

## ***POLITICAL LANDSCAPE FREEZES AS PARLIAMENT CLOSES***

[Ottawa – December 17, 2009] - The overall political landscape continues to drift back to a familiar steady state with no party poised to disrupt the pattern of minority governments. The most recent poll confirms that the steady but mild erosion of Conservative fortunes is a stable pattern and the new normal no longer has the Conservatives knocking on the door of a majority. To the contrary, they are back firmly in minority territory and they have surrendered their advantage of having been seen as moving the federal government in the right direction.

The numbers are now deadlocked and at 35.9, the Conservatives are polling below their results in last year's election. Despite this steady decline, there is little evidence that the Liberals are poised to displace the CPC as they seem to be frozen at around 27 points. So a much less formidable gap than a couple of months ago but the narrowing is exclusively a product of declining CPC fortunes rather than rising Liberal tides. Moreover, the CPC advantage is fairly stable and they perform well in most demographics and regions, though they are once again experiencing serious difficulties in Quebec.

Also of interest is the widening gender gap. While the Conservatives continue to do well with men and with Canadians over 45, the Liberals have almost pulled even with the women's vote and lead the under 25 vote. This is an interesting segue to the issue of how Canadians look at various measures to increase voter participation, something we discuss in a separate release for CBC's Power and Politics on Thursday, December 17.

### **HIGHLIGHTS**

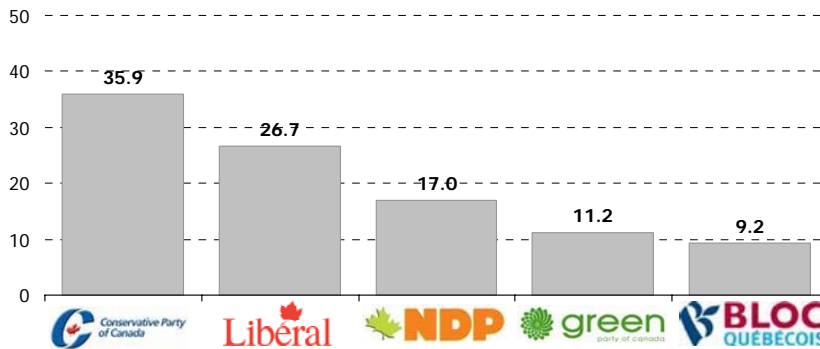
- **National federal vote intention:**
  - ▣ **35.9% CPC**
  - ▣ **26.7% LPC**
  - ▣ **17.0% NDP**
  - ▣ **11.2% Green**
  - ▣ **9.2% BQ**
  
- **Change since November 26:**
  - ▣ **+0.3% CPC**
  - ▣ **+0.2% LPC**
  - ▣ **+0.3% NDP**
  - ▣ **-0.1% Green**
  - ▣ **-0.7% BQ**
  
- **Direction of government:**
  - ▣ **45% Right Direction**
  - ▣ **44% Wrong Direction**
  - ▣ **12% DK/NR**

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

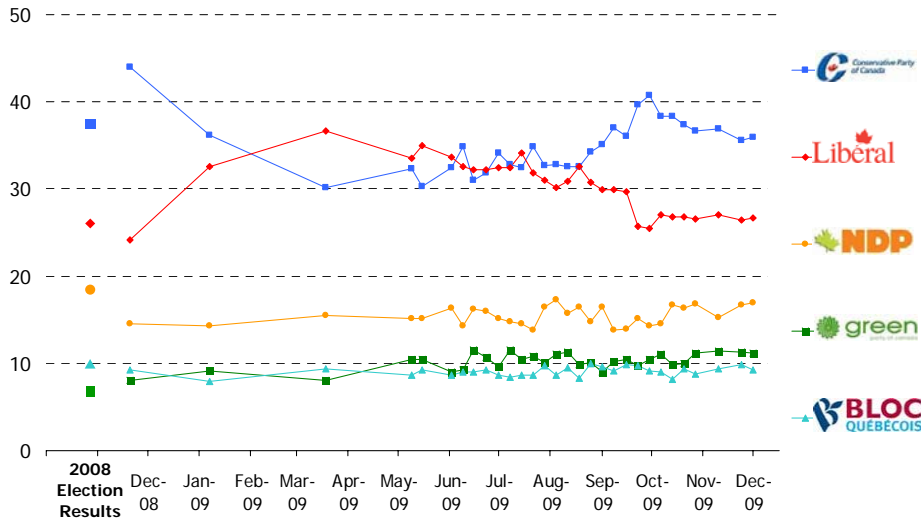
## Top Line Results:

### Federal vote intention

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



### Weekly tracking of federal vote intention



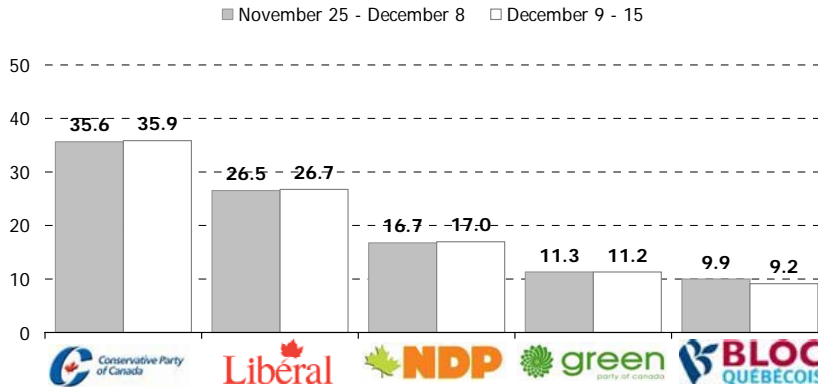
Note: The data on federal vote intention are based on decided voters only. Our survey also finds that 14.5% of Canadians are undecided/ineligible to vote.

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BASE: Decided voters; most recent data point Dec. 9-15 (n=2894)

## Changes in federal vote intention since December 10

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

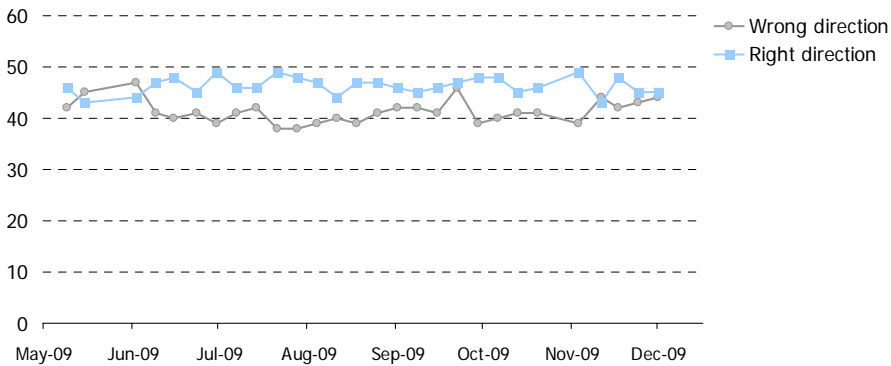


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BASE: Decided voters; Nov. 25-Dec. 8 (n=4074) / Decided voters; Dec. 9-15 (n=2894)

## 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 Dec. 9-15 (n=half sample)

## 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>							
						Sample Size	Margin of Error (+/-)
<b>NATIONALLY</b>	<b>35.9%</b>	<b>26.7%</b>	<b>17.0%</b>	<b>11.2%</b>	<b>9.2%</b>	<b>2894</b>	<b>1.8</b>
<b>REGION</b>							
British Columbia	35.0%	23.6%	28.8%	12.6%	0.0%	322	5.5
Alberta	60.7%	13.9%	10.4%	15.1%	0.0%	305	5.6
Saskatchewan/Manitoba	53.1%	17.6%	20.5%	8.8%	0.0%	197	7.0
Ontario	39.0%	33.5%	14.8%	12.7%	0.0%	1062	3.0
Quebec	17.1%	24.6%	12.8%	8.7%	36.8%	830	3.4
Atlantic Canada	35.2%	31.2%	26.9%	6.7%	0.0%	178	7.4
<b>GENDER</b>							
Male	41.5%	24.7%	15.6%	9.2%	9.0%	1447	2.6
Female	30.3%	28.7%	18.3%	13.2%	9.4%	1447	2.6
<b>AGE</b>							
<25	21.1%	27.2%	20.5%	22.7%	8.7%	251	6.2
25-44	31.0%	25.5%	18.8%	13.0%	11.8%	930	3.2
45-64	40.5%	26.7%	14.9%	8.9%	9.0%	1161	2.9
65+	44.7%	28.8%	15.5%	5.8%	5.2%	552	4.2
<b>EDUCATION</b>							
High school or less	37.4%	22.7%	16.6%	10.7%	12.7%	845	3.4
College or CEGEP	37.9%	25.9%	15.8%	11.8%	8.6%	974	3.1
University or higher	32.9%	30.6%	18.2%	11.1%	7.1%	1075	3.0
<b>METROPOLITAN CANADA</b>							
Vancouver	32.1%	24.2%	31.7%	12.1%	0.0%	124	8.8
Calgary	63.9%	16.9%	7.7%	11.5%	0.0%	105	9.6
Toronto	37.4%	37.8%	12.8%	12.0%	0.0%	313	5.5
Ottawa	45.2%	31.5%	16.4%	6.9%	0.0%	171	7.5
Montreal	16.2%	25.5%	13.9%	8.4%	36.0%	343	5.3





### **Federal Vote Intention – British Columbia**

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

					Sample Size	Margin of Error (+/-)
<b>OVERALL</b>	<b>35.0%</b>	<b>23.6%</b>	<b>28.8%</b>	<b>12.6%</b>	<b>322</b>	<b>5.5</b>
<b>GENDER</b>						
Male	37.4%	22.4%	29.9%	10.3%	161	7.7
Female	28.9%	25.5%	29.3%	16.2%	161	7.7
<b>AGE</b>						
<25	10.1%	29.9%	44.7%	15.2%	20	21.9
25-44	28.3%	23.2%	30.6%	17.9%	95	10.1
45-64	36.5%	23.6%	27.3%	12.7%	128	8.7
65+	47.7%	22.9%	24.2%	5.1%	79	11.0
<b>EDUCATION</b>						
High school or less	28.9%	17.4%	44.1%	9.6%	74	11.4
College or CEGEP	35.1%	21.4%	31.5%	12.0%	111	9.3
University or higher	33.8%	29.7%	20.2%	16.4%	137	8.4





### **Federal Vote Intention – Alberta**

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

					Sample Size	Margin of Error (+/-)
<b>OVERALL</b>	<b>60.7%</b>	<b>13.9%</b>	<b>10.4%</b>	<b>15.1%</b>	<b>305</b>	<b>5.6</b>
<b>GENDER</b>						
Male	68.2%	10.5%	8.4%	13.0%	144	8.2
Female	51.8%	17.0%	13.3%	17.9%	161	7.7
<b>AGE</b>						
<25	19.8%	18.4%	25.2%	36.6%	25	19.6
25-44	63.3%	14.5%	6.3%	15.9%	106	9.5
45-64	67.4%	9.5%	10.7%	12.3%	118	9.0
65+	64.9%	17.9%	10.2%	7.0%	56	13.1
<b>EDUCATION</b>						
High school or less	63.1%	8.0%	10.0%	18.9%	88	10.5
College or CEGEP	68.5%	10.7%	8.2%	12.6%	118	9.0
University or higher	46.1%	23.4%	15.0%	15.4%	99	9.9





### **Federal Vote Intention – Saskatchewan/Manitoba**

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

					Sample Size	Margin of Error (+/-)
<b>OVERALL</b>	<b>53.1%</b>	<b>17.6%</b>	<b>20.5%</b>	<b>8.8%</b>	<b>197</b>	<b>7.0</b>
<b>GENDER</b>						
Male	63.0%	12.3%	17.5%	7.2%	101	9.8
Female	42.7%	23.9%	24.1%	9.3%	96	10.0
<b>AGE</b>						
<25	53.8%	18.8%	27.4%	0.0%	11	29.6
25-44	49.2%	20.7%	17.0%	13.1%	54	13.3
45-64	57.6%	13.4%	20.2%	8.8%	91	10.3
65+	48.4%	22.6%	24.2%	4.8%	41	15.3
<b>EDUCATION</b>						
High school or less	57.1%	12.1%	21.9%	8.8%	83	10.8
College or CEGEP	39.5%	29.0%	25.3%	6.2%	43	14.9
University or higher	55.7%	18.4%	17.0%	8.8%	71	11.6






### **Federal Vote Intention – Ontario**

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

					Sample Size	Margin of Error (+/-)
<b>OVERALL</b>	<b>39.0%</b>	<b>33.5%</b>	<b>14.8%</b>	<b>12.7%</b>	<b>1062</b>	<b>3.0</b>
<b>GENDER</b>						
Male	43.8%	32.3%	12.8%	11.1%	568	4.1
Female	33.4%	34.7%	17.3%	14.6%	494	4.4
<b>AGE</b>						
<25	28.3%	34.4%	14.1%	23.2%	102	9.7
25-44	33.8%	32.3%	17.4%	16.5%	323	5.5
45-64	43.5%	34.3%	13.0%	9.2%	435	4.7
65+	44.6%	33.6%	15.0%	6.8%	202	6.9
<b>EDUCATION</b>						
High school or less	41.4%	26.2%	14.2%	18.2%	246	6.3
College or CEGEP	41.2%	33.2%	12.1%	13.4%	366	5.1
University or higher	35.0%	37.8%	17.9%	9.3%	450	4.6





### Federal Vote Intention – Quebec

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

						Sample Size	Margin of Error (+/-)
<b>OVERALL</b>	<b>17.1%</b>	<b>24.6%</b>	<b>12.8%</b>	<b>8.7%</b>	<b>36.8%</b>	<b>830</b>	<b>3.4</b>
<b>GENDER</b>							
Male	20.8%	22.3%	12.5%	6.8%	37.6%	387	5.0
Female	15.3%	27.8%	11.9%	9.5%	35.4%	443	4.7
<b>AGE</b>							
<25	8.4%	23.9%	17.2%	21.3%	29.1%	83	10.8
25-44	14.4%	22.0%	16.1%	6.9%	40.5%	298	5.7
45-64	19.7%	25.6%	8.8%	6.1%	39.9%	314	5.5
65+	27.6%	30.5%	8.7%	7.1%	26.1%	135	8.4
<b>EDUCATION</b>							
High school or less	18.9%	25.1%	9.6%	4.4%	42.0%	292	5.7
College or CEGEP	18.8%	26.1%	10.3%	11.5%	33.3%	279	5.9
University or higher	16.5%	23.8%	17.2%	9.0%	33.5%	259	6.1

### Federal Vote Intention – Atlantic Canada

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

					Sample Size	Margin of Error (+/-)
<b>OVERALL</b>	<b>35.2%</b>	<b>31.2%</b>	<b>26.9%</b>	<b>6.7%</b>	<b>178</b>	<b>7.4</b>
<b>GENDER</b>						
Male	42.7%	29.4%	26.0%	2.0%	86	10.6
Female	28.1%	32.9%	27.8%	11.2%	92	10.2
<b>AGE</b>						
<25	27.7%	10.4%	31.1%	30.8%	10	31.0
25-44	25.4%	32.0%	37.7%	4.9%	54	13.3
45-64	39.4%	32.8%	22.0%	5.8%	75	11.3
65+	48.8%	35.8%	15.3%	0.0%	39	15.7
<b>EDUCATION</b>						
High school or less	39.2%	38.9%	21.9%	0.0%	62	12.5
College or CEGEP	36.5%	24.2%	32.7%	6.5%	57	13.0
University or higher	30.4%	30.4%	26.0%	13.3%	59	12.8

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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 December 9 – December 15, 2009.<sup>1</sup> In total, a random sample of 3,386 Canadians aged 18 and over responded to the survey (including a sub-sample of 2,984 decided voters). The margin of error associated with the total sample is +/-1.7 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.