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Liberals and Tories Tied as Harper's Negatives Rise

By Bruce Anderson & David Coletto

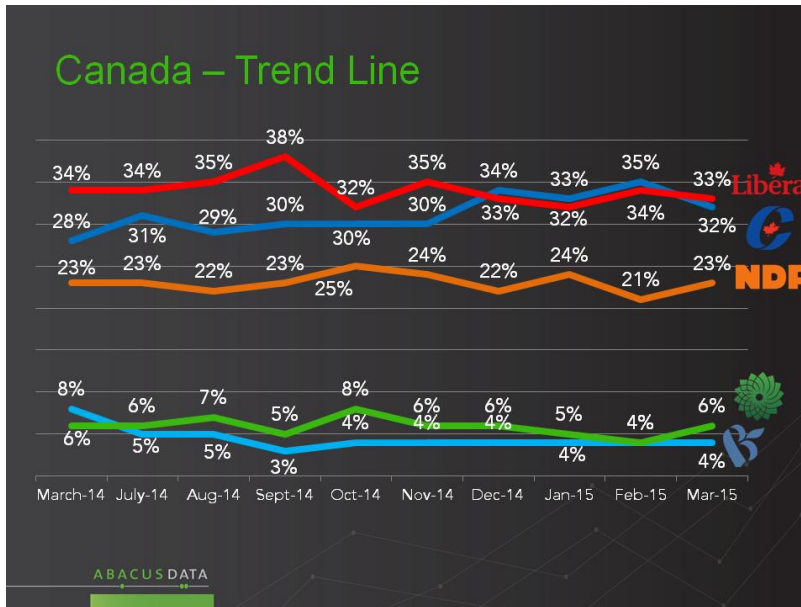
For interviews, or to find out about our services, please contact Bruce Anderson at banderson@abacusdata.ca (613-882-0929) or CEO David Coletto at david@abacusdata.ca (613-232-2806)

Along with our study on perceptions about the [Hijab and Niqab released Wednesday](#), our latest nationwide polling explored our monthly political tracking questions.

Our findings:

Across Canada, 33% of our decided voters in our sample would vote Liberal, 32% Conservative, and 23% NDP. The Green Party polls at 6% nationwide and 13% in BC. The BQ is at 17% in Quebec, unchanged from last month. Overall, the results are largely unchanged from our previous poll in February which had the Conservatives at 35% and the Liberals at 34% and the NDP at 24%.

In the two provinces with the most seats at stake, the race is very competitive. In Ontario, the Liberals and Conservatives are in a dead heat with 36% for the Liberals and 34% for the Conservatives, followed by the NDP at 24%. In Quebec, the Liberals are at 28%, the NDP 27% and the Conservatives stand at 23%.

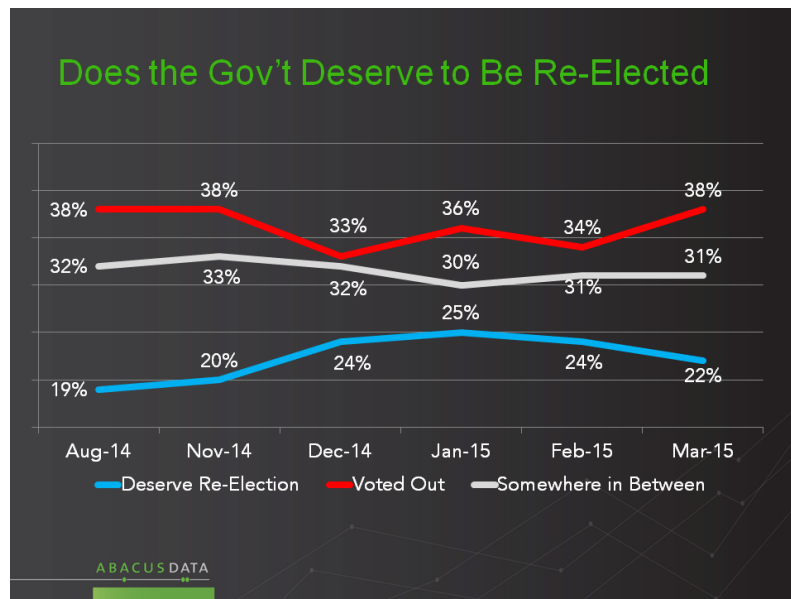
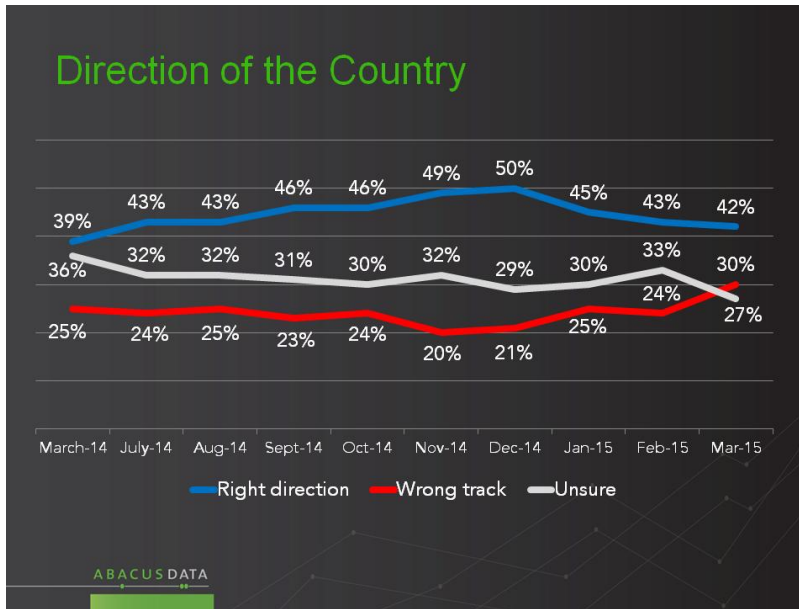


Regional Results

	Canada	Alberta	Ontario	Quebec
Liberal	32%	27%	36%	28%
Conservative	33%	34%	34%	23%
NDP	23%	24%	24%	27%
Other 1	6%	13%	5%	5%
Other 2	4%	-	-	17%

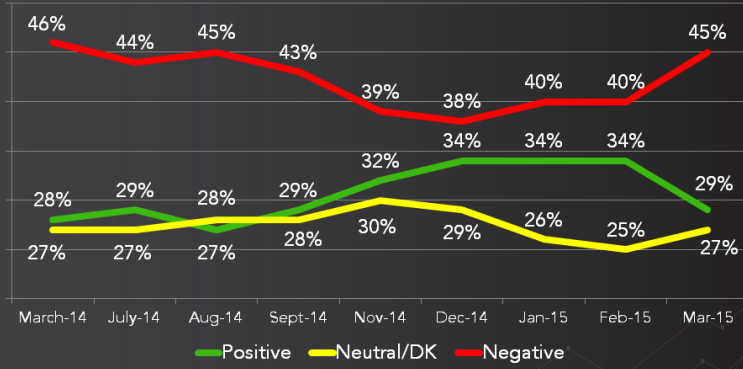
For the Conservatives, there is a slight softening of some other indicators. The view that the country is headed in the “wrong direction” is up six points from last month. “Right direction” has slid from 50% in December to 42%.

This month, 22% say the government has governed well enough that it deserves to be re-elected, 38% say poorly enough that it deserves to be voted out of office. These numbers have also shifted slightly for the worse from the standpoint of the incumbents.



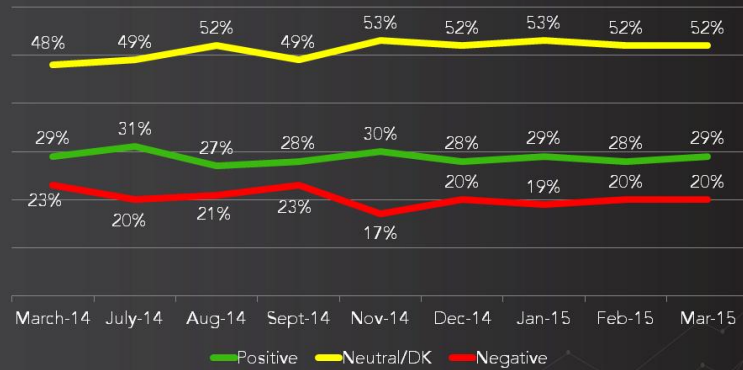
Feelings about Stephen Harper are also weaker in this latest wave of results. 45% indicate a negative impression of the Prime Minister, up five points since last month. For his main opponents, impressions have remained consistent from last month. Thomas Mulcair finds 29% positive and 20% negative impressions. For Justin Trudeau, the latest results are exactly the same as last month with 35% having a positive impression and 30% negative.

Feelings about Stephen Harper

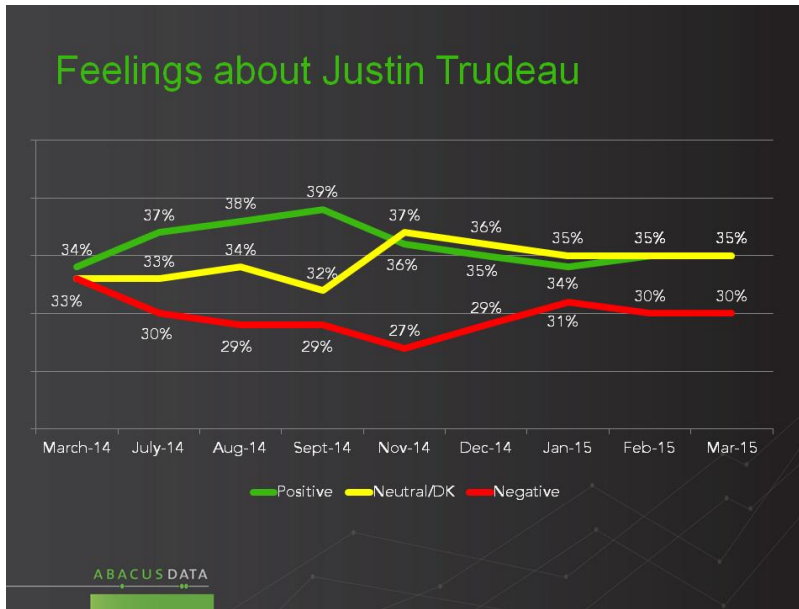


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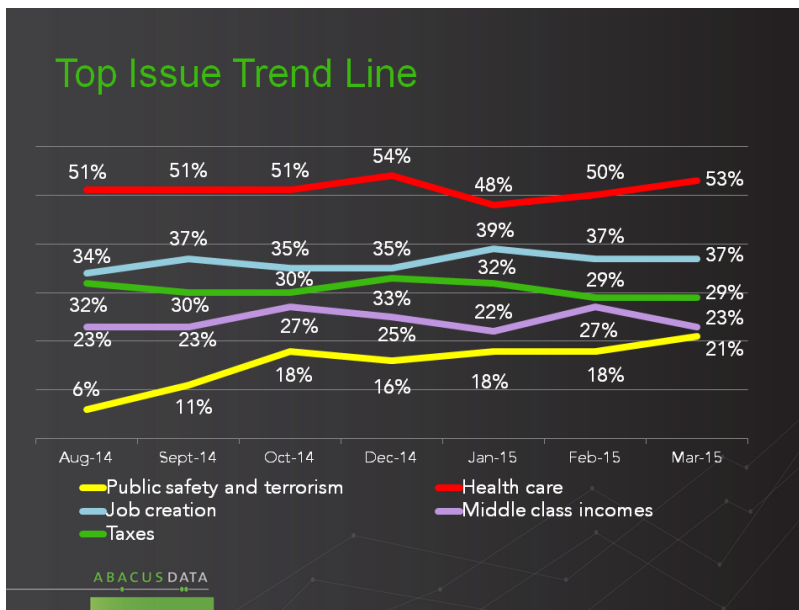
Feelings about Tom Mulcair



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Health care, job creation, and taxes remain the top three issues ranked important by those in our sample. The percentage of Canadians ranking public safety and terrorism as a top issue continues to edge upwards, with 21% now ranking in their top three.



Among those who consider health care, jobs, the environment, middle class incomes, and accountability top issues, the Liberals have an advantage. The Tories lead among those who care about taxes, security and terrorism, fiscal policy and crime and safer communities. The NDP leads among those who rank poverty in their top three issues.

Vote Preference by Top Issues

Issue	Conservative	Liberal	NDP
Health care	29%	35%	23%
Job creation	29%	38%	23%
Taxes	41%	31%	18%
Middle class incomes	24%	37%	27%
Debt/Deficit/Fiscal policies	45%	30%	15%
Retirement security	33%	35%	25%
Accountability and trust	30%	36%	25%
Environment	19%	35%	25%
Public safety and terrorism	49%	29%	14%
Education and training	22%	32%	32%
Poverty	21%	26%	35%
Natural resource development	42%	28%	18%
Crime and safer communities	43%	19%	29%

Q: What are the top three most important issues facing Canada?
Top Three Issues Reported

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The Upshot?

The Conservatives and Liberals continue to be statistically tied in voter intentions, which resulted from a rise in CPC support and a softening of LPC support, this month's result represent a pause in or possibly a slight reversal of that trend.

Feelings about the direction of the country have slipped a bit. Mr. Harper's ratings are also weaker than they were last month and views of his competitors have remained stable, and more positive.

The Conservatives have an advantage on fiscal, tax and public safety issues, and the number of voters mentioning terrorism and security as a top concern continues to grow. On jobs, middle class incomes, accountability and the environment, the Liberals have an advantage. The NDP continues to struggle to be competitive with the other two party brands, and is least competitive on fiscal, tax, public safety and natural resources development issues.

Methodology

Our survey was conducted online with 1,00 Canadians aged 18 and over from March 20 to 22, 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.

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

Sample size: 1,000

Comparable MoE: ± 3.1%, 19 times out of 20

Fields dates: March 20 to 22, 2015

		CPC	LPC	NDP	GPC	BQ	Other	UND	Unweighted	Weighted
Region	Canada	25%	26%	18%	5%	3%	1%	23%	1000	989
	BC	29%	23%	21%	11%	0%	1%	15%	150	130
	AB	31%	19%	10%	2%	0%	5%	32%	120	104
	SK/MB	30%	27%	13%	6%	0%	0%	24%	89	67
	ON	26%	27%	18%	4%	0%	1%	25%	312	381
	QC	19%	23%	23%	4%	14%	0%	17%	250	237
Gender	Atlantic	16%	39%	13%	2%	0%	0%	30%	79	70
	Male	30%	27%	17%	5%	3%	1%	17%	488	479
	Female	20%	24%	19%	4%	4%	0%	28%	512	511
Age	18 - 29	18%	21%	21%	5%	5%	2%	28%	165	197
	30 - 44	24%	26%	15%	6%	3%	1%	25%	300	263
	45 - 59	24%	26%	19%	4%	3%	1%	23%	300	293
	60 and over	33%	29%	17%	4%	3%	0%	15%	235	236
Education	HS or less	22%	22%	18%	5%	3%	1%	29%	239	345
	College	27%	25%	19%	4%	5%	1%	20%	369	368
	University	25%	31%	18%	4%	2%	1%	19%	392	277
2011 Vote	Conservative Party	70%	10%	4%	2%	1%	1%	13%	264	254
	Liberal Party	3%	74%	3%	1%	1%	0%	17%	173	162
	NDP	5%	20%	60%	1%	4%	0%	10%	196	191
	Green Party	3%	15%	7%	46%	7%	0%	22%	30	29
	Bloc Quebecois	4%	4%	18%	4%	50%	0%	20%	29	25
	I can't remember	14%	11%	10%	9%	1%	0%	54%	56	53

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

Sample size: 790, Committed Only
 Comparable MoE: ± 3.6%, 19 times out of 20
 Fields dates: March 20 to 22, 2015

		CPC	LPC	NDP	GPC	BQ	Other	Unweighted	Weighted
Region	Canada	32%	33%	23%	6%	4%	1%	790	764
	BC	34%	27%	24%	13%	0%	1%	131	110
	AB	46%	28%	15%	4%	0%	8%	85	71
	SK/MB	40%	35%	17%	8%	0%	0%	71	51
	ON	34%	36%	24%	5%	0%	1%	236	286
	QC	23%	28%	27%	5%	17%	0%	209	196
Gender	Atlantic	23%	56%	18%	2%	0%	0%	58	49
	Male	36%	33%	20%	6%	3%	2%	409	396
	Female	28%	34%	27%	6%	5%	1%	381	368
Age	18 - 29	25%	30%	29%	7%	6%	3%	125	141
	30 - 44	32%	35%	20%	8%	3%	1%	230	196
	45 - 59	31%	33%	25%	5%	4%	2%	234	225
	60 and over	38%	34%	20%	4%	4%	0%	201	202
Education	HS or less	31%	31%	25%	7%	4%	2%	170	245
	College	34%	31%	23%	5%	6%	1%	299	295
	University	31%	38%	22%	5%	3%	1%	321	223
2011 Vote	Conservative Party	81%	11%	4%	2%	1%	1%	230	220
	Liberal Party	4%	90%	4%	1%	1%	0%	148	134
	NDP	6%	22%	66%	1%	5%	0%	176	173
	Green Party	3%	19%	9%	59%	9%	0%	24	23
	Bloc Quebecois	5%	5%	23%	6%	62%	0%	23	20
	I can't remember	31%	25%	22%	20%	2%	0%	27	24

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

Sample size: 1,000

Comparable MoE: ± 3.1%, 19 times out of 20

Fields dates: March 20 to 22, 2015

		Right direction	Wrong direction	Not sure	Unweighted	Weighted
Region	Canada	42%	30%	27%	1000	989
	BC	42%	30%	27%	150	130
	AB	39%	33%	29%	120	104
	SK/MB	46%	28%	26%	89	67
	ON	47%	27%	26%	312	381
	QC	35%	32%	32%	250	237
Gender	Atlantic	43%	38%	19%	79	70
	Male	48%	28%	24%	488	479
Age	Female	37%	32%	31%	512	511
	18 - 29	45%	28%	27%	165	197
	30 - 44	40%	30%	31%	300	263
	45 - 59	40%	32%	28%	300	293
	60 and over	47%	29%	24%	235	236
Education	HS or less	36%	30%	34%	239	345
	College	49%	28%	23%	369	368
	University	42%	32%	25%	392	277
2011 Vote	Conservative Party	64%	18%	18%	264	254
	Liberal Party	42%	29%	29%	173	162
	NDP	25%	48%	27%	196	191
	Green Party	37%	35%	28%	30	29
	Bloc Quebecois	19%	49%	32%	29	25
	I can't remember	21%	22%	57%	56	53

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

Sample size: 1,000

Comparable MoE: ± 3.1%, 19 times out of 20

Fields dates: March 20 to 22, 2015

		Positive	Neutral	Negative	Don't know enough to have an opinion	Unweighted	Weighted
Region	Canada	29%	23%	45%	4%	1000	989
	BC	36%	18%	44%	2%	150	130
	AB	32%	29%	35%	5%	120	104
	SK/MB	33%	28%	39%	0%	89	67
	ON	28%	22%	45%	4%	312	381
	QC	26%	24%	45%	4%	250	237
	Atlantic	19%	16%	61%	3%	79	70
Gender	Male	31%	22%	43%	4%	488	479
	Female	26%	23%	47%	4%	512	511
Age	18 - 29	27%	28%	39%	7%	165	197
	30 - 44	26%	25%	42%	6%	300	263
	45 - 59	28%	24%	46%	2%	300	293
	60 and over	34%	15%	51%	0%	235	236
Education	HS or less	25%	25%	44%	6%	239	345
	College	32%	22%	43%	3%	369	368
	University	29%	21%	48%	2%	392	277
2011 Vote	Conservative Party	68%	17%	14%	0%	264	254
	Liberal Party	8%	21%	69%	2%	173	162
	NDP	11%	17%	71%	1%	196	191
	Green Party	9%	19%	72%	0%	30	29
	Bloc Quebecois	8%	17%	74%	0%	29	25
	I can't remember	21%	46%	33%	0%	56	53

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

Sample size: 1,000

Comparable MoE: ± 3.1%, 19 times out of 20

Fields dates: March 20 to 22, 2015

		Positive	Neutral	Negative	Don't know enough to have an opinion	Unweighted	Weighted
Region	Canada	29%	37%	20%	15%	1000	989
	BC	32%	32%	22%	15%	150	130
	AB	16%	36%	28%	21%	120	104
	SK/MB	15%	45%	23%	17%	89	67
	ON	26%	40%	18%	17%	312	381
	QC	43%	32%	16%	9%	250	237
	Atlantic	27%	41%	21%	12%	79	70
Gender	Male	28%	37%	25%	10%	488	479
	Female	29%	36%	15%	19%	512	511
Age	18 - 29	31%	38%	10%	21%	165	197
	30 - 44	23%	44%	14%	19%	300	263
	45 - 59	28%	37%	25%	10%	300	293
	60 and over	34%	27%	28%	10%	235	236
Education	HS or less	26%	36%	17%	20%	239	345
	College	31%	34%	20%	15%	369	368
	University	29%	40%	21%	9%	392	277
2011 Vote	Conservative Party	14%	32%	42%	12%	264	254
	Liberal Party	28%	47%	17%	8%	173	162
	NDP	62%	27%	4%	6%	196	191
	Green Party	34%	45%	11%	10%	30	29
	Bloc Quebecois	38%	36%	19%	6%	29	25
	I can't remember	21%	45%	6%	27%	56	53

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

Sample size: 1,000

Comparable MoE: ± 3.1%, 19 times out of 20

Fields dates: March 20 to 22, 2015

		Positive	Neutral	Negative	Don't know enough to have an opinion	Unweighted	Weighted
Region	Canada	35%	28%	30%	7%	1000	989
	BC	32%	25%	38%	5%	150	130
	AB	29%	26%	34%	11%	120	104
	SK/MB	34%	32%	30%	5%	89	67
	ON	38%	28%	26%	7%	312	381
	QC	33%	30%	30%	7%	250	237
Gender	Atlantic	45%	27%	20%	7%	79	70
	Male	37%	29%	29%	6%	488	479
	Female	34%	27%	30%	8%	512	511
Age	18 - 29	30%	34%	25%	11%	165	197
	30 - 44	35%	30%	24%	10%	300	263
	45 - 59	36%	28%	31%	4%	300	293
	60 and over	39%	20%	37%	3%	235	236
Education	HS or less	35%	26%	29%	10%	239	345
	College	33%	29%	32%	6%	369	368
	University	40%	30%	26%	4%	392	277
2011 Vote	Conservative Party	17%	24%	56%	3%	264	254
	Liberal Party	77%	15%	5%	3%	173	162
	NDP	35%	34%	27%	4%	196	191
	Green Party	49%	29%	18%	5%	30	29
	Bloc Quebecois	10%	30%	60%	0%	29	25
	I can't remember	28%	42%	23%	7%	56	53

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: 1,000
 Comparable MoE: ± 3.1%, 19 times out of 20
 Fields dates: March 20 to 22, 2015

		Governed well enough to deserve reelection	Governed poorly enough to be voted out of office	Somewhere in between	Unsure	Unweighted	Weighted
Region	Canada	22%	38%	31%	8%	1000	989
	BC	27%	38%	29%	6%	150	130
	AB	23%	38%	31%	8%	120	104
	SK/MB	26%	33%	34%	7%	89	67
	ON	22%	39%	31%	8%	312	381
	QC	21%	36%	32%	10%	250	237
Gender	Atlantic	9%	48%	35%	7%	79	70
	Male	25%	38%	30%	7%	488	479
Age	Female	19%	39%	33%	10%	512	511
	18 - 29	19%	37%	29%	15%	165	197
	30 - 44	18%	33%	38%	12%	300	263
	45 - 59	23%	39%	32%	6%	300	293
Education	60 and over	28%	44%	26%	2%	235	236
	HS or less	21%	35%	33%	11%	239	345
	College	24%	39%	31%	6%	369	368
2011 Vote	University	21%	41%	30%	8%	392	277
	Conservative Party	59%	11%	29%	2%	264	254
	Liberal Party	5%	54%	34%	7%	173	162
	NDP	4%	64%	27%	4%	196	191
	Green Party	2%	65%	28%	4%	30	29
	Bloc Quebecois	16%	53%	16%	15%	29	25
	I can't remember	13%	27%	41%	18%	56	53

Which party do you think will win the next federal election?

Sample size: 1,000

Comparable MoE: $\pm 3.1\%$, 19 times out of 20

Fields dates: March 20 to 22, 2015

		Conservative Party	Liberal Party	NDP	Another party	Unsure	Unweighted	Weighted
Region	Canada	30%	34%	7%	1%	28%	1000	989
	BC	40%	23%	11%	1%	24%	150	130
	AB	41%	24%	4%	0%	30%	120	104
	SK/MB	34%	21%	4%	0%	40%	89	67
	ON	28%	38%	6%	0%	28%	312	381
	QC	28%	33%	10%	3%	27%	250	237
	Atlantic	17%	56%	0%	0%	27%	79	70
Gender	Male	37%	34%	4%	1%	23%	488	479
	Female	24%	33%	9%	1%	33%	512	511
Age	18 - 29	29%	34%	9%	1%	27%	165	197
	30 - 44	27%	34%	6%	1%	32%	300	263
	45 - 59	28%	37%	7%	1%	28%	300	293
	60 and over	39%	27%	7%	1%	26%	235	236
Education	HS or less	29%	32%	8%	1%	30%	239	345
	College	33%	33%	7%	1%	26%	369	368
	University	30%	36%	5%	1%	29%	392	277
2011 Vote	Conservative Party	66%	14%	3%	0%	17%	264	254
	Liberal Party	11%	70%	2%	1%	16%	173	162
	NDP	14%	40%	20%	2%	24%	196	191
	Green Party	17%	31%	3%	5%	44%	30	29
	Bloc Quebecois	25%	23%	2%	4%	45%	29	25
	I can't remember	14%	17%	6%	2%	62%	56	53

Earlier this week, a Conservative MP named Eve Adams decided to cross the floor and join the Liberal Party. Before today, were you aware or unaware of this event?

Sample size: 1,460

Comparable MoE: $\pm 2.6\%$, 19 times out of 20

Fields dates: Feb 12 to 16, 2015

		Aware	Unaware	Raw	Weighted
Region	Canada	56%	44%	1460	1437
	BC	51%	49%	355	200
	AB	56%	44%	115	151
	SK/MB	53%	47%	118	97
	ON	69%	31%	403	555
	QC	40%	60%	336	337
	ATL	55%	45%	133	96
Gender	Male	63%	37%	693	693
	Female	50%	50%	767	744
Age group	18 - 29	31%	69%	227	286
	30 - 44	46%	54%	451	351
	45 - 59	65%	35%	448	428
	60 and over	75%	25%	334	371
Education	HS or less	51%	49%	350	505
	College	55%	45%	533	526
	University	64%	36%	577	406
2011 vote	Conservative Party	68%	32%	387	390
	Liberal Party	73%	27%	237	211
	NDP	58%	42%	275	260
Swing voter Groups	Consider CPC, LPC, NDP	60%	40%	199	188
	Consider CPC & LPC	59%	41%	212	200
	Consider LPC & NDP	64%	36%	288	256

Some people say she only made this choice because she was unwanted by the Conservatives. She says she made the choice because she was uncomfortable with the style of leadership of Stephen Harper. Which do you think was the main reason for her switching to the Liberals?

Sample size: 839, aware of event only
 Comparable MoE: ± 3.5%, 19 times out of 20
 Fields dates: Feb 12 to 16, 2015

		She only made this choice because she was unwanted by the Conservatives.	She made the choice because she was uncomfortable with the style of leadership of Stephen Harper.	Both were equally important	Don't know	Raw	Weighted
Region	Canada	36%	17%	31%	16%	839	806
	BC	34%	24%	27%	15%	191	102
	AB	39%	16%	29%	17%	68	85
	SK/MB	28%	20%	35%	18%	69	52
	ON	38%	16%	32%	15%	286	380
	QC	31%	17%	32%	20%	146	134
	ATL	35%	17%	30%	18%	79	53
Gender	Male	41%	16%	28%	15%	444	437
	Female	29%	19%	34%	18%	395	369
Age group	18 - 29	44%	16%	21%	19%	74	88
	30 - 44	29%	28%	25%	18%	218	163
	45 - 59	35%	18%	29%	18%	292	278
	60 and over	38%	10%	39%	13%	255	277
Education	HS or less	33%	19%	33%	15%	170	258
	College	34%	15%	33%	17%	296	287
	University	39%	18%	26%	17%	373	261
2011 vote	Conservative Party	47%	8%	28%	16%	252	265
	Liberal Party	25%	21%	40%	14%	173	154
	NDP	26%	21%	38%	15%	169	150
Swing voter Groups	Consider CPC, LPC, NDP	33%	21%	25%	22%	120	112
	Consider CPC & LPC	43%	7%	36%	14%	130	118
	Consider LPC & NDP	32%	28%	30%	10%	193	164

In your view, should the Liberal Party have rejected her, or accepted her into their caucus?

Sample size: 839, aware of event only
 Comparable MoE: $\pm 3.5\%$, 19 times out of 20
 Fields dates: Feb 12 to 16, 2015

		Accepted her	Rejected her	Don't know	Raw	Weighted
Region	Canada	36%	40%	24%	839	806
	BC	44%	33%	23%	191	102
	AB	26%	47%	27%	68	85
	SK/MB	41%	32%	27%	69	52
	ON	35%	43%	22%	286	380
	QC	37%	36%	27%	146	134
	ATL	37%	42%	21%	79	53
Gender	Male	35%	45%	20%	444	437
	Female	38%	34%	28%	395	369
Age group	18 - 29	43%	34%	23%	74	88
	30 - 44	42%	29%	29%	218	163
	45 - 59	40%	36%	24%	292	278
	60 and over	27%	53%	20%	255	277
Education	HS or less	36%	37%	26%	170	258
	College	33%	40%	26%	296	287
	University	39%	42%	18%	373	261
2011 vote	Conservative Party	23%	57%	20%	252	265
	Liberal Party	52%	27%	21%	173	154
	NDP	37%	36%	28%	169	150
Swing voter Groups	Consider CPC, LPC, NDP	48%	31%	22%	120	112
	Consider CPC & LPC	29%	47%	24%	130	118
	Consider LPC & NDP	46%	34%	19%	193	164