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POTENTIALLY SIGNIFICANT MOVEMENTS AFTER LONG WEEKEND:

MIDWEEK POLLING SHOULD BE VERY TELLING

[Ottawa – October 13, 2015] As we enter the final week of the campaign, the Liberals now hold a significant lead. The Conservatives, meanwhile, have had a significant drop which, if confirmed tomorrow, could spell the end of their pursuit of a stable government. The NDP has stopped its bleeding and may be rebounding slightly and, although their standing on vote intention has been greatly diminished in recent weeks, the distribution of their support is fairly seat efficient.

The Liberal Party has made sizeable gains in both Ontario and Quebec. The Liberals now hold a noticeable lead in Ontario and they find themselves tied with the NDP for the lead in Quebec. While the smaller sample sizes at the regional level preclude a more definitive analysis at this stage, there are signs that the Conservative strength in Quebec is beginning to wane and the party now sits in a distant third place. The Bloc Québécois is at just 14 points in Quebec and is becoming less and less of a force in this election. The Green Party is at 19 points in British Columbia and could offer up some surprises in on Monday.

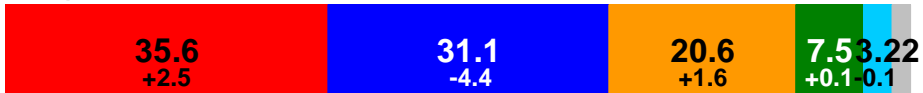
The Conservative vote is still very heavily concentrated among seniors, while the Liberals are now doing well with all the age groups under 65 and they have a huge and important advantage with the university-educated. If these trends are confirmed tomorrow, it may be that Stephen Harper's aspirations for a fourth mandate will be dashed.

Federal vote intention

Q. How do you plan to vote in the upcoming federal election on October 19th?

National Results

(Change over October 8-10 poll below)



2011 Election Results



Note: Figures represent a three-day rolling sample.

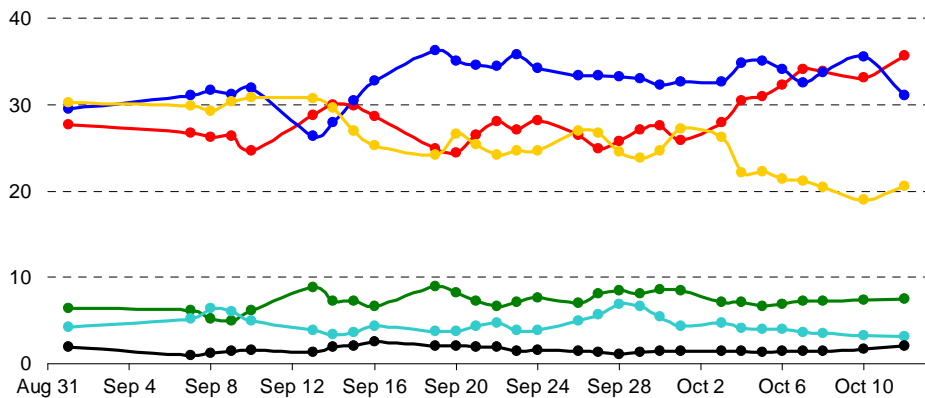
Figures based on decided and leaning voters only; 8.3% of respondents say they are undecided and 13.3% did not provide a valid response.

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BASE: Canadians; October 10-12, 2015 (n=1,115), MOE +/- 2.9%, 19 times out of 20

Tracking federal vote intention

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



Note: Each point represents a three-day rolling sample.

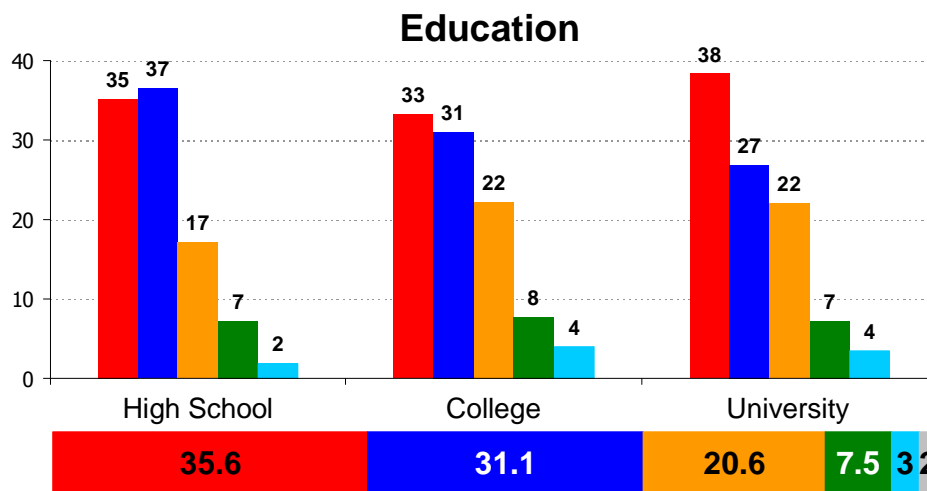
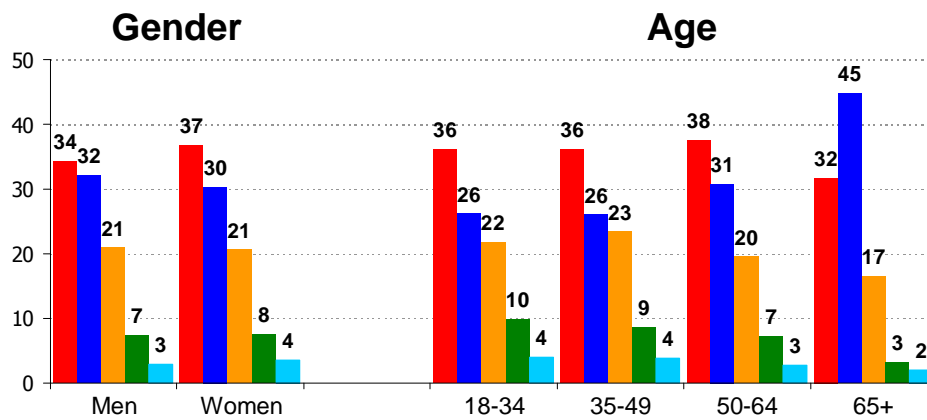
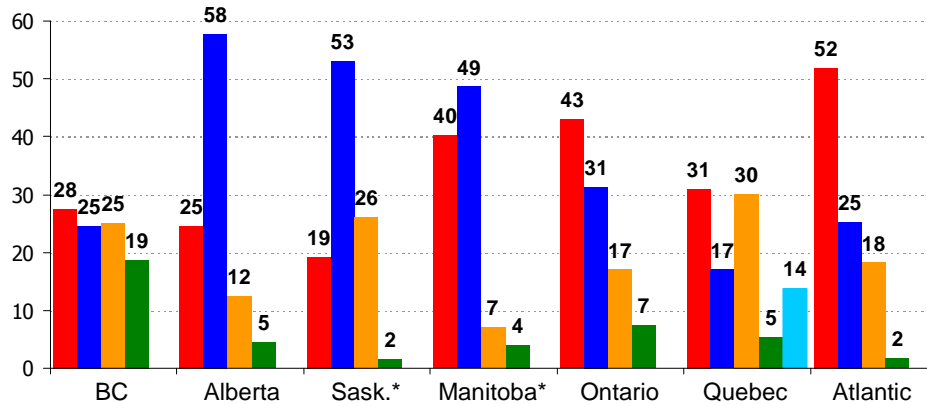
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BASE: Canadians; October 10-12, 2015 (n=1,115), MOE +/- 2.9%, 19 times out of 20

Vote intention by region/demographics

Q. How do you plan to vote in the upcoming federal election on October 19th?



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

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

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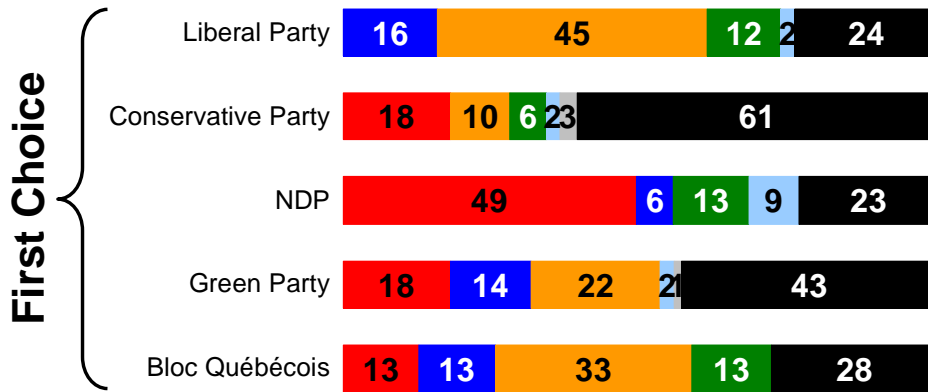
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BASE: Canadians; October 10-12, 2015 (n=1,115), MOE +/- 2.9%, 19 times out of 20

Second choice (HD-IVR only)

Q. What party would be your second choice?

Overall



■ Liberal
 ■ Conservative
 ■ NDP
 ■ green
 ■ BLOC QUÉBÉCOIS
 ■ Other
 ■ Don't know/None

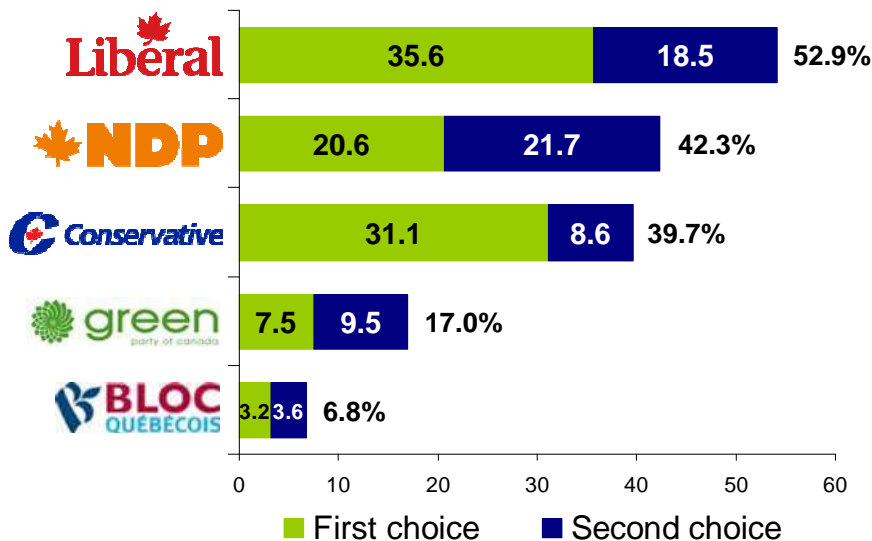
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BASE: Canadians with a first choice; October 10-12, 2015 (n=574), MOE +/- 4.1%, 19 times out of 20

Theoretical party ceilings

Q. How do you plan to vote in the upcoming federal election on October 19th?

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



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BASE: Canadians with a first choice; October 10-12, 2015 (n=574), MOE +/- 4.1%, 19 times out of 20

Detailed Tables:

National Federal Vote Intention (decided and leaning voters only)								
<i>Q. Thinking about the upcoming federal election on October 19th, have you already voted either at an advance poll or by special ballot?</i>								
<i>[If Yes] How did you vote in this election?</i>								
<i>[If No] How do you plan to vote in the upcoming federal election on October 19th?</i>								
<i>[If undecided] Even if you do not have a firm idea, are you leaning towards a party?</i>								
<i>[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	35.6%	31.1%	20.6%	7.5%	3.2%	2.0%	902	3.3
REGION								
British Columbia	27.5%	24.6%	25.1%	18.7%	–	4.1%	117	9.1
Alberta	24.6%	57.7%	12.3%	4.5%	–	0.8%	107	9.5
Saskatchewan	19.2%	53.1%	26.2%	1.5%	–	0.0%	32	17.3
Manitoba	40.3%	48.7%	7.1%	3.9%	–	0.0%	42	15.1
Ontario	43.0%	31.3%	17.0%	7.4%	–	1.3%	316	5.5
Quebec	30.9%	17.0%	30.1%	5.3%	13.8%	2.9%	184	7.2
Atlantic Canada	52.0%	25.2%	18.2%	1.7%	–	2.8%	101	9.8
GENDER								
Male	34.3%	32.2%	20.9%	7.4%	2.9%	2.3%	431	4.7
Female	36.7%	30.3%	20.6%	7.6%	3.6%	1.3%	462	4.6
AGE								
<35	36.1%	26.1%	21.7%	9.9%	4.0%	2.2%	108	9.4
35-49	36.2%	26.0%	23.4%	8.6%	3.9%	1.9%	171	7.5
50-64	37.6%	30.7%	19.6%	7.3%	2.7%	2.0%	324	5.4
65+	31.7%	44.8%	16.5%	3.3%	2.0%	1.8%	297	5.7
EDUCATION								
High school or less	35.1%	36.5%	17.1%	7.3%	1.9%	2.1%	185	7.2
College or CEGEP	33.3%	31.0%	22.2%	7.7%	4.0%	1.9%	271	6.0
University or higher	38.4%	26.9%	22.0%	7.2%	3.5%	2.0%	438	4.7

Second Choice (HD-IVR Only)

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

	LPC	CPC	NDP	GP	BQ	Other	None	DK/ NR	Sampl e Size	MOE (+/-)
NATIONALLY	18.5%	8.3%	21.7%	9.4%	3.5%	1.5%	36.3%	0.7%	574	4.1
REGION										
British Columbia	25.9%	4.1%	20.7%	14.7%	–	0.9%	32.3%	1.3%	77	11.2
Alberta	14.5%	11.5%	5.8%	6.0%	–	5.6%	54.9%	1.7%	66	12.1
Saskatchewan	17.4%	2.9%	26.1%	18.5%	–	0.0%	35.0%	0.0%	19	22.5
Manitoba	21.7%	6.1%	12.7%	3.4%	–	0.0%	56.1%	0.0%	30	17.9
Ontario	15.7%	10.0%	26.0%	7.9%	–	0.7%	39.2%	0.5%	188	7.2
Quebec	18.9%	8.0%	20.4%	11.6%	14.0%	2.2%	24.2%	0.8%	120	9.0
Atlantic Canada	20.3%	9.4%	33.9%	3.9%	–	0.0%	32.5%	0.0%	73	11.5
GENDER										
Male	19.8%	6.4%	20.7%	9.9%	2.9%	1.3%	38.2%	0.8%	277	5.9
Female	17.6%	10.4%	22.6%	9.2%	4.3%	1.7%	34.0%	0.3%	292	5.7
AGE										
<35	17.4%	7.1%	24.6%	10.0%	7.2%	0.0%	33.0%	0.6%	73	11.5
35-49	21.4%	12.1%	18.5%	10.3%	3.2%	1.6%	32.2%	0.6%	122	8.9
50-64	17.3%	6.5%	22.1%	10.9%	1.5%	3.8%	37.3%	0.5%	205	6.8
65+	17.1%	6.6%	21.7%	5.0%	1.2%	0.2%	46.7%	1.5%	174	7.4
EDUCATION										
High school or less	17.5%	13.2%	17.2%	8.9%	2.8%	0.7%	39.7%	0.0%	105	9.6
College or CEGEP	16.5%	7.8%	14.5%	12.6%	4.0%	1.2%	43.1%	0.4%	174	7.4
University or higher	21.2%	6.1%	30.1%	7.4%	3.7%	2.2%	28.2%	1.1%	289	5.8
CURRENT VOTE INTENTION										
Liberal Party	–	15.7%	45.5%	12.2%	2.2%	0.0%	24.1%	0.3%	195	7.0
Conservative Party	17.9%	–	9.9%	6.0%	2.3%	2.9%	59.9%	1.2%	179	7.3
NDP	49.3%	6.4%	–	12.7%	8.5%	0.0%	22.5%	0.6%	120	9.0
Green Party	18.9%	12.5%	21.6%	–	2.2%	1.2%	43.5%	0.0%	44	14.8
Bloc Québécois	11.4%	11.4%	33.8%	13.8%	–	0.0%	29.5%	0.0%	15	25.3

Methodology:

This study involved a blended sample collected using two separate methodologies: Computer Assisted Live Interviews (CATI) and EKOS' proprietary 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 figures in this report are based on a three-day rolling sample. Each day, a new day's worth of interviewing is added and the oldest day is dropped. The field dates for this survey are October 10-12, 2015.¹ In total, a random sample of 1,115 Canadian adults aged 18 and over responded to the survey (939 by HD-IVR, 176 by live interviewer). The margin of error associated with the total sample is +/- 2.9 percentage points, 19 times out of 20.

Please note that the margin of error increases when the results are sub-divided (i.e., error margins for sub-groups such as region, sex, age, education). All the data have been statistically weighted by **age, gender, region, and educational attainment** to ensure the sample's composition reflects that of the actual population of Canada according to Census data.

¹ Note that due to the Thanksgiving holiday, we did not run the live interviewer portion on Sunday, October 11th or Monday, October 12th.