

## ***TORY EDGE APPROACHES TEN PERCENT***

*CONSERVATIVES CUT DEEPLY INTO CITIES*

[Ottawa – May 20, 2010] - The gap between the governing Conservatives and the second place Liberals is now fractions of a percentage point short of 10%. Although Conservative growth and Liberal slippage has been glacial through the spring, the direction of support for the two parties since the winter is clear: Conservatives up, Liberals down.

"The fact that this change has occurred slowly over more than three months gives us confidence that this is a real and entrenched trend," said EKOS President Frank Graves. "The opening of the gap between the two parties, who were essentially tied in January, has been due more to Liberal loss in support than to Tory gains. The Liberals are now at their lowest sustained level for many years, perhaps ever. At these levels the Liberals would be unlikely to win as many seats as they have now.

Two areas of Conservative strength and Liberal weakness are especially striking. The Conservatives have retaken a statistically significant lead in Ontario. Equally hopeful for the governing party is the fact that it is leading in many urban areas, which had been a powerful reservoir of support for the Liberals in recent years. Even Toronto seems to be shaping up as more of a contest than it has been in two decades.

The Liberals can no longer claim the lead in any region of the country. The Tories' prospects, meanwhile, seem favourable in every region in the country, except Quebec.

What is unusual about these trends is that they are occurring at a time when most Canadians say they are unhappy about the direction of the government, and much of the political news lately would seem on its face to be negative for the government.

Another striking finding is the strength of the Greens. Although the Green party has trouble getting its voters to the polls, so this figure may inflate its true strength, its growing support represents a failure by the Liberals and the NDP to attract a significant class of voters who are unhappy with the government.

"You'd think the more traditional opposition parties might benefit from the shocking oil spill in the Gulf of Mexico," said Graves. "But if the oil spill is having any political effect here it has been to buttress the Greens."

### **HIGHLIGHTS**

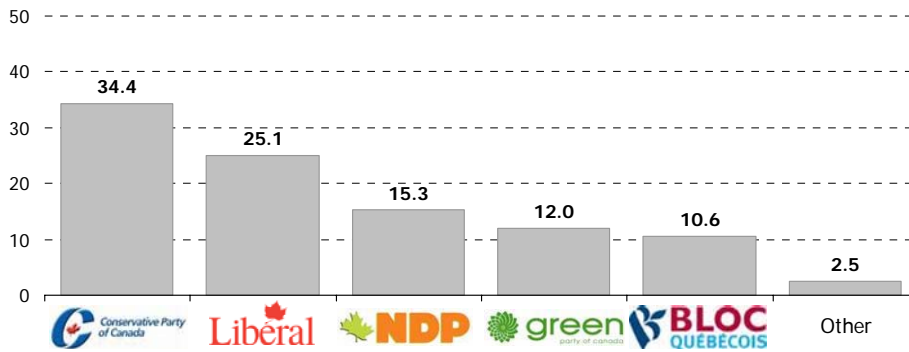
- **National federal vote intention:**
  - ▣ 34.4% CPC
  - ▣ 25.1% LPC
  - ▣ 15.3% NDP
  - ▣ 12.0% Green
  - ▣ 10.6% BQ
  - ▣ 2.5% other
  
- **Direction of country:**
  - ▣ 51.1% right direction
  - ▣ 38.2% wrong direction
  - ▣ 10.6% don't know/no response
  
- **Direction of government:**
  - ▣ 41.9% right direction
  - ▣ 45.1% wrong direction
  - ▣ 13.1% don't know/no response

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

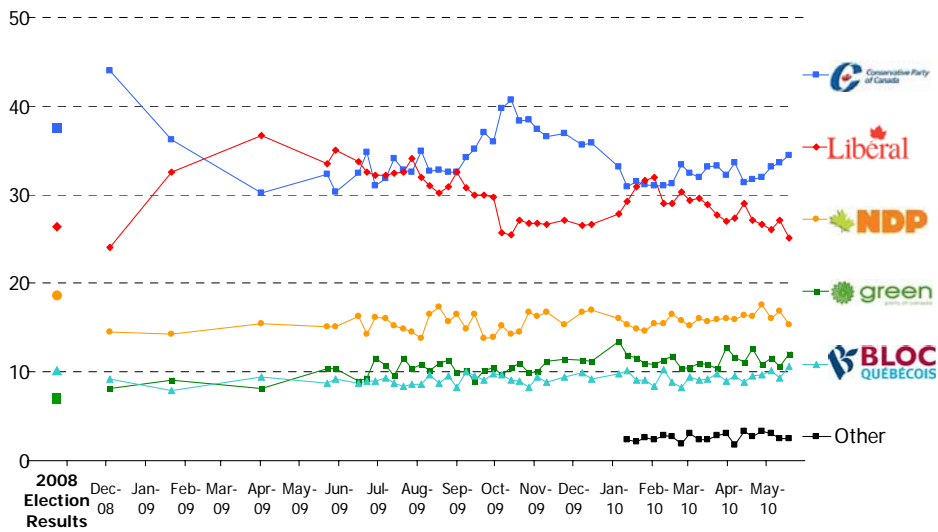
## Top Line Results:

### Federal vote intention

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



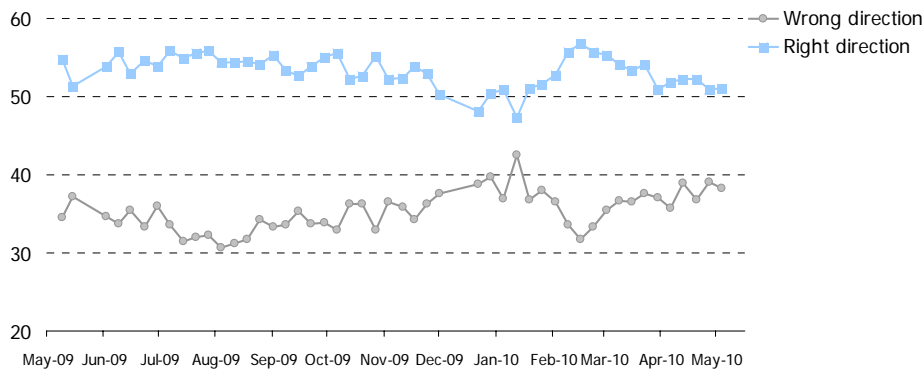
### Weekly tracking of federal vote intention



Note: The data on federal vote intention are based on decided voters only. Our survey also finds that 14.0% 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?

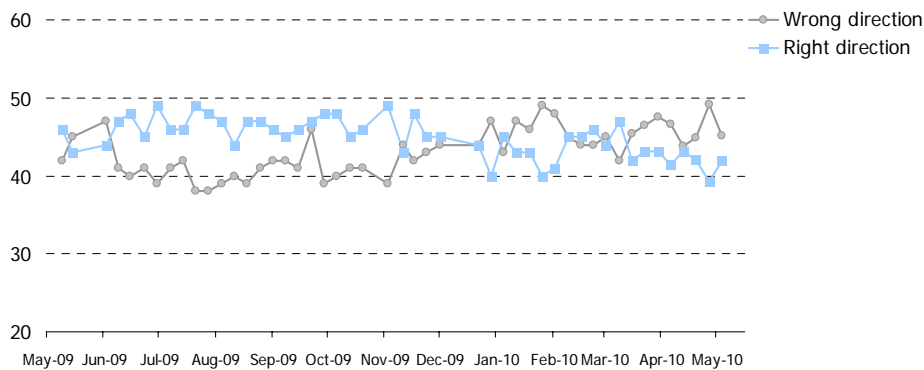


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BASE: Canadians; most recent data point May 12-18 (n=half sample)

## 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 12-18 (n=half sample)

## Detailed Tables:

<b><u>National Federal Vote Intention</u></b>								
<i>Q. If a federal election were held tomorrow, which party would you vote for?</i>								
						Other	Sample Size	Margin of Error (+/-)
<b>NATIONALLY</b>	<b>34.4%</b>	<b>25.1%</b>	<b>15.3%</b>	<b>12.0%</b>	<b>10.6%</b>	<b>2.5%</b>	<b>2408</b>	<b>2.0</b>
<b>REGION</b>								
British Columbia	38.1%	20.1%	23.7%	14.0%	0.0%	4.1%	336	5.4
Alberta	56.9%	17.2%	8.1%	11.0%	0.0%	6.8%	268	6.0
Saskatchewan/Manitoba	43.4%	24.9%	17.0%	13.5%	0.0%	1.3%	169	7.5
Ontario	38.5%	31.4%	15.5%	13.2%	0.0%	1.4%	780	3.5
Quebec	14.7%	19.9%	11.7%	10.2%	41.9%	1.6%	653	3.8
Atlantic Canada	36.0%	31.3%	19.8%	9.3%	0.0%	3.6%	202	6.9
<b>GENDER</b>								
Male	38.0%	24.7%	13.0%	12.4%	9.0%	2.9%	1155	2.9
Female	30.7%	25.5%	17.7%	11.6%	12.3%	2.1%	1253	2.8
<b>AGE</b>								
<25	22.3%	24.3%	16.2%	23.8%	11.2%	2.2%	210	6.8
25-44	30.4%	25.1%	16.1%	12.7%	13.4%	2.2%	715	3.7
45-64	36.6%	23.6%	16.1%	10.6%	9.5%	3.7%	944	3.2
65+	45.4%	28.7%	11.7%	6.0%	7.0%	1.2%	539	4.2
<b>EDUCATION</b>								
High school or less	32.2%	23.5%	13.4%	14.9%	13.5%	2.6%	700	3.7
College or CEGEP	37.9%	21.1%	16.5%	10.8%	11.0%	2.7%	810	3.4
University or higher	32.8%	29.9%	15.7%	11.0%	8.2%	2.3%	898	3.3
<b>METROPOLITAN CANADA</b>								
Vancouver	44.9%	20.2%	21.1%	8.9%	0.0%	4.9%	121	8.9
Calgary	59.2%	14.7%	4.2%	12.1%	0.0%	9.7%	92	10.2
Toronto	37.4%	38.4%	11.2%	11.9%	0.0%	1.1%	247	6.2
Ottawa	50.0%	29.5%	8.9%	9.6%	0.0%	1.9%	93	10.2
Montreal	11.0%	18.5%	11.2%	10.6%	47.9%	0.8%	255	6.1





### **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 (+/-)
<b>OVERALL</b>	<b>38.1%</b>	<b>20.1%</b>	<b>23.7%</b>	<b>14.0%</b>	<b>4.1%</b>	<b>336</b>	<b>5.4</b>
<b>GENDER</b>							
Male	39.1%	23.3%	17.1%	15.6%	4.9%	195	7.0
Female	34.1%	15.9%	34.6%	12.2%	3.2%	141	8.3
<b>AGE</b>							
<25	14.8%	26.9%	35.4%	19.1%	3.8%	23	20.4
25-44	29.9%	21.8%	30.2%	15.4%	2.7%	101	9.8
45-64	39.8%	16.9%	24.1%	12.5%	6.6%	136	8.4
65+	58.1%	15.4%	14.8%	10.1%	1.5%	76	11.2
<b>EDUCATION</b>							
High school or less	30.7%	14.1%	22.7%	28.1%	4.4%	79	11.0
College or CEGEP	41.2%	19.0%	26.6%	8.4%	4.9%	136	8.4
University or higher	35.0%	23.9%	27.4%	10.9%	2.9%	121	8.9





### **Federal Vote Intention – Alberta**

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

					Other	Sample Size	Margin of Error (+/-)
<b>OVERALL</b>	<b>56.9%</b>	<b>17.2%</b>	<b>8.1%</b>	<b>11.0%</b>	<b>6.8%</b>	<b>268</b>	<b>6.0</b>
<b>GENDER</b>							
Male	59.3%	14.7%	6.6%	12.0%	7.4%	136	8.4
Female	54.9%	19.4%	10.3%	9.7%	5.8%	132	8.5
<b>AGE</b>							
<25	53.1%	12.8%	17.9%	11.5%	4.8%	17	23.8
25-44	46.5%	17.1%	10.1%	17.4%	8.9%	83	10.8
45-64	58.8%	18.6%	5.4%	8.8%	8.4%	114	9.2
65+	76.3%	15.9%	5.7%	2.1%	0.0%	54	13.3
<b>EDUCATION</b>							
High school or less	59.8%	15.7%	7.4%	8.6%	8.5%	69	11.8
College or CEGEP	59.6%	11.1%	8.0%	13.5%	7.9%	92	10.2
University or higher	53.3%	23.0%	9.4%	10.1%	4.2%	107	9.5





### **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 (+/-)
<b>OVERALL</b>	<b>43.4%</b>	<b>24.9%</b>	<b>17.0%</b>	<b>13.5%</b>	<b>1.3%</b>	<b>169</b>	<b>7.5</b>
<b>GENDER</b>							
Male	48.1%	23.8%	14.9%	11.0%	2.1%	71	11.6
Female	41.9%	23.3%	19.8%	13.7%	1.4%	98	9.9
<b>AGE</b>							
<25	24.4%	13.9%	29.2%	32.5%	0.0%	13	27.2
25-44	54.0%	24.3%	10.3%	8.3%	3.1%	37	16.1
45-64	41.6%	26.6%	21.3%	9.3%	1.1%	70	11.7
65+	48.6%	22.7%	15.0%	12.2%	1.6%	49	14.0
<b>EDUCATION</b>							
High school or less	45.2%	22.6%	18.9%	13.3%	0.0%	45	14.6
College or CEGEP	49.7%	19.0%	18.0%	9.4%	3.9%	67	12.0
University or higher	40.8%	28.7%	15.2%	14.4%	1.0%	57	13.0






### **Federal Vote Intention – Ontario**

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

					Other	Sample Size	Margin of Error (+/-)
<b>OVERALL</b>	<b>38.5%</b>	<b>31.4%</b>	<b>15.5%</b>	<b>13.2%</b>	<b>1.4%</b>	<b>780</b>	<b>3.5</b>
<b>GENDER</b>							
Male	42.1%	30.7%	12.1%	13.2%	1.8%	394	4.9
Female	34.4%	32.0%	19.3%	13.2%	1.0%	386	5.0
<b>AGE</b>							
<25	26.6%	28.8%	18.5%	24.4%	1.7%	72	11.6
25-44	37.7%	31.3%	15.6%	15.0%	0.4%	219	6.6
45-64	38.5%	30.4%	17.6%	11.2%	2.4%	295	5.7
65+	45.9%	35.0%	10.8%	6.8%	1.4%	194	7.0
<b>EDUCATION</b>							
High school or less	35.4%	29.6%	16.4%	16.6%	2.0%	210	6.8
College or CEGEP	42.1%	27.4%	16.2%	12.7%	1.5%	239	6.3
University or higher	37.3%	35.2%	15.0%	11.5%	1.0%	331	5.4





### Federal Vote Intention – Quebec

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

						Other	Sample Size	Margin of Error (+/-)
<b>OVERALL</b>	<b>14.7%</b>	<b>19.9%</b>	<b>11.7%</b>	<b>10.2%</b>	<b>41.9%</b>	<b>1.6%</b>	<b>653</b>	<b>3.8</b>
<b>GENDER</b>								
Male	18.8%	19.6%	11.6%	10.3%	38.5%	1.1%	275	5.9
Female	12.0%	20.8%	12.2%	9.1%	43.8%	2.1%	378	5.0
<b>AGE</b>								
<25	13.8%	20.4%	5.1%	24.0%	36.7%	0.0%	65	12.2
25-44	11.0%	19.9%	12.4%	7.7%	47.1%	2.0%	219	6.6
45-64	18.4%	16.2%	12.5%	11.2%	39.9%	1.8%	244	6.3
65+	19.1%	28.4%	14.3%	1.5%	35.2%	1.5%	125	8.8
<b>EDUCATION</b>								
High school or less	17.5%	20.5%	8.9%	8.6%	42.7%	1.9%	239	6.3
College or CEGEP	18.3%	16.8%	12.0%	10.9%	41.7%	0.4%	215	6.7
University or higher	9.9%	23.6%	15.2%	9.6%	39.1%	2.5%	199	7.0

### 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 (+/-)
<b>OVERALL</b>	<b>36.0%</b>	<b>31.3%</b>	<b>19.8%</b>	<b>9.3%</b>	<b>3.6%</b>	<b>202</b>	<b>6.9</b>
<b>GENDER</b>							
Male	36.4%	25.5%	24.8%	7.4%	5.9%	84	10.7
Female	35.9%	35.9%	16.1%	10.6%	1.6%	118	9.0
<b>AGE</b>							
<25	21.4%	30.1%	18.1%	19.9%	10.5%	20	21.9
25-44	32.6%	30.2%	25.2%	10.0%	2.0%	56	13.1
45-64	38.2%	28.8%	21.3%	6.5%	5.2%	85	10.6
65+	48.3%	35.9%	10.6%	5.3%	0.0%	41	15.3
<b>EDUCATION</b>							
High school or less	42.7%	30.2%	11.6%	15.6%	0.0%	58	12.9
College or CEGEP	37.1%	24.7%	31.7%	1.6%	4.9%	61	12.6
University or higher	31.1%	35.7%	17.7%	10.2%	5.3%	83	10.8

<b>Direction of Country</b>					
<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 (+/-)
<b>NATIONALLY</b>	<b>51.1%</b>	<b>38.2%</b>	<b>10.6%</b>	<b>1353</b>	<b>2.7</b>
<b>REGION</b>					
British Columbia	51.3%	42.5%	6.2%	186	7.2
Alberta	61.6%	23.9%	14.5%	156	7.9
Saskatchewan/Manitoba	57.2%	29.3%	13.5%	84	10.7
Ontario	52.8%	35.7%	11.5%	426	4.8
Quebec	40.9%	49.4%	9.8%	377	5.1
Atlantic Canada	58.4%	32.0%	9.5%	124	8.8
<b>GENDER</b>					
Male	52.3%	39.1%	8.6%	614	4.0
Female	50.1%	37.5%	12.4%	739	3.6
<b>AGE</b>					
<25	55.8%	29.5%	14.8%	118	9.0
25-44	48.4%	43.4%	8.1%	386	5.0
45-64	51.7%	39.2%	9.1%	554	4.2
65+	52.1%	32.1%	15.8%	295	5.7
<b>EDUCATION</b>					
High school or less	51.2%	35.0%	13.8%	417	4.8
College or CEGEP	50.7%	39.4%	9.9%	463	4.6
University or higher	51.5%	39.8%	8.6%	473	4.5
<b>CURRENT VOTE INTENTION</b>					
Conservative Party of Canada	73.9%	16.5%	9.6%	407	4.9
Liberal Party of Canada	50.8%	37.1%	12.1%	277	5.9
NDP	36.3%	51.6%	12.1%	177	7.4
Green Party	37.2%	54.9%	7.9%	133	8.5
Bloc Quebecois	29.4%	63.6%	7.0%	151	8.0
Undecided	34.8%	53.8%	11.4%	25	19.6



<b>Direction of Government</b>					
<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 (+/-)
<b>NATIONALLY</b>	<b>41.9%</b>	<b>45.1%</b>	<b>13.1%</b>	<b>1441</b>	<b>2.6</b>
<b>REGION</b>					
British Columbia	38.9%	45.9%	15.2%	189	7.1
Alberta	56.7%	30.6%	12.7%	155	7.9
Saskatchewan/Manitoba	54.0%	30.4%	15.6%	127	8.7
Ontario	46.4%	42.4%	11.3%	488	4.4
Quebec	27.2%	59.5%	13.3%	369	5.1
Atlantic Canada	38.9%	44.9%	16.2%	113	9.2
<b>GENDER</b>					
Male	47.1%	42.7%	10.2%	675	3.8
Female	36.7%	47.4%	15.9%	766	3.5
<b>AGE</b>					
<25	37.9%	43.0%	19.2%	138	8.3
25-44	40.9%	48.7%	10.5%	451	4.6
45-64	39.8%	48.3%	11.9%	538	4.2
65+	50.9%	32.3%	16.8%	314	5.5
<b>EDUCATION</b>					
High school or less	42.5%	40.7%	16.8%	434	4.7
College or CEGEP	42.5%	45.9%	11.6%	477	4.5
University or higher	40.8%	47.8%	11.4%	530	4.3
<b>CURRENT VOTE INTENTION</b>					
Conservative Party of Canada	80.4%	13.1%	6.5%	439	4.7
Liberal Party of Canada	32.9%	52.2%	14.8%	309	5.6
NDP	21.8%	64.4%	13.8%	186	7.2
Green Party	22.7%	63.0%	14.2%	137	8.4
Bloc Quebecois	11.7%	79.1%	9.2%	128	8.7
Undecided	13.3%	65.6%	21.1%	39	15.7

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## 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 12 – May 18, 2010.<sup>1</sup> In total, a random sample of 2,794 Canadians aged 18 and over responded to the survey (including a sub-sample of 2,408 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.

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<sup>1</sup> Please note that these dates are not inclusive of the weekends, as we do not survey on Saturday or Sunday.