

National Survey Results: Federal Vote Intention

March 20, 2012



Methodology

- Telephone survey of 2,000 adult Canadians, 18 years of age and over.
- Interviewing was conducted March 6-18, 2012
- In the survey, 1,647 people (82%) were decided eligible voters (3% will not vote, 6% refused to say, 8% undecided)
- Margin of error for a sample of 1,647 is plus or minus 2.4 percentage points (at the 95% confidence level).
- Some charts may not add to 100% due to rounding

Demographic Highlights

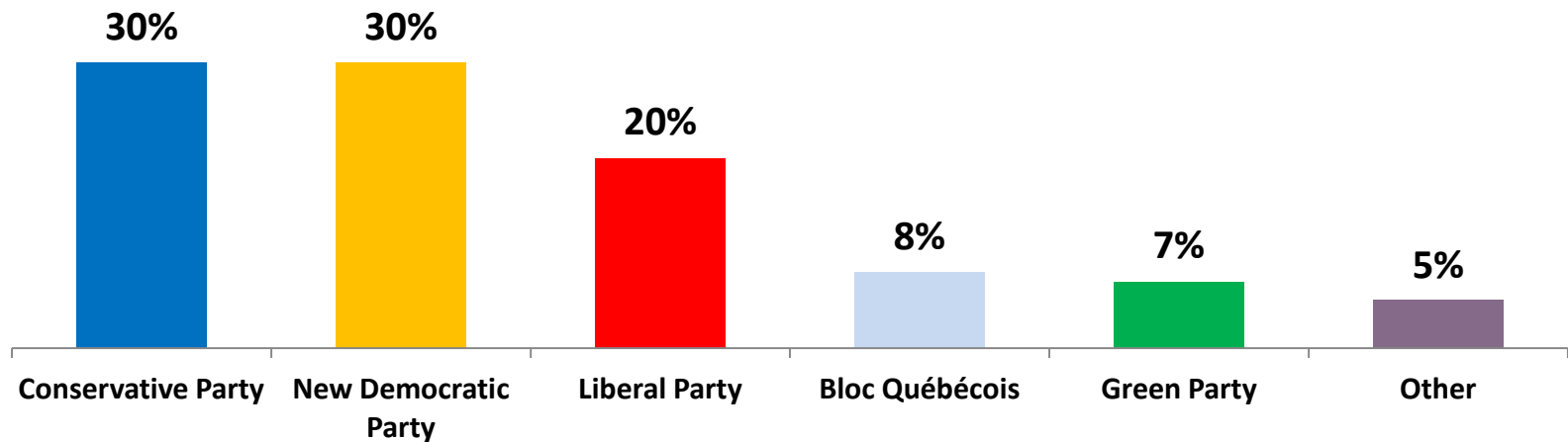
- The ruling Conservatives are locked in a dead-heat nationally with the opposition New Democrats (30% each). Liberals trail with 20%. Support is growing for the BQ (8%), Greens (7%) and other parties (5%).
- Conservatives have stronger support among men, older people, those with lower levels of education and those with higher incomes.
- NDP is stronger among women, younger people, those with higher levels of education and those with lower incomes.
- Some Liberal strength among highly educated, high income voters.

Regional Highlights

- The Conservatives are very dominant in Alberta and to a lesser extent in Manitoba and Saskatchewan. They also lead in a very competitive three-way race in Ontario.
- The New Democrats lead in Atlantic Canada and in British Columbia.
- The New Democrats narrowly lead the Bloc Quebecois in Quebec, where the Liberals and Conservatives lag far behind.

Dead Heat between Tories and NDP

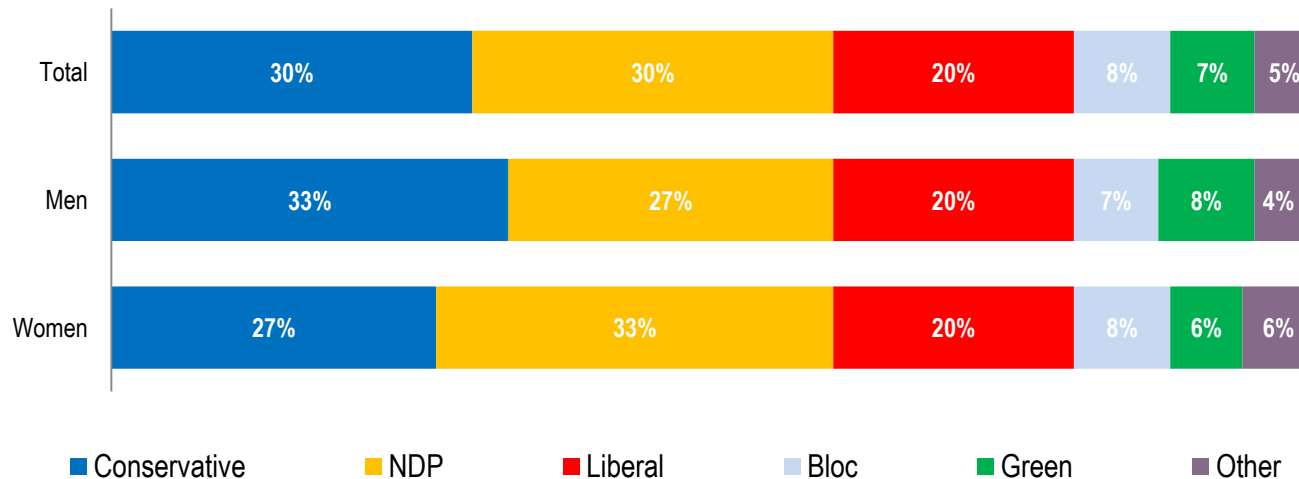
Vote intention – Decided voters



Q. If a Canadian federal election were held today, which one of the following parties would you vote for?
Subsample: Decided eligible voters (n=1,647)

Modest gender gap: Women favour NDP, Men favour Tories

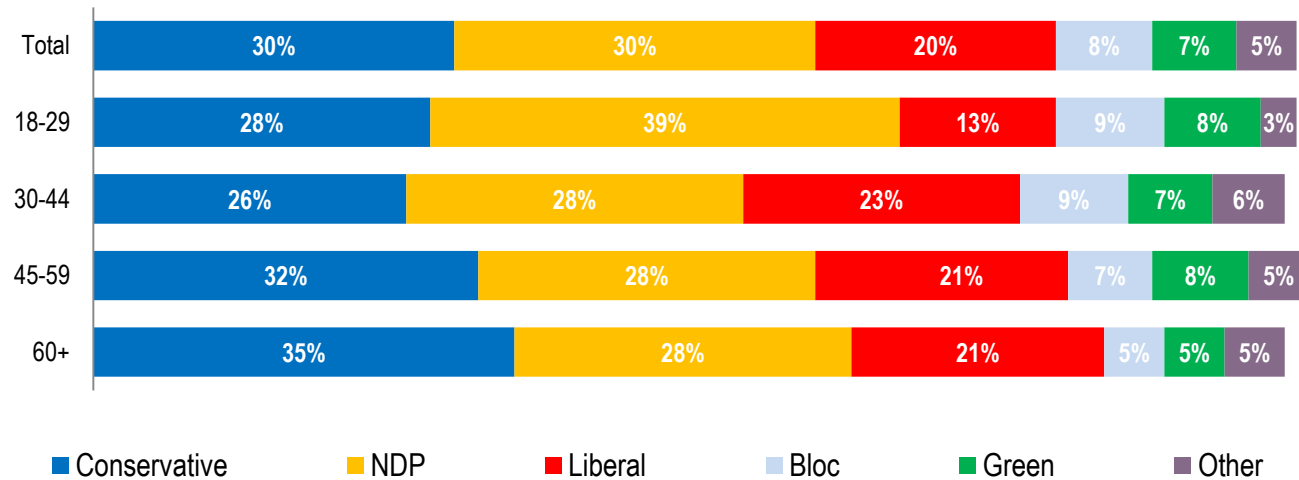
Vote intention – By gender



Q. If a Canadian federal election were held today, which one of the following parties would you vote for?
Subsample: Decided eligible voters (n=1,647)

NDP dominates among younger voters

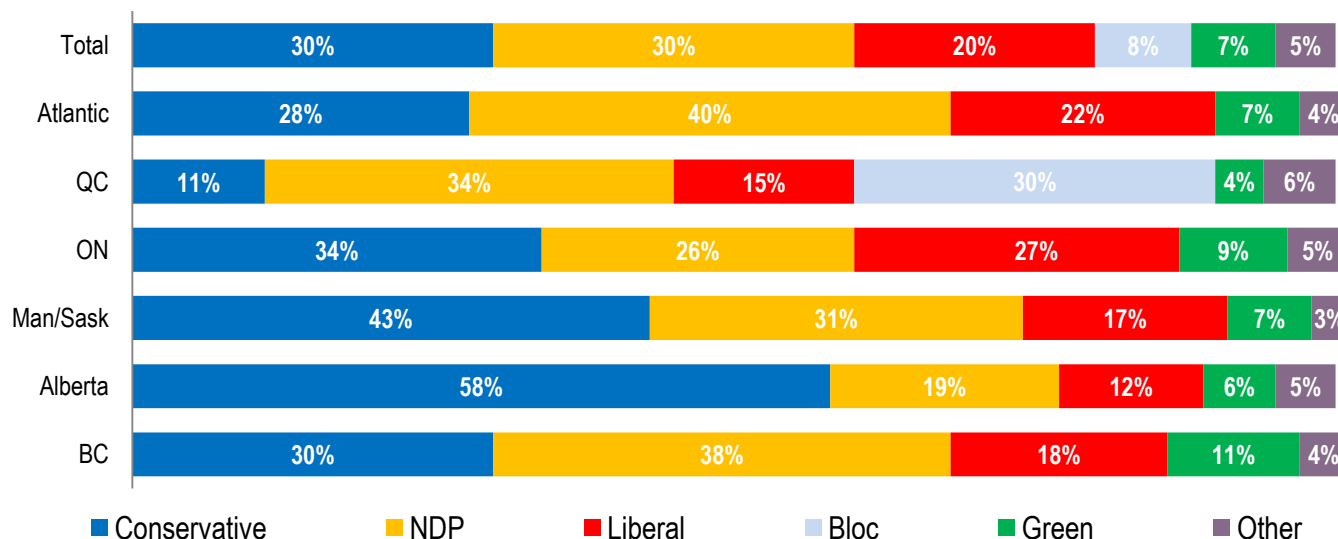
Vote intention – By age



Q. If a Canadian federal election were held today, which one of the following parties would you vote for?
Subsample: Decided eligible voters (n=1,647)

Tories stronger in Prairies and Ontario NDP stronger in Atlantic, Quebec and BC

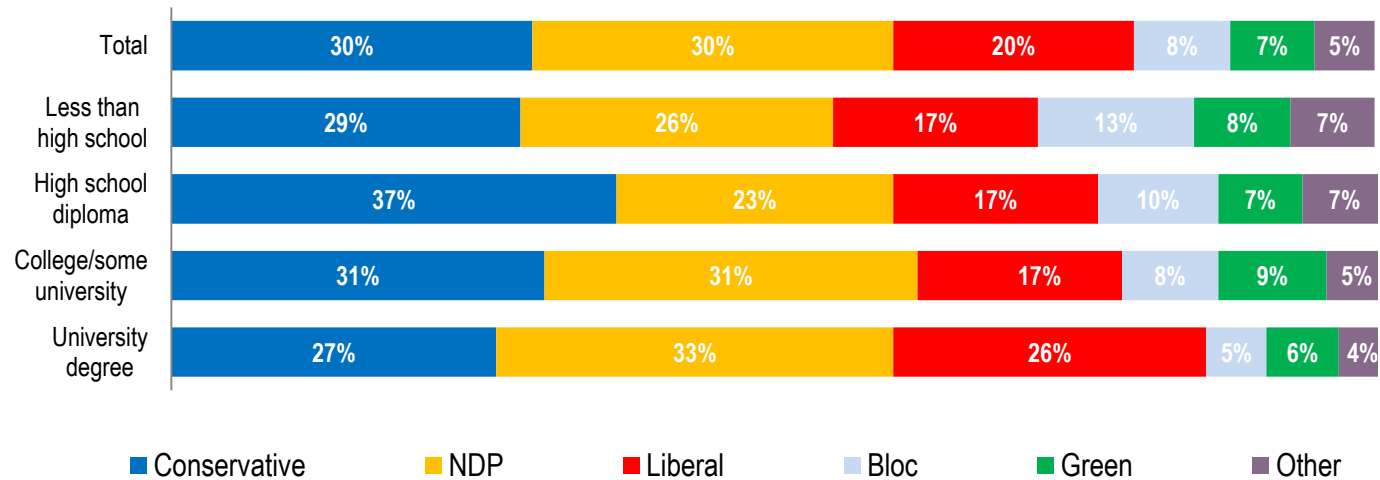
Vote intention – By region



Q. If a Canadian federal election were held today, which one of the following parties would you vote for?
Subsample: Decided eligible voters (n=1,647)

Tory weakness among university graduates

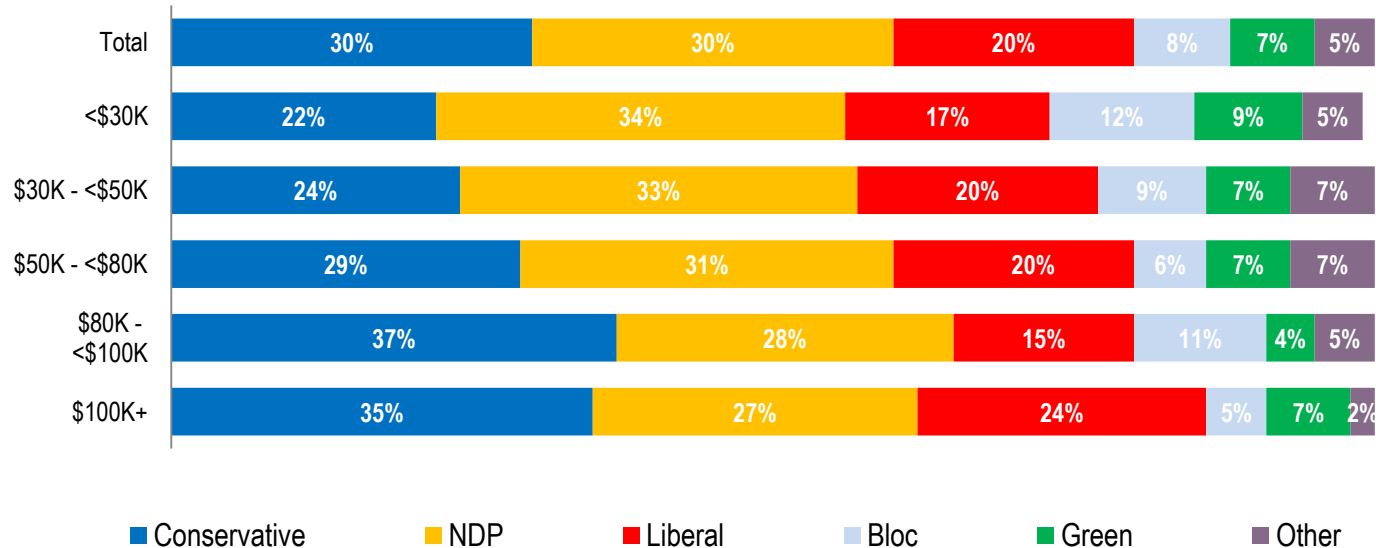
Vote intention – By education level



Q. If a Canadian federal election were held today, which one of the following parties would you vote for?
Subsample: Decided eligible voters (n=1,647)

Income gap: Tories lead with upper income NDP leads with lower income

Vote intention – By household income level



Q. If a Canadian federal election were held today, which one of the following parties would you vote for?
Subsample: Decided eligible voters (n=1,647)



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R E S E A R C H G R O U P

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