

## **CONSERVATIVES RE-OPEN GAP OVER LIBERALS**

*LIBS STALL/TORIES RISE*

[Ottawa – February 25, 2010] - After several weeks in which Canada's two major parties have been neck-and-neck, Stephen Harper's Conservatives have opened up a three percentage point lead over the Liberals. The shift, though small, puts the Conservatives back in comfortable minority-government territory if an election were held.

"The Liberals rode the dissatisfaction with the government over Afghan detainees, Copenhagen and prorogation back into contention after what was for them a disastrous early fall," said EKOS President Frank Graves. "However, they have not had been able to find the leadership or the message to build on that momentum. Meanwhile, the government, with the Haiti crisis and the Olympics dominating the media, has managed to stay away from trouble in the public eye, and some of their traditional supporters are drifting back to them."

Nationally, the Liberals have not slipped in support from their peak of recent weeks. However, the Conservatives have been making modest gains.

The Conservatives are now essentially tied with the Liberals in seat-rich Ontario. The Liberals are very competitive – slightly ahead in fact – among voters under 45 years of age. However, the Conservatives have a significant edge among older Canadians, a somewhat larger group. The Liberals are ahead among the university educated and those born outside of Canada, but in most other demographic categories -- including women, for example -- the Tories are tied or leading.

This EKOS poll is one of a series with very robust sample sizes conducted for exclusive release by the CBC.

### **HIGHLIGHTS**

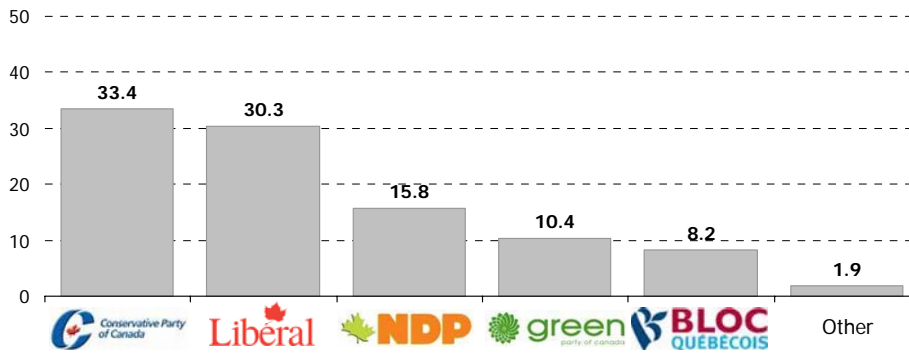
- **National federal vote intention:**
  - ☒ **33.4% CPC**
  - ☒ **30.3% LPC**
  - ☒ **15.8% NDP**
  - ☒ **10.4% Green**
  - ☒ **8.2% BQ**
  - ☒ **1.9% other**
  
- **Direction of government:**
  - ☒ **45% right direction**
  - ☒ **45% wrong direction**
  - ☒ **10% do not know/no response**

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

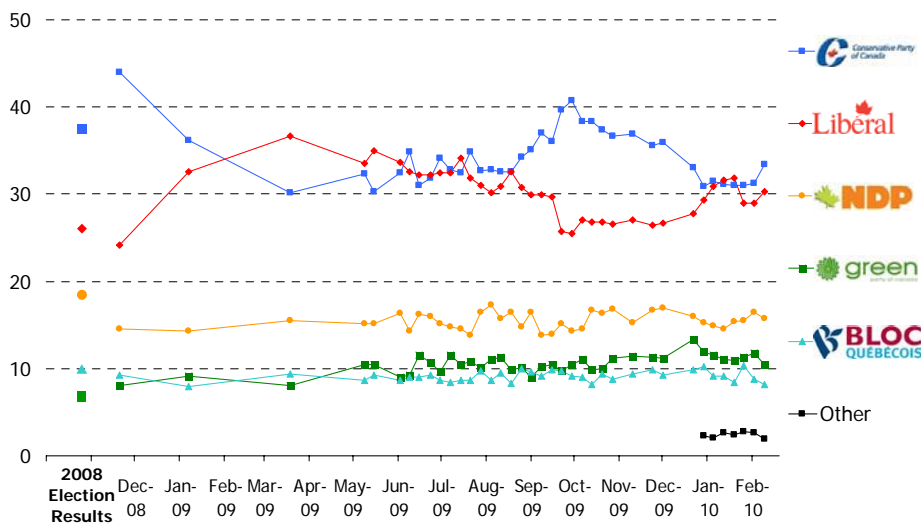
## Top Line Results:

### Federal vote intention

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



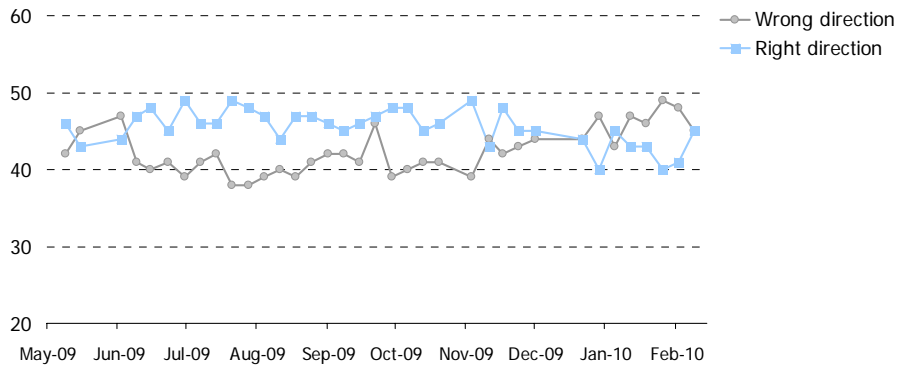
### Weekly tracking of federal vote intention



Note: The data on federal vote intention are based on decided voters only. Our survey also finds that 12.5% 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?*



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**BASE:** Canadians; most recent data point Feb. 17-23 (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>								
						Other	Sample Size	Margin of Error (+/-)
<b>NATIONALLY</b>	<b>33.4%</b>	<b>30.3%</b>	<b>15.8%</b>	<b>10.4%</b>	<b>8.2%</b>	<b>1.9%</b>	<b>2594</b>	<b>1.9</b>
<b>REGION</b>								
British Columbia	31.3%	26.4%	26.4%	13.6%	0.0%	2.4%	302	5.6
Alberta	57.7%	19.3%	9.1%	10.4%	0.0%	3.5%	291	5.7
Saskatchewan/Manitoba	41.8%	26.2%	24.7%	6.8%	0.0%	0.6%	169	7.5
Ontario	36.0%	36.2%	15.3%	10.8%	0.0%	1.6%	973	3.1
Quebec	18.2%	27.4%	9.8%	10.0%	33.0%	1.6%	663	3.8
Atlantic Canada	32.6%	36.3%	20.9%	7.2%	0.0%	3.0%	196	7.0
<b>GENDER</b>								
Male	35.6%	31.0%	13.8%	9.0%	8.0%	2.6%	1303	2.7
Female	31.2%	29.7%	17.7%	11.8%	8.3%	1.3%	1291	2.7
<b>AGE</b>								
<25	20.4%	30.3%	14.8%	20.9%	12.5%	1.0%	226	6.5
25-44	28.7%	28.9%	18.2%	12.5%	9.2%	2.5%	820	3.4
45-64	36.4%	30.2%	15.2%	8.1%	8.0%	2.0%	1002	3.1
65+	44.0%	33.3%	12.7%	4.7%	4.3%	1.0%	546	4.2
<b>EDUCATION</b>								
High school or less	33.0%	27.7%	15.0%	11.0%	10.7%	2.7%	736	3.6
College or CEGEP	37.2%	26.6%	15.3%	10.9%	8.1%	1.8%	876	3.3
University or higher	30.3%	35.6%	16.8%	9.5%	6.5%	1.4%	982	3.1
<b>METROPOLITAN CANADA</b>								
Vancouver	34.8%	22.8%	29.3%	10.3%	0.0%	2.8%	119	9.0
Calgary	60.8%	18.9%	9.1%	6.3%	0.0%	4.9%	101	9.8
Toronto	34.5%	41.4%	12.2%	11.1%	0.0%	0.7%	293	5.7
Ottawa	48.1%	36.3%	7.9%	7.0%	0.0%	0.7%	133	8.5
Montreal	13.1%	29.7%	11.7%	11.0%	32.7%	1.8%	283	5.8





### **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>31.3%</b>	<b>26.4%</b>	<b>26.4%</b>	<b>13.6%</b>	<b>2.4%</b>	<b>302</b>	<b>5.6</b>
<b>GENDER</b>							
Male	33.6%	26.3%	22.6%	14.2%	3.4%	156	7.9
Female	28.5%	26.5%	30.3%	13.3%	1.4%	146	8.1
<b>AGE</b>							
<25	11.6%	32.4%	28.4%	23.6%	3.9%	25	19.6
25-44	23.3%	27.1%	28.2%	17.6%	3.8%	103	9.7
45-64	35.4%	26.5%	25.2%	11.2%	1.7%	116	9.1
65+	49.5%	21.2%	24.3%	5.1%	0.0%	58	12.9
<b>EDUCATION</b>							
High school or less	30.9%	14.2%	34.4%	14.7%	5.9%	68	11.9
College or CEGEP	35.8%	25.3%	27.6%	10.3%	1.0%	106	9.5
University or higher	27.2%	34.0%	21.2%	16.0%	1.6%	128	8.7





### **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>57.7%</b>	<b>19.3%</b>	<b>9.1%</b>	<b>10.4%</b>	<b>3.5%</b>	<b>291</b>	<b>5.7</b>
<b>GENDER</b>							
Male	59.1%	18.5%	8.6%	8.4%	5.3%	141	8.3
Female	55.9%	20.9%	8.8%	12.4%	2.0%	150	8.0
<b>AGE</b>							
<25	40.1%	30.1%	5.6%	20.5%	3.6%	19	22.5
25-44	52.5%	17.5%	10.7%	16.3%	2.9%	101	9.8
45-64	62.5%	20.4%	9.0%	4.3%	3.7%	124	8.8
65+	69.1%	15.3%	6.4%	4.2%	5.0%	47	14.3
<b>EDUCATION</b>							
High school or less	60.1%	14.7%	6.1%	12.5%	6.7%	78	11.1
College or CEGEP	62.9%	18.6%	6.8%	8.8%	2.9%	110	9.3
University or higher	49.3%	25.1%	13.1%	10.5%	2.0%	103	9.7





### **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>41.8%</b>	<b>26.2%</b>	<b>24.7%</b>	<b>6.8%</b>	<b>0.6%</b>	<b>169</b>	<b>7.5</b>
<b>GENDER</b>							
Male	46.5%	25.1%	17.6%	9.8%	1.0%	78	11.1
Female	37.7%	27.7%	30.7%	3.9%	0.0%	91	10.3
<b>AGE</b>							
<25	24.1%	19.1%	32.7%	24.1%	0.0%	13	27.2
25-44	39.6%	29.1%	23.7%	7.6%	0.0%	43	14.9
45-64	45.4%	26.1%	24.3%	3.0%	1.3%	75	11.3
65+	50.1%	26.6%	20.9%	2.4%	0.0%	38	15.9
<b>EDUCATION</b>							
High school or less	49.1%	19.9%	20.8%	10.1%	0.0%	55	13.2
College or CEGEP	46.0%	23.3%	26.0%	4.7%	0.0%	51	13.7
University or higher	32.3%	34.8%	26.0%	5.5%	1.3%	63	12.4






### **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>36.0%</b>	<b>36.2%</b>	<b>15.3%</b>	<b>10.8%</b>	<b>1.6%</b>	<b>973</b>	<b>3.1</b>
<b>GENDER</b>							
Male	39.1%	35.4%	12.9%	10.0%	2.6%	489	4.4
Female	32.8%	36.8%	17.8%	11.9%	0.6%	484	4.5
<b>AGE</b>							
<25	24.7%	35.8%	17.5%	21.0%	0.9%	91	10.3
25-44	34.4%	33.4%	18.5%	10.9%	2.7%	303	5.6
45-64	37.4%	36.7%	13.5%	10.8%	1.6%	355	5.2
65+	42.9%	40.3%	11.6%	5.2%	0.0%	224	6.6
<b>EDUCATION</b>							
High school or less	38.2%	28.2%	18.6%	14.1%	0.9%	238	6.4
College or CEGEP	38.9%	32.8%	15.4%	10.8%	2.1%	319	5.5
University or higher	32.4%	43.2%	13.5%	9.3%	1.7%	416	4.8





### **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>18.2%</b>	<b>27.4%</b>	<b>9.8%</b>	<b>10.0%</b>	<b>33.0%</b>	<b>1.6%</b>	<b>663</b>	<b>3.8</b>
<b>GENDER</b>								
Male	20.8%	30.1%	9.7%	6.9%	31.2%	1.2%	335	5.4
Female	16.2%	25.3%	10.2%	12.4%	33.9%	2.1%	328	5.4
<b>AGE</b>								
<25	12.3%	20.9%	5.6%	20.4%	40.7%	0.0%	64	12.3
25-44	11.3%	28.0%	11.1%	11.4%	36.6%	1.5%	209	6.8
45-64	21.4%	26.2%	10.5%	7.0%	32.8%	2.1%	253	6.2
65+	30.4%	34.1%	9.1%	5.2%	19.2%	2.0%	137	8.4
<b>EDUCATION</b>								
High school or less	15.0%	35.2%	6.1%	7.2%	33.7%	2.8%	232	6.4
College or CEGEP	22.7%	20.9%	8.1%	14.2%	32.5%	1.6%	223	6.6
University or higher	18.1%	26.2%	16.2%	7.7%	31.4%	0.4%	208	6.8

### **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>32.6%</b>	<b>36.3%</b>	<b>20.9%</b>	<b>7.2%</b>	<b>3.0%</b>	<b>196</b>	<b>7.0</b>
<b>GENDER</b>							
Male	32.3%	41.8%	18.7%	3.3%	3.9%	104	9.6
Female	32.8%	30.4%	23.1%	11.7%	2.1%	92	10.2
<b>AGE</b>							
<25	22.8%	49.5%	11.6%	16.1%	0.0%	14	26.2
25-44	22.2%	31.4%	31.3%	11.4%	3.7%	61	12.6
45-64	35.4%	36.5%	20.6%	4.3%	3.2%	79	11.0
65+	50.8%	36.9%	7.2%	2.5%	2.5%	42	15.1
<b>EDUCATION</b>							
High school or less	34.2%	37.7%	13.1%	11.9%	3.2%	65	12.2
College or CEGEP	32.4%	33.8%	21.2%	9.4%	3.3%	67	12.0
University or higher	31.2%	36.6%	28.5%	1.4%	2.3%	64	12.3

<b>Direction of Government</b>					
<i>Q. All things considered, would you say the Government of Canada is moving in the right direction or the wrong direction?</i>					
	Right Direction	Wrong Direction	DK/NR	Sample Size	Margin of Error (+/-)
<b>NATIONALLY</b>	<b>45%</b>	<b>45%</b>	<b>10%</b>	<b>1456</b>	<b>2.6</b>
<b>REGION</b>					
British Columbia	46%	45%	8%	159	7.8
Alberta	61%	29%	10%	165	7.6
Saskatchewan/Manitoba	47%	40%	13%	91	10.3
Ontario	46%	45%	10%	542	4.2
Quebec	33%	56%	11%	377	5.1
Atlantic Canada	47%	42%	11%	122	8.9
<b>GENDER</b>					
Male	49%	44%	7%	708	3.7
Female	40%	47%	13%	748	3.6
<b>AGE</b>					
<25	42%	46%	12%	149	8.0
25-44	41%	48%	11%	453	4.6
45-64	44%	49%	7%	558	4.2
65+	54%	33%	13%	296	5.7
<b>EDUCATION</b>					
High school or less	44%	43%	12%	413	4.8
College or CEGEP	47%	42%	11%	496	4.4
University or higher	42%	50%	8%	547	4.2
<b>CURRENT VOTE INTENTION</b>					
Conservative Party of Canada	83%	12%	6%	451	4.6
Liberal Party of Canada	35%	58%	7%	383	5.0
NDP	26%	63%	11%	203	6.9
Green Party	28%	59%	14%	123	8.8
Bloc Quebecois	10%	79%	11%	110	9.3
Undecided	29%	49%	22%	20	21.9



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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 February 17 – February 23, 2010.<sup>1</sup> In total, a random sample of 2,953 Canadians aged 18 and over responded to the survey (including a sub-sample of 2,594 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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<sup>1</sup> Please note that these dates are not inclusive of the weekends, as we do not survey on Saturday or Sunday.