![EKOS POLITICS]

DOUBLE-DIGIT TORY LEAD: "THIS IS NOT A BLIP"

HARPER/LAYTON SHOULD STAY, IGNATIEFF SHOULD GO, CANADIANS SAY

[Ottawa – October 29, 2009] – Stephen Harper's federal Conservatives lead the second-place Liberals by a double-digit margin for the fourth week in a row, suggesting that the neck-and-neck race between the two major parties in the spring and summer has now been displaced by a new pattern of relative Conservative dominance.

"This is not a blip," said EKOS President Frank Graves. "The Tories streaked into their current lead when the Liberals started threatening an early election in the late fall. However, they are now standing up despite negative news reports about the distribution of stimulus money and the confusion around the H1N1 vaccination program."

"That doesn't mean the Conservatives can't be knocked off their current pedestal – their lead has actually ebbed slightly from earlier this month," said Graves. "However, it does mean the other parties have their work cut out for them."

EKOS' conducts its weekly poll of Canadians for exclusive release by CBC. It features the most robust sample sizes of any regular poll of the Canadian public.

HIGHLIGHTS

- **National federal vote intention:**
  - ¤ **38.4% CPC**
  - ¤ **26.8% LPC**
  - ¤ **16.7% NDP**
  - ¤ **9.9% Green**
  - ¤ **8.2% BQ**

- **Party leadership – Harper:**
  - ¤ **45% should remain leader**
  - ¤ **40% should be replaced**
  - ¤ **15% do not know/no response**

- **Party leadership – Ignatieff:**
  - ¤ **31% should remain leader**
  - ¤ **46% should be replaced**
  - ¤ **22% do not know/no response**

- **Party leadership – Layton:**
  - ¤ **51% should remain leader**
  - ¤ **25% should be replaced**
  - ¤ **24% do not know/no response**

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

This week's poll also found that a plurality of Canadians feel that Michael Ignatieff should step down as Liberal leader as soon as possible, and be replaced. Only current Liberal supporters think he should stay, and even among Liberals, support for Ignatieff remaining in his current position is a tepid 55%.

In contrast, Stephen Harper gets a very robust backing from the much more numerous Conservative supporters, though he too is rejected by supporters of other parties, who would like him to step aside.

Only Jack Layton get accolades all round. Supporters of every party think he should remain in his current job.

"These figures are another indication of Ignatieff's current weakness as opposition leader," said Graves. "Even Liberal supporters are not wild about him."
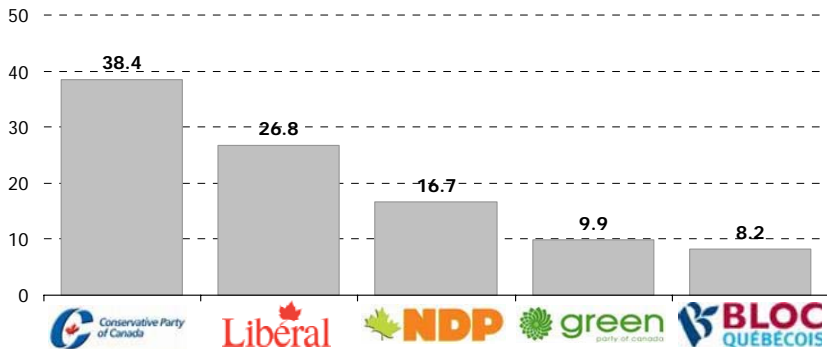
"Harper is a more polarizing figure: Conservative supporters are enthusiastic about him, but not the supporters of other parties."

"Jack Layton, it seems, is being measured by a different yardstick: not whether he is the best candidate for prime minister, but as a steward of his party's traditional third-party role," said Graves. "And right now, people like what they see. Layton is getting the credit for helping to avoid an election Canadians don't want, and by pursuing policy goals in parliament that people associate with the NDP."
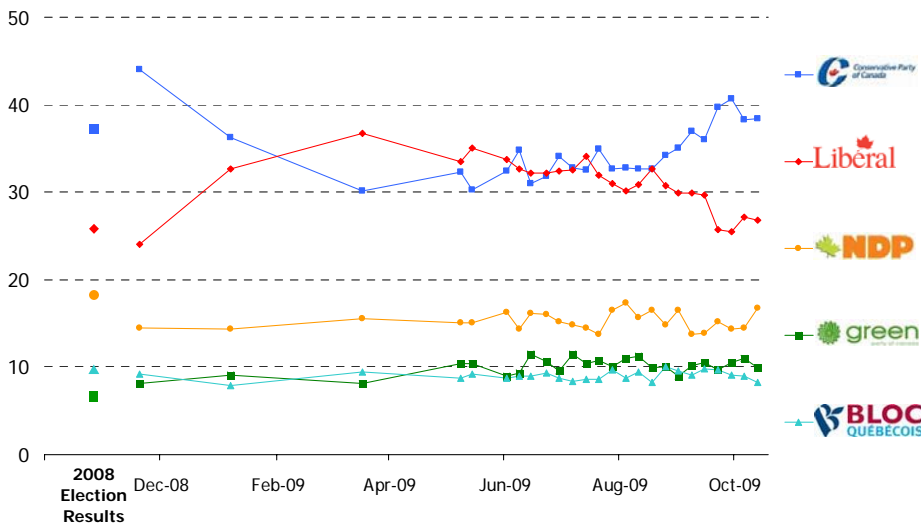
Top Line Results:

Federal vote intention

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

Conservative Party of Canada: 38.4
Liberal: 26.8
NDP: 16.7
green (party of canada): 9.9
BLOC QUÉBÉCOIS: 8.2
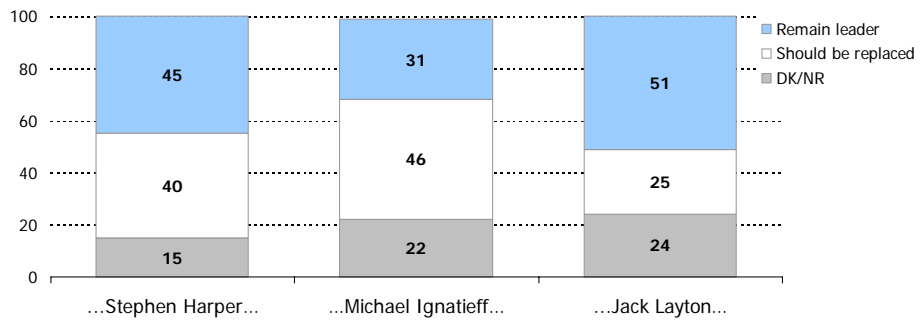
Weekly tracking of federal vote intention

Note: The data on federal vote intention are based on decided voters only. Our survey also finds that 16.4% of Canadians are undecided/ineligible to vote.

BASE: Decided voters; most recent data point Oct. 21-27 (n=2686)

Future party leadership

Q. Thinking about the performance of the federal party leaders, do you think that ... should remain leader of their party or do you think they should be replaced as soon as possible?

Legend:
- Remain leader
- Should be replaced
- DK/NR

	...Stephen Harper...	...Michael Ignatieff...	...Jack Layton...
Remain leader	45	31	51
Should be replaced	40	46	25
DK/NR	15	22	24

BASE: Canadians; Oct. 21-27 (n=3220)

Detailed Tables:

National Federal Vote Intention

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

	Conservative Party of Canada	Liberal	NDP	green	BLOC QUÉBÉCOIS	Sample Size	Margin of Error (+/-)
NATIONALLY	**38.4%**	**26.8%**	**16.7%**	**9.9%**	**8.2%**	**2686**	**1.9**
REGION							
British Columbia	36.8%	25.0%	28.9%	9.3%	0.0%	302	5.6
Alberta	62.9%	13.1%	13.2%	10.8%	0.0%	247	6.2
Saskatchewan/Manitoba	51.9%	24.6%	18.5%	5.0%	0.0%	162	7.7
Ontario	41.4%	31.2%	15.5%	12.0%	0.0%	1045	3.0
Quebec	22.5%	23.8%	11.6%	8.6%	33.5%	731	3.6
Atlantic Canada	32.3%	38.0%	22.1%	7.5%	0.0%	199	7.0
GENDER							
Male	43.8%	24.0%	13.8%	9.6%	8.8%	1319	2.7
Female	33.3%	29.4%	19.5%	10.2%	7.6%	1367	2.7
AGE							
<25	24.1%	23.7%	19.7%	21.9%	10.6%	247	6.2
25-44	35.7%	24.3%	20.1%	10.7%	9.2%	856	3.4
45-64	41.0%	27.4%	14.3%	8.8%	8.4%	1078	3.0
65+	47.2%	31.8%	13.4%	3.4%	4.3%	505	4.4
EDUCATION							
High school or less	39.0%	23.6%	15.6%	11.7%	10.2%	688	3.7
College or CEGEP	40.2%	22.8%	18.3%	10.3%	8.4%	915	3.2
University or higher	36.6%	32.1%	16.1%	8.6%	6.7%	1083	3.0
METROPOLITAN CANADA							
Vancouver	32.2%	33.6%	30.4%	3.8%	0.0%	104	9.6
Calgary	79.6%	13.3%	2.7%	4.4%	0.0%	68	11.9
Toronto	36.5%	37.6%	14.8%	11.0%	0.0%	322	5.5
Ottawa	47.7%	29.4%	15.7%	7.2%	0.0%	123	8.8
Montreal	21.1%	29.2%	12.1%	8.9%	28.6%	321	5.5

Federal Vote Intention – British Columbia

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

	Conservative Party of Canada	Liberal	NDP	green	Sample Size	Margin of Error (+/-)
OVERALL	**36.8%**	**25.0%**	**28.9%**	**9.3%**	**302**	**5.6**
GENDER						
Male	43.5%	26.2%	19.8%	10.5%	142	8.2
Female	29.2%	24.3%	37.5%	9.0%	160	7.8
AGE						
<25	19.2%	26.7%	41.0%	13.1%	22	20.9
25-44	28.1%	27.7%	31.9%	12.3%	92	10.2
45-64	38.6%	23.5%	28.8%	9.1%	121	8.9
65+	53.4%	23.2%	19.3%	4.1%	67	12.0
EDUCATION						
High school or less	39.6%	19.1%	29.1%	12.2%	62	12.5
College or CEGEP	39.1%	13.7%	37.1%	10.1%	99	9.9
University or higher	32.0%	35.5%	24.2%	8.3%	141	8.3

Federal Vote Intention – Alberta

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

	Conservative Party of Canada	Liberal	NDP	green	Sample Size	Margin of Error (+/-)
OVERALL	**62.9%**	**13.1%**	**13.2%**	**10.8%**	**247**	**6.2**
GENDER						
Male	68.3%	11.7%	11.9%	8.1%	130	8.6
Female	58.6%	14.3%	14.2%	12.9%	117	9.1
AGE						
<25	31.7%	17.4%	24.6%	26.2%	30	17.9
25-44	65.2%	12.6%	12.9%	9.3%	88	10.5
45-64	67.2%	12.4%	11.6%	8.8%	96	10.0
65+	72.4%	12.0%	9.2%	6.4%	33	17.1
EDUCATION						
High school or less	53.7%	13.1%	20.8%	12.4%	67	12.0
College or CEGEP	65.8%	6.6%	13.7%	13.8%	96	10.0
University or higher	68.6%	19.9%	6.3%	5.1%	84	10.7

Federal Vote Intention – Saskatchewan/Manitoba

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

	Conservative Party of Canada	Liberal	NDP	green	Sample Size	Margin of Error (+/-)
OVERALL	**51.9%**	**24.6%**	**18.5%**	**5.0%**	**162**	**7.7**
GENDER						
Male	58.7%	19.7%	17.3%	4.3%	80	11.0
Female	39.5%	26.0%	28.4%	6.1%	82	10.8
AGE						
<25	30.3%	39.3%	30.3%	0.0%	10	31.0
25-44	45.3%	13.9%	31.5%	9.4%	44	14.8
45-64	51.7%	30.2%	12.6%	5.6%	73	11.5
65+	60.4%	16.9%	22.7%	0.0%	35	16.6
EDUCATION						
High school or less	53.4%	23.7%	18.8%	4.0%	40	15.5
College or CEGEP	49.1%	25.5%	16.5%	8.9%	53	13.5
University or higher	46.2%	20.5%	30.2%	3.0%	69	11.8

Federal Vote Intention – Ontario

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

	Conservative Party of Canada	Liberal	NDP	green	Sample Size	Margin of Error (+/-)
OVERALL	**41.4%**	**31.2%**	**15.5%**	**12.0%**	**1045**	**3.0**
GENDER						
Male	48.1%	28.1%	12.9%	10.9%	516	4.3
Female	34.3%	33.8%	18.4%	13.6%	529	4.3
AGE						
<25	33.6%	25.1%	16.4%	25.0%	97	10.0
25-44	38.0%	28.5%	20.6%	12.9%	318	5.5
45-64	44.1%	32.0%	12.3%	11.6%	432	4.7
65+	45.5%	37.7%	12.8%	4.0%	198	7.0
EDUCATION						
High school or less	43.0%	26.7%	16.4%	13.9%	232	6.4
College or CEGEP	43.9%	26.3%	17.6%	12.2%	378	5.0
University or higher	37.4%	37.4%	13.7%	11.5%	435	4.7

Federal Vote Intention – Quebec

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

	Conservative Party of Canada	Liberal	NDP	green	BLOC QUÉBÉCOIS	Sample Size	Margin of Error (+/-)
OVERALL	**22.5%**	**23.8%**	**11.6%**	**8.6%**	**33.5%**	**731**	**3.6**
GENDER							
Male	24.7%	19.9%	11.2%	9.7%	34.5%	359	5.2
Female	21.7%	29.0%	10.8%	6.5%	32.1%	372	5.1
AGE							
<25	7.8%	20.1%	12.5%	21.9%	37.8%	69	11.8
25-44	21.3%	20.8%	17.1%	7.3%	33.5%	260	6.1
45-64	24.6%	22.2%	7.0%	7.3%	38.9%	267	6.0
65+	32.7%	36.8%	7.4%	3.0%	20.1%	135	8.4
EDUCATION							
High school or less	23.7%	24.4%	4.6%	10.3%	37.0%	215	6.7
College or CEGEP	21.5%	24.8%	14.1%	5.8%	33.7%	230	6.5
University or higher	24.4%	24.0%	13.1%	8.5%	30.0%	286	5.8

Federal Vote Intention – Atlantic Canada

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

	Conservative Party of Canada	Liberal	NDP	green	Sample Size	Margin of Error (+/-)
OVERALL	**32.3%**	**38.0%**	**22.1%**	**7.5%**	**199**	**7.0**
GENDER						
Male	37.3%	35.5%	19.9%	7.2%	92	10.2
Female	28.6%	40.6%	23.2%	7.6%	107	9.5
AGE						
<25	23.3%	26.7%	27.3%	22.6%	19	22.5
25-44	35.8%	38.3%	14.5%	11.4%	54	13.3
45-64	31.5%	39.0%	26.3%	3.2%	89	10.4
65+	36.1%	42.2%	21.7%	0.0%	37	16.1
EDUCATION						
High school or less	39.5%	30.0%	20.4%	10.1%	72	11.6
College or CEGEP	32.0%	39.2%	19.6%	9.2%	59	12.8
University or higher	27.5%	44.8%	24.3%	3.3%	68	11.9

Future Party Leadership – Stephen Harper

Q. Thinking about the performance of the federal party leaders, do you think that Stephen Harper should remain leader of the Conservative Party of Canada or do you think he should be replaced as soon as possible?

	Should remain	Should be replaced ASAP	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	**45%**	**40%**	**15%**	**3220**	**1.7**
REGION					
British Columbia	45%	37%	18%	367	5.1
Alberta	59%	25%	16%	286	5.8
Saskatchewan/Manitoba	53%	30%	16%	200	6.9
Ontario	47%	38%	15%	1238	2.8
Quebec	38%	49%	13%	882	3.3
Atlantic Canada	36%	46%	18%	247	6.2
GENDER					
Male	51%	38%	12%	1552	2.5
Female	40%	41%	18%	1668	2.4
AGE					
<25	38%	47%	15%	311	5.6
25-44	40%	43%	16%	1071	3.0
45-64	50%	35%	15%	1269	2.8
65+	51%	37%	13%	569	4.1
EDUCATION					
High school or less	43%	39%	18%	887	3.3
College or CEGEP	47%	39%	14%	1094	3.0
University or higher	45%	40%	14%	1239	2.8
CURRENT VOTE INTENTION					
Conservative Party of Canada	85%	10%	5%	1029	3.1
Liberal Party of Canada	27%	57%	16%	727	3.6
NDP	27%	58%	15%	438	4.7
Green Party	29%	57%	14%	255	6.1
Bloc Quebecois	29%	62%	9%	237	6.4
Undecided	23%	40%	37%	443	4.7

Future Party Leadership – Michael Ignatieff

Q. Thinking about the performance of the federal party leaders, do you think that Michael Ignatieff should remain leader of the Liberal Party of Canada or do you think he should be replaced as soon as possible?

	Should remain	Should be replaced ASAP	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	**31%**	**46%**	**22%**	**3220**	**1.7**
REGION					
British Columbia	32%	42%	26%	367	5.1
Alberta	22%	51%	27%	286	5.8
Saskatchewan/Manitoba	30%	46%	24%	200	6.9
Ontario	31%	48%	21%	1238	2.8
Quebec	36%	45%	19%	882	3.3
Atlantic Canada	35%	44%	21%	247	6.2
GENDER					
Male	35%	49%	16%	1552	2.5
Female	28%	44%	28%	1668	2.4
AGE					
<25	31%	45%	24%	311	5.6
25-44	30%	45%	25%	1071	3.0
45-64	32%	50%	19%	1269	2.8
65+	33%	44%	23%	569	4.1
EDUCATION					
High school or less	26%	49%	25%	887	3.3
College or CEGEP	26%	53%	21%	1094	3.0
University or higher	40%	39%	21%	1239	2.8
CURRENT VOTE INTENTION					
Conservative Party of Canada	23%	58%	19%	1029	3.1
Liberal Party of Canada	55%	26%	18%	727	3.6
NDP	31%	49%	20%	438	4.7
Green Party	27%	52%	21%	255	6.1
Bloc Quebecois	30%	56%	15%	237	6.4
Undecided	17%	44%	39%	443	4.7

Future Party Leadership – Jack Layton

Q. Thinking about the performance of the federal party leaders, do you think that Jack Layton should remain leader of the New Democratic Party or do you think he should be replaced as soon as possible?

	Should remain	Should be replaced ASAP	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	**51%**	**25%**	**24%**	**3220**	**1.7**
REGION					
British Columbia	42%	27%	31%	367	5.1
Alberta	44%	29%	27%	286	5.8
Saskatchewan/Manitoba	41%	30%	29%	200	6.9
Ontario	50%	26%	24%	1238	2.8
Quebec	60%	21%	19%	882	3.3
Atlantic Canada	57%	19%	24%	247	6.2
GENDER					
Male	55%	27%	18%	1552	2.5
Female	47%	22%	30%	1668	2.4
AGE					
<25	50%	26%	24%	311	5.6
25-44	49%	25%	25%	1071	3.0
45-64	54%	25%	22%	1269	2.8
65+	49%	22%	29%	569	4.1
EDUCATION					
High school or less	48%	26%	26%	887	3.3
College or CEGEP	50%	25%	25%	1094	3.0
University or higher	54%	24%	23%	1239	2.8
CURRENT VOTE INTENTION					
Conservative Party of Canada	48%	30%	22%	1029	3.1
Liberal Party of Canada	52%	23%	25%	727	3.6
NDP	72%	17%	11%	438	4.7
Green Party	50%	27%	23%	255	6.1
Bloc Quebecois	64%	23%	13%	237	6.4
Undecided	33%	23%	44%	443	4.7

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 21 – October 27, 2009.[1] In total, a random sample of 3,220 Canadians aged 18 and over responded to the survey (including a sub-sample of 2,686 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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[1]   Please note that these dates are not inclusive of the weekends, as we do not survey on Saturday or Sunday.