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LANDSCAPE FROZEN AS WE ENTER ELECTION YEAR

[Ottawa – January 16, 2015] The political landscape appears as frozen as Canada is. The Liberals hold a slight but statistically significant lead, while the Conservatives appear to have stabilized at 31 points, which is good news for a party that hadn't broken 30 points in two years. So all in all, there isn't much going on as we enter a new election year. Nevertheless, there are some interesting signals and harbingers worth watching. And sometimes, the absence of movement is notable in itself.

In particular, there are two fundamentally different views on the economy that will be critical in determining how one will vote in Election 42. We will explore these in detail in our next piece, available on our website.

For now, it is notable that the last part of the poll was conducted in the aftermath of the horrific murders in Paris. Given the depth of the horrors associated with this event, and the level of public focus, one might expect that it would have registered an impact. Shortly after the event, the Prime Minister opined on just how serious this threat had become and that there may be the need for more security powers to deal the threat of this 'international jihadist movement'. One might have thought that the event would have provided a positive boost to the Prime Minister, given he had already seen his electoral prospects rejuvenated following the Ottawa shooting. Notably, there is no evidence of any boost whatsoever, which suggests that he has already reaped those benefits and may have even overplayed his hand.

What is notable in this otherwise inert landscape is that we now have a two horse race with the NDP continuing to gently but inexorably slide into relative insignificance, particularly outside of Quebec. The Conservatives are now clearly competitive with the Liberals, who continue to hold a small lead.

HIGHLIGHTS

- **Federal vote intention:**
 - **33.1% Liberal Party**
 - **31.0% Conservative Party**
 - **19.1% NDP**
 - **8.9% Green Party**
 - **4.4% Bloc Québécois**
 - **3.6% Other**
- **Direction of country:**
 - **46% Right direction**
 - **45% Wrong direction**
- **Direction of government:**
 - **41% Right direction**
 - **50% Wrong direction**
- **Approval ratings**
 - **50% Thomas Mulcair**
 - **46% Justin Trudeau**
 - **38% 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



Likely voters*



2011 Election Results



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

* Respondents were asked to rate their likelihood of voting in the next federal election on a 7-point scale where 1 represents 0%, 7 represents 100%, and the midpoint, 4, represents 50%. 'Likely voters' are those respondents who selected 100%.

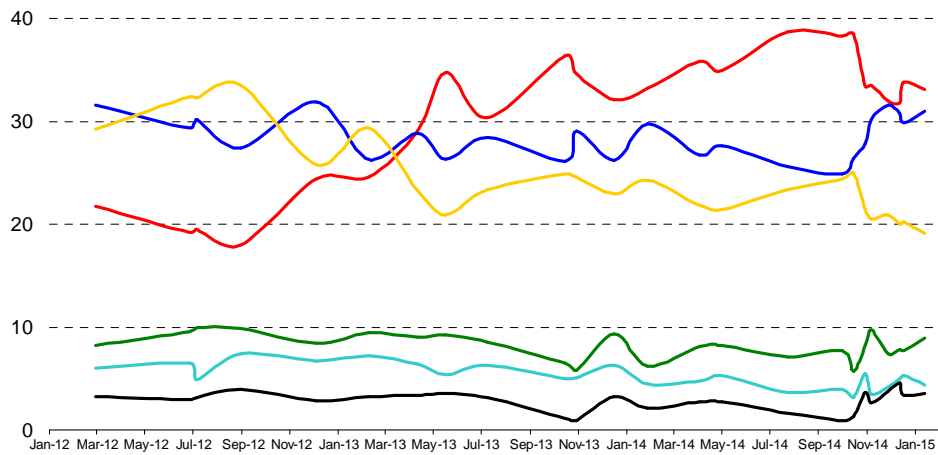
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BASE: Canadians; January 5-13, 2015 (n=4,412), MOE +/- 1.5%, 19 times out of 20

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; January 5-13, 2015 (n=4,412), MOE +/- 1.5%, 19 times out of 20

Conservatives enjoy net 20-point gain among seniors

What is perhaps most notable about this poll is the gradual but now dramatic return of older Canada to the Conservative fold, and their defection from the Liberal Party. Whereas the Liberals led by 10 points as late as last September, the Conservatives now lead by a similar margin, a net 20-point gain. Given the reliable turnout of seniors, as well as the stability of this new trend, this is a real plus for Mr. Harper's election prospects. Mr. Trudeau must re-capture the senior vote if he hopes to be victorious in October. Nevertheless, the Liberals do well with baby boomers – an equally important group – meaning the chances of the Conservatives securing another majority are pretty slim at this stage.

Also notable is the lack of a gender gap in terms of party support. Over the last few years, Conservatives have consistently done well with men, but have also lagged badly with women, often finding themselves in third place. However, this gap has drastically narrowed in recent weeks. Indeed, we are no longer seeing a 'battle of the sexes', but rather a battle of the generations.

Meanwhile, the Liberals do extremely well with university graduates, small families, and new Canadians, who have jumped back and forth between the Liberal and Conservative camps in recent months. The Liberals and NDP do quite well with union members, who have little interest in voting Conservative.

Liberals lead in Ontario, Greens making inroads in BC

Justin Trudeau's Liberals might covet the senior vote, but they may have an even more important card in their hand: a clear lead in vote rich Ontario. Furthermore, the Liberals do well in every region of the country outside of Alberta and Saskatchewan. The Liberals have also overtaken the NDP in Quebec, where both the Conservative Party and the Bloc Québécois have picked up momentum in recent weeks, suggesting that Quebec has not entirely gelled yet. It is possible that NDP support is superficially parked with the Bloc, meaning their Quebec numbers are understated, but they have completely fallen out in other parts of the country, save British Columbia where they are running well.

British Columbia has been somewhat volatile over the last year, with the Liberals, Conservatives, and NDP all vying for the lead. Notably, the Green Party does very well in British Columbia, where they have been consistently polling around 15 points for more than two years. While Green support is typically overstated due to the comparatively poor turnout of the party's supporters, it is quite likely that they would capture seats at these levels.

Mulcair leads in approval, but is this helping his prospects?

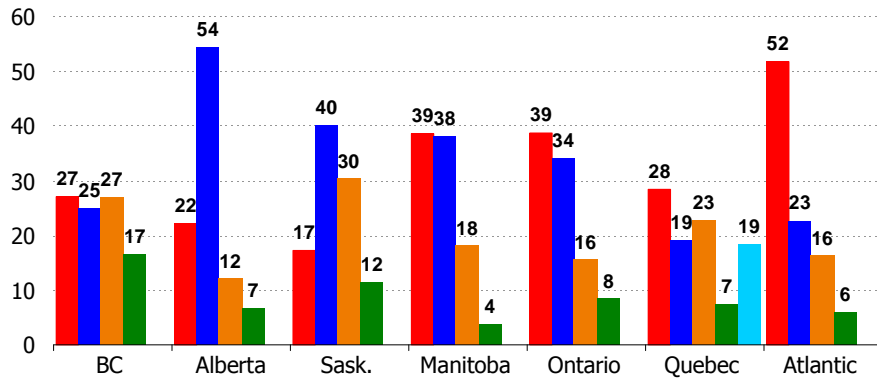
In our latest update on approval ratings, Thomas Mulcair enjoys a small advantage, with half of Canadians saying they approve of how he does his job. However, his approval rating at this stage seems more analogous to vanity points, as it has not translated into cold hard votes. Nevertheless, he does extremely well in Quebec and he is generally well liked outside of the Conservative Party.

Meanwhile, Justin Trudeau's approval rating stands at 46 per cent and he is well liked among new Canadians. He does quite well across all regions and demographic groups save Alberta and Saskatchewan. Interestingly, he does comparatively better with larger families.

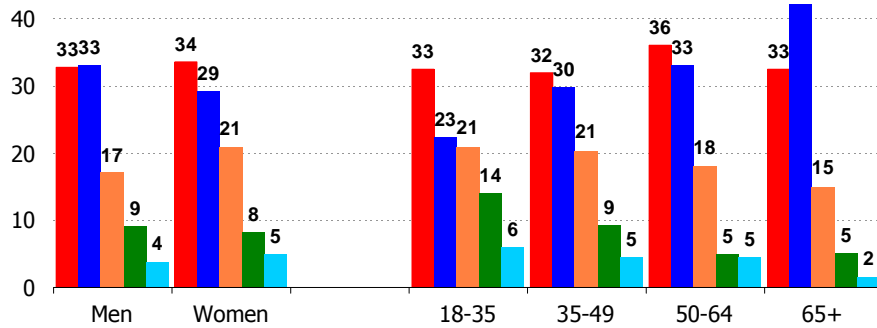
Finally, Stephen Harper is perhaps the polarizing of the three leaders. He has the highest in-party approval rating of any of the three leaders, but he finds little appreciation elsewhere. He is very well liked in Alberta but is utterly rejected in Quebec, British Columbia, and Atlantic Canada. Seniors love him while those under 35 express very strong disapproval. He fares very poorly among university graduates, but does comparatively better with other educational cohorts. He receives a lukewarm reception outside of unions, but is met with some hostility among current union members.

Vote intention by key demographics

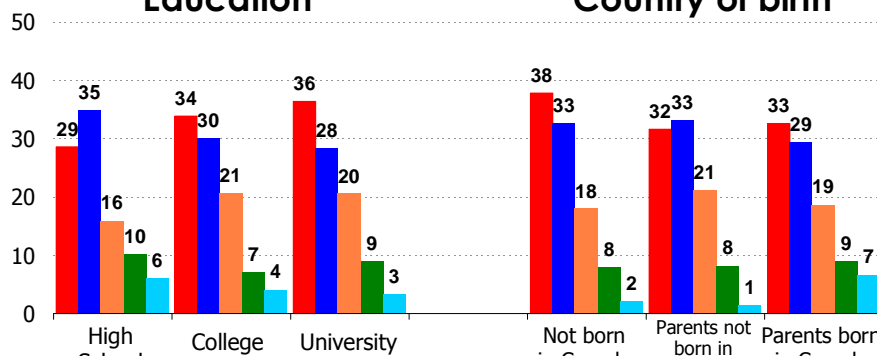
Q. If a federal election were held tomorrow, which party would you vote for?



Gender



Education



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Job approval ratings

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

Thomas Mulcair
Leader of the Official Opposition / NDP



Justin Trudeau
Leader of the Liberal Party



Stephen Harper
Prime Minister / Leader of the Conservative Party



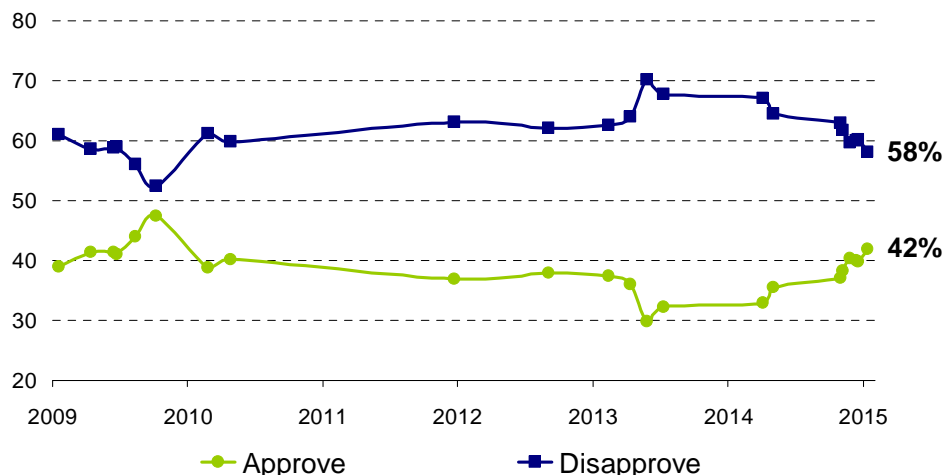
□ DK/NR ■ Disapprove ■ Approve

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BASE: Canadians; January 5-13, 2015 (n=4,412), MOE +/- 1.5%, 19 times out of 20

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?



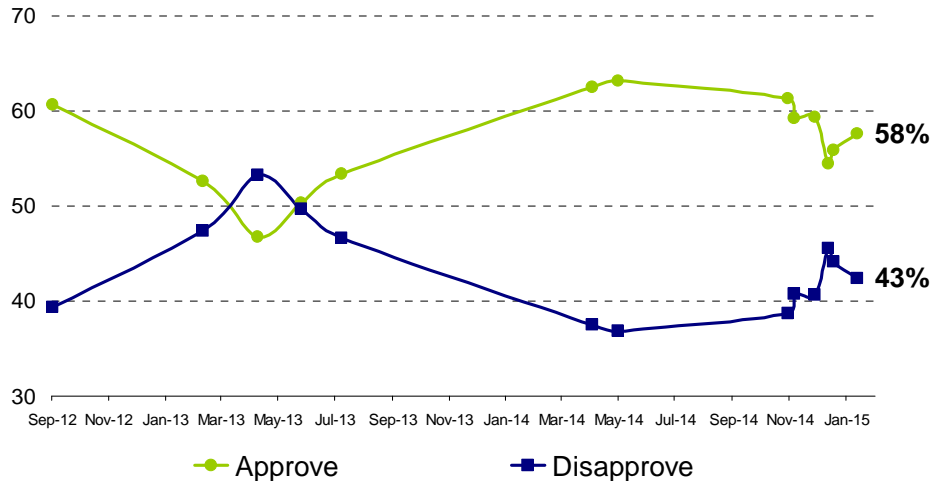
Note: Figures adjusted to exclude those who did not provide valid responses

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BASE: Canadians; January 5-13, 2015 (n=4,412), MOE +/- 1.5%, 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?

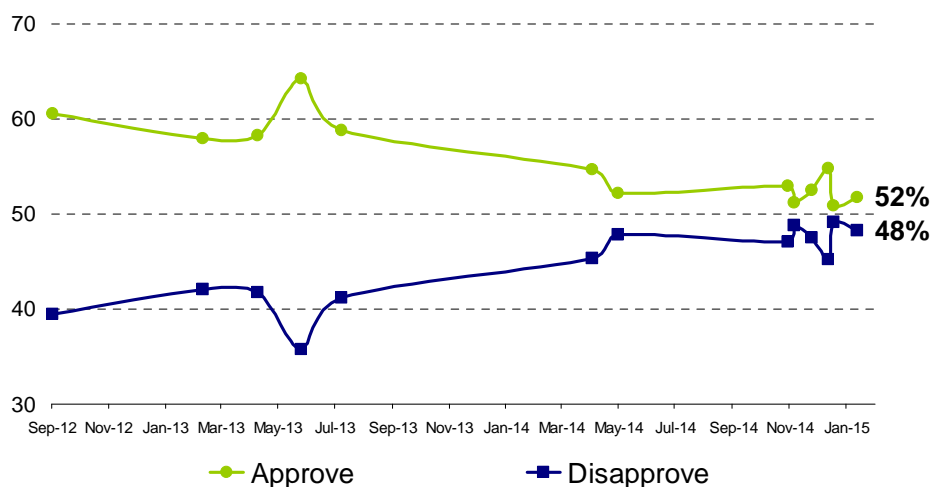


Note: Figures adjusted to exclude those who did not provide valid responses
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BASE: Canadians; January 5-13, 2015 (n=4,412), MOE +/- 1.5%, 19 times out of 20

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; January 5-13, 2015 (n=4,412), MOE +/- 1.5%, 19 times out of 20

Is hope Trudeau's ticket to winning back the senior vote?

Turning to emotional engagement, the majority of Canadians respond to Stephen Harper with some form of negativity (i.e., anger or discouragement). The plurality of Canadians looks at Thomas Mulcair and Justin Trudeau with a sense of hope, although a sizeable number also express discouragement. What is perhaps most notable, however, are the emotions elicited by Justin Trudeau among senior voters. Half of seniors say they feel hopeful about Justin Trudeau, which runs almost contrary to their recent shift to the Conservative Party. There are two possible interpretations to this apparent paradox: 1) hope is simply not enough to drive senior voter engagement; or 2) hope is Mr. Trudeau's best ticket to winning back the senior vote.

It's the economy, stupid! ...but which one?

In our next piece, we will examine Canadian attitudes towards the economy and the labour market and how these views may come to shape the next election. We are seeing the worst-ever results for personal financial outlook, yet in something of a contradiction, Canadians are highly confident regarding their job security. What is behind this apparent paradox? Visit ekospolitics.ca for more.

Emotional response to party leaders

Q. When thinking about Stephen Harper/Thomas Mulcair/Justin Trudeau, which of the following emotions best describes how you feel?

Stephen Harper



n=1,545 (MOE +/- 2.5%, 19 times out of 20)

Thomas Mulcair



n=1,481 (MOE +/- 2.6%, 19 times out of 20)

Justin Trudeau



n=1,386 (MOE +/- 2.6%, 19 times out of 20)

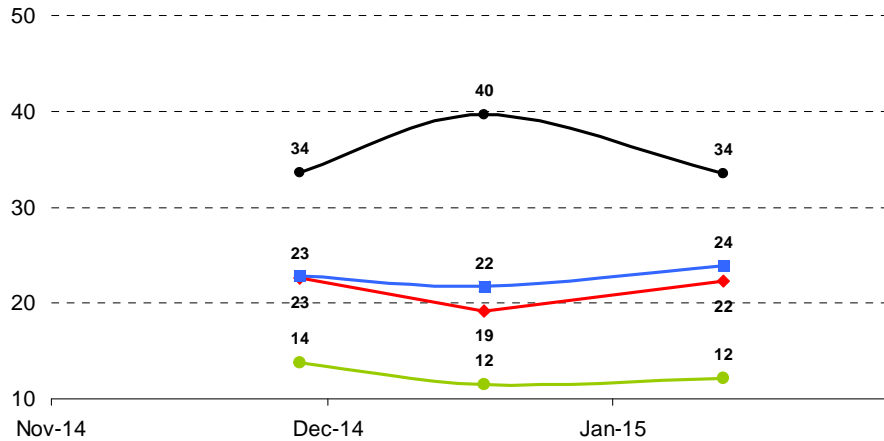
■ DK/NR ■ Angry ■ Discouraged ■ Happy ■ Hopeful

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BASE: Canadians (third-sample each); January 5-13, 2015

Emotional response to Stephen Harper

Q. When thinking about Stephen Harper, which of the following emotions best describes how you feel?



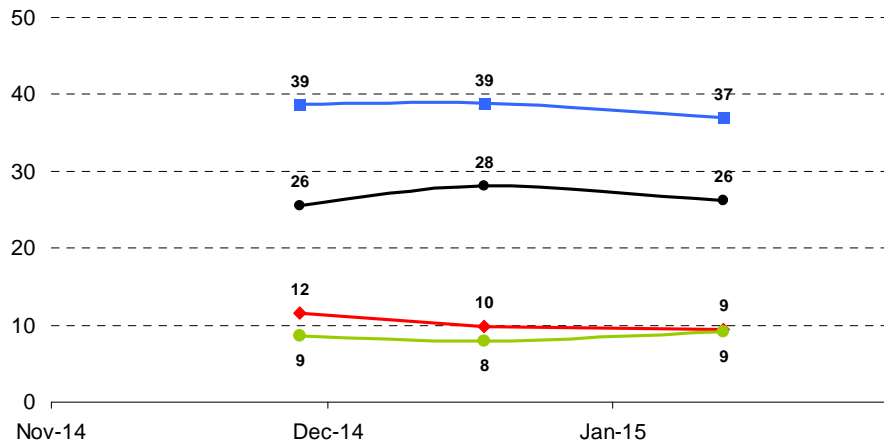
◆ Angry
 ● Discouraged
 ● Happy
 ■ Hopeful

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BASE: Canadians; January 5-13, 2015 (n=1,545), MOE +/- 2.5%, 19 times out of 20

Emotional response to Thomas Mulcair

Q. When thinking about Thomas Mulcair, which of the following emotions best describes how you feel?



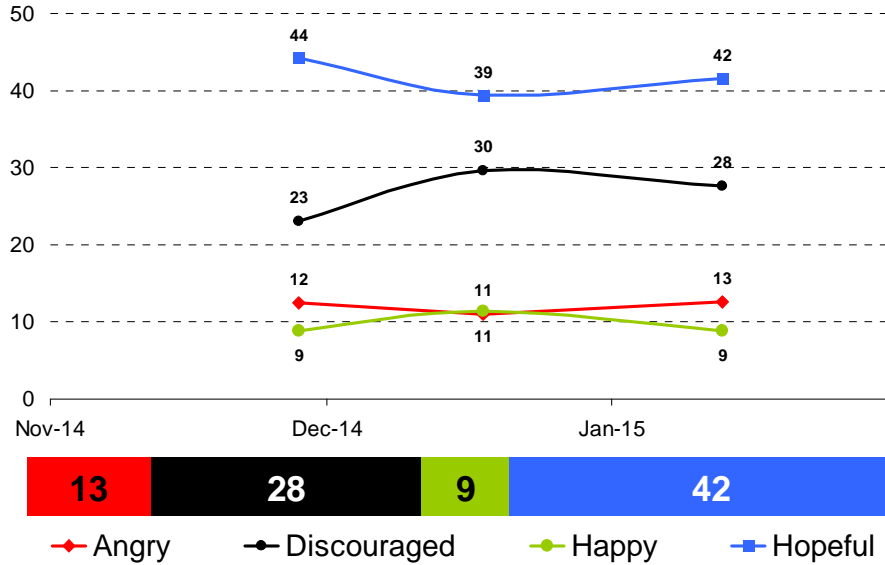
◆ Angry
 ● Discouraged
 ● Happy
 ■ Hopeful

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BASE: Canadians; January 5-13, 2015 (n=1,481), MOE +/- 2.6%, 19 times out of 20

Emotional response to Justin Trudeau

Q. When thinking about Justin Trudeau, which of the following emotions best describes how you feel?



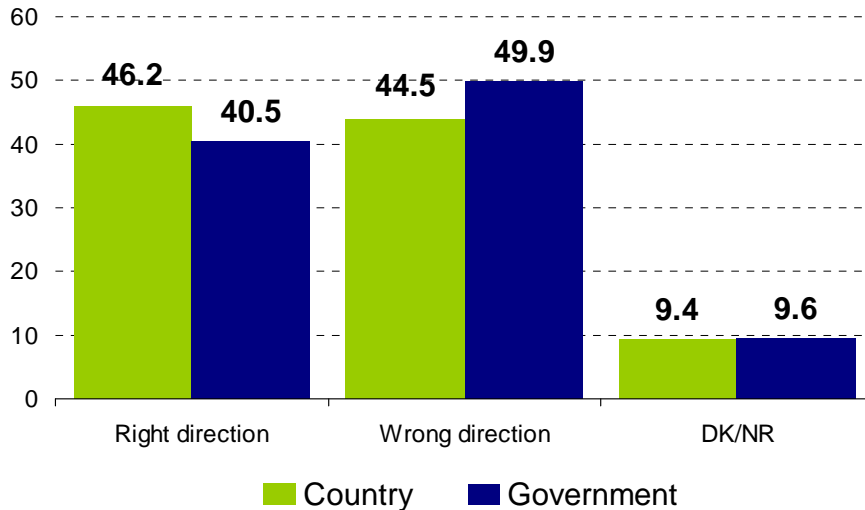
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BASE: Canadians; January 5-13, 2015 (n=1,386), MOE +/- 2.6%, 19 times out of 20

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?

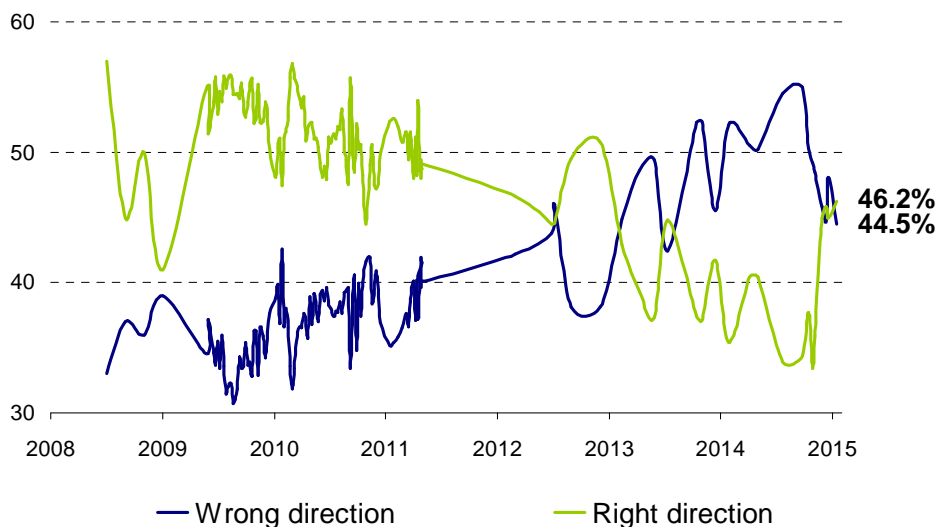


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BASE: Canadians (half-sample); January 5-13, 2015 (n=2,182/2,230), MOE +/- 2.1%, 19 times out of 20

Direction of country

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

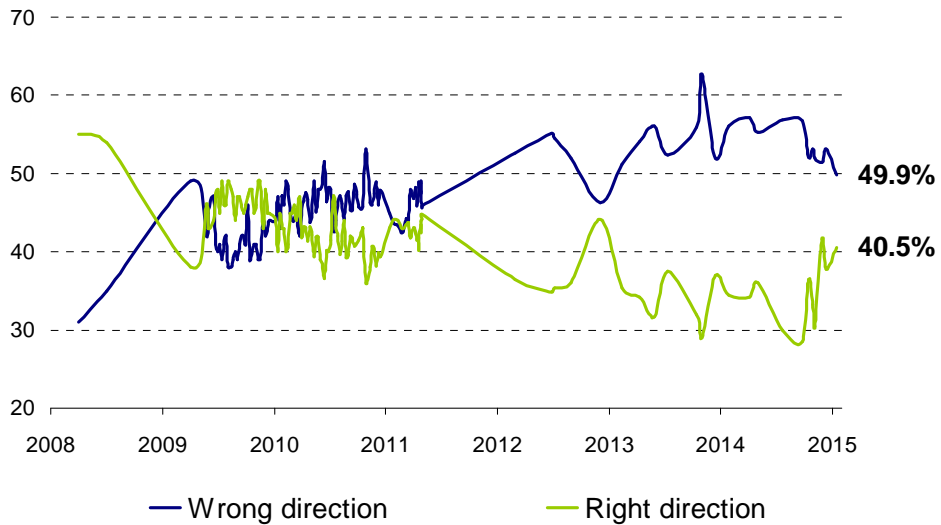


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BASE: Canadians (half-sample); January 5-13, 2015 (n=2,182), MOE +/- 2.1%, 19 times out of 20

Direction of government

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



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BASE: Canadians (half-sample); January 5-13, 2015 (n=2,230), MOE +/- 2.1%, 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	33.1%	31.0%	19.1%	8.9%	4.4%	3.6%	3574	1.6
REGION								
British Columbia	27.1%	25.0%	26.9%	16.6%	–	4.4%	478	4.5
Alberta	22.1%	54.3%	12.0%	6.8%	–	4.8%	497	4.4
Saskatchewan	17.2%	40.1%	30.3%	11.5%	–	1.0%	138	8.3
Manitoba	38.6%	38.1%	18.1%	3.8%	–	1.4%	156	7.9
Ontario	38.7%	34.2%	15.6%	8.4%	–	3.1%	1420	2.6
Quebec	28.4%	19.1%	22.7%	7.4%	18.5%	3.9%	557	4.2
Atlantic Canada	51.7%	22.6%	16.3%	6.0%	–	3.4%	322	5.5
GENDER								
Male	32.8%	33.0%	17.0%	9.2%	3.8%	4.1%	1698	2.4
Female	33.6%	29.2%	21.1%	8.2%	5.0%	3.0%	1824	2.3
AGE								
<35	32.5%	22.5%	21.2%	14.1%	6.0%	3.6%	301	5.7
35-49	32.0%	29.8%	20.7%	9.3%	4.5%	3.7%	677	3.8
50-64	36.0%	33.0%	18.1%	5.0%	4.5%	3.4%	1297	2.7
65+	32.5%	42.1%	15.3%	5.1%	1.7%	3.4%	1243	2.8
EDUCATION								
High school or less	28.5%	35.0%	16.0%	10.2%	6.1%	4.3%	848	3.4
College or CEGEP	33.8%	30.0%	20.6%	7.1%	4.2%	4.3%	1178	2.9
University or higher	36.4%	28.4%	20.4%	9.0%	3.4%	2.4%	1483	2.5
COUNTRY OF BIRTH								
Not born in Canada	37.7%	32.5%	17.9%	8.0%	2.2%	1.7%	635	3.9
Parents not born in Canada	31.6%	33.1%	21.1%	8.3%	1.4%	4.5%	1008	3.1
Both parents born in Canada	32.6%	29.4%	18.7%	9.0%	6.6%	3.7%	1895	2.3

Approval Rating – Stephen Harper

Q. 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	38.2%	53.0%	8.8%	4412	1.5
REGION					
British Columbia	31.8%	57.5%	10.7%	585	4.1
Alberta	55.2%	32.3%	12.6%	623	3.9
Saskatchewan	39.6%	46.3%	14.1%	186	7.2
Manitoba	40.3%	46.6%	13.1%	200	6.9
Ontario	41.7%	49.7%	8.6%	1733	2.4
Quebec	30.2%	64.3%	5.5%	678	3.8
Atlantic Canada	27.6%	65.7%	6.7%	400	4.9
GENDER					
Male	41.8%	55.5%	2.7%	1931	2.2
Female	39.0%	56.7%	4.3%	2171	2.1
AGE					
<35	35.3%	60.9%	3.8%	349	5.3
35-49	40.2%	55.2%	4.6%	802	3.5
50-64	40.6%	56.0%	3.3%	1522	2.5
65+	46.7%	50.2%	3.0%	1431	2.6
EDUCATION					
High school or less	43.9%	52.7%	3.4%	1031	3.1
College or CEGEP	42.0%	53.7%	4.4%	1377	2.6
University or higher	36.1%	60.9%	3.0%	1672	2.4
COUNTRY OF BIRTH					
Not born in Canada	47.7%	49.5%	2.8%	752	3.6
Parents not born in Canada	42.2%	53.8%	4.0%	1168	2.9
Both parents born in Canada	36.7%	59.3%	4.0%	2217	2.1
CURRENT VOTE INTENTION					
Liberal Party	24.5%	73.5%	2.0%	1217	2.8
Conservative Party	87.7%	11.6%	0.7%	1271	2.8
NDP	14.6%	82.6%	2.8%	632	3.9
Green Party	23.0%	73.8%	3.1%	240	6.3
Bloc Québécois	5.8%	92.5%	1.7%	94	10.1

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?

	Approve	Disapprove	Don't know / No response	Sample Size	Margin of Error (+/-)
NATIONALLY	49.6%	36.5%	13.9%	4412	1.5
REGION					
British Columbia	53.8%	31.8%	14.4%	585	4.1
Alberta	39.8%	42.3%	17.9%	623	3.9
Saskatchewan	42.2%	38.0%	19.8%	186	7.2
Manitoba	40.5%	40.5%	19.0%	200	6.9
Ontario	47.2%	38.1%	14.7%	1733	2.4
Quebec	58.7%	32.4%	9.0%	678	3.8
Atlantic Canada	48.3%	38.4%	13.3%	400	4.9
GENDER					
Male	53.9%	41.0%	5.1%	1931	2.2
Female	51.7%	36.3%	12.0%	2171	2.1
AGE					
<35	50.5%	38.7%	10.8%	349	5.3
35-49	52.9%	37.3%	9.8%	802	3.5
50-64	55.9%	35.9%	8.2%	1522	2.5
65+	51.1%	43.8%	5.1%	1431	2.6
EDUCATION					
High school or less	45.2%	46.3%	8.5%	1031	3.1
College or CEGEP	50.7%	40.5%	8.8%	1377	2.6
University or higher	61.1%	30.8%	8.0%	1672	2.4
COUNTRY OF BIRTH					
Not born in Canada	52.9%	40.2%	6.9%	752	3.6
Parents not born in Canada	52.3%	38.3%	9.4%	1168	2.9
Both parents born in Canada	52.7%	37.9%	9.4%	2217	2.1
CURRENT VOTE INTENTION					
Liberal Party	59.3%	35.5%	5.3%	1217	2.8
Conservative Party	38.9%	53.5%	7.6%	1271	2.8
NDP	83.6%	10.1%	6.4%	632	3.9
Green Party	49.0%	41.2%	9.8%	240	6.3
Bloc Québécois	56.4%	42.2%	1.4%	94	10.1

Approval Rating – Justin Trudeau

Q. 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	45.9%	42.8%	11.3%	4412	1.5
REGION					
British Columbia	52.3%	35.4%	12.3%	585	4.1
Alberta	31.9%	52.6%	15.5%	623	3.9
Saskatchewan	36.7%	44.1%	19.2%	186	7.2
Manitoba	43.4%	41.6%	15.0%	200	6.9
Ontario	47.2%	42.0%	10.7%	1733	2.4
Quebec	45.0%	46.5%	8.5%	678	3.8
Atlantic Canada	57.5%	33.2%	9.3%	400	4.9
GENDER					
Male	48.0%	47.8%	4.2%	1931	2.2
Female	49.5%	42.9%	7.6%	2171	2.1
AGE					
<35	49.8%	42.1%	8.1%	349	5.3
35-49	48.5%	44.7%	6.7%	802	3.5
50-64	50.6%	45.1%	4.3%	1522	2.5
65+	44.6%	50.9%	4.5%	1431	2.6
EDUCATION					
High school or less	44.4%	50.2%	5.4%	1031	3.1
College or CEGEP	48.8%	45.4%	5.8%	1377	2.6
University or higher	52.8%	41.1%	6.1%	1672	2.4
COUNTRY OF BIRTH					
Not born in Canada	49.9%	44.8%	5.2%	752	3.6
Parents not born in Canada	47.2%	46.5%	6.3%	1168	2.9
Both parents born in Canada	49.1%	44.5%	6.4%	2217	2.1
CURRENT VOTE INTENTION					
Liberal Party	83.7%	13.4%	3.0%	1217	2.8
Conservative Party	19.9%	76.4%	3.7%	1271	2.8
NDP	49.3%	44.8%	5.9%	632	3.9
Green Party	52.7%	39.7%	7.5%	240	6.3
Bloc Québécois	33.0%	63.4%	3.6%	94	10.1

Emotional Response to Stephen Harper

Q. When thinking about Stephen Harper, which of the following emotions best describes how you feel?

	Angry	Discouraged	Happy	Hopeful	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	22.3%	33.5%	12.2%	23.9%	8.0%	1545	2.5
REGION							
British Columbia	37.8%	24.5%	10.1%	21.0%	6.7%	202	6.9
Alberta	9.3%	22.3%	25.5%	31.8%	11.0%	214	6.7
Saskatchewan	23.0%	19.5%	20.0%	20.2%	17.4%	62	12.5
Manitoba	22.8%	27.1%	11.1%	33.2%	5.8%	63	12.4
Ontario	24.7%	30.7%	13.5%	23.2%	7.9%	621	3.9
Quebec	14.4%	47.5%	5.3%	24.7%	8.0%	248	6.2
Atlantic Canada	23.9%	49.0%	8.0%	15.1%	4.1%	134	8.5
GENDER							
Male	25.7%	34.0%	14.1%	23.7%	2.6%	670	3.8
Female	21.2%	37.0%	12.0%	26.8%	3.0%	766	3.5
AGE							
<35	29.8%	43.0%	8.5%	17.0%	1.7%	114	9.2
35-49	25.2%	35.3%	13.6%	21.8%	4.1%	283	5.8
50-64	22.1%	35.3%	9.9%	28.8%	3.9%	528	4.3
65+	13.9%	26.8%	21.4%	35.5%	2.4%	514	4.3
EDUCATION							
High school or less	23.0%	33.5%	14.1%	27.5%	1.8%	379	5.0
College or CEGEP	18.1%	37.4%	13.1%	27.8%	3.6%	471	4.5
University or higher	28.9%	35.4%	11.1%	21.3%	3.3%	580	4.1
COUNTRY OF BIRTH							
Not born in Canada	23.3%	26.2%	14.3%	31.9%	4.3%	261	6.1
Parents not born in Canada	24.7%	33.6%	13.3%	23.7%	4.7%	432	4.7
Both parents born in Canada	22.6%	39.5%	12.0%	23.5%	2.4%	760	3.6
CURRENT VOTE INTENTION							
Liberal Party	31.5%	49.5%	5.3%	13.2%	0.5%	427	4.7
Conservative Party	5.6%	6.6%	31.2%	55.2%	1.4%	460	4.6
NDP	37.4%	44.5%	5.0%	12.1%	1.1%	223	6.6
Green Party	32.2%	48.6%	5.4%	9.5%	4.3%	86	10.6
Bloc Québécois	21.8%	68.2%	0.0%	10.0%	0.0%	36	16.3

Emotional Response to Thomas Mulcair

Q. When thinking about Thomas Mulcair, which of the following emotions best describes how you feel?

	Angry	Discouraged	Happy	Hopeful	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	9.4%	26.2%	9.2%	37.0%	18.1%	1481	2.6
REGION							
British Columbia	8.1%	24.4%	10.6%	33.8%	23.1%	203	6.9
Alberta	13.4%	23.3%	13.2%	29.6%	20.6%	202	6.9
Saskatchewan	13.4%	26.0%	10.3%	21.7%	28.6%	65	12.2
Manitoba	8.8%	27.8%	7.2%	28.1%	28.1%	69	11.8
Ontario	8.2%	27.9%	8.6%	37.3%	18.0%	586	4.1
Quebec	10.8%	25.8%	6.0%	45.0%	12.4%	214	6.7
Atlantic Canada	6.4%	27.4%	14.5%	37.2%	14.6%	140	8.3
GENDER							
Male	13.6%	27.4%	9.0%	40.9%	9.1%	654	3.8
Female	6.8%	28.7%	10.6%	38.7%	15.2%	714	3.7
AGE							
<35	12.0%	21.9%	9.8%	36.2%	20.1%	107	9.5
35-49	9.0%	32.1%	9.8%	35.5%	13.6%	265	6.0
50-64	8.0%	30.9%	10.8%	43.0%	7.3%	521	4.3
65+	11.7%	26.4%	8.3%	45.9%	7.6%	479	4.5
EDUCATION							
High school or less	13.3%	28.3%	12.1%	34.0%	12.3%	350	5.2
College or CEGEP	8.4%	29.3%	7.4%	40.2%	14.8%	445	4.7
University or higher	8.5%	27.6%	10.0%	44.4%	9.5%	565	4.1
COUNTRY OF BIRTH							
Not born in Canada	16.6%	18.5%	14.5%	43.9%	6.5%	258	6.1
Parents not born in Canada	7.0%	29.2%	12.4%	36.6%	14.8%	361	5.2
Both parents born in Canada	9.4%	30.8%	7.0%	39.6%	13.2%	757	3.6
CURRENT VOTE INTENTION							
Liberal Party	8.5%	25.5%	12.5%	44.4%	9.1%	431	4.7
Conservative Party	13.4%	36.4%	9.6%	28.8%	12.0%	419	4.8
NDP	5.8%	16.0%	11.4%	62.0%	4.7%	197	7.0
Green Party	7.7%	31.2%	6.9%	38.8%	15.4%	80	11.0
Bloc Québécois	17.3%	22.9%	11.9%	33.5%	14.4%	25	19.6

Emotional Response to Justin Trudeau

Q. When thinking about Justin Trudeau, which of the following emotions best describes how you feel?

	Angry	Discouraged	Happy	Hopeful	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	12.6%	27.6%	8.9%	41.5%	9.4%	1386	2.6
REGION							
British Columbia	9.7%	16.5%	6.0%	57.0%	10.8%	180	7.3
Alberta	20.8%	27.8%	6.3%	32.7%	12.4%	207	6.8
Saskatchewan	2.0%	24.5%	8.1%	49.2%	16.2%	59	12.8
Manitoba	21.6%	23.3%	8.4%	30.1%	16.6%	68	11.9
Ontario	15.2%	25.4%	11.9%	37.9%	9.6%	526	4.3
Quebec	7.7%	38.7%	7.5%	41.6%	4.5%	216	6.7
Atlantic Canada	7.0%	23.1%	7.5%	52.3%	10.1%	126	8.7
GENDER							
Male	15.3%	30.5%	8.3%	42.8%	3.1%	607	4.0
Female	11.4%	27.9%	10.2%	44.5%	6.0%	691	3.7
AGE							
<35	18.6%	31.3%	7.8%	38.4%	4.0%	128	8.7
35-49	11.2%	30.3%	10.1%	43.4%	4.9%	254	6.2
50-64	10.3%	28.3%	10.4%	46.6%	4.4%	473	4.5
65+	10.6%	25.4%	9.8%	49.7%	4.5%	438	4.7
EDUCATION							
High school or less	15.6%	28.3%	10.2%	44.0%	1.9%	302	5.6
College or CEGEP	13.6%	28.0%	10.0%	43.1%	5.3%	461	4.6
University or higher	10.7%	30.9%	8.4%	44.9%	5.0%	527	4.3
COUNTRY OF BIRTH							
Not born in Canada	16.1%	26.1%	13.7%	39.3%	4.8%	233	6.4
Parents not born in Canada	14.3%	30.2%	10.4%	41.0%	4.1%	375	5.1
Both parents born in Canada	11.5%	29.6%	7.3%	46.6%	5.1%	700	3.7
CURRENT VOTE INTENTION							
Liberal Party	2.4%	11.0%	17.0%	68.3%	1.3%	359	5.2
Conservative Party	25.0%	46.6%	4.2%	20.5%	3.7%	392	5.0
NDP	6.8%	40.0%	7.2%	42.5%	3.5%	212	6.7
Green Party	13.5%	18.4%	5.9%	52.3%	9.9%	74	11.4
Bloc Québécois	3.9%	43.0%	14.1%	37.6%	1.5%	33	17.1

Direction of Country

Q. 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	46.2%	44.5%	9.4%	2182	2.1
REGION					
British Columbia	45.0%	41.4%	13.6%	304	5.6
Alberta	52.7%	36.7%	10.6%	308	5.6
Saskatchewan	53.6%	35.2%	11.2%	98	9.9
Manitoba	39.5%	40.1%	20.4%	105	9.6
Ontario	49.5%	41.3%	9.2%	846	3.4
Quebec	39.1%	55.6%	5.3%	330	5.4
Atlantic Canada	42.5%	51.1%	6.4%	187	7.2
GENDER					
Male	52.6%	43.8%	3.7%	941	3.2
Female	45.3%	49.5%	5.3%	1097	3.0
AGE					
<35	40.2%	55.2%	4.6%	171	7.5
35-49	47.2%	47.5%	5.4%	380	5.0
50-64	51.7%	45.4%	2.9%	768	3.5
65+	58.7%	34.9%	6.5%	719	3.7
EDUCATION					
High school or less	51.8%	43.0%	5.1%	528	4.3
College or CEGEP	48.9%	47.0%	4.1%	681	3.8
University or higher	46.5%	49.2%	4.3%	820	3.4
COUNTRY OF BIRTH					
Not born in Canada	60.5%	35.2%	4.4%	350	5.2
Parents not born in Canada	50.0%	42.3%	7.7%	572	4.1
Both parents born in Canada	44.8%	51.9%	3.3%	1137	2.9
CURRENT VOTE INTENTION					
Liberal Party	42.6%	54.0%	3.4%	614	4.0
Conservative Party	83.2%	13.7%	3.0%	623	3.9
NDP	30.6%	65.9%	3.5%	301	5.7
Green Party	29.6%	62.9%	7.5%	127	8.7
Bloc Québécois	24.0%	76.0%	0.0%	50	13.9

Direction of Government

Q. 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	40.5%	49.9%	9.6%	2230	2.1
REGION					
British Columbia	33.7%	58.8%	7.5%	281	5.9
Alberta	53.1%	33.2%	13.7%	315	5.5
Saskatchewan	35.4%	44.4%	20.2%	88	10.5
Manitoba	50.9%	42.7%	6.4%	95	10.1
Ontario	42.0%	48.1%	9.9%	887	3.3
Quebec	36.5%	56.9%	6.7%	348	5.3
Atlantic Canada	35.4%	51.7%	12.8%	213	6.7
GENDER					
Male	45.1%	50.1%	4.8%	990	3.1
Female	41.3%	54.9%	3.9%	1074	3.0
AGE					
<35	35.7%	60.4%	3.9%	178	7.4
35-49	40.1%	55.0%	4.8%	422	4.8
50-64	44.9%	50.7%	4.4%	754	3.6
65+	54.7%	40.1%	5.2%	712	3.7
EDUCATION					
High school or less	46.9%	47.7%	5.5%	503	4.4
College or CEGEP	44.4%	51.5%	4.1%	696	3.7
University or higher	39.0%	57.5%	3.5%	852	3.4
COUNTRY OF BIRTH					
Not born in Canada	47.7%	42.7%	9.6%	402	4.9
Parents not born in Canada	43.4%	52.1%	4.5%	596	4.0
Both parents born in Canada	40.7%	56.6%	2.7%	1080	3.0
CURRENT VOTE INTENTION					
Liberal Party	29.8%	66.4%	3.8%	603	4.0
Conservative Party	86.7%	10.5%	2.8%	648	3.9
NDP	22.0%	76.0%	2.1%	331	5.4
Green Party	27.4%	67.9%	4.7%	113	9.2
Bloc Québécois	17.4%	82.6%	0.0%	44	14.8

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 January 5-13, 2015. In total, a random sample of 4,412 Canadian adults aged 18 and over responded to the survey. The margin of error associated with the total sample is +/-1.5 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.