

## ***GHOST OF ELECTION PAST: TORIES, LIBS NOW MATCH ELECTION '08 EXACTLY***

*CANADIANS DON'T WANT PARTY INFLUENCE ON STIMULUS SPENDING*

[Ottawa – November 5, 2009] – A recession, a new Liberal leader, a new president south of the border – all coming since last year's Canadian election – but after many ups and downs since then, Canada's two major political parties are back where they were in the election of 2008, almost to the decimal point.

The Conservatives, who broke out to establish a double-digit lead over the Liberals since the summer, have ebbed a little from their peak. They are now at 37.4% support in the latest EKOS poll, just a fifth of a percentage point from where they were in last year's election.

Similarly, the Liberals, at 26.8%, are just over half a percentage point above where they were under Stéphane Dion's leadership in the last election.

"This is the repetition of a disappointing pattern from Stephen Harper's perspective," said EKOS President Frank Graves. "Whenever the Tories surge up into majority territory as they did a few weeks ago, they soon find themselves slipping back, as they have done now."

"From the Liberal perspective, these results must be deeply troubling. Despite a new leader, and party coffers refilling, the Liberals are not competitive for government at the moment. They desperately need something to shake up the current pattern of support. It may be mildly encouraging for the Liberals to note, however, that they have whittled the Conservatives 15-point lead down to 10 points."

The poll, conducted weekly for exclusive release by the CBC, has a sample size of 3,327 – the largest of any regular political poll undertaken in Canada. The sample size enables us to see that Ontarians, who control about a third of the House of Commons, are also back almost precisely to where they were in October 2008, with the Conservatives enjoying a lead of about six percentage points.

The Liberals are, however, edging back up ahead of the Conservatives in Quebec.

### **HIGHLIGHTS**

- **National federal vote intention:**
  - ▣ **37.4% CPC**
  - ▣ **26.8% LPC**
  - ▣ **16.3% NDP**
  - ▣ **10.0% Green**
  - ▣ **9.4% BQ**
  
- **Allocation of infrastructure spending:**
  - ▣ **13% okay to allocate based on riding's party**
  - ▣ **59% should not depend on riding's party**
  - ▣ **28% do not know/no response**

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

Of all eligible senior voters, more than half are intending to vote Conservative, by contrast, just 1 in 4 of Canada's young voters are planning on voting for the Conservatives.

Among the smaller parties, the NDP are off about two percentage points from the last election, and the Greens are up more than three percentage points, though experience suggests the Greens perform better in polls than they do at the ballot box.

In the wake of recent reports that the federal government's stimulus spending may be going disproportionately to Conservative-held ridings, this week we asked Canadians whether it was OK for communities who had voted for the ruling party to get greater benefits from the economic action plan.

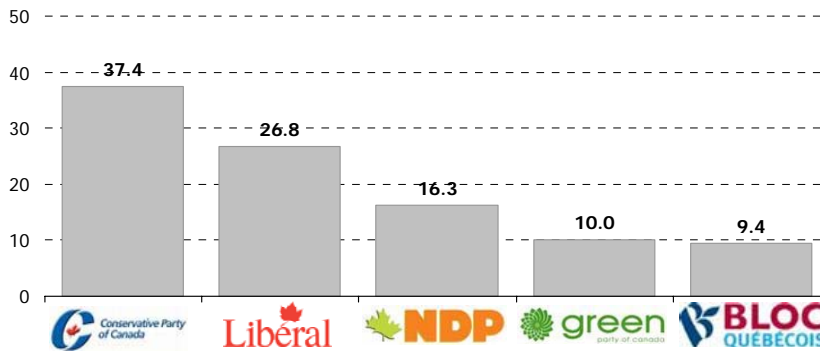
No surprise that Canadians were more than four times more likely to say that the voting record of a community shouldn't matter. Even Conservative supporters felt that way by a margin of over 3 to 1. Relatively speaking, the young, men, and Quebeckers, are more tolerant of political influence on stimulus spending than other Canadians.

"In principle, at least, Canadians say they object to partisan influence on spending," said Graves. "How that principle is applied when they see a shiny new hockey rink being built down the street may be different."

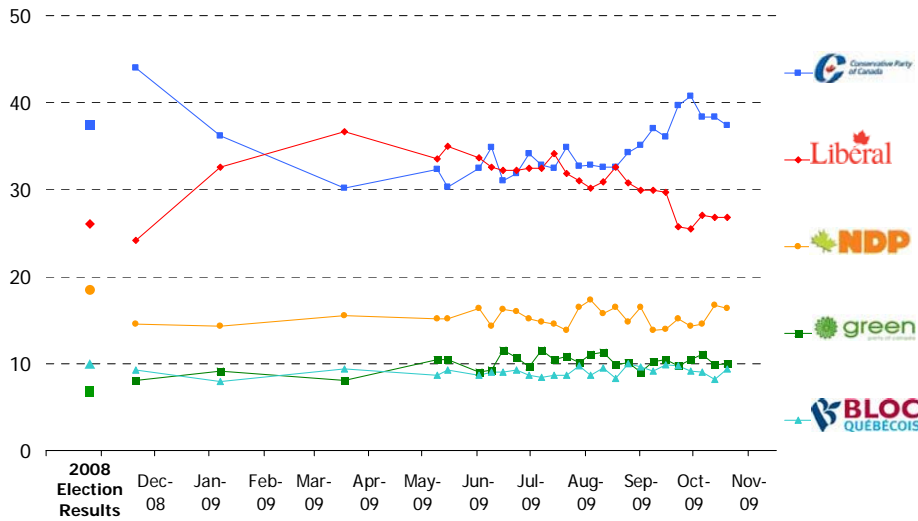
## Top Line Results:

### Federal vote intention

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



### Weekly tracking of federal vote intention



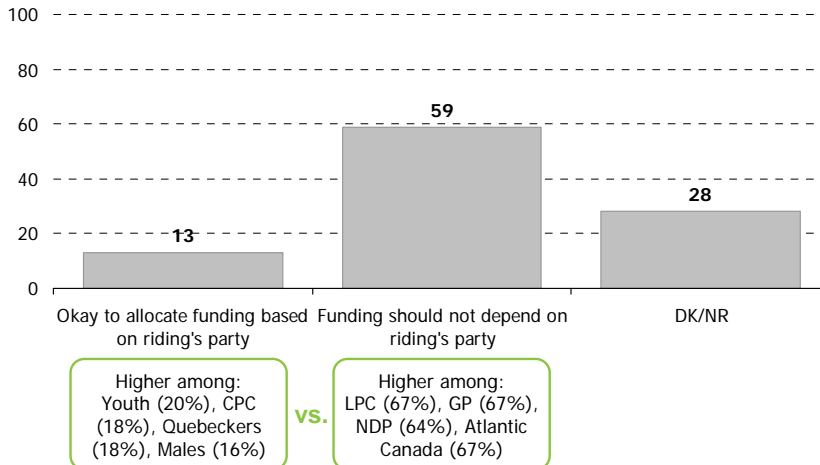
Note: The data on federal vote intention are based on decided voters only. Our survey also finds that 16.0% of Canadians are undecided/ineligible to vote.

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BASE: Decided voters; most recent data point Oct. 28-Nov. 3 (n=2775)

## Allocation of infrastructure funding






Q. Which of the following two statements comes closest to your own point of view: 1) it is okay for communities that voted for the ruling party in the last federal election to benefit more from the economic action plan or 2) the way a community voted in the last federal election should not affect whether or not it receives infrastructure funding under the economic plan?



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BASE: Canadians; Oct. 28-Nov.3 (n=3327)

## 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>37.4%</b>	<b>26.8%</b>	<b>16.3%</b>	<b>10.0%</b>	<b>9.4%</b>	<b>2775</b>	<b>1.9</b>
<b>REGION</b>							
British Columbia	41.8%	20.1%	25.3%	12.8%	0.0%	283	5.8
Alberta	62.8%	17.5%	9.8%	9.9%	0.0%	246	6.3
Saskatchewan/Manitoba	49.3%	19.9%	21.2%	9.6%	0.0%	187	7.2
Ontario	39.6%	33.6%	15.8%	11.0%	0.0%	1080	3.0
Quebec	19.6%	24.3%	11.0%	7.6%	37.6%	789	3.5
Atlantic Canada	33.4%	32.9%	24.8%	8.8%	0.0%	190	7.1
<b>GENDER</b>							
Male	41.4%	25.3%	14.8%	8.9%	9.6%	1309	2.7
Female	33.6%	28.3%	17.7%	11.1%	9.3%	1466	2.6
<b>AGE</b>							
<25	25.4%	24.9%	19.3%	19.7%	10.7%	281	5.9
25-44	31.6%	27.7%	16.3%	12.4%	12.0%	916	3.2
45-64	39.7%	26.8%	16.8%	8.0%	8.7%	1079	3.0
65+	51.2%	26.5%	13.3%	3.7%	5.2%	499	4.4
<b>EDUCATION</b>							
High school or less	40.5%	22.7%	16.2%	8.8%	11.8%	815	3.4
College or CEGEP	39.5%	24.0%	16.4%	11.4%	8.7%	888	3.3
University or higher	33.4%	32.4%	16.2%	9.8%	8.3%	1072	3.0
<b>METROPOLITAN CANADA</b>							
Vancouver	39.8%	26.2%	26.8%	7.3%	0.0%	95	10.1
Calgary	62.8%	21.5%	2.9%	12.8%	0.0%	70	11.7
Toronto	41.1%	37.7%	12.7%	8.5%	0.0%	309	5.6
Ottawa	39.7%	36.7%	15.6%	8.0%	0.0%	135	8.4
Montreal	15.8%	28.8%	10.9%	7.8%	36.6%	314	5.5





### **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>41.8%</b>	<b>20.1%</b>	<b>25.3%</b>	<b>12.8%</b>	<b>283</b>	<b>5.8</b>
<b>GENDER</b>						
Male	42.1%	20.1%	23.9%	13.9%	128	8.7
Female	40.5%	20.6%	26.7%	12.2%	155	7.9
<b>AGE</b>						
<25	40.7%	14.0%	18.1%	27.1%	28	18.5
25-44	31.1%	23.6%	29.2%	16.0%	85	10.6
45-64	46.9%	20.4%	21.7%	11.1%	116	9.1
65+	50.2%	17.7%	28.6%	3.5%	54	13.3
<b>EDUCATION</b>						
High school or less	44.0%	19.8%	25.5%	10.8%	85	10.6
College or CEGEP	38.3%	19.5%	26.4%	15.8%	104	9.6
University or higher	42.1%	21.8%	23.9%	12.2%	94	10.1





### **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>62.8%</b>	<b>17.5%</b>	<b>9.8%</b>	<b>9.9%</b>	<b>246</b>	<b>6.3</b>
<b>GENDER</b>						
Male	62.8%	19.0%	7.5%	10.7%	125	8.8
Female	61.8%	16.4%	12.4%	9.4%	121	8.9
<b>AGE</b>						
<25	42.5%	23.6%	14.8%	19.2%	21	21.4
25-44	52.6%	23.8%	11.9%	11.6%	76	11.2
45-64	69.8%	11.9%	10.2%	8.1%	109	9.4
65+	77.2%	15.0%	2.5%	5.3%	40	15.5
<b>EDUCATION</b>						
High school or less	72.9%	11.9%	6.4%	8.7%	66	12.1
College or CEGEP	61.6%	17.7%	10.3%	10.4%	99	9.9
University or higher	54.2%	22.6%	12.5%	10.7%	81	10.9





### **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>49.3%</b>	<b>19.9%</b>	<b>21.2%</b>	<b>9.6%</b>	<b>187</b>	<b>7.2</b>
<b>GENDER</b>						
Male	58.4%	17.5%	15.3%	8.8%	84	10.7
Female	40.1%	20.6%	27.3%	12.0%	103	9.7
<b>AGE</b>						
<25	40.6%	0.0%	37.6%	21.8%	15	25.3
25-44	42.6%	25.3%	17.3%	14.7%	47	14.3
45-64	48.9%	19.9%	26.5%	4.7%	84	10.7
65+	64.1%	18.7%	10.1%	7.1%	41	15.3
<b>EDUCATION</b>						
High school or less	50.0%	15.2%	24.0%	10.9%	65	12.2
College or CEGEP	52.2%	16.4%	19.4%	12.0%	62	12.5
University or higher	43.5%	26.6%	21.5%	8.5%	60	12.7






### **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>39.6%</b>	<b>33.6%</b>	<b>15.8%</b>	<b>11.0%</b>	<b>1080</b>	<b>3.0</b>
<b>GENDER</b>						
Male	44.2%	31.7%	14.9%	9.1%	525	4.3
Female	34.6%	35.4%	16.7%	13.3%	555	4.2
<b>AGE</b>						
<25	30.0%	30.6%	21.8%	17.6%	103	9.7
25-44	34.5%	35.2%	15.3%	15.0%	348	5.3
45-64	38.9%	34.9%	16.6%	9.6%	434	4.7
65+	54.3%	30.0%	11.9%	3.8%	195	7.0
<b>EDUCATION</b>						
High school or less	44.3%	26.9%	17.9%	10.9%	256	6.1
College or CEGEP	41.8%	28.5%	16.0%	13.7%	331	5.4
University or higher	34.9%	40.7%	14.6%	9.7%	493	4.4





### **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>19.6%</b>	<b>24.3%</b>	<b>11.0%</b>	<b>7.6%</b>	<b>37.6%</b>	<b>789</b>	<b>3.5</b>
<b>GENDER</b>							
Male	22.8%	22.3%	12.6%	5.1%	37.2%	366	5.1
Female	17.2%	26.8%	9.3%	9.0%	37.8%	423	4.8
<b>AGE</b>							
<25	9.5%	29.1%	12.5%	15.8%	33.1%	97	10.0
25-44	19.7%	18.7%	10.9%	8.8%	41.9%	291	5.7
45-64	17.7%	24.9%	10.5%	4.9%	41.9%	264	6.0
65+	31.4%	32.6%	10.8%	2.1%	23.0%	137	8.4
<b>EDUCATION</b>							
High school or less	20.8%	25.4%	10.0%	5.7%	38.1%	289	5.8
College or CEGEP	22.2%	22.2%	10.3%	7.8%	37.5%	230	6.5
University or higher	17.0%	25.6%	12.6%	8.0%	36.8%	270	6.0

### **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>33.4%</b>	<b>32.9%</b>	<b>24.8%</b>	<b>8.8%</b>	<b>190</b>	<b>7.1</b>
<b>GENDER</b>						
Male	40.6%	29.6%	18.7%	11.2%	81	10.9
Female	27.7%	35.0%	30.1%	7.2%	109	9.4
<b>AGE</b>						
<25	15.5%	20.1%	30.3%	34.1%	17	23.8
25-44	33.2%	36.6%	24.1%	6.2%	69	11.8
45-64	33.4%	32.0%	27.5%	7.0%	72	11.6
65+	48.7%	33.3%	15.2%	2.8%	32	17.3
<b>EDUCATION</b>						
High school or less	42.1%	25.1%	22.3%	10.5%	54	13.3
College or CEGEP	32.5%	35.1%	27.7%	4.7%	62	12.5
University or higher	29.5%	35.2%	23.5%	11.8%	74	11.4



### **Allocation of Infrastructure Funds**

*Q. Which of the following two statements comes closest to your own point of view: 1) it is okay for communities that voted for the ruling party in the last federal election to benefit more from the economic action plan or 2) the way a community voted in the last federal election should not affect whether or not it receives infrastructure funding under the economic plan?*

	Okay to allocate funds based on riding's party	Allocation should not depend on riding's party	DK/NR	Sample Size	Margin of Error (+/-)
<b>NATIONALLY</b>	<b>13%</b>	<b>59%</b>	<b>28%</b>	<b>3327</b>	<b>1.7</b>
<b>REGION</b>					
British Columbia	9%	61%	30%	337	5.3
Alberta	14%	63%	23%	293	5.7
Saskatchewan/Manitoba	14%	59%	27%	210	6.8
Ontario	12%	60%	29%	1315	2.7
Quebec	18%	52%	30%	936	3.2
Atlantic Canada	12%	67%	21%	236	6.4
<b>GENDER</b>					
Male	16%	62%	23%	1546	2.5
Female	11%	56%	33%	1781	2.3
<b>AGE</b>					
<25	20%	46%	34%	359	5.2
25-44	13%	61%	25%	1133	2.9
45-64	11%	66%	23%	1259	2.8
65+	12%	49%	39%	576	4.1
<b>EDUCATION</b>					
High school or less	16%	48%	36%	1031	3.1
College or CEGEP	13%	57%	30%	1082	3.0
University or higher	11%	70%	19%	1214	2.8
<b>CURRENT VOTE INTENTION</b>					
Conservative Party of Canada	18%	55%	28%	1011	3.1
Liberal Party of Canada	11%	67%	22%	753	3.6
NDP	9%	64%	27%	441	4.7
Green Party	10%	67%	22%	271	6.0
Bloc Quebecois	12%	60%	27%	299	5.7
Undecided	11%	50%	39%	409	4.9

## 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 October 28 – November 3, 2009.<sup>1</sup> In total, a random sample of 3,327 Canadians aged 18 and over responded to the survey (including a sub-sample of 2,775 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.