

GROWING RECEPTIVITY TO AN ELECTION, WHICH MOST SEE PRODUCING A SIMILAR RESULT

7-POINT CPC LEAD BUT DEAD PARITY FOR A COALITION VERSUS HARPER GOVERNMENT

[Ottawa – January 13, 2011] – There may be enough good news for the Conservatives in this poll to take the steel out of the Opposition's spine when it comes to a spring election. On the surface, it's a very good poll for Stephen Harper. The seven-point lead is on the cusp of comfortable, still well short of majority territory and below the last election result, but at the upper levels of their tracking over the past year.

Perhaps it has been the absence of the usual sound and fury of Parliament, or maybe the newfound muscularity of the loonie, but Canadians have a significantly more favourable view of the country and their directional approval of the federal government has been on the rise for a few polls now. So this leads to a much more comfortable situation for the Prime Minister than we saw as little as a couple of months ago when the Conservatives were statistically tied with the Liberals. It is also a dramatically better situation than they found themselves in the hornet's nest of a prorogation-angered electorate at this time last year (when the two parties were in a dead heat).

Yet all is not wine and roses for the government. Despite a good upward tick on all of the key performance indicators, there is evidence that the Conservative Party is having difficulty connecting with voters outside of their core base (particularly older voters, males, and the West). The rest of the political spectrum is having difficulty finding a comfortable fit. While the Bloc is doing well in Quebec, the NDP is on the skids a bit and the Liberals are stuck in the area of the last election. It is also notable that Ontario remains in a statistical tie and that suggests

HIGHLIGHTS

- **National federal vote intention:**
 - ▣ 34.5% CPC
 - ▣ 27.3% LPC
 - ▣ 14.8% NDP
 - ▣ 10.3% Green
 - ▣ 9.8% BQ
 - ▣ 3.2% other

- **Direction of country:**
 - ▣ 52.4% right direction
 - ▣ 35.2% wrong direction

- **Direction of government:**
 - ▣ 43.1% right direction
 - ▣ 45.0% wrong direction

- **Preferred election outcome:**
 - ▣ 17% minority Liberal
 - ▣ 20% majority Liberal
 - ▣ 12% minority Conservative
 - ▣ 27% majority Conservative

- **Timing of next election:**
 - ▣ 17% as soon as possible
 - ▣ 15% next four months
 - ▣ 21% by the end of 2011
 - ▣ 39% not until 2012

- **Most important factor:**
 - ▣ 44% party platform
 - ▣ 19% party leader
 - ▣ 16% local candidate

- **Support for coalition government:**
 - ▣ 40% Conservative government
 - ▣ 39% coalition government

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

There are several other indicators which suggest there are some interesting dilemmas facing the electorate and politicians. First of all, while no one ever says they actually want an election, there is growth in the incidence of those who say there should be an election soon and most think it should occur this year. This sentiment is much stronger outside of Conservative supporters who are quite content to play out the full term of this Parliament.

When we ask Canadians to tell us what they think the results of an election would be, and to contrast that with what they actually think would be best, we see some contrasts. First of all, it is clear that the public *qua* forecaster believe that a qualitatively similar government would emerge from any ensuing election. The cumulative evidence suggests that is probably a pretty safe guess at this time. On the other hand, when asked what would be the best outcome of an election, we find the public evenly divided across some form of Liberal versus some form of Conservative government. On the surface, it appears there is growing appetite for a majority government but, on closer inspection, it is clear that this desire is only really strong among Conservatives and, frankly, there aren't enough of them to make that strong wish come true (at this stage).

There are two more very revealing indicators in the survey which suggest things may not be settled at all. First, we once again asked about the relative attractiveness of a Liberal-NDP coalition versus a Stephen Harper Conservative government. The results point to something very close to a dead heat. While some Liberals would be thrown into the arms of the Conservatives, it is really unclear what would emerge if this was the ultimate choice.

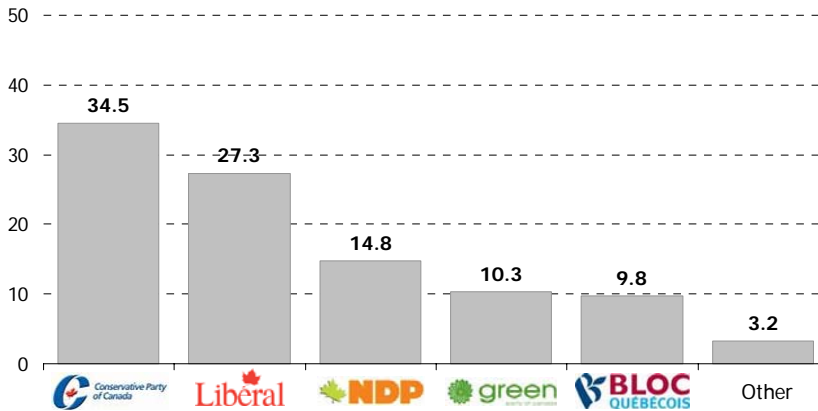
This sense of uncertainty is reinforced by the final finding of the poll. When asked what would be the most important factor in final decision making, it wasn't the leader nor the local candidate which emerged as the key factor; it was the oft neglected platform which was by far the most important cited factor. This suggests that there a number of crucial factors which could turn the result from what appears to be in the cards right now.

All in all, this is a good poll for Stephen Harper's Conservatives, but with enough ambiguity and latent threat to explain why Conservative supporters are clearly leaning to playing out the mandate rather than risk the adventure of another election right now.

Top Line Results:

Federal vote intention: January 4-12

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



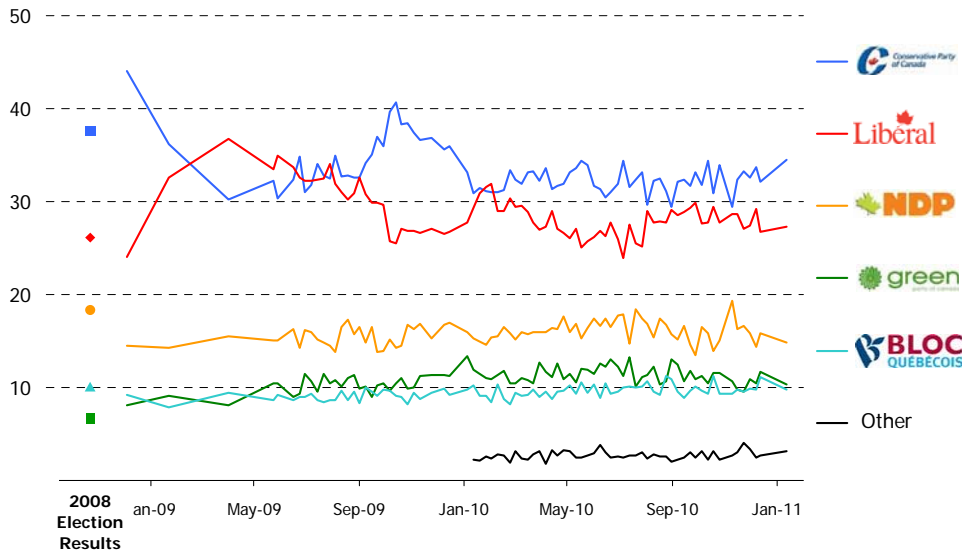
Note: The data on federal vote intention are based on decided and leaning voters only. Our survey also finds that 14.9% of Canadians are undecided/ineligible to vote.

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BASE: Decided voters; January 4-12, 2011 (n=2,984)

Weekly tracking of federal vote intention

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



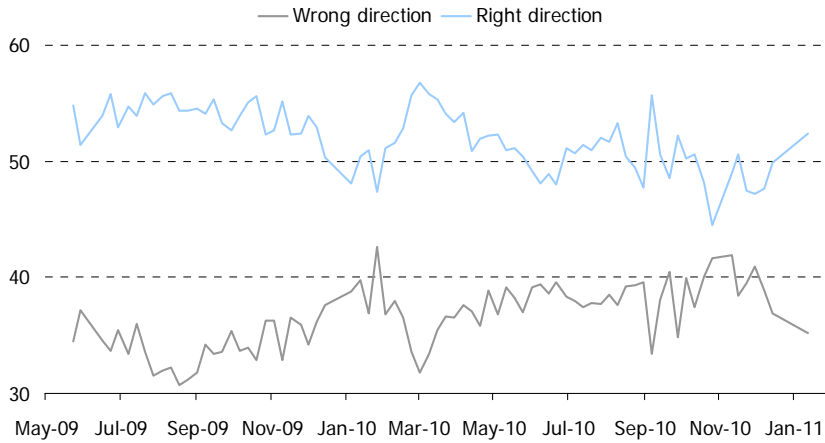
Note: The data on federal vote intention are based on decided and leaning voters only. Our survey also finds that 14.9% of Canadians are undecided/ineligible to vote.

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BASE: Decided voters; most recent data point January 4-12, 2011 (n=2,984)

Direction of country

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

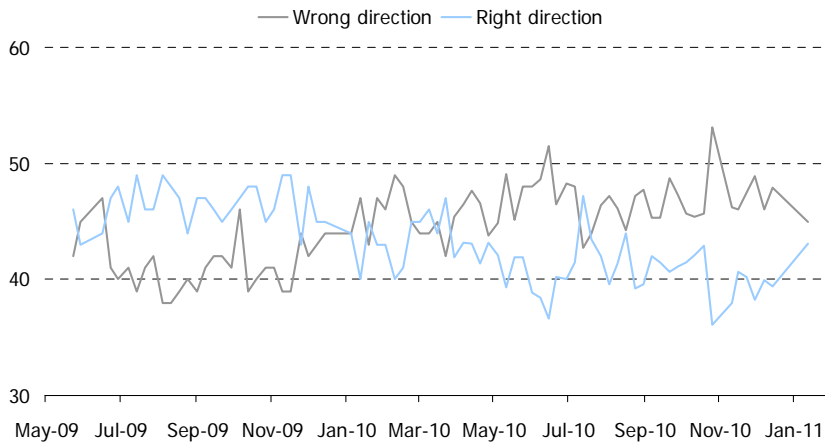


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BASE: Canadians; most recent data point January 4-12, 2011 (n=half sample)

Direction of government

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

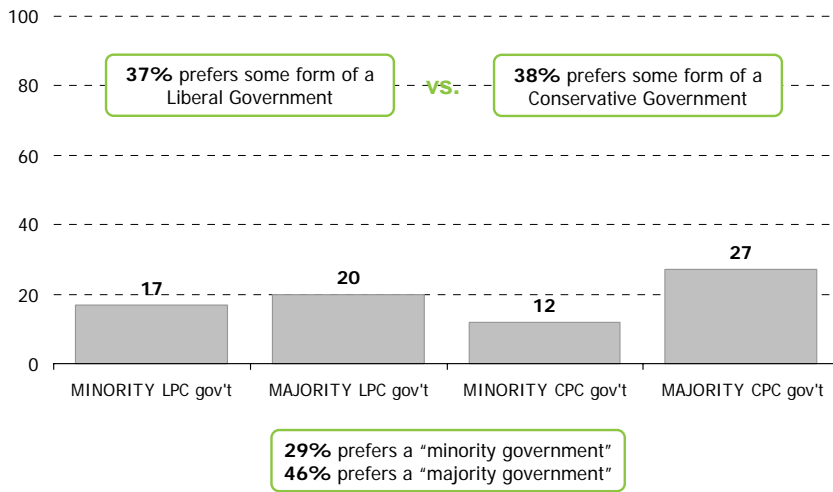


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BASE: Canadians; most recent data point January 4-12, 2011 (n=half sample)

Preferred outcome for next election

Q. Which of the following potential outcomes of the next federal election do you think would be BEST?

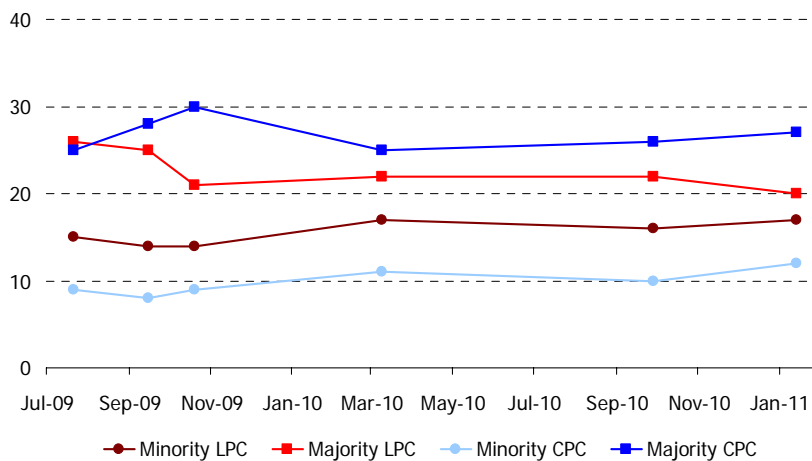


NOTE: There is also 25% that "prefers none of the above" options
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BASE: Canadians; January 4-12, 2011 (n=3,388)

Tracking preferred election outcome

Q. Which of the following potential outcomes of the next federal election do you think would be BEST?

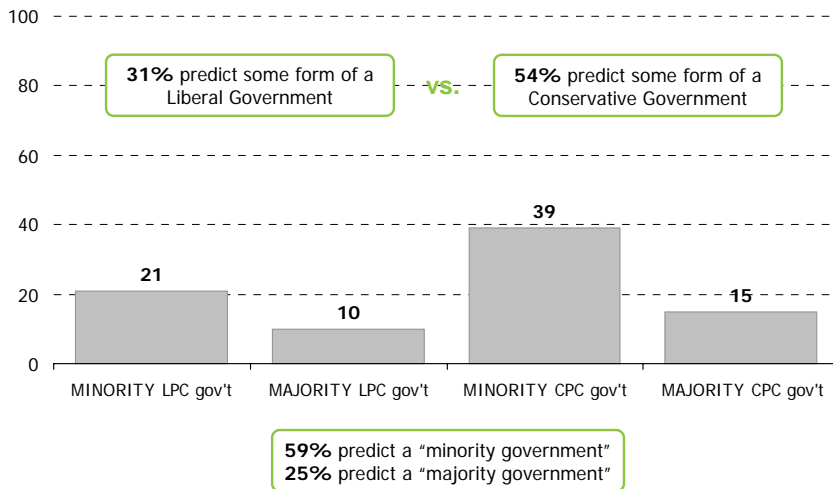


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BASE: Canadians with valid responses; most recent data point January 4-12, 2011 (n=3,388)

Most likely outcome for next election

Q. Putting aside your personal voting intentions, which of the following do you think will be the most likely outcome of the next federal election?



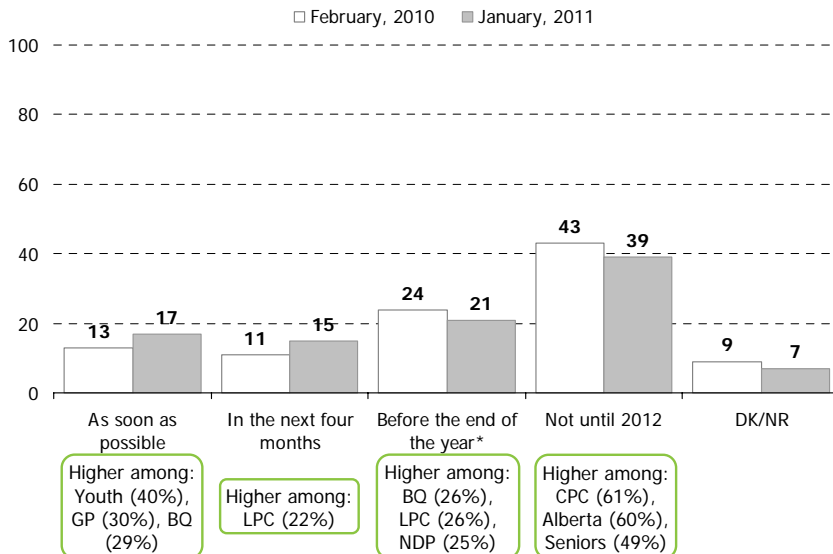
NOTE: There is also 16% that selected "none of these" options

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BASE: Canadians; January 4-12, 2011 (n=3,387)

Preferred timing of next election

Q. If you could choose, when would you want the next federal election to be held: 1) as soon as possible; 2) in the next four months; 3) before the end of 2011; or 4) not until the 4 year term ends in 2012?



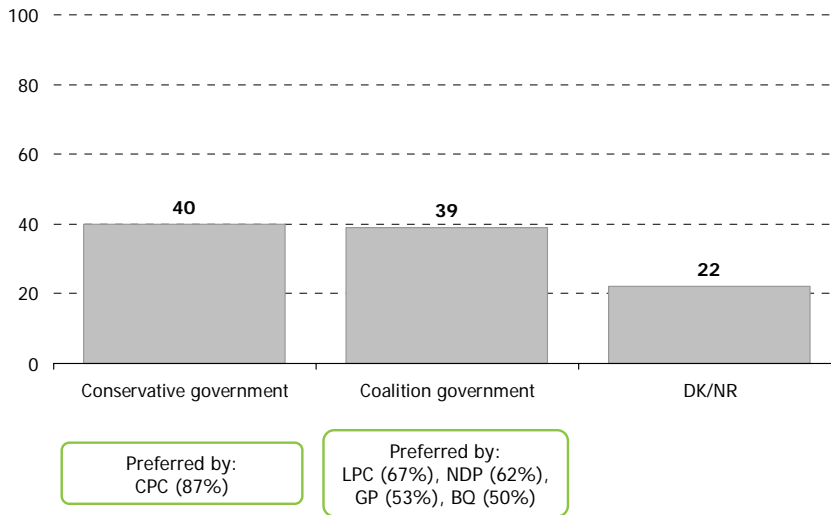
*In February 2010, this option was worded "Before the end of 2010". In January 2011, it was worded "Before the end of 2011".

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BASE: Eligible voters; most recent data point January 4-12, 2011 (n=3,388)

Support for coalition government

Q. If you were forced to choose between a Conservative government led by Stephen Harper and a coalition government made up of Liberal and New Democrat and led by Liberal leader Michael Ignatieff, which would you prefer?

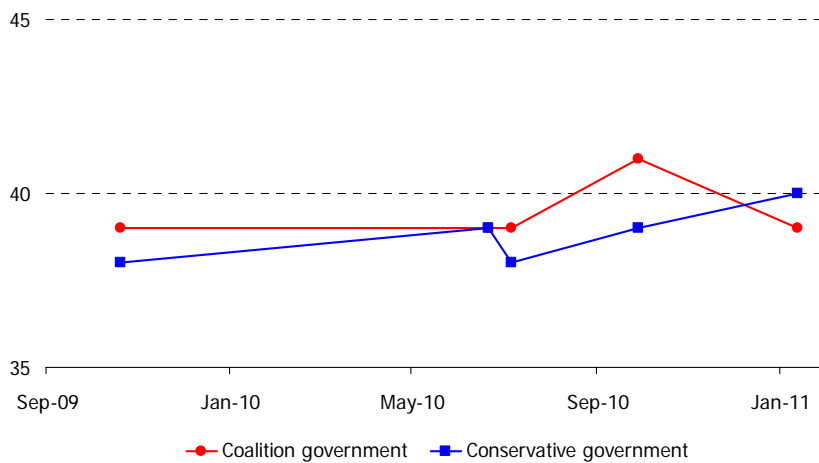


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BASE: Canadians; most recent data point January 4-12, 2011 (n=3,388)

Tracking support for coalition government

Q. If you were forced to choose between a Conservative government led by Stephen Harper and a coalition government made up of Liberals and New Democrats and led by Liberal leader Michael Ignatieff, which would you prefer?

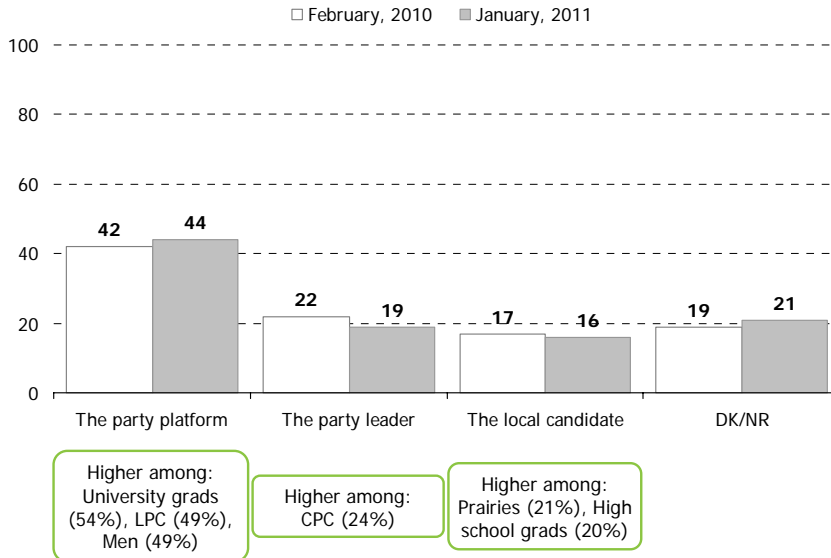


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BASE: Canadians; most recent data point January 4-12, 2011 (n=3,388)

Most important factor in determining which party to support






Q. Which of the following is the most important factor for you when it comes to determining which party you will vote for in the next federal election?



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BASE: Eligible voters; most recent data point January 4-12, 2011 (n=3,388)

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	34.5%	27.3%	14.8%	10.3%	9.8%	3.2%	2984	1.8
REGION								
British Columbia	37.8%	21.4%	23.1%	14.1%	0.0%	3.6%	263	6.0
Alberta	60.6%	17.2%	8.3%	9.8%	0.0%	4.1%	245	6.3
Saskatchewan/Manitoba	38.0%	32.0%	15.7%	11.8%	0.0%	2.5%	172	7.5
Ontario	36.7%	34.5%	14.4%	11.3%	0.0%	3.0%	1137	2.9
Quebec	18.8%	20.7%	10.0%	7.6%	39.7%	3.1%	972	3.1
Atlantic Canada	31.8%	32.0%	26.2%	6.8%	0.0%	3.2%	195	7.0
GENDER								
Male	37.9%	27.2%	12.9%	9.7%	8.5%	3.7%	1485	2.5
Female	31.2%	27.4%	16.6%	10.9%	11.2%	2.7%	1499	2.5
AGE								
<25	18.9%	27.3%	18.8%	17.3%	13.9%	3.8%	219	6.6
25-44	31.3%	25.7%	14.1%	14.0%	11.1%	3.9%	940	3.2
45-64	37.1%	27.7%	15.8%	6.9%	9.7%	2.9%	1238	2.8
65+	45.2%	29.8%	11.9%	5.7%	5.2%	2.2%	587	4.0
EDUCATION								
High school or less	35.9%	22.3%	14.9%	11.1%	12.2%	3.6%	839	3.4
College or CEGEP	36.6%	23.7%	14.1%	10.7%	10.2%	4.7%	972	3.1
University or higher	31.9%	33.8%	15.2%	9.4%	7.9%	1.7%	1173	2.9
METROPOLITAN CANADA								
Vancouver	41.9%	24.0%	20.2%	10.3%	0.0%	3.5%	85	10.6
Calgary	76.2%	11.7%	2.8%	6.8%	0.0%	2.5%	75	11.3
Toronto	34.8%	39.2%	16.4%	7.2%	0.0%	2.4%	334	5.4
Ottawa	34.8%	39.3%	13.0%	10.5%	0.0%	2.4%	128	8.7
Montreal	13.8%	22.0%	12.0%	8.2%	40.5%	3.5%	362	5.2





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	37.8%	21.4%	23.1%	14.1%	3.6%	263	6.0
GENDER							
Male	39.4%	22.0%	20.0%	14.0%	4.6%	148	8.1
Female	34.7%	19.7%	29.3%	14.5%	1.8%	115	9.1
AGE							
<25	29.2%	25.9%	30.8%	14.1%	0.0%	20	21.9
25-44	40.5%	16.6%	21.6%	17.4%	3.8%	71	11.6
45-64	35.0%	20.3%	30.7%	11.4%	2.6%	105	9.6
65+	40.6%	26.8%	12.7%	13.9%	6.1%	67	12.0
EDUCATION							
High school or less	34.6%	22.5%	19.5%	17.9%	5.5%	60	12.7
College or CEGEP	38.1%	16.1%	27.6%	13.6%	4.6%	97	10.0
University or higher	37.7%	24.3%	24.2%	12.8%	0.9%	106	9.5





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	60.6%	17.2%	8.3%	9.8%	4.1%	245	6.3
GENDER							
Male	67.2%	15.5%	6.0%	8.0%	3.4%	125	8.8
Female	54.1%	17.5%	11.1%	12.1%	5.3%	120	9.0
AGE							
<25	30.4%	8.3%	22.8%	23.2%	15.3%	10	31.0
25-44	50.6%	26.3%	7.5%	11.6%	4.0%	82	10.8
45-64	71.8%	10.8%	5.5%	8.3%	3.6%	102	9.7
65+	68.8%	13.7%	10.7%	5.1%	1.7%	51	13.7
EDUCATION							
High school or less	63.0%	3.1%	14.2%	10.6%	9.1%	55	13.2
College or CEGEP	67.3%	12.3%	5.1%	8.8%	6.5%	84	10.7
University or higher	53.3%	27.4%	8.5%	10.8%	0.0%	106	9.5





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	38.0%	32.0%	15.7%	11.8%	2.5%	172	7.5
GENDER							
Male	51.8%	32.9%	8.6%	3.5%	3.1%	84	10.7
Female	27.1%	29.7%	21.4%	19.6%	2.2%	88	10.5
AGE							
<25	22.1%	33.4%	11.3%	27.9%	5.3%	12	28.3
25-44	33.9%	34.3%	11.5%	17.0%	3.3%	49	14.0
45-64	48.4%	28.9%	18.2%	3.0%	1.5%	61	12.6
65+	45.5%	28.4%	18.7%	5.6%	1.9%	50	13.9
EDUCATION							
High school or less	39.8%	32.5%	11.4%	13.0%	3.3%	68	11.9
College or CEGEP	39.6%	24.3%	13.5%	19.7%	2.9%	45	14.6
University or higher	39.0%	36.1%	20.6%	2.5%	1.8%	59	12.8






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	36.7%	34.5%	14.4%	11.3%	3.0%	1137	2.9
GENDER							
Male	38.3%	33.7%	13.1%	11.5%	3.3%	589	4.0
Female	35.0%	34.9%	15.8%	11.7%	2.7%	548	4.2
AGE							
<25	24.2%	34.4%	18.0%	20.7%	2.7%	76	11.2
25-44	33.8%	31.0%	13.9%	17.5%	3.7%	344	5.3
45-64	37.8%	36.7%	15.6%	7.0%	2.8%	512	4.3
65+	46.7%	36.2%	11.2%	3.7%	2.1%	205	6.8
EDUCATION							
High school or less	41.2%	26.2%	16.6%	13.7%	2.4%	266	6.0
College or CEGEP	38.5%	29.5%	14.7%	12.0%	5.2%	353	5.2
University or higher	32.8%	42.1%	13.1%	10.1%	1.8%	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	18.8%	20.7%	10.0%	7.6%	39.7%	3.1%	972	3.1
GENDER								
Male	23.1%	20.4%	9.9%	7.9%	35.1%	3.7%	452	4.6
Female	16.4%	22.0%	9.9%	6.3%	42.8%	2.5%	520	4.3
AGE								
<25	11.9%	19.0%	11.3%	12.4%	41.2%	4.1%	90	10.3
25-44	17.5%	19.4%	10.4%	9.4%	39.9%	3.4%	345	5.3
45-64	19.6%	19.2%	8.9%	5.1%	43.8%	3.4%	370	5.1
65+	29.4%	29.9%	10.1%	3.2%	26.2%	1.2%	167	7.6
EDUCATION								
High school or less	22.6%	18.7%	7.7%	6.6%	41.2%	3.3%	322	5.5
College or CEGEP	20.0%	20.4%	10.6%	7.4%	37.8%	3.8%	334	5.4
University or higher	16.6%	24.5%	11.4%	7.3%	38.0%	2.1%	316	5.5

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	31.8%	32.0%	26.2%	6.8%	3.2%	195	7.0
GENDER							
Male	29.8%	35.1%	24.6%	5.8%	4.7%	87	10.5
Female	33.2%	28.9%	27.9%	7.6%	2.3%	108	9.4
AGE							
<25	4.9%	43.9%	37.6%	9.3%	4.4%	11	29.6
25-44	24.3%	24.5%	36.1%	8.8%	6.3%	49	14.0
45-64	35.9%	35.3%	22.3%	4.4%	2.1%	88	10.5
65+	51.2%	32.4%	10.0%	6.3%	0.0%	47	14.3
EDUCATION							
High school or less	35.1%	25.2%	31.1%	7.0%	1.7%	68	11.9
College or CEGEP	36.5%	37.4%	17.3%	4.7%	4.1%	59	12.8
University or higher	24.5%	33.6%	29.1%	8.2%	4.5%	68	11.9

Direction of Country

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

	Right Direction	Wrong Direction	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	52.4%	35.2%	12.4%	1724	2.4
REGION					
British Columbia	51.2%	34.5%	14.4%	161	7.7
Alberta	65.1%	26.6%	8.3%	146	8.1
Saskatchewan/Manitoba	55.8%	28.6%	15.5%	101	9.8
Ontario	54.6%	33.5%	11.9%	625	3.9
Quebec	43.5%	45.6%	10.9%	570	4.1
Atlantic Canada	53.0%	29.1%	17.9%	121	8.9
GENDER					
Male	58.5%	31.1%	10.4%	821	3.4
Female	46.9%	38.9%	14.2%	903	3.3
AGE					
<25	55.9%	32.7%	11.3%	121	8.9
25-44	50.2%	37.5%	12.3%	531	4.3
45-64	51.3%	38.0%	10.7%	740	3.6
65+	56.8%	26.6%	16.6%	332	5.4
EDUCATION					
High school or less	53.7%	30.7%	15.7%	509	4.3
College or CEGEP	49.3%	38.0%	12.7%	575	4.1
University or higher	54.2%	36.3%	9.5%	640	3.9
CURRENT VOTE INTENTION					
Conservative Party of Canada	77.9%	14.9%	7.1%	494	4.4
Liberal Party of Canada	50.1%	39.0%	10.9%	384	5.0
NDP	39.7%	43.7%	16.6%	207	6.8
Green Party	35.6%	52.7%	11.7%	145	8.1
Bloc Quebecois	35.5%	55.0%	9.4%	203	6.9
Undecided	38.4%	54.9%	6.6%	42	15.1

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%	45.0%	11.9%	1775	2.3
REGION					
British Columbia	46.2%	44.6%	9.2%	152	8.0
Alberta	65.1%	24.6%	10.3%	139	8.3
Saskatchewan/Manitoba	45.2%	35.5%	19.3%	109	9.4
Ontario	43.3%	45.0%	11.7%	689	3.7
Quebec	31.4%	58.1%	10.5%	574	4.1
Atlantic Canada	45.2%	37.0%	17.9%	112	9.3
GENDER					
Male	47.6%	44.3%	8.1%	866	3.3
Female	38.8%	45.7%	15.5%	909	3.3
AGE					
<25	31.5%	52.5%	16.1%	162	7.7
25-44	43.9%	45.5%	10.6%	582	4.1
45-64	41.4%	48.7%	9.9%	691	3.7
65+	53.7%	31.1%	15.2%	340	5.3
EDUCATION					
High school or less	44.6%	41.0%	14.4%	544	4.2
College or CEGEP	45.3%	41.9%	12.8%	559	4.1
University or higher	40.1%	50.9%	9.0%	672	3.8
CURRENT VOTE INTENTION					
Conservative Party of Canada	81.3%	13.3%	5.5%	514	4.3
Liberal Party of Canada	35.6%	52.7%	11.7%	407	4.9
NDP	17.6%	71.7%	10.7%	209	6.8
Green Party	22.7%	66.7%	10.6%	139	8.3
Bloc Quebecois	16.6%	77.3%	6.1%	192	7.1
Undecided	19.4%	58.9%	21.6%	48	14.1

Preferred Election Outcome

Q. Which of the following potential outcomes of the next federal election do you think would be BEST?

	Minority LPC gov't.	Majority LPC gov't	Minority CPC gov't	Majority CPC gov't	None of these	Sample Size	Margin of Error (+/-)
NATIONALLY	17%	20%	12%	27%	25%	3388	1.68
REGION							
British Columbia	15%	15%	9%	29%	32%	304	5.62
Alberta	9%	14%	12%	49%	16%	272	5.94
Saskatchewan/Manitoba	18%	18%	15%	28%	21%	206	6.83
Ontario	18%	23%	11%	29%	20%	1268	2.75
Quebec	19%	20%	13%	14%	34%	1110	2.94
Atlantic Canada	21%	18%	12%	23%	27%	228	6.49
GENDER							
Male	17%	20%	13%	30%	20%	1642	2.42
Female	17%	19%	11%	24%	30%	1746	2.35
AGE							
<25	22%	20%	12%	18%	28%	244	6.27
25-44	17%	18%	11%	24%	30%	1082	2.98
45-64	17%	21%	13%	27%	23%	1410	2.61
65+	14%	20%	12%	36%	18%	652	3.84
EDUCATION							
High school or less	14%	16%	11%	27%	32%	988	3.12
College or CEGEP	15%	18%	12%	29%	26%	1115	2.93
University or higher	21%	24%	12%	24%	19%	1285	2.73
CURRENT VOTE INTENTION							
Conservative Party of Canada	4%	3%	19%	69%	5%	1008	3.09
Liberal Party of Canada	31%	51%	6%	5%	7%	791	3.48
NDP	23%	16%	9%	9%	43%	416	4.8
Green Party	18%	19%	9%	11%	43%	284	5.82
Bloc Quebecois	21%	15%	16%	7%	41%	395	4.93
Undecided	9%	6%	7%	20%	58%	90	10.33

Most Likely Election Outcome

Q. Putting aside your personal voting intentions, which of the following do you think will be the most likely outcome of the next federal election?

	Minority LPC gov't.	Majority LPC gov't	Minority CPC gov't	Majority CPC gov't	None of these	Sample Size	Margin of Error (+/-)
NATIONALLY	21%	10%	39%	15%	16%	3387	1.7
REGION							
British Columbia	19%	9%	38%	16%	19%	304	5.6
Alberta	9%	8%	53%	21%	10%	272	5.9
Saskatchewan/Manitoba	14%	9%	40%	17%	20%	206	6.8
Ontario	21%	10%	41%	15%	13%	1267	2.8
Quebec	28%	10%	32%	11%	19%	1110	2.9
Atlantic Canada	20%	12%	31%	18%	19%	228	6.5
GENDER							
Male	20%	9%	44%	16%	11%	1641	2.4
Female	21%	11%	34%	14%	20%	1746	2.4
AGE							
<25	23%	17%	35%	11%	14%	244	6.3
25-44	23%	11%	37%	13%	17%	1082	3.0
45-64	20%	7%	41%	15%	17%	1409	2.6
65+	16%	9%	41%	21%	14%	652	3.8
EDUCATION							
High school or less	21%	13%	30%	16%	20%	987	3.1
College or CEGEP	19%	10%	37%	18%	16%	1115	2.9
University or higher	21%	7%	47%	12%	13%	1285	2.7
CURRENT VOTE INTENTION							
Conservative Party of Canada	7%	5%	52%	30%	7%	1008	3.1
Liberal Party of Canada	31%	16%	38%	6%	9%	790	3.5
NDP	27%	10%	36%	11%	17%	416	4.8
Green Party	26%	12%	29%	11%	22%	284	5.8
Bloc Quebecois	31%	6%	38%	8%	17%	395	4.9
Undecided	14%	7%	33%	13%	33%	90	10.3

Preferred Timing of Next Election

Q. If you could choose, when would you want the next federal election to be held?

	As soon as possible	In the next 4 months	Before the end of 2011	Not until 2012	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	17%	15%	21%	40%	7%	3388	1.7
REGION							
British Columbia	16%	16%	20%	38%	9%	304	5.6
Alberta	11%	12%	12%	60%	5%	272	5.9
Saskatchewan/Manitoba	16%	12%	21%	42%	9%	206	6.8
Ontario	14%	16%	22%	42%	6%	1268	2.8
Quebec	23%	17%	23%	29%	8%	1110	2.9
Atlantic Canada	18%	14%	20%	38%	9%	228	6.5
GENDER							
Male	20%	15%	20%	40%	5%	1642	2.4
Female	14%	16%	22%	39%	9%	1746	2.4
AGE							
<25	40%	17%	19%	16%	9%	244	6.3
25-44	19%	16%	20%	37%	8%	1082	3.0
45-64	13%	15%	21%	45%	6%	1410	2.6
65+	7%	13%	24%	49%	6%	652	3.8
EDUCATION							
High school or less	18%	16%	20%	37%	9%	988	3.1
College or CEGEP	17%	16%	21%	39%	7%	1115	2.9
University or higher	16%	14%	22%	42%	6%	1285	2.7
CURRENT VOTE INTENTION							
Conservative Party of Canada	8%	11%	17%	61%	3%	1008	3.1
Liberal Party of Canada	17%	22%	26%	29%	6%	791	3.5
NDP	20%	18%	25%	29%	8%	416	4.8
Green Party	29%	16%	15%	33%	7%	284	5.8
Bloc Quebecois	29%	18%	26%	22%	5%	395	4.9
Undecided	27%	13%	18%	36%	7%	90	10.3

Most Important Factor in Supporting a Party

Q. Which of the following is the most important factor for you when it comes to determining which party you will vote for in the next federal election?

	The party leader	The local candidate	The party platform	None of these	Sample Size	Margin of Error (+/-)
NATIONALLY	19%	16%	44%	21%	3388	1.7
REGION						
British Columbia	11%	17%	48%	24%	304	5.6
Alberta	23%	16%	45%	15%	272	5.9
Saskatchewan/Manitoba	18%	21%	38%	23%	206	6.8
Ontario	21%	15%	46%	18%	1268	2.8
Quebec	18%	16%	44%	22%	1110	2.9
Atlantic Canada	23%	19%	32%	26%	228	6.5
GENDER						
Male	19%	14%	49%	18%	1642	2.4
Female	19%	18%	39%	24%	1746	2.4
AGE						
<25	21%	15%	42%	23%	244	6.3
25-44	18%	15%	46%	22%	1082	3.0
45-64	19%	18%	44%	20%	1410	2.6
65+	22%	17%	41%	20%	652	3.8
EDUCATION						
High school or less	20%	20%	33%	26%	988	3.1
College or CEGEP	20%	17%	41%	22%	1115	2.9
University or higher	18%	13%	54%	15%	1285	2.7
CURRENT VOTE INTENTION						
Conservative Party of Canada	24%	15%	46%	15%	1008	3.1
Liberal Party of Canada	21%	15%	49%	16%	791	3.5
NDP	17%	19%	45%	19%	416	4.8
Green Party	14%	15%	45%	26%	284	5.8
Bloc Quebecois	18%	19%	44%	19%	395	4.9
Undecided	15%	13%	41%	30%	90	10.3

Support for Coalition Government

Q. If you were forced to choose between a Conservative government led by Stephen Harper and a coalition government made of up Liberal and New Democrats and led by Liberal leader Michael Ignatieff, which would you prefer?

	A Conservative government	A coalition government	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	40%	39%	21%	3388	1.7
REGION					
British Columbia	44%	36%	20%	304	5.6
Alberta	66%	21%	13%	272	5.9
Saskatchewan/Manitoba	48%	32%	19%	206	6.8
Ontario	41%	42%	17%	1268	2.8
Quebec	26%	43%	31%	1110	2.9
Atlantic Canada	32%	39%	29%	228	6.5
GENDER					
Male	44%	40%	16%	1642	2.4
Female	36%	37%	27%	1746	2.4
AGE					
<25	35%	42%	23%	244	6.3
25-44	37%	38%	25%	1082	3.0
45-64	39%	41%	19%	1410	2.6
65+	48%	33%	19%	652	3.8
EDUCATION					
High school or less	44%	27%	28%	988	3.1
College or CEGEP	42%	35%	23%	1115	2.9
University or higher	34%	50%	15%	1285	2.7
CURRENT VOTE INTENTION					
Conservative Party of Canada	87%	6%	7%	1008	3.1
Liberal Party of Canada	13%	67%	20%	791	3.5
NDP	17%	62%	20%	416	4.8
Green Party	23%	53%	25%	284	5.8
Bloc Quebecois	17%	51%	33%	395	4.9
Undecided	40%	26%	34%	90	10.3

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 landline/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 4-12, 2011¹. In total, a random sample of 3,499 Canadians aged 18 and over responded to the survey (including a sub-sample of 2,984 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 weekends, as we do not survey on Saturday or Sunday.