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## ***NDP BREAKOUT CONTINUES AS EVERYONE ELSE SPINS WHEELS***

*JUST WHAT COLOUR(S) OF MINORITY GOVERNMENT ARE WE HEADING FOR?*

[Ottawa – April 21, 2011] – As Election 41 grinds its way to an uncertain conclusion, we are seeing some truly surprising developments in the past week or so. Building on a solid if unspectacular rise from the outset of the campaign, Jack Layton's NDP party is scaling heights not seen since the NDP's salad days under Ed Broadbent. Moreover, the NDP may be closer to the political elixir of real federal power than they have been since their inception on the federal scene some half century ago. This new dynamic will undoubtedly tax the imagination of pundits and the algorithms of seat forecast models as they try to plot what implications this might have for the next parliament, if these trends were to stabilise, let alone continue to burgeon.

First the basic numbers. The Conservatives continue to hold on to a significant lead at 34.4 points, short of the last election and down from our last poll where they were 37.4. It is highly likely that this shift is a real decline but the fact is that for both the frontrunners, this campaign has been an inconclusive ebb and flow. What is clear is that this level of Conservative support would not secure a majority and would steer the results perilously close to a parliament where not only the opposition would control more seats than the ruling party, but the NDP and the Liberals would control more seats than the Conservatives.

With the spectre of necessary collusion with the Bloc off the table, it is difficult to imagine that some sort of NDP-Liberal coalition wouldn't transpire. If Mr. Harper has been insistent that anything short of a majority would trigger a coalition, it's difficult to express surprise that an alliance without the "dreaded" Bloc wouldn't trigger the scenario he has been cautioning against. It is also difficult to imagine what defence he

### HIGHLIGHTS

- **National federal vote intention:**
  - ☒ 34.4% CPC
  - ☒ 24.7% LPC
  - ☒ 24.7% NDP
  - ☒ 7.8% Green
  - ☒ 6.5% BQ
  - ☒ 1.9% other
- **National federal vote intention (committed voters only):**
  - ☒ 34.7% CPC
  - ☒ 26.0% LPC
  - ☒ 24.8% NDP
  - ☒ 6.6% Green
  - ☒ 6.6% BQ
  - ☒ 1.4% other
- **Direction of country:**
  - ☒ 48.6% right direction
  - ☒ 40.4% wrong direction
  - ☒ 11.0% DK/NR
- **Direction of government:**
  - ☒ 41.8% right direction
  - ☒ 48.9% wrong direction
  - ☒ 9.3% DK/NR
- **Second choice:**
  - ☒ 9.4% CPC
  - ☒ 16.6% LPC
  - ☒ 25.0% NDP
  - ☒ 13.0% Green
  - ☒ 4.1% BQ
  - ☒ 1.5% other
  - ☒ 30.4% no second choice

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

can jerry rig to argue against the legitimacy of a pact would see him with around one third of the popular vote and significantly fewer seats than what he had when he began to appeal for a majority or his parties defeat.

The Liberals at 24.7 haven't moved much since our last poll and they are mired around the historical nadir they experienced with Mr. Dion in 2008. They may end up backing into contention in a still on race but it really hasn't been a product of any rise in their own fortunes. There is some better news lurking in other parts of this poll but they are fortunate to still have any shot at governing given the unexpected permutations of voter support, which brings us to the real story of Campaign 41 – the NDP.

For those who see no real changes in the electorate since the outset of the campaign, ponder our time series. On March 24th, the NDP stood at 14.2 points. Since then, they moved up steadily to around 17 points, then they started closing in on 20 and, in this poll, they find themselves at 24.7, tying themselves with the Liberals and only 9 points shy of the once-distant Conservative Party. This steady progression from “also ran” to contender has been a smooth and steady. It is very uncertain whether it will be sustained or whether it could even advance further.

Notably, while the NDP has grown, they have actually held on to a major advantage on second choice and they now lead all parties by a large margin in terms of their theoretical ceiling (around 50 points). Their rising fortunes have been largely at the expense of the Bloc in Quebec and a flagging Green Party in English Canada. The reality is that these numbers were unimaginable at the outset of the campaign. Whether this is more akin to a Nick Clegg surge and fold or a Bob Rae like shocking ascension to power is very unclear. What is clear is that the race has entered an almost totally unexpected new territory which none of the pundits predicted, but which is clearly evident in our (and others) polling. Which leads to the less positive story of the Green Party and the Bloc, whose stumbling has been the principal fuel of rising NDP fortunes.

For the Green Party, who have not recovered from the body blow of exclusion at the televised debates, they have slipped from around 11 points to 7.8 points. It may be that their supporters, spurned in the debates, and destined for another sterile outcome from the first past the post system, have decided to go to more fertile territory in the NDP. As for the Bloc, this may well be the most stunning feature of this campaign. Most expected a rather boring recitation of past results based on an ineffectual saw off of the three main federalist parties in Quebec. Shockingly, the NDP have now eclipsed a clearly faltering Bloc Quebecois (down nearly 15 points). The only good news for the BQ is that their residual base is firmly committed. They must now hope that vote splitting and a fairly neophyte ground game come to their aid.

## Demographic Patterns:

The main stories of why we encounter this very different than expected voter landscape are pretty simple. The main groups who have remained at play have been women and younger voters. The improved fortunes of the NDP are largely rooted in greater success with these groups, both at the expense of the other parties (particularly the Bloc and the Green Party). These gains are tentative though.

Women are over twice as likely to be undecided as men. They continue to be dramatically underrepresented in Conservative ranks. Women express not only more indecision but a looser attachment to their current choices. Quite notably, while women don't differ much from men on confidence in national direction, they are much more likely to be unhappy with the direction of the incumbent government. There is little to suggest women will turn to the Conservative Party but they may still turn to the Liberals if that articulates with their higher level disaffection for the directions of the current federal government.

Many of these same observations apply to younger voters but with less clarity. One key question is whether younger voters who have defected from the Green Party to the NDP will remain there and show up to vote. It will also be interesting to see what will happen to the nearly one million voters who are still intending to vote Green Party.



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## The Regions in a Nutshell:

### British Columbia

With limited, but still useful sample sizes in British Columbia over the past week, the trends are very interesting. The Conservatives have been more or less in the lead there throughout the campaign, but the NDP are showing very strong support and the penultimate week of the campaign ends with the two parties in a tie. Unlike Quebec where such NDP strength is terra incognita, British Columbia is very familiar territory for the NDP and they are clearly on a roll. They also have the machinery to capitalize on that strength. The Conservatives are strong and stable in most of British Columbia – particularly outside of Vancouver – so this is clearly turning into a very close two-way race. The Liberals have been stuck around mid-teens and given the historical fickleness of British Columbia voters come election day, this doesn't augur well for them.

The Green Party is seeing a decline in fortunes that mirrors its nationwide difficulties to gain traction, though Elizabeth May is still in contention for the riding of Saanich Gulf Islands.

### Alberta

Really not much to say about Alberta. Albertans continue to love the CPC government although not quite as much as a week ago, but still enough to win most seats twice. The uptick for the NDP may be good news for their single incumbent

### Saskatchewan/Manitoba

It makes little sense to make much of the limited sample we have in the mythical hybrid of Saskatoba. The NDP uptick in these provinces seems to have strengthened (in fact, they are now in a statistical tie with the Conservatives) while the Liberals appear to have fizzled.

### Ontario

Ontario remains the key to victory (or defeat) and nothing is settled there. Ontario is the most engaged, enthusiastic, and polarised region in the country when it comes to this election. The front running Conservative and Liberal Parties have been neck and neck with an overall edge to the Conservatives which narrowed somewhat this poll. The NDP have caught a bit of updraft here but will be hard pressed to reproduce their 17 seats of last election. Once again the Green Party is fading. Ontario remains the key to the final outcome of Election 41 and the results are anything but certain. For the Liberals and Conservatives, I would be keeping my eye on this ball for the shrinking remainder of this campaign

## Quebec

As it did in 2006, Quebec has become the most interesting and dynamic part of this election. In patterns which are now both clear and astonishing, the Bloc Quebecois has surrendered its decade-long lock on top spot of federal voting intention in the province. Instead, the NDP has vaulted over the Conservatives and Liberals and past the Bloc en route to top spot.

In a stunning but clearly very real development, the NDP has moved from a curious afterthought to front-runner in Quebec. The patterns are clear. Quebeckers not only pick the NDP as their first preference, but also showing a clear lean to the NDP as their preferred second choice. And this is a direct transfer from the Bloc, where the NDP continues to be the by far preferred second choice and favoured destination of Bloc defectors.

This move is rooted in strong disaffection with the federal government coupled with apparent fatigue with Gilles Duceppe's half-in-half-out message.

With considerable strength concentrated on the island of Montreal, the Liberals can still claim to be the better choice for Quebeckers looking to depose the unpopular (at least in that province) Harper government, but this isn't readily apparent yet. The Conservatives are going nowhere in Quebec, drifting downward and with no real concentrations of support.

Quebec, however remains the least enthusiastic and engage of all provinces and there is some softness to current trend coupled with a relatively weak NDP ground game which is probably as surprised at these results as everyone else.

Stay tuned, as this will almost surely be the least predictable and most surprising race in the country.

## Atlantic

The Atlantic provinces are the second-least enthusiastic of all areas of Canada regarding this election, next to Quebec. They also show a strong disapproval of the overall federal direction. Across the region, the NDP have jumped back into the race, turning what had recently become a straight 2-way race into much more uncertain 3-way race.

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## The Anatomy of Support: Pondering the Firmness and Leaning Tendencies of a Dramatically Altered Political Landscape

Over the next few days, the electorate are going to start scrutinising the brave new political world they have tentatively created. There are profound strategic implications based on these new patterns of support and our data and analysis can provide some hints as to where the electorate might decide to go (and what these shifts might be telling us about what is driving the public). It is quite unlikely that these results are the final public judgement of Campaign 41 and it will be very interesting and important to watch what happens over the long weekend as the electorate ponder where they have arrived.

First of all, it seems clear that the public aren't leaning to give Mr. Harper his majority. These numbers would produce a diminished minority with the Liberals and the NDP having nearly equal status in a hypothetical house drawn from these results. As a matter of speculation (which we will test), it seems plausible that whether or not the Conservative or Liberals/NDP have more seats is a crucial question. If the public drift back to the Conservatives, then this may well be a signal of a secure minority. If they go the other way, this could be a pretty clear mandate for a change of government. It is also unclear if the latter of these two scenarios were to occur whether the voters will continue to gravitate to Jack Layton or whether they will see Michael Ignatieff as a better choice to preside over this new government. What is clear is that the fundamental drivers of this issue is the ballot question of whether voters want a change of management because of fundamental dissatisfaction with the Conservative government or shall we stay the course because everything is working pretty well at the national level?

It is clear from the directional numbers that the case for "the country is moving well – why rock the boat" has weakened somewhat recently but is still fairly positive. The case for federal direction is not positive and that is what seems to be driving the move to the NDP. It is notable that Quebeckers and women are the most dissatisfied groups on this indicator and this is precisely where NDP growth has been strongest.

The issue of growth potential and theoretical ceilings is also important in answering where things might go from here. At the simplest level there are no obvious impediments to the NDP sustaining and even advancing these gains. Combining first and second choice, the NDP have vaulted into the lead on ceiling at around 50%. The Liberals are second at 43% followed by the Conservatives at 41%. The low level of support for Conservative as second choice, coupled with the campaign dynamics to date suggests that the prospects for a Conservative majority aren't high. The Liberals have to quickly assert the case that they are a better or safer choice to lead a formal or informal coalition, particularly in vote rich Ontario where they have a much better position than the NDP. Quebec remains an enormous and important puzzle but the Liberals would quickly need some gains there to advance their case.

Looking at the various commitment indicators, things look more positive for the Conservatives, with a hint of some better news for the Liberals. The Conservative vote continues to enjoy a major enthusiasm and commitment advantage. The Bloc also appear to be down to bedrock here

and their residual vote is very firmly dug in. The NDP vote is less committed and firm and this will be important to watch. The Liberal vote, while unenthusiastic, is now the most likely to say they are certain to vote. This is an important shift which may signal that the "missing" Liberal vote of 2008 is actually going to show up this time. Finally, the Green Party supporters seem to be defecting early this campaign in realpolitik recognition of their dismal prospects under the first past the post system, even if they all showed up. The remaining vote is fairly soft and the Green Party will be hard pressed to match their 6.8% of 2008. Their defectors have already altered the landscape in what may be a more tangible manner and the remain million or so could well make a crucial difference in the late stages of the campaign

All in all, Campaign 41 has just become very interesting and the voter response to these new dynamics against the still stable ballot question will be extremely interesting to watch in coming day., The shape of final public judgement should come into fairly clear focus by mid week.



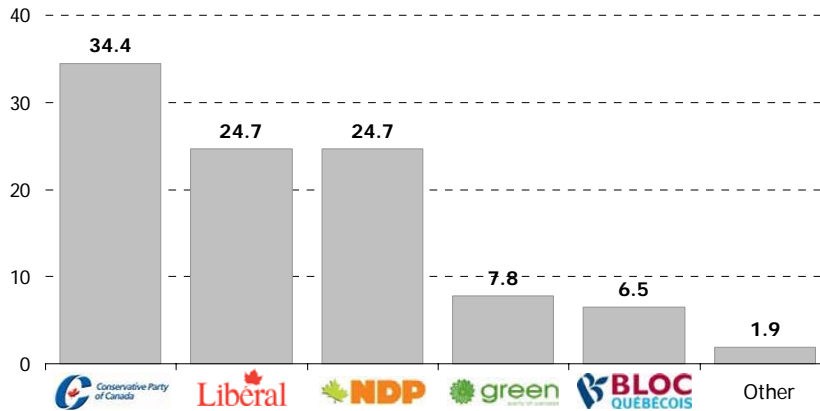


## Top Line Results:

### 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 8.5% of Canadians are undecided/ineligible to vote.

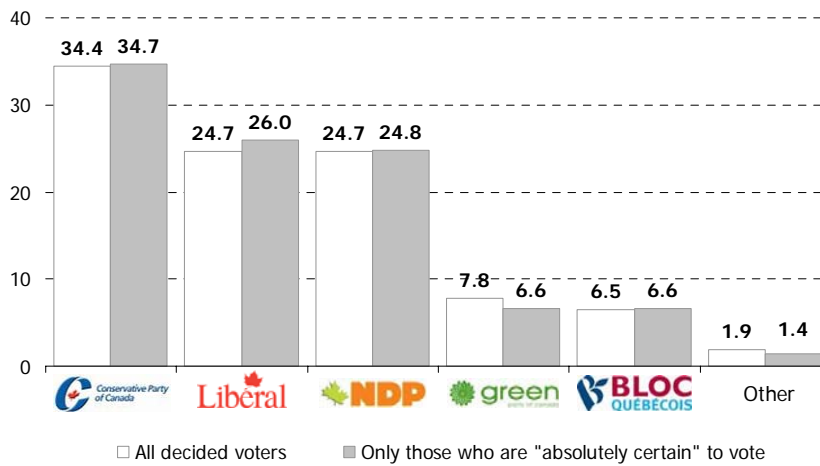
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BASE: Decided voters; April 18-21, 2011 (n=1,981)

### Vote intention by likelihood of voting



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



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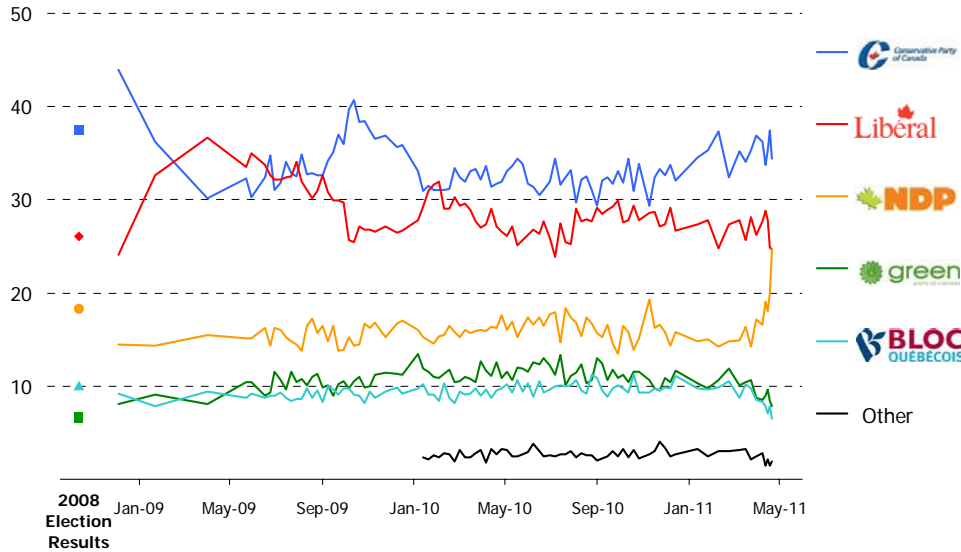
BASE: Decided voters; April 18-20, 2011 (n=1,981)



## Weekly tracking of federal vote intention



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



Note: The data on federal vote intention are based on decided and leaning voters only. Our survey also finds that 8.5% of Canadians are undecided/ineligible to vote.

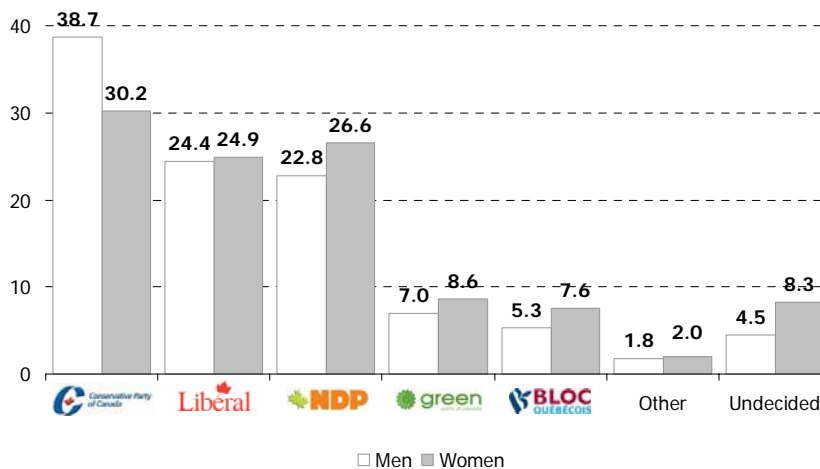
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BASE: Decided voters; most recent data point April 18-20, 2011 (n=1,981)

## Federal vote intention by gender



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



Note: Figures are calculated to exclude undecided/ineligible voters. Since undecided voters are included on this chart, the figures will add to more than 100%.

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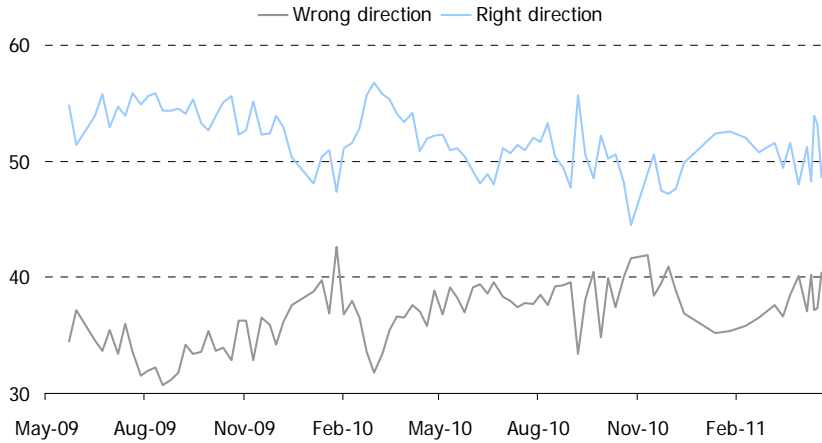
BASE: Decided voters; April 18-20, 2011 (n=1,981)



### Direction of country



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



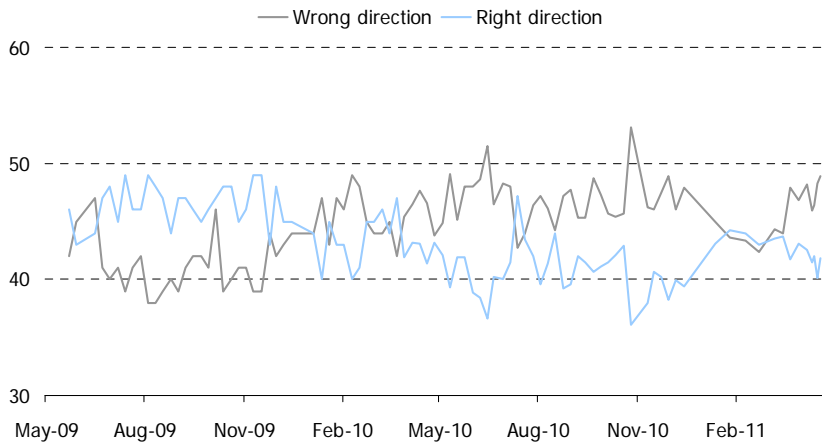
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BASE: Canadians; most recent data point April 18-20, 2011 (n=half sample)

### Direction of government



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

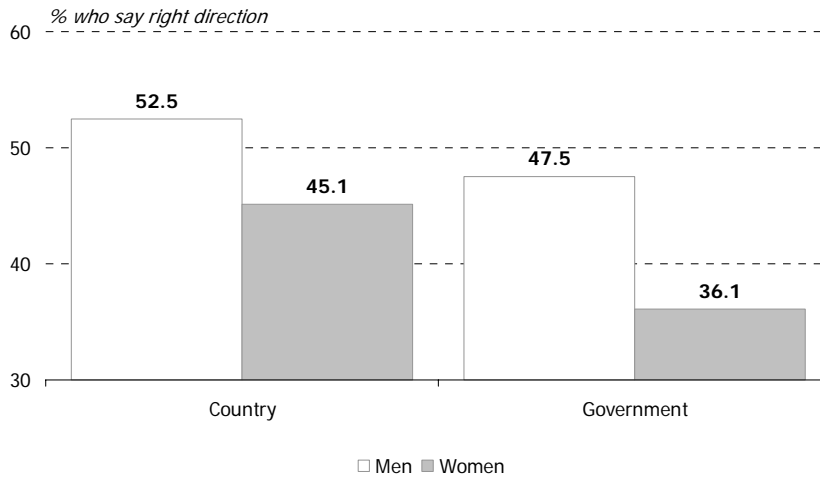


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BASE: Canadians; most recent data point April 18-20, 2011 (n=half sample)



Direction of country/government by gender



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**BASE:** Canadians; most recent data point April 18-20, 2011 (n=2,156); split sample



## Second choice

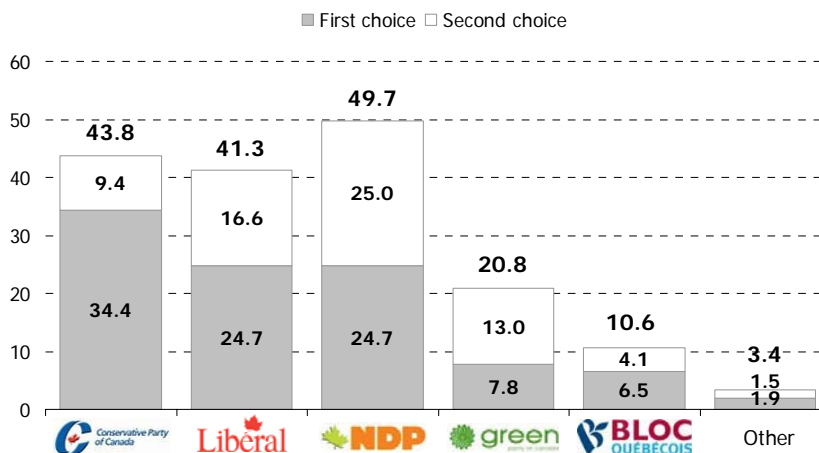
Q. Which party would be your second choice?

SECOND CHOICE	Second Choice (overall)	FIRST CHOICE					
		CPC	LPC	NDP	GP	BQ	Other
	9.4	--	11.7	18.5	13.1	10.2	10.4
	16.6	17.5	--	32.6	24.3	13.9	24.5
	25.0	23.5	53.4	--	28.4	40.1	7.3
	13.0	9.1	14.9	20.2	--	16.0	23.8
	4.1	1.7	2.7	9.2	5.0	--	4.4
Other	1.5	1.9	1.4	0.1	3.5	1.0	--
No second choice	30.4	46.3	15.9	19.4	25.7	18.8	29.6

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BASE: Eligible voters; April 18-20, 2011 (n=2,117)

## Party ceilings (first & second choice combined)



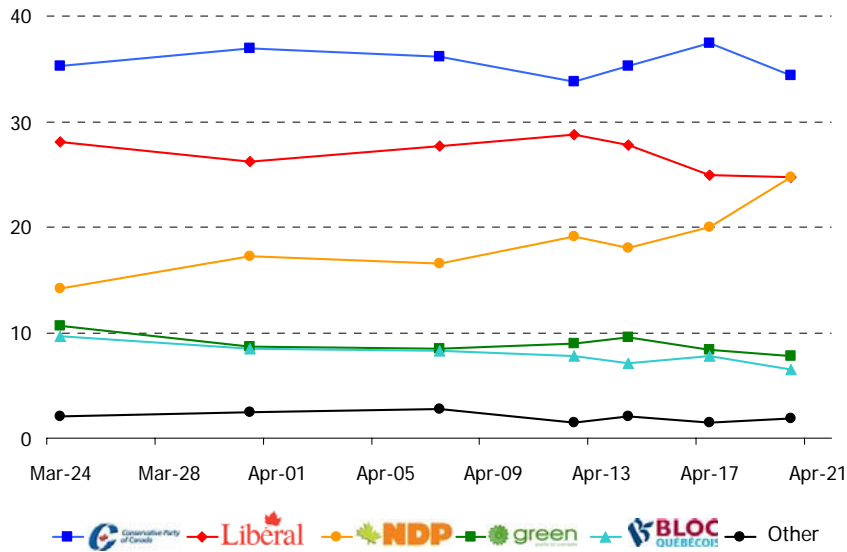
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## Federal vote intention



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



Note: The data on federal vote intention are based on decided and leaning voters only. Our survey also finds that 8.5% of Canadians are undecided/ineligible to vote.

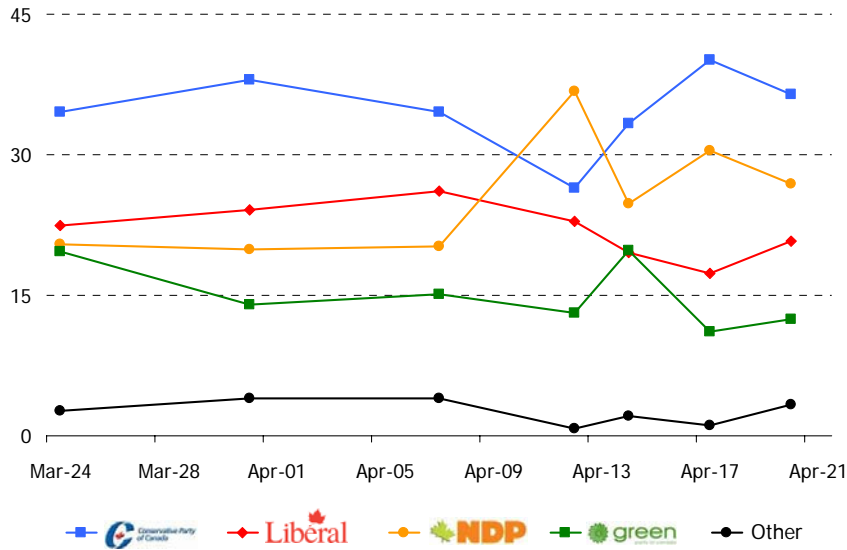
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BASE: Decided voters; most recent data point April 18-20, 2011 (n=1,981)

## 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 9.0% of British Columbians are undecided/ineligible to vote.

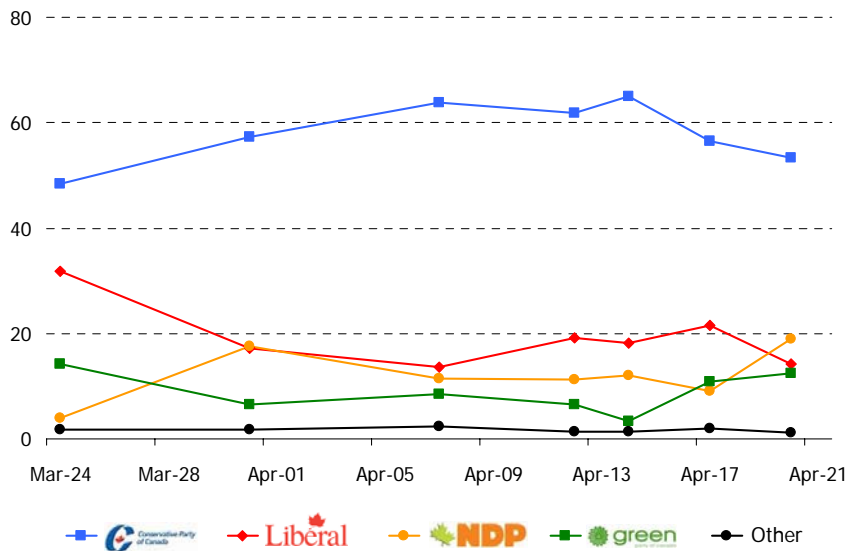
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BASE: Decided voters in British Columbia; most recent data point April 18-20, 2011 (n=227)

## Federal vote intention: Alberta



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



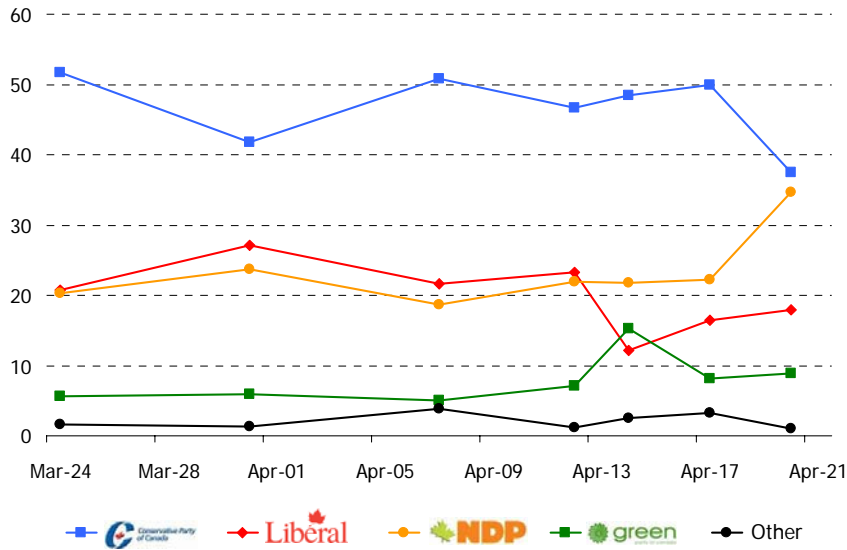
Note: The data on federal vote intention are based on decided and leaning voters only. Our survey also finds that 5.1% of Albertans are undecided/ineligible to vote.

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BASE: Decided voters in Alberta; most recent data point April 18-20, 2011 (n=207)

## Federal vote intention: Saskatchewan/Manitoba

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

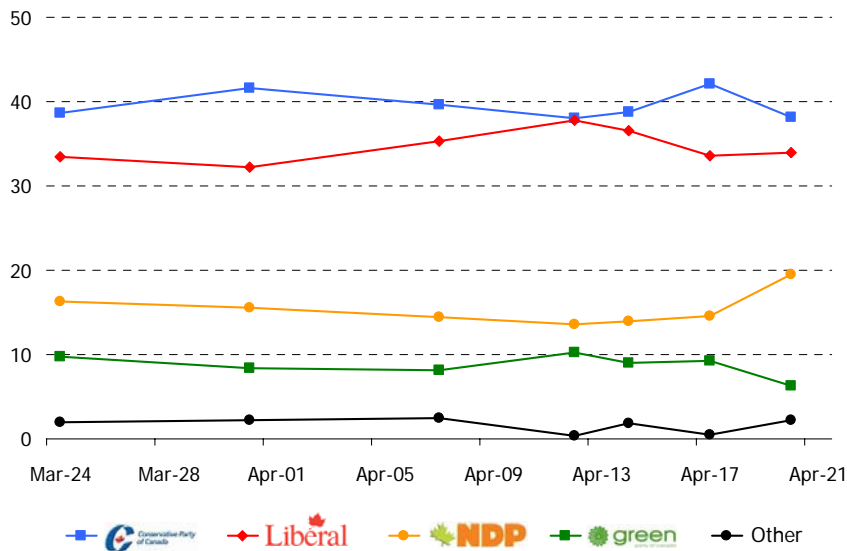


Note: The data on federal vote intention are based on decided and leaning voters only. Our survey also finds that 7.5% of Saskatchewanians and Manitobans are undecided/ineligible to vote.

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## Federal vote intention: Ontario

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



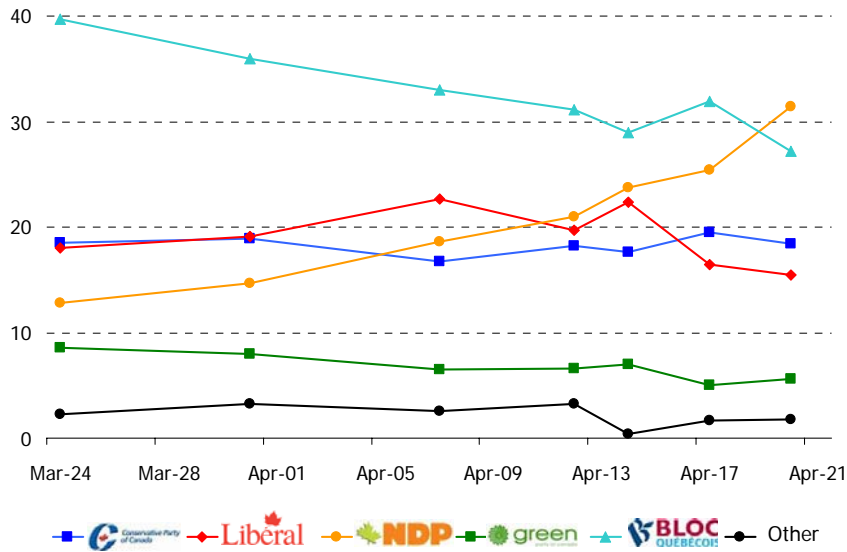
Note: The data on federal vote intention are based on decided and leaning voters only. Our survey also finds that 6.7% of Ontarians are undecided/ineligible to vote.

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## Federal vote intention: Quebec

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



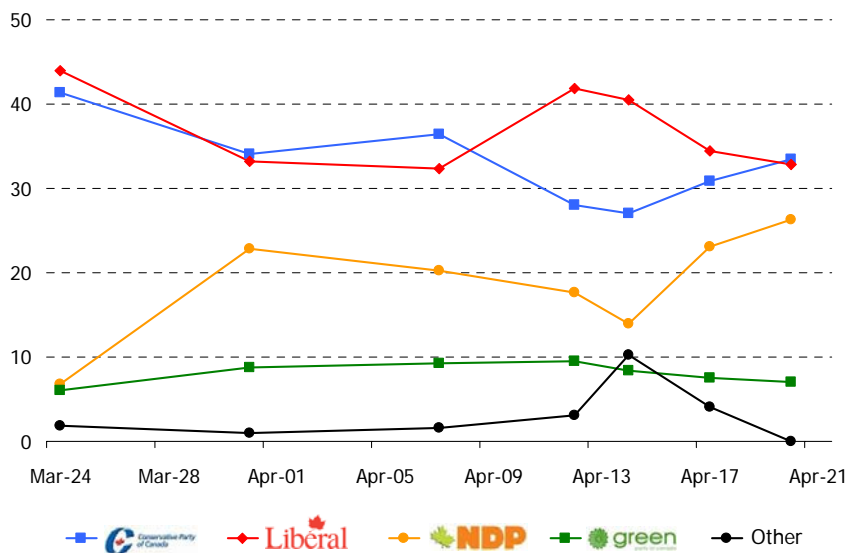
Note: The data on federal vote intention are based on decided and leaning voters only. Our survey also finds that 11.8% of Quebecers are undecided/ineligible to vote.

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BASE: Decided voters in Quebec; most recent data point April 18-20, 2011 (n=587)

## Federal vote intention: Atlantic Canada

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



Note: The data on federal vote intention are based on decided and leaning voters only. Our survey also finds that 11.0% of Atlantic Canadians are undecided/ineligible to vote.

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BASE: Decided voters in Atlantic Canada; most recent data point April 18-20, 2011 (n=141)



## 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 2<sup>nd</sup>;
- 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.



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## Calculation of Commitment Index

Respondents are assigned points based on their responses to six questions. A respondent's score is simply the total number of points they receive. A respondent may receive up to nine points. Points are assigned as follows:

### ***If a federal election were held tomorrow, which party would you vote for?***

- If the respondent selects their voting choice without being asked whether they are leaning towards a particular party, they receive 1 point.

### ***How enthusiastic are you about your current choice?***

- If the respondent says that they are very enthusiastic about their current choice (5, 6, or 7 on a 7-point scale), they receive 1 point.
- If the respondent says that they are extremely enthusiastic about their current choice (7 on a 7-point scale), they receive an additional point.

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

- If the respondent says that it is not likely that they will change their mind (1, 2, or 3 on a 7-point scale), they receive 1 point.
- If the respondent says that it is not at all likely that they will change their mind (1 on a 7-point scale), they receive an additional point.

### ***How certain are you to vote in the next federal election?***

- If the respondent says they are "quite" certain to vote in the next election, they receive 1 point.
- If the respondent says they are "absolutely" certain to vote in the next election, they receive 2 points.

### ***How did you vote in the last federal election held in 2008?***

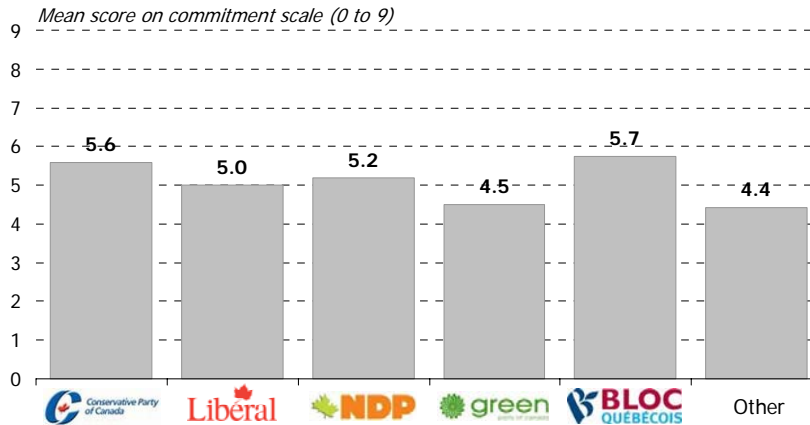
- If the respondent intends to vote for the same party as they did in 2008, they receive 1 point.

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

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



## Voter commitment index

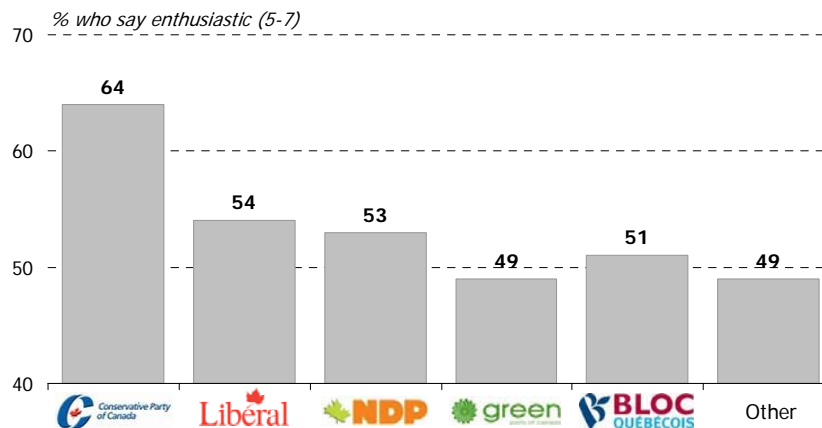


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BASE: Eligible voters; April 18-20, 2011 (2,117)

## Voter enthusiasm

Q. How enthusiastic are you about your current choice?

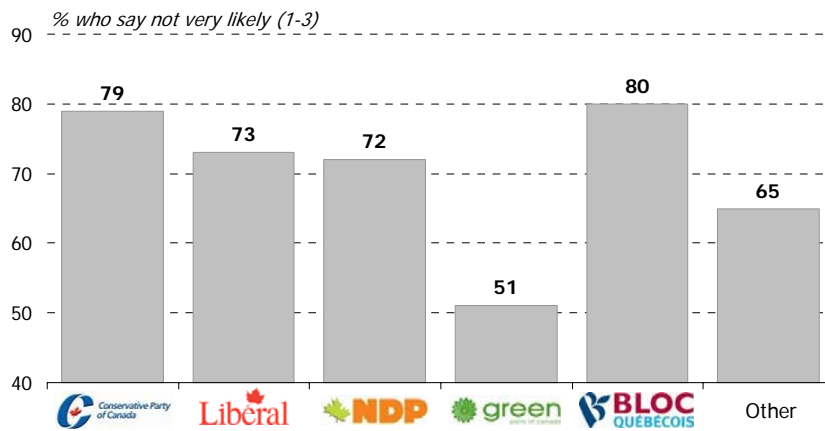


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BASE: Eligible voters; April 18-20, 2011 (2,117)

## Likelihood of not changing one's mind

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

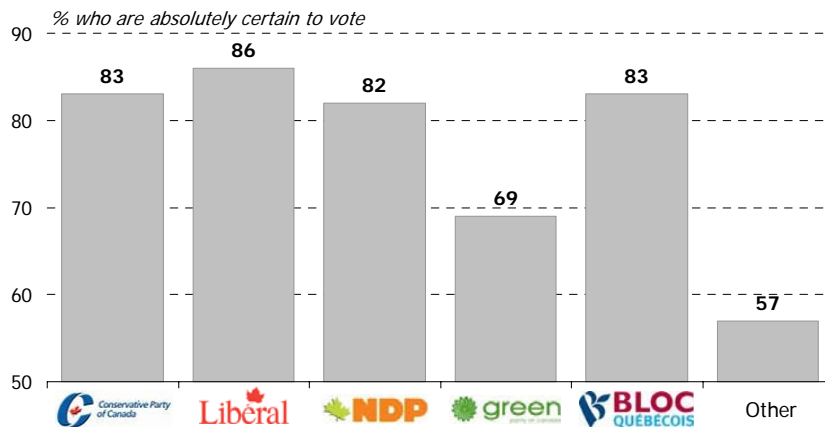


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BASE: Eligible voters: April 18-20, 2011 (2,117)

## Likelihood to vote

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



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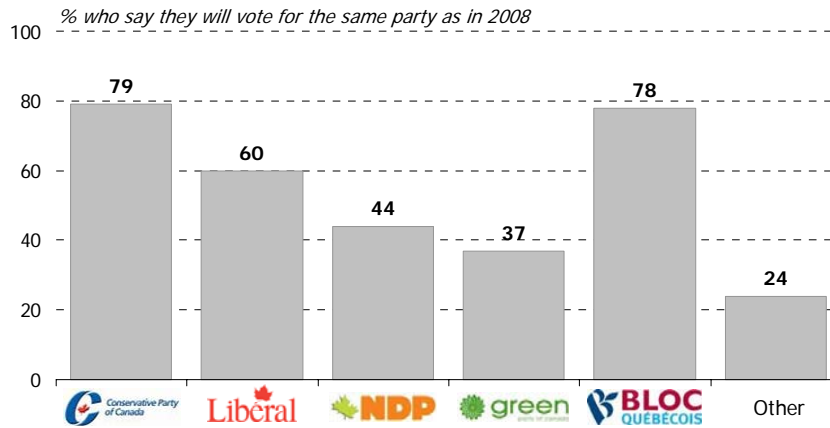
BASE: Eligible voters: April 18-20, 2011 (2,117)



## Voter retention



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



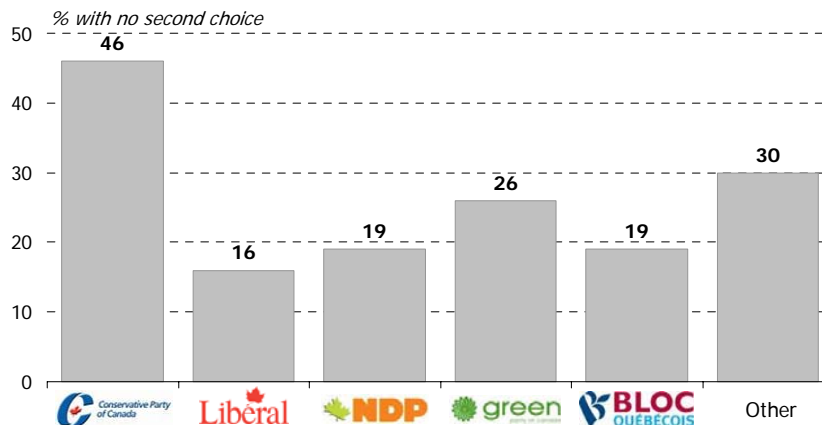
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BASE: Eligible voters: April 18-20, 2011 (2,117)

## Unwillingness to consider other parties



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








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BASE: Eligible voters: April 18-20, 2011 (2,117)







## Detailed Tables:

<b><u>National Federal Vote Intention</u></b>								
<i>Q. If a federal election were held tomorrow, which party would you vote for?</i>								
						Other	Sample Size	Margin of Error (+/-)
<b>NATIONALLY</b>	<b>34.4%</b>	<b>24.7%</b>	<b>24.7%</b>	<b>7.8%</b>	<b>6.5%</b>	<b>1.9%</b>	<b>1981</b>	<b>2.2</b>
<b>REGION</b>								
British Columbia	36.5%	20.8%	26.9%	12.5%	0.0%	3.3%	227	6.5
Alberta	53.3%	14.2%	18.9%	12.5%	0.0%	1.1%	207	6.8
Saskatchewan/Manitoba	37.5%	17.9%	34.7%	8.9%	0.0%	1.0%	122	8.9
Ontario	38.1%	34.0%	19.5%	6.3%	0.0%	2.2%	697	3.7
Quebec	18.4%	15.5%	31.4%	5.6%	27.2%	1.8%	587	4.0
Atlantic Canada	33.5%	32.8%	26.3%	7.0%	0.0%	0.4%	141	8.3
<b>GENDER</b>								
Male	38.7%	24.4%	22.8%	7.0%	5.3%	1.8%	1026	3.1
Female	30.2%	24.9%	26.6%	8.6%	7.6%	2.0%	955	3.2
<b>AGE</b>								
<25	27.3%	14.5%	28.8%	19.2%	8.5%	1.7%	135	8.4
25-44	30.2%	25.0%	27.0%	8.3%	7.3%	2.2%	571	4.1
45-64	36.7%	24.5%	24.3%	6.2%	6.4%	1.9%	766	3.5
65+	42.5%	30.4%	18.6%	3.0%	4.0%	1.6%	509	4.3
<b>EDUCATION</b>								
High school or less	33.5%	18.7%	27.1%	10.3%	9.2%	1.2%	539	4.2
College or CEGEP	39.5%	19.5%	26.4%	7.0%	5.3%	2.2%	627	3.9
University or higher	31.1%	32.3%	22.0%	6.8%	5.7%	2.1%	815	3.4
<b>METROPOLITAN CANADA</b>								
Vancouver	40.9%	18.2%	29.6%	9.0%	0.0%	2.3%	64	12.3
Calgary	51.9%	11.8%	13.4%	22.9%	0.0%	0.0%	59	12.8
Toronto	39.4%	37.4%	14.9%	3.7%	0.0%	4.6%	221	6.6
Ottawa	42.5%	38.9%	9.1%	9.4%	0.0%	0.0%	97	10.0
Montreal	8.4%	18.7%	33.7%	7.6%	30.3%	1.3%	225	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 (+/-)
<b>OVERALL</b>	<b>36.5%</b>	<b>20.8%</b>	<b>26.9%</b>	<b>12.5%</b>	<b>3.3%</b>	<b>227</b>	<b>6.5</b>
<b>GENDER</b>							
Male	37.3%	19.4%	24.5%	15.5%	3.2%	122	8.9
Female	34.0%	23.8%	28.3%	10.4%	3.6%	105	9.6
<b>AGE</b>							
<25	28.6%	22.2%	15.7%	33.5%	0.0%	14	26.2
25-44	23.0%	23.0%	37.6%	11.2%	5.2%	61	12.6
45-64	43.1%	22.3%	19.0%	12.1%	3.5%	82	10.8
65+	50.1%	17.2%	24.0%	7.4%	1.3%	70	11.7
<b>EDUCATION</b>							
High school or less	27.7%	14.0%	27.4%	30.9%	0.0%	48	14.1
College or CEGEP	44.7%	11.5%	34.2%	2.6%	7.0%	82	10.8
University or higher	32.0%	33.8%	19.5%	12.6%	2.1%	97	10.0

### Federal Vote Intention – Alberta





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

					Other	Sample Size	Margin of Error (+/-)
<b>OVERALL</b>	<b>53.3%</b>	<b>14.2%</b>	<b>18.9%</b>	<b>12.5%</b>	<b>1.1%</b>	<b>207</b>	<b>6.8</b>
<b>GENDER</b>							
Male	58.7%	15.0%	14.2%	10.9%	1.2%	115	9.1
Female	44.8%	13.8%	21.6%	19.0%	0.8%	92	10.2
<b>AGE</b>							
<25	24.6%	15.3%	7.7%	52.4%	0.0%	12	28.3
25-44	47.8%	9.8%	24.3%	16.3%	1.8%	50	13.9
45-64	58.8%	12.1%	21.1%	6.9%	1.1%	100	9.8
65+	63.8%	27.3%	6.4%	2.4%	0.0%	45	14.6
<b>EDUCATION</b>							
High school or less	60.4%	3.9%	19.8%	15.9%	0.0%	48	14.1
College or CEGEP	48.1%	14.6%	14.8%	19.3%	3.3%	70	11.7
University or higher	49.4%	20.1%	19.1%	11.4%	0.0%	89	10.4







### **Federal Vote Intention – Saskatchewan/Manitoba**

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

					Other	Sample Size	Margin of Error (+/-)
<b>OVERALL</b>	<b>37.5%</b>	<b>17.9%</b>	<b>34.7%</b>	<b>8.9%</b>	<b>1.0%</b>	<b>122</b>	<b>8.9</b>
<b>GENDER</b>							
Male	49.3%	19.5%	26.5%	4.6%	0.0%	61	12.6
Female	24.8%	16.0%	44.7%	12.9%	1.5%	61	12.6
<b>AGE</b>							
<25	47.4%	0.0%	21.6%	31.0%	0.0%	10	31.0
25-44	22.4%	20.1%	47.3%	10.3%	0.0%	30	17.9
45-64	42.6%	18.2%	32.4%	4.5%	2.3%	47	14.3
65+	47.6%	23.7%	28.7%	0.0%	0.0%	35	16.6
<b>EDUCATION</b>							
High school or less	41.3%	27.6%	23.1%	8.0%	0.0%	40	15.5
College or CEGEP	34.8%	13.7%	45.7%	2.9%	2.9%	33	17.1
University or higher	34.6%	13.4%	38.6%	13.4%	0.0%	49	14.0

### **Federal Vote Intention – Ontario**






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

					Other	Sample Size	Margin of Error (+/-)
<b>OVERALL</b>	<b>38.1%</b>	<b>34.0%</b>	<b>19.5%</b>	<b>6.3%</b>	<b>2.2%</b>	<b>697</b>	<b>3.7</b>
<b>GENDER</b>							
Male	41.4%	32.9%	17.8%	6.1%	1.8%	367	5.1
Female	34.3%	34.1%	21.9%	6.9%	2.7%	330	5.4
<b>AGE</b>							
<25	32.2%	19.6%	32.2%	13.1%	2.9%	41	15.3
25-44	38.0%	33.8%	18.3%	7.7%	2.3%	187	7.2
45-64	37.1%	34.9%	20.7%	5.5%	1.8%	276	5.9
65+	42.2%	38.9%	13.9%	2.2%	2.8%	193	7.1
<b>EDUCATION</b>							
High school or less	39.2%	23.2%	29.1%	7.1%	1.4%	157	7.8
College or CEGEP	44.6%	29.5%	16.9%	8.1%	0.8%	218	6.6
University or higher	32.4%	41.2%	17.6%	5.1%	3.7%	322	5.5







### Federal Vote Intention – Quebec

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

						Other	Sample Size	Margin of Error (+/-)
<b>OVERALL</b>	<b>18.4%</b>	<b>15.5%</b>	<b>31.4%</b>	<b>5.6%</b>	<b>27.2%</b>	<b>1.8%</b>	<b>587</b>	<b>4.0</b>
<b>GENDER</b>								
Male	20.2%	13.8%	35.2%	3.9%	24.5%	2.4%	287	5.8
Female	17.7%	17.5%	27.9%	6.4%	29.3%	1.3%	300	5.7
<b>AGE</b>								
<25	17.4%	9.4%	37.9%	7.7%	24.8%	2.7%	48	14.1
25-44	18.2%	18.7%	30.8%	5.4%	25.2%	1.7%	203	6.9
45-64	16.8%	11.5%	32.4%	5.5%	31.3%	2.6%	211	6.8
65+	25.7%	21.6%	27.5%	2.4%	22.9%	0.0%	125	8.8
<b>EDUCATION</b>								
High school or less	19.6%	17.4%	26.1%	5.7%	29.2%	2.1%	203	6.9
College or CEGEP	23.2%	9.2%	39.3%	5.2%	21.1%	1.9%	183	7.2
University or higher	14.3%	19.9%	29.8%	4.5%	30.1%	1.4%	201	6.9

### Federal Vote Intention – Atlantic Canada

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

					Other	Sample Size	Margin of Error (+/-)
<b>OVERALL</b>	<b>33.5%</b>	<b>32.8%</b>	<b>26.3%</b>	<b>7.0%</b>	<b>0.4%</b>	<b>141</b>	<b>8.3</b>
<b>GENDER</b>							
Male	42.1%	34.5%	17.3%	5.3%	0.8%	74	11.4
Female	26.5%	30.2%	34.6%	8.7%	0.0%	67	12.0
<b>AGE</b>							
<25	29.7%	18.9%	31.1%	20.3%	0.0%	10	31.0
25-44	36.7%	30.3%	25.3%	7.7%	0.0%	40	15.5
45-64	29.4%	35.8%	30.7%	4.0%	0.0%	50	13.9
65+	41.5%	38.6%	15.0%	2.6%	2.3%	41	15.3
<b>EDUCATION</b>							
High school or less	29.4%	21.3%	33.2%	14.8%	1.3%	43	14.9
College or CEGEP	41.7%	27.5%	25.4%	5.4%	0.0%	41	15.3
University or higher	32.2%	44.2%	21.3%	2.4%	0.0%	57	13.0


**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 (+/-)
<b>NATIONALLY</b>	<b>48.6%</b>	<b>40.4%</b>	<b>11.0%</b>	<b>1094</b>	<b>3.0</b>
<b>REGION</b>					
British Columbia	49.7%	36.6%	13.7%	123	8.8
Alberta	60.7%	29.3%	10.0%	110	9.3
Saskatchewan/Manitoba	53.5%	34.1%	12.4%	71	11.6
Ontario	49.6%	40.2%	10.2%	367	5.1
Quebec	41.2%	48.8%	10.0%	340	5.3
Atlantic Canada	45.3%	40.5%	14.2%	83	10.8
<b>GENDER</b>					
Male	52.5%	37.1%	10.4%	547	4.2
Female	45.1%	43.3%	11.6%	547	4.2
<b>AGE</b>					
<25	47.9%	37.0%	15.1%	81	10.9
25-44	47.0%	43.3%	9.8%	333	5.4
45-64	48.7%	42.5%	8.8%	422	4.8
65+	52.4%	31.7%	15.9%	258	6.1
<b>EDUCATION</b>					
High school or less	46.2%	38.9%	14.9%	309	5.6
College or CEGEP	54.1%	36.3%	9.6%	354	5.2
University or higher	45.6%	44.9%	9.5%	431	4.7
<b>CURRENT VOTE INTENTION</b>					
Conservative Party of Canada	82.4%	10.4%	7.2%	344	5.3
Liberal Party of Canada	31.4%	58.8%	9.9%	235	6.4
NDP	35.4%	52.6%	12.0%	244	6.3
Green Party	25.3%	59.6%	15.1%	72	11.6
Bloc Quebecois	29.0%	65.3%	5.7%	87	10.5
Undecided	38.9%	50.5%	10.6%	14	26.2



### 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 (+/-)
<b>NATIONALLY</b>	<b>41.8%</b>	<b>48.9%</b>	<b>9.3%</b>	<b>1062</b>	<b>3.0</b>
<b>REGION</b>					
British Columbia	42.5%	49.2%	8.4%	122	8.9
Alberta	55.1%	36.4%	8.5%	107	9.5
Saskatchewan/Manitoba	43.6%	44.2%	12.2%	62	12.5
Ontario	44.0%	45.3%	10.7%	376	5.1
Quebec	31.5%	60.1%	8.3%	320	5.5
Atlantic Canada	42.9%	51.6%	5.5%	75	11.3
<b>GENDER</b>					
Male	47.5%	45.8%	6.6%	548	4.2
Female	36.1%	52.0%	11.9%	514	4.3
<b>AGE</b>					
<25	41.0%	51.3%	7.7%	82	10.8
25-44	36.8%	52.4%	10.8%	291	5.7
45-64	45.7%	47.9%	6.5%	398	4.9
65+	44.0%	43.2%	12.8%	291	5.7
<b>EDUCATION</b>					
High school or less	43.8%	43.6%	12.6%	311	5.6
College or CEGEP	42.2%	48.2%	9.5%	326	5.4
University or higher	40.1%	53.0%	7.0%	425	4.8
<b>CURRENT VOTE INTENTION</b>					
Conservative Party of Canada	84.3%	8.9%	6.8%	344	5.3
Liberal Party of Canada	17.4%	72.4%	10.1%	250	6.2
NDP	23.7%	70.1%	6.1%	229	6.5
Green Party	20.8%	63.3%	15.9%	64	12.3
Bloc Quebecois	23.2%	68.5%	8.3%	76	11.2
Undecided	37.5%	50.1%	12.4%	22	20.9



**Second Choice**

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

						Other	No 2 <sup>nd</sup> choice	Sample Size	Margin of Error (+/-)
<b>NATIONALLY</b>	<b>9%</b>	<b>17%</b>	<b>25%</b>	<b>13%</b>	<b>4%</b>	<b>1%</b>	<b>30%</b>	<b>2117</b>	<b>2.1</b>
<b>REGION</b>									
British Columbia	8%	20%	22%	17%	0%	3%	30%	237	6.4
Alberta	7%	13%	17%	16%	0%	3%	43%	215	6.7
Saskatchewan/Manitoba	8%	19%	22%	15%	0%	3%	34%	133	8.5
Ontario	8%	17%	29%	13%	0%	1%	33%	733	3.6
Quebec	13%	15%	23%	11%	17%	1%	20%	642	3.9
Atlantic Canada	12%	17%	29%	10%	0%	2%	30%	157	7.8
<b>GENDER</b>									
Male	9%	16%	26%	13%	3%	2%	31%	1075	3.0
Female	10%	17%	24%	13%	5%	1%	30%	1042	3.0
<b>AGE</b>									
<25	12%	22%	19%	16%	8%	2%	22%	149	8.0
25-44	11%	17%	22%	13%	6%	2%	29%	613	4.0
45-64	8%	16%	28%	13%	2%	1%	31%	815	3.4
65+	7%	14%	29%	10%	2%	1%	36%	540	4.2
<b>EDUCATION</b>									
High school or less	12%	13%	23%	9%	5%	2%	36%	601	4.0
College or CEGEP	11%	15%	22%	13%	5%	1%	33%	670	3.8
University or higher	7%	20%	29%	15%	3%	1%	24%	846	3.4
<b>VOTE INTENTION</b>									
Conservative Party of Canada	0%	17%	23%	9%	2%	2%	46%	688	3.7
Liberal Party of Canada	12%	0%	53%	15%	3%	1%	16%	485	4.5
NDP	18%	33%	0%	20%	9%	0%	19%	473	4.5
Green Party	13%	24%	28%	0%	5%	4%	26%	136	8.4
Bloc Quebecois	10%	14%	40%	16%	0%	1%	19%	163	7.7
Undecided	10%	24%	7%	24%	4%	0%	30%	36	16.3



### **Voter Enthusiasm**

*Q. How enthusiastic are you about your current choice?*

	Not very enthusiastic (1-3)	Moderately enthusiastic (4)	Very enthusiastic (5-7)	Sample Size	Margin of Error (+/-)
<b>NATIONALLY</b>	<b>23%</b>	<b>23%</b>	<b>54%</b>	<b>2117</b>	<b>2.1</b>
<b>REGION</b>					
British Columbia	19%	20%	61%	237	6.4
Alberta	23%	18%	59%	215	6.7
Saskatchewan/Manitoba	17%	19%	64%	133	8.5
Ontario	19%	21%	60%	733	3.6
Quebec	31%	29%	40%	642	3.9
Atlantic Canada	28%	27%	46%	157	7.8
<b>GENDER</b>					
Male	20%	20%	60%	1075	3.0
Female	25%	26%	49%	1042	3.0
<b>AGE</b>					
<25	27%	24%	49%	149	8.0
25-44	28%	20%	52%	613	4.0
45-64	20%	22%	58%	815	3.4
65+	14%	29%	57%	540	4.2
<b>EDUCATION</b>					
High school or less	27%	27%	46%	601	4.0
College or CEGEP	23%	25%	53%	670	3.8
University or higher	20%	19%	61%	846	3.4
<b>CURRENT VOTE INTENTION</b>					
Conservative Party of Canada	16%	21%	64%	688	3.7
Liberal Party of Canada	22%	24%	54%	485	4.5
NDP	19%	28%	53%	473	4.5
Green Party	35%	16%	49%	136	8.4
Bloc Quebecois	26%	23%	51%	163	7.7
Undecided	33%	18%	49%	36	16.3





### **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 (+/-)
<b>NATIONALLY</b>	<b>71%</b>	<b>13%</b>	<b>16%</b>	<b>2117</b>	<b>2.1</b>
<b>REGION</b>					
British Columbia	72%	14%	15%	237	6.4
Alberta	72%	14%	14%	215	6.7
Saskatchewan/Manitoba	78%	10%	13%	133	8.5
Ontario	74%	11%	15%	733	3.6
Quebec	68%	13%	19%	642	3.9
Atlantic Canada	65%	15%	20%	157	7.8
<b>GENDER</b>					
Male	75%	11%	14%	1075	3.0
Female	68%	14%	18%	1042	3.0
<b>AGE</b>					
<25	65%	20%	15%	149	8.0
25-44	68%	14%	19%	613	4.0
45-64	75%	11%	14%	815	3.4
65+	76%	9%	15%	540	4.2
<b>EDUCATION</b>					
High school or less	67%	13%	20%	601	4.0
College or CEGEP	70%	14%	16%	670	3.8
University or higher	75%	11%	13%	846	3.4
<b>CURRENT VOTE INTENTION</b>					
Conservative Party of Canada	79%	9%	12%	688	3.7
Liberal Party of Canada	73%	11%	16%	485	4.5
NDP	72%	13%	15%	473	4.5
Green Party	51%	25%	23%	136	8.4
Bloc Quebecois	80%	9%	11%	163	7.7
Undecided	65%	10%	25%	36	16.3



### 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 (+/-)
<b>NATIONALLY</b>	<b>80%</b>	<b>9%</b>	<b>8%</b>	<b>3%</b>	<b>2117</b>	<b>2.1</b>
<b>REGION</b>						
British Columbia	84%	8%	4%	4%	237	6.4
Alberta	74%	14%	10%	3%	215	6.7
Saskatchewan/Manitoba	82%	7%	7%	5%	133	8.5
Ontario	83%	8%	7%	2%	733	3.6
Quebec	76%	9%	11%	4%	642	3.9
Atlantic Canada	79%	9%	10%	2%	157	7.8
<b>GENDER</b>						
Male	82%	8%	7%	3%	1075	3.0
Female	78%	10%	9%	3%	1042	3.0
<b>AGE</b>						
<25	66%	16%	13%	5%	149	8.0
25-44	74%	11%	10%	4%	613	4.0
45-64	86%	6%	6%	2%	815	3.4
65+	89%	6%	4%	1%	540	4.2
<b>EDUCATION</b>						
High school or less	67%	13%	15%	5%	601	4.0
College or CEGEP	81%	9%	7%	3%	670	3.8
University or higher	88%	6%	4%	2%	846	3.4
<b>CURRENT VOTE INTENTION</b>						
Conservative Party of Canada	83%	9%	6%	2%	688	3.7
Liberal Party of Canada	86%	7%	6%	1%	485	4.5
NDP	82%	11%	6%	1%	473	4.5
Green Party	69%	8%	14%	9%	136	8.4
Bloc Quebecois	83%	10%	3%	4%	163	7.7
Undecided	57%	8%	14%	21%	36	16.3

## 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 18-20, 2011. In total, a random sample of 2,156 Canadians aged 18 and over responded to the survey (including a sub-sample of 1,981 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.