

www.ekospolitics.ca

THOMAS MULCAIR FACES UNCERTAIN FUTURE AS NDP LANGUISHES

LIBERALS STRONG, BUT FALLING BACK TO EARTH

[Ottawa – March 31, 2016] Looking at vote intention polls three and half years from an election is like having a fling; amusing, but doesn't mean much. There are, however, some striking features relevant to the upcoming political calendar.

Federal vote intention

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

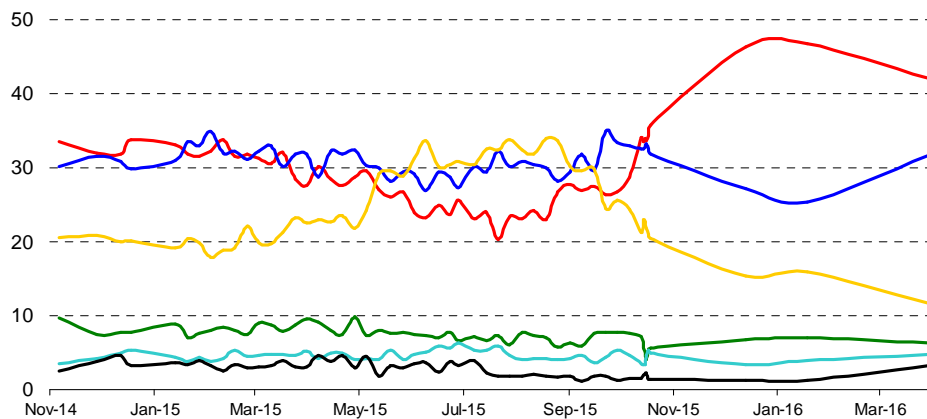
EKOS poll (March 2016)

(Change from 2015 election below)



BASE: Canadians; March 24-29, 2016, n=2,019, MOE +/- 2.2%, 19 times out of 20

2015 Federal Election Results



— Liberal — Conservative — NDP — green — BLOC QUÉBÉCOIS — Other

Note: These figures are based on decided and leaning voters only; 10.4% of respondents say they are undecided, are ineligible to vote, or skipped the question.

Copyright 2016
No reproduction without permission

BASE: Canadians; March 24-29, 2016, n=2,019, MOE +/- 2.2%, 19 times out of 20

For the most part, the latest poll resembles the election outcome. Yes, the Liberals are up almost three points from October 19th, but they seem to be coming to Earth after enjoying a stratospheric lead. The Conservatives are basically stuck at their 2015 election result, although they are up somewhat from our last poll.

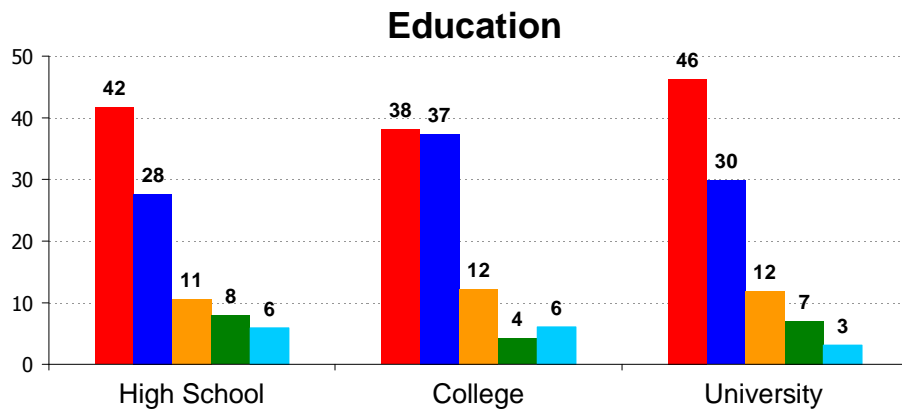
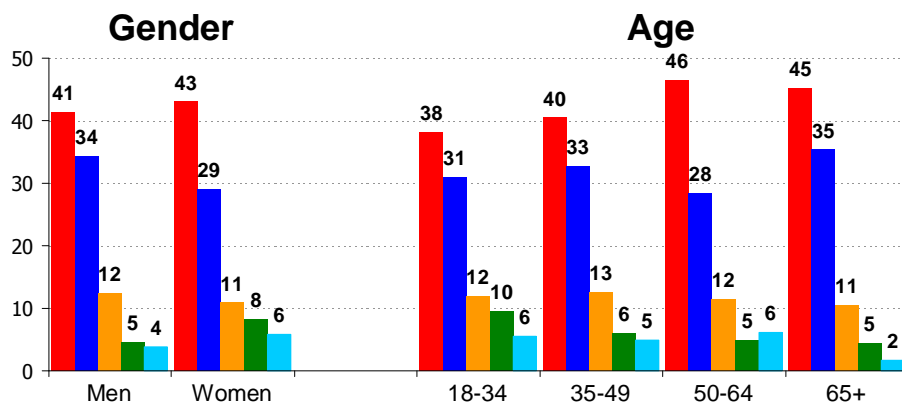
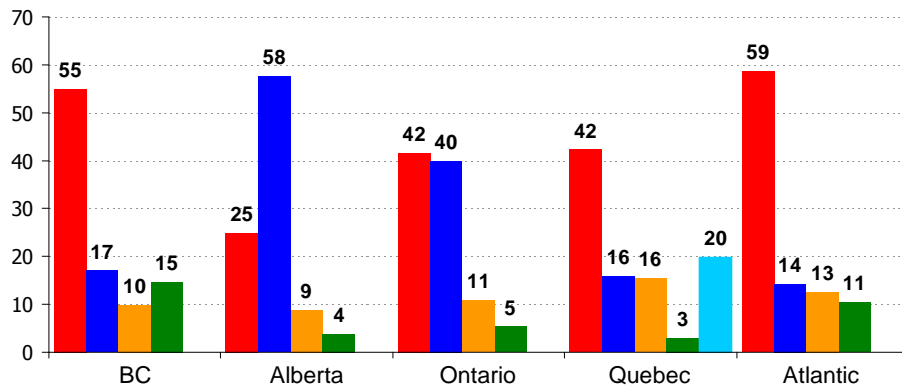
The truly striking feature of this poll, however, is the poor showing of the NDP. Far from propitious timing for Thomas Mulcair (as he is about to confront a leadership review), the patterns are striking and clear. Voters do not appear particularly interested in what Thomas Mulcair and the NDP are offering right now. The NDP entered the 2015 election campaign leading and enjoyed support at nearly three times the level they see today. Since then, Thomas Mulcair has gone from a plausible Prime Minister to greatly diminished political status.

There are growing regional fault lines in the Canadian political landscape. British Columbia and Atlantic Canada love the Liberals; Alberta not so much. The Liberals continue to do very well in Quebec, but they are now tied for the lead with the Conservatives in Ontario.

The very large generational and gender gaps that we had seen over the last five years seem to have largely dissipated. We do, however, see the college gap re-emerging with the university educated very happy with the Liberals and the college educated leaning comparatively more conservative.

Vote intention by region & demographics

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



■ Liberal
 ■ Conservative
 ■ NDP
 ■ green
 ■ BLOC QUÉBÉCOIS
 ■ Other

Copyright 2016
No reproduction without permission

BASE: Canadians; March 24-29, 2016, n=2,019, MOE +/- 2.2%, 19 times out of 20

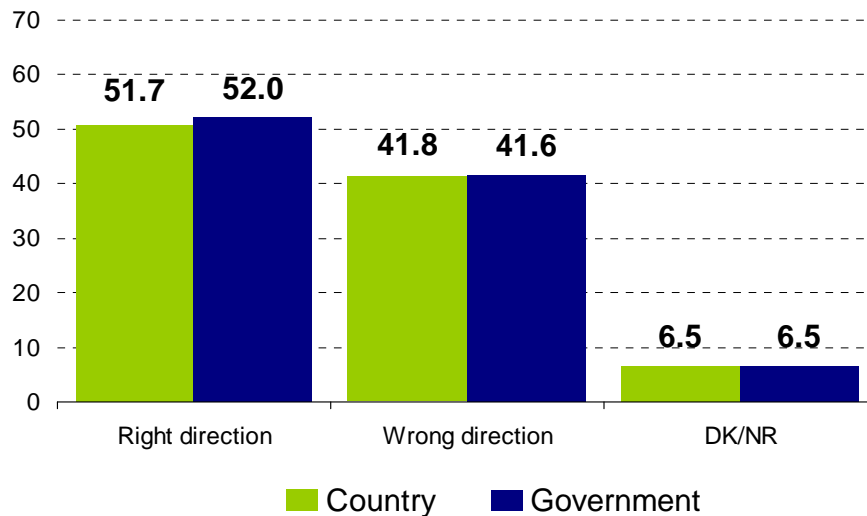
Changing outlook on national and federal direction

While confidence in both national and federal direction is much stronger than they were during the final years of the Harper era, there is evidence that the Liberal Party's extended honeymoon may be drawing to a close.

Alberta is in a deep funk with respect to national and federal direction, whereas British Columbia and Atlantic Canada are quite happy. Gen X voters consistently express a gloomier outlook on both the country and its 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?

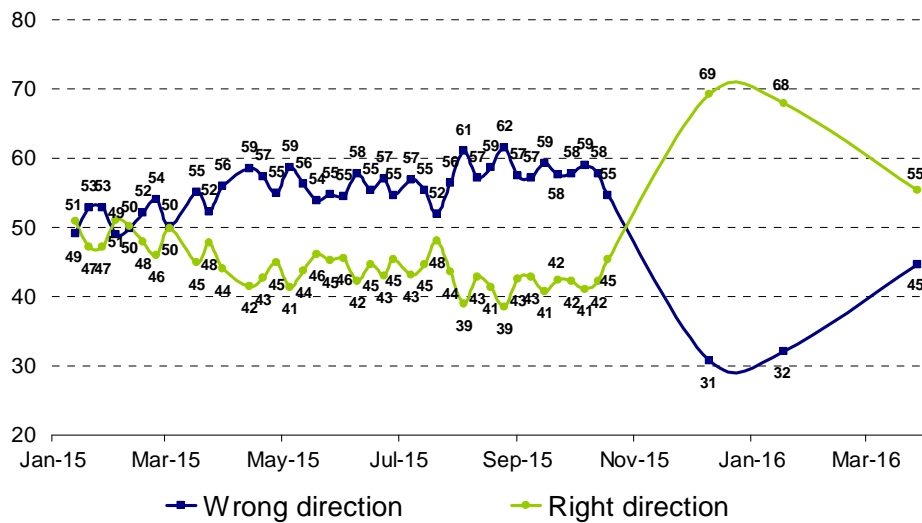


Copyright 2016
No reproduction without permission

BASE: Canadians (half-sample); March 24-29, 2016 (n=996/1,023), MOE +/- 3.1%, 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?



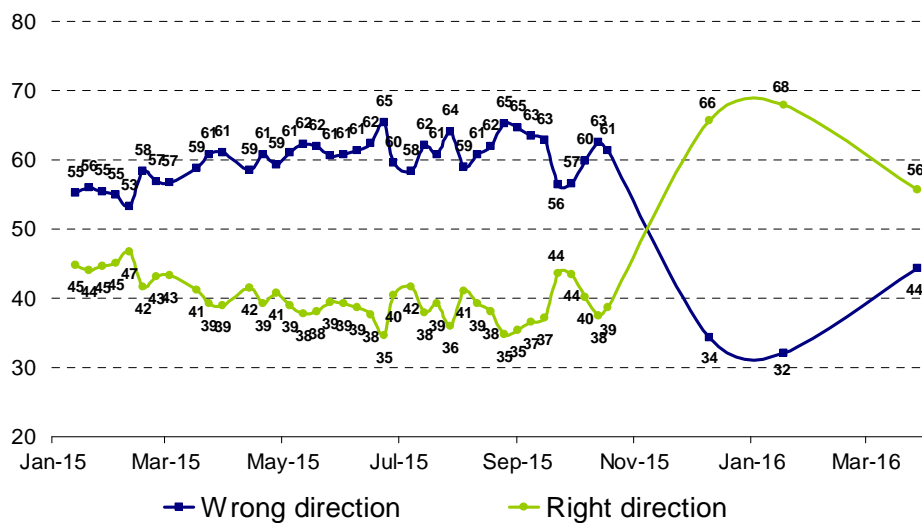
*Figures adjusted to exclude those who skipped the question.

Copyright 2016
No reproduction without permission

BASE: Canadians (half-sample); March 24-29, 2016 (n=996), MOE +/- 3.1%, 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?



*Figures adjusted to exclude those who skipped the question.

Copyright 2016
No reproduction without permission

BASE: Canadians (half-sample); March 24-29, 2016 (n=1,023), MOE +/- 3.1%, 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	42.1%	31.7%	11.7%	6.4%	4.8%	3.3%	1817	2.3
REGION								
British Columbia	54.9%	17.1%	9.9%	14.7%	–	3.4%	271	6.0
Alberta	24.9%	57.5%	8.9%	3.9%	–	4.8%	258	6.1
Saskatchewan*	30.1%	56.2%	9.1%	1.3%	–	3.3%	97	10.0
Manitoba*	27.6%	45.0%	11.4%	16.0%	–	0.0%	54	13.3
Ontario	41.5%	40.0%	10.8%	5.4%	–	2.4%	589	4.0
Quebec	42.4%	15.8%	15.5%	3.0%	19.9%	3.3%	359	5.2
Atlantic Canada	58.6%	14.3%	12.7%	10.5%	–	3.9%	183	7.2
GENDER								
Male	41.4%	34.3%	12.4%	4.6%	3.8%	3.6%	893	3.3
Female	43.1%	29.1%	11.0%	8.3%	5.8%	2.8%	908	3.3
AGE								
<35	38.2%	31.0%	12.0%	9.6%	5.6%	3.6%	160	7.8
35-49	40.4%	32.8%	12.6%	6.0%	4.9%	3.4%	340	5.3
50-64	46.4%	28.4%	11.5%	4.9%	6.1%	2.8%	616	4.0
65+	45.2%	35.4%	10.5%	4.5%	1.7%	2.7%	687	3.7
EDUCATION								
High school or less	41.7%	27.6%	10.6%	8.0%	5.9%	6.1%	410	4.8
College or CEGEP	38.2%	37.3%	12.2%	4.2%	6.1%	2.0%	618	3.9
University or higher	46.2%	29.9%	11.9%	7.0%	3.1%	1.9%	771	3.5

*Results for Saskatchewan and Manitoba should be interpreted with caution due to the small sample sizes.

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	Don't know / No response	Sample Size	Margin of Error (+/-)
NATIONALLY	51.7%	41.8%	6.5%	996	3.1
REGION					
British Columbia	63.7%	29.4%	6.9%	143	8.2
Alberta	39.1%	56.0%	4.9%	136	8.4
Saskatchewan*	45.3%	43.4%	11.3%	47	14.3
Manitoba*	25.6%	69.0%	5.4%	23	20.4
Ontario	51.3%	42.2%	6.5%	338	5.3
Quebec	52.4%	40.2%	7.4%	196	7.0
Atlantic Canada	61.5%	34.1%	4.4%	109	9.4
GENDER					
Male	53.2%	43.2%	3.6%	475	4.5
Female	52.2%	43.0%	4.8%	488	4.4
AGE					
<35	54.3%	40.7%	5.0%	94	10.1
35-49	45.9%	52.6%	1.5%	174	7.4
50-64	53.6%	41.4%	5.0%	336	5.4
65+	58.8%	34.5%	6.7%	363	5.1
EDUCATION					
High school or less	42.8%	49.7%	7.5%	226	6.5
College or CEGEP	49.0%	48.0%	3.0%	328	5.4
University or higher	63.9%	33.6%	2.5%	407	4.9
CURRENT VOTE INTENTION					
Liberal Party	86.6%	10.2%	3.2%	389	5.0
Conservative Party	14.7%	80.6%	4.7%	290	5.8
NDP	50.4%	44.8%	4.8%	102	9.7
Green Party	47.9%	51.4%	0.7%	56	13.1
Bloc Québécois	26.8%	69.3%	3.9%	29	18.2

*Results for Saskatchewan and Manitoba should be interpreted with caution due to the small sample sizes.

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 (+/-)
NATIONALLY	52.0%	41.6%	6.5%	1023	3.1
REGION					
British Columbia	61.9%	26.2%	11.9%	155	7.9
Alberta	28.5%	66.2%	5.4%	144	8.2
Saskatchewan*	42.3%	46.8%	10.9%	63	12.4
Manitoba*	34.6%	42.5%	22.9%	38	15.9
Ontario	51.0%	45.3%	3.7%	317	5.5
Quebec	53.8%	42.3%	3.9%	203	6.9
Atlantic Canada	73.9%	16.9%	9.2%	100	9.8
GENDER					
Male	49.2%	47.3%	3.5%	478	4.5
Female	57.5%	38.3%	4.2%	506	4.4
AGE					
<35	58.4%	38.4%	3.2%	78	11.1
35-49	44.7%	51.4%	3.9%	191	7.1
50-64	55.8%	41.1%	3.1%	350	5.2
65+	56.1%	39.0%	4.9%	369	5.1
EDUCATION					
High school or less	53.1%	42.0%	4.9%	238	6.4
College or CEGEP	47.2%	50.6%	2.2%	337	5.3
University or higher	59.4%	36.6%	4.1%	409	4.9
CURRENT VOTE INTENTION					
Liberal Party	89.4%	7.9%	2.7%	405	4.9
Conservative Party	12.6%	82.8%	4.6%	305	5.6
NDP	58.6%	36.6%	4.8%	105	9.6
Green Party	66.1%	33.9%	0.0%	44	14.8
Bloc Québécois	29.6%	70.4%	0.0%	41	15.3

*Results for Saskatchewan and Manitoba should be interpreted with caution due to the small sample sizes.

Methodology:

This survey 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 24-29, 2016. In total, a random sample of 2,019 Canadian adults aged 18 and over responded to the survey. The margin of error associated with the total sample is +/-2.2 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.