EKOS POLITICS

TORIES CLAW BACK SMALL LEAD

DEFECTING UNIVERSITY EDUCATED VOTERS PROPEL GRITS INTO A MUCH MORE COMPETITIVE RACE

[Ottawa – August 19, 2010] – Our most recent poll – particularly the last week of polling – has changed little from our last reporting period. The Conservatives have widened their lead from one to five points and now lead 32.5 to 27.9. While this change is only marginally significant, it pulls the Conservatives out of a statistical tie into a small but significant lead. The real value of the poll is in examining the patterns of the last two months in order to assess whether the media brouhaha over the Census is actually having an effect.

For those wondering if the Census dispute is having any real effect on the Canadian electorate, the evidence is now in. When we look at what happened to the voting intentions of the highly educated, it appears almost certain that the narrowing race can be traced to the controversy over the government's decision to end the compulsory long form. Changes in the demographic anatomy of support lead to the conclusion that this controversy has triggered a fairly significant shift in the electorate during a fairly quiet summer period when little else is at play.

HIGHLIGHTS

- **National federal vote intention:**
  - ¤ **32.5% CPC**
  - ¤ **27.9% LPC**
  - ¤ **17.4% NDP**
  - ¤ **10.3% Green**
  - ¤ **9.2% BQ**
  - ¤ **2.6% other**

- **Direction of country:**
  - ¤ **50.4% right direction**
  - ¤ **39.2% wrong direction**
  - ¤ **10.3% DK/NR**

- **Direction of government:**
  - ¤ **44.0% right direction**
  - ¤ **44.2% wrong direction**
  - ¤ **11.8% DK/NR**

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

First of all, the shifts in the overall vote intention are modest, but both substantively and statistically significant. The Conservative Party's 11-point lead in the early summer has become a much narrower (but significant) lead of around five points. There have been some fluctuations in recent weeks but the settling pattern seems to be a much narrower race today than it was at the outset of the summer. So yes, the race is clearly tighter but why the rather bold assertion that this narrowing is linked to the Census controversy? The fact that there is concomitant co-variation isn't any indication of a causal relationship; suggestive in the absence of other plausible explanations but hardly definitive. A closer look at the shifting demographic bases of voter support provides much stronger evidence; not definitive, but pretty close.

First of all, let us assume that the relatively arcane issue of the representativeness of a voluntary and mandatory sample is much more likely to have been an issue of the university educated. If it was having an effect, we would almost certainly expect to see the effects registered in this group (a little more than one third of all voters). Let us compare the post-Canada Day poll which saw an

11-point Conservative advantage with today's poll by breaking down support by educational attainment (see charts on page 3).

In early summer, there were no dramatic differences in terms of Conservative support across various levels of educational attainment. They led the Liberals across all levels of education; slightly lower with university educated at 33 points but still well ahead of the 26 points the Liberals achieved there. Now let us look at today. The Conservatives are slightly down with the university educated (though insignificantly ahead with college graduates) and down with high school or less.

The really interesting story is clear when we compare the changes in Liberal support across the same time period. The Liberals were performing anaemically across all educational categories in early July. Fast forward to today and the picture is dramatically different. The Liberals have remained flat with the lower and college educated and still trail the Conservatives by a large margin in both of these categories. But among the most highly educated, there has been a dramatic change. The Liberals have opened up a significant lead amongst the university educated where they now fare much better. Indeed, Liberal growth has been almost exclusively focussed among the most educated and this shift alone has produced a much more competitive political landscape.

One would be hard pressed to find any other explanation to account for an over 33% growth rate in this category than the Census controversy. This suggests that we may be seeing a new fault line pitting the expert and professional classes against the rest of the political spectrum. One month doesn't suggest a permanent shift and we have seen the educated move back and forth before. The dramatic and focussed shift during this particular controversy, however, suggests something new.

It is important to note, however, that Liberal gains among the university educated do not come entirely at the expense of the Conservatives. The numbers show that the Liberals are picking up university graduates from all ends of the political spectrum, suggesting that the Liberal Party is becoming a "common ground" for the highly educated. We intend to dig deeper into this issue in the coming weeks by breaking out the university educated into two categories (undergraduate versus graduate).
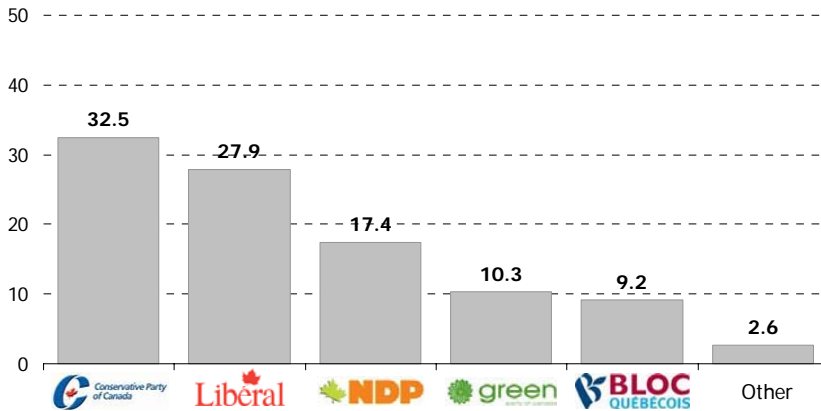
The other notable feature of the poll is the starkness of the East-West divide we see now. While hardly a new feature of Canadian politics, we now see the Conservatives with a huge lead in Western Canada (and the Liberals are hard-pressed to match the NDP or the Greens). Meanwhile, the Liberals have carved out a lead over the Conservatives (although less impressive) in Ontario, Quebec, and the Atlantic.

All of these indicators suggest some interesting new dynamics to the regional and social class fault lines beneath a newly competitive voter landscape as we prepare to return to school and Parliament. Stay tuned to what will undoubtedly be a very interesting fall period.

Top Line Results:

Federal vote Intention: August 11-17

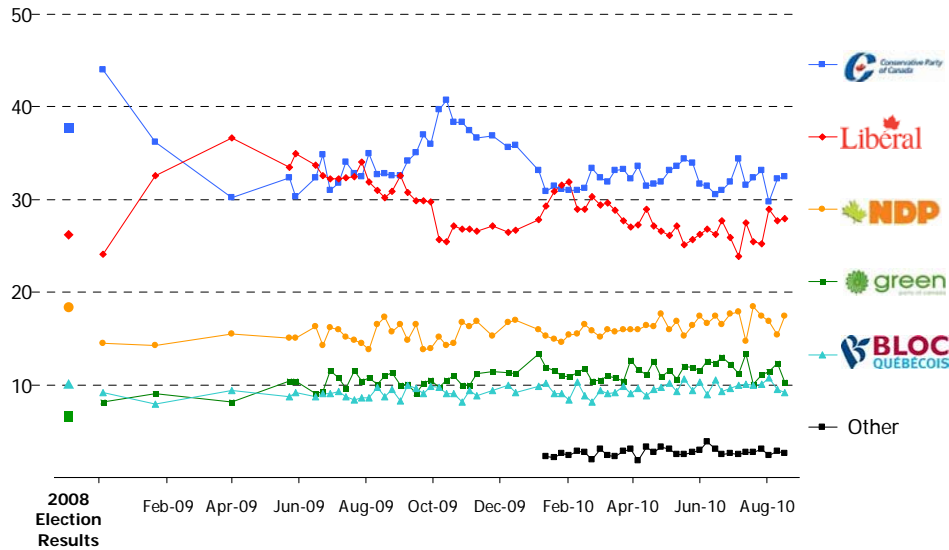*Q. If a federal election were held tomorrow, which party would you vote for?*

BASE: Decided Voters; August 11-17, 2010 (n=2,543)

Weekly tracking of federal vote intention

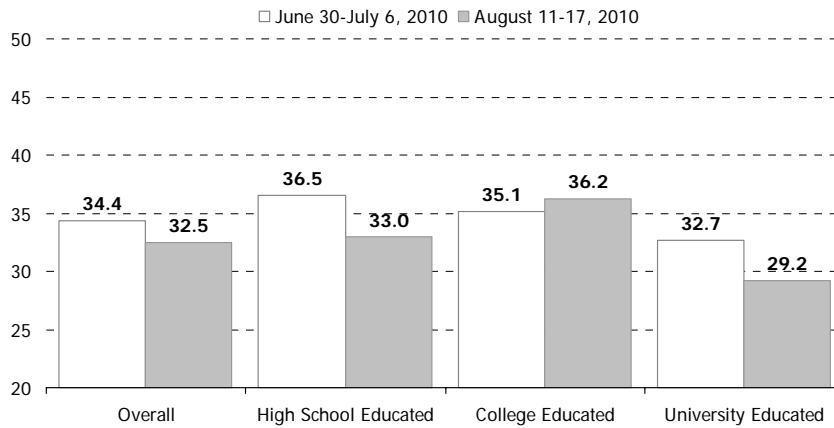*Q. If a federal election were held tomorrow, which party would you vote for?*

Note: The data on federal vote intention are based on decided voters only.
Our survey also finds that 14.9% of Canadians are undecided/ineligible to vote.

BASE: Decided voters; most recent data point August 11-17, 2010 (n=2,543)

Changes in education characteristics of Conservative support

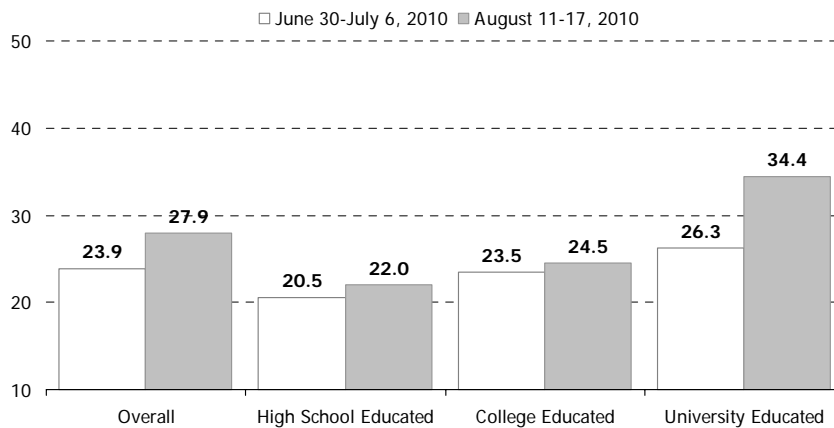*Q. If a federal election were held tomorrow, which party would you vote for?*

☐ June 30-July 6, 2010   ■ August 11-17, 2010

	Overall	High School Educated	College Educated	University Educated
June 30-July 6, 2010	34.4	36.5	35.1	32.7
August 11-17, 2010	32.5	33.0	36.2	29.2

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BASE: Canadians; most recent data point August 11-17 (n=2,543)

Changes in education characteristics of Liberal support

Q. If a federal election were held tomorrow, which party would you vote for?
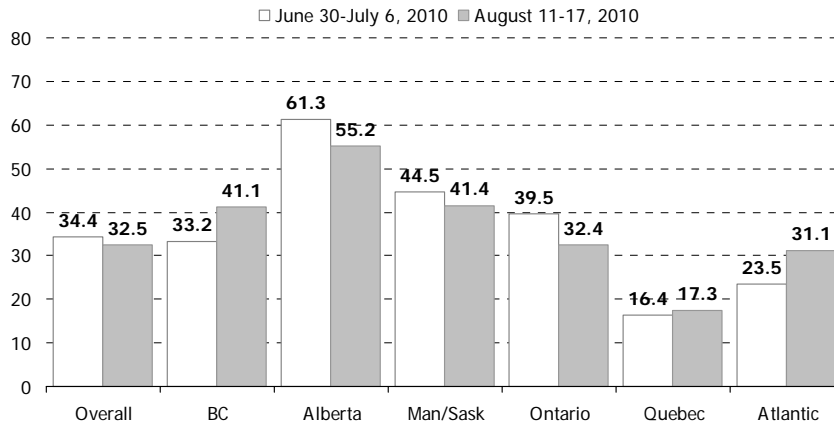
☐ June 30-July 6, 2010   ■ August 11-17, 2010

	Overall	High School Educated	College Educated	University Educated
June 30-July 6, 2010	23.9	20.5	23.5	26.3
August 11-17, 2010	27.9	22.0	24.5	34.4

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BASE: Canadians; most recent data point August 11-17 (n=2,543)

Changes in regional characteristics of Conservative support

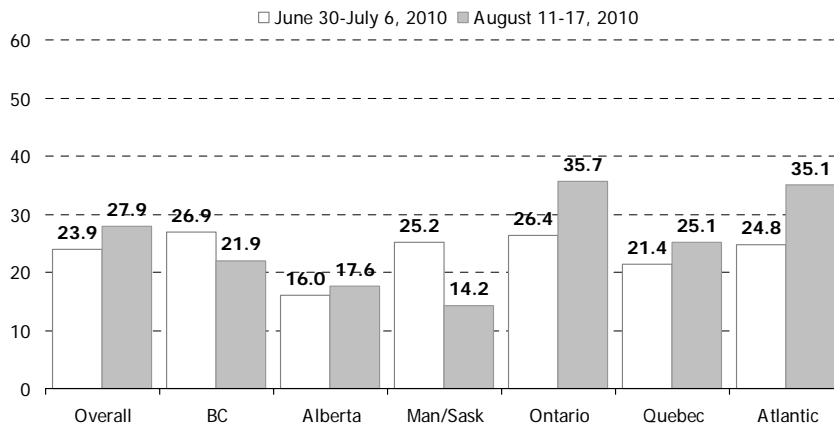*Q. If a federal election were held tomorrow, which party would you vote for?*

☐ June 30-July 6, 2010   ■ August 11-17, 2010

BASE: Canadians; most recent data point August 11-17 (n=2,543)

Changes in regional characteristics of Liberal support

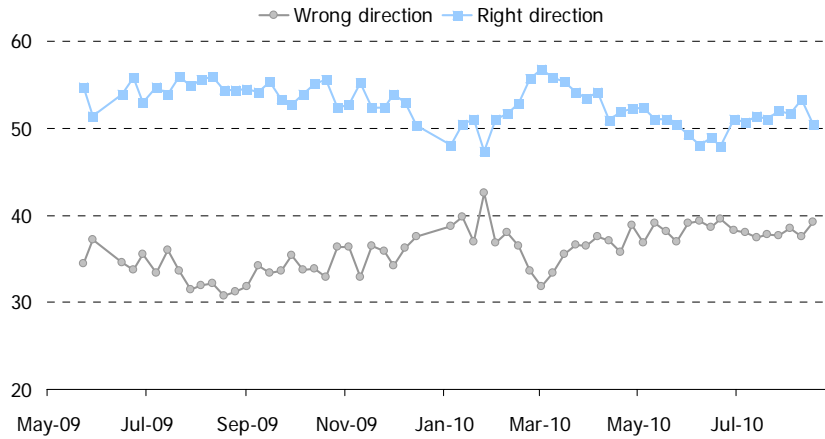*Q. If a federal election were held tomorrow, which party would you vote for?*

☐ June 30-July 6, 2010   ■ August 11-17, 2010

BASE: Canadians; most recent data point August 11-17 (n=2,543)

Direction of country

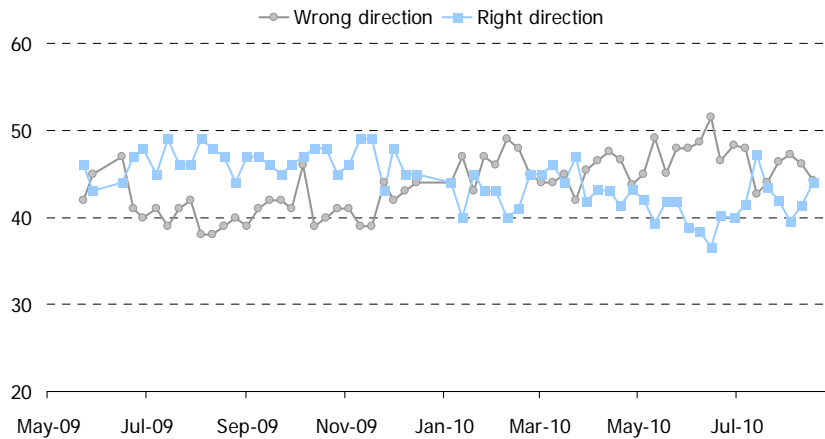*Q. All things considered, would you say the country is moving in the right direction or the wrong direction?*

Legend: Wrong direction — Right direction

BASE: Canadians; most recent data point August 11-17, 2010 (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?

Legend: Wrong direction — Right direction

BASE: Canadians; most recent data point August 11-17, 2010 (n=half sample)

Second choice

Q. Which party would be your second choice?

SECOND CHOICE	Second Choice (overall)	FIRST CHOICE					
		CPC	LPC	NDP	GP	BQ	Other
Conservative Party of Canada	**10.2**	--	19.9	15.1	11.2	12.0	13.9
Liberal	**16.8**	25.1	--	33.2	26.1	12.2	13.5
NDP	**17.9**	12.5	36.2	--	22.7	29.7	20.0
green party of canada	**12.3**	10.3	14.9	19.3	--	15.4	7.2
BLOC QUÉBÉCOIS	**3.0**	1.8	4.4	5.0	3.7	--	0.7
Other	**2.4**	3.4	1.3	2.9	3.1	1.1	--
No second choice	**37.4**	46.9	23.3	24.6	33.1	29.5	44.7

BASE: Eligible voters; August 11-17, 2010 (n=2,916)

Detailed Tables:

National Federal Vote Intention: August 11-17 (Week 2)

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	**32.5%**	**27.9%**	**17.4%**	**10.3%**	**9.2%**	**2.6%**	**2543**	**1.9**
REGION								
British Columbia	41.1%	21.9%	23.5%	11.8%	0.0%	1.8%	215	6.7
Alberta	55.2%	17.6%	10.9%	13.3%	0.0%	3.0%	234	6.4
Saskatchewan/Manitoba	41.4%	14.2%	33.5%	6.4%	0.0%	4.6%	161	7.7
Ontario	32.4%	35.7%	17.6%	11.3%	0.0%	2.9%	975	3.1
Quebec	17.3%	25.1%	10.2%	9.0%	36.2%	2.2%	771	3.5
Atlantic Canada	31.1%	35.1%	26.3%	6.0%	0.0%	1.5%	187	7.2
GENDER								
Male	34.6%	28.0%	16.2%	9.3%	8.8%	3.1%	1203	2.8
Female	30.4%	27.9%	18.7%	11.2%	9.7%	2.1%	1340	2.7
AGE								
<25	13.4%	29.4%	23.6%	21.5%	10.6%	1.5%	163	7.7
25-44	32.3%	26.5%	15.7%	11.6%	11.2%	2.7%	826	3.4
45-64	35.4%	25.3%	19.1%	8.5%	8.6%	3.2%	1032	3.1
65+	38.4%	35.2%	14.0%	4.7%	5.7%	2.0%	522	4.3
EDUCATION								
High school or less	33.0%	22.0%	19.1%	12.4%	11.7%	1.9%	671	3.8
College or CEGEP	36.2%	24.5%	17.1%	9.0%	10.0%	3.2%	868	3.3
University or higher	29.2%	34.4%	16.7%	10.0%	7.1%	2.6%	1004	3.1
METROPOLITAN CANADA								
Vancouver	32.5%	25.0%	26.4%	12.5%	0.0%	3.6%	84	10.7
Calgary	62.2%	18.6%	8.1%	9.8%	0.0%	1.4%	61	12.6
Toronto	30.7%	43.8%	14.4%	8.5%	0.0%	2.7%	247	6.2
Ottawa	30.4%	49.3%	9.7%	8.4%	0.0%	2.2%	134	8.5
Montreal	12.3%	29.9%	8.0%	7.0%	40.3%	2.5%	253	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	**41.1%**	**21.9%**	**23.5%**	**11.8%**	**1.8%**	**215**	**6.7**
GENDER							
Male	34.7%	30.1%	21.6%	10.5%	3.0%	105	9.6
Female	45.5%	16.1%	23.1%	14.4%	0.9%	110	9.3
AGE							
<25	13.0%	60.9%	4.9%	21.2%	0.0%	8	34.7
25-44	46.8%	16.8%	21.3%	11.7%	3.4%	49	14.0
45-64	39.1%	15.2%	32.0%	11.5%	2.2%	96	10.0
65+	45.9%	25.4%	18.3%	10.4%	0.0%	62	12.5
EDUCATION							
High school or less	49.6%	11.9%	21.1%	17.4%	0.0%	54	13.3
College or CEGEP	31.5%	11.6%	39.0%	12.5%	5.5%	73	11.5
University or higher	40.5%	36.0%	12.9%	9.9%	0.8%	88	10.5

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	**55.2%**	**17.6%**	**10.9%**	**13.3%**	**3.0%**	**234**	**6.4**
GENDER							
Male	54.8%	15.0%	13.1%	15.4%	1.6%	104	9.6
Female	51.8%	19.2%	10.0%	14.6%	4.4%	130	8.6
AGE							
<25	11.7%	10.2%	24.2%	53.9%	0.0%	8	34.7
25-44	47.8%	21.7%	15.1%	13.4%	2.0%	73	11.5
45-64	65.1%	11.6%	7.2%	10.8%	5.3%	101	9.8
65+	67.9%	23.3%	4.6%	1.4%	2.8%	52	13.6
EDUCATION							
High school or less	55.8%	8.1%	6.7%	26.1%	3.3%	68	11.9
College or CEGEP	59.5%	17.4%	14.6%	4.2%	4.4%	83	10.8
University or higher	45.3%	23.9%	12.2%	17.1%	1.5%	83	10.8

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	**41.4%**	**14.2%**	**33.5%**	**6.4%**	**4.6%**	**161**	**7.7**
GENDER							
Male	46.9%	15.5%	30.5%	4.9%	2.2%	80	11.0
Female	38.5%	11.7%	33.3%	8.3%	8.2%	81	10.9
AGE							
<25	12.6%	0.0%	83.5%	3.9%	0.0%	8	34.7
25-44	52.1%	10.2%	23.3%	12.5%	1.9%	50	13.9
45-64	39.3%	13.3%	32.0%	4.2%	11.2%	70	11.7
65+	46.3%	29.4%	21.5%	0.0%	2.8%	33	17.1
EDUCATION							
High school or less	26.6%	9.0%	56.8%	3.7%	3.9%	44	14.8
College or CEGEP	55.1%	8.9%	19.1%	8.6%	8.3%	56	13.1
University or higher	41.3%	22.9%	27.0%	6.4%	2.4%	61	12.6

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	**32.4%**	**35.7%**	**17.6%**	**11.3%**	**2.9%**	**975**	**3.1**
GENDER							
Male	34.6%	35.2%	16.3%	9.2%	4.6%	479	4.5
Female	29.9%	36.1%	19.3%	13.6%	1.1%	496	4.4
AGE							
<25	14.7%	41.2%	23.4%	18.6%	2.1%	61	12.6
25-44	31.8%	34.3%	15.0%	15.4%	3.6%	308	5.6
45-64	35.3%	33.5%	19.9%	8.7%	2.7%	404	4.9
65+	36.9%	40.0%	15.9%	4.9%	2.3%	202	6.9
EDUCATION							
High school or less	37.3%	25.5%	20.8%	15.0%	1.3%	210	6.8
College or CEGEP	35.5%	36.1%	16.0%	9.4%	3.1%	324	5.4
University or higher	27.6%	40.3%	17.6%	11.0%	3.5%	441	4.7

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	**17.3%**	**25.1%**	**10.2%**	**9.0%**	**36.2%**	**2.2%**	**771**	**3.5**
GENDER								
Male	20.9%	25.6%	8.2%	8.2%	35.1%	2.0%	349	5.3
Female	14.3%	26.0%	11.5%	8.6%	37.1%	2.5%	422	4.8
AGE								
<25	13.4%	17.4%	16.1%	21.8%	29.3%	2.0%	71	11.6
25-44	18.1%	23.7%	11.1%	7.1%	37.8%	2.3%	289	5.8
45-64	18.4%	22.6%	7.4%	7.8%	41.3%	2.4%	271	6.0
65+	17.9%	41.8%	7.8%	3.5%	26.9%	2.0%	140	8.3
EDUCATION								
High school or less	15.3%	27.1%	6.0%	8.5%	41.0%	2.2%	232	6.4
College or CEGEP	21.2%	21.9%	9.1%	8.9%	37.2%	1.7%	271	6.0
University or higher	16.1%	28.5%	13.6%	7.8%	31.2%	2.8%	268	6.0

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	**31.1%**	**35.1%**	**26.3%**	**6.0%**	**1.5%**	**187**	**7.2**
GENDER							
Male	35.3%	32.8%	22.8%	8.4%	0.8%	86	10.6
Female	27.7%	36.4%	30.1%	3.8%	2.1%	101	9.8
AGE							
<25	0.0%	41.0%	47.4%	11.6%	0.0%	7	37.0
25-44	40.5%	27.2%	25.9%	6.4%	0.0%	57	13.0
45-64	29.2%	38.0%	23.8%	6.5%	2.4%	90	10.3
65+	28.4%	39.3%	26.3%	3.6%	2.3%	33	17.1
EDUCATION							
High school or less	26.4%	35.2%	31.1%	5.8%	1.5%	63	12.4
College or CEGEP	50.9%	24.3%	18.1%	4.8%	1.9%	61	12.6
University or higher	17.2%	44.0%	30.1%	7.9%	0.8%	63	12.4

Second Choice

Q. Talking again in terms of a federal election, which party would be your second choice?

	Conservative Party of Canada	Liberal	NDP	green	BLOC QUÉBÉCOIS	Other	No 2nd choice	Sample Size	Margin of Error (+/-)
NATIONALLY	**10.2%**	**16.8%**	**17.9%**	**12.3%**	**3.0%**	**2.4%**	**37.4%**	**2916**	**1.8**
REGION									
British Columbia	8.8%	17.3%	19.1%	17.3%	0.0%	3.1%	34.4%	240	6.3
Alberta	5.4%	15.8%	11.5%	12.8%	0.0%	5.5%	48.9%	267	6.0
Saskatchewan/Manitoba	9.8%	23.7%	13.6%	6.4%	0.0%	2.4%	44.1%	189	7.1
Ontario	11.0%	17.0%	18.9%	13.4%	0.0%	2.6%	37.0%	1129	2.9
Quebec	11.1%	15.0%	20.4%	8.3%	12.2%	1.1%	31.9%	871	3.3
Atlantic Canada	12.6%	15.9%	14.6%	14.9%	0.0%	0.3%	41.8%	220	6.6
GENDER									
Male	9.1%	19.1%	19.2%	11.0%	2.7%	2.7%	36.1%	1323	2.7
Female	11.2%	14.6%	16.7%	13.4%	3.4%	2.1%	38.6%	1593	2.5
AGE									
<25	11.6%	19.3%	18.7%	15.0%	3.6%	3.1%	28.7%	188	7.2
25-44	10.9%	15.6%	19.2%	10.9%	4.1%	2.4%	36.9%	965	3.2
45-64	9.5%	16.7%	16.3%	13.3%	2.5%	2.3%	39.5%	1179	2.9
65+	9.6%	18.0%	18.2%	11.2%	1.6%	2.1%	39.3%	584	4.1
EDUCATION									
High school or less	10.7%	15.9%	16.3%	9.7%	2.9%	2.5%	42.0%	795	3.5
College or CEGEP	10.8%	15.9%	13.3%	14.0%	2.8%	2.4%	40.8%	1008	3.1
University or higher	9.4%	18.1%	23.0%	12.3%	3.3%	2.4%	31.5%	1113	2.9
CURRENT VOTE INTENTION									
Conservative Party of Canada	0.0%	25.1%	12.5%	10.3%	1.8%	3.4%	46.9%	815	3.4
Liberal Party of Canada	19.9%	0.0%	36.2%	14.9%	4.4%	1.3%	23.3%	718	3.7
NDP	15.1%	33.2%	0.0%	19.3%	5.0%	2.9%	24.6%	399	4.9
Green Party	11.2%	26.1%	22.7%	0.0%	3.7%	3.1%	33.1%	256	6.1
Bloc Quebecois	12.0%	12.2%	29.7%	15.4%	0.0%	1.1%	29.5%	289	5.8
Undecided	13.9%	13.5%	20.0%	7.2%	0.7%	0.0%	44.7%	66	12.1

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	**50.4%**	**39.2%**	**10.3%**	**1466**	**2.6**
REGION					
British Columbia	46.4%	35.5%	18.1%	120	9.0
Alberta	66.9%	24.0%	9.1%	136	8.4
Saskatchewan/Manitoba	66.8%	26.3%	6.9%	87	10.5
Ontario	47.8%	44.7%	7.5%	549	4.2
Quebec	44.4%	41.9%	13.8%	456	4.6
Atlantic Canada	53.5%	40.9%	5.7%	118	9.0
GENDER					
Male	52.5%	40.7%	6.7%	665	3.8
Female	48.6%	38.0%	13.4%	801	3.5
AGE					
<25	55.5%	33.0%	11.5%	104	9.6
25-44	50.5%	37.2%	12.3%	470	4.5
45-64	50.5%	42.5%	6.9%	595	4.0
65+	46.9%	41.0%	12.1%	297	5.7
EDUCATION					
High school or less	45.4%	40.2%	14.4%	405	4.9
College or CEGEP	55.4%	37.0%	7.6%	514	4.3
University or higher	49.5%	40.6%	9.8%	547	4.2
CURRENT VOTE INTENTION					
Conservative Party of Canada	70.9%	19.9%	9.2%	397	4.9
Liberal Party of Canada	45.3%	44.1%	10.6%	358	5.2
NDP	45.2%	49.3%	5.4%	202	6.9
Green Party	38.0%	53.9%	8.1%	132	8.5
Bloc Quebecois	35.2%	52.8%	12.0%	141	8.3
Undecided	24.2%	68.1%	7.7%	37	16.1

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	**44.0%**	**44.2%**	**11.8%**	**1513**	**2.5**
REGION					
British Columbia	53.5%	35.4%	11.0%	124	8.8
Alberta	59.1%	25.7%	15.1%	139	8.3
Saskatchewan/Manitoba	35.5%	51.7%	12.8%	106	9.5
Ontario	42.6%	46.1%	11.3%	602	4.0
Quebec	35.7%	53.5%	10.7%	437	4.7
Atlantic Canada	50.4%	34.4%	15.1%	105	9.6
GENDER					
Male	47.1%	44.2%	8.7%	683	3.8
Female	40.9%	44.1%	15.0%	830	3.4
AGE					
<25	37.1%	46.5%	16.4%	109	9.4
25-44	44.8%	47.3%	7.9%	509	4.3
45-64	44.8%	44.5%	10.7%	593	4.0
65+	45.7%	35.2%	19.0%	302	5.6
EDUCATION					
High school or less	42.1%	40.9%	17.0%	425	4.8
College or CEGEP	49.8%	39.7%	10.5%	513	4.3
University or higher	40.2%	50.1%	9.7%	575	4.1
CURRENT VOTE INTENTION					
Conservative Party of Canada	78.7%	14.0%	7.2%	418	4.8
Liberal Party of Canada	35.4%	53.6%	11.0%	360	5.2
NDP	27.0%	61.3%	11.7%	197	7.0
Green Party	26.8%	58.1%	15.1%	124	8.8
Bloc Quebecois	19.8%	73.4%	6.9%	148	8.1
Undecided	13.6%	83.3%	3.1%	29	18.2

National Federal Vote Intention: August 4-10 (Week 1)

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	**32.2%**	**27.7%**	**15.4%**	**12.3%**	**9.5%**	**2.8%**	**2048**	**2.2**
REGION								
British Columbia	29.4%	25.1%	23.1%	19.4%	0.0%	3.1%	240	6.3
Alberta	61.2%	18.4%	5.0%	9.9%	0.0%	5.5%	180	7.3
Saskatchewan/Manitoba	47.3%	17.8%	21.0%	11.3%	0.0%	2.6%	127	8.7
Ontario	34.9%	33.7%	15.8%	12.5%	0.0%	3.1%	826	3.4
Quebec	12.9%	24.6%	12.5%	10.2%	37.9%	1.9%	509	4.3
Atlantic Canada	34.2%	35.4%	19.6%	10.3%	0.0%	0.5%	166	7.6
GENDER								
Male	38.6%	26.6%	13.1%	10.2%	8.7%	2.9%	996	3.1
Female	25.7%	28.9%	17.8%	14.6%	10.3%	2.7%	1052	3.0
AGE								
<25	19.7%	22.3%	16.2%	23.7%	13.7%	4.4%	158	7.8
25-44	29.2%	25.0%	16.8%	15.8%	10.8%	2.4%	598	4.0
45-64	34.5%	29.8%	15.1%	9.0%	8.6%	3.1%	805	3.5
65+	41.4%	32.1%	13.0%	5.2%	6.1%	2.2%	487	4.4
EDUCATION								
High school or less	33.8%	22.1%	14.3%	14.8%	11.4%	3.5%	522	4.3
College or CEGEP	37.5%	22.8%	15.0%	12.0%	10.1%	2.6%	636	3.9
University or higher	27.2%	34.9%	16.5%	11.1%	7.7%	2.6%	889	3.3
METROPOLITAN CANADA								
Vancouver	26.1%	26.1%	29.0%	16.7%	0.0%	2.1%	103	9.7
Calgary	63.3%	18.5%	2.1%	9.7%	0.0%	6.3%	57	13.0
Toronto	28.1%	43.1%	14.1%	10.9%	0.0%	3.9%	309	5.6
Ottawa	41.6%	29.9%	16.5%	8.9%	0.0%	3.1%	153	7.9
Montreal	13.2%	27.9%	13.5%	10.0%	32.7%	2.6%	250	6.2

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 August 11 – August 17, 2010.[1] In total, a random sample of 2,979 Canadians aged 18 and over responded to the survey (including a sub-sample of 2,543 decided voters). The margin of error associated with the total sample is +/-1.8 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.

Annex:

Federal vote intention: August 4-10

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

BASE: Decided Voters; August 4-10 (n=2,048)