

## ***MEN/WOMEN DIVIDED ON TORIES/NDP***

*LIBERALS CONTINUE TO SWOON*

[Ottawa – May 6, 2010] - A significant gap has opened between the party preferences of men and women, though it is not the gender gap that once was.

Stephen Harper's Tories have often, though not always, appealed more to men than to women in recent years, and that pattern has re-asserted itself. There is now a dramatic, nearly ten percentage point, difference between Conservative support among men (38.0%) and women (28.1%).

"This gap, while unusually large, is not unprecedented," said EKOS President Frank Graves. "What is startling is that the Liberals, who usually have something like a mirror image of the Tories, picking up women's votes when the Tories are losing them, show almost no gender gap at all."

It is the NDP that is now showing a dramatic difference in support among men and women in the opposite direction to the Conservatives. The NDP is running at 19.1% among women in the poll released today, versus just 12.9% among men.

The Greens and the Bloc Québécois also appear to be somewhat more appealing to women than men, but not as dramatically so.

"Both the Conservatives and the NDP need to think hard about why they lag so badly among half the population," said Graves. "And the Liberals must be wondering, given all the attention they have devoted to women's issues in recent weeks, why women don't seem to be noticing."

Despite the gender difference, the overall levels of support by the parties remained relatively stable at the national level. Support for the Liberals, however, is beginning to sag in some of their key strongholds. They are now statistically tied with the Conservatives in Quebec and Toronto and they are lagging behind in Ontario. While the decline in Liberal fortunes in these areas has not translated in to a statistically significant drop in overall support, they are now back to where they were in the 2008 election.

Nevertheless, no party has been able to break the 33-point mark for the 18th consecutive week.

### **HIGHLIGHTS**

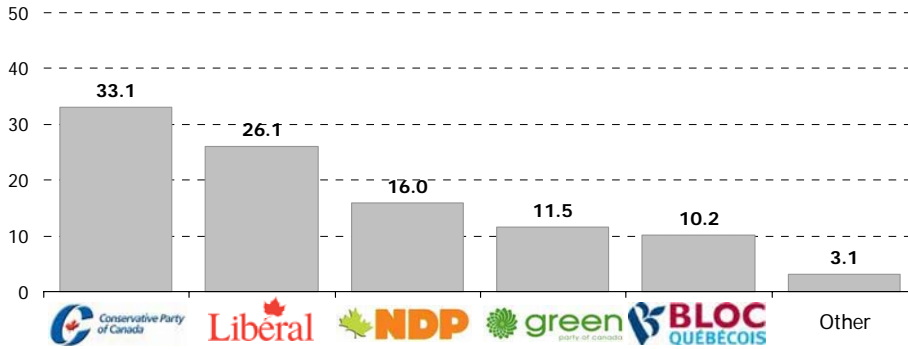
- **National federal vote intention:**
  - ☒ **33.1% CPC**
  - ☒ **26.1% LPC**
  - ☒ **16.0% NDP**
  - ☒ **11.5% Green**
  - ☒ **10.2% BQ**
  - ☒ **3.1% other**
  
- **Direction of government:**
  - ☒ **44.9% wrong direction**
  - ☒ **42.1% right direction**
  - ☒ **13.0% don't know/no response**

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

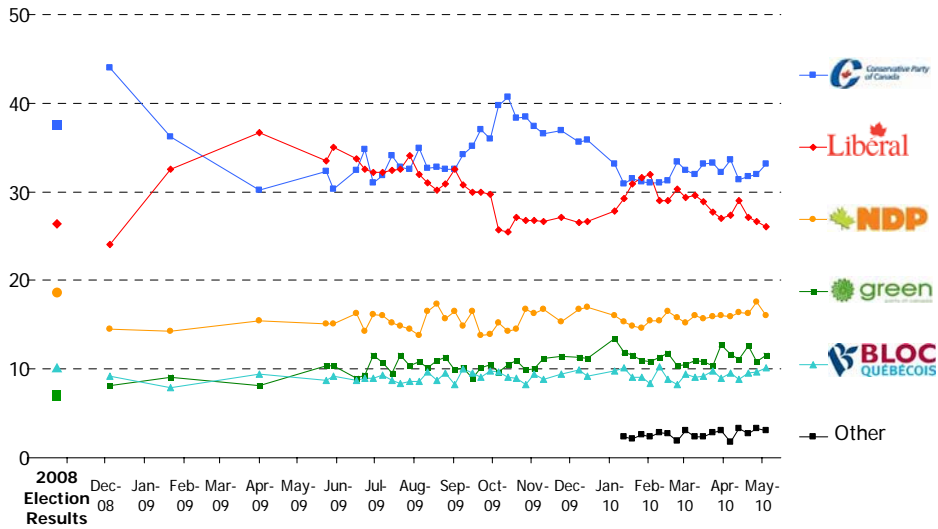
## Top Line Results:

### Federal vote intention

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



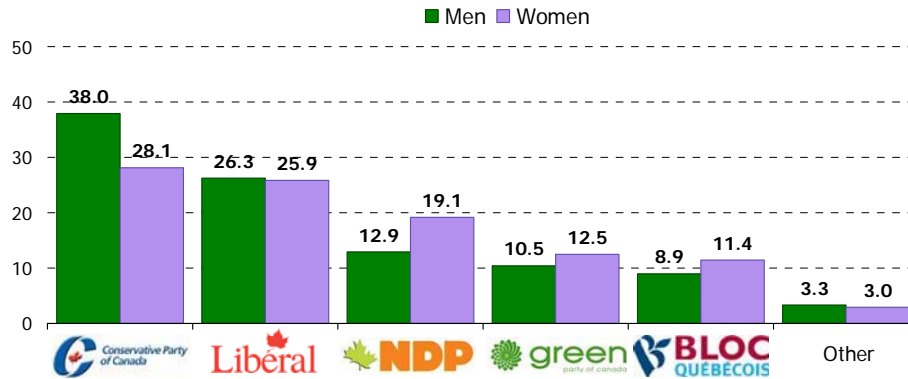
### Weekly tracking of federal vote intention



Note: The data on federal vote intention are based on decided voters only. Our survey also finds that 14.2% of Canadians are undecided/ineligible to vote.

## Federal vote intention by gender

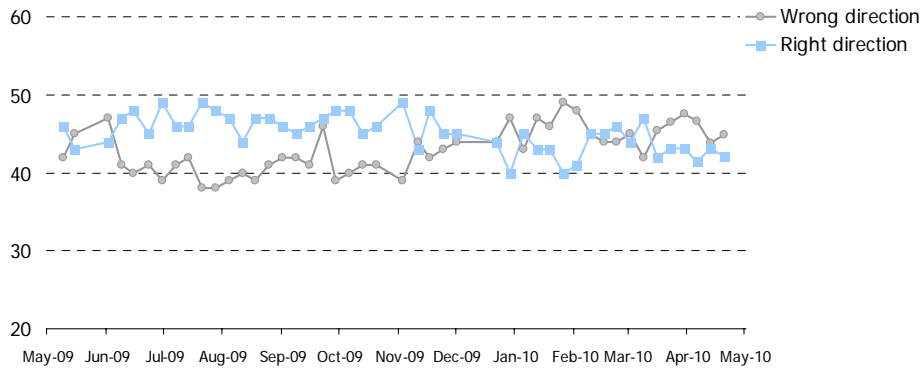
Q. If a federal election were held tomorrow, which party would you vote for?








BASE: Decided voters; April 28 – May 4 (n=1887)

## Direction of government

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







## Detailed Tables:

<b><u>National Federal Vote Intention</u></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>33.1%</b>	<b>26.1%</b>	<b>16.0%</b>	<b>11.5%</b>	<b>10.2%</b>	<b>3.1%</b>	<b>1887</b>	<b>2.3</b>
<b>REGION</b>								
British Columbia	29.6%	25.1%	25.5%	15.3%	0.0%	4.6%	240	6.3
Alberta	49.8%	15.4%	11.5%	16.6%	0.0%	6.7%	203	6.9
Saskatchewan/Manitoba	48.4%	19.8%	21.6%	8.3%	0.0%	2.0%	153	7.9
Ontario	36.3%	32.5%	15.7%	12.6%	0.0%	3.0%	602	4.0
Quebec	18.4%	20.9%	9.6%	8.4%	40.4%	2.2%	532	4.3
Atlantic Canada	36.8%	32.9%	23.2%	6.1%	0.0%	1.0%	157	7.8
<b>GENDER</b>								
Male	38.0%	26.3%	12.9%	10.5%	8.9%	3.3%	906	3.3
Female	28.1%	25.9%	19.1%	12.5%	11.4%	3.0%	981	3.1
<b>AGE</b>								
<25	23.3%	25.6%	18.2%	15.3%	14.0%	3.6%	171	7.5
25-44	30.4%	23.9%	16.3%	14.4%	11.6%	3.3%	545	4.2
45-64	35.6%	25.8%	15.5%	9.4%	10.8%	2.9%	727	3.6
65+	39.5%	31.1%	14.9%	7.6%	3.8%	3.2%	444	4.7
<b>EDUCATION</b>								
High school or less	34.6%	20.3%	17.5%	11.4%	12.9%	3.3%	527	4.3
College or CEGEP	33.7%	25.0%	12.7%	13.4%	11.7%	3.5%	639	3.9
University or higher	31.5%	31.4%	17.9%	9.7%	6.7%	2.7%	721	3.7
<b>METROPOLITAN CANADA</b>								
Vancouver	32.7%	19.3%	31.2%	10.9%	0.0%	5.8%	87	10.5
Calgary	50.0%	17.7%	8.8%	16.3%	0.0%	7.2%	60	12.7
Toronto	37.8%	35.8%	14.6%	9.5%	0.0%	2.3%	206	6.8
Ottawa	40.6%	30.5%	15.1%	8.3%	0.0%	5.5%	84	10.7
Montreal	15.2%	26.0%	11.0%	9.4%	36.4%	1.9%	244	6.3





### **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>29.6%</b>	<b>25.1%</b>	<b>25.5%</b>	<b>15.3%</b>	<b>4.6%</b>	<b>240</b>	<b>6.3</b>
<b>GENDER</b>							
Male	33.9%	32.9%	14.3%	15.4%	3.5%	120	9.0
Female	24.4%	17.1%	37.3%	15.3%	5.9%	120	9.0
<b>AGE</b>							
<25	10.4%	34.8%	21.6%	21.9%	11.3%	24	20.0
25-44	25.4%	28.7%	23.6%	17.0%	5.3%	67	12.0
45-64	35.8%	20.5%	26.2%	14.2%	3.4%	95	10.1
65+	35.3%	22.8%	29.3%	10.7%	1.9%	54	13.3
<b>EDUCATION</b>							
High school or less	27.6%	22.7%	33.1%	13.7%	2.9%	66	12.1
College or CEGEP	27.7%	25.8%	23.6%	17.6%	5.3%	78	11.1
University or higher	31.7%	26.6%	21.7%	14.6%	5.3%	96	10.0





### **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>49.8%</b>	<b>15.4%</b>	<b>11.5%</b>	<b>16.6%</b>	<b>6.7%</b>	<b>203</b>	<b>6.9</b>
<b>GENDER</b>							
Male	52.1%	14.7%	9.7%	16.4%	7.1%	110	9.3
Female	47.0%	16.8%	13.9%	16.3%	6.0%	93	10.2
<b>AGE</b>							
<25	43.0%	13.7%	20.8%	16.3%	6.2%	14	26.2
25-44	47.5%	14.1%	13.0%	19.0%	6.5%	75	11.3
45-64	47.8%	19.3%	12.5%	13.1%	7.3%	73	11.5
65+	61.1%	13.7%	2.5%	17.1%	5.6%	41	15.3
<b>EDUCATION</b>							
High school or less	64.8%	5.2%	12.8%	6.4%	10.8%	51	13.7
College or CEGEP	49.1%	10.2%	9.0%	23.3%	8.4%	70	11.7
University or higher	40.5%	27.1%	13.5%	16.5%	2.4%	82	10.8





### **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>48.4%</b>	<b>19.8%</b>	<b>21.6%</b>	<b>8.3%</b>	<b>2.0%</b>	<b>153</b>	<b>7.9</b>
<b>GENDER</b>							
Male	56.7%	19.9%	12.3%	10.0%	1.0%	75	11.3
Female	37.9%	19.9%	30.7%	8.7%	2.8%	78	11.1
<b>AGE</b>							
<25	36.2%	31.4%	10.4%	22.0%	0.0%	19	22.5
25-44	42.6%	18.7%	23.2%	13.0%	2.5%	38	15.9
45-64	49.6%	19.7%	23.4%	7.2%	0.0%	55	13.2
65+	58.5%	16.9%	19.5%	0.0%	5.0%	41	15.3
<b>EDUCATION</b>							
High school or less	54.1%	8.9%	23.7%	9.7%	3.6%	44	14.8
College or CEGEP	58.9%	18.0%	17.1%	6.0%	0.0%	44	14.8
University or higher	36.2%	27.9%	22.6%	11.2%	2.1%	65	12.2






### **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>36.3%</b>	<b>32.5%</b>	<b>15.7%</b>	<b>12.6%</b>	<b>3.0%</b>	<b>602</b>	<b>4.0</b>
<b>GENDER</b>							
Male	41.7%	30.4%	14.6%	9.9%	3.5%	298	5.7
Female	30.1%	34.3%	17.4%	15.9%	2.3%	304	5.6
<b>AGE</b>							
<25	30.1%	28.6%	26.4%	12.0%	2.8%	47	14.3
25-44	34.2%	29.0%	17.1%	17.3%	2.3%	154	7.9
45-64	38.6%	33.8%	13.4%	10.7%	3.5%	237	6.4
65+	37.1%	38.4%	12.6%	8.9%	3.0%	164	7.7
<b>EDUCATION</b>							
High school or less	34.7%	27.3%	19.7%	15.8%	2.5%	150	8.0
College or CEGEP	38.9%	28.7%	12.7%	15.3%	4.5%	189	7.1
University or higher	34.2%	38.3%	16.4%	9.2%	1.9%	263	6.0





### **Federal Vote Intention – Quebec**

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

						Other	Sample Size	Margin of Error (+/-)
<b>OVERALL</b>	<b>18.4%</b>	<b>20.9%</b>	<b>9.6%</b>	<b>8.4%</b>	<b>40.4%</b>	<b>2.2%</b>	<b>532</b>	<b>4.3</b>
<b>GENDER</b>								
Male	20.9%	21.7%	9.2%	8.6%	37.4%	2.2%	232	6.4
Female	17.8%	20.7%	10.0%	7.6%	41.7%	2.2%	300	5.7
<b>AGE</b>								
<25	7.7%	21.5%	6.6%	15.8%	46.1%	2.4%	52	13.6
25-44	15.6%	18.7%	10.9%	9.6%	42.1%	3.1%	170	7.5
45-64	19.3%	18.1%	8.5%	6.4%	46.2%	1.4%	198	7.0
65+	33.8%	31.6%	11.0%	3.4%	18.3%	1.9%	112	9.3
<b>EDUCATION</b>								
High school or less	22.4%	17.5%	6.7%	9.0%	42.4%	2.1%	172	7.5
College or CEGEP	17.7%	22.8%	8.4%	9.1%	41.1%	0.9%	199	7.0
University or higher	18.2%	23.5%	14.6%	5.6%	34.1%	4.0%	161	7.7

### **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>36.8%</b>	<b>32.9%</b>	<b>23.2%</b>	<b>6.1%</b>	<b>1.0%</b>	<b>157</b>	<b>7.8</b>
<b>GENDER</b>							
Male	44.4%	30.4%	19.6%	4.4%	1.2%	71	11.6
Female	29.9%	35.2%	26.2%	7.8%	1.0%	86	10.6
<b>AGE</b>							
<25	40.6%	18.6%	27.5%	13.3%	0.0%	15	25.3
25-44	37.3%	33.6%	21.1%	7.9%	0.0%	41	15.3
45-64	39.1%	34.5%	23.5%	2.8%	0.0%	69	11.8
65+	31.7%	37.2%	21.2%	3.6%	6.3%	32	17.3
<b>EDUCATION</b>							
High school or less	45.5%	25.0%	25.2%	4.4%	0.0%	44	14.8
College or CEGEP	40.0%	35.7%	15.1%	7.6%	1.6%	59	12.8
University or higher	27.9%	35.6%	29.5%	5.6%	1.4%	54	13.3

<b>Direction of Government</b>					
<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 (+/-)
<b>NATIONALLY</b>	<b>42.1%</b>	<b>44.9%</b>	<b>13.0%</b>	<b>1126</b>	<b>2.9</b>
<b>REGION</b>					
British Columbia	37.6%	48.8%	13.6%	149	8.0
Alberta	53.0%	33.3%	13.7%	110	9.3
Saskatchewan/Manitoba	54.9%	27.9%	17.2%	83	10.8
Ontario	43.6%	43.8%	12.6%	372	5.1
Quebec	34.3%	56.2%	9.5%	307	5.6
Atlantic Canada	44.6%	35.0%	20.3%	105	9.6
<b>GENDER</b>					
Male	46.9%	42.7%	10.4%	547	4.2
Female	37.2%	47.1%	15.7%	579	4.1
<b>AGE</b>					
<25	35.8%	39.0%	25.2%	118	9.0
25-44	38.5%	51.7%	9.7%	311	5.6
45-64	46.1%	43.9%	10.0%	432	4.7
65+	45.6%	38.3%	16.1%	265	6.0
<b>EDUCATION</b>					
High school or less	44.4%	41.8%	13.7%	339	5.3
College or CEGEP	43.4%	44.6%	12.0%	374	5.1
University or higher	39.0%	47.7%	13.2%	413	4.8
<b>CURRENT VOTE INTENTION</b>					
Conservative Party of Canada	81.2%	12.5%	6.4%	339	5.3
Liberal Party of Canada	31.6%	54.6%	13.8%	248	6.2
NDP	27.6%	59.3%	13.2%	151	8.0
Green Party	20.4%	65.4%	14.2%	96	10.0
Bloc Quebecois	16.4%	77.5%	6.1%	115	9.1
Undecided	20.7%	71.5%	7.8%	28	18.5



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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 April 28 – May 4, 2010.<sup>1</sup> In total, a random sample of 2,192 Canadians aged 18 and over responded to the survey (including a sub-sample of 1,887 decided voters). The margin of error associated with the total sample is +/-2.1 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.