

TORIES EDGE INTO MAJORITY TERRITORY

LIBERALS AT LOWEST EBB SINCE IGNATIEFF BECAME LEADER

[Ottawa – October 8, 2009] – Stephen Harper’s Conservatives could win a majority if an election were held right now, having erased the Liberal Party’s lead among women, the university educated, and Canadians born abroad – demographic groups that were until recently firmly in the Liberals’ domain.

“This is a dramatic setback for the Liberal Party, not confined to any specific group or region,” said EKOS President Frank Graves. “And it appears to be driven by a collapse in Michael Ignatieff’s popularity. Ignatieff has gone from a very positive approval rating when he assumed the leadership less than a year ago to a decisively negative one.”

Only one in five Canadians now approves of the way Mr. Ignatieff is doing his job, compared with about half of Canadians who disapprove. “This dramatic fall from grace has dragged Liberal support down to the levels it endured under Ignatieff’s predecessor, Stéphane Dion,” said Graves.

Meanwhile, Mr. Harper’s negatives have softened significantly from earlier in the year. And approval for Mr. Harper is solid among Conservative supporters, while support for Mr. Ignatieff among Liberals is at best tepid.

Jack Layton, meanwhile has a mildly positive approval rating from Canadians – an interesting comment on his decision to support the government in recent confidence votes.

The poll, conducted for exclusive release by the CBC, has an extremely robust sample size – much larger than other recent polls – allowing for a detailed picture of patterns of party support.

HIGHLIGHTS

- **National federal vote intention:**
 - ☒ **39.7% CPC**
 - ☒ **25.7% LPC**
 - ☒ **15.2% NDP**
 - ☒ **9.7% Green**
 - ☒ **9.7% BQ**

- **Most important election issue:**
 - ☒ **41% economic issues**
 - ☒ **33% social issues**
 - ☒ **17% fiscal issues**
 - ☒ **9% none of the above**

- **Approval rating – Harper:**
 - ☒ **39% approve**
 - ☒ **42% disapprove**
 - ☒ **19% do not know/no response**

- **Approval rating – Ignatieff:**
 - ☒ **19% approve**
 - ☒ **51% disapprove**
 - ☒ **30% do not know/no response**

- **Approval rating – Layton:**
 - ☒ **34% approve**
 - ☒ **31% disapprove**
 - ☒ **35% do not know/no response**

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

The Liberals can no longer claim the lead in any region of the country. They are now neck-and-neck with the Tories in Quebec, well behind the Bloc Québécois. The party's sagging fortunes there may well relate to the recent Coderre affair.

However, in the former Liberal bastion of Ontario, the Liberals now also trail the Conservatives by more than ten percentage points.

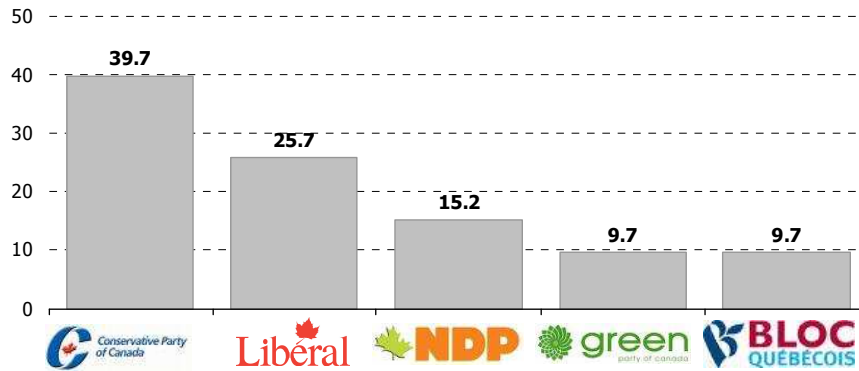
What had been bright spots for Mr. Ignatieff since he took over as leader late last year – women voters and the university educated – have tilted into the Conservative camp. Even Canadians born outside Canada – New Canadians, in other words – once bedrock for Liberal majorities in this country, and even a reliable demographic when the party was in opposition, are now almost evenly divided between the two leading parties.

"The only obvious barrier to a Conservative majority at the moment is the public's antipathy to holding another election," said Graves. "Indeed, it may be that the Liberals are suffering in part because they have branded themselves around holding an early election while the Conservatives have branded themselves around being stewards of the economy. And our research shows that the economy is the issue. It will be interesting to watch the impact of a newfound plausibility of a majority government on a minority weary but also election-wary electorate."

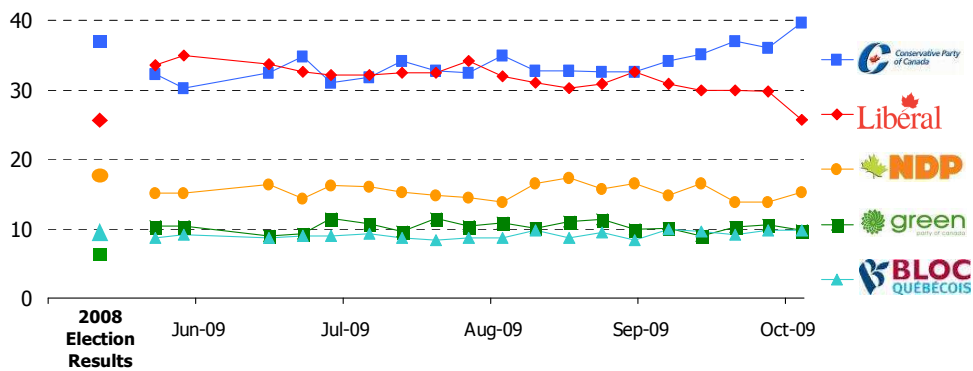
Top Line Results:

Federal vote intention

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



Weekly tracking of federal vote intention



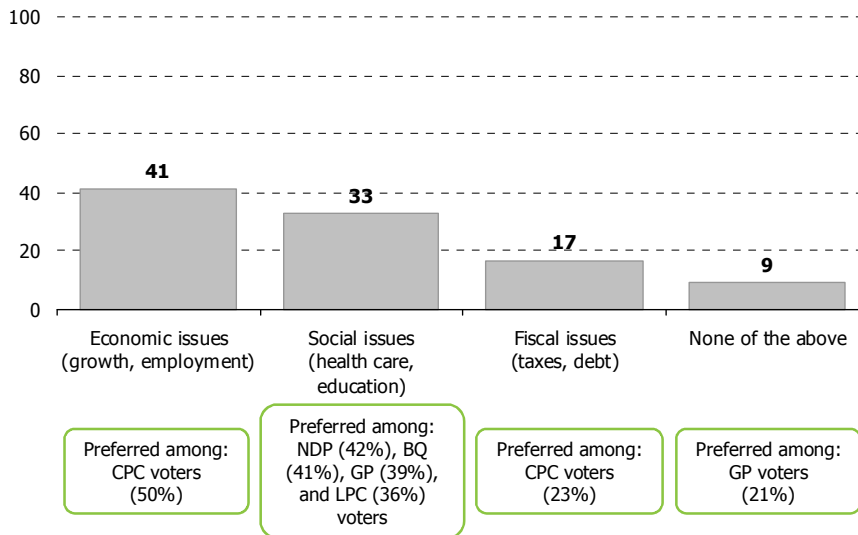
Note: The data on federal vote intention are based on decided voters only. Our survey also finds that 14.5% of Canadians are undecided/ineligible to vote.

Copyright 2009. No reproduction without permission

BASE: Decided voters; most recent data point Sep. 30-Oct. 6 (n=2830)

Election issues

Q. Which of the following do you think should be the most important issue for the next federal election?

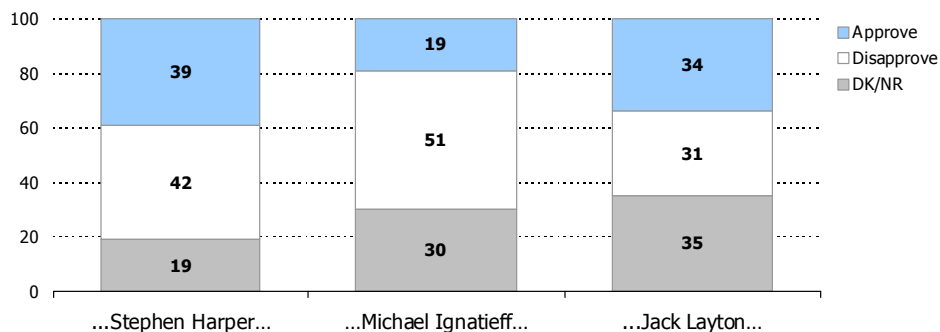


Copyright 2009. No reproduction without permission

BASE: Canadians; Sep. 30-Oct. 6 (n=3333)

Job approval ratings

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

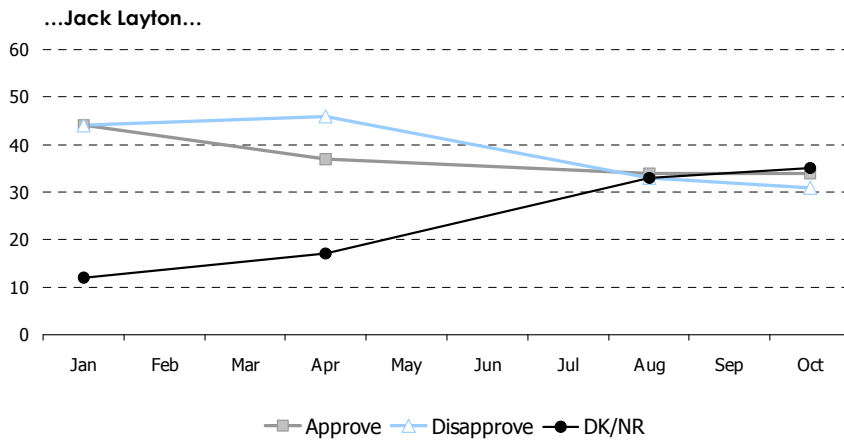
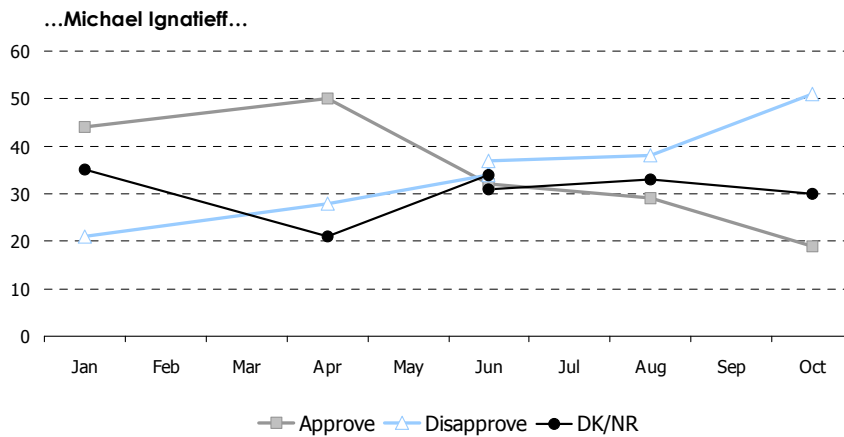
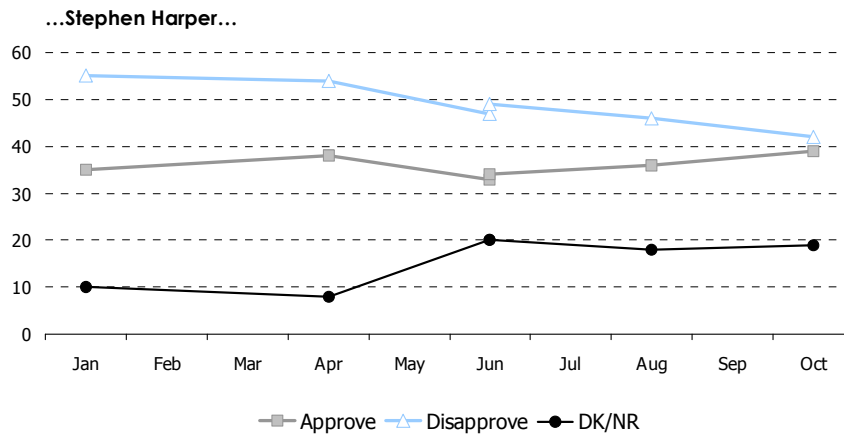


Copyright 2009. No reproduction without permission






BASE: Canadians; Sep. 30-Oct. 6 (n=3333)

Tracking job approval ratings

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







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 | 39.7% | 25.7% | 15.2% | 9.7% | 9.7% | 2830 | 1.8 |
| REGION | | | | | | | |
| British Columbia | 41.6% | 22.2% | 23.5% | 12.7% | 0.0% | 274 | 5.9 |
| Alberta | 61.0% | 13.5% | 13.0% | 12.5% | 0.0% | 213 | 6.7 |
| Saskatchewan/Manitoba | 51.6% | 22.7% | 18.4% | 7.2% | 0.0% | 204 | 6.9 |
| Ontario | 43.8% | 32.5% | 13.9% | 9.7% | 0.0% | 1146 | 2.9 |
| Quebec | 22.2% | 21.0% | 9.7% | 8.4% | 38.7% | 794 | 3.5 |
| Atlantic Canada | 34.8% | 32.4% | 26.2% | 6.6% | 0.0% | 199 | 7.0 |
| GENDER | | | | | | | |
| Male | 43.0% | 25.3% | 12.9% | 9.3% | 9.6% | 1357 | 2.7 |
| Female | 36.6% | 26.1% | 17.5% | 10.0% | 9.8% | 1473 | 2.6 |
| AGE | | | | | | | |
| <25 | 22.6% | 28.3% | 15.9% | 20.8% | 12.4% | 281 | 5.9 |
| 25-44 | 34.2% | 24.7% | 18.3% | 10.8% | 12.0% | 970 | 3.2 |
| 45-64 | 42.8% | 26.3% | 14.6% | 7.3% | 9.0% | 1103 | 3.0 |
| 65+ | 54.5% | 24.9% | 10.3% | 5.6% | 4.8% | 476 | 4.5 |
| EDUCATION | | | | | | | |
| High school or less | 39.5% | 21.7% | 15.6% | 9.5% | 13.6% | 748 | 3.6 |
| College or CEGEP | 43.7% | 21.2% | 15.4% | 9.9% | 9.7% | 1021 | 3.1 |
| University or higher | 36.0% | 32.9% | 14.8% | 9.5% | 6.8% | 1061 | 3.0 |
| METROPOLITAN CANADA | | | | | | | |
| Vancouver | 44.9% | 25.8% | 18.2% | 11.1% | 0.0% | 92 | 10.2 |
| Calgary | 48.1% | 22.7% | 10.0% | 19.1% | 0.0% | 62 | 12.5 |
| Toronto | 44.8% | 35.6% | 10.3% | 9.4% | 0.0% | 307 | 5.6 |
| Ottawa | 45.8% | 36.0% | 9.5% | 8.6% | 0.0% | 150 | 8.0 |
| Montreal | 19.8% | 24.4% | 8.5% | 10.2% | 37.2% | 336 | 5.4 |





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 | 41.6% | 22.2% | 23.5% | 12.7% | 274 | 5.9 |
| GENDER | | | | | | |
| Male | 43.7% | 27.3% | 14.5% | 14.4% | 133 | 8.5 |
| Female | 37.3% | 17.2% | 32.4% | 13.2% | 141 | 8.3 |
| AGE | | | | | | |
| <25 | 19.3% | 27.9% | 28.3% | 24.5% | 21 | 21.4 |
| 25-44 | 33.2% | 19.5% | 27.1% | 20.1% | 79 | 11.0 |
| 45-64 | 43.2% | 25.1% | 22.4% | 9.3% | 119 | 9.0 |
| 65+ | 59.1% | 17.7% | 18.0% | 5.1% | 55 | 13.2 |
| EDUCATION | | | | | | |
| High school or less | 42.4% | 19.7% | 24.5% | 13.5% | 66 | 12.1 |
| College or CEGEP | 40.3% | 20.3% | 27.9% | 11.6% | 108 | 9.4 |
| University or higher | 39.2% | 25.4% | 19.2% | 16.2% | 100 | 9.8 |





Federal Vote Intention – Alberta

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

| |  |  |  |  | Sample Size | Margin of Error (+/-) |
|----------------------|---|---|--|---|-------------|-----------------------|
| OVERALL | 61.0% | 13.5% | 13.0% | 12.5% | 213 | 6.7 |
| GENDER | | | | | | |
| Male | 58.3% | 16.8% | 10.7% | 14.2% | 101 | 9.8 |
| Female | 64.6% | 9.9% | 14.7% | 10.8% | 112 | 9.3 |
| AGE | | | | | | |
| <25 | 42.4% | 23.8% | 10.2% | 23.7% | 21 | 21.4 |
| 25-44 | 54.9% | 15.9% | 19.7% | 9.6% | 72 | 11.6 |
| 45-64 | 66.3% | 11.8% | 7.1% | 14.8% | 85 | 10.6 |
| 65+ | 73.9% | 5.9% | 14.2% | 6.1% | 35 | 16.6 |
| EDUCATION | | | | | | |
| High school or less | 63.3% | 6.2% | 14.1% | 16.5% | 66 | 12.1 |
| College or CEGEP | 64.7% | 10.6% | 14.2% | 10.5% | 75 | 11.3 |
| University or higher | 56.6% | 22.9% | 10.0% | 10.5% | 72 | 11.6 |





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 | 51.6% | 22.7% | 18.4% | 7.2% | 204 | 6.9 |
| GENDER | | | | | | |
| Male | 56.8% | 21.4% | 14.7% | 7.1% | 101 | 9.8 |
| Female | 45.2% | 25.2% | 22.0% | 7.6% | 103 | 9.7 |
| AGE | | | | | | |
| <25 | 34.9% | 28.0% | 31.5% | 5.6% | 15 | 25.3 |
| 25-44 | 50.0% | 25.4% | 12.0% | 12.7% | 61 | 12.6 |
| 45-64 | 49.0% | 25.6% | 21.3% | 4.2% | 90 | 10.3 |
| 65+ | 68.8% | 11.0% | 15.8% | 4.5% | 38 | 15.9 |
| EDUCATION | | | | | | |
| High school or less | 47.2% | 25.7% | 19.1% | 8.0% | 69 | 11.8 |
| College or CEGEP | 60.4% | 20.4% | 15.2% | 4.0% | 69 | 11.8 |
| University or higher | 44.3% | 24.0% | 21.2% | 10.4% | 66 | 12.1 |






Federal Vote Intention – Ontario

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

| |  |  |  |  | Sample Size | Margin of Error (+/-) |
|----------------------|---|---|--|---|-------------|-----------------------|
| OVERALL | 43.8% | 32.5% | 13.9% | 9.7% | 1146 | 2.9 |
| GENDER | | | | | | |
| Male | 48.5% | 29.7% | 12.2% | 9.6% | 549 | 4.2 |
| Female | 39.2% | 35.2% | 15.8% | 9.8% | 597 | 4.0 |
| AGE | | | | | | |
| <25 | 30.6% | 34.1% | 17.2% | 18.2% | 117 | 9.1 |
| 25-44 | 39.9% | 31.2% | 17.8% | 11.1% | 387 | 5.0 |
| 45-64 | 46.0% | 34.6% | 12.3% | 7.2% | 432 | 4.7 |
| 65+ | 54.7% | 30.1% | 8.1% | 7.1% | 210 | 6.8 |
| EDUCATION | | | | | | |
| High school or less | 45.0% | 28.4% | 16.6% | 9.9% | 248 | 6.2 |
| College or CEGEP | 50.0% | 25.2% | 13.2% | 11.6% | 403 | 4.9 |
| University or higher | 38.1% | 40.6% | 13.3% | 8.0% | 495 | 4.4 |





Federal Vote Intention – Quebec

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

| |  |  |  |  |  | Sample Size | Margin of Error (+/-) |
|----------------------|---|---|---|--|---|-------------|-----------------------|
| OVERALL | 22.2% | 21.0% | 9.7% | 8.4% | 38.7% | 794 | 3.5 |
| GENDER | | | | | | | |
| Male | 25.9% | 22.1% | 9.8% | 5.8% | 36.4% | 386 | 5.0 |
| Female | 21.2% | 20.6% | 8.8% | 9.9% | 39.5% | 408 | 4.9 |
| AGE | | | | | | | |
| <25 | 7.5% | 23.1% | 9.5% | 22.2% | 37.7% | 94 | 10.1 |
| 25-44 | 20.2% | 17.8% | 12.0% | 7.3% | 42.7% | 304 | 5.6 |
| 45-64 | 24.2% | 20.8% | 10.3% | 5.2% | 39.4% | 289 | 5.8 |
| 65+ | 39.3% | 28.3% | 1.9% | 4.6% | 25.7% | 107 | 9.5 |
| EDUCATION | | | | | | | |
| High school or less | 24.1% | 18.8% | 7.3% | 6.3% | 43.5% | 253 | 6.2 |
| College or CEGEP | 25.8% | 18.4% | 9.3% | 8.8% | 37.7% | 291 | 5.7 |
| University or higher | 20.5% | 27.5% | 11.5% | 8.3% | 32.2% | 250 | 6.2 |

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 | 34.8% | 32.4% | 26.2% | 6.6% | 199 | 7.0 |
| GENDER | | | | | | |
| Male | 42.2% | 27.1% | 24.6% | 6.1% | 87 | 10.5 |
| Female | 26.6% | 37.5% | 27.1% | 8.8% | 112 | 9.3 |
| AGE | | | | | | |
| <25 | 19.3% | 27.5% | 19.3% | 33.9% | 13 | 27.2 |
| 25-44 | 25.0% | 35.3% | 32.0% | 7.6% | 67 | 12.0 |
| 45-64 | 44.9% | 26.5% | 25.4% | 3.2% | 88 | 10.5 |
| 65+ | 39.6% | 42.5% | 17.9% | 0.0% | 31 | 17.6 |
| EDUCATION | | | | | | |
| High school or less | 28.3% | 32.4% | 32.3% | 7.0% | 46 | 14.5 |
| College or CEGEP | 39.2% | 29.2% | 25.9% | 5.7% | 75 | 11.3 |
| University or higher | 32.4% | 35.8% | 22.3% | 9.5% | 78 | 11.1 |

Most important election issue

Q. Which of the following do you think should be the most important issue for the next federal election?

| | Social issues | Economic issues | Fiscal issues | None of these | Sample Size | Margin of Error (+/-) |
|-------------------------------|---------------|-----------------|---------------|---------------|-------------|-----------------------|
| NATIONALLY | 33% | 41% | 17% | 9% | 3333 | 1.7 |
| REGION | | | | | | |
| British Columbia | 36% | 35% | 20% | 9% | 317 | 5.5 |
| Alberta | 33% | 46% | 12% | 9% | 254 | 6.2 |
| Saskatchewan/Manitoba | 34% | 38% | 18% | 11% | 234 | 6.4 |
| Ontario | 28% | 47% | 16% | 10% | 1355 | 2.7 |
| Quebec | 36% | 36% | 20% | 9% | 935 | 3.2 |
| Atlantic Canada | 41% | 36% | 15% | 8% | 238 | 6.4 |
| GENDER | | | | | | |
| Male | 24% | 46% | 19% | 11% | 1564 | 2.5 |
| Female | 41% | 37% | 15% | 8% | 1769 | 2.3 |
| AGE | | | | | | |
| <25 | 35% | 37% | 15% | 13% | 359 | 5.2 |
| 25-44 | 35% | 38% | 16% | 11% | 1157 | 2.9 |
| 45-64 | 29% | 45% | 19% | 7% | 1273 | 2.8 |
| 65+ | 33% | 43% | 16% | 7% | 544 | 4.2 |
| EDUCATION | | | | | | |
| High school or less | 33% | 40% | 16% | 11% | 944 | 3.2 |
| College or CEGEP | 33% | 42% | 17% | 7% | 1193 | 2.8 |
| University or higher | 32% | 42% | 17% | 10% | 1196 | 2.8 |
| CURRENT VOTE INTENTION | | | | | | |
| Conservative Party of Canada | 22% | 50% | 23% | 6% | 1093 | 3.0 |
| Liberal Party of Canada | 36% | 43% | 13% | 8% | 744 | 3.6 |
| NDP | 42% | 31% | 18% | 10% | 418 | 4.8 |
| Green Party | 39% | 29% | 11% | 21% | 265 | 6.0 |
| Bloc Quebecois | 41% | 37% | 15% | 6% | 310 | 5.6 |
| Undecided | 38% | 39% | 13% | 11% | 392 | 5.0 |

Job approval ratings – 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 | 39% | 42% | 19% | 3333 | 1.7 |
| REGION | | | | | |
| British Columbia | 36% | 44% | 20% | 317 | 5.5 |
| Alberta | 53% | 29% | 18% | 254 | 6.2 |
| Saskatchewan/Manitoba | 53% | 32% | 16% | 234 | 6.4 |
| Ontario | 42% | 40% | 18% | 1355 | 2.7 |
| Quebec | 27% | 51% | 21% | 935 | 3.2 |
| Atlantic Canada | 30% | 49% | 21% | 238 | 6.4 |
| GENDER | | | | | |
| Male | 44% | 41% | 15% | 1564 | 2.5 |
| Female | 34% | 43% | 23% | 1769 | 2.3 |
| AGE | | | | | |
| <25 | 33% | 43% | 25% | 359 | 5.2 |
| 25-44 | 36% | 46% | 18% | 1157 | 2.9 |
| 45-64 | 39% | 42% | 19% | 1273 | 2.8 |
| 65+ | 47% | 35% | 18% | 544 | 4.2 |
| EDUCATION | | | | | |
| High school or less | 39% | 36% | 25% | 944 | 3.2 |
| College or CEGEP | 41% | 39% | 20% | 1193 | 2.8 |
| University or higher | 36% | 50% | 15% | 1196 | 2.8 |
| CURRENT VOTE INTENTION | | | | | |
| Conservative Party of Canada | 80% | 9% | 11% | 1093 | 3.0 |
| Liberal Party of Canada | 16% | 67% | 16% | 744 | 3.6 |
| NDP | 18% | 64% | 19% | 418 | 4.8 |
| Green Party | 18% | 59% | 23% | 265 | 6.0 |
| Bloc Quebecois | 16% | 68% | 17% | 310 | 5.6 |
| Undecided | 18% | 41% | 41% | 392 | 5.0 |

Job approval ratings – 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 | 19% | 51% | 30% | 3333 | 1.7 |
| REGION | | | | | |
| British Columbia | 16% | 53% | 31% | 317 | 5.5 |
| Alberta | 12% | 61% | 27% | 254 | 6.2 |
| Saskatchewan/Manitoba | 17% | 60% | 23% | 234 | 6.4 |
| Ontario | 21% | 50% | 29% | 1355 | 2.7 |
| Quebec | 21% | 45% | 33% | 935 | 3.2 |
| Atlantic Canada | 24% | 47% | 29% | 238 | 6.4 |
| GENDER | | | | | |
| Male | 22% | 55% | 23% | 1564 | 2.5 |
| Female | 16% | 47% | 36% | 1769 | 2.3 |
| AGE | | | | | |
| <25 | 24% | 34% | 42% | 359 | 5.2 |
| 25-44 | 21% | 47% | 32% | 1157 | 2.9 |
| 45-64 | 18% | 56% | 27% | 1273 | 2.8 |
| 65+ | 16% | 59% | 25% | 544 | 4.2 |
| EDUCATION | | | | | |
| High school or less | 16% | 49% | 34% | 944 | 3.2 |
| College or CEGEP | 15% | 55% | 31% | 1193 | 2.8 |
| University or higher | 26% | 48% | 25% | 1196 | 2.8 |
| CURRENT VOTE INTENTION | | | | | |
| Conservative Party of Canada | 9% | 74% | 17% | 1093 | 3.0 |
| Liberal Party of Canada | 47% | 24% | 29% | 744 | 3.6 |
| NDP | 15% | 53% | 32% | 418 | 4.8 |
| Green Party | 16% | 47% | 37% | 265 | 6.0 |
| Bloc Quebecois | 18% | 54% | 28% | 310 | 5.6 |
| Undecided | 5% | 38% | 57% | 392 | 5.0 |

Job approval ratings – Jack Layton

Q. Do you approve or disapprove of the way Jack Layton, Leader of the New Democratic Party of Canada is handling his job?

| | Approve | Disapprove | DK/NR | Sample Size | Margin of Error (+/-) |
|-------------------------------|------------|------------|------------|-------------|-----------------------|
| NATIONALLY | 34% | 31% | 35% | 3333 | 1.7 |
| REGION | | | | | |
| British Columbia | 34% | 34% | 32% | 317 | 5.5 |
| Alberta | 21% | 40% | 39% | 254 | 6.2 |
| Saskatchewan/Manitoba | 32% | 37% | 32% | 234 | 6.4 |
| Ontario | 34% | 32% | 34% | 1355 | 2.7 |
| Quebec | 38% | 24% | 39% | 935 | 3.2 |
| Atlantic Canada | 39% | 31% | 31% | 238 | 6.4 |
| GENDER | | | | | |
| Male | 37% | 36% | 27% | 1564 | 2.5 |
| Female | 31% | 27% | 42% | 1769 | 2.3 |
| AGE | | | | | |
| <25 | 29% | 29% | 43% | 359 | 5.2 |
| 25-44 | 35% | 31% | 34% | 1157 | 2.9 |
| 45-64 | 35% | 32% | 33% | 1273 | 2.8 |
| 65+ | 33% | 34% | 33% | 544 | 4.2 |
| EDUCATION | | | | | |
| High school or less | 30% | 31% | 40% | 944 | 3.2 |
| College or CEGEP | 34% | 31% | 36% | 1193 | 2.8 |
| University or higher | 38% | 33% | 30% | 1196 | 2.8 |
| CURRENT VOTE INTENTION | | | | | |
| Conservative Party of Canada | 32% | 40% | 29% | 1093 | 3.0 |
| Liberal Party of Canada | 32% | 37% | 32% | 744 | 3.6 |
| NDP | 65% | 13% | 22% | 418 | 4.8 |
| Green Party | 30% | 30% | 40% | 265 | 6.0 |
| Bloc Quebecois | 37% | 27% | 36% | 310 | 5.6 |
| Undecided | 14% | 25% | 61% | 392 | 5.0 |

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 land-line/cell phone RDD sampling frame for this research. As a result, we are able 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 the September 30 – October 6, 2009.¹ In total, a random sample of 3,333 Canadians aged 18 and over responded to the survey (including a sub-sample of 2830 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, 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 the weekends, as we do not survey on Saturday or Sunday.