

CLOSE RACE WITH EVIDENCE OF A MODEST LIBERAL ADVANTAGE EMERGING

[OTTAWA – June 11, 2009] – The medium-term trend continues to show a modest lead for the Liberals under the leadership of Michael Ignatieff. Since last week's results, the Liberals have widened the narrow advantage they have over Stephen Harper's Conservatives. That said, neither party seems assured of victory in any election in the near future. Moreover, the prospects of a majority parliament remain remote even after three consecutive minorities. The current numbers and evolving trends, however, increasingly favour the Liberals.

For greater perspective, we note that a 12-point Conservative advantage in the October 2008 election has turned to a nearly 5-point Liberal advantage. This is a significant turnaround in a fairly short period of time. Moreover, the modest LPC advantage masks a more significant regional advantage. The Liberals now have a 10-point advantage in the crucial Ontario battleground and they have moved back to the height of voter support they enjoyed in Quebec when Mr. Chretien was reeling off successive majority governments. The near death experience produced by the corrosive impacts of the sponsorship scandal has now receded and it is the Conservatives who are being reduced to political irrelevance in Quebec. It is also the case that the current LPC advantage does not appear to be an overnight sensation, but a relatively steady reversal of fortunes. Despite some significant day to day fluctuations, since we began this exercise four weeks ago, apart from a trough in mid-May (where the LPC advantage was very small), it has been returning to and perhaps even exceeding the 6-point advantage we saw in the early part of the month of May. In fact, the last three days have seen an advantage of about 8-points for the LPC.

HIGHLIGHTS

- **National federal vote intention:**
 - **35.0% LPC**
 - **30.3% CPC**
 - **15.1% NDP**
 - **10.4% Green**
 - **9.2% BQ**

- **Top issue for next election:**
 - **35% social issues**
 - **27% jobs & unemployment**
 - **18% debt & deficit**
 - **11% climate change**
 - **10% none of the above**

- **Best Prime Minister:**
 - **29% Stephen Harper**
 - **26% Michael Ignatieff**
 - **45% Neither**

Please note that the methodology and detailed tables of these and other results discussed in this release are provided at the end of this document.

While this is good news for the Liberals, their advantage should not be overstated. The Conservatives are very strong in the west and Mr. Harper continues to enjoy a slight but significant advantage as best Prime Minister. It should be noted, however, that the “neither” option for “Best PM” continues to eclipse both Mr. Harper and Mr. Ignatieff as favoured choice (especially among non-CPC and non-LPC voters). It is also notable that both leaders find greatest favour in very similar demographic segments of the Canadian population (i.e., older, economically secure males). The most important discriminatory factor for the two real aspirants to the Sussex address is a profound west-east divide (with the west favouring Mr. Harper, and the east Mr. Ignatieff).

This week’s poll explored which issues were seen as the most important in shaping voting intention in a hypothetical immediate election. Somewhat surprisingly, social issues like health care and education lead (chosen by 35 per cent nationally). These issues are more salient to economically vulnerable voters, women, and residents of the Prairies and Atlantic Canada. The Liberals hold an advantage on these issues (even though they are of greatest importance to NDP supporters).

Jobs and unemployment are the second most important issue (chosen by 27 per cent nationally), and is of elevated importance to Ontarians. The Liberals hold a perceived advantage on this issue as well.

Debt and deficit is the third most important issue (chosen by 18 per cent nationally), and is more important to CPC supporters, Albertans, males and boomers. The CPC and the LPC are virtually tied as credible stewards of public finances (although Conservatives do hold a modest advantage here).

Climate change trails all other issues with only 11 percent selecting it nationally. This issue often fares poorly in forced-choice situation such as this and has undoubtedly been eclipsed recently by economic concerns. It is, however, more important to younger voters and in British Columbia. Notably, the Green Party is seen as best poised to lead with this issue.

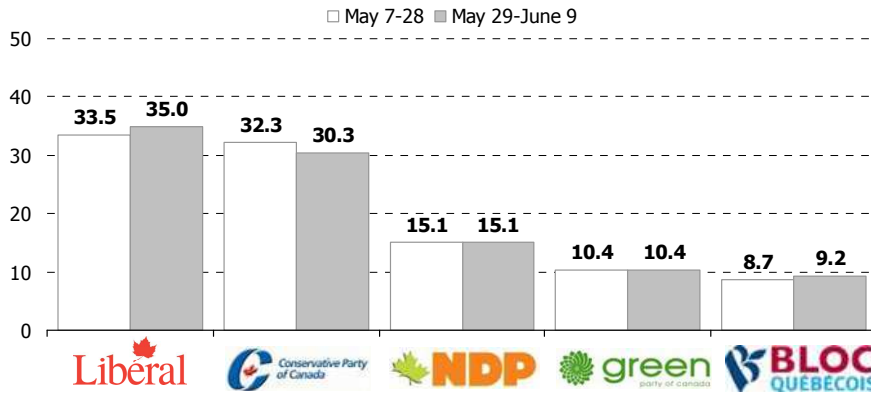
There is a somewhat circular relationship between issues priorities and party preference. Voters seem to select or perhaps arrange their vote choice against the parties they see as best equipped to deliver on that particular issue. It is mildly noteworthy that the Liberal’s cumulative issue advantage is somewhat larger than its vote intention advantage.

All in all we see a very tight race with some modest evidence of an emerging LPC advantage. Certainly nothing in these results points with any clarity to who will win the next election, whenever that may come. Moreover, nobody seems ticketed for the elusive majority government which dominated the Canadian political landscape for most of the second half of the last century.

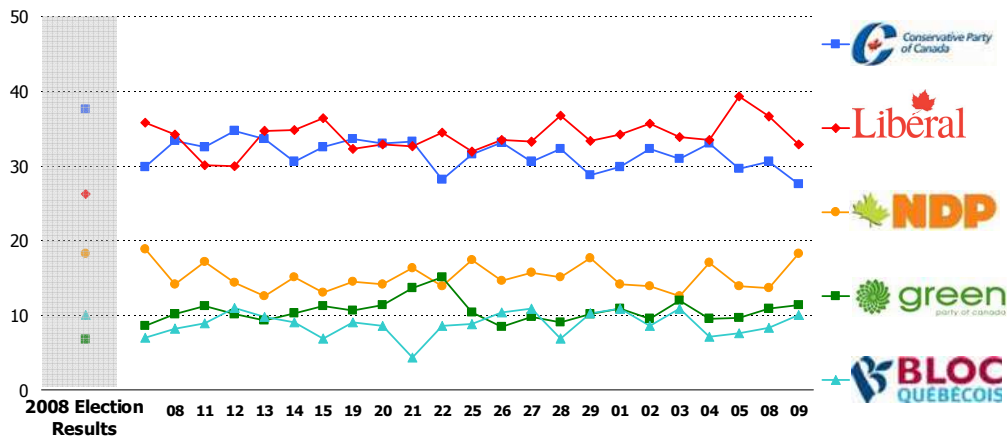
Top Line Results:

Federal vote intention

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

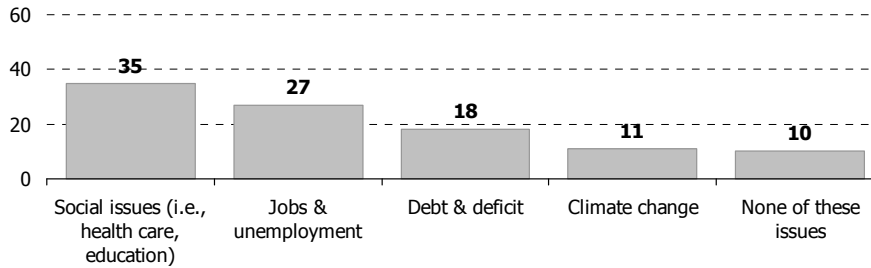


Weekday tracking of federal vote intention (May 7 - June 9)

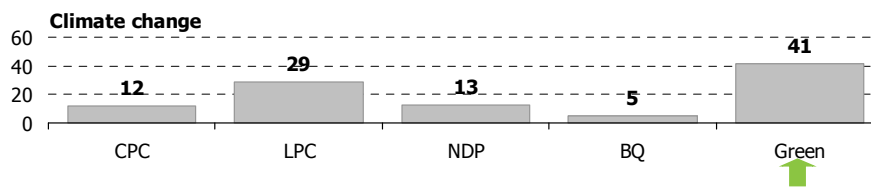
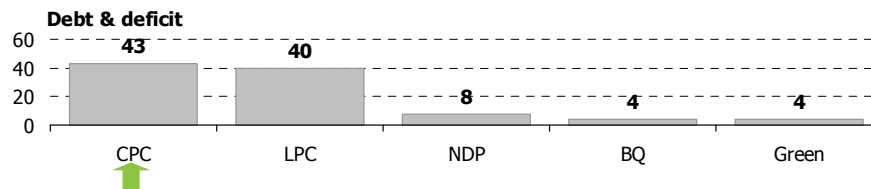
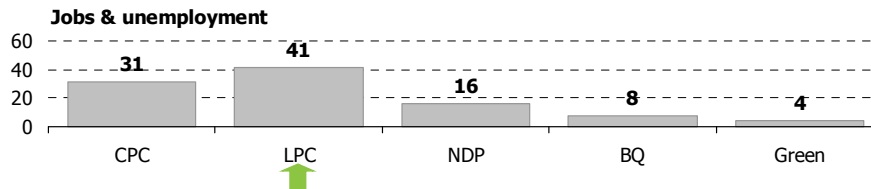
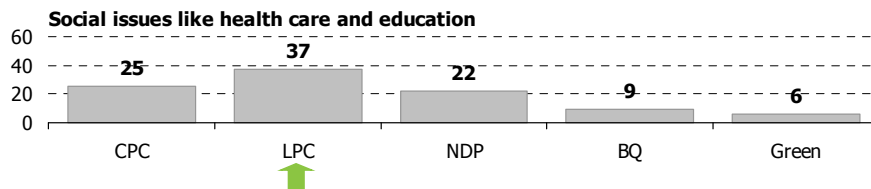
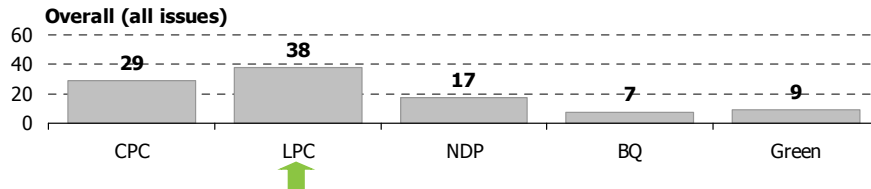


Most important issue for next election

Q. Which of the following issues do you think will be most important in determining which party you will vote for in the next federal election?

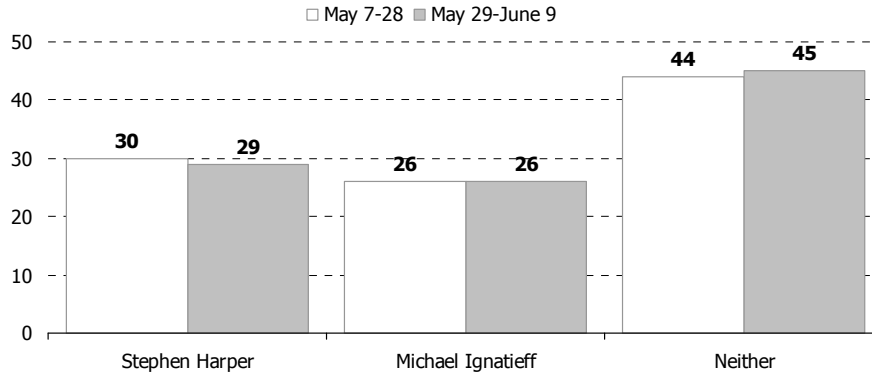


Q. And which party do you think will be best able to address this issue?



Best Prime Minister






Q. Who do you think would make the best Prime Minister for Canada?



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BASE: Canadians; May 29-June 9 (n=6259)





Detailed Tables:

National Federal Vote Intention¹							
<i>Q. If a federal election were held tomorrow, which party would you vote for?</i>							
						Sample Size	Margin of Error (+/-)
NATIONALLY	30.3%	35.0%	15.1%	10.4%	9.2%	5351	1.3
REGION							
British Columbia	31.4%	29.8%	24.8%	13.9%	0.0%	652	3.8
Alberta	60.1%	19.3%	11.5%	9.2%	0.0%	537	4.2
Saskatchewan/Manitoba	44.4%	22.3%	21.1%	12.2%	0.0%	313	5.5
Ontario	31.8%	42.6%	14.5%	11.1%	0.0%	2055	2.2
Quebec	13.2%	33.6%	8.3%	8.3%	36.5%	1488	2.5
Atlantic Canada	26.0%	42.7%	23.5%	7.9%	0.0%	306	5.6
GENDER							
Male	33.4%	34.3%	13.5%	9.4%	9.4%	2610	1.9
Female	27.3%	35.6%	16.6%	11.4%	9.1%	2741	1.9
AGE							
<25	22.4%	25.0%	19.2%	20.2%	13.2%	509	4.3
25-44	27.6%	32.4%	16.7%	12.7%	10.5%	1822	2.3
45-64	32.8%	36.1%	14.0%	8.1%	8.9%	2050	2.2
65+	35.2%	43.5%	11.4%	4.9%	5.1%	970	3.1
INCOME							
<\$40,000	26.2%	32.4%	18.3%	11.6%	11.5%	1845	2.3
\$40,000-\$80,000	31.1%	33.7%	15.0%	10.1%	10.1%	1890	2.2
+\$80,000	34.4%	39.6%	11.2%	9.3%	5.5%	1615	2.4
METROPOLITAN CANADA							
Vancouver	33.1%	31.9%	25.0%	10.0%	0.0%	336	5.3
Calgary	60.6%	23.1%	7.7%	8.7%	0.0%	195	7.0
Toronto	28.7%	48.0%	13.0%	10.3%	0.0%	735	3.6
Ottawa-Gatineau	36.3%	45.8%	7.9%	9.9%	0.0%	537	4.2
Montreal	11.8%	32.8%	9.1%	8.7%	37.6%	689	3.7

¹ The data presented in this and our other tables on federal vote intention are based on decided voters only. Our survey also finds that 14.4% of Canadians say they are undecided.





Federal Vote Intention – British Columbia

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

					Sample Size	Margin of Error (+/-)
OVERALL	31.4%	29.8%	24.8%	13.9%	652	3.8
GENDER						
Male	36.6%	31.1%	19.8%	12.5%	317	5.5
Female	25.9%	28.2%	30.0%	15.8%	335	5.4
AGE						
<25	16.6%	10.7%	39.9%	32.8%	54	13.3
25-44	27.7%	33.4%	21.8%	17.1%	220	6.6
45-64	33.8%	30.7%	23.5%	12.0%	253	6.2
65+	41.6%	30.9%	25.9%	1.7%	125	8.8
INCOME						
<\$40,000	26.3%	24.1%	33.0%	16.6%	215	6.7
\$40,000-\$80,000	31.2%	29.4%	24.3%	15.1%	245	6.3
+\$80,000	37.2%	36.7%	16.1%	10.0%	192	7.1





Federal Vote Intention – Alberta

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

					Sample Size	Margin of Error (+/-)
OVERALL	60.1%	19.3%	11.5%	9.2%	537	4.2
GENDER						
Male	61.6%	19.0%	10.6%	8.8%	278	5.9
Female	59.2%	19.6%	12.0%	9.1%	259	6.1
AGE						
<25	57.9%	15.7%	14.1%	12.3%	59	12.8
25-44	50.5%	21.0%	16.0%	12.5%	197	7.0
45-64	65.7%	17.4%	8.5%	8.4%	200	6.9
65+	70.5%	22.4%	6.2%	0.9%	81	10.9
INCOME						
<\$40,000	56.7%	16.0%	18.1%	9.2%	127	8.7
\$40,000-\$80,000	60.2%	21.7%	10.6%	7.5%	178	7.4
+\$80,000	63.0%	19.5%	7.6%	10.0%	232	6.4





Federal Vote Intention – Saskatchewan/Manitoba

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

					Sample Size	Margin of Error (+/-)
OVERALL	44.4%	22.3%	21.1%	12.2%	313	5.5
GENDER						
Male	45.3%	20.4%	19.3%	15.0%	172	7.5
Female	42.3%	23.2%	24.7%	9.8%	141	8.3
AGE						
<25	32.0%	21.6%	26.5%	19.9%	19	22.5
25-44	36.3%	19.2%	29.7%	14.8%	105	9.6
45-64	58.9%	17.1%	15.0%	9.1%	133	8.5
65+	35.4%	36.3%	17.7%	10.5%	56	13.1
INCOME						
<\$40,000	39.2%	19.9%	24.6%	16.3%	112	9.3
\$40,000-\$80,000	42.4%	25.5%	20.8%	11.3%	98	9.9
+\$80,000	51.0%	20.4%	19.7%	9.0%	103	9.7






Federal Vote Intention – Ontario

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

					Sample Size	Margin of Error (+/-)
OVERALL	31.8%	42.6%	14.5%	11.1%	2055	2.2
GENDER						
Male	35.4%	41.4%	13.6%	9.6%	976	3.1
Female	28.0%	43.1%	15.8%	13.0%	1079	3.0
AGE						
<25	21.4%	32.6%	20.2%	25.8%	161	7.7
25-44	33.0%	38.3%	16.0%	12.7%	628	3.9
45-64	31.2%	45.4%	14.5%	8.9%	831	3.4
65+	35.9%	49.2%	9.4%	5.5%	435	4.7
INCOME						
<\$40,000	30.0%	36.9%	20.0%	13.2%	591	4.0
\$40,000-\$80,000	33.7%	41.2%	13.9%	11.3%	726	3.6
+\$80,000	31.1%	48.6%	10.8%	9.6%	737	3.6





Federal Vote Intention – Quebec

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

						Sample Size	Margin of Error (+/-)
OVERALL	13.2%	33.6%	8.3%	8.3%	36.5%	1488	2.5
GENDER							
Male	14.8%	33.8%	8.0%	7.5%	35.9%	737	3.6
Female	11.9%	35.3%	8.3%	8.5%	36.1%	751	3.6
AGE							
<25	12.5%	22.8%	9.5%	14.3%	40.9%	187	7.2
25-44	11.2%	30.7%	9.6%	10.3%	38.2%	566	4.1
45-64	15.4%	34.2%	7.5%	5.0%	38.0%	518	4.3
65+	13.9%	50.5%	5.9%	5.3%	24.5%	217	6.7
INCOME							
<\$40,000	13.3%	35.3%	8.0%	8.7%	34.7%	669	3.8
\$40,000-\$80,000	13.7%	30.2%	9.4%	7.4%	39.2%	533	4.2
+\$80,000	12.6%	40.9%	6.1%	7.4%	33.0%	286	5.8

Federal Vote Intention – Atlantic Canada

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

					Sample Size	Margin of Error (+/-)
OVERALL	26.0%	42.7%	23.5%	7.9%	306	5.6
GENDER						
Male	28.6%	43.9%	22.8%	4.7%	130	8.6
Female	23.9%	41.8%	24.1%	10.3%	176	7.4
AGE						
<25	20.8%	43.5%	25.8%	9.9%	29	18.2
25-44	22.8%	38.0%	28.1%	11.1%	106	9.5
45-64	26.3%	44.8%	24.0%	4.8%	115	9.1
65+	34.9%	47.9%	12.5%	4.7%	56	13.1
INCOME						
<\$40,000	24.3%	44.6%	23.6%	7.6%	131	8.6
\$40,000-\$80,000	28.2%	37.3%	26.9%	7.6%	110	9.3
+\$80,000	26.5%	48.7%	17.4%	7.4%	65	12.2

Most Important Issue for Next Election

Q. Which of the following issues do you think will be most important in determining which party you will vote for in the next federal election?

	Climate change	Jobs & Unemployment	Debt & Deficit	Social issues	None of the above	Sample Size	Margin of Error (+/-)
NATIONALLY	11%	27%	18%	35%	10%	3108	1.8
REGION							
British Columbia	14%	23%	20%	32%	10%	442	4.7
Alberta	9%	21%	21%	36%	13%	308	5.6
Saskatchewan/Manitoba	12%	20%	16%	40%	12%	186	7.2
Ontario	9%	33%	18%	31%	8%	1123	2.9
Quebec	13%	23%	15%	38%	10%	809	3.5
Atlantic Canada	9%	25%	14%	44%	8%	240	6.3
GENDER							
Male	10%	29%	20%	29%	11%	1496	2.5
Female	11%	24%	15%	41%	8%	1612	2.4
AGE							
<25	14%	24%	11%	40%	11%	283	5.8
25-44	12%	28%	16%	35%	9%	1085	3.0
45-64	10%	28%	21%	31%	10%	1177	2.9
65+	10%	22%	17%	40%	11%	563	4.1
INCOME							
<\$40,000	10%	28%	13%	39%	10%	1132	2.9
\$40,000-\$80,000	12%	27%	19%	34%	9%	1084	3.0
+\$80,000	12%	25%	22%	31%	10%	892	3.3
CURRENT VOTE INTENTION							
Conservative Party of Canada	5%	26%	27%	29%	13%	830	3.4
Liberal Party of Canada	9%	31%	18%	34%	8%	1000	3.1
NDP	11%	26%	11%	46%	6%	402	4.9
Green Party	31%	20%	10%	31%	8%	272	5.9
Bloc Québécois	14%	23%	10%	42%	10%	272	5.9
Undecided	11%	27%	11%	38%	13%	298	5.7

Best party to address social issues

Q. And which party do you think will be best able to address social issues like health care and education? {BASE – those who chose "social issues" as the most important in determining which party to vote for}

	LPC	CPC	NDP	BQ	GP	Sample Size	Margin of Error (+/-)
NATIONALLY	37%	25%	22%	9%	6%	967	3.2
REGION							
British Columbia	31%	22%	39%	0%	9%	122	8.9
Alberta	27%	54%	15%	0%	4%	96	10.0
Saskatchewan/Manitoba	21%	42%	29%	0%	8%	64	12.3
Ontario	48%	24%	23%	0%	5%	322	5.5
Quebec	32%	14%	12%	38%	4%	270	6.0
Atlantic Canada	42%	15%	32%	0%	11%	93	10.2
GENDER							
Male	38%	25%	21%	10%	6%	400	4.9
Female	37%	24%	24%	9%	6%	567	4.1
AGE							
<25	40%	23%	18%	10%	9%	99	9.9
25-44	35%	22%	23%	12%	7%	331	5.4
45-64	38%	24%	25%	9%	5%	336	5.4
65+	40%	33%	20%	4%	3%	201	6.9
INCOME							
<\$40,000	35%	24%	22%	10%	8%	396	4.9
\$40,000-\$80,000	34%	26%	22%	11%	6%	324	5.4
+\$80,000	45%	24%	23%	6%	1%	247	6.2
CURRENT VOTE INTENTION							
Conservative Party of Canada	7%	88%	3%	1%	1%	214	6.7
Liberal Party of Canada	90%	2%	4%	1%	3%	334	5.4
NDP	4%	5%	91%	1%	0%	179	7.3
Green Party	22%	10%	17%	4%	47%	73	11.5
Bloc Québécois	10%	3%	7%	78%	1%	108	9.4
Undecided	38%	26%	18%	6%	12%	54	13.3

Best party to address jobs & unemployment

Q. And which party do you think will be best able to address jobs and unemployment? {BASE – those who chose "jobs and unemployment" as the most important in determining which party to vote for}

	LPC	CPC	NDP	BQ	GP	Sample Size	Margin of Error (+/-)
NATIONALLY	41%	31%	16%	8%	4%	704	3.7
REGION							
British Columbia	32%	38%	24%	0%	6%	90	10.3
Alberta	13%	77%	6%	0%	4%	52	13.6
Saskatchewan/Manitoba	27%	31%	42%	0%	0%	33	17.1
Ontario	51%	29%	16%	0%	4%	299	5.7
Quebec	42%	14%	9%	30%	4%	173	7.5
Atlantic Canada	49%	33%	19%	0%	0%	57	13.0
GENDER							
Male	39%	34%	18%	6%	3%	373	5.1
Female	43%	29%	15%	8%	4%	331	5.4
AGE							
<25	41%	26%	20%	8%	4%	63	12.4
25-44	36%	30%	20%	8%	6%	264	6.0
45-64	40%	33%	14%	10%	3%	271	6.0
65+	52%	35%	11%	2%	1%	106	9.5
INCOME							
<\$40,000	37%	28%	20%	11%	4%	278	5.9
\$40,000-\$80,000	47%	28%	16%	6%	4%	234	6.4
+\$80,000	40%	40%	12%	4%	3%	192	7.1
CURRENT VOTE INTENTION							
Conservative Party of Canada	5%	92%	1%	2%	0%	205	6.8
Liberal Party of Canada	90%	5%	3%	1%	1%	268	6.0
NDP	10%	1%	87%	2%	0%	91	10.3
Green Party	28%	18%	13%	0%	41%	45	14.6
Bloc Québécois	9%	5%	8%	76%	1%	57	13.0
Undecided	31%	28%	31%	4%	6%	31	17.6

Best party to address debt & deficit

Q. And which party do you think will be best able to address debt and deficit? {BASE – those who chose "debt and deficit" as the most important in determining which party to vote for}

	LPC	CPC	NDP	BQ	GP	Sample Size	Margin of Error (+/-)
NATIONALLY	40%	43%	8%	4%	4%	519	4.3
REGION							
British Columbia	38%	45%	15%	0%	3%	91	10.3
Alberta	13%	73%	9%	0%	4%	61	12.6
Saskatchewan/Manitoba	12%	70%	9%	0%	9%	30	17.9
Ontario	45%	45%	7%	0%	3%	205	6.8
Quebec	48%	26%	2%	17%	7%	100	9.8
Atlantic Canada	54%	24%	22%	0%	0%	32	17.3
GENDER							
Male	38%	48%	7%	3%	5%	285	5.8
Female	42%	39%	10%	5%	4%	234	6.4
AGE							
<25	35%	24%	19%	11%	12%	27	18.9
25-44	44%	41%	8%	3%	5%	157	7.8
45-64	40%	49%	5%	4%	1%	235	6.4
65+	37%	49%	8%	3%	3%	100	9.8
INCOME							
<\$40,000	45%	33%	11%	8%	3%	134	8.5
\$40,000-\$80,000	35%	48%	9%	4%	5%	194	7.0
+\$80,000	42%	48%	5%	2%	4%	191	7.1
CURRENT VOTE INTENTION							
Conservative Party of Canada	3%	96%	1%	0%	0%	236	6.4
Liberal Party of Canada	94%	4%	1%	1%	1%	180	7.3
NDP	17%	11%	60%	5%	7%	44	14.8
Green Party	31%	8%	7%	0%	53%	23	20.4
Bloc Québécois	25%	11%	7%	58%	0%	23	20.4
Undecided	44%	29%	18%	0%	9%	12	28.3

Best party to address climate change

Q. And which party do you think will be best able to address jobs and unemployment? {BASE – those who chose "climate change" as the most important in determining which party to vote for}

	LPC	CPC	NDP	BQ	GP	Sample Size	Margin of Error (+/-)
NATIONALLY	29%	12%	13%	5%	41%	325	5.4
REGION							
British Columbia	29%	12%	13%	0%	45%	56	13.1
Alberta	25%	20%	9%	0%	47%	28	18.5
Saskatchewan/Manitoba	25%	28%	8%	0%	39%	22	20.9
Ontario	38%	14%	11%	0%	37%	98	9.9
Quebec	19%	4%	19%	21%	37%	102	9.7
Atlantic Canada	23%	0%	18%	0%	59%	19	22.5
GENDER							
Male	33%	9%	12%	7%	38%	155	7.9
Female	25%	14%	14%	3%	43%	170	7.5
AGE							
<25	3%	3%	11%	9%	74%	36	16.3
25-44	30%	8%	16%	7%	40%	127	8.7
45-64	31%	16%	11%	3%	38%	112	9.3
65+	41%	16%	14%	3%	25%	50	13.9
INCOME							
<\$40,000	21%	10%	13%	7%	49%	99	9.9
\$40,000-\$80,000	35%	9%	18%	6%	32%	123	8.8
+\$80,000	30%	17%	8%	2%	43%	103	9.7
CURRENT VOTE INTENTION							
Conservative Party of Canada	13%	64%	8%	1%	14%	37	16.1
Liberal Party of Canada	73%	4%	4%	0%	18%	98	9.9
NDP	14%	5%	56%	0%	24%	46	14.5
Green Party	5%	1%	5%	0%	88%	84	10.7
Bloc Québécois	12%	0%	10%	51%	27%	39	15.7
Undecided	23%	24%	4%	0%	48%	16	24.5

Best Prime Minister

Q. Who do you think would make the best Prime Minister for Canada?

	Michael Ignatieff	Stephen Harper	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	26%	29%	45%	6259	1.2
REGION					
British Columbia	22%	32%	46%	755	3.6
Alberta	15%	49%	36%	623	3.9
Saskatchewan/Manitoba	18%	41%	41%	379	5.0
Ontario	29%	28%	42%	2416	2.0
Quebec	28%	18%	53%	1714	2.4
Atlantic Canada	32%	21%	47%	372	5.1
GENDER					
Male	29%	32%	39%	2980	1.8
Female	24%	25%	51%	3279	1.7
AGE					
<25	16%	26%	58%	653	3.8
25-44	21%	28%	51%	2148	2.1
45-64	29%	28%	43%	2361	2.0
65+	37%	34%	30%	1097	3.0
INCOME					
<\$40,000	20%	29%	51%	2260	2.1
\$40,000-\$80,000	27%	28%	45%	2203	2.1
+\$80,000	33%	30%	37%	1795	2.3
CURRENT VOTE INTENTION					
Conservative Party of Canada	4%	77%	18%	1611	2.4
Liberal Party of Canada	62%	10%	28%	1899	2.3
NDP	13%	11%	76%	753	3.6
Green Party	18%	10%	72%	539	4.2
Bloc Québécois	20%	10%	70%	549	4.2
Undecided	10%	15%	75%	678	3.8

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.

The field dates for this survey are May 29 to June 9, 2009. In total, a random sample of 6,259 Canadians aged 18 and over responded to the survey (including a sub-sample of 5,351 decided voters). The margin of error associated with total sample is +/- 1.2 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, income). All the data have been statistically weighted to ensure the samples composition reflects that of the actual population of Canada according to Census data.