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## ORANGE CRUSH: ARE JACK LAYTON AND THE NDP REDRAWING THE BOUNDARIES OF CANADA'S POLITICAL LANDSCAPE?

[Ottawa – April 25, 2011] – After several years in a political rut characterized by trench warfare between the Conservatives and the Liberals, Jack Layton and his NDP party appear poised to reshape Canada's political landscape. With all the necessary provisos and caveats about weekends and how things can still change, we are reporting the results of over 3,000 cases collected from Friday to Sunday which suggest an astonishing shift in the voter landscape from the outset of this campaign. While the Conservatives are still hanging on to a fairly stable (if somewhat diminished) 33.7 front runner position, the NDP wave which has continued in Quebec is now gaining a strong foothold throughout English Canada. The NDP stands at 28.0 points nationally and they are seeing important gains in virtually all parts of the country. Michael Ignatieff's Liberals are stuck at 23.7 points but are still in the game in Ontario.

These results, if they were to hold, would produce a profound transformation in the Canadian political firmament, tantamount and arguably more far reaching than the Reform explosion in 1993. With the current splits, these levels of support would produce 131 Conservative seats but the NDP would have 100 seats while the Liberals would hold 62. Together, the NDP and Liberal Party would have a majority and 31 more seats than the Conservatives, as well as nearly 20 more points in popular vote. It is hard to imagine how these totals would not produce the once unimaginable outcome of a Jack Layton led coalition government deposing Stephen Harper's Conservative government. Unless of course, Stephen Harper could convince Michael Ignatieff that the Conservatives were more appropriate political bedfellows for the Liberals. The potential political machinations to this

### HIGHLIGHTS

- **National federal vote intention:**
  - ☒ 33.7% CPC
  - ☒ 23.7% LPC
  - ☒ 28.0% NDP
  - ☒ 7.2% Green
  - ☒ 6.2% BQ
  - ☒ 1.2% other
- **National federal vote intention (committed voters only):**
  - ☒ 34.4% CPC
  - ☒ 24.0% LPC
  - ☒ 28.4% NDP
  - ☒ 6.3% Green
  - ☒ 6.2% BQ
  - ☒ 0.8% other
- **Direction of country:**
  - ☒ 49.4% right direction
  - ☒ 39.6% wrong direction
  - ☒ 11.0% DK/NR
- **Direction of government:**
  - ☒ 43.5% right direction
  - ☒ 47.5% wrong direction
  - ☒ 9.0% DK/NR
- **Second choice:**
  - ☒ 7.3% CPC
  - ☒ 17.1% LPC
  - ☒ 24.8% NDP
  - ☒ 13.4% Green
  - ☒ 4.6% BQ
  - ☒ 2.3% other
  - ☒ 30.6% no second choice

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

scenario are difficult to calculate. Couple with that we still have a very fluid electorate which may well not have caught up to the implications of its current voting intentions. These results set the table for a dramatic and still unclear conclusion to Campaign 41.

We will be offering more interpretation and analysis tomorrow, as well as another 1,000 cases and a fresh 3-day roll of some 3,000 cases. Perhaps the country was in some form of mood disorder based on too much Easter chocolate, but it is hard to overstate the improbability of the current results given the received wisdom at the outset of this campaign. The NDP have experienced an unperfected doubling of their poll support from 14 to 28 points since the writ was dropped. They now have a large lead in Quebec and are poised to gain the lion's share of the 75 seats there (up from their current single seat). They also now lead in the Atlantic and are within the margin of error of the lead in British Columbia. Their growth has come from a plummeting Bloc Quebecois but they have also benefited from a swoon in Green support. They are now cutting into Liberal support and possibly even some Conservative support in British Columbia. Evidence suggests that the NDP vote is actually firming up and they continue to hold a sizable advantage on second choice. They may not have reached the ceiling of this JackQuake which is shaking the country.

It is important to remember that these numbers are a reflection of what would happen if an election were held today (not necessarily May 2nd). There's still lots of potential flux in an electorate who have already demonstrated some unexpected shifts.

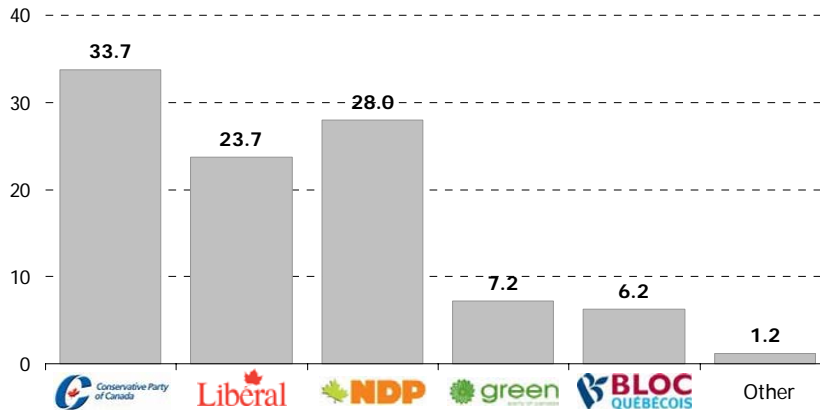


## Top Line Results:

### 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 8.3% of Canadians are undecided/ineligible to vote.

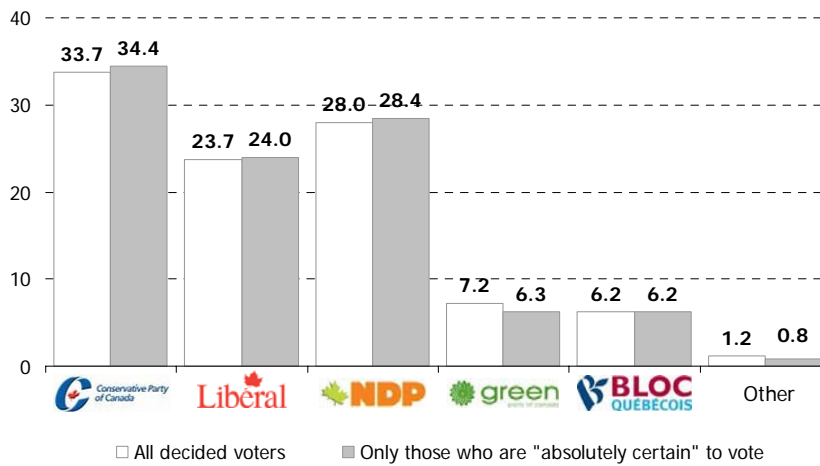
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BASE: Decided voters; April 22-24, 2011 (n=2,783)

### Vote intention by likelihood of voting



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



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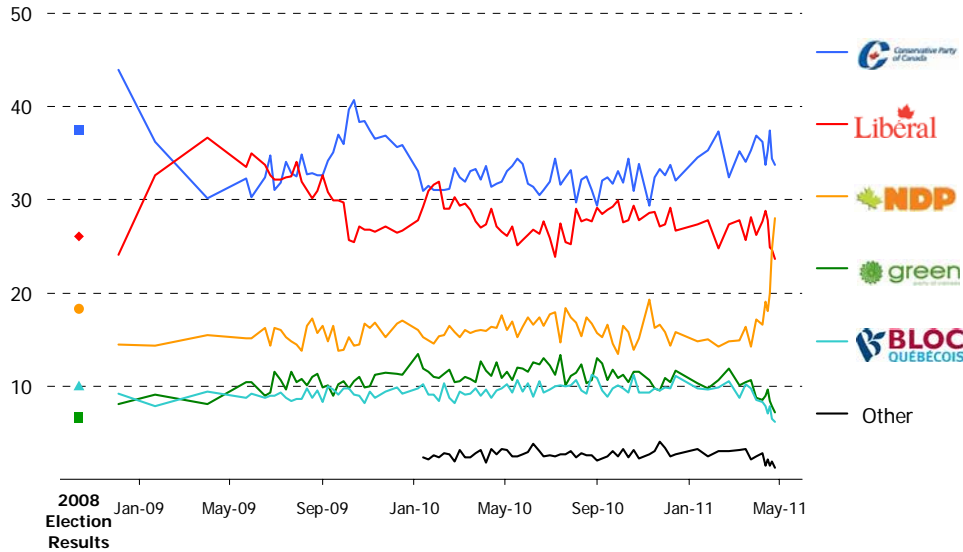
BASE: Decided voters; April 22-24, 2011 (n=2,783)



## 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 8.3% of Canadians are undecided/ineligible to vote.

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BASE: Decided voters; most recent data point April 18-20, 2011 (n=2,783)

## Second choice



Q. Which party would be your second choice?

SECOND CHOICE	Second Choice (overall)	FIRST CHOICE					
		CPC	LPC	NDP	GP	BQ	Other
	7.3	--	9.5	12.7	10.0	7.3	15.6
	17.1	17.0	--	33.2	22.6	12.6	22.8
	24.8	23.3	51.6	--	33.3	45.8	9.2
	13.4	9.3	16.4	20.1	--	13.6	19.8
	4.6	1.0	2.7	12.4	1.8	--	3.8
Other	2.3	1.9	1.4	1.5	8.9	1.4	--
No second choice	30.6	47.4	18.4	20.0	23.4	19.4	28.9

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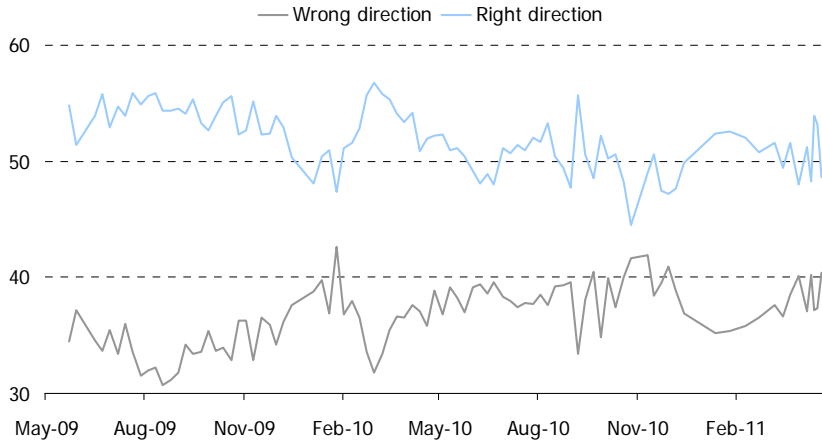
BASE: Eligible voters; April 22-24, 2011 (n=2,942)



### Direction of country



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



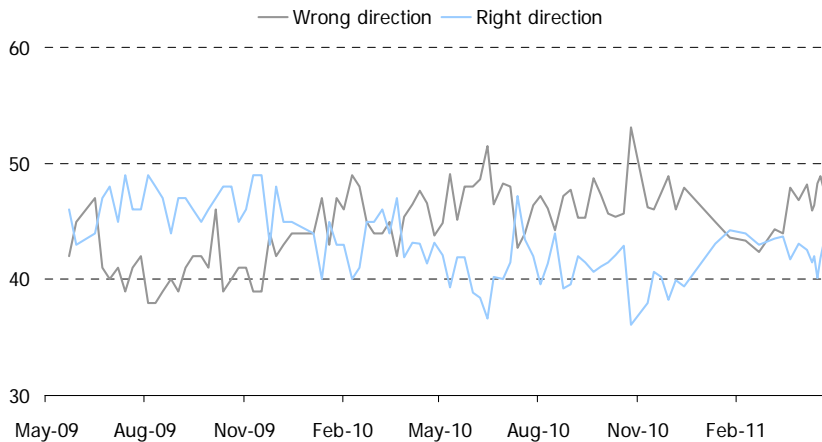
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BASE: Canadians; most recent data point April 22-24, 2011 (n=half sample)

### 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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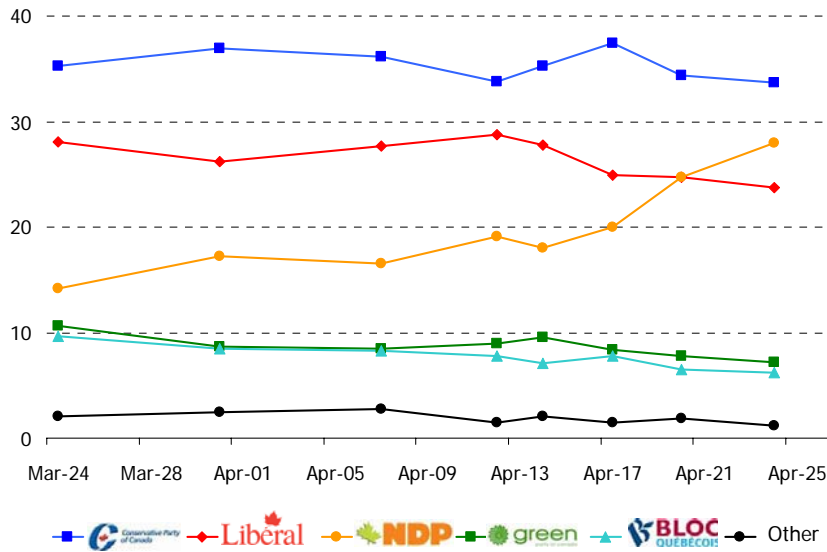
BASE: Canadians; most recent data point April 22-24, 2011 (n=half sample)



## 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 8.3% of Canadians are undecided/ineligible to vote.

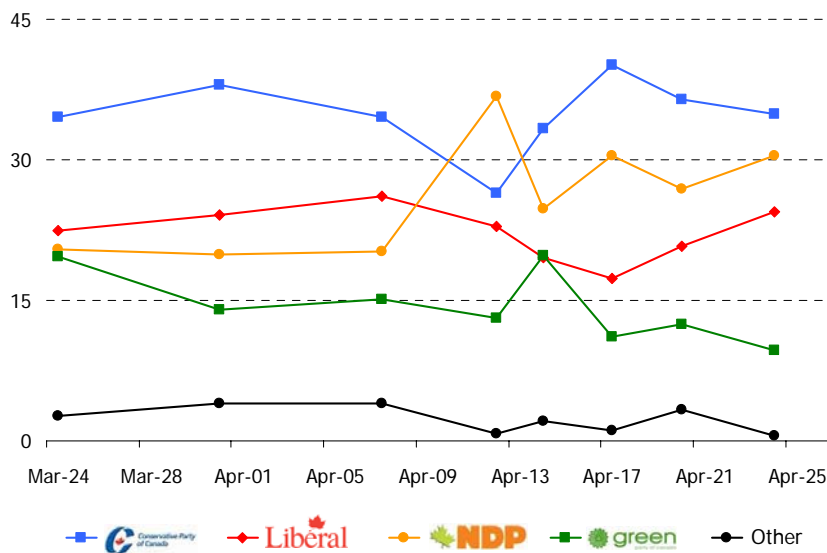
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BASE: Decided voters; most recent data point April 22-24, 2011 (n=2,783)

## Federal vote intention: British Columbia



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 10.1% of British Columbians are undecided/ineligible to vote.

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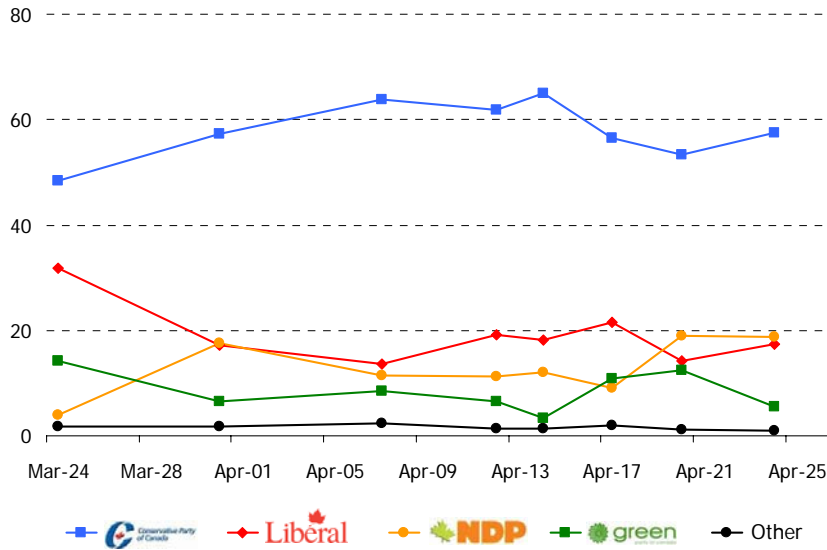
BASE: Decided voters in British Columbia; most recent data point April 22-24, 2011 (n=233)



### Federal vote intention: Alberta



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 8.1% of Albertans are undecided/ineligible to vote.

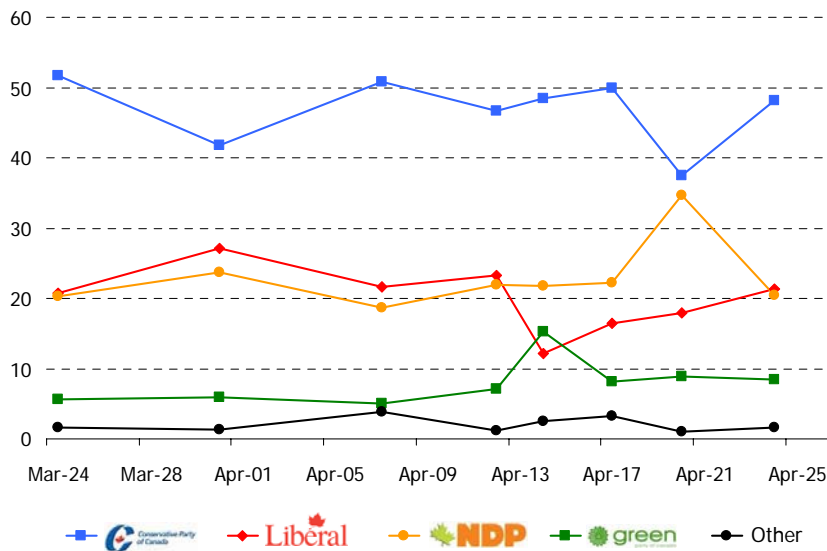
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BASE: Decided voters in Alberta; most recent data point April 22-24, 2011 (n=275)

### Federal vote intention: Saskatchewan/Manitoba



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 10.9% of Saskatchewanians and Manitobans are undecided/ineligible to vote.

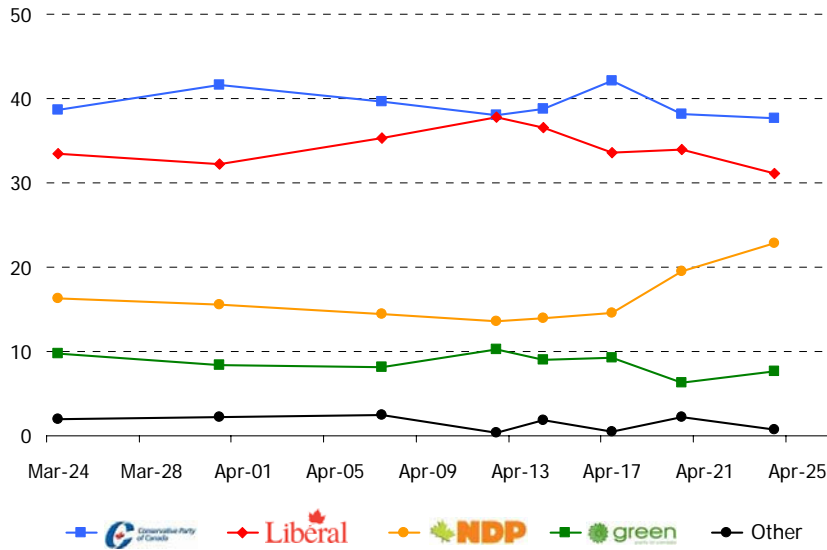
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BASE: Decided voters in Saskatchewan/Manitoba; most recent data point April 22-24, 2011 (n=199)

## Federal vote intention: Ontario



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 6.5% of Ontarians are undecided/ineligible to vote.

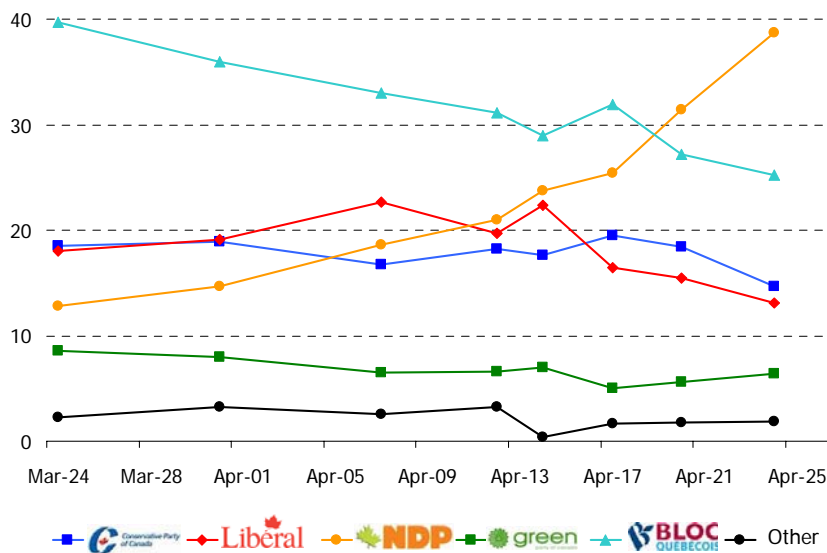
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BASE: Decided voters in Ontario; most recent data point April 22-24, 2011 (n=1,028)

## Federal vote intention: Quebec



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 9.1% of Quebecers are undecided/ineligible to vote.

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BASE: Decided voters in Quebec; most recent data point April 22-24, 2011 (n=761)

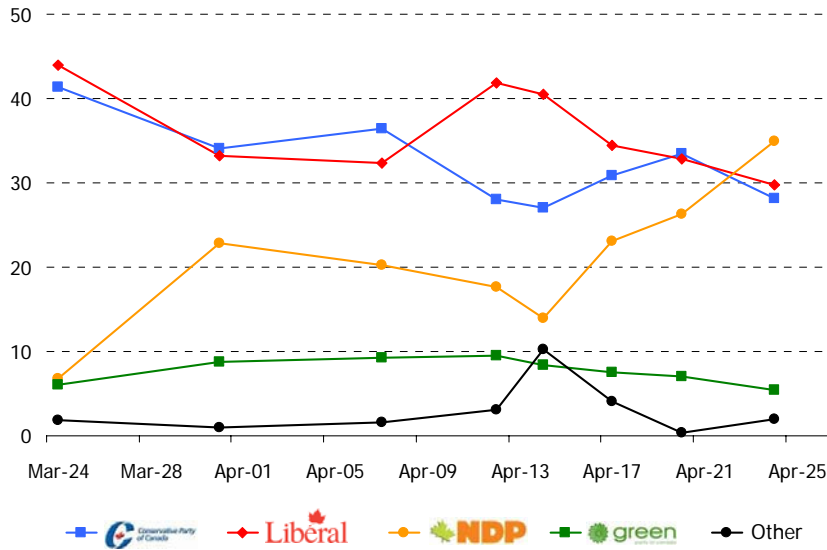




## Federal vote intention: Atlantic Canada



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 10.2% of Atlantic Canadians are undecided/ineligible to vote.

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BASE: Decided voters in Atlantic Canada; most recent data point April 22-24, 2011 (n=287)






**Detailed Tables:**

<b><u>National Federal Vote Intention</u></b>								
<i>Q. If a federal election were held tomorrow, which party would you vote for?</i>								
						Other	Sample Size	Margin of Error (+/-)
<b>NATIONALLY</b>	<b>33.7%</b>	<b>23.7%</b>	<b>28.0%</b>	<b>7.2%</b>	<b>6.2%</b>	<b>1.2%</b>	<b>2783</b>	<b>1.9</b>
<b>REGION</b>								
British Columbia	34.9%	24.5%	30.4%	9.7%	0.0%	0.6%	233	6.4
Alberta	57.5%	17.3%	18.8%	5.5%	0.0%	1.0%	275	5.9
Saskatchewan/Manitoba	48.2%	21.3%	20.5%	8.4%	0.0%	1.6%	199	7.0
Ontario	37.7%	31.1%	22.8%	7.6%	0.0%	0.7%	1028	3.1
Quebec	14.7%	13.1%	38.7%	6.4%	25.2%	1.9%	761	3.6
Atlantic Canada	28.1%	29.7%	34.9%	5.4%	0.0%	2.0%	287	5.8
<b>GENDER</b>								
Male	38.2%	22.4%	25.4%	7.0%	5.7%	1.3%	1487	2.5
Female	29.1%	25.0%	30.6%	7.5%	6.7%	1.1%	1296	2.7
<b>AGE</b>								
<25	24.7%	18.9%	27.0%	18.6%	9.7%	1.2%	181	7.3
25-44	29.1%	23.4%	31.6%	7.5%	7.0%	1.4%	771	3.5
45-64	35.4%	24.6%	27.6%	5.4%	6.0%	1.0%	1158	2.9
65+	44.4%	25.7%	22.5%	3.7%	2.9%	0.9%	673	3.8
<b>EDUCATION</b>								
High school or less	33.6%	20.0%	27.8%	8.8%	9.1%	0.8%	691	3.7
College or CEGEP	37.0%	17.2%	28.0%	9.5%	6.6%	1.6%	854	3.4
University or higher	31.5%	29.8%	28.1%	5.0%	4.5%	1.0%	1238	2.8
<b>METROPOLITAN CANADA</b>								
Vancouver	35.9%	31.3%	29.5%	3.2%	0.0%	0.0%	83	10.8
Calgary	54.4%	25.6%	13.9%	5.0%	0.0%	1.0%	79	11.0
Toronto	37.1%	35.2%	21.9%	5.6%	0.0%	0.3%	305	5.6
Ottawa	46.0%	38.5%	12.8%	2.7%	0.0%	0.0%	117	9.1
Montreal	12.6%	16.3%	42.6%	8.1%	18.8%	1.5%	264	6.0







### 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 (+/-)
<b>OVERALL</b>	<b>34.9%</b>	<b>24.5%</b>	<b>30.4%</b>	<b>9.7%</b>	<b>0.6%</b>	<b>233</b>	<b>6.4</b>
<b>GENDER</b>							
Male	37.7%	19.6%	31.5%	9.3%	1.9%	123	8.8
Female	32.6%	25.7%	27.2%	14.5%	0.0%	110	9.3
<b>AGE</b>							
<25	56.0%	12.0%	20.1%	12.0%	0.0%	9	32.7
25-44	27.5%	23.3%	29.8%	17.8%	1.6%	57	13.0
45-64	29.6%	25.5%	34.2%	9.8%	0.9%	102	9.7
65+	49.9%	21.7%	23.4%	5.0%	0.0%	65	12.2
<b>EDUCATION</b>							
High school or less	37.6%	18.7%	32.8%	10.9%	0.0%	46	14.5
College or CEGEP	36.4%	14.7%	26.6%	19.2%	3.0%	66	12.1
University or higher	33.3%	28.9%	29.6%	8.2%	0.0%	121	8.9

### Federal Vote Intention – Alberta





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

					Other	Sample Size	Margin of Error (+/-)
<b>OVERALL</b>	<b>57.5%</b>	<b>17.3%</b>	<b>18.8%</b>	<b>5.5%</b>	<b>1.0%</b>	<b>275</b>	<b>5.9</b>
<b>GENDER</b>							
Male	61.4%	17.7%	16.4%	2.9%	1.5%	169	7.5
Female	52.7%	16.3%	21.2%	8.8%	1.0%	106	9.5
<b>AGE</b>							
<25	24.3%	15.9%	43.9%	15.9%	0.0%	14	26.2
25-44	51.9%	16.1%	22.5%	9.5%	0.0%	87	10.5
45-64	62.2%	21.2%	12.6%	2.7%	1.3%	125	8.8
65+	73.3%	10.9%	11.6%	0.0%	4.2%	49	14.0
<b>EDUCATION</b>							
High school or less	58.7%	14.7%	19.2%	5.2%	2.3%	56	13.1
College or CEGEP	65.8%	7.7%	16.4%	9.3%	0.9%	95	10.1
University or higher	49.9%	25.0%	20.5%	3.6%	1.0%	124	8.8







### **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 (+/-)
<b>OVERALL</b>	<b>48.2%</b>	<b>21.3%</b>	<b>20.5%</b>	<b>8.4%</b>	<b>1.6%</b>	<b>199</b>	<b>7.0</b>
<b>GENDER</b>							
Male	49.5%	23.5%	20.7%	5.8%	0.5%	107	9.5
Female	44.4%	15.3%	26.1%	11.5%	2.6%	92	10.2
<b>AGE</b>							
<25	41.6%	15.6%	16.9%	26.0%	0.0%	12	28.3
25-44	44.1%	19.4%	24.1%	10.2%	2.2%	50	13.9
45-64	45.8%	20.3%	29.3%	4.5%	0.0%	69	11.8
65+	58.6%	20.6%	14.9%	1.4%	4.5%	68	11.9
<b>EDUCATION</b>							
High school or less	57.5%	8.2%	16.7%	15.5%	2.1%	56	13.1
College or CEGEP	56.5%	15.2%	23.2%	4.1%	1.0%	62	12.5
University or higher	35.2%	28.3%	27.2%	7.7%	1.6%	81	10.9

### **Federal Vote Intention – Ontario**






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

					Other	Sample Size	Margin of Error (+/-)
<b>OVERALL</b>	<b>37.7%</b>	<b>31.1%</b>	<b>22.8%</b>	<b>7.6%</b>	<b>0.7%</b>	<b>1028</b>	<b>3.1</b>
<b>GENDER</b>							
Male	42.1%	28.1%	20.8%	8.6%	0.4%	562	4.1
Female	32.6%	34.0%	25.4%	6.9%	1.1%	466	4.5
<b>AGE</b>							
<25	30.5%	23.5%	21.2%	23.3%	1.6%	68	11.9
25-44	29.9%	32.5%	29.2%	7.6%	0.8%	266	6.0
45-64	43.0%	31.1%	19.9%	5.3%	0.7%	430	4.7
65+	44.5%	33.0%	18.7%	3.4%	0.3%	264	6.0
<b>EDUCATION</b>							
High school or less	38.3%	25.7%	24.4%	11.5%	0.0%	214	6.7
College or CEGEP	44.9%	21.5%	23.2%	8.8%	1.7%	295	5.7
University or higher	32.7%	38.5%	22.6%	5.7%	0.6%	519	4.3







### Federal Vote Intention – Quebec

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

						Other	Sample Size	Margin of Error (+/-)
<b>OVERALL</b>	<b>14.7%</b>	<b>13.1%</b>	<b>38.7%</b>	<b>6.4%</b>	<b>25.2%</b>	<b>1.9%</b>	<b>761</b>	<b>3.6</b>
<b>GENDER</b>								
Male	18.7%	11.9%	36.5%	6.9%	23.1%	2.8%	390	5.0
Female	11.9%	14.6%	40.9%	5.6%	26.1%	0.8%	371	5.1
<b>AGE</b>								
<25	6.9%	11.0%	32.3%	16.9%	31.6%	1.3%	62	12.5
25-44	15.2%	13.8%	38.7%	2.8%	26.2%	3.3%	230	6.5
45-64	13.3%	10.5%	42.3%	6.5%	26.1%	1.4%	307	5.6
65+	24.6%	19.2%	36.0%	5.9%	14.3%	0.0%	162	7.7
<b>EDUCATION</b>								
High school or less	12.9%	15.5%	35.4%	6.0%	28.8%	1.4%	240	6.3
College or CEGEP	14.6%	10.8%	40.4%	8.6%	24.1%	1.4%	246	6.3
University or higher	17.7%	13.7%	40.0%	4.4%	21.9%	2.4%	275	5.9

### 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 (+/-)
<b>OVERALL</b>	<b>28.1%</b>	<b>29.7%</b>	<b>34.9%</b>	<b>5.4%</b>	<b>2.0%</b>	<b>287</b>	<b>5.8</b>
<b>GENDER</b>							
Male	34.2%	30.3%	29.2%	5.1%	1.2%	136	8.4
Female	24.3%	29.9%	37.1%	6.2%	2.5%	151	8.0
<b>AGE</b>							
<25	12.1%	31.2%	44.3%	6.0%	6.4%	16	24.5
25-44	29.9%	26.0%	36.8%	6.2%	1.2%	81	10.9
45-64	25.7%	33.6%	33.6%	5.6%	1.6%	125	8.8
65+	43.4%	30.9%	19.7%	4.6%	1.5%	65	12.2
<b>EDUCATION</b>							
High school or less	34.8%	23.2%	31.5%	10.5%	0.0%	79	11.0
College or CEGEP	28.2%	35.1%	28.6%	4.8%	3.3%	90	10.3
University or higher	26.3%	31.0%	37.5%	3.1%	2.1%	118	9.0



### 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 (+/-)
<b>NATIONALLY</b>	<b>49.4%</b>	<b>39.6%</b>	<b>11.0%</b>	<b>1497</b>	<b>2.5</b>
<b>REGION</b>					
British Columbia	57.0%	31.4%	11.5%	121	8.9
Alberta	55.5%	34.7%	9.7%	139	8.3
Saskatchewan/Manitoba	64.1%	19.7%	16.2%	105	9.6
Ontario	50.9%	38.6%	10.5%	562	4.1
Quebec	40.4%	50.0%	9.6%	415	4.8
Atlantic Canada	38.1%	47.1%	14.8%	155	7.9
<b>GENDER</b>					
Male	54.6%	37.0%	8.4%	782	3.5
Female	44.4%	42.1%	13.5%	715	3.7
<b>AGE</b>					
<25	47.8%	42.3%	9.9%	110	9.3
25-44	47.4%	43.9%	8.7%	413	4.8
45-64	48.8%	38.5%	12.7%	628	3.9
65+	55.8%	31.1%	13.1%	346	5.3
<b>EDUCATION</b>					
High school or less	45.2%	40.7%	14.1%	385	5.0
College or CEGEP	53.0%	37.5%	9.5%	454	4.6
University or higher	49.2%	40.5%	10.3%	658	3.8
<b>CURRENT VOTE INTENTION</b>					
Conservative Party of Canada	86.8%	7.1%	6.1%	466	4.5
Liberal Party of Canada	36.6%	51.6%	11.8%	314	5.5
NDP	31.2%	57.1%	11.6%	405	4.9
Green Party	38.6%	49.6%	11.7%	87	10.5
Bloc Quebecois	32.2%	55.6%	12.2%	100	9.8
Undecided	25.6%	62.7%	11.7%	18	23.1


**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 (+/-)
<b>NATIONALLY</b>	<b>43.5%</b>	<b>47.5%</b>	<b>9.0%</b>	<b>1507</b>	<b>2.5</b>
<b>REGION</b>					
British Columbia	45.2%	42.0%	12.8%	132	8.5
Alberta	64.4%	26.9%	8.7%	155	7.9
Saskatchewan/Manitoba	37.4%	45.7%	16.9%	115	9.1
Ontario	47.0%	45.1%	7.9%	528	4.3
Quebec	33.2%	60.3%	6.4%	417	4.8
Atlantic Canada	34.4%	56.3%	9.3%	160	7.8
<b>GENDER</b>					
Male	47.8%	45.7%	6.5%	793	3.5
Female	39.5%	49.1%	11.3%	714	3.7
<b>AGE</b>					
<25	39.1%	48.0%	12.9%	107	9.5
25-44	39.1%	53.7%	7.3%	428	4.7
45-64	45.7%	47.2%	7.1%	608	4.0
65+	51.0%	35.5%	13.6%	364	5.1
<b>EDUCATION</b>					
High school or less	42.7%	42.5%	14.8%	395	4.9
College or CEGEP	43.7%	48.0%	8.3%	467	4.5
University or higher	43.9%	49.8%	6.3%	645	3.9
<b>CURRENT VOTE INTENTION</b>					
Conservative Party of Canada	87.9%	7.6%	4.5%	509	4.3
Liberal Party of Canada	23.4%	70.2%	6.5%	333	5.4
NDP	21.7%	67.9%	10.5%	359	5.2
Green Party	21.0%	69.7%	9.3%	89	10.4
Bloc Quebecois	16.6%	77.5%	5.9%	87	10.5
Undecided	33.5%	62.1%	4.4%	16	24.5



**Second Choice**

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

						Other	No 2 <sup>nd</sup> choice	Sample Size	Margin of Error (+/-)
<b>NATIONALLY</b>	<b>7%</b>	<b>17%</b>	<b>25%</b>	<b>13%</b>	<b>5%</b>	<b>2%</b>	<b>31%</b>	<b>2942</b>	<b>1.8</b>
<b>REGION</b>									
British Columbia	7%	24%	19%	18%	0%	3%	29%	248	6.2
Alberta	6%	13%	22%	12%	0%	2%	44%	291	5.7
Saskatchewan/Manitoba	8%	13%	20%	16%	0%	5%	38%	215	6.7
Ontario	7%	18%	28%	12%	0%	2%	33%	1069	3.0
Quebec	8%	15%	23%	12%	19%	2%	20%	808	3.5
Atlantic Canada	8%	19%	28%	12%	0%	2%	32%	311	5.6
<b>GENDER</b>									
Male	7%	17%	25%	12%	4%	2%	32%	1546	2.5
Female	7%	17%	24%	15%	5%	2%	29%	1396	2.6
<b>AGE</b>									
<25	9%	22%	20%	11%	8%	1%	28%	196	7.0
25-44	9%	17%	22%	17%	5%	3%	28%	816	3.4
45-64	6%	16%	28%	13%	5%	2%	30%	1228	2.8
65+	5%	17%	26%	10%	2%	2%	38%	702	3.7
<b>EDUCATION</b>									
High school or less	7%	14%	24%	10%	5%	3%	38%	758	3.6
College or CEGEP	9%	14%	24%	14%	4%	3%	32%	903	3.3
University or higher	7%	21%	26%	14%	5%	2%	25%	1281	2.7
<b>VOTE INTENTION</b>									
Conservative Party of Canada	0%	17%	23%	9%	1%	2%	47%	975	3.1
Liberal Party of Canada	10%	0%	52%	16%	3%	1%	18%	647	3.9
NDP	13%	33%	0%	20%	12%	1%	20%	764	3.6
Green Party	10%	23%	33%	0%	2%	9%	23%	176	7.4
Bloc Quebecois	7%	13%	46%	14%	0%	1%	19%	187	7.2
Undecided	16%	23%	9%	20%	4%	0%	29%	34	16.8





### Likelihood of Voting in the Next Election

*Q. How certain are you to vote in the next federal election?*

	Absolutely certain	Quite certain	Not sure	Will not	Sample Size	Margin of Error (+/-)
<b>NATIONALLY</b>	<b>81%</b>	<b>8%</b>	<b>8%</b>	<b>3%</b>	<b>2942</b>	<b>1.8</b>
<b>REGION</b>						
British Columbia	80%	9%	9%	3%	248	6.2
Alberta	80%	8%	10%	2%	291	5.7
Saskatchewan/Manitoba	75%	16%	6%	3%	215	6.7
Ontario	81%	8%	8%	3%	1069	3.0
Quebec	83%	7%	7%	3%	808	3.5
Atlantic Canada	78%	9%	9%	4%	311	5.6
<b>GENDER</b>						
Male	82%	9%	7%	3%	1546	2.5
Female	80%	8%	9%	2%	1396	2.6
<b>AGE</b>						
<25	65%	12%	18%	5%	196	7.0
25-44	77%	10%	9%	4%	816	3.4
45-64	85%	7%	6%	1%	1228	2.8
65+	90%	6%	4%	1%	702	3.7
<b>EDUCATION</b>						
High school or less	72%	10%	14%	5%	758	3.6
College or CEGEP	80%	9%	8%	3%	903	3.3
University or higher	86%	7%	5%	2%	1281	2.7
<b>CURRENT VOTE INTENTION</b>						
Conservative Party of Canada	85%	9%	5%	1%	975	3.1
Liberal Party of Canada	84%	8%	7%	2%	647	3.9
NDP	84%	8%	6%	2%	764	3.6
Green Party	72%	9%	16%	3%	176	7.4
Bloc Quebecois	83%	8%	8%	1%	187	7.2
Undecided	60%	12%	15%	14%	34	16.8

## Methodology:

EKOS' weekly tracking polls are conducted using Interactive Voice Response (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 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 April 22-24, 2011. In total, a random sample of 3,004 Canadians aged 18 and over responded to the survey (including a sub-sample of 2,783 decided voters). The margin of error associated with the total sample is +/-1.8 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.