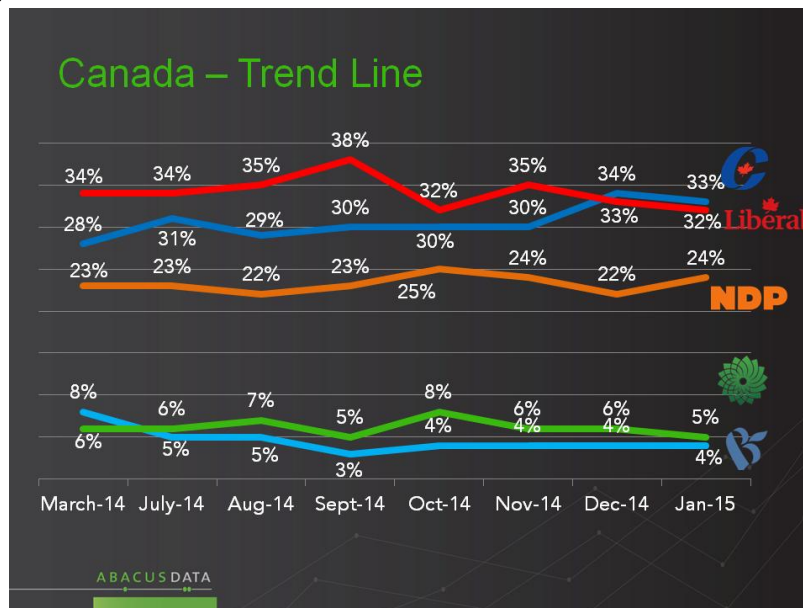# Federal Tories and Liberals in a Dead Heat

By Bruce Anderson & David Coletto

For interviews, or to find out about our services, please contact Bruce Anderson at banderson@abacusdata.ca (613-882-0929) or CEO David Coletto at david@abacusdata.ca (613-232-2806)
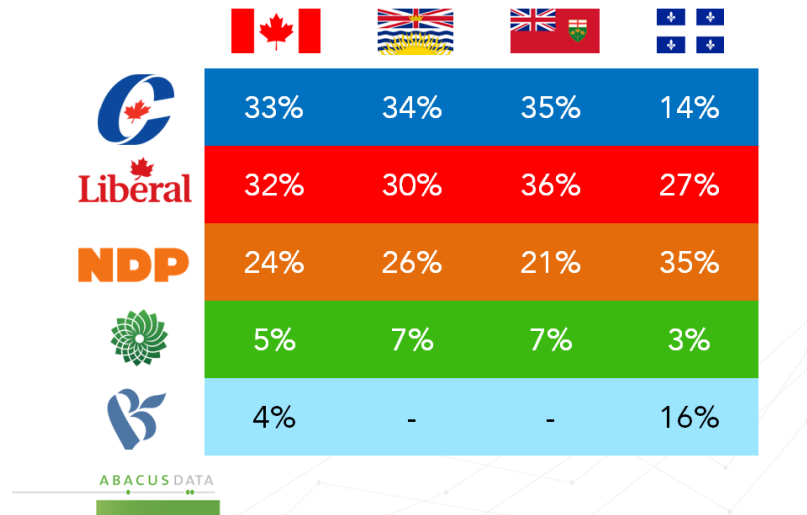
Our latest nationwide study of political opinion looked at headline data as well as some probing about the different leaders. This release focuses on the main tracking questions, with the rest to be released in the next few days.
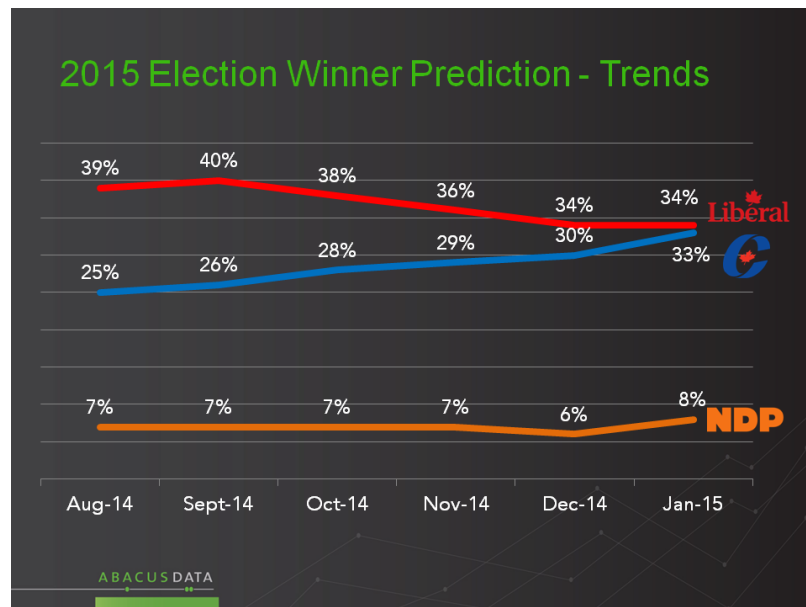
Voting Intention and Mood

We find a dead heat nationally with the Conservatives at 33%, the Liberals at 32% the NDP at 24%. In BC, the Conservatives have a narrow lead over the Liberals and the NDP. In Ontario, the Liberals and the Conservatives are neck and neck. In Quebec, the NDP enjoys a modest lead over the Liberals.

Regional Results

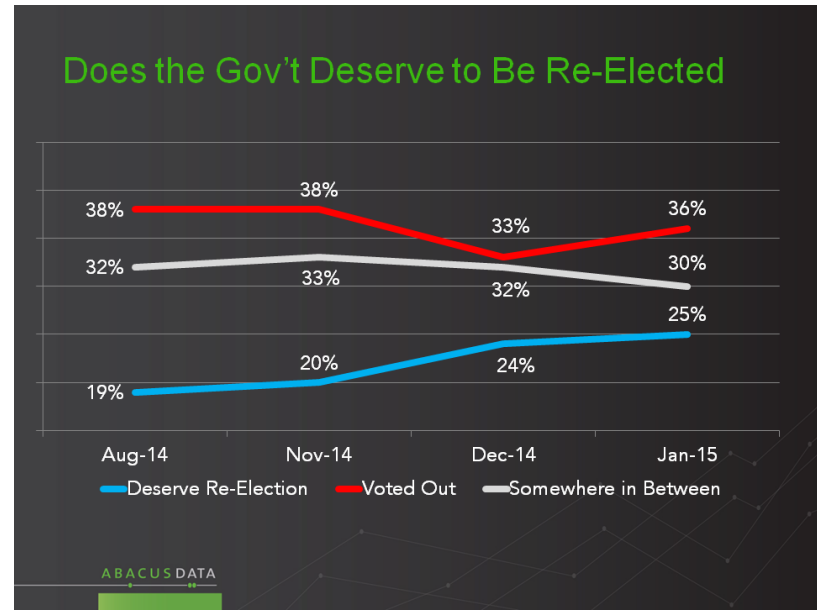|	🇨🇦	BC	ON	QC
Conservative	33%	34%	35%	14%
Liberal	32%	30%	36%	27%
NDP	24%	26%	21%	35%
Green	5%	7%	7%	3%
Bloc	4%	-	-	16%

Not only have vote intentions tightened but so too has the expected outcome of the election. A rising number of people believe the Conservatives may win the next election, with 34% predicting a Liberal win and 33% see the Tories coming out on top. In August 2014, 39% of Canadians believed the Liberals would win compared to only 25% who thought the Conservatives would win the next election.

2015 Election Winner Prediction - Trends

	Aug-14	Sept-14	Oct-14	Nov-14	Dec-14	Jan-15
Liberal	39%	40%	38%	36%	34%	34%
Conservative	25%	26%	28%	29%	30%	33%
NDP	7%	7%	7%	7%	6%	8%

Along with rising anxiety about the economy, there has been a slight softening of comfort with the direction of the country, which had been rising over the preceding months.   And today, 25%

say the government deserves to be elected, while 36% say it deserves to be replaced, with 30% "somewhere in between".

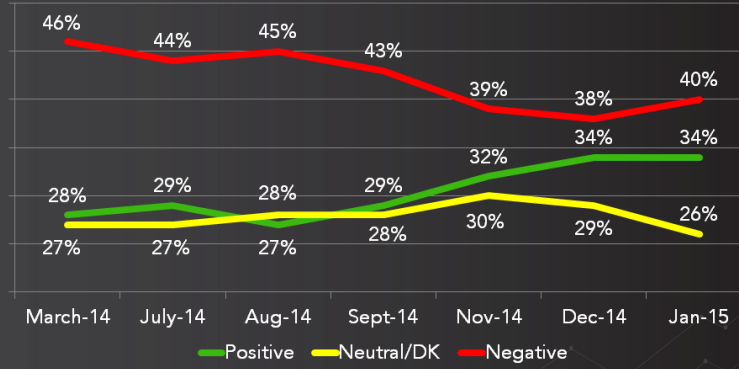Direction of the Country

	March-14	July-14	Aug-14	Sept-14	Oct-14	Nov-14	Dec-14	Jan-15
Right direction	39%	43%	43%	46%	46%	49%	50%	45%
Unsure	36%	32%	32%	31%	30%	32%	29%	30%
Wrong track	25%	24%	25%	23%	24%	20%	21%	25%

Does the Gov't Deserve to Be Re-Elected

	Aug-14	Nov-14	Dec-14	Jan-15
Voted Out	38%	38%	33%	36%
Somewhere in Between	32%	33%	32%	30%
Deserve Re-Election	19%	20%	24%	25%
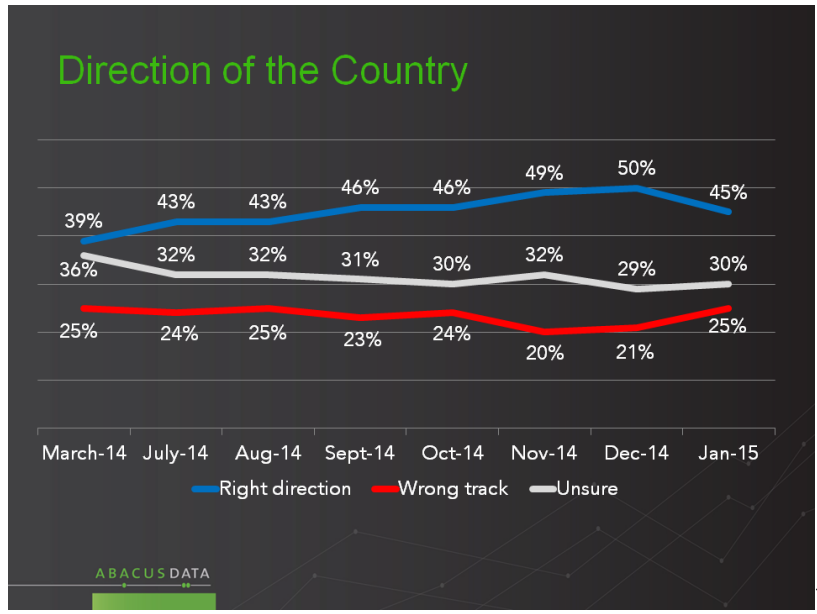
Leaders Impressions

In recent months we had been seeing improvement in Stephen Harper's reputation. In the latest month's data, that trend has paused. 34% have a positive view of the PM, while 40% are negative. For Thomas Mulcair, numbers are stable with 29% positive, and 19% negative. For Justin Trudeau, negative opinions have risen over the period from November and positive opinions have declined. He currently finds 34% positive and 31% negative.

Feelings about Stephen Harper

Feelings about Tom Mulcair

Feelings about Justin Trudeau
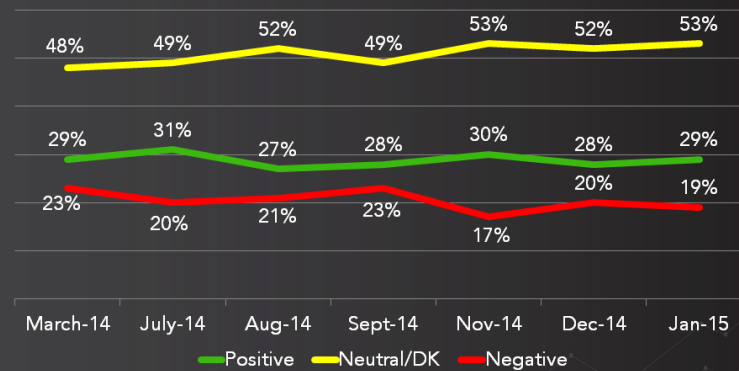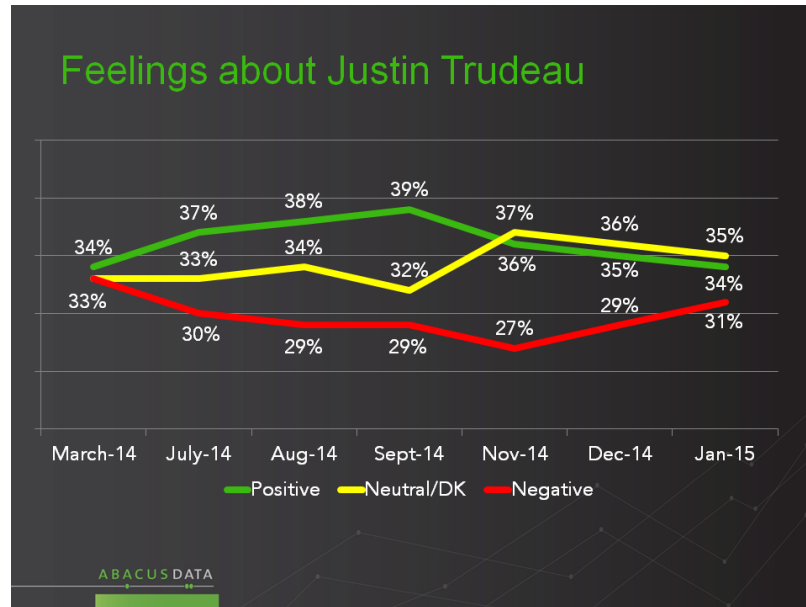
The Upshot

According to Abacus Chairman Bruce Anderson:

The results confirm that as the country moved into an election year, the race to win the confidence of the country is tightening. The question of how Canada should participate in the fight with ISIL has been a challenging one for Liberal Leader Justin Trudeau. While his personal numbers remain better than those of the PM, his advantage has been shaved.

Mr. Harper's competitive position improved through the last half of last year as confidence in the direction of the country rose. The latest numbers suggest that this momentum has paused, at least for the moment.

Nevertheless the overall picture continues to be largely a story of the Conservative Party looking more competitive with the Liberals. The NDP support level in Quebec remains good, but they face a continued challenge in Ontario, where they are 15 points behind the Liberals.

According to Abacus CEO David Coletto:

Over the past five months we have seen the horse race between the Liberals and Conservatives tighten even as anxiety over the economy rises and fewer Canadians feel good about the direction of the country. But more instructive has been the shift in expectations about who will win the next election. Only five months ago, the Liberals had a 13-point lead over the Conservatives. Today, the gap is all but gone.

The Conservatives have pulled even with the Liberals largely due to the party's success at rebuilding much of the coalition that elected them in 2011. This month, 86% of those who voted Conservative in 2011 say they would vote Conservative if an election was held today.

That is 6-points better than in September 2014 when the Tories trailed the Liberals by eight in our tracking. Rebuilding their majority coalition is what the next 8 months is about.

Methodology

Our survey was conducted online with 1,005 Canadians aged 18 and over from January 26 to January 28, 2015. A random sample of panelists was invited to complete the survey from a large representative panel of Canadians, recruited and managed by Research Now, one of the world's leading provider of online research samples.

The Marketing Research and Intelligence Association policy limits statements about margins of sampling error for most online surveys.   The margin of error for a comparable probability-based random sample of the same size is +/- 3.1%, 19 times out of 20. The data were weighted according to census data to ensure that the sample matched Canada's population according to age, gender, educational attainment, and region. Totals may not add up to 100 due to rounding.

We offer global research capacity with a strong focus on customer service, attention to detail and value added insight. Our team combines the experience of our Chairman Bruce Anderson, one of Canada's leading research executives for two decades, with the energy, creativity and research expertise of CEO David Coletto, PhD. For more information, visit our website at http://www.abacusdata.ca/

If a federal election was held tomorrow, which one of the following parties would you vote for in your constituency?

Sample size: 1,005
Comparable MoE: ± 3.1%, 19 times out of 20
Fields dates: January 26 to 28, 2015

		CPC	LPC	NDP	GPC	BQ	Other	Undecided	Raw	Weighted
	Canada	26%	26%	19%	4%	3%	1%	21%	1005	996
	BC	27%	24%	20%	6%	0%	2%	21%	151	133
	AB	48%	18%	9%	5%	0%	2%	19%	112	105
Region	SK/MB	30%	15%	18%	1%	0%	2%	34%	99	70
	ON	27%	28%	16%	5%	0%	1%	21%	307	382
	QC	15%	23%	30%	2%	14%	1%	15%	222	238
	ATL	18%	45%	12%	2%	0%	1%	22%	114	69
Gender	Male	30%	26%	20%	4%	3%	1%	15%	491	476
	Female	23%	25%	18%	4%	3%	1%	26%	514	520
Age group	18 - 29	20%	28%	20%	5%	3%	0%	23%	203	196
	30 - 44	21%	23%	23%	5%	6%	1%	21%	244	265
	45 - 59	29%	26%	17%	3%	2%	2%	20%	306	296
	60 and over	33%	25%	17%	2%	2%	1%	19%	252	239
2011 Vote	Conservative Party	76%	7%	5%	0%	0%	0%	12%	260	232
	Liberal Party	3%	82%	3%	2%	1%	0%	8%	142	133
	NDP	3%	16%	63%	2%	2%	0%	13%	184	175
	Green Party	8%	26%	4%	49%	0%	0%	12%	37	40
	Another party	4%	14%	25%	2%	52%	0%	4%	35	32
	I can't remember	0%	8%	25%	0%	0%	27%	39%	7	7

If a federal election was held tomorrow, which one of the following parties would you vote for in your constituency?

Sample size: 804
Comparable MoE: ± 3.5%, 19 times out of 20
Fields dates: January 26 to 28, 2015

	Row %	CPC	LPC	NDP	GPC	BQ	Other	Raw	Weighted
	Canada	33%	32%	24%	5%	4%	2%	804	790
	BC	34%	30%	26%	7%	0%	2%	119	105
	AB	59%	22%	11%	6%	0%	2%	91	85
Region	SK/MB	45%	23%	28%	1%	0%	2%	69	46
	ON	35%	36%	21%	7%	0%	1%	245	300
	QC	18%	27%	35%	3%	16%	1%	188	201
	ATL	22%	57%	15%	3%	0%	2%	92	54
Gender	Male	35%	31%	23%	5%	4%	2%	421	404
	Female	30%	33%	25%	5%	4%	2%	383	386
	18 - 29	26%	37%	27%	7%	4%	1%	156	151
Age group	30 - 44	26%	29%	29%	7%	8%	2%	191	210
	45 - 59	36%	33%	21%	4%	3%	3%	248	236
	60 and over	41%	32%	21%	3%	2%	1%	209	193
	Conservative Party	86%	8%	5%	0%	0%	0%	228	204
	Liberal Party	4%	89%	3%	3%	1%	0%	132	123
2011 Vote	NDP	3%	19%	73%	2%	2%	0%	157	151
	Green Party	10%	30%	5%	56%	0%	0%	31	35
	Another party	4%	14%	26%	2%	54%	0%	34	31
	I can't remember	0%	13%	42%	0%	0%	45%	5	4

Generally speaking, do you think things in Canada are headed in the right direction or off on the wrong track?

Sample size: 1,005
Comparable MoE: ± 3.1%, 19 times out of 20
Fields dates: January 26 to 28, 2015

		Headed in the right direction	Off on the wrong track	Unsure	Raw	Weighted
	Canada	45%	25%	30%	1005	996
Region	BC	44%	37%	19%	151	133
	AB	55%	26%	19%	112	105
	SK/MB	56%	15%	29%	99	70
	ON	44%	32%	24%	307	382
	QC	41%	10%	50%	222	238
	ATL	37%	29%	34%	114	69
Gender	Male	50%	26%	24%	491	476
	Female	40%	25%	35%	514	520
Age group	18 - 29	47%	23%	30%	203	196
	30 - 44	47%	23%	31%	244	265
	45 - 59	41%	26%	33%	306	296
	60 and over	46%	30%	25%	252	239
2011 Vote	Conservative Party	66%	13%	21%	260	232
	Liberal Party	36%	36%	28%	142	133
	NDP	28%	40%	32%	184	175
	Green Party	26%	50%	24%	37	40
	Another party	33%	4%	62%	35	32
	I can't remember	60%	32%	8%	7	7

Do you have a positive or negative impression of the following people? | Prime Minister Stephen Harper

Sample size: 1,005
Comparable MoE: ± 3.1%, 19 times out of 20
Fields dates: January 26 to 28, 2015

		Mostly positive + Very positive	Neutral	Very negative + Mostly negative	Don't know enough to have an opinion	Raw	Row Population
Region	Canada	34%	22%	40%	4%	1005	996
	BC	34%	21%	39%	6%	151	133
	AB	56%	18%	25%	2%	112	105
	SK/MB	38%	31%	23%	8%	99	70
	ON	32%	23%	40%	5%	307	382
	QC	28%	20%	50%	3%	222	238
	ATL	25%	24%	46%	5%	114	69
Gender	Male	39%	22%	38%	1%	491	476
	Female	29%	22%	41%	8%	514	520
Age group	18 - 29	27%	25%	38%	9%	203	196
	30 - 44	35%	22%	39%	5%	244	265
	45 - 59	33%	21%	42%	4%	306	296
	60 and over	39%	21%	40%	0%	252	239
2011 Vote	Conservative Party	76%	18%	6%	0%	260	232
	Liberal Party	18%	16%	67%	0%	142	133
	NDP	12%	15%	72%	1%	184	175
	Green Party	16%	17%	66%	0%	37	40
	Another party	11%	16%	66%	8%	35	32
	I can't remember	20%	0%	51%	29%	7	7

Do you have a positive or negative impression of the following people? | NDP Leader Tom Mulcair

Sample size: 1,005
Comparable MoE: ± 3.1%, 19 times out of 20
Fields dates: January 26 to 28, 2015

		Mostly positive + Very positive	Neutral + Don't know enough to have an opinion	Very negative + Mostly negative	Raw	Weighted
	Canada	29%	53%	19%	1005	996
	BC	25%	52%	23%	151	133
	AB	22%	38%	40%	112	105
Region	SK/MB	26%	56%	18%	99	70
	ON	21%	61%	18%	307	382
	QC	46%	46%	9%	222	238
	ATL	33%	53%	14%	114	69
Gender	Male	33%	43%	24%	491	476
	Female	25%	61%	14%	514	520
	18 - 29	27%	63%	9%	203	196
Age group	30 - 44	34%	54%	12%	244	265
	45 - 59	26%	53%	22%	306	296
	60 and over	27%	43%	29%	252	239
	Conservative Party	15%	45%	40%	260	232
	Liberal Party	28%	55%	17%	142	133
2011 Vote	NDP	67%	27%	6%	184	175
	Green Party	27%	51%	22%	37	40
	Another party	46%	50%	4%	35	32
	I can't remember	0%	57%	43%	7	7

Do you have a positive or negative impression of the following people? | Liberal Leader Justin Trudeau

Sample size: 1,005
Comparable MoE: ± 3.1%, 19 times out of 20
Fields dates: January 26 to 28, 2015

		Mostly positive + Very positive	Neutral + Don't know enough to have an opinion	Very negative + Mostly negative	Raw	Weighted
Region	Canada	34%	35%	31%	1005	996
	BC	31%	37%	32%	151	133
	AB	29%	28%	44%	112	105
	SK/MB	35%	41%	23%	99	70
	ON	35%	34%	31%	307	382
	QC	32%	40%	29%	222	238
	ATL	53%	26%	21%	114	69
Gender	Male	36%	29%	35%	491	476
	Female	33%	40%	27%	514	520
Age group	18 - 29	37%	41%	22%	203	196
	30 - 44	35%	39%	26%	244	265
	45 - 59	34%	32%	33%	306	296
	60 and over	32%	28%	40%	252	239
2011 Vote	Conservative Party	14%	27%	58%	260	232
	Liberal Party	72%	19%	10%	142	133
	NDP	37%	35%	28%	184	175
	Green Party	37%	23%	40%	37	40
	Another party	23%	49%	28%	35	32
	I can't remember	18%	29%	53%	7	7

In terms of how the current government has performed since the last election, in your view have they governed well enough to deserve re-election or poorly enough to be voted out of office, or is your opinion somewhere in between?

Sample size: 1,005
Comparable MoE: ± 3.1%, 19 times out of 20
Fields dates: January 26 to 28, 2015

		Governed well enough to deserve re-election	Governed poorly enough to be voted out of office	Somewhere in between	Unsure	Raw	Weighted
	Canada	25%	36%	30%	9%	1005	996
	BC	23%	39%	29%	9%	151	133
	AB	41%	26%	25%	9%	112	105
Region	SK/MB	24%	23%	38%	15%	99	70
	ON	24%	33%	35%	9%	307	382
	QC	23%	46%	23%	9%	222	238
	ATL	16%	45%	34%	5%	114	69
Gender	Male	30%	38%	26%	6%	491	476
	Female	19%	35%	34%	11%	514	520
	18 - 29	22%	30%	36%	13%	203	196
Age group	30 - 44	24%	37%	28%	10%	244	265
	45 - 59	21%	37%	33%	9%	306	296
	60 and over	32%	39%	24%	4%	252	239
	Conservative Party	60%	5%	34%	2%	260	232
	Liberal Party	11%	62%	25%	2%	142	133
2011 Vote	NDP	6%	64%	27%	3%	184	175
	Green Party	14%	61%	22%	3%	37	40
	Another party	16%	57%	13%	14%	35	32
	I can't remember	10%	32%	29%	29%	7	7

In terms of how the current government has performed since the last election, in your view have they governed well enough to deserve re-election or poorly enough to be voted out of office, or is your opinion somewhere in between?

Sample size: 1,005
Comparable MoE: ± 3.1%, 19 times out of 20
Fields dates: January 26 to 28, 2015

		Conservative Party	Liberal Party	NDP	Another party	Unsure
Region	Canada	33%	34%	8%	0%	25%
	BC	32%	29%	8%	0%	31%
	AB	63%	12%	5%	1%	20%
	SK/MB	34%	21%	10%	1%	34%
	ON	33%	37%	6%	0%	24%
	QC	24%	41%	12%	1%	22%
	ATL	16%	47%	4%	0%	32%
Gender	Male	37%	34%	8%	0%	21%
	Female	29%	34%	8%	0%	29%
Age group	18 - 29	29%	39%	10%	1%	22%
	30 - 44	32%	34%	10%	0%	25%
	45 - 59	30%	32%	7%	1%	30%
	60 and over	41%	31%	4%	0%	23%
2011 Vote	Conservative Party	71%	13%	2%	0%	15%
	Liberal Party	14%	68%	2%	0%	16%
	NDP	18%	40%	21%	0%	21%
	Green Party	38%	27%	7%	0%	27%
	Another party	25%	32%	7%	2%	34%
	I can't remember	0%	20%	0%	11%	69%