

LIBERALS FALLING BACK

NO PARTY CAN CRACK THE 33-POINT GLASS CEILING

[Ottawa – March 25, 2010] - For the 12th consecutive poll this year, we see no party able to summon up more than the support of 33% of a stingy electorate. "This is the fly in the ointment for what is otherwise a pretty positive poll for Stephen Harper's Conservatives," said EKOS President Frank Graves.

Canadians are relatively happy with the overall direction of the country and satisfaction with the federal government direction continues to improve. This leads to the puzzling question of if Canada is up, why are the Conservatives so low?

But there is even less to cheer the hearts of Liberal supporters as their virtual tie early in the year has morphed into a clear and stable Conservative lead (albeit a fairly narrow one). In fact, the Conservatives have erased most of the gender gap and are doing very well in Alberta and the Prairies. Things are still neck and neck in Ontario, though, and things continue to look grim in Quebec for the Conservatives. But the crucial boomer vote is returning to the fold.

An interesting side bar is that for possibly the first time the Green Party vote is (insignificantly) ahead with under 25 voters. Indeed, the Liberals must be looking covetously at a pretty stable GP vote of over 10% which may be a key factor in their inability to rise above the fairly humble 30-point mark. For GP supporters, there is small comfort in knowing that their share of the national vote exceeds the Bloc Quebecois vote yet they are more likely to get no seats versus the 40 to 50 ticketed to the BQ.

"The big questions now," said Graves "are can the Conservatives crack the increasingly stubborn 33 barrier and can the Liberals stop the bleeding before they descend back to Dion era support levels?"

The Liberals are hosting a policy conference in Montreal this weekend in preparation for an election that is widely expected this year or early next year.

This poll, which features a robust sample size, was conducted by EKOS for exclusive release by the CBC.

HIGHLIGHTS

- **National federal vote intention:**
 - ▣ **33.3% CPC**
 - ▣ **27.7% LPC**
 - ▣ **15.9% NDP**
 - ▣ **10.4% Green**
 - ▣ **9.8% BQ**
 - ▣ **2.3% other**

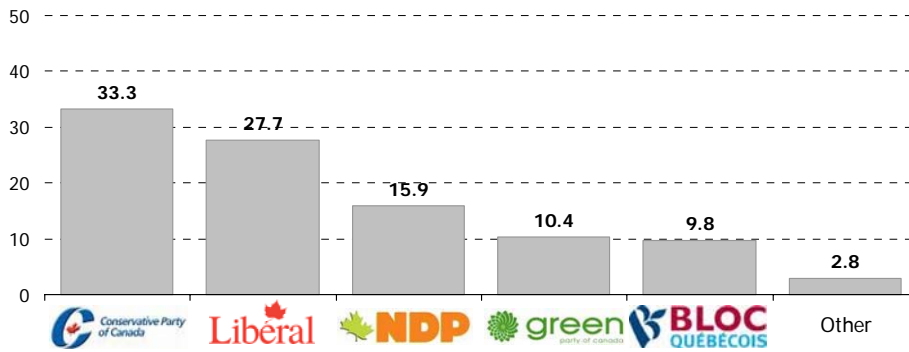
- **Direction of government:**
 - ▣ **47% right direction**
 - ▣ **42% wrong direction**
 - ▣ **11% do not know/no response**

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

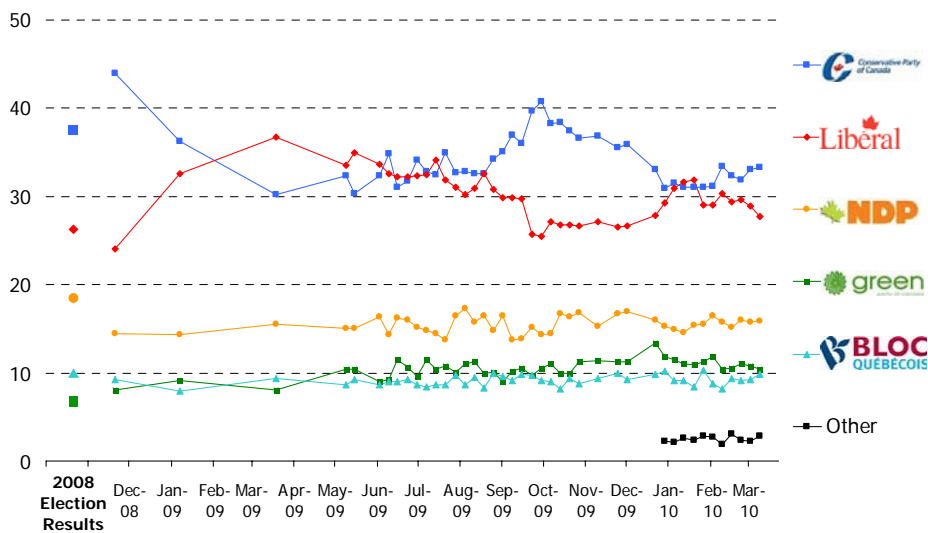
Top Line Results:

Federal vote intention

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



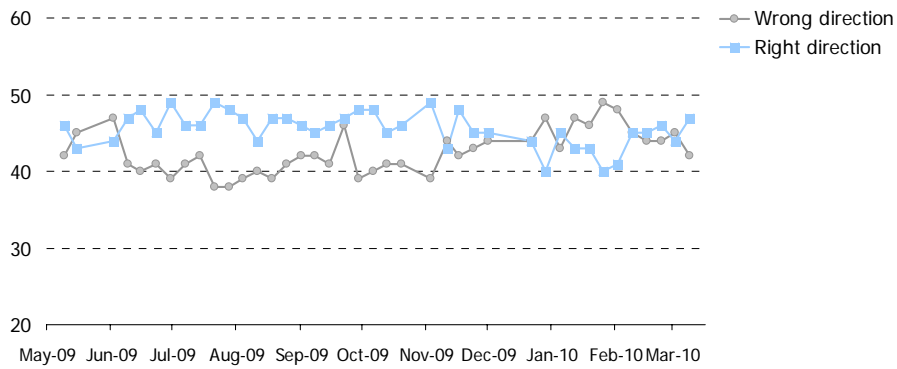
Weekly tracking of federal vote intention



Note: The data on federal vote intention are based on decided voters only. Our survey also finds that 12.9% of Canadians are undecided/ineligible to vote.

Direction of government






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



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BASE: Canadians; most recent data point March 17-23 (n=half sample)

Detailed Tables:

| <u>National Federal Vote Intention</u> | | | | | | | | |
|---|---|---|---|---|---|-------------|-------------|-----------------------|
| <i>Q. If a federal election were held tomorrow, which party would you vote for?</i> | | | | | | | | |
| |  |  |  |  |  | Other | Sample Size | Margin of Error (+/-) |
| NATIONALLY | 33.3% | 27.7% | 15.9% | 10.4% | 9.8% | 2.8% | 2511 | 2.0 |
| REGION | | | | | | | | |
| British Columbia | 33.4% | 25.3% | 25.6% | 12.1% | 0.0% | 3.6% | 282 | 5.8 |
| Alberta | 56.0% | 20.3% | 8.1% | 8.2% | 0.0% | 7.3% | 243 | 6.3 |
| Saskatchewan/Manitoba | 49.5% | 15.3% | 23.0% | 11.8% | 0.0% | 0.5% | 167 | 7.6 |
| Ontario | 36.6% | 35.0% | 16.6% | 10.3% | 0.0% | 1.5% | 950 | 3.2 |
| Quebec | 16.0% | 20.9% | 9.3% | 11.7% | 39.2% | 2.9% | 681 | 3.8 |
| Atlantic Canada | 29.5% | 39.2% | 22.1% | 5.6% | 0.0% | 3.6% | 188 | 7.2 |
| GENDER | | | | | | | | |
| Male | 34.1% | 28.3% | 14.7% | 10.7% | 8.9% | 3.3% | 1253 | 2.8 |
| Female | 32.6% | 27.1% | 17.1% | 10.2% | 10.7% | 2.3% | 1258 | 2.8 |
| AGE | | | | | | | | |
| <25 | 22.3% | 22.0% | 17.7% | 23.0% | 11.4% | 3.6% | 206 | 6.8 |
| 25-44 | 29.7% | 26.3% | 17.9% | 11.0% | 12.2% | 2.9% | 753 | 3.6 |
| 45-64 | 36.1% | 27.4% | 15.9% | 8.7% | 9.0% | 2.9% | 1031 | 3.1 |
| 65+ | 41.9% | 34.7% | 10.9% | 5.1% | 5.7% | 1.8% | 521 | 4.3 |
| EDUCATION | | | | | | | | |
| High school or less | 33.7% | 22.0% | 16.2% | 11.9% | 12.7% | 3.5% | 704 | 3.7 |
| College or CEGEP | 36.1% | 23.7% | 16.3% | 11.2% | 9.8% | 3.0% | 827 | 3.4 |
| University or higher | 30.8% | 35.1% | 15.4% | 8.8% | 7.8% | 2.2% | 980 | 3.1 |
| METROPOLITAN CANADA | | | | | | | | |
| Vancouver | 35.2% | 28.0% | 21.4% | 13.0% | 0.0% | 2.5% | 119 | 9.0 |
| Calgary | 59.1% | 25.8% | 3.5% | 8.5% | 0.0% | 3.1% | 62 | 12.5 |
| Toronto | 35.8% | 41.2% | 14.9% | 7.2% | 0.0% | 1.0% | 305 | 5.6 |
| Ottawa | 41.4% | 35.9% | 18.6% | 4.1% | 0.0% | 0.0% | 126 | 8.7 |
| Montreal | 12.3% | 27.9% | 8.3% | 12.0% | 36.0% | 3.4% | 276 | 5.9 |





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 (+/-) |
|----------------------|---|---|---|--|-------------|-------------|-----------------------|
| OVERALL | 33.4% | 25.3% | 25.6% | 12.1% | 3.6% | 282 | 5.8 |
| GENDER | | | | | | | |
| Male | 33.7% | 28.1% | 22.6% | 11.0% | 4.6% | 133 | 8.5 |
| Female | 32.3% | 22.9% | 28.9% | 13.0% | 2.9% | 149 | 8.0 |
| AGE | | | | | | | |
| <25 | 12.9% | 28.4% | 39.9% | 11.0% | 7.8% | 15 | 25.3 |
| 25-44 | 28.6% | 26.1% | 27.8% | 12.5% | 5.0% | 84 | 10.7 |
| 45-64 | 36.0% | 23.8% | 23.5% | 15.1% | 1.5% | 127 | 8.7 |
| 65+ | 46.3% | 25.7% | 19.3% | 5.2% | 3.5% | 56 | 13.1 |
| EDUCATION | | | | | | | |
| High school or less | 31.4% | 20.7% | 33.0% | 8.5% | 6.4% | 60 | 12.7 |
| College or CEGEP | 42.9% | 16.2% | 22.9% | 13.1% | 5.0% | 89 | 10.4 |
| University or higher | 27.5% | 33.5% | 24.5% | 12.9% | 1.6% | 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 (+/-) |
|----------------------|---|---|---|--|-------------|-------------|-----------------------|
| OVERALL | 56.0% | 20.3% | 8.1% | 8.2% | 7.3% | 243 | 6.3 |
| GENDER | | | | | | | |
| Male | 58.3% | 22.0% | 6.4% | 6.4% | 6.8% | 117 | 9.1 |
| Female | 54.8% | 18.9% | 9.2% | 9.3% | 7.8% | 126 | 8.7 |
| AGE | | | | | | | |
| <25 | 39.6% | 28.6% | 10.2% | 5.1% | 16.5% | 18 | 23.1 |
| 25-44 | 52.6% | 18.9% | 13.3% | 8.2% | 7.0% | 84 | 10.7 |
| 45-64 | 59.0% | 20.9% | 2.9% | 10.5% | 6.8% | 105 | 9.6 |
| 65+ | 71.9% | 17.3% | 5.4% | 2.7% | 2.7% | 36 | 16.3 |
| EDUCATION | | | | | | | |
| High school or less | 70.3% | 8.0% | 6.1% | 7.4% | 8.2% | 54 | 13.3 |
| College or CEGEP | 59.1% | 14.4% | 7.1% | 9.5% | 9.9% | 86 | 10.6 |
| University or higher | 46.7% | 32.7% | 9.3% | 6.7% | 4.6% | 103 | 9.7 |





Federal Vote Intention – Saskatchewan/Manitoba

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

| |  |  |  |  | Other | Sample Size | Margin of Error (+/-) |
|----------------------|---|---|---|--|-------------|-------------|-----------------------|
| OVERALL | 49.5% | 15.3% | 23.0% | 11.8% | 0.5% | 167 | 7.6 |
| GENDER | | | | | | | |
| Male | 46.0% | 15.6% | 16.9% | 20.4% | 1.1% | 71 | 11.6 |
| Female | 50.9% | 14.7% | 27.1% | 7.4% | 0.0% | 96 | 10.0 |
| AGE | | | | | | | |
| <25 | 29.4% | 14.4% | 6.4% | 49.8% | 0.0% | 12 | 28.3 |
| 25-44 | 45.0% | 13.2% | 28.2% | 13.6% | 0.0% | 49 | 14.0 |
| 45-64 | 57.8% | 13.0% | 24.5% | 3.1% | 1.5% | 67 | 12.0 |
| 65+ | 51.1% | 24.1% | 14.5% | 10.2% | 0.0% | 39 | 15.7 |
| EDUCATION | | | | | | | |
| High school or less | 45.8% | 10.1% | 19.1% | 23.4% | 1.6% | 54 | 13.3 |
| College or CEGEP | 52.8% | 14.0% | 26.0% | 7.2% | 0.0% | 61 | 12.6 |
| University or higher | 46.6% | 21.5% | 21.0% | 10.9% | 0.0% | 52 | 13.6 |






Federal Vote Intention – Ontario

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

| |  |  |  |  | Other | Sample Size | Margin of Error (+/-) |
|----------------------|---|---|---|--|-------------|-------------|-----------------------|
| OVERALL | 36.6% | 35.0% | 16.6% | 10.3% | 1.5% | 950 | 3.2 |
| GENDER | | | | | | | |
| Male | 37.1% | 33.4% | 15.8% | 11.3% | 2.5% | 504 | 4.4 |
| Female | 36.1% | 36.8% | 17.9% | 8.7% | 0.5% | 446 | 4.6 |
| AGE | | | | | | | |
| <25 | 24.2% | 28.8% | 22.5% | 24.5% | 0.0% | 97 | 10.0 |
| 25-44 | 34.3% | 35.0% | 19.7% | 9.8% | 1.3% | 241 | 6.3 |
| 45-64 | 40.6% | 34.3% | 15.5% | 7.4% | 2.2% | 390 | 5.0 |
| 65+ | 40.7% | 40.9% | 10.6% | 6.4% | 1.4% | 222 | 6.6 |
| EDUCATION | | | | | | | |
| High school or less | 35.8% | 27.8% | 19.3% | 14.4% | 2.7% | 231 | 6.5 |
| College or CEGEP | 38.4% | 30.7% | 19.0% | 10.7% | 1.2% | 327 | 5.4 |
| University or higher | 35.5% | 43.2% | 13.5% | 6.8% | 1.0% | 392 | 5.0 |





Federal Vote Intention – Quebec

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

| |  |  |  |  |  | Other | Sample Size | Margin of Error (+/-) |
|----------------------|---|---|---|---|--|-------------|-------------|-----------------------|
| OVERALL | 16.0% | 20.9% | 9.3% | 11.7% | 39.2% | 2.9% | 681 | 3.8 |
| GENDER | | | | | | | | |
| Male | 20.8% | 21.4% | 10.5% | 9.7% | 35.2% | 2.5% | 337 | 5.3 |
| Female | 12.2% | 22.0% | 8.2% | 12.3% | 42.2% | 3.1% | 344 | 5.3 |
| AGE | | | | | | | | |
| <25 | 13.5% | 8.4% | 7.2% | 23.4% | 42.5% | 5.0% | 56 | 13.1 |
| 25-44 | 16.1% | 19.4% | 8.4% | 13.6% | 40.2% | 2.3% | 245 | 6.3 |
| 45-64 | 14.2% | 20.4% | 13.2% | 8.6% | 40.7% | 2.8% | 264 | 6.0 |
| 65+ | 23.2% | 37.0% | 5.1% | 2.6% | 29.8% | 2.4% | 116 | 9.1 |
| EDUCATION | | | | | | | | |
| High school or less | 18.9% | 21.1% | 8.8% | 9.5% | 38.8% | 2.8% | 251 | 6.2 |
| College or CEGEP | 15.5% | 19.4% | 6.8% | 13.0% | 43.2% | 2.1% | 193 | 7.1 |
| University or higher | 14.6% | 24.2% | 11.9% | 11.0% | 35.0% | 3.3% | 237 | 6.4 |

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 (+/-) |
|----------------------|---|---|---|---|-------------|-------------|-----------------------|
| OVERALL | 29.5% | 39.2% | 22.1% | 5.6% | 3.6% | 188 | 7.2 |
| GENDER | | | | | | | |
| Male | 23.7% | 43.2% | 19.9% | 8.5% | 4.6% | 91 | 10.3 |
| Female | 33.8% | 34.8% | 23.8% | 5.4% | 2.2% | 97 | 10.0 |
| AGE | | | | | | | |
| <25 | 35.7% | 19.5% | 14.9% | 29.9% | 0.0% | 8 | 34.7 |
| 25-44 | 18.7% | 44.4% | 26.6% | 5.6% | 4.7% | 50 | 13.9 |
| 45-64 | 25.5% | 41.2% | 23.3% | 4.9% | 5.1% | 78 | 11.1 |
| 65+ | 49.7% | 36.2% | 14.1% | 0.0% | 0.0% | 52 | 13.6 |
| EDUCATION | | | | | | | |
| High school or less | 36.1% | 31.6% | 20.2% | 8.1% | 3.9% | 54 | 13.3 |
| College or CEGEP | 28.3% | 37.5% | 21.1% | 9.5% | 3.6% | 71 | 11.6 |
| University or higher | 24.2% | 45.5% | 23.7% | 3.7% | 2.9% | 63 | 12.4 |

| Direction of Government | | | | | |
|--|-----------------|-----------------|------------|-------------|-----------------------|
| <i>Q. All things considered, would you say the Government of Canada is moving in the right direction or the wrong direction?</i> | | | | | |
| | Right Direction | Wrong Direction | DK/NR | Sample Size | Margin of Error (+/-) |
| NATIONALLY | 47% | 42% | 11% | 1483 | 2.5 |
| REGION | | | | | |
| British Columbia | 53% | 37% | 10% | 177 | 7.4 |
| Alberta | 64% | 30% | 6% | 157 | 7.8 |
| Saskatchewan/Manitoba | 55% | 31% | 14% | 92 | 10.2 |
| Ontario | 48% | 40% | 11% | 546 | 4.2 |
| Quebec | 32% | 57% | 11% | 395 | 4.9 |
| Atlantic Canada | 45% | 42% | 13% | 116 | 9.1 |
| GENDER | | | | | |
| Male | 51% | 41% | 8% | 737 | 3.6 |
| Female | 43% | 44% | 14% | 746 | 3.6 |
| AGE | | | | | |
| <25 | 51% | 38% | 10% | 131 | 8.6 |
| 25-44 | 47% | 45% | 9% | 459 | 4.6 |
| 45-64 | 45% | 46% | 8% | 605 | 4.0 |
| 65+ | 47% | 32% | 21% | 288 | 5.8 |
| EDUCATION | | | | | |
| High school or less | 47% | 39% | 14% | 440 | 4.7 |
| College or CEGEP | 50% | 40% | 10% | 495 | 4.4 |
| University or higher | 44% | 47% | 9% | 548 | 4.2 |
| CURRENT VOTE INTENTION | | | | | |
| Conservative Party of Canada | 87% | 8% | 6% | 455 | 4.6 |
| Liberal Party of Canada | 33% | 55% | 12% | 359 | 5.2 |
| NDP | 28% | 60% | 12% | 197 | 7.0 |
| Green Party | 26% | 64% | 9% | 110 | 9.3 |
| Bloc Quebecois | 19% | 72% | 8% | 132 | 8.5 |
| Undecided | 24% | 63% | 13% | 37 | 16.1 |

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 March 17 – March 23, 2010.¹ In total, a random sample of 2,880 Canadians aged 18 and over responded to the survey (including a sub-sample of 2,511 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.

¹ Please note that these dates are not inclusive of the weekends, as we do not survey on Saturday or Sunday.