EKOS POLITICS

CANADIANS WANT MAJORITY GOVERNMENT

BUT CAN'T AGREE ON WHO IT SHOULD BE

[Ottawa – July 23, 2009] – When asked to choose among the most likely outcomes of the next election – Conservative majority, Conservative minority, Liberal majority or Liberal minority – most say they would like a majority government. The problem is that those people are almost evenly divided between favouring a Conservative majority and those who prefer a Liberal majority.

About a quarter of Canadians say they do not like any of these four options. Even fewer opt for either a Liberal or Conservative minority government.

"At the moment, there seems to be almost no way to get there from here," said Frank Graves, President of EKOS Research, who conducted the poll exclusively for CBC News. "Canadians seem to have had their fill of minority governments and would like to return to the good old days of stable majorities. However, neither of the leading parties is anywhere near achieving that."

HIGHLIGHTS

● **National federal vote intention:**
  ¤ **32.8% CPC**
  ¤ **32.5% LPC**
  ¤ **14.8% NDP**
  ¤ **11.5% Green**
  ¤ **8.4% BQ**

● **Preferred election outcome:**
  ¤ **15% minority LPC gov't**
  ¤ **26% majority LPC gov't**
  ¤ **9% minority CPC gov't**
  ¤ **25% majority CPC gov't**
  ¤ **25% none of the above**

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.

After a winter and spring in which the Liberals closed the gap on the Conservatives, and then, for a time, created a small, if shaky lead, the two parties have both lapsed into a summer slump where neither can claim to be the front-runner – and neither looks like it has much of a shot at winning a majority.

"The Liberals certainly appear to have more potential to break out of this deadlock," said Graves. "There are some structural elements that should favour the Liberals. The recession for one thing. Another is the fact that the Liberals easily outstrip the Tories as the voters' second choice. However, the Liberal leader, Michael Ignatieff, has failed so far to potentiate that secondary support, and the party has stalled."

In fact the Conservatives lag not only the Liberals, but also the NDP and (very narrowly) the Greens as Canadians' second choice. Almost every party apparently has more room to grow than the Conservatives do.

Another way of looking at the situation is that the Liberals would have to convert less than a third of their second-choice support to get into majority territory. The Conservatives would have to convert nearly half of theirs. Moreover, the Conservatives need to woo voters directly from the Liberals, while the Liberals can appeal to the supporters of smaller parties who might be willing to put aside their first choice in order to oust the Conservatives.

But at the moment, no party is growing, except the Greens, who may be benefitting from general dissatisfaction with the political options Canadians have. Their support is near the top of the range they have enjoyed in the polls historically, and much higher than their 2008 election result.

In fact, the Greens may have crossed a new threshold in that they are now in the lead by the narrowest of margins in one demographic cohort that will grow in influence in coming years: those currently under 25.

"It is hard to know whether this Green strength among the young is simply an expression of disenchantment with the existing political options, and whether the Greens can actually translate it into enduring political support," said Graves. "But it does signal something very important: that a party which can capture this age-group, as Barack Obama did in the United States in 2008, and can get them out to vote, will have staked a significant claim on the political future in Canada."
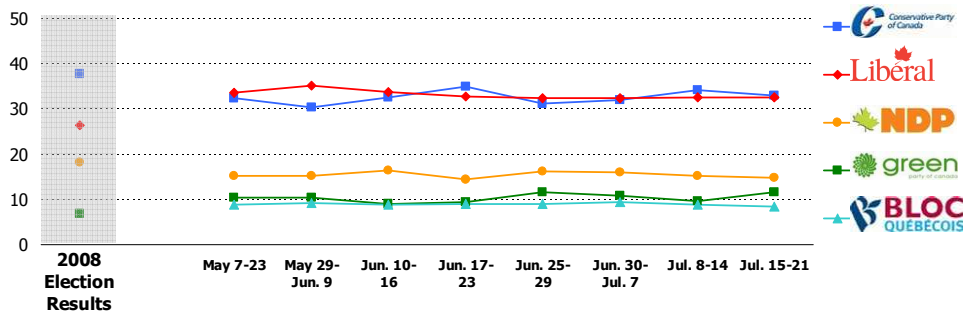
Top Line Results:
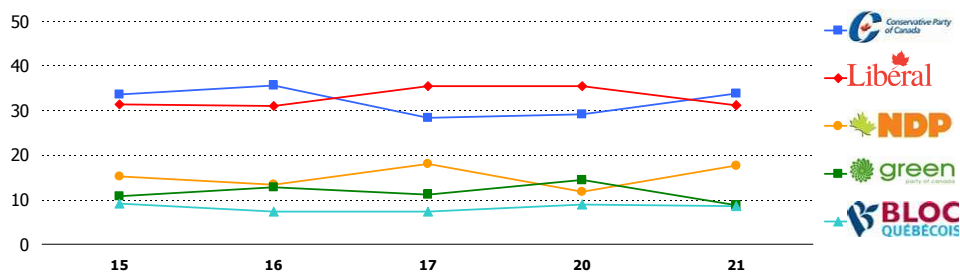
Federal vote intention

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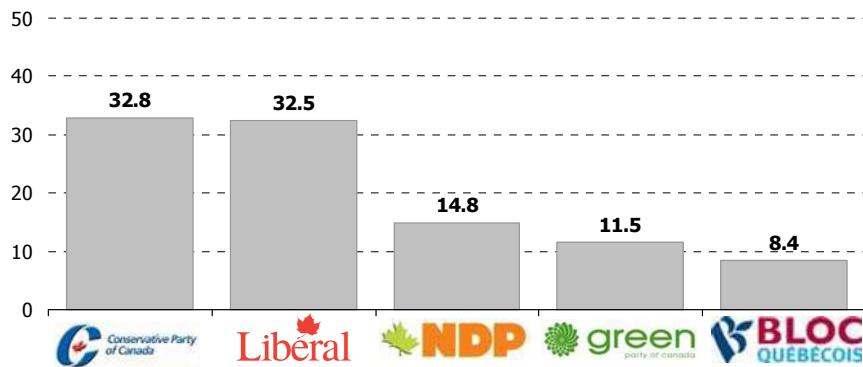
Weekly tracking of federal vote intention

Weekday daily tracking of federal vote intention (July 15-21)

BASE: Decided voters; most recent data points Jul. 15-21 (n=2633)

Second choice

Q. Which party would be your second choice?

| | | FIRST CHOICE | | | | | |
SECOND CHOICE	Second Choice (overall)	CPC	LPC	NDP	GP	BQ	Undec.
Conservative Party of Canada	13.2	--	26.9	14.1	14.4	8.9	10.1
Libéral	22.1	32.9	--	43.2	30.4	26.2	7.1
NDP	19.7	12.4	32.2	--	25.2	29.0	6.3
green party of canada	14.1	12.8	17.8	16.9	--	15.1	10.0
BLOC QUÉBÉCOIS	4.1	1.6	5.7	7.8	6.0	--	--
No second choice	26.8	40.2	17.5	17.9	24.0	20.8	66.5

BASE: Decided voters; Jul. 15-21 (n=2450)

Preferred outcome for next election

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

41% prefers some form of a Liberal Government   **vs.**   **34%** prefers some form of a Conservative Government

MINORITY LPC gov't	MAJORITY LPC gov't	MINORITY CPC gov't	MAJORITY CPC gov't
15	26	9	25

24% prefers a "minority government"
51% prefers a "majority government"
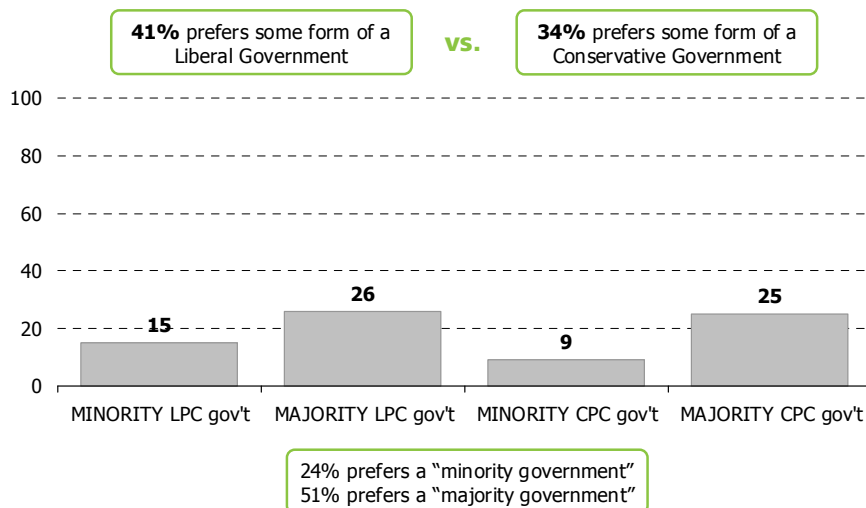
NOTE: There is also 25% that "prefers none of the above" options

BASE: Canadians; Jul. 15-21 (n=3158)

Detailed Tables:

National Federal Vote Intention[1]

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

	Conservative Party of Canada	Liberal	NDP	green party of canada	BLOC QUÉBÉCOIS	Sample Size	Margin of Error (+/-)
NATIONALLY	**32.8%**	**32.5%**	**14.8%**	**11.5%**	**8.4%**	**2633**	**1.9**
REGION							
British Columbia	35.8%	25.0%	23.6%	15.6%	0.0%	325	5.4
Alberta	55.8%	22.2%	10.6%	11.5%	0.0%	218	6.6
Saskatchewan/Manitoba	48.5%	20.4%	18.9%	12.2%	0.0%	175	7.4
Ontario	35.9%	39.8%	12.0%	12.2%	0.0%	1099	3.0
Quebec	15.4%	30.8%	10.9%	10.2%	32.7%	645	3.9
Atlantic Canada	26.9%	39.7%	28.2%	5.2%	0.0%	171	7.5
GENDER							
Male	35.7%	33.1%	12.4%	10.5%	8.2%	1263	2.8
Female	29.9%	32.0%	17.1%	12.5%	8.5%	1370	2.7
AGE							
<25	20.3%	24.9%	15.7%	26.9%	12.1%	262	6.1
25-44	28.4%	31.2%	17.4%	13.2%	9.8%	834	3.4
45-64	37.2%	33.9%	12.9%	8.2%	7.8%	985	3.1
65+	40.0%	37.0%	12.7%	5.8%	4.5%	552	4.2
EDUCATION							
High school or less	31.7%	29.1%	14.6%	13.2%	11.3%	673	3.8
College or CEGEP	37.5%	28.7%	15.7%	10.6%	7.5%	875	3.3
University or higher	29.3%	38.3%	14.0%	11.3%	7.1%	1085	3.0
METROPOLITAN CANADA							
Vancouver	35.9%	30.0%	22.0%	12.1%	0.0%	164	7.7
Calgary	59.4%	22.8%	6.9%	10.9%	0.0%	74	11.4
Toronto	29.6%	48.4%	9.9%	12.2%	0.0%	397	4.9
Ottawa	42.1%	41.1%	9.3%	7.5%	0.0%	217	6.7
Montreal	10.8%	36.2%	10.1%	10.2%	32.7%	324	5.4

[1] The data presented in this and our other tables on federal vote intention are based on decided voters only. Our survey also finds that 15.9% 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?

	Conservative Party of Canada	Liberal	NDP	green party of canada	Sample Size	Margin of Error (+/-)
OVERALL	**35.8%**	**25.0%**	**23.6%**	**15.6%**	**325**	**5.4**
GENDER						
Male	39.1%	25.4%	17.2%	18.3%	146	8.1
Female	32.5%	24.5%	29.9%	13.1%	179	7.3
AGE						
<25	28.5%	17.0%	29.3%	25.2%	29	18.2
25-44	29.5%	21.7%	32.2%	16.6%	90	10.3
45-64	36.2%	30.1%	19.0%	14.7%	127	8.7
65+	49.6%	25.5%	15.0%	9.9%	79	11.0
EDUCATION						
High school or less	39.2%	20.3%	25.2%	15.3%	74	11.4
College or CEGEP	33.2%	26.0%	28.2%	12.6%	114	9.2
University or higher	36.0%	26.3%	19.0%	18.7%	137	8.4

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 party of canada	Sample Size	Margin of Error (+/-)
OVERALL	**55.8%**	**22.2%**	**10.6%**	**11.5%**	**218**	**6.6**
GENDER						
Male	55.1%	24.9%	13.3%	6.7%	104	9.6
Female	56.5%	18.9%	8.3%	16.3%	114	9.2
AGE						
<25	47.2%	11.7%	12.3%	28.8%	17	23.8
25-44	59.9%	14.9%	13.2%	12.0%	71	11.6
45-64	53.5%	29.6%	7.8%	9.1%	88	10.5
65+	57.2%	25.2%	11.6%	6.0%	42	15.1
EDUCATION						
High school or less	49.8%	24.6%	9.3%	16.3%	58	12.9
College or CEGEP	60.1%	14.3%	16.0%	9.7%	81	10.9
University or higher	56.2%	27.7%	6.6%	9.5%	79	11.0

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 party of canada	Sample Size	Margin of Error (+/-)
OVERALL	**48.5%**	**20.4%**	**18.9%**	**12.2%**	**175**	**7.4**
GENDER						
Male	48.9%	19.6%	15.3%	16.3%	86	10.6
Female	47.3%	20.6%	21.4%	10.6%	89	10.4
AGE						
<25	36.0%	17.9%	10.4%	35.7%	11	29.6
25-44	48.5%	19.2%	15.4%	16.9%	50	13.9
45-64	51.9%	22.4%	18.4%	7.2%	72	11.6
65+	46.8%	18.7%	26.9%	7.7%	42	15.1
EDUCATION						
High school or less	48.1%	14.8%	20.4%	16.8%	63	12.4
College or CEGEP	60.0%	14.7%	12.4%	12.9%	49	14.0
University or higher	38.6%	30.1%	20.8%	10.4%	63	12.4

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 party of canada	Sample Size	Margin of Error (+/-)
OVERALL	**35.9%**	**39.8%**	**12.0%**	**12.2%**	**1099**	**3.0**
GENDER						
Male	40.1%	39.8%	9.4%	10.7%	567	4.1
Female	31.2%	39.8%	15.2%	13.9%	532	4.3
AGE						
<25	22.1%	39.6%	10.7%	27.6%	116	9.1
25-44	29.1%	39.2%	15.8%	15.9%	336	5.4
45-64	41.2%	39.3%	11.5%	8.1%	416	4.8
65+	45.2%	41.8%	8.2%	4.8%	231	6.5
EDUCATION						
High school or less	38.6%	34.8%	12.6%	14.0%	241	6.3
College or CEGEP	40.3%	34.6%	12.6%	12.5%	334	5.4
University or higher	30.8%	45.9%	11.9%	11.3%	524	4.3

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	**15.4%**	**30.8%**	**10.9%**	**10.2%**	**32.7%**	**645**	**3.9**
GENDER							
Male	17.2%	30.0%	11.9%	7.2%	33.8%	282	5.8
Female	14.4%	33.0%	9.8%	11.8%	31.0%	363	5.1
AGE							
<25	10.3%	13.3%	15.1%	25.0%	36.3%	81	10.9
25-44	12.0%	30.7%	11.6%	9.8%	36.0%	224	6.6
45-64	21.1%	32.4%	7.6%	6.1%	32.9%	222	6.6
65+	17.0%	43.0%	12.8%	5.6%	21.6%	118	9.0
EDUCATION							
High school or less	14.4%	29.0%	7.3%	10.5%	38.9%	186	7.2
College or CEGEP	23.0%	30.4%	10.5%	8.6%	27.5%	236	6.4
University or higher	9.5%	34.8%	14.4%	9.6%	31.7%	223	6.6

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	**26.9%**	**39.7%**	**28.2%**	**5.2%**	**171**	**7.5**
GENDER						
Male	27.3%	45.1%	21.0%	6.5%	78	11.1
Female	24.4%	33.6%	37.5%	4.5%	93	10.2
AGE						
<25	0.0%	34.9%	50.4%	14.7%	8	34.7
25-44	28.2%	35.9%	27.6%	8.3%	63	12.4
45-64	28.0%	39.0%	30.0%	3.0%	60	12.7
65+	29.9%	50.6%	19.5%	0.0%	40	15.5
EDUCATION						
High school or less	14.8%	34.8%	40.1%	10.2%	51	13.7
College or CEGEP	35.0%	36.4%	25.2%	3.3%	61	12.6
University or higher	27.0%	47.1%	22.5%	3.4%	59	12.8

Second Choice

Q. Which party would be your second choice?

	Conservative Party of Canada	Liberal	NDP	green	BLOC QUÉBÉCOIS	No 2nd Choice	Sample Size	Margin of Error (+/-)
NATIONALLY	**13.2%**	**22.1%**	**19.7%**	**14.1%**	**4.1%**	**26.8%**	**2450**	**1.9**
REGION								
British Columbia	10.1%	26.0%	20.5%	13.4%	--	30.0%	305	5.6
Alberta	12.2%	16.1%	17.8%	15.2%	--	38.8%	206	6.8
Saskatchewan/ Manitoba	8.7%	27.9%	17.9%	12.1%	--	33.4%	171	7.5
Ontario	14.4%	21.7%	20.0%	16.9%	--	27.0%	1023	3.1
Quebec	13.2%	21.7%	20.6%	9.8%	16.4%	18.5%	581	4.1
Atlantic Canada	18.2%	22.2%	18.5%	15.1%	--	26.0%	164	7.7
GENDER								
Male	14.1%	23.0%	19.4%	14.3%	3.7%	25.5%	1160	2.9
Female	12.4%	21.3%	20.1%	13.8%	4.4%	28.1%	1290	2.7
AGE								
<25	12.6%	21.5%	27.3%	16.5%	7.6%	14.5%	233	6.4
25-44	13.4%	23.1%	19.1%	14.2%	4.4%	25.9%	782	3.5
45-64	13.0%	22.6%	19.5%	13.6%	3.9%	27.3%	942	3.2
65+	13.6%	19.6%	17.1%	13.2%	1.6%	35.0%	493	4.4
EDUCATION								
High school or less	13.6%	21.1%	19.3%	13.5%	4.7%	27.8%	604	4.0
College or CEGEP	13.8%	22.1%	18.2%	15.3%	3.8%	26.8%	805	3.4
University or higher	12.5%	22.9%	21.3%	13.4%	3.8%	26.2%	1041	3.0
Conservative Party of Canada	--	26.9%	14.1%	14.4%	8.9%	10.1%	762	3.5
Liberal Party of Canada	32.9%	--	43.2%	30.4%	26.2%	7.1%	815	3.4
NDP	12.4%	32.2%	--	25.2%	29.0%	6.3%	333	5.4
Green Party	12.8%	17.8%	16.9%	--	15.1%	10.0%	242	6.3
Bloc Québécois	1.6%	5.7%	7.8%	6.0%	--	0.0%	189	7.1
Undecided	40.2%	17.5%	17.9%	24.0%	20.8%	66.5%	67	12.0

Preferred Outcome of Next Election

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

	Minority LPC govt'	Majority LPC govt'	Minority CPC govt'	Majority CPC govt'	None of the above	Sample Size	Margin of Error (+/-)
NATIONALLY	**15%**	**26%**	**9%**	**25%**	**25%**	**3158**	**1.7**
REGION							
British Columbia	14%	19%	11%	28%	27%	388	5.0
Alberta	11%	16%	7%	44%	23%	264	6.0
Saskatchewan/Manitoba	10%	18%	13%	36%	23%	218	6.6
Ontario	15%	30%	8%	26%	20%	1330	2.7
Quebec	17%	29%	11%	13%	31%	751	3.6
Atlantic Canada	14%	27%	6%	23%	29%	207	6.8
GENDER							
Male	14%	26%	11%	27%	22%	1478	2.6
Female	15%	26%	8%	23%	28%	1680	2.4
AGE							
<25	15%	22%	12%	15%	35%	344	5.3
25-44	16%	24%	9%	23%	28%	1014	3.1
45-64	15%	26%	8%	29%	22%	1166	2.9
65+	12%	32%	9%	30%	17%	634	3.9
EDUCATION							
High school or less	13%	20%	10%	25%	33%	877	3.3
College or CEGEP	13%	24%	11%	28%	23%	1048	3.0
University or higher	17%	32%	7%	23%	20%	1233	2.8
CURRENT VOTE INTENTION							
Conservative Party of Canada	5%	3%	14%	74%	4%	871	3.3
Liberal Party of Canada	22%	66%	5%	3%	4%	899	3.3
NDP	21%	17%	9%	7%	47%	368	5.1
Green Party	16%	18%	12%	10%	45%	285	5.8
Bloc Québécois	27%	14%	11%	6%	42%	210	6.8
Undecided	10%	11%	6%	13%	61%	379	5.0

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 the July 15-21, 2009.[2] In total, a random sample of 3,158 Canadians aged 18 and over responded to the survey (including a sub-sample of 2,633 decided voters). The margin of error associated with 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, 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.

---

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