

www.ekospolitics.ca

OUR FINAL WORDS AND A FEW MORE NUMBERS

EKOS SEAT PROJECTION

"Prediction is very hard, especially about the future." - Yogi Berra

These seat projections are based on EKOS' opinion polling. The projections are based on national, regional, and, in some cases, sub-regional polling projected onto the results of the last election. They do not pretend to predict individual ridings.

[OTTAWA – May 1, 2011] As we conclude Campaign 41 and await the public judgement, a few final comments are in order. Despite a bewildering array of contradictory evidence from the earlier polls it now appears that what was previously thought unimaginable has now become a point of consensus. The final estimates of party support including today's final sample are 33.9 points for the Conservatives, 31.2 for the NDP, 21.0 for the Liberals, 6.4 for the Bloc, and 6.0 for the Green Party.

When we adjust this based on an index which predicts the most likely to vote we arrive at 34.0 points for the Conservatives, 31.6 for the NDP, 20.8 for the Liberals, 6.4 for the Bloc, and 5.9 for the Green Party.

As shocking as those numbers would have seemed just a few weeks ago, they are now more or less stable and undoubtedly accurate. The only real question remaining, and frankly this is more a matter of anecdotal curiosity at this stage, is how these translate into the new seat distribution in Canada's next parliament.

Recognising the vagaries of sampling error, vote splitting and other factors, we are going to provide an estimate at the national level which is couched around a somewhat arbitrary band of uncertainty.

HIGHLIGHTS

- **National federal vote intention:**
 - ☒ **33.9% CPC**
 - ☒ **31.2% NDP**
 - ☒ **21.0% LPC**
 - ☒ **6.0% Green**
 - ☒ **6.4% BQ**
 - ☒ **1.5% other**
- **National federal vote intention (those with a commitment index score of 3-8):**
 - ☒ **34.0% CPC**
 - ☒ **31.6% NDP**
 - ☒ **20.8% LPC**
 - ☒ **5.9% Green**
 - ☒ **6.4% BQ**
 - ☒ **1.3% other**
- **Seat projections:**
 - ☒ **CPC: 130 to 146 seats**
 - ☒ **NDP: 103 to 123 seats**
 - ☒ **LPC: 36 to 46 seats**
 - ☒ **BQ: 10 to 20 seats**
 - ☒ **GP: 1 seat**

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

After the ballots are counted tomorrow, we expect to see the following:

- 1) CPC: 130 to 146 seats
- 2) NDP: 103 to 123 seats
- 3) LPC: 36 to 46 seats
- 4) BQ: 10 to 20 seats
- 5) GP: 1 seat

For those who would prefer a point estimate, just take the midpoint of the zones (e.g. 138 seats in the case of the Conservative Party).

Along with other Canadians, we will await the conclusion of what has been the most exciting electoral race in recent history. If the results resemble our forecast, we are in for another tumultuous period as the powers that be and public opinion try and decide what governing relationships this will actually mean.

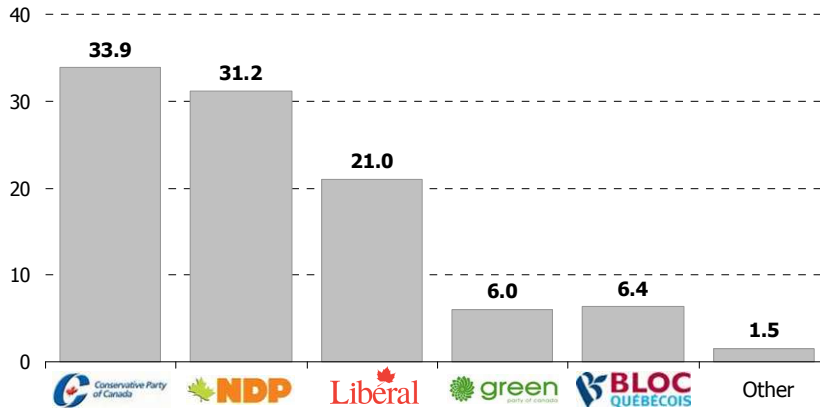


Top Line Results:

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 9.8% of Canadians are undecided/ineligible to vote.

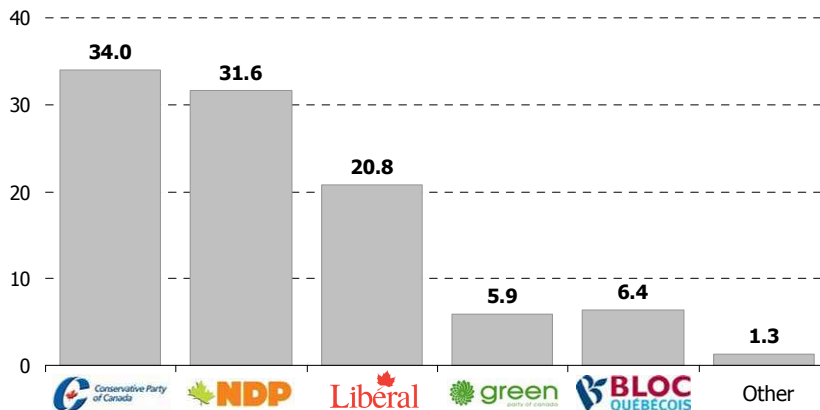
Copyright 2011. No reproduction without permission

BASE: Decided voters; April 29-May 1, 2011 (n=2,876)

Federal vote intention (committed voters only)



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 9.8% of Canadians are undecided/ineligible to vote.

Copyright 2011. No reproduction without permission

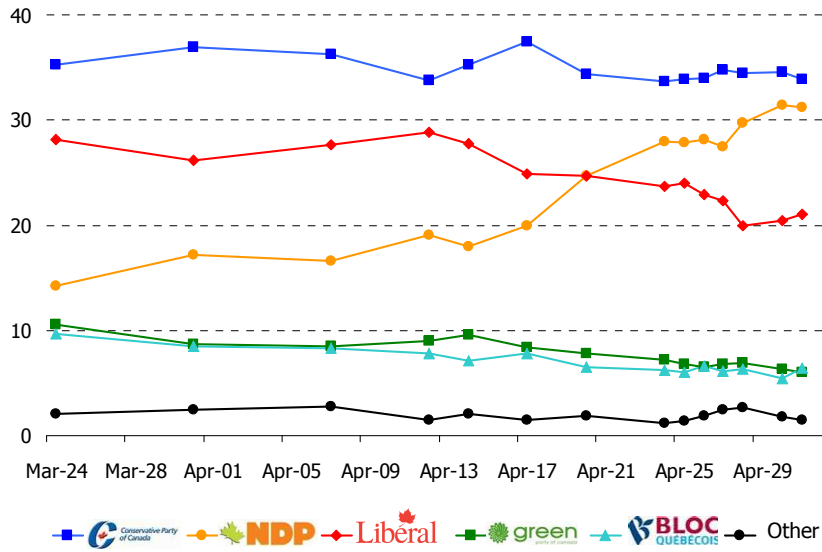
BASE: Those who score 3-8 on the voter commitment index; April 29-May 1, 2011 (n=2,690)



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 9.5% of Canadians are undecided/ineligible to vote.

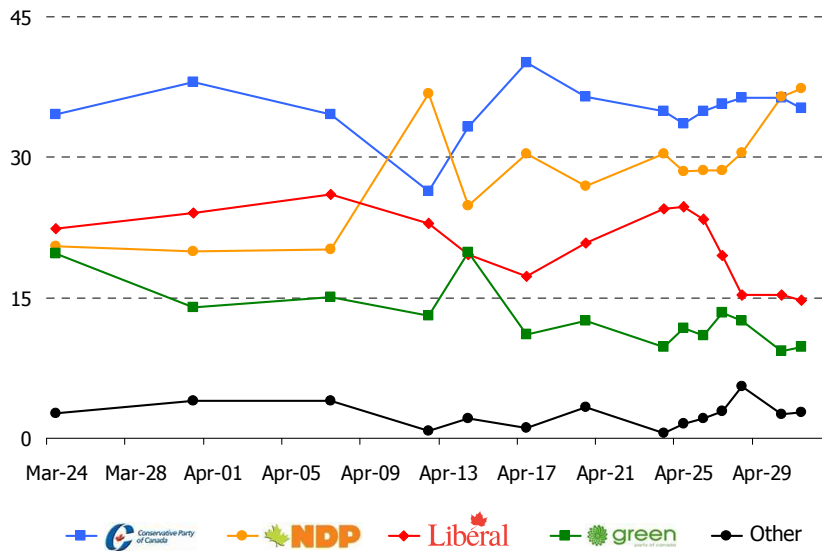
Copyright 2011. No reproduction without permission

BASE: Decided voters; most recent data point April 29-May 1, 2011 (n=2,876)

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 8.9% of British Columbians are undecided/ineligible to vote.

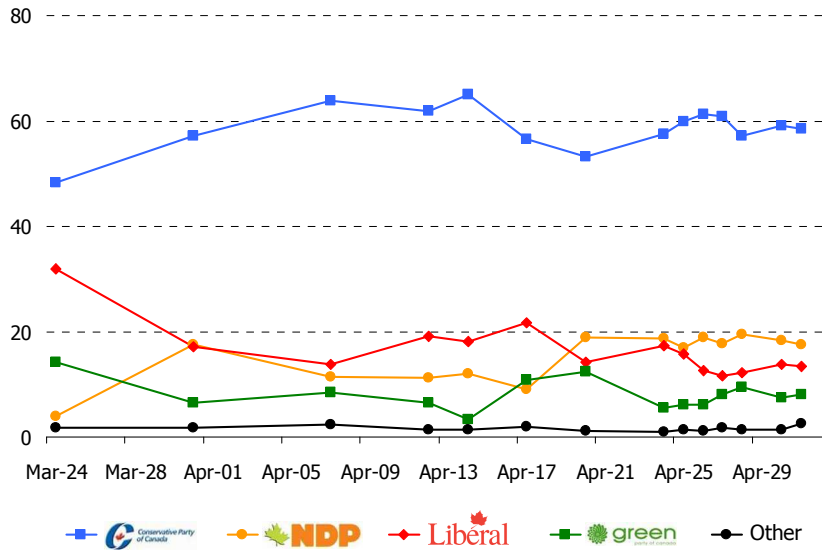
Copyright 2011. No reproduction without permission

BASE: Decided voters in British Columbia; most recent data point April 29-May 1, 2011 (n=340)

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 9.5% of Albertans are undecided/ineligible to vote.

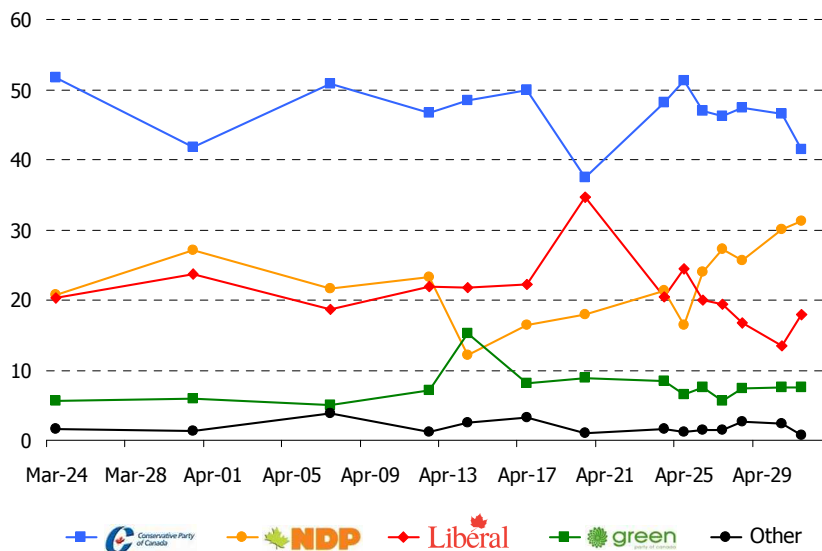
Copyright 2011. No reproduction without permission

BASE: Decided voters in Alberta; most recent data point April 29-May 1, 2011 (n=302)

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 11.4% of Saskatchewanians and Manitobans are undecided/ineligible to vote.

Copyright 2011. No reproduction without permission

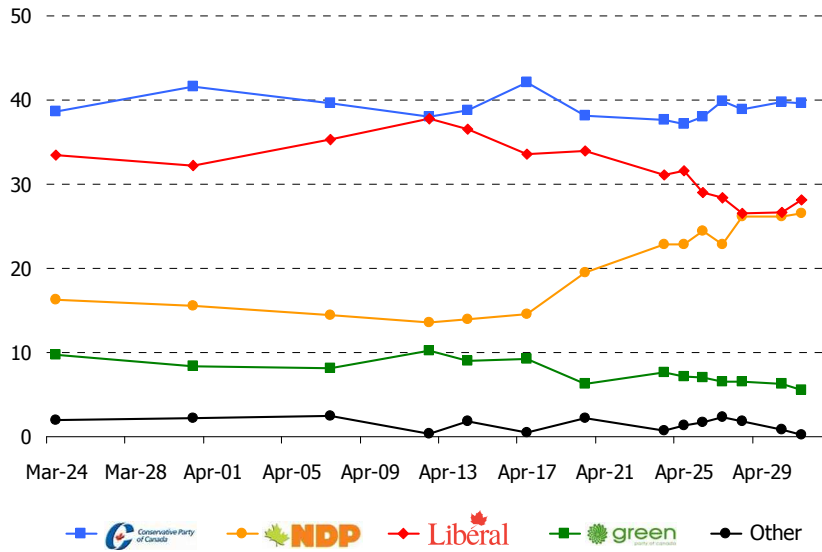
BASE: Decided voters in Saskatchewan/Manitoba; most recent data point April 29-May 1, 2011 (n=207)



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 7.7% of Ontarians are undecided/ineligible to vote.

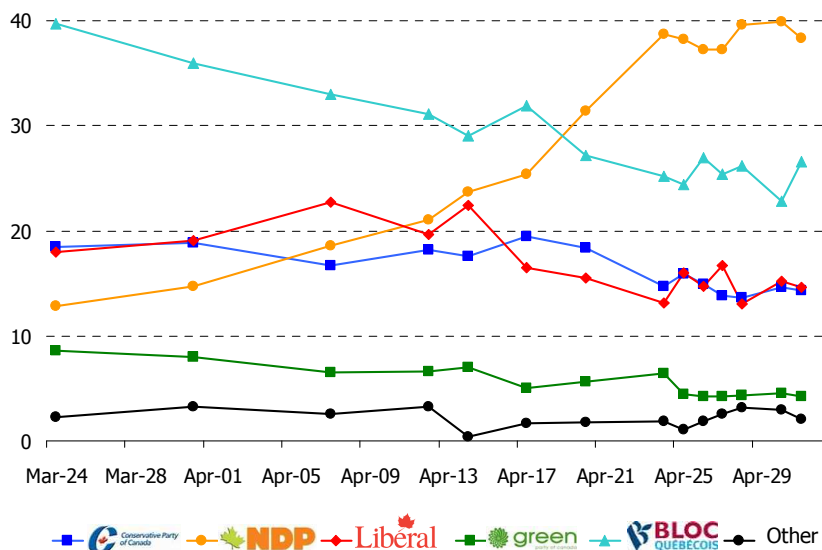
Copyright 2011. No reproduction without permission

BASE: Decided voters in Ontario; most recent data point April 29-May 1, 2011 (n=1,007)

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 12.4% of Quebecers are undecided/ineligible to vote.

Copyright 2011. No reproduction without permission

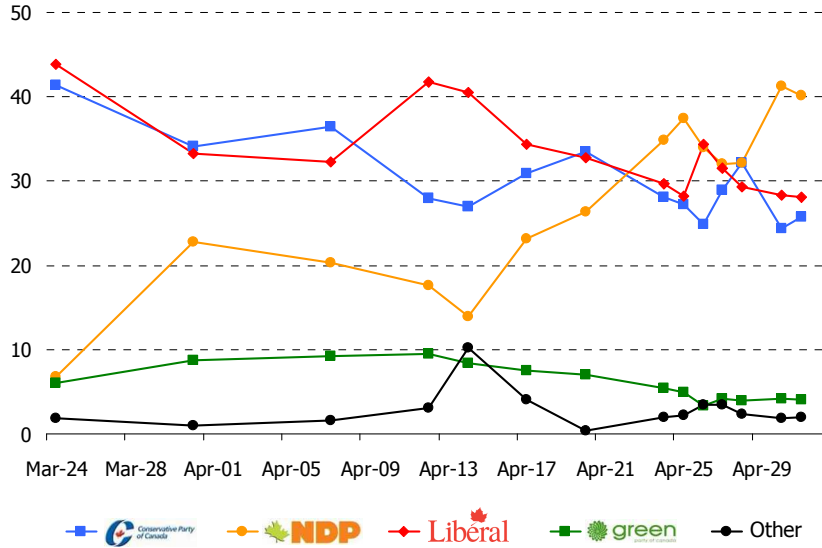
BASE: Decided voters in Quebec; most recent data point April 29-May 1, 2011 (n=706)



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 9.0% of Atlantic Canadians are undecided/ineligible to vote.

Copyright 2011. No reproduction without permission

BASE: Decided voters in Atlantic Canada; most recent data point April 29-May 1, 2011 (n=314)



Detailed Tables:

National Federal Vote Intention								
<i>Q. Which party do you intend to vote for on May 2nd?</i>								
						Other	Sample Size	Margin of Error (+/-)
NATIONALLY	33.9%	21.0%	31.2%	6.0%	6.4%	1.5%	2876	1.8
REGION								
British Columbia	35.3%	14.7%	37.4%	9.7%	0.0%	2.8%	340	5.3
Alberta	58.5%	13.4%	17.5%	8.0%	0.0%	2.6%	302	5.6
Saskatchewan/Manitoba	41.5%	18.0%	32.3%	7.6%	0.0%	0.7%	207	6.8
Ontario	39.6%	28.2%	26.5%	5.5%	0.0%	0.3%	1007	3.1
Quebec	14.3%	14.6%	38.3%	4.2%	26.6%	2.1%	706	3.7
Atlantic Canada	25.7%	28.1%	40.1%	4.1%	0.0%	2.0%	314	5.5
GENDER								
Male	37.7%	20.1%	29.1%	5.7%	6.3%	1.2%	1547	2.5
Female	30.3%	21.8%	33.3%	6.3%	6.5%	1.7%	1329	2.7
AGE								
<25	25.9%	19.0%	37.2%	10.1%	5.5%	2.2%	161	7.7
25-44	29.4%	21.2%	33.1%	6.6%	8.4%	1.4%	800	3.5
45-64	36.3%	20.6%	31.2%	5.4%	5.5%	1.0%	1216	2.8
65+	42.8%	22.4%	24.3%	3.7%	4.7%	2.1%	699	3.7
EDUCATION								
High school or less	38.0%	16.6%	28.2%	6.7%	8.4%	2.2%	720	3.7
College or CEGEP	38.9%	17.0%	31.6%	4.9%	5.4%	2.2%	877	3.3
University or higher	28.7%	25.7%	32.5%	6.4%	6.0%	0.6%	1279	2.7
METROPOLITAN CANADA								
Vancouver	40.3%	14.9%	38.5%	5.7%	0.0%	0.7%	94	10.1
Calgary	58.4%	17.9%	8.8%	9.4%	0.0%	5.4%	82	10.8
Toronto	38.9%	36.0%	21.7%	3.0%	0.0%	0.3%	274	5.9
Ottawa	44.9%	30.6%	19.3%	5.1%	0.0%	0.0%	106	9.5
Montreal	11.7%	16.1%	42.7%	3.1%	23.7%	2.7%	255	6.1

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 29 – May 1, 2011. In total, a random sample of 3,144 Canadians aged 18 and over responded to the survey (including a sub-sample of 2,876 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.

Annex I: Calculation of Commitment Index

Respondents are assigned points based on their responses to six questions. A respondent's score is simply the total number of points they receive. A respondent may receive up to eight points. Points are assigned as follows:

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

- If the respondent selects their voting choice without being asked whether they are leaning towards a particular party, they receive 1 point.

How enthusiastic are you about your current choice?

- If the respondent says that they are very enthusiastic about their current choice (5, 6, or 7 on a 7-point scale), they receive 1 point.
- If the respondent says that they are extremely enthusiastic about their current choice (7 on a 7-point scale), they receive an additional point.

How likely it is that you will change your mind between now and the next federal election?

- If the respondent says that it is not likely that they will change their mind (1, 2, or 3 on a 7-point scale), they receive 1 point.
- If the respondent says that it is not at all likely that they will change their mind (1 on a 7-point scale), they receive an additional point.

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

- If the respondent says they are "quite" certain to vote in the next election, they receive 1 point.
- If the respondent says they are "absolutely" certain to vote in the next election, they receive 2 points.

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

- If the respondent does not select another party as a second choice, they receive 1 point.