

TORIES OPEN CLEAR WATER AHEAD OF LIBERALS

CONSERVATIVES TIED OR LEADING IN EVERY REGION BUT QUEBEC

[Ottawa – March 18, 2010] - The federal Conservative Party has re-established a clear, statistically significant lead over the second-place Liberals. This follows a six-month period during which the governing party fell from majority-government territory into a virtual tie with the opposition Liberals.

The Conservatives have the support of barely a third of Canadians, and they owe their first-place status in part to the continued weakness of the Liberal Party.

The Liberals, who surged into the low thirty percent range during January, now seem to have settled back into the high twenties.

"This is a tribute at least as much to Liberal weakness as to Conservative strength," said EKOS President Frank Graves. "The Liberals were not able to sustain the updraft they received from the Afghan detainee issue and prorogation around the New Year. The Conservatives' recent budget and throne speech left no hostages to fortune, and they have regained the political initiative."

The Conservatives now lead the Liberals across the West, and are tied with them in Ontario and the Atlantic provinces. Only in Quebec do the Liberals lead the Tories, and there they themselves trail the BQ.

The Conservatives have a large lead among men, though they are in a dead heat with the Liberals among women. The Liberals lead the Tories among the university educated, but trail among those with college or high school educations.

The poll is one of a series conducted by EKOS Research Associates for exclusive release to the CBC.

HIGHLIGHTS

- **National federal vote intention:**
 - ☒ **33.1% CPC**
 - ☒ **28.9% LPC**
 - ☒ **15.7% NDP**
 - ☒ **10.8% Green**
 - ☒ **9.2% BQ**
 - ☒ **2.3% other**

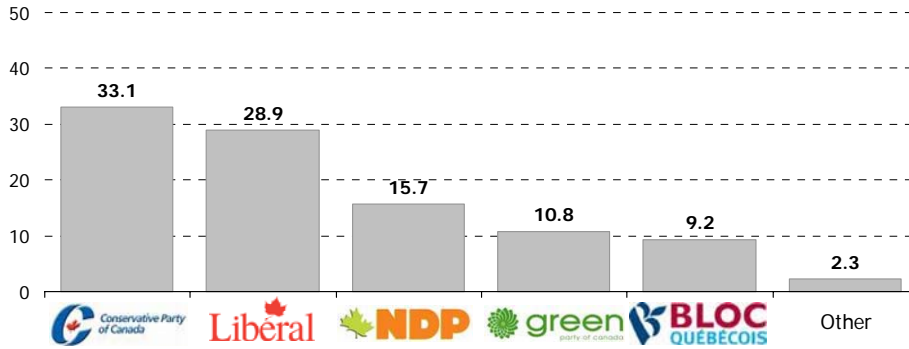
- **Direction of government:**
 - ☒ **44% right direction**
 - ☒ **45% wrong direction**
 - ☒ **11% do not know/no response**

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

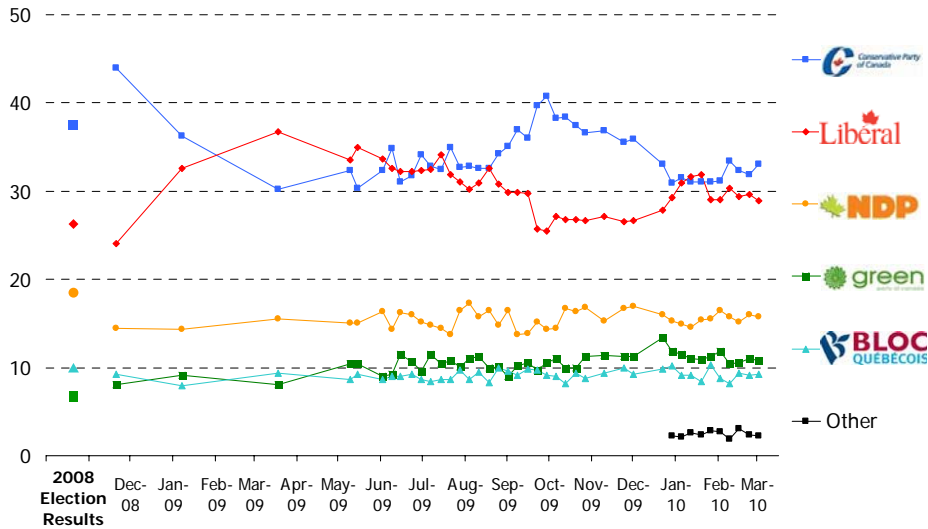
Top Line Results:

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 11.4% of Canadians are undecided/ineligible to vote.

Second choice

Q. Which party would be your second choice?

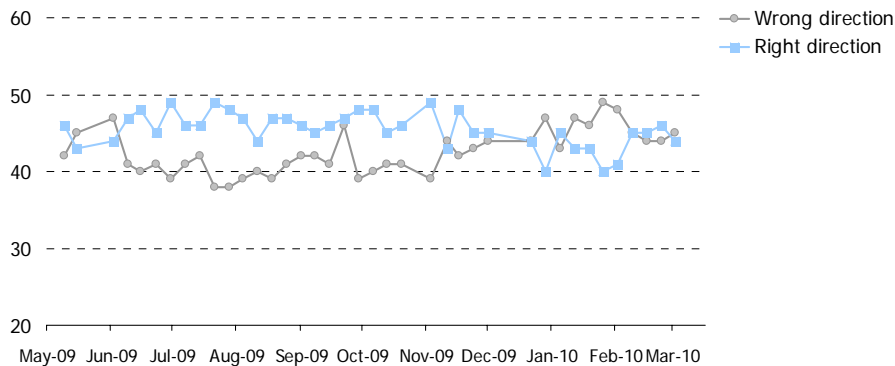
SECOND CHOICE	Second Choice (overall)	FIRST CHOICE					
		CPC	LPC	NDP	GP	BQ	Other
 Conservative Party of Canada	9.8	--	18.6	12.5	10.9	10.1	22.0
 Liberal	16.6	25.2	--	30.9	24.2	16.1	3.6
 NDP	18.5	14.8	32.7	--	23.6	31.6	15.2
 green party of canada	12.4	9.5	18.4	21.4	--	11.8	16.5
 BLOC QUEBÉCOIS	2.9	1.7	3.2	4.7	7.1	--	4.3
Other	2.2	2.9	0.7	2.4	4.3	1.9	--
No second choice	37.6	45.9	26.5	28.1	30.0	28.6	38.4

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BASE: Eligible voters; Mar. 10-16 (n=2290)

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 March 10-16 (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	33.1%	28.9%	15.7%	10.8%	9.2%	2.3%	2038	2.2
REGION								
British Columbia	32.0%	23.6%	24.8%	16.3%	0.0%	3.2%	278	5.9
Alberta	58.3%	17.3%	9.2%	11.3%	0.0%	3.9%	237	6.4
Saskatchewan/Manitoba	42.8%	29.2%	16.2%	10.6%	0.0%	1.2%	140	8.3
Ontario	35.6%	35.6%	16.3%	10.4%	0.0%	2.1%	727	3.6
Quebec	16.3%	24.2%	11.9%	9.3%	36.8%	1.5%	498	4.4
Atlantic Canada	35.9%	35.5%	17.2%	8.0%	0.0%	3.4%	158	7.8
GENDER								
Male	36.3%	29.4%	13.2%	10.4%	8.5%	2.3%	1084	3.0
Female	29.8%	28.4%	18.1%	11.3%	10.0%	2.3%	954	3.2
AGE								
<25	18.4%	29.6%	13.9%	24.5%	10.3%	3.3%	170	7.5
25-44	28.4%	31.0%	17.4%	10.7%	10.4%	2.0%	656	3.8
45-64	37.0%	27.2%	14.3%	8.9%	10.5%	2.2%	842	3.4
65+	44.3%	27.4%	16.2%	5.7%	4.1%	2.3%	370	5.1
EDUCATION								
High school or less	32.9%	22.2%	18.1%	12.1%	12.2%	2.5%	605	4.0
College or CEGEP	37.8%	25.1%	14.8%	11.0%	8.1%	3.2%	640	3.9
University or higher	29.4%	37.2%	14.5%	9.7%	7.8%	1.5%	793	3.5
METROPOLITAN CANADA								
Vancouver	30.1%	25.0%	27.9%	13.4%	0.0%	3.6%	109	9.4
Calgary	63.1%	24.2%	2.7%	6.1%	0.0%	3.9%	70	11.7
Toronto	37.5%	38.4%	14.0%	8.2%	0.0%	1.9%	223	6.6
Ottawa	43.6%	34.2%	11.2%	9.8%	0.0%	1.2%	82	10.8
Montreal	13.7%	26.5%	12.6%	8.3%	37.2%	1.5%	218	6.6





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	32.0%	23.6%	24.8%	16.3%	3.2%	278	5.9
GENDER							
Male	32.9%	24.8%	21.5%	18.8%	2.0%	152	8.0
Female	30.0%	22.3%	28.1%	14.8%	4.8%	126	8.7
AGE							
<25	24.1%	11.3%	23.8%	40.9%	0.0%	25	19.6
25-44	21.1%	29.8%	26.3%	16.8%	6.0%	84	10.7
45-64	39.7%	24.1%	20.7%	11.6%	3.9%	109	9.4
65+	41.1%	19.2%	30.4%	9.3%	0.0%	60	12.7
EDUCATION							
High school or less	24.9%	16.0%	34.2%	21.9%	3.1%	72	11.6
College or CEGEP	39.7%	17.7%	20.5%	17.5%	4.7%	94	10.1
University or higher	28.6%	33.4%	22.4%	13.1%	2.5%	112	9.3





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	58.3%	17.3%	9.2%	11.3%	3.9%	237	6.4
GENDER							
Male	58.2%	17.0%	10.6%	12.3%	2.0%	122	8.9
Female	57.0%	16.6%	9.7%	11.0%	5.7%	115	9.1
AGE							
<25	36.4%	13.1%	28.8%	21.7%	0.0%	14	26.2
25-44	53.9%	23.5%	7.8%	13.7%	1.0%	82	10.8
45-64	63.8%	12.9%	7.1%	8.2%	8.0%	101	9.8
65+	66.4%	15.2%	7.6%	8.1%	2.7%	40	15.5
EDUCATION							
High school or less	56.4%	11.3%	18.6%	11.0%	2.6%	71	11.6
College or CEGEP	59.2%	14.5%	2.7%	16.7%	7.0%	77	11.2
University or higher	57.4%	24.4%	8.4%	7.8%	2.0%	89	10.4





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	42.8%	29.2%	16.2%	10.6%	1.2%	140	8.3
GENDER							
Male	52.4%	29.2%	10.8%	6.6%	0.9%	79	11.0
Female	29.8%	30.9%	20.4%	17.6%	1.3%	61	12.6
AGE							
<25	22.9%	56.0%	10.5%	10.5%	0.0%	9	32.7
25-44	41.2%	23.8%	12.1%	22.9%	0.0%	42	15.1
45-64	37.0%	32.9%	24.4%	3.8%	1.9%	56	13.1
65+	63.6%	17.5%	10.1%	6.1%	2.7%	33	17.1
EDUCATION							
High school or less	46.1%	35.6%	8.2%	8.6%	1.5%	55	13.2
College or CEGEP	38.3%	12.3%	25.9%	23.5%	0.0%	29	18.2
University or higher	37.6%	33.5%	18.0%	9.6%	1.3%	56	13.1






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	35.6%	35.6%	16.3%	10.4%	2.1%	727	3.6
GENDER							
Male	38.7%	37.5%	12.7%	9.3%	1.9%	396	4.9
Female	32.2%	33.6%	20.3%	11.7%	2.3%	331	5.4
AGE							
<25	25.4%	39.4%	8.0%	20.3%	6.9%	61	12.6
25-44	32.6%	35.4%	19.2%	10.3%	2.6%	223	6.6
45-64	37.4%	34.7%	17.2%	10.4%	0.3%	302	5.6
65+	43.2%	34.7%	15.5%	5.2%	1.5%	141	8.3
EDUCATION							
High school or less	38.9%	23.3%	20.5%	15.3%	2.1%	191	7.1
College or CEGEP	38.4%	32.3%	15.4%	10.6%	3.3%	237	6.4
University or higher	30.6%	46.1%	14.8%	7.3%	1.1%	299	5.7





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	16.3%	24.2%	11.9%	9.3%	36.8%	1.5%	498	4.4
GENDER								
Male	22.0%	21.9%	9.9%	8.1%	35.1%	3.0%	248	6.2
Female	13.3%	26.8%	13.6%	8.9%	37.3%	0.0%	250	6.2
AGE								
<25	6.4%	23.1%	12.1%	24.6%	31.4%	2.5%	53	13.5
25-44	13.9%	29.8%	13.6%	6.4%	35.4%	0.9%	186	7.2
45-64	22.1%	17.5%	6.9%	7.7%	44.0%	1.7%	201	6.9
65+	23.7%	27.4%	16.9%	3.6%	26.9%	1.5%	58	12.9
EDUCATION								
High school or less	10.1%	20.2%	14.0%	9.1%	45.1%	1.4%	161	7.7
College or CEGEP	22.8%	24.7%	13.3%	6.4%	31.3%	1.4%	155	7.9
University or higher	19.8%	27.8%	8.4%	9.8%	32.5%	1.6%	182	7.3

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	35.9%	35.5%	17.2%	8.0%	3.4%	158	7.8
GENDER							
Male	33.5%	33.7%	20.3%	10.0%	2.5%	87	10.5
Female	34.1%	38.1%	17.2%	7.6%	3.0%	71	11.6
AGE							
<25	0.0%	37.4%	23.7%	38.9%	0.0%	8	34.7
25-44	30.2%	36.5%	28.2%	5.2%	0.0%	39	15.7
45-64	40.8%	39.0%	11.9%	5.7%	2.6%	73	11.5
65+	50.3%	27.7%	9.2%	2.4%	10.4%	38	15.9
EDUCATION							
High school or less	35.1%	36.8%	17.8%	4.6%	5.7%	55	13.2
College or CEGEP	47.2%	32.8%	13.1%	4.0%	3.0%	48	14.1
University or higher	22.7%	37.1%	23.9%	16.2%	0.0%	55	13.2

Second choice									
<i>Q. Talking again in terms of a federal election, which party would be your second choice?</i>									
						Other	No 2 nd choice	Sample Size	Margin of Error (+/-)
NATIONALLY	10%	17%	18%	12%	3%	2%	38%	2290	2.1
REGION									
British Columbia	9%	16%	15%	16%	0%	2%	42%	308	5.6
Alberta	6%	13%	13%	9%	0%	5%	53%	264	6.0
Saskatchewan/Manitoba	8%	19%	21%	9%	0%	2%	42%	164	7.7
Ontario	10%	17%	18%	14%	0%	3%	38%	824	3.4
Quebec	11%	15%	21%	11%	12%	1%	30%	553	4.2
Atlantic Canada	15%	23%	21%	11%	0%	1%	29%	177	7.4
GENDER									
Male	10%	18%	19%	12%	3%	2%	36%	1184	2.9
Female	9%	16%	18%	12%	3%	2%	39%	1106	3.0
AGE									
<25	11%	14%	21%	15%	6%	0%	32%	183	7.2
25-44	10%	17%	18%	12%	4%	3%	36%	744	3.6
45-64	9%	17%	17%	13%	2%	2%	40%	963	3.2
65+	9%	18%	19%	10%	2%	2%	41%	400	4.9
EDUCATION									
High school or less	10%	17%	15%	10%	3%	3%	43%	700	3.7
College or CEGEP	12%	14%	17%	12%	4%	2%	40%	721	3.7
University or higher	8%	19%	23%	15%	2%	1%	31%	869	3.3
CURRENT VOTE INTENTION									
Conservative Party of Canada	0%	25%	15%	9%	2%	3%	46%	709	3.7
Liberal Party of Canada	19%	0%	33%	18%	3%	1%	27%	576	4.1
NDP	12%	31%	0%	21%	5%	2%	28%	311	5.6
Green Party	11%	24%	24%	0%	7%	4%	30%	206	6.8
Bloc Quebecois	10%	16%	32%	12%	0%	2%	29%	188	7.2
Undecided	22%	4%	15%	16%	4%	0%	38%	48	14.1

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	44%	45%	11%	1155	2.9
REGION					
British Columbia	51%	35%	14%	156	7.9
Alberta	52%	39%	8%	121	8.9
Saskatchewan/Manitoba	44%	50%	7%	83	10.8
Ontario	48%	42%	10%	425	4.8
Quebec	31%	60%	10%	284	5.8
Atlantic Canada	51%	32%	17%	86	10.6
GENDER					
Male	48%	43%	10%	611	4.0
Female	41%	47%	12%	544	4.2
AGE					
<25	44%	42%	14%	76	11.2
25-44	44%	47%	10%	397	4.9
45-64	43%	48%	9%	475	4.5
65+	49%	36%	15%	207	6.8
EDUCATION					
High school or less	43%	45%	13%	357	5.2
College or CEGEP	52%	38%	10%	376	5.1
University or higher	39%	51%	10%	422	4.8
CURRENT VOTE INTENTION					
Conservative Party of Canada	80%	13%	7%	347	5.3
Liberal Party of Canada	33%	58%	10%	291	5.7
NDP	27%	65%	8%	151	8.0
Green Party	27%	56%	18%	99	9.9
Bloc Quebecois	27%	66%	7%	99	9.9
Undecided	29%	54%	17%	25	19.6

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 10 – March 16, 2010.¹ In total, a random sample of 2,302 Canadians aged 18 and over responded to the survey (including a sub-sample of 2,038 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.