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STABLE BUT NARROWING CONSERVATIVE LEAD AS NDP IN A HOLDING PATTERN WELL BACK OF LEADERS

[Ottawa – October 6, 2015] The Conservatives hold a stable but narrowing lead over the Liberal Party which has been moving up in the past week. The NDP, meanwhile, has declined and the party is plateaued right now.

There has been some confusion regarding the differing results being published by various pollsters in recent weeks. However, we have seen a clear and sustained Conservative lead and we are confident that this is not some statistical anomaly. We saw Conservative Party starting to rise on the 12th of September, moving into a clear lead on the 16th, and holding that lead for 20 consecutive days. It is unclear whether these numbers would produce a majority or not, but it is certainly within the realm of plausibility.

The regional races are showing important movements. The Liberals and Conservatives are statistically tied for the lead in the critical Ontario contest while the NDP seems to be falling out of the race here. Quebec is now a dead heat with the Conservatives and NDP tied and the Liberals up somewhat. Alberta and Saskatchewan have gone solidly blue and British Columbia sees a tight four-way race with the NDP holding the lead. The Green party continues to do well in British Columbia.

The Conservatives lead with men and continue to do well with older voters, but they are now doing well with boomers and have a clear lead with the Generation X cohort. The most striking demographic gap, however, may be the less-well-educated who have flocked to the Conservatives. The Liberals, meanwhile, are recovering the university educated vote. In addition to the older and younger fault lines separating Conservative Canada, there is a large gap across education. This will be important to watch.

Federal vote intention

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

National Results

(Change over October 2-4 poll below)



2011 Election Results



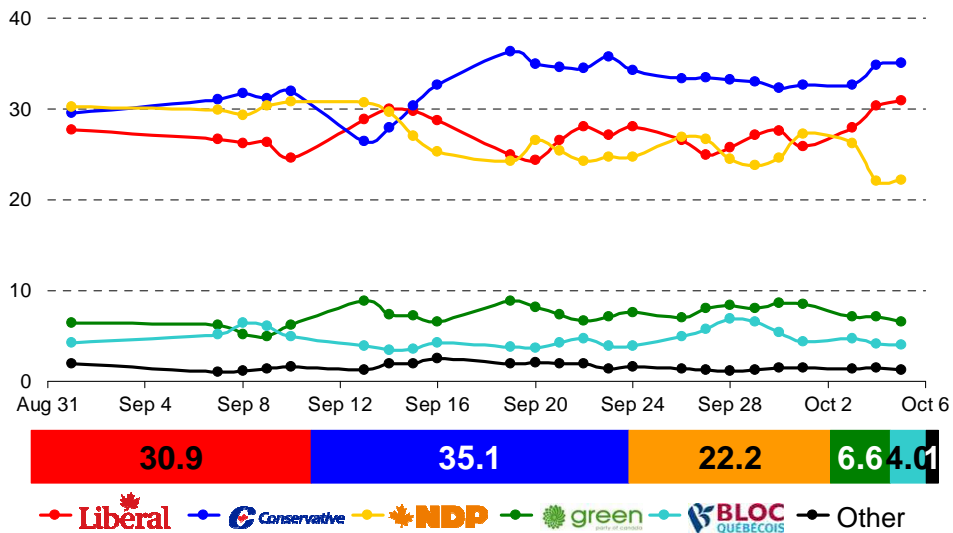
Note: These figures are based on decided and leaning voters only; 7.7% of respondents say they are undecided and 11.0% did not provide a valid response.

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BASE: Canadians; October 3-5, 2015 (n=1,658), MOE +/- 2.4%, 19 times out of 20

Tracking federal vote intention

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



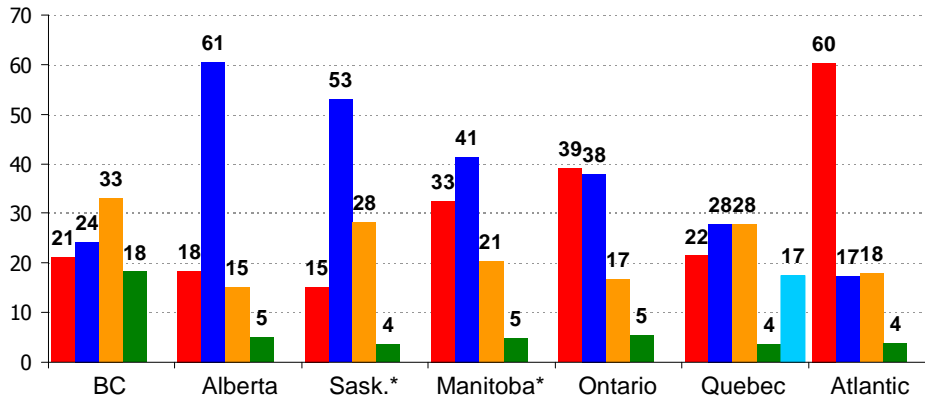
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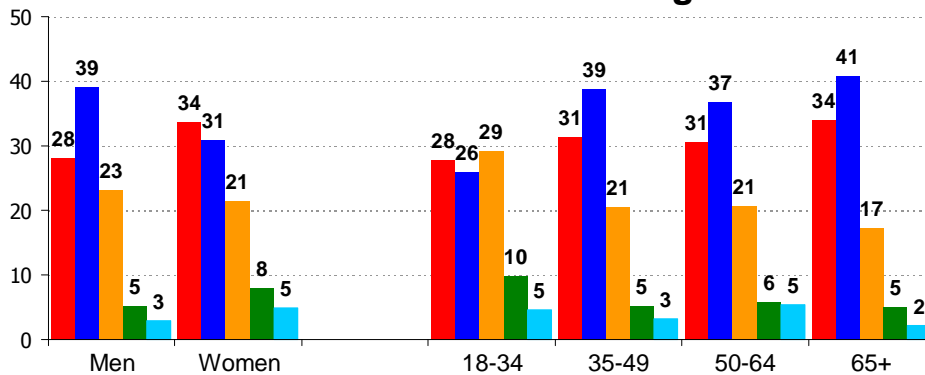
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Vote intention by region/demographics

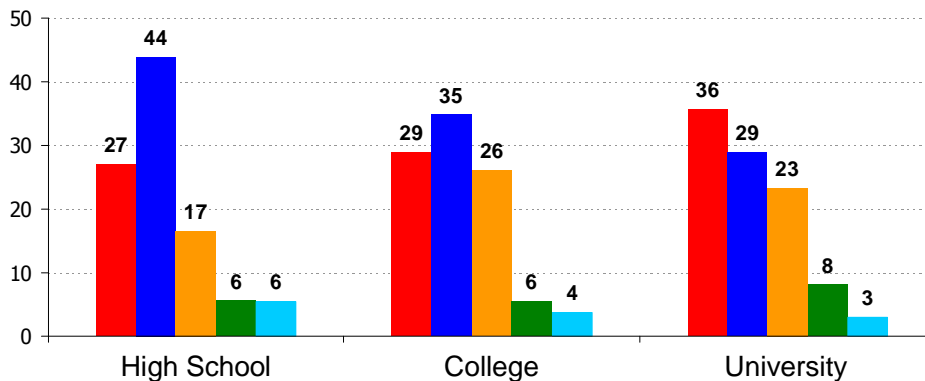
Q. If a federal election were held tomorrow, which party would you vote for?



Gender



Education



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

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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	30.9%	35.1%	22.2%	6.6%	4.0%	1.3%	1369	2.7
REGION								
British Columbia	21.0%	24.3%	33.0%	18.3%	–	3.3%	215	6.7
Alberta	18.4%	60.6%	15.3%	5.0%	–	0.6%	161	7.7
Saskatchewan	15.3%	53.0%	28.2%	3.6%	–	0.0%	53	13.5
Manitoba	32.5%	41.4%	20.5%	4.9%	–	0.6%	50	13.9
Ontario	39.2%	38.0%	16.8%	5.4%	–	0.7%	456	4.6
Quebec	21.5%	27.8%	27.8%	3.7%	17.4%	1.8%	296	5.7
Atlantic Canada	60.3%	17.2%	17.9%	3.9%	–	0.7%	133	8.5
GENDER								
Male	28.1%	39.1%	23.1%	5.2%	3.0%	1.5%	638	3.9
Female	33.7%	30.9%	21.4%	8.0%	5.0%	1.0%	727	3.6
AGE								
<35	27.9%	26.0%	29.3%	9.8%	4.6%	2.4%	133	8.5
35-49	31.4%	38.8%	20.5%	5.2%	3.2%	1.0%	254	6.2
50-64	30.6%	36.8%	20.6%	5.9%	5.4%	0.6%	482	4.5
65+	34.0%	40.8%	17.3%	5.1%	2.2%	0.6%	491	4.4
EDUCATION								
High school or less	27.0%	43.9%	16.5%	5.6%	5.5%	1.5%	316	5.5
College or CEGEP	28.9%	34.9%	26.1%	5.5%	3.7%	0.9%	394	4.9
University or higher	35.6%	28.9%	23.3%	8.1%	2.9%	1.1%	647	3.9

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 field dates for this survey are October 3-5, 2015. In total, a random sample of 1,658 Canadian adults aged 18 and over responded to the survey (1,069 by HD-IVR, 589 by live interviewer). The margin of error associated with the total sample is +/- 2.4 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.