

CONSERVATIVES RETAIN 7-POINT LEAD AS PARTIES ENTER ELECTION CAMPAIGN

[Ottawa – March 25, 2011] – In our final poll before the election campaign begins, the parties stand at, well, pretty much where they were three years ago. While the Liberals and Greens are poised to make some minor gains at the expense of the Conservatives and the NDP, there is little chance that we will see any major changes in the balance of power. At these numbers, the Conservatives will retain their status as a minority government and it is doubtful that the Liberals will gain enough seats to form a legitimate coalition with the NDP, let alone the government.

This polls present some serious areas of concern for the opposition. The Conservatives have made small but significant gains in the last three months. At 35.3 points, they stand well above their 2010 average of 32.2%. Meanwhile, at 28.1 points, the Liberals have remained stagnant. The NDP is also sitting well below their 2008 election results. Furthermore, Conservatives hold a significant lead in the key battleground of Ontario and they are dead even with the Liberals in Quebec (though neither party comes near Bloc in terms of support).

The Liberal Party holds a solid lead among youth, though the Conservatives lead by an equally wide margin among seniors. These age differences do not bode well for the Liberal Party in terms of voter efficiency, as younger voters are consistently less likely to vote.

The Conservative Party continues to do very well among high school and college graduates, though they still struggle in capturing the university educated vote. The Conservatives also do very well among men, though they continue to fare comparatively poorly among women. It is important to note, however, that women are twice as likely than men to say they are undecided.

There are, however, some encouraging results for the opposition parties. While it is true that the Conservatives hold a solid lead, they have relatively little room to grow. When asked which party

HIGHLIGHTS

- **National federal vote intention:**
 - ▣ 35.3% CPC
 - ▣ 28.1% LPC
 - ▣ 14.2% NDP
 - ▣ 10.6% Green
 - ▣ 9.7% BQ
 - ▣ 2.1% other
- **Direction of country:**
 - ▣ 51.6% right direction
 - ▣ 38.5% wrong direction
 - ▣ 9.9% DK/NR
- **Direction of government:**
 - ▣ 41.7% right direction
 - ▣ 47.9% wrong direction
 - ▣ 10.4% DK/NR
- **Second choice:**
 - ▣ 9.4% CPC
 - ▣ 14.9% LPC
 - ▣ 20.4% NDP
 - ▣ 11.2% Green
 - ▣ 3.5% BQ
 - ▣ 3.1% other
 - ▣ 37.5% no second choice

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

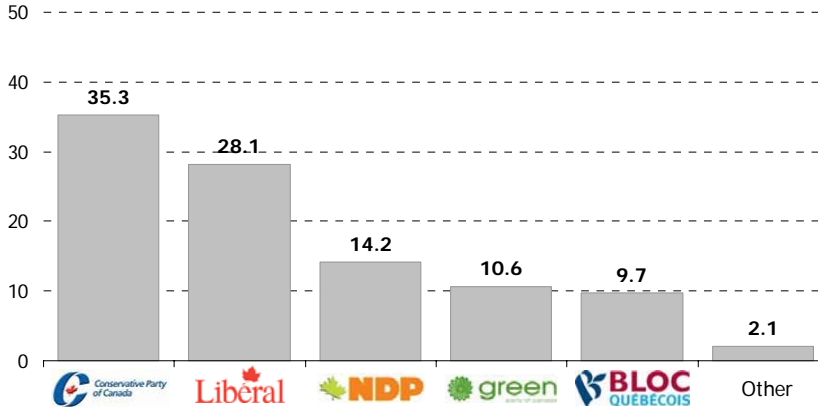
they would choose as their second choice, one-fifth of respondents chose the NDP and 15% picked the Liberal party. Less than one in ten would choose the Conservatives Party. Indeed, while the Liberals may trail the Conservatives by a wide margin, the two parties stand in a virtual tie when first and second choice are combined.

On a final note, we have also seen a surge in dissatisfaction with the direction of the federal government. It also appears that there have not been any significant movements in the electorate since the budget was tabled. In any case, it is clear that the party leaders have their work cut out for them.

Top Line Results:

Federal vote intention

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



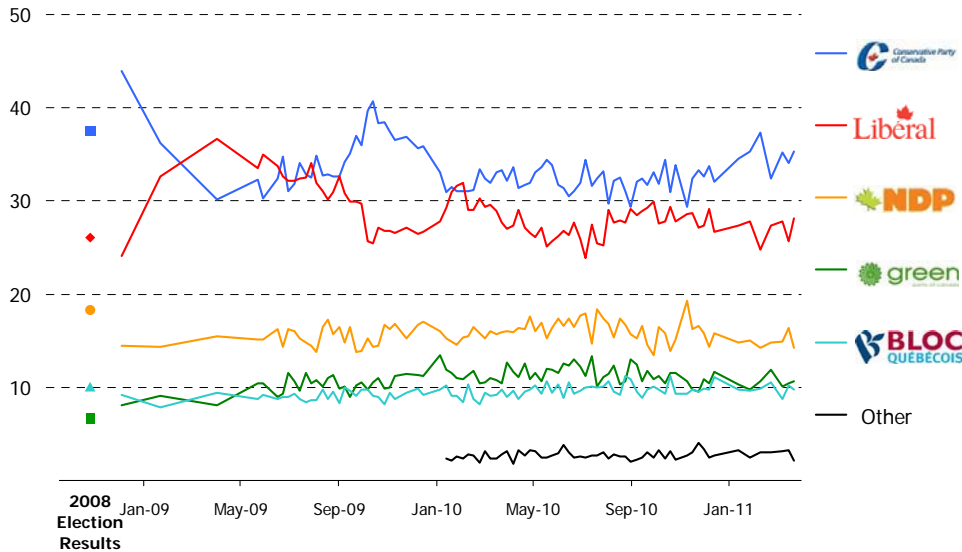
Note: The data on federal vote intention are based on decided and leaning voters only. Our survey also finds that 14.5% of Canadians are undecided/ineligible to vote.

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BASE: Decided voters; March 17-24, 2011 (n=2,153)

Weekly tracking of federal vote intention

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



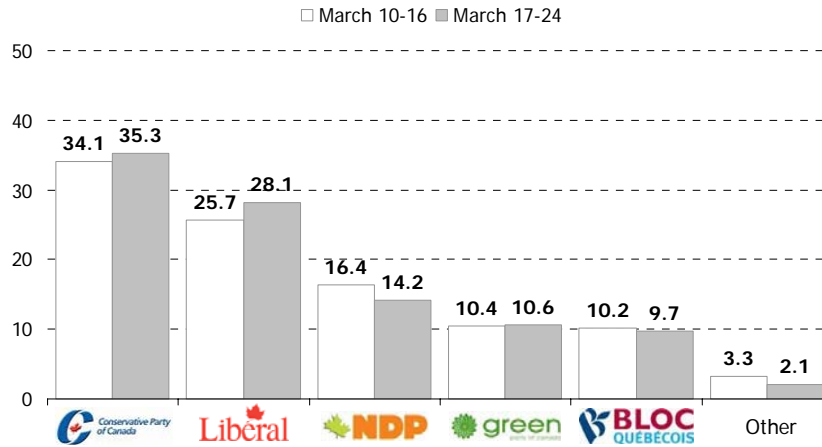
Note: The data on federal vote intention are based on decided and leaning voters only. Our survey also finds that 14.5% of Canadians are undecided/ineligible to vote.

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BASE: Decided voters; most recent data point March 17-24, 2011 (n=2,153)

Federal vote intention: 2-week comparison






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



Copyright 2011. No reproduction without permission **BASE:** Decided voters; **Week 1:** March 17-24, 2011 (n=2,153) / **Week 2:** March 10-16, 2011 (n=1,212)

Current federal vote intention by 2008 vote

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






VOTE INTENTION	VOTE IN 2008					
	Overall	CPC	LPC	NDP	GP	BQ
	35.3	79.7	13.1	10.4	9.7	6.2
	28.1	9.9	65.4	14.5	22.3	6.9
	14.2	3.6	9.5	55.8	9.6	6.5
	10.6	2.8	7.0	14.7	52.0	5.9
	9.7	2.9	3.5	2.8	3.5	74.5
Other	2.1	1.1	1.5	1.8	3.0	0.0

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BASE: Decided voters; March 17-24, 2011 (n=2,153)

Second choice

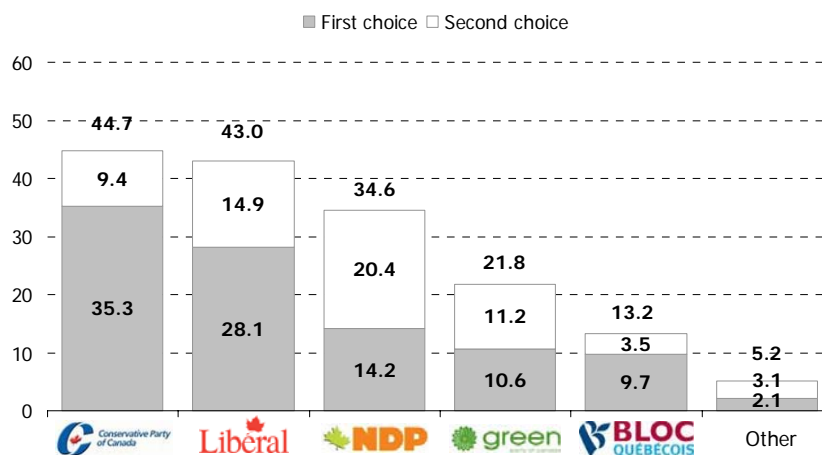
Q. Which party would be your second choice?

SECOND CHOICE	Second Choice (overall)	FIRST CHOICE					
		CPC	LPC	NDP	GP	BQ	Other
	9.4	--	18.7	16.1	6.0	10.1	9.6
	14.9	23.2	--	30.7	19.1	11.8	6.8
	20.4	13.6	38.3	--	26.4	31.3	6.8
	11.2	9.6	15.4	15.5	--	11.6	24.5
	3.5	2.9	2.7	7.7	6.5	--	1.9
Other	3.1	2.2	4.7	3.2	3.1	1.5	--
No second choice	37.5	48.5	20.1	26.7	38.9	33.8	50.4

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BASE: Eligible voters; March 17-24, 2011 (n=2,433)

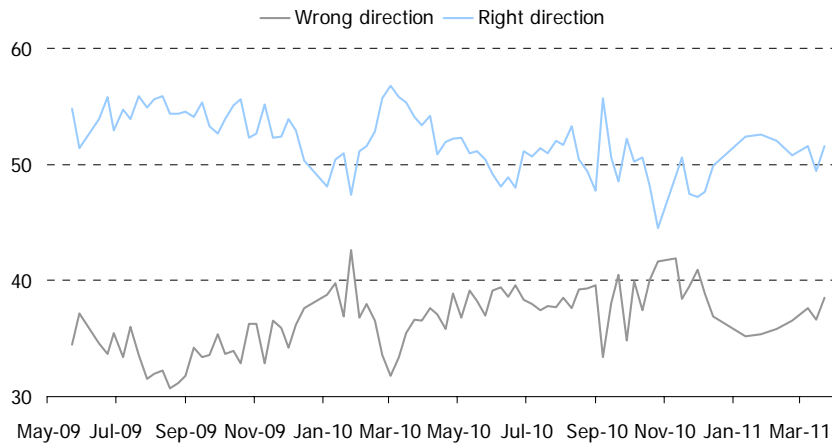
Party ceilings (first and second choice combined)



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Direction of country

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

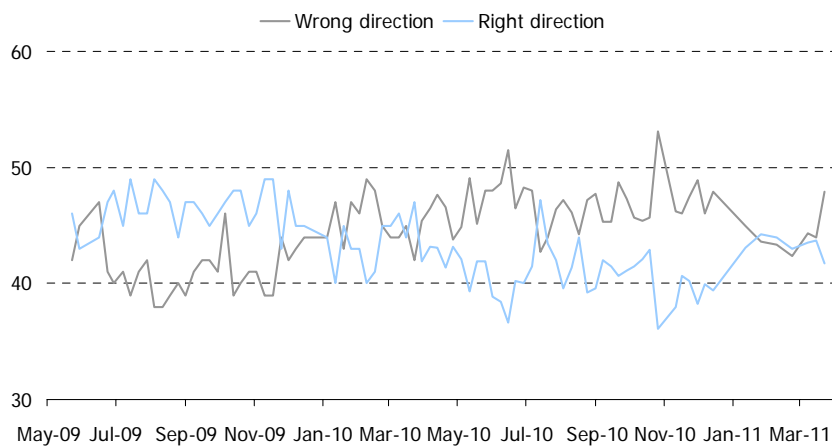


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BASE: Canadians; most recent data point March 17-24, 2011 (n=half sample)

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 March 17-24, 2011 (n=half sample)

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	35.3%	28.1%	14.2%	10.6%	9.7%	2.1%	2153	2.1
REGION								
British Columbia	34.6%	22.4%	20.5%	19.7%	0.0%	2.7%	130	8.6
Alberta	48.3%	31.9%	3.9%	14.2%	0.0%	1.8%	178	7.4
Saskatchewan/Manitoba	51.7%	20.7%	20.3%	5.6%	0.0%	1.7%	114	9.2
Ontario	38.7%	33.4%	16.3%	9.7%	0.0%	2.0%	849	3.4
Quebec	18.5%	18.0%	12.8%	8.6%	39.7%	2.3%	739	3.6
Atlantic Canada	41.4%	43.9%	6.8%	6.0%	0.0%	1.9%	143	8.2
GENDER								
Male	39.0%	27.1%	12.4%	10.5%	9.1%	1.8%	1073	3.0
Female	31.5%	29.2%	16.0%	10.7%	10.3%	2.4%	1080	3.0
AGE								
<25	14.1%	39.8%	12.6%	18.2%	13.3%	2.0%	147	8.1
25-44	30.9%	27.8%	14.6%	12.5%	11.0%	3.2%	629	3.9
45-64	39.1%	27.7%	15.7%	7.2%	8.6%	1.7%	875	3.3
65+	49.3%	22.5%	11.3%	8.9%	7.0%	1.0%	502	4.4
EDUCATION								
High school or less	38.7%	20.2%	12.1%	10.0%	16.2%	2.8%	638	3.9
College or CEGEP	37.6%	25.4%	13.0%	11.6%	10.1%	2.3%	678	3.8
University or higher	31.8%	34.5%	16.1%	10.2%	5.7%	1.6%	837	3.4
METROPOLITAN CANADA								
Vancouver	27.8%	25.9%	22.1%	21.0%	0.0%	3.1%	32	17.3
Calgary	70.1%	16.5%	3.9%	9.6%	0.0%	0.0%	47	14.3
Toronto	35.0%	40.2%	15.8%	7.5%	0.0%	1.6%	217	6.7
Ottawa	49.0%	33.7%	15.4%	1.8%	0.0%	0.0%	70	11.7
Montreal	16.3%	23.5%	16.9%	7.4%	35.5%	0.5%	202	6.9





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%	22.4%	20.5%	19.7%	2.7%	130	8.6
GENDER							
Male	30.8%	25.7%	22.6%	19.5%	1.4%	70	11.7
Female	34.6%	19.0%	19.3%	22.5%	4.6%	60	12.7
AGE							
<25	16.6%	16.6%	33.4%	33.4%	0.0%	6	40.0
25-44	25.8%	19.7%	19.7%	30.5%	4.3%	38	15.9
45-64	31.7%	28.2%	21.7%	15.0%	3.4%	48	14.1
65+	53.9%	20.1%	17.9%	8.0%	0.0%	38	15.9
EDUCATION							
High school or less	33.2%	16.3%	12.7%	37.8%	0.0%	26	19.2
College or CEGEP	28.0%	38.4%	10.1%	18.7%	4.8%	40	15.5
University or higher	35.3%	14.2%	32.1%	15.7%	2.6%	64	12.3





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	48.3%	31.9%	3.9%	14.2%	1.8%	178	7.4
GENDER							
Male	42.0%	34.7%	3.8%	18.1%	1.5%	86	10.6
Female	48.1%	38.7%	3.1%	8.4%	1.6%	92	10.2
AGE							
<25	22.8%	77.2%	0.0%	0.0%	0.0%	4	49.0
25-44	42.9%	39.0%	2.7%	12.2%	3.2%	56	13.1
45-64	46.6%	41.3%	5.3%	5.7%	1.0%	69	11.8
65+	53.8%	11.3%	2.5%	32.5%	0.0%	49	14.0
EDUCATION							
High school or less	84.0%	3.7%	5.5%	6.8%	0.0%	40	15.5
College or CEGEP	49.6%	37.3%	2.5%	8.8%	1.8%	65	12.2
University or higher	30.7%	45.7%	3.6%	18.1%	1.8%	73	11.5





Federal Vote Intention – Saskatchewan/Manitoba

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

					Other	Sample Size	Margin of Error (+/-)
OVERALL	51.7%	20.7%	20.3%	5.6%	1.7%	114	9.2
GENDER							
Male	67.6%	11.0%	14.0%	4.6%	2.8%	59	12.8
Female	30.4%	33.8%	26.1%	6.8%	2.9%	55	13.2
AGE							
<25	8.8%	83.1%	3.8%	4.4%	0.0%	5	43.8
25-44	58.6%	7.7%	18.4%	7.7%	7.7%	26	19.2
45-64	58.4%	12.4%	25.5%	3.7%	0.0%	51	13.7
65+	49.8%	22.0%	22.0%	6.3%	0.0%	32	17.3
EDUCATION							
High school or less	51.8%	4.4%	34.3%	3.4%	6.1%	39	15.7
College or CEGEP	67.6%	12.1%	12.5%	7.8%	0.0%	35	16.6
University or higher	35.0%	40.4%	16.1%	5.1%	3.3%	40	15.5






Federal Vote Intention – Ontario

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

					Other	Sample Size	Margin of Error (+/-)
OVERALL	38.7%	33.4%	16.3%	9.7%	2.0%	849	3.4
GENDER							
Male	41.4%	34.9%	12.8%	8.9%	2.0%	455	4.6
Female	36.3%	31.5%	19.9%	10.3%	1.9%	394	4.9
AGE							
<25	17.8%	39.6%	16.0%	23.4%	3.2%	68	11.9
25-44	33.2%	34.5%	19.0%	10.7%	2.5%	242	6.3
45-64	40.6%	34.0%	16.8%	7.4%	1.3%	337	5.3
65+	58.8%	25.4%	10.6%	3.8%	1.5%	202	6.9
EDUCATION							
High school or less	45.4%	28.2%	15.1%	8.8%	2.4%	205	6.8
College or CEGEP	41.4%	27.3%	16.4%	12.4%	2.5%	250	6.2
University or higher	34.3%	39.0%	16.9%	8.3%	1.5%	394	4.9





Federal Vote Intention – Quebec

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

						Other	Sample Size	Margin of Error (+/-)
OVERALL	18.5%	18.0%	12.8%	8.6%	39.7%	2.3%	739	3.6
GENDER								
Male	21.4%	18.4%	10.5%	7.3%	40.8%	1.6%	336	5.4
Female	17.0%	17.8%	14.9%	9.1%	38.3%	2.9%	403	4.9
AGE								
<25	12.6%	11.9%	11.3%	16.9%	44.6%	2.7%	60	12.7
25-44	16.3%	19.9%	11.7%	8.8%	40.6%	2.7%	228	6.5
45-64	19.4%	17.2%	14.9%	6.1%	40.3%	2.2%	293	5.7
65+	28.4%	20.4%	11.5%	5.7%	32.7%	1.3%	158	7.8
EDUCATION								
High school or less	20.1%	17.5%	6.8%	6.6%	45.2%	3.8%	284	5.8
College or CEGEP	20.3%	15.1%	15.3%	9.3%	38.6%	1.4%	243	6.3
University or higher	16.9%	22.0%	16.9%	8.9%	33.9%	1.5%	212	6.7






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	41.4%	43.9%	6.8%	6.0%	1.9%	143	8.2
GENDER							
Male	61.8%	21.5%	7.8%	6.6%	2.2%	67	12.0
Female	31.4%	58.0%	4.1%	4.6%	1.9%	76	11.2
AGE							
<25	1.5%	95.4%	0.0%	3.1%	0.0%	4	49.0
25-44	48.7%	30.7%	7.7%	10.3%	2.6%	39	15.7
45-64	67.7%	20.8%	7.2%	2.9%	1.4%	77	11.2
65+	30.4%	56.6%	4.3%	4.3%	4.3%	23	20.4
EDUCATION							
High school or less	52.8%	30.4%	9.2%	2.2%	5.4%	44	14.8
College or CEGEP	41.8%	36.0%	7.8%	13.3%	1.3%	45	14.6
University or higher	46.5%	44.2%	4.1%	4.0%	1.2%	54	13.3

Second Choice

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

						Other	No 2 nd choice	Sample Size	Margin of Error (+/-)
NATIONALLY	9%	15%	20%	11%	4%	3%	37%	2433	2.0
REGION									
British Columbia	10%	15%	19%	11%	0%	3%	42%	153	7.9
Alberta	13%	10%	12%	7%	0%	10%	48%	194	7.0
Saskatchewan/Manitoba	6%	29%	23%	6%	0%	2%	34%	137	8.4
Ontario	10%	17%	21%	14%	0%	2%	36%	943	3.2
Quebec	9%	11%	22%	7%	15%	2%	34%	832	3.4
Atlantic Canada	7%	12%	21%	19%	0%	2%	39%	174	7.4
GENDER									
Male	10%	17%	21%	10%	3%	3%	37%	1171	2.9
Female	9%	13%	20%	13%	4%	3%	38%	1262	2.8
AGE									
<25	8%	13%	22%	26%	4%	2%	25%	167	7.6
25-44	12%	14%	19%	11%	4%	2%	37%	721	3.7
45-64	8%	17%	21%	10%	4%	5%	35%	990	3.1
65+	7%	12%	21%	6%	2%	2%	50%	555	4.2
EDUCATION									
High school or less	8%	12%	19%	8%	3%	2%	47%	752	3.6
College or CEGEP	8%	15%	19%	10%	4%	5%	38%	776	3.5
University or higher	11%	16%	22%	14%	3%	2%	31%	905	3.3
VOTE INTENTION									
Conservative Party of Canada	0%	23%	14%	10%	3%	2%	49%	783	3.5
Liberal Party of Canada	19%	0%	38%	15%	3%	5%	20%	526	4.3
NDP	16%	31%	0%	15%	8%	3%	27%	308	5.6
Green Party	6%	19%	26%	0%	7%	3%	39%	196	7.0
Bloc Quebecois	10%	12%	31%	12%	0%	1%	34%	294	5.7
Undecided	10%	7%	7%	24%	2%	0%	50%	46	14.5

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	51.6%	38.5%	9.9%	1240	2.8
REGION					
British Columbia	54.9%	35.1%	10.0%	89	10.4
Alberta	66.5%	25.8%	7.8%	111	9.3
Saskatchewan/Manitoba	66.2%	21.6%	12.1%	58	12.9
Ontario	53.9%	35.5%	10.6%	477	4.5
Quebec	35.4%	55.7%	8.9%	421	4.8
Atlantic Canada	44.4%	43.0%	12.6%	84	10.7
GENDER					
Male	52.3%	39.9%	7.8%	590	4.0
Female	50.9%	37.1%	12.0%	650	3.8
AGE					
<25	41.2%	43.1%	15.6%	103	9.7
25-44	51.2%	39.9%	8.9%	389	5.0
45-64	54.0%	38.1%	7.9%	471	4.5
65+	54.1%	33.3%	12.6%	277	5.9
EDUCATION					
High school or less	52.6%	32.7%	14.7%	416	4.8
College or CEGEP	53.2%	36.0%	10.8%	374	5.1
University or higher	49.6%	44.5%	5.9%	450	4.6
CURRENT VOTE INTENTION					
Conservative Party of Canada	84.2%	11.2%	4.6%	399	4.9
Liberal Party of Canada	49.7%	42.7%	7.5%	248	6.2
NDP	26.5%	62.4%	11.1%	149	8.0
Green Party	26.9%	66.4%	6.7%	100	9.8
Bloc Quebecois	23.0%	63.5%	13.4%	139	8.3
Undecided	20.3%	70.9%	8.8%	25	19.6

Direction of Government

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

	Right Direction	Wrong Direction	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	41.7%	47.9%	10.4%	1263	2.8
REGION					
British Columbia	44.1%	42.9%	13.0%	70	11.7
Alberta	68.4%	25.5%	6.1%	88	10.5
Saskatchewan/Manitoba	37.1%	53.7%	9.2%	81	10.9
Ontario	47.3%	43.4%	9.3%	485	4.5
Quebec	27.5%	58.8%	13.8%	444	4.7
Atlantic Canada	40.0%	53.0%	7.0%	95	10.1
GENDER					
Male	46.2%	44.3%	9.5%	611	4.0
Female	37.6%	51.1%	11.3%	652	3.8
AGE					
<25	26.6%	61.4%	12.1%	90	10.3
25-44	40.9%	47.3%	11.9%	353	5.2
45-64	44.2%	48.1%	7.7%	529	4.3
65+	49.3%	38.4%	12.3%	291	5.7
EDUCATION					
High school or less	40.8%	43.8%	15.5%	369	5.1
College or CEGEP	42.1%	47.5%	10.4%	421	4.8
University or higher	41.9%	50.5%	7.6%	473	4.5
CURRENT VOTE INTENTION					
Conservative Party of Canada	84.3%	12.5%	3.3%	384	5.0
Liberal Party of Canada	24.9%	67.5%	7.6%	278	5.9
NDP	25.7%	58.9%	15.4%	159	7.8
Green Party	16.9%	64.5%	18.5%	96	10.0
Bloc Quebecois	16.1%	76.0%	7.9%	155	7.9
Undecided	8.6%	56.0%	35.4%	21	21.4

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 both 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 March 17 – March 24, 2011¹. In total, a random sample of 2,503 Canadians aged 18 and over responded to the survey (including a sub-sample of 2,153 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.

¹ Please note that these dates are not inclusive of weekends, as we do not survey on Saturday or Sunday.