TORIES LOWEST SINCE ACHIEVING GOVERNMENT
LOWEST EVER SCORE FOR DIRECTION OF GOVERNMENT

[Ottawa – June 17, 2010] - In a virtually unprecedented political landscape, no federal party can break the rather humble 30.5 percent level. As a vivid indicator of the temper of the times, the electorate have bestowed the lowest ever rating of federal direction. It is not the "statistical" significance of the modest week to week fluctuations which is interesting; it is the overall trajectory and patterns of the last several weeks which are revealing. These patterns are highly significant and paint a rather bleak picture for both the Liberals and the Conservatives.

It is hard to imagine who should be more distressed by the current patterns. The Liberals remain mired in unthinkable depths for Canada's erstwhile natural governing party. They are now clearly stuck in Dion levels and are attracting about half the vote that they routinely recorded in polls ten years ago. It is little wonder that heightened talks of alliances and leadership continue to circulate.

HIGHLIGHTS

- **National federal vote intention:**
  - ¤ **30.5% CPC**
  - ¤ **26.3% LPC**
  - ¤ **17.4% NDP**
  - ¤ **12.3% Green**
  - ¤ **10.5% BQ**
  - ¤ **3.0% other**

- **Direction of country:**
  - ¤ **48.9% right direction**
  - ¤ **38.6% wrong direction**
  - ¤ **12.5% DK/NR**

- **Direction of government:**
  - ¤ **36.6% right direction**
  - ¤ **51.5% wrong direction**
  - ¤ **11.9% DK/NR**

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

Yet the poll may be even gloomier for the ruling Conservative Party. While they still cling to a declining lead, they are in danger of falling below the 30 point-ceiling. The patterns show a clear decline which has seen a comfortable lead of nearly ten points dwindle to a downright uncomfortable 4-point margin over the past month. Their current vote intention is the lowest since they took office and the leading direction of federal government indicator is the lowest for any sitting Canadian government in the 11 years we have been tracking it. To be blunt, it is difficult to see how the Conservatives could form a legitimate government on the basis of these numbers.

Conservative woes have not lifted Liberal fortunes, nor has there been any clear beneficiary in a muddled political landscape. The regional races are interesting and show some new patterns over the past month or so. BC has become a very cluttered 4-way race with the NDP now enjoying a statistically insignificant lead. The newly muscular GP is hot on the heels of the Liberals, while the Conservatives are tied with the NDP for the lead. Stephen Harper's Conservatives enjoy uncontested hegemony of Alberta, Saskatchewan, and Manitoba. In Ontario, the Liberals have moved out to a small but very important lead. Quebec shows the Bloc holding the strongest
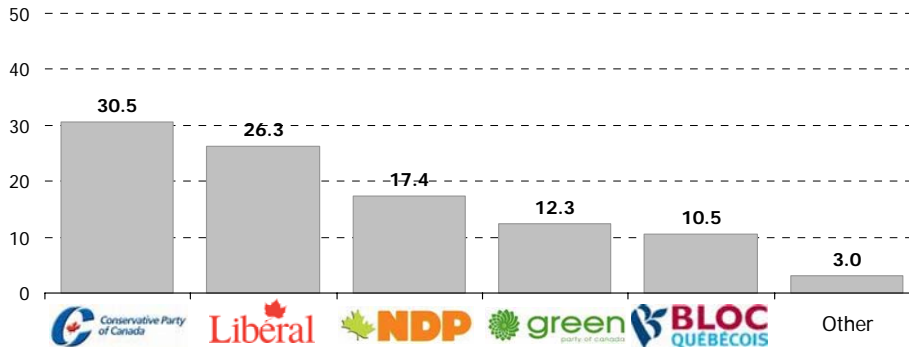
position as Quebec federalist voters seem hamstrung as to which federalist party they can tolerate. One clear pattern is that the Conservatives are currently positioned to see a significant decline in its Quebec representation. For several weeks now, the Liberals have enjoyed what seems to be a newly stable lead in Atlantic Canada.

Some had speculated that heightened chatter of coalitions would throw nervous voters back into Prime Minister Harper's camp. To the contrary, the clear conclusion from the current poll is that no single party now enjoys sufficient public confidence to lead a legitimate government.
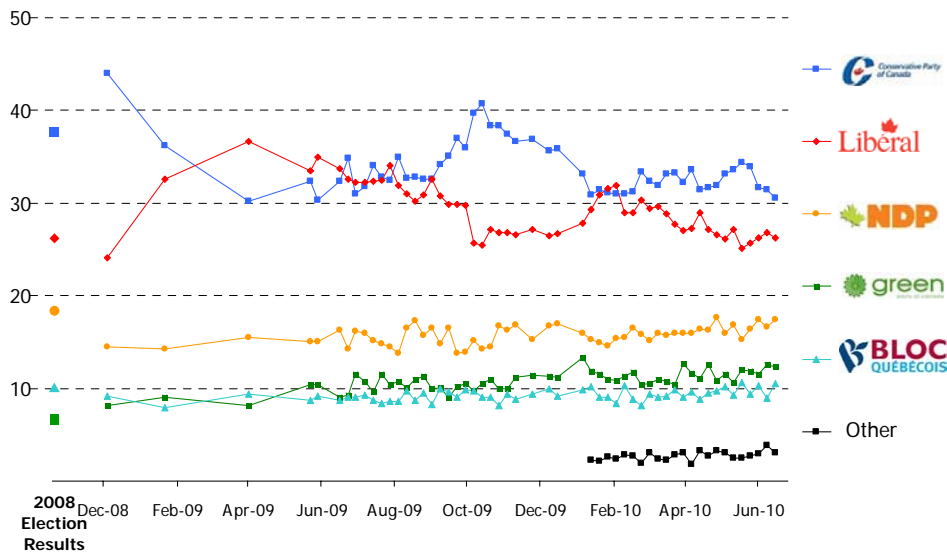
Top Line Results:

Federal vote intention

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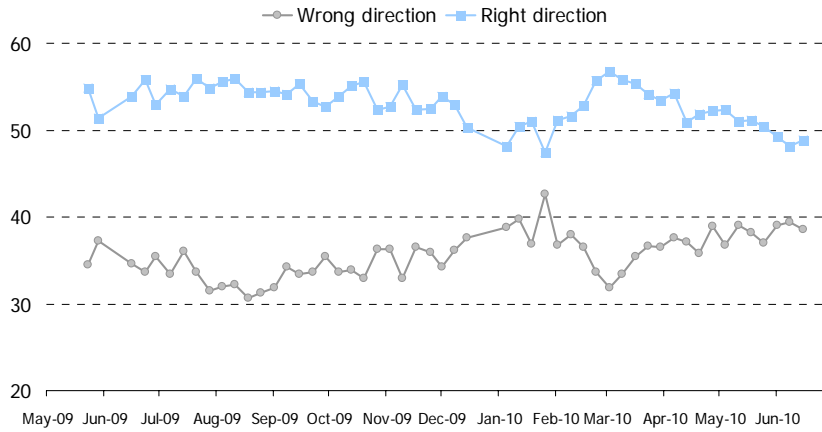

Bar chart: Conservative Party of Canada **30.5**, Liberal **26.3**, NDP **17.4**, green **12.3**, BLOC QUÉBÉCOIS **10.5**, Other **3.0**

Weekly tracking of federal vote intention

Note: The data on federal vote intention are based on decided voters only.
Our survey also finds that 14.8% of Canadians are undecided/ineligible to vote.

BASE: Decided voters; most recent data point June 9-15 (n=1,725)

Direction of country

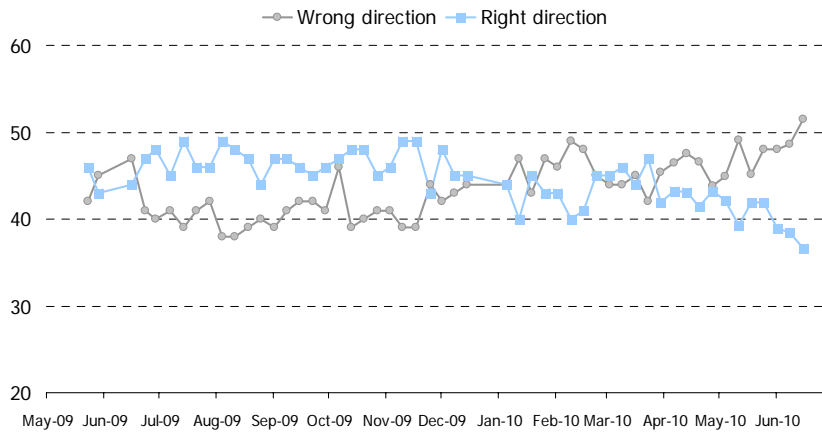*Q. All things considered, would you say the country is moving in the right direction or the wrong direction?*

BASE: Canadians; most recent data point June 9-15 (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?

BASE: Canadians; most recent data point June 9-15 (n=half sample)

Detailed Tables:

National Federal Vote Intention

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

	Conservative Party of Canada	Liberal	NDP	green	BLOC QUÉBÉCOIS	Other	Sample Size	Margin of Error (+/-)
NATIONALLY	**30.5%**	**26.3%**	**17.4%**	**12.3%**	**10.5%**	**3.0%**	**1725**	**2.4**
REGION								
British Columbia	29.9%	18.9%	30.2%	16.7%	0.0%	4.2%	200	6.9
Alberta	57.0%	13.4%	13.3%	13.1%	0.0%	3.3%	174	7.4
Saskatchewan/Manitoba	49.2%	18.5%	17.7%	9.4%	0.0%	5.2%	119	9.0
Ontario	31.2%	35.4%	16.1%	14.4%	0.0%	2.9%	632	3.9
Quebec	14.6%	20.3%	12.9%	8.3%	41.9%	2.0%	455	4.6
Atlantic Canada	29.2%	37.1%	21.7%	9.2%	0.0%	2.7%	145	8.1
GENDER								
Male	33.4%	26.1%	16.4%	10.1%	10.7%	3.3%	809	3.5
Female	27.8%	26.4%	18.3%	14.5%	10.2%	2.7%	916	3.2
AGE								
<25	24.6%	24.3%	17.5%	20.9%	10.7%	2.0%	170	7.5
25-44	27.2%	24.5%	19.4%	15.1%	11.2%	2.6%	548	4.2
45-64	30.8%	28.4%	15.2%	10.1%	12.3%	3.2%	633	3.9
65+	40.4%	26.9%	17.6%	5.5%	5.4%	4.2%	374	5.1
EDUCATION								
High school or less	33.2%	25.3%	14.2%	12.0%	13.0%	2.4%	500	4.4
College or CEGEP	30.8%	23.3%	17.2%	14.5%	11.1%	3.1%	541	4.2
University or higher	28.2%	29.4%	20.0%	10.8%	8.1%	3.4%	684	3.8
METROPOLITAN CANADA								
Vancouver	32.5%	20.3%	33.0%	11.6%	0.0%	2.6%	78	11.1
Calgary	56.7%	14.1%	15.7%	8.5%	0.0%	5.1%	64	12.3
Toronto	29.2%	40.7%	16.3%	12.3%	0.0%	1.6%	234	6.4
Ottawa	45.9%	32.3%	11.5%	6.6%	0.0%	3.7%	106	9.5
Montreal	14.7%	24.7%	10.6%	8.9%	38.6%	2.5%	250	6.2

Federal Vote Intention – British Columbia

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

	Conservative Party of Canada	Liberal	NDP	green	Other	Sample Size	Margin of Error (+/-)
OVERALL	**29.9%**	**18.9%**	**30.2%**	**16.7%**	**4.2%**	**200**	**6.9**
GENDER							
Male	31.9%	22.9%	28.6%	12.4%	4.2%	96	10.0
Female	28.4%	14.8%	31.9%	20.6%	4.3%	104	9.6
AGE							
<25	25.5%	15.1%	25.8%	33.6%	0.0%	20	21.9
25-44	27.4%	19.4%	30.7%	15.9%	6.5%	64	12.3
45-64	29.2%	22.8%	27.7%	17.5%	2.8%	75	11.3
65+	39.5%	11.9%	36.8%	6.8%	5.0%	41	15.3
EDUCATION							
High school or less	33.6%	17.7%	33.1%	13.0%	2.6%	49	14.0
College or CEGEP	27.4%	16.1%	28.2%	20.2%	8.1%	67	12.0
University or higher	30.2%	21.4%	30.3%	15.8%	2.3%	84	10.7

Federal Vote Intention – Alberta

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

	Conservative Party of Canada	Liberal	NDP	green	Other	Sample Size	Margin of Error (+/-)
OVERALL	**57.0%**	**13.4%**	**13.3%**	**13.1%**	**3.3%**	**174**	**7.4**
GENDER							
Male	66.3%	13.9%	7.7%	9.0%	3.1%	88	10.5
Female	47.5%	13.8%	19.7%	15.3%	3.7%	86	10.6
AGE							
<25	55.1%	18.4%	15.6%	10.9%	0.0%	16	24.5
25-44	55.0%	9.0%	12.8%	19.8%	3.4%	67	12.0
45-64	59.9%	13.0%	11.5%	11.6%	4.1%	61	12.6
65+	53.7%	22.2%	20.1%	0.0%	4.1%	30	17.9
EDUCATION							
High school or less	69.0%	11.4%	8.2%	10.0%	1.3%	50	13.9
College or CEGEP	64.0%	5.7%	10.6%	16.2%	3.6%	57	13.0
University or higher	40.9%	22.7%	21.1%	10.5%	4.8%	67	12.0

Federal Vote Intention – Saskatchewan/Manitoba

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

	Conservative Party of Canada	Liberal	NDP	green	Other	Sample Size	Margin of Error (+/-)
OVERALL	**49.2%**	**18.5%**	**17.7%**	**9.4%**	**5.2%**	**119**	**9.0**
GENDER							
Male	51.5%	11.3%	16.5%	12.6%	8.1%	59	12.8
Female	44.6%	25.9%	19.7%	7.4%	2.4%	60	12.7
AGE							
<25	46.2%	19.1%	17.4%	0.0%	17.4%	11	29.6
25-44	47.2%	15.8%	21.7%	12.0%	3.2%	32	17.3
45-64	43.3%	22.5%	14.8%	14.6%	4.8%	41	15.3
65+	60.0%	17.3%	17.3%	2.7%	2.7%	35	16.6
EDUCATION							
High school or less	58.1%	21.1%	12.0%	4.9%	3.9%	47	14.3
College or CEGEP	42.8%	18.1%	19.5%	14.3%	5.3%	35	16.6
University or higher	42.3%	16.9%	23.1%	11.3%	6.4%	37	16.1

Federal Vote Intention – Ontario

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

	Conservative Party of Canada	Liberal	NDP	green	Other	Sample Size	Margin of Error (+/-)
OVERALL	**31.2%**	**35.4%**	**16.1%**	**14.4%**	**2.9%**	**632**	**3.9**
GENDER							
Male	31.6%	34.8%	15.7%	13.5%	4.3%	290	5.8
Female	30.4%	35.9%	16.6%	15.6%	1.5%	342	5.3
AGE							
<25	27.1%	33.7%	16.8%	19.9%	2.5%	62	12.5
25-44	26.1%	34.1%	17.2%	20.4%	2.3%	182	7.3
45-64	33.5%	38.5%	14.8%	9.5%	3.7%	231	6.5
65+	38.5%	32.8%	16.4%	9.3%	3.0%	157	7.8
EDUCATION							
High school or less	36.7%	31.7%	14.2%	15.6%	1.7%	153	7.9
College or CEGEP	29.0%	32.5%	17.0%	19.0%	2.5%	189	7.1
University or higher	29.3%	39.3%	16.6%	10.9%	3.9%	290	5.8

Federal Vote Intention – Quebec

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

	Conservative Party of Canada	Liberal	NDP	green	BLOC QUÉBÉCOIS	Other	Sample Size	Margin of Error (+/-)
OVERALL	**14.6%**	**20.3%**	**12.9%**	**8.3%**	**41.9%**	**2.0%**	**455**	**4.6**
GENDER								
Male	20.4%	20.2%	13.8%	3.2%	41.9%	0.4%	207	6.8
Female	10.7%	21.1%	11.1%	12.1%	40.8%	4.2%	248	6.2
AGE								
<25	10.7%	21.6%	13.5%	21.1%	33.0%	0.0%	51	13.7
25-44	12.4%	18.6%	18.4%	7.7%	42.3%	0.6%	152	8.0
45-64	13.1%	19.6%	9.6%	6.5%	49.2%	2.0%	170	7.5
65+	30.4%	26.2%	5.0%	0.0%	30.4%	8.0%	82	10.8
EDUCATION								
High school or less	14.2%	24.5%	6.5%	9.9%	41.0%	3.9%	151	8.0
College or CEGEP	16.5%	18.5%	13.4%	6.0%	45.2%	0.4%	146	8.1
University or higher	16.1%	18.5%	18.2%	6.8%	38.2%	2.2%	158	7.8

Federal Vote Intention – Atlantic Canada

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

	Conservative Party of Canada	Liberal	NDP	green	Other	Sample Size	Margin of Error (+/-)
OVERALL	**29.2%**	**37.1%**	**21.7%**	**9.2%**	**2.7%**	**145**	**8.1**
GENDER							
Male	26.0%	37.7%	21.5%	12.1%	2.6%	69	11.8
Female	31.5%	34.9%	23.1%	8.0%	2.5%	76	11.2
AGE							
<25	11.4%	9.5%	39.3%	39.8%	0.0%	10	31.0
25-44	25.9%	36.9%	23.7%	9.7%	3.8%	51	13.7
45-64	32.2%	42.2%	18.7%	5.3%	1.5%	55	13.2
65+	37.5%	38.4%	17.1%	3.4%	3.6%	29	18.2
EDUCATION							
High school or less	21.6%	38.8%	27.5%	12.2%	0.0%	50	13.9
College or CEGEP	33.9%	36.2%	19.4%	6.2%	4.2%	47	14.3
University or higher	31.5%	33.7%	19.6%	11.3%	3.9%	48	14.1

Direction of Country

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

	Right Direction	Wrong Direction	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	**48.9%**	**38.6%**	**12.5%**	**1004**	**3.1**
REGION					
British Columbia	50.1%	36.9%	13.0%	115	9.1
Alberta	56.2%	31.5%	12.3%	105	9.6
Saskatchewan/Manitoba	65.5%	22.0%	12.5%	66	12.1
Ontario	46.6%	42.9%	10.5%	367	5.1
Quebec	41.3%	42.8%	15.8%	266	6.0
Atlantic Canada	60.2%	29.5%	10.3%	85	10.6
GENDER					
Male	51.7%	36.7%	11.6%	471	4.5
Female	46.3%	40.5%	13.3%	533	4.2
AGE					
<25	55.3%	35.5%	9.2%	104	9.6
25-44	48.0%	39.2%	12.8%	314	5.5
45-64	45.0%	41.7%	13.4%	376	5.1
65+	54.6%	33.2%	12.2%	210	6.8
EDUCATION					
High school or less	50.7%	32.3%	17.1%	301	5.7
College or CEGEP	49.2%	37.9%	12.9%	319	5.5
University or higher	47.3%	44.3%	8.4%	384	5.0
CURRENT VOTE INTENTION					
Conservative Party of Canada	73.2%	16.4%	10.4%	286	5.8
Liberal Party of Canada	49.3%	40.5%	10.2%	227	6.5
NDP	39.5%	49.0%	11.4%	146	8.1
Green Party	34.6%	55.6%	9.8%	97	10.0
Bloc Quebecois	35.9%	53.1%	11.0%	93	10.2
Undecided	28.9%	57.2%	13.8%	29	18.2

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	**36.6%**	**51.5%**	**11.9%**	**1009**	**3.1**
REGION					
British Columbia	35.9%	52.7%	11.4%	117	9.1
Alberta	66.4%	23.7%	10.0%	96	10.0
Saskatchewan/Manitoba	43.1%	37.6%	19.4%	73	11.5
Ontario	35.6%	50.6%	13.8%	377	5.1
Quebec	25.8%	66.3%	7.9%	261	6.1
Atlantic Canada	33.6%	54.4%	12.0%	85	10.6
GENDER					
Male	42.4%	48.3%	9.3%	453	4.6
Female	31.4%	54.4%	14.2%	556	4.2
AGE					
<25	40.0%	45.0%	15.0%	102	9.7
25-44	36.1%	54.1%	9.8%	321	5.5
45-64	34.7%	55.1%	10.2%	368	5.1
65+	39.1%	43.3%	17.6%	218	6.6
EDUCATION					
High school or less	38.2%	47.4%	14.4%	323	5.5
College or CEGEP	37.2%	52.3%	10.5%	318	5.5
University or higher	34.6%	54.5%	11.0%	368	5.1
CURRENT VOTE INTENTION					
Conservative Party of Canada	72.7%	16.0%	11.3%	252	6.2
Liberal Party of Canada	29.3%	58.6%	12.1%	229	6.5
NDP	24.7%	68.8%	6.6%	143	8.2
Green Party	21.3%	70.8%	8.0%	98	9.9
Bloc Quebecois	8.3%	88.1%	3.6%	100	9.8
Undecided	16.8%	75.1%	8.1%	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 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 June 9 – June 15, 2010.[1] In total, a random sample of 2,013 Canadians aged 18 and over responded to the survey (including a sub-sample of 1,725 decided voters). The margin of error associated with the total sample is +/-2.2 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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[1] Please note that these dates are not inclusive of weekends, as we do not survey on Saturday or Sunday.