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## ***HOLD ON TO YOUR HATS! CAMPAIGN 41 DRAWING TO A HEART STOPPING CONCLUSION***

[Ottawa – May 1, 2011] – In what has been the most exciting federal election in many years, Campaign 41 is drawing to an exciting and as yet unclear conclusion. The Conservatives are at 34.6 points, while the NDP is three points back at 31.4 and the Liberals at 20.4. The Green Party is at 6.3 and the Bloc have dropped further to a modern low of 5.4 points nationally and a mere 22.8 points in Quebec. Of those who are “certain to vote”, things are tighter still with the Conservative lead reduced to a scant 2.4% (34.8 vs. 32.4, which is statistically insignificant). The Green Party is reduced to 5.6 points and all other parties remain unaffected.

Using these numbers, and we will reserve the final forecast until later this evening, we would see a Conservative minority where the NDP were within 20 seats and the NDP and the Liberals combined would have a narrow majority between them. This means that if there was common will between the NDP and the Liberals, they would have both the legal (and according to our recent polling on the topic) the moral authority to swiftly dispatch Stephen Harper’s Conservative Party.

There are, however, some final movements which could alter the final configuration of the next parliament. At the top of the list are younger and women voters. Although these voters have moved dramatically to the NDP, they are still somewhat less committed to their choices. There is, however, little evidence that they are actually likely to move as their second choices (Liberals and Greens are fading). Ontario remains crucial and there may be evidence of a late strengthening of Conservative support (possibly due to the leak of the massage incident).

It is also the case that there is massive vote splitting which favours the Conservative Party. It is notable that the Conservatives are ticketed to do much better than they did in 2006 but with a significantly lower share of the popular vote.

Quebec is abandoning the Bloc Quebecois even further and the NDP could virtually sweep that

### HIGHLIGHTS

- **National federal vote intention:**
  - ☒ **34.6% CPC**
  - ☒ **31.4% NDP**
  - ☒ **20.4% LPC**
  - ☒ **6.3% Green**
  - ☒ **5.4% BQ**
  - ☒ **1.8% other**
- **National federal vote intention (committed voters only):**
  - ☒ **34.8% CPC**
  - ☒ **32.4% NDP**
  - ☒ **20.4% LPC**
  - ☒ **5.6% Green**
  - ☒ **5.7% BQ**
  - ☒ **1.2% other**
- **Direction of country:**
  - ☒ **49.1% right direction**
  - ☒ **40.1% wrong direction**
  - ☒ **10.8% DK/NR**
- **Direction of government:**
  - ☒ **44.8% right direction**
  - ☒ **45.8% wrong direction**
  - ☒ **9.5% DK/NR**

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



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province in a breathtaking development. Collectively, Quebeckers are most responsible for what will be a dramatically different Parliament. A key remaining question is whether the final vote will all show up. The Conservatives are certain to do so and the NDP voters say they are equally resolved. However, the resolve of the Conservative supporters is proven while the NDP vote a little less so. Offsetting that potential advantage, however, is that most of the remaining softer vote (i.e., women, younger voters, dispirited Liberal and Bloc supporters, and quite significantly the one million odd Green voters) is much more likely to turn NDP than to any other choice. The NDP ceiling is now 55 points, fully 11 points above the Conservative Party.

British Columbia shows a strong Conservative base but also a remarkable rise in NDP support and the party now leads insignificantly there. There have been no real changes in Alberta and Saskatchewan, but the NDP may well be on the rise in Manitoba. Ontario is showing the Conservative Party widening its lead slightly but mostly due to a saw off in the now tied NDP-Liberal race. Quebec is painting itself orange in a remarkable display of unanimity. The Atlantic provinces remain locked in a tight three-way struggle but the NDP are showing a late spurt there which has placed them in the lead.

We are going to take the unprecedented step of interviewing on the final day of the campaign. We are also going to apply a sophisticated multivariate commitment index to try and focus as accurately as possible on those who have or will actually vote. Coupling the latest data and these refinements to focusing on those most likely to vote, we will offer our final forecast tonight around 10 pm.

Right now, it appears as if Canadians are going to elect a conservative minority with the NDP close behind. At this stage, our best guess is that the combined opposition forces, without the Bloc Quebecois, would have a majority of seats in this new parliament which could ring a death knell for Stephen Harper's Conservative government.



## Daily Tracking:

### Tracking Federal Vote Intention

BASE: Decided Voters	2008 Vote	Pre-Writ	End of Week Results				Week 5					May 1
	Mar. 25	Wk1	Wk 2	Wk 3	Wk 4	Apr. 25	Apr. 26	Apr. 27	Apr. 28	Apr. 29		
<b>Conservative</b>	37.6	35.3	36.9	36.2	35.2	34.4	33.7	33.9	34.0	34.8	34.5	34.6
<b>NDP</b>	18.2	14.2	17.2	16.6	18.5	24.7	28.0	27.9	28.1	27.5	29.7	31.4
<b>Liberal</b>	26.2	28.1	26.2	27.7	27.8	24.7	23.7	24.0	22.9	22.3	20.0	20.4
<b>Green</b>	6.8	10.6	8.7	8.5	9.0	7.8	7.2	6.8	6.5	6.8	6.9	6.3
<b>Bloc Québécois</b>	10.0	9.7	8.5	8.3	7.7	6.5	6.2	6.0	6.6	6.1	6.3	5.4
<b>Other</b>	1.2	2.1	2.5	2.8	1.9	1.9	1.2	1.4	1.9	2.5	2.7	1.8

### British Columbia

BASE: Decided Voters	2008 Vote	Pre-Writ	End of Week Results				Week 5					May 1
	Mar. 25	Wk1	Wk 2	Wk 3	Wk 4	Apr. 25	Apr. 26	Apr. 27	Apr. 28	Apr. 29		
<b>Conservative</b>	44.3	34.6	38.0	34.6	29.1	36.5	34.9	33.6	34.9	35.7	36.3	36.3
<b>NDP</b>	26.1	20.5	19.9	20.2	30.8	26.9	30.4	28.5	28.6	28.6	30.5	36.5
<b>Liberal</b>	19.5	22.4	24.1	26.1	22.5	20.8	24.5	24.7	23.4	19.5	15.3	15.3
<b>Green</b>	9.4	19.7	14.0	15.1	15.8	12.5	9.7	11.7	11.0	13.4	12.5	9.3
<b>Other</b>	0.8	2.7	4.0	4.0	1.7	3.3	0.6	1.5	2.1	2.9	5.5	2.6

### Alberta

BASE: Decided Voters	2008 Vote	Pre-Writ	End of Week Results				Week 5					May 1
	Mar. 25	Wk1	Wk 2	Wk 3	Wk 4	Apr. 25	Apr. 26	Apr. 27	Apr. 28	Apr. 29		
<b>Conservative</b>	64.7	48.3	57.2	63.9	63.9	53.3	57.5	59.9	61.2	60.8	57.2	59.1
<b>NDP</b>	12.7	3.9	17.6	11.4	11.2	18.9	18.8	16.9	18.9	17.8	19.5	18.4
<b>Liberal</b>	11.4	31.9	17.1	13.7	17.8	14.2	17.3	15.8	12.6	11.6	12.3	13.7
<b>Green</b>	8.8	14.2	6.5	8.5	5.3	12.5	5.5	6.1	6.1	8.1	9.5	7.4
<b>Other</b>	2.5	1.8	1.7	2.4	1.8	1.1	1.0	1.3	1.2	1.8	1.4	1.4



## Saskatchewan/Manitoba

BASE: Decided Voters	2008 Vote	Pre-Writ	End of Week Results				Week 5					May 1
	Mar. 25	Wk1	Wk 2	Wk 3	Wk 4	Apr. 25	Apr. 26	Apr. 27	Apr. 28	Apr. 29		
<b>Conservative</b>	51.2	51.7	41.8	50.8	50.7	37.5	48.2	51.3	46.9	46.2	47.4	46.5
<b>NDP</b>	24.7	20.3	23.7	18.6	20.8	34.7	20.5	24.4	24.0	27.3	25.7	30.1
<b>Liberal</b>	17.1	20.7	27.1	21.6	18.0	17.9	21.3	16.5	20.0	19.4	16.8	13.5
<b>Green</b>	6.2	5.6	6.0	5.1	7.9	8.9	8.4	6.5	7.5	5.7	7.4	7.6
<b>Other</b>	0.7	1.7	1.4	3.9	2.6	1.0	1.6	1.2	1.5	1.5	2.7	2.3

## Ontario

BASE: Decided Voters	2008 Vote	Pre-Writ	End of Week Results				Week 5					May 1
	Mar. 25	Wk1	Wk 2	Wk 3	Wk 4	Apr. 25	Apr. 26	Apr. 27	Apr. 28	Apr. 29		
<b>Conservative</b>	39.2	38.7	41.6	39.6	38.9	38.1	37.7	37.1	38.0	39.9	38.9	39.8
<b>NDP</b>	18.2	16.3	15.5	14.5	13.4	19.5	22.8	22.8	24.4	22.8	26.2	26.2
<b>Liberal</b>	33.8	33.4	32.2	35.3	37.0	34.0	31.1	31.6	29.0	28.4	26.6	26.7
<b>Green</b>	8.0	9.7	8.4	8.1	9.4	6.3	7.6	7.1	7.0	6.5	6.5	6.3
<b>Other</b>	0.8	2.0	2.2	2.5	1.3	2.2	0.7	1.4	1.7	2.4	1.9	0.9

## Quebec

BASE: Decided Voters	2008 Vote	Pre-Writ	End of Week Results				Week 5					May 1
	Mar. 25	Wk1	Wk 2	Wk 3	Wk 4	Apr. 25	Apr. 26	Apr. 27	Apr. 28	Apr. 29		
<b>Conservative</b>	21.7	18.5	18.9	16.7	17.9	18.4	14.7	15.9	14.9	13.8	13.6	14.6
<b>NDP</b>	12.2	12.8	14.7	18.6	22.1	31.4	38.7	38.2	37.2	37.2	39.6	39.9
<b>Liberal</b>	23.8	18.0	19.1	22.7	20.5	15.5	13.1	16.0	14.7	16.7	13.0	15.2
<b>Green</b>	3.5	8.6	8.0	6.5	6.8	5.6	6.4	4.4	4.2	4.2	4.3	4.5
<b>Bloc Québécois</b>	38.1	39.7	36.0	33.0	31.0	27.2	25.2	24.4	27.0	25.4	26.2	22.8
<b>Other</b>	0.8	2.3	3.3	2.6	1.7	1.8	1.9	1.1	1.9	2.6	3.2	3.0



## Atlantic Canada

BASE: Decided Voters	2008 Vote	Pre-Writ	End of Week Results				Week 5					May 1
	Mar. 25	Wk1	Wk 2	Wk 3	Wk 4	Apr. 25	Apr. 26	Apr. 27	Apr. 28	Apr. 29		
<b>Conservative</b>	29.6	41.4	34.1	36.4	30.9	33.5	28.1	27.2	24.9	28.9	32.2	24.4
<b>NDP</b>	26.0	6.8	22.8	20.3	19.4	26.3	34.9	37.5	34.0	32.0	32.2	41.3
<b>Liberal</b>	35.0	43.9	33.2	32.3	36.2	32.8	29.7	28.2	34.4	31.5	29.3	28.3
<b>Green</b>	6.0	6.0	8.8	9.2	8.2	7.0	5.4	4.9	3.3	4.2	4.0	4.2
<b>Other</b>	3.3	1.9	1.0	1.6	5.3	0.4	2.0	2.2	3.4	3.4	2.4	1.8

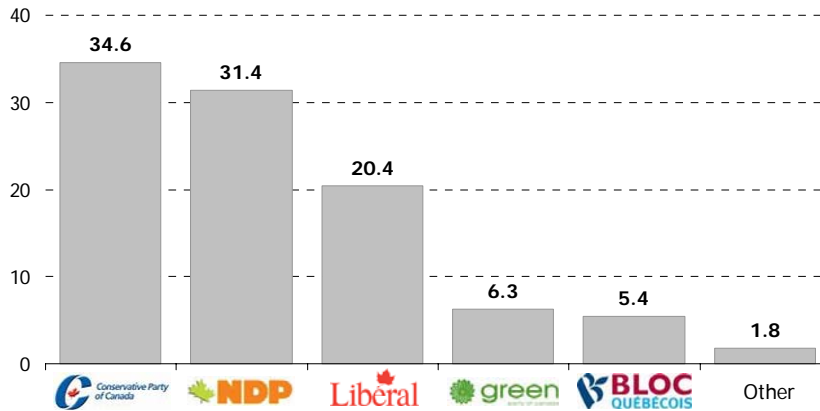


## Top Line Results:

### 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 9.6% of Canadians are undecided/ineligible to vote.

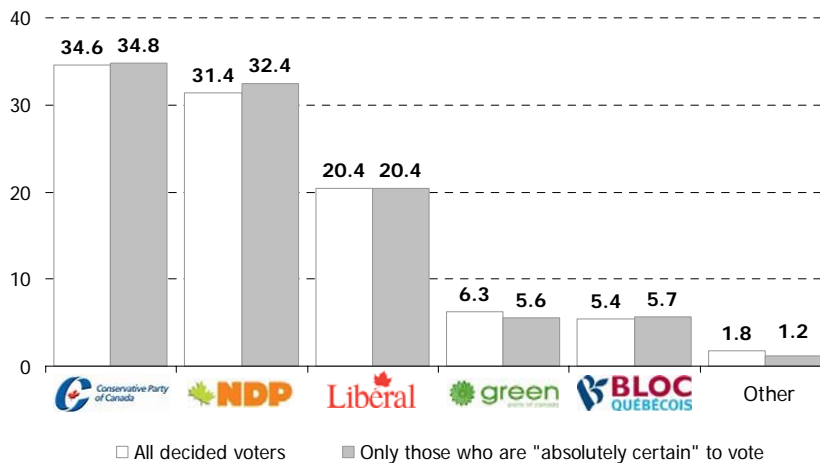
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BASE: Decided voters; April 28-30, 2011 (n=2,988)

### Vote intention by likelihood of voting



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



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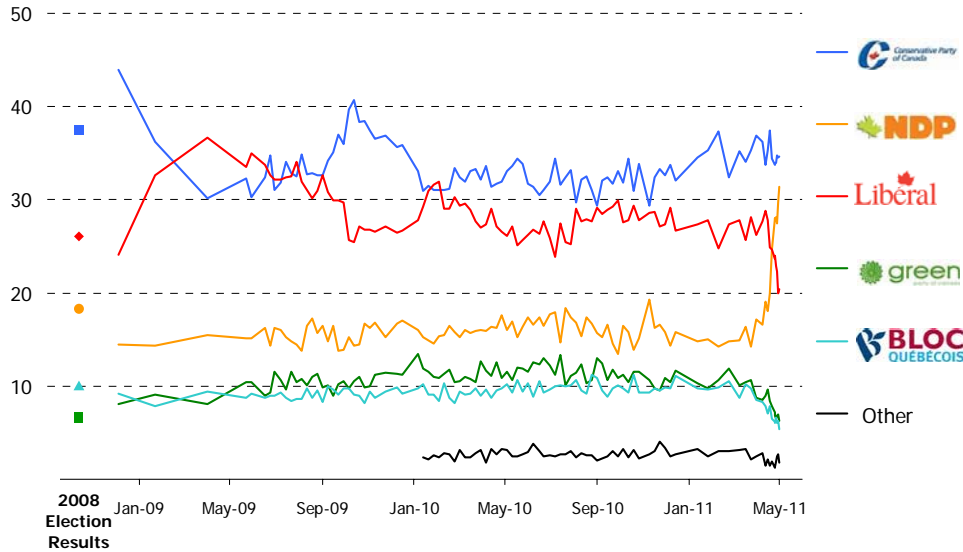
BASE: Decided voters; April 28-30, 2011 (n=2,988)



## 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 9.6% of Canadians are undecided/ineligible to vote.

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BASE: Decided voters; most recent data point April 28-30, 2011 (n=2,988)

## 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
	34.6	77.6	6.1	11.2	8.3	2.9
	31.4	13.4	78.4	29.6	32.6	33.8
	20.4	5.9	8.9	53.0	16.4	5.8
	6.3	1.7	4.9	4.1	39.5	2.9
	5.4	0.4	0.6	1.4	1.0	50.1
Other	1.8	1.0	1.0	0.7	2.0	4.5

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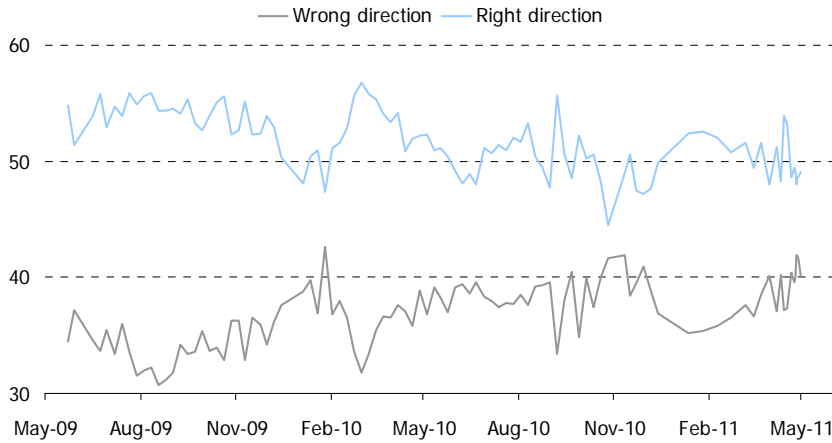
BASE: Decided voters; April 28-30, 2011 (n=2,988)



### Direction of country



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



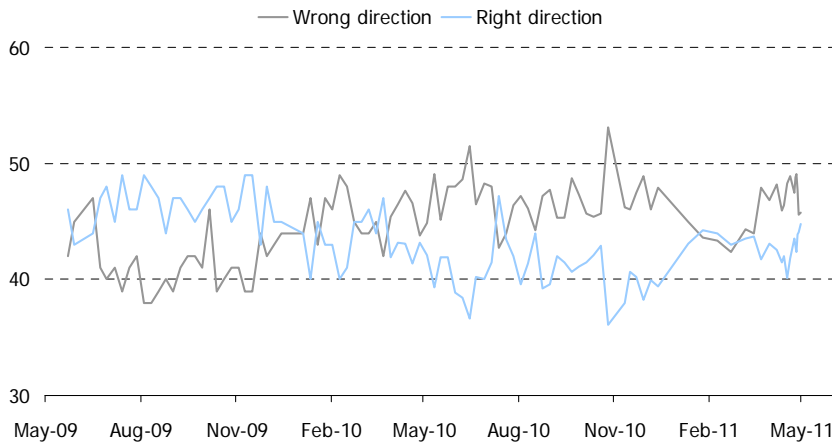
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BASE: Canadians; most recent data point April 28-30, 2011 (n=half sample)

### 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 28-30, 2011 (n=half sample)





## Second choice



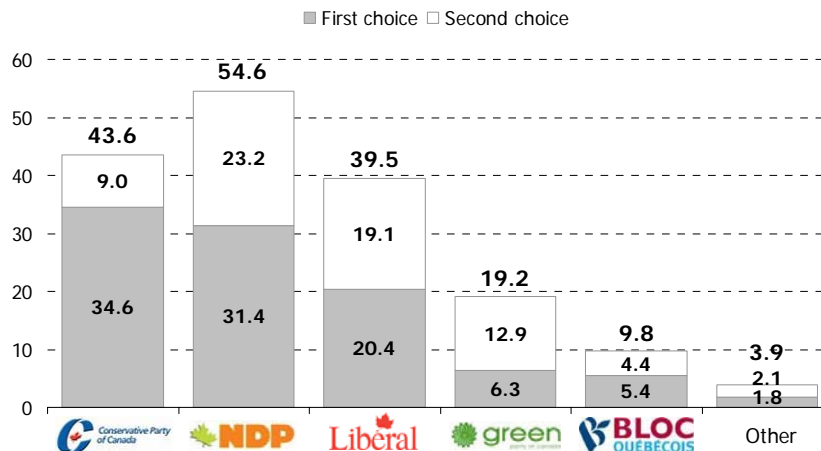
Q. Which party would be your second choice?

SECOND CHOICE	Second Choice (overall)	FIRST CHOICE					
		CPC	NDP	LPC	GP	BQ	Other
Conservative Party of Canada	9.0	--	15.3	13.2	16.2	6.7	14.5
NDP	23.2	22.9	--	53.9	33.0	48.7	11.0
Liberal	19.1	17.7	37.0	--	17.0	11.5	8.3
green party of canada	12.9	9.0	20.5	13.0	--	9.8	16.4
BLOC QUÉBÉCOIS	4.4	0.7	8.9	2.9	5.9	--	13.6
Other	2.1	2.5	1.8	0.8	2.7	1.9	--
No second choice	29.4	47.2	16.6	16.3	25.0	21.4	36.2

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BASE: Eligible voters; April 28-30, 2011 (n=3,194)

## Party ceilings (first & second choice combined)

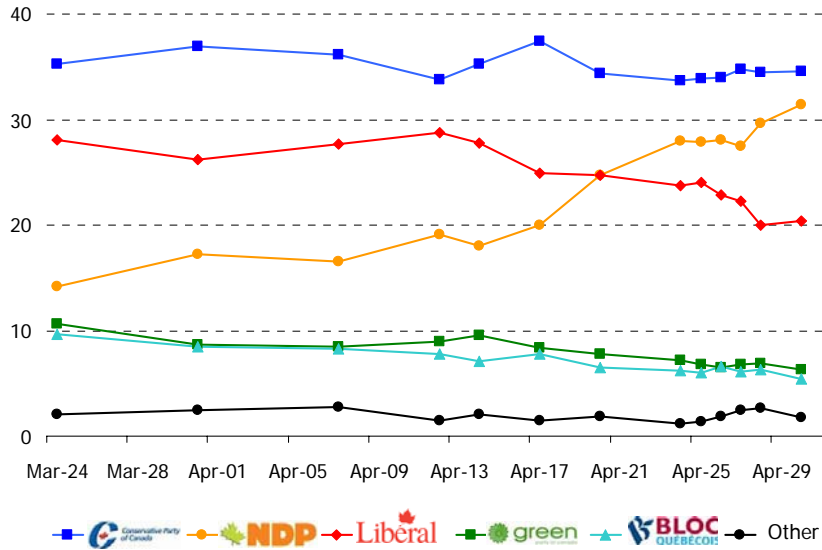


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## Federal vote intention



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 9.6% of Canadians are undecided/ineligible to vote.

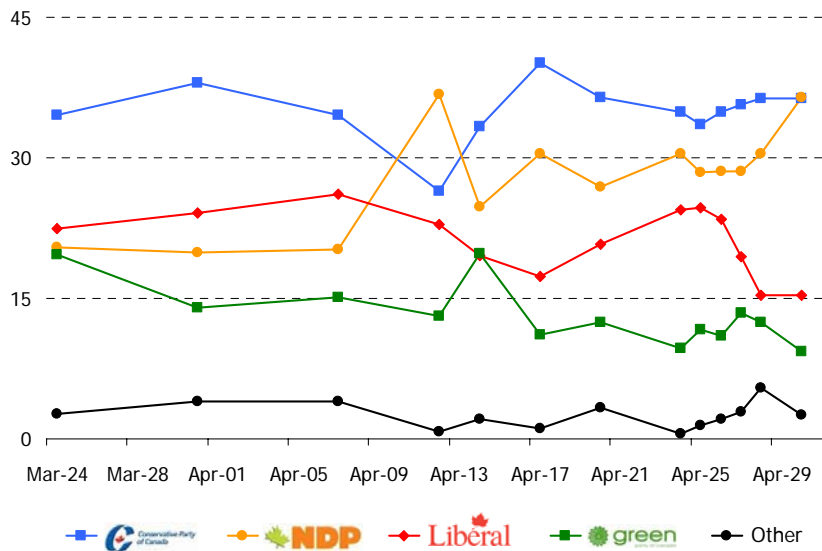
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BASE: Decided voters; most recent data point April 28-30, 2011 (n=2,988)

## 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 9.2% of British Columbians are undecided/ineligible to vote.

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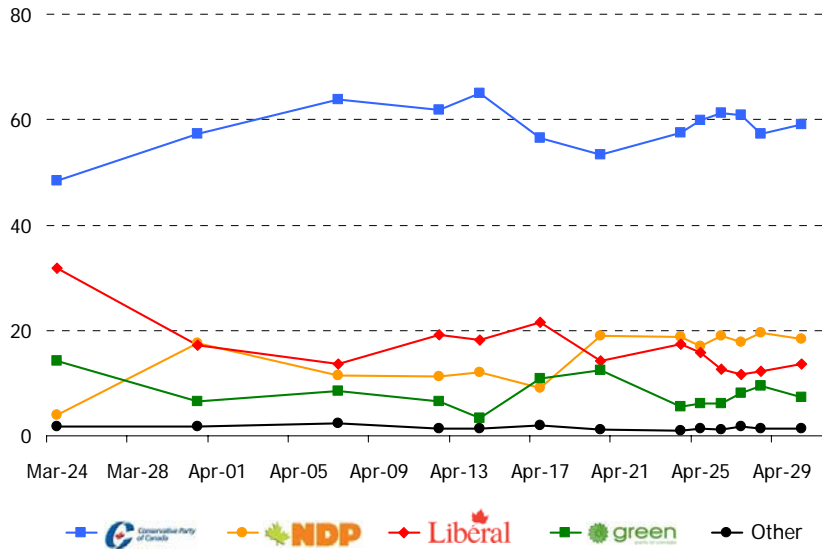
BASE: Decided voters in British Columbia; most recent data point April 28-30, 2011 (n=398)



### 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 7.7% of Albertans are undecided/ineligible to vote.

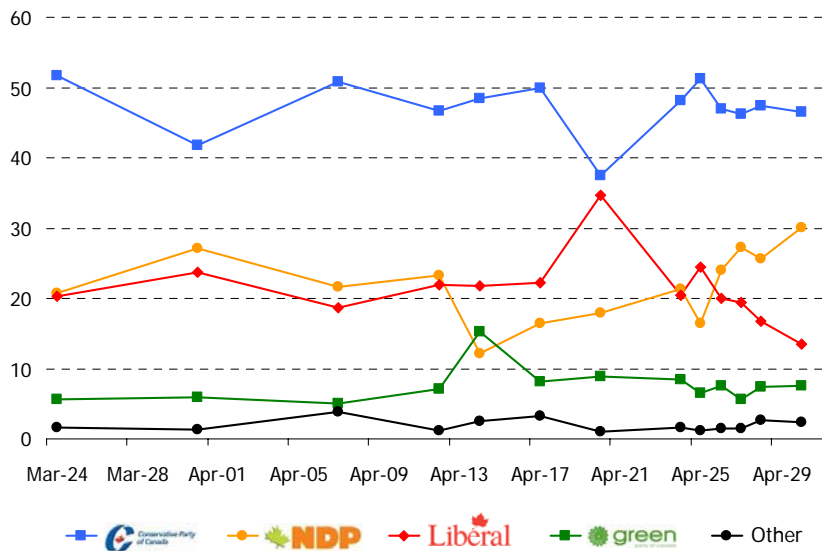
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BASE: Decided voters in Alberta; most recent data point April 28-30, 2011 (n=264)

### 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 10.7% of Saskatchewanians and Manitobans are undecided/ineligible to vote.

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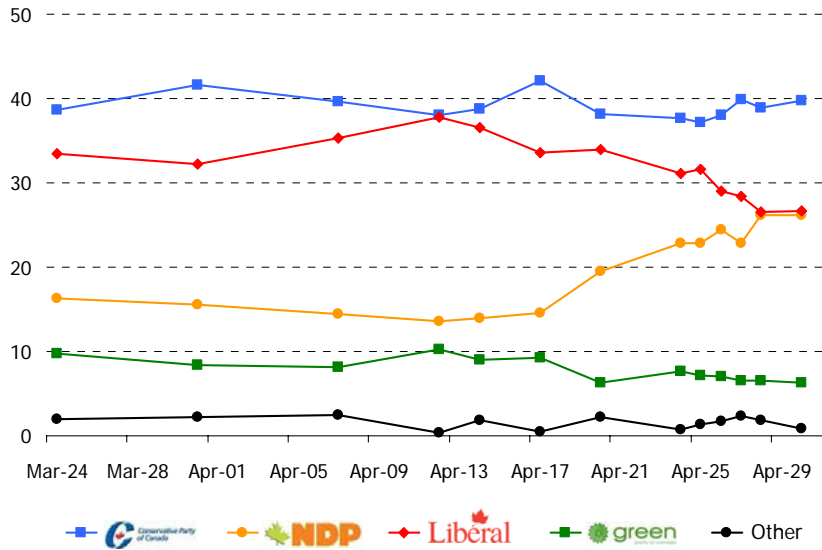
BASE: Decided voters in Saskatchewan/Manitoba; most recent data point April 28-30, 2011 (n=165)



## 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 7.2% of Ontarians are undecided/ineligible to vote.

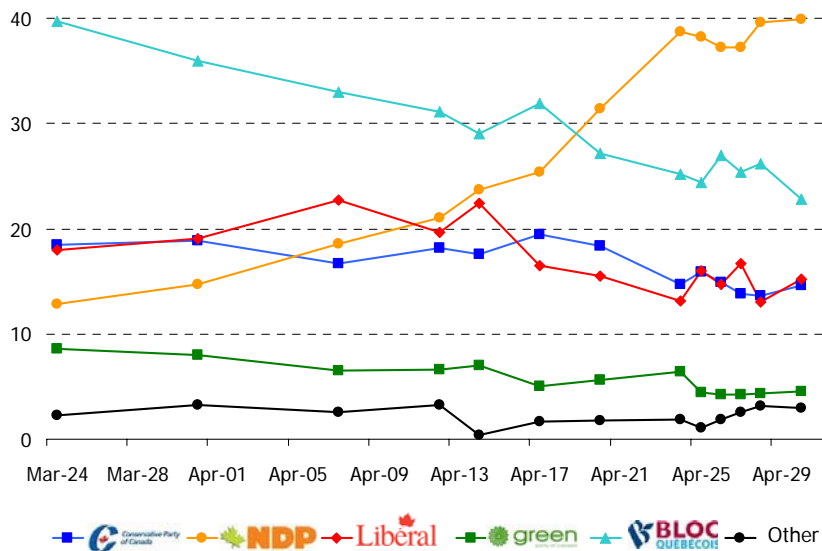
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BASE: Decided voters in Ontario; most recent data point April 28-30, 2011 (n=1,098)

## Federal vote intention: Quebec



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



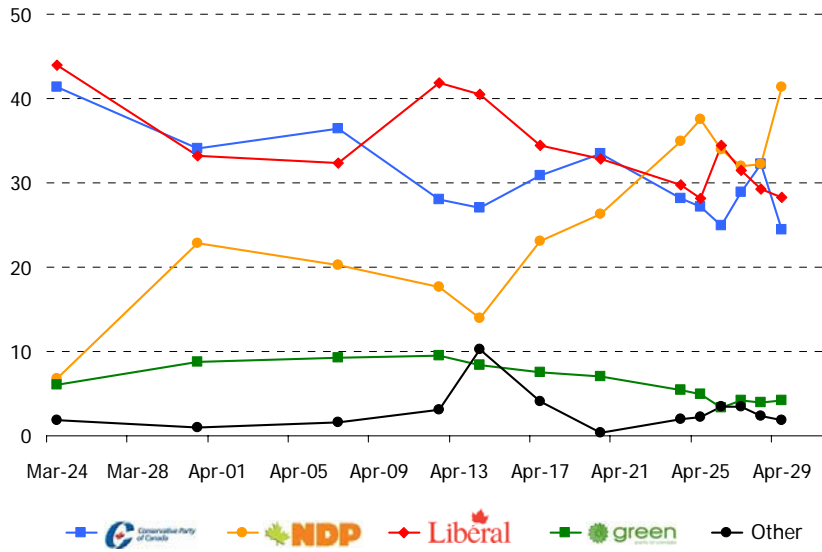
Note: The data on federal vote intention are based on decided and leaning voters only. Our survey also finds that 13.8% of Quebecers are undecided/ineligible to vote.

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BASE: Decided voters in Quebec; most recent data point April 28-30, 2011 (n=800)

## 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 10.4% of Atlantic Canadians are undecided/ineligible to vote.

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BASE: Decided voters in Atlantic Canada; most recent data point April 28-30, 2011 (n=263)

## 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>; 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

*Note that the formula for this index has changed since our last report (released April 29). We felt that awarding points for supporting the same party as in 2008 would unfairly penalise the NDP, who have more than doubled their support since the last election. As such, "voter retention" is no longer factored into the 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.

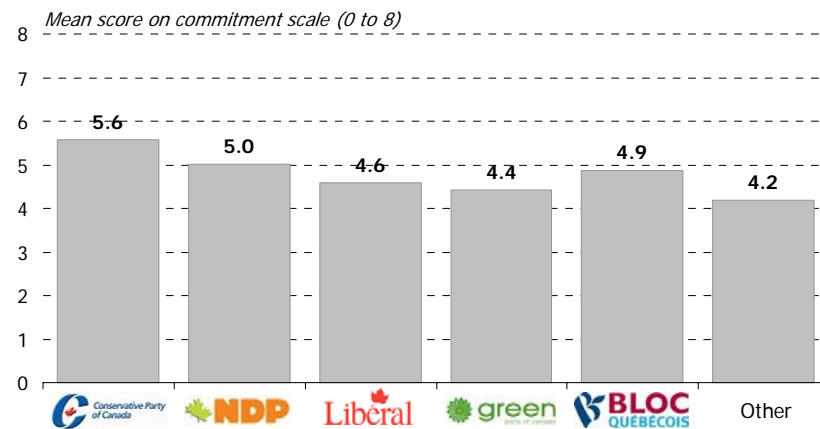
***How certain are you to vote in the next federal election?***

- 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.

***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



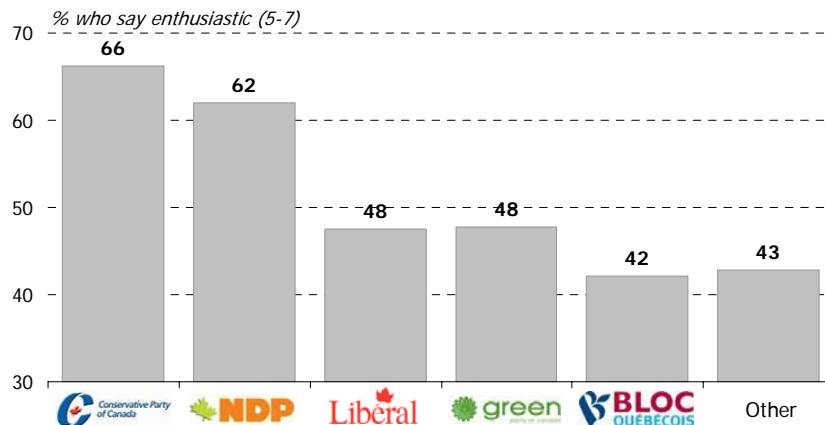
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BASE: Eligible voters; April 28-30, 2011 (n=3,194)

## Voter enthusiasm



Q. How enthusiastic are you about your current choice?



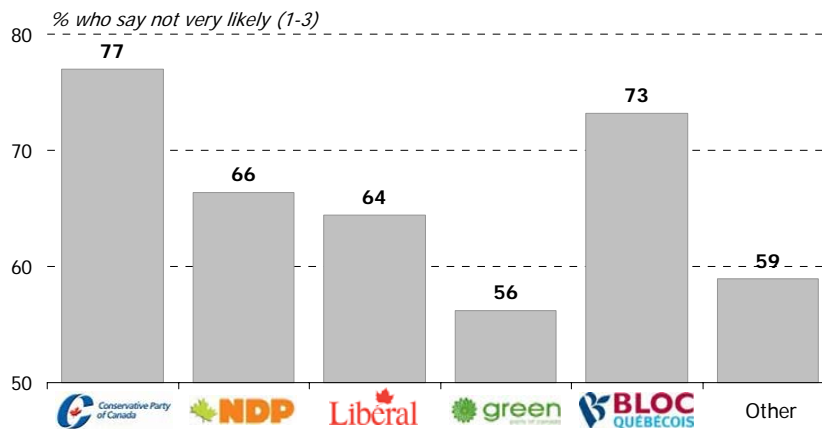
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BASE: Eligible voters; April 28-30, 2011 (n=3,194)



## 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?

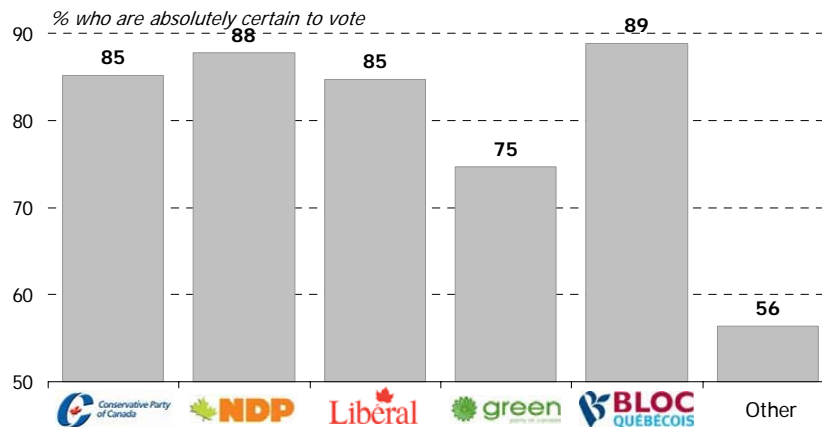


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BASE: Eligible voters; April 28-30, 2011 (n=3,194)

## Likelihood to vote

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



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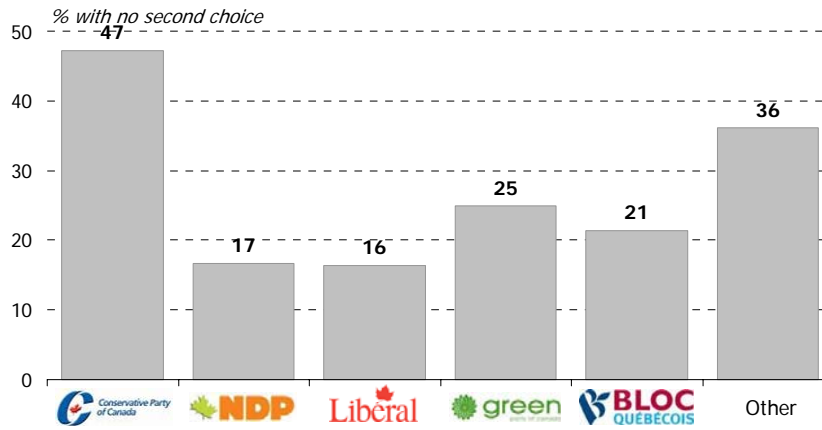
BASE: Eligible voters; April 28-30, 2011 (n=3,194)








## Unwillingness to consider other parties



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








**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>34.6%</b>	<b>20.4%</b>	<b>31.4%</b>	<b>6.3%</b>	<b>5.4%</b>	<b>1.8%</b>	<b>2988</b>	<b>1.8</b>
<b>REGION</b>								
British Columbia	36.3%	15.3%	36.5%	9.3%	0.0%	2.6%	398	4.9
Alberta	59.1%	13.7%	18.4%	7.4%	0.0%	1.4%	264	6.0
Saskatchewan/Manitoba	46.5%	13.5%	30.1%	7.6%	0.0%	2.3%	165	7.6
Ontario	39.8%	26.7%	26.2%	6.3%	0.0%	0.9%	1098	3.0
Quebec	14.6%	15.2%	39.9%	4.5%	22.8%	3.0%	800	3.5
Atlantic Canada	24.4%	28.3%	41.3%	4.2%	0.0%	1.8%	263	6.0
<b>GENDER</b>								
Male	39.4%	18.9%	29.5%	5.4%	5.3%	1.6%	1597	2.5
Female	30.0%	21.9%	33.3%	7.2%	5.5%	2.1%	1391	2.6
<b>AGE</b>								
<25	22.7%	23.4%	33.4%	12.6%	4.0%	3.8%	187	7.2
25-44	31.3%	20.1%	33.8%	6.2%	6.8%	1.8%	818	3.4
45-64	36.8%	19.6%	31.6%	5.8%	5.3%	1.1%	1257	2.8
65+	43.8%	21.0%	25.2%	4.0%	3.7%	2.3%	726	3.6
<b>EDUCATION</b>								
High school or less	38.7%	16.8%	27.4%	7.6%	6.7%	2.8%	771	3.5
College or CEGEP	38.8%	16.0%	33.0%	4.8%	4.8%	2.5%	894	3.3
University or higher	29.8%	25.2%	32.5%	6.6%	5.1%	0.9%	1323	2.7
<b>METROPOLITAN CANADA</b>								
Vancouver	42.7%	16.2%	36.8%	3.7%	0.0%	0.6%	119	9.0
Calgary	65.9%	14.9%	12.3%	5.3%	0.0%	1.7%	86	10.6
Toronto	36.7%	33.7%	23.6%	4.7%	0.0%	1.3%	326	5.4
Ottawa	44.0%	33.9%	18.4%	3.7%	0.0%	0.0%	130	8.6
Montreal	12.1%	15.2%	42.3%	3.1%	24.9%	2.5%	318	5.5





### 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>36.3%</b>	<b>15.3%</b>	<b>36.5%</b>	<b>9.3%</b>	<b>2.6%</b>	<b>398</b>	<b>4.9</b>
<b>GENDER</b>							
Male	40.3%	14.9%	33.9%	7.9%	3.0%	228	6.5
Female	33.9%	12.6%	38.9%	12.2%	2.4%	170	7.5
<b>AGE</b>							
<25	16.2%	16.2%	38.6%	15.2%	13.7%	22	20.9
25-44	36.7%	13.6%	36.4%	11.2%	2.1%	96	10.0
45-64	37.0%	15.5%	39.2%	7.8%	0.5%	180	7.3
65+	50.1%	9.1%	29.4%	9.4%	2.1%	100	9.8
<b>EDUCATION</b>							
High school or less	42.9%	10.9%	32.8%	9.7%	3.8%	90	10.3
College or CEGEP	44.0%	5.3%	40.1%	6.3%	4.3%	126	8.7
University or higher	29.6%	21.1%	35.4%	12.9%	1.1%	182	7.3

### Federal Vote Intention – Alberta





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

					Other	Sample Size	Margin of Error (+/-)
<b>OVERALL</b>	<b>59.1%</b>	<b>13.7%</b>	<b>18.4%</b>	<b>7.4%</b>	<b>1.4%</b>	<b>264</b>	<b>6.0</b>
<b>GENDER</b>							
Male	65.5%	14.3%	14.1%	6.1%	0.0%	142	8.2
Female	54.9%	13.4%	21.5%	7.9%	2.4%	122	8.9
<b>AGE</b>							
<25	64.9%	17.6%	8.8%	8.8%	0.0%	12	28.3
25-44	55.4%	13.4%	21.0%	8.4%	1.8%	59	12.8
45-64	61.3%	13.7%	17.9%	7.0%	0.0%	129	8.6
65+	64.0%	12.6%	16.8%	3.3%	3.3%	64	12.3
<b>EDUCATION</b>							
High school or less	70.5%	9.9%	10.7%	6.3%	2.6%	67	12.0
College or CEGEP	66.3%	13.0%	15.5%	4.4%	0.9%	84	10.7
University or higher	49.9%	16.6%	23.5%	9.4%	0.6%	113	9.2







### **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>46.5%</b>	<b>13.5%</b>	<b>30.1%</b>	<b>7.6%</b>	<b>2.3%</b>	<b>165</b>	<b>7.6</b>
<b>GENDER</b>							
Male	44.6%	14.7%	35.2%	3.2%	2.3%	93	10.2
Female	40.6%	8.2%	36.7%	11.1%	3.4%	72	11.6
<b>AGE</b>							
<25	0.0%	22.7%	77.3%	0.0%	0.0%	4	49.0
25-44	49.8%	5.7%	32.1%	6.7%	5.7%	35	16.6
45-64	45.2%	10.6%	31.1%	11.5%	1.6%	74	11.4
65+	49.0%	16.8%	28.6%	3.9%	1.6%	52	13.6
<b>EDUCATION</b>							
High school or less	49.7%	4.0%	33.8%	7.5%	4.9%	48	14.1
College or CEGEP	43.2%	19.2%	29.3%	4.8%	3.5%	49	14.0
University or higher	36.8%	10.3%	43.2%	9.0%	0.8%	68	11.9

### **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>39.8%</b>	<b>26.7%</b>	<b>26.2%</b>	<b>6.3%</b>	<b>0.9%</b>	<b>1098</b>	<b>3.0</b>
<b>GENDER</b>							
Male	47.5%	23.6%	22.2%	6.0%	0.7%	605	4.0
Female	31.9%	29.7%	30.5%	6.9%	1.1%	493	4.4
<b>AGE</b>							
<25	30.5%	26.8%	25.9%	16.8%	0.0%	69	11.8
25-44	37.1%	24.8%	30.7%	6.7%	0.7%	304	5.6
45-64	42.0%	26.5%	26.1%	4.7%	0.7%	444	4.7
65+	45.1%	30.6%	18.7%	3.4%	2.2%	281	5.9
<b>EDUCATION</b>							
High school or less	43.6%	23.5%	21.5%	9.4%	2.0%	246	6.3
College or CEGEP	46.3%	20.6%	27.8%	4.5%	0.7%	300	5.7
University or higher	34.4%	31.2%	27.7%	6.2%	0.5%	552	4.2







### Federal Vote Intention – Quebec

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

						Other	Sample Size	Margin of Error (+/-)
<b>OVERALL</b>	<b>14.6%</b>	<b>15.2%</b>	<b>39.9%</b>	<b>4.5%</b>	<b>22.8%</b>	<b>3.0%</b>	<b>800</b>	<b>3.5</b>
<b>GENDER</b>								
Male	16.6%	12.2%	41.1%	3.2%	24.9%	2.1%	397	4.9
Female	13.9%	17.2%	38.9%	4.6%	21.9%	3.5%	403	4.9
<b>AGE</b>								
<25	9.9%	22.3%	36.5%	12.5%	12.2%	6.7%	65	12.2
25-44	13.7%	16.0%	40.0%	3.5%	24.4%	2.4%	265	6.0
45-64	14.0%	11.2%	42.1%	3.2%	26.6%	2.9%	309	5.6
65+	23.5%	14.5%	38.0%	1.1%	21.6%	1.3%	161	7.7
<b>EDUCATION</b>								
High school or less	14.5%	14.6%	34.4%	6.7%	26.5%	3.3%	238	6.4
College or CEGEP	14.7%	10.9%	47.7%	3.8%	18.6%	4.2%	249	6.2
University or higher	16.1%	17.7%	38.1%	1.9%	24.8%	1.4%	313	5.5

### 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>24.4%</b>	<b>28.3%</b>	<b>41.3%</b>	<b>4.2%</b>	<b>1.8%</b>	<b>263</b>	<b>6.0</b>
<b>GENDER</b>							
Male	26.6%	25.5%	43.0%	3.8%	1.0%	132	8.5
Female	27.0%	30.7%	35.0%	5.5%	1.8%	131	8.6
<b>AGE</b>							
<25	6.5%	40.9%	52.6%	0.0%	0.0%	15	25.3
25-44	30.4%	25.4%	37.2%	5.2%	1.8%	59	12.8
45-64	24.8%	28.1%	41.2%	5.0%	0.9%	121	8.9
65+	36.7%	25.3%	29.5%	5.7%	2.8%	68	11.9
<b>EDUCATION</b>							
High school or less	34.4%	22.0%	40.0%	1.8%	1.9%	82	10.8
College or CEGEP	32.0%	28.4%	30.5%	7.2%	1.8%	86	10.6
University or higher	16.5%	32.7%	45.4%	4.7%	0.7%	95	10.1


**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>49.1%</b>	<b>40.1%</b>	<b>10.8%</b>	<b>1617</b>	<b>2.4</b>
<b>REGION</b>					
British Columbia	50.8%	42.2%	7.0%	226	6.5
Alberta	70.9%	17.0%	12.1%	143	8.2
Saskatchewan/Manitoba	68.2%	19.2%	12.5%	83	10.8
Ontario	47.5%	40.8%	11.7%	553	4.2
Quebec	40.3%	49.6%	10.0%	468	4.5
Atlantic Canada	39.2%	47.7%	13.1%	144	8.2
<b>GENDER</b>					
Male	51.1%	39.9%	9.0%	826	3.4
Female	47.3%	40.3%	12.4%	791	3.5
<b>AGE</b>					
<25	47.9%	39.1%	13.1%	115	9.1
25-44	44.7%	44.0%	11.3%	445	4.7
45-64	52.2%	41.1%	6.7%	678	3.8
65+	52.4%	30.9%	16.7%	379	5.0
<b>EDUCATION</b>					
High school or less	50.0%	33.6%	16.4%	429	4.7
College or CEGEP	49.9%	39.2%	10.9%	483	4.5
University or higher	48.0%	44.5%	7.5%	705	3.7
<b>CURRENT VOTE INTENTION</b>					
Conservative Party of Canada	85.5%	10.4%	4.1%	514	4.3
Liberal Party of Canada	33.7%	48.5%	17.8%	282	5.8
NDP	31.1%	58.7%	10.2%	454	4.6
Green Party	29.7%	56.9%	13.4%	87	10.5
Bloc Quebecois	29.0%	67.3%	3.7%	97	10.0
Undecided	30.1%	49.1%	20.8%	27	18.9



### 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>44.8%</b>	<b>45.8%</b>	<b>9.5%</b>	<b>1651</b>	<b>2.4</b>
<b>REGION</b>					
British Columbia	44.9%	44.4%	10.7%	203	6.9
Alberta	63.5%	28.9%	7.6%	142	8.2
Saskatchewan/Manitoba	57.7%	34.9%	7.4%	99	9.9
Ontario	48.5%	42.6%	8.9%	615	4.0
Quebec	30.5%	59.0%	10.5%	446	4.6
Atlantic Canada	32.2%	56.4%	11.4%	146	8.1
<b>GENDER</b>					
Male	50.1%	43.5%	6.4%	885	3.3
Female	39.5%	48.1%	12.5%	766	3.5
<b>AGE</b>					
<25	38.6%	48.2%	13.1%	114	9.2
25-44	39.5%	51.9%	8.6%	475	4.5
45-64	49.2%	42.7%	8.1%	663	3.8
65+	51.1%	37.5%	11.4%	399	4.9
<b>EDUCATION</b>					
High school or less	47.6%	40.3%	12.1%	462	4.6
College or CEGEP	48.5%	41.4%	10.1%	489	4.4
University or higher	40.7%	51.8%	7.5%	700	3.7
<b>CURRENT VOTE INTENTION</b>					
Conservative Party of Canada	88.7%	7.6%	3.6%	549	4.2
Liberal Party of Canada	17.9%	71.9%	10.2%	296	5.7
NDP	26.5%	64.2%	9.4%	485	4.5
Green Party	31.9%	54.9%	13.2%	82	10.8
Bloc Quebecois	19.1%	76.4%	4.6%	91	10.3
Undecided	28.3%	44.7%	27.0%	24	20.0





## 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>19%</b>	<b>23%</b>	<b>13%</b>	<b>4%</b>	<b>2%</b>	<b>29%</b>	<b>3194</b>	<b>1.7</b>
<b>REGION</b>									
British Columbia	9%	21%	18%	20%	0%	2%	30%	420	4.8
Alberta	9%	18%	22%	7%	0%	2%	42%	277	5.9
Saskatchewan/Manitoba	8%	23%	21%	14%	0%	3%	32%	176	7.4
Ontario	8%	21%	25%	14%	0%	2%	31%	1141	2.9
Quebec	10%	14%	24%	11%	18%	2%	22%	893	3.3
Atlantic Canada	13%	23%	27%	10%	0%	2%	25%	287	5.8
<b>GENDER</b>									
Male	9%	20%	22%	13%	4%	2%	29%	1677	2.4
Female	9%	18%	24%	13%	5%	2%	30%	1517	2.5
<b>AGE</b>									
<25	11%	19%	21%	16%	8%	2%	24%	200	6.9
25-44	9%	19%	24%	15%	6%	2%	26%	891	3.3
45-64	9%	20%	24%	12%	3%	2%	30%	1331	2.7
65+	8%	18%	22%	10%	2%	3%	38%	772	3.5
<b>EDUCATION</b>									
High school or less	11%	15%	23%	10%	5%	2%	34%	853	3.4
College or CEGEP	10%	17%	20%	13%	4%	2%	33%	960	3.2
University or higher	7%	23%	25%	14%	4%	2%	24%	1381	2.6
<b>VOTE INTENTION</b>									
Conservative Party of Canada	0%	18%	23%	9%	1%	2%	47%	1063	3.0
Liberal Party of Canada	13%	0%	54%	13%	3%	1%	16%	578	4.1
NDP	15%	37%	0%	20%	9%	2%	17%	939	3.2
Green Party	16%	17%	33%	0%	6%	3%	25%	169	7.5
Bloc Quebecois	7%	11%	49%	10%	0%	2%	21%	188	7.2
Undecided	14%	8%	11%	16%	14%	0%	36%	51	13.7



### **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>20%</b>	<b>24%</b>	<b>55%</b>	<b>3194</b>	<b>1.7</b>
<b>REGION</b>					
British Columbia	19%	15%	65%	420	4.8
Alberta	17%	20%	63%	277	5.9
Saskatchewan/Manitoba	19%	20%	62%	176	7.4
Ontario	16%	25%	59%	1141	2.9
Quebec	29%	30%	41%	893	3.3
Atlantic Canada	19%	29%	52%	287	5.8
<b>GENDER</b>					
Male	19%	20%	61%	1677	2.4
Female	21%	28%	50%	1517	2.5
<b>AGE</b>					
<25	26%	17%	58%	200	6.9
25-44	22%	24%	54%	891	3.3
45-64	19%	25%	56%	1331	2.7
65+	16%	28%	55%	772	3.5
<b>EDUCATION</b>					
High school or less	23%	28%	48%	853	3.4
College or CEGEP	22%	25%	53%	960	3.2
University or higher	17%	22%	61%	1381	2.6
<b>CURRENT VOTE INTENTION</b>					
Conservative Party of Canada	13%	21%	66%	1063	3.0
Liberal Party of Canada	24%	29%	47%	578	4.1
NDP	14%	24%	62%	939	3.2
Green Party	28%	25%	48%	169	7.5
Bloc Quebecois	25%	33%	42%	188	7.2
Undecided	44%	13%	43%	51	13.7



### 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>68%</b>	<b>14%</b>	<b>18%</b>	<b>3194</b>	<b>1.7</b>
<b>REGION</b>					
British Columbia	69%	14%	17%	420	4.8
Alberta	70%	13%	17%	277	5.9
Saskatchewan/Manitoba	68%	12%	20%	176	7.4
Ontario	67%	15%	18%	1141	2.9
Quebec	69%	14%	17%	893	3.3
Atlantic Canada	64%	16%	19%	287	5.8
<b>GENDER</b>					
Male	71%	13%	16%	1677	2.4
Female	65%	16%	20%	1517	2.5
<b>AGE</b>					
<25	67%	14%	19%	200	6.9
25-44	66%	17%	17%	891	3.3
45-64	69%	13%	18%	1331	2.7
65+	69%	12%	19%	772	3.5
<b>EDUCATION</b>					
High school or less	70%	13%	17%	853	3.4
College or CEGEP	66%	16%	17%	960	3.2
University or higher	68%	14%	18%	1381	2.6
<b>CURRENT VOTE INTENTION</b>					
Conservative Party of Canada	77%	10%	13%	1063	3.0
Liberal Party of Canada	64%	17%	18%	578	4.1
NDP	66%	15%	18%	939	3.2
Green Party	56%	14%	30%	169	7.5
Bloc Quebecois	73%	14%	13%	188	7.2
Undecided	59%	15%	26%	51	13.7



### 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>83%</b>	<b>9%</b>	<b>6%</b>	<b>3%</b>	<b>3194</b>	<b>1.7</b>
<b>REGION</b>						
British Columbia	83%	7%	7%	4%	420	4.8
Alberta	80%	11%	8%	2%	277	5.9
Saskatchewan/Manitoba	86%	11%	2%	1%	176	7.4
Ontario	84%	8%	6%	2%	1141	2.9
Quebec	82%	9%	6%	3%	893	3.3
Atlantic Canada	79%	10%	8%	4%	287	5.8
<b>GENDER</b>						
Male	83%	8%	6%	3%	1677	2.4
Female	82%	9%	6%	2%	1517	2.5
<b>AGE</b>						
<25	66%	15%	12%	7%	200	6.9
25-44	80%	10%	7%	3%	891	3.3
45-64	88%	7%	4%	1%	1331	2.7
65+	86%	6%	5%	2%	772	3.5
<b>EDUCATION</b>						
High school or less	75%	10%	9%	6%	853	3.4
College or CEGEP	83%	10%	6%	2%	960	3.2
University or higher	87%	7%	4%	1%	1381	2.6
<b>CURRENT VOTE INTENTION</b>						
Conservative Party of Canada	85%	9%	5%	1%	1063	3.0
Liberal Party of Canada	85%	8%	5%	2%	578	4.1
NDP	88%	7%	4%	1%	939	3.2
Green Party	75%	11%	9%	6%	169	7.5
Bloc Quebecois	89%	6%	4%	1%	188	7.2
Undecided	56%	8%	24%	12%	51	13.7

## 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 28-30, 2011. In total, a random sample of 3,268 Canadians aged 18 and over responded to the survey (including a sub-sample of 2,988 decided voters). The margin of error associated with the total sample is +/-1.7 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.