

## ***LIBERAL GROWTH/TORY DECLINE UNAFFECTED BY HAITI***

*SIGN THAT SHIFT MAY BE STRUCTURAL*

[Ottawa – January 28, 2010] - For the second week in a row, the opposition Liberals are in a dead heat with the ruling Conservatives – now nominally ahead, in fact – a sign that the government’s adroit handling of the Haiti crisis has not reversed its steady decline in voters’ favour, which began mid-autumn.

“There is no evidence that the government’s actions on Haiti are providing any relief in the Conservatives’ decline from clear dominance of the political landscape in October to basic parity with the Liberals today,” said EKOS President Frank Graves. “At this stage it is probably safe to say that despite considerable initial confusion over whether the government’s problems were ephemeral or structural the evidence is that there has been a significant shift.”

The Liberals’ resurgence is being powered to a substantial degree by a turnaround in Ontario, long the party’s stronghold, but one that had been turned over to the Conservatives through the fall. The Liberals have also emerged as the clear federalist alternative in Quebec, and are edging up in British Columbia.

At the same time, the Liberals have been gradually winning support among middle-aged baby-boomers and even among seniors – significant because these groups are more likely to vote than younger people. The Liberals have also recovered their lead among groups such as women, New Canadians and the university educated, which are key to their success.

“We have seen public opinion reverse itself a couple of times in the last year, so it would be a mistake to say that any trend is irreversible,” said Graves. “However, the fact that prorogation backfired on the government, and that its response to Haiti has been well-received but has not translated into support for the Conservative party, suggests there may be some sturdiness to these trends.”

“Certainly, it would be a mistake to assume that extensive coverage of the Olympics in coming weeks will bring the government relief simply by distracting voters,” he added.

This poll is one of a series conducted for exclusive release by the CBC.

### **HIGHLIGHTS**

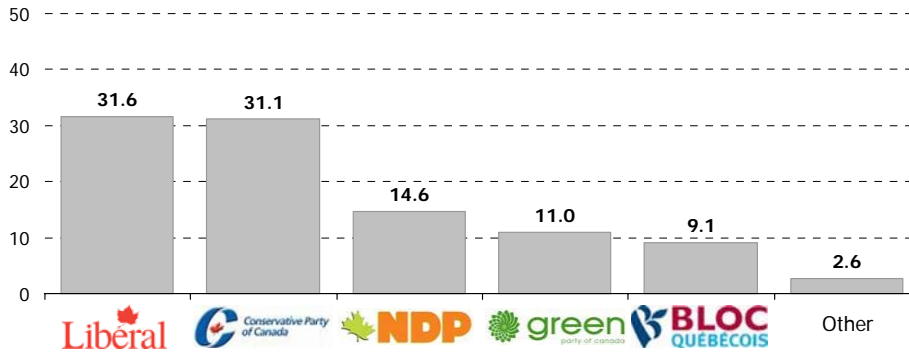
- **National federal vote intention:**
  - ▣ **31.6% LPC**
  - ▣ **31.1% CPC**
  - ▣ **14.6% NDP**
  - ▣ **11.0% Green**
  - ▣ **9.1% BQ**
  - ▣ **2.6% Other**
  
- **Direction of government:**
  - ▣ **43% Right Direction**
  - ▣ **47% Wrong Direction**
  - ▣ **11% DK/NR**

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

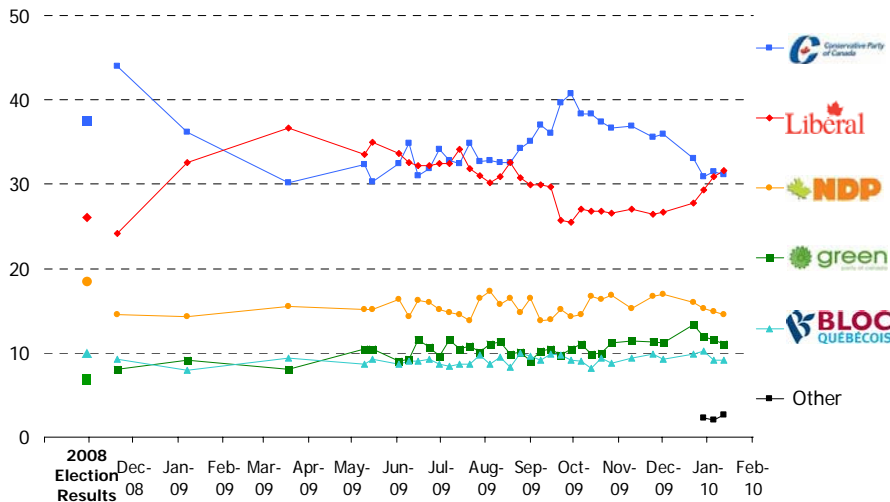
## Top Line Results:

### Federal vote intention

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



### Weekly tracking of federal vote intention



Note: Note: Beginning January 14th, EKOS has changed its vote intention question to prompt for "other" in addition to the main political parties. Any changes in federal vote intention between January 7th and January 14th should be interpreted with that in mind.

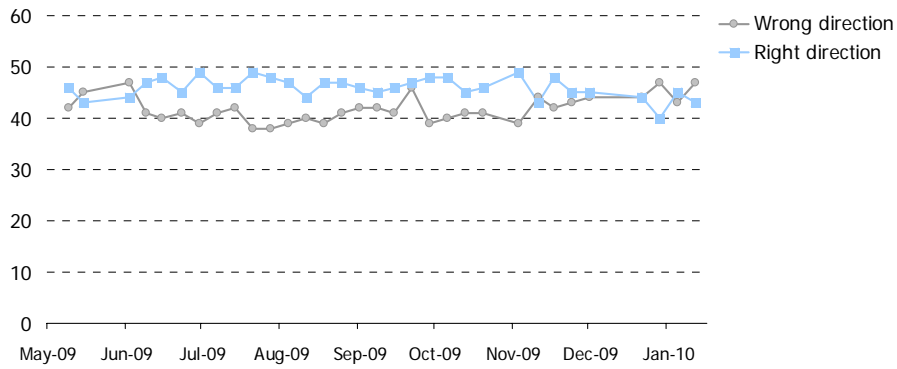
Note: The data on federal vote intention are based on decided voters only. Our survey also finds that 12.4% of Canadians are undecided/ineligible to vote.

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BASE: Decided voters; most recent data point Jan. 20-26 (n=2823)

## 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 Jan. 20-26 (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>								
						Other	Sample Size	Margin of Error (+/-)
<b>NATIONALLY</b>	<b>31.1%</b>	<b>31.6%</b>	<b>14.6%</b>	<b>11.0%</b>	<b>9.1%</b>	<b>2.6%</b>	<b>2823</b>	<b>1.8</b>
<b>REGION</b>								
British Columbia	32.4%	27.1%	21.9%	14.6%	0.0%	4.0%	323	5.5
Alberta	50.2%	18.6%	9.4%	15.4%	0.0%	6.4%	215	6.7
Saskatchewan/Manitoba	44.4%	23.9%	19.9%	8.8%	0.0%	3.0%	188	7.2
Ontario	31.6%	39.2%	14.8%	12.4%	0.0%	1.9%	1150	2.9
Quebec	16.2%	29.1%	9.3%	7.0%	37.0%	1.4%	740	3.6
Atlantic Canada	37.1%	33.8%	21.1%	6.6%	0.0%	1.3%	207	6.8
<b>GENDER</b>								
Male	34.9%	30.9%	11.7%	11.5%	8.2%	2.8%	1421	2.6
Female	27.4%	32.3%	17.4%	10.5%	10.0%	2.3%	1402	2.6
<b>AGE</b>								
<25	24.3%	21.2%	20.2%	18.1%	11.2%	4.9%	226	6.5
25-44	27.5%	30.7%	14.9%	13.4%	10.8%	2.6%	882	3.3
45-64	32.5%	34.2%	13.6%	9.0%	8.4%	2.4%	1137	2.9
65+	39.5%	34.5%	12.7%	5.9%	6.1%	1.3%	578	4.1
<b>EDUCATION</b>								
High school or less	29.1%	25.3%	16.1%	14.1%	12.5%	2.8%	760	3.6
College or CEGEP	34.6%	27.6%	14.5%	11.2%	8.6%	3.5%	876	3.3
University or higher	29.7%	38.9%	13.7%	8.8%	7.3%	1.6%	1187	2.8
<b>METROPOLITAN CANADA</b>								
Vancouver	36.2%	32.4%	18.6%	9.5%	0.0%	3.3%	117	9.1
Calgary	51.9%	17.4%	7.6%	15.2%	0.0%	7.9%	43	14.9
Toronto	34.6%	43.1%	11.4%	9.4%	0.0%	1.5%	385	5.0
Ottawa	30.6%	40.5%	14.7%	13.6%	0.0%	0.5%	205	6.8
Montreal	14.3%	30.4%	9.4%	6.4%	37.7%	1.9%	319	5.5





### **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>32.4%</b>	<b>27.1%</b>	<b>21.9%</b>	<b>14.6%</b>	<b>4.0%</b>	<b>323</b>	<b>5.5</b>
<b>GENDER</b>							
Male	37.0%	28.9%	18.6%	11.8%	3.7%	165	7.6
Female	24.8%	24.7%	26.3%	19.7%	4.5%	158	7.8
<b>AGE</b>							
<25	20.1%	11.8%	33.8%	29.8%	4.6%	18	23.1
25-44	24.1%	25.8%	25.6%	20.9%	3.7%	79	11.0
45-64	29.4%	34.4%	18.1%	12.3%	5.8%	139	8.3
65+	51.3%	21.0%	20.0%	6.3%	1.4%	87	10.5
<b>EDUCATION</b>							
High school or less	28.8%	17.5%	33.5%	20.2%	0.0%	74	11.4
College or CEGEP	33.0%	21.1%	21.6%	19.7%	4.7%	105	9.6
University or higher	29.8%	35.7%	17.8%	10.9%	5.8%	144	8.2





### **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>50.2%</b>	<b>18.6%</b>	<b>9.4%</b>	<b>15.4%</b>	<b>6.4%</b>	<b>215</b>	<b>6.7</b>
<b>GENDER</b>							
Male	52.0%	17.7%	5.3%	18.6%	6.4%	120	9.0
Female	48.2%	19.3%	14.3%	11.5%	6.7%	95	10.1
<b>AGE</b>							
<25	34.2%	13.9%	10.2%	22.1%	19.5%	16	24.5
25-44	44.0%	20.0%	14.2%	14.4%	7.4%	74	11.4
45-64	51.1%	21.4%	6.0%	16.7%	4.9%	87	10.5
65+	70.1%	12.8%	9.1%	8.0%	0.0%	38	15.9
<b>EDUCATION</b>							
High school or less	62.1%	7.9%	7.1%	18.4%	4.5%	46	14.5
College or CEGEP	48.0%	13.9%	11.8%	13.9%	12.4%	88	10.5
University or higher	45.2%	29.9%	9.6%	14.0%	1.3%	81	10.9





### **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>44.4%</b>	<b>23.9%</b>	<b>19.9%</b>	<b>8.8%</b>	<b>3.0%</b>	<b>188</b>	<b>7.2</b>
<b>GENDER</b>							
Male	46.3%	25.7%	13.6%	11.0%	3.5%	84	10.7
Female	43.3%	22.7%	25.2%	6.7%	2.0%	104	9.6
<b>AGE</b>							
<25	35.7%	18.4%	12.8%	22.1%	11.1%	20	21.9
25-44	43.1%	23.6%	23.3%	7.3%	2.7%	51	13.7
45-64	47.4%	26.4%	18.9%	6.1%	1.2%	77	11.2
65+	49.0%	25.0%	18.4%	7.5%	0.0%	40	15.5
<b>EDUCATION</b>							
High school or less	34.5%	21.2%	28.1%	11.7%	4.5%	59	12.8
College or CEGEP	54.4%	19.4%	16.1%	10.1%	0.0%	43	14.9
University or higher	46.8%	28.4%	15.7%	6.3%	2.8%	86	10.6






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

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

					Other	Sample Size	Margin of Error (+/-)
<b>OVERALL</b>	<b>31.6%</b>	<b>39.2%</b>	<b>14.8%</b>	<b>12.4%</b>	<b>1.9%</b>	<b>1150</b>	<b>2.9</b>
<b>GENDER</b>							
Male	35.2%	37.0%	12.5%	13.0%	2.2%	620	3.9
Female	27.5%	41.4%	17.5%	12.1%	1.6%	530	4.3
<b>AGE</b>							
<25	22.9%	34.0%	20.7%	18.7%	3.7%	86	10.6
25-44	30.3%	35.8%	15.0%	17.6%	1.3%	353	5.2
45-64	34.0%	40.8%	14.3%	8.7%	2.2%	465	4.5
65+	33.1%	45.9%	12.7%	6.6%	1.7%	246	6.3
<b>EDUCATION</b>							
High school or less	30.3%	29.0%	19.1%	17.9%	3.6%	270	6.0
College or CEGEP	36.9%	34.3%	15.8%	10.9%	2.1%	328	5.4
University or higher	28.4%	48.0%	12.2%	10.6%	0.8%	552	4.2





### **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>16.2%</b>	<b>29.1%</b>	<b>9.3%</b>	<b>7.0%</b>	<b>37.0%</b>	<b>1.4%</b>	<b>740</b>	<b>3.6</b>
<b>GENDER</b>								
Male	19.4%	27.6%	8.1%	7.0%	36.2%	1.7%	340	5.3
Female	13.8%	31.9%	9.8%	6.6%	37.0%	0.9%	400	4.9
<b>AGE</b>								
<25	19.0%	11.5%	13.6%	14.3%	41.7%	0.0%	65	12.2
25-44	14.1%	29.8%	10.1%	6.4%	36.8%	2.8%	271	6.0
45-64	16.5%	31.4%	9.1%	5.8%	37.1%	0.0%	281	5.9
65+	20.0%	37.2%	3.8%	5.2%	32.3%	1.5%	123	8.8
<b>EDUCATION</b>								
High school or less	14.5%	27.2%	4.9%	8.9%	43.1%	1.4%	243	6.3
College or CEGEP	19.2%	32.6%	8.5%	7.1%	31.1%	1.4%	242	6.3
University or higher	15.9%	29.5%	13.2%	4.5%	35.9%	1.0%	255	6.1

### **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>37.1%</b>	<b>33.8%</b>	<b>21.1%</b>	<b>6.6%</b>	<b>1.3%</b>	<b>207</b>	<b>6.8</b>
<b>GENDER</b>							
Male	41.0%	33.7%	17.9%	5.4%	1.9%	92	10.2
Female	34.2%	35.0%	22.3%	7.8%	0.7%	115	9.1
<b>AGE</b>							
<25	29.7%	24.9%	33.2%	8.2%	4.1%	21	21.4
25-44	33.4%	39.1%	16.4%	11.1%	0.0%	54	13.3
45-64	37.3%	36.5%	19.9%	5.3%	1.0%	88	10.5
65+	50.4%	28.0%	19.2%	0.0%	2.4%	44	14.8
<b>EDUCATION</b>							
High school or less	34.5%	37.2%	15.8%	8.3%	4.1%	68	11.9
College or CEGEP	43.4%	22.4%	24.2%	10.0%	0.0%	70	11.7
University or higher	34.5%	43.4%	20.1%	2.0%	0.0%	69	11.8

<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%</b>	<b>47%</b>	<b>10%</b>	<b>1650</b>	<b>2.4</b>
<b>REGION</b>					
British Columbia	38%	55%	7%	207	6.8
Alberta	58%	34%	8%	117	9.1
Saskatchewan/Manitoba	53%	36%	11%	109	9.4
Ontario	43%	45%	12%	691	3.7
Quebec	31%	58%	11%	407	4.9
Atlantic Canada	56%	33%	11%	119	9.0
<b>GENDER</b>					
Male	46%	47%	7%	822	3.4
Female	39%	47%	14%	828	3.4
<b>AGE</b>					
<25	47%	38%	15%	145	8.1
25-44	39%	53%	8%	524	4.3
45-64	43%	48%	10%	639	3.9
65+	45%	40%	15%	342	5.3
<b>EDUCATION</b>					
High school or less	41%	45%	13%	465	4.5
College or CEGEP	46%	44%	9%	516	4.3
University or higher	40%	50%	9%	669	3.8
<b>CURRENT VOTE INTENTION</b>					
Conservative Party of Canada	81%	13%	6%	491	4.4
Liberal Party of Canada	28%	63%	9%	450	4.6
NDP	24%	63%	13%	203	6.9
Green Party	23%	66%	11%	151	8.0
Bloc Quebecois	18%	75%	7%	125	8.8
Undecided	29%	68%	3%	27	18.9



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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 January 20 – January 26, 2010.<sup>1</sup> In total, a random sample of 3,206 Canadians aged 18 and over responded to the survey (including a sub-sample of 2,823 decided voters). The margin of error associated with the total sample is +/-1.7 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.