

## ***HUGE SAMPLE GIVES DEEPER PICTURE OF TORY LEAD***

[Ottawa – Nov 26, 2009] - The extremely robust sample in EKOS' latest survey of Canadians' voting intentions (5,759 cases), conducted for exclusive release by the CBC, gives a deeper sounding of the Tories' current ten-point lead over the second place Liberals.

Looking at segments of the Canadian electorate, the bedrock for the Tories is the group of Canadians over the age of 45. The Conservatives do very well among baby-boomers. Their support among seniors is literally twice as high as among young people. Among Canadians under 45, the Conservatives fare less well, but no single party dominates these younger groups.

Indeed, the Conservatives would win a massive majority if only seniors could vote, but the Green Party would be in a four-way hunt for government if only those 18-25 could vote.

Historically, older Canadians have been more likely to vote, so it may be that the Conservatives are slightly closer to majority territory than the topline numbers suggest.

"The Conservatives' strength is very solid," said EKOS President Frank Graves. "They lead in most of the regions of the country, including Ontario, have a massive advantage in the three Prairie Provinces, and are enjoying a modest rebound in Quebec."

"However, they are still shy of a majority," he said.

The Liberals may be experiencing a modest rebound among two groups they once dominated but among whom they yielded the lead to the Conservatives earlier this fall – the university-educated and New Canadians. However, this recovery is at best extremely tentative and fragile.

One possible harbinger of change in the political landscape is a definite though not dramatic shift in Canadians' attitudes to the direction of the government. For a prolonged period, Canadians who had a positive view of the direction of the federal government outnumbered those who took a negative view. However, this has now changed: in the last week, those taking a negative view of the direction of the government equaled those taking a positive view.

### **HIGHLIGHTS**

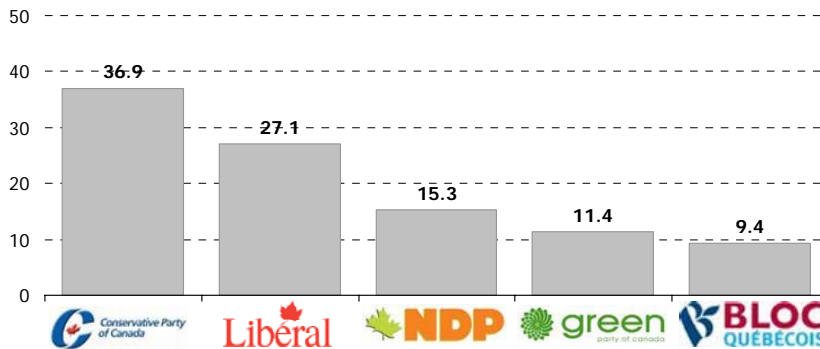
- **National federal vote intention:**
  - ▣ **36.9% CPC**
  - ▣ **27.1% LPC**
  - ▣ **15.3% NDP**
  - ▣ **11.4% Green**
  - ▣ **9.4% BQ**
  
- **Change since November 12:**
  - ▣ **+0.3% CPC**
  - ▣ **+0.5% LPC**
  - ▣ **-1.5% NDP**
  - ▣ **+0.2% Green**
  - ▣ **+0.6% BQ**

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

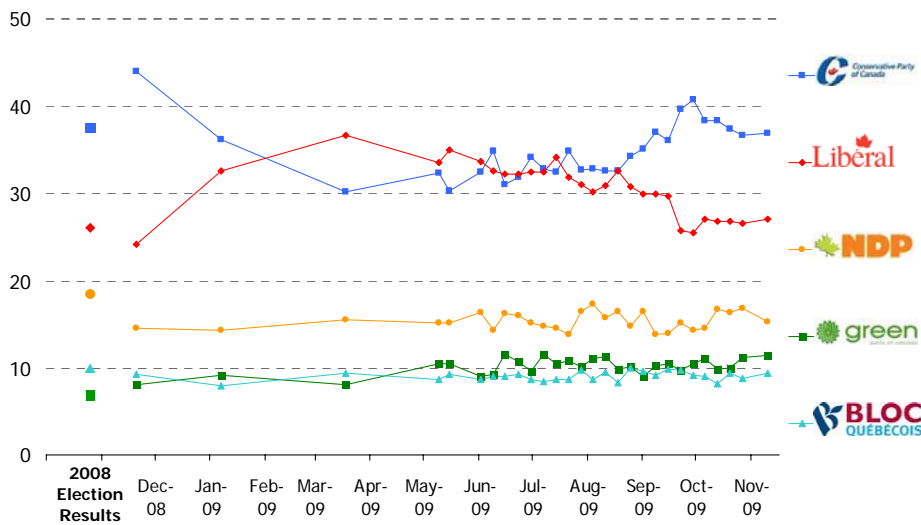
## Top Line Results:

### Federal vote intention

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



### Weekly tracking of federal vote intention



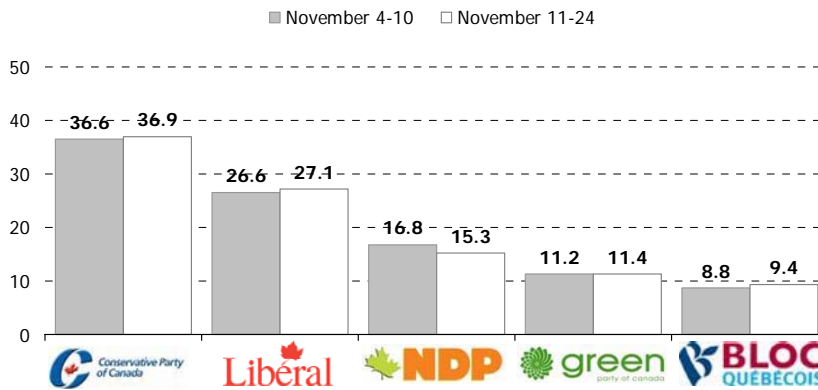
Note: The data on federal vote intention are based on decided voters only. Our survey also finds that 16.9% of Canadians are undecided/ineligible to vote.

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BASE: Decided voters; most recent data point Nov. 11-24 (n=4744)

## Changes in federal vote intention

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

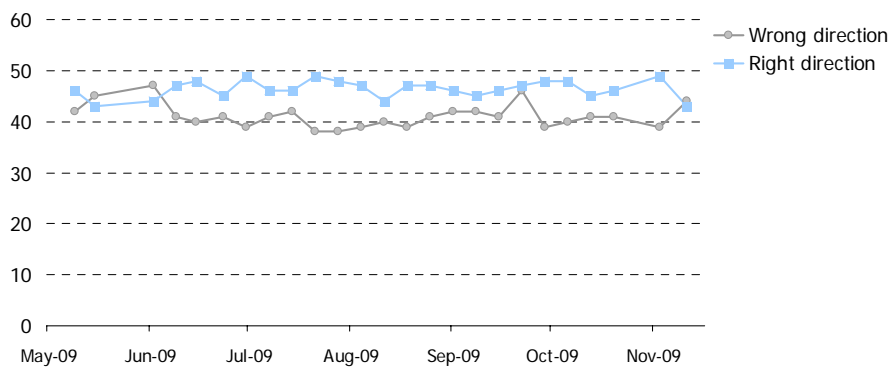


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BASE: Canadians; Nov. 4-10 (n=2885) / Canadians; Nov. 11-24 (n=4744)

## 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 Nov. 18-24 (n=half sample)

## 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>							
						Sample Size	Margin of Error (+/-)
<b>NATIONALLY</b>	<b>36.9%</b>	<b>27.1%</b>	<b>15.3%</b>	<b>11.4%</b>	<b>9.4%</b>	<b>4744</b>	<b>1.4</b>
<b>REGION</b>							
British Columbia	36.2%	23.2%	23.5%	17.1%	0.0%	646	3.9
Alberta	55.6%	21.1%	10.6%	12.7%	0.0%	477	4.5
Saskatchewan/Manitoba	53.5%	18.2%	20.6%	7.7%	0.0%	337	5.3
Ontario	39.3%	33.4%	15.0%	12.3%	0.0%	1715	2.4
Quebec	22.0%	22.7%	9.4%	8.4%	37.4%	1232	2.8
Atlantic Canada	35.1%	32.5%	25.0%	7.3%	0.0%	337	5.3
<b>GENDER</b>							
Male	40.9%	25.0%	14.1%	10.5%	9.5%	2334	2.0
Female	32.8%	29.2%	16.5%	12.2%	9.3%	2410	2.0
<b>AGE</b>							
<25	21.0%	24.7%	18.8%	23.4%	12.0%	472	4.5
25-44	32.3%	27.2%	16.3%	12.9%	11.4%	1581	2.5
45-64	40.8%	26.7%	14.7%	9.2%	8.6%	1779	2.3
65+	48.3%	28.8%	12.4%	5.0%	5.4%	912	3.3
<b>EDUCATION</b>							
High school or less	38.9%	21.2%	15.0%	11.7%	13.3%	1257	2.8
College or CEGEP	39.9%	24.2%	15.8%	11.4%	8.7%	1647	2.4
University or higher	32.8%	33.6%	15.1%	11.2%	7.4%	1840	2.3
<b>METROPOLITAN CANADA</b>							
Vancouver	30.8%	25.3%	30.9%	13.0%	0.0%	233	6.4
Calgary	60.1%	18.5%	4.8%	16.6%	0.0%	146	8.1
Toronto	36.9%	40.0%	12.9%	10.1%	0.0%	488	4.4
Ottawa	50.4%	29.3%	11.4%	8.9%	0.0%	252	6.2
Montreal	16.0%	27.4%	10.1%	9.1%	37.4%	509	4.3





### **Federal Vote Intention – British Columbia**

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

					Sample Size	Margin of Error (+/-)
<b>OVERALL</b>	<b>36.2%</b>	<b>23.2%</b>	<b>23.5%</b>	<b>17.1%</b>	<b>646</b>	<b>3.9</b>
<b>GENDER</b>						
Male	41.4%	21.3%	23.1%	14.2%	319	5.5
Female	30.5%	25.1%	24.2%	20.2%	327	5.4
<b>AGE</b>						
<25	18.1%	27.2%	25.4%	29.4%	64	12.3
25-44	32.8%	24.2%	23.4%	19.6%	205	6.8
45-64	38.5%	22.1%	24.5%	14.9%	250	6.2
65+	48.1%	21.1%	21.5%	9.3%	127	8.7
<b>EDUCATION</b>						
High school or less	37.1%	15.1%	25.7%	22.2%	140	8.3
College or CEGEP	42.7%	18.9%	25.0%	13.4%	241	6.3
University or higher	29.3%	31.4%	21.4%	17.9%	265	6.0





### **Federal Vote Intention – Alberta**

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

					Sample Size	Margin of Error (+/-)
<b>OVERALL</b>	<b>55.6%</b>	<b>21.1%</b>	<b>10.6%</b>	<b>12.7%</b>	<b>477</b>	<b>4.5</b>
<b>GENDER</b>						
Male	60.0%	17.9%	9.4%	12.7%	249	6.2
Female	51.0%	24.9%	11.7%	12.4%	228	6.5
<b>AGE</b>						
<25	29.3%	25.6%	21.7%	23.4%	41	15.3
25-44	48.1%	20.9%	14.1%	16.9%	174	7.4
45-64	64.2%	20.7%	4.8%	10.2%	171	7.5
65+	66.7%	21.1%	9.0%	3.3%	91	10.3
<b>EDUCATION</b>						
High school or less	58.4%	16.9%	10.7%	14.0%	114	9.2
College or CEGEP	57.1%	18.1%	11.5%	13.4%	176	7.4
University or higher	52.2%	27.5%	9.5%	10.9%	187	7.2





### **Federal Vote Intention – Saskatchewan/Manitoba**

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

					Sample Size	Margin of Error (+/-)
<b>OVERALL</b>	<b>53.5%</b>	<b>18.2%</b>	<b>20.6%</b>	<b>7.7%</b>	<b>337</b>	<b>5.3</b>
<b>GENDER</b>						
Male	61.1%	15.1%	15.3%	8.5%	162	7.7
Female	45.5%	19.1%	25.9%	9.4%	175	7.4
<b>AGE</b>						
<25	47.8%	6.4%	18.6%	27.2%	15	25.3
25-44	43.9%	17.3%	27.5%	11.4%	106	9.5
45-64	57.9%	18.8%	17.5%	5.9%	154	7.9
65+	67.4%	17.8%	13.2%	1.7%	62	12.5
<b>EDUCATION</b>						
High school or less	61.9%	9.0%	25.9%	3.2%	105	9.6
College or CEGEP	51.7%	16.0%	20.0%	12.3%	109	9.4
University or higher	48.3%	24.5%	16.4%	10.8%	123	8.8






### **Federal Vote Intention – Ontario**

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

					Sample Size	Margin of Error (+/-)
<b>OVERALL</b>	<b>39.3%</b>	<b>33.4%</b>	<b>15.0%</b>	<b>12.3%</b>	<b>1715</b>	<b>2.4</b>
<b>GENDER</b>						
Male	43.7%	31.8%	13.1%	11.4%	855	3.4
Female	34.7%	35.0%	16.9%	13.4%	860	3.3
<b>AGE</b>						
<25	22.8%	33.3%	19.1%	24.9%	183	7.2
25-44	36.4%	33.3%	15.7%	14.5%	548	4.2
45-64	42.1%	33.2%	15.1%	9.6%	652	3.8
65+	49.0%	34.2%	10.9%	5.9%	332	5.4
<b>EDUCATION</b>						
High school or less	42.8%	26.8%	16.0%	14.4%	371	5.1
College or CEGEP	42.4%	30.4%	14.9%	12.2%	594	4.0
University or higher	34.6%	39.3%	14.6%	11.6%	750	3.6





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

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

						Sample Size	Margin of Error (+/-)
<b>OVERALL</b>	<b>22.0%</b>	<b>22.7%</b>	<b>9.4%</b>	<b>8.4%</b>	<b>37.4%</b>	<b>1232</b>	<b>2.8</b>
<b>GENDER</b>							
Male	25.3%	20.7%	9.6%	7.7%	36.7%	596	4.0
Female	19.9%	25.6%	8.7%	8.3%	37.6%	636	3.9
<b>AGE</b>							
<25	15.5%	15.8%	10.2%	20.2%	38.3%	142	8.2
25-44	18.9%	22.9%	10.9%	7.5%	39.8%	456	4.6
45-64	23.7%	22.3%	7.4%	6.6%	39.9%	414	4.8
65+	33.3%	30.0%	8.2%	3.1%	25.4%	220	6.6
<b>EDUCATION</b>							
High school or less	24.0%	22.4%	5.2%	7.2%	41.3%	416	4.8
College or CEGEP	23.9%	20.9%	11.2%	9.2%	34.8%	427	4.7
University or higher	19.8%	26.2%	11.2%	7.5%	35.2%	389	5.0

### **Federal Vote Intention – Atlantic Canada**

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

					Sample Size	Margin of Error (+/-)
<b>OVERALL</b>	<b>35.1%</b>	<b>32.5%</b>	<b>25.0%</b>	<b>7.3%</b>	<b>337</b>	<b>5.3</b>
<b>GENDER</b>						
Male	35.5%	30.4%	26.7%	7.5%	153	7.9
Female	33.4%	34.7%	24.2%	7.7%	184	7.2
<b>AGE</b>						
<25	20.2%	16.5%	47.4%	15.9%	27	18.9
25-44	28.9%	38.4%	24.3%	8.4%	92	10.2
45-64	38.2%	30.9%	24.4%	6.5%	138	8.3
65+	45.8%	33.0%	17.6%	3.7%	80	11.0
<b>EDUCATION</b>						
High school or less	41.1%	19.6%	30.3%	9.0%	111	9.3
College or CEGEP	40.4%	29.6%	23.4%	6.5%	100	9.8
University or higher	24.4%	45.0%	23.1%	7.4%	126	8.7

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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 November 11 – November 24, 2009.<sup>1</sup> In total, a random sample of 5,759 Canadians aged 18 and over responded to the survey (including a sub-sample of 4,744 decided voters). The margin of error associated with the total sample is +/-1.3 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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<sup>1</sup> Please note that these dates are not inclusive of the weekends, as we do not survey on Saturday or Sunday.