

CONSERVATIVES HANG ON TO NARROW LEAD

A CLOSER LOOK AT THE ISSUES AND WHO IS WINNING THE FRAMING WAR

[Ottawa – April 24, 2015] There is nothing really of note in the vote intention numbers this week. We see the usual array of fluctuations in the regional and demographic samples, but the overall pattern is one of stasis. One gets the feeling that the public will only truly begin to engage now that the budget has been delivered. The coming month will be highly revealing as to who is in a good position to triumph in the fall.

At this time, we would like to pause and look at a couple of critical issues which often get obscured in the focus on a faux horse race that really hasn't begun in earnest. We suspect that that the federal budget marks the outset of the real race. The last six months have seen the Liberals in a gentle but steady slide (but still within clear range of the lead). The Conservatives have seen an important recovery fuelled by the security and culture issues but those were losing traction¹² and unlikely to hold up in the face of much deeper concerns about the economy coupled with serious concerns about national direction and the direction of the federal government and its Prime Minister.

HIGHLIGHTS

- **Federal vote intention:**
 - **31.8% Conservative Party**
 - **27.6% Liberal Party**
 - **23.5% NDP**
 - **7.5% Green Party**
 - **4.9% Bloc Québécois**
 - **4.7% Other**

- **Direction of country:**
 - **40% Right direction**
 - **53% Wrong direction**
 - **7% DK/NR**

- **Direction of government:**
 - **36% Right direction**
 - **56% Wrong direction**
 - **8% DK/NR**

Please note that the methodology is provided at the end of this document.



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We shall see that the incumbent has hung on to a narrow lead by virtue of better communications of its core values and plans. This is now rooted in clear ownership of major communication tools and clearer and more consistent messaging buttressed by the power of advertisement and publicity available to a government who chooses to appropriate those channels.

Thomas Mulcair has entered the race again and is now within range of the leaders and much better positioned than his predecessor at this stage in 2011. It remains the case, however, that neither Trudeau nor Mulcair have been able to grab much attention from a podium that is currently owned by Harper and his Conservative Party.

¹ EKOS Research Associates, "If Canada Is So Down, Why Is Harper So Up?", April 2, 2015. Available online at: <http://goo.gl/cpUoCh>

² EKOS Research Associates, "Support for Current ISIS Mission Beginning to Sag", March 26, 2015. Available online at: <http://goo.gl/eyhwtK>

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.

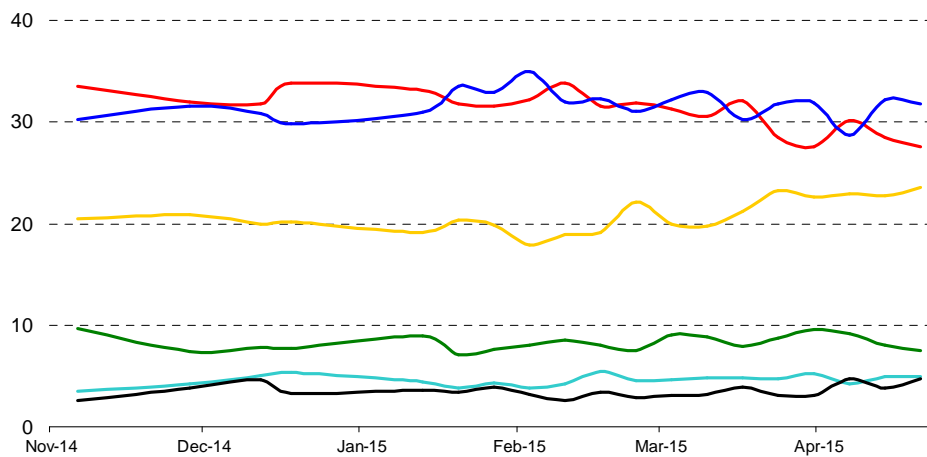
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BASE: Canadians; April 15-21, 2015 (n=3,850), MOE +/- 1.6%, 19 times out of 20

Tracking federal vote intention



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

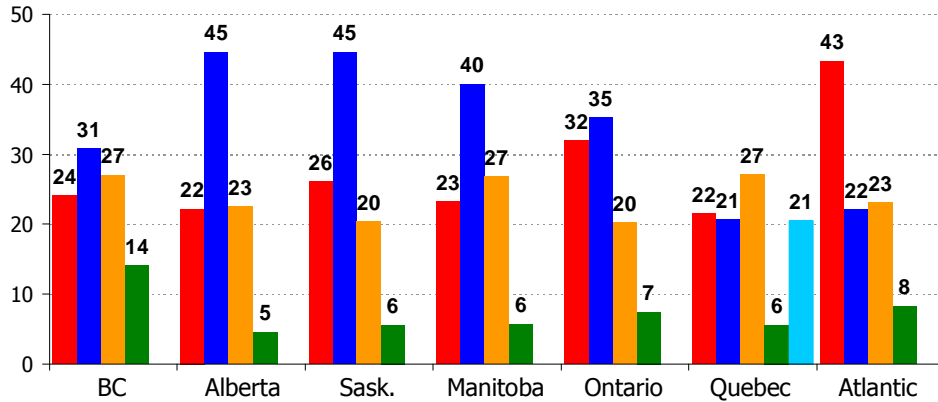


Note: The data on federal vote intention are based on decided and leaning voters only.
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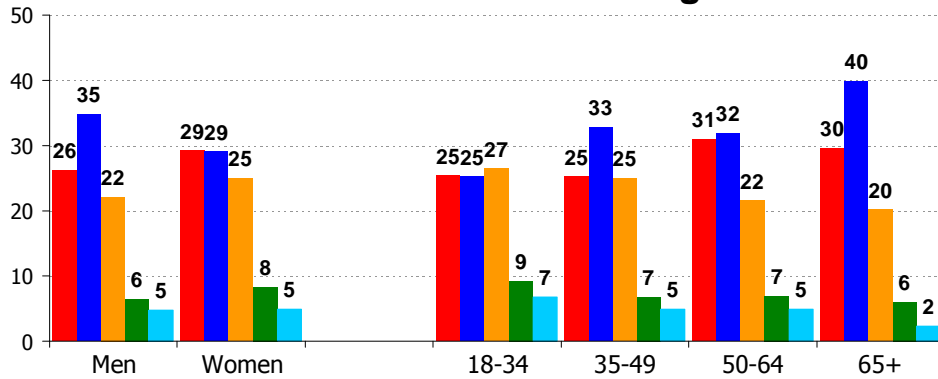
BASE: Canadians; April 15-21, 2015 (n=3,850), MOE +/- 1.6%, 19 times out of 20

Vote intention by key demographics

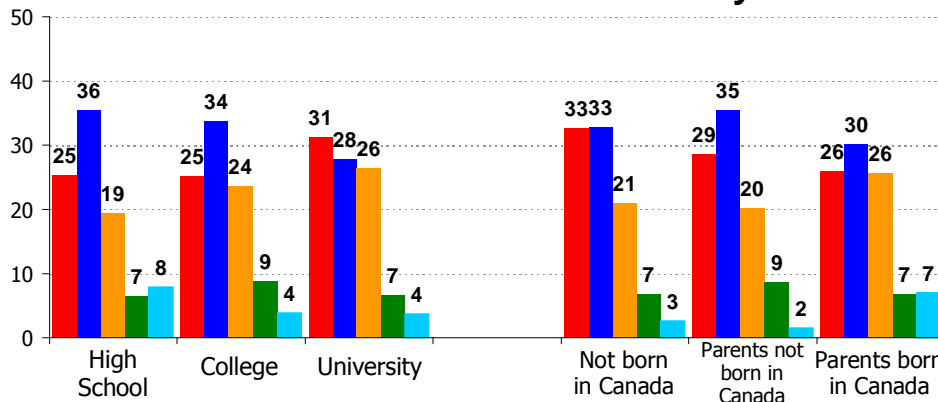
Q. If a federal election were held tomorrow, which party would you vote for?



Gender



Education



Liberal
 Conservative
 NDP
 Green
 BLOC QUEBECOIS
 Other

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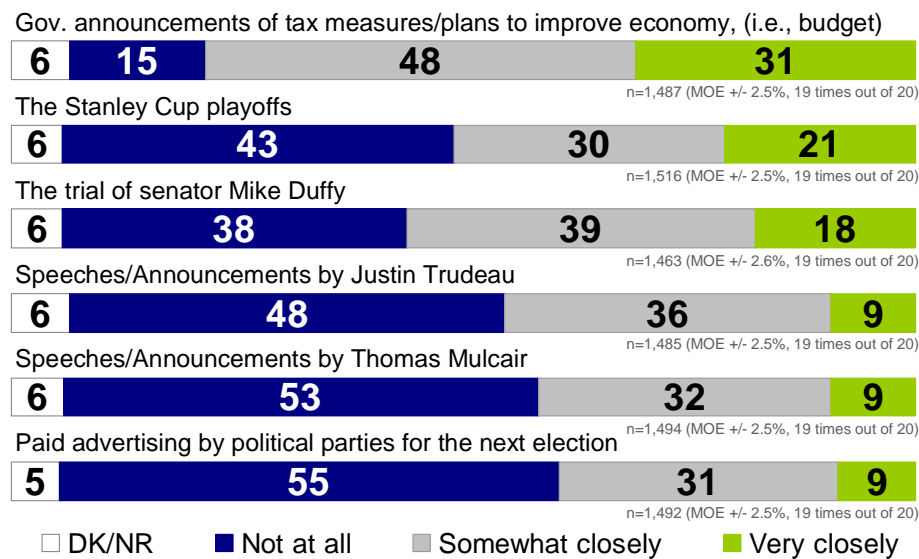
BASE: Canadians; April 15-21, 2015 (n=3,850), MOE +/- 1.6%, 19 times out of 20

Harper winning the framing war

Considering what people are following, it is quite significant how much announcements around the economy and the budget have captured public attention. Public attention to these announcements outstrips even the venerable Stanley Cup Playoffs, complete with five Canadian teams. The much ballyhooed Duffy trial is not gathering much attention yet and really isn't a force at this time (although that may well change). The messages of Justin Trudeau and Thomas Mulcair are barely registering above the noise floor and this is producing the deficit they suffer on the clarity of their plans for the country and individuals. The fact that Trudeau is seen as slightly more likely to have a better plan for the country is remarkable in light of the lack of connection noted by voters, particularly outside of his own base. Mulcair has the same problem.

Public attention to current events

Q. There are number of issues of the day that Canadians are following. How closely are you following each of the following issues or events?



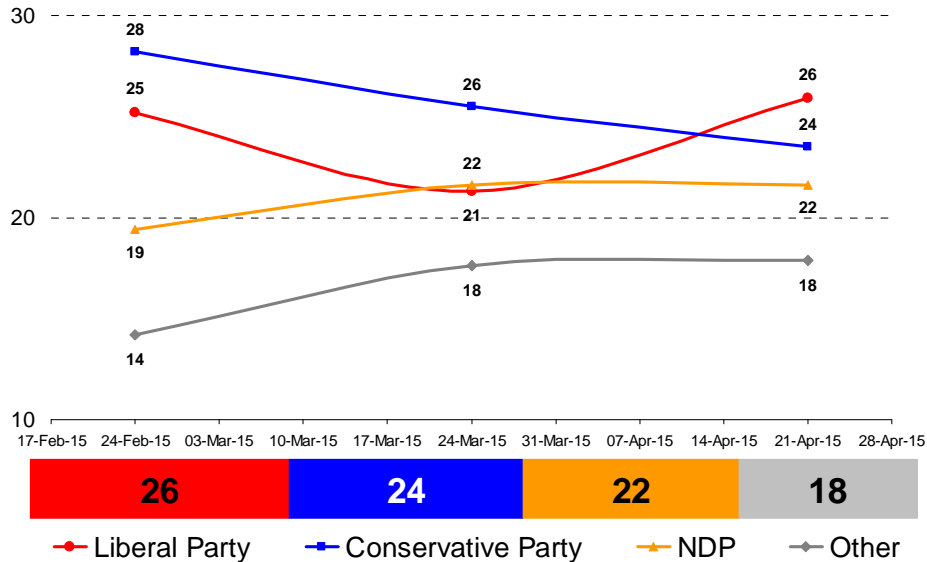
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BASE: Canadians (half-sample each); April 16-21, 2015

All of this can and probably will change as the phoney pre-campaign period gives way to the real deal. The budget may well mark the starting line for the real war for the hearts and pocketbooks of voters and the Conservatives have a clear advantage out of the gates. Will it be sustainable? We should get a good preliminary read of the real campaign in our reporting next week and we are monitoring this closely now. We suspect that the scant advantage at this stage will be insufficient given the depth of concern of the public about a moribund economy and the government's positioning on the issues voters tell us are most important.

Best plan for improving the country

Q. Which party has the best plan or ideas for IMPROVING THE COUNTRY?

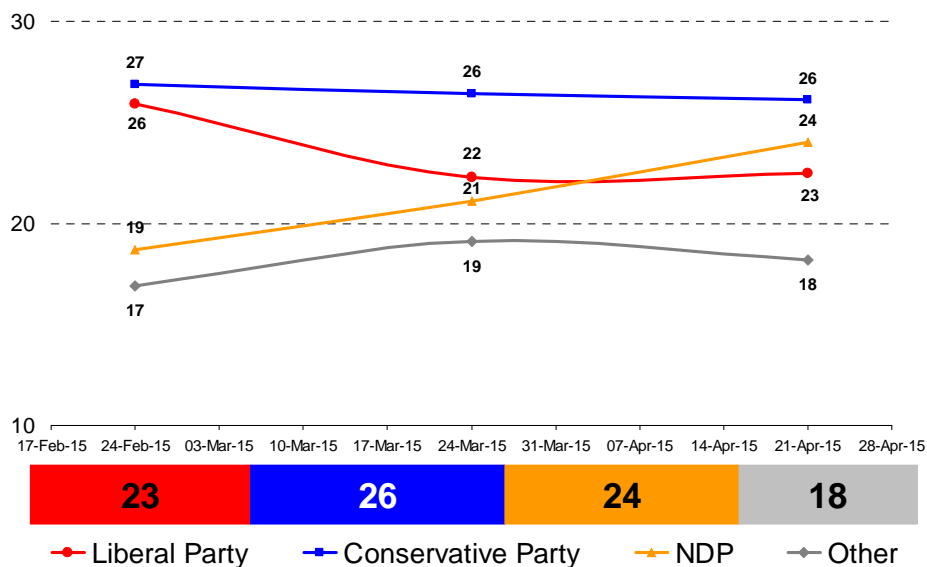


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BASE: Canadians (third-sample); April 15-21, 2015 (n=1,282), MOE +/- 2.7%, 19 times out of 20

Best plan for individual citizens

Q. Which party has the best plan or ideas for YOU PERSONALLY?

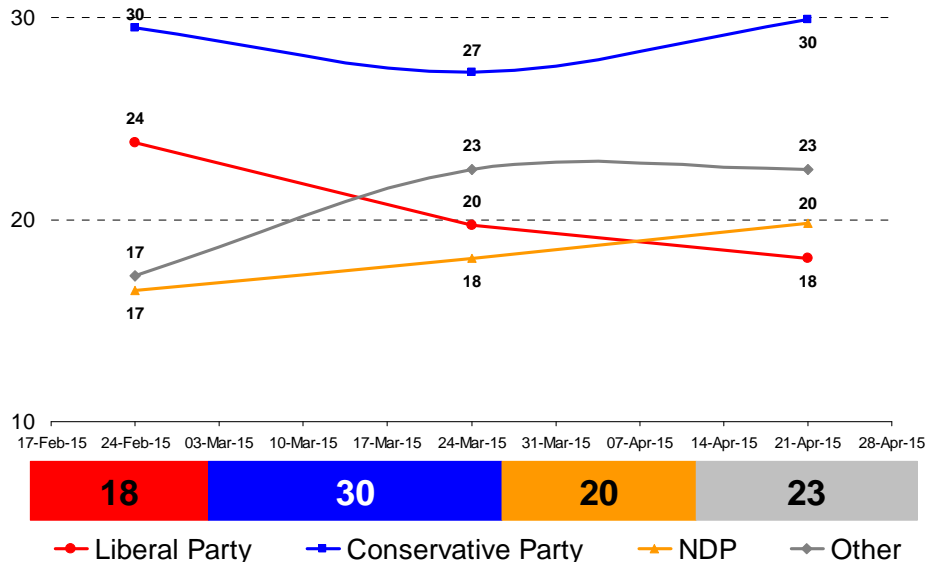


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BASE: Canadians (third-sample); April 15-21, 2015 (n=1,291), MOE +/- 2.7%, 19 times out of 20

Party that presents the clearest plan

Q. Which party has the clearest plan or ideas for the future?



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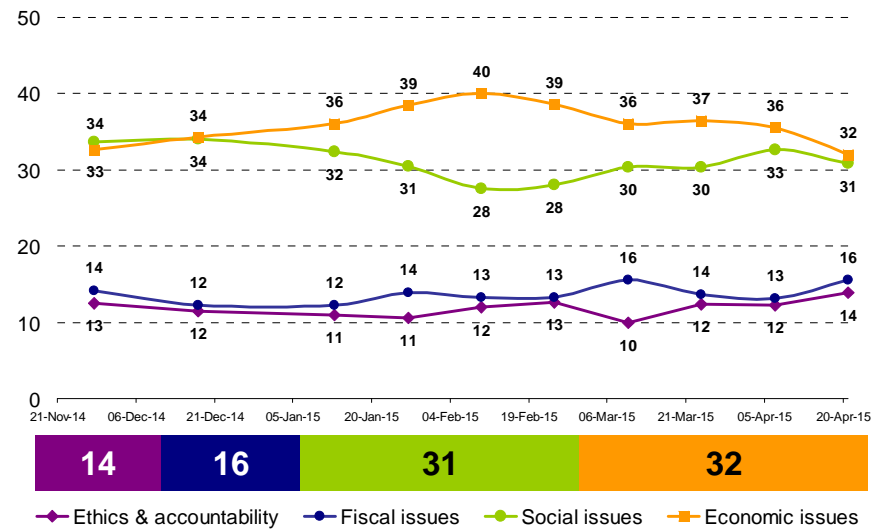
BASE: Canadians (third-sample); April 15-21, 2015 (n=1,277), MOE +/- 2.7%, 19 times out of 20

Budget priorities offside with Canadian priorities?

The government has made much ado of a balanced budget fashioned out of distress sales of GM shares, auspicious sales of spectrum, a swollen EI surplus, and general ratcheting down of already-severely-cut federal spending. The issues analysis suggests that this dubious achievement fashioned out of accounting gymnastics in the aftermath of the collapse of oil prices will be seen as an underwhelming achievement outside of the Conservative base who do view this as important. Social programs such as health and pensions are now rising in importance once again and match the jobs and growth issues as the top priorities for the public. These are much more important for women and Quebecers, which are growing challenges for the government. There is also evidence that while the environment is not a pinnacle issue, it is an important issue (particularly in British Columbia and Quebec) and the degree to which it was orphaned in the budget may have negative ballot booth consequences for the government in the fall. Finally, while ethics aren't a dominant issue right now, they are rising slightly, perhaps in lockstep with the Duffy trial, which could become more of a source of corrosion for the government as attention shifts from hockey to this spectacle.

Most important issue

Q. Of the following issues, which one do you think should be the most important issue for the next federal election?



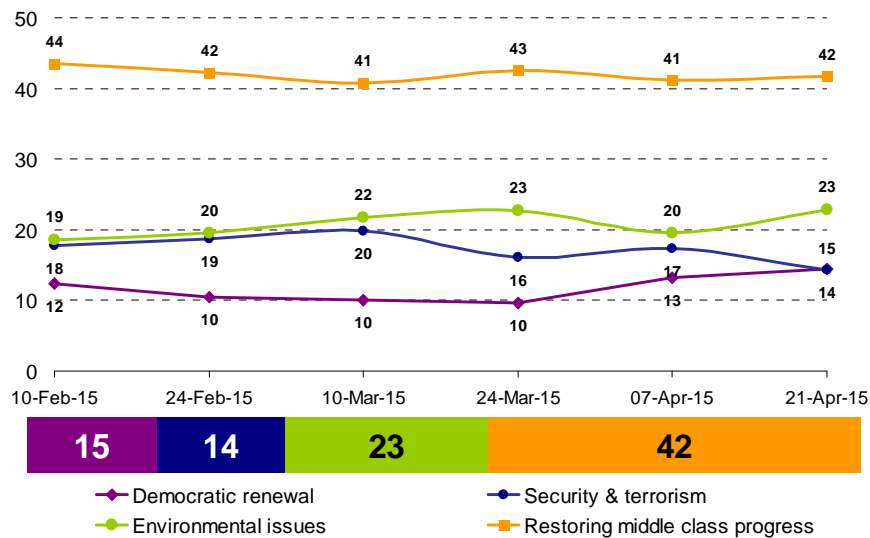
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BASE: Canadians (third-sample); April 15-21, 2015 (n=1,316), MOE +/- 2.7%, 19 times out of 20

The dominant issue, however, will be the issue of restarting the economy and middle class progress. Despite the fact that the opposition has attempted to paint the incumbent as the sorcerer's apprentice who has fashioned a collapse of the middle class bargain on the altar of ideology and pandering to the already affluent, there is little evidence that they have convinced Canadians that they have the prescription for middle class malaise. In fairness, however, they haven't really begun to make that case. Can they wrestle the communications stranglehold the government now has on economic plans away from the government? Can they shift the channel from the Middle East to the middle class? These are the really critical questions which will shape the outcome of Election 42 and we believe we will start to get some sense of that in the coming week.

Most important issue

Q. Of the following issues, which one do you think should be the most important issue for the next federal election?



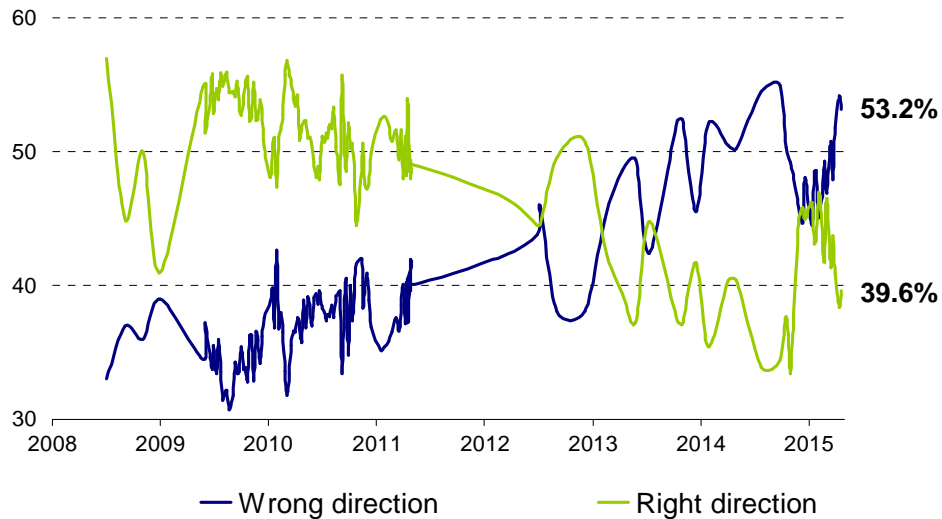
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BASE: Canadians (third-sample); April 15-21, 2015 (n=1,280), MOE +/- 2.7%, 19 times out of 20

Direction of country/government

Direction of country

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

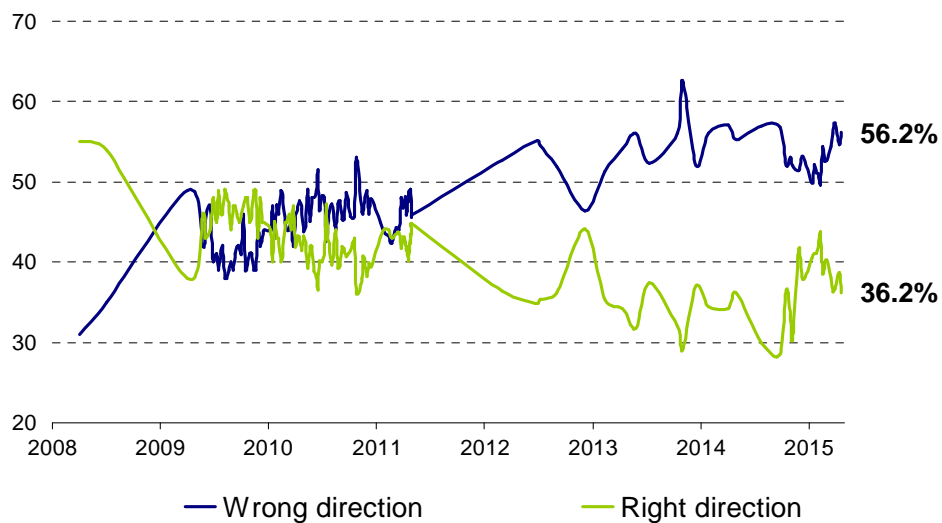


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BASE: Canadians (half-sample); April 15-21, 2015 (n=1,876), MOE +/- 2.3%, 19 times out of 20

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); April 15-21, 2015 (n=1,974), MOE +/- 2.2%, 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	27.6%	31.8%	23.5%	7.5%	4.9%	4.7%	3228	1.7
REGION								
British Columbia	24.1%	30.8%	27.0%	14.0%	–	4.0%	478	4.5
Alberta	22.2%	44.6%	22.5%	4.6%	–	6.1%	405	4.9
Saskatchewan	26.1%	44.5%	20.3%	5.6%	–	3.5%	135	8.4
Manitoba	23.2%	40.0%	26.8%	5.8%	–	4.1%	141	8.3
Ontario	32.0%	35.3%	20.2%	7.4%	–	5.0%	1206	2.8
Quebec	21.5%	20.7%	27.1%	5.6%	20.5%	4.6%	544	4.2
Atlantic Canada	43.2%	22.1%	23.1%	8.3%	–	3.3%	305	5.6
GENDER								
Male	26.2%	34.7%	22.1%	6.4%	4.8%	5.8%	1568	2.5
Female	29.3%	29.1%	24.9%	8.3%	5.0%	3.4%	1628	2.4
AGE								
<35	25.4%	25.3%	26.5%	9.3%	6.8%	6.7%	259	6.1
35-49	25.3%	32.7%	25.0%	6.8%	5.0%	5.2%	545	4.2
50-64	31.0%	31.8%	21.6%	7.0%	5.0%	3.6%	1121	2.9
65+	29.5%	39.8%	20.2%	6.0%	2.3%	2.1%	1271	2.8
EDUCATION								
High school or less	25.3%	35.5%	19.3%	6.5%	7.9%	5.5%	809	3.5
College or CEGEP	25.1%	33.8%	23.6%	8.9%	3.9%	4.6%	1019	3.1
University or higher	31.3%	27.8%	26.4%	6.7%	3.8%	3.9%	1345	2.7
COUNTRY OF BIRTH								
Not born in Canada	32.7%	32.8%	20.9%	6.9%	2.7%	3.9%	501	4.4
Parents not born in Canada	28.6%	35.4%	20.2%	8.8%	1.5%	5.4%	855	3.4
Both parents born in Canada	25.9%	30.1%	25.6%	6.9%	7.1%	4.4%	1834	2.3

Public Attention to Budget Announcements

Q. [Half-sample only] There are number of issues of the day that Canadians are following. How closely are you following each of the following issues or events? Government announcements of tax measures and other plans to improve the economy, including the budget.

	Not at all	Somewhat closely	Very closely	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	15.1%	47.5%	31.0%	6.4%	1487	2.5
REGION						
British Columbia	16.7%	50.5%	26.0%	6.8%	207	6.8
Alberta	8.6%	44.9%	36.1%	10.3%	186	7.2
Saskatchewan	14.1%	44.5%	28.3%	13.0%	62	12.5
Manitoba	23.7%	50.7%	20.3%	5.3%	76	11.2
Ontario	14.2%	44.1%	36.0%	5.7%	551	4.2
Quebec	15.3%	53.1%	25.7%	5.9%	257	6.1
Atlantic Canada	18.6%	44.9%	32.7%	3.8%	142	8.2
GENDER						
Male	16.8%	46.6%	34.0%	2.6%	676	3.8
Female	14.5%	52.1%	31.0%	2.4%	744	3.6
AGE						
<35	21.8%	49.6%	22.8%	5.8%	117	9.1
35-49	16.9%	49.4%	32.3%	1.5%	253	6.2
50-64	11.9%	50.9%	35.7%	1.4%	479	4.5
65+	10.4%	46.4%	41.2%	2.0%	570	4.1
EDUCATION						
High school or less	19.2%	49.9%	29.1%	1.8%	373	5.1
College or CEGEP	17.6%	46.2%	32.4%	3.9%	466	4.5
University or higher	11.2%	52.0%	34.7%	2.1%	568	4.1
COUNTRY OF BIRTH						
Not born in Canada	15.1%	52.8%	25.1%	7.1%	221	6.6
Parents not born in Canada	16.5%	46.1%	35.9%	1.5%	357	5.2
Both parents born in Canada	15.4%	50.2%	32.6%	1.7%	831	3.4
CURRENT VOTE INTENTION						
Liberal Party	14.1%	51.8%	33.7%	0.5%	357	5.2
Conservative Party	6.3%	48.0%	43.6%	2.0%	423	4.8
NDP	14.4%	53.7%	29.8%	2.1%	282	5.8
Green Party	27.8%	53.1%	19.2%	0.0%	101	9.8
Bloc Québécois	26.6%	55.8%	17.6%	0.0%	34	16.8

Public Attention to Stanley Cup Playoffs

Q. [Half-sample only] There are number of issues of the day that Canadians are following. How closely are you following each of the following issues or events? The Stanley Cup playoffs

	Not at all	Somewhat closely	Very closely	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	43.3%	30.0%	21.1%	5.6%	1516	2.5
REGION						
British Columbia	34.6%	33.1%	24.5%	7.9%	216	6.7
Alberta	37.7%	37.7%	17.0%	7.6%	209	6.8
Saskatchewan	46.6%	35.0%	16.1%	2.3%	62	12.5
Manitoba	41.1%	35.0%	19.3%	4.6%	79	11.0
Ontario	50.5%	26.5%	19.3%	3.8%	546	4.2
Quebec	39.2%	29.0%	25.9%	5.9%	261	6.1
Atlantic Canada	42.5%	29.1%	18.2%	10.3%	137	8.4
GENDER						
Male	41.5%	29.4%	27.5%	1.7%	665	3.8
Female	48.1%	32.7%	17.5%	1.7%	776	3.5
AGE						
<35	47.6%	27.6%	23.8%	0.9%	141	8.3
35-49	43.4%	33.8%	20.2%	2.5%	246	6.3
50-64	42.9%	33.1%	22.1%	1.9%	487	4.4
65+	45.5%	31.6%	20.7%	2.2%	573	4.1
EDUCATION						
High school or less	48.2%	26.3%	23.9%	1.6%	382	5.0
College or CEGEP	42.5%	32.5%	23.0%	2.0%	469	4.5
University or higher	45.4%	34.4%	18.8%	1.5%	581	4.1
COUNTRY OF BIRTH						
Not born in Canada	54.3%	26.8%	17.5%	1.4%	226	6.5
Parents not born in Canada	45.9%	30.8%	20.2%	3.0%	376	5.1
Both parents born in Canada	42.5%	32.5%	24.0%	1.0%	834	3.4
CURRENT VOTE INTENTION						
Liberal Party	36.8%	33.4%	27.9%	1.9%	374	5.1
Conservative Party	38.2%	37.3%	23.5%	1.0%	451	4.6
NDP	48.9%	31.4%	18.8%	0.9%	287	5.8
Green Party	64.2%	19.3%	11.0%	5.4%	82	10.8
Bloc Québécois	36.1%	39.7%	24.2%	0.0%	38	15.9

Public Attention to Mike Duffy Trial

Q. [Half-sample only] There are number of issues of the day that Canadians are following. How closely are you following each of the following issues or events? The trial of senator Mike Duffy

	Not at all	Somewhat closely	Very closely	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	38.1%	38.5%	17.7%	5.6%	1463	2.6
REGION						
British Columbia	36.0%	42.4%	18.2%	3.4%	207	6.8
Alberta	40.7%	37.0%	17.3%	4.9%	173	7.5
Saskatchewan	30.4%	33.8%	8.2%	27.5%	71	11.6
Manitoba	34.5%	43.6%	14.5%	7.4%	67	12.0
Ontario	31.0%	44.3%	19.9%	4.9%	544	4.2
Quebec	52.9%	26.6%	15.2%	5.2%	250	6.2
Atlantic Canada	28.4%	46.6%	20.2%	4.8%	145	8.1
GENDER						
Male	38.2%	38.9%	20.6%	2.3%	696	3.7
Female	40.8%	40.6%	15.4%	3.2%	710	3.7
AGE						
<35	56.2%	30.7%	10.8%	2.3%	115	9.1
35-49	44.3%	38.0%	14.0%	3.7%	260	6.1
50-64	30.6%	44.9%	22.9%	1.5%	490	4.4
65+	20.5%	47.8%	29.5%	2.2%	537	4.2
EDUCATION						
High school or less	44.5%	39.3%	14.1%	2.1%	354	5.2
College or CEGEP	40.4%	40.7%	15.8%	3.1%	458	4.6
University or higher	35.5%	39.6%	23.4%	1.5%	578	4.1
COUNTRY OF BIRTH						
Not born in Canada	38.6%	34.6%	21.1%	5.7%	210	6.8
Parents not born in Canada	33.4%	43.7%	20.6%	2.3%	377	5.1
Both parents born in Canada	41.7%	39.8%	16.8%	1.6%	816	3.4
CURRENT VOTE INTENTION						
Liberal Party	32.7%	40.6%	25.4%	1.2%	368	5.1
Conservative Party	36.2%	46.9%	14.1%	2.8%	423	4.8
NDP	39.9%	39.9%	18.2%	2.0%	267	6.0
Green Party	46.6%	36.3%	15.4%	1.7%	96	10.0
Bloc Québécois	65.2%	25.6%	5.8%	3.3%	38	15.9

Public Attention to Announcements by Justin Trudeau

Q. [Half-sample only] There are number of issues of the day that Canadians are following. How closely are you following each of the following issues or events? Speeches/Announcements by Justin Trudeau

	Not at all	Somewhat closely	Very closely	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	48.1%	36.0%	9.4%	6.4%	1485	2.5
REGION						
British Columbia	47.1%	34.5%	11.5%	6.9%	209	6.8
Alberta	49.2%	34.3%	10.0%	6.5%	196	7.0
Saskatchewan	42.9%	38.9%	7.8%	10.5%	64	12.3
Manitoba	46.7%	33.6%	14.3%	5.4%	67	12.0
Ontario	46.6%	38.5%	9.8%	5.1%	560	4.1
Quebec	56.4%	30.0%	6.4%	7.2%	235	6.4
Atlantic Canada	35.1%	47.4%	8.8%	8.7%	151	8.0
GENDER						
Male	50.8%	35.1%	11.8%	2.4%	683	3.8
Female	49.4%	39.7%	7.8%	3.1%	742	3.6
AGE						
<35	61.8%	32.8%	2.7%	2.7%	110	9.3
35-49	49.5%	38.9%	8.5%	3.1%	249	6.2
50-64	43.5%	42.5%	12.0%	2.0%	474	4.5
65+	45.3%	34.8%	16.9%	2.9%	587	4.0
EDUCATION						
High school or less	55.0%	32.7%	11.0%	1.3%	372	5.1
College or CEGEP	50.9%	37.1%	7.8%	4.2%	456	4.6
University or higher	45.7%	41.7%	10.1%	2.5%	584	4.1
COUNTRY OF BIRTH						
Not born in Canada	42.4%	39.2%	13.3%	5.1%	233	6.4
Parents not born in Canada	47.7%	37.1%	12.8%	2.3%	379	5.0
Both parents born in Canada	53.1%	37.4%	7.4%	2.1%	807	3.5
CURRENT VOTE INTENTION						
Liberal Party	17.7%	57.1%	24.1%	1.1%	378	5.0
Conservative Party	64.4%	30.3%	3.4%	2.0%	436	4.7
NDP	51.9%	37.4%	7.8%	3.0%	288	5.8
Green Party	59.5%	29.3%	3.6%	7.6%	76	11.2
Bloc Québécois	68.6%	25.5%	1.0%	4.9%	32	17.3

Public Attention to Announcements by Thomas Mulcair

Q. [Half-sample only] There are number of issues of the day that Canadians are following. How closely are you following each of the following issues or events? Speeches/Announcements by Thomas Mulcair

	Not at all	Somewhat closely	Very closely	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	52.5%	32.3%	9.4%	5.8%	1494	2.5
REGION						
British Columbia	57.3%	30.2%	7.0%	5.5%	214	6.7
Alberta	60.5%	23.5%	6.5%	9.5%	186	7.2
Saskatchewan	57.3%	23.8%	2.1%	16.9%	69	11.8
Manitoba	58.5%	25.1%	7.7%	8.7%	79	11.0
Ontario	50.3%	35.2%	10.5%	4.0%	530	4.3
Quebec	47.9%	35.5%	11.4%	5.1%	276	5.9
Atlantic Canada	54.5%	31.5%	7.7%	6.3%	131	8.6
GENDER						
Male	51.4%	35.2%	10.9%	2.5%	678	3.8
Female	57.6%	31.5%	8.4%	2.5%	744	3.6
AGE						
<35	56.4%	28.9%	11.5%	3.2%	146	8.1
35-49	58.5%	30.0%	7.8%	3.7%	257	6.1
50-64	51.1%	38.1%	9.2%	1.5%	503	4.4
65+	48.6%	39.4%	10.9%	1.1%	523	4.3
EDUCATION						
High school or less	62.0%	26.8%	8.7%	2.5%	364	5.1
College or CEGEP	53.9%	36.6%	7.9%	1.7%	471	4.5
University or higher	49.2%	36.4%	12.4%	2.0%	575	4.1
COUNTRY OF BIRTH						
Not born in Canada	58.8%	25.8%	11.8%	3.6%	203	6.9
Parents not born in Canada	53.4%	32.5%	12.3%	1.7%	374	5.1
Both parents born in Canada	54.1%	35.7%	8.3%	2.0%	843	3.4
CURRENT VOTE INTENTION						
Liberal Party	53.4%	38.3%	7.5%	0.8%	364	5.1
Conservative Party	71.7%	19.9%	5.6%	2.8%	438	4.7
NDP	18.4%	55.7%	24.4%	1.5%	266	6.0
Green Party	47.6%	43.2%	8.7%	0.6%	102	9.7
Bloc Québécois	69.4%	22.5%	5.5%	2.6%	44	14.8

Public Attention to Paid Advertising by Political Parties

Q. [Half-sample only] There are number of issues of the day that Canadians are following. How closely are you following each of the following issues or events? Paid advertising by political parties for the next election

	Not at all	Somewhat closely	Very closely	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	55.2%	30.8%	8.6%	5.3%	1492	2.5
REGION						
British Columbia	49.7%	35.9%	8.4%	6.1%	216	6.7
Alberta	54.5%	34.6%	6.3%	4.6%	196	7.0
Saskatchewan	41.9%	39.4%	3.7%	15.0%	71	11.6
Manitoba	54.8%	30.4%	9.3%	5.5%	70	11.7
Ontario	53.3%	30.2%	12.1%	4.4%	539	4.2
Quebec	63.2%	26.4%	5.3%	5.1%	254	6.2
Atlantic Canada	56.8%	29.8%	6.2%	7.1%	140	8.3
GENDER						
Male	56.6%	31.5%	9.8%	2.1%	685	3.7
Female	57.6%	32.2%	7.8%	2.4%	742	3.6
AGE						
<35	66.4%	26.6%	5.3%	1.7%	139	8.3
35-49	58.0%	33.5%	5.6%	3.0%	253	6.2
50-64	53.5%	33.9%	10.5%	2.1%	498	4.4
65+	44.7%	35.4%	18.0%	1.9%	540	4.2
EDUCATION						
High school or less	60.6%	28.6%	9.9%	0.9%	363	5.1
College or CEGEP	54.4%	35.7%	7.5%	2.4%	461	4.6
University or higher	56.8%	31.6%	8.9%	2.7%	591	4.0
COUNTRY OF BIRTH						
Not born in Canada	61.2%	27.4%	8.0%	3.4%	215	6.7
Parents not born in Canada	52.6%	33.0%	12.7%	1.7%	396	4.9
Both parents born in Canada	58.4%	32.3%	7.4%	2.0%	819	3.4
CURRENT VOTE INTENTION						
Liberal Party	54.7%	33.1%	11.5%	0.7%	385	5.0
Conservative Party	52.1%	36.4%	9.5%	2.0%	451	4.6
NDP	52.8%	36.4%	8.4%	2.4%	272	5.9
Green Party	54.5%	36.6%	5.8%	3.1%	77	11.2
Bloc Québécois	70.7%	17.8%	3.9%	7.6%	42	15.1

Party with Best Plan for the Country

Q. [Third-sample only] Which party has the best plan or ideas for IMPROVING THE COUNTRY?

	Liberal Party	Conservative Party	NDP	Other	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	25.9%	23.5%	21.6%	17.9%	11.1%	1282	2.7
REGION							
British Columbia	28.6%	19.8%	17.0%	23.5%	11.2%	182	7.3
Alberta	14.5%	26.2%	16.8%	24.4%	18.0%	156	7.9
Saskatchewan	14.0%	28.6%	16.6%	7.7%	33.1%	54	13.3
Manitoba	21.2%	21.8%	20.5%	21.3%	15.2%	56	13.1
Ontario	28.5%	28.6%	17.6%	14.9%	10.4%	476	4.5
Quebec	25.2%	18.8%	34.3%	16.4%	5.3%	221	6.6
Atlantic Canada	35.2%	13.7%	19.3%	18.6%	13.2%	133	8.5
GENDER							
Male	25.9%	28.1%	23.4%	18.0%	4.6%	580	4.1
Female	28.4%	21.6%	21.3%	18.9%	9.8%	638	3.9
AGE							
<35	33.4%	14.4%	26.6%	16.8%	8.9%	108	9.4
35-49	22.1%	26.4%	23.0%	21.1%	7.3%	208	6.8
50-64	26.4%	26.9%	20.1%	18.3%	8.4%	437	4.7
65+	25.6%	33.0%	19.0%	17.1%	5.3%	475	4.5
EDUCATION							
High school or less	33.3%	23.2%	17.0%	19.1%	7.4%	340	5.3
College or CEGEP	21.9%	27.6%	20.9%	20.8%	8.8%	404	4.9
University or higher	27.1%	22.7%	28.3%	15.6%	6.3%	469	4.5
COUNTRY OF BIRTH							
Not born in Canada	35.8%	25.6%	18.6%	13.4%	6.6%	191	7.1
Parents not born in Canada	27.1%	25.2%	20.2%	20.6%	6.9%	351	5.2
Both parents born in Canada	24.4%	23.9%	24.5%	19.1%	8.2%	684	3.8
CURRENT VOTE INTENTION							
Liberal Party	75.5%	5.5%	8.0%	7.0%	3.9%	325	5.4
Conservative Party	7.4%	76.7%	5.5%	5.7%	4.6%	360	5.2
NDP	6.8%	3.2%	78.0%	10.3%	1.7%	231	6.5
Green Party	24.5%	4.4%	10.1%	59.0%	2.0%	73	11.5
Bloc Québécois	9.2%	4.2%	35.5%	48.9%	2.2%	31	17.6

Party with Best Plan for the Individual

Q. [Third-sample only] Which party has the best plan or ideas for YOU PERSONALLY?

	Liberal Party	Conservative Party	NDP	Other	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	22.5%	26.1%	24.0%	18.2%	9.2%	1291	2.7
REGION							
British Columbia	20.0%	23.6%	29.6%	19.8%	6.9%	198	7.0
Alberta	23.3%	35.2%	19.4%	13.6%	8.5%	160	7.8
Saskatchewan	24.8%	31.0%	27.0%	5.4%	11.8%	58	12.9
Manitoba	14.5%	29.3%	18.9%	15.5%	21.9%	61	12.6
Ontario	23.6%	30.3%	21.8%	16.1%	8.2%	473	4.5
Quebec	20.8%	14.8%	29.9%	25.7%	8.9%	200	6.9
Atlantic Canada	28.3%	23.0%	15.3%	19.7%	13.8%	135	8.4
GENDER							
Male	24.7%	30.0%	21.8%	19.4%	4.1%	597	4.0
Female	22.4%	24.6%	28.3%	18.2%	6.6%	632	3.9
AGE							
<35	18.8%	24.4%	26.7%	24.5%	5.6%	127	8.7
35-49	27.3%	24.8%	28.5%	14.3%	5.1%	201	6.9
50-64	26.8%	27.0%	21.8%	19.0%	5.4%	419	4.8
65+	22.1%	35.5%	22.0%	15.1%	5.2%	478	4.5
EDUCATION							
High school or less	19.5%	29.9%	23.4%	22.5%	4.8%	292	5.7
College or CEGEP	25.1%	28.4%	23.2%	19.8%	3.6%	410	4.8
University or higher	25.0%	24.5%	27.5%	15.6%	7.3%	514	4.3
COUNTRY OF BIRTH							
Not born in Canada	35.1%	27.8%	20.3%	12.6%	4.1%	202	6.9
Parents not born in Canada	22.2%	31.3%	21.0%	18.2%	7.3%	298	5.7
Both parents born in Canada	21.2%	25.8%	27.5%	20.7%	4.9%	720	3.7
CURRENT VOTE INTENTION							
Liberal Party	73.2%	3.2%	10.1%	9.3%	4.2%	328	5.4
Conservative Party	6.6%	86.5%	1.8%	3.7%	1.4%	355	5.2
NDP	5.3%	2.0%	82.8%	4.8%	5.2%	238	6.4
Green Party	11.0%	5.1%	12.4%	69.3%	2.2%	75	11.3
Bloc Québécois	14.4%	6.7%	16.8%	54.6%	7.6%	36	16.3

Party that Presents the Clearest Plan

Q. [Third-sample only] Which party has the clearest plan or ideas for the future?

	Liberal Party	Conservative Party	NDP	Other	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	18.1%	29.9%	19.8%	22.5%	9.8%	1277	2.7
REGION							
British Columbia	11.6%	30.1%	23.1%	26.4%	8.8%	178	7.4
Alberta	11.5%	40.1%	15.6%	24.0%	8.9%	162	7.7
Saskatchewan	8.2%	41.3%	12.0%	22.7%	15.9%	56	13.1
Manitoba	13.6%	40.4%	13.2%	9.2%	23.6%	62	12.5
Ontario	18.0%	33.8%	16.9%	23.4%	7.9%	460	4.6
Quebec	21.6%	20.8%	28.1%	21.5%	8.0%	220	6.6
Atlantic Canada	31.8%	18.9%	12.9%	18.9%	17.5%	133	8.5
GENDER							
Male	16.3%	36.3%	21.2%	19.6%	6.6%	597	4.0
Female	21.0%	25.7%	19.4%	25.7%	8.2%	638	3.9
AGE							
<35	18.0%	24.3%	18.1%	28.4%	11.2%	87	10.5
35-49	17.3%	34.1%	17.4%	24.7%	6.5%	217	6.7
50-64	18.4%	28.2%	26.2%	21.1%	6.0%	440	4.7
65+	21.1%	39.0%	19.3%	15.2%	5.4%	487	4.4
EDUCATION							
High school or less	15.4%	31.6%	21.4%	26.2%	5.4%	341	5.3
College or CEGEP	19.6%	30.2%	19.7%	23.8%	6.7%	371	5.1
University or higher	20.4%	31.6%	20.9%	19.7%	7.5%	505	4.4
COUNTRY OF BIRTH							
Not born in Canada	27.1%	27.5%	18.0%	23.9%	3.6%	194	7.0
Parents not born in Canada	18.3%	32.3%	17.0%	24.7%	7.8%	321	5.5
Both parents born in Canada	16.6%	31.2%	22.5%	22.0%	7.8%	714	3.7
CURRENT VOTE INTENTION							
Liberal Party	56.9%	11.9%	8.1%	13.1%	10.0%	303	5.6
Conservative Party	6.4%	78.4%	3.4%	9.3%	2.4%	410	4.8
NDP	4.4%	8.2%	66.0%	16.3%	5.1%	236	6.4
Green Party	7.1%	5.9%	17.7%	63.1%	6.3%	76	11.2
Bloc Québécois	14.5%	15.7%	19.6%	46.7%	3.5%	34	16.8

Most Important Issue (Version 1)

Q. [Third-sample only] Of the following issues, which one do you think should be the most important issue for the next federal election? 1) Issues like ethics and accountability; 2) The economy, jobs, and growth; 3) Fiscal issues like taxes and debt; or 4) Social issues like health and education.

	Ethics and accountability	Economic issues	Fiscal issues	Social issues	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	13.9%	32.0%	15.5%	30.9%	7.7%	1316	2.7
REGION							
British Columbia	15.5%	29.6%	10.8%	35.2%	8.9%	196	7.0
Alberta	15.7%	21.2%	19.3%	38.0%	5.8%	148	8.1
Saskatchewan	12.6%	23.4%	16.7%	21.3%	26.0%	51	13.7
Manitoba	16.6%	31.2%	14.3%	22.7%	15.1%	65	12.2
Ontario	15.2%	36.3%	20.1%	21.7%	6.7%	495	4.4
Quebec	11.5%	29.5%	9.9%	43.2%	5.9%	222	6.6
Atlantic Canada	8.1%	41.0%	10.7%	32.5%	7.7%	134	8.5
GENDER							
Male	14.1%	34.4%	18.0%	29.6%	3.9%	627	3.9
Female	15.0%	32.8%	14.1%	34.6%	3.5%	619	3.9
AGE							
<35	17.5%	26.1%	17.0%	36.3%	3.0%	106	9.5
35-49	8.5%	38.2%	17.0%	33.3%	3.0%	224	6.6
50-64	13.9%	36.1%	14.9%	30.1%	5.0%	422	4.8
65+	19.2%	35.1%	15.2%	26.3%	4.2%	490	4.4
EDUCATION							
High school or less	15.9%	35.0%	20.3%	25.7%	3.1%	309	5.6
College or CEGEP	15.7%	35.1%	15.5%	30.2%	3.5%	412	4.8
University or higher	12.2%	31.7%	13.6%	39.0%	3.5%	509	4.3
COUNTRY OF BIRTH							
Not born in Canada	18.0%	38.7%	14.9%	26.1%	2.3%	204	6.9
Parents not born in Canada	14.3%	35.4%	19.5%	25.3%	5.4%	318	5.5
Both parents born in Canada	13.7%	31.6%	15.0%	36.6%	3.1%	719	3.7
CURRENT VOTE INTENTION							
Liberal Party	15.1%	36.1%	10.0%	35.2%	3.6%	309	5.6
Conservative Party	12.2%	46.6%	26.2%	12.7%	2.3%	377	5.1
NDP	17.0%	25.4%	9.5%	45.7%	2.4%	238	6.4
Green Party	9.4%	20.8%	14.9%	47.0%	7.9%	74	11.4
Bloc Québécois	13.8%	28.4%	9.7%	48.1%	0.0%	42	15.1

Most Important Issue (Version 2)

Q. [Third-sample only] Of the following issues, which one do you think should be the most important issue for the next federal election? 1) Restoring middle class progress; 2) Issues related to the environment and climate change; 3) Issues related to security and terrorism; or 4) Democratic renewal.

	Restoring middle class progress	The environment	Security and terrorism	Democratic renewal	DK/ NR	Sample Size	Margin of Error (+/-)
NATIONALLY	41.7%	22.9%	14.3%	14.5%	6.6%	1280	2.7
REGION							
British Columbia	32.8%	25.2%	18.3%	18.0%	5.6%	174	7.4
Alberta	44.1%	18.8%	10.4%	17.7%	8.9%	170	7.5
Saskatchewan	51.5%	10.4%	19.5%	9.8%	8.7%	64	12.3
Manitoba	40.5%	22.1%	19.2%	9.9%	8.4%	54	13.3
Ontario	45.3%	18.9%	16.9%	12.0%	6.9%	466	4.5
Quebec	39.7%	33.1%	7.1%	15.9%	4.2%	208	6.8
Atlantic Canada	38.5%	20.4%	17.8%	14.0%	9.3%	135	8.4
GENDER							
Male	42.1%	21.9%	13.2%	19.5%	3.4%	585	4.1
Female	44.1%	25.2%	16.3%	11.1%	3.4%	646	3.9
AGE							
<35	32.6%	33.5%	14.4%	16.5%	2.9%	101	9.8
35-49	52.3%	16.9%	11.4%	15.1%	4.4%	202	6.9
50-64	49.4%	21.6%	11.7%	13.8%	3.3%	442	4.7
65+	36.6%	21.7%	24.0%	14.4%	3.3%	490	4.4
EDUCATION							
High school or less	38.7%	21.4%	21.2%	14.0%	4.6%	334	5.4
College or CEGEP	48.3%	23.7%	12.2%	12.7%	3.1%	402	4.9
University or higher	42.0%	25.3%	12.3%	17.9%	2.4%	483	4.5
COUNTRY OF BIRTH							
Not born in Canada	38.4%	21.8%	19.8%	13.7%	6.3%	203	6.9
Parents not born in Canada	40.3%	23.6%	15.5%	17.3%	3.3%	332	5.4
Both parents born in Canada	45.8%	24.0%	12.9%	14.4%	2.9%	695	3.7
CURRENT VOTE INTENTION							
Liberal Party	53.0%	20.0%	6.5%	18.8%	1.7%	326	5.4
Conservative Party	52.5%	11.0%	26.5%	5.5%	4.5%	391	5.0
NDP	39.8%	34.6%	8.3%	15.8%	1.6%	245	6.3
Green Party	13.5%	60.7%	14.5%	10.1%	1.2%	77	11.2
Bloc Québécois	36.6%	24.8%	16.1%	19.6%	2.9%	26	19.2

Direction of Country

Q. [Half-sample only] 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	39.6%	53.2%	7.2%	1876	2.3
REGION					
British Columbia	33.1%	60.1%	6.8%	265	6.0
Alberta	48.7%	43.9%	7.4%	228	6.5
Saskatchewan	52.5%	36.2%	11.3%	83	10.8
Manitoba	44.5%	47.2%	8.3%	94	10.1
Ontario	41.0%	51.0%	7.9%	706	3.7
Quebec	35.3%	59.9%	4.8%	299	5.7
Atlantic Canada	34.6%	57.1%	8.2%	195	7.0
GENDER					
Male	45.0%	51.0%	4.1%	869	3.3
Female	37.5%	58.0%	4.5%	929	3.2
AGE					
<35	35.2%	60.5%	4.3%	161	7.7
35-49	42.8%	52.4%	4.8%	299	5.7
50-64	39.5%	56.6%	3.9%	631	3.9
65+	49.2%	46.3%	4.5%	706	3.7
EDUCATION					
High school or less	48.6%	47.6%	3.9%	474	4.5
College or CEGEP	36.6%	60.0%	3.3%	567	4.1
University or higher	39.2%	55.8%	5.0%	731	3.6
COUNTRY OF BIRTH					
Not born in Canada	49.9%	43.5%	6.7%	287	5.8
Parents not born in Canada	38.4%	56.9%	4.6%	493	4.4
Both parents born in Canada	39.7%	56.8%	3.5%	1004	3.1
CURRENT VOTE INTENTION					
Liberal Party	30.0%	65.6%	4.4%	465	4.5
Conservative Party	76.7%	20.7%	2.6%	538	4.2
NDP	21.5%	77.3%	1.2%	336	5.4
Green Party	21.9%	68.9%	9.2%	113	9.2
Bloc Québécois	19.2%	77.2%	3.6%	49	14.0

Direction of Government

Q. [Half-sample only] 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	36.2%	56.2%	7.5%	1974	2.2
REGION					
British Columbia	39.8%	52.3%	8.0%	293	5.7
Alberta	44.5%	45.3%	10.2%	250	6.2
Saskatchewan	39.3%	42.5%	18.2%	85	10.6
Manitoba	43.8%	43.4%	12.8%	85	10.6
Ontario	36.6%	56.4%	7.0%	703	3.7
Quebec	29.4%	65.6%	5.0%	342	5.3
Atlantic Canada	32.9%	59.7%	7.4%	206	6.8
GENDER					
Male	39.5%	56.6%	3.8%	905	3.3
Female	35.6%	59.7%	4.7%	979	3.1
AGE					
<35	28.8%	62.6%	8.6%	161	7.7
35-49	36.3%	61.6%	2.1%	327	5.4
50-64	39.8%	57.6%	2.6%	665	3.8
65+	48.6%	47.3%	4.0%	734	3.6
EDUCATION					
High school or less	39.2%	54.6%	6.1%	499	4.4
College or CEGEP	40.1%	55.3%	4.7%	618	3.9
University or higher	33.9%	62.8%	3.3%	757	3.6
COUNTRY OF BIRTH					
Not born in Canada	45.1%	48.6%	6.3%	300	5.7
Parents not born in Canada	42.1%	54.6%	3.3%	477	4.5
Both parents born in Canada	33.6%	62.2%	4.2%	1114	2.9
CURRENT VOTE INTENTION					
Liberal Party	25.1%	71.5%	3.4%	491	4.4
Conservative Party	82.6%	14.6%	2.9%	587	4.0
NDP	14.8%	83.0%	2.2%	369	5.1
Green Party	11.1%	79.5%	9.4%	111	9.3
Bloc Québécois	19.3%	77.5%	3.2%	52	13.6

Methodology:

This study was conducted using 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 April 15-21, 2015. In total, a random sample of 3,850 Canadian adults aged 18 and over responded to the survey. The margin of error associated with the total sample is +/-1.6 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.