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RACE TIGHTENS ON EVE OF DEBATE

NDP SHOWING STRENGTH

[Ottawa – April 13, 2011] – In polling conducted early this week, voters appear to be backing away from a Conservative majority and are now looking more carefully at other options. In what is the tightest period of the race so far, the 11-point cushion that Conservatives had in the opening days of the campaign has been replaced with a scant 5-point lead.

Their comfortable and seat-efficient Ontario margin of 10 points has basically vanished and, at these numbers, the Conservatives would be looking at a significantly diminished minority.

The Conservatives are now at 33.8 points nationally – down from the outset of the early campaign where they were at 36.9 points. They are now more than three points shy of the last election and showing newfound weakness in the key regions of Ontario and British Columbia. Meanwhile, the Liberals are moving up steadily (if unspectacularly) and are now tied in the crucial Ontario market and newly competitive in a tight four-way race in British Columbia.

The other main story of this poll is that the claimed demise of the NDP is clearly premature.

The New Democrats are showing important new strength, particularly in Quebec and British Columbia where they now lead. The NDP have risen steadily since the outset of the campaign (interestingly, not at the expense of the Liberal Party). Bloc support, meanwhile, continues to be off somewhat in Quebec but no real clear federalist champion has emerged. Elizabeth May's Green Party has rebounded somewhat with Canadians and her party continues to do very well with voters under 25.

It is quite possible that the announcement of a draft Auditor General's report suggesting inappropriate G8/G20 spending has accelerated a more placid tightening of the race that we observed at the conclusion of last week. There are also some very interesting insights evident in the shifting demographic constituencies for the parties. The Conservatives are displaying a highly divided generational split. Indeed, they have more than twice as much support among seniors as they do with youth while youth appear unable to find a party to rally behind. Women voters are

HIGHLIGHTS

- **National federal vote intention:**
 - ☒ 33.8% CPC
 - ☒ 28.8% LPC
 - ☒ 19.1% NDP
 - ☒ 9.0% Green
 - ☒ 7.8% BQ
 - ☒ 1.5% other
- **Direction of country:**
 - ☒ 48.3% right direction
 - ☒ 40.2% wrong direction
 - ☒ 11.5% DK/NR
- **Direction of government:**
 - ☒ 41.5% right direction
 - ☒ 45.9% wrong direction
 - ☒ 12.6% DK/NR
- **Second choice:**
 - ☒ 8.9% CPC
 - ☒ 16.1% LPC
 - ☒ 23.8% NDP
 - ☒ 11.2% Green
 - ☒ 4.2% BQ
 - ☒ 3.0% other
 - ☒ 32.7% no second choice

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

defecting from the Conservative Party and there is now a very large gender gap. The NDP, meanwhile, is doing very well with women and has broadened its demographic constituency. The Liberals are doing best with the university educated and non-Canadian born and have made modest improvements among female voters.

Measures of enthusiasm and commitment still show the Conservatives with a major advantage but the gap seems to be eroding somewhat. The NDP, in particular, are showing more enthusiasm, perhaps in response to the NDP platform. Despite growing support and some modest gains, the Green Party vote is still plagued by a tendency by its supporters to defect to other parties or not vote. It appears now that Green Party support will be around or slightly higher than the levels of 2008.

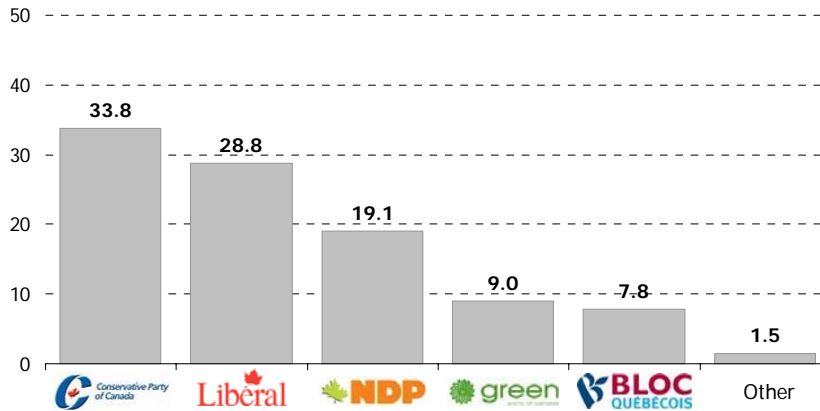
All in all, the race is reaching a very interesting and dynamic midpoint which could still yield some major surprises on May 2nd.



Top Line Results:

Federal vote intention

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



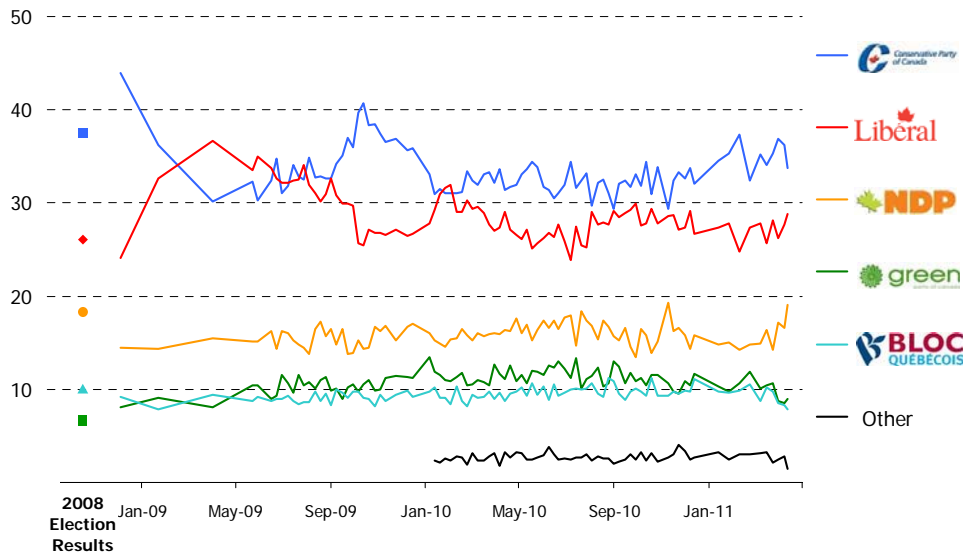
Note: The data on federal vote intention are based on decided and leaning voters only. Our survey also finds that 10.6% of Canadians are undecided/ineligible to vote.

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BASE: Decided voters: April 11-12, 2011 (1,108)

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 10.6% of Canadians are undecided/ineligible to vote.

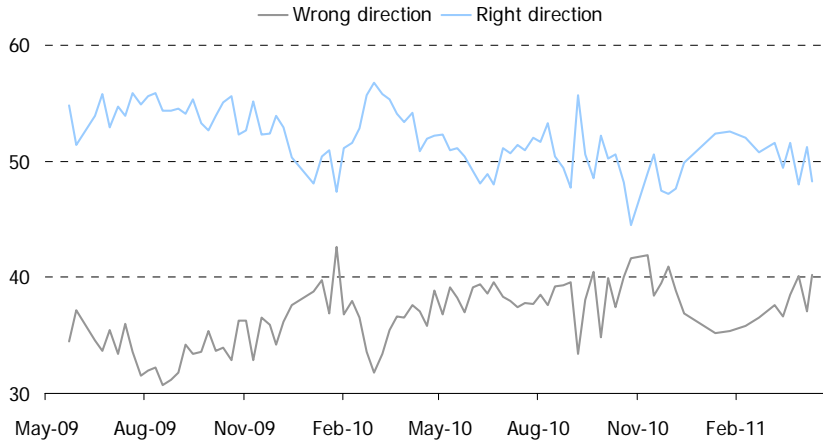
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BASE: Decided voters; most recent data point April 11-12, 2011 (n=1,108)



Direction of country

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

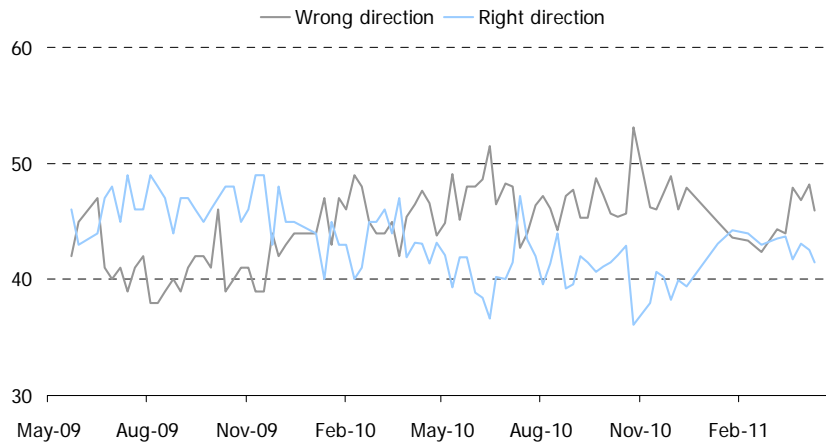


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BASE: Canadians; most recent data point April 11-12, 2011 (n=half sample)

Direction of government

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



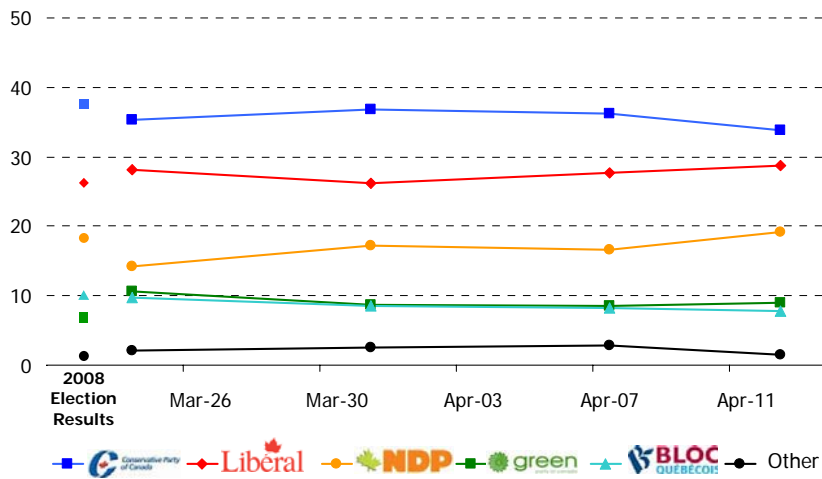
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BASE: Canadians; most recent data point April 11-12, 2011 (n=half sample)



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 10.3% of Canadians are undecided/ineligible to vote.

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BASE: Decided voters; most recent data point April 11-12, 2011 (n=1,108)

Second choice

Q. Which party would be your second choice?

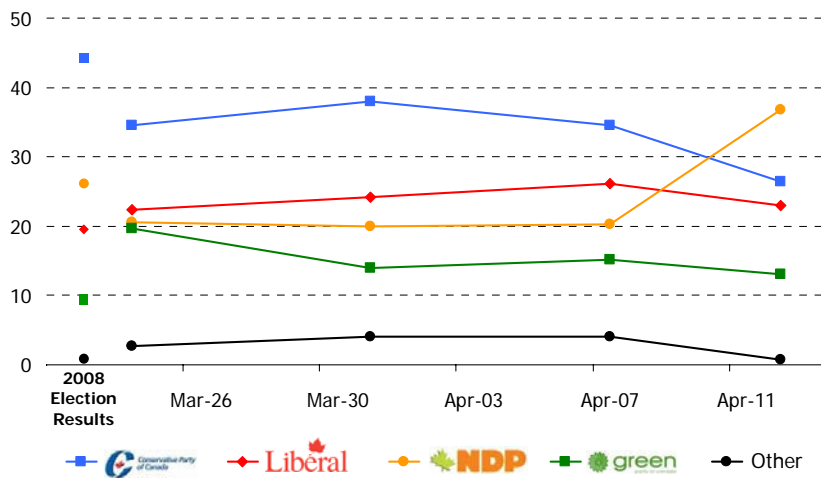
SECOND CHOICE	Second Choice (overall)	FIRST CHOICE					
		CPC	LPC	NDP	GP	BQ	Other
	8.9	--	16.0	13.4	14.4	11.1	9.8
	16.1	17.8	--	40.5	16.5	17.6	6.9
	23.8	21.1	43.2	--	26.8	37.1	11.7
	11.2	11.0	15.9	12.4	--	10.7	12.9
	4.2	2.3	4.1	10.9	3.4	--	12.9
Other	3.0	2.9	1.6	4.2	3.3	0.0	--
No second choice	32.7	45.0	19.1	18.5	35.6	23.6	45.9

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BASE: Eligible voters; April 11-12, 2011 (n=1,218)

Federal vote intention: British Columbia

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



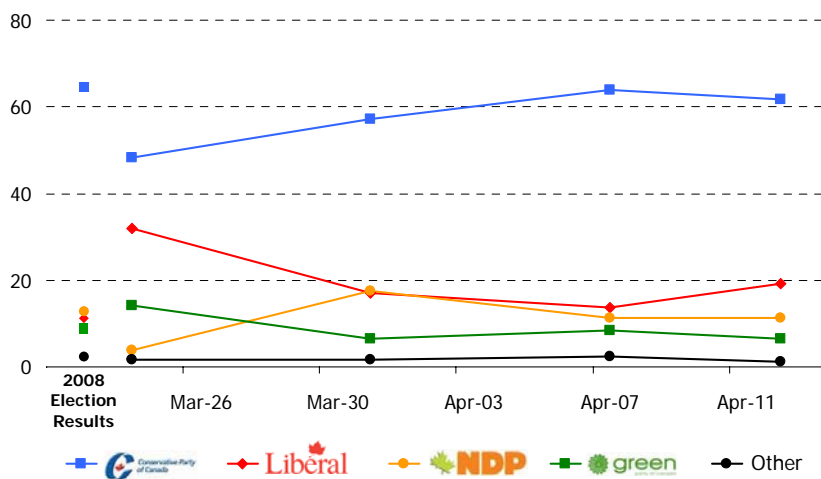
Note: The data on federal vote intention are based on decided and leaning voters only. Our survey also finds that 11.3% of British Columbians are undecided/ineligible to vote.

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BASE: Decided voters in British Columbia; most recent data point April 11-12, 2011 (n=115)

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 10.5% of Albertans are undecided/ineligible to vote.

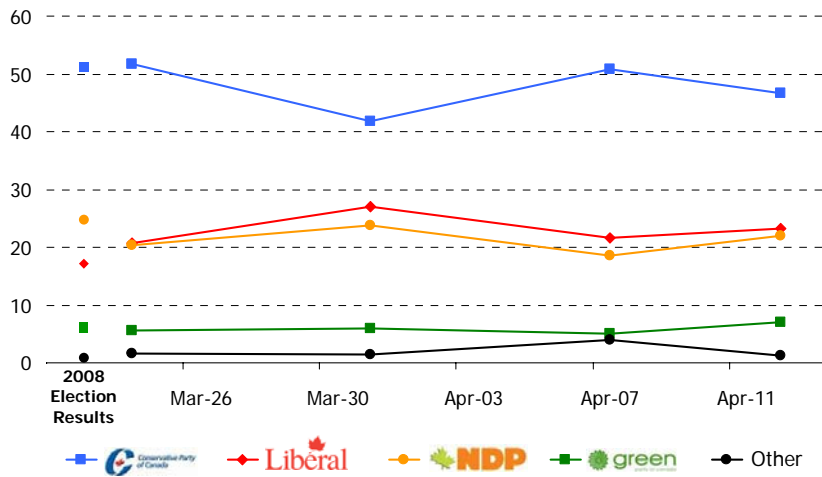
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BASE: Decided voters in Alberta; most recent data point April 11-12, 2011 (n=112)



Federal vote intention: Saskatchewan/Manitoba

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



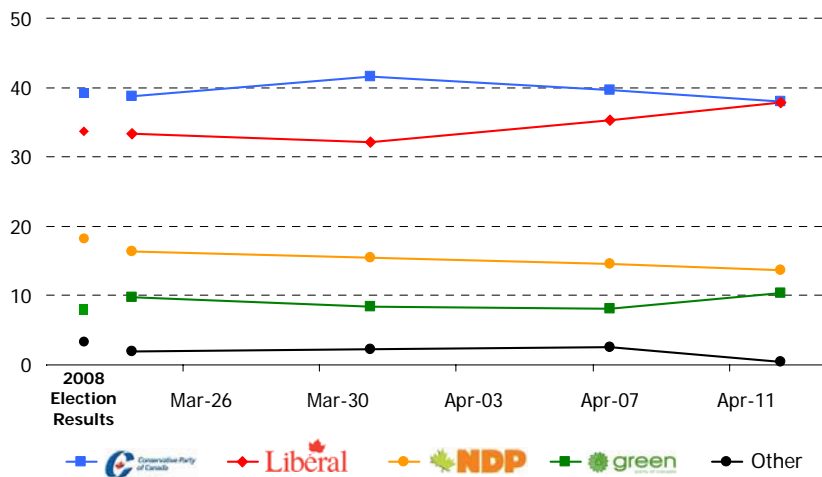
Note: The data on federal vote intention are based on decided and leaning voters only. Our survey also finds that 8.1% of Saskatchewanians and Manitobans are undecided/ineligible to vote.

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BASE: Decided voters in Saskatchewan/Manitoba; most recent data point April 11-12, 2011 (n=72)

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 8.7% of Ontarians are undecided/ineligible to vote.

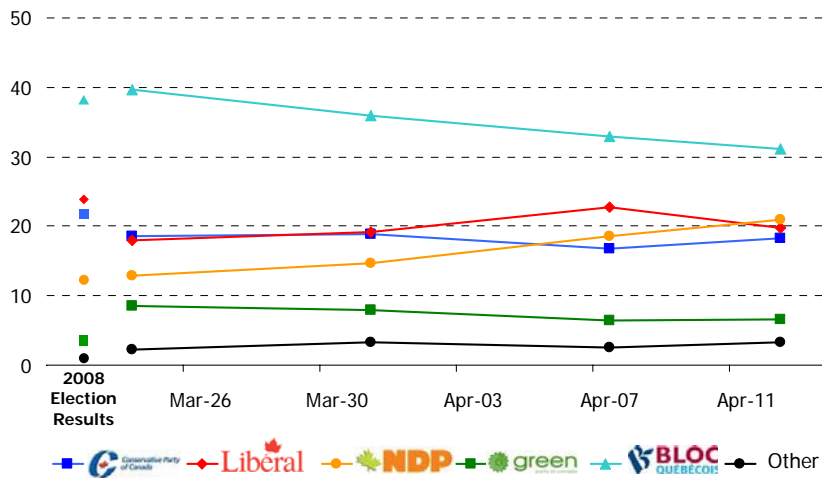
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BASE: Decided voters in Ontario; most recent data point April 11-12, 2011 (n=434)



Federal vote intention: Quebec

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



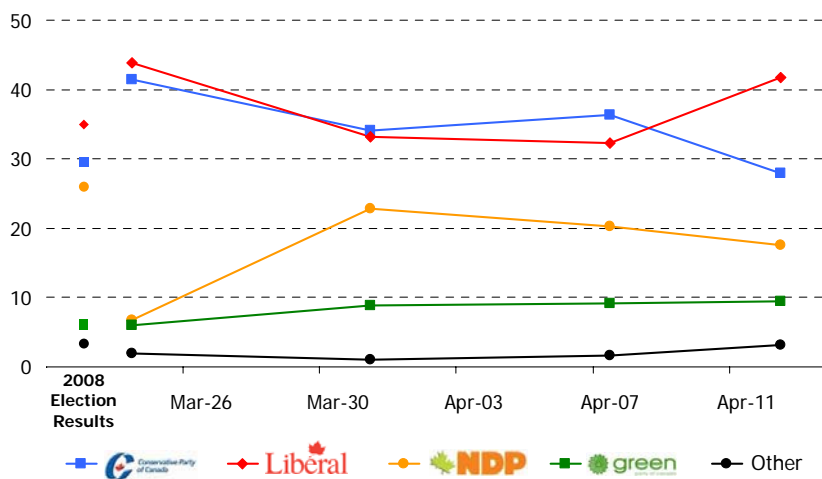
Note: The data on federal vote intention are based on decided and leaning voters only. Our survey also finds that 11.8% of Quebecers are undecided/ineligible to vote.

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BASE: Decided voters in Quebec; most recent data point April 11-12, 2011 (n=298)

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 18.5% of Atlantic Canadians are undecided/ineligible to vote.

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BASE: Decided voters in Atlantic Canada; most recent data point April 11-12, 2011 (n=77)



Commitment Index:

In a period of unprecedented political ambivalence, commitment is a scarce resource. In a race such as this, one of the key determinants of electoral success is the overall degree of loyalty or commitment of voters to various alternatives.

We have therefore created a “commitment index” which we will associate with each of the parties’ weekly results. This index is an aggregation of six factors:

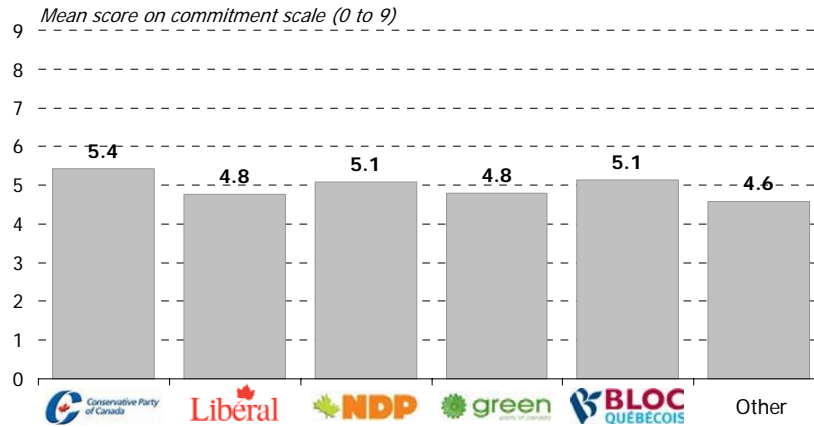
- the ease with which a respondent revealed/declared their voting preference;
- the self-rated level of enthusiasm with current voting choice;
- the expressed intensity of attachment to current voting choice;
- the self-expressed likelihood of actually voting on May 2nd;
- the concordance between current choice and declared past vote; and
- the respondent’s willingness to consider other parties.

This index will be useful in our analysis of the outcome of the election given that, all other things being equal, the more committed one’s supporters, the greater the likelihood of winning.

While there is no universally-accepted method as to how a commitment index should be calculated, we believe that our technique offers valuable insights into Canadians’ commitment to their voting choices. Nevertheless, we will be experimenting with new commitment measures over the coming weeks. See Annex I for a detailed description of how the commitment index is calculated.



Voter commitment index








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BASE: Eligible voters: April 11-12, 2011 (1,218)







Detailed Tables:

<u>National Federal Vote Intention</u>								
<i>Q. If a federal election were held tomorrow, which party would you vote for?</i>								
						Other	Sample Size	Margin of Error (+/-)
NATIONALLY	33.8%	28.8%	19.1%	9.0%	7.8%	1.5%	1108	2.9
REGION								
British Columbia	26.4%	22.9%	36.8%	13.1%	0.0%	0.8%	115	9.1
Alberta	61.8%	19.1%	11.3%	6.5%	0.0%	1.3%	112	9.3
Saskatchewan/Manitoba	46.6%	23.2%	22.0%	7.1%	0.0%	1.2%	72	11.6
Ontario	38.0%	37.8%	13.6%	10.3%	0.0%	0.4%	434	4.7
Quebec	18.2%	19.7%	21.0%	6.6%	31.1%	3.3%	298	5.7
Atlantic Canada	28.0%	41.8%	17.6%	9.5%	0.0%	3.1%	77	11.2
GENDER								
Male	40.2%	28.1%	13.9%	9.4%	7.1%	1.3%	567	4.1
Female	27.5%	29.4%	24.2%	8.7%	8.4%	1.7%	541	4.2
AGE								
<25	17.7%	25.8%	21.1%	20.7%	12.1%	2.7%	98	9.9
25-44	30.0%	28.0%	19.6%	10.5%	9.9%	2.1%	347	5.3
45-64	34.7%	33.2%	18.0%	6.9%	6.5%	0.6%	412	4.8
65+	49.1%	23.5%	18.9%	3.5%	3.5%	1.5%	251	6.2
EDUCATION								
High school or less	35.2%	22.3%	19.7%	10.0%	11.0%	1.8%	263	6.0
College or CEGEP	38.1%	23.1%	24.4%	7.0%	6.3%	1.2%	367	5.1
University or higher	29.6%	37.2%	14.3%	10.2%	7.1%	1.6%	478	4.5
METROPOLITAN CANADA								
Vancouver	24.8%	21.2%	46.6%	5.4%	0.0%	2.1%	39	15.7
Calgary	63.6%	17.8%	16.0%	2.6%	0.0%	0.0%	36	16.3
Toronto	39.5%	43.6%	5.6%	11.3%	0.0%	0.0%	141	8.3
Ottawa	36.1%	48.7%	8.0%	5.7%	0.0%	1.5%	65	12.2
Montreal	13.4%	17.9%	20.1%	6.4%	40.5%	1.8%	139	8.3





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 (+/-)
OVERALL	26.4%	22.9%	36.8%	13.1%	0.8%	115	9.1
GENDER							
Male	29.1%	20.8%	32.1%	18.0%	0.0%	51	13.7
Female	21.3%	22.6%	40.2%	14.6%	1.3%	64	12.3
AGE							
<25	15.4%	38.5%	23.1%	23.1%	0.0%	8	34.7
25-44	17.2%	16.6%	36.7%	29.5%	0.0%	24	20.0
45-64	24.7%	24.4%	40.2%	10.7%	0.0%	51	13.7
65+	44.9%	17.2%	34.0%	0.7%	3.1%	32	17.3
EDUCATION							
High school or less	39.7%	14.8%	39.3%	6.2%	0.0%	23	20.4
College or CEGEP	33.0%	16.4%	41.1%	9.5%	0.0%	47	14.3
University or higher	10.3%	30.3%	29.7%	28.2%	1.5%	45	14.6

Federal Vote Intention – Alberta





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

					Other	Sample Size	Margin of Error (+/-)
OVERALL	61.8%	19.1%	11.3%	6.5%	1.3%	112	9.3
GENDER							
Male	60.9%	21.7%	5.6%	11.0%	0.9%	62	12.5
Female	59.6%	16.9%	19.7%	2.5%	1.3%	50	13.9
AGE							
<25	13.3%	39.4%	17.9%	29.4%	0.0%	5	43.8
25-44	58.2%	21.7%	13.6%	3.3%	3.3%	38	15.9
45-64	68.0%	15.3%	9.5%	7.2%	0.0%	46	14.5
65+	75.3%	12.0%	12.7%	0.0%	0.0%	23	20.4
EDUCATION							
High school or less	47.4%	23.4%	18.3%	10.9%	0.0%	30	17.9
College or CEGEP	67.1%	18.4%	12.7%	1.8%	0.0%	36	16.3
University or higher	65.9%	16.7%	6.8%	7.6%	3.0%	46	14.5







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 (+/-)
OVERALL	46.6%	23.2%	22.0%	7.1%	1.2%	72	11.6
GENDER							
Male	52.0%	24.4%	11.4%	12.2%	0.0%	32	17.3
Female	39.2%	21.9%	31.9%	4.8%	2.2%	40	15.5
AGE							
<25	47.4%	27.2%	8.5%	8.5%	8.5%	7	37.0
25-44	36.4%	29.9%	21.3%	12.4%	0.0%	19	22.5
45-64	49.9%	15.1%	26.5%	8.6%	0.0%	31	17.6
65+	55.5%	23.6%	20.9%	0.0%	0.0%	15	25.3
EDUCATION							
High school or less	42.4%	15.0%	27.5%	11.7%	3.4%	22	20.9
College or CEGEP	56.2%	19.6%	16.3%	7.9%	0.0%	26	19.2
University or higher	35.4%	36.6%	21.9%	6.1%	0.0%	24	20.0

Federal Vote Intention – Ontario






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

					Other	Sample Size	Margin of Error (+/-)
OVERALL	38.0%	37.8%	13.6%	10.3%	0.4%	434	4.7
GENDER							
Male	43.0%	35.8%	9.6%	11.0%	0.6%	250	6.2
Female	30.4%	40.6%	18.9%	10.1%	0.0%	184	7.2
AGE							
<25	30.9%	28.9%	17.5%	22.7%	0.0%	32	17.3
25-44	32.6%	37.9%	16.3%	13.1%	0.0%	131	8.6
45-64	34.7%	45.1%	12.3%	7.6%	0.3%	160	7.8
65+	51.1%	31.1%	12.4%	4.2%	1.2%	111	9.3
EDUCATION							
High school or less	44.3%	24.7%	19.6%	10.2%	1.2%	77	11.2
College or CEGEP	39.8%	30.1%	20.8%	8.9%	0.3%	135	8.4
University or higher	31.6%	48.6%	8.1%	11.7%	0.0%	222	6.6







Federal Vote Intention – Quebec

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

						Other	Sample Size	Margin of Error (+/-)
OVERALL	18.2%	19.7%	21.0%	6.6%	31.1%	3.3%	298	5.7
GENDER								
Male	25.0%	16.8%	19.1%	3.8%	32.0%	3.3%	134	8.5
Female	15.7%	21.9%	22.2%	7.5%	29.7%	3.0%	164	7.7
AGE								
<25	6.5%	22.3%	19.6%	13.3%	32.5%	5.7%	38	15.9
25-44	18.0%	18.8%	21.9%	6.9%	30.8%	3.6%	113	9.2
45-64	19.6%	21.0%	17.6%	2.9%	36.1%	2.8%	92	10.2
65+	35.4%	15.5%	24.7%	3.8%	19.3%	1.3%	55	13.2
EDUCATION								
High school or less	18.6%	22.0%	9.9%	6.9%	38.7%	3.9%	88	10.5
College or CEGEP	26.3%	13.1%	31.0%	4.4%	22.7%	2.6%	98	9.9
University or higher	16.2%	23.1%	20.0%	5.8%	31.9%	3.0%	112	9.3

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 (+/-)
OVERALL	28.0%	41.8%	17.6%	9.5%	3.1%	77	11.2
GENDER							
Male	38.9%	43.1%	11.3%	6.7%	0.0%	38	15.9
Female	19.3%	38.4%	23.7%	13.2%	5.4%	39	15.7
AGE							
<25	0.0%	8.6%	42.3%	49.1%	0.0%	8	34.7
25-44	30.5%	30.5%	26.7%	3.1%	9.2%	22	20.9
45-64	28.0%	65.2%	3.5%	3.2%	0.0%	32	17.3
65+	46.8%	34.2%	12.7%	6.3%	0.0%	15	25.3
EDUCATION							
High school or less	23.9%	35.5%	17.5%	23.1%	0.0%	23	20.4
College or CEGEP	30.2%	36.5%	22.7%	8.2%	2.5%	25	19.6
University or higher	30.1%	48.4%	14.1%	1.7%	5.7%	29	18.2

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	48.3%	40.2%	11.5%	626	3.9
REGION					
British Columbia	39.2%	48.4%	12.3%	63	12.4
Alberta	66.3%	24.4%	9.4%	70	11.7
Saskatchewan/Manitoba	52.5%	19.6%	27.9%	44	14.8
Ontario	49.9%	38.4%	11.7%	246	6.3
Quebec	39.7%	50.3%	10.0%	155	7.9
Atlantic Canada	52.1%	46.5%	1.5%	48	14.1
GENDER					
Male	53.8%	40.9%	5.3%	312	5.6
Female	43.1%	39.5%	17.4%	314	5.5
AGE					
<25	43.8%	46.3%	9.9%	57	13.0
25-44	46.3%	39.8%	13.9%	204	6.9
45-64	45.6%	43.1%	11.3%	237	6.4
65+	62.0%	30.9%	7.1%	128	8.7
EDUCATION					
High school or less	47.2%	40.8%	12.0%	154	7.9
College or CEGEP	48.0%	37.9%	14.1%	218	6.6
University or higher	49.4%	41.9%	8.7%	254	6.2
CURRENT VOTE INTENTION					
Conservative Party of Canada	83.8%	11.3%	4.9%	190	7.1
Liberal Party of Canada	35.4%	52.4%	12.3%	165	7.6
NDP	29.2%	59.3%	11.5%	96	10.0
Green Party	39.7%	49.8%	10.4%	48	14.1
Bloc Quebecois	28.6%	63.3%	8.0%	39	15.7
Undecided	40.9%	48.6%	10.5%	9	32.7



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	41.5%	45.9%	12.6%	612	4.0
REGION					
British Columbia	37.2%	41.6%	21.2%	67	12.0
Alberta	59.7%	25.4%	14.9%	57	13.0
Saskatchewan/Manitoba	50.8%	26.2%	23.0%	34	16.8
Ontario	43.0%	46.7%	10.3%	238	6.4
Quebec	30.8%	60.1%	9.1%	175	7.4
Atlantic Canada	50.4%	39.7%	9.8%	41	15.3
GENDER					
Male	46.1%	46.6%	7.3%	307	5.6
Female	37.3%	45.3%	17.5%	305	5.6
AGE					
<25	47.0%	38.1%	14.9%	65	12.2
25-44	36.2%	52.7%	11.1%	188	7.2
45-64	38.9%	48.8%	12.3%	216	6.7
65+	51.6%	34.2%	14.2%	143	8.2
EDUCATION					
High school or less	44.4%	37.9%	17.7%	150	8.0
College or CEGEP	42.6%	44.5%	13.0%	194	7.0
University or higher	38.9%	51.7%	9.3%	268	6.0
CURRENT VOTE INTENTION					
Conservative Party of Canada	85.6%	9.4%	5.0%	196	7.0
Liberal Party of Canada	22.4%	62.9%	14.7%	157	7.8
NDP	22.2%	63.9%	14.0%	100	9.8
Green Party	21.8%	63.1%	15.1%	44	14.8
Bloc Quebecois	11.5%	84.4%	4.1%	56	13.1
Undecided	67.9%	32.1%	0.0%	8	34.7



Second Choice

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

						Other	No 2 nd choice	Sample Size	Margin of Error (+/-)
NATIONALLY	9%	16%	24%	11%	4%	3%	33%	1218	2.8
REGION									
British Columbia	13%	22%	16%	12%	0%	4%	33%	127	8.7
Alberta	9%	16%	19%	9%	0%	4%	43%	123	8.8
Saskatchewan/Manitoba	11%	19%	24%	13%	0%	8%	24%	78	11.1
Ontario	6%	13%	29%	14%	0%	3%	36%	474	4.5
Quebec	9%	17%	23%	8%	17%	2%	24%	327	5.4
Atlantic Canada	12%	14%	22%	10%	0%	1%	41%	89	10.4
GENDER									
Male	8%	18%	26%	11%	3%	2%	31%	608	4.0
Female	10%	15%	22%	11%	5%	4%	34%	610	4.0
AGE									
<25	12%	17%	25%	11%	6%	0%	30%	114	9.2
25-44	10%	17%	21%	12%	7%	3%	31%	382	5.0
45-64	8%	17%	27%	11%	3%	3%	31%	452	4.6
65+	7%	13%	23%	10%	1%	4%	42%	270	6.0
EDUCATION									
High school or less	9%	17%	21%	9%	3%	2%	39%	298	5.7
College or CEGEP	10%	16%	21%	12%	5%	5%	31%	409	4.9
University or higher	8%	16%	27%	12%	4%	2%	30%	511	4.3
VOTE INTENTION									
Conservative Party of Canada	0%	18%	21%	11%	2%	3%	45%	386	5.0
Liberal Party of Canada	16%	0%	43%	16%	4%	2%	19%	322	5.5
NDP	13%	41%	0%	12%	11%	4%	19%	196	7.0
Green Party	14%	16%	27%	0%	3%	3%	36%	92	10.2
Bloc Quebecois	11%	18%	37%	11%	0%	0%	24%	95	10.1
Undecided	10%	7%	12%	13%	13%	0%	46%	17	23.8

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 11-12, 2011. In total, a random sample of 1,238 Canadians aged 18 and over responded to the survey (including a sub-sample of 1,108 decided voters). The margin of error associated with the total sample is +/-2.8 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 nine 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.

How did you vote in the last federal election held in 2008?

- If the respondent intends to vote for the same party as they did in 2008, they receive 1 point.

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.