

## ***LIBERALS/CONSERVATIVES IN VIRTUAL TIE***

*"HAITI EFFECT" NOT YET BOOSTING TORIES*

[Ottawa – January 21, 2010] - The federal Liberals have pulled into a virtual tie with the Conservatives in the past week – the first time they have drawn so close to the governing party since late summer.

"The Conservative Party has been in decline since mid-October," said EKOS President Frank Graves. "However, for the first time it is possible to say that the Liberals have also had a rebound – albeit a more modest one."

The Liberals sunk into the mid-20 percent range in the fall after threatening to force an election. Today's poll marks the first time since then that they have cracked the thirty per cent mark.

"The Liberals continued to edge upward this week despite Stephen Harper's adroit response to the disaster in Haiti, which dominated the news, obliterating the vexatious issues of prorogation and the treatment of Afghan detainees," Graves said. "However, public opinion sometimes lags the news by a few days, and so it will be important to watch whether the trends of the last month or two are sustained in coming weeks."

The Liberals are staging a comeback at the moment among many of their key regions and demographics. They have regained a modest lead in Ontario, and a larger one in the Atlantic provinces. They are now clearly the strongest federalist party in Quebec.

"One key demographic group to watch as the race between the two major parties tightens are the baby-boomers," said Graves. "They swung to the Conservatives in the last two elections, especially the most affluent among them. They then defected to the Liberals following the market crash, slowly moved back to the Tories as the markets recovered and the Liberals failed to offer a clear alternative economic plan. Now many are defecting to the Liberals again, apparently unhappy with the Conservatives' governance style. The Conservatives still lead among this group, but their lead is much less significant than it was."

The Liberals now have a clear lead among younger voters, though they continue to lag the Conservatives among older voters who have a higher propensity to vote. They have reclaimed a solid lead among university educated voters and among New Canadians – groups they had lost to the Tories during what was a dismal political fall season for the Liberal Party.

### **HIGHLIGHTS**

- **National federal vote intention:**
  - ☒ **31.5% CPC**
  - ☒ **30.9% LPC**
  - ☒ **14.9% NDP**
  - ☒ **11.5% Green**
  - ☒ **9.1% BQ**
  - ☒ **2.1% Other**
- **Direction of government:**
  - ☒ **45% Right Direction**
  - ☒ **43% Wrong Direction**
  - ☒ **12% DK/NR**

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

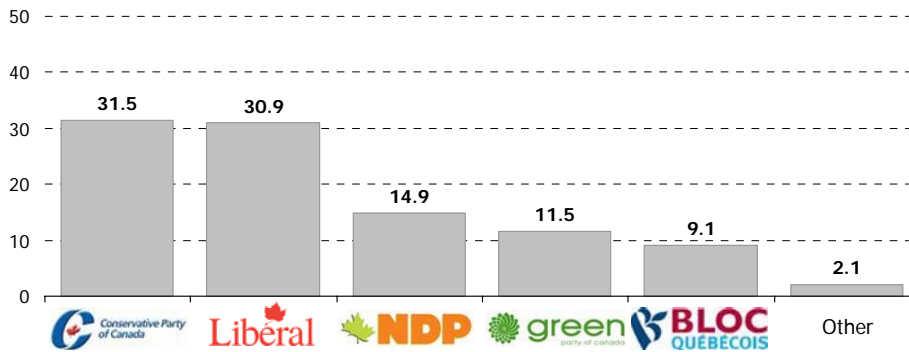
The Conservatives retain a narrow lead among men – a demographic group among whom they often lead by a larger margin. The two parties are virtually tied among women, though the Liberals have been on an upward trend in what is for them a traditional bulwark demographic.

The poll is one of a regular series conducted by EKOS Research Associates for exclusive release by the CBC.

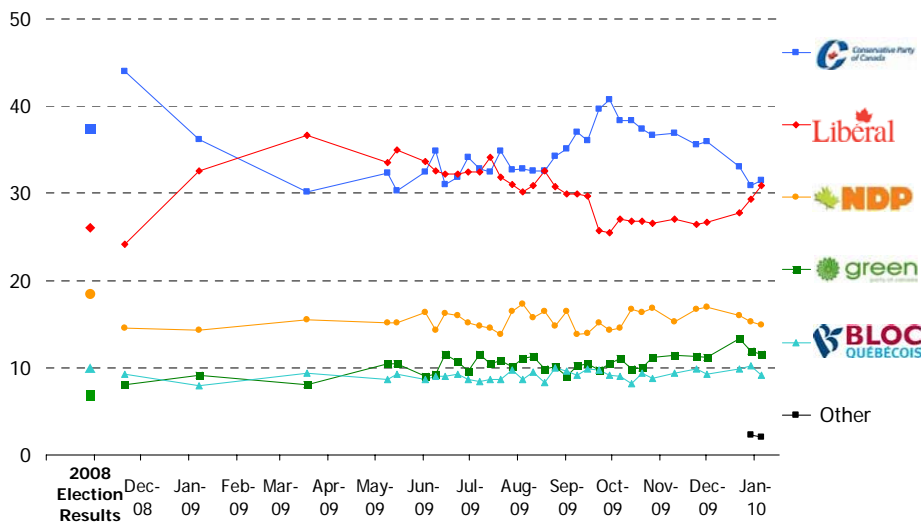
## Top Line Results:

### Federal vote intention

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



### Weekly tracking of federal vote intention



Note: Note: Beginning January 14th, EKOS has changed its vote intention question to prompt for "other" in addition to the main political parties. Any changes in federal vote intention between January 7th and January 14th should be interpreted with that in mind.

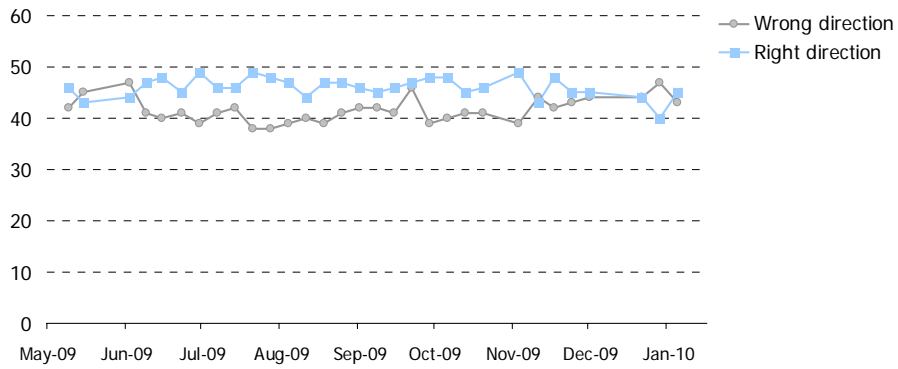
Note: The data on federal vote intention are based on decided voters only. Our survey also finds that 13.5% of Canadians are undecided/ineligible to vote.

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BASE: Decided voters; most recent data point Jan. 13-19 (n=2517)

## 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 Jan. 13-19 (n=half sample)

## Detailed Tables:

| <b>National Federal Vote Intention</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>31.5%</b>                                                                      | <b>30.9%</b>                                                                      | <b>14.9%</b>                                                                      | <b>11.5%</b>                                                                      | <b>9.1%</b>                                                                        | <b>2.1%</b> | <b>2517</b> | <b>2.0</b>            |
| <b>REGION</b>                                                                       |                                                                                   |                                                                                   |                                                                                   |                                                                                   |                                                                                    |             |             |                       |
| British Columbia                                                                    | 35.7%                                                                             | 25.2%                                                                             | 20.4%                                                                             | 15.3%                                                                             | 0.0%                                                                               | 3.4%        | 334         | 5.4                   |
| Alberta                                                                             | 47.2%                                                                             | 23.9%                                                                             | 11.9%                                                                             | 13.4%                                                                             | 0.0%                                                                               | 3.5%        | 235         | 6.4                   |
| Saskatchewan/Manitoba                                                               | 43.0%                                                                             | 22.2%                                                                             | 24.0%                                                                             | 8.9%                                                                              | 0.0%                                                                               | 1.8%        | 163         | 7.7                   |
| Ontario                                                                             | 33.5%                                                                             | 37.7%                                                                             | 13.3%                                                                             | 13.3%                                                                             | 0.0%                                                                               | 2.3%        | 968         | 3.2                   |
| Quebec                                                                              | 18.1%                                                                             | 25.5%                                                                             | 11.2%                                                                             | 8.3%                                                                              | 36.0%                                                                              | 1.0%        | 610         | 4.0                   |
| Atlantic Canada                                                                     | 28.0%                                                                             | 41.8%                                                                             | 22.6%                                                                             | 6.1%                                                                              | 0.0%                                                                               | 1.4%        | 207         | 6.8                   |
| <b>GENDER</b>                                                                       |                                                                                   |                                                                                   |                                                                                   |                                                                                   |                                                                                    |             |             |                       |
| Male                                                                                | 33.4%                                                                             | 31.6%                                                                             | 13.6%                                                                             | 10.8%                                                                             | 8.6%                                                                               | 1.9%        | 1234        | 2.8                   |
| Female                                                                              | 29.7%                                                                             | 30.2%                                                                             | 16.2%                                                                             | 12.2%                                                                             | 9.4%                                                                               | 2.3%        | 1283        | 2.7                   |
| <b>AGE</b>                                                                          |                                                                                   |                                                                                   |                                                                                   |                                                                                   |                                                                                    |             |             |                       |
| <25                                                                                 | 16.4%                                                                             | 27.2%                                                                             | 17.0%                                                                             | 22.9%                                                                             | 13.9%                                                                              | 2.6%        | 209         | 6.8                   |
| 25-44                                                                               | 26.9%                                                                             | 31.1%                                                                             | 14.8%                                                                             | 14.0%                                                                             | 11.3%                                                                              | 1.9%        | 785         | 3.5                   |
| 45-64                                                                               | 34.4%                                                                             | 31.0%                                                                             | 15.8%                                                                             | 8.8%                                                                              | 7.8%                                                                               | 2.2%        | 1036        | 3.0                   |
| 65+                                                                                 | 43.9%                                                                             | 32.7%                                                                             | 11.9%                                                                             | 5.2%                                                                              | 4.2%                                                                               | 2.1%        | 487         | 4.4                   |
| <b>EDUCATION</b>                                                                    |                                                                                   |                                                                                   |                                                                                   |                                                                                   |                                                                                    |             |             |                       |
| High school or less                                                                 | 29.1%                                                                             | 28.8%                                                                             | 16.1%                                                                             | 11.2%                                                                             | 11.6%                                                                              | 3.3%        | 712         | 3.7                   |
| College or CEGEP                                                                    | 36.3%                                                                             | 26.1%                                                                             | 13.9%                                                                             | 12.1%                                                                             | 9.7%                                                                               | 1.8%        | 820         | 3.4                   |
| University or higher                                                                | 29.3%                                                                             | 36.6%                                                                             | 14.8%                                                                             | 11.3%                                                                             | 6.5%                                                                               | 1.5%        | 985         | 3.1                   |
| <b>METROPOLITAN CANADA</b>                                                          |                                                                                   |                                                                                   |                                                                                   |                                                                                   |                                                                                    |             |             |                       |
| Vancouver                                                                           | 38.8%                                                                             | 28.5%                                                                             | 19.0%                                                                             | 12.3%                                                                             | 0.0%                                                                               | 1.4%        | 134         | 8.5                   |
| Calgary                                                                             | 50.6%                                                                             | 26.3%                                                                             | 9.4%                                                                              | 8.0%                                                                              | 0.0%                                                                               | 5.7%        | 54          | 13.3                  |
| Toronto                                                                             | 32.0%                                                                             | 39.4%                                                                             | 14.8%                                                                             | 11.7%                                                                             | 0.0%                                                                               | 2.1%        | 339         | 5.3                   |
| Ottawa                                                                              | 36.5%                                                                             | 40.8%                                                                             | 10.8%                                                                             | 10.5%                                                                             | 0.0%                                                                               | 1.4%        | 162         | 7.7                   |
| Montreal                                                                            | 16.5%                                                                             | 26.9%                                                                             | 12.9%                                                                             | 9.0%                                                                              | 33.4%                                                                              | 1.3%        | 291         | 5.7                   |





### **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>35.7%</b>                                                                      | <b>25.2%</b>                                                                      | <b>20.4%</b>                                                                      | <b>15.3%</b>                                                                       | <b>3.4%</b> | <b>334</b>  | <b>5.4</b>            |
| <b>GENDER</b>        |                                                                                   |                                                                                   |                                                                                   |                                                                                    |             |             |                       |
| Male                 | 34.9%                                                                             | 27.1%                                                                             | 17.0%                                                                             | 18.1%                                                                              | 2.9%        | 181         | 7.3                   |
| Female               | 35.3%                                                                             | 22.9%                                                                             | 23.6%                                                                             | 13.7%                                                                              | 4.5%        | 153         | 7.9                   |
| <b>AGE</b>           |                                                                                   |                                                                                   |                                                                                   |                                                                                    |             |             |                       |
| <25                  | 27.0%                                                                             | 26.9%                                                                             | 14.2%                                                                             | 22.6%                                                                              | 9.3%        | 22          | 20.9                  |
| 25-44                | 30.6%                                                                             | 23.7%                                                                             | 19.1%                                                                             | 23.4%                                                                              | 3.2%        | 99          | 9.9                   |
| 45-64                | 36.7%                                                                             | 27.1%                                                                             | 20.2%                                                                             | 13.3%                                                                              | 2.6%        | 151         | 8.0                   |
| 65+                  | 45.2%                                                                             | 22.1%                                                                             | 26.2%                                                                             | 3.0%                                                                               | 3.5%        | 62          | 12.5                  |
| <b>EDUCATION</b>     |                                                                                   |                                                                                   |                                                                                   |                                                                                    |             |             |                       |
| High school or less  | 33.0%                                                                             | 20.8%                                                                             | 27.2%                                                                             | 13.3%                                                                              | 5.7%        | 74          | 11.4                  |
| College or CEGEP     | 38.9%                                                                             | 22.8%                                                                             | 17.9%                                                                             | 18.0%                                                                              | 2.4%        | 127         | 8.7                   |
| University or higher | 32.5%                                                                             | 29.7%                                                                             | 18.4%                                                                             | 15.6%                                                                              | 3.8%        | 133         | 8.5                   |





### **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>47.2%</b>                                                                        | <b>23.9%</b>                                                                        | <b>11.9%</b>                                                                        | <b>13.4%</b>                                                                         | <b>3.5%</b> | <b>235</b>  | <b>6.4</b>            |
| <b>GENDER</b>        |                                                                                     |                                                                                     |                                                                                     |                                                                                      |             |             |                       |
| Male                 | 48.3%                                                                               | 26.4%                                                                               | 9.7%                                                                                | 13.1%                                                                                | 2.6%        | 121         | 8.9                   |
| Female               | 45.3%                                                                               | 21.3%                                                                               | 14.4%                                                                               | 14.5%                                                                                | 4.5%        | 114         | 9.2                   |
| <b>AGE</b>           |                                                                                     |                                                                                     |                                                                                     |                                                                                      |             |             |                       |
| <25                  | 18.6%                                                                               | 21.7%                                                                               | 32.8%                                                                               | 26.9%                                                                                | 0.0%        | 22          | 20.9                  |
| 25-44                | 39.6%                                                                               | 25.2%                                                                               | 12.9%                                                                               | 17.7%                                                                                | 4.6%        | 68          | 11.9                  |
| 45-64                | 55.3%                                                                               | 21.1%                                                                               | 8.4%                                                                                | 12.1%                                                                                | 3.1%        | 99          | 9.9                   |
| 65+                  | 59.1%                                                                               | 28.0%                                                                               | 6.3%                                                                                | 2.2%                                                                                 | 4.3%        | 46          | 14.5                  |
| <b>EDUCATION</b>     |                                                                                     |                                                                                     |                                                                                     |                                                                                      |             |             |                       |
| High school or less  | 43.8%                                                                               | 26.5%                                                                               | 15.9%                                                                               | 10.1%                                                                                | 3.6%        | 61          | 12.6                  |
| College or CEGEP     | 56.6%                                                                               | 17.2%                                                                               | 9.6%                                                                                | 13.0%                                                                                | 3.6%        | 80          | 11.0                  |
| University or higher | 40.5%                                                                               | 27.5%                                                                               | 11.7%                                                                               | 16.8%                                                                                | 3.5%        | 94          | 10.1                  |





### **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>43.0%</b>                                                                      | <b>22.2%</b>                                                                      | <b>24.0%</b>                                                                      | <b>8.9%</b>                                                                        | <b>1.8%</b> | <b>163</b>  | <b>7.7</b>            |
| <b>GENDER</b>        |                                                                                   |                                                                                   |                                                                                   |                                                                                    |             |             |                       |
| Male                 | 46.6%                                                                             | 25.8%                                                                             | 17.8%                                                                             | 8.4%                                                                               | 1.3%        | 87          | 10.5                  |
| Female               | 37.0%                                                                             | 18.3%                                                                             | 32.5%                                                                             | 9.5%                                                                               | 2.7%        | 76          | 11.2                  |
| <b>AGE</b>           |                                                                                   |                                                                                   |                                                                                   |                                                                                    |             |             |                       |
| <25                  | 24.0%                                                                             | 41.9%                                                                             | 8.7%                                                                              | 25.3%                                                                              | 0.0%        | 12          | 28.3                  |
| 25-44                | 45.2%                                                                             | 16.6%                                                                             | 26.0%                                                                             | 8.1%                                                                               | 4.1%        | 49          | 14.0                  |
| 45-64                | 38.5%                                                                             | 25.1%                                                                             | 29.9%                                                                             | 6.5%                                                                               | 0.0%        | 60          | 12.7                  |
| 65+                  | 52.2%                                                                             | 19.4%                                                                             | 19.1%                                                                             | 7.0%                                                                               | 2.3%        | 42          | 15.1                  |
| <b>EDUCATION</b>     |                                                                                   |                                                                                   |                                                                                   |                                                                                    |             |             |                       |
| High school or less  | 44.8%                                                                             | 17.4%                                                                             | 25.2%                                                                             | 9.0%                                                                               | 3.6%        | 55          | 13.2                  |
| College or CEGEP     | 49.4%                                                                             | 10.4%                                                                             | 32.1%                                                                             | 8.1%                                                                               | 0.0%        | 44          | 14.8                  |
| University or higher | 35.9%                                                                             | 33.8%                                                                             | 19.2%                                                                             | 9.3%                                                                               | 1.9%        | 64          | 12.3                  |






### **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>33.5%</b>                                                                        | <b>37.7%</b>                                                                        | <b>13.3%</b>                                                                        | <b>13.3%</b>                                                                         | <b>2.3%</b> | <b>968</b>  | <b>3.2</b>            |
| <b>GENDER</b>        |                                                                                     |                                                                                     |                                                                                     |                                                                                      |             |             |                       |
| Male                 | 35.0%                                                                               | 37.8%                                                                               | 12.3%                                                                               | 12.5%                                                                                | 2.4%        | 472         | 4.5                   |
| Female               | 31.9%                                                                               | 37.3%                                                                               | 14.2%                                                                               | 14.6%                                                                                | 2.1%        | 496         | 4.4                   |
| <b>AGE</b>           |                                                                                     |                                                                                     |                                                                                     |                                                                                      |             |             |                       |
| <25                  | 22.1%                                                                               | 31.0%                                                                               | 12.9%                                                                               | 30.4%                                                                                | 3.7%        | 72          | 11.6                  |
| 25-44                | 30.9%                                                                               | 38.3%                                                                               | 12.3%                                                                               | 16.9%                                                                                | 1.5%        | 278         | 5.9                   |
| 45-64                | 35.0%                                                                               | 36.6%                                                                               | 16.2%                                                                               | 9.6%                                                                                 | 2.5%        | 419         | 4.8                   |
| 65+                  | 41.6%                                                                               | 41.7%                                                                               | 9.2%                                                                                | 5.2%                                                                                 | 2.3%        | 199         | 7.0                   |
| <b>EDUCATION</b>     |                                                                                     |                                                                                     |                                                                                     |                                                                                      |             |             |                       |
| High school or less  | 33.9%                                                                               | 34.3%                                                                               | 11.8%                                                                               | 15.2%                                                                                | 4.8%        | 211         | 6.8                   |
| College or CEGEP     | 38.0%                                                                               | 31.6%                                                                               | 13.5%                                                                               | 14.7%                                                                                | 2.2%        | 307         | 5.6                   |
| University or higher | 29.7%                                                                               | 43.6%                                                                               | 13.9%                                                                               | 11.9%                                                                                | 0.9%        | 450         | 4.6                   |





### **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>18.1%</b>                                                                      | <b>25.5%</b>                                                                      | <b>11.2%</b>                                                                      | <b>8.3%</b>                                                                       | <b>36.0%</b>                                                                        | <b>1.0%</b> | <b>610</b>  | <b>4.0</b>            |
| <b>GENDER</b>        |                                                                                   |                                                                                   |                                                                                   |                                                                                   |                                                                                     |             |             |                       |
| Male                 | 23.0%                                                                             | 21.9%                                                                             | 12.9%                                                                             | 6.1%                                                                              | 35.8%                                                                               | 0.2%        | 279         | 5.9                   |
| Female               | 16.4%                                                                             | 28.8%                                                                             | 9.3%                                                                              | 9.3%                                                                              | 34.6%                                                                               | 1.7%        | 331         | 5.4                   |
| <b>AGE</b>           |                                                                                   |                                                                                   |                                                                                   |                                                                                   |                                                                                     |             |             |                       |
| <25                  | 7.1%                                                                              | 25.3%                                                                             | 8.9%                                                                              | 14.2%                                                                             | 43.3%                                                                               | 1.2%        | 66          | 12.1                  |
| 25-44                | 13.0%                                                                             | 26.6%                                                                             | 13.1%                                                                             | 9.6%                                                                              | 37.3%                                                                               | 0.3%        | 229         | 6.5                   |
| 45-64                | 22.5%                                                                             | 22.7%                                                                             | 10.7%                                                                             | 5.2%                                                                              | 36.9%                                                                               | 2.0%        | 218         | 6.6                   |
| 65+                  | 35.4%                                                                             | 28.6%                                                                             | 9.0%                                                                              | 4.8%                                                                              | 22.2%                                                                               | 0.0%        | 97          | 10.0                  |
| <b>EDUCATION</b>     |                                                                                   |                                                                                   |                                                                                   |                                                                                   |                                                                                     |             |             |                       |
| High school or less  | 17.5%                                                                             | 29.3%                                                                             | 9.4%                                                                              | 7.7%                                                                              | 34.4%                                                                               | 1.7%        | 234         | 6.4                   |
| College or CEGEP     | 23.3%                                                                             | 20.2%                                                                             | 10.5%                                                                             | 7.6%                                                                              | 38.0%                                                                               | 0.5%        | 194         | 7.0                   |
| University or higher | 18.8%                                                                             | 25.8%                                                                             | 13.9%                                                                             | 7.9%                                                                              | 33.2%                                                                               | 0.4%        | 182         | 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>28.0%</b>                                                                        | <b>41.8%</b>                                                                        | <b>22.6%</b>                                                                        | <b>6.1%</b>                                                                         | <b>1.4%</b> | <b>207</b>  | <b>6.8</b>            |
| <b>GENDER</b>        |                                                                                     |                                                                                     |                                                                                     |                                                                                     |             |             |                       |
| Male                 | 26.2%                                                                               | 48.0%                                                                               | 18.3%                                                                               | 4.6%                                                                                | 2.8%        | 94          | 10.1                  |
| Female               | 29.8%                                                                               | 34.9%                                                                               | 27.4%                                                                               | 8.0%                                                                                | 0.0%        | 113         | 9.2                   |
| <b>AGE</b>           |                                                                                     |                                                                                     |                                                                                     |                                                                                     |             |             |                       |
| <25                  | 5.3%                                                                                | 15.6%                                                                               | 63.5%                                                                               | 15.6%                                                                               | 0.0%        | 15          | 25.3                  |
| 25-44                | 25.4%                                                                               | 46.5%                                                                               | 20.4%                                                                               | 3.9%                                                                                | 3.8%        | 62          | 12.5                  |
| 45-64                | 28.2%                                                                               | 47.7%                                                                               | 21.0%                                                                               | 3.2%                                                                                | 0.0%        | 89          | 10.4                  |
| 65+                  | 45.1%                                                                               | 33.3%                                                                               | 9.7%                                                                                | 11.9%                                                                               | 0.0%        | 41          | 15.3                  |
| <b>EDUCATION</b>     |                                                                                     |                                                                                     |                                                                                     |                                                                                     |             |             |                       |
| High school or less  | 25.8%                                                                               | 30.4%                                                                               | 35.0%                                                                               | 7.5%                                                                                | 1.2%        | 77          | 11.2                  |
| College or CEGEP     | 30.8%                                                                               | 45.2%                                                                               | 15.6%                                                                               | 6.9%                                                                                | 1.5%        | 68          | 11.9                  |
| University or higher | 27.9%                                                                               | 50.0%                                                                               | 16.1%                                                                               | 4.5%                                                                                | 1.4%        | 62          | 12.5                  |



### **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>45%</b>      | <b>43%</b>      | <b>12%</b> | <b>1455</b> | <b>2.6</b>            |
| <b>REGION</b>                 |                 |                 |            |             |                       |
| British Columbia              | 43%             | 44%             | 14%        | 175         | 7.4                   |
| Alberta                       | 51%             | 37%             | 12%        | 132         | 8.5                   |
| Saskatchewan/Manitoba         | 48%             | 38%             | 14%        | 107         | 9.5                   |
| Ontario                       | 46%             | 42%             | 12%        | 551         | 4.2                   |
| Quebec                        | 42%             | 48%             | 10%        | 364         | 5.1                   |
| Atlantic Canada               | 43%             | 44%             | 13%        | 126         | 8.7                   |
| <b>GENDER</b>                 |                 |                 |            |             |                       |
| Male                          | 46%             | 45%             | 9%         | 716         | 3.7                   |
| Female                        | 44%             | 42%             | 14%        | 739         | 3.6                   |
| <b>AGE</b>                    |                 |                 |            |             |                       |
| <25                           | 42%             | 45%             | 13%        | 124         | 8.8                   |
| 25-44                         | 44%             | 47%             | 9%         | 482         | 4.5                   |
| 45-64                         | 45%             | 43%             | 12%        | 580         | 4.1                   |
| 65+                           | 48%             | 35%             | 17%        | 269         | 6.0                   |
| <b>EDUCATION</b>              |                 |                 |            |             |                       |
| High school or less           | 47%             | 37%             | 16%        | 451         | 4.6                   |
| College or CEGEP              | 47%             | 42%             | 11%        | 469         | 4.5                   |
| University or higher          | 40%             | 50%             | 9%         | 535         | 4.2                   |
| <b>CURRENT VOTE INTENTION</b> |                 |                 |            |             |                       |
| Conservative Party of Canada  | 85%             | 8%              | 7%         | 403         | 4.9                   |
| Liberal Party of Canada       | 31%             | 57%             | 11%        | 405         | 4.9                   |
| NDP                           | 28%             | 61%             | 12%        | 173         | 7.5                   |
| Green Party                   | 34%             | 55%             | 11%        | 132         | 8.5                   |
| Bloc Quebecois                | 30%             | 61%             | 9%         | 127         | 8.7                   |
| Undecided                     | 11%             | 69%             | 21%        | 24          | 20.0                  |

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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 January 13 – January 19, 2009.<sup>1</sup> In total, a random sample of 2,892 Canadians aged 18 and over responded to the survey (including a sub-sample of 2,517 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.