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## APPROACHING MIDPOINT

*A DIFFERENT LANDSCAPE*

[Ottawa – April 12, 2013] – It has been more than three years since the erstwhile natural governing party has found itself in a lead of any sort in our polls. So even though it is an utterly insignificant 0.3 per cent lead, and even though the previous time they cracked the top of the charts was a Michael Ignatieff-led, prorogation-swollen lead that ultimately led to electoral disaster, we will allow supporters to savour this accomplishment, however briefly.

When we switch to our “likely voter” model, however, this picayune lead (statistical tie actually) quickly disappears and the Liberals descend to third place (in a statistical tie with the NDP) and the Conservatives would be back at nearly 34 points – an eight point lead and a pretty solid minority. But there is no election on the horizon and the dynamics of voter turnout may change before the next election so let’s focus on the less hypothetical results of what all eligible voters told us.

This rather remarkable result sees the Conservatives 11 points below their election result and the amalgam of centre-left parties attracting an impressive seventy plus per cent of the vote. While Liberal supports revel at the still sketchy prospects of redemption under the imminent leadership of Justin Trudeau, the NDP constituency will be moderately concerned about their downward trajectory which would see their seat total dramatically cut if this were translated into election results. But there is no imminent election and this speculation is, in large measure, a mug’s game at least two years from the practical reality of an election.

We do, however, have new leaders for the NDP and the Liberals and we are roughly at the halfway point of this term so let’s delve into this a bit more.

The main story since the last election is one of Conservative decline, NDP rise and fall, and Liberal recovery. Lesser – but significant – stories include a resurgent Green Party and a Lazarus-like awakening from the Bloc Québécois.

Consider the regional patterns of this very large sample to gain further insight. The Liberals now lead in Atlantic and Quebec and are in a virtual tie in Ontario. The Conservatives are doing very

### HIGHLIGHTS

- **Federal vote intention:**
  - ▣ **29.1% Liberal Party**
  - ▣ **28.8% Conservative Party**
  - ▣ **23.3% NDP**
  - ▣ **9.0% Green Party**
  - ▣ **6.4% Bloc Québécois**
  - ▣ **3.4% Other**
  
- **“Likely voter” model:**
  - ▣ **33.8% Conservative Party**
  - ▣ **26.2% NDP**
  - ▣ **25.7% Liberal Party**
  - ▣ **6.3% Bloc Québécois**
  - ▣ **5.7% Green Party**
  - ▣ **2.2% Other**

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

well in Ontario which is a very important achievement and they do very well throughout the West (although in a more competitive situation in British Columbia with a four-way race with the NDP leading there).

Meanwhile, the Liberals lead handily among university graduates while the Conservatives retain their high school and college educated base. The NDP enjoys a modest lead among the younger half of the population (i.e. those under 45 years of age), although they are not nearly as competitive among Canada's older citizens, where the Liberals and Conservatives are vying for control.

## Top Line Results:

### Federal vote intention

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

#### National Results



#### National Results – “Likely voter” model



#### 2011 Election Results



Note: The data on federal vote intention are based on decided and leaning voters only. Our survey also finds that 11.0% of respondents are undecided and 2.3% are ineligible to vote.

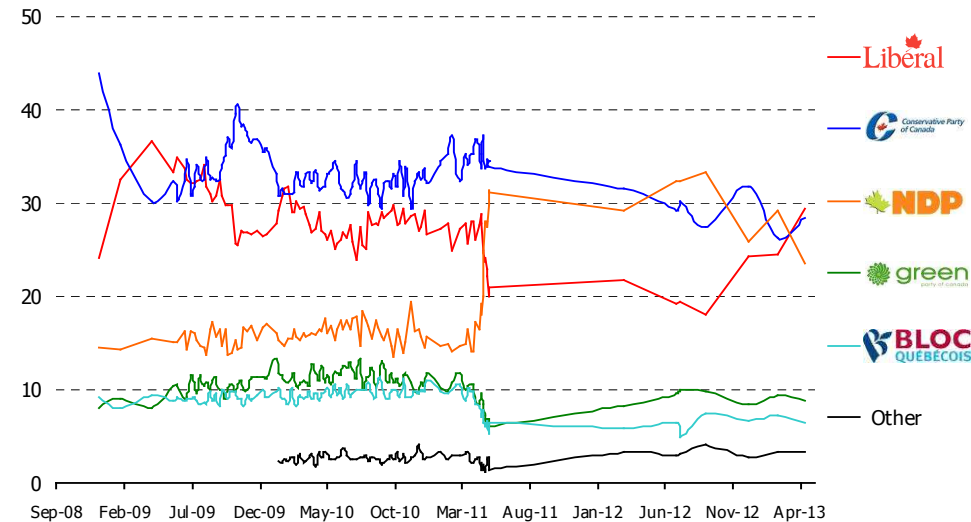
\*Our “likely voters” involves dropping those respondents who did not vote in the 2011 Federal Election and then weighting the remaining cases by how they voted.

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BASE: Canadians; April 3-10, 2013 (n=4,568)

### Tracking federal vote intention

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



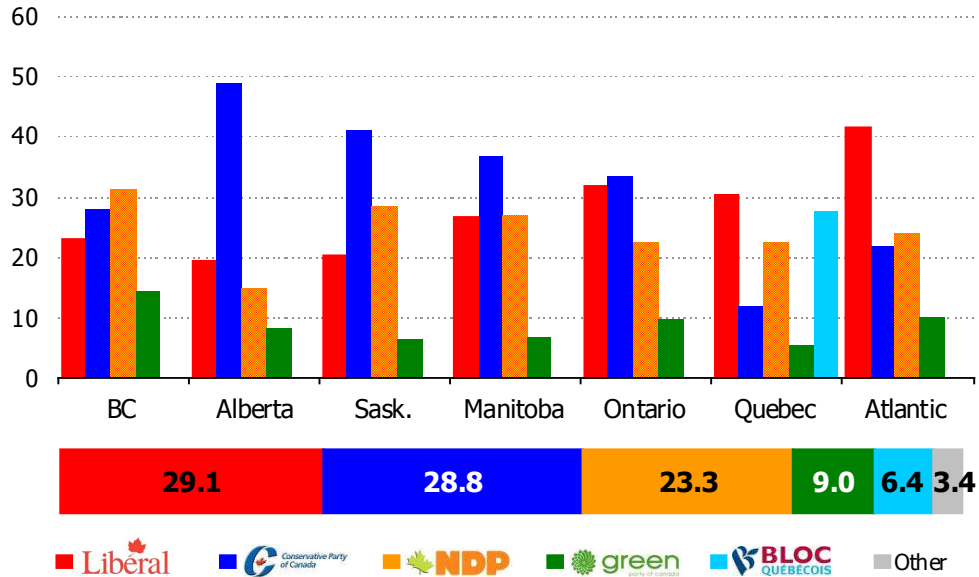
Note: The data on federal vote intention are based on decided and leaning voters only. Our survey also finds that 11.0% of respondents are undecided and 2.3% are ineligible to vote.

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BASE: Canadians; most recent data point April 3-10, 2013 (n=4,568)

### Vote intention by region

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

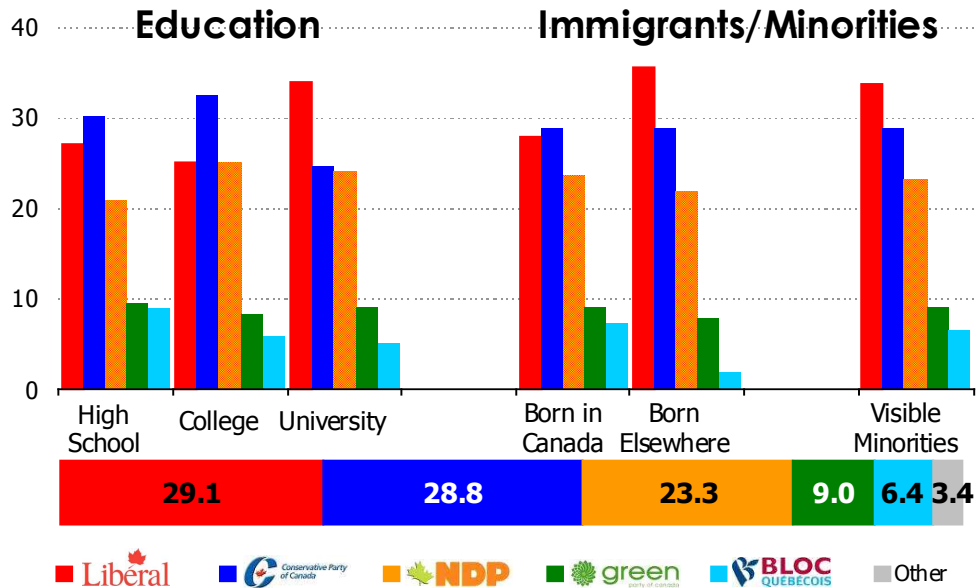


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BASE: Canadians; April 3-10, 2013 (n=4,568)

### Vote intention by education, country of birth, and minority status

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



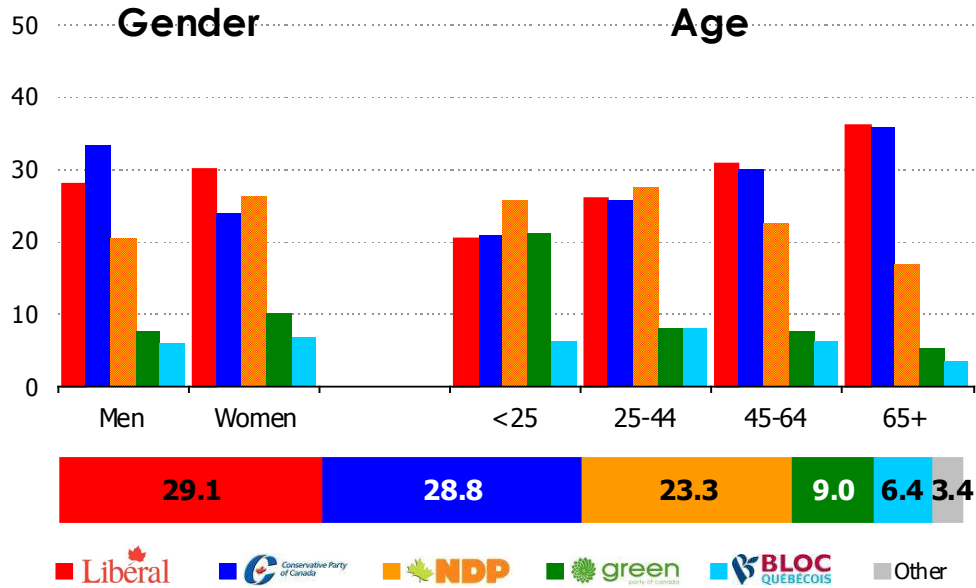
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## Vote intention by gender and age






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



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BASE: Canadians; April 3-10, 2013 (n=4,568)







**Detailed Tables:**

<b>National Federal Vote Intention (decided and leaning voters only)</b>								
<i>Q. If a federal election were held tomorrow, which party would you vote for? [If undecided] Even if you do not have a firm idea, are you leaning towards a party? [If yes] As it stands, towards which party are you leaning?</i>								
	 Liberal	 Conservative Party of Canada	 NDP	 green	 BLOC QUEBÉCOIS	Other	Sample Size	Margin of Error (+/-)
<b>NATIONALLY</b>	<b>29.1%</b>	<b>28.8%</b>	<b>23.3%</b>	<b>9.0%</b>	<b>6.4%</b>	<b>3.4%</b>	<b>3695</b>	<b>1.6</b>
<b>REGION</b>								
British Columbia	23.1%	28.0%	31.1%	14.2%	0.0%	3.6%	777	3.5
Alberta	19.5%	48.9%	14.9%	8.3%	0.0%	8.4%	568	4.1
Saskatchewan	20.4%	40.9%	28.6%	6.4%	0.0%	3.6%	219	6.6
Manitoba	26.5%	36.6%	26.9%	6.5%	0.0%	3.4%	162	7.7
Ontario	31.9%	33.3%	22.4%	9.7%	0.0%	2.6%	903	3.3
Quebec	30.5%	11.8%	22.4%	5.5%	27.5%	2.3%	898	3.3
Atlantic Canada	41.7%	21.8%	23.8%	10.1%	0.0%	2.7%	162	7.7
<b>GENDER</b>								
Male	28.1%	33.4%	20.6%	7.7%	6.1%	4.1%	1842	2.3
Female	30.1%	24.1%	26.1%	10.2%	6.8%	2.6%	1821	2.3
<b>AGE</b>								
<25	20.4%	21.0%	25.7%	21.1%	6.4%	5.4%	166	7.6
25-44	25.9%	25.8%	27.5%	8.2%	8.2%	4.3%	826	3.4
45-64	30.8%	30.2%	22.5%	7.7%	6.3%	2.6%	1575	2.5
65+	36.1%	35.9%	16.9%	5.4%	3.7%	2.0%	1090	3.0
<b>EDUCATION</b>								
High school or less	27.0%	30.2%	20.8%	9.5%	9.0%	3.7%	1133	2.9
College or CEGEP	25.1%	32.5%	25.0%	8.2%	5.9%	3.3%	1150	2.9
University or higher	33.9%	24.7%	24.1%	9.1%	5.0%	3.2%	1378	2.6
<b>COUNTRY OF BIRTH</b>								
Canada	27.8%	28.8%	23.6%	9.1%	7.4%	3.3%	3075	1.8
Other	35.5%	28.9%	21.9%	7.9%	1.9%	3.9%	604	4.0



**National Federal Vote Intention (continued)**

*Q. If a federal election were held tomorrow, which party would you vote for?  
 [If undecided] Even if you do not have a firm idea, are you leaning towards a party?  
 [If yes] As it stands, towards which party are you leaning?*

	 Liberal	 Conservative Party of Canada	 NDP	 green Party of Canada	 BLOC QUEBÉCOIS	Other	Sample Size	Margin of Error (+/-)
<b>NATIONALLY</b>	<b>29.1%</b>	<b>28.8%</b>	<b>23.3%</b>	<b>9.0%</b>	<b>6.4%</b>	<b>3.4%</b>	<b>3695</b>	<b>1.6</b>
VOTE IN 2011 ELECTION								
Did not vote	28.8%	18.5%	20.1%	17.2%	8.6%	6.7%	447	4.6
Conservative Party	13.4%	74.5%	7.5%	2.0%	0.8%	1.9%	1162	2.9
NDP	23.5%	6.0%	60.5%	4.1%	4.0%	1.8%	817	3.4
Liberal Party	70.3%	8.5%	13.8%	4.3%	1.4%	1.8%	675	3.8
Green Party	13.9%	9.8%	11.3%	56.6%	2.7%	5.7%	206	6.8
Bloc Québécois	5.4%	2.2%	13.0%	2.6%	75.1%	1.7%	169	7.5
Other	20.8%	10.6%	12.4%	20.7%	6.2%	29.3%	81	10.9

## Methodology:

This study was 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 methodology is not to be confused with the increasing proliferation of non-probability opt-in online panels which have recently been incorrectly reported in major national media with inappropriate margin of error estimates.

The field dates for this survey are April 3-10, 2013. In total, a random sample of 4,568 Canadian adults aged 18 and over responded to the survey (including a sub-sample of 3,695 decided voters). The margin of error associated with the total sample is +/-1.5 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 sex, age, education and region). All the data have been statistically weighted to ensure the sample's composition reflects that of the actual population of Canada according to Census data.