

LIBERALS/TORIES IN HORSERACE ONCE AGAIN

PROROGATION KICKS KNEES FROM UNDERNEATH GOVERNMENT

[Ottawa – January 14, 2010] - In a stunning turnaround for the ruling Conservatives, who were comfortably in majority territory just three months ago, the Tories now find themselves struggling to stay ahead of the opposition Liberals.

"For those who have been speculating as to whether Canadians really care about the 'obscure' issue of prorogation the evidence is now incontrovertible," said EKOS President Frank Graves. "Canadians have noticed, they do care and this is having a very negative impact on Conservative fortunes."

The 15-point lead the Conservatives enjoyed over the Liberals in mid-October has tumbled to just 1.6 percentage points. For the first time since last June a clear plurality of Canadians say that the government is going in the wrong direction. Outside of the shrinking CPC constituency there is a dramatic lean to seeing the federal government now moving in the wrong direction.

"Despite the shock to Conservatives, including the Prime Minister, who shrugged off the prorogation issue, there are some modest notes of comfort for the Tories in this poll," said Graves. "First, the Liberals continue to be stuck in the sub-30% zone. They are well within reach of the Conservatives now, but the movements in public opinion seem to be driven more by repulsion to Conservative tactics than attraction to Mr. Ignatieff and the Liberal Party."

Moreover, some of the erosion in support has come in the Tory fortress of the Alberta and Saskatchewan and may not have any effect in terms of seats. Also, the last few days of polling saw the CPC fortunes rebounding somewhat, suggesting that it may be difficult for the opposition to sustain public attention on the issue of prorogation.

HIGHLIGHTS

- **National federal vote intention:**
 - ▣ **30.9% CPC**
 - ▣ **29.3% LPC**
 - ▣ **15.3% NDP**
 - ▣ **11.9% Green**
 - ▣ **10.2% BQ**
 - ▣ **2.3% Other**

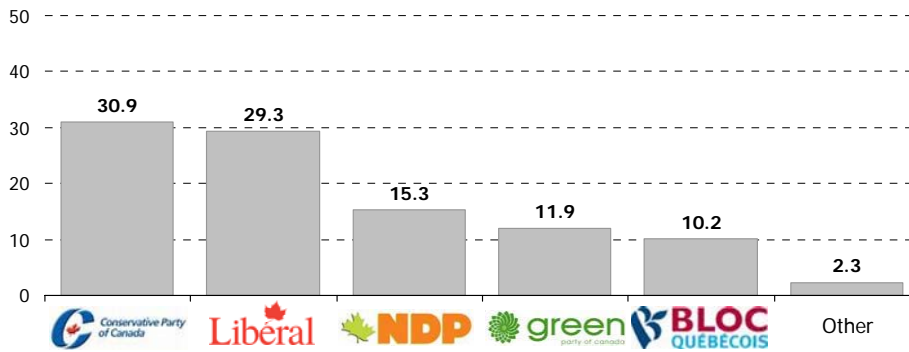
- **Direction of government:**
 - ▣ **40% Right Direction**
 - ▣ **47% Wrong Direction**
 - ▣ **13% DK/NR**

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

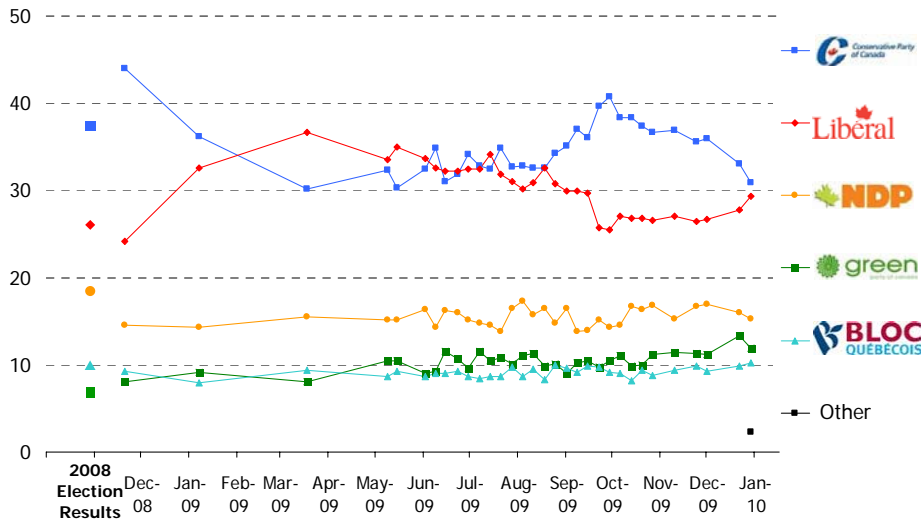
Top Line Results:

Federal vote intention

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



Weekly tracking of federal vote intention



Note: Note: Beginning January 14th, EKOS has changed its vote intention question to prompt for "other" in addition to the main political parties. Any changes in federal vote intention between January 7th and January 14th should be interpreted with that in mind.

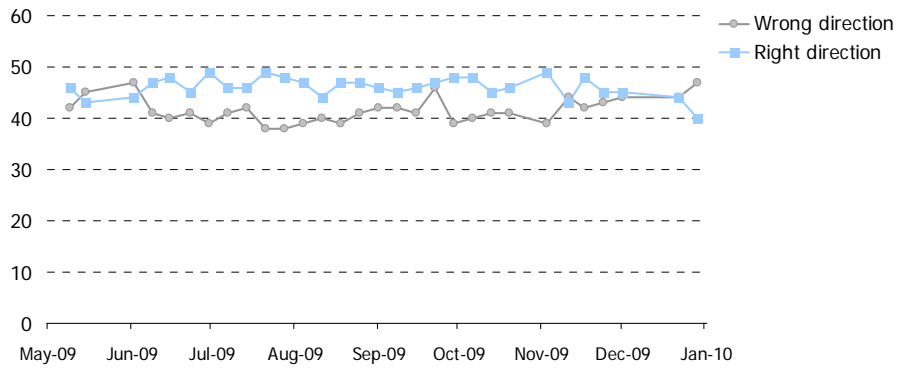
Note: The data on federal vote intention are based on decided voters only. Our survey also finds that 14.0% of Canadians are undecided/ineligible to vote.

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BASE: Decided voters; most recent data point Jan. 6-12 (n=3222)

Direction of government






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



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BASE: Canadians; most recent data point Jan. 6-12 (n=half sample)

Detailed Tables:

<u>National Federal Vote Intention</u>								
<i>Q. If a federal election were held tomorrow, which party would you vote for?</i>								
						Other	Sample Size	Margin of Error (+/-)
NATIONALLY	30.9%	29.3%	15.3%	11.9%	10.2%	2.3%	3222	1.7
REGION								
British Columbia	32.8%	22.7%	23.5%	18.8%	0.0%	2.2%	354	5.2
Alberta	51.3%	18.8%	12.8%	12.0%	0.0%	5.1%	267	6.0
Saskatchewan/Manitoba	41.4%	26.8%	21.0%	9.4%	0.0%	1.4%	214	6.7
Ontario	31.4%	38.4%	15.2%	12.6%	0.0%	2.4%	1292	2.7
Quebec	17.5%	23.0%	8.6%	9.0%	40.7%	1.1%	858	3.4
Atlantic Canada	32.9%	33.4%	22.4%	8.6%	0.0%	2.7%	237	6.4
GENDER								
Male	33.6%	28.7%	13.3%	11.2%	10.9%	2.2%	1576	2.5
Female	28.3%	29.9%	17.3%	12.6%	9.6%	2.3%	1646	2.4
AGE								
<25	14.8%	26.4%	20.2%	22.4%	14.8%	1.4%	271	6.0
25-44	25.6%	28.8%	16.4%	15.1%	11.0%	3.0%	990	3.1
45-64	35.9%	29.2%	13.6%	8.7%	10.0%	2.5%	1325	2.7
65+	41.5%	32.4%	13.4%	5.5%	6.2%	1.1%	636	3.9
EDUCATION								
High school or less	32.2%	25.3%	15.8%	11.5%	12.9%	2.2%	876	3.3
College or CEGEP	32.6%	26.6%	14.1%	12.8%	11.2%	2.7%	1030	3.1
University or higher	28.7%	34.4%	15.9%	11.5%	7.5%	2.0%	1316	2.7
METROPOLITAN CANADA								
Vancouver	34.6%	26.5%	22.6%	12.4%	0.0%	3.8%	157	7.8
Calgary	51.9%	25.4%	2.1%	12.9%	0.0%	7.8%	55	13.2
Toronto	29.3%	43.7%	11.9%	11.0%	0.0%	4.0%	417	4.8
Ottawa	39.1%	39.3%	12.8%	7.6%	0.0%	1.2%	236	6.4
Montreal	12.9%	30.7%	8.5%	8.3%	38.2%	1.4%	395	4.9





Federal Vote Intention – British Columbia

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

					Other	Sample Size	Margin of Error (+/-)
OVERALL	32.8%	22.7%	23.5%	18.8%	2.2%	354	5.2
GENDER							
Male	34.8%	23.5%	18.9%	18.7%	4.1%	188	7.2
Female	26.2%	21.6%	30.9%	20.8%	0.5%	166	7.6
AGE							
<25	6.4%	20.1%	19.8%	47.4%	6.2%	30	17.9
25-44	18.4%	22.3%	31.0%	26.1%	2.2%	85	10.6
45-64	40.2%	24.1%	22.6%	10.6%	2.4%	157	7.8
65+	50.0%	21.6%	19.6%	8.9%	0.0%	82	10.8
EDUCATION							
High school or less	39.5%	14.0%	23.9%	19.4%	3.2%	85	10.6
College or CEGEP	32.7%	16.7%	28.0%	21.3%	1.4%	112	9.3
University or higher	24.6%	31.2%	22.8%	18.8%	2.5%	157	7.8





Federal Vote Intention – Alberta

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

					Other	Sample Size	Margin of Error (+/-)
OVERALL	51.3%	18.8%	12.8%	12.0%	5.1%	267	6.0
GENDER							
Male	60.7%	16.8%	10.9%	8.6%	3.1%	116	9.1
Female	46.2%	20.6%	14.1%	13.3%	5.8%	151	8.0
AGE							
<25	44.7%	22.2%	20.7%	12.4%	0.0%	22	20.9
25-44	41.5%	18.4%	16.7%	16.0%	7.4%	94	10.1
45-64	60.4%	16.8%	7.1%	10.4%	5.3%	113	9.2
65+	66.3%	21.2%	10.2%	2.3%	0.0%	38	15.9
EDUCATION							
High school or less	54.2%	12.8%	15.9%	12.0%	5.1%	66	12.1
College or CEGEP	58.1%	16.1%	9.5%	9.2%	7.1%	106	9.5
University or higher	47.5%	25.8%	13.3%	12.2%	1.2%	95	10.1





Federal Vote Intention – Saskatchewan/Manitoba

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

					Other	Sample Size	Margin of Error (+/-)
OVERALL	41.4%	26.8%	21.0%	9.4%	1.4%	214	6.7
GENDER							
Male	46.4%	23.5%	21.5%	7.4%	1.2%	104	9.6
Female	35.9%	29.4%	21.0%	11.7%	1.9%	110	9.3
AGE							
<25	17.5%	35.5%	41.2%	5.8%	0.0%	17	23.8
25-44	34.3%	31.4%	15.6%	15.5%	3.2%	64	12.3
45-64	51.2%	20.8%	18.3%	8.5%	1.2%	82	10.8
65+	51.1%	21.5%	25.5%	1.9%	0.0%	51	13.7
EDUCATION							
High school or less	36.8%	21.3%	27.5%	14.4%	0.0%	73	11.5
College or CEGEP	41.7%	20.9%	26.2%	9.7%	1.5%	62	12.5
University or higher	44.2%	35.6%	11.9%	5.2%	3.1%	79	11.0






Federal Vote Intention – Ontario

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

					Other	Sample Size	Margin of Error (+/-)
OVERALL	31.4%	38.4%	15.2%	12.6%	2.4%	1292	2.7
GENDER							
Male	33.3%	38.6%	13.9%	11.9%	2.4%	661	3.8
Female	28.9%	38.0%	16.8%	13.8%	2.4%	631	3.9
AGE							
<25	20.0%	34.0%	18.4%	26.5%	1.1%	94	10.1
25-44	28.0%	37.5%	18.0%	13.6%	3.0%	382	5.0
45-64	33.2%	39.2%	14.2%	11.0%	2.4%	541	4.2
65+	39.4%	40.6%	11.0%	7.1%	2.0%	275	5.9
EDUCATION							
High school or less	32.3%	32.8%	17.7%	14.5%	2.8%	292	5.7
College or CEGEP	33.5%	36.4%	11.7%	15.4%	2.9%	393	4.9
University or higher	28.6%	42.7%	16.7%	10.2%	1.8%	607	4.0





Federal Vote Intention – Quebec

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

						Other	Sample Size	Margin of Error (+/-)
OVERALL	17.5%	23.0%	8.6%	9.0%	40.7%	1.1%	858	3.4
GENDER								
Male	20.4%	20.3%	7.4%	8.1%	42.8%	1.0%	413	4.8
Female	15.7%	27.0%	9.4%	8.5%	38.1%	1.4%	445	4.7
AGE								
<25	6.6%	17.5%	16.0%	14.8%	44.4%	0.8%	90	10.3
25-44	16.8%	22.8%	8.0%	12.3%	39.3%	0.8%	297	5.7
45-64	20.8%	21.5%	6.7%	5.1%	44.4%	1.5%	333	5.4
65+	22.6%	32.7%	7.4%	2.8%	33.1%	1.4%	138	8.3
EDUCATION								
High school or less	19.7%	25.2%	5.9%	6.0%	41.7%	1.4%	292	5.7
College or CEGEP	15.5%	23.2%	8.2%	8.4%	44.1%	0.6%	277	5.9
University or higher	18.9%	22.4%	11.0%	10.5%	35.7%	1.5%	289	5.8

Federal Vote Intention – Atlantic Canada

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

					Other	Sample Size	Margin of Error (+/-)
OVERALL	32.9%	33.4%	22.4%	8.6%	2.7%	237	6.4
GENDER							
Male	30.2%	36.5%	18.7%	11.9%	2.7%	94	10.1
Female	34.0%	31.1%	26.0%	6.2%	2.7%	143	8.2
AGE							
<25	11.1%	35.5%	36.6%	16.8%	0.0%	18	23.1
25-44	26.0%	32.8%	21.0%	15.3%	4.9%	68	11.9
45-64	39.4%	34.1%	21.3%	2.6%	2.6%	99	9.9
65+	42.9%	33.9%	18.7%	4.6%	0.0%	52	13.6
EDUCATION							
High school or less	35.8%	32.3%	23.5%	8.4%	0.0%	68	11.9
College or CEGEP	34.9%	30.9%	21.9%	9.1%	3.2%	80	11.0
University or higher	27.1%	37.2%	22.1%	9.3%	4.2%	89	10.4

Direction of Government					
<i>Q. All things considered, would you say the Government of Canada is moving in the right direction or the wrong direction?</i>					
	Right Direction	Wrong Direction	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	40%	47%	13%	1925	2.2
REGION					
British Columbia	43%	46%	11%	190	7.1
Alberta	50%	38%	12%	158	7.8
Saskatchewan/Manitoba	48%	36%	15%	125	8.8
Ontario	42%	46%	13%	796	3.5
Quebec	31%	57%	12%	500	4.4
Atlantic Canada	37%	49%	14%	156	7.9
GENDER					
Male	43%	48%	9%	919	3.2
Female	37%	47%	16%	1006	3.1
AGE					
<25	37%	47%	17%	155	7.9
25-44	37%	51%	12%	610	4.0
45-64	41%	48%	11%	806	3.5
65+	47%	38%	14%	354	5.2
EDUCATION					
High school or less	42%	41%	17%	533	4.2
College or CEGEP	41%	44%	14%	614	4.0
University or higher	38%	54%	8%	778	3.5
CURRENT VOTE INTENTION					
Conservative Party of Canada	83%	10%	7%	545	4.2
Liberal Party of Canada	27%	61%	12%	503	4.4
NDP	22%	69%	8%	240	6.3
Green Party	22%	63%	15%	165	7.6
Bloc Quebecois	17%	74%	9%	169	7.5
Undecided	25%	62%	14%	29	18.2

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 January 6 – January 12, 2009.¹ In total, a random sample of 3,730 Canadians aged 18 and over responded to the survey (including a sub-sample of 3,222 decided voters). The margin of error associated with the total sample is +/-1.6 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.