

CONSERVATIVES OPEN LEAD OVER LIBS DURING SPRING

CANADIANS LIKE DIRECTION OF THE COUNTRY BUT NOT OF THE GOVERNMENT

[Ottawa – May 13, 2010] - While the Conservative Party managed to attract just over a third of Canadians this week, the fact that no party has reached 34 points in over four months is a dramatic sign of the weakness of Canada's main parties. Although the growth from last week was extremely small, it is apparent that the Conservatives have, over recent months, created a significant lead over the second-place Liberals.

"As recently as February, the two parties were in a virtual tie," said EKOS President Frank Graves. "Although the gap between the two parties has grown by tiny increments, it is quite clear from the perspective of the last few months that it is significant and growing. This trend has continued in recent weeks even though the headlines have been dominated by the Guergis-Jaffer affair and the dispute over documents relating to Afghan detainees."

The poll is one of a series done by EKOS with extremely robust sample sizes for exclusive release by the CBC.

It may not be surprising that as the economy recovers, Canadians are generally positive about the direction of the country. A majority thinks it is moving in the right direction. What is surprising in this context is that the percentage of Canadians who say the government is moving in the right direction is dropping. There is now a ten-percentage point gap running against the government. "This seems paradoxical on its face," said Graves. "Why would the Conservatives be widening their gap over the Liberals when they are losing faith in the direction of the government? The explanation must be in the perceived weakness of the opposition parties, particularly the official opposition Liberals."

Interestingly, Liberal supporters are about evenly divided on the direction of the country, though like other opposition party supporters they are negative about the direction of the government. Supporters of other opposition parties are sharply negative on both indicators.

"There are three identifiable camps among Canadian voters now: Conservative supporters who are enthusiastic about where the country is going, Liberals who are divided, and the supporters of

HIGHLIGHTS

- **National federal vote intention:**
 - ☒ **33.6% CPC**
 - ☒ **27.1% LPC**
 - ☒ **16.9% NDP**
 - ☒ **10.6% Green**
 - ☒ **9.3% BQ**
 - ☒ **2.5% other**

- **Direction of country:**
 - ☒ **51.0% right direction**
 - ☒ **39.1% wrong direction**
 - ☒ **9.9% don't know/no response**

- **Direction of government:**
 - ☒ **39.3% right direction**
 - ☒ **49.1% wrong direction**
 - ☒ **11.6% don't know/no response**

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

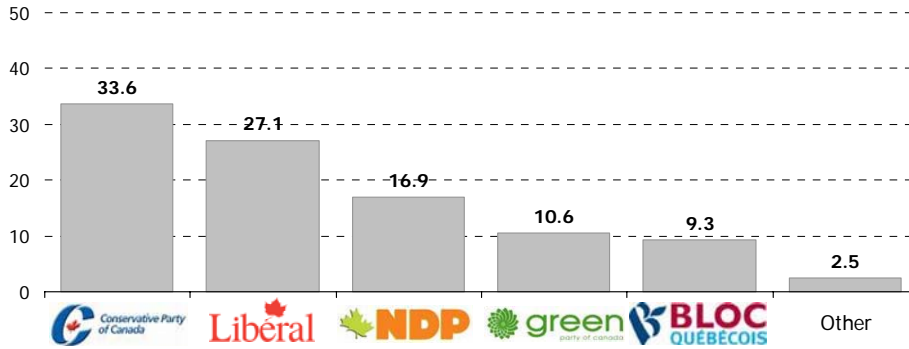
the other opposition parties who are decisively unhappy about the direction of the country," said Graves.

The two main parties are closely matched in Ontario. In Quebec, the Tories have faded from their 2008 election performance, but this has not helped the Liberals. The NDP and Greens are running surprisingly strongly in Quebec by historical standards.

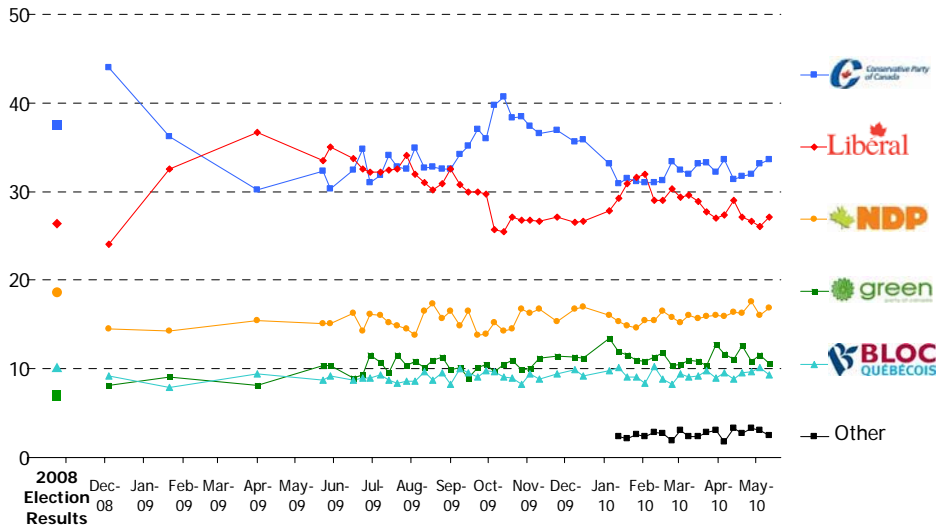
Top Line Results:

Federal vote intention

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



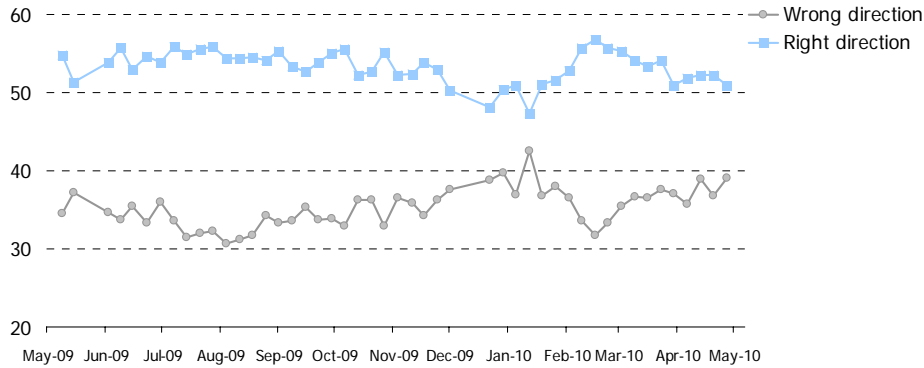
Weekly tracking of federal vote intention



Note: The data on federal vote intention are based on decided voters only. Our survey also finds that 13.6% of Canadians are undecided/ineligible to vote.

Direction of country

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

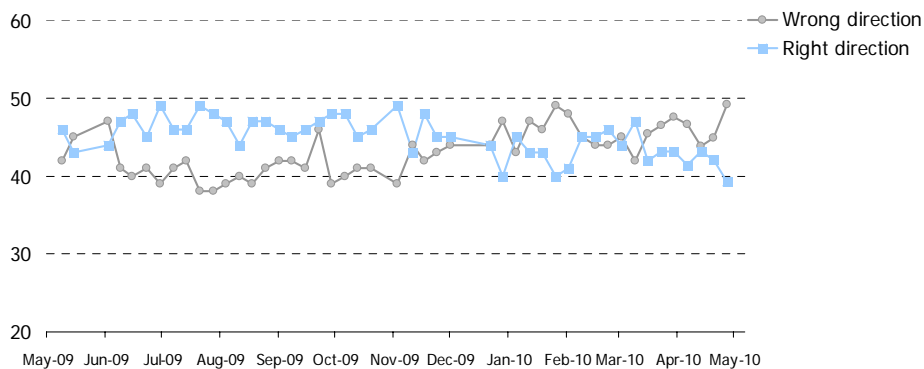


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BASE: Canadians; most recent data point May 5-11 (n=half sample)

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 May 5-11 (n=half sample)

Methodology:

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	33.6%	27.1%	16.9%	10.6%	9.3%	2.5%	2226	2.1
REGION								
British Columbia	34.0%	23.5%	26.3%	15.0%	0.0%	1.3%	281	5.9
Alberta	55.4%	14.6%	10.0%	15.3%	0.0%	4.7%	245	6.3
Saskatchewan/Manitoba	45.4%	25.3%	21.2%	6.4%	0.0%	1.8%	170	7.5
Ontario	36.2%	35.1%	16.3%	10.1%	0.0%	2.2%	766	3.5
Quebec	16.0%	20.4%	13.6%	9.1%	37.7%	3.2%	572	4.1
Atlantic Canada	37.8%	33.7%	20.0%	6.7%	0.0%	1.8%	192	7.1
GENDER								
Male	37.4%	26.0%	16.0%	8.7%	8.7%	3.1%	1075	3.0
Female	29.7%	28.2%	17.9%	12.4%	9.8%	2.0%	1151	2.9
AGE								
<25	24.6%	29.5%	17.1%	17.8%	9.5%	1.5%	173	7.5
25-44	31.5%	23.9%	19.2%	11.6%	10.9%	3.0%	663	3.8
45-64	32.0%	28.5%	17.1%	9.8%	10.0%	2.7%	880	3.3
65+	46.4%	29.1%	12.2%	5.5%	4.7%	2.1%	510	4.3
EDUCATION								
High school or less	33.4%	22.7%	15.8%	10.9%	12.9%	4.3%	646	3.9
College or CEGEP	35.5%	23.0%	19.8%	10.5%	9.1%	2.2%	740	3.6
University or higher	32.1%	33.9%	15.3%	10.4%	6.7%	1.6%	840	3.4
METROPOLITAN CANADA								
Vancouver	33.9%	26.7%	22.7%	14.9%	0.0%	1.8%	105	9.6
Calgary	60.8%	15.6%	2.5%	16.9%	0.0%	4.1%	72	11.6
Toronto	36.1%	41.4%	10.9%	8.4%	0.0%	3.2%	242	6.3
Ottawa	37.3%	37.9%	15.0%	8.8%	0.0%	0.9%	109	9.4
Montreal	13.0%	24.9%	13.4%	11.8%	35.6%	1.3%	239	6.3





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	34.0%	23.5%	26.3%	15.0%	1.3%	281	5.9
GENDER							
Male	37.6%	20.3%	25.8%	14.1%	2.1%	156	7.9
Female	28.1%	26.9%	27.2%	17.8%	0.0%	125	8.8
AGE							
<25	29.0%	16.8%	24.8%	29.3%	0.0%	19	22.5
25-44	22.3%	21.3%	35.7%	20.7%	0.0%	83	10.8
45-64	33.1%	28.1%	22.5%	13.3%	3.0%	114	9.2
65+	54.4%	24.4%	18.2%	3.0%	0.0%	65	12.2
EDUCATION							
High school or less	36.4%	12.5%	30.7%	19.2%	1.2%	67	12.0
College or CEGEP	33.5%	26.2%	26.5%	12.8%	1.0%	87	10.5
University or higher	30.2%	28.2%	24.3%	16.2%	1.0%	127	8.7





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	55.4%	14.6%	10.0%	15.3%	4.7%	245	6.3
GENDER							
Male	61.7%	12.7%	6.8%	14.6%	4.2%	121	8.9
Female	51.5%	15.4%	12.6%	15.0%	5.5%	124	8.8
AGE							
<25	30.3%	13.1%	19.1%	32.7%	4.8%	21	21.4
25-44	53.2%	16.5%	10.6%	16.3%	3.3%	91	10.3
45-64	55.8%	18.2%	6.7%	11.3%	8.0%	88	10.5
65+	83.1%	1.9%	6.6%	6.4%	1.9%	45	14.6
EDUCATION							
High school or less	62.1%	7.7%	7.3%	16.4%	6.5%	62	12.5
College or CEGEP	56.3%	11.1%	14.0%	16.1%	2.5%	86	10.6
University or higher	53.8%	20.7%	7.3%	12.5%	5.7%	97	10.0





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	45.4%	25.3%	21.2%	6.4%	1.8%	170	7.5
GENDER							
Male	60.6%	23.9%	11.1%	3.4%	1.0%	81	10.9
Female	33.2%	24.9%	29.7%	10.6%	1.6%	89	10.4
AGE							
<25	37.3%	37.8%	12.4%	12.4%	0.0%	8	34.7
25-44	53.9%	18.1%	20.9%	7.0%	0.0%	44	14.8
45-64	44.0%	21.4%	26.0%	7.2%	1.5%	70	11.7
65+	47.7%	31.3%	14.6%	2.1%	4.3%	48	14.1
EDUCATION							
High school or less	49.5%	12.0%	24.2%	10.7%	3.5%	63	12.4
College or CEGEP	47.6%	26.9%	25.5%	0.0%	0.0%	53	13.5
University or higher	43.8%	36.0%	11.2%	9.0%	0.0%	54	13.3






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	36.2%	35.1%	16.3%	10.1%	2.2%	766	3.5
GENDER							
Male	38.7%	35.2%	16.3%	7.6%	2.3%	389	5.0
Female	33.2%	34.8%	16.8%	12.8%	2.4%	377	5.1
AGE							
<25	25.9%	36.2%	17.2%	19.3%	1.4%	66	12.1
25-44	35.4%	33.4%	19.1%	8.4%	3.7%	201	6.9
45-64	34.4%	36.0%	17.2%	10.8%	1.6%	294	5.7
65+	46.2%	35.4%	10.3%	6.5%	1.6%	205	6.8
EDUCATION							
High school or less	33.6%	33.1%	18.3%	12.2%	2.8%	171	7.5
College or CEGEP	42.8%	25.5%	17.3%	11.3%	3.1%	258	6.1
University or higher	32.1%	43.1%	15.2%	8.1%	1.4%	337	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%	20.4%	13.6%	9.1%	37.7%	3.2%	572	4.1
GENDER								
Male	18.2%	17.8%	13.4%	7.6%	37.5%	5.6%	245	6.3
Female	14.7%	23.4%	13.5%	10.3%	36.8%	1.3%	327	5.4
AGE								
<25	8.5%	25.2%	18.0%	9.8%	36.7%	1.8%	47	14.3
25-44	14.9%	16.5%	11.9%	10.5%	41.4%	4.8%	178	7.4
45-64	17.5%	18.1%	14.5%	8.2%	39.5%	2.3%	240	6.3
65+	22.6%	30.9%	11.7%	6.8%	24.2%	3.7%	107	9.5
EDUCATION								
High school or less	17.7%	19.2%	8.7%	7.2%	40.5%	6.7%	219	6.6
College or CEGEP	14.9%	19.8%	17.8%	9.5%	35.5%	2.4%	187	7.2
University or higher	16.7%	23.2%	14.4%	10.6%	34.7%	0.5%	166	7.6

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	37.8%	33.7%	20.0%	6.7%	1.8%	192	7.1
GENDER							
Male	42.6%	32.9%	20.8%	2.7%	1.0%	83	10.8
Female	35.4%	34.0%	18.6%	9.5%	2.5%	109	9.4
AGE							
<25	51.0%	42.5%	0.0%	6.5%	0.0%	12	28.3
25-44	35.9%	28.4%	24.3%	10.2%	1.3%	66	12.1
45-64	31.2%	40.9%	21.9%	3.6%	2.4%	74	11.4
65+	52.4%	23.9%	18.7%	2.2%	2.8%	40	15.5
EDUCATION							
High school or less	44.9%	32.8%	15.1%	4.2%	3.0%	64	12.3
College or CEGEP	31.7%	30.1%	31.0%	6.1%	1.1%	69	11.8
University or higher	41.5%	38.2%	10.8%	8.1%	1.3%	59	12.8

Direction of Country					
<i>Q. All things considered, would you say the country is moving in the right direction or the wrong direction?</i>					
	Right Direction	Wrong Direction	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	51.0%	39.1%	9.9%	1248	2.8
REGION					
British Columbia	46.5%	40.1%	13.4%	159	7.8
Alberta	59.1%	30.6%	10.4%	139	8.3
Saskatchewan/Manitoba	53.6%	32.5%	14.0%	94	10.1
Ontario	53.6%	38.0%	8.4%	432	4.7
Quebec	40.8%	50.0%	9.2%	315	5.5
Atlantic Canada	65.5%	25.8%	8.7%	109	9.4
GENDER					
Male	54.9%	37.3%	7.8%	590	4.0
Female	47.3%	40.8%	11.9%	658	3.8
AGE					
<25	59.2%	30.8%	10.0%	99	9.9
25-44	46.8%	44.4%	8.9%	360	5.2
45-64	51.4%	39.1%	9.5%	508	4.4
65+	53.2%	34.3%	12.5%	281	5.9
EDUCATION					
High school or less	48.6%	41.5%	9.8%	374	5.1
College or CEGEP	49.9%	38.7%	11.4%	413	4.8
University or higher	53.8%	37.6%	8.6%	461	4.6
CURRENT VOTE INTENTION					
Conservative Party of Canada	79.0%	15.3%	5.7%	374	5.1
Liberal Party of Canada	48.5%	46.6%	4.9%	285	5.8
NDP	30.7%	55.1%	14.3%	171	7.5
Green Party	38.2%	54.0%	7.8%	115	9.1
Bloc Quebecois	25.4%	65.8%	8.8%	90	10.3
Undecided	22.0%	68.5%	9.4%	28	18.5

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	39.3%	49.1%	11.6%	1325	2.7
REGION					
British Columbia	43.7%	50.1%	6.2%	153	7.9
Alberta	57.1%	30.5%	12.4%	143	8.2
Saskatchewan/Manitoba	43.1%	36.1%	20.7%	105	9.6
Ontario	40.6%	45.7%	13.7%	453	4.6
Quebec	25.3%	66.1%	8.6%	353	5.2
Atlantic Canada	47.0%	41.6%	11.3%	118	9.0
GENDER					
Male	43.6%	47.2%	9.2%	601	4.0
Female	35.5%	50.7%	13.8%	724	3.6
AGE					
<25	40.5%	49.3%	10.2%	105	9.6
25-44	39.3%	52.7%	8.0%	410	4.8
45-64	37.2%	50.7%	12.1%	523	4.3
65+	42.9%	38.0%	19.1%	287	5.8
EDUCATION					
High school or less	41.4%	46.5%	12.2%	407	4.9
College or CEGEP	40.6%	47.3%	12.1%	450	4.6
University or higher	36.4%	53.1%	10.6%	468	4.5
CURRENT VOTE INTENTION					
Conservative Party of Canada	75.2%	16.2%	8.6%	398	4.9
Liberal Party of Canada	31.3%	55.8%	12.9%	312	5.6
NDP	25.8%	65.3%	9.0%	196	7.0
Green Party	21.0%	68.2%	10.8%	109	9.4
Bloc Quebecois	15.9%	81.1%	3.1%	122	8.9
Undecided	13.3%	66.3%	20.5%	26	19.2

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 May 5 – May 11, 2010.¹ In total, a random sample of 2,573 Canadians aged 18 and over responded to the survey (including a sub-sample of 2,226 decided voters). The margin of error associated with the total sample is +/-1.9 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.