

## RACE NARROWING AGAIN:

LIBERAL PARTY REBOUNDS, NOW TIED WITH CONSERVATIVES WHO ARE IN DANGER OF SLIPPING INTO THIRD

[Ottawa – July 3, 2015] The political landscape appears to be shifting in subtle but important ways. The Liberals seem to have stopped the bleeding and are now statistically tied with the floundering Conservatives who are over 12 points back from their majority achievement in 2011. The NDP continues to hold on to a narrow but significant lead which would be more decisive save for the entry of Gilles Duceppe into the Quebec race. An elevated 'other' reflects dissatisfaction with any of the above and perhaps those who would prefer a 'more than one party' answer.

### Federal vote intention

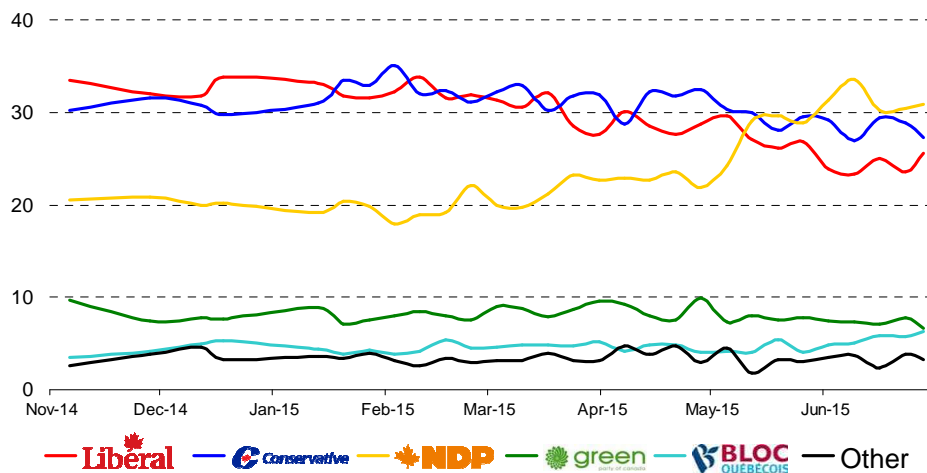
Q. If a federal election were held tomorrow, which party would you vote for?

#### National Results

(Change over June 10-16 poll below)



#### 2011 Election Results



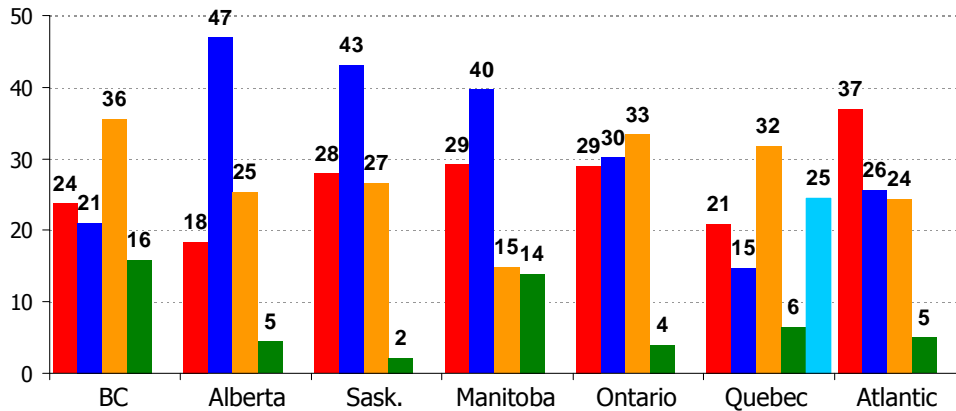
Note: These figures are based on decided and leaning voters only; 7.0% of respondents say they are undecided and 8.4% are ineligible to vote / skipped the question.

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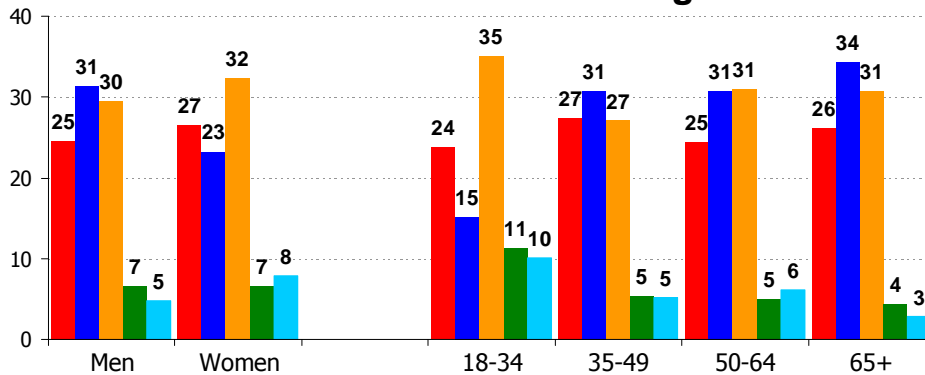
BASE: Canadians; June 24-28, 2015 (n=1,752), MOE +/- 2.3%, 19 times out of 20

## Vote intention by key demographics

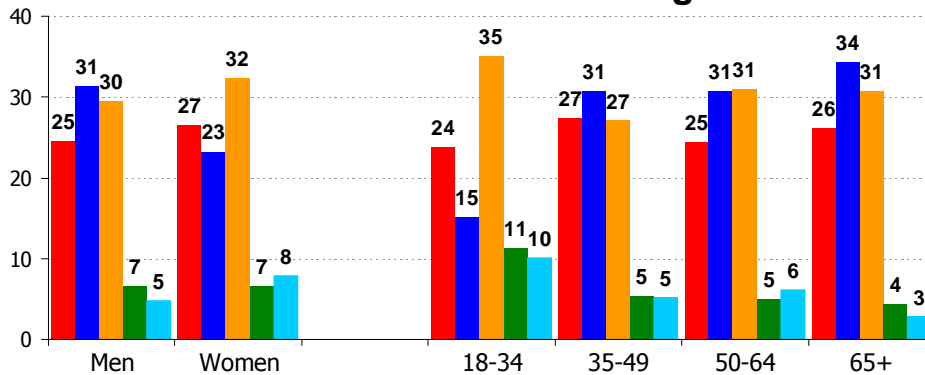
Q. If a federal election were held tomorrow, which party would you vote for?



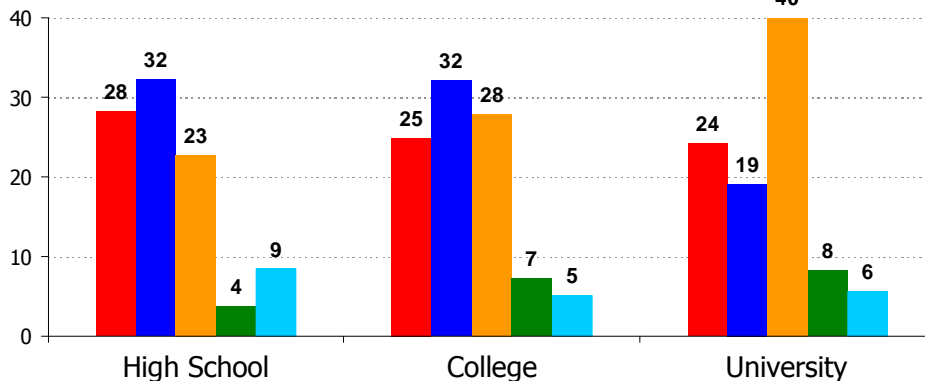
### Gender



### Age



### Education



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

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BASE: Canadians; June 24-28, 2015 (n=1,752), MOE +/- 2.3%, 19 times out of 20

The NDP rise continues to be the most impressive feature of our recent time series data, but the declines of the Conservatives and the Liberals have also pretty clear over the past month. The Liberals, however, have shown a rebound whereas the Conservatives are once again headed downward.

There is nothing dramatically different in the regional patterns but a few points are in order:

1. The NDP strength is distributed across the country but they would have good seat efficiency in Quebec and British Columbia.
2. The tight three-way race in Ontario remains the critical unknown, but we can now certify the NDP rise there as more than an overnight sensation.
3. The Liberals are looking competitive in Quebec, but the Bloc Québécois is the big question mark. Will their ascension continue? If not, that will favour the NDP as the default option. The Conservatives appear to be receding badly in Quebec as the terror and culture themes that revitalized them fade from public priority.

The NDP continues to do well across the demographic spectrum but their concentration with younger voters may be a concern in terms of turnout. The Liberal vote shows almost no significant differences across age or gender. The NDP's continued advantage with university educated voters remains a major and revealing asset.

Finally, the fate of two smaller parties is also up in the air. The Green Party has fallen back and really needs something to get back in the fray. There is a big difference between ten points and eight points, particularly in pivotal ridings where they could aspire to be the best non-Conservative choice for progressive voters. The Bloc Québécois has definitely been invigorated by the return of Gilles Duceppe and this has been largely at the expense of the NDP. This dynamic will be important to watch in coming months.

## The Canada Day effect?

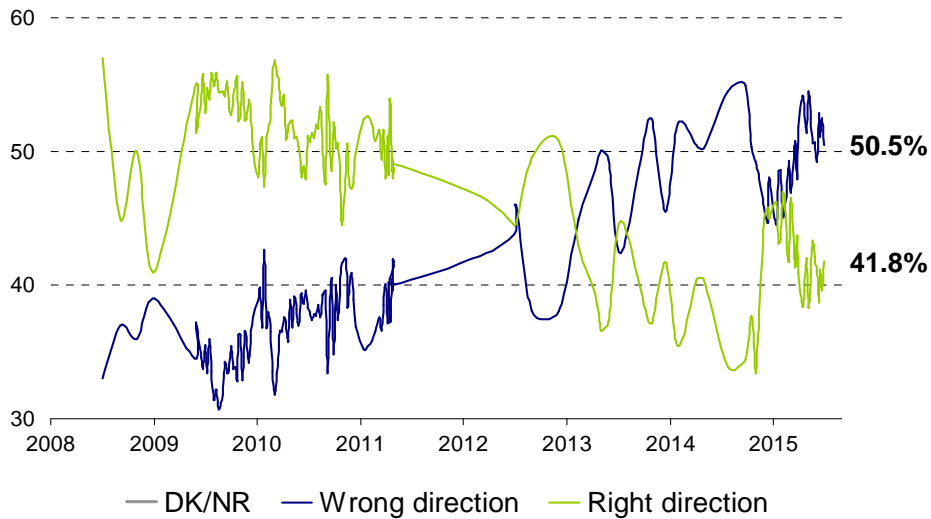
Turning to directional measures, we see a slight improvement in Canadians' satisfaction with where their government is headed. There are a number of factors that could be driving this modest reversal, but the most likely explanation is that Canada Day, with its myriad of celebrations endless displays of red and white, has re-kindled Canadians' appreciation for the country in which they live – at least for the time being. However, this is not the first time that we have seen a temporary Canada Day boost<sup>1</sup> and the perceived direction of both the country and its government are still very poor by historical standards.

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<sup>1</sup> EKOS Research Associates, "A Midsummer Checkup", July 18, 2013. Available online at: <http://goo.gl/DSm10A>

## Direction of country

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

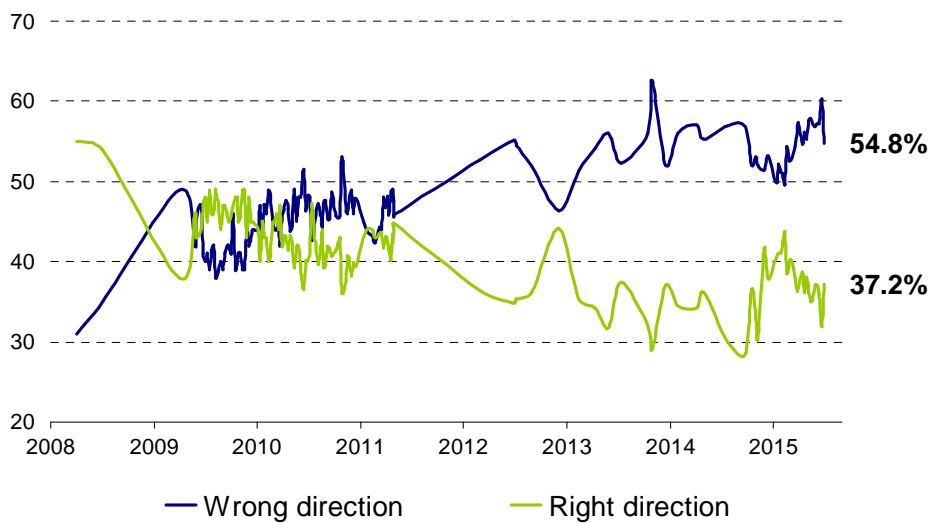


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BASE: Canadians (half-sample); June 24-28, 2015 (n=855), MOE +/- 3.4%, 19 times out of 20

## 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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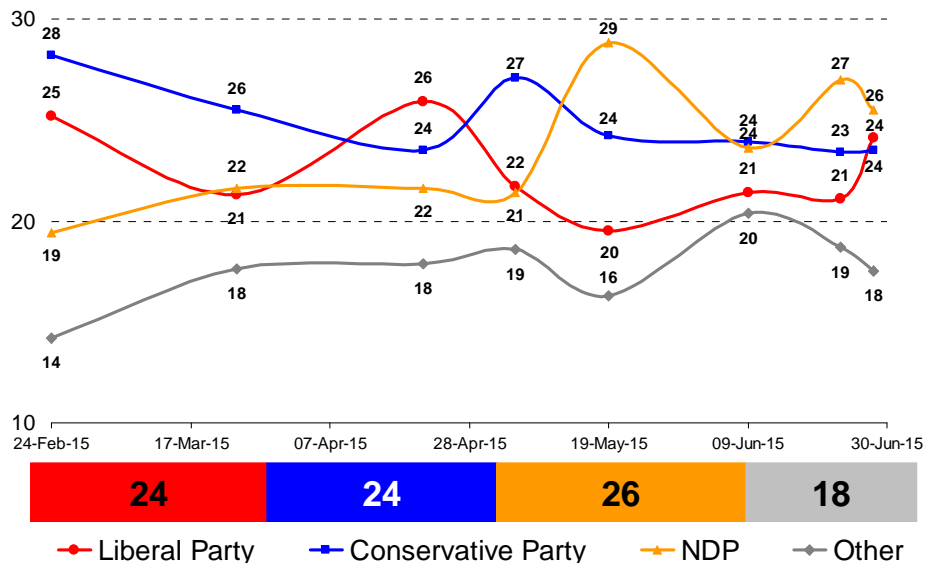
BASE: Canadians (half-sample); June 24-28, 2015 (n=897), MOE +/- 3.3%, 19 times out of 20

## Liberals improve standing on best/clearest plan

Finally, we updated our tracking on which party holds the best and clearest plan. While no party holds a distinct advantage here, it is notable that the Liberal Party has succeeded in improving its standing by two to four points on all three indicators. While none of these improvements on their own is statistically significant, the fact that the party has improved its reputation across the board is highly noteworthy. Indeed, it appears that the Liberals have managed to raise the volume and clarity of their plans for Canadians and this previously muted connection was probably as or more important than any other factor in their fall from voter grace over the past few months.

### Best plan for improving the country

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

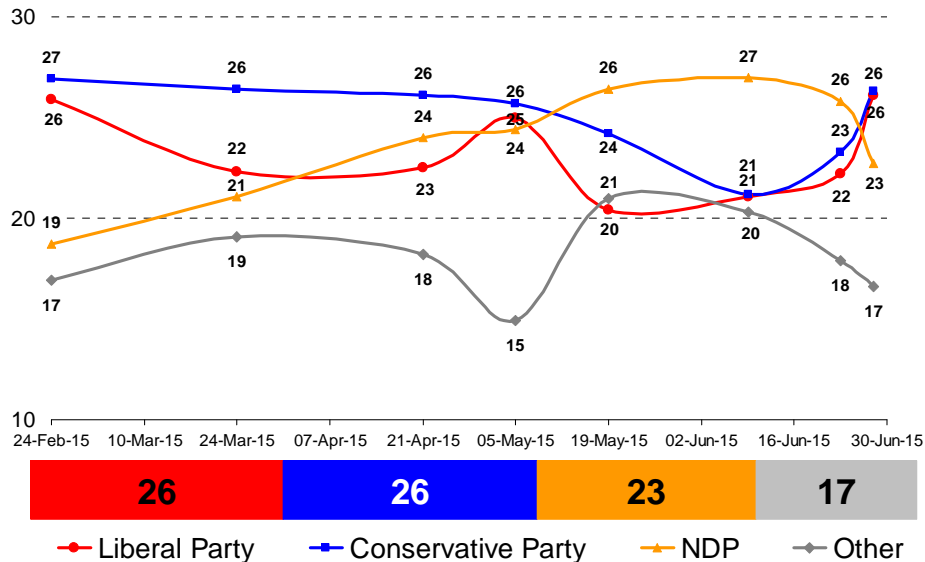


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BASE: Canadians (third-sample); June 24-28, 2015 (n=589), MOE +/- 4.0%, 19 times out of 20

## Best plan for individual citizens

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

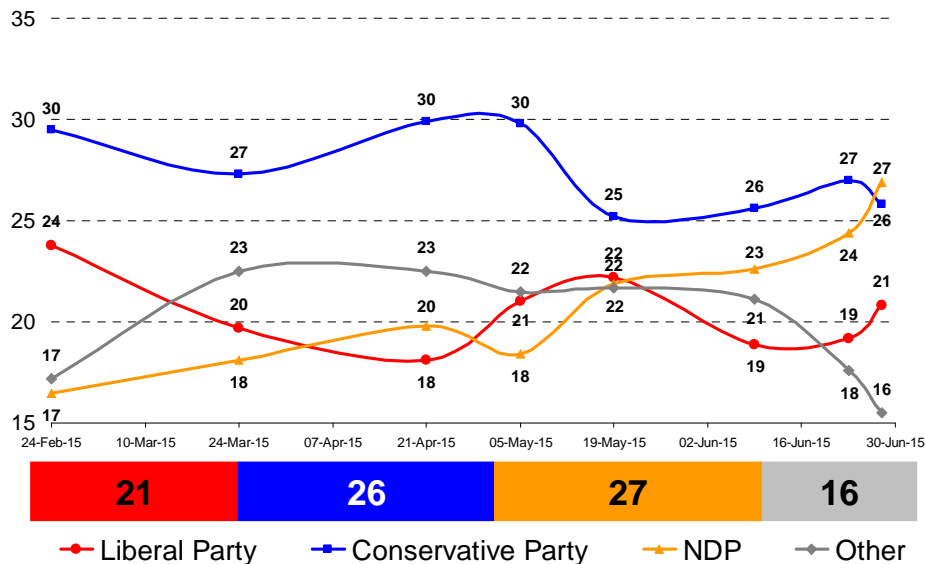


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BASE: Canadians (third-sample); June 24-28, 2015 (n=605), MOE +/- 4.0%, 19 times out of 20

## 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); June 24-28, 2015 (n=558), MOE +/- 4.2%, 19 times out of 20

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## Closing summary

The newly tightened political landscape provides a fascinating mix of opportunity and risk for the political parties as we enter the vacation and barbeque season. Here are the three most important points to bear in mind:

1. The NDP rise is real and, while it has plateaued, it leaves the NDP with a modest but clear advantage. This advantage is reinforced by their leader's clear lead on approval, a good demographic and regional mix of likely voters, and a concentration of voters in some regions which will yield seat dividends.
2. The Liberals appear to be in recovery and can legitimately aspire to close the modest gap they now suffer. Their leader scores well and more importantly, they are showing significant improvement on getting their messages about the future out. As with the NDP, the Liberals have ample head room in terms of second choice<sup>2</sup> to aspire to form government.
3. The Conservatives, while insignificantly ahead of the Liberals, are the party with the sternest challenges ahead. They have extremely scant second choice consideration and, as such, they have very meagre room to grow. Their leader has by far the lowest approval ratings, the economy is stalled,<sup>3</sup> and they are mired at 27 points, more than 12 points short of their result in 2011 election. They have virtually no political capital left to spend if they encounter any further missteps. It is really hard to imagine what rabbits they have left to pull out of a pretty empty hat at this stage.

In closing, the directional, approval, and best plan numbers show the same patterns of a very tight race with a clear NDP lead, but the Conservatives and Liberals are basically tied for second and are not far back. The overall sense we have is that nothing is very clear in terms of next fall, but barring another security shock, it is increasingly hard to see a path to victory for the Conservative Party.

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<sup>2</sup> EKOS Research Associates, "Race Tightens to Three-Way Race Again as NDP Slips", June 19, 2015. Available online at: <http://goo.gl/f7ohhP>

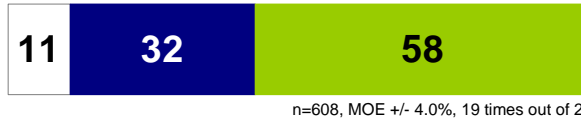
<sup>3</sup> EKOS Research Associates, "Budget Lands with a Thud as Voters' Intentions Locked In", May 1, 2015. Available online at: <http://goo.gl/T9ppSO>

## Approval Ratings

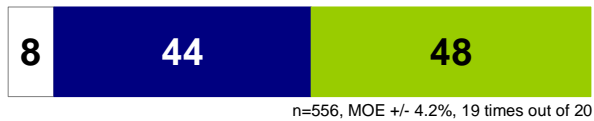
### Job approval ratings

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

**Thomas Mulcair**  
Leader of the Official Opposition / NDP



**Justin Trudeau**  
Leader of the Liberal Party



**Stephen Harper**  
Prime Minister / Leader of the Conservative Party



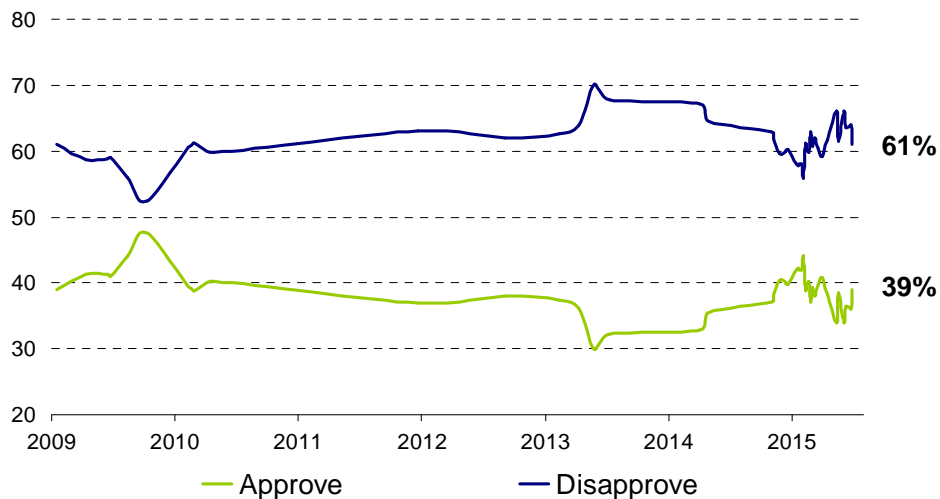
□ DK/NR    ■ Disapprove    ■ Approve

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BASE: Canadians (third-sample each); June 24-28, 2015

### Approval: Stephen Harper (adjusted\*)

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?



\* Figures adjusted to exclude those who skipped the question

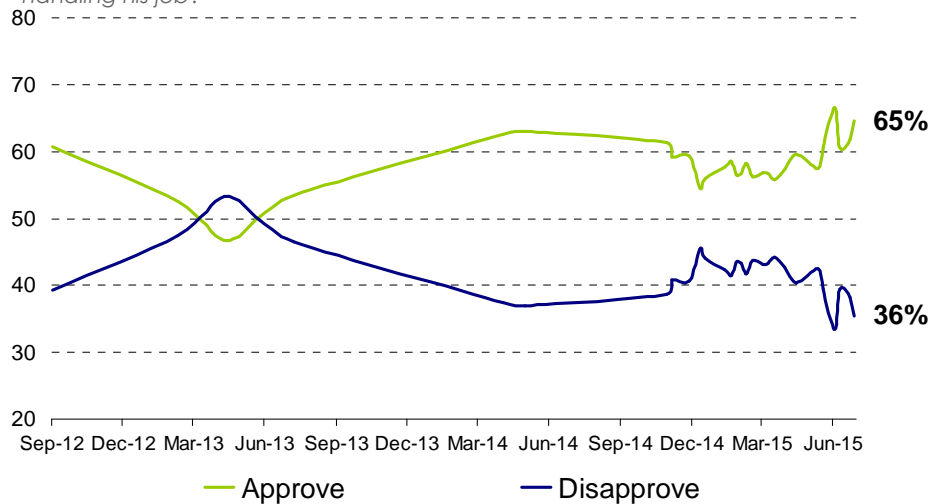
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BASE: Canadians (third-sample); June 24-28, 2015 (n=588), MOE +/- 4.0%, 19 times out of 20



## Approval: Thomas Mulcair (adjusted\*)

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?



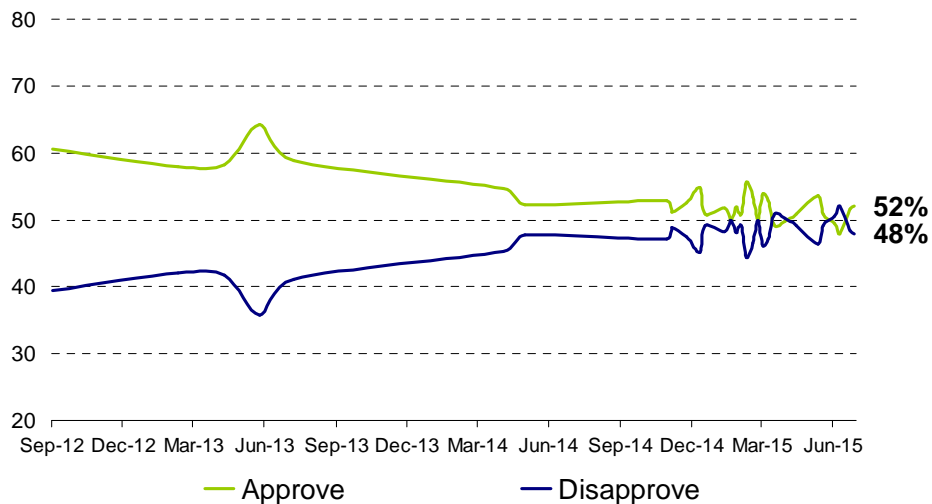
\* Figures adjusted to exclude those who skipped the question

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BASE: Canadians (third-sample); June 24-28, 2015 (n=608), MOE +/- 4.0%, 19 times out of 20

## Approval: Justin Trudeau (adjusted\*)

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



\* Figures adjusted to exclude those who skipped the question

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BASE: Canadians (third-sample); June 24-28, 2015 (n=556), MOE +/- 4.2%, 19 times out of 20

### **National Federal Vote Intention (decided and leaning voters only)**

*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?*

	Liberal Party	Conservative Party	NDP	Green Party	Bloc Québécois	Other	Sample Size	Margin of Error (+/-)
<b>NATIONALLY</b>	<b>25.6%</b>	<b>27.3%</b>	<b>30.9%</b>	<b>6.6%</b>	<b>6.3%</b>	<b>3.3%</b>	<b>1495</b>	<b>2.5</b>
<b>REGION</b>								
British Columbia	23.8%	21.1%	35.5%	15.9%	–	3.7%	273	5.9
Alberta	18.3%	47.0%	25.3%	4.5%	–	4.9%	169	7.5
Saskatchewan	28.0%	43.1%	26.7%	2.2%	–	0.0%	64	12.3
Manitoba	29.2%	39.7%	14.9%	13.9%	–	2.3%	59	12.8
Ontario	28.9%	30.2%	33.4%	4.0%	–	3.5%	431	4.7
Quebec	20.9%	14.7%	31.8%	6.4%	24.5%	1.6%	357	5.2
Atlantic Canada	36.9%	25.7%	24.4%	5.0%	–	8.0%	136	8.4
<b>GENDER</b>								
Male	24.6%	31.4%	29.5%	6.7%	4.8%	3.0%	714	3.7
Female	26.6%	23.3%	32.4%	6.6%	7.9%	3.3%	767	3.5
<b>AGE</b>								
<35	23.8%	15.2%	35.1%	11.3%	10.1%	4.5%	129	8.6
35-49	27.4%	30.8%	27.1%	5.3%	5.2%	4.2%	235	6.4
50-64	24.5%	30.8%	31.0%	5.1%	6.1%	2.5%	541	4.2
65+	26.1%	34.3%	30.8%	4.3%	2.8%	1.7%	580	4.1
<b>EDUCATION</b>								
High school or less	28.3%	32.2%	22.7%	3.7%	8.5%	4.6%	372	5.1
College or CEGEP	24.9%	32.1%	27.9%	7.3%	5.1%	2.8%	492	4.4
University or higher	24.3%	19.1%	40.0%	8.2%	5.6%	2.7%	610	4.0

### **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 (+/-)
<b>NATIONALLY</b>	<b>41.8%</b>	<b>50.5%</b>	<b>7.7%</b>	<b>855</b>	<b>3.4</b>
<b>REGION</b>					
British Columbia	30.0%	61.4%	8.6%	146	8.1
Alberta	48.9%	43.1%	8.0%	110	9.3
Saskatchewan	58.7%	26.2%	15.1%	32	17.3
Manitoba	58.7%	41.3%	0.0%	30	17.9
Ontario	43.2%	47.6%	9.2%	252	6.2
Quebec	40.9%	53.9%	5.2%	202	6.9
Atlantic Canada	34.0%	61.1%	4.9%	79	11.0
<b>GENDER</b>					
Male	45.3%	50.9%	3.8%	379	5.0
Female	41.8%	54.6%	3.6%	431	4.7
<b>AGE</b>					
<35	39.4%	57.1%	3.6%	86	10.6
35-49	45.2%	50.4%	4.4%	127	8.7
50-64	41.2%	55.7%	3.1%	299	5.7
65+	53.8%	43.0%	3.2%	298	5.7
<b>EDUCATION</b>					
High school or less	48.7%	47.8%	3.6%	207	6.8
College or CEGEP	41.1%	54.9%	3.9%	276	5.9
University or higher	41.9%	54.3%	3.7%	322	5.5
<b>CURRENT VOTE INTENTION</b>					
Liberal Party	39.3%	58.7%	2.0%	175	7.4
Conservative Party	80.2%	17.3%	2.4%	200	6.9
NDP	26.3%	69.6%	4.1%	229	6.5
Green Party	10.7%	80.3%	9.0%	44	14.8
Bloc Québécois	35.2%	64.0%	0.8%	43	14.9

### **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 (+/-)
<b>NATIONALLY</b>	<b>37.2%</b>	<b>54.8%</b>	<b>8.0%</b>	<b>897</b>	<b>3.3</b>
<b>REGION</b>					
British Columbia	24.9%	67.3%	7.8%	171	7.5
Alberta	60.6%	26.4%	13.0%	93	10.2
Saskatchewan	52.2%	39.0%	8.9%	43	14.9
Manitoba	27.3%	66.7%	6.0%	37	16.1
Ontario	37.9%	54.9%	7.2%	261	6.1
Quebec	36.1%	57.3%	6.5%	196	7.0
Atlantic Canada	26.8%	62.5%	10.6%	93	10.2
<b>GENDER</b>					
Male	44.1%	52.1%	3.8%	402	4.9
Female	34.5%	61.6%	3.9%	448	4.6
<b>AGE</b>					
<35	39.8%	55.0%	5.2%	65	12.2
35-49	37.8%	59.3%	2.9%	137	8.4
50-64	38.5%	58.2%	3.3%	301	5.7
65+	39.2%	55.0%	5.8%	355	5.2
<b>EDUCATION</b>					
High school or less	47.3%	48.8%	3.9%	220	6.6
College or CEGEP	40.6%	56.5%	3.0%	270	6.0
University or higher	30.9%	64.3%	4.8%	358	5.2
<b>CURRENT VOTE INTENTION</b>					
Liberal Party	22.5%	76.1%	1.4%	200	6.9
Conservative Party	87.5%	8.5%	4.0%	234	6.4
NDP	13.5%	83.1%	3.5%	249	6.2
Green Party	28.9%	65.1%	6.0%	46	14.5
Bloc Québécois	18.4%	78.0%	3.7%	38	15.9

### **Best Plan for Improving 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 (+/-)
<b>NATIONALLY</b>	<b>24.1%</b>	<b>23.5%</b>	<b>25.5%</b>	<b>17.5%</b>	<b>9.4%</b>	<b>589</b>	<b>4.0</b>
<b>REGION</b>							
British Columbia	19.1%	17.0%	32.4%	22.2%	9.4%	102	9.7
Alberta	22.9%	37.9%	13.0%	13.0%	13.2%	70	11.7
Saskatchewan	29.9%	19.8%	31.2%	10.6%	8.5%	27	18.9
Manitoba	16.0%	32.4%	23.3%	22.9%	5.4%	24	20.0
Ontario	26.1%	24.2%	25.3%	14.1%	10.3%	199	7.0
Quebec	19.0%	18.8%	29.3%	27.5%	5.5%	119	9.0
Atlantic Canada	38.5%	20.5%	22.1%	10.7%	8.2%	46	14.5
<b>GENDER</b>							
Male	26.1%	29.0%	24.2%	16.5%	4.2%	263	6.0
Female	24.6%	20.4%	28.8%	20.4%	5.8%	296	5.7
<b>AGE</b>							
<35	27.7%	15.4%	25.8%	23.0%	8.1%	46	14.5
35-49	26.9%	23.3%	25.0%	22.0%	2.8%	94	10.1
50-64	21.9%	31.0%	28.8%	15.6%	2.7%	197	7.0
65+	24.3%	30.5%	27.0%	10.2%	8.0%	224	6.6
<b>EDUCATION</b>							
High school or less	26.6%	28.3%	29.0%	14.5%	1.6%	126	8.7
College or CEGEP	25.9%	30.8%	19.6%	20.0%	3.7%	184	7.2
University or higher	24.1%	18.4%	30.7%	19.4%	7.4%	247	6.2
<b>CURRENT VOTE INTENTION</b>							
Liberal Party	81.2%	4.5%	4.1%	7.5%	2.6%	134	8.5
Conservative Party	4.7%	88.1%	2.0%	2.3%	2.9%	145	8.1
NDP	7.8%	2.7%	81.3%	5.5%	2.7%	166	7.6
Green Party	4.2%	1.9%	13.6%	80.3%	0.0%	28	18.5
Bloc Québécois	11.7%	0.0%	16.2%	69.1%	3.0%	22	20.9

### **Best Plan for Individual Citizens**

*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 (+/-)
<b>NATIONALLY</b>	<b>26.1%</b>	<b>26.3%</b>	<b>22.7%</b>	<b>16.6%</b>	<b>8.3%</b>	<b>605</b>	<b>4.0</b>
<b>REGION</b>							
British Columbia	27.4%	23.5%	22.9%	19.5%	6.7%	112	9.3
Alberta	19.0%	37.0%	23.3%	10.3%	10.4%	68	11.9
Saskatchewan	17.4%	40.3%	23.9%	6.5%	11.9%	26	19.2
Manitoba	43.0%	21.2%	8.6%	22.1%	5.1%	22	20.9
Ontario	29.8%	32.3%	20.0%	9.2%	8.7%	171	7.5
Quebec	23.2%	17.4%	24.6%	29.1%	5.6%	142	8.2
Atlantic Canada	20.3%	16.9%	33.5%	11.9%	17.4%	60	12.7
<b>GENDER</b>							
Male	27.4%	32.8%	22.9%	15.3%	1.5%	264	6.0
Female	27.0%	22.7%	24.6%	18.9%	6.8%	313	5.5
<b>AGE</b>							
<35	28.2%	16.3%	26.1%	26.4%	3.1%	51	13.7
35-49	25.3%	35.9%	17.3%	14.0%	7.5%	89	10.4
50-64	29.9%	27.5%	24.1%	14.7%	3.8%	216	6.7
65+	23.3%	30.4%	29.2%	13.1%	4.0%	224	6.6
<b>EDUCATION</b>							
High school or less	27.9%	33.1%	19.4%	17.7%	2.0%	162	7.7
College or CEGEP	27.2%	27.8%	23.9%	17.2%	3.8%	188	7.2
University or higher	26.5%	21.4%	27.4%	17.6%	7.2%	224	6.6
<b>CURRENT VOTE INTENTION</b>							
Liberal Party	87.0%	4.6%	3.4%	3.3%	1.7%	132	8.5
Conservative Party	7.4%	88.6%	2.2%	0.8%	1.0%	143	8.2
NDP	10.8%	9.1%	71.7%	5.7%	2.7%	159	7.8
Green Party	2.1%	13.3%	22.3%	58.1%	4.2%	29	18.2
Bloc Québécois	7.6%	0.7%	5.8%	85.9%	0.0%	33	17.1

### **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 (+/-)
<b>NATIONALLY</b>	<b>20.8%</b>	<b>25.8%</b>	<b>26.9%</b>	<b>15.5%</b>	<b>11.1%</b>	<b>558</b>	<b>4.2</b>
<b>REGION</b>							
British Columbia	21.2%	18.1%	24.7%	25.2%	10.7%	103	9.7
Alberta	9.3%	43.4%	17.1%	18.0%	12.2%	65	12.2
Saskatchewan	10.1%	41.9%	9.0%	6.3%	32.7%	22	20.9
Manitoba	23.3%	46.6%	6.9%	20.5%	2.7%	21	21.4
Ontario	21.2%	25.0%	26.0%	16.2%	11.6%	143	8.2
Quebec	18.6%	17.5%	44.0%	12.6%	7.4%	137	8.4
Atlantic Canada	43.2%	22.1%	14.8%	4.5%	15.4%	66	12.1
<b>GENDER</b>							
Male	20.5%	32.3%	31.1%	13.8%	2.3%	254	6.2
Female	23.6%	22.7%	25.9%	17.9%	9.8%	270	6.0
<b>AGE</b>							
<35	30.1%	15.7%	33.3%	16.8%	4.2%	54	13.3
35-49	16.2%	35.5%	24.9%	15.6%	7.8%	81	10.9
50-64	19.0%	30.7%	28.8%	16.5%	5.0%	187	7.2
65+	18.2%	28.9%	24.7%	16.6%	11.5%	205	6.8
<b>EDUCATION</b>							
High school or less	27.6%	26.6%	25.9%	16.9%	2.9%	139	8.3
College or CEGEP	18.7%	30.2%	22.6%	21.6%	7.0%	174	7.4
University or higher	19.8%	24.4%	35.4%	11.0%	9.4%	209	6.8
<b>CURRENT VOTE INTENTION</b>							
Liberal Party	64.1%	10.6%	12.9%	6.6%	5.8%	109	9.4
Conservative Party	6.7%	83.8%	1.9%	6.5%	1.1%	146	8.1
NDP	7.4%	3.6%	70.7%	9.1%	9.3%	153	7.9
Green Party	15.4%	20.1%	17.6%	44.2%	2.7%	33	17.1
Bloc Québécois	16.5%	10.4%	39.1%	27.6%	6.4%	26	19.2

### **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 (+/-)
<b>NATIONALLY</b>	<b>36.1%</b>	<b>56.5%</b>	<b>7.5%</b>	<b>588</b>	<b>4.0</b>
<b>REGION</b>					
British Columbia	20.5%	70.5%	9.1%	104	9.6
Alberta	48.3%	30.7%	21.0%	73	11.5
Saskatchewan	49.3%	45.7%	5.0%	28	18.5
Manitoba	34.2%	64.4%	1.4%	26	19.2
Ontario	43.2%	51.4%	5.3%	159	7.8
Quebec	31.9%	65.4%	2.7%	149	8.0
Atlantic Canada	14.7%	70.1%	15.1%	46	14.5
<b>GENDER</b>					
Male	44.8%	51.7%	3.5%	250	6.2
Female	32.1%	65.5%	2.4%	305	5.6
<b>AGE</b>					
<35	35.6%	59.3%	5.1%	49	14.0
35-49	45.0%	51.8%	3.2%	93	10.2
50-64	35.3%	63.3%	1.3%	209	6.8
65+	34.6%	61.7%	3.7%	206	6.8
<b>EDUCATION</b>					
High school or less	52.4%	44.8%	2.8%	135	8.4
College or CEGEP	32.8%	64.9%	2.3%	171	7.5
University or higher	31.5%	64.9%	3.6%	242	6.3
<b>CURRENT VOTE INTENTION</b>					
Liberal Party	27.3%	71.2%	1.4%	115	9.1
Conservative Party	95.7%	4.0%	0.3%	144	8.2
NDP	13.0%	81.4%	5.7%	155	7.9
Green Party	17.2%	81.6%	1.2%	37	16.1
Bloc Québécois	9.1%	90.9%	0.0%	37	16.1



### **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 (+/-)
<b>NATIONALLY</b>	<b>57.7%</b>	<b>31.7%</b>	<b>10.6%</b>	<b>608</b>	<b>4.0</b>
<b>REGION</b>					
British Columbia	72.9%	18.3%	8.8%	115	9.1
Alberta	49.0%	41.0%	10.0%	70	11.7
Saskatchewan	45.2%	27.4%	27.5%	23	20.4
Manitoba	38.2%	57.4%	4.4%	23	20.4
Ontario	57.8%	31.1%	11.1%	192	7.1
Quebec	62.3%	28.8%	8.9%	124	8.8
Atlantic Canada	46.9%	39.4%	13.7%	59	12.8
<b>GENDER</b>					
Male	63.2%	33.1%	3.7%	285	5.8
Female	57.7%	33.8%	8.5%	292	5.7
<b>AGE</b>					
<35	69.1%	22.4%	8.5%	47	14.3
35-49	59.9%	33.5%	6.6%	93	10.2
50-64	54.3%	39.6%	6.1%	209	6.8
65+	58.2%	34.9%	6.9%	231	6.5
<b>EDUCATION</b>					
High school or less	47.0%	48.2%	4.9%	161	7.7
College or CEGEP	61.1%	33.1%	5.8%	190	7.1
University or higher	70.3%	21.3%	8.4%	223	6.6
<b>CURRENT VOTE INTENTION</b>					
Liberal Party	60.9%	36.6%	2.6%	141	8.3
Conservative Party	34.9%	60.3%	4.8%	155	7.9
NDP	92.8%	6.3%	1.0%	161	7.7
Green Party	74.5%	13.0%	12.4%	30	17.9
Bloc Québécois	62.9%	37.1%	0.0%	26	19.2

### **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 (+/-)
<b>NATIONALLY</b>	<b>48.0%</b>	<b>44.2%</b>	<b>7.8%</b>	<b>556</b>	<b>4.2</b>
<b>REGION</b>					
British Columbia	52.2%	40.1%	7.7%	98	9.9
Alberta	30.4%	54.9%	14.7%	60	12.7
Saskatchewan	51.8%	48.2%	0.0%	24	20.0
Manitoba	54.4%	45.6%	0.0%	18	23.1
Ontario	43.8%	47.3%	8.9%	162	7.7
Quebec	57.3%	38.2%	4.5%	125	8.8
Atlantic Canada	56.0%	36.0%	8.0%	67	12.0
<b>GENDER</b>					
Male	51.7%	47.3%	1.0%	246	6.3
Female	48.7%	44.3%	7.0%	282	5.8
<b>AGE</b>					
<35	57.6%	38.4%	4.0%	55	13.2
35-49	44.9%	50.3%	4.9%	78	11.1
50-64	46.5%	50.3%	3.3%	182	7.3
65+	48.2%	47.6%	4.1%	216	6.7
<b>EDUCATION</b>					
High school or less	50.0%	44.8%	5.3%	131	8.6
College or CEGEP	46.2%	53.0%	0.7%	185	7.2
University or higher	53.2%	40.1%	6.7%	215	6.7
<b>CURRENT VOTE INTENTION</b>					
Liberal Party	88.0%	8.9%	3.0%	119	9.0
Conservative Party	20.4%	78.4%	1.2%	135	8.4
NDP	51.2%	42.7%	6.1%	162	7.7
Green Party	78.4%	15.3%	6.3%	23	20.4
Bloc Québécois	42.4%	57.6%	0.0%	18	23.1

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## 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 June 24-28, 2015. In total, a random sample of 1,752 Canadian adults aged 18 and over responded to the survey. The margin of error associated with the total sample is +/-2.3 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.