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NDP'S NEW STATUS AS SECOND RUNNER HOLDING

WHAT DOES THIS MEAN NOW?

[Ottawa – April 26, 2011] – For the fifth day in a row, we see a pretty stable voter landscape which would have been unimaginable at the outset of the campaign. The Conservative Party is at 33.9 points, which is down from the outset of the campaign and well short of a majority. Only six points back are the burgeoning NDP supporters at 27.9 while the Liberal Party is stuck at sub-Dion levels at 24.0. The Green Party has lost supporters much earlier than in 2008 (mostly to the NDP) and stand at 6.8. The Bloc Quebecois is at 6.0 points nationally, mired in the mid 20's in Quebec and on the verge of an electoral implosion. When we adjust our focus to those who are "absolutely certain to vote", we see the Conservatives having a small but significant boost, with the Green Party eroding further.

In looking at this dramatically different voter landscape, the survey gives some important insights as to how this has occurred and what it might mean as we head into the final days of the campaign. The Conservatives have been fairly stable throughout the campaign and continue to do very well in the West, with males, and with older voters. The Conservative voter is far more enthusiastic and committed than other voters and this should provide a slight premium for the Conservatives on Election Day. It is, however, notable that as the campaign has evolved, we now find firmer resolve and commitment among those supporting various alternatives to the Conservatives.

At the outset of the campaign, commitment and enthusiasm were linked to those who were most comfortable with the direction of the Conservative government. The lower commitment associated with those who were unhappy with direction of the government was linked to what some had called voter suppression. This suppression of interest and likelihood of voting seems to have dissipated over the campaign and we find, particularly among the recently swollen NDP ranks, a newfound enthusiasm and commitment to actually vote. This may be an important new dynamic to this campaign and, apart from the less committed Green Party, we see most other supporters fairly resolved now.

HIGHLIGHTS

- **National federal vote intention:**
 - ☒ 33.9% CPC
 - ☒ 24.0% LPC
 - ☒ 27.9% NDP
 - ☒ 6.8% Green
 - ☒ 6.0% BQ
 - ☒ 1.4% other
- **National federal vote intention (committed voters only):**
 - ☒ 35.3% CPC
 - ☒ 23.7% LPC
 - ☒ 28.1% NDP
 - ☒ 6.0% Green
 - ☒ 6.1% BQ
 - ☒ 0.9% other
- **Direction of country:**
 - ☒ 49.2% right direction
 - ☒ 40.0% wrong direction
 - ☒ 10.8% DK/NR
- **Direction of government:**
 - ☒ 42.9% right direction
 - ☒ 48.8% wrong direction
 - ☒ 8.3% DK/NR

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



The NDP has captured new voters from across the political spectrum in a remarkably eclectic fashion. Looking at how 2008 voters have migrated, we see the Conservatives almost entirely intact whereas the NDP is now an amalgam of defected Conservative, Liberal, and Green supporters. In particular, the NDP surge has been driven by a wholesale transfer of Bloc Quebecois supporters in Quebec. If the NDP is the clear winner to date in Campaign 41 (and they have literally doubled their support which may be unprecedented) the hapless Bloc Quebecois are the flip side of this success. Their hegemony of Quebec federal politics has collapsed and they are now plumbing historical depths having sunk below 25 points. Their support is also concentrated among younger voters who may be less likely to vote. The NDP is doing best with women (who they now lead nationally and with voters under the age of 45). They are doing well in virtually all regions of the country and now have a constituency which most resembles the centre of Canada demographically and geographically.

Despite this remarkable growth, the NDP is still the party which commands the highest score on second choice and their ceiling defined by first and second choice is now over 54 points, well ahead of the Conservatives and Liberals who are at 41 and 40 respectively. The new question of the campaign is whether the NDP ascendance is real or a blip and the answer now is clearly the former. Indeed, the NDP may well have further room to grow.

The Liberals have basically languished around the same levels over the campaign, perhaps with a gentle slide downward. They have surrendered their prospects of winning and now look destined to lose opposition status. Their best prospects by far lie in Ontario where they are only 5 points off the lead. The goals for the Liberals may now be to try and recapture second place and, with the newfound strength of the NDP, challenge a diminished Conservative authority in the next Parliament. There is, however, little in recent trends or underlying fundamentals to suggest that the Liberals will be successful in their efforts and ominously for them, the NDP is not only growing in Ontario, but showing a sharp spike up in second choice, which suggests Ontario voters may be considering jumping on the orange bandwagon.



The Regions:

British Columbia

The always interesting and always confusing British Columbia race is living up to past standards. Despite limited sample sizes, the patterns of the race are becoming very clear. The Conservatives have a modest but stable lead in British Columbia. The NDP is running a strong second and the Liberals have tracked upward for four successive survey points in a rare display of encouraging Liberal news. The Green Party has tracked downward but still has enough strength to suggest their leader may be successful.

Alberta

Alberta loves the Conservatives and aren't going to be very pleased with the results that are shaping up. There is enough Liberal and NDP support for them to aspire to a seat or two but Alberta will be unremittingly blue on May 2nd.

Saskatchewan/Manitoba

The rest of the West is also solidly blue with a few more live prospects for the NDP and the Liberals. It is notable that enthusiasm for the election is relatively high in the West (along with Ontario) and then drop dramatically in Quebec and the East who remain only tepidly interested in Campaign 41. All in all, the West doesn't look like it will be much different from last election.

Ontario

Ontarians are following the election closely and have been locked in a seesaw battle between the Conservatives (who have run slightly ahead) and the Liberals. The Liberals have narrowed the gap a bit but both parties may be hearing the footsteps of the big orange wave. The NDP have been rising sharply and have spiked up on second choice. They are now ahead of their 2008 position and Ontario voters are flirting with the idea of jumping on the big orange bandwagon. This will be very interesting to watch in the final days and, as always, the stakes are huge for the (now) three front runners in Ontario.

Quebec

The Quebec race has been the most dynamic and exciting of all regions. The NDP rise to dominance is the mirror image of the Bloc descent. Bloc support continues to decline and should have reached rock bottom by now. The Liberals and Conservatives, meanwhile, are caught in a rear guard action trying to defend what will undoubtedly be major attrition. Look for some shocking shifts in the composition of the next Quebec parliamentary contingent.

Atlantic Canada

The Atlantic is almost as underwhelmed with Campaign 41 as Quebec, but Orange Mania may be setting in there as well. Despite limited sample sizes, the clear and dramatic rise of the NDP from single digit obscurity at the outset of the campaign to front runner status augurs for some dramatic surprises in the Atlantic on May 2nd.

Implications:

Where do we go from here?

It is increasingly clear that the orange wave is a real phenomenon. What isn't clear is how this will affect the final permutations of the campaign, let alone the post May 2nd political landscape of Canada.

It is fairly apparent that if the ballot booth question was majority or misadventure and instability, as framed by Stephen Harper, the electoral response will be no majority. It is also clear that the most obvious answer at the outset of the campaign would have been a strengthened Liberal presence frustrating the Conservative goal. It is now pretty clear that it isn't the Liberals blocking Mr. Harper's ambition – it is Jack Layton and the NDP. Beyond these conclusions, the final outcome remains uncertain.

We can catalogue the following crucial questions as those which will shape the final outcome:

1. Will the dramatic growth in NDP support run out of steam and perhaps retract? Of particular importance is whether the recent upticks in both the Atlantic and (even more importantly) Ontario signal further growth or even stability in NDP gains. The most crucial factor at this point is whether collective awareness of the dramatically new voter landscape will condition a recoil effect in voters or will they remain committed or perhaps even move more to the NDP side. The answers to this aren't clear but will become so in the next couple of days.
2. If the current patterns hold to Election Day, then what will be the response of voters to a diminished Conservatives minority and a strengthened opposition led by Jack Layton? Will the public lean to another election to solve things? Leave power in the hands of Mr. Harper's government or prefer that the opposition take over? If the gap between the NDP and the Liberals narrows, who would the public prefer as leader of the Opposition? Would voters prefer that the Conservatives and Liberals form a coalition?

It appears that we are either on the verge of major changes in the government in Ottawa or maintenance of the status quo. In either case, there will be parts of Canada which will be very unhappy with either result. Older Canada is clearly opting for the status quo as is male and Western Canada. Women, Quebeckers, and younger Canadians are choosing pretty dramatic change. It remains to be seen how Ontario moves in the final stages of what has been a very dramatic 41st election, but it is inevitable that this high stakes election will see a fairly divided Canada.



Daily Tracking:

Tracking Federal Vote Intention

	2008 Vote	Pre-Writ	End of Week Results				Week 5	Apr. 26
		Mar. 25	Wk1	Wk 2	Wk 3	Wk 4	Apr. 25	
BASE: Decided Voters								
Conservative	37.6	35.3	36.9	36.2	35.2	34.4	33.7	33.9
Liberal	26.2	28.1	26.2	27.7	27.8	24.7	23.7	24.0
NDP	18.2	14.2	17.2	16.6	18.5	24.7	28.0	27.9
Green	6.8	10.6	8.7	8.5	9.0	7.8	7.2	6.8
Bloc Québécois	10.0	9.7	8.5	8.3	7.7	6.5	6.2	6.0
Other	1.2	2.1	2.5	2.8	1.9	1.9	1.2	1.4

British Columbia

	2008 Vote	Pre-Writ	End of Week Results				Week 5	Apr. 26
		Mar. 25	Wk1	Wk 2	Wk 3	Wk 4	Apr. 25	
BASE: Decided Voters								
Conservative	44.3	34.6	38.0	34.6	29.1	36.5	34.9	33.6
Liberal	19.5	22.4	24.1	26.1	22.5	20.8	24.5	24.7
NDP	26.1	20.5	19.9	20.2	30.8	26.9	30.4	28.5
Green	9.4	19.7	14.0	15.1	15.8	12.5	9.7	11.7
Other	0.8	2.7	4.0	4.0	1.7	3.3	0.6	1.5

Alberta

	2008 Vote	Pre-Writ	End of Week Results				Week 5	Apr. 26
		Mar. 25	Wk1	Wk 2	Wk 3	Wk 4	Apr. 25	
BASE: Decided Voters								
Conservative	64.7	48.3	57.2	63.9	63.9	53.3	57.5	59.9
Liberal	11.4	31.9	17.1	13.7	17.8	14.2	17.3	15.8
NDP	12.7	3.9	17.6	11.4	11.2	18.9	18.8	16.9
Green	8.8	14.2	6.5	8.5	5.3	12.5	5.5	6.1
Other	2.5	1.8	1.7	2.4	1.8	1.1	1.0	1.3



Saskatchewan/Manitoba

BASE: Decided Voters	2008 Vote	Pre-Writ	End of Week Results				Week 5	Apr. 26
	Mar. 25	Wk1	Wk 2	Wk 3	Wk 4	Apr. 25		
Conservative	51.2	51.7	41.8	50.8	50.7	37.5	48.2	51.3
Liberal	17.1	20.7	27.1	21.6	18.0	17.9	21.3	16.5
NDP	24.7	20.3	23.7	18.6	20.8	34.7	20.5	24.4
Green	6.2	5.6	6.0	5.1	7.9	8.9	8.4	6.5
Other	0.7	1.7	1.4	3.9	2.6	1.0	1.6	1.2

Ontario

BASE: Decided Voters	2008 Vote	Pre-Writ	End of Week Results				Week 5	Apr. 26
	Mar. 25	Wk1	Wk 2	Wk 3	Wk 4	Apr. 25		
Conservative	39.2	38.7	41.6	39.6	38.9	38.1	37.7	37.1
Liberal	33.8	33.4	32.2	35.3	37.0	34.0	31.1	31.6
NDP	18.2	16.3	15.5	14.5	13.4	19.5	22.8	22.8
Green	8.0	9.7	8.4	8.1	9.4	6.3	7.6	7.1
Other	0.8	2.0	2.2	2.5	1.3	2.2	0.7	1.4

Quebec

BASE: Decided Voters	2008 Vote	Pre-Writ	End of Week Results				Week 5	Apr. 26
	Mar. 25	Wk1	Wk 2	Wk 3	Wk 4	Apr. 25		
Conservative	21.7	18.5	18.9	16.7	17.9	18.4	14.7	15.9
Liberal	23.8	18.0	19.1	22.7	20.5	15.5	13.1	16.0
NDP	12.2	12.8	14.7	18.6	22.1	31.4	38.7	38.2
Green	3.5	8.6	8.0	6.5	6.8	5.6	6.4	4.4
Bloc Québécois	38.1	39.7	36.0	33.0	31.0	27.2	25.2	24.4
Other	0.8	2.3	3.3	2.6	1.7	1.8	1.9	1.1



Atlantic Canada

BASE: Decided Voters	2008 Vote	Pre-Writ	End of Week Results				Week 5	Apr. 26
		Mar. 25	Wk1	Wk 2	Wk 3	Wk 4	Apr. 25	
Conservative	29.6	41.4	34.1	36.4	30.9	33.5	28.1	27.2
Liberal	35.0	43.9	33.2	32.3	36.2	32.8	29.7	28.2
NDP	26.0	6.8	22.8	20.3	19.4	26.3	34.9	37.5
Green	6.0	6.0	8.8	9.2	8.2	7.0	5.4	4.9
Other	3.3	1.9	1.0	1.6	5.3	0.4	2.0	2.2

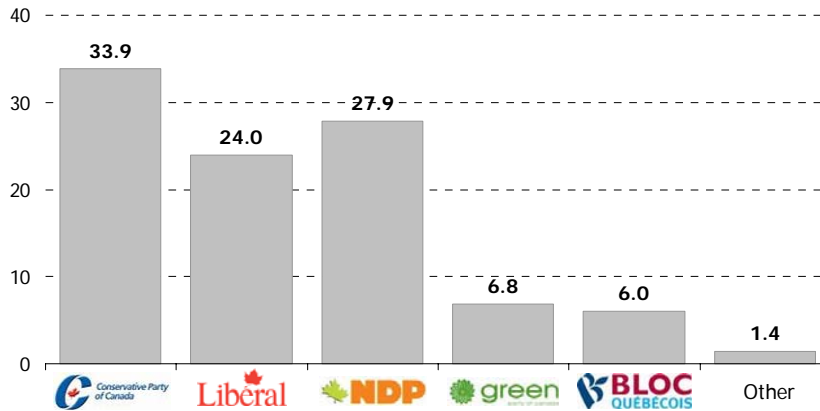


Top Line Results:

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 8.0% of Canadians are undecided/ineligible to vote.

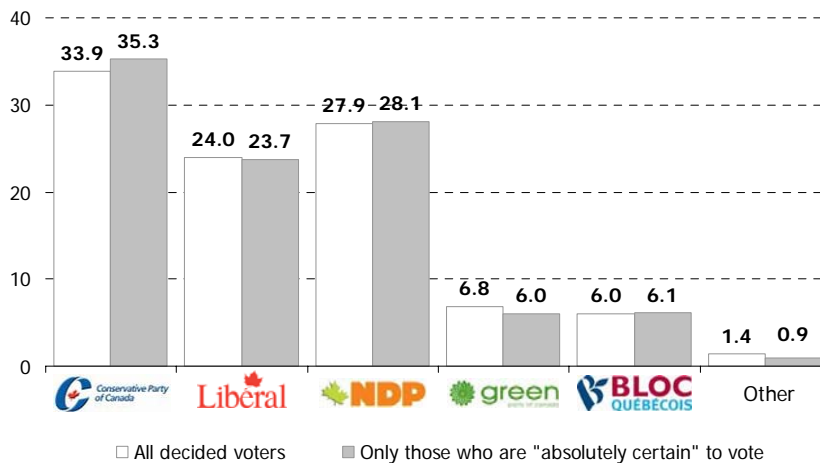
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BASE: Decided voters; April 23-25, 2011 (n=2,350)

Vote intention by likelihood of voting



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



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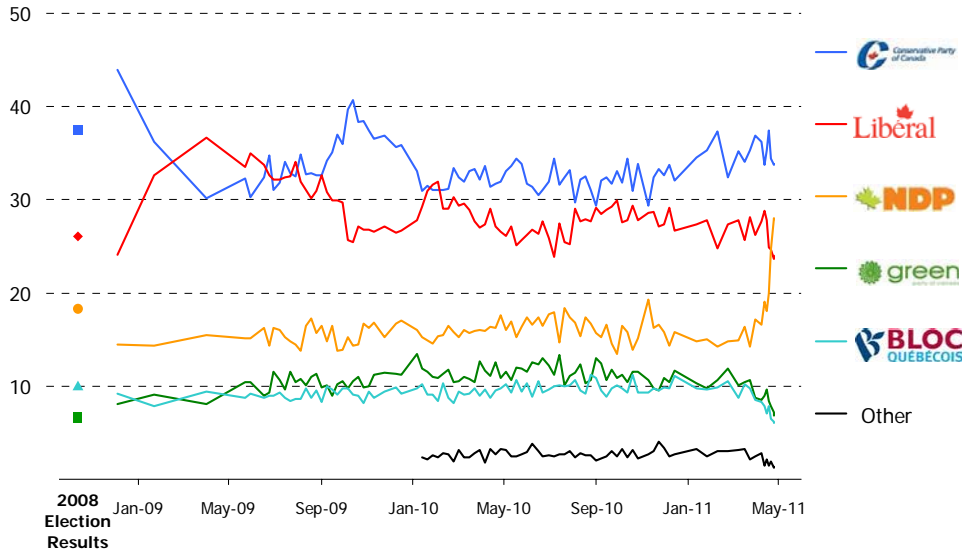
BASE: Decided voters; April 23-25, 2011 (n=2,350)



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 8.0% of Canadians are undecided/ineligible to vote.

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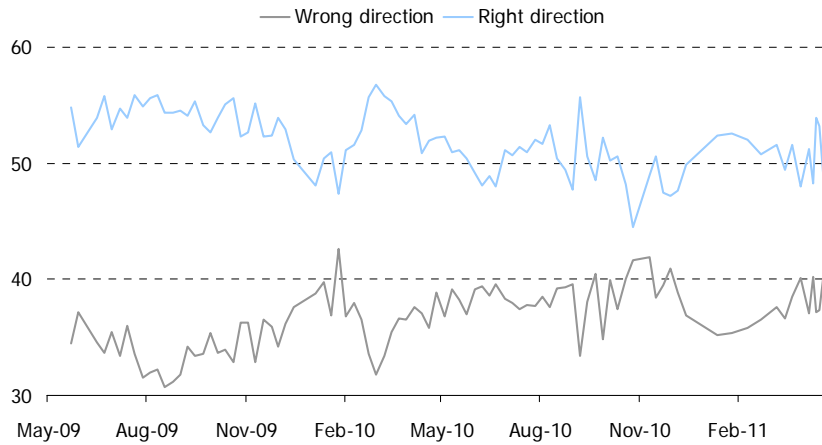
BASE: Decided voters; most recent data point April 23-25, 2011 (n=2,350)



Direction of country



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



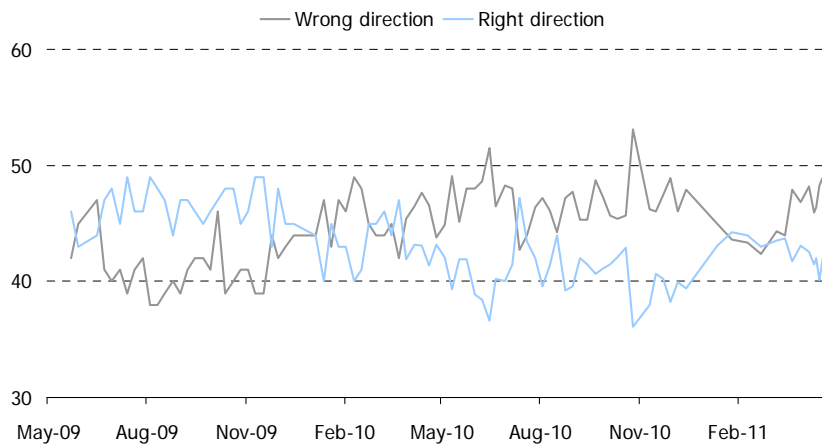
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BASE: Canadians; most recent data point April 23-25, 2011 (n=half sample)

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 23-25, 2011 (n=half sample)



Second choice

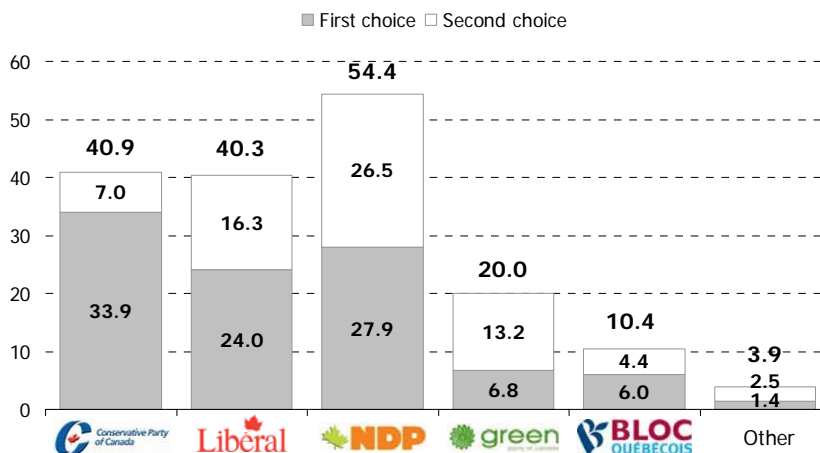
Q. Which party would be your second choice?

SECOND CHOICE	Second Choice (overall)	FIRST CHOICE					
		CPC	LPC	NDP	GP	BQ	Other
	7.0	--	9.0	13.8	7.0	6.9	12.1
	16.3	15.2	--	32.9	22.0	13.7	12.9
	26.5	26.3	53.5	--	37.8	43.6	11.4
	13.2	8.4	14.6	22.4	--	14.6	21.5
	4.4	1.2	3.0	11.7	1.8	--	0.0
Other	2.5	2.2	1.2	1.6	9.7	1.2	--
No second choice	30.2	46.7	18.7	17.7	21.7	19.9	42.1

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BASE: Eligible voters; April 23-25, 2011 (n=2,492)

Party ceilings (first & second choice combined)



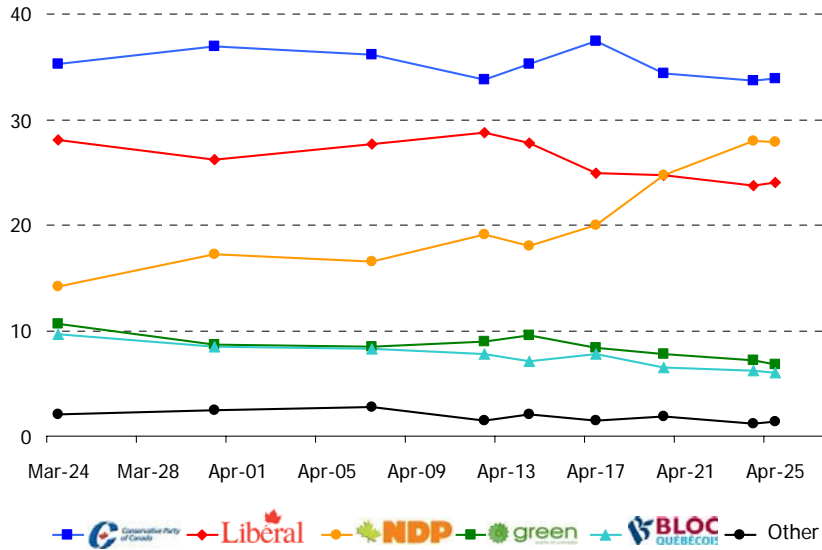
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Federal vote intention



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 8.0% of Canadians are undecided/ineligible to vote.

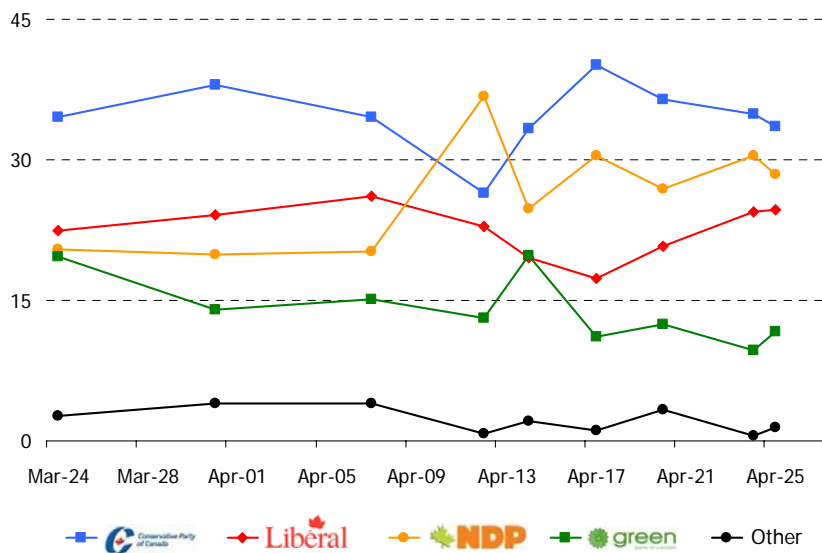
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BASE: Decided voters; most recent data point April 23-25, 2011 (n=2,350)

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 8.3% of British Columbians are undecided/ineligible to vote.

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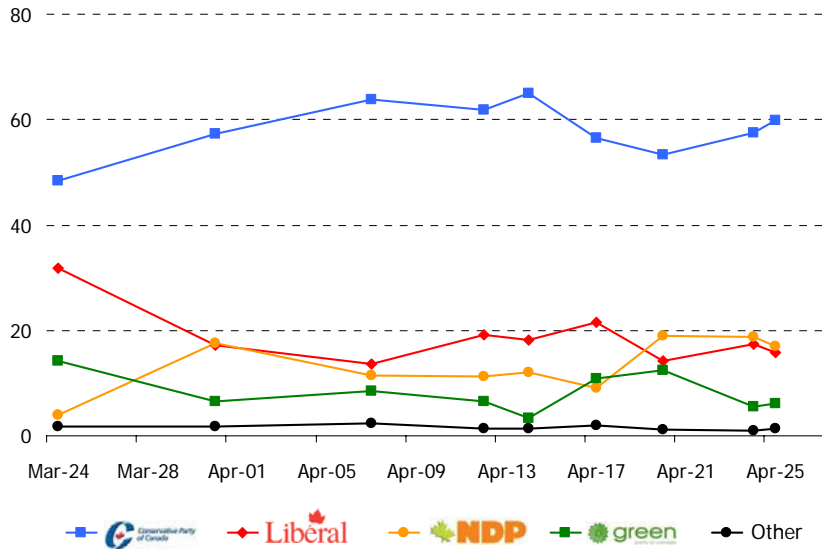
BASE: Decided voters in British Columbia; most recent data point April 23-25, 2011 (n=297)



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 8.7% of Albertans are undecided/ineligible to vote.

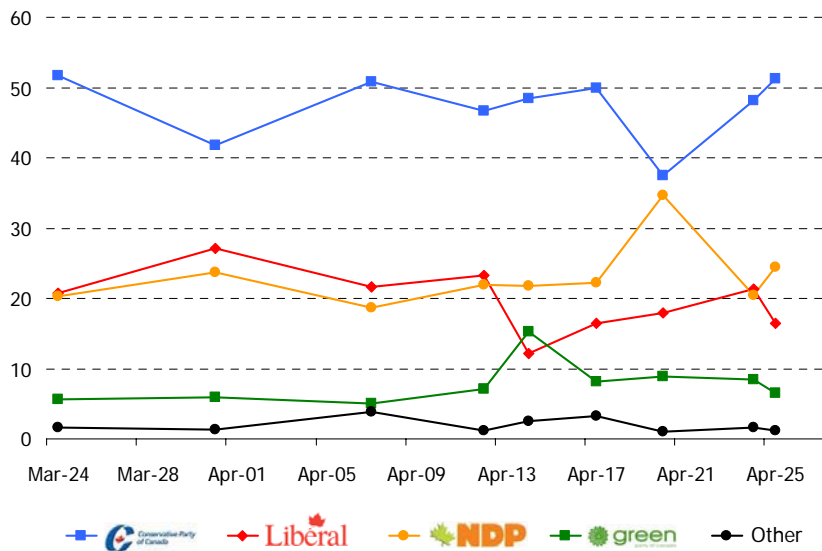
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BASE: Decided voters in Alberta; most recent data point April 23-25, 2011 (n=290)

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 8.0% of Saskatchewanians and Manitobans are undecided/ineligible to vote.

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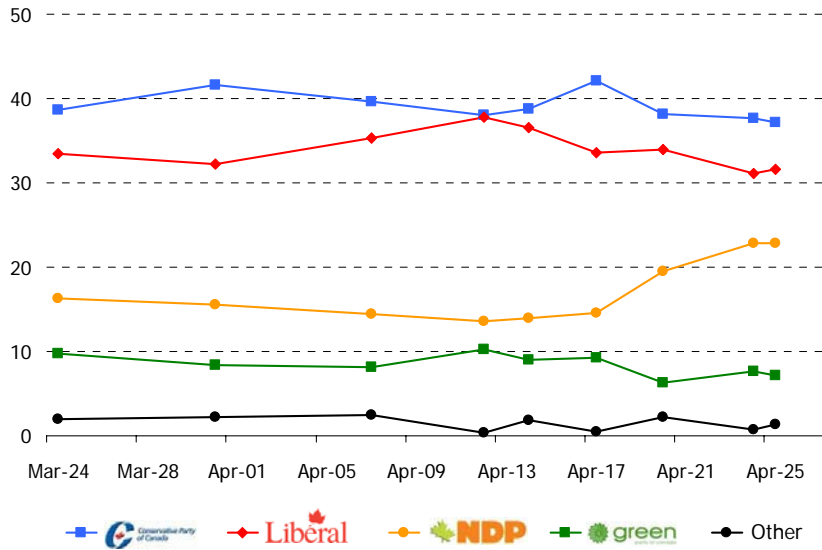
BASE: Decided voters in Saskatchewan/Manitoba; most recent data point April 23-25, 2011 (n=188)



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 6.6% of Ontarians are undecided/ineligible to vote.

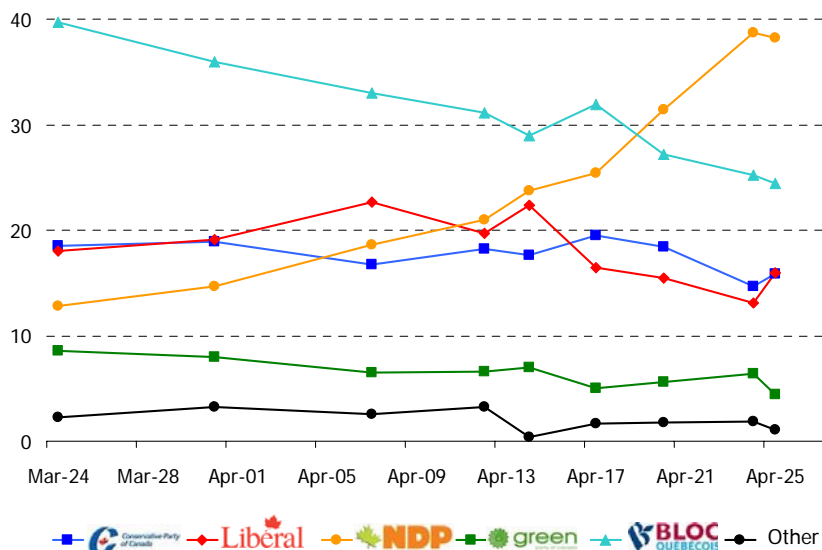
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BASE: Decided voters in Ontario; most recent data point April 23-25, 2011 (n=773)

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 8.6% of Quebecers are undecided/ineligible to vote.

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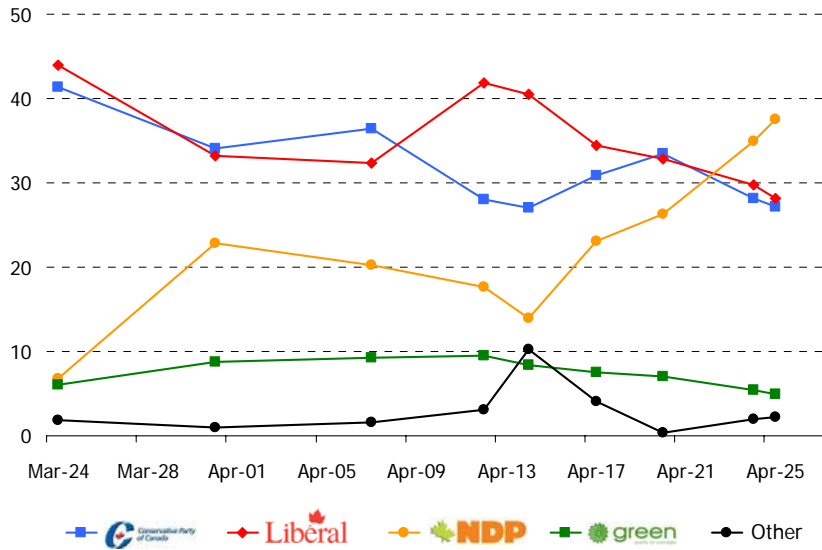
BASE: Decided voters in Quebec; most recent data point April 23-25, 2011 (n=623)



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 12.2% of Atlantic Canadians are undecided/ineligible to vote.

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BASE: Decided voters in Atlantic Canada; most recent data point April 23-25, 2011 (n=179)

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.

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?

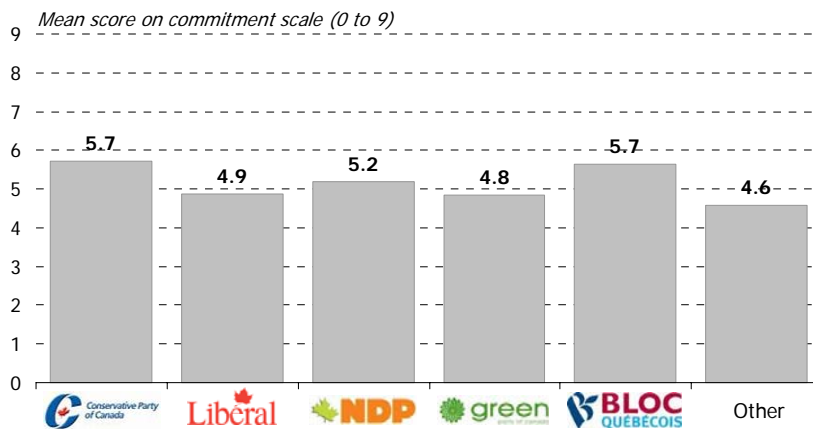
- If the respondent intends to vote for the same party as they did in 2008, they receive 1 point.

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.



Voter commitment index



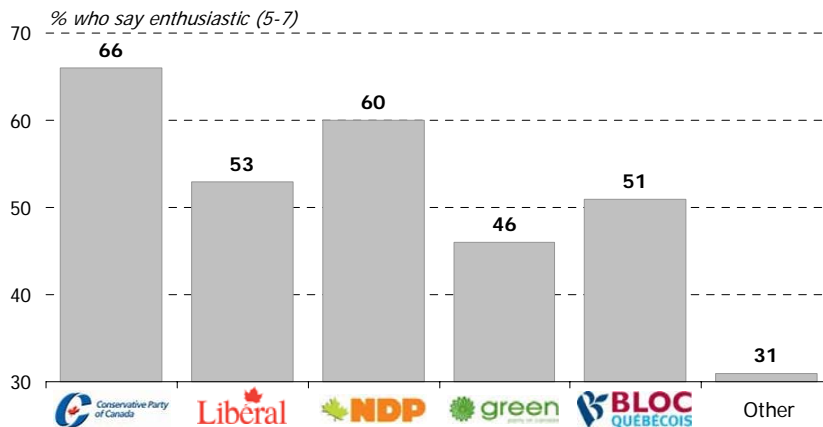
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BASE: Eligible voters: April 23-25, 2011 (2,493)

Voter enthusiasm



Q. How enthusiastic are you about your current choice?

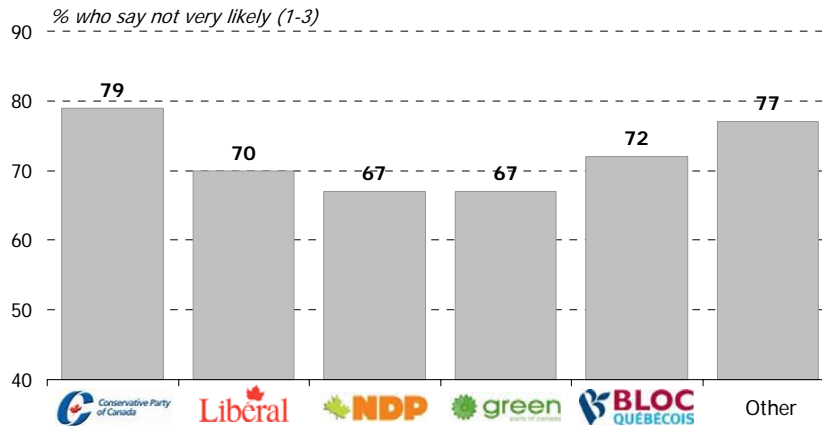


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BASE: Eligible voters: April 23-25, 2011 (2,492)

Likelihood of not changing one's mind

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

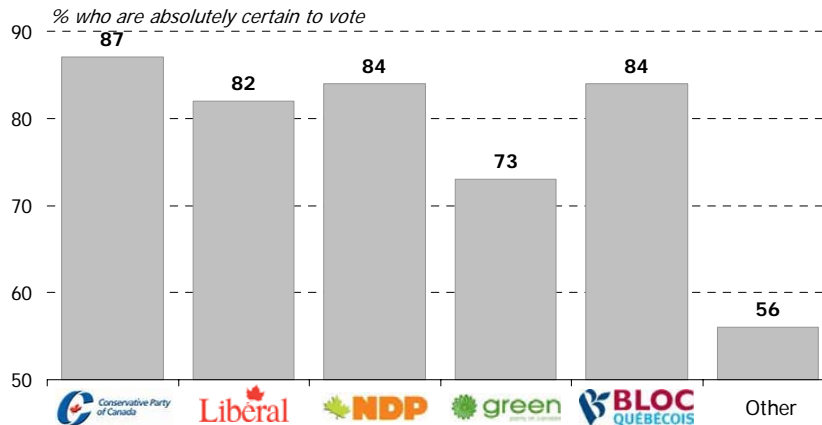


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BASE: Eligible voters: April 23-25, 2011 (2,492)

Likelihood to vote

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



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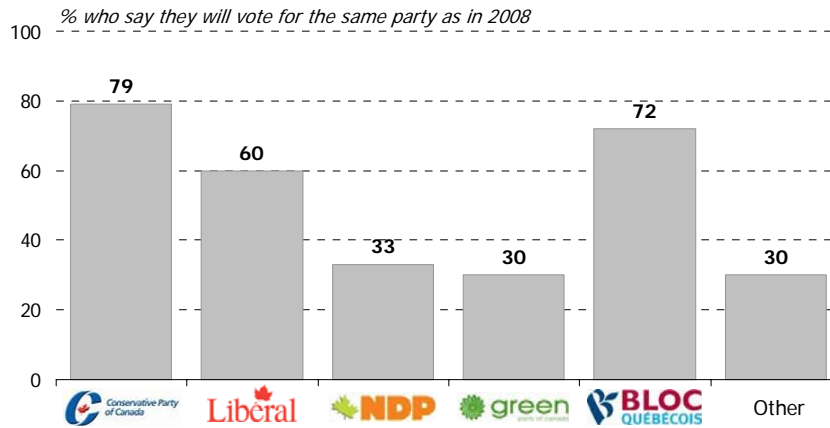
BASE: Eligible voters: April 23-25, 2011 (2,492)



Voter retention



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



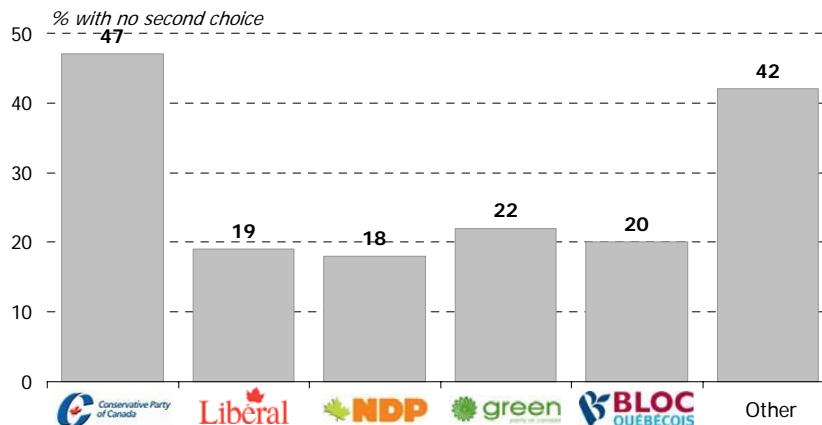
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BASE: Eligible voters: April 23-25, 2011 (2,492)

Unwillingness to consider other parties








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



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BASE: Eligible voters: April 23-25, 2011 (2,492)






Detailed Tables:

<u>National Federal Vote Intention</u>								
<i>Q. Which party do you intend to vote for on May 2nd?</i>								
						Other	Sample Size	Margin of Error (+/-)
NATIONALLY	33.9%	24.0%	27.9%	6.8%	6.0%	1.4%	2350	2.0
REGION								
British Columbia	33.6%	24.7%	28.5%	11.7%	0.0%	1.5%	297	5.7
Alberta	59.9%	15.8%	16.9%	6.1%	0.0%	1.3%	290	5.8
Saskatchewan/Manitoba	51.3%	16.5%	24.4%	6.5%	0.0%	1.2%	188	7.2
Ontario	37.1%	31.6%	22.8%	7.1%	0.0%	1.4%	773	3.5
Quebec	15.9%	16.0%	38.2%	4.4%	24.4%	1.1%	623	3.9
Atlantic Canada	27.2%	28.2%	37.5%	4.9%	0.0%	2.2%	179	7.3
GENDER								
Male	38.1%	22.9%	24.7%	6.8%	5.8%	1.7%	1272	2.8
Female	29.7%	25.2%	31.0%	6.7%	6.3%	1.1%	1078	3.0
AGE								
<25	20.9%	20.2%	28.3%	17.2%	11.1%	2.3%	162	7.7
25-44	30.0%	23.3%	32.0%	6.8%	6.6%	1.2%	661	3.8
45-64	37.2%	23.9%	26.6%	5.5%	5.5%	1.3%	967	3.2
65+	43.2%	28.0%	22.3%	2.7%	2.6%	1.3%	560	4.1
EDUCATION								
High school or less	36.1%	19.8%	27.0%	6.5%	9.1%	1.5%	577	4.1
College or CEGEP	36.2%	18.0%	28.5%	8.7%	6.7%	1.8%	713	3.7
University or higher	31.3%	29.9%	28.0%	5.6%	4.1%	1.1%	1060	3.0
METROPOLITAN CANADA								
Vancouver	35.1%	31.7%	27.0%	6.1%	0.0%	0.0%	94	10.1
Calgary	58.0%	18.0%	15.8%	8.2%	0.0%	0.0%	86	10.6
Toronto	32.6%	36.3%	23.1%	6.5%	0.0%	1.5%	196	7.0
Ottawa	46.8%	38.0%	15.2%	0.0%	0.0%	0.0%	86	10.6
Montreal	11.8%	18.5%	42.7%	4.1%	21.7%	1.1%	187	7.2







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	33.6%	24.7%	28.5%	11.7%	1.5%	297	5.7
GENDER							
Male	42.0%	16.7%	29.5%	8.7%	3.2%	161	7.7
Female	26.2%	28.6%	29.5%	15.7%	0.0%	136	8.4
AGE							
<25	17.1%	19.6%	42.4%	20.9%	0.0%	16	24.5
25-44	22.2%	24.1%	33.3%	18.0%	2.5%	73	11.5
45-64	37.7%	21.8%	28.4%	10.1%	2.0%	140	8.3
65+	59.5%	24.0%	16.5%	0.0%	0.0%	68	11.9
EDUCATION							
High school or less	33.5%	16.1%	43.3%	7.2%	0.0%	51	13.7
College or CEGEP	35.4%	12.1%	29.9%	18.9%	3.7%	89	10.4
University or higher	33.3%	31.2%	24.7%	10.0%	0.8%	157	7.8

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	59.9%	15.8%	16.9%	6.1%	1.3%	290	5.8
GENDER							
Male	61.9%	17.4%	14.0%	5.8%	1.0%	171	7.5
Female	59.0%	12.9%	19.8%	6.0%	2.2%	119	9.0
AGE							
<25	40.2%	17.5%	37.2%	5.1%	0.0%	17	23.8
25-44	53.9%	15.3%	20.7%	10.1%	0.0%	91	10.3
45-64	64.7%	16.6%	11.7%	4.3%	2.7%	121	8.9
65+	75.8%	11.1%	8.3%	1.4%	3.4%	61	12.6
EDUCATION							
High school or less	63.2%	13.1%	16.5%	5.3%	2.0%	54	13.3
College or CEGEP	68.2%	7.6%	13.6%	8.8%	1.8%	101	9.8
University or higher	53.6%	21.7%	19.4%	3.9%	1.3%	135	8.4







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	51.3%	16.5%	24.4%	6.5%	1.2%	188	7.2
GENDER							
Male	51.9%	17.8%	24.1%	5.6%	0.6%	93	10.2
Female	46.1%	13.6%	28.6%	9.4%	2.3%	95	10.1
AGE							
<25	44.3%	0.0%	22.0%	33.7%	0.0%	9	32.7
25-44	45.1%	16.5%	28.8%	7.2%	2.4%	42	15.1
45-64	49.4%	19.5%	28.5%	2.6%	0.0%	77	11.2
65+	58.3%	16.7%	20.1%	1.6%	3.3%	60	12.7
EDUCATION							
High school or less	65.7%	6.3%	16.0%	9.2%	2.8%	50	13.9
College or CEGEP	57.5%	13.6%	24.1%	4.8%	0.0%	55	13.2
University or higher	37.1%	21.0%	32.0%	8.2%	1.7%	83	10.8

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	37.1%	31.6%	22.8%	7.1%	1.4%	773	3.5
GENDER							
Male	40.7%	30.2%	19.8%	7.9%	1.4%	429	4.7
Female	33.1%	32.5%	26.1%	6.7%	1.6%	344	5.3
AGE							
<25	29.5%	26.3%	15.2%	25.5%	3.6%	59	12.8
25-44	31.5%	30.8%	29.7%	6.8%	1.3%	207	6.8
45-64	43.9%	31.4%	18.5%	5.0%	1.3%	301	5.7
65+	38.2%	35.4%	23.5%	2.0%	0.9%	206	6.8
EDUCATION							
High school or less	41.6%	25.4%	22.2%	8.4%	2.4%	172	7.5
College or CEGEP	42.9%	23.1%	22.3%	10.4%	1.4%	226	6.5
University or higher	31.3%	38.8%	23.7%	5.0%	1.1%	375	5.1







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	15.9%	16.0%	38.2%	4.4%	24.4%	1.1%	623	3.9
GENDER								
Male	19.0%	14.7%	36.0%	5.5%	22.8%	2.1%	331	5.4
Female	14.0%	17.8%	40.2%	3.4%	24.6%	0.0%	292	5.7
AGE								
<25	6.9%	12.1%	32.4%	10.5%	36.2%	1.8%	52	13.6
25-44	16.7%	18.3%	37.4%	2.1%	24.2%	1.3%	197	7.0
45-64	15.1%	11.7%	44.4%	4.1%	23.7%	1.0%	255	6.1
65+	25.0%	23.7%	31.3%	5.7%	14.2%	0.0%	119	9.0
EDUCATION								
High school or less	15.1%	18.5%	32.9%	4.2%	28.6%	0.7%	198	7.0
College or CEGEP	13.7%	13.5%	41.1%	5.4%	25.2%	1.1%	189	7.1
University or higher	19.7%	16.9%	39.5%	3.8%	19.0%	1.2%	236	6.4

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	27.2%	28.2%	37.5%	4.9%	2.2%	179	7.3
GENDER							
Male	36.5%	28.9%	26.1%	6.6%	1.9%	87	10.5
Female	20.3%	30.0%	41.9%	4.6%	3.2%	92	10.2
AGE							
<25	0.0%	22.1%	66.7%	0.0%	11.2%	9	32.7
25-44	29.6%	27.5%	37.1%	4.0%	1.9%	51	13.7
45-64	27.5%	32.9%	31.4%	8.2%	0.0%	73	11.5
65+	41.5%	30.4%	17.3%	6.5%	4.3%	46	14.5
EDUCATION							
High school or less	36.6%	21.1%	30.1%	10.8%	1.5%	52	13.6
College or CEGEP	27.0%	34.5%	33.1%	1.6%	3.9%	53	13.5
University or higher	24.5%	31.4%	36.9%	5.0%	2.2%	74	11.4

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	49.2%	40.0%	10.8%	1258	2.8
REGION					
British Columbia	54.8%	35.2%	10.0%	153	7.9
Alberta	59.4%	30.0%	10.6%	136	8.4
Saskatchewan/Manitoba	69.2%	18.7%	12.1%	98	9.9
Ontario	50.5%	40.3%	9.2%	411	4.8
Quebec	39.1%	49.2%	11.7%	356	5.2
Atlantic Canada	37.7%	46.1%	16.2%	104	9.6
GENDER					
Male	53.7%	38.9%	7.4%	669	3.8
Female	44.9%	41.0%	14.1%	589	4.0
AGE					
<25	43.6%	46.5%	9.9%	96	10.0
25-44	47.0%	42.0%	11.0%	352	5.2
45-64	48.5%	40.6%	11.0%	530	4.3
65+	59.3%	30.0%	10.7%	280	5.9
EDUCATION					
High school or less	49.0%	37.7%	13.3%	334	5.4
College or CEGEP	53.6%	35.6%	10.8%	380	5.0
University or higher	46.5%	44.1%	9.5%	544	4.2
CURRENT VOTE INTENTION					
Conservative Party of Canada	87.5%	6.9%	5.6%	423	4.8
Liberal Party of Canada	34.6%	56.1%	9.3%	253	6.2
NDP	30.2%	56.5%	13.4%	329	5.4
Green Party	35.5%	55.4%	9.1%	67	12.0
Bloc Quebecois	31.7%	52.6%	15.7%	83	10.8
Undecided	28.1%	61.0%	10.9%	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 (+/-)
NATIONALLY	42.9%	48.8%	8.3%	1274	2.8
REGION					
British Columbia	36.2%	54.5%	9.3%	168	7.6
Alberta	64.7%	23.9%	11.4%	175	7.4
Saskatchewan/Manitoba	45.1%	46.6%	8.3%	101	9.8
Ontario	46.5%	45.5%	7.9%	410	4.8
Quebec	34.5%	59.6%	5.9%	324	5.4
Atlantic Canada	28.7%	59.1%	12.3%	96	10.0
GENDER					
Male	47.7%	45.8%	6.5%	670	3.8
Female	38.5%	51.5%	10.0%	604	4.0
AGE					
<25	39.5%	48.3%	12.2%	89	10.4
25-44	38.8%	53.1%	8.1%	370	5.1
45-64	45.6%	48.3%	6.1%	511	4.3
65+	48.1%	41.3%	10.6%	304	5.6
EDUCATION					
High school or less	43.5%	43.7%	12.8%	323	5.5
College or CEGEP	43.7%	48.6%	7.6%	385	5.0
University or higher	42.0%	51.4%	6.6%	566	4.1
CURRENT VOTE INTENTION					
Conservative Party of Canada	88.4%	7.2%	4.5%	440	4.7
Liberal Party of Canada	21.7%	72.3%	6.0%	281	5.9
NDP	21.8%	70.7%	7.6%	303	5.6
Green Party	25.1%	69.0%	5.9%	71	11.6
Bloc Quebecois	20.0%	71.5%	8.4%	66	12.1
Undecided	42.3%	53.6%	4.0%	16	24.5



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	7%	16%	26%	13%	4%	2%	30%	2492	2.0
REGION									
British Columbia	6%	18%	23%	17%	0%	4%	33%	313	5.5
Alberta	8%	13%	23%	12%	0%	3%	40%	307	5.6
Saskatchewan/Manitoba	9%	14%	19%	13%	0%	6%	40%	197	7.0
Ontario	6%	17%	31%	13%	0%	2%	31%	812	3.4
Quebec	9%	16%	24%	12%	18%	2%	20%	666	3.8
Atlantic Canada	6%	18%	28%	12%	0%	1%	34%	197	7.0
GENDER									
Male	6%	17%	28%	12%	4%	3%	30%	1324	2.7
Female	7%	16%	25%	14%	5%	2%	30%	1168	2.9
AGE									
<25	9%	21%	22%	13%	6%	2%	28%	169	7.5
25-44	8%	15%	24%	15%	5%	3%	29%	706	3.7
45-64	6%	16%	29%	13%	5%	2%	29%	1035	3.1
65+	5%	17%	28%	10%	3%	2%	35%	582	4.1
EDUCATION									
High school or less	7%	15%	25%	10%	5%	2%	35%	641	3.9
College or CEGEP	9%	13%	24%	13%	4%	3%	34%	757	3.6
University or higher	6%	19%	29%	15%	4%	2%	25%	1094	3.0
VOTE INTENTION									
Conservative Party of Canada	0%	15%	26%	8%	1%	2%	47%	863	3.3
Liberal Party of Canada	9%	0%	54%	15%	3%	1%	19%	534	4.2
NDP	14%	33%	0%	22%	12%	2%	18%	632	3.9
Green Party	7%	22%	38%	0%	2%	10%	22%	138	8.3
Bloc Quebecois	7%	14%	44%	15%	0%	1%	20%	149	8.0
Undecided	12%	13%	11%	22%	0%	0%	42%	34	16.8

Voter Enthusiasm

Q. How enthusiastic are you about your current choice?

	Not very enthusiastic (1-3)	Moderately enthusiastic (4)	Very enthusiastic (5-7)	Sample Size	Margin of Error (+/-)
NATIONALLY	22%	23%	56%	2492	2.0
REGION					
British Columbia	22%	17%	61%	313	5.5
Alberta	18%	21%	61%	307	5.6
Saskatchewan/Manitoba	25%	17%	58%	197	7.0
Ontario	19%	19%	61%	812	3.4
Quebec	24%	31%	45%	666	3.8
Atlantic Canada	25%	30%	45%	197	7.0
GENDER					
Male	18%	20%	62%	1324	2.7
Female	25%	25%	49%	1168	2.9
AGE					
<25	24%	16%	59%	169	7.5
25-44	25%	21%	53%	706	3.7
45-64	19%	24%	58%	1035	3.1
65+	18%	28%	54%	582	4.1
EDUCATION					
High school or less	21%	26%	53%	641	3.9
College or CEGEP	22%	24%	54%	757	3.6
University or higher	22%	20%	58%	1094	3.0
CURRENT VOTE INTENTION					
Conservative Party of Canada	14%	19%	66%	863	3.3
Liberal Party of Canada	21%	27%	53%	534	4.2
NDP	16%	23%	60%	632	3.9
Green Party	34%	20%	46%	138	8.3
Bloc Quebecois	22%	27%	51%	149	8.0
Undecided	48%	22%	31%	34	16.8



Likelihood of Changing One's Mind

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

	Not very likely (1-3)	Moderately likely (4)	Very likely (5-7)	Sample Size	Margin of Error (+/-)
NATIONALLY	71%	12%	17%	2492	2.0
REGION					
British Columbia	73%	8%	19%	313	5.5
Alberta	73%	11%	16%	307	5.6
Saskatchewan/Manitoba	70%	13%	17%	197	7.0
Ontario	73%	11%	16%	812	3.4
Quebec	65%	16%	20%	666	3.8
Atlantic Canada	71%	14%	15%	197	7.0
GENDER					
Male	74%	12%	15%	1324	2.7
Female	68%	13%	19%	1168	2.9
AGE					
<25	71%	13%	16%	169	7.5
25-44	69%	15%	16%	706	3.7
45-64	71%	11%	19%	1035	3.1
65+	74%	9%	17%	582	4.1
EDUCATION					
High school or less	71%	11%	18%	641	3.9
College or CEGEP	70%	13%	17%	757	3.6
University or higher	71%	12%	16%	1094	3.0
CURRENT VOTE INTENTION					
Conservative Party of Canada	79%	9%	12%	863	3.3
Liberal Party of Canada	69%	14%	16%	534	4.2
NDP	67%	14%	19%	632	3.9
Green Party	67%	10%	23%	138	8.3
Bloc Quebecois	72%	11%	16%	149	8.0
Undecided	77%	12%	11%	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 (+/-)
NATIONALLY	81%	8%	8%	3%	2492	2.0
REGION						
British Columbia	84%	8%	7%	1%	313	5.5
Alberta	81%	6%	10%	3%	307	5.6
Saskatchewan/Manitoba	73%	18%	5%	4%	197	7.0
Ontario	82%	8%	8%	3%	812	3.4
Quebec	82%	8%	7%	3%	666	3.8
Atlantic Canada	80%	7%	9%	4%	197	7.0
GENDER						
Male	82%	8%	7%	3%	1324	2.7
Female	80%	8%	8%	3%	1168	2.9
AGE						
<25	70%	8%	17%	5%	169	7.5
25-44	77%	11%	8%	4%	706	3.7
45-64	84%	8%	6%	2%	1035	3.1
65+	91%	4%	3%	1%	582	4.1
EDUCATION						
High school or less	75%	10%	12%	4%	641	3.9
College or CEGEP	79%	10%	8%	3%	757	3.6
University or higher	86%	7%	5%	2%	1094	3.0
CURRENT VOTE INTENTION						
Conservative Party of Canada	87%	8%	5%	1%	863	3.3
Liberal Party of Canada	82%	9%	8%	1%	534	4.2
NDP	84%	8%	6%	2%	632	3.9
Green Party	73%	11%	12%	3%	138	8.3
Bloc Quebecois	84%	8%	8%	0%	149	8.0
Undecided	56%	8%	13%	23%	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 23-25, 2011. In total, a random sample of 2,532 Canadians aged 18 and over responded to the survey (including a sub-sample of 2,350 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.