

## MASSIVE POLL OF CANADIANS

WHOSE AHEAD? DEPENDS WHO YOU ASK, WHEN YOU ASK.

LIBS GET BUMP AFTER DEFICIT NEWS.

[OTTAWA – June 1, 2009] – The largest-ever survey of Canadians' vote intentions reveals a see-saw race between the ruling Conservatives and the opposition Liberals, shifting as erratically as the morning's headlines. Most recently, the Liberals received a statistically significant bump after the government's bad deficit news last week.

The poll also reveals starkly different political races among men, women, Quebeckers, Westerns, young and old, rich and poor.

The poll, conducted by EKOS and released exclusively to CBC, contacted 10,896 Canadians over three weeks. It is the first of a series of very large polls we will be conducting regularly for release by the CBC in coming months.

Because EKOS sampled large numbers of Canadians each weekday during this period, it is possible to see how uncertain and perhaps unsettled the race between Liberals and Tories is.

The Liberals, who have run behind the Conservatives on some days in recent weeks, suddenly shot up after the news that the government now expects to run a \$50 billion deficit this year.

"The overall picture these numbers paint is slightly more positive for the Liberals, who are ahead more days than they lag, and who benefit from the fact that some of the Conservative vote is 'wasted' in electoral terms, by piling up large majorities in Alberta," said EKOS President Frank Graves. "But the situation is clearly quite volatile, and neither party could force an election right now confident that they would win, much less form a majority."

Up until the deficit news, during the period of this poll the Conservatives appeared to be benefitting from the fact that some more prosperous Canadians, perhaps with an eye more to the stock market than the job market, were becoming more optimistic about the economic future.

However, their advantage among the more prosperous appeared to vanish after the deficit news.

### HIGHLIGHTS

- **National federal vote intention:**
  - **33.5% LPC**
  - **32.3% CPC**
  - **15.1% NDP**
  - **10.4% Green**
  - **8.7% BQ**
- **Best Prime Minister:**
  - **30% Stephen Harper**
  - **26% Michael Ignatieff**
  - **44% Neither**

*Please note that the methodology and detailed tables of these and other results discussed in this release are provided at the end of this document.*

By and large, Canada's regions remain in historical patterns: Alberta strongly for the Tories and Ontario still a battleground, though looking gradually better for the Liberals.

"One place where things are changing dramatically is in Quebec, where the Tory charge of recent years has come to a disastrous end. The Liberals are once again becoming an important force in Quebec – growing notably in popularity among French-speakers," said Graves.

Michael Ignatieff trails Stephen Harper as the choice for "best prime minister". Still, his numbers have improved somewhat in recent days, despite the Conservative ad campaign attacking him personally.

Not surprisingly, Conservative voters overwhelmingly say they'd prefer Stephen Harper to Michael Ignatieff as prime minister, and Liberal voters generally prefer Ignatieff. But here's a warning to both parties, as they attempt to scoop up votes from the smaller parties: between two-thirds and three-quarters of the supporters of other parties said "neither" when asked to choose which of the two would make the best prime minister.

The poll also reveals very different election races unfolding among different segments of the population. If an election were held tomorrow among men only, the Conservatives would win and perhaps have a shot at a majority. If only women voted, the Liberals would be in a similar position.

If our youngest voters – those 25 and under – had their way, the Liberals would do best, but not by much, and the Green Party would be as important as the Conservatives or the NDP.

"In recent years, the political parties have increasingly targeted their appeals to narrow slices of the electorate," said Graves. "Now, Canadians will have a deeper appreciation of the choices their fellow citizens are making than ever before."

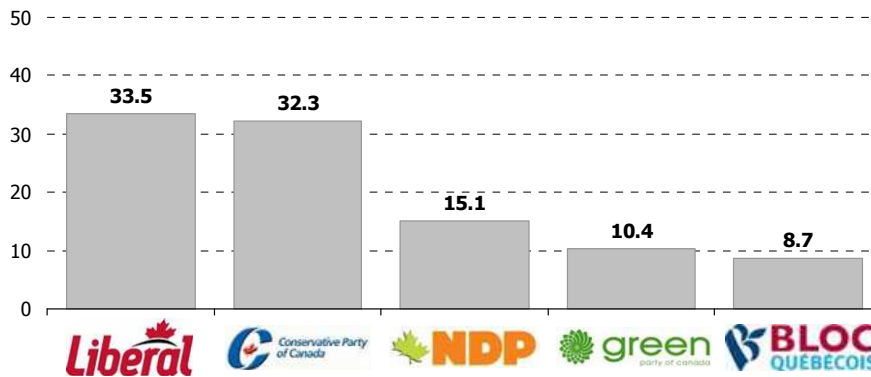
"With this enormous wealth of data, we are able to get a better picture of the Canadian voter," said Graves. "For the first time, we can look with precision at some smaller demographic groups, such as young people, and with much greater accuracy at provinces such as British Columbia."

"On the surface, what we see is the two major parties locked in close combat for winning government in the next election," said Graves. "But a closer look tells us that all the parties are prisoners of their historical constituencies to a degree. The breakout each party is looking for to transform the minority government landscape of recent years has yet to happen."

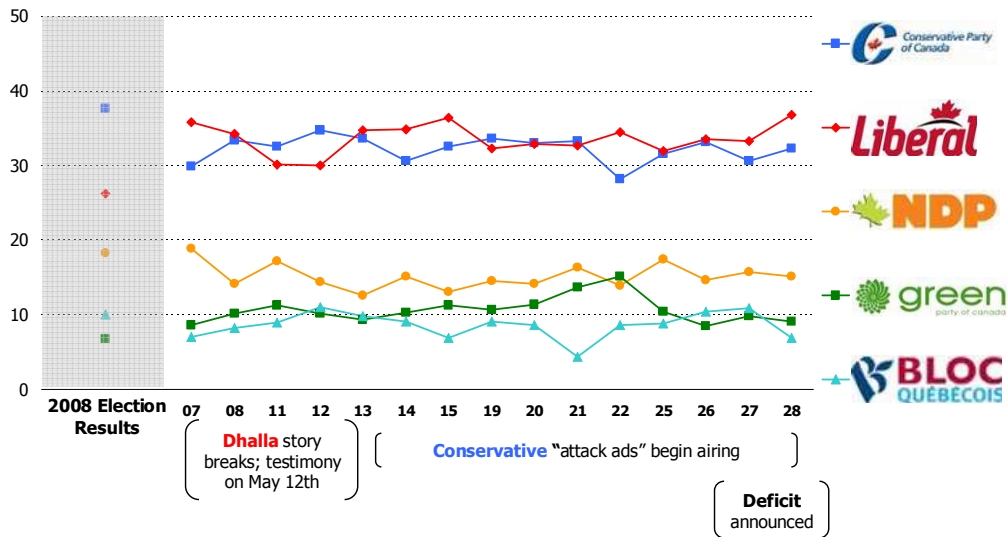
## Top Line Results:

### Federal vote intention

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

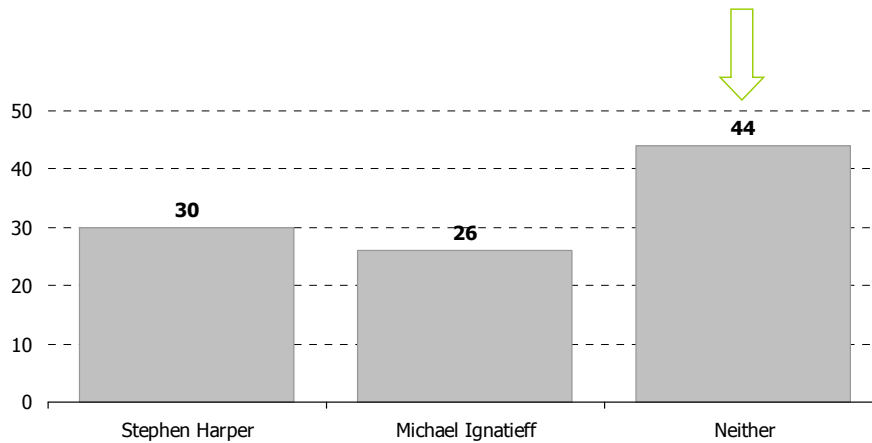


### Weekday tracking of federal vote intention (May 7-28)



## Best Prime Minister

Q. Who do you think would make the best Prime Minister for Canada?

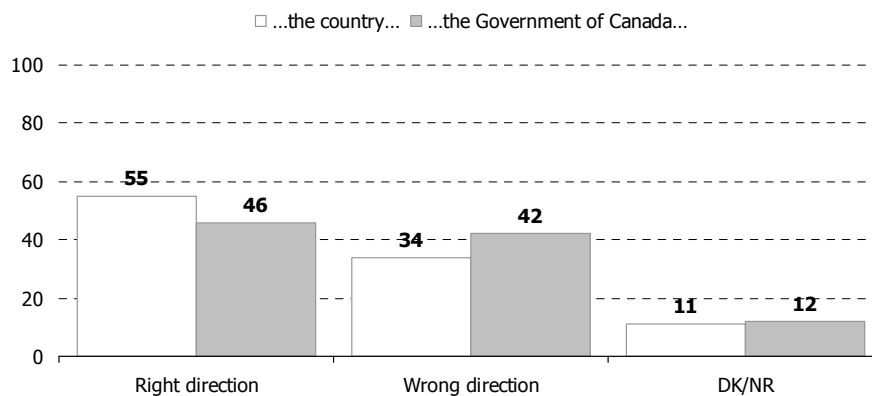


Copyright 2009. No reproduction without permission

BASE: Canadians; May 7-28 (n=10,896)

## Direction of country and government






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



Copyright 2009. No reproduction without permission

BASE: Canadians; May 7-28 (half sample)




## Detailed Tables:

<b>National Federal Vote Intention<sup>1</sup></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>	32.3%	33.5%	15.1%	10.4%	8.7%	9312	1.0
<b>REGION</b>							
British Columbia	31.0%	32.3%	23.0%	13.8%	0.0%	1254	2.8
Alberta	57.4%	21.6%	11.0%	10.0%	0.0%	917	3.2
Saskatchewan/Manitoba	48.6%	22.2%	20.4%	8.7%	0.0%	584	4.1
Ontario	34.3%	39.4%	14.9%	11.4%	0.0%	3480	1.7
Quebec	16.3%	31.5%	9.0%	8.4%	34.7%	2555	1.9
Atlantic Canada	29.5%	39.0%	23.1%	8.4%	0.0%	522	4.3
<b>GENDER</b>							
Male	36.3%	32.8%	13.2%	9.3%	8.4%	4681	1.4
Female	28.3%	34.1%	17.0%	11.6%	9.0%	4631	1.4
<b>AGE</b>							
<25	22.8%	26.4%	19.4%	21.3%	10.1%	1031	3.1
25-44	30.0%	30.5%	16.8%	12.4%	10.2%	3104	1.8
45-64	33.7%	35.7%	14.0%	8.0%	8.6%	3496	1.7
65+	39.8%	39.1%	11.3%	5.0%	4.7%	1681	2.4
<b>INCOME</b>							
<\$40,000	26.5%	30.6%	19.6%	12.8%	10.5%	3182	1.7
\$40,000-\$80,000	33.2%	32.7%	14.5%	10.1%	9.5%	3335	1.7
+\$80,000	38.4%	37.9%	10.3%	8.0%	5.4%	2795	1.9
<b>METROPOLITAN CANADA</b>							
Vancouver	32.9%	37.4%	20.9%	8.8%	0.0%	612	4.0
Calgary	58.7%	22.7%	8.8%	9.9%	0.0%	319	5.5
Toronto	32.9%	45.1%	11.3%	10.6%	0.0%	1151	2.9
Ottawa-Gatineau	36.5%	46.9%	10.0%	6.5%	0.0%	972	3.1
Montreal	10.8%	34.4%	9.4%	7.9%	37.5%	1149	2.9

<sup>1</sup> The data presented in this and our other tables on federal vote intention are based on decided voters only. Our survey also finds that 13.3% of Canadians say they are undecided.




### **Federal Vote Intention – British Columbia**

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

		<i>Liberal</i>			Sample Size	Margin of Error (+/-)
<b>OVERALL</b>	31.0%	32.3%	23.0%	13.8%	1254	2.8
<b>GENDER</b>						
Male	37.6%	33.2%	17.9%	11.4%	635	3.9
Female	23.7%	30.6%	28.7%	17.0%	619	3.9
<b>AGE</b>						
<25	24.8%	22.1%	28.6%	24.5%	104	9.6
25-44	26.1%	28.1%	25.1%	20.8%	398	4.9
45-64	31.7%	35.4%	23.6%	9.3%	487	4.4
65+	40.4%	37.8%	16.4%	5.4%	265	6.0
<b>INCOME</b>						
<\$40,000	23.4%	26.8%	31.9%	17.9%	375	5.1
\$40,000-\$80,000	31.3%	31.7%	22.3%	14.8%	477	4.5
+\$80,000	36.9%	37.0%	16.2%	9.9%	402	4.9




### **Federal Vote Intention – Alberta**

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

		<i>Liberal</i>			Sample Size	Margin of Error (+/-)
<b>OVERALL</b>	57.4%	21.6%	11.0%	10.0%	917	3.2
<b>GENDER</b>						
Male	61.2%	20.2%	9.0%	9.6%	484	4.5
Female	53.3%	23.2%	12.9%	10.6%	433	4.7
<b>AGE</b>						
<25	37.6%	29.1%	14.0%	19.2%	98	9.9
25-44	57.1%	21.3%	13.4%	8.2%	350	5.2
45-64	60.7%	20.1%	8.5%	10.7%	336	5.4
65+	62.2%	21.5%	9.2%	7.1%	133	8.5
<b>INCOME</b>						
<\$40,000	50.1%	21.4%	13.7%	14.8%	229	6.5
\$40,000-\$80,000	56.3%	23.3%	11.0%	9.4%	320	5.5
+\$80,000	63.1%	20.5%	8.9%	7.5%	368	5.1




### **Federal Vote Intention – Saskatchewan/Manitoba**

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

		<i>Liberal</i>			Sample Size	Margin of Error (+/-)
<b>OVERALL</b>	48.6%	22.2%	20.4%	8.7%	584	4.1
<b>GENDER</b>						
Male	49.3%	23.0%	19.8%	7.9%	302	5.6
Female	46.8%	20.8%	21.6%	10.8%	282	5.8
<b>AGE</b>						
<25	31.2%	15.9%	23.9%	29.0%	72	11.6
25-44	45.8%	20.2%	22.8%	11.2%	178	7.4
45-64	50.9%	24.7%	19.9%	4.6%	220	6.6
65+	57.2%	23.4%	16.3%	3.1%	114	9.2
<b>INCOME</b>						
<\$40,000	44.6%	18.3%	27.8%	9.2%	194	7.0
\$40,000-\$80,000	48.3%	20.5%	23.0%	8.3%	212	6.7
+\$80,000	51.3%	27.2%	10.8%	10.7%	178	7.4






### **Federal Vote Intention – Ontario**

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

		<i>Liberal</i>			Sample Size	Margin of Error (+/-)
<b>OVERALL</b>	34.3%	39.4%	14.9%	11.4%	3480	1.7
<b>GENDER</b>						
Male	37.7%	39.5%	13.3%	9.5%	1750	2.3
Female	30.5%	39.1%	16.7%	13.7%	1730	2.4
<b>AGE</b>						
<25	25.7%	31.0%	20.6%	22.7%	348	5.3
25-44	32.4%	36.9%	17.1%	13.7%	1074	3.0
45-64	34.4%	43.2%	13.1%	9.4%	1379	2.6
65+	42.0%	41.4%	11.3%	5.3%	679	3.8
<b>INCOME</b>						
<\$40,000	29.0%	33.9%	22.9%	14.2%	1008	3.1
\$40,000-\$80,000	36.0%	38.4%	13.7%	12.0%	1212	2.8
+\$80,000	37.3%	45.5%	8.6%	8.6%	1260	2.8





### **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>	16.3%	31.5%	9.0%	8.4%	34.7%	2555	1.9
<b>GENDER</b>							
Male	19.6%	29.9%	9.0%	8.3%	33.2%	1289	2.7
Female	13.8%	34.2%	8.6%	8.0%	35.4%	1266	2.8
<b>AGE</b>							
<25	11.3%	21.1%	15.1%	17.3%	35.2%	348	5.3
25-44	13.9%	28.9%	10.3%	9.2%	37.7%	953	3.2
45-64	18.7%	31.6%	7.1%	5.6%	37.0%	867	3.3
65+	21.6%	45.8%	5.4%	5.4%	21.9%	387	5.0
<b>INCOME</b>							
<\$40,000	15.5%	31.7%	9.9%	10.1%	32.8%	1139	2.9
\$40,000-\$80,000	17.2%	30.9%	8.1%	6.9%	36.9%	929	3.2
+\$80,000	18.6%	35.1%	7.5%	5.9%	32.9%	487	4.4

### **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>	29.5%	39.0%	23.1%	8.4%	522	4.3
<b>GENDER</b>						
Male	33.2%	36.0%	20.2%	10.5%	221	6.6
Female	26.9%	40.4%	25.7%	6.9%	301	5.7
<b>AGE</b>						
<25	26.0%	32.5%	19.7%	21.8%	61	12.6
25-44	29.7%	32.3%	27.0%	11.0%	151	8.0
45-64	29.1%	42.5%	22.8%	5.6%	207	6.8
65+	35.4%	45.2%	17.4%	2.0%	103	9.7
<b>INCOME</b>						
<\$40,000	28.1%	36.2%	23.9%	11.9%	237	6.4
\$40,000-\$80,000	33.8%	35.9%	23.5%	6.8%	185	7.2
+\$80,000	27.3%	47.2%	20.0%	5.5%	100	9.8



## **Best Prime Minister**

*Q. Who do you think would make the best Prime Minister for Canada?*

	Michael Ignatieff	Stephen Harper	DK/NR	Sample Size	Margin of Error (+/-)
<b>NATIONALLY</b>	26%	30%	44%	10896	0.9
<b>REGION</b>					
British Columbia	25%	30%	45%	1426	2.6
Alberta	15%	48%	36%	1066	3.0
Saskatchewan/Manitoba	21%	44%	34%	668	3.8
Ontario	28%	31%	42%	4127	1.5
Quebec	30%	19%	52%	2976	1.8
Atlantic Canada	27%	22%	51%	633	3.9
<b>GENDER</b>					
Male	29%	33%	38%	5305	1.4
Female	24%	26%	50%	5591	1.3
<b>AGE</b>					
<25	16%	24%	60%	1315	2.7
25-44	23%	28%	50%	3671	1.6
45-64	29%	30%	42%	4001	1.6
65+	35%	38%	28%	1909	2.2
<b>INCOME</b>					
<\$40,000	20%	28%	52%	3928	1.6
\$40,000-\$80,000	26%	29%	44%	3851	1.6
+\$80,000	34%	33%	34%	3117	1.8
<b>CURRENT VOTE INTENTION</b>					
Conservative Party of Canada	5%	76%	19%	2950	1.8
Liberal Party of Canada	62%	11%	27%	3217	1.7
NDP	16%	11%	73%	1326	2.7
Green Party	14%	11%	75%	922	3.2
Bloc Québécois	24%	8%	68%	897	3.3
Undecided	11%	15%	74%	1146	2.9

### **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 (+/-)
<b>NATIONALLY</b>	55%	35%	11%	5158	1.4
<b>REGION</b>					
British Columbia	54%	36%	11%	653	3.8
Alberta	62%	27%	11%	508	4.4
Saskatchewan/Manitoba	65%	27%	8%	310	5.6
Ontario	54%	36%	10%	1981	2.2
Quebec	50%	39%	12%	1411	2.6
Atlantic Canada	57%	31%	12%	295	5.7
<b>GENDER</b>					
Male	57%	35%	8%	2523	2.0
Female	52%	34%	14%	2635	1.9
<b>AGE</b>					
<25	52%	36%	12%	638	3.9
25-44	53%	39%	8%	1708	2.4
45-64	57%	34%	9%	1906	2.2
65+	57%	26%	17%	906	3.3
<b>INCOME</b>					
<\$40,000	52%	34%	13%	1851	2.3
\$40,000-\$80,000	54%	36%	11%	1782	2.3
+\$80,000	59%	34%	8%	1525	2.5
<b>CURRENT VOTE INTENTION</b>					
Conservative Party of Canada	77%	16%	7%	1373	2.6
Liberal Party of Canada	52%	38%	10%	1542	2.5
NDP	44%	46%	11%	632	3.9
Green Party	45%	43%	11%	414	4.8
Bloc Québécois	36%	51%	13%	424	4.8
Undecided	40%	43%	17%	541	4.2

### **Direction of the Government of Canada**

*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 (+/-)
<b>NATIONALLY</b>	46%	42%	12%	5259	1.4
<b>REGION</b>					
British Columbia	47%	40%	13%	652	3.8
Alberta	59%	30%	11%	505	4.4
Saskatchewan/Manitoba	55%	34%	11%	320	5.5
Ontario	47%	39%	13%	2002	2.2
Quebec	34%	55%	11%	1474	2.6
Atlantic Canada	44%	43%	13%	306	5.6
<b>GENDER</b>					
Male	49%	42%	9%	2532	2.0
Female	43%	42%	15%	2727	1.9
<b>AGE</b>					
<25	42%	45%	13%	613	4.0
25-44	43%	45%	11%	1795	2.3
45-64	46%	44%	10%	1926	2.2
65+	52%	31%	17%	925	3.2
<b>INCOME</b>					
<\$40,000	43%	42%	14%	1904	2.3
\$40,000-\$80,000	45%	42%	13%	1908	2.2
+\$80,000	49%	42%	9%	1447	2.6
<b>CURRENT VOTE INTENTION</b>					
Conservative Party of Canada	81%	12%	7%	1451	2.6
Liberal Party of Canada	35%	53%	12%	1540	2.5
NDP	32%	57%	11%	631	3.9
Green Party	29%	55%	16%	457	4.6
Bloc Québécois	16%	75%	9%	454	4.6
Undecided	33%	44%	23%	542	4.2

## 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 land-line only RDD, we created a dual land-line/cell phone RDD sampling frame for this research. As a result, we are able reach those with both a land-line and cell phone, as well as cell phone only households and land-line only households. This dual frame yields a near perfect unweighted distribution on age group and gender, something almost never seen with traditional land-line RDD sample or interviewer administered surveys.

The field dates for this survey are May 7-28, 2009. In total, a random sample of 10,896 Canadians aged 18 and over responded to the survey (including a sub-sample of 9,312 decided voters). The margin of error associated with total sample is +/- 1.0 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, income). All the data have been statistically weighted to ensure the samples composition reflects that of the actual population of Canada according to Census data.