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CONSERVATIVES AND LIBERALS LOCKED IN DEAD HEAT

ECONOMY TEMPORARILY TAKING A BACK SEAT TO SECURITY AND CULTURE?

[Ottawa – February 20, 2015] The only thing hot about frigid Canada right now is the dead heat capturing the political landscape. There are some movements, but they are more of the twitch variety than structural movements. At the fringes, the electorate seems to be lurching around like a drunken monkey, but the new normal of a deadlocked Conservative/Liberal race seems to be a stable undercurrent. The Conservatives and Liberals are in a statistical tie at thirty two points each, with the NDP trailing at 18.

A surprisingly and probably overstated Bloc Québécois is part of a remarkable four-way tie in the ever-interesting Quebec political arena. The dead heat theme continues in the other key arena of Ontario where a virtual tie exists and the same virtual tie is evident in Manitoba (but with a smaller sample base). The Liberals own the East and the Conservatives own Saskatchewan and Alberta (although voter ardour for them has cooled somewhat as the economy has hit the skids). The perpetually confusing race in British Columbia shows a competitive four-way race with the Liberals on top. In our experience, British Columbian voters' enthusiasm for the Liberals is always higher in the polls than it is at the ballot booth.

The demographic profile with respect to age, education, and gender is pretty familiar with the Conservatives in great shape with older, male, and less well educated Canada. Perhaps the most interesting demographic pattern is the link to the New Canadian vote. Given the salience of the debate about 'jihadists' – and now the niqab – by the Prime Minister, it is interesting to note that these issues seem to be finding favour with the less educated and Harper is rekindling previously frosty relations with francophone voters in Quebec (particularly in Quebec city). In a potentially interesting illustration of the tradeoffs in political arithmetic, it is curious to note that the Conservatives are now doing poorly with new Canadians, which is now one of the strongest segments of Liberal support.

HIGHLIGHTS

- **Federal vote intention:**
 - ▣ **32.3% Conservative Party**
 - ▣ **31.6% Liberal Party**
 - ▣ **19.1% NDP**
 - ▣ **8.0% Green Party**
 - ▣ **5.4% Bloc Québécois**
 - ▣ **3.4% Other**
- **Direction of country:**
 - ▣ **43% Right direction**
 - ▣ **47% Wrong direction**
- **Direction of government:**
 - ▣ **39% Right direction**
 - ▣ **54% Wrong direction**
- **Approval ratings**
 - ▣ **49% Thomas Mulcair**
 - ▣ **46% Justin Trudeau**
 - ▣ **37% 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



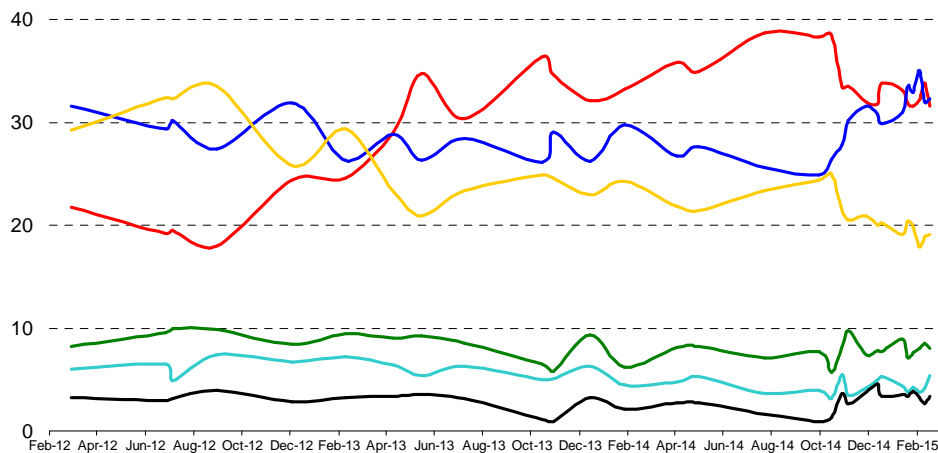
Note: The data on federal vote intention are based on decided and leaning voters only.

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BASE: Canadians; February 11-17, 2015 (n=3,386), MOE +/- 1.7%, 19 times out of 20

Tracking federal vote intention

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

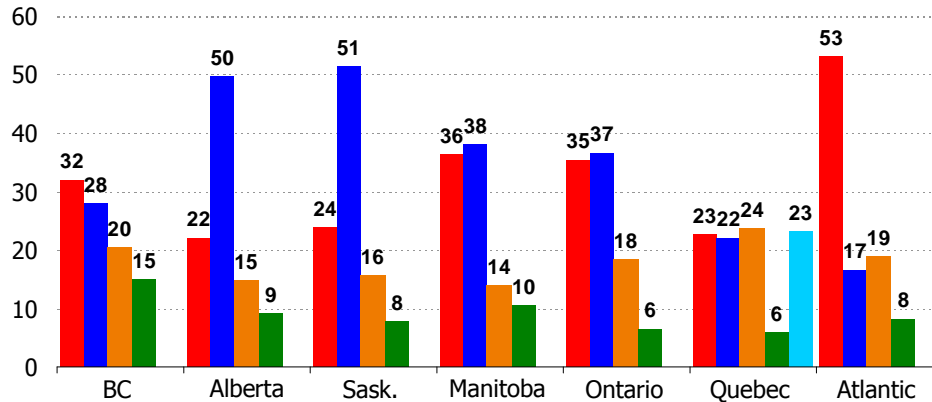


Note: The data on federal vote intention are based on decided and leaning voters only.
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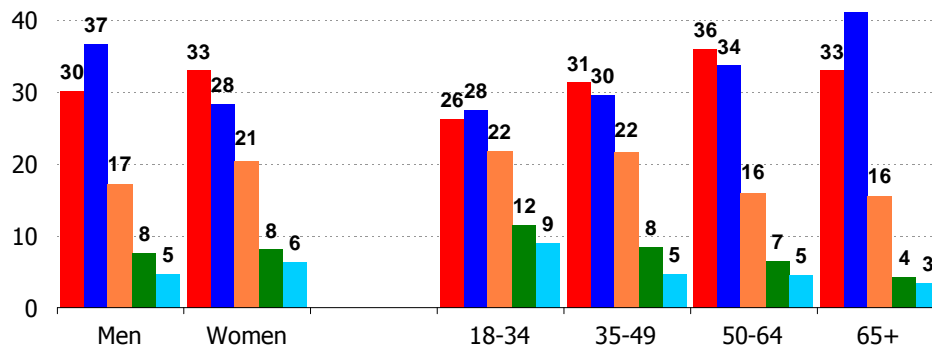
BASE: Canadians; February 11-17, 2015 (n=3,386), MOE +/- 1.7%, 19 times out of 20

Vote intention by key demographics

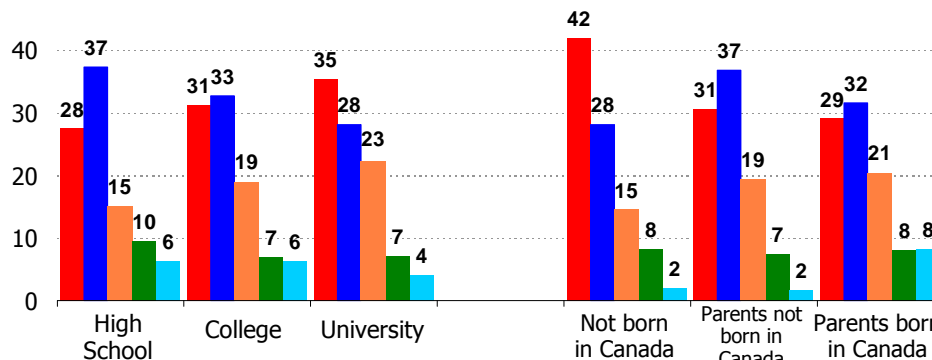
Q. If a federal election were held tomorrow, which party would you vote for?



Gender



Education



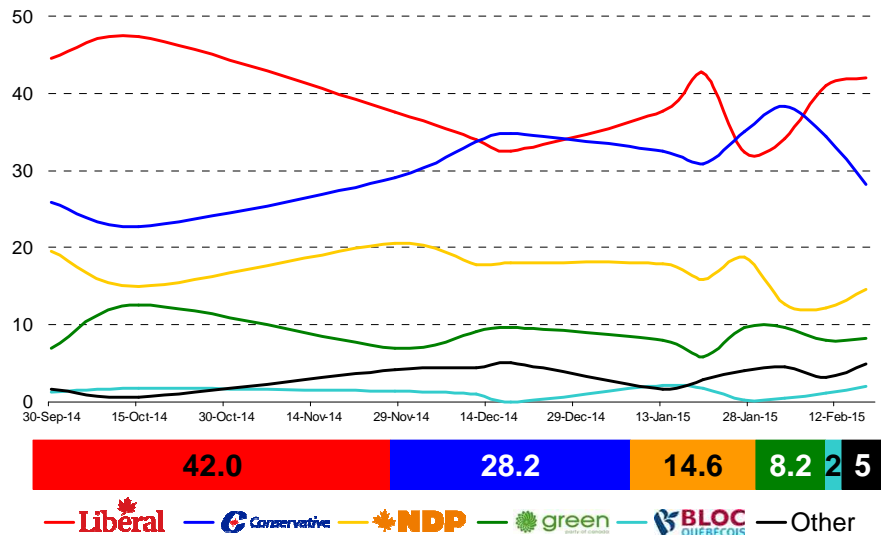
■ Liberal
 ■ Conservative
 ■ NDP
 ■ Green
 ■ BLOC QUÉBÉCOIS
 ■ Other

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BASE: Canadians; February 11-17, 2015 (n=3,386), MOE +/- 1.7%, 19 times out of 20

Tracking vote intention: New Canadians

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: Those not born in Canada; February 11-17, 2015 (n=584), MOE +/- 4.1%, 19 times out of 20

Bloc resuscitation: real or inflated?

The Bloc Québécois has enjoyed a surprising comeback in recent weeks, although their support is still well below historical levels. This recent surge probably does not mean a lot, but it means something. The Bloc has no machinery, little money, and a leader who is not particularly popular outside of a small base of ardent sovereigntists. So why are they doing so much better?

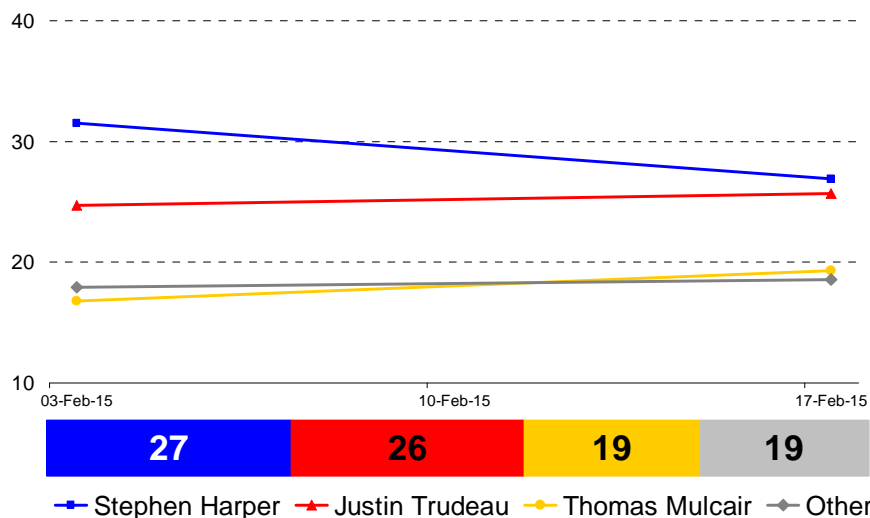
First, we need to recognize that the Quebec voter landscape is extremely volatile and very loosely rooted. The Bloc vote is an anti-federalist vote which is unhappy with the ruling Conservative Party, but is not particularly excited about the Liberals either. The party's base is disproportionately young and poorly educated. These voters are driven more by social issues that sovereignty, but they would have a hard time switching to either the Conservatives or the Liberals. In all likelihood, a large portion of these voters will either stay home or default to the NDP come Election Day.

Values, values, values

From other research, we believe that values are going to be critical in this election. Values are critical to emotional engagement and, as we all know, emotions win elections. Last fall, it was clear that progressives had a clear advantage on values and there was an apparent frustration with the values narrative of the Harper government¹. However, this normative advantage (which is highly important because it drives turnout) seems to have been rather abruptly surrendered to the Conservative Party.

Party that best represents values

Q. Which party leader comes closest to representing the VALUES that you find most important?



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BASE: Canadians (half-sample); February 11-17, 2015 (n=1,729), MOE +/- 2.4%, 19 times out of 20

To explain this shift, we do not have to look much further than the security file. As we have previously discussed at length², the shooting episode in Ottawa, followed by the horrific shootings in Paris and the serial barbarity of ISIS, have all coalesced to produce a very significant shift in public fears about security. More recently, Mr. Harper's position the niqab seems to appeal to the same segments who were attracted to Quebec's secular charter. These voters now seem to be drawn to the Conservatives with this combination of security and now the charter. We do recognize, however, that the Parti Québécois, the architects of the secular charter, faltered in the last provincial election.

¹ Frank Graves, "Rethinking the Public Interest: Trends in Values and Attitudes", Presentation by Frank Graves to the Canada 2020 Conference, October 2, 2014. Available online at: <http://goo.gl/av7MT0>

² EKOS Research Associates, "Conservatives Now Polling Higher than in Final Stages of 2011 Campaign", February 5, 2015. Available online at: <http://goo.gl/ottQa3>

The kind of hyperbole extending to the jihadist threat, and referring to wearing a niqab at a citizenship ceremony as “offensive”, may be finding favour in certain places, but it is interesting that this has not enhanced Mr. Harper’s surprising values advantage from the last poll. While this strategy appears to resonate in some areas of Quebec (a surprising finding considering that Quebecers have traditionally favoured civil liberties and human rights), it may be hurting the party’s standing with new Canadians. It is also surprising to see that the typical gap between Quebecers – who have been historically less supportive of military engagement – and the rest of Canada is no longer evident with the current mission.

Furthermore, other values could very quickly displace this effect. Indeed, the somewhat shocking values advantage that Harper had opened up two weeks ago already seems to be fading. In any case, the opposition leaders have yet to join this broader values contest, which will be critical to the outcome of the next election.

Could progress (or the lack thereof) tilt the scales in the next election?

Compared to the last time we asked it, the rather grim sense of arrested progress appears to be even more dismal than the last sounding. This issue bears following, because if it continues to be the case that only one Canadian in seven believes that they have done better than last year, progress will be a difficult ballot booth issue for the Conservatives to overcome in the fall when the emotions surrounding the terror file may have receded.

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



n=1,179, MOE +/- 2.9%, 19 times out of 20

Five Years



n=1,082, MOE +/- 3.0%, 19 times out of 20

Ten Years



n=1,125, MOE +/- 2.9%, 19 times out of 20

DK/NR Fallen behind Stayed the same Moved ahead

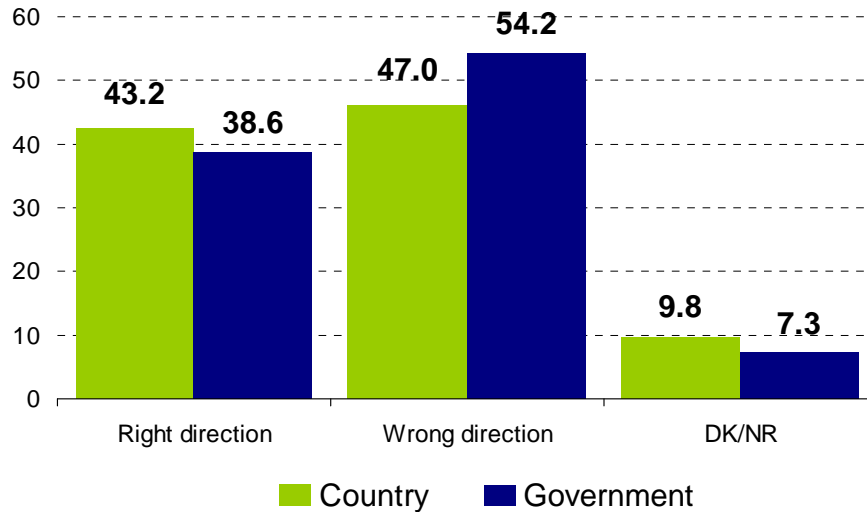
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BASE: Canadians (third-sample each); February 11-17, 2015

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?

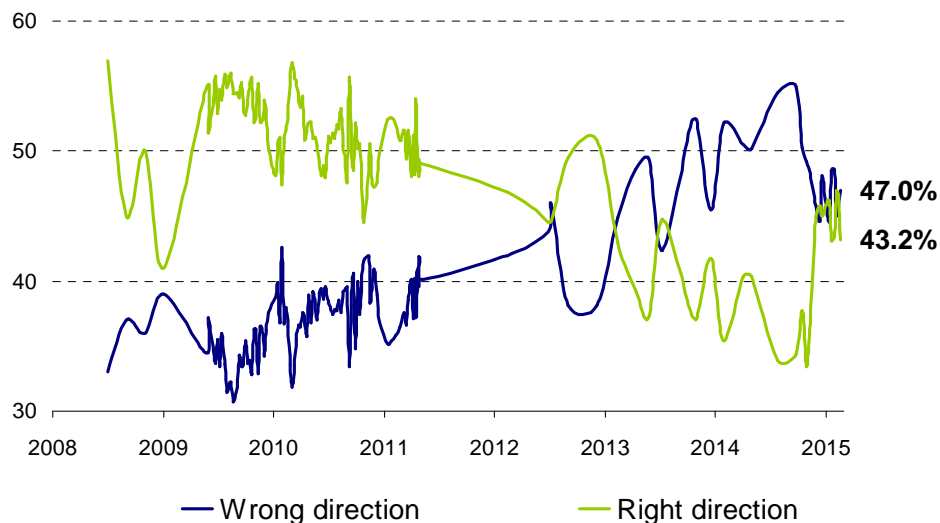


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BASE: Canadians (half-sample); February 11-17, 2015 (n=1,609/1,777), MOE +/- 2.4/2.3%, 19 times out of 20

Direction of country

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

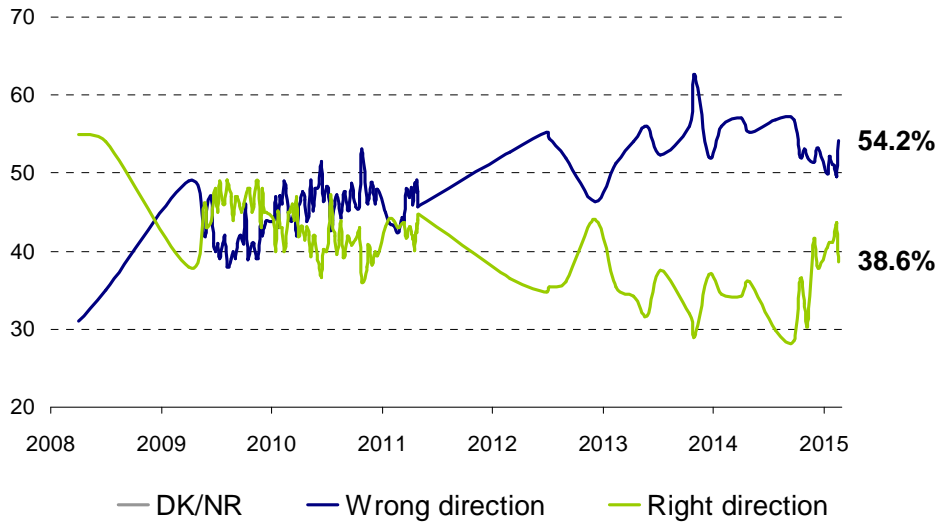


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BASE: Canadians (half-sample); February 11-17, 2015 (n=1,609), MOE +/- 2.4%, 19 times out of 20

Direction of government

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



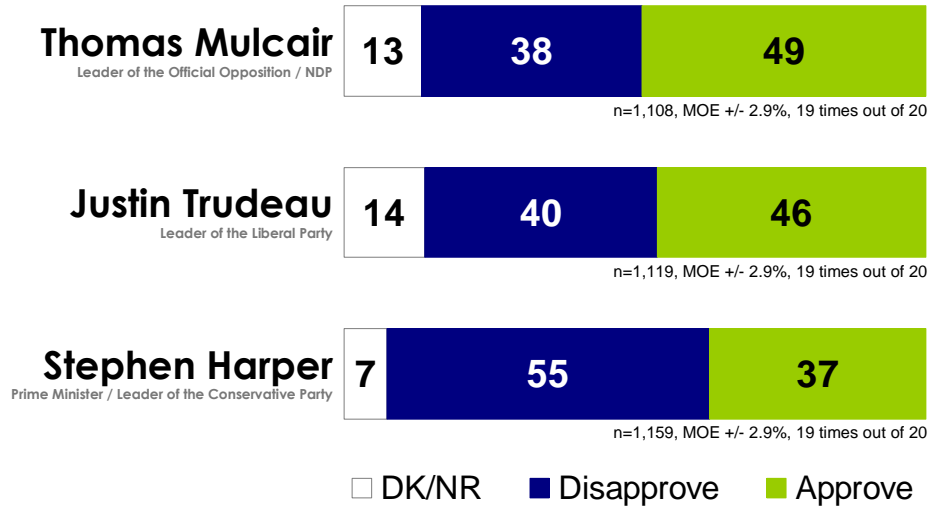
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BASE: Canadians (half-sample); February 11-17, 2015 (n=1,777), MOE +/- 2.3%, 19 times out of 20

Approval numbers:

Job approval ratings

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

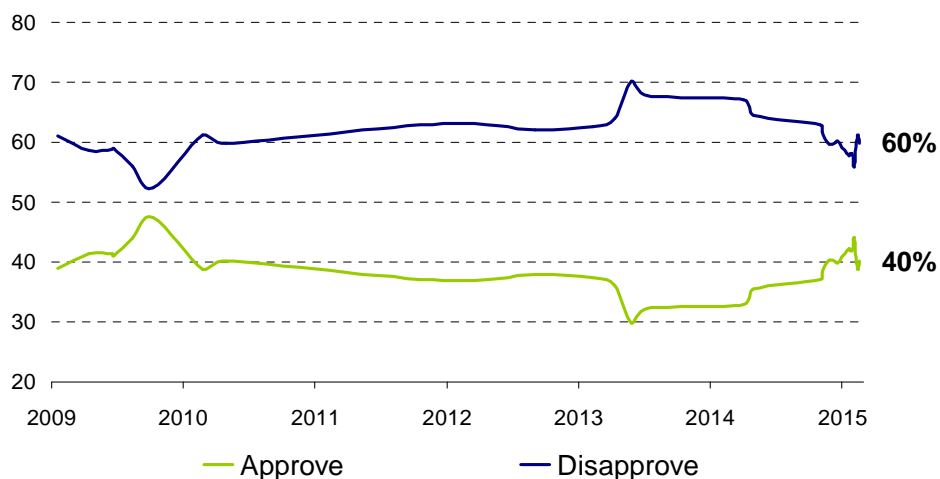


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BASE: Canadians (third-sample each); February 11-17, 2015

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?



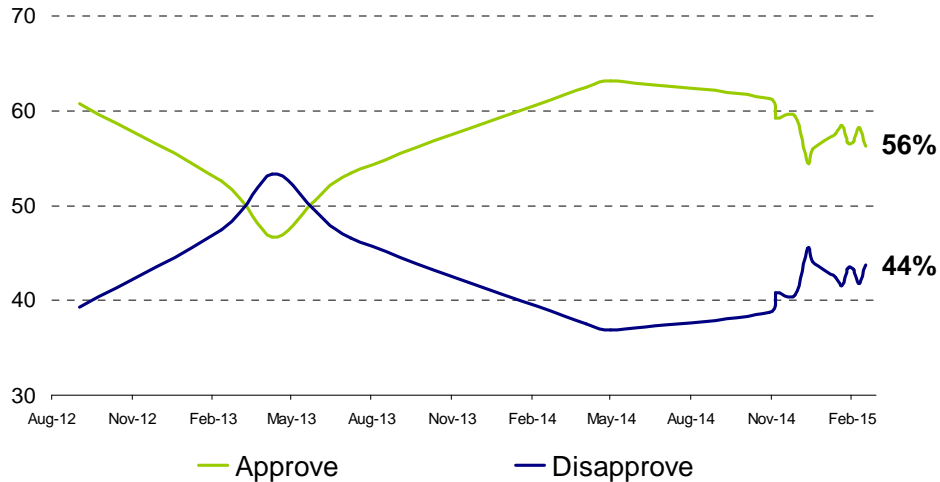
Note: Figures adjusted to exclude those who did not provide valid responses

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BASE: Canadians (third-sample); February 11-17, 2015 (n=1,159), MOE +/- 2.9%, 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

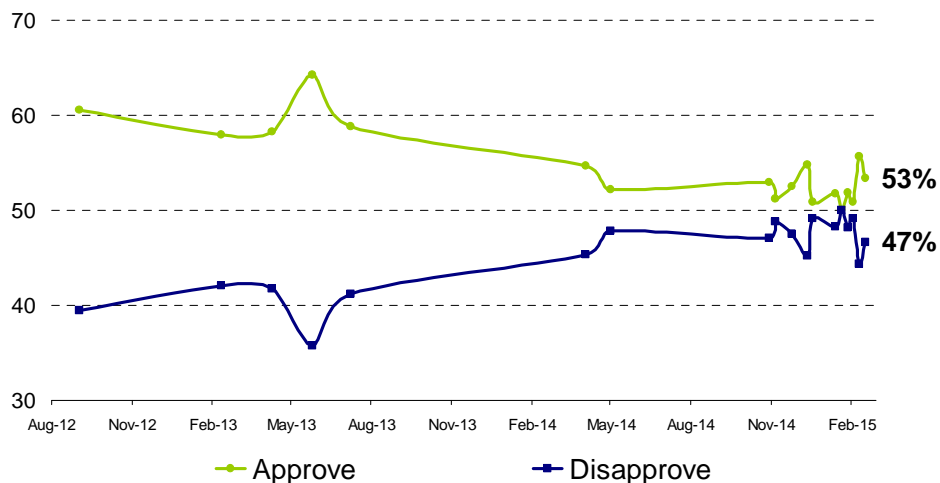
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BASE: Canadians (third-sample); February 11-17, 2015 (n=1,108), MOE +/- 2.9%, 19 times out of 20

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 11-17, 2015 (n=1,119), MOE +/- 2.9%, 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 | 31.6% | 32.3% | 19.1% | 8.0% | 5.4% | 3.4% | 2819 | 1.9 |
| REGION | | | | | | | | |
| British Columbia | 32.0% | 27.9% | 20.2% | 14.9% | – | 5.0% | 430 | 4.7 |
| Alberta | 22.0% | 49.7% | 14.7% | 9.1% | – | 4.5% | 352 | 5.2 |
| Saskatchewan | 23.9% | 51.3% | 15.6% | 7.7% | – | 1.6% | 84 | 10.7 |
| Manitoba | 36.4% | 38.1% | 13.8% | 10.4% | – | 1.3% | 142 | 8.2 |
| Ontario | 35.4% | 36.5% | 18.2% | 6.4% | – | 3.4% | 973 | 3.1 |
| Quebec | 22.7% | 22.0% | 23.6% | 6.0% | 23.1% | 2.6% | 569 | 4.1 |
| Atlantic Canada | 53.1% | 16.6% | 18.7% | 8.1% | – | 3.5% | 260 | 6.1 |
| GENDER | | | | | | | | |
| Male | 30.2% | 36.7% | 17.4% | 7.6% | 4.7% | 3.3% | 1387 | 2.6 |
| Female | 33.1% | 28.4% | 20.9% | 8.1% | 6.3% | 3.2% | 1391 | 2.6 |
| AGE | | | | | | | | |
| <35 | 26.3% | 27.5% | 21.9% | 11.6% | 9.0% | 3.8% | 251 | 6.2 |
| 35-49 | 31.4% | 29.6% | 22.1% | 8.4% | 4.7% | 3.7% | 522 | 4.3 |
| 50-64 | 36.1% | 33.7% | 16.3% | 6.5% | 4.5% | 2.9% | 971 | 3.1 |
| 65+ | 33.1% | 41.1% | 15.7% | 4.2% | 3.4% | 2.6% | 1031 | 3.1 |
| EDUCATION | | | | | | | | |
| High school or less | 27.5% | 37.3% | 15.2% | 9.5% | 6.4% | 4.1% | 686 | 3.7 |
| College or CEGEP | 31.3% | 32.7% | 19.1% | 7.0% | 6.4% | 3.5% | 943 | 3.2 |
| University or higher | 35.4% | 28.2% | 22.8% | 7.1% | 4.1% | 2.4% | 1135 | 2.9 |
| COUNTRY OF BIRTH | | | | | | | | |
| Not born in Canada | 42.0% | 28.2% | 14.6% | 8.2% | 2.0% | 5.0% | 504 | 4.4 |
| Parents not born in Canada | 30.7% | 36.9% | 19.4% | 7.4% | 1.8% | 3.8% | 769 | 3.5 |
| Both parents born in Canada | 29.1% | 31.7% | 20.5% | 8.1% | 8.2% | 2.5% | 1514 | 2.5 |

Party Leader that Best Represents Values

Q. [Half-sample only] Which party leader comes closest to representing the VALUES that you find most important?

| | Stephen Harper | Thomas Mulcair | Justin Trudeau | Other | DK/NR | Sample Size | Margin of Error (+/-) |
|-------------------------------|----------------|----------------|----------------|--------------|-------------|-------------|-----------------------|
| NATIONALLY | 26.9% | 19.3% | 25.7% | 18.6% | 9.4% | 1729 | 2.4 |
| REGION | | | | | | | |
| British Columbia | 26.1% | 17.3% | 29.5% | 16.3% | 10.8% | 267 | 6.0 |
| Alberta | 38.6% | 10.7% | 18.6% | 20.9% | 11.2% | 217 | 6.7 |
| Saskatchewan | 41.7% | 5.1% | 19.3% | 11.8% | 22.1% | 67 | 12.0 |
| Manitoba | 35.5% | 21.5% | 23.2% | 13.8% | 6.1% | 80 | 11.0 |
| Ontario | 29.5% | 18.4% | 29.6% | 15.5% | 7.0% | 582 | 4.1 |
| Quebec | 18.9% | 27.4% | 19.4% | 25.7% | 8.5% | 345 | 5.3 |
| Atlantic Canada | 12.7% | 19.8% | 34.2% | 19.3% | 14.0% | 168 | 7.6 |
| GENDER | | | | | | | |
| Male | 33.9% | 19.9% | 25.2% | 16.0% | 5.0% | 786 | 3.5 |
| Female | 22.5% | 20.7% | 28.9% | 23.0% | 4.9% | 840 | 3.4 |
| AGE | | | | | | | |
| <35 | 22.8% | 21.4% | 23.1% | 25.6% | 7.0% | 168 | 7.6 |
| 35-49 | 26.3% | 22.2% | 25.4% | 20.0% | 6.2% | 327 | 5.4 |
| 50-64 | 29.3% | 18.8% | 32.0% | 15.9% | 3.9% | 540 | 4.2 |
| 65+ | 37.1% | 17.8% | 28.9% | 14.4% | 1.9% | 594 | 4.0 |
| EDUCATION | | | | | | | |
| High school or less | 34.4% | 15.3% | 27.3% | 20.0% | 3.0% | 408 | 4.9 |
| College or CEGEP | 28.6% | 19.2% | 28.3% | 19.8% | 4.1% | 531 | 4.3 |
| University or higher | 22.7% | 25.6% | 26.4% | 19.4% | 5.9% | 671 | 3.8 |
| COUNTRY OF BIRTH | | | | | | | |
| Not born in Canada | 25.6% | 16.1% | 35.3% | 20.8% | 2.2% | 297 | 5.7 |
| Parents not born in Canada | 30.1% | 19.2% | 28.3% | 15.9% | 6.6% | 452 | 4.6 |
| Both parents born in Canada | 28.1% | 22.5% | 24.2% | 20.5% | 4.7% | 882 | 3.3 |
| CURRENT VOTE INTENTION | | | | | | | |
| Liberal Party | 3.4% | 13.9% | 71.6% | 10.0% | 0.9% | 481 | 4.5 |
| Conservative Party | 83.1% | 3.8% | 6.3% | 6.0% | 0.8% | 489 | 4.4 |
| NDP | 6.0% | 71.8% | 10.8% | 8.7% | 2.8% | 258 | 6.1 |
| Green Party | 6.8% | 14.5% | 8.3% | 66.0% | 4.5% | 96 | 10.0 |
| Bloc Québécois | 8.6% | 19.5% | 11.8% | 57.7% | 2.4% | 73 | 11.5 |

Party Leader that Best Represents Interests

Q. [Half-sample only] Which party leader comes closest to representing the INTERESTS that you find most important?

| | Stephen Harper | Thomas Mulcair | Justin Trudeau | Other | DK/NR | Sample Size | Margin of Error (+/-) |
|-------------------------------|----------------|----------------|----------------|--------------|-------------|-------------|-----------------------|
| NATIONALLY | 29.7% | 20.3% | 24.9% | 15.4% | 9.7% | 1657 | 2.4 |
| REGION | | | | | | | |
| British Columbia | 25.7% | 20.5% | 22.8% | 17.2% | 13.8% | 249 | 6.2 |
| Alberta | 45.6% | 11.9% | 15.9% | 14.7% | 11.9% | 212 | 6.7 |
| Saskatchewan | 41.7% | 11.1% | 21.4% | 14.3% | 11.5% | 38 | 15.9 |
| Manitoba | 37.3% | 14.1% | 21.9% | 16.0% | 10.7% | 84 | 10.7 |
| Ontario | 36.4% | 15.0% | 28.0% | 11.8% | 8.9% | 570 | 4.1 |
| Quebec | 15.8% | 35.0% | 22.8% | 20.4% | 6.0% | 329 | 5.4 |
| Atlantic Canada | 16.9% | 19.2% | 33.9% | 16.5% | 13.5% | 163 | 7.7 |
| GENDER | | | | | | | |
| Male | 37.3% | 20.1% | 24.2% | 14.5% | 3.9% | 766 | 3.5 |
| Female | 26.5% | 22.5% | 28.2% | 17.7% | 5.1% | 787 | 3.5 |
| AGE | | | | | | | |
| <35 | 28.6% | 27.8% | 19.5% | 18.2% | 5.8% | 141 | 8.3 |
| 35-49 | 26.4% | 25.4% | 28.3% | 15.8% | 4.2% | 276 | 5.9 |
| 50-64 | 32.2% | 15.0% | 31.0% | 16.8% | 5.0% | 570 | 4.1 |
| 65+ | 42.6% | 17.0% | 26.4% | 12.2% | 1.8% | 558 | 4.2 |
| EDUCATION | | | | | | | |
| High school or less | 40.6% | 14.9% | 24.0% | 17.0% | 3.6% | 394 | 4.9 |
| College or CEGEP | 30.8% | 21.3% | 26.4% | 17.5% | 4.1% | 533 | 4.2 |
| University or higher | 24.7% | 27.4% | 28.6% | 14.6% | 4.7% | 613 | 4.0 |
| COUNTRY OF BIRTH | | | | | | | |
| Not born in Canada | 29.4% | 14.1% | 35.0% | 14.7% | 6.8% | 287 | 5.8 |
| Parents not born in Canada | 37.3% | 20.9% | 22.3% | 15.2% | 4.2% | 422 | 4.8 |
| Both parents born in Canada | 29.7% | 24.0% | 25.5% | 17.1% | 3.6% | 845 | 3.4 |
| CURRENT VOTE INTENTION | | | | | | | |
| Liberal Party | 8.3% | 13.3% | 67.6% | 8.5% | 2.3% | 470 | 4.5 |
| Conservative Party | 84.9% | 2.9% | 4.8% | 5.4% | 2.0% | 482 | 4.5 |
| NDP | 7.0% | 77.2% | 7.4% | 7.4% | 1.0% | 248 | 6.2 |
| Green Party | 14.4% | 9.5% | 20.1% | 53.1% | 2.9% | 87 | 10.5 |
| Bloc Québécois | 7.4% | 20.6% | 25.2% | 46.9% | 0.0% | 51 | 13.7 |

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 | 32.2% | 46.1% | 14.4% | 7.2% | 1179 | 2.9 |
| REGION | | | | | | |
| British Columbia | 31.8% | 40.3% | 16.6% | 11.3% | 175 | 7.4 |
| Alberta | 29.0% | 43.9% | 15.3% | 11.8% | 149 | 8.0 |
| Saskatchewan | 41.9% | 30.0% | 28.1% | 0.0% | 30 | 17.9 |
| Manitoba | 26.6% | 45.1% | 23.0% | 5.3% | 67 | 12.0 |
| Ontario | 36.7% | 43.8% | 13.0% | 6.6% | 393 | 4.9 |
| Quebec | 31.0% | 55.7% | 10.2% | 3.2% | 239 | 6.3 |
| Atlantic Canada | 21.3% | 44.6% | 22.6% | 11.6% | 120 | 9.0 |
| GENDER | | | | | | |
| Male | 33.9% | 46.7% | 18.1% | 1.3% | 544 | 4.2 |
| Female | 34.9% | 50.7% | 12.4% | 1.9% | 554 | 4.2 |
| AGE | | | | | | |
| <35 | 31.7% | 49.2% | 15.6% | 3.5% | 96 | 10.0 |
| 35-49 | 37.6% | 44.7% | 16.9% | 0.8% | 223 | 6.6 |
| 50-64 | 35.8% | 48.1% | 14.4% | 1.8% | 375 | 5.1 |
| 65+ | 30.4% | 55.7% | 12.5% | 1.4% | 404 | 4.9 |
| EDUCATION | | | | | | |
| High school or less | 31.7% | 58.4% | 8.3% | 1.6% | 279 | 5.9 |
| College or CEGEP | 37.5% | 40.3% | 21.4% | 0.7% | 363 | 5.1 |
| University or higher | 33.2% | 49.3% | 15.5% | 2.0% | 445 | 4.7 |
| COUNTRY OF BIRTH | | | | | | |
| Not born in Canada | 38.1% | 50.0% | 11.6% | 0.3% | 195 | 7.0 |
| Parents not born in Canada | 33.9% | 45.3% | 17.1% | 3.7% | 316 | 5.5 |
| Both parents born in Canada | 33.0% | 50.5% | 15.4% | 1.0% | 589 | 4.0 |
| CURRENT VOTE INTENTION | | | | | | |
| Liberal Party | 35.2% | 51.1% | 13.1% | 0.6% | 365 | 5.1 |
| Conservative Party | 16.9% | 56.3% | 25.3% | 1.5% | 345 | 5.3 |
| NDP | 47.4% | 39.7% | 10.2% | 2.7% | 166 | 7.6 |
| Green Party | 42.7% | 42.8% | 11.2% | 3.3% | 50 | 13.9 |
| Bloc Québécois | 43.1% | 45.7% | 11.2% | 0.0% | 41 | 15.3 |

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 | 36.4% | 33.9% | 22.2% | 7.4% | 1082 | 3.0 |
| REGION | | | | | | |
| British Columbia | 38.0% | 29.6% | 24.3% | 8.1% | 171 | 7.5 |
| Alberta | 28.4% | 36.2% | 28.8% | 6.6% | 152 | 8.0 |
| Saskatchewan | 33.5% | 30.1% | 26.8% | 9.5% | 41 | 15.3 |
| Manitoba | 38.1% | 36.9% | 14.7% | 10.3% | 56 | 13.1 |
| Ontario | 35.2% | 35.3% | 22.3% | 7.2% | 368 | 5.1 |
| Quebec | 44.3% | 37.3% | 15.0% | 3.4% | 194 | 7.0 |
| Atlantic Canada | 35.1% | 19.1% | 30.3% | 15.5% | 97 | 10.0 |
| GENDER | | | | | | |
| Male | 35.2% | 35.5% | 26.0% | 3.4% | 503 | 4.4 |
| Female | 41.0% | 35.7% | 20.5% | 2.7% | 514 | 4.3 |
| AGE | | | | | | |
| <35 | 36.5% | 24.1% | 32.8% | 6.6% | 103 | 9.7 |
| 35-49 | 39.0% | 35.3% | 24.9% | 0.8% | 179 | 7.3 |
| 50-64 | 44.6% | 37.2% | 16.6% | 1.5% | 370 | 5.1 |
| 65+ | 29.3% | 52.9% | 16.5% | 1.3% | 361 | 5.2 |
| EDUCATION | | | | | | |
| High school or less | 37.0% | 42.4% | 16.8% | 3.9% | 262 | 6.1 |
| College or CEGEP | 45.1% | 28.8% | 23.1% | 3.0% | 356 | 5.2 |
| University or higher | 33.2% | 36.4% | 28.8% | 1.6% | 392 | 5.0 |
| COUNTRY OF BIRTH | | | | | | |
| Not born in Canada | 36.8% | 35.9% | 24.1% | 3.1% | 190 | 7.1 |
| Parents not born in Canada | 36.4% | 38.8% | 19.4% | 5.4% | 269 | 6.0 |
| Both parents born in Canada | 38.7% | 34.5% | 24.9% | 1.8% | 563 | 4.1 |
| CURRENT VOTE INTENTION | | | | | | |
| Liberal Party | 40.3% | 40.2% | 17.4% | 2.1% | 292 | 5.7 |
| Conservative Party | 23.2% | 40.2% | 34.0% | 2.7% | 309 | 5.6 |
| NDP | 42.2% | 31.1% | 26.7% | 0.0% | 170 | 7.5 |
| Green Party | 48.3% | 35.5% | 16.2% | 0.0% | 67 | 12.0 |
| Bloc Québécois | 59.4% | 32.6% | 8.0% | 0.0% | 35 | 16.6 |

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 | 33.8% | 34.1% | 25.4% | 6.8% | 1125 | 2.9 |
| REGION | | | | | | |
| British Columbia | 40.6% | 28.0% | 23.3% | 8.0% | 170 | 7.5 |
| Alberta | 23.7% | 23.5% | 47.3% | 5.4% | 128 | 8.7 |
| Saskatchewan | 34.9% | 36.4% | 12.3% | 16.4% | 34 | 16.8 |
| Manitoba | 20.7% | 32.6% | 38.4% | 8.3% | 41 | 15.3 |
| Ontario | 34.1% | 37.3% | 23.6% | 5.0% | 391 | 5.0 |
| Quebec | 33.3% | 36.6% | 22.4% | 7.7% | 241 | 6.3 |
| Atlantic Canada | 40.3% | 32.1% | 19.5% | 8.1% | 114 | 9.2 |
| GENDER | | | | | | |
| Male | 34.1% | 32.2% | 30.2% | 3.6% | 505 | 4.4 |
| Female | 36.5% | 38.9% | 23.0% | 1.6% | 559 | 4.1 |
| AGE | | | | | | |
| <35 | 36.2% | 27.6% | 33.4% | 2.7% | 110 | 9.3 |
| 35-49 | 33.6% | 38.8% | 24.3% | 3.3% | 201 | 6.9 |
| 50-64 | 38.9% | 32.2% | 26.8% | 2.1% | 365 | 5.1 |
| 65+ | 30.7% | 50.0% | 17.0% | 2.4% | 387 | 5.0 |
| EDUCATION | | | | | | |
| High school or less | 35.4% | 40.2% | 23.6% | 0.9% | 261 | 6.1 |
| College or CEGEP | 43.1% | 34.7% | 20.6% | 1.6% | 345 | 5.3 |
| University or higher | 29.1% | 33.5% | 34.2% | 3.3% | 447 | 4.6 |
| COUNTRY OF BIRTH | | | | | | |
| Not born in Canada | 38.4% | 43.2% | 16.6% | 1.8% | 199 | 7.0 |
| Parents not born in Canada | 32.2% | 34.4% | 30.8% | 2.6% | 289 | 5.8 |
| Both parents born in Canada | 35.8% | 34.2% | 27.8% | 2.2% | 575 | 4.1 |
| CURRENT VOTE INTENTION | | | | | | |
| Liberal Party | 33.2% | 39.7% | 25.9% | 1.2% | 294 | 5.7 |
| Conservative Party | 21.7% | 36.9% | 40.1% | 1.2% | 317 | 5.5 |
| NDP | 41.7% | 39.6% | 18.0% | 0.7% | 170 | 7.5 |
| Green Party | 54.2% | 26.3% | 16.2% | 3.3% | 66 | 12.1 |
| Bloc Québécois | 45.9% | 42.6% | 11.5% | 0.0% | 48 | 14.1 |

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 | 37.2% | 55.4% | 7.4% | 1159 | 2.9 |
| REGION | | | | | |
| British Columbia | 32.9% | 57.6% | 9.5% | 163 | 7.7 |
| Alberta | 42.5% | 47.5% | 9.9% | 157 | 7.8 |
| Saskatchewan | 53.2% | 38.2% | 8.6% | 37 | 16.1 |
| Manitoba | 42.8% | 50.5% | 6.7% | 66 | 12.1 |
| Ontario | 41.2% | 52.8% | 6.0% | 390 | 5.0 |
| Quebec | 32.9% | 61.9% | 5.3% | 234 | 6.4 |
| Atlantic Canada | 19.7% | 68.3% | 12.0% | 109 | 9.4 |
| GENDER | | | | | |
| Male | 42.6% | 55.5% | 1.9% | 545 | 4.2 |
| Female | 35.6% | 61.1% | 3.3% | 548 | 4.2 |
| AGE | | | | | |
| <35 | 40.9% | 56.4% | 2.7% | 106 | 9.5 |
| 35-49 | 36.1% | 61.9% | 2.1% | 217 | 6.7 |
| 50-64 | 35.6% | 60.1% | 4.3% | 374 | 5.1 |
| 65+ | 45.6% | 52.4% | 2.0% | 395 | 4.9 |
| EDUCATION | | | | | |
| High school or less | 47.4% | 50.8% | 1.8% | 282 | 5.8 |
| College or CEGEP | 35.8% | 61.0% | 3.2% | 363 | 5.1 |
| University or higher | 35.0% | 62.6% | 2.4% | 434 | 4.7 |
| COUNTRY OF BIRTH | | | | | |
| Not born in Canada | 34.3% | 61.8% | 3.9% | 190 | 7.1 |
| Parents not born in Canada | 45.1% | 52.7% | 2.2% | 275 | 5.9 |
| Both parents born in Canada | 37.9% | 59.3% | 2.8% | 626 | 3.9 |
| CURRENT VOTE INTENTION | | | | | |
| Liberal Party | 14.9% | 84.8% | 0.3% | 307 | 5.6 |
| Conservative Party | 86.7% | 12.4% | 1.0% | 354 | 5.2 |
| NDP | 16.5% | 80.8% | 2.7% | 164 | 7.7 |
| Green Party | 19.0% | 76.7% | 4.3% | 77 | 11.2 |
| Bloc Québécois | 22.3% | 77.7% | 0.0% | 41 | 15.3 |

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 | 48.7% | 37.8% | 13.4% | 1108 | 2.9 |
| REGION | | | | | |
| British Columbia | 54.5% | 29.4% | 16.1% | 174 | 7.4 |
| Alberta | 37.8% | 48.9% | 13.3% | 131 | 8.6 |
| Saskatchewan | 37.8% | 38.9% | 23.3% | 39 | 15.7 |
| Manitoba | 21.7% | 66.1% | 12.2% | 40 | 15.5 |
| Ontario | 44.8% | 41.2% | 14.0% | 377 | 5.1 |
| Quebec | 60.5% | 30.1% | 9.4% | 231 | 6.5 |
| Atlantic Canada | 47.8% | 39.2% | 12.9% | 110 | 9.3 |
| GENDER | | | | | |
| Male | 53.9% | 40.2% | 5.9% | 490 | 4.4 |
| Female | 48.9% | 38.5% | 12.6% | 556 | 4.2 |
| AGE | | | | | |
| <35 | 54.4% | 31.4% | 14.2% | 97 | 10.0 |
| 35-49 | 50.7% | 42.0% | 7.4% | 207 | 6.8 |
| 50-64 | 50.2% | 40.1% | 9.8% | 365 | 5.1 |
| 65+ | 48.1% | 46.2% | 5.7% | 380 | 5.0 |
| EDUCATION | | | | | |
| High school or less | 40.0% | 52.3% | 7.7% | 268 | 6.0 |
| College or CEGEP | 48.4% | 42.5% | 9.1% | 350 | 5.2 |
| University or higher | 63.0% | 27.3% | 9.7% | 421 | 4.8 |
| COUNTRY OF BIRTH | | | | | |
| Not born in Canada | 49.9% | 36.3% | 13.8% | 191 | 7.1 |
| Parents not born in Canada | 48.5% | 39.7% | 11.8% | 305 | 5.6 |
| Both parents born in Canada | 52.3% | 40.7% | 7.1% | 557 | 4.2 |
| CURRENT VOTE INTENTION | | | | | |
| Liberal Party | 61.5% | 33.9% | 4.6% | 322 | 5.5 |
| Conservative Party | 33.1% | 57.8% | 9.2% | 317 | 5.5 |
| NDP | 86.3% | 9.9% | 3.7% | 170 | 7.5 |
| Green Party | 44.2% | 50.9% | 4.9% | 52 | 13.6 |
| Bloc Québécois | 63.8% | 36.2% | 0.0% | 38 | 15.9 |

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 | 46.1% | 40.2% | 13.8% | 1119 | 2.9 |
| REGION | | | | | |
| British Columbia | 40.8% | 38.7% | 20.5% | 179 | 7.3 |
| Alberta | 34.5% | 52.6% | 12.9% | 141 | 8.3 |
| Saskatchewan | 39.8% | 40.5% | 19.7% | 29 | 18.2 |
| Manitoba | 48.3% | 41.1% | 10.6% | 58 | 12.9 |
| Ontario | 46.2% | 43.5% | 10.3% | 385 | 5.0 |
| Quebec | 49.9% | 36.1% | 14.0% | 209 | 6.8 |
| Atlantic Canada | 57.8% | 22.9% | 19.3% | 112 | 9.3 |
| GENDER | | | | | |
| Male | 47.9% | 45.5% | 6.6% | 517 | 4.3 |
| Female | 50.3% | 39.6% | 10.1% | 523 | 4.3 |
| AGE | | | | | |
| <35 | 51.7% | 38.3% | 10.0% | 106 | 9.5 |
| 35-49 | 49.1% | 41.6% | 9.3% | 179 | 7.3 |
| 50-64 | 49.7% | 41.9% | 8.5% | 371 | 5.1 |
| 65+ | 45.1% | 50.4% | 4.5% | 377 | 5.1 |
| EDUCATION | | | | | |
| High school or less | 49.3% | 40.8% | 9.9% | 252 | 6.2 |
| College or CEGEP | 44.8% | 48.0% | 7.2% | 351 | 5.2 |
| University or higher | 53.3% | 38.2% | 8.5% | 429 | 4.7 |
| COUNTRY OF BIRTH | | | | | |
| Not born in Canada | 52.4% | 38.7% | 9.0% | 203 | 6.9 |
| Parents not born in Canada | 47.7% | 44.4% | 7.9% | 294 | 5.7 |
| Both parents born in Canada | 48.9% | 42.7% | 8.4% | 544 | 4.2 |
| CURRENT VOTE INTENTION | | | | | |
| Liberal Party | 82.5% | 13.2% | 4.3% | 322 | 5.5 |
| Conservative Party | 19.9% | 75.4% | 4.7% | 300 | 5.7 |
| NDP | 47.1% | 41.0% | 11.9% | 172 | 7.5 |
| Green Party | 53.7% | 37.1% | 9.1% | 54 | 13.3 |
| Bloc Québécois | 44.8% | 46.8% | 8.4% | 45 | 14.6 |

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 | 43.2% | 47.0% | 9.8% | 1609 | 2.4 |
| REGION | | | | | |
| British Columbia | 45.0% | 45.1% | 10.0% | 243 | 6.3 |
| Alberta | 51.2% | 39.6% | 9.2% | 216 | 6.7 |
| Saskatchewan | 42.0% | 42.8% | 15.2% | 48 | 14.1 |
| Manitoba | 36.6% | 56.0% | 7.4% | 76 | 11.2 |
| Ontario | 46.8% | 43.5% | 9.6% | 569 | 4.1 |
| Quebec | 32.9% | 58.1% | 9.0% | 303 | 5.6 |
| Atlantic Canada | 38.6% | 48.3% | 13.1% | 148 | 8.1 |
| GENDER | | | | | |
| Male | 49.0% | 47.9% | 3.2% | 733 | 3.6 |
| Female | 42.2% | 51.4% | 6.4% | 762 | 3.6 |
| AGE | | | | | |
| <35 | 42.4% | 52.3% | 5.3% | 129 | 8.6 |
| 35-49 | 39.3% | 56.2% | 4.6% | 290 | 5.8 |
| 50-64 | 46.8% | 49.3% | 3.9% | 514 | 4.3 |
| 65+ | 56.7% | 37.5% | 5.8% | 555 | 4.2 |
| EDUCATION | | | | | |
| High school or less | 51.4% | 44.4% | 4.2% | 384 | 5.0 |
| College or CEGEP | 46.0% | 47.8% | 6.2% | 513 | 4.3 |
| University or higher | 40.4% | 56.5% | 3.2% | 585 | 4.1 |
| COUNTRY OF BIRTH | | | | | |
| Not born in Canada | 43.0% | 51.2% | 5.8% | 266 | 6.0 |
| Parents not born in Canada | 46.8% | 46.7% | 6.6% | 403 | 4.9 |
| Both parents born in Canada | 46.1% | 50.3% | 3.6% | 832 | 3.4 |
| CURRENT VOTE INTENTION | | | | | |
| Liberal Party | 35.6% | 60.8% | 3.6% | 424 | 4.8 |
| Conservative Party | 80.1% | 17.6% | 2.2% | 467 | 4.5 |
| NDP | 31.9% | 64.9% | 3.1% | 244 | 6.3 |
| Green Party | 21.6% | 74.1% | 4.2% | 94 | 10.1 |
| Bloc Québécois | 14.3% | 84.2% | 1.5% | 59 | 12.8 |

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 | 38.6% | 54.2% | 7.3% | 1777 | 2.3 |
| REGION | | | | | |
| British Columbia | 32.2% | 56.2% | 11.7% | 273 | 5.9 |
| Alberta | 45.5% | 43.7% | 10.9% | 213 | 6.7 |
| Saskatchewan | 59.1% | 30.2% | 10.7% | 57 | 13.0 |
| Manitoba | 50.5% | 43.7% | 5.8% | 88 | 10.5 |
| Ontario | 39.9% | 53.6% | 6.5% | 583 | 4.1 |
| Quebec | 35.8% | 60.1% | 4.1% | 371 | 5.1 |
| Atlantic Canada | 28.4% | 64.2% | 7.4% | 183 | 7.2 |
| GENDER | | | | | |
| Male | 44.0% | 52.2% | 3.7% | 819 | 3.4 |
| Female | 36.9% | 59.9% | 3.2% | 865 | 3.3 |
| AGE | | | | | |
| <35 | 35.7% | 59.1% | 5.2% | 180 | 7.3 |
| 35-49 | 39.9% | 56.8% | 3.3% | 313 | 5.5 |
| 50-64 | 39.9% | 57.0% | 3.1% | 596 | 4.0 |
| 65+ | 48.7% | 48.8% | 2.5% | 597 | 4.0 |
| EDUCATION | | | | | |
| High school or less | 47.3% | 47.2% | 5.5% | 418 | 4.8 |
| College or CEGEP | 39.2% | 57.7% | 3.1% | 551 | 4.2 |
| University or higher | 35.9% | 61.6% | 2.5% | 699 | 3.7 |
| COUNTRY OF BIRTH | | | | | |
| Not born in Canada | 48.0% | 47.4% | 4.5% | 318 | 5.5 |
| Parents not born in Canada | 42.5% | 55.7% | 1.8% | 471 | 4.5 |
| Both parents born in Canada | 36.8% | 59.4% | 3.9% | 895 | 3.3 |
| CURRENT VOTE INTENTION | | | | | |
| Liberal Party | 24.3% | 74.8% | 1.0% | 527 | 4.3 |
| Conservative Party | 87.4% | 10.7% | 1.9% | 504 | 4.4 |
| NDP | 15.6% | 80.6% | 3.8% | 262 | 6.1 |
| Green Party | 26.3% | 69.3% | 4.4% | 89 | 10.4 |
| Bloc Québécois | 3.1% | 96.9% | 0.0% | 65 | 12.2 |

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 11-17, 2015. In total, a random sample of 3,386 Canadian adults aged 18 and over responded to the survey. The margin of error associated with the total sample is +/-1.7 percentage points, 19 times out of 20.

Please note that the margin of error increases when the results are sub-divided (i.e., error margins for sub-groups such as 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.