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## JUSTINPHILIA CONTINUES DESPITE DEEP ANXIETIES ABOUT THE ECONOMY:

[Ottawa – January 26, 2016] In a new poll, we find the new government enjoying a remarkable and almost unprecedented level of support from the Canadian public. This is even more impressive when we consider the backdrop of continued gloom about the economy with less than one in five feeling the economy is growing. It is clear that the public are extending some patience to the new government in this ocean of goodwill. We will also show that amidst this otherwise unremittingly dark economic outlook, there is a significant spike in medium term optimism. The public will see the true test of the wager voters placed on the Liberals’ approach to the economy will be measured somewhere down the road and not in the midst of the current economic malaise. Just how long this window remains open is an important question.

### Federal vote intention

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

#### January 2016

(Change over December 2015 poll below)



BASE: Canadians; January 11-18, 2016 (n=2,598), MOE +/- 1.9%, 19 times out of 20

#### December 2015



BASE: Canadians; December 7-10, 2014 (n=1,956), MOE +/- 2.2%, 19 times out of 20

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

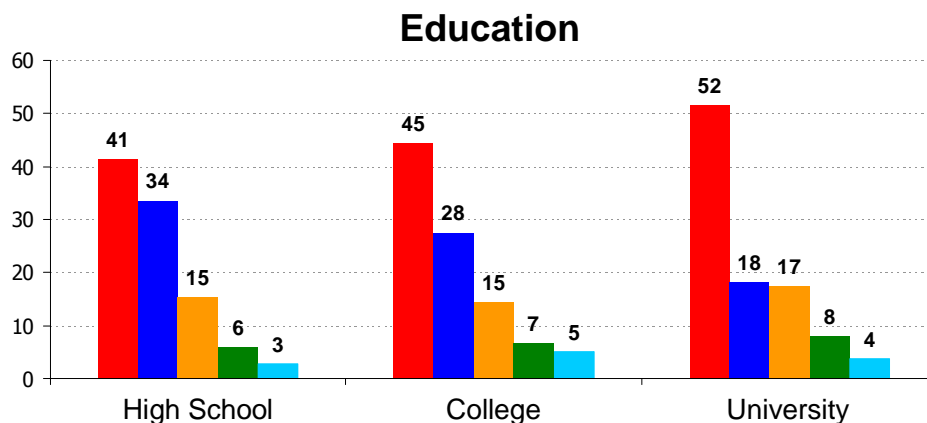
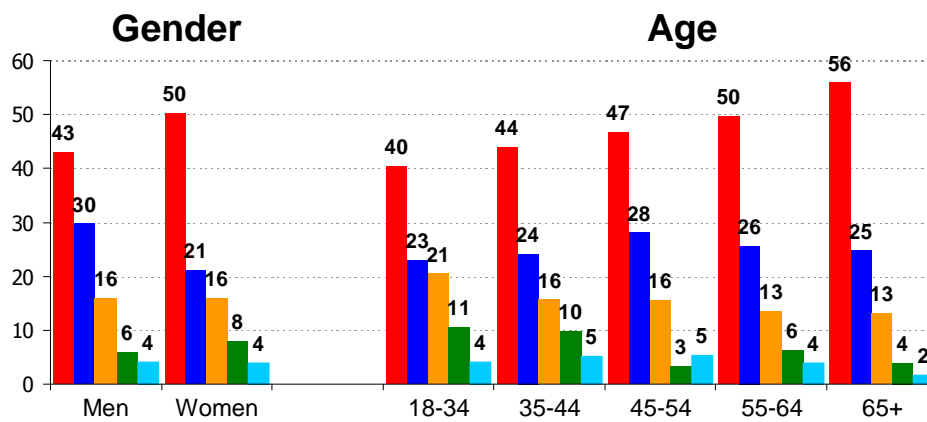
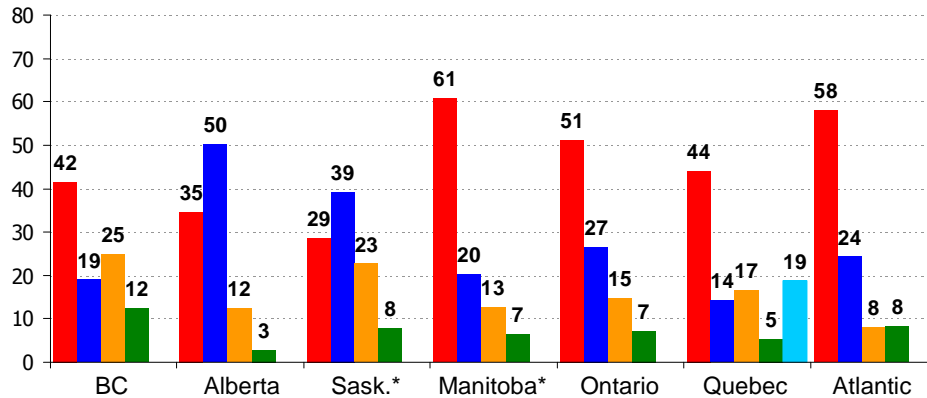
Note: These figures are based on decided and leaning voters only; 8.6% of respondents say they are undecided, are ineligible to vote, or skipped the question.

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The government enjoys support across virtually all regions and demographic groups. There appears to be considerable dissatisfaction among the residual Conservative base who are very unhappy with the direction of the government; this is also true in Alberta and Saskatchewan. The new government now shows a remarkable turnaround on the erstwhile Conservative ownership of older voters. Liberal support now *rises* progressively with age.

## Vote intention by region and demographics

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



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

*\*Results for Saskatchewan/Manitoba should be interpreted with caution due to small sample sizes*

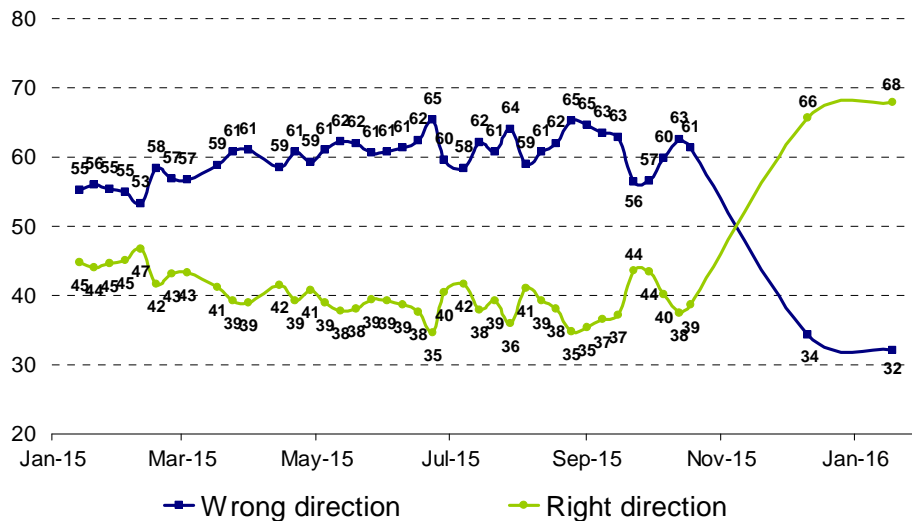
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BASE: Canadians; January 11-18, 2016, n=2,598, MOE +/- 1.9%, 19 times out of 20

Confidence in the direction of the federal government has almost doubled and it doesn't appear to be coming down. In fact, the current score of 68<sup>1</sup> is a record high in the nearly twenty years we have been tracking this indicator. This isn't a honeymoon; it's a nuclear love-in. Not all, however, feel the love. In a striking tale of depth of division the dwindled Conservative base has virtually no confidence in the federal direction (six per cent). Pointedly, the newly swollen Liberal supporters are near universally happy with 99 per cent confidence.

## Direction of government\*

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



\*Figures adjusted to exclude those who skipped the question.

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BASE: Canadians (half-sample); January 11-18, 2016 (n=1,308), MOE +/- 2.7%, 19 times out of 20

These numbers will almost certainly decline and the most obvious threat to the government is the fragile and stagnant economy.

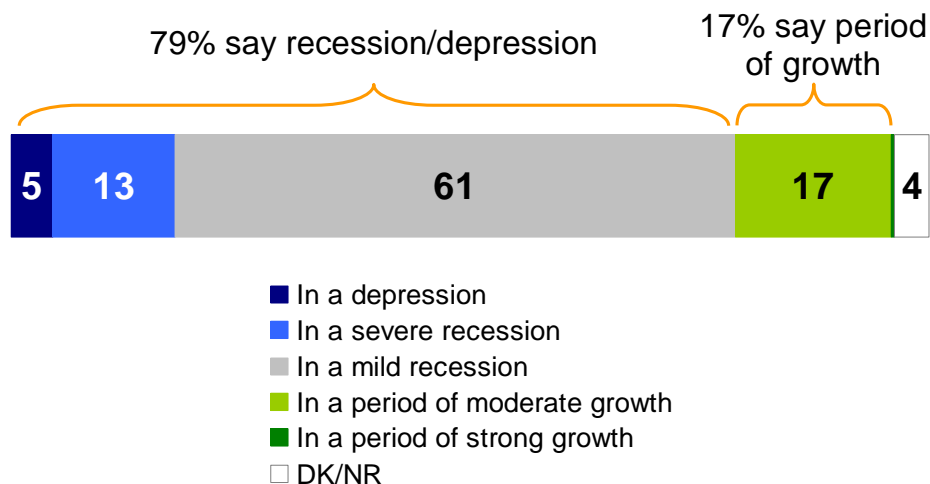
<sup>1</sup> Figures adjusted to exclude those who skipped the question. In our survey, 59 per cent of respondents say the government is headed in the right direction, while 28 per cent say wrong direction. When we exclude those who skipped the question, these figures become 68 per cent and 32 per cent, respectively.

## Economic outlook bleak despite renewed confidence in government

The vast majority of Canadians think the economy is in recession – or worse. This bleak rating is reinforced with other indicators which show little sense of recent progress nor much optimism that things will get better any time soon. There are, however, some interesting shifts in how the public are seeing the medium-term prospects for their economic conditions. While short-term outlook is dominated by stagnation and pessimism, the medium-term sees a break in the gloom with a significant spike up in the incidence of those who see the thing better off five years from now.

### State of the Canadian economy

Q. Which of the following best describes how you feel about Canada's economy?



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

This provides an important insight. The public are not particularly hopeful that the new government will be able to turn the economy around immediately. The new government has opted for a decidedly different approach. We expect this to be judged in the longer, but not indefinite, term by the public. It is also notable that we have evidence that the government's strong confidence measures are related to other value issues such as our reputation on the world stage, stronger, post-Paris commitment to climate change, resonance on making progress on indigenous affairs, and general broader approval of a more open and collegial approach to governance. We will be sharing this evidence in the near future.

The outlook on job security also worsened recently and we see a long term slide in skill confidence, This slide reflects a worsening of satisfaction with Canadian workplaces which is both

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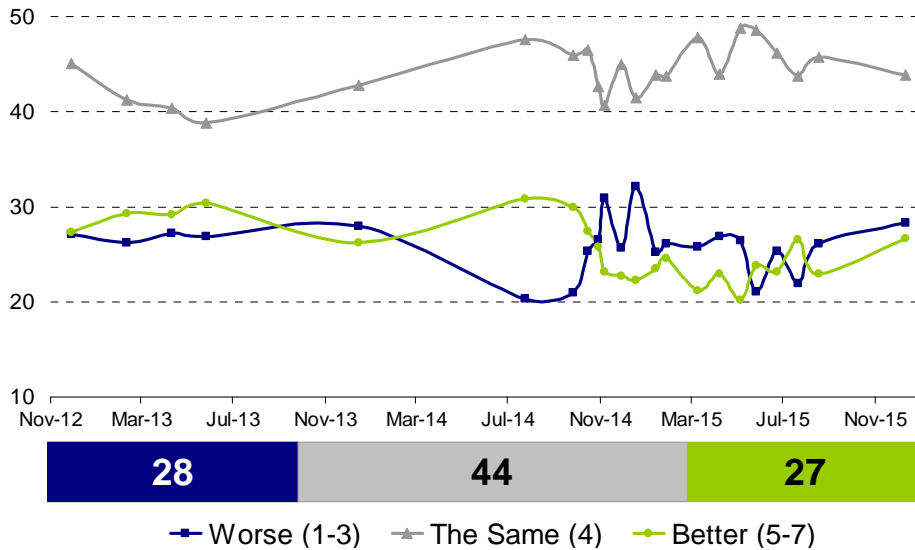
a reflection and driver of the stagnation we see today (Frank Graves has a new book coming out this year with Graham Lowe which will explore changing workplaces in considerable depth).

So we see a government enjoying heady heights of approval, notwithstanding clear awareness that the economy is performing very poorly. It is clear that the public have their eyes on the medium-term outcomes, not the immediate future. The government's agenda is arguably the most ambitious policy agenda ever. It now confronts the stark reality of a cooling economy and dwindled fiscal revenues. These will provide stern challenges for the government in the coming months, but the public seem to be taking a patient approach for the time being.

## Short- and medium-term outlook

### Short-term financial outlook

Q. Thinking ahead over the **NEXT YEAR** or so, do you think your personal financial situation will be better or worse than it is today?

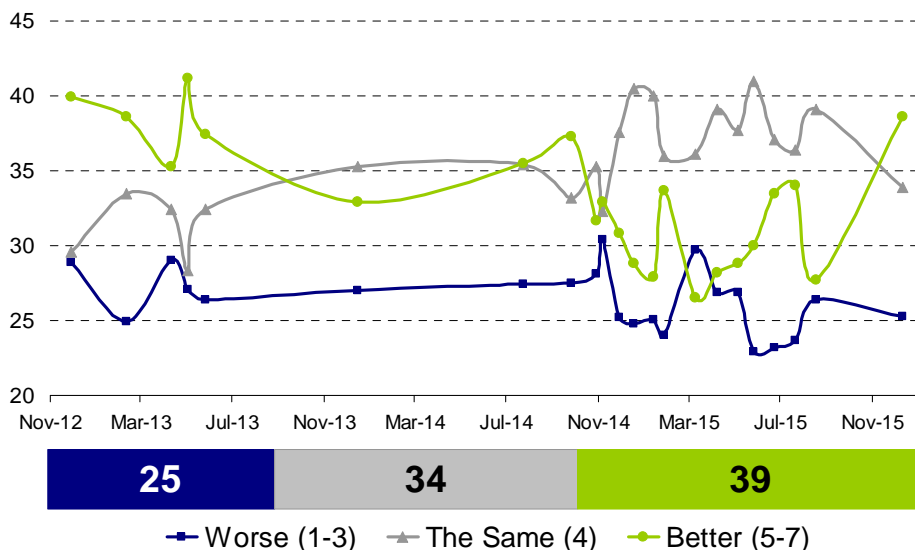


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BASE: Canadians (half-sample); December 7-10, 2015 (n=986), MOE +/- 3.1%, 19 times out of 20

### Medium-term financial outlook

Q. Thinking ahead over the next **FIVE YEARS** or so, do you think your personal financial situation will be better or worse than it is today?



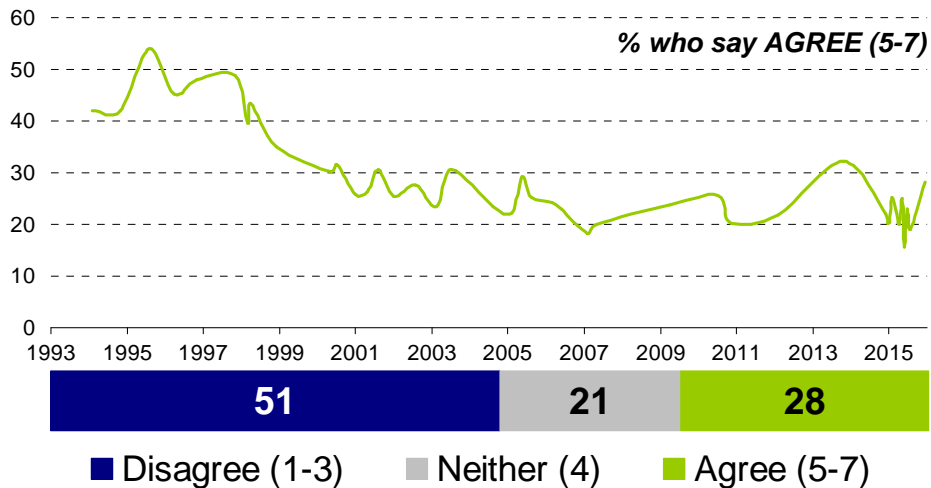
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BASE: Canadians (half-sample); December 7-10, 2015 (n=970), MOE +/- 3.2%, 19 times out of 20

## Labour market outlook

### Perceptions of job insecurity\*

Q. Please rate the extent to which you agree or disagree with the following statement:  
**I think there is a good chance I could lose my job over the next couple of years**



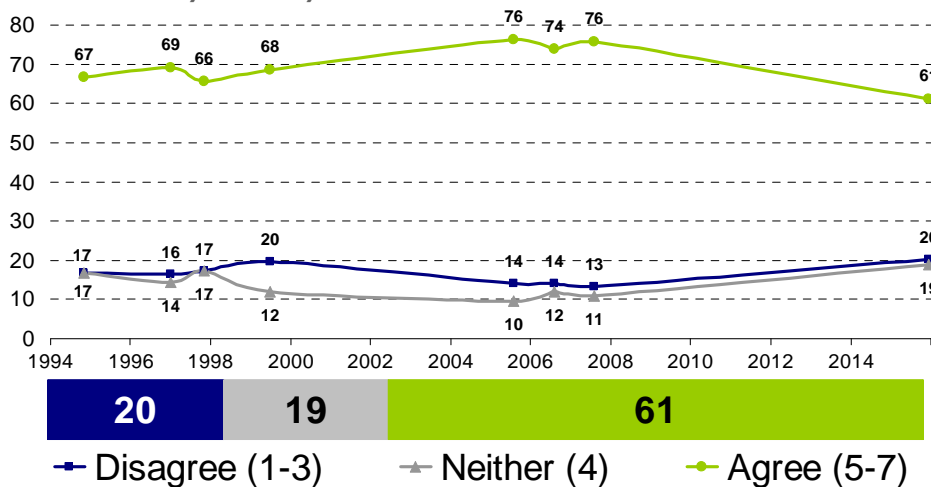
\*Figures adjusted to exclude those who skipped the question.

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

### Confidence in job skills\*

Q. Please rate the extent to which you agree or disagree with the following statement:  
**I am confident that I have the skills and knowledge necessary to move easily in today's labour market**



\*Figures adjusted to exclude those who skipped the question.

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

## Detailed Tables:

<b>National Federal Vote Intention (decided and leaning voters only)</b>								
<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 (+/-)
<b>NATIONALLY</b>	<b>46.7%</b>	<b>25.3%</b>	<b>15.9%</b>	<b>7.0%</b>	<b>3.9%</b>	<b>1.3%</b>	<b>2370</b>	<b>2.0</b>
REGION								
British Columbia	41.5%	19.0%	24.9%	12.3%	–	2.3%	338	5.3
Alberta	34.5%	50.2%	12.3%	2.8%	–	0.3%	214	6.7
Saskatchewan	28.7%	39.2%	22.7%	7.8%	–	1.5%	65	12.2
Manitoba	60.7%	20.1%	12.7%	6.5%	–	0.0%	69	11.8
Ontario	51.1%	26.5%	14.6%	7.1%	–	0.6%	771	3.5
Quebec	44.1%	14.1%	16.6%	5.2%	18.7%	1.1%	465	4.5
Atlantic Canada	57.9%	24.4%	8.1%	8.3%	–	1.2%	190	7.1
GENDER								
Male	43.1%	29.8%	15.9%	5.9%	4.1%	1.2%	1216	2.8
Female	50.2%	21.0%	15.8%	8.0%	3.8%	1.1%	1143	2.9
AGE								
<35	40.4%	22.9%	20.5%	10.5%	4.0%	1.7%	282	5.8
35-45	44.0%	24.1%	15.7%	9.8%	5.1%	1.4%	462	4.6
45-54	46.7%	28.0%	15.5%	3.4%	5.3%	1.2%	537	4.2
55-64	49.7%	25.7%	13.4%	6.2%	3.8%	1.2%	452	4.6
65+	56.0%	24.7%	13.2%	3.9%	1.6%	0.6%	542	4.2
EDUCATION								
High school or less	41.4%	33.5%	15.3%	6.0%	2.9%	0.9%	356	5.2
College or CEGEP	44.5%	27.6%	14.5%	6.7%	5.1%	1.5%	817	3.4
University or higher	51.5%	18.2%	17.4%	8.0%	3.7%	1.2%	1177	2.9



### **Direction of Government**

*Q. [Half-sample only] All things considered, would you say the Government of Canada is moving in the right direction or the wrong direction?*

	Right Direction	Wrong Direction	Don't know / No response	Sample Size	Margin of Error (+/-)
<b>NATIONALLY</b>	<b>59.5%</b>	<b>28.1%</b>	<b>12.4%</b>	<b>1308</b>	<b>2.7</b>
<b>REGION</b>					
British Columbia	68.5%	20.4%	11.2%	186	7.2
Alberta	44.6%	46.2%	9.2%	113	9.2
Saskatchewan	39.3%	48.6%	12.1%	37	16.1
Manitoba	64.3%	24.1%	11.6%	33	17.1
Ontario	59.6%	29.9%	10.5%	427	4.7
Quebec	59.1%	22.7%	18.2%	258	6.1
Atlantic Canada	61.9%	19.9%	18.3%	114	9.2
<b>GENDER</b>					
Male	55.1%	35.3%	9.6%	684	3.8
Female	63.9%	20.7%	15.4%	619	3.9
<b>AGE</b>					
<35	57.5%	32.3%	10.1%	163	7.7
35-45	61.9%	28.8%	9.3%	251	6.2
45-54	55.2%	31.3%	13.5%	286	5.8
55-64	59.6%	26.1%	14.4%	261	6.1
65+	65.0%	19.5%	15.5%	293	5.7
<b>EDUCATION</b>					
High school or less	50.9%	34.0%	15.1%	198	7.0
College or CEGEP	55.8%	31.1%	13.1%	469	4.5
University or higher	68.5%	21.4%	10.1%	632	3.9
<b>CURRENT VOTE INTENTION</b>					
Liberal Party	93.9%	0.8%	5.3%	575	4.1
Conservative Party	5.3%	85.7%	9.0%	296	5.7
NDP	66.3%	14.9%	18.8%	173	7.5
Green Party	62.6%	16.8%	20.7%	87	10.5
Bloc Québécois	38.6%	33.0%	28.4%	45	14.6

## **State of the Canadian Economy**

*Q. Which of the following best describes how you feel about Canada's economy?*

- 1 – In a depression*
- 2 – in a severe recession*
- 3 – In a mild recession*
- 4 – In a period of moderate growth*
- 5 – In a period of strong growth*

	Depress -ion	Severe recess.	Mild recess.	Mod. growth	Strong growth	DK/NR	Sample Size	Margin of Error (+/-)
<b>NATIONALLY</b>	<b>4.5%</b>	<b>13.4%</b>	<b>61.0%</b>	<b>17.0%</b>	<b>0.3%</b>	<b>3.8%</b>	<b>1956</b>	<b>2.2</b>
<b>REGION</b>								
British Columbia	4.5%	12.2%	60.5%	17.8%	0.0%	5.1%	282	5.8
Alberta	8.4%	29.6%	51.2%	9.4%	0.0%	1.5%	211	6.8
Saskatchewan	6.8%	15.8%	61.3%	14.4%	0.0%	1.6%	51	13.7
Manitoba	4.0%	9.7%	63.7%	15.6%	1.6%	5.3%	76	11.2
Ontario	2.9%	12.8%	59.6%	20.4%	0.3%	4.1%	733	3.6
Quebec	4.6%	9.2%	65.8%	16.2%	0.6%	3.5%	487	4.4
Atlantic Canada	5.8%	6.3%	68.6%	14.7%	0.0%	4.6%	110	9.3
<b>GENDER</b>								
Male	4.4%	11.7%	58.7%	22.5%	0.2%	2.4%	963	3.2
Female	4.2%	14.9%	63.5%	11.9%	0.4%	5.2%	988	3.1
<b>AGE</b>								
<35	3.2%	11.6%	59.8%	21.7%	0.6%	3.2%	264	6.0
35-45	4.4%	13.0%	64.0%	16.4%	0.0%	2.1%	216	6.7
45-54	5.9%	16.0%	59.2%	13.6%	0.4%	4.9%	383	5.0
55-64	4.8%	15.3%	59.0%	15.3%	0.3%	5.3%	503	4.4
65+	2.5%	12.1%	65.1%	17.0%	0.2%	3.1%	518	4.3
<b>EDUCATION</b>								
High school or less	5.1%	16.9%	56.4%	16.8%	0.7%	4.1%	518	4.3
College or CEGEP	4.0%	15.9%	63.2%	13.4%	0.3%	3.1%	975	3.1
University or higher	4.0%	8.5%	63.8%	19.8%	0.0%	4.0%	427	4.7
<b>CURRENT VOTE INTENTION</b>								
Liberal Party	3.5%	10.0%	64.5%	18.9%	0.1%	3.0%	802	3.5
Conservative Party	4.4%	18.6%	59.6%	15.3%	0.1%	2.0%	523	4.3
NDP	4.3%	14.7%	56.2%	20.2%	0.5%	4.1%	259	6.1
Green Party	3.5%	15.8%	58.0%	12.1%	0.0%	10.6%	104	9.6
Bloc Québécois	6.5%	9.5%	65.5%	15.5%	3.0%	0.0%	63	12.4

### **Short-Term Economic Outlook**

*Q. [Half-sample only] Thinking ahead over the NEXT YEAR or so, do you think your personal financial situation will be better or worse than it is today? Please use a 7-point scale where 1 means much worse, 7 means much better, and the mid-point, 4, means about the same.*

	Worse (1-3)	The same (4)	Better (5-7)	Don't know / No response	Sample Size	Margin of Error (+/-)
<b>NATIONALLY</b>	<b>28.3%</b>	<b>43.9%</b>	<b>26.7%</b>	<b>1.1%</b>	<b>986</b>	<b>3.1</b>
<b>REGION</b>						
British Columbia	27.5%	41.7%	29.2%	1.6%	134	8.5
Alberta	42.3%	42.1%	15.6%	0.0%	105	9.6
Saskatchewan	19.3%	42.4%	38.4%	0.0%	22	20.9
Manitoba	24.2%	44.2%	31.6%	0.0%	35	16.6
Ontario	27.4%	43.5%	28.5%	0.6%	382	5.0
Quebec	20.7%	52.9%	23.9%	2.5%	251	6.2
Atlantic Canada	44.2%	25.6%	30.1%	0.0%	57	13.0
<b>GENDER</b>						
Male	26.0%	42.1%	31.6%	0.3%	490	4.4
Female	30.7%	45.8%	21.8%	1.8%	495	4.4
<b>AGE</b>						
<35	21.3%	35.6%	43.1%	0.0%	119	9.0
35-45	25.4%	37.7%	34.3%	2.6%	109	9.4
45-54	35.1%	44.7%	20.0%	0.3%	198	7.0
55-64	30.8%	46.3%	21.5%	1.4%	271	6.0
65+	30.3%	56.9%	12.0%	0.7%	256	6.1
<b>EDUCATION</b>						
High school or less	31.6%	45.6%	21.1%	1.7%	280	5.9
College or CEGEP	30.7%	46.3%	22.6%	0.4%	476	4.5
University or higher	23.0%	40.2%	35.7%	1.2%	215	6.7
<b>CURRENT VOTE INTENTION</b>						
Liberal Party	21.2%	41.5%	36.0%	1.3%	407	4.9
Conservative Party	41.0%	41.0%	17.0%	1.0%	260	6.1
NDP	22.6%	58.3%	18.6%	0.5%	131	8.6
Green Party	22.6%	49.5%	27.9%	0.0%	54	13.3
Bloc Québécois	45.7%	45.7%	8.7%	0.0%	23	20.4

### **Medium-Term Economic Outlook**

*Q. [Half-sample only] Thinking ahead over the next FIVE YEARS or so, do you think your personal financial situation will be better or worse than it is today? Please use a 7-point scale where 1 means much worse, 7 means much better, and the mid-point, 4, means about the same.*

	Worse (1-3)	The same (4)	Better (5-7)	Don't know / No response	Sample Size	Margin of Error (+/-)
<b>NATIONALLY</b>	<b>25.3%</b>	<b>33.9%</b>	<b>38.6%</b>	<b>2.2%</b>	<b>970</b>	<b>3.2</b>
<b>REGION</b>						
British Columbia	19.7%	35.0%	42.5%	2.8%	148	8.1
Alberta	32.7%	31.6%	35.1%	0.6%	106	9.5
Saskatchewan	21.5%	17.5%	61.0%	0.0%	29	18.2
Manitoba	27.2%	31.5%	41.3%	0.0%	41	15.3
Ontario	29.8%	28.7%	39.5%	2.0%	351	5.2
Quebec	16.7%	43.9%	35.1%	4.3%	236	6.4
Atlantic Canada	27.3%	40.5%	31.2%	1.0%	53	13.5
<b>GENDER</b>						
Male	21.0%	28.8%	48.9%	1.3%	473	4.5
Female	29.0%	38.7%	29.3%	3.0%	493	4.4
<b>AGE</b>						
<35	14.6%	22.4%	62.9%	0.0%	145	8.1
35-45	21.7%	30.9%	44.3%	3.1%	107	9.5
45-54	29.0%	35.0%	31.6%	4.4%	185	7.2
55-64	31.3%	42.0%	24.1%	2.5%	232	6.4
65+	31.0%	47.8%	19.2%	2.0%	262	6.1
<b>EDUCATION</b>						
High school or less	31.6%	35.4%	30.8%	2.2%	238	6.4
College or CEGEP	30.1%	32.2%	34.9%	2.7%	499	4.4
University or higher	15.8%	34.1%	48.8%	1.4%	212	6.7
<b>CURRENT VOTE INTENTION</b>						
Liberal Party	15.7%	40.2%	43.0%	1.1%	395	4.9
Conservative Party	42.2%	26.3%	30.3%	1.2%	263	6.0
NDP	18.4%	30.5%	49.6%	1.6%	128	8.7
Green Party	26.9%	33.0%	35.2%	4.9%	50	13.9
Bloc Québécois	21.6%	41.0%	28.7%	8.7%	40	15.5

### **Perceptions of Job Insecurity**

*Q. Please rate the extent to which you agree or disagree with the following statement:*

*"I think there is a good chance I could lose my job over the next couple of years"*

*Please use a 7-point scale where 1 means strongly disagree, 7 means strongly agree, and the midpoint, 4, means neither agree nor disagree.*

	Disagree (1-3)	Neither (4)	Agree (5-7)	Don't know / No response	Sample Size	Margin of Error (+/-)
<b>NATIONALLY</b>	<b>40.8%</b>	<b>16.5%</b>	<b>22.5%</b>	<b>20.3%</b>	<b>1811</b>	<b>2.3</b>
<b>REGION</b>						
British Columbia	44.1%	13.5%	22.8%	19.6%	267	6.0
Alberta	38.5%	18.6%	28.0%	15.0%	198	7.0
Saskatchewan	35.7%	37.6%	12.4%	14.3%	46	14.5
Manitoba	51.1%	8.7%	19.8%	20.4%	71	11.6
Ontario	37.3%	14.0%	23.6%	25.1%	709	3.7
Quebec	47.8%	20.7%	15.9%	15.5%	415	4.8
Atlantic Canada	33.6%	15.0%	31.4%	20.0%	99	9.9
<b>GENDER</b>						
Male	43.0%	16.9%	23.3%	16.8%	899	3.3
Female	38.8%	16.2%	21.5%	23.5%	907	3.3
<b>AGE</b>						
<35	50.4%	13.5%	28.4%	7.7%	190	7.1
35-45	39.4%	23.0%	29.9%	7.7%	211	6.8
45-54	44.5%	18.2%	25.3%	12.1%	372	5.1
55-64	38.4%	15.2%	21.8%	24.6%	478	4.5
65+	31.1%	14.8%	4.6%	49.5%	491	4.4
<b>EDUCATION</b>						
High school or less	33.3%	18.9%	18.5%	29.4%	460	4.6
College or CEGEP	36.6%	17.0%	26.0%	20.5%	913	3.2
University or higher	50.0%	14.2%	22.7%	13.1%	402	4.9
<b>CURRENT VOTE INTENTION</b>						
Liberal Party	47.9%	13.8%	17.0%	21.3%	752	3.6
Conservative Party	33.7%	17.2%	27.9%	21.2%	489	4.4
NDP	40.5%	20.7%	23.4%	15.3%	238	6.4
Green Party	26.0%	22.7%	32.8%	18.5%	95	10.1
Bloc Québécois	58.9%	13.9%	17.0%	10.3%	53	13.5

### **Confidence in Job Skills**

*Q. Please rate the extent to which you agree or disagree with the following statement:*

*"I am confident that I have the skills and knowledge necessary to move easily in today's labour market"*

*Please use a 7-point scale where 1 means strongly disagree, 7 means strongly agree, and the midpoint, 4, means neither agree nor disagree.*

	Disagree (1-3)	Neither (4)	Agree (5-7)	Don't know / No response	Sample Size	Margin of Error (+/-)
<b>NATIONALLY</b>	<b>17.5%</b>	<b>16.4%</b>	<b>53.3%</b>	<b>12.7%</b>	<b>1811</b>	<b>2.3</b>
<b>REGION</b>						
British Columbia	15.7%	19.0%	50.7%	14.6%	267	6.0
Alberta	15.7%	18.7%	57.2%	8.4%	198	7.0
Saskatchewan	12.9%	19.6%	60.0%	7.4%	46	14.5
Manitoba	23.4%	25.6%	38.9%	12.2%	71	11.6
Ontario	21.0%	17.5%	45.0%	16.4%	709	3.7
Quebec	9.2%	9.3%	72.6%	8.8%	415	4.8
Atlantic Canada	29.4%	17.3%	43.7%	9.7%	99	9.9
<b>GENDER</b>						
Male	16.2%	15.5%	58.0%	10.3%	899	3.3
Female	18.8%	16.9%	49.1%	15.2%	907	3.3
<b>AGE</b>						
<35	13.1%	16.9%	69.8%	0.3%	190	7.1
35-45	18.2%	13.2%	65.1%	3.5%	211	6.8
45-54	20.9%	17.9%	57.3%	4.0%	372	5.1
55-64	21.2%	17.3%	49.3%	12.1%	478	4.5
65+	15.5%	15.0%	24.5%	45.1%	491	4.4
<b>EDUCATION</b>						
High school or less	22.3%	18.2%	39.2%	20.3%	460	4.6
College or CEGEP	20.0%	19.3%	48.1%	12.6%	913	3.2
University or higher	11.8%	12.7%	68.8%	6.7%	402	4.9
<b>CURRENT VOTE INTENTION</b>						
Liberal Party	17.4%	14.8%	54.3%	13.4%	752	3.6
Conservative Party	15.4%	18.0%	52.0%	14.5%	489	4.4
NDP	18.4%	14.6%	57.5%	9.5%	238	6.4
Green Party	23.4%	29.3%	39.9%	7.3%	95	10.1
Bloc Québécois	7.3%	8.1%	77.4%	7.2%	53	13.5

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## Methodology:

The article draws on data collected through two separate surveys. Both studies were conducted using EKOS' unique, hybrid online/telephone research panel, *Probit*. Our panel offers exhaustive coverage of the Canadian population (i.e., Internet, phone, cell phone), random recruitment (in other words, participants are recruited randomly, they do not opt themselves into our panel), and equal probability sampling. All respondents to our panel are recruited by telephone using random digit dialling and are confirmed by live interviewers. Unlike opt-in online panels, *Probit* supports margin of error estimates. We believe this to be the only probability-based online panel in Canada.

The field dates for the first survey are December 7-10, 2015. In total, a random sample of 1,956 Canadian adults aged 18 and over responded to the survey (1,811 online, 145 by phone). The margin of error associated with the total sample is +/- 2.2 percentage points, 19 times out of 20.

The field dates for the second survey are January 11-18, 2016. In total, a random sample of 2,598 Canadian adults aged 18 and over responded to the survey (2,312 online, 286 by phone). The margin of error associated with the total sample is +/- 1.9 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.