

VOTERS STUCK

GOVERNMENT CURRENTLY IN SYNC ON CULTURE AND SECURITY, BUT WHAT ABOUT THE ECONOMY?

[Ottawa – March 13, 2015] It's a painfully dull week on the vote intention front and there is little to report as the Conservatives and the Liberals seesaw endlessly back and forth for the lead. It is anecdotally noteworthy that the Liberals are at their lowest point since July 2013, but they're only slightly off from their average showing over the past few months and they're just two points shy of the lead.

Regionally, the results are quite stable. While there have been movement in Canada's smaller provinces, the shifts are not statistically significant due to the small sample sizes. The Liberals lead in the Atlantic Provinces and are statistically tied with the Conservatives in Ontario. The Conservatives utterly dominate the Prairies, except for Manitoba where the Liberals are showing some signs of life. Quebec and British Columbia are still very much anyone's game, with four parties vying for control in each case.

The Conservatives still lead with men, although they continue to struggle with women. The Conservatives do very well with seniors, while the Liberals do comparatively better with Baby Boomers. The Conservatives continue to lead with the high school and college educated cohorts, and university graduates still lean Liberal.

HIGHLIGHTS

- **Federal vote intention:**
 - **32.9% Conservative Party**
 - **30.5% Liberal Party**
 - **19.7% NDP**
 - **8.8% Green Party**
 - **4.8% Bloc Québécois**
 - **3.2% Other**
- **Approval ratings:**
 - **49% Thomas Mulcair**
 - **47% Justin Trudeau**
 - **35% Stephen Harper**
- **Support for ISIS mission:**
 - **60% Support**
 - **33% Oppose**
- **Support for extending ISIS mission:**
 - **54% Support**
 - **38% Oppose**
- **Support for Bill C-51:**
 - **56% Support**
 - **42% Oppose**

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

 [twitter.com/EKOS Research](https://twitter.com/EKOS_Research)

 [facebook.com/EKOS Research](https://facebook.com/EKOS_Research)

Federal vote intention

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

National Results



2011 Election Results



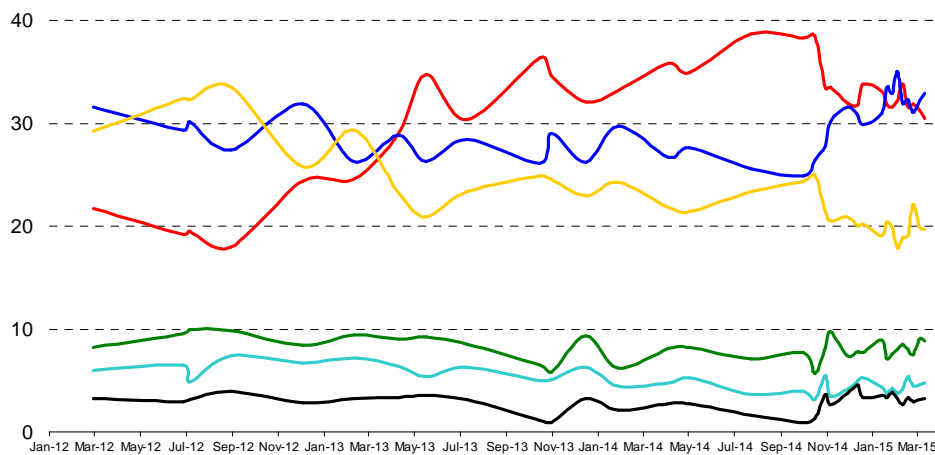
Note: The data on federal vote intention are based on decided and leaning voters only.

Copyright 2015
No reproduction without permission

BASE: Canadians; March 4-10, 2015 (n=2,950), MOE +/- 1.8%, 19 times out of 20

Tracking federal vote intention

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

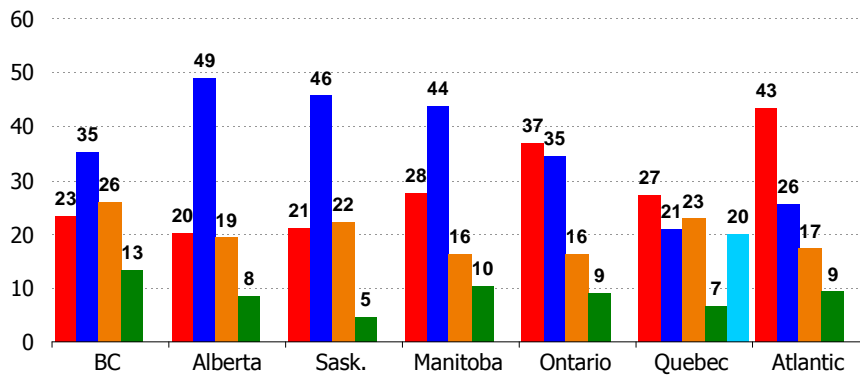


Note: The data on federal vote intention are based on decided and leaning voters only.
Copyright 2015
No reproduction without permission

BASE: Canadians; March 4-10, 2015 (n=2,950), MOE +/- 1.8%, 19 times out of 20

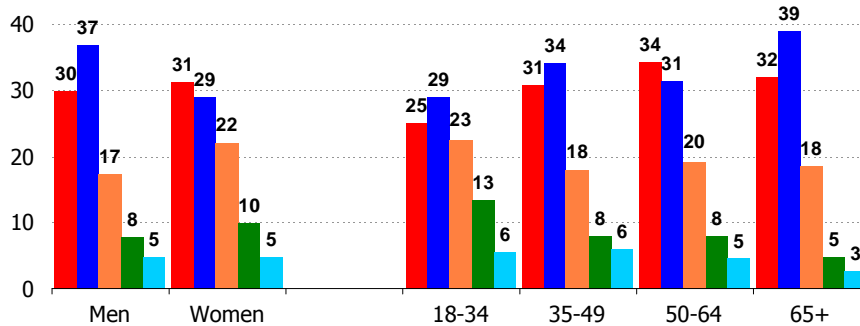
Vote intention by key demographics

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



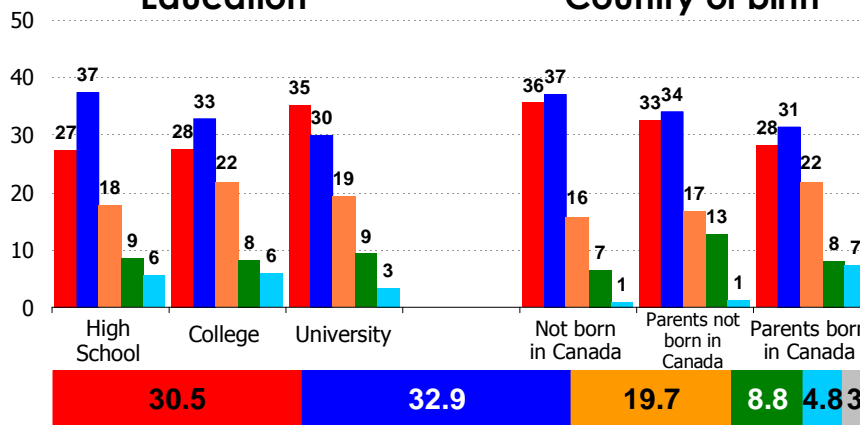
Gender

Age



Education

Country of birth



■ Liberal
 ■ Conservative
 ■ NDP
 ■ Green
 ■ BLOC QUÉBÉCOIS
 ■ Other

Copyright 2015
No reproduction without permission

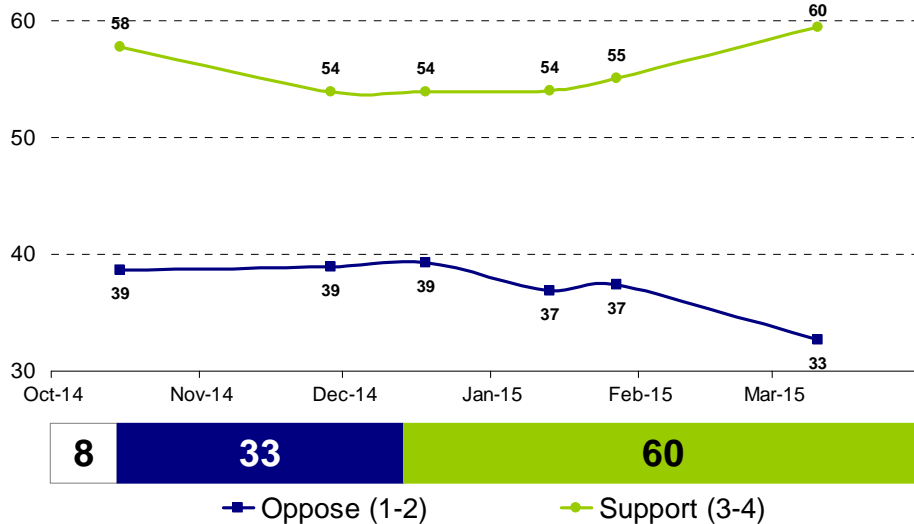
BASE: Canadians; March 4-10, 2015 (n=2,950), MOE +/- 1.8%, 19 times out of 20

Support for ISIS mission strong – for now

Turning to the ISIS mission in Iraq, this is an area where the government is clearly in tune with the public. Most Canadians support the mission in its current form and, indeed, there is evidence that support is growing. Furthermore, there is clear (albeit, a little more muted) support for extending the mission by an additional six months.

Support for ISIS mission

Q. As you may have heard, Canada has sent aircraft and personnel to Iraq and Syria to join in coalition airstrikes against the Islamic State, or ISIS, but they will not be involved in ground combat. To what extent do you oppose or support this mission?



Copyright 2015

No reproduction without permission

BASE: Canadians (half-sample); March 4-10, 2015 (n=1,495), MOE +/- 2.5%, 19 times out of 20

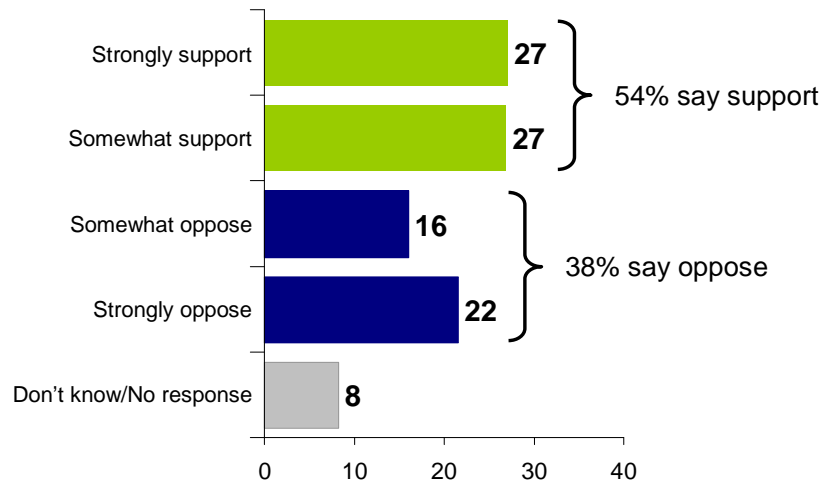
As with most military interventions, however, this support is not likely to last. The Afghanistan mission, for example, was greeted with widespread enthusiasm. By 2010, half of Canadians opposed the mission and there was little appetite for extending the mission any further.¹ Today, the mission is widely regarded as having been a failure.²

¹ EKOS Research Associates, "Political Landscape Frozen", April 8, 2010. Available online at: <http://goo.gl/CNztN0>

² EKOS Research Associates, "A Memo from Citizens of the Near Future to the Leaders of Today", October 28, 2014. Available online at: <http://goo.gl/7SSnZy>

Support for extending ISIS mission

Q. As you may have heard, Canada has sent aircraft and personnel to Iraq and Syria to join in coalition airstrikes against the Islamic State, or ISIS. The mission is scheduled to end in April. To what extent would you oppose or support extending this mission by six months?



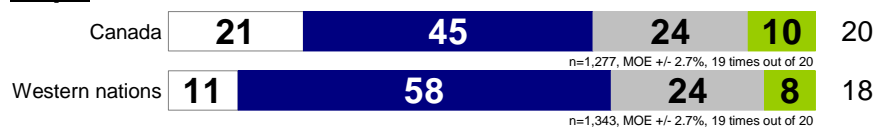
Copyright 2015
No reproduction without permission

BASE: Canadians (half-sample); March 4-10, 2015 (n=1,455), MOE +/- 2.6%, 19 times out of 20

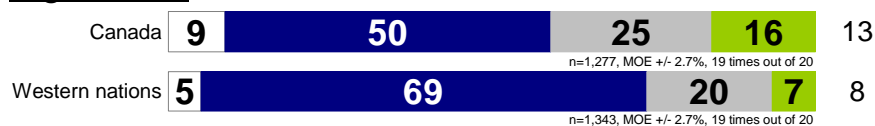
Perceived success of military interventions

Q. Over the course of the last decade, Canada has / Western nations have launched military interventions in a number of countries. How successful do you believe Canadian / world interventions have been in each of the following countries?

Libya



Afghanistan



Iraq



□ DK/NR ■ Unsuccessful (1-2) ■ Neither (3) ■ Successful (4-5)

Copyright 2014
No reproduction without permission

BASE: Canadians (half-sample each); July 16-23, 2014 (n=1,277/1,343), MOE +/- 2.7%, 19 times out of 20

Source: EKOS Research Associates, "A Memo from Citizens of the Near Future to the Leaders of Today", October 28, 2014.

Available online at: <http://goo.gl/65viMi>

However, given the pattern we see developing, it is unlikely that this support for the ISIS mission will evaporate in the short-term and it may very well hold through the next election. Nevertheless, we have no doubt that the long-term view will turn into another Libya/Iraq/Afghanistan. But so far, it is surprising how strong public support has remained given past experiences.

Support Bill C-51 strong, but not overwhelming

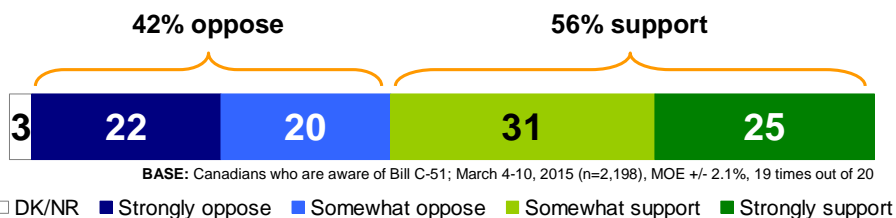
Bill C-51 another area where Canadians approve of the direction of the federal government, but support is not nearly as unanimous as some have suggested. Awareness of the bill is quite high – fully 71 per cent of Canadians are at least vaguely familiar with the details. But support is heavily divided along party lines. Liberal supporters are evenly split on the issue, while NDP and Green Party supporters are staunchly opposed to the bill. Bloc Québécois supporters are surprisingly on board with the bill, although this is likely a reflection of security and culture concerns, which have been particularly salient for Bloc voters lately.

Support for Bill C-51

Q. As you may have heard, the Government of Canada has recently proposed Bill C-51 which, among other things, grants police and intelligence agencies a broad range of new powers to disrupt suspected terrorist activities. Before this survey, had you heard of this legislation?



Q. [IF YES] To what extent do you support or oppose Bill C-51?

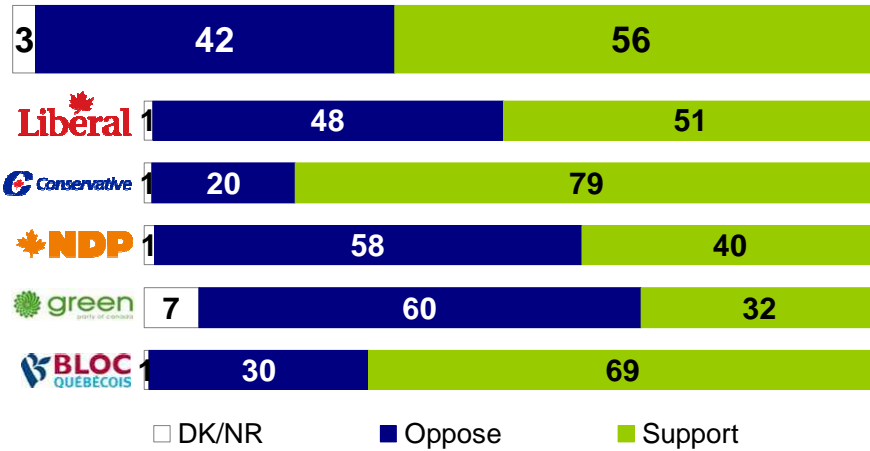


Copyright 2015
No reproduction without permission

Support for Bill C-51 by party support

Q. To what extent to you support or oppose Bill C-51?

Overall



Copyright 2015
No reproduction without permission

BASE: Canadians familiar with Bill C-51; March 4-10, 2015 (n=2,198), MOE +/- 2.1%, 19 times out of 20

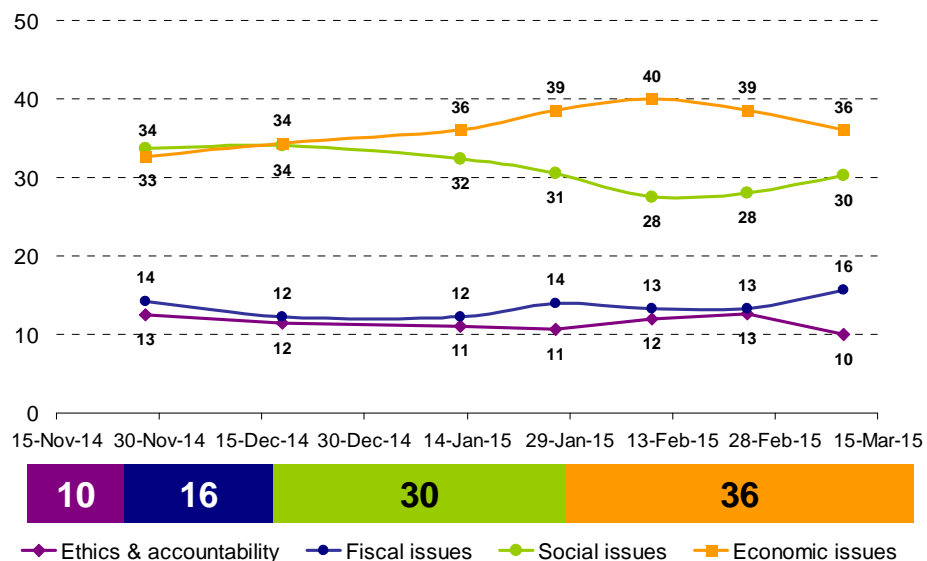
Focus on security and culture not in line with Canada priorities

Despite widespread support for the ISIS mission and broad public disapproval of wearing niqabs and citizenship ceremonies,³ the federal government’s preoccupation with culture and security issues is markedly out of tune with the priorities of Canadians. Indeed, while the government has been fixating on what women should wear to a citizenship ceremony, we are now looking at our worst-ever economic update (see Annex 1). Just one in five Canadians believe they will be better off a year from now and just over one in four believe they will be better off in five years’ time. These figures decline sharply as we move down the socio-economic ladder.

This is not say that values and security are not important. Indeed, in our latest update on most important issue, one in five rate security and terrorism as their most important issue. However, these issues are seen as far less important than restarting middle class progress. Furthermore, in a separate question, economic issues have displaced social issues as the leading concern over the past four months. Perhaps it is time to concentrate our efforts where concerns are most acute.

Most important issue

Q. Of the following issues, which one do you think should be the most important issue for the next federal election?



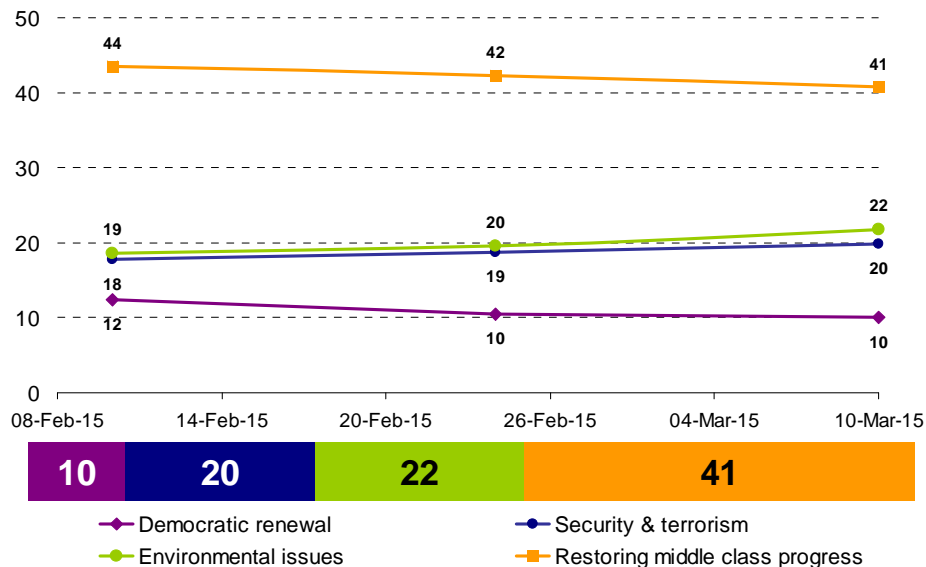
Copyright 2015
No reproduction without permission

BASE: Canadians (half-sample); March 4-10, 2015 (n=1,473), MOE +/- 2.6%, 19 times out of 20

³ Frank Graves, "Tolerance Under Pressure", March 12, 2015. Available online at: <http://goo.gl/sWWHSH>

Most important issue

Q. Of the following issues, which one do you think should be the most important issue for the next federal election?



Copyright 2015
No reproduction without permission

BASE: Canadians (half-sample); March 4-10, 2015 (n=1,793), MOE +/- 2.3%, 19 times out of 20

Finally, it is worth noting that despite the worst economic outlook ever recorded, job confidence is at it's highest levels in decades. How do we square this circle?

We first remarked upon this apparent paradox in January.⁴ Job growth over the past few years has largely been isolated to lousy, non-standard employment. Even erstwhile good jobs are failing to produce progress or security. Therefore, job confidence does not carry the same meaning as it did before and there are acute concerns about declining job quality.

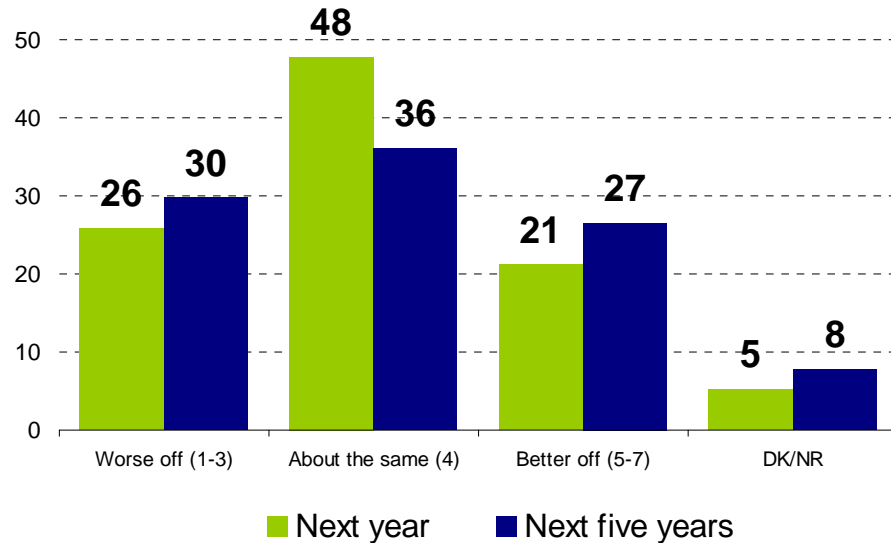
On the other hand, in an uncertain environment, people will *minimax* according to game theory. And what is the maximum loss you want to minimize? The answer is your job – even a crappy job. This desperation may be what is driving some of the hidden incumbent premium we have been seeing in recent provincial elections and certainly warrants further study.

⁴ EKOS Research Associates, "It's the Economy, Stupid! ...but which one?", January 16, 2015. Available online at: <http://goo.gl/XkkmPj>

Annex 1: Economic outlook

Personal financial outlook

Q. Thinking ahead over the **NEXT YEAR/NEXT FIVE YEARS** or so, do you think your personal financial situation will be better or worse than it is today?

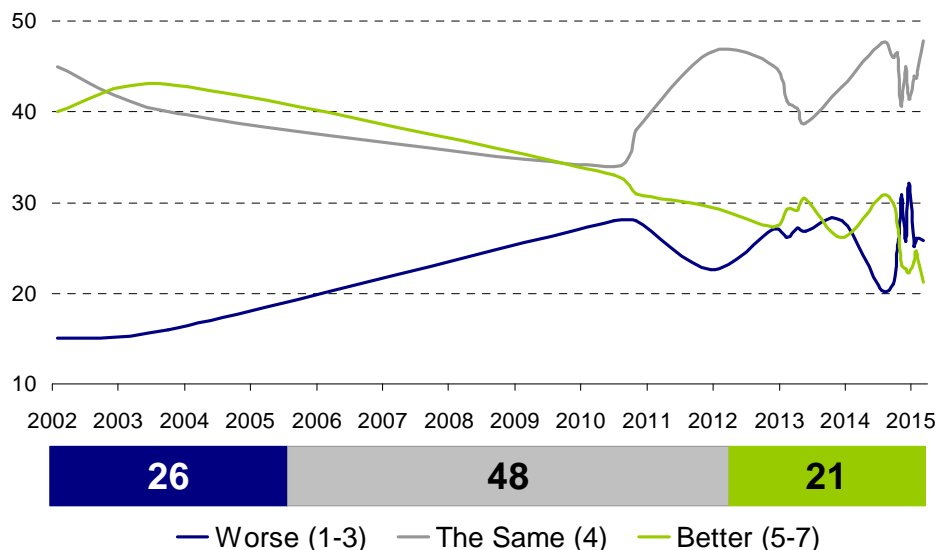


Copyright 2015
No reproduction without permission

BASE: Canadians (third-sample); March 4-10, 2015 (n=991/982), MOE +/- 3.1%, 19 times out of 20

Short-term financial outlook

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

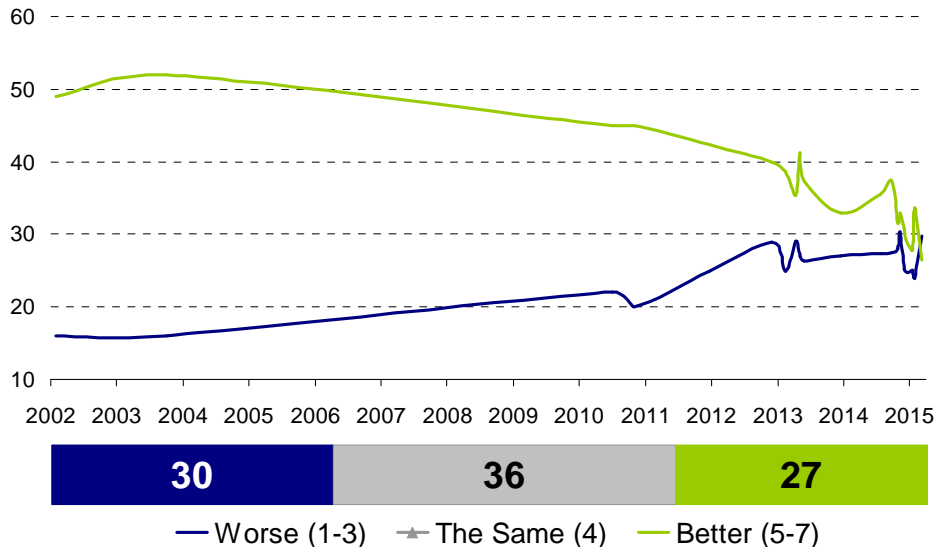


Copyright 2015
No reproduction without permission

BASE: Canadians (third-sample); March 4-10, 2015 (n=991), MOE +/- 3.1%, 19 times out of 20

Medium-term financial outlook

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

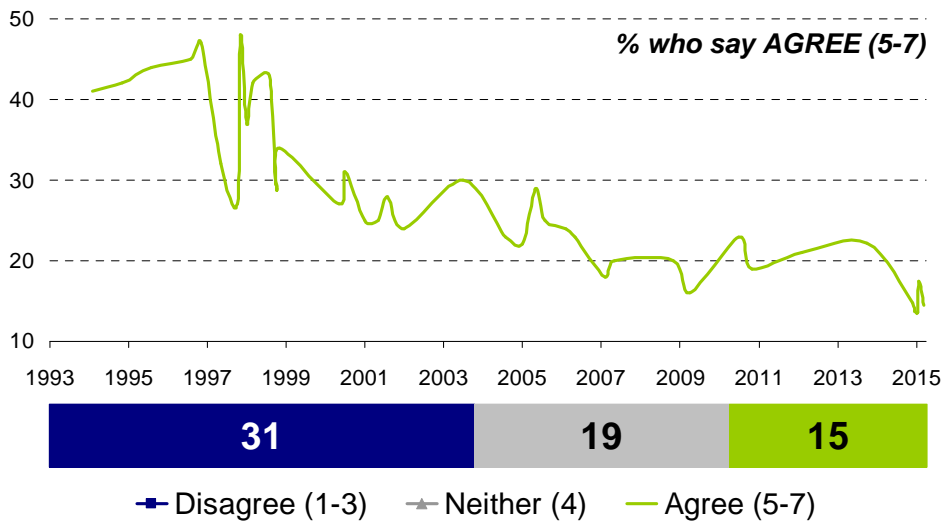


Copyright 2015
No reproduction without permission

BASE: Canadians (third-sample); March 4-10, 2015 (n=982), MOE +/- 3.1%, 19 times out of 20

Perceptions of job insecurity

Q. Please rate the extent to which you agree or disagree with the following statement: **I think there is a good chance I could lose my job over the next couple of years.**



Copyright 2015
No reproduction without permission

BASE: Canadians (third-sample); March 4-10, 2015 (n=977), MOE +/- 3.1%, 19 times out of 20

Annex 2: 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



n=970, MOE +/- 3.2%, 19 times out of 20

Justin Trudeau
Leader of the Liberal Party



n=1,017, MOE +/- 3.1%, 19 times out of 20

Stephen Harper
Prime Minister / Leader of the Conservative Party



n=963, MOE +/- 3.2%, 19 times out of 20

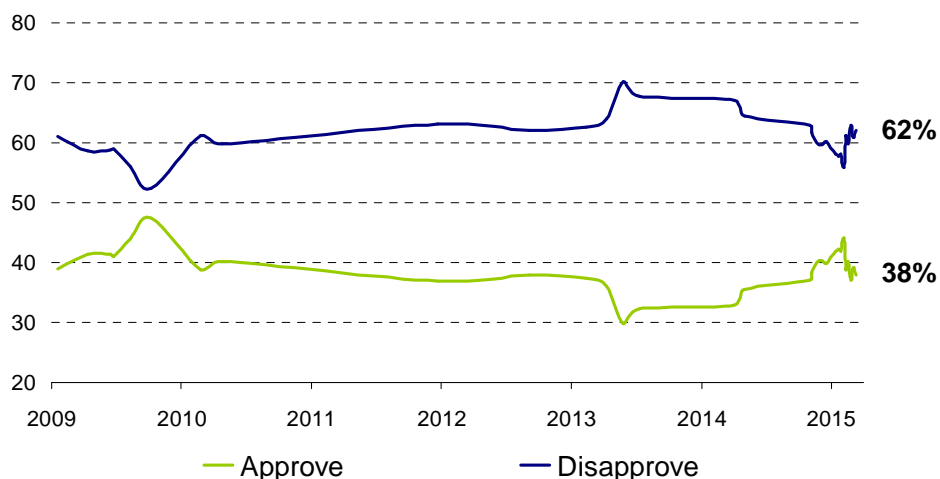
□ DK/NR ■ Disapprove ■ Approve

Copyright 2015
No reproduction without permission

BASE: Canadians (third-sample each); March 4-10, 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?



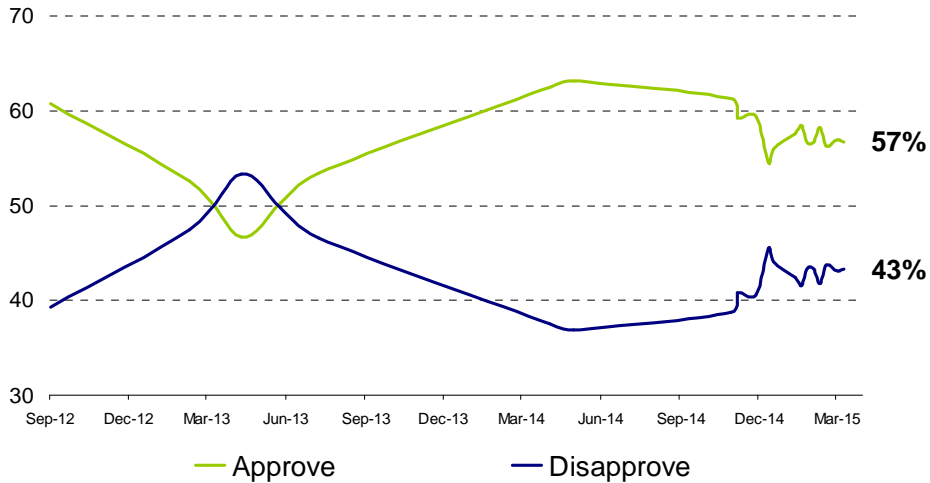
Note: Figures adjusted to exclude those who did not provide valid responses

Copyright 2015
No reproduction without permission

BASE: Canadians (third-sample); March 4-10, 2015 (n=963), MOE +/- 3.2%, 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?



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

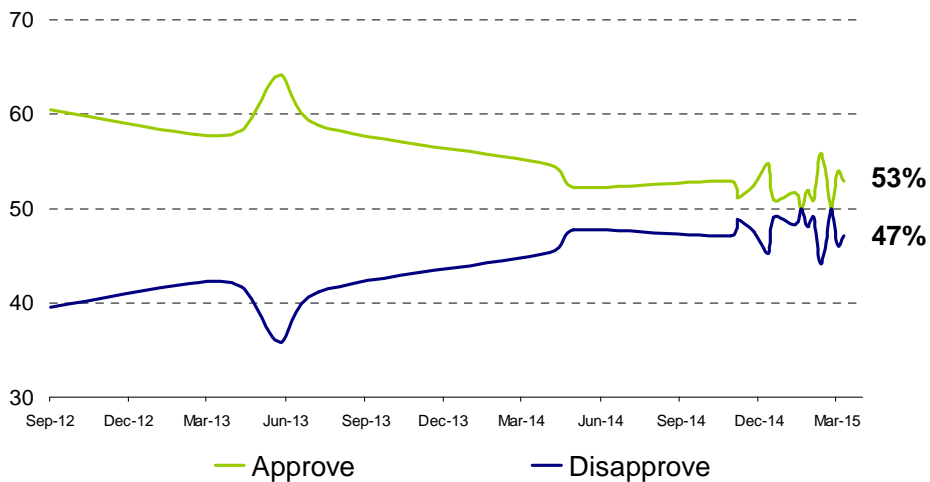
Copyright 2015

No reproduction without permission

BASE: Canadians (third-sample); March 4-10, 2015 (n=970), MOE +/- 3.2%, 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

Copyright 2015

No reproduction without permission

BASE: Canadians (third-sample); March 4-10, 2015 (n=1,017), MOE +/- 3.1%, 19 times out of 20

Detailed tables:

National Federal Vote Intention (decided and leaning voters only)								
<i>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?</i>								
	Liberal Party	Conser- vative Party	NDP	Green Party	Bloc Québécois	Other	Sample Size	Margin of Error (+/-)
NATIONALLY	30.5%	32.9%	19.7%	8.8%	4.8%	3.2%	2360	2.0
REGION								
British Columbia	23.3%	35.2%	25.8%	13.3%	0.0%	2.3%	249	6.2
Alberta	20.1%	48.9%	19.3%	8.4%	0.0%	3.3%	288	5.8
Saskatchewan	21.2%	45.6%	22.1%	4.5%	0.0%	6.7%	102	9.7
Manitoba	27.6%	43.6%	16.3%	10.3%	0.0%	2.2%	121	8.9
Ontario	36.9%	34.5%	16.2%	8.9%	0.0%	3.5%	985	3.1
Quebec	27.2%	20.9%	22.9%	6.6%	19.9%	2.6%	433	4.7
Atlantic Canada	43.3%	25.5%	17.2%	9.3%	0.0%	4.7%	179	7.3
GENDER								
Male	29.8%	36.9%	17.3%	7.8%	4.8%	3.4%	1147	2.9
Female	31.3%	28.9%	22.2%	9.9%	4.8%	2.9%	1201	2.8
AGE								
<35	25.0%	28.9%	22.9%	13.4%	5.5%	4.3%	214	6.7
35-49	30.9%	34.2%	18.0%	8.0%	5.9%	3.0%	515	4.3
50-64	34.3%	31.4%	19.6%	8.0%	4.6%	2.2%	810	3.4
65+	31.9%	39.0%	18.4%	4.8%	2.6%	3.2%	810	3.4
EDUCATION								
High school or less	27.4%	37.4%	17.7%	8.6%	5.6%	3.1%	596	4.0
College or CEGEP	27.5%	32.7%	22.2%	8.3%	5.9%	3.4%	776	3.5
University or higher	35.1%	29.9%	19.3%	9.3%	3.4%	3.0%	967	3.2
COUNTRY OF BIRTH								
Not born in Canada	35.6%	37.1%	16.0%	6.5%	0.9%	3.8%	415	4.8
Parents not born in Canada	32.6%	34.0%	16.7%	12.6%	1.3%	2.9%	570	4.1
Both parents born in Canada	28.1%	31.3%	22.2%	8.0%	7.3%	3.1%	1367	2.7

Support for ISIS Mission

Q. [Half-sample only] As you may have heard, Canada has sent aircraft and personnel to Iraq and Syria to join in coalition airstrikes against the Islamic State, or ISIS, but they will not be involved in ground combat. To what extent do you oppose or support this mission?

	Strongly oppose	Somewhat oppose	Somewhat support	Strongly support	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	18.4%	14.3%	28.9%	30.6%	7.7%	1495	2.5
REGION							
British Columbia	18.5%	13.9%	29.1%	32.7%	5.9%	148	8.1
Alberta	11.8%	9.2%	30.5%	40.8%	7.7%	183	7.2
Saskatchewan	7.7%	11.9%	39.5%	34.8%	6.1%	59	12.8
Manitoba	23.0%	12.4%	32.2%	24.8%	7.6%	72	11.6
Ontario	15.5%	14.5%	30.5%	31.4%	8.0%	631	3.9
Quebec	25.8%	16.9%	25.0%	25.5%	6.9%	281	5.9
Atlantic Canada	19.2%	14.7%	25.1%	28.1%	12.9%	119	9.0
GENDER							
Male	19.1%	11.8%	26.6%	40.0%	2.4%	654	3.8
Female	19.0%	17.5%	33.2%	24.0%	6.2%	776	3.5
AGE							
<35	25.2%	15.9%	24.7%	28.2%	6.1%	135	8.4
35-49	14.9%	12.7%	34.2%	33.7%	4.5%	327	5.4
50-64	19.4%	14.4%	30.5%	32.3%	3.4%	508	4.4
65+	16.4%	16.3%	31.3%	34.4%	1.6%	459	4.6
EDUCATION							
High school or less	22.9%	14.4%	25.0%	31.8%	5.9%	382	5.0
College or CEGEP	20.4%	14.6%	28.5%	33.0%	3.6%	461	4.6
University or higher	15.5%	15.8%	35.1%	31.0%	2.5%	580	4.1
COUNTRY OF BIRTH							
Not born in Canada	22.3%	15.2%	25.9%	32.5%	4.1%	270	6.0
Parents not born in Canada	17.5%	20.4%	26.4%	30.7%	5.0%	361	5.2
Both parents born in Canada	18.6%	12.3%	33.0%	32.3%	3.7%	799	3.5
CURRENT VOTE INTENTION							
Liberal Party	15.5%	22.0%	33.5%	26.4%	2.7%	370	5.1
Conservative Party	9.1%	7.1%	26.3%	53.9%	3.5%	426	4.8
NDP	27.0%	18.0%	36.3%	17.8%	0.9%	231	6.5
Green Party	25.1%	13.4%	33.9%	25.0%	2.6%	98	9.9
Bloc Québécois	36.7%	16.5%	17.7%	29.1%	0.0%	43	14.9

Support for Extending ISIS Mission

Q. [Half-sample only] As you may have heard, Canada has sent aircraft and personnel to Iraq and Syria to join in coalition airstrikes against the Islamic State, or ISIS. The mission is scheduled to end in April. To what extent would you oppose or support extending this mission by six months?

	Strongly oppose	Somewhat oppose	Somewhat support	Strongly support	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	21.6%	16.1%	26.9%	27.1%	8.3%	1455	2.6
REGION							
British Columbia	19.4%	15.0%	34.4%	25.0%	6.2%	148	8.1
Alberta	17.7%	12.3%	31.4%	29.3%	9.3%	176	7.4
Saskatchewan	7.5%	20.8%	38.9%	22.9%	10.0%	72	11.6
Manitoba	19.7%	23.7%	18.4%	26.2%	12.0%	80	11.0
Ontario	19.8%	15.3%	27.4%	28.3%	9.2%	605	4.0
Quebec	28.7%	16.8%	23.1%	26.9%	4.4%	243	6.3
Atlantic Canada	22.5%	20.5%	16.5%	25.8%	14.8%	125	8.8
GENDER							
Male	21.5%	13.0%	25.4%	37.3%	2.8%	667	3.8
Female	23.7%	20.8%	30.7%	20.2%	4.6%	713	3.7
AGE							
<35	25.3%	23.9%	22.6%	22.3%	5.9%	143	8.2
35-49	20.3%	15.8%	31.6%	28.8%	3.6%	286	5.8
50-64	20.2%	12.4%	32.5%	31.9%	3.0%	459	4.6
65+	25.4%	15.2%	25.3%	33.2%	0.9%	485	4.5
EDUCATION							
High school or less	26.6%	15.0%	30.7%	26.0%	1.6%	356	5.2
College or CEGEP	22.3%	17.1%	25.3%	31.4%	3.9%	477	4.5
University or higher	19.3%	18.5%	29.1%	28.8%	4.2%	527	4.3
COUNTRY OF BIRTH							
Not born in Canada	27.5%	14.6%	23.0%	29.7%	5.3%	227	6.5
Parents not born in Canada	25.2%	15.5%	33.3%	22.9%	3.0%	315	5.5
Both parents born in Canada	20.7%	18.2%	27.8%	30.1%	3.3%	836	3.4
CURRENT VOTE INTENTION							
Liberal Party	22.6%	16.7%	33.6%	26.4%	0.6%	391	5.0
Conservative Party	10.1%	13.9%	31.3%	43.8%	0.9%	400	4.9
NDP	29.7%	14.7%	27.3%	22.3%	6.1%	214	6.7
Green Party	28.0%	21.9%	28.2%	15.2%	6.7%	75	11.3
Bloc Québécois	32.0%	17.3%	19.4%	31.4%	0.0%	41	15.3

Awareness of Bill C-51

Q. As you may have heard, the Government of Canada has recently proposed Bill C-51 which, among other things, grants police and intelligence agencies a broad range of new powers to disrupt suspected terrorist activities. Before this survey, had you heard of this legislation?

	Yes, clearly	Yes, vaguely	No, not at all	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	44.5%	26.2%	23.6%	5.7%	2950	1.8
REGION						
British Columbia	46.9%	19.9%	25.6%	7.6%	296	5.7
Alberta	46.6%	23.0%	23.2%	7.2%	359	5.2
Saskatchewan	38.9%	32.5%	21.4%	7.1%	131	8.6
Manitoba	45.5%	28.5%	20.6%	5.4%	152	8.0
Ontario	47.3%	26.4%	20.7%	5.7%	1236	2.8
Quebec	40.1%	30.3%	26.6%	2.9%	524	4.3
Atlantic Canada	38.9%	25.1%	28.1%	7.9%	244	6.3
GENDER						
Male	53.4%	24.3%	21.0%	1.3%	1321	2.7
Female	39.8%	30.1%	28.2%	1.9%	1489	2.5
AGE						
<35	43.5%	23.1%	31.9%	1.5%	278	5.9
35-49	46.3%	24.9%	26.9%	1.8%	613	4.0
50-64	46.8%	32.2%	19.7%	1.3%	967	3.2
65+	50.8%	29.8%	18.3%	1.1%	944	3.2
EDUCATION						
High school or less	35.7%	29.8%	33.1%	1.4%	738	3.6
College or CEGEP	43.2%	29.7%	25.6%	1.4%	938	3.2
University or higher	57.8%	23.0%	17.8%	1.4%	1107	3.0
COUNTRY OF BIRTH						
Not born in Canada	48.3%	22.9%	25.7%	3.0%	497	4.4
Parents not born in Canada	48.1%	27.6%	23.0%	1.3%	676	3.8
Both parents born in Canada	45.4%	28.3%	25.3%	1.0%	1635	2.4
CURRENT VOTE INTENTION						
Liberal Party	50.0%	26.3%	23.2%	0.5%	761	3.6
Conservative Party	50.9%	25.7%	22.6%	0.9%	826	3.4
NDP	47.9%	30.8%	20.3%	1.0%	445	4.7
Green Party	49.1%	24.4%	24.9%	1.5%	173	7.5
Bloc Québécois	44.4%	34.5%	20.3%	0.7%	84	10.7

Support for Bill C-51							
<i>Q. To what extent to you support or oppose Bill C-51?</i>							
	Strongly oppose	Somewhat oppose	Somewhat support	Strongly support	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	21.8%	19.6%	30.6%	25.3%	2.6%	2198	2.1
REGION							
British Columbia	29.7%	20.8%	24.9%	22.1%	2.6%	208	6.8
Alberta	21.9%	16.9%	30.6%	26.6%	4.0%	271	6.0
Saskatchewan	14.4%	18.7%	40.6%	24.9%	1.5%	99	9.9
Manitoba	28.7%	16.0%	25.3%	26.9%	3.1%	114	9.2
Ontario	20.9%	21.3%	31.6%	23.5%	2.7%	947	3.2
Quebec	18.8%	18.5%	31.6%	29.7%	1.4%	381	5.0
Atlantic Canada	20.4%	19.3%	30.1%	24.8%	5.3%	173	7.5
GENDER							
Male	23.7%	18.6%	29.1%	26.8%	1.9%	1077	3.0
Female	19.7%	21.1%	32.2%	23.8%	3.2%	1105	3.0
AGE							
<35	30.4%	18.0%	27.8%	21.1%	2.6%	187	7.2
35-49	21.3%	21.3%	29.7%	25.4%	2.2%	442	4.7
50-64	18.3%	19.4%	32.1%	27.3%	3.0%	778	3.5
65+	16.8%	20.0%	33.1%	27.5%	2.7%	774	3.5
EDUCATION							
High school or less	15.1%	23.9%	28.1%	30.9%	2.0%	503	4.4
College or CEGEP	20.2%	18.3%	31.4%	27.5%	2.7%	720	3.7
University or higher	27.4%	18.2%	31.7%	20.5%	2.2%	941	3.2
COUNTRY OF BIRTH							
Not born in Canada	24.7%	23.0%	22.5%	27.7%	2.2%	375	5.1
Parents not born in Canada	24.6%	20.9%	29.5%	22.2%	2.8%	535	4.2
Both parents born in Canada	20.0%	18.3%	33.1%	26.1%	2.5%	1274	2.8
CURRENT VOTE INTENTION							
Liberal Party	22.8%	24.9%	34.1%	17.0%	1.2%	617	4.0
Conservative Party	7.9%	11.6%	34.7%	44.7%	1.0%	669	3.8
NDP	36.9%	21.4%	25.4%	15.0%	1.4%	351	5.2
Green Party	37.2%	23.0%	19.1%	13.3%	7.4%	137	8.4
Bloc Québécois	15.2%	14.7%	32.8%	36.6%	0.7%	67	12.0

Most Important Issue (Version 1)

Q. Of the following issues, which one do you think should be the most important issue for the next federal election? 1) Issues like ethics and accountability; 2) The economy, jobs, and growth; 3) Fiscal issues like taxes and debt; or 4) Social issues like health and education.

	Ethics and accountability	Economic issues	Fiscal issues	Social issues	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	10.0%	36.1%	15.6%	30.3%	7.9%	1473	2.6
REGION							
British Columbia	12.5%	29.5%	16.4%	32.6%	9.0%	153	7.9
Alberta	12.8%	26.2%	22.5%	27.5%	11.0%	180	7.3
Saskatchewan	17.3%	28.5%	15.3%	33.0%	5.9%	60	12.7
Manitoba	10.9%	29.0%	18.1%	16.7%	25.3%	81	10.9
Ontario	8.1%	43.2%	16.3%	24.8%	7.6%	631	3.9
Quebec	9.3%	33.1%	11.6%	43.5%	2.5%	247	6.2
Atlantic Canada	10.4%	39.8%	11.4%	27.6%	10.8%	119	9.0
GENDER							
Male	12.0%	38.9%	19.1%	25.1%	4.9%	668	3.8
Female	8.9%	36.6%	13.5%	37.7%	3.2%	736	3.6
AGE							
<35	14.9%	30.4%	12.2%	37.1%	5.5%	140	8.3
35-49	5.9%	41.1%	21.7%	28.3%	3.1%	286	5.8
50-64	10.4%	40.7%	15.4%	30.0%	3.5%	501	4.4
65+	9.4%	39.8%	15.9%	31.6%	3.3%	474	4.5
EDUCATION							
High school or less	10.8%	38.8%	19.2%	27.4%	3.8%	390	5.0
College or CEGEP	6.3%	44.6%	14.6%	31.4%	3.2%	443	4.7
University or higher	13.3%	32.0%	14.6%	36.2%	4.1%	559	4.1
COUNTRY OF BIRTH							
Not born in Canada	14.2%	41.7%	15.2%	23.5%	5.3%	253	6.2
Parents not born in Canada	9.1%	35.8%	17.2%	33.7%	4.1%	334	5.4
Both parents born in Canada	9.8%	37.1%	16.1%	33.6%	3.5%	816	3.4
CURRENT VOTE INTENTION							
Liberal Party	11.7%	36.7%	16.1%	33.7%	1.8%	390	5.0
Conservative Party	8.3%	54.2%	22.2%	13.4%	1.9%	409	4.9
NDP	12.0%	27.1%	9.1%	50.3%	1.5%	228	6.5
Green Party	8.2%	21.6%	8.7%	55.3%	6.3%	82	10.8
Bloc Québécois	6.9%	43.2%	3.1%	42.9%	3.9%	39	15.7

Most Important Issue (Version 2)

Q. Of the following issues, which one do you think should be the most important issue for the next federal election? 1) Restoring middle class progress; 2) Issues related to the environment and climate change; 3) Issues related to security and terrorism; or 4) Democratic renewal.

	Restoring middle class progress	The environment	Security and terrorism	Democratic renewal	DK/ NR	Sample Size	Margin of Error (+/-)
NATIONALLY	40.8%	21.8%	19.8%	10.1%	7.5%	1477	2.6
REGION							
British Columbia	33.9%	22.0%	20.2%	15.0%	9.0%	143	8.2
Alberta	38.6%	16.9%	24.0%	13.9%	6.6%	179	7.3
Saskatchewan	35.6%	15.1%	30.1%	6.5%	12.7%	71	11.6
Manitoba	40.9%	23.2%	23.8%	8.9%	3.2%	71	11.6
Ontario	39.0%	20.7%	22.2%	10.0%	8.1%	605	4.0
Quebec	49.0%	25.5%	12.6%	8.3%	4.5%	277	5.9
Atlantic Canada	41.6%	20.3%	20.5%	6.0%	11.6%	125	8.8
GENDER							
Male	45.3%	19.6%	18.4%	14.0%	2.7%	653	3.8
Female	40.2%	25.6%	23.0%	7.5%	3.8%	753	3.6
AGE							
<35	37.9%	30.1%	14.6%	13.3%	4.2%	138	8.3
35-49	49.4%	21.7%	17.2%	8.9%	2.8%	327	5.4
50-64	47.6%	18.4%	21.9%	8.9%	3.1%	466	4.5
65+	31.9%	19.6%	34.4%	11.5%	2.5%	470	4.5
EDUCATION							
High school or less	39.3%	21.6%	23.8%	11.0%	4.3%	348	5.3
College or CEGEP	48.4%	19.5%	22.0%	8.0%	2.1%	495	4.4
University or higher	40.2%	26.6%	17.1%	12.8%	3.3%	548	4.2
COUNTRY OF BIRTH							
Not born in Canada	39.8%	21.1%	25.2%	10.8%	3.0%	244	6.3
Parents not born in Canada	44.0%	22.0%	19.9%	12.9%	1.3%	342	5.3
Both parents born in Canada	43.1%	23.4%	19.8%	9.7%	4.1%	819	3.4
CURRENT VOTE INTENTION							
Liberal Party	42.4%	28.8%	15.5%	12.5%	0.9%	371	5.1
Conservative Party	48.9%	11.6%	33.0%	3.7%	2.8%	417	4.8
NDP	39.8%	30.4%	8.2%	17.2%	4.5%	217	6.7
Green Party	31.8%	38.6%	12.9%	14.6%	2.2%	91	10.3
Bloc Québécois	54.2%	16.5%	16.0%	13.3%	0.0%	45	14.6

Short-Term Financial Outlook (1-Year)

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

	Worse (1-3)	About the same (4)	Better (5-7)	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	25.8%	47.8%	21.2%	5.2%	991	3.1
REGION						
British Columbia	33.5%	36.6%	25.8%	4.2%	106	9.5
Alberta	26.7%	37.7%	28.6%	6.9%	124	8.8
Saskatchewan	31.0%	39.6%	16.6%	12.9%	41	15.3
Manitoba	22.7%	43.7%	30.8%	2.8%	52	13.6
Ontario	23.8%	46.5%	22.6%	7.1%	403	4.9
Quebec	24.6%	61.2%	12.8%	1.3%	187	7.2
Atlantic Canada	18.2%	53.7%	20.7%	7.4%	74	11.4
GENDER						
Male	24.9%	46.7%	25.7%	2.7%	437	4.7
Female	27.9%	52.1%	18.8%	1.2%	512	4.3
AGE						
<35	30.7%	34.9%	33.1%	1.4%	92	10.2
35-49	24.5%	48.0%	26.2%	1.4%	199	7.0
50-64	27.4%	54.1%	16.6%	1.9%	320	5.5
65+	22.5%	66.7%	9.2%	1.6%	337	5.3
EDUCATION						
High school or less	29.8%	57.3%	11.9%	1.0%	274	5.9
College or CEGEP	31.1%	47.9%	19.5%	1.5%	298	5.7
University or higher	21.1%	45.2%	31.9%	1.8%	372	5.1
COUNTRY OF BIRTH						
Not born in Canada	31.4%	45.3%	22.4%	1.0%	162	7.7
Parents not born in Canada	28.1%	41.5%	27.5%	3.0%	224	6.6
Both parents born in Canada	24.9%	53.7%	19.8%	1.7%	567	4.1
CURRENT VOTE INTENTION						
Liberal Party	19.3%	54.1%	25.1%	1.6%	271	6.0
Conservative Party	16.0%	55.2%	27.6%	1.2%	275	5.9
NDP	34.7%	48.9%	15.7%	0.6%	162	7.7
Green Party	40.0%	34.5%	24.1%	1.4%	61	12.6
Bloc Québécois	38.4%	48.3%	13.3%	0.0%	27	18.9

Medium-Term Financial Outlook (5-Year)

Q. [Third-sample only] Thinking ahead over the next FIVE YEARS or so, do you think your personal financial situation will be better or worse than it is today?

	Worse (1-3)	About the same (4)	Better (5-7)	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	29.7%	36.1%	26.5%	7.8%	982	3.1
REGION						
British Columbia	28.7%	37.6%	24.0%	9.7%	78	11.1
Alberta	23.6%	38.5%	30.5%	7.4%	122	8.9
Saskatchewan	22.0%	43.6%	24.6%	9.8%	46	14.5
Manitoba	40.4%	27.6%	23.7%	8.2%	49	14.0
Ontario	28.2%	36.3%	27.4%	8.1%	421	4.8
Quebec	34.3%	35.5%	23.8%	6.4%	172	7.5
Atlantic Canada	32.8%	32.3%	28.2%	6.7%	94	10.1
GENDER						
Male	32.3%	36.3%	30.8%	0.6%	452	4.6
Female	30.6%	40.7%	25.0%	3.7%	470	4.5
AGE						
<35	33.8%	18.9%	45.5%	1.8%	89	10.4
35-49	26.3%	37.6%	33.9%	2.2%	189	7.1
50-64	36.2%	45.2%	17.1%	1.5%	335	5.4
65+	27.7%	59.1%	10.8%	2.4%	304	5.6
EDUCATION						
High school or less	37.6%	41.6%	19.1%	1.7%	236	6.4
College or CEGEP	34.1%	36.0%	27.8%	2.1%	310	5.6
University or higher	24.1%	38.7%	35.8%	1.4%	365	5.1
COUNTRY OF BIRTH						
Not born in Canada	38.6%	40.8%	19.4%	1.3%	173	7.5
Parents not born in Canada	30.6%	35.0%	32.8%	1.5%	221	6.6
Both parents born in Canada	29.9%	39.2%	28.6%	2.3%	525	4.3
CURRENT VOTE INTENTION						
Liberal Party	31.1%	41.8%	27.0%	0.0%	259	6.1
Conservative Party	22.1%	43.4%	32.6%	2.0%	269	6.0
NDP	38.7%	33.5%	25.3%	2.4%	137	8.4
Green Party	30.9%	21.8%	47.3%	0.0%	51	13.7
Bloc Québécois	33.0%	59.0%	8.0%	0.0%	24	20.0

Perceptions of Job Insecurity

Q. [Third-sample only] Please rate the extent to which you agree or disagree with the following statement: 'I think there is a good chance I could lose my job over the next couple of years.'

	Disagree (1-3)	Neither (4)	Agree (5-7)	Not applicable	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	31.2%	18.7%	14.5%	28.0%	7.6%	977	3.1
REGION							
British Columbia	39.7%	13.1%	9.8%	26.4%	11.1%	112	9.3
Alberta	39.3%	17.1%	18.4%	17.4%	7.7%	113	9.2
Saskatchewan	26.5%	17.5%	29.0%	27.0%	0.0%	44	14.8
Manitoba	37.8%	16.2%	6.7%	26.5%	12.9%	51	13.7
Ontario	30.4%	15.9%	17.3%	29.6%	6.8%	412	4.8
Quebec	24.2%	29.3%	12.9%	27.9%	5.6%	165	7.6
Atlantic Canada	30.4%	14.2%	7.5%	35.7%	12.1%	76	11.2
GENDER							
Male	36.2%	19.8%	15.6%	24.6%	3.9%	432	4.7
Female	28.4%	18.9%	14.7%	32.9%	5.1%	507	4.4
AGE							
<35	40.3%	21.1%	18.0%	16.9%	3.7%	97	10.0
35-49	36.5%	21.8%	19.3%	18.7%	3.7%	225	6.5
50-64	28.7%	19.5%	15.8%	31.6%	4.4%	312	5.6
65+	17.1%	11.7%	3.0%	60.9%	7.3%	303	5.6
EDUCATION							
High school or less	21.0%	19.6%	15.6%	38.8%	5.0%	228	6.5
College or CEGEP	32.1%	23.4%	12.1%	28.2%	4.3%	330	5.4
University or higher	41.4%	15.6%	17.5%	22.1%	3.4%	370	5.1
COUNTRY OF BIRTH							
Not born in Canada	31.3%	19.9%	15.3%	26.8%	6.7%	162	7.7
Parents not born in Canada	36.6%	15.4%	18.9%	25.6%	3.5%	231	6.5
Both parents born in Canada	30.6%	21.1%	13.5%	30.9%	4.0%	543	4.2
CURRENT VOTE INTENTION							
Liberal Party	40.3%	19.0%	11.7%	24.3%	4.7%	231	6.5
Conservative Party	34.2%	17.2%	12.2%	33.7%	2.7%	282	5.8
NDP	27.8%	22.2%	20.9%	24.4%	4.8%	146	8.1
Green Party	27.4%	10.6%	19.8%	38.1%	4.0%	61	12.6
Bloc Québécois	11.6%	43.4%	17.3%	22.7%	4.9%	33	17.1

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	34.9%	56.9%	8.2%	963	3.2
REGION					
British Columbia	32.6%	58.4%	8.9%	105	9.6
Alberta	44.0%	48.8%	7.2%	116	9.1
Saskatchewan	45.5%	43.5%	11.0%	44	14.8
Manitoba	50.8%	44.2%	5.0%	52	13.6
Ontario	36.1%	53.6%	10.4%	376	5.1
Quebec	29.2%	66.8%	3.9%	182	7.3
Atlantic Canada	28.2%	58.9%	12.9%	85	10.6
GENDER					
Male	37.6%	59.5%	2.9%	437	4.7
Female	34.9%	59.0%	6.1%	479	4.5
AGE					
<35	30.4%	63.1%	6.5%	107	9.5
35-49	38.1%	57.7%	4.1%	220	6.6
50-64	36.2%	60.4%	3.4%	309	5.6
65+	46.8%	50.1%	3.1%	277	5.9
EDUCATION					
High school or less	38.8%	58.6%	2.6%	240	6.3
College or CEGEP	35.5%	59.2%	5.4%	323	5.5
University or higher	36.2%	58.7%	5.1%	346	5.3
COUNTRY OF BIRTH					
Not born in Canada	47.5%	47.3%	5.2%	147	8.1
Parents not born in Canada	37.6%	59.7%	2.7%	219	6.6
Both parents born in Canada	32.7%	62.7%	4.7%	549	4.2
CURRENT VOTE INTENTION					
Liberal Party	18.3%	78.8%	2.9%	233	6.4
Conservative Party	85.4%	13.4%	1.2%	276	5.9
NDP	8.4%	89.4%	2.2%	146	8.1
Green Party	19.3%	77.6%	3.1%	52	13.6
Bloc Québécois	20.2%	71.7%	8.1%	27	18.9

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	48.8%	37.2%	14.0%	970	3.2
REGION					
British Columbia	50.8%	30.3%	18.9%	90	10.3
Alberta	37.8%	40.4%	21.7%	115	9.1
Saskatchewan	45.5%	40.1%	14.4%	45	14.6
Manitoba	28.4%	52.0%	19.6%	47	14.3
Ontario	50.3%	36.0%	13.6%	435	4.7
Quebec	55.0%	37.3%	7.7%	164	7.7
Atlantic Canada	43.2%	44.6%	12.2%	72	11.6
GENDER					
Male	49.2%	43.7%	7.1%	444	4.7
Female	52.1%	34.2%	13.7%	480	4.5
AGE					
<35	49.1%	36.1%	14.8%	82	10.8
35-49	48.1%	41.4%	10.5%	186	7.2
50-64	53.8%	36.8%	9.4%	340	5.3
65+	53.2%	41.1%	5.7%	314	5.5
EDUCATION					
High school or less	41.9%	49.9%	8.2%	268	6.0
College or CEGEP	52.9%	39.3%	7.8%	277	5.9
University or higher	57.6%	30.4%	12.0%	371	5.1
COUNTRY OF BIRTH					
Not born in Canada	51.3%	36.1%	12.6%	165	7.6
Parents not born in Canada	50.1%	39.1%	10.8%	237	6.4
Both parents born in Canada	51.2%	39.8%	9.0%	522	4.3
CURRENT VOTE INTENTION					
Liberal Party	55.0%	38.6%	6.4%	251	6.2
Conservative Party	35.8%	55.0%	9.1%	276	5.9
NDP	83.9%	12.2%	3.9%	147	8.1
Green Party	66.3%	26.5%	7.3%	54	13.3
Bloc Québécois	45.0%	49.3%	5.7%	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	47.1%	41.9%	11.1%	1017	3.1
REGION					
British Columbia	40.5%	43.9%	15.6%	101	9.8
Alberta	35.8%	52.6%	11.6%	128	8.7
Saskatchewan	41.3%	46.5%	12.2%	42	15.1
Manitoba	38.2%	46.6%	15.2%	53	13.5
Ontario	49.9%	41.2%	9.0%	425	4.8
Quebec	48.7%	41.5%	9.8%	178	7.4
Atlantic Canada	60.8%	23.8%	15.4%	87	10.5
GENDER					
Male	47.6%	46.4%	5.9%	440	4.7
Female	50.8%	41.4%	7.8%	530	4.3
AGE					
<35	52.8%	35.4%	11.8%	89	10.4
35-49	49.9%	43.8%	6.4%	207	6.8
50-64	48.0%	47.8%	4.2%	318	5.5
65+	46.1%	50.2%	3.6%	353	5.2
EDUCATION					
High school or less	49.0%	46.2%	4.7%	230	6.5
College or CEGEP	46.3%	44.5%	9.1%	338	5.3
University or higher	53.5%	41.4%	5.1%	390	5.0
COUNTRY OF BIRTH					
Not born in Canada	47.2%	43.9%	8.9%	185	7.2
Parents not born in Canada	51.0%	43.4%	5.5%	220	6.6
Both parents born in Canada	49.6%	44.1%	6.4%	564	4.1
CURRENT VOTE INTENTION					
Liberal Party	88.3%	7.2%	4.5%	277	5.9
Conservative Party	18.7%	78.4%	2.8%	274	5.9
NDP	42.9%	48.9%	8.2%	152	8.0
Green Party	56.0%	40.9%	3.1%	67	12.0
Bloc Québécois	44.2%	55.8%	0.0%	25	19.6

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 March 4-10, 2015. In total, a random sample of 2,950 Canadian adults aged 18 and over responded to the survey. The margin of error associated with the total sample is +/-1.8 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.