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AGENCE **QMi**

National Poll Federal Election 2011

Week 3

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Leger
MARKETING



RESEARCH METHODS

This poll was conducted online in all regions of Canada with a representative sample of **3,534 Canadians**, between **April 15 and April 17, 2011**.

Final data were weighted by age, gender, language, level of education and household composition (with or without children under the age of 18) in order to obtain a representative sample of all Canadian provinces' population.

A probabilistic sample of 3,534 respondents would yield a **margin of error of 1.7%, 19 times out of 20**.

In the tables, the numbers in bold **red** indicate a significantly higher proportion than that of other groups. Numbers in bold **blue** indicate a significantly lower proportion than that of other groups.

Survey respondents were selected randomly from the LegerWeb Internet panel, which has over 350,000 Canadian households. A stratification process was applied to invitation lists to ensure optimal representation of respondents. The panelists were recruited randomly from Leger Marketing telephone surveys. Several quality control measures ensure the representativeness and accuracy of Leger Marketing's surveys with its panel members.

	Sample size	Margin of error
Atlantic	302	5.6%
Quebec	1,008	3.1%
Ontario	1,010	3.1%
Manitoba / Saskatchewan	404	4.9%
Alberta	408	4.9%
British Columbia	402	4.9%
Total sample	3,534	1.7%

2005	25%
2006	35%
2007	36%
2008	48%
2009	55%
2010	80%
2011	85%

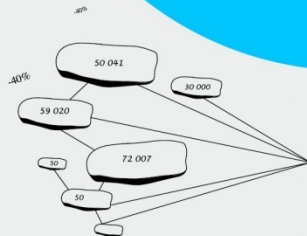


+10%

-10%

+40%

DETAILED ANALYSIS OF RESULTS





DETAILED ANALYSIS OF RESULTS

VOTING INTENTIONS IN CANADA

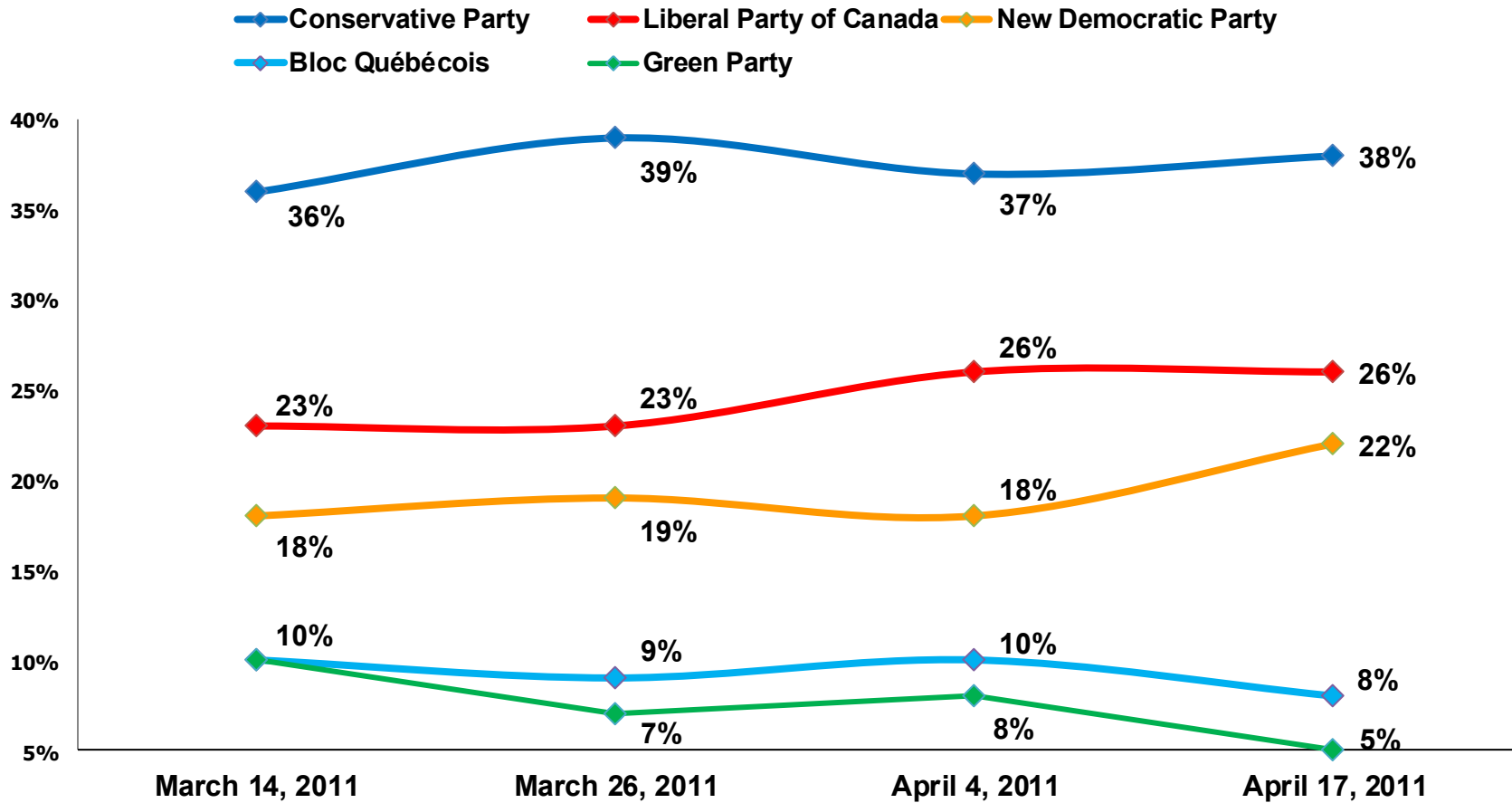
Question – If FEDERAL elections were held today, for which of the following political parties would you be most likely to vote, would it be for...? If a respondent did not have a clear opinion, a follow-up question was asked: Even if you have not yet made up your mind, if federal elections were held today, for which of the following political parties would you be most likely to vote? Would it be for ...?

Federal voting intentions	Total sample (n=3,534)	Decided voters (n=3,185)	Atlantic (n=261)	Quebec (n=931)	Ontario (n=909)	MB/SK (n=358)	Alberta (n=373)	BC (n=353)
...Stephen Harper's Conservative Party of Canada	33%	38%	33%	20%	43%	47%	59%	37%
...Michael Ignatieff's Liberal Party of Canada	23%	26%	34%	20%	34%	21%	17%	24%
...Jack Layton's New Democratic Party of Canada	19%	22%	29%	24%	18%	27%	17%	28%
...Gilles Duceppe's Bloc Québécois	7%	8%	0%	34%	0%	0%	0%	0%
...Elizabeth May's Green Party of Canada	4%	5%	3%	2%	4%	4%	6%	10%
Other party	1%	1%	1%	0%	1%	1%	1%	1%
I would not vote / I would cancel my ballot	6%	-	-	-	-	-	-	-
I don't know	5%	-	-	-	-	-	-	-
Refusal	2%	-	-	-	-	-	-	-



DETAILED ANALYSIS OF RESULTS

VOTING INTENTIONS IN CANADA





DETAILED ANALYSIS OF RESULTS

VOTE CERTAINTY BY PARTY PREFERENCE

More than one third of Canadians (37%) may still change their vote.

This figure is down from 43% in our last poll.

Among NDP voters, 52% may still change their vote, while 40% of liberal voters may still change their vote. Vote swap between these two parties will be key.

Question – Is your choice final, or is it still possible that you may change your vote?

	Total (n=3,534)	PC (n=1,152)	LPC (n=888)	NDP (n=675)	Bloc (n=318)	Green (n=125)
Final	58%	74%	58%	44%	74%	26%
I may still change my vote	37%	24%	40%	52%	25%	70%
Don't know / Refusal	5%	2%	2%	4%	1%	4%



DETAILED ANALYSIS OF RESULTS

IS CANADA DOING BETTER OR WORSE SINCE THE CONSERVATIVES HAVE TAKEN POWER?

Compared to our March 26 poll, those who say better is up from 17%, as well is down by 1% and worse is down by 1%.

In other words: **NO CHANGE**

Question – The Conservative Party has been in power in Ottawa since 2006. In your opinion, is Canada doing better, as well, or worse than five years ago?

	Total (n=3,534)	Atlantic (n=302)	Quebec (n=1,008)	Ontario (n=1,010)	MB/SK (n=404)	Alberta (n=468)	BC (n=402)
Better	19%	16%	10%	22%	27%	31%	15%
As well	31%	28%	28%	30%	33%	37%	32%
Worse	41%	44%	54%	38%	27%	25%	42%
Don't know / refusal	9%	12%	8%	10%	13%	7%	11%



DETAILED ANALYSIS OF RESULTS

COMPOSITION OF THE NEXT FEDERAL GOVERNMENT

Question – In your opinion, will the next federal government be...?

Compared to Apr 4		Total (n=3,534)	Atlantic (n=302)	Quebec (n=1,008)	Ontario (n=1,010)	MB/SK (n=404)	Alberta (n=468)	BC (n=402)
+ 7	... Conservative	67%	59%	71%	64%	68%	76%	62%
	Conservative majority	23%	19%	14%	24%	26%	36%	24%
	Conservative minority	44%	40%	57%	40%	42%	40%	38%
- 6	...Liberal	12%	13%	12%	13%	7%	10%	11%
	Liberal majority	3%	4%	2%	3%	1%	2%	2%
	Liberal minority	9%	9%	10%	10%	6%	8%	9%
	...NPD	3%	4%	4%	4%	3%	0%	4%
	NPD majority	1%	1%	1%	2%	1%	0%	2%
	NPD minority	2%	3%	3%	2%	2%	0%	2%
	Don't know / Refusal	18%	24%	13%	19%	22%	14%	23%



DETAILED ANALYSIS OF RESULTS

MOST TRUSTED FEDERAL LEADERS IN QUEBEC

Since our April 4 poll, Gilles Duceppe is down by 3 points and Jack Layton is up 8 points!

Question – Among the five leaders of the main federal political parties, who do you trust the most?
Is it...?

Federal Party Leader	Total (n=1,008)	Franco-phones (n=808)	Anglo-phones (n=143)	Other (n=54)
Jack Layton	36%	36%	38%	37%
Gilles Duceppe	27%	32%	5%	6%
Stephen Harper	13%	13%	18%	15%
Michael Ignatieff	9%	8%	16%	15%
Elizabeth May	1%	1%	5%	1%
Don't know / Refusal	14%	10%	18%	26%



DETAILED ANALYSIS OF RESULTS

THE BEST PRIME MINISTER OF CANADA AMONG CANADIANS OUTSIDE QUEBEC ¹⁰

There is little change between these figures and our April 4 poll. Steven Harper has lost one point, as Micheal Ignatieff. Jack Layton moved up 3 points.

Question – Among the five leaders of the main federal political parties, who would make the best Prime Minister of Canada? Is it...?

	Total (n=2,526)	Atlantic (n=302)	Ontario (n=1,010)	MB/SK (n=404)	Alberta (n=468)	BC (n=402)
Stephen Harper	37%	27%	36%	43%	52%	34%
Jack Layton	23%	29%	22%	24%	15%	27%
Michael Ignatieff	15%	16%	18%	9%	8%	12%
Elizabeth May	4%	3%	5%	5%	3%	5%
Don't know / Refusal	21%	25%	19%	19%	22%	22%



DETAILED ANALYSIS OF RESULTS

PARTY WHICH HAS RUN THE BEST CAMPAIGN SO FAR

Question – Which party has run the best campaign up to this point?

	Total (n=3,534)	Atlantic (n=302)	Quebec (n=1,008)	Ontario (n=1,010)	MB/SK (n=404)	Alberta (n=468)	BC (n=402)
... The New Democratic Party	22%	25%	25%	22%	21%	16%	24%
... The Conservative Party of Canada	21%	19%	10%	25%	27%	35%	20%
... The Liberal Party of Canada	12%	14%	10%	16%	9%	8%	9%
... The Bloc Québécois	5%	2%	19%	1%	1%	1%	1%
... The Green Party of Canada	2%	4%	0%	3%	3%	3%	4%
Other	1%	1%	2%	0%	0%	0%	0%
None of these	14%	13%	15%	14%	12%	16%	14%
Don't know / Refusal	23%	22%	19%	19%	27%	21%	28%



DETAILED ANALYSIS OF RESULTS

CANADIANS' REACTIONS TOWARD THE POSSIBILITY OF A CONSERVATIVE MAJORITY GOVERNMENT BY REGIONS

Question – As a result of this federal election, it is possible that the Conservative Party of Stephen Harper form a majority government.
Is this possibility something that...?

Compared to Apr 4		Total (n=3,534)	Atlantic (n=302)	Quebec (n=1,008)	Ontario (n=1,010)	MB/SK (n=404)	Alberta (n=468)	BC (n=402)
+ 1	...You would like to see	30%	20%	18%	32%	40%	48%	31%
-1	...Leaves you mostly indifferent	13%	18%	12%	12%	14%	15%	15%
+ 2	...Scares you	46%	53%	62%	44%	35%	26%	42%
	Don't know / Refusal	11%	9%	8%	12%	11%	11%	12%



DETAILED ANALYSIS OF RESULTS

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CANADIANS' OPINIONS TOWARD MAKING A GOVERNMENT PRIORITY THE ISSUE OF ENTERING INTO CONSTITUTIONAL NEGOTIATIONS WITH QUEBEC REGARDING ITS STATUS IN CANADA

Question – Do you think the next government of Canada should make it a priority of entering into constitutional negotiations with Quebec regarding its status in Canada?

	Total (n=2,526)	Quebec (n=1008)
Yes	18%	50%
No	62%	25%
Don't know / Refusal	20%	24%



DETAILED ANALYSIS OF RESULTS

CANADIANS' OPINIONS TOWARD THE FACT THAT MICHAEL IGNATIEFF SPENT A MAJORITY OF HIS ADULT LIFE WORKING OUTSIDE OF CANADA

Question – Liberal leader Michael Ignatieff spent a majority of his adult life working outside of Canada. Do you think this is a good thing, a bad thing or is irrelevant when it comes to his capacity to be the next Prime Minister of Canada?

	Total (n=3,534)	Atlantic (n=302)	Quebec (n=1,008)	Ontario (n=1,010)	MB/SK (n=404)	Alberta (n=468)	BC (n=402)
A good thing	10%	5%	16%	9%	5%	4%	8%
A bad thing	39%	32%	25%	43%	52%	56%	42%
It is irrelevant	44%	53%	52%	41%	33%	33%	44%
Don't know / Refusal	7%	10%	7%	7%	10%	7%	6%

