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RACE TIGHTENS AS WE SEE SECURITY SHIFTS IN A MORE ANXIOUS PUBLIC?

[Ottawa – October 31, 2014] The impacts of the tragic deaths of two Canadian soldiers appear to be affecting the political landscape in highly significant fashion. While not entirely unexpected, the clarity and significance of the effects may be altering the political calculus around an early election.

From our latest poll, the following points are clear:

- 1) The race has tightened significantly with the Liberal lead now cut in half and the Conservative Party now clearly ahead of the NDP.
- 2) While his approval rating remains mired below 30 points, Mr. Harper has seen some softening of his disapproval, suggesting that some of those sitting in the disapproval camp are moving to “not sure”. Mr. Mulcair and Mr. Trudeau, meanwhile, have seen modest declines in their approval numbers.
- 3) Indicators of the relative salience of security over civil liberties show a clear rise in the security priority. It is not clear how stable this is and it is still well below level registered after September 11th but it does favour the Conservative Party.
- 4) Regional and demographic patterns show a much more favourable outlook for Stephen Harper (who leads throughout the west) and a narrowing of the large gap in Ontario. He has also regained the lead with seniors who were critical to his 2011 victory.

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.

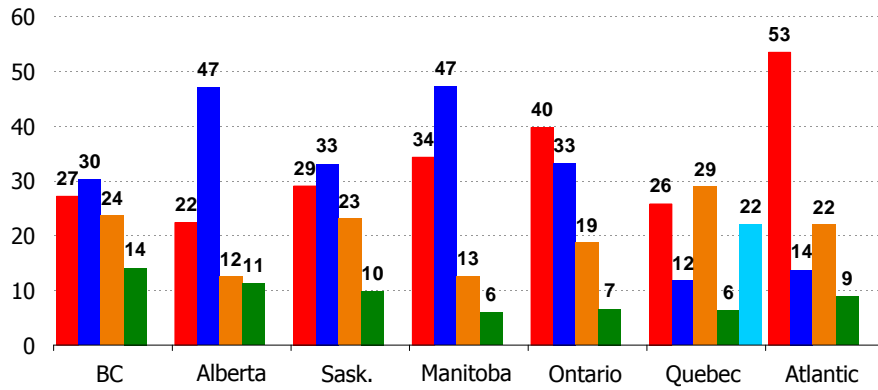
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BASE: Canadians; October 27-29, 2014 (n=1,628), MOE +/- 2.4%, 19 times out of 20

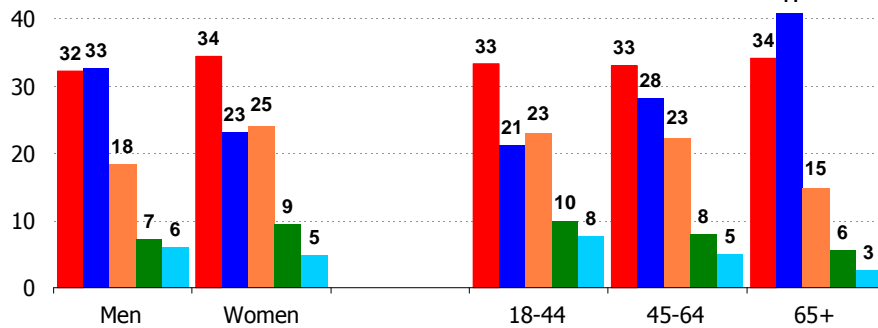
While too early to judge how stable these movements are, they alter the political calculus to make it somewhat more favourable to Stephen Harper. Whether these trends stabilize or strengthen will be extremely important to watch in coming weeks.

Vote intention by key demographics

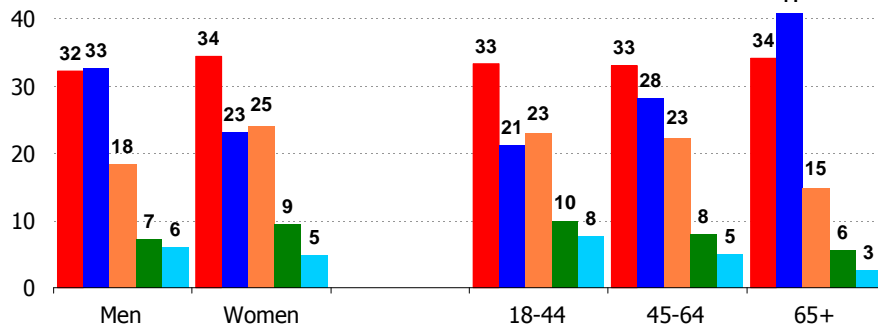
Q. If a federal election were held tomorrow, which party would you vote for?



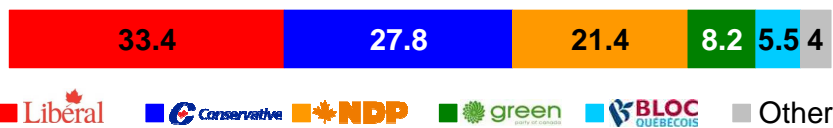
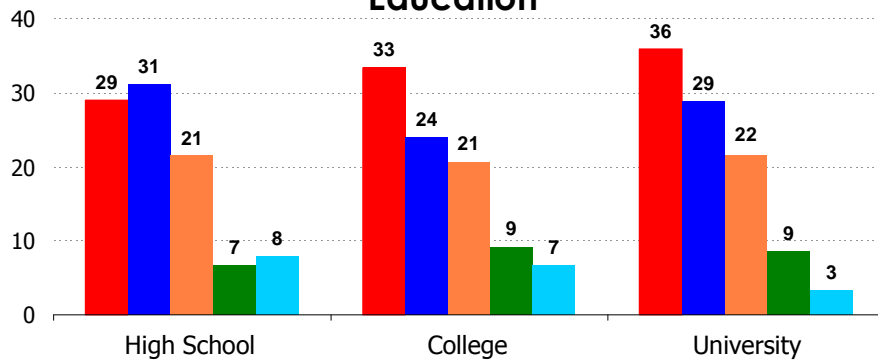
Gender



Age



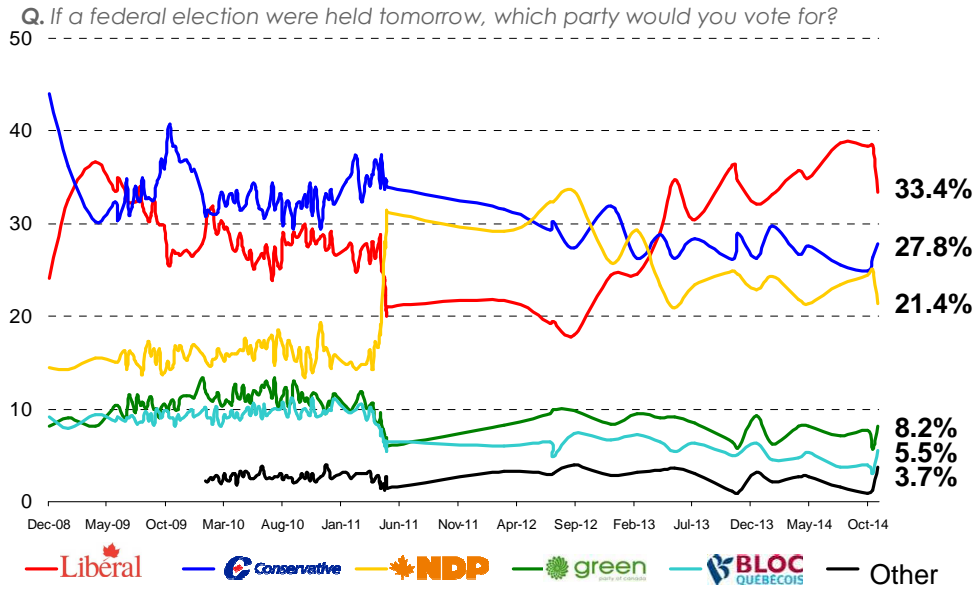
Education



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BASE: Canadians; October 27-29, 2014 (n=1,628), MOE +/- 2.4%, 19 times out of 20

Tracking federal vote intention



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

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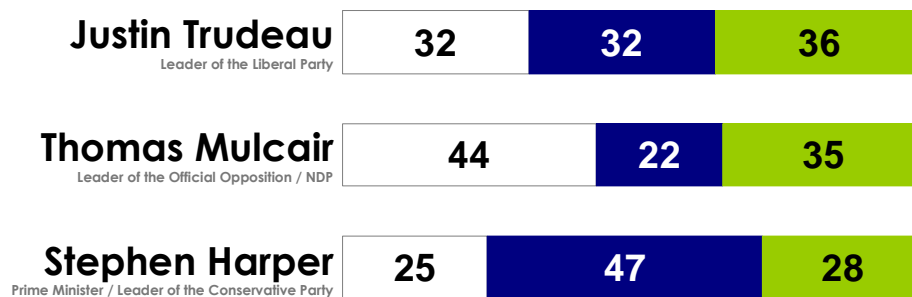
BASE: Canadians; October 27-29, 2014 (n=1,628), MOE +/- 2.4%, 19 times out of 20

Approval ratings and a note on mode effects

In our latest poll, we've updated our tracking on approval of each of the three federal leaders and we've noticed some subtle but important differences between the results from our *Probit*¹ surveys and our HD-IVR™ surveys. In short, approval ratings for the progressive leaders – Justin Trudeau and Thomas Mulcair – are consistently lower under HD-IVR™, while Stephen Harper's disapproval rating is also somewhat lower. In the coming days, we are going to be putting out a note on mode effects, which appear to be restricted to approval.

Job approval ratings

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



DK/NR Disapprove Approve

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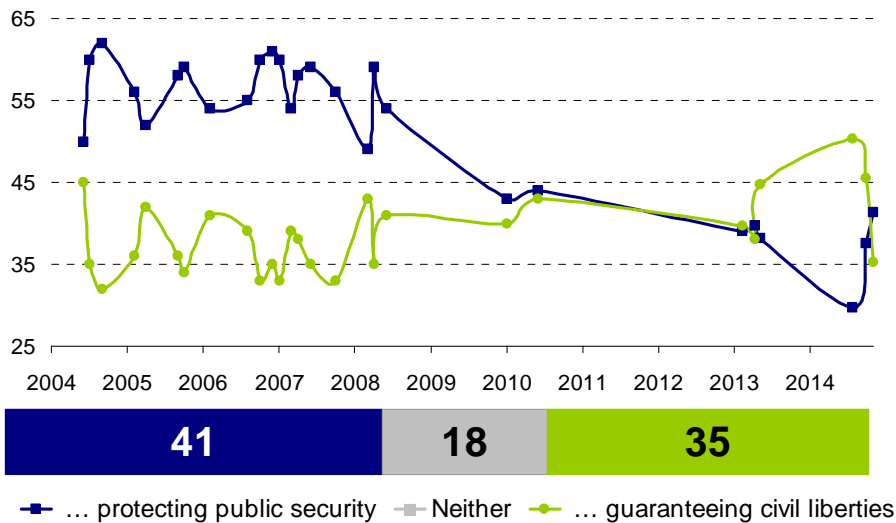
BASE: Canadians; October 27-29, 2014 (n=1,628), MOE +/- 2.4%, 19 times out of 20

¹ *Probit* is EKOS' unique, hybrid online-offline panel. This panel offers exhaustive coverage of the Canadian population (i.e., Internet, phone, cellphone), 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, *Probit* supports margin of error estimates.

Security vs. civil liberties:

Civil liberties versus public security

Q. Recognizing that both are important in today's world, which of the following do you feel the Government of Canada should place the most emphasis on **protecting public security** or **guaranteeing civil liberties**?

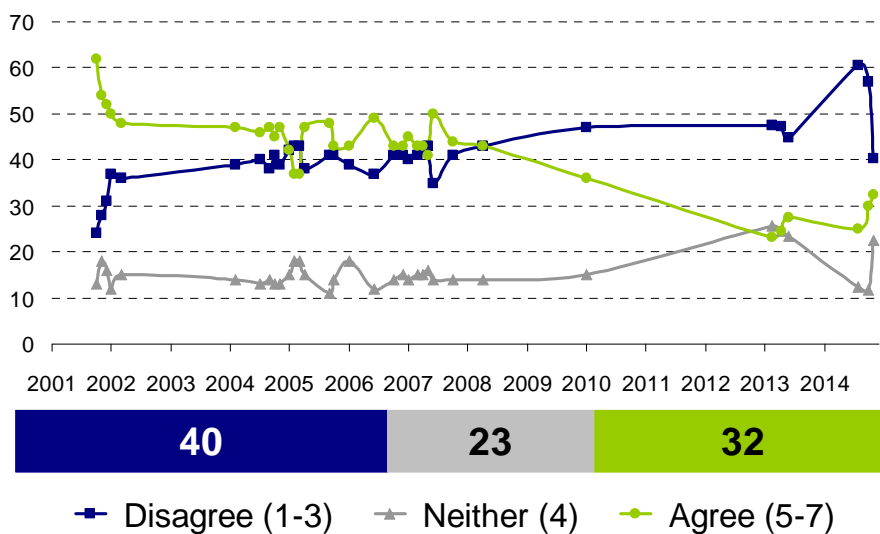


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BASE: Canadians; October 27-29, 2014 (n=1,628), MOE +/- 2.4%, 19 times out of 20

Additional powers for law enforcement

Q. To what extent do you agree or disagree with the following statement: police and intelligence agencies should have **more** powers to ensure security even if it means Canadians have to give up some personal privacy safeguards?



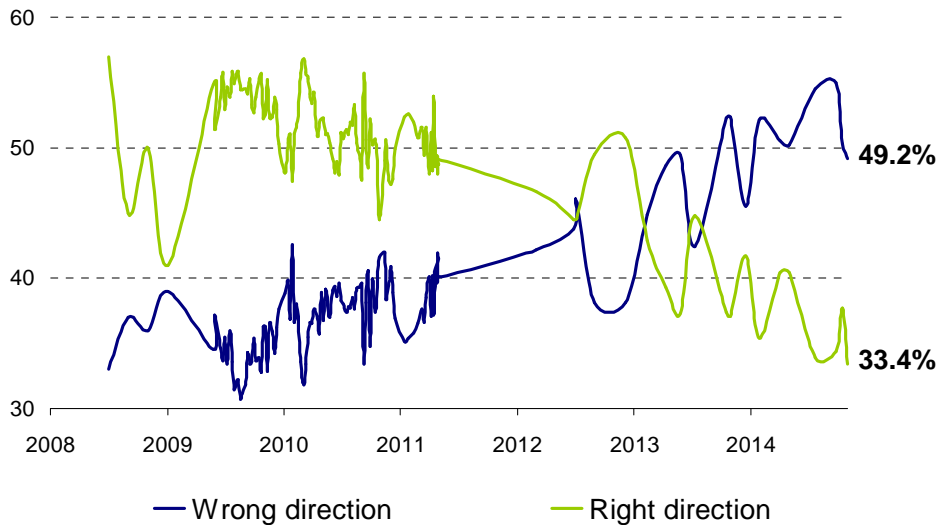
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BASE: Canadians; October 27-29, 2014 (n=1,628), MOE +/- 2.4%, 19 times out of 20

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?

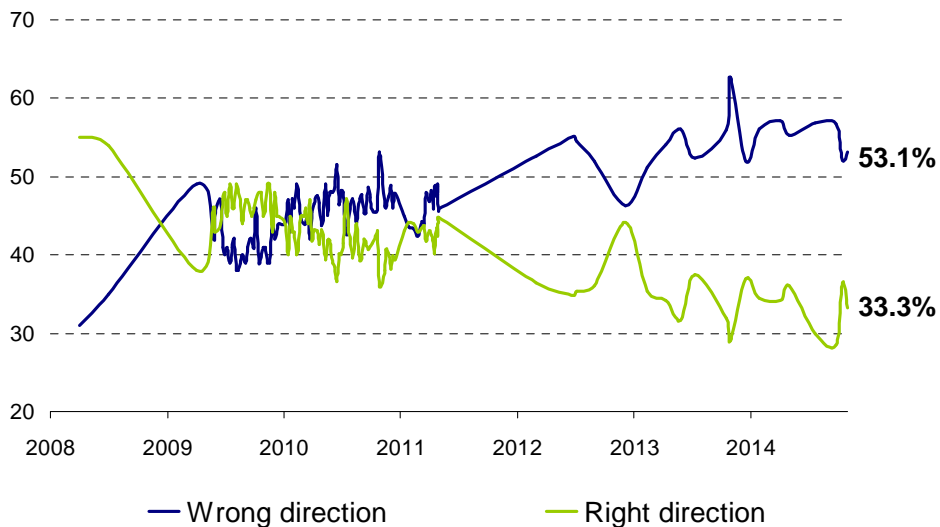


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BASE: Canadians (half-sample); October 27-29, 2014 (n=824), MOE +/- 3.4%, 19 times out of 20

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 27-29, 2014 (n=804), MOE +/- 3.5%, 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	33.4%	27.8%	21.4%	8.2%	5.5%	3.7%	1285	2.7
REGION								
British Columbia + Territories	27.2%	30.1%	23.5%	14.1%	0.0%	5.1%	181	7.3
Alberta	22.3%	47.0%	12.3%	11.2%	0.0%	7.2%	138	8.3
Saskatchewan	28.9%	33.0%	23.1%	9.8%	0.0%	5.2%	45	14.6
Manitoba	34.3%	47.1%	12.6%	6.0%	0.0%	0.0%	43	14.9
Ontario	39.7%	33.3%	18.6%	6.6%	0.0%	1.8%	488	4.4
Quebec	25.8%	11.7%	28.8%	6.2%	22.1%	5.4%	313	5.5
Atlantic Canada	53.4%	13.7%	21.8%	8.8%	0.0%	2.2%	77	11.2
GENDER								
Male	32.2%	32.6%	18.3%	7.2%	6.1%	3.7%	614	4.0
Female	34.4%	23.0%	24.6%	9.4%	4.8%	3.7%	659	3.8
AGE								
<45	33.2%	21.1%	23.2%	10.0%	7.6%	4.9%	211	6.8
45-64	33.0%	28.2%	22.6%	7.9%	4.9%	3.4%	501	4.4
65+	34.1%	40.7%	15.0%	5.5%	2.6%	2.1%	566	4.1
EDUCATION								
High school or less	29.0%	31.1%	21.4%	6.7%	7.9%	4.0%	341	5.3
College or CEGEP	33.3%	23.9%	20.7%	9.2%	6.7%	6.2%	425	4.8
University or higher	35.9%	28.8%	21.9%	8.5%	3.3%	1.7%	509	4.3

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	27.8%	47.4%	18.7%	6.1%	1628	2.4
REGION						
British Columbia + Territories	24.7%	51.7%	16.6%	7.0%	223	6.6
Alberta	36.1%	30.9%	26.0%	7.0%	184	7.2
Saskatchewan	28.1%	41.3%	15.4%	15.2%	67	12.0
Manitoba	53.0%	32.6%	10.2%	4.2%	62	12.5
Ontario	34.9%	42.5%	17.1%	5.5%	593	4.0
Quebec	16.5%	57.8%	20.5%	5.2%	390	5.0
Atlantic Canada	9.1%	65.3%	20.4%	5.2%	109	9.4
GENDER						
Male	36.7%	46.0%	15.5%	1.9%	723	3.6
Female	21.2%	51.5%	23.0%	4.3%	840	3.4
AGE						
<45	24.9%	47.8%	22.4%	4.9%	289	5.8
45-64	28.2%	53.0%	16.9%	1.8%	601	4.0
65+	38.7%	42.5%	17.1%	1.6%	678	3.8
EDUCATION						
High school or less	29.9%	43.6%	23.3%	3.3%	474	4.5
College or CEGEP	29.2%	46.7%	22.1%	2.0%	502	4.4
University or higher	27.1%	54.6%	14.2%	4.2%	585	4.1
CURRENT VOTE INTENTION						
Liberal Party	13.9%	67.7%	16.8%	1.6%	426	4.8
Conservative Party	79.1%	9.3%	11.0%	0.6%	412	4.8
NDP	9.6%	78.9%	9.8%	1.7%	253	6.2
Green Party	13.8%	59.5%	21.9%	4.9%	91	10.3
Bloc Québécois	17.0%	65.1%	17.9%	0.0%	63	12.4

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	34.6%	21.8%	36.2%	7.4%	1628	2.4
REGION						
British Columbia + Territories	31.0%	27.1%	33.4%	8.4%	223	6.6
Alberta	24.4%	30.7%	35.7%	9.3%	184	7.2
Saskatchewan	22.3%	26.4%	35.3%	15.9%	67	12.0
Manitoba	23.9%	28.8%	40.5%	6.8%	62	12.5
Ontario	34.5%	23.0%	36.5%	6.0%	593	4.0
Quebec	41.4%	12.4%	37.4%	8.8%	390	5.0
Atlantic Canada	46.0%	17.2%	34.7%	2.0%	109	9.4
GENDER						
Male	41.2%	27.9%	28.6%	2.4%	723	3.6
Female	30.4%	17.5%	45.8%	6.3%	840	3.4
AGE						
<45	31.8%	21.2%	40.7%	6.3%	289	5.8
45-64	39.4%	21.4%	35.7%	3.5%	601	4.0
65+	37.9%	27.8%	32.9%	1.5%	678	3.8
EDUCATION						
High school or less	25.1%	21.4%	47.4%	6.1%	474	4.5
College or CEGEP	32.3%	25.0%	39.6%	3.1%	502	4.4
University or higher	47.8%	21.0%	27.2%	4.0%	585	4.1
CURRENT VOTE INTENTION						
Liberal Party	41.7%	25.0%	31.5%	1.8%	426	4.8
Conservative Party	28.7%	35.5%	34.8%	0.9%	412	4.8
NDP	65.2%	9.4%	21.7%	3.7%	253	6.2
Green Party	48.4%	13.8%	33.7%	4.0%	91	10.3
Bloc Québécois	35.0%	23.3%	39.0%	2.7%	63	12.4

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	35.9%	31.9%	25.7%	6.4%	1628	2.4
REGION						
British Columbia + Territories	35.8%	29.6%	26.0%	8.6%	223	6.6
Alberta	22.6%	39.2%	31.5%	6.7%	184	7.2
Saskatchewan	28.7%	24.1%	31.3%	15.9%	67	12.0
Manitoba	34.7%	32.9%	27.2%	5.2%	62	12.5
Ontario	40.7%	35.6%	18.5%	5.2%	593	4.0
Quebec	30.1%	29.8%	33.6%	6.6%	390	5.0
Atlantic Canada	54.8%	16.8%	25.0%	3.4%	109	9.4
GENDER						
Male	38.3%	39.5%	20.2%	1.9%	723	3.6
Female	36.1%	26.8%	32.7%	4.4%	840	3.4
AGE						
<45	37.9%	27.2%	30.3%	4.7%	289	5.8
45-64	37.7%	36.0%	23.9%	2.5%	601	4.0
65+	34.3%	41.1%	22.9%	1.7%	678	3.8
EDUCATION						
High school or less	31.8%	27.8%	36.0%	4.4%	474	4.5
College or CEGEP	38.7%	34.1%	25.4%	1.8%	502	4.4
University or higher	40.2%	36.2%	20.4%	3.3%	585	4.1
CURRENT VOTE INTENTION						
Liberal Party	70.8%	8.2%	18.9%	2.2%	426	4.8
Conservative Party	18.3%	63.8%	17.6%	0.3%	412	4.8
NDP	34.0%	35.3%	29.6%	1.1%	253	6.2
Green Party	40.7%	36.7%	20.7%	1.9%	91	10.3
Bloc Québécois	29.1%	35.1%	35.8%	0.0%	63	12.4

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	33.4%	49.2%	17.4%	824	3.4
REGION					
British Columbia + Territories	38.5%	44.5%	17.0%	104	9.6
Alberta	34.3%	55.7%	10.0%	102	9.7
Saskatchewan	35.6%	40.0%	24.3%	33	17.1
Manitoba	40.5%	33.9%	25.6%	35	16.6
Ontario	33.5%	46.1%	20.4%	291	5.7
Quebec	30.6%	54.2%	15.2%	199	7.0
Atlantic Canada	27.9%	56.2%	15.9%	60	12.7
GENDER					
Male	41.2%	50.2%	8.6%	363	5.1
Female	28.3%	51.6%	20.1%	428	4.7
AGE					
<45	31.2%	55.1%	13.6%	145	8.1
45-64	34.6%	51.8%	13.6%	313	5.5
65+	42.4%	37.9%	19.6%	334	5.4
EDUCATION					
High school or less	34.2%	46.9%	18.9%	243	6.3
College or CEGEP	33.5%	55.8%	10.8%	257	6.1
University or higher	36.2%	49.8%	14.0%	287	5.8
CURRENT VOTE INTENTION					
Liberal Party	33.6%	51.9%	14.6%	203	6.9
Conservative Party	62.0%	29.4%	8.6%	210	6.8
NDP	22.4%	65.9%	11.7%	126	8.7
Green Party	22.8%	63.8%	13.4%	48	14.1
Bloc Québécois	25.0%	65.6%	9.4%	32	17.3

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	33.3%	53.1%	13.6%	804	3.5
REGION					
British Columbia + Territories	24.7%	64.8%	10.4%	119	9.0
Alberta	30.8%	46.2%	23.0%	82	10.8
Saskatchewan	40.7%	41.0%	18.3%	34	16.8
Manitoba	61.1%	29.0%	9.9%	27	18.9
Ontario	38.0%	49.7%	12.3%	302	5.6
Quebec	29.4%	57.7%	12.9%	191	7.1
Atlantic Canada	21.8%	61.8%	16.3%	49	14.0
GENDER					
Male	38.1%	53.0%	8.9%	360	5.2
Female	31.4%	55.5%	13.1%	412	4.8
AGE					
<45	31.3%	59.9%	8.9%	144	8.2
45-64	34.7%	54.3%	10.9%	288	5.8
65+	41.3%	41.4%	17.3%	344	5.3
EDUCATION					
High school or less	34.1%	49.7%	16.2%	231	6.5
College or CEGEP	36.6%	54.0%	9.4%	245	6.3
University or higher	33.1%	57.8%	9.1%	298	5.7
CURRENT VOTE INTENTION					
Liberal Party	28.2%	62.9%	8.9%	223	6.6
Conservative Party	66.4%	20.4%	13.2%	202	6.9
NDP	17.1%	71.5%	11.4%	127	8.7
Green Party	19.9%	74.5%	5.6%	43	14.9
Bloc Québécois	21.4%	74.7%	3.9%	31	17.6

Civil Liberties versus Public Security

Q. Recognizing that both are important in today's world, which of the following do you feel the Government of Canada should place the most emphasis on protecting public security or guaranteeing civil liberties?

	Protecting public security	Guaranteeing civil liberties	Neither	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	41.3%	35.2%	18.1%	5.4%	1628	2.4
REGION						
British Columbia	37.0%	43.2%	15.7%	4.1%	223	6.6
Alberta	44.2%	30.5%	17.1%	8.2%	184	7.2
Saskatchewan	36.6%	25.4%	20.8%	17.2%	67	12.0
Manitoba	60.8%	16.5%	9.4%	13.2%	62	12.5
Ontario	41.6%	34.5%	19.8%	4.1%	593	4.0
Quebec	40.4%	36.9%	17.9%	4.8%	390	5.0
Atlantic Canada	39.7%	38.4%	19.7%	2.2%	109	9.4
GENDER						
Male	41.4%	42.7%	14.5%	1.4%	723	3.6
Female	43.9%	30.4%	22.3%	3.4%	840	3.4
AGE						
<45	33.7%	37.7%	25.0%	3.6%	289	5.8
45-64	47.5%	36.8%	14.3%	1.4%	601	4.0
65+	54.3%	31.5%	12.5%	1.7%	678	3.8
EDUCATION						
High school or less	49.9%	25.1%	21.0%	4.0%	474	4.5
College or CEGEP	45.3%	36.9%	17.1%	0.7%	502	4.4
University or higher	34.5%	44.6%	18.3%	2.6%	585	4.1
CURRENT VOTE INTENTION						
Liberal Party	34.8%	44.1%	18.2%	2.8%	426	4.8
Conservative Party	65.6%	21.3%	10.7%	2.4%	412	4.8
NDP	30.8%	51.8%	16.1%	1.3%	253	6.2
Green Party	24.5%	53.9%	21.1%	0.4%	91	10.3
Bloc Québécois	37.3%	49.0%	13.7%	0.0%	63	12.4

Additional Powers for Law Enforcement

Q. Please rate the degree to which you agree or disagree with the following statement: Police and intelligence agencies should have more powers to ensure security even if it means I have to give up some personal privacy safeguards.

	Disagree (1-3)	Neither agree nor disagree (4)	Agree (5-7)	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	40.3%	22.6%	32.3%	4.8%	1628	2.4
REGION						
British Columbia	50.4%	19.8%	25.9%	4.0%	223	6.6
Alberta	33.9%	26.9%	32.0%	7.2%	184	7.2
Saskatchewan	24.8%	15.2%	45.6%	14.5%	67	12.0
Manitoba	32.4%	26.9%	31.6%	9.1%	62	12.5
Ontario	39.5%	22.8%	33.8%	3.9%	593	4.0
Quebec	39.5%	23.2%	33.2%	4.1%	390	5.0
Atlantic Canada	48.8%	20.0%	28.2%	2.9%	109	9.4
GENDER						
Male	48.2%	18.4%	32.4%	1.1%	723	3.6
Female	36.0%	27.8%	33.8%	2.4%	840	3.4
AGE						
<45	50.7%	20.1%	27.2%	1.9%	289	5.8
45-64	37.6%	25.0%	35.5%	1.9%	601	4.0
65+	28.0%	27.5%	42.8%	1.7%	678	3.8
EDUCATION						
High school or less	40.1%	25.1%	33.0%	1.8%	474	4.5
College or CEGEP	37.5%	25.5%	35.8%	1.2%	502	4.4
University or higher	46.2%	20.1%	31.2%	2.5%	585	4.1
CURRENT VOTE INTENTION						
Liberal Party	42.5%	23.5%	33.0%	1.1%	426	4.8
Conservative Party	27.3%	22.3%	47.8%	2.5%	412	4.8
NDP	53.7%	16.9%	28.2%	1.3%	253	6.2
Green Party	52.6%	22.4%	25.0%	0.0%	91	10.3
Bloc Québécois	45.9%	21.1%	33.0%	0.0%	63	12.4

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 October 27-29, 2014. In total, a random sample of 1,628 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.