IT IS NECK AND NECK AS WE HEAD INTO ELECTION YEAR

[Ottawa – December 15, 2014] Yet another new normal has set into the Canadian political landscape as we head into an election year. Some unexpected events have altered the last normal which saw the rejuvenated Liberal Party – led by Justin Trudeau – clearly in the driver's seat and on the cusp of what would likely have been a majority government (had those numbers persisted to Election Day). A renewed security focus and other events following the shootings in Ottawa have produced a virtual deadlock between the Liberals and the Conservatives.

Through a combination of propitious events and sound political game, Stephen Harper sees himself having gone from the real possibility of an unenviable descent from majority Prime Minister to leader of the third party, to now being in position to aspire to a fourth government. Not only has he wiped out virtually all of Mr. Trudeau's double digit lead, he has raised his approval numbers and there is much less unanimity that the country is heading in the wrong direction.

Does this suggest that he will be victorious in the fall (or perhaps earlier)? Not yet. In fact, it may be the case that a divided electorate doesn't see any conventional political solution to being caught between a government from the right which is increasingly out of touch with the values and attitudes of Canadians[1] and a fragmented centre-left split over four parties. The structural factors of a progressive wave, a dark outlook for a shrinking and pessimistic middle class, and deep mistrust in democracy and public institutions have not gone away. In fact, those forces continue to percolate and it is quite likely that the combination of a rare public opinion hit on the ISIS mission, the deft handling of the shooting incident, and the newly elevated security concerns of the public will fade and leave the more challenging structural forces once again as a formidable barrier to another Harper victory.

HIGHLIGHTS

- **Federal vote intention:**
  - ¤ **31.8% Liberal Party**
  - ¤ **30.8% Conservative Party**
  - ¤ **20.0% NDP**
  - ¤ **7.8%   Green Party**
  - ¤ **5.0%   Bloc Québécois**
  - ¤ **4.6%   Other**

- **Direction of country:**
  - ¤ **46%   Right direction**
  - ¤ **45%   Wrong direction**

- **Direction of government:**
  - ¤ **38%   Right direction**
  - ¤ **53%   Wrong direction**

- **Approval ratings**
  - ¤ **50%   Justin Trudeau**
  - ¤ **47%   Thomas Mulcair**
  - ¤ **37%   Stephen Harper**

- **Conservative government vs. Liberal-led coalition**
  - ¤ **54%   Coalition government**
  - ¤ **36%   Conservative government**
  - ¤ **10%   DK/NR**

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

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[1] Frank Graves, "Rethinking the Public Interest: Evolving Trends in Values and Attitudes", Presentation to the #Can2020 Conference, Ottawa ON, October 2, 2014. Available online at: http://goo.gl/i2b0PR

There is evidence that a public weary of a hard right government fashioned from the unusual political dynamics of a fractured centre-left and a united right are willing to consider a new solution. The spectre of a coalition government was used effectively to strengthen – not weaken – Harper's fortunes in 2011. But things appear to have changed. While in 2011 there was a sharp division as to whether a coalition would be preferable to a Conservative minority, the ground has shifted. By a very large margin, the public now favour a Justin-Trudeau-led coalition. This is very different from the split views of 2011. The parties will all insist that they are running to win and that this is a bad idea. But for Canadian voters, this may slowly be emerging as a possible solution to better match the next parliament to the majority values and interests of all Canadians.

This may be terra incognita for Canadian federal politics, but it is old hand in Europe and elsewhere. The diverse values and interests of an increasingly pluralistic citizenry aren't fitting readily into the older party systems and this may well be a perfectly acceptable destination for the public. This may also be a temporary expression of frustration with a newly deadlocked race between the Liberals and Conservatives. Centre-left voters may be more willing to consider a coalition when confronting the real possibility of another Conservative government. We suspect that if the things were back where they were in the fall (with the Liberals in a clear lead), the appetite for this compromise would be lower.

Federal vote intention

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

National Results

| 31.8 | 30.8 | 20.0 | 7.8 | 5.0 | 4.6 |

Likely voters*

| 33.1 | 32.4 | 20.8 | 6.5 | 4.2 | 3.0 |

2011 Election Results

| 18.9 | 39.6 | 30.6 | 3.9 | 6.0 | .9 |

■ Liberal   ■ Conservative   ■ NDP   ■ green   ■ BLOC QUÉBECOIS   ■ Other

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

* Respondents were asked to rate their likelihood of voting in the next federal election on a 7-point scale where 1 represents 0%, 7 represents 100%, and the midpoint, 4, represents 50%. 'Likely voters' are those respondents who selected 100%.
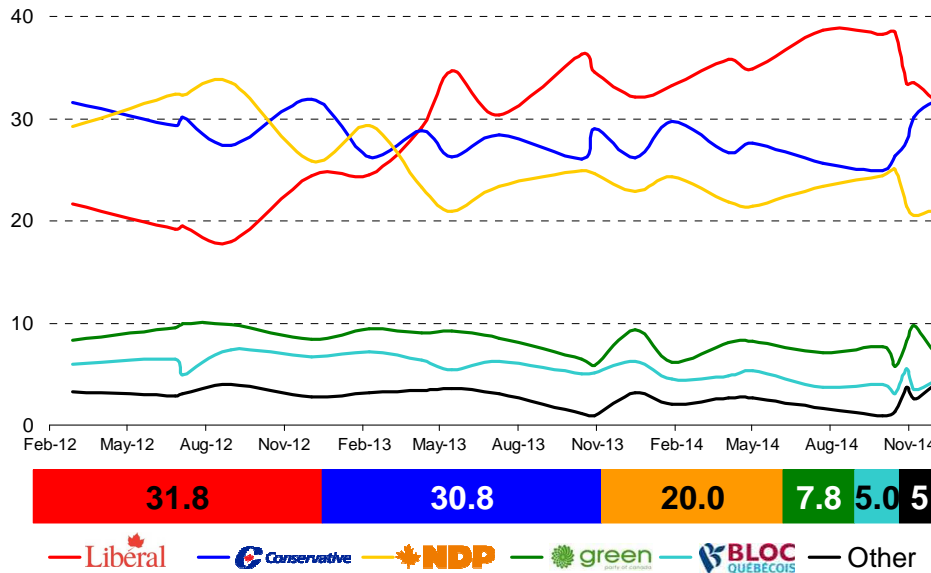
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BASE: Canadians; December 4-12, 2014 (n=3,276), MOE +/- 1.7%, 19 times out of 20

Tracking federal vote intention

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

31.8	30.8	20.0	7.8	5.0	5

Liberal — Conservative — NDP — green — BLOC QUÉBÉCOIS — Other

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

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BASE: Canadians; December 4-12, 2014 (n=3,276), MOE +/- 1.7%, 19 times out of 20
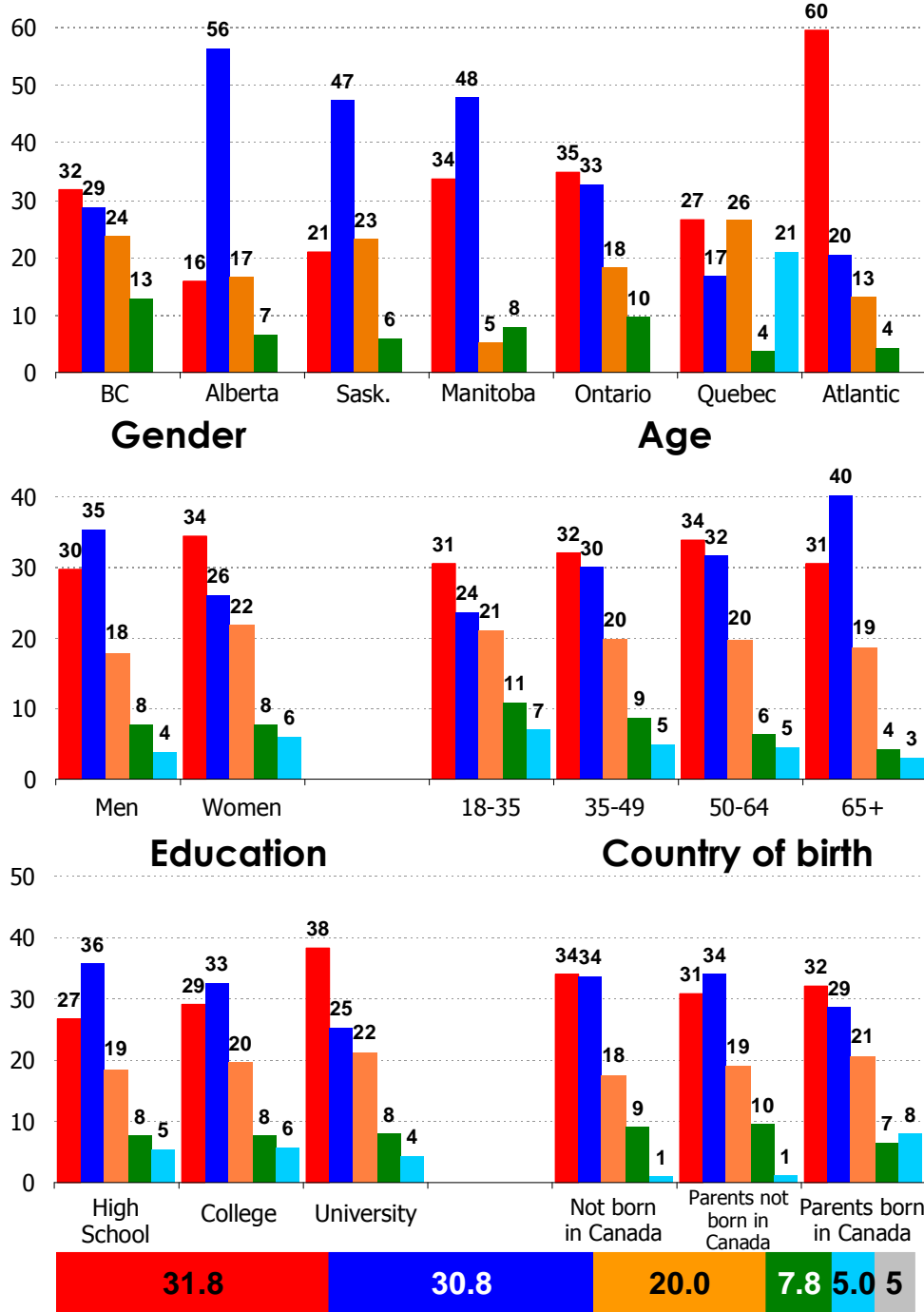
Demographic Patterns Revealing

Stephen Harper appears to be re-assembling the same constituency that gave him his majority mandate in 2011. Older voters are gradually returning to the fray, and he has re-captured his strong lead with men. He is also gaining ground with new Canadians, an area that he had previously forfeited to the Liberals.

The Liberals, in contrast, have a large and troubling gap with males. However, this softness with men is not new; rather, it is a sustained pattern that has grown over the past two months. It appears that Mr. Harper's renewed focus on security has at least temporarily reinforced his connection with males. If the Liberals are to be successful, they must find a way to strengthen their standing with men.

Regionally, the Liberals are the most "pan-Canadian" party, as they hold at least some support in nearly every region of the country. They are also highly competitive in Manitoba, which was clearly not the case in 2011. The Conservatives are heavily focussed in Alberta and Saskatchewan, although they are nipping at the Liberals' heels in Ontario, which will be key to any election victory in 2015. The NDP continues to do well in Quebec.

Vote intention by key demographics

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

[Provincial chart]

	BC	Alberta	Sask.	Manitoba	Ontario	Quebec	Atlantic
Liberal	32	16	21	34	35	27	60
Conservative	29	56	47	48	33	17	20
NDP	24	17	23	5	18	26	13
Green	13	7	6	8	10	4	4
Bloc						21	

Gender

	Men	Women
Liberal	30	34
Conservative	35	26
NDP	18	22
Green	8	8
Bloc	4	6

Age

	18-35	35-49	50-64	65+
Liberal	31	32	34	31
Conservative	24	30	32	40
NDP	21	20	20	19
Green	11	9	6	4
Bloc	7	5	5	3

Education

	High School	College	University
Liberal	27	29	38
Conservative	36	33	25
NDP	19	20	22
Green	8	8	8
Bloc	5	6	4

Country of birth

	Not born in Canada	Parents not born in Canada	Parents born in Canada
Liberal	34	31	32
Conservative	34	34	29
NDP	18	19	21
Green	9	10	7
Bloc	1	1	8

Liberal	Conservative	NDP	green	Bloc	Other
31.8	30.8	20.0	7.8	5.0	5

Liberal | **Conservative** | **NDP** | **green** party of canada | **BLOC QUÉBÉCOIS** | **Other**

BASE: Canadians; December 4-12, 2014 (n=3,276), MOE +/- 1.7%, 19 times out of 20

Approval Numbers Uncover Hidden Strengths for Trudeau/Mulcair

Despite a relative deadlock in vote attention, there is good news to be found for Justin Trudeau in his approval figures. He leads in terms of approval and, interestingly, he does extremely well with undecided voters. Thomas Mulcair, meanwhile, is best able to transcend partisan lines and he does fairly well outside of NDP supporters. Stephen Harper remains in a distant third place; however, he has enjoyed a noticeable uptick in approval over the past few months.
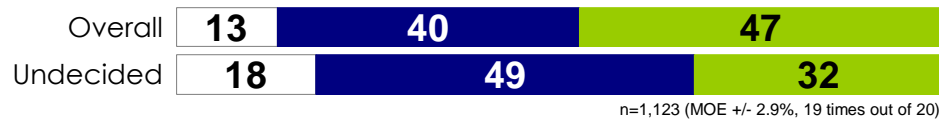
Approval ratings (undecided voters)

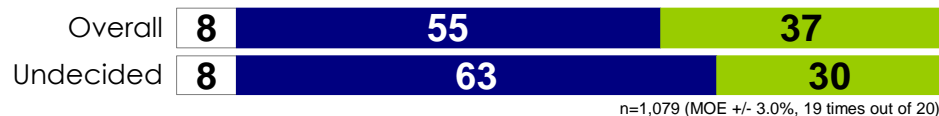**Q.** *Do you approve or disapprove of the way the following individuals are handling their jobs?*

Justin Trudeau

|	DK/NR	Disapprove	Approve
Overall	9	41	50
Undecided	8	40	52

n=1,074 (MOE +/- 3.0%, 19 times out of 20)

Thomas Mulcair

	DK/NR	Disapprove	Approve
Overall	13	40	47
Undecided	18	49	32

n=1,123 (MOE +/- 2.9%, 19 times out of 20)

Stephen Harper

	DK/NR	Disapprove	Approve
Overall	8	55	37
Undecided	8	63	30

n=1,079 (MOE +/- 3.0%, 19 times out of 20)

☐ DK/NR   ■ Disapprove   ■ Approve

BASE: Canadians (third-sample each); December 4-12, 2014

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?*
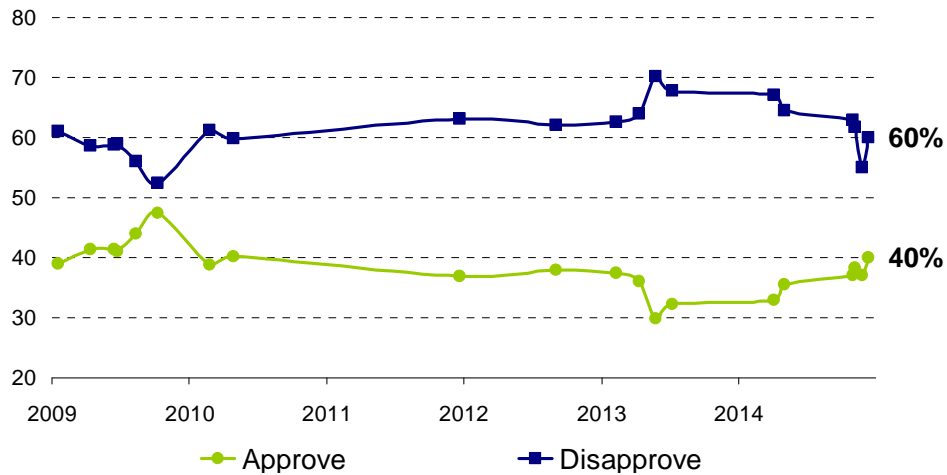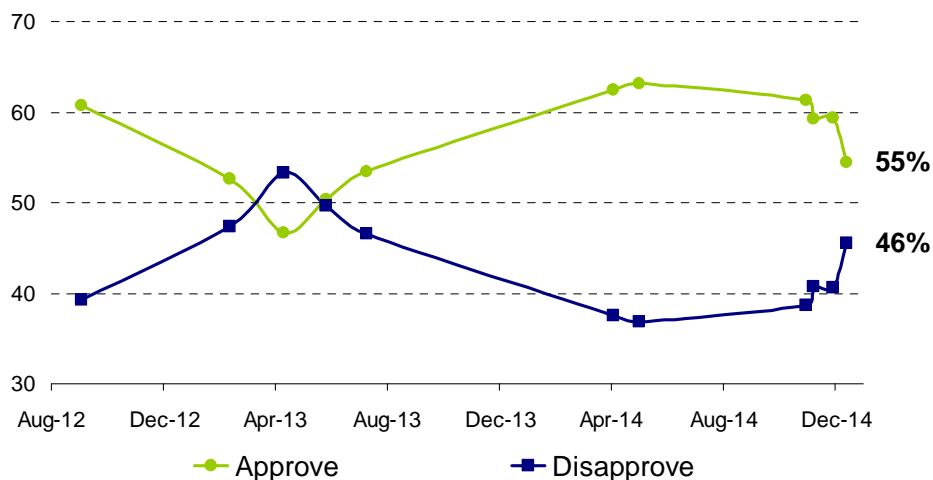

60%

40%

● Approve ■ Disapprove

Note: Figures adjusted to exclude those who did not provide valid responses

BASE: Canadians; December 4-12, 2014 (n=1,079), MOE +/- 3.0%, 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?*
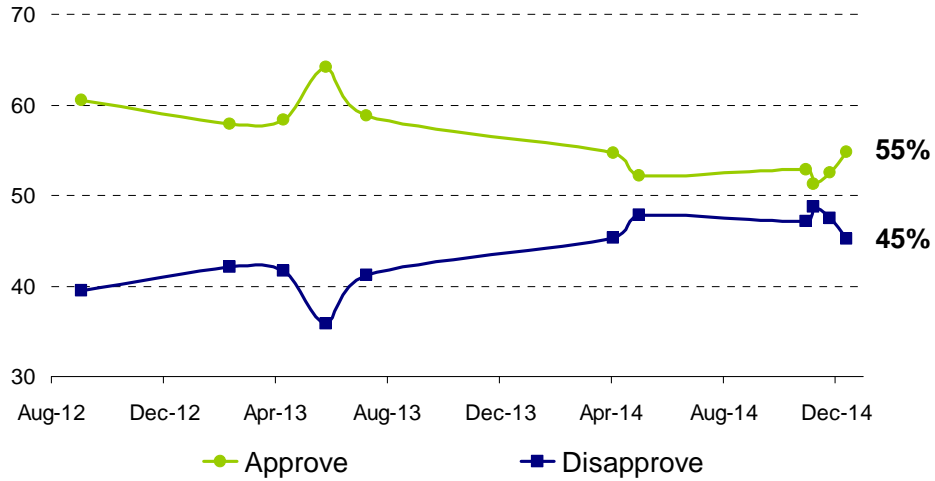

55%

46%

● Approve ■ Disapprove

Note: Figures adjusted to exclude those who did not provide valid responses

BASE: Canadians; December 4-12, 2014 (n=1,123), MOE +/- 2.9%, 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?*

Note: Figures adjusted to exclude those who did not provide valid responses

BASE: Canadians; December 4-12, 2014 (n=1,074), MOE +/- 3.0%, 19 times out of 20
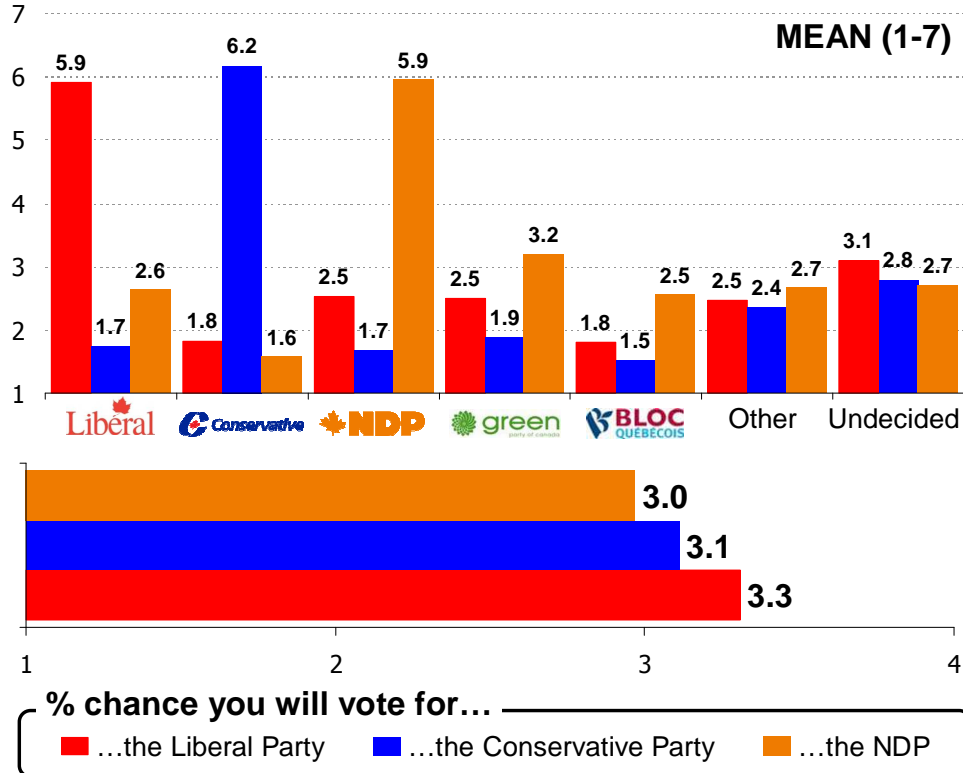
Likelihood of Voting Raises New Possibilities

In our latest poll, in addition to our conventional ballot question ("which party would you vote for?"), we asked respondents to rate the likelihood that they would vote for each of the three main parties on a 7-point scale, where 1 indicates a 0 per cent chance of voting for the party in question, 7 indicates a 100 per cent chance, and the midpoint, 4, indicates a 50/50 chance. The results are revealing and somewhat different than what we see with the conventional ballot question.

The Liberals appear to have a slight – but statically significant – edge in this area, as Canadians of all political colours express somewhat more openness to voting Liberal. Conservative supporters have taken more of a "my way or the highway" stance and are widely closed off to voting either Liberal or NDP. Conversely, other party supporters have widely ruled out voting Conservative.

Liberal and NDP supporters, meanwhile, have expressed a tepid willingness to consider each other, suggesting that a Liberal-NDP coalition may be feasible should the Conservatives pull off a minority win in 2015. Indeed, unlike in 2011, it appears now that Liberals and NDP supporters are equally likely to say they are certain voters. The rise of greater commitment to vote in the centre-left is also coupled with a sharp rise in support for a Liberal-led coalition. These two changed forces suggest a formidable obstacle to a fourth Harper Government.

Likelihood of voting for three main parties

Q. What is the per cent chance that you will vote for ... in the next federal election?

MEAN (1-7)

	Liberal	Conservative	NDP	green	BLOC QUÉBECOIS	Other	Undecided
Liberal Party	5.9	1.8	2.5	2.5	1.8	2.5	3.1
Conservative Party	1.7	6.2	1.7	1.9	1.5	2.4	2.8
NDP	2.6	1.6	5.9	3.2	2.5	2.7	2.7

% chance you will vote for...

...the NDP: 3.0
...the Conservative Party: 3.1
...the Liberal Party: 3.3

■ …the Liberal Party ■ …the Conservative Party ■ …the NDP

BASE: Canadians; December 4-12, 2014 (n=3,276), MOE +/- 1.7%, 19 times out of 20

Canadians prefer Liberal-NDP coalition to Conservative government

Finally, we asked Canadians the simple question of whether they would prefer a Conservative minority government or a Liberal-led coalition with the NDP. Canadians express a striking preference for the latter, with 54 per cent (60 per cent when we exclude invalid responses) choosing the coalition. This represents a distinct movement away from the days of Michael Ignatieff, when Canadians were evenly split on this issue.

However, caution is necessary in interpreting these results. This is a fairly crude test and doesn't exhaust the possible arrangements. It also is one that may be more attractive when the Conservatives are doing relatively better. Indeed, given that 52 per cent of Canadians would vote either Liberal or NDP if an election were held today, it is not at all surprising that a similar proportion would opt for a form of government that offered their party of choice at least some level of power. So it should be taken as an interesting but very partial view on the future.

Support for coalition government

Q. *If you were forced to choose between a Conservative minority government led by Stephen Harper and a coalition government made of up Liberals and New Democrats and led by Liberal leader Justin Trudeau*, which would you prefer?*
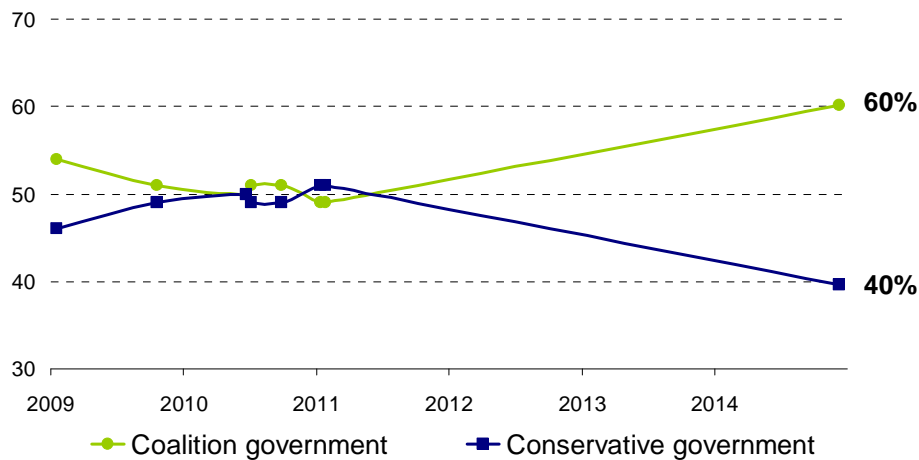
Note: Figures adjusted to exclude those who did not provide a valid response.

* Prior to the 2011 federal election, respondents were asked about a coalition government led by then-Liberal leader Michael Ignatieff.

BASE: Canadians; December 4-12, 2014 (n=3,276), MOE +/- 1.7%, 19 times out of 20

Conclusions

All in all, this is a pretty good poll for Stephen Harper and he is in a much better position that he has been for a long time. He is within striking distance of the lead for the first time in over a year and his approval rating has been slowly improving.

However, this is not a bad poll for Mr. Trudeau. Indeed, the Liberal Party still leads and we have not seen them behind in a poll in over a year. While the Conservatives are doing well, they may simply not do well enough. Mr. Harper has benefitted from a number of recent events that all occurred in a very short period of time and these figures may be as good as it gets as attention returns to the less welcoming forces which had put Mr. Harper in such a poor position throughout most of 2014. Furthermore, the rise in committed voters within the centre-left and the rise in support for a Trudeau-led coalition both suggest more formidable obstacles to a fourth successive government.

Finally, while the overall result as a deadlock is very significant, it is based on rather modest changes. The Conservatives have not surged and the Liberals and NDP have not plummeted. Rather, we have seen a modest, downward shift for the Liberals and NDP, accompanied by a modest uptick for the Conservatives.

In any case, we are still ten months out from an election (discounting, of course, the rumoured early election call). It is extremely early and all of this could change.

Direction of country/government

Q. All things considered, would you say the country/government is moving in the right direction or the wrong direction?
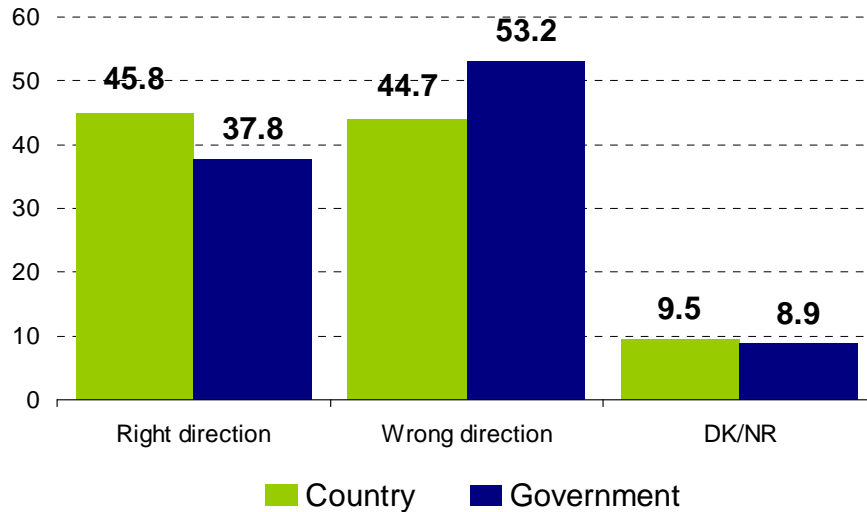
Country ▪ **Government**

BASE: Canadians (half-sample); December 4-12, 2014 (n=1,619/1,657), MOE +/- 2.4%, 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?

45.8%
44.7%
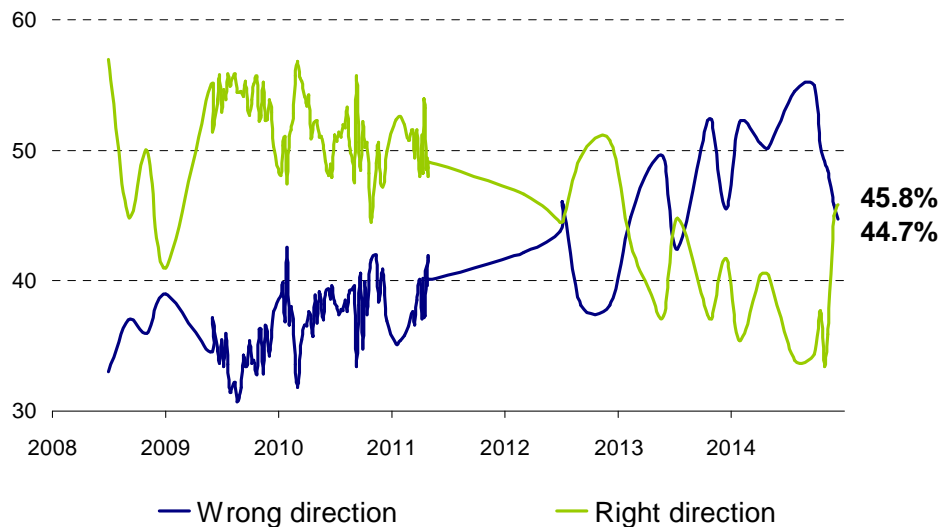
Wrong direction — **Right direction**

BASE: Canadians (half-sample); December 4-12, 2014 (n=1,619), MOE +/- 2.4%, 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?

Wrong direction **Right direction**
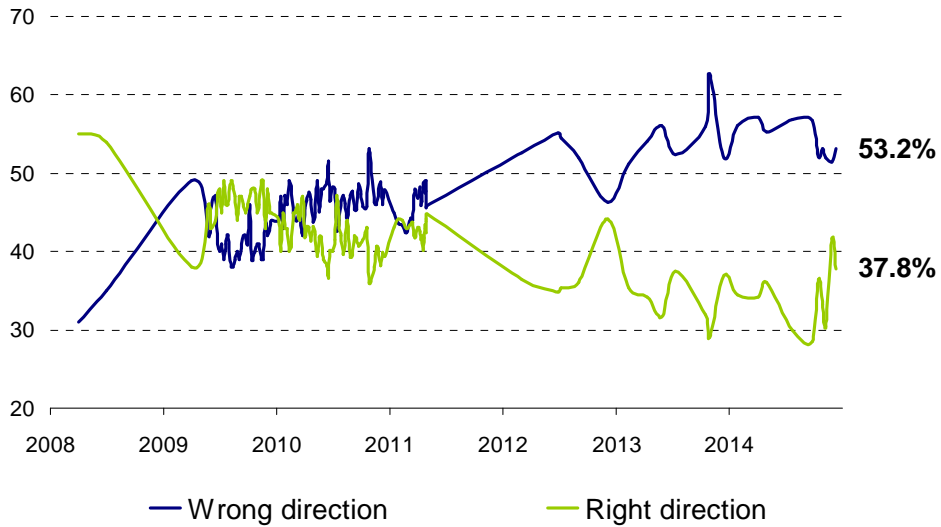
BASE: Canadians (half-sample); December 4-12, 2014 (n=1,657), MOE +/- 2.4%, 19 times out of 20

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?*

	Liberal Party	Conser-vative Party	NDP	Green Party	Bloc Québécois	Other	Sample Size	Margin of Error (+/-)
NATIONALLY	**31.8%**	**30.8%**	**20.0%**	**7.8%**	**5.0%**	**4.6%**	**2717**	**1.9**
REGION								
British Columbia	31.8%	28.8%	23.6%	12.9%	–	2.8%	345	5.3
Alberta	15.9%	56.3%	16.5%	6.6%	–	4.7%	291	5.7
Saskatchewan	21.0%	47.3%	23.2%	5.9%	–	2.6%	106	9.5
Manitoba	33.7%	47.8%	5.0%	7.9%	–	5.6%	102	9.7
Ontario	34.8%	32.6%	18.1%	9.6%	–	4.9%	1060	3.0
Quebec	26.5%	16.7%	26.3%	3.8%	20.9%	5.8%	439	4.7
Atlantic Canada	59.5%	20.4%	13.0%	4.3%	–	2.8%	368	5.1
GENDER								
Male	29.7%	35.4%	18.2%	7.7%	3.9%	5.1%	1337	2.7
Female	34.4%	26.0%	21.7%	7.7%	6.1%	4.1%	1346	2.7
AGE								
<35	30.6%	23.7%	21.0%	10.9%	7.0%	6.8%	193	7.1
35-49	32.1%	30.0%	19.9%	8.7%	4.9%	4.5%	480	4.5
50-64	33.9%	31.6%	20.2%	6.4%	4.6%	3.3%	924	3.2
65+	30.5%	40.2%	18.9%	4.3%	3.0%	3.1%	1084	3.0
EDUCATION								
High school or less	26.7%	35.7%	18.8%	7.6%	5.4%	5.9%	691	3.7
College or CEGEP	29.0%	32.6%	19.5%	7.6%	5.7%	5.5%	884	3.3
University or higher	38.2%	25.2%	21.5%	8.0%	4.3%	2.8%	1087	3.0
COUNTRY OF BIRTH								
Not born in Canada	34.0%	33.7%	17.8%	9.1%	1.0%	4.4%	429	4.7
Parents not born in Canada	30.8%	33.9%	19.1%	9.6%	1.1%	5.4%	801	3.5
Both parents born in Canada	32.0%	28.5%	20.8%	6.5%	8.0%	4.3%	1456	2.6

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	**36.8%**	**55.3%**	**7.9%**	**1079**	**3.0**
REGION					
British Columbia	31.5%	61.3%	7.2%	151	8.0
Alberta	57.1%	33.6%	9.3%	113	9.2
Saskatchewan	44.0%	41.1%	14.9%	47	14.3
Manitoba	39.3%	48.6%	12.1%	50	13.9
Ontario	41.3%	50.0%	8.7%	400	4.9
Quebec	29.0%	68.1%	2.9%	169	7.5
Atlantic Canada	22.7%	63.7%	13.6%	147	8.1
GENDER					
Male	43.2%	53.4%	3.4%	501	4.4
Female	34.0%	60.9%	5.2%	514	4.3
AGE					
<35	33.8%	60.9%	5.3%	86	10.6
35-49	38.7%	57.6%	3.7%	199	7.0
50-64	40.1%	56.6%	3.3%	326	5.4
65+	45.1%	51.1%	3.8%	402	4.9
EDUCATION					
High school or less	47.2%	46.3%	6.5%	273	5.9
College or CEGEP	36.7%	59.2%	4.1%	326	5.4
University or higher	33.9%	64.3%	1.8%	401	4.9
COUNTRY OF BIRTH					
Not born in Canada	51.1%	45.2%	3.7%	145	8.1
Parents not born in Canada	38.0%	57.9%	4.1%	293	5.7
Both parents born in Canada	35.7%	60.0%	4.3%	581	4.1
CURRENT VOTE INTENTION					
Liberal Party	12.8%	86.5%	0.7%	300	5.7
Conservative Party	91.7%	6.7%	1.6%	316	5.5
NDP	13.0%	82.9%	4.1%	154	7.9
Green Party	23.8%	76.2%	0.0%	56	13.1
Bloc Québécois	19.1%	76.8%	4.1%	29	18.2

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	**47.4%**	**39.5%**	**13.2%**	**1123**	**2.9**
REGION					
British Columbia	51.4%	34.3%	14.3%	135	8.4
Alberta	39.0%	48.3%	12.7%	126	8.7
Saskatchewan	23.0%	62.6%	14.4%	43	14.9
Manitoba	32.1%	54.1%	13.7%	40	15.5
Ontario	47.0%	38.2%	14.8%	441	4.7
Quebec	53.9%	38.4%	7.7%	173	7.5
Atlantic Canada	52.8%	27.4%	19.8%	164	7.7
GENDER					
Male	52.2%	42.5%	5.3%	517	4.3
Female	47.5%	40.3%	12.2%	541	4.2
AGE					
<35	44.5%	42.4%	13.1%	67	12.0
35-49	48.7%	39.7%	11.6%	198	7.0
50-64	52.1%	41.5%	6.4%	391	5.0
65+	54.1%	42.2%	3.7%	403	4.9
EDUCATION					
High school or less	35.3%	56.1%	8.6%	267	6.0
College or CEGEP	50.5%	39.1%	10.4%	343	5.3
University or higher	59.9%	33.0%	7.0%	440	4.7
COUNTRY OF BIRTH					
Not born in Canada	53.5%	39.0%	7.6%	160	7.8
Parents not born in Canada	43.0%	46.7%	10.3%	322	5.5
Both parents born in Canada	52.2%	39.3%	8.5%	574	4.1
CURRENT VOTE INTENTION					
Liberal Party	57.0%	35.2%	7.9%	307	5.6
Conservative Party	31.5%	62.8%	5.7%	329	5.4
NDP	85.0%	8.1%	6.9%	184	7.2
Green Party	44.4%	53.1%	2.5%	58	12.9
Bloc Québécois	66.8%	29.4%	3.8%	27	18.9

Approval Rating – Justin Trudeau

Q. Do you approve or disapprove of the way Justin Trudeau, leader of the Liberal Party of Canada, is handling his job?

	Approve	Disapprove	Don't know / No response	Sample Size	Margin of Error (+/-)
NATIONALLY	**49.8%**	**41.1%**	**9.1%**	**1074**	**3.0**
REGION					
British Columbia	43.2%	41.6%	15.2%	139	8.3
Alberta	32.8%	54.6%	12.7%	106	9.5
Saskatchewan	62.6%	31.2%	6.2%	44	14.8
Manitoba	53.9%	40.7%	5.4%	40	15.5
Ontario	51.5%	41.2%	7.3%	415	4.8
Quebec	50.9%	41.4%	7.8%	181	7.3
Atlantic Canada	64.6%	24.0%	11.5%	145	8.1
GENDER					
Male	48.0%	47.6%	4.4%	475	4.5
Female	55.8%	38.6%	5.6%	538	4.2
AGE					
<35	51.4%	40.1%	8.4%	80	11.0
35-49	53.8%	43.5%	2.6%	175	7.4
50-64	55.1%	40.0%	4.9%	364	5.1
65+	46.3%	49.3%	4.3%	395	4.9
EDUCATION					
High school or less	45.5%	49.6%	5.0%	282	5.8
College or CEGEP	52.4%	44.8%	2.8%	335	5.4
University or higher	59.8%	34.4%	5.9%	378	5.0
COUNTRY OF BIRTH					
Not born in Canada	52.5%	43.7%	3.8%	172	7.5
Parents not born in Canada	52.0%	44.9%	3.1%	313	5.5
Both parents born in Canada	52.1%	41.4%	6.5%	534	4.2
CURRENT VOTE INTENTION					
Liberal Party	86.0%	12.1%	1.8%	315	5.5
Conservative Party	21.1%	76.9%	2.0%	279	5.9
NDP	50.9%	41.4%	7.7%	176	7.4
Green Party	41.3%	46.9%	11.8%	55	13.2
Bloc Québécois	37.3%	50.6%	12.1%	31	17.6

Likelihood of Voting for the Conservative Party

Q. What is the per cent chance that you will vote for the Conservative Party of Canada in the next federal election?

	Low chance (1-3)	50% chance (4)	High chance (5-7)	DK/NR	Mean (1-7)	Sample Size	Margin of Error (+/-)
NATIONALLY	**51.0%**	**10.6%**	**25.6%**	**12.7%**	**3.1**	**3276**	**1.7**
REGION							
British Columbia	53.0%	8.7%	25.2%	13.1%	3.0	425	4.8
Alberta	35.5%	8.1%	44.3%	12.0%	4.2	345	5.3
Saskatchewan	36.6%	3.6%	35.7%	24.1%	3.9	134	8.5
Manitoba	43.6%	14.9%	29.0%	12.6%	3.5	130	8.6
Ontario	50.2%	9.9%	26.8%	13.2%	3.2	1256	2.8
Quebec	61.1%	13.9%	16.6%	8.4%	2.5	523	4.3
Atlantic Canada	53.9%	9.8%	16.6%	19.7%	2.6	456	4.6
GENDER							
Male	51.2%	9.8%	31.2%	7.9%	3.3	1493	2.5
Female	55.4%	12.4%	22.7%	9.5%	2.9	1593	2.5
AGE							
<35	58.4%	10.7%	22.2%	8.8%	2.8	233	6.4
35-49	58.2%	9.5%	25.0%	7.4%	2.9	572	4.1
50-64	50.7%	12.4%	27.6%	9.3%	3.2	1081	3.0
65+	42.8%	12.2%	34.9%	10.1%	3.7	1200	2.8
EDUCATION							
High school or less	43.5%	17.1%	29.4%	10.0%	3.5	822	3.4
College or CEGEP	51.7%	10.8%	30.0%	7.5%	3.3	1004	3.1
University or higher	63.3%	6.9%	22.1%	7.7%	2.7	1219	2.8
COUNTRY OF BIRTH							
Not born in Canada	44.9%	15.0%	30.9%	9.2%	3.4	477	4.5
Parents not born in Canada	50.4%	12.9%	27.8%	8.9%	3.3	928	3.2
Both parents born in Canada	57.1%	9.3%	24.9%	8.7%	2.9	1689	2.4
CURRENT VOTE INTENTION							
Liberal Party	76.0%	10.8%	4.8%	8.5%	1.7	922	3.2
Conservative Party	4.8%	8.9%	84.1%	2.1%	6.2	924	3.2
NDP	79.8%	9.9%	4.5%	5.9%	1.7	514	4.3
Green Party	75.3%	3.5%	9.4%	11.8%	1.9	169	7.5
Bloc Québécois	82.8%	4.4%	6.8%	5.9%	1.5	87	10.5

Likelihood of Voting for the NDP

Q. What is the per cent chance that you will vote for the New Democratic Party of Canada in the next federal election?

	Low chance (1-3)	50% chance (4)	High chance (5-7)	DK/NR	Mean (1-7)	Sample Size	Margin of Error (+/-)
NATIONALLY	**53.2%**	**14.7%**	**21.3%**	**10.8%**	**3.0**	**3276**	**1.7**
REGION							
British Columbia	51.5%	10.4%	25.1%	13.1%	3.1	425	4.8
Alberta	65.4%	11.0%	13.8%	9.8%	2.5	345	5.3
Saskatchewan	53.5%	8.3%	22.4%	15.9%	2.9	134	8.5
Manitoba	56.8%	20.0%	9.8%	13.4%	2.4	130	8.6
Ontario	55.4%	13.4%	19.7%	11.5%	2.9	1256	2.8
Quebec	45.8%	19.4%	29.4%	5.4%	3.3	523	4.3
Atlantic Canada	48.7%	19.1%	14.3%	17.9%	2.8	456	4.6
GENDER							
Male	59.1%	13.8%	20.9%	6.1%	2.9	1493	2.5
Female	52.4%	17.1%	23.5%	7.0%	3.1	1593	2.5
AGE							
<35	52.1%	14.8%	27.5%	5.6%	3.2	233	6.4
35-49	57.6%	13.9%	22.5%	6.0%	3.0	572	4.1
50-64	54.5%	17.9%	19.6%	8.0%	2.9	1081	3.0
65+	58.4%	15.3%	18.7%	7.6%	2.7	1200	2.8
EDUCATION							
High school or less	59.1%	14.7%	17.6%	8.6%	2.7	822	3.4
College or CEGEP	55.2%	14.6%	24.9%	5.3%	3.1	1004	3.1
University or higher	53.2%	16.9%	24.5%	5.4%	3.1	1219	2.8
COUNTRY OF BIRTH							
Not born in Canada	53.6%	16.5%	23.5%	6.3%	3.1	477	4.5
Parents not born in Canada	56.6%	14.7%	22.0%	6.7%	2.9	928	3.2
Both parents born in Canada	55.6%	15.7%	22.1%	6.7%	3.0	1689	2.4
CURRENT VOTE INTENTION							
Liberal Party	62.5%	21.3%	12.3%	3.9%	2.6	922	3.2
Conservative Party	85.7%	6.6%	3.7%	4.1%	1.6	924	3.2
NDP	7.8%	10.7%	79.1%	2.4%	5.9	514	4.3
Green Party	49.2%	23.1%	22.6%	5.1%	3.2	169	7.5
Bloc Québécois	57.1%	22.4%	18.6%	1.8%	2.5	87	10.5

Likelihood of Voting for the Liberal Party

Q. What is the per cent chance that you will vote for the Liberal Party of Canada in the next federal election?

	Low chance (1-3)	50% chance (4)	High chance (5-7)	DK/NR	Mean (1-7)	Sample Size	Margin of Error (+/-)
NATIONALLY	**47.9%**	**14.3%**	**27.8%**	**10.0%**	**3.3**	**3276**	**1.7**
REGION							
British Columbia	48.2%	14.4%	26.2%	11.2%	3.2	425	4.8
Alberta	64.9%	9.7%	16.1%	9.3%	2.4	345	5.3
Saskatchewan	52.1%	13.9%	14.7%	19.3%	2.6	134	8.5
Manitoba	43.7%	19.7%	24.9%	11.7%	3.3	130	8.6
Ontario	45.1%	12.9%	31.6%	10.4%	3.5	1256	2.8
Quebec	52.5%	17.4%	24.4%	5.7%	3.1	523	4.3
Atlantic Canada	25.3%	15.1%	43.8%	15.9%	4.6	456	4.6
GENDER							
Male	54.1%	13.5%	27.0%	5.5%	3.2	1493	2.5
Female	45.8%	16.5%	31.3%	6.3%	3.5	1593	2.5
AGE							
<35	48.5%	15.4%	31.1%	5.0%	3.4	233	6.4
35-49	52.6%	13.6%	27.4%	6.5%	3.2	572	4.1
50-64	47.8%	15.4%	30.7%	6.1%	3.4	1081	3.0
65+	51.0%	16.1%	25.8%	7.1%	3.2	1200	2.8
EDUCATION							
High school or less	52.9%	19.7%	20.6%	6.9%	3.0	822	3.4
College or CEGEP	54.0%	12.6%	27.7%	5.8%	3.2	1004	3.1
University or higher	44.5%	13.5%	37.5%	4.6%	3.7	1219	2.8
COUNTRY OF BIRTH							
Not born in Canada	43.6%	16.1%	32.9%	7.4%	3.7	477	4.5
Parents not born in Canada	50.6%	13.3%	29.6%	6.5%	3.3	928	3.2
Both parents born in Canada	51.1%	15.7%	27.7%	5.4%	3.2	1689	2.4
CURRENT VOTE INTENTION							
Liberal Party	7.1%	11.0%	80.4%	1.5%	5.9	922	3.2
Conservative Party	79.4%	10.9%	5.9%	3.8%	1.8	924	3.2
NDP	63.2%	23.8%	10.0%	3.0%	2.5	514	4.3
Green Party	66.7%	8.9%	19.8%	4.6%	2.5	169	7.5
Bloc Québécois	81.6%	6.6%	6.6%	5.1%	1.8	87	10.5

Support for coalition 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	**35.8%**	**54.0%**	**10.2%**	**3276**	**1.7**
REGION					
British Columbia	32.6%	55.6%	11.8%	425	4.8
Alberta	61.1%	29.7%	9.2%	345	5.3
Saskatchewan	42.7%	44.5%	12.9%	134	8.5
Manitoba	46.5%	42.6%	10.9%	130	8.6
Ontario	37.8%	52.7%	9.5%	1256	2.8
Quebec	23.6%	66.9%	9.6%	523	4.3
Atlantic Canada	23.7%	62.6%	13.7%	456	4.6
GENDER					
Male	40.9%	53.1%	6.0%	1493	2.5
Female	34.1%	59.7%	6.2%	1593	2.5
AGE					
<35	33.5%	58.2%	8.4%	233	6.4
35-49	37.0%	57.5%	5.5%	572	4.1
50-64	36.8%	57.6%	5.6%	1081	3.0
65+	44.7%	50.5%	4.8%	1200	2.8
EDUCATION					
High school or less	45.8%	46.7%	7.5%	822	3.4
College or CEGEP	42.3%	52.8%	4.9%	1004	3.1
University or higher	27.0%	67.8%	5.2%	1219	2.8
COUNTRY OF BIRTH					
Not born in Canada	39.5%	56.1%	4.3%	477	4.5
Parents not born in Canada	42.7%	50.4%	6.8%	928	3.2
Both parents born in Canada	34.3%	59.5%	6.2%	1689	2.4
CURRENT VOTE INTENTION					
Liberal Party	8.7%	88.6%	2.6%	922	3.2
Conservative Party	89.4%	9.4%	1.2%	924	3.2
NDP	17.2%	80.3%	2.5%	514	4.3
Green Party	27.7%	67.2%	5.2%	169	7.5
Bloc Québécois	22.6%	63.6%	13.8%	87	10.5

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	**45.8%**	**44.7%**	**9.5%**	**1619**	**2.4**
REGION					
British Columbia	40.3%	46.7%	13.0%	215	6.7
Alberta	64.6%	26.9%	8.6%	160	7.8
Saskatchewan	46.7%	36.3%	17.0%	64	12.3
Manitoba	42.2%	53.2%	4.6%	53	13.5
Ontario	51.9%	39.2%	8.8%	648	3.9
Quebec	32.3%	60.4%	7.2%	251	6.2
Atlantic Canada	40.3%	46.0%	13.7%	226	6.5
GENDER					
Male	49.2%	46.1%	4.7%	744	3.6
Female	47.2%	47.1%	5.7%	779	3.5
AGE					
<35	45.4%	47.7%	6.9%	122	8.9
35-49	45.9%	48.6%	5.5%	273	5.9
50-64	49.3%	47.2%	3.5%	526	4.3
65+	54.1%	40.8%	5.1%	605	4.0
EDUCATION					
High school or less	51.6%	41.3%	7.1%	417	4.8
College or CEGEP	50.4%	45.7%	3.9%	497	4.4
University or higher	43.6%	51.7%	4.7%	595	4.0
COUNTRY OF BIRTH					
Not born in Canada	45.5%	42.7%	11.7%	246	6.3
Parents not born in Canada	51.9%	42.0%	6.1%	446	4.6
Both parents born in Canada	47.2%	49.9%	2.9%	836	3.4
CURRENT VOTE INTENTION					
Liberal Party	39.2%	57.9%	2.9%	443	4.7
Conservative Party	80.8%	15.7%	3.5%	469	4.5
NDP	26.1%	69.1%	4.9%	260	6.1
Green Party	38.8%	59.2%	2.1%	89	10.4
Bloc Québécois	18.1%	78.1%	3.8%	37	16.1

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	**37.8%**	**53.2%**	**8.9%**	**1657**	**2.4**
REGION					
British Columbia	34.3%	55.6%	10.0%	210	6.8
Alberta	54.8%	37.1%	8.2%	185	7.2
Saskatchewan	47.4%	39.1%	13.5%	70	11.7
Manitoba	46.3%	41.1%	12.6%	77	11.2
Ontario	39.3%	51.5%	9.2%	608	4.0
Quebec	29.1%	63.5%	7.5%	272	5.9
Atlantic Canada	30.1%	61.8%	8.1%	230	6.5
GENDER					
Male	41.5%	53.8%	4.6%	749	3.6
Female	37.8%	57.0%	5.2%	814	3.4
AGE					
<35	38.0%	57.6%	4.4%	111	9.3
35-49	35.9%	57.6%	6.5%	299	5.7
50-64	40.3%	55.6%	4.1%	555	4.2
65+	46.7%	49.0%	4.4%	595	4.0
EDUCATION					
High school or less	46.3%	50.6%	3.1%	405	4.9
College or CEGEP	39.1%	54.0%	6.9%	507	4.4
University or higher	36.7%	60.0%	3.3%	624	3.9
COUNTRY OF BIRTH					
Not born in Canada	54.9%	40.5%	4.6%	231	6.5
Parents not born in Canada	41.7%	53.2%	5.1%	482	4.5
Both parents born in Canada	35.0%	59.9%	5.1%	853	3.4
CURRENT VOTE INTENTION					
Liberal Party	25.9%	70.5%	3.6%	479	4.5
Conservative Party	86.3%	10.1%	3.6%	455	4.6
NDP	23.0%	74.5%	2.5%	254	6.2
Green Party	18.6%	79.9%	1.5%	80	11.0
Bloc Québécois	6.2%	90.9%	3.0%	50	13.9

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 December 4-12, 2014. In total, a random sample of 3,276 Canadian adults aged 18 and over responded to the survey. The margin of error associated with the total sample is +/-1.7 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.