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TORY LEAD WANING

ONE IN THREE CANADIANS NOW SUPPORTS RULING CONSERVATIVES

[Ottawa – January 7, 2010] - Canada's ruling Conservatives, who surged into a commanding lead and comfortable majority territory in the wake of Liberal threats to trigger an election in the fall, have sunk back hard.

The Conservative lead over the Liberals, which was as high as 15 percentage points in mid-October, is now about five. Two-thirds of Canadians who express a preference are now choosing one of the opposition parties to support.

At 33 points – a low not seen since the summer – a majority is a fantasy for the Conservatives for the time being. Indeed, they are now closer to sitting in opposition than they are to presiding over a majority.

"There is no single issue that has dragged down Harper's Conservatives," said EKOS President Frank Graves. "Certainly the Afghan detainee

HIGHLIGHTS

- National federal vote intention:
 - **x** 33.1% CPC
 - **¤ 27.8% LPC**
 - **¤ 16.0% NDP**
 - ¤ 13.4% Green
 - ¤ 9.8% BQ
- Change since December 17:
 - **z** -2.8% CPC
 - **x** +1.1% LPC
 - **a -1.0% NDP**
 - **x** +2.2 % Green
 - ¤ +0.6% BQ
- Direction of government:
 - **¤ 44% Right Direction**
 - **¤ 44% Wrong Direction**
 - **¤ 13% DK/NR**

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

story got huge play in the media in the weeks before the holidays, and that appeared to put downward pressure on the Tories. However, the decline seemed to have stopped as Parliament headed into recess. The government's decision to prorogue Parliament seems to have restarted the pattern of declining Conservative fortunes. Certainly, the prorogation manoeuvre is drawing near universal raspberries outside of the shrinking CPC base."

It is notable that this decline over the past couple of months has occurred despite the continued strengthening of the economy.

The Conservatives soared into majority territory in sharp reaction to the Liberals' push for an election in the late summer and early fall. At that time, the Liberals also dropped precipitously. Although the Liberals have recovered somewhat, the reason the gap between the two major parties is closing now is more due to a fall in support for the Conservatives than a rise in support for the Liberals, who remain below the 30% threshold.

"It may be that voters are still punishing the Liberals for their election threat – and their failure to explain why an election was necessary," said Graves. "The NDP and the Greens, meanwhile, are



both up since October, so they may be capturing some of the Tory defections."

The CPC is once again spiralling downward in Quebec. They are just under 15 points and while they have recovered a couple of times in Quebec in the past, they may be in danger of exhausting their shrinking political capital there. It seems from our past polling that three factors may be hurting them in Quebec: the detainee issue (as well as broader opposition to the Afghanistan mission), disappointment with the perceived tepid federal performance on the climate change file, and lingering fallout from the gun registry, which was given impetus following the anniversary of the École Polytechnique massacre. Furthermore, the Tories have lost their double digit lead in Ontario and the LPC is now (insignificantly) ahead in Ontario for the first time in several months.

The Conservatives have also lost ground with women where they now trail for the first time in many months, and they now clearly trail with the university educated. Harper's remaining fortress is increasingly occupied by males and seniors – even the stalwart boomer support they have enjoyed is now less firmly siding with the CPC.

About a quarter of respondents to the EKOS poll supported the NDP in British Columbia, Manitoba and Saskatchewan, and the Atlantic provinces.

Meanwhile, the Greens may be at a high water mark at 13.4. It may have been boosted by Copenhagen, but if they can grow another point or two, they really will bear watching.

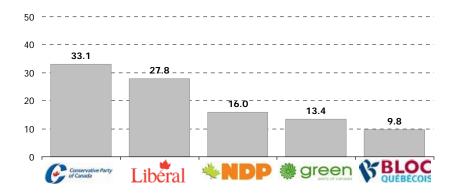
While this poll on its own is not a disaster for Harper, the overall trajectory, the forces at work, and the demographic shifts are all quite negative for the CPC.

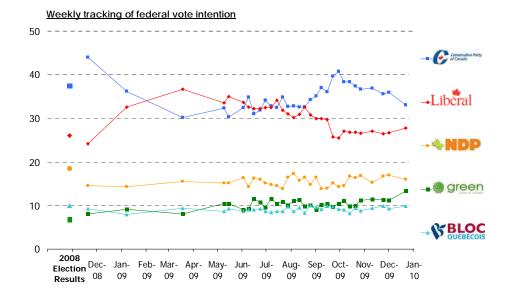


Top Line Results:

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 14.7% of Canadians are undecided/ineligible to vote.

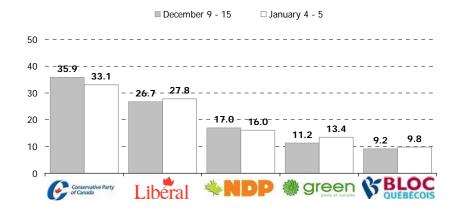
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BASE: Decided voters; most recent data point Jan. 4-5 (n=1491)



Changes in federal vote intention since December 17

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

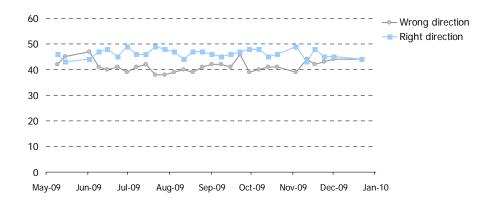


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BASE: Decided voters; Dec. 9-15 (n=2894) / Decided voters; Dec. 9-15 (n=1491)

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. 4-5 (n=half sample)



Detailed Tables:

National Federal Vote Intention

	Consonative Party of Caralda	Liberal	*NDP	green	& BLOC QUÉBÉCOIS	Sample Size	Margin of Error (+/-)
NATIONALLY	33.1%	27.8%	16.0%	13.4%	9.8%	1491	2.5
REGION							
British Columbia	34.2%	21.4%	25.9%	18.5%	0.0%	179	7.3
Alberta	61.7%	15.0%	10.0%	13.2%	0.0%	120	9.0
Saskatchewan/Manitoba	48.6%	12.4%	27.3%	11.7%	0.0%	72	11.6
Ontario	35.4%	36.0%	14.2%	14.3%	0.0%	629	3.9
Quebec	14.6%	27.5%	9.6%	10.2%	38.2%	409	4.9
Atlantic Canada	32.6%	28.4%	27.2%	11.8%	0.0%	82	10.8
GENDER							
Male	37.4%	25.0%	14.1%	14.0%	9.6%	699	3.7
Female	28.9%	30.5%	17.8%	12.8%	9.9%	792	3.5
AGE							
<25	24.6%	24.0%	19.6%	22.6%	9.2%	122	8.9
25-44	27.7%	27.3%	17.5%	16.8%	10.7%	445	4.7
45-64	33.0%	28.1%	17.3%	10.5%	11.1%	629	3.9
65+	48.8%	30.1%	8.3%	7.2%	5.6%	295	5.7
EDUCATION							
High school or less	35.0%	22.6%	15.6%	14.4%	12.3%	373	5.1
College or CEGEP	37.0%	24.4%	18.2%	12.1%	8.3%	490	4.4
University or higher	28.5%	34.2%	14.3%	13.8%	9.3%	628	3.9
METROPOLITAN CANADA							
Vancouver	35.9%	27.2%	23.9%	12.9%	0.0%	103	9.7
Calgary	69.6%	16.9%	6.8%	6.7%	0.0%	48	14.1
Toronto	31.5%	42.7%	16.8%	9.0%	0.0%	250	6.2
Ottawa	42.4%	33.6%	11.6%	12.3%	0.0%	137	8.4
Montreal	13.9%	32.1%	9.2%	8.5%	36.4%	232	6.4



Federal Vote Intention - British Columbia

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

	Conservative Party of Consells	Liberal	*NDP	green	Sample Size	Margin of Error (+/-)
OVERALL	34.2%	21.4%	25.9%	18.5%	179	7.3
GENDER						
Male	37.7%	23.6%	20.0%	18.7%	85	10.6
Female	28.2%	19.1%	34.2%	18.6%	94	10.1
AGE						
<25	23.0%	20.8%	35.5%	20.7%	9	32.7
25-44	24.5%	18.5%	32.5%	24.5%	44	14.8
45-64	31.9%	23.5%	25.5%	19.1%	83	10.8
65+	56.7%	22.6%	14.9%	5.8%	43	14.9
EDUCATION						
High school or less	41.1%	18.3%	28.8%	11.8%	37	16.1
College or CEGEP	34.1%	10.1%	32.1%	23.6%	66	12.1
University or higher	26.8%	35.2%	20.4%	17.5%	76	11.2

Federal Vote Intention - Alberta

	Canadradise Party of Carada	Liberal	*NDP	green	Sample Size	Margin of Error (+/-)
OVERALL	61.7%	15.0%	10.0%	13.2%	120	9.0
GENDER						
Male	64.1%	14.1%	9.4%	12.4%	59	12.8
Female	59.6%	16.3%	10.8%	13.2%	61	12.6
AGE						
<25	43.6%	26.2%	19.2%	11.1%	9	32.7
25-44	58.6%	13.7%	9.7%	18.1%	42	15.1
45-64	70.2%	11.2%	3.2%	15.3%	44	14.8
65+	64.3%	18.1%	17.5%	0.0%	25	19.6
EDUCATION						
High school or less	52.8%	16.9%	21.0%	9.3%	28	18.5
College or CEGEP	68.3%	13.0%	10.7%	7.9%	46	14.5
University or higher	61.2%	16.3%	2.5%	20.0%	46	14.5



Federal Vote Intention - Saskatchewan/Manitoba

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

	Conservative Party of Consells	Liberal	*NDP	green	Sample Size	Margin of Error (+/-)
OVERALL	48.6%	12.4%	27.3%	11.7%	72	11.6
GENDER						
Male	63.7%	4.9%	20.2%	11.2%	33	17.1
Female	31.3%	20.3%	32.5%	15.8%	39	15.7
AGE						
<25	44.1%	17.1%	30.3%	8.6%	10	31.0
25-44	45.4%	12.4%	19.7%	22.5%	14	26.2
45-64	38.1%	6.8%	41.2%	13.9%	33	17.1
65+	71.5%	22.3%	6.2%	0.0%	15	25.3
EDUCATION						
High school or less	50.7%	14.7%	22.7%	11.8%	28	18.5
College or CEGEP	53.6%	9.7%	32.4%	4.3%	21	21.4
University or higher	38.4%	12.6%	26.1%	22.8%	23	20.4

Federal Vote Intention - Ontario

	Canaercative Party of Canada	Liberal	*NDP	green	Sample Size	Margin of Error (+/-)
OVERALL	35.4%	36.0%	14.2%	14.3%	629	3.9
GENDER						
Male	42.7%	30.0%	11.7%	15.5%	296	5.7
Female	27.8%	41.8%	17.1%	13.3%	333	5.4
AGE						
<25	23.5%	30.0%	20.5%	26.0%	53	13.5
25-44	29.8%	36.7%	14.6%	18.8%	182	7.3
45-64	36.6%	36.5%	17.2%	9.7%	261	6.1
65+	48.5%	37.2%	5.4%	8.9%	133	8.5
EDUCATION						
High school or less	37.9%	27.5%	13.3%	21.4%	129	8.6
College or CEGEP	37.4%	35.5%	15.9%	11.2%	202	6.9
University or higher	31.8%	41.0%	14.0%	13.1%	298	5.7



Federal Vote Intention - Quebec

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

	Consumative Party of Consider	Liberal	*NDP	green	BLOC QUÉBECOIS	Sample Size	Margin of Error (+/-)
OVERALL	14.6%	27.5%	9.6%	10.2%	38.2%	409	4.9
GENDER							
Male	17.3%	24.2%	10.3%	10.4%	37.8%	187	7.2
Female	12.2%	31.3%	8.4%	10.4%	37.7%	222	6.6
AGE							
<25	11.2%	19.0%	9.4%	24.0%	36.4%	33	17.1
25-44	15.6%	28.2%	10.5%	9.1%	36.6%	141	8.3
45-64	12.8%	27.4%	10.1%	6.3%	43.4%	170	7.5
65+	18.8%	32.9%	5.6%	12.9%	29.8%	65	12.2
EDUCATION							
High school or less	19.0%	25.5%	6.4%	9.6%	39.4%	126	8.7
College or CEGEP	19.3%	24.1%	10.6%	9.9%	36.1%	122	8.9
University or higher	7.4%	32.7%	10.9%	11.5%	37.5%	161	7.7

Federal Vote Intention - Atlantic Canada

	Canacottive Party of Canada	Liberal	*NDP	green	Sample Size	Margin of Error (+/-)
OVERALL	32.6%	28.4%	27.2%	11.8%	82	10.8
GENDER						
Male	20.5%	32.4%	31.1%	16.0%	39	15.7
Female	43.7%	23.2%	23.9%	9.2%	43	14.9
AGE						
<25	24.9%	26.1%	13.6%	35.4%	8	34.7
25-44	8.2%	21.3%	50.6%	20.0%	22	20.9
45-64	37.9%	38.2%	21.1%	2.8%	38	15.9
65+	71.4%	21.8%	6.8%	0.0%	14	26.2
EDUCATION						
High school or less	30.0%	19.8%	30.3%	20.0%	25	19.6
College or CEGEP	33.3%	26.2%	28.5%	12.0%	33	17.1
University or higher	31.2%	40.5%	22.9%	5.3%	24	20.0



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 4 – January 5, 2010. In total, a random sample of 1,744 Canadians aged 18 and over responded to the survey (including a sub-sample of 1,491 decided voters). The margin of error associated with the total sample is +/-2.4 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.