



www.ekospolitics.ca

DEBATES HOLD LITTLE SWAY ON VOTERS

[Ottawa – April 15, 2011] – At the end of Week 3, our tracking reveals clear patterns in the 41st federal election campaign.

Despite the wildly inconsistent results that have come out of other polling organizations, we are very comfortable with our numbers and the well-behaved patterns that have emerged.

Conservatives: While this week's debates have had no clear influence on vote intention, the Conservatives have widened their lead over the Liberals from 5.0 points on the eve of the English event to 7.5 points during the two days that followed. Virtually all of the support the Conservative Party picked up came from the West — particularly British Columbia. The crucial Ontario race remains a dead heat.

Bloc Quebecois: Bloc support declined during the two days after the debates. Less than a month ago, the party commanded the support of two-fifths of Quebec voters. Its support has since eroded to its lowest levels since 2003 (7.1 per cent post-debate). The numbers have been in decline for several weeks, suggesting the trend is not a statistical anomaly. Fortunately for the Bloc, federalist parties are locked into equal vote splitting. The Bloc has a devoted base, which is key in a province where voters appear to be the least enthusiastically engaged.

Liberals: Liberal support declined insignificantly after the debate, though there is some evidence that they have improved their fortunes in Quebec. This could be very significant because a weakened Bloc is now hanging on with a deepened but fragmented federalist voter base. Unless these forces consolidate around one of the three choices, these votes will not produce many federalist seats.

NDP: The New Democrats are the only ones to improve position during the campaign. The party continues to lead as second choice and is now in a better position than it was at this stage of the 2008 campaign.

The NDP does very well in British Columbia and looks surprisingly strong in Quebec. It is also

HIGHLIGHTS

- **National federal vote intention:**
 - ☒ 35.3% CPC
 - ☒ 27.8% LPC
 - ☒ 18.0% NDP
 - ☒ 9.6% Green
 - ☒ 7.1% BQ
 - ☒ 2.1% other
- **Direction of country:**
 - ☒ 53.9% right direction
 - ☒ 37.2% wrong direction
 - ☒ 8.8% DK/NR
- **Direction of government:**
 - ☒ 46.4% right direction
 - ☒ 42.0% wrong direction
 - ☒ 11.6% DK/NR
- **Second choice:**
 - ☒ 9.2% CPC
 - ☒ 16.7% LPC
 - ☒ 26.1% NDP
 - ☒ 12.1% Green
 - ☒ 3.7% BQ
 - ☒ 2.5% other
 - ☒ 29.7% no second choice

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

attracting women's votes. Less auspiciously for its prospects, the party attracts the highest number of voters who would consider changing their minds. It suggests there are a fair number of strategic voters in their ranks who will weigh options until the final stages of the campaign to see how to best frustrate Stephen Harper's aspirations.

Greens: The Green Party is holding at the same levels but is by far the party with the lowest levels of commitment and the least likely to vote. Numbers suggest this could produce attrition of roughly one-third of the current support. Whether this vote stays home or goes NDP/Liberal could be a crucial factor in a tight election outcome.

On a final note, current vote intentions appear to be increasingly locked in. Just 7.6 per cent of respondents say they are undecided, 71 per cent say they have no intention of changing their minds. Right now, it would be prudent for parties to target women and residents of Quebec since these are the groups most open to considering another option on May 2.

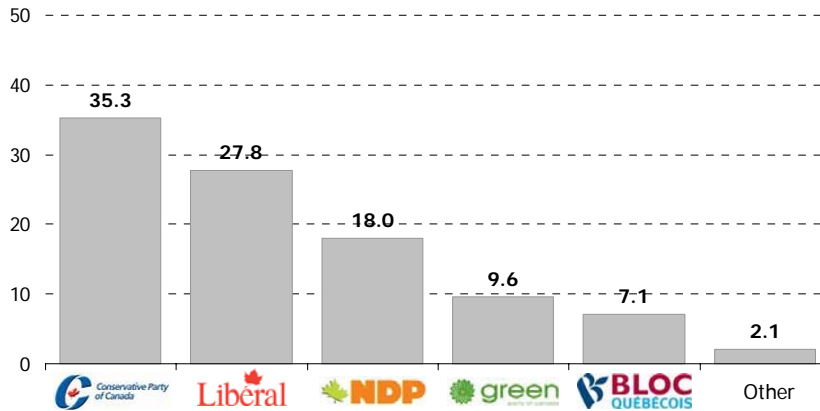
At the end of Week 3, with attention focused on debates, we see the parties in a very similar position to where they were at the end of last week.



Top Line Results:

Federal vote intention

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



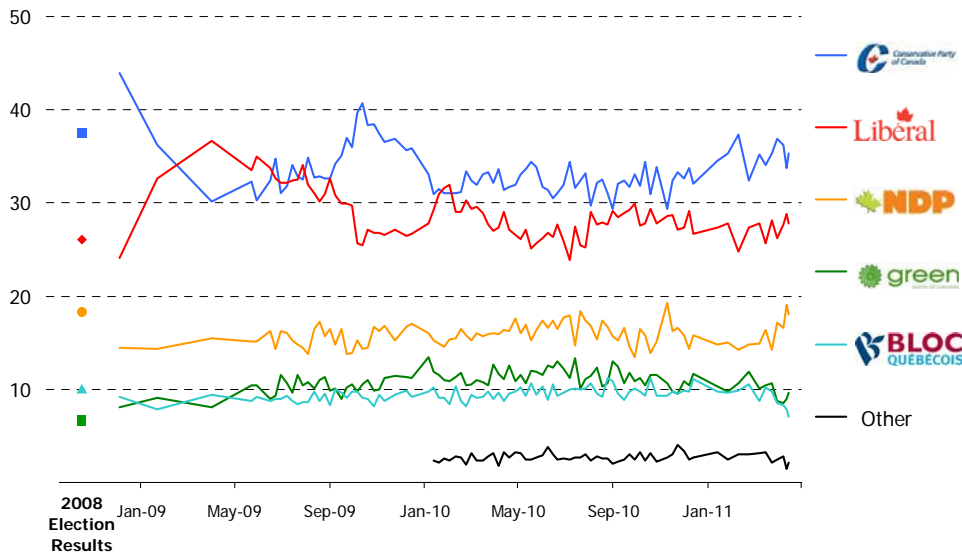
Note: The data on federal vote intention are based on decided and leaning voters only. Our survey also finds that 10.2% of Canadians are undecided/ineligible to vote.

Copyright 2011. No reproduction without permission

BASE: Decided voters; April 13-14, 2011 (1,239)

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 10.2% of Canadians are undecided/ineligible to vote.

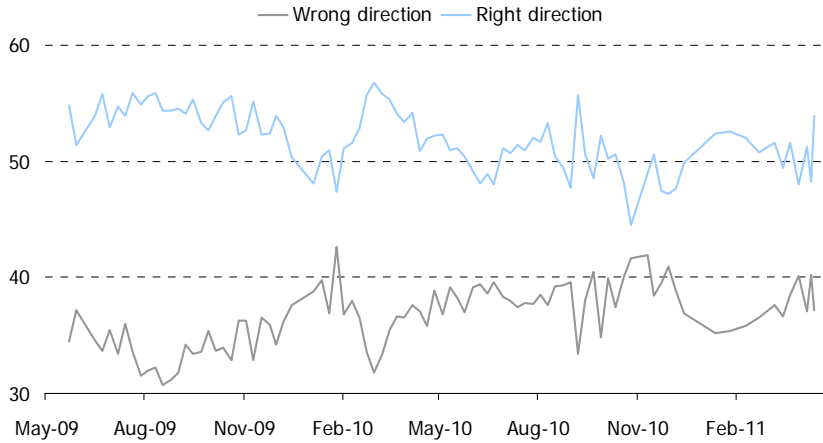
Copyright 2011. No reproduction without permission

BASE: Decided voters; most recent data point April 13-14, 2011 (n=1,239)



Direction of country

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

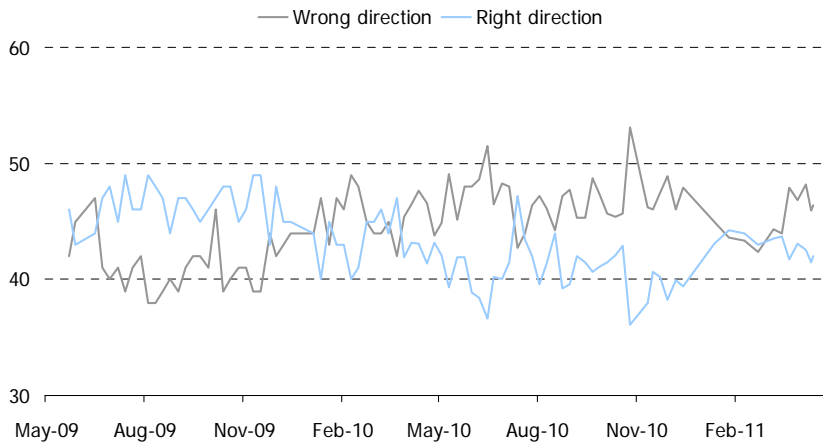


Copyright 2011. No reproduction without permission

BASE: Canadians; most recent data point April 13-14, 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?

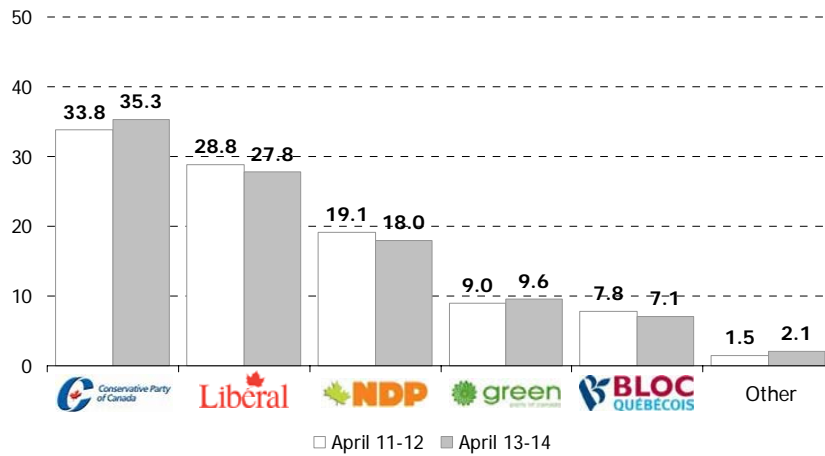


Copyright 2011. No reproduction without permission

BASE: Canadians; most recent data point April 13-14, 2011 (n=half sample)

Federal vote intention (pre-debate vs. post-debate)

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

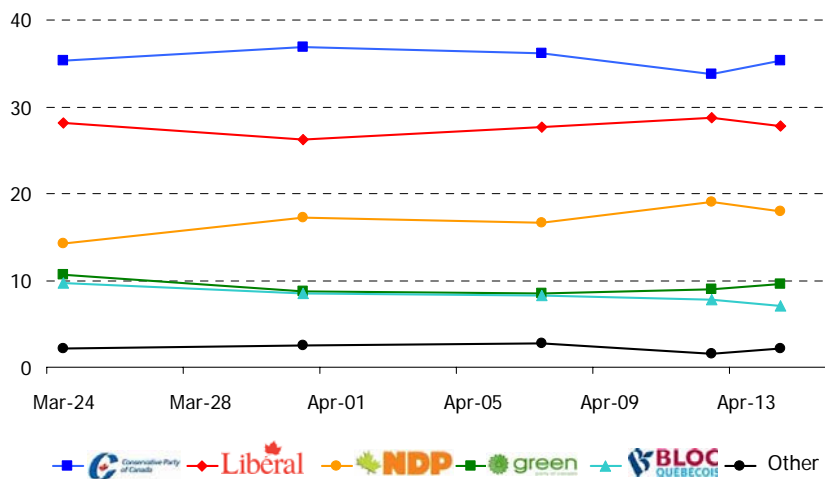


Copyright 2011. No reproduction without permission

BASE: Decided voters: April 11-12, 2011 (1,108) / Decided voters: April 13-14 (1,239)

Federal vote intention

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



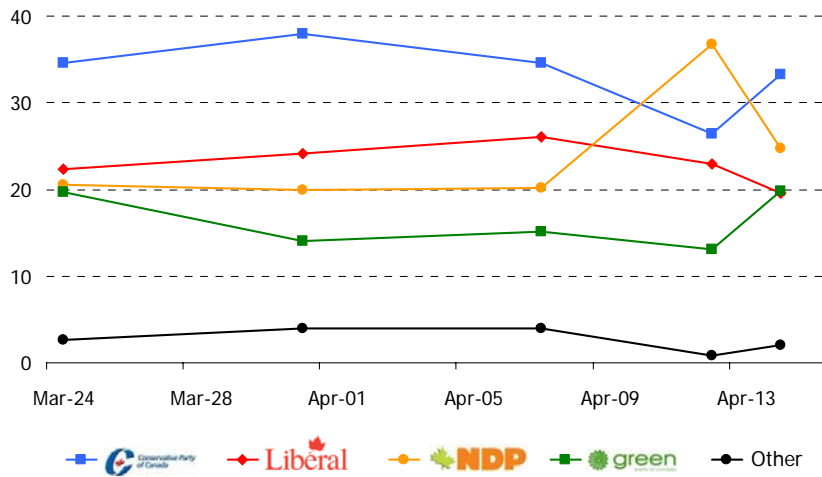
Note: The data on federal vote intention are based on decided and leaning voters only. Our survey also finds that 10.2% of Canadians are undecided/ineligible to vote.

Copyright 2011. No reproduction without permission

BASE: Decided voters; most recent data point April 13-14, 2011 (n=1,239)

Federal vote intention: British Columbia

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



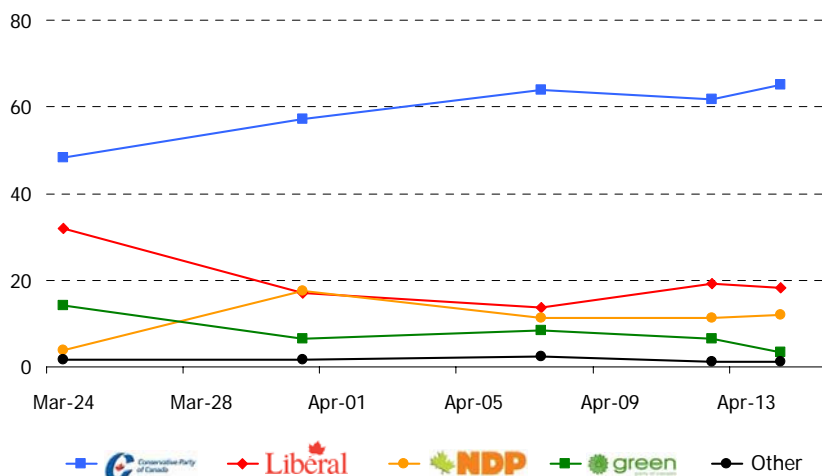
Note: The data on federal vote intention are based on decided and leaning voters only. Our survey also finds that 11.8% of British Columbians are undecided/ineligible to vote.

Copyright 2011. No reproduction without permission

BASE: Decided voters in British Columbia; most recent data point April 13-14, 2011 (n=78)

Federal vote intention: Alberta

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



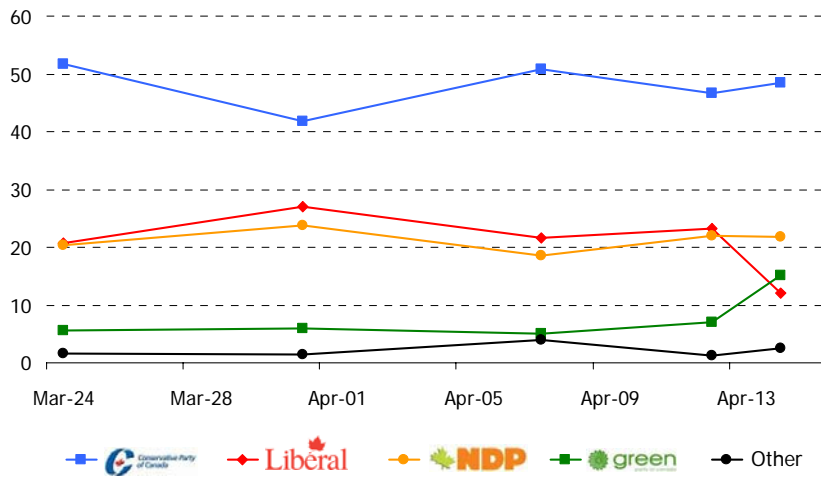
Note: The data on federal vote intention are based on decided and leaning voters only. Our survey also finds that 5.5% of Albertans are undecided/ineligible to vote.

Copyright 2011. No reproduction without permission

BASE: Decided voters in Alberta; most recent data point April 13-14, 2011 (n=103)

Federal vote intention: Saskatchewan/Manitoba

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



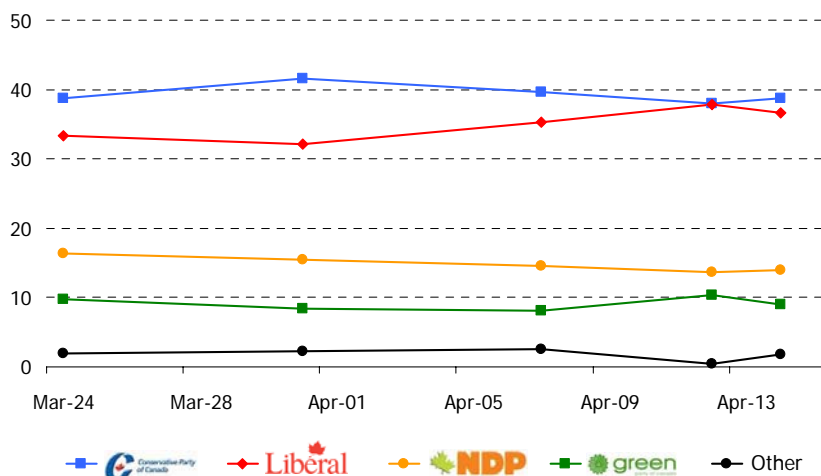
Note: The data on federal vote intention are based on decided and leaning voters only. Our survey also finds that 19.0% of Saskatchewanians and Manitobans are undecided/ineligible to vote.

Copyright 2011. No reproduction without permission

BASE: Decided voters in Saskatchewan/Manitoba; most recent data point April 13-14, 2011 (n=66)

Federal vote intention: Ontario

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



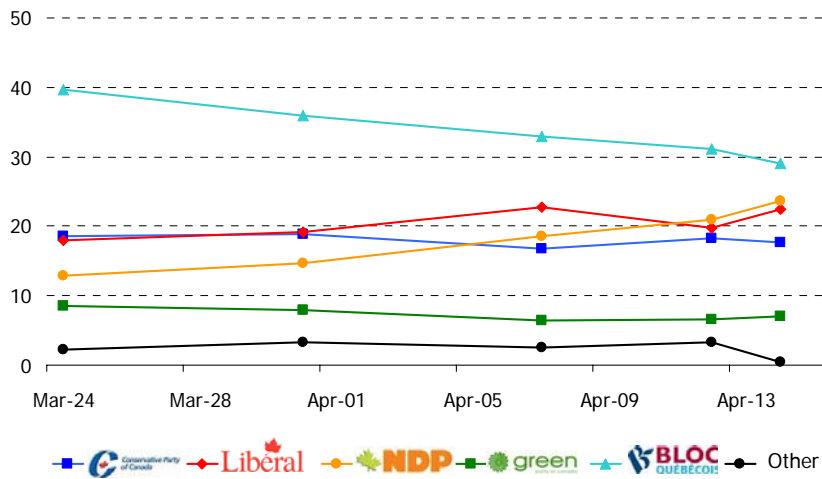
Note: The data on federal vote intention are based on decided and leaning voters only. Our survey also finds that 8.4% of Ontarians are undecided/ineligible to vote.

Copyright 2011. No reproduction without permission

BASE: Decided voters in Ontario; most recent data point April 13-14, 2011 (n=524)

Federal vote intention: Quebec

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



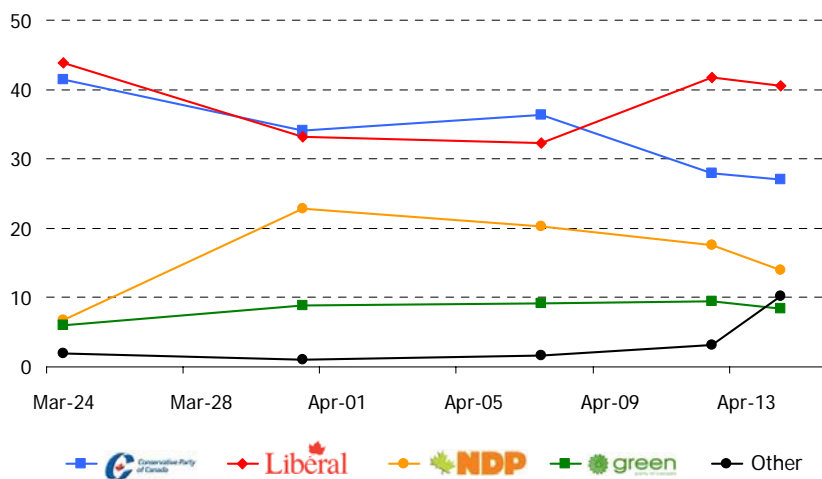
Note: The data on federal vote intention are based on decided and leaning voters only. Our survey also finds that 10.9% of Quebecers are undecided/ineligible to vote.

Copyright 2011. No reproduction without permission

BASE: Decided voters in Quebec; most recent data point April 13-14, 2011 (n=397)

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 13.0% of Atlantic Canadians are undecided/ineligible to vote.






Copyright 2011. No reproduction without permission

BASE: Decided voters in Atlantic Canada; most recent data point April 13-14, 2011 (n=71)



Second choice

Q. Which party would be your second choice?

SECOND CHOICE	Second Choice (overall)	FIRST CHOICE					
		CPC	LPC	NDP	GP	BQ	Other
	9.2	--	14.8	15.3	11.4	6.2	14.6
	16.7	20.1	--	34.4	26.0	16.7	4.3
	26.1	23.0	48.6	--	24.7	41.2	36.5
	12.1	10.8	15.3	16.9	--	14.9	22.4
	3.7	1.8	4.0	11.2	0.3	--	0.0
Other	2.5	2.3	0.4	3.0	7.3	1.1	--
No second choice	29.7	42.0	17.0	19.2	30.3	19.9	22.2

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:

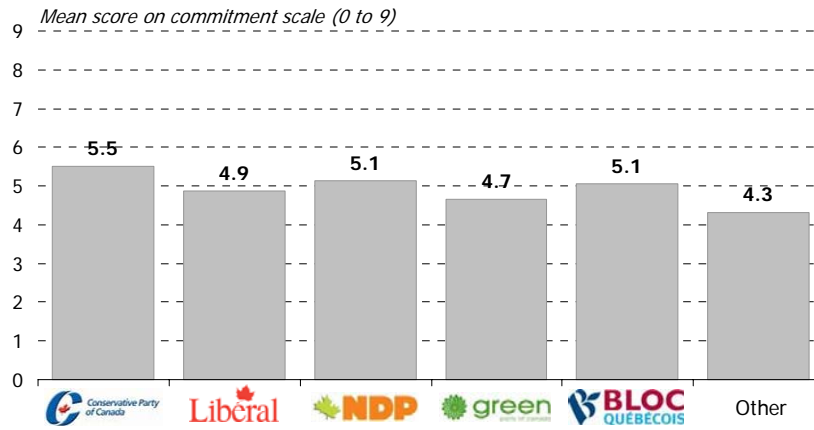
- the ease with which a respondent revealed/declared their voting preference;
- the self-rated level of enthusiasm with current voting choice;
- the expressed intensity of attachment to current voting choice;
- the self-expressed likelihood of actually voting on May 2nd;
- the concordance between current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








Copyright 2011. No reproduction without permission

BASE: Eligible voters; April 13-14, 2011 (1,333)







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%	27.8%	18.0%	9.6%	7.1%	2.1%	1239	2.8
REGION								
British Columbia	33.3%	19.6%	24.8%	19.8%	0.0%	2.6%	78	11.1
Alberta	65.0%	18.2%	12.1%	3.4%	0.0%	1.3%	103	9.7
Saskatchewan/Manitoba	48.4%	12.1%	21.8%	15.2%	0.0%	2.5%	66	12.1
Ontario	38.8%	36.6%	13.9%	9.0%	0.0%	1.8%	524	4.3
Quebec	17.6%	22.4%	23.7%	7.0%	29.0%	0.4%	397	4.9
Atlantic Canada	27.0%	40.5%	13.9%	8.4%	0.0%	10.2%	71	11.6
GENDER								
Male	39.8%	27.8%	16.6%	7.6%	5.9%	2.3%	659	3.8
Female	31.0%	27.8%	19.3%	11.5%	8.3%	2.0%	580	4.1
AGE								
<25	32.6%	22.9%	17.0%	15.9%	8.3%	3.3%	92	10.2
25-44	32.4%	26.8%	19.2%	10.9%	7.5%	3.2%	399	4.9
45-64	34.5%	28.8%	19.2%	8.1%	7.7%	1.7%	462	4.6
65+	44.2%	30.5%	13.7%	6.6%	4.6%	0.3%	286	5.8
EDUCATION								
High school or less	35.0%	21.5%	18.3%	15.7%	7.7%	1.8%	328	5.4
College or CEGEP	43.9%	22.9%	15.1%	8.3%	7.9%	1.9%	410	4.8
University or higher	28.4%	35.9%	20.1%	7.0%	6.1%	2.6%	501	4.4
METROPOLITAN CANADA								
Vancouver	34.2%	25.3%	24.1%	12.6%	0.0%	3.8%	28	18.5
Calgary	63.5%	23.9%	8.4%	4.3%	0.0%	0.0%	24	20.0
Toronto	33.1%	44.7%	14.7%	7.5%	0.0%	0.0%	106	9.5
Ottawa	36.4%	39.8%	11.8%	12.1%	0.0%	0.0%	52	13.6
Montreal	14.2%	25.7%	30.1%	7.4%	22.6%	0.0%	108	9.4







Federal Vote Intention – British Columbia

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

					Other	Sample Size	Margin of Error (+/-)
OVERALL	33.3%	19.6%	24.8%	19.8%	2.6%	78	11.1
GENDER							
Male	42.8%	30.9%	16.1%	7.8%	2.4%	35	16.6
Female	26.0%	11.0%	31.0%	29.1%	2.9%	43	14.9
AGE							
<25	43.5%	42.1%	0.0%	14.4%	0.0%	4	49.0
25-44	25.4%	16.0%	26.3%	29.0%	3.2%	20	21.9
45-64	36.9%	14.9%	30.3%	13.5%	4.3%	31	17.6
65+	37.9%	26.4%	20.6%	15.1%	0.0%	23	20.4
EDUCATION							
High school or less	28.7%	26.5%	18.8%	25.9%	0.0%	23	20.4
College or CEGEP	42.6%	18.6%	20.8%	18.0%	0.0%	31	17.6
University or higher	28.5%	16.7%	31.8%	15.5%	7.5%	24	20.0

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	65.0%	18.2%	12.1%	3.4%	1.3%	103	9.7
GENDER							
Male	69.2%	19.1%	9.1%	2.6%	0.0%	58	12.9
Female	62.0%	17.4%	13.7%	3.9%	3.1%	45	14.6
AGE							
<25	55.9%	18.2%	11.2%	0.0%	14.8%	6	40.0
25-44	55.8%	19.8%	20.1%	4.4%	0.0%	33	17.1
45-64	72.0%	22.6%	2.1%	3.3%	0.0%	37	16.1
65+	77.4%	6.9%	12.7%	3.0%	0.0%	27	18.9
EDUCATION							
High school or less	62.2%	20.6%	11.5%	5.7%	0.0%	25	19.6
College or CEGEP	84.9%	0.0%	9.7%	5.4%	0.0%	37	16.1
University or higher	49.1%	33.7%	13.3%	0.0%	4.0%	41	15.3







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	48.4%	12.1%	21.8%	15.2%	2.5%	66	12.1
GENDER							
Male	49.1%	8.9%	25.8%	9.6%	6.6%	29	18.2
Female	48.6%	15.2%	22.5%	13.7%	0.0%	37	16.1
AGE							
<25	51.6%	25.8%	22.6%	0.0%	0.0%	4	49.0
25-44	36.3%	10.9%	30.4%	16.7%	5.8%	15	25.3
45-64	53.1%	9.2%	21.4%	12.9%	3.5%	25	19.6
65+	64.1%	12.6%	18.6%	4.8%	0.0%	22	20.9
EDUCATION							
High school or less	49.1%	10.7%	13.7%	20.4%	6.1%	23	20.4
College or CEGEP	55.9%	7.1%	30.6%	6.3%	0.0%	27	18.9
University or higher	32.7%	24.7%	27.4%	8.8%	6.4%	16	24.5

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	38.8%	36.6%	13.9%	9.0%	1.8%	524	4.3
GENDER							
Male	42.9%	34.1%	13.8%	8.1%	1.1%	310	5.6
Female	33.6%	39.7%	14.2%	10.0%	2.5%	214	6.7
AGE							
<25	43.7%	27.1%	8.4%	15.6%	5.2%	44	14.8
25-44	37.5%	35.6%	14.0%	10.6%	2.3%	167	7.6
45-64	33.3%	37.9%	19.5%	8.1%	1.1%	191	7.1
65+	46.4%	42.0%	6.1%	4.8%	0.6%	122	8.9
EDUCATION							
High school or less	37.4%	27.7%	17.6%	14.6%	2.7%	112	9.3
College or CEGEP	49.1%	26.1%	13.7%	8.0%	3.1%	160	7.8
University or higher	31.4%	47.8%	12.7%	7.5%	0.6%	252	6.2







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	17.6%	22.4%	23.7%	7.0%	29.0%	0.4%	397	4.9
GENDER								
Male	20.0%	22.7%	24.8%	6.7%	25.4%	0.4%	193	7.1
Female	16.4%	22.2%	21.8%	6.9%	32.3%	0.4%	204	6.9
AGE								
<25	7.0%	18.3%	37.1%	10.3%	27.4%	0.0%	32	17.3
25-44	17.3%	23.5%	24.3%	8.3%	26.1%	0.5%	145	8.1
45-64	18.8%	22.3%	20.0%	4.0%	34.3%	0.6%	145	8.1
65+	26.7%	23.4%	18.0%	6.9%	24.9%	0.0%	75	11.3
EDUCATION								
High school or less	25.0%	15.2%	22.8%	8.2%	28.1%	0.6%	122	8.9
College or CEGEP	17.1%	27.2%	16.3%	5.4%	33.3%	0.6%	128	8.7
University or higher	13.8%	24.1%	29.4%	6.9%	25.8%	0.0%	147	8.1

Federal Vote Intention – Atlantic Canada

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

					Other	Sample Size	Margin of Error (+/-)
OVERALL	27.0%	40.5%	13.9%	8.4%	10.2%	71	11.6
GENDER							
Male	26.1%	28.2%	14.6%	14.4%	16.8%	34	16.8
Female	26.7%	52.3%	14.1%	1.8%	5.0%	37	16.1
AGE							
<25	17.2%	0.0%	0.0%	82.8%	0.0%	2	69.3
25-44	30.3%	37.4%	7.8%	0.0%	24.5%	19	22.5
45-64	29.8%	48.9%	13.9%	2.6%	4.8%	33	17.1
65+	16.7%	48.6%	34.7%	0.0%	0.0%	17	23.8
EDUCATION							
High school or less	31.0%	22.2%	20.0%	21.8%	4.9%	23	20.4
College or CEGEP	26.9%	54.8%	7.8%	2.5%	8.0%	27	18.9
University or higher	20.7%	42.1%	16.4%	0.0%	20.8%	21	21.4


Direction of Country

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

	Right Direction	Wrong Direction	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	53.9%	37.2%	8.8%	689	3.7
REGION					
British Columbia	59.1%	28.6%	12.3%	41	15.3
Alberta	67.4%	30.0%	2.6%	60	12.7
Saskatchewan/Manitoba	63.6%	27.2%	9.2%	30	17.9
Ontario	55.3%	35.3%	9.4%	277	5.9
Quebec	43.6%	46.3%	10.2%	240	6.3
Atlantic Canada	49.7%	47.3%	3.0%	41	15.3
GENDER					
Male	56.8%	38.1%	5.1%	356	5.2
Female	51.4%	36.5%	12.1%	333	5.4
AGE					
<25	62.4%	31.7%	5.9%	58	12.9
25-44	51.2%	39.2%	9.6%	226	6.5
45-64	54.4%	37.5%	8.1%	254	6.2
65+	53.3%	36.2%	10.5%	151	8.0
EDUCATION					
High school or less	49.9%	41.7%	8.4%	185	7.2
College or CEGEP	59.6%	30.1%	10.3%	237	6.4
University or higher	51.2%	41.1%	7.7%	267	6.0
CURRENT VOTE INTENTION					
Conservative Party of Canada	88.6%	6.9%	4.5%	217	6.7
Liberal Party of Canada	37.0%	54.2%	8.8%	181	7.3
NDP	38.3%	53.3%	8.4%	105	9.6
Green Party	32.3%	50.2%	17.5%	44	14.8
Bloc Quebecois	31.1%	60.1%	8.8%	60	12.7
Undecided	34.7%	65.3%	0.0%	7	37.0



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	46.4%	42.0%	11.6%	672	3.8
REGION					
British Columbia	47.8%	43.2%	9.0%	44	14.8
Alberta	65.5%	29.9%	4.6%	48	14.1
Saskatchewan/Manitoba	58.1%	8.3%	33.6%	45	14.6
Ontario	47.7%	41.6%	10.7%	287	5.8
Quebec	34.8%	55.1%	10.1%	206	6.8
Atlantic Canada	37.0%	53.6%	9.4%	42	15.1
GENDER					
Male	49.4%	43.6%	6.9%	352	5.2
Female	43.4%	40.4%	16.2%	320	5.5
AGE					
<25	39.3%	53.1%	7.6%	57	13.0
25-44	52.0%	42.7%	5.3%	210	6.8
45-64	39.4%	43.7%	16.9%	256	6.1
65+	54.5%	29.5%	16.1%	149	8.0
EDUCATION					
High school or less	38.7%	44.2%	17.1%	197	7.0
College or CEGEP	53.0%	35.4%	11.6%	212	6.7
University or higher	47.0%	45.8%	7.3%	263	6.0
CURRENT VOTE INTENTION					
Conservative Party of Canada	86.8%	8.5%	4.7%	234	6.4
Liberal Party of Canada	24.9%	69.8%	5.3%	157	7.8
NDP	30.9%	60.1%	9.0%	109	9.4
Green Party	22.8%	52.2%	25.0%	52	13.6
Bloc Quebecois	11.9%	75.7%	12.4%	59	12.8
Undecided	50.6%	44.5%	4.9%	14	26.2



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%	17%	26%	12%	4%	2%	30%	1333	2.7
REGION									
British Columbia	10%	26%	19%	10%	0%	5%	30%	84	10.7
Alberta	4%	10%	20%	20%	0%	3%	42%	107	9.5
Saskatchewan/Manitoba	15%	11%	17%	10%	0%	3%	44%	73	11.5
Ontario	8%	17%	30%	12%	0%	2%	30%	552	4.2
Quebec	11%	15%	24%	10%	15%	2%	23%	437	4.7
Atlantic Canada	9%	18%	40%	14%	0%	0%	20%	80	11.0
GENDER									
Male	9%	19%	26%	12%	4%	2%	28%	695	3.7
Female	9%	15%	26%	12%	4%	3%	31%	638	3.9
AGE									
<25	10%	24%	18%	16%	3%	2%	27%	101	9.8
25-44	10%	17%	25%	13%	5%	2%	29%	428	4.7
45-64	9%	16%	29%	12%	3%	4%	28%	507	4.4
65+	9%	15%	27%	9%	2%	1%	37%	297	5.7
EDUCATION									
High school or less	12%	14%	23%	11%	5%	1%	33%	365	5.1
College or CEGEP	10%	15%	26%	10%	3%	3%	34%	445	4.7
University or higher	7%	20%	28%	15%	3%	2%	24%	523	4.3
VOTE INTENTION									
Conservative Party of Canada	0%	20%	23%	11%	2%	2%	42%	451	4.6
Liberal Party of Canada	15%	0%	49%	15%	4%	0%	17%	338	5.3
NDP	15%	34%	0%	17%	11%	3%	19%	214	6.7
Green Party	11%	26%	25%	0%	0%	7%	30%	96	10.0
Bloc Quebecois	6%	17%	41%	15%	0%	1%	20%	119	9.0
Undecided	15%	4%	36%	22%	0%	0%	22%	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 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 13-14, 2011. In total, a random sample of 1,361 Canadians aged 18 and over responded to the survey (including a sub-sample of 1,239 decided voters). The margin of error associated with the total sample is +/-2.7 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?

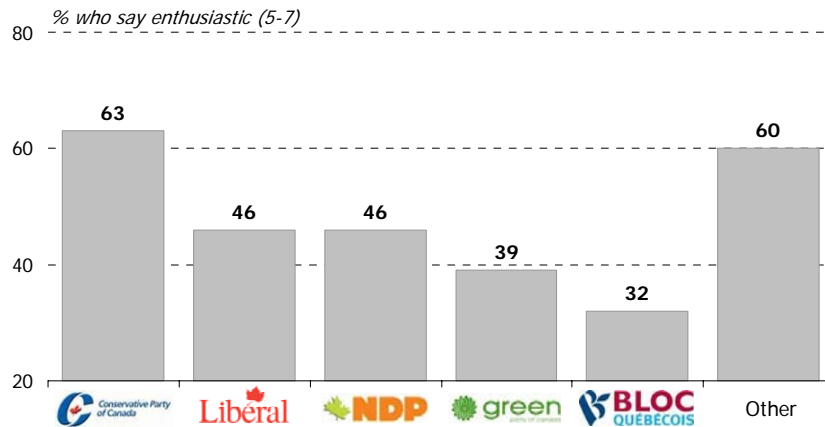
- If the respondent intends to vote for the same party as they did in 2008, they receive 1 point.

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?

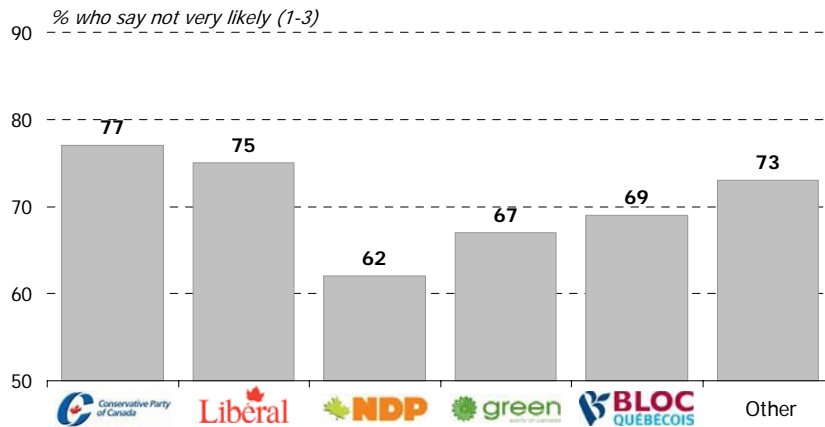


Copyright 2011. No reproduction without permission

BASE: Eligible voters; April 13-14, 2011 (1,333)

Likelihood of changing one's mind

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



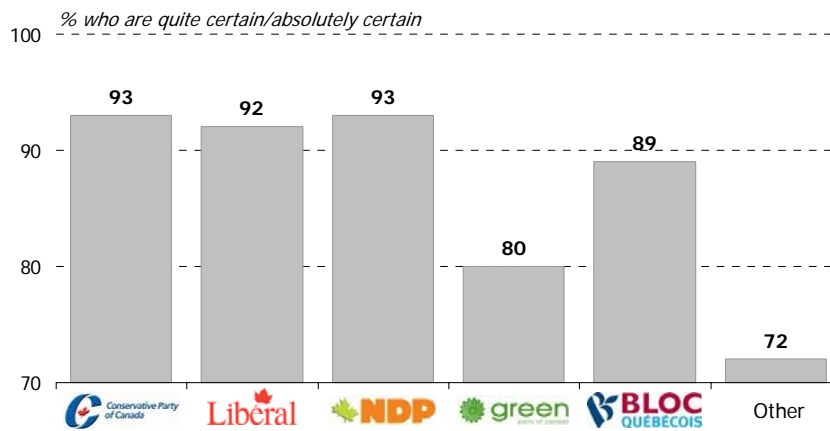
Copyright 2011. No reproduction without permission

BASE: Eligible voters; April 13-14, 2011 (1,333)



Likelihood to vote

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

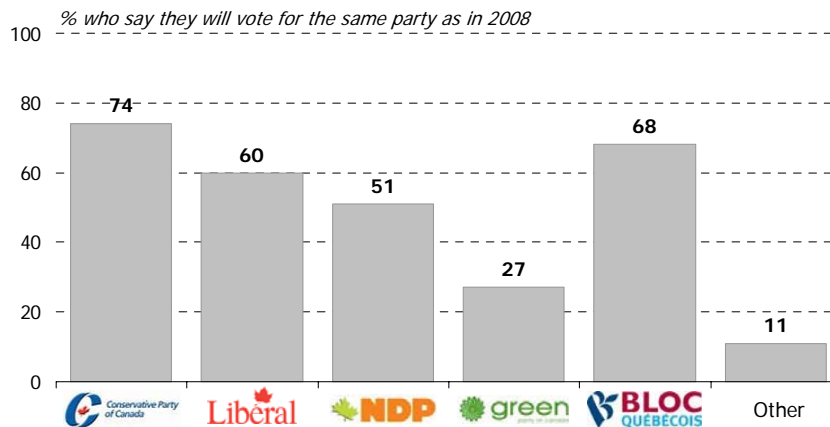


Copyright 2011. No reproduction without permission

BASE: Eligible voters: April 13-14, 2011 (1,333)

Voter retention

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



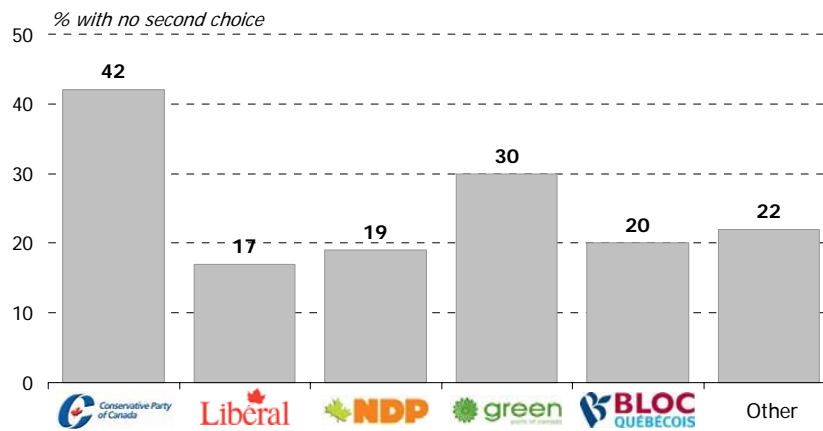
Copyright 2011. No reproduction without permission

BASE: Eligible voters: April 13-14, 2011 (1,333)



Unwillingness to consider other parties

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



Copyright 2011. No reproduction without permission

BASE: Eligible voters; April 13-14, 2011 (1,333)



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%	27%	48%	1333	2.7
REGION					
British Columbia	26%	31%	43%	84	10.7
Alberta	21%	19%	60%	107	9.5
Saskatchewan/Manitoba	35%	28%	38%	73	11.5
Ontario	19%	25%	56%	552	4.2
Quebec	36%	31%	33%	437	4.7
Atlantic Canada	16%	26%	58%	80	11.0
GENDER					
Male	22%	23%	56%	695	3.7
Female	28%	31%	40%	638	3.9
AGE					
<25	33%	18%	49%	101	9.8
25-44	28%	25%	47%	428	4.7
45-64	24%	29%	47%	507	4.4
65+	16%	33%	51%	297	5.7
EDUCATION					
High school or less	27%	33%	41%	365	5.1
College or CEGEP	26%	26%	47%	445	4.7
University or higher	23%	24%	53%	523	4.3
CURRENT VOTE INTENTION					
Conservative Party of Canada	17%	20%	63%	451	4.6
Liberal Party of Canada	23%	31%	46%	338	5.3
NDP	24%	30%	46%	214	6.7
Green Party	22%	39%	39%	96	10.0
Bloc Quebecois	33%	36%	32%	119	9.0
Undecided	21%	18%	60%	21	21.4



Likelihood of Changing One's Mind

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

	Not very likely (1-3)	Moderately likely (4)	Very likely (5-7)	Sample Size	Margin of Error (+/-)
NATIONALLY	71%	13%	16%	1333	2.7
REGION					
British Columbia	67%	11%	22%	84	10.7
Alberta	71%	12%	17%	107	9.5
Saskatchewan/Manitoba	71%	14%	15%	73	11.5
Ontario	76%	11%	13%	552	4.2
Quebec	61%	18%	21%	437	4.7
Atlantic Canada	77%	10%	13%	80	11.0
GENDER					
Male	73%	11%	15%	695	3.7
Female	68%	15%	17%	638	3.9
AGE					
<25	70%	12%	18%	101	9.8
25-44	69%	14%	17%	428	4.7
45-64	71%	13%	16%	507	4.4
65+	72%	11%	16%	297	5.7
EDUCATION					
High school or less	67%	13%	20%	365	5.1
College or CEGEP	69%	14%	18%	445	4.7
University or higher	75%	12%	13%	523	4.3
CURRENT VOTE INTENTION					
Conservative Party of Canada	77%	9%	13%	451	4.6
Liberal Party of Canada	75%	13%	12%	338	5.3
NDP	62%	18%	20%	214	6.7
Green Party	67%	14%	19%	96	10.0
Bloc Quebecois	69%	15%	16%	119	9.0
Undecided	73%	15%	12%	21	21.4



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	79%	9%	8%	4%	1333	2.7
REGION						
British Columbia	80%	10%	8%	2%	84	10.7
Alberta	77%	10%	7%	6%	107	9.5
Saskatchewan/Manitoba	74%	8%	10%	8%	73	11.5
Ontario	79%	8%	9%	3%	552	4.2
Quebec	79%	11%	6%	3%	437	4.7
Atlantic Canada	80%	7%	12%	1%	80	11.0
GENDER						
Male	81%	9%	7%	3%	695	3.7
Female	77%	10%	10%	4%	638	3.9
AGE						
<25	61%	18%	14%	7%	101	9.8
25-44	74%	11%	10%	5%	428	4.7
45-64	83%	8%	7%	2%	507	4.4
65+	92%	3%	4%	2%	297	5.7
EDUCATION						
High school or less	70%	12%	13%	6%	365	5.1
College or CEGEP	78%	10%	9%	4%	445	4.7
University or higher	86%	7%	5%	2%	523	4.3
CURRENT VOTE INTENTION						
Conservative Party of Canada	85%	8%	5%	2%	451	4.6
Liberal Party of Canada	84%	7%	6%	2%	338	5.3
NDP	86%	7%	5%	2%	214	6.7
Green Party	68%	12%	15%	4%	96	10.0
Bloc Quebecois	77%	12%	7%	4%	119	9.0
Undecided	47%	25%	25%	3%	21	21.4