

CONSERVATIVES' LOCK ON LEAD RAISES QUESTIONS FOR OPPOSITION

OPPOSITION PARTIES FAIL TO CAPITALIZE ON ANTI-GOVERNMENT SENTIMENT

[Ottawa – May 27, 2010] - EKOS' tracking poll this week shows the Conservatives enjoying an 8-point lead over the second-place Liberals, the continuation of a trend of several months that would likely lead to another Conservative minority government.

"The Liberals are not much of a threat to Stephen Harper's grip on power at the moment," said EKOS President Frank Graves, "even though a healthy plurality of Canadians believes the government is headed in the wrong direction. No doubt whatever discontent people feel with the government is mitigated somewhat by the widespread belief that the country, if not the government, is headed in the right way."

Only Conservative supporters are happy with the direction of the government. Dissatisfaction is most intense among supporters of the Bloc Québécois, the Green party, and the NDP. Younger voters and Quebecers are also particularly unhappy with Harper's government.

"This pattern of unhappiness with the government combined with the unpopularity of the opposition Liberals, at least in relative historical terms, is what has produced the recent spate of speculation about coalition arrangements," said Graves. "Of course, the example of what has just happened in the United Kingdom has also played a role."

While the combined support of the New Democrats and Liberals would best the Conservatives at their current levels, previous research has suggested that the Liberals are prone to further bleeding to the Conservatives in such an arrangement. Add the Green party's support and the three parties combined would command a majority of the electorate – though again, there is no certainty this would work. Indeed the united Conservative party has yet to achieve a level of support equal to the combined strength of its two predecessor parties – the Canadian Alliance and the Progressive Conservatives.

HIGHLIGHTS

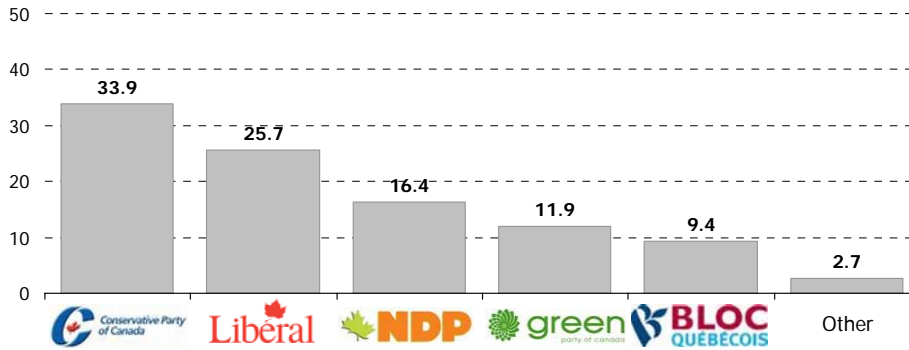
- **National federal vote intention:**
 - ☒ **33.9% CPC**
 - ☒ **25.7% LPC**
 - ☒ **16.4% NDP**
 - ☒ **11.9% Green**
 - ☒ **9.4% BQ**
 - ☒ **2.7% other**
- **Direction of country:**
 - ☒ **50.4% right direction**
 - ☒ **37.0% wrong direction**
 - ☒ **12.6% DK/NR**
- **Direction of government:**
 - ☒ **41.9% right direction**
 - ☒ **48.0% wrong direction**
 - ☒ **10.1% DK/NR**

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

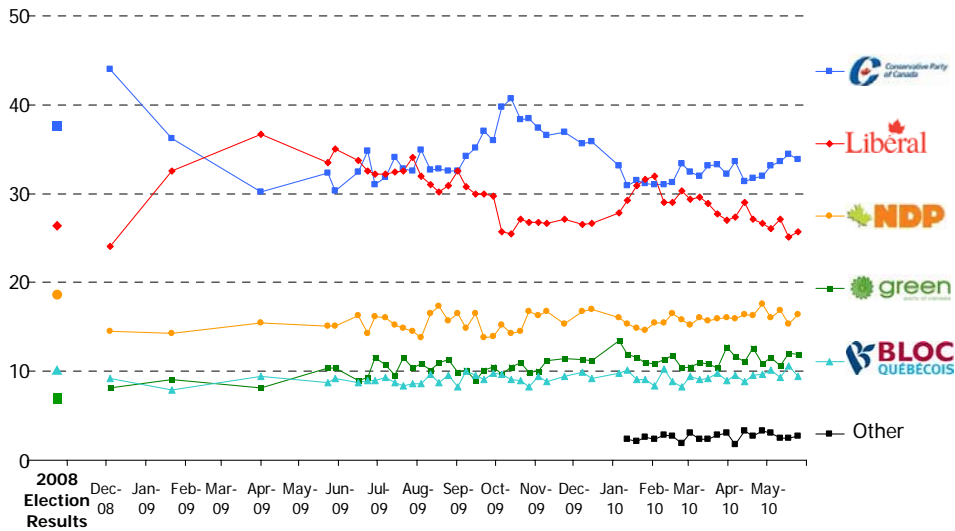
Top Line Results:

Federal vote intention

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



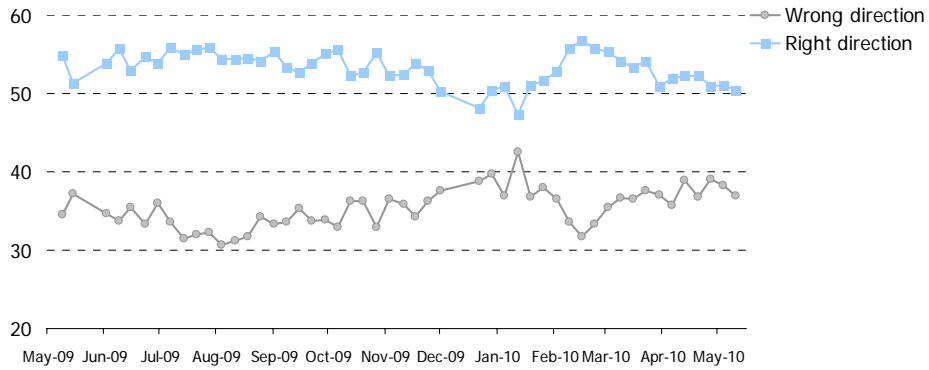
Weekly tracking of federal vote intention



Note: The data on federal vote intention are based on decided voters only. Our survey also finds that 14.6% 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?

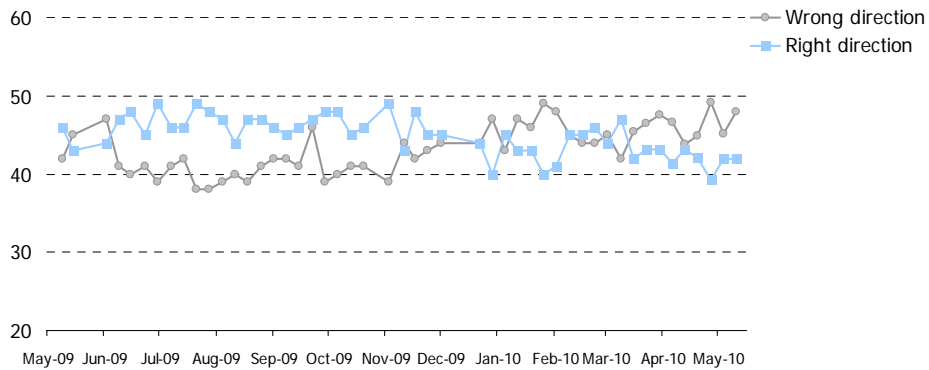


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BASE: Canadians; most recent data point May 19-25 (n=half sample)

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 19-25 (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	33.9%	25.7%	16.4%	11.9%	9.4%	2.7%	1870	2.3
REGION								
British Columbia	31.0%	23.0%	24.2%	17.3%	0.0%	4.6%	289	5.8
Alberta	57.1%	16.2%	12.2%	11.2%	0.0%	3.2%	229	6.5
Saskatchewan/Manitoba	42.7%	20.5%	25.2%	8.3%	0.0%	3.3%	143	8.2
Ontario	38.9%	31.1%	16.1%	11.5%	0.0%	2.5%	567	4.1
Quebec	16.3%	20.5%	12.7%	11.3%	37.4%	1.8%	505	4.4
Atlantic Canada	33.5%	38.7%	15.5%	10.7%	0.0%	1.5%	137	8.4
GENDER								
Male	36.4%	24.8%	14.2%	12.3%	9.4%	2.8%	891	3.3
Female	31.3%	26.6%	18.7%	11.5%	9.4%	2.5%	979	3.1
AGE								
<25	14.0%	22.9%	20.3%	26.1%	11.3%	5.5%	156	7.9
25-44	29.8%	25.8%	16.4%	15.2%	10.9%	1.9%	547	4.2
45-64	36.9%	26.1%	16.5%	8.1%	10.0%	2.4%	709	3.7
65+	47.7%	26.6%	14.1%	4.3%	4.4%	2.9%	458	4.6
EDUCATION								
High school or less	34.2%	20.5%	17.3%	11.6%	13.0%	3.4%	516	4.3
College or CEGEP	36.0%	22.3%	15.9%	12.8%	10.4%	2.7%	645	3.9
University or higher	31.6%	32.6%	16.3%	11.4%	6.0%	2.1%	709	3.7
METROPOLITAN CANADA								
Vancouver	36.6%	25.5%	21.0%	10.3%	0.0%	6.6%	109	9.4
Calgary	59.8%	16.7%	7.6%	14.5%	0.0%	1.4%	67	12.0
Toronto	33.7%	39.4%	15.1%	10.0%	0.0%	1.8%	197	7.0
Ottawa	39.8%	34.7%	13.2%	10.2%	0.0%	2.1%	86	10.6
Montreal	12.0%	22.8%	15.1%	10.3%	38.2%	1.6%	247	6.2





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	31.0%	23.0%	24.2%	17.3%	4.6%	289	5.8
GENDER							
Male	32.7%	25.7%	19.0%	16.5%	6.2%	127	8.7
Female	30.9%	21.7%	28.1%	16.6%	2.7%	162	7.7
AGE							
<25	10.1%	7.6%	29.2%	39.9%	13.2%	30	17.9
25-44	29.3%	29.8%	22.6%	15.9%	2.4%	87	10.5
45-64	32.5%	25.3%	24.0%	13.0%	5.2%	107	9.5
65+	48.0%	17.3%	22.1%	10.8%	1.8%	65	12.2
EDUCATION							
High school or less	33.3%	15.2%	24.6%	21.4%	5.5%	63	12.4
College or CEGEP	34.6%	24.9%	23.1%	14.4%	3.0%	104	9.6
University or higher	28.7%	26.7%	23.7%	16.0%	5.0%	122	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 (+/-)
OVERALL	57.1%	16.2%	12.2%	11.2%	3.2%	229	6.5
GENDER							
Male	53.2%	23.4%	11.2%	8.8%	3.3%	110	9.3
Female	58.7%	10.6%	14.4%	13.0%	3.3%	119	9.0
AGE							
<25	21.5%	31.7%	30.5%	9.0%	7.3%	13	27.2
25-44	51.7%	15.3%	12.1%	17.0%	3.9%	79	11.0
45-64	68.9%	15.3%	5.9%	8.7%	1.1%	78	11.1
65+	63.0%	12.6%	16.3%	4.5%	3.7%	59	12.8
EDUCATION							
High school or less	52.5%	24.4%	17.9%	3.7%	1.5%	68	11.9
College or CEGEP	62.7%	9.6%	7.8%	15.3%	4.6%	82	10.8
University or higher	52.1%	17.4%	13.8%	13.0%	3.6%	79	11.0





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	42.7%	20.5%	25.2%	8.3%	3.3%	143	8.2
GENDER							
Male	50.7%	15.9%	21.7%	9.9%	1.8%	68	11.9
Female	36.1%	24.3%	24.6%	11.2%	3.8%	75	11.3
AGE							
<25	30.8%	14.0%	16.8%	26.2%	12.2%	7	37.0
25-44	46.1%	25.0%	18.0%	8.0%	2.9%	38	15.9
45-64	42.5%	16.3%	31.5%	9.8%	0.0%	53	13.5
65+	50.0%	20.4%	21.1%	6.8%	1.8%	45	14.6
EDUCATION							
High school or less	43.6%	16.3%	26.4%	8.7%	5.0%	50	13.9
College or CEGEP	47.9%	18.6%	15.5%	15.4%	2.7%	52	13.6
University or higher	38.9%	25.9%	28.7%	6.5%	0.0%	41	15.3






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	38.9%	31.1%	16.1%	11.5%	2.5%	567	4.1
GENDER							
Male	42.1%	28.0%	14.6%	13.2%	2.2%	280	5.9
Female	34.7%	34.3%	17.8%	10.5%	2.7%	287	5.8
AGE							
<25	22.0%	27.2%	31.2%	16.4%	3.2%	42	15.1
25-44	31.6%	31.9%	14.0%	21.0%	1.4%	144	8.2
45-64	41.2%	33.2%	16.5%	6.4%	2.8%	235	6.4
65+	55.5%	27.5%	10.9%	3.0%	3.2%	146	8.1
EDUCATION							
High school or less	40.5%	20.3%	22.6%	13.2%	3.4%	122	8.9
College or CEGEP	41.2%	27.4%	16.3%	12.2%	2.9%	182	7.3
University or higher	35.7%	38.9%	12.8%	11.0%	1.6%	263	6.0





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	16.3%	20.5%	12.7%	11.3%	37.4%	1.8%	505	4.4
GENDER								
Male	20.7%	18.3%	12.1%	10.4%	36.3%	2.3%	242	6.3
Female	11.8%	24.2%	13.0%	10.6%	38.8%	1.5%	263	6.0
AGE								
<25	5.0%	15.1%	6.7%	34.6%	36.8%	1.8%	49	14.0
25-44	17.4%	18.4%	14.9%	9.9%	37.8%	1.5%	171	7.5
45-64	14.8%	17.5%	13.3%	7.9%	45.2%	1.3%	178	7.4
65+	24.4%	38.3%	10.2%	1.1%	22.0%	4.1%	107	9.5
EDUCATION								
High school or less	16.6%	18.9%	9.1%	10.6%	42.7%	2.1%	167	7.6
College or CEGEP	15.2%	17.5%	13.5%	12.5%	38.8%	2.5%	181	7.3
University or higher	17.3%	28.4%	15.1%	7.9%	30.4%	1.0%	157	7.8

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	33.5%	38.7%	15.5%	10.7%	1.5%	137	8.4
GENDER							
Male	27.3%	47.9%	11.3%	11.9%	1.6%	64	12.3
Female	35.7%	31.3%	22.9%	9.0%	1.1%	73	11.5
AGE							
<25	6.4%	60.6%	0.0%	28.2%	4.8%	15	25.3
25-44	21.5%	38.3%	32.2%	8.0%	0.0%	28	18.5
45-64	42.3%	35.5%	11.4%	8.7%	2.1%	58	12.9
65+	45.4%	35.1%	13.1%	6.4%	0.0%	36	16.3
EDUCATION							
High school or less	39.8%	40.6%	8.7%	6.5%	4.5%	46	14.5
College or CEGEP	34.7%	37.3%	21.0%	6.9%	0.0%	44	14.8
University or higher	21.7%	40.2%	21.0%	17.0%	0.0%	47	14.3

<u>Direction of Country</u>					
<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	50.4%	37.0%	12.6%	1106	3.0
REGION					
British Columbia	51.6%	38.5%	9.8%	166	7.6
Alberta	60.6%	28.6%	10.8%	122	8.9
Saskatchewan/Manitoba	55.0%	28.3%	16.7%	93	10.2
Ontario	55.2%	31.9%	12.9%	336	5.4
Quebec	36.0%	50.1%	13.8%	310	5.6
Atlantic Canada	57.3%	32.9%	9.7%	79	11.0
GENDER					
Male	51.9%	38.9%	9.3%	503	4.4
Female	49.1%	35.3%	15.6%	603	4.0
AGE					
<25	45.7%	37.0%	17.3%	95	10.1
25-44	49.1%	39.6%	11.4%	322	5.5
45-64	50.7%	38.1%	11.2%	426	4.8
65+	55.4%	30.0%	14.6%	263	6.0
EDUCATION					
High school or less	46.0%	37.4%	16.6%	317	5.5
College or CEGEP	54.1%	35.6%	10.3%	374	5.1
University or higher	50.4%	38.0%	11.6%	415	4.8
CURRENT VOTE INTENTION					
Conservative Party of Canada	75.7%	16.3%	8.0%	322	5.5
Liberal Party of Canada	45.7%	43.1%	11.2%	257	6.1
NDP	36.3%	49.3%	14.3%	152	8.0
Green Party	36.9%	45.8%	17.2%	106	9.5
Bloc Quebecois	33.5%	52.6%	13.9%	98	9.9
Undecided	28.7%	57.1%	14.2%	21	21.4

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	41.9%	48.0%	10.1%	1072	3.0
REGION					
British Columbia	39.9%	52.1%	8.0%	163	7.7
Alberta	56.4%	34.8%	8.7%	138	8.3
Saskatchewan/Manitoba	45.0%	46.2%	8.8%	83	10.8
Ontario	45.6%	43.0%	11.3%	334	5.4
Quebec	27.4%	63.1%	9.5%	273	5.9
Atlantic Canada	48.2%	39.9%	11.9%	81	10.9
GENDER					
Male	45.9%	46.8%	7.3%	491	4.4
Female	38.2%	49.2%	12.6%	581	4.1
AGE					
<25	25.4%	64.0%	10.6%	95	10.1
25-44	42.3%	48.8%	9.0%	328	5.4
45-64	42.7%	48.4%	8.9%	403	4.9
65+	51.1%	34.4%	14.5%	246	6.3
EDUCATION					
High school or less	39.5%	47.9%	12.6%	303	5.6
College or CEGEP	42.2%	48.2%	9.5%	390	5.0
University or higher	43.5%	47.9%	8.6%	379	5.0
CURRENT VOTE INTENTION					
Conservative Party of Canada	81.7%	11.6%	6.6%	328	5.4
Liberal Party of Canada	35.8%	55.4%	8.8%	217	6.7
NDP	18.8%	68.7%	12.5%	155	7.9
Green Party	27.1%	66.6%	6.2%	100	9.8
Bloc Quebecois	9.4%	86.2%	4.4%	88	10.5
Undecided	19.9%	71.9%	8.3%	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 landline/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 19 – May 25, 2010.¹ In total, a random sample of 2,178 Canadians aged 18 and over responded to the survey (including a sub-sample of 1,870 decided voters). The margin of error associated with the total sample is +/-2.1 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 or holidays, as we do not survey on Saturday or Sunday, nor do we survey on Victoria Day.