

TORIES RETAIN SMALL EDGE

LIBERALS HEAD TO NATIONAL CAUCUS WITH GRIP ON ONTARIO SLIPPING

[Ottawa – August 27, 2009] – At their national caucus in Sudbury next week the federal Liberals may be considering whether to take down the minority Conservative government when Parliament resumes in the fall. But this week's national sample of vote intention by EKOS Research, for exclusive release by the CBC, suggests they may want to think twice.

The Liberals are now in a statistical tie with the Conservatives in Ontario – their traditional heartland, the province they need to dominate again in order to win through to government.

HIGHLIGHTS

- **National federal vote intention:**
 - ▣ **32.6% CPC**
 - ▣ **30.9% LPC**
 - ▣ **15.7% NDP**
 - ▣ **11.3% Green**
 - ▣ **9.5% BQ**

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

"All summer the race between the two major parties has been very close – at times within the margin of error," said EKOS Executive Director, Paul Adams. "In recent weeks, however, the Conservatives have eked out a small numerical lead on the national numbers, based in part on an improvement in their fortunes in Ontario. Ontario was the key to the Liberals' success in the Chrétien years and it is the key to the party's future as well. The Liberals now appear to have given up the advantage they held in Ontario through most of the spring and early summer."

The Liberals have also given up a larger lead to the BQ in Quebec than they usually have in recent months.

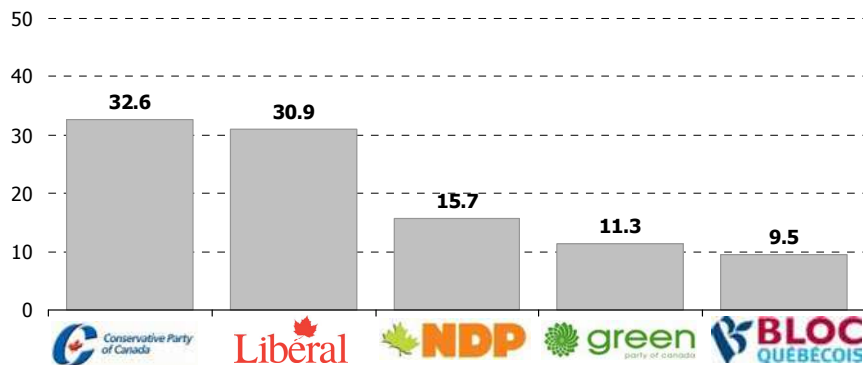
Typically, Canadians – and the media – pay relatively little attention to politics during the summer months, which may account for the relative stability of public opinion since Parliament rose for its summer recess in June.

"None of the parties has had a breakout summer," said Adams. "However, as the media has begun to rev up for the political season, many commentators have focused criticism on the Liberal leader, Michael Ignatieff. Because he is relatively less well known to the public than the Prime Minister, he may be more vulnerable to negative commentary."

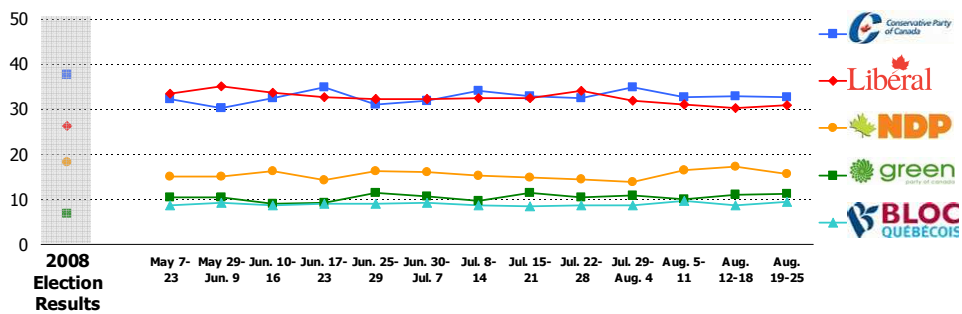
Top Line Results:

Federal vote intention

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



Weekly tracking of federal vote intention








Note: The data on federal vote intention are based on decided voters only. Our survey also finds that 15.1% of Canadians are undecided/ineligible to vote.

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BASE: Decided voters; most recent data points Aug. 19-25 (n=1802)

Detailed Tables:

National Federal Vote Intention							
<i>Q. If a federal election were held tomorrow, which party would you vote for?</i>							
						Sample Size	Margin of Error (+/-)
NATIONALLY	32.6%	30.9%	15.7%	11.3%	9.5%	1802	2.3
REGION							
British Columbia	31.6%	28.3%	27.2%	12.9%	0.0%	233	6.4
Alberta	59.3%	18.5%	11.2%	11.0%	0.0%	162	7.7
Saskatchewan/Manitoba	44.7%	23.5%	19.5%	12.2%	0.0%	95	10.1
Ontario	37.0%	37.0%	14.2%	11.8%	0.0%	758	3.6
Quebec	15.0%	26.2%	11.1%	10.6%	37.1%	430	4.7
Atlantic Canada	26.5%	43.5%	21.8%	8.2%	0.0%	124	8.8
GENDER							
Male	36.3%	30.2%	13.6%	9.8%	10.1%	855	3.4
Female	28.9%	31.6%	17.9%	12.9%	8.8%	947	3.2
AGE							
<25	24.0%	25.8%	18.6%	19.1%	12.5%	236	6.4
25-44	29.6%	29.9%	16.1%	13.8%	10.5%	644	3.9
45-64	34.8%	30.3%	15.7%	8.9%	10.3%	664	3.8
65+	39.7%	37.2%	13.0%	6.1%	3.9%	258	6.1
EDUCATION							
High school or less	30.0%	27.2%	15.3%	13.1%	14.4%	466	4.5
College or CEGEP	35.8%	28.3%	16.8%	11.1%	8.0%	642	3.9
University or higher	31.4%	35.9%	14.9%	10.3%	7.4%	694	3.7
METROPOLITAN CANADA							
Vancouver	33.1%	30.4%	28.3%	8.2%	0.0%	66	12.1
Calgary	69.5%	15.0%	2.0%	13.4%	0.0%	44	14.8
Toronto	32.8%	39.7%	14.7%	12.8%	0.0%	254	6.2
Ottawa	42.3%	43.8%	6.0%	7.8%	0.0%	83	10.8
Montreal	14.4%	28.0%	12.7%	9.1%	35.8%	209	6.8





Federal Vote Intention – British Columbia

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

					Sample Size	Margin of Error (+/-)
OVERALL	31.6%	28.3%	27.2%	12.9%	233	6.4
GENDER						
Male	37.3%	31.4%	18.1%	13.2%	116	9.1
Female	26.4%	25.1%	35.6%	12.9%	117	9.1
AGE						
<25	16.2%	34.2%	29.9%	19.7%	31	17.6
25-44	32.4%	27.9%	24.2%	15.6%	85	10.6
45-64	36.3%	27.1%	26.0%	10.5%	77	11.2
65+	32.4%	28.0%	30.6%	9.0%	40	15.5
EDUCATION						
High school or less	27.6%	32.0%	21.0%	19.5%	65	12.2
College or CEGEP	29.7%	24.5%	32.6%	13.2%	89	10.4
University or higher	37.8%	29.3%	25.4%	7.6%	79	11.0





Federal Vote Intention – Alberta

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

					Sample Size	Margin of Error (+/-)
OVERALL	59.3%	18.5%	11.2%	11.0%	162	7.7
GENDER						
Male	65.3%	21.6%	5.5%	7.6%	76	11.2
Female	53.4%	15.0%	16.8%	14.7%	86	10.6
AGE						
<25	62.9%	8.5%	15.4%	13.2%	21	21.4
25-44	55.2%	15.7%	12.6%	16.5%	47	14.3
45-64	60.3%	19.8%	11.0%	8.9%	67	12.0
65+	61.9%	24.9%	7.1%	6.1%	27	18.9
EDUCATION						
High school or less	63.7%	11.4%	12.3%	12.6%	37	16.1
College or CEGEP	61.1%	14.1%	13.3%	11.6%	62	12.5
University or higher	55.0%	26.4%	8.6%	10.0%	63	12.4





Federal Vote Intention – Saskatchewan/Manitoba

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

					Sample Size	Margin of Error (+/-)
OVERALL	44.7%	23.5%	19.5%	12.2%	95	10.1
GENDER						
Male	49.0%	20.4%	15.8%	14.8%	51	13.7
Female	44.8%	20.1%	25.4%	9.7%	44	14.8
AGE						
<25	62.6%	0.0%	12.1%	25.3%	8	34.7
25-44	43.0%	28.6%	20.0%	8.4%	35	16.6
45-64	48.4%	22.9%	15.5%	13.2%	39	15.7
65+	38.5%	15.4%	38.4%	7.7%	13	27.2
EDUCATION						
High school or less	49.0%	18.9%	23.4%	8.8%	26	19.2
College or CEGEP	56.8%	5.2%	21.0%	17.0%	36	16.3
University or higher	34.9%	37.4%	16.9%	10.7%	33	17.1






Federal Vote Intention – Ontario

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

					Sample Size	Margin of Error (+/-)
OVERALL	37.0%	37.0%	14.2%	11.8%	758	3.6
GENDER						
Male	43.4%	35.2%	12.7%	8.7%	335	5.4
Female	31.1%	38.3%	15.9%	14.8%	423	4.8
AGE						
<25	25.9%	34.8%	16.0%	23.3%	98	9.9
25-44	36.3%	33.0%	16.6%	14.0%	258	6.1
45-64	38.5%	38.3%	14.8%	8.4%	280	5.9
65+	43.6%	42.5%	7.6%	6.4%	122	8.9
EDUCATION						
High school or less	37.4%	31.2%	16.6%	14.8%	156	7.9
College or CEGEP	42.2%	35.6%	13.1%	9.1%	277	5.9
University or higher	32.7%	40.4%	14.3%	12.6%	325	5.4





Federal Vote Intention – Quebec

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

						Sample Size	Margin of Error (+/-)
OVERALL	15.0%	26.2%	11.1%	10.6%	37.1%	430	4.7
GENDER							
Male	17.9%	23.7%	12.0%	10.0%	36.4%	216	6.7
Female	13.7%	31.0%	9.3%	10.1%	35.9%	214	6.7
AGE							
<25	9.8%	24.4%	10.5%	13.5%	41.8%	61	12.6
25-44	11.5%	26.6%	11.4%	14.2%	36.3%	173	7.5
45-64	15.5%	22.4%	12.4%	8.0%	41.6%	153	7.9
65+	28.7%	39.4%	6.3%	3.7%	22.0%	43	14.9
EDUCATION							
High school or less	17.0%	26.5%	4.7%	10.5%	41.3%	144	8.2
College or CEGEP	14.8%	25.1%	12.7%	12.5%	34.8%	135	8.4
University or higher	15.5%	30.0%	14.7%	7.5%	32.3%	151	8.0

Federal Vote Intention – Atlantic Canada

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

					Sample Size	Margin of Error (+/-)
OVERALL	26.5%	43.5%	21.8%	8.2%	124	8.8
GENDER						
Male	23.3%	45.1%	25.6%	6.1%	61	12.6
Female	28.6%	42.5%	18.7%	10.2%	63	12.4
AGE						
<25	17.4%	5.5%	54.3%	22.8%	17	23.8
25-44	26.2%	45.7%	20.0%	8.1%	46	14.5
45-64	30.2%	45.0%	19.1%	5.8%	48	14.1
65+	23.4%	69.4%	7.1%	0.0%	13	27.2
EDUCATION						
High school or less	23.2%	31.6%	35.7%	9.4%	38	15.9
College or CEGEP	25.9%	45.5%	20.0%	8.6%	43	14.9
University or higher	28.1%	54.1%	11.8%	6.0%	43	14.9

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 the August 19-25, 2009.¹ In total, a random sample of 2,153 Canadians aged 18 and over responded to the survey (including a sub-sample of 1,802 decided voters). The margin of error associated with 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, 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.

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