EKOS POLITICS

LIBERALS WILTING IN SUMMER HEAT
LIBERALS AT LOWEST POINT SINCE IGNATIEFF ASSUMED LEADERSHIP

[Ottawa – July 8, 2010] – Given cessation of Parliament, the polling numbers are surprisingly active.

As Parliament closed, the Liberal Party were close to the margin of error behind the Conservatives. This week, they have found themselves nearly 11 points down and exploring a basement level support for their party.

The Conservative are the only clear beneficiaries of this Liberal swoon and now would have a legitimate minority government in an election were held today.

The Liberals should be particularly alarmed about newfound Conservative strength in Ontario, where they now have a sizeable lead. Even in supposedly security-wary Toronto, the Conservatives enjoy an unprecedented lead. The bad news for the Liberals continues with signs of Conservative life in Quebec. The key demographic propelling the Conservatives appears to be seniors, where nearly half now support them.

So why this abrupt shift in Conservative fortunes? In the absence of Parliament, we could speculate that it is merely a random survey error. But the pattern is far too pronounced and we can dismiss this hypothesis.

HIGHLIGHTS

- **National federal vote intention (June 30-July 6):**
  - ¤ **34.4% CPC**
  - ¤ **23.9% LPC**
  - ¤ **17.9% NDP**
  - ¤ **11.2% Green**
  - ¤ **10.0% BQ**
  - ¤ **2.5% other**

- **National federal vote intention (2-week roll-up):**
  - ¤ **32.1% CPC**
  - ¤ **25.8% LPC**
  - ¤ **17.5% NDP**
  - ¤ **12.2% Green**
  - ¤ **9.7% BQ**
  - ¤ **2.7% other**

- **Direction of country:**
  - ¤ **51.9% right direction**
  - ¤ **37.6% wrong direction**
  - ¤ **10.5% DK/NR**

- **Direction of government:**
  - ¤ **40.5% right direction**
  - ¤ **48.0% wrong direction**
  - ¤ **11.5% DK/NR**

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

Perhaps the absence of the critical lens that Parliament provides to the public explains buoyed Conservative fortunes. Another factor is the continuing recovery of the economy and the juxtaposition of Canadian strength compared to the economic and fiscal woes of recent visitors from the G8.

A final interesting hypothesis is that Stephen Harper may now be assuming a symbolic as well as political role. It is interesting to note that in the absence of the representative head of state

(Michaëlle Jean), it was Harper who greeted the Queen, rubbed shoulders with Obama and European Leaders, and basked in the positive glow surrounding Canada Day.

So just as the Olympic hockey victory lifted Harper's fortunes, the cumulative effect of these events seems to have exerted a similarly positive effect. If indeed Harper is now becoming a proxy for national pride, this may make the challenge for Ignatieff even more formidable (as confidence in national direction continues to be strong).

One puzzling note to dampen an otherwise positive poll for the Conservatives is that there may be some conditionality to their newfound strength as confidence in the direction of the federal government continues to be tepid at best.

Top Line Results:

Federal vote intention: June 30-July 6

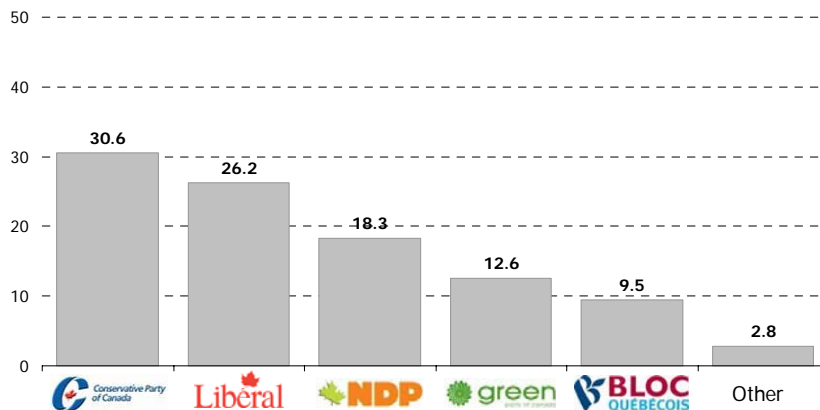*Q. If a federal election were held tomorrow, which party would you vote for?*
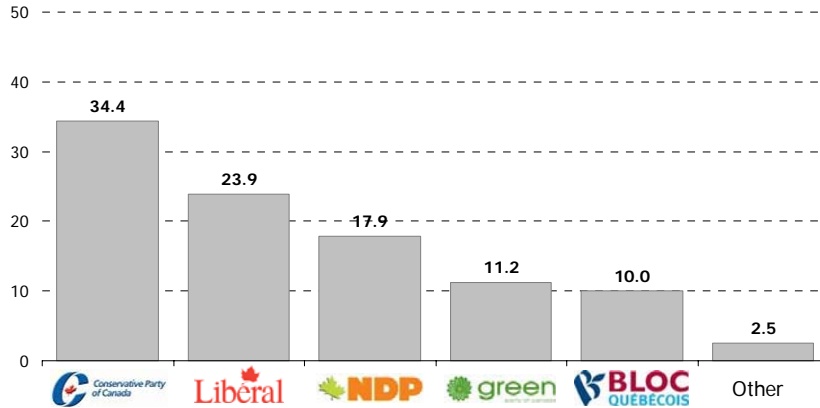
BASE: Decided Voters; June 30 – July 6 (n=1,010)

Federal Vote Intention: June 22-29

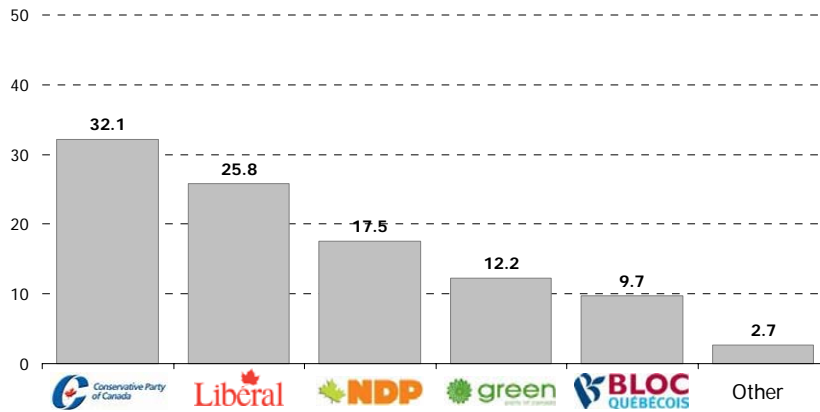*Q. If a federal election were held tomorrow, which party would you vote for?*

BASE: Decided Voters; June 22-29 (n=2,018)

Federal vote intention: 2-week roll-up

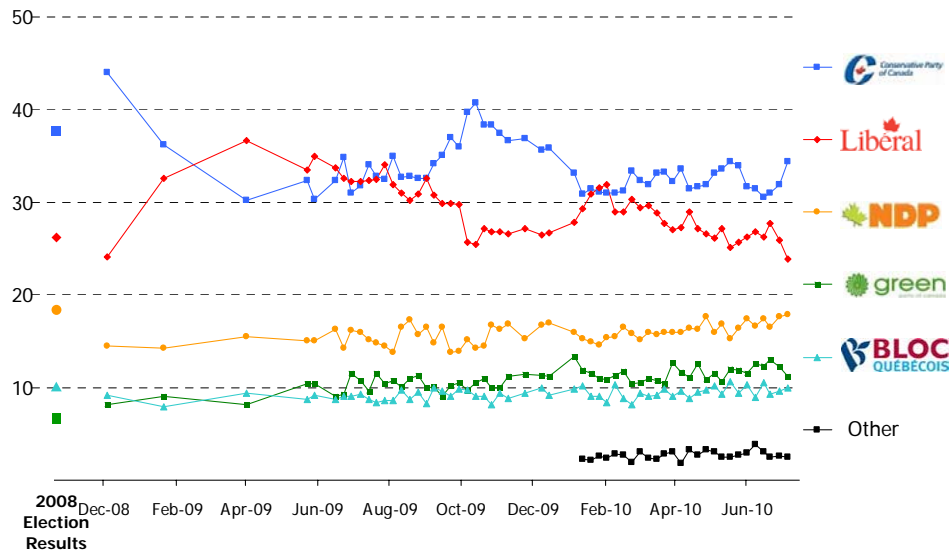*Q. If a federal election were held tomorrow, which party would you vote for?*

BASE: Decided Voters; June 22 – July 6 (n=3,028)

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 voters only.
Our survey also finds that 13.9% of Canadians are undecided/ineligible to vote.

BASE: Decided voters; most recent data point June 30 – July 6, 2010 (n=1,010)

Second choice

Q. Which party would be your second choice?

SECOND CHOICE	Second Choice (overall)	FIRST CHOICE					
		CPC	LPC	NDP	GP	BQ	Other
Conservative Party of Canada	**9.9**	--	20.8	12.1	10.3	8.7	15.2
Liberal	**16.6**	23.0	--	33.2	22.8	13.9	12.7
NDP	**17.9**	11.7	34.6	--	28.5	29.3	16.2
green party of canada	**12.8**	11.3	15.8	23.1	--	15.2	13.8
BLOC QUÉBÉCOIS	**2.8**	1.7	2.3	6.2	3.3	--	2.7
Other	**2.7**	3.7	1.3	2.6	3.5	1.8	--
No second choice	**37.4**	48.4	25.1	22.7	31.6	31.2	39.4

BASE: Eligible voters; June 22 – July 6 (n=3,418)

Direction of country

Q. All things considered, would you say the country is moving in the right direction or the wrong direction?
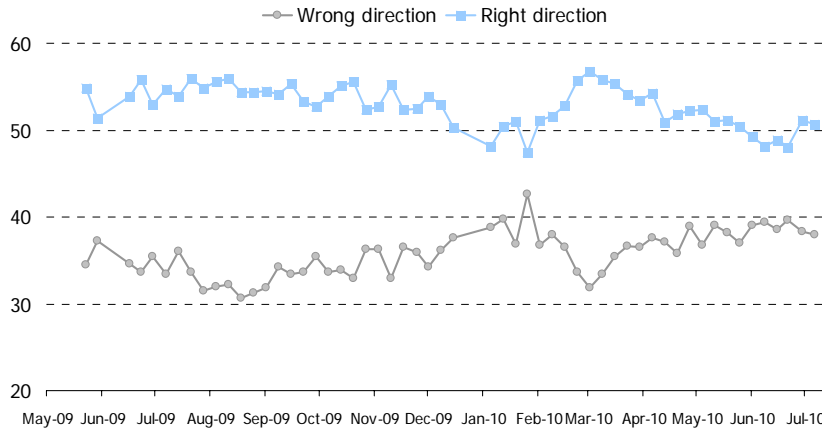
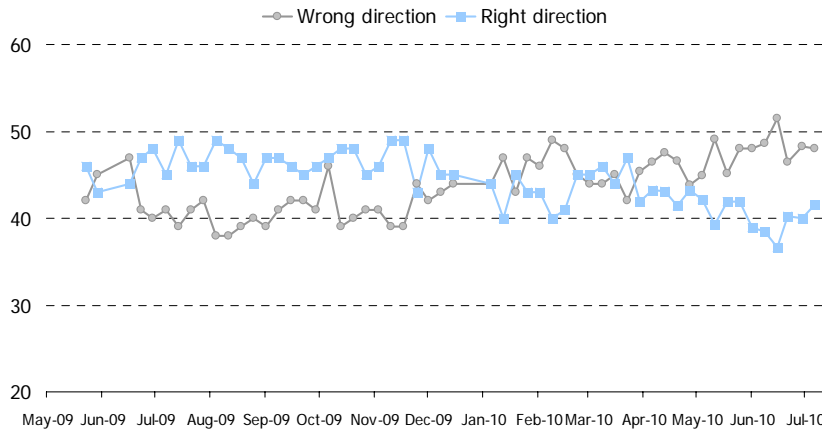**BASE:** Canadians; most recent data point June 30 – July 6 (n=half sample)

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 30 – July 6 (n=half sample)

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	**32.1%**	**25.8%**	**17.5%**	**12.2%**	**9.7%**	**2.7%**	**3028**	**1.8**
REGION								
British Columbia	34.6%	20.0%	23.7%	16.7%	0.0%	5.0%	268	6.0
Alberta	57.0%	16.8%	11.5%	11.8%	0.0%	2.9%	233	6.4
Saskatchewan/Manitoba	37.4%	22.9%	25.5%	13.1%	0.0%	1.1%	177	7.4
Ontario	34.6%	32.0%	18.1%	13.5%	0.0%	1.7%	1306	2.7
Quebec	15.1%	20.9%	12.8%	8.5%	39.4%	3.3%	826	3.4
Atlantic Canada	34.1%	35.2%	19.4%	8.5%	0.0%	2.8%	218	6.6
GENDER								
Male	35.7%	25.4%	15.7%	10.8%	9.2%	3.2%	1494	2.5
Female	28.6%	26.2%	19.3%	13.6%	10.1%	2.2%	1534	2.5
AGE								
<25	14.3%	25.1%	21.1%	22.7%	13.3%	3.4%	262	6.1
25-44	28.1%	22.8%	19.3%	16.1%	10.5%	3.2%	963	3.2
45-64	35.5%	26.4%	16.3%	9.4%	10.1%	2.3%	1187	2.8
65+	44.1%	30.9%	14.2%	3.7%	5.1%	2.0%	616	4.0
EDUCATION								
High school or less	32.8%	23.8%	15.8%	11.8%	12.2%	3.6%	816	3.4
College or CEGEP	34.6%	21.0%	18.0%	12.7%	10.6%	3.2%	981	3.1
University or higher	29.8%	31.1%	18.2%	12.0%	7.3%	1.7%	1231	2.8
METROPOLITAN CANADA								
Vancouver	35.3%	27.0%	25.6%	9.1%	0.0%	3.0%	110	9.3
Calgary	65.6%	6.5%	11.3%	11.2%	0.0%	5.5%	75	11.3
Toronto	39.9%	34.3%	14.5%	10.2%	0.0%	1.1%	358	5.2
Ottawa	36.3%	36.7%	16.3%	7.9%	0.0%	2.9%	143	8.2
Montreal	12.4%	23.5%	16.0%	8.3%	37.8%	1.9%	316	5.5

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	**34.6%**	**20.0%**	**23.7%**	**16.7%**	**5.0%**	**268**	**6.0**
GENDER							
Male	40.9%	25.0%	15.8%	11.8%	6.5%	130	8.6
Female	28.1%	15.4%	31.3%	21.5%	3.6%	138	8.3
AGE							
<25	4.2%	27.8%	21.0%	38.7%	8.2%	25	19.6
25-44	26.7%	16.6%	27.4%	21.7%	7.7%	88	10.5
45-64	41.2%	22.0%	23.9%	10.8%	2.1%	92	10.2
65+	55.6%	19.2%	17.4%	4.7%	3.2%	63	12.4
EDUCATION							
High school or less	40.6%	20.4%	18.1%	15.9%	5.1%	63	12.4
College or CEGEP	31.8%	16.6%	26.1%	19.1%	6.4%	84	10.7
University or higher	33.0%	22.5%	24.9%	15.6%	4.1%	121	8.9

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	**57.0%**	**16.8%**	**11.5%**	**11.8%**	**2.9%**	**233**	**6.4**
GENDER							
Male	57.4%	20.6%	8.9%	8.1%	5.0%	114	9.2
Female	54.8%	13.2%	15.1%	16.2%	0.8%	119	9.0
AGE							
<25	30.4%	17.7%	22.1%	29.7%	0.0%	13	27.2
25-44	50.2%	16.5%	10.8%	17.2%	5.3%	74	11.4
45-64	57.8%	18.1%	13.9%	8.2%	2.1%	97	10.0
65+	76.7%	14.6%	4.6%	2.3%	1.8%	49	14.0
EDUCATION							
High school or less	62.5%	16.2%	8.3%	11.9%	1.1%	68	11.9
College or CEGEP	59.3%	10.1%	13.5%	13.8%	3.3%	82	10.8
University or higher	47.5%	24.6%	13.4%	10.6%	3.9%	83	10.8

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	**37.4%**	**22.9%**	**25.5%**	**13.1%**	**1.1%**	**177**	**7.4**
GENDER							
Male	39.0%	26.0%	24.8%	9.3%	0.9%	79	11.0
Female	36.8%	18.2%	25.8%	18.6%	0.7%	98	9.9
AGE							
<25	15.4%	42.9%	20.5%	21.2%	0.0%	15	25.3
25-44	35.8%	17.4%	24.7%	22.1%	0.0%	42	15.1
45-64	45.3%	21.5%	23.1%	7.9%	2.2%	85	10.6
65+	41.3%	19.1%	33.8%	5.7%	0.0%	35	16.6
EDUCATION							
High school or less	35.0%	18.6%	33.1%	10.6%	2.6%	58	12.9
College or CEGEP	44.1%	19.2%	20.3%	16.4%	0.0%	59	12.8
University or higher	34.2%	27.2%	23.8%	14.7%	0.0%	60	12.7

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	**34.6%**	**32.0%**	**18.1%**	**13.5%**	**1.7%**	**1306**	**2.7**
GENDER							
Male	37.7%	29.6%	17.7%	12.9%	2.1%	678	3.8
Female	30.7%	34.7%	18.8%	14.5%	1.3%	628	3.9
AGE							
<25	14.4%	30.0%	26.7%	27.9%	0.9%	102	9.7
25-44	30.9%	30.2%	19.3%	17.0%	2.6%	439	4.7
45-64	37.3%	32.9%	17.3%	11.2%	1.3%	489	4.4
65+	45.8%	35.3%	13.4%	4.4%	1.1%	276	5.9
EDUCATION							
High school or less	35.5%	26.4%	21.8%	15.0%	1.3%	284	5.8
College or CEGEP	39.0%	25.3%	19.9%	12.9%	2.8%	423	4.8
University or higher	30.3%	39.5%	15.4%	13.7%	1.1%	599	4.0

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	**15.1%**	**20.9%**	**12.8%**	**8.5%**	**39.4%**	**3.3%**	**826**	**3.4**
GENDER								
Male	19.3%	19.6%	11.1%	9.3%	38.0%	2.7%	385	5.0
Female	11.6%	23.8%	14.2%	6.9%	39.7%	3.7%	441	4.7
AGE								
<25	12.7%	12.4%	13.9%	14.2%	41.0%	5.8%	91	10.3
25-44	14.7%	16.9%	14.9%	11.0%	41.4%	1.0%	267	6.0
45-64	16.0%	21.3%	9.7%	6.0%	42.1%	4.9%	325	5.4
65+	17.9%	38.0%	13.2%	2.6%	25.9%	2.4%	143	8.2
EDUCATION								
High school or less	13.8%	20.8%	9.7%	9.6%	39.7%	6.4%	277	5.9
College or CEGEP	16.2%	20.1%	10.8%	7.5%	42.5%	2.9%	264	6.0
University or higher	16.4%	24.2%	17.2%	7.2%	34.6%	0.5%	285	5.8

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	**34.1%**	**35.2%**	**19.4%**	**8.5%**	**2.8%**	**218**	**6.6**
GENDER							
Male	36.6%	28.8%	21.3%	8.4%	4.9%	108	9.4
Female	30.2%	41.5%	18.4%	8.8%	1.1%	110	9.3
AGE							
<25	25.5%	39.4%	30.3%	4.8%	0.0%	16	24.5
25-44	28.9%	29.6%	25.6%	10.2%	5.8%	53	13.5
45-64	37.7%	34.8%	15.6%	11.9%	0.0%	99	9.9
65+	37.8%	42.5%	11.8%	2.0%	5.8%	50	13.9
EDUCATION							
High school or less	37.3%	47.6%	8.0%	4.4%	2.7%	66	12.1
College or CEGEP	29.5%	31.8%	22.2%	12.3%	4.1%	69	11.8
University or higher	33.7%	28.9%	26.4%	8.5%	2.4%	83	10.8

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%**	**17%**	**18%**	**13%**	**3%**	**3%**	**37%**	**3418**	**1.7**
REGION									
British Columbia	9%	16%	17%	19%	0%	4%	36%	292	5.7
Alberta	9%	16%	11%	8%	0%	6%	50%	264	6.0
Saskatchewan/Manitoba	7%	15%	12%	13%	0%	6%	47%	200	6.9
Ontario	10%	19%	20%	14%	0%	1%	37%	1464	2.6
Quebec	11%	14%	20%	11%	11%	2%	31%	940	3.2
Atlantic Canada	13%	19%	19%	9%	0%	2%	38%	258	6.1
GENDER									
Male	10%	18%	19%	12%	3%	3%	36%	1624	2.4
Female	10%	16%	17%	13%	3%	3%	39%	1794	2.3
AGE									
<25	12%	18%	19%	15%	3%	1%	31%	294	5.7
25-44	10%	19%	18%	13%	3%	2%	35%	1099	3.0
45-64	9%	16%	18%	12%	3%	3%	38%	1349	2.7
65+	8%	14%	16%	12%	2%	3%	44%	676	3.8
EDUCATION									
High school or less	10%	13%	15%	11%	3%	3%	46%	985	3.1
College or CEGEP	12%	16%	17%	13%	2%	3%	37%	1085	3.0
University or higher	9%	20%	21%	14%	3%	2%	32%	1348	2.7
CURRENT VOTE INTENTION									
Conservative Party of Canada	0%	23%	12%	11%	2%	4%	48%	960	3.2
Liberal Party of Canada	21%	0%	35%	16%	2%	1%	25%	808	3.5
NDP	12%	33%	0%	23%	6%	3%	23%	510	4.3
Green Party	10%	23%	29%	0%	3%	3%	32%	346	5.3
Bloc Quebecois	9%	14%	29%	15%	0%	2%	31%	326	5.4
Undecided	15%	13%	16%	14%	3%	0%	39%	78	11.1

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	**51.9%**	**37.6%**	**10.5%**	**1703**	**2.4**
REGION					
British Columbia	57.1%	29.8%	13.1%	153	7.9
Alberta	60.7%	28.1%	11.2%	147	8.1
Saskatchewan/Manitoba	60.2%	36.0%	3.8%	99	9.9
Ontario	51.8%	38.3%	10.0%	724	3.6
Quebec	39.4%	50.0%	10.6%	457	4.6
Atlantic Canada	62.8%	23.7%	13.4%	123	8.8
GENDER					
Male	57.9%	34.2%	7.9%	781	3.5
Female	46.6%	40.6%	12.9%	922	3.2
AGE					
<25	47.9%	35.8%	16.3%	164	7.7
25-44	47.3%	42.4%	10.2%	559	4.1
45-64	55.1%	36.5%	8.3%	654	3.8
65+	57.5%	30.9%	11.6%	326	5.4
EDUCATION					
High school or less	49.8%	37.7%	12.4%	523	4.3
College or CEGEP	53.3%	37.5%	9.3%	507	4.4
University or higher	52.4%	37.6%	10.0%	673	3.8
CURRENT VOTE INTENTION					
Conservative Party of Canada	77.2%	17.3%	5.5%	467	4.5
Liberal Party of Canada	53.3%	36.1%	10.6%	399	4.9
NDP	38.2%	52.9%	8.9%	260	6.1
Green Party	40.0%	50.1%	9.9%	164	7.7
Bloc Quebecois	26.2%	62.7%	11.1%	150	8.0
Undecided	36.2%	54.9%	8.8%	40	15.5

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	**40.5%**	**48.0%**	**11.5%**	**1805**	**2.3**
REGION					
British Columbia	39.4%	53.6%	6.9%	153	7.9
Alberta	47.7%	36.2%	16.1%	125	8.8
Saskatchewan/Manitoba	50.4%	32.7%	16.9%	106	9.5
Ontario	42.8%	47.4%	9.8%	770	3.5
Quebec	32.0%	56.4%	11.6%	510	4.3
Atlantic Canada	42.0%	41.3%	16.7%	141	8.3
GENDER					
Male	44.9%	45.1%	9.9%	884	3.3
Female	36.1%	50.9%	13.0%	921	3.2
AGE					
<25	39.3%	45.7%	15.0%	168	7.6
25-44	34.4%	56.9%	8.7%	570	4.1
45-64	41.9%	46.8%	11.3%	708	3.7
65+	50.4%	34.5%	15.0%	359	5.2
EDUCATION					
High school or less	43.6%	40.6%	15.8%	509	4.3
College or CEGEP	41.5%	47.6%	10.9%	601	4.0
University or higher	37.3%	53.9%	8.8%	695	3.7
CURRENT VOTE INTENTION					
Conservative Party of Canada	78.5%	14.5%	7.1%	493	4.4
Liberal Party of Canada	34.0%	53.4%	12.6%	409	4.9
NDP	23.7%	66.3%	9.9%	250	6.2
Green Party	21.9%	70.9%	7.3%	182	7.3
Bloc Quebecois	17.0%	73.6%	9.3%	176	7.4
Undecided	15.9%	70.0%	14.2%	38	15.9

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 22 – July 6, 2010.[1] In total, a random sample of 3,508 Canadians aged 18 and over responded to the survey (including a sub-sample of 3,028 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.

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[1] Please note that these dates are not inclusive of weekends or holidays, as we do not survey on Saturday or Sunday, nor do we survey on Canada Day.