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## ***ELECTORATE FIRMING UP IN STRANGE NEW NORMAL***

*CONSERVATIVES SUPPORTERS MORE COMMITTED*

[Ottawa – April 27, 2011] – After a stunning shift in the political landscape the new patterns observed at the outset of the week are stabilizing although there is still some play in the electorate. The Conservatives remain at 34.0 and the NDP is at 28.1. The Liberals have not been able to reverse their fortunes and are now at 22.9 which may be a new nadir in our polling for the Liberals. The Bloc Quebecois appears to have stopped the bleeding in Quebec (and have even rebounded insignificantly), although the NDP is holding on to a large and now solid lead. The Green Party is holding steady at 6.5 (tied nationally with the Bloc Quebecois). This number is well short of their position in the final days of the 2008 campaign and may reflect their lower profile and growing recognition in their erstwhile supporters that a Green vote yields no seats under the current system. Among those who are “absolutely certain” to vote, the respective national numbers are 35.3/28.0/23.2/6.4/5.8 (CPC/NDP/LPC/BQ/GP).

Analysing leaning intentions and various commitment measures, we see why the Conservatives have a significant advantage in terms of likelihood to vote. Their vote is the most stable from 2008, they are the least likely to change mind or offer a second choice, and they are most enthusiastic about their choice. This constitutes a hidden one or two point competitive advantage over their rivals. This advantage could dissipate if turnout is high but it is a real factor. The diminished Liberal supporters are pretty firm and likely to vote. The NDP supporters also show a strong intention to vote but have less firmness with a greater propensity to consider changing their mind. Bloc supporters are not distinctive on these measures and the Green vote is least committed and the party will most likely see lower support nationally than in 2008.

The regional races are pretty well the same as we noted yesterday but the Conservatives may be opening up some daylight between them and the Liberals in Ontario while NDP support is continuing to rise there. This will be the crucial race to watch. British Columbia is now showing some firmness with a 1, 2, 3 pattern for the Conservatives, NDP, and Liberals setting in. The Quebec race has stabilised into a two-way race between the NDP and the Bloc with the former

### HIGHLIGHTS

- **National federal vote intention:**
  - ☒ 34.0% CPC
  - ☒ 28.1% NDP
  - ☒ 22.9% LPC
  - ☒ 6.6% BQ
  - ☒ 6.5% Green
  - ☒ 1.9% other
- **National federal vote intention (committed voters only):**
  - ☒ 35.3% CPC
  - ☒ 28.0% NDP
  - ☒ 23.2% LPC
  - ☒ 6.4% BQ
  - ☒ 5.8% Green
  - ☒ 1.4% other
- **Direction of country:**
  - ☒ 48.0% right direction
  - ☒ 41.9% wrong direction
  - ☒ 10.0% DK/NR
- **Direction of government:**
  - ☒ 42.4% right direction
  - ☒ 49.1% wrong direction
  - ☒ 8.5% DK/NR

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

holding a huge upper hand. The Liberals and Conservatives, meanwhile, are headed for political disaster in Quebec. The Atlantic remains a somewhat unpredictable race which now features the three lead parties doing fairly equally (though recently, the Conservatives seem to be looking at a modest campaign slide).

It is unclear whether the electorate has truly grasped the significance of the sweeping changes that the NDP surge (now plateaued) has produced. The chief remaining question is how Ontario will deal with these new realities in the closing portion of the campaign.



## Daily Tracking:

### Tracking Federal Vote Intention

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

### British Columbia

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

### Alberta

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



## Saskatchewan/Manitoba

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

## Ontario

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

## Quebec

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



## Atlantic Canada

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

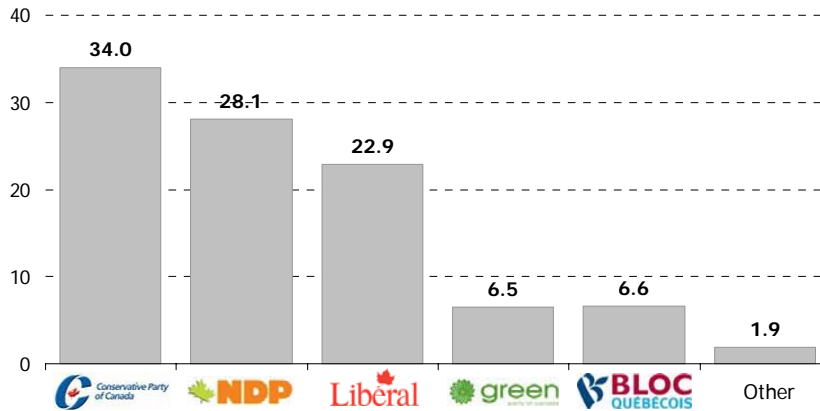


## Top Line Results:

### Federal vote intention



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



Note: The data on federal vote intention are based on decided and leaning voters only. Our survey also finds that 9.1% of Canadians are undecided/ineligible to vote.

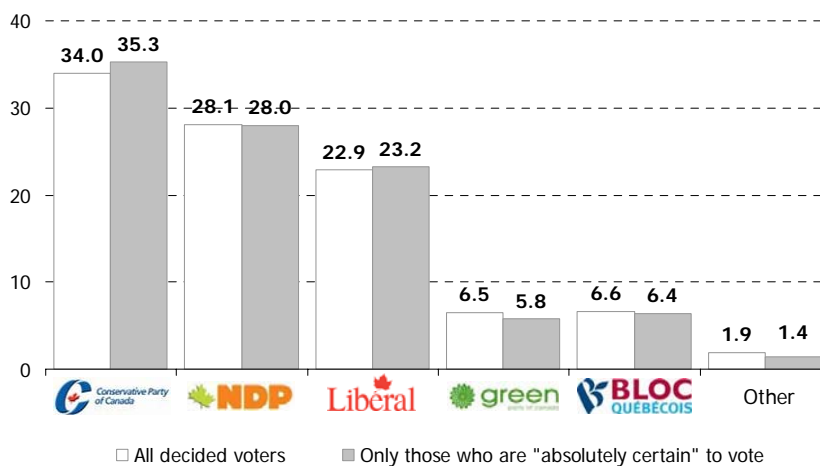
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BASE: Decided voters; April 24-26, 2011 (n=2,573)

### Vote intention by likelihood of voting



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



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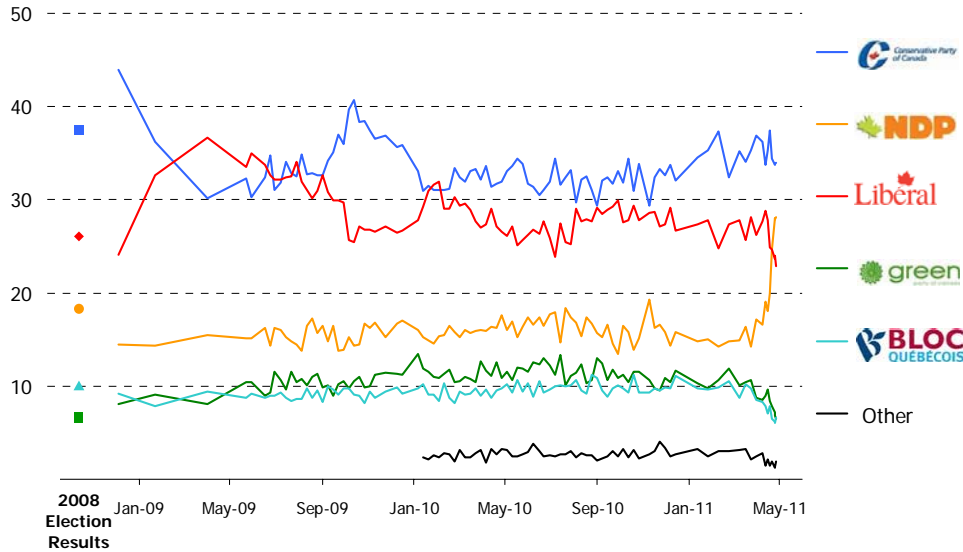
BASE: Decided voters; April 24-26, 2011 (n=2,573)



## Weekly tracking of federal vote intention



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



Note: The data on federal vote intention are based on decided and leaning voters only. Our survey also finds that 9.1% of Canadians are undecided/ineligible to vote.

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BASE: Decided voters; most recent data point April 24-26, 2011 (n=2,573)

## Current federal vote intention by 2008 vote



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

VOTE INTENTION	Overall	VOTE IN 2008				
		CPC	NDP	LPC	GP	BQ
Conservative Party of Canada	34.0	75.8	9.6	9.9	12.0	4.4
NDP	28.1	12.5	69.2	23.0	35.2	34.6
Liberal	22.9	7.8	11.8	57.8	21.8	4.5
green party of canada	6.5	2.3	7.7	6.0	28.5	2.2
BLOC QUEBÉCOIS	6.6	0.6	1.5	1.7	2.6	52.2
Other	1.9	0.9	0.2	1.6	0.0	2.1

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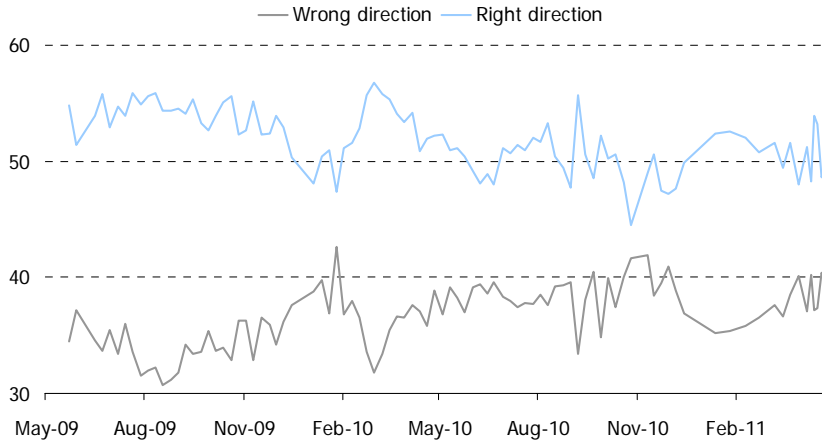
BASE: Decided voters; April 24-26, 2011 (n=2,573)



### Direction of country



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



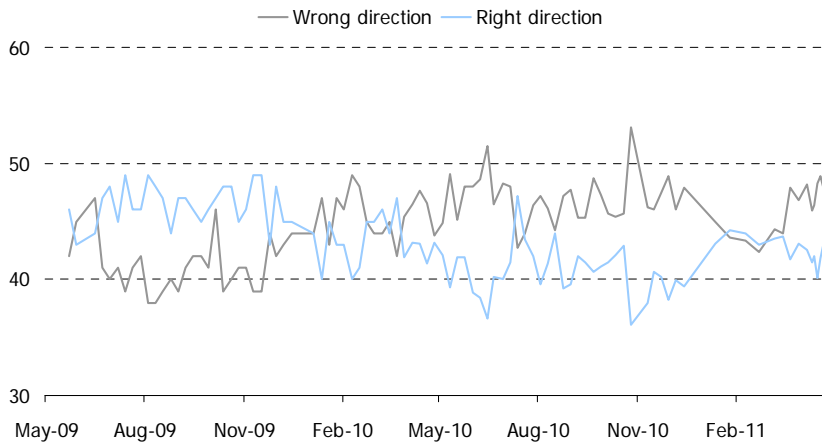
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BASE: Canadians; most recent data point April 24-26, 2011 (n=half sample)

### 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 24-26, 2011 (n=half sample)





## Second choice

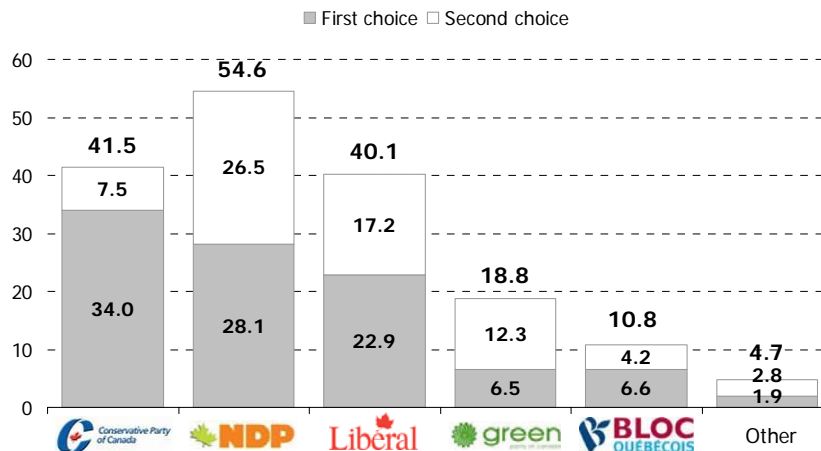
Q. Which party would be your second choice?

SECOND CHOICE	Second Choice (overall)	FIRST CHOICE					
		CPC	NDP	LPC	GP	BQ	Other
Conservative Party of Canada	7.5	--	13.9	11.1	8.4	5.4	20.7
NDP	26.5	25.3	--	55.7	40.5	47.3	14.1
Liberal	17.2	15.0	35.6	--	23.2	16.7	5.7
green party of canada	12.3	9.7	20.7	11.7	--	12.8	12.6
BLOC QUÉBÉCOIS	4.2	1.1	10.5	2.9	3.1	--	2.9
Other	2.8	3.2	1.7	1.3	7.3	1.4	--
No second choice	29.4	45.6	17.6	17.2	17.5	16.4	44.2

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BASE: Eligible voters; April 24-26, 2011 (n=2,738)

## Party ceilings (first & second choice combined)



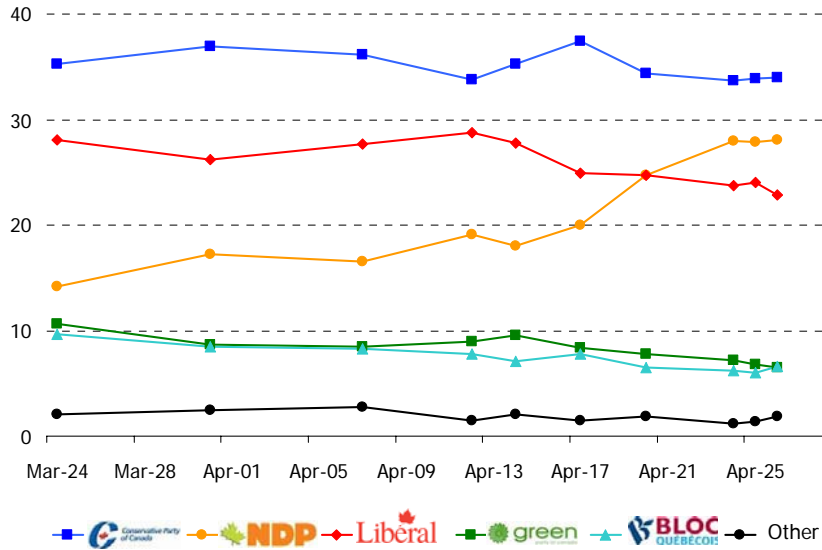
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## Federal vote intention



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



Note: The data on federal vote intention are based on decided and leaning voters only. Our survey also finds that 9.1% of Canadians are undecided/ineligible to vote.

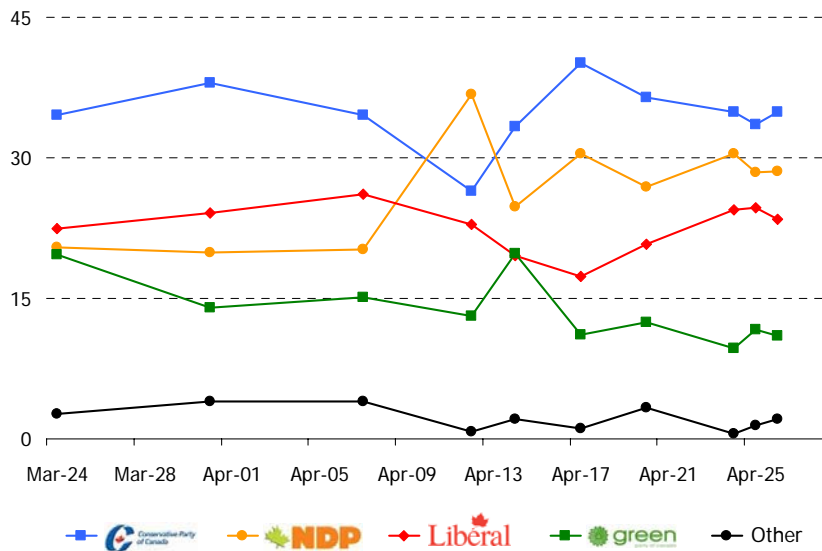
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BASE: Decided voters; most recent data point April 24-26, 2011 (n=2,573)

## Federal vote intention: British Columbia



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



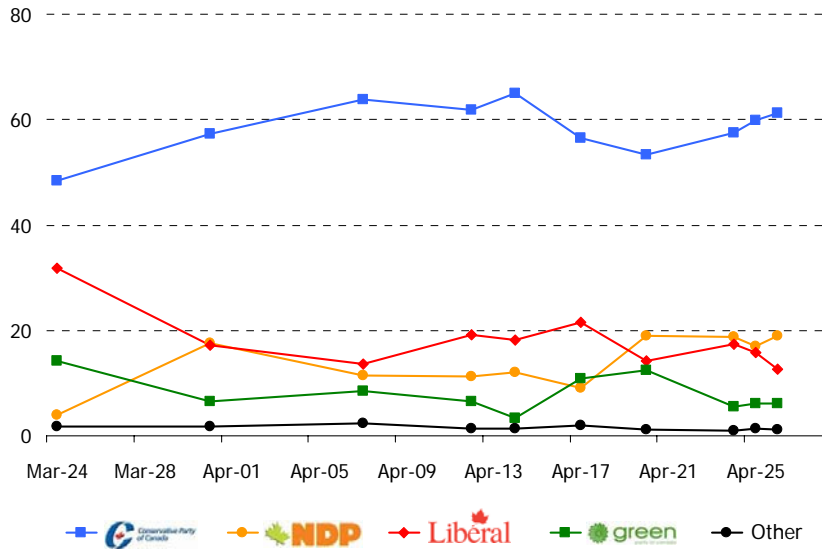
Note: The data on federal vote intention are based on decided and leaning voters only. Our survey also finds that 10.4% of British Columbians are undecided/ineligible to vote.

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BASE: Decided voters in British Columbia; most recent data point April 24-26, 2011 (n=274)

### Federal vote intention: Alberta

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



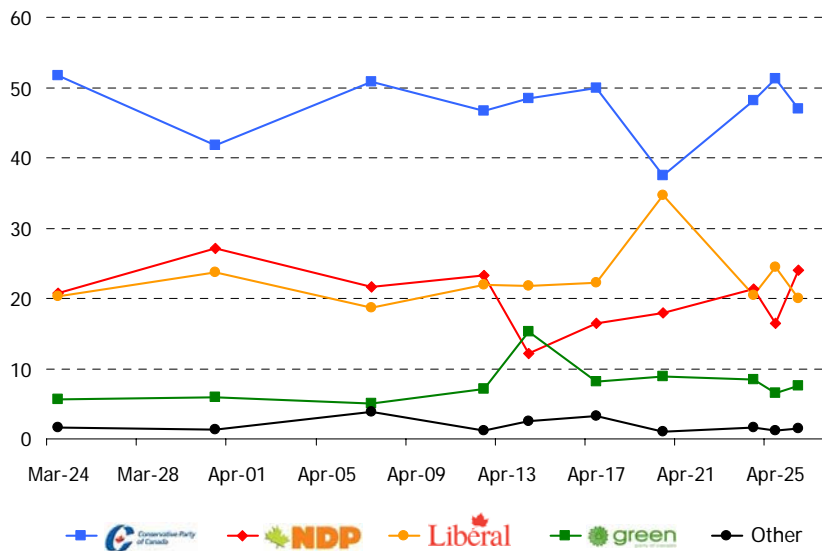
Note: The data on federal vote intention are based on decided and leaning voters only. Our survey also finds that 6.7% of Albertans are undecided/ineligible to vote.

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BASE: Decided voters in Alberta; most recent data point April 24-26, 2011 (n=301)

### 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 7.8% of Saskatchewanians and Manitobans are undecided/ineligible to vote.

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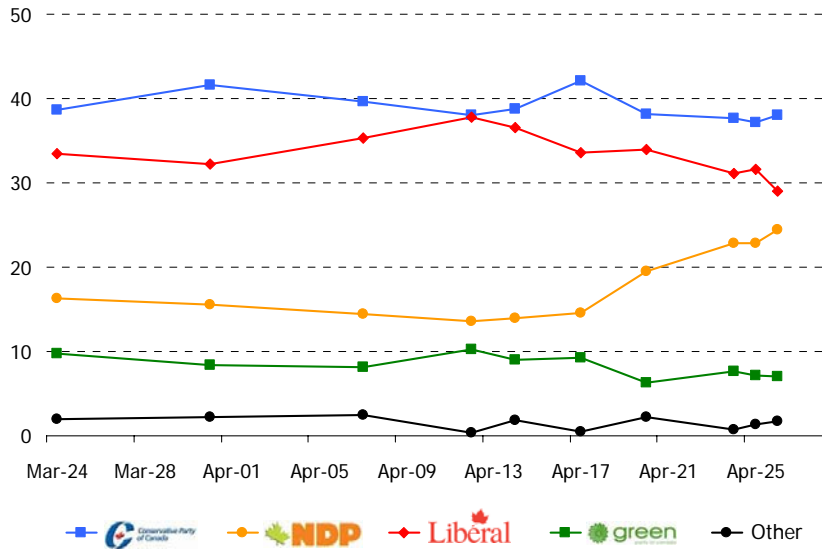
BASE: Decided voters in Saskatchewan/Manitoba; most recent data point April 24-26, 2011 (n=202)



### 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 7.6% of Ontarians are undecided/ineligible to vote.

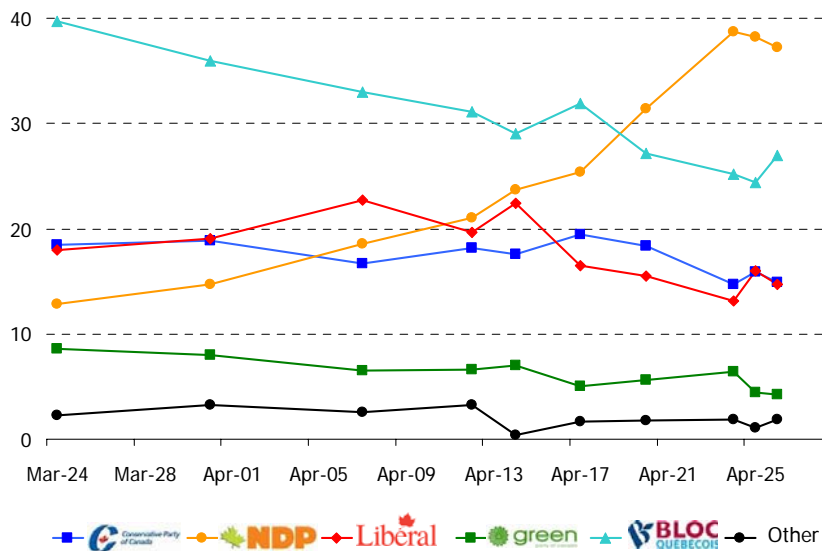
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BASE: Decided voters in Ontario; most recent data point April 24-6, 2011 (n=886)

### 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 10.3% of Quebecers are undecided/ineligible to vote.

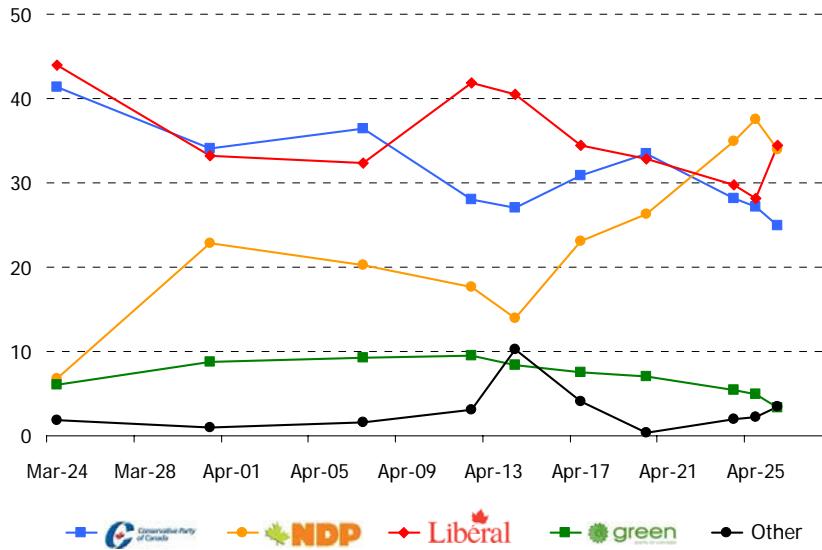
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BASE: Decided voters in Quebec; most recent data point April 24-26, 2011 (n=623)

## 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 13.9% of Atlantic Canadians are undecided/ineligible to vote.

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BASE: Decided voters in Atlantic Canada; most recent data point April 24-26, 2011 (n=188)

## 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?***

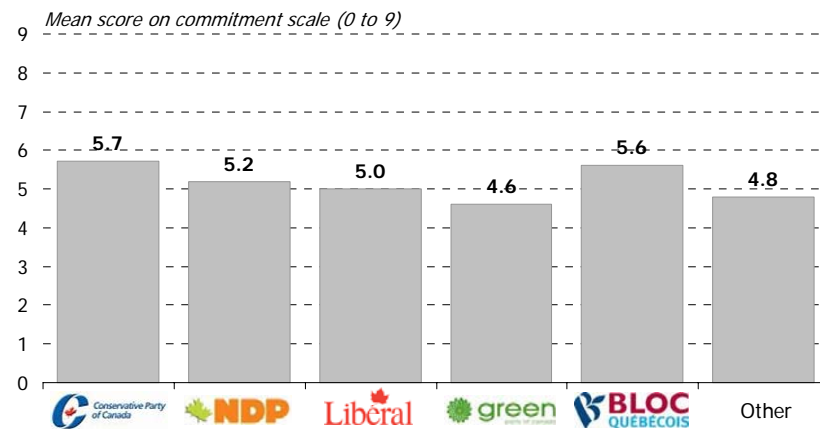
- If the respondent intends to vote for the same party as they did in 2008, they receive 1 point.

***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



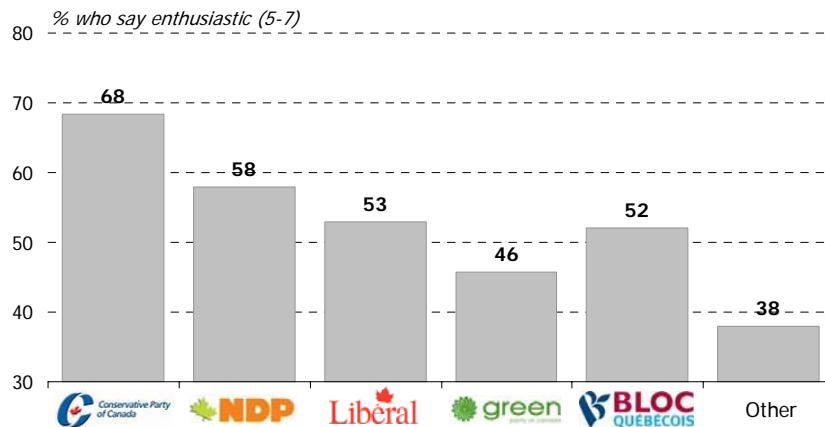
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BASE: Eligible voters; April 24-26, 2011 (n=2,739)

## Voter enthusiasm



Q. How enthusiastic are you about your current choice?



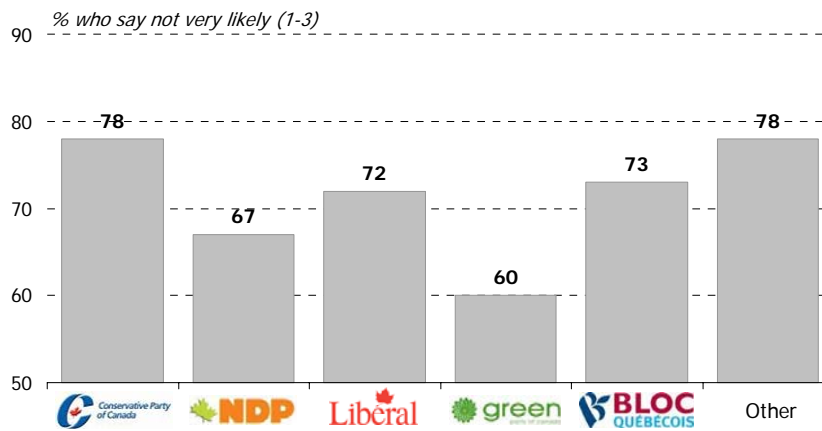
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BASE: Eligible voters; April 24-26, 2011 (n=2,738)



## 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?

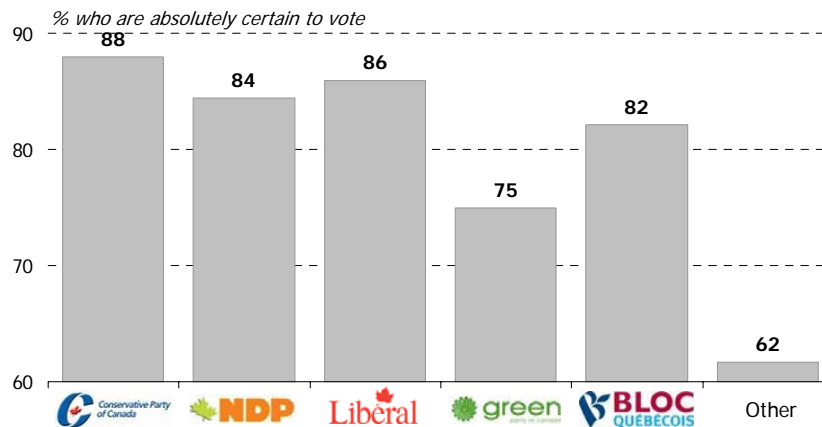


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BASE: Eligible voters; April 24-26, 2011 (n=2,738)

## Likelihood to vote

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

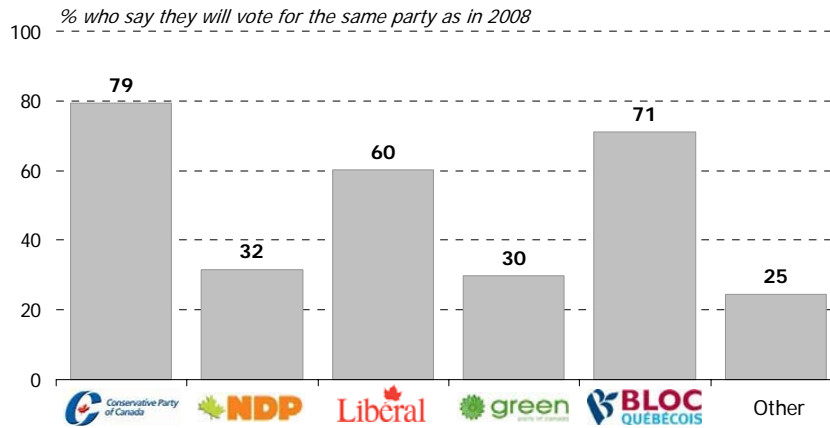


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BASE: Eligible voters; April 24-26, 2011 (n=2,738)

## Voter retention

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

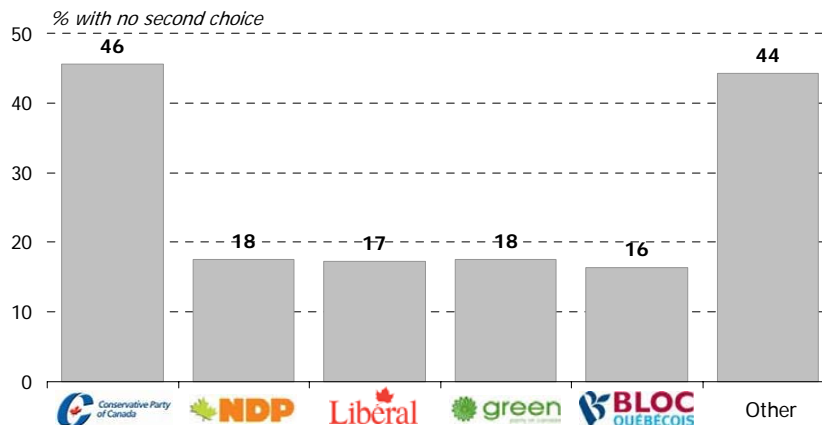


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## Unwillingness to consider other parties

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








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BASE: Eligible voters; April 24-26, 2011 (n=2,738)







## Detailed Tables:

<b><u>National Federal Vote Intention</u></b>								
<i>Q. Which party do you intend to vote for on May 2nd?</i>								
						Other	Sample Size	Margin of Error (+/-)
<b>NATIONALLY</b>	<b>34.0%</b>	<b>22.9%</b>	<b>28.1%</b>	<b>6.5%</b>	<b>6.6%</b>	<b>1.9%</b>	<b>2573</b>	<b>1.9</b>
<b>REGION</b>								
British Columbia	34.9%	23.4%	28.6%	11.0%	0.0%	2.1%	274	5.9
Alberta	61.2%	12.6%	18.9%	6.1%	0.0%	1.2%	301	5.7
Saskatchewan/Manitoba	46.9%	20.0%	24.0%	7.5%	0.0%	1.5%	202	6.9
Ontario	38.0%	29.0%	24.4%	7.0%	0.0%	1.7%	886	3.3
Quebec	14.9%	14.7%	37.2%	4.2%	27.0%	1.9%	722	3.7
Atlantic Canada	24.9%	34.4%	34.0%	3.3%	0.0%	3.4%	188	7.2
<b>GENDER</b>								
Male	37.8%	21.9%	26.4%	6.1%	5.6%	2.2%	1399	2.6
Female	30.3%	23.8%	29.8%	6.9%	7.6%	1.6%	1174	2.9
<b>AGE</b>								
<25	17.4%	21.2%	30.2%	14.9%	11.1%	5.2%	166	7.6
25-44	29.6%	22.0%	32.4%	7.1%	7.4%	1.4%	720	3.7
45-64	38.3%	22.5%	25.9%	5.6%	5.9%	1.8%	1062	3.0
65+	44.2%	26.2%	22.9%	2.1%	3.7%	0.9%	625	3.9
<b>EDUCATION</b>								
High school or less	35.1%	18.2%	27.9%	6.1%	9.2%	3.5%	625	3.9
College or CEGEP	38.3%	18.1%	28.1%	7.4%	6.4%	1.8%	778	3.5
University or higher	30.7%	28.2%	28.3%	6.1%	5.5%	1.1%	1170	2.9
<b>METROPOLITAN CANADA</b>								
Vancouver	37.6%	30.3%	27.3%	4.8%	0.0%	0.0%	82	10.8
Calgary	59.4%	16.4%	13.9%	10.4%	0.0%	0.0%	86	10.6
Toronto	33.1%	33.9%	24.2%	5.9%	0.0%	2.8%	248	6.2
Ottawa	45.7%	39.0%	14.0%	1.4%	0.0%	0.0%	108	9.4
Montreal	10.0%	15.5%	41.5%	4.5%	26.7%	1.8%	254	6.2





### 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>34.9%</b>	<b>23.4%</b>	<b>28.6%</b>	<b>11.0%</b>	<b>2.1%</b>	<b>274</b>	<b>5.9</b>
<b>GENDER</b>							
Male	40.1%	20.1%	28.6%	8.4%	2.8%	157	7.8
Female	30.2%	22.5%	31.8%	14.9%	0.6%	117	9.1
<b>AGE</b>							
<25	6.6%	22.2%	53.3%	18.0%	0.0%	13	27.2
25-44	25.3%	22.4%	34.5%	15.1%	2.6%	68	11.9
45-64	41.7%	20.1%	26.6%	9.4%	2.1%	139	8.3
65+	56.1%	21.1%	16.8%	6.0%	0.0%	54	13.3
<b>EDUCATION</b>							
High school or less	33.6%	10.8%	43.5%	10.0%	2.1%	41	15.3
College or CEGEP	38.2%	11.2%	33.0%	16.2%	1.5%	84	10.7
University or higher	33.8%	29.7%	25.2%	9.6%	1.7%	149	8.0





### 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>61.2%</b>	<b>12.6%</b>	<b>18.9%</b>	<b>6.1%</b>	<b>1.2%</b>	<b>301</b>	<b>5.7</b>
<b>GENDER</b>							
Male	63.1%	13.5%	15.7%	6.5%	1.2%	176	7.4
Female	59.2%	12.0%	22.5%	5.0%	1.3%	125	8.8
<b>AGE</b>							
<25	48.8%	18.0%	33.2%	0.0%	0.0%	16	24.5
25-44	57.1%	11.7%	22.4%	7.7%	1.0%	84	10.7
45-64	62.6%	13.5%	14.4%	7.0%	2.4%	131	8.6
65+	72.9%	10.2%	13.9%	3.0%	0.0%	70	11.7
<b>EDUCATION</b>							
High school or less	70.0%	13.5%	11.4%	3.4%	1.7%	62	12.5
College or CEGEP	64.9%	8.3%	15.8%	10.0%	1.0%	95	10.1
University or higher	55.0%	15.4%	24.5%	4.0%	1.1%	144	8.2





### **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>46.9%</b>	<b>20.0%</b>	<b>24.0%</b>	<b>7.5%</b>	<b>1.5%</b>	<b>202</b>	<b>6.9</b>
<b>GENDER</b>							
Male	51.4%	15.8%	23.6%	6.4%	2.8%	107	9.5
Female	41.6%	19.8%	29.8%	8.8%	0.0%	95	10.1
<b>AGE</b>							
<25	38.5%	10.7%	29.3%	21.5%	0.0%	10	31.0
25-44	47.5%	13.2%	28.8%	8.5%	2.0%	46	14.5
45-64	51.2%	19.5%	22.7%	5.6%	1.0%	92	10.2
65+	40.4%	27.7%	28.5%	1.7%	1.7%	54	13.3
<b>EDUCATION</b>							
High school or less	54.8%	14.0%	15.7%	10.4%	4.9%	48	14.1
College or CEGEP	49.7%	13.5%	29.8%	5.7%	1.4%	56	13.1
University or higher	41.6%	21.5%	29.5%	7.4%	0.0%	98	9.9

### **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>38.0%</b>	<b>29.0%</b>	<b>24.4%</b>	<b>7.0%</b>	<b>1.7%</b>	<b>886</b>	<b>3.3</b>
<b>GENDER</b>							
Male	41.2%	28.0%	22.6%	6.2%	2.0%	493	4.4
Female	34.2%	29.6%	26.8%	8.1%	1.4%	393	4.9
<b>AGE</b>							
<25	19.4%	28.4%	25.2%	22.5%	4.4%	64	12.3
25-44	33.5%	27.0%	30.3%	8.1%	1.1%	225	6.5
45-64	44.3%	29.0%	20.8%	4.2%	1.8%	338	5.3
65+	44.1%	31.7%	21.4%	1.9%	0.9%	259	6.1
<b>EDUCATION</b>							
High school or less	42.3%	21.2%	26.4%	7.5%	2.6%	185	7.2
College or CEGEP	46.2%	23.2%	21.8%	6.7%	2.2%	278	5.9
University or higher	30.5%	35.4%	25.8%	7.3%	1.0%	423	4.8







### 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>14.9%</b>	<b>14.7%</b>	<b>37.2%</b>	<b>4.2%</b>	<b>27.0%</b>	<b>1.9%</b>	<b>722</b>	<b>3.7</b>
<b>GENDER</b>								
Male	16.4%	14.3%	38.2%	5.4%	23.6%	2.1%	375	5.1
Female	14.4%	15.2%	36.1%	3.0%	29.7%	1.7%	347	5.3
<b>AGE</b>								
<25	5.6%	7.3%	27.0%	10.0%	41.8%	8.3%	50	13.9
25-44	15.3%	18.2%	37.4%	3.6%	24.5%	1.0%	246	6.3
45-64	14.8%	11.8%	42.1%	3.8%	25.9%	1.6%	291	5.7
65+	23.0%	18.4%	33.7%	2.1%	22.8%	0.0%	135	8.4
<b>EDUCATION</b>								
High school or less	14.9%	14.3%	35.1%	4.1%	28.1%	3.5%	234	6.4
College or CEGEP	13.4%	11.9%	42.6%	5.2%	26.0%	0.9%	210	6.8
University or higher	17.2%	17.2%	34.6%	3.4%	26.2%	1.4%	278	5.9

### Federal Vote Intention – Atlantic Canada

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

					Other	Sample Size	Margin of Error (+/-)
<b>OVERALL</b>	<b>24.9%</b>	<b>34.4%</b>	<b>34.0%</b>	<b>3.3%</b>	<b>3.4%</b>	<b>188</b>	<b>7.2</b>
<b>GENDER</b>							
Male	33.2%	33.3%	29.1%	3.0%	1.3%	91	10.3
Female	19.3%	36.6%	35.5%	4.4%	4.1%	97	10.0
<b>AGE</b>							
<25	7.7%	30.7%	46.2%	0.0%	15.4%	13	27.2
25-44	21.6%	37.3%	37.2%	1.9%	1.9%	51	13.7
45-64	28.2%	35.2%	28.1%	8.5%	0.0%	71	11.6
65+	39.7%	32.1%	24.5%	0.0%	3.8%	53	13.5
<b>EDUCATION</b>							
High school or less	36.1%	29.0%	24.1%	7.3%	3.6%	55	13.2
College or CEGEP	33.2%	29.5%	30.2%	3.4%	3.7%	55	13.2
University or higher	15.1%	42.6%	39.1%	1.7%	1.5%	78	11.1

**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>48.0%</b>	<b>41.9%</b>	<b>10.0%</b>	<b>1390</b>	<b>2.6</b>
<b>REGION</b>					
British Columbia	52.5%	36.9%	10.6%	149	8.0
Alberta	61.5%	26.4%	12.1%	132	8.5
Saskatchewan/Manitoba	63.0%	26.8%	10.2%	108	9.4
Ontario	50.4%	40.5%	9.1%	469	4.5
Quebec	36.7%	52.3%	11.0%	412	4.8
Atlantic Canada	39.8%	52.0%	8.3%	120	9.0
<b>GENDER</b>					
Male	51.2%	41.5%	7.3%	731	3.6
Female	45.0%	42.3%	12.6%	659	3.8
<b>AGE</b>					
<25	33.6%	54.5%	11.8%	97	10.0
25-44	45.5%	46.1%	8.5%	398	4.9
45-64	49.3%	41.6%	9.1%	566	4.1
65+	60.4%	25.6%	13.9%	329	5.4
<b>EDUCATION</b>					
High school or less	44.9%	40.7%	14.4%	346	5.3
College or CEGEP	49.5%	40.1%	10.4%	439	4.7
University or higher	48.6%	43.8%	7.6%	605	4.0
<b>CURRENT VOTE INTENTION</b>					
Conservative Party of Canada	87.0%	8.1%	4.9%	448	4.6
Liberal Party of Canada	34.8%	56.6%	8.6%	264	6.0
NDP	29.6%	59.1%	11.3%	376	5.1
Green Party	33.3%	55.0%	11.7%	74	11.4
Bloc Quebecois	27.8%	57.5%	14.7%	103	9.7
Undecided	30.7%	55.3%	14.0%	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 (+/-)
<b>NATIONALLY</b>	<b>42.4%</b>	<b>49.1%</b>	<b>8.5%</b>	<b>1402</b>	<b>2.6</b>
<b>REGION</b>					
British Columbia	37.4%	52.8%	9.8%	152	8.0
Alberta	65.6%	27.2%	7.2%	185	7.2
Saskatchewan/Manitoba	50.7%	41.3%	7.9%	107	9.5
Ontario	45.6%	46.0%	8.4%	477	4.5
Quebec	29.7%	62.1%	8.1%	387	5.0
Atlantic Canada	30.4%	58.9%	10.7%	94	10.1
<b>GENDER</b>					
Male	46.6%	46.8%	6.6%	750	3.6
Female	38.5%	51.3%	10.2%	652	3.8
<b>AGE</b>					
<25	32.6%	56.1%	11.3%	100	9.8
25-44	38.2%	53.1%	8.8%	394	4.9
45-64	46.4%	47.4%	6.2%	585	4.1
65+	49.3%	40.0%	10.7%	323	5.5
<b>EDUCATION</b>					
High school or less	43.3%	44.0%	12.7%	376	5.1
College or CEGEP	44.4%	48.8%	6.8%	403	4.9
University or higher	40.7%	52.1%	7.3%	623	3.9
<b>CURRENT VOTE INTENTION</b>					
Conservative Party of Canada	88.7%	7.3%	4.0%	481	4.5
Liberal Party of Canada	20.0%	72.4%	7.6%	292	5.7
NDP	20.4%	71.8%	7.8%	334	5.4
Green Party	22.5%	74.0%	3.5%	69	11.8
Bloc Quebecois	20.0%	74.7%	5.2%	89	10.4
Undecided	28.5%	65.1%	6.4%	18	23.1





**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>8%</b>	<b>17%</b>	<b>27%</b>	<b>12%</b>	<b>4%</b>	<b>3%</b>	<b>29%</b>	<b>2738</b>	<b>1.9</b>
<b>REGION</b>									
British Columbia	8%	19%	23%	16%	0%	3%	31%	293	5.7
Alberta	7%	15%	20%	14%	0%	4%	40%	312	5.6
Saskatchewan/Manitoba	9%	14%	26%	12%	0%	6%	32%	212	6.7
Ontario	6%	18%	29%	12%	0%	3%	32%	933	3.2
Quebec	9%	15%	27%	10%	17%	2%	21%	780	3.5
Atlantic Canada	8%	22%	31%	13%	0%	1%	25%	208	6.8
<b>GENDER</b>									
Male	7%	17%	26%	13%	4%	3%	30%	1460	2.6
Female	8%	17%	27%	12%	4%	3%	29%	1278	2.7
<b>AGE</b>									
<25	9%	21%	23%	13%	4%	3%	27%	177	7.4
25-44	8%	16%	25%	14%	6%	3%	28%	769	3.5
45-64	7%	18%	28%	12%	4%	3%	29%	1146	2.9
65+	7%	17%	27%	9%	2%	2%	35%	646	3.9
<b>EDUCATION</b>									
High school or less	8%	15%	24%	10%	5%	2%	36%	700	3.7
College or CEGEP	8%	14%	24%	13%	4%	3%	34%	832	3.4
University or higher	7%	21%	30%	13%	4%	3%	23%	1206	2.8
<b>VOTE INTENTION</b>									
Conservative Party of Canada	0%	15%	25%	10%	1%	3%	46%	929	3.2
Liberal Party of Canada	11%	0%	56%	12%	3%	1%	17%	556	4.2
NDP	14%	36%	0%	21%	10%	2%	18%	710	3.7
Green Party	8%	23%	41%	0%	3%	7%	18%	143	8.2
Bloc Quebecois	5%	17%	47%	13%	0%	1%	16%	192	7.1
Undecided	21%	6%	14%	13%	3%	0%	44%	43	14.9



### 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>22%</b>	<b>22%</b>	<b>56%</b>	<b>2738</b>	<b>1.9</b>
<b>REGION</b>					
British Columbia	24%	21%	55%	293	5.7
Alberta	17%	17%	66%	312	5.6
Saskatchewan/Manitoba	14%	23%	63%	212	6.7
Ontario	21%	18%	62%	933	3.2
Quebec	28%	29%	44%	780	3.5
Atlantic Canada	24%	26%	50%	208	6.8
<b>GENDER</b>					
Male	18%	20%	63%	1460	2.6
Female	26%	24%	50%	1278	2.7
<b>AGE</b>					
<25	26%	15%	60%	177	7.4
25-44	28%	20%	52%	769	3.5
45-64	20%	23%	57%	1146	2.9
65+	13%	28%	59%	646	3.9
<b>EDUCATION</b>					
High school or less	23%	24%	54%	700	3.7
College or CEGEP	24%	23%	54%	832	3.4
University or higher	21%	20%	59%	1206	2.8
<b>CURRENT VOTE INTENTION</b>					
Conservative Party of Canada	14%	17%	68%	929	3.2
Liberal Party of Canada	22%	26%	53%	556	4.2
NDP	19%	23%	58%	710	3.7
Green Party	35%	19%	46%	143	8.2
Bloc Quebecois	23%	25%	52%	192	7.1
Undecided	44%	19%	37%	43	14.9



### **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>70%</b>	<b>12%</b>	<b>18%</b>	<b>2738</b>	<b>1.9</b>
<b>REGION</b>					
British Columbia	68%	14%	19%	293	5.7
Alberta	73%	10%	16%	312	5.6
Saskatchewan/Manitoba	69%	13%	18%	212	6.7
Ontario	72%	12%	16%	933	3.2
Quebec	66%	13%	21%	780	3.5
Atlantic Canada	70%	13%	16%	208	6.8
<b>GENDER</b>					
Male	73%	12%	16%	1460	2.6
Female	67%	13%	20%	1278	2.7
<b>AGE</b>					
<25	70%	13%	17%	177	7.4
25-44	68%	14%	18%	769	3.5
45-64	70%	12%	18%	1146	2.9
65+	73%	10%	17%	646	3.9
<b>EDUCATION</b>					
High school or less	70%	11%	19%	700	3.7
College or CEGEP	68%	12%	19%	832	3.4
University or higher	71%	13%	16%	1206	2.8
<b>CURRENT VOTE INTENTION</b>					
Conservative Party of Canada	78%	9%	13%	929	3.2
Liberal Party of Canada	72%	13%	15%	556	4.2
NDP	67%	14%	19%	710	3.7
Green Party	60%	15%	26%	143	8.2
Bloc Quebecois	73%	10%	17%	192	7.1
Undecided	78%	11%	12%	43	14.9



### 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>82%</b>	<b>8%</b>	<b>7%</b>	<b>2%</b>	<b>2738</b>	<b>1.9</b>
<b>REGION</b>						
British Columbia	85%	9%	5%	1%	293	5.7
Alberta	85%	7%	5%	3%	312	5.6
Saskatchewan/Manitoba	78%	14%	6%	2%	212	6.7
Ontario	82%	7%	8%	2%	933	3.2
Quebec	81%	9%	7%	3%	780	3.5
Atlantic Canada	81%	9%	7%	4%	208	6.8
<b>GENDER</b>						
Male	85%	7%	6%	2%	1460	2.6
Female	80%	9%	8%	3%	1278	2.7
<b>AGE</b>						
<25	72%	7%	15%	6%	177	7.4
25-44	78%	11%	9%	3%	769	3.5
45-64	85%	8%	5%	2%	1146	2.9
65+	92%	4%	3%	1%	646	3.9
<b>EDUCATION</b>						
High school or less	76%	9%	10%	4%	700	3.7
College or CEGEP	81%	9%	7%	3%	832	3.4
University or higher	87%	7%	5%	1%	1206	2.8
<b>CURRENT VOTE INTENTION</b>						
Conservative Party of Canada	88%	7%	5%	1%	929	3.2
Liberal Party of Canada	86%	7%	6%	1%	556	4.2
NDP	84%	9%	5%	2%	710	3.7
Green Party	75%	12%	9%	4%	143	8.2
Bloc Quebecois	82%	10%	7%	1%	192	7.1
Undecided	62%	7%	16%	15%	43	14.9

## 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 24-26, 2011. In total, a random sample of 2,792 Canadians aged 18 and over responded to the survey (including a sub-sample of 2,573 decided voters). The margin of error associated with the total sample is +/-1.9 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.