

RELATIVELY PLACID POLITICAL LANDSCAPE

SOME EVIDENCE OF GENTLE EROSION IN CPC FORTUNES

[Ottawa – December 10, 2009] - The political landscape continues to show a gentle but progressive decline in Conservative fortunes. They have now clearly moved out of majority territory, having seen their support descend from the low 40s to the mid 30s. This places them below their election result of last year.

Notably, declining CPC fortunes have not resulted in greater support for the Liberals, but the margin between the two parties is now much smaller than it was just a couple of months ago.

More evidence of the declining fortunes of the CPC is found in the fact that we are now seeing virtually dead even splits as to whether the federal government is moving in the right or wrong direction. This is a significant shift from a long period where the Conservatives had enjoyed a modest but significant lead on this indicator.

The numbers on government direction look particularly troubling in Quebec, where a clear majority are now offside with federal direction, and results also suggest that British Columbia may be following that trend. This is reflected in a decline in CPC fortunes in Quebec, and a significant tightening of the B.C. race into a 3 way battle with the CPC leading. It is noteworthy that despite these difficulties, the CPC continues to hold a significant lead in the crucial Ontario arena.

A final noteworthy item on vote intention is the position of the Green Party. At 11.3% support nationally, they are only 5% behind the NDP and may have some wind in their sails from the Copenhagen Conference. Many question the validity of these numbers given the lower support they have historically received in the voting booth, however, this criticism fails to distinguish between the opinions of eligible voters and the roughly 60% of actual voters. If the GP can crack the ceiling where they actually have a chance of producing MPs (and if younger voters decide to vote more than their anaemic rates in the last election), then the Greens may be poised for a modest breakthrough. It is worth noting that their numbers are not that different from those that the Reform and Alliance parties used to receive.

HIGHLIGHTS

- **National federal vote intention:**
 - ☒ **35.6% CPC**
 - ☒ **26.5% LPC**
 - ☒ **16.7% NDP**
 - ☒ **11.3% Green**
 - ☒ **9.9% BQ**

- **Change since November 26:**
 - ☒ **-1.3% CPC**
 - ☒ **-0.6% LPC**
 - ☒ **+1.4% NDP**
 - ☒ **-0.1% Green**
 - ☒ **+0.5% BQ**

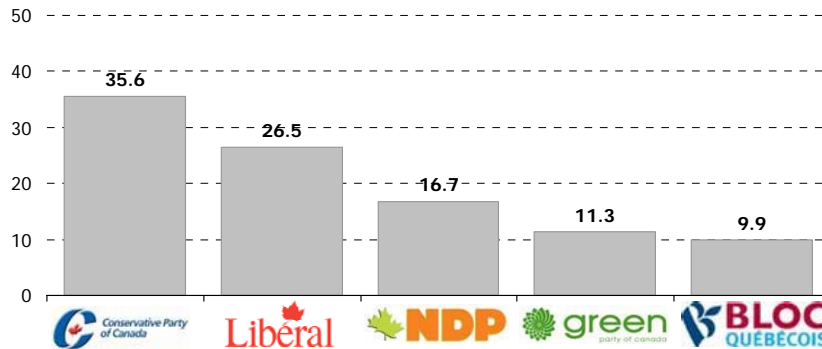
- **Direction of government:**
 - ☒ **45% right direction**
 - ☒ **43% wrong direction**
 - ☒ **12% DK/NR**

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

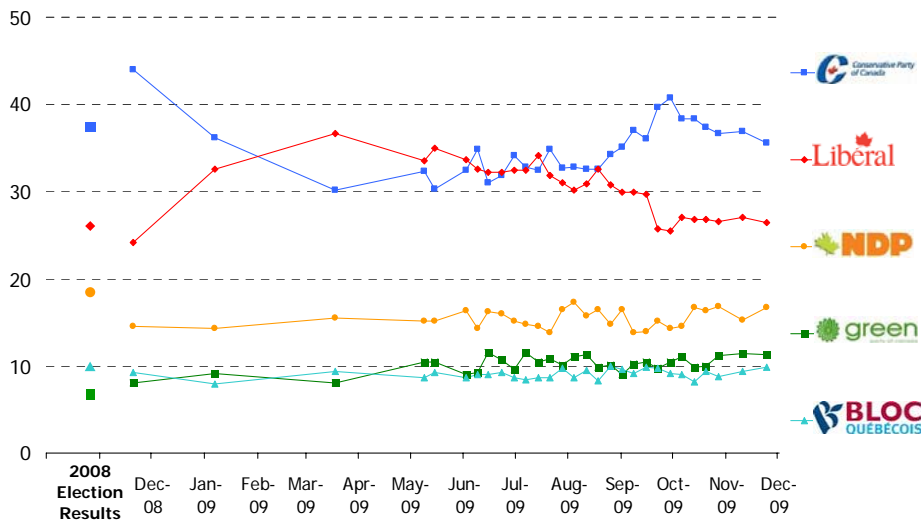
Top Line Results:

Federal vote intention

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



Weekly tracking of federal vote intention



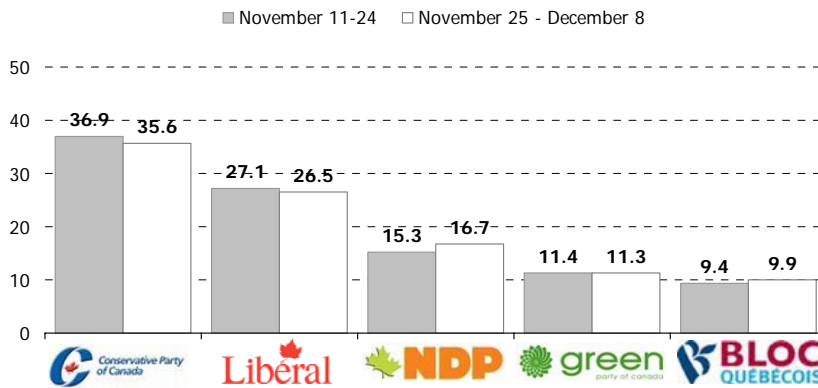
Note: The data on federal vote intention are based on decided voters only. Our survey also finds that 14.6% of Canadians are undecided/ineligible to vote.

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BASE: Decided voters; most recent data point Nov. 25-Dec. 8 (n=4074)

Changes in federal vote intention since November 26

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

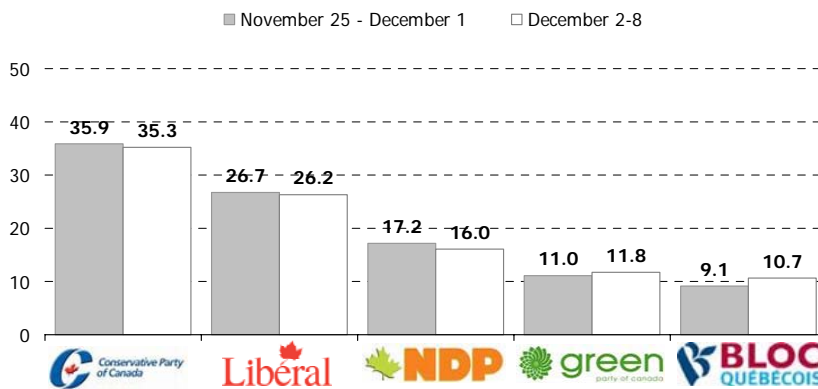


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BASE: Canadians; Nov. 11-24 (n=4744) / Canadians; Nov. 25-Dec. 8 (n=4074)

Changes in federal vote intention over the polling period

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

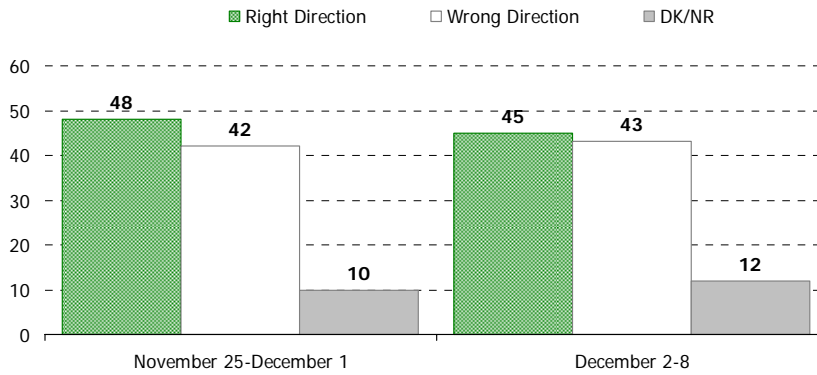


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BASE: Decided Voters; Nov. 25-Dec. 1 (n=2063) / Decided Voters; Dec. 2-8 (n=2011)

Direction of government

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







Detailed Tables:

<u>National Federal Vote Intention</u>							
<i>Q. If a federal election were held tomorrow, which party would you vote for?</i>							
						Sample Size	Margin of Error (+/-)
NATIONALLY	35.6%	26.5%	16.7%	11.3%	9.9%	4074	1.5
REGION							
British Columbia	35.1%	25.4%	26.4%	13.1%	0.0%	614	4.0
Alberta	59.8%	20.0%	8.9%	11.3%	0.0%	440	4.7
Saskatchewan/Manitoba	50.2%	20.2%	21.7%	7.9%	0.0%	230	6.5
Ontario	38.9%	31.1%	17.2%	12.7%	0.0%	1390	2.6
Quebec	16.9%	22.7%	10.1%	10.4%	39.8%	1075	3.0
Atlantic Canada	36.9%	31.4%	25.2%	6.6%	0.0%	325	5.4
GENDER							
Male	38.5%	24.6%	15.6%	11.6%	9.6%	2063	2.2
Female	32.7%	28.3%	17.7%	11.0%	10.3%	2011	2.2
AGE							
<25	23.8%	26.1%	15.3%	23.3%	11.4%	341	5.3
25-44	30.4%	25.3%	18.3%	14.2%	11.8%	1228	2.8
45-64	39.5%	25.5%	17.1%	7.4%	10.4%	1630	2.4
65+	45.6%	30.9%	13.3%	5.7%	4.4%	875	3.3
EDUCATION							
High school or less	36.0%	21.3%	17.3%	11.6%	13.8%	1133	2.9
College or CEGEP	40.1%	23.9%	15.8%	10.8%	9.3%	1367	2.7
University or higher	31.4%	32.4%	17.0%	11.6%	7.7%	1574	2.5
METROPOLITAN CANADA							
Vancouver	35.5%	26.4%	27.0%	11.1%	0.0%	259	6.1
Calgary	61.1%	23.7%	6.0%	9.3%	0.0%	146	8.1
Toronto	36.0%	36.3%	14.9%	12.8%	0.0%	451	4.6
Ottawa	40.6%	33.7%	15.5%	10.2%	0.0%	213	6.7
Montreal	15.5%	25.8%	11.5%	9.9%	37.3%	481	4.5





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	35.1%	25.4%	26.4%	13.1%	614	4.0
GENDER						
Male	37.4%	25.2%	23.6%	13.8%	332	5.4
Female	32.3%	25.5%	29.4%	12.8%	282	5.8
AGE						
<25	32.0%	20.7%	22.3%	25.0%	45	14.6
25-44	27.2%	28.4%	26.4%	18.0%	191	7.1
45-64	38.8%	22.8%	27.5%	10.9%	259	6.1
65+	43.9%	27.2%	27.0%	1.8%	119	9.0
EDUCATION						
High school or less	40.5%	15.5%	28.4%	15.5%	127	8.7
College or CEGEP	37.0%	25.2%	28.8%	9.0%	204	6.9
University or higher	30.7%	30.0%	23.9%	15.4%	283	5.8





Federal Vote Intention – Alberta

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

					Sample Size	Margin of Error (+/-)
OVERALL	59.8%	20.0%	8.9%	11.3%	440	4.7
GENDER						
Male	68.7%	15.2%	6.3%	9.8%	228	6.5
Female	51.1%	24.6%	11.2%	13.1%	212	6.7
AGE						
<25	38.8%	23.1%	12.5%	25.5%	32	17.3
25-44	54.6%	21.3%	11.4%	12.7%	151	8.0
45-64	69.5%	18.1%	5.6%	6.8%	169	7.5
65+	64.1%	18.9%	7.4%	9.6%	88	10.5
EDUCATION						
High school or less	60.4%	14.5%	10.2%	14.8%	120	9.0
College or CEGEP	67.7%	16.8%	7.4%	8.1%	166	7.6
University or higher	50.9%	28.0%	8.9%	12.2%	154	7.9





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	50.2%	20.2%	21.7%	7.9%	230	6.5
GENDER						
Male	55.7%	9.4%	27.3%	7.7%	119	9.0
Female	43.7%	31.0%	15.4%	9.8%	111	9.3
AGE						
<25	28.2%	43.2%	0.0%	28.6%	7	37.0
25-44	60.5%	13.7%	15.1%	10.7%	66	12.1
45-64	45.5%	19.0%	30.0%	5.5%	90	10.3
65+	46.2%	25.6%	23.8%	4.4%	67	12.0
EDUCATION						
High school or less	47.3%	14.0%	25.3%	13.4%	82	10.8
College or CEGEP	56.4%	14.5%	18.4%	10.7%	69	11.8
University or higher	46.5%	30.8%	20.1%	2.6%	79	11.0






Federal Vote Intention – Ontario

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

					Sample Size	Margin of Error (+/-)
OVERALL	38.9%	31.1%	17.2%	12.7%	1390	2.6
GENDER						
Male	41.6%	31.1%	14.7%	12.6%	714	3.7
Female	35.6%	30.8%	20.3%	13.3%	676	3.8
AGE						
<25	23.5%	33.8%	19.4%	23.4%	126	8.7
25-44	33.3%	28.0%	21.6%	17.2%	365	5.1
45-64	44.4%	31.7%	16.0%	7.9%	547	4.2
65+	47.4%	33.4%	11.4%	7.8%	352	5.2
EDUCATION						
High school or less	40.5%	24.5%	23.3%	11.7%	319	5.5
College or CEGEP	44.3%	24.5%	17.5%	13.6%	467	4.5
University or higher	32.9%	39.7%	14.3%	13.0%	604	4.0





Federal Vote Intention – Quebec

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

						Sample Size	Margin of Error (+/-)
OVERALL	16.9%	22.7%	10.1%	10.4%	39.8%	1075	3.0
GENDER							
Male	18.9%	20.2%	10.7%	11.2%	39.0%	514	4.3
Female	16.4%	26.9%	9.4%	8.1%	39.2%	561	4.1
AGE							
<25	19.2%	16.5%	6.2%	22.8%	35.4%	110	9.3
25-44	12.9%	22.0%	11.9%	11.1%	42.1%	366	5.1
45-64	16.0%	22.4%	10.9%	6.7%	43.9%	425	4.8
65+	29.8%	33.4%	7.1%	3.8%	26.0%	174	7.4
EDUCATION							
High school or less	17.9%	22.8%	5.6%	9.6%	44.1%	381	5.0
College or CEGEP	20.1%	25.2%	8.0%	9.8%	36.9%	349	5.3
University or higher	15.0%	22.6%	16.7%	9.7%	36.1%	345	5.3

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	36.9%	31.4%	25.2%	6.6%	325	5.4
GENDER						
Male	30.9%	34.8%	25.9%	8.3%	156	7.9
Female	41.1%	28.1%	24.9%	5.8%	169	7.5
AGE						
<25	18.7%	31.9%	33.4%	16.1%	21	21.4
25-44	26.4%	34.3%	28.5%	10.8%	89	10.4
45-64	45.1%	24.5%	27.0%	3.4%	140	8.3
65+	48.0%	38.8%	11.9%	1.3%	75	11.3
EDUCATION						
High school or less	37.5%	30.8%	26.7%	5.0%	104	9.6
College or CEGEP	37.4%	32.1%	22.4%	8.2%	112	9.3
University or higher	33.3%	31.6%	27.2%	7.9%	109	9.4

Direction of Government (December 2-8)

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	45%	43%	12%	1211	2.8
REGION					
British Columbia	42%	45%	13%	174	7.4
Alberta	52%	37%	11%	141	8.3
Saskatchewan/Manitoba	58%	28%	14%	78	11.1
Ontario	48%	41%	11%	399	4.9
Quebec	34%	55%	11%	324	5.4
Atlantic Canada	53%	29%	18%	95	10.1
GENDER					
Male	49%	41%	10%	607	4.0
Female	41%	45%	14%	604	4.0
AGE					
<25	47%	43%	10%	106	9.5
25-44	45%	45%	10%	384	5.0
45-64	41%	46%	13%	476	4.5
65+	51%	33%	16%	245	6.3
EDUCATION					
High school or less	44%	42%	14%	356	5.2
College or CEGEP	47%	40%	13%	422	4.8
University or higher	44%	47%	9%	433	4.7
CURRENT VOTE INTENTION					
Conservative Party of Canada	79%	12%	8%	384	5.0
Liberal Party of Canada	39%	48%	13%	256	6.1
NDP	29%	60%	11%	159	7.8
Green Party	27%	63%	10%	108	9.4
Bloc Quebecois	18%	75%	8%	121	8.9
Undecided	24%	52%	24%	143	8.2

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 November 25 – December 8, 2009.¹ In total, a random sample of 4,800 Canadians aged 18 and over responded to the survey (including a sub-sample of 4,074 decided voters). The margin of error associated with the total sample is +/-1.4 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.