

LANDSCAPE FREEZES AS TEMPERATURE PLUMMETS:

YOUNG CANADA WOULD ELECT GREEN GOVERNMENT; SENIOR CANADA WOULD NOT ELECT A SINGLE GREEN MP

[Ottawa – December 9, 2010] – It seems that little has changed over the last few weeks, with the Conservative Party retaining a modest five-point lead. Despite talks of a possible Conservative majority, the results suggest that the current trend to minority governments is not about to change. Indeed, at 33.7 points, the Conservatives are closer to losing power than they are to a majority, if there were to be a hypothetical election based on today's numbers.

The elusiveness of a majority is also underlined by very low satisfaction levels with the direction of the federal government, which continues to sit just below the 40-point mark. Directional satisfaction is often serves as an indicator of future movement in the political landscape.

There is little of seasonal cheer for the Liberal who are stuck at 29.2 points. They can take some mild comfort in that they are faring relatively better than they were at this time last year, when the Conservative led by more than nine points. The more obvious problem, however, is the continued failure of Canada's erstwhile natural governing party to crack the pretty humble 30-point ceiling they seem to be stuck under.

What may be most startling about this poll is how vividly it reveals the profound generational chasm in Canada. The Green Party now leads significantly among youth and would be close to the range of a majority government if voting were limited to those under 25. Seniors, meanwhile, stand firmly behind the Conservative Party, who would win a 200 plus seat majority if only those over 65 were to vote. Fortunately for the Conservatives, voting rates are much higher among seniors and the current reality of a strong Conservative minority government is much more in tune with the older voter lean than the hypothetical young Canada Parliament. This may in part explain the dismal voting rates among younger voters.

HIGHLIGHTS

- **National federal vote intention:**
 - ☒ 33.7% CPC
 - ☒ 29.2% LPC
 - ☒ 14.4% NDP
 - ☒ 10.4% Green
 - ☒ 9.8% BQ
 - ☒ 2.5% other
- **Direction of country:**
 - ☒ 47.6% right direction
 - ☒ 38.9% wrong direction
 - ☒ 13.5% DK/NR
- **Direction of government:**
 - ☒ 39.9% right direction
 - ☒ 46.0% wrong direction
 - ☒ 14.0% DK/NR
- **Most important election issue:**
 - ☒ 37% social issues
 - ☒ 33% economic issues
 - ☒ 18% fiscal issues
 - ☒ 8% ethics and accountability
 - ☒ 5% DK/NR

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

Regionally, Ontario (including the Greater Toronto Area), which will be the key battleground in the next election, is deadlocked, with the Conservatives and the Liberals in a statistical tie. There isn't much else of note in the regional number for this poll.

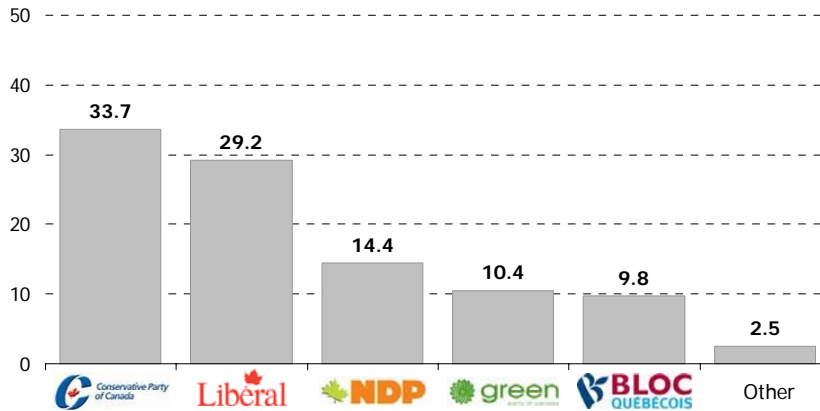
This week, we also asked respondents what they considered to be the most important issue for the next election. For the first time in several years, social issues like health and education are eclipsing economic issues like jobs and growth by a slight but statistically significant margin. This shift could be seen as somewhat problematic for the Conservatives who, according to past research, are seen as better stewards of the economy while the Liberals and the NDP have traditionally been seen as better equipped to address Canada's social issues. However, we have not yet seen any evidence to suggest that this shift in priorities has translated into gains in voter preference for opposition parties.

It is also noteworthy that while concerns with ethics are very low everywhere but Alberta, Quebeckers are showing much higher than normal concerns with ethics. In a more typical fashion, social issues are the dominant factors for Quebeckers and women voters.

Top Line Results:

Federal vote intention: December 1-7

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



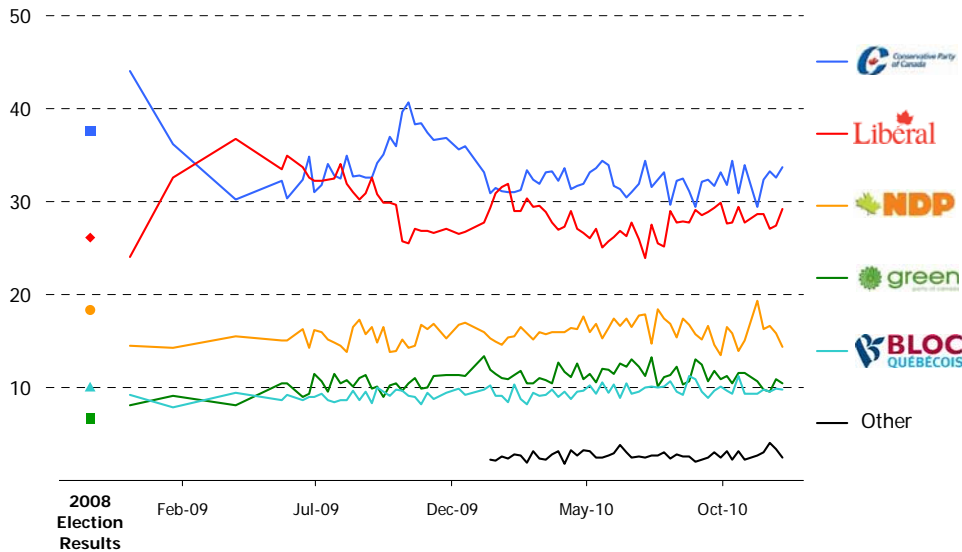
Note: The data on federal vote intention are based on decided and leaning voters only. Our survey also finds that 15.5% of Canadians are undecided/ineligible to vote.

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BASE: Decided voters; December 1-7, 2010 (n=2,153)

Weekly tracking of federal vote intention

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



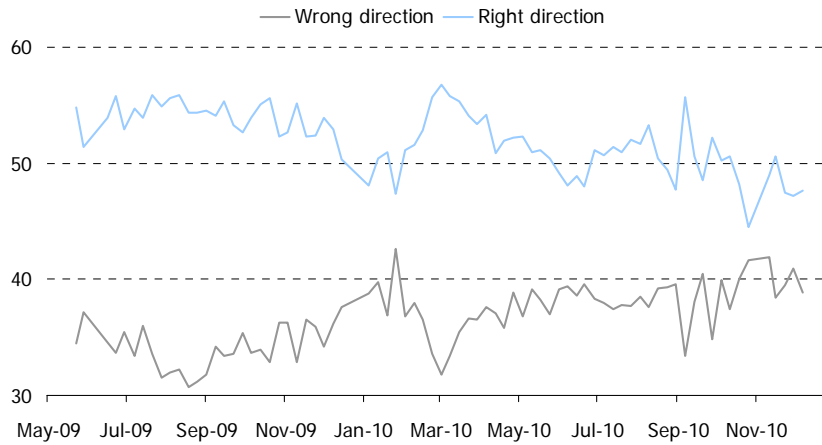
Note: The data on federal vote intention are based on decided and leaning voters only. Our survey also finds that 15.5% of Canadians are undecided/ineligible to vote.

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BASE: Decided voters; most recent data point December 1-7, 2010 (n=2,153)

Direction of country

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

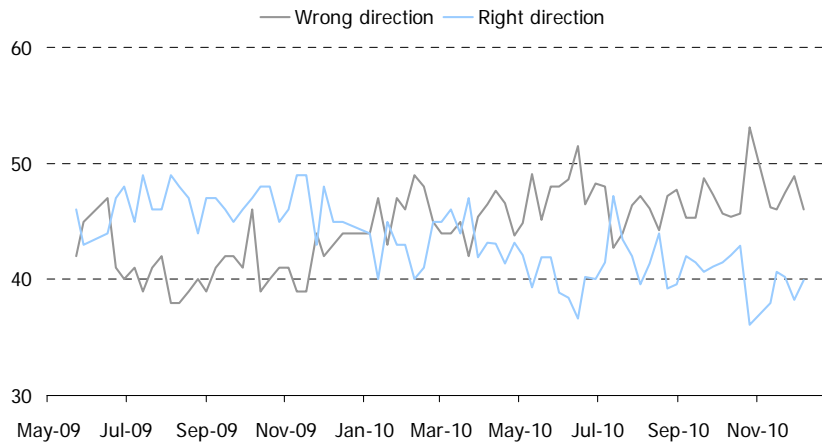


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BASE: Canadians; most recent data point December 1-7, 2010 (n=half sample)

Direction of government

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

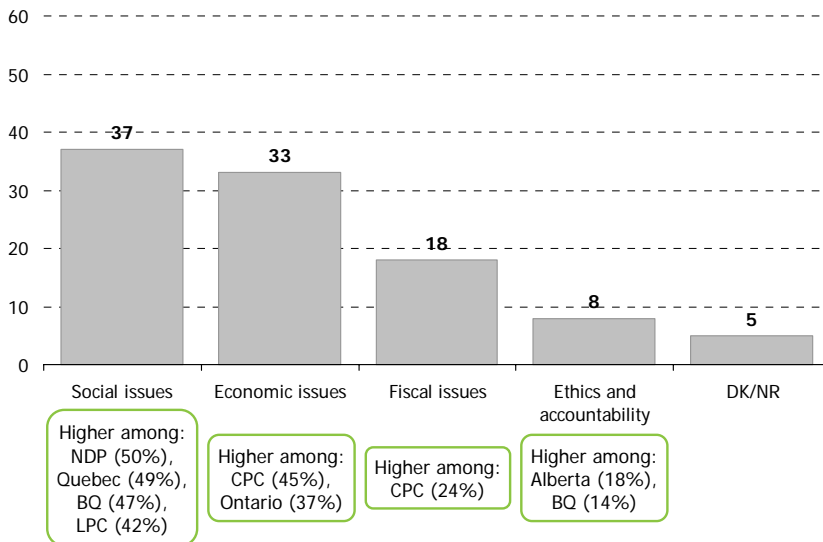


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BASE: Canadians; most recent data point December 1-7, 2010 (n=half sample)

Most important election issue

Q. Of the following issues, which one do you think should be the most important issue for the next federal election: 1) issues like ethics and accountability; 2) the economy, jobs, and growth; 3) fiscal issues like taxes and debt; or 4) social issues like health and education?

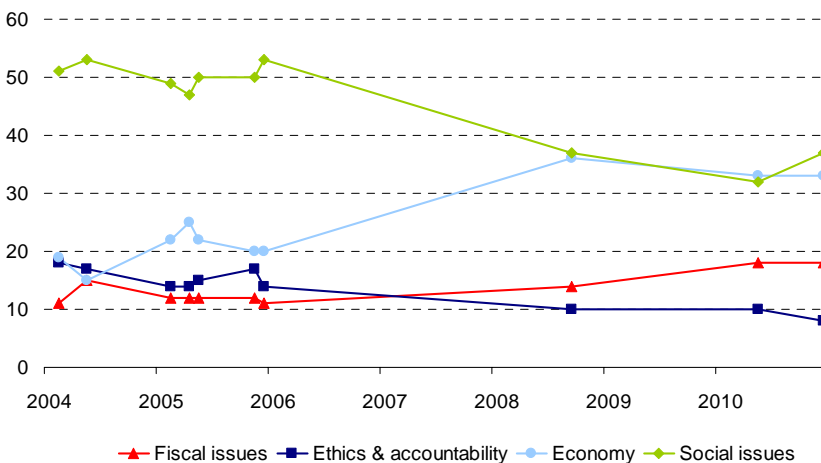


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BASE: Canadians; December 3-7 (n=1,356)

Most important election issue






Q. Of the following issues, which one do you think should be the most important issue for the next federal election: 1) issues like ethics and accountability; 2) the economy, jobs, and growth; 3) fiscal issues like taxes and debt; or 4) social issues like health and education?



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BASE: Canadians; Most recent data point December 3-7 (n=1,356)

Detailed Tables:

National Federal Vote Intention								
<i>Q. If a federal election were held tomorrow, which party would you vote for?</i>								
						Other	Sample Size	Margin of Error (+/-)
NATIONALLY	33.7%	29.2%	14.4%	10.4%	9.8%	2.5%	2153	2.1
REGION								
British Columbia	42.0%	25.3%	21.8%	8.5%	0.0%	2.4%	168	7.6
Alberta	62.7%	17.8%	6.1%	9.8%	0.0%	3.6%	158	7.8
Saskatchewan/Manitoba	47.5%	15.3%	18.9%	17.2%	0.0%	1.1%	135	8.4
Ontario	35.0%	34.4%	15.9%	12.2%	0.0%	2.4%	750	3.6
Quebec	16.8%	22.6%	11.0%	8.4%	38.4%	2.8%	797	3.5
Atlantic Canada	20.0%	58.2%	13.4%	6.7%	0.0%	1.7%	145	8.1
GENDER								
Male	36.6%	28.5%	11.6%	11.3%	9.4%	2.7%	1048	3.0
Female	30.8%	30.0%	17.2%	9.5%	10.2%	2.3%	1105	3.0
AGE								
<25	18.2%	20.9%	14.5%	34.8%	9.4%	2.2%	134	8.5
25-44	33.6%	28.8%	15.9%	8.3%	11.8%	1.6%	640	3.9
45-64	31.7%	32.2%	13.9%	8.2%	10.8%	3.2%	891	3.3
65+	46.2%	29.0%	12.6%	5.0%	4.2%	3.0%	488	4.4
EDUCATION								
High school or less	33.1%	19.1%	18.2%	14.8%	11.1%	3.6%	659	3.8
College or CEGEP	37.4%	26.3%	14.8%	8.6%	10.2%	2.8%	722	3.7
University or higher	30.8%	39.2%	11.2%	8.8%	8.5%	1.4%	772	3.5
METROPOLITAN CANADA								
Vancouver	45.0%	20.7%	21.4%	10.9%	0.0%	2.0%	44	14.8
Calgary	56.6%	29.2%	7.0%	5.1%	0.0%	2.0%	43	14.9
Toronto	37.9%	36.9%	11.0%	11.1%	0.0%	3.1%	185	7.2
Ottawa	48.0%	42.6%	3.5%	5.9%	0.0%	0.0%	59	12.8
Montreal	14.8%	21.8%	11.3%	8.5%	42.0%	1.6%	245	6.3





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	42.0%	25.3%	21.8%	8.5%	2.4%	168	7.6
GENDER							
Male	57.8%	16.4%	12.6%	8.2%	5.0%	75	11.3
Female	22.1%	30.7%	31.0%	15.8%	0.5%	93	10.2
AGE							
<25	8.5%	17.1%	8.5%	65.9%	0.0%	7	37.0
25-44	50.9%	26.9%	19.3%	2.9%	0.0%	34	16.8
45-64	30.7%	21.3%	32.6%	8.5%	6.8%	75	11.3
65+	52.6%	26.7%	15.4%	4.1%	1.2%	52	13.6
EDUCATION							
High school or less	20.7%	16.4%	36.5%	25.4%	1.0%	43	14.9
College or CEGEP	49.9%	24.4%	17.5%	4.0%	4.2%	58	12.9
University or higher	43.3%	29.3%	15.1%	10.0%	2.3%	67	12.0





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	62.7%	17.8%	6.1%	9.8%	3.6%	158	7.8
GENDER							
Male	70.2%	10.7%	4.4%	11.8%	2.9%	67	12.0
Female	57.4%	24.5%	7.9%	5.7%	4.6%	91	10.3
AGE							
<25	32.4%	12.5%	5.6%	49.5%	0.0%	12	28.3
25-44	58.4%	22.8%	7.0%	8.6%	3.2%	35	16.6
45-64	71.3%	15.2%	6.3%	2.3%	4.9%	71	11.6
65+	73.1%	15.1%	4.5%	2.9%	4.4%	40	15.5
EDUCATION							
High school or less	60.1%	8.6%	6.7%	17.2%	7.3%	49	14.0
College or CEGEP	70.2%	12.0%	7.3%	6.3%	4.2%	65	12.2
University or higher	58.8%	33.4%	4.3%	3.5%	0.0%	44	14.8





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	47.5%	15.3%	18.9%	17.2%	1.1%	135	8.4
GENDER							
Male	37.1%	18.7%	16.0%	25.8%	2.3%	63	12.4
Female	60.0%	10.7%	21.0%	8.4%	0.0%	72	11.6
AGE							
<25	11.4%	0.0%	5.8%	77.1%	5.7%	7	37.0
25-44	57.9%	12.3%	14.9%	14.9%	0.0%	35	16.6
45-64	46.4%	21.2%	26.8%	4.2%	1.4%	56	13.1
65+	59.8%	16.6%	18.9%	4.7%	0.0%	37	16.1
EDUCATION							
High school or less	42.1%	13.3%	14.4%	30.2%	0.0%	50	13.9
College or CEGEP	57.1%	11.8%	21.6%	9.4%	0.0%	34	16.8
University or higher	52.1%	17.4%	21.6%	5.9%	3.0%	51	13.7






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	35.0%	34.4%	15.9%	12.2%	2.4%	750	3.6
GENDER							
Male	35.5%	34.6%	14.2%	13.5%	2.2%	392	5.0
Female	34.2%	34.6%	17.9%	10.8%	2.5%	358	5.2
AGE							
<25	21.7%	21.7%	18.9%	34.4%	3.3%	51	13.7
25-44	34.4%	35.0%	20.4%	8.8%	1.4%	204	6.9
45-64	33.9%	38.6%	12.6%	12.6%	2.4%	306	5.6
65+	44.5%	33.1%	13.0%	5.7%	3.8%	189	7.1
EDUCATION							
High school or less	37.6%	19.5%	22.3%	15.2%	5.4%	197	7.0
College or CEGEP	33.6%	33.4%	19.1%	12.0%	2.0%	248	6.2
University or higher	34.2%	44.4%	9.9%	10.5%	0.9%	305	5.6





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	16.8%	22.6%	11.0%	8.4%	38.4%	2.8%	797	3.5
GENDER								
Male	21.9%	18.5%	10.6%	6.9%	38.8%	3.2%	384	5.0
Female	13.5%	26.3%	10.9%	8.8%	37.5%	3.0%	413	4.8
AGE								
<25	10.9%	27.1%	15.8%	17.2%	28.9%	0.0%	50	13.9
25-44	16.3%	24.3%	10.8%	8.3%	38.0%	2.3%	292	5.7
45-64	16.0%	16.8%	8.4%	6.3%	47.9%	4.8%	321	5.5
65+	28.2%	26.9%	12.2%	4.4%	24.9%	3.3%	134	8.5
EDUCATION								
High school or less	19.1%	21.6%	10.4%	7.4%	38.8%	2.6%	273	5.9
College or CEGEP	20.6%	21.1%	9.8%	6.5%	38.3%	3.7%	259	6.1
University or higher	13.3%	24.6%	12.0%	9.8%	37.4%	2.9%	265	6.0

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	20.0%	58.2%	13.4%	6.7%	1.7%	145	8.1
GENDER							
Male	13.2%	72.1%	6.4%	4.3%	3.9%	67	12.0
Female	25.0%	45.8%	24.5%	3.2%	1.5%	78	11.1
AGE							
<25	28.6%	42.9%	14.3%	0.0%	14.3%	7	37.0
25-44	21.8%	43.0%	28.4%	5.7%	1.1%	40	15.5
45-64	7.6%	85.4%	4.5%	2.6%	0.0%	62	12.5
65+	31.1%	47.3%	12.1%	5.4%	4.1%	36	16.3
EDUCATION							
High school or less	29.0%	48.0%	9.7%	3.8%	9.5%	47	14.3
College or CEGEP	27.9%	39.8%	26.3%	4.6%	1.4%	58	12.9
University or higher	7.7%	78.1%	10.9%	3.3%	0.0%	40	15.5

<u>Direction of Country</u>					
<i>Q. All things considered, would you say the country is moving in the right direction or the wrong direction?</i>					
	Right Direction	Wrong Direction	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	47.6%	38.9%	13.5%	1273	2.8
REGION					
British Columbia	44.0%	41.7%	14.3%	108	9.4
Alberta	58.3%	21.6%	20.1%	83	10.8
Saskatchewan/Manitoba	60.6%	23.3%	16.1%	85	10.6
Ontario	47.2%	39.0%	13.8%	429	4.7
Quebec	42.5%	49.3%	8.1%	470	4.5
Atlantic Canada	51.3%	30.4%	18.3%	98	9.9
GENDER					
Male	50.5%	40.5%	9.0%	593	4.0
Female	45.0%	37.5%	17.5%	680	3.8
AGE					
<25	50.9%	26.1%	23.0%	91	10.3
25-44	47.3%	41.3%	11.4%	395	4.9
45-64	41.1%	48.6%	10.3%	523	4.3
65+	58.6%	23.7%	17.7%	264	6.0
EDUCATION					
High school or less	44.4%	33.1%	22.5%	422	4.8
College or CEGEP	47.5%	41.5%	11.0%	417	4.8
University or higher	50.5%	41.5%	8.0%	434	4.7
CURRENT VOTE INTENTION					
Conservative Party of Canada	71.7%	20.9%	7.4%	343	5.3
Liberal Party of Canada	47.4%	40.7%	11.9%	282	5.8
NDP	23.3%	57.3%	19.4%	156	7.9
Green Party	35.1%	45.7%	19.2%	109	9.4
Bloc Quebecois	33.6%	59.9%	6.5%	171	7.5
Undecided	30.5%	62.5%	7.0%	25	19.6

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	39.9%	46.0%	14.0%	1274	2.8
REGION					
British Columbia	43.4%	39.1%	17.5%	96	10.0
Alberta	60.6%	21.9%	17.6%	102	9.7
Saskatchewan/Manitoba	45.2%	28.5%	26.3%	85	10.6
Ontario	44.7%	43.0%	12.3%	461	4.6
Quebec	26.7%	61.0%	12.3%	451	4.6
Atlantic Canada	22.7%	68.3%	9.0%	79	11.0
GENDER					
Male	44.3%	45.5%	10.2%	594	4.0
Female	35.8%	46.5%	17.8%	680	3.8
AGE					
<25	42.6%	43.0%	14.4%	91	10.3
25-44	35.9%	49.1%	15.1%	370	5.1
45-64	39.0%	50.0%	11.0%	527	4.3
65+	47.0%	34.7%	18.3%	286	5.8
EDUCATION					
High school or less	42.5%	36.2%	21.4%	407	4.9
College or CEGEP	45.8%	41.6%	12.6%	439	4.7
University or higher	32.8%	57.7%	9.5%	428	4.7
CURRENT VOTE INTENTION					
Conservative Party of Canada	74.5%	14.7%	10.8%	359	5.2
Liberal Party of Canada	27.5%	61.1%	11.4%	286	5.8
NDP	29.7%	56.6%	13.7%	152	8.0
Green Party	30.3%	53.1%	16.6%	89	10.4
Bloc Quebecois	7.2%	84.0%	8.8%	148	8.1
Undecided	23.8%	65.2%	11.0%	33	17.1

Most Important Election Issue

Q. Of the following issues, which one do you think should be the most important issue for the next federal election: 1) issues like ethics and accountability; 2) the economy, jobs, and growth; 3) fiscal issues like taxes and debt; or 4) social issues like health and education?

	Ethics	The economy	Fiscal issues	Social issues	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	8%	33%	17%	37%	5%	1356	2.7
REGION							
British Columbia	8%	35%	20%	34%	3%	102	9.7
Alberta	18%	30%	17%	32%	3%	104	9.6
Saskatchewan/Manitoba	7%	41%	16%	31%	6%	88	10.5
Ontario	7%	37%	20%	32%	5%	467	4.5
Quebec	8%	24%	14%	48%	6%	502	4.4
Atlantic Canada	8%	34%	12%	41%	4%	93	10.2
GENDER							
Male	12%	33%	24%	27%	4%	631	3.9
Female	5%	32%	12%	46%	5%	725	3.6
AGE							
<25	10%	32%	19%	29%	9%	106	9.5
25-44	7%	27%	21%	41%	4%	410	4.8
45-64	8%	37%	17%	36%	2%	552	4.2
65+	10%	35%	11%	37%	7%	288	5.8
EDUCATION							
High school or less	9%	35%	17%	33%	7%	431	4.7
College or CEGEP	9%	30%	19%	38%	4%	451	4.6
University or higher	7%	34%	17%	39%	3%	474	4.5
CURRENT VOTE INTENTION							
Conservative Party of Canada	7%	45%	24%	22%	2%	380	5.0
Liberal Party of Canada	7%	35%	13%	42%	3%	319	5.5
NDP	4%	27%	16%	50%	3%	160	7.8
Green Party	7%	28%	21%	39%	6%	103	9.7
Bloc Quebecois	14%	23%	12%	47%	4%	156	7.9
Undecided	20%	16%	25%	35%	4%	29	18.2

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 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 December 1-7, 2010¹. In total, a random sample of 2,574 Canadians aged 18 and over responded to the survey (including a sub-sample of 2,153 decided voters). The margin of error associated with the total sample is +/-1.9 percentage points, 19 times out of 20.

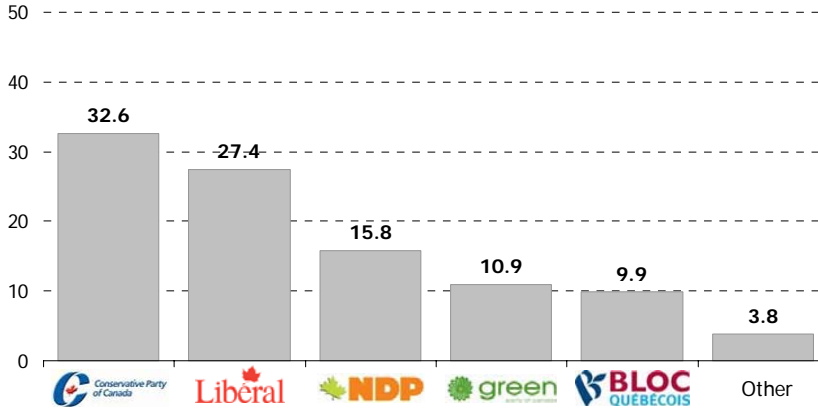
Please note that the margin of error increases when the results are sub-divided (i.e., error margins for sub-groups such as region, sex, age, education). All the data have been statistically weighted to ensure the samples composition reflects that of the actual population of Canada according to Census data.

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

Annex:

Federal vote intention: November 24-30

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



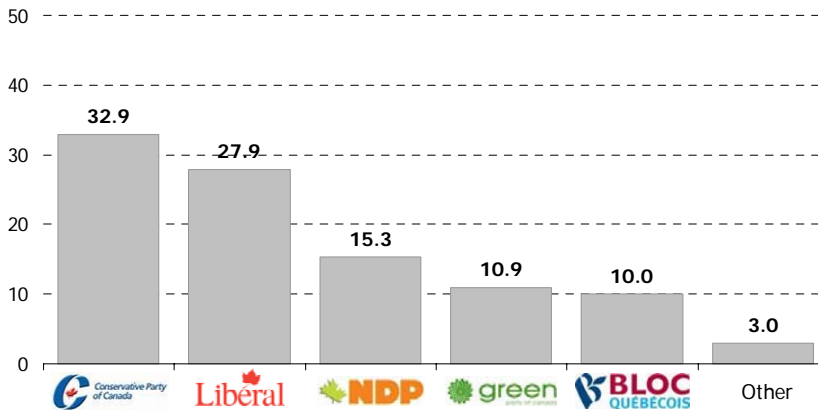
Note: The data on federal vote intention are based on decided and leaning voters only. Our survey also finds that 16.3% of Canadians are undecided/ineligible to vote.

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BASE: Decided voters; November 24-30, 2010 (n=1,925)

Federal vote intention: Nov. 24-Dec. 7 (2-week roll-up)

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 16.5% of Canadians are undecided/ineligible to vote.

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BASE: Decided voters; November 24-December 7, 2010 (n=4,078)