MORIBUND LANDSCAPE: NO PARTY SHOWS POSITIVE MOMENTUM

[Ottawa – December 16, 2010] – In our final poll of 2010, both lead parties have fallen back slightly. The Liberals appear to have fallen further, but none of these changes are of much significance in a log jammed political landscape.

The Conservatives are ending the year at 32.0 points, virtually tied with their 2010 average of 32.2 per cent. Nevertheless, they enjoy a significant but modest lead of 5.5 points over the moribund Liberals who, at 26.5 points, are at their lowest levels of support since July.

The Conservative Party's lead is largely built on a better performance with men and older voters. In fact, there is now a vivid straight line relationship between age and Conservative support. The Conservatives do worst of all national parties with younger voters but progressively improve to the point that they now enjoy the support of nearly half of senior voters.

HIGHLIGHTS

- **National federal vote intention:**
  - ¤ **32.0% CPC**
  - ¤ **26.5% LPC**
  - ¤ **17.1% NDP**
  - ¤ **10.9% Green**
  - ¤ **10.6% BQ**
  - ¤ **3.1% other**

- **Direction of country:**
  - ¤ **49.7% right direction**
  - ¤ **36.6% wrong direction**
  - ¤ **13.7% DK/NR**

- **Direction of government:**
  - ¤ **38.1% right direction**
  - ¤ **49.4% wrong direction**
  - ¤ **12.5% DK/NR**

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

The Liberals, meanwhile, hold a statistically significant lead with the university educated (but no other groups) and have relinquished their lead the with those born outside Canada to the Conservatives. They have also ceded their position as the lead federalist option in Québec and are now tied with the conservative there. The two parties are in a virtual tie in Ontario.

In any case, the Liberals are showing no ability to exploit the obvious opening with younger voters (they now do best with seniors) or women. These problems are severe and explain why they can make no headway against a pretty thin 32 points for the Conservative Party. The key conclusion may be that while the Conservatives are not doing very well at all at 32 points and only 38 per cent approval of federal direction, but the rising dissatisfaction is scattered ineffectually across four other choices. There is no evidence that the Liberals are providing a common ground for the large women's and Gen X and Y votes that are unhappy with the Conservatives but not comfortable with the Liberals. The strength of the Green Party with both the Gen Y and Gen X cohorts is a new feature of the voter landscape and appears to be stabilising (but these voters are less committed).

So nothing much is very settled as Parliament adjourns for the Christmas holidays. It is very
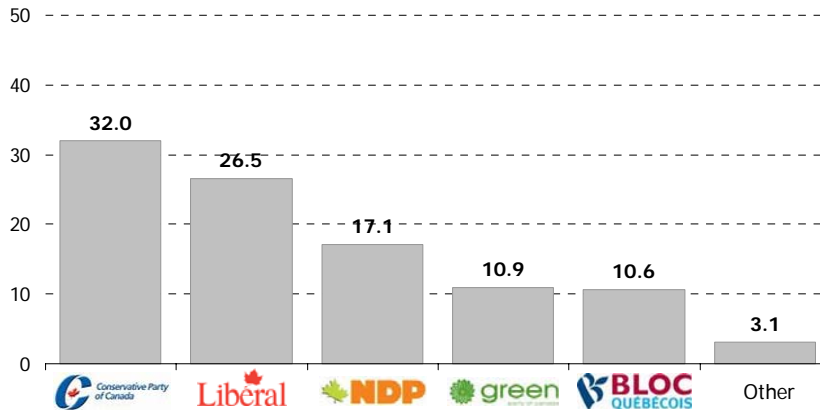
difficult to predict where things will evolve in the New Year, but with no party cracking even one in three and less than two in five happy with overall federal direction, there is no sense of pervasive Christmas cheer evident in voter outlook on this parliament.

The key question for the New Year will be if and how the under 40 vote (and the women's vote) will engage and settle in an otherwise inert political landscape.

Top Line Results:

Federal vote intention: December 9-15

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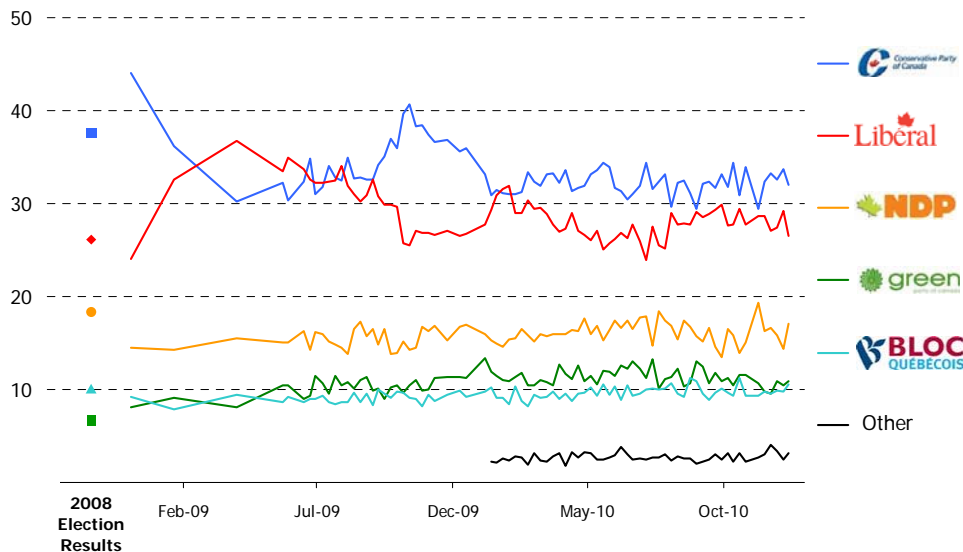

Note: The data on federal vote intention are based on decided and leaning voters only. Our survey also finds that 15.0% of Canadians are undecided/ineligible to vote.

BASE: Decided voters; December 9-15, 2010 (n=2,135)

Weekly tracking of federal vote intention

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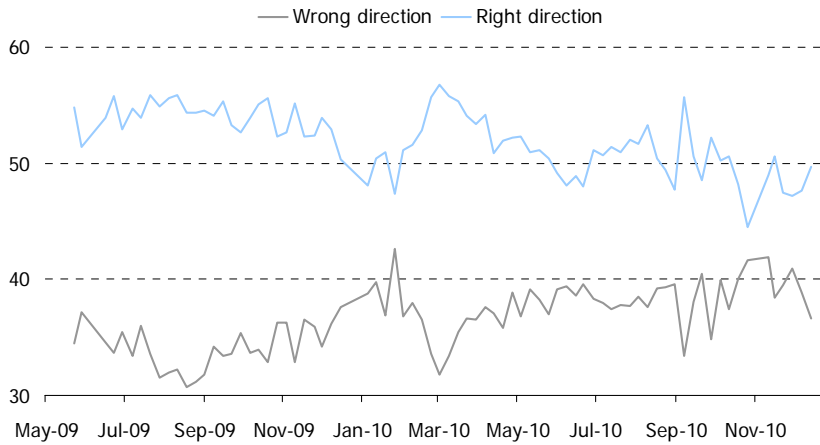

Note: The data on federal vote intention are based on decided and leaning voters only. Our survey also finds that 15.0% of Canadians are undecided/ineligible to vote.

BASE: Decided voters; most recent data point December 9-15, 2010 (n=2,135)

Direction of country

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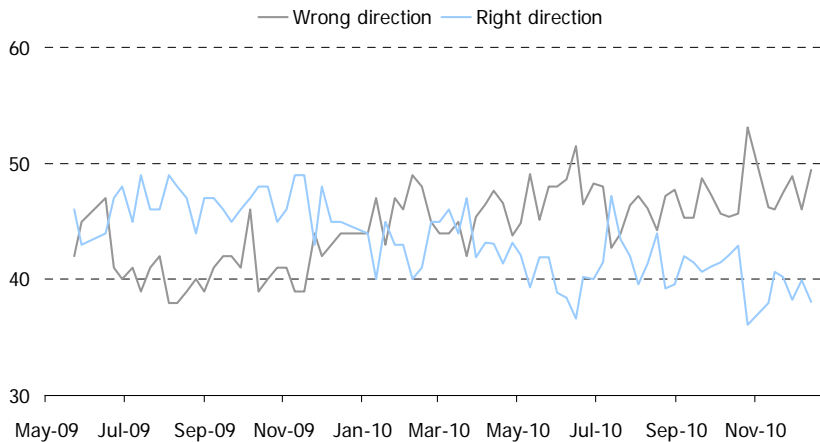

Legend: Wrong direction — Right direction

BASE: Canadians; most recent data point December 9-15, 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?

Legend: Wrong direction — Right direction

BASE: Canadians; most recent data point December 9-15, 2010 (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	**32.0%**	**26.5%**	**17.1%**	**10.9%**	**10.6%**	**3.1%**	**2135**	**2.1**
REGION								
British Columbia	35.9%	20.3%	22.8%	16.4%	0.0%	4.5%	192	7.1
Alberta	45.6%	25.9%	15.4%	9.1%	0.0%	3.9%	164	7.7
Saskatchewan/Manitoba	44.0%	22.7%	24.7%	7.0%	0.0%	1.6%	101	9.8
Ontario	34.6%	32.9%	17.0%	12.4%	0.0%	3.1%	851	3.4
Quebec	17.5%	18.1%	11.5%	8.4%	41.5%	3.0%	689	3.7
Atlantic Canada	33.7%	36.9%	22.0%	6.7%	0.0%	0.8%	138	8.3
GENDER								
Male	35.8%	25.2%	15.8%	9.7%	10.2%	3.3%	1090	3.0
Female	28.1%	27.7%	18.3%	12.0%	11.0%	2.9%	1045	3.0
AGE								
<25	17.8%	25.2%	21.3%	19.9%	12.5%	3.3%	171	7.5
25-44	27.6%	24.9%	18.1%	14.8%	11.7%	2.8%	658	3.8
45-64	33.5%	25.9%	18.8%	7.3%	11.0%	3.5%	842	3.4
65+	45.7%	31.4%	9.0%	4.8%	6.4%	2.7%	464	4.6
EDUCATION								
High school or less	33.0%	23.0%	17.8%	10.7%	11.4%	4.2%	643	3.9
College or CEGEP	34.9%	22.0%	17.9%	11.3%	10.6%	3.3%	672	3.8
University or higher	28.7%	32.7%	15.8%	10.6%	10.0%	2.1%	820	3.4
METROPOLITAN CANADA								
Vancouver	38.3%	17.7%	20.4%	17.3%	0.0%	6.3%	66	12.1
Calgary	52.6%	27.6%	9.3%	7.0%	0.0%	3.6%	49	14.0
Toronto	36.9%	38.5%	13.6%	8.6%	0.0%	2.5%	254	6.2
Ottawa	42.2%	37.9%	12.7%	6.4%	0.0%	0.8%	115	9.1
Montreal	14.4%	22.5%	10.0%	9.1%	41.4%	2.7%	263	6.0

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	**35.9%**	**20.3%**	**22.8%**	**16.4%**	**4.5%**	**192**	**7.1**
GENDER							
Male	43.7%	19.7%	20.4%	10.3%	5.9%	102	9.7
Female	28.4%	20.6%	22.7%	25.5%	2.8%	90	10.3
AGE							
<25	51.9%	18.2%	0.0%	29.9%	0.0%	11	29.6
25-44	22.8%	20.0%	19.3%	30.9%	6.9%	49	14.0
45-64	35.4%	16.9%	32.8%	9.3%	5.6%	92	10.2
65+	53.3%	28.8%	15.8%	2.0%	0.0%	40	15.5
EDUCATION							
High school or less	33.7%	16.1%	30.2%	13.7%	6.3%	48	14.1
College or CEGEP	38.3%	16.8%	17.4%	21.7%	5.7%	62	12.5
University or higher	36.2%	25.1%	19.5%	16.9%	2.3%	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	**45.6%**	**25.9%**	**15.4%**	**9.1%**	**3.9%**	**164**	**7.7**
GENDER							
Male	47.7%	28.2%	14.5%	7.1%	2.5%	87	10.5
Female	44.8%	23.3%	15.5%	10.4%	6.0%	77	11.2
AGE							
<25	28.1%	30.9%	27.0%	13.9%	0.0%	22	20.9
25-44	41.5%	26.7%	19.7%	9.7%	2.4%	42	15.1
45-64	48.8%	28.3%	10.8%	5.1%	7.1%	60	12.7
65+	60.3%	16.6%	7.5%	10.5%	5.0%	40	15.5
EDUCATION							
High school or less	42.5%	27.2%	16.2%	8.6%	5.4%	53	13.5
College or CEGEP	61.5%	13.9%	11.4%	6.7%	6.6%	53	13.5
University or higher	35.9%	35.0%	17.1%	10.7%	1.3%	58	12.9

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	**44.0%**	**22.7%**	**24.7%**	**7.0%**	**1.6%**	**101**	**9.8**
GENDER							
Male	48.9%	23.8%	22.0%	3.7%	1.6%	54	13.3
Female	37.6%	20.4%	28.0%	12.1%	1.8%	47	14.3
AGE							
<25	22.1%	22.1%	55.7%	0.0%	0.0%	4	49.0
25-44	41.4%	10.7%	29.6%	18.3%	0.0%	24	20.0
45-64	46.3%	29.6%	20.4%	3.7%	0.0%	51	13.7
65+	50.1%	27.8%	13.3%	0.0%	8.7%	22	20.9
EDUCATION							
High school or less	44.1%	18.8%	27.0%	5.5%	4.6%	36	16.3
College or CEGEP	39.4%	25.0%	27.7%	7.9%	0.0%	23	20.4
University or higher	45.4%	23.6%	21.2%	9.7%	0.0%	42	15.1

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	**34.6%**	**32.9%**	**17.0%**	**12.4%**	**3.1%**	**851**	**3.4**
GENDER							
Male	38.6%	29.6%	13.2%	15.1%	3.4%	441	4.7
Female	29.7%	36.0%	21.3%	10.0%	2.9%	410	4.8
AGE							
<25	17.2%	29.7%	21.7%	26.3%	5.0%	61	12.6
25-44	29.5%	32.7%	19.4%	16.1%	2.2%	272	5.9
45-64	37.0%	32.7%	18.1%	8.5%	3.7%	319	5.5
65+	47.3%	35.4%	9.0%	5.5%	2.8%	199	7.0
EDUCATION							
High school or less	37.6%	25.9%	14.5%	18.3%	3.7%	238	6.4
College or CEGEP	35.6%	27.9%	21.5%	12.3%	2.8%	254	6.2
University or higher	30.6%	41.4%	16.3%	8.7%	3.0%	359	5.2

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	**17.5%**	**18.1%**	**11.5%**	**8.4%**	**41.5%**	**3.0%**	**689**	**3.7**
GENDER								
Male	20.4%	18.9%	12.7%	4.3%	40.8%	2.9%	340	5.3
Female	16.0%	18.1%	9.5%	11.5%	41.9%	2.9%	349	5.3
AGE								
<25	4.6%	20.1%	16.7%	16.6%	36.9%	5.1%	67	12.0
25-44	19.6%	15.4%	11.6%	9.0%	41.6%	2.9%	229	6.5
45-64	15.9%	16.4%	12.7%	5.8%	46.9%	2.4%	267	6.0
65+	29.0%	27.4%	3.7%	4.3%	33.2%	2.3%	126	8.7
EDUCATION								
High school or less	18.5%	21.5%	8.5%	3.5%	43.5%	4.5%	219	6.6
College or CEGEP	20.5%	15.1%	14.1%	9.5%	37.9%	2.8%	237	6.4
University or higher	15.7%	19.1%	10.6%	10.2%	42.9%	1.4%	233	6.4

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	**33.7%**	**36.9%**	**22.0%**	**6.7%**	**0.8%**	**138**	**8.3**
GENDER							
Male	33.4%	33.9%	24.0%	6.9%	1.8%	66	12.1
Female	31.1%	38.8%	22.7%	7.4%	0.0%	72	11.6
AGE							
<25	0.0%	33.8%	54.2%	12.1%	0.0%	6	40.0
25-44	32.1%	33.2%	24.1%	8.0%	2.6%	42	15.1
45-64	36.1%	36.5%	20.1%	7.3%	0.0%	53	13.5
65+	44.2%	43.2%	10.4%	2.2%	0.0%	37	16.1
EDUCATION							
High school or less	33.9%	24.1%	38.4%	3.7%	0.0%	49	14.0
College or CEGEP	37.4%	38.0%	14.9%	6.8%	2.9%	43	14.9
University or higher	25.8%	47.0%	16.1%	11.1%	0.0%	46	14.5

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	**49.7%**	**36.6%**	**13.7%**	**1225**	**2.8**
REGION					
British Columbia	52.1%	29.0%	18.8%	108	9.4
Alberta	56.5%	24.6%	18.9%	94	10.1
Saskatchewan/Manitoba	57.5%	31.8%	10.8%	60	12.7
Ontario	50.8%	36.0%	13.2%	468	4.5
Quebec	40.1%	49.8%	10.1%	411	4.8
Atlantic Canada	58.9%	26.7%	14.4%	84	10.7
GENDER					
Male	54.8%	36.4%	8.8%	620	3.9
Female	44.7%	36.8%	18.6%	605	4.0
AGE					
<25	51.2%	34.5%	14.3%	113	9.2
25-44	45.1%	39.3%	15.7%	357	5.2
45-64	50.5%	39.1%	10.4%	481	4.5
65+	55.6%	28.6%	15.7%	274	5.9
EDUCATION					
High school or less	51.7%	36.4%	11.9%	401	4.9
College or CEGEP	50.4%	35.6%	14.0%	371	5.1
University or higher	47.5%	37.6%	15.0%	453	4.6
CURRENT VOTE INTENTION					
Conservative Party of Canada	73.2%	16.0%	10.9%	332	5.4
Liberal Party of Canada	45.8%	43.5%	10.7%	286	5.8
NDP	48.2%	39.9%	12.0%	154	7.9
Green Party	38.5%	51.7%	9.8%	111	9.3
Bloc Quebecois	27.6%	62.2%	10.2%	134	8.5
Undecided	13.3%	50.7%	35.9%	27	18.9

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	**38.1%**	**49.4%**	**12.5%**	**1265**	**2.8**
REGION					
British Columbia	38.1%	51.0%	10.9%	114	9.2
Alberta	51.9%	31.0%	17.1%	102	9.7
Saskatchewan/Manitoba	45.3%	34.1%	20.6%	71	11.6
Ontario	40.2%	48.0%	11.8%	521	4.3
Quebec	22.9%	66.0%	11.1%	377	5.1
Atlantic Canada	48.6%	42.0%	9.4%	80	11.0
GENDER					
Male	40.9%	52.0%	7.1%	604	4.0
Female	35.6%	47.2%	17.2%	661	3.8
AGE					
<25	38.4%	49.2%	12.4%	100	9.8
25-44	32.8%	55.2%	12.0%	432	4.7
45-64	40.3%	47.7%	12.0%	487	4.4
65+	45.3%	40.0%	14.6%	246	6.3
EDUCATION					
High school or less	41.9%	43.2%	14.9%	388	5.0
College or CEGEP	38.3%	48.8%	12.9%	415	4.8
University or higher	34.7%	55.1%	10.2%	462	4.6
CURRENT VOTE INTENTION					
Conservative Party of Canada	73.8%	17.6%	8.6%	347	5.3
Liberal Party of Canada	32.7%	59.2%	8.1%	282	5.8
NDP	22.0%	64.1%	13.9%	179	7.3
Green Party	13.6%	70.0%	16.4%	95	10.1
Bloc Quebecois	14.4%	77.4%	8.2%	151	8.0
Undecided	23.4%	53.1%	23.5%	37	16.1

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 9-15, 2010[1]. In total, a random sample of 2,490 Canadians aged 18 and over responded to the survey (including a sub-sample of 2,135 decided voters). The margin of error associated with the total sample is +/-2.0 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, 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.