![EKOS POLITICS]

TORY LEAD EBBS SLIGHTLY

CANADIANS WANT MAJORITY: BUT LIBERAL OR CONSERVATIVE?

[Ottawa – October 22, 2009] – Canada's two leading parties are now back almost to where they were in the last election, held a year ago this month. The Conservatives are tantalizingly close to majority territory, but possibly just short. The Liberals are mired at less than 30% - at a level that is near to their historic low.

"In the first two weeks of this month, the Conservatives tipped into comfortable majority territory, but the scales are so delicately balanced that even a slight tightening of the race, as we have seen this week, edges them back to a place where a majority would be in doubt if an election were held today.

"We'll have to wait a few weeks to see whether this pattern is confirmed," said EKOS President Frank Graves, "but the Harper Conservatives have had a habit in recent years of popping up into majority-government territory, only to be tugged back."

HIGHLIGHTS

- **National federal vote intention:**
  - ¤ **38.3% CPC**
  - ¤ **27.1% LPC**
  - ¤ **14.5% NDP**
  - ¤ **11.0% Green**
  - ¤ **9.0% BQ**

- **Preferred election outcome:**
  - ¤ **14% minority LPC government**
  - ¤ **21% majority LPC government**
  - ¤ **9% minority CPC government**
  - ¤ **30% majority CPC government**
  - ¤ **26% none of the above**

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

"The news has been dominated less in the last week or two by the Liberal threat to force an election, and more by the controversy over the use of Conservative logos on prop-cheques used to announce federal stimulus spending," he said. "What in normal circumstances would be small fluctuations in popular support have huge implications for the parties with the Conservatives on the cusp of a majority."

This week's results are more consistent with the pattern of support for the two main parties over the last year: Tory support skews heavily towards older people and men, while the Liberals have an edge among the young, the better educated and New Canadians. However, at these low levels of overall support, the Liberals are failing to win a demographic group that has been crucial to their success in recent decades: women, who have tilted into the Conservative camp, though by smaller margins than men.

The EKOS weekly sounding of Canadian public opinion is conducted for exclusive release to the CBC.

The irony is that while a majority of Canadians favour a majority government, not surprisingly they are divided over who should form it. When offered a choice between a majority Conservative or minority Liberal government, the least favoured option was the one we currently have: a Tory minority.

On the other hand more Canadians prefer some sort of Conservative government at the moment to a Liberal government, whether minority or majority.

"Canadians are currently in a period of deep dissatisfaction with their political system and the options it is providing to them as voters," said Graves.

Top Line Results:

Federal vote intention

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

Conservative Party of Canada: 38.3
Liberal: 27.1
NDP: 14.5
green party of canada: 11.0
BLOC QUÉBÉCOIS: 9.0
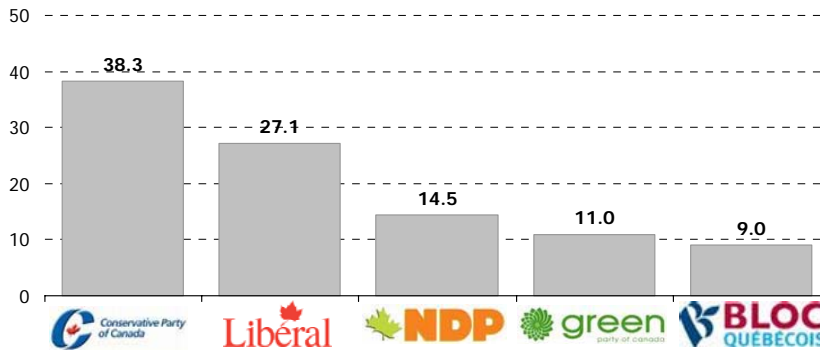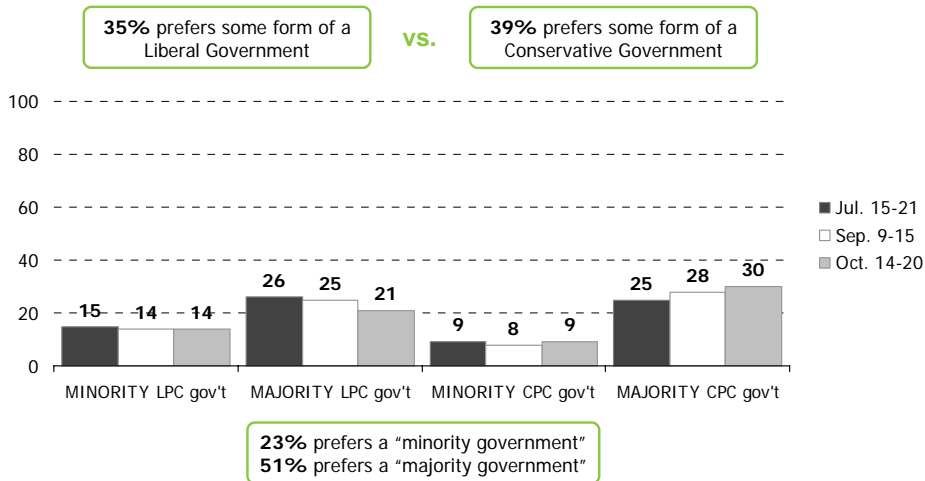
Weekly tracking of federal vote intention
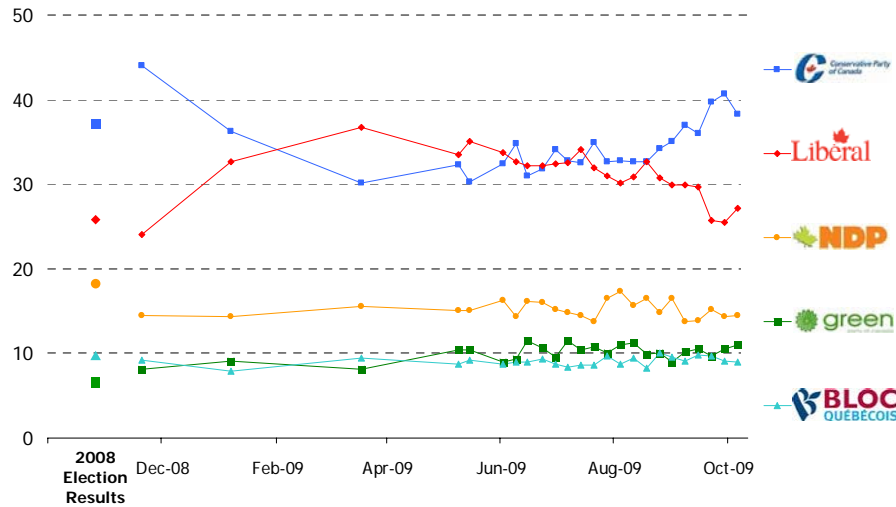
Note: The data on federal vote intention are based on decided voters only. Our survey also finds that 14.4% of Canadians are undecided/ineligible to vote.

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BASE: Decided voters; most recent data point Oct. 14-20 (n=2779)

Preferred outcome for next election

Q. Which of the following potential outcomes of the next federal election do you think would be BEST?

35% prefers some form of a Liberal Government	**vs.**	**39%** prefers some form of a Conservative Government

Legend:
- ■ Jul. 15-21
- □ Sep. 9-15
- ■ Oct. 14-20

	MINORITY LPC gov't	MAJORITY LPC gov't	MINORITY CPC gov't	MAJORITY CPC gov't
Jul. 15-21	15	26	9	25
Sep. 9-15	14	25	8	28
Oct. 14-20	14	21	9	30

23% prefers a "minority government"
51% prefers a "majority government"

NOTE: There is also 26% that "prefers none of the above" options

BASE: Canadians; most recent data point Oct. 14-20 (n=3270)

Detailed Tables:

National Federal Vote Intention

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	**38.3%**	**27.1%**	**14.5%**	**11.0%**	**9.0%**	**2779**	**1.9**
REGION							
British Columbia	37.5%	25.4%	24.9%	12.1%	0.0%	307	5.6
Alberta	59.5%	21.7%	8.3%	10.5%	0.0%	269	6.0
Saskatchewan/Manitoba	54.1%	16.7%	22.6%	6.6%	0.0%	181	7.3
Ontario	41.8%	31.6%	14.1%	12.5%	0.0%	1054	3.0
Quebec	23.1%	23.1%	8.0%	10.0%	35.8%	773	3.5
Atlantic Canada	32.0%	36.6%	22.4%	9.0%	0.0%	195	7.0
GENDER							
Male	42.3%	24.8%	12.8%	10.7%	9.4%	1337	2.7
Female	34.4%	29.4%	16.2%	11.3%	8.7%	1442	2.6
AGE							
<25	19.5%	26.0%	19.7%	22.5%	12.3%	261	6.1
25-44	36.1%	25.1%	16.3%	12.4%	10.0%	993	3.1
45-64	40.9%	29.1%	11.8%	9.4%	8.8%	992	3.1
65+	48.8%	27.9%	13.1%	4.6%	5.6%	533	4.2
EDUCATION							
High school or less	36.9%	20.9%	17.1%	12.7%	12.5%	711	3.7
College or CEGEP	42.1%	24.0%	15.3%	11.2%	7.4%	948	3.2
University or higher	36.1%	33.6%	12.3%	9.8%	8.3%	1119	2.9
METROPOLITAN CANADA							
Vancouver	40.4%	30.3%	20.9%	8.5%	0.0%	106	9.5
Calgary	58.2%	27.9%	6.9%	6.9%	0.0%	72	11.6
Toronto	43.9%	33.3%	12.7%	10.0%	0.0%	321	5.5
Ottawa	46.2%	34.4%	13.0%	6.4%	0.0%	125	8.8
Montreal	18.5%	33.6%	9.2%	10.0%	28.7%	317	5.5

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	Sample Size	Margin of Error (+/-)
OVERALL	**37.5%**	**25.4%**	**24.9%**	**12.1%**	**307**	**5.6**
GENDER						
Male	45.3%	19.3%	26.3%	9.1%	156	7.9
Female	27.5%	31.2%	23.9%	17.4%	151	8.0
AGE						
<25	17.7%	24.0%	41.7%	16.6%	22	20.9
25-44	36.7%	21.0%	21.9%	20.4%	91	10.3
45-64	36.8%	30.0%	22.7%	10.5%	117	9.1
65+	45.9%	24.4%	26.2%	3.5%	77	11.2
EDUCATION						
High school or less	32.5%	14.4%	38.5%	14.5%	61	12.6
College or CEGEP	39.0%	20.7%	23.7%	16.6%	115	9.1
University or higher	35.6%	34.3%	20.3%	9.8%	131	8.6

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	Sample Size	Margin of Error (+/-)
OVERALL	**59.5%**	**21.7%**	**8.3%**	**10.5%**	**269**	**6.0**
GENDER						
Male	63.4%	22.2%	3.8%	10.6%	136	8.4
Female	56.4%	20.5%	13.0%	10.1%	133	8.5
AGE						
<25	45.4%	23.4%	20.9%	10.3%	18	23.1
25-44	52.6%	24.1%	12.4%	10.9%	113	9.2
45-64	62.0%	20.2%	4.2%	13.6%	96	10.0
65+	78.5%	16.8%	2.2%	2.5%	42	15.1
EDUCATION						
High school or less	62.6%	12.7%	11.4%	13.4%	58	12.9
College or CEGEP	59.1%	18.6%	7.3%	15.1%	100	9.8
University or higher	58.9%	28.1%	8.2%	4.8%	111	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	Sample Size	Margin of Error (+/-)
OVERALL	**54.1%**	**16.7%**	**22.6%**	**6.6%**	**181**	**7.3**
GENDER						
Male	55.5%	18.6%	15.6%	10.2%	79	11.0
Female	53.5%	14.7%	27.8%	4.0%	102	9.7
AGE						
<25	38.3%	28.2%	28.3%	5.1%	15	25.3
25-44	56.0%	14.6%	18.9%	10.5%	63	12.4
45-64	61.6%	13.3%	21.6%	3.5%	64	12.3
65+	47.3%	21.4%	22.3%	9.0%	39	15.7
EDUCATION						
High school or less	62.1%	8.7%	19.5%	9.6%	48	14.1
College or CEGEP	66.9%	10.8%	19.8%	2.5%	75	11.3
University or higher	32.6%	30.8%	25.0%	11.5%	58	12.9

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	Sample Size	Margin of Error (+/-)
OVERALL	**41.8%**	**31.6%**	**14.1%**	**12.5%**	**1054**	**3.0**
GENDER						
Male	45.4%	29.3%	12.4%	12.9%	502	4.4
Female	38.3%	33.5%	15.9%	12.3%	552	4.2
AGE						
<25	26.4%	27.5%	16.8%	29.2%	90	10.3
25-44	36.6%	31.2%	17.7%	14.5%	371	5.1
45-64	43.2%	35.0%	11.6%	10.1%	387	5.0
65+	57.4%	27.3%	10.6%	4.6%	206	6.8
EDUCATION						
High school or less	39.8%	25.3%	20.1%	14.7%	249	6.2
College or CEGEP	45.8%	26.6%	15.8%	11.8%	328	5.4
University or higher	40.2%	38.0%	9.9%	12.0%	476	4.5

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	BLOC QUÉBÉCOIS	Sample Size	Margin of Error (+/-)
OVERALL	**23.1%**	**23.1%**	**8.0%**	**10.0%**	**35.8%**	**773**	**3.5**
GENDER							
Male	27.2%	20.3%	6.4%	9.8%	36.3%	371	5.1
Female	20.9%	26.7%	8.7%	8.7%	35.0%	402	4.9
AGE							
<25	8.8%	22.3%	11.9%	23.1%	33.9%	100	9.8
25-44	23.7%	20.0%	10.4%	7.9%	38.0%	287	5.8
45-64	25.5%	23.3%	4.3%	7.8%	39.0%	255	6.1
65+	31.0%	31.3%	5.7%	5.9%	26.1%	131	8.6
EDUCATION							
High school or less	26.5%	17.9%	5.5%	10.0%	40.1%	235	6.4
College or CEGEP	25.5%	27.7%	7.0%	10.2%	29.7%	256	6.1
University or higher	20.6%	24.6%	9.8%	7.8%	37.2%	282	5.8

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	Sample Size	Margin of Error (+/-)
OVERALL	**32.0%**	**36.6%**	**22.4%**	**9.0%**	**195**	**7.0**
GENDER						
Male	33.5%	37.3%	23.2%	6.0%	93	10.2
Female	29.6%	36.1%	22.0%	12.3%	102	9.7
AGE						
<25	0.0%	49.4%	31.9%	18.8%	16	24.5
25-44	35.5%	28.8%	25.5%	10.3%	68	11.9
45-64	38.7%	36.1%	17.4%	7.8%	73	11.5
65+	29.7%	46.9%	21.0%	2.4%	38	15.9
EDUCATION						
High school or less	27.5%	37.6%	18.8%	16.0%	60	12.7
College or CEGEP	36.8%	28.6%	29.0%	5.6%	74	11.4
University or higher	29.5%	45.2%	18.8%	6.5%	61	12.6

Preferred Election Outcome

Q. Which of the following potential outcomes of the next federal election do you think would be BEST?

	Minority LPC gov't	Majority LPC gov't	Minority CPC gov't	Majority CPC gov't	None of the above	Sample Size	Margin of Error (+/-)
NATIONALLY	**14%**	**21%**	**9%**	**30%**	**26%**	**3270**	**1.7**
REGION							
British Columbia	14%	19%	7%	30%	30%	356	5.2
Alberta	10%	16%	10%	47%	17%	314	5.5
Saskatchewan/Manitoba	13%	11%	11%	40%	25%	238	6.4
Ontario	14%	23%	9%	32%	22%	1234	2.8
Quebec	14%	23%	11%	19%	33%	896	3.3
Atlantic Canada	14%	24%	8%	26%	29%	232	6.4
GENDER							
Male	15%	20%	10%	35%	21%	1533	2.5
Female	12%	23%	9%	26%	30%	1737	2.4
AGE							
<25	15%	24%	10%	16%	35%	337	5.3
25-44	13%	21%	9%	28%	29%	1168	2.9
45-64	13%	21%	10%	32%	24%	1158	2.9
65+	14%	22%	9%	39%	16%	607	4.0
EDUCATION							
High school or less	11%	17%	10%	29%	34%	904	3.3
College or CEGEP	11%	19%	9%	34%	28%	1098	3.0
University or higher	17%	27%	9%	28%	19%	1267	2.8
CURRENT VOTE INTENTION							
Conservative Party of Canada	3%	4%	11%	78%	4%	1066	3.0
Liberal Party of Canada	27%	60%	5%	3%	5%	752	3.6
NDP	16%	16%	10%	9%	50%	392	5.0
Green Party	19%	15%	8%	8%	50%	296	5.7
Bloc Québécois	17%	13%	14%	9%	47%	273	5.9
Undecided	8%	8%	9%	10%	65%	383	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 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 14 – October 20, 2009.[1] In total, a random sample of 3,270 Canadians aged 18 and over responded to the survey (including a sub-sample of 2,779 decided voters). The margin of error associated with the 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.

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