

HARPER ONCE AGAIN IN SCANT LEAD IN MUDDY SEE SAW VOTER CONTEST

THE IRONIC POLITICAL JOURNEY OF THE BELEAGUERED MIDDLE CLASS

[Ottawa – April 17, 2015] There isn't a lot to note in a rather moribund political landscape. Stephen Harper's small but significant lead is quite impressive in light of the preponderance of seemingly threatening forces arrayed against him.

Our latest tracking shows that confidence in national direction is teetering to historic lows, matching the historic negativism surrounding the direction of the country and the government leading it. Outlook on the economy is nothing short of gloomy¹ and his personal approval levels are the worst of all leaders. And yet, he has re-established a modest but significant lead over Justin Trudeau's Liberals. The somewhat revitalized NDP continues to make this a three-way race, but progressive voters are now arrayed across a four-way range of options in what may be a very advantageous political arithmetic of vote splitting favouring the Conservatives, who are hovering just north and south of 30 points in a listless voter landscape.

The big question is why are the Conservatives leading given the depth of discontent with the country, the economy, and the leader? Apart from the obvious answer that none of the current choices is lighting it up with relatively disengaged voters more tuned to hockey playoffs than the budget and still remote election machinations, we have to consider the question of who is making the best connections to date on the critical domains of values and interests. The surprising answer is that Stephen Harper is currently registering the best connections, notwithstanding clear evidence that many of the values he is championing are increasingly the values of yesteryear.²

HIGHLIGHTS

- **Federal vote intention:**
 - ▣ **32.2% Conservative Party**
 - ▣ **28.5% Liberal Party**
 - ▣ **22.7% NDP**
 - ▣ **8.0% Green Party**
 - ▣ **4.9% Bloc Québécois**
 - ▣ **3.8% Other**

- **Direction of country:**
 - ▣ **38% Right direction**
 - ▣ **54% Wrong direction**
 - ▣ **8% DK/NR**

- **Direction of government:**
 - ▣ **39% Right direction**
 - ▣ **55% Wrong direction**
 - ▣ **7% DK/NR**

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)

¹ EKOS Research Associates, "Voters Stuck", March 13, 2015. Available online at: <http://goo.gl/ufZtew>

² Frank Graves, "Rethinking the Public Interest: Evolving Trends in Values and Attitudes", presentation to the Canada 2020 Conference, October 2, 2014. Available online at: <http://goo.gl/SR7uBp>

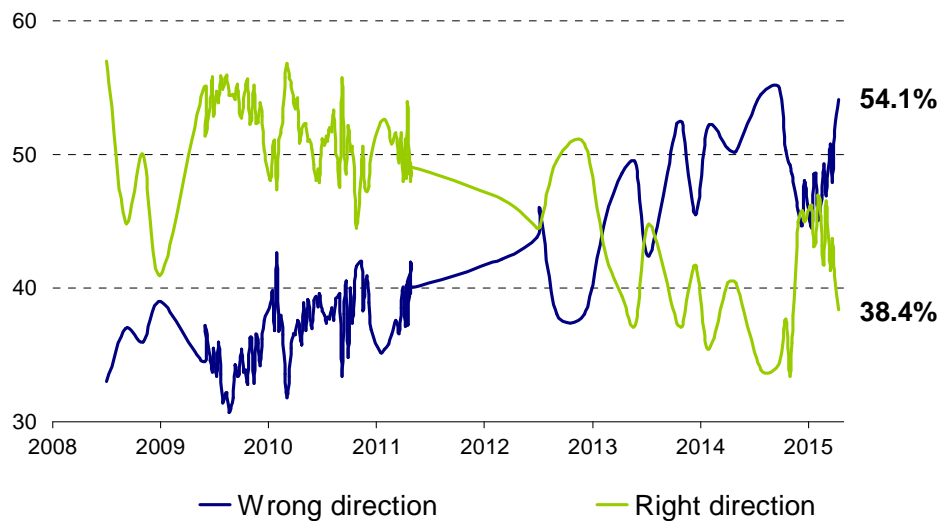
Moreover, it is difficult to explain how in a country where only one in five think they are better off since he gained his majority,³ and when optimism on the future is registering the lowest levels in over a decade, that he can be seen as the best choice for one's "interests". And yet, he is.

How sustainable is this current higher position? It is difficult to say. As attention on issues and leadership inevitably rises in the coming months, the focus on security and terror will most likely fade and focus will once again return to a moribund economy which threatens to remain stagnant for another decade. Throw in a large dollop of the Duffy circus, and its potentially corrosive impacts on Stephen Harper, and one would have to question the sustainability of this position through to the fall.

It is, however, clear that Mr. Harper has managed to steer himself and his party upwards and back into a position comparable to that he held at the six months before his surprising majority in 2011. In fact, the Liberals and Conservatives are in almost identical positions and the NDP are seven points better than in late 2010. There are, however, deeper challenges confronting Mr. Harper this time.

Direction of country

Q. All things considered, would you say the country is moving in the right direction or the wrong direction?



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BASE: Canadians (half-sample); April 8-14, 2015 (n=1,649), MOE +/- 2.4%, 19 times out of 20

³ EKOS Research Associates, "Liberals Have Slight Lead as Harper Losing Edge on Values", March 20, 2015. Available online at: <http://goo.gl/PjSUy9>

Federal vote intention

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

National Results



2011 Election Results



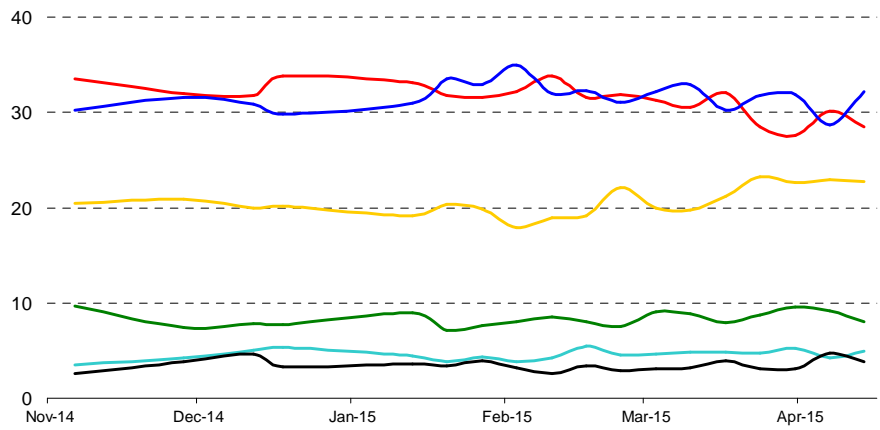
Note: The data on federal vote intention are based on decided and leaning voters only.

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BASE: Canadians; April 8-14, 2015 (n=3,399), 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?



Note: The data on federal vote intention are based on decided and leaning voters only.
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BASE: Canadians; April 8-14, 2015 (n=3,399), MOE +/- 1.7%, 19 times out of 20

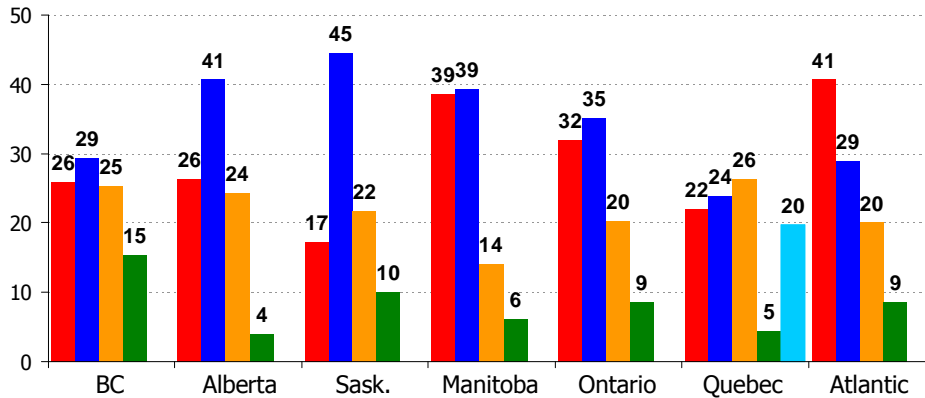
Demographic patterns

Due to the small sample sizes in the various regions and demographic groups, results tend to fluctuate from week to week. However, the overall patterns have changed little over the past month. The Liberals continue to dominate Atlantic Canada, while Quebec remains a tight, four-way race. The NDP have been squeezed out of the Ontario race, where the Liberals and Conservatives have been see-sawing back and forth for some time. The Conservatives remain largely unchallenged in the Prairies, except for Manitoba where the Liberals appear to be a very real force. Finally, British Columbia remains a highly fluid race between the Conservatives, Liberals, NDP, and Greens and it would be unwise to make any predictions about where the province is headed at this time.

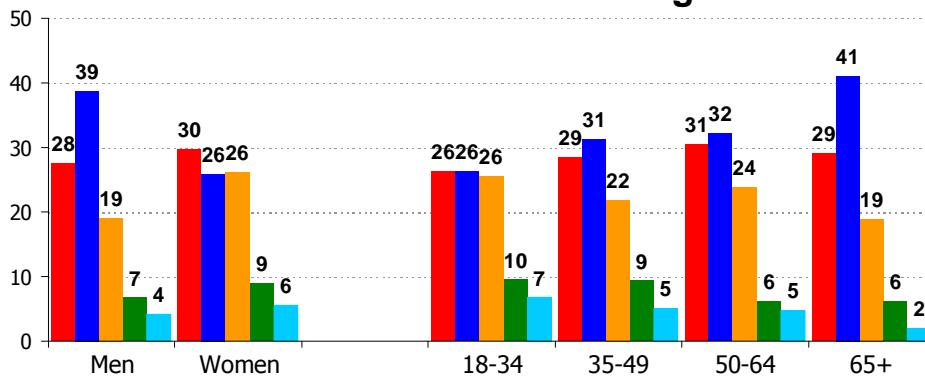
The Conservatives have a very strong lead with men, but can not seem to make any headway with women. Indeed, if voting were limited to women, Mr. Harper would lose decisively to the Liberals. The Conservatives continue to enjoy a huge lead with seniors. The ultimate choices of older Canada will ultimately be critical to the outcome of the fall election. New Canadians are moving unpredictably back and forth between the Liberals and Conservatives. Very little appears settled in terms of demographics or regional patterns at this time.

Vote intention by key demographics

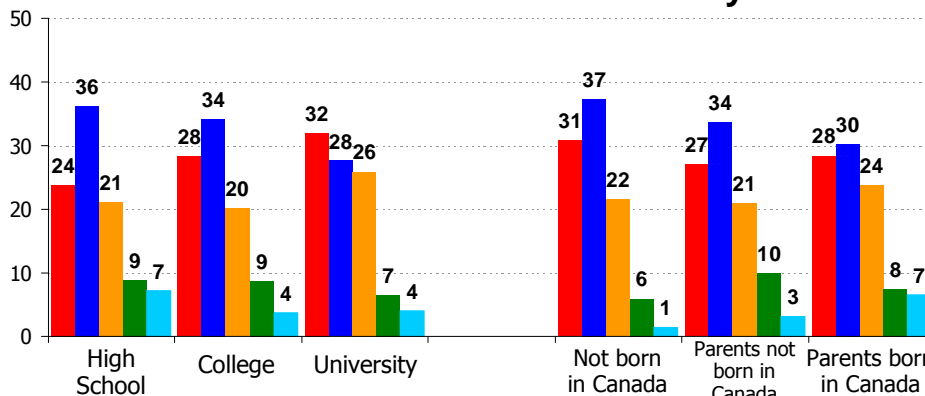
Q. If a federal election were held tomorrow, which party would you vote for?



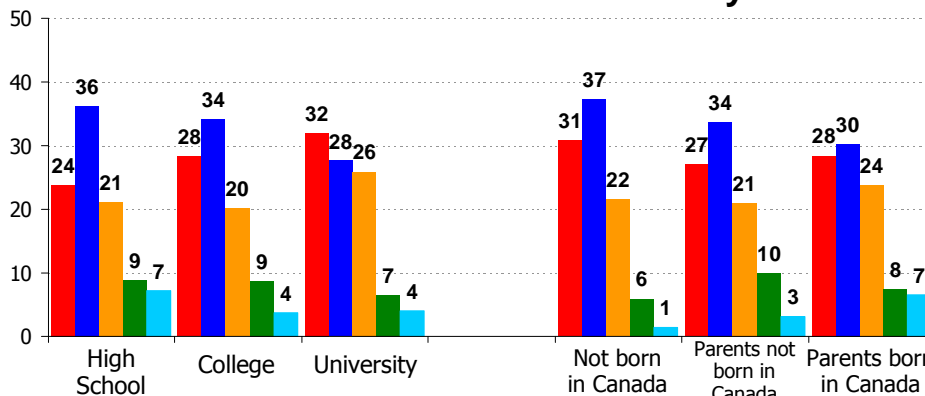
Gender



Education



Country of birth



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

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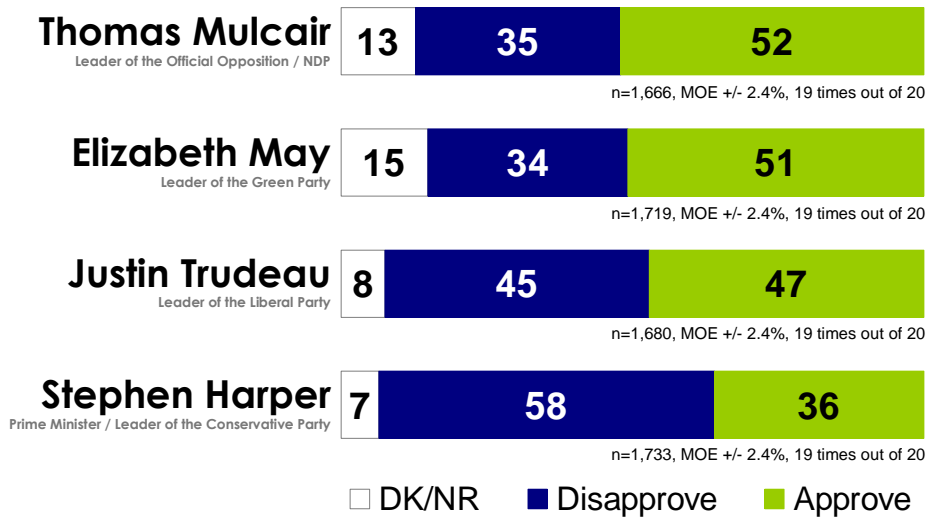
BASE: Canadians; April 8-14, 2015 (n=3,399), MOE +/- 1.7%, 19 times out of 20

Is Harper lead grounded in rising approval and declining approval for his opponents?

There has recently been speculation that Stephen Harper's strengthened position is based on rising personal numbers and declining scores for opponents, particularly Justin Trudeau who it has been claimed is "plummeting". In our regular tracking, we find no evidence to support this explanation for Mr. Harper's modest lead this week. Thomas Mulcair has the best approval ratings and remains in third. Elizabeth May has similarly excellent ratings, but is not in the national race. While Mr. Trudeau's numbers dropped to a polarized position toward the end of 2014, they have been stable for 2015. Stephen Harper, on the other hand, ranks last among the four leaders tested and a clear majority of Canadians disapprove of the way he is handling his job. Meanwhile, contrary to what some have speculated, there is no evidence that Justin Trudeau is in decline. He has been polarized – which roughly equal proportions of Canadians approving and disapproving of his performance – for some time. In short, the connection between approval ratings and vote intention is weak and confused and the trajectory of tracking on approval does not support the conclusion that anyone is plummeting.

Job approval ratings

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

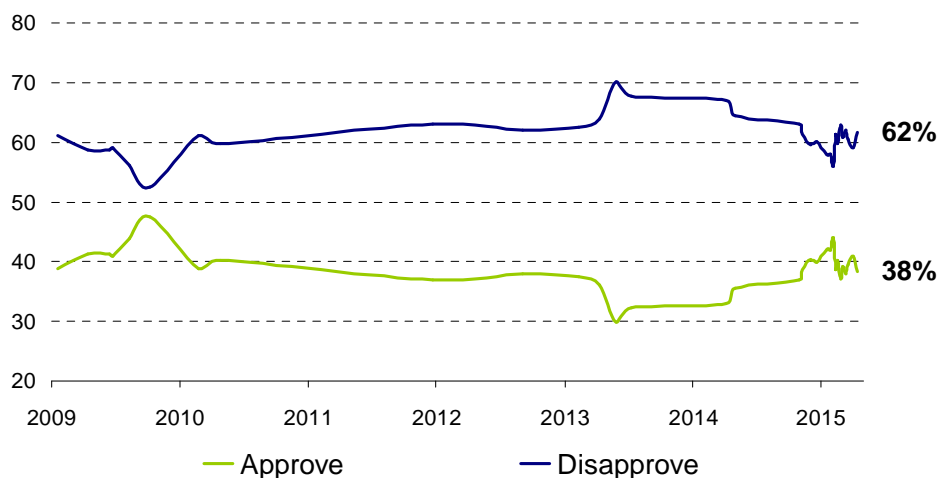


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BASE: Canadians (half-sample each); April 8-14, 2015

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?



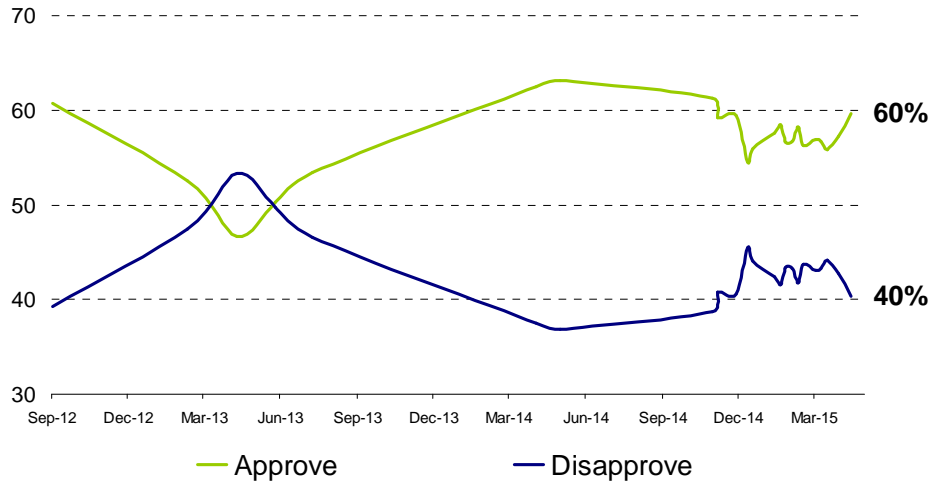
Note: Figures adjusted to exclude those who did not provide valid responses

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BASE: Canadians (half-sample); April 8-14, 2015 (n=1,733), MOE +/- 2.4%, 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?

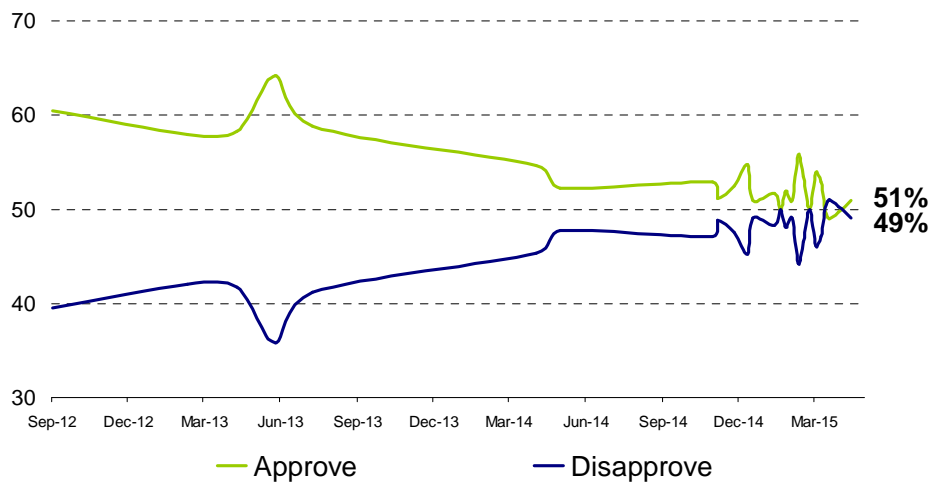


Note: Figures adjusted to exclude those who did not provide valid responses
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BASE: Canadians (half-sample); April 8-14, 2015 (n=1,666), MOE +/- 2.4%, 19 times out of 20

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
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BASE: Canadians (half-sample); April 8-14, 2015 (n=1,680), MOE +/- 2.4%, 19 times out of 20

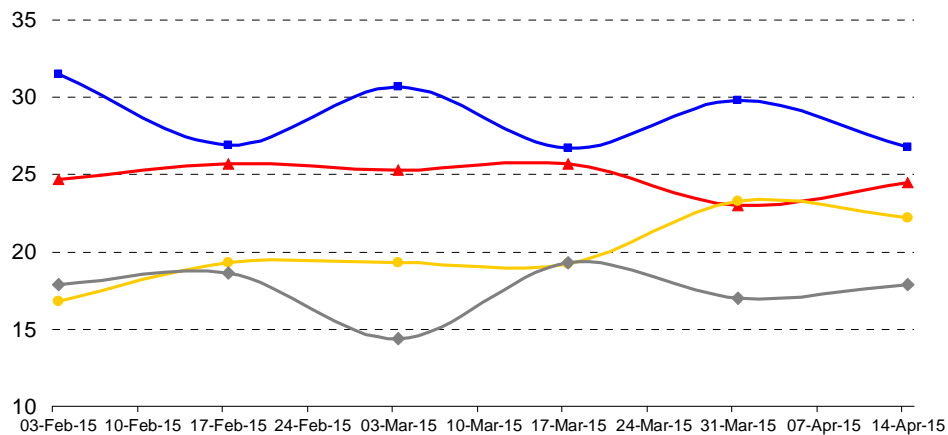
The values and interests thing

If approval isn't the key to why the Conservatives are doing well, what are the keys? We can dismiss the idea that it is reward for national direction or economic stewardship as the evidence here clearly flies in the face of those hypotheses. We may be on more solid ground for understanding the relative positions if we turn to values. The case for a values advantage is less clear than in the equally important realm of who best reflects Canadians' interests. Here, Harper enjoys a larger advantage which we believe is rooted in greater volume, clarity, and consistency in his economic messaging.

Mr. Harper retains an edge in terms of who Canadians believe best reflects their values, but this advantage has diminished in recent weeks (this is an important finding because of how values are strongly connected to emotional engagement and party choice). Similarly, Mr. Harper is seen as best able to represent the interests of Canadians, while progressive party supporters oscillate between the Liberals and the NDP. These findings are most likely linked to the fact that progressive parties have been unable to wrestle away the podium from Mr. Harper, who has dominated the airwaves with strategic messaging about the budget and other issues around values. Indeed, everyone is hearing about Mr. Harper and his government, while other parties are struggling just to get noticed.

Party leader that best represents values

Q. Which party leader comes closest to representing the VALUES that you find most important?



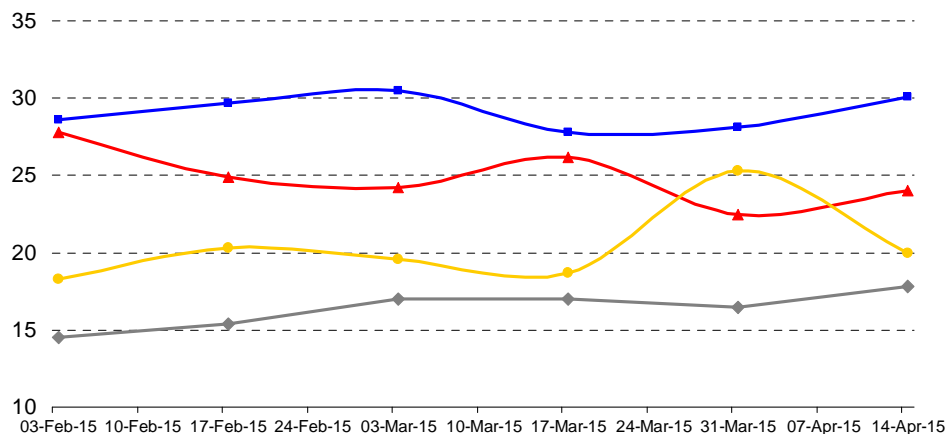
— Stephen Harper — Justin Trudeau — Thomas Mulcair — Other

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BASE: Canadians (half-sample); April 8-14, 2015 (n=1,669), MOE +/- 2.4%, 19 times out of 20

Party leader that best represents interests

Q. Which party leader comes closest to representing the INTERESTS that you find most important?



— Stephen Harper — Justin Trudeau — Thomas Mulcair — Other

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BASE: Canadians (half-sample); April 8-14, 2015 (n=1,730), MOE +/- 2.4%, 19 times out of 20

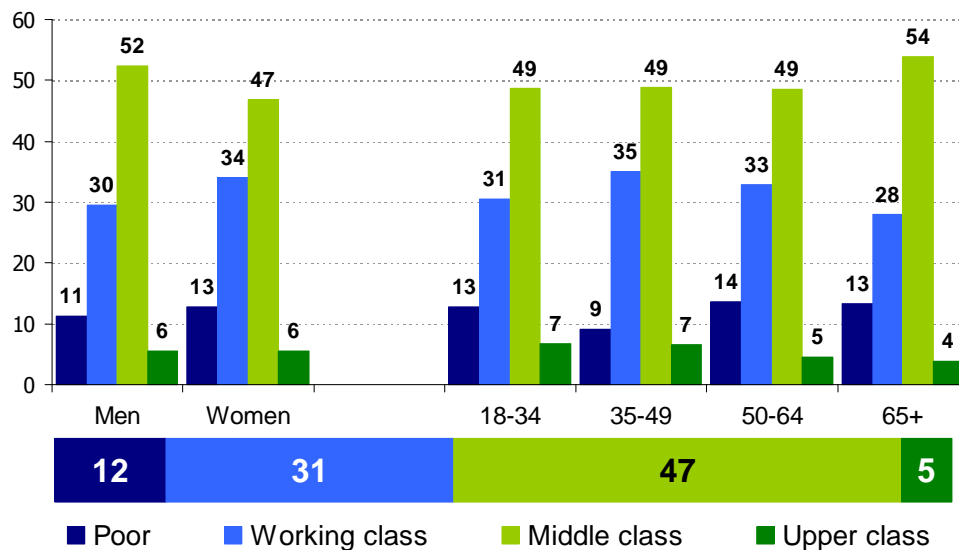
Another look at self-defined class membership

Our focus is on self-defined middle class membership, seeing it more as a mental state of belonging, rather than an economic category. This is a more straightforward approach, as there are over a hundred income-based definitions of “middle class”.⁴

The relationship to education is not surprising. Clearly, people with higher incomes and educational attainment are more likely to locate themselves in the middle and upper classes. What is more surprising is the positive correlation between middle class and being Francophone, and being over 65. The language breaks are surprising. This is also connected to consistently higher scores among Francophones for restarting middle class progress.

Social class by age and gender

Q. Would you describe you and your household as poor, working class, middle class or upper class?



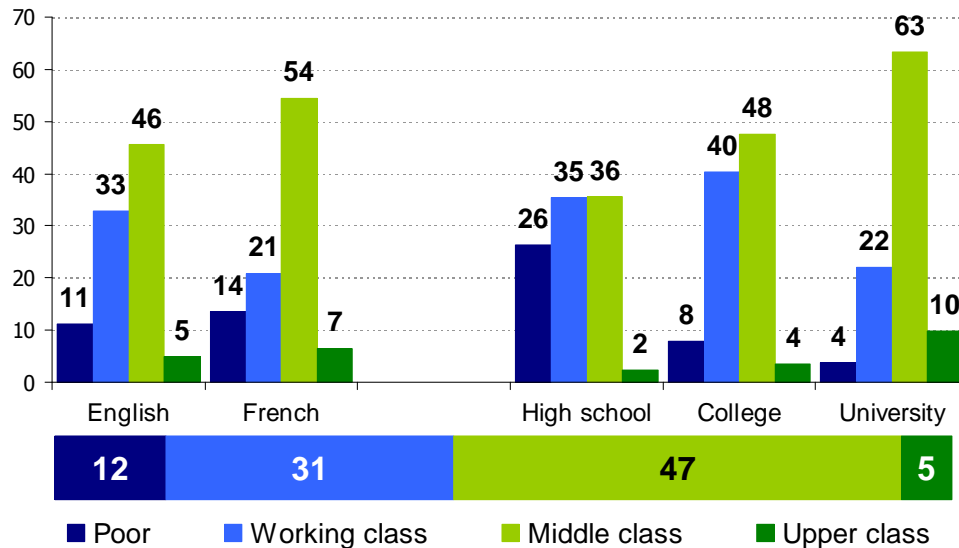
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BASE: Canadians (half-sample); April 8-14, 2015 (n=1,729), MOE +/- 2.4%, 19 times out of 20

⁴ Michael Förster, “Income Inequality and Redistribution in the OECD Area: Trends and Driving Forces”, Presentation to the Queen’s International Institute on Social Policy, August 19, 2014. Available online at: <http://goo.gl/IGXYxt>

Social class by language and education

Q. Would you describe you and your household as poor, working class, middle class or upper class?

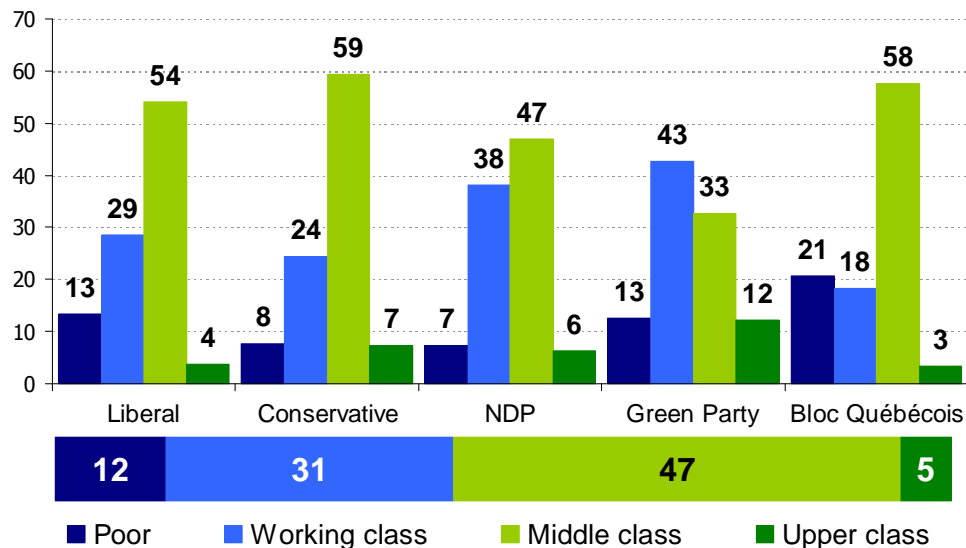


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BASE: Canadians (half-sample); April 8-14, 2015 (n=1,729), MOE +/- 2.4%, 19 times out of 20

Social class by party support

Q. Would you describe you and your household as poor, working class, middle class or upper class?



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BASE: Canadians (half-sample); April 8-14, 2015 (n=1,729), MOE +/- 2.4%, 19 times out of 20

Evidence points to the continued salience of restoring middle class progress as one of the pinnacle issues which will shape the outcome of the next election.⁵ Our research shows that the public almost unanimously believe that a growing and optimistic middle class is a precondition for societal health and economic progress. Yet, by very large majorities, the public feel that the middle class is pessimistic and shrinking.⁶ “Middle class economics” was the cornerstone of President Obama’s State of the Union Address and it has figured strongly in the narratives of both Justin Trudeau and Tom Mulcair.

The only leader who isn’t really taking about middle class decline is Stephen Harper. This is understandable since the end of progress thesis⁷ doesn’t resonate with his generally rosy depiction of the state of the economy. It is also the case that the key drivers of middle class stagnation are linked to rising inequality at the top of the spectrum, as well as the diminution of public institutions, and many associate this with the failure of the policies of austerity, trickle-down economics, and tax relief which are central to Mr. Harper’s economic policies.

It will therefore come as a nasty surprise to parties of the center and left to note that while they are preparing or attempting to convey their approach to this problem, it is Stephen Harper’s Conservative Party which has seized the current leadership of the party best poised to satisfy the interests of the middle class. This rather surprising finding may be rooted in the continued mantra of Canada’s economic action plan and the plethora of tax goodies targeted at portions of the middle class sprinkled in the upcoming budget. As importantly, by choice or some other form of exclusion, the voices of the left and center parties on how they will solve this critical problem are largely mute or at least not registering with the middle class voter to date.

For the progressive parties to succeed in the next election, they will have to wrestle the mantle of middle class interests away from Stephen Harper.

⁵ EKOS Research Associates, “*Liberals rebound in Quebec as Harper’s emotional connections with voters weaker*”, April 10, 2015. Available online at: <http://goo.gl/D1sfsC>

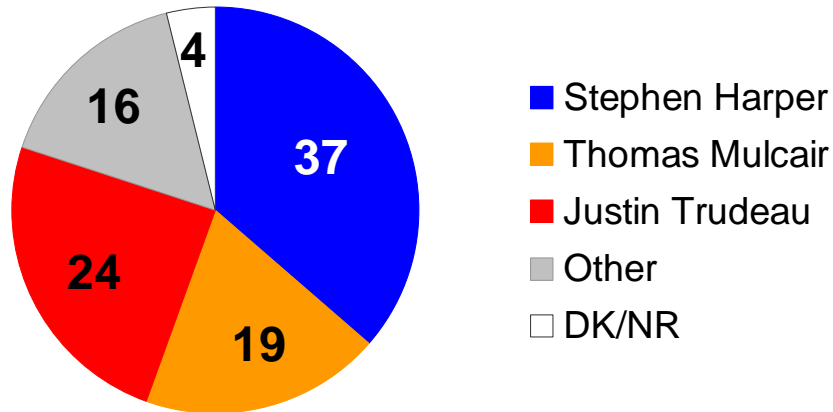
⁶ Frank Graves, “*Rethinking the Public Interest: Evolving Trends in Values and Attitudes*”, presentation to the Canada 2020 Conference, October 2, 2014. Available online at: <http://goo.gl/SR7uBp>

⁷ EKOS Research Associates, “*The End of Progress?*”, March 9, 2012. Available online at: <http://goo.gl/OFWX2M>

Middle class interests

Q. Which party leader comes closest to representing the INTERESTS that you find most important?

Middle class



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 No reproduction without permission **BASE:** Middle class Canadians (half-sample); April 8-14, 2015 (n=444), MOE +/- 4.7%, 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	28.5%	32.2%	22.7%	8.0%	4.9%	3.8%	2828	1.8
REGION								
British Columbia	25.9%	29.4%	25.3%	15.3%	–	4.0%	450	4.6
Alberta	26.4%	40.7%	24.3%	4.0%	–	4.5%	396	4.9
Saskatchewan	17.2%	44.5%	21.7%	10.1%	–	6.4%	81	10.9
Manitoba	38.6%	39.3%	14.1%	6.2%	–	1.8%	97	10.0
Ontario	32.0%	35.1%	20.2%	8.6%	–	4.1%	806	3.5
Quebec	22.0%	23.9%	26.4%	4.5%	19.7%	3.6%	712	3.7
Atlantic Canada	40.7%	29.0%	20.0%	8.6%	–	1.7%	272	5.9
GENDER								
Male	27.5%	38.8%	19.1%	6.8%	4.1%	3.7%	1345	2.7
Female	29.7%	25.8%	26.1%	9.0%	5.6%	3.8%	1459	2.6
AGE								
<35	26.3%	26.3%	25.5%	9.5%	6.8%	5.6%	266	6.0
35-49	28.5%	31.3%	21.8%	9.4%	5.1%	3.9%	521	4.3
50-64	30.5%	32.2%	23.8%	6.2%	4.7%	2.6%	978	3.1
65+	29.1%	41.1%	18.9%	6.1%	2.0%	2.8%	1036	3.0
EDUCATION								
High school or less	23.7%	36.2%	21.1%	8.9%	7.2%	2.9%	696	3.7
College or CEGEP	28.3%	34.2%	20.1%	8.7%	3.8%	4.8%	949	3.2
University or higher	32.0%	27.7%	26.0%	6.6%	4.0%	3.7%	1147	2.9
COUNTRY OF BIRTH								
Not born in Canada	30.8%	37.4%	21.5%	6.0%	1.4%	2.9%	431	4.7
Parents not born in Canada	27.0%	33.8%	21.0%	10.0%	3.2%	5.1%	716	3.7
Both parents born in Canada	28.4%	30.3%	23.8%	7.5%	6.5%	3.4%	1653	2.4

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	38.4%	54.1%	7.5%	1649	2.4
REGION					
British Columbia	43.3%	49.9%	6.8%	251	6.2
Alberta	36.4%	52.1%	11.5%	227	6.5
Saskatchewan	54.6%	33.1%	12.4%	52	13.6
Manitoba	43.5%	54.7%	1.8%	53	13.5
Ontario	41.4%	51.7%	6.9%	491	4.4
Quebec	32.8%	59.1%	8.1%	405	4.9
Atlantic Canada	27.4%	66.1%	6.5%	160	7.8
GENDER					
Male	43.7%	52.7%	3.6%	756	3.6
Female	36.2%	58.6%	5.1%	816	3.4
AGE					
<35	33.5%	61.7%	4.8%	151	8.0
35-49	37.2%	57.1%	5.7%	299	5.7
50-64	41.4%	56.0%	2.6%	555	4.2
65+	51.7%	44.8%	3.5%	565	4.1
EDUCATION					
High school or less	44.1%	50.1%	5.8%	392	5.0
College or CEGEP	41.8%	54.9%	3.3%	547	4.2
University or higher	36.0%	60.2%	3.8%	620	3.9
COUNTRY OF BIRTH					
Not born in Canada	49.2%	43.3%	7.5%	245	6.3
Parents not born in Canada	42.3%	55.4%	2.3%	405	4.9
Both parents born in Canada	36.5%	59.2%	4.3%	922	3.2
CURRENT VOTE INTENTION					
Liberal Party	32.3%	64.8%	2.9%	406	4.9
Conservative Party	79.4%	18.4%	2.2%	431	4.7
NDP	19.4%	77.7%	2.9%	306	5.6
Green Party	20.7%	70.7%	8.6%	104	9.6
Bloc Québécois	3.7%	90.6%	5.7%	72	11.6

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	38.7%	54.6%	6.7%	1750	2.3
REGION					
British Columbia	33.0%	55.2%	11.8%	277	5.9
Alberta	35.7%	57.0%	7.4%	236	6.4
Saskatchewan	52.1%	38.1%	9.7%	65	12.2
Manitoba	28.1%	61.4%	10.5%	64	12.3
Ontario	42.9%	51.5%	5.6%	493	4.4
Quebec	38.9%	57.0%	4.1%	425	4.8
Atlantic Canada	32.0%	61.5%	6.5%	182	7.3
GENDER					
Male	45.3%	52.1%	2.6%	767	3.5
Female	35.9%	60.4%	3.6%	901	3.3
AGE					
<35	36.2%	58.9%	5.0%	157	7.8
35-49	38.9%	58.9%	2.2%	314	5.5
50-64	39.4%	58.7%	1.9%	581	4.1
65+	48.4%	48.0%	3.5%	609	4.0
EDUCATION					
High school or less	45.0%	51.7%	3.3%	463	4.6
College or CEGEP	36.0%	60.3%	3.7%	542	4.2
University or higher	39.8%	58.0%	2.1%	649	3.9
COUNTRY OF BIRTH					
Not born in Canada	52.3%	42.2%	5.4%	264	6.0
Parents not born in Canada	41.5%	54.3%	4.1%	419	4.8
Both parents born in Canada	36.5%	61.4%	2.1%	985	3.1
CURRENT VOTE INTENTION					
Liberal Party	20.2%	77.8%	2.0%	412	4.8
Conservative Party	83.0%	15.3%	1.7%	529	4.3
NDP	19.9%	78.6%	1.5%	331	5.4
Green Party	23.6%	74.1%	2.3%	92	10.2
Bloc Québécois	27.9%	65.2%	6.9%	55	13.2

Approval Rating – Stephen Harper

Q. [Half-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	35.9%	57.5%	6.5%	1733	2.4
REGION					
British Columbia	34.8%	56.5%	8.8%	277	5.9
Alberta	41.1%	52.3%	6.6%	221	6.6
Saskatchewan	36.6%	49.2%	14.2%	60	12.7
Manitoba	39.0%	54.5%	6.5%	60	12.7
Ontario	39.6%	54.8%	5.6%	507	4.4
Quebec	30.8%	62.9%	6.4%	429	4.7
Atlantic Canada	26.2%	69.2%	4.5%	170	7.5
GENDER					
Male	42.5%	55.7%	1.8%	775	3.5
Female	32.8%	63.5%	3.8%	874	3.3
AGE					
<35	39.3%	57.6%	3.1%	151	8.0
35-49	36.1%	61.0%	2.9%	334	5.4
50-64	32.9%	64.8%	2.3%	573	4.1
65+	42.3%	54.9%	2.9%	589	4.0
EDUCATION					
High school or less	43.5%	53.3%	3.2%	434	4.7
College or CEGEP	39.3%	58.9%	1.7%	548	4.2
University or higher	31.5%	66.2%	2.4%	653	3.8
COUNTRY OF BIRTH					
Not born in Canada	48.3%	50.0%	1.7%	265	6.0
Parents not born in Canada	36.2%	61.8%	2.0%	432	4.7
Both parents born in Canada	34.8%	62.1%	3.0%	954	3.2
CURRENT VOTE INTENTION					
Liberal Party	17.2%	80.4%	2.4%	438	4.7
Conservative Party	86.7%	12.0%	1.3%	494	4.4
NDP	10.3%	87.4%	2.3%	325	5.4
Green Party	19.2%	77.1%	3.8%	100	9.8
Bloc Québécois	15.3%	83.2%	1.5%	60	12.7

Approval Rating – Thomas Mulcair

Q. [Half-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	52.1%	35.1%	12.8%	1666	2.4
REGION					
British Columbia	53.8%	30.9%	15.4%	251	6.2
Alberta	49.9%	36.2%	13.9%	242	6.3
Saskatchewan	50.9%	38.2%	11.0%	57	13.0
Manitoba	48.1%	28.6%	23.3%	57	13.0
Ontario	47.0%	37.8%	15.2%	477	4.5
Quebec	60.3%	32.7%	7.0%	401	4.9
Atlantic Canada	53.2%	37.8%	9.1%	172	7.5
GENDER					
Male	54.3%	39.0%	6.7%	748	3.6
Female	54.2%	34.5%	11.3%	843	3.4
AGE					
<35	55.1%	31.6%	13.3%	157	7.8
35-49	52.1%	38.5%	9.4%	279	5.9
50-64	55.0%	38.4%	6.6%	563	4.1
65+	55.1%	39.2%	5.7%	585	4.1
EDUCATION					
High school or less	47.9%	40.8%	11.3%	421	4.8
College or CEGEP	49.5%	41.4%	9.1%	541	4.2
University or higher	64.6%	28.5%	6.9%	616	4.0
COUNTRY OF BIRTH					
Not born in Canada	52.2%	38.0%	9.8%	244	6.3
Parents not born in Canada	56.3%	35.5%	8.2%	392	5.0
Both parents born in Canada	54.0%	36.5%	9.5%	953	3.2
CURRENT VOTE INTENTION					
Liberal Party	62.5%	28.1%	9.5%	380	5.0
Conservative Party	34.2%	59.5%	6.3%	466	4.5
NDP	89.7%	6.8%	3.5%	312	5.6
Green Party	46.3%	39.2%	14.5%	96	10.0
Bloc Québécois	44.1%	50.9%	5.0%	67	12.0

Approval Rating – Justin Trudeau

Q. [Half-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%	45.4%	7.6%	1680	2.4
REGION					
British Columbia	51.1%	39.1%	9.8%	266	6.0
Alberta	37.7%	52.9%	9.4%	220	6.6
Saskatchewan	41.5%	43.8%	14.6%	53	13.5
Manitoba	52.1%	41.4%	6.5%	64	12.3
Ontario	44.7%	47.4%	7.9%	478	4.5
Quebec	46.5%	48.4%	5.2%	412	4.8
Atlantic Canada	63.2%	31.3%	5.6%	178	7.4
GENDER					
Male	43.8%	52.7%	3.5%	771	3.5
Female	53.7%	41.0%	5.3%	842	3.4
AGE					
<35	53.1%	42.4%	4.5%	157	7.8
35-49	49.2%	47.2%	3.6%	310	5.6
50-64	48.5%	46.7%	4.8%	565	4.1
65+	42.4%	53.0%	4.6%	576	4.1
EDUCATION					
High school or less	44.9%	51.7%	3.3%	432	4.7
College or CEGEP	44.7%	52.3%	2.9%	530	4.3
University or higher	56.1%	38.4%	5.5%	634	3.9
COUNTRY OF BIRTH					
Not born in Canada	55.3%	39.9%	4.8%	247	6.2
Parents not born in Canada	42.7%	53.0%	4.2%	399	4.9
Both parents born in Canada	49.5%	46.6%	3.9%	962	3.2
CURRENT VOTE INTENTION					
Liberal Party	84.9%	12.6%	2.5%	408	4.9
Conservative Party	21.9%	76.3%	1.8%	479	4.5
NDP	52.3%	43.5%	4.1%	327	5.4
Green Party	55.9%	38.0%	6.2%	96	10.0
Bloc Québécois	39.3%	60.7%	0.0%	57	13.0

Approval Rating – Elizabeth May

Q. [Half-sample only] Do you approve or disapprove of the way Elizabeth May, leader of the Green Party of Canada, is handling her job?

	Approve	Disapprove	Don't know / No response	Sample Size	Margin of Error (+/-)
NATIONALLY	50.8%	34.3%	14.8%	1719	2.4
REGION					
British Columbia	58.8%	26.2%	15.1%	262	6.1
Alberta	46.9%	40.2%	12.9%	243	6.3
Saskatchewan	48.1%	32.9%	19.0%	64	12.3
Manitoba	43.6%	36.1%	20.4%	53	13.5
Ontario	54.1%	30.2%	15.7%	506	4.4
Quebec	42.2%	45.0%	12.9%	418	4.8
Atlantic Canada	54.8%	30.2%	15.1%	164	7.7
GENDER					
Male	53.6%	40.6%	5.8%	752	3.6
Female	53.1%	32.0%	14.9%	875	3.3
AGE					
<35	55.7%	28.9%	15.4%	151	8.0
35-49	50.6%	38.3%	11.2%	303	5.6
50-64	55.4%	38.2%	6.3%	571	4.1
65+	50.1%	41.0%	9.0%	598	4.0
EDUCATION					
High school or less	46.7%	42.6%	10.7%	423	4.8
College or CEGEP	49.7%	40.0%	10.3%	559	4.1
University or higher	62.0%	27.9%	10.1%	635	3.9
COUNTRY OF BIRTH					
Not born in Canada	56.9%	32.8%	10.2%	262	6.1
Parents not born in Canada	55.1%	36.6%	8.3%	425	4.8
Both parents born in Canada	51.0%	36.9%	12.1%	945	3.2
CURRENT VOTE INTENTION					
Liberal Party	62.2%	27.1%	10.7%	410	4.8
Conservative Party	40.1%	53.0%	6.9%	481	4.5
NDP	71.6%	21.9%	6.4%	310	5.6
Green Party	69.8%	16.5%	13.7%	100	9.8
Bloc Québécois	47.4%	43.9%	8.7%	70	11.7

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	26.8%	22.2%	24.5%	17.9%	8.6%	1669	2.4
REGION							
British Columbia	23.5%	21.7%	20.5%	23.2%	11.1%	255	6.1
Alberta	30.6%	22.1%	23.2%	14.6%	9.5%	239	6.3
Saskatchewan	34.7%	16.4%	12.3%	20.8%	15.8%	54	13.3
Manitoba	35.8%	15.1%	31.1%	6.1%	11.9%	55	13.2
Ontario	30.9%	18.6%	26.7%	16.3%	7.5%	492	4.4
Quebec	20.3%	30.2%	19.6%	22.2%	7.7%	382	5.0
Atlantic Canada	14.7%	21.8%	42.5%	13.2%	7.8%	182	7.3
GENDER							
Male	33.2%	23.1%	24.3%	16.1%	3.3%	738	3.6
Female	23.6%	23.1%	27.3%	21.1%	4.9%	840	3.4
AGE							
<35	27.0%	19.9%	27.8%	20.7%	4.6%	151	8.0
35-49	24.7%	26.3%	24.4%	19.7%	4.9%	305	5.6
50-64	25.9%	23.6%	28.7%	18.6%	3.3%	554	4.2
65+	37.3%	23.8%	21.2%	14.8%	2.9%	562	4.1
EDUCATION							
High school or less	36.0%	17.6%	21.4%	20.2%	4.8%	416	4.8
College or CEGEP	27.6%	24.3%	24.1%	20.8%	3.2%	531	4.3
University or higher	23.1%	26.8%	30.6%	16.2%	3.3%	622	3.9
COUNTRY OF BIRTH							
Not born in Canada	42.3%	18.4%	22.4%	11.3%	5.6%	262	6.1
Parents not born in Canada	26.8%	21.2%	24.2%	23.7%	4.1%	417	4.8
Both parents born in Canada	24.4%	25.8%	27.5%	19.0%	3.4%	900	3.3
CURRENT VOTE INTENTION							
Liberal Party	5.2%	12.7%	71.6%	9.1%	1.4%	391	5.0
Conservative Party	83.9%	6.2%	4.7%	3.7%	1.5%	439	4.7
NDP	7.5%	68.4%	13.7%	9.4%	1.1%	347	5.3
Green Party	7.7%	11.9%	15.5%	59.3%	5.6%	103	9.7
Bloc Québécois	5.9%	13.8%	28.7%	43.2%	8.4%	60	12.7

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	30.1%	20.0%	24.0%	17.8%	8.1%	1730	2.4
REGION							
British Columbia	25.5%	16.7%	25.2%	22.6%	10.0%	273	5.9
Alberta	42.7%	17.1%	24.7%	10.8%	4.7%	224	6.6
Saskatchewan	33.8%	17.1%	19.4%	18.4%	11.3%	63	12.4
Manitoba	43.3%	8.3%	34.2%	6.4%	7.8%	62	12.5
Ontario	33.0%	17.0%	22.4%	17.5%	10.1%	492	4.4
Quebec	22.7%	29.5%	19.9%	22.4%	5.5%	448	4.6
Atlantic Canada	24.3%	20.4%	39.7%	8.3%	7.3%	160	7.8
GENDER							
Male	39.8%	17.8%	21.2%	17.6%	3.6%	785	3.5
Female	22.9%	23.2%	28.5%	19.3%	6.1%	877	3.3
AGE							
<35	28.0%	22.2%	22.9%	19.9%	7.0%	157	7.8
35-49	31.6%	19.5%	26.4%	19.1%	3.4%	308	5.6
50-64	30.8%	20.8%	24.2%	19.2%	5.0%	582	4.1
65+	35.3%	19.8%	27.0%	14.6%	3.3%	612	4.0
EDUCATION							
High school or less	34.8%	18.4%	22.3%	20.1%	4.3%	439	4.7
College or CEGEP	32.5%	17.1%	25.4%	20.8%	4.1%	558	4.2
University or higher	27.4%	26.1%	26.8%	14.7%	5.0%	647	3.9
COUNTRY OF BIRTH							
Not born in Canada	39.3%	17.5%	24.4%	17.0%	1.8%	247	6.2
Parents not born in Canada	33.5%	17.1%	21.3%	21.5%	6.6%	407	4.9
Both parents born in Canada	28.3%	22.9%	26.4%	17.7%	4.7%	1007	3.1
CURRENT VOTE INTENTION							
Liberal Party	5.2%	10.4%	73.8%	7.2%	3.4%	427	4.7
Conservative Party	84.2%	4.5%	4.6%	5.4%	1.3%	521	4.3
NDP	3.7%	74.2%	7.7%	11.3%	3.1%	290	5.8
Green Party	5.4%	15.7%	16.9%	62.1%	0.0%	93	10.2
Bloc Québécois	9.8%	19.2%	11.4%	53.9%	5.7%	67	12.0

Self-Rated Social Class

Q. [Half-sample only] Would you describe you and your household as poor, working class, middle class or upper class?

	Poor	Working class	Middle class	Upper class	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	11.7%	30.5%	47.4%	5.3%	5.1%	1729	2.4
REGION							
British Columbia	11.6%	38.7%	40.3%	4.3%	5.1%	269	6.0
Alberta	3.6%	33.9%	49.3%	8.0%	5.3%	243	6.3
Saskatchewan	12.1%	43.5%	34.9%	0.0%	9.5%	64	12.3
Manitoba	5.1%	26.5%	57.1%	2.6%	8.9%	53	13.5
Ontario	13.4%	29.6%	47.0%	5.3%	4.7%	493	4.4
Quebec	11.6%	22.0%	55.4%	6.8%	4.2%	409	4.9
Atlantic Canada	17.6%	35.6%	37.6%	3.2%	6.0%	192	7.1
GENDER							
Male	11.3%	29.5%	52.4%	5.5%	1.2%	776	3.5
Female	12.8%	34.1%	46.8%	5.6%	0.7%	871	3.3
AGE							
<35	12.8%	30.5%	48.7%	6.7%	1.3%	161	7.7
35-49	9.1%	35.0%	48.9%	6.5%	0.5%	327	5.4
50-64	13.6%	32.9%	48.5%	4.6%	0.4%	550	4.2
65+	13.3%	27.9%	53.9%	3.8%	1.0%	602	4.0
EDUCATION							
High school or less	26.3%	35.3%	35.6%	2.3%	0.4%	455	4.6
College or CEGEP	7.9%	40.4%	47.5%	3.6%	0.5%	528	4.3
University or higher	3.8%	22.0%	63.4%	9.9%	0.9%	647	3.9
COUNTRY OF BIRTH							
Not born in Canada	16.2%	28.3%	49.0%	4.3%	2.2%	237	6.4
Parents not born in Canada	8.5%	33.3%	48.9%	8.7%	0.5%	447	4.6
Both parents born in Canada	12.3%	32.0%	50.2%	4.4%	1.0%	964	3.2
CURRENT VOTE INTENTION							
Liberal Party	13.4%	28.5%	54.1%	3.8%	0.2%	420	4.8
Conservative Party	7.6%	24.3%	59.4%	7.2%	1.5%	479	4.5
NDP	7.3%	38.1%	47.0%	6.3%	1.3%	329	5.4
Green Party	12.6%	42.6%	32.6%	12.2%	0.0%	102	9.7
Bloc Québécois	20.6%	18.3%	57.7%	3.4%	0.0%	66	12.1

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 April 8-14, 2015. In total, a random sample of 3,399 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.