

Election 2015: Conservatives edge forward leaving NDP and Liberals in second-place tie

Vast uncommitted voters may cause white-knuckle finish, say they'll lock in choices "just before" Oct 19

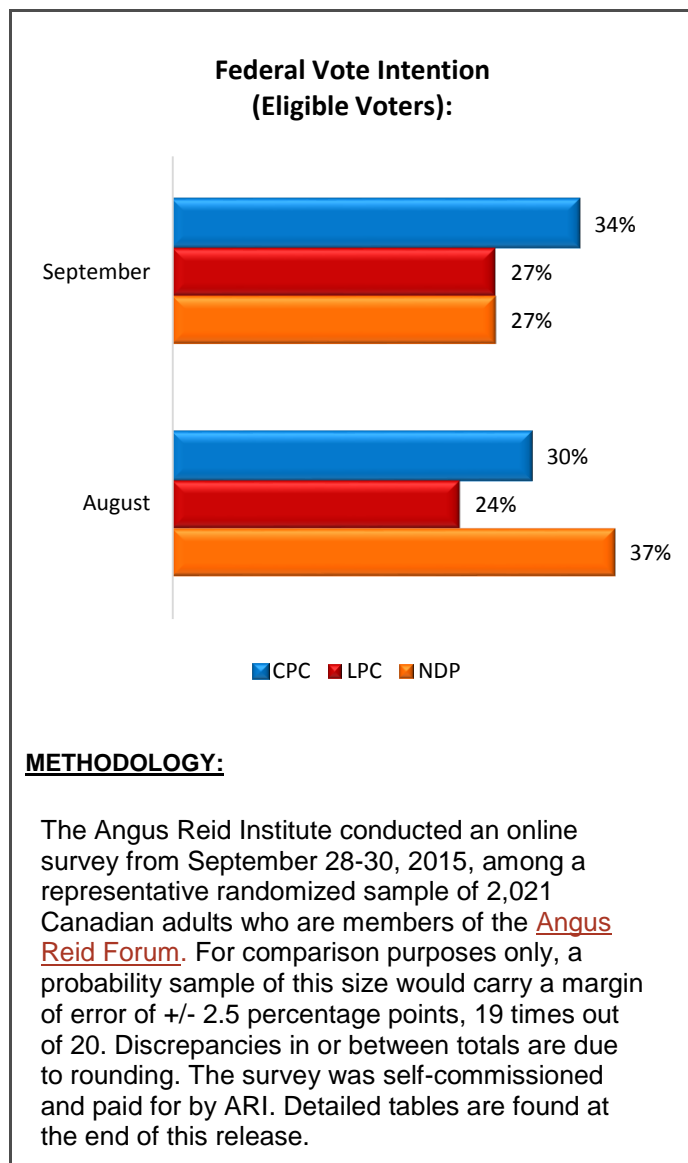
October 1, 2015 – With only 19 days left in the 2015 federal election campaign, a volatile electorate is enabling the Conservative Party of Canada (CPC) to begin to shake loose from the Liberals (LPC) and New Democrats (NDP), while the two opposition parties fight it out for second place.

CPC supporters and strategists should stifle any urges to start popping champagne corks just yet however, as data from this latest public opinion poll from the Angus Reid Institute also shows voters remain intractably uncommitted in their vote intentions: half say they could change their mind before October 19, and for many of those the choice will run right up to the final days of the campaign.

The Party Standings:

This ARI online poll of just over 2,000 eligible Canadian voters shows the Conservatives have opened a seven-point lead over the LPC and NDP, with the support of 34 per cent of decided voters. Nationally, the NDP now stands at 27 per cent, at the same support level as the Liberals (27%).

Compared to data released by the Institute at the [end of August](#), these survey findings indicate modest increases for the CPC and Liberals of four and three points respectively, while the New Democrats have seen their support decline by fully 10 points over the last month, largely due to softening support among eligible voters in Quebec and Ontario.



MEDIA CONTACT:

Shachi Kurl, Senior Vice President: 604.908.1693 shachi.kurl@angusreid.org @shachikurl

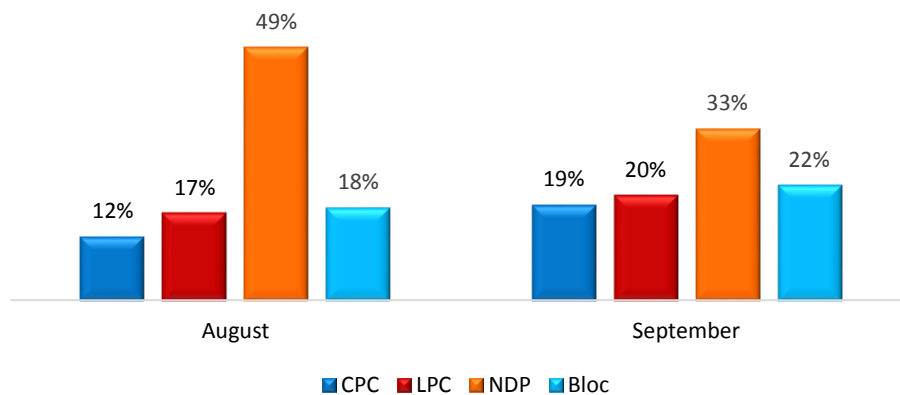
The Regional story:

Full regional results are appended to this release. Below, we highlight the current picture in the three most important regional battlegrounds.

Quebec:

Over the past month of the campaign, Quebec voters have been turning steadily away from the NDP, most recently perhaps as a result of the debate over [an Ontario Muslim woman's legal fight](#) to wear the niqab while taking the oath of citizenship, a prospect [vehemently opposed in Quebec](#). The New Democrats' 16-point decline over the last month puts them fully 10 points back from their 2011 showing here, and boosts the fortunes of every other main party in Quebec – with the Conservatives, Liberals and once moribund Bloc Quebecois all picking up support, as seen in the graph below:

Quebec Vote Intent: (Sept. sample size: 505)



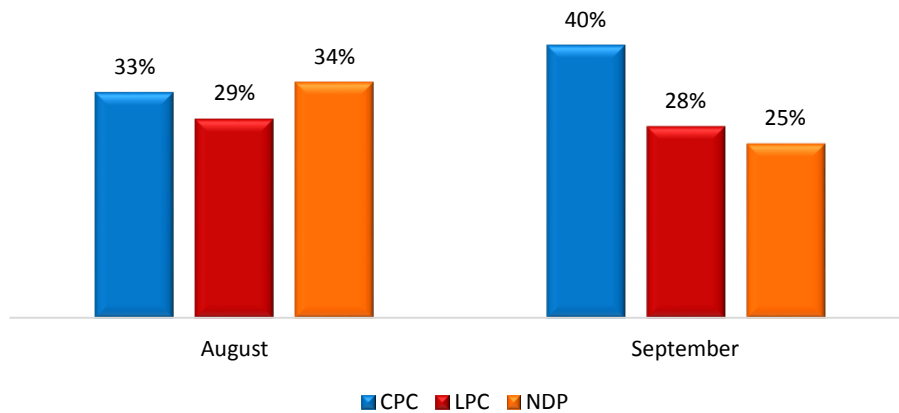
Ontario:

In Canada's most vote-rich province, meanwhile, recent losses for the NDP are near-direct gains for the Conservatives, up seven points in Ontario, where the NDP are down nine, and the Liberals are statistically unchanged (-1).

MEDIA CONTACT:

Shachi Kurl, Senior Vice President: 604.908.1693 shachi.kurl@angusreid.org @shachikurl

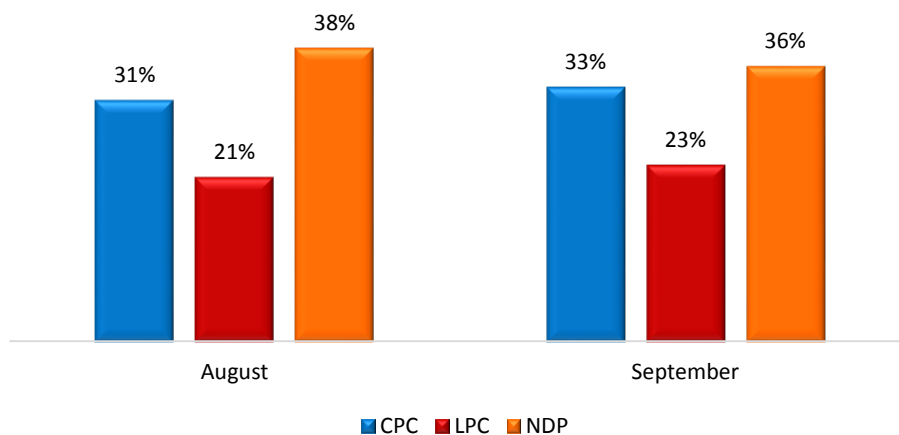
Ontario Vote Intent: (Sept. sample size: 655)



BC:

The western battleground of BC has seen far less volatility over the last month: the main parties' standings remain unchanged, with only slight movements in party support.

British Columbia Vote Intent: (Sept. sample size: 405)



MEDIA CONTACT:

Shachi Kurl, Senior Vice President: 604.908.1693 shachi.kurl@angusreid.org @shachikurl

An Update on the Uncommitted: When will voters lock in?

This poll asked respondents not only *which party* they intend to support, but also *how certain* they are that they will vote for that party -- as opposed to changing their mind sometime before election day. We find a great many eligible voters remain casually unattached -- indeed, over half are only somewhat certain, or uncertain, as to whether the party they say they'll vote for today is indeed the party whose candidate they'll actually cast a ballot for on October 19th.

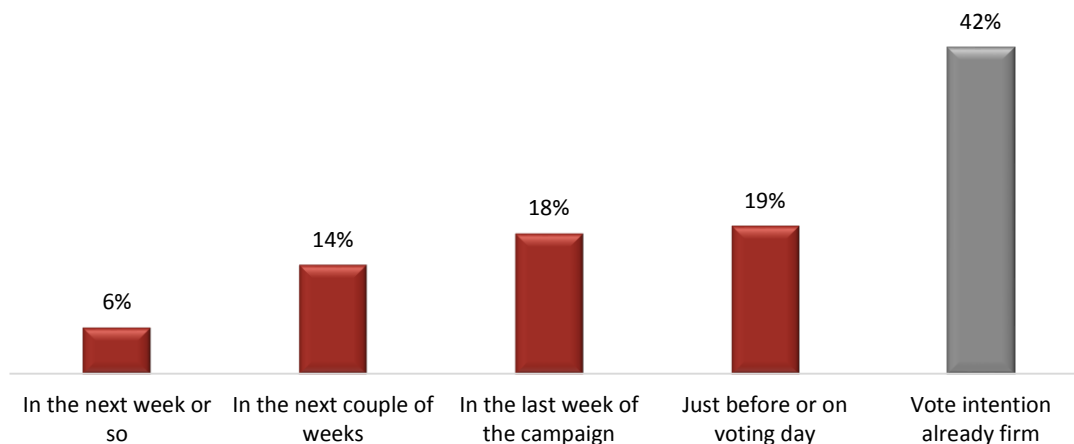
Among the least "locked in"? Those living in Quebec and Ontario -- the two regions showing the biggest shifts in party support over the past middle month of the campaign (see detailed tables at the end of this release), and younger voters.

Two big questions remain – will voters ultimately commit to the party they say they intend to vote for or are leaning towards, and if so when will that happen? On this point, no matter how diligently campaigns work to identify and sway votes, war room strategists, candidates and reporters will all be in for some white-knuckle moments.

Among the almost six-in-ten voters who are leaving themselves at least partly open to changing their minds before October 19 (that is, those who are totally undecided, and those not yet "locked-in") shows:

- One-in-five (18%) say they'll make up their mind in the last week of the campaign
- Another one-in-five (19%) won't finally make up their minds until just before or on voting day

With three weeks left now until voting day, when do you think you will make up your mind? (Eligible Voters)



MEDIA CONTACT:

Shachi Kurl, Senior Vice President: 604.908.1693 shachi.kurl@angusreid.org @shachikurl

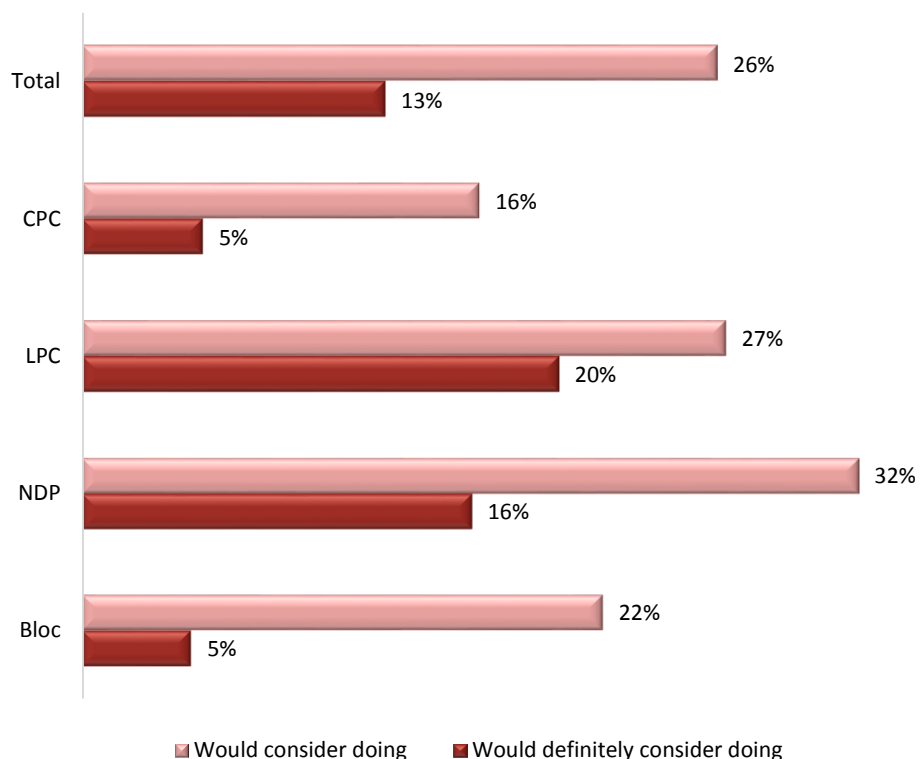
Strategic Voting:

The issue of "strategic voting" has been receiving a lot of attention in this (so far) very competitive election campaign. On this subject, we find most (55%) voters will not rule out the possibility of voting strategically, described broadly as "shifting your support from a first choice candidate to another who has the better chance of beating the candidate you don't want to win."

The concept is very much an "ABC -- Anybody but Conservative" phenomenon in the current context -- with both Liberals and New Democrats far more likely than Conservative supporters to consider a strategic vote; indeed, roughly one-in-five of both opposition parties' supporters say this is something they would "definitely consider doing" and another three-in-ten would broadly consider it.

It is to the other opposition party that these strategic voters would be moving: the largest number of potential Liberal and NDP switchers name the other opposition party as their potential alternate, working out to over four-in-ten of each current support base who would at least consider strategically moving to the other opposition party. The results also show younger and first time voters are much more likely to be open to the possibility of strategic voting, in sharpest contrast to most older voters who would not consider it.

**Percentage of people who would consider strategic voting
(by vote intention):**



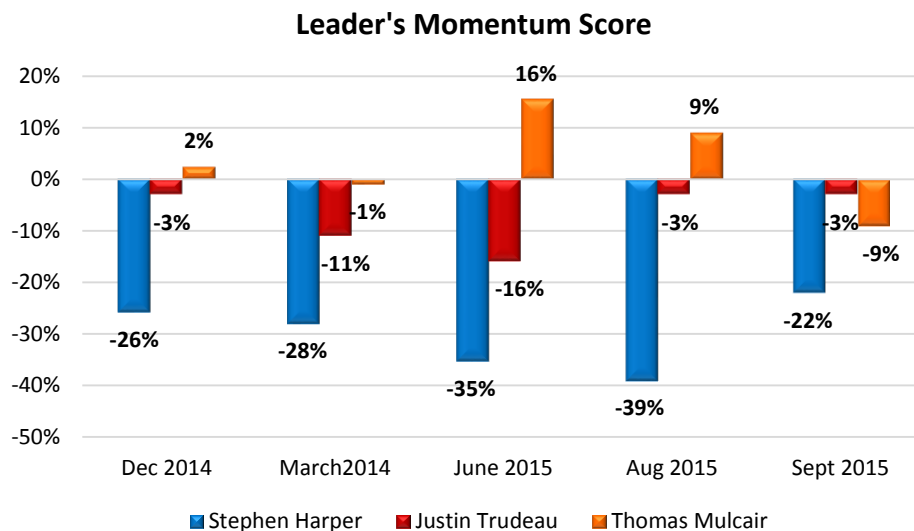
MEDIA CONTACT:

Shachi Kurl, Senior Vice President: 604.908.1693 shachi.kurl@angusreid.org @shachikurl

Leader Momentum:

The notable reversal of fortune for the NDP and leader Thomas Mulcair is visible in the current "momentum scores" -- simply the number of voters reporting a worsened opinion over the recent weeks of the campaign from those reporting an improved opinion.

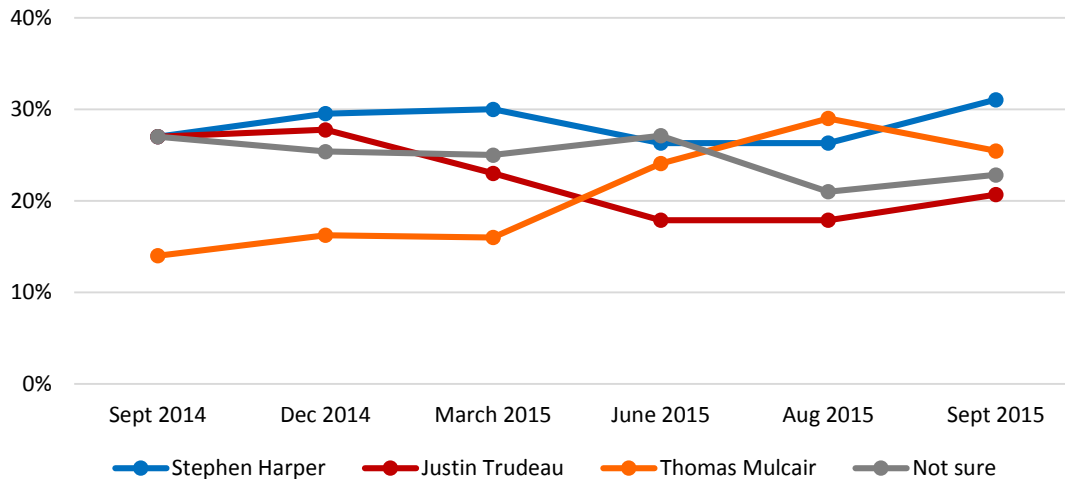
Mulcair has seen a deterioration of 18 points over the last four weeks, from a momentum score of +9 to the current -9. Stephen Harper has seen his momentum score (still in negative territory) improve by about as much: 17 points. The Liberals' Justin Trudeau remains unchanged as seen in the graph below:



Best Prime Minister?

As for who voters think would make the best Prime Minister, Harper has made a significant comeback over the mid-stretch of the campaign -- and is now back in top spot on this key measure. Mulcair has declined a few points and now trails the incumbent. Trudeau has inched up but still trails (indeed, the Liberal leader is surpassed by "not sure" in this wave of polling):

Whom do you think would make the best Prime Minister?



A Note on Methodology

The data from all survey respondents or “eligible voters” uses standard census-based targets to ensure a national sample that is representative of the adult Canadian population as a whole by key demographics such as region, gender, age and education. All survey results are reported for this total group.

*The **Angus Reid Institute (ARI)** was founded in October 2014 by pollster and sociologist, Dr. Angus Reid. ARI is a national, not-for-profit, non-partisan public opinion research organization established to advance education by commissioning, conducting and disseminating to the public accessible and impartial statistical data, research and policy analysis on economics, political science, philanthropy, public administration, domestic and international affairs and other socio-economic issues of importance to Canada and its world.*

MEDIA CONTACT:

Shachi Kurl, Senior Vice President: 604.908.1693 shachi.kurl@angusreid.org @shachikurl

Based on how you feel right now, which party's candidate in your own riding will you be most likely to support in the federal election next month?

Region								
(unweighted sample sizes)	Total (2018)	BC (405)	AB (155)	SK (91)	MB (104)	ON (655)	QC (505)	ATL (103)
Conservative Party	29%	28%	48%	37%	33%	33%	16%	20%
Liberal Party	22%	19%	18%	21%	27%	23%	16%	41%
New Democratic Party (NDP)	23%	29%	11%	27%	13%	20%	28%	24%
Bloc Quebecois	5%	NA	NA	NA	NA	NA	19%	NA
Green Party	4%	7%	2%	2%	7%	4%	2%	2%
Other Party	1%	1%	3%	0%	0%	0%	2%	0%
Not sure/Can't say	17%	16%	18%	12%	20%	19%	17%	12%

Based on how you feel right now, which party's candidate in your own riding will you be most likely to support in the federal election next month?

(weighted sample sizes)	Total (2021)	Gender		Age		
		Men (988)	Women (1034)	18 – 34 (585)	35 – 54 (705)	55+ (731)
Conservative Party	29%	36%	22%	18%	30%	37%
Liberal Party	22%	21%	22%	23%	21%	21%
New Democratic Party (NDP)	23%	21%	24%	27%	22%	19%
Bloc Quebecois	5%	4%	5%	4%	4%	6%
Green Party	4%	3%	5%	6%	3%	3%
Other Party	1%	1%	1%	1%	1%	0%
Not sure/Can't say	17%	12%	22%	21%	18%	14%

MEDIA CONTACT:

Shachi Kurl, Senior Vice President: 604.908.1693 shachi.kurl@angusreid.org @shachikurl

**Based on how you feel right now, which party's candidate in your own riding will you be most likely to support in the federal election next month?
(Including leaners, excluding "not sure")**

Region								
(unweighted sample sizes)	Total (1804)	BC (365)	AB (141)	SK (82)	MB (91)	ON (570)	QC (460)	ATL (95)
Conservative Party	34%	33%	56%	42%	38%	40%	19%	24%
Liberal Party	27%	23%	25%	24%	36%	28%	20%	46%
New Democratic Party (NDP)	27%	36%	13%	30%	18%	25%	33%	26%
Bloc Quebecois	6%	NA	NA	NA	NA	NA	22%	NA
Green Party	5%	8%	2%	4%	8%	6%	4%	3%
Other Party	1%	1%	4%	0%	0%	0%	2%	0%

**Based on how you feel right now, which party's candidate in your own riding will you be most likely to support in the federal election next month?
(Including leaners, excluding "not sure")**

(weighted sample sizes)	Total (1805)	Gender		Age		
		Men (910)	Women (895)	18 – 34 (492)	35 – 54 (631)	55+ (682)
Conservative Party	34%	41%	27%	22%	35%	41%
Liberal Party	27%	25%	28%	28%	26%	25%
New Democratic Party (NDP)	27%	24%	31%	35%	27%	22%
Bloc Quebecois	6%	5%	6%	5%	5%	7%
Green Party	5%	4%	6%	8%	4%	4%
Other Party	1%	1%	1%	1%	2%	1%

MEDIA CONTACT:

Shachi Kurl, Senior Vice President: 604.908.1693 shachi.kurl@angusreid.org @shachikurl

How certain are you that you'll actually end up voting for this party?

Region								
(unweighted sample sizes)	Total (2018)	BC (405)	AB (155)	SK (91)	MB (104)	ON (655)	QC (505)	ATL (103)
I will definitely vote for this party, no way I could change my mind	48%	51%	53%	57%	51%	46%	44%	46%
I will probably vote for this party	35%	34%	31%	33%	36%	36%	36%	38%
I could change my mind before voting day	17%	16%	16%	10%	13%	18%	19%	16%

How certain are you that you'll actually end up voting for this party?

		Gender		Age		
(weighted sample sizes)	Total (2021)	Men (988)	Women (1034)	18 – 34 (585)	35 – 54 (705)	55+ (731)
I will definitely vote for this party, no way I could change my mind	48%	52%	43%	41%	46%	54%
I will probably vote for this party	35%	33%	37%	42%	36%	30%
I could change my mind before voting day	17%	15%	20%	18%	19%	16%

How certain are you that you will actually end up voting for this party?

		Federal Vote Intention				
(weighted sample sizes)	Total (2021)	CPC (615)	Liberal (479)	NDP (494)	Bloc Quebecois (104)	Green (93)
I will definitely vote for this party, no way I could change my mind	48%	64%	38%	41%	51%	21%
I will probably vote for this party	35%	26%	40%	38%	37%	46%
I could change my mind before voting day	17%	10%	21%	21%	12%	33%

MEDIA CONTACT:

Shachi Kurl, Senior Vice President: 604.908.1693 shachi.kurl@angusreid.org @shachikurl

Suppose you decided not to support your preferred party after all. Which party would then be your second choice?

Region								
(unweighted sample sizes)	Total (2018)	BC (405)	AB (155)	SK (91)	MB (104)	ON (655)	QC (505)	ATL (103)
Conservative Party	7%	4%	5%	5%	10%	6%	11%	8%
Liberal Party	19%	26%	17%	36%	17%	18%	15%	16%
New Democratic Party (NDP)	23%	21%	19%	14%	20%	24%	24%	31%
Bloc Quebecois	3%	NA	NA	NA	NA	NA	12%	NA
Green Party	15%	22%	12%	11%	12%	17%	10%	17%
Other Party	3%	2%	8%	0%	5%	2%	3%	2%
Not sure/Can't say	30%	25%	39%	34%	36%	32%	25%	24%

Suppose you decided not to support your preferred party after all. Which party would then be your second choice?

(weighted sample sizes)	Total (2021)	Gender		Age		
		Men (988)	Women (1034)	18 – 34 (585)	35 – 54 (705)	55+ (731)
Conservative Party	7%	8%	6%	8%	8%	6%
Liberal Party	19%	19%	18%	21%	19%	16%
New Democratic Party (NDP)	23%	23%	23%	27%	23%	20%
Bloc Quebecois	3%	3%	3%	3%	5%	2%
Green Party	15%	13%	17%	16%	14%	15%
Other Party	3%	3%	2%	4%	3%	2%
Not sure/Can't say	30%	29%	30%	21%	29%	37%

MEDIA CONTACT:

Shachi Kurl, Senior Vice President: 604.908.1693 shachi.kurl@angusreid.org @shachikurl

Is there a party you could NEVER support in this federal election?								
Region								
(unweighted sample sizes)	Total (2018)	BC (405)	AB (155)	SK (91)	MB (104)	ON (655)	QC (505)	ATL (103)
Conservative Party	38%	46%	24%	43%	37%	36%	38%	49%
Liberal Party	21%	15%	21%	19%	12%	22%	24%	15%
New Democratic Party (NDP)	20%	23%	38%	38%	29%	15%	13%	18%
Bloc Quebecois	40%	35%	41%	59%	33%	44%	34%	45%
Green Party	15%	14%	21%	30%	9%	15%	15%	10%
Other Party	5%	4%	2%	11%	2%	6%	3%	5%
No, could vote for any of the parties	8%	9%	9%	1%	10%	9%	8%	4%

Is there a party you could NEVER support in this federal election?						
(weighted sample sizes)	Total (2021)	Gender		Age		
		Men (988)	Women (1034)	18 – 34 (585)	35 – 54 (705)	55+ (731)
Conservative Party	38%	34%	41%	45%	38%	31%
Liberal Party	21%	26%	15%	16%	21%	24%
New Democratic Party (NDP)	20%	24%	15%	16%	17%	25%
Bloc Quebecois	40%	45%	36%	39%	41%	41%
Green Party	15%	20%	11%	14%	15%	17%
Other Party	5%	5%	4%	5%	5%	4%
No, could vote for any of the parties	8%	6%	9%	11%	8%	6%

MEDIA CONTACT:

Shachi Kurl, Senior Vice President: 604.908.1693 shachi.kurl@angusreid.org @shachikurl

As you consider the choices in this election, which of the following considerations is MOST important to you in making up your mind as to who to support?

Region								
(unweighted sample sizes)	Total (2018)	BC (405)	AB (155)	SK (91)	MB (104)	ON (655)	QC (505)	ATL (103)
The parties' policies on the issues	64%	66%	66%	58%	53%	65%	65%	55%
The party leaders	25%	23%	21%	29%	31%	25%	25%	30%
The individual candidates running in your constituency	11%	11%	13%	13%	16%	10%	11%	15%

As you consider the choices in this election, which of the following considerations is MOST important to you in making up your mind as to who to support?

(weighted sample sizes)	Total (2021)	Gender		Age		
		Men (988)	Women (1034)	18 – 34 (585)	35 – 54 (705)	55+ (731)
The parties' policies on the issues	64%	64%	63%	66%	65%	60%
The party leaders	25%	25%	24%	22%	24%	28%
The individual candidates running in your constituency	11%	11%	12%	12%	11%	11%

With three weeks left now until voting day, when do you think you will make up your mind?

Region								
(unweighted sample sizes)	Total (2018)	BC (405)	AB (155)	SK (91)	MB (104)	ON (655)	QC (505)	ATL (103)
In the next week or so	11%	16%	8%	18%	9%	12%	8%	11%
In the next couple of weeks	25%	29%	24%	32%	13%	26%	25%	17%
In the last week of the campaign	31%	30%	30%	33%	28%	28%	34%	42%
Just before or on voting day	32%	25%	38%	17%	50%	33%	33%	29%

MEDIA CONTACT:

Shachi Kurl, Senior Vice President: 604.908.1693 shachi.kurl@angusreid.org @shachikurl

With three weeks left now until voting day, when do you think you will make up your mind?

(weighted sample sizes)	Total (2021)	Gender		Age		
		Men (988)	Women (1034)	18 – 34 (585)	35 – 54 (705)	55+ (731)
In the next week or so	11%	11%	11%	12%	10%	11%
In the next couple of weeks	25%	26%	24%	23%	29%	23%
In the last week of the campaign	31%	31%	32%	28%	30%	36%
Just before or on voting day	32%	32%	33%	37%	31%	30%

Suppose in your riding, a candidate/party you don't like is going to win that seat. Would you shift your support towards another candidate who may not be your first choice but has a better chance of beating that candidate you don't like? Is this something you:

(unweighted sample sizes)	Total (2018)	Region						
		BC (405)	AB (155)	SK (91)	MB (104)	ON (655)	QC (505)	ATL (103)
Would not do, you'd stick with your first choice	45%	39%	51%	49%	47%	39%	54%	43%
Would probably not do	16%	18%	14%	17%	15%	18%	14%	17%
Would consider doing	26%	28%	22%	25%	29%	28%	23%	29%
Would definitely consider doing	13%	16%	12%	9%	9%	15%	9%	11%

MEDIA CONTACT:

Shachi Kurl, Senior Vice President: 604.908.1693 shachi.kurl@angusreid.org @shachikurl

Suppose in your riding, a candidate/party you don't like is going to win that seat. Would you shift your support towards another candidate who may not be your first choice but has a better chance of beating that candidate you don't like? Is this something you:

(weighted sample sizes)	Total (2021)	Gender		Age		
		Men (988)	Women (1034)	18 – 34 (585)	35 – 54 (705)	55+ (731)
Would not do, you'd stick with your first choice	45%	49%	41%	35%	42%	56%
Would probably not do	16%	16%	16%	19%	18%	12%
Would consider doing	26%	21%	31%	33%	27%	21%
Would definitely consider doing	13%	13%	12%	13%	13%	11%

Suppose in your riding, a candidate/party you don't like is going to win that seat. Would you shift your support towards another candidate who may not be your first choice but has a better chance of beating that candidate you don't like? Is this something you:

(weighted sample sizes)	Total (2021)	Federal Vote Intention				
		CPC (615)	Liberal (479)	NDP (494)	Bloc Quebecois (104)	Green (93)
Would not do, you'd stick with your first choice	45%	63%	37%	37%	59%	28%
Would probably not do	16%	15%	16%	15%	15%	24%
Would consider doing	26%	16%	27%	32%	22%	31%
Would definitely consider doing	13%	5%	20%	16%	5%	18%

MEDIA CONTACT:

Shachi Kurl, Senior Vice President: 604.908.1693 shachi.kurl@angusreid.org @shachikurl

Over the course of the election campaign so far, would you say your opinion of each of the following people has improved, stayed the same, or worsened?

Region								
(unweighted sample sizes)	Total (2018)	BC (405)	AB (155)	SK (91)	MB (104)	ON (655)	QC (505)	ATL (103)
Stephen Harper								
Worsened	34%	43%	26%	39%	34%	32%	29%	48%
Stayed the same	54%	48%	53%	48%	51%	56%	61%	42%
Improved	12%	9%	21%	14%	15%	12%	10%	11%
Justin Trudeau								
Worsened	26%	24%	31%	25%	22%	27%	26%	17%
Stayed the same	51%	49%	50%	40%	54%	51%	54%	49%
Improved	23%	27%	19%	34%	24%	22%	20%	34%
Thomas Mulcair								
Worsened	27%	21%	40%	35%	30%	20%	34%	23%
Stayed the same	55%	57%	46%	51%	55%	59%	54%	56%
Improved	18%	23%	15%	14%	16%	21%	12%	21%
Gilles Duceppe								
Worsened	21%	19%	18%	21%	12%	20%	25%	21%
Stayed the same	74%	79%	78%	79%	88%	79%	60%	79%
Improved	5%	2%	3%	0%	0%	1%	15%	0%
Elizabeth May								
Worsened	14%	12%	15%	16%	13%	12%	17%	15%
Stayed the same	69%	69%	66%	69%	75%	72%	69%	58%
Improved	17%	19%	19%	15%	12%	17%	14%	27%

MEDIA CONTACT:

Shachi Kurl, Senior Vice President: 604.908.1693 shachi.kurl@angusreid.org @shachikurl

Over the course of the election campaign so far, would you say your opinion of each of the following people has improved, stayed the same, or worsened?

		Gender		Age		
(weighted sample sizes)	Total (2021)	Men (988)	Women (1034)	18 – 34 (585)	35 – 54 (705)	55+ (731)
Stephen Harper						
Worsened	34%	30%	37%	40%	31%	31%
Stayed the same	54%	54%	54%	51%	60%	52%
Improved	12%	16%	9%	9%	9%	17%
Justin Trudeau						
Worsened	26%	31%	21%	22%	25%	29%
Stayed the same	51%	46%	56%	56%	53%	45%
Improved	23%	23%	23%	22%	22%	26%
Thomas Mulcair						
Worsened	27%	32%	22%	22%	27%	31%
Stayed the same	55%	50%	60%	57%	56%	53%
Improved	18%	18%	18%	21%	18%	16%
Gilles Duceppe						
Worsened	21%	26%	16%	17%	18%	27%
Stayed the same	74%	69%	79%	78%	78%	68%
Improved	5%	5%	5%	5%	4%	5%
Elizabeth May						
Worsened	14%	18%	9%	11%	12%	17%
Stayed the same	69%	66%	72%	71%	71%	67%
Improved	17%	16%	19%	18%	17%	17%

MEDIA CONTACT:

Shachi Kurl, Senior Vice President: 604.908.1693 shachi.kurl@angusreid.org @shachikurl

Which of the three major party leaders do you think would make the best Prime Minister of Canada?

Region								
(unweighted sample sizes)	Total (2018)	BC (405)	AB (155)	SK (91)	MB (104)	ON (655)	QC (505)	ATL (103)
Stephen Harper	31%	30%	52%	44%	37%	32%	21%	23%
Justin Trudeau	21%	23%	14%	21%	28%	20%	18%	36%
Thomas Mulcair	25%	27%	10%	24%	12%	23%	37%	25%
Not Sure	23%	20%	24%	12%	23%	25%	24%	17%

Which of the three major party leaders do you think would make the best Prime Minister of Canada?

		Gender		Age		
(weighted sample sizes)	Total (2021)	Men (988)	Women (1034)	18 – 34 (585)	35 – 54 (705)	55+ (731)
Stephen Harper	31%	39%	23%	20%	32%	39%
Justin Trudeau	21%	20%	21%	24%	22%	17%
Thomas Mulcair	25%	25%	26%	28%	26%	23%
Not Sure	23%	15%	30%	28%	21%	21%

MEDIA CONTACT:

Shachi Kurl, Senior Vice President: 604.908.1693 shachi.kurl@angusreid.org @shachikurl