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## **TIE CONTINUES:**

*CHECK BACK NEXT WEEK TO SEE IF TURKEY DELIBERATIONS HAVE BROKEN STALEMATE*

[Ottawa – October 11, 2015] The statistical logjam continues as we enter the final week of the election campaign. The Liberal and Conservative parties continue to see-saw back and forth for the lead. Indeed, the only clear movement over the last few days has been a decline in NDP support.

Contrary to other polls, we continue to see a three-way deadlock in Quebec. Ontario, meanwhile, is now a very unpredictable two-way contest with the NDP finding itself in an increasingly distant third-place. However, the NDP continues to be a major force in both Quebec and British Columbia. The Green Party is a definite force in British Columbia; indeed, if you combine the party's first and second choice standings, the Green Party enjoys a 32-point vote ceiling in the province and could pull off a few surprises on October 19<sup>th</sup>.

In terms of our prediction for Election Day, we are almost certainly looking at either a minority government led by either the Conservatives or Liberals. Very little else is clear in this campaign, as there are two major sources of uncertainty.

The first is engagement and turnout. The Conservatives retain a huge and stable lead with seniors, the only group where they enjoy a clear lead. Seniors are a very large and very reliable voting bloc and this will be a major advantage for the Conservatives in terms of turnout. Meanwhile, the university-educated are the leading source of Liberal renewal, which could be a response to the debate surrounding the niqab and cultural politics.

The second is the issue of cellphone-only households. While this may seem like an area of technical obscurantism, we believe this segment will be critical to the outcome of the election. In the last election, we were further off the final result for having included this segment that was less likely to vote and less likely to favour the Conservatives. Those two features are still very much in play this time with the notable differences that the cellphone-only is now roughly three times larger and tells us they are much more certain to vote than they told us last time. The cellphone-only population contains lots of the younger – less old and educated respondents who tell us they are extremely engaged and motivated by the values war that seems to underlie this election. If they show up, Harper loses; if they don't, he wins.

Other internal polling suggests four things:

1. Canadians are far more engaged than they were in 2011.
2. The election that was supposed to focus on the economy has instead become all about values.
3. The election is not seen as "business as usual"; instead, it is seen as a historic and stark choice.
4. The public does not believe that either the Conservatives or the Liberals will win a majority, but Canadians will be apoplectic if Stephen Harper wins another majority.

## Federal vote intention

Q. How do you plan to vote in the upcoming federal election on October 19<sup>th</sup>?

### National Results

(Change over October 6-8 poll below)



### 2011 Election Results



Note: Figures represent a three-day rolling sample.

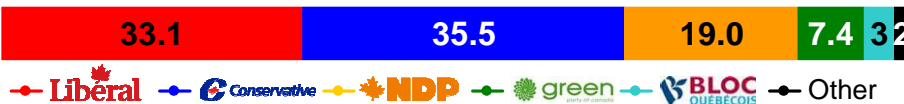
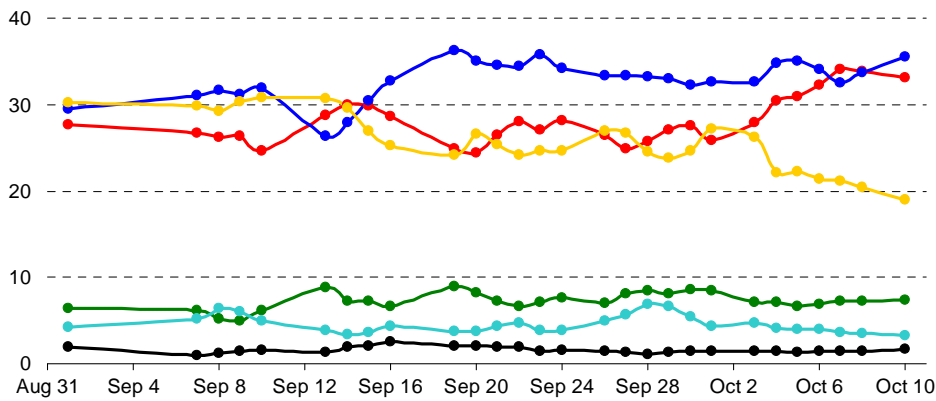
Figures based on decided and leaning voters only; 8.2% of respondents say they are undecided and 13.0% did not provide a valid response.

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BASE: Canadians; October 8-10, 2015 (n=1,428), MOE +/- 2.6%, 19 times out of 20

## Tracking federal vote intention

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



Note: Each point represents a three-day rolling sample.

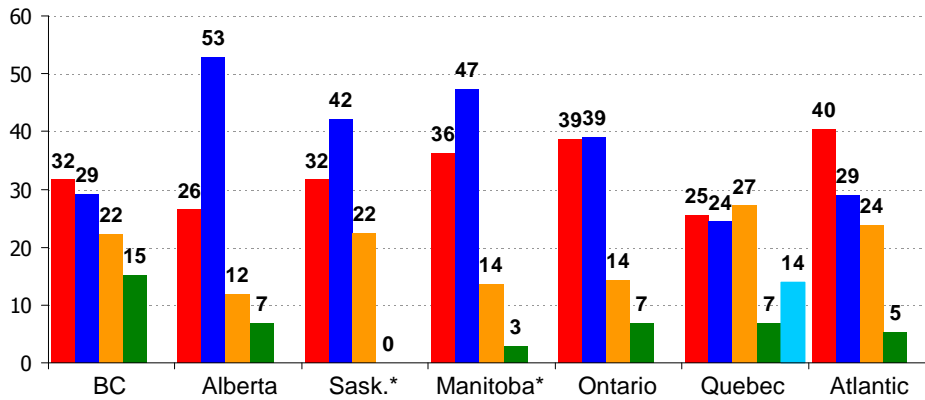
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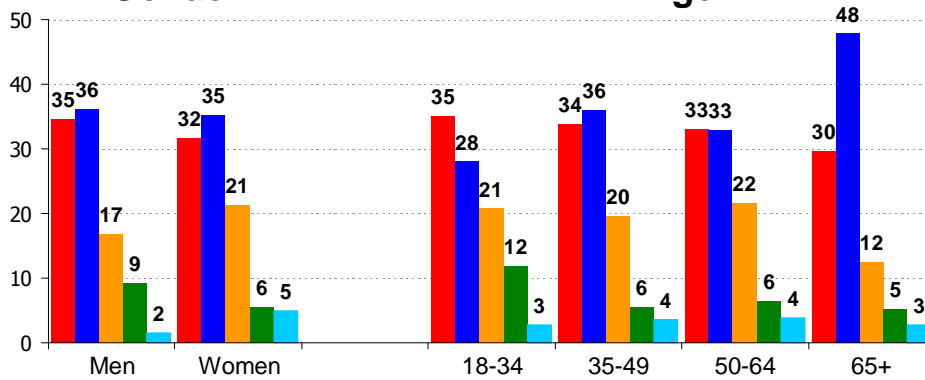
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## Vote intention by region/demographics

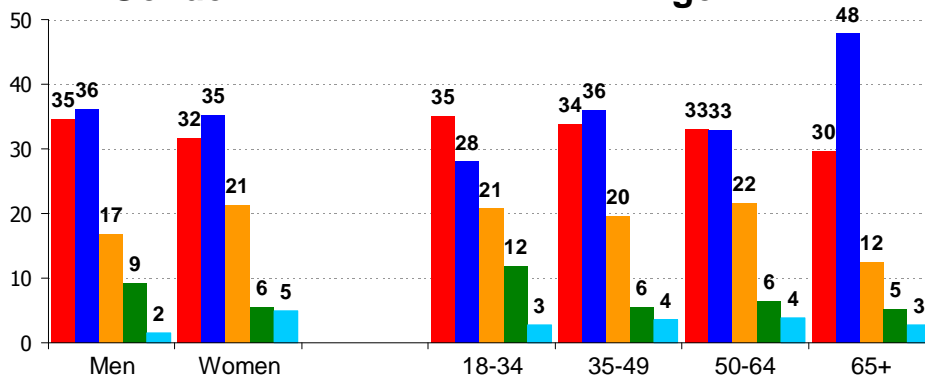
Q. How do you plan to vote in the upcoming federal election on October 19<sup>th</sup>?



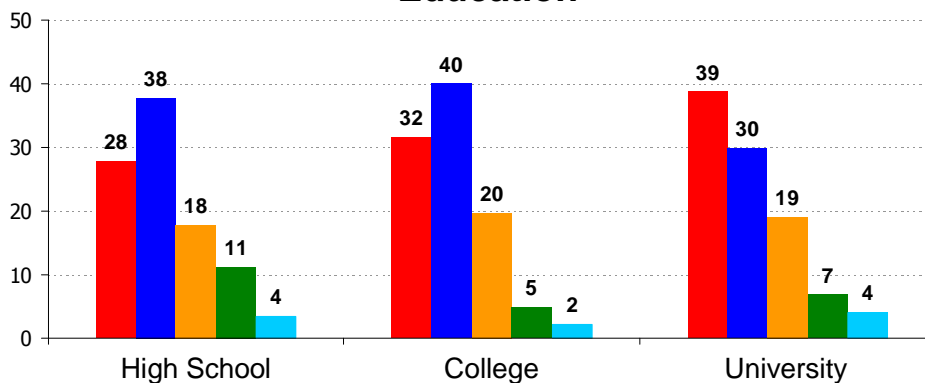
### Gender



### Age



### Education



■ Liberal 
 ■ Conservative 
 ■ NDP 
 ■ green 
 ■ BLOC QUÉBÉCOIS 
 ■ Other

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BASE: Canadians; October 8-10, 2015 (n=1,428), MOE +/- 2.6%, 19 times out of 20

## Detailed Tables:

<b>National Federal Vote Intention (decided and leaning voters only)</b>								
<i>Q. Thinking about the upcoming federal election on October 19th, have you already voted either at an advance poll or by special ballot?</i>								
<i>[If Yes] How did you vote in this election?</i>								
<i>[If No] How do you plan to vote in the upcoming federal election on October 19<sup>th</sup>?</i>								
<i>[If undecided] Even if you do not have a firm idea, are you leaning towards a party?</i>								
<i>[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 (+/-)
<b>NATIONALLY</b>	<b>33.1%</b>	<b>35.5%</b>	<b>19.0%</b>	<b>7.4%</b>	<b>3.3%</b>	<b>1.7%</b>	<b>1151</b>	<b>2.9</b>
REGION								
British Columbia	31.7%	29.3%	22.2%	15.2%	–	1.6%	186	7.2
Alberta	26.4%	52.8%	11.8%	6.9%	–	2.0%	151	8.0
Saskatchewan	31.6%	42.2%	22.4%	0.0%	–	3.8%	48	14.1
Manitoba	36.3%	47.3%	13.5%	2.9%	–	0.0%	49	14.0
Ontario	38.6%	39.1%	14.2%	6.8%	–	1.3%	376	5.1
Quebec	25.4%	24.4%	27.1%	6.9%	13.9%	2.3%	232	6.4
Atlantic Canada	40.4%	29.1%	23.8%	5.3%	–	1.4%	101	9.8
GENDER								
Male	34.6%	36.1%	16.7%	9.2%	1.6%	1.8%	559	4.1
Female	31.7%	35.2%	21.3%	5.6%	5.0%	1.2%	583	4.1
AGE								
<35	35.1%	28.0%	20.7%	11.8%	2.8%	1.6%	146	8.1
35-49	33.8%	36.0%	19.6%	5.6%	3.6%	1.3%	216	6.7
50-64	33.1%	33.0%	21.6%	6.4%	3.8%	2.0%	411	4.8
65+	29.7%	47.9%	12.4%	5.3%	2.8%	1.8%	371	5.1
EDUCATION								
High school or less	27.8%	37.8%	17.8%	11.2%	3.5%	1.8%	267	6.0
College or CEGEP	31.5%	40.0%	19.7%	4.9%	2.2%	1.7%	360	5.2
University or higher	38.8%	29.9%	19.1%	6.8%	4.1%	1.3%	515	4.3

## **Second Choice**

*Q. [Decided Voters Only] Talking again in terms of a federal election, which party would be your second choice?*

	LPC	CPC	NDP	GP	BQ	Other	None	DK/ NR	Sample Size	MOE (+/-)
<b>NATIONALLY</b>	<b>15.4%</b>	<b>5.6%</b>	<b>22.9%</b>	<b>8.8%</b>	<b>3.6%</b>	<b>1.8%</b>	<b>40.9%</b>	<b>1.0%</b>	<b>807</b>	<b>3.5</b>
<b>REGION</b>										
British Columbia	20.4%	3.2%	21.8%	16.8%	–	0.2%	35.9%	1.6%	129	8.6
Alberta	16.7%	5.6%	20.5%	1.9%	–	2.8%	51.6%	0.9%	100	9.8
Saskatchewan	18.0%	2.7%	20.3%	2.4%	–	1.7%	54.8%	0.0%	29	18.2
Manitoba	17.1%	2.1%	20.7%	2.5%	–	0.0%	55.0%	2.5%	29	18.2
Ontario	13.7%	6.9%	21.7%	9.2%	–	0.4%	48.0%	0.0%	273	5.9
Quebec	15.6%	6.1%	26.1%	8.7%	15.2%	5.0%	20.9%	2.4%	166	7.6
Atlantic Canada	12.2%	5.0%	22.6%	9.6%	–	1.2%	49.4%	0.0%	75	11.3
<b>GENDER</b>										
Male	16.5%	4.0%	24.4%	7.2%	4.0%	1.2%	41.9%	0.7%	386	5.0
Female	14.6%	7.3%	22.0%	10.0%	3.3%	2.4%	39.7%	0.8%	413	4.8
<b>AGE</b>										
<35	16.8%	2.6%	30.5%	9.0%	6.8%	2.4%	31.1%	0.8%	99	9.9
35-49	16.9%	9.7%	22.0%	10.4%	2.8%	1.8%	35.7%	0.7%	137	8.4
50-64	14.1%	4.9%	19.6%	8.8%	2.7%	1.5%	47.7%	0.8%	289	5.8
65+	13.5%	5.0%	18.5%	5.9%	1.3%	1.4%	53.3%	1.2%	277	5.9
<b>EDUCATION</b>										
High school or less	14.6%	4.9%	19.7%	4.5%	4.1%	1.8%	49.9%	0.6%	183	7.2
College or CEGEP	16.6%	5.8%	14.9%	12.0%	4.2%	1.1%	45.0%	0.5%	261	6.1
University or higher	15.3%	5.9%	32.2%	9.6%	2.8%	2.5%	30.6%	1.1%	355	5.2
<b>CURRENT VOTE INTENTION</b>										
Liberal Party	–	10.8%	48.7%	9.8%	0.9%	0.5%	28.6%	0.6%	247	6.2
Conservative Party	15.4%	–	8.3%	4.8%	1.1%	3.0%	66.1%	1.3%	304	5.6
NDP	41.8%	3.8%	–	18.0%	13.1%	1.4%	21.8%	0.0%	143	8.2
Green Party	17.9%	13.7%	29.3%	–	5.7%	0.0%	33.4%	0.0%	59	12.8
Bloc Québécois	14.9%	5.0%	45.6%	12.4%	–	0.0%	22.2%	0.0%	27	18.9

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## Methodology:

This study involved a blended sample collected using two separate methodologies: Computer Assisted Live Interviews (CATI) and EKOS' proprietary 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 figures in this report are based on a three-day rolling sample. Each day, a new day's worth of interviewing is added and the oldest day is dropped. The field dates for this survey are October 8-10, 2015. In total, a random sample of 1,428 Canadian adults aged 18 and over responded to the survey (1,018 by HD-IVR, 410 by live interviewer). The margin of error associated with the total sample is +/- 2.6 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.