![EKOS POLITICS]

VOTER INTENTIONS APPEAR LOCKED INTO A CONFUSED PATTERN AS SUMMER RECESS BEGINS

[Ottawa – June 24, 2010] - There is little to distinguish the most recent poll from a pattern which appears to be increasingly locked in. With the summer now here, stingy voters have no clear choice as to who should rule if there were to be an election now.

The Conservatives are hanging on to a very narrow margin of advantage, which barely exceeds the margin of error of the poll. Worse, at 31 points, they are decisively down from the last election and well short of the majority territory they found themselves in last fall. The cumulative effects of a fractious parliament, punctuated with a highly controversial prorogation debacle and concluding with a fairly low grade scandal and wide concerns about the perceived profligacy of government security spending on the about-to-begin summit, have left the Conservatives reeling at 31 points.

Yet none of these opportunities have done much to vault the moribund Liberal party into an elevated position. At 28 points, they are showing some dim signs of life but still remain mired in what are next to historical lows of voter support.

HIGHLIGHTS

- **National federal vote intention:**
  - ¤ **31.0% CPC**
  - ¤ **27.7% LPC**
  - ¤ **16.5% NDP**
  - ¤ **13.0% Green**
  - ¤ **9.3% BQ**
  - ¤ **2.5% other**

- **Direction of country:**
  - ¤ **48.0% right direction**
  - ¤ **39.6% wrong direction**
  - ¤ **12.4% DK/NR**

- **Direction of government:**
  - ¤ **40.2% right direction**
  - ¤ **46.5% wrong direction**
  - ¤ **13.3% DK/NR**

- **Preferred type of government:**
  - ¤ **39% Liberal-NDP coalition**
  - ¤ **39% Conservative government**
  - ¤ **23% DK/NR**

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

The NDP are also down slightly while the GP continue to show surprising strength in this disaffected electorate. The BQ are running pretty stable but the continued malaise of all federalist options in Quebec augurs well for their future fortunes.

BC continues to be an interesting four-way race with the Green Party doing relatively well. Ontario remains the key race to watch with the Liberals maintaining a slight lead. The Liberals are seeing renewed competitiveness among seniors and lead the Conservatives in this group in terms of second choice.

Satisfaction with the federal government appears to have rebounded from last week's all-time low, with 40% who now say that Canada is moving in the right direction.

The poll includes second choice questions which are revealing in a number of ways. Compared to a year ago, there has been a rising resistance to providing a second choice, which may reflect the general torpor and lack of enthusiasm in the voter population. It may also reflect the more "locked in" feel we referred to earlier.

The Conservative numbers on this question are the most interesting as they demonstrate an important irony of their support. Less than half as many Conservative supporters will give a second choice. This indicates a much more committed and engaged constituency and this remains a major advantage for the Conservatives. This will result in higher turnout, more donations, and more committed volunteer workers on the ground.
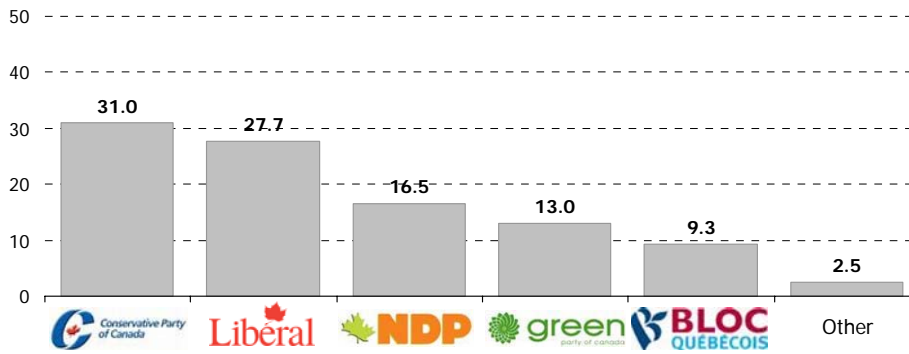
Yet the second choice numbers also show the Conservatives trailing all other parties, which suggests they may have the lowest ceiling of growth. This is a serious problem when they are stuck at 31 points. It may be the legacy of tactics which have served to reinforce the enthusiasm of their existing base while at the same time alienating future new supporters. Their positions on maternal abortion and gun registry are vivid examples of this problem.

Finally, the tracking question on enthusiasm for an Ignatieff-led coalition of the Liberals and NDP versus a Harper-led Conservative shows an interesting result. This approach would result in a dead heat with both options producing 38 points of support. Support for a coalition government has declined through time, as has Michael Ignatieff's approval rating (which may be why the numbers are now lower). All in all, it appears that even coalitions are no sure remedy to the ongoing logjam and discontent which seems to have gripped the Canadian electorate.
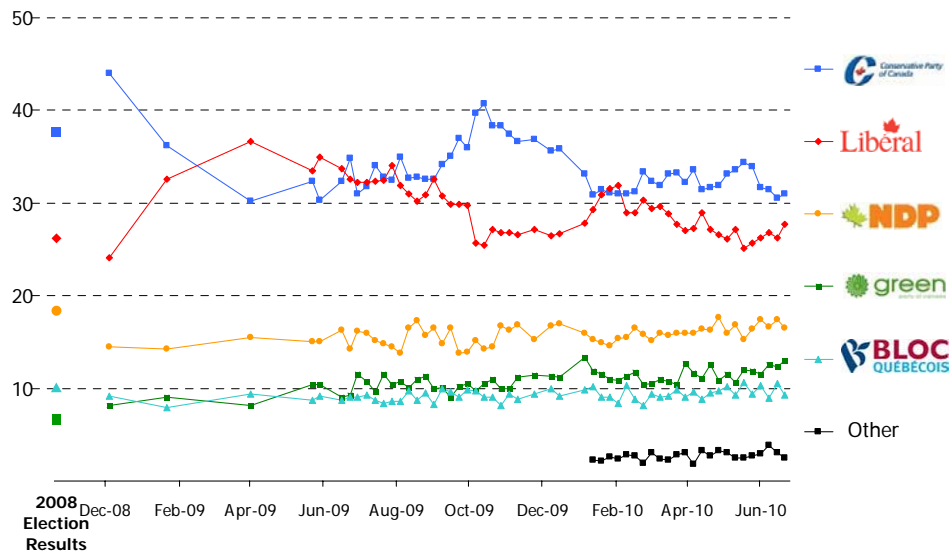
Top Line Results:

Federal vote intention

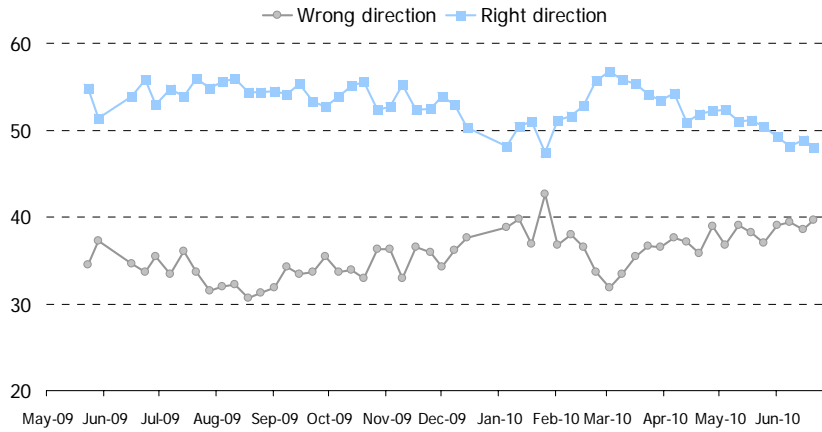**Q.** *If a federal election were held tomorrow, which party would you vote for?*

Weekly tracking of federal vote intention

Note: The data on federal vote intention are based on decided voters only.
Our survey also finds that 13.4% of Canadians are undecided/ineligible to vote.

BASE: Decided voters; most recent data point June 16-21 (n=1,724)

Direction of country

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

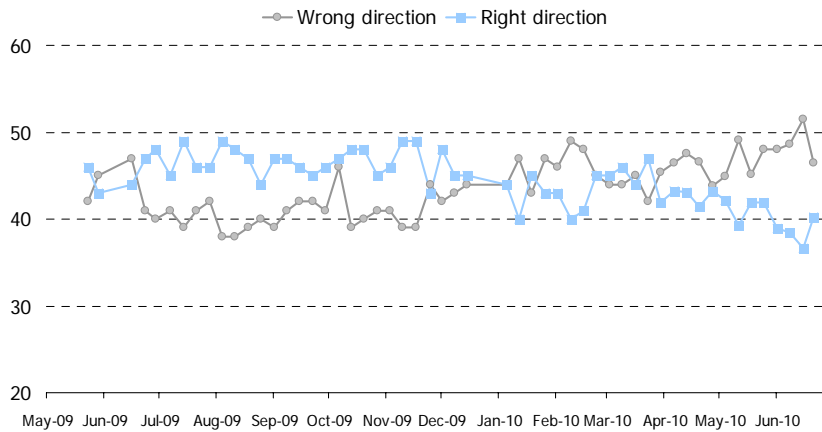**BASE:** Canadians; most recent data point June 16-21 (n=half sample)

Direction of government

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

BASE: Canadians; most recent data point June 16-21 (n=half sample)

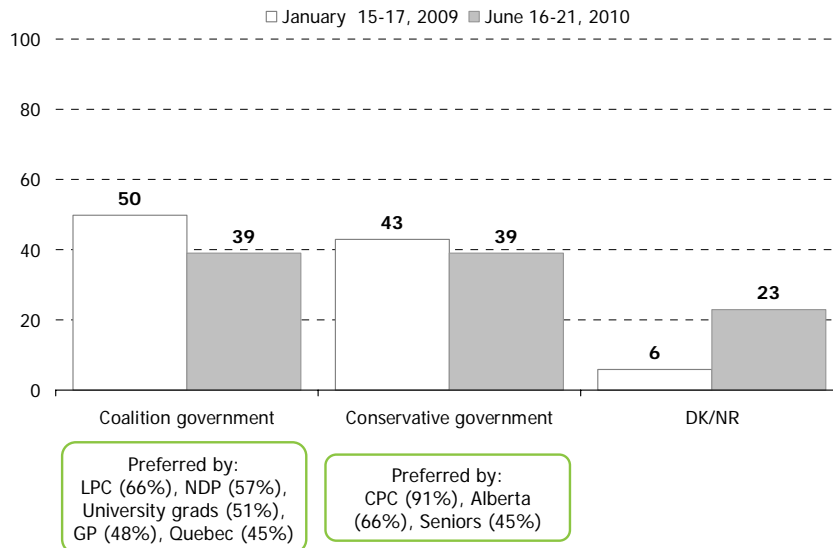## Second choice

Q. Which party would be your second choice?

| | | FIRST CHOICE | | | | | |
SECOND CHOICE	Second Choice (overall)	CPC	LPC	NDP	GP	BQ	Other
Conservative Party of Canada	**10.1**	--	17.4	13.8	10.9	11.6	19.0
Liberal	**14.1**	19.6	--	30.4	15.3	15.8	2.1
NDP	**20.9**	14.7	38.7	--	26.3	34.5	26.2
green party of canada	**11.4**	8.9	14.2	22.8	--	13.4	14.5
BLOC QUÉBÉCOIS	**2.7**	1.4	3.4	5.7	4.1	--	0.0
Other	**3.3**	4.4	1.5	2.9	6.9	0.9	--
No second choice	**37.5**	51.1	24.9	24.4	36.5	23.7	38.2

BASE: Eligible voters; June 16-21 (n=1,927)

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?

☐ January 15-17, 2009 ☐ June 16-21, 2010

	Coalition government	Conservative government	DK/NR
January 15-17, 2009	50	43	6
June 16-21, 2010	39	39	23

Coalition government — Preferred by: LPC (66%), NDP (57%), University grads (51%), GP (48%), Quebec (45%)

Conservative government — Preferred by: CPC (91%), Alberta (66%), Seniors (45%)

BASE: Canadians; most recent data point June 16-21 (n=1,981)

Detailed Tables:

National Federal Vote Intention

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

	Conservative Party of Canada	Liberal	NDP	green	BLOC QUÉBÉCOIS	Other	Sample Size	Margin of Error (+/-)
NATIONALLY	**31.0%**	**27.7%**	**16.5%**	**13.0%**	**9.3%**	**2.5%**	**1724**	**2.4**
REGION								
British Columbia	27.1%	29.1%	22.3%	19.2%	0.0%	2.4%	226	6.5
Alberta	54.9%	18.3%	8.5%	12.5%	0.0%	5.8%	145	8.1
Saskatchewan/Manitoba	45.1%	22.7%	18.0%	13.5%	0.0%	0.7%	103	9.7
Ontario	32.3%	35.3%	18.2%	11.5%	0.0%	2.7%	681	3.8
Quebec	14.6%	18.8%	13.1%	13.2%	38.9%	1.4%	437	4.7
Atlantic Canada	37.8%	32.5%	18.8%	9.0%	0.0%	1.8%	132	8.5
GENDER								
Male	32.1%	28.1%	14.7%	12.8%	9.6%	2.8%	834	3.4
Female	29.9%	27.4%	18.3%	13.2%	9.0%	2.2%	890	3.3
AGE								
<25	20.0%	28.9%	17.8%	21.2%	10.9%	1.2%	131	8.6
25-44	27.8%	23.3%	18.4%	15.9%	11.2%	3.4%	546	4.2
45-64	33.3%	30.1%	15.8%	9.5%	8.9%	2.5%	641	3.9
65+	39.2%	31.2%	13.3%	9.1%	5.5%	1.6%	406	4.9
EDUCATION								
High school or less	29.8%	23.5%	16.7%	14.4%	12.9%	2.8%	461	4.6
College or CEGEP	34.1%	23.7%	17.6%	13.8%	8.8%	2.0%	578	4.1
University or higher	29.0%	34.3%	15.5%	11.3%	7.3%	2.7%	685	3.7
METROPOLITAN CANADA								
Vancouver	25.4%	35.8%	22.4%	14.0%	0.0%	2.3%	83	10.8
Calgary	49.6%	20.1%	5.5%	18.4%	0.0%	6.4%	54	13.3
Toronto	33.5%	36.6%	17.7%	8.5%	0.0%	3.7%	225	6.5
Ottawa	38.1%	35.8%	14.6%	10.5%	0.0%	0.9%	120	9.0
Montreal	11.0%	21.4%	12.8%	13.6%	39.8%	1.5%	228	6.5

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	Other	Sample Size	Margin of Error (+/-)
OVERALL	**27.1%**	**29.1%**	**22.3%**	**19.2%**	**2.4%**	**226**	**6.5**
GENDER							
Male	28.5%	29.1%	22.2%	18.2%	1.9%	105	9.6
Female	25.4%	28.1%	22.5%	21.1%	2.8%	121	8.9
AGE							
<25	12.7%	35.2%	23.0%	29.1%	0.0%	17	23.8
25-44	22.5%	21.2%	25.8%	28.9%	1.6%	66	12.1
45-64	31.9%	32.9%	22.5%	10.6%	2.1%	93	10.2
65+	33.7%	31.8%	14.8%	13.8%	5.9%	50	13.9
EDUCATION							
High school or less	25.6%	22.8%	26.9%	19.5%	5.2%	56	13.1
College or CEGEP	27.0%	21.4%	25.5%	25.1%	1.0%	88	10.5
University or higher	27.7%	40.5%	15.8%	13.9%	2.0%	82	10.8

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	Other	Sample Size	Margin of Error (+/-)
OVERALL	**54.9%**	**18.3%**	**8.5%**	**12.5%**	**5.8%**	**145**	**8.1**
GENDER							
Male	48.4%	19.2%	13.3%	12.4%	6.7%	70	11.7
Female	58.4%	21.1%	4.2%	11.4%	4.8%	75	11.3
AGE							
<25	28.2%	57.7%	14.1%	0.0%	0.0%	7	37.0
25-44	54.9%	6.9%	10.8%	17.3%	10.0%	47	14.3
45-64	55.5%	24.7%	8.4%	6.7%	4.8%	54	13.3
65+	61.9%	15.8%	2.0%	17.9%	2.5%	37	16.1
EDUCATION							
High school or less	49.2%	26.4%	3.1%	16.0%	5.3%	34	16.8
College or CEGEP	55.6%	14.9%	15.6%	9.6%	4.3%	64	12.3
University or higher	54.0%	22.1%	4.3%	11.7%	8.0%	47	14.3

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	Other	Sample Size	Margin of Error (+/-)
OVERALL	**45.1%**	**22.7%**	**18.0%**	**13.5%**	**0.7%**	**103**	**9.7**
GENDER							
Male	47.0%	21.7%	15.4%	14.5%	1.4%	53	13.5
Female	44.8%	24.2%	19.7%	11.4%	0.0%	50	13.9
AGE							
<25	55.4%	32.3%	0.0%	12.3%	0.0%	6	40.0
25-44	39.8%	28.6%	16.4%	15.3%	0.0%	32	17.3
45-64	45.1%	18.8%	22.6%	13.5%	0.0%	37	16.1
65+	55.2%	15.2%	18.3%	7.6%	3.7%	28	18.5
EDUCATION							
High school or less	56.7%	9.9%	9.7%	23.7%	0.0%	28	18.5
College or CEGEP	45.5%	24.8%	18.4%	9.4%	1.8%	38	15.9
University or higher	37.4%	31.4%	23.0%	8.2%	0.0%	37	16.1

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	Other	Sample Size	Margin of Error (+/-)
OVERALL	**32.3%**	**35.3%**	**18.2%**	**11.5%**	**2.7%**	**681**	**3.8**
GENDER							
Male	35.5%	34.9%	14.8%	11.8%	2.9%	345	5.3
Female	28.7%	35.6%	21.9%	11.3%	2.5%	336	5.4
AGE							
<25	27.3%	34.6%	16.1%	22.0%	0.0%	53	13.5
25-44	27.8%	33.8%	20.5%	14.0%	3.8%	207	6.8
45-64	34.5%	36.1%	18.1%	7.8%	3.5%	249	6.2
65+	39.1%	36.8%	16.1%	7.2%	0.8%	172	7.5
EDUCATION							
High school or less	35.1%	28.8%	24.6%	10.2%	1.3%	163	7.7
College or CEGEP	31.4%	33.5%	19.3%	12.8%	3.1%	210	6.8
University or higher	31.0%	40.1%	14.2%	11.5%	3.2%	308	5.6

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	Other	Sample Size	Margin of Error (+/-)
OVERALL	**14.6%**	**18.8%**	**13.1%**	**13.2%**	**38.9%**	**1.4%**	**437**	**4.7**
GENDER								
Male	15.9%	21.1%	10.3%	11.8%	39.9%	1.0%	203	6.9
Female	14.1%	18.3%	15.2%	13.4%	37.4%	1.6%	234	6.4
AGE								
<25	9.5%	12.8%	13.6%	25.6%	36.9%	1.6%	40	15.5
25-44	14.1%	14.7%	15.4%	13.1%	40.9%	1.8%	157	7.8
45-64	14.5%	21.4%	8.9%	11.0%	42.9%	1.3%	146	8.1
65+	21.4%	30.7%	14.2%	6.6%	27.1%	0.0%	94	10.1
EDUCATION								
High school or less	9.5%	20.4%	6.8%	16.4%	44.7%	2.1%	140	8.3
College or CEGEP	22.2%	17.9%	7.5%	12.8%	39.1%	0.6%	134	8.5
University or higher	14.0%	20.6%	23.1%	8.8%	32.4%	1.1%	163	7.7

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	Other	Sample Size	Margin of Error (+/-)
OVERALL	**37.8%**	**32.5%**	**18.8%**	**9.0%**	**1.8%**	**132**	**8.5**
GENDER							
Male	35.9%	35.0%	16.5%	7.8%	4.7%	58	12.9
Female	39.8%	30.2%	20.6%	9.4%	0.0%	74	11.4
AGE							
<25	0.0%	24.9%	60.2%	0.0%	14.9%	8	34.7
25-44	42.1%	26.6%	17.9%	10.9%	2.6%	37	16.1
45-64	38.9%	34.2%	16.2%	10.6%	0.0%	62	12.5
65+	47.3%	44.4%	3.8%	4.5%	0.0%	25	19.6
EDUCATION							
High school or less	33.3%	26.8%	24.3%	7.8%	7.7%	40	15.5
College or CEGEP	46.1%	16.0%	29.4%	8.5%	0.0%	44	14.8
University or higher	34.1%	52.2%	4.2%	9.5%	0.0%	48	14.1

EKOS POLITICS

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	**48.0%**	**39.6%**	**12.4%**	**961**	**3.2**
REGION					
British Columbia	50.3%	33.2%	16.5%	122	8.9
Alberta	55.3%	32.2%	12.5%	70	11.7
Saskatchewan/Manitoba	37.1%	48.5%	14.3%	66	12.1
Ontario	52.7%	36.8%	10.5%	365	5.1
Quebec	38.1%	48.5%	13.4%	258	6.1
Atlantic Canada	53.5%	36.7%	9.8%	80	11.0
GENDER					
Male	49.4%	41.4%	9.2%	439	4.7
Female	46.7%	38.1%	15.2%	522	4.3
AGE					
<25	45.5%	41.3%	13.2%	84	10.7
25-44	46.7%	43.1%	10.1%	323	5.5
45-64	49.7%	39.9%	10.4%	331	5.4
65+	49.1%	30.6%	20.3%	223	6.6
EDUCATION					
High school or less	49.4%	33.9%	16.7%	273	5.9
College or CEGEP	45.4%	42.6%	12.0%	328	5.4
University or higher	49.3%	41.4%	9.3%	360	5.2
CURRENT VOTE INTENTION					
Conservative Party of Canada	78.8%	14.3%	6.9%	248	6.2
Liberal Party of Canada	44.8%	46.3%	8.9%	242	6.3
NDP	37.1%	53.7%	9.2%	118	9.0
Green Party	32.7%	51.5%	15.7%	114	9.2
Bloc Quebecois	32.4%	57.7%	9.8%	93	10.2
Undecided	23.0%	64.0%	13.0%	23	20.4

EKOS POLITICS

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	**40.2%**	**46.5%**	**13.3%**	**1020**	**3.1**
REGION					
British Columbia	38.4%	51.1%	10.4%	134	8.5
Alberta	54.1%	29.9%	16.0%	85	10.6
Saskatchewan/Manitoba	48.0%	31.6%	20.4%	62	12.5
Ontario	42.3%	44.2%	13.5%	399	4.9
Quebec	26.9%	60.6%	12.4%	259	6.1
Atlantic Canada	49.7%	39.8%	10.5%	81	10.9
GENDER					
Male	42.3%	48.6%	9.1%	498	4.4
Female	38.1%	44.3%	17.6%	522	4.3
AGE					
<25	44.2%	43.5%	12.4%	81	10.9
25-44	39.3%	49.2%	11.4%	307	5.6
45-64	39.5%	48.5%	12.1%	400	4.9
65+	40.8%	38.8%	20.4%	232	6.4
EDUCATION					
High school or less	39.3%	42.3%	18.5%	302	5.6
College or CEGEP	41.8%	45.5%	12.6%	324	5.4
University or higher	39.5%	50.5%	9.9%	394	4.9
CURRENT VOTE INTENTION					
Conservative Party of Canada	76.6%	14.1%	9.3%	287	5.8
Liberal Party of Canada	30.5%	57.0%	12.5%	246	6.3
NDP	24.1%	65.2%	10.6%	161	7.7
Green Party	22.4%	66.0%	11.6%	99	9.9
Bloc Quebecois	15.2%	77.0%	7.7%	76	11.2
Undecided	25.0%	70.0%	5.0%	17	23.8

Second Choice

Q. Talking again in terms of a federal election, which party would be your second choice?

	Conservative Party of Canada	Liberal	NDP	green	BLOC QUÉBÉCOIS	Other	No 2nd choice	Sample Size	Margin of Error (+/-)
NATIONALLY	**10%**	**14%**	**21%**	**11%**	**3%**	**3%**	**37%**	**1927**	**2.2**
REGION									
British Columbia	10%	10%	22%	14%	0%	7%	37%	248	6.2
Alberta	11%	8%	11%	14%	0%	3%	53%	152	8.0
Saskatchewan/Manitoba	8%	17%	16%	10%	0%	4%	45%	125	8.8
Ontario	11%	15%	22%	12%	0%	3%	38%	745	3.6
Quebec	10%	14%	25%	10%	11%	2%	28%	498	4.4
Atlantic Canada	9%	22%	21%	8%	0%	4%	37%	159	7.8
GENDER									
Male	11%	13%	22%	12%	3%	3%	37%	917	3.2
Female	9%	16%	20%	11%	3%	3%	38%	1010	3.1
AGE									
<25	11%	16%	16%	13%	6%	3%	35%	146	8.1
25-44	10%	15%	21%	12%	3%	3%	36%	614	4.0
45-64	11%	13%	22%	12%	2%	4%	35%	723	3.6
65+	6%	12%	21%	9%	2%	4%	45%	444	4.7
EDUCATION									
High school or less	10%	14%	15%	9%	4%	4%	44%	552	4.2
College or CEGEP	11%	13%	22%	10%	1%	4%	39%	644	3.9
University or higher	9%	16%	24%	14%	4%	2%	31%	731	3.6
CURRENT VOTE INTENTION									
Conservative Party of Canada	0%	20%	15%	9%	1%	4%	51%	535	4.2
Liberal Party of Canada	17%	0%	39%	14%	3%	1%	25%	488	4.4
NDP	14%	30%	0%	23%	6%	3%	24%	279	5.9
Green Party	11%	15%	26%	0%	4%	7%	36%	213	6.7
Bloc Quebecois	12%	16%	34%	13%	0%	1%	24%	169	7.5
Undecided	19%	2%	26%	14%	0%	0%	38%	40	15.5

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	**39%**	**39%**	**23%**	**1981**	**2.2**
REGION					
British Columbia	40%	38%	22%	256	6.1
Alberta	66%	22%	12%	155	7.9
Saskatchewan/Manitoba	52%	28%	20%	128	8.7
Ontario	39%	41%	20%	764	3.6
Quebec	23%	45%	32%	517	4.3
Atlantic Canada	39%	38%	23%	161	7.7
GENDER					
Male	41%	39%	20%	937	3.2
Female	37%	38%	25%	1044	3.0
AGE					
<25	31%	44%	25%	165	7.6
25-44	37%	40%	22%	630	3.9
45-64	40%	38%	22%	731	3.6
65+	45%	33%	22%	455	4.6
EDUCATION					
High school or less	40%	27%	33%	575	4.1
College or CEGEP	42%	36%	22%	652	3.8
University or higher	34%	51%	15%	754	3.6
CURRENT VOTE INTENTION					
Conservative Party of Canada	91%	5%	4%	535	4.2
Liberal Party of Canada	18%	66%	16%	488	4.4
NDP	19%	57%	24%	279	5.9
Green Party	25%	48%	27%	213	6.7
Bloc Quebecois	17%	44%	39%	169	7.5
Undecided	39%	38%	23%	40	15.5

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 June 16 – June 21, 2010.[1] In total, a random sample of 1,981 Canadians aged 18 and over responded to the survey (including a sub-sample of 1,724 decided voters). The margin of error associated with the total sample is +/-2.2 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.

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