
www.ekospolitics.ca

LIBERALS STILL FEELING THE LOVE, NDP NOT SO MUCH

[Ottawa – April 18, 2016] The Liberals remain at stratospheric levels. The dip we saw in our last poll¹ may be receding and the party is going strong at 44 points. The Conservatives are fairly stable, but at 29 points, they are well back of the Liberals. At 12 points, the NDP sits in a distant third place.

What is remarkable is the uniformity of the Liberal Party's support across various demographics. Liberal support is consistent across all gender and age cohorts. These results are dramatically different from the fractured landscape that we saw during the Stephen Harper era with huge effects across age and gender. Indeed, this may well be the most balanced and representative demographic constituency that we have ever seen for a government in Canada.

Regionally, the Liberals are soaring in Atlantic Canada, Ontario, and British Columbia. The Conservatives still lead handily in Alberta but, at 31 points, the Liberals are doing quite well here by historical standards. The Liberals now also enjoy strong support among those self-defined members of the middle class. This was not the case in the lead up to the last election.

¹ EKOS Research Associates, "Thomas Mulcair Faces Uncertain Future as NDP Languishes", March 31, 2016. Available online at: <http://goo.gl/K9WMBU>

Federal vote intention

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

EKOS poll (April 2016)

(Change from previous poll below)



BASE: Canadians; April 14-15, 2016, n=1,176, MOE +/- 2.9%, 19 times out of 20

EKOS Poll (March 2016)



BASE: Canadians; March 24-29, 2016, n=2,019, MOE +/- 2.2%, 19 times out of 20

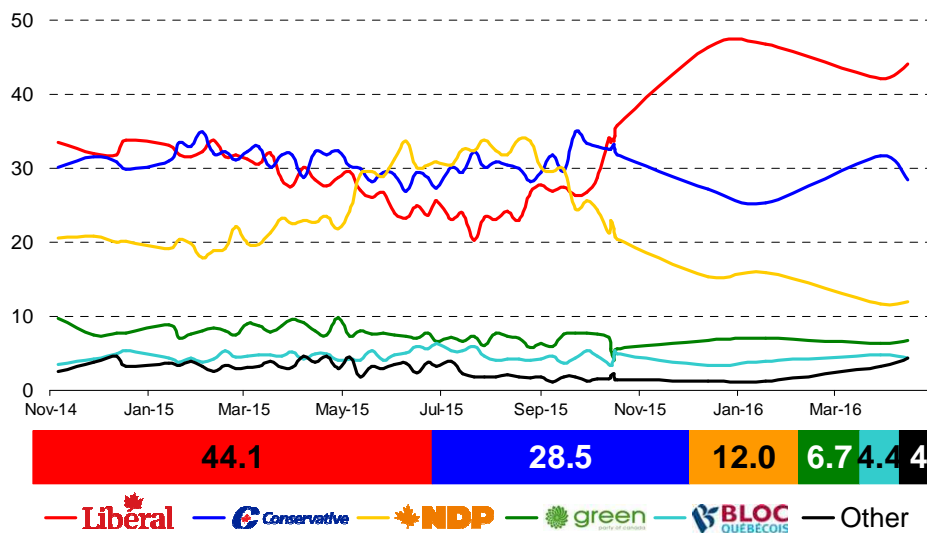
■ Liberal Party ■ Conservative Party ■ NDP ■ Green Party ■ Bloc Québécois ■ Other

Note: These figures are based on decided and leaning voters only; 10.4% of respondents say they are undecided, are ineligible to vote, or skipped the question.

Copyright 2016
No reproduction without permission

Tracking federal vote intention

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



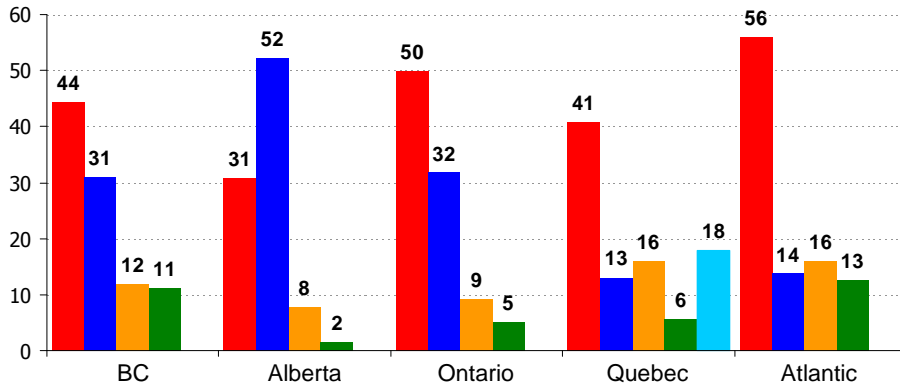
Note: These figures are based on decided and leaning voters only; 10.4% of respondents say they are undecided, are ineligible to vote, or skipped the question.

Copyright 2016
No reproduction without permission

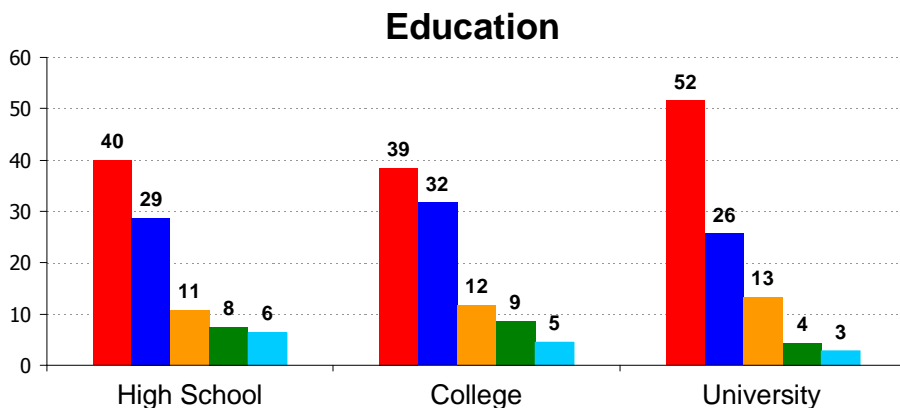
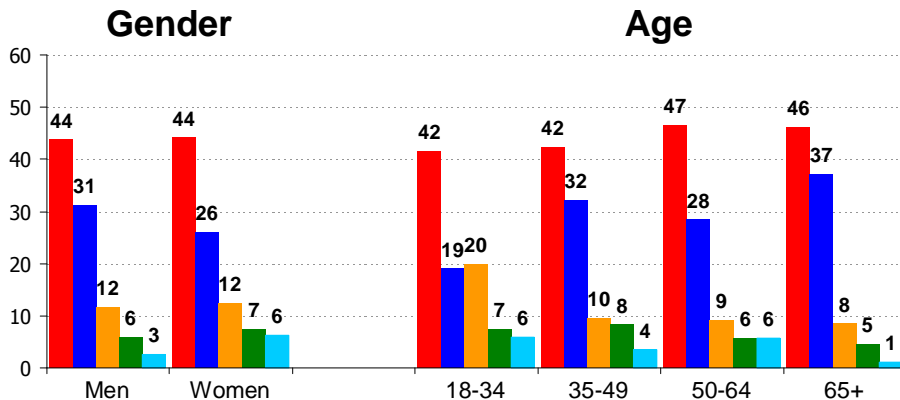
BASE: Canadians; April 14-15, 2016, n=1,176, MOE +/- 2.9%, 19 times out of 20

Vote intention by region/demographics

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



Note: Results for Saskatchewan/Manitoba not presented due to small insufficient sample sizes.



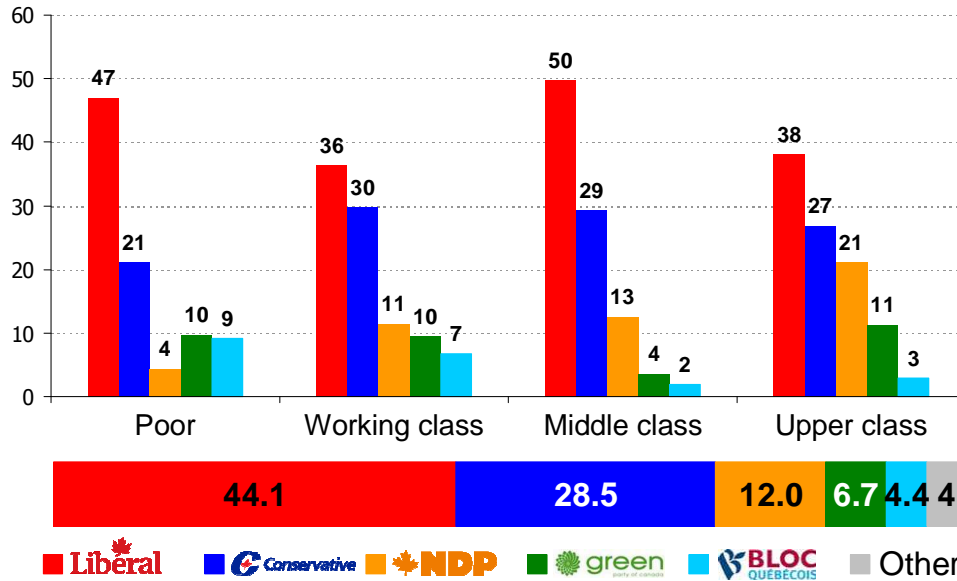
Liberal
 Conservative
 NDP
 Green
 BLOC QUÉBÉCOIS
 Other

Copyright 2016
No reproduction without permission

BASE: Canadians; April 14-15, 2016, n=1,176, MOE +/- 2.9%, 19 times out of 20

Vote intention by social class

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



Copyright 2016
No reproduction without permission

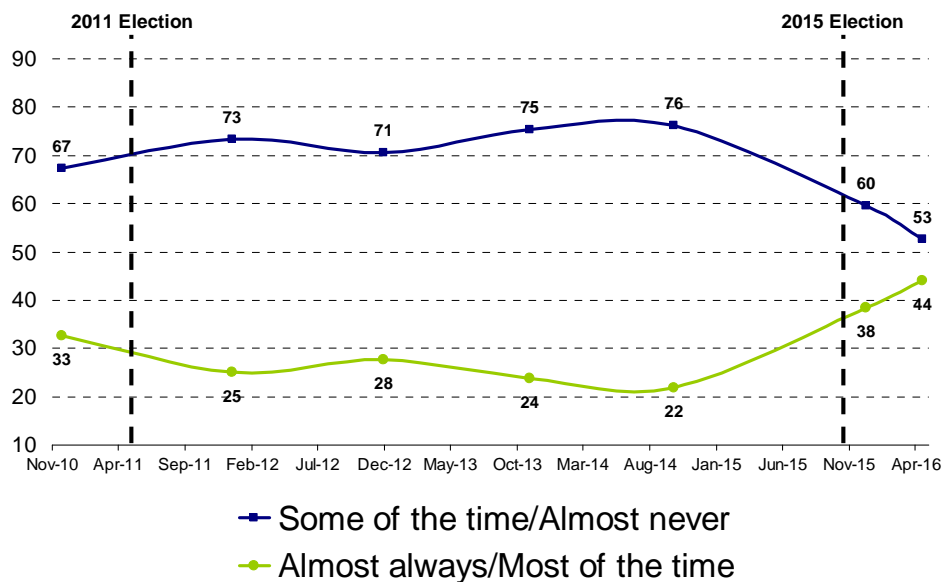
BASE: Canadians; April 14-15, 2016, n=1,176, MOE +/- 2.9%, 19 times out of 20

Trust is back

Canada may be “back”, and so is trust in government. We find the Liberals now scoring the highest marks on trust in government that we’ve seen in the 20 years we have been testing this indicator. Trust is highest among middle class Canadians and university graduates.

Tracking trust in government

Q. How much do you trust the government in Ottawa/Washington to do what is right?



Copyright 2016
No reproduction without permission

BASE: Canadians; April 14-15, 2016 (n=1,176), MOE +/- 2.9%, 19 times out of 20

In early 2014, we put out a report called *Democracy and the Death of Trust*². That headline, while colourful, clearly overstated the problem. Trust has rebounded from what was a borderline legitimacy crisis. In other words, Dr. Watson, trust does not appear to be dead.

This democratic boon is also reflected in similarly high levels of support for the trajectory of the federal government. Among the 44 per cent Canadians supporting the Liberal party, 93 per cent say the government is headed in the right direction. Among the diminished Conservative base, this figure drops to just 14 per cent.

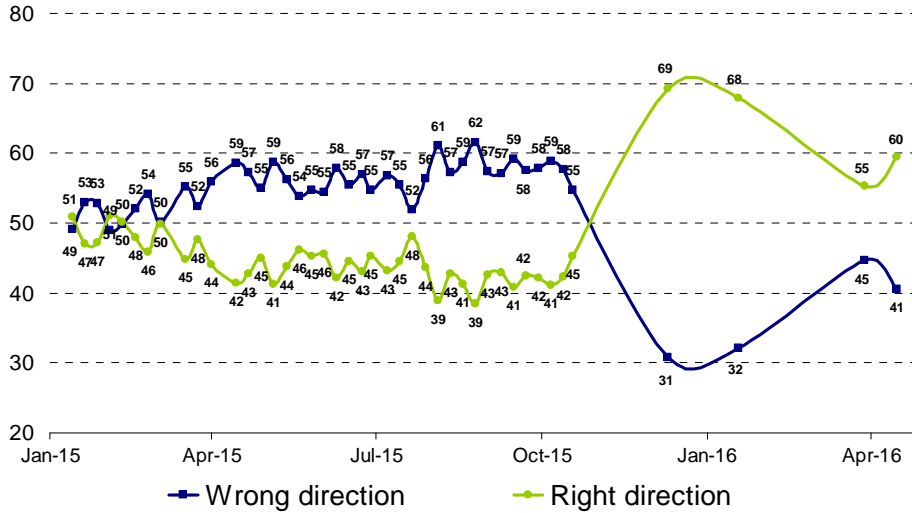
There are a number of curious factors underlying this trust renaissance. It comes in the context of an extremely gloomy outlook on the economy, which does not appear to be getting better. It reveals a pattern that is the reverse when the Conservatives gained their majority. We speculate

² Frank Graves, “*Democracy and the Death of Trust*”, iPolitics, January 2, 2014. Available online at: <http://goo.gl/Rqewvc>

that these impressive gains are being driven by both relief at the end of the Harper era, which saw a trust declining to near record lows. We also think that the Liberals deserve a lot of credit as they have consistently focussed on a more open and optimistic style of government which seems to be very welcome by the Canadian public.

Direction of country*

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



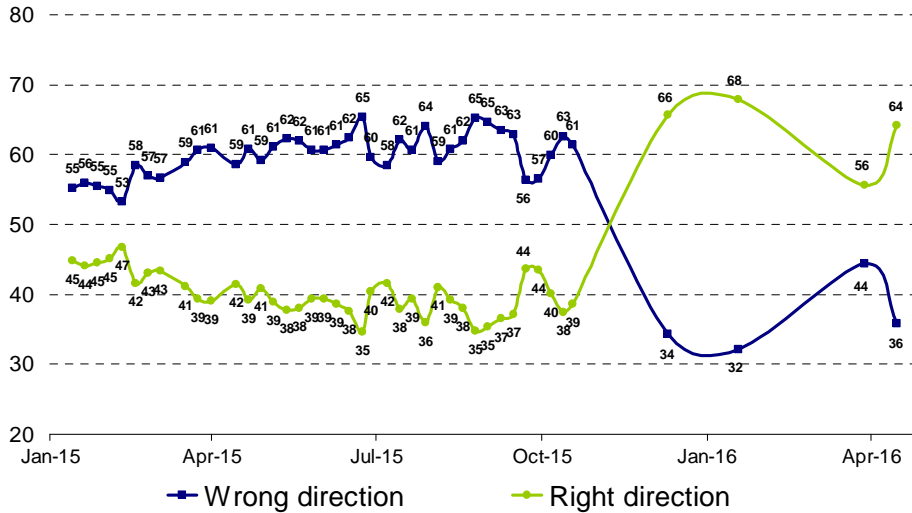
*Figures adjusted to exclude those who skipped the question.

Copyright 2016
No reproduction without permission

BASE: Canadians (half-sample); April 14-15, 2016 (n=582), MOE +/- 4.1%, 19 times out of 20

Direction of government*

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



*Figures adjusted to exclude those who skipped the question.

Copyright 2016
No reproduction without permission

BASE: Canadians (half-sample); April 14-15, 2016 (n=594), MOE +/- 4.0%, 19 times out of 20

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 Party	Conser- vative Party	NDP	Green Party	Bloc Québécois	Other	Sample Size	Margin of Error (+/-)
NATIONALLY	44.1%	28.5%	12.0%	6.7%	4.4%	4.4%	1063	3.0
REGION								
British Columbia	44.3%	30.9%	11.9%	11.1%	–	1.8%	181	7.3
Alberta	30.7%	52.3%	7.7%	1.5%	–	7.8%	138	8.3
Saskatchewan*	21.6%	52.4%	20.2%	5.8%	–	0.0%	48	14.1
Manitoba*	39.9%	37.6%	15.3%	7.3%	–	0.0%	45	14.6
Ontario	49.9%	31.8%	9.3%	5.2%	–	3.8%	395	4.9
Quebec	40.7%	13.0%	16.0%	5.6%	17.9%	6.8%	160	7.8
Atlantic Canada	56.0%	13.8%	16.0%	12.5%	–	1.8%	88	10.5
GENDER								
Male	43.8%	31.2%	11.6%	5.9%	2.5%	4.9%	554	4.2
Female	44.1%	26.0%	12.4%	7.4%	6.2%	3.9%	505	4.4
AGE								
<35	41.6%	19.0%	19.9%	7.4%	6.0%	6.1%	77	11.2
35-49	42.2%	32.1%	9.6%	8.3%	3.6%	4.3%	198	7.0
50-64	46.6%	28.4%	9.2%	5.8%	5.8%	4.2%	352	5.2
65+	46.1%	37.1%	8.4%	4.7%	1.2%	2.5%	430	4.7
EDUCATION								
High school or less	40.0%	28.7%	10.6%	7.5%	6.3%	6.9%	207	6.8
College or CEGEP	38.5%	31.7%	11.8%	8.7%	4.5%	4.7%	357	5.2
University or higher	51.6%	25.6%	13.3%	4.4%	2.8%	2.4%	493	4.4
SOCIAL CLASS								
Poor	46.9%	21.1%	4.4%	9.7%	9.2%	8.7%	88	10.5
Working class	36.3%	29.7%	11.4%	9.5%	6.8%	6.3%	321	5.5
Middle class	49.7%	29.3%	12.6%	3.5%	2.0%	2.9%	589	4.0
Upper class	38.1%	26.8%	21.1%	11.2%	2.9%	0.0%	49	14.0

*Results for Saskatchewan and Manitoba should be interpreted with caution due to the small sample sizes.

Direction of Country

Q. [Half-sample only] All things considered, would you say the country is moving in the right direction or the wrong direction?

	Right Direction	Wrong Direction	Skip	Sample Size	Margin of Error (+/-)
NATIONALLY	55.2%	37.5%	7.3%	582	4.1
REGION					
British Columbia	60.9%	27.1%	12.0%	98	9.9
Alberta	27.8%	65.6%	6.6%	89	10.4
Saskatchewan*	50.9%	47.9%	1.2%	33	17.1
Manitoba*	71.8%	15.4%	12.8%	18	23.1
Ontario	55.2%	39.0%	5.8%	217	6.7
Quebec	59.9%	32.7%	7.4%	80	11.0
Atlantic Canada	65.6%	22.5%	12.0%	41	15.3
GENDER					
Male	54.9%	39.8%	5.3%	289	5.8
Female	58.3%	37.0%	4.8%	274	5.9
AGE					
<35	56.2%	37.9%	5.9%	43	14.9
35-49	54.4%	43.6%	2.1%	102	9.7
50-64	55.6%	38.9%	5.5%	192	7.1
65+	61.2%	31.3%	7.5%	225	6.5
EDUCATION					
High school or less	48.2%	45.6%	6.1%	104	9.6
College or CEGEP	51.5%	43.4%	5.1%	191	7.1
University or higher	67.7%	28.5%	3.8%	265	6.0
CURRENT VOTE INTENTION					
Liberal Party	89.3%	8.6%	2.1%	228	6.5
Conservative Party	21.1%	74.0%	4.9%	174	7.4
NDP	52.0%	45.1%	2.9%	56	13.1
Green Party	60.2%	29.5%	10.3%	33	17.1
Bloc Québécois	43.9%	56.1%	0.0%	10	31.0

*Results for Saskatchewan and Manitoba should be interpreted with caution due to the small sample sizes.

Direction of Government

Q. [Half-sample only] All things considered, would you say the Government of Canada is moving in the right direction or the wrong direction?

	Right Direction	Wrong Direction	Skip	Sample Size	Margin of Error (+/-)
NATIONALLY	59.8%	33.3%	6.8%	594	4.0
REGION					
British Columbia	52.3%	37.3%	10.5%	104	9.6
Alberta	43.8%	49.0%	7.2%	64	12.3
Saskatchewan*	46.6%	51.4%	2.1%	22	20.9
Manitoba*	54.3%	37.3%	8.4%	32	17.3
Ontario	60.7%	32.9%	6.4%	220	6.6
Quebec	66.1%	26.5%	7.5%	96	10.0
Atlantic Canada	74.8%	24.2%	1.0%	53	13.5
GENDER					
Male	64.2%	30.5%	5.3%	301	5.7
Female	57.1%	36.8%	6.1%	284	5.8
AGE					
<35	69.3%	21.9%	8.8%	43	14.9
35-49	51.5%	44.0%	4.5%	108	9.4
50-64	63.9%	30.6%	5.6%	192	7.1
65+	56.3%	38.7%	5.1%	243	6.3
EDUCATION					
High school or less	50.6%	42.2%	7.1%	126	8.7
College or CEGEP	60.2%	34.8%	5.0%	197	7.0
University or higher	69.3%	25.1%	5.7%	259	6.1
CURRENT VOTE INTENTION					
Liberal Party	93.4%	3.8%	2.9%	258	6.1
Conservative Party	14.4%	83.1%	2.4%	175	7.4
NDP	76.8%	19.2%	4.0%	49	14.0
Green Party	59.3%	33.1%	7.5%	31	17.6
Bloc Québécois	28.6%	71.4%	0.0%	13	27.2

*Results for Saskatchewan and Manitoba should be interpreted with caution due to the small sample sizes.

Trust in Government

Q. How much do you trust the government in Ottawa to do what is right?

	Almost always	Most of the time	Some of the time	Almost never	Skip	Sample Size	Margin of Error (+/-)
NATIONALLY	12.0%	32.0%	35.5%	17.1%	3.3%	1176	2.9
REGION							
British Columbia	9.0%	32.7%	35.5%	14.9%	7.9%	202	6.9
Alberta	7.1%	21.0%	33.9%	33.9%	4.0%	153	7.9
Saskatchewan*	3.5%	25.6%	44.4%	20.9%	5.6%	55	13.2
Manitoba*	19.2%	24.3%	42.5%	11.5%	2.5%	50	13.9
Ontario	14.8%	27.5%	37.1%	18.7%	1.9%	437	4.7
Quebec	10.1%	43.6%	33.4%	9.6%	3.3%	176	7.4
Atlantic Canada	16.6%	39.3%	33.1%	11.0%	0.0%	94	10.1
GENDER							
Male	13.5%	33.0%	31.7%	19.7%	2.1%	590	4.0
Female	11.2%	32.0%	40.4%	15.3%	1.1%	558	4.2
AGE							
<35	15.8%	30.5%	35.8%	14.9%	3.0%	86	10.6
35-49	9.2%	31.1%	36.1%	21.7%	1.9%	210	6.8
50-64	11.6%	34.8%	35.6%	16.9%	1.0%	384	5.0
65+	12.7%	33.9%	37.3%	15.7%	0.3%	468	4.5
EDUCATION							
High school or less	14.7%	27.9%	36.4%	20.3%	0.7%	230	6.5
College or CEGEP	9.3%	29.6%	39.3%	19.3%	2.5%	388	5.0
University or higher	13.2%	38.8%	33.4%	13.6%	1.0%	524	4.3
CURRENT VOTE INTENTION							
Liberal Party	23.8%	51.0%	22.7%	2.1%	0.4%	486	4.5
Conservative Party	1.3%	9.4%	49.4%	39.9%	0.0%	349	5.3
NDP	11.9%	38.8%	37.2%	12.1%	0.0%	105	9.6
Green Party	8.4%	35.8%	37.6%	18.2%	0.0%	64	12.3
Bloc Québécois	0.0%	20.8%	63.9%	15.3%	0.0%	23	20.4

*Results for Saskatchewan and Manitoba should be interpreted with caution due to the small sample sizes.

Methodology:

This survey was conducted using 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. 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.

The field dates for this survey are April 14-15, 2016. In total, a random sample of 1,176 Canadian adults aged 18 and over responded to the survey. The margin of error associated with the total sample is +/- 2.9 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 region, sex, age, education). All the data have been statistically weighted by **age, gender, region, and educational attainment** to ensure the sample's composition reflects that of the actual population of Canada according to Census data.