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CONSERVATIVES SLIDE SLIGHTLY: IS THE TERROR CARD LOSING FORCE?

[Ottawa – February 13, 2015] In a week blissfully free of any new terror atrocities, it appears that the security wave which propelled Stephen Harper into a clear lead has lost momentum. The Conservatives have declined three points and the Liberals have risen (an insignificant two points). In examining the demographic and regional shifts, which are modest, it fits with the hypothesis that the lower salience of security in a week with no beheadings or burnings is the factor underlying this modest but statistically significant shift.

Support from the less well educated and male voters has dropped more steeply for Stephen Harper, as has his net approval score. A more provocative thesis is that the florid hyperbole around the jihadist war on Canada has actually overshot voters' capacity for suspension of rationality. The regional patterns are also relatively stable with a slight shift in favour of the Liberals in the critical Ontario and Quebec arenas.

The other significant shift in an otherwise quiet polling period was the nine-point improvement in Justin Trudeau's net approval score. This may be significant as his approval has been stuck or slightly declining for some time and the net shift in the relative positioning of Trudeau versus Harper is a significant disruption of what was a quite favourable trend in favour of Harper. Thomas Mulcair is also improving somewhat. The opposition leaders have had trouble gaining much attention or traction with the recent fixation on security and terror, but that may be changing.

The possibility that Stephen Harper is losing some of his new security-driven lustre is also reinforced by the fact that there is no corresponding decline in broad directional approval (which is actually up slightly). Some of the other diagnostic tracking suggests that the more salient issue of the economy is once again reasserting itself and that this is much less favourable terrain for the Conservatives than the terror file.

HIGHLIGHTS

- **Federal vote intention:**
 - **33.8% Liberal Party**
 - **32.0% Conservative Party**
 - **18.9% NDP**
 - **8.5% Green Party**
 - **4.2% Bloc Québécois**
 - **2.6% Other**

- **Direction of country:**
 - **46% Right direction**
 - **46% Wrong direction**

- **Direction of government:**
 - **44% Right direction**
 - **50% Wrong direction**

- **Approval ratings**
 - **51% Thomas Mulcair**
 - **46% Justin Trudeau**
 - **36% Stephen Harper**

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

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Federal vote intention

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

National Results



2011 Election Results



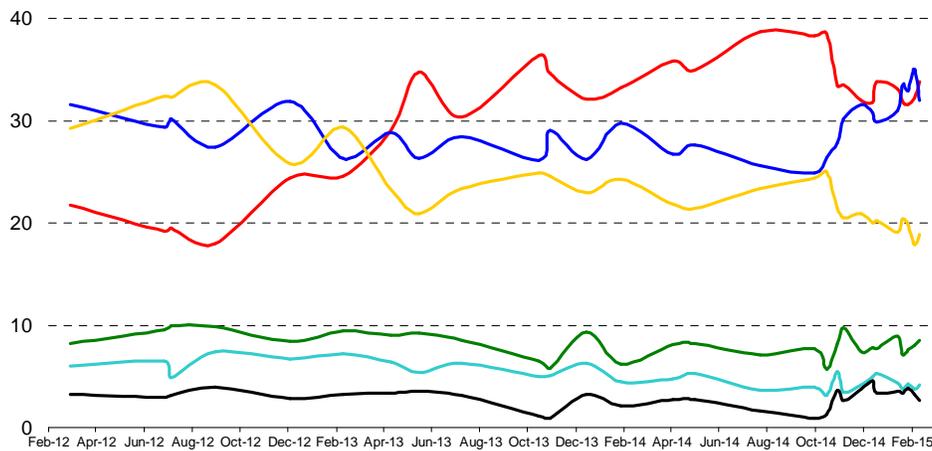
Note: The data on federal vote intention are based on decided and leaning voters only.

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BASE: Canadians; February 4-10, 2015 (n=3,005), MOE +/- 1.8%, 19 times out of 20

Tracking federal vote intention

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

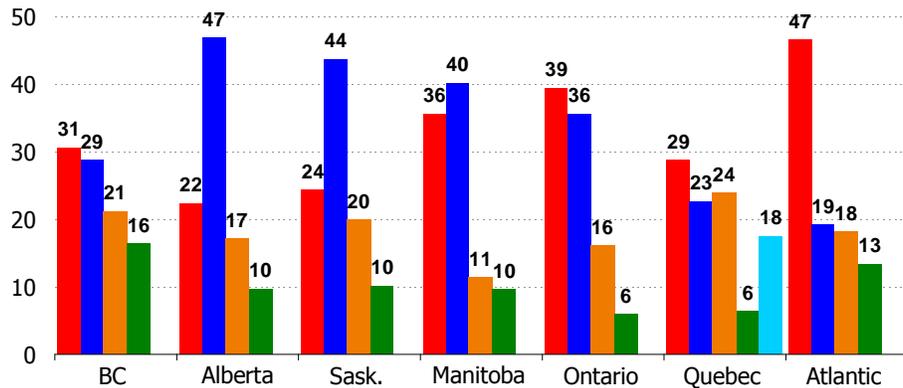


Note: The data on federal vote intention are based on decided and leaning voters only.
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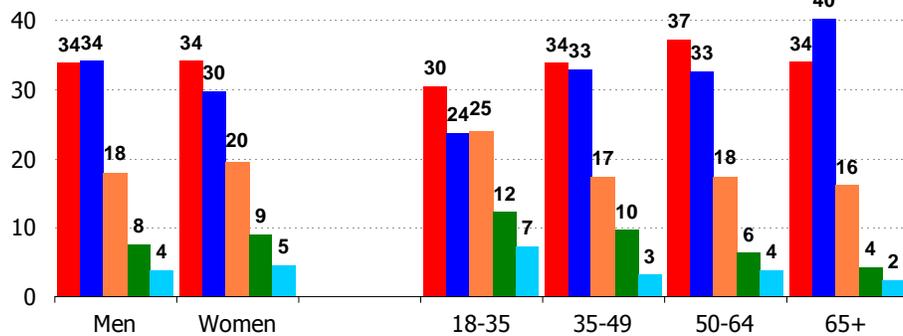
BASE: Canadians; February 4-10, 2015 (n=3,005), MOE +/- 1.8%, 19 times out of 20

Vote intention by key demographics

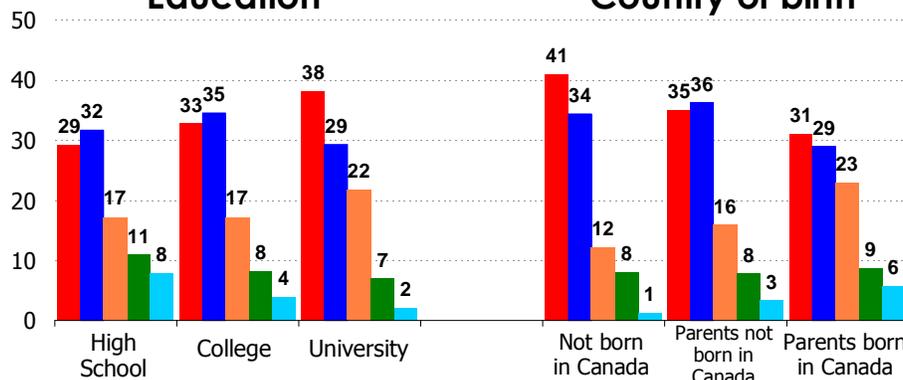
Q. If a federal election were held tomorrow, which party would you vote for?



Gender



Education



Liberal
 Conservative
 NDP
 Green
 BLOC
 Other

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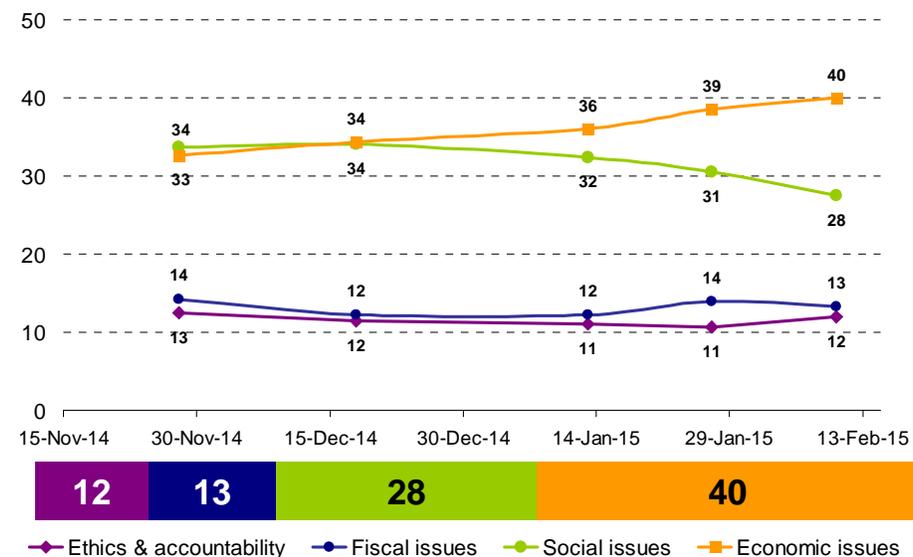
BASE: Canadians; February 4-10, 2015 (n=3,005), MOE +/- 1.8%, 19 times out of 20

Economy is the real master issue

The economy (jobs and growth) is the dominant issue by an increasing margin in one of our key issue tracking tests and has opened up a 12-point lead on social issues (which were tied not that long ago). The economy ranks as the dominant issue in all regions of the country and across all demographics with the exception of youth, who lean more towards social issues. Social issues come up more often in Quebec, among women, and among university graduates, while fiscal issues are becoming an important issue in Alberta.

Most important issue

Q. Of the following issues, which one do you think should be the most important issue for the next federal election?



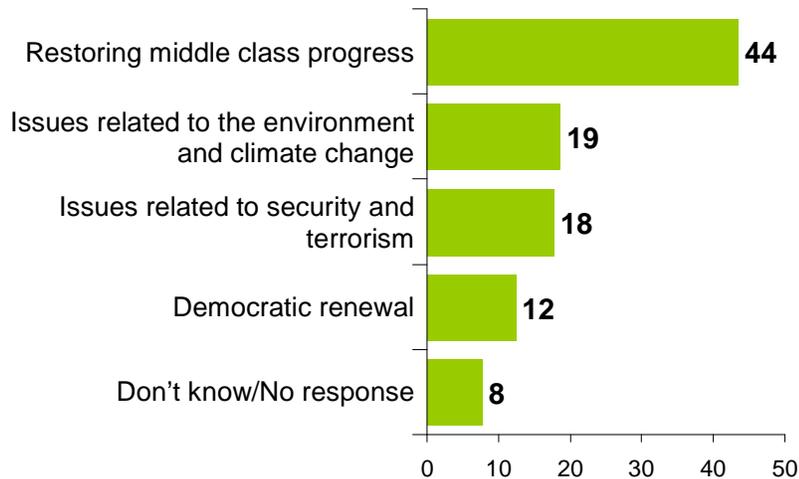
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BASE: Canadians (half-sample); February 4-10, 2015 (n=1,528), MOE +/- 2.5%, 19 times out of 20

Another, newer forced-choice test that arrays security, the environment, and democratic renewal shows that 'restoring the middle class' outstrips all of those other important issues by a large margin of well over two to one. The salience of the middle class issue transcends partisan lines and we believe it may well be the critical ballot question in October (or sooner). The issue is particularly strong with Francophones, the labour vote, boomers, and Generation X. These are all critical constituencies for the Liberals and, in particular, the NDP, who continue to falter well below their levels of the last election.

Most important issue

Q. Of the following issues, which one do you think should be the most important issue for the next federal election?



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BASE: Canadians (half-sample); February 4-10, 2015 (n=1,477), MOE +/- 2.6%, 19 times out of 20

Progress continuing to decline

There isn't much cheer out there about the way the economy has been working and the patterns suggest progress is halting, may be reversing.

We typically look at outlook on the future and economic confidence is extremely low these days and gets worse as we move further into an increasingly cloudy future. We sometimes look in the rear view mirror and that picture isn't very pretty either. A sense of progress versus decline is clearly tilting away from a fairly evenly divided set of views to one where things are now leaning to stagnation and decline. Less than one in five Canadians sees themselves as having improved over the past year or past five-year period – this isn't a very warm thought for voters entering a ballot booth and thinking how they have done under the incumbent's rule.

What is very interesting is how the economy has worked according to partisanship. While no party supporters have actually felt that they have moved forward much, the incidence of progress is much higher amongst those who favour the conservatives. So while the economy hasn't worked very well, it has worked much better for the minority of Canadians who support the government (but even there, the sense of progress over the past year is down sharply). It doesn't augur well for a government where no one really feels they are seeing progress anymore.

That is why the issue of restoring middle class progress is so much on the voter's minds right now, and why it will almost certainly eclipse security when voters get to the ballot booth.

Self-rated progress

Q. Thinking about your personal financial situation, would you say you have moved ahead, stayed the same, or fallen behind over the last YEAR / FIVE YEARS / TEN YEARS?

One Year



Five Years



Ten Years



□ DK/NR ■ Fallen behind ■ Stayed the same ■ Moved ahead

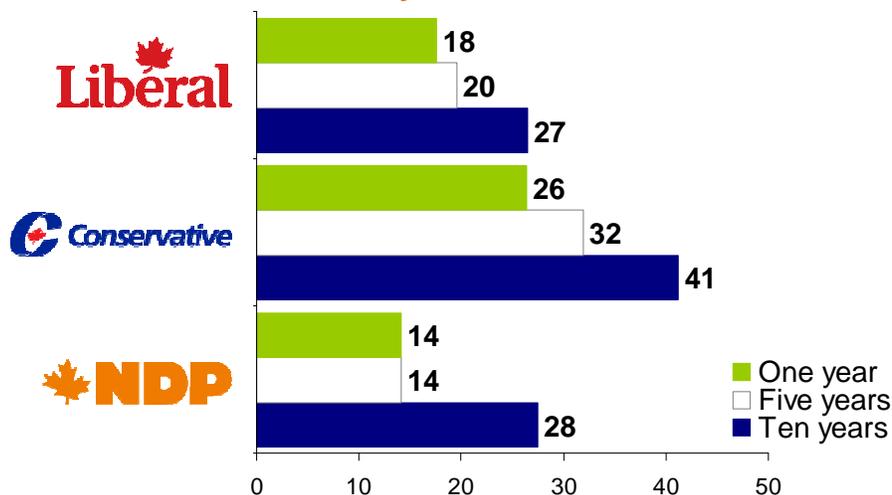
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BASE: Canadians (third-sample each); February 4-10, 2015

Self-rated progress by party support

Q. Thinking about your personal financial situation, would you say you have moved ahead, stayed the same, or fallen behind over the last YEAR/FIVE YEARS/TEN YEARS?

% who say MOVED AHEAD



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BASE: Canadians (third-sample); February 4-10, 2015 (n=1,025/1,002/978), MOE +/- 3.1%, 19 times out of 20

Eve Adams and a note on trends on centrist vs. polarized politics

While we make no comment on the merit of Eve Adams' decision to cross the floor to the Liberal Party, it is our experience that the public do not find the same problems with loyalty as insiders and the party faithful. We do not believe that this incident will be a factor in the outcome of the next election. This development can, however, be linked to broader trends becoming apparent in the political landscape.

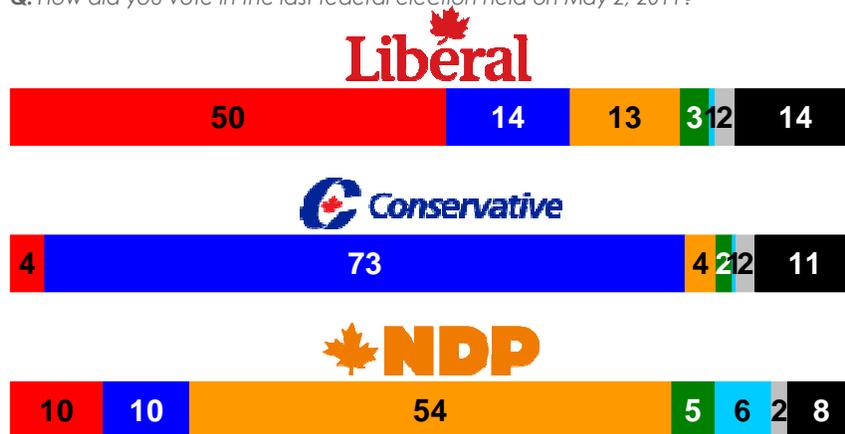
It is really important to note that the Canadian public seems to be moving away from the politics of polarization. In 2011, we began witnessing a trend where Canadians were abandoning the political centre and moving to either the left or the right, as evidenced by the success of the Conservatives and NDP and the near-demise of the Liberal Party. Indeed, it appeared that Canadians were moving towards a U.S.-style polarization where voters are divided into two irreconcilable 'armed' camps. However, it now appears that the centre-left may now be moving away from that path. At the very least, non-Conservative voters are not currently being drawn to an alternative left-option – a political yin to Stephen Harper's yang, as it were. For the time being, they are increasingly opting for a centrist option.

We asked Canadians who they voted for in the 2011 election and compared their responses to who they intend to vote for in the upcoming election. The results show that only about half of current Liberal supporters voted Liberal four years ago (hardly surprising considering they captured less than one-fifth of the vote). What is interesting, however, is that the Liberals have drawn their new support equally from both the Conservative and the NDP camps (as well as returning and new voters). In other words, there are as many former Conservatives in the party as there are former NDP supporters.

All of this suggests that Mr. Trudeau is at least temporarily re-establishing his party as a centrist party and is re-constructing the constituencies that were key to the party's success in the 1990s.

Composition of current party support

Q. How did you vote in the last federal election held on May 2, 2011?



2011 Vote

■ Liberal
 ■ Conservative
 ■ NDP
 ■ Green
 ■ Bloc Québécois
 ■ Other
 ■ Did not vote

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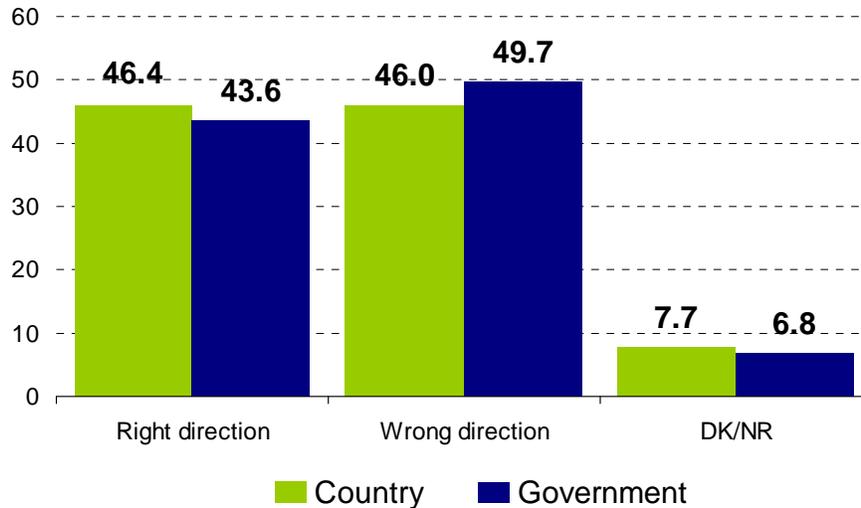
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BASE: Eligible voters; February 4-10, 2015 (n=2,970), MOE +/- 1.8%, 19 times out of 20

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?

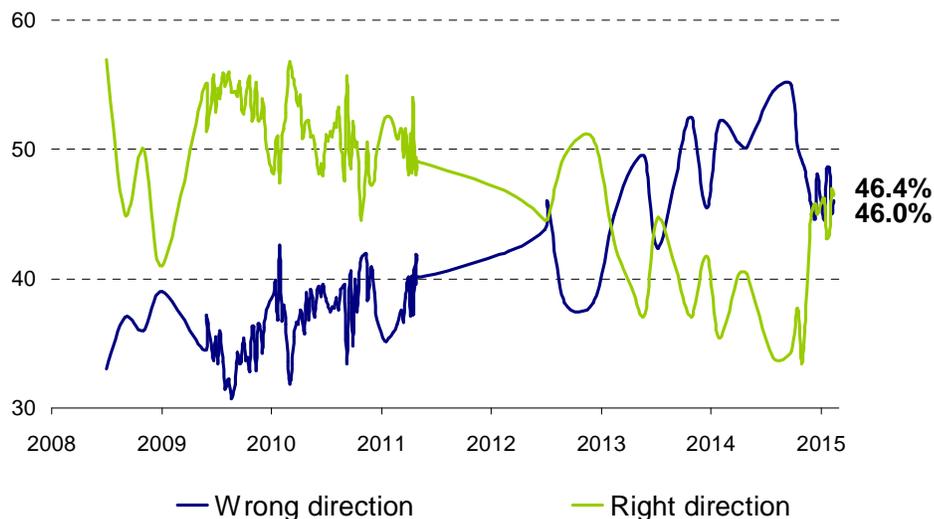


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BASE: Canadians (half-sample); February 4-10, 2015 (n=1,465/1,540), MOE +/- 2.6/2.5%, 19 times out of 20

Direction of country

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

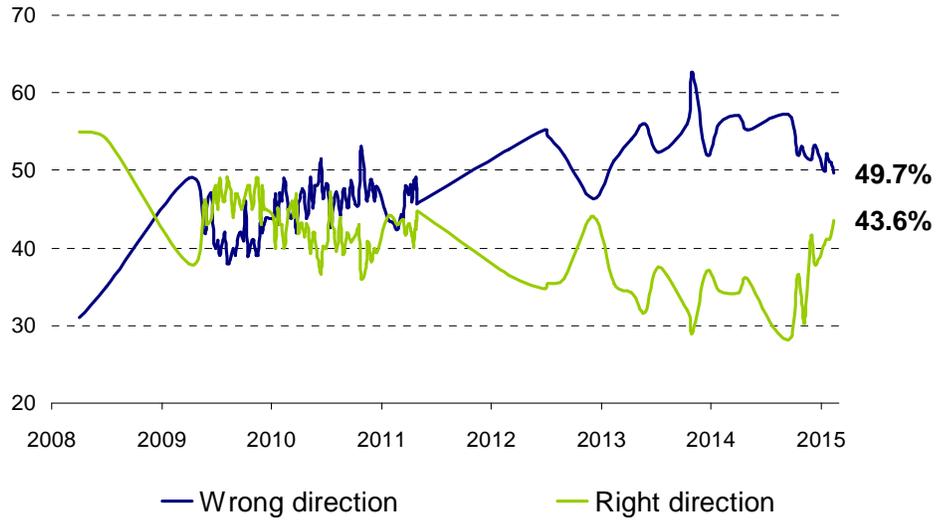


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BASE: Canadians (half-sample); February 4-10, 2015 (n=1,465), MOE +/- 2.6%, 19 times out of 20

Direction of government

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



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BASE: Canadians (half-sample); February 4-10, 2015 (n=1,540), MOE +/- 2.5%, 19 times out of 20

Approval ratings:

Job approval ratings

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



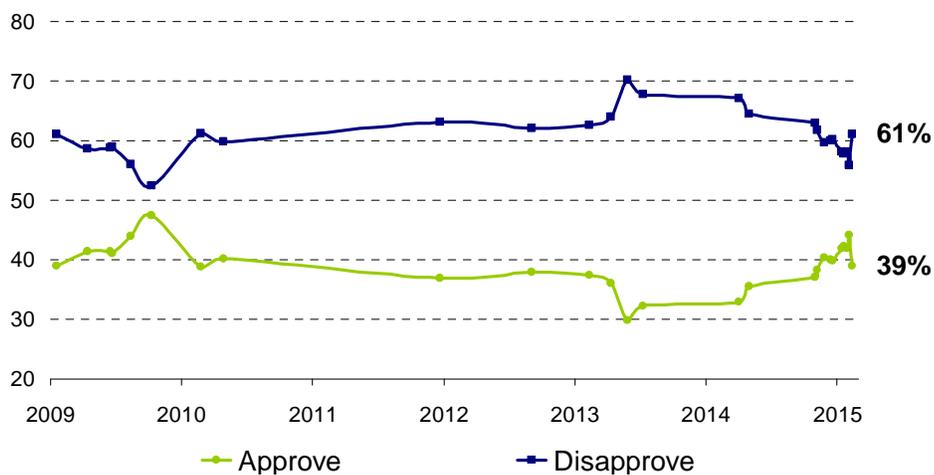
□ DK/NR ■ Disapprove ■ Approve

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BASE: Canadians (third-sample each); February 4-10, 2015

Approval rating – Stephen Harper

Q. Do you approve or disapprove of the way Stephen Harper, Prime Minister of Canada and leader of the Conservative Party of Canada, is handling his job?



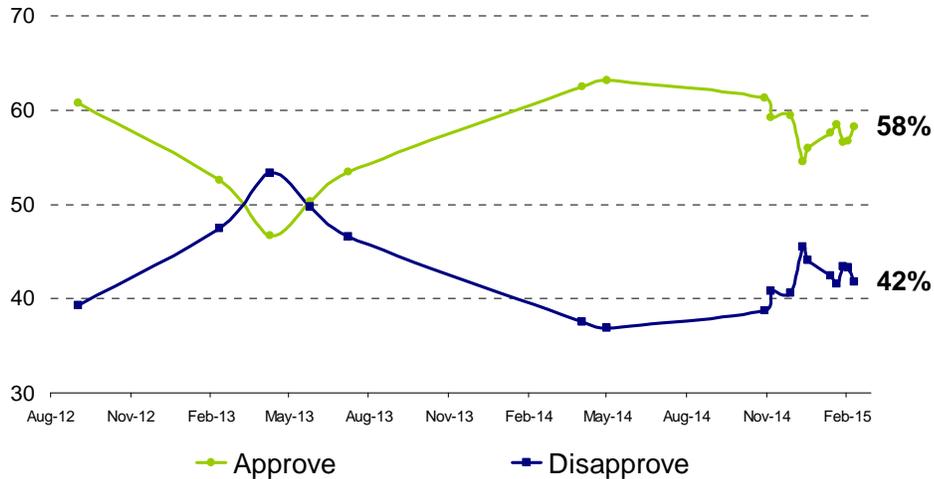
Note: Figures adjusted to exclude those who did not provide valid responses

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BASE: Canadians (third-sample); February 4-10, 2015 (n=1,020), MOE +/- 3.1%, 19 times out of 20

Approval rating – Thomas Mulcair

Q. Do you approve or disapprove of the way Thomas Mulcair, leader of the Official Opposition and Leader of the New Democratic Party of Canada is handling his job?



Note: Figures adjusted to exclude those who did not provide valid responses

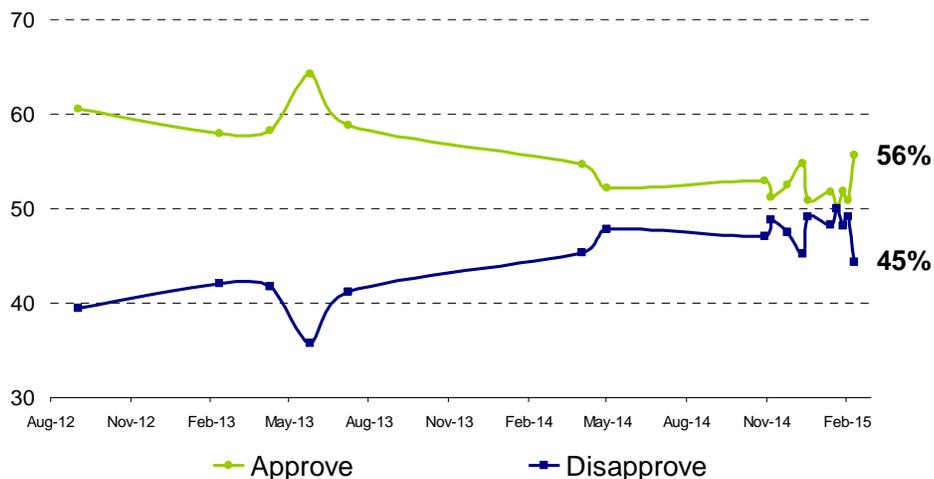
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BASE: Canadians (third-sample); February 4-10, 2015 (n=957), MOE +/- 3.2%, 19 times out of 20

Approval rating – Justin Trudeau

Q. Do you approve or disapprove of the way Justin Trudeau, Member of Parliament and leader of the Liberal Party of Canada, is handling his job?



Note: Figures adjusted to exclude those who did not provide valid responses

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BASE: Canadians (third-sample); February 4-10, 2015 (n=1,028), MOE +/- 3.1%, 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	33.8%	32.0%	18.9%	8.5%	4.2%	2.6%	2500	2.0
REGION								
British Columbia	30.5%	28.8%	21.1%	16.3%	–	3.3%	325	5.4
Alberta	22.4%	46.9%	17.0%	9.7%	–	4.0%	316	5.5
Saskatchewan	24.3%	43.7%	19.9%	10.1%	–	2.0%	86	10.6
Manitoba	35.6%	40.2%	11.4%	9.6%	–	3.2%	134	8.5
Ontario	39.4%	35.6%	16.0%	5.9%	–	3.1%	1037	3.0
Quebec	28.8%	22.7%	23.9%	6.3%	17.5%	0.9%	400	4.9
Atlantic Canada	46.6%	19.1%	18.1%	13.4%	–	2.7%	194	7.0
GENDER								
Male	33.8%	34.1%	18.0%	7.6%	3.9%	2.6%	1248	2.8
Female	34.1%	29.7%	19.9%	9.0%	4.6%	2.7%	1229	2.8
AGE								
<35	30.4%	23.7%	24.5%	12.2%	7.3%	1.8%	203	6.9
35-49	33.8%	32.9%	17.3%	9.6%	3.1%	3.2%	505	4.4
50-64	37.2%	32.6%	17.5%	6.4%	3.9%	2.5%	882	3.3
65+	34.0%	40.2%	16.1%	4.2%	2.3%	3.1%	886	3.3
EDUCATION								
High school or less	29.2%	31.7%	17.2%	10.9%	7.9%	3.0%	607	4.0
College or CEGEP	32.7%	34.5%	17.4%	8.2%	3.9%	3.3%	781	3.5
University or higher	38.2%	29.3%	21.9%	6.9%	2.1%	1.6%	1072	3.0
COUNTRY OF BIRTH								
Not born in Canada	41.0%	34.4%	12.2%	8.0%	1.2%	3.2%	449	4.6
Parents not born in Canada	35.0%	36.2%	15.8%	7.7%	3.3%	2.1%	703	3.7
Both parents born in Canada	31.0%	29.0%	22.9%	8.7%	5.7%	2.6%	1317	2.7

Most Important Issue (Version #1)

Q. [Half-sample only] Of the following issues, which one do you think should be the most important issue for the next federal election? 1) Issues like ethics and accountability; 2) The economy, jobs, and growth; 3) Fiscal issues like taxes and debt; or 4) Social issues like health and education?

	Ethics & Accountability	Economic issues	Fiscal issues	Social issues	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	12.0%	40.0%	13.3%	27.5%	7.2%	1528	2.5
REGION							
British Columbia	12.3%	31.7%	15.9%	30.8%	9.3%	192	7.1
Alberta	11.5%	37.7%	20.9%	20.7%	9.3%	218	6.6
Saskatchewan	15.8%	38.8%	6.5%	32.9%	6.1%	65	12.2
Manitoba	12.4%	42.0%	9.9%	26.1%	9.5%	79	11.0
Ontario	13.6%	43.8%	14.1%	21.2%	7.4%	621	3.9
Quebec	8.0%	40.9%	11.0%	35.8%	4.3%	228	6.5
Atlantic Canada	14.7%	37.6%	6.4%	32.9%	8.4%	120	9.0
GENDER							
Male	14.8%	43.6%	14.9%	24.2%	2.5%	725	3.6
Female	10.2%	40.4%	12.9%	33.0%	3.5%	723	3.6
AGE							
<35	12.9%	33.1%	13.4%	37.1%	3.5%	141	8.3
35-49	11.7%	43.3%	15.3%	27.6%	2.2%	290	5.8
50-64	12.2%	46.5%	14.9%	23.5%	2.9%	508	4.4
65+	13.7%	47.8%	11.7%	23.9%	2.9%	507	4.4
EDUCATION							
High school or less	13.6%	43.0%	15.9%	24.6%	2.9%	384	5.0
College or CEGEP	11.0%	44.0%	13.8%	27.7%	3.5%	440	4.7
University or higher	12.4%	39.7%	12.9%	32.7%	2.3%	609	4.0
COUNTRY OF BIRTH							
Not born in Canada	14.6%	45.9%	13.2%	22.9%	3.5%	244	6.3
Parents not born in Canada	13.9%	41.9%	14.2%	26.4%	3.5%	429	4.7
Both parents born in Canada	11.2%	40.7%	14.1%	31.4%	2.4%	772	3.5
CURRENT VOTE INTENTION							
Liberal Party	18.8%	43.6%	8.7%	27.0%	1.9%	440	4.7
Conservative Party	9.3%	53.4%	22.9%	12.2%	2.3%	462	4.6
NDP	10.6%	33.2%	10.9%	42.8%	2.6%	204	6.9
Green Party	19.5%	24.6%	9.2%	42.2%	4.5%	88	10.5
Bloc Québécois	5.9%	23.1%	4.3%	66.6%	0.0%	32	17.3

Most Important Issue (Version #2)

Q. [Half-sample only] Of the following issues, which one do you think should be the most important issue for the next federal election? 1) Restoring middle class progress; 2) Issues related to environment and climate change; 3) Issues related to terrorism and security; or 4) Democratic renewal.

	Restoring middle class progress	The environment	Security issues	Democratic renewal	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	43.5%	18.6%	17.8%	12.4%	7.7%	1477	2.6
REGION							
British Columbia	29.6%	27.9%	13.8%	16.0%	12.7%	201	6.9
Alberta	35.1%	15.2%	25.3%	13.2%	11.3%	179	7.3
Saskatchewan	51.5%	21.9%	11.9%	9.1%	5.6%	38	15.9
Manitoba	43.8%	25.5%	13.5%	8.6%	8.6%	84	10.7
Ontario	43.2%	15.4%	21.2%	12.4%	7.7%	606	4.0
Quebec	53.9%	18.9%	13.5%	12.1%	1.5%	237	6.4
Atlantic Canada	48.1%	17.1%	13.7%	9.7%	11.3%	127	8.7
GENDER							
Male	43.9%	17.3%	16.4%	17.7%	4.7%	689	3.7
Female	46.1%	21.4%	19.9%	8.4%	4.2%	724	3.6
AGE							
<35	43.4%	26.4%	14.6%	9.4%	6.2%	106	9.5
35-49	48.5%	19.0%	16.6%	10.7%	5.2%	286	5.8
50-64	49.9%	17.1%	15.9%	13.2%	3.9%	506	4.4
65+	35.5%	15.0%	28.3%	19.3%	1.9%	516	4.3
EDUCATION							
High school or less	44.9%	15.1%	21.6%	12.2%	6.2%	362	5.2
College or CEGEP	46.4%	20.4%	17.9%	12.6%	2.7%	470	4.5
University or higher	44.0%	22.3%	15.9%	13.5%	4.3%	576	4.1
COUNTRY OF BIRTH							
Not born in Canada	44.1%	17.4%	24.4%	10.6%	3.5%	260	6.1
Parents not born in Canada	38.5%	23.0%	19.0%	12.8%	6.7%	397	4.9
Both parents born in Canada	48.6%	18.3%	16.1%	13.1%	3.9%	751	3.6
CURRENT VOTE INTENTION							
Liberal Party	49.0%	17.7%	13.1%	17.1%	3.1%	445	4.7
Conservative Party	48.0%	8.4%	34.9%	4.6%	4.1%	428	4.7
NDP	45.1%	27.5%	9.0%	16.5%	1.8%	224	6.6
Green Party	17.0%	51.2%	12.4%	18.4%	1.0%	81	10.9
Bloc Québécois	63.5%	1.5%	6.3%	24.1%	4.6%	28	18.5

Self-Rated Progress (One Year)

Q. [Third-sample only] Thinking about your personal financial situation, would you say you have moved ahead, stayed the same, or fallen behind over the last year?

	Fallen behind	Stayed the same	Moved ahead	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	35.6%	40.9%	18.0%	5.4%	1025	3.1
REGION						
British Columbia	43.6%	34.8%	14.6%	7.1%	126	8.7
Alberta	26.3%	43.2%	23.0%	7.5%	137	8.4
Saskatchewan	33.8%	42.6%	20.1%	3.6%	34	16.8
Manitoba	28.9%	46.9%	18.5%	5.6%	60	12.7
Ontario	33.6%	40.7%	20.8%	4.9%	415	4.8
Quebec	39.0%	43.7%	13.1%	4.2%	173	7.5
Atlantic Canada	43.8%	39.9%	8.6%	7.8%	76	11.2
GENDER						
Male	36.7%	40.9%	19.9%	2.5%	508	4.4
Female	37.1%	44.7%	17.6%	0.6%	468	4.5
AGE						
<35	39.2%	36.7%	20.9%	3.2%	89	10.4
35-49	33.9%	42.3%	22.7%	1.1%	205	6.8
50-64	38.7%	41.3%	19.1%	0.9%	353	5.2
65+	34.8%	55.2%	8.1%	1.9%	329	5.4
EDUCATION						
High school or less	39.0%	40.1%	19.4%	1.4%	244	6.3
College or CEGEP	38.5%	44.4%	15.3%	1.8%	317	5.5
University or higher	33.5%	44.1%	21.1%	1.4%	402	4.9
COUNTRY OF BIRTH						
Not born in Canada	40.9%	40.5%	16.3%	2.3%	172	7.5
Parents not born in Canada	37.9%	43.4%	16.0%	2.7%	272	5.9
Both parents born in Canada	34.9%	42.5%	21.1%	1.5%	532	4.3
CURRENT VOTE INTENTION						
Liberal Party	38.8%	41.8%	17.6%	1.8%	305	5.6
Conservative Party	19.3%	52.4%	26.4%	1.9%	318	5.5
NDP	42.2%	41.0%	14.1%	2.6%	154	7.9
Green Party	54.9%	27.5%	17.6%	0.0%	55	13.2
Bloc Québécois	60.2%	34.5%	5.3%	0.0%	20	21.9

Self-Rated Progress (Five Years)

Q. [Third-sample only] Thinking about your personal financial situation, would you say you have moved ahead, stayed the same, or fallen behind over the last FIVE years?

	Fallen behind	Stayed the same	Moved ahead	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	37.0%	36.5%	19.8%	6.7%	1002	3.1
REGION						
British Columbia	35.0%	37.4%	18.4%	9.2%	142	8.2
Alberta	25.8%	35.4%	31.4%	7.3%	139	8.3
Saskatchewan	34.4%	40.4%	19.2%	6.0%	36	16.3
Manitoba	38.9%	26.3%	14.5%	20.3%	51	13.7
Ontario	40.2%	36.3%	17.6%	5.9%	401	4.9
Quebec	39.2%	37.2%	20.3%	3.4%	146	8.1
Atlantic Canada	35.1%	39.3%	17.4%	8.2%	85	10.6
GENDER						
Male	40.0%	37.6%	19.8%	2.6%	436	4.7
Female	37.9%	38.8%	21.3%	2.0%	515	4.3
AGE						
<35	34.0%	34.3%	27.6%	4.2%	87	10.5
35-49	40.1%	37.0%	21.9%	1.0%	173	7.5
50-64	45.7%	35.4%	17.3%	1.6%	351	5.2
65+	34.8%	49.9%	13.8%	1.5%	337	5.3
EDUCATION						
High school or less	40.6%	41.9%	14.2%	3.4%	259	6.1
College or CEGEP	46.7%	32.9%	18.4%	2.0%	292	5.7
University or higher	30.9%	40.0%	28.1%	0.9%	394	4.9
COUNTRY OF BIRTH						
Not born in Canada	32.7%	47.0%	20.3%	0.0%	180	7.3
Parents not born in Canada	40.1%	39.7%	19.7%	0.5%	284	5.8
Both parents born in Canada	40.7%	34.0%	21.5%	3.8%	484	4.5
CURRENT VOTE INTENTION						
Liberal Party	36.5%	41.4%	19.6%	2.4%	309	5.6
Conservative Party	28.3%	38.6%	31.9%	1.2%	284	5.8
NDP	49.7%	32.0%	14.1%	4.2%	133	8.5
Green Party	41.6%	35.3%	21.5%	1.6%	55	13.2
Bloc Québécois	64.0%	29.9%	6.1%	0.0%	22	20.9

Self-Rated Progress (Ten Years)

Q. [Third-sample only] Thinking about your personal financial situation, would you say you have moved ahead, stayed the same, or fallen behind over the last TEN years?

	Fallen behind	Stayed the same	Moved ahead	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	30.1%	35.5%	28.9%	5.6%	978	3.1
REGION						
British Columbia	28.3%	34.6%	24.6%	12.5%	125	8.8
Alberta	20.3%	35.8%	35.3%	8.6%	121	8.9
Saskatchewan	39.0%	24.4%	36.6%	0.0%	33	17.1
Manitoba	34.0%	28.0%	32.2%	5.7%	52	13.6
Ontario	26.7%	37.7%	29.2%	6.4%	411	4.8
Quebec	34.7%	41.1%	23.2%	0.9%	146	8.1
Atlantic Canada	41.6%	20.3%	35.8%	2.3%	86	10.6
GENDER						
Male	32.4%	34.5%	30.7%	2.3%	470	4.5
Female	29.9%	39.4%	28.8%	1.9%	464	4.6
AGE						
<35	15.0%	35.8%	46.0%	3.2%	71	11.6
35-49	37.2%	30.1%	30.8%	1.9%	198	7.0
50-64	41.0%	33.5%	24.1%	1.4%	310	5.6
65+	30.5%	52.8%	15.8%	0.9%	357	5.2
EDUCATION						
High school or less	35.8%	40.1%	21.1%	3.0%	243	6.3
College or CEGEP	29.7%	33.6%	34.7%	2.0%	301	5.7
University or higher	29.2%	36.9%	32.7%	1.3%	389	5.0
COUNTRY OF BIRTH						
Not born in Canada	27.5%	44.5%	24.2%	3.9%	152	8.0
Parents not born in Canada	30.0%	34.0%	34.7%	1.4%	270	6.0
Both parents born in Canada	32.9%	36.6%	29.2%	1.2%	507	4.4
CURRENT VOTE INTENTION						
Liberal Party	35.9%	36.1%	26.5%	1.5%	271	6.0
Conservative Party	15.0%	42.6%	41.2%	1.2%	288	5.8
NDP	34.7%	36.8%	27.5%	1.0%	141	8.3
Green Party	37.6%	31.5%	28.5%	2.4%	59	12.8
Bloc Québécois	54.5%	24.1%	21.4%	0.0%	18	23.1

Approval Rating – Stephen Harper

Q. [Third-sample only] Do you approve or disapprove of the way Stephen Harper, Prime Minister and leader of Conservative Party of Canada is handling his job?

	Approve	Disapprove	Don't know / No response	Sample Size	Margin of Error (+/-)
NATIONALLY	35.8%	56.2%	8.0%	1020	3.1
REGION					
British Columbia	35.2%	57.9%	6.9%	111	9.3
Alberta	51.1%	38.1%	10.9%	138	8.3
Saskatchewan	38.2%	60.7%	1.1%	36	16.3
Manitoba	40.8%	36.6%	22.6%	69	11.8
Ontario	36.4%	56.3%	7.3%	418	4.8
Quebec	30.3%	66.8%	2.9%	170	7.5
Atlantic Canada	23.8%	61.0%	15.2%	75	11.3
GENDER					
Male	41.5%	55.8%	2.7%	480	4.5
Female	33.4%	61.9%	4.7%	486	4.5
AGE					
<35	28.3%	66.4%	5.3%	93	10.2
35-49	41.1%	56.5%	2.5%	203	6.9
50-64	37.8%	59.6%	2.6%	340	5.3
65+	46.6%	50.4%	3.0%	328	5.4
EDUCATION					
High school or less	38.2%	58.4%	3.4%	263	6.0
College or CEGEP	40.8%	55.0%	4.2%	299	5.7
University or higher	33.3%	64.1%	2.6%	396	4.9
COUNTRY OF BIRTH					
Not born in Canada	46.8%	51.9%	1.4%	172	7.5
Parents not born in Canada	34.2%	63.0%	2.8%	273	5.9
Both parents born in Canada	36.1%	59.3%	4.6%	512	4.3
CURRENT VOTE INTENTION					
Liberal Party	18.9%	78.1%	3.0%	294	5.7
Conservative Party	90.6%	8.3%	1.1%	303	5.6
NDP	11.7%	87.8%	0.5%	143	8.2
Green Party	22.5%	73.2%	4.3%	63	12.4
Bloc Québécois	6.3%	93.7%	0.0%	20	21.9

Approval Rating – Thomas Mulcair

Q. [Third-sample only] Do you approve or disapprove of the way Thomas Mulcair, leader of the Official Opposition and Leader of the New Democratic Party of Canada is handling his job?

	Approve	Disapprove	Don't know / No response	Sample Size	Margin of Error (+/-)
NATIONALLY	50.6%	36.4%	13.0%	957	3.2
REGION					
British Columbia	53.7%	32.8%	13.5%	141	8.3
Alberta	55.3%	26.8%	17.8%	120	9.0
Saskatchewan	55.3%	31.0%	13.7%	36	16.3
Manitoba	33.0%	53.5%	13.5%	41	15.3
Ontario	46.3%	39.7%	14.0%	394	4.9
Quebec	56.5%	35.2%	8.3%	129	8.6
Atlantic Canada	48.0%	39.6%	12.4%	93	10.2
GENDER					
Male	52.7%	40.1%	7.2%	468	4.5
Female	52.9%	35.3%	11.8%	448	4.6
AGE					
<35	54.4%	29.2%	16.4%	73	11.5
35-49	51.5%	41.8%	6.8%	170	7.5
50-64	52.9%	38.2%	9.0%	335	5.4
65+	51.8%	42.4%	5.8%	341	5.3
EDUCATION					
High school or less	48.3%	44.2%	7.5%	222	6.6
College or CEGEP	49.1%	41.0%	9.9%	305	5.6
University or higher	58.8%	30.3%	10.9%	387	5.0
COUNTRY OF BIRTH					
Not born in Canada	41.3%	46.4%	12.3%	168	7.6
Parents not born in Canada	55.6%	35.7%	8.7%	269	6.0
Both parents born in Canada	55.1%	35.3%	9.6%	484	4.5
CURRENT VOTE INTENTION					
Liberal Party	58.5%	33.8%	7.7%	286	5.8
Conservative Party	34.6%	57.3%	8.2%	287	5.8
NDP	85.5%	5.7%	8.8%	149	8.0
Green Party	56.2%	33.6%	10.1%	48	14.1
Bloc Québécois	38.5%	61.5%	0.0%	16	24.5

Approval Rating – Justin Trudeau

Q. [Third-sample only] Do you approve or disapprove of the way Justin Trudeau, leader of the Liberal Party of Canada, is handling his job?

	Approve	Disapprove	Don't know / No response	Sample Size	Margin of Error (+/-)
NATIONALLY	47.6%	37.8%	14.6%	1028	3.1
REGION					
British Columbia	50.7%	33.6%	15.7%	141	8.3
Alberta	26.2%	58.7%	15.1%	139	8.3
Saskatchewan	33.4%	42.7%	23.9%	31	17.6
Manitoba	48.2%	40.1%	11.7%	53	13.5
Ontario	45.9%	40.0%	14.1%	415	4.8
Quebec	56.7%	32.4%	10.9%	166	7.6
Atlantic Canada	52.4%	21.8%	25.9%	79	11.0
GENDER					
Male	49.4%	43.0%	7.6%	466	4.5
Female	50.3%	35.7%	14.0%	513	4.3
AGE					
<35	50.2%	29.2%	20.6%	81	10.9
35-49	48.5%	41.2%	10.3%	203	6.9
50-64	50.7%	43.9%	5.4%	339	5.3
65+	51.0%	43.2%	5.8%	354	5.2
EDUCATION					
High school or less	44.4%	41.7%	13.9%	261	6.1
College or CEGEP	47.5%	43.3%	9.2%	306	5.6
University or higher	57.8%	32.5%	9.7%	402	4.9
COUNTRY OF BIRTH					
Not born in Canada	51.0%	35.3%	13.8%	164	7.7
Parents not born in Canada	49.1%	41.6%	9.2%	284	5.8
Both parents born in Canada	50.1%	38.9%	11.0%	527	4.3
CURRENT VOTE INTENTION					
Liberal Party	79.5%	12.3%	8.2%	305	5.6
Conservative Party	24.1%	71.6%	4.3%	300	5.7
NDP	55.4%	34.1%	10.5%	136	8.4
Green Party	38.2%	35.0%	26.8%	58	12.9
Bloc Québécois	69.1%	21.4%	9.5%	24	20.0

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	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	46.4%	46.0%	7.7%	1465	2.6
REGION					
British Columbia	43.4%	49.0%	7.6%	177	7.4
Alberta	56.1%	33.7%	10.2%	206	6.8
Saskatchewan	53.1%	46.1%	0.8%	52	13.6
Manitoba	40.0%	44.3%	15.7%	77	11.2
Ontario	48.4%	44.8%	6.8%	616	4.0
Quebec	43.8%	50.1%	6.1%	217	6.7
Atlantic Canada	31.7%	55.1%	13.2%	114	9.2
GENDER					
Male	49.5%	46.8%	3.7%	687	3.7
Female	47.1%	47.8%	5.0%	706	3.7
AGE					
<35	44.2%	48.3%	7.5%	125	8.8
35-49	45.1%	51.5%	3.4%	289	5.8
50-64	48.9%	48.1%	3.0%	494	4.4
65+	56.8%	39.5%	3.8%	486	4.5
EDUCATION					
High school or less	51.7%	43.8%	4.5%	357	5.2
College or CEGEP	47.3%	46.1%	6.6%	449	4.6
University or higher	45.9%	51.1%	3.0%	584	4.1
COUNTRY OF BIRTH					
Not born in Canada	57.8%	40.1%	2.1%	248	6.2
Parents not born in Canada	46.0%	47.1%	6.9%	405	4.9
Both parents born in Canada	46.3%	49.9%	3.8%	737	3.6
CURRENT VOTE INTENTION					
Liberal Party	41.6%	55.4%	3.0%	429	4.7
Conservative Party	81.7%	16.4%	1.9%	431	4.7
NDP	27.1%	69.4%	3.5%	198	7.0
Green Party	33.4%	63.3%	3.3%	95	10.1
Bloc Québécois	31.7%	66.1%	2.2%	25	19.6

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	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	43.6%	49.7%	6.8%	1540	2.5
REGION					
British Columbia	41.2%	49.4%	9.4%	216	6.7
Alberta	46.9%	39.2%	13.9%	191	7.1
Saskatchewan	46.8%	47.5%	5.6%	51	13.7
Manitoba	42.3%	50.4%	7.3%	86	10.6
Ontario	46.3%	47.9%	5.8%	611	4.0
Quebec	40.7%	56.0%	3.3%	248	6.2
Atlantic Canada	38.0%	55.6%	6.4%	133	8.5
GENDER					
Male	49.9%	47.3%	2.9%	727	3.6
Female	40.6%	55.7%	3.7%	741	3.6
AGE					
<35	42.5%	52.7%	4.8%	122	8.9
35-49	41.4%	55.3%	3.3%	287	5.8
50-64	44.1%	53.1%	2.8%	520	4.3
65+	54.0%	43.6%	2.4%	537	4.2
EDUCATION					
High school or less	46.0%	47.8%	6.2%	389	5.0
College or CEGEP	53.1%	44.7%	2.2%	461	4.6
University or higher	38.0%	60.0%	2.1%	601	4.0
COUNTRY OF BIRTH					
Not born in Canada	57.9%	35.2%	6.8%	256	6.1
Parents not born in Canada	49.2%	48.4%	2.4%	421	4.8
Both parents born in Canada	38.9%	58.3%	2.8%	786	3.5
CURRENT VOTE INTENTION					
Liberal Party	32.7%	64.1%	3.2%	456	4.6
Conservative Party	88.3%	9.8%	1.9%	459	4.6
NDP	18.4%	77.7%	3.9%	230	6.5
Green Party	29.3%	70.7%	0.0%	74	11.4
Bloc Québécois	25.9%	74.1%	0.0%	35	16.6

Methodology:

This study 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 February 4-10, 2015. In total, a random sample of 3,005 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.