Logjam Continues as Canadians Become More Receptive to Innovative Political Approaches

[Ottawa – May 29, 2015] The NDP has fallen back slightly and the Liberals have risen slightly; all of these changes are of little (if any) statistical significance, but the net result is to confirm a new normal of a three-way race. What is most striking about this new normal is the frankly tepid level of enthusiasm for any of the above. The NDP are the clear movers and beneficiaries of the changes over the past few months, but they are still sub-thirty and slightly below their 2011 result. The Liberals are up significantly from 2011, but have fallen back from a clear lead last fall and are now stuck pretty listlessly floating in the 27-30 point range. The Conservatives find them similarly locked into a pattern of oscillating around or under the 30-point barrier, well short of the near forty-point result of 2011.
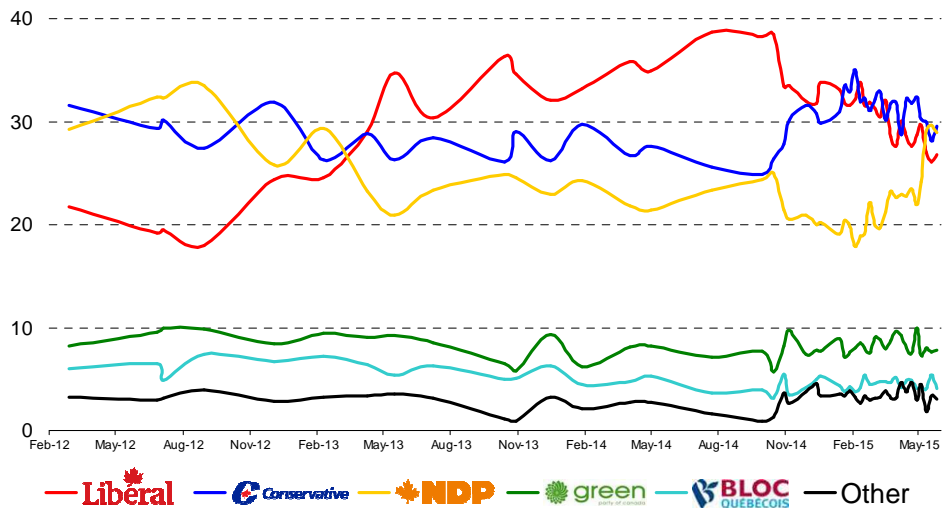
Federal vote intention

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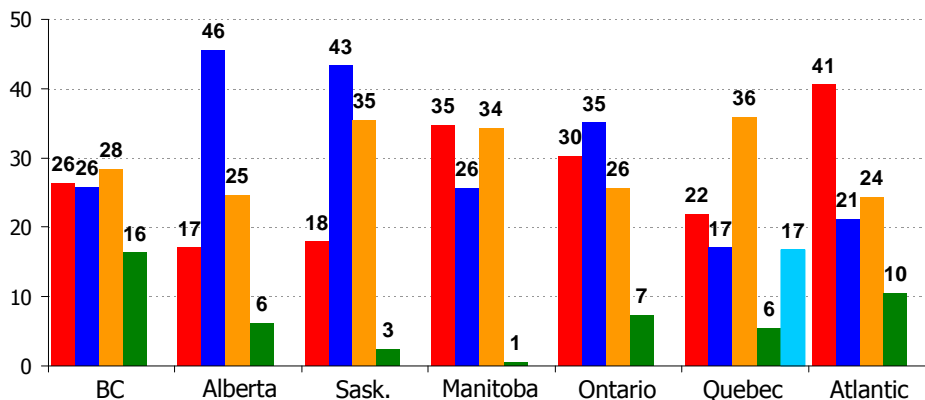
National Results

26.8	29.5	28.9	7.8	4.1	3.0

2011 Election Results

18.9	39.6	30.6	3.9	6.0	.9

Liberal Conservative NDP green BLOC QUÉBÉCOIS Other

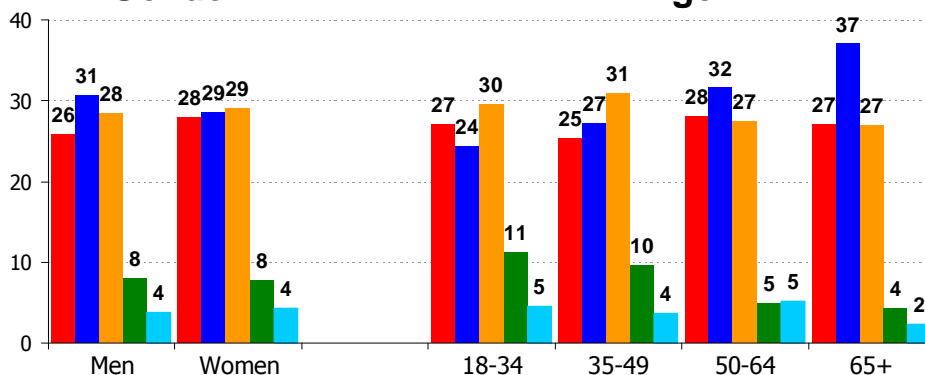*Note: The data on federal vote intention are based on decided and leaning voters only.*

BASE: Canadians; May 20-26, 2015 (n=2,934), MOE +/- 1.8%, 19 times out of 20

Vote intention by key demographics

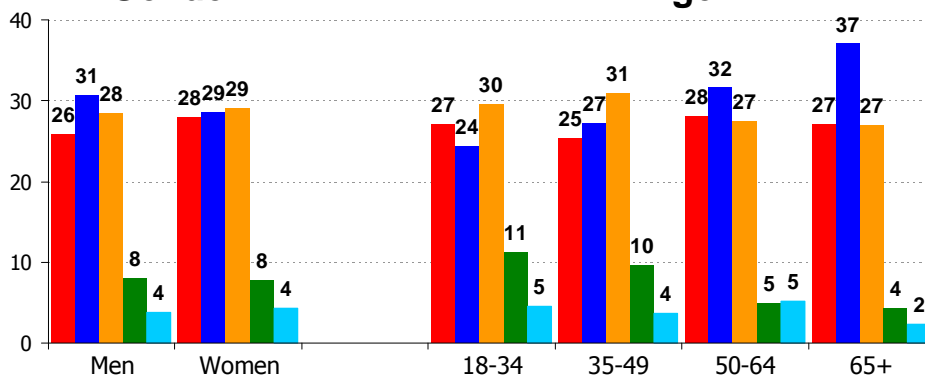*Q. If a federal election were held tomorrow, which party would you vote for?*
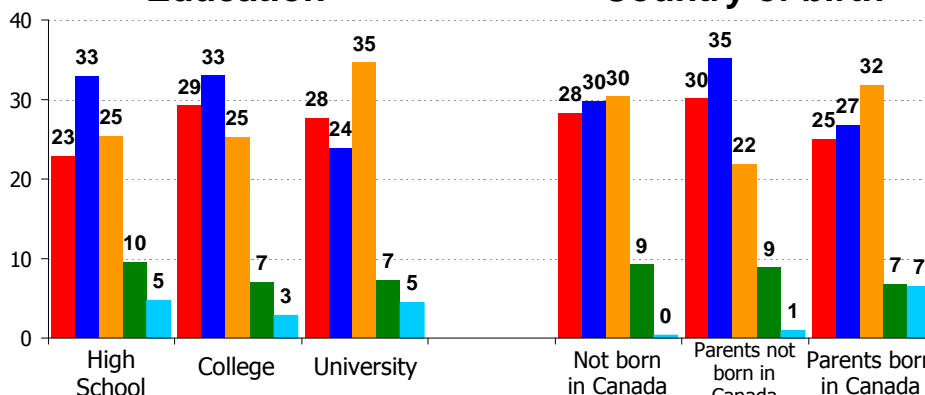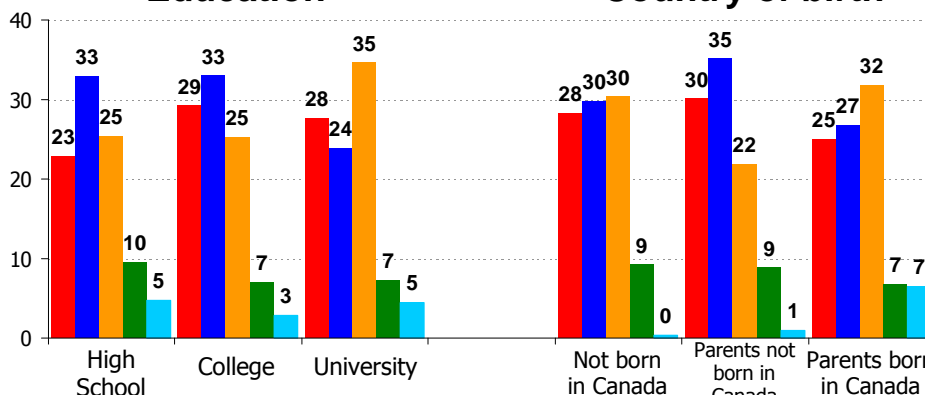

Provincial chart (0–50 scale):

	BC	Alberta	Sask.	Manitoba	Ontario	Quebec	Atlantic
Liberal	26	17	18	35	30	22	41
Conservative	26	46	43	26	35	17	21
NDP	28	25	35	34	26	36	24
Green	16	6	3	1	7	6	10
Bloc						17	

Gender

	Men	Women
Liberal	26	28
Conservative	31	29
NDP	28	29
Green	8	8
Bloc	4	4

Age

	18-34	35-49	50-64	65+
Liberal	27	25	28	27
Conservative	24	27	32	37
NDP	30	31	27	27
Green	11	10	5	4
Bloc	5	4	5	2

Education

	High School	College	University
Liberal	23	29	28
Conservative	33	33	24
NDP	25	25	35
Green	10	7	7
Bloc	5	3	5

Country of birth

	Not born in Canada	Parents not born in Canada	Parents born in Canada
Liberal	28	30	25
Conservative	30	35	27
NDP	30	22	32
Green	9	9	7
Bloc	0	1	7

Liberal	Conservative	NDP	Green	Bloc	Other
26.8	29.5	28.9	7.8	4.1	3

Liberal | **Conservative** | **NDP** | **green** party of canada | **BLOC QUÉBÉCOIS** | **Other**

BASE: Canadians; May 20-26, 2015 (n=2,934), MOE +/- 1.8%, 19 times out of 20

As this pattern solidifies, there are signs that voters are increasingly receptive to some "new" approaches. For most voters, the problem to be solved is how to change a government which has ruled for nearly a decade with most voters unsupportive. Only 36 per cent of voters disagree that it is time for Stephen Harper to exit (stage right, of course). Yet the frustration of a fragmentation of the center left may be producing new receptivity to things that were not acceptable in 2011. As it becomes increasingly clear that no party is poised to form a majority and that most want a change, we see support for both coalition governments and strategic voting on the rise. In fact, these may be emerging as the best tools to serve the frustrated interest and values of the majority of the electorate.

Let's review some of the critical ingredients of this major shift in outlook on these approaches. First, the apparent preference for reconstructing a centrist option appears to have faded and we now have two center left parties who tend to be relatively equally poised. There is a still lot of capacity for further change. The newfound strength of the NDP reflects a major recapture of the labour vote and the university educated vote. Many of those voters are more upset with the current government and the prospect of four more years of another Harper government than they are attracted to the appeal of either the NDP or the Liberals. Moreover, we don't see much evidence that either party is poised for a pratfall.

Tracking support for coalition government

Q. If you were forced to choose between a Conservative minority government led by Stephen Harper and a coalition government made up of Liberals and New Democrats and led by Liberal leader Justin Trudeau*, which would you prefer?
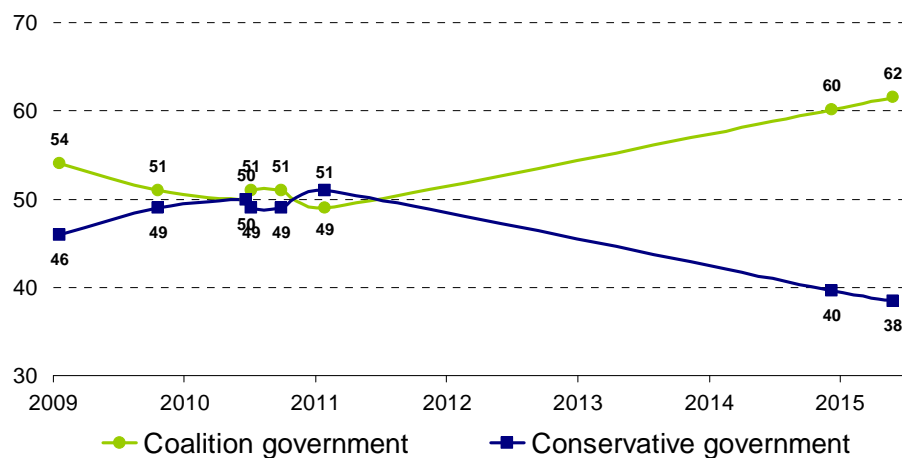
Note: Figures adjusted to exclude those who did not provide a valid response.

Prior to the 2011 federal election, respondents were asked about a coalition government led by then-Liberal leader Michael Ignatieff.

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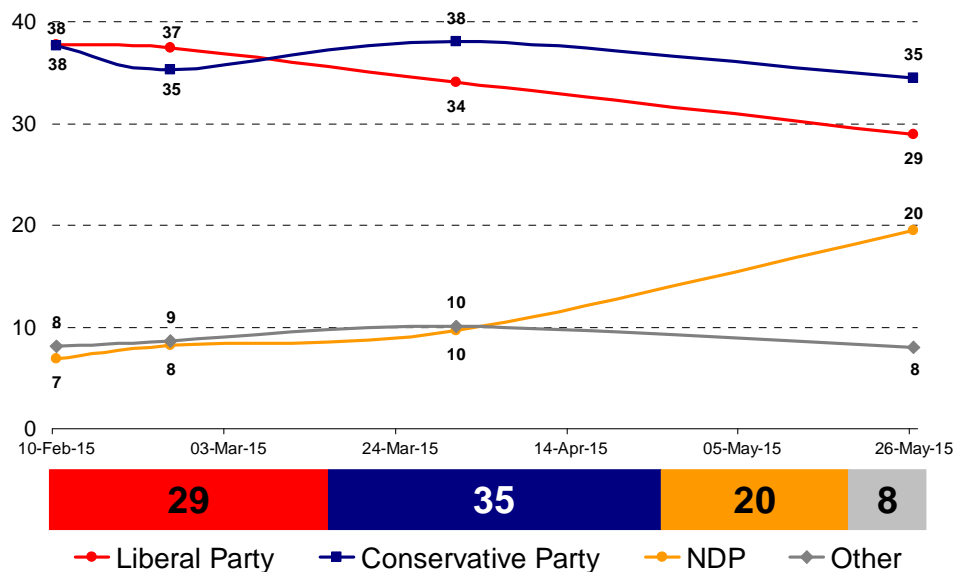**BASE:** Canadians (half-sample); May 20-26, 2015 (n=1,270), MOE +/- 2.8%, 19 times out of 20

The exhibit above shows that the strong aversion to a coalition government, which may have been critical to Mr. Harper's late drive to a surprising majority, has morphed dramatically. In the lead up to 2011, voters were even divided between a Harper minority or a coalition. Fast forward

to the frustrated voter landscape of 2015 and we see a profoundly different picture. By a margin of almost two-to-one, the voters of today would send Mr. Harper packing and prefer a coalition. Indeed, it may be time to rethink the scary ads about the spectre of reckless coalition and the need for a strong, stable Conservative government. Canadians have had four years of that and are showing obvious skepticism about the results of that choice.

As the NDP have risen back to the levels of support they had in 2011, this has produced new questions about who would lead a coalition government. Couple this with the fact that the prospects of either a Liberal or NDP government remain live options. While a slim plurality think the Conservatives will win, almost as many see a Liberal victory and now the prospect of a previously unthinkable NDP victory has squarely entered the realm of plausibility for voters.

Tracking predicted election outcome

Q. Regardless of your current choice, who do you think will win the next election?

29	**35**	**20**	**8**

●— Liberal Party ■— Conservative Party ●— NDP ◆— Other

BASE: Canadians; May 20-26, 2015 (n=2,518), MOE +/- 2.0%, 19 times out of 20

Election prediction: minority vs. majority

Q. And do you think this will be a minority or a majority government?

BASE: Canadians; May 20-26, 2015 (n=1,292), MOE +/- 2.1%, 19 times out of 20

So we now have a political outlook that is as clear as mud for voters. They have no real idea who is going to win and they don't think any winner is likely to achieve a majority. The sharp rise in support for a coalition is one interesting response to this political dilemma. Another would be the use of strategic voting to more efficiently fashion a non-Conservative government of some sort.

Trudeau-led coalition has clearest advantage over four more years of Harper

As Thomas Mulcair's NDP is the only party with wind in their sails, it is now important to see how the public would view the option of either a Trudeau-led or Mulcair-led coalition. Here we encounter an interesting finding which may serve as a source of uplift to a pretty listless voter outlook on Justin Trudeau's Liberal Party.

Support for coalition government

Q. If you were forced to choose between a Conservative minority government led by Stephen Harper and a coalition government made up of Liberals and New Democrats/New Democrats and Liberals and led by Liberal leader Justin Trudeau/NDP leader Thomas Mulcair, which would you prefer?

Bar chart:

Trudeau-led coalition: Conservative minority government 35, Coalition government 56
Mulcair-led coalition: Conservative minority government 39, Coalition government 51

■ Conservative minority government   ■ Coalition government
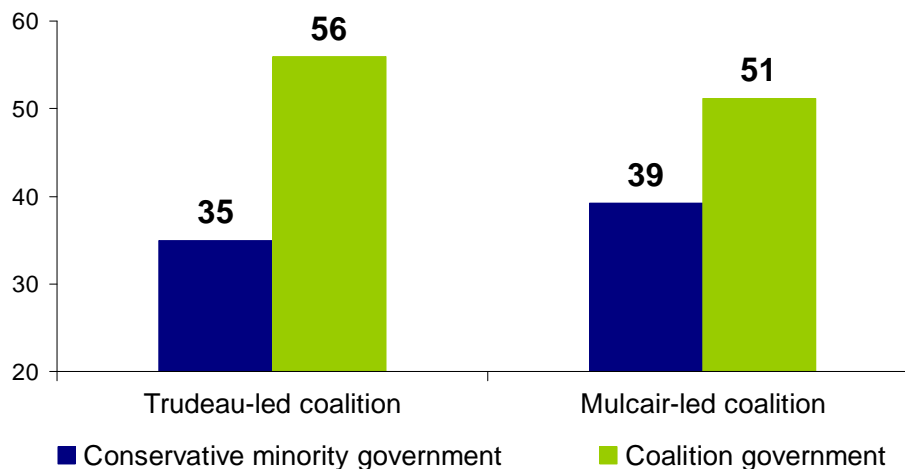
BASE: Canadians (half-sample each); May 20-26, 2015 (n=1,270/1,248), MOE +/- 2.8%, 19 times out of 20

While Canadians express a clear preference for a coalition led by either Mr. Trudeau or Mr. Mulcair over four more years of Stephen Harper, it is Justin Trudeau who has a clearer advantage over Mr. Harper on this choice. His 56/35 advantage is nearly double the 51/39 advantage that Mr. Mulcair enjoys. Given the obvious momentum advantage for the NDP, this is a mildly curious and possibly important finding. Perhaps the public prefer to tilt to the center in anchoring any future progressive coalition? Or perhaps they simply haven't caught up with the new position of the NDP. This will bear careful watching.

Some of these same forces are at play in looking at strategic voting.

Openness to strategic voting

Q. Do you disagree or agree with the following statement: I feel that Stephen Harper and the Conservatives are not the best choice and it is time for a new government in Ottawa.

Q. [IF AGREE] If your first choice did not have the best chance of beating the Conservative candidate in your riding, would you consider voting for the choice that had the best chance of defeating the Conservative candidate?

8
36
56

IF AGREE
(n=1,405)

3
38
59

- ■ Disagree
- ■ Agree
- □ DK/NR

- ■ Yes
- ■ No
- □ DK/NR
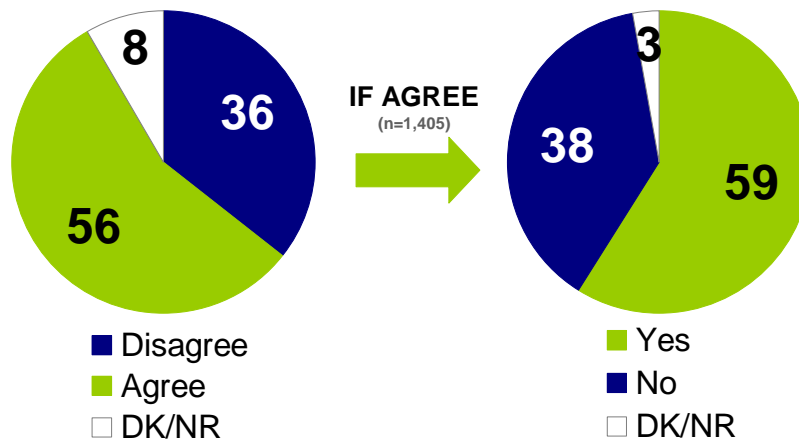
BASE: Canadians; May 20-26, 2015 (n=2,518), MOE +/- 2.0%, 19 times out of 20

Tracking openness to strategic voting

Q. [IF AGREE] If your first choice did not have the best chance of beating the Conservative candidate in your riding, would you consider voting for the choice that had the best chance of defeating the Conservative candidate?
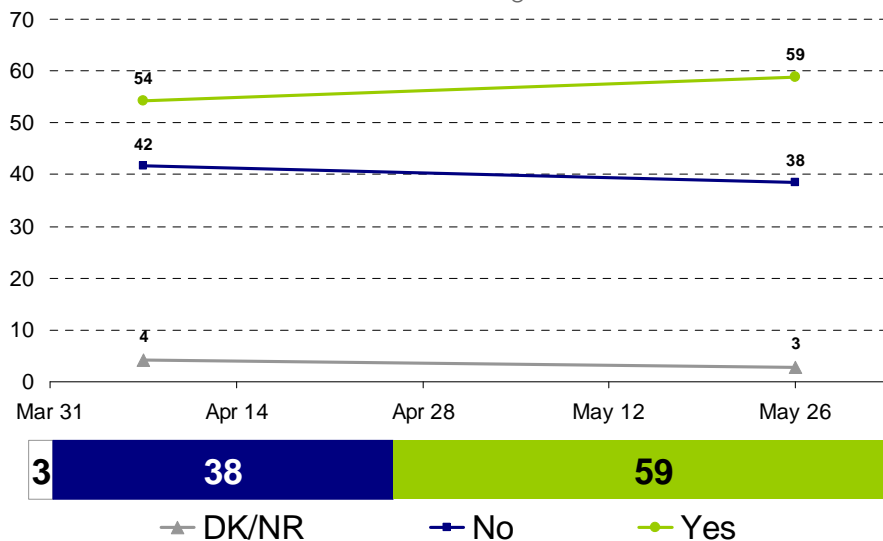

- ▲ DK/NR
- ■ No
- ● Yes

3 **38** **59**

BASE: Those who want new government; May 20-26, 2015 (n=1,405), MOE +/- 2.6%, 19 times out of 20
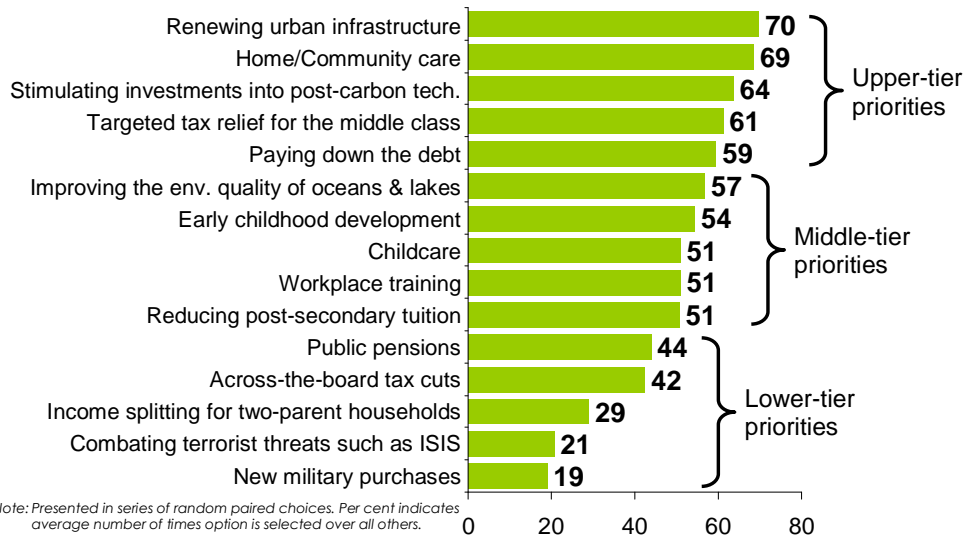
We can see that there is rising support for strategic voting and among the majority of Canadians who want to retire Mr. Harper, most of them would hold their nose and vote for the most plausible progressive option to defeat a Conservative candidate. While this attitude has not had that much efficacy in shaping electoral outcomes in the past, the support is now stronger and the technology and resources are in place to actually guide strategic voting in the next election. If the numbers remain this tightly bunched, we would fully expect strategic voting to be applied and most likely with some success in the fall election.

Hard trade-off analysis yields interesting results

Last week, we conducted what is called a trade-off analysis of how to spend one billion dollars over the next ten years. Respondents were presented with pairs of choices (from a list of 15 items) and, rather that ask them to assign some arbitrary rating for each one, we asked them to choose between the two. In a world where wants are infinite but resources are limited, forced choice exercises are an excellent option for disciplining these choices, as it forces respondents to order their preferences, thereby creating an overall hierarchy and providing a highly accurate picture of the hard choices that Canadians would make.

Preferred areas of investment

Q. *Suppose you were Prime Minister for a day and you had to choose how to invest one billion dollars over the next 10 years. Which of the following investments would be in the best interest of the public?*

Item	Value	Tier
Renewing urban infrastructure	70	Upper-tier priorities
Home/Community care	69	Upper-tier priorities
Stimulating investments into post-carbon tech.	64	Upper-tier priorities
Targeted tax relief for the middle class	61	Upper-tier priorities
Paying down the debt	59	Upper-tier priorities
Improving the env. quality of oceans & lakes	57	Middle-tier priorities
Early childhood development	54	Middle-tier priorities
Childcare	51	Middle-tier priorities
Workplace training	51	Middle-tier priorities
Reducing post-secondary tuition	51	Middle-tier priorities
Public pensions	44	Lower-tier priorities
Across-the-board tax cuts	42	Lower-tier priorities
Income splitting for two-parent households	29	Lower-tier priorities
Combating terrorist threats such as ISIS	21	Lower-tier priorities
New military purchases	19	Lower-tier priorities

Note: Presented in series of random paired choices. Per cent indicates average number of times option is selected over all others.

BASE: Canadians (online only); May 12-19, 2015 (n=2,116), MOE +/- 2.1%, 19 times out of 20

The figures in the chart above represent how often each item was selected over the other items tested. A score of over 50 indicates that the option was selected over other options the majority

of the time and is therefore a relative "winner". Conversely, a score of under 50 suggests a relative "loser". Each respondent was presented with three pairs, for a total of 8,802 responses.

Most notably, urban infrastructure and home care dominate the list, followed closely by investing in a post-carbon economy and targeted tax relief for the middle class. The relative strength of paying down the debt is unusual (fiscal issues typically rank quite low on Canadians' list of priorities[1]), but this could be a reflection of skepticism regarding the government's ability to get things done. What is perhaps most interesting is the stark difference between the vision that the government is presenting to Canadians and what it is that Canadians actually want. Indeed, many of the key pillars of the current government's platform – tax cuts, income splitting, combating terrorist threats, and new military purchases – all find themselves at the bottom of this list.

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[1] EKOS Research Associates, "Conservatives Hang on to Narrow Lead", April 24, 2015. Available online at: http://goo.gl/ljaLqn

Detailed tables:

National Federal Vote Intention (decided and leaning voters only)

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?

	Liberal Party	Conser-vative Party	NDP	Green Party	Bloc Québécois	Other	Sample Size	Margin of Error (+/-)
NATIONALLY	**26.8%**	**29.5%**	**28.9%**	**7.8%**	**4.1%**	**3.0%**	**2473**	**2.0**
REGION								
British Columbia	26.4%	25.8%	28.4%	16.4%	–	3.0%	419	4.8
Alberta	17.0%	45.6%	24.7%	6.2%	–	6.5%	279	5.9
Saskatchewan	17.9%	43.3%	35.4%	2.5%	–	0.9%	112	9.3
Manitoba	34.6%	25.7%	34.3%	0.6%	–	4.7%	92	10.2
Ontario	30.2%	35.1%	25.6%	7.3%	–	1.8%	882	3.3
Quebec	21.9%	17.1%	35.8%	5.5%	16.8%	3.0%	452	4.6
Atlantic Canada	40.5%	21.2%	24.4%	10.4%	–	3.5%	232	6.4
GENDER								
Male	25.8%	30.7%	28.4%	8.0%	3.8%	3.3%	1138	2.9
Female	27.9%	28.5%	29.0%	7.7%	4.3%	2.6%	1317	2.7
AGE								
<35	27.1%	24.4%	29.5%	11.2%	4.5%	3.4%	180	7.3
35-49	25.3%	27.2%	30.9%	9.6%	3.7%	3.3%	425	4.8
50-64	28.1%	31.6%	27.4%	4.9%	5.2%	2.8%	860	3.3
65+	27.1%	37.0%	27.0%	4.3%	2.4%	2.1%	987	3.1
EDUCATION								
High school or less	22.9%	32.9%	25.4%	9.5%	4.8%	4.4%	628	3.9
College or CEGEP	29.2%	33.0%	25.3%	7.0%	2.9%	2.6%	805	3.5
University or higher	27.6%	23.9%	34.6%	7.2%	4.5%	2.2%	1010	3.1
COUNTRY OF BIRTH								
Not born in Canada	28.3%	29.8%	30.4%	9.3%	0.4%	1.8%	408	4.9
Parents not born in Canada	30.1%	35.1%	21.9%	8.9%	1.0%	3.1%	667	3.8
Both parents born in Canada	25.0%	26.7%	31.8%	6.8%	6.5%	3.2%	1382	2.6

Predicted Election Outcome

Q. Regardless of your current choice, who do you think will win the next election?

	Liberal Party	Conservative Party	NDP	Other	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	**28.9%**	**34.5%**	**19.5%**	**8.0%**	**9.0%**	**2518**	**2.0**
REGION							
British Columbia	29.3%	27.8%	20.5%	8.9%	13.6%	418	4.8
Alberta	17.4%	52.3%	16.2%	5.5%	8.5%	286	5.8
Saskatchewan	17.1%	36.8%	22.7%	8.1%	15.3%	121	8.9
Manitoba	31.2%	35.5%	20.5%	2.3%	10.5%	95	10.1
Ontario	29.5%	38.7%	16.1%	7.8%	7.9%	906	3.3
Quebec	31.0%	26.3%	26.9%	9.9%	6.0%	446	4.6
Atlantic Canada	40.9%	22.5%	14.7%	8.6%	13.3%	241	6.3
GENDER							
Male	28.9%	39.5%	20.9%	6.7%	3.9%	1082	3.0
Female	31.5%	32.7%	19.7%	10.0%	6.2%	1313	2.7
AGE							
<35	31.1%	37.6%	20.0%	5.7%	5.6%	176	7.4
35-49	34.1%	33.4%	17.8%	10.4%	4.4%	419	4.8
50-64	29.2%	34.8%	22.1%	9.4%	4.5%	840	3.4
65+	24.9%	39.5%	22.2%	8.1%	5.3%	957	3.2
EDUCATION							
High school or less	32.0%	33.6%	17.9%	10.9%	5.6%	623	3.9
College or CEGEP	27.2%	42.7%	17.6%	7.9%	4.7%	782	3.5
University or higher	31.5%	32.8%	24.8%	6.6%	4.3%	972	3.1
COUNTRY OF BIRTH							
Not born in Canada	38.5%	29.6%	19.6%	8.3%	4.0%	404	4.9
Parents not born in Canada	31.7%	39.7%	15.6%	9.0%	4.0%	630	3.9
Both parents born in Canada	27.4%	36.1%	22.8%	8.1%	5.7%	1364	2.7
CURRENT VOTE INTENTION							
Liberal Party	64.1%	21.6%	7.4%	2.7%	4.1%	578	4.1
Conservative Party	9.9%	77.8%	4.0%	5.1%	3.2%	678	3.8
NDP	22.7%	18.3%	52.2%	4.7%	2.1%	619	3.9
Green Party	32.3%	23.6%	15.5%	21.7%	6.8%	124	8.8
Bloc Québécois	31.0%	17.3%	33.1%	16.2%	2.3%	71	11.6

Election Prediction: Majority vs. Minority

Q. [IF VALID RESPONSE TO PREVIOUS QUESTION] And do you think this will be a minority or a majority government?

	Minority	Majority	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	**60.9%**	**38.2%**	**0.8%**	**2292**	**2.1**
REGION					
British Columbia	58.1%	40.7%	1.2%	368	5.1
Alberta	56.2%	43.0%	0.8%	260	6.1
Saskatchewan	57.7%	39.1%	3.2%	108	9.4
Manitoba	60.3%	39.7%	0.0%	83	10.8
Ontario	62.0%	36.9%	1.0%	834	3.4
Quebec	64.3%	35.7%	0.0%	417	4.8
Atlantic Canada	57.6%	40.9%	1.5%	217	6.7
GENDER					
Male	61.7%	37.4%	0.9%	1037	3.0
Female	60.3%	39.1%	0.6%	1237	2.8
AGE					
<35	62.1%	36.9%	1.0%	166	7.6
35-49	57.8%	41.6%	0.5%	398	4.9
50-64	62.3%	37.0%	0.7%	802	3.5
65+	61.8%	37.6%	0.5%	909	3.3
EDUCATION					
High school or less	55.7%	43.3%	1.1%	594	4.0
College or CEGEP	58.9%	40.5%	0.6%	743	3.6
University or higher	66.9%	32.7%	0.3%	927	3.2
COUNTRY OF BIRTH					
Not born in Canada	53.9%	43.4%	2.7%	387	5.0
Parents not born in Canada	60.9%	38.5%	0.6%	600	4.0
Both parents born in Canada	63.0%	36.7%	0.3%	1290	2.7
CURRENT VOTE INTENTION					
Liberal Party	64.7%	34.9%	0.4%	557	4.2
Conservative Party	49.5%	49.0%	1.5%	660	3.8
NDP	66.5%	33.1%	0.4%	603	4.0
Green Party	55.8%	43.6%	0.7%	114	9.2
Bloc Québécois	69.8%	30.2%	0.0%	68	11.9

Support for a Coalition Government Led by Justin Trudeau

Q. If you were forced to choose between a Conservative minority government led by Stephen Harper and a coalition government made of up Liberals and New Democrats and led by Liberal leader Justin Trudeau, which would you prefer?

	A Conservative government	A coalition government	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	**34.9%**	**56.0%**	**9.1%**	**1270**	**2.8**
REGION					
British Columbia	31.9%	59.8%	8.3%	215	6.7
Alberta	48.2%	42.7%	9.1%	143	8.2
Saskatchewan	49.6%	39.6%	10.8%	56	13.1
Manitoba	25.5%	58.9%	15.6%	44	14.8
Ontario	39.2%	53.3%	7.5%	433	4.7
Quebec	26.8%	64.1%	9.1%	253	6.2
Atlantic Canada	26.1%	58.1%	15.8%	124	8.8
GENDER					
Male	41.3%	53.3%	5.4%	525	4.3
Female	31.2%	63.6%	5.2%	681	3.8
AGE					
<35	33.5%	60.9%	5.7%	88	10.5
35-49	34.2%	61.6%	4.2%	218	6.6
50-64	35.8%	59.6%	4.6%	410	4.8
65+	44.4%	50.3%	5.2%	485	4.5
EDUCATION					
High school or less	40.6%	53.8%	5.6%	329	5.4
College or CEGEP	41.4%	54.8%	3.7%	395	4.9
University or higher	27.9%	66.5%	5.6%	476	4.5
COUNTRY OF BIRTH					
Not born in Canada	46.3%	46.3%	7.5%	193	7.1
Parents not born in Canada	38.0%	59.1%	3.0%	333	5.4
Both parents born in Canada	32.6%	61.7%	5.7%	681	3.8
CURRENT VOTE INTENTION					
Liberal Party	12.5%	84.5%	3.0%	285	5.8
Conservative Party	91.1%	7.8%	1.2%	332	5.4
NDP	13.3%	80.7%	6.0%	312	5.6
Green Party	30.4%	69.2%	0.4%	65	12.2
Bloc Québécois	12.4%	85.3%	2.4%	40	15.5

Support for a Coalition Government Led by Thomas Mulcair

Q. If you were forced to choose between a Conservative minority government led by Stephen Harper and a coalition government made of up New Democrats and Liberals and led by NDP leader Thomas Mulcair, which would you prefer?

	A Conservative government	A coalition government	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	**39.2%**	**51.2%**	**9.6%**	**1248**	**2.8**
REGION					
British Columbia	33.1%	54.4%	12.5%	203	6.9
Alberta	64.9%	25.2%	9.9%	143	8.2
Saskatchewan	47.3%	45.6%	7.1%	65	12.2
Manitoba	40.4%	47.0%	12.6%	51	13.7
Ontario	42.5%	48.1%	9.4%	473	4.5
Quebec	24.8%	69.3%	5.9%	193	7.1
Atlantic Canada	30.6%	55.4%	14.0%	117	9.1
GENDER					
Male	47.1%	48.7%	4.2%	557	4.2
Female	35.3%	58.0%	6.7%	632	3.9
AGE					
<35	46.0%	47.5%	6.5%	88	10.5
35-49	38.7%	56.0%	5.3%	201	6.9
50-64	38.4%	56.6%	5.0%	430	4.7
65+	40.4%	55.1%	4.5%	472	4.5
EDUCATION					
High school or less	49.2%	43.4%	7.4%	294	5.7
College or CEGEP	43.5%	52.7%	3.8%	387	5.0
University or higher	33.1%	62.4%	4.5%	496	4.4
COUNTRY OF BIRTH					
Not born in Canada	45.6%	50.4%	4.0%	211	6.8
Parents not born in Canada	47.7%	48.3%	4.0%	297	5.7
Both parents born in Canada	37.0%	56.7%	6.3%	683	3.8
CURRENT VOTE INTENTION					
Liberal Party	23.7%	71.2%	5.1%	293	5.7
Conservative Party	91.8%	5.4%	2.8%	346	5.3
NDP	12.6%	86.5%	0.9%	307	5.6
Green Party	25.4%	64.4%	10.2%	59	12.8
Bloc Québécois	21.4%	68.3%	10.3%	31	17.6

Perceived Need for New Government

Q. Do you disagree or agree with the following statement: "I feel that Stephen Harper and the Conservatives are not the best choice and it is time for a new government in Ottawa."

	Disagree	Agree	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	**35.5%**	**56.1%**	**8.4%**	**2518**	**2.0**
REGION					
British Columbia	27.5%	59.9%	12.6%	418	4.8
Alberta	51.7%	39.2%	9.1%	286	5.8
Saskatchewan	50.3%	43.9%	5.8%	121	8.9
Manitoba	27.3%	59.4%	13.3%	95	10.1
Ontario	38.1%	54.8%	7.1%	906	3.3
Quebec	29.4%	64.1%	6.5%	446	4.6
Atlantic Canada	31.0%	58.3%	10.7%	241	6.3
GENDER					
Male	40.7%	54.5%	4.8%	1082	3.0
Female	33.6%	62.2%	4.2%	1313	2.7
AGE					
<35	37.4%	57.3%	5.3%	176	7.4
35-49	36.1%	60.5%	3.4%	419	4.8
50-64	33.9%	61.8%	4.3%	840	3.4
65+	42.1%	53.1%	4.8%	957	3.2
EDUCATION					
High school or less	43.4%	51.9%	4.7%	623	3.9
College or CEGEP	40.2%	55.7%	4.2%	782	3.5
University or higher	29.5%	66.6%	3.9%	972	3.1
COUNTRY OF BIRTH					
Not born in Canada	36.0%	56.2%	7.7%	404	4.9
Parents not born in Canada	43.6%	52.8%	3.7%	630	3.9
Both parents born in Canada	34.2%	61.8%	4.0%	1364	2.7
CURRENT VOTE INTENTION					
Liberal Party	16.1%	81.4%	2.5%	578	4.1
Conservative Party	85.7%	10.5%	3.8%	678	3.8
NDP	17.1%	81.3%	1.7%	619	3.9
Green Party	16.9%	77.7%	5.4%	124	8.8
Bloc Québécois	24.0%	73.9%	2.1%	71	11.6

Openness to Strategic Voting

Q. If your first choice did not have the best chance of beating the Conservative candidate in your riding, would you consider voting for the choice that had the best chance of defeating the Conservative candidate?

	Yes	No	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	**58.8%**	**38.4%**	**2.8%**	**1405**	**2.6**
REGION					
British Columbia	67.9%	30.0%	2.1%	246	6.3
Alberta	62.6%	32.9%	4.5%	114	9.2
Saskatchewan	59.8%	37.7%	2.6%	58	12.9
Manitoba	81.2%	18.1%	0.7%	52	13.6
Ontario	64.2%	33.1%	2.7%	506	4.4
Quebec	43.8%	54.1%	2.1%	280	5.9
Atlantic Canada	49.2%	44.1%	6.7%	145	8.1
GENDER					
Male	57.2%	40.4%	2.5%	594	4.0
Female	60.5%	37.0%	2.5%	798	3.5
AGE					
<35	56.7%	39.8%	3.5%	101	9.8
35-49	60.2%	37.7%	2.1%	255	6.1
50-64	59.6%	38.4%	2.1%	522	4.3
65+	58.5%	38.7%	2.8%	515	4.3
EDUCATION					
High school or less	58.9%	37.1%	4.0%	328	5.4
College or CEGEP	55.8%	41.5%	2.7%	431	4.7
University or higher	61.1%	37.2%	1.7%	629	3.9
COUNTRY OF BIRTH					
Not born in Canada	56.6%	38.7%	4.7%	219	6.6
Parents not born in Canada	67.8%	30.9%	1.3%	343	5.3
Both parents born in Canada	56.0%	41.2%	2.8%	834	3.4
CURRENT VOTE INTENTION					
Liberal Party	64.2%	33.4%	2.4%	466	4.5
Conservative Party	29.1%	62.1%	8.7%	80	11.0
NDP	62.0%	36.7%	1.3%	514	4.3
Green Party	59.8%	38.1%	2.1%	97	10.0
Bloc Québécois	47.3%	52.7%	0.0%	52	13.6

Preferred Areas of Investment (1/3)

Q. Suppose you were Prime Minister for a day and you had to choose how to invest one billion dollars over the next 10 years. Which of the following investments would be in the best interest of the public? Which of the following investments would be in the best interest of the public?

	Renewing urban infrastructure	Home / Community care	Stimulating investments into alternative energy / post-carbon technology	Targeted tax relief for the middle class	Paying down the debt
NATIONALLY	**69.8%**	**68.5%**	**63.6%**	**61.3%**	**59.4%**
REGION					
British Columbia	61.9%	71.1%	77.1%	54.1%	54.6%
Alberta	67.0%	59.7%	69.5%	62.3%	64.3%
Sask/Man	79.4%	57.5%	64.3%	76.3%	62.2%
Ontario	67.4%	73.3%	60.8%	54.3%	62.9%
Quebec	60.0%	76.0%	60.4%	69.0%	57.6%
Atlantic Canada	72.3%	66.1%	62.7%	66.9%	60.4%
GENDER					
Male	68.4%	62.4%	60.3%	59.0%	64.8%
Female	71.4%	74.1%	66.5%	63.5%	54.6%
AGE					
<35	69.8%	70.4%	65.7%	58.8%	51.4%
35-44	66.3%	65.5%	66.4%	58.7%	55.2%
45-54	75.0%	68.8%	56.0%	62.0%	62.6%
55-64	70.2%	71.7%	70.2%	68.6%	62.9%
65+	74.9%	66.3%	59.3%	60.1%	64.1%
EDUCATION					
High school or less	63.7%	63.0%	52.2%	62.0%	63.7%
College or CEGEP	70.9%	70.0%	58.4%	63.7%	60.2%
University or higher	72.9%	70.8%	74.2%	58.5%	54.8%
CURRENT VOTE INTENTION					
Liberal Party	78.0%	68.7%	65.8%	66.1%	59.5%
Conservative Party	74.2%	50.4%	33.7%	60.4%	78.2%
NDP	67.6%	79.2%	77.3%	59.6%	42.1%
Green Party	51.3%	83.3%	86.2%	41.0%	60.0%
Bloc Québécois	50.2%	81.1%	45.2%	64.9%	50.6%

Preferred Areas of Investment (2/3)

Q. Suppose you were Prime Minister for a day and you had to choose how to invest one billion dollars over the next 10 years. Which of the following investments would be in the best interest of the public? Which of the following investments would be in the best interest of the public?

	Improving the environmental quality of oceans and lakes	Early childhood development	Childcare	Workplace training	Reducing post-secondary tuition
NATIONALLY	**56.9%**	**54.3%**	**51.0%**	**50.9%**	**50.7%**
REGION					
British Columbia	66.8%	53.9%	66.7%	57.8%	43.2%
Alberta	52.4%	51.7%	48.0%	30.6%	66.3%
Sask/Man	13.4%	58.6%	43.9%	84.3%	46.4%
Ontario	78.9%	44.8%	38.8%	41.4%	57.8%
Quebec	45.2%	68.0%	50.3%	52.1%	44.6%
Atlantic Canada	67.9%	68.0%	40.6%	59.8%	53.4%
GENDER					
Male	51.0%	52.2%	52.4%	51.1%	52.3%
Female	61.7%	55.7%	49.4%	50.7%	49.1%
AGE					
<35	59.6%	56.4%	72.3%	61.0%	50.1%
35-44	58.7%	55.9%	55.0%	49.0%	56.5%
45-54	68.9%	60.5%	42.6%	41.4%	51.8%
55-64	39.0%	56.8%	35.5%	50.2%	42.3%
65+	57.4%	50.8%	47.0%	45.6%	45.3%
EDUCATION					
High school or less	64.4%	50.8%	40.5%	52.2%	47.6%
College or CEGEP	55.8%	49.2%	48.7%	52.9%	48.6%
University or higher	54.2%	62.5%	60.1%	48.6%	53.8%
CURRENT VOTE INTENTION					
Liberal Party	59.9%	59.6%	58.5%	44.5%	54.9%
Conservative Party	32.7%	31.2%	19.4%	60.2%	43.2%
NDP	61.6%	63.2%	67.6%	49.8%	57.8%
Green Party	71.8%	38.9%	50.9%	42.2%	46.0%
Bloc Québécois	58.3%	73.1%	64.5%	71.9%	29.9%

Preferred Areas of Investment (3/3)

Q. Suppose you were Prime Minister for a day and you had to choose how to invest one billion dollars over the next 10 years. Which of the following investments would be in the best interest of the public? Which of the following investments would be in the best interest of the public?

	Public pensions	Across-the-board tax cuts	Income splitting for two-parent households	Combating terrorist threats such as ISIS	New military purchases
NATIONALLY	**44.0%**	**42.4%**	**29.1%**	**20.7%**	**19.1%**
REGION					
British Columbia	38.3%	36.1%	19.3%	18.9%	20.0%
Alberta	36.0%	48.1%	31.8%	29.3%	24.4%
Sask/Man	47.8%	42.6%	29.5%	30.1%	15.5%
Ontario	49.2%	43.8%	40.2%	21.7%	17.2%
Quebec	30.7%	47.4%	48.8%	17.6%	12.1%
Atlantic Canada	54.8%	40.3%	19.5%	9.2%	18.8%
GENDER					
Male	43.9%	44.4%	33.4%	20.3%	25.3%
Female	44.0%	40.7%	25.4%	21.2%	15.1%
AGE					
<35	42.5%	36.5%	24.5%	15.0%	14.7%
35-44	41.6%	45.6%	30.9%	20.0%	18.8%
45-54	50.3%	42.2%	29.4%	18.5%	25.4%
55-64	37.1%	45.3%	32.3%	23.1%	22.8%
65+	45.4%	43.4%	27.6%	27.8%	17.4%
EDUCATION					
High school or less	44.1%	48.1%	38.6%	27.5%	22.1%
College or CEGEP	46.3%	42.1%	24.3%	21.5%	21.7%
University or higher	41.7%	38.5%	26.0%	15.4%	15.3%
CURRENT VOTE INTENTION					
Liberal Party	46.7%	35.6%	14.4%	10.0%	18.0%
Conservative Party	33.9%	60.8%	52.9%	48.9%	46.0%
NDP	50.2%	30.0%	25.5%	10.9%	8.5%
Green Party	64.8%	53.9%	30.0%	1.0%	18.3%
Bloc Québécois	29.8%	42.9%	45.3%	4.6%	10.4%

Methodology:

This report draws on data from two separate surveys. The first 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 the first survey are May 20-26 2015. In total, a random sample of 2,934 Canadian adults aged 18 and over responded to the survey. The margin of error associated with the total sample is +/-1.8 percentage points, 19 times out of 20.

The second survey was 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 second survey involved an online only sample of 2,116 Canadians. While panellists are randomly recruited, the survey itself excludes the roughly 1 in 8 Canadians without internet access. The results should therefore be considered generalizeable to Canada's online population. The field dates for this survey are May 12-19, 2015. 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.