

OVERNIGHT SENSATION

GUERGIS EFFECT DISAPPEARS

[Ottawa – April 22, 2010] - If the Liberals were briefly vaulted into a virtual tie with the Conservatives on the strength of public outrage over the Guergis affair, they have been restored to their previous position in a short week.

We continue to see the virtually unprecedented situation of an electorate which has, for 16 consecutive polls, failed to anoint any party with more than 33 points. And while the Conservatives may take some comfort at a little new breathing space, at 32 points, they are far short of where they were when they were in the last election. For all of the short term excitement this affair produced, it may well serve nothing other than to reinforce increasing voter disillusionment that there is no clear choice to lead the country in the coming years.

HIGHLIGHTS

- **National federal vote intention:**
 - ☒ **31.7% CPC**
 - ☒ **27.1% LPC**
 - ☒ **16.3% NDP**
 - ☒ **12.6% Green**
 - ☒ **9.5% BQ**
 - ☒ **2.7% other**

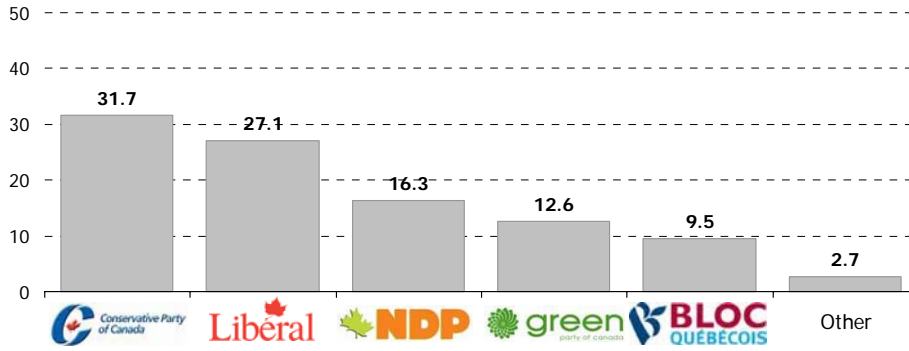
- **Direction of government:**
 - ☒ **46.6% wrong direction**
 - ☒ **41.4% right direction**
 - ☒ **12.0% don't know/no response**

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

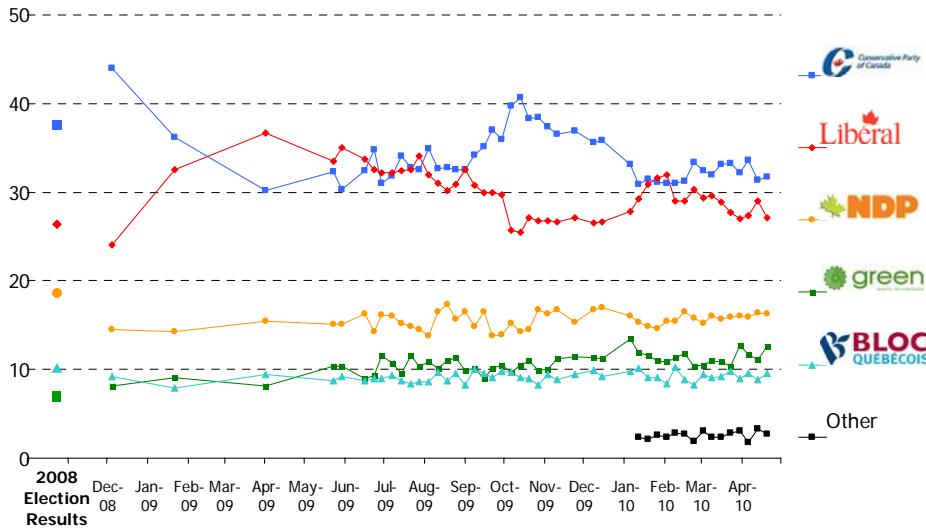
Top Line Results:

Federal vote intention

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



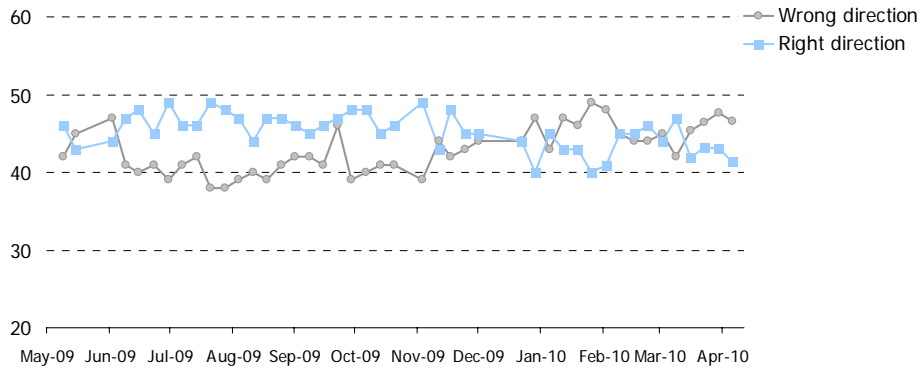
Weekly tracking of federal vote intention








Note: The data on federal vote intention are based on decided voters only. Our survey also finds that 13.6% 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?







Detailed Tables:

National Federal Vote Intention								
<i>Q. If a federal election were held tomorrow, which party would you vote for?</i>								
						Other	Sample Size	Margin of Error (+/-)
NATIONALLY	31.7%	27.1%	16.3%	12.6%	9.5%	2.7%	1809	2.3
REGION								
British Columbia	34.7%	21.6%	28.1%	13.3%	0.0%	2.3%	277	5.9
Alberta	56.4%	16.7%	10.5%	11.8%	0.0%	4.7%	196	7.0
Saskatchewan/Manitoba	43.8%	23.2%	18.2%	11.8%	0.0%	2.9%	159	7.8
Ontario	33.1%	34.6%	17.0%	13.1%	0.0%	2.3%	610	4.0
Quebec	13.8%	22.7%	9.8%	12.0%	38.4%	3.4%	424	4.8
Atlantic Canada	34.7%	32.1%	20.0%	13.2%	0.0%	0.0%	143	8.2
GENDER								
Male	35.4%	27.1%	12.1%	12.6%	9.3%	3.6%	903	3.3
Female	28.1%	27.2%	20.4%	12.7%	9.8%	1.8%	906	3.3
AGE								
<25	17.8%	24.3%	22.8%	21.7%	9.0%	4.4%	157	7.8
25-44	29.9%	25.5%	17.3%	13.7%	10.4%	3.2%	539	4.2
45-64	33.9%	27.6%	15.4%	10.9%	10.4%	1.7%	731	3.6
65+	39.3%	31.0%	12.1%	8.6%	6.4%	2.7%	382	5.0
EDUCATION								
High school or less	31.1%	22.2%	16.8%	12.3%	13.7%	3.8%	510	4.3
College or CEGEP	35.6%	22.8%	17.5%	14.0%	7.7%	2.3%	603	4.0
University or higher	28.8%	34.5%	14.8%	11.7%	8.0%	2.2%	696	3.7
METROPOLITAN CANADA								
Vancouver	36.2%	28.0%	27.4%	7.5%	0.0%	1.0%	94	10.1
Calgary	47.2%	19.4%	15.2%	18.2%	0.0%	0.0%	55	13.2
Toronto	30.6%	40.8%	14.3%	12.3%	0.0%	2.0%	192	7.1
Ottawa	41.7%	27.8%	10.4%	18.4%	0.0%	1.7%	108	9.4
Montreal	15.6%	21.8%	13.9%	13.6%	32.4%	2.6%	192	7.1





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	34.7%	21.6%	28.1%	13.3%	2.3%	277	5.9
GENDER							
Male	41.9%	20.9%	18.9%	15.3%	3.0%	150	8.0
Female	26.2%	21.8%	38.9%	11.9%	1.3%	127	8.7
AGE							
<25	25.0%	18.3%	29.4%	27.3%	0.0%	23	20.4
25-44	32.6%	19.0%	29.7%	16.9%	1.9%	86	10.6
45-64	34.2%	20.1%	33.1%	10.9%	1.7%	106	9.5
65+	41.9%	30.0%	18.8%	4.6%	4.7%	62	12.5
EDUCATION							
High school or less	34.6%	12.7%	40.4%	8.4%	4.0%	59	12.8
College or CEGEP	35.8%	17.8%	29.5%	14.5%	2.4%	115	9.1
University or higher	31.9%	30.3%	21.5%	15.6%	0.8%	103	9.7





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	56.4%	16.7%	10.5%	11.8%	4.7%	196	7.0
GENDER							
Male	54.9%	18.4%	11.3%	9.6%	5.9%	120	9.0
Female	56.1%	14.4%	11.0%	15.6%	2.9%	76	11.2
AGE							
<25	37.6%	17.9%	22.1%	14.6%	7.8%	19	22.5
25-44	52.9%	18.9%	15.7%	9.7%	2.7%	53	13.5
45-64	63.6%	15.6%	5.0%	11.5%	4.3%	92	10.2
65+	55.3%	12.6%	8.1%	18.4%	5.6%	32	17.3
EDUCATION							
High school or less	60.5%	11.4%	12.1%	6.4%	9.6%	64	12.3
College or CEGEP	68.6%	10.7%	5.2%	13.8%	1.7%	56	13.1
University or higher	41.8%	24.9%	14.6%	17.0%	1.7%	76	11.2





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	43.8%	23.2%	18.2%	11.8%	2.9%	159	7.8
GENDER							
Male	40.1%	24.1%	20.2%	12.8%	2.8%	90	10.3
Female	43.8%	22.5%	17.7%	11.9%	4.1%	69	11.8
AGE							
<25	21.4%	34.8%	11.2%	26.9%	5.6%	13	27.2
25-44	36.9%	18.2%	21.0%	16.3%	7.6%	41	15.3
45-64	45.3%	29.9%	19.2%	5.5%	0.0%	64	12.3
65+	60.9%	12.0%	19.7%	7.4%	0.0%	41	15.3
EDUCATION							
High school or less	45.6%	22.9%	16.0%	15.5%	0.0%	51	13.7
College or CEGEP	49.0%	13.8%	28.3%	5.7%	3.1%	50	13.9
University or higher	32.7%	32.0%	13.0%	15.7%	6.5%	58	12.9






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	33.1%	34.6%	17.0%	13.1%	2.3%	610	4.0
GENDER							
Male	39.4%	33.9%	10.6%	13.8%	2.4%	288	5.8
Female	27.4%	35.1%	22.7%	12.6%	2.2%	322	5.5
AGE							
<25	19.5%	29.3%	30.6%	18.5%	2.0%	50	13.9
25-44	32.4%	31.5%	18.7%	13.7%	3.8%	180	7.3
45-64	34.0%	37.9%	14.5%	12.3%	1.3%	247	6.2
65+	41.3%	36.9%	9.5%	10.7%	1.6%	133	8.5
EDUCATION							
High school or less	33.1%	32.0%	16.7%	16.0%	2.2%	137	8.4
College or CEGEP	37.4%	30.4%	18.1%	11.8%	2.3%	193	7.1
University or higher	30.4%	38.8%	15.8%	12.6%	2.4%	280	5.9





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	13.8%	22.7%	9.8%	12.0%	38.4%	3.4%	424	4.8
GENDER								
Male	15.2%	22.7%	7.4%	9.7%	39.9%	5.2%	192	7.1
Female	13.1%	22.9%	11.8%	13.0%	37.7%	1.5%	232	6.4
AGE								
<25	3.9%	20.7%	10.0%	25.0%	30.9%	9.5%	40	15.5
25-44	15.0%	24.1%	9.3%	11.3%	37.3%	3.0%	143	8.2
45-64	15.2%	17.0%	10.2%	10.2%	45.7%	1.8%	168	7.6
65+	16.2%	33.6%	8.6%	5.9%	32.0%	3.7%	73	11.5
EDUCATION								
High school or less	10.9%	20.8%	8.4%	10.6%	44.4%	4.9%	148	8.1
College or CEGEP	17.7%	19.8%	8.4%	18.7%	32.4%	3.1%	135	8.4
University or higher	14.1%	28.0%	12.2%	4.8%	38.9%	1.9%	141	8.3

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	34.7%	32.1%	20.0%	13.2%	0.0%	143	8.2
GENDER							
Male	27.0%	36.8%	18.6%	17.6%	0.0%	63	12.4
Female	40.2%	26.7%	21.9%	11.2%	0.0%	80	11.0
AGE							
<25	18.3%	26.3%	32.7%	22.7%	0.0%	12	28.3
25-44	37.6%	27.3%	15.1%	20.0%	0.0%	36	16.3
45-64	33.3%	35.8%	21.8%	9.1%	0.0%	54	13.3
65+	37.6%	36.3%	18.5%	7.6%	0.0%	41	15.3
EDUCATION							
High school or less	36.5%	20.8%	26.5%	16.1%	0.0%	51	13.7
College or CEGEP	36.9%	24.8%	24.6%	13.7%	0.0%	54	13.3
University or higher	25.0%	56.4%	5.6%	13.0%	0.0%	38	15.9

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	41.4%	46.6%	12.0%	1061	3.0
REGION					
British Columbia	40.9%	48.0%	11.1%	162	7.7
Alberta	59.1%	31.1%	9.7%	119	9.0
Saskatchewan/Manitoba	45.3%	40.4%	14.3%	98	9.9
Ontario	45.0%	42.0%	13.1%	353	5.2
Quebec	26.1%	63.3%	10.7%	234	6.4
Atlantic Canada	43.4%	42.8%	13.8%	95	10.1
GENDER					
Male	46.0%	45.0%	9.0%	505	4.4
Female	37.3%	48.0%	14.7%	556	4.2
AGE					
<25	29.0%	55.6%	15.4%	97	10.0
25-44	41.6%	50.4%	8.0%	307	5.6
45-64	44.7%	43.7%	11.6%	418	4.8
65+	42.6%	39.2%	18.1%	239	6.3
EDUCATION					
High school or less	41.4%	45.6%	12.9%	323	5.5
College or CEGEP	42.6%	44.8%	12.6%	349	5.3
University or higher	40.3%	49.0%	10.7%	389	5.0
CURRENT VOTE INTENTION					
Conservative Party of Canada	81.0%	11.4%	7.6%	324	5.4
Liberal Party of Canada	28.5%	58.7%	12.8%	237	6.4
NDP	28.0%	63.7%	8.2%	153	7.9
Green Party	22.1%	63.3%	14.5%	116	9.1
Bloc Quebecois	7.0%	82.9%	10.1%	76	11.2
Undecided	21.4%	64.8%	13.9%	25	19.6

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 14 – April 20, 2010.¹ In total, a random sample of 2,084 Canadians aged 18 and over responded to the survey (including a sub-sample of 1,809 decided voters). The margin of error associated with the total sample is +/-2.2 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.