

LIBERALS/TORIES IN DEADLOCK

TURNING THE PAGE HASN'T CHANGED THE TREND

[Ottawa – February 4, 2010] - For the third week running the federal Conservatives and their Liberal opponents are virtually deadlocked in public support, and for the second week running the Liberals are showing a small numerical edge, but within the margin of error

"Clearly the strong trend away from the Conservatives, which is now more than three months underway, and the more recent trend to the Liberals, have slowed somewhat," said EKOS President Frank Graves. "This is not surprising since the Conservatives are now down closer to their core of most committed supporters."

"That having been said, it is obvious now that the Conservatives have not been suffering simply from a surfeit of media coverage of the prorogation issue in an otherwise slow news period, as some were able to claim in early January" said Graves. "The Conservatives' headaches have not gone away simply because prorogation has now faded from the front pages."

The East-West split that has bedeviled Canadian politics has re-asserted itself quite starkly in this poll, mainly as a result of Liberal growth in Ontario, Quebec and the Atlantic provinces. The Conservatives lead west of the Ontario border, while the Liberals lead the Conservatives east of it.

The Liberals trail the Bloc Québécois in Quebec, but have a large margin over the Tories. The Liberals are also recovering somewhat in British Columbia, though still trailing the Conservatives. This poll is one of a series conducted by EKOS Research Associates for exclusive release by the CBC. Like all of EKOS' surveys of vote intentions, it has a much more robust sample size than most polls – double or even triple in some instances.

Interestingly, since EKOS introduced an option for respondents to choose "other" in expressing vote intention last month, Alberta has tended to register a significantly higher number in this category (6.2% this week, compared with a 2.4% national average). This may reflect some disenchantment with the Conservative brand in provincial politics, where the Wildrose Alliance Party is challenging the Progressive Conservatives. Of course, the Wildrose Alliance is not competing federally at this point.

Also worth noting is that the Green Party has emerged as a significant force in British Columbia in this poll.

HIGHLIGHTS

- **National federal vote intention:**
 - ▣ **31.9% LPC**
 - ▣ **31.0% CPC**
 - ▣ **15.4% NDP**
 - ▣ **10.9% Green**
 - ▣ **8.4% BQ**
 - ▣ **2.4% Other**

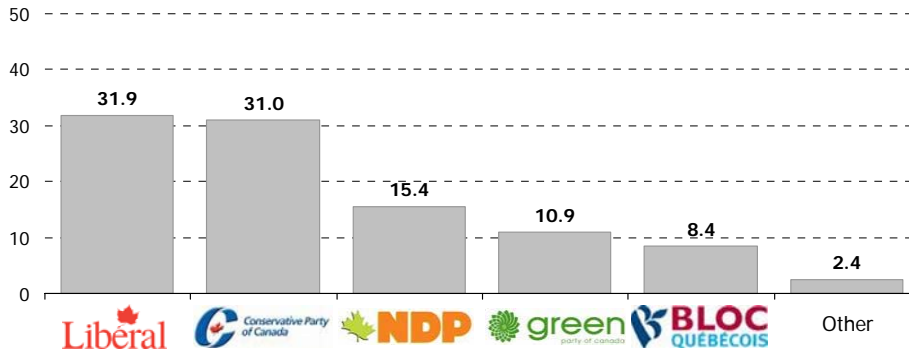
- **Direction of government:**
 - ▣ **43% Right Direction**
 - ▣ **46% Wrong Direction**
 - ▣ **12% DK/NR**

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

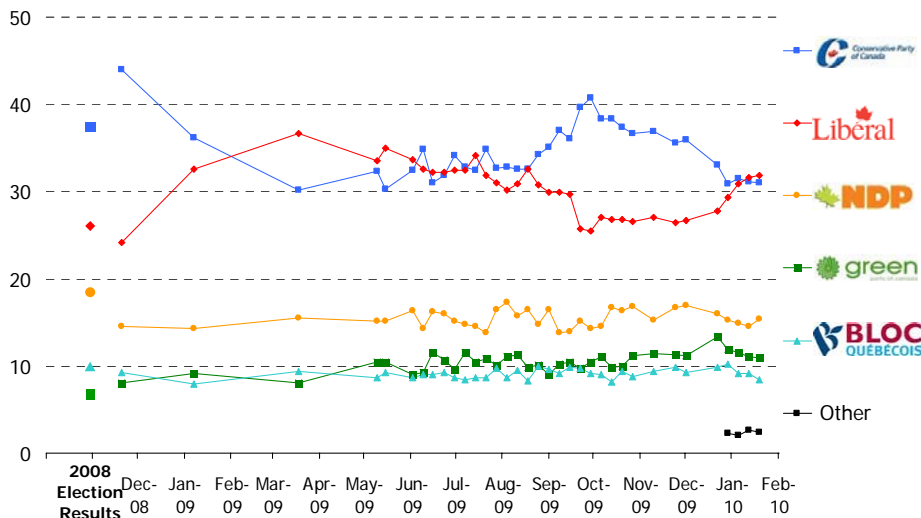
Top Line Results:

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.

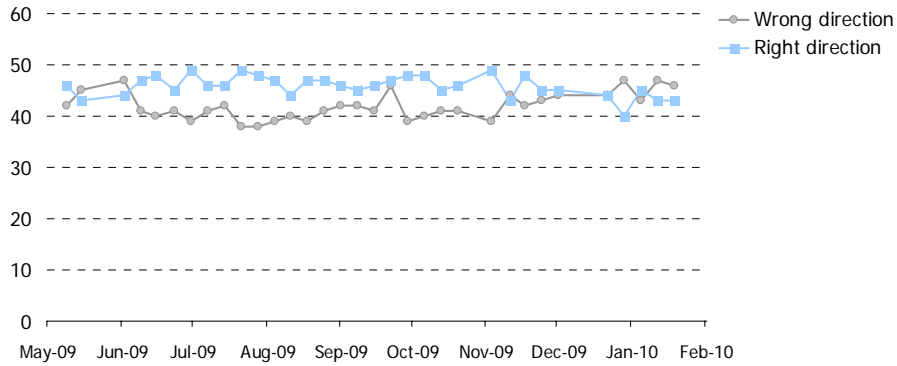
Note: The data on federal vote intention are based on decided voters only. Our survey also finds that 14.5% of Canadians are undecided/ineligible to vote.

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BASE: Decided voters; most recent data point Jan. 27-Feb. 02 (n=2930)

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. 27-Feb. 02 (n=half sample)

Detailed Tables:

<u>National Federal Vote Intention</u>								
<i>Q. If a federal election were held tomorrow, which party would you vote for?</i>								
						Other	Sample Size	Margin of Error (+/-)
NATIONALLY	31.0%	31.9%	15.4%	10.9%	8.4%	2.4%	2930	1.8
REGION								
British Columbia	30.4%	27.6%	23.0%	16.4%	0.0%	2.7%	370	5.1
Alberta	52.1%	18.3%	10.4%	13.0%	0.0%	6.2%	251	6.2
Saskatchewan/Manitoba	39.9%	19.8%	31.2%	7.9%	0.0%	1.2%	230	6.5
Ontario	32.4%	40.6%	14.0%	10.5%	0.0%	2.4%	1102	3.0
Quebec	17.8%	27.0%	9.8%	8.8%	34.9%	1.7%	724	3.6
Atlantic Canada	31.7%	38.8%	19.2%	9.6%	0.0%	0.7%	253	6.2
GENDER								
Male	33.8%	32.2%	13.8%	9.5%	7.7%	2.8%	1470	2.6
Female	28.3%	31.5%	16.9%	12.2%	9.1%	2.1%	1460	2.6
AGE								
<25	18.7%	29.4%	17.0%	20.8%	12.7%	1.3%	244	6.3
25-44	26.0%	33.4%	14.9%	14.1%	8.5%	3.1%	885	3.3
45-64	32.8%	30.3%	16.7%	8.4%	9.2%	2.6%	1174	2.9
65+	44.5%	33.4%	12.6%	3.7%	4.3%	1.6%	627	3.9
EDUCATION								
High school or less	32.6%	27.6%	16.1%	9.8%	11.1%	2.7%	843	3.4
College or CEGEP	34.8%	26.5%	15.5%	13.0%	8.0%	2.3%	971	3.1
University or higher	26.6%	39.8%	14.7%	9.7%	6.8%	2.4%	1116	2.9
METROPOLITAN CANADA								
Vancouver	41.5%	25.2%	22.1%	8.9%	0.0%	2.4%	120	9.0
Calgary	47.4%	23.9%	5.7%	18.5%	0.0%	4.5%	51	13.7
Toronto	29.5%	44.4%	13.3%	10.1%	0.0%	2.6%	353	5.2
Ottawa	38.3%	36.6%	12.1%	10.8%	0.0%	2.1%	180	7.3
Montreal	16.9%	25.4%	13.1%	10.5%	33.1%	1.0%	308	5.6





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	30.4%	27.6%	23.0%	16.4%	2.7%	370	5.1
GENDER							
Male	36.0%	25.9%	21.9%	13.4%	2.9%	186	7.2
Female	24.0%	29.0%	24.4%	20.0%	2.5%	184	7.2
AGE							
<25	13.9%	25.1%	26.0%	35.0%	0.0%	28	18.5
25-44	17.5%	36.1%	24.1%	20.8%	1.6%	113	9.2
45-64	37.9%	21.3%	23.7%	12.9%	4.2%	148	8.1
65+	46.6%	25.0%	18.5%	6.7%	3.1%	81	10.9
EDUCATION							
High school or less	34.5%	25.7%	23.2%	10.5%	6.1%	93	10.2
College or CEGEP	31.2%	22.6%	25.0%	19.9%	1.4%	144	8.2
University or higher	25.8%	33.8%	21.1%	17.4%	1.8%	133	8.5





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	52.1%	18.3%	10.4%	13.0%	6.2%	251	6.2
GENDER							
Male	54.3%	15.6%	9.8%	14.7%	5.6%	136	8.4
Female	50.6%	19.6%	11.6%	11.4%	6.8%	115	9.1
AGE							
<25	46.5%	7.4%	12.3%	27.5%	6.3%	15	25.3
25-44	42.1%	24.9%	8.4%	17.8%	6.9%	92	10.2
45-64	58.8%	16.5%	12.0%	7.0%	5.6%	96	10.0
65+	64.9%	10.5%	11.6%	7.1%	5.9%	48	14.1
EDUCATION							
High school or less	57.2%	15.7%	7.9%	15.4%	3.8%	71	11.6
College or CEGEP	56.7%	11.5%	11.5%	12.0%	8.2%	103	9.7
University or higher	43.2%	26.5%	12.1%	12.4%	5.9%	77	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	39.9%	19.8%	31.2%	7.9%	1.2%	230	6.5
GENDER							
Male	41.7%	24.9%	24.5%	8.9%	0.0%	119	9.0
Female	37.4%	12.9%	38.9%	8.2%	2.6%	111	9.3
AGE							
<25	28.3%	0.0%	49.0%	22.8%	0.0%	17	23.8
25-44	45.2%	13.2%	30.1%	10.0%	1.6%	65	12.2
45-64	31.5%	30.8%	30.5%	5.0%	2.2%	92	10.2
65+	50.6%	19.1%	27.0%	3.3%	0.0%	56	13.1
EDUCATION							
High school or less	39.2%	14.0%	38.2%	7.6%	1.0%	83	10.8
College or CEGEP	49.5%	14.8%	24.3%	9.9%	1.5%	82	10.8
University or higher	26.5%	30.4%	33.6%	8.1%	1.4%	65	12.2






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	32.4%	40.6%	14.0%	10.5%	2.4%	1102	3.0
GENDER							
Male	34.3%	41.4%	12.1%	9.1%	3.1%	577	4.1
Female	29.7%	39.7%	16.3%	12.4%	1.9%	525	4.3
AGE							
<25	20.6%	44.2%	14.3%	19.3%	1.6%	82	10.8
25-44	27.8%	40.8%	15.0%	12.6%	3.8%	313	5.5
45-64	34.5%	37.9%	15.2%	10.0%	2.4%	452	4.6
65+	41.6%	43.0%	10.7%	4.1%	0.6%	255	6.1
EDUCATION							
High school or less	35.6%	33.6%	16.8%	10.4%	3.6%	250	6.2
College or CEGEP	34.2%	35.1%	15.8%	13.5%	1.5%	334	5.4
University or higher	28.7%	47.7%	11.9%	9.2%	2.6%	518	4.3





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	17.8%	27.0%	9.8%	8.8%	34.9%	1.7%	724	3.6
GENDER								
Male	19.1%	26.6%	11.4%	6.7%	33.5%	2.7%	335	5.4
Female	18.4%	28.5%	8.1%	9.2%	34.9%	0.9%	389	5.0
AGE								
<25	13.1%	26.2%	9.1%	12.9%	37.9%	0.8%	80	11.0
25-44	16.6%	28.1%	8.8%	12.1%	32.2%	2.2%	240	6.3
45-64	15.2%	23.1%	12.3%	6.6%	40.9%	1.8%	277	5.9
65+	32.8%	35.4%	7.0%	0.0%	23.2%	1.6%	127	8.7
EDUCATION								
High school or less	17.6%	29.4%	8.1%	7.0%	36.4%	1.4%	259	6.1
College or CEGEP	22.7%	24.1%	8.9%	10.0%	32.8%	1.6%	233	6.4
University or higher	16.1%	29.0%	12.4%	7.0%	33.1%	2.3%	232	6.4

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	31.7%	38.8%	19.2%	9.6%	0.7%	253	6.2
GENDER							
Male	35.4%	39.2%	15.4%	8.3%	1.6%	117	9.1
Female	28.0%	38.5%	22.5%	11.0%	0.0%	136	8.4
AGE							
<25	13.2%	21.7%	33.0%	32.0%	0.0%	22	20.9
25-44	19.9%	44.5%	19.6%	14.5%	1.5%	62	12.5
45-64	37.1%	42.1%	18.3%	2.6%	0.0%	109	9.4
65+	52.5%	33.1%	11.0%	1.7%	1.7%	60	12.7
EDUCATION							
High school or less	36.7%	28.6%	20.6%	13.2%	1.0%	87	10.5
College or CEGEP	35.4%	38.2%	17.7%	7.1%	1.6%	75	11.3
University or higher	24.3%	48.2%	18.8%	8.8%	0.0%	91	10.3

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	43%	46%	12%	1745	2.4
REGION					
British Columbia	41%	46%	12%	235	6.4
Alberta	51%	36%	12%	149	8.0
Saskatchewan/Manitoba	49%	38%	13%	126	8.7
Ontario	44%	45%	11%	656	3.8
Quebec	34%	54%	12%	424	4.8
Atlantic Canada	46%	44%	11%	155	7.9
GENDER					
Male	46%	46%	8%	844	3.4
Female	40%	45%	15%	901	3.3
AGE					
<25	46%	42%	12%	148	8.1
25-44	43%	47%	10%	576	4.1
45-64	39%	49%	11%	659	3.8
65+	47%	38%	15%	362	5.2
EDUCATION					
High school or less	49%	38%	13%	490	4.4
College or CEGEP	42%	46%	12%	612	4.0
University or higher	39%	51%	10%	643	3.9
CURRENT VOTE INTENTION					
Conservative Party of Canada	83%	10%	7%	505	4.4
Liberal Party of Canada	30%	60%	10%	481	4.5
NDP	22%	71%	8%	232	6.4
Green Party	29%	60%	10%	143	8.2
Bloc Quebecois	13%	77%	10%	128	8.7
Undecided	18%	69%	13%	31	17.6

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 January 27 – February 2, 2010.¹ In total, a random sample of 3,406 Canadians aged 18 and over responded to the survey (including a sub-sample of 2,930 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.

¹ Please note that these dates are not inclusive of the weekends, as we do not survey on Saturday or Sunday.