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Marginally Significant Narrowing of Liberal Lead:

RACE NOT OVER

[Ottawa – October 15, 2015] As we sit less than four days out from Election Day, there is precious little to report. While we thought at the beginning of the week that the race would be clarified by now, it isn't. The gap between the Liberals and the Conservatives has narrowed slightly and the Liberals' advantage is no longer statistically significant. The NDP remains in third place, although they are still a major player in this election.

Regionally, Ontario continues to look very positive for the Liberals, while Quebec is looking very positive for the NDP. British Columbia, meanwhile, is a tight race with all three parties vying for the lead. The Liberals continue to dominate Atlantic Canada, while Alberta remains firmly in the hands of the Conservatives. The Conservatives still lead with seniors, although their advantage here has been weakened over the past week (the Hazel McCallion effect?).

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



Note: Figures represent a three-day rolling sample.

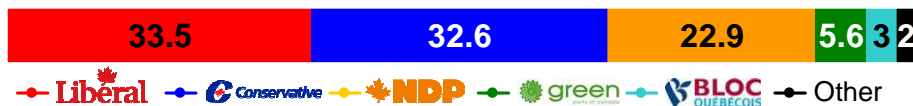
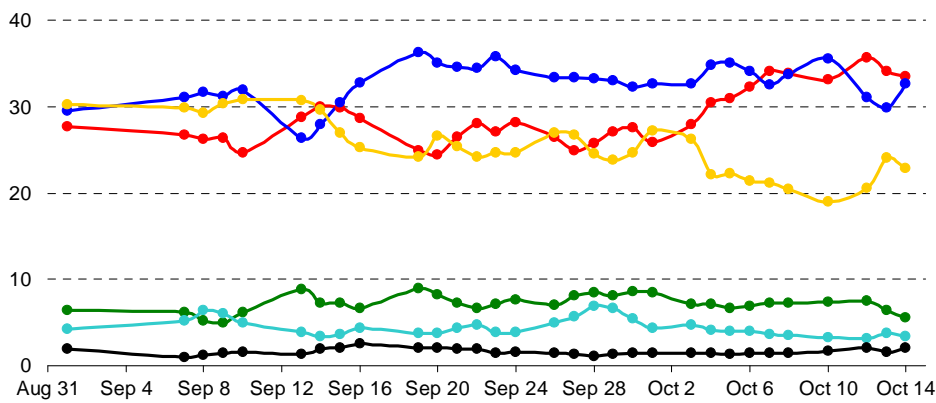
Figures based on decided and leaning voters only; 8.1% of respondents say they are undecided and 9.5% did not provide a valid response.

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BASE: Canadians; October 12-14, 2015 (n=1,438), MOE +/- 2.6%, 19 times out of 20

Tracking federal vote intention

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



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

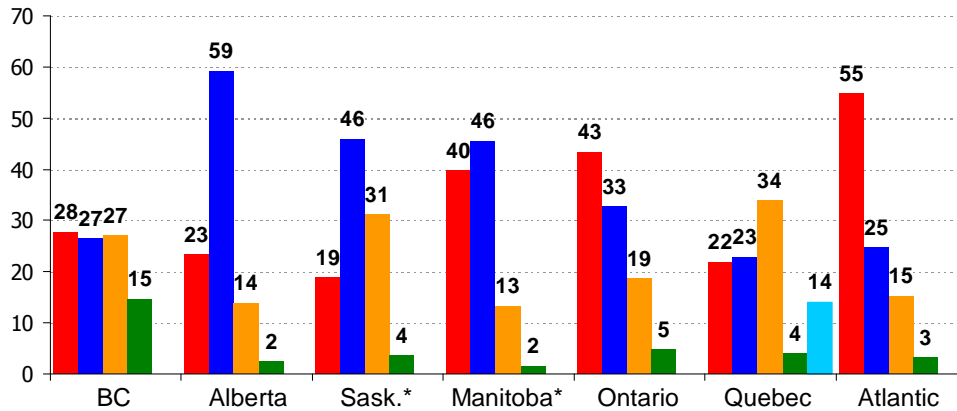
Figures based on decided and leaning voters only; 8.1% of respondents say they are undecided and 9.5% did not provide a valid response.

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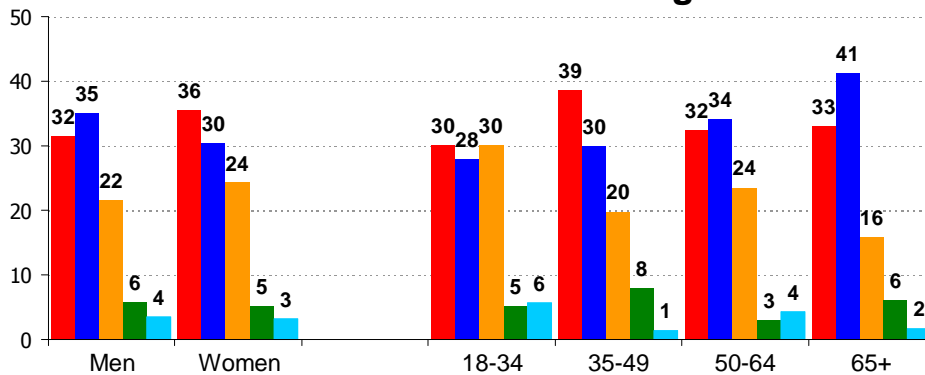
BASE: Canadians; October 12-14, 2015 (n=1,438), MOE +/- 2.6%, 19 times out of 20

Vote intention by region/demographics

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

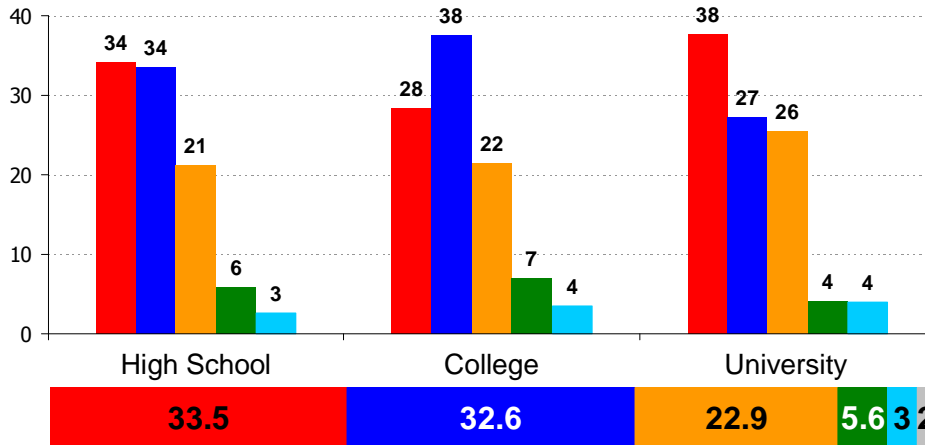


Gender



Age

Education



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

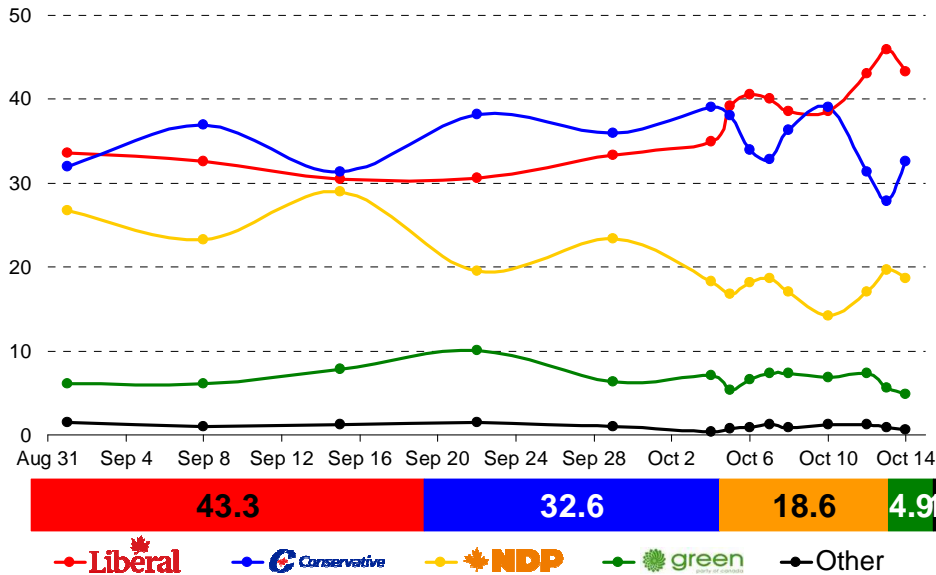
*Results for Saskatchewan/Manitoba should be interpreted with caution due to small sample sizes

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BASE: Canadians; October 12-14, 2015 (n=1,438), MOE +/- 2.6%, 19 times out of 20

Tracking vote intention: Ontario

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

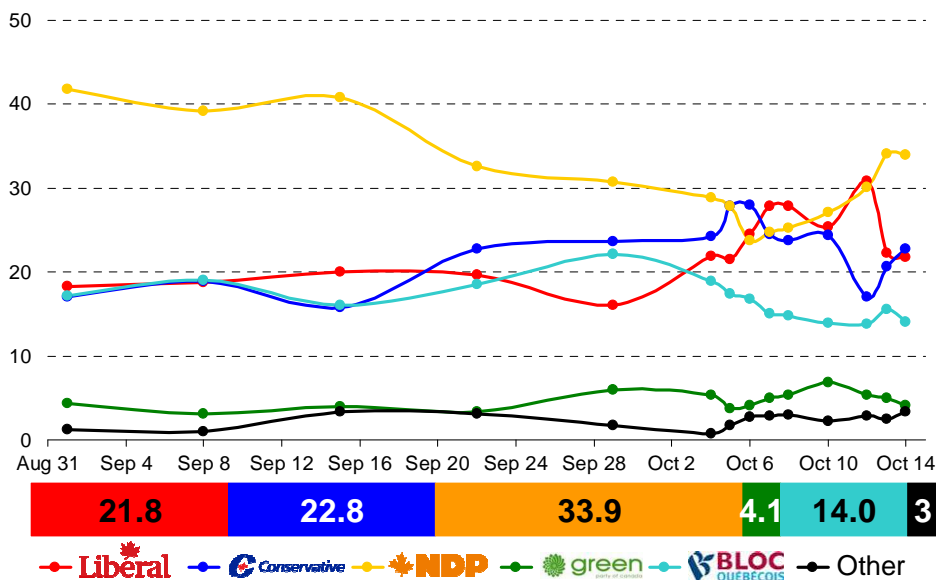


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BASE: Ontario residents; October 12-14, 2015 (n=501), MOE +/- 4.4%, 19 times out of 20

Tracking vote intention: Quebec

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



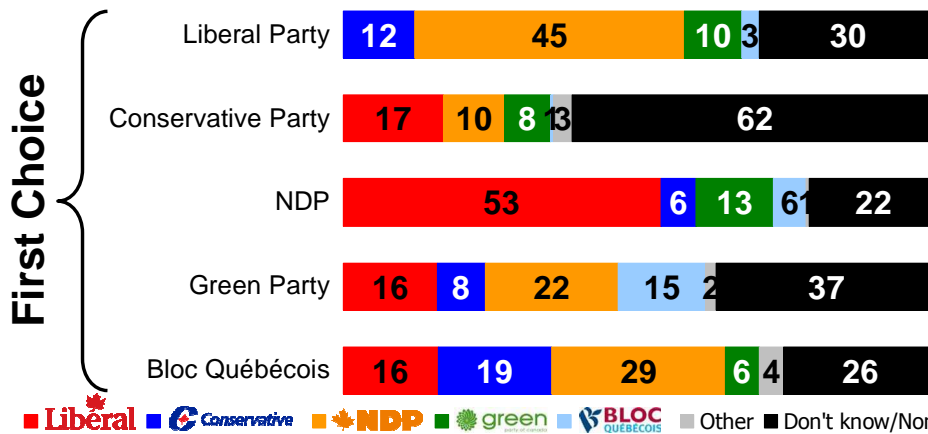
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BASE: Quebec residents; October 12-14, 2015 (n=304), MOE +/- 5.6%, 19 times out of 20

Second choice (HD-IVR only)

Q. What party would be your second choice?

Overall



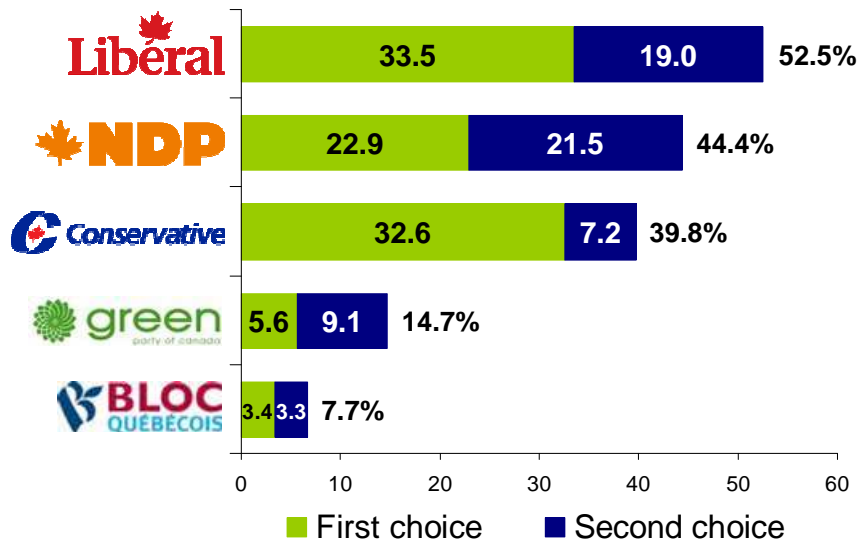
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BASE: Canadians with a first choice; October 12-14, 2015 (n=651), MOE +/- 3.8%, 19 times out of 20

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 12-14, 2015 (n=651), MOE +/- 3.8%, 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 | 33.5% | 32.6% | 22.9% | 5.6% | 3.4% | 2.0% | 1198 | 2.8 |
| REGION | | | | | | | | |
| British Columbia | 27.6% | 26.5% | 27.0% | 14.6% | – | 4.3% | 203 | 6.9 |
| Alberta | 23.2% | 59.1% | 13.8% | 2.4% | – | 1.5% | 142 | 8.2 |
| Saskatchewan | 18.8% | 45.9% | 31.0% | 3.7% | – | 0.7% | 39 | 15.7 |
| Manitoba | 39.7% | 45.5% | 13.2% | 1.6% | – | 0.0% | 46 | 14.5 |
| Ontario | 43.3% | 32.6% | 18.6% | 4.9% | – | 0.6% | 418 | 4.8 |
| Quebec | 21.8% | 22.8% | 33.9% | 4.1% | 14.0% | 3.4% | 258 | 6.1 |
| Atlantic Canada | 54.8% | 24.6% | 15.3% | 3.2% | – | 2.1% | 86 | 10.6 |
| GENDER | | | | | | | | |
| Male | 31.6% | 35.1% | 21.5% | 5.9% | 3.6% | 2.3% | 623 | 3.9 |
| Female | 35.5% | 30.4% | 24.3% | 5.2% | 3.3% | 1.3% | 569 | 4.1 |
| AGE | | | | | | | | |
| <35 | 30.2% | 28.0% | 30.1% | 5.2% | 5.7% | 0.8% | 144 | 8.2 |
| 35-49 | 38.6% | 30.0% | 19.8% | 8.0% | 1.4% | 2.1% | 243 | 6.3 |
| 50-64 | 32.4% | 34.2% | 23.6% | 3.1% | 4.3% | 2.4% | 390 | 5.0 |
| 65+ | 33.1% | 41.2% | 15.9% | 6.2% | 1.7% | 1.9% | 415 | 4.8 |
| EDUCATION | | | | | | | | |
| High school or less | 34.1% | 33.5% | 21.2% | 5.9% | 2.6% | 2.7% | 276 | 5.9 |
| College or CEGEP | 28.4% | 37.5% | 21.5% | 7.0% | 3.5% | 1.9% | 383 | 5.0 |
| University or higher | 37.6% | 27.3% | 25.5% | 4.1% | 4.0% | 1.4% | 530 | 4.3 |

Second Choice (HD-IVR Only)

Q. [Decided/Leaning voters who have not yet voted 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 | 19.0% | 7.2% | 21.5% | 9.1% | 3.3% | 1.5% | 37.7% | 0.6% | 651 | 3.8 |
| REGION | | | | | | | | | | |
| British Columbia | 23.3% | 9.2% | 18.5% | 17.2% | – | 0.7% | 30.1% | 1.1% | 105 | 9.6 |
| Alberta | 20.8% | 4.1% | 11.2% | 1.6% | – | 4.0% | 56.7% | 1.5% | 74 | 11.4 |
| Saskatchewan | 22.9% | 7.6% | 15.6% | 14.4% | – | 2.0% | 37.6% | 0.0% | 26 | 19.2 |
| Manitoba | 11.9% | 7.1% | 13.3% | 16.7% | – | 7.7% | 43.4% | 0.0% | 25 | 19.6 |
| Ontario | 11.4% | 7.1% | 26.1% | 9.6% | – | 0.5% | 45.1% | 0.2% | 227 | 6.5 |
| Quebec | 28.6% | 6.3% | 20.1% | 6.3% | 13.2% | 1.7% | 23.0% | 0.8% | 135 | 8.4 |
| Atlantic Canada | 15.3% | 11.5% | 30.8% | 4.9% | – | 0.8% | 36.8% | 0.0% | 57 | 13.0 |
| GENDER | | | | | | | | | | |
| Male | 19.6% | 6.7% | 19.4% | 9.2% | 3.5% | 1.7% | 39.4% | 0.4% | 345 | 5.3 |
| Female | 18.6% | 7.9% | 23.6% | 9.0% | 3.2% | 1.4% | 36.2% | 0.1% | 302 | 5.6 |
| AGE | | | | | | | | | | |
| <35 | 28.8% | 4.7% | 20.3% | 5.8% | 5.3% | 1.1% | 34.1% | 0.0% | 83 | 10.8 |
| 35-49 | 15.4% | 12.0% | 24.6% | 9.4% | 3.9% | 1.1% | 33.0% | 0.5% | 141 | 8.3 |
| 50-64 | 17.1% | 4.9% | 21.7% | 11.3% | 2.0% | 2.0% | 40.9% | 0.0% | 200 | 6.9 |
| 65+ | 12.2% | 6.4% | 18.7% | 10.7% | 1.3% | 2.4% | 46.8% | 1.5% | 225 | 6.5 |
| EDUCATION | | | | | | | | | | |
| High school or less | 16.9% | 10.1% | 15.1% | 9.1% | 1.1% | 2.3% | 45.4% | 0.0% | 150 | 8.0 |
| College or CEGEP | 17.4% | 4.7% | 21.0% | 13.3% | 4.6% | 0.4% | 38.1% | 0.4% | 219 | 6.6 |
| University or higher | 22.1% | 7.6% | 27.3% | 5.3% | 4.0% | 2.1% | 31.4% | 0.3% | 277 | 5.9 |
| CURRENT VOTE INTENTION | | | | | | | | | | |
| Liberal Party | – | 12.1% | 45.2% | 9.6% | 2.9% | 0.0% | 30.1% | 0.0% | 223 | 6.6 |
| Conservative Party | 16.8% | – | 10.3% | 7.8% | 0.6% | 3.1% | 60.6% | 0.9% | 211 | 6.8 |
| NDP | 53.3% | 5.9% | – | 13.1% | 5.5% | 0.5% | 21.6% | 0.0% | 137 | 8.4 |
| Green Party | 15.8% | 8.1% | 22.2% | – | 14.9% | 1.6% | 34.8% | 2.5% | 37 | 16.1 |
| Bloc Québécois | 16.0% | 19.0% | 29.3% | 5.7% | – | 4.1% | 25.9% | 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 12-14, 2015.¹ In total, a random sample of 1,438 Canadian adults aged 18 and over responded to the survey (1,154 by HD-IVR, 284 by live interviewer). The margin of error associated with the total sample is +/- 2.6 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.

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