FRACTURED COUNTRY PRODUCES TIGHT AND UNPREDICTABLE RACE:

NDP EMERGING AS THE HOME FOR THE MOST DISAFFECTED WITH INCUMBENT

[Ottawa – August 14, 2015] Nothing definitive has emerged from this week's polling. The race remains very tight with the NDP having plateaued, but they are still hanging on to a slight lead over a pretty moribund Conservative Party. The Liberals are showed some signs of life and may be closing the gap somewhat.
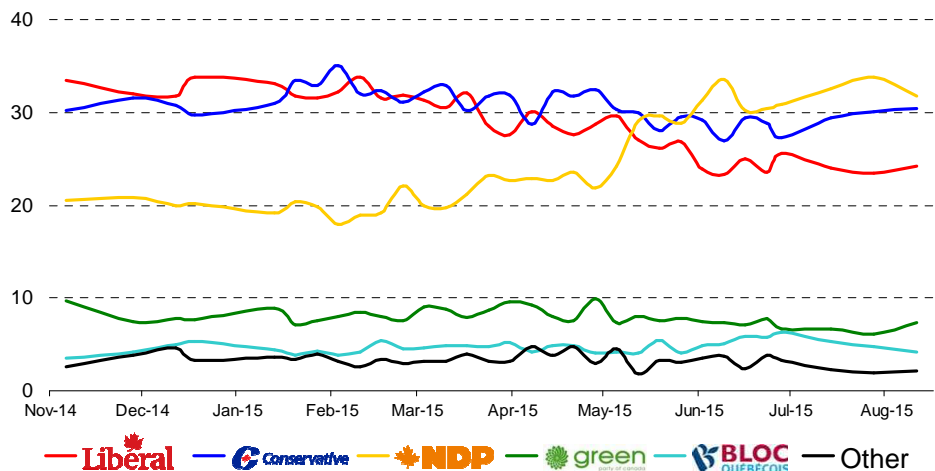
Federal vote intention

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

National Results
(Change over July 22-28 poll below)

| 24.2 +0.8 | 30.4 +0.3 | 31.8 -2.0 | 7.3 +1.2 | 4.2 -0.5 | 2 |

2011 Election Results

| 18.9 | 39.6 | 30.6 | 3.9 | 6.0 | 1 |

Liberal · Conservative · NDP · green · BLOC QUÉBÉCOIS · Other

Note: These figures are based on decided and leaning voters only; 7.5% of respondents say they are undecided and 7.3% are ineligible to vote / skipped the question.
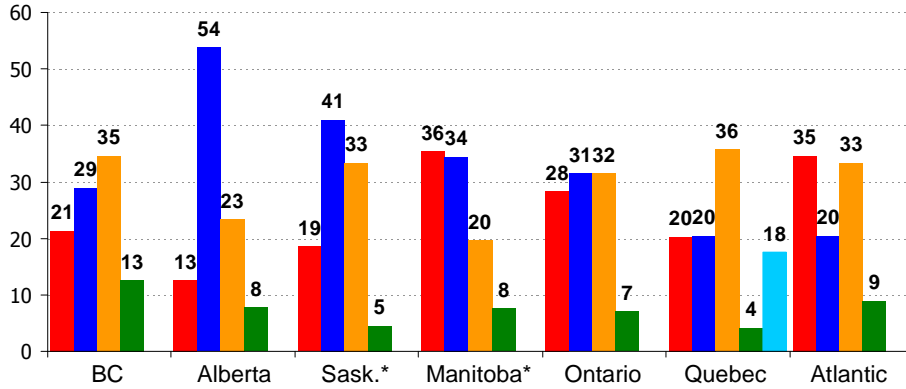
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BASE: Canadians; August 5-11, 2015 (n=3,055), MOE +/- 1.8%, 19 times out of 20

We saw that the debate did generate attention and impacts but the effects dissipated as we got further away from that event in time. But the debate did have at least a short term impact and seemed to help Justin Trudeau and the Liberals somewhat and also gave a temporary boost to Elizabeth May and the Green Party. We suspect that it will take more concerted communication and exposure to sustain and build on these effects. That is why the future of the debates,

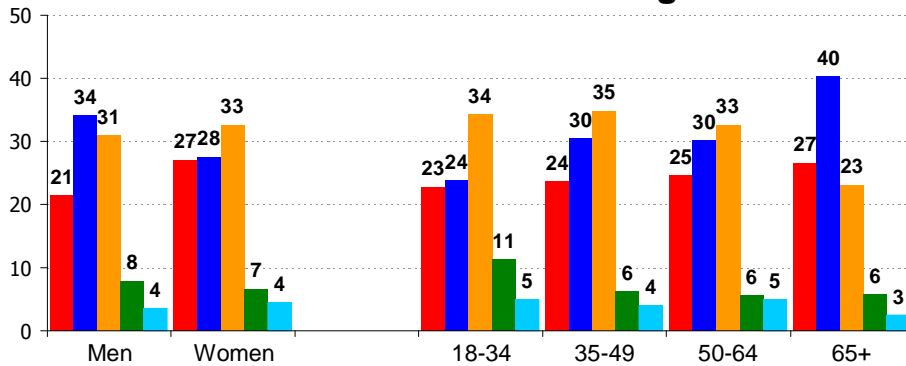particularly the English consortium debate (viewed by some 10 million Canadians last time) is so important.

Vote intention by demographics

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

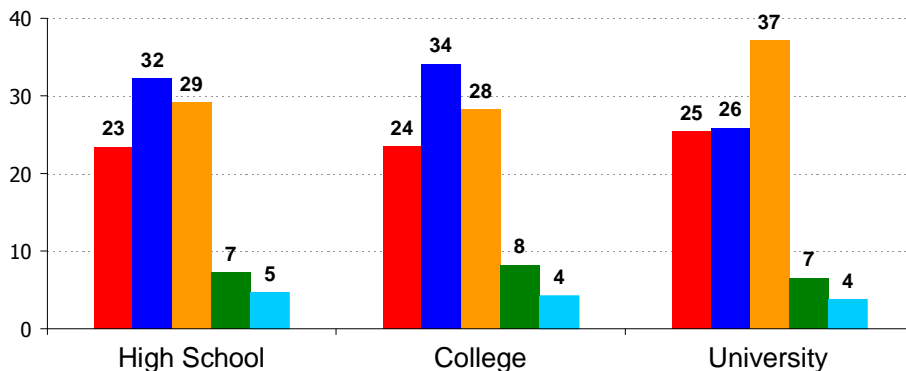## Gender | Age

Education

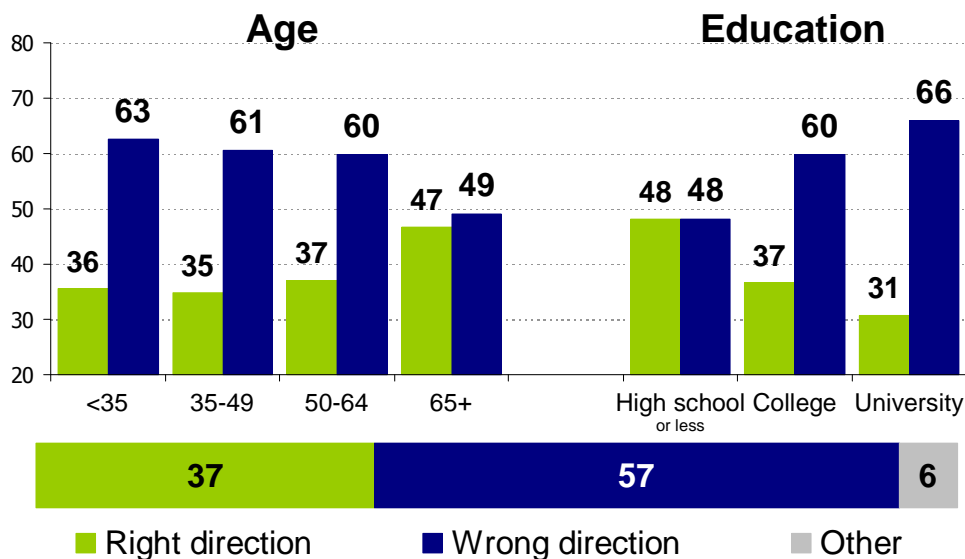| Liberal	Conservative	NDP	green	BLOC QUEBECOIS	Other
24.2	30.4	31.8	7.3	4.2	2

BASE: Canadians; August 5-11, 2015 (n=3,055), MOE +/- 1.8%, 19 times out of 20

It is also important for other reasons. Notably, finding the sweet spot in the promiscuous progressive voter spectrum which signals a commitment to two things: 1.) progressive values and policies; and 2) an understanding that change of government is the top priority for those voters and party fealty is secondary. It is also our view that the traditional appeal of the center moderate position has been at least temporarily distorted by nine unprecedented years of rule from the right. Looking at disapproval of federal direction and second choice data, we get a clearer sense of the strategic challenges facing the contenders for government.

While overall scores for direction of the federal government (and country) are horrible and approaching historical nadirs, the fractures across social class, age, and partisanship may be even more revealing. While only small minorities outside of the nearly universally approving Tory base think the government is moving in the right direction, the incidence of satisfaction is twice as high for Liberal and Green supporters as for the NDP. This gap is also reflected in the demographic constituency for the NDP who have risen on the strength of the university educated and age cohorts outside of seniors. These are precisely the groups which show the highest disaffection with the government.

Direction of government by age/education

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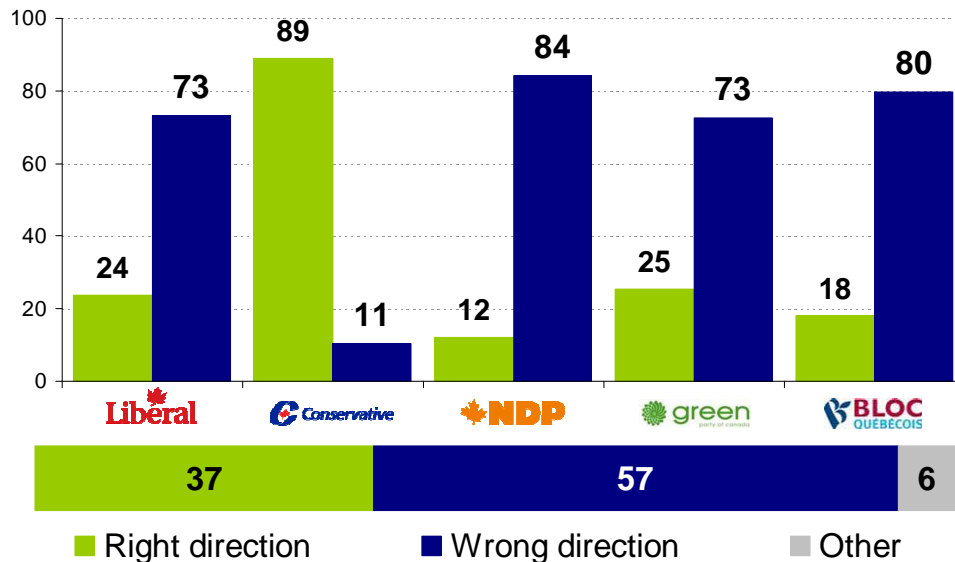

Age

	<35	35-49	50-64	65+
Right direction	36	35	37	47
Wrong direction	63	61	60	49

Education

	High school or less	College	University
Right direction	48	37	31
Wrong direction	48	60	66

Right direction	Wrong direction	Other
37	57	6

■ Right direction   ■ Wrong direction   ■ Other

BASE: Canadians (half-sample); August 5-11, 2015 (n=1,552), MOE +/- 2.5%, 19 times out of 20

Direction of government by party support

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

BASE: Canadians (half-sample); August 5-11, 2015 (n=1,552), MOE +/- 2.5%, 19 times out of 20

The NDP have, for the moment, emerged as the rallying point for those who are extremely disaffected and most committed to change. For the NDP, they have to continue to provide confidence to their supporters that they are the best antidote to the current political malaise that infects the progressive voters who are now in their camp. We suspect that a clear commitment to change of government as a priority (and openness to coalitions if necessary) has been critical to this success. It may also be the case that their blunter, progressive position on Bill C-51 has been an important ingredient of success. The issue of future debates therefore must be considered with caution in light of these dynamics. Bluntly, the current and available constituency for the NDP are not in tune with their current position on the consortium debate.

Second choice reveals strategic predicament for NDP/Liberals

Looking at second choice, there is a sharp strategic dilemma emerging for both the NDP and the Liberals. The two parties have almost symmetrical second choice preferences. The NDP's biggest source of exposure is the Liberal Party. The Liberals' biggest source of exposure is the NDP. By extension, both parties' best opportunities for growth are each other. This segment of voters who are open to voting either NDP or Liberal are what we refer to as the 'promiscuous progressive' segment – i.e., those voters who are focused on deposing the current government, but are not committed to any one party. They place job one as changing government. Shifting back and forth

across the NDP and Liberal parties does little to affect the Conservatives constituency and may, because of the vagaries of vote splitting actually reduce the prospects for changing government
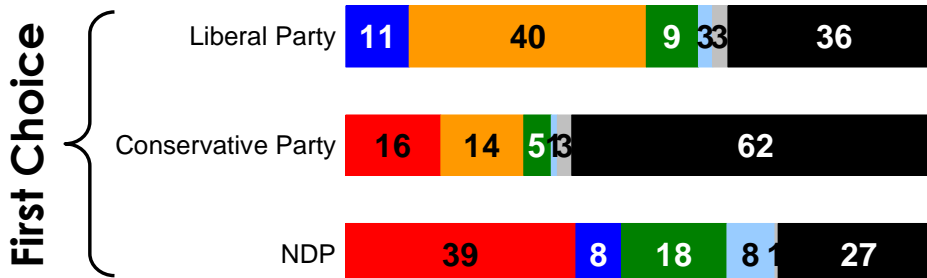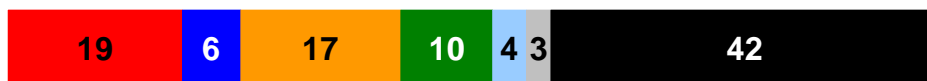
Therein lies the predicament. In determining each party's optimal strategy, the progressive parties have to weigh carefully how to focus on growth. The sheer political arithmetic is obvious. For both the NDP and the Liberals, by far the largest pool of available voters is each other's supporters. There is a near perfect symmetry of roughly 40 percent of both NDP and Liberal voters that would pick the other party. However, this strategy leaves the Conservative vote intact.

Even though potential Conservative defectors make up a much smaller pool, it may be a more attractive strategy to entice would-be Conservative voters with a message that change is possible, but one that attracts centre-right Canadians as well. Roughly 15 per cent of Conservative supporters would consider either the Liberals or the NDP. Making progress with these voters may be fishing in a smaller pool but it does have the advantage of reducing the Conservative chances of success, which is a unifying and salient motivation for their supporters. This is an interesting and important strategic conundrum and it links to attitudes to coalitions, which we will show is very positive and rising (next week's poll). It may be that voters now favour progressive government over any single party solution to the majority appetite for change of government.

Second choice

Q. Which party would be your second choice?

Overall

Liberal	Conservative	NDP	Green	Bloc	Other	Don't know/None
19	6	17	10	4	3	42

First Choice

Liberal Party: 11 (Conservative) | 40 (NDP) | 9 (Green) | 3 3 | 36 (Don't know/None)

Conservative Party: 16 (Liberal) | 14 (NDP) | 5 1 3 | 62 (Don't know/None)

NDP: 39 (Liberal) | 8 (Conservative) | 18 (Green) | 8 1 | 27 (Don't know/None)

■ Liberal ■ Conservative ■ NDP ■ green ■ BLOC QUÉBÉCOIS ■ Other ■ Don't know/None

BASE: Canadians with a first choice; August 5-11, 2015 (n=2,653), MOE +/- 1.9%, 19 times out of 20

No clear winner in leaders' debate

This week, we asked Canadians about their thoughts on the August 6th leaders' debate. Long story short, there was no winner. Mr. Harper and Mr. Trudeau did well, but the clear winner of the debate was 'none of the above'.
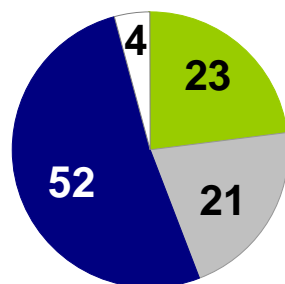
On the issue of further debates, we seem some interesting results on the issue of who should or should not attend. Clear majorities of Green, NDP, and Liberal supporters say all four federalist leaders should be present for all debates. These results suggest that Mr. Mulcair needs to be cautious when it comes to the debate around the debates. The very reason he appeals to Canadians is because he's tapping discontent with government. In the case of the debate, Mulcair does not want to see himself in the same box as Harper (indeed, 81 per cent of his supporters think he should participate).

We understand why the NDP might not want Green Party present at the debates – it is clear they are toe-to-toe in some ridings in British Columbia. However, refusing to debate the Green Party will, at best, deny the Green Party one to two seats (and this is a generous estimate). The voters who are angry over his refusal to participate, however, may well cause far more serious losses, as the promiscuous progressives are a highly fluid group. Indeed, in this case, the potential downside to not participating certainly outweighs the upside.

Attention to leaders' debate

Viewership

Q. *Did you watch the national leaders' debate hosted by Maclean's magazine, held on Thursday, August 6th?*
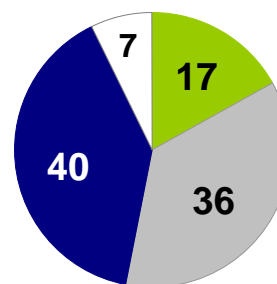
Attention to media reports

Q. *[IF NO/SKIP] Have you followed media reports and commentary on the leaders' debates?*

IF NO/SKIP
(n=1,074)

Viewership:
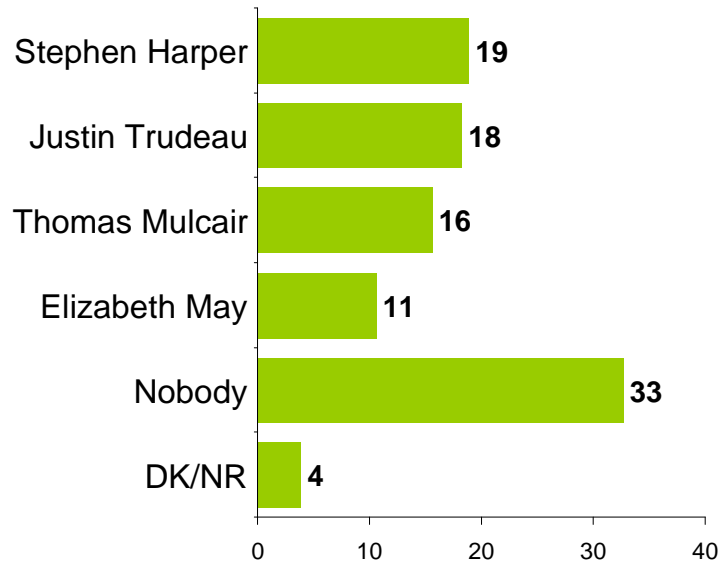4
23
52
21

- Yes, all of it
- Yes, some of it
- No
- DK/NR

Attention to media reports:
7
17
40
36

- Yes, closely
- Yes, somewhat
- No
- DK/NR

BASE: Canadians; August 7-11, 2015 (n=1,973), MOE +/- 2.2%, 19 times out of 20

Perceived winner of leaders' debate

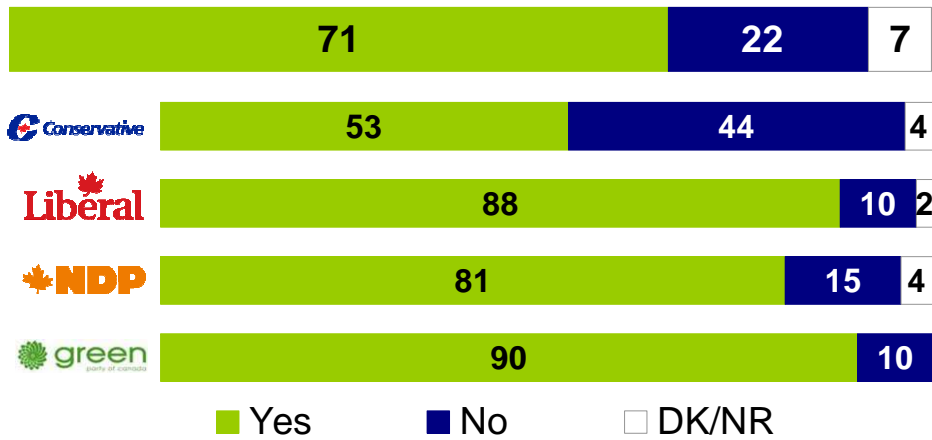*Q. [IF WATCHED/FOLLOWED DEBATE] Who do you think won the leaders' debate?*

Leader	Value
Stephen Harper	19
Justin Trudeau	18
Thomas Mulcair	16
Elizabeth May	11
Nobody	33
DK/NR	4

BASE: Those who followed debate; August 7-11, 2015 (n=1,489), MOE +/- 2.5%, 19 times out of 20

Consortium debate attendance

Q. The traditional English-language consortium debate was to have included the leaders of all four federalist parties - Thomas Mulcair, Stephen Harper, Justin Trudeau, and Elizabeth May. Stephen Harper and Thomas Mulcair, however, have said they will not attend this debate. Do you believe that the leaders of all four federalist parties should attend all leaders' debates?

Overall

	Yes	No	DK/NR
Overall	71	22	7
Conservative	53	44	4
Liberal	88	10	2
NDP	81	15	4
green	90	10	

■ Yes   ■ No   ☐ DK/NR

BASE: Canadians; August 7-11, 2015 (n=1,973), MOE +/- 2.2%, 19 times out of 20

Green Party seen as champion of the environment

We also asked Canadians which party they felt was best poised to address a number of different issues. Looking at what is consistently ranked as the most important election issue – the economy[1] – responses almost perfectly mirror vote intention. Clear majorities believe it is their party that is best positioned to lead the economy (with the exception of Green Party supporters who would seem to be more comfortable with the NDP taking charge). The game in on here and the principal job of the opposition parties will now be to draw attention to the poor state of the economy and to convince that they are the best positioned to restore a confident and prosperous Canada.

Leader best positioned to address key issues

Q. Which party do you believe is best positioned to…

…address economic issues (e.g., stimulating jobs & growth)?

| 23 | 28 | 27 | 6 | 2 | 6 | 8 |

n=1,556, MOE +/- 2.5%, 19 times out of 20

…address issues related to climate change and the environment?

| 14 | 18 | 22 | 28 | 3 | 7 | 8 |

n=1,499, MOE +/- 2.5%, 19 times out of 20

…address social issues like health care and education?

| 23 | 23 | 34 | 5 | 3 | 5 | 7 |

n=1,524, MOE +/- 2.5%, 19 times out of 20

…help restore middle class progress?

| 24 | 26 | 30 | 5 | 3 | 6 | 6 |

n=1,531, MOE +/- 2.5%, 19 times out of 20

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

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BASE: Canadians (half-sample each); August 5-11, 2015

Interestingly, the Green Party leads on environmental issues, suggesting that Elizabeth May has done very well in terms of championing herself as the most committed source on what has effectively become an orphaned issue. The Liberals trail – but are still in the hunt – on economic and social issue but may want to redress their clear gap on environmental issues where they trail all, even the Conservatives. The NDP has a firm advantage on social issues and holds a slight lead on restoring middle class progress. Stephen Harper, meanwhile, does not have a clear advantage on any of these issues and his best option at this point may to hammer away at issues related to security at terrorism, which has generally worked well for them in the past.

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[1] EKOS Research Associates, "*Clear Forces, Highly Unpredictable Outcomes*", July 17, 2015. Available online at: http://goo.gl/F1ltzh
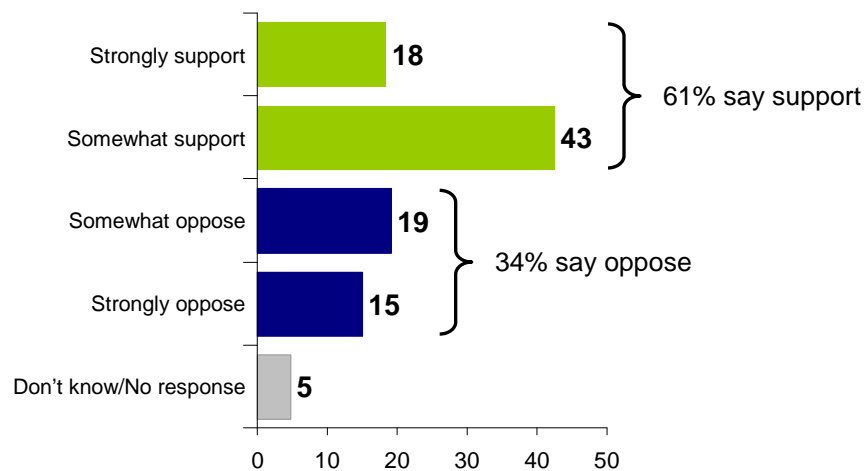
Unfortunately, in the absence of a high-profile terror episode, this becomes a more difficult challenge. As the moral panic associated with the shooting on Parliament Hill and the ISIS atrocities has faded, so has support for a strengthened security agenda, as well as Harper's prospects for success.

Majority of Canadians support Trans-Pacific Partnership

Trade has never been a particularly polarizing issue for Canadians — at least not since the 1990s. Indeed, eight in ten Canadians support the concept of free trade in North America[2] and a clear majority would support some form of pan-American free trade agreement.[3] The Trans-Pacific Partnership is a special case in that the agreement is still being negotiated and details have not been made public. So voters have been left to speculate on the basis of online rumours — some plausible, some downright silly. The Harper government has done little to address these concerns.

Support for Trans-Pacific Partnership

Q. The Trans-Pacific Partnership is a free trade deal being negotiated between 12 countries, including Canada, the US, and Japan. The proposed agreement aims to eliminate barriers to trade between these countries. From what you have seen, read, or heard, to what extent do you support or oppose the Trans-Pacific Partnership?

Strongly support	18
Somewhat support	43
Somewhat oppose	19
Strongly oppose	15
Don't know/No response	5

61% say support

34% say oppose

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BASE: Canadians; June 30-July 7, 2015 (n=2,160), MOE +/- 2.1%, 19 times out of 20

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[2] See "*The NAFTA Promise and the North American Reality*". Presentation by Frank Graves, Robert Pastor, and Miguel Basáñez to the Center for North American Studies (CNAS) & the Institutions, Law and Security Center (ILSC). October 31, 2013. Available online at: http://goo.gl/yxdBSc

[3] Frank Graves, "Left-Right? Foreward-Backward?", Presentation to the School of Public Policy and Governance at the University of Toronto, March 21, 2015. Available online at: http://goo.gl/yry7UF

Nevertheless, by a margin of nearly two-to-one, Canadians appear to support the Trans-Pacific Partnership. Support is fairly tepid (43 per cent of Canadians 'somewhat' support the agreement), which suggests that many Canadians don't feel sufficiently informed to take a firm stance one way or the other. The TPP talks are rolling out against a backdrop of softening support for trade liberalization in general, undoubtedly linked to rising economic anxieties. Canadians remain solidly pro-trade but are less enthusiastic than they were in the early days of the century.

Detailed Tables:

National Federal Vote Intention (decided and leaning voters only)

Field Dates: August 5-11, 2015

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 Party	Conser-vative Party	NDP	Green Party	Bloc Québécois	Other	Sample Size	Margin of Error (+/-)
NATIONALLY	**24.2%**	**30.4%**	**31.8%**	**7.3%**	**4.2%**	**2.1%**	**2653**	**1.9**
REGION								
British Columbia	21.3%	28.9%	34.6%	12.6%	–	2.6%	323	5.5
Alberta	12.5%	53.8%	23.4%	7.8%	–	2.5%	263	6.0
Saskatchewan	18.5%	41.0%	33.4%	4.5%	–	2.7%	100	9.8
Manitoba	35.5%	34.4%	19.6%	7.5%	–	3.1%	101	9.8
Ontario	28.4%	31.4%	31.5%	7.0%	–	1.8%	991	3.1
Quebec	20.3%	20.4%	35.8%	4.2%	17.5%	1.8%	722	3.7
Atlantic Canada	34.6%	20.4%	33.4%	9.0%	–	2.5%	148	8.1
GENDER								
Male	21.4%	34.1%	31.0%	7.8%	3.6%	2.1%	1227	2.8
Female	27.1%	27.5%	32.6%	6.6%	4.4%	1.8%	1390	2.6
AGE								
<35	22.8%	23.9%	34.3%	11.3%	4.9%	2.8%	283	5.8
35-49	23.7%	30.4%	34.7%	6.1%	4.0%	1.1%	514	4.3
50-64	24.6%	30.1%	32.6%	5.6%	4.9%	2.3%	878	3.3
65+	26.6%	40.3%	23.1%	5.7%	2.5%	1.8%	950	3.2
EDUCATION								
High school or less	23.4%	32.2%	29.1%	7.2%	4.6%	3.5%	590	4.0
College or CEGEP	23.5%	34.1%	28.3%	8.3%	4.3%	1.5%	816	3.4
University or higher	25.4%	25.9%	37.1%	6.5%	3.7%	1.3%	1209	2.8

Direction of Country

Field Dates: August 5-11, 2015

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	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	**40.1%**	**53.5%**	**6.4%**	**1503**	**2.5**
REGION					
British Columbia	41.7%	51.0%	7.3%	182	7.3
Alberta	47.3%	46.9%	5.8%	135	8.4
Saskatchewan	48.5%	47.2%	4.3%	57	13.0
Manitoba	36.7%	54.9%	8.4%	59	12.8
Ontario	42.7%	50.6%	6.7%	548	4.2
Quebec	35.0%	59.0%	6.1%	426	4.8
Atlantic Canada	30.7%	65.2%	4.1%	94	10.1
GENDER					
Male	43.8%	52.9%	3.3%	664	3.8
Female	39.3%	56.5%	4.2%	772	3.5
AGE					
<35	38.1%	57.0%	4.9%	174	7.4
35-49	37.8%	58.2%	4.0%	315	5.5
50-64	40.3%	56.1%	3.5%	454	4.6
65+	52.7%	43.9%	3.5%	501	4.4
EDUCATION					
High school or less	47.2%	50.1%	2.7%	338	5.3
College or CEGEP	41.2%	51.4%	7.4%	430	4.7
University or higher	35.5%	61.9%	2.6%	671	3.8
CURRENT VOTE INTENTION					
Liberal Party	24.3%	71.6%	4.1%	297	5.7
Conservative Party	83.9%	13.9%	2.2%	412	4.8
NDP	19.6%	77.9%	2.5%	405	4.9
Green Party	38.9%	60.4%	0.7%	69	11.8
Bloc Québécois	19.4%	77.7%	2.9%	72	11.6

Direction of Government

Field Dates: August 5-11, 2015

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	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	**36.7%**	**57.0%**	**6.3%**	**1552**	**2.5**
REGION					
British Columbia	36.9%	56.8%	6.3%	184	7.2
Alberta	51.9%	41.0%	7.1%	168	7.6
Saskatchewan	34.5%	54.2%	11.3%	58	12.9
Manitoba	30.9%	62.9%	6.2%	56	13.1
Ontario	36.9%	56.3%	6.8%	599	4.0
Quebec	32.1%	63.9%	4.0%	399	4.9
Atlantic Canada	29.5%	63.2%	7.3%	84	10.7
GENDER					
Male	38.3%	58.8%	2.8%	685	3.7
Female	37.7%	58.6%	3.6%	794	3.5
AGE					
<35	35.6%	62.6%	1.8%	154	7.9
35-49	34.9%	60.5%	4.6%	264	6.0
50-64	37.0%	59.8%	3.2%	534	4.2
65+	46.7%	49.1%	4.2%	536	4.2
EDUCATION					
High school or less	48.2%	48.2%	3.6%	339	5.3
College or CEGEP	36.7%	59.9%	3.4%	490	4.4
University or higher	30.7%	65.9%	3.4%	651	3.8
CURRENT VOTE INTENTION					
Liberal Party	23.6%	73.1%	3.3%	351	5.2
Conservative Party	89.1%	10.5%	0.4%	412	4.8
NDP	12.2%	84.3%	3.5%	393	4.9
Green Party	25.3%	72.7%	2.0%	93	10.2
Bloc Québécois	18.0%	79.8%	2.3%	55	13.2

Second Choice

Field Dates: August 5-11, 2015

Q. [Decided Voters Only] Talking again in terms of a federal election, which party would be your second choice?

	LPC	CPC	NDP	GP	BQ	Other	None	DK/NR	Sample Size	MOE (+/-)
NATIONALLY	**18.7%**	**6.3%**	**17.2%**	**9.8%**	**3.6%**	**40.4%**	**2.7%**	**1.3%**	**2653**	**1.9**
REGION										
British Columbia	18.6%	5.3%	14.4%	14.1%	–	41.3%	3.5%	2.7%	323	5.5
Alberta	12.9%	5.5%	10.5%	8.2%	–	57.0%	2.8%	3.0%	263	6.0
Saskatchewan	28.6%	0.5%	12.4%	8.8%	–	48.1%	1.5%	0.0%	100	9.8
Manitoba	17.1%	2.2%	21.5%	7.6%	–	48.8%	2.6%	0.0%	101	9.8
Ontario	21.3%	6.7%	18.4%	10.8%	–	40.4%	1.5%	0.8%	991	3.1
Quebec	15.5%	8.8%	19.5%	7.6%	15.4%	28.1%	3.9%	1.1%	722	3.7
Atlantic Canada	20.2%	3.9%	17.6%	6.7%	–	48.2%	2.4%	1.0%	148	8.1
GENDER										
Male	17.8%	6.1%	17.0%	9.2%	3.2%	42.5%	2.8%	1.5%	1227	2.8
Female	19.7%	6.6%	17.4%	10.2%	4.2%	38.7%	2.5%	0.8%	1390	2.6
AGE										
<35	18.8%	7.7%	12.9%	10.1%	4.8%	39.9%	4.3%	1.7%	283	5.8
35-49	19.3%	7.1%	17.5%	11.3%	4.6%	37.0%	2.2%	1.0%	514	4.3
50-64	19.0%	5.3%	20.1%	10.0%	3.2%	39.0%	1.8%	1.5%	878	3.3
65+	17.3%	5.1%	18.6%	7.3%	1.6%	47.2%	2.0%	0.8%	950	3.2
EDUCATION										
High school or less	15.0%	7.7%	12.6%	7.0%	3.1%	49.7%	3.0%	1.9%	590	4.0
College or CEGEP	16.5%	7.2%	18.1%	10.4%	4.1%	40.2%	2.6%	0.9%	816	3.4
University or higher	23.6%	4.6%	19.5%	11.6%	3.8%	33.4%	2.3%	1.1%	1209	2.8
CURRENT VOTE INTENTION										
Liberal Party	–	10.6%	39.9%	8.8%	2.5%	34.4%	2.5%	1.4%	648	3.9
Conservative Party	15.9%	–	14.0%	4.6%	1.0%	60.5%	2.5%	1.5%	824	3.4
NDP	38.7%	7.7%	–	17.7%	8.0%	27.2%	0.6%	0.1%	798	3.5
Green Party	15.3%	11.0%	25.6%	–	2.6%	40.2%	1.7%	3.6%	162	7.7
Bloc Québécois	5.9%	6.6%	29.7%	11.2%	–	36.6%	6.3%	3.7%	127	8.7

Perceived Winner of Leaders' Debate
Field Dates: August 5-11, 2015

Q. Did you watch the national leaders' debate hosted by Maclean's magazine, held on Thursday, August 6th?
[IF NO/SKIP] Have you followed media reports and commentary on the leaders' debates?
[IF WATCHED OR FOLLOWED DEBATE] Who do you think won the leaders' debate?

	Thomas Mulcair	Stephen Harper	Justin Trudeau	Elizabeth May	Nobody	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	**15.6%**	**18.9%**	**18.3%**	**10.6%**	**32.7%**	**3.9%**	**1489**	**2.5**
REGION								
British Columbia	19.2%	22.0%	12.5%	13.7%	29.9%	2.7%	205	6.8
Alberta	6.2%	28.8%	12.8%	11.6%	38.7%	1.9%	148	8.1
Saskatchewan	12.3%	21.2%	12.0%	8.6%	39.9%	6.0%	62	12.5
Manitoba	10.5%	19.3%	27.1%	11.2%	23.2%	8.7%	55	13.2
Ontario	12.5%	18.7%	23.0%	10.9%	31.0%	3.9%	589	4.0
Quebec	26.4%	13.8%	14.6%	8.3%	32.0%	5.0%	356	5.2
Atlantic Canada	11.0%	9.8%	23.7%	7.0%	45.8%	2.7%	71	11.6
GENDER								
Male	20.2%	20.5%	19.0%	10.0%	28.2%	2.3%	690	3.7
Female	11.5%	17.8%	17.8%	10.8%	37.6%	4.5%	772	3.5
AGE								
<35	21.2%	16.0%	18.7%	10.7%	30.3%	3.2%	152	8.0
35-49	16.1%	19.4%	15.9%	9.2%	34.7%	4.7%	266	6.0
50-64	14.1%	17.6%	18.3%	10.6%	35.5%	4.0%	495	4.4
65+	10.8%	23.6%	21.1%	12.4%	30.7%	1.5%	557	4.2
EDUCATION								
High school or less	17.8%	22.8%	19.7%	8.7%	28.9%	2.1%	308	5.6
College or CEGEP	12.7%	18.9%	17.7%	6.3%	39.3%	5.0%	443	4.7
University or higher	16.8%	16.2%	18.1%	14.3%	31.0%	3.6%	713	3.7
CURRENT VOTE INTENTION								
Liberal Party	7.4%	5.1%	50.0%	8.3%	26.7%	2.5%	338	5.3
Conservative Party	2.2%	54.6%	5.2%	4.2%	31.7%	2.1%	445	4.7
NDP	35.8%	3.4%	9.5%	13.5%	34.1%	3.7%	410	4.8
Green Party	16.8%	2.8%	11.3%	38.9%	27.1%	3.1%	85	10.6
Bloc Québécois	30.8%	4.5%	17.9%	8.2%	34.6%	4.0%	64	12.3

Consortium Debate Attendance

Field Dates: August 5-11, 2015

Q. The traditional English-language consortium debate was to have included the leaders of all four federalist parties - Thomas Mulcair, Stephen Harper, Justin Trudeau, and Elizabeth May. Stephen Harper and Thomas Mulcair, however, have said they will not attend this debate. Do you believe that the leaders of all four federalist parties should attend all leaders' debates?

	Yes	No	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	**71.4%**	**21.6%**	**6.9%**	**1973**	**2.2**
REGION					
British Columbia	71.0%	22.0%	7.0%	268	6.0
Alberta	61.7%	32.6%	5.7%	203	6.9
Saskatchewan	61.2%	30.2%	8.6%	81	10.9
Manitoba	74.3%	24.1%	1.5%	68	11.9
Ontario	74.0%	18.4%	7.6%	734	3.6
Quebec	71.3%	21.6%	7.1%	516	4.3
Atlantic Canada	77.0%	16.2%	6.8%	98	9.9
GENDER					
Male	72.9%	23.9%	3.2%	877	3.3
Female	75.0%	21.0%	4.0%	1004	3.1
AGE					
<35	73.1%	19.5%	7.5%	207	6.8
35-49	74.8%	21.8%	3.4%	367	5.1
50-64	74.0%	23.7%	2.4%	627	3.9
65+	72.2%	25.2%	2.6%	697	3.7
EDUCATION					
High school or less	72.9%	23.7%	3.4%	446	4.6
College or CEGEP	72.0%	23.0%	5.0%	583	4.1
University or higher	75.0%	20.8%	4.2%	859	3.3
CURRENT VOTE INTENTION					
Liberal Party	88.0%	9.9%	2.1%	409	4.9
Conservative Party	52.8%	43.7%	3.5%	558	4.2
NDP	80.9%	15.0%	4.1%	496	4.4
Green Party	90.3%	9.7%	0.0%	114	9.2
Bloc Québécois	67.4%	23.9%	8.8%	85	10.6

Leader Best Positioned to Address Economic Issues

Field Dates: August 5-11, 2015

Q. Which party do you believe is best positioned to address issues related to the economy, that is, stimulating jobs and growth?

	LPC	CPC	NDP	GP	BQ	Other	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	**23.1%**	**27.8%**	**27.2%**	**5.7%**	**1.8%**	**6.4%**	**8.0%**	**1556**	**2.5**
REGION									
British Columbia	23.7%	26.9%	29.6%	7.8%	–	3.3%	8.5%	186	7.2
Alberta	16.4%	43.6%	17.8%	3.0%	–	10.8%	8.4%	155	7.9
Saskatchewan	23.7%	32.3%	22.7%	6.1%	–	3.3%	11.9%	56	13.1
Manitoba	33.5%	25.1%	19.4%	8.6%	–	4.8%	8.7%	47	14.3
Ontario	23.3%	29.9%	27.8%	5.6%	–	6.1%	7.2%	595	4.0
Quebec	22.0%	19.6%	32.4%	4.1%	7.5%	6.8%	7.5%	421	4.8
Atlantic Canada	29.7%	20.1%	20.8%	10.8%	–	7.7%	10.9%	95	10.1
GENDER									
Male	22.0%	31.6%	29.7%	5.5%	0.7%	5.7%	4.7%	678	3.8
Female	26.0%	26.3%	26.6%	5.9%	2.8%	7.7%	4.6%	806	3.5
AGE									
<35	21.6%	22.6%	29.9%	9.5%	2.2%	6.9%	7.3%	172	7.5
35-49	26.2%	29.3%	27.8%	4.1%	1.8%	6.5%	4.2%	277	5.9
50-64	23.4%	28.2%	30.1%	4.3%	2.0%	7.6%	4.6%	518	4.3
65+	26.1%	37.9%	22.6%	4.3%	1.0%	5.4%	2.7%	523	4.3
EDUCATION									
High school or less	25.1%	29.7%	22.2%	6.4%	2.0%	10.3%	4.2%	349	5.3
College or CEGEP	21.6%	31.2%	27.8%	5.8%	2.6%	5.1%	6.0%	469	4.5
University or higher	24.9%	25.7%	33.4%	5.6%	1.1%	5.1%	4.2%	666	3.8
CURRENT VOTE INTENTION									
Liberal Party	78.1%	5.5%	6.5%	3.4%	1.5%	2.3%	2.7%	322	5.5
Conservative Party	6.2%	89.1%	3.5%	0.3%	0.0%	0.5%	0.5%	409	4.9
NDP	10.2%	4.8%	76.3%	2.6%	0.1%	3.2%	2.9%	407	4.9
Green Party	11.7%	11.0%	18.8%	42.9%	0.0%	6.9%	8.8%	85	10.6
Bloc Québécois	10.3%	4.8%	30.0%	6.4%	36.5%	6.9%	5.0%	66	12.1

Leader Best Positioned to Address Environmental Issues

Field Dates: August 5-11, 2015

Q. Which party do you believe is best positioned to address issues related to climate change and the environment?

	LPC	CPC	NDP	GP	BQ	Other	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	**14.4%**	**17.6%**	**22.2%**	**28.3%**	**2.7%**	**7.1%**	**7.8%**	**1499**	**2.5**
REGION									
British Columbia	5.6%	15.3%	18.7%	43.8%	–	10.1%	6.5%	180	7.3
Alberta	6.1%	32.2%	27.7%	18.2%	–	12.7%	3.3%	148	8.1
Saskatchewan	13.3%	29.5%	20.6%	24.6%	–	6.0%	6.1%	59	12.8
Manitoba	16.6%	14.4%	20.3%	19.5%	–	10.5%	18.7%	68	11.9
Ontario	20.3%	17.7%	17.3%	31.3%	–	5.9%	7.6%	552	4.2
Quebec	12.1%	14.0%	29.2%	23.7%	11.3%	3.3%	6.4%	404	4.9
Atlantic Canada	16.6%	8.6%	26.3%	21.3%	–	11.6%	15.6%	83	10.8
GENDER									
Male	13.6%	20.2%	24.6%	28.1%	2.2%	7.1%	4.2%	671	3.8
Female	15.9%	16.4%	21.6%	29.6%	3.2%	7.4%	5.9%	760	3.6
AGE									
<35	12.5%	12.3%	22.9%	36.0%	3.8%	8.6%	3.9%	156	7.9
35-49	14.6%	17.4%	23.5%	28.7%	2.4%	5.9%	7.5%	302	5.6
50-64	14.5%	19.2%	27.2%	24.4%	2.8%	7.2%	4.7%	470	4.5
65+	18.2%	26.0%	14.8%	25.9%	1.9%	7.9%	5.3%	514	4.3
EDUCATION									
High school or less	13.9%	18.1%	21.2%	27.1%	4.5%	10.0%	5.1%	328	5.4
College or CEGEP	14.5%	21.6%	18.8%	29.4%	2.4%	7.4%	5.9%	451	4.6
University or higher	15.8%	14.7%	27.6%	30.1%	1.8%	5.3%	4.7%	656	3.8
CURRENT VOTE INTENTION									
Liberal Party	48.6%	4.7%	10.1%	26.1%	2.1%	5.3%	3.1%	326	5.4
Conservative Party	5.6%	57.7%	6.9%	17.1%	0.3%	6.5%	5.8%	415	4.8
NDP	5.0%	2.6%	57.0%	31.2%	0.7%	2.0%	1.5%	391	5.0
Green Party	0.0%	1.4%	7.9%	82.6%	3.2%	2.9%	1.9%	77	11.2
Bloc Québécois	8.1%	0.0%	16.8%	30.3%	37.8%	5.0%	1.9%	61	12.6

Leader Best Positioned to Address Social Issues

Field Dates: August 5-11, 2015

Q. Which party do you believe is best positioned to address social issues like health and education?

	LPC	CPC	NDP	GP	BQ	Other	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	**23.4%**	**23.3%**	**33.6%**	**5.3%**	**3.2%**	**4.7%**	**6.6%**	**1524**	**2.5**
REGION									
British Columbia	22.5%	21.7%	34.2%	9.4%	–	4.7%	7.5%	193	7.1
Alberta	11.4%	36.5%	35.8%	5.7%	–	7.2%	3.4%	142	8.2
Saskatchewan	15.6%	15.3%	46.2%	6.6%	–	6.1%	10.2%	49	14.0
Manitoba	27.4%	27.2%	26.4%	4.2%	–	6.2%	8.6%	57	13.0
Ontario	27.4%	25.1%	33.6%	4.0%	–	3.4%	6.5%	605	4.0
Quebec	19.5%	18.3%	34.1%	4.4%	14.0%	5.0%	4.6%	384	5.0
Atlantic Canada	31.9%	15.3%	27.0%	7.2%	–	5.5%	13.1%	92	10.2
GENDER									
Male	22.8%	27.6%	33.8%	6.0%	2.6%	3.9%	3.1%	666	3.8
Female	25.3%	21.0%	36.1%	4.6%	3.7%	5.8%	3.5%	782	3.5
AGE									
<35	24.3%	19.1%	33.5%	7.9%	3.3%	6.9%	4.9%	167	7.6
35-49	23.6%	21.1%	38.9%	5.3%	4.2%	2.8%	4.2%	269	6.0
50-64	23.6%	24.5%	37.5%	4.2%	3.8%	4.5%	1.9%	504	4.4
65+	26.0%	34.4%	27.2%	2.8%	1.1%	5.3%	3.2%	517	4.3
EDUCATION									
High school or less	24.9%	24.1%	28.2%	6.5%	5.7%	6.4%	4.2%	335	5.4
College or CEGEP	22.8%	26.6%	32.8%	6.4%	2.6%	4.6%	4.0%	460	4.6
University or higher	25.1%	21.1%	41.3%	3.7%	2.1%	4.0%	2.7%	656	3.8
CURRENT VOTE INTENTION									
Liberal Party	74.2%	5.0%	13.0%	2.5%	2.0%	1.4%	1.9%	334	5.4
Conservative Party	8.9%	77.6%	7.8%	0.9%	0.1%	3.4%	1.3%	405	4.9
NDP	3.9%	1.8%	86.1%	3.0%	2.1%	1.3%	1.8%	394	4.9
Green Party	9.3%	4.4%	30.2%	43.2%	0.7%	5.4%	6.7%	85	10.6
Bloc Québécois	5.5%	6.0%	22.8%	5.6%	57.8%	0.0%	2.2%	53	13.5

Leader Best Positioned to Restore Middle Class Progress

Field Dates: August 5-11, 2015

Q. Which party do you believe is best positioned to help restore middle class progress?

	LPC	CPC	NDP	GP	BQ	Other	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	**24.2%**	**25.7%**	**29.8%**	**4.8%**	**3.1%**	**6.1%**	**6.3%**	**1531**	**2.5**
REGION									
British Columbia	23.8%	21.5%	36.6%	5.5%	–	7.5%	5.0%	173	7.5
Alberta	16.4%	43.0%	22.4%	2.0%	–	10.1%	6.2%	161	7.7
Saskatchewan	20.5%	44.2%	25.0%	1.2%	–	2.2%	6.9%	66	12.1
Manitoba	44.7%	26.1%	12.2%	7.6%	–	4.6%	4.8%	58	12.9
Ontario	29.0%	27.9%	25.5%	6.4%	–	4.8%	6.5%	542	4.2
Quebec	19.3%	16.2%	38.7%	2.1%	12.5%	5.0%	6.2%	441	4.7
Atlantic Canada	22.4%	19.4%	31.4%	6.9%	–	11.2%	8.8%	86	10.6
GENDER									
Male	23.1%	30.0%	31.3%	4.8%	2.1%	6.0%	2.6%	683	3.8
Female	26.5%	23.6%	30.4%	5.1%	4.2%	6.3%	3.8%	784	3.5
AGE									
<35	20.1%	20.8%	34.7%	10.5%	3.5%	8.0%	2.4%	161	7.7
35-49	24.7%	25.8%	33.4%	2.4%	3.2%	5.6%	4.9%	310	5.6
50-64	26.1%	27.8%	28.9%	3.2%	3.4%	6.3%	4.2%	484	4.5
65+	29.9%	34.6%	23.4%	2.8%	2.4%	4.7%	2.2%	520	4.3
EDUCATION									
High school or less	22.3%	27.1%	29.4%	4.6%	4.4%	9.7%	2.6%	342	5.3
College or CEGEP	22.9%	29.3%	28.5%	6.2%	3.1%	5.5%	4.3%	460	4.6
University or higher	28.3%	23.2%	34.2%	4.4%	2.3%	4.0%	3.5%	666	3.8
CURRENT VOTE INTENTION									
Liberal Party	78.8%	4.6%	8.4%	1.3%	1.4%	1.9%	3.5%	314	5.5
Conservative Party	7.2%	83.5%	4.6%	1.7%	0.0%	1.4%	1.6%	419	4.8
NDP	9.4%	2.4%	81.2%	3.7%	0.4%	2.5%	0.5%	404	4.9
Green Party	24.7%	3.1%	22.7%	41.1%	0.6%	4.5%	3.3%	77	11.2
Bloc Québécois	6.7%	5.5%	21.3%	0.8%	56.8%	6.7%	2.2%	74	11.4

Support for Trans-Pacific Partnership

Field Dates: June 30-July 7, 2015

Q. The Trans-Pacific Partnership is a free trade deal being negotiated between 12 countries, including Canada, the US, and Japan. The proposed agreement aims to eliminate barriers to trade between these countries. From what you have seen, read, or heard, to what extent do you support or oppose the Trans-Pacific Partnership?

	Strongly oppose	Somewhat oppose	Somewhat support	Strongly support	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	**15.1%**	**19.1%**	**42.6%**	**18.4%**	**4.8%**	**2160**	**2.1**
REGION							
British Columbia	15.0%	22.7%	37.9%	16.4%	8.0%	319	5.5
Alberta	15.2%	15.0%	42.9%	22.8%	4.2%	272	5.9
Saskatchewan	16.7%	11.5%	48.5%	19.1%	4.1%	99	9.9
Manitoba	21.9%	8.4%	43.4%	22.0%	4.2%	102	9.7
Ontario	13.4%	20.8%	44.4%	17.5%	3.9%	688	3.7
Quebec	15.4%	19.2%	40.3%	19.5%	5.6%	499	4.4
Atlantic Canada	18.0%	17.2%	46.1%	15.8%	2.9%	175	7.4
GENDER							
Male	17.0%	15.3%	42.7%	22.3%	2.7%	992	3.1
Female	13.0%	22.5%	43.1%	15.0%	6.4%	1142	2.9
AGE							
<35	20.1%	16.6%	41.2%	17.1%	4.9%	186	7.2
35-49	13.7%	15.8%	48.3%	18.4%	3.9%	400	4.9
50-64	14.3%	22.6%	40.0%	18.0%	5.1%	724	3.6
65+	10.5%	22.4%	41.4%	21.8%	3.9%	827	3.4
EDUCATION							
High school or less	17.7%	19.2%	43.0%	16.0%	4.0%	512	4.3
College or CEGEP	14.2%	20.9%	41.7%	18.4%	4.8%	689	3.7
University or higher	13.5%	17.6%	44.0%	20.6%	4.3%	923	3.2
CURRENT VOTE INTENTION							
Liberal Party	13.2%	15.0%	47.5%	21.5%	2.8%	451	4.6
Conservative Party	6.8%	15.2%	47.3%	26.9%	3.7%	626	3.9
NDP	21.9%	22.7%	39.9%	11.5%	4.0%	586	4.1
Green Party	21.6%	23.8%	40.7%	6.7%	7.2%	111	9.3
Bloc Québécois	13.4%	23.0%	32.4%	23.4%	7.9%	105	9.6

Methodology:

This study draws on data from two separate surveys, both of which were 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 the first survey are June 30-July 7, 2015. In total, a random sample of 2,160 Canadian adults aged 18 and over responded to the survey. The margin of error associated with the total sample is +/-2.1 percentage points, 19 times out of 20.

The field dates for second survey are August 5-11, 2015. In total, a random sample of 3,055 Canadian adults aged 18 and over responded to the survey. The margin of error associated with the total sample is +/-1.8 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.