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A Newly Competitive Voter Landscape

Conservatives still in lead but some evidence of regime fatigue

[Ottawa – February 16, 2013] – While there is no horserace of any significance right now, it is useful to take an occasional check-up on how voters are viewing the parties and how this might reflect various factors such as the ongoing Liberal leadership, a darkening long term economic outlook and the day to day travails of the parties.

We also use this large survey as part of ongoing testing of our survey methodologies and to update some very important long term tracking of issues. In this first release we examine the current voter landscape and look at some indicators of economic outlook. We will also look at how the main political figures are being viewed and consider what sort of movements are going on and what they might mean for the future.

First, let's examine current vote intentions and how they have changed since the last election. These results are based on an unusually large random sample of nearly 6,000 Canadians conducted over the past week or so. The sample is done by IVR and includes on- and offline Canadians and those with and without cell phones. We are using the sample to do more detailed demographic and regional analysis and to test its comparison to known external parameters (such as the incidence of those with Canadian passports, home ownership, etc.).

HIGHLIGHTS

- **National federal vote intention:**
  - **29.3% CPC**
  - **26.3% NDP**
  - **24.6% LPC**
  - **9.5% Green**
  - **7.2% BQ**
  - **3.2% other**
- **National federal vote intention ("likely" voters only[1]):**
  - **33.7% CPC**
  - **30.1% NDP**
  - **21.2% LPC**
  - **7.2% Green**
  - **5.5% BQ**
  - **2.3% other**
- **Direction of country:**
  - **42.9% right direction**
  - **44.9% wrong direction**
  - **12.2% DK/NR**
- **Direction of government:**
  - **35.4% right direction**
  - **51.2% wrong direction**
  - **13.4% DK/NR**
- **Approval ratings:**
  - **33% Justin Trudeau**
  - **28% Stephen Harper**
  - **28% Thomas Mulcair**

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

We will also compare the results to the sample's recall of their vote in the last federal election and use that to adjust for the differences between what all eligible voters declare as their voting intention, and what the voting intentions of those who are most likely to vote are.

[1] "Likely" voters are defined as those who cast a vote in the 2011 federal election.

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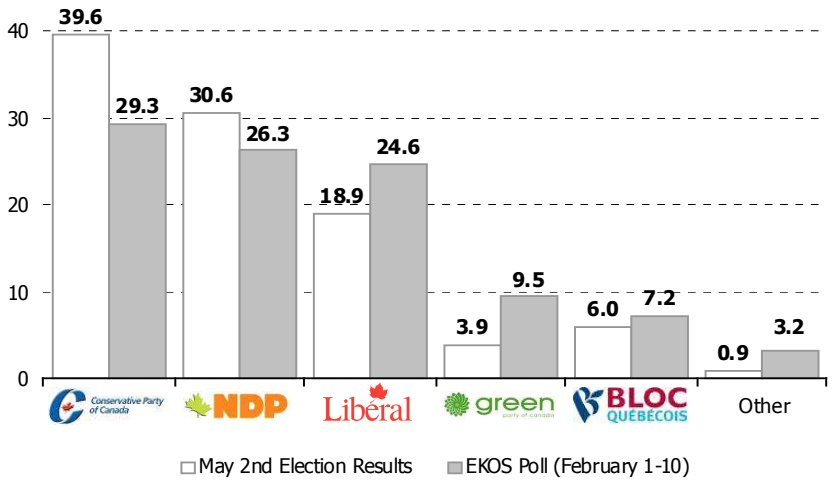
It is immediately clear from Figure 1 that the political landscape has shifted very significantly since May 2011. While the most likely voters picture is less dramatically different that that based on all eligible voters. The Conservative Party holds a relatively comfortable majority (and will continue to do so for the next couple of years at least). It is therefore notable that for they now enjoy the support of less than 30 per cent of all voters (roughly 10 points below the last election result). The NDP have also seems a smaller but significant erosion in their vote of four points but they remain very close to being within margin of error of the Conservatives. The big winner (if only in terms of vanity polling points, not power) is the Liberal Party. A reasonable conjecture (borne out in the approval tracking we will consider later) is that boost is rooted in anticipation of Justin Trudeau's ascension to leader.

Figure 1: Federal vote intention

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



Note: The data on federal vote intention are based on decided and leaning voters only. Our survey also finds that 12.3% of respondents are undecided and 2.5% are ineligible to vote.

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BASE: Canadians; February 1-10, 2013 (n=5,947)

A few other surprises are evident which may not be as significant as they appear in the chart above.

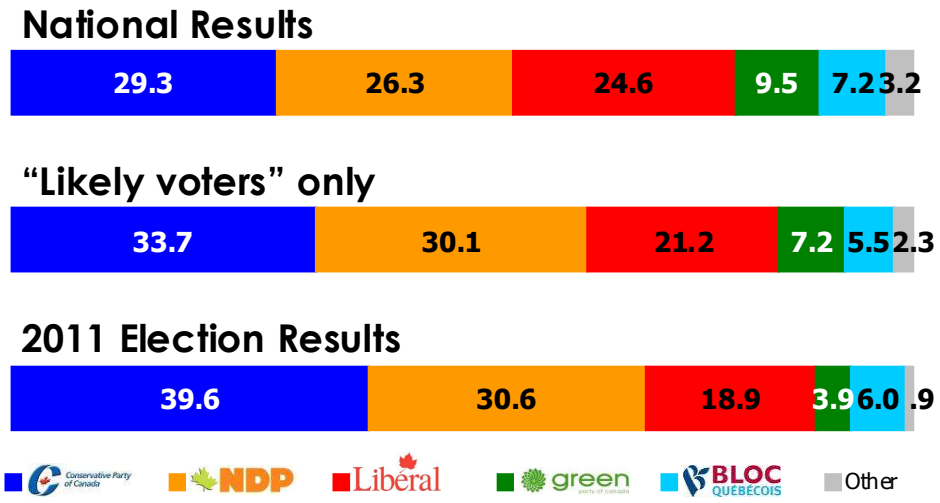
The Green Party now has moved back to the levels it was achieving in the lead up to the 2008 election when it secured nearly seven per cent of the vote. This rise has been steady and evident throughout the country. It is partly a reflection of fatigue with the mainstream parties and this also largely explains the swollen "other" category. In the case of the "others", we believe this is more of a "none of the above", but in the case of the Green Party, this only partly explains their rising fortunes. One only need look at the last three by elections to realize the potential force that the Greens could be in a future election.

It remains the case, however, that if the Green Party remains at these levels, they will actually contribute to better prospects for Stephen Harper's Conservatives. In fact, the emergence of an NDP and Liberal Party which are now operating at near parity, and a more popular Green Party which still lies at support levels that would see that portion of the progressive spectrum yielding few or no seats, constitutes ideal political arithmetic for the Conservative Party. Despite their relatively humbled position, they still have the most committed base and with only slight upward movement could produce another majority with even lower popular vote than last time.

A final note in Quebec is that the Bloc Québécois now has a statistically insignificant lead over a still strong NDP (basically a tie). This may mean little as the Bloc lacks funding and political ground. The other notable feature in Québec is the resurgence of the Liberal Party. Notably, this new strength looks like the possible recovery of the Liberal constituency which propelled Jean Chrétien to three successive majorities in the increasingly distant salad days of the erstwhile natural governing party.

Figure 2: Federal vote intention

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



Note: The data on federal vote intention are based on decided and leaning voters only. Our survey also finds that 12.3% of respondents are undecided and 2.5% are ineligible to vote.

**"Likely voters" are defined as those respondents who cast a vote in the 2011 Federal Election.*

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BASE: Canadians; February 1-10, 2013 (n=5,947)

But would this really resemble an actual vote?

The tight clustering of the three main contenders, the upward movement of the Justin Trudeau-propelled Liberal Party, and the continued slide of the Conservative Party are enough to ignite the fancies of discouraged Liberal supporters who have been on the political sidelines for many years now. But is this more apparent than real? It wasn't that long ago that the Michael Ignatieff led Liberal Party seemed poised to recapture power. And we all recall how that turned out.

It is neither possible nor prudent to be predicting a distant election but one reality check that can be applied is to try and focus on the sixty percent of those (or so) who actually vote. We have found increasingly that actual voters are systematically different from the large non-voting segment. Not only are they less likely to vote, they are less likely to support the Conservative Party when asked. Therefore, accurate measurement of the entire population of voters can have the ironic impact of worsening correspondence to actual vote outcomes. In order to at least partially correct for this we have isolated and adjusted the sample to restrict attention to the most likely voters. This entails excluding all those who didn't vote last time (as they are quite likely to not vote next time). We also adjust the sample to reflect known biases in the reporting of past vote, which may be due to both sampling and measurement errors. We find that both the Conservative and NDP votes are understated and that those claiming to vote Liberal, Green and "other" are overstated (Bloc Québécois vote recall corresponds to actual 2011 vote).

With apologies for dashing the sugar plums dancing in Liberal supporters' heads, this provides a more realistic approximation of what a hypothetical election held now might yield. Even with the most auspicious vote splitting and seat inefficient Green Party vote, this would leave the current government with a minority government. It would be a reasonably strong minority but probably not large enough to withstand an opposition challenge where the opposition (without the Bloc Québécois) would likely have a majority of the seats (and well over half the popular vote).

Casting aside this thought exercise, let's return to the current numbers. The chart below shows the patterns since the last election – a gentle slide for the NDP, a less gentle slide for the Conservative Party, and a more recent and notable rise for the Liberals (most likely since Trudeau's leadership aspirations became clear). The Green Party, Bloc Québécois, and "other" rises are also clear, but the real significance of those movements is not.

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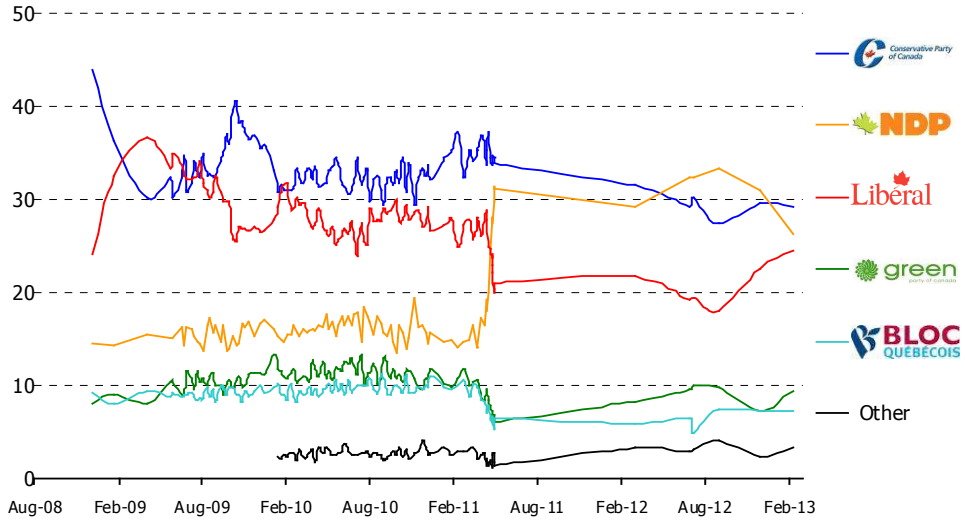
Figure 3: Tracking federal vote intention

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



Note: The data on federal vote intention are based on decided and leaning voters only. Our survey also finds that 12.3% of respondents are undecided and 2.5% are ineligible to vote.

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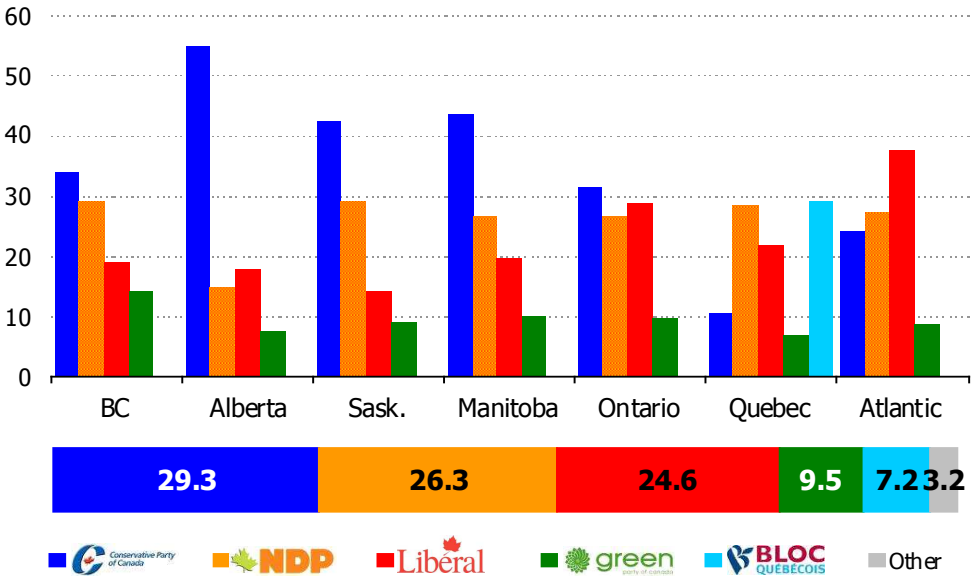
BASE: Canadians; most recent data point February 1-10, 2013 (n=5,947)

The regional and demographic variations in party support are provided in Figure 1.3.

The Conservative strength is dramatic in Alberta, Saskatchewan, and Manitoba. They also do well in the competitive races of Ontario and British Columbia. The NDP have the most even support across all regions of Canada whereas Liberal fortunes rise east of the Manitoba border. Notably, the NDP and Bloc Québécois are now tied in Quebec but, as we noted earlier, the Bloc lacks funding and organization.

Figure 4: Vote intention by region

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



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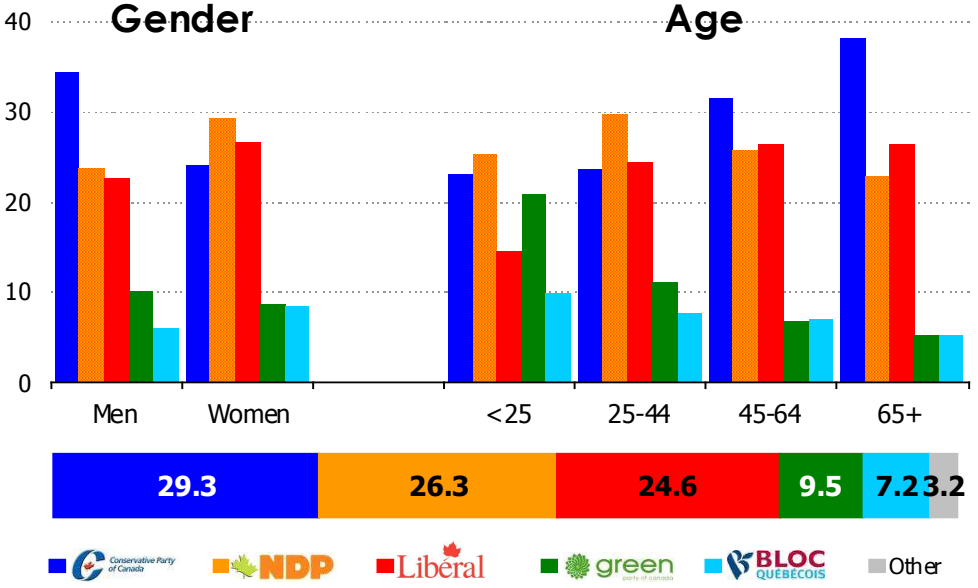
BASE: Canadians; February 1-10, 2013 (n=5,947)

Figure 5: Vote intention by gender and age

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



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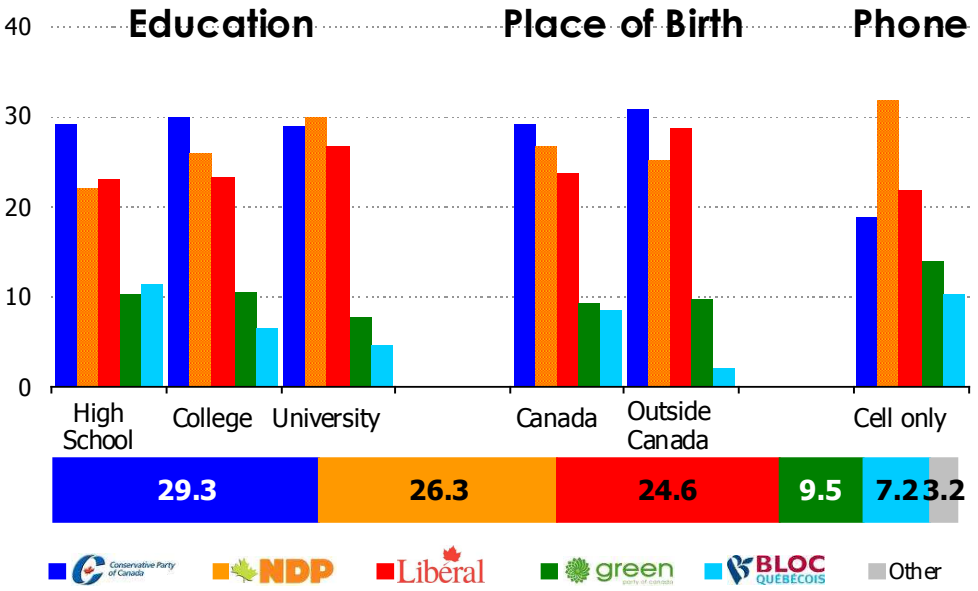
BASE: Canadians; February 1-10, 2013 (n=5,947)

As shown in Figure 1.4, Conservative strength is heavily concentrated in men and seniors. Both the NDP and Liberals do better with women. Somewhat surprisingly, despite the "Justin Trudeau" effect, the Liberals do quite poorly with young voters. The Greens do very well there which may have strategic implications for talk of cooperation across those parties.

Figure 6: Vote intention by other demographics

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



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BASE: Canadians; February 1-10, 2013 (n=5,947)

Finally, the Conservative Party does equally well across all educational categories and now enjoy a lead with those born outside of Canada in a vivid departure from the not so distant past. The Liberals also do well with non-Canadian born and both the NDP and Liberals do better with the highly educated.

As a final note, we see that the growing portion of Canadians that have cut their landlines in favour of cell only (roughly 15 per cent in Canada but now over half of all Americans). Results reveal very different political preferences between cellphone and landlines users. The Conservatives have much lower support in the cellphone-only population. Most of the opposition parties have higher support among cell users. For those students of the challenges of contemporary polling, this underlines a challenge and an irony. Because cellphone only households are both: 1) more likely to NOT support the Conservative Party; and 2) more likely to NOT vote, covering this systematically different portion of the population means that (unadjusted) polling results which don't cover this portion of the population (a coverage error) will appear "better" when measured by the yardstick of the correspondence between polling and election outcome. This would not be true in the United States and we have taken measures to adjust for this prediction t challenge in the future. It is the case, however, that claims about the

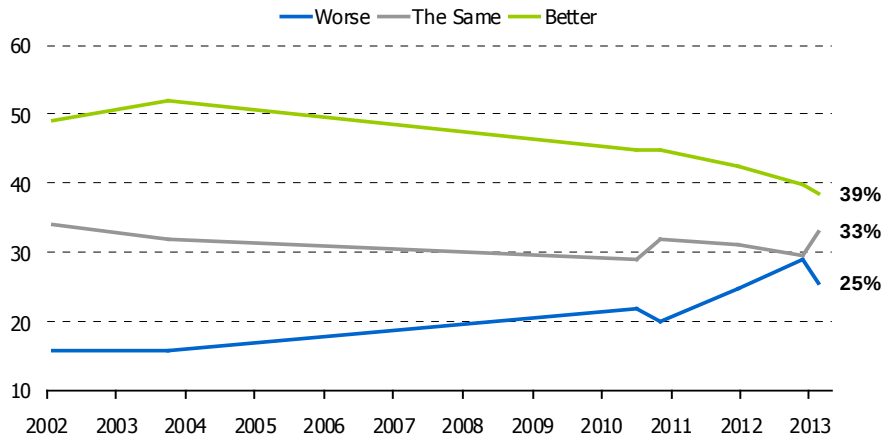
scientific accuracy of polling weighted against prediction errors in election results should be taken with a grain of salt.

Directional Measures

Judged in terms of basic directional indicators, satisfaction with the direction of the country, the federal government, and the medium term economic outlook are at or around the lowest levels we have encountered. The reason that these very low scores do not translate into a fundamental legitimacy problem for the government is that there are really two Canada's now: the Canada which supports Harper government and the rest of the country. Conservative Canada is very happy with national and federal direction and sees their economic prospects as very favourable. The rest of the country has a decidedly negative lean. This is particularly true in terms of the outlook on the federal government. The levels of economic optimism also continue to decline to historical nadirs.

Figure 7: Long-term personal financial outlook

Q. Thinking ahead over the next five years or so, do you think your personal financial situation will be better or worse than it is today?



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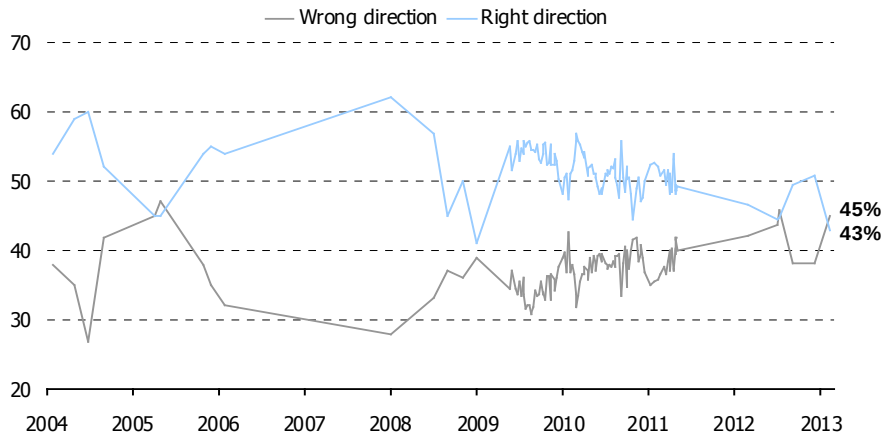
BASE: Canadians (half-sample); most recent data point February 1-10, 2013 (n=2,974)

Figure 8: 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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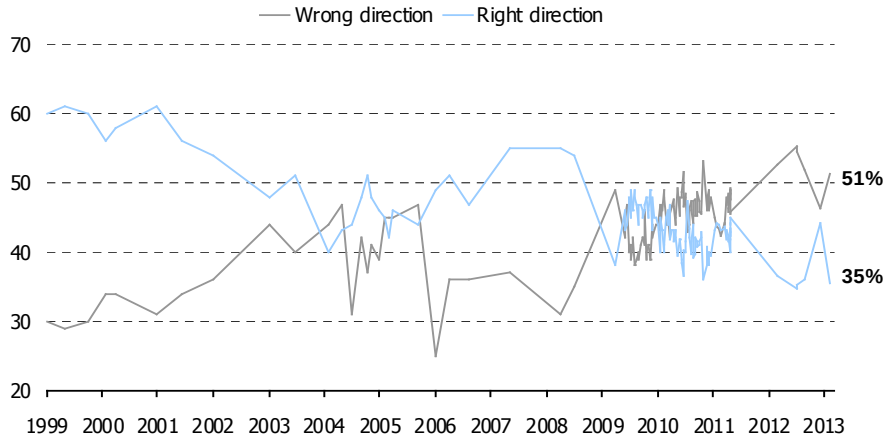
BASE: Canadians (half-sample); most recent data point February 1-10, 2013 (n=2,945)

Figure 9: 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); most recent data point February 1-10, 2013 (half-sample) (n=3,002)

Approval Ratings

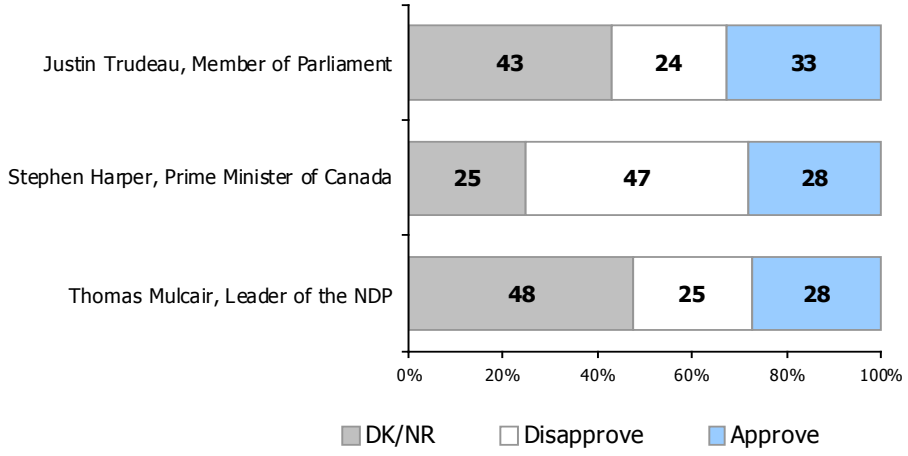
Lastly, no analysis of the current political landscape would be complete without a brief look at the approval ratings of Canada's best known politicians. Stephen Harper's approval rating is holding steady at 28 points. Thomas Mulcair, however, has been gently declining and he is now tied with Harper in terms of approval; however, half of respondents did not provide a response, suggesting that there is still a sizeable number of Canadians who are not familiar with him. Justin Trudeau, on the other hand, is enjoying a steady rise in his approval as Canadians are becoming more familiar with him. Indeed, Trudeau now ranks first among the politicians tested, although given broad dissatisfaction with the current state of Canadian politics, this does not appear to be a particularly high bar to clear.

For the most part, approval ratings largely follow party lines. Harper is a proverbial superstar within his own party, but elicits little support elsewhere. Mulcair is less popular within his own party; however, many of his party's supporters are unsure what to think of him. Mulcair does, however, receive a more neutral response from Liberal and Green supporters than Harper. Men appear more familiar the NDP leader, although they are also more likely to disapprove of him.

Trudeau's support, in contrast, seems to extend beyond the ranks of his own party; he is widely popular with Liberals, but he also receives the approval of the plurality of both NDP and Green supporters. Conservative supporters widely reject Trudeau, although they are far more receptive to him that with Michael Ignatieff.

Figure 10: Job approval ratings

Q. Do you approve or disapprove of the way … is handling his job?



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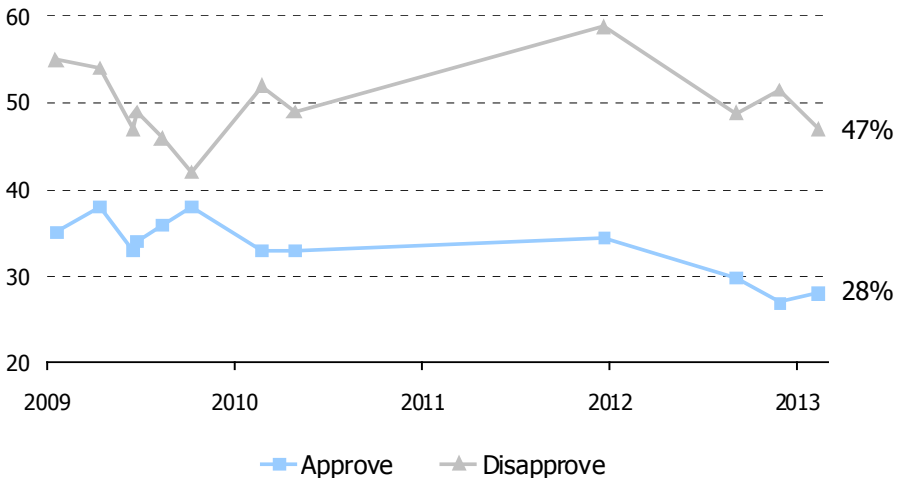
BASE: Canadians; February 1-10, 2013 (n=5,947)

Figure 11: Approval ratings – 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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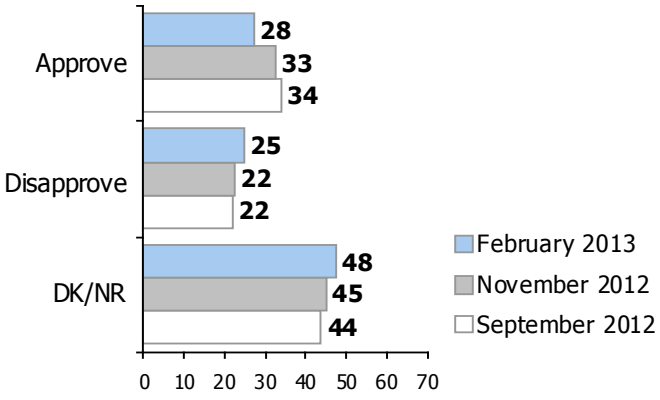
BASE: Canadians; most recent data point February 1-10, 2013 (n=5,947)

Figure 12: Approval ratings – 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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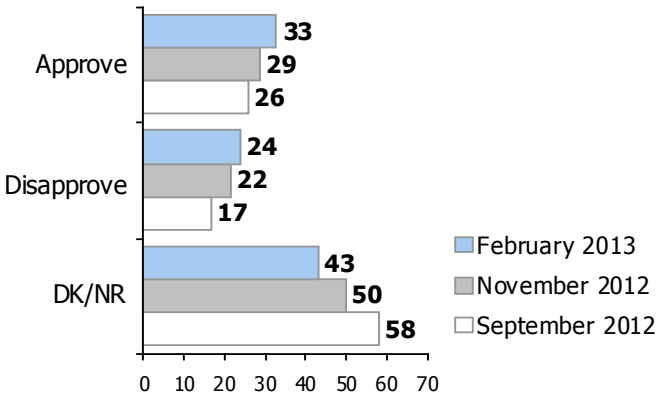
BASE: Canadians; most recent data point February 1-10, 2013 (n=5,947)

Figure 13: Approval ratings – Justin Trudeau

Q. Do you approve or disapprove of the way Justin Trudeau, Member of Parliament and candidate for leadership of the Liberal Party of Canada, is handling his job?



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Detailed Tables:

National Federal Vote Intention (decided and leaning voters only)

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?

	Conservative	NDP	Liberal	Green	Bloc Québécois	Other	Sample Size	Margin of Error (+/-)
NATIONALLY	**29.3%**	**26.3%**	**24.6%**	**9.5%**	**7.2%**	**3.2%**	**4690**	**1.4**
REGION								
British Columbia	34.0%	29.2%	19.0%	14.2%	0.0%	3.6%	557	4.2
Alberta	54.9%	14.8%	18.0%	7.5%	0.0%	4.9%	455	4.6
Saskatchewan	42.4%	29.1%	14.4%	9.2%	0.0%	5.0%	152	8.0
Manitoba	43.6%	26.7%	19.5%	10.2%	0.0%	0.0%	134	8.5
Ontario	31.7%	26.5%	28.9%	9.6%	0.0%	3.3%	1446	2.6
Quebec	10.5%	28.4%	22.0%	7.2%	29.2%	2.7%	1396	2.6
Atlantic Canada	24.3%	27.1%	37.5%	8.8%	0.0%	2.3%	534	4.2
GENDER								
Male	34.3%	23.6%	22.5%	10.0%	6.1%	3.5%	2332	2.0
Female	24.1%	29.3%	26.6%	8.7%	8.5%	2.9%	2320	2.0
AGE								
<25	23.0%	25.3%	14.5%	20.9%	9.8%	6.5%	228	6.5
25-44	23.7%	29.8%	24.4%	11.1%	7.7%	3.4%	1137	2.9
45-64	31.5%	25.6%	26.4%	6.8%	7.1%	2.6%	1920	2.2
65+	38.2%	22.9%	26.4%	5.2%	5.3%	2.1%	1370	2.7
EDUCATION								
High school or less	29.2%	22.1%	23.0%	10.4%	11.3%	4.1%	1454	2.6
College or CEGEP	29.9%	26.0%	23.4%	10.5%	6.5%	3.7%	1489	2.5
University or higher	29.0%	30.0%	26.6%	7.7%	4.7%	2.0%	1711	2.4
VOTE IN 2011 ELECTION								
Did not vote	22.8%	20.2%	26.7%	17.8%	8.3%	4.3%	676	3.8
Conservative Party	78.3%	7.1%	9.5%	2.6%	0.8%	1.7%	1315	2.7
NDP	3.7%	72.1%	13.9%	4.9%	4.5%	1.0%	1019	3.1
Liberal Party	6.9%	17.1%	66.4%	6.0%	1.3%	2.5%	894	3.3
Green Party	8.8%	14.6%	12.2%	54.3%	2.6%	7.6%	218	6.6
Bloc Québécois	1.6%	11.8%	4.3%	5.7%	73.8%	2.9%	292	5.7
Other	15.0%	15.8%	20.0%	5.5%	11.3%	32.3%	86	10.6

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Long-Term Economic Outlook

Q. Thinking ahead over the next year or so, do you think your personal financial situation will be better or worse than it is today?

	Worse (1-3)	About the Same (4)	Better (5-7)	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	**24.9%**	**33.5%**	**38.6%**	**3.0%**	**2973**	**1.8**
REGION						
British Columbia	29.1%	30.8%	38.3%	1.8%	337	5.3
Alberta	20.8%	30.7%	44.1%	4.5%	294	5.7
Saskatchewan	21.1%	39.0%	35.8%	4.1%	120	9.0
Manitoba	20.0%	31.3%	40.8%	7.9%	93	10.2
Ontario	25.6%	31.4%	41.6%	1.4%	881	3.3
Quebec	24.0%	40.1%	33.2%	2.6%	880	3.3
Atlantic Canada	27.2%	29.1%	34.7%	9.0%	361	5.2
GENDER						
Male	24.0%	30.6%	44.6%	0.9%	1378	2.6
Female	26.5%	37.5%	34.3%	1.8%	1512	2.5
AGE						
<25	27.4%	13.8%	57.6%	1.2%	157	7.8
25-44	20.8%	24.8%	53.5%	1.0%	719	3.7
45-64	29.2%	37.5%	32.5%	0.7%	1169	2.9
65+	24.4%	56.3%	17.3%	2.0%	841	3.4
EDUCATION						
High school or less	30.2%	37.3%	31.3%	1.2%	960	3.2
College or CEGEP	25.2%	33.8%	40.0%	1.0%	902	3.3
University or higher	20.8%	31.7%	46.3%	1.2%	1019	3.1
CURRENT VOTE INTENTION						
Conservative Party	21.7%	35.2%	42.5%	0.7%	584	4.1
NDP	17.5%	36.6%	44.3%	1.6%	685	3.7
Liberal Party	30.5%	29.6%	39.3%	0.7%	618	3.9
Green Party	35.3%	28.5%	35.4%	0.9%	186	7.2
Bloc Quebecois	25.0%	44.9%	29.4%	0.7%	194	7.0
Other	29.3%	27.0%	43.8%	0.0%	61	12.6

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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?

	Right Direction	Wrong Direction	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	**42.9%**	**44.9%**	**12.2%**	**2945**	**1.8**
REGION					
British Columbia	45.8%	42.3%	11.9%	333	5.4
Alberta	47.0%	38.3%	14.7%	276	5.9
Saskatchewan	49.7%	37.6%	12.7%	117	9.1
Manitoba	45.8%	44.3%	9.9%	88	10.5
Ontario	43.8%	46.0%	10.2%	889	3.3
Quebec	39.5%	46.5%	14.1%	879	3.3
Atlantic Canada	35.6%	50.7%	13.8%	352	5.2
GENDER					
Male	46.4%	45.8%	7.9%	1380	2.6
Female	41.2%	45.4%	13.4%	1490	2.5
AGE					
<25	53.1%	34.8%	12.1%	136	8.4
25-44	42.8%	49.7%	7.6%	735	3.6
45-64	41.0%	48.7%	10.3%	1164	2.9
65+	45.1%	38.9%	16.0%	834	3.4
EDUCATION					
High school or less	44.9%	44.1%	11.0%	941	3.2
College or CEGEP	42.5%	47.5%	10.0%	913	3.2
University or higher	43.8%	45.2%	11.1%	1015	3.1
CURRENT VOTE INTENTION					
Conservative Party	66.6%	26.4%	7.0%	693	3.7
NDP	29.0%	61.5%	9.5%	584	4.1
Liberal Party	45.9%	45.1%	9.0%	595	4.0
Green Party	33.4%	57.9%	8.8%	181	7.3
Bloc Quebecois	37.5%	48.6%	13.8%	209	6.8
Other	28.2%	64.1%	7.8%	66	12.1

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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?

	Right Direction	Wrong Direction	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	**35.4%**	**51.2%**	**13.4%**	**3002**	**1.8**
REGION					
British Columbia	35.2%	49.4%	15.4%	354	5.2
Alberta	39.0%	43.9%	17.1%	331	5.4
Saskatchewan	42.5%	47.3%	10.3%	102	9.7
Manitoba	37.9%	48.5%	13.7%	98	9.9
Ontario	37.2%	53.0%	9.8%	908	3.3
Quebec	28.8%	55.7%	15.6%	844	3.4
Atlantic Canada	37.8%	46.3%	15.9%	357	5.2
GENDER					
Male	39.4%	52.1%	8.5%	1389	2.6
Female	32.9%	51.9%	15.2%	1531	2.5
AGE					
<25	38.7%	46.5%	14.8%	165	7.6
25-44	34.8%	55.8%	9.4%	738	3.6
45-64	32.8%	56.3%	10.9%	1196	2.8
65+	43.2%	41.0%	15.8%	818	3.4
EDUCATION					
High school or less	37.0%	49.6%	13.4%	978	3.1
College or CEGEP	36.7%	52.0%	11.3%	919	3.2
University or higher	34.7%	54.5%	10.8%	1016	3.1
CURRENT VOTE INTENTION					
Conservative Party	71.1%	20.0%	9.0%	673	3.8
NDP	19.2%	70.2%	10.6%	642	3.9
Liberal Party	30.6%	60.2%	9.2%	610	4.0
Green Party	22.6%	66.3%	11.1%	185	7.2
Bloc Quebecois	21.0%	68.9%	10.1%	188	7.2
Other	16.7%	77.2%	6.2%	64	12.3

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Approval Rating – Stephen Harper

Q. Do you approve or disapprove of the way Stephen Harper, Prime Minister and leader of Conservative Party of Canada is handling his job?

	Approve	Disapprove	Don't know	No response	Sample Size	Margin of Error (+/-)
NATIONALLY	**28.0%**	**47.0%**	**21.6%**	**3.4%**	**5947**	**1.3**
REGION						
British Columbia	32.1%	44.9%	20.3%	2.8%	687	3.7
Alberta	43.3%	29.5%	21.9%	5.4%	607	4.0
Saskatchewan	38.4%	38.9%	17.3%	5.5%	219	6.6
Manitoba	30.9%	46.3%	16.5%	6.3%	186	7.2
Ontario	30.6%	47.6%	19.9%	1.9%	1797	2.3
Quebec	15.6%	53.9%	27.3%	3.2%	1723	2.4
Atlantic Canada	19.6%	54.6%	17.9%	7.9%	709	3.7
GENDER						
Male	35.0%	47.9%	15.9%	1.3%	2769	1.9
Female	22.4%	47.7%	27.6%	2.3%	3021	1.8
AGE						
<25	24.0%	48.3%	23.1%	4.7%	301	5.7
25-44	25.3%	49.0%	24.0%	1.7%	1473	2.6
45-64	28.8%	50.1%	19.8%	1.4%	2360	2.0
65+	36.9%	41.2%	21.1%	0.7%	1652	2.4
EDUCATION						
High school or less	27.7%	43.6%	27.3%	1.5%	1919	2.2
College or CEGEP	29.0%	45.1%	23.8%	2.2%	1832	2.3
University or higher	29.0%	54.1%	15.4%	1.4%	2031	2.2
CURRENT VOTE INTENTION						
Conservative Party	76.2%	8.7%	14.7%	0.4%	1366	2.7
NDP	8.4%	75.1%	16.0%	0.5%	1226	2.8
Liberal Party	17.2%	61.6%	20.4%	0.8%	1205	2.8
Green Party	14.1%	62.3%	22.0%	1.6%	366	5.1
Bloc Quebecois	8.8%	63.6%	26.8%	0.8%	397	4.9
Other	11.9%	62.0%	22.8%	3.3%	130	8.6

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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?

	Approve	Disapprove	Don't know	No response	Sample Size	Margin of Error (+/-)
NATIONALLY	**27.5%**	**24.8%**	**43.3%**	**4.4%**	**5947**	**1.3**
REGION						
British Columbia	28.9%	28.0%	39.6%	3.5%	687	3.7
Alberta	17.2%	38.4%	38.5%	5.9%	607	4.0
Saskatchewan	16.6%	34.7%	41.7%	7.0%	219	6.6
Manitoba	25.1%	26.1%	40.6%	8.3%	186	7.2
Ontario	27.2%	26.6%	43.8%	2.4%	1797	2.3
Quebec	33.5%	13.6%	48.3%	4.7%	1723	2.4
Atlantic Canada	27.9%	21.8%	40.5%	9.9%	709	3.7
GENDER						
Male	32.5%	31.1%	34.5%	1.9%	2769	1.9
Female	23.7%	19.5%	53.1%	3.6%	3021	1.8
AGE						
<25	27.2%	23.8%	43.5%	5.4%	301	5.7
25-44	25.5%	23.0%	48.4%	3.0%	1473	2.6
45-64	29.1%	26.7%	42.1%	2.1%	2360	2.0
65+	31.1%	27.2%	40.2%	1.4%	1652	2.4
EDUCATION						
High school or less	23.1%	25.3%	48.9%	2.7%	1919	2.2
College or CEGEP	24.7%	25.1%	47.2%	3.0%	1832	2.3
University or higher	35.6%	25.4%	36.6%	2.3%	2031	2.2
CURRENT VOTE INTENTION						
Conservative Party	16.3%	42.6%	39.8%	1.3%	1366	2.7
NDP	56.3%	10.4%	31.9%	1.4%	1226	2.8
Liberal Party	27.8%	25.9%	44.6%	1.7%	1205	2.8
Green Party	26.8%	23.7%	46.8%	2.7%	366	5.1
Bloc Quebecois	30.5%	14.9%	52.7%	1.9%	397	4.9
Other	16.7%	45.8%	35.3%	2.2%	130	8.6

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Approval Rating – Justin Trudeau

Q. Do you approve or disapprove of the way Justin Trudeau, Member of Parliament and candidate for leadership of the Liberal Party of Canada, is handling his job?

	Approve	Disapprove	Don't know	No response	Sample Size	Margin of Error (+/-)
NATIONALLY	**33.0%**	**24.0%**	**39.0%**	**4.1%**	**5947**	**1.3**
REGION						
British Columbia	35.4%	24.3%	36.0%	4.4%	687	3.7
Alberta	24.4%	33.9%	36.0%	5.8%	607	4.0
Saskatchewan	32.6%	23.0%	37.2%	7.3%	219	6.6
Manitoba	36.0%	23.3%	33.7%	7.1%	186	7.2
Ontario	34.5%	24.0%	39.4%	2.1%	1797	2.3
Quebec	30.0%	22.0%	43.8%	4.1%	1723	2.4
Atlantic Canada	42.5%	15.9%	33.5%	8.2%	709	3.7
GENDER						
Male	33.8%	30.4%	34.2%	1.6%	2769	1.9
Female	33.3%	18.6%	44.8%	3.4%	3021	1.8
AGE						
<25	33.9%	22.0%	38.3%	5.8%	301	5.7
25-44	29.3%	23.9%	44.1%	2.7%	1473	2.6
45-64	37.1%	24.6%	36.4%	1.8%	2360	2.0
65+	34.2%	26.3%	38.7%	0.7%	1652	2.4
EDUCATION						
High school or less	32.4%	23.5%	42.0%	2.2%	1919	2.2
College or CEGEP	32.8%	24.6%	39.6%	3.1%	1832	2.3
University or higher	35.3%	25.1%	37.8%	1.9%	2031	2.2
CURRENT VOTE INTENTION						
Conservative Party	20.3%	42.5%	36.1%	1.1%	1366	2.7
NDP	35.4%	22.8%	39.9%	1.9%	1226	2.8
Liberal Party	62.8%	8.6%	27.6%	0.9%	1205	2.8
Green Party	35.9%	17.9%	42.8%	3.5%	366	5.1
Bloc Quebecois	24.8%	32.8%	40.5%	2.0%	397	4.9
Other	24.4%	31.9%	41.2%	2.5%	130	8.6

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Methodology:

This study was conducted using Interactive Voice Response (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. This dual frame yields a near perfect unweighted distribution on age group and gender, something almost never seen with traditional landline RDD sample or interviewer-administered surveys. This methodology is not to be confused with the increasing proliferation of non-probability opt-in online panels which have recently been incorrectly reported in major national media with inappropriate margin of error estimates.

The field dates for this survey are February 1-10, 2013. In total, a random sample of 5,947 Canadian adults aged 18 and over responded to the survey (including a sub-sample of 4,690 decided voters). The margin of error associated with the total sample is +/-1.3 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 to ensure the samples composition reflects that of the actual population of Canada according to Census data.

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