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THE REVENGE OF THE FORGOTTEN?

UNDERSTANDING THE ROLE OF THE ELDERLY AND POORLY EDUCATED IN THE SHIFTING VOTER LANDSCAPE

[Ottawa – March 6, 2015] On first inspection, there is really nothing much new to note this week. The Conservatives have a slight lead, but this is likely a blip, not a real trend. There are, however, four really interesting and important evolving stories under this deceptively placid surface:

First, the new normal of a dead heat between the Conservatives and the Liberals is almost exclusively a product of the terror and security file. The more daunting issues of a stagnant economy, arrested progress, and regime fatigue are lurking in temporary abeyance.

Second, the profoundly different landscape from what we saw in late summer owes its new quality largely to one major shift in the demographic constituency for the Conservatives, linked to above. Hint: if you are older and poorly educated, you are really concerned with the messages on terror and security emanating from Prime Minister's Office.

Third, the supposed public consensus around Bill C-51 is illusory. On the more accessible question of whether police and security should have more

HIGHLIGHTS

- **Federal vote intention:**
  - ¤ **32.2% Conservative Party**
  - ¤ **31.3% Liberal Party**
  - ¤ **19.9% NDP**
  - ¤ **9.0%   Green Party**
  - ¤ **4.6%   Bloc Québécois**
  - ¤ **3.1%   Other**

- **Direction of country:**
  - ¤ **47% Right direction**
  - ¤ **47% Wrong direction**

- **Direction of government:**
  - ¤ **40% Right direction**
  - ¤ **53% Wrong direction**

- **Approval ratings:**
  - ¤ **49% Thomas Mulcair**
  - ¤ **47% Justin Trudeau**
  - ¤ **37% Stephen Harper**

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

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powers, our tracking shows a dead split. This is definitely up as a consequence of recent events but the rise is almost exclusively in the groups noted above and Conservative supporters. No one else is much onside and there are serious questions about the shelf life of this support.

Fourth, the Green Party is sticking around and showing real and unexpected strength compared to the last election. They could become a real force if the current deadlock continues and they manage to up their game just slightly. A major brake on their prospects has been tepid turnout due to a sense that it is largely a symbolic vote with little chance of an MP in the offing. As their supporters' vote intentions firm, however, their prospects rise. Indeed, if the race continues to narrow, this election could be very different for the Green Party.

Federal vote intention

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

National Results

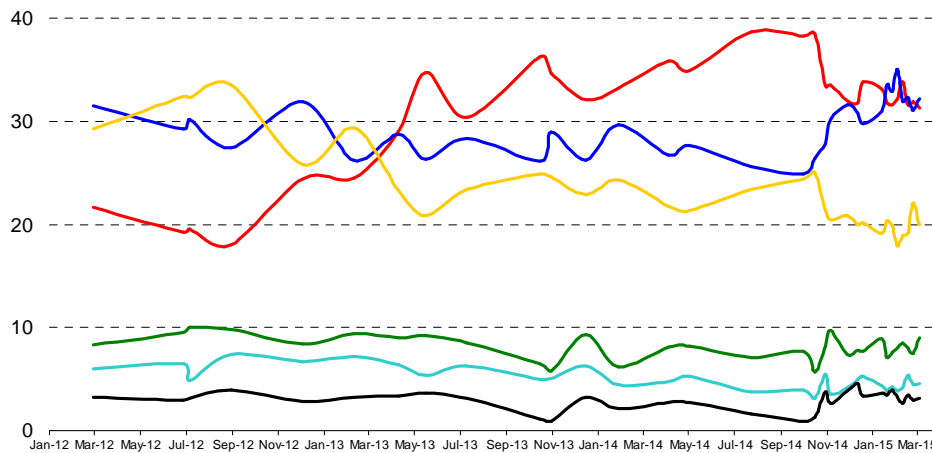| 31.3	32.2	19.9	9.0	4.6	3.1

2011 Election Results

18.9	39.6	30.6	3.9	6.0	.9

■ Liberal   ■ *C* Conservative   ■ *✴*NDP   ■ *🍁* green   ■ *🗳* BLOC QUÉBÉCOIS   ■ Other

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

BASE: Canadians; Feb. 25-Mar. 3, 2015 (n=3,241), MOE +/- 1.7%, 19 times out of 20

Tracking federal vote intention

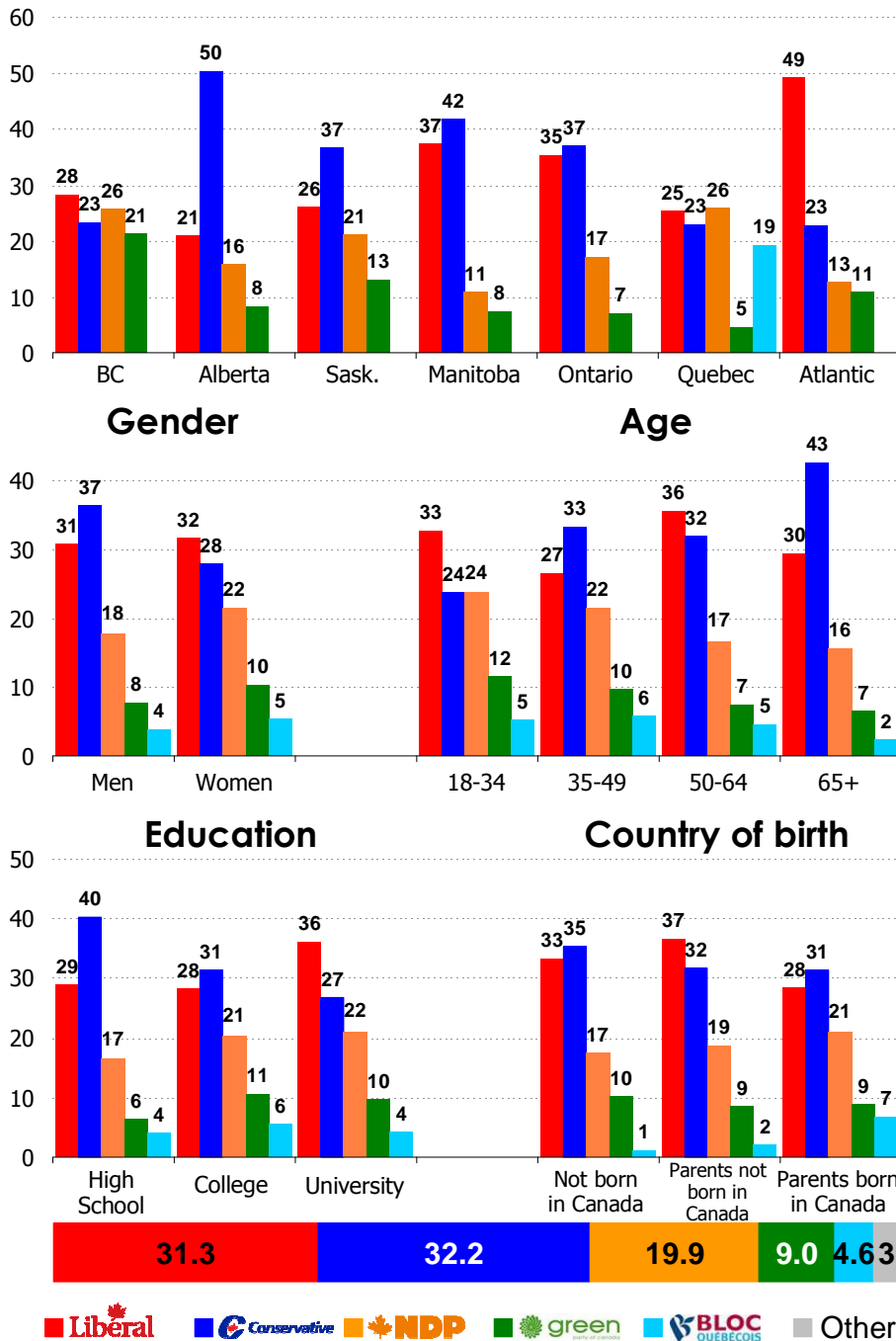*Q. If a federal election were held tomorrow, which party would you vote for?*

31.3	32.2	19.9	9.0	4.6	3

—Liberal   — *C* Conservative   — *✴*NDP   — *🍁* green   — *🗳* BLOC QUÉBÉCOIS   — Other

Note: The data on federal vote intention are based on decided and leaning voters only.
BASE: Canadians; Feb. 25-Mar. 3, 2015 (n=3,241), MOE +/- 1.7%, 19 times out of 20

Vote intention by key demographics

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

Provinces/Regions:

	Liberal	Conservative	NDP	Green	BQ/Other
BC	28	23	26	21	
Alberta	21	50	16	8	
Sask.	26	37	21	13	
Manitoba	37	42	11	8	
Ontario	35	37	17	7	
Quebec	25	23	26	5	19
Atlantic	49	23	13	11	

Gender

	Liberal	Conservative	NDP	Green	BQ
Men	31	37	18	8	4
Women	32	28	22	10	5

Age

	Liberal	Conservative	NDP	Green	BQ
18-34	33	24	24	12	5
35-49	27	33	22	10	6
50-64	36	32	17	7	5
65+	30	43	16	7	2

Education

	Liberal	Conservative	NDP	Green	BQ
High School	29	40	17	6	4
College	28	31	21	11	6
University	36	27	22	10	4

Country of birth

	Liberal	Conservative	NDP	Green	BQ
Not born in Canada	33	35	17	10	1
Parents not born in Canada	37	32	19	9	2
Parents born in Canada	28	31	21	9	7

Overall:

Liberal	Conservative	NDP	Green	BQ	Other
31.3	32.2	19.9	9.0	4.6	3

Legend: ■ Liberal ■ Conservative ■ NDP ■ green party of canada ■ BLOC QUÉBÉCOIS ■ Other

BASE: Canadians; Feb. 25-Mar. 3, 2015 (n=3,241), MOE +/- 1.7%, 19 times out of 20

The regional races are tight as well except for the Atlantic and Alberta which remain comfortable and stable havens for Justin Trudeau and Stephen Harper, respectively. Quebec is a tight and interesting four-way race, while Ontario and Manitoba are deadlocked. The Conservative hold on Saskatchewan appears to be relaxing and British Columbia is a fascinating four-way race with a muscular Green Party threatening to win multiple seats

The demographics show the now familiar reassembly of the Conservative base of older, less educated, and male voters that was their key to success in 2011. Given the strength and recency of the move of the elderly and less educated move to the Conservatives, and the current context of security and fear, these groups bear closer examination.

Revenge of the Forgotten?

In most parts of our society and economy, the values and preferences of the old and poorly educated aren't in much demand. We rarely see them in advertisements or at gala openings and they are not trending in social media and they are generally largely forgotten. Whatever insignificance e they may feel in all of these other mainstream parts of our society; they are certainly having a profound impact on our democracy and national direction. Consider it arguably the revenge of the neglected. The term revenge of (famously applied decades ago to nerds) isn't a conscious act of self-awareness; rather a situation where their very different values and beliefs are actually driving the agenda. The more cynical view is that some of the frailties in their reasoning and deliberation powers are being exploited for political gain.

Consider the following chart which compares the current voting landscape as it would look with them included , excluded and on their own. It helps explain a lot of the very different voter landscape which has emerged over the pasts several months.

Effects of seniors/high school educated

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

National Results

31.3	32.2	19.9	9.0	4.6	3

BASE: Canadians; Feb. 25-Mar. 3, 2015 (n=3,241), MOE +/- 1.7%, 19 times out of 20

Results with seniors/high school educated removed

32.4	27.5	21.9	10.3	5.3	3

BASE: Canadians ages 18-64 who are university or college educated; (n=1,802), MOE +/- 2.3%, 19 times out of 20

Seniors and high school educated only

29.5	39.4	16.8	6.9	3.7	4

BASE: Canadians who are EITHER 65+ OR high school educated; (n=1,268), MOE +/- 2.8%, 19 times out of 20

High-school educated seniors

26.5	51.0	13.6	3.7	.8	3

BASE: Seniors (ages 65+) with a high school education or less; (n=231), MOE +/- 6.5%, 19 times out of 20

■ Liberal   ■ Conservative   ■ NDP   ■ green   ■ BLOC QUÉBÉCOIS   ▦ Other

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

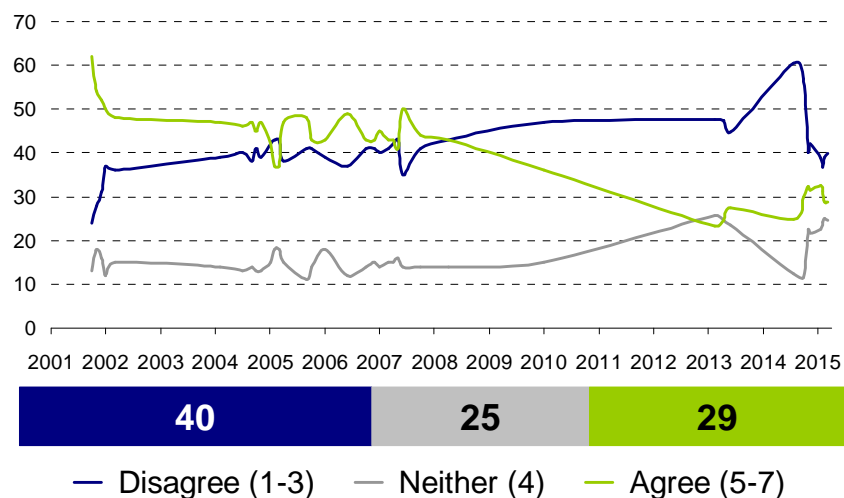Copyright 2015
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BASE: Canadians; Feb. 25-Mar. 3, 2015

A note on the trajectory and anatomy of response to terror

Without question, security and terror have been the sorting mechanism and animators of the new normal seen today. And there is a reason that the Conservatives have been unremittingly hammering at the tough on terror and security themes. It has brought clear returns, particularly with the older and less educated voters who have moved en masse to their camp. The Quebec move to the Conservatives has been driven by not so much security as the fact that this security focus is on Jihadists and it links to secularism and xenophobia. Let's have a deeper look at how this evolved with a view to understanding where it may go.

Additional powers for law enforcement

*Q. To what extent do you agree or disagree with the following statement: police and intelligence agencies should have **more** powers to ensure security even if it means Canadians have to give up some personal privacy safeguards?*

40	25	29

— Disagree (1-3) — Neither (4) — Agree (5-7)

BASE: Canadians; Feb. 25-Mar. 3, 2015 (n=3,241), MOE +/- 1.7%, 19 times out of 20

What this tracking suggests is that security concerns are definitely inflated, but they are not inflated to anywhere near the levels they were following the September 11th attacks. In fact, even with this (likely artificial and temporary) jolt to security, the overall lean on security versus civil liberties still clearly favours civil liberties.

Furthermore, all of the previous patterns show that any disruptions in response to a security incident (in this case, the Parliament Hill shooting and the Paris attacks) are always followed by a diminution of support for security over civil liberties as time goes on. We expect that this time will be no different and, while its' not significant, we have already seen a modest swing back to the civil liberties side.

Additional powers by party support

*Q. To what extent do you agree or disagree with the following statement: police and intelligence agencies should have **more** powers to ensure security even if it means Canadians have to give up some personal privacy safeguards?*

Overall
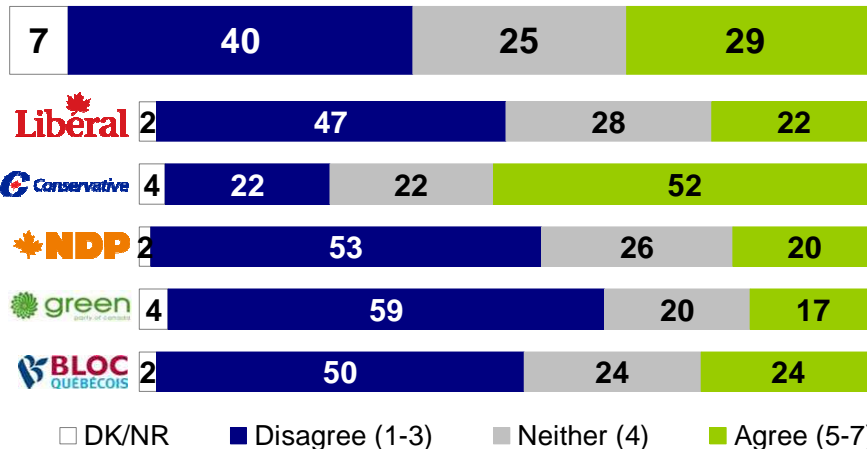
	DK/NR	Disagree (1-3)	Neither (4)	Agree (5-7)
Overall	7	40	25	29
Liberal	2	47	28	22
Conservative	4	22	22	52
NDP	2	53	26	20
green	4	59	20	17
BLOC QUÉBÉCOIS	2	50	24	24

☐ DK/NR   ■ Disagree (1-3)   ■ Neither (4)   ■ Agree (5-7)

BASE: Canadians; Feb. 25-Mar. 3, 2015 (n=3,241), MOE +/- 1.7%, 19 times out of 20

Finally, it is worth noting that this issue is extremely divided along partisan lines. While we did not ask specifically about Bill C-51, the question on the trade-off of additional powers for police and intelligence agencies serves as a useful proxy. Support is strongly focused in some very specific segments (e.g., older and less educated Canada) and we can find no evidence to support the idea that there is some massive wave of public support for such a bill. In fact, outside of the Conservative base, clear majorities oppose new police powers. We have a direct test of support for Bill C-51 in field right now, and the preliminary results suggest a far more divided public than for some of the earlier polling on this bill.

Stephen Harper leading on values and interests

Overall, we do not believe Liberals and NDP supporters should be particularly concerned with the recent rise in Conservative fortunes among the less well-educated. It is not entirely clear that high school educated voters vote strongly, nor that they will remain in these positions.

Seniors, on the other hand, are an important segment that progressive parties can ill afford to lose. This segment is a larger portion of the electorate and tends vote in large numbers and there has been an enormous swing to the Conservative (from a 10-point Liberal lead to a 13-point Conservative advantage). Nevertheless, seniors are an important and accessible vote to the progressive parties – particularly the Liberals – than the less educated vote. Seniors in Canada today are better educated and more progressive in values than any other seniors cohort in history. Indeed, they were leaning strongly towards the Liberals just a few short months ago.

What should be concerning for the opposition, however, is the stable – and possibly *growing* – advantage that Mr. Harper enjoys on the values front. While it is probable that this advantage is being driven by temporary concerns over security and will likely erode as economic and social concerns begin to displace this effect, it is values that drive emotions, and as we all know, emotions win elections. It will be interesting to see in the coming months whether the progressive parties will make headway on values, which will be critical to the outcome of the next election.

Party leader that best represents values

Q. Which party leader comes closest to representing the VALUES that you find most important?
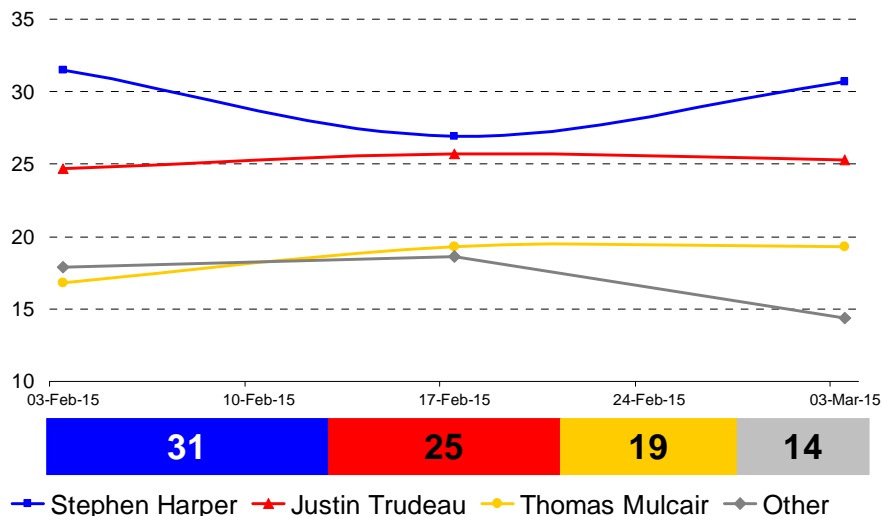
Stephen Harper	Justin Trudeau	Thomas Mulcair	Other
31	25	19	14

BASE: Canadians (half-sample); Feb. 25-Mar. 3, 2015 (n=1,618), MOE +/- 2.4%, 19 times out of 20

Direction of country/government:

Direction of country/government

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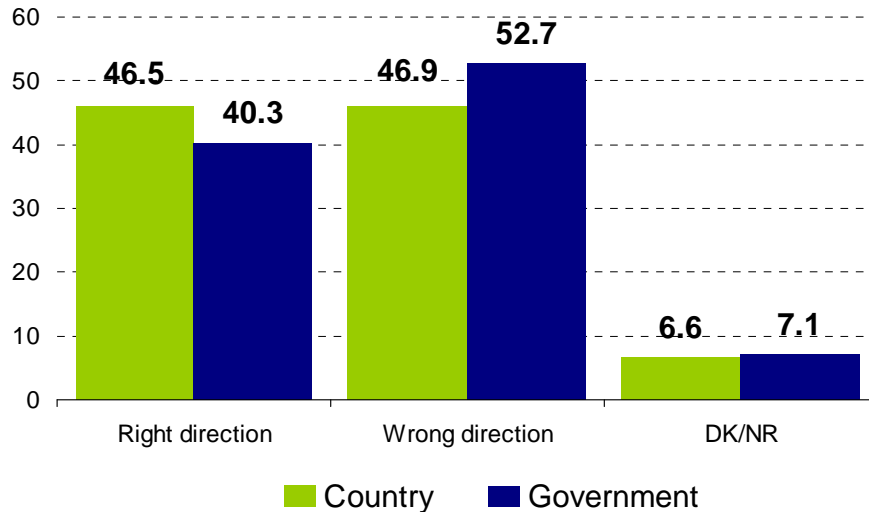
Country **Government**

BASE: Canadians (half-sample); Feb. 25-Mar. 3, 2015 (n=1,569/1,672), MOE +/- 2.5/2.4%, 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?

46.9%
46.5%
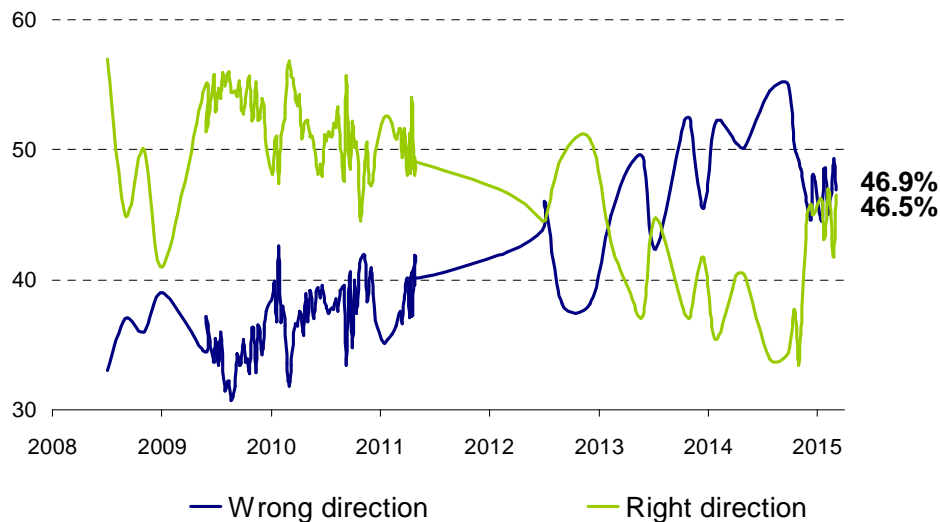
Wrong direction — Right direction

BASE: Canadians (half-sample); Feb. 25-Mar. 3, 2015 (n=1,569), MOE +/- 2.5%, 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?

52.7%

40.3%

— Wrong direction   — Right direction
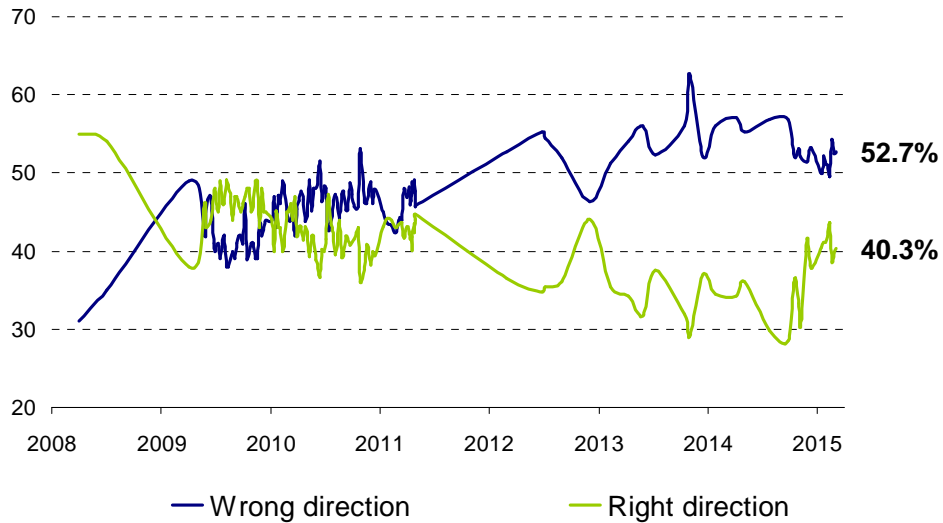
BASE: Canadians (half-sample); Feb. 25-Mar. 3, 2015 (n=1,672), MOE +/- 2.4%, 19 times out of 20

Approval ratings:

Job approval ratings

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

Thomas Mulcair
Leader of the Official Opposition / NDP

| 14 | 37 | 49 |

n=1,080, MOE +/- 3.0%, 19 times out of 20

Justin Trudeau
Leader of the Liberal Party

| 13 | 40 | 47 |

n=1,016, MOE +/- 3.1%, 19 times out of 20

Stephen Harper
Prime Minister / Leader of the Conservative Party

| 7 | 57 | 37 |

n=1,145, MOE +/- 2.9%, 19 times out of 20

☐ DK/NR   ■ Disapprove   ■ Approve

BASE: Canadians (third-sample each); Feb. 25-Mar. 3, 2015

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?
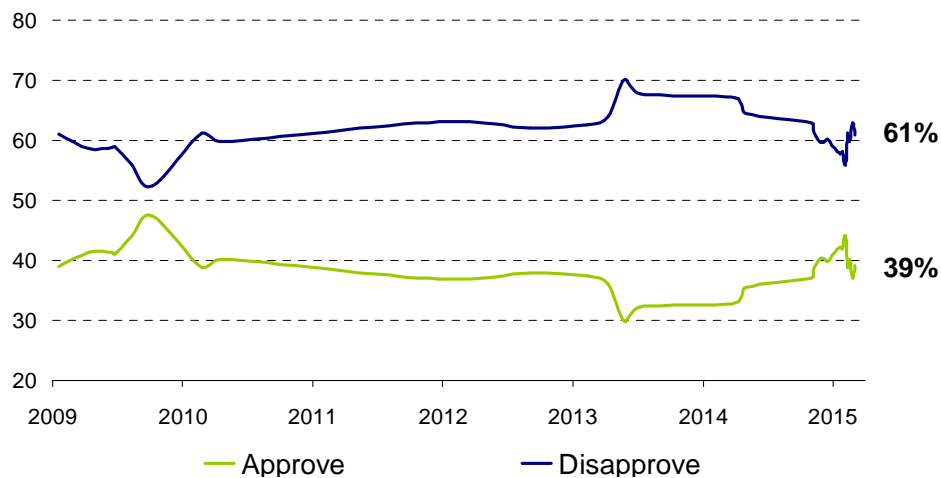
61%

39%

Approve   Disapprove

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

BASE: Canadians (third-sample); Feb. 25-Mar. 3, 2015 (n=1,145), MOE +/- 2.9%, 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?*
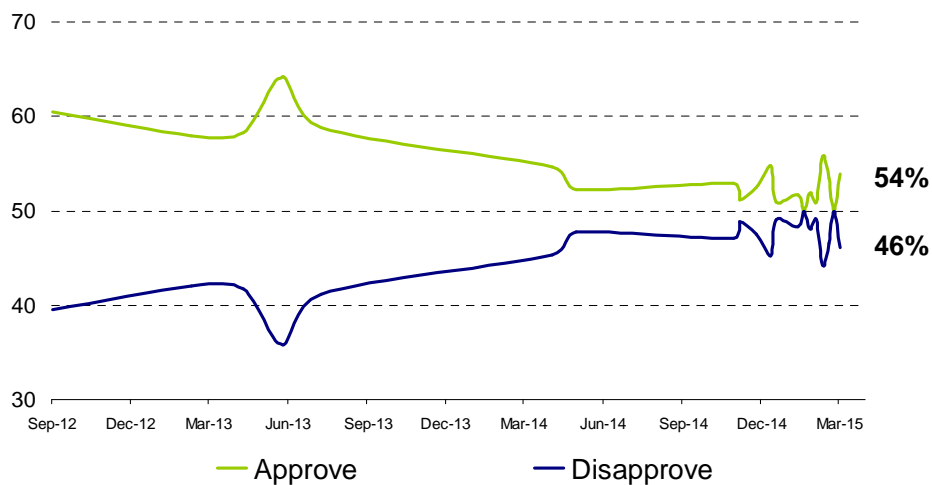

— Approve — Disapprove
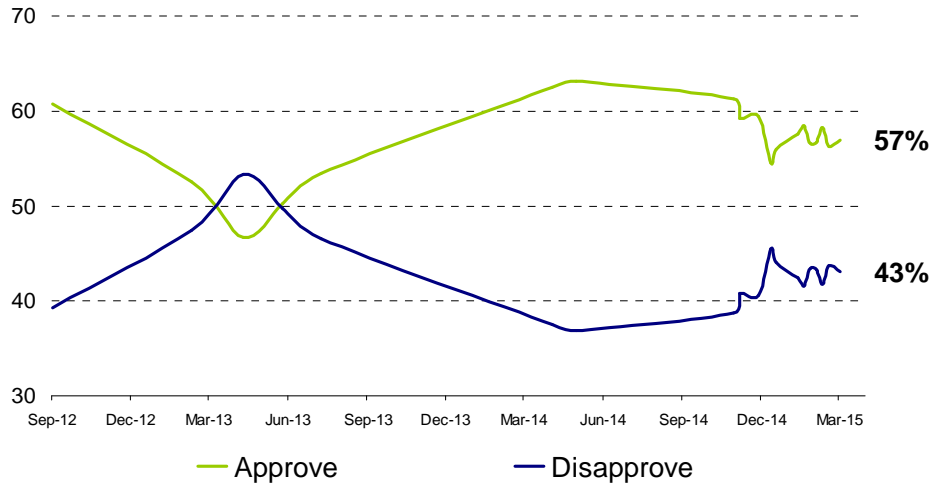
Note: Figures adjusted to exclude those who did not provide valid responses
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BASE: Canadians (third-sample); Feb. 25-Mar. 3, 2015 (n=1,080), MOE +/- 3.0%, 19 times out of 20

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?*

— Approve — Disapprove

Note: Figures adjusted to exclude those who did not provide valid responses
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BASE: Canadians (third-sample); Feb. 25-Mar. 3, 2015 (n=1,016), MOE +/- 3.1%, 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	**31.3%**	**32.2%**	**19.9%**	**9.0%**	**4.6%**	**3.1%**	**2717**	**1.9**
REGION								
British Columbia	28.2%	23.4%	25.7%	21.3%	–	1.4%	196	7.0
Alberta	20.9%	50.3%	15.7%	8.2%	–	5.0%	318	5.5
Saskatchewan	26.1%	36.7%	21.2%	13.0%	–	3.0%	128	8.7
Manitoba	37.3%	41.8%	10.8%	7.5%	–	2.6%	113	9.2
Ontario	35.3%	37.0%	17.1%	7.1%	–	3.6%	1306	2.7
Quebec	25.3%	23.0%	25.9%	4.5%	19.2%	2.2%	509	4.3
Atlantic Canada	49.1%	22.8%	12.5%	10.9%	–	4.7%	142	8.2
GENDER								
Male	30.9%	36.5%	18.2%	7.7%	3.9%	2.8%	1380	2.6
Female	31.7%	27.9%	21.6%	10.3%	5.3%	3.2%	1310	2.7
AGE								
<35	32.8%	23.8%	24.1%	11.6%	5.2%	2.4%	259	6.1
35-49	26.6%	33.3%	21.6%	9.7%	5.8%	3.0%	547	4.2
50-64	35.7%	31.9%	17.0%	7.4%	4.6%	3.5%	1016	3.1
65+	29.5%	42.7%	15.7%	6.5%	2.3%	3.3%	871	3.3
EDUCATION								
High school or less	28.8%	40.2%	16.7%	6.3%	4.1%	3.9%	633	3.9
College or CEGEP	28.2%	31.3%	20.7%	10.6%	5.6%	3.6%	893	3.3
University or higher	36.1%	26.8%	21.5%	9.6%	4.2%	1.8%	1155	2.9
COUNTRY OF BIRTH								
Not born in Canada	33.2%	35.3%	17.4%	10.2%	1.1%	2.8%	494	4.4
Parents not born in Canada	36.5%	31.6%	18.6%	8.6%	2.0%	2.6%	728	3.6
Both parents born in Canada	28.4%	31.3%	21.3%	8.9%	6.8%	3.3%	1471	2.6

Additional Powers for Police and Intelligence Agencies

Q. Please rate the extent to which you agree or disagree with the following statement: Police and intelligence agencies should have more powers to ensure security even if it means I have to give up some personal privacy safeguards.

	Disagree (1-3)	Neither (4)	Agree (5-7)	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	**39.9%**	**24.6%**	**28.9%**	**6.7%**	**3241**	**1.7**
REGION						
British Columbia	52.3%	18.0%	24.6%	5.1%	221	6.6
Alberta	37.4%	23.4%	30.8%	8.5%	377	5.1
Saskatchewan	33.4%	21.6%	29.4%	15.6%	165	7.6
Manitoba	36.3%	16.2%	35.6%	11.9%	147	8.1
Ontario	38.5%	23.7%	30.9%	6.9%	1551	2.5
Quebec	38.0%	33.2%	23.9%	4.9%	590	4.0
Atlantic Canada	40.3%	21.3%	32.8%	5.5%	184	7.2
GENDER						
Male	46.9%	21.0%	29.1%	2.9%	1534	2.5
Female	36.0%	29.9%	30.6%	3.4%	1552	2.5
AGE						
<35	52.2%	20.3%	23.7%	3.8%	305	5.6
35-49	42.4%	22.0%	32.5%	3.0%	631	3.9
50-64	38.0%	28.1%	31.1%	2.7%	1149	2.9
65+	27.9%	34.7%	33.8%	3.6%	1006	3.1
EDUCATION						
High school or less	38.3%	32.2%	27.1%	2.5%	755	3.6
College or CEGEP	40.2%	23.8%	33.0%	3.0%	1027	3.1
University or higher	44.5%	22.1%	29.7%	3.7%	1287	2.7
COUNTRY OF BIRTH						
Not born in Canada	47.3%	21.3%	28.3%	3.2%	555	4.2
Parents not born in Canada	39.9%	26.3%	31.0%	2.7%	842	3.4
Both parents born in Canada	40.2%	26.7%	29.7%	3.3%	1690	2.4
CURRENT VOTE INTENTION						
Liberal Party	47.4%	27.9%	22.4%	2.3%	875	3.3
Conservative Party	22.4%	22.1%	52.0%	3.5%	970	3.2
NDP	53.0%	25.9%	19.5%	1.5%	486	4.5
Green Party	59.2%	19.8%	17.1%	3.9%	204	6.9
Bloc Québécois	49.8%	24.1%	23.7%	2.3%	95	10.1

Party Leader that Best Represents Values

Q. [Half-sample only] Which party leader comes closest to representing the VALUES that you find most important?

	Stephen Harper	Thomas Mulcair	Justin Trudeau	Other	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	**30.7%**	**19.3%**	**25.3%**	**14.4%**	**10.4%**	**1618**	**2.4**
REGION							
British Columbia	29.4%	20.4%	28.2%	9.4%	12.6%	98	9.9
Alberta	46.7%	10.9%	14.0%	19.4%	8.9%	192	7.1
Saskatchewan	33.7%	9.9%	19.0%	14.1%	23.3%	78	11.1
Manitoba	22.7%	14.7%	42.3%	3.8%	16.6%	71	11.6
Ontario	35.1%	16.6%	26.5%	11.8%	10.0%	793	3.5
Quebec	22.4%	29.3%	19.7%	21.5%	7.0%	294	5.7
Atlantic Canada	13.7%	19.0%	43.9%	11.4%	12.2%	89	10.4
GENDER							
Male	35.3%	21.6%	25.7%	12.5%	4.8%	769	3.5
Female	28.6%	18.5%	27.0%	17.0%	8.8%	769	3.5
AGE							
<35	27.2%	20.6%	21.8%	20.3%	10.2%	153	7.9
35-49	32.2%	19.5%	27.6%	14.4%	6.3%	308	5.6
50-64	30.7%	20.8%	29.9%	12.4%	6.2%	575	4.1
65+	39.0%	18.8%	26.4%	11.3%	4.5%	509	4.3
EDUCATION							
High school or less	38.1%	17.6%	23.1%	15.0%	6.3%	384	5.0
College or CEGEP	34.1%	18.6%	27.4%	15.1%	4.9%	495	4.4
University or higher	25.2%	23.4%	28.4%	14.3%	8.7%	655	3.8
COUNTRY OF BIRTH							
Not born in Canada	37.5%	16.7%	30.0%	11.4%	4.4%	285	5.8
Parents not born in Canada	34.0%	18.9%	29.4%	10.7%	7.1%	416	4.8
Both parents born in Canada	29.2%	21.6%	23.9%	17.7%	7.6%	840	3.4
CURRENT VOTE INTENTION							
Liberal Party	8.6%	10.0%	71.5%	7.9%	2.0%	431	4.7
Conservative Party	88.4%	4.4%	4.1%	2.5%	0.6%	487	4.4
NDP	4.1%	72.9%	8.2%	10.4%	4.3%	246	6.3
Green Party	18.2%	18.0%	14.2%	42.9%	6.7%	100	9.8
Bloc Québécois	1.9%	25.7%	6.4%	58.3%	7.7%	50	13.9

Party Leader that Best Represents Interests

Q. [Half-sample only] Which party leader comes closest to representing the INTERESTS that you find most important?

	Stephen Harper	Thomas Mulcair	Justin Trudeau	Other	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	**30.5%**	**19.6%**	**24.2%**	**17.0%**	**8.7%**	**1623**	**2.4**
REGION							
British Columbia	25.0%	19.1%	27.4%	22.7%	5.8%	123	8.8
Alberta	43.8%	14.6%	15.3%	15.6%	10.7%	185	7.2
Saskatchewan	35.7%	21.4%	20.5%	10.0%	12.3%	87	10.5
Manitoba	41.7%	16.1%	18.5%	10.9%	12.8%	76	11.2
Ontario	34.8%	16.4%	26.7%	13.3%	8.9%	758	3.6
Quebec	21.6%	29.0%	20.2%	22.9%	6.2%	296	5.7
Atlantic Canada	22.6%	15.2%	32.5%	14.9%	14.9%	95	10.1
GENDER							
Male	37.0%	18.2%	27.7%	14.3%	2.8%	765	3.5
Female	26.8%	22.4%	22.7%	20.8%	7.3%	783	3.5
AGE							
<35	27.6%	17.7%	23.6%	24.3%	6.8%	152	8.0
35-49	32.3%	23.4%	23.2%	16.6%	4.5%	323	5.5
50-64	29.9%	20.2%	27.6%	17.2%	5.1%	574	4.1
65+	39.5%	18.9%	27.4%	9.6%	4.6%	497	4.4
EDUCATION							
High school or less	38.7%	13.9%	23.3%	19.8%	4.3%	371	5.1
College or CEGEP	30.2%	20.8%	25.8%	18.4%	4.8%	532	4.3
University or higher	27.2%	24.5%	26.2%	15.6%	6.4%	632	3.9
COUNTRY OF BIRTH							
Not born in Canada	42.4%	15.5%	22.4%	13.9%	5.8%	270	6.0
Parents not born in Canada	32.9%	18.7%	26.7%	16.0%	5.7%	426	4.8
Both parents born in Canada	28.2%	21.9%	25.2%	19.5%	5.1%	850	3.4
CURRENT VOTE INTENTION							
Liberal Party	11.2%	12.1%	64.9%	8.6%	3.3%	444	4.7
Conservative Party	86.7%	3.8%	5.0%	2.1%	2.5%	483	4.5
NDP	7.1%	71.3%	10.5%	11.0%	0.0%	240	6.3
Green Party	9.7%	8.8%	21.8%	59.0%	0.8%	104	9.6
Bloc Québécois	1.8%	14.6%	16.8%	64.4%	2.5%	45	14.6

Approval Rating – Stephen Harper

Q. [Third-sample only] 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	**36.6%**	**56.7%**	**6.8%**	**1145**	**2.9**
REGION					
British Columbia	36.8%	54.2%	9.0%	82	10.8
Alberta	44.5%	49.6%	5.9%	141	8.3
Saskatchewan	47.6%	46.2%	6.2%	56	13.1
Manitoba	46.9%	45.6%	7.5%	50	13.9
Ontario	42.1%	50.5%	7.3%	547	4.2
Quebec	26.8%	67.8%	5.3%	205	6.8
Atlantic Canada	17.6%	76.9%	5.5%	63	12.4
GENDER					
Male	38.9%	58.5%	2.6%	557	4.2
Female	36.6%	57.9%	5.5%	544	4.2
AGE					
<35	36.2%	59.1%	4.7%	115	9.1
35-49	39.9%	54.2%	5.8%	222	6.6
50-64	33.3%	63.7%	3.0%	421	4.8
65+	43.8%	53.7%	2.6%	344	5.3
EDUCATION					
High school or less	34.9%	62.9%	2.2%	273	5.9
College or CEGEP	38.8%	56.1%	5.1%	372	5.1
University or higher	39.6%	56.0%	4.3%	443	4.7
COUNTRY OF BIRTH					
Not born in Canada	42.5%	52.7%	4.8%	200	6.9
Parents not born in Canada	40.6%	53.5%	5.9%	302	5.6
Both parents born in Canada	34.7%	62.4%	2.9%	592	4.0
CURRENT VOTE INTENTION					
Liberal Party	17.0%	80.4%	2.6%	309	5.6
Conservative Party	89.5%	9.9%	0.6%	328	5.4
NDP	15.5%	83.2%	1.4%	166	7.6
Green Party	22.6%	69.6%	7.8%	87	10.5
Bloc Québécois	4.0%	96.0%	0.0%	33	17.1

Approval Rating – Thomas Mulcair

Q. [Third-sample only] 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	**49.2%**	**37.2%**	**13.6%**	**1080**	**3.0**
REGION					
British Columbia	49.1%	36.0%	14.9%	74	11.4
Alberta	42.0%	43.4%	14.6%	123	8.8
Saskatchewan	40.0%	36.8%	23.2%	51	13.7
Manitoba	36.0%	43.4%	20.7%	50	13.9
Ontario	47.8%	38.4%	13.9%	522	4.3
Quebec	56.1%	35.7%	8.2%	193	7.1
Atlantic Canada	54.9%	27.4%	17.8%	64	12.3
GENDER					
Male	48.6%	44.3%	7.1%	503	4.4
Female	54.2%	34.7%	11.1%	517	4.3
AGE					
<35	53.6%	36.4%	10.0%	91	10.3
35-49	49.7%	38.6%	11.7%	211	6.8
50-64	53.3%	38.5%	8.2%	385	5.0
65+	49.4%	44.1%	6.4%	335	5.4
EDUCATION					
High school or less	41.3%	51.4%	7.3%	249	6.2
College or CEGEP	52.8%	40.5%	6.7%	322	5.5
University or higher	58.3%	29.0%	12.6%	446	4.6
COUNTRY OF BIRTH					
Not born in Canada	48.2%	39.1%	12.7%	180	7.3
Parents not born in Canada	52.4%	41.0%	6.6%	291	5.7
Both parents born in Canada	52.3%	38.3%	9.4%	548	4.2
CURRENT VOTE INTENTION					
Liberal Party	56.9%	35.0%	8.1%	297	5.7
Conservative Party	33.2%	58.5%	8.3%	329	5.4
NDP	86.2%	13.0%	0.8%	150	8.0
Green Party	49.3%	31.7%	19.0%	64	12.3
Bloc Québécois	62.6%	34.1%	3.3%	32	17.3

Approval Rating – Justin Trudeau

Q. [Third-sample only] 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	**46.8%**	**40.1%**	**13.1%**	**1016**	**3.1**
REGION					
British Columbia	53.6%	27.2%	19.2%	65	12.2
Alberta	46.6%	48.0%	5.4%	113	9.2
Saskatchewan	40.1%	43.2%	16.7%	58	12.9
Manitoba	59.7%	23.3%	17.0%	47	14.3
Ontario	44.2%	43.9%	11.9%	482	4.5
Quebec	45.4%	40.9%	13.6%	192	7.1
Atlantic Canada	52.3%	29.9%	17.9%	57	13.0
GENDER					
Male	50.0%	44.7%	5.4%	474	4.5
Female	47.8%	38.2%	14.0%	491	4.4
AGE					
<35	51.9%	28.6%	19.5%	99	9.9
35-49	48.3%	45.5%	6.2%	198	7.0
50-64	46.1%	48.4%	5.4%	343	5.3
65+	47.3%	45.5%	7.2%	327	5.4
EDUCATION					
High school or less	43.5%	47.9%	8.5%	233	6.4
College or CEGEP	51.1%	38.9%	10.0%	333	5.4
University or higher	51.5%	37.2%	11.3%	398	4.9
COUNTRY OF BIRTH					
Not born in Canada	50.2%	38.3%	11.4%	175	7.4
Parents not born in Canada	46.7%	43.3%	10.0%	249	6.2
Both parents born in Canada	48.8%	41.1%	10.1%	550	4.2
CURRENT VOTE INTENTION					
Liberal Party	85.3%	11.9%	2.8%	269	6.0
Conservative Party	19.9%	76.6%	3.6%	313	5.5
NDP	58.0%	32.6%	9.4%	170	7.5
Green Party	50.4%	31.4%	18.2%	53	13.5
Bloc Québécois	18.2%	54.2%	27.5%	30	17.9

Direction of Country

Q. [Half-sample only] 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	**46.5%**	**46.9%**	**6.6%**	**1569**	**2.5**
REGION					
British Columbia	47.6%	51.3%	1.1%	96	10.0
Alberta	49.9%	43.3%	6.8%	188	7.2
Saskatchewan	50.9%	31.5%	17.6%	83	10.8
Manitoba	41.0%	42.5%	16.4%	74	11.4
Ontario	48.6%	44.6%	6.8%	758	3.6
Quebec	42.8%	52.9%	4.3%	274	5.9
Atlantic Canada	38.5%	51.1%	10.4%	93	10.2
GENDER					
Male	53.2%	44.4%	2.4%	751	3.6
Female	44.2%	52.0%	3.7%	739	3.6
AGE					
<35	41.9%	52.9%	5.3%	147	8.1
35-49	50.8%	47.5%	1.7%	274	5.9
50-64	45.4%	51.5%	3.1%	569	4.1
65+	58.6%	39.0%	2.5%	502	4.4
EDUCATION					
High school or less	56.3%	40.9%	2.8%	358	5.2
College or CEGEP	46.6%	51.2%	2.2%	482	4.5
University or higher	43.7%	52.5%	3.8%	637	3.9
COUNTRY OF BIRTH					
Not born in Canada	59.4%	37.6%	3.0%	265	6.0
Parents not born in Canada	50.8%	45.6%	3.6%	380	5.0
Both parents born in Canada	44.5%	52.6%	2.9%	843	3.4
CURRENT VOTE INTENTION					
Liberal Party	44.6%	52.5%	2.9%	424	4.8
Conservative Party	82.5%	16.2%	1.2%	456	4.6
NDP	24.9%	73.6%	1.6%	240	6.3
Green Party	28.4%	69.4%	2.1%	98	9.9
Bloc Québécois	23.3%	76.7%	0.0%	43	14.9

Direction of Government

Q. [Half-sample only] 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	**40.3%**	**52.7%**	**7.1%**	**1672**	**2.4**
REGION					
British Columbia	27.5%	61.3%	11.2%	125	8.8
Alberta	51.3%	43.5%	5.2%	189	7.1
Saskatchewan	44.9%	42.5%	12.6%	82	10.8
Manitoba	50.3%	41.7%	8.0%	73	11.5
Ontario	44.0%	48.4%	7.6%	793	3.5
Quebec	36.8%	58.5%	4.7%	316	5.5
Atlantic Canada	34.1%	62.1%	3.8%	91	10.3
GENDER					
Male	45.1%	51.1%	3.8%	783	3.5
Female	38.6%	57.4%	4.0%	813	3.4
AGE					
<35	40.4%	54.0%	5.6%	158	7.8
35-49	36.8%	59.2%	4.0%	357	5.2
50-64	40.2%	57.3%	2.6%	580	4.1
65+	54.3%	42.9%	2.8%	504	4.4
EDUCATION					
High school or less	47.5%	47.5%	4.9%	397	4.9
College or CEGEP	40.5%	55.3%	4.2%	545	4.2
University or higher	37.7%	59.2%	3.1%	650	3.8
COUNTRY OF BIRTH					
Not born in Canada	57.6%	37.0%	5.4%	290	5.8
Parents not born in Canada	39.0%	56.9%	4.1%	462	4.6
Both parents born in Canada	38.0%	58.4%	3.6%	847	3.4
CURRENT VOTE INTENTION					
Liberal Party	28.2%	70.0%	1.8%	451	4.6
Conservative Party	85.6%	13.4%	1.0%	514	4.3
NDP	16.2%	81.2%	2.6%	246	6.3
Green Party	29.4%	61.3%	9.4%	106	9.5
Bloc Québécois	11.1%	86.6%	2.3%	52	13.6

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 February 25 – March 3, 2015. In total, a random sample of 3,241 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.