



POLITICS

*i*POLITICS

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ONE YEAR OUT: WHERE DO CANADIANS STAND?

GOVERNMENT IS BACK

[Ottawa – October 24, 2016] The Liberals continue to defy the laws of political gravity. With the party at a staggering 47 points, the protracted honeymoon clearly signals something deeper than mere regime change. At 26 points, the Conservatives are still very much hanging around. While this may not seem terribly impressive on the surface, they retain a solid base, which is especially impressive given that they are operating under an interim leader. The NDP, however, looks to be in deep trouble – they have gone from clear contenders for government to being on the cusp of not securing official party status. The Green Party is looking good, but their future is ultimately connected to the debate over electoral reform and proportional representation.

Remarkably, the large demographic and regional fissures have diminished dramatically. The Liberal party enjoys relatively uniform support across age, gender, and educational boundaries. Notably, the party has surpassed the 50-point threshold with seniors, a mark that the Conservative Party has not been able to match in seven years. It is truly astonishing that this demographic, the erstwhile cornerstone of Conservative support, now sits decisively in the enemy camp. The Liberals also fare well across the country and lead everywhere except Alberta and Saskatchewan.

Outlook on direction of government has reached its highest level since we started tracking it nearly two decades ago, which is remarkable given the dismal economic outlook.¹ Fully two-thirds² of Canadians say the government is headed in the right direction. This high confidence is reflected in the stratospheric vote intention levels. A slightly lower proportion – 63 per cent – expresses similar views on the direction of the country itself. This somewhat lower figure on national direction probably reflects economic anxieties and, ultimately, the government's challenge will be to turn the economy around and restore share prosperity and growth.

¹ EKOS Research Associates, "*Bold is Back*", June 14, 2016. Available online at: <https://goo.gl/UuHmgf>

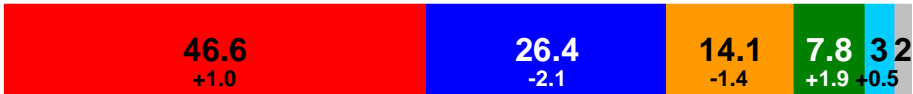
² Adjusted to exclude those who skipped the question

Federal vote intention

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

EKOS poll (October 2016)

(Change from previous poll below)



BASE: Canadians (online only); October 12-18, 2016, n=1,622, MOE +/- 2.4%, 19 times out of 20

EKOS Poll (July 2016)



BASE: Canadians; July 8-14, 2016, n=1,003, MOE +/- 3.1%, 19 times out of 20

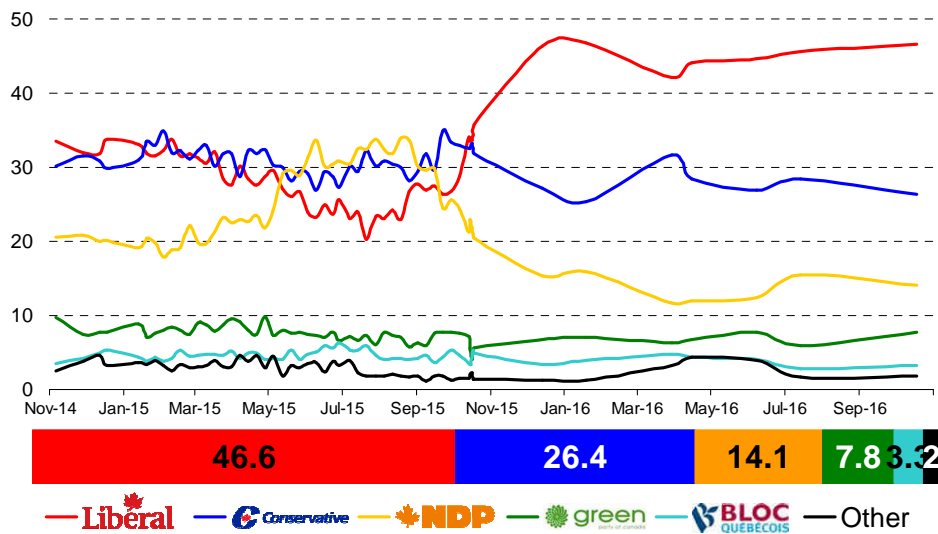
■ Liberal Party ■ Conservative Party ■ NDP ■ Green Party ■ Bloc Québécois ■ Other

Note: These figures are based on decided and leaning voters only; 11.5% of respondents say they are undecided, are ineligible to vote, or skipped the question.

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Tracking federal vote intention

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



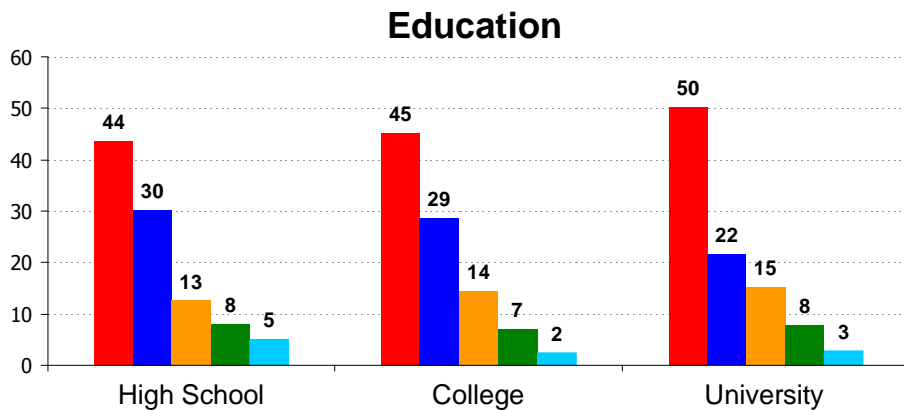
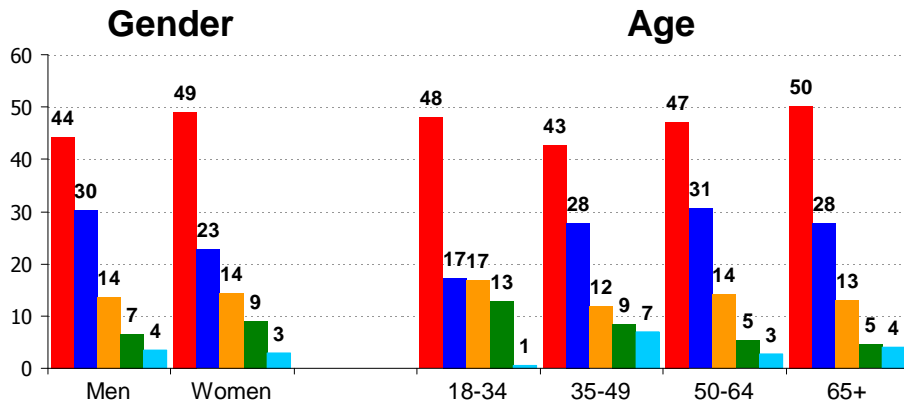
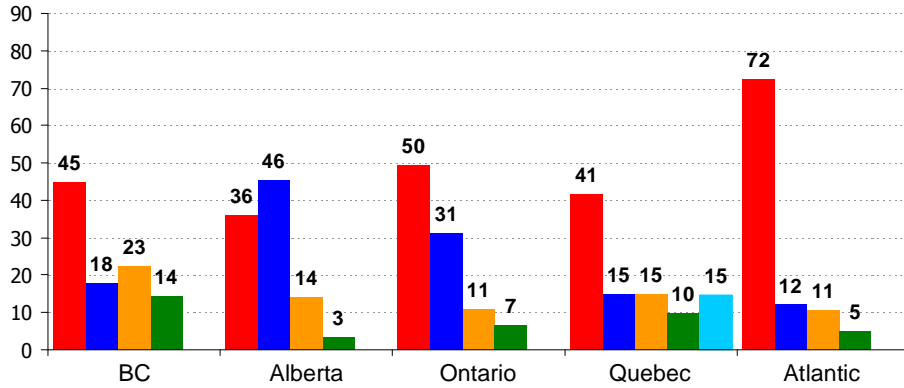
Note: These figures are based on decided and leaning voters only; 11.5% of respondents say they are undecided, are ineligible to vote, or skipped the question.

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BASE: Canadians (online only); October 12-18, 2016, n=1,622, MOE +/- 2.4%, 19 times out of 20

Vote intention by region & demographics

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

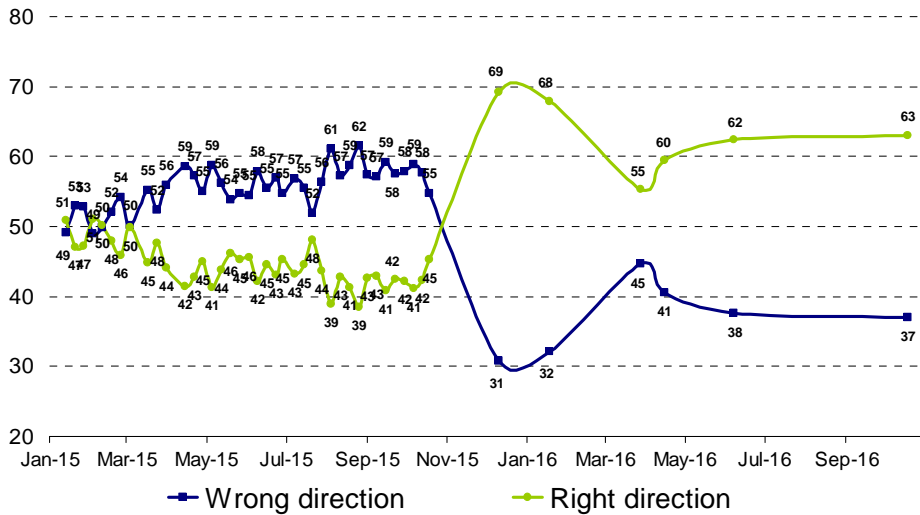


Liberal
 Conservative
 NDP
 Green
 BLOC QUÉBÉCOIS
 Other

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Direction of country*

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

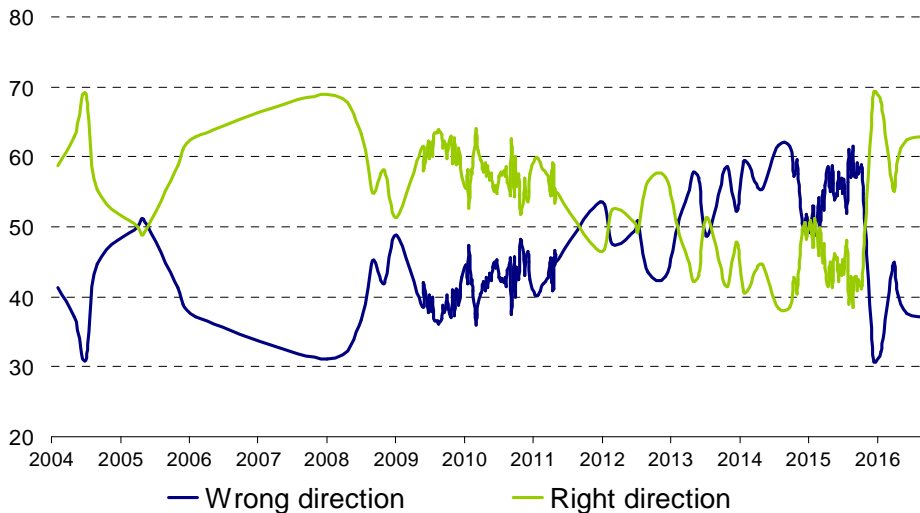


*Figures adjusted to exclude those who skipped the question.

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No reproduction without permission. BASE: Canadians (half-sample/online only); October 12-18, 2016, n=843, MOE +/- 3.4%, 19 times out of 20

Direction of country (long-term)*

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

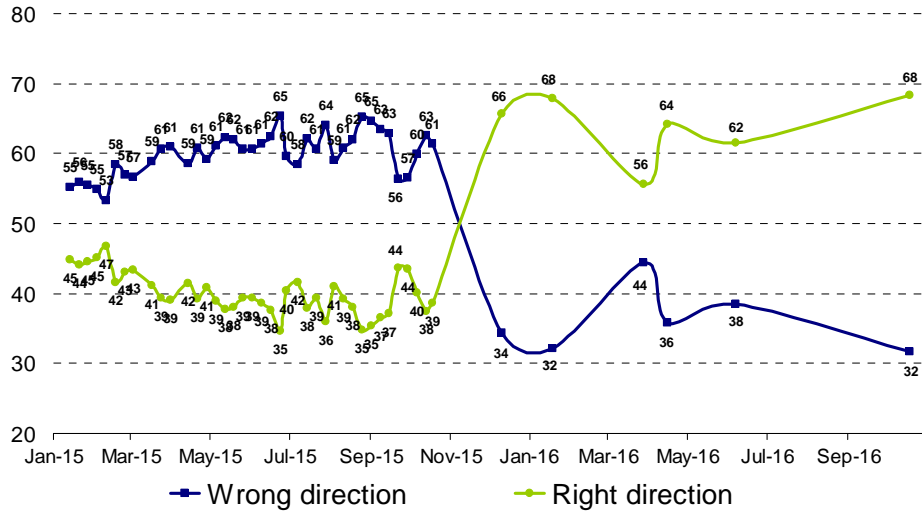


*Figures adjusted to exclude those who skipped the question.

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Direction of government*

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

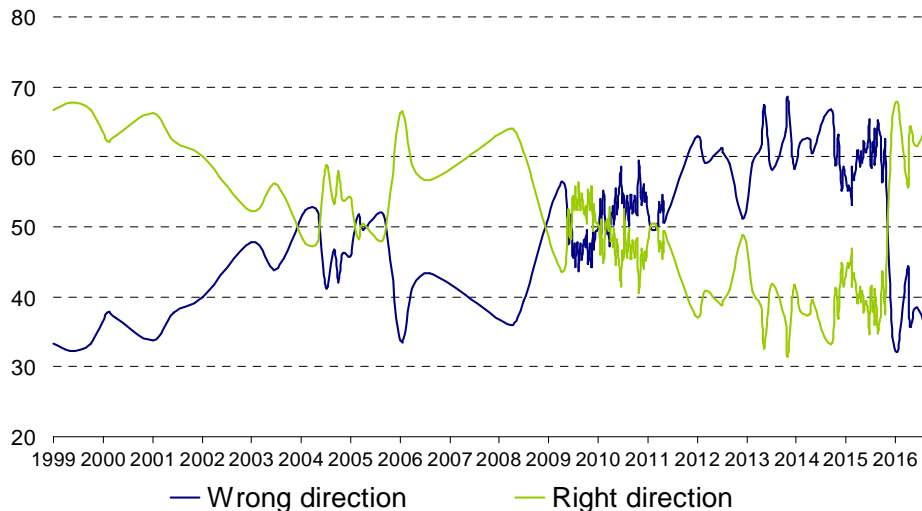


*Figures adjusted to exclude those who skipped the question.

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 No reproduction without permission. BASE: Canadians (half-sample/online only); October 12-18, 2016, n=779, MOE +/- 3.5%, 19 times out of 20

Direction of government (long-term)*

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



*Figures adjusted to exclude those who skipped the question.

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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	46.6%	26.4%	14.1%	7.8%	3.3%	1.8%	1454	2.6
REGION								
British Columbia	44.8%	17.7%	22.5%	14.4%	0.0%	0.5%	217	6.7
Alberta	36.2%	45.5%	14.2%	3.3%	0.0%	0.8%	168	7.6
Saskatchewan*	29.8%	48.6%	19.3%	2.3%	0.0%	0.0%	43	14.9
Manitoba*	49.7%	29.8%	11.2%	6.5%	0.0%	2.7%	65	12.2
Ontario	49.6%	31.3%	10.8%	6.6%	0.0%	1.6%	548	4.2
Quebec	41.4%	15.0%	14.9%	9.8%	14.7%	4.0%	329	5.4
Atlantic Canada	72.4%	12.2%	10.5%	4.8%	0.0%	0.0%	80	11.0
GENDER								
Male	44.3%	30.2%	13.6%	6.7%	3.6%	1.7%	764	3.6
Female	49.1%	22.7%	14.4%	9.0%	3.0%	1.9%	684	3.8
AGE								
<35	48.0%	17.3%	17.0%	12.9%	0.6%	4.3%	263	6.0
35-49	42.6%	27.8%	11.9%	8.5%	7.0%	2.1%	250	6.2
50-64	47.0%	30.6%	14.3%	5.3%	2.7%	0.1%	510	4.3
65+	50.3%	27.9%	13.2%	4.6%	4.0%	0.0%	377	5.1
EDUCATION								
High school or less	43.5%	30.1%	12.5%	8.0%	5.0%	0.9%	252	6.2
College or CEGEP	45.2%	28.7%	14.4%	7.1%	2.4%	2.2%	549	4.2
University or higher	50.3%	21.6%	15.1%	7.9%	2.9%	2.2%	635	3.9

*Results for Saskatchewan and Manitoba should be interpreted with caution due to the small sample sizes.

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	Don't know / No response	Sample Size	Margin of Error (+/-)
NATIONALLY	55.9%	32.8%	11.3%	843	3.4
REGION					
British Columbia	63.6%	26.8%	9.6%	119	9.0
Alberta	42.4%	46.2%	11.3%	97	10.0
Saskatchewan*	35.5%	44.1%	20.4%	17	23.8
Manitoba*	58.8%	28.5%	12.6%	40	15.5
Ontario	50.2%	39.1%	10.7%	321	5.5
Quebec	62.4%	23.4%	14.1%	204	6.9
Atlantic Canada	80.8%	16.5%	2.7%	40	15.5
GENDER					
Male	54.9%	36.9%	8.2%	446	4.6
Female	56.7%	29.2%	14.1%	394	4.9
AGE					
<35	54.4%	30.6%	15.0%	146	8.1
35-49	57.0%	33.5%	9.5%	154	7.9
50-64	55.3%	33.9%	10.8%	303	5.6
65+	61.0%	30.4%	8.5%	205	6.8
EDUCATION					
High school or less	50.8%	36.0%	13.2%	155	7.9
College or CEGEP	53.4%	34.2%	12.4%	319	5.5
University or higher	62.2%	29.4%	8.4%	355	5.2
CURRENT VOTE INTENTION					
Liberal Party	91.0%	4.2%	4.7%	338	5.3
Conservative Party	9.3%	82.3%	8.4%	216	6.7
NDP	60.6%	27.5%	11.9%	109	9.4
Green Party	44.3%	35.6%	20.1%	48	14.1
Bloc Québécois	47.6%	24.8%	27.5%	27	18.9

*Results for Saskatchewan and Manitoba should be interpreted with caution due to the small sample sizes.

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	Don't know / No response	Sample Size	Margin of Error (+/-)
NATIONALLY	59.3%	27.5%	13.2%	779	3.5
REGION					
British Columbia	62.3%	23.0%	14.7%	113	9.2
Alberta	42.8%	39.4%	17.9%	85	10.6
Saskatchewan*	46.4%	45.2%	8.4%	31	17.6
Manitoba*	57.8%	32.8%	9.4%	36	16.3
Ontario	61.0%	27.7%	11.3%	286	5.8
Quebec	60.6%	23.8%	15.7%	179	7.3
Atlantic Canada	70.5%	18.8%	10.7%	48	14.1
GENDER					
Male	57.9%	29.1%	12.9%	395	4.9
Female	61.1%	25.6%	13.3%	380	5.0
AGE					
<35	64.5%	22.9%	12.5%	149	8.0
35-49	56.0%	31.3%	12.7%	125	8.8
50-64	59.4%	28.0%	12.6%	272	5.9
65+	57.6%	26.3%	16.0%	205	6.8
EDUCATION					
High school or less	55.5%	27.5%	17.0%	139	8.3
College or CEGEP	55.8%	30.3%	13.9%	288	5.8
University or higher	65.7%	24.6%	9.7%	343	5.3
CURRENT VOTE INTENTION					
Liberal Party	88.3%	3.2%	8.6%	344	5.3
Conservative Party	11.0%	75.2%	13.7%	187	7.2
NDP	68.5%	17.8%	13.7%	93	10.2
Green Party	56.9%	33.8%	9.3%	51	13.7
Bloc Québécois	44.8%	40.7%	14.5%	20	21.9

*Results for Saskatchewan and Manitoba should be interpreted with caution due to the small sample sizes.

Methodology:

This survey was conducted using EKOS' unique, hybrid online/telephone research panel, *Prob/t*. 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/t* supports margin of error estimates. We believe this to be the only probability-based online panel in Canada

While panellists are randomly recruited, this survey was conducted **online only**, meaning that it excludes the roughly one in six Canadians who either can not or will not respond to surveys online. Results should therefore be considered representative of Canada's online population. The field dates for this survey are October 12-18, 2016. In total, a random sample of 1,622 Canadian adults aged 18 and over responded to the survey. 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 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.