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POLITICAL LANDSCAPE FREEZES WITH WINTER COLD

LESS THAN HALF OF CANADIANS SEE THEMSELVES AS MIDDLE CLASS

[Ottawa – December 19, 2013] As temperatures plummet, the political landscape appears to have frozen in place, with the Liberals holding a steady six-point lead. The Conservatives, meanwhile, are closing out an annus horribilis and are mired at a historic low of 26 points. The NDP is in third place at 23 per cent.

A somewhat resurgent Green Party (having recently doubled their contingent of MPs) is now capturing nearly one in ten voters, which is one of few glimmers of good news for reeling Conservatives, who benefit immensely from vote-splitting on the left side of the political spectrum. The newly leaderless Bloc Québécois is running well above its 2011 disaster, but this vote is almost surely ripe for other parties to capture in next election.

Overall, the Liberals are showing good representation across the country, leading in Atlantic Canada, Quebec, and Ontario. The Conservative lead, meanwhile, is widely restricted to Alberta, although they remain highly competitive in the key battleground of Ontario. The NDP has a slight lead in British Columbia, but they are competitive in most areas of the country, notably Ontario and Quebec. The Green Party is doing quite well in British Columbia, although this yielded no real results in the last provincial election.

The Liberals enjoy a large lead with university educated Canadians. The Conservatives are doing quite poorly in “latte-sipping urban elite land”, but they are statistically tied for first place among high school and college graduates. What is interesting, however, is that the new Canadian vote appears to have shifted towards the Liberal camp. In fact, the “Big Shift” to a Conservative Canada appears to be on hold for the time being

The Conservatives are statistically tied with the Liberals among men, but they are also doing very poorly with women. Of much greater concern for next the campaign, however, is the fact the Conservatives now trail the Liberals with boomers and seniors, crucial constituents for future

HIGHLIGHTS

- **Federal vote intention:**
 - ▣ **32.1% Liberal Party**
 - ▣ **26.2% Conservative Party**
 - ▣ **22.9% NDP**
 - ▣ **9.3% Green Party**
 - ▣ **6.3% Bloc Québécois**
 - ▣ **3.2% Other**

- **Second choice:**
 - ▣ **21.7% NDP**
 - ▣ **18.8% Liberal Party**
 - ▣ **11.1% Green Party**
 - ▣ **9.1% Conservative Party**
 - ▣ **2.6% Bloc Québécois**
 - ▣ **1.8% Other**
 - ▣ **34.9% No second choice**

- **Self-rated social class:**
 - ▣ **12.0% Poor**
 - ▣ **31.2% Working class**
 - ▣ **47.2% Middle class**
 - ▣ **5.9% Upper class**
 - ▣ **3.7% Don't know/No response**

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

success. A youthful Justin Trudeau may be the poster child for change and hope, but he is currently lighting it up most strongly with older Canada (a good thing for him since they are much more likely to vote than young voters).

It is also interesting to look at how voters have moved since last election. Obviously, the Liberal Party has come out one top as the net beneficiary of voter mobility and they have nearly doubled support from three fairly balanced sources – disaffected Conservatives, NDP voters, and returning discouraged voters. These latter two groups are probably rich in erstwhile Liberal voters from the salad days of the nineties and early 2000s.

Declining Outlook

For a very long time, Canadians have been driven by the resolute belief in progress and a better future. This belief, however, has been unravelling itself over the last several years. Indeed, the percentage of Canadians who think they will be better off in five years' time has fallen to an all-time low of 33 per cent. Furthermore, just one in three Canadians think they are better off than their parents, while a meagre 16 per cent think their children will inherit a better world than the one we live in now.

The most telling indicator, however, is the apparent decline of the middle class. Ten years ago, two-thirds of Canadians called themselves middle class. Today, that figure has fallen to just 47 per cent. Meanwhile, the percentage of Canadians who see themselves as part of the poor and working classes has grown from 28 per cent to 43 per cent.

So what do these numbers have to do with the political arena? Well, historically, politicians have targeted their campaigns at middle class voters, who have always made up the lion's share of the electorate. Over the last ten years, however, this group has shrunk by nearly one-third while the pool of poor and working class voters has grown by more than 50 per cent. This growing force of worried and discouraged voters would be an attractive base for any political party, especially one that espouses a platform of hope and change.

So far, it seems that Trudeau's message of restoring middle class progress appears to be taking hold. Indeed, the party holds a small lead among the middle class, working class, and poor voters. Conservative support, meanwhile, seems to rise progressively with social class – they lead (albeit insignificantly) with upper class Canadians, but they do quite badly with those who categorize themselves as poor. The NDP is equally competitive everywhere.

It will be interesting to see over the coming year whether parties begin tailoring their campaign messages towards Canada's growing working class or whether they continue to focus on an increasingly diminished base of what remains of Canada's middle class.

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 9.5% of respondents are undecided and 2.4% are ineligible to vote.

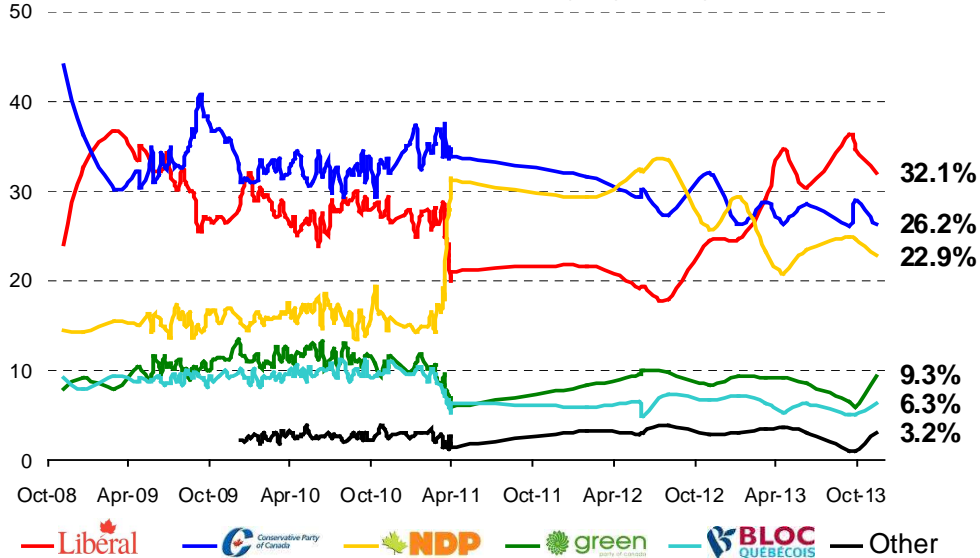
*Our “likely voters” model involves dropping those respondents who did not vote in the 2011 Federal Election and then weighting the remaining cases by how they voted in 2011.

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BASE: Canadians; December 12-15, 2013 (n=3,468)

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 9.5% of respondents are undecided and 2.4% are ineligible to vote.

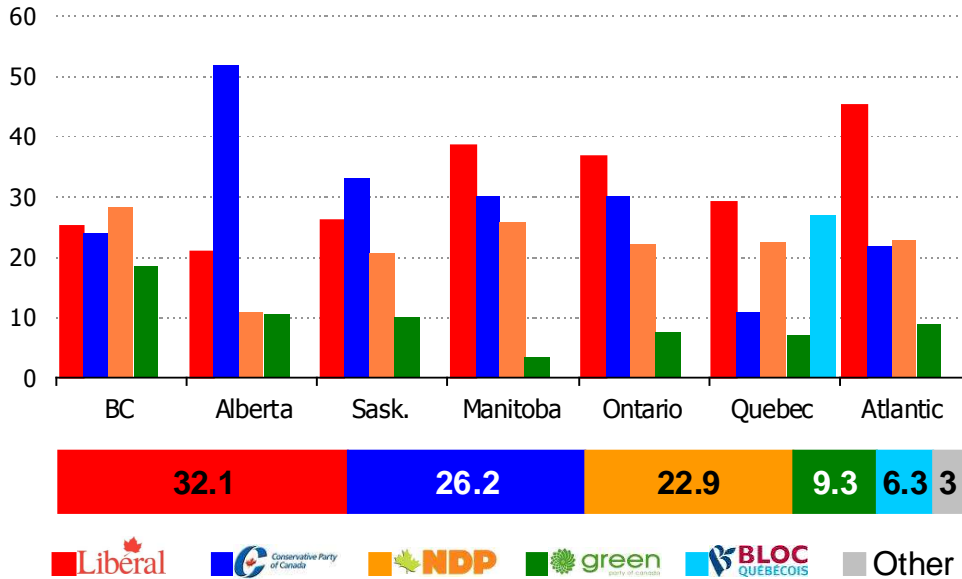
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BASE: Canadians; December 12-15, 2013 (n=3,468)



Vote intention by region

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

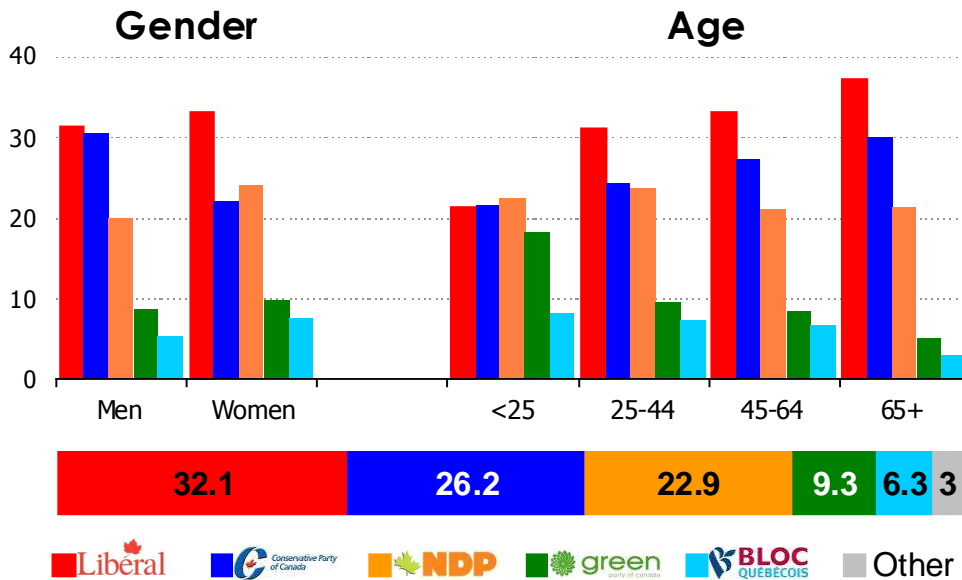


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BASE: Canadians; December 12-15, 2013 (n=3,468)

Vote intention by gender and age

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



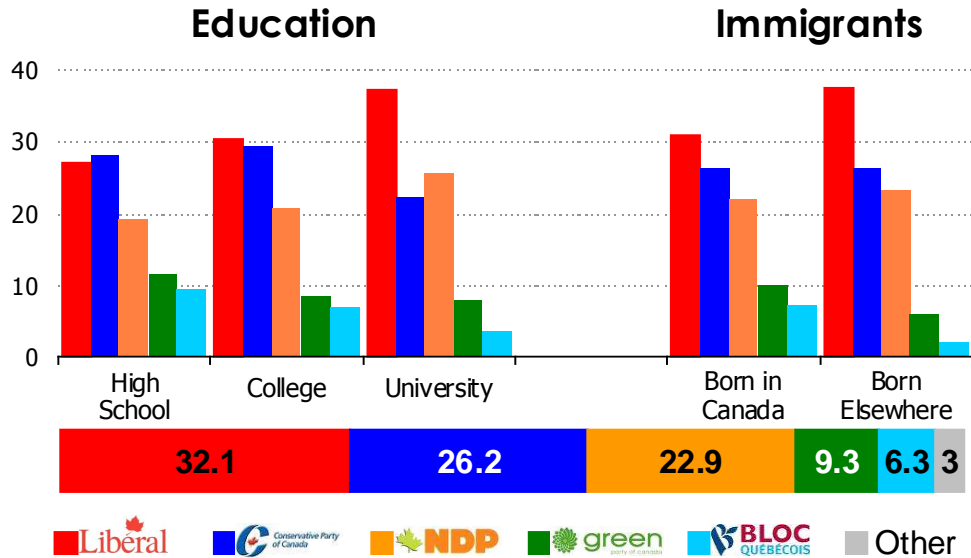
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BASE: Canadians; December 12-15, 2013 (n=3,468)



Vote intention by education/country of birth

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

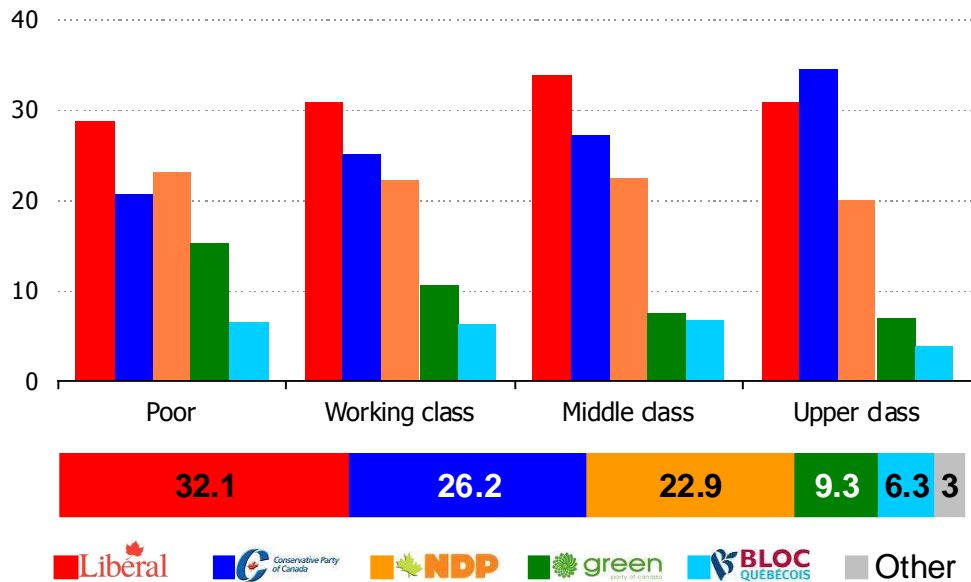


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BASE: Canadians; December 12-15, 2013 (n=3,468)

Vote intention by social class

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



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BASE: Canadians; December 12-15, 2013 (n=3,468)

Where are party supporters going?

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

Voted Liberal in 2011



Voted Conservative in 2011



Voted NDP in 2011



Did not vote in 2011



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BASE: Canadians; December 12-15, 2013 (n=3,468)

Where are party supporters coming from?

Patterns/Flow of 2011 voters to current vote intention

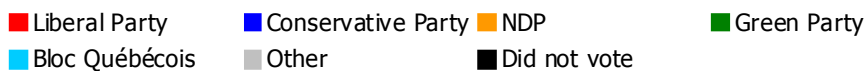
Liberal



Conservative Party of Canada



NDP

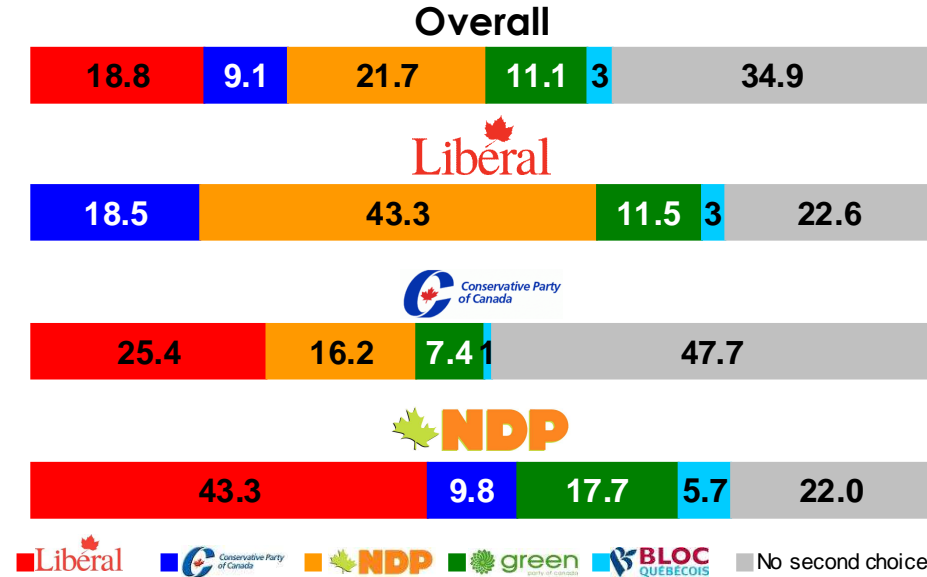


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BASE: Eligible voters; December 12-15, 2013 (n=3,405)

Second choice

Q. What party would be your second choice?

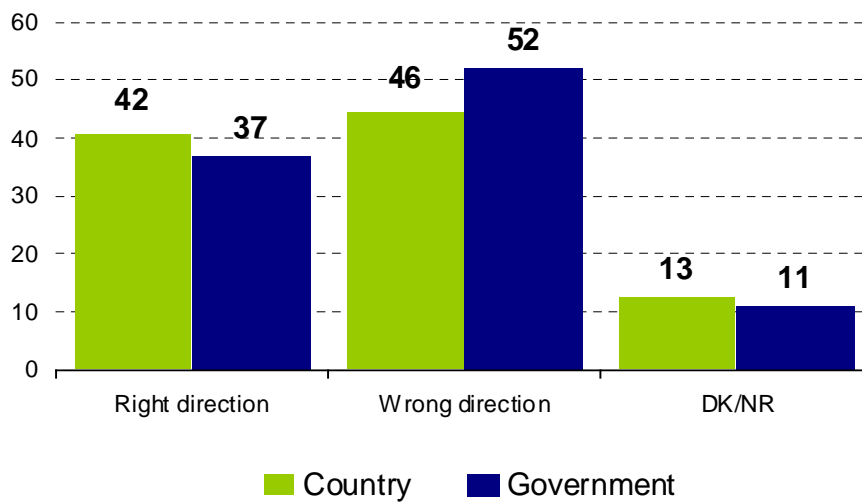


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BASE: Decided voters; December 12-15, 2013 (n=2,956)

Direction of country/government

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

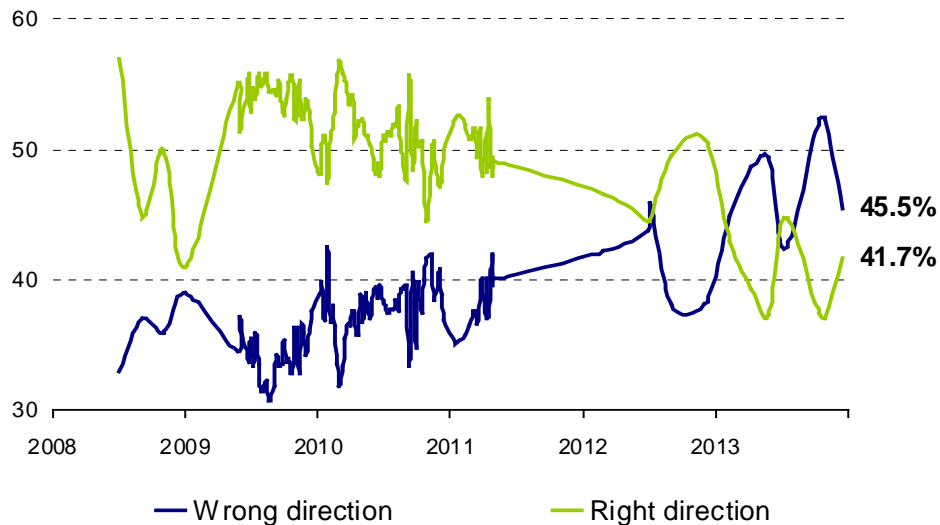


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BASE: Canadians (half-sample each); December 12-15, 2013 (n=1,696/1,772)

Direction of country

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

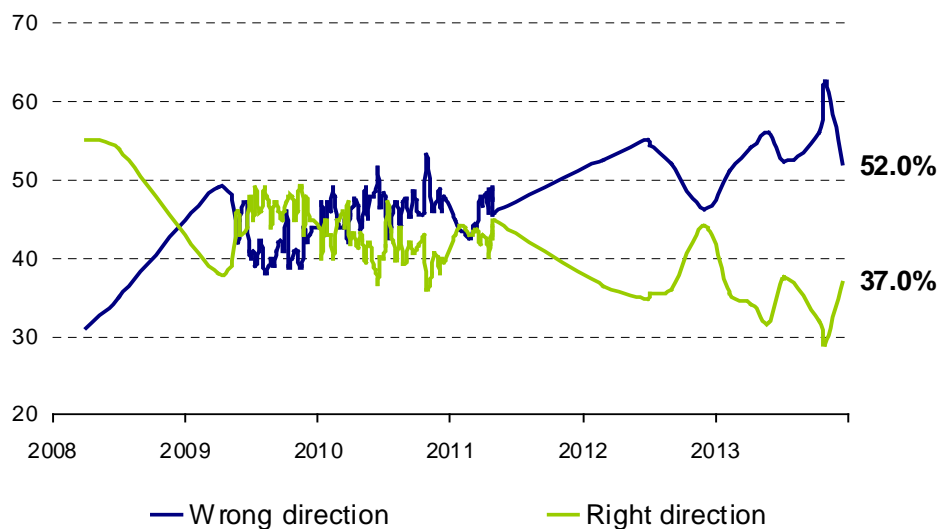


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BASE: Canadians (half-sample); December 12-15, 2013 (n=1,696)

Direction of government

Q. All things considered, would you say the Government of Canada is moving in the right direction or the wrong direction?

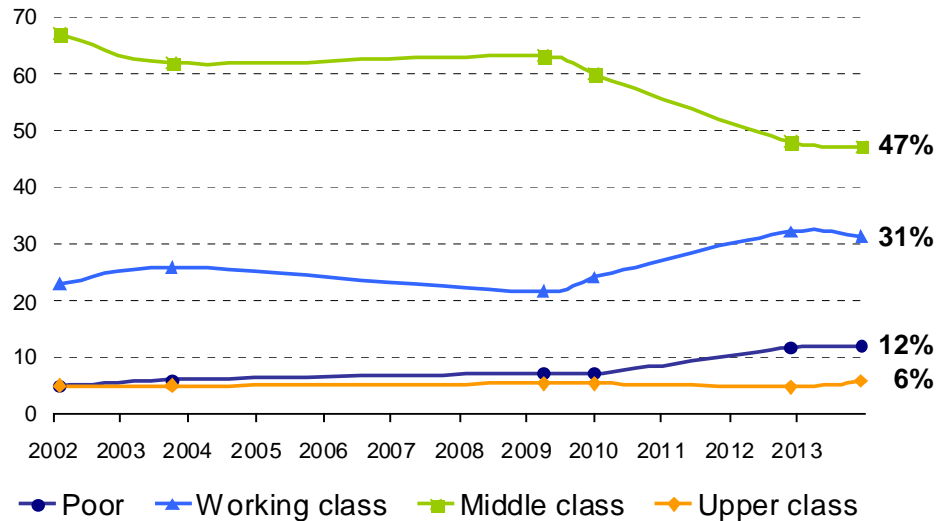


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BASE: Canadians (half-sample); December 12-15, 2013 (n=1,772)

Tracking self-rated social class: Canada

Q. *Would you describe you and your household as poor, working class, middle class, or upper class?*

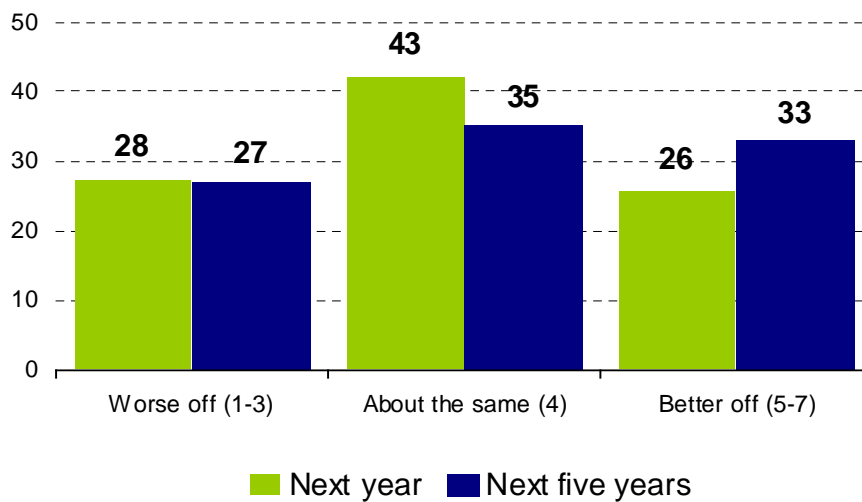


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BASE: Canadians; December 12-15, 2013 (n=3,468)

Personal financial outlook

Q. *Thinking ahead over the NEXT YEAR/NEXT FIVE YEARS or so, do you think your personal financial situation will be better or worse than it is today?*

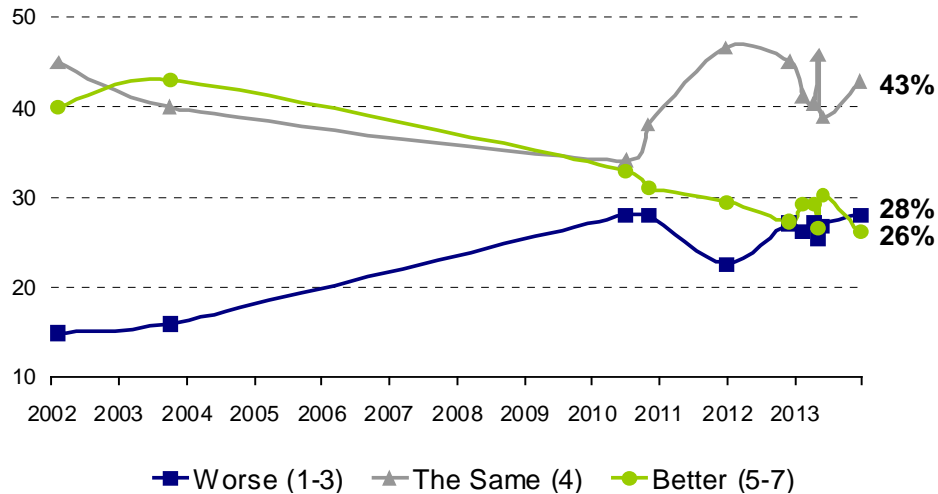


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BASE: Canadians (half-sample each); December 12-15, 2013 (n=1,733/1,735)

Short-term personal financial outlook

Q. Thinking ahead over the **NEXT YEAR** or so, do you think your personal financial situation will be better or worse than it is today?

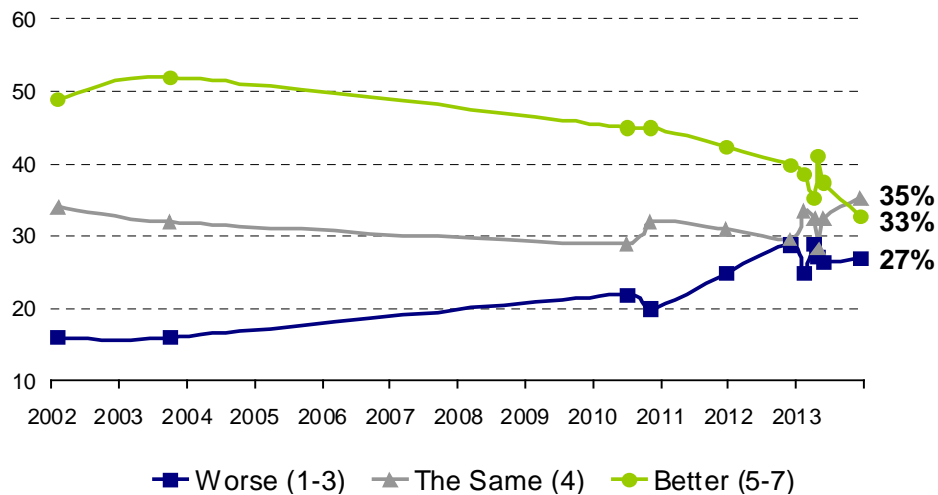


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BASE: Canadians (half-sample); December 12-15, 2013 (n=1,733)

Long-term personal financial outlook

Q. Thinking ahead over the next **FIVE YEARS** or so, do you think your personal financial situation will be better or worse than it is today?



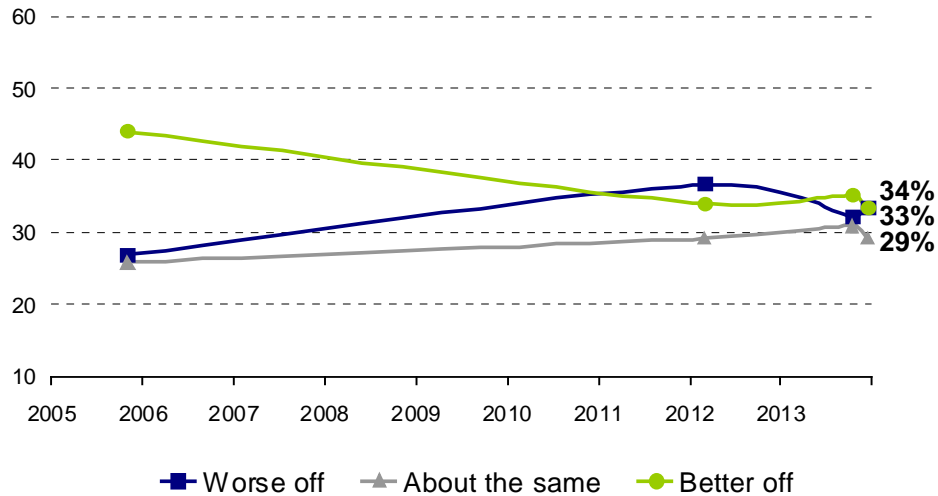
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BASE: Canadians (half-sample); December 12-15, 2013 (n=1,735)



Changes in quality of life over last 25 years

Q. Thinking about your overall quality of life, would you say that **you** are better off, worse off, or about the same as the **previous generation was 25 years ago**?

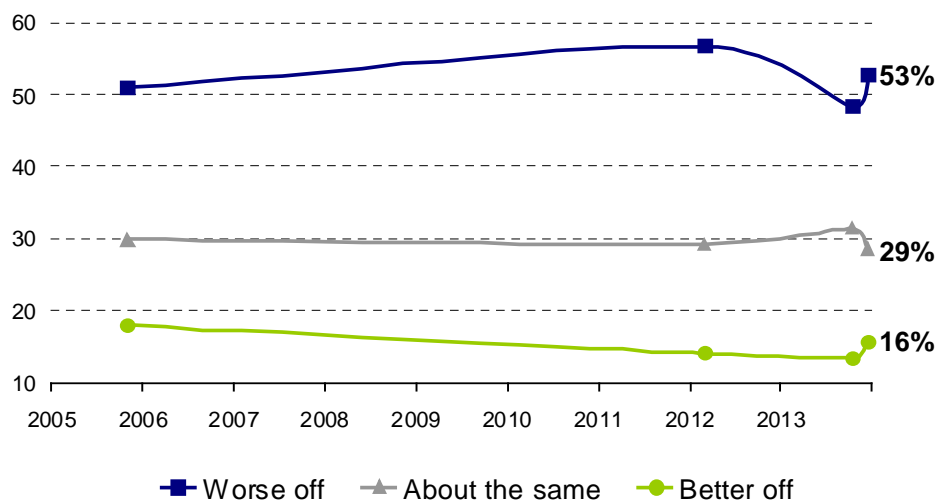


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BASE: Canadians (half-sample); December 12-15, 2013 (n=1,748)

Changes in quality of life over next 25 years






Q. Thinking about your overall quality of life do you think **the next generation** will be better off, worse off, or about the same as **you are 25 years from now**?



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BASE: Canadians (half-sample); December 12-15, 2013 (n=1,720)

Detailed Tables:

National Federal Vote Intention (decided and leaning voters only)								
<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 (+/-)
NATIONALLY	32.1%	26.2%	22.9%	9.3%	6.3%	3.2%	2829	1.8
REGION								
British Columbia	25.2%	23.8%	29.1%	18.4%	0.0%	3.5%	331	5.4
Alberta	20.9%	51.7%	11.1%	10.7%	0.0%	5.7%	244	6.3
Saskatchewan	26.1%	33.1%	21.3%	10.0%	0.0%	9.4%	96	10.0
Manitoba	38.3%	30.0%	26.3%	3.4%	0.0%	1.9%	98	9.9
Ontario	36.7%	30.0%	22.9%	7.6%	0.0%	2.7%	1036	3.0
Quebec	29.0%	11.0%	23.1%	6.9%	26.8%	3.1%	806	3.5
Atlantic Canada	45.1%	21.9%	23.3%	9.0%	0.0%	0.7%	210	6.8
GENDER								
Male	31.3%	30.5%	20.7%	8.7%	5.2%	3.7%	1408	2.6
Female	33.1%	22.0%	25.0%	9.7%	7.6%	2.7%	1405	2.6
AGE								
<25	21.4%	21.7%	23.1%	18.3%	8.3%	7.2%	107	9.5
25-44	31.0%	24.4%	24.5%	9.6%	7.4%	3.0%	649	3.9
45-64	33.2%	27.4%	21.8%	8.5%	6.6%	2.5%	1192	2.8
65+	37.3%	29.9%	22.1%	5.0%	3.0%	2.8%	860	3.3
EDUCATION								
High school or less	27.2%	28.1%	19.8%	11.5%	9.4%	3.9%	872	3.3
College or CEGEP	30.3%	29.4%	21.3%	8.6%	6.8%	3.6%	878	3.3
University or higher	37.3%	22.4%	26.3%	7.9%	3.6%	2.5%	1058	3.0
COUNTRY OF BIRTH								
Canada	30.9%	26.4%	22.6%	9.9%	7.2%	3.0%	2377	2.0
Other	37.6%	26.3%	23.9%	5.8%	2.2%	4.2%	434	4.7


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 (+/-)
NATIONALLY	32.1%	26.2%	22.9%	9.3%	6.3%	3.2%	2829	1.8
VOTE IN 2011 ELECTION								
Did not vote	32.9%	20.7%	19.0%	15.3%	6.9%	5.2%	377	5.1
Conservative Party	16.8%	66.9%	8.9%	4.0%	0.8%	2.5%	830	3.4
NDP	22.7%	4.4%	62.5%	5.2%	3.5%	1.7%	561	4.1
Liberal Party	72.5%	5.9%	12.6%	6.6%	1.4%	1.0%	602	4.0
Green Party	20.2%	3.9%	20.5%	41.6%	3.6%	10.1%	130	8.6
Bloc Québécois	5.6%	4.5%	14.7%	5.4%	68.2%	1.5%	163	7.7
Other	24.0%	8.9%	5.6%	25.7%	14.1%	21.7%	61	12.6



Second Choice

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

	 Liberal	 Conservative Party of Canada	 NDP	 Green Party	 BLOC QUEBECOIS	Other	No 2 nd choice	Sample Size	Margin of Error (+/-)
NATIONALLY	18.8%	9.1%	21.7%	11.1%	2.6%	1.8%	34.9%	2956	1.8
REGION									
British Columbia	22.6%	9.2%	17.1%	17.3%	0.0%	3.6%	30.2%	356	5.2
Alberta	15.4%	7.8%	19.3%	7.2%	0.0%	3.0%	47.3%	279	5.9
Saskatchewan	23.7%	6.6%	17.3%	9.9%	0.0%	0.8%	41.6%	113	9.2
Manitoba	22.2%	8.7%	22.7%	11.0%	0.0%	2.7%	32.9%	106	9.5
Ontario	17.7%	8.2%	25.3%	10.2%	0.0%	0.8%	37.7%	1126	2.9
Quebec	17.1%	10.5%	19.2%	11.1%	12.6%	1.5%	28.0%	740	3.6
Atlantic Canada	23.1%	12.9%	23.4%	9.9%	0.0%	2.5%	28.2%	227	6.5
GENDER									
Male	20.0%	9.7%	23.0%	11.5%	2.3%	2.0%	31.6%	1411	2.6
Female	18.8%	9.2%	22.0%	11.3%	3.2%	1.6%	33.8%	1431	2.6
AGE									
<25	20.4%	9.9%	13.9%	15.3%	4.4%	1.0%	35.1%	109	9.4
25-44	19.2%	9.5%	22.9%	12.7%	3.0%	2.5%	30.2%	661	3.8
45-64	20.6%	9.9%	23.6%	9.9%	2.6%	1.8%	31.5%	1200	2.8
65+	17.5%	8.0%	23.8%	10.0%	1.6%	1.0%	38.2%	867	3.3
EDUCATION									
High school or less	17.6%	9.1%	21.8%	7.5%	2.7%	2.4%	38.8%	874	3.3
College or CEGEP	18.6%	9.5%	21.1%	13.2%	2.8%	1.8%	33.1%	892	3.3
University or higher	21.8%	9.7%	24.1%	12.8%	2.6%	1.3%	27.8%	1073	3.0
COUNTRY OF BIRTH									
Canada	19.2%	8.7%	22.4%	11.7%	2.9%	1.9%	33.2%	2403	2.0
Other	21.3%	13.0%	22.6%	8.5%	1.6%	0.7%	32.2%	447	4.6
VOTE INTENTION									
Liberal Party	--	18.5%	43.3%	11.5%	2.7%	1.4%	22.6%	932	3.2
Conservative Party	25.4%	--	16.2%	7.4%	0.9%	2.5%	47.7%	728	3.6
NDP	43.3%	9.8%	--	17.7%	5.7%	1.5%	22.0%	624	3.9
Green Party	22.8%	7.5%	32.7%	--	3.8%	3.7%	29.5%	213	6.7
Bloc Quebecois	12.0%	7.3%	28.0%	22.7%	--	1.1%	28.8%	186	7.2
Undecided	13.7%	9.9%	8.0%	19.0%	1.3%	0.0%	48.1%	80	11.0


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 (+/-)
NATIONALLY	41.7%	45.5%	12.8%	1696	2.4
REGION					
British Columbia	40.9%	44.9%	14.2%	181	7.3
Alberta	50.9%	36.5%	12.6%	176	7.4
Saskatchewan	47.8%	33.5%	18.8%	60	12.7
Manitoba	44.6%	42.0%	13.4%	60	12.7
Ontario	39.7%	48.4%	11.8%	623	3.9
Quebec	38.9%	49.0%	12.1%	458	4.6
Atlantic Canada	43.5%	40.5%	16.0%	133	8.5
GENDER					
Male	46.5%	45.7%	7.8%	755	3.6
Female	40.0%	47.7%	12.2%	876	3.3
AGE					
<25	52.2%	35.4%	12.4%	66	12.1
25-44	40.8%	49.6%	9.6%	375	5.1
45-64	43.0%	48.6%	8.5%	687	3.7
65+	41.8%	45.5%	12.7%	499	4.4
EDUCATION					
High school or less	45.0%	43.9%	11.1%	540	4.2
College or CEGEP	45.8%	43.2%	11.0%	509	4.3
University or higher	38.6%	52.6%	8.8%	581	4.1
COUNTRY OF BIRTH					
Canada	41.8%	48.2%	9.9%	1364	2.7
Other	49.0%	38.9%	12.1%	270	6.0
CURRENT VOTE INTENTION					
Liberal Party	38.4%	51.4%	10.2%	453	4.6
Conservative Party	74.4%	18.0%	7.6%	354	5.2
NDP	28.9%	61.9%	9.3%	312	5.6
Green Party	37.5%	54.1%	8.4%	103	9.7
Bloc Quebecois	37.6%	51.7%	10.7%	103	9.7
Other	40.5%	51.3%	8.2%	35	16.6

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 (+/-)
NATIONALLY	37.0%	52.0%	11.0%	1772	2.3
REGION					
British Columbia	39.8%	51.0%	9.2%	204	6.9
Alberta	48.6%	33.6%	17.9%	152	8.0
Saskatchewan	46.3%	37.3%	16.4%	73	11.5
Manitoba	46.7%	43.6%	9.7%	54	13.3
Ontario	34.3%	55.7%	10.0%	642	3.9
Quebec	32.5%	56.5%	11.0%	514	4.3
Atlantic Canada	35.4%	55.0%	9.6%	129	8.6
GENDER					
Male	42.4%	51.3%	6.3%	842	3.4
Female	34.0%	55.7%	10.3%	868	3.3
AGE					
<25	44.0%	47.5%	8.6%	80	11.0
25-44	35.8%	56.3%	7.9%	405	4.9
45-64	37.2%	55.4%	7.4%	715	3.7
65+	40.1%	48.6%	11.3%	509	4.3
EDUCATION					
High school or less	44.5%	47.0%	8.5%	552	4.2
College or CEGEP	39.5%	50.0%	10.4%	535	4.2
University or higher	32.3%	61.3%	6.3%	618	3.9
COUNTRY OF BIRTH					
Canada	36.0%	56.0%	8.0%	1446	2.6
Other	48.0%	41.3%	10.7%	272	5.9
CURRENT VOTE INTENTION					
Liberal Party	29.7%	62.7%	7.6%	501	4.4
Conservative Party	81.2%	11.0%	7.8%	379	5.0
NDP	20.0%	76.1%	3.9%	323	5.5
Green Party	20.1%	74.8%	5.0%	117	9.1
Bloc Quebecois	26.0%	66.8%	7.2%	103	9.7
Other	17.6%	71.8%	10.6%	46	14.5



Short-Term Personal Financial Outlook

Q. Thinking ahead over the next year or so, do you think your personal financial situation will be better or worse than it is today?

	Worse (1-3)	About the same (4)	Better (5-7)	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	28.0%	42.8%	26.2%	3.0%	1733	2.4
REGION						
British Columbia	32.6%	41.0%	22.5%	3.9%	183	7.2
Alberta	23.8%	40.2%	32.0%	4.0%	150	8.0
Saskatchewan	33.6%	38.4%	21.8%	6.2%	62	12.5
Manitoba	25.3%	40.8%	32.5%	1.4%	61	12.6
Ontario	28.6%	41.2%	26.7%	3.5%	639	3.9
Quebec	28.0%	46.7%	23.9%	1.3%	486	4.5
Atlantic Canada	22.4%	47.5%	27.2%	2.9%	149	8.0
GENDER						
Male	29.5%	40.1%	29.5%	0.9%	795	3.5
Female	27.5%	47.3%	24.1%	1.1%	892	3.3
AGE						
<25	38.1%	18.9%	41.8%	1.2%	68	11.9
25-44	21.5%	42.0%	35.0%	1.6%	391	5.0
45-64	33.0%	43.9%	22.6%	0.5%	731	3.6
65+	26.3%	61.6%	11.4%	0.6%	492	4.4
EDUCATION						
High school or less	33.2%	45.7%	19.8%	1.4%	527	4.3
College or CEGEP	28.8%	40.0%	30.3%	0.9%	553	4.2
University or higher	24.0%	45.8%	29.7%	0.6%	601	4.0
COUNTRY OF BIRTH						
Canada	28.7%	43.8%	26.5%	1.1%	1416	2.6
Other	27.1%	44.6%	26.9%	1.4%	272	5.9
CURRENT VOTE INTENTION						
Liberal Party	27.7%	44.8%	27.1%	0.4%	502	4.4
Conservative Party	22.3%	46.0%	31.5%	0.3%	371	5.1
NDP	28.7%	48.1%	22.6%	0.6%	306	5.6
Green Party	37.2%	34.4%	24.9%	3.5%	118	9.0
Bloc Quebecois	24.3%	48.3%	27.4%	0.0%	103	9.7
Other	41.5%	27.8%	30.7%	0.0%	38	15.9



Long-Term Personal Financial Outlook

Q. Thinking ahead over the next year or so, do you think your personal financial situation will be better or worse than it is today?

	Worse (1-3)	About the same (4)	Better (5-7)	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	27.0%	35.3%	32.9%	4.8%	1735	2.4
REGION						
British Columbia	28.3%	34.3%	34.2%	3.2%	202	6.9
Alberta	21.1%	34.3%	38.6%	6.0%	178	7.4
Saskatchewan	21.1%	33.3%	31.4%	14.1%	71	11.6
Manitoba	35.9%	34.8%	25.2%	4.1%	53	13.5
Ontario	28.4%	34.1%	32.0%	5.5%	626	3.9
Quebec	28.1%	37.4%	31.6%	2.9%	486	4.5
Atlantic Canada	20.2%	40.8%	34.4%	4.6%	113	9.2
GENDER						
Male	27.8%	35.4%	35.8%	1.0%	802	3.5
Female	28.0%	38.3%	32.4%	1.3%	852	3.4
AGE						
<25	21.0%	22.1%	51.6%	5.3%	78	11.1
25-44	23.1%	28.4%	47.3%	1.2%	389	5.0
45-64	33.6%	38.6%	27.4%	0.3%	671	3.8
65+	30.9%	56.6%	12.1%	0.4%	516	4.3
EDUCATION						
High school or less	30.4%	37.6%	30.2%	1.8%	565	4.1
College or CEGEP	28.4%	40.1%	30.7%	0.9%	491	4.4
University or higher	25.6%	33.1%	40.2%	1.1%	598	4.0
COUNTRY OF BIRTH						
Canada	29.0%	36.4%	33.7%	0.9%	1394	2.6
Other	23.1%	38.0%	35.2%	3.7%	270	6.0
CURRENT VOTE INTENTION						
Liberal Party	27.4%	39.5%	32.1%	1.0%	452	4.6
Conservative Party	18.6%	36.6%	44.4%	0.4%	362	5.2
NDP	32.9%	38.8%	28.3%	0.0%	329	5.4
Green Party	31.0%	35.8%	33.2%	0.0%	102	9.7
Bloc Quebecois	27.8%	40.4%	31.8%	0.0%	103	9.7
Other	53.7%	21.5%	24.8%	0.0%	43	14.9



Changes in Quality of Life over Last 25 Years

Q. Thinking about your overall quality of life, would you say that you are better off, worse off, or about the same as the previous generation was 25 years ago?

	Better off	Worse off	About the same	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	33.6%	33.4%	29.2%	3.7%	1748	2.3
REGION						
British Columbia	31.6%	38.6%	26.7%	3.1%	196	7.0
Alberta	34.9%	26.6%	30.5%	8.0%	168	7.6
Saskatchewan	37.3%	29.7%	27.4%	5.6%	67	12.0
Manitoba	43.7%	25.1%	26.8%	4.3%	63	12.4
Ontario	34.9%	33.4%	27.4%	4.3%	642	3.9
Quebec	25.0%	38.6%	35.9%	0.5%	478	4.5
Atlantic Canada	48.8%	23.7%	23.2%	4.3%	132	8.5
GENDER						
Male	35.8%	34.2%	29.5%	0.5%	756	3.6
Female	33.5%	34.5%	30.9%	1.1%	923	3.2
AGE						
<25	50.2%	31.0%	15.3%	3.5%	59	12.8
25-44	28.1%	40.2%	30.7%	0.9%	389	5.0
45-64	33.0%	35.5%	31.4%	0.1%	713	3.7
65+	40.5%	24.0%	35.3%	0.2%	511	4.3
EDUCATION						
High school or less	30.4%	40.1%	28.5%	1.1%	549	4.2
College or CEGEP	34.4%	31.9%	32.7%	1.0%	547	4.2
University or higher	38.4%	31.8%	29.5%	0.4%	578	4.1
COUNTRY OF BIRTH						
Canada	33.8%	35.6%	29.7%	0.9%	1408	2.6
Other	37.8%	28.8%	32.1%	1.2%	279	5.9
CURRENT VOTE INTENTION						
Liberal Party	37.4%	31.9%	30.1%	0.5%	492	4.4
Conservative Party	50.0%	24.0%	25.5%	0.4%	379	5.0
NDP	23.7%	42.7%	33.3%	0.3%	308	5.6
Green Party	33.0%	45.1%	20.9%	0.9%	101	9.8
Bloc Quebecois	22.4%	35.8%	41.8%	0.0%	98	9.9
Other	10.3%	60.8%	28.8%	0.0%	41	15.3



Changes in Quality of Life over Next 25 Years

Q. Thinking about your overall quality of life do you think the next generation will be better off, worse off, or about the same as you are 25 years from now?

	Better off	Worse off	About the same	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	15.7%	52.7%	28.5%	3.1%	1720	2.3
REGION						
British Columbia	11.7%	61.3%	24.1%	2.9%	189	7.0
Alberta	12.0%	57.8%	28.1%	2.1%	160	7.6
Saskatchewan	17.3%	49.2%	20.8%	12.7%	66	12.0
Manitoba	18.4%	51.4%	27.0%	3.1%	51	12.4
Ontario	13.7%	55.0%	27.9%	3.4%	623	3.9
Quebec	22.5%	43.0%	32.4%	2.1%	494	4.5
Atlantic Canada	14.1%	49.5%	33.1%	3.3%	130	8.5
GENDER						
Male	18.4%	53.6%	27.7%	0.3%	841	3.4
Female	13.6%	54.6%	31.2%	0.6%	821	3.4
AGE						
<25	20.8%	59.3%	18.6%	1.3%	87	10.5
25-44	18.0%	52.9%	28.7%	0.4%	391	5.0
45-64	15.1%	53.7%	30.9%	0.3%	689	3.7
65+	10.9%	53.2%	35.3%	0.6%	497	4.4
EDUCATION						
High school or less	17.5%	50.9%	30.6%	0.9%	543	4.2
College or CEGEP	18.5%	56.1%	25.3%	0.0%	497	4.4
University or higher	13.1%	54.9%	31.4%	0.6%	621	3.9
COUNTRY OF BIRTH						
Canada	14.7%	55.6%	29.0%	0.7%	1402	2.6
Other	20.9%	47.5%	31.4%	0.3%	263	6.0
CURRENT VOTE INTENTION						
Liberal Party	13.1%	54.5%	31.8%	0.6%	462	4.6
Conservative Party	21.2%	39.4%	39.1%	0.3%	354	5.2
NDP	13.5%	63.9%	22.3%	0.2%	327	5.4
Green Party	9.1%	70.2%	20.7%	0.0%	119	9.0
Bloc Quebecois	27.2%	42.5%	30.2%	0.0%	108	9.4
Other	10.6%	66.0%	23.4%	0.0%	40	15.5



Self-Rated Social Class

Q. Thinking about your overall quality of life do you think the next generation will be better off, worse off, or about the same as you are 25 years from now?

	Poor	Working class	Middle class	Upper class	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	12.0%	31.2%	47.2%	5.9%	3.7%	3468	1.7
REGION							
British Columbia	13.3%	36.2%	40.6%	5.5%	4.3%	385	5.0
Alberta	14.2%	26.0%	48.0%	6.7%	5.1%	328	5.4
Saskatchewan	12.5%	29.8%	41.6%	5.8%	10.3%	133	8.5
Manitoba	5.0%	38.4%	46.9%	7.1%	2.5%	114	9.2
Ontario	11.3%	32.8%	46.0%	5.7%	4.1%	1265	2.8
Quebec	12.5%	24.7%	54.5%	6.5%	1.8%	972	3.1
Atlantic Canada	12.5%	40.0%	41.0%	4.1%	2.4%	262	6.1
GENDER							
Male	10.6%	31.7%	49.8%	7.2%	0.8%	1597	2.5
Female	14.0%	32.5%	47.5%	5.0%	1.0%	1744	2.4
AGE							
<25	20.1%	31.5%	36.6%	11.0%	0.8%	146	8.1
25-44	11.5%	32.1%	50.6%	4.8%	0.9%	780	3.5
45-64	11.6%	34.0%	47.7%	6.2%	0.6%	1402	2.6
65+	10.7%	29.0%	53.9%	4.9%	1.4%	1008	3.1
EDUCATION							
High school or less	21.3%	38.9%	35.1%	3.8%	0.9%	1092	3.0
College or CEGEP	12.1%	39.3%	43.7%	4.0%	1.0%	1044	3.0
University or higher	4.9%	19.9%	64.5%	9.8%	0.8%	1199	2.8
COUNTRY OF BIRTH							
Canada	12.7%	30.7%	49.7%	5.9%	1.0%	2810	1.9
Other	10.7%	38.7%	43.3%	6.3%	1.0%	542	4.2
CURRENT VOTE INTENTION							
Liberal Party	9.5%	29.5%	54.2%	6.1%	0.7%	954	3.2
Conservative Party	8.4%	29.4%	53.4%	8.4%	0.5%	733	3.6
NDP	11.0%	30.9%	52.0%	5.7%	0.3%	635	3.9
Green Party	17.5%	34.8%	41.9%	4.8%	0.9%	220	6.6
Bloc Quebecois	10.9%	30.9%	54.2%	4.0%	0.0%	206	6.8
Other	17.5%	44.4%	31.0%	6.4%	0.8%	81	10.9

Methodology:

This study was conducted using EKOS' proprietary "High Definition" Interactive Voice Response (HD-IVR) technology, which allows respondents to enter their preferences by punching the keypad on their phone, rather than telling them to an operator. Unlike traditional or "raw" IVR which is often subject to the coverage bias of landline-only random digit dialling (RDD), HD-IVR uses a dual landline/cell phone RDD sampling frame. As a result, we are able to reach those with a landline and cellphone, as well as cellphone-only households and landline-only households. Furthermore, HD-IVR involved an experimentally optimized series of call-backs and rigorous randomization of response categories to eliminate any order effects. We also have other proprietary methods to detect and purify random noise and response errors that are applied as appropriate.

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 December 12-15, 2013. In total, a random sample of 3,468 Canadian adults aged 18 and over responded to the survey (including a sub-sample of 2,829 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 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.