

www.ekospolitics.ca

AFTER 20-DAY LEAD, CONSERVATIVES NOW FIND THEMSELVES IN A STATISTICAL TIE

A TALE OF TWO PROVINCES?

[Ottawa – October 7, 2015] After holding a statistically significant lead for 20 consecutive days, the Conservative Party's lead has shrunk to just under two points and the party is now statistically tied with the Liberal Party who, not even two months ago, were in danger of being squeezed out of what had looked like a Conservative-NDP race. The NDP, meanwhile, is not making up any ground and may in fact be falling back slightly in what is increasingly a two-way race.

There are two interesting regional developments. The first is Quebec, which has morphed from a runaway NDP lead to a complex and unpredictable four-way contest where the Conservatives are in a very real position to pick up seats. The Quebec City area and Eastern Quebec are looking particularly favourable for the Conservative Party, although Montreal remains a strictly NDP-Liberal contest. The second development is Ontario which has seen Liberal Party take off and, at 41 points, the party is at its highest standing in the province since December 2014. However, both races remain tight, fluid, and unpredictable.

An election which was supposed to be *all about the economy, stupid* appears to be all about the niqab and the associated cultural disputes. These debates are laying bare huge fault lines dividing Canada generationally (older versus younger Canada), as well as by social class (in particular, more versus less educated).

Federal vote intention

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

National Results

(Change over October 3-5 poll below)



2011 Election Results



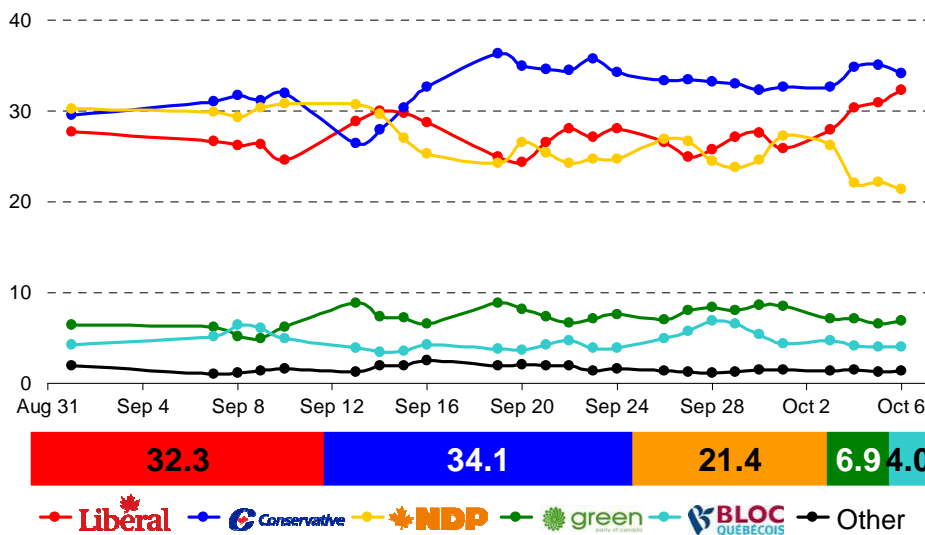
Note: These figures are based on decided and leaning voters only; 7.2% of respondents say they are undecided and 10.3% did not provide a valid response.

Copyright 2015
No reproduction without permission

BASE: Canadians; October 4-6, 2015 (n=1,788), MOE +/- 2.3%, 19 times out of 20

Tracking federal vote intention

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



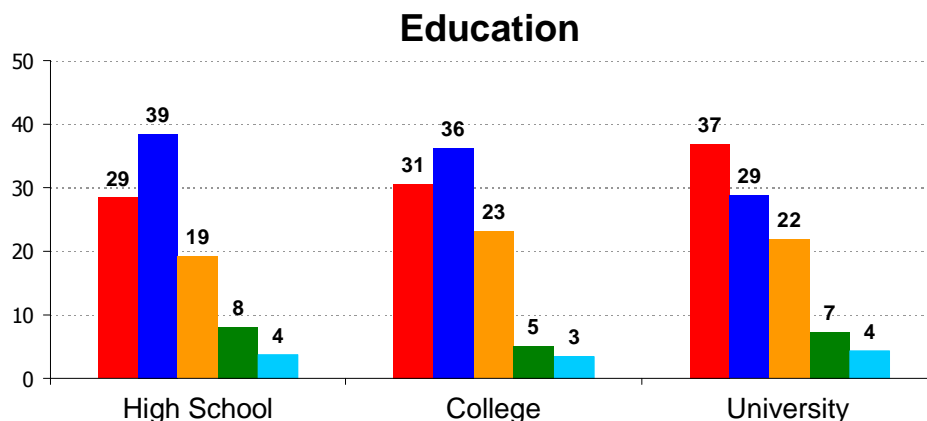
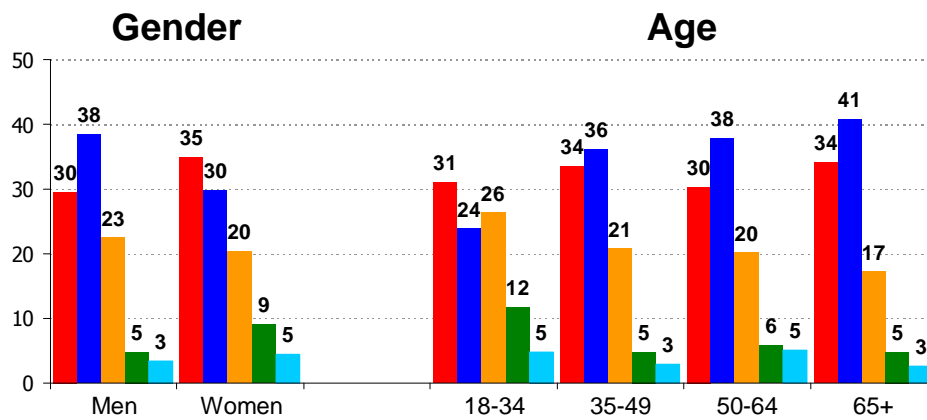
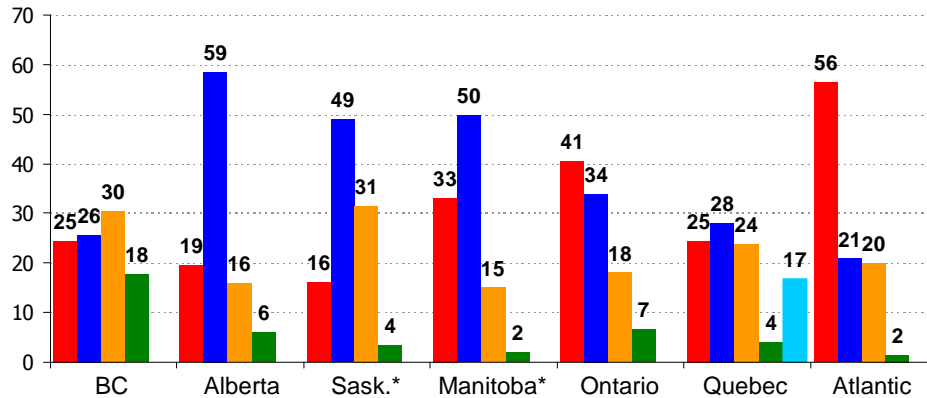
Note: These figures are based on decided and leaning voters only; 7.2% of respondents say they are undecided and 10.3% did not provide a valid response.

Copyright 2015
No reproduction without permission

BASE: Canadians; October 4-6, 2015 (n=1,788), MOE +/- 2.3%, 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
 ■ Other

*Results for Saskatchewan/Manitoba should be interpreted with caution due to small sample sizes
 Copyright 2015
 No reproduction without permission

BASE: Canadians; October 4-6, 2015 (n=1,788), MOE +/- 2.3%, 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	32.3%	34.1%	21.4%	6.9%	4.0%	1.4%	1498	2.5
REGION								
British Columbia	24.5%	25.7%	30.4%	17.6%	–	1.8%	258	6.1
Alberta	19.4%	58.6%	15.8%	6.1%	–	0.2%	186	7.2
Saskatchewan	16.1%	49.0%	31.4%	3.5%	–	0.0%	58	12.9
Manitoba	33.1%	49.7%	15.0%	2.1%	–	0.0%	57	13.0
Ontario	40.5%	33.9%	18.1%	6.6%	–	0.9%	474	4.5
Quebec	24.5%	28.0%	23.8%	4.1%	16.8%	2.7%	337	5.3
Atlantic Canada	56.4%	20.9%	20.0%	1.5%	–	1.2%	124	8.8
GENDER								
Male	29.6%	38.4%	22.5%	4.7%	3.4%	1.4%	720	3.7
Female	35.0%	29.8%	20.3%	9.1%	4.5%	1.3%	776	3.5
AGE								
<35	31.1%	23.9%	26.3%	11.7%	4.7%	2.3%	146	8.1
35-49	33.6%	36.2%	20.8%	4.7%	2.9%	1.7%	297	5.7
50-64	30.3%	37.9%	20.2%	5.8%	5.1%	0.7%	532	4.3
65+	34.2%	40.8%	17.3%	4.7%	2.6%	0.5%	517	4.3
EDUCATION								
High school or less	28.5%	38.5%	19.2%	8.1%	3.8%	1.8%	362	5.2
College or CEGEP	30.7%	36.3%	23.1%	5.1%	3.4%	1.4%	433	4.7
University or higher	36.9%	28.7%	21.9%	7.3%	4.4%	0.8%	693	3.7

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 field dates for this survey are October 4-6, 2015. In total, a random sample of 1,788 Canadian adults aged 18 and over responded to the survey (1,162 by HD-IVR, 626 by live interviewer). The margin of error associated with the total sample is +/- 2.3 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.