EKOS POLITICS

GUERGISIZED!
TORIES REDUCED TO INSIGNIFICANT LEAD

[Ottawa – April 15, 2010] - Following a protracted period of stability in which the Conservative Party enjoyed a small but stable lead, this week's poll shows the Liberal Party back in an almost neck and neck position.

In the first good poll in months for Michael Ignatieff's beleaguered Liberal Party, the pattern of gradually falling further behind the Tories has been abruptly disrupted. Last week's 6-point lead is now only 2 points, which is not a statistically significant difference. What is more revealing is the daily pattern which shows the Liberals and Conservatives virtually tied this week, following the resignation of Helena Guergis.

"It is possible that continued difficulties on the Afghan detainee issue have also contributed to this change in outlook," said EKOS president Frank Graves, "but it is likely that the more visible Guergis Affair is the driver of this shift."

HIGHLIGHTS

- **National federal vote intention:**
  - ¤ **31.4% CPC**
  - ¤ **29.0% LPC**
  - ¤ **16.4% NDP**
  - ¤ **11.1% Green**
  - ¤ **8.8% BQ**
  - ¤ **3.3% other**

- **Direction of government:**
  - ¤ **47.6% wrong direction**
  - ¤ **43.1% right direction**
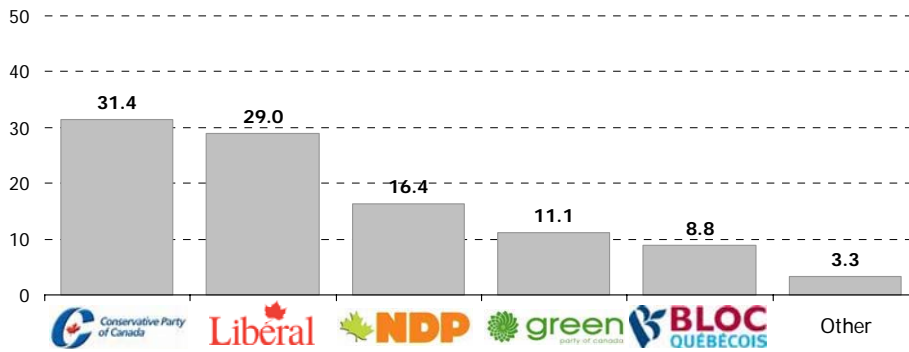 - ¤ **9.3% don't know/no response**

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

The problems are expressed in a clear sense that the government is heading in the wrong direction. This view is particularly pronounced outside of the 86% of Conservative supporters who think the government is headed in the right direction. The directional numbers are particularly harsh in Quebec where less than one in four voters think the government is headed in the right direction. This may reflect the cumulative effects of both Guergis and Afghanistan, but it is resulting in a very bleak outlook for the Conservatives in Quebec. At 16 points, they will definitely lose a number of seats and there are little recent signs of life. Meanwhile, the Liberals are emerging as the clear federalist option in Quebec.

In another area of concern, the Conservatives see a once two-to-one advantage with senior voters now dramatically diminished as the Liberals have become very competitive with this crucial voting segment. We suspect the Jaffer-Guergis affair is underwhelming these voters.

For the Liberals, the poll is the first good news in some time. Yet it is sobering for them to note that any poll under 30 points could be considered good news for a party that was over 50 points a decade ago. Nonetheless, the seniors gains, a newfound slight lead in Ontario, and highly competitive positions in the Atlantic, BC, and Quebec must be considerable relief to them given their recent disconnection with the electorate.

"So some interesting but modest new shifts in what has been a moribund electorate" said Graves. "The most striking conclusion, however, remains the failure of any of the two chief rivals for power to move above the humble 33-point ceiling that a disgruntled electorate has imposed since the beginning of the year."
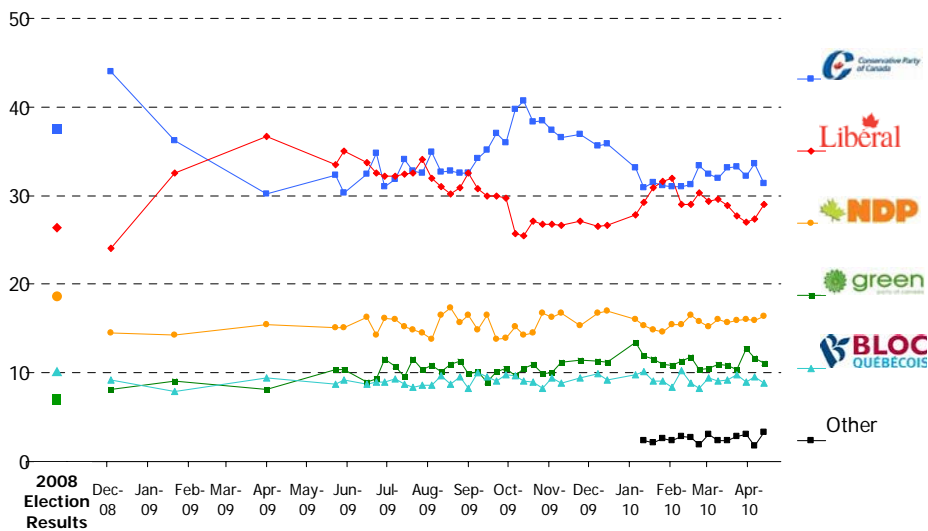
Top Line Results:

Federal vote intention

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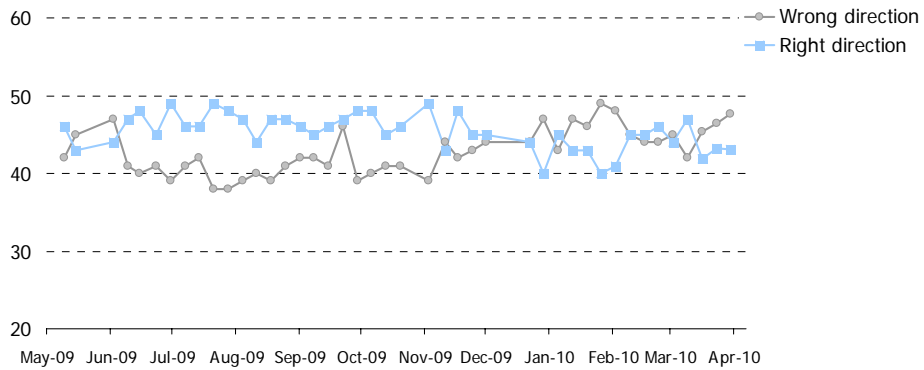

Weekly tracking of federal vote intention

Note: The data on federal vote intention are based on decided voters only.
Our survey also finds that 12.7% of Canadians are undecided/ineligible to vote.

BASE: Decided voters; most recent data point April 7 – April 13 (n=1,355)

Direction of government

Q. *All things considered, would you say the Government of Canada is moving in the right direction or the wrong direction?*

BASE: Canadians; most recent data point April 7 – April 13 (n=half sample)

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	Other	Sample Size	Margin of Error (+/-)
NATIONALLY	**31.4%**	**29.0%**	**16.4%**	**11.1%**	**8.8%**	**3.3%**	**1355**	**2.7**
REGION								
British Columbia	32.5%	25.7%	24.3%	12.9%	0.0%	4.6%	247	6.2
Alberta	59.5%	14.6%	11.7%	11.5%	0.0%	2.7%	188	7.2
Saskatchewan/Manitoba	41.6%	24.1%	23.8%	7.4%	0.0%	3.0%	128	8.7
Ontario	31.1%	36.6%	16.5%	11.9%	0.0%	3.8%	391	5.0
Quebec	16.0%	24.1%	12.3%	10.8%	34.7%	2.1%	274	5.9
Atlantic Canada	37.2%	36.3%	15.7%	7.8%	0.0%	3.0%	127	8.7
GENDER								
Male	34.8%	28.4%	14.3%	9.0%	8.6%	5.0%	704	3.7
Female	27.9%	29.7%	18.7%	13.4%	8.9%	1.5%	651	3.8
AGE								
<25	19.4%	31.8%	15.6%	19.1%	9.3%	4.8%	116	9.1
25-44	28.4%	25.9%	20.6%	12.4%	9.7%	3.1%	414	4.8
45-64	36.1%	28.4%	14.6%	9.9%	8.2%	2.7%	524	4.3
65+	35.8%	34.4%	12.3%	6.0%	7.8%	3.7%	301	5.7
EDUCATION								
High school or less	36.4%	23.8%	12.8%	13.5%	9.6%	3.9%	419	4.8
College or CEGEP	33.7%	24.8%	17.5%	9.2%	11.3%	3.4%	408	4.9
University or higher	25.8%	36.2%	18.3%	10.8%	6.2%	2.6%	528	4.3
METROPOLITAN CANADA								
Vancouver	30.5%	28.8%	27.4%	11.1%	0.0%	2.1%	91	10.3
Calgary	54.1%	21.6%	12.9%	9.4%	0.0%	2.0%	60	12.7
Toronto	29.9%	38.7%	15.5%	12.1%	0.0%	3.8%	132	8.5
Ottawa	41.0%	30.5%	21.1%	7.3%	0.0%	0.0%	51	13.7
Montreal	14.0%	25.1%	14.1%	8.1%	36.3%	2.4%	132	8.5

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	Other	Sample Size	Margin of Error (+/-)
OVERALL	**32.5%**	**25.7%**	**24.3%**	**12.9%**	**4.6%**	**247**	**6.2**
GENDER							
Male	37.5%	25.2%	23.0%	9.0%	5.3%	137	8.4
Female	27.4%	26.7%	25.4%	16.8%	3.8%	110	9.3
AGE							
<25	23.0%	37.8%	21.4%	8.9%	8.9%	21	21.4
25-44	27.8%	20.3%	30.1%	15.9%	5.9%	85	10.6
45-64	36.9%	25.2%	20.6%	13.9%	3.4%	91	10.3
65+	39.0%	31.6%	20.9%	7.1%	1.4%	50	13.9
EDUCATION							
High school or less	34.5%	24.3%	22.0%	13.3%	5.9%	74	11.4
College or CEGEP	38.2%	27.3%	16.5%	15.4%	2.6%	76	11.2
University or higher	26.3%	26.0%	32.3%	10.3%	5.1%	97	10.0

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	Other	Sample Size	Margin of Error (+/-)
OVERALL	**59.5%**	**14.6%**	**11.7%**	**11.5%**	**2.7%**	**188**	**7.2**
GENDER							
Male	60.7%	12.5%	12.8%	10.5%	3.4%	93	10.2
Female	58.3%	16.6%	10.7%	12.3%	2.0%	95	10.1
AGE							
<25	59.8%	18.0%	11.7%	6.3%	4.2%	17	23.8
25-44	57.7%	11.1%	9.9%	19.7%	1.6%	60	12.7
45-64	67.0%	11.9%	13.3%	4.6%	3.2%	72	11.6
65+	48.8%	24.8%	12.6%	10.9%	2.8%	39	15.7
EDUCATION							
High school or less	64.1%	11.3%	10.0%	13.0%	1.6%	58	12.9
College or CEGEP	64.1%	9.7%	13.4%	9.0%	3.8%	59	12.8
University or higher	51.8%	21.5%	11.9%	12.2%	2.7%	71	11.6

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	Other	Sample Size	Margin of Error (+/-)
OVERALL	**41.6%**	**24.1%**	**23.8%**	**7.4%**	**3.0%**	**128**	**8.7**
GENDER							
Male	51.2%	17.3%	17.4%	9.2%	4.9%	64	12.3
Female	33.2%	28.5%	30.5%	6.3%	1.5%	64	12.3
AGE							
<25	56.6%	18.0%	12.5%	12.9%	0.0%	9	32.7
25-44	29.3%	22.9%	29.5%	11.5%	6.8%	41	15.3
45-64	54.7%	13.7%	24.9%	4.5%	2.3%	48	14.1
65+	36.9%	41.9%	17.7%	3.5%	0.0%	30	17.9
EDUCATION							
High school or less	59.9%	15.2%	17.2%	2.8%	4.9%	45	14.6
College or CEGEP	46.8%	10.9%	25.9%	13.7%	2.6%	37	16.1
University or higher	21.1%	40.0%	28.8%	8.1%	2.0%	46	14.5

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	Other	Sample Size	Margin of Error (+/-)
OVERALL	**31.1%**	**36.6%**	**16.5%**	**11.9%**	**3.8%**	**391**	**5.0**
GENDER							
Male	33.6%	37.8%	14.0%	7.9%	6.8%	203	6.9
Female	27.4%	35.4%	19.8%	16.5%	1.0%	188	7.2
AGE							
<25	13.7%	34.0%	22.9%	23.6%	5.8%	31	17.6
25-44	29.7%	37.5%	18.3%	10.3%	4.2%	103	9.7
45-64	33.2%	36.3%	15.7%	12.1%	2.6%	154	7.9
65+	38.7%	37.2%	11.9%	7.8%	4.5%	103	9.7
EDUCATION							
High school or less	33.5%	30.1%	15.6%	15.1%	5.6%	104	9.6
College or CEGEP	36.0%	32.9%	15.6%	10.6%	4.9%	103	9.7
University or higher	25.9%	42.2%	18.1%	11.3%	2.4%	184	7.2

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	Other	Sample Size	Margin of Error (+/-)
OVERALL	**16.0%**	**24.1%**	**12.3%**	**10.8%**	**34.7%**	**2.1%**	**274**	**5.9**
GENDER								
Male	22.1%	25.7%	9.5%	8.3%	31.6%	2.8%	146	8.1
Female	10.0%	24.5%	13.0%	11.7%	39.1%	1.7%	128	8.7
AGE								
<25	8.3%	32.8%	5.3%	20.9%	30.7%	2.0%	28	18.5
25-44	13.0%	19.7%	22.5%	12.0%	32.1%	0.6%	95	10.1
45-64	22.5%	24.7%	5.5%	9.2%	36.3%	1.8%	100	9.8
65+	14.1%	31.1%	5.1%	1.8%	41.6%	6.2%	51	13.7
EDUCATION								
High school or less	20.1%	21.3%	6.0%	14.1%	36.9%	1.6%	87	10.5
College or CEGEP	15.0%	22.3%	16.0%	5.4%	37.2%	3.9%	94	10.1
University or higher	13.2%	32.1%	11.5%	10.6%	31.5%	1.1%	93	10.2

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	Other	Sample Size	Margin of Error (+/-)
OVERALL	**37.2%**	**36.3%**	**15.7%**	**7.8%**	**3.0%**	**127**	**8.7**
GENDER							
Male	37.7%	29.4%	14.9%	12.1%	5.9%	61	12.6
Female	39.2%	40.2%	16.2%	4.4%	0.0%	66	12.1
AGE							
<25	10.6%	28.2%	17.6%	33.0%	10.6%	10	31.0
25-44	43.7%	36.5%	13.1%	6.6%	0.0%	30	17.9
45-64	36.0%	34.2%	17.3%	6.9%	5.6%	59	12.8
65+	49.7%	34.9%	15.5%	0.0%	0.0%	28	18.5
EDUCATION							
High school or less	45.1%	32.9%	7.6%	12.8%	1.6%	51	13.7
College or CEGEP	40.6%	26.7%	28.0%	4.7%	0.0%	39	15.7
University or higher	28.0%	43.2%	14.6%	6.3%	7.9%	37	16.1

Direction of Government

Q. All things considered, would you say the Government of Canada is moving in the right direction or the wrong direction?

	Right Direction	Wrong Direction	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	**43.1%**	**47.6%**	**9.3%**	**779**	**3.5**
REGION					
British Columbia	42.6%	45.5%	11.9%	158	7.8
Alberta	53.4%	34.4%	12.1%	114	9.2
Saskatchewan/Manitoba	53.9%	34.5%	11.6%	77	11.2
Ontario	46.7%	45.0%	8.3%	209	6.8
Quebec	22.8%	69.6%	7.6%	137	8.4
Atlantic Canada	64.4%	26.9%	8.7%	84	10.7
GENDER					
Male	46.1%	47.5%	6.4%	385	5.0
Female	40.1%	47.6%	12.3%	394	4.9
AGE					
<25	38.1%	51.8%	10.1%	65	12.2
25-44	41.8%	51.4%	6.8%	247	6.2
45-64	44.9%	46.7%	8.4%	306	5.6
65+	45.4%	38.3%	16.3%	161	7.7
EDUCATION					
High school or less	44.8%	44.1%	11.0%	261	6.1
College or CEGEP	46.4%	42.0%	11.6%	222	6.6
University or higher	39.3%	54.3%	6.4%	296	5.7
CURRENT VOTE INTENTION					
Conservative Party of Canada	86.3%	9.5%	4.3%	248	6.2
Liberal Party of Canada	33.6%	55.2%	11.2%	187	7.2
NDP	32.4%	63.7%	3.9%	109	9.4
Green Party	23.2%	63.3%	13.6%	71	11.6
Bloc Quebecois	2.0%	91.8%	6.2%	44	14.8
Undecided	14.9%	75.3%	9.8%	26	19.2

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 7 – April 13, 2010.[1] In total, a random sample of 1,555 Canadians aged 18 and over responded to the survey (including a sub-sample of 1,355 decided voters). The margin of error associated with the total sample is +/-2.5 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.