	47	14.3
45-64	27.6%	43.1%	25.6%	3.7%	76	11.2
65+	20.2%	40.4%	32.7%	6.7%	29	18.2
EDUCATION						
High school or less	21.1%	37.1%	28.4%	13.4%	51	13.7
College or CEGEP	31.4%	24.7%	32.9%	11.0%	63	12.4
University or higher	22.3%	39.8%	31.6%	6.3%	60	12.7

Job Approval Ratings for Stephen Harper

Q. Do you approve or disapprove of the way Stephen Harper, Prime Minister and leader of Conservative Party of Canada is handling his job?

	Approve	Disapprove	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	**34%**	**46%**	**20%**	**3505**	**1.7**
REGION					
British Columbia	37%	42%	20%	415	4.8
Alberta	54%	32%	14%	342	5.3
Saskatchewan/Manitoba	36%	40%	24%	196	7.0
Ontario	35%	46%	19%	1377	2.6
Quebec	24%	52%	23%	957	3.2
Atlantic Canada	27%	54%	19%	218	6.6
GENDER					
Male	39%	47%	14%	1630	2.4
Female	29%	46%	26%	1875	2.3
AGE					
<25	33%	48%	19%	352	5.2
25-44	32%	46%	21%	1119	2.9
45-64	35%	46%	20%	1408	2.6
65+	36%	45%	19%	626	3.9
EDUCATION					
High school or less	33%	42%	25%	924	3.2
College or CEGEP	36%	44%	20%	1217	2.8
University or higher	33%	51%	16%	1364	2.7
CURRENT VOTE INTENTION					
Conservative Party of Canada	79%	10%	11%	1032	3.1
Liberal Party of Canada	14%	71%	16%	966	3.2
NDP	12%	70%	18%	388	5.0
Green Party	22%	56%	22%	254	6.2
Bloc Québécois	14%	68%	18%	288	5.8
Undecided	16%	37%	46%	440	4.7

Job Approval Ratings for Michael Ignatieff

Q. Do you approve or disapprove of the way Michael Ignatieff, leader of the Official Opposition and leader of the Liberal Party of Canada is handling his job?

	Approve	Disapprove	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	**32%**	**37%**	**31%**	**3505**	**1.7**
REGION					
British Columbia	38%	33%	30%	415	4.8
Alberta	23%	49%	28%	342	5.3
Saskatchewan/Manitoba	28%	40%	32%	196	7.0
Ontario	33%	38%	29%	1377	2.6
Quebec	31%	33%	37%	957	3.2
Atlantic Canada	34%	32%	34%	218	6.6
GENDER					
Male	37%	40%	23%	1630	2.4
Female	27%	34%	40%	1875	2.3
AGE					
<25	31%	34%	35%	352	5.2
25-44	27%	38%	35%	1119	2.9
45-64	33%	38%	29%	1408	2.6
65+	38%	36%	27%	626	3.9
EDUCATION					
High school or less	24%	40%	36%	924	3.2
College or CEGEP	27%	40%	33%	1217	2.8
University or higher	42%	32%	27%	1364	2.7
CURRENT VOTE INTENTION					
Conservative Party of Canada	16%	61%	24%	1032	3.1
Liberal Party of Canada	68%	10%	22%	966	3.2
NDP	22%	43%	36%	388	5.0
Green Party	23%	42%	36%	254	6.2
Bloc Québécois	24%	44%	32%	288	5.8
Undecided	12%	30%	58%	440	4.7

EKOS POLITICS

Personal Feelings about the Economy

Q. Personally, I feel better about the economy today than I did three months ago. [Agree/Disagree]

	Disagree	Neither	Agree	Sample Size	Margin of Error (+/-)
NATIONALLY	**34%**	**24%**	**42%**	**3505**	**1.7**
REGION					
British Columbia	38%	19%	43%	415	4.8
Alberta	29%	20%	51%	342	5.3
Saskatchewan/Manitoba	29%	28%	43%	196	7.0
Ontario	36%	21%	44%	1377	2.6
Quebec	31%	33%	35%	957	3.2
Atlantic Canada	40%	18%	41%	218	6.6
GENDER					
Male	34%	21%	45%	1630	2.4
Female	34%	27%	39%	1875	2.3
AGE					
<25	41%	22%	37%	352	5.2
25-44	35%	24%	41%	1119	2.9
45-64	34%	22%	43%	1408	2.6
65+	27%	28%	45%	626	3.9
EDUCATION					
High school or less	37%	28%	35%	924	3.2
College or CEGEP	33%	24%	43%	1217	2.8
University or higher	33%	21%	46%	1364	2.7
CURRENT VOTE INTENTION					
Conservative Party of Canada	25%	19%	56%	1032	3.1
Liberal Party of Canada	37%	22%	41%	966	3.2
NDP	39%	29%	33%	388	5.0
Green Party	47%	22%	31%	254	6.2
Bloc Québécois	34%	35%	30%	288	5.8
Undecided	36%	32%	32%	440	4.7

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 land-line only RDD, we created a dual land-line/cell phone RDD sampling frame for this research. As a result, we are able reach those with both a land-line and cell phone, as well as cell phone only households and land-line only households. This dual frame yields a near perfect unweighted distribution on age group and gender, something almost never seen with traditional land-line RDD sample or interviewer administered surveys.

The field dates for this survey are June 17-23, 2009. In total, a random sample of 3,505 Canadians aged 18 and over responded to the survey (including a sub-sample of 2,928 decided voters). The margin of error associated with total sample is +/- 1.7 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, income). All the data have been statistically weighted to ensure the samples composition reflects that of the actual population of Canada according to Census data.