

NARROW CONSERVATIVE LEAD IN A NEWLY THREE-WAY RACE

CAN THE OPPOSITION CHANGE THE CHANNEL FROM MIDDLE EAST TO MIDDLE CLASS?

[Ottawa – March 27, 2015] Our latest polling shows an insignificant but continued decline in Liberal fortunes. The Liberals are now below 29 points for the first time in a long time and the long-term trend is not positive. The Conservatives, while down from a high of 35 points, now enjoy a small but statistically significant lead based on the Liberal decline.

The real story here, however, may be a gradual but significant rebound in NDP fortunes, who have climbed from below 18 points to just over 23 and they now trail the Liberals by just five points. The NDP now have a strengthened lead in Quebec and are showing renewed strength elsewhere in the country. Indeed, the whole political calculus of voters may change under these circumstances, as the promiscuous progressive segment (who focuses more on how best to depose Mr. Harper rather than a specific progressive option) may start looking more carefully at the NDP.

While this is a poor poll for the Liberals, there is very little good news for Stephen Harper and the Conservative Party. The party has stalled (and may actually be falling back), and confidence in direction of the federal government is dropping. Support for the ISIS mission, to which Mr. Harper has tied himself, is beginning to fade.¹ Support for extending the mission is quickly dropping and Mr. Harper is likely to find himself on the wrong side of this issue very shortly. Furthermore, the economy looks downright brutal to citizens.² All of these factors present some clear areas of opportunity for both the Liberals and the NDP (as well as the Green Party and Bloc Québécois).

HIGHLIGHTS

- **Federal vote intention:**
 - ▣ **31.8% Conservative Party**
 - ▣ **28.5% Liberal Party**
 - ▣ **23.2% NDP**
 - ▣ **8.7% Green Party**
 - ▣ **4.7% Bloc Québécois**
 - ▣ **3.1% Other**
- **Best plan for improving the country:**
 - ▣ **26% Conservative Party**
 - ▣ **22% NDP**
 - ▣ **21% Liberal Party**
 - ▣ **18% Other**
- **Best plan for individual citizens:**
 - ▣ **26% Conservative Party**
 - ▣ **22% Liberal Party**
 - ▣ **21% NDP**
 - ▣ **19% Other**
- **Clearest plan:**
 - ▣ **27% Conservative Party**
 - ▣ **20% Liberal Party**
 - ▣ **18% NDP**
 - ▣ **23% Other**

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

 [twitter.com/EKOS Research](https://twitter.com/EKOS_Research)

 [facebook.com/EKOS Research](https://facebook.com/EKOS_Research)

¹ EKOS Research Associates, "Support for Current ISIS Mission Beginning to Sag", March 26, 2015. Available online at: <http://goo.gl/MexQy0>

² EKOS Research Associates, "Voters Stuck", March 13, 2015. Available online at: <http://goo.gl/SYMJAp>

Federal vote intention

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

National Results



2011 Election Results



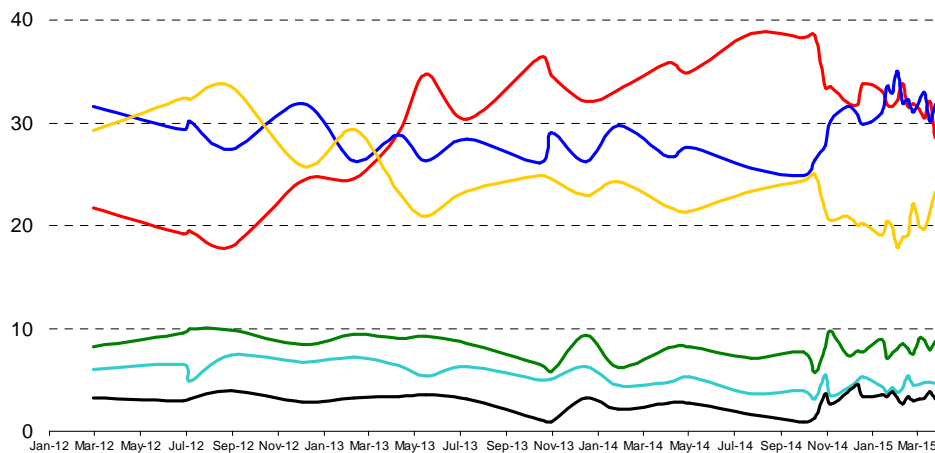
Note: The data on federal vote intention are based on decided and leaning voters only.

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BASE: Canadians; March 18-24, 2015 (n=4,311), MOE +/- 1.5%, 19 times out of 20

Tracking federal vote intention

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

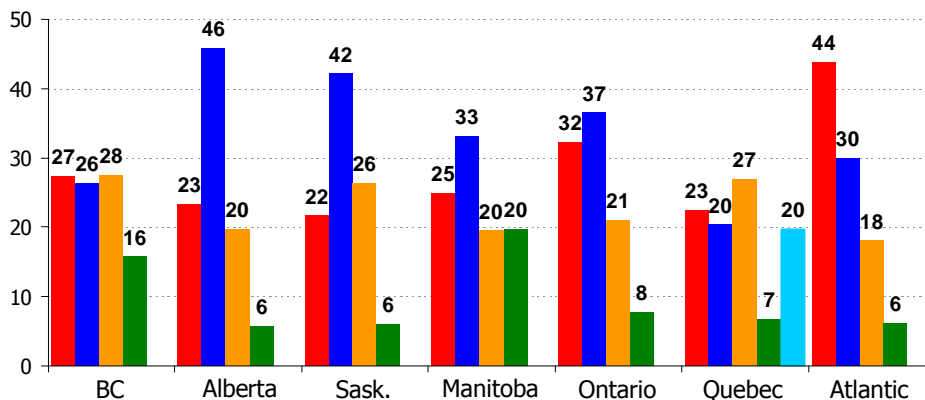


Note: The data on federal vote intention are based on decided and leaning voters only.
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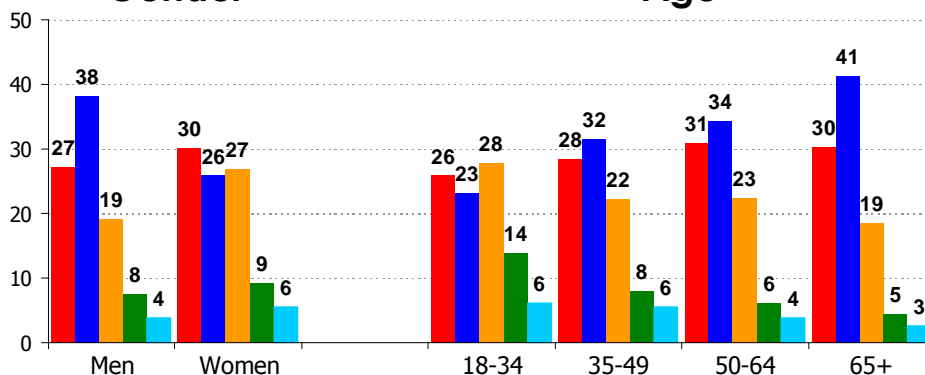
BASE: Canadians; March 18-24, 2015 (n=4,311), MOE +/- 1.5%, 19 times out of 20

Vote intention by key demographics

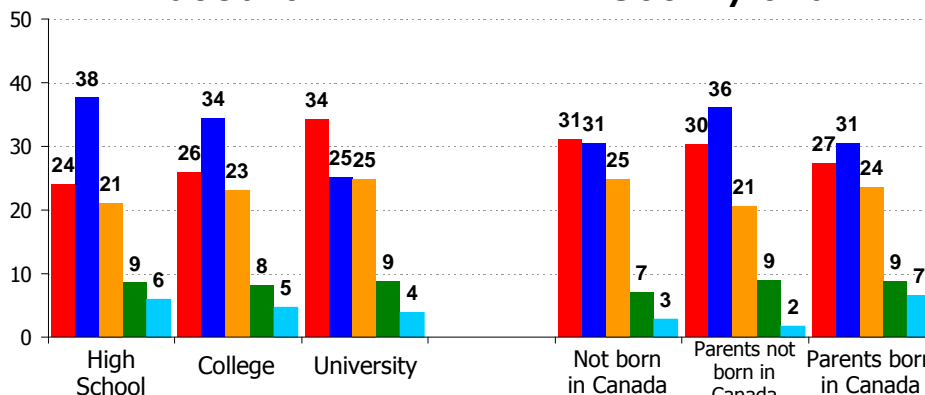
Q. If a federal election were held tomorrow, which party would you vote for?



Gender



Education



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

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BASE: Canadians; March 18-24, 2015 (n=4,311), MOE +/- 1.5%, 19 times out of 20

Clarity a problem for Liberals?

The longer term decline for the Liberals is in part a product of terror and security, but results also seem to suggest that the Liberals' numbers are suffering over a lack of clarity as to what the party plans to do for the country and its citizens. In contrast, NDP improvements may be linked to staking out a clear stance on issues such as Bill C-51 and the ISIS mission. However, the narrow three-point advantage enjoyed by the Conservatives is hardly insurmountable and the issues that resurrected their fortunes may have a limited shelf life. The key challenge for opposition parties will be to turn the channel from the Middle East to the middle class.

Party that presents the best plan

Q. Which party has the best plan or ideas for...

...improving the country?



n=1,467, MOE +/- 2.6%, 19 times out of 20

...you personally?



n=1,394, MOE +/- 2.6%, 19 times out of 20

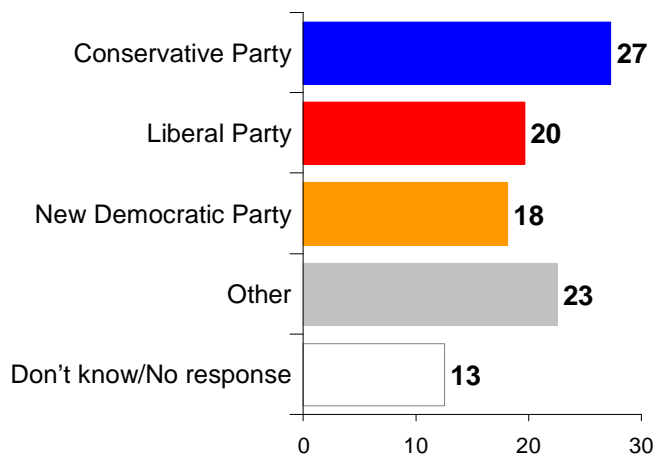
■ Conservative Party ■ Liberal Party ■ NDP ■ Other □ Skip

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BASE: Canadians (third-sample each); March 18-24, 2015

Party that presents the clearest plan

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

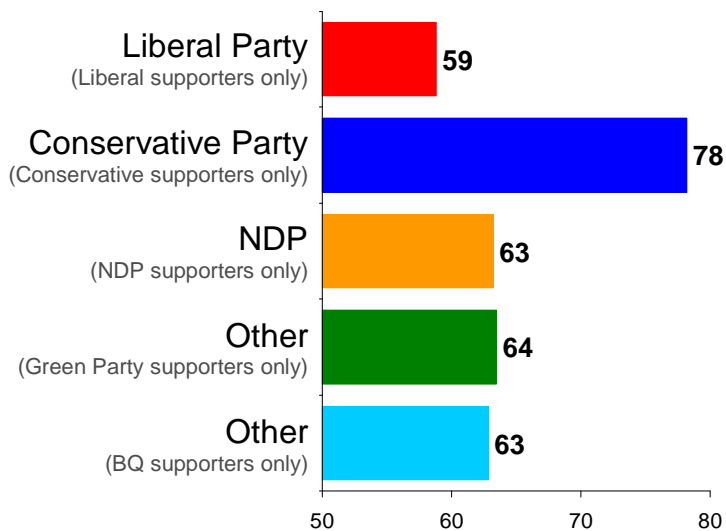


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BASE: Canadians (third-sample); March 18-24, 2015 (n=1,450), MOE +/- 2.6%, 19 times out of 20

In-party ratings for clarity

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



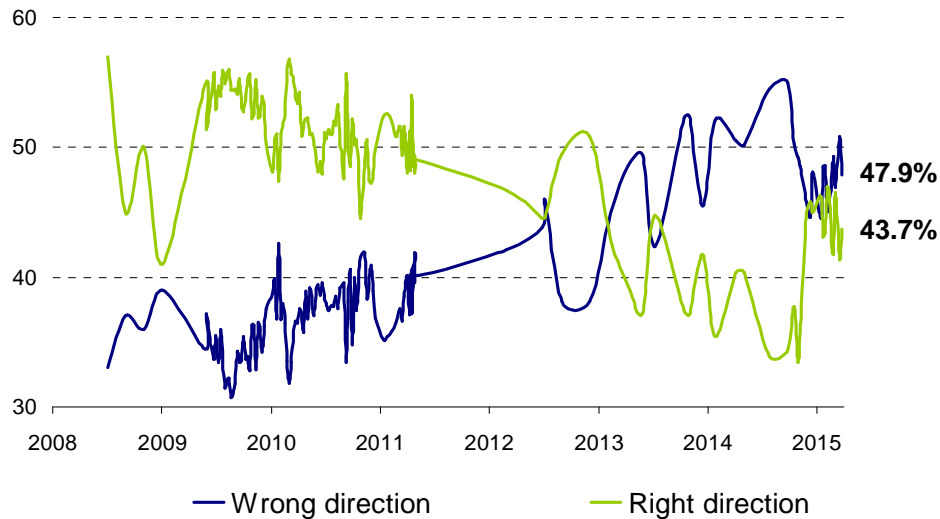
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BASE: Canadians (third-sample); March 18-24, 2015 (n=1,450), MOE +/- 2.6%, 19 times out of 20

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?

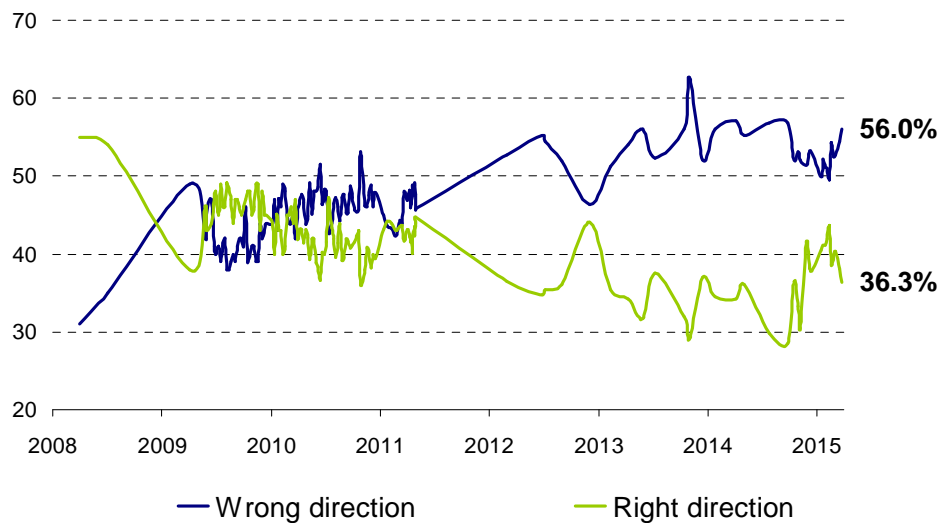


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BASE: Canadians (half-sample); March 18-24, 2015 (n=2,115), MOE +/- 2.1%, 19 times out of 20

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); March 18-24, 2015 (n=2,196), MOE +/- 2.1%, 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 | 28.5% | 31.8% | 23.2% | 8.7% | 4.7% | 3.1% | 3515 | 1.7 |
| REGION | | | | | | | | |
| British Columbia | 27.4% | 26.3% | 27.5% | 15.7% | – | 3.1% | 545 | 4.2 |
| Alberta | 23.4% | 45.9% | 19.7% | 5.7% | – | 5.2% | 378 | 5.0 |
| Saskatchewan | 21.6% | 42.1% | 26.4% | 6.0% | – | 3.8% | 178 | 7.4 |
| Manitoba | 25.0% | 33.1% | 19.5% | 19.7% | – | 2.7% | 159 | 7.8 |
| Ontario | 32.2% | 36.6% | 21.1% | 7.8% | – | 2.4% | 1304 | 2.7 |
| Quebec | 22.5% | 20.3% | 26.9% | 6.8% | 19.8% | 3.8% | 607 | 4.0 |
| Atlantic Canada | 43.9% | 29.9% | 18.1% | 6.2% | – | 1.9% | 321 | 5.5 |
| GENDER | | | | | | | | |
| Male | 27.2% | 38.1% | 19.1% | 7.5% | 3.9% | 4.1% | 1744 | 2.4 |
| Female | 30.2% | 25.9% | 27.0% | 9.3% | 5.6% | 2.1% | 1732 | 2.4 |
| AGE | | | | | | | | |
| <35 | 25.8% | 23.1% | 27.8% | 13.9% | 6.2% | 3.2% | 308 | 5.6 |
| 35-49 | 28.4% | 31.6% | 22.2% | 8.0% | 5.6% | 4.2% | 631 | 3.9 |
| 50-64 | 30.9% | 34.3% | 22.5% | 6.2% | 3.9% | 2.3% | 1250 | 2.8 |
| 65+ | 30.3% | 41.2% | 18.5% | 4.5% | 2.6% | 2.9% | 1291 | 2.7 |
| EDUCATION | | | | | | | | |
| High school or less | 24.1% | 37.7% | 21.1% | 8.6% | 5.9% | 2.5% | 909 | 3.3 |
| College or CEGEP | 25.9% | 34.4% | 23.2% | 8.2% | 4.7% | 3.7% | 1113 | 2.9 |
| University or higher | 34.2% | 25.2% | 24.8% | 8.7% | 3.9% | 3.2% | 1438 | 2.6 |
| COUNTRY OF BIRTH | | | | | | | | |
| Not born in Canada | 31.1% | 30.5% | 24.8% | 7.1% | 2.8% | 3.7% | 578 | 4.1 |
| Parents not born in Canada | 30.3% | 36.1% | 20.7% | 8.9% | 1.7% | 2.2% | 865 | 3.3 |
| Both parents born in Canada | 27.4% | 30.5% | 23.6% | 8.7% | 6.5% | 3.3% | 2036 | 2.2 |

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 | 21.3% | 25.5% | 21.6% | 17.6% | 14.0% | 1467 | 2.6 |
| REGION | | | | | | | |
| British Columbia | 21.1% | 19.3% | 27.8% | 15.6% | 16.1% | 222 | 6.6 |
| Alberta | 16.8% | 36.1% | 9.7% | 18.9% | 18.4% | 171 | 7.5 |
| Saskatchewan | 18.6% | 17.0% | 36.7% | 12.5% | 15.1% | 65 | 12.2 |
| Manitoba | 29.8% | 29.1% | 19.6% | 14.9% | 6.6% | 68 | 11.9 |
| Ontario | 21.7% | 30.1% | 17.5% | 18.3% | 12.4% | 539 | 4.2 |
| Quebec | 16.4% | 18.6% | 32.1% | 19.4% | 13.5% | 249 | 6.2 |
| Atlantic Canada | 38.1% | 20.6% | 12.7% | 10.3% | 18.3% | 140 | 8.3 |
| GENDER | | | | | | | |
| Male | 24.2% | 32.0% | 19.7% | 17.1% | 7.0% | 677 | 3.8 |
| Female | 20.6% | 22.1% | 25.8% | 19.7% | 11.8% | 703 | 3.7 |
| AGE | | | | | | | |
| <35 | 22.3% | 19.4% | 30.0% | 18.5% | 9.7% | 120 | 9.0 |
| 35-49 | 22.1% | 27.2% | 18.2% | 20.6% | 12.0% | 257 | 6.1 |
| 50-64 | 22.9% | 28.9% | 21.4% | 17.5% | 9.3% | 489 | 4.4 |
| 65+ | 22.3% | 34.6% | 21.1% | 15.6% | 6.3% | 517 | 4.3 |
| EDUCATION | | | | | | | |
| High school or less | 22.1% | 29.0% | 20.0% | 19.2% | 9.8% | 348 | 5.3 |
| College or CEGEP | 21.9% | 29.2% | 22.6% | 18.3% | 8.0% | 473 | 4.5 |
| University or higher | 23.8% | 23.0% | 25.6% | 17.8% | 9.9% | 544 | 4.2 |
| COUNTRY OF BIRTH | | | | | | | |
| Not born in Canada | 24.8% | 25.0% | 21.5% | 18.1% | 10.5% | 217 | 6.7 |
| Parents not born in Canada | 23.5% | 29.9% | 18.8% | 18.1% | 9.8% | 340 | 5.3 |
| Both parents born in Canada | 21.6% | 26.5% | 24.6% | 18.7% | 8.6% | 820 | 3.4 |
| CURRENT VOTE INTENTION | | | | | | | |
| Liberal Party | 67.3% | 8.2% | 10.9% | 7.6% | 6.0% | 374 | 5.1 |
| Conservative Party | 7.0% | 82.3% | 2.1% | 4.6% | 4.0% | 410 | 4.8 |
| NDP | 4.4% | 3.8% | 75.3% | 11.3% | 5.2% | 248 | 6.2 |
| Green Party | 11.1% | 1.9% | 20.0% | 60.1% | 6.9% | 79 | 11.0 |
| Bloc Québécois | 6.2% | 0.0% | 39.5% | 47.0% | 7.3% | 34 | 16.8 |

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 | 22.3% | 26.4% | 21.1% | 19.1% | 11.0% | 1394 | 2.6 |
| REGION | | | | | | | |
| British Columbia | 18.7% | 28.5% | 19.8% | 22.0% | 11.1% | 199 | 7.0 |
| Alberta | 13.8% | 39.0% | 16.4% | 18.3% | 12.6% | 150 | 8.0 |
| Saskatchewan | 17.5% | 32.9% | 19.4% | 20.2% | 10.0% | 75 | 11.3 |
| Manitoba | 18.7% | 25.0% | 14.3% | 18.3% | 23.7% | 63 | 12.4 |
| Ontario | 24.5% | 29.0% | 20.1% | 15.6% | 10.8% | 512 | 4.3 |
| Quebec | 25.1% | 15.7% | 28.0% | 24.1% | 7.1% | 254 | 6.2 |
| Atlantic Canada | 25.0% | 24.0% | 17.5% | 16.3% | 17.2% | 136 | 8.4 |
| GENDER | | | | | | | |
| Male | 23.1% | 33.2% | 20.7% | 17.4% | 5.6% | 659 | 3.8 |
| Female | 23.8% | 22.4% | 23.1% | 21.7% | 8.9% | 664 | 3.8 |
| AGE | | | | | | | |
| <35 | 24.9% | 19.6% | 22.1% | 25.6% | 7.9% | 127 | 8.7 |
| 35-49 | 17.4% | 30.0% | 26.0% | 19.3% | 7.3% | 232 | 6.4 |
| 50-64 | 25.8% | 27.3% | 21.1% | 17.5% | 8.3% | 486 | 4.5 |
| 65+ | 25.5% | 36.5% | 17.6% | 15.1% | 5.4% | 483 | 4.5 |
| EDUCATION | | | | | | | |
| High school or less | 20.4% | 32.8% | 21.5% | 19.0% | 6.3% | 396 | 4.9 |
| College or CEGEP | 20.8% | 28.6% | 21.4% | 20.8% | 8.5% | 400 | 4.9 |
| University or higher | 27.9% | 21.9% | 22.9% | 19.8% | 7.5% | 527 | 4.3 |
| COUNTRY OF BIRTH | | | | | | | |
| Not born in Canada | 31.5% | 24.5% | 19.1% | 19.3% | 5.6% | 217 | 6.7 |
| Parents not born in Canada | 25.5% | 29.1% | 17.9% | 20.7% | 6.9% | 334 | 5.4 |
| Both parents born in Canada | 20.0% | 28.1% | 24.4% | 19.7% | 7.8% | 771 | 3.5 |
| CURRENT VOTE INTENTION | | | | | | | |
| Liberal Party | 75.0% | 6.9% | 7.9% | 6.4% | 3.9% | 329 | 5.4 |
| Conservative Party | 4.7% | 82.4% | 4.2% | 5.4% | 3.3% | 399 | 4.9 |
| NDP | 9.6% | 2.7% | 73.1% | 10.7% | 3.8% | 261 | 6.1 |
| Green Party | 14.6% | 7.2% | 8.9% | 67.3% | 2.1% | 80 | 11.0 |
| Bloc Québécois | 6.8% | 0.9% | 28.3% | 53.3% | 10.7% | 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 | 19.7% | 27.3% | 18.1% | 22.5% | 12.5% | 1450 | 2.6 |
| REGION | | | | | | | |
| British Columbia | 19.7% | 26.8% | 18.0% | 19.7% | 15.7% | 232 | 6.4 |
| Alberta | 20.6% | 31.4% | 14.4% | 17.3% | 16.3% | 164 | 7.7 |
| Saskatchewan | 16.3% | 32.9% | 15.0% | 13.3% | 22.5% | 80 | 11.0 |
| Manitoba | 13.2% | 23.9% | 8.1% | 36.6% | 18.2% | 71 | 11.6 |
| Ontario | 17.6% | 31.3% | 17.0% | 21.9% | 12.2% | 537 | 4.2 |
| Quebec | 19.3% | 19.9% | 26.0% | 27.7% | 7.1% | 230 | 6.5 |
| Atlantic Canada | 34.9% | 24.4% | 13.6% | 17.4% | 9.7% | 127 | 8.7 |
| GENDER | | | | | | | |
| Male | 21.2% | 34.9% | 16.1% | 20.6% | 7.1% | 672 | 3.8 |
| Female | 20.1% | 22.9% | 20.9% | 26.2% | 10.0% | 705 | 3.7 |
| AGE | | | | | | | |
| <35 | 23.0% | 22.1% | 19.6% | 28.2% | 7.0% | 131 | 8.6 |
| 35-49 | 17.2% | 27.5% | 18.3% | 25.1% | 12.0% | 259 | 6.1 |
| 50-64 | 20.7% | 30.5% | 19.5% | 22.6% | 6.7% | 480 | 4.5 |
| 65+ | 22.7% | 37.2% | 17.5% | 16.4% | 6.2% | 502 | 4.4 |
| EDUCATION | | | | | | | |
| High school or less | 24.2% | 24.7% | 15.7% | 29.0% | 6.3% | 361 | 5.2 |
| College or CEGEP | 18.8% | 32.1% | 18.6% | 23.2% | 7.3% | 440 | 4.7 |
| University or higher | 19.4% | 29.0% | 22.4% | 20.3% | 9.0% | 554 | 4.2 |
| COUNTRY OF BIRTH | | | | | | | |
| Not born in Canada | 25.9% | 30.1% | 17.8% | 19.0% | 7.2% | 259 | 6.1 |
| Parents not born in Canada | 21.3% | 36.3% | 16.6% | 18.3% | 7.5% | 342 | 5.3 |
| Both parents born in Canada | 18.6% | 25.1% | 20.2% | 27.2% | 9.0% | 776 | 3.5 |
| CURRENT VOTE INTENTION | | | | | | | |
| Liberal Party | 58.8% | 11.5% | 8.2% | 15.4% | 6.1% | 360 | 5.2 |
| Conservative Party | 5.4% | 78.2% | 3.5% | 8.1% | 4.9% | 420 | 4.8 |
| NDP | 6.7% | 9.8% | 63.2% | 12.3% | 7.9% | 251 | 6.2 |
| Green Party | 9.8% | 7.5% | 13.1% | 63.5% | 6.1% | 88 | 10.5 |
| Bloc Québécois | 11.5% | 0.9% | 20.6% | 62.8% | 4.2% | 42 | 15.1 |

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 | 43.7% | 47.9% | 8.4% | 2115 | 2.1 |
| REGION | | | | | |
| British Columbia | 41.7% | 45.1% | 13.2% | 311 | 5.6 |
| Alberta | 49.0% | 37.3% | 13.7% | 243 | 6.3 |
| Saskatchewan | 52.7% | 34.2% | 13.2% | 111 | 9.3 |
| Manitoba | 39.9% | 53.8% | 6.3% | 98 | 9.9 |
| Ontario | 47.1% | 45.4% | 7.6% | 791 | 3.5 |
| Quebec | 38.8% | 56.2% | 5.1% | 355 | 5.2 |
| Atlantic Canada | 34.8% | 59.6% | 5.5% | 199 | 7.0 |
| GENDER | | | | | |
| Male | 50.8% | 45.4% | 3.8% | 977 | 3.1 |
| Female | 41.7% | 54.4% | 3.9% | 1019 | 3.1 |
| AGE | | | | | |
| <35 | 40.9% | 56.0% | 3.1% | 186 | 7.2 |
| 35-49 | 45.6% | 50.5% | 3.9% | 348 | 5.3 |
| 50-64 | 47.3% | 49.6% | 3.1% | 698 | 3.7 |
| 65+ | 52.7% | 42.4% | 5.0% | 761 | 3.6 |
| EDUCATION | | | | | |
| High school or less | 51.0% | 45.5% | 3.5% | 510 | 4.3 |
| College or CEGEP | 48.4% | 47.4% | 4.2% | 677 | 3.8 |
| University or higher | 40.5% | 56.8% | 2.7% | 788 | 3.5 |
| COUNTRY OF BIRTH | | | | | |
| Not born in Canada | 52.1% | 40.8% | 7.1% | 342 | 5.3 |
| Parents not born in Canada | 48.3% | 47.9% | 3.8% | 488 | 4.4 |
| Both parents born in Canada | 42.9% | 54.6% | 2.5% | 1156 | 2.9 |
| CURRENT VOTE INTENTION | | | | | |
| Liberal Party | 37.1% | 59.3% | 3.7% | 517 | 4.3 |
| Conservative Party | 79.1% | 19.2% | 1.8% | 590 | 4.0 |
| NDP | 27.4% | 71.2% | 1.4% | 365 | 5.1 |
| Green Party | 26.0% | 71.2% | 2.8% | 121 | 8.9 |
| Bloc Québécois | 47.3% | 52.7% | 0.0% | 53 | 13.5 |

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 | 36.3% | 56.0% | 7.7% | 2196 | 2.1 |
| REGION | | | | | |
| British Columbia | 34.0% | 58.9% | 7.1% | 342 | 5.3 |
| Alberta | 47.6% | 41.2% | 11.2% | 242 | 6.3 |
| Saskatchewan | 42.4% | 47.9% | 9.8% | 109 | 9.4 |
| Manitoba | 32.4% | 57.0% | 10.6% | 104 | 9.6 |
| Ontario | 37.5% | 55.2% | 7.3% | 797 | 3.5 |
| Quebec | 30.9% | 63.4% | 5.7% | 378 | 5.0 |
| Atlantic Canada | 36.6% | 53.6% | 9.8% | 204 | 6.9 |
| GENDER | | | | | |
| Male | 43.8% | 51.8% | 4.4% | 1031 | 3.1 |
| Female | 32.2% | 63.6% | 4.2% | 1053 | 3.0 |
| AGE | | | | | |
| <35 | 30.0% | 64.3% | 5.7% | 192 | 7.1 |
| 35-49 | 36.2% | 59.3% | 4.5% | 400 | 4.9 |
| 50-64 | 38.6% | 57.5% | 3.9% | 757 | 3.6 |
| 65+ | 50.0% | 46.4% | 3.6% | 741 | 3.6 |
| EDUCATION | | | | | |
| High school or less | 48.3% | 46.0% | 5.7% | 595 | 4.0 |
| College or CEGEP | 36.5% | 59.8% | 3.7% | 636 | 3.9 |
| University or higher | 29.4% | 66.9% | 3.7% | 837 | 3.4 |
| COUNTRY OF BIRTH | | | | | |
| Not born in Canada | 43.2% | 51.1% | 5.7% | 351 | 5.2 |
| Parents not born in Canada | 37.3% | 58.2% | 4.4% | 528 | 4.3 |
| Both parents born in Canada | 36.6% | 59.5% | 3.8% | 1211 | 2.8 |
| CURRENT VOTE INTENTION | | | | | |
| Liberal Party | 26.9% | 70.5% | 2.6% | 546 | 4.2 |
| Conservative Party | 83.7% | 12.5% | 3.8% | 639 | 3.9 |
| NDP | 12.7% | 83.6% | 3.8% | 395 | 4.9 |
| Green Party | 14.7% | 79.5% | 5.8% | 126 | 8.7 |
| Bloc Québécois | 2.8% | 91.6% | 5.7% | 59 | 12.8 |

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 March 18-24, 2015. In total, a random sample of 4,311 Canadian adults aged 18 and over responded to the survey. The margin of error associated with the total sample is +/-1.5 percentage points, 19 times out of 20.

Please note that the margin of error increases when the results are sub-divided (i.e., error margins for sub-groups such as region, sex, age, education). All the data have been statistically weighted by **age, gender, region, and educational attainment** to ensure the sample's composition reflects that of the actual population of Canada according to Census data.