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IF YOU CAN'T EVEN GET A DEAD CAT BOUNCE OUT OF THIS, YOUR NINE LIVES MIGHT BE UP

CONSERVATIVES REMAIN LOCKED BELOW 30 POINTS DESPITE RECENT STRING OF HELPFUL SURPRISES

[Ottawa – May 2, 2014] The period of the past few weeks has been an unusually auspicious one for Stephen Harper and his government. The more or less regular cacophony of critical commentary which has characterised the past year of his regime's dealings with media, opposition, and critics was temporarily displaced by a series of surprising events.

First, the untimely and tragic death of Jim Flaherty and the suspension of typical parliamentary invective was replaced with a dignified, non-partisan celebration of his life and achievements including a sombre and rare state funeral. This was followed by the unexpected RCMP announcement that the Nigel Wright investigation had been put aside for lack of evidence.

Shortly after the exoneration of Mr. Wright, an unexpected Elections Canada announcement that the vote suppression scandal, which had bedevilled the Conservative Party, was being put aside with no charges or further actions merited. And as if this cavalcade of politically beneficial surprises wasn't enough, the venerable New York Times announced that Canada's allegedly reeling middle class were, in fact, world beaters of economic achievement despite the claims of opposition leaders and the shrinking middle class themselves.¹

It doesn't get much better than this for a tired incumbent lingering at levels dramatically short of their stunning majority victory of 2011. Only an announcement that climate change had been revealed as a cruel hoax by the Royal Society or Putin announcing a withdrawal from Ukraine in fear of Stephen Harper's stern admonitions to do so, could have further brightened this constellation of politically serendipitous surprises.

HIGHLIGHTS

- **Federal vote intention:**
 - **34.9% Liberal Party**
 - **27.6% Conservative Party**
 - **21.4% NDP**
 - **8.2% Green Party**
 - **5.3% Bloc Québécois**
 - **2.7% Other**
- **Most important election issue:**
 - **36.1% Economic issues**
 - **27.8% Social issues**
 - **14.6% Ethics and accountability**
 - **14.3% Fiscal issues**
 - **7.1% Don't know/No response**

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



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¹ Ian Austen and David Leonhardt, "Life in Canada, Home of the World's Most Affluent Middle Class", the New York Times, April 30, 2014. Available online at: <http://goo.gl/YT1pkt>

It may have been unsurprising to find that this series of propitious events was recognized by a grateful public in two polls showing a newfound Conservative lead breaking up a near stranglehold on the lead the rejuvenated Liberal Party had exerted for over a year.

But wait – the Conservative Party may want to hold the champagne and perhaps forestall any thoughts of prematurely pulling the plug on Parliament in search of another surprising majority. For what it's worth, our most recent poll does not find what the two methodologically different polls found. We see no new Conservative vault to a lead. In fact, we don't see much of anything in our carefully constructed probability sample of nearly 4,000 Canadians. While different firms may disagree on this point, we feel much more comfortable with these methods than those that do not come from probability samples and that can not speak for those Canadians who can not or will not complete surveys online.²

If we squint hard enough, there may be some marginal evidence of improvement for Mr. Harper, but maybe not. The much more obvious and important finding is the continued and stable lead of the Liberals despite this surprising series of politically beneficial bonuses for the current government. In fact, the bigger question may be if this improbable and beneficial providence can't lift Mr. Harper out of his sub-30 freeze with voters – can anything?

Ontario race tightening, Trudeau making headway with youth

Regionally, the Ontario race – the key to 2015 – appears to have tightened, although the Liberals still lead there. Conservative support seems inefficiently concentrated in the Prairies, as wide margins of victory do not translate into extra seats. The NDP, meanwhile, is doing very well in Quebec.

Justin Trudeau now seems to be registering with younger voters, a group with which he had been unable to make any headway until recently. It should be noted, however, that youth support is a double-edged sword – while the ability to connect with young people will be crucial in establishing a new, youthful brand, young people consistently don't vote in anywhere near the same numbers that their parents and grandparents do. It is also interesting that there is no distinct age profile for Liberal supporters. In contrast to the Conservative Party (who draw their support largely from older Canada) or the Greens (who rely disproportionately on Canada's younger generations), the Liberals perform equally well across all age groups.

Liberals offer theoretical home to more than half of Canadians

While the NDP has fallen to a distant third place in recent months, there is some good news in what is otherwise a rather bleak poll for them. Although they are not in particularly good shape in

² American Association of Public Opinion Research, "Report of the AAPOR Task Force on Non-Probability Sampling", May 2013.
Available online at: <http://goo.gl/xVzLy>

terms of first choice, nearly half of Liberal supporters would consider the NDP as their second choice. These results suggest that should Mr. Trudeau falter, the NDP could very well pick up the promiscuous progressive vote that will support for any plausible form of non-Conservative government. Nevertheless, when we combine Canadians' first and second choices, the Liberals provide a theoretical home to just over half of Canadians.

Mulcair least objectionable choice

Finally, we asked Canadians whether they approve or disapprove of Canada's three major party leaders. Mr. Harper's approval rating remains mired at below 30 points and, while he remains a veritable superstar within his own party, he is highly unpopular everywhere else. Mr. Mulcair, meanwhile, comes in as the least objectionable choice; while he is tied with Mr. Trudeau in terms of approval, he has, by far, the lowest *disapproval* rating. Mr. Trudeau, on the other hand, produces more polarized responses – he enjoys the approval of nearly two-fifths of Canadians, although a similar proportion – 35 per cent – reject his leadership approach.

In any case, as Mr. Harper has proven over the last few years, it is not one's disapproval that matters – rather, it is approval. Indeed, Mr. Harper enjoyed the approval of barely one-third of Canadians when he won a majority mandate. It is not the fervour of one's opponents – but rather the enthusiasm and commitment of one's own supporters – that determines success.

Top-Line Results:

Federal vote intention

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

National Results



2011 Election Results



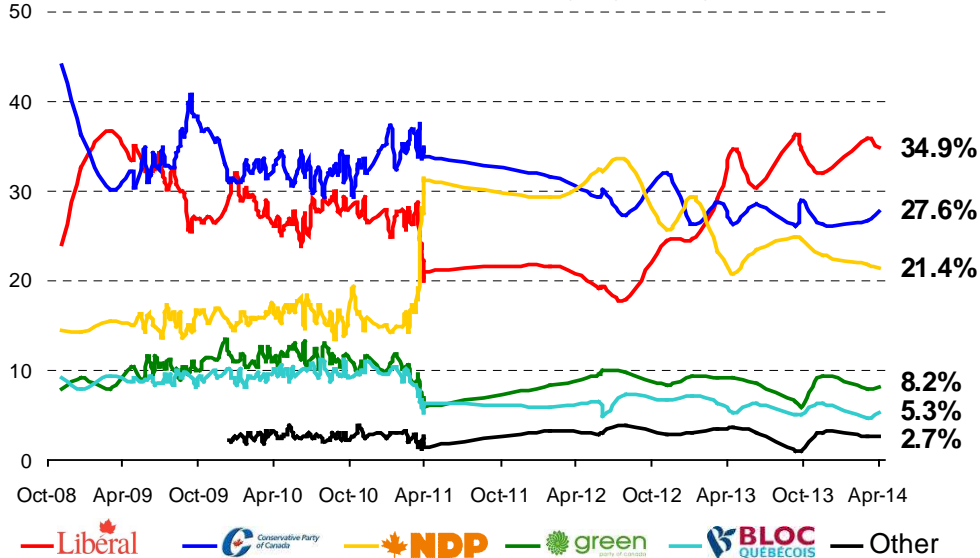
Note: The data on federal vote intention are based on decided and leaning voters only. Our survey also finds that 17.2% of respondents are undecided and 1.9% are ineligible to vote.

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BASE: Canadians; April 25 – May 1, 2014 (n=3,677)

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. Our survey also finds that 17.2% of respondents are undecided and 1.9% are ineligible to vote.

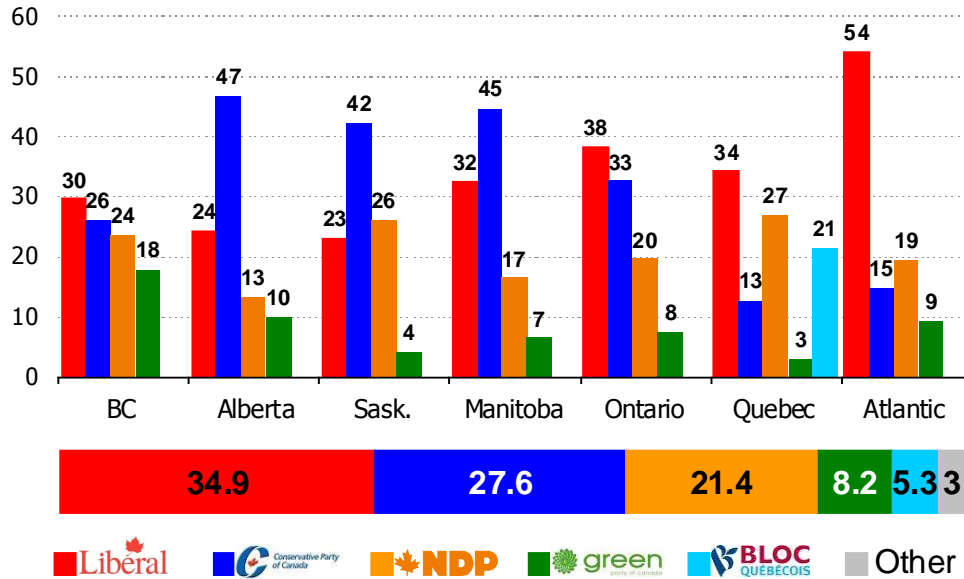
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BASE: Canadians; most recent data point April 25 – May 1, 2014 (n=3,677)



Vote intention by region

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

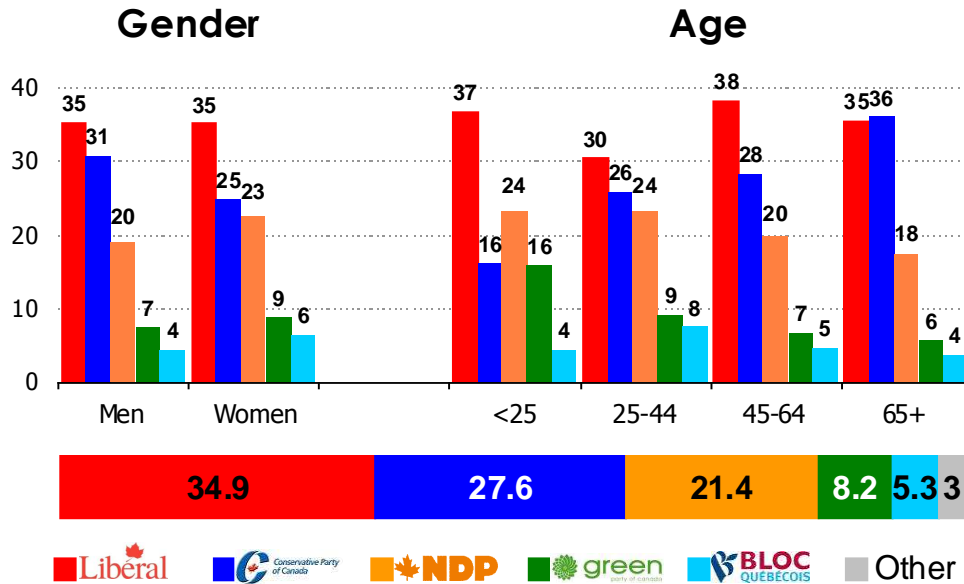


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BASE: Canadians; April 25 – May 1, 2014 (n=3,677)

Vote intention by gender and age

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



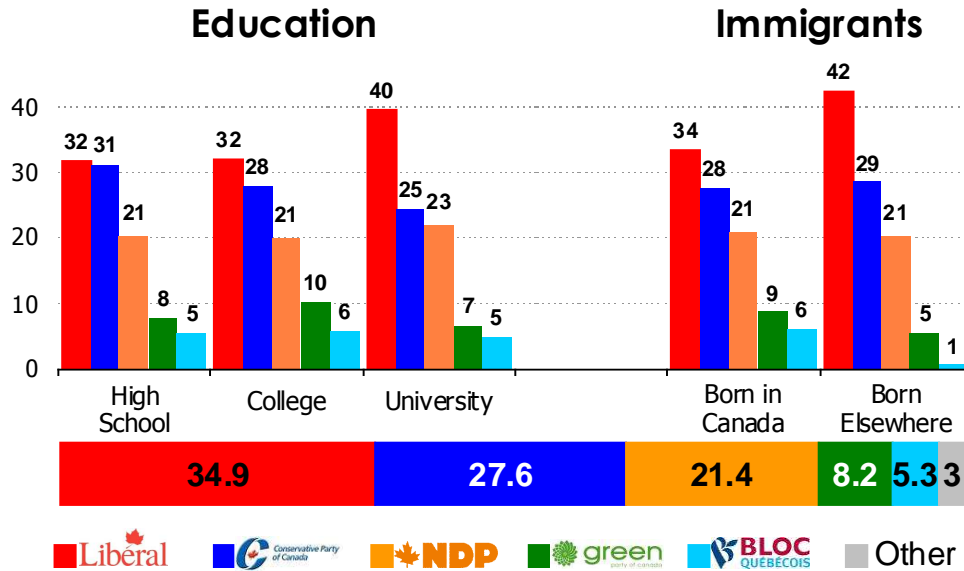
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BASE: Canadians; April 25 – May 1, 2014 (n=3,677)



Vote intention by education/country of birth

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

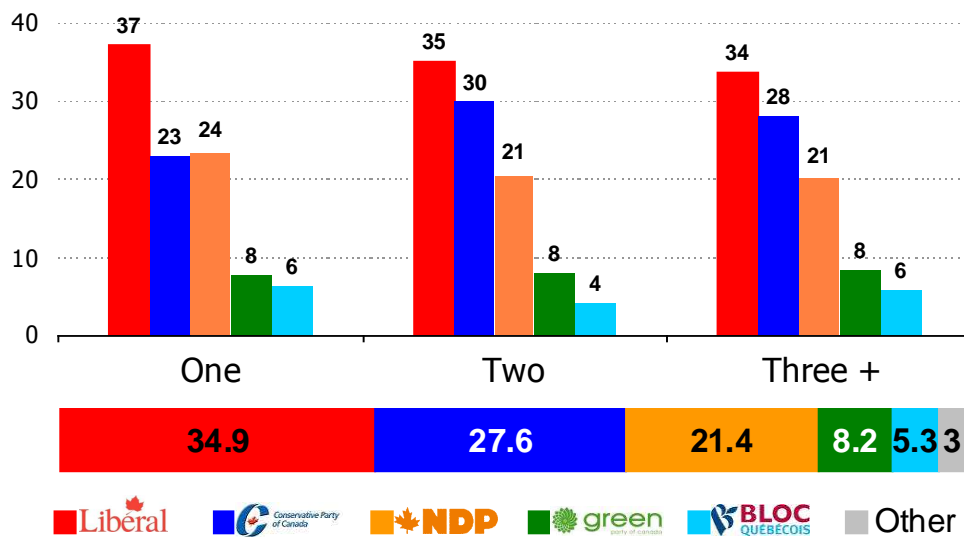


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BASE: Canadians; April 25 – May 1, 2014 (n=3,677)

Vote intention by household size

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



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BASE: Canadians; April 25 – May 1, 2014 (n=3,677)

Where are party supporters going?

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

Voted Liberal in 2011



Voted Conservative in 2011



Voted NDP in 2011



Did not vote in 2011



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BASE: Canadians; April 25 – May 1, 2014 (n=3,677)

Where are party supporters coming from?

Patterns/Flow of 2011 voters to current vote intention

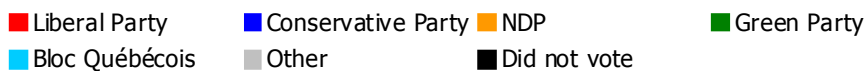
Liberal



Conservative Party of Canada



NDP



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BASE: Canadians; April 25 – May 1, 2014 (n=3,677)

Second choice

Q. What party would be your second choice?

Overall



Liberal



Conservative Party of Canada



NDP



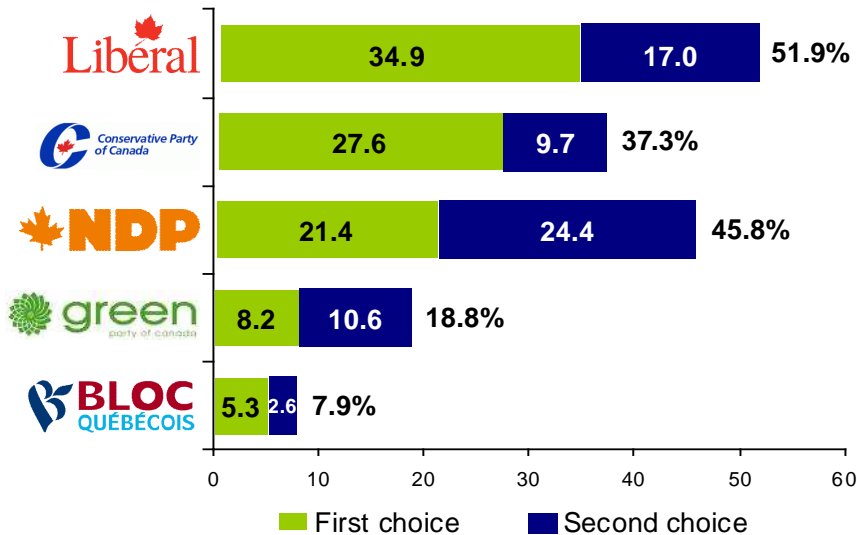
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BASE: Canadians; April 25 – May 1, 2014 (n=3,677)

Theoretical party ceilings

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

[IF DECIDED] What party would be your second choice?

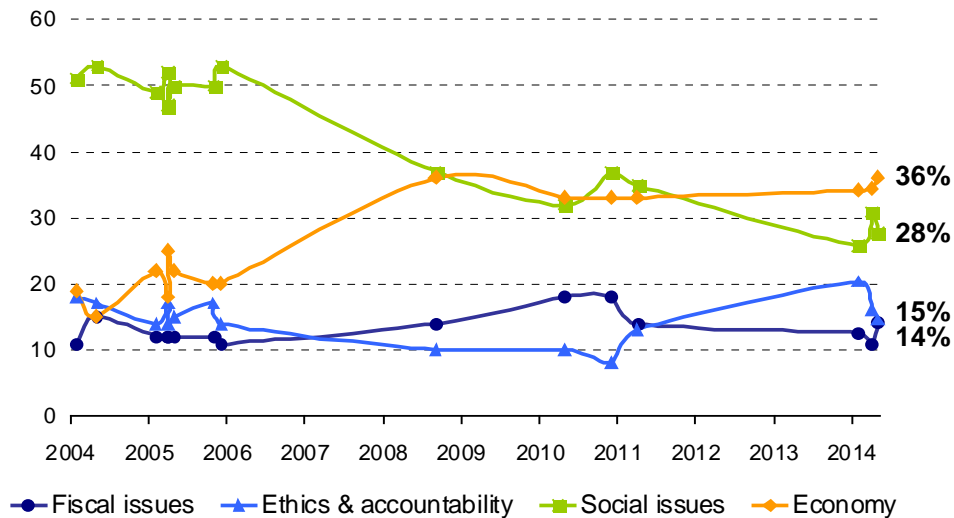


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BASE: Canadians; April 25 – May 1, 2014 (n=3,677)

Most important election issue

Q. Which of the following do you think should be the most important issue for the next federal election?

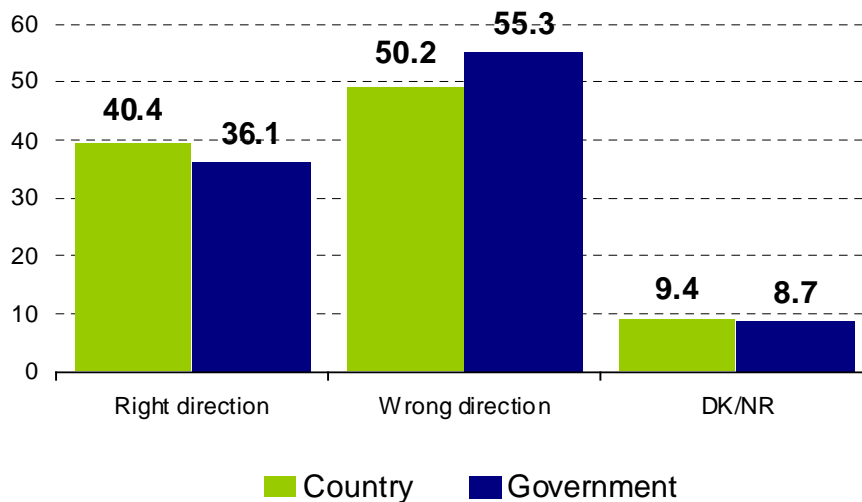


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BASE: Canadians; most recent data point April 25 – May 1, 2014 (n=3,677)

Direction of country/government

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



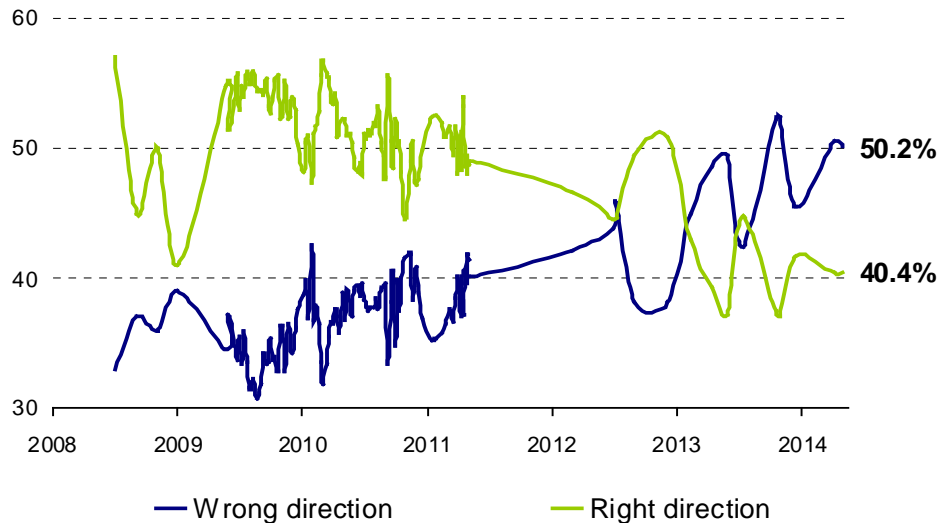
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BASE: Canadians (half-sample each); April 25 – May 1, 2013 (n=1,822/1,855)



Direction of country

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

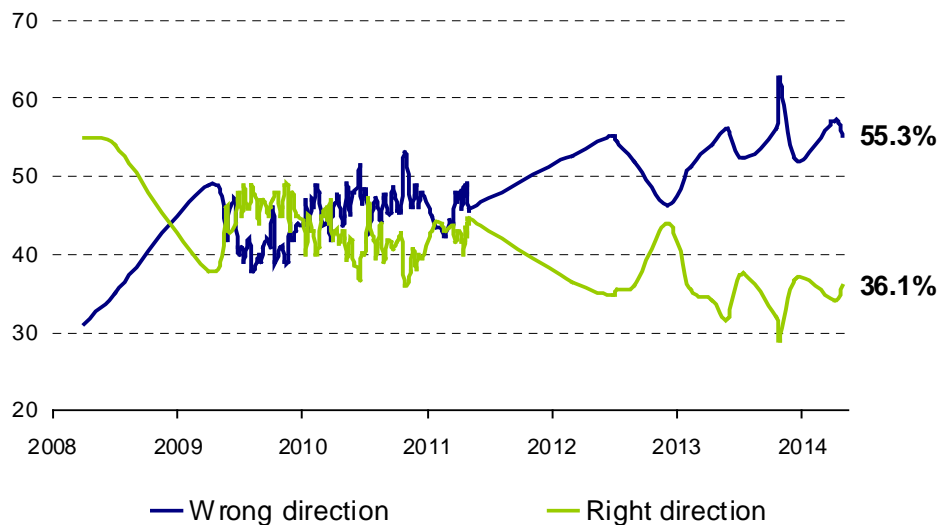


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BASE: Canadians (half-sample); April 25 – May 1, 2013 (n=1,822)

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 25 – May 1, 2013 (n=1,855)

Job approval ratings

Q. Do you approve or disapprove of the way ... is handling his job?

Thomas Mulcair



Justin Trudeau



Stephen Harper



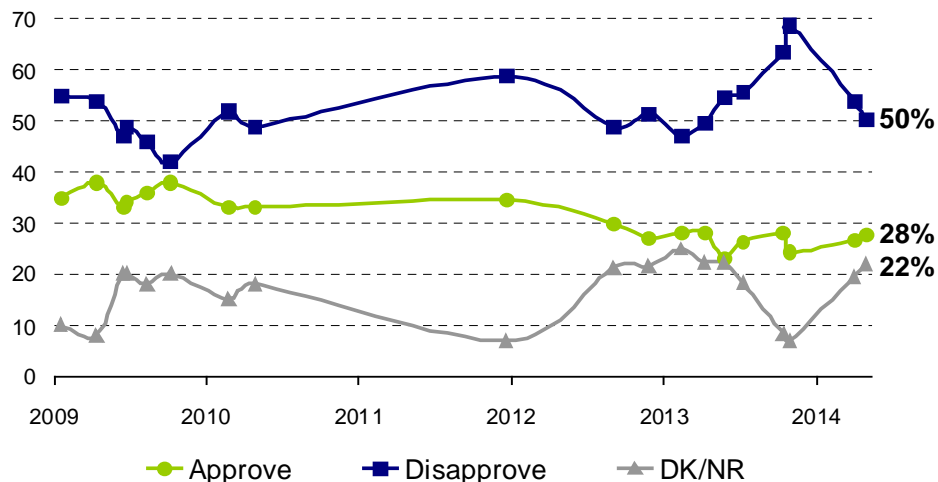
DK/NR Disapprove Approve

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BASE: Canadians; April 25 – May 1, 2014 (n=3,677)

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?

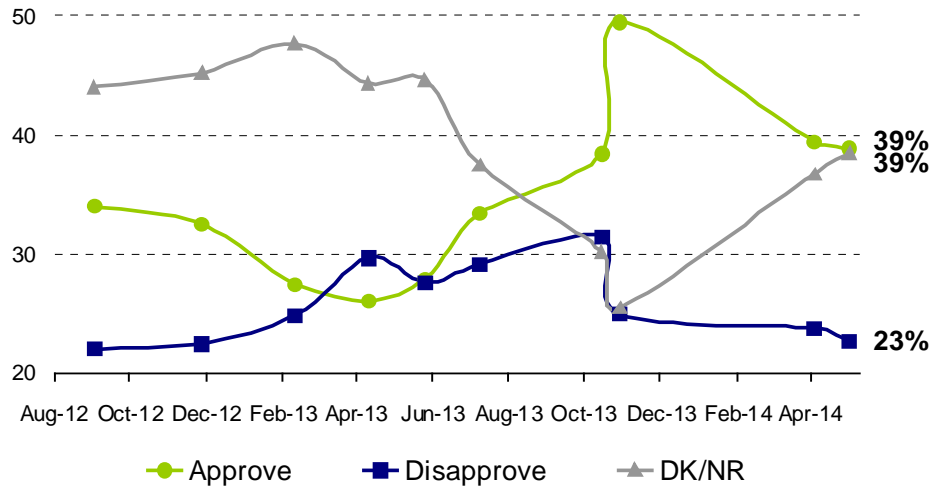


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BASE: Canadians; most recent data point April 25 – May 1, 2014 (n=3,677)

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?

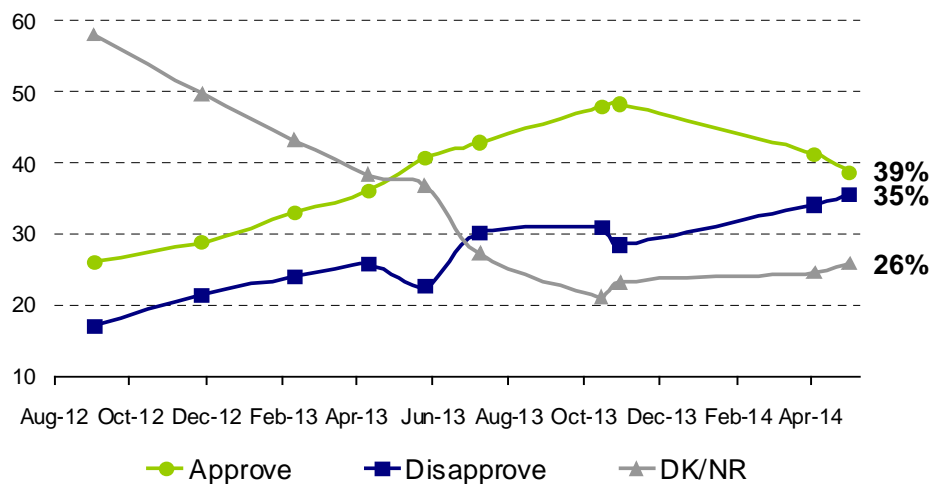


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BASE: Canadians; most recent data point April 25 – May 1, 2014 (n=3,677)

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?



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BASE: Canadians; most recent data point April 25 – May 1, 2014 (n=3,677)


Detailed Tables:

<u>National Federal Vote Intention (decided and leaning voters only)</u>								
<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	34.9%	27.6%	21.4%	8.2%	5.3%	2.7%	2996	1.8
REGION								
British Columbia	29.5%	26.1%	23.5%	17.8%	--	3.2%	417	4.8
Alberta	24.0%	46.8%	13.2%	9.9%	--	6.0%	350	5.2
Saskatchewan	22.8%	42.2%	25.9%	4.2%	--	4.9%	112	9.3
Manitoba	32.3%	44.6%	16.5%	6.5%	--	0.0%	94	10.1
Ontario	38.1%	32.6%	19.5%	7.7%	--	2.1%	1296	2.7
Quebec	34.1%	12.6%	27.0%	3.0%	21.3%	2.1%	405	4.9
Atlantic Canada	54.0%	14.9%	19.4%	9.4%	--	2.2%	304	5.6
GENDER								
Male	35.1%	30.6%	19.6%	7.3%	4.3%	3.0%	1524	2.5
Female	35.0%	24.6%	23.2%	8.7%	6.3%	2.2%	1425	2.6
AGE								
<25	36.5%	16.1%	24.0%	15.8%	4.4%	3.2%	109	9.4
25-44	30.3%	25.6%	24.0%	9.1%	7.5%	3.4%	589	4.0
45-64	38.0%	28.2%	20.3%	6.7%	4.5%	2.3%	1219	2.8
65+	35.4%	36.0%	17.6%	5.6%	3.6%	1.8%	1037	3.0
EDUCATION								
High school or less	31.8%	31.1%	20.9%	7.7%	5.4%	3.1%	750	3.6
College or CEGEP	32.1%	27.9%	20.6%	10.3%	5.8%	3.3%	893	3.3
University or higher	39.5%	24.5%	22.5%	6.7%	5.0%	1.9%	1302	2.7
COUNTRY OF BIRTH								
Canada	33.5%	27.5%	21.4%	8.7%	6.1%	2.8%	2469	2.0
Other	42.3%	28.5%	20.9%	5.4%	0.7%	2.1%	509	4.3

Direction of Country

Q. 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	40.4%	50.2%	9.4%	1822	2.3
REGION					
British Columbia	37.6%	48.6%	13.9%	265	6.0
Alberta	45.4%	41.6%	13.0%	208	6.8
Saskatchewan	49.4%	33.0%	17.6%	65	12.2
Manitoba	37.2%	43.0%	19.9%	69	11.8
Ontario	36.7%	55.1%	8.2%	787	3.5
Quebec	48.2%	46.1%	5.6%	231	6.5
Atlantic Canada	35.0%	61.1%	3.9%	183	7.2
GENDER					
Male	45.9%	49.3%	4.9%	843	3.4
Female	39.8%	55.2%	5.0%	869	3.3
AGE					
<25	34.5%	52.6%	12.9%	63	12.4
25-44	37.6%	57.1%	5.2%	364	5.1
45-64	46.1%	51.3%	2.6%	691	3.7
65+	48.4%	45.9%	5.7%	599	4.0
EDUCATION					
High school or less	47.1%	47.5%	5.4%	460	4.6
College or CEGEP	41.2%	53.3%	5.4%	502	4.4
University or higher	39.2%	55.7%	5.1%	745	3.6
COUNTRY OF BIRTH					
Canada	42.8%	52.3%	4.9%	1431	2.6
Other	39.9%	51.8%	8.3%	302	5.6
CURRENT VOTE INTENTION					
Liberal Party	39.2%	57.0%	3.8%	531	4.3
Conservative Party	75.7%	21.7%	2.6%	458	4.6
NDP	27.6%	69.5%	2.9%	299	5.7
Green Party	22.8%	73.4%	3.8%	102	9.7
Bloc Quebecois	28.2%	65.9%	5.9%	44	14.8

Direction of Government

Q. 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	36.1%	55.3%	8.7%	1855	2.3
REGION					
British Columbia	33.9%	56.0%	10.1%	256	6.1
Alberta	48.1%	46.0%	5.9%	224	6.6
Saskatchewan	41.2%	47.3%	11.4%	77	11.2
Manitoba	40.6%	51.0%	8.4%	69	11.8
Ontario	36.4%	55.3%	8.3%	789	3.5
Quebec	32.3%	59.7%	8.0%	222	6.6
Atlantic Canada	26.9%	59.5%	13.5%	209	6.8
GENDER					
Male	39.1%	57.9%	3.0%	893	3.3
Female	37.0%	57.3%	5.7%	842	3.4
AGE					
<25	33.5%	63.7%	2.8%	78	11.1
25-44	36.3%	58.6%	5.1%	338	5.3
45-64	36.7%	60.2%	3.2%	712	3.7
65+	45.7%	47.9%	6.4%	616	4.0
EDUCATION					
High school or less	44.7%	49.8%	5.6%	454	4.6
College or CEGEP	36.3%	60.0%	3.8%	557	4.2
University or higher	33.6%	62.8%	3.5%	729	3.6
COUNTRY OF BIRTH					
Canada	35.9%	59.8%	4.3%	1463	2.6
Other	47.0%	45.8%	7.2%	304	5.6
CURRENT VOTE INTENTION					
Liberal Party	26.1%	68.9%	5.0%	571	4.1
Conservative Party	82.9%	15.1%	2.0%	481	4.5
NDP	18.5%	79.2%	2.3%	282	5.8
Green Party	18.4%	80.9%	0.8%	117	9.1
Bloc Quebecois	8.5%	91.5%	0.0%	38	15.9



Second Choice

Q. Talking again in terms of a federal election, which party would be your second choice?

	Liberal Party	Conservative Party	NDP	Green Party	Bloc Québécois	Other	No 2 nd choice	Sample Size	Margin of Error (+/-)
NATIONALLY	17.0%	9.7%	24.4%	10.6%	2.6%	2.5%	33.2%	2973	1.8
REGION									
British Columbia	20.5%	7.2%	21.3%	16.5%	--	4.0%	30.5%	424	4.8
Alberta	16.6%	10.2%	16.8%	11.2%	--	2.9%	42.3%	351	5.2
Saskatchewan	20.9%	13.9%	17.4%	6.2%	--	4.7%	37.0%	113	9.2
Manitoba	13.4%	9.4%	23.8%	12.0%	--	1.0%	40.3%	97	10.0
Ontario	17.1%	10.4%	26.7%	10.5%	--	1.5%	33.7%	1309	2.7
Quebec	14.2%	9.3%	23.5%	7.0%	11.8%	3.5%	30.7%	354	5.2
Atlantic Canada	18.5%	9.9%	33.4%	10.4%	--	1.4%	26.3%	306	5.6
GENDER									
Male	17.8%	11.1%	24.3%	10.8%	2.2%	2.1%	31.8%	1511	2.5
Female	16.0%	8.2%	24.8%	10.4%	3.1%	2.9%	34.5%	1412	2.6
AGE									
<25	12.9%	11.6%	24.3%	14.1%	0.0%	5.0%	32.1%	109	9.4
25-44	19.6%	9.5%	24.7%	10.3%	4.2%	2.2%	29.5%	582	4.1
45-64	16.8%	9.2%	26.2%	10.7%	2.7%	2.5%	31.8%	1195	2.8
65+	15.5%	10.1%	20.6%	9.2%	1.3%	1.6%	41.7%	1042	3.0
EDUCATION									
High school or less	12.1%	10.3%	22.5%	11.3%	2.0%	3.0%	38.8%	743	3.6
College or CEGEP	18.0%	11.8%	22.3%	9.6%	3.5%	3.2%	31.6%	885	3.3
University or higher	20.2%	7.7%	27.9%	11.1%	2.4%	1.5%	29.2%	1286	2.7
COUNTRY OF BIRTH									
Canada	16.9%	9.8%	25.0%	10.0%	2.8%	2.7%	32.8%	2440	2.0
Other	17.6%	9.4%	21.7%	13.0%	1.6%	1.2%	35.6%	513	4.3
VOTE INTENTION									
Liberal Party	--	17.1%	45.6%	11.6%	1.6%	1.4%	22.8%	1073	3.0
Conservative Party	21.6%	--	16.0%	6.3%	1.1%	2.8%	52.2%	928	3.2
NDP	38.8%	10.2%	--	17.7%	7.8%	3.3%	22.3%	553	4.2
Green Party	24.6%	8.0%	31.3%	--	0.5%	6.6%	29.0%	216	6.7
Bloc Quebecois	14.7%	7.3%	28.3%	19.3%	--	0.0%	30.4%	62	12.5

Most Important Election Issue

Q. Which of the following 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*
- 4.) Social issues like health and education*

	Ethics and accountability	Economic issues	Fiscal issues	Social issues	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	14.6%	36.1%	14.3%	27.8%	0.7%	6.4%	3677
REGION							
British Columbia	21.8%	25.9%	12.9%	28.9%	1.4%	9.0%	521
Alberta	16.6%	29.1%	13.6%	30.5%	0.7%	9.5%	432
Saskatchewan	14.4%	30.0%	20.6%	23.3%	0.3%	11.4%	142
Manitoba	22.3%	28.4%	14.8%	20.1%	1.4%	13.1%	138
Ontario	16.1%	38.5%	14.6%	24.6%	0.4%	5.8%	1576
Quebec	4.8%	44.3%	15.9%	33.1%	0.5%	1.5%	453
Atlantic Canada	14.5%	37.5%	9.8%	27.4%	1.6%	9.1%	392
GENDER							
Male	15.7%	38.9%	19.4%	23.0%	1.0%	2.0%	1736
Female	14.3%	37.1%	10.8%	35.4%	0.4%	2.0%	1711
AGE							
<25	12.0%	36.3%	13.0%	33.4%	0.9%	4.4%	141
25-44	13.0%	36.9%	17.6%	29.3%	1.3%	1.9%	702
45-64	16.5%	38.5%	14.6%	28.6%	0.3%	1.5%	1403
65+	17.4%	39.8%	12.0%	28.4%	0.5%	2.0%	1215
EDUCATION							
High school or less	11.7%	42.1%	15.6%	27.6%	0.4%	2.7%	914
College or CEGEP	16.0%	41.8%	15.2%	25.2%	0.5%	1.2%	1059
University or higher	17.2%	31.3%	14.3%	34.2%	1.1%	1.9%	1474
COUNTRY OF BIRTH							
Canada	15.0%	36.7%	15.6%	29.6%	0.8%	2.3%	2894
Other	15.6%	43.1%	11.7%	26.8%	0.5%	2.3%	606
CURRENT VOTE INTENTION							
Liberal Party	18.9%	35.6%	13.2%	29.9%	0.8%	1.6%	1102
Conservative Party	9.1%	51.5%	25.4%	13.3%	0.1%	0.6%	939
NDP	14.5%	30.4%	9.4%	43.0%	0.3%	2.4%	581
Green Party	22.7%	25.2%	11.9%	37.5%	1.2%	1.5%	219
Bloc Quebecois	8.4%	44.0%	4.2%	41.9%	1.4%	0.0%	82

Approval Rating – Stephen Harper

Q. 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	27.7%	50.4%	15.6%	6.3%	3677	1.6
REGION						
British Columbia	24.6%	52.9%	13.3%	9.2%	521	4.3
Alberta	43.1%	33.6%	15.3%	8.0%	432	4.7
Saskatchewan	32.7%	39.7%	14.6%	13.0%	142	8.2
Manitoba	32.6%	41.8%	12.5%	13.1%	138	8.3
Ontario	29.0%	50.1%	15.3%	5.6%	1576	2.5
Quebec	22.7%	57.0%	18.6%	1.7%	453	4.6
Atlantic Canada	17.0%	58.8%	14.9%	9.2%	392	5.0
GENDER						
Male	32.6%	53.1%	11.9%	2.4%	1736	2.4
Female	26.0%	52.5%	20.4%	1.2%	1711	2.4
AGE						
<25	24.3%	48.6%	23.3%	3.7%	141	8.3
25-44	27.2%	54.3%	16.1%	2.4%	702	3.7
45-64	30.0%	54.1%	15.1%	0.9%	1403	2.6
65+	33.9%	49.6%	14.9%	1.6%	1215	2.8
EDUCATION						
High school or less	31.9%	44.0%	21.6%	2.5%	914	3.2
College or CEGEP	29.2%	51.9%	17.1%	1.9%	1059	3.0
University or higher	26.3%	60.6%	11.6%	1.5%	1474	2.6
COUNTRY OF BIRTH						
Canada	28.6%	54.0%	15.2%	2.1%	2894	1.8
Other	31.0%	45.1%	21.7%	2.1%	606	4.0
CURRENT VOTE INTENTION						
Liberal Party	15.0%	70.5%	13.6%	0.8%	1102	3.0
Conservative Party	79.8%	10.0%	9.2%	1.0%	939	3.2
NDP	9.9%	75.8%	12.7%	1.5%	581	4.1
Green Party	10.6%	68.0%	21.0%	0.4%	219	6.6
Bloc Quebecois	6.7%	76.7%	16.0%	0.6%	82	10.8



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?

	Approve	Disapprove	Don't know	No response	Sample Size	Margin of Error (+/-)
NATIONALLY	38.9%	22.7%	30.4%	8.1%	3677	1.6
REGION						
British Columbia	35.2%	22.6%	31.2%	11.0%	521	4.3
Alberta	30.5%	31.1%	28.1%	10.3%	432	4.7
Saskatchewan	29.9%	34.6%	21.3%	14.2%	142	8.2
Manitoba	26.5%	31.3%	26.5%	15.7%	138	8.3
Ontario	35.0%	24.2%	34.1%	6.7%	1576	2.5
Quebec	56.3%	13.0%	26.7%	4.1%	453	4.6
Atlantic Canada	34.2%	23.4%	30.7%	11.6%	392	5.0
GENDER						
Male	43.4%	29.1%	24.7%	2.8%	1736	2.4
Female	38.3%	18.9%	38.9%	3.9%	1711	2.4
AGE						
<25	34.4%	21.1%	36.4%	8.0%	141	8.3
25-44	38.0%	24.1%	34.0%	3.9%	702	3.7
45-64	45.5%	23.0%	28.9%	2.6%	1403	2.6
65+	39.6%	26.4%	32.1%	2.0%	1215	2.8
EDUCATION						
High school or less	31.9%	24.0%	39.8%	4.3%	914	3.2
College or CEGEP	39.3%	24.9%	32.4%	3.4%	1059	3.0
University or higher	49.3%	22.5%	25.2%	3.0%	1474	2.6
COUNTRY OF BIRTH						
Canada	41.1%	24.3%	30.6%	4.0%	2894	1.8
Other	37.8%	20.2%	38.1%	3.9%	606	4.0
CURRENT VOTE INTENTION						
Liberal Party	48.7%	18.8%	30.5%	2.0%	1102	2.95
Conservative Party	27.8%	42.2%	27.9%	2.2%	939	3.2
NDP	67.1%	8.9%	22.3%	1.8%	581	4.07
Green Party	35.6%	26.2%	37.8%	0.4%	219	6.62
Bloc Quebecois	38.5%	22.6%	33.4%	5.5%	82	10.82



Approval Rating – Justin Trudeau

Q. 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	38.7%	35.4%	19.3%	6.6%	3677	1.6
REGION						
British Columbia	41.2%	30.4%	18.1%	10.3%	521	4.3
Alberta	26.6%	46.5%	18.4%	8.5%	432	4.7
Saskatchewan	33.9%	35.6%	15.8%	14.7%	142	8.2
Manitoba	29.3%	41.4%	15.8%	13.6%	138	8.3
Ontario	39.4%	37.8%	17.4%	5.4%	1576	2.5
Quebec	41.6%	31.2%	25.3%	1.9%	453	4.6
Atlantic Canada	44.9%	27.2%	18.1%	9.8%	392	5.0
GENDER						
Male	42.3%	40.7%	14.8%	2.2%	1736	2.4
Female	38.9%	34.2%	25.1%	1.8%	1711	2.4
AGE						
<25	38.7%	34.5%	23.4%	3.4%	141	8.3
25-44	38.2%	36.7%	22.4%	2.7%	702	3.7
45-64	44.5%	36.8%	17.1%	1.5%	1403	2.6
65+	38.0%	40.5%	19.7%	1.9%	1215	2.8
EDUCATION						
High school or less	36.6%	39.5%	21.5%	2.4%	914	3.2
College or CEGEP	38.9%	39.1%	19.5%	2.5%	1059	3.0
University or higher	44.9%	33.5%	19.9%	1.6%	1474	2.6
COUNTRY OF BIRTH						
Canada	40.5%	38.1%	18.8%	2.6%	2894	1.8
Other	39.2%	31.5%	27.2%	2.1%	606	4.0
CURRENT VOTE INTENTION						
Liberal Party	73.2%	10.6%	15.6%	0.7%	1102	3.0
Conservative Party	15.0%	70.9%	12.6%	1.5%	939	3.2
NDP	40.1%	37.3%	20.7%	1.9%	581	4.1
Green Party	37.9%	33.8%	27.7%	0.6%	219	6.6
Bloc Quebecois	25.3%	46.9%	25.7%	2.2%	82	10.8

Methodology:

This study was conducted using Interactive Voice Response (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. This methodology is not to be confused with the increasing proliferation of non-probability opt-in online panels which have recently been incorrectly reported in major national media with inappropriate margin of error estimates.

The field dates for this survey are April 25-May 1, 2014. In total, a random sample of 3,677 Canadian adults aged 18 and over responded to the survey (including a sub-sample of 2,996 decided voters). 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.