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WEEK TWO: BALLOT QUESTION CLARIFYING, OUTCOME NOT

CONSERVATIVE SUPPORTERS MOST COMMITTED

[Ottawa – April 8, 2011] – As the race winds its way to the midpoint, we find the poll numbers have returned to the position we had in our poll released the day before the writ was dropped. The similarity of the top line numbers occlude major shifts which have gone on under the surface. There have been very significant changes in the regional and demographic constituencies for the parties. The basic ballot question which will decide the election also appears to be coming into much clearer relief. What isn't clear is what the final outcome will be but, looking back after the second week, we see a quite different picture than what we saw at the conclusion of week one, which in turn was quite different than the starting positions.

We will return to the defining electoral issue momentarily but let's just quickly review the numbers. The races started with the Conservatives in a clear but not commanding 7-point lead, enjoying an important advantage in Ontario. Immediately out of the gates, the Conservatives opened up a powerful 11-point lead over the first weekend which they more or less held onto for the first week of the campaign. Meanwhile, they strengthened their lead in Ontario. Apart from some threatening numbers on the direction of federal government indicator, the Conservatives seemed to be in a good position to convert on its demand for a majority government to fend off the claimed instability of a reckless and uncertain coalition.

As week two concludes, a number of indicators suggest that their self-defined goal of majority is looking quite elusive. First of all, the lead has retracted back to the significant but modest lead that they had at the outset of the campaign. Furthermore, this diminished lead is now being propped up by growing strength in their western fortress (which will yield no additional seats) and a newfound parity in Ontario and competitive erosion of their position in Quebec. Unlike the mere vanity points associated with doing better in Alberta and Saskatchewan, the new numbers in

HIGHLIGHTS

- **National federal vote intention:**
 - ☒ 36.2% CPC
 - ☒ 27.7% LPC
 - ☒ 16.6% NDP
 - ☒ 8.5% Green
 - ☒ 8.3% BQ
 - ☒ 2.8% other
- **Direction of country:**
 - ☒ 51.2% right direction
 - ☒ 37.1% wrong direction
 - ☒ 11.7% DK/NR
- **Direction of government:**
 - ☒ 42.5% right direction
 - ☒ 48.2% wrong direction
 - ☒ 9.3% DK/NR
- **Second choice:**
 - ☒ 8.3% CPC
 - ☒ 15.9% LPC
 - ☒ 23.4% NDP
 - ☒ 11.8% Green
 - ☒ 3.7% BQ
 - ☒ 2.8% other
 - ☒ 34.1% no second choice
- **Most important election issue:**
 - ☒ 35% Social issues
 - ☒ 33% Economic issues
 - ☒ 14% Fiscal issues
 - ☒ 13% Ethics and accountability
 - ☒ 6% DK/NR

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

Quebec (and particularly Ontario) point to significant potential seat losses. So after the yardstick of success was set as a majority, it now appears that the current results would yield a reduced position in Parliament, which may well trigger the very dire scenario that they have been cautioning Canadians about repeatedly for the past several months. In fact, the current numbers would not only diminish the Conservative's lead in the last parliament, they would produce more cumulative Liberal and Conservative seats. This is a very different proposition than at the end of week own where the Conservatives would have nearly 60 more seats than the Liberals, who would have more than 20 seats over the NDP and Bloc combined.

A deeper probe of factors such as directional confidence, issue priorities, relative competitive positioning for the parties on the issues and leaning tendencies of those who might shift, all indicate that there is reason to doubt the Conservatives will achieve a majority. Despite these concerns for the Conservative Party, there is evidence of a huge Conservative advantage on the "commitment" level of their voters, which means they should receive a premium beyond the numbers they achieve among all eligible voters. It still appears that even with that advantage they will be disappointed in their aspirations for a majority.

One of the more striking findings of the poll is how divided the country is on the performance of the federal government. While the country is largely seen as moving in the right direction (emphatically so among Conservative supporters), there is no corresponding confidence in the direction of the federal government. Outside of Conservative supporters – who overwhelmingly think the government is on the right track – voters are severely dissatisfied with federal trajectory (satisfaction ranges from 15 to 20% versus the 85% for Conservatives). Overall, there is a general sense of "the country is okay and the economy is fine but the federal government isn't". This view is the foundation of the ballot question: "do we risk the adventure of a new government, possibly an untested and unstable coalition or do we stay the course and preserve our current trajectory?"

The analysis of dominant issues adds further insight to this national electoral dilemma. The top two issues are the economy and social investment.¹ They are effectively tied but have very different constituencies and they help define the sense of competitive advantage and disadvantage of the parties. Less important (but significant) are the fiscal issues followed by issues of ethics and accountability which have risen as an issue, particularly for Liberal supporters. These results are now around the level of the 2006 election where they played a pivotal role. It may be the height of political irony that the Liberals now see themselves having an advantage among those who select ethics as their top issue and the Conservatives, who seized power from the Liberals by virtue of their superior position on that issue, now find themselves on the opposite side of that equation. On the economy (and fiscal issues), the Conservatives have a huge advantage. On social issues and ethics, the Liberals (and the NDP on social issues) have

¹ In our April 6th release, we incorrectly claimed that the issue of ethics and accountability had "leapt" from a last place position to most important issue. This statement was based on a tabulation error in our preliminary data (the data itself was not publicly released). In fact, the issue of ethics and accountability remains the least important issue (though it has risen in importance somewhat over the last several months). Rest assured that all the data contained in the report is accurate. We apologize for the inconvenience.

similarly huge advantages. The fault lines on the issue salience mirror the fault lines on party preference.

We see a deepening East-West divide emerging, as well as a relatively new and more active generational divide. Older Canadians (boomers and seniors) are opting for security and stability. Younger Canada (gen X and gen Y) are missing from the Conservative ranks and possibly seeking a different agenda. University educated Canada is leaning decidedly Liberal, while college educated Canada likes the Conservative Party. Women are twice as undecided as men and appear relatively underwhelmed with both the Liberals and the Conservatives where they are underrepresented. How they eventually weigh in will be a crucial factor.

The regions are all in different stages of flux as well. British Columbia sees a Conservative lead, but they are in close pursuit by the NDP and the Liberals, with the Green Party showing enough strength to possibly signal a breakthrough for Elizabeth May. As noted earlier, growing strength in Alberta and the Prairies is overkill for the Conservatives and Ontario is clearly where the election will be ultimately decided. Quebec is very unhappy with federal direction and most of the federalist options. There are some signs of life for the Liberals and the NDP are running well and the Liberals stand as the preferred second choice of all Quebeckers (particularly among Bloc supporters). The Atlantic Provinces aren't very happy with the federal government and they are showing low enthusiasm for this election. They are oscillating between the Conservatives and the Liberals, and the NDP have some chances there as well. In looking at the performance of the Conservative Government and which issues are seen as most important (as well as which party is best poised to deliver on those), we end up with a pretty deadlocked situation.

The final part of this analysis looks at the prospects for movement and the opportunities for further shifts in the electorate. The conclusions of this exercise suggest that the politics of commitment may be working contrary to the politics of growth. By commitment, we refer to how likely one is to actually show up and vote for one's current choice. By growth, we refer to the question of how likely it is that parties can expand their current position beyond where they stand now. All parties are seeking growth, but this is a zero sum game and we need to contrast who is likely to move, and where, to understand what are the likely outcomes of this election.

Commitment is a crucial predictor of whether someone will actually vote and whether they will stick with their current choice. We are going to be calibrating our commitment measures to try and isolate which part of our sample are the most likely to vote. In the interim, we can tell you some clear conclusions. First, the Conservative vote is dramatically more committed than all other votes (with the possible exception of the Bloc vote, which is also highly committed). The Conservative supporter is most likely to have voted for the same way in 2008, least likely to offer a second choice, and most likely to say they will absolutely vote and will not change their minds. They are also by far the most enthusiastically committed to their choice. This is a formidable advantage that suggests that they the current poll understates how well they will do on Election Day (in fact, this happened in the late polls in 2008 which underestimated final conservative support).

When we turn to the opportunities for growth we look at current trajectories and also the issue of second choice. Here, the prospects are not nearly so encouraging for the Conservatives. Not only are they backing up (namely in Ontario and Quebec), but they are now showing very little appeal outside of their current constituency. So while their current supporters are more tenaciously attached to them their opponents have far more theoretical opportunities to grow. Only 8% cite the Conservative Party as a second choice, which is less than half what the Liberals and the most popular second choice – the NDP – achieve.

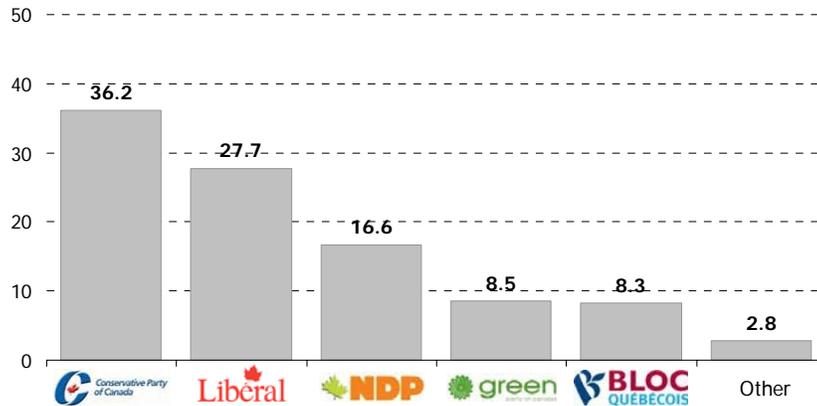
Overall, it appears that both the NDP and Liberal Party have the most opportunities to grow, although a fair bit of that would be cannibalizing each other (according to the breakdowns of second choice by current preference). All of these dynamics will be altered and viewed with heightened attention in the second half of the campaign. In particular, the strategic implications of a possibly diminished Conservative minority and the permutations of various formal and informal coalition strategies will become a major focus; assuming the Conservatives don't continue to slide to the point where the Liberals will be in a minority position. While unthinkable, over the course of the last week, this campaign is showing an interesting and unexpected life of its own.



Top Line Results:

Federal vote intention

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



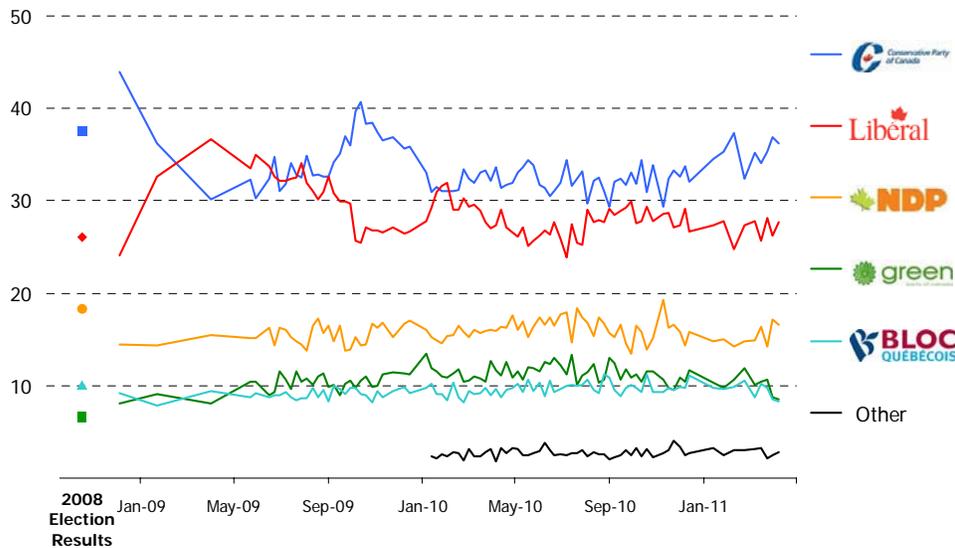
Note: The data on federal vote intention are based on decided and leaning voters only. Our survey also finds that 10.3% of Canadians are undecided/ineligible to vote.

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BASE: Decided voters; April 4-7, 2011 (2,036)

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 10.3% of Canadians are undecided/ineligible to vote.

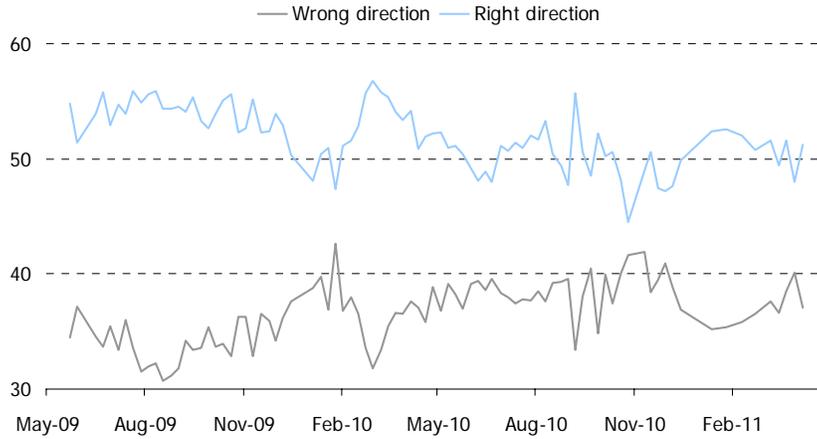
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BASE: Decided voters; most recent data point April 4-7, 2011 (n=2,036)



Direction of country

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

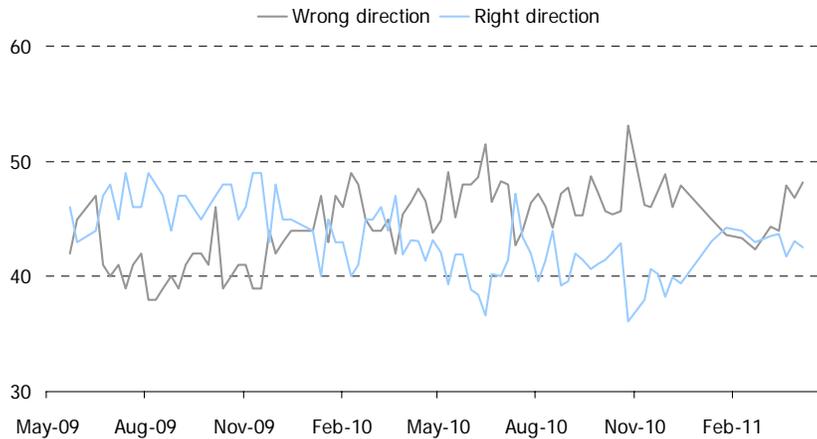


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BASE: Canadians; most recent data point April 4-7, 2011 (n=half sample)

Direction of government

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



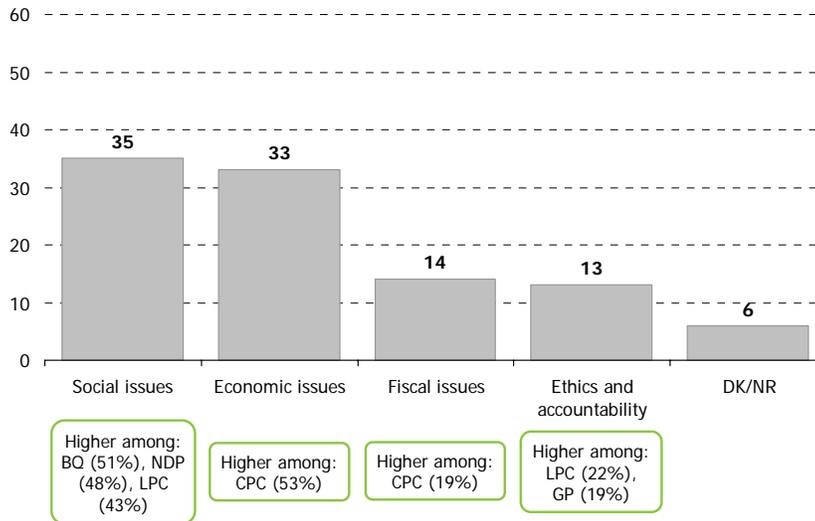
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BASE: Canadians; most recent data point April 4-7, 2011 (n=half sample)



Most important election issue

Q. Of the following issues, which one do you think should be the most important issue for the next federal election: 1) issues like ethics and accountability; 2) the economy, jobs, and growth; 3) fiscal issues like taxes and debt; or 4) social issues like health and education?

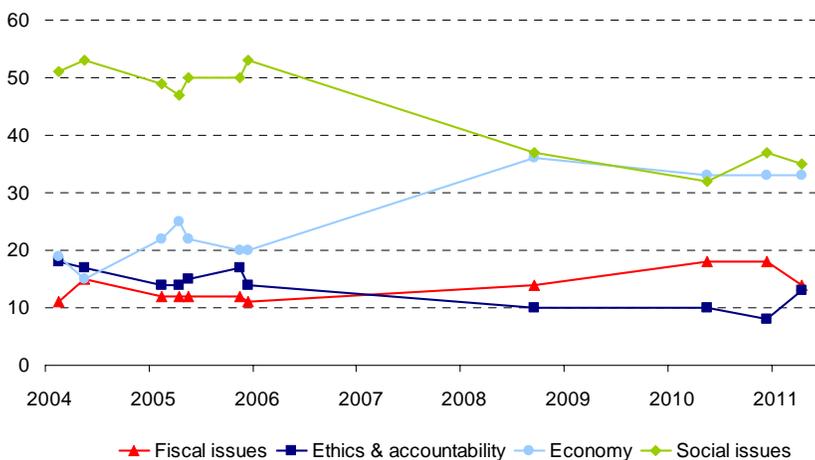


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BASE: Eligible voters; April 4-7, 2011 (n=2,204)

Most important election issue

Q. Of the following issues, which one do you think should be the most important issue for the next federal election: 1) issues like ethics and accountability; 2) the economy, jobs, and growth; 3) fiscal issues like taxes and debt; or 4) social issues like health and education?



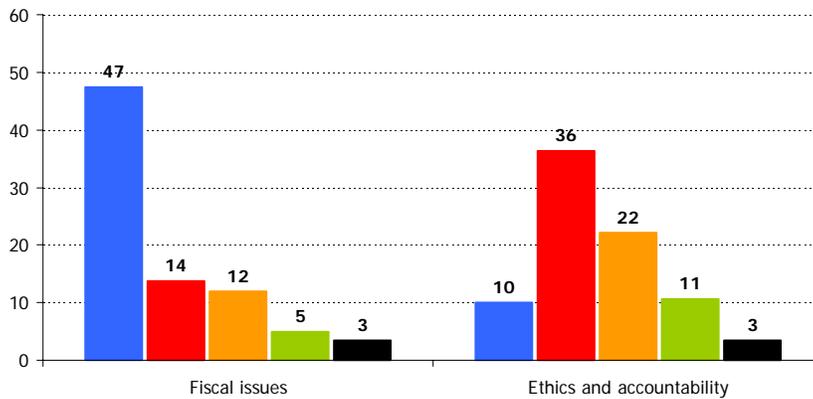
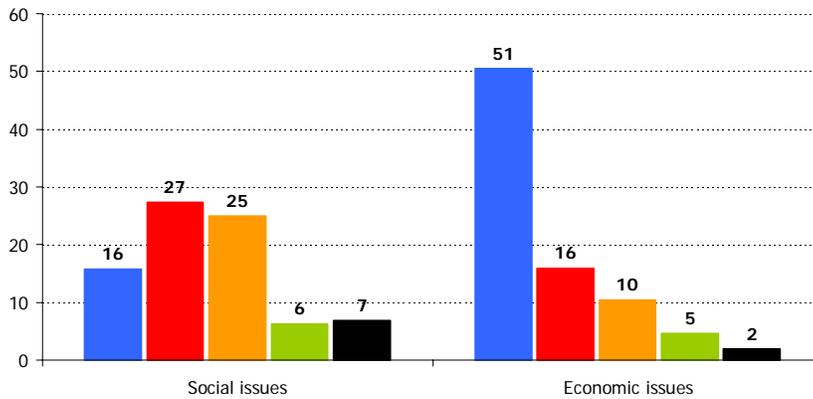
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BASE: Canadians; Most recent data point April 4-7, 2011 (n=2,204)



Best party to deal with this issue

Q. Thinking about your most important issue, which federal party do you feel offers the best solutions to address it?



Second choice

Q. Which party would be your second choice?

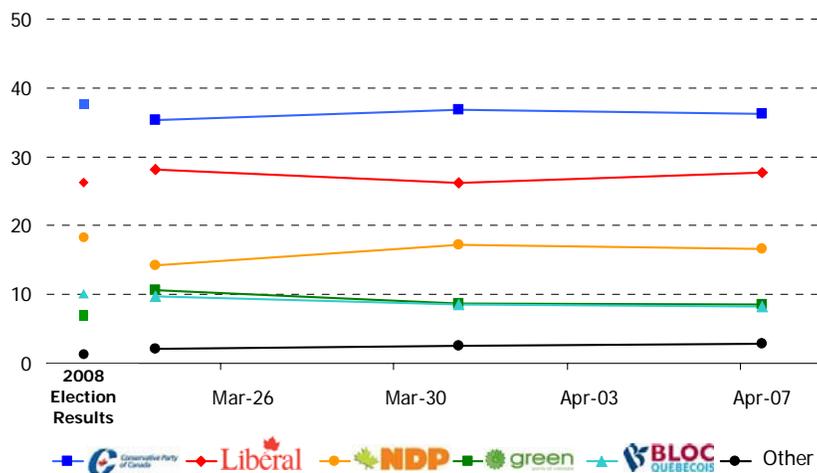
SECOND CHOICE	Second Choice (overall)	FIRST CHOICE					
		CPC	LPC	NDP	GP	BQ	Other
Conservative Party of Canada	8.3	--	15.4	11.2	18.1	7.6	13.6
Libéral	15.9	19.7	--	32.7	24.1	14.9	11.1
NDP	23.4	19.5	42.7	--	24.5	42.2	13.9
green party of canada	11.8	8.1	13.5	24.1	--	11.3	6.1
BLOC QUÉBÉCOIS	3.7	1.4	4.7	9.3	3.9	--	7.1
Other	2.8	2.8	1.1	1.9	5.9	1.1	--
No second choice	34.1	48.4	22.6	20.8	23.5	22.9	48.2

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BASE: Eligible voters; April 4-7, 2011 (n=2,204)

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.

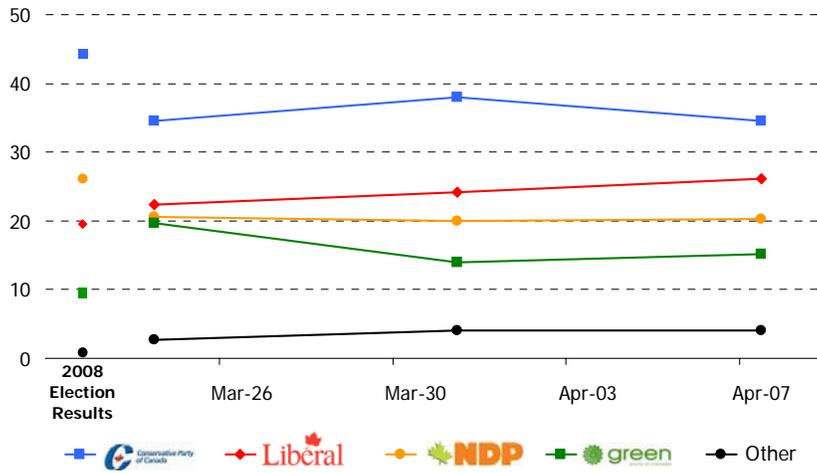
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BASE: Decided voters; most recent data point April 4-7, 2011 (n=2,036)



Federal vote intention: British Columbia

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



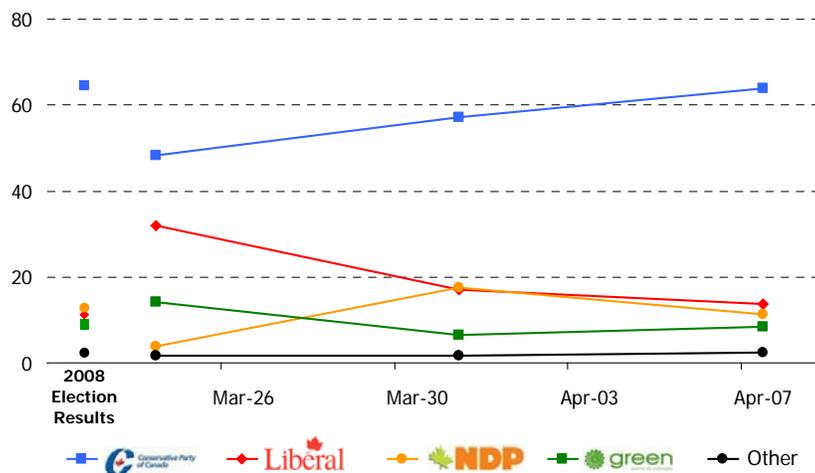
Note: The data on federal vote intention are based on decided and leaning voters only. Our survey also finds that 12.1% of British Columbians are undecided/ineligible to vote.

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BASE: Decided voters in British Columbia; most recent data point April 4-7, 2011 (n=191)

Federal vote intention: Alberta

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



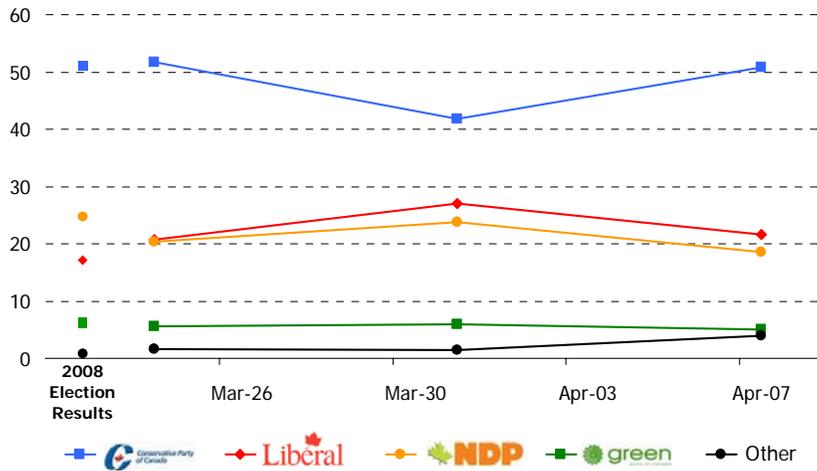
Note: The data on federal vote intention are based on decided and leaning voters only. Our survey also finds that 8.9% of Albertans are undecided/ineligible to vote.

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BASE: Decided voters in Alberta; most recent data point April 4-7, 2011 (n=203)

Federal vote intention: Saskatchewan/Manitoba

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



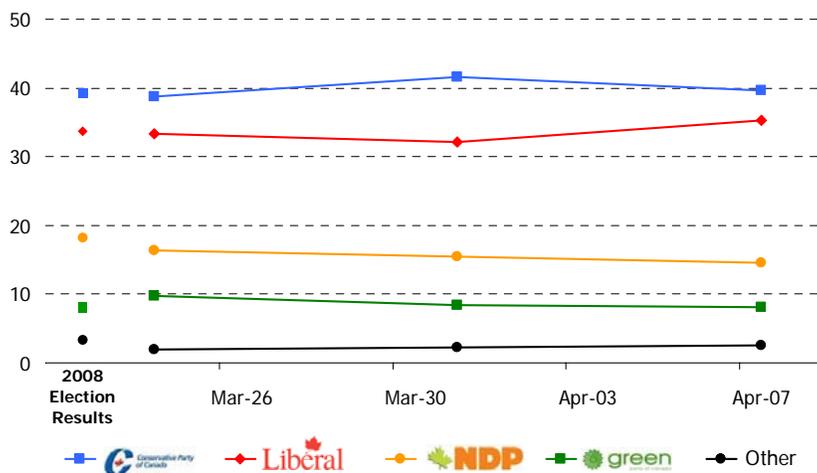
Note: The data on federal vote intention are based on decided and leaning voters only. Our survey also finds that 14.2% of Saskatchewanians and Manitobans are undecided/ineligible to vote.

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BASE: Decided voters in Saskatchewan/Manitoba; most recent data point April 4-7, 2011 (n=123)

Federal vote intention: Ontario

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



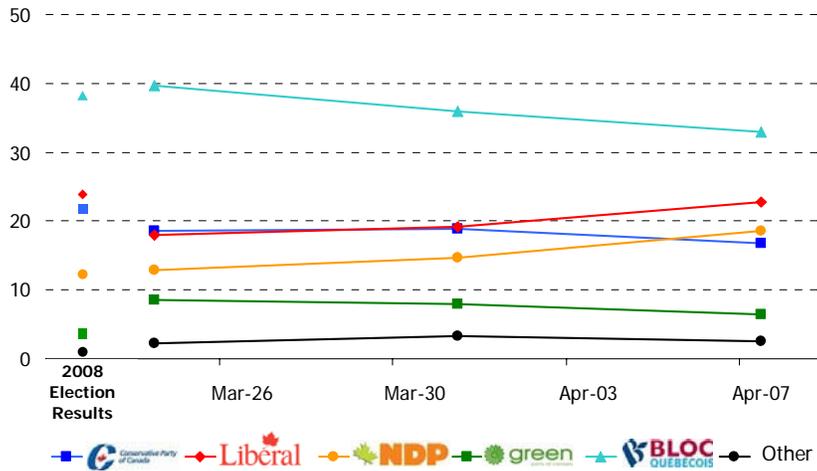
Note: The data on federal vote intention are based on decided and leaning voters only. Our survey also finds that 9.2% of Ontarians are undecided/ineligible to vote.

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BASE: Decided voters in Ontario; most recent data point April 4-7, 2011 (n=769)

Federal vote intention: Quebec

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



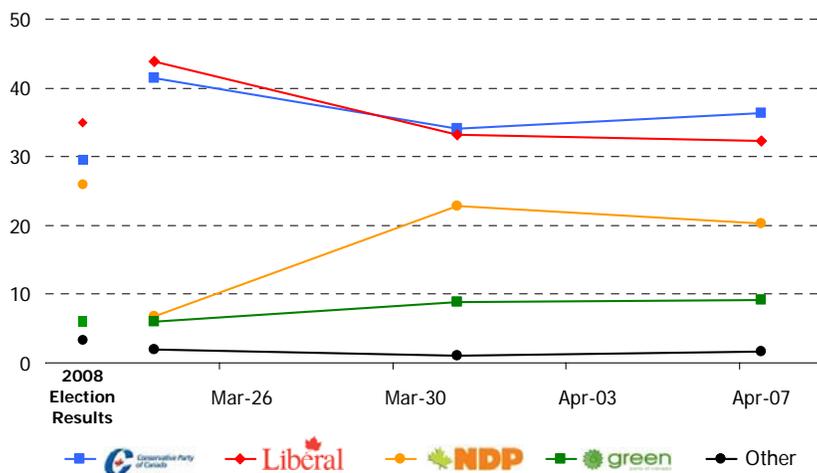
Note: The data on federal vote intention are based on decided and leaning voters only. Our survey also finds that 9.5% of Quebecers are undecided/ineligible to vote.

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BASE: Decided voters in Quebec; most recent data point April 4-7, 2011 (n=608)

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 14.6% of Atlantic Canadians are undecided/ineligible to vote.

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BASE: Decided voters in Atlantic Canada; most recent data point April 4-7, 2011 (n=142)

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:

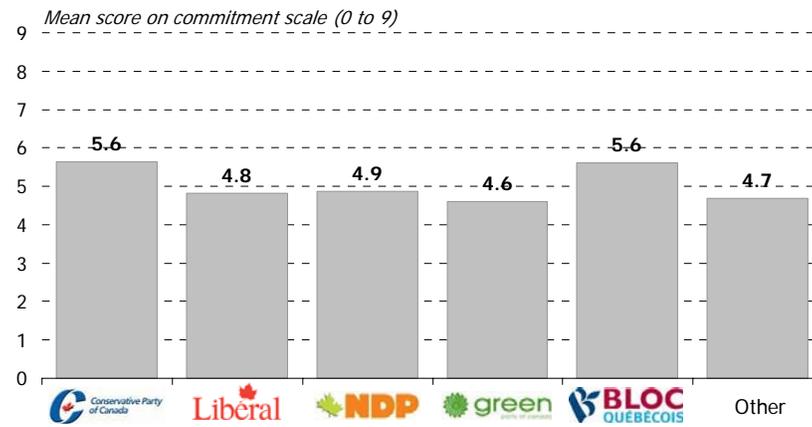
- the ease with which a respondent revealed/declared their voting preference;
- the self-rated level of enthusiasm with current voting choice;
- the expressed intensity of attachment to current voting choice;
- the self-expressed likelihood of actually voting on May 2nd;
- the concordance between current 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





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	36.2%	27.7%	16.6%	8.5%	8.3%	2.8%	2036	2.2
REGION								
British Columbia	34.6%	26.1%	20.2%	15.1%	0.0%	4.0%	191	7.1
Alberta	63.9%	13.7%	11.4%	8.5%	0.0%	2.4%	203	6.9
Saskatchewan/Manitoba	50.8%	21.6%	18.6%	5.1%	0.0%	3.9%	123	8.8
Ontario	39.6%	35.3%	14.5%	8.1%	0.0%	2.5%	769	3.5
Quebec	16.7%	22.7%	18.6%	6.5%	33.0%	2.6%	608	4.0
Atlantic Canada	36.4%	32.3%	20.3%	9.2%	0.0%	1.6%	142	8.2
GENDER								
Male	38.5%	29.2%	14.7%	8.0%	6.6%	3.0%	1111	2.9
Female	33.9%	26.2%	18.5%	9.0%	9.9%	2.5%	925	3.2
AGE								
<25	20.7%	30.3%	17.2%	16.3%	12.0%	3.4%	150	8.0
25-44	31.5%	24.3%	20.6%	9.4%	10.6%	3.6%	606	4.0
45-64	40.1%	28.9%	16.3%	6.3%	6.6%	1.9%	816	3.4
65+	46.7%	30.3%	9.4%	6.4%	4.8%	2.5%	464	4.6
EDUCATION								
High school or less	36.3%	22.0%	17.2%	10.0%	10.2%	4.3%	508	4.4
College or CEGEP	42.4%	21.7%	18.1%	6.5%	8.8%	2.5%	640	3.9
University or higher	31.5%	35.4%	15.2%	9.1%	6.8%	2.0%	888	3.3
METROPOLITAN CANADA								
Vancouver	38.8%	24.4%	19.2%	13.5%	0.0%	4.1%	60	12.7
Calgary	61.6%	20.2%	6.9%	9.3%	0.0%	2.0%	67	12.0
Toronto	37.6%	42.6%	9.1%	8.3%	0.0%	2.4%	225	6.5
Ottawa	37.3%	49.0%	8.2%	5.6%	0.0%	0.0%	94	10.1
Montreal	10.3%	26.9%	21.0%	7.3%	32.2%	2.3%	229	6.5



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	34.6%	26.1%	20.2%	15.1%	4.0%	191	7.1
GENDER							
Male	41.0%	24.1%	16.8%	14.3%	3.8%	106	9.5
Female	26.7%	27.7%	24.6%	16.3%	4.6%	85	10.6
AGE							
<25	24.3%	0.0%	39.2%	25.0%	11.5%	13	27.2
25-44	19.6%	31.5%	31.1%	14.8%	3.0%	56	13.1
45-64	43.7%	26.0%	13.6%	12.8%	3.9%	77	11.2
65+	47.1%	32.3%	3.2%	15.1%	2.3%	45	14.6
EDUCATION							
High school or less	35.6%	3.5%	28.6%	18.5%	13.7%	40	15.5
College or CEGEP	45.0%	29.0%	19.0%	5.4%	1.6%	60	12.7
University or higher	25.0%	35.2%	18.2%	20.5%	1.1%	91	10.3

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	63.9%	13.7%	11.4%	8.5%	2.4%	203	6.9
GENDER							
Male	66.1%	16.2%	10.3%	6.6%	0.7%	119	9.0
Female	61.1%	9.8%	13.0%	11.0%	5.0%	84	10.7
AGE							
<25	57.6%	0.0%	9.6%	18.2%	14.5%	9	32.7
25-44	63.4%	14.8%	8.7%	11.7%	1.4%	65	12.2
45-64	63.5%	13.3%	17.7%	5.4%	0.0%	77	11.2
65+	67.2%	15.7%	7.9%	4.6%	4.6%	52	13.6
EDUCATION							
High school or less	68.3%	6.5%	8.1%	5.9%	11.1%	33	17.1
College or CEGEP	69.2%	5.1%	12.3%	11.2%	2.3%	72	11.6
University or higher	56.6%	22.2%	12.8%	8.4%	0.0%	98	9.9



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	50.8%	21.6%	18.6%	5.1%	3.9%	123	8.8
GENDER							
Male	59.5%	14.9%	16.0%	5.6%	3.9%	70	11.7
Female	44.2%	22.3%	20.1%	4.9%	8.5%	53	13.5
AGE							
<25	64.4%	0.0%	0.0%	0.0%	35.6%	3	56.6
25-44	46.3%	17.9%	28.3%	5.1%	2.5%	39	15.7
45-64	59.5%	19.2%	10.8%	6.2%	4.3%	47	14.3
65+	46.4%	24.1%	20.5%	6.2%	2.8%	34	16.8
EDUCATION							
High school or less	55.3%	17.0%	20.2%	5.4%	2.1%	34	16.8
College or CEGEP	49.7%	15.6%	26.8%	2.6%	5.4%	38	15.9
University or higher	53.1%	20.8%	10.1%	7.2%	8.8%	51	13.7

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	39.6%	35.3%	14.5%	8.1%	2.5%	769	3.5
GENDER							
Male	40.3%	37.2%	12.3%	6.9%	3.3%	450	4.6
Female	37.8%	33.1%	17.5%	9.8%	1.9%	319	5.5
AGE							
<25	19.0%	49.1%	14.7%	15.7%	1.5%	55	13.2
25-44	35.2%	29.7%	19.1%	11.0%	5.1%	209	6.8
45-64	43.8%	35.9%	14.1%	5.4%	0.8%	313	5.5
65+	48.9%	35.2%	8.8%	5.0%	2.1%	192	7.1
EDUCATION							
High school or less	40.2%	32.9%	13.7%	10.4%	2.8%	168	7.6
College or CEGEP	49.9%	23.0%	18.0%	6.9%	2.2%	237	6.4
University or higher	31.2%	44.4%	13.4%	8.4%	2.7%	364	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	16.7%	22.7%	18.6%	6.5%	33.0%	2.6%	608	4.0
GENDER								
Male	18.0%	22.4%	20.4%	7.1%	29.3%	2.9%	295	5.7
Female	17.0%	23.5%	17.0%	5.4%	34.8%	2.4%	313	5.5
AGE								
<25	7.8%	27.7%	17.3%	12.2%	35.0%	0.0%	57	13.0
25-44	16.6%	16.9%	18.1%	6.6%	37.8%	4.1%	196	7.0
45-64	17.9%	23.7%	22.3%	4.8%	28.6%	2.6%	236	6.4
65+	24.4%	30.5%	13.4%	4.1%	25.9%	1.7%	119	9.0
EDUCATION								
High school or less	19.1%	18.5%	20.4%	6.8%	32.2%	2.9%	191	7.1
College or CEGEP	17.5%	23.8%	17.5%	6.0%	31.9%	3.3%	197	7.0
University or higher	16.1%	25.8%	18.1%	5.9%	32.2%	1.9%	220	6.6

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	36.4%	32.3%	20.3%	9.2%	1.6%	142	8.2
GENDER							
Male	31.1%	42.7%	13.4%	10.1%	2.7%	71	11.6
Female	44.7%	22.3%	24.6%	7.2%	1.1%	71	11.6
AGE							
<25	32.1%	30.5%	8.5%	28.9%	0.0%	13	27.2
25-44	28.6%	33.8%	32.4%	5.1%	0.0%	41	15.3
45-64	33.2%	39.3%	18.6%	5.9%	2.9%	66	12.1
65+	68.4%	18.0%	0.0%	9.0%	4.6%	22	20.9
EDUCATION							
High school or less	43.8%	25.5%	14.3%	14.6%	1.8%	42	15.1
College or CEGEP	33.6%	28.0%	26.8%	6.1%	5.5%	36	16.3
University or higher	36.3%	39.6%	17.7%	6.4%	0.0%	64	12.3


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	51.2%	37.1%	11.7%	1080	3.0
REGION					
British Columbia	56.8%	35.6%	7.5%	92	10.2
Alberta	64.1%	23.2%	12.7%	119	9.0
Saskatchewan/Manitoba	56.1%	31.3%	12.6%	68	11.9
Ontario	52.9%	37.6%	9.4%	404	4.9
Quebec	40.0%	44.7%	15.3%	314	5.5
Atlantic Canada	45.6%	38.2%	16.2%	83	10.8
GENDER					
Male	54.3%	36.3%	9.4%	579	4.1
Female	48.3%	37.9%	13.9%	501	4.4
AGE					
<25	57.6%	26.2%	16.2%	84	10.7
25-44	46.5%	46.5%	7.0%	319	5.5
45-64	53.1%	36.4%	10.5%	431	4.7
65+	51.9%	28.2%	19.8%	246	6.3
EDUCATION					
High school or less	53.5%	31.4%	15.1%	292	5.7
College or CEGEP	52.9%	35.7%	11.3%	341	5.3
University or higher	48.2%	42.0%	9.8%	447	4.6
CURRENT VOTE INTENTION					
Conservative Party of Canada	84.7%	8.1%	7.2%	364	5.1
Liberal Party of Canada	37.5%	49.0%	13.5%	287	5.8
NDP	26.4%	64.8%	8.7%	148	8.1
Green Party	34.8%	52.2%	13.0%	67	12.0
Bloc Quebecois	23.2%	61.5%	15.4%	87	10.5
Undecided	39.2%	43.2%	17.6%	28	18.5



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	42.5%	48.2%	9.3%	1175	2.9
REGION					
British Columbia	43.8%	46.4%	9.8%	125	8.8
Alberta	60.0%	27.7%	12.4%	104	9.6
Saskatchewan/Manitoba	67.6%	28.8%	3.6%	73	11.5
Ontario	45.9%	45.2%	8.9%	433	4.7
Quebec	24.8%	66.1%	9.1%	359	5.2
Atlantic Canada	40.2%	47.4%	12.4%	81	10.9
GENDER					
Male	45.1%	46.5%	8.4%	628	3.9
Female	40.1%	49.8%	10.1%	547	4.2
AGE					
<25	30.7%	55.0%	14.4%	92	10.2
25-44	38.7%	52.7%	8.5%	376	5.1
45-64	47.6%	44.2%	8.2%	464	4.6
65+	48.3%	41.9%	9.8%	243	6.3
EDUCATION					
High school or less	37.7%	48.8%	13.5%	295	5.7
College or CEGEP	47.7%	44.4%	7.9%	374	5.1
University or higher	41.4%	50.7%	7.8%	506	4.4
CURRENT VOTE INTENTION					
Conservative Party of Canada	87.7%	8.1%	4.2%	380	5.0
Liberal Party of Canada	21.8%	68.7%	9.5%	283	5.8
NDP	20.4%	70.9%	8.7%	177	7.4
Green Party	21.0%	69.9%	9.1%	86	10.6
Bloc Quebecois	15.5%	78.0%	6.5%	104	9.6
Undecided	10.5%	75.0%	14.5%	25	19.6



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	8%	16%	23%	12%	4%	3%	34%	2204	2.1
REGION									
British Columbia	9%	17%	22%	17%	0%	3%	32%	210	6.8
Alberta	7%	16%	15%	11%	0%	3%	48%	216	6.7
Saskatchewan/Manitoba	7%	11%	25%	6%	0%	2%	49%	138	8.3
Ontario	8%	17%	24%	13%	0%	3%	35%	825	3.4
Quebec	7%	15%	26%	10%	15%	1%	25%	654	3.8
Atlantic Canada	12%	18%	24%	10%	0%	4%	33%	161	7.7
GENDER									
Male	8%	16%	21%	13%	3%	3%	35%	1177	2.9
Female	8%	16%	25%	11%	4%	2%	33%	1027	3.1
AGE									
<25	6%	17%	24%	13%	4%	4%	32%	157	7.8
25-44	10%	17%	21%	13%	4%	3%	32%	673	3.8
45-64	9%	16%	23%	12%	4%	3%	35%	890	3.3
65+	6%	13%	30%	9%	2%	2%	39%	484	4.5
EDUCATION									
High school or less	8%	13%	22%	11%	4%	2%	39%	563	4.1
College or CEGEP	10%	16%	19%	10%	4%	3%	39%	704	3.7
University or higher	7%	17%	28%	14%	3%	3%	28%	937	3.2
VOTE INTENTION									
Conservative Party of Canada	0%	20%	20%	8%	1%	3%	48%	744	3.6
Liberal Party of Canada	15%	0%	43%	14%	5%	1%	23%	570	4.1
NDP	11%	33%	0%	24%	9%	2%	21%	325	5.4
Green Party	18%	24%	24%	0%	4%	6%	23%	153	7.9
Bloc Quebecois	8%	15%	42%	11%	0%	1%	23%	191	7.1
Undecided	14%	11%	14%	6%	7%	0%	48%	53	13.5



Most Important Election Issue

Q. Of the following issues, which one do you think should be the most important issue for the next federal election: 1) issues like ethics and accountability; 2) the economy, jobs, and growth; 3) fiscal issues like taxes and debt; or 4) social issues like health and education?

	Ethics	The economy	Fiscal issues	Social issues	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	13%	33%	14%	35%	5%	2204	2.1
REGION							
British Columbia	15%	33%	9%	38%	6%	210	6.8
Alberta	12%	38%	16%	30%	4%	216	6.7
Saskatchewan/Manitoba	9%	30%	16%	41%	4%	138	8.3
Ontario	16%	37%	14%	28%	5%	825	3.4
Quebec	8%	25%	14%	46%	7%	654	3.8
Atlantic Canada	13%	32%	13%	36%	5%	161	7.7
GENDER							
Male	15%	37%	16%	26%	6%	1177	2.9
Female	11%	29%	11%	43%	5%	1027	3.1
AGE							
<25	12%	28%	16%	39%	5%	157	7.8
25-44	10%	27%	16%	41%	6%	673	3.8
45-64	13%	39%	13%	30%	6%	890	3.3
65+	17%	36%	10%	33%	4%	484	4.5
EDUCATION							
High school or less	11%	36%	12%	32%	9%	563	4.1
College or CEGEP	8%	37%	15%	35%	5%	704	3.7
University or higher	17%	29%	13%	37%	4%	937	3.2
CURRENT VOTE INTENTION							
Conservative Party of Canada	5%	53%	19%	20%	4%	744	3.6
Liberal Party of Canada	22%	23%	8%	43%	4%	570	4.1
NDP	15%	22%	10%	48%	6%	325	5.4
Green Party	19%	23%	13%	38%	6%	153	7.9
Bloc Quebecois	11%	16%	13%	51%	9%	191	7.1
Undecided	18%	24%	17%	29%	12%	53	13.5



Best Party to Deal with Ethics and Accountability

Q. Thinking about your most important issue, [Issues like ethics and accountability] which federal party do you feel offers the best solutions to address it?

						Other	Sample Size	Margin of Error (+/-)
NATIONALLY	10%	36%	22%	11%	3%	3%	286	5.8
REGION								
British Columbia	13%	23%	43%	12%	0%	3%	32	17.3
Alberta	16%	30%	20%	12%	0%	0%	26	19.2
Saskatchewan/Manitoba	11%	32%	33%	5%	0%	0%	14	26.2
Ontario	6%	46%	14%	10%	0%	5%	139	8.3
Quebec	16%	16%	26%	13%	22%	2%	53	13.5
Atlantic Canada	12%	50%	19%	9%	0%	0%	22	20.9
GENDER								
Male	12%	38%	21%	8%	5%	4%	175	7.4
Female	8%	34%	23%	14%	1%	2%	111	9.3
AGE								
<25	29%	5%	29%	31%	6%	0%	17	23.8
25-44	9%	23%	23%	17%	6%	5%	68	11.9
45-64	6%	51%	18%	4%	2%	4%	122	8.9
65+	10%	44%	25%	4%	1%	2%	79	11.0
EDUCATION								
High school or less	17%	33%	23%	13%	2%	1%	56	13.1
College or CEGEP	14%	38%	19%	13%	1%	4%	62	12.5
University or higher	6%	37%	23%	9%	5%	4%	168	7.6
METROPOLITAN CANADA								
Vancouver	67%	8%	13%	6%	0%	0%	29	18.2
Calgary	1%	76%	10%	2%	0%	0%	138	8.3
Toronto	0%	3%	75%	10%	1%	5%	48	14.1
Ottawa	4%	7%	13%	52%	0%	4%	29	18.2
Montreal	17%	5%	12%	9%	47%	0%	21	21.4



Best Party to Deal with Economic Issues

Q. Thinking about your most important issue, [The economy, jobs, and growth] which federal party do you feel offers the best solutions to address it?

						Other	Sample Size	Margin of Error (+/-)
NATIONALLY	50%	16%	10%	5%	2%	2%	744	3.6
REGION								
British Columbia	54%	13%	8%	6%	0%	3%	74	11.4
Alberta	71%	4%	5%	3%	0%	4%	86	10.6
Saskatchewan/Manitoba	60%	0%	19%	6%	0%	3%	45	14.6
Ontario	56%	16%	9%	5%	0%	2%	314	5.5
Quebec	22%	28%	14%	4%	10%	0%	173	7.5
Atlantic Canada	45%	19%	13%	0%	0%	0%	52	13.6
GENDER								
Male	57%	17%	10%	5%	2%	1%	443	4.7
Female	43%	15%	11%	4%	2%	2%	301	5.7
AGE								
<25	30%	25%	17%	15%	0%	0%	45	14.6
25-44	42%	19%	10%	7%	3%	2%	185	7.2
45-64	53%	12%	11%	1%	2%	3%	335	5.4
65+	67%	14%	7%	3%	1%	0%	179	7.3
EDUCATION								
High school or less	42%	15%	12%	8%	2%	1%	208	6.8
College or CEGEP	54%	13%	10%	3%	2%	2%	261	6.1
University or higher	53%	20%	9%	4%	1%	2%	275	5.9
METROPOLITAN CANADA								
Vancouver	86%	3%	3%	1%	0%	1%	406	4.9
Calgary	13%	64%	5%	2%	1%	1%	126	8.7
Toronto	9%	10%	56%	6%	1%	2%	74	11.4
Ottawa	10%	13%	14%	45%	0%	3%	37	16.1
Montreal	4%	11%	15%	5%	43%	0%	35	16.6



Best Party to Deal with Fiscal Issues

Q. Thinking about your most important issue, [Fiscal issues like taxes and debt] which federal party do you feel offers the best solutions to address it?

						Other	Sample Size	Margin of Error (+/-)
NATIONALLY	47%	14%	12%	5%	3%	4%	301	5.7
REGION								
British Columbia	49%	22%	7%	6%	0%	4%	19	22.5
Alberta	71%	9%	7%	0%	0%	0%	35	16.6
Saskatchewan/Manitoba	59%	5%	15%	4%	0%	0%	20	21.9
Ontario	53%	18%	8%	5%	0%	4%	111	9.3
Quebec	28%	11%	19%	6%	13%	6%	96	10.0
Atlantic Canada	35%	9%	20%	10%	0%	5%	20	21.9
GENDER								
Male	51%	13%	12%	7%	3%	5%	186	7.2
Female	43%	14%	12%	2%	4%	2%	115	9.1
AGE								
<25	16%	19%	15%	24%	3%	5%	27	18.9
25-44	48%	14%	11%	3%	4%	5%	106	9.5
45-64	54%	11%	11%	2%	3%	2%	120	9.0
65+	61%	14%	12%	0%	4%	3%	48	14.1
EDUCATION								
High school or less	29%	14%	19%	9%	7%	3%	69	11.8
College or CEGEP	45%	13%	11%	4%	2%	6%	106	9.5
University or higher	60%	14%	9%	4%	2%	2%	126	8.7
METROPOLITAN CANADA								
Vancouver	86%	1%	2%	1%	0%	2%	141	8.3
Calgary	12%	69%	6%	7%	2%	3%	47	14.3
Toronto	11%	7%	62%	7%	2%	0%	37	16.1
Ottawa	18%	12%	18%	35%	0%	5%	19	22.5
Montreal	18%	6%	15%	0%	41%	0%	24	20.0



Best Party to Deal with Social Issues

Q. Thinking about your most important issue, [Social issues like health and education] which federal party do you feel offers the best solutions to address it?

						Other	Sample Size	Margin of Error (+/-)
NATIONALLY	16%	27%	25%	6%	7%	1%	753	3.6
REGION								
British Columbia	19%	29%	24%	10%	0%	1%	73	11.5
Alberta	24%	28%	22%	6%	0%	1%	60	12.7
Saskatchewan/Manitoba	31%	25%	27%	6%	0%	0%	52	13.6
Ontario	15%	37%	26%	8%	0%	2%	219	6.6
Quebec	10%	19%	22%	3%	21%	2%	290	5.8
Atlantic Canada	14%	21%	32%	7%	0%	0%	59	12.8
GENDER								
Male	16%	34%	25%	7%	5%	2%	305	5.6
Female	16%	24%	25%	6%	8%	1%	448	4.6
AGE								
<25	11%	34%	22%	9%	7%	0%	60	12.7
25-44	15%	22%	27%	8%	8%	2%	273	5.9
45-64	15%	29%	28%	5%	7%	1%	263	6.0
65+	23%	34%	16%	3%	4%	1%	157	7.8
EDUCATION								
High school or less	19%	25%	22%	2%	10%	2%	179	7.3
College or CEGEP	21%	22%	25%	4%	7%	1%	243	6.3
University or higher	11%	33%	26%	10%	5%	1%	331	5.4
METROPOLITAN CANADA								
Vancouver	67%	6%	7%	2%	3%	0%	142	8.2
Calgary	2%	71%	14%	4%	1%	0%	234	6.4
Toronto	5%	7%	70%	6%	1%	1%	147	8.1
Ottawa	13%	9%	20%	35%	1%	2%	57	13.0
Montreal	2%	8%	15%	4%	48%	1%	97	10.0

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 4-7, 2011. In total, a random sample of 2,255 Canadians aged 18 and over responded to the survey (including a sub-sample of 2,036 decided voters). The margin of error associated with the total sample is +/-2.1 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.

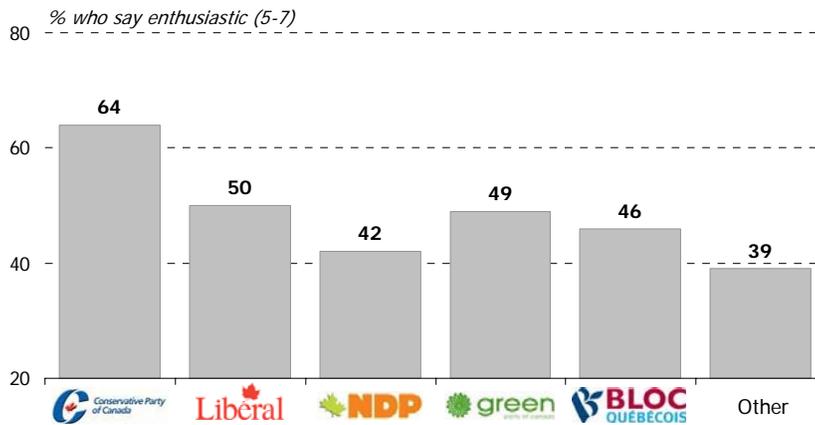
Talking again in terms of a federal election, which party would be your second choice?

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



Voter enthusiasm

Q. How enthusiastic are you about your current choice?

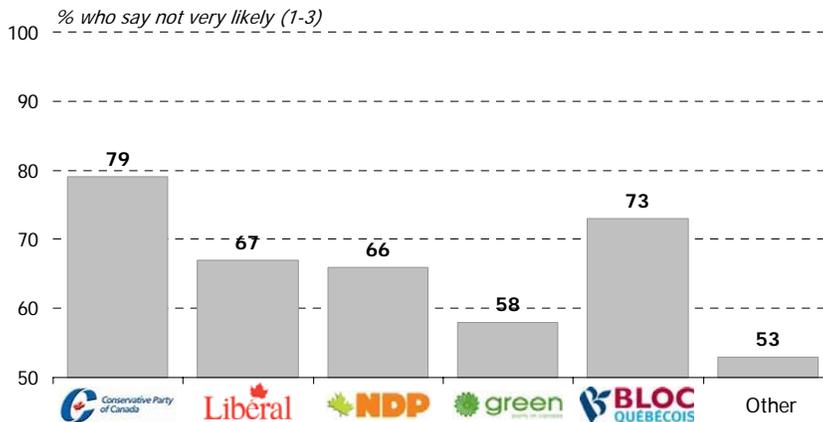


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BASE: Eligible voters: April 4-7, 2011 (2,204)

Likelihood of changing one's mind

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



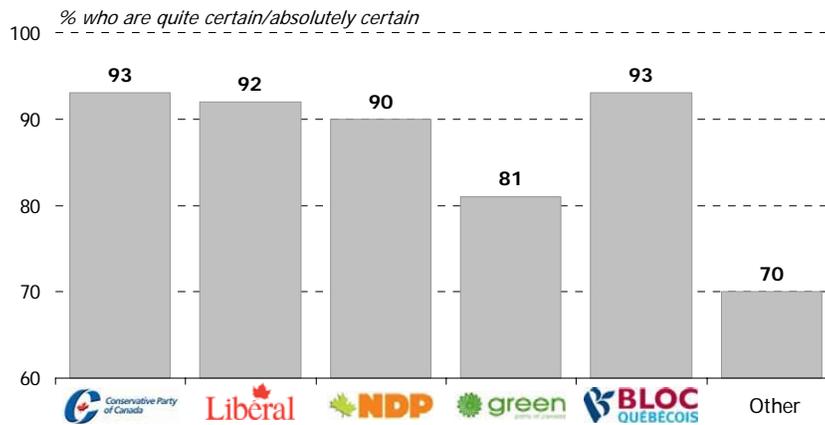
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BASE: Eligible voters: April 4-7, 2011 (2,204)



Likelihood to vote

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

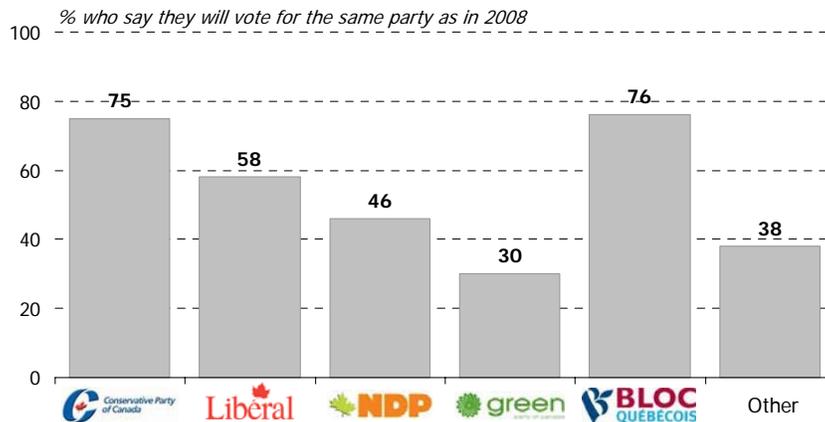


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BASE: Eligible voters; April 4-7, 2011 (2,204)

Voter retention

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



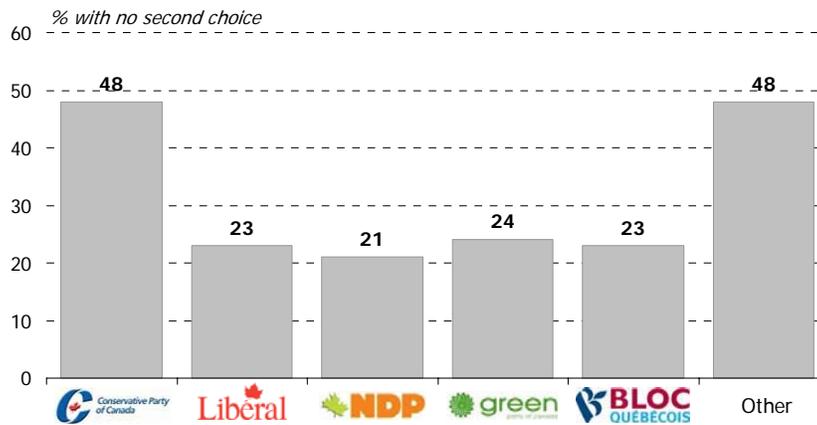
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BASE: Eligible voters; April 4-7, 2011 (2,204)



Unwillingness to consider other parties

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





Annex II: Commitment Index Data Tables

<u>Voter Enthusiasm</u>					
<i>Q. How enthusiastic are you about your current choice?</i>					
	Not very enthusiastic (1-3)	Moderately enthusiastic (4)	Very enthusiastic (5-7)	Sample Size	Margin of Error (+/-)
NATIONALLY	25%	25%	50%	2204	2.1
REGION					
British Columbia	25%	24%	51%	210	6.8
Alberta	20%	18%	62%	216	6.7
Saskatchewan/Manitoba	23%	23%	54%	138	8.3
Ontario	22%	23%	55%	825	3.4
Quebec	32%	30%	38%	654	3.8
Atlantic Canada	28%	29%	43%	161	7.7
GENDER					
Male	23%	21%	56%	1177	2.9
Female	27%	28%	45%	1027	3.1
AGE					
<25	29%	24%	47%	157	7.8
25-44	29%	22%	49%	673	3.8
45-64	24%	25%	52%	890	3.3
65+	18%	31%	50%	484	4.5
EDUCATION					
High school or less	27%	31%	42%	563	4.1
College or CEGEP	24%	27%	50%	704	3.7
University or higher	25%	19%	55%	937	3.2
CURRENT VOTE INTENTION					
Conservative Party of Canada	14%	22%	64%	744	3.6
Liberal Party of Canada	24%	27%	50%	570	4.1
NDP	29%	29%	42%	325	5.4
Green Party	33%	18%	49%	153	7.9
Bloc Quebecois	22%	32%	46%	191	7.1
Undecided	44%	17%	39%	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	69%	14%	18%	2204	2.1
REGION					
British Columbia	70%	16%	14%	210	6.8
Alberta	69%	14%	18%	216	6.7
Saskatchewan/Manitoba	76%	11%	14%	138	8.3
Ontario	70%	12%	18%	825	3.4
Quebec	65%	14%	20%	654	3.8
Atlantic Canada	65%	16%	19%	161	7.7
GENDER					
Male	72%	13%	15%	1177	2.9
Female	65%	14%	20%	1027	3.1
AGE					
<25	68%	18%	15%	157	7.8
25-44	66%	15%	19%	673	3.8
45-64	69%	13%	18%	890	3.3
65+	75%	8%	17%	484	4.5
EDUCATION					
High school or less	67%	14%	19%	563	4.1
College or CEGEP	67%	14%	18%	704	3.7
University or higher	71%	13%	16%	937	3.2
CURRENT VOTE INTENTION					
Conservative Party of Canada	79%	8%	14%	744	3.6
Liberal Party of Canada	67%	16%	18%	570	4.1
NDP	66%	18%	16%	325	5.4
Green Party	58%	18%	24%	153	7.9
Bloc Quebecois	73%	10%	17%	191	7.1
Undecided	53%	24%	23%	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	78%	10%	9%	3%	2204	2.1
REGION						
British Columbia	83%	5%	9%	3%	210	6.8
Alberta	81%	8%	8%	3%	216	6.7
Saskatchewan/Manitoba	75%	16%	5%	4%	138	8.3
Ontario	76%	9%	11%	3%	825	3.4
Quebec	79%	12%	7%	2%	654	3.8
Atlantic Canada	75%	9%	14%	2%	161	7.7
GENDER						
Male	79%	10%	8%	3%	1177	2.9
Female	77%	9%	11%	3%	1027	3.1
AGE						
<25	64%	16%	17%	3%	157	7.8
25-44	74%	11%	11%	4%	673	3.8
45-64	83%	8%	8%	1%	890	3.3
65+	86%	6%	6%	2%	484	4.5
EDUCATION						
High school or less	70%	12%	13%	5%	563	4.1
College or CEGEP	76%	11%	11%	3%	704	3.7
University or higher	84%	8%	7%	1%	937	3.2
CURRENT VOTE INTENTION						
Conservative Party of Canada	84%	9%	6%	1%	744	3.6
Liberal Party of Canada	82%	10%	7%	1%	570	4.1
NDP	81%	9%	9%	1%	325	5.4
Green Party	70%	11%	16%	3%	153	7.9
Bloc Quebecois	82%	11%	7%	0%	191	7.1
Undecided	67%	3%	10%	21%	53	13.5