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LIBERALS MAINTAIN LEAD OVER CONSERVATIVES:

NDP REBOUND?

[Ottawa – October 14, 2015] We're less than five days away from Election Day and the Liberals are maintaining a small but stable four-point lead over the second-place Conservative Party. The NDP is in third place, but the party is up almost four points over yesterday and may be showing signs of resuscitation after its decline over the last month.

The NDP is doing significantly better in Quebec, where the bloom is off the rose for the Conservative Party, who at one point seemed to be gaining ground over cultural and values concerns. Ontario is swinging decisively Liberal and the Conservative Party is likely to lose seats here, despite the prospect of vote splitting among centre-left voters. British Columbia remains a four-way race and the NDP may be recovering here.

Support for the Conservative Party rises progressively with age and the party retains a clear lead with seniors, although this advantage might be shrinking. In a stark contrast, NDP support *declines* with age. What is remarkable about Liberal support is how balanced it is across age groups.

The data on second choice provide some insights into each party's potential for growth. If we combine each respondent's first and second choice, the Liberal Party has a theoretical vote ceiling of 55 points. In a speech earlier today, Justin Trudeau asked Canadians for a majority mandate and these findings suggest there are certainly enough potential Liberals out there to make this happen. The NDP has a vote ceiling of 45 per cent meaning that while the party is still ten points off the lead, they still have plenty of headroom. The Conservatives, however, have a vote ceiling of just 38 points meaning that even if Stephen Harper could (improbably) convert every second choice voter to his camp, his party would still fall short of a majority.

All in all, the Liberals hold a clear advantage and, more importantly, this lead is stable. If Stephen Harper is not able to improve his party's standing over the next day or two, it is highly doubtful that he will be able to get the strong minority he'll need to retain power, let alone a majority.

Federal vote intention

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

National Results

(Change over October 10-12 poll below)



2011 Election Results



Liberal
 Conservative
 NDP
 green
 BLOC QUÉBÉCOIS
 Other

Note: Figures represent a three-day rolling sample.

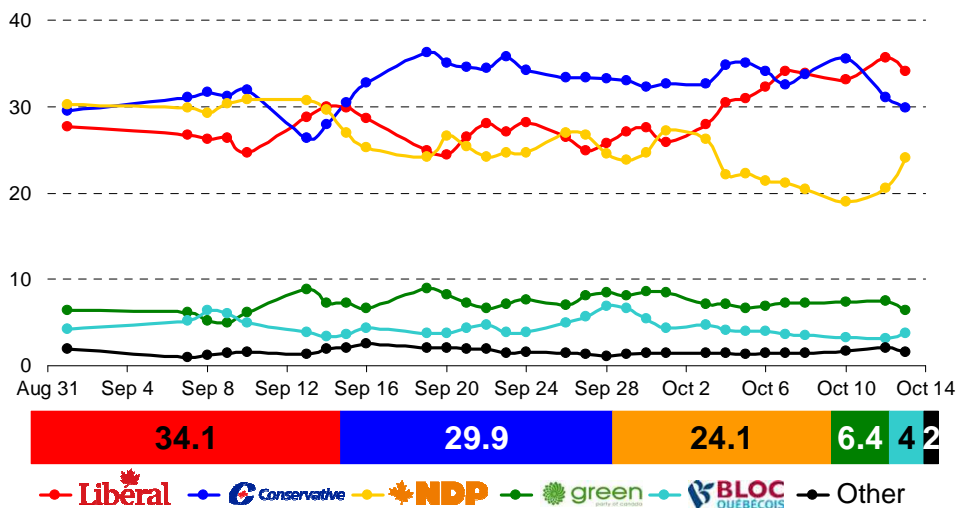
Figures based on decided and leaning voters only; 8.6% of respondents say they are undecided and 9.3% did not provide a valid response.

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BASE: Canadians; October 11-13, 2015 (n=1,179), 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.

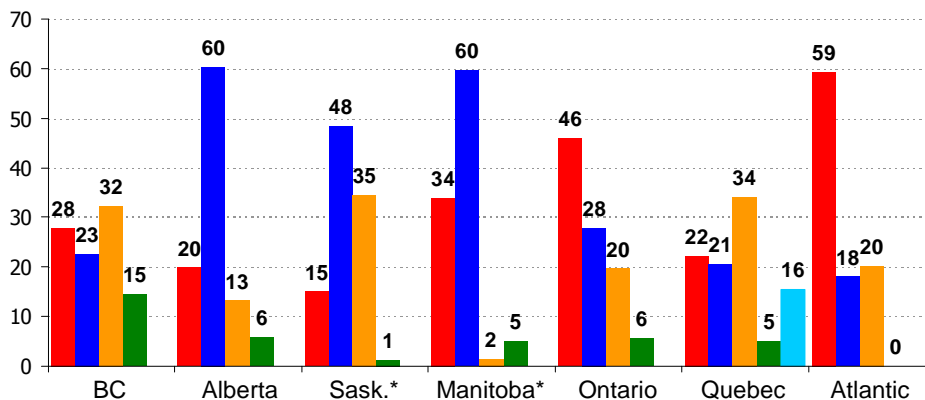
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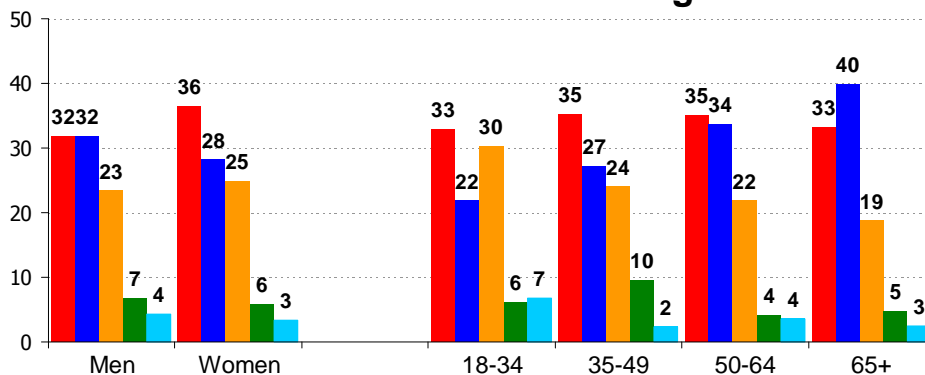
BASE: Canadians; October 11-13, 2015 (n=1,179), MOE +/- 2.9%, 19 times out of 20

Vote intention by region/demographics

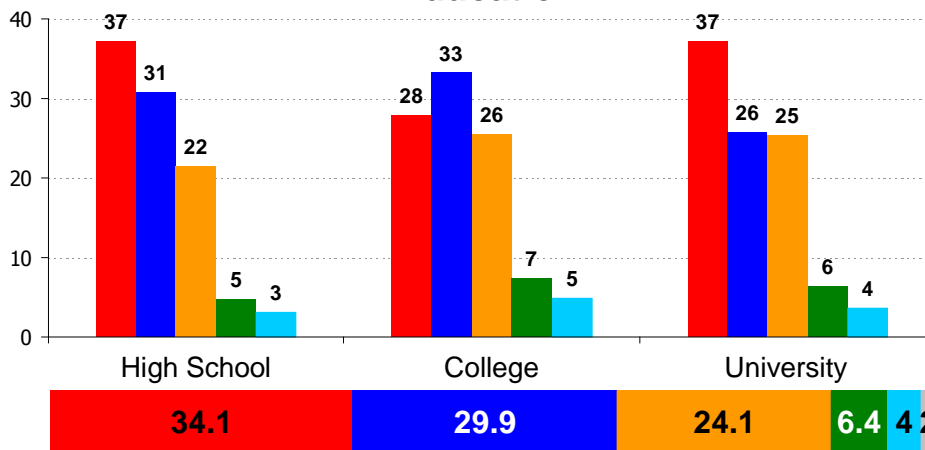
Q. How do you plan to vote in the upcoming federal election on October 19th?



Gender



Education



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

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

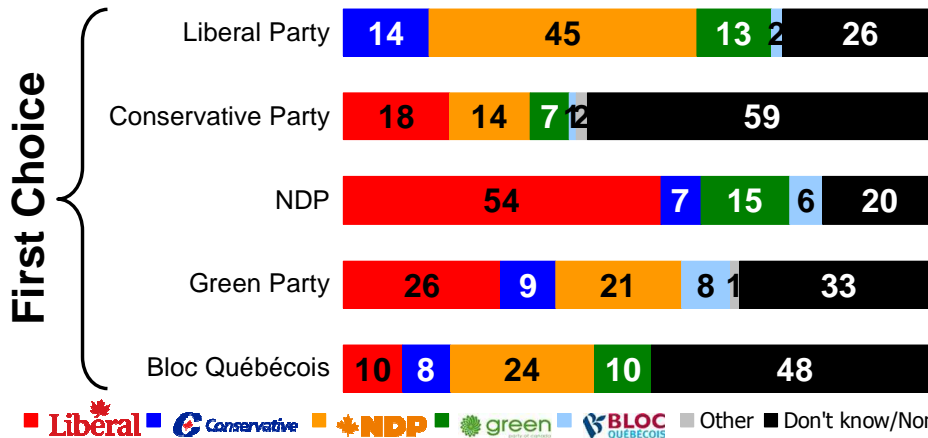
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BASE: Canadians; October 11-13, 2015 (n=1,179), MOE +/- 2.9%, 19 times out of 20

Second choice (HD-IVR only)

Q. What party would be your second choice?

Overall



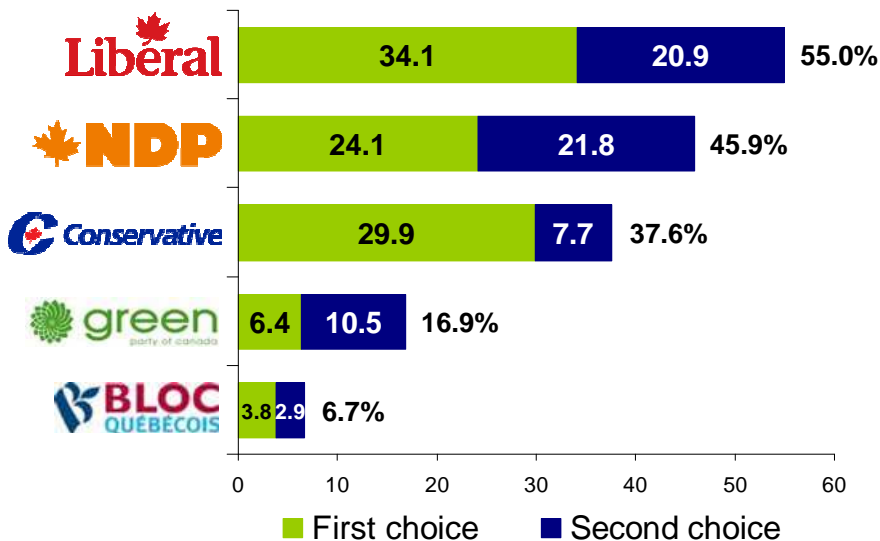
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BASE: Canadians with a first choice; October 11-13, 2015 (n=585), MOE +/- 4.1%, 19 times out of 20

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 11-13, 2015 (n=585), 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	34.1%	29.9%	24.1%	6.4%	3.8%	1.6%	987	3.1
REGION								
British Columbia	27.8%	22.6%	32.3%	14.5%	–	2.8%	138	8.3
Alberta	19.8%	60.4%	13.3%	5.9%	–	0.7%	114	9.2
Saskatchewan	15.0%	48.3%	34.5%	1.3%	–	0.9%	28	18.5
Manitoba	33.9%	59.5%	1.5%	5.1%	–	0.0%	42	15.1
Ontario	45.9%	27.8%	19.7%	5.6%	–	0.9%	359	5.2
Quebec	22.3%	20.6%	34.1%	5.0%	15.5%	2.5%	221	6.6
Atlantic Canada	59.3%	18.1%	20.3%	0.0%	–	2.3%	83	10.8
GENDER								
Male	31.8%	31.8%	23.4%	6.7%	4.3%	1.9%	493	4.4
Female	36.4%	28.2%	25.0%	5.9%	3.4%	1.1%	488	4.4
AGE								
<35	33.0%	21.9%	30.3%	6.2%	6.8%	1.7%	112	9.3
35-49	35.2%	27.2%	24.0%	9.5%	2.3%	1.8%	207	6.8
50-64	35.1%	33.7%	21.8%	4.2%	3.5%	1.8%	319	5.5
65+	33.2%	39.9%	18.8%	4.7%	2.5%	0.9%	347	5.3
EDUCATION								
High school or less	37.3%	30.8%	21.5%	4.8%	3.1%	2.5%	208	6.8
College or CEGEP	27.9%	33.3%	25.5%	7.4%	4.9%	0.9%	294	5.7
University or higher	37.3%	25.7%	25.4%	6.4%	3.6%	1.5%	474	4.5

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	Sample Size	MOE (+/-)
NATIONALLY	20.9%	7.7%	21.8%	10.5%	2.9%	0.9%	34.7%	0.7%	585	4.1
REGION										
British Columbia	31.4%	7.5%	18.0%	16.1%	–	0.9%	26.1%	0.0%	73	11.5
Alberta	13.2%	8.0%	4.8%	6.6%	–	3.1%	62.3%	1.9%	60	12.7
Saskatchewan	25.2%	2.4%	22.0%	17.6%	–	3.1%	29.8%	0.0%	19	22.5
Manitoba	16.0%	5.9%	9.6%	9.3%	–	0.0%	59.3%	0.0%	28	18.5
Ontario	15.6%	8.8%	28.9%	10.2%	–	0.3%	35.9%	0.4%	213	6.7
Quebec	25.7%	5.1%	18.8%	10.3%	11.2%	1.0%	26.5%	1.4%	133	8.5
Atlantic Canada	20.9%	15.5%	31.4%	4.5%	–	0.0%	27.6%	0.0%	59	12.8
GENDER										
Male	18.9%	6.2%	21.3%	9.9%	2.5%	0.8%	39.7%	0.7%	295	5.7
Female	22.9%	9.2%	22.1%	11.2%	3.4%	1.0%	29.9%	0.2%	287	5.8
AGE										
<35	25.2%	6.9%	19.1%	11.7%	5.0%	0.0%	32.1%	0.0%	71	11.6
35-49	20.0%	10.4%	22.2%	11.3%	3.7%	0.8%	31.1%	0.5%	139	8.3
50-64	20.8%	6.4%	24.0%	9.6%	1.2%	2.1%	35.5%	0.5%	179	7.3
65+	16.0%	6.1%	22.4%	8.7%	0.7%	0.7%	44.3%	1.1%	195	7.0
EDUCATION										
High school or less	13.5%	12.1%	24.1%	11.1%	2.2%	1.3%	35.6%	0.0%	108	9.4
College or CEGEP	20.5%	7.5%	14.9%	14.2%	2.9%	0.3%	39.3%	0.4%	186	7.2
University or higher	26.2%	5.3%	26.9%	7.1%	3.5%	1.2%	29.3%	0.5%	283	5.8
CURRENT VOTE INTENTION										
Liberal Party	–	14.4%	45.0%	12.6%	1.9%	0.0%	25.9%	0.2%	200	6.9
Conservative Party	17.8%	–	13.7%	6.5%	1.2%	1.9%	57.9%	1.0%	177	7.4
NDP	53.5%	6.6%	–	14.9%	5.5%	0.0%	19.0%	0.5%	136	8.4
Green Party	26.4%	9.3%	21.2%	–	8.3%	1.4%	30.9%	2.5%	38	15.9
Bloc Québécois	10.0%	8.0%	24.2%	9.7%	–	0.0%	48.1%	0.0%	21	21.4

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 11-13, 2015.¹ In total, a random sample of 1,179 Canadian adults aged 18 and over responded to the survey (1,030 by HD-IVR, 149 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.