Deadlock Broken, Liberals Surging:

SENIORS MOVE BACK TO LIBERALS IN A BIG WAY

[Ottawa – October 18, 2015] In a major development, the weekend reveals a late but clear movement to the Liberals. At 36 points, the Liberals have a four-point lead over the Conservatives and are now poised to recapture power after nearly a decade in the political wilderness. This movement is rooted in a shift of the critical seniors' cohort and a strengthening of their lead in Ontario. It may well be that Hurricane Hazel was a key force in both of these movements.

The bigger picture: How did we get here?

We can say that this election has been qualitatively different than what it had been billed as. What was supposed to be an election that was all about the economy became an election that was all about the niqab. But the niqab gambit, which initially diverted voter attention from a moribund economy and elevated the Conservative prospects, has transformed further into a broader struggle about what values will define Canada in the future. This strategy may well have backfired on Stephen Harper as it may have awakened the progressive and moderate majority and caused senior Canada to rethink its commitment to his cause. The higher levels of emotional engagement expressed in more educated Canada may well trump the turnout advantage that Mr. Harper enjoyed with seniors in 2011 (which seems much weaker in 2015).

We have clear evidence that the public do not see this as a 'business as usual' election. In addition to telling us that they are much more emotionally engaged than usual, Canadians tell us the stakes in this election are very high and that their lives and the country's trajectory will be different depending on what transpires tomorrow. While a debate about the economy was very important, a struggle about which values will define Canada in the future became even more important.

The public tell us that nothing will be more important than values in their final decision making. And while Mr. Harper wins public opinion around the niqab issue,[1] he appears to have lost the broader values war he ignited. The critical fault lines are generational and social class/human capital. There are clearly more engaged voters on the progressive side of this broader values struggle than on the conservative side. They do, however, continue to be camped out across four progressive options which work strongly in favour of Mr. Harper. Unlike in 2011, the progressive voters are apparently more engaged and we predict more likely to show up.

The race has shown late upward movement for the Liberal Party, particularly in the critical Ontario arena.

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[1] EKOS Research Associates, "Tolerance Under Pressure", March 12, 2015. Available online at: http://goo.gl/rYT9c8

Some areas of uncertainty

1) Will the Liberals trend further upward?
2) Will cellphone-only households actually show up?
3) Is the late senior conversion to the Liberals genuine?
4) Why are Liberals higher with a live interviewer than with the robot?
5) How will Quebec and British Columbia conclude?

Conclusions

So the stage is set for a momentous contest for the future of the country and which values will guide the future. The complex set of forces means the outcome is not certain. We do, however see a different result than in 2011.

Prediction

We have shifted from too close to call to a clearer prediction based on our latest data and final methodological deliberations. The Liberal Party of Canada is poised to return to power with at least a clear minority and possibly a majority. We will be offering a seat forecast tomorrow.

Federal vote intention

Q. Thinking about the upcoming federal election on October 19th, have you already voted either at an advance poll or by special ballot?
  [If Yes] How did you vote in this election?
  [If No] How do you plan to vote in the upcoming federal election on October 19th?

National Results
(Change over October 16-17 poll below)

35.8 +1.5	31.9 -0.7	20.4 -0.6	5.6 +0.2	4.9 -0.5	1

2011 Election Results

18.9	39.6	30.6	3.9	6.0	1

■ Liberal   ● Conservative   🍁 NDP   🌼 green   🍁 BLOC QUÉBÉCOIS   ■ Other
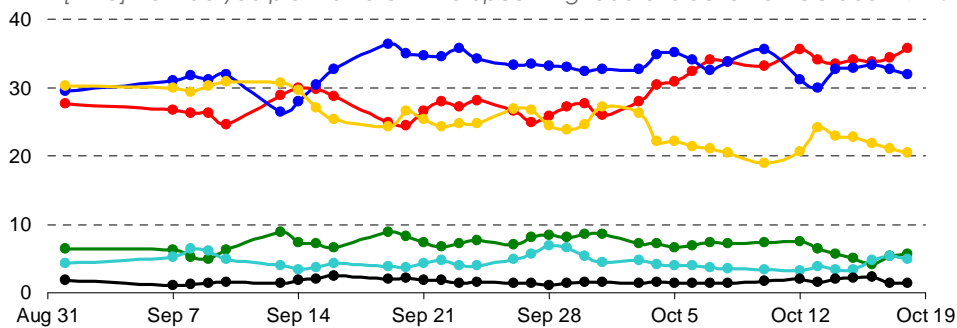
Note: Figures represent a three-day rolling sample.
   Figures based on decided and leaning voters only; 8.0% of respondents say they are undecided and 14.2% did not provide a valid response.

BASE: Canadians; October 16-18, 2015 (n=2,122), MOE +/- 2.1%, 19 times out of 20

Tracking federal vote intention

Q. Thinking about the upcoming federal election on October 19th, have you already voted either at an advance poll or by special ballot?
  [If Yes] How did you vote in this election?
  [If No] How do you plan to vote in the upcoming federal election on October 19th?

35.8	31.9	20.4	5.6	4.9	1

─●─ Liberal   ─●─ Conservative   ─●─ NDP   ─●─ green   ─●─ BLOC QUÉBÉCOIS   ─●─ Other

Note: Each point represents a three-day rolling sample.
   Figures based on decided and leaning voters only; 8.0% of respondents say they are undecided and 14.2% did not provide a valid response.
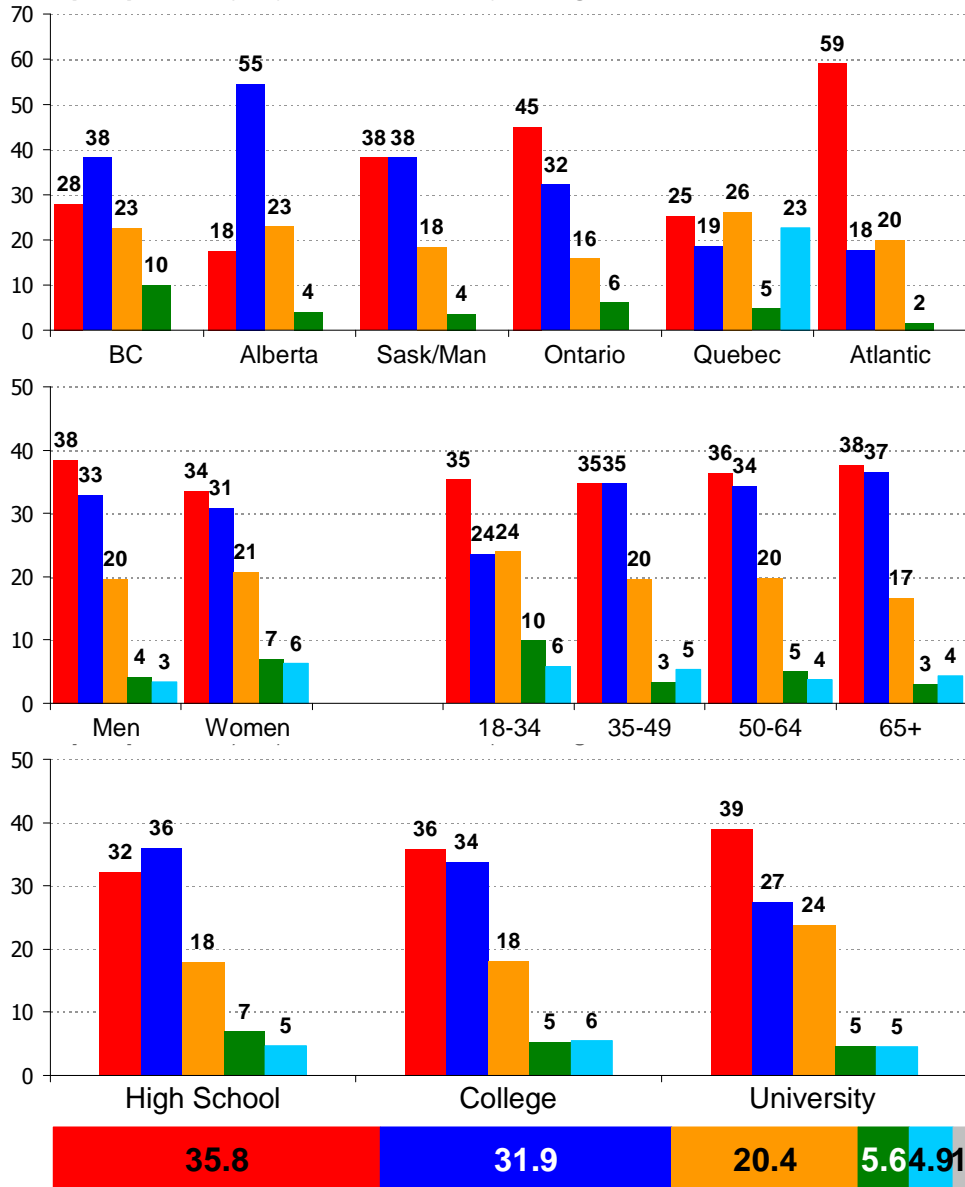
BASE: Canadians; October 16-18, 2015 (n=2,122), MOE +/- 2.1%, 19 times out of 20

Vote intention by region

Q. Thinking about the upcoming federal election on October 19th, have you already voted either at an advance poll or by special ballot?
[If Yes] How did you vote in this election?
[If No] How do you plan to vote in the upcoming federal election on October 19th?

Chart 1 — By region

	BC	Alberta	Sask/Man	Ontario	Quebec	Atlantic
Liberal	28	18	38	45	25	59
Conservative	38	55	38	32	19	18
NDP	23	23	18	16	26	20
Green	10	4	4	6	5	2
Bloc Québécois					23	

Chart 2 — By gender and age

	Men	Women	18-34	35-49	50-64	65+
Liberal	38	34	35	35	36	38
Conservative	33	31	24	35	34	37
NDP	20	21	24	20	20	17
Green	4	7	10	3	5	3
Bloc Québécois	3	6	6	5	4	4

Chart 3 — By education

	High School	College	University
Liberal	32	36	39
Conservative	36	34	27
NDP	18	18	24
Green	7	5	5
Bloc Québécois	5	6	5

Overall: Liberal 35.8 | Conservative 31.9 | NDP 20.4 | Green 5.6 | Bloc 4.9 | Other 1

Legend: **Liberal** · **Conservative** · **NDP** · **green** party of canada · **BLOC QUÉBÉCOIS** · Other

BASE: Canadians; October 16-18, 2015 (n=2,122), MOE +/- 2.1%, 19 times out of 20

Most important factor in voting decision

Q. Which of the following is the most important factor for you when it comes to determining which party you will vote for in the next federal election?

Factor	Value
The choice that best reflects your values	47
The party platform or ideas	33
The party leader	10
The local candidate	8
Don't know/No response	2
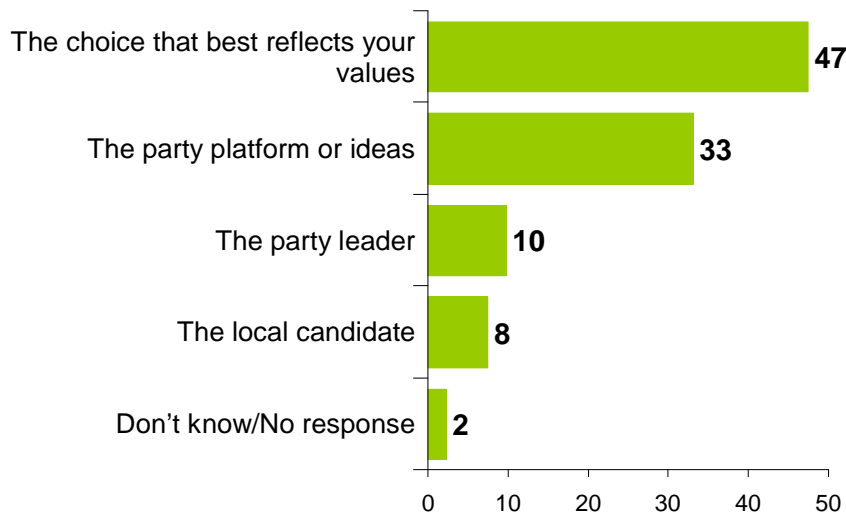
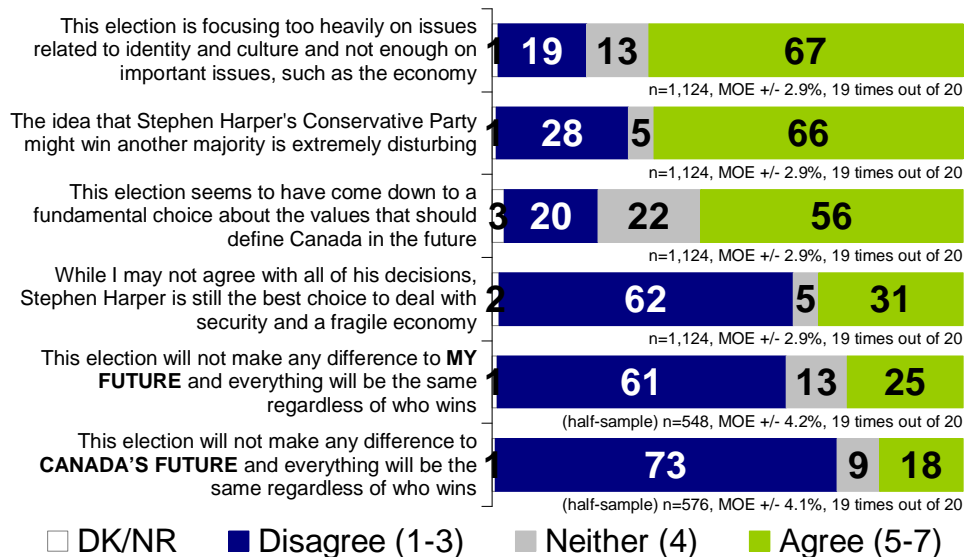**BASE:** Canadians; October 8-12, 2015 (n=1,124), MOE +/- 2.9%, 19 times out of 20

Views on upcoming election

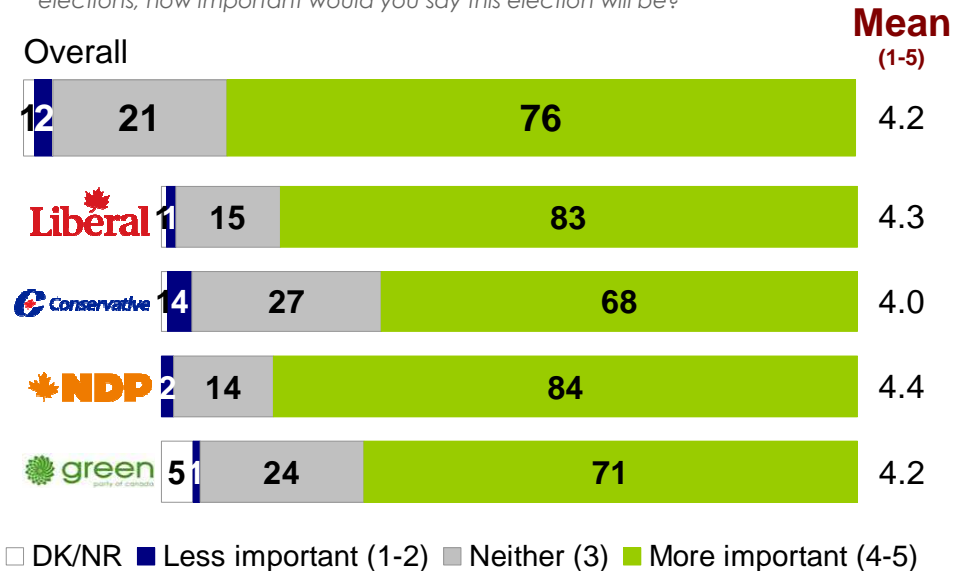*Q. Please rate the extent to which you agree or disagree with the following statement:*

Statement	DK/NR	Disagree (1-3)	Neither (4)	Agree (5-7)
This election is focusing too heavily on issues related to identity and culture and not enough on important issues, such as the economy	1	19	13	67
The idea that Stephen Harper's Conservative Party might win another majority is extremely disturbing	1	28	5	66
This election seems to have come down to a fundamental choice about the values that should define Canada in the future	3	20	22	56
While I may not agree with all of his decisions, Stephen Harper is still the best choice to deal with security and a fragile economy	2	62	5	31
This election will not make any difference to **MY FUTURE** and everything will be the same regardless of who wins	1	61	13	25
This election will not make any difference to **CANADA'S FUTURE** and everything will be the same regardless of who wins	1	73	9	18

n=1,124, MOE +/- 2.9%, 19 times out of 20
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n=1,124, MOE +/- 2.9%, 19 times out of 20
(half-sample) n=548, MOE +/- 4.2%, 19 times out of 20
(half-sample) n=576, MOE +/- 4.1%, 19 times out of 20

☐ DK/NR   ■ Disagree (1-3)   ■ Neither (4)   ■ Agree (5-7)

BASE: Canadians; October 8-12, 2015

Perceived importance of October 19ᵗʰ election

Q. The next federal election will be held on October 19th. Comparing it to past elections, how important would you say this election will be?
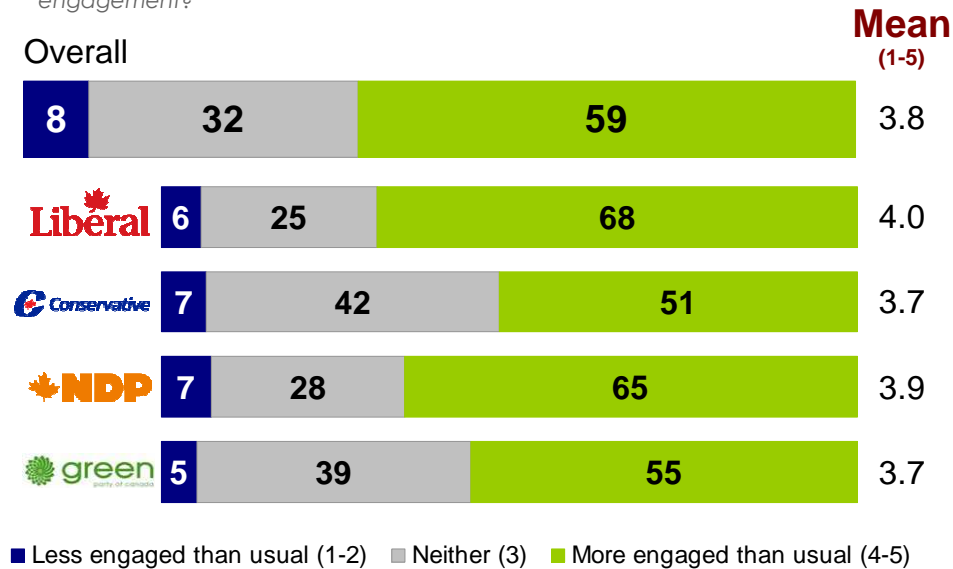
Overall

Mean
(1-5)

			Mean (1-5)
Overall	1 2 / 21 / 76		4.2
Liberal	1 1 / 15 / 83		4.3
Conservative	1 4 / 27 / 68		4.0
NDP	2 / 14 / 84		4.4
green	5 1 / 24 / 71		4.2

☐ DK/NR ■ Less important (1-2) ■ Neither (3) ■ More important (4-5)

BASE: Canadians; October 8-12, 2015 (n=1,124), MOE +/- 2.9%, 19 times out of 20

Level of emotional engagement

Q. Compared to past elections, how would you describe your level of emotional engagement?

Overall

Mean
(1-5)

			Mean (1-5)
Overall	8 / 32 / 59		3.8
Liberal	6 / 25 / 68		4.0
Conservative	7 / 42 / 51		3.7
NDP	7 / 28 / 65		3.9
green	5 / 39 / 55		3.7

■ Less engaged than usual (1-2) ■ Neither (3) ■ More engaged than usual (4-5)

BASE: Canadians; October 8-12, 2015 (n=1,124), MOE +/- 2.9%, 19 times out of 20

Detailed Tables:

National Federal Vote Intention (decided and leaning voters only)

Q. Thinking about the upcoming federal election on October 19th, have you already voted either at an advance poll or by special ballot?

[If Yes] How did you vote in this election?

[If No] How do you plan to vote in the upcoming federal election on October 19th?

[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?

	Liberal Party	Conser-vative Party	NDP	Green Party	Bloc Québécois	Other	Sample Size	Margin of Error (+/-)
NATIONALLY	**35.8%**	**31.9%**	**20.4%**	**5.6%**	**4.9%**	**1.4%**	**1732**	**2.4**
REGION								
British Columbia	27.9%	38.2%	22.8%	10.1%	–	1.0%	224	6.6
Alberta	17.6%	54.5%	23.0%	4.0%	–	0.9%	159	7.8
Saskatchewan/Manitoba	38.2%	38.2%	18.4%	3.7%	–	1.5%	114	9.2
Ontario	44.9%	32.2%	16.0%	6.2%	–	0.8%	648	3.9
Quebec	25.2%	18.7%	26.1%	4.8%	22.7%	2.5%	405	4.9
Atlantic Canada	59.2%	17.8%	19.9%	1.7%	–	1.3%	164	7.7
GENDER								
Male	38.4%	33.0%	19.7%	4.2%	3.4%	1.4%	859	3.3
Female	33.6%	30.9%	20.8%	6.9%	6.4%	1.3%	865	3.3
AGE								
<35	35.4%	23.6%	24.1%	9.9%	5.9%	1.1%	195	7.0
35-49	34.8%	34.8%	19.6%	3.4%	5.4%	2.1%	359	5.2
50-64	36.3%	34.4%	19.8%	5.0%	3.8%	0.8%	589	4.0
65+	37.6%	36.5%	16.8%	3.1%	4.4%	1.6%	575	4.1
EDUCATION								
High school or less	32.2%	36.1%	18.0%	7.0%	4.7%	2.0%	425	4.8
College or CEGEP	35.8%	33.8%	18.2%	5.3%	5.5%	1.4%	484	4.5
University or higher	38.9%	27.4%	23.8%	4.7%	4.5%	0.7%	813	3.4

Most Important Factor in Voting Decision

Field Dates: October 8-12, 2015

Q. Which of the following is the most important factor for you when it comes to determining which party you will vote for in the next federal election?

	The party leader	The local candidate	The party platform or ideas	The choice that best reflects your values	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	**9.8%**	**7.5%**	**33.1%**	**47.4%**	**2.3%**	**1123**	**2.9**
REGION							
British Columbia	7.0%	8.0%	39.1%	43.8%	2.1%	242	6.3
Alberta	8.2%	5.0%	37.5%	48.1%	1.2%	103	9.7
Saskatchewan/Manitoba	11.3%	0.6%	41.2%	43.9%	2.9%	84	10.7
Ontario	12.6%	9.0%	30.8%	46.2%	1.4%	378	5.0
Quebec	7.0%	7.7%	28.7%	52.8%	3.7%	225	6.5
Atlantic Canada	10.3%	8.0%	33.2%	45.6%	3.0%	91	10.3
GENDER							
Male	9.9%	7.3%	37.6%	43.0%	2.3%	538	4.2
Female	9.5%	7.7%	29.1%	51.5%	2.1%	580	4.1
AGE							
<35	7.8%	8.6%	34.3%	46.3%	3.0%	223	6.6
35-44	6.0%	8.3%	34.4%	50.2%	1.1%	187	7.2
45-54	8.2%	4.9%	35.8%	48.8%	2.3%	242	6.3
55-64	13.3%	5.8%	26.1%	52.6%	2.2%	191	7.1
65+	14.1%	8.7%	33.2%	42.0%	2.1%	234	6.4
EDUCATION							
High school or less	11.4%	6.9%	31.4%	46.7%	3.6%	208	6.8
College or CEGEP	9.5%	7.3%	29.7%	51.8%	1.7%	436	4.7
University or higher	8.7%	7.9%	39.4%	42.3%	1.8%	468	4.5
CURRENT VOTE INTENTION							
Liberal Party	12.5%	6.6%	32.9%	47.1%	1.0%	357	5.2
Conservative Party	13.0%	7.1%	34.4%	44.6%	0.9%	282	5.8
NDP	7.9%	11.7%	31.1%	47.2%	2.2%	286	5.8
Green Party	4.5%	6.6%	45.9%	41.7%	1.3%	75	11.3
Bloc Québécois	5.1%	0.0%	23.8%	64.7%	6.4%	43	14.9

Focus on Issues Related to Identity and Culture

Field Dates: October 8-12, 2015

Q. Please rate the extent to which you agree or disagree with the following statement:

This election is focusing too heavily on issues related to identity and culture and not enough on important issues, such as the economy

	Disagree (1-3)	Neither agree nor disagree (4)	Agree (5-7)	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	**18.7%**	**13.3%**	**66.7%**	**1.3%**	**1124**	**2.9**
REGION						
British Columbia	14.2%	13.4%	71.4%	1.0%	242	6.3
Alberta	21.8%	17.1%	59.8%	1.3%	103	9.7
Saskatchewan/Manitoba	15.6%	13.3%	69.7%	1.3%	84	10.7
Ontario	21.2%	12.1%	65.4%	1.3%	379	5.0
Quebec	20.9%	15.0%	62.7%	1.4%	225	6.5
Atlantic Canada	6.0%	9.0%	84.0%	1.0%	91	10.3
GENDER						
Male	17.3%	12.0%	69.1%	1.6%	538	4.2
Female	20.2%	14.0%	64.8%	1.0%	581	4.1
AGE						
<35	19.8%	9.7%	70.2%	0.4%	223	6.6
35-44	20.3%	21.4%	56.0%	2.3%	187	7.2
45-54	16.6%	12.2%	70.1%	1.1%	243	6.3
55-64	13.5%	12.7%	73.3%	0.6%	191	7.1
65+	23.1%	12.8%	61.9%	2.2%	234	6.4
EDUCATION						
High school or less	21.6%	15.5%	61.9%	1.0%	208	6.8
College or CEGEP	18.0%	11.5%	68.6%	1.8%	437	4.7
University or higher	17.2%	12.9%	69.0%	0.8%	468	4.5
CURRENT VOTE INTENTION						
Liberal Party	12.9%	9.1%	77.4%	0.6%	357	5.2
Conservative Party	25.0%	20.7%	53.4%	1.0%	282	5.8
NDP	15.0%	10.6%	72.8%	1.5%	286	5.8
Green Party	20.6%	13.2%	63.3%	3.0%	75	11.3
Bloc Québécois	32.3%	16.5%	51.2%	0.0%	43	14.9

Views on Another Conservative Majority

Field Dates: October 8-12, 2015

Q. Please rate the extent to which you agree or disagree with the following statement:

The idea that Stephen Harper's Conservative Party might win another majority is extremely disturbing

	Disagree (1-3)	Neither agree nor disagree (4)	Agree (5-7)	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	**28.0%**	**5.4%**	**65.6%**	**0.9%**	**1124**	**2.9**
REGION						
British Columbia	26.1%	1.8%	72.1%	0.0%	242	6.3
Alberta	48.0%	0.6%	50.5%	0.9%	103	9.7
Saskatchewan/Manitoba	30.5%	7.2%	62.4%	0.0%	84	10.7
Ontario	27.7%	5.3%	66.3%	0.7%	379	5.0
Quebec	21.2%	10.0%	66.7%	2.1%	225	6.5
Atlantic Canada	24.7%	3.1%	71.0%	1.1%	91	10.3
GENDER						
Male	30.8%	6.0%	62.6%	0.6%	538	4.2
Female	25.3%	4.7%	68.7%	1.3%	581	4.1
AGE						
<35	14.3%	5.3%	79.9%	0.4%	223	6.6
35-44	33.3%	1.2%	64.8%	0.7%	187	7.2
45-54	29.1%	6.0%	64.9%	0.0%	243	6.3
55-64	29.2%	6.8%	62.9%	1.1%	191	7.1
65+	41.2%	6.3%	50.1%	2.4%	234	6.4
EDUCATION						
High school or less	35.7%	9.3%	54.3%	0.7%	208	6.8
College or CEGEP	30.0%	3.4%	65.4%	1.3%	437	4.7
University or higher	18.4%	3.9%	76.9%	0.7%	468	4.5
CURRENT VOTE INTENTION						
Liberal Party	6.4%	3.0%	89.2%	1.5%	357	5.2
Conservative Party	86.8%	6.5%	6.6%	0.0%	282	5.8
NDP	5.3%	2.9%	91.8%	0.0%	286	5.8
Green Party	12.8%	6.3%	80.9%	0.0%	75	11.3
Bloc Québécois	10.6%	11.6%	73.5%	4.2%	43	14.9

Impact of Values on this Election

Field Dates: October 8-12, 2015

Q. Please rate the extent to which you agree or disagree with the following statement:

This election seems to have come down to a fundamental choice about the values that should define Canada in the future

	Disagree (1-3)	Neither agree nor disagree (4)	Agree (5-7)	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	**19.9%**	**21.8%**	**55.6%**	**2.6%**	**1124**	**2.9**
REGION						
British Columbia	15.5%	18.9%	64.2%	1.3%	242	6.3
Alberta	21.3%	12.3%	64.9%	1.5%	103	9.7
Saskatchewan/Manitoba	28.5%	17.6%	52.9%	1.0%	84	10.7
Ontario	19.4%	21.0%	58.0%	1.6%	379	5.0
Quebec	21.0%	29.3%	44.4%	5.3%	225	6.5
Atlantic Canada	18.2%	25.2%	52.4%	4.2%	91	10.3
GENDER						
Male	22.3%	23.7%	52.8%	1.2%	538	4.2
Female	17.9%	19.7%	58.4%	3.9%	581	4.1
AGE						
<35	22.5%	19.3%	55.4%	2.8%	223	6.6
35-44	23.3%	28.2%	45.3%	3.1%	187	7.2
45-54	21.5%	22.4%	54.7%	1.4%	243	6.3
55-64	19.4%	17.1%	60.9%	2.5%	191	7.1
65+	12.0%	21.8%	63.6%	2.6%	234	6.4
EDUCATION						
High school or less	14.4%	26.4%	56.4%	2.8%	208	6.8
College or CEGEP	17.5%	21.9%	57.9%	2.7%	437	4.7
University or higher	28.0%	16.9%	52.8%	2.2%	468	4.5
CURRENT VOTE INTENTION						
Liberal Party	18.4%	19.9%	60.3%	1.4%	357	5.2
Conservative Party	17.6%	26.0%	55.9%	0.5%	282	5.8
NDP	21.8%	14.9%	58.8%	4.4%	286	5.8
Green Party	26.8%	16.6%	56.2%	0.5%	75	11.3
Bloc Québécois	16.3%	41.3%	36.2%	6.2%	43	14.9

Views on Stephen Harper as Best Choice to Deal with Security/Economy

Field Dates: October 8-12, 2015

Q. Please rate the extent to which you agree or disagree with the following statement:

While I may not agree with all of his decisions, Stephen Harper is still the best choice to deal with security and a fragile economy

	Disagree (1-3)	Neither agree nor disagree (4)	Agree (5-7)	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	**62.4%**	**5.3%**	**30.7%**	**1.6%**	**1124**	**2.9**
REGION						
British Columbia	71.9%	3.1%	24.6%	0.5%	242	6.3
Alberta	40.9%	7.7%	48.3%	3.2%	103	9.7
Saskatchewan/Manitoba	59.8%	3.8%	36.4%	0.0%	84	10.7
Ontario	63.4%	3.5%	31.8%	1.2%	379	5.0
Quebec	64.4%	8.6%	24.3%	2.7%	225	6.5
Atlantic Canada	65.6%	6.6%	26.7%	1.1%	91	10.3
GENDER						
Male	61.4%	3.7%	33.6%	1.4%	538	4.2
Female	63.4%	6.7%	28.1%	1.8%	581	4.1
AGE						
<35	75.4%	4.9%	18.6%	1.1%	223	6.6
35-44	59.4%	3.4%	35.3%	1.9%	187	7.2
45-54	62.3%	4.4%	31.2%	2.0%	243	6.3
55-64	62.0%	7.5%	29.5%	1.1%	191	7.1
65+	47.2%	5.7%	45.0%	2.2%	234	6.4
EDUCATION						
High school or less	48.9%	9.1%	39.7%	2.3%	208	6.8
College or CEGEP	61.2%	4.4%	33.1%	1.3%	437	4.7
University or higher	76.6%	2.7%	19.4%	1.3%	468	4.5
CURRENT VOTE INTENTION						
Liberal Party	91.3%	2.9%	4.9%	0.9%	357	5.2
Conservative Party	2.3%	1.4%	96.0%	0.3%	282	5.8
NDP	85.7%	5.5%	7.9%	0.8%	286	5.8
Green Party	78.0%	10.1%	11.0%	0.9%	75	11.3
Bloc Québécois	65.9%	9.5%	19.2%	5.4%	43	14.9

Impact of Election on the Future of Individual Canadians

Field Dates: October 8-12, 2015

Q. Please rate the extent to which you agree or disagree with the following statement:

This election will not make any difference to my future and everything will be the same regardless of who wins

	Disagree (1-3)	Neither agree nor disagree (4)	Agree (5-7)	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	**61.4%**	**13.0%**	**24.6%**	**1.0%**	**548**	**4.2**
REGION						
British Columbia	74.9%	8.1%	15.2%	1.7%	113	9.2
Alberta	81.2%	8.0%	10.8%	0.0%	46	14.5
Saskatchewan/Manitoba	88.7%	5.0%	6.3%	0.0%	43	14.9
Ontario	63.7%	11.8%	23.9%	0.6%	189	7.1
Quebec	35.2%	20.3%	42.9%	1.6%	110	9.3
Atlantic Canada	55.9%	18.2%	23.6%	2.3%	47	14.3
GENDER						
Male	65.1%	11.3%	22.7%	1.0%	261	6.1
Female	58.0%	14.3%	26.7%	1.0%	285	5.8
AGE						
<35	77.5%	10.8%	11.7%	0.0%	113	9.2
35-44	62.1%	13.6%	24.3%	0.0%	86	10.6
45-54	57.6%	13.4%	27.4%	1.5%	125	8.8
55-64	46.7%	11.3%	41.3%	0.7%	87	10.5
65+	51.2%	17.5%	28.9%	2.4%	108	9.4
EDUCATION						
High school or less	51.9%	19.3%	28.8%	0.0%	109	9.4
College or CEGEP	58.4%	11.3%	28.4%	1.9%	214	6.7
University or higher	74.3%	8.4%	16.3%	1.0%	220	6.6
CURRENT VOTE INTENTION						
Liberal Party	68.8%	6.8%	23.4%	1.0%	172	7.5
Conservative Party	66.7%	14.0%	18.9%	0.4%	139	8.3
NDP	60.1%	15.2%	22.7%	2.0%	138	8.3
Green Party	53.1%	19.2%	25.9%	1.8%	34	16.8
Bloc Québécois	40.7%	16.6%	42.7%	0.0%	22	20.9

Impact of Election on Canada's Future

Field Dates: October 8-12, 2015

Q. Please rate the extent to which you agree or disagree with the following statement:

This election will not make any difference to Canada's future and everything will be the same regardless of who wins

	Disagree (1-3)	Neither agree nor disagree (4)	Agree (5-7)	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	**72.5%**	**9.1%**	**17.8%**	**0.7%**	**576**	**4.1**
REGION						
British Columbia	75.5%	11.7%	11.3%	1.5%	129	8.6
Alberta	85.2%	8.7%	4.4%	1.7%	57	13.0
Saskatchewan/Manitoba	86.6%	6.7%	6.7%	0.0%	41	15.3
Ontario	72.9%	7.5%	19.6%	0.0%	190	7.1
Quebec	59.0%	11.8%	28.8%	0.4%	115	9.1
Atlantic Canada	76.0%	5.6%	16.0%	2.3%	44	14.8
GENDER						
Male	70.1%	10.4%	19.0%	0.4%	277	5.9
Female	74.6%	7.6%	16.8%	0.9%	296	5.7
AGE						
<35	83.8%	6.2%	9.6%	0.5%	110	9.3
35-44	65.8%	9.2%	25.1%	0.0%	101	9.8
45-54	66.9%	9.9%	23.1%	0.0%	118	9.0
55-64	72.0%	8.6%	16.7%	2.7%	104	9.6
65+	67.3%	12.3%	19.8%	0.6%	126	8.7
EDUCATION						
High school or less	65.8%	9.6%	24.0%	0.6%	99	9.9
College or CEGEP	71.2%	9.4%	18.3%	1.1%	223	6.6
University or higher	80.6%	7.0%	12.0%	0.3%	248	6.2
CURRENT VOTE INTENTION						
Liberal Party	77.5%	7.9%	14.6%	0.0%	185	7.2
Conservative Party	80.6%	7.5%	11.9%	0.0%	143	8.2
NDP	74.9%	9.1%	15.6%	0.4%	148	8.1
Green Party	63.4%	8.1%	26.7%	1.7%	41	15.3
Bloc Québécois	40.2%	15.5%	44.3%	0.0%	21	21.4

Perceived Importance of October 19th Election

Field Dates: October 8-12, 2015

Q. The next federal election will be held on October 19th. Comparing it to past elections, how important would you say this election will be?

	Less important than normal (1-2)	No more or less important than normal (3)	More important than normal (4-5)	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	**2.3%**	**20.8%**	**75.6%**	**1.3%**	**1124**	**2.9**
REGION						
British Columbia	1.8%	13.8%	83.5%	0.9%	242	6.3
Alberta	0.0%	19.4%	79.7%	0.9%	103	9.7
Saskatchewan/Manitoba	0.0%	19.7%	78.7%	1.6%	84	10.7
Ontario	1.4%	19.2%	78.5%	1.0%	379	5.0
Quebec	6.1%	29.3%	62.7%	1.9%	225	6.5
Atlantic Canada	1.5%	17.8%	79.1%	1.6%	91	10.3
GENDER						
Male	2.8%	21.1%	74.4%	1.7%	538	4.2
Female	1.9%	20.6%	76.6%	0.9%	581	4.1
AGE						
<35	2.4%	18.3%	77.9%	1.4%	223	6.6
35-44	2.1%	28.8%	68.1%	1.1%	187	7.2
45-54	1.7%	24.3%	72.9%	1.1%	243	6.3
55-64	4.7%	18.9%	75.5%	0.8%	191	7.1
65+	1.5%	17.2%	79.7%	1.6%	234	6.4
EDUCATION						
High school or less	3.1%	24.7%	69.5%	2.7%	208	6.8
College or CEGEP	2.6%	20.8%	75.4%	1.1%	437	4.7
University or higher	1.3%	16.9%	81.6%	0.2%	468	4.5
CURRENT VOTE INTENTION						
Liberal Party	1.4%	15.0%	82.9%	0.7%	357	5.2
Conservative Party	3.5%	27.2%	68.4%	0.9%	282	5.8
NDP	1.8%	14.3%	84.0%	0.0%	286	5.8
Green Party	0.9%	23.6%	70.9%	4.6%	75	11.3
Bloc Québécois	8.2%	35.5%	52.8%	3.5%	43	14.9

Level of Emotional Engagement

Field Dates: October 8-12, 2015

Q. Compared to past elections, how would you describe your level of emotional engagement?

	Less engaged than usual (1-2)	About the same as usual (3)	More engaged than usual (4-5)	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	**7.8%**	**32.1%**	**59.2%**	**0.9%**	**1124**	**2.9**
REGION						
British Columbia	5.9%	30.0%	63.5%	0.6%	242	6.3
Alberta	5.9%	29.2%	64.9%	0.0%	103	9.7
Saskatchewan/Manitoba	7.4%	29.9%	62.7%	0.0%	84	10.7
Ontario	4.5%	34.1%	60.1%	1.3%	379	5.0
Quebec	15.8%	33.1%	50.0%	1.1%	225	6.5
Atlantic Canada	5.6%	28.5%	64.5%	1.3%	91	10.3
GENDER						
Male	9.1%	32.5%	56.8%	1.5%	538	4.2
Female	6.6%	31.8%	61.2%	0.4%	581	4.1
AGE						
<35	6.5%	22.0%	70.0%	1.4%	223	6.6
35-44	9.3%	35.3%	54.1%	1.3%	187	7.2
45-54	4.2%	41.7%	53.6%	0.5%	243	6.3
55-64	12.1%	35.3%	52.5%	0.0%	191	7.1
65+	8.3%	32.6%	58.3%	0.8%	234	6.4
EDUCATION						
High school or less	9.2%	34.2%	55.3%	1.3%	208	6.8
College or CEGEP	7.0%	33.4%	58.6%	1.0%	437	4.7
University or higher	7.2%	28.8%	63.6%	0.5%	468	4.5
CURRENT VOTE INTENTION						
Liberal Party	5.6%	25.1%	68.4%	0.9%	357	5.2
Conservative Party	6.5%	42.1%	51.4%	0.0%	282	5.8
NDP	7.1%	27.7%	64.8%	0.4%	286	5.8
Green Party	5.0%	38.8%	54.6%	1.6%	75	11.3
Bloc Québécois	15.3%	36.7%	45.6%	2.4%	43	14.9

Methodology – Vote Intention:

The data on federal vote intention involved a blended sample collected using two separate methodologies: Computer Assisted Live Interviews (CATI) and EKOS' proprietary 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 figures in this report are based on a three-day rolling sample. Each day, a new day's worth of interviewing is added and the oldest day is dropped. The field dates for this survey are October 16-18, 2015. In total, a random sample of 2,122 Canadian adults aged 18 and over responded to the survey (1,524 by HD-IVR, 598 by live interviewer). The margin of error associated with the total sample is +/- 2.1 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.

Methodology – Election Issues:

This study was conducted using EKOS' unique, hybrid online/telephone research panel, Prob*it*. Our panel offers exhaustive coverage of the Canadian population (i.e., Internet, phone, cell phone), random recruitment (in other words, participants are recruited randomly, they do not opt themselves into our panel), and equal probability sampling. All respondents to our panel are recruited by telephone using random digit dialling and are confirmed by live interviewers. Unlike opt-in online panels, Prob*it* supports margin of error estimates. We believe this to be the only probability-based online panel in Canada.

The field dates for this survey are October 8-12, 2015. In total, a random sample of 1,124 Canadian adults aged 18 and over responded to the survey. The margin of error associated with the total sample is +/- 2.9 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.