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**AGENCE QMi**

**National Poll  
Federal Election 2011**

**Final Week**

Publication date: April 30<sup>th</sup>, 2011

**Leger**  
MARKETING



## RESEARCH METHODS

This poll was conducted online in all regions of Canada with a representative sample of **3,521 Canadians**, between **April 25 and April 28, 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 3,521 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                | 300          | 5.6%            |
| Quebec                  | 1,012        | 3.1%            |
| Ontario                 | 1,003        | 3.1%            |
| Manitoba / Saskatchewan | 401          | 4.9%            |
| Alberta                 | 404          | 4.9%            |
| British Columbia        | 401          | 4.9%            |
| <b>Total sample</b>     | <b>3,521</b> | <b>1.7%</b>     |

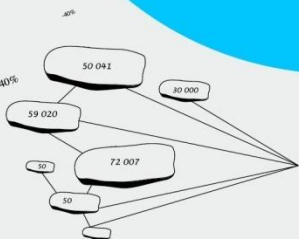
|      |     |
|------|-----|
| 2005 | 25% |
| 2006 | 35% |
| 2007 | 36% |
| 2008 | 48% |
| 2009 | 55% |
| 2010 | 80% |
| 2011 | 85% |



+40%

+10%

+10%



## DETAILED ANALYSIS OF RESULTS



## DETAILED ANALYSIS OF RESULTS

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### 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 ...?

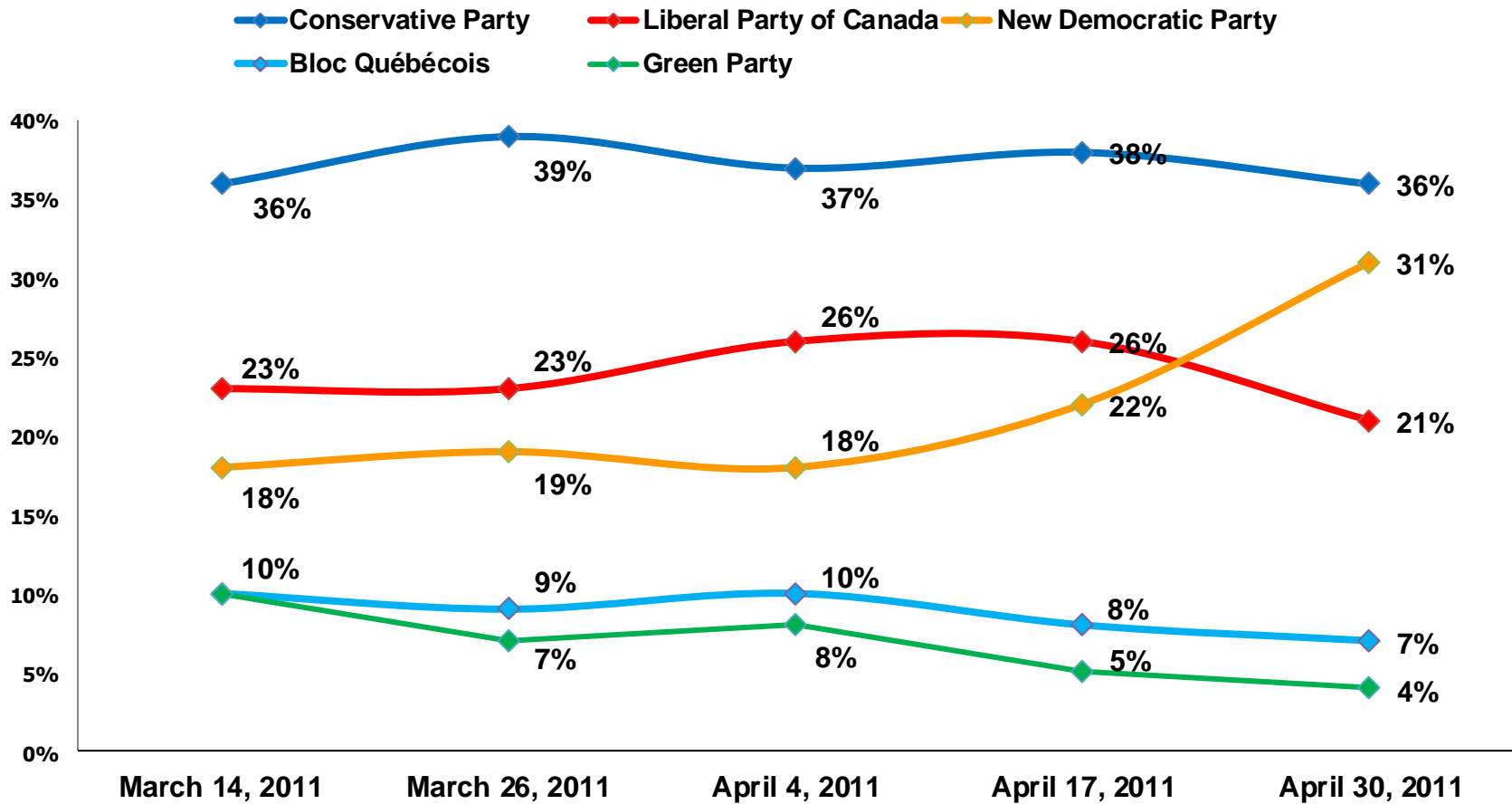
| Federal voting intentions                        | Total sample<br>(n=3,521) | Decided voters<br>(n=3,209) | Atlantic<br>(n=256) | Quebec<br>(n=933) | Ontario<br>(n=928) | MB/SK<br>(n=361) | Alberta<br>(n=374) | BC<br>(n=357) |
|--|---------------------------|-----------------------------|---------------------|-------------------|--------------------|------------------|--------------------|---------------|
| ...Stephen Harper's Conservative Party of Canada | 32%                       | 36%                         | 34%                 | 15%               | 38%                | 49%              | 63%                | 42%           |
| ...Jack Layton's New Democratic Party of Canada  | 28%                       | 31%                         | 33%                 | 40%               | 30%                | 30%              | 18%                | 32%           |
| ...Michael Ignatieff's Liberal Party of Canada   | 18%                       | 21%                         | 28%                 | 15%               | 27%                | 16%              | 13%                | 16%           |
| ...Gilles Duceppe's Bloc Québécois               | 6%                        | 7%                          | 0%                  | 27%               | 0%                 | 0%               | 0%                 | 0%            |
| ...Elizabeth May's Green Party of Canada         | 4%                        | 4%                          | 4%                  | 2%                | 4%                 | 4%               | 5%                 | 9%            |
| Other party                                      | 1%                        | 1%                          | 1%                  | 1%                | 1%                 | 1%               | 1%                 | 1%            |
| I would not vote / I would cancel my ballot      | 5%                        | -                           | -                   | -                 | -                  | -                | -                  | -             |
| I don't know                                     | 4%                        | -                           | -                   | -                 | -                  | -                | -                  | -             |
| Refusal  | 2%                        | -                           | -                   | -                 | -                  | -                | -                  | -             |



## DETAILED ANALYSIS OF RESULTS

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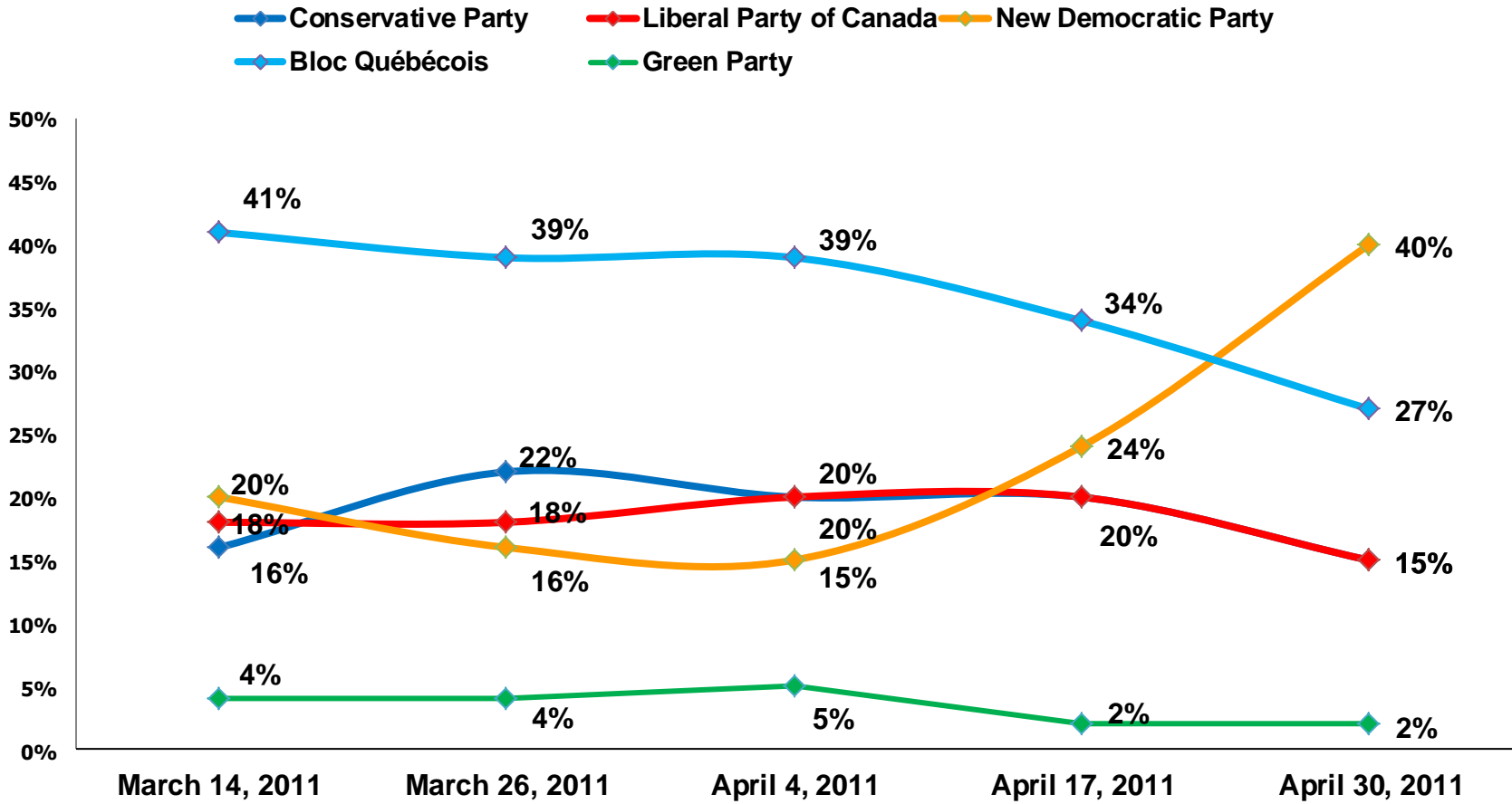
### VOTING INTENTIONS IN CANADA





## DETAILED ANALYSIS OF RESULTS

### VOTING INTENTIONS IN QUEBEC





## DETAILED ANALYSIS OF RESULTS

### SECOND CHOICE OF VOTERS

Question – If, for a reason or another, you could not vote for the party of your choice, which of the following political parties would be your second choice?

|   | Decided Voters<br>(n=3,209) | PC<br>(n=1,128) | LPC<br>(n=688) | NDP<br>(n=975) | Bloc<br>(n=268) | Green<br>(n=123) |
|---|-----------------------------|-----------------|----------------|----------------|-----------------|------------------|
| ...Jack Layton's New Democratic Party of Canada     | 26%                         | 26%             | 54%            | 0%             | 62%             | 31%              |
| ...Michael Ignatieff's Liberal Party of Canada      | 15%                         | 12%             | 2%             | 30%            | 6%              | 14%              |
| ...Elizabeth May's Green Party of Canada            | 14%                         | 12%             | 13%            | 20%            | 7%              | 12%              |
| ...Stephen Harper's Conservative Party of Canada    | 8%                          | 0%              | 12%            | 15%            | 2%              | 18%              |
| ...Gilles Duceppe's Bloc Québécois (in Québec only) | 5%                          | 1%              | 3%             | 11%            | 4%              | 2%               |
| Other party   | 3%                          | 5%              | 3%             | 2%             | 2%              | 2%               |
| I would not vote / I would cancel my ballot         | 17%                         | 29%             | 8%             | 13%            | 14%             | 10%              |
| Don't know  | 11%                         | 14%             | 5%             | 8%             | 3%              | 11%              |
| Refusal   | 1%                          | 1%              | 1%             | 1%             | 0%              | 0%               |



## DETAILED ANALYSIS OF RESULTS

### VOTE CERTAINTY BY PARTY PREFERENCE

Two-thirds of  
Canadians say their  
choice is now final.

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

|                               | Total<br>(n=3,521) | PC<br>(n=1,128) | LPC<br>(n=688) | NDP<br>(n=975) | Bloc<br>(n=268) | Green<br>(n=123) |
|-------------------------------|--------------------|-----------------|----------------|----------------|-----------------|------------------|
| Final                         | 66%                | 77%             | 69%            | 64%            | 69%             | 43%              |
| I may still change<br>my vote | 30%                | 21%             | 30%            | 35%            | 29%             | 54%              |
| Don't know /<br>Refusal       | 4%                 | 2%              | 1%             | 1%             | 2%              | 3%               |





## 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” remained the same at 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<br>(n=3,521) | Atlantic<br>(n=300) | Quebec<br>(n=1,012) | Ontario<br>(n=1,003) | MB/SK<br>(n=401) | Alberta<br>(n=404) | BC<br>(n=401) |
|----------------------|--------------------|---------------------|---------------------|----------------------|------------------|--------------------|---------------|
| Better               | 17%                | 15%                 | 7%                  | 19%                  | 25%              | 31%                | 18%           |
| As well              | 31%                | 35%                 | 24%                 | 31%                  | 31%              | 37%                | 33%           |
| Worse                | 43%                | 37%                 | 59%                 | 41%                  | 33%              | 26%                | 41%           |
| Don't know / refusal | 9%                 | 13%                 | 10%                 | 9%                   | 11%              | 6%                 | 8%            |



## DETAILED ANALYSIS OF RESULTS

### COMPOSITION OF THE NEXT FEDERAL GOVERNMENT

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

|                             | Total<br>(n=3,521) | Atlantic<br>(n=300) | Quebec<br>(n=1,012) | Ontario<br>(n=1,003) | MB/SK<br>(n=401) | Alberta<br>(n=404) | BC<br>(n=401) | April 17,<br>2011<br>(n=3,534) |
|-----------------------------|--------------------|---------------------|---------------------|----------------------|------------------|--------------------|---------------|--------------------------------|
| <b>... Conservative</b>     | <b>66%</b>         | <b>56%</b>          | <b>67%</b>          | <b>66%</b>           | <b>65%</b>       | <b>80%</b>         | <b>63%</b>    | <b>67%</b>                     |
| Conservative majority       | 21%                | 20%                 | 12%                 | 22%                  | 26%              | 35%                | 23%           | 23%                            |
| Conservative minority       | 45%                | 36%                 | 55%                 | 44%                  | 39%              | 45%                | 40%           | 44%                            |
| <b>...Liberal</b>           | <b>8%</b>          | <b>11%</b>          | <b>8%</b>           | <b>9%</b>            | <b>7%</b>        | <b>4%</b>          | <b>6%</b>     | <b>12%</b>                     |
| Liberal majority            | 2%                 | 3%                  | 1%                  | 2%                   | 2%               | 1%                 | 2%            | 3%                             |
| Liberal minority            | 6%                 | 8%                  | 7%                  | 7%                   | 5%               | 3%                 | 4%            | 9%                             |
| <b>...NPD</b>               | <b>8%</b>          | <b>9%</b>           | <b>11%</b>          | <b>8%</b>            | <b>6%</b>        | <b>3%</b>          | <b>9%</b>     | <b>3%</b>                      |
| NPD majority                | 2%                 | 3%                  | 3%                  | 2%                   | 2%               | 0%                 | 3%            | 1%                             |
| NPD minority                | 6%                 | 6%                  | 8%                  | 6%                   | 4%               | 3%                 | 6%            | 2%                             |
| <b>Don't know / Refusal</b> | <b>18%</b>         | <b>24%</b>          | <b>14%</b>          | 17%                  | 22%              | 13%                | 22%           | 18%                            |



## DETAILED ANALYSIS OF RESULTS

### THE BEST PRIME MINISTER OF CANADA

Since April 4, Stephen Harper has lost 8 points, while Micheal Ignatieff lost 6 and Jack Layton moved up by 14 points and is now in first place!

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

|                      | Total<br>(n=3,521) | Atlantic<br>(n=300) | Quebec<br>(n=1,012) | Ontario<br>(n=1,003) | MB/SK<br>(n=401) | Alberta<br>(n=404) | BC<br>(n=401) |
|----------------------|--------------------|---------------------|---------------------|----------------------|------------------|--------------------|---------------|
| Jack Layton          | 34%                | 29%                 | 51%                 | 32%                  | 30%              | 18%                | 28%           |
| Stephen Harper       | 30%                | 27%                 | 10%                 | 33%                  | 40%              | 55%                | 36%           |
| Michael Ignatieff    | 11%                | 16%                 | 9%                  | 13%                  | 8%               | 6%                 | 8%            |
| Gilles Duceppe       | 5%                 | 0%                  | 19%                 | 0%                   | 0%               | 0%                 | 0%            |
| Elizabeth May        | 4%                 | 7%                  | 2%                  | 5%                   | 4%               | 3%                 | 5%            |
| Don't know / refusal | 16%                | 21%                 | 9%                  | 17%                  | 18%              | 18%                | 23%           |



## 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<br>(n=3,521) | Atlantic<br>(n=300) | Quebec<br>(n=1,012) | Ontario<br>(n=1,003) | MB/SK<br>(n=401) | Alberta<br>(n=404) | BC<br>(n=401) | April 17,<br>2011<br>(n=3,534) |
|--------------------------------------|--------------------|---------------------|---------------------|----------------------|------------------|--------------------|---------------|--------------------------------|
| ... The New Democratic Party         | 44%                | 42%                 | 59%                 | 42%                  | 35%              | 29%                | 36%           | 22%                            |
| ... The Conservative Party of Canada | 17%                | 19%                 | 5%                  | 19%                  | 24%              | 31%                | 18%           | 21%                            |
| ... The Liberal Party of Canada      | 6%                 | 8%                  | 6%                  | 7%                   | 3%               | 6%                 | 4%            | 12%                            |
| ... The Bloc Québécois               | 2%                 | 1%                  | 6%                  | 0%                   | 0%               | 0%                 | 1%            | 5%                             |
| ... The Green Party of Canada        | 2%                 | 3%                  | 0%                  | 3%                   | 2%               | 1%                 | 3%            | 2%                             |
| Other                                | 0%                 | 0%                  | 1%                  | 0%                   | 0%               | 1%                 | 0%            | 1%                             |
| None of these                        | 11%                | 10%                 | 9%                  | 11%                  | 13%              | 11%                | 18%           | 14%                            |
| Don't know / Refusal                 | 18%                | 17%                 | 14%                 | 18%                  | 23%              | 21%                | 20%           | 23%                            |



## DETAILED ANALYSIS OF RESULTS

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### 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...?

|                                  | Total<br>(n=3,521) | Atlantic<br>(n=300) | Quebec<br>(n=1,012) | Ontario<br>(n=1,003) | MB/SK<br>(n=401) | Alberta<br>(n=404) | BC<br>(n=401) | April 17,<br>2011<br>(n=3,534) |
|----------------------------------|--------------------|---------------------|---------------------|----------------------|------------------|--------------------|---------------|--------------------------------|
| ...You would like to see         | 29%                | 24%                 | 14%                 | 31%                  | 41%              | 50%                | 30%           | 30%                            |
| ...Leaves you mostly indifferent | 14%                | 15%                 | 12%                 | 14%                  | 15%              | 11%                | 15%           | 13%                            |
| ...Scares you                    | 47%                | 47%                 | 65%                 | 45%                  | 35%              | 26%                | 44%           | 46%                            |
| Don't know / Refusal             | 10%                | 14%                 | 9%                  | 10%                  | 9%               | 13%                | 11%           | 11%                            |



## DETAILED ANALYSIS OF RESULTS

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### MOST IMPORTANT ISSUES DRIVING THE VOTE BY REGIONS

Question – Between now and election day, what is the issue that will be most important to you in determining who you will support?

|  | Total<br>(n=3,521) | Atlantic<br>(n=300) | Quebec<br>(n=1,012) | Ontario<br>(n=1,003) | MB/SK<br>(n=401) | Alberta<br>(n=404) | BC<br>(n=401) |
|--|--------------------|---------------------|---------------------|----------------------|------------------|--------------------|---------------|
| Social programs, including health care | 17%                | 14%                 | 19%                 | 16%                  | 15%              | 20%                | 19%           |
| Jobs and economic development          | 13%                | 14%                 | 7%                  | 16%                  | 11%              | 17%                | 12%           |
| Fear of a Conservative majority        | 13%                | 10%                 | 21%                 | 11%                  | 10%              | 6%                 | 10%           |
| Taxes                                  | 9%                 | 7%                  | 9%                  | 10%                  | 10%              | 6%                 | 11%           |
| Debt and deficit                       | 7%                 | 3%                  | 4%                  | 8%                   | 7%               | 10%                | 7%            |
| Ethics and governance                  | 6%                 | 6%                  | 6%                  | 5%                   | 6%               | 6%                 | 7%            |
| Fear of a coalition government         | 5%                 | 8%                  | 1%                  | 6%                   | 8%               | 9%                 | 4%            |
| Party leaders and leadership           | 5%                 | 6%                  | 6%                  | 4%                   | 5%               | 5%                 | 5%            |
| My local candidate                     | 5%                 | 6%                  | 5%                  | 5%                   | 6%               | 5%                 | 4%            |
| Respect of democratic institutions     | 4%                 | 4%                  | 4%                  | 4%                   | 2%               | 4%                 | 3%            |
| The environment                        | 3%                 | 4%                  | 3%                  | 3%                   | 3%               | 1%                 | 3%            |
| National unity                         | 1%                 | 1%                  | 4%                  | 0%                   | 1%               | 0%                 | 1%            |
| Canadian foreign policy                | 1%                 | 0%                  | 1%                  | 1%                   | 0%               | 1%                 | 1%            |
| Other                                  | 3%                 | 2%                  | 3%                  | 3%                   | 6%               | 4%                 | 3%            |
| Don't know / refusal                   | 8%                 | 15%                 | 7%                  | 8%                   | 10%              | 6%                 | 10%           |



## DETAILED ANALYSIS OF RESULTS

### MOST IMPORTANT ISSUES DRIVING THE VOTE BY VOTING INTENTIONS

Question – Between now and election day, what is the issue that will be most important to you in determining who you will support?

|  | Total<br>(n=3,521) | PC<br>(n=1,128) | LPC<br>(n=688) | NDP<br>(n=975) | Bloc<br>(n=268) | Green<br>(n=123) |
|--|--------------------|-----------------|----------------|----------------|-----------------|------------------|
| Social programs, including health care | 17%                | 10%             | 17%            | 26%            | 16%             | 16%              |
| Jobs and economic development          | 13%                | 21%             | 9%             | 9%             | 4%              | 13%              |
| Fear of a Conservative majority        | 13%                | 2%              | 24%            | 18%            | 30%             | 9%               |
| Taxes                                  | 9%                 | 12%             | 5%             | 9%             | 9%              | 12%              |
| Debt and deficit                       | 7%                 | 14%             | 4%             | 3%             | 2%              | 1%               |
| Ethics and governance                  | 6%                 | 2%              | 10%            | 8%             | 7%              | 9%               |
| Fear of a coalition government         | 5%                 | 14%             | 1%             | 1%             | 0%              | 2%               |
| Party leaders and leadership           | 5%                 | 7%              | 3%             | 5%             | 2%              | 1%               |
| My local candidate                     | 5%                 | 5%              | 6%             | 4%             | 6%              | 7%               |
| Respect of democratic institutions     | 4%                 | 1%              | 8%             | 5%             | 3%              | 2%               |
| The environment                        | 3%                 | 1%              | 5%             | 2%             | 3%              | 17%              |
| National unity                         | 1%                 | 1%              | 0%             | 1%             | 9%              | 0%               |
| Canadian foreign policy                | 1%                 | 1%              | 1%             | 0%             | 1%              | 1%               |
| Other                                  | 3%                 | 4%              | 3%             | 3%             | 2%              | 2%               |
| Don't know / refusal                   | 8%                 | 5%              | 4%             | 6%             | 6%              | 8%               |

