

## DUFFY AWAKENING SLUMBERING ELECTORATE:

TRUDEAU'S LIBERALS GETTING THEIR GROOVE BACK?

[Ottawa – August 28, 2015] Voters are awaking from their summer slumber and noticing that they have been asked to follow what is going to be a very divisive and acrimonious campaign. At 34 points, the NDP maintains a clear and stable lead. The Conservatives, meanwhile, have dropped to 28 points. The Liberals, at 27 points, are doing much better than a month ago and are statistically tied for second place (and are not far off from the lead). The Green Party remains at six points.

### Federal vote intention

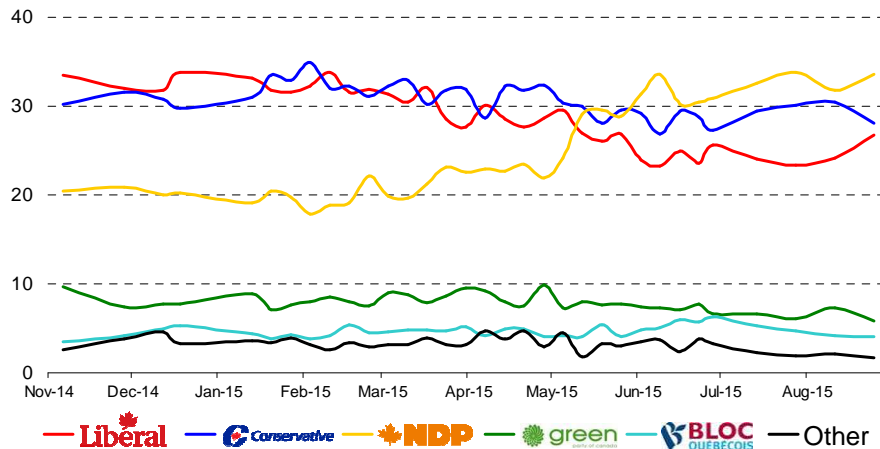
Q. If a federal election were held tomorrow, which party would you vote for?

#### National Results

(Change over August 5-11 poll below)



#### 2011 Election Results



Note: These figures are based on decided and leaning voters only; 6.4% of respondents say they are undecided and 6.8% are ineligible to vote / skipped the question.

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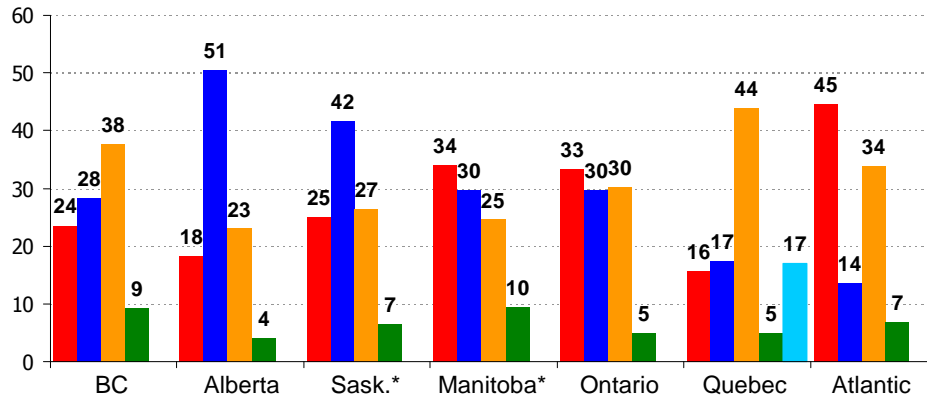
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BASE: Canadians; August 19-25, 2015 (n=3,524), MOE +/- 1.7%, 19 times out of 20

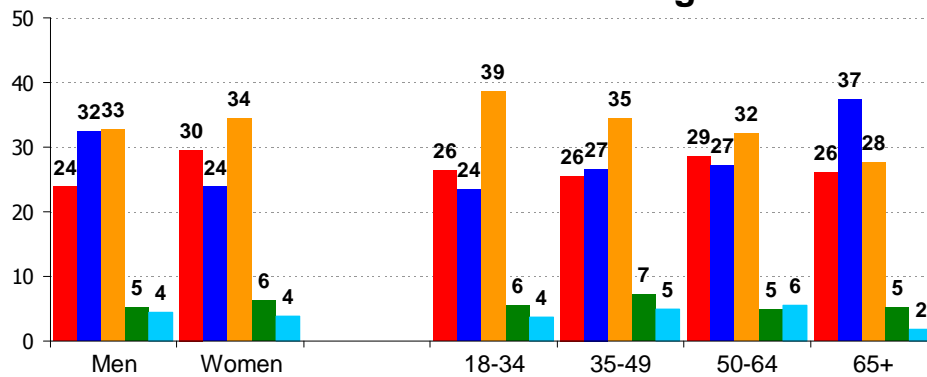
Looking at the demographic and regional numbers, we see most of the usual patterns. The NDP is dominant in British Columbia and Quebec, where the temporary resurgence of the Bloc Québécois seems to have faded away. The Liberals, however, have eked out a narrow lead in a tight three-way Ontario race and have recaptured a lost lead in Atlantic Canada. The Conservatives retain a sizeable lead with seniors and remain the dominant party in Alberta, but may be falling back in Ontario, which will be a crucial battleground they can ill afford to lose if they have any ambition of securing a fourth mandate.

## Vote intention by demographics

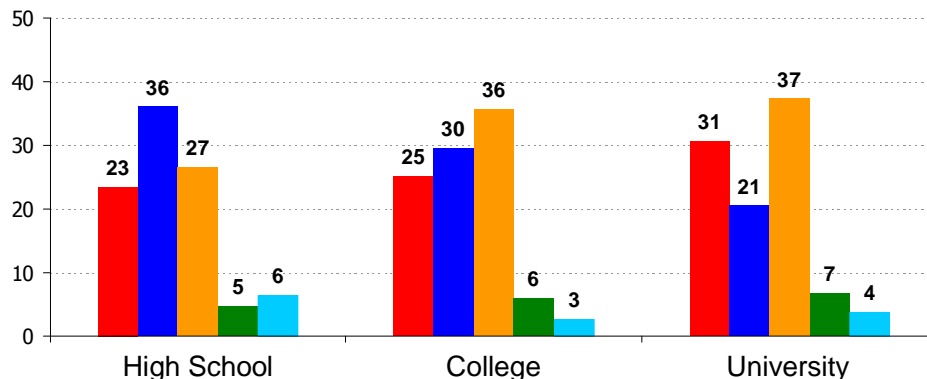
Q. If a federal election were held tomorrow, which party would you vote for?



### Gender



### Education



Liberal 
 Conservative 
 NDP 
 Green 
 BLOC 
 Other

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BASE: Canadians; August 19-25, 2015 (n=3,524), MOE +/- 1.7%, 19 times out of 20

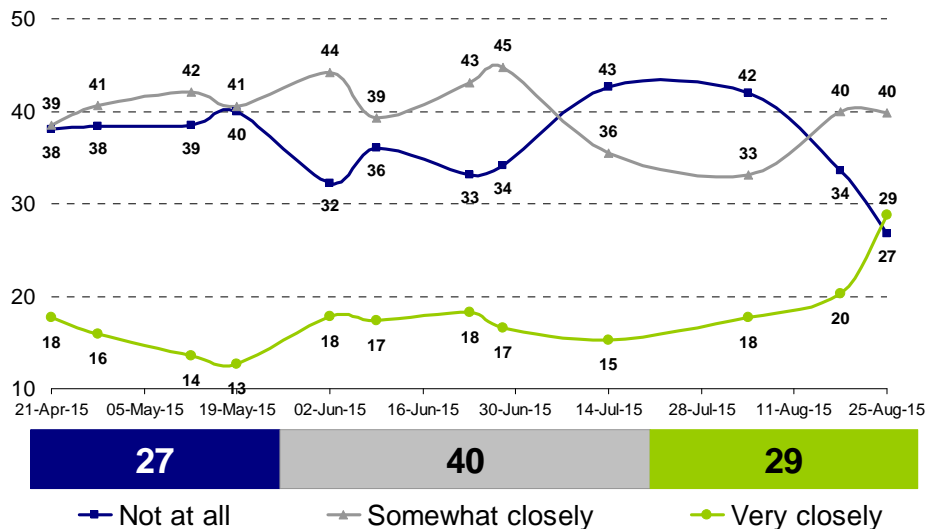
What is interesting is the apparent convergence of the university and college votes. Traditionally, the Liberals have always led with university graduates, while the Conservatives have been the go-to party for the college educated. In recent months, however, both camps seem to have parked themselves with the NDP. These findings are eerily reminiscent of the Alberta election earlier this year where the educated vote rallied around Rachel Notley's NDP, propelling them to a majority win.<sup>1</sup>

### Duffy awakening slumbering electorate

It is not the campaign that has torn voters away from their summer BBQs; it's the ongoing Duffy scandal. Attention to the Duffy trial is taking off in a big way; most Canadians are now following the trial and 29 per cent are following closely. A newly attentive public is watching this with considerable interest and the news is all bad for Harper.

## Attention to Mike Duffy trial

Q. There are number of issues of the day that Canadians are following. How closely are you following each of the following issues or events? **The trial of senator Mike Duffy**



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BASE: Canadians; August 19-25, 2015 (n=3,524), MOE +/- 1.7%, 19 times out of 20

Most notable about this finding are the demographic splits in terms of who is paying attention to the trial. Not surprisingly, those who are generally more politically engaged – university graduates, boomers, and seniors – are more likely to be following the trial. But it seems that

<sup>1</sup> EKOS Research Associates, "Alberta NDP Headed to a Win, Likely a Majority", May 4, 2015. Available online at: <http://goo.gl/xxGSxm>

Canadians of all political stripes are following this affair, with the exception of Conservative supporters. 'Nothing to see here, move along!'

## Attention to Duffy trial by party support

Q. There are number of issues of the day that Canadians are following. How closely are you following each of the following issues or events? **The trial of senator Mike Duffy**

### Overall



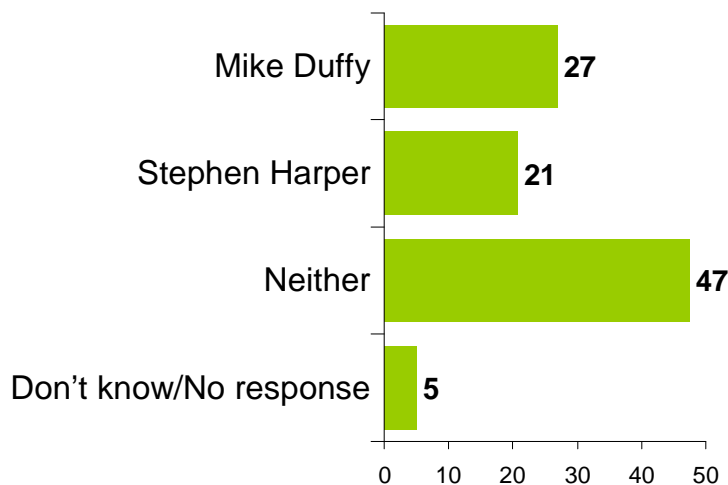
DK/NR  
  Not at all  
  Somewhat closely  
  Very closely

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BASE: Canadians; August 19-25, 2015 (n=3,524), MOE +/- 1.7%, 19 times out of 20

## Mike Duffy vs. Stephen Harper

Q. As you may know, Mike Duffy claims that the \$90,000 cheque he received from Nigel Wright was part of a conspiracy created by senior members of the Prime Minister's Office to make the issue disappear. Stephen Harper claims he knew nothing about the cheque and it was solely the actions of Nigel Wright. **Whose account do you mostly believe?**



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BASE: Canadians; August 20-25, 2015 (n=3,150), MOE +/- 1.8%, 19 times out of 20

The issue has always been one of basic trust. If that is the yardstick the public are using to measure the Prime Minister on this affair, he is failing miserably. Mr. Harper could not have been clearer or more consistent in his account; he staunchly denies any prior knowledge of the affair and he maintains that Nigel Wright acted alone. However, only 21 per cent of Canadians buy his version of events and our nightly tracking suggests this figure is on a downward trend. Not only has this had a corrosive impact on his basement level approval ratings, but confidence in the direction of the country and federal government is plumbing record lows and these are important leading indicators of drag on the government’s already sagging voter support.

The Duffy affair is seen as on par with the Sponsorship scandal in terms of severity. Interestingly, the 2011 federal election voter suppression scandal (i.e., the Robocall scandal) is seen as more serious than either of these affairs. While both the Liberals and NDP have been hammering relentlessly at the Duffy affair, it is interesting that the Robocall scandal – a far graver concern in the minds of Canadians – has remained relatively untouched.

## Comparison of recent political scandals

Q. How would you rate the overall seriousness of the following Canadian political scandals?

### The 2011 voter suppression scandal

(a.k.a. the Robocall Scandal)



### The Duffy affair



### The 2004 sponsorship scandal



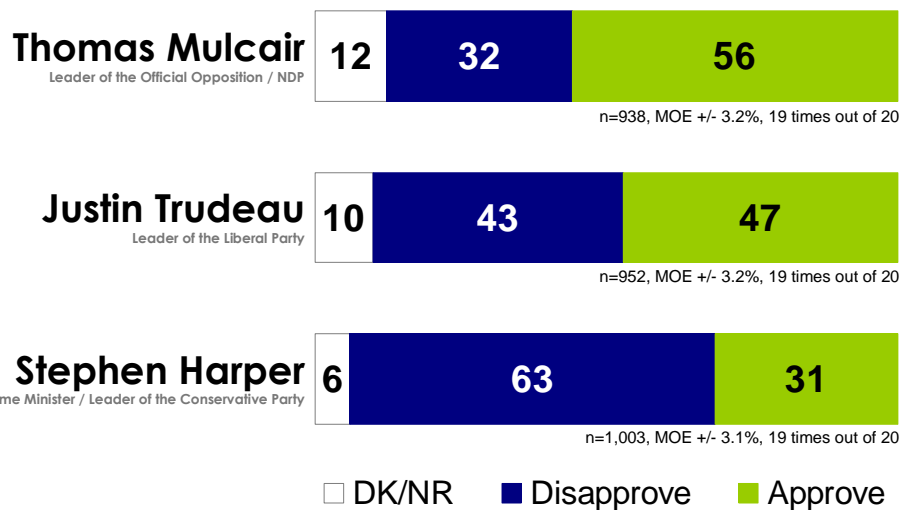
DK/NR  Not serious (1-2)  Somewhat serious (3-5)  Very serious (6-7)

## Trudeau up, Harper down on approval

In another bit of good news for the Liberals, Justin Trudeau's approval numbers have rebounded and he once again enjoys a net positive approval score. Stephen Harper's approval rating, meanwhile, has gone down and less than one-third of Canadians now approve of the way he is running the country. Mr. Mulcair maintains a huge advantage on approval and continues to be the only leader who can boast that a majority of Canadians approve of the way he is handling his job.

### Job approval ratings

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

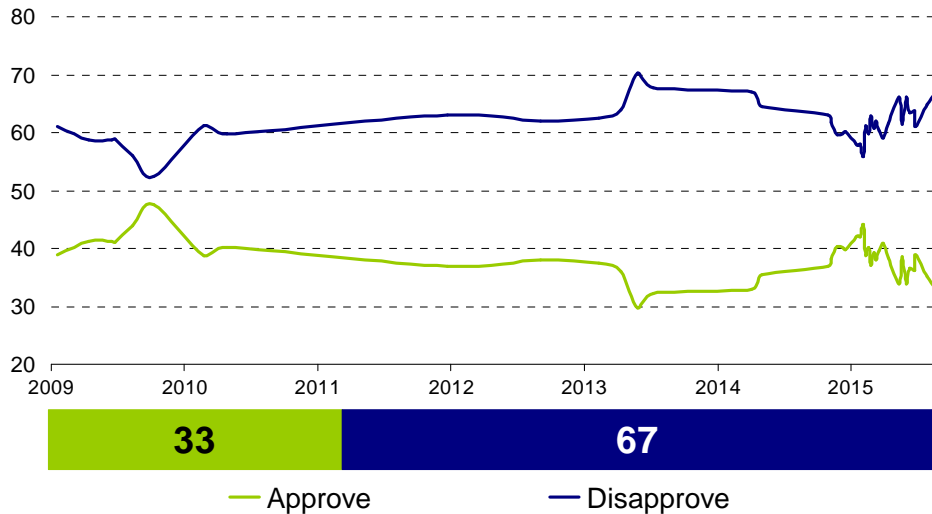


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BASE: Canadians (third-sample each); August 12-18, 2015

## Approval: Stephen Harper (adjusted\*)

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?



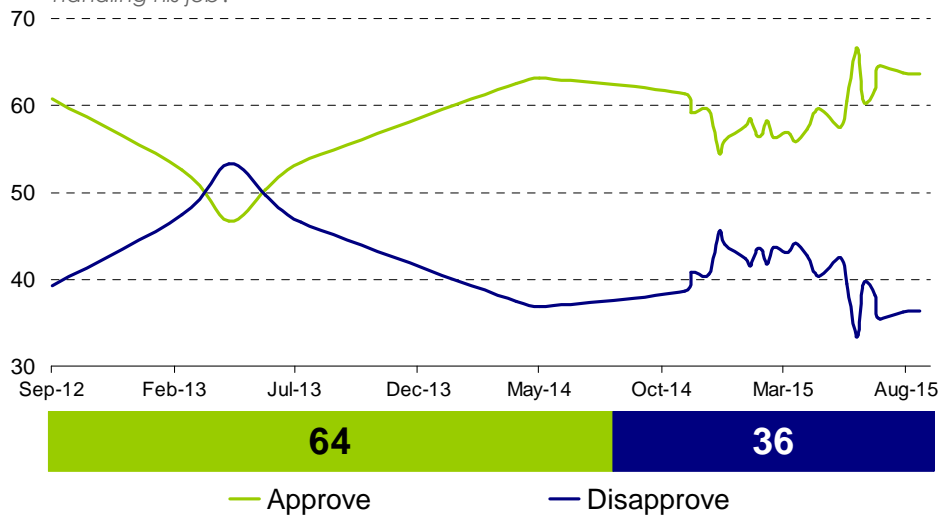
\*Figures adjusted to exclude those who skipped the question.

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BASE: Canadians (third-sample); August 12-18, 2015 (n=1,003), MOE +/- 3.1%, 19 times out of 20

## Approval: Thomas Mulcair (adjusted\*)

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?



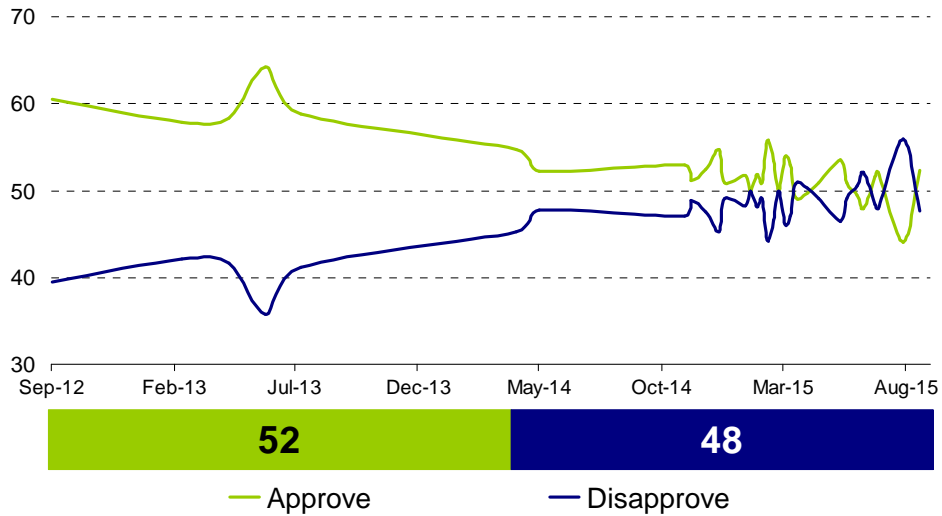
\*Figures adjusted to exclude those who skipped the question.

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BASE: Canadians (third-sample); August 12-18, 2015 (n=938), MOE +/- 3.2%, 19 times out of 20

## Approval: Justin Trudeau (adjusted\*)

Q. Do you approve or disapprove of the way Justin Trudeau, leader of the Liberal Party of Canada, is handling his job?



\*Figures adjusted to exclude those who skipped the question.

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BASE: Canadians (third-sample); August 12-18, 2015 (n=952), MOE +/- 3.2%, 19 times out of 20



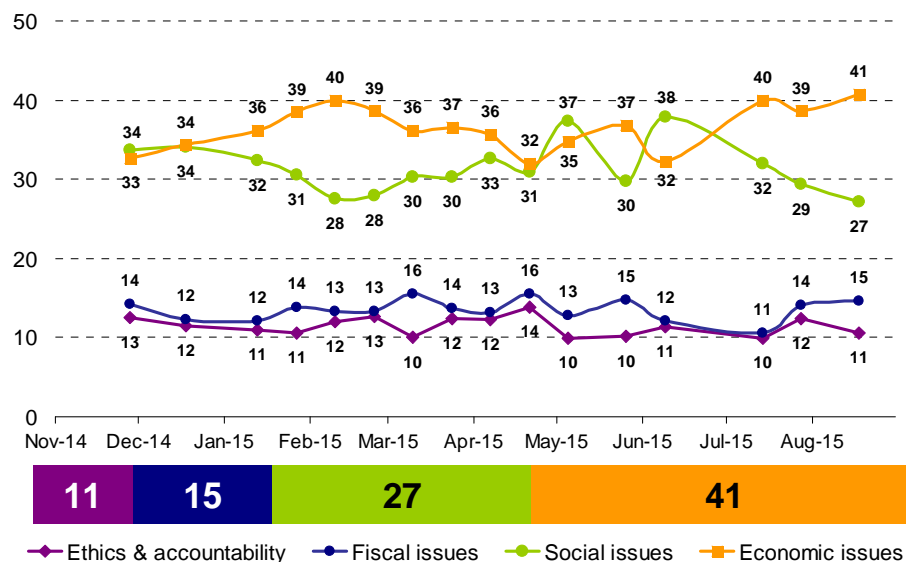
## It's the economy (and middle class), stupid!

Finally, we updated our tracking on most important election issue. The economy is now blotting out social, fiscal, and ethics issues; restoring middle class progress is similarly eclipsing issues related to the environment, security, and democratic renewal. These findings come at a particularly bad time for the current government, when both short- and medium-term economic outlook looking lousy (and possibly falling).

All in all, the Conservatives seem to be sitting on an inventory of gloom: the Duffy affair, Mr. Harper's sagging approval ratings, abysmal ratings on direction of country and government, and a downright lousy economic outlook. Furthermore, our internal tracking suggests that Conservative supporters are actually *less* certain that they will show up and vote on Election Day. All of this leads us to think that the Government is on a banana peel and could be headed for an uncorrectable decline at a time when they desperately need to grow.

## Most important issue

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

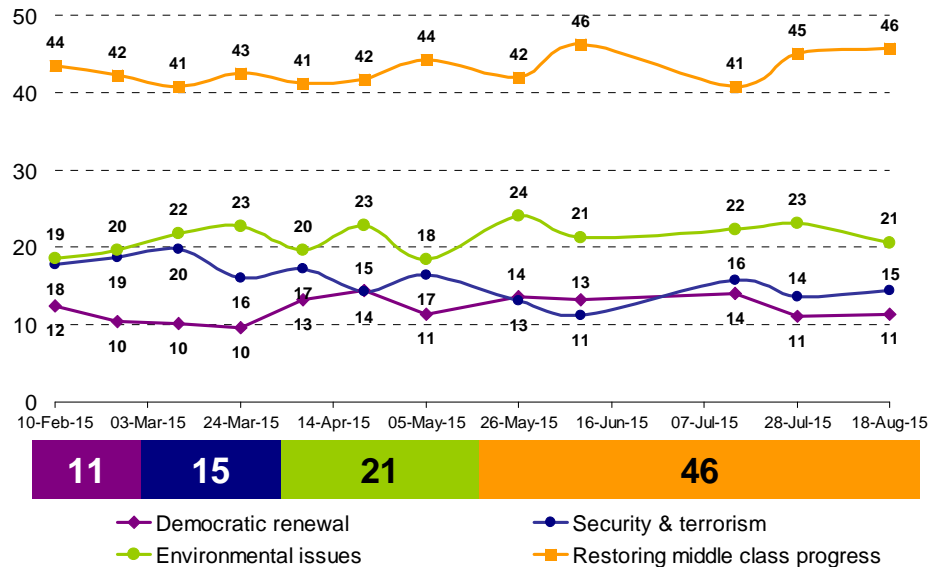


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BASE: Canadians (half-sample); August 12-18, 2015 (n=1,450), MOE +/- 2.6%, 19 times out of 20

## Most important issue

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

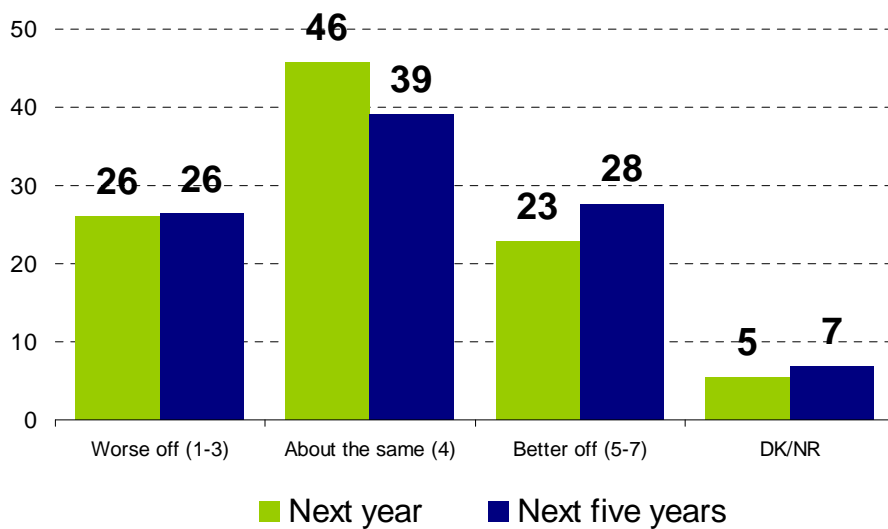


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BASE: Canadians (half-sample); August 12-18, 2015 (n=1,443), MOE +/- 2.6%, 19 times out of 20

## 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?



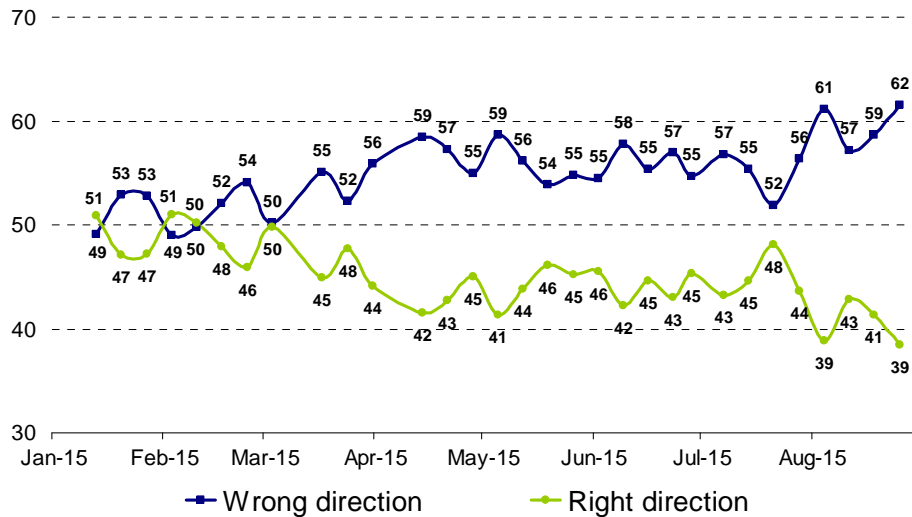
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BASE: Canadians (half-sample); August 12-18, 2015 (n=1,427/1,466), MOE +/- 2.6%, 19 times out of 20

## Direction of country/government

### Direction of country (adjusted\*)

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



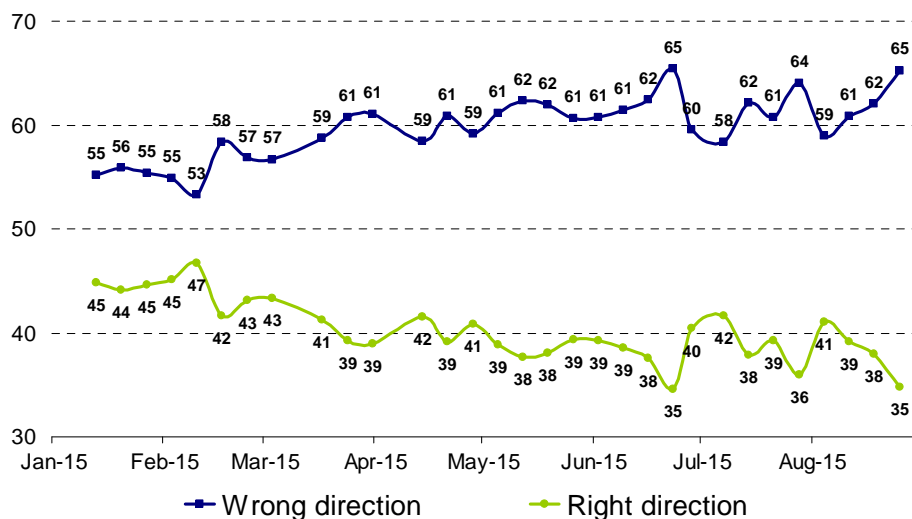
\*Figures adjusted to exclude those who skipped the question.

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BASE: Canadians (half-sample); August 19-25, 2015 (n=1,705), MOE +/- 2.4%, 19 times out of 20

### Direction of government (adjusted\*)

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



\*Figures adjusted to exclude those who skipped the question.

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BASE: Canadians (half-sample); August 19-25, 2015 (n=1,819), MOE +/- 2.3%, 19 times out of 20

## Detailed Tables:

<b>National Federal Vote Intention (decided and leaning voters only)</b>								
<i>Field Dates: August 19-25, 2015</i>								
<i>Q. If a federal election were held tomorrow, which party would you vote for?</i>								
<i>[If undecided] Even if you do not have a firm idea, are you leaning towards a party?</i>								
<i>[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 (+/-)
<b>NATIONALLY</b>	<b>26.7%</b>	<b>28.1%</b>	<b>33.6%</b>	<b>5.8%</b>	<b>4.1%</b>	<b>1.7%</b>	<b>3099</b>	<b>1.8</b>
REGION								
British Columbia	23.5%	28.4%	37.7%	9.3%	–	1.1%	440	4.7
Alberta	18.2%	50.5%	23.0%	4.2%	–	4.1%	339	5.3
Saskatchewan	25.1%	41.6%	26.5%	6.6%	–	0.3%	123	8.8
Manitoba	34.1%	29.8%	24.5%	9.5%	–	2.2%	141	8.3
Ontario	33.3%	29.8%	30.2%	5.0%	–	1.7%	1008	3.1
Quebec	15.6%	17.4%	43.9%	4.9%	17.0%	1.2%	776	3.5
Atlantic Canada	44.7%	13.5%	33.9%	6.9%	–	1.1%	267	6.0
GENDER								
Male	23.9%	32.4%	32.7%	5.3%	4.4%	1.3%	1518	2.5
Female	29.5%	23.9%	34.4%	6.3%	3.8%	2.0%	1554	2.5
AGE								
<35	26.4%	23.6%	38.6%	5.6%	3.7%	2.1%	273	5.9
35-49	25.6%	26.6%	34.5%	7.2%	4.9%	1.1%	595	4.0
50-64	28.6%	27.2%	32.1%	5.0%	5.5%	1.7%	1081	3.0
65+	26.2%	37.4%	27.7%	5.3%	1.8%	1.7%	1122	2.9
EDUCATION								
High school or less	23.4%	36.1%	26.5%	4.7%	6.4%	2.9%	577	4.1
College or CEGEP	25.2%	29.5%	35.6%	5.9%	2.7%	1.1%	1056	3.0
University or higher	30.7%	20.5%	37.4%	6.7%	3.7%	1.0%	1423	2.6

### **Attention to Mike Duffy Trial**

*Field Dates: August 19-25, 2015*

*Q. There are number of issues of the day that Canadians are following. How closely are you following each of the following issues or events?*

*The trial of senator Mike Duffy*

	Not at all	Somewhat closely	Very closely	Don't know / No response	Sample Size	Margin of Error (+/-)
<b>NATIONALLY</b>	<b>26.8%</b>	<b>39.8%</b>	<b>28.8%</b>	<b>4.5%</b>	<b>3524</b>	<b>1.7</b>
<b>REGION</b>						
British Columbia	26.2%	43.6%	26.2%	4.0%	497	4.4
Alberta	34.4%	36.7%	23.5%	5.4%	390	5.0
Saskatchewan	26.9%	40.3%	25.7%	7.1%	147	8.1
Manitoba	22.2%	33.4%	37.8%	6.6%	155	7.9
Ontario	20.9%	41.2%	34.5%	3.4%	1148	2.9
Quebec	35.9%	36.9%	21.8%	5.4%	868	3.3
Atlantic Canada	18.8%	43.5%	32.1%	5.7%	312	5.6
<b>GENDER</b>						
Male	28.3%	39.5%	30.7%	1.6%	1646	2.4
Female	27.0%	42.4%	28.7%	2.0%	1743	2.4
<b>AGE</b>						
<35	39.8%	37.0%	20.5%	2.6%	310	5.6
35-49	26.5%	43.8%	27.9%	1.8%	649	3.9
50-64	22.0%	43.5%	33.6%	0.9%	1203	2.8
65+	18.6%	39.1%	40.5%	1.7%	1225	2.8
<b>EDUCATION</b>						
High school or less	40.0%	37.4%	20.3%	2.3%	647	3.9
College or CEGEP	26.1%	46.0%	26.5%	1.4%	1161	2.9
University or higher	18.9%	39.7%	39.9%	1.5%	1559	2.5
<b>CURRENT VOTE INTENTION</b>						
Liberal Party	17.6%	39.1%	41.1%	2.2%	804	3.5
Conservative Party	34.4%	50.4%	14.2%	1.1%	881	3.3
NDP	20.5%	41.4%	36.4%	1.6%	1020	3.1
Green Party	38.3%	30.0%	30.9%	0.8%	177	7.4
Bloc Québécois	35.0%	36.1%	26.3%	2.5%	129	8.6

### **Mike Duffy versus Stephen Harper**

*Field Dates: August 19-25, 2015*

*Q. As you may know, Mike Duffy claims that the \$90,000 cheque he received from Nigel Wright was part of a conspiracy created by senior members of the Prime Minister's Office to make the issue disappear. Stephen Harper claims he knew nothing about the cheque and it was solely the actions of Nigel Wright. Whose account do you mostly believe?*

	Stephen Harper	Mike Duffy	Neither	Don't know / No response	Sample Size	Margin of Error (+/-)
<b>NATIONALLY</b>	<b>20.7%</b>	<b>26.9%</b>	<b>47.4%</b>	<b>5.0%</b>	<b>3150</b>	<b>1.8</b>
<b>REGION</b>						
British Columbia	23.3%	29.0%	42.4%	5.4%	422	4.8
Alberta	33.3%	16.9%	43.5%	6.4%	327	5.4
Saskatchewan	21.1%	21.7%	52.0%	5.1%	125	8.8
Manitoba	28.8%	25.8%	39.9%	5.4%	142	8.2
Ontario	19.8%	28.2%	48.1%	3.9%	1047	3.0
Quebec	16.3%	26.5%	51.8%	5.3%	785	3.5
Atlantic Canada	12.8%	34.5%	45.3%	7.3%	297	5.7
<b>GENDER</b>						
Male	24.6%	29.5%	43.9%	2.0%	1472	2.6
Female	18.1%	25.9%	53.2%	2.8%	1559	2.5
<b>AGE</b>						
<35	17.6%	27.6%	52.1%	2.7%	275	5.9
35-49	20.3%	27.0%	49.9%	2.7%	588	4.0
50-64	20.2%	30.3%	47.6%	2.0%	1064	3.0
65+	29.4%	25.2%	43.4%	2.1%	1103	3.0
<b>EDUCATION</b>						
High school or less	27.4%	22.2%	47.7%	2.7%	565	4.1
College or CEGEP	23.0%	22.8%	52.3%	1.9%	1048	3.0
University or higher	15.2%	36.2%	46.2%	2.4%	1400	2.6
<b>CURRENT VOTE INTENTION</b>						
Liberal Party	9.0%	37.0%	52.7%	1.3%	736	3.6
Conservative Party	62.3%	4.3%	31.6%	1.8%	784	3.5
NDP	5.7%	39.5%	53.1%	1.7%	916	3.2
Green Party	9.1%	30.9%	58.5%	1.5%	158	7.8
Bloc Québécois	8.8%	27.1%	60.7%	3.4%	115	9.1

### **Perceived Seriousness of the Mike Duffy Affair**

*Field Dates: August 19-25, 2015*

*Q. How would you rate the overall seriousness of the following Canadian political scandals?*

*First, the Mike Duffy affair.*

	Not serious (1-2)	Somewhat serious (3-5)	Very serious (6-7)	Don't know / No response	Sample Size	Margin of Error (+/-)
<b>NATIONALLY</b>	<b>18.3%</b>	<b>36.6%</b>	<b>39.5%</b>	<b>5.5%</b>	<b>3150</b>	<b>1.8</b>
<b>REGION</b>						
British Columbia	17.9%	35.4%	41.5%	5.2%	422	4.8
Alberta	25.4%	36.5%	30.4%	7.7%	327	5.4
Saskatchewan	22.6%	37.5%	33.3%	6.5%	125	8.8
Manitoba	23.4%	32.2%	38.0%	6.3%	142	8.2
Ontario	18.3%	38.6%	38.5%	4.5%	1047	3.0
Quebec	15.3%	34.6%	44.4%	5.7%	785	3.5
Atlantic Canada	13.7%	36.0%	43.4%	7.0%	297	5.7
<b>GENDER</b>						
Male	24.4%	35.8%	37.6%	2.2%	1472	2.6
Female	13.5%	39.9%	43.4%	3.3%	1559	2.5
<b>AGE</b>						
<35	22.5%	35.1%	37.9%	4.4%	275	5.9
35-49	16.3%	40.6%	39.9%	3.4%	588	4.0
50-64	17.7%	36.3%	44.7%	1.3%	1064	3.0
65+	18.8%	39.3%	40.0%	1.8%	1103	3.0
<b>EDUCATION</b>						
High school or less	25.3%	35.8%	35.1%	3.7%	565	4.1
College or CEGEP	18.0%	39.0%	40.4%	2.7%	1048	3.0
University or higher	14.8%	38.4%	44.9%	1.9%	1400	2.6
<b>CURRENT VOTE INTENTION</b>						
Liberal Party	9.8%	37.4%	50.7%	2.0%	736	3.6
Conservative Party	42.0%	43.1%	13.1%	1.9%	784	3.5
NDP	11.2%	36.0%	50.5%	2.3%	916	3.2
Green Party	10.9%	38.8%	48.8%	1.5%	158	7.8
Bloc Québécois	4.1%	27.6%	67.4%	1.0%	115	9.1

### **Perceived Seriousness of the Sponsorship Scandal**

*Field Dates: August 19-25, 2015*

*Q. Next, the 2004 Sponsorship Scandal.*

	Not serious (1-2)	Somewhat serious (3-5)	Very serious (6-7)	Don't know / No response	Sample Size	Margin of Error (+/-)
<b>NATIONALLY</b>	<b>16.6%</b>	<b>41.3%</b>	<b>35.1%</b>	<b>7.0%</b>	<b>3150</b>	<b>1.8</b>
<b>REGION</b>						
British Columbia	19.9%	46.5%	25.8%	7.8%	422	4.8
Alberta	18.6%	47.8%	23.5%	10.1%	327	5.4
Saskatchewan	22.6%	46.4%	21.8%	9.2%	125	8.8
Manitoba	22.5%	45.6%	21.9%	9.9%	142	8.2
Ontario	17.0%	47.0%	29.7%	6.4%	1047	3.0
Quebec	12.2%	23.9%	58.7%	5.2%	785	3.5
Atlantic Canada	14.6%	44.3%	32.9%	8.2%	297	5.7
<b>GENDER</b>						
Male	20.6%	40.7%	35.9%	2.7%	1472	2.6
Female	13.5%	44.6%	36.5%	5.3%	1559	2.5
<b>AGE</b>						
<35	21.6%	43.8%	30.4%	4.2%	275	5.9
35-49	14.1%	42.1%	39.7%	4.1%	588	4.0
50-64	16.2%	39.9%	41.7%	2.1%	1064	3.0
65+	16.0%	45.5%	32.1%	6.4%	1103	3.0
<b>EDUCATION</b>						
High school or less	21.7%	41.6%	32.2%	4.3%	565	4.1
College or CEGEP	14.6%	44.8%	36.6%	4.0%	1048	3.0
University or higher	15.8%	42.0%	39.1%	3.2%	1400	2.6
<b>CURRENT VOTE INTENTION</b>						
Liberal Party	18.7%	50.2%	27.3%	3.9%	736	3.6
Conservative Party	23.8%	45.1%	27.5%	3.7%	784	3.5
NDP	11.5%	39.9%	45.8%	2.8%	916	3.2
Green Party	15.0%	45.7%	34.3%	5.1%	158	7.8
Bloc Québécois	5.0%	9.6%	84.5%	1.0%	115	9.1



### **Perceived Seriousness of the Robocall Scandal**

*Field Dates: August 19-25, 2015*

*Q. And finally, the 2011 Canadian federal election voter suppression scandal, also known as the Robocall Scandal.*

	Not serious (1-2)	Somewhat serious (3-5)	Very serious (6-7)	Don't know / No response	Sample Size	Margin of Error (+/-)
<b>NATIONALLY</b>	<b>16.7%</b>	<b>28.0%</b>	<b>49.8%</b>	<b>5.4%</b>	<b>3150</b>	<b>1.8</b>
<b>REGION</b>						
British Columbia	17.0%	26.7%	51.5%	4.8%	422	4.8
Alberta	26.6%	28.7%	37.5%	7.2%	327	5.4
Saskatchewan	23.2%	26.7%	44.2%	5.9%	125	8.8
Manitoba	18.3%	25.0%	49.2%	7.6%	142	8.2
Ontario	16.0%	32.8%	46.7%	4.5%	1047	3.0
Quebec	13.1%	21.6%	60.0%	5.3%	785	3.5
Atlantic Canada	14.2%	27.4%	50.5%	8.0%	297	5.7
<b>GENDER</b>						
Male	23.5%	25.1%	49.4%	1.9%	1472	2.6
Female	11.2%	32.7%	52.8%	3.3%	1559	2.5
<b>AGE</b>						
<35	19.8%	25.7%	51.4%	3.0%	275	5.9
35-49	15.7%	28.7%	52.9%	2.7%	588	4.0
50-64	15.9%	27.2%	55.2%	1.7%	1064	3.0
65+	17.2%	35.9%	43.3%	3.5%	1103	3.0
<b>EDUCATION</b>						
High school or less	25.3%	33.9%	38.0%	2.9%	565	4.1
College or CEGEP	15.2%	30.4%	51.3%	3.0%	1048	3.0
University or higher	12.9%	24.0%	61.1%	1.9%	1400	2.6
<b>CURRENT VOTE INTENTION</b>						
Liberal Party	10.2%	26.6%	60.8%	2.4%	736	3.6
Conservative Party	40.1%	40.6%	16.9%	2.3%	784	3.5
NDP	8.6%	21.2%	68.4%	1.8%	916	3.2
Green Party	6.8%	34.0%	56.4%	2.7%	158	7.8
Bloc Québécois	1.4%	18.0%	79.7%	1.0%	115	9.1

### **Approval Rating – Stephen Harper**

*Field Dates: August 12-18, 2015*

*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 (+/-)
<b>NATIONALLY</b>	<b>31.3%</b>	<b>62.8%</b>	<b>5.9%</b>	<b>1003</b>	<b>3.1</b>
<b>REGION</b>					
British Columbia	16.9%	73.5%	9.6%	102	9.7
Alberta	44.9%	49.4%	5.7%	109	9.4
Saskatchewan	34.6%	61.8%	3.6%	31	17.6
Manitoba	47.5%	39.4%	13.1%	37	16.1
Ontario	36.8%	58.5%	4.7%	359	5.2
Quebec	24.6%	68.9%	6.6%	280	5.9
Atlantic Canada	17.0%	80.1%	2.8%	83	10.8
<b>GENDER</b>					
Male	38.7%	60.0%	1.3%	462	4.6
Female	26.6%	70.5%	2.9%	490	4.4
<b>AGE</b>					
<35	29.4%	69.6%	1.0%	91	10.3
35-49	35.5%	62.7%	1.8%	190	7.1
50-64	28.3%	68.2%	3.5%	334	5.4
65+	39.0%	57.9%	3.1%	341	5.3
<b>EDUCATION</b>					
High school or less	36.1%	63.0%	0.9%	227	6.5
College or CEGEP	36.7%	59.6%	3.7%	285	5.8
University or higher	26.3%	71.8%	1.9%	434	4.7
<b>CURRENT VOTE INTENTION</b>					
Liberal Party	12.9%	86.1%	1.0%	198	7.0
Conservative Party	86.8%	13.0%	0.2%	260	6.1
NDP	6.8%	91.4%	1.8%	301	5.7
Green Party	8.5%	89.4%	2.1%	46	14.5
Bloc Québécois	8.5%	82.9%	8.6%	36	16.3

### **Approval Rating – Thomas Mulcair**

*Field Dates: August 12-18, 2015*

*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 (+/-)
<b>NATIONALLY</b>	<b>55.8%</b>	<b>32.0%</b>	<b>12.2%</b>	<b>938</b>	<b>3.2</b>
<b>REGION</b>					
British Columbia	70.5%	26.0%	3.5%	81	10.9
Alberta	34.7%	50.0%	15.3%	99	9.9
Saskatchewan	37.3%	42.0%	20.8%	38	15.9
Manitoba	43.1%	34.4%	22.6%	45	14.6
Ontario	57.0%	27.6%	15.4%	341	5.3
Quebec	59.1%	32.6%	8.2%	258	6.1
Atlantic Canada	61.9%	30.4%	7.8%	76	11.2
<b>GENDER</b>					
Male	63.0%	31.7%	5.3%	438	4.7
Female	54.1%	35.3%	10.6%	448	4.6
<b>AGE</b>					
<35	55.1%	29.3%	15.5%	96	10.0
35-49	61.3%	35.5%	3.1%	153	7.9
50-64	60.9%	33.1%	6.0%	305	5.6
65+	58.3%	36.9%	4.8%	334	5.4
<b>EDUCATION</b>					
High school or less	50.4%	40.4%	9.2%	205	6.8
College or CEGEP	53.8%	38.7%	7.5%	271	6.0
University or higher	69.4%	24.1%	6.5%	405	4.9
<b>CURRENT VOTE INTENTION</b>					
Liberal Party	58.9%	34.0%	7.2%	181	7.3
Conservative Party	35.2%	57.5%	7.3%	246	6.3
NDP	88.4%	9.9%	1.7%	273	5.9
Green Party	71.9%	17.0%	11.1%	45	14.6
Bloc Québécois	49.8%	43.3%	6.9%	39	15.7

### **Approval Rating – Justin Trudeau**

*Field Dates: August 12-18, 2015*

*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 (+/-)
<b>NATIONALLY</b>	<b>47.1%</b>	<b>42.9%</b>	<b>10.0%</b>	<b>952</b>	<b>3.2</b>
<b>REGION</b>					
British Columbia	48.5%	47.0%	4.5%	95	10.1
Alberta	36.9%	49.0%	14.1%	95	10.1
Saskatchewan	56.7%	31.5%	11.8%	34	16.8
Manitoba	73.4%	21.0%	5.5%	50	13.9
Ontario	44.3%	43.8%	11.9%	348	5.3
Quebec	46.7%	44.3%	9.0%	259	6.1
Atlantic Canada	52.5%	36.4%	11.1%	70	11.7
<b>GENDER</b>					
Male	51.7%	42.6%	5.7%	420	4.8
Female	46.6%	46.3%	7.1%	488	4.4
<b>AGE</b>					
<35	50.1%	46.4%	3.5%	84	10.7
35-49	47.7%	43.4%	8.9%	174	7.4
50-64	49.4%	42.1%	8.4%	322	5.5
65+	45.9%	48.8%	5.3%	331	5.4
<b>EDUCATION</b>					
High school or less	44.5%	50.4%	5.1%	210	6.8
College or CEGEP	47.7%	44.8%	7.5%	300	5.7
University or higher	53.1%	39.6%	7.3%	399	4.9
<b>CURRENT VOTE INTENTION</b>					
Liberal Party	83.5%	12.8%	3.7%	202	6.9
Conservative Party	24.9%	70.5%	4.7%	238	6.4
NDP	52.8%	40.7%	6.5%	257	6.1
Green Party	41.3%	54.8%	3.9%	55	13.2
Bloc Québécois	26.9%	73.1%	0.0%	35	16.6

### **Most Important Issue (Version 1)**

*Field Dates: August 12-18, 2015*

*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 (+/-)
<b>NATIONALLY</b>	<b>10.6%</b>	<b>40.7%</b>	<b>14.6%</b>	<b>27.1%</b>	<b>7.1%</b>	<b>1450</b>	<b>2.6</b>
<b>REGION</b>							
British Columbia	7.8%	37.4%	15.2%	32.1%	7.5%	133	8.5
Alberta	7.8%	43.4%	23.7%	15.9%	9.2%	155	7.9
Saskatchewan	11.9%	41.2%	10.3%	24.3%	12.3%	49	14.0
Manitoba	12.8%	32.6%	19.7%	22.7%	12.1%	71	11.6
Ontario	13.8%	41.8%	14.7%	22.9%	6.8%	524	4.3
Quebec	7.0%	39.1%	9.6%	39.0%	5.3%	399	4.9
Atlantic Canada	12.9%	41.5%	15.8%	23.6%	6.2%	117	9.1
<b>GENDER</b>							
Male	13.4%	42.8%	19.5%	21.6%	2.7%	649	3.9
Female	8.6%	42.0%	11.6%	34.8%	3.0%	719	3.7
<b>AGE</b>							
<35	9.7%	30.7%	23.1%	34.4%	2.0%	131	8.6
35-49	10.7%	41.2%	14.8%	29.5%	3.8%	255	6.1
50-64	12.3%	50.9%	9.9%	24.8%	2.1%	469	4.5
65+	10.5%	48.3%	12.8%	24.3%	4.0%	520	4.3
<b>EDUCATION</b>							
High school or less	10.4%	44.9%	21.0%	20.7%	3.1%	327	5.4
College or CEGEP	10.5%	43.7%	13.8%	29.7%	2.3%	431	4.7
University or higher	12.3%	38.9%	11.8%	34.1%	2.9%	610	4.0
<b>CURRENT VOTE INTENTION</b>							
Liberal Party	15.4%	44.7%	12.2%	25.7%	2.0%	282	5.8
Conservative Party	2.5%	61.7%	21.3%	12.3%	2.2%	375	5.1
NDP	15.1%	30.9%	11.5%	41.1%	1.4%	407	4.9
Green Party	14.3%	37.8%	15.8%	30.7%	1.4%	77	11.2
Bloc Québécois	2.7%	29.6%	8.9%	58.8%	0.0%	68	11.9

### **Most Important Issue (Version 2)**

*Field Dates: August 12-18, 2015*

*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 (+/-)
<b>NATIONALLY</b>	<b>45.7%</b>	<b>20.6%</b>	<b>14.5%</b>	<b>11.3%</b>	<b>7.9%</b>	<b>1443</b>	<b>2.6</b>
<b>REGION</b>							
British Columbia	30.3%	37.4%	13.5%	13.2%	5.7%	145	8.1
Alberta	57.5%	11.5%	15.5%	7.5%	8.0%	148	8.1
Saskatchewan	29.6%	35.4%	20.4%	5.5%	9.1%	54	13.3
Manitoba	22.7%	24.8%	31.1%	11.1%	10.3%	61	12.6
Ontario	44.5%	16.9%	16.0%	12.2%	10.4%	524	4.3
Quebec	55.9%	18.0%	8.2%	12.0%	6.0%	398	4.9
Atlantic Canada	50.4%	19.9%	18.1%	8.2%	3.4%	112	9.3
<b>GENDER</b>							
Male	48.3%	17.1%	16.7%	14.2%	3.7%	671	3.8
Female	47.0%	25.2%	13.5%	9.2%	5.0%	707	3.7
<b>AGE</b>							
<35	45.8%	25.3%	13.2%	12.3%	3.5%	140	8.3
35-49	53.5%	17.7%	14.9%	10.5%	3.4%	262	6.1
50-64	50.5%	21.2%	10.5%	11.3%	6.5%	492	4.4
65+	36.8%	19.7%	25.1%	13.7%	4.7%	486	4.5
<b>EDUCATION</b>							
High school or less	46.2%	18.8%	21.8%	8.5%	4.7%	315	5.5
College or CEGEP	54.2%	17.8%	12.2%	10.1%	5.7%	425	4.8
University or higher	42.9%	26.7%	12.0%	15.7%	2.7%	628	3.9
<b>CURRENT VOTE INTENTION</b>							
Liberal Party	55.2%	21.4%	8.9%	10.6%	3.9%	299	5.7
Conservative Party	47.8%	7.1%	35.4%	4.9%	4.8%	369	5.1
NDP	47.1%	29.9%	4.0%	17.3%	1.7%	424	4.8
Green Party	39.2%	44.4%	1.7%	12.8%	2.0%	69	11.8
Bloc Québécois	51.2%	18.0%	11.6%	16.3%	2.8%	42	15.1

### **Short-Term Personal Financial Outlook**

*Field Dates: August 12-18, 2015*

*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?*

	Worse (1-3)	About the same (4)	Better (5-7)	Don't know / No response	Sample Size	Margin of Error (+/-)
<b>NATIONALLY</b>	<b>26.1%</b>	<b>45.7%</b>	<b>22.9%</b>	<b>5.4%</b>	<b>1427</b>	<b>2.6</b>
<b>REGION</b>						
British Columbia	29.2%	47.3%	19.1%	4.3%	131	8.6
Alberta	36.1%	38.7%	20.0%	5.2%	154	7.9
Saskatchewan	35.7%	35.0%	23.9%	5.3%	58	12.9
Manitoba	9.9%	38.8%	45.1%	6.1%	66	12.1
Ontario	22.8%	44.7%	26.2%	6.3%	508	4.4
Quebec	26.9%	52.6%	15.6%	4.8%	393	4.9
Atlantic Canada	25.9%	48.8%	20.8%	4.5%	115	9.1
<b>GENDER</b>						
Male	23.8%	43.7%	30.7%	1.8%	673	3.8
Female	30.0%	51.5%	17.3%	1.2%	680	3.8
<b>AGE</b>						
<35	28.4%	33.9%	36.6%	1.1%	120	9.0
35-49	27.9%	40.4%	30.0%	1.7%	258	6.1
50-64	30.7%	52.0%	15.7%	1.7%	483	4.5
65+	19.1%	67.8%	11.3%	1.8%	502	4.4
<b>EDUCATION</b>						
High school or less	26.4%	51.1%	21.5%	0.9%	316	5.5
College or CEGEP	29.1%	46.8%	22.1%	2.0%	412	4.8
University or higher	25.7%	45.1%	27.6%	1.6%	618	3.9
<b>CURRENT VOTE INTENTION</b>						
Liberal Party	30.6%	44.6%	23.7%	1.2%	302	5.6
Conservative Party	18.5%	48.7%	30.6%	2.1%	357	5.2
NDP	26.4%	50.8%	21.6%	1.2%	414	4.8
Green Party	21.6%	39.4%	35.2%	3.7%	60	12.7
Bloc Québécois	25.2%	60.5%	13.5%	0.8%	52	13.6

### **Medium-Term Personal Financial Outlook**

*Field Dates: August 12-18, 2015*

*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?*

	Worse (1-3)	About the same (4)	Better (5-7)	Don't know / No response	Sample Size	Margin of Error (+/-)
<b>NATIONALLY</b>	<b>26.4%</b>	<b>39.1%</b>	<b>27.7%</b>	<b>6.9%</b>	<b>1466</b>	<b>2.6</b>
<b>REGION</b>						
British Columbia	31.3%	43.2%	23.3%	2.2%	147	8.1
Alberta	29.8%	27.9%	32.4%	9.9%	149	8.0
Saskatchewan	22.6%	26.6%	44.7%	6.1%	45	14.6
Manitoba	16.2%	44.8%	27.6%	11.4%	66	12.1
Ontario	24.8%	36.5%	31.0%	7.6%	540	4.2
Quebec	25.7%	45.4%	22.1%	6.8%	404	4.9
Atlantic Canada	28.4%	39.4%	25.5%	6.7%	114	9.2
<b>GENDER</b>						
Male	28.0%	38.8%	29.8%	3.4%	647	3.9
Female	26.8%	42.4%	28.2%	2.6%	746	3.6
<b>AGE</b>						
<35	32.5%	25.5%	38.6%	3.4%	151	8.0
35-49	22.4%	37.8%	35.4%	4.3%	259	6.1
50-64	31.0%	46.1%	21.5%	1.4%	478	4.5
65+	21.1%	62.5%	14.8%	1.6%	504	4.4
<b>EDUCATION</b>						
High school or less	32.9%	42.4%	20.8%	3.8%	326	5.4
College or CEGEP	33.4%	40.4%	24.8%	1.3%	444	4.7
University or higher	17.3%	40.2%	39.0%	3.5%	620	3.9
<b>CURRENT VOTE INTENTION</b>						
Liberal Party	33.9%	40.9%	24.4%	0.8%	279	5.9
Conservative Party	17.8%	41.3%	38.1%	2.8%	387	5.0
NDP	25.5%	40.2%	31.4%	2.9%	417	4.8
Green Party	39.9%	26.8%	26.4%	6.9%	86	10.6
Bloc Québécois	31.0%	52.9%	14.4%	1.7%	58	12.9



### **Direction of Country**

*Field Dates: August 19-25, 2015*

*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 (+/-)
<b>NATIONALLY</b>	<b>36.0%</b>	<b>57.6%</b>	<b>6.4%</b>	<b>1705</b>	<b>2.4</b>
<b>REGION</b>					
British Columbia	32.2%	60.1%	7.7%	225	6.5
Alberta	46.1%	48.3%	5.7%	187	7.2
Saskatchewan	38.6%	43.7%	17.7%	83	10.8
Manitoba	27.9%	60.2%	11.9%	72	11.6
Ontario	39.1%	55.2%	5.7%	557	4.2
Quebec	31.1%	63.2%	5.7%	428	4.7
Atlantic Canada	31.5%	66.1%	2.5%	148	8.1
<b>GENDER</b>					
Male	39.9%	56.2%	3.9%	802	3.5
Female	34.4%	62.3%	3.3%	841	3.4
<b>AGE</b>					
<35	31.9%	61.7%	6.4%	147	8.1
35-49	34.6%	62.9%	2.6%	312	5.6
50-64	38.2%	59.3%	2.5%	585	4.1
65+	45.9%	51.3%	2.8%	600	4.0
<b>EDUCATION</b>					
High school or less	45.6%	48.8%	5.7%	307	5.6
College or CEGEP	35.9%	61.5%	2.6%	583	4.1
University or higher	32.1%	65.1%	2.8%	740	3.6
<b>CURRENT VOTE INTENTION</b>					
Liberal Party	28.9%	68.5%	2.6%	373	5.1
Conservative Party	78.9%	19.2%	1.9%	418	4.8
NDP	17.5%	79.2%	3.2%	500	4.4
Green Party	17.5%	82.5%	0.0%	87	10.5
Bloc Québécois	7.1%	92.9%	0.0%	57	13.0

### **Direction of Government**

*Field Dates: August 19-25, 2015*

*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 (+/-)
<b>NATIONALLY</b>	<b>33.2%</b>	<b>62.3%</b>	<b>4.5%</b>	<b>1819</b>	<b>2.3</b>
<b>REGION</b>					
British Columbia	33.2%	61.8%	5.0%	272	5.9
Alberta	47.0%	46.4%	6.5%	203	6.9
Saskatchewan	54.3%	42.4%	3.3%	64	12.3
Manitoba	39.0%	51.5%	9.5%	83	10.8
Ontario	32.9%	63.4%	3.7%	591	4.0
Quebec	26.2%	70.8%	3.0%	440	4.7
Atlantic Canada	23.3%	69.1%	7.6%	164	7.7
<b>GENDER</b>					
Male	39.3%	59.7%	1.0%	844	3.4
Female	29.5%	67.7%	2.8%	902	3.3
<b>AGE</b>					
<35	28.1%	70.6%	1.2%	163	7.7
35-49	33.9%	64.9%	1.2%	337	5.3
50-64	35.5%	62.7%	1.8%	618	3.9
65+	42.2%	54.1%	3.7%	625	3.9
<b>EDUCATION</b>					
High school or less	41.4%	56.9%	1.7%	340	5.3
College or CEGEP	37.2%	60.3%	2.5%	578	4.1
University or higher	25.7%	73.0%	1.2%	819	3.4
<b>CURRENT VOTE INTENTION</b>					
Liberal Party	16.3%	81.9%	1.7%	431	4.7
Conservative Party	89.0%	9.1%	2.0%	463	4.6
NDP	11.7%	87.4%	0.9%	520	4.3
Green Party	23.3%	72.2%	4.5%	90	10.3
Bloc Québécois	11.8%	88.2%	0.0%	72	11.6

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## Methodology:

This study draws on data from two separate surveys, both of which were 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 the first survey are August 12-18, 2015. In total, a random sample of 2,893 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.

The field dates for second survey are August 19-25, 2015. In total, a random sample of 3,524 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.