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ONE YEAR OUT: A NEW NORMAL WITH CONSIDERABLE ROOM FOR FURTHER CHANGE

[Ottawa – October 19, 2014] It is exactly one year to the day until the 2015 election and the country remains in a funk, with unusually poor ratings of both national and federal government direction. Outside of the diminished Conservative base, the vast majority think both the country and the federal government are moving in the wrong direction. While our most recent poll has shown a slight uptick in federal direction, is not meaningful and the Conservative Party remains mired at 26 points in vote intention.

The Liberals have a commanding lead and are nearing or within majority range. The Conservatives and the NDP are within the margin of each other at 26 and 25 points, respectively. The (no longer as it is our third consecutive poll with this result) shocking implications of this are that Stephen Harper would exchange places with Justin Trudeau as leader of the third party and, despite the party's third-place standing in terms of popular vote, the NDP's efficient seat distribution would see Thomas Mulcair remain leader of the Official Opposition.

The Bloc Québécois, who were registering nearly 40 points one year out of the last federal election¹, have utterly imploded. Their leader, to the degree that he is known, is almost universally seen with disapproval (Gilles Duceppe, in contrast, enjoyed the approval of nearly half of Quebecers). While the pronouncement of Liberal death was clearly premature following 2011, it may now be time to anoint the Bloc with political corpse status.

The most important and impressive feature of Liberal strength is their solid and wide lead in Ontario. They also have twice the support of the Conservatives with the immigrant vote which was so critical to Conservative success in 2011.

HIGHLIGHTS

- **Federal vote intention:**
 - ▣ **38.5% Liberal Party**
 - ▣ **26.4% Conservative Party**
 - ▣ **25.0% NDP**
 - ▣ **5.7% Green Party**
 - ▣ **3.1% Bloc Québécois**
 - ▣ **1.3% Other**
- **Direction of country:**
 - ▣ **38% Right direction**
 - ▣ **50% Wrong direction**
- **Direction of government:**
 - ▣ **37% Right direction**
 - ▣ **52% Wrong direction**
- **Approval ratings**
 - ▣ **58% Thomas Mulcair**
 - ▣ **46% Justin Trudeau**
 - ▣ **30% Stephen Harper**
 - ▣ **12% Mario Beaulieu***

**Quebec only*

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

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¹ EKOS Research Associates, "Men/Women Divided on Tories/NDP", May 6, 2010. Available online at: <http://goo.gl/YW97F8>

Federal vote intention

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

One year before 2015 Election (October 2014)



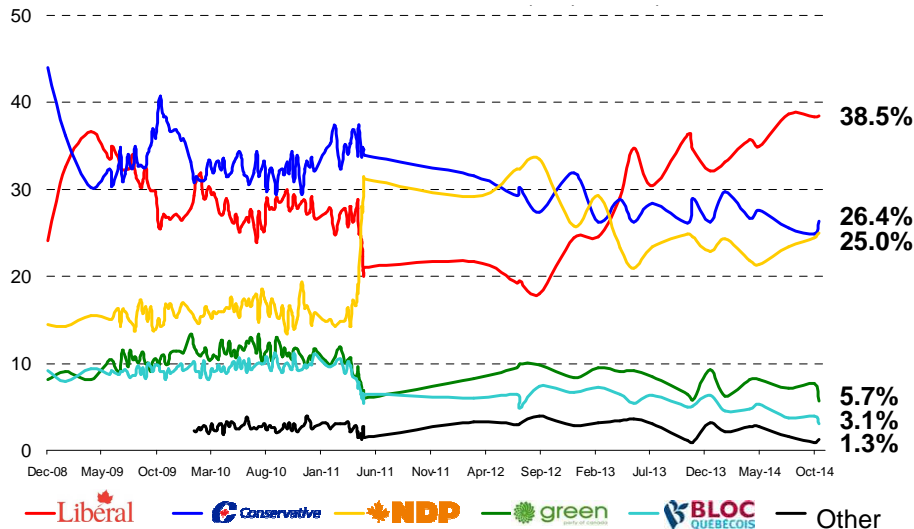
2011 Election Results



One year before 2011 Election (May 2010)



BASE: Canadians; April 28 – May 4, 2010 (n=2,192), MOE +/- 2.1%, 19 times out of 20



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

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BASE: Canadians; October 10-15, 2014 (n=1,671), MOE +/- 2.4%, 19 times out of 20

Approval of Bloc Québécois leaders

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

Mario Beaulieu (October 2014)



BASE: Quebec residents; October 10-15, 2014 (n=721), MOE +/- 3.7%, 19 times out of 20

Gilles Duceppe (January 2010)



BASE: Quebec residents; January 11-20, 2010 (n=239), MOE +/- 6.3%, 19 times out of 20

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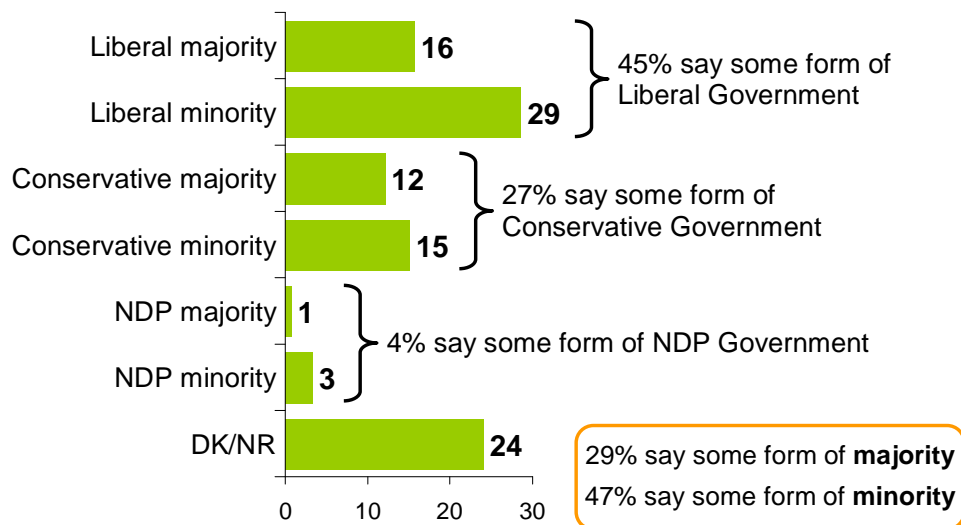
□ DK/NR ■ Disapprove ■ Approve

Canadians predict Liberal minority in 2015

We also asked Canadians who they believe will win in 2015. The public view seems to mirror the trends discussed above. By a margin of 45 to 27, the public sees a Liberal – not Conservative – government succeeding in 2015. Of those who see a Liberal government, however, the clear lean is to see a minority rather than majority (29 per cent versus 16 per cent). Just 12 per cent see another Conservative majority in the cards, and just four per cent predict some type of NDP government at this time.

Predicted outcome of next election

Q. Regardless of your current choice, which party do you think will win the next federal election? And do you think this will be a minority or a majority government?



Note: "Other" selected less than 1% of the time

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BASE: Canadians; October 10-15, 2014 (n=1,671), MOE +/- 2.4%, 19 times out of 20

NDP the party to watch in the coming months?

At first glance, the horserace numbers don't look particularly encouraging for the NDP. The party is down nearly six points from the 2011 election and they are now in third place, a far cry from two years ago when they actually found themselves leading in the polls.² However, the party has several advantages that could have major implications in 2015. First, while 25 points is lower than their election performance, they are showing modest upward growth and they are nearly 10

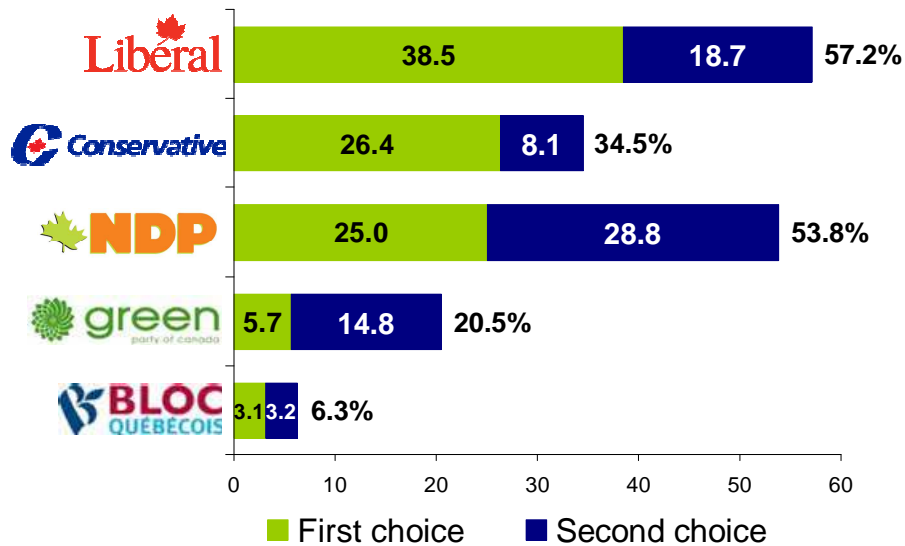
² EKOS Research Associates, "Conservatives Slip Below 30 Points and Now Trail the NDP", July 3, 2012. Available online at: <http://goo.gl/smNPjy>

points stronger than they were one year out of the last election.³ Second, their leader is considerably more popular than Jack Layton was at that time.⁴ Third, they have a strong fortress in Quebec; indeed, given the efficiency of the distribution of their support, they would likely retain their seat count from 2011, despite a modest drop in popular vote. Finally, they lead all parties – by far – in terms of second choice, suggesting that they have considerable room to grow.

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: Decided voters; October 10-15, 2014 (n=1,557), MOE +/- 2.5%, 19 times out of 20

Approval of NDP leaders

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

Thomas Mulcair (October 2014)



BASE: Canadians; October 10-15, 2014 (n=1,671), MOE +/- 2.4%, 19 times out of 20

Jack Layton (April 2010)



BASE: Canadians; April 21-27, 2010 (n=2,303), MOE +/- 2.0%, 19 times out of 20

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DK/NR Disapprove Approve

³ EKOS Research Associates, "Men/Women Divided on Tories/NDP", May 6, 2010. Available online at: <http://goo.gl/YW97F8>

⁴ EKOS Research Associates, "Election Anyone?", April 29, 2010. Available online at: <http://goo.gl/ObyKFO>

Closing remarks

The impressive rise of Stephen Harper's Conservative Party from opposition lead to minority government and then to the surprising majority victory in 2011 appears to be in full reverse and the prospect of another majority seems increasingly implausible. The incumbent cannot seem to lift out of his current slide and there is little in the poll to offer cheer to Conservative supporters. Their leader remains extremely unpopular outside of the loyal but dwindled base. As we shall see in an upcoming release, the tax cut and austerity messages are not registering well with voters and the cherished law and order, security, and terrorism emphases of the current government are the lowest priorities of those tested in our trade-off testing. Perhaps more importantly, there has been a clear and inexorable shift to the progressive side of the political equation in Canada on many issues and a more ideologically divided Canada is now locating itself on the progressive side of the ideological spectrum.⁵ While there is still a year to go, Harper's Conservatives appear poised to follow the eventual path of all incumbents – losing power.

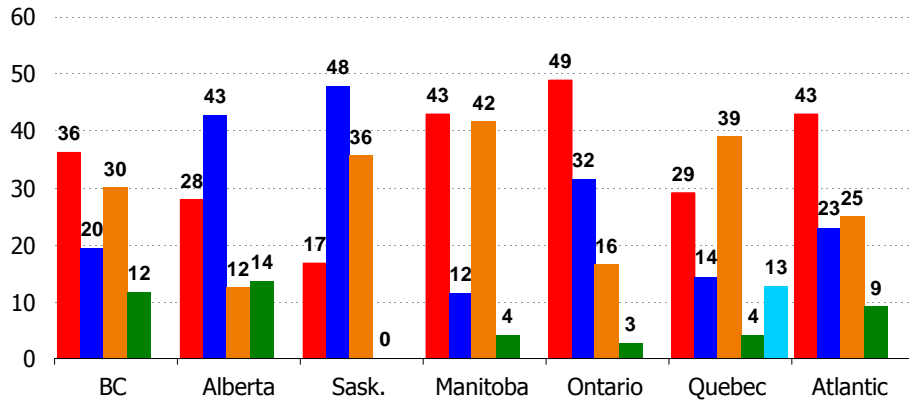
It is now Justin Trudeau who appears to be in command and his party is the clear and stable front runner. Stephen Harper doesn't seem to be able to find uplift even while approaching a surplus and finding himself in a rare state of majority accord on his ISIS stance. Although all parties would covet the Liberal position at this stage, the party to watch is the NDP who seem to have a leader who is the most popular. Moreover, they are the most popular second choice and this momentum could see some further shifts over the next while as a growing portion of center-left voters, fatigued with the current regime, seek the best configuration to provide an alternative government.

⁵ Frank Graves, "Rethinking the Public Interest: Evolving Trends in Values and Attitudes", presentation to the 2014 #Can2020 Conference, October 2, 2014. Available online at: <http://goo.gl/vQTcYW>

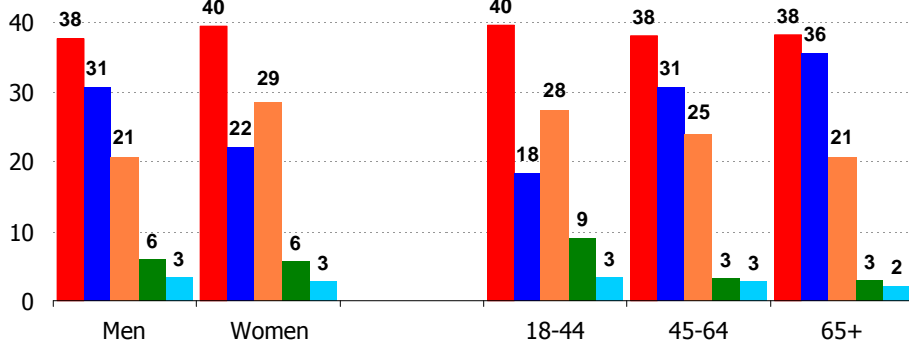
Detailed Results

Vote intention by key demographics

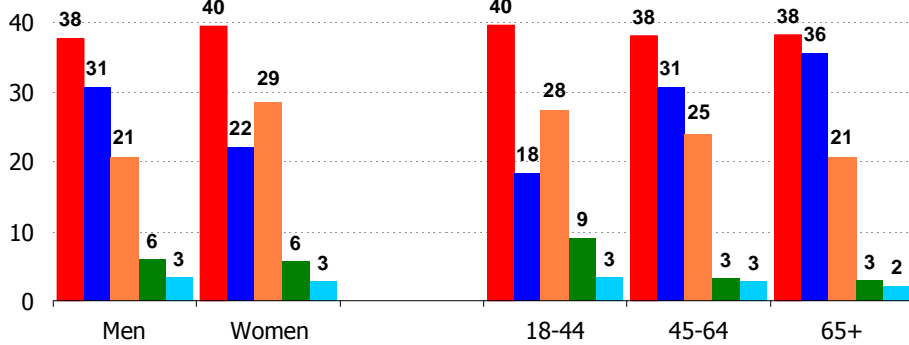
Q. If a federal election were held tomorrow, which party would you vote for?



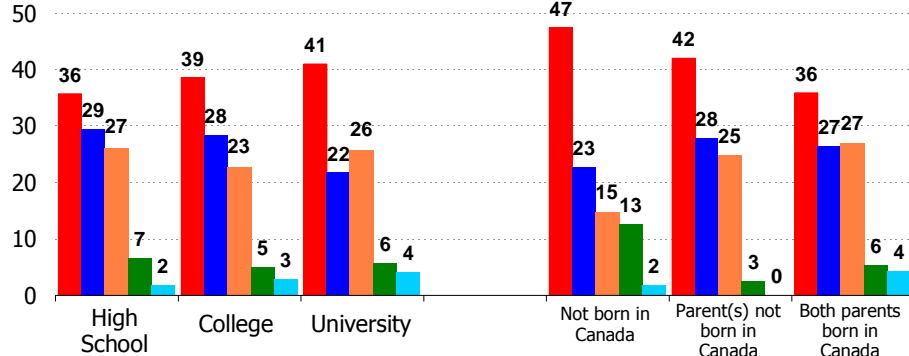
Gender



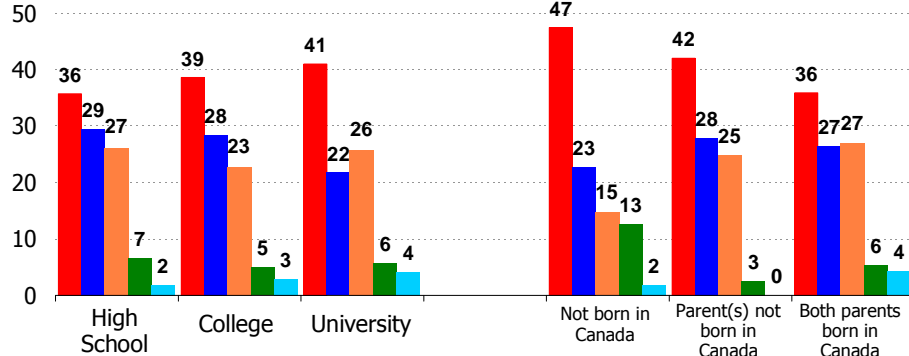
Age



Education



Country of birth



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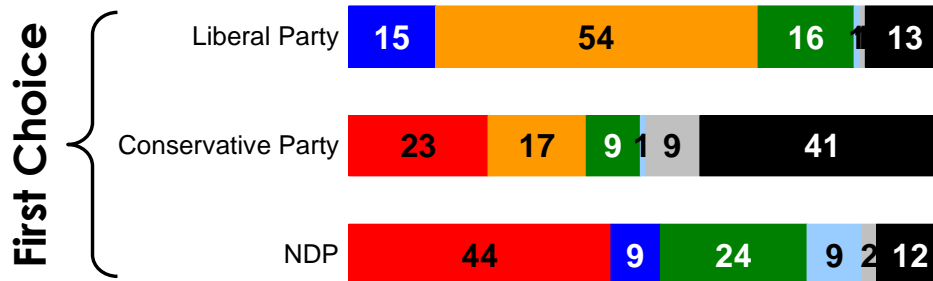
BASE: Canadians; October 10-15, 2014 (n=1,671), MOE +/- 2.4%, 19 times out of 20

Second choice:

Second choice

Q. What party would be your second choice?

Overall



Liberal
 Conservative
 NDP
 green
 BLOC QUÉBÉCOIS
 Other
 Don't know/None

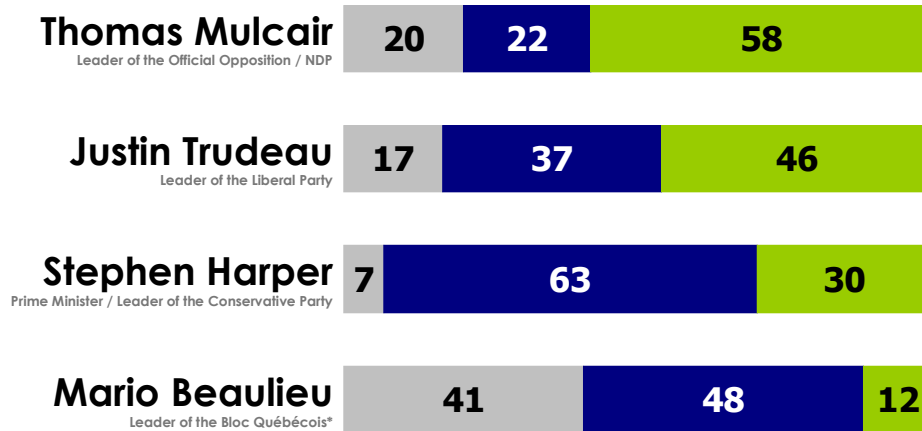
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BASE: Canadians with a first choice; October 10-15, 2014 (n=1,557), MOE +/- 2.5%, 19 times out of 20

Approval Ratings:

Job approval ratings

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



*Asked in Quebec only (n=721)

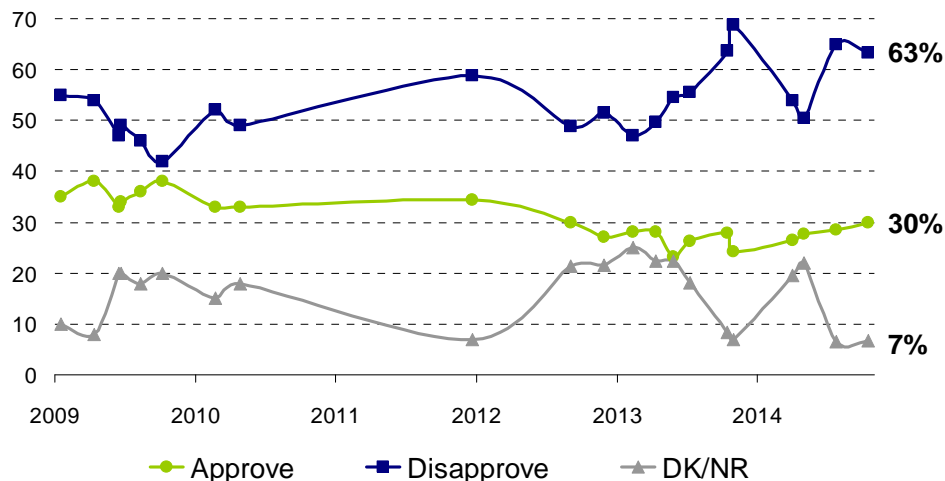
DK/NR Disapprove Approve

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BASE: Canadians; October 10-15, 2014 (n=1,671), MOE +/- 2.4%, 19 times out of 20

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?

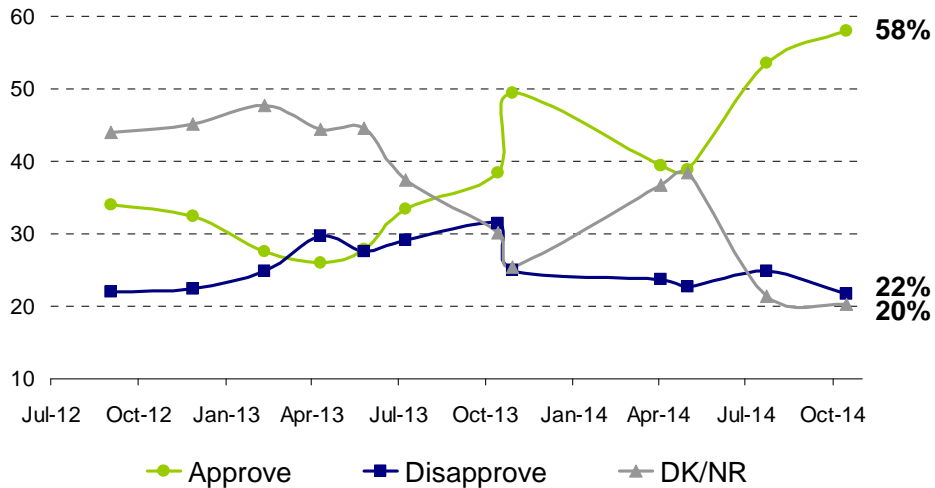


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BASE: Canadians; October 10-15, 2014 (n=1,671), MOE +/- 2.4%, 19 times out of 20

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?

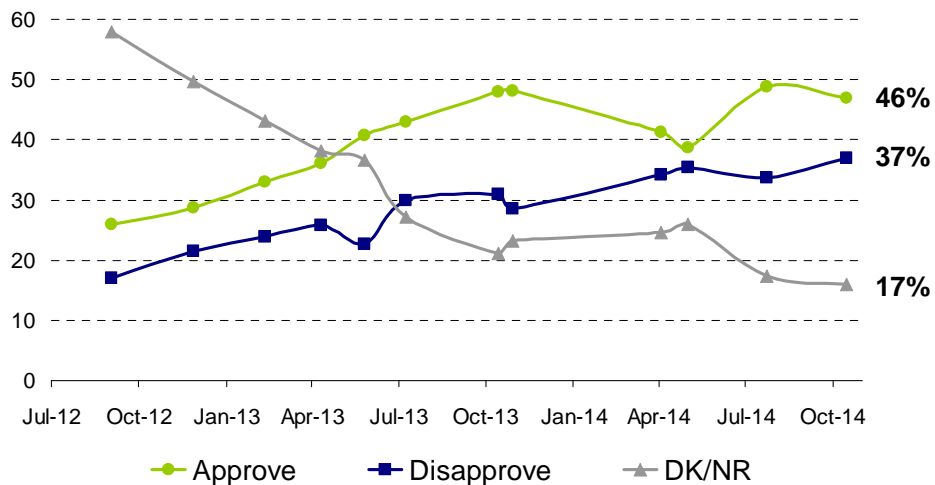


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BASE: Canadians; October 10-15, 2014 (n=1,671), MOE +/- 2.4%, 19 times out of 20

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?



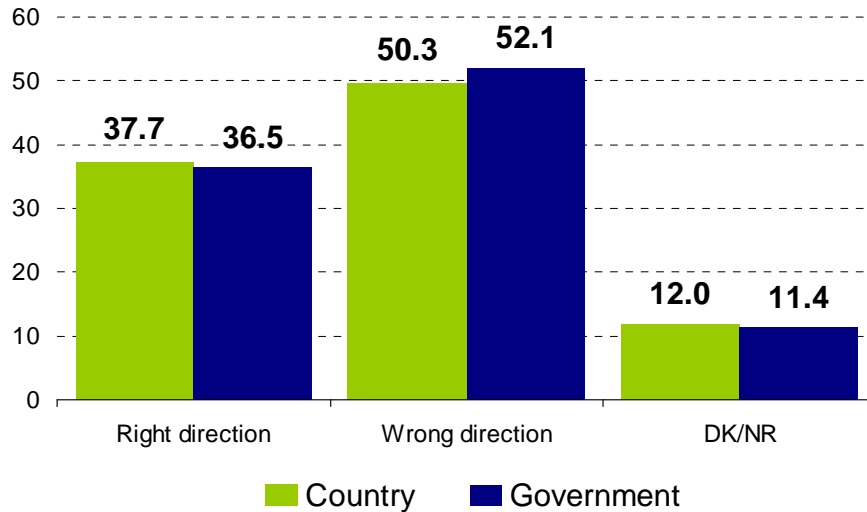
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BASE: Canadians; October 10-15, 2014 (n=1,671), MOE +/- 2.4%, 19 times out of 20

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?

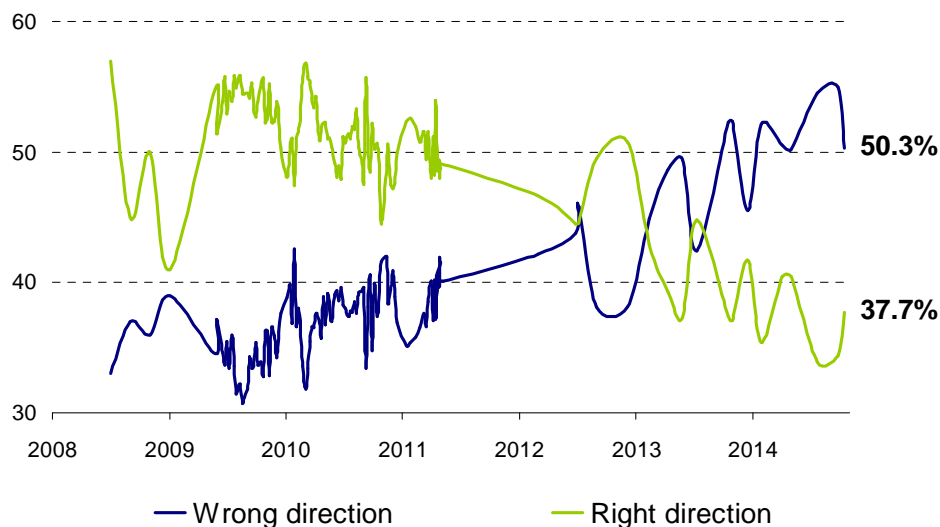


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BASE: Canadians (half-sample); October 10-15, 2014 (n=832/839), MOE +/- 3.4%, 19 times out of 20

Direction of country

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

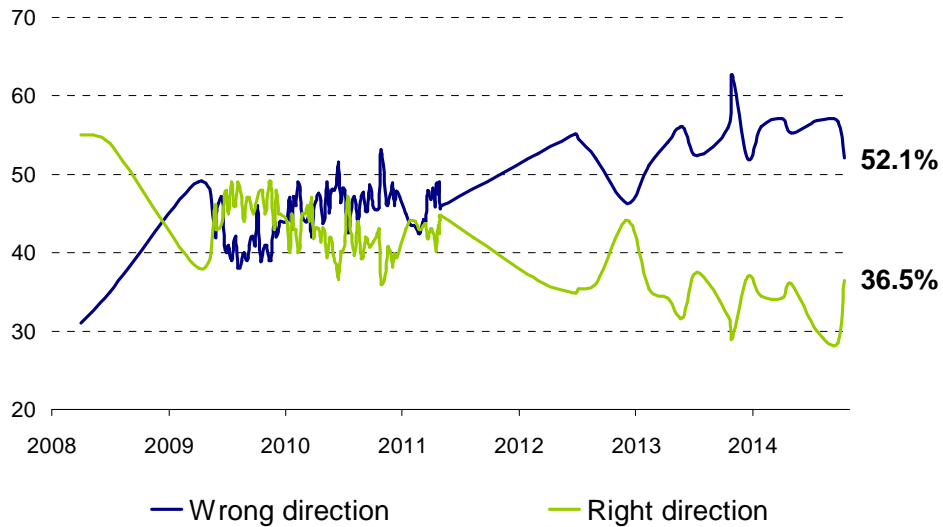


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BASE: Canadians (half-sample); October 10-15, 2014 (n=832), MOE +/- 3.4%, 19 times out of 20

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); October 10-15, 2014 (n=839), MOE +/- 3.4%, 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	38.5%	26.4%	25.0%	5.7%	3.1%	1.3%	1493	2.5
REGION								
British Columbia + Territories	36.1%	19.5%	30.0%	11.6%	–	2.8%	140	8.3
Alberta	27.9%	42.7%	12.3%	13.5%	–	3.6%	103	9.7
Saskatchewan	16.7%	47.8%	35.5%	0.0%	–	0.0%	38	15.9
Manitoba	42.9%	11.5%	41.6%	4.0%	–	0.0%	31	17.6
Ontario	48.8%	31.5%	16.4%	2.7%	–	0.7%	447	4.6
Quebec	29.0%	14.3%	38.8%	4.0%	12.6%	1.2%	640	3.9
Atlantic Canada	43.0%	23.0%	24.9%	9.1%	–	0.0%	94	10.1
GENDER								
Male	37.7%	30.6%	20.8%	5.9%	3.3%	1.7%	722	3.7
Female	39.5%	22.1%	29.2%	5.6%	2.8%	0.8%	766	3.5
AGE								
<45	39.6%	18.4%	27.6%	9.0%	3.3%	2.1%	556	4.2
45-64	38.1%	30.7%	24.5%	3.2%	2.7%	0.7%	555	4.2
65+	38.3%	35.6%	20.9%	2.9%	2.1%	0.2%	325	5.4
EDUCATION								
High school or less	35.6%	29.3%	26.6%	6.7%	1.9%	0.0%	240	6.3
College or CEGEP	38.6%	28.4%	23.1%	5.0%	2.9%	2.1%	595	4.0
University or higher	41.0%	21.8%	26.2%	5.7%	4.1%	1.2%	645	3.9
COUNTRY OF BIRTH								
Not born in Canada	47.3%	22.7%	15.0%	12.6%	1.8%	0.6%	164	7.7
Parent(s) not born in Canada	42.0%	27.9%	24.8%	2.5%	0.0%	2.8%	278	5.9
Both parents born in Canada	35.8%	26.5%	27.1%	5.5%	4.3%	0.9%	1046	3.0

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	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	18.7%	8.1%	28.8%	14.8%	3.2%	3.7%	22.7%	1557	2.5
REGION									
British Columbia + Territories	24.4%	6.5%	24.5%	26.4%	0.0%	2.1%	16.2%	144	8.2
Alberta	9.7%	6.3%	30.7%	10.9%	0.0%	8.4%	34.0%	104	9.6
Saskatchewan	30.2%	2.4%	27.7%	10.8%	0.0%	2.3%	26.6%	39	15.7
Manitoba	15.1%	17.5%	16.0%	20.5%	0.0%	0.0%	30.8%	33	17.1
Ontario	17.8%	10.1%	31.4%	14.6%	0.0%	4.0%	22.1%	461	4.6
Quebec	19.9%	4.9%	27.1%	11.7%	12.8%	2.8%	20.8%	675	3.8
Atlantic Canada	19.0%	13.0%	31.4%	11.3%	0.0%	2.8%	22.4%	101	9.8
GENDER									
Male	18.5%	8.6%	31.0%	14.5%	2.9%	5.2%	19.4%	737	3.6
Female	19.0%	7.7%	26.9%	14.8%	3.4%	2.3%	25.9%	814	3.4
AGE									
<45	19.7%	8.3%	30.6%	15.5%	3.6%	3.5%	18.8%	578	4.1
45-64	18.3%	8.8%	27.3%	14.2%	2.7%	4.6%	24.2%	582	4.1
65+	18.8%	7.1%	29.6%	13.1%	2.9%	0.9%	27.6%	335	5.4
EDUCATION									
High school or less	20.3%	8.2%	25.8%	13.9%	1.9%	3.6%	26.2%	257	6.1
College or CEGEP	16.1%	9.7%	29.7%	13.6%	3.6%	4.5%	22.8%	624	3.9
University or higher	20.5%	6.4%	30.9%	16.3%	3.9%	2.7%	19.3%	662	3.8
COUNTRY OF BIRTH									
Not born in Canada	16.1%	12.6%	36.3%	9.3%	1.5%	1.7%	22.5%	169	7.5
Parent(s) not born in Canada	22.6%	8.7%	26.3%	20.2%	1.1%	2.8%	18.3%	284	5.8
Both parents born in Canada	18.1%	7.2%	28.3%	14.0%	4.2%	4.2%	23.9%	1096	3.0
VOTE INTENTION									
Liberal Party	–	14.5%	54.1%	16.1%	1.0%	1.0%	13.3%	548	4.2
Conservative Party	23.3%	–	16.5%	9.1%	0.8%	9.2%	41.1%	367	5.1
NDP	43.8%	8.5%	–	24.4%	9.4%	2.3%	11.5%	407	4.9
Green Party	30.0%	4.3%	53.6%	–	3.6%	3.5%	4.9%	76	11.2
Bloc Québécois	3.1%	5.5%	43.0%	17.0%	–	3.1%	28.4%	77	11.2

Approval Rating – Stephen Harper

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

Stephen Harper, Prime Minister and leader of the Conservative Party of Canada

	Approve	Disapprove	Don't know	No response	Sample Size	Margin of Error (+/-)
NATIONALLY	29.9%	63.3%	4.4%	2.4%	1671	2.4
REGION						
British Columbia + Territories	20.3%	69.2%	8.6%	1.8%	159	7.8
Alberta	49.0%	44.3%	5.6%	1.1%	115	9.1
Saskatchewan	45.4%	54.6%	0.0%	0.0%	41	15.3
Manitoba	33.0%	63.9%	1.7%	1.3%	41	15.3
Ontario	33.7%	60.7%	3.1%	2.5%	487	4.4
Quebec	19.5%	72.3%	5.1%	3.1%	721	3.7
Atlantic Canada	26.5%	67.0%	2.7%	3.8%	107	9.5
GENDER						
Male	34.3%	60.4%	3.9%	1.3%	785	3.5
Female	25.8%	66.0%	4.9%	3.3%	879	3.3
AGE						
<45	27.8%	67.0%	3.7%	1.4%	619	3.9
45-64	31.0%	60.6%	5.2%	3.2%	627	3.9
65+	33.4%	60.7%	3.6%	2.4%	355	5.2
EDUCATION						
High school or less	33.7%	56.0%	6.2%	4.1%	288	5.8
College or CEGEP	32.2%	62.0%	3.9%	1.9%	661	3.8
University or higher	24.0%	71.8%	3.1%	1.2%	706	3.7
COUNTRY OF BIRTH						
Not born in Canada	36.9%	57.5%	3.7%	2.0%	183	7.2
Parent(s) not born in Canada	31.1%	61.4%	6.2%	1.3%	303	5.6
Both parents born in Canada	28.3%	65.3%	3.9%	2.6%	1176	2.9
CURRENT VOTE INTENTION						
Liberal Party	11.1%	84.7%	2.4%	1.8%	548	4.2
Conservative Party	88.2%	8.7%	1.9%	1.3%	367	5.1
NDP	6.6%	87.4%	3.8%	2.2%	407	4.9
Green Party	19.0%	77.9%	2.4%	0.7%	76	11.2
Bloc Québécois	6.5%	86.8%	6.6%	0.0%	77	11.2

Approval Rating – Thomas Mulcair

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

Thomas Mulcair, leader of the Official Opposition and leader of the New Democratic Party of Canada

	Approve	Disapprove	Don't know	No response	Sample Size	Margin of Error (+/-)
NATIONALLY	58.0%	21.7%	17.5%	2.8%	1671	2.4
REGION						
British Columbia + Territories	54.3%	27.2%	17.6%	0.9%	159	7.8
Alberta	54.1%	25.3%	15.1%	5.4%	115	9.1
Saskatchewan	59.7%	25.9%	14.4%	0.0%	41	15.3
Manitoba	52.7%	16.4%	28.0%	2.9%	41	15.3
Ontario	53.2%	25.5%	18.6%	2.7%	487	4.4
Quebec	70.1%	13.3%	13.8%	2.9%	721	3.7
Atlantic Canada	56.8%	15.4%	23.8%	4.0%	107	9.5
GENDER						
Male	60.8%	25.7%	11.7%	1.8%	785	3.5
Female	55.4%	17.8%	23.1%	3.6%	879	3.3
AGE						
<45	57.1%	21.4%	18.8%	2.7%	619	3.9
45-64	56.4%	22.3%	18.2%	3.1%	627	3.9
65+	63.5%	22.2%	12.9%	1.5%	355	5.2
EDUCATION						
High school or less	54.4%	22.6%	20.6%	2.4%	288	5.8
College or CEGEP	53.5%	23.2%	19.5%	3.8%	661	3.8
University or higher	66.6%	19.5%	12.1%	1.8%	706	3.7
COUNTRY OF BIRTH						
Not born in Canada	62.2%	18.1%	16.3%	3.4%	183	7.2
Parent(s) not born in Canada	54.1%	26.4%	17.6%	2.0%	303	5.6
Both parents born in Canada	58.9%	20.9%	17.6%	2.5%	1176	2.9
CURRENT VOTE INTENTION						
Liberal Party	61.8%	17.2%	17.6%	3.4%	548	4.2
Conservative Party	34.3%	45.3%	18.0%	2.4%	367	5.1
NDP	87.2%	5.9%	6.7%	0.2%	407	4.9
Green Party	78.5%	13.0%	7.8%	0.7%	76	11.2
Bloc Québécois	57.1%	22.7%	17.9%	2.3%	77	11.2

Approval Rating – Justin Trudeau

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

Justin Trudeau, leader of the Liberal Party of Canada

	Approve	Disapprove	Don't know	No response	Sample Size	Margin of Error (+/-)
NATIONALLY	46.1%	37.1%	14.3%	2.5%	1671	2.4
REGION						
British Columbia + Territories	42.8%	34.3%	20.3%	2.6%	159	7.8
Alberta	36.7%	44.5%	17.8%	1.1%	115	9.1
Saskatchewan	41.8%	45.0%	13.3%	0.0%	41	15.3
Manitoba	43.9%	12.3%	36.9%	6.8%	41	15.3
Ontario	50.2%	38.4%	9.3%	2.1%	487	4.4
Quebec	43.2%	36.9%	15.8%	4.0%	721	3.7
Atlantic Canada	56.9%	33.4%	8.9%	0.9%	107	9.5
GENDER						
Male	46.0%	38.3%	13.7%	2.0%	785	3.5
Female	46.3%	35.8%	14.9%	3.0%	879	3.3
AGE						
<45	51.2%	32.2%	14.8%	1.9%	619	3.9
45-64	45.4%	38.5%	12.9%	3.1%	627	3.9
65+	37.8%	44.2%	15.8%	2.2%	355	5.2
EDUCATION						
High school or less	43.4%	36.6%	16.8%	3.2%	288	5.8
College or CEGEP	45.0%	39.3%	13.7%	2.0%	661	3.8
University or higher	50.2%	34.8%	12.5%	2.4%	706	3.7
COUNTRY OF BIRTH						
Not born in Canada	60.8%	29.3%	7.9%	2.1%	183	7.2
Parent(s) not born in Canada	44.0%	38.2%	15.8%	2.0%	303	5.6
Both parents born in Canada	44.2%	38.3%	14.9%	2.6%	1176	2.9
CURRENT VOTE INTENTION						
Liberal Party	84.8%	6.7%	7.7%	0.7%	548	4.2
Conservative Party	11.3%	80.0%	7.4%	1.3%	367	5.1
NDP	35.6%	41.4%	18.6%	4.4%	407	4.9
Green Party	52.5%	30.6%	15.2%	1.7%	76	11.2
Bloc Québécois	16.3%	65.3%	17.3%	1.1%	77	11.2

Approval Rating – Mario Beaulieu

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

Mario Beaulieu, leader of the Bloc Québécois

	Approve	Disapprove	Don't know	No response	Sample Size	Margin of Error (+/-)
NATIONALLY	11.7%	47.6%	31.7%	9.0%	721	3.7
GENDER						
Male	9.8%	56.0%	26.3%	7.9%	333	5.4
Female	12.9%	41.7%	35.8%	9.6%	385	5.0
AGE						
<45	16.7%	42.3%	37.0%	4.1%	220	6.6
45-64	10.0%	49.5%	32.7%	7.9%	277	5.9
65+	6.0%	54.2%	26.1%	13.7%	196	7.0
EDUCATION						
High school or less	14.0%	35.3%	32.2%	18.5%	83	10.8
College or CEGEP	13.6%	44.0%	33.8%	8.6%	244	6.3
University or higher	9.7%	55.1%	29.8%	5.3%	389	5.0
COUNTRY OF BIRTH						
Not born in Canada	2.3%	46.8%	38.4%	12.4%	68	11.9
Parent(s) not born in Canada	4.5%	49.5%	32.2%	13.7%	72	11.6
Both parents born in Canada	13.8%	47.7%	30.7%	7.7%	579	4.1
CURRENT VOTE INTENTION						
Liberal Party	2.3%	57.9%	29.0%	10.8%	194	7.0
Conservative Party	2.0%	69.5%	19.2%	9.3%	97	10.0
NDP	9.1%	46.2%	37.7%	7.0%	236	6.4
Green Party	20.8%	40.7%	34.6%	3.9%	28	18.5
Bloc Québécois	53.9%	15.3%	27.4%	3.4%	77	11.2

Prediction for Next Federal Election (1/2)

Q. Regardless of your current choice, which party do you think will win the next federal election?

	Liberal Party	Conservative Party	New Democratic Party	Other	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	48.7%	29.5%	4.3%	0.3%	17.2%	1671	2.4
REGION							
British Columbia	49.8%	31.8%	6.4%	0.0%	12.0%	159	7.8
Alberta	32.1%	50.5%	1.2%	1.4%	14.7%	115	9.1
Saskatchewan	40.6%	36.9%	4.9%	0.0%	17.7%	41	15.3
Manitoba	54.0%	30.3%	5.7%	0.0%	10.0%	41	15.3
Ontario	50.9%	29.7%	1.7%	0.2%	17.5%	487	4.4
Quebec	49.1%	20.7%	7.8%	0.3%	22.1%	721	3.7
Atlantic Canada	59.4%	19.4%	6.2%	0.0%	15.0%	107	9.5
GENDER							
Male	50.3%	32.8%	3.7%	0.2%	13.1%	785	3.5
Female	47.6%	26.3%	4.9%	0.3%	21.0%	879	3.3
AGE							
<45	54.8%	27.2%	4.8%	0.4%	12.7%	619	3.9
45-64	46.7%	29.0%	3.9%	0.2%	20.2%	627	3.9
65+	41.0%	35.3%	4.3%	0.0%	19.5%	355	5.2
EDUCATION							
High school or less	42.5%	34.1%	6.3%	0.2%	16.9%	288	5.8
College or CEGEP	49.2%	28.7%	4.3%	0.5%	17.3%	661	3.8
University or higher	54.7%	25.6%	2.6%	0.0%	17.0%	706	3.7
COUNTRY OF BIRTH							
Not born in Canada	49.7%	31.0%	2.1%	0.0%	17.1%	183	7.2
Parent(s) not born in Canada	47.8%	32.5%	3.2%	0.3%	16.2%	303	5.6
Both parents born in Canada	49.1%	28.2%	5.1%	0.3%	17.2%	1176	2.9
CURRENT VOTE INTENTION							
Liberal Party	77.0%	8.6%	1.1%	0.0%	13.3%	548	4.2
Conservative Party	14.9%	72.9%	1.5%	0.0%	10.8%	367	5.1
NDP	51.3%	21.9%	11.4%	0.0%	15.4%	407	4.9
Green Party	47.3%	27.2%	7.7%	0.0%	17.8%	76	11.2
Bloc Québécois	36.1%	25.0%	8.9%	1.8%	28.3%	77	11.2

Prediction for Next Federal Election (2/2)

Q. [IF VALID RESPONSE] And do you think this will be a minority or a majority government?

	Minority	Majority	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	56.9%	34.7%	8.4%	1358	2.7
REGION					
British Columbia	63.7%	30.1%	6.2%	135	8.4
Alberta	55.6%	37.4%	7.1%	97	10.0
Saskatchewan	44.4%	43.0%	12.6%	33	17.1
Manitoba	60.1%	19.9%	19.9%	35	16.6
Ontario	57.8%	34.4%	7.8%	400	4.9
Quebec	55.6%	36.0%	8.5%	565	4.1
Atlantic Canada	48.8%	42.0%	9.3%	93	10.2
GENDER					
Male	57.1%	36.6%	6.3%	673	3.8
Female	56.7%	32.8%	10.6%	680	3.8
AGE					
<45	61.4%	31.5%	7.1%	534	4.2
45-64	53.0%	36.7%	10.2%	491	4.4
65+	56.7%	36.1%	7.2%	282	5.8
EDUCATION					
High school or less	56.1%	34.0%	9.9%	234	6.4
College or CEGEP	55.3%	37.2%	7.5%	538	4.2
University or higher	59.6%	32.4%	8.1%	574	4.1
COUNTRY OF BIRTH					
Not born in Canada	49.3%	45.1%	5.6%	150	8.0
Parent(s) not born in Canada	57.1%	33.6%	9.3%	246	6.3
Both parents born in Canada	58.3%	33.3%	8.4%	957	3.2
CURRENT VOTE INTENTION					
Liberal Party	55.2%	35.3%	9.5%	471	4.5
Conservative Party	49.5%	45.0%	5.5%	324	5.4
NDP	72.8%	19.3%	7.9%	336	5.4
Green Party	44.7%	45.6%	9.7%	58	12.9
Bloc Québécois	52.3%	40.6%	7.1%	57	13.0

Prediction for Next Federal Election (Combined)

*Q. Regardless of your current choice, which party do you think will win the next federal election?
[IF VALID RESPONSE] And do you think this will be a minority or a majority government?*

	LPC Min.	LPC Maj.	CPC Min.	CPC Maj.	NDP Min.	NDP Maj.	Other	DK/ NR	Samp. Size	MOE (+/-)
NATIONALLY	15.8%	28.6%	12.1%	15.1%	0.8%	3.3%	0.2%	24.1%	1671	2.4
REGION										
British Columbia	14.4%	31.3%	10.4%	20.0%	1.7%	4.7%	0.0%	17.5%	159	7.8
Alberta	6.7%	24.7%	25.1%	20.0%	0.0%	1.2%	1.4%	20.7%	115	9.1
Saskatchewan	15.2%	15.0%	15.3%	21.6%	4.9%	0.0%	0.0%	28.1%	41	15.3
Manitoba	12.7%	39.8%	5.3%	10.1%	0.0%	4.2%	0.0%	27.9%	41	15.3
Ontario	15.5%	31.0%	12.8%	14.8%	0.0%	1.7%	0.2%	23.9%	487	4.4
Quebec	17.6%	26.7%	8.6%	11.3%	1.8%	5.3%	0.0%	28.7%	721	3.7
Atlantic Canada	29.4%	22.6%	6.2%	12.6%	0.0%	6.2%	0.0%	22.9%	107	9.5
GENDER										
Male	16.4%	30.7%	15.0%	15.7%	0.5%	3.1%	0.2%	18.5%	785	3.5
Female	15.3%	26.8%	9.4%	14.5%	1.2%	3.4%	0.1%	29.3%	879	3.3
AGE										
<45	16.1%	35.5%	10.5%	14.1%	0.9%	3.6%	0.4%	18.9%	619	3.9
45-64	16.4%	24.6%	12.1%	14.6%	0.8%	3.1%	0.0%	28.4%	627	3.9
65+	13.2%	24.3%	15.1%	18.3%	0.8%	3.1%	0.0%	25.3%	355	5.2
EDUCATION										
High school or less	12.4%	25.7%	14.3%	16.5%	1.6%	4.4%	0.0%	25.1%	288	5.8
College or CEGEP	17.5%	27.1%	12.9%	14.4%	0.4%	3.9%	0.4%	23.5%	661	3.8
University or higher	17.0%	33.5%	9.2%	14.2%	0.6%	1.8%	0.0%	23.7%	706	3.7
COUNTRY OF BIRTH										
Not born in Canada	23.5%	22.9%	13.5%	16.2%	0.5%	1.7%	0.0%	21.8%	183	7.2
Parent(s) not born in Canada	13.6%	28.4%	14.6%	16.3%	0.0%	2.9%	0.3%	24.0%	303	5.6
Both parents born in Canada	15.3%	29.9%	11.1%	14.5%	1.2%	3.8%	0.2%	24.1%	1176	2.9
CURRENT VOTE INTENTION										
Liberal Party	28.7%	40.6%	1.5%	6.6%	0.4%	0.7%	0.0%	21.5%	548	4.2
Conservative Party	3.3%	11.2%	36.8%	31.4%	0.0%	1.5%	0.0%	15.7%	367	5.1
NDP	10.9%	36.3%	3.2%	17.0%	2.2%	8.2%	0.0%	22.1%	407	4.9
Green Party	17.7%	22.7%	17.4%	8.7%	2.5%	5.3%	0.0%	25.8%	76	11.2
Bloc Québécois	19.2%	13.6%	9.0%	16.0%	1.0%	7.9%	0.0%	33.4%	77	11.2

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	37.7%	50.3%	12.0%	832	3.4
REGION					
British Columbia + Territories	24.6%	65.7%	9.7%	76	11.2
Alberta	42.6%	47.2%	10.2%	54	13.3
Saskatchewan	53.8%	26.0%	20.2%	22	20.9
Manitoba	52.5%	25.6%	21.9%	22	20.9
Ontario	43.2%	47.3%	9.5%	238	6.4
Quebec	29.6%	57.9%	12.5%	362	5.2
Atlantic Canada	38.9%	41.4%	19.7%	58	12.9
GENDER					
Male	40.3%	51.3%	8.4%	390	5.0
Female	35.6%	48.8%	15.6%	437	4.7
AGE					
<45	37.4%	52.8%	9.8%	301	5.7
45-64	38.9%	48.3%	12.8%	330	5.4
65+	38.9%	51.0%	10.0%	173	7.5
EDUCATION					
High school or less	37.8%	44.4%	17.8%	150	8.0
College or CEGEP	40.2%	50.7%	9.1%	327	5.4
University or higher	35.1%	55.9%	9.0%	348	5.3
COUNTRY OF BIRTH					
Not born in Canada	41.8%	51.9%	6.3%	81	10.9
Parent(s) not born in Canada	31.1%	55.2%	13.6%	146	8.1
Both parents born in Canada	39.0%	48.5%	12.5%	599	4.0
CURRENT VOTE INTENTION					
Liberal Party	26.3%	61.7%	12.0%	283	5.8
Conservative Party	84.5%	9.2%	6.3%	172	7.5
NDP	22.0%	68.6%	9.4%	213	6.7
Green Party	10.7%	80.5%	8.8%	36	16.3
Bloc Québécois	9.8%	69.3%	20.9%	35	16.6

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	36.5%	52.1%	11.4%	839	3.4
REGION					
British Columbia + Territories	32.2%	56.5%	11.4%	83	10.8
Alberta	55.2%	31.5%	13.3%	61	12.6
Saskatchewan	51.2%	42.0%	6.8%	19	22.5
Manitoba	19.2%	55.8%	25.0%	19	22.5
Ontario	42.3%	49.2%	8.5%	249	6.2
Quebec	23.6%	62.6%	13.7%	359	5.2
Atlantic Canada	28.7%	58.0%	13.2%	49	14.0
GENDER					
Male	46.3%	47.1%	6.6%	395	4.9
Female	27.3%	56.8%	15.9%	442	4.7
AGE					
<45	32.9%	59.5%	7.6%	318	5.5
45-64	37.5%	47.2%	15.4%	297	5.7
65+	45.8%	42.8%	11.4%	182	7.3
EDUCATION					
High school or less	39.4%	49.2%	11.4%	138	8.3
College or CEGEP	37.7%	49.9%	12.4%	334	5.4
University or higher	32.4%	57.3%	10.2%	358	5.2
COUNTRY OF BIRTH					
Not born in Canada	52.3%	37.2%	10.6%	102	9.7
Parent(s) not born in Canada	32.3%	59.2%	8.5%	157	7.8
Both parents born in Canada	34.7%	53.3%	12.1%	577	4.1
CURRENT VOTE INTENTION					
Liberal Party	18.4%	71.5%	10.1%	265	6.0
Conservative Party	90.1%	3.8%	6.0%	195	7.0
NDP	12.0%	75.6%	12.4%	194	7.0
Green Party	39.4%	52.1%	8.5%	40	15.5
Bloc Québécois	8.9%	78.8%	12.3%	42	15.1

Methodology:

This study was conducted using EKOS' unique, hybrid online/telephone research panel, *Prob/i*. Our panel offers exhaustive coverage of the Canadian population (i.e., Internet, phone, cell phone), random recruitment (in other words, participants are recruited randomly, they do not opt themselves into our panel), and equal probability sampling. All respondents to our panel are recruited by telephone using random digit dialling and are confirmed by live interviewers. Unlike opt-in online panels, *Prob/i* supports margin of error estimates. We believe this to be the only probability-based online panel in Canada.

The field dates for this survey are October 10-15, 2014. In total, 1,671 Canadians aged 18 and over responded to the survey. Of these cases, 1,511 were collected online, while 160 were collected by computer assisted telephone interviews (CATI). The margin of error associated with the total sample is +/-2.4 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 to ensure the sample's composition reflects that of the actual population of Canada according to Census data.