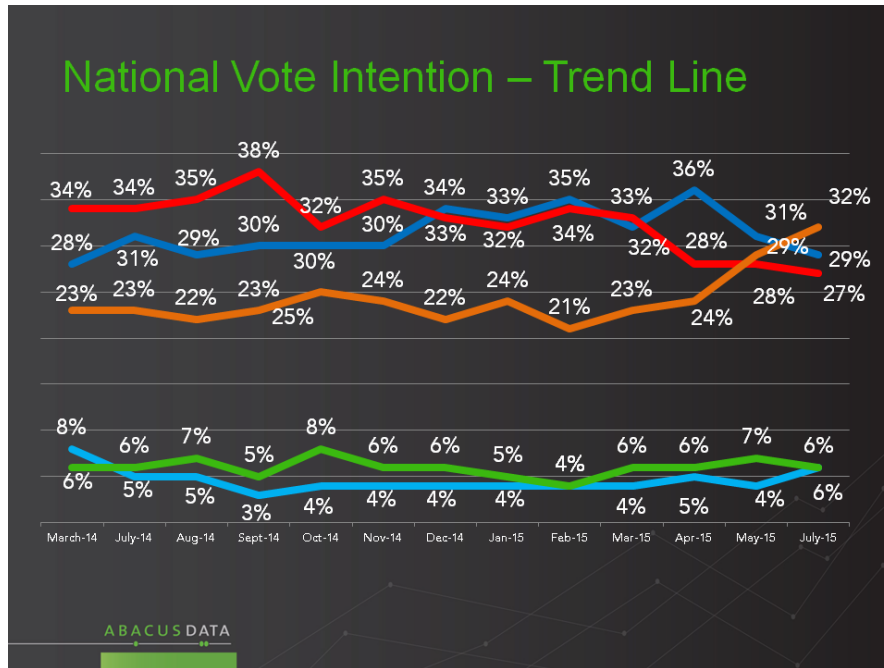## Canadian Politics: 5 points separate 3 contenders.

By Bruce Anderson & David Coletto

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NDP by a nose

Our latest horserace "who would you vote for tomorrow" question has the NDP, at 32% followed by the Conservatives at 29 and the Liberals at 27%.   Since February, the NDP have picked up 11 points while the Liberals have lost 7 and the Conservatives have shed 6.

In the three biggest seat markets, the NDP is the story to watch. In Ontario, the NDP is neck and neck with the other major parties and have substantial leads in Quebec and BC.

Vote Intention by Geographic Region (Committed)

Region	NDP	CPC	Liberal	Green	BQ	Sample Size (unweighted)
Atlantic Canada	31%	22%	40%	6%	-	129
Quebec	34%	17%	25%	1%	21%	404
Ontario	31%	31%	29%	8%	-	461
Manitoba/Saskatchewan	24%	40%	28%	4%	-	111
Alberta	29%	48%	12%	7%	-	121
British Columbia	38%	30%	25%	7%	-	342
Urban	34%	26%	28%	5%	5%	709
Suburban	31%	30%	29%	4%	5%	601
Rural	29%	34%	19%	10%	6%	258

The NDP is currently competitive among segments of the population where they have lagged in the past, including among men, older voters, and homeowners.

Vote Intention by Demographic Group (Committed)

Group	NDP	Conservative	Liberal	Green	Sample Size (unweighed)
Men	31%	31%	26%	5%	821
Women	32%	26%	28%	6%	747
18 to 29	33%	21%	29%	12%	247
30 to 44	34%	26%	26%	6%	457
45 to 59	31%	32%	27%	4%	483
60+	30%	34%	25%	3%	381
High school or less	34%	25%	22%	7%	378
College	30%	31%	26%	7%	378
University	31%	30%	31%	4%	624
Homeowners	31%	34%	26%	4%	1074
Renters	35%	19%	27%	9%	407
Union members	40%	21%	24%	3%	326

77% Prefer a Change in Government

In this wave, 77% say they would prefer to see a change, although not all of these people feel strongly about the need for change. Among those who most want to see change, 44% would vote NDP and 34% would vote Liberal.
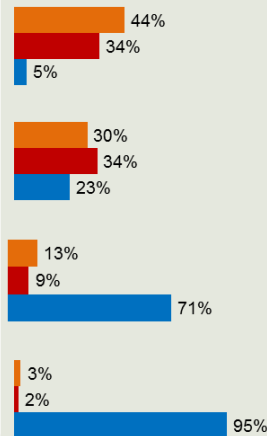
Only 14% are sure they want the Conservatives to win another term, and another 9% feel mildly this way. To win, therefore, the Conservatives need to win a bigger share of the 24% who mildly prefer change.

Time for a Change?

		Vote Intention Committed Voters
It's definitely time for a change in government	53% (+2)	44% / 34% / 5%
It would be good to have a change, but not really all that important to me	24% (-1)	30% / 34% / 23%
It would be good to continue with the same party in power, but its not all that important to me	9% (NC)	13% / 9% / 71%
It's definitely best to keep the Conservatives in office.	14% (-1)	3% / 2% / 95%

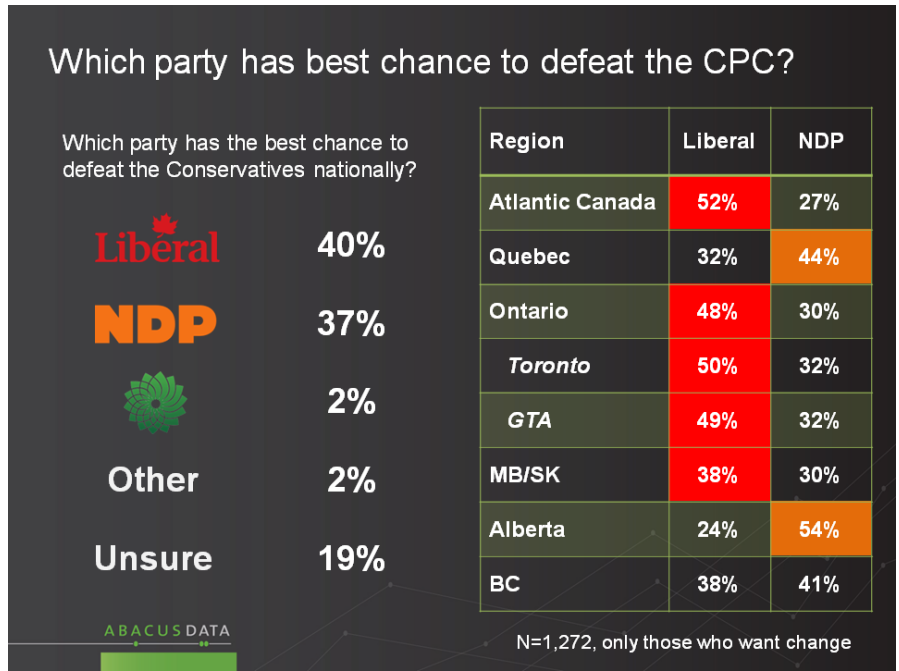**ABACUS** DATA

Who could beat the Conservatives? A split decision

Among those who want change, four in ten believe that the Liberals have "the best chance to defeat the Conservatives nationally", while the NDP is a close second with 37%. Belief in Liberal chances is highest in Atlantic Canada (52%) and Ontario (48%), while Quebec (44%) respondents believe the NDP has a better chance to defeat the Tories. BC is split for Liberals (38%) and NDP (41%).

Which party has best chance to defeat the CPC?

Which party has the best chance to defeat the Conservatives nationally?

Liberal	40%
NDP	37%
(Green)	2%
Other	2%
Unsure	19%

Region	Liberal	NDP
Atlantic Canada	52%	27%
Quebec	32%	44%
Ontario	48%	30%
Toronto	50%	32%
GTA	49%	32%
MB/SK	38%	30%
Alberta	24%	54%
BC	38%	41%

N=1,272, only those who want change

Only 28% know how they will vote.

Just 28% say "I know how I will vote and that won't change" up 3 points since our last survey, another 38% have "a fairly good idea, but that could change", up 4 points. The Conservatives have the support of 34% of those who've made a have a firm decision, and 23% of the "fairly good idea" group.
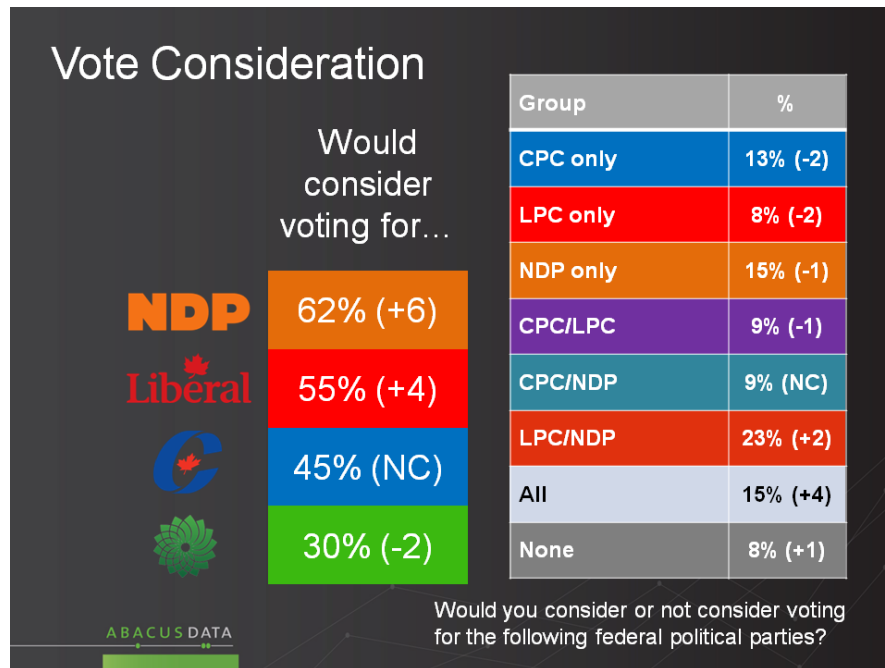
Vote Intention by Firmness of the Vote Choice

Region (Row %s)	NDP	CPC	Liberal	Undecided
I know how I will vote and that won't change.	27%	34%	24%	5%
I have a fairly good idea, but it could change.	30%	23%	25%	13%
I have only a slight leaning at this time.	22%	16%	19%	32%
I really don't know which party I will vote for at this time.	11%	7%	8%	68%
All respondents	24%	22%	20%	23%

Together this would provide the incumbents with 31% in total among these two segments, compared to 32% for the NDP and 27% for the Liberals.
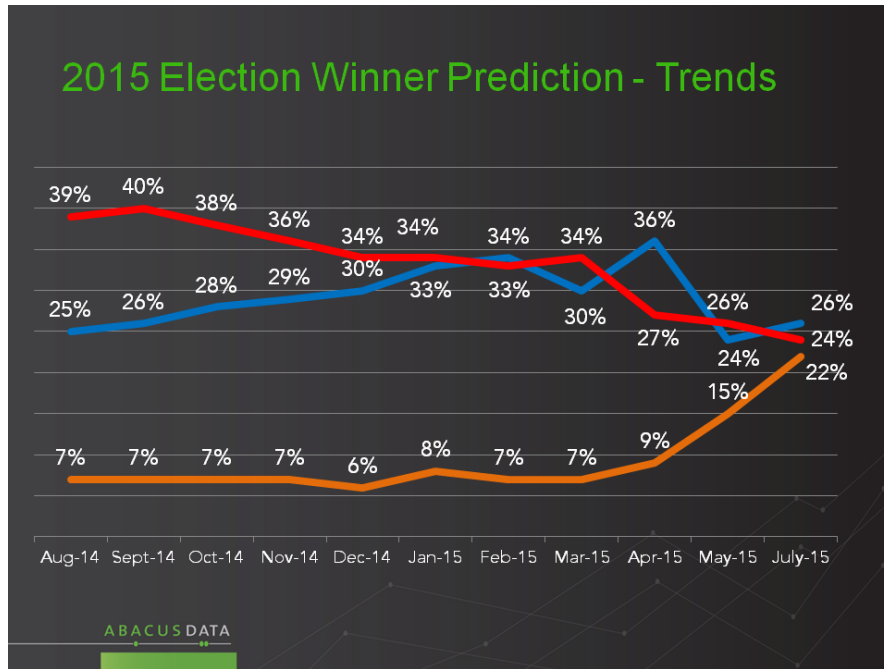
NDP & Liberal pools grow, CPC pool steady but smaller

In the last month, we see continued growth (+6) in those who would consider voting NDP, giving the party the largest potential voter pool at 62%, followed by the Liberals at 55% who are also up from last month (+4) and the Conservatives at 45%.

Vote Consideration

Would consider voting for…

NDP	62% (+6)
Liberal	55% (+4)
C	45% (NC)
	30% (-2)

Group	%
CPC only	13% (-2)
LPC only	8% (-2)
NDP only	15% (-1)
CPC/LPC	9% (-1)
CPC/NDP	9% (NC)
LPC/NDP	23% (+2)
All	15% (+4)
None	8% (+1)

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Would you consider or not consider voting for the following federal political parties?

What outcome do Canadians predict?

The NDP's rise in support is mirrored in expectations about who will win the next election. Today 26% think the Conservatives will win, 24% say the Liberals will win and 22% say the NDP (up 15 points over the last quarter).

The Upshot?

The political competition we are seeing today is unprecedented. Five points separate the three main parties and the NDP is in the lead; last September the gap was 15 points, and the NDP was third.

While recent trends have been challenging for the Liberals, these numbers are just as sobering for Conservatives. A lot of voters are inclined to want change, and there is little evident fear of the prospect of the NDP forming a government.

To win a fourth straight election, the Conservatives will have to present their own, compelling version of what they would do next, or make change seem more risky, or both. But relying on historic hesitation about the NDP, or the ability to diminish leadership opponents, has shows little promise as a re-election strategy, and simply may not work in 2015.

Given these competitive dynamics, it is clear that all the parties will be revising their approaches, constantly, over the next 100 days. Predictions of the overall outcome, let alone seat projections, are in these circumstances little more than amusing guesswork.

Methodology

Our survey was conducted online with 2,000 Canadians aged 18 and over from July 3 to 6, 2015. A random sample of panelists was invited to complete the survey from a large representative panel of Canadians, recruited and managed by Research Now, one of the world's leading provider of online research samples.

The Marketing Research and Intelligence Association policy limits statements about margins of sampling error for most online surveys.   The margin of error for a comparable probability-based random sample of the same size is +/- 2.2%, 19 times out of 20. The data were weighted according to census data to ensure that the sample matched Canada's population according to age, gender, educational attainment, and region. Totals may not add up to 100 due to rounding.

Abacus Data Inc.

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

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

Sample size: 2,000
Comparable MoE: ± 2.2%, 19 times out of 20
Fields dates: July 3 to 6, 2015

		CPC	LPC	NDP	GPC	BQ	Other	Undecided	Raw	Weighted
	Canada	**22%**	**20%**	**24%**	**4%**	**4%**	**1%**	**23%**	**2000**	**1977**
	BC	23%	19%	29%	5%	0%	1%	24%	437	261
	AB	35%	9%	21%	5%	0%	3%	26%	165	196
Region1	SK/MB	29%	20%	17%	3%	0%	2%	29%	154	133
	ON	23%	22%	23%	6%	0%	1%	26%	602	764
	QC	14%	21%	28%	1%	17%	2%	17%	477	482
	ATL	17%	30%	24%	4%	0%	1%	24%	165	142
Gender	Male	25%	21%	26%	4%	5%	1%	18%	988	967
	Female	19%	20%	23%	5%	4%	2%	28%	1012	1010
	18 - 29	16%	21%	24%	9%	2%	2%	26%	323	394
Age	30 - 44	19%	19%	25%	4%	6%	1%	26%	600	554
	45 - 59	25%	21%	24%	3%	4%	1%	23%	609	571
	60 and over	28%	20%	25%	2%	5%	1%	19%	468	458
	HS or less	18%	16%	25%	5%	7%	2%	27%	510	683
Education	College	25%	21%	24%	5%	3%	1%	22%	711	736
	University	24%	25%	25%	3%	2%	0%	21%	779	558
	CPC	62%	6%	13%	0%	0%	0%	18%	513	495
	LPC	3%	66%	11%	1%	0%	1%	18%	319	297
2011 Vote	NDP	3%	12%	69%	1%	3%	0%	11%	393	351
	GPC	4%	6%	16%	57%	2%	4%	12%	67	67
	BQ	2%	2%	7%	4%	73%	0%	11%	67	64
	I can't remember	9%	13%	14%	4%	3%	3%	54%	158	161

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

Sample size: 1,568, Committed Only
Comparable MoE: ± 2.5%, 19 times out of 20
Fields dates: July 3 to 6, 2015

		CPC	LPC	NDP	GPC	BQ	Other	Raw	Weighted
	Canada	29%	27%	32%	6%	6%	2%	1568	1515
	BC	30%	25%	38%	7%	0%	1%	342	199
	AB	48%	12%	29%	7%	0%	4%	121	144
Region1	SK/MB	40%	28%	24%	4%	0%	3%	111	95
	ON	31%	29%	31%	8%	0%	1%	461	568
	QC	17%	25%	34%	1%	21%	2%	404	401
	ATL	22%	40%	31%	6%	0%	1%	129	108
Gender	Male	31%	26%	31%	5%	6%	1%	821	791
	Female	26%	28%	32%	6%	5%	2%	747	724
	18 - 29	21%	29%	33%	12%	3%	3%	247	293
Age	30 - 44	26%	26%	34%	6%	7%	2%	457	411
	45 - 59	32%	27%	31%	4%	5%	1%	483	442
	60 and over	34%	25%	30%	3%	6%	1%	381	369
	HS or less	25%	22%	34%	7%	9%	3%	378	497
Education	College	31%	26%	30%	6%	4%	2%	566	577
	University	30%	31%	31%	4%	3%	0%	624	441
	CPC	76%	7%	15%	0%	0%	0%	425	406
	LPC	4%	80%	13%	1%	0%	1%	269	245
2011 Vote	NDP	3%	14%	78%	2%	4%	0%	356	311
	GPC	4%	7%	18%	65%	2%	5%	58	59
	BQ	2%	2%	8%	5%	83%	0%	59	57
	I can't remember	20%	28%	30%	10%	7%	6%	76	74