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RECENT TRENDS CONTINUE AS CPC LEAD SHRINKS TO LESS THAN FIVE POINTS

DIRECTION OF FEDERAL GOVERNMENT TIES RECORD LOW POINT

[Ottawa – June 10, 2010] - In an often repeated pattern, we see the electorate gently recoiling after bestowing a large lead on the Conservative Party. This has produced a much tighter race. We are also seeing a continued decline in confidence in the direction of the federal government, which is now in sub-40 territory.

These patterns are clearly worrisome trends for the government. Although the Liberal Party continues to be stuck at very low levels, the recent trajectory for the Conservatives has seen them move out of the range where they were approaching a majority to a point where they no longer have even a comfortable margin of victory.

In addition to the downward trajectory of confidence in federal direction (which we have found to be a much stronger leading indicator than "leadership" measures), the regional patterns do not augur well for the Conservatives right now. The Liberals have regained a significant lead in the crucial Ontario arena and now lead in the Atlantic. Quebec remains a puzzling wasteland for federalist parties with no one doing well. Also of note is the continued strength of the Green Party which, at 12.6%, would actually begin to achieve seats.

This poll comes in the midst of growing chatter about coalitions. In some senses, this poll reinforces that movement by showing just how dramatically the centre and left vote in Canada is fragmented across 4 party options, which together attract nearly 70 percent of the electorate. On the other hand, the poll also shows that a Conservative march to victory in the next election is by no means a preordained inevitability and this recognition may take a bit of wind out of the sails of the coalition movements, which had a tinge of desperation fuelling them.
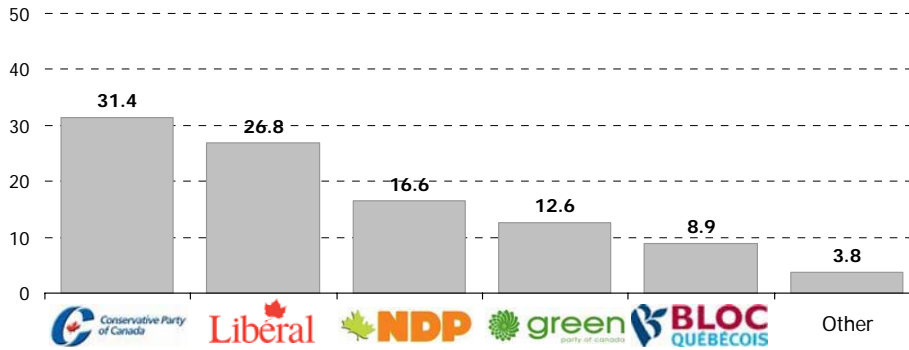
HIGHLIGHTS

- **National federal vote intention:**
  - ¤ 31.4% CPC
  - ¤ 26.8% LPC
  - ¤ 16.6% NDP
  - ¤ 12.6% Green
  - ¤ 8.9% BQ
  - ¤ 3.8% other

- **Direction of country:**
  - ¤ 48.1% right direction
  - ¤ 39.4% wrong direction
  - ¤ 12.4% DK/NR

- **Direction of government:**
  - ¤ 38.4% right direction
  - ¤ 48.6% wrong direction
  - ¤ 13.0% DK/NR

Please note that the methodology is provided at the end of this document.
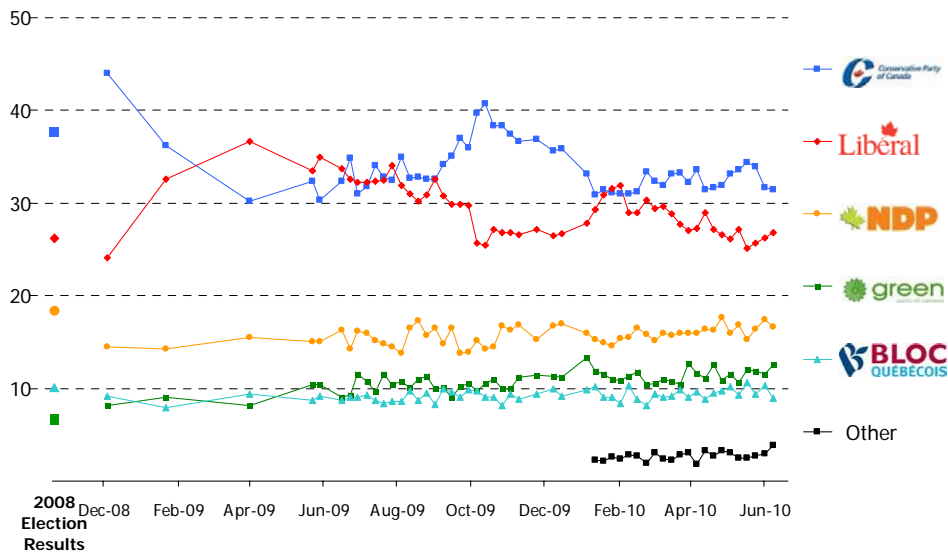
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Top Line Results:

Federal vote intention

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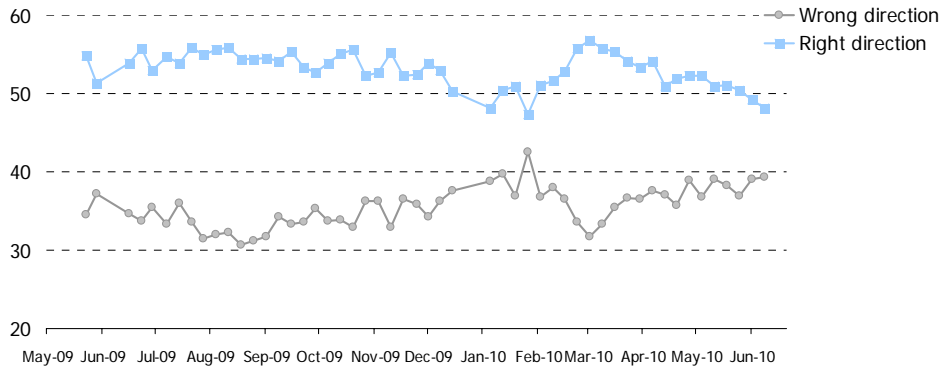

Weekly tracking of federal vote intention

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

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BASE: Decided voters; most recent data point June 2-8 (n=1,789)

Direction of country

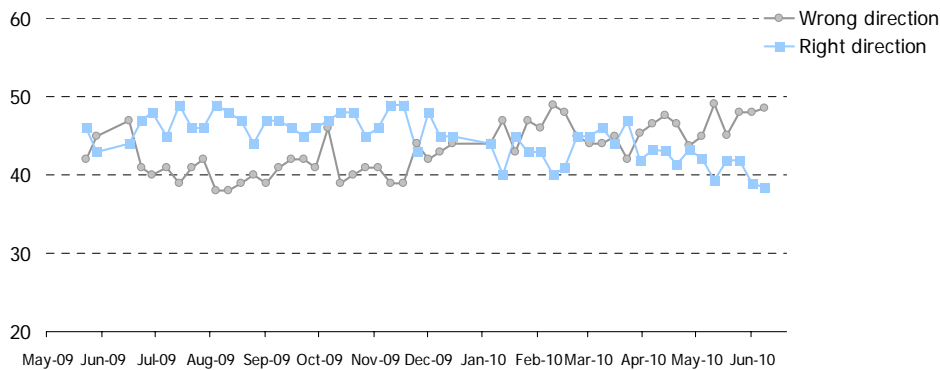*Q. All things considered, would you say the country is moving in the right direction or the wrong direction?*

BASE: Canadians; most recent data point June 2-8 (n=half sample)

Direction of government

Q. All things considered, would you say the Government of Canada is moving in the right direction or the wrong direction?

BASE: Canadians; most recent data point June 2-8 (n=half sample)

Detailed Tables:

National Federal Vote Intention

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

	Conservative Party of Canada	Liberal	NDP	green	BLOC QUÉBÉCOIS	Other	Sample Size	Margin of Error (+/-)
NATIONALLY	**31.4%**	**26.8%**	**16.6%**	**12.6%**	**8.9%**	**3.8%**	**1541**	**2.5**
REGION								
British Columbia	30.8%	19.1%	26.0%	20.2%	0.0%	3.9%	207	6.8
Alberta	51.9%	22.7%	8.7%	12.6%	0.0%	4.1%	155	7.9
Saskatchewan/Manitoba	49.8%	15.1%	22.0%	10.3%	0.0%	2.8%	98	9.9
Ontario	32.1%	36.1%	17.1%	11.5%	0.0%	3.2%	549	4.2
Quebec	17.2%	18.9%	12.0%	10.4%	35.8%	5.9%	396	4.9
Atlantic Canada	31.6%	34.7%	19.2%	13.7%	0.0%	0.8%	136	8.4
GENDER								
Male	36.0%	27.0%	15.3%	9.8%	7.7%	4.1%	731	3.6
Female	26.9%	26.5%	17.8%	15.2%	10.0%	3.6%	810	3.4
AGE								
<25	25.4%	25.0%	15.6%	21.5%	6.5%	6.1%	154	7.9
25-44	26.8%	24.7%	18.2%	15.1%	11.0%	4.3%	465	4.5
45-64	32.0%	27.2%	16.7%	11.4%	10.0%	2.7%	591	4.0
65+	42.6%	31.1%	14.1%	4.5%	4.0%	3.8%	331	5.4
EDUCATION								
High school or less	31.9%	22.8%	15.8%	12.7%	12.1%	4.7%	437	4.7
College or CEGEP	35.0%	23.7%	15.1%	12.8%	9.3%	4.1%	527	4.3
University or higher	27.6%	32.7%	18.7%	12.2%	5.9%	2.9%	577	4.1
METROPOLITAN CANADA								
Vancouver	27.6%	24.9%	24.1%	19.1%	0.0%	4.3%	76	11.2
Calgary	59.6%	20.0%	8.9%	11.5%	0.0%	0.0%	44	14.8
Toronto	26.3%	42.9%	19.4%	7.4%	0.0%	3.9%	183	7.2
Ottawa	48.4%	25.2%	20.3%	4.8%	0.0%	1.3%	88	10.5
Montreal	15.7%	22.1%	13.0%	8.3%	37.2%	3.7%	194	7.0

Federal Vote Intention – British Columbia

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

	Conservative Party of Canada	Liberal	NDP	green	Other	Sample Size	Margin of Error (+/-)
OVERALL	**30.8%**	**19.1%**	**26.0%**	**20.2%**	**3.9%**	**207**	**6.8**
GENDER							
Male	36.9%	16.2%	23.2%	19.3%	4.4%	101	9.8
Female	25.0%	21.1%	28.2%	21.5%	4.3%	106	9.5
AGE							
<25	22.3%	7.7%	21.6%	34.0%	14.4%	17	23.8
25-44	22.3%	19.1%	27.9%	22.9%	7.8%	68	11.9
45-64	29.1%	21.2%	28.0%	21.6%	0.0%	84	10.7
65+	54.8%	19.8%	20.1%	5.3%	0.0%	38	15.9
EDUCATION							
High school or less	35.3%	9.6%	29.0%	20.9%	5.1%	47	14.3
College or CEGEP	27.1%	19.2%	25.4%	22.0%	6.2%	77	11.2
University or higher	30.8%	23.9%	24.4%	18.8%	2.1%	83	10.8

Federal Vote Intention – Alberta

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

	Conservative Party of Canada	Liberal	NDP	green	Other	Sample Size	Margin of Error (+/-)
OVERALL	**51.9%**	**22.7%**	**8.7%**	**12.6%**	**4.1%**	**155**	**7.9**
GENDER							
Male	59.8%	21.2%	6.0%	8.0%	5.0%	79	11.0
Female	43.3%	25.2%	11.5%	16.8%	3.2%	76	11.2
AGE							
<25	51.7%	27.4%	12.2%	8.8%	0.0%	15	25.3
25-44	55.7%	16.4%	11.6%	13.8%	2.4%	54	13.3
45-64	50.1%	23.1%	7.4%	15.6%	3.8%	58	12.9
65+	44.9%	34.3%	3.2%	6.7%	10.9%	28	18.5
EDUCATION							
High school or less	57.3%	22.9%	6.8%	7.1%	6.0%	39	15.7
College or CEGEP	54.7%	18.9%	6.6%	16.3%	3.5%	57	13.0
University or higher	43.3%	28.2%	12.6%	12.7%	3.1%	59	12.8

Federal Vote Intention – Saskatchewan/Manitoba

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

	Conservative Party of Canada	Liberal	NDP	green	Other	Sample Size	Margin of Error (+/-)
OVERALL	**49.8%**	**15.1%**	**22.0%**	**10.3%**	**2.8%**	**98**	**9.9**
GENDER							
Male	56.1%	16.3%	19.6%	6.1%	1.9%	46	14.5
Female	48.9%	13.6%	19.2%	13.7%	4.7%	52	13.6
AGE							
<25	60.2%	39.8%	0.0%	0.0%	0.0%	3	56.6
25-44	48.2%	12.8%	21.2%	10.3%	7.6%	32	17.3
45-64	51.5%	16.3%	17.1%	15.1%	0.0%	40	15.5
65+	57.9%	4.7%	29.1%	4.7%	3.5%	23	20.4
EDUCATION							
High school or less	71.9%	12.0%	8.3%	2.8%	5.0%	32	17.3
College or CEGEP	53.6%	22.8%	16.7%	2.0%	4.9%	33	17.1
University or higher	31.0%	8.5%	33.6%	26.9%	0.0%	33	17.1

Federal Vote Intention – Ontario

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

	Conservative Party of Canada	Liberal	NDP	green	Other	Sample Size	Margin of Error (+/-)
OVERALL	**32.1%**	**36.1%**	**17.1%**	**11.5%**	**3.2%**	**549**	**4.2**
GENDER							
Male	33.4%	35.8%	17.1%	10.3%	3.4%	277	5.9
Female	29.7%	36.5%	17.4%	13.4%	3.0%	272	5.9
AGE							
<25	24.4%	31.4%	18.4%	22.1%	3.6%	54	13.3
25-44	24.1%	38.8%	16.8%	16.0%	4.3%	141	8.3
45-64	33.5%	34.8%	19.5%	9.8%	2.4%	220	6.6
65+	45.1%	37.3%	12.5%	2.4%	2.7%	134	8.5
EDUCATION							
High school or less	29.7%	31.0%	21.0%	14.6%	3.7%	137	8.4
College or CEGEP	36.4%	32.9%	15.9%	11.1%	3.7%	179	7.3
University or higher	28.8%	42.0%	15.8%	10.8%	2.5%	233	6.4

Federal Vote Intention – Quebec

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

	Conservative Party of Canada	Liberal	NDP	green	BLOC QUÉBÉCOIS	Other	Sample Size	Margin of Error (+/-)
OVERALL	**17.2%**	**18.9%**	**12.0%**	**10.4%**	**35.8%**	**5.9%**	**396**	**4.9**
GENDER								
Male	23.7%	19.9%	10.0%	7.2%	32.6%	6.6%	170	7.5
Female	11.8%	19.8%	12.7%	11.6%	38.3%	5.8%	226	6.5
AGE								
<25	14.6%	20.1%	14.2%	18.3%	22.7%	10.2%	43	14.9
25-44	19.0%	14.5%	13.7%	13.1%	35.9%	3.9%	138	8.3
45-64	14.3%	18.4%	8.3%	5.0%	47.3%	6.6%	140	8.3
65+	22.8%	32.9%	11.1%	6.0%	19.7%	7.6%	75	11.3
EDUCATION								
High school or less	16.2%	18.1%	7.4%	11.1%	39.8%	7.5%	135	8.4
College or CEGEP	20.5%	16.7%	10.9%	8.2%	38.6%	5.1%	134	8.5
University or higher	16.2%	25.2%	16.4%	9.1%	27.3%	5.8%	127	8.7

Federal Vote Intention – Atlantic Canada

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

	Conservative Party of Canada	Liberal	NDP	green	Other	Sample Size	Margin of Error (+/-)
OVERALL	**31.6%**	**34.7%**	**19.2%**	**13.7%**	**0.8%**	**136**	**8.4**
GENDER							
Male	34.1%	45.4%	17.7%	1.3%	1.5%	58	12.9
Female	26.8%	28.1%	22.0%	23.1%	0.0%	78	11.1
AGE							
<25	32.9%	28.9%	9.1%	24.0%	5.2%	22	20.9
25-44	17.4%	40.5%	28.3%	13.9%	0.0%	32	17.3
45-64	36.9%	39.0%	15.4%	8.8%	0.0%	49	14.0
65+	42.1%	31.4%	20.3%	6.3%	0.0%	33	17.1
EDUCATION							
High school or less	37.1%	29.0%	17.5%	14.2%	2.2%	47	14.3
College or CEGEP	34.1%	34.5%	14.4%	17.0%	0.0%	47	14.3
University or higher	19.6%	47.0%	28.2%	5.2%	0.0%	42	15.1

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 (+/-)
NATIONALLY	**48.1%**	**39.4%**	**12.4%**	**865**	**3.3**
REGION					
British Columbia	50.8%	37.2%	12.0%	120	9.0
Alberta	64.3%	27.5%	8.2%	90	10.3
Saskatchewan/Manitoba	55.0%	37.6%	7.4%	54	13.3
Ontario	47.9%	37.8%	14.3%	312	5.6
Quebec	35.1%	52.6%	12.2%	206	6.8
Atlantic Canada	54.2%	31.3%	14.5%	83	10.8
GENDER					
Male	51.5%	37.9%	10.6%	412	4.8
Female	44.9%	40.9%	14.2%	453	4.6
AGE					
<25	40.3%	40.3%	19.5%	78	11.1
25-44	48.0%	42.3%	9.6%	288	5.8
45-64	47.6%	42.6%	9.8%	326	5.4
65+	54.5%	25.3%	20.2%	173	7.5
EDUCATION					
High school or less	44.4%	41.9%	13.6%	253	6.2
College or CEGEP	49.5%	36.5%	14.0%	306	5.6
University or higher	50.1%	40.1%	9.8%	306	5.6
CURRENT VOTE INTENTION					
Conservative Party of Canada	73.4%	16.5%	10.1%	242	6.3
Liberal Party of Canada	52.1%	37.4%	10.5%	193	7.1
NDP	29.6%	59.6%	10.8%	126	8.7
Green Party	33.1%	55.9%	11.0%	82	10.8
Bloc Quebecois	34.4%	58.5%	7.1%	65	12.2
Undecided	15.1%	65.2%	19.7%	22	20.9

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 (+/-)
NATIONALLY	**38.4%**	**48.6%**	**13.0%**	**924**	**3.2**
REGION					
British Columbia	42.6%	42.3%	15.1%	120	9.0
Alberta	51.4%	34.9%	13.7%	86	10.6
Saskatchewan/Manitoba	46.1%	39.6%	14.3%	63	12.4
Ontario	41.0%	46.9%	12.0%	327	5.4
Quebec	25.7%	61.5%	12.7%	249	6.2
Atlantic Canada	41.2%	45.5%	13.3%	79	11.0
GENDER					
Male	42.7%	46.7%	10.6%	425	4.8
Female	34.6%	50.2%	15.2%	499	4.4
AGE					
<25	40.3%	50.1%	9.6%	104	9.6
25-44	29.9%	55.7%	14.5%	272	5.9
45-64	41.3%	47.4%	11.3%	344	5.3
65+	47.1%	36.9%	16.0%	204	6.9
EDUCATION					
High school or less	39.1%	48.8%	12.1%	274	5.9
College or CEGEP	40.0%	44.5%	15.5%	311	5.6
University or higher	36.4%	52.1%	11.5%	339	5.3
CURRENT VOTE INTENTION					
Conservative Party of Canada	76.9%	14.7%	8.4%	253	6.2
Liberal Party of Canada	28.6%	59.2%	12.1%	212	6.7
NDP	16.9%	68.1%	15.0%	132	8.5
Green Party	26.6%	58.1%	15.4%	99	9.9
Bloc Quebecois	17.5%	73.6%	9.0%	83	10.8
Undecided	5.0%	74.2%	20.8%	32	17.3

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 landline/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 June 2 – June 8, 2010.[1] In total, a random sample of 1,789 Canadians aged 18 and over responded to the survey (including a sub-sample of 1,541 decided voters). The margin of error associated with the total sample is +/-2.3 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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[1] Please note that these dates are not inclusive of weekends, as we do not survey on Saturday or Sunday.