

## ***WEAK TORIES MAINTAIN LEAD OVER WEAKER LIBERALS***

*LIBS LANGUISH AT HISTORIC LOWS*

[Ottawa – April 1, 2010] - The ruling Conservatives continue to struggle, with less than a third of Canadians saying they would vote for them if an election were held. Notably, the Conservatives also experienced a significant decline in the incidence of people that felt the federal government was moving in the right direction. Nonetheless, they maintain a significant edge over the Liberals, who remain mired at roughly the level they attained in the 2008 election under Stéphane Dion – the party's worst-ever election performance.

"The Liberals had a terrible week in the House of Commons, with an embarrassing defeat caused by their own lack of organization," said EKOS President Frank Graves. "They had a somewhat better weekend with their policy conference in Montreal."

"However, the Liberals are back down to their core support, and it isn't budging. Michael Ignatieff is not connecting with Canadians in terms of policy or personality."

The poll is one of a series of robust surveys conducted by EKOS for exclusive release by the CBC.

The Conservatives and Liberals are now bunched close together in the battleground province of Ontario. In Quebec, the Liberals retain a small margin over the Tories as the leading federalist party. However, it is notable in Quebec that fully a quarter of voters are choosing options other than the BQ, the Liberals or the Conservatives, who have traditionally represented the province in Ottawa.

### **HIGHLIGHTS**

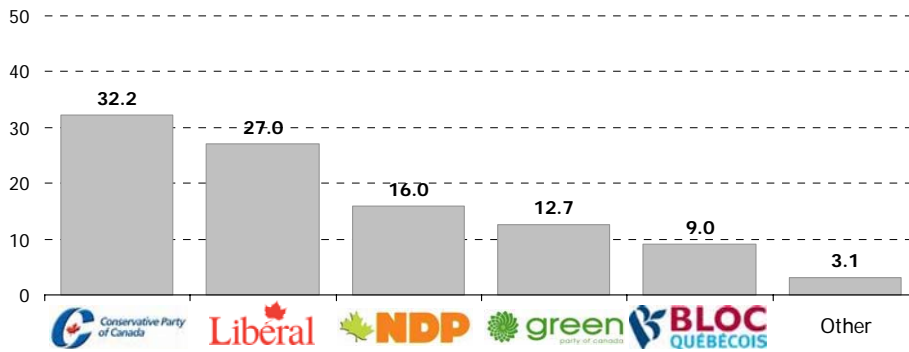
- **National federal vote intention:**
  - ☒ **32.2% CPC**
  - ☒ **27.0% LPC**
  - ☒ **16.0% NDP**
  - ☒ **12.7% Green**
  - ☒ **9.0% BQ**
  - ☒ **3.1% other**
- **Direction of government:**
  - ☒ **41.9% right direction**
  - ☒ **45.4% wrong direction**
  - ☒ **12.8% don't know/no response**

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

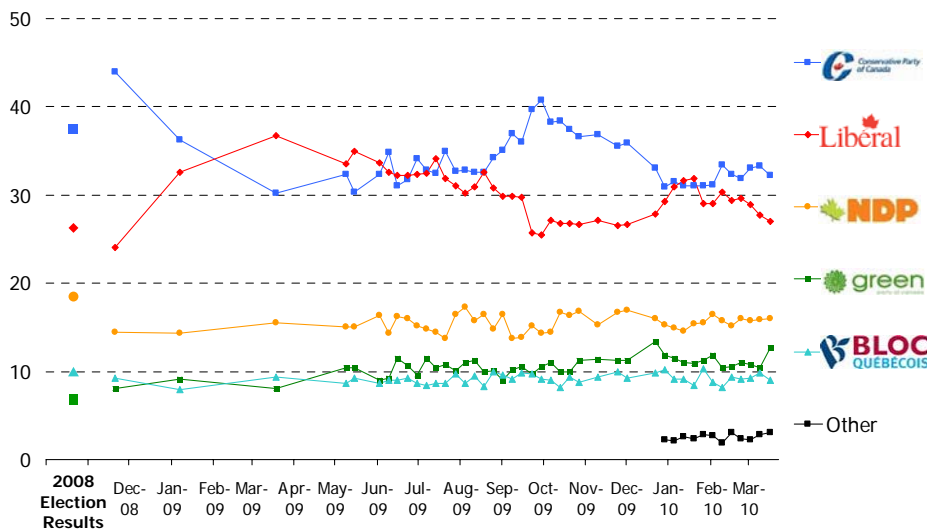
## Top Line Results:

### Federal vote intention

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



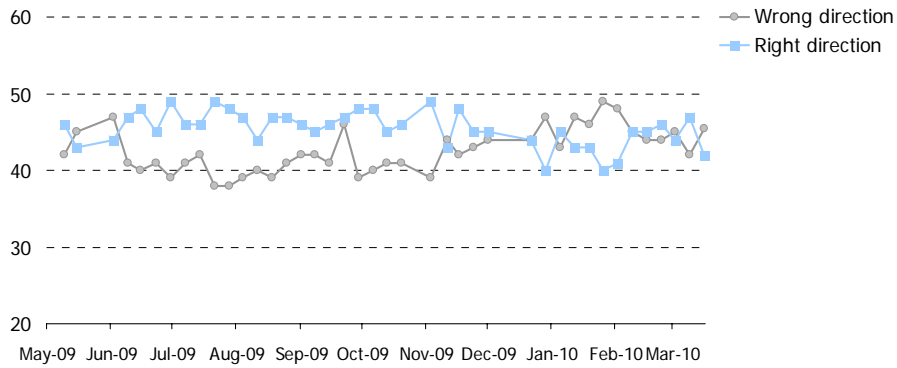
### Weekly tracking of federal vote intention








Note: The data on federal vote intention are based on decided voters only. Our survey also finds that 14.3% of Canadians are undecided/ineligible to vote.

## Direction of government

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







## 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>32.2%</b>	<b>27.0%</b>	<b>16.0%</b>	<b>12.7%</b>	<b>9.0%</b>	<b>3.1%</b>	<b>1855</b>	<b>2.3</b>
<b>REGION</b>								
British Columbia	29.4%	29.6%	25.0%	13.0%	0.0%	3.0%	251	6.2
Alberta	52.8%	14.6%	11.6%	14.8%	0.0%	6.2%	205	6.8
Saskatchewan/Manitoba	48.9%	21.4%	14.2%	11.4%	0.0%	4.0%	131	8.6
Ontario	35.3%	32.8%	15.4%	13.8%	0.0%	2.7%	622	3.9
Quebec	17.3%	21.8%	12.1%	11.1%	35.9%	1.7%	485	4.5
Atlantic Canada	28.3%	32.7%	24.7%	9.9%	0.0%	4.4%	161	7.7
<b>GENDER</b>								
Male	37.0%	26.6%	14.0%	11.1%	8.3%	3.1%	971	3.1
Female	27.1%	27.4%	18.2%	14.3%	9.9%	3.1%	884	3.3
<b>AGE</b>								
<25	28.9%	23.1%	12.0%	22.4%	10.8%	2.8%	168	7.6
25-44	24.9%	27.7%	19.2%	16.1%	9.2%	2.9%	604	4.0
45-64	34.2%	27.5%	16.1%	8.7%	10.3%	3.2%	733	3.6
65+	45.0%	27.0%	12.2%	7.4%	5.1%	3.4%	350	5.2
<b>EDUCATION</b>								
High school or less	35.4%	22.4%	14.7%	13.7%	10.1%	3.7%	550	4.2
College or CEGEP	34.4%	24.4%	17.0%	11.8%	9.1%	3.4%	592	4.0
University or higher	27.8%	32.8%	16.3%	12.5%	8.2%	2.4%	713	3.7
<b>METROPOLITAN CANADA</b>								
Vancouver	34.8%	23.6%	28.8%	10.9%	0.0%	2.0%	93	10.2
Calgary	54.0%	17.2%	9.4%	13.2%	0.0%	6.2%	63	12.4
Toronto	35.1%	37.2%	16.2%	8.9%	0.0%	2.6%	188	7.2
Ottawa	42.5%	42.3%	4.5%	7.1%	0.0%	3.6%	88	10.5
Montreal	14.1%	28.9%	11.2%	9.0%	35.8%	0.9%	213	6.7





### **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>29.4%</b>	<b>29.6%</b>	<b>25.0%</b>	<b>13.0%</b>	<b>3.0%</b>	<b>251</b>	<b>6.2</b>
<b>GENDER</b>							
Male	30.9%	32.4%	20.9%	13.3%	2.5%	126	8.7
Female	24.4%	28.8%	30.4%	13.1%	3.3%	125	8.8
<b>AGE</b>							
<25	17.3%	38.0%	29.8%	14.9%	0.0%	16	24.5
25-44	17.1%	38.0%	28.9%	14.9%	1.1%	83	10.8
45-64	31.3%	26.0%	25.6%	11.5%	5.6%	91	10.3
65+	48.1%	19.8%	16.7%	12.1%	3.2%	61	12.6
<b>EDUCATION</b>							
High school or less	31.6%	18.1%	33.4%	11.6%	5.3%	59	12.8
College or CEGEP	30.4%	25.8%	25.5%	16.0%	2.3%	78	11.1
University or higher	23.7%	40.1%	21.8%	12.2%	2.2%	114	9.2





### **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>52.8%</b>	<b>14.6%</b>	<b>11.6%</b>	<b>14.8%</b>	<b>6.2%</b>	<b>205</b>	<b>6.8</b>
<b>GENDER</b>							
Male	60.0%	13.6%	9.2%	10.1%	7.1%	115	9.1
Female	45.9%	16.8%	13.0%	18.6%	5.6%	90	10.3
<b>AGE</b>							
<25	74.0%	9.3%	5.3%	11.3%	0.0%	19	22.5
25-44	43.3%	9.6%	16.5%	24.0%	6.6%	76	11.2
45-64	53.4%	19.5%	10.9%	9.8%	6.3%	82	10.8
65+	61.7%	21.0%	3.2%	4.2%	9.8%	28	18.5
<b>EDUCATION</b>							
High school or less	55.7%	13.7%	10.3%	12.4%	7.8%	60	12.7
College or CEGEP	56.9%	11.9%	12.8%	13.0%	5.4%	75	11.3
University or higher	47.2%	20.0%	9.7%	16.9%	6.3%	70	11.7





### **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>48.9%</b>	<b>21.4%</b>	<b>14.2%</b>	<b>11.4%</b>	<b>4.0%</b>	<b>131</b>	<b>8.6</b>
<b>GENDER</b>							
Male	56.6%	17.6%	13.4%	10.0%	2.3%	73	11.5
Female	48.1%	18.7%	12.4%	14.9%	6.0%	58	12.9
<b>AGE</b>							
<25	36.1%	14.7%	0.0%	37.9%	11.2%	14	26.2
25-44	54.1%	12.1%	13.2%	16.1%	4.5%	38	15.9
45-64	55.9%	18.0%	15.6%	6.7%	3.7%	53	13.5
65+	50.9%	33.8%	15.3%	0.0%	0.0%	26	19.2
<b>EDUCATION</b>							
High school or less	51.7%	13.3%	7.8%	19.9%	7.3%	43	14.9
College or CEGEP	57.8%	19.2%	10.2%	11.1%	1.7%	45	14.6
University or higher	47.3%	21.7%	20.2%	7.1%	3.8%	43	14.9






### **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>35.3%</b>	<b>32.8%</b>	<b>15.4%</b>	<b>13.8%</b>	<b>2.7%</b>	<b>622</b>	<b>3.9</b>
<b>GENDER</b>							
Male	40.2%	30.7%	13.5%	12.6%	3.0%	344	5.3
Female	29.4%	35.3%	17.6%	15.3%	2.4%	278	5.9
<b>AGE</b>							
<25	29.1%	30.8%	12.0%	23.4%	4.7%	60	12.7
25-44	25.8%	37.7%	18.5%	14.8%	3.3%	196	7.0
45-64	40.7%	31.3%	14.3%	11.8%	1.9%	242	6.3
65+	45.7%	28.1%	14.2%	9.8%	2.2%	124	8.8
<b>EDUCATION</b>							
High school or less	39.5%	27.2%	15.2%	15.8%	2.4%	180	7.3
College or CEGEP	34.7%	33.2%	16.1%	11.8%	4.2%	192	7.1
University or higher	31.7%	37.1%	15.2%	14.1%	1.9%	250	6.2





### 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>17.3%</b>	<b>21.8%</b>	<b>12.1%</b>	<b>11.1%</b>	<b>35.9%</b>	<b>1.7%</b>	<b>485</b>	<b>4.5</b>
<b>GENDER</b>								
Male	22.1%	23.2%	10.4%	8.5%	35.1%	0.7%	230	6.5
Female	15.4%	20.4%	13.0%	12.8%	35.6%	2.8%	255	6.1
<b>AGE</b>								
<25	14.8%	11.9%	8.9%	22.9%	41.5%	0.0%	44	14.8
25-44	13.6%	19.7%	15.1%	14.7%	35.7%	1.1%	159	7.8
45-64	15.2%	27.1%	12.5%	5.6%	37.0%	2.5%	208	6.8
65+	38.4%	21.4%	5.0%	5.0%	27.7%	2.5%	74	11.4
<b>EDUCATION</b>								
High school or less	22.3%	21.6%	9.4%	9.7%	33.7%	3.3%	164	7.7
College or CEGEP	18.6%	16.9%	14.3%	9.2%	39.0%	2.0%	142	8.2
University or higher	15.7%	26.1%	11.6%	12.6%	34.0%	0.0%	179	7.3

### 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>28.3%</b>	<b>32.7%</b>	<b>24.7%</b>	<b>9.9%</b>	<b>4.4%</b>	<b>161</b>	<b>7.7</b>
<b>GENDER</b>							
Male	32.6%	33.2%	20.0%	8.4%	5.8%	83	10.8
Female	24.1%	30.3%	31.0%	11.8%	2.8%	78	11.1
<b>AGE</b>							
<25	25.0%	27.4%	20.5%	27.1%	0.0%	15	25.3
25-44	24.7%	24.9%	29.8%	15.9%	4.8%	52	13.6
45-64	33.1%	33.7%	28.0%	1.7%	3.4%	57	13.0
65+	30.2%	48.5%	13.3%	0.0%	8.0%	37	16.1
<b>EDUCATION</b>							
High school or less	26.8%	25.8%	19.8%	22.1%	5.6%	44	14.8
College or CEGEP	39.2%	22.5%	26.3%	9.3%	2.7%	60	12.7
University or higher	18.5%	45.5%	29.1%	1.9%	5.0%	57	13.0

### **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 (+/-)
<b>NATIONALLY</b>	<b>42%</b>	<b>45%</b>	<b>13%</b>	<b>1103</b>	<b>3.0</b>
<b>REGION</b>					
British Columbia	36%	49%	15%	136	8.4
Alberta	57%	27%	16%	119	9.0
Saskatchewan/Manitoba	65%	26%	9%	70	11.7
Ontario	45%	44%	11%	391	5.0
Quebec	29%	58%	13%	289	5.8
Atlantic Canada	38%	44%	17%	98	9.9
<b>GENDER</b>					
Male	47%	42%	11%	538	4.2
Female	37%	48%	15%	565	4.1
<b>AGE</b>					
<25	42%	41%	17%	97	10.0
25-44	41%	48%	11%	367	5.1
45-64	43%	47%	10%	428	4.7
65+	41%	39%	20%	211	6.8
<b>EDUCATION</b>					
High school or less	43%	42%	15%	325	5.4
College or CEGEP	43%	44%	13%	371	5.1
University or higher	40%	49%	11%	407	4.9
<b>CURRENT VOTE INTENTION</b>					
Conservative Party of Canada	83%	9%	8%	303	5.6
Liberal Party of Canada	34%	59%	6%	255	6.1
NDP	20%	68%	12%	161	7.7
Green Party	32%	49%	19%	107	9.5
Bloc Quebecois	20%	69%	11%	91	10.3
Undecided	10%	70%	21%	28	18.5

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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 March 24 – March 30, 2010.<sup>1</sup> In total, a random sample of 2,162 Canadians aged 18 and over responded to the survey (including a sub-sample of 1,855 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.

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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.