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VOTERS LOCKING IN AS CAMPAIGN APPROACHES CONCLUSION

[Ottawa – April 28, 2011] – Following a frantic flurry of changes, the Canadian electorate appears to have paused to consider where they have arrived in as Campaign 41 winds its way to a shocking conclusion. The Conservatives are strongly ensconced with 34.8 points with a dramatically strengthened NDP in second at 27.5. The Liberals continue to plumb historical depths as they slide to 22.3. The Green Party is significantly reduced from their status entering the final days of the 2008 campaign and the Bloc Quebecois is in danger of sliding to political oblivion in Quebec in what is arguably the most shocking story of this campaign.

Looking at those most certain to vote, the Conservatives extend their advantage by a full point to 35.7 while the NDP, the Liberals, and the Bloc would hold the same proportions as they hold among all eligible voters. The Green Party would lose another point of support. The NDP and the Liberal Party are the only parties with much opportunity for further growth and the NDP shows a modestly higher propensity to change their vote.

It is also interesting to note that nearly ten per cent of women voters remain undecided (twice the rate for men). If the Liberals have any hopes of cushioning what is becoming a disastrous campaign, they will desperately need to convert some of those undecided women, NDP supporters, and recent losses to the Conservatives back to their fold. As for a massive NDP collapse, that likely isn't going to happen. Jack Layton's orange train has left the station and it's just a question of how far it will take him. With a very slight uptick, he could see himself arriving at not only Stornoway, but even Sussex if the new government were to be defeated promptly. Heady stuff for a party that entered the race at a mere 14 points.

In the next few days, we will see if Canadian voters have any further surprises in store for what must be shell shocked politicians. It seems that final movements in vote rich Ontario will provide the answer as to what colour – or colours – the next government of Canada will be.

HIGHLIGHTS

- **National federal vote intention:**
 - ☒ 34.8% CPC
 - ☒ 27.5% NDP
 - ☒ 22.3% LPC
 - ☒ 6.8% Green
 - ☒ 6.1% BQ
 - ☒ 2.5% other
- **National federal vote intention (committed voters only):**
 - ☒ 35.7% CPC
 - ☒ 28.0% NDP
 - ☒ 22.5% LPC
 - ☒ 5.9% Green
 - ☒ 5.9% BQ
 - ☒ 2.0% other
- **Direction of country:**
 - ☒ 48.6% right direction
 - ☒ 41.8% wrong direction
 - ☒ 9.6% DK/NR
- **Direction of government:**
 - ☒ 43.9% right direction
 - ☒ 47.7% wrong direction
 - ☒ 8.4% DK/NR

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



Daily Tracking:

Tracking Federal Vote Intention

BASE: Decided Voters	2008 Vote	Pre-Writ	End of Week Results				Week 5			Apr. 28
	Mar. 25	Wk1	Wk 2	Wk 3	Wk 4	Apr. 25	Apr. 26	Apr. 27		
Conservative	37.6	35.3	36.9	36.2	35.2	34.4	33.7	33.9	34.0	34.8
NDP	18.2	14.2	17.2	16.6	18.5	24.7	28.0	27.9	28.1	27.5
Liberal	26.2	28.1	26.2	27.7	27.8	24.7	23.7	24.0	22.9	22.3
Green	6.8	10.6	8.7	8.5	9.0	7.8	7.2	6.8	6.5	6.8
Bloc Québécois	10.0	9.7	8.5	8.3	7.7	6.5	6.2	6.0	6.6	6.1
Other	1.2	2.1	2.5	2.8	1.9	1.9	1.2	1.4	1.9	2.5

British Columbia

BASE: Decided Voters	2008 Vote	Pre-Writ	End of Week Results				Week 5			Apr. 28
	Mar. 25	Wk1	Wk 2	Wk 3	Wk 4	Apr. 25	Apr. 26	Apr. 27		
Conservative	44.3	34.6	38.0	34.6	29.1	36.5	34.9	33.6	34.9	35.7
NDP	26.1	20.5	19.9	20.2	30.8	26.9	30.4	28.5	28.6	28.6
Liberal	19.5	22.4	24.1	26.1	22.5	20.8	24.5	24.7	23.4	19.5
Green	9.4	19.7	14.0	15.1	15.8	12.5	9.7	11.7	11.0	13.4
Other	0.8	2.7	4.0	4.0	1.7	3.3	0.6	1.5	2.1	2.9

Alberta

BASE: Decided Voters	2008 Vote	Pre-Writ	End of Week Results				Week 5			Apr. 28
	Mar. 25	Wk1	Wk 2	Wk 3	Wk 4	Apr. 25	Apr. 26	Apr. 27		
Conservative	64.7	48.3	57.2	63.9	63.9	53.3	57.5	59.9	61.2	60.8
NDP	12.7	3.9	17.6	11.4	11.2	18.9	18.8	16.9	18.9	17.8
Liberal	11.4	31.9	17.1	13.7	17.8	14.2	17.3	15.8	12.6	11.6
Green	8.8	14.2	6.5	8.5	5.3	12.5	5.5	6.1	6.1	8.1
Other	2.5	1.8	1.7	2.4	1.8	1.1	1.0	1.3	1.2	1.8



Saskatchewan/Manitoba

BASE: Decided Voters	2008 Vote	Pre-Writ	End of Week Results				Week 5			Apr. 28
	Mar. 25	Wk1	Wk 2	Wk 3	Wk 4	Apr. 25	Apr. 26	Apr. 27		
Conservative	51.2	51.7	41.8	50.8	50.7	37.5	48.2	51.3	46.9	46.2
NDP	24.7	20.3	23.7	18.6	20.8	34.7	20.5	24.4	24.0	27.3
Liberal	17.1	20.7	27.1	21.6	18.0	17.9	21.3	16.5	20.0	19.4
Green	6.2	5.6	6.0	5.1	7.9	8.9	8.4	6.5	7.5	5.7
Other	0.7	1.7	1.4	3.9	2.6	1.0	1.6	1.2	1.5	1.5

Ontario

BASE: Decided Voters	2008 Vote	Pre-Writ	End of Week Results				Week 5			Apr. 28
	Mar. 25	Wk1	Wk 2	Wk 3	Wk 4	Apr. 25	Apr. 26	Apr. 27		
Conservative	39.2	38.7	41.6	39.6	38.9	38.1	37.7	37.1	38.0	39.9
NDP	18.2	16.3	15.5	14.5	13.4	19.5	22.8	22.8	24.4	22.8
Liberal	33.8	33.4	32.2	35.3	37.0	34.0	31.1	31.6	29.0	28.4
Green	8.0	9.7	8.4	8.1	9.4	6.3	7.6	7.1	7.0	6.5
Other	0.8	2.0	2.2	2.5	1.3	2.2	0.7	1.4	1.7	2.4

Quebec

BASE: Decided Voters	2008 Vote	Pre-Writ	End of Week Results				Week 5			Apr. 28
	Mar. 25	Wk1	Wk 2	Wk 3	Wk 4	Apr. 25	Apr. 26	Apr. 27		
Conservative	21.7	18.5	18.9	16.7	17.9	18.4	14.7	15.9	14.9	13.8
NDP	12.2	12.8	14.7	18.6	22.1	31.4	38.7	38.2	37.2	37.2
Liberal	23.8	18.0	19.1	22.7	20.5	15.5	13.1	16.0	14.7	16.7
Green	3.5	8.6	8.0	6.5	6.8	5.6	6.4	4.4	4.2	4.2
Bloc Québécois	38.1	39.7	36.0	33.0	31.0	27.2	25.2	24.4	27.0	25.4
Other	0.8	2.3	3.3	2.6	1.7	1.8	1.9	1.1	1.9	2.6



Atlantic Canada

BASE: Decided Voters	2008 Vote	Pre-Writ	End of Week Results				Week 5			Apr. 28
	Mar. 25	Wk1	Wk 2	Wk 3	Wk 4	Apr. 25	Apr. 26	Apr. 27		
Conservative	29.6	41.4	34.1	36.4	30.9	33.5	28.1	27.2	24.9	28.9
NDP	26.0	6.8	22.8	20.3	19.4	26.3	34.9	37.5	34.0	32.0
Liberal	35.0	43.9	33.2	32.3	36.2	32.8	29.7	28.2	34.4	31.5
Green	6.0	6.0	8.8	9.2	8.2	7.0	5.4	4.9	3.3	4.2
Other	3.3	1.9	1.0	1.6	5.3	0.4	2.0	2.2	3.4	3.4

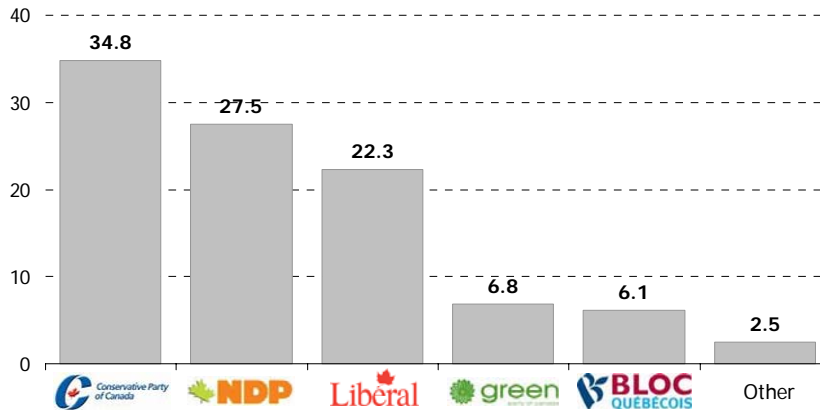


Top Line Results:

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 9.6% of Canadians are undecided/ineligible to vote.

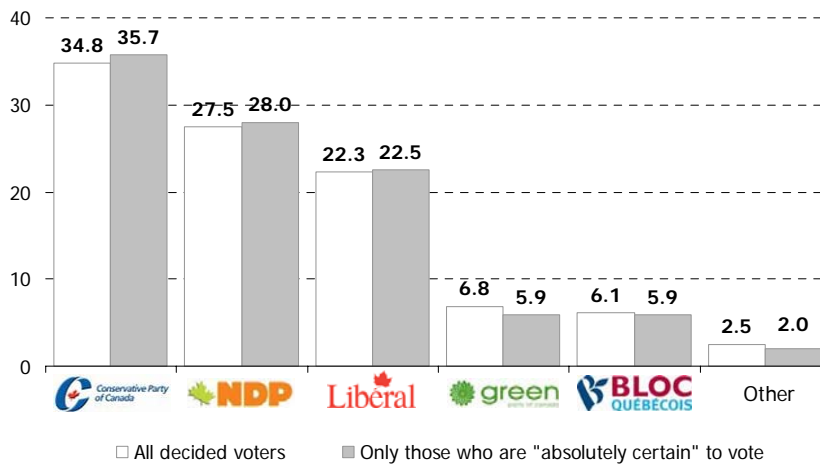
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BASE: Decided voters; April 25-27, 2011 (n=2,672)

Vote intention by likelihood of voting



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



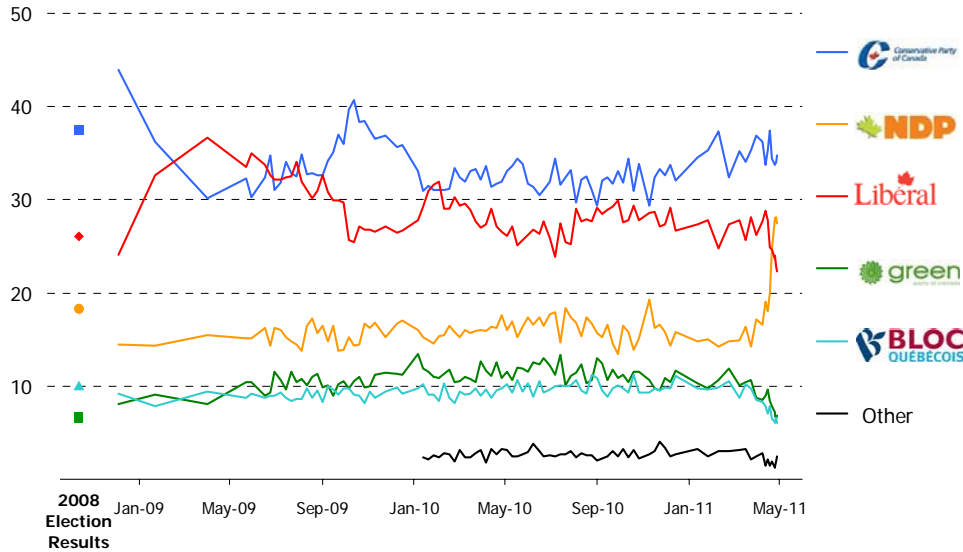
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BASE: Decided voters; April 25-27, 2011 (n=2,672)

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 9.6% of Canadians are undecided/ineligible to vote.






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BASE: Decided voters; most recent data point April 25-27, 2011 (n=2,672)

Current federal vote intention by 2008 vote



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

VOTE INTENTION	Overall	VOTE IN 2008				
		CPC	NDP	LPC	GP	BQ
	34.8	76.6	11.8	10.3	15.5	3.6
	27.5	12.4	69.2	23.7	30.1	37.1
	22.3	6.8	9.5	58.2	19.8	5.4
	6.8	2.9	7.5	4.1	32.1	3.2
	6.1	0.6	1.5	1.2	1.0	47.7
Other	2.5	0.8	0.5	2.5	1.6	3.0

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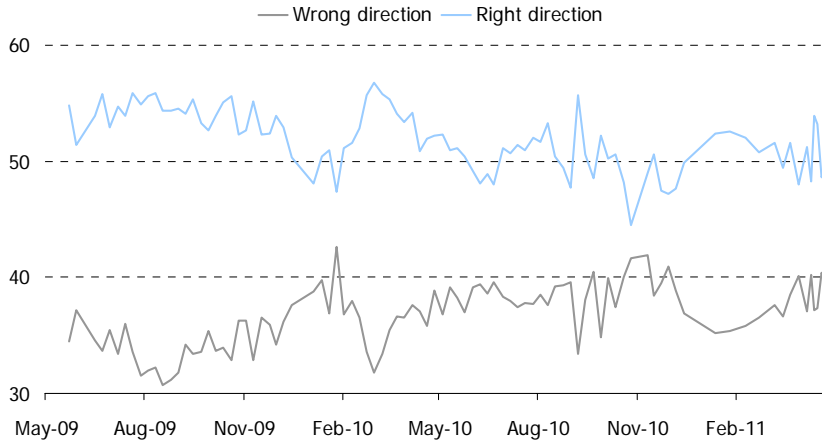
BASE: Decided voters; April 25-27, 2011 (n=2,672)



Direction of country



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



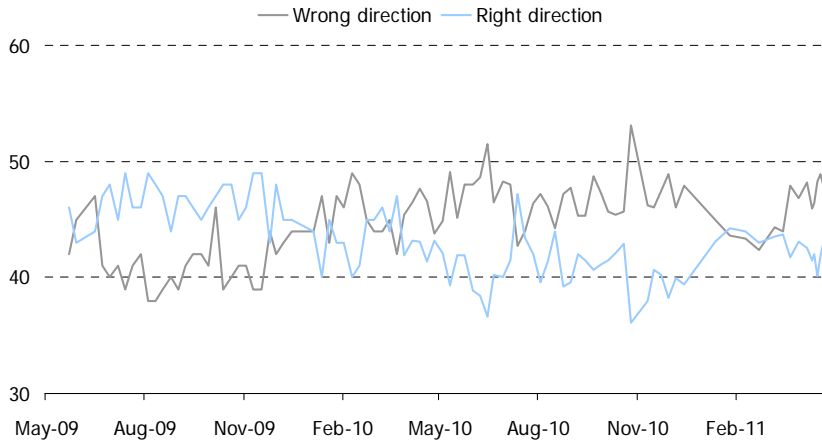
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BASE: Canadians; most recent data point April 25-27, 2011 (n=half sample)

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 25-27, 2011 (n=half sample)

Second choice

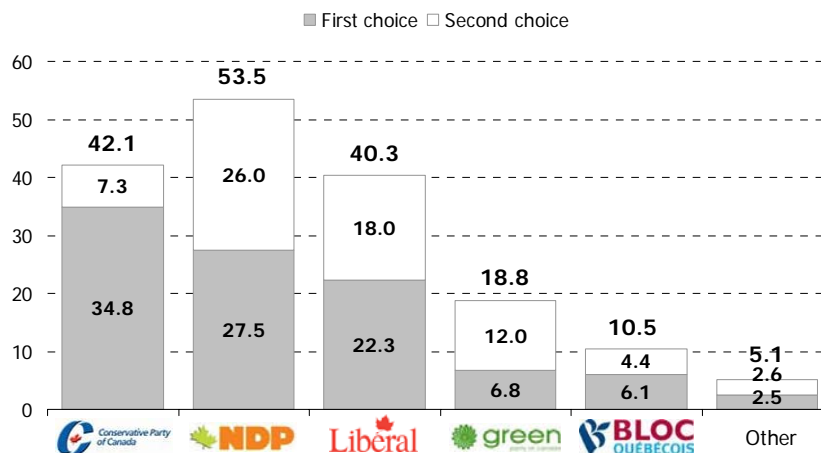
Q. Which party would be your second choice?

SECOND CHOICE	Second Choice (overall)	FIRST CHOICE					
		CPC	NDP	LPC	GP	BQ	Other
	7.3	--	11.8	11.3	11.5	4.8	14.9
	26.0	24.7	--	53.7	41.1	49.2	18.7
	18.0	16.9	37.6	--	19.2	14.8	7.1
	12.0	9.6	20.8	11.6	--	9.5	12.7
	4.4	0.7	10.8	4.1	4.2	--	2.0
Other	2.6	3.7	1.5	1.0	2.8	1.3	--
No second choice	29.8	44.3	17.4	18.3	21.1	20.3	44.5

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BASE: Eligible voters; April 25-27, 2011 (n=2,857)

Party ceilings (first & second choice combined)



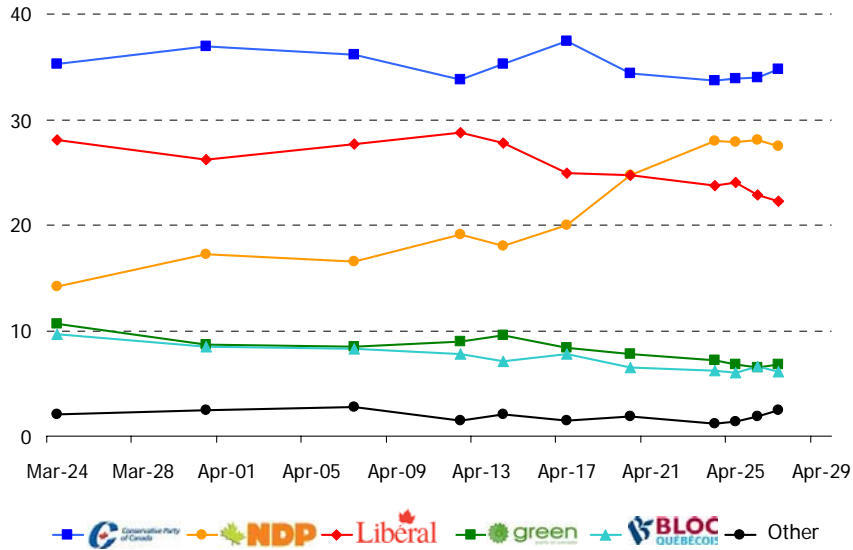
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Federal vote intention



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 9.6% of Canadians are undecided/ineligible to vote.

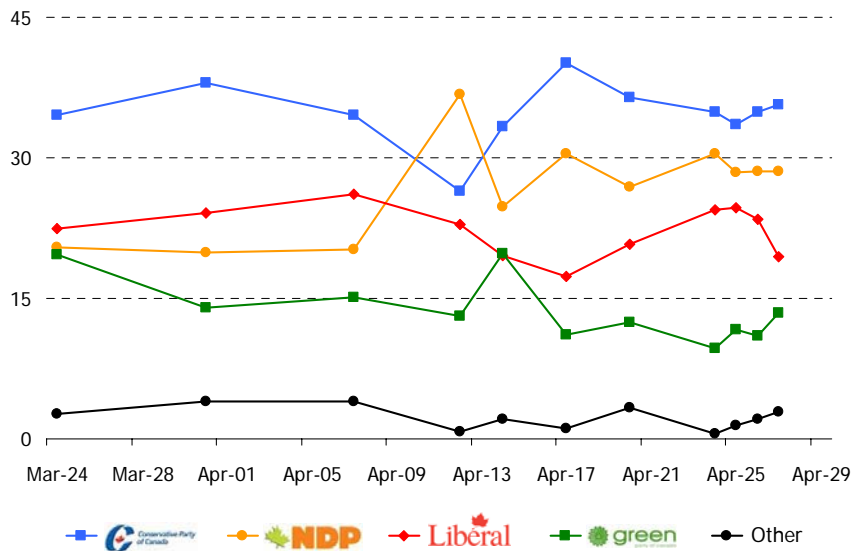
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BASE: Decided voters; most recent data point April 25-27, 2011 (n=2,672)

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 8.7% of British Columbians are undecided/ineligible to vote.

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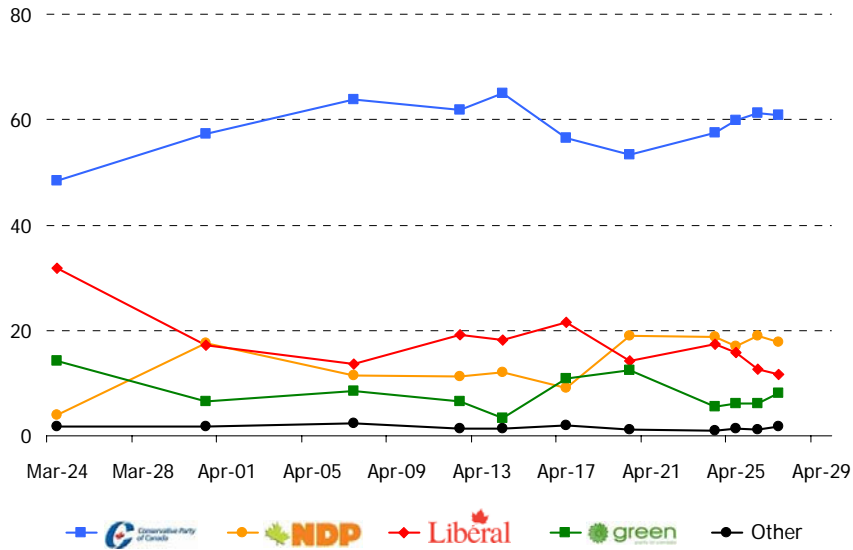
BASE: Decided voters in British Columbia; most recent data point April 25-27, 2011 (n=322)



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 7.5% of Albertans are undecided/ineligible to vote.

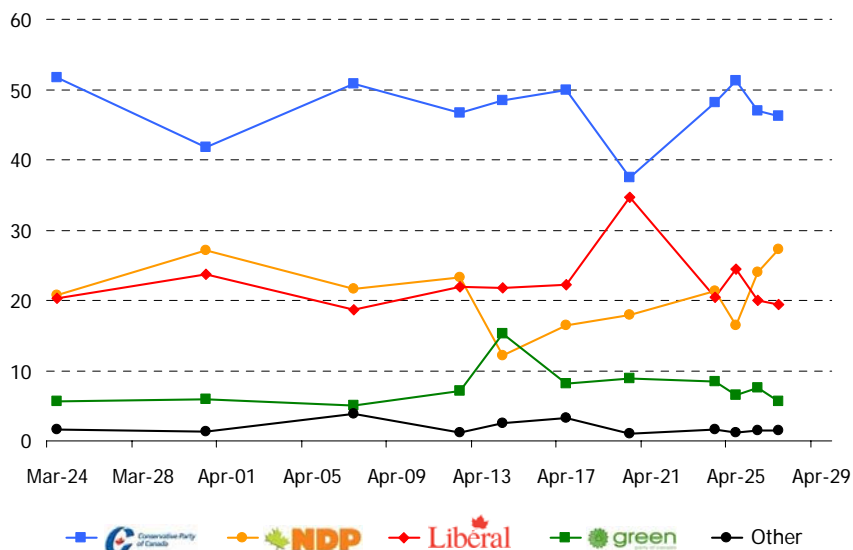
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BASE: Decided voters in Alberta; most recent data point April 25-27, 2011 (n=322)

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 9.8% of Saskatchewanians and Manitobans are undecided/ineligible to vote.

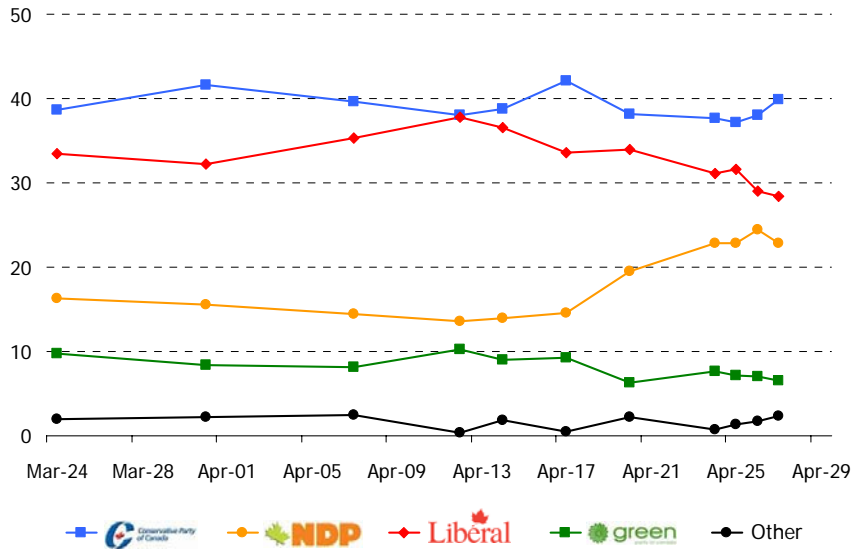
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BASE: Decided voters in Saskatchewan/Manitoba; most recent data point April 25-27, 2011 (n=199)

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 8.5% of Ontarians are undecided/ineligible to vote.

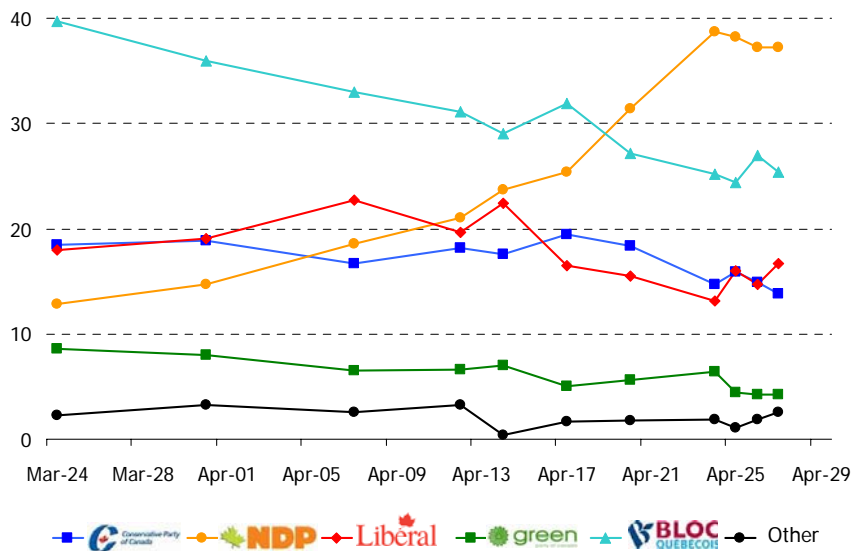
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BASE: Decided voters in Ontario; most recent data point April 25-27, 2011 (n=898)

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 12.3% of Quebecers are undecided/ineligible to vote.

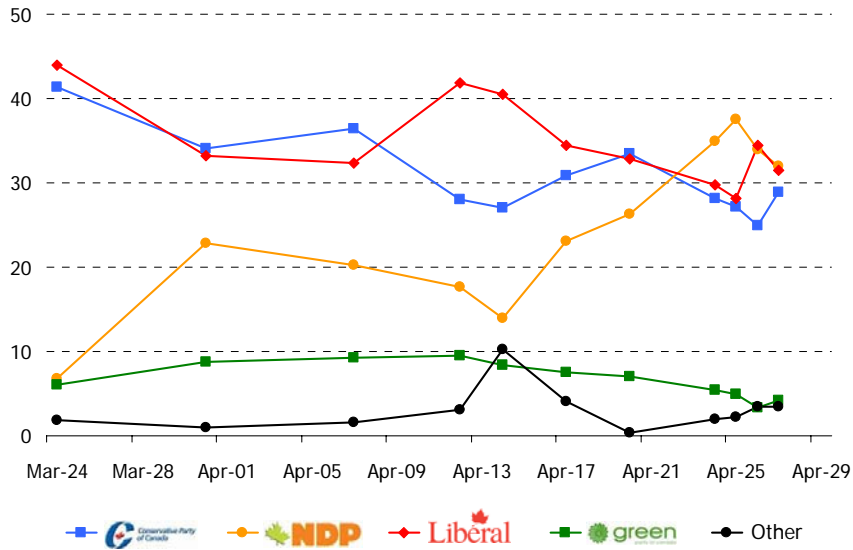
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BASE: Decided voters in Quebec; most recent data point April 25-27, 2011 (n=753)

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 11.7% of Atlantic Canadians are undecided/ineligible to vote.

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BASE: Decided voters in Atlantic Canada; most recent data point April 25-27, 2011 (n=178)

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?

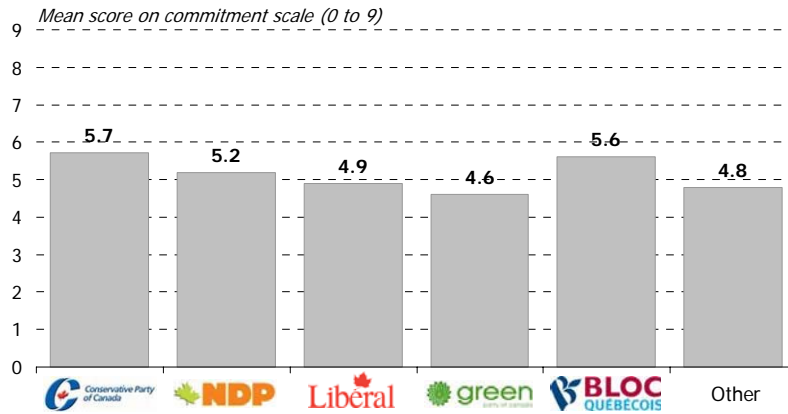
- If the respondent intends to vote for the same party as they did in 2008, they receive 1 point.

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



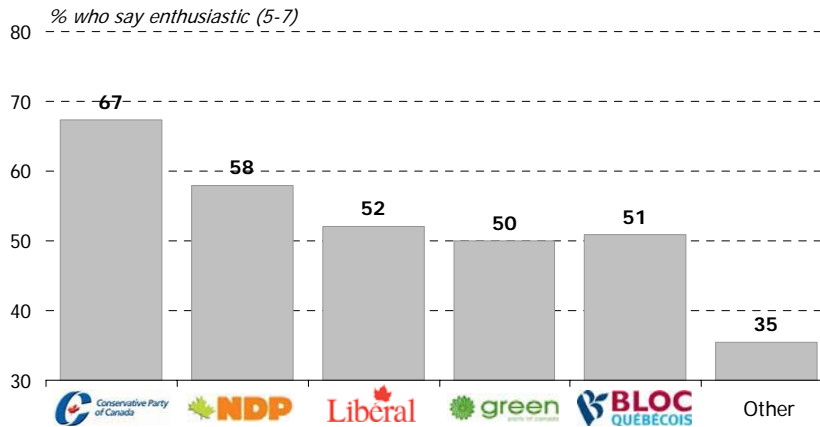
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BASE: Eligible voters; April 25-27, 2011 (n=2,860)

Voter enthusiasm



Q. How enthusiastic are you about your current choice?

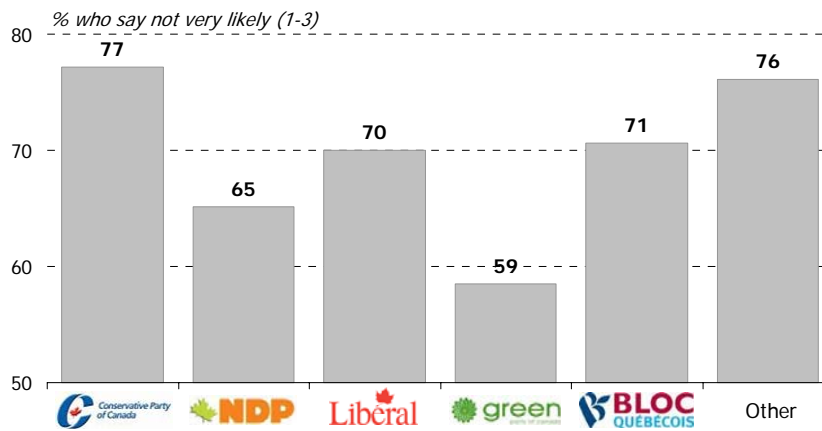


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BASE: Eligible voters; April 25-27, 2011 (n=2,857)

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?

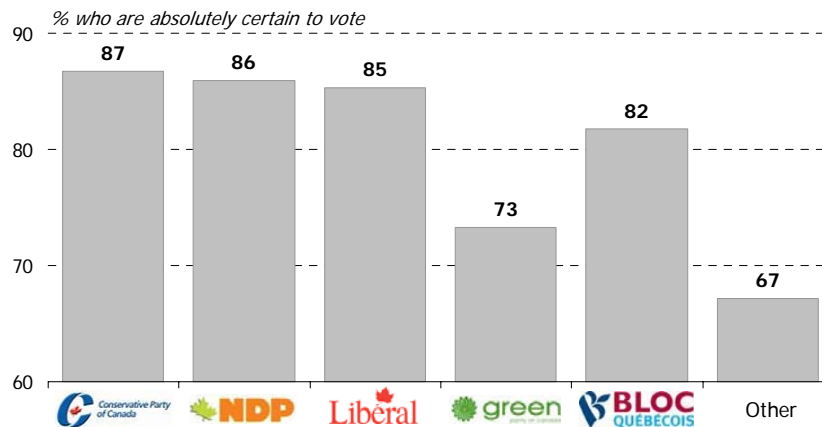


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BASE: Eligible voters; April 25-27, 2011 (n=2,857)

Likelihood to vote

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

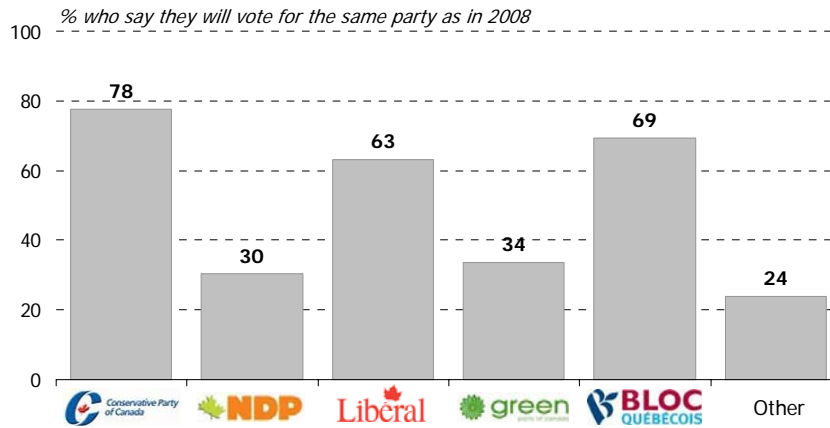


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BASE: Eligible voters; April 25-27, 2011 (n=2,857)

Voter retention

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

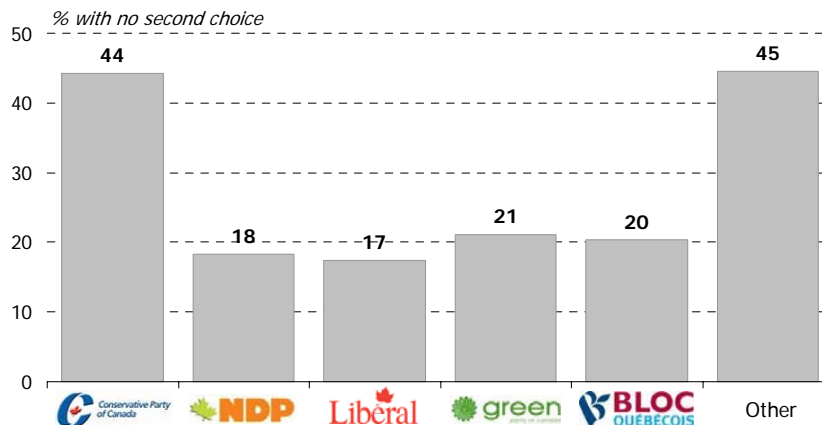


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BASE: Eligible voters; April 25-27, 2011 (n=2,857)

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 25-27, 2011 (n=2,857)


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	34.8%	22.3%	27.5%	6.8%	6.1%	2.5%	2672	1.9
REGION								
British Columbia	35.7%	19.5%	28.6%	13.4%	0.0%	2.9%	322	5.5
Alberta	60.8%	11.6%	17.8%	8.1%	0.0%	1.8%	322	5.5
Saskatchewan/Manitoba	46.2%	19.4%	27.3%	5.7%	0.0%	1.5%	199	7.0
Ontario	39.9%	28.4%	22.8%	6.5%	0.0%	2.4%	898	3.3
Quebec	13.8%	16.7%	37.2%	4.2%	25.4%	2.6%	753	3.6
Atlantic Canada	28.9%	31.5%	32.0%	4.2%	0.0%	3.4%	178	7.4
GENDER								
Male	37.6%	21.9%	26.1%	5.9%	5.7%	2.8%	1410	2.6
Female	32.0%	22.8%	28.9%	7.7%	6.6%	2.1%	1262	2.8
AGE								
<25	19.3%	19.7%	31.6%	13.4%	8.7%	7.2%	152	8.0
25-44	29.0%	21.0%	33.4%	7.6%	6.7%	2.3%	702	3.7
45-64	39.3%	22.5%	24.3%	6.0%	5.9%	1.9%	1113	2.9
65+	46.6%	26.1%	19.8%	2.6%	3.8%	1.1%	705	3.7
EDUCATION								
High school or less	37.7%	16.0%	27.1%	6.7%	8.1%	4.5%	649	3.9
College or CEGEP	37.8%	19.0%	27.8%	7.4%	5.8%	2.2%	820	3.4
University or higher	31.4%	27.6%	27.5%	6.5%	5.4%	1.6%	1203	2.8
METROPOLITAN CANADA								
Vancouver	37.9%	23.7%	27.6%	10.8%	0.0%	0.0%	91	10.3
Calgary	60.3%	14.9%	12.7%	12.1%	0.0%	0.0%	90	10.3
Toronto	32.4%	34.6%	23.2%	6.5%	0.0%	3.3%	273	5.9
Ottawa	50.0%	35.7%	13.2%	1.1%	0.0%	0.0%	132	8.5
Montreal	8.9%	15.5%	43.1%	3.4%	26.4%	2.7%	270	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 (+/-)
OVERALL	35.7%	19.5%	28.6%	13.4%	2.9%	322	5.5
GENDER							
Male	37.5%	17.4%	31.5%	9.2%	4.5%	180	7.3
Female	35.6%	16.3%	29.8%	17.8%	0.5%	142	8.2
AGE							
<25	4.6%	15.2%	51.7%	28.5%	0.0%	19	22.5
25-44	27.5%	16.1%	37.7%	14.2%	4.5%	80	11.0
45-64	46.0%	16.4%	24.1%	11.1%	2.5%	154	7.9
65+	55.0%	20.2%	16.9%	7.9%	0.0%	69	11.8
EDUCATION							
High school or less	35.8%	8.3%	35.9%	18.3%	1.7%	52	13.6
College or CEGEP	37.8%	12.9%	30.0%	17.0%	2.3%	111	9.3
University or higher	35.9%	22.4%	29.4%	9.4%	2.9%	159	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	60.8%	11.6%	17.8%	8.1%	1.8%	322	5.5
GENDER							
Male	62.1%	11.2%	17.4%	8.1%	1.2%	170	7.5
Female	60.8%	12.0%	18.0%	6.8%	2.5%	152	8.0
AGE							
<25	53.1%	13.6%	33.3%	0.0%	0.0%	15	25.3
25-44	58.6%	8.0%	20.9%	10.1%	2.3%	87	10.5
45-64	65.1%	10.3%	13.4%	8.0%	3.1%	135	8.4
65+	64.4%	19.1%	10.4%	6.1%	0.0%	85	10.6
EDUCATION							
High school or less	70.1%	11.5%	9.7%	5.9%	2.8%	69	11.8
College or CEGEP	64.7%	7.8%	14.7%	9.7%	3.1%	102	9.7
University or higher	55.3%	14.2%	23.4%	6.5%	0.6%	151	8.0







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	46.2%	19.4%	27.3%	5.7%	1.5%	199	7.0
GENDER							
Male	49.4%	9.7%	33.1%	5.7%	2.2%	96	10.0
Female	41.1%	19.9%	32.7%	6.2%	0.0%	103	9.7
AGE							
<25	30.2%	9.8%	50.2%	9.8%	0.0%	10	31.0
25-44	44.4%	7.5%	36.5%	9.6%	2.0%	52	13.6
45-64	50.5%	18.9%	25.3%	4.2%	1.1%	95	10.1
65+	45.4%	23.8%	30.8%	0.0%	0.0%	42	15.1
EDUCATION							
High school or less	50.6%	15.1%	27.1%	4.4%	2.8%	51	13.7
College or CEGEP	48.0%	8.6%	36.6%	5.4%	1.4%	55	13.2
University or higher	40.9%	18.2%	33.8%	7.1%	0.0%	93	10.2

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	39.9%	28.4%	22.8%	6.5%	2.4%	898	3.3
GENDER							
Male	42.7%	28.3%	20.9%	5.4%	2.7%	495	4.4
Female	35.5%	28.1%	26.0%	8.2%	2.1%	403	4.9
AGE							
<25	27.3%	22.8%	24.4%	18.2%	7.3%	53	13.5
25-44	33.6%	26.1%	30.0%	8.1%	2.2%	198	7.0
45-64	43.0%	31.1%	19.5%	4.7%	1.7%	356	5.2
65+	49.3%	29.9%	18.4%	1.4%	1.1%	291	5.7
EDUCATION							
High school or less	49.7%	14.7%	24.2%	7.9%	3.6%	178	7.4
College or CEGEP	45.9%	24.6%	20.9%	5.9%	2.7%	276	5.9
University or higher	31.3%	35.2%	24.8%	6.9%	1.8%	444	4.7







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	13.8%	16.7%	37.2%	4.2%	25.4%	2.6%	753	3.6
GENDER								
Male	15.6%	15.4%	37.2%	4.5%	25.1%	2.3%	381	5.0
Female	13.3%	17.9%	36.3%	3.9%	25.8%	2.8%	372	5.1
AGE								
<25	2.3%	11.8%	27.3%	11.2%	35.7%	11.8%	43	14.9
25-44	12.8%	20.9%	38.7%	3.6%	22.4%	1.6%	243	6.3
45-64	16.1%	11.9%	41.0%	3.4%	26.4%	1.2%	309	5.6
65+	21.9%	20.7%	29.8%	2.5%	23.5%	1.6%	158	7.8
EDUCATION								
High school or less	14.6%	16.9%	34.2%	4.3%	25.6%	4.5%	241	6.3
College or CEGEP	12.4%	14.8%	43.5%	4.6%	23.7%	1.0%	232	6.4
University or higher	15.9%	18.0%	33.2%	3.8%	26.7%	2.3%	280	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 (+/-)
OVERALL	28.9%	31.5%	32.0%	4.2%	3.4%	178	7.4
GENDER							
Male	33.6%	30.9%	28.6%	2.9%	4.0%	88	10.5
Female	25.2%	33.6%	32.2%	6.7%	2.3%	90	10.3
AGE							
<25	8.2%	25.0%	50.0%	0.0%	16.8%	12	28.3
25-44	23.8%	35.9%	33.3%	4.6%	2.4%	42	15.1
45-64	34.7%	31.0%	26.5%	7.8%	0.0%	64	12.3
65+	41.8%	31.6%	21.6%	1.7%	3.3%	60	12.7
EDUCATION							
High school or less	41.7%	20.4%	26.9%	3.8%	7.3%	58	12.9
College or CEGEP	32.7%	28.6%	30.9%	7.8%	0.0%	44	14.8
University or higher	19.0%	42.6%	32.5%	3.8%	2.0%	76	11.2


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	48.6%	41.8%	9.6%	1445	2.6
REGION					
British Columbia	50.2%	40.7%	9.1%	175	7.4
Alberta	61.2%	27.0%	11.8%	145	8.1
Saskatchewan/Manitoba	61.7%	27.5%	10.8%	106	9.5
Ontario	52.0%	39.5%	8.5%	473	4.5
Quebec	37.3%	53.0%	9.8%	438	4.7
Atlantic Canada	43.3%	45.2%	11.5%	108	9.4
GENDER					
Male	51.4%	41.4%	7.2%	739	3.6
Female	46.0%	42.1%	11.9%	706	3.7
AGE					
<25	32.4%	60.5%	7.1%	82	10.8
25-44	47.2%	45.0%	7.9%	399	4.9
45-64	50.9%	40.4%	8.7%	600	4.0
65+	57.2%	26.2%	16.6%	364	5.1
EDUCATION					
High school or less	48.6%	39.0%	12.4%	359	5.2
College or CEGEP	47.3%	42.0%	10.6%	474	4.5
University or higher	49.6%	43.0%	7.3%	612	4.0
CURRENT VOTE INTENTION					
Conservative Party of Canada	85.3%	9.4%	5.3%	478	4.5
Liberal Party of Canada	35.7%	54.3%	10.1%	258	6.1
NDP	29.3%	60.5%	10.2%	375	5.1
Green Party	39.3%	52.4%	8.3%	80	11.0
Bloc Quebecois	30.5%	57.5%	12.0%	106	9.5
Undecided	26.7%	59.5%	13.9%	33	17.1

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	43.9%	47.7%	8.4%	1465	2.6
REGION					
British Columbia	38.8%	51.8%	9.4%	173	7.5
Alberta	67.7%	26.3%	6.0%	196	7.0
Saskatchewan/Manitoba	48.7%	39.2%	12.1%	107	9.5
Ontario	45.7%	46.6%	7.8%	491	4.4
Quebec	31.7%	59.4%	8.9%	407	4.9
Atlantic Canada	41.0%	49.8%	9.1%	91	10.3
GENDER					
Male	47.9%	46.4%	5.7%	750	3.6
Female	40.1%	48.9%	11.0%	715	3.7
AGE					
<25	38.6%	52.2%	9.2%	99	9.9
25-44	38.2%	52.1%	9.7%	384	5.0
45-64	47.1%	47.5%	5.4%	599	4.0
65+	52.4%	36.4%	11.1%	383	5.0
EDUCATION					
High school or less	45.2%	42.9%	12.0%	397	4.9
College or CEGEP	43.9%	48.1%	8.0%	422	4.8
University or higher	43.1%	50.2%	6.7%	646	3.9
CURRENT VOTE INTENTION					
Conservative Party of Canada	89.0%	7.2%	3.8%	516	4.3
Liberal Party of Canada	18.0%	74.4%	7.6%	290	5.8
NDP	20.3%	72.0%	7.7%	350	5.2
Green Party	27.5%	64.7%	7.8%	73	11.5
Bloc Quebecois	25.2%	69.5%	5.3%	93	10.2
Undecided	32.6%	62.2%	5.3%	20	21.9



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%	18%	26%	12%	4%	3%	30%	2857	1.8
REGION									
British Columbia	7%	21%	20%	17%	0%	3%	32%	342	5.3
Alberta	8%	14%	20%	15%	0%	4%	40%	336	5.4
Saskatchewan/Manitoba	10%	18%	27%	9%	0%	5%	32%	211	6.8
Ontario	6%	18%	29%	13%	0%	3%	32%	952	3.2
Quebec	8%	16%	25%	8%	18%	1%	24%	823	3.4
Atlantic Canada	10%	24%	31%	11%	0%	2%	21%	193	7.1
GENDER									
Male	6%	19%	25%	13%	4%	3%	30%	1471	2.6
Female	8%	17%	27%	11%	5%	2%	30%	1386	2.6
AGE									
<25	10%	24%	22%	14%	4%	2%	23%	161	7.7
25-44	7%	16%	25%	14%	7%	3%	28%	766	3.5
45-64	6%	19%	28%	11%	3%	3%	29%	1191	2.8
65+	8%	16%	27%	8%	1%	2%	38%	739	3.6
EDUCATION									
High school or less	8%	16%	22%	10%	5%	3%	37%	729	3.6
College or CEGEP	8%	15%	25%	12%	5%	2%	33%	885	3.3
University or higher	7%	21%	29%	13%	4%	3%	23%	1243	2.8
VOTE INTENTION									
Conservative Party of Canada	0%	17%	25%	10%	1%	4%	44%	994	3.1
Liberal Party of Canada	11%	0%	54%	12%	4%	1%	18%	548	4.2
NDP	12%	38%	0%	21%	11%	1%	17%	725	3.6
Green Party	11%	19%	41%	0%	4%	3%	21%	153	7.9
Bloc Quebecois	5%	15%	49%	10%	0%	1%	20%	199	7.0
Undecided	15%	7%	19%	13%	2%	0%	45%	53	13.5



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	23%	22%	55%	2857	1.8
REGION					
British Columbia	25%	22%	53%	342	5.3
Alberta	18%	19%	63%	336	5.4
Saskatchewan/Manitoba	14%	21%	65%	211	6.8
Ontario	20%	18%	62%	952	3.2
Quebec	30%	29%	41%	823	3.4
Atlantic Canada	21%	26%	53%	193	7.1
GENDER					
Male	19%	19%	63%	1471	2.6
Female	26%	25%	48%	1386	2.6
AGE					
<25	23%	15%	62%	161	7.7
25-44	30%	19%	51%	766	3.5
45-64	20%	24%	57%	1191	2.8
65+	13%	29%	58%	739	3.6
EDUCATION					
High school or less	23%	26%	51%	729	3.6
College or CEGEP	23%	23%	54%	885	3.3
University or higher	22%	19%	59%	1243	2.8
CURRENT VOTE INTENTION					
Conservative Party of Canada	14%	18%	67%	994	3.1
Liberal Party of Canada	22%	26%	52%	548	4.2
NDP	20%	23%	58%	725	3.6
Green Party	29%	21%	50%	153	7.9
Bloc Quebecois	26%	23%	51%	199	7.0
Undecided	44%	21%	35%	53	13.5



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	68%	13%	19%	2857	1.8
REGION					
British Columbia	64%	16%	20%	342	5.3
Alberta	73%	11%	16%	336	5.4
Saskatchewan/Manitoba	71%	9%	20%	211	6.8
Ontario	70%	13%	17%	952	3.2
Quebec	65%	13%	22%	823	3.4
Atlantic Canada	69%	11%	20%	193	7.1
GENDER					
Male	70%	12%	17%	1471	2.6
Female	66%	13%	21%	1386	2.6
AGE					
<25	70%	13%	17%	161	7.7
25-44	65%	15%	20%	766	3.5
45-64	69%	12%	19%	1191	2.8
65+	73%	10%	17%	739	3.6
EDUCATION					
High school or less	70%	11%	19%	729	3.6
College or CEGEP	66%	14%	20%	885	3.3
University or higher	69%	13%	18%	1243	2.8
CURRENT VOTE INTENTION					
Conservative Party of Canada	77%	9%	14%	994	3.1
Liberal Party of Canada	70%	12%	18%	548	4.2
NDP	65%	15%	20%	725	3.6
Green Party	58%	20%	22%	153	7.9
Bloc Quebecois	71%	14%	16%	199	7.0
Undecided	76%	11%	13%	53	13.5



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	82%	9%	7%	3%	2857	1.8
REGION						
British Columbia	84%	9%	6%	1%	342	5.3
Alberta	85%	6%	5%	3%	336	5.4
Saskatchewan/Manitoba	76%	10%	11%	3%	211	6.8
Ontario	82%	8%	7%	3%	952	3.2
Quebec	79%	10%	7%	3%	823	3.4
Atlantic Canada	86%	8%	5%	2%	193	7.1
GENDER						
Male	84%	8%	6%	2%	1471	2.6
Female	80%	9%	8%	3%	1386	2.6
AGE						
<25	75%	8%	13%	4%	161	7.7
25-44	77%	11%	9%	4%	766	3.5
45-64	85%	8%	5%	2%	1191	2.8
65+	89%	5%	5%	1%	739	3.6
EDUCATION						
High school or less	76%	10%	10%	4%	729	3.6
College or CEGEP	79%	10%	8%	3%	885	3.3
University or higher	86%	7%	5%	2%	1243	2.8
CURRENT VOTE INTENTION						
Conservative Party of Canada	87%	6%	6%	1%	994	3.1
Liberal Party of Canada	85%	7%	6%	2%	548	4.2
NDP	86%	9%	4%	1%	725	3.6
Green Party	73%	13%	9%	5%	153	7.9
Bloc Quebecois	82%	11%	6%	1%	199	7.0
Undecided	67%	6%	13%	13%	53	13.5

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 25-27, 2011. In total, a random sample of 2,910 Canadians aged 18 and over responded to the survey (including a sub-sample of 2,672 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.