

BUDGET SHRUG

PARTY SUPPORT DOESN'T BUDGE OVER BUDGET

[Ottawa – March 11, 2010] - None of the parties has made any significant movement in the wake of last week's budget and throne speech. The latest EKOS poll, done for exclusive release to the CBC, was mostly conducted March 3-9, after the throne speech and all-but-one-day after the budget.

The Conservatives have a nominal 2.3 percentage point lead over the opposition Liberals in this poll. Although the lead is small, the fact that the Tories have had the edge for five consecutive weeks, suggests that it is real.

"Some observers saw danger for the Harper government in its first shot at cutting the deficit; others saw opportunity," said EKOS President Frank Graves. "In the end, the budget does not appear to have been any sort of turning point politically. The Tories remain ahead, though barely, as they have done for a month and a half."

"What is remarkable is that no party has been able to command the consistent support of even a third of the electorate since the beginning of 2010," said Graves. "The Tories managed to hit 33.4% for one week in late February and then they slumped back. There is no modern precedent for this level of weakness by the two major parties."

"The Conservatives were clearly damaged in the late fall by the Afghan detainee issue, followed by prorogation. But the Liberals gained no more than half of the support lost by the Conservatives. And Canadians have turned their attention to other things, whether it is the crisis in Haiti or the Olympics in Vancouver. Neither the throne speech nor the budget – nor for that matter the reaction to them -- has shaken Canadians out of their political lethargy."

HIGHLIGHTS

- **National federal vote intention:**
 - ▣ **31.9% CPC**
 - ▣ **29.6% LPC**
 - ▣ **16.0% NDP**
 - ▣ **11.0% Green**
 - ▣ **9.1% BQ**
 - ▣ **2.4% other**

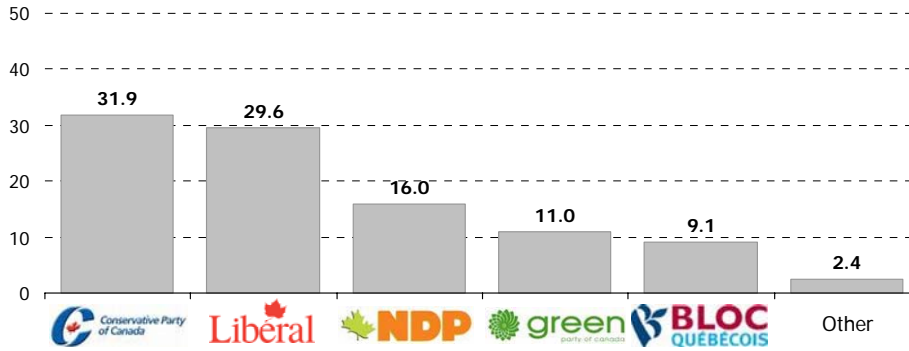
- **Direction of government:**
 - ▣ **46% right direction**
 - ▣ **44% wrong direction**
 - ▣ **11% do not know/no response**

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

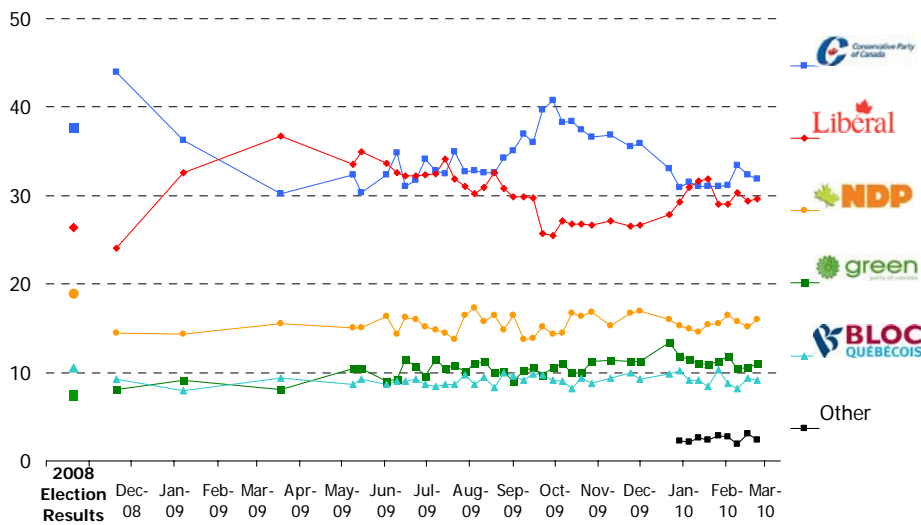
Top Line Results:

Federal vote intention

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



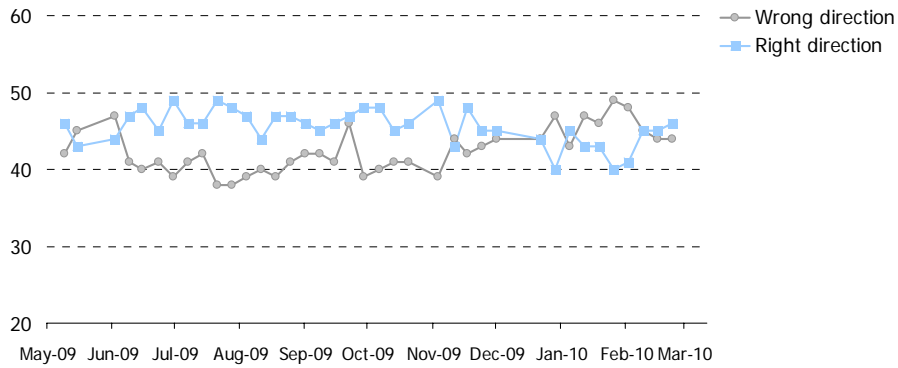
Weekly tracking of federal vote intention








Note: The data on federal vote intention are based on decided voters only. Our survey also finds that 12.6% of Canadians are undecided/ineligible to vote.

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:

National Federal Vote Intention								
<i>Q. If a federal election were held tomorrow, which party would you vote for?</i>								
						Other	Sample Size	Margin of Error (+/-)
NATIONALLY	31.9%	29.6%	16.0%	11.0%	9.1%	2.4%	2165	2.1
REGION								
British Columbia	36.4%	21.9%	21.2%	17.5%	0.0%	2.9%	332	5.4
Alberta	50.2%	21.9%	13.0%	10.7%	0.0%	4.2%	240	6.3
Saskatchewan/Manitoba	45.3%	25.4%	21.9%	6.7%	0.0%	0.7%	116	9.1
Ontario	33.4%	35.2%	17.9%	10.6%	0.0%	2.9%	775	3.5
Quebec	16.0%	27.4%	8.9%	9.9%	36.5%	1.2%	516	4.3
Atlantic Canada	32.2%	37.2%	19.9%	8.5%	0.0%	2.2%	186	7.2
GENDER								
Male	34.9%	28.6%	15.0%	9.9%	8.5%	3.1%	1126	2.9
Female	29.0%	30.7%	17.0%	12.0%	9.6%	1.7%	1039	3.0
AGE								
<25	20.6%	22.1%	19.5%	22.6%	11.3%	3.9%	180	7.3
25-44	26.4%	29.8%	17.8%	11.8%	11.6%	2.5%	667	3.8
45-64	35.8%	30.1%	14.9%	9.0%	8.0%	2.1%	835	3.4
65+	41.6%	32.8%	12.6%	6.4%	4.8%	1.8%	483	4.5
EDUCATION								
High school or less	32.5%	24.9%	14.9%	13.7%	10.6%	3.5%	616	4.0
College or CEGEP	31.9%	26.2%	16.5%	11.3%	11.5%	2.6%	689	3.7
University or higher	31.5%	35.9%	16.4%	8.7%	6.0%	1.5%	860	3.3
METROPOLITAN CANADA								
Vancouver	35.6%	27.6%	19.5%	13.4%	0.0%	3.9%	131	8.6
Calgary	60.8%	23.5%	5.5%	6.5%	0.0%	3.8%	60	12.7
Toronto	29.0%	44.1%	16.9%	7.7%	0.0%	2.2%	225	6.5
Ottawa	43.7%	33.6%	12.7%	7.7%	0.0%	2.3%	118	9.0
Montreal	15.0%	30.4%	10.7%	11.2%	31.8%	1.0%	211	6.8





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	36.4%	21.9%	21.2%	17.5%	2.9%	332	5.4
GENDER							
Male	37.7%	20.9%	18.7%	17.9%	4.8%	183	7.2
Female	32.8%	22.7%	24.4%	18.9%	1.2%	149	8.0
AGE							
<25	17.6%	4.2%	24.2%	50.2%	3.9%	22	20.9
25-44	26.6%	27.9%	22.3%	19.5%	3.7%	95	10.1
45-64	38.3%	22.3%	23.1%	13.1%	3.0%	133	8.5
65+	56.3%	18.8%	15.3%	8.6%	1.1%	82	10.8
EDUCATION							
High school or less	31.8%	16.1%	15.9%	30.9%	5.4%	87	10.5
College or CEGEP	36.1%	24.9%	20.5%	16.4%	2.0%	109	9.4
University or higher	36.7%	23.1%	26.0%	12.0%	2.3%	136	8.4





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	50.2%	21.9%	13.0%	10.7%	4.2%	240	6.3
GENDER							
Male	55.4%	22.8%	10.6%	8.4%	2.8%	131	8.6
Female	47.0%	20.2%	14.7%	12.5%	5.7%	109	9.4
AGE							
<25	52.8%	13.4%	13.9%	5.2%	14.6%	20	21.9
25-44	37.9%	26.3%	17.8%	14.4%	3.5%	85	10.6
45-64	59.7%	19.1%	10.6%	9.4%	1.2%	85	10.6
65+	58.7%	21.7%	5.8%	8.1%	5.7%	50	13.9
EDUCATION							
High school or less	55.8%	11.4%	10.0%	14.8%	8.0%	69	11.8
College or CEGEP	53.7%	19.2%	16.7%	5.8%	4.6%	85	10.6
University or higher	45.3%	31.4%	10.8%	11.5%	1.0%	86	10.6





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	45.3%	25.4%	21.9%	6.7%	0.7%	116	9.1
GENDER							
Male	50.0%	20.1%	22.4%	6.4%	1.1%	56	13.1
Female	41.5%	25.5%	24.4%	8.6%	0.0%	60	12.7
AGE							
<25	23.0%	12.3%	27.0%	37.7%	0.0%	8	34.7
25-44	52.8%	22.1%	25.1%	0.0%	0.0%	23	20.4
45-64	50.7%	21.7%	20.4%	5.5%	1.7%	58	12.9
65+	36.5%	33.5%	22.8%	7.1%	0.0%	27	18.9
EDUCATION							
High school or less	54.7%	13.1%	21.0%	9.5%	1.7%	38	15.9
College or CEGEP	47.9%	32.4%	11.0%	8.7%	0.0%	27	18.9
University or higher	38.1%	25.3%	31.3%	5.3%	0.0%	51	13.7






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	33.4%	35.2%	17.9%	10.6%	2.9%	775	3.5
GENDER							
Male	35.2%	33.2%	18.4%	9.5%	3.7%	405	4.9
Female	31.5%	37.1%	17.6%	11.8%	2.0%	370	5.1
AGE							
<25	18.2%	32.0%	22.3%	23.2%	4.3%	70	11.7
25-44	29.9%	35.0%	19.8%	12.5%	2.9%	230	6.5
45-64	37.0%	35.1%	17.4%	7.6%	3.0%	301	5.7
65+	41.5%	37.8%	12.9%	5.9%	1.8%	174	7.4
EDUCATION							
High school or less	35.5%	29.6%	18.8%	11.3%	4.9%	185	7.2
College or CEGEP	32.5%	31.8%	19.3%	12.7%	3.7%	248	6.2
University or higher	32.7%	41.0%	16.4%	8.8%	1.1%	342	5.3





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	16.0%	27.4%	8.9%	9.9%	36.5%	1.2%	516	4.3
GENDER								
Male	20.8%	26.9%	6.7%	8.3%	35.3%	2.0%	251	6.2
Female	12.5%	29.5%	10.4%	10.8%	36.4%	0.4%	265	6.0
AGE								
<25	11.1%	17.9%	9.4%	19.8%	40.4%	1.4%	44	14.8
25-44	14.9%	23.7%	10.0%	9.5%	40.6%	1.4%	181	7.3
45-64	15.3%	29.7%	7.5%	10.0%	36.0%	1.4%	191	7.1
65+	25.3%	40.3%	7.9%	2.8%	23.7%	0.0%	100	9.8
EDUCATION								
High school or less	14.4%	27.8%	10.8%	10.2%	36.4%	0.5%	169	7.5
College or CEGEP	18.0%	20.7%	5.4%	11.2%	44.3%	0.5%	163	7.7
University or higher	17.2%	35.7%	9.6%	7.6%	27.6%	2.4%	184	7.2

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	32.2%	37.2%	19.9%	8.5%	2.2%	186	7.2
GENDER							
Male	35.2%	38.4%	16.4%	7.5%	2.6%	100	9.8
Female	27.7%	37.1%	24.2%	9.4%	1.6%	86	10.6
AGE							
<25	30.1%	31.6%	32.6%	5.7%	0.0%	16	24.5
25-44	21.1%	39.4%	28.2%	7.5%	3.8%	53	13.5
45-64	39.0%	43.2%	8.8%	9.0%	0.0%	67	12.0
65+	39.9%	28.1%	17.5%	10.5%	4.0%	50	13.9
EDUCATION							
High school or less	32.6%	39.6%	12.0%	14.0%	1.8%	68	11.9
College or CEGEP	33.3%	26.4%	31.8%	6.1%	2.4%	57	13.0
University or higher	29.5%	46.4%	17.3%	4.7%	2.2%	61	12.6

Direction of Government

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%	44%	11%	1240	2.8
REGION					
British Columbia	52%	36%	12%	185	7.2
Alberta	53%	34%	13%	136	8.4
Saskatchewan/Manitoba	57%	35%	8%	76	11.2
Ontario	45%	46%	9%	448	4.6
Quebec	35%	54%	11%	282	5.8
Atlantic Canada	47%	39%	14%	113	9.2
GENDER					
Male	48%	42%	10%	637	3.9
Female	43%	46%	11%	603	4.0
AGE					
<25	48%	40%	12%	106	9.5
25-44	44%	48%	8%	364	5.1
45-64	42%	47%	11%	493	4.4
65+	54%	32%	15%	277	5.9
EDUCATION					
High school or less	47%	41%	11%	378	5.0
College or CEGEP	49%	42%	9%	387	5.0
University or higher	41%	48%	11%	475	4.5
CURRENT VOTE INTENTION					
Conservative Party of Canada	81%	13%	7%	370	5.1
Liberal Party of Canada	37%	53%	10%	322	5.5
NDP	28%	64%	8%	173	7.5
Green Party	27%	58%	15%	112	9.3
Bloc Quebecois	18%	73%	9%	94	10.1
Undecided	26%	55%	19%	23	20.4

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 March 3 – March 9, 2010.¹ In total, a random sample of 2,467 Canadians aged 18 and over responded to the survey (including a sub-sample of 2,165 decided voters). The margin of error associated with the total sample is +/-2.0 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.