

NDP AND MULCAIR CONTINUE TO RISE:

HARPER'S APPROVAL RATING CRATERS WHILE MULCAIR HITS RECORD HIGH

[Ottawa – June 5, 2015] Just as it appeared that a locked in three-way tie was setting in, we see the NDP opening up some daylight between them and the Conservatives stuck at sub-30 and the listless Liberals that are drifting downward in a gentle but cumulatively significant erosion of their position. The NDP should be jubilant and the Liberals very concerned. It may be, however, that the truly bad news is for the Conservatives. This is evident if one takes a deeper look at the trajectories and underlying forces.

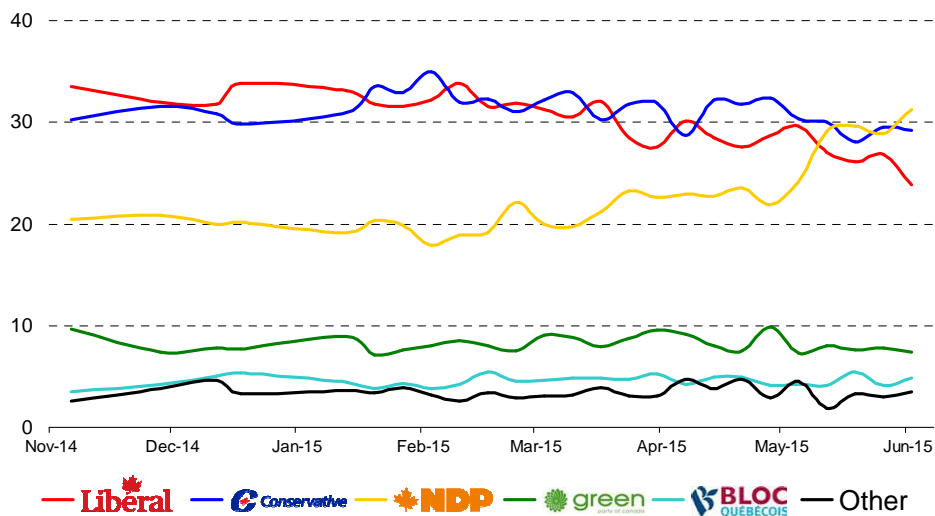
Federal vote intention

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; May 27-June 2, 2015 (n=2,204), MOE +/- 2.1%, 19 times out of 20

NDP and Liberal fortunes are inextricably connected in a shared pool of promiscuous progressive voters who are now looking more favourably at the NDP for a variety of reasons (e.g., Alberta, C-51, rising plausibility as option to dislodge current government). These swings, while real, are by no means fixed and we have seen several such large movements in this group of voters over the last several years. We do know that those outside of the dwindled Conservative base are

increasingly receptive to some forms of arrangement across progressive parties and a more concrete view of those arrangements will now await voters catching up with the rise of the NDP.¹

Whatever the current harmony of polls regarding a near three-way tie, that is so two weeks ago. If we examine the trends here based on very large probability samples, the near-tie of a month ago (seen as sketchy by many at that time) is morphing further. The Liberals continue to decline and the NDP continues to rise. The Conservatives are languishing sub-thirty, well back of where they need to be for a reasonable shot at another stable government.

NDP has pan-Canadian strength and now well in front in Quebec

What was shaping up to be a tight two-way race has now morphed into a one-way race. The NDP now holds a commanding lead in Quebec and enjoys double the support of any of the other three contenders. Liberal support, meanwhile, has dropped considerably in the province and the party now finds itself in a three-way tie for second place. Ontario, meanwhile, has transformed into a tight three-way race and all three major federalist parties now find themselves within three points of other. This is a far cry from the situation just a few short weeks ago, when Ontario was a fierce Liberal-Conservative contest and the NDP was not even considered competitive there.

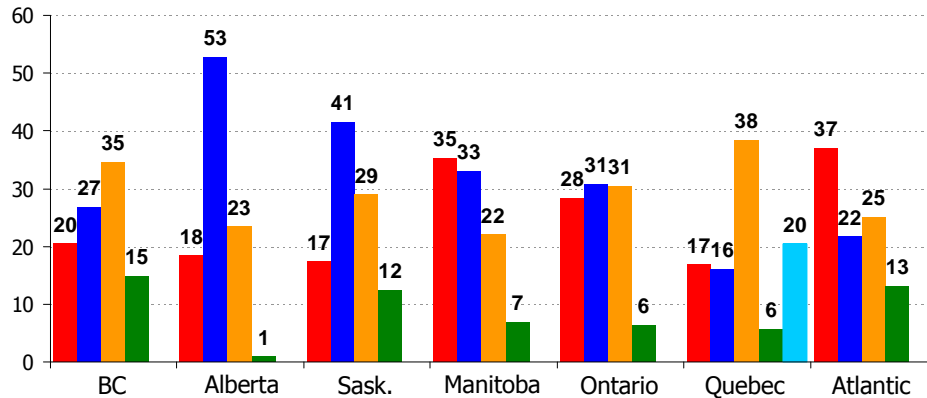
It is notable that the NDP is now the only real “pan-Canadian” party in that it is the only party that enjoys at least 20 per cent of the vote in all provinces. The Conservatives have not been a serious contender in Quebec for some time and the Liberals do quite poorly in Alberta and Saskatchewan.

Finally, the NDP also owes its recent fortunes to their success with university graduates. Indeed, the party has jumped ten points with this group in just three weeks and now holds a ten-point advantage over the Liberals, a complete reversal of the situation just a few short weeks ago. Similarly, the NDP is now tied for first among the college educated, a group that until recently appeared widely committed to the Conservative Party.

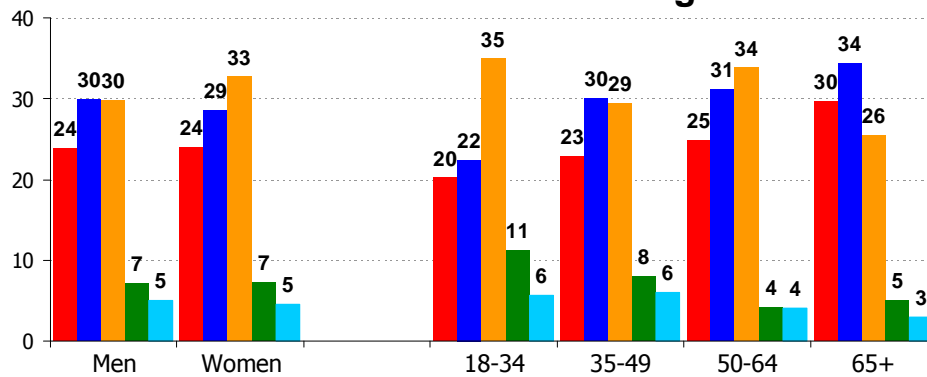
¹ EKOS Research Associates “Logjam Continues as Canadians Become More Receptive to Innovative Political Approaches”, May 29, 2015. Available online at: <http://goo.gl/QbjUU2>

Vote intention by key demographics

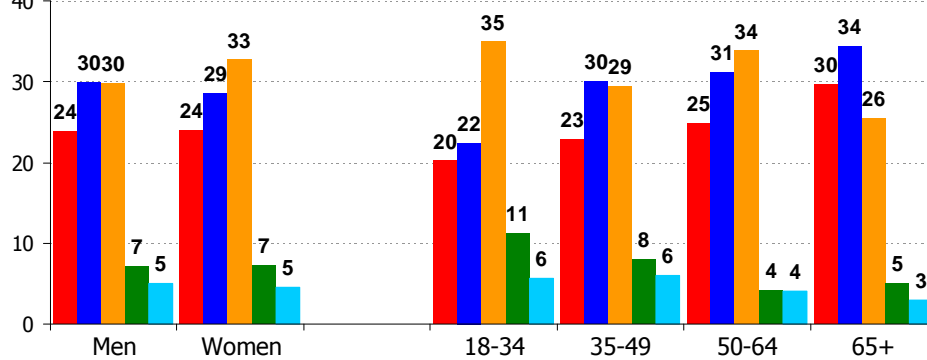
Q. If a federal election were held tomorrow, which party would you vote for?



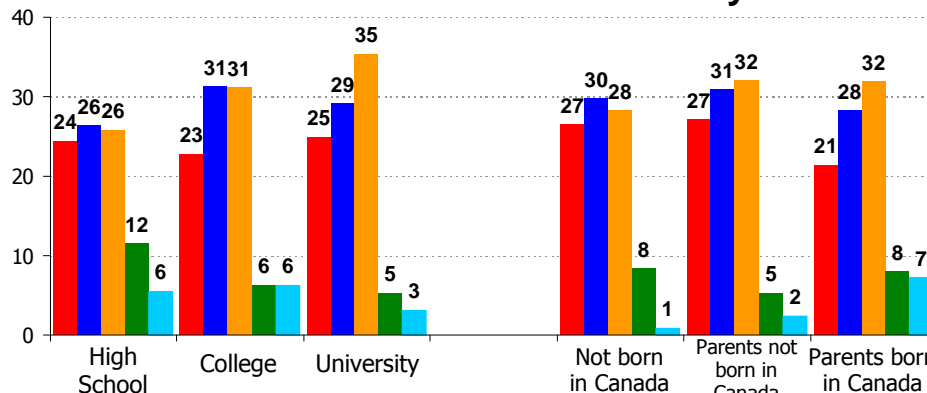
Gender



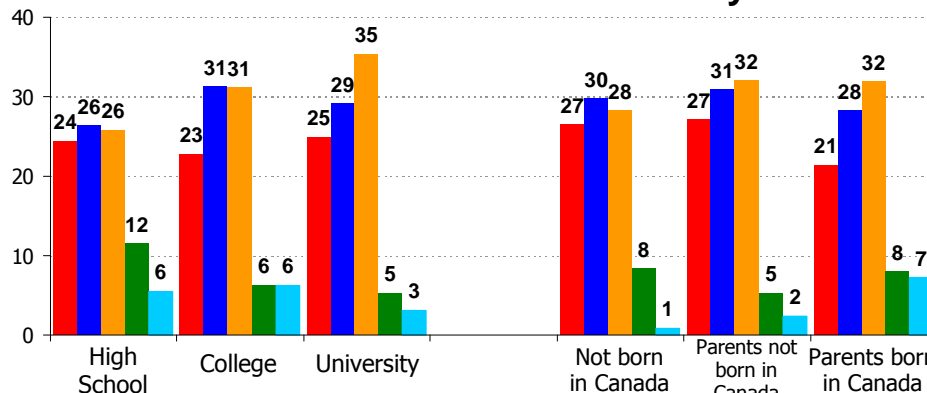
Age



Education



Country of birth



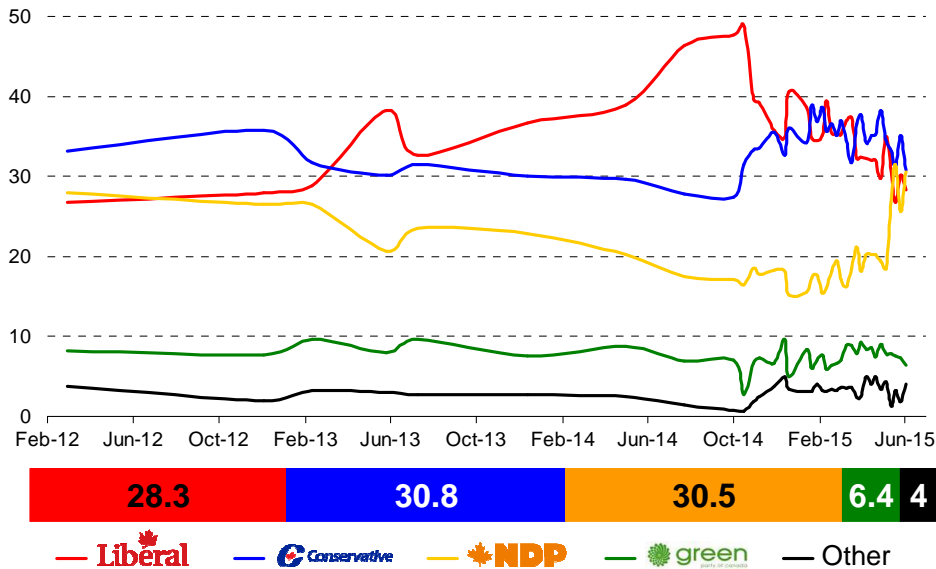
■ Liberal
 ■ Conservative
 ■ NDP
 ■ Green
 ■ BLOC
 ■ Other

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BASE: Canadians; May 27-June 2, 2015 (n=2,204), MOE +/- 2.1%, 19 times out of 20

Tracking vote intention: Ontario

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

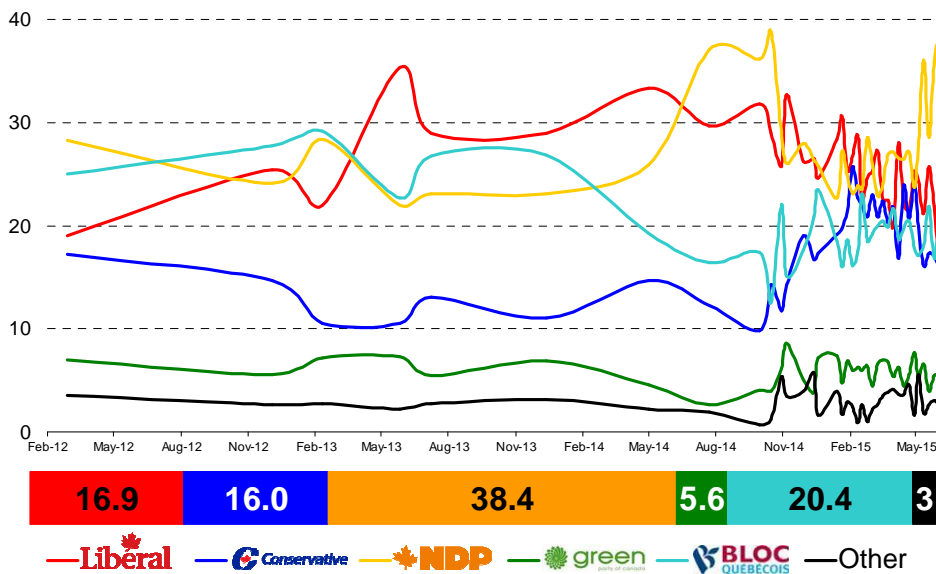


Note: The data on federal vote intention are based on decided and leaning voters only.
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BASE: Ontario residents; May 27-June 2, 2015 (n=783), MOE +/- 3.5%, 19 times out of 20

Tracking vote intention: Quebec

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

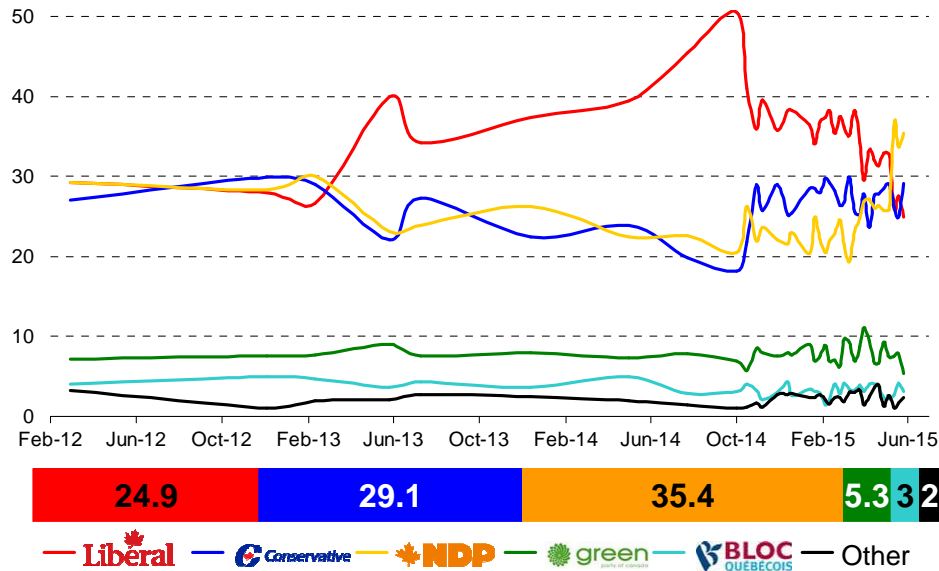


Note: The data on federal vote intention are based on decided and leaning voters only.
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BASE: Quebec residents; May 27-June 2, 2015 (n=375), MOE +/- 5.1%, 19 times out of 20

Tracking vote intention: University

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

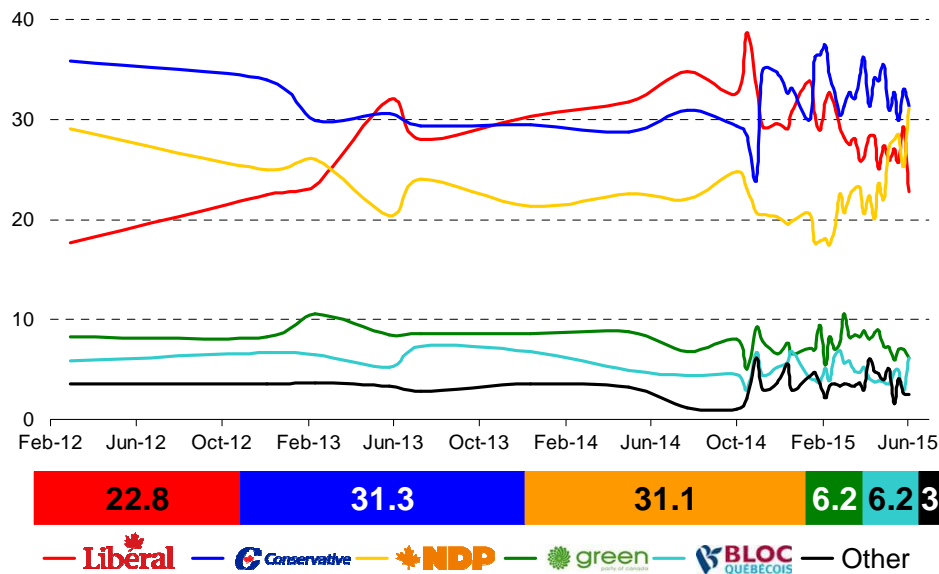


Note: The data on federal vote intention are based on decided and leaning voters only.
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BASE: University graduates; May 27-June 2, 2015 (n=851), MOE +/- 3.4%, 19 times out of 20

Tracking vote intention: College

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: College graduates; May 27-June 2, 2015 (n=695), MOE +/- 3.7%, 19 times out of 20

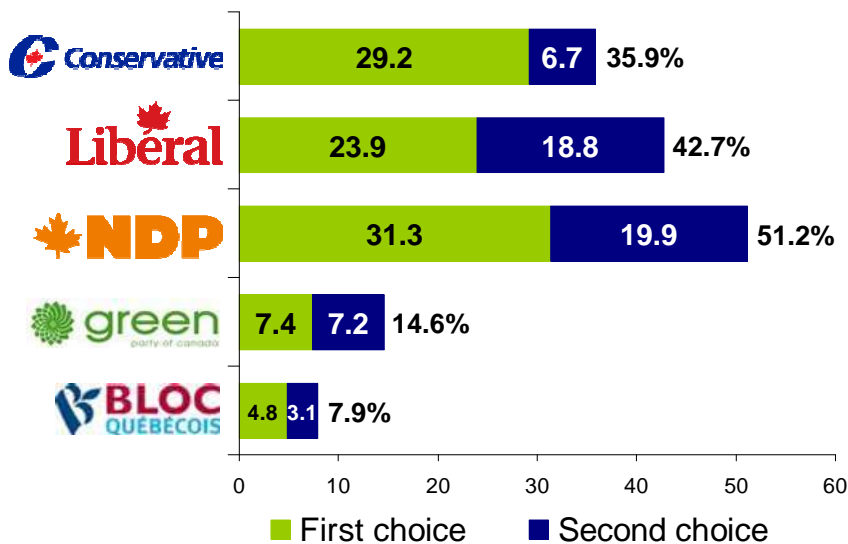
Second choice becoming more important and revealing

This week, we had a look at second choice which is a very revealing indicator. It can help assess growth opportunities, and the relative distance separating the different options in the minds of voters. This is also more important in a world where there is rising 'anyone-but-Harper' sentiment and growing receptivity to strategic voting and coalitions.²

Theoretical party ceilings

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

[IF DECIDED] What party would be your second choice?



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BASE: Canadians with a first choice; May 27-June 2, 2015 (n=1,530), MOE +/- 2.5%, 19 times out of 20

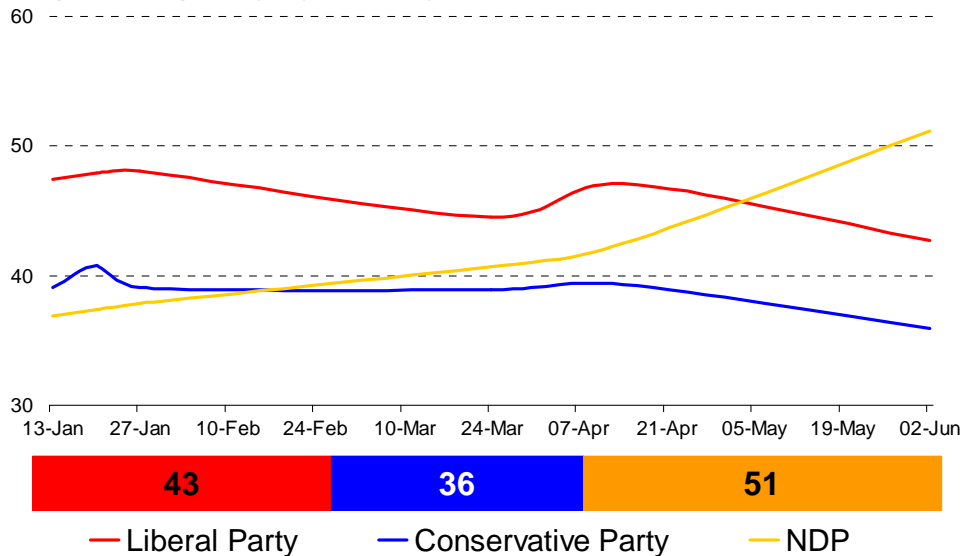
The most obvious features of this chart are two-fold. First, the opportunities for growth for the Conservatives are extremely scant. Not only are they below thirty points, but almost nobody is considering them as a second choice. This is also reflected in the loyalty of their base who are by far least likely to consider any second choice. The 'my way or the highway' is an asset for turnout, but it may also be a crippling blow to prospects for success; even when converting every possible second choice, the party is left short of its 2011 election result.

On the other hand, the NDP has the most headroom and now, astonishingly, the party leads on both first and second choice. The Liberals also have enough first and second to theoretically aspire to a majority. In the world of a united right, however, the huge advantage that the NDP and Liberals have on ceiling vote is severely dampened by the realities of vote splitting.

² EKOS Research Associates "Logjam Continues as Canadians Become More Receptive to Innovative Political Approaches", May 29, 2015. Available online at: <http://goo.gl/QbjUU2>

Tracking theoretical party ceilings

Q. If a federal election were held tomorrow, which party would you vote for?
 [IF DECIDED] What party would be your second choice?

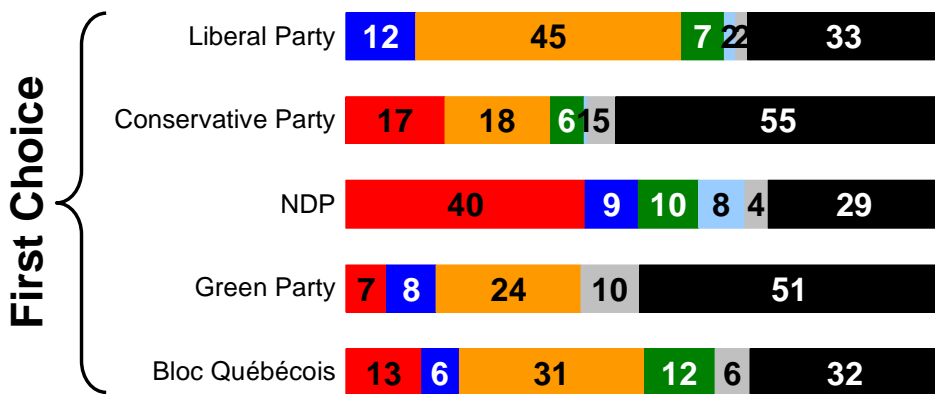


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Second choice

Q. Which party would be your second choice?

Overall



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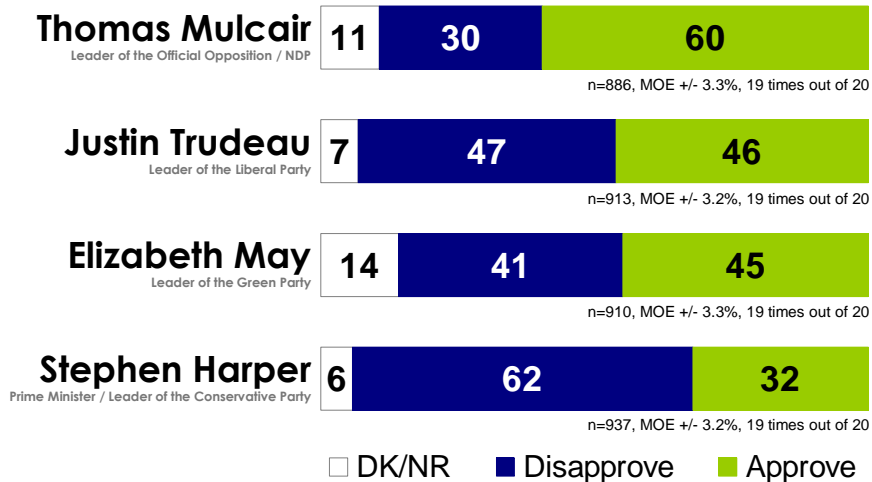
This becomes clearer when we look at the array of second choices by party. Overwhelmingly, both NDP and Liberal supporters cite each other as their second choice. If we consider second choice as a measure of values and issues distance, we can quickly see that the NDP and Liberals are far closer than the Liberals and Conservatives. This is the most interesting and dynamic to be watched in coming months. How will the clear majority of center progressive voters array themselves to get a progressive government? The answer is not clear at all and the Conservatives still may triumph because of this dynamic.

An update on the approval front: great for Mulcair, lousy for Harper

Consider the increasingly daunting challenges for Stephen Harper. The directional numbers for the country and government are horrid. The majority public view that the economy is in recession³ now seems to be emerging in at the least the first quarter growth rates. The Conservative base is down and the opportunities for growth extremely limited. On top of that, Mr. Harper's personal numbers are now declining in a clear patten which sees about twice as much disapproval as approval. Follow a real softening/warming on outlook on Mr. Harper in the fall of last year, his numbers have been in retreat and are now tracking near historical lows. Thomas Mulcair, on the other hand, is now the new champion of approval with pretty well the reverse two-to-one favorability ratio of Stephen Harper. Justin Trudeau is somewhere between and flat as the electorate wait to hear more about why he and the Liberals are the best bet to replace Mr. Harper.

Job approval ratings

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



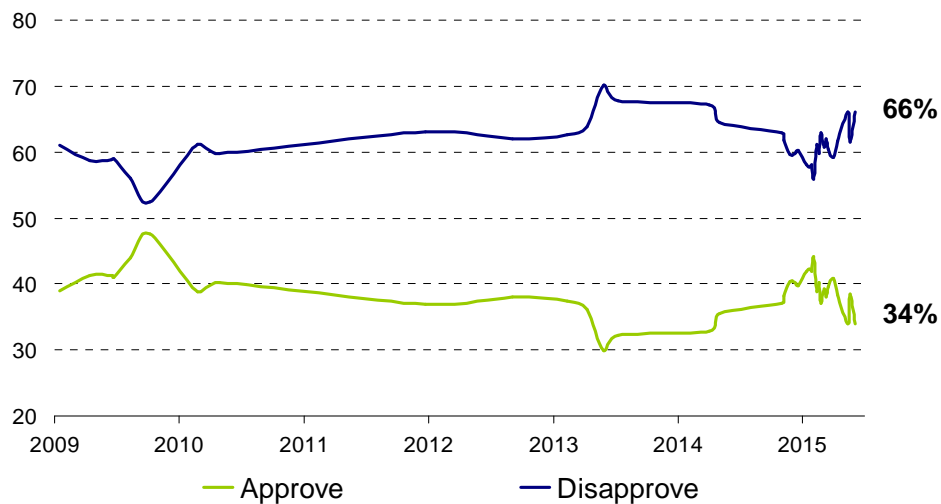
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BASE: Canadians (half-sample each); May 27-June 2, 2015

³ EKOS Research Associates, "If Canada Is So Down, Why Is Stephen Harper So Up?", April 2, 2015. Available online at: <http://goo.gl/WYAiuk>

Approval: Stephen Harper (adjusted*)

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?



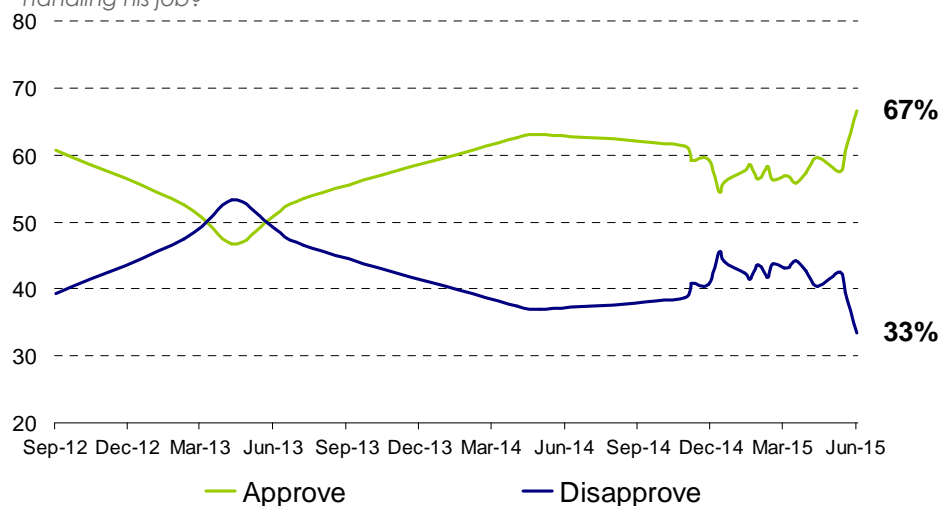
* Figures adjusted to exclude those who skipped the question

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BASE: Canadians (half-sample); May 27-June 2, 2015 (n=937), MOE +/- 3.2%, 19 times out of 20

Approval: Thomas Mulcair (adjusted*)

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?



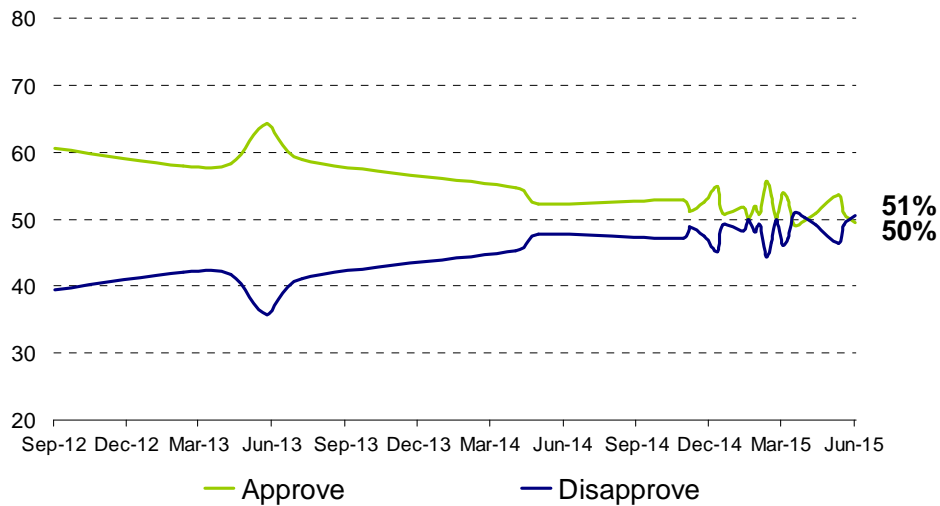
* Figures adjusted to exclude those who skipped the question

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BASE: Canadians (half-sample); May 27-June 2, 2015 (n=886), MOE +/- 3.3%, 19 times out of 20

Approval: Justin Trudeau (adjusted*)

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



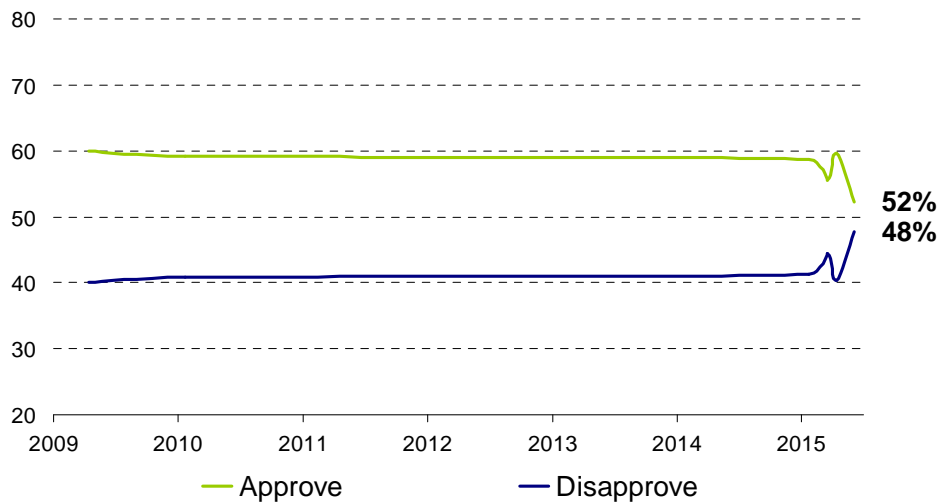
* Figures adjusted to exclude those who skipped the question

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BASE: Canadians (half-sample); May 27-June 2, 2015 (n=913), MOE +/- 3.2%, 19 times out of 20

Approval: Elizabeth May (adjusted*)

Q. Do you approve or disapprove of the way Elizabeth May, leader of the Green Party of Canada, is handling her job?



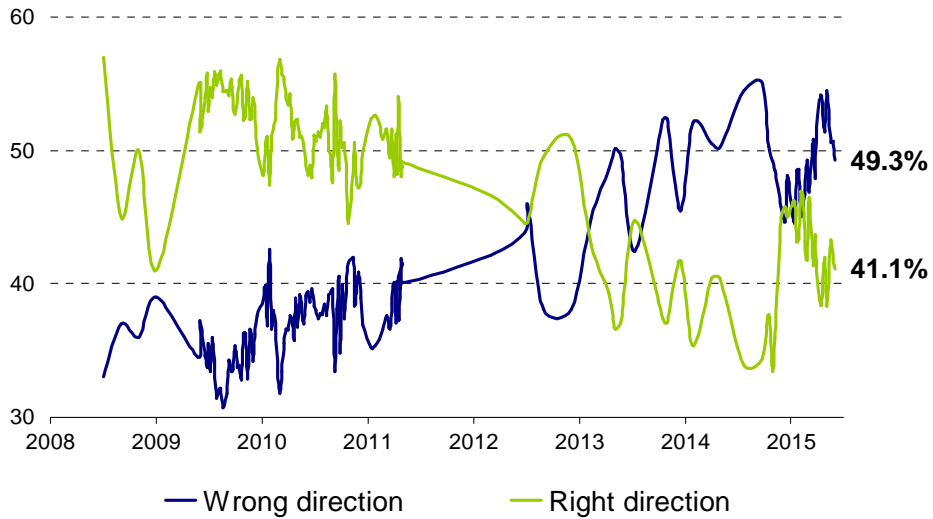
* Figures adjusted to exclude those who skipped the question

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BASE: Canadians (half-sample); May 27-June 2, 2015 (n=910), MOE +/- 3.3%, 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?

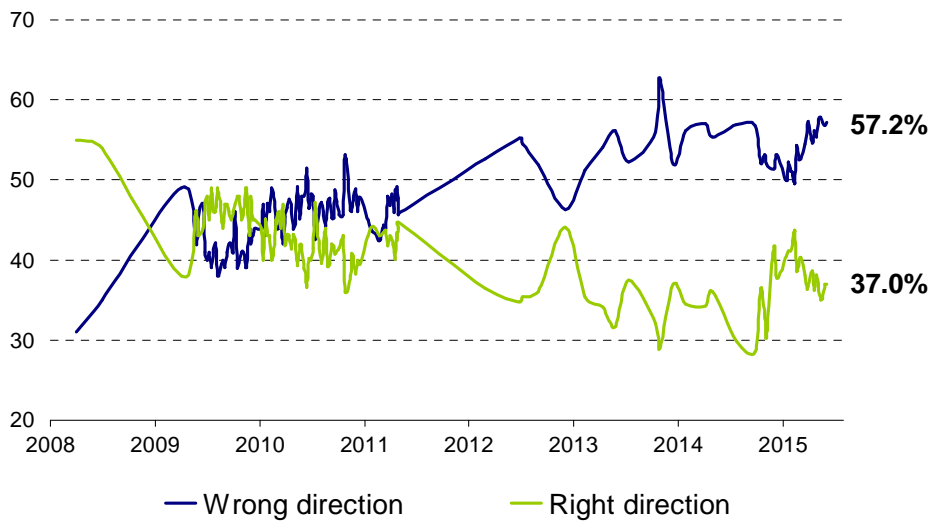


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BASE: Canadians (half-sample); May 27-June 2, 2015 (n=1,071), MOE +/- 3.0%, 19 times out of 20

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); May 27-June 2, 2015 (n=1,133), 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	23.9%	29.2%	31.3%	7.4%	4.8%	3.5%	1851	2.3
REGION								
British Columbia	20.4%	26.8%	34.6%	14.8%	–	3.5%	283	5.8
Alberta	18.4%	52.8%	23.4%	0.8%	–	4.6%	235	6.4
Saskatchewan	17.3%	41.4%	28.9%	12.3%	–	0.0%	77	11.2
Manitoba	35.3%	33.0%	22.0%	6.9%	–	2.8%	76	11.2
Ontario	28.3%	30.8%	30.5%	6.4%	–	4.1%	664	3.8
Quebec	16.9%	16.0%	38.4%	5.6%	20.4%	2.7%	317	5.5
Atlantic Canada	36.9%	21.7%	25.1%	13.1%	–	3.3%	192	7.1
GENDER								
Male	23.9%	29.9%	29.8%	7.2%	5.0%	4.2%	858	3.4
Female	24.0%	28.6%	32.8%	7.3%	4.5%	2.8%	978	3.1
AGE								
<35	20.2%	22.4%	34.9%	11.2%	5.7%	5.5%	124	8.8
35-49	22.9%	30.0%	29.4%	8.0%	6.0%	3.7%	337	5.3
50-64	24.9%	31.1%	33.9%	4.2%	4.1%	1.8%	648	3.9
65+	29.7%	34.3%	25.5%	5.0%	3.0%	2.4%	724	3.6
EDUCATION								
High school or less	24.4%	26.4%	25.8%	11.5%	5.5%	6.3%	447	4.6
College or CEGEP	22.8%	31.3%	31.1%	6.2%	6.2%	2.5%	614	4.0
University or higher	24.9%	29.1%	35.4%	5.3%	3.1%	2.3%	766	3.5
COUNTRY OF BIRTH								
Not born in Canada	26.5%	29.8%	28.2%	8.4%	0.9%	6.2%	298	5.7
Parents not born in Canada	27.1%	30.9%	32.0%	5.3%	2.4%	2.3%	535	4.2
Both parents born in Canada	21.4%	28.2%	31.9%	8.0%	7.2%	3.3%	1006	3.1

Second Choice

Q. [Decided Voters Only] Talking again in terms of a federal election, which party would be your second choice?

	Liberal Party	Conservative Party	NDP	Green Party	Bloc Québécois	Other	None	DK/ NR	Sample Size	MOE (+/-)
NATIONALLY	18.8%	6.7%	19.9%	7.2%	3.1%	4.9%	37.8%	1.6%	1530	2.5
REGION										
British Columbia	21.5%	4.5%	18.0%	11.5%	–	7.5%	34.3%	2.7%	204	6.9
Alberta	20.0%	3.1%	15.7%	8.6%	–	8.7%	42.5%	1.3%	202	6.9
Saskatchewan	14.6%	6.5%	16.7%	5.6%	–	1.6%	54.9%	0.0%	64	12.3
Manitoba	18.2%	1.9%	35.4%	12.0%	–	2.7%	29.8%	0.0%	62	12.5
Ontario	19.7%	8.0%	21.9%	5.6%	–	5.0%	38.3%	1.4%	568	4.1
Quebec	17.5%	8.1%	16.0%	6.0%	12.9%	3.3%	33.9%	2.3%	264	6.0
Atlantic Canada	14.2%	7.2%	26.8%	9.0%	–	1.2%	41.7%	0.0%	162	7.7
GENDER										
Male	19.4%	6.8%	20.1%	6.7%	4.1%	4.9%	36.9%	1.1%	722	3.7
Female	18.5%	6.5%	19.9%	7.9%	2.2%	4.8%	38.6%	1.6%	794	3.5
AGE										
<35	17.3%	8.1%	20.6%	7.4%	4.6%	6.8%	33.8%	1.4%	105	9.6
35-49	21.6%	4.7%	19.8%	6.9%	2.7%	4.8%	38.8%	0.7%	279	5.9
50-64	20.3%	7.8%	18.9%	7.0%	3.2%	3.5%	37.8%	1.6%	525	4.3
65+	15.2%	6.2%	20.7%	7.8%	1.6%	4.5%	41.8%	2.2%	606	4.0
EDUCATION										
High school or less	13.5%	8.0%	18.3%	6.9%	2.6%	6.4%	43.4%	1.0%	374	5.1
College or CEGEP	20.3%	7.5%	20.0%	5.4%	3.1%	5.7%	36.4%	1.5%	500	4.4
University or higher	21.7%	5.2%	21.1%	9.2%	3.5%	3.4%	34.5%	1.5%	635	3.9
COUNTRY OF BIRTH										
Not born in Canada	17.8%	6.2%	22.5%	6.6%	0.2%	3.6%	42.6%	0.4%	249	6.2
Parents not born in Canada	24.0%	7.6%	19.1%	4.5%	0.4%	6.2%	37.0%	1.2%	446	4.6
Both parents born in Canada	16.6%	6.3%	19.5%	8.8%	5.3%	4.5%	37.0%	1.9%	823	3.4
CURRENT VOTE INTENTION										
Liberal Party	–	11.6%	44.7%	7.3%	1.8%	2.1%	30.7%	1.8%	412	4.8
Conservative Party	16.7%	–	17.7%	5.6%	0.6%	4.8%	53.2%	1.4%	486	4.5
NDP	40.2%	8.8%	–	10.1%	7.8%	4.0%	28.0%	0.9%	452	4.6
Green Party	6.8%	8.4%	24.3%	–	0.0%	9.9%	50.3%	0.4%	85	10.6
Bloc Québécois	12.7%	6.3%	31.1%	11.9%	–	5.9%	30.9%	1.2%	53	13.5

Approval Rating – Stephen Harper

Q. [Half-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	32.0%	62.4%	5.7%	937	3.2
REGION					
British Columbia	27.5%	64.7%	7.8%	120	9.0
Alberta	50.3%	43.6%	6.1%	127	8.7
Saskatchewan	33.1%	62.5%	4.5%	41	15.3
Manitoba	30.9%	60.1%	8.9%	43	14.9
Ontario	33.9%	59.5%	6.6%	341	5.3
Quebec	24.5%	73.3%	2.2%	161	7.7
Atlantic Canada	22.2%	70.1%	7.6%	101	9.8
GENDER					
Male	34.8%	62.8%	2.4%	428	4.7
Female	31.3%	66.9%	1.8%	462	4.6
AGE					
<35	29.7%	68.1%	2.2%	78	11.1
35-49	32.6%	64.2%	3.2%	166	7.6
50-64	34.8%	62.3%	2.9%	315	5.5
65+	36.2%	62.2%	1.6%	333	5.4
EDUCATION					
High school or less	36.4%	61.7%	1.9%	220	6.6
College or CEGEP	29.7%	67.6%	2.8%	297	5.7
University or higher	33.3%	65.1%	1.7%	367	5.1
COUNTRY OF BIRTH					
Not born in Canada	44.6%	48.0%	7.4%	141	8.3
Parents not born in Canada	34.2%	64.2%	1.5%	287	5.8
Both parents born in Canada	29.0%	69.4%	1.6%	469	4.5
CURRENT VOTE INTENTION					
Liberal Party	11.0%	87.5%	1.5%	214	6.7
Conservative Party	87.7%	11.6%	0.7%	246	6.3
NDP	8.6%	90.6%	0.8%	234	6.4
Green Party	15.0%	85.0%	0.0%	39	15.7
Bloc Québécois	8.7%	91.3%	0.0%	28	18.5

Approval Rating – Thomas Mulcair

Q. [Half-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	59.5%	29.8%	10.7%	886	3.3
REGION					
British Columbia	56.8%	28.8%	14.4%	121	8.9
Alberta	46.7%	41.0%	12.3%	109	9.4
Saskatchewan	39.2%	37.7%	23.2%	44	14.8
Manitoba	45.0%	32.9%	22.1%	40	15.5
Ontario	62.2%	28.1%	9.7%	321	5.5
Quebec	68.5%	25.6%	6.0%	149	8.0
Atlantic Canada	62.4%	26.6%	11.0%	100	9.8
GENDER					
Male	62.7%	32.0%	5.3%	374	5.1
Female	61.7%	30.2%	8.1%	470	4.5
AGE					
<35	70.9%	20.1%	8.9%	51	13.7
35-49	57.1%	34.9%	8.1%	153	7.9
50-64	59.5%	34.4%	6.1%	296	5.7
65+	62.1%	32.9%	5.0%	348	5.3
EDUCATION					
High school or less	58.3%	35.0%	6.7%	233	6.4
College or CEGEP	60.9%	32.0%	7.1%	272	5.9
University or higher	66.9%	26.5%	6.5%	339	5.3
COUNTRY OF BIRTH					
Not born in Canada	57.8%	33.2%	9.0%	154	7.9
Parents not born in Canada	57.9%	36.0%	6.1%	214	6.7
Both parents born in Canada	65.3%	27.9%	6.8%	479	4.5
CURRENT VOTE INTENTION					
Liberal Party	65.7%	25.1%	9.2%	198	7.0
Conservative Party	34.9%	59.5%	5.5%	240	6.3
NDP	93.3%	4.4%	2.3%	218	6.6
Green Party	67.1%	31.1%	1.7%	46	14.5
Bloc Québécois	71.8%	20.9%	7.2%	25	19.6

Approval Rating – Justin Trudeau

Q. [Half-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%	47.0%	6.9%	913	3.2
REGION					
British Columbia	49.4%	39.1%	11.5%	116	9.1
Alberta	36.6%	52.2%	11.2%	118	9.0
Saskatchewan	48.0%	38.5%	13.4%	53	13.5
Manitoba	52.1%	36.6%	11.2%	33	17.1
Ontario	51.2%	43.7%	5.0%	318	5.5
Quebec	41.9%	56.6%	1.5%	169	7.5
Atlantic Canada	44.9%	39.4%	15.7%	104	9.6
GENDER					
Male	47.8%	50.9%	1.4%	380	5.0
Female	48.4%	47.4%	4.2%	488	4.4
AGE					
<35	53.4%	46.2%	0.4%	61	12.6
35-49	46.3%	47.0%	6.6%	149	8.0
50-64	46.1%	51.1%	2.8%	317	5.5
65+	45.6%	50.5%	3.8%	340	5.3
EDUCATION					
High school or less	47.5%	50.1%	2.5%	241	6.3
College or CEGEP	47.1%	51.4%	1.5%	272	5.9
University or higher	50.6%	45.2%	4.2%	349	5.3
COUNTRY OF BIRTH					
Not born in Canada	52.5%	44.6%	2.9%	131	8.6
Parents not born in Canada	48.9%	47.3%	3.9%	256	6.1
Both parents born in Canada	46.3%	50.4%	3.3%	487	4.4
CURRENT VOTE INTENTION					
Liberal Party	84.5%	13.6%	1.9%	209	6.8
Conservative Party	21.4%	77.1%	1.4%	241	6.3
NDP	47.1%	51.3%	1.6%	229	6.5
Green Party	47.0%	53.0%	0.0%	40	15.5
Bloc Québécois	33.9%	63.1%	3.0%	30	17.9

Approval Rating – Elizabeth May

Q. [Half-sample only] Do you approve or disapprove of the way Elizabeth May, leader of the Green Party of Canada, is handling her job?

	Approve	Disapprove	Don't know / No response	Sample Size	Margin of Error (+/-)
NATIONALLY	44.9%	40.9%	14.2%	910	3.3
REGION					
British Columbia	51.3%	37.4%	11.3%	125	8.8
Alberta	31.1%	48.5%	20.4%	118	9.0
Saskatchewan	41.9%	36.5%	21.6%	32	17.3
Manitoba	29.8%	47.0%	23.1%	50	13.9
Ontario	48.7%	37.7%	13.6%	344	5.3
Quebec	44.2%	43.5%	12.3%	141	8.3
Atlantic Canada	50.3%	39.3%	10.4%	97	10.0
GENDER					
Male	47.5%	42.2%	10.3%	422	4.8
Female	45.8%	43.9%	10.4%	444	4.7
AGE					
<35	42.6%	41.9%	15.6%	68	11.9
35-49	55.0%	35.1%	10.0%	170	7.5
50-64	44.2%	47.7%	8.1%	294	5.7
65+	42.6%	49.0%	8.5%	341	5.3
EDUCATION					
High school or less	38.0%	53.3%	8.7%	212	6.7
College or CEGEP	47.9%	38.2%	13.9%	297	5.7
University or higher	52.7%	38.7%	8.6%	357	5.2
COUNTRY OF BIRTH					
Not born in Canada	45.8%	40.4%	13.8%	164	7.7
Parents not born in Canada	41.5%	46.5%	12.0%	245	6.3
Both parents born in Canada	49.3%	41.5%	9.2%	461	4.6
CURRENT VOTE INTENTION					
Liberal Party	53.3%	35.3%	11.4%	203	6.9
Conservative Party	30.9%	61.9%	7.3%	245	6.3
NDP	54.4%	37.0%	8.6%	223	6.6
Green Party	84.6%	7.9%	7.5%	45	14.6
Bloc Québécois	67.9%	20.8%	11.3%	23	20.4

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	41.1%	49.3%	9.6%	1071	3.0
REGION					
British Columbia	40.2%	51.8%	8.1%	155	7.9
Alberta	48.4%	40.5%	11.2%	135	8.4
Saskatchewan	58.7%	23.5%	17.8%	43	14.9
Manitoba	42.4%	43.2%	14.3%	49	14.0
Ontario	41.4%	48.8%	9.8%	392	5.0
Quebec	35.5%	57.3%	7.2%	183	7.2
Atlantic Canada	40.3%	51.9%	7.8%	109	9.4
GENDER					
Male	48.4%	44.3%	7.4%	479	4.5
Female	38.1%	58.0%	4.0%	535	4.2
AGE					
<35	35.1%	54.5%	10.4%	61	12.6
35-49	39.9%	56.1%	4.0%	199	7.0
50-64	47.8%	47.6%	4.6%	380	5.0
65+	50.8%	43.9%	5.2%	377	5.1
EDUCATION					
High school or less	46.0%	46.7%	7.3%	238	6.4
College or CEGEP	47.4%	46.7%	5.9%	356	5.2
University or higher	36.6%	59.3%	4.2%	416	4.8
COUNTRY OF BIRTH					
Not born in Canada	42.4%	40.1%	17.5%	172	7.5
Parents not born in Canada	51.0%	45.0%	4.0%	277	5.9
Both parents born in Canada	39.3%	57.2%	3.4%	568	4.1
CURRENT VOTE INTENTION					
Liberal Party	40.1%	58.1%	1.7%	229	6.5
Conservative Party	80.0%	14.9%	5.1%	268	6.0
NDP	25.6%	69.9%	4.5%	268	6.0
Green Party	18.7%	69.6%	11.6%	60	12.7
Bloc Québécois	30.5%	69.5%	0.0%	33	17.1

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	37.0%	57.2%	5.7%	1133	2.9
REGION					
British Columbia	33.3%	58.2%	8.5%	173	7.5
Alberta	55.4%	37.9%	6.7%	140	8.3
Saskatchewan	44.8%	43.4%	11.8%	58	12.9
Manitoba	37.9%	53.8%	8.3%	51	13.7
Ontario	39.3%	57.0%	3.7%	391	5.0
Quebec	29.0%	67.0%	4.1%	192	7.1
Atlantic Canada	27.7%	61.7%	10.6%	125	8.8
GENDER					
Male	40.8%	56.9%	2.2%	476	4.5
Female	35.6%	61.6%	2.8%	606	4.0
AGE					
<35	36.1%	61.6%	2.3%	91	10.3
35-49	36.7%	59.3%	4.0%	184	7.2
50-64	36.8%	61.1%	2.1%	369	5.1
65+	44.3%	53.5%	2.2%	439	4.7
EDUCATION					
High school or less	45.4%	50.5%	4.1%	303	5.6
College or CEGEP	36.1%	61.7%	2.2%	339	5.3
University or higher	34.1%	65.0%	0.9%	435	4.7
COUNTRY OF BIRTH					
Not born in Canada	49.7%	47.2%	3.1%	178	7.4
Parents not born in Canada	42.8%	54.3%	2.9%	326	5.4
Both parents born in Canada	32.2%	65.5%	2.3%	585	4.1
CURRENT VOTE INTENTION					
Liberal Party	18.6%	77.7%	3.6%	256	6.1
Conservative Party	82.2%	16.3%	1.5%	327	5.4
NDP	14.2%	85.0%	0.8%	287	5.8
Green Party	17.3%	81.1%	1.6%	46	14.5
Bloc Québécois	9.9%	90.1%	0.0%	28	18.5

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 May 27-June 2, 2015. In total, a random sample of 2,204 Canadian adults aged 18 and over responded to the survey. The margin of error associated with the total sample is +/-2.1 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.