

## Budget propels Conservatives to 8 point lead

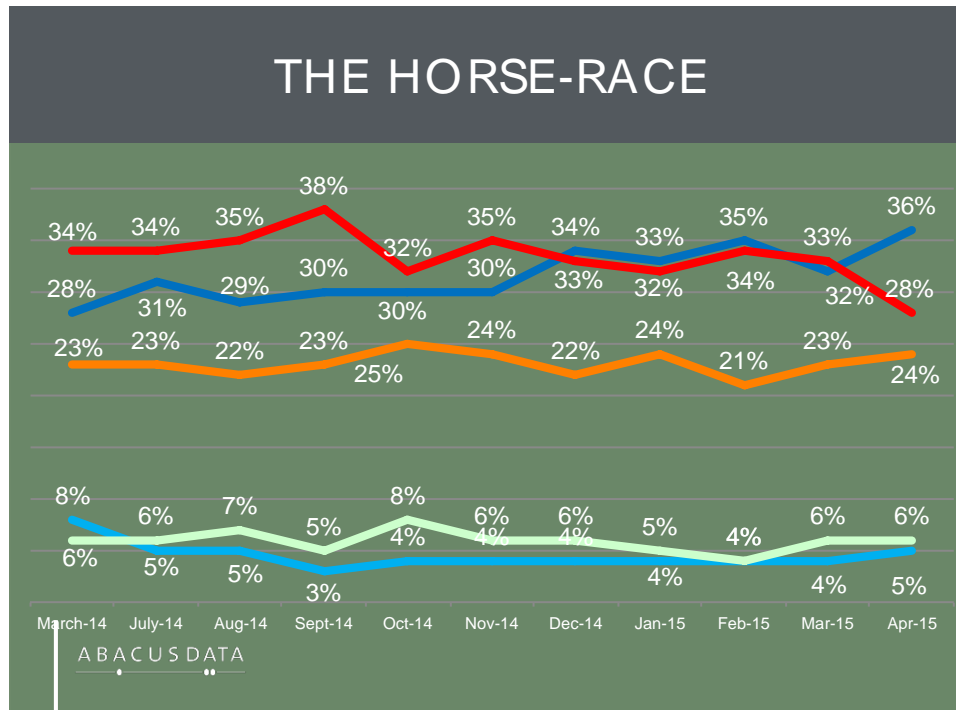
By Bruce Anderson & David Coletto

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Yesterday we released new polling data on how Canadians reacted to the Federal Budget and their perceptions about the economy. Today we explore voting inclinations.

### VOTING INTENTION

The Conservative Party has opened up an 8-point lead over the Liberal Party. Across Canada, 36% of decided voters in our sample would vote Conservative, 28% Liberal and 24% NDP. The Green Party polls at 6% nationwide and 12% in BC. The BQ is at 20% in Quebec. 24% of respondents said they were undecided, up one point from last month.



Looking at the regional races where we have the largest sample sizes, in Ontario (sample = 364), the Conservatives lead the Liberals 41% to 30% with the NDP at 23%. In Quebec (sample = 263), the NDP are at 30%, Liberals 26%, the Conservatives 19% and the BQ 20%.

Much of the rise in CPC support is attributable to gains among those aged 45 and over. Conservative support is up 10 points among those 45 to 59 and 8-points among those 60 plus. Also worth noting is evidence that the Conservatives may have picked up support among union members, at the expense of both the NDP and the Liberals.

The slippage in Liberal support is more noticeable among women, those with the least formal education, and those under 30 or over 60.

The NDP has strengthened a bit among those under 45 and those with less formal education.

### Vote Intention by Demographic Group

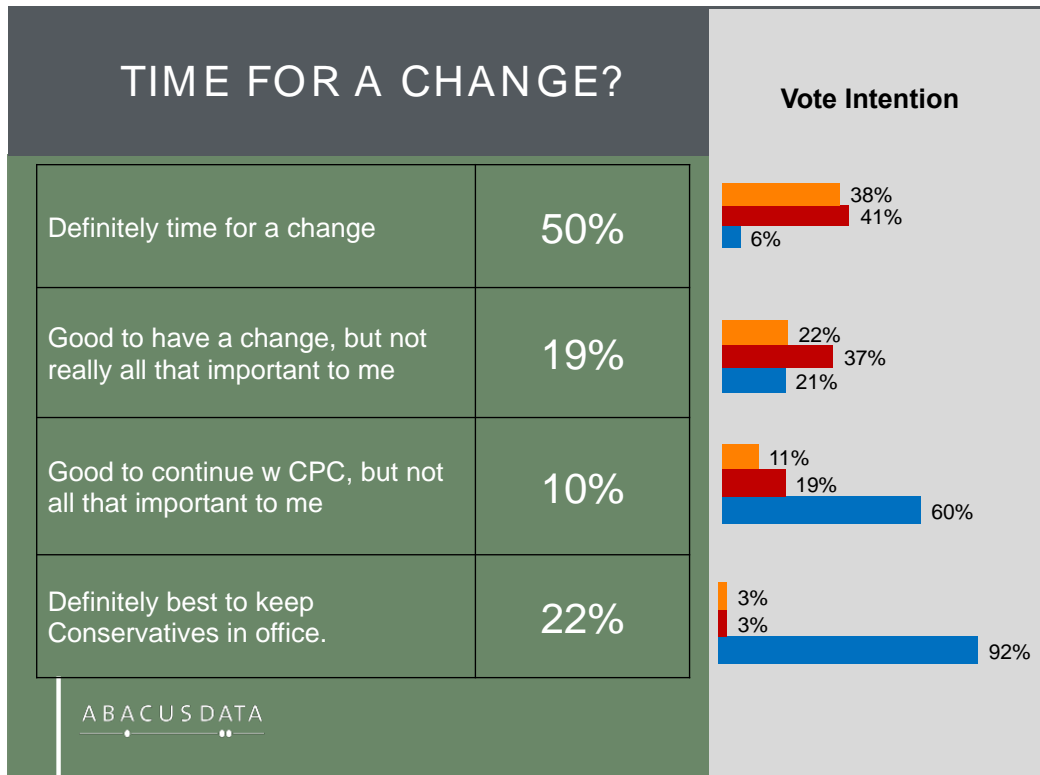
Group	Conservative	Liberal	NDP
Men	40% (+4)	29% (-4)	20% (NC)
Women	31% (+3)	27% (-7)	28% (+1)
18 to 29	24% (-1)	24% (-6)	33% (+4)
39 to 44	27% (-5)	34% (-1)	23% (+3)
45 to 59	41% (+10)	29% (-4)	23% (-2)
60+	46% (+8)	25% (-9)	19% (-1)
High school or less	35% (+4)	19% (-12)	29% (+4)
College	38% (+4)	28% (-3)	22% (+1)
University	33% (+2)	40% (+2)	20% (-2)
Homeowners	42% (+4)	28% (-5)	18% (-2)
Renters	20% (NC)	30% (-4)	34% (+3)
Union members	34% (+8)	25% (-5)	29% (-6)

Brackets = Change from March 2015

### TIME FOR A CHANGE?

This month, we asked respondents to tell us how they feel about the idea of a change in government. One in two (50%) feel "it's definitely time for a change in government". Another 19% feel "it would be good to have a change, but it is not really that important to me."

Just over one in five (22%) believe "it's definitely best to keep the Conservatives in office" and another 10% feel "it would be good to continue with the same party in power, but it's not all that important to me."



These numbers highlight challenges and opportunities for each party. For the opposition parties, there aren't enough people who are adamant about the need for change, to elect either the NDP or the Liberals, if they split their votes as they intend today. Currently, among those who are sure it's time for a change, roughly equal proportions would vote Liberal (41%) and NDP (38%).

The Conservatives must hold the share they have of those voters who have a mild preference for continuity, and draw a bigger share among those who are inclined to prefer change, but don't feel all that strongly about it. Currently, 21% of the latter group says they will probably vote Conservative.

Along with the rise in Conservative support, expectations of a Conservative win have grown as well. When asked which party would win the next federal election, 36% picked the Tories while 27% picked the Liberals. This is a 6-point increase for the Conservatives and a 7-point drop for the Liberals. Nine percent (9%) of Canadians think the NDP will win the next election.

Our data suggest that the federal budget (including the advertising which has surrounded it) has contributed to the improvement in standing for the Conservatives. Among voters who focus on jobs, taxes, debt, middle class incomes, and retirement security, the Conservatives have improved their competitiveness across the board.

## VOTE PREFERENCE BY ISSUE

Issue	Conservative	Liberal	NDP
Health care	30% (+1)	32% (-3)	25% (+2)
Job creation	38% (+9)	29% (-9)	24% (+1)
Taxes	46% (+5)	24% (-7)	21% (+3)
Middle class incomes	32% (+8)	30% (-7)	27% (NC)
Debt/Deficit/Fiscal policies	48% (+3)	24% (-6)	17% (+2)
Retirement security	41% (+8)	28% (-7)	20% (-5)
Accountability and trust	30% (NC)	36% (NC)	24% (-1)
Environment	17% (-2)	30% (-5)	28% (+2)
Public safety/terrorism	50% (+1)	17% (-12)	28% (+14)
Education and training	27% (+5)	26% (-6)	30% (-2)
Poverty	19% (-2)	32% (+6)	32% (-3)
Natural resource development	42% (NC)	26% (-2)	17% (-1)
Crime and safe communities	53% (+10)	21% (+2)	15% (-14)

### The Upshot?

The 2015 budget was a political milestone that the Conservatives have been looking forward to for several years, and they have used the improving fiscal situation to considerable advantage.

The budget measures, supported by extensive advertising about tax relief and spending on jobs and training programs has created a situation where the Conservative economic approach is very prominent, and for many people, appealing as well.

The results are an unmistakable sign to opposition parties that while many people are open to the idea of a change in government, not everyone feels strongly about that, or agree on what party should replace the Conservatives. To win, they must grow the inclination for change, and/or command the lion's share of voters who prefer change.

The Conservatives, for their part, can only count on 22% to be rock solid in their defense: to win they need to continue to firm up support among those who are inclined towards them, but not passionately so, and to attract a bit more support among those who are inclined to want change, but don't feel that strongly about it.

## Methodology

Our survey was conducted online with 1,500 Canadians aged 18 and over from April 22 to April 24, 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 +/- 2.6%, 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.

## Sample Composition

Group	Weighted Count	Unweighted Count
BC	206	360
Alberta	144	153
SK/MB	104	158
Ontario	557	364
Quebec	371	263
Atlantic Canada	99	202
Men	724	767
Women	757	733
18 to 29	282	305
39 to 44	405	468
45 to 59	438	453
60+	356	274
High school or less	532	308
College	553	578
University	396	614

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

Sample size: 1,500

Comparable MoE: ± 2.6%, 19 times out of 20

Fields dates: April 22 to 24, 2015

		CPC	LPC	NDP	GPC	BQ	Other	UND	Raw	Weighted
<b>Region</b>	Canada	27%	21%	18%	5%	4%	1%	24%	1500	1481
	BC	36%	19%	16%	9%	0%	0%	20%	360	206
	AB	39%	14%	14%	3%	0%	3%	26%	153	144
	SK/MB	27%	23%	15%	5%	0%	0%	29%	158	104
	ON	31%	22%	17%	5%	0%	0%	25%	364	557
	QC	15%	21%	24%	3%	16%	1%	21%	263	371
	Atlantic	15%	34%	14%	3%	0%	0%	34%	202	99
<b>Gender</b>	Male	32%	23%	16%	4%	4%	1%	20%	767	724
	Female	22%	19%	20%	5%	4%	0%	28%	733	757
<b>Age</b>	18 - 29	17%	18%	24%	8%	5%	0%	26%	305	282
	30 - 44	20%	25%	17%	5%	6%	0%	28%	468	405
	45 - 59	31%	22%	17%	2%	2%	1%	24%	453	438
	60 and over	38%	20%	16%	4%	3%	1%	19%	274	356
<b>Education</b>	HS or less	26%	14%	22%	7%	5%	1%	26%	308	532
	College	29%	21%	17%	4%	4%	1%	24%	578	553
	University	25%	31%	16%	3%	2%	0%	22%	614	396
<b>2011 Vote</b>	Conservative Party	72%	8%	4%	1%	0%	1%	15%	396	394
	Liberal Party	7%	70%	6%	2%	0%	1%	13%	228	205
	NDP	4%	16%	65%	2%	2%	0%	11%	273	285
	Green Party	0%	10%	5%	57%	0%	1%	27%	45	41
	Bloc Quebecois	8%	2%	10%	5%	58%	0%	18%	31	47
	Another party	7%	21%	0%	0%	0%	0%	73%	11	14
	I can't remember	10%	17%	8%	5%	0%	0%	61%	116	95

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

Sample size: 1,143, Committed Only  
 Comparable MoE: ± 3.0%, 19 times out of 20  
 Fields dates: April 22 to 24, 2015

		CPC	LPC	NDP	GPC	BQ	Other	Raw	Weighted
<b>Region</b>	Canada	36%	28%	24%	6%	5%	1%	1143	1121
	BC	45%	23%	20%	11%	0%	0%	288	165
	AB	54%	19%	18%	4%	0%	5%	116	106
	SK/MB	38%	32%	22%	7%	0%	1%	110	74
	ON	41%	30%	23%	6%	0%	0%	276	416
	QC	19%	26%	30%	4%	20%	1%	212	295
<b>Gender</b>	Atlantic	23%	51%	22%	4%	0%	1%	141	66
	Male	40%	29%	20%	5%	5%	1%	612	577
	Female	31%	27%	28%	7%	6%	0%	531	544
<b>Age</b>	18 - 29	24%	24%	33%	11%	7%	1%	225	207
	30 - 44	27%	34%	23%	7%	8%	0%	346	292
	45 - 59	41%	29%	23%	3%	3%	1%	346	333
	60 and over	46%	25%	19%	5%	4%	1%	226	289
<b>Education</b>	HS or less	35%	19%	29%	9%	6%	1%	221	393
	College	38%	28%	22%	5%	6%	1%	438	418
	University	33%	40%	20%	4%	3%	1%	484	310
<b>2011 Vote</b>	Conservative Party	85%	9%	4%	1%	0%	1%	338	335
	Liberal Party	8%	81%	7%	3%	0%	1%	201	177
	NDP	4%	18%	73%	3%	3%	0%	243	253
	Green Party	0%	13%	7%	78%	0%	2%	36	30
	Bloc Quebecois	9%	2%	12%	6%	71%	0%	27	39
	Another party	24%	76%	0%	0%	0%	0%	3	4
	I can't remember	25%	43%	20%	12%	0%	0%	47	37