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## CONSERVATIVES SLIP BELOW 30 POINTS AND NOW TRAIL THE NDP

[Ottawa – July 3, 2012] – For the first time in our polling, the New Democratic Party of Canada now leads in federal vote intention. Before offering congratulatory words to the NDP, however, it should be noted that the party is only slightly above its 2011 election standing. Similarly, the Liberal Party is in the same region as the election. The real story of the past year is therefore not the NDP's progress, but rather the Conservative Party's slide. Indeed, if this trend continues, the party may very well be in danger of falling below levels sufficient to sustain moral authority and legitimacy.

Only one in three Canadians thinks the government is moving in the right direction and confidence in broader national direction is also low. While retaining some of their core constituencies such as seniors and Albertans, the Conservatives are in desperate straits in Quebec and British Columbia and down significantly in Ontario and Atlantic. These results are most likely concerns with the governing style of the Conservative Party, their policy legacy of year one in office and quite likely growing concerns with ethics.

If the ongoing investigations and court cases turn our badly for the Conservatives, we could see them declining into the mid and low twenties. It will be interesting to see how the public would respond to the continued autocratic style of the Conservatives if they three in four Canadians did not support them or their broad directions. Not since the second term majority of Brian Mulroney in 1988 has a newly elected majority government fallen below 30 points a year after gaining office.

### HIGHLIGHTS

- **National federal vote intention\*:**
  - ☒ **32.4% NDP**
  - ☒ **29.3% CPC**
  - ☒ **19.2% LPC**
  - ☒ **9.5% Green**
  - ☒ **6.5% BQ**
  - ☒ **2.9% other**
- **Direction of country:**
  - ☒ **44.5% right direction**
  - ☒ **43.8% wrong direction**
  - ☒ **11.7% DK/NR**
- **Direction of government:**
  - ☒ **34.8% right direction**
  - ☒ **55.2% wrong direction**
  - ☒ **10.0% DK/NR**

*\*Decided and leaning voters only. Our survey also finds that 14.4% of Canadians are undecided or ineligible to vote.*

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

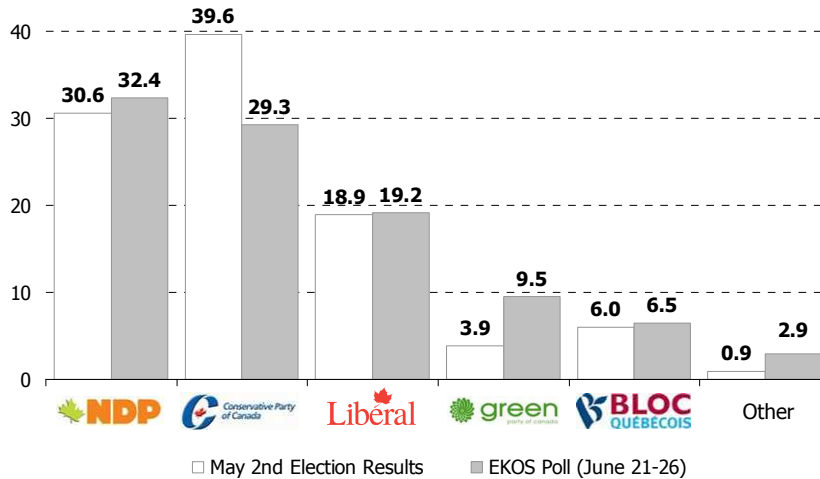


## Top Line Results:

### Federal vote intention (includes leaning)



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 and leaning voters only. Our survey also finds that 14.4% of Canadians are undecided/ineligible to vote.

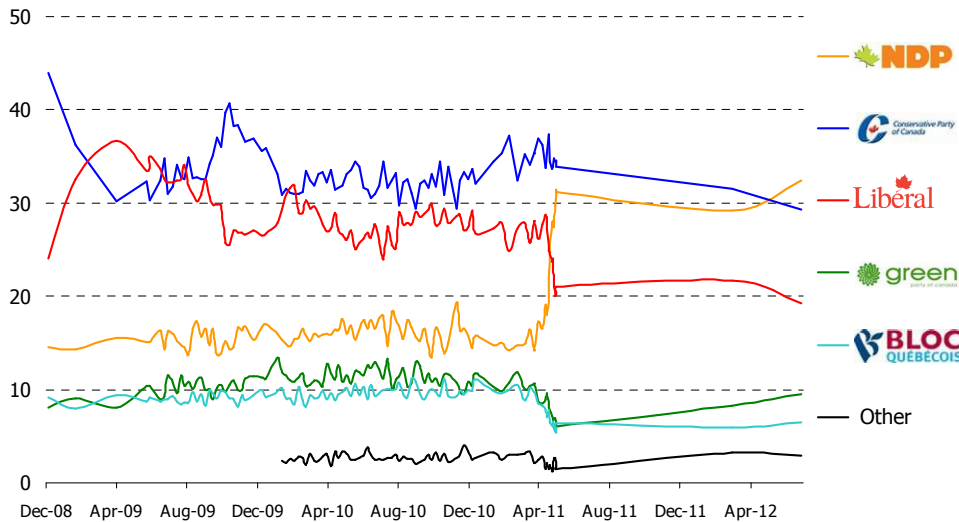
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BASE: Decided voters; June 21-26, 2012 (n=1,770)

### Tracking 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 and leaning voters only. Our survey also finds that 14.4% of Canadians are undecided/ineligible to vote.

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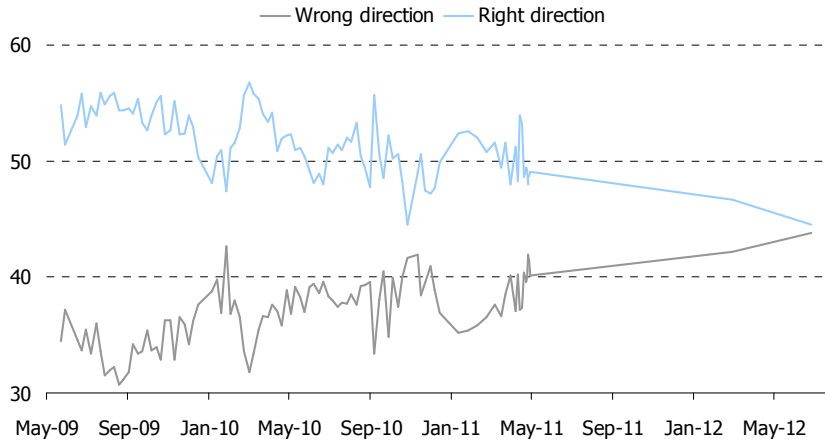
BASE: Decided voters; most recent data point June 21-26, 2012 (n=1,770)



### Direction of country



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



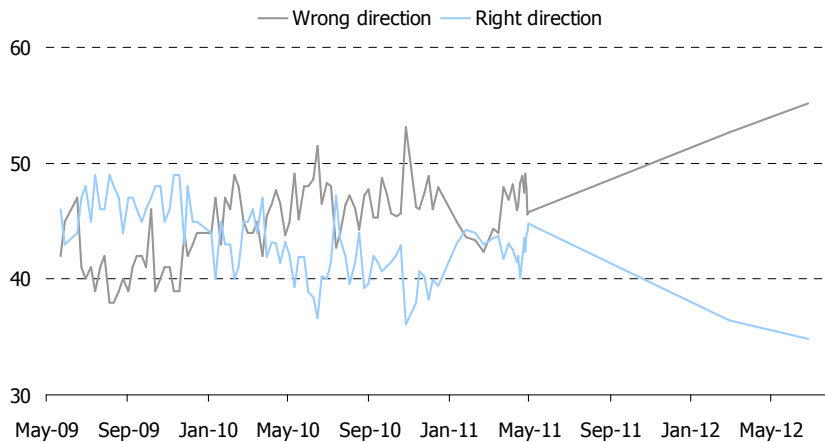
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**BASE:** Canadians; most recent data point June 21-26, 2012 (half-sample) (n=1,029)

### 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 June 21-26, 2012 (half-sample) (n=1,020)


**Detailed Tables:**

<b>National Federal Vote Intention</b>								
<i>Q. Which party do you intend to vote for on May 2nd?</i>								
						Other	Sample Size	Margin of Error (+/-)
<b>NATIONALLY</b>	<b>29.3%</b>	<b>19.2%</b>	<b>32.4%</b>	<b>9.5%</b>	<b>6.5%</b>	<b>2.9%</b>	<b>1770</b>	<b>2.3</b>
<b>REGION</b>								
British Columbia	28.6%	14.6%	37.6%	16.3%	0.0%	2.9%	276	5.9
Alberta	54.3%	15.1%	19.5%	5.6%	0.0%	5.5%	219	6.6
Saskatchewan/Manitoba	41.3%	16.4%	33.5%	6.2%	0.0%	2.7%	163	7.7
Ontario	32.4%	23.9%	32.8%	9.6%	0.0%	1.3%	620	3.9
Quebec	11.5%	17.3%	33.4%	7.5%	27.0%	3.3%	401	4.9
Atlantic Canada	29.5%	17.8%	33.9%	11.1%	0.0%	7.6%	91	10.3
<b>GENDER</b>								
Male	31.7%	19.2%	30.7%	9.4%	5.2%	3.9%	858	3.4
Female	27.1%	19.3%	34.1%	9.6%	7.8%	2.0%	912	3.3
<b>AGE</b>								
<25	22.2%	18.8%	30.8%	12.7%	9.9%	5.6%	102	9.7
25-44	24.3%	15.9%	35.7%	11.8%	8.9%	3.4%	467	4.5
45-64	30.8%	21.9%	30.8%	8.8%	5.3%	2.4%	703	3.7
65+	40.4%	20.8%	30.2%	4.6%	2.5%	1.6%	498	4.4
<b>EDUCATION</b>								
High school or less	34.1%	18.9%	25.9%	9.6%	8.3%	3.1%	534	4.2
College or CEGEP	27.1%	18.0%	33.7%	10.5%	7.1%	3.6%	563	4.1
University or higher	27.5%	20.5%	36.5%	8.6%	4.7%	2.3%	673	3.8
<b>VOTE IN MAY 2<sup>ND</sup> ELECTION</b>								
Conservative Party of Canada	73.9%	7.8%	10.9%	3.5%	2.1%	1.9%	578	4.1
Liberal Party of Canada	8.6%	55.3%	25.8%	7.7%	1.2%	1.5%	313	5.5
NDP	7.0%	10.8%	66.9%	8.8%	4.5%	2.0%	452	4.6
Green Party	12.1%	15.1%	8.7%	60.3%	0.6%	3.1%	95	10.1
Bloc Quebecois	0.0%	4.2%	22.9%	3.9%	67.9%	1.1%	82	10.8
Other	6.7%	14.7%	19.8%	5.7%	7.5%	45.6%	27	18.9


**Direction of Country**

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

	Right Direction	Wrong Direction	DK/NR	Sample Size	Margin of Error (+/-)
<b>NATIONALLY</b>	<b>44.5%</b>	<b>43.8%</b>	<b>11.7%</b>	<b>1029</b>	<b>3.1</b>
<b>REGION</b>					
British Columbia	43.9%	43.8%	12.3%	156	7.9
Alberta	58.0%	28.3%	13.8%	144	8.2
Saskatchewan/Manitoba	40.3%	40.5%	19.2%	95	10.1
Ontario	48.5%	40.9%	10.6%	363	5.1
Quebec	34.9%	55.0%	10.1%	208	6.8
Atlantic Canada	35.7%	52.6%	11.7%	63	12.4
<b>GENDER</b>					
Male	49.3%	40.6%	10.1%	495	4.4
Female	39.8%	46.9%	13.3%	534	4.2
<b>AGE</b>					
<25	51.3%	35.9%	12.8%	74	11.4
25-44	41.1%	47.3%	11.5%	272	5.9
45-64	42.8%	47.2%	10.1%	403	4.9
65+	49.7%	35.5%	14.8%	280	5.9
<b>EDUCATION</b>					
High school or less	45.5%	41.2%	13.4%	333	5.4
College or CEGEP	47.6%	40.8%	11.6%	311	5.6
University or higher	41.0%	48.6%	10.4%	385	5.0
<b>CURRENT VOTE INTENTION</b>					
Conservative Party of Canada	75.9%	14.5%	9.7%	293	5.7
Liberal Party of Canada	38.4%	48.2%	13.3%	171	7.5
NDP	27.8%	63.1%	9.1%	270	6.0
Green Party	30.7%	57.9%	11.4%	73	11.5
Bloc Quebecois	18.5%	64.2%	17.2%	46	14.5
Other	22.9%	62.3%	14.8%	25	19.6
Undecided	38.5%	46.5%	15.0%	119	9.0

### **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>34.8%</b>	<b>55.2%</b>	<b>10.0%</b>	<b>1020</b>	<b>3.1</b>
<b>REGION</b>					
British Columbia	34.4%	54.6%	11.0%	151	8.0
Alberta	51.6%	33.3%	15.1%	111	9.3
Saskatchewan/Manitoba	49.0%	44.9%	6.1%	99	9.9
Ontario	38.4%	51.5%	10.0%	354	5.2
Quebec	21.7%	69.2%	9.1%	256	6.1
Atlantic Canada	31.9%	60.1%	8.0%	49	14.0
<b>GENDER</b>					
Male	38.2%	53.6%	8.2%	481	4.5
Female	31.7%	56.7%	11.5%	539	4.2
<b>AGE</b>					
<25	30.3%	54.8%	14.9%	61	12.6
25-44	29.3%	61.8%	9.0%	274	5.9
45-64	37.8%	52.7%	9.5%	399	4.9
65+	42.9%	47.2%	9.9%	286	5.8
<b>EDUCATION</b>					
High school or less	39.7%	44.3%	16.1%	315	5.5
College or CEGEP	36.1%	54.7%	9.2%	341	5.3
University or higher	29.5%	65.0%	5.5%	364	5.1
<b>CURRENT VOTE INTENTION</b>					
Conservative Party of Canada	82.6%	10.3%	7.1%	273	5.9
Liberal Party of Canada	30.4%	61.1%	8.5%	173	7.5
NDP	16.4%	74.8%	8.8%	291	5.7
Green Party	14.1%	76.1%	9.9%	78	11.1
Bloc Quebecois	9.3%	87.5%	3.1%	55	13.2
Other	23.5%	62.4%	14.1%	22	20.9
Undecided	22.1%	61.6%	16.3%	107	9.5



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## Methodology:

EKOS' weekly tracking polls are conducted using Interactive Voice Response (IVR) technology, which allows respondents to enter their preferences by punching the keypad on their phone, rather than telling them to an operator.

In an effort to reduce the coverage bias of landline only RDD, we created a dual landline/cell phone RDD sampling frame for this research. As a result, we are able to reach those with 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. This methodology is not to be confused with the increasing proliferation of non-probability opt-in online panels which have recently been incorrectly reported in major national media with inappropriate margin of error estimates.<sup>1</sup>

The field dates for this survey are **June 21-26, 2012**. In total, a random sample of **2,049 Canadians** aged 18 and over responded to the survey (including a sub-sample of **1,770 decided voters**). The margin of error associated with the total sample is +/- 2.2 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> For further reading, please see "AAPOR Report on Online Panels" by the American Association for Public Opinion Research, accessible online at:  
[http://www.aapor.org/AM/Template.cfm?Section=AAPOR\\_Committee\\_and\\_Task\\_Force\\_Reports&Template=/CM/ContentDisplay.cfm&ContentID=2223](http://www.aapor.org/AM/Template.cfm?Section=AAPOR_Committee_and_Task_Force_Reports&Template=/CM/ContentDisplay.cfm&ContentID=2223)