

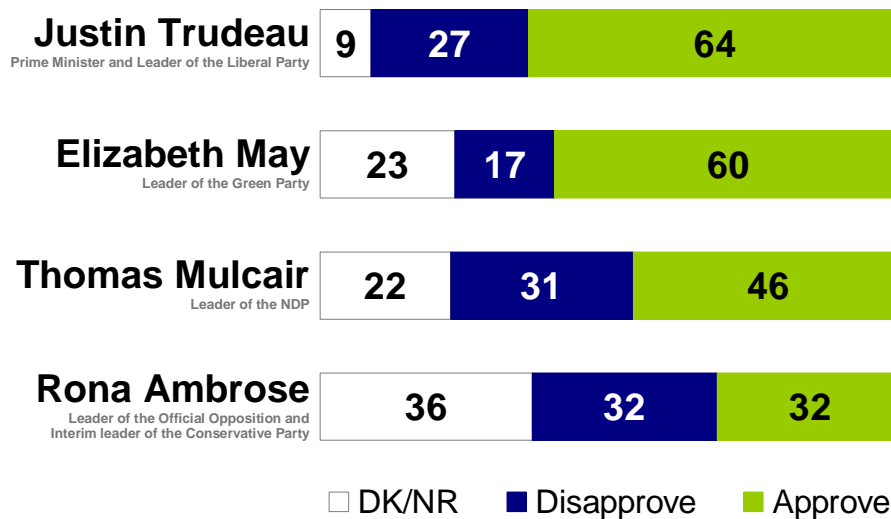
NATIONAL MOOD SOARS AS DIRECTION OF FEDERAL GOVERNMENT HITS HIGHEST LEVELS SINCE 2001:

TRUDEAUMANIA 2.0?

[Ottawa – December 11, 2015] A year end check up on the national reception to the new Liberal government is producing nothing short of a dramatic reversal of years of torpor and division about the federal government. Confidence in the country has shot up almost 20 points to 61 per cent positive since the last read when the Harper government was sitting. More significantly, confidence in the direction of the federal government is almost as high as national direction at 58 per cent and this is the highest score for federal direction since 2001. For a neophyte Prime Minister who was depicted as 'not ready' and languished in third place entering the recent campaign,¹ this is a strong public endorsement.

Job approval ratings: federal leaders

Q. Do you approve or disapprove of the way the following individuals are handling their jobs?



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BASE: Canadians; December 7-10, 2015 (n=1,811), MOE +/- 2.3%, 19 times out of 20

The good news for Justin Trudeau carries over to his approval rating which is also soaring at 64 per cent. There are some quibbles and quarrels over the directional measures; Alberta and Saskatchewan are much less ebullient, while Conservatives are underwhelmed. Overall, however, these are giddy numbers for the new government and can be seen as broad relief at the new style and focus of this incipient government.

¹ EKOS Research Associates, "Fractured Country Produces Tight and Unpredictable Race", August 14, 2015. Available online at: <http://goo.gl/vxqOCX>

Federal Vote Intention

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

EKOS poll (December 2015)

(Change from 2015 election below)



BASE: Canadians; December 7-10, 2015, n=1,956, MOE +/- 2.2%, 19 times out of 20

2015 Federal Election Results



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

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While most an anecdotal curiosity, vote intention shows the Liberals close to what would be a majority even in a pure proportional voting system. Their 46 points is over twice the support they had in the spring. For the NDP, the news is as bad as it is good for the Liberals. Their support has plummeted to the mid-teens and they appear to be going backward in a hurry. After a brief but real flirtation with forming government, the NDP has retreated to pre-2011 levels and they are in danger of being squeezed out of the new political order. Their leader still scores respectably on approval, although he is down slightly from the heady days when he seemed destined for highest office.

The response to the broad framing of the new government's agenda is quite instructive and puts to rest the idea that fiscal rectitude was a more pressing priority than a more active government. This, of course, was the critical misjudgement of the NDP in the last election and if the new government is looking for vindication of its return to boldness and activism it need look no further than to public response to the Speech from the Throne.

Noting that the throne speech signalled what might well have been the boldest and most ambitious federal agenda ever, the response has been very clear. Not only did the levels of attention to the throne speech eclipse all previous records, it also achieved very strong endorsement from the public. It might be interesting to compare the public response of the new throne speech to the last one delivered by a Liberal government in Ottawa. Paul Martin's throne speech of 2004 received much less attention and much more tepid approval.² The clear majority

² EKOS Research Associates, "Update on the Federal Landscape", November 10, 2004. Available online at: <http://goo.gl/ee1p9n>

approved of this throne speech in what may have been another record positive for such a speech.

Awareness of throne speech

Q. The federal government tabled its Speech from the Throne on December 4th of this year. Would you say you clearly recall, vaguely recall, or do not recall hearing about it?

December 2015



BASE: Canadians (online only); December 7-10, 2015 (n=1,811), MOE +/- 2.3%, 19 times out of 20

October 2004



BASE: Canadians; October 13-17, 2004 (n=1,237), MOE +/- 2.8%, 19 times out of 20

DK/NR Do not recall Vaguely recall Clearly recall

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Approval of throne speech

Q. [IF CLEARLY/VAGUELY RECALL] Overall, how would you rate the Speech from the Throne? Please respond using a 7-point scale where 1 means Terrible, 7 means Excellent and the mid-point 4 means neither good nor bad.

December 2015



BASE: Those aware of throne speech; December 7-10, 2015 (n=1,481), MOE +/- 2.6%, 19 times out of 20

October 2004



BASE: Those aware of throne speech; October 13-17, 2004 (n=837), MOE +/- 3.4%, 19 times out of 20

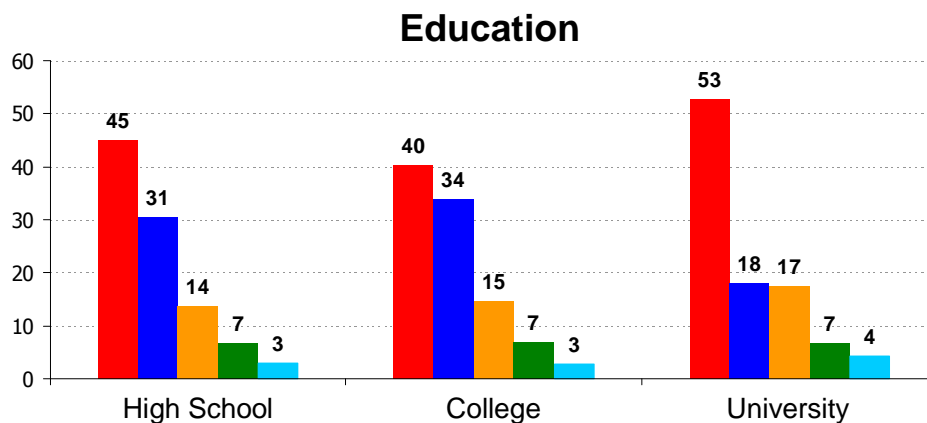
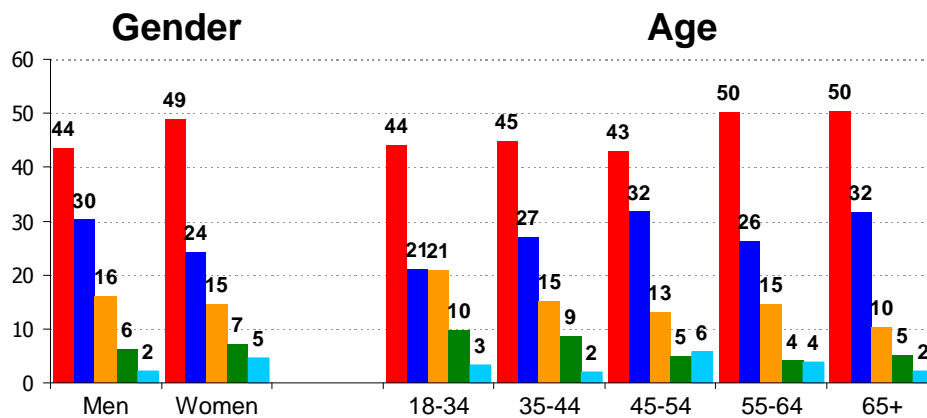
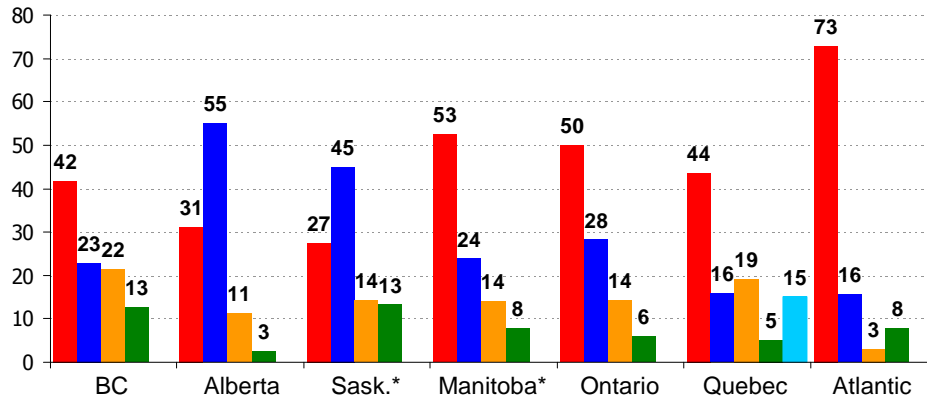
DK/NR Bad (1-3) Neither (4) Good (5-7)

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It is notable that the modal response was moderate – not strong – approval and the public have yet to see the bill for this boldness but it has the earmarks of causing possible sticker shock at some future date. This will become doubly true if the economy continues to sputter and the public outlook on the economy is decisively gloomy. We may be seeing a democratic boom but most see the economy in a state of bust.

Vote intention by region & demographics

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



■ Liberal
 ■ Conservative
 ■ NDP
 ■ Green
 ■ BLOC
 ■ Other

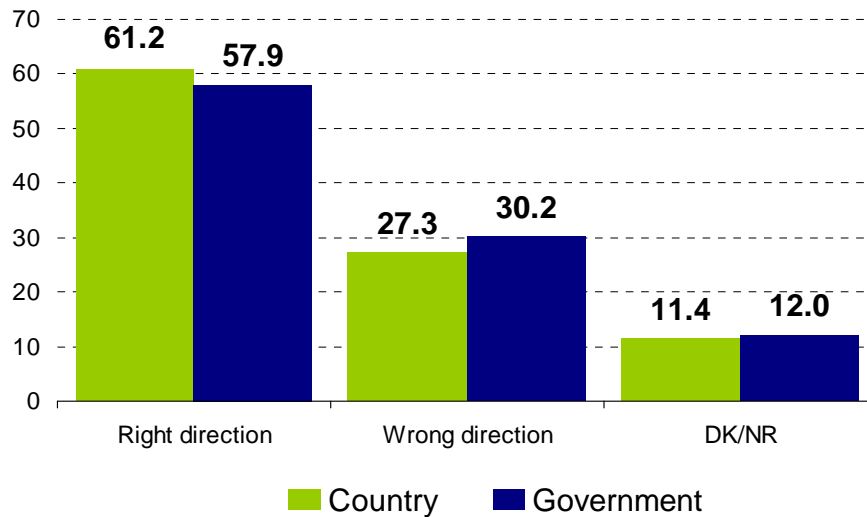
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BASE: Canadians; December 7-10, 2015 (n=1,956), MOE +/- 2.2%, 19 times out of 20

Direction of country/government

Direction of country/government

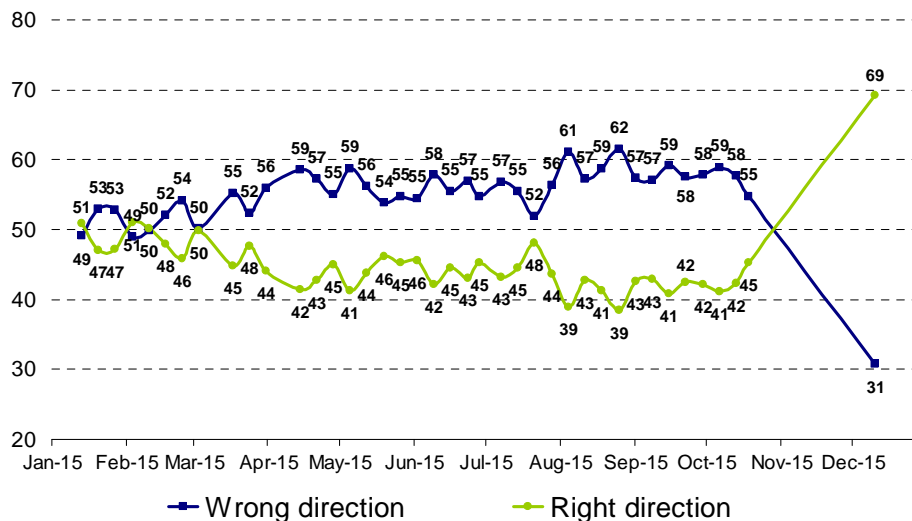
Q. All things considered, would you say the country/government is moving in the right direction or the wrong direction?



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No reproduction without permission **BASE:** Canadians (half-sample); December 7-10, 2015 (n=959/997), MOE +/- 3.2/3.1%, 19 times out of 20

Direction of country*

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

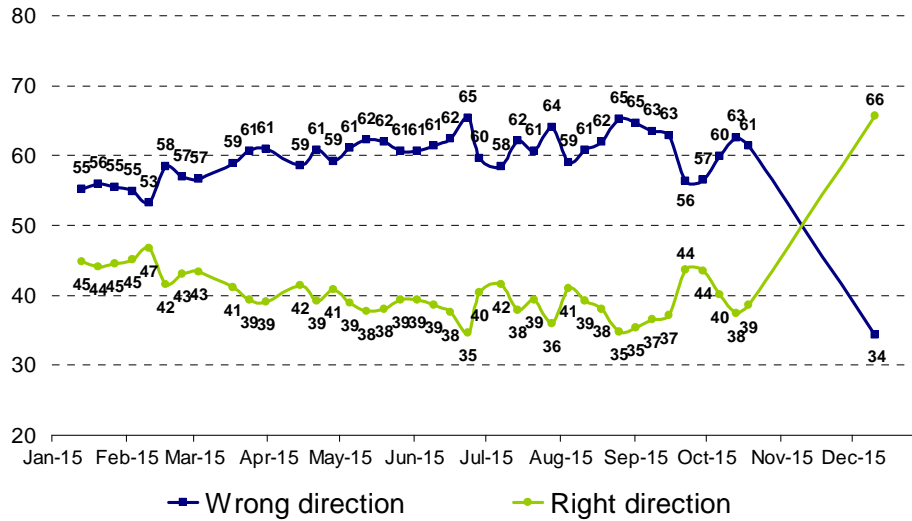


*Figures adjusted to exclude those who skipped the question.

Copyright 2015
No reproduction without permission **BASE:** Canadians (half-sample); December 7-10, 2015 (n=959), MOE +/- 3.2%, 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.

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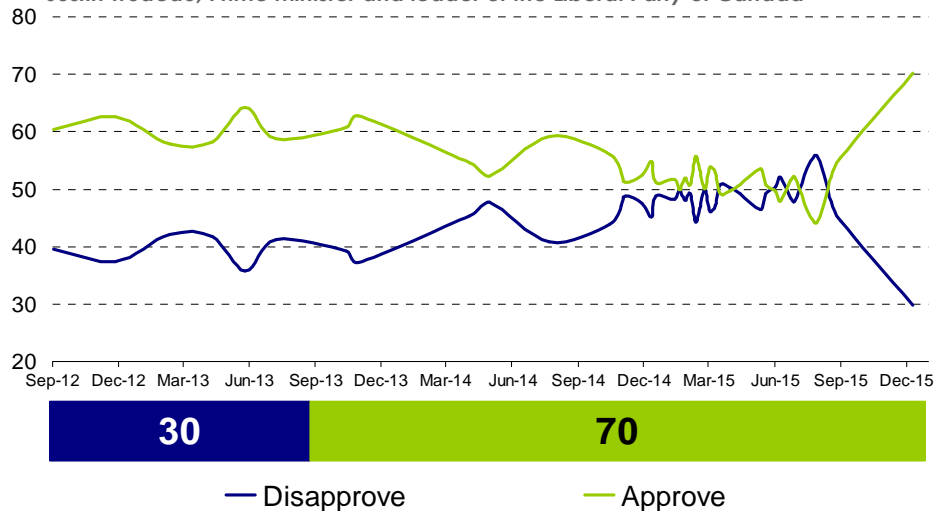
BASE: Canadians (half-sample); December 7-10, 2015 (n=997), MOE +/- 3.1%, 19 times out of 20

Approval ratings

Approval rating: Justin Trudeau*

Q. Do you approve or disapprove of the way the following individuals are handling their jobs?

Justin Trudeau, Prime Minister and leader of the Liberal Party of Canada



*Figures adjusted to exclude those who skipped the question.

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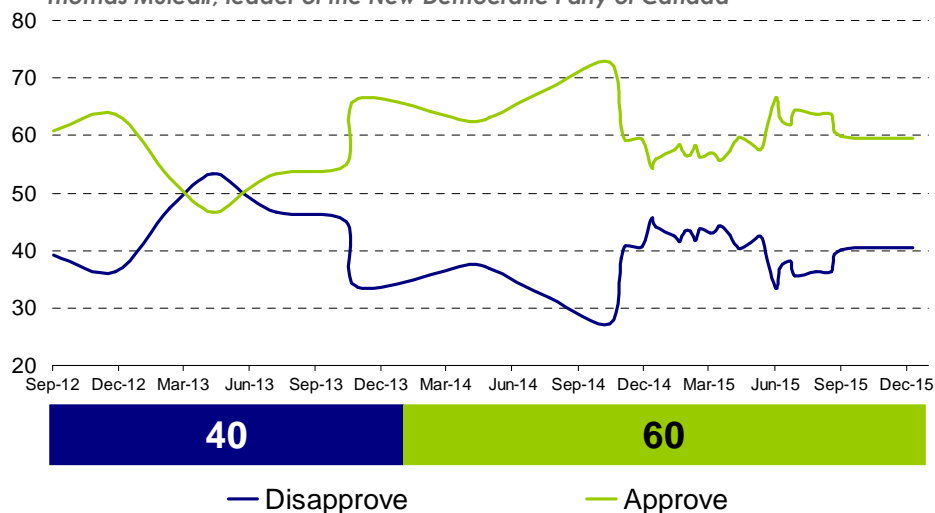
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BASE: Canadians; December 7-10, 2015 (n=1,811), MOE +/- 2.3%, 19 times out of 20

Approval rating: Thomas Mulcair*

Q. Do you approve or disapprove of the way the following individuals are handling their jobs?

Thomas Mulcair, leader of the New Democratic Party of Canada



*Figures adjusted to exclude those who skipped the question.

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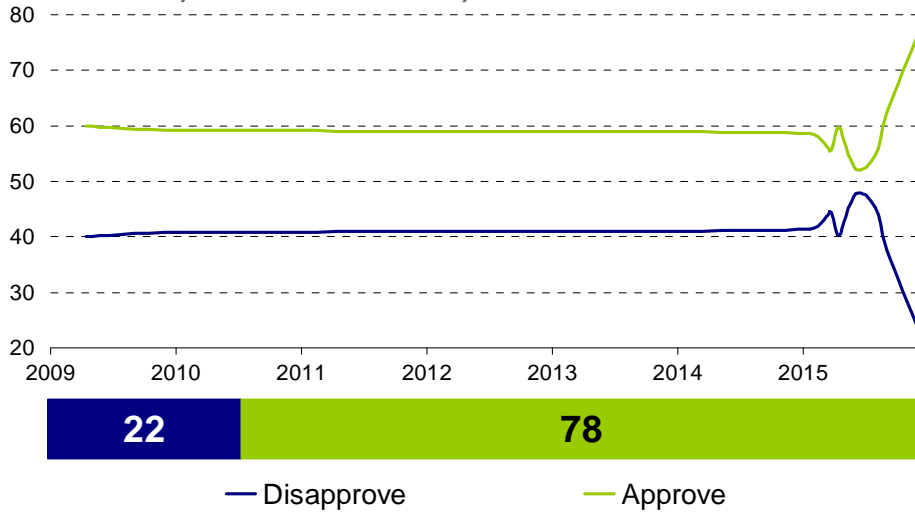
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BASE: Canadians; December 7-10, 2015 (n=1,811), MOE +/- 2.3%, 19 times out of 20

Approval rating: Elizabeth May*

Q. Do you approve or disapprove of the way the following individuals are handling their jobs?

Elizabeth May, leader of the Green Party of Canada



*Figures adjusted to exclude those who skipped the question.

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BASE: Canadians; December 7-10, 2015 (n=1,811), MOE +/- 2.3%, 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	46.3%	27.2%	15.3%	6.7%	3.4%	1.2%	1771	2.3
REGION								
British Columbia	41.8%	23.0%	21.6%	12.5%	–	1.2%	265	6.0
Alberta	31.2%	55.1%	11.2%	2.5%	–	0.0%	200	6.9
Saskatchewan	27.4%	45.0%	14.3%	13.4%	–	0.0%	41	15.3
Manitoba	52.6%	23.9%	13.9%	7.9%	–	1.6%	67	12.0
Ontario	50.0%	28.2%	14.1%	6.0%	–	1.6%	667	3.8
Quebec	43.5%	15.9%	19.3%	5.0%	15.1%	1.2%	424	4.8
Atlantic Canada	73.0%	15.7%	2.9%	7.9%	–	0.4%	102	9.7
GENDER								
Male	43.6%	30.3%	16.1%	6.2%	2.2%	1.7%	890	3.3
Female	48.9%	24.2%	14.5%	7.2%	4.6%	0.6%	877	3.3
AGE								
<35	44.1%	21.0%	20.9%	9.7%	3.3%	1.1%	250	6.2
35-45	44.9%	27.0%	15.2%	8.7%	2.1%	2.1%	197	7.0
45-54	43.1%	31.8%	13.2%	5.0%	5.8%	1.1%	345	5.3
55-64	50.3%	26.2%	14.5%	4.0%	3.9%	1.1%	447	4.6
65+	50.4%	31.5%	10.3%	5.1%	2.3%	0.4%	469	4.5
EDUCATION								
High school or less	45.0%	30.6%	13.6%	6.8%	3.0%	1.0%	448	4.6
College or CEGEP	40.3%	33.9%	14.7%	6.9%	2.9%	1.3%	895	3.3
University or higher	52.6%	18.0%	17.4%	6.7%	4.3%	1.1%	398	4.9

Approval Rating – Justin Trudeau

Q. Do you approve or disapprove of the way the following individuals are handling their jobs?

Justin Trudeau, Prime Minister and leader of the Liberal Party of Canada

	Approve	Disapprove	Don't know / No response	Sample Size	Margin of Error (+/-)
NATIONALLY	64.2%	27.1%	8.7%	1811	2.3
REGION					
British Columbia	69.8%	22.5%	7.7%	267	6.0
Alberta	49.6%	47.4%	2.9%	198	7.0
Saskatchewan	42.5%	44.8%	12.7%	46	14.5
Manitoba	71.6%	22.4%	6.0%	71	11.6
Ontario	63.8%	27.7%	8.5%	709	3.7
Quebec	68.2%	18.8%	13.0%	415	4.8
Atlantic Canada	72.0%	21.4%	6.6%	99	9.9
GENDER					
Male	61.0%	31.4%	7.6%	899	3.3
Female	67.4%	22.9%	9.7%	907	3.3
AGE					
<35	70.5%	21.9%	7.6%	190	7.1
35-45	63.2%	31.4%	5.5%	211	6.8
45-54	61.0%	28.7%	10.2%	372	5.1
55-64	64.8%	26.4%	8.8%	478	4.5
65+	62.5%	27.0%	10.5%	491	4.4
EDUCATION					
High school or less	60.0%	30.4%	9.6%	460	4.6
College or CEGEP	58.8%	32.4%	8.8%	913	3.2
University or higher	73.1%	19.1%	7.8%	402	4.9
CURRENT VOTE INTENTION					
Liberal Party	97.8%	1.2%	0.9%	752	3.6
Conservative Party	8.8%	83.7%	7.5%	489	4.4
NDP	72.4%	14.9%	12.7%	238	6.4
Green Party	78.0%	9.3%	12.7%	95	10.1
Bloc Québécois	57.3%	25.7%	17.1%	53	13.5

Approval Rating – Rona Ambrose

Q. Do you approve or disapprove of the way the following individuals are handling their jobs?

Rona Ambrose, leader of the Official Opposition and interim leader of the Conservative Party of Canada

	Approve	Disapprove	Don't know / No response	Sample Size	Margin of Error (+/-)
NATIONALLY	31.9%	31.7%	36.4%	1811	2.3
REGION					
British Columbia	26.3%	39.8%	33.9%	267	6.0
Alberta	49.4%	24.8%	25.8%	198	7.0
Saskatchewan	43.9%	13.7%	42.4%	46	14.5
Manitoba	35.3%	33.5%	31.1%	71	11.6
Ontario	33.7%	31.1%	35.2%	709	3.7
Quebec	20.4%	33.2%	46.4%	415	4.8
Atlantic Canada	32.9%	33.8%	33.3%	99	9.9
GENDER					
Male	35.1%	34.0%	30.9%	899	3.3
Female	28.8%	29.4%	41.8%	907	3.3
AGE					
<35	24.9%	39.3%	35.8%	190	7.1
35-45	30.2%	29.8%	40.0%	211	6.8
45-54	31.9%	30.4%	37.8%	372	5.1
55-64	31.0%	31.1%	37.9%	478	4.5
65+	40.4%	27.4%	32.1%	491	4.4
EDUCATION					
High school or less	34.3%	28.3%	37.5%	460	4.6
College or CEGEP	34.8%	28.3%	37.0%	913	3.2
University or higher	26.5%	37.6%	35.8%	402	4.9
CURRENT VOTE INTENTION					
Liberal Party	22.4%	41.0%	36.6%	752	3.6
Conservative Party	70.9%	6.0%	23.1%	489	4.4
NDP	12.6%	52.5%	34.9%	238	6.4
Green Party	16.2%	37.8%	46.0%	95	10.1
Bloc Québécois	5.1%	46.1%	48.8%	53	13.5

Approval Rating – Thomas Mulcair

Q. Do you approve or disapprove of the way the following individuals are handling their jobs?

Thomas Mulcair, leader of the New Democratic Party of Canada

	Approve	Disapprove	Don't know / No response	Sample Size	Margin of Error (+/-)
NATIONALLY	46.3%	31.4%	22.4%	1811	2.3
REGION					
British Columbia	47.0%	32.6%	20.3%	267	6.0
Alberta	34.7%	43.4%	21.9%	198	7.0
Saskatchewan	33.7%	42.4%	24.0%	46	14.5
Manitoba	45.4%	31.4%	23.2%	71	11.6
Ontario	47.7%	30.9%	21.4%	709	3.7
Quebec	51.4%	23.6%	25.1%	415	4.8
Atlantic Canada	43.8%	33.5%	22.7%	99	9.9
GENDER					
Male	44.6%	36.3%	19.1%	899	3.3
Female	47.7%	26.7%	25.5%	907	3.3
AGE					
<35	44.3%	36.2%	19.5%	190	7.1
35-45	45.5%	30.5%	24.0%	211	6.8
45-54	43.2%	30.1%	26.6%	372	5.1
55-64	52.0%	27.4%	20.6%	478	4.5
65+	46.8%	31.7%	21.4%	491	4.4
EDUCATION					
High school or less	42.5%	33.0%	24.5%	460	4.6
College or CEGEP	47.5%	30.4%	22.2%	913	3.2
University or higher	48.0%	30.5%	21.5%	402	4.9
CURRENT VOTE INTENTION					
Liberal Party	51.5%	26.9%	21.6%	752	3.6
Conservative Party	25.1%	54.0%	21.0%	489	4.4
NDP	76.6%	14.0%	9.4%	238	6.4
Green Party	49.9%	20.8%	29.3%	95	10.1
Bloc Québécois	35.2%	36.1%	28.7%	53	13.5

Approval Rating – Elizabeth May

Q. Do you approve or disapprove of the way the following individuals are handling their jobs?

Elizabeth May, leader of the Green Party

	Approve	Disapprove	Don't know / No response	Sample Size	Margin of Error (+/-)
NATIONALLY	59.8%	17.0%	23.2%	1811	2.3
REGION					
British Columbia	67.7%	16.1%	16.2%	267	6.0
Alberta	47.9%	24.8%	27.3%	198	7.0
Saskatchewan	55.4%	31.2%	13.3%	46	14.5
Manitoba	68.0%	14.6%	17.4%	71	11.6
Ontario	60.1%	18.2%	21.7%	709	3.7
Quebec	58.7%	11.2%	30.1%	415	4.8
Atlantic Canada	65.2%	10.8%	24.0%	99	9.9
GENDER					
Male	55.0%	22.5%	22.5%	899	3.3
Female	64.3%	11.8%	23.9%	907	3.3
AGE					
<35	64.4%	18.0%	17.6%	190	7.1
35-45	54.5%	16.4%	29.1%	211	6.8
45-54	57.7%	16.0%	26.3%	372	5.1
55-64	59.7%	16.6%	23.7%	478	4.5
65+	61.7%	17.0%	21.3%	491	4.4
EDUCATION					
High school or less	53.8%	17.5%	28.7%	460	4.6
College or CEGEP	56.5%	18.0%	25.4%	913	3.2
University or higher	68.1%	14.6%	17.3%	402	4.9
CURRENT VOTE INTENTION					
Liberal Party	74.0%	7.6%	18.4%	752	3.6
Conservative Party	27.9%	44.1%	27.9%	489	4.4
NDP	70.0%	11.3%	18.7%	238	6.4
Green Party	94.4%	0.0%	5.6%	95	10.1
Bloc Québécois	59.1%	3.7%	37.2%	53	13.5

Awareness of Throne Speech

Q. The federal government tabled its Speech from the Throne on December 4th of this year. Would you say you clearly recall, vaguely recall, or do not recall hearing about it?

	Clearly recall	Vaguely recall	Do not recall	Don't know / No response	Sample Size	Margin of Error (+/-)
NATIONALLY	52.8%	28.1%	16.5%	2.7%	1811	2.3
REGION						
British Columbia	59.2%	22.1%	16.8%	2.0%	267	6.0
Alberta	54.8%	26.1%	17.5%	1.5%	198	7.0
Saskatchewan	52.4%	24.8%	20.9%	1.9%	46	14.5
Manitoba	56.0%	27.8%	14.7%	1.5%	71	11.6
Ontario	57.7%	25.3%	14.9%	2.0%	709	3.7
Quebec	33.9%	41.7%	19.3%	5.1%	415	4.8
Atlantic Canada	67.0%	17.4%	12.3%	3.3%	99	9.9
GENDER						
Male	57.6%	26.6%	13.8%	2.0%	899	3.3
Female	48.0%	29.6%	19.0%	3.3%	907	3.3
AGE						
<35	50.9%	27.5%	18.5%	3.1%	190	7.1
35-45	45.1%	32.4%	21.7%	0.9%	211	6.8
45-54	47.2%	30.6%	19.7%	2.6%	372	5.1
55-64	54.3%	25.0%	16.5%	4.3%	478	4.5
65+	66.8%	25.4%	6.6%	1.3%	491	4.4
EDUCATION						
High school or less	50.5%	27.0%	18.9%	3.5%	460	4.6
College or CEGEP	50.9%	29.4%	17.3%	2.3%	913	3.2
University or higher	55.9%	27.8%	14.3%	2.0%	402	4.9
CURRENT VOTE INTENTION						
Liberal Party	60.7%	25.0%	12.1%	2.3%	752	3.6
Conservative Party	52.5%	30.0%	16.8%	0.8%	489	4.4
NDP	49.3%	31.8%	15.8%	3.1%	238	6.4
Green Party	52.0%	21.7%	22.6%	3.7%	95	10.1
Bloc Québécois	16.1%	52.9%	30.2%	0.7%	53	13.5

Approval of Throne Speech

Q. [IF CLEARLY/VAGUELY] Overall, how would you rate the Speech from the Throne? Please respond using a 7-point scale where 1 means Terrible, 7 means Excellent and the mid-point 4 means neither good nor bad.

	Bad (1-3)	Neither (4)	Good (5-7)	Don't know / No response	Sample Size	Margin of Error (+/-)
NATIONALLY	20.7%	19.3%	46.3%	13.7%	1481	2.6
REGION						
British Columbia	16.9%	14.5%	51.8%	16.8%	223	6.6
Alberta	33.1%	12.1%	37.5%	17.4%	165	7.6
Saskatchewan	36.9%	21.6%	28.5%	13.0%	38	15.9
Manitoba	20.4%	12.6%	58.1%	8.9%	60	12.7
Ontario	21.6%	19.2%	45.7%	13.5%	592	4.0
Quebec	14.3%	24.3%	47.0%	14.5%	313	5.5
Atlantic Canada	14.5%	28.4%	52.0%	5.1%	86	10.6
GENDER						
Male	24.3%	18.0%	45.9%	11.8%	759	3.6
Female	16.7%	20.7%	47.0%	15.6%	718	3.7
AGE						
<35	19.3%	17.8%	46.2%	16.7%	147	8.1
35-45	20.4%	20.7%	37.5%	21.4%	162	7.7
45-54	23.5%	16.9%	44.2%	15.4%	291	5.7
55-64	20.3%	20.6%	50.3%	8.8%	378	5.0
65+	19.3%	21.1%	52.6%	7.0%	449	4.6
EDUCATION						
High school or less	23.6%	20.4%	44.6%	11.3%	363	5.1
College or CEGEP	23.9%	21.7%	40.9%	13.5%	746	3.6
University or higher	15.6%	16.2%	52.4%	15.8%	342	5.3
CURRENT VOTE INTENTION						
Liberal Party	1.4%	13.5%	71.6%	13.5%	648	3.9
Conservative Party	63.7%	22.3%	6.3%	7.7%	405	4.9
NDP	10.3%	24.6%	45.9%	19.2%	192	7.1
Green Party	11.6%	18.8%	45.3%	24.3%	73	11.5
Bloc Québécois	14.7%	48.6%	32.6%	4.2%	38	15.9

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	Don't know / No response	Sample Size	Margin of Error (+/-)
NATIONALLY	61.2%	27.3%	11.4%	959	3.2
REGION					
British Columbia	67.3%	27.4%	5.3%	151	8.0
Alberta	44.3%	45.6%	10.1%	102	9.7
Saskatchewan	52.7%	29.4%	17.9%	24	20.0
Manitoba	75.8%	17.0%	7.3%	36	16.3
Ontario	60.3%	28.0%	11.8%	340	5.3
Quebec	61.8%	20.8%	17.5%	242	6.3
Atlantic Canada	74.2%	20.1%	5.7%	60	12.7
GENDER					
Male	60.7%	28.9%	10.4%	477	4.5
Female	62.0%	25.8%	12.3%	480	4.5
AGE					
<35	69.6%	22.6%	7.8%	139	8.3
35-45	59.0%	26.8%	14.1%	111	9.3
45-54	53.0%	31.0%	16.0%	175	7.4
55-64	60.6%	26.6%	12.7%	251	6.2
65+	60.1%	30.9%	9.1%	251	6.2
EDUCATION					
High school or less	54.6%	31.3%	14.1%	259	6.1
College or CEGEP	55.1%	34.3%	10.7%	467	4.5
University or higher	72.0%	17.7%	10.3%	215	6.7
CURRENT VOTE INTENTION					
Liberal Party	90.6%	4.5%	4.9%	411	4.8
Conservative Party	9.1%	80.6%	10.2%	240	6.3
NDP	73.0%	12.7%	14.3%	136	8.4
Green Party	74.5%	18.9%	6.5%	50	13.9
Bloc Québécois	56.1%	17.7%	26.2%	31	17.6

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	Don't know / No response	Sample Size	Margin of Error (+/-)
NATIONALLY	57.9%	30.2%	12.0%	997	3.1
REGION					
British Columbia	63.6%	23.8%	12.6%	131	8.6
Alberta	39.4%	46.0%	14.6%	109	9.4
Saskatchewan	34.0%	60.4%	5.6%	27	18.9
Manitoba	51.2%	35.4%	13.4%	40	15.5
Ontario	59.8%	31.4%	8.8%	393	4.9
Quebec	64.2%	20.9%	14.8%	245	6.3
Atlantic Canada	58.7%	25.8%	15.5%	50	13.9
GENDER					
Male	53.5%	36.8%	9.7%	486	4.5
Female	61.8%	24.1%	14.1%	508	4.4
AGE					
<35	60.0%	32.6%	7.5%	125	8.8
35-45	56.3%	30.2%	13.5%	105	9.6
45-54	55.2%	29.6%	15.2%	208	6.8
55-64	61.1%	25.1%	13.7%	252	6.2
65+	56.5%	32.6%	10.9%	267	6.0
EDUCATION					
High school or less	50.0%	32.8%	17.2%	259	6.1
College or CEGEP	50.8%	35.1%	14.1%	508	4.4
University or higher	71.9%	22.4%	5.7%	212	6.7
CURRENT VOTE INTENTION					
Liberal Party	93.7%	2.6%	3.7%	391	5.0
Conservative Party	5.9%	83.3%	10.8%	283	5.8
NDP	63.6%	19.9%	16.5%	123	8.8
Green Party	75.6%	9.3%	15.1%	54	13.3
Bloc Québécois	48.7%	27.0%	24.3%	32	17.3

Methodology:

This study was conducted using EKOS' unique, hybrid online/telephone research panel, *Prob/t*. Our panel offers exhaustive coverage of the Canadian population (i.e., Internet, phone, cell phone), random recruitment (in other words, participants are recruited randomly, they do not opt themselves into our panel), and equal probability sampling. All respondents to our panel are recruited by telephone using random digit dialling and are confirmed by live interviewers. Unlike opt-in online panels, *Prob/t* supports margin of error estimates. We believe this to be the only probability-based online panel in Canada.

The field dates for this survey are December 7-10, 2015. In total, a random sample of 1,956 Canadian adults aged 18 and over responded to the survey (1,811 online, 145 by phone). The margin of error associated with the total sample is +/- 2.2 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.