

LIBERALS HAVE SLIGHT LEAD AS HARPER LOSING EDGE ON VALUES

WORST EVER PROJECTION FORWARD LAST WEEK; THIS WEEK, THINGS ARE EQUALLY BAD LOOKING BACK

[Ottawa – March 20, 2015] This week, there is not much new to report on the vote intention front. The Liberals have bounced back to 32 points, while the Conservatives have dropped to 30, their lowest point so far this year. It is worth noting that this represents a net four-point shift for the Conservatives (from a two-point lead to a two-point deficit) and certainly bears watching; however, they are not far off from their average showing over the past few months and we would advise against making any predictions at this point. The NDP are at 21 points and seem to be holding steady.

Regionally, the key battleground of Ontario is turning into an interesting race; the Liberals have opened up a small, but statistically significant lead. Meanwhile, Quebec, once a tight battle between the Liberals and NDP, has turned into a very unpredictable four-way race with the NDP, Liberals, Conservatives, and Bloc Québécois all within four points of each other.

The Liberals have also opened up a surprising lead in Manitoba. While the small sample size here confounds a more meaningful analysis, a net 35-point shift is statistically significant and we believe that something is going on in the province. Atlantic Canada remains a Liberal stronghold while Alberta remains firmly in the hands of the Conservatives. The Liberals have improved their standing in British Columbia, but the province is highly fluid and we would recommend against reading too deeply into the week-to-week movements here.

HIGHLIGHTS

- **Federal vote intention:**
 - ▣ **32.1% Liberal Party**
 - ▣ **30.2% Conservative Party**
 - ▣ **21.2% NDP**
 - ▣ **7.9% Green Party**
 - ▣ **4.8% Bloc Québécois**
 - ▣ **3.9% Other**
- **Leader who best represents values:**
 - ▣ **27% Stephen Harper**
 - ▣ **26% Justin Trudeau**
 - ▣ **19% Thomas Mulcair**
 - ▣ **19% Other**
- **Self-rated progress (1-year):**
 - ▣ **14% Moved ahead**
 - ▣ **43% Stayed the same**
 - ▣ **37% Fallen behind**
- **Self-rated progress (5-year):**
 - ▣ **19% Moved ahead**
 - ▣ **36% Stayed the same**
 - ▣ **37% Fallen behind**

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

 [twitter.com/EKOS Research](https://twitter.com/EKOS_Research)

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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



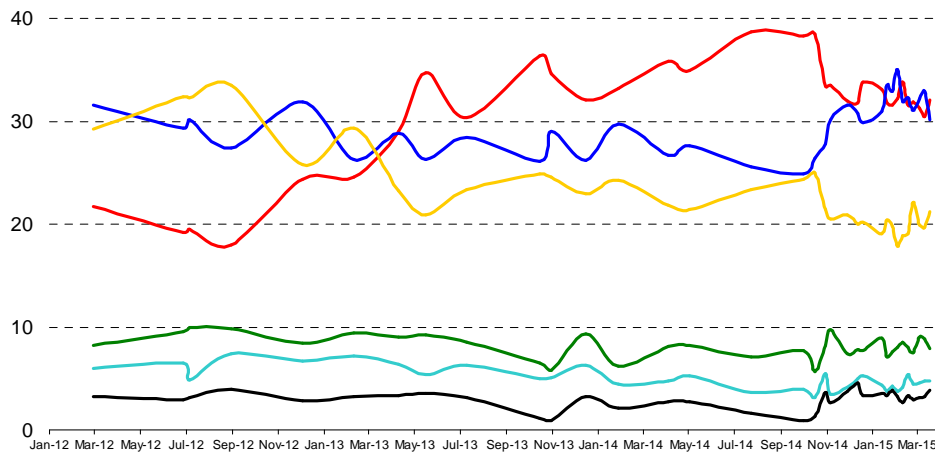
Note: The data on federal vote intention are based on decided and leaning voters only.

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BASE: Canadians; March 11-17, 2015 (n=3,832), MOE +/- 1.6%, 19 times out of 20

Tracking federal vote intention

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

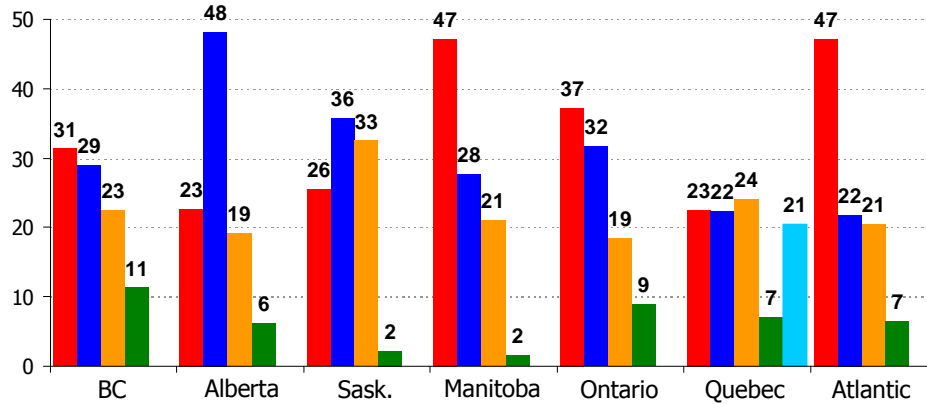


Note: The data on federal vote intention are based on decided and leaning voters only.
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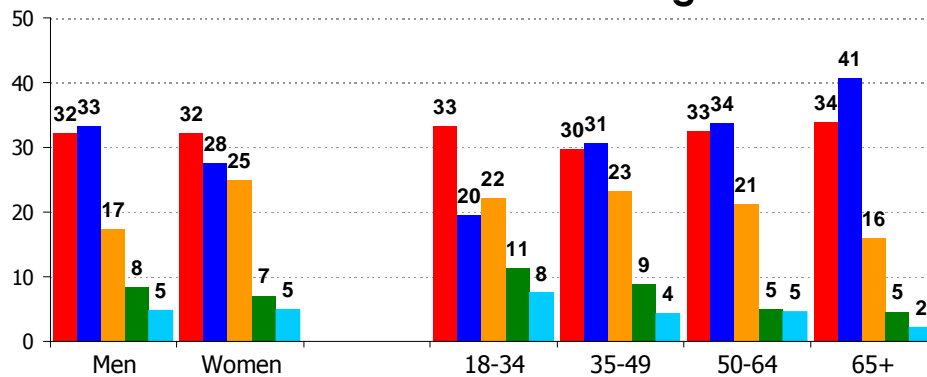
BASE: Canadians; March 11-17, 2015 (n=3,832), MOE +/- 1.6%, 19 times out of 20

Vote intention by key demographics

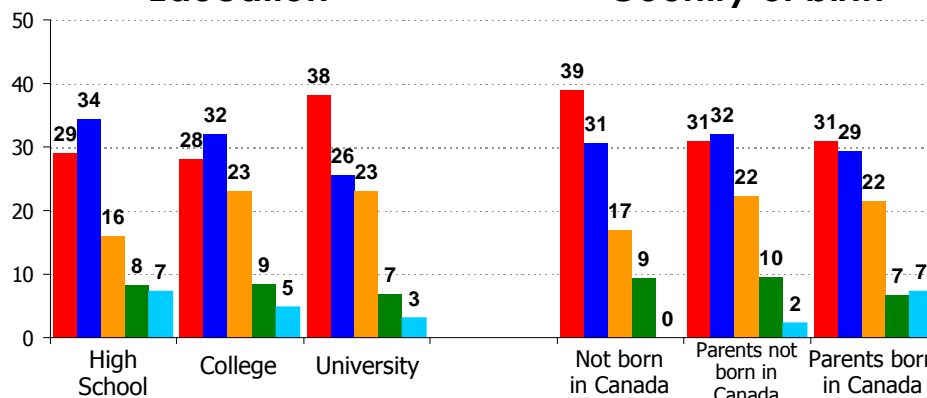
Q. If a federal election were held tomorrow, which party would you vote for?



Gender



Education



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

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BASE: Canadians; March 11-17, 2015 (n=3,832), MOE +/- 1.6%, 19 times out of 20

Canadians having second thoughts on the values front?

Following up on our work from last week, Canadians were travelling down a path of increased intolerance.¹ However, in light of the recent debate over culture and security, Canadians seem to be re-evaluating their stance. Most notably, Stephen Harper's values advantage has disappeared and Canadians are now evenly split on whether it is Mr. Harper or Mr. Trudeau who is best able to represent their values. While this is certainly not the first time we have seen the two leaders in a statistical tie, the timing of this shift suggests that something very real is happening.

Party leader that best represents values

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

February 25-March 3, 2015



BASE: Canadians (half-sample); Feb. 25-Mar. 3, 2015 (n=1,618), MOE +/- 2.4%, 19 times out of 20

March 11-17, 2015



BASE: Canadians (half-sample); March 11-17, 2015 (n=1,925), MOE +/- 2.2%, 19 times out of 20

■ Stephen Harper ■ Justin Trudeau ■ Thomas Mulcair ■ Other

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There are a number of recent events that could be driving this trend. The results could be blowback over Bill C-51. Alternatively, Canadians may be reacting to Mr. Trudeau's speech on values. More likely, however, is that Canadians are having second thoughts on the values front and the security and culture narrative is beginning to lose strength as the prospect of a stagnant and eroding economy begins to take hold.

Last week, we reported that Canadians' projection for their economic future was at an all-time low.² This week we look backwards — and the picture is every bit as grim. Just one in seven Canadians feels they have moved ahead over the past year. Furthermore, just one in five feels they have moved ahead since Mr. Harper formed his majority government.

In 1980, Ronald Reagan campaigned on a famous but simple question — "are you better off than you were four years ago"? It seems that Canadians are beginning to ask themselves this very question and the results are quite bleak. As focus fades from culture and terror, it will become

¹ Frank Graves, "Tolerance Under Pressure?", March 12, 2015. Available online at: <http://goo.gl/JX2om>

² EKOS Research Associates, "Voters Stuck", March 13, 2015. Available online at: <http://goo.gl/5Afvby>

increasingly difficult to keep attention away from the economy. Mr. Harper may very well decide to shift gears and focus on the economic growth that Canada has enjoyed under his leadership; however, it may be difficult selling this narrative to a public that hasn't seen a substantial real wage increase in decades.

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?

One Year



Five Years



DK/NR Fallen behind Stayed the same Moved ahead

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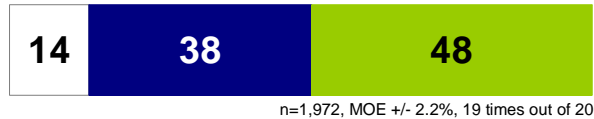
BASE: Canadians (half-sample each); March 11-17, 2015

Approval ratings:

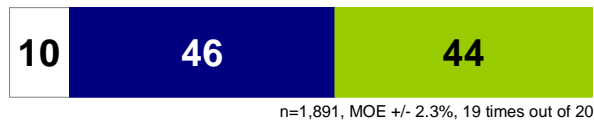
Job approval ratings

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

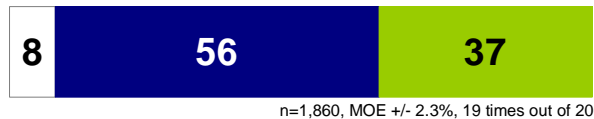
Thomas Mulcair
Leader of the Official Opposition / NDP



Justin Trudeau
Leader of the Liberal Party



Stephen Harper
Prime Minister / Leader of the Conservative Party



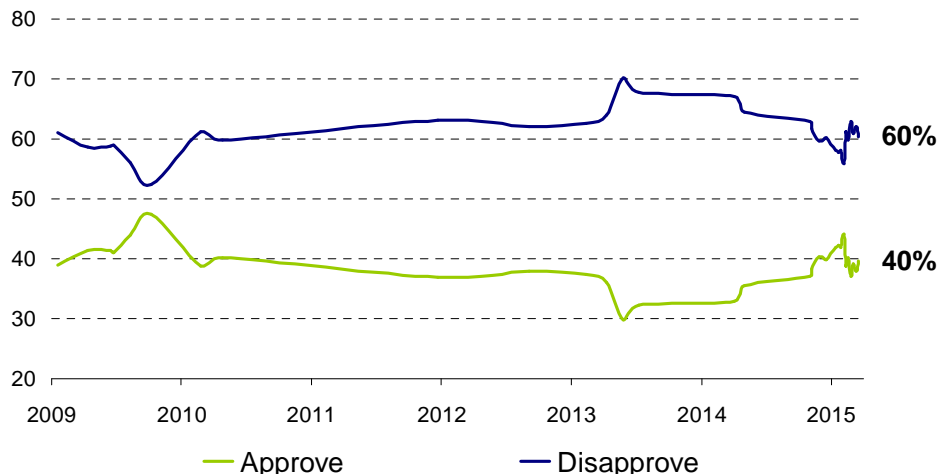
□ DK/NR ■ Disapprove ■ Approve

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BASE: Canadians (half-sample each); March 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?



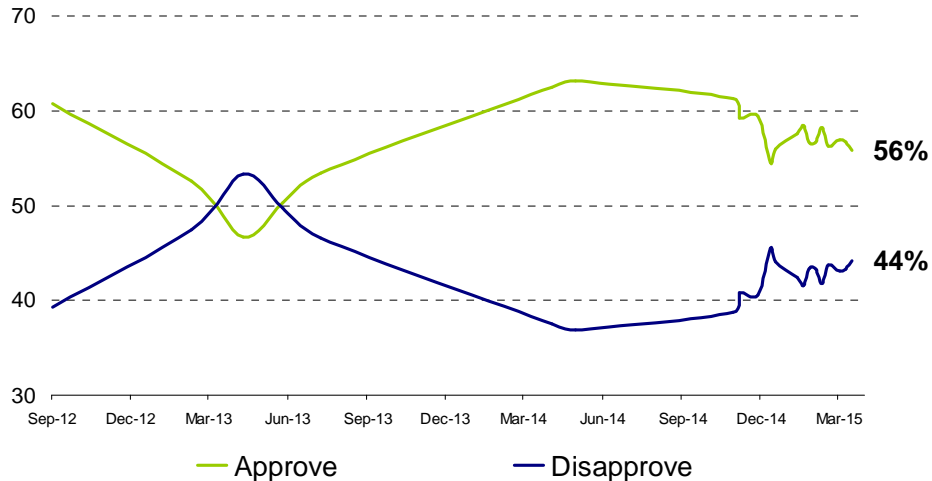
Note: Figures adjusted to exclude those who did not provide valid responses

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BASE: Canadians (half-sample); March 11-17, 2015 (n=1,860), MOE +/- 2.3%, 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?

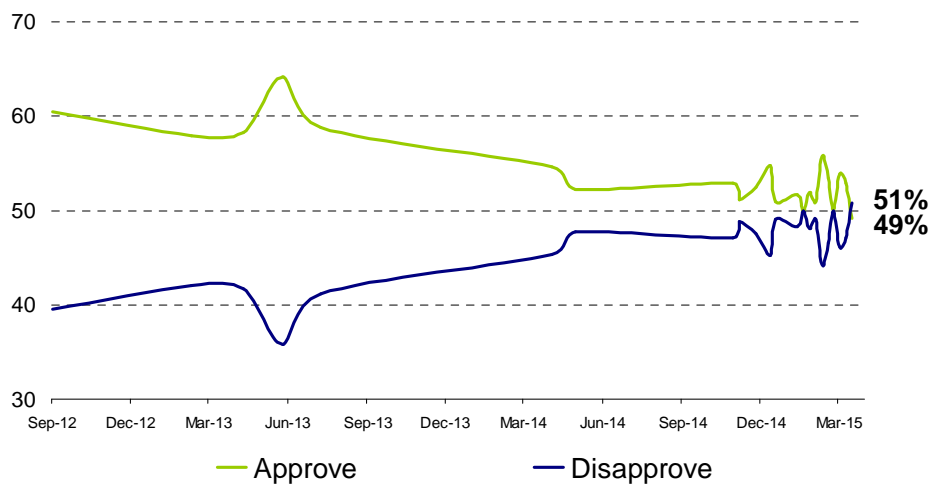


Note: Figures adjusted to exclude those who did not provide valid responses
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BASE: Canadians (half-sample); March 11-17, 2015 (n=1,972), MOE +/- 2.2%, 19 times out of 20

Approval rating – Justin Trudeau

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



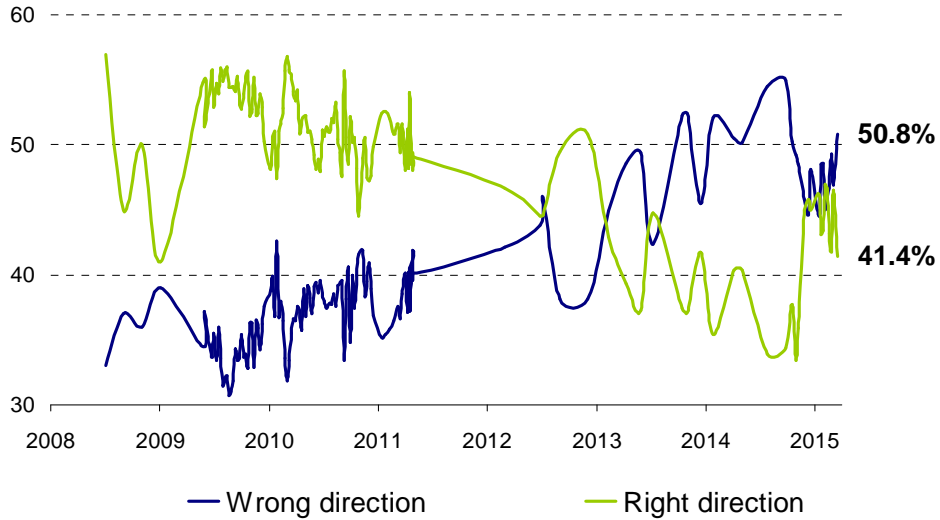
Note: Figures adjusted to exclude those who did not provide valid responses
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BASE: Canadians (half-sample); March 11-17, 2015 (n=1,891), MOE +/- 2.3%, 19 times out of 20

Direction of country/government:

Direction of country

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

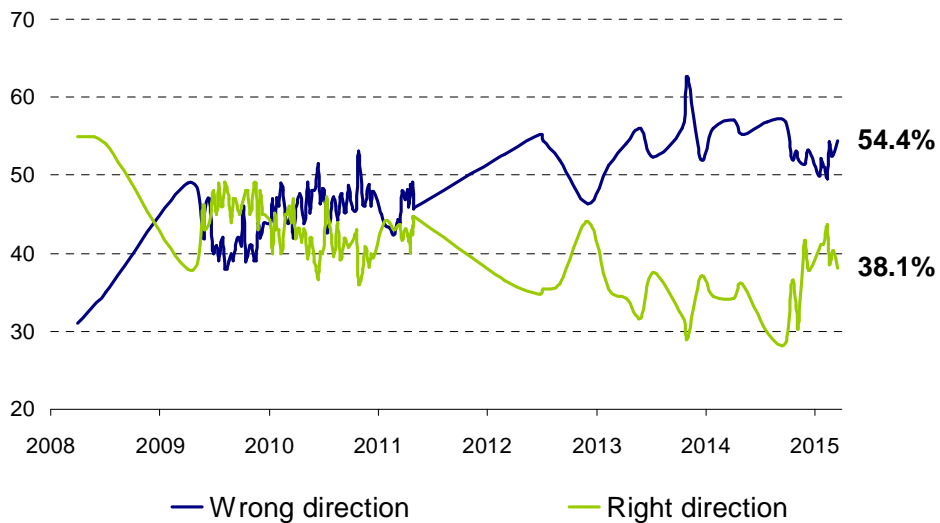


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BASE: Canadians (half-sample); March 11-17, 2015 (n=1,813), MOE +/- 2.3%, 19 times out of 20

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); March 11-17, 2015 (n=2,019), MOE +/- 2.2%, 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	32.1%	30.2%	21.2%	7.9%	4.8%	3.9%	3193	1.7
REGION								
British Columbia	31.4%	28.9%	22.5%	11.3%	–	5.8%	507	4.4
Alberta	22.6%	48.1%	19.2%	6.1%	–	3.9%	357	5.2
Saskatchewan	25.5%	35.7%	32.5%	2.2%	–	4.2%	108	9.4
Manitoba	47.1%	27.7%	21.1%	1.6%	–	2.5%	123	8.8
Ontario	37.3%	31.7%	18.5%	8.9%	–	3.6%	1199	2.8
Quebec	22.5%	22.4%	24.1%	7.0%	20.5%	3.5%	539	4.2
Atlantic Canada	47.2%	21.8%	20.5%	6.5%	–	4.0%	348	5.3
GENDER								
Male	32.2%	33.2%	17.4%	8.4%	4.7%	4.1%	1567	2.5
Female	32.2%	27.5%	25.0%	7.1%	5.0%	3.2%	1582	2.5
AGE								
<35	33.3%	19.5%	22.2%	11.4%	7.5%	6.0%	295	5.7
35-49	29.7%	30.6%	23.2%	9.0%	4.3%	3.1%	607	4.0
50-64	32.5%	33.7%	21.3%	5.0%	4.6%	2.9%	1071	3.0
65+	33.9%	40.7%	16.0%	4.6%	2.1%	2.7%	1178	2.9
EDUCATION								
High school or less	29.0%	34.4%	16.0%	8.3%	7.3%	5.1%	842	3.4
College or CEGEP	28.1%	32.1%	23.1%	8.5%	4.8%	3.3%	1061	3.0
University or higher	38.2%	25.6%	23.1%	6.9%	3.2%	3.0%	1238	2.8
COUNTRY OF BIRTH								
Not born in Canada	38.9%	30.6%	16.9%	9.3%	0.0%	4.3%	493	4.4
Parents not born in Canada	30.9%	32.0%	22.3%	9.6%	2.4%	2.8%	901	3.3
Both parents born in Canada	31.0%	29.3%	21.6%	6.7%	7.3%	4.1%	1759	2.3

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	26.7%	19.2%	25.7%	19.3%	9.1%	1925	2.2
REGION							
British Columbia	26.6%	15.4%	28.4%	17.7%	11.8%	276	5.9
Alberta	47.1%	15.0%	16.5%	8.6%	12.7%	227	6.5
Saskatchewan	37.7%	22.7%	13.7%	7.5%	18.4%	74	11.4
Manitoba	28.8%	17.3%	31.3%	19.3%	3.4%	77	11.2
Ontario	26.0%	18.3%	29.8%	17.6%	8.3%	735	3.6
Quebec	18.5%	25.1%	21.8%	29.3%	5.4%	329	5.4
Atlantic Canada	22.3%	17.2%	30.1%	16.0%	14.3%	202	6.9
GENDER							
Male	31.0%	19.8%	27.0%	18.3%	3.9%	893	3.3
Female	25.3%	20.8%	26.8%	21.9%	5.2%	922	3.2
AGE							
<35	22.3%	17.8%	26.0%	28.5%	5.4%	165	7.6
35-49	27.0%	23.0%	25.6%	19.7%	4.6%	370	5.1
50-64	29.6%	21.9%	28.8%	15.2%	4.5%	611	4.0
65+	35.6%	17.0%	28.0%	16.3%	3.2%	670	3.8
EDUCATION							
High school or less	31.5%	12.5%	26.3%	26.1%	3.6%	493	4.4
College or CEGEP	30.5%	19.9%	25.0%	20.0%	4.6%	606	4.0
University or higher	22.6%	26.9%	29.8%	15.6%	5.1%	708	3.7
COUNTRY OF BIRTH							
Not born in Canada	33.0%	17.3%	30.2%	15.2%	4.2%	286	5.8
Parents not born in Canada	28.6%	20.8%	27.4%	17.2%	6.0%	507	4.4
Both parents born in Canada	26.5%	20.5%	26.1%	22.8%	4.2%	1031	3.1
CURRENT VOTE INTENTION							
Liberal Party	5.9%	13.9%	67.9%	10.1%	2.1%	543	4.2
Conservative Party	83.9%	2.9%	4.7%	5.8%	2.7%	544	4.2
NDP	3.5%	69.0%	12.5%	13.7%	1.2%	306	5.6
Green Party	5.1%	7.0%	16.3%	69.9%	1.6%	104	9.6
Bloc Québécois	0.7%	19.8%	8.1%	65.3%	6.0%	52	13.6

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	37.4%	42.9%	14.1%	5.6%	1892	2.3
REGION						
British Columbia	40.8%	39.3%	9.9%	10.0%	297	5.7
Alberta	29.2%	44.6%	21.2%	5.0%	214	6.7
Saskatchewan	34.3%	39.4%	12.5%	13.8%	74	11.4
Manitoba	41.2%	35.8%	17.4%	5.7%	82	10.8
Ontario	36.9%	44.1%	14.1%	4.9%	702	3.7
Quebec	41.8%	42.7%	13.7%	1.8%	308	5.6
Atlantic Canada	29.9%	48.1%	12.2%	9.7%	207	6.8
GENDER						
Male	40.2%	41.5%	16.6%	1.7%	878	3.3
Female	37.2%	48.2%	13.2%	1.4%	916	3.2
AGE						
<35	41.2%	40.7%	16.7%	1.4%	175	7.4
35-49	40.4%	41.6%	16.5%	1.5%	338	5.3
50-64	39.1%	44.2%	14.5%	2.1%	587	4.0
65+	32.3%	56.7%	9.8%	1.2%	691	3.7
EDUCATION						
High school or less	45.0%	41.1%	12.9%	1.0%	502	4.4
College or CEGEP	43.6%	41.1%	13.5%	1.8%	620	3.9
University or higher	29.2%	51.9%	17.6%	1.3%	660	3.8
COUNTRY OF BIRTH						
Not born in Canada	42.0%	45.6%	10.9%	1.5%	306	5.6
Parents not born in Canada	36.4%	46.5%	13.8%	3.3%	515	4.3
Both parents born in Canada	39.4%	43.4%	16.3%	0.9%	976	3.1
CURRENT VOTE INTENTION						
Liberal Party	40.8%	44.6%	13.4%	1.1%	533	4.2
Conservative Party	25.8%	49.4%	22.8%	2.0%	537	4.2
NDP	38.0%	50.0%	10.7%	1.3%	295	5.7
Green Party	57.8%	35.4%	4.5%	2.3%	105	9.6
Bloc Québécois	47.9%	35.8%	15.2%	1.0%	62	12.5

Self-Rated Progress (Five Years)

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

	Fallen behind	Stayed the same	Moved ahead	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	37.3%	35.9%	19.4%	7.5%	1940	2.2
REGION						
British Columbia	41.2%	35.5%	15.1%	8.2%	299	5.7
Alberta	30.6%	33.7%	24.0%	11.7%	227	6.5
Saskatchewan	19.6%	45.8%	19.3%	15.2%	62	12.5
Manitoba	38.0%	25.1%	28.2%	8.7%	73	11.5
Ontario	37.0%	38.1%	20.1%	4.8%	712	3.7
Quebec	38.1%	36.3%	17.9%	7.6%	339	5.3
Atlantic Canada	42.6%	30.4%	18.0%	9.0%	221	6.6
GENDER						
Male	35.6%	37.9%	23.8%	2.7%	872	3.3
Female	42.2%	38.2%	17.5%	2.1%	947	3.2
AGE						
<35	34.6%	35.9%	25.7%	3.8%	171	7.5
35-49	37.6%	38.2%	21.4%	2.9%	352	5.2
50-64	44.5%	36.6%	17.6%	1.3%	651	3.8
65+	39.9%	43.2%	15.7%	1.1%	651	3.8
EDUCATION						
High school or less	42.5%	37.0%	18.8%	1.7%	507	4.4
College or CEGEP	39.7%	38.6%	18.3%	3.4%	589	4.0
University or higher	36.2%	38.7%	23.5%	1.6%	722	3.7
COUNTRY OF BIRTH						
Not born in Canada	34.1%	43.0%	20.5%	2.4%	272	5.9
Parents not born in Canada	38.7%	40.6%	19.8%	0.9%	505	4.4
Both parents born in Canada	40.8%	35.7%	20.9%	2.6%	1047	3.0
CURRENT VOTE INTENTION						
Liberal Party	43.1%	38.7%	16.3%	2.0%	526	4.3
Conservative Party	23.5%	40.4%	34.9%	1.2%	552	4.2
NDP	45.6%	37.7%	14.5%	2.2%	342	5.3
Green Party	38.7%	41.6%	17.3%	2.4%	98	9.9
Bloc Québécois	42.7%	33.5%	16.2%	7.6%	44	14.8

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	36.5%	55.6%	7.8%	1860	2.3
REGION					
British Columbia	34.4%	57.6%	8.0%	273	5.9
Alberta	50.9%	38.7%	10.4%	219	6.6
Saskatchewan	38.2%	49.1%	12.7%	69	11.8
Manitoba	41.8%	49.8%	8.4%	71	11.6
Ontario	39.3%	53.4%	7.3%	692	3.7
Quebec	29.5%	64.7%	5.8%	331	5.4
Atlantic Canada	25.0%	63.9%	11.2%	202	6.9
GENDER					
Male	42.7%	54.8%	2.5%	871	3.3
Female	33.8%	60.9%	5.3%	887	3.3
AGE					
<35	35.3%	60.3%	4.3%	183	7.2
35-49	39.9%	56.2%	3.8%	340	5.3
50-64	34.7%	60.8%	4.5%	619	3.9
65+	46.9%	51.0%	2.1%	619	3.9
EDUCATION					
High school or less	44.5%	52.7%	2.8%	490	4.4
College or CEGEP	40.1%	56.7%	3.2%	584	4.1
University or higher	32.0%	63.3%	4.7%	676	3.8
COUNTRY OF BIRTH					
Not born in Canada	47.1%	49.0%	3.8%	270	6.0
Parents not born in Canada	37.4%	57.4%	5.2%	489	4.4
Both parents born in Canada	36.1%	60.7%	3.2%	1004	3.1
CURRENT VOTE INTENTION					
Liberal Party	19.5%	77.5%	3.1%	471	4.5
Conservative Party	89.3%	10.0%	0.7%	543	4.2
NDP	13.8%	83.9%	2.3%	315	5.5
Green Party	20.4%	78.9%	0.8%	102	9.7
Bloc Québécois	12.7%	86.0%	1.2%	57	13.0

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	48.2%	38.2%	13.6%	1972	2.2
REGION					
British Columbia	47.5%	33.7%	18.8%	323	5.5
Alberta	49.3%	37.7%	13.0%	222	6.6
Saskatchewan	37.2%	45.0%	17.8%	67	12.0
Manitoba	44.7%	41.5%	13.8%	84	10.7
Ontario	49.0%	38.4%	12.5%	722	3.7
Quebec	50.3%	38.9%	10.8%	316	5.5
Atlantic Canada	44.4%	38.9%	16.7%	226	6.5
GENDER					
Male	50.7%	41.8%	7.5%	879	3.3
Female	51.3%	38.7%	10.0%	976	3.1
AGE					
<35	50.8%	35.3%	13.9%	163	7.7
35-49	52.5%	38.8%	8.7%	350	5.2
50-64	49.3%	43.9%	6.8%	619	3.9
65+	50.6%	44.0%	5.4%	723	3.6
EDUCATION					
High school or less	42.7%	51.5%	5.9%	519	4.3
College or CEGEP	48.3%	41.5%	10.2%	625	3.9
University or higher	59.8%	30.4%	9.9%	706	3.7
COUNTRY OF BIRTH					
Not born in Canada	49.3%	42.5%	8.2%	308	5.6
Parents not born in Canada	51.6%	40.4%	8.0%	531	4.3
Both parents born in Canada	50.9%	39.7%	9.4%	1019	3.1
CURRENT VOTE INTENTION					
Liberal Party	57.8%	37.3%	4.9%	588	4.0
Conservative Party	30.3%	62.1%	7.5%	546	4.2
NDP	85.7%	9.8%	4.5%	322	5.5
Green Party	47.7%	34.0%	18.2%	101	9.8
Bloc Québécois	40.9%	50.0%	9.2%	49	14.0

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	44.1%	45.6%	10.3%	1891	2.3
REGION					
British Columbia	41.6%	43.4%	15.0%	307	5.6
Alberta	40.7%	49.1%	10.1%	220	6.6
Saskatchewan	32.8%	49.5%	17.6%	60	12.7
Manitoba	52.3%	34.4%	13.3%	87	10.5
Ontario	48.0%	43.1%	8.9%	693	3.7
Quebec	38.8%	54.2%	7.1%	303	5.6
Atlantic Canada	51.1%	35.6%	13.4%	212	6.7
GENDER					
Male	44.7%	51.4%	3.9%	861	3.3
Female	47.9%	44.7%	7.3%	917	3.2
AGE					
<35	47.2%	44.3%	8.6%	173	7.5
35-49	48.7%	45.8%	5.5%	345	5.3
50-64	46.1%	49.7%	4.2%	596	4.0
65+	42.5%	53.3%	4.2%	662	3.8
EDUCATION					
High school or less	44.7%	50.9%	4.4%	527	4.3
College or CEGEP	45.5%	50.6%	3.9%	579	4.1
University or higher	49.8%	42.2%	8.0%	660	3.8
COUNTRY OF BIRTH					
Not born in Canada	52.0%	42.2%	5.8%	294	5.7
Parents not born in Canada	47.2%	44.7%	8.1%	509	4.3
Both parents born in Canada	44.5%	50.6%	4.9%	979	3.1
CURRENT VOTE INTENTION					
Liberal Party	83.1%	13.7%	3.2%	519	4.3
Conservative Party	18.4%	77.5%	4.1%	525	4.3
NDP	44.8%	51.4%	3.8%	337	5.3
Green Party	46.4%	46.7%	6.9%	98	9.9
Bloc Québécois	28.8%	60.2%	10.9%	54	13.3

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	41.4%	50.8%	7.8%	1813	2.3
REGION					
British Columbia	39.9%	49.6%	10.4%	290	5.8
Alberta	45.1%	45.4%	9.5%	214	6.7
Saskatchewan	35.2%	50.9%	13.9%	67	12.0
Manitoba	50.7%	42.6%	6.7%	78	11.1
Ontario	43.3%	48.9%	7.9%	668	3.8
Quebec	39.0%	56.2%	4.7%	301	5.7
Atlantic Canada	35.0%	58.6%	6.4%	186	7.2
GENDER					
Male	45.1%	51.6%	3.3%	801	3.5
Female	41.7%	53.6%	4.6%	912	3.3
AGE					
<35	37.5%	56.6%	5.9%	162	7.7
35-49	43.4%	54.9%	1.7%	328	5.4
50-64	44.0%	52.0%	4.0%	580	4.1
65+	50.8%	44.4%	4.9%	642	3.9
EDUCATION					
High school or less	46.6%	49.8%	3.6%	471	4.5
College or CEGEP	44.8%	50.9%	4.2%	577	4.1
University or higher	38.9%	56.7%	4.4%	657	3.8
COUNTRY OF BIRTH					
Not born in Canada	50.2%	44.0%	5.8%	270	6.0
Parents not born in Canada	48.7%	48.4%	2.9%	492	4.4
Both parents born in Canada	38.2%	57.6%	4.2%	951	3.2
CURRENT VOTE INTENTION					
Liberal Party	35.8%	60.6%	3.6%	534	4.2
Conservative Party	79.1%	18.5%	2.4%	480	4.5
NDP	26.3%	71.0%	2.7%	301	5.7
Green Party	27.0%	71.8%	1.2%	96	10.0
Bloc Québécois	29.2%	70.8%	0.0%	45	14.6

Direction of Government

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

	Right Direction	Wrong Direction	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	38.1%	54.4%	7.5%	2019	2.2
REGION					
British Columbia	37.2%	54.6%	8.2%	306	5.6
Alberta	54.3%	35.8%	9.9%	227	6.5
Saskatchewan	46.5%	47.4%	6.0%	69	11.8
Manitoba	41.3%	49.4%	9.3%	77	11.2
Ontario	37.0%	55.7%	7.3%	746	3.6
Quebec	32.0%	62.6%	5.3%	346	5.3
Atlantic Canada	35.2%	54.3%	10.5%	242	6.3
GENDER					
Male	42.0%	54.4%	3.6%	949	3.2
Female	37.8%	59.5%	2.8%	951	3.2
AGE					
<35	36.2%	60.0%	3.8%	184	7.2
35-49	37.5%	59.4%	3.1%	362	5.2
50-64	41.3%	55.6%	3.1%	658	3.8
65+	47.0%	50.4%	2.6%	700	3.7
EDUCATION					
High school or less	43.4%	54.6%	2.0%	538	4.2
College or CEGEP	42.4%	54.0%	3.5%	632	3.9
University or higher	35.3%	61.1%	3.6%	725	3.6
COUNTRY OF BIRTH					
Not born in Canada	49.1%	46.2%	4.7%	308	5.6
Parents not born in Canada	41.7%	55.1%	3.2%	528	4.3
Both parents born in Canada	36.8%	60.3%	2.9%	1072	3.0
CURRENT VOTE INTENTION					
Liberal Party	21.8%	76.2%	2.0%	525	4.3
Conservative Party	85.8%	13.0%	1.2%	609	4.0
NDP	19.6%	78.1%	2.4%	336	5.4
Green Party	20.3%	77.4%	2.3%	107	9.5
Bloc Québécois	7.7%	91.2%	1.0%	61	12.6

Methodology:

This study was conducted using High Definition Interactive Voice Response (HD-IVR™) technology, which allows respondents to enter their preferences by punching the keypad on their phone, rather than telling them to an operator. In an effort to reduce the coverage bias of landline only RDD, we created a dual landline/cell phone RDD sampling frame for this research. As a result, we are able to reach those with a landline and cell phone, as well as cell phone only households and landline only households.

The field dates for this survey are March 11-17, 2015. In total, a random sample of 3,832 Canadian adults aged 18 and over responded to the survey. The margin of error associated with the total sample is +/-1.6 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.