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CONSERVATIVES NOW POLLING HIGHER THAN IN FINAL STAGES OF 2011 CAMPAIGN

WILL HARPER SEIZE A TIME-STAMPED OPPORTUNITY TO WIN ANOTHER MANDATE?

[Ottawa – February 5, 2015] Any doubts about the authenticity and durability of the Conservative Party's improvement in political fortunes from last fall can now be effectively dispelled. The Conservatives have erased a 12-point Liberal lead and now enjoy a modest but stable and apparently growing lead of three points. The 35-point level is their best poll since 2011 and it is higher than where we had them in the final stages of the 2011 election campaign, which resulted in a majority victory. Although these trends have been gentle, the net outcome of the past four months is nothing less than a dramatic transformation of the political landscape. It has also seen Mr. Harper experiencing a similarly profound repositioning of his personal brand with voters. His approval ratings are now in nearly the same territory as those for the opposition leaders. All in all, the Conservatives have gone from being poised to slip from majority to third party, to now looking at the real prospect of securing a fourth mandate, possibly even a majority, which seemed a risibly improbable outcome last September.

So what on earth has driven this huge turnaround and how likely is it to continue into the real campaign? The answer to the first part of the question is pretty clear but the stability and shelf life of this wave (well beyond a bump) is something which is less clear. There are real questions as to whether the key driver of this change will have the same force in a more reflected context of a campaign where voters are paying more attention and the government doesn't own the tools of communication. The other serious question is whether or not the factors driving their political redemption will persist to October. Frankly, the likelihood of that is not high given the salience of other more important factors such as the economy and regime fatigue. Therefore, the issue of an early election, which has been dismissed out of hand by Mr. Harper, is very much a real prospect.

Can the government seriously resist the shorter-term window of opportunity for another majority which is rooted in politically propitious events (which have temporarily distracted voters from

HIGHLIGHTS

- **Federal vote intention:**
 - **35.0% Conservative Party**
 - **32.2% Liberal Party**
 - **17.9% NDP**
 - **8.0% Green Party**
 - **3.8% Bloc Québécois**
 - **3.2% Other**
- **Direction of country:**
 - **47% Right direction**
 - **45% Wrong direction**
- **Direction of government:**
 - **42% Right direction**
 - **51% Wrong direction**
- **Approval ratings**
 - **50% Thomas Mulcair**
 - **46% Justin Trudeau**
 - **40% Stephen Harper**

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

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their much more challenging structural problems on the economy and role of federal government fronts)? It is unlikely that a dismal outlook on the economy will show any improvements as the recession-inducing crash in oil prices works its way through Alberta to an already stagnant national economy. Moreover, public coffers will be severely strained and already tenuous tax goodies targeted at relatively comfortable single earner families will look even less welcome to others who see this straining public finances.

Federal vote intention

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

National Results



2011 Election Results



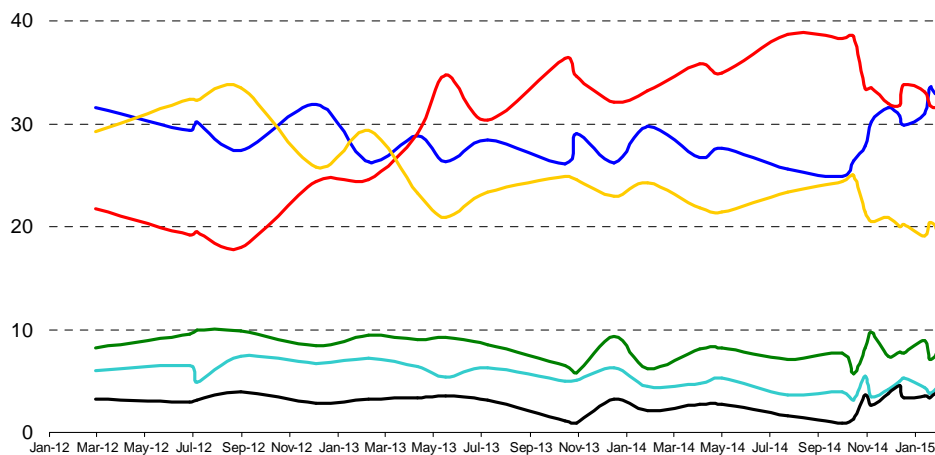
Note: The data on federal vote intention are based on decided and leaning voters only.

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BASE: Canadians; January 28-February 3, 2015 (n=2,974), MOE +/- 1.8%, 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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How will favourable comparisons to the United States look in the fall as our dollar has dropped from well over parity a few years ago to prestige sapping levels in the 80-cent range? A much more robust American economy, churning ahead under the stimulus of 'middle class economics' is going to provide a pretty depressing mirror for anxious Canadians pondering the prudence of a wager on a carbon superpower economy.

The growing values tensions between the government narrative and the general societal trajectories¹ have been temporally eclipsed in the focus on security and terror but will undoubtedly reassert themselves as will deep concerns with the state of democracy and generalized fatigue with any incumbent approaching a decade in office. Any claim that such thoughts are not weighing heavily in the political calculus of the government around election timing is frankly disingenuous.

As for the driver of this big shift in the political landscape, look no further than the role of security and 'terror' issues as the trigger.² Our evidence shows that this alone is the issue which has changed dramatically and is by far the most probable explanation. The ISIS mission continues to be one the rare areas of public consonance with the government's policy. The shooting episode in Ottawa, followed by the horrific shootings in Paris and the serial barbarity emanating from the savage lunatics running ISIS have all coalesced to produce a very significant shift in public fears about security. These are strongly evident in the diagnostic indicators tracking these issues and Mr. Harper has been seen as effectively responding to these as a strong and decisive leader. A critical question is whether this relatively un-reflected response will persist as time goes on and the stakes shift to a real election with the more salient questions about the economy and role of the federal government reasserting themselves.

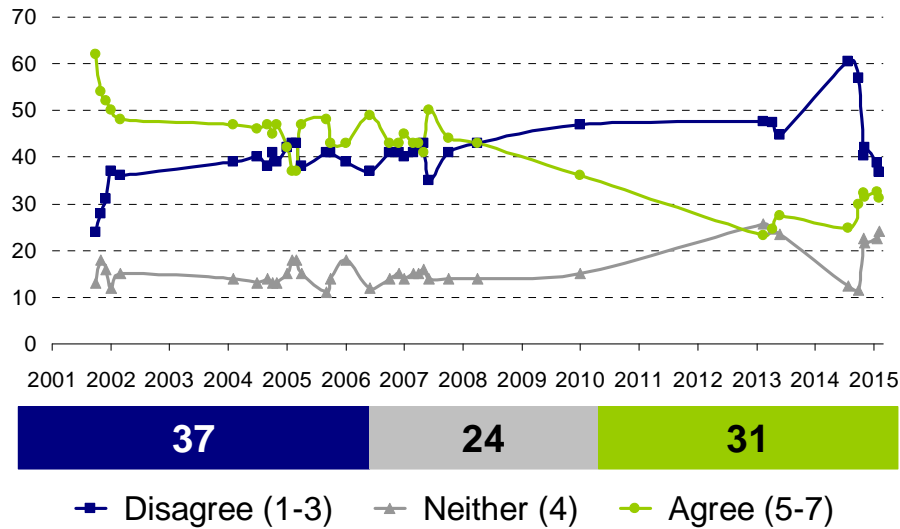
In addition to the issue of attention levels and the stakes of the debate in a campaign versus non- or pre-campaign period, there is the question of the balance of voices in the current debate. Mr. Harper has owned the podium on these issues and this advantage has been buttressed by government advertising and political advertising. He has put forward some specific ideas (such as income splitting and enhanced baby bonus benefits). Meanwhile, the opposition party leaders are having difficulty gaining much audience or traction in this climate. This is unlikely to persist indefinitely and we would expect more active and concrete proposals emerging from the Liberals and the NDP as the dust settles on the current absorption with terror and security.

¹ Frank Graves, "Rethinking the Public Interest: Evolving Trends in Values and Attitudes", Presentation to the Canada 2020 Conference, October 2, 2014. Available online at: <http://goo.gl/inBBdi>

² Chantal Hébert, "Terror could be rare winning issue for Conservatives in Quebec", The Toronto Star, February 2, 2015. Available online at: <http://goo.gl/dTFZX8>

Additional powers for law enforcement

Q. To what extent do you agree or disagree with the following statement: police and intelligence agencies should have **more** powers to ensure security even if it means Canadians have to give up some personal privacy safeguards?

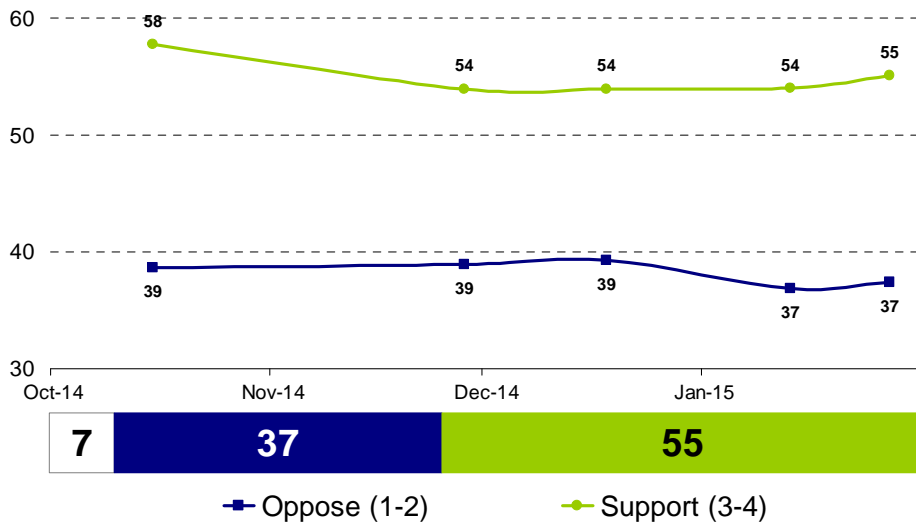


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BASE: Canadians; January 28-February 3, 2015 (n=2,974), MOE +/- 1.8%, 19 times out of 20

Support for ISIS mission

Q. As you may have heard, Canada has sent aircraft and personnel to Iraq and Syria to join in coalition airstrikes against the Islamic State, or ISIS, but they will not be involved in ground combat. To what extent do you oppose or support this mission?



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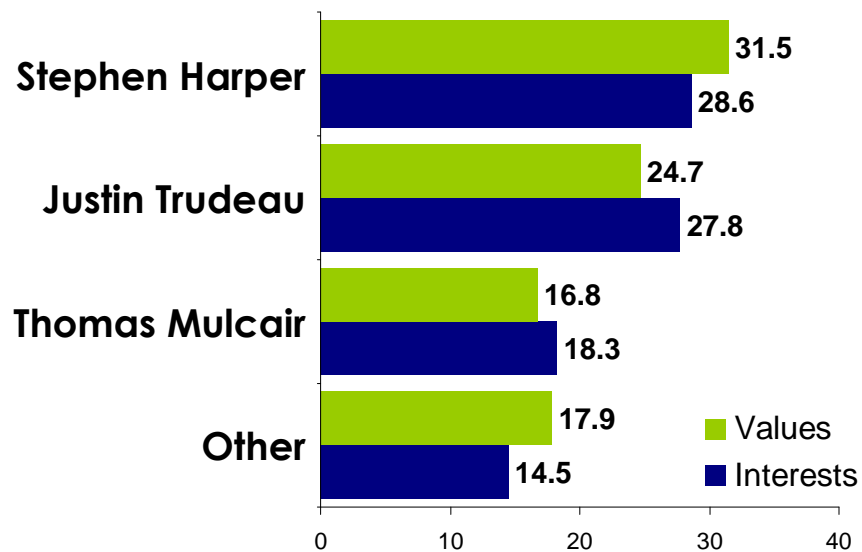
BASE: Canadians; January 21-27, 2015 (n=3,789), MOE +/- 1.6%, 19 times out of 20

Harper wins on values/interests test

There has been a noticeable cost to the opposition leaders of this imbalance in the discussion of ideas and values. On a testing of which party leader best reflects: a) your values; and b) your interests, it is Stephen Harper who has a clear advantage on values, and an insignificant advantage on interests. This is as surprising as it is challenging for the opposition leaders as all the serious testing suggests that there is a growing disconnect between the Conservative government values narrative and the dominant values and of most Canadians (and their trajectory). This values advantage may be a product of the lack of volume on this issue from the Liberals and NDP. The Liberals have also been reticent in the way of putting concrete proposals in the store window too early. Given the drift in vote intention and the disadvantage on the values champion that Harper now has, the time for further prudence may well be over.

Party that best represents values/interests

Q. Which party leader comes closest to representing the VALUES/INTERESTS that you find most important?



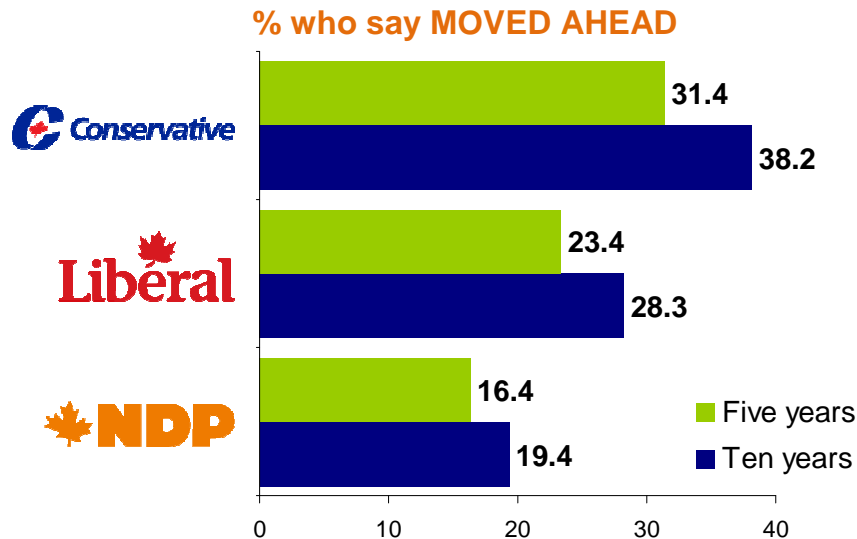
Copyright 2015
 No reproduction without permission **BASE:** Canadians (half-sample); January 28-February 3, 2015 (n=1,516/1,458), MOE +/- 2.5/2.6%, 19 times out of 20

The slight gap on the interests question is also troubling for the Liberals and the NDP and further probing here suggests that it seems to be also disconnected from the actual economic experiences and outlook on the future of most Canadians. There is, however, an interesting cleavage on the question of how well one has done and expects to do in the future. In particular, the Conservative constituency is much more likely to say that things have been pretty good over the last decade – for everyone else, not so much. A critical challenge will be to shift the ballot question to how have you done under this government and how well do you expect to do in the

future. Here, the interests advantage that Mr. Harper enjoys seems to be quite disconnected from a generalized sense of stagnation – even decline – that looks much worse going forward.

Self-rated progress by party support

Q. Thinking about your personal financial situation, would you say you have moved ahead, stayed the same, or fallen behind over the last FIVE/TEN years?



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Conservatives enjoy surprising strength in Quebec

Turning to the demographics, the Conservative Party continues to re-assemble its core constituencies. The party does extremely well with seniors and are now making inroads with boomers, a group that had previously switched to the Liberals. The Conservatives also have a huge lead with men, while they trail the Liberals with women. Overall, Conservative supporters tend to be older, male, and high school or college educated. All of these groups are known to put a stronger emphasis on security, which supports the narrative that Mr. Harper's focus on security is playing well with these groups.

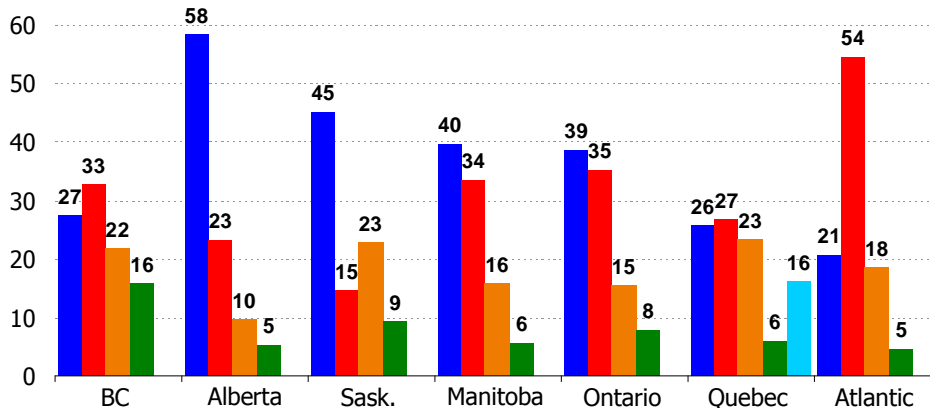
Regionally, the Liberals dominate Atlantic Canada, while they are statistically tied with the Conservatives in Ontario. The West is looking increasingly unreceptive to the Liberals and the NDP, with the exception of British Columbia, which is a highly fluid province and could easily go to any of the three main parties at this stage. The Green Party is also showing surprising strength in this province.

What is also quite interesting is the growing Conservative strength in Quebec. The party has improved its standing bit by bit over the past few months and, while none of the individual movements are significant in and of themselves, the overall trend is a clear, upward line. Whereas the Conservatives had dipped to ten points as recently as September, they now stand at 26 points, and they are particularly strong in the former Bloc stronghold of Quebec City. Nevertheless, the Liberals remain quite strong in the province, although they are notably weaker with Francophones. The NDP has lost a great deal of support in recent months; however, our research shows that Bloc Québécois supporters are most likely to fall back to the NDP, and this should be taken into consideration.

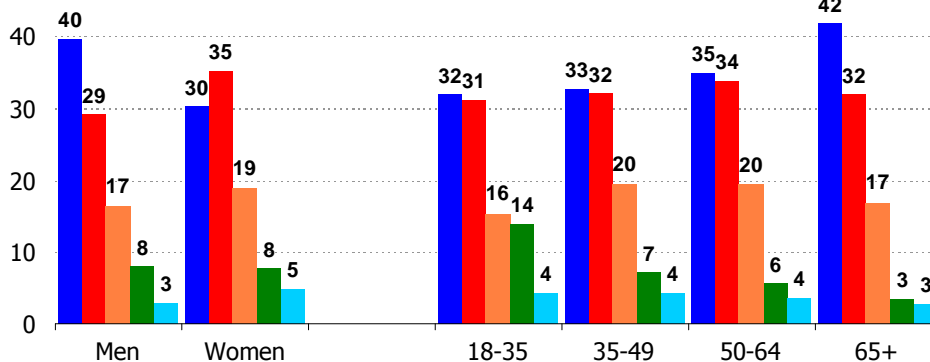
Finally, it is worth noting that the Conservatives do quite well with large families. It is not immediately clear what is driving these fortunes, but it is very possible that the ideas that Mr. Harper has recently put forward – such as income splitting and enhanced baby bonus benefits – are beginning to resonate with these groups.

Vote intention by key demographics

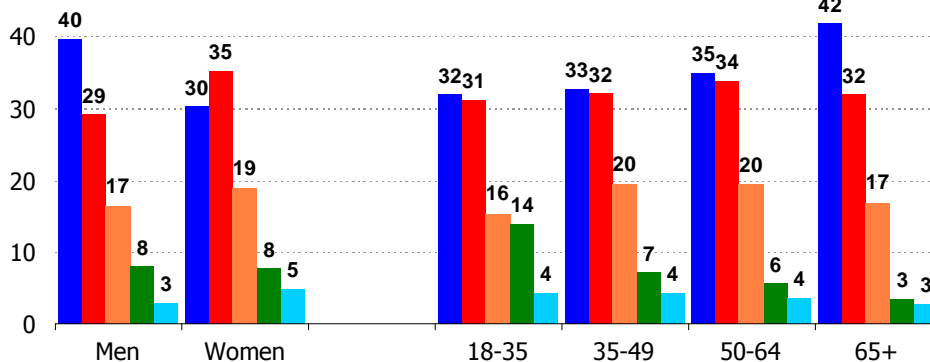
Q. If a federal election were held tomorrow, which party would you vote for?



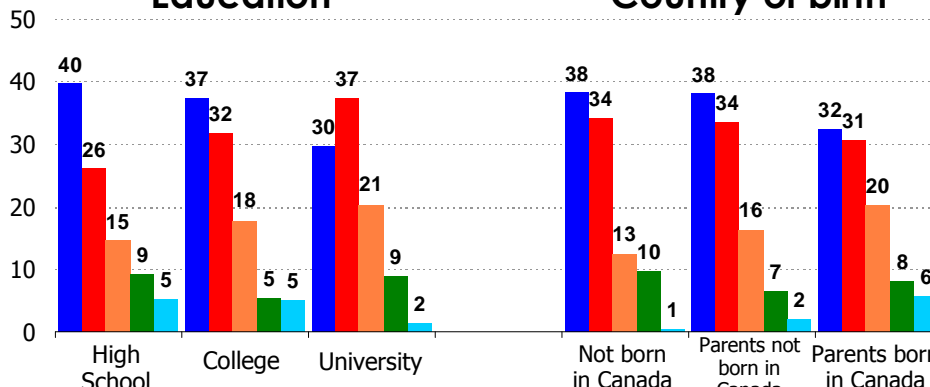
Gender



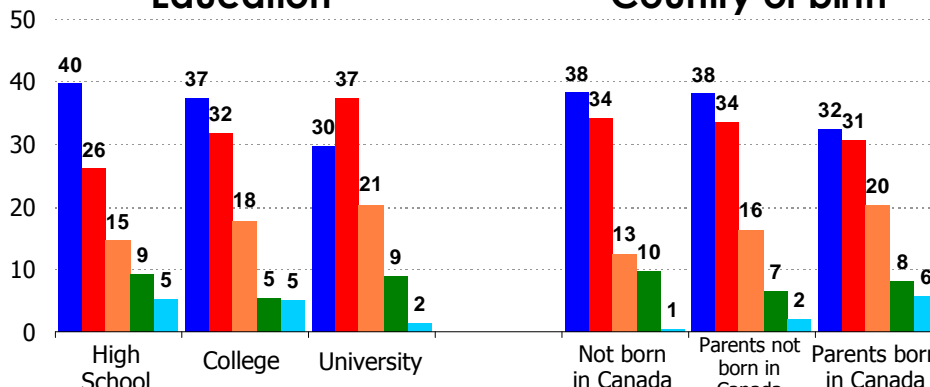
Age



Education



Country of birth



Conservative
 Liberal
 NDP
 Green
 BLOC
 Other

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Approval ratings:

Job approval ratings

Q. Do you approve or disapprove of the way the following individuals are handling their jobs?



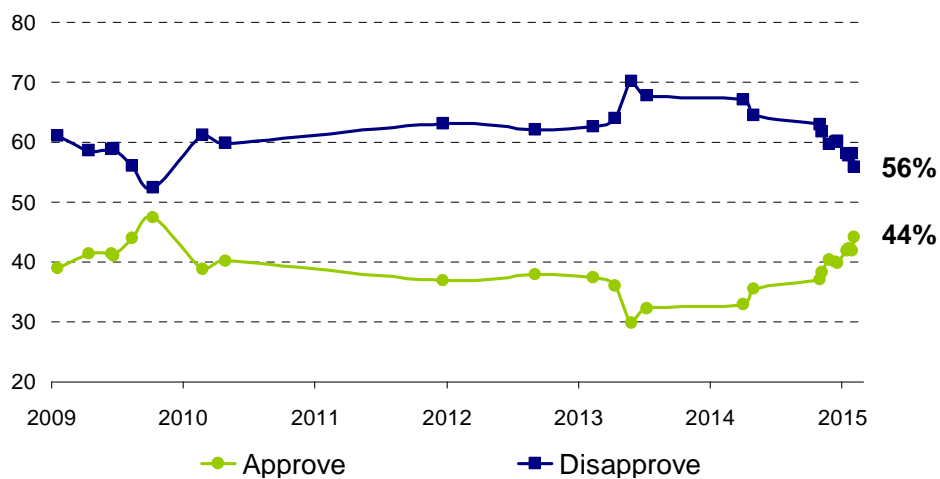
□ DK/NR ■ Disapprove ■ Approve

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BASE: Canadians (third-sample each); January 28-February 3, 2015

Approval rating – Stephen Harper

Q. Do you approve or disapprove of the way Stephen Harper, Prime Minister of Canada and leader of the Conservative Party of Canada, is handling his job?

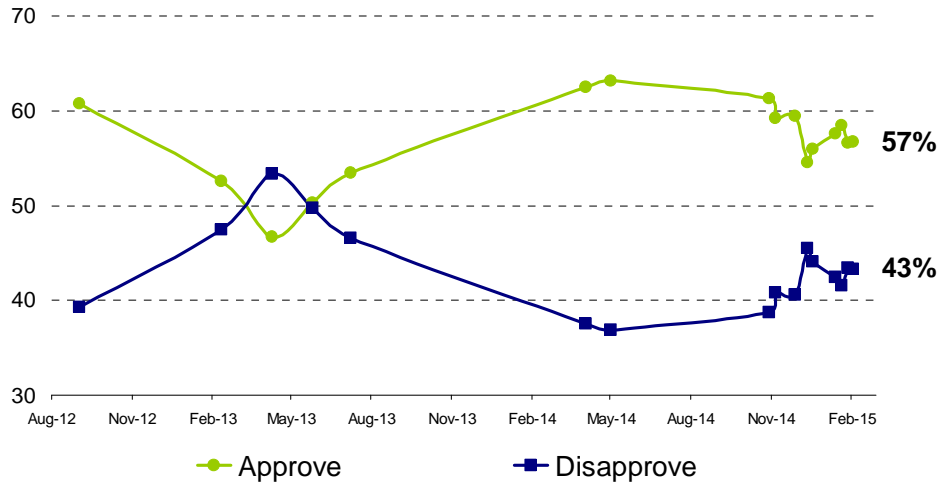


Note: Figures adjusted to exclude those who did not provide valid responses

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Approval rating – Thomas Mulcair

Q. Do you approve or disapprove of the way Thomas Mulcair, leader of the Official Opposition and Leader of the New Democratic Party of Canada is handling his job?



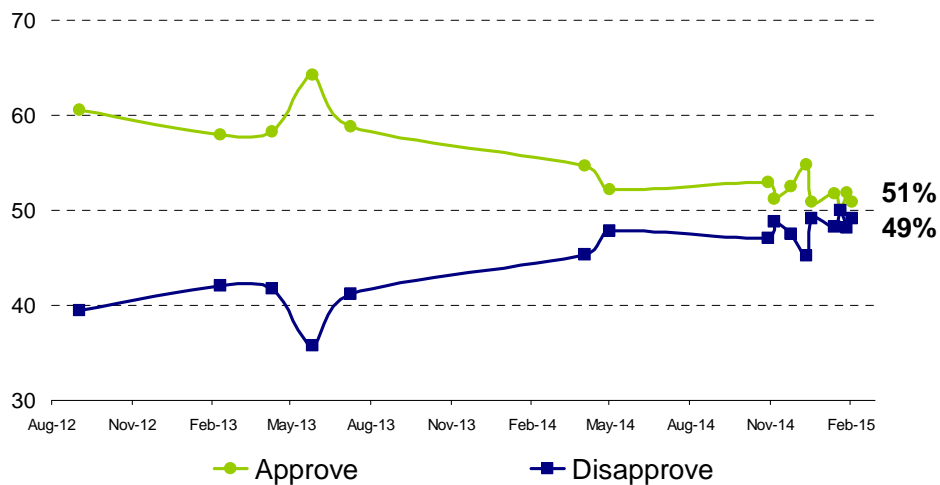
Note: Figures adjusted to exclude those who did not provide valid responses

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Approval rating – Justin Trudeau

Q. Do you approve or disapprove of the way Justin Trudeau, Member of Parliament and leader of the Liberal Party of Canada, is handling his job?



Note: Figures adjusted to exclude those who did not provide valid responses

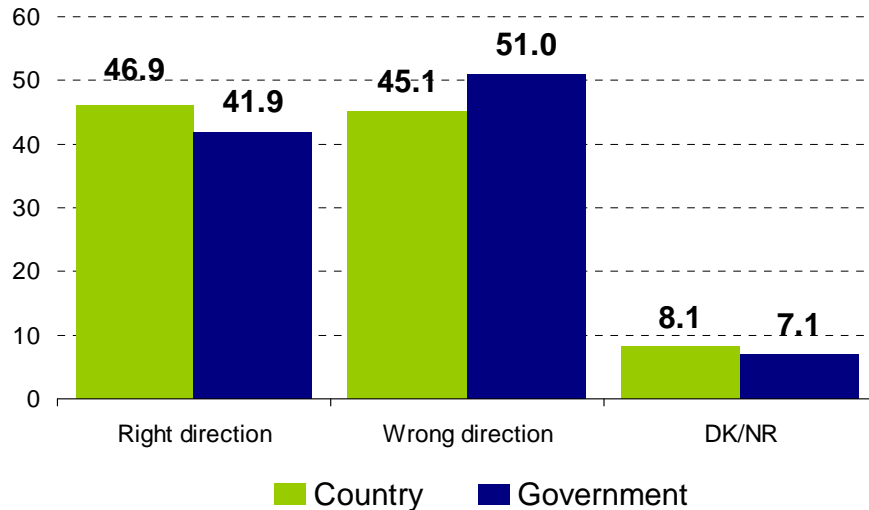
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Direction of country/government:

Direction of country/government

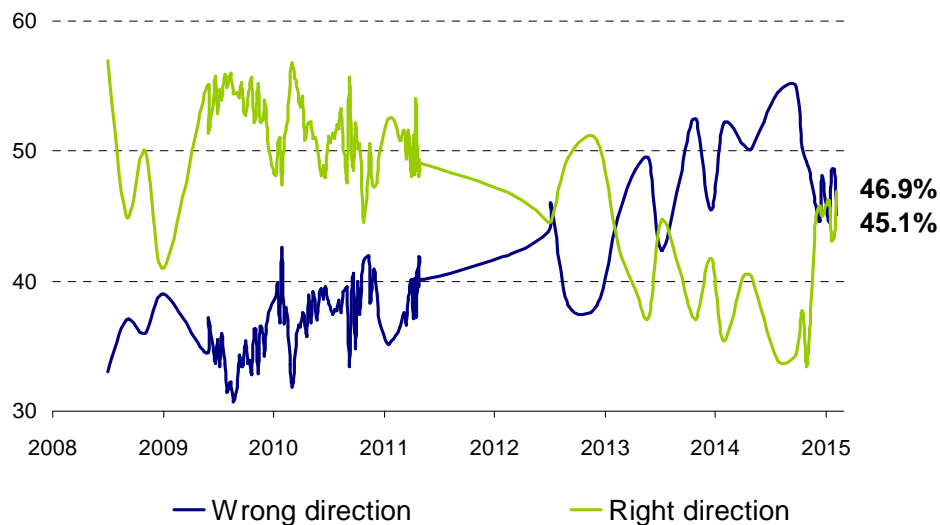
Q. All things considered, would you say the country/government is moving in the right direction or the wrong direction?



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Direction of country

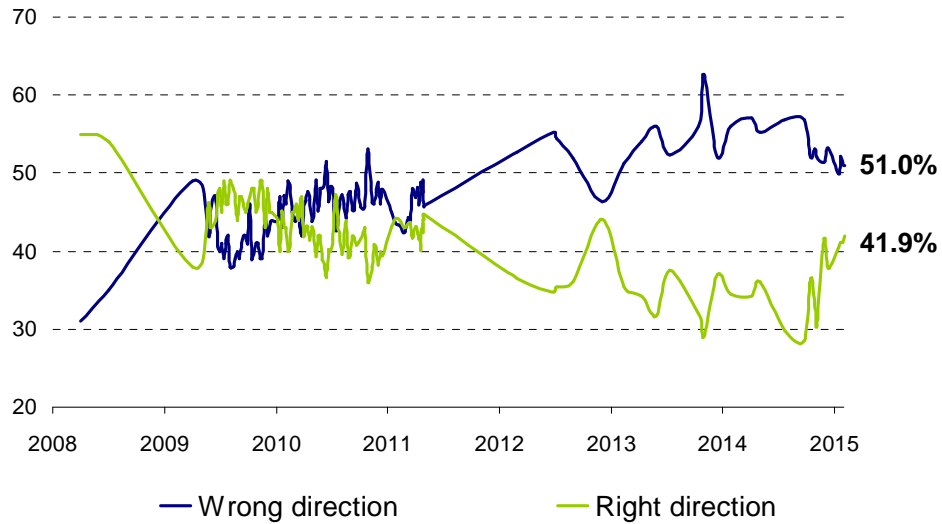
Q. All things considered, would you say the country is moving in the right direction or the wrong direction?



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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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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	32.2%	35.0%	17.9%	8.0%	3.8%	3.2%	2444	2.0
REGION								
British Columbia	32.7%	27.3%	21.7%	15.8%	0.0%	2.5%	337	5.3
Alberta	23.1%	58.3%	9.5%	5.3%	0.0%	3.7%	305	5.6
Saskatchewan	14.5%	45.2%	22.7%	9.3%	0.0%	8.3%	70	11.7
Manitoba	33.5%	39.6%	15.7%	5.5%	0.0%	5.7%	111	9.3
Ontario	35.1%	38.6%	15.4%	7.7%	0.0%	3.3%	988	3.1
Quebec	26.7%	25.7%	23.1%	6.0%	16.1%	2.4%	395	4.9
Atlantic Canada	54.4%	20.6%	18.4%	4.6%	0.0%	2.0%	236	6.4
GENDER								
Male	29.2%	39.6%	16.7%	8.0%	2.9%	3.6%	1194	2.8
Female	35.3%	30.3%	19.2%	7.7%	4.8%	2.8%	1227	2.8
AGE								
<35	31.2%	31.9%	15.6%	13.9%	4.3%	3.2%	188	7.2
35-49	32.1%	32.8%	19.7%	7.1%	4.2%	4.2%	458	4.6
50-64	33.8%	34.9%	19.5%	5.6%	3.6%	2.5%	872	3.3
65+	32.0%	41.8%	17.1%	3.4%	2.8%	2.9%	900	3.3
EDUCATION								
High school or less	26.1%	39.7%	14.5%	9.1%	5.2%	5.3%	644	3.9
College or CEGEP	31.8%	37.4%	18.1%	5.4%	5.1%	2.2%	759	3.6
University or higher	37.3%	29.7%	20.5%	8.9%	1.5%	2.1%	1012	3.1
COUNTRY OF BIRTH								
Not born in Canada	34.1%	38.3%	12.7%	9.7%	0.5%	4.6%	422	4.8
Parents not born in Canada	33.6%	38.1%	16.4%	6.5%	2.0%	3.3%	742	3.6
Both parents born in Canada	30.7%	32.4%	20.2%	8.1%	5.7%	2.8%	1264	2.8

Party that Best Represents Values

Q. [Half-sample only] Which party leader comes closest to representing the VALUES that you find most important?

	Stephen Harper	Thomas Mulcair	Justin Trudeau	Other	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	31.5%	16.8%	24.7%	17.9%	9.0%	1516	2.5
REGION							
British Columbia	27.8%	16.9%	23.7%	20.6%	11.0%	219	6.6
Alberta	52.7%	8.9%	15.9%	11.2%	11.3%	199	7.0
Saskatchewan	44.7%	18.2%	13.3%	11.7%	12.1%	49	14.0
Manitoba	36.9%	21.9%	22.1%	10.3%	8.8%	71	11.6
Ontario	34.3%	15.4%	27.0%	15.0%	8.3%	588	4.0
Quebec	21.3%	21.5%	24.2%	27.9%	5.2%	242	6.3
Atlantic Canada	16.1%	17.5%	40.0%	9.6%	16.8%	148	8.1
GENDER							
Male	34.9%	18.0%	25.4%	16.5%	5.2%	693	3.7
Female	31.5%	17.0%	26.7%	20.8%	4.0%	742	3.6
AGE							
<35	31.7%	15.7%	22.8%	25.7%	4.1%	121	8.9
35-49	31.1%	16.9%	25.5%	19.2%	7.4%	277	5.9
50-64	31.1%	20.4%	31.0%	13.7%	3.8%	503	4.4
65+	39.6%	17.9%	25.1%	13.2%	4.2%	534	4.2
EDUCATION							
High school or less	40.9%	13.8%	21.0%	20.1%	4.1%	380	5.0
College or CEGEP	30.3%	16.4%	28.2%	20.5%	4.6%	458	4.6
University or higher	29.4%	21.9%	27.4%	15.9%	5.3%	587	4.0
COUNTRY OF BIRTH							
Not born in Canada	36.5%	13.3%	27.5%	18.6%	4.0%	239	6.3
Parents not born in Canada	39.4%	15.2%	24.4%	15.6%	5.5%	472	4.5
Both parents born in Canada	28.0%	20.0%	26.7%	20.8%	4.4%	725	3.6
CURRENT VOTE INTENTION							
Liberal Party	9.1%	13.8%	69.7%	6.0%	1.5%	400	4.9
Conservative Party	84.5%	3.6%	5.1%	4.0%	2.8%	480	4.5
NDP	8.1%	67.5%	9.6%	13.4%	1.4%	216	6.7
Green Party	6.5%	11.1%	18.0%	63.5%	0.9%	86	10.6
Bloc Québécois	4.5%	10.0%	16.8%	68.8%	0.0%	30	17.9

Party that Best Represents Interests

Q. [Half-sample only] Which party leader comes closest to representing the INTERESTS that you find most important?

	Stephen Harper	Thomas Mulcair	Justin Trudeau	Other	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	28.6%	18.3%	27.8%	14.5%	10.8%	1458	2.6
REGION							
British Columbia	18.9%	20.6%	27.6%	15.4%	17.5%	200	6.9
Alberta	50.1%	10.6%	21.6%	12.4%	5.3%	178	7.4
Saskatchewan	23.0%	17.2%	14.5%	29.0%	16.3%	44	14.8
Manitoba	33.2%	8.3%	33.6%	15.2%	9.7%	67	12.0
Ontario	32.9%	17.7%	28.4%	11.0%	10.1%	576	4.1
Quebec	20.7%	27.3%	24.7%	18.2%	9.2%	233	6.4
Atlantic Canada	19.6%	8.6%	42.5%	16.7%	12.6%	158	7.8
GENDER							
Male	37.1%	16.2%	26.3%	14.2%	6.2%	652	3.8
Female	23.5%	22.3%	31.6%	16.0%	6.6%	727	3.6
AGE							
<35	24.2%	17.5%	31.5%	18.8%	8.1%	109	9.4
35-49	29.6%	18.4%	28.8%	16.6%	6.6%	258	6.1
50-64	30.7%	21.4%	28.4%	13.5%	6.1%	509	4.3
65+	36.6%	20.5%	27.7%	10.8%	4.5%	501	4.4
EDUCATION							
High school or less	38.5%	14.0%	25.0%	15.2%	7.3%	389	5.0
College or CEGEP	30.6%	19.0%	29.3%	17.3%	3.7%	433	4.7
University or higher	22.7%	23.7%	32.8%	13.6%	7.1%	550	4.2
COUNTRY OF BIRTH							
Not born in Canada	39.4%	15.0%	32.9%	10.1%	2.6%	251	6.2
Parents not born in Canada	29.4%	19.6%	26.1%	14.1%	10.8%	406	4.9
Both parents born in Canada	26.9%	20.3%	29.5%	17.0%	6.2%	730	3.6
CURRENT VOTE INTENTION							
Liberal Party	6.0%	8.2%	74.3%	7.6%	3.9%	420	4.8
Conservative Party	84.7%	6.0%	3.9%	3.9%	1.6%	427	4.7
NDP	3.3%	68.8%	13.0%	12.9%	1.9%	221	6.6
Green Party	7.3%	3.9%	20.6%	55.7%	12.5%	59	12.8
Bloc Québécois	1.5%	22.3%	20.3%	51.5%	4.4%	34	16.8

Self-Rated Progress (Five Years)

Q. [Half-sample only] Thinking about your personal financial situation, would you say you have moved ahead, stayed the same, or fallen behind over the last FIVE years?

	Fallen behind	Stayed the same	Moved ahead	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	34.2%	38.4%	21.3%	6.1%	1463	2.6
REGION						
British Columbia	33.0%	34.5%	23.5%	9.0%	211	6.8
Alberta	31.2%	32.5%	29.8%	6.5%	182	7.3
Saskatchewan	29.5%	41.3%	19.4%	9.9%	44	14.8
Manitoba	21.1%	50.1%	21.5%	7.3%	64	12.3
Ontario	32.3%	37.8%	22.9%	7.0%	578	4.1
Quebec	38.7%	43.8%	14.5%	3.0%	231	6.5
Atlantic Canada	44.2%	34.3%	18.4%	3.1%	153	7.9
GENDER						
Male	33.5%	38.8%	24.7%	2.9%	683	3.8
Female	37.5%	41.2%	19.6%	1.7%	710	3.7
AGE						
<35	37.4%	35.1%	23.7%	3.8%	100	9.8
35-49	31.6%	38.2%	27.9%	2.3%	262	6.1
50-64	41.6%	38.7%	18.3%	1.4%	492	4.4
65+	30.6%	49.3%	18.1%	2.0%	540	4.2
EDUCATION						
High school or less	39.0%	38.5%	19.6%	3.0%	364	5.1
College or CEGEP	41.8%	38.7%	17.4%	2.0%	458	4.6
University or higher	27.6%	42.8%	28.1%	1.5%	566	4.1
COUNTRY OF BIRTH						
Not born in Canada	35.9%	44.1%	18.8%	1.2%	247	6.2
Parents not born in Canada	32.5%	38.5%	25.2%	3.7%	434	4.7
Both parents born in Canada	37.4%	39.6%	21.4%	1.6%	720	3.7
CURRENT VOTE INTENTION						
Liberal Party	36.4%	39.4%	23.4%	0.8%	410	4.8
Conservative Party	24.9%	42.4%	31.4%	1.3%	458	4.6
NDP	39.9%	42.6%	16.4%	1.1%	199	7.0
Green Party	37.7%	45.6%	13.5%	3.1%	77	11.2
Bloc Québécois	44.1%	27.7%	28.1%	0.0%	34	16.8

Self-Rated Progress (Ten Years)

Q. [Half-sample only] Thinking about your personal financial situation, would you say you have moved ahead, stayed the same, or fallen behind over the last TEN years?

	Fallen behind	Stayed the same	Moved ahead	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	33.9%	33.3%	25.9%	6.8%	1511	2.5
REGION						
British Columbia	34.6%	31.6%	23.6%	10.2%	208	6.8
Alberta	28.7%	31.0%	33.7%	6.6%	195	7.0
Saskatchewan	26.5%	32.5%	30.3%	10.7%	49	14.0
Manitoba	29.4%	33.6%	29.4%	7.7%	74	11.4
Ontario	32.8%	35.5%	26.1%	5.6%	586	4.1
Quebec	40.9%	35.4%	20.6%	3.1%	244	6.3
Atlantic Canada	30.6%	22.7%	30.8%	15.9%	153	7.9
GENDER						
Male	33.5%	37.5%	26.7%	2.3%	662	3.8
Female	37.3%	33.4%	28.1%	1.2%	759	3.6
AGE						
<35	33.8%	29.6%	34.3%	2.4%	130	8.6
35-49	34.9%	33.3%	30.2%	1.7%	273	5.9
50-64	40.6%	35.4%	22.5%	1.4%	520	4.3
65+	32.8%	46.8%	18.3%	2.0%	495	4.4
EDUCATION						
High school or less	36.7%	39.5%	22.1%	1.7%	405	4.9
College or CEGEP	37.7%	35.3%	26.4%	0.6%	433	4.7
University or higher	32.8%	31.4%	33.0%	2.8%	571	4.1
COUNTRY OF BIRTH						
Not born in Canada	32.8%	38.7%	25.1%	3.3%	243	6.3
Parents not born in Canada	36.8%	34.7%	27.6%	0.9%	444	4.7
Both parents born in Canada	35.7%	34.3%	28.0%	2.0%	735	3.6
CURRENT VOTE INTENTION						
Liberal Party	38.0%	33.0%	28.3%	0.7%	410	4.8
Conservative Party	21.0%	39.9%	38.2%	0.8%	449	4.6
NDP	48.0%	31.0%	19.4%	1.5%	238	6.4
Green Party	39.0%	36.9%	18.8%	5.3%	68	11.9
Bloc Québécois	74.1%	18.8%	7.0%	0.0%	30	17.9

Additional Powers for Police and Law Enforcement Agencies

Q. Please rate the extent to which you agree or disagree with the following statement: Police and intelligence agencies should have more powers to ensure security even if it means I have to give up some personal privacy safeguards.

	Disagree (1-3)	Neither (4)	Agree (5-7)	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	36.8%	24.1%	31.3%	7.8%	2974	1.8
REGION						
British Columbia	43.9%	22.4%	22.4%	11.3%	419	4.8
Alberta	39.2%	19.6%	35.3%	5.9%	377	5.1
Saskatchewan	29.2%	21.5%	37.9%	11.4%	93	10.2
Manitoba	29.4%	29.1%	32.0%	9.5%	138	8.3
Ontario	38.0%	21.6%	33.0%	7.4%	1164	2.9
Quebec	33.6%	31.5%	30.0%	4.8%	475	4.5
Atlantic Canada	29.8%	22.8%	34.7%	12.7%	306	5.6
GENDER						
Male	43.1%	21.3%	33.0%	2.6%	1345	2.7
Female	33.8%	29.0%	32.8%	4.4%	1469	2.6
AGE						
<35	50.5%	19.8%	26.3%	3.4%	230	6.5
35-49	41.5%	21.4%	32.7%	4.4%	535	4.2
50-64	33.0%	27.2%	36.9%	2.9%	1012	3.1
65+	23.7%	35.6%	36.8%	3.8%	1035	3.1
EDUCATION						
High school or less	37.4%	29.9%	28.9%	3.7%	769	3.5
College or CEGEP	37.6%	25.2%	35.2%	2.1%	891	3.3
University or higher	40.2%	22.3%	33.8%	3.7%	1137	2.9
COUNTRY OF BIRTH						
Not born in Canada	41.4%	27.4%	27.3%	3.9%	490	4.4
Parents not born in Canada	38.0%	25.1%	32.5%	4.3%	878	3.3
Both parents born in Canada	37.7%	24.9%	34.5%	2.9%	1455	2.6
CURRENT VOTE INTENTION						
Liberal Party	42.3%	24.5%	30.1%	3.0%	820	3.4
Conservative Party	26.0%	22.1%	49.1%	2.8%	907	3.3
NDP	55.0%	23.2%	20.3%	1.5%	437	4.7
Green Party	61.9%	15.0%	21.0%	2.1%	145	8.1
Bloc Québécois	30.1%	37.5%	32.5%	0.0%	64	12.3

Approval Rating – Stephen Harper

Q. [Third-sample only] Do you approve or disapprove of the way Stephen Harper, Prime Minister and leader of Conservative Party of Canada is handling his job?

	Approve	Disapprove	Don't know / No response	Sample Size	Margin of Error (+/-)
NATIONALLY	40.2%	51.0%	8.8%	1009	3.1
REGION					
British Columbia	30.7%	58.0%	11.2%	152	8.0
Alberta	58.9%	32.5%	8.5%	125	8.8
Saskatchewan	42.1%	49.1%	8.8%	37	16.1
Manitoba	45.0%	51.5%	3.5%	44	14.8
Ontario	43.8%	46.9%	9.3%	391	5.0
Quebec	36.3%	58.4%	5.3%	154	7.9
Atlantic Canada	22.1%	62.6%	15.3%	104	9.6
GENDER					
Male	46.7%	49.2%	4.1%	476	4.5
Female	37.4%	58.6%	4.0%	474	4.5
AGE					
<35	42.6%	52.7%	4.7%	91	10.3
35-49	35.5%	59.7%	4.9%	193	7.1
50-64	43.2%	53.2%	3.5%	336	5.4
65+	49.4%	46.5%	4.1%	324	5.4
EDUCATION					
High school or less	52.8%	42.9%	4.4%	256	6.1
College or CEGEP	40.8%	54.8%	4.4%	309	5.6
University or higher	34.7%	61.4%	3.8%	376	5.1
COUNTRY OF BIRTH					
Not born in Canada	51.0%	45.4%	3.5%	165	7.6
Parents not born in Canada	48.3%	46.9%	4.8%	298	5.7
Both parents born in Canada	36.1%	59.7%	4.2%	488	4.4
CURRENT VOTE INTENTION					
Liberal Party	20.3%	78.0%	1.8%	277	5.9
Conservative Party	91.1%	7.4%	1.5%	313	5.5
NDP	9.2%	89.5%	1.3%	145	8.1
Green Party	24.1%	73.1%	2.8%	41	15.3
Bloc Québécois	10.3%	87.7%	1.9%	21	21.4

Approval Rating – Thomas Mulcair

Q. [Third-sample only] Do you approve or disapprove of the way Thomas Mulcair, leader of the Official Opposition and Leader of the New Democratic Party of Canada is handling his job?

	Approve	Disapprove	Don't know / No response	Sample Size	Margin of Error (+/-)
NATIONALLY	50.2%	38.4%	11.4%	963	3.2
REGION					
British Columbia	42.8%	44.1%	13.0%	118	9.0
Alberta	35.2%	52.2%	12.5%	119	9.0
Saskatchewan	60.1%	18.8%	21.1%	28	18.5
Manitoba	39.0%	45.2%	15.8%	49	14.0
Ontario	51.5%	37.2%	11.4%	382	5.0
Quebec	63.7%	32.7%	3.6%	163	7.7
Atlantic Canada	39.9%	36.5%	23.6%	104	9.6
GENDER					
Male	52.2%	41.6%	6.2%	418	4.8
Female	53.0%	38.8%	8.2%	495	4.4
AGE					
<35	51.9%	40.8%	7.3%	66	12.1
35-49	53.2%	38.3%	8.5%	169	7.5
50-64	53.6%	39.0%	7.4%	333	5.4
65+	52.0%	42.1%	5.9%	347	5.3
EDUCATION					
High school or less	46.9%	47.5%	5.6%	260	6.1
College or CEGEP	52.6%	41.5%	5.9%	294	5.7
University or higher	58.7%	31.9%	9.4%	360	5.2
COUNTRY OF BIRTH					
Not born in Canada	33.3%	51.4%	15.3%	143	8.2
Parents not born in Canada	52.9%	42.4%	4.7%	291	5.7
Both parents born in Canada	58.1%	35.6%	6.4%	479	4.5
CURRENT VOTE INTENTION					
Liberal Party	55.8%	37.7%	6.5%	282	5.8
Conservative Party	38.7%	57.3%	4.1%	262	6.1
NDP	85.1%	13.7%	1.2%	148	8.1
Green Party	52.2%	39.2%	8.6%	52	13.6
Bloc Québécois	57.4%	42.6%	0.0%	21	21.4

Approval Rating – Justin Trudeau

Q. [Third-sample only] Do you approve or disapprove of the way Justin Trudeau, leader of the Liberal Party of Canada, is handling his job?

	Approve	Disapprove	Don't know / No response	Sample Size	Margin of Error (+/-)
NATIONALLY	45.9%	44.3%	9.8%	1002	3.1
REGION					
British Columbia	48.3%	38.9%	12.7%	149	8.0
Alberta	30.2%	60.3%	9.4%	133	8.5
Saskatchewan	45.4%	40.2%	14.5%	28	18.5
Manitoba	39.7%	42.0%	18.2%	45	14.6
Ontario	45.7%	46.2%	8.1%	391	5.0
Quebec	50.5%	41.3%	8.2%	158	7.8
Atlantic Canada	54.7%	33.2%	12.1%	98	9.9
GENDER					
Male	47.9%	48.1%	4.1%	451	4.6
Female	48.1%	44.9%	7.0%	500	4.4
AGE					
<35	55.3%	42.0%	2.7%	73	11.5
35-49	41.3%	50.1%	8.6%	173	7.5
50-64	47.7%	45.8%	6.5%	343	5.3
65+	47.2%	46.0%	6.8%	364	5.1
EDUCATION					
High school or less	45.2%	50.1%	4.6%	253	6.2
College or CEGEP	42.7%	53.3%	4.0%	288	5.8
University or higher	54.1%	38.8%	7.1%	401	4.9
COUNTRY OF BIRTH					
Not born in Canada	52.2%	43.9%	3.9%	182	7.3
Parents not born in Canada	41.2%	50.7%	8.0%	289	5.8
Both parents born in Canada	50.0%	44.1%	5.9%	488	4.4
CURRENT VOTE INTENTION					
Liberal Party	89.3%	7.5%	3.3%	261	6.1
Conservative Party	18.7%	77.5%	3.8%	332	5.4
NDP	49.7%	45.2%	5.1%	144	8.2
Green Party	59.2%	32.4%	8.4%	52	13.6
Bloc Québécois	59.0%	41.0%	0.0%	22	20.9

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	46.9%	45.1%	8.1%	1466	2.6
REGION					
British Columbia	44.2%	42.1%	13.8%	210	6.8
Alberta	58.8%	32.9%	8.3%	185	7.2
Saskatchewan	57.0%	27.1%	15.9%	38	15.9
Manitoba	53.2%	37.4%	9.4%	73	11.5
Ontario	46.7%	46.4%	6.9%	572	4.1
Quebec	43.8%	52.8%	3.4%	227	6.5
Atlantic Canada	39.1%	47.5%	13.4%	161	7.7
GENDER					
Male	53.7%	43.5%	2.7%	639	3.9
Female	45.5%	50.4%	4.1%	740	3.6
AGE					
<35	42.7%	51.5%	5.8%	121	8.9
35-49	47.8%	50.2%	1.9%	253	6.2
50-64	51.0%	45.5%	3.5%	501	4.4
65+	58.3%	37.2%	4.5%	505	4.4
EDUCATION					
High school or less	54.5%	42.1%	3.4%	370	5.1
College or CEGEP	49.4%	46.6%	4.1%	442	4.7
University or higher	44.8%	51.3%	3.8%	563	4.1
COUNTRY OF BIRTH					
Not born in Canada	59.4%	36.0%	4.6%	239	6.3
Parents not born in Canada	50.5%	44.4%	5.1%	417	4.8
Both parents born in Canada	46.0%	51.5%	2.6%	724	3.6
CURRENT VOTE INTENTION					
Liberal Party	41.2%	54.4%	4.4%	408	4.9
Conservative Party	81.1%	16.9%	2.0%	432	4.7
NDP	28.1%	70.9%	1.0%	206	6.8
Green Party	26.8%	69.4%	3.8%	71	11.6
Bloc Québécois	36.4%	62.0%	1.7%	37	16.1

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	41.9%	51.0%	7.1%	1508	2.5
REGION					
British Columbia	32.1%	57.4%	10.5%	209	6.8
Alberta	56.9%	35.8%	7.3%	192	7.1
Saskatchewan	38.3%	48.8%	12.9%	55	13.2
Manitoba	42.0%	50.0%	8.0%	65	12.2
Ontario	46.6%	46.4%	7.0%	592	4.0
Quebec	36.5%	60.1%	3.4%	248	6.2
Atlantic Canada	34.9%	55.4%	9.8%	145	8.1
GENDER					
Male	47.8%	49.5%	2.6%	706	3.7
Female	39.2%	56.9%	3.9%	729	3.6
AGE					
<35	35.6%	61.0%	3.4%	109	9.4
35-49	40.3%	55.8%	3.9%	282	5.8
50-64	46.4%	50.1%	3.6%	511	4.3
65+	54.0%	43.6%	2.4%	530	4.3
EDUCATION					
High school or less	45.8%	49.2%	5.0%	399	4.9
College or CEGEP	44.4%	51.9%	3.6%	449	4.6
University or higher	41.5%	56.9%	1.6%	574	4.1
COUNTRY OF BIRTH					
Not born in Canada	55.1%	39.2%	5.7%	251	6.2
Parents not born in Canada	41.3%	56.4%	2.3%	461	4.6
Both parents born in Canada	41.1%	56.0%	2.9%	731	3.6
CURRENT VOTE INTENTION					
Liberal Party	29.8%	68.4%	1.8%	412	4.8
Conservative Party	89.6%	9.3%	1.0%	475	4.5
NDP	16.6%	82.1%	1.4%	231	6.5
Green Party	8.2%	84.4%	7.4%	74	11.4
Bloc Québécois	4.1%	95.9%	0.0%	27	18.9

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 January 28-February 3, 2015. In total, a random sample of 2,974 Canadian adults aged 18 and over responded to the survey. The margin of error associated with the total sample is +/-1.8 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.