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LIBERALS CONTINUE TO RIDE HIGH WHILE NDP MOVE UP; CPC MORIBUND AT SUB-25:

MODERN LOWS FOR NATIONAL DIRECTIONAL APPROVAL AS CITIZENS SEEK A “BOLD NEW VISION”

By Frank Graves

[Ottawa – October 1, 2014] In a major new survey of public attitudes and values, we find a pretty stable political landscape which is increasingly unreceptive to another Stephen Harper government. Not only would the government be in no position to aspire to repeat its 2011 success, it may not even achieve leader of the opposition with these numbers. While we find this scenario unlikely, the continued flagging of Conservative Party fortunes now renders this a real possibility. Indeed, Stephen Harper’s regal air coach may be about to turn into a pumpkin. Probing the underlying anatomy of support and related diagnostic measures suggest that things are indeed very grim for the current government’s future prospects.

Federal vote intention

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

National Results



2011 Election Results



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

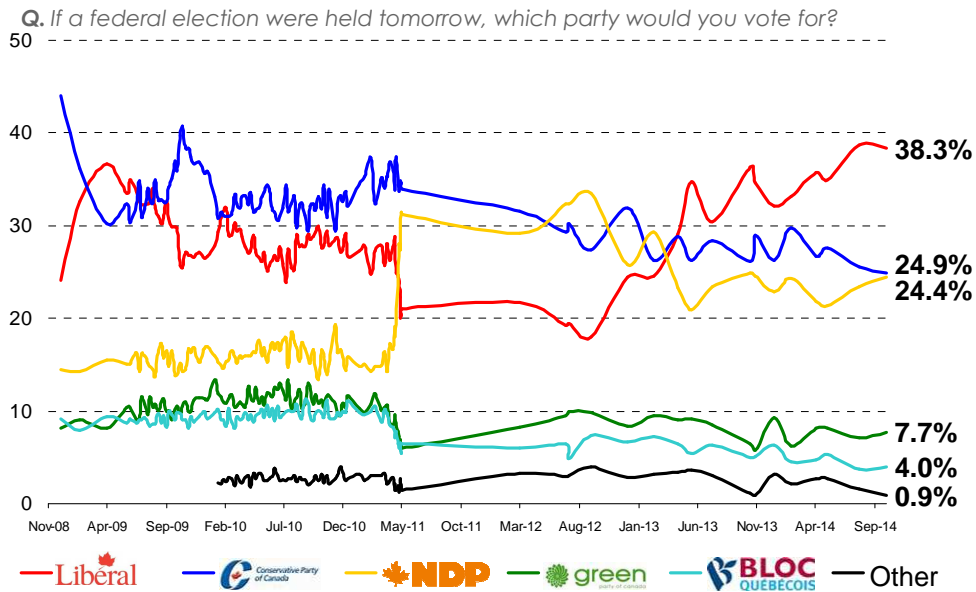
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BASE: Canadians; September 21-25, 2014 (n=1,549), MOE +/- 2.5%, 19 times out of 20

Pondering the time series below, a few points are obvious. Most notably, the Liberal ascension under Justin Trudeau is no mere blip; it is a long, slow march. Secondly, the Conservative decline is no ephemeral blip caused by some controversy or wobble. It is a steady and grim decline along a straight line of descent. If this were an ECG, the prognosis would be pretty bleak.

Turning to an important leading indicator – the question of whether we are moving in the right or wrong direction as a country – we see a modern record with 55 per cent saying wrong direction (roughly 62 per cent if we discount those with no opinion). In historical context, this indicator registered above the low 30s. Put another way, outside of the dwindling cadre of Conservative supporters, those who approve of national direction registers in the teens. The corresponding number for approval of federal direction is even lower.

Tracking federal vote intention



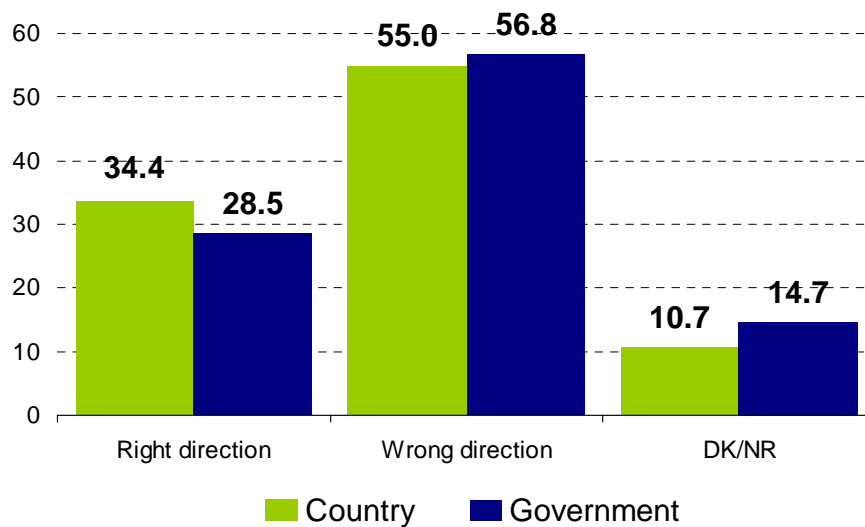
Note: The data on federal vote intention are based on decided and leaning voters only.

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BASE: Canadians; September 21-25, 2014 (n=1,549), MOE +/- 2.5%, 19 times out of 20

Direction of country/government

Q. All things considered, would you say the country/government is moving in the right direction or the wrong direction?

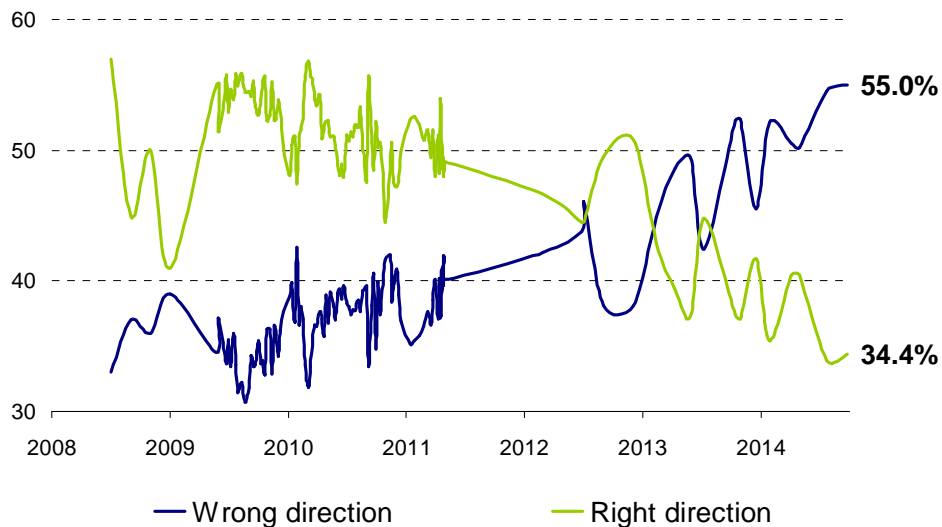


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BASE: Canadians (half-sample); September 21-25, 2014 (n=791/758), MOE +/- 2.5%, 19 times out of 20

Direction of country

Q. All things considered, would you say the country is moving in the right direction or the wrong direction?

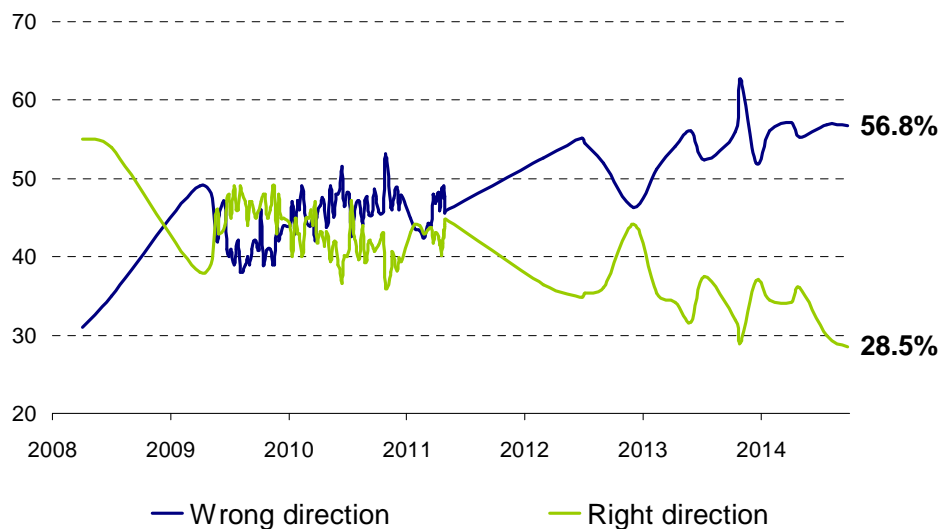


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BASE: Canadians (half-sample); September 21-25, 2014 (n=791), MOE +/- 3.5%, 19 times out of 20

Direction of government

Q. All things considered, would you say the Government of Canada is moving in the right direction or the wrong direction?



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BASE: Canadians (half-sample); September 21-25, 2014 (n=758), MOE +/- 3.6%, 19 times out of 20

The problems of the Conservative Party are vividly arrayed when we look at the regional and demographic patterns. Outside of their fortress of Alberta, the Conservatives do not hold a significant lead in a single region or demographic category. Even their stranglehold on Alberta is dramatically relaxed and they have relinquished their longstanding ownership of the senior cohort. The Liberals, meanwhile, have strong leads in the Atlantic and Ontario and are competitive throughout the country. The NDP continue to lead in Quebec (albeit insignificantly) and have a new lead in British Columbia (which will bear watching to see if it holds).

Things look even worse for the Conservatives when we turn to country of birth. The supposed “big shift” of new Canadians into the ranks of the Conservative Party has utterly collapsed. The Liberals now lead the Conservatives among this group by a margin of 47 to 21. Without some sort of fairly quick and profound turnaround, the chances of a fourth Harper government are looking increasingly remote.

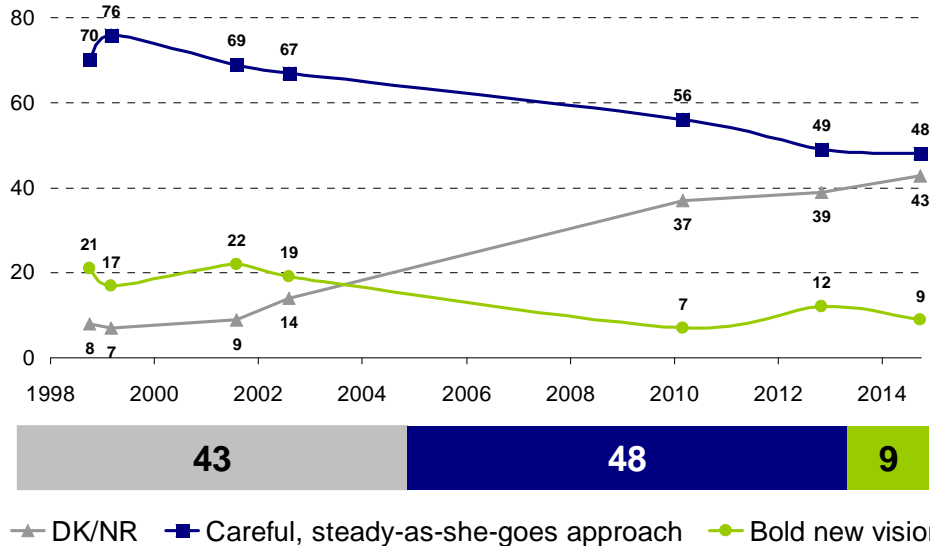
Canadians at odds with government over preferred vision

In this latest poll, we also updated our tracking on government vision, where we ask Canadians whether they would prefer a bold new government vision or a “steady-as-she-goes” approach. Canadians have traditionally been split on this issue, although it appears that the lean towards a bold new vision is somewhat stronger.

While the public aren’t always certain which direction they would prefer, the Conservatives aren’t really seen as providing any vision at all. Over the last 16 years, the proportion of Canadians who are unable or unwilling to categorize the government’s vision has jumped from eight per cent to more than 40 per cent. Moreover, the Conservatives are increasingly not seen as even providing the more custodial steady-as-she-goes government that the voters saw in the past.

Perceived government vision

Q. Which of the following BEST describes the way the Government of Canada is currently operating?

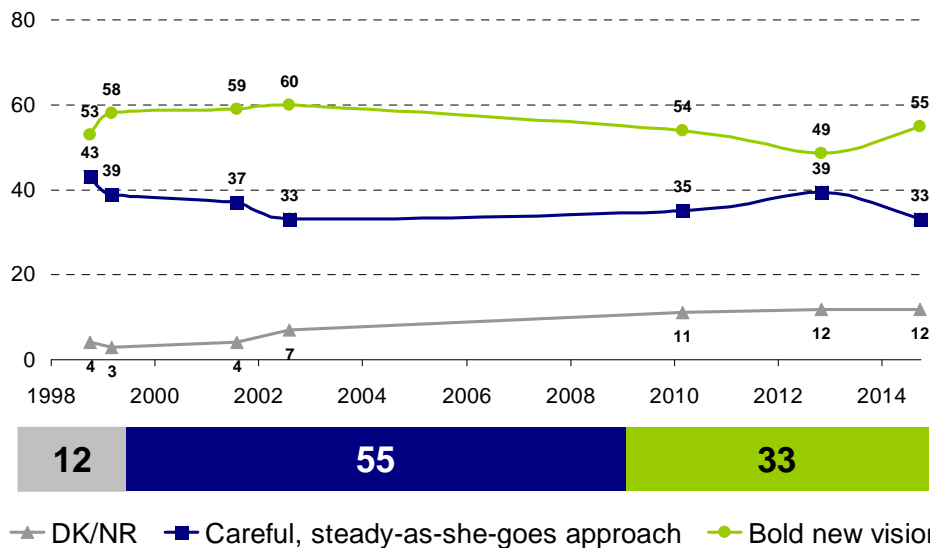


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BASE: Canadians; September 21-25, 2014 (n=1,549), MOE +/- 2.5%, 19 times out of 20

Preferred government vision

Q. And which way would you PREFER the Government of Canada to operate?

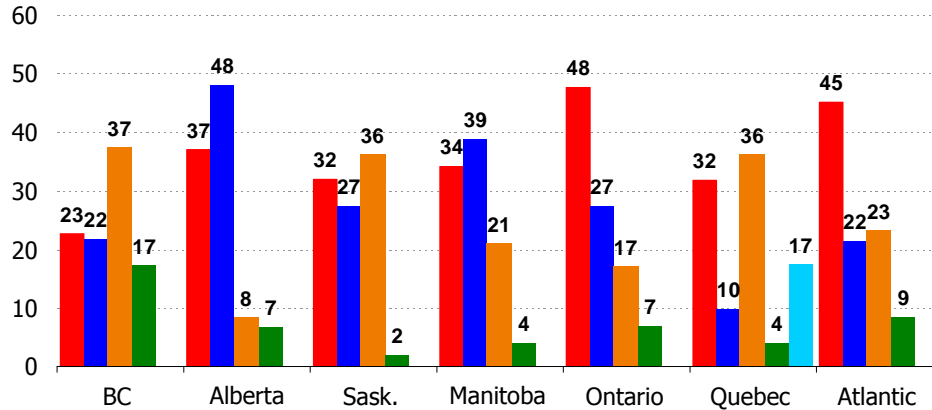


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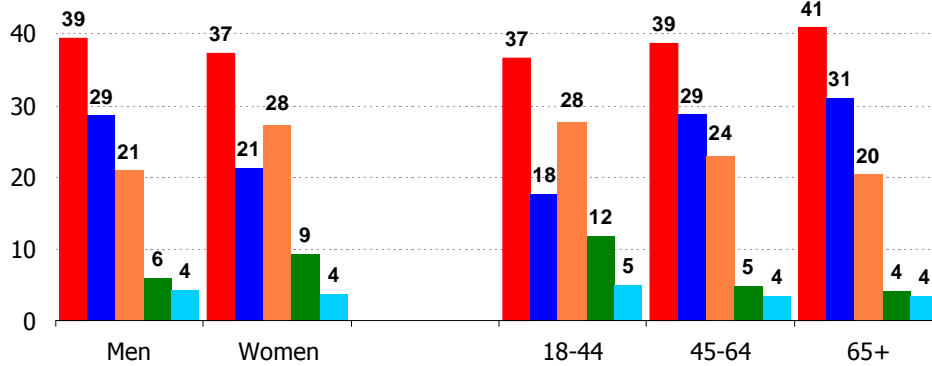
BASE: Canadians; September 21-25, 2014 (n=1,549), MOE +/- 2.5%, 19 times out of 20

Vote intention by key demographics

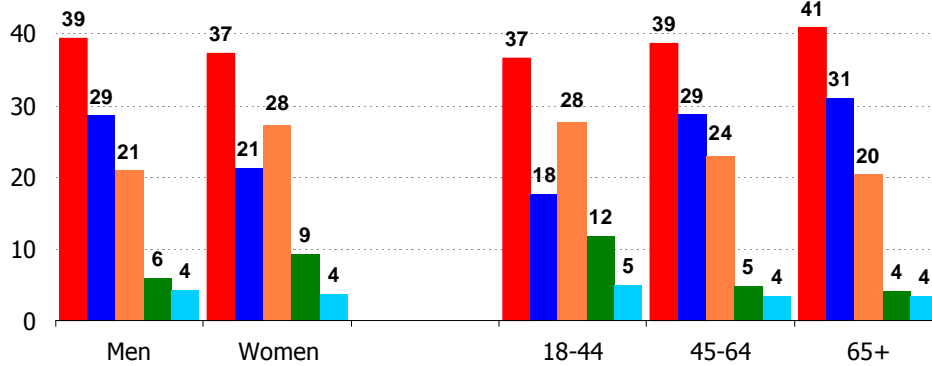
Q. If a federal election were held tomorrow, which party would you vote for?



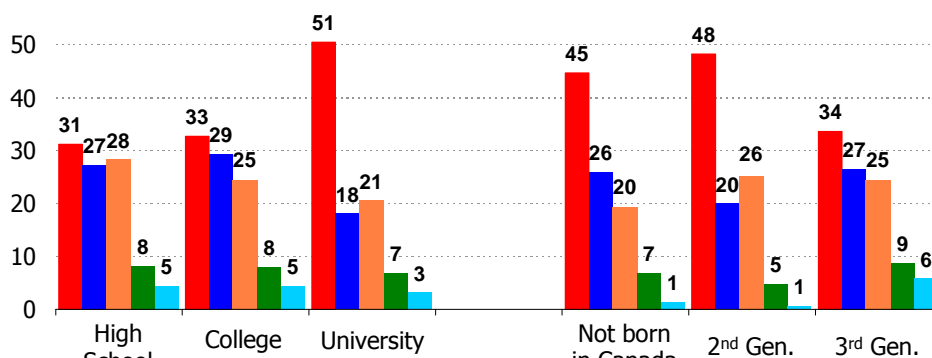
Gender



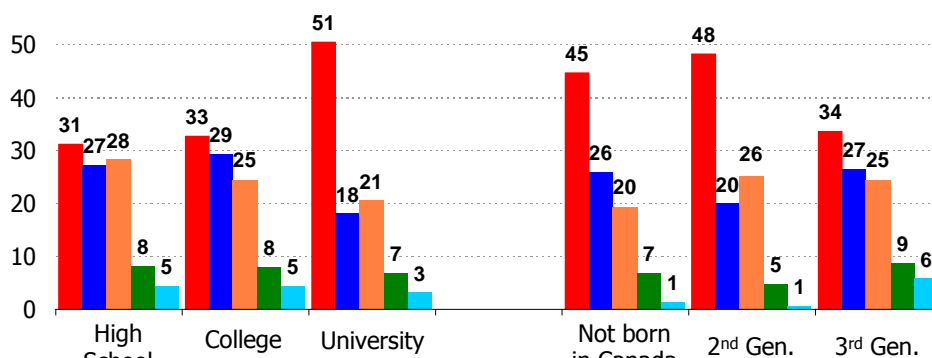
Age



Education



Country of birth



■ Liberal
 ■ Conservative Party of Canada
 ■ NDP
 ■ green
 ■ BLOC QUÉBÉCOIS
 ■ Other

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BASE: Canadians; September 21-25, 2014 (n=1,549), MOE +/- 2.5%, 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	38.3%	24.9%	24.4%	7.7%	4.0%	0.9%	1389	2.6
REGION								
British Columbia	22.7%	21.8%	37.4%	17.2%	0.0%	0.9%	166	7.6
Alberta	37.0%	48.0%	8.3%	6.7%	0.0%	0.0%	142	8.2
Saskatchewan	32.0%	27.3%	36.1%	2.0%	0.0%	2.6%	40	15.5
Manitoba	34.2%	38.9%	20.9%	4.1%	0.0%	1.9%	58	12.9
Ontario	47.7%	27.4%	17.1%	7.0%	0.0%	0.8%	458	4.6
Quebec	31.8%	9.8%	36.2%	4.1%	17.4%	0.7%	367	5.1
Atlantic Canada	45.2%	21.5%	23.2%	8.5%	0.0%	1.6%	151	8.0
GENDER								
Male	39.3%	28.6%	20.8%	6.0%	4.3%	1.1%	709	3.7
Female	37.3%	21.3%	27.8%	9.2%	3.7%	0.6%	676	3.8
AGE								
18-44	36.6%	17.7%	28.0%	11.8%	4.9%	1.1%	490	4.4
45-64	38.6%	28.7%	23.5%	4.8%	3.5%	1.0%	559	4.1
65+	40.8%	31.1%	20.3%	4.1%	3.5%	0.1%	294	5.7
EDUCATION								
High school or less	31.2%	27.3%	28.1%	8.3%	4.5%	0.6%	232	6.4
College or CEGEP	32.6%	29.3%	24.7%	8.0%	4.5%	1.0%	557	4.2
University or higher	50.5%	18.1%	20.5%	6.9%	3.1%	1.0%	592	4.0
COUNTRY OF BIRTH								
Not born in Canada	44.6%	25.9%	19.6%	7.0%	1.3%	1.6%	174	7.4
2 nd generation Canadian	48.2%	19.9%	25.7%	4.8%	0.5%	1.0%	285	5.8
3 rd generation+ Canadian	33.7%	26.5%	24.7%	8.7%	5.7%	0.7%	924	3.2

Direction of Country

Q. All things considered, would you say the country is moving in the right direction or the wrong direction?

	Right Direction	Wrong Direction	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	34.4%	55.0%	10.7%	791	3.5
REGION					
British Columbia	21.4%	68.8%	9.8%	101	9.8
Alberta	58.6%	31.7%	9.7%	82	10.8
Saskatchewan	18.1%	76.3%	5.6%	20	21.9
Manitoba	60.5%	39.5%	0.0%	33	17.1
Ontario	37.9%	53.7%	8.4%	261	6.1
Quebec	25.1%	60.0%	14.9%	208	6.8
Atlantic Canada	29.7%	51.1%	19.3%	82	10.8
GENDER					
Male	44.6%	47.4%	7.9%	401	4.9
Female	24.4%	62.2%	13.4%	389	5.0
AGE					
18-44	29.5%	61.9%	8.6%	277	5.9
45-64	38.8%	48.8%	12.3%	322	5.5
65+	37.8%	51.5%	10.8%	171	7.5
EDUCATION					
High school or less	40.2%	44.1%	15.7%	137	8.4
College or CEGEP	33.1%	55.7%	11.1%	320	5.5
University or higher	30.2%	64.1%	5.7%	329	5.4
COUNTRY OF BIRTH					
Not born in Canada	39.2%	46.8%	14.0%	95	10.1
2 nd generation Canadian	24.6%	67.1%	8.3%	156	7.9
3 rd generation+ Canadian	36.9%	52.1%	11.0%	535	4.2
CURRENT VOTE INTENTION					
Liberal Party	24.3%	66.5%	9.2%	282	5.8
Conservative Party	82.2%	10.1%	7.7%	172	7.5
NDP	14.3%	79.1%	6.5%	174	7.4
Green Party	8.6%	81.9%	9.6%	46	14.5
Bloc Quebecois	14.6%	69.8%	15.6%	29	18.2

Direction of Government

Q. All things considered, would you say the Government of Canada is moving in the right direction or the wrong direction?

	Right Direction	Wrong Direction	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	28.5%	56.8%	14.7%	758	3.6
REGION					
British Columbia	24.3%	68.5%	7.3%	84	10.7
Alberta	40.6%	48.2%	11.2%	72	11.6
Saskatchewan	45.3%	33.5%	21.2%	25	19.6
Manitoba	47.7%	45.6%	6.7%	30	17.9
Ontario	33.4%	52.7%	13.8%	242	6.3
Quebec	11.9%	66.6%	21.5%	200	6.9
Atlantic Canada	28.1%	55.5%	16.4%	99	9.9
GENDER					
Male	31.6%	60.7%	7.7%	375	5.1
Female	26.0%	53.0%	21.0%	380	5.0
AGE					
18-44	23.3%	59.6%	17.1%	260	6.1
45-64	30.2%	53.9%	15.9%	309	5.6
65+	35.9%	57.2%	6.9%	157	7.8
EDUCATION					
High school or less	26.5%	47.7%	25.8%	134	8.5
College or CEGEP	34.5%	55.1%	10.4%	305	5.6
University or higher	23.8%	67.8%	8.4%	314	5.5
COUNTRY OF BIRTH					
Not born in Canada	24.5%	63.7%	11.8%	100	9.8
2 nd generation Canadian	34.9%	55.4%	9.7%	154	7.9
3 rd generation+ Canadian	27.1%	56.0%	16.9%	498	4.4
CURRENT VOTE INTENTION					
Liberal Party	12.8%	71.0%	16.2%	283	5.8
Conservative Party	83.6%	4.2%	12.2%	170	7.5
NDP	11.7%	83.0%	5.3%	144	8.2
Green Party	2.1%	88.2%	9.7%	45	14.6
Bloc Quebecois	0.0%	85.0%	15.0%	30	17.9

Perceived Government Vision

Q. Which of the following BEST describes the way the Government of Canada is currently operating?

	Careful, steady-as-she-goes approach	Bold new vision for the future of the country	Unsure	Sample Size	Margin of Error (+/-)
NATIONALLY	48.2%	9.0%	42.8%	1549	2.5
REGION					
British Columbia	53.1%	6.1%	40.8%	185	7.2
Alberta	58.8%	11.0%	30.3%	154	7.9
Saskatchewan	46.9%	12.2%	41.0%	45	14.6
Manitoba	48.1%	4.5%	47.4%	63	12.4
Ontario	52.6%	10.0%	37.4%	503	4.4
Quebec	37.9%	8.0%	54.1%	408	4.9
Atlantic Canada	34.3%	8.9%	56.8%	181	7.3
GENDER					
Male	51.3%	10.3%	38.4%	776	3.5
Female	45.3%	7.9%	46.8%	769	3.5
AGE					
18-44	50.5%	12.2%	37.3%	537	4.2
45-64	45.3%	7.6%	47.1%	631	3.9
65+	50.0%	3.7%	46.2%	328	5.4
EDUCATION					
High school or less	51.4%	8.1%	40.4%	271	6.0
College or CEGEP	48.1%	11.3%	40.6%	625	3.9
University or higher	45.2%	7.5%	47.2%	643	3.9
COUNTRY OF BIRTH					
Not born in Canada	47.3%	9.5%	43.3%	195	7.0
2 nd generation Canadian	45.1%	8.2%	46.7%	310	5.6
3 rd generation+ Canadian	49.6%	9.3%	41.1%	1033	3.1
CURRENT VOTE INTENTION					
Liberal Party	39.6%	5.9%	54.5%	565	4.1
Conservative Party	78.8%	13.5%	7.8%	342	5.3
NDP	36.5%	9.0%	54.4%	318	5.5
Green Party	43.4%	14.0%	42.6%	91	10.3
Bloc Quebecois	36.9%	1.8%	61.3%	59	12.8

Preferred Government Vision

Q. And which way would you PREFER the Government of Canada to operate?

	Careful, steady-as-she-goes approach	Bold new vision for the future of the country	Unsure	Sample Size	Margin of Error (+/-)
NATIONALLY	33.2%	54.9%	11.9%	1549	2.5
REGION					
British Columbia	29.0%	52.2%	18.8%	185	7.2
Alberta	39.0%	54.1%	6.9%	154	7.9
Saskatchewan	40.0%	50.7%	9.3%	45	14.6
Manitoba	34.2%	46.9%	18.9%	63	12.4
Ontario	34.7%	55.4%	9.9%	503	4.4
Quebec	30.1%	56.1%	13.7%	408	4.9
Atlantic Canada	31.2%	60.2%	8.6%	181	7.3
GENDER					
Male	32.8%	57.1%	10.1%	776	3.5
Female	33.8%	52.7%	13.5%	769	3.5
AGE					
18-44	23.8%	62.2%	14.0%	537	4.2
45-64	39.0%	49.4%	11.5%	631	3.9
65+	44.4%	48.4%	7.2%	328	5.4
EDUCATION					
High school or less	35.7%	51.2%	13.2%	271	6.0
College or CEGEP	38.2%	49.2%	12.7%	625	3.9
University or higher	25.4%	64.5%	10.0%	643	3.9
COUNTRY OF BIRTH					
Not born in Canada	30.4%	57.9%	11.7%	195	7.0
2 nd generation Canadian	32.3%	53.8%	13.9%	310	5.6
3 rd generation+ Canadian	34.1%	54.6%	11.3%	1033	3.1
CURRENT VOTE INTENTION					
Liberal Party	19.8%	71.7%	8.5%	565	4.1
Conservative Party	71.0%	24.3%	4.8%	342	5.3
NDP	20.2%	65.3%	14.5%	318	5.5
Green Party	20.1%	65.6%	14.2%	91	10.3
Bloc Quebecois	29.6%	47.9%	22.5%	59	12.8

Methodology:

This study was conducted using EKOS' unique, hybrid online/telephone research panel, *Prob/i*. 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, *Prob/i* supports margin of error estimates. We believe this to be the only probability-based online panel in Canada.

The field dates for this survey are September 21-25, 2014. In total, 1,549 Canadians aged 18 and over responded to the survey. Of these cases, 1,401 were collected online, while 148 were collected by computer assisted telephone interviews (CATI). The margin of error associated with the total sample is +/-2.5 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.