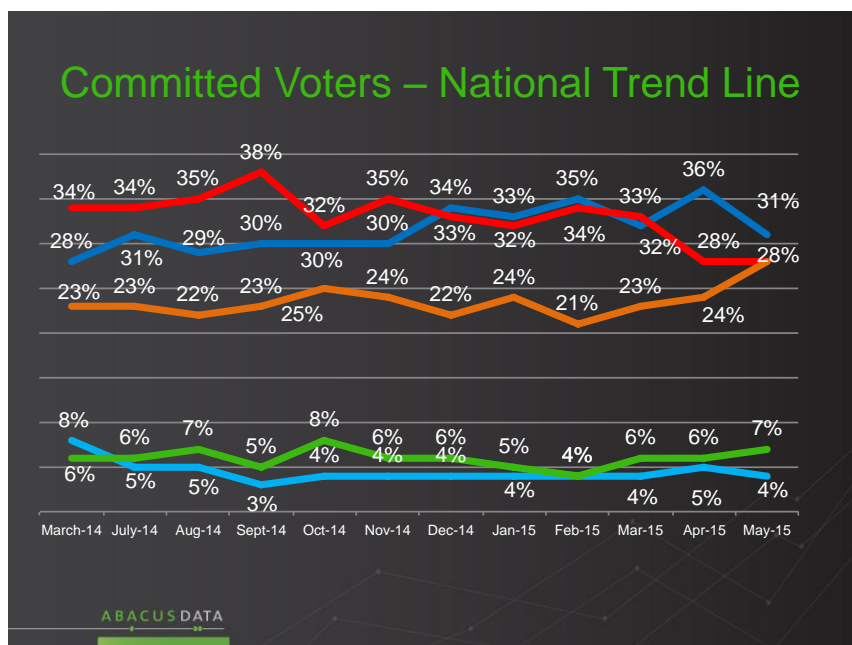# Up For Grabs: Election 2015 a Toss Up

By Bruce Anderson & David Coletto

For interviews, or to find out about our services, please contact Bruce Anderson at banderson@abacusdata.ca (613-882-0929) or CEO David Coletto at david@abacusdata.ca (613-232-2806)
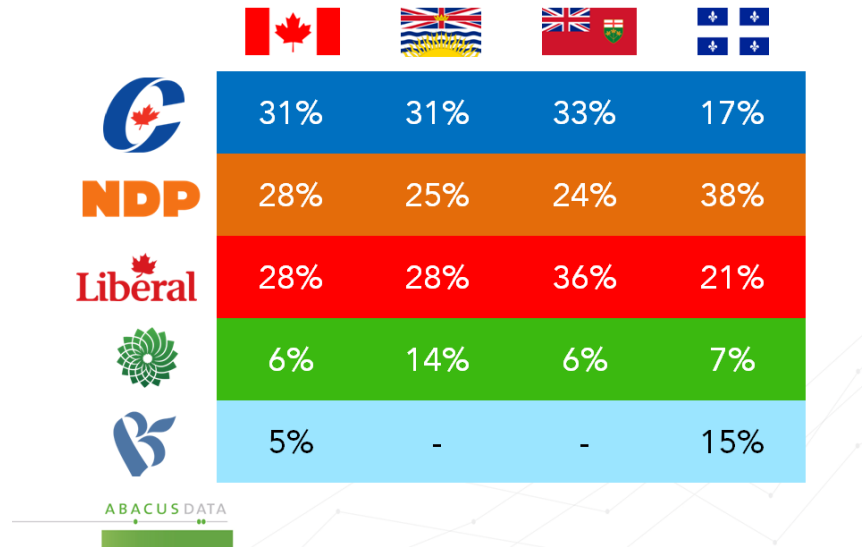
Conservatives shed 5 points, NDP up 4

Our latest horserace "who would you vote for tomorrow" question shows an extremely tight race, with the Conservatives at 31% and the NDP and the Liberals at 28%. In the provinces with the most seats and the largest sample sizes, the Liberals have a slight lead over the Conservatives in Ontario and the NDP has a sizeable lead over the Liberals in Quebec. We see a close 3-way race in BC.

A closer look at some of the demographic patterns suggests that some movement from the Conservatives towards the NDP is happening among voters 60 and older, traditionally a critical bastion of Conservative support. NDP support has also grown in the last month among those with higher levels of education, homeowners, and union members.

Committed Voters – National Trend Line

Regional Results

	🇨🇦	BC	Ontario	Quebec
Conservative	31%	31%	33%	17%
NDP	28%	25%	24%	38%
Liberal	28%	28%	36%	21%
Green	6%	14%	6%	7%
Bloc	5%	-	-	15%

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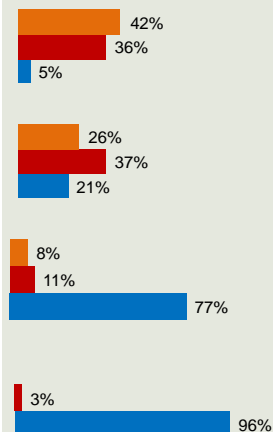### More Canadians are in the Mood for Change

Our latest results show a 7-point jump in the number of people who think it would be good to have a change in government in Ottawa, and a corresponding drop in the number of people who thing "it's definitely best to keep the Conservatives in office".   In this wave, 76% say they would prefer to see a change, although not all of these people feel strongly about the need for change.

Time for a Change?

It's definitely time for a change in government	51% (+1)
It would be good to have a change, but not really all that important to me	25% (+6)
It would be good to continue with the same party in power, but its not all that important to me	9% (-1)
It's definitely best to keep the Conservatives in office.	15% (-7)

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Which of these views is closest to yours? (change from April)

**Vote Intention
Committed Voters**

- 42%
- 36%
- 5%

- 26%
- 37%
- 21%

- 8%
- 11%
- 77%

- 3%
- 96%

Huge Proportion of Votes up for Grabs

Only 25% of those polled say, "I know how I will vote and that won't change". Among this group, 37% intend to vote Conservative. One way to interpret this is that the resolute CPC vote is 9% today, 3 points higher than that of the NDP or Liberals, but not exactly large.

Another 35% say they have "a fairly good idea, but that could change". Among this group, all three major parties have an equal share of voting intentions.

Just about a quarter (23%) say "I have only a slight leaning at this time" and 17% say they "don't really know which party they will vote for at this time.

Firmness of Voting Intentions

	% of Population	Vote Choice
I really don't know which party I will vote for at this point	17%	CPC 9% LPC 9% NDP 9% Und 66%
I have only a slight leaning at this time	23%	CPC 17% LPC 23% NDP 22% Und 24%
I have a fairly good idea, but it could change	35%	CPC 27% LPC 27% NDP 27% Und 10%
I know how I will vote and that won't change	25%	CPC 37% LPC 23% NDP 23% Und 8%

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In terms of which party you will end up voting for, which best describes you…

Among those who voted Conservative in 2011, many are not fully committed to supporting the party again. Just one in three of those who voted Conservative say they know how they will vote and that won't change (92% are voting Conservative). The other two thirds of their 2011 coalition say they are not necessarily with the Conservatives at this point.
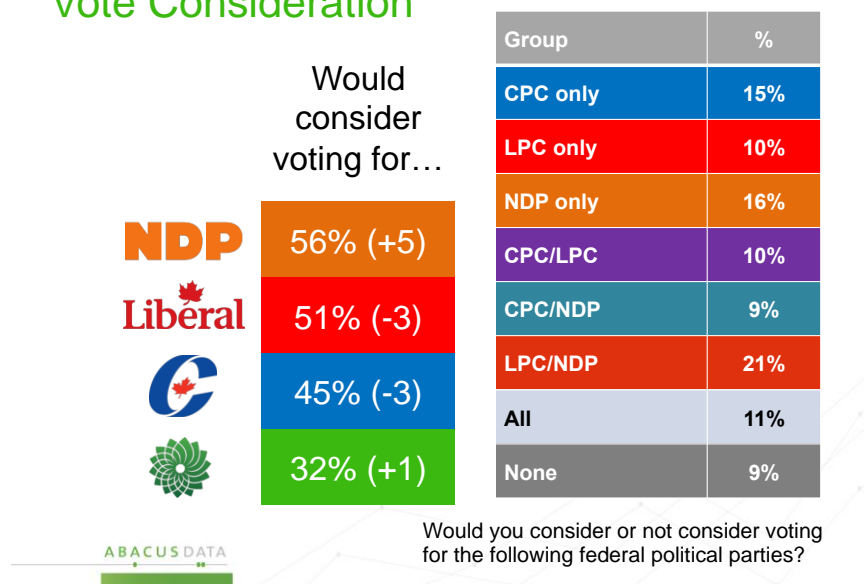
NDP potential expands. No party enjoys a large, loyal base

In the last month, we see a 5-point increase in the percentage of people who say they would consider voting NDP, giving the party now the largest potential voter pool at 56%, followed by the Liberals at 51% and the Conservatives at 45%. Just about a third would consider voting Green.

The percentage of those who would consider voting NDP is up the most in Quebec (+10) but is also up in Atlantic Canada (+12) with slight increases in BC (+4), Alberta (+4), and Ontario (+2).

Cross-tabulating these results, reveals that the base pool (would only consider this party) for the Conservatives is 15%, for the NDP is 16% and for the Liberals is 10%.

Vote Consideration

Would consider voting for…

NDP	56% (+5)
Liberal	51% (-3)
C	45% (-3)
(Green)	32% (+1)

Group	%
CPC only	15%
LPC only	10%
NDP only	16%
CPC/LPC	10%
CPC/NDP	9%
LPC/NDP	21%
All	11%
None	9%

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

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Who cares about this election?

One in four Canadians "care deeply about the outcome of this election" and LPC and NDP voters are a little more likely to feel this way than Conservative voters.   This measure of motivation is something we will watch going forward as it often has a bearing on turnout. Another 53% say they are interested in the election, which includes more Conservatives than Liberals or New Democrats.
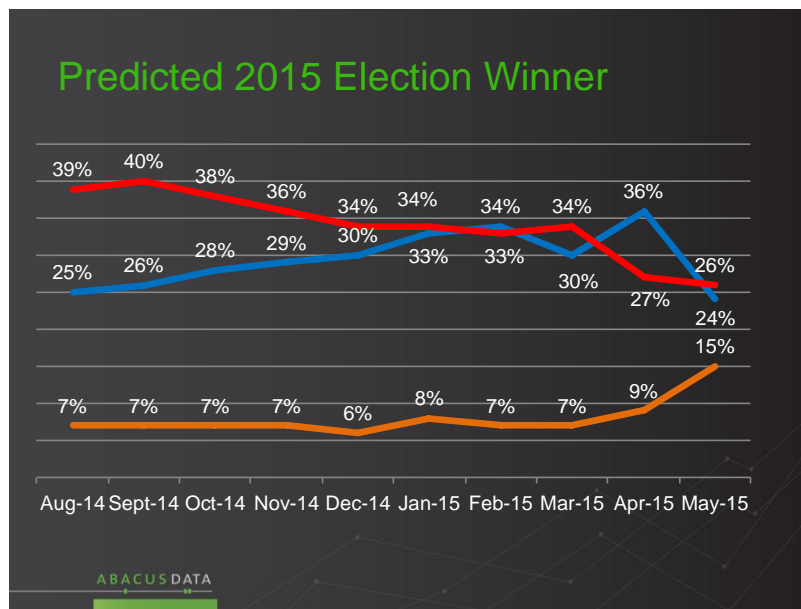
Interest in the Next Federal Election

	All	CPC Voters	LPC voters	NDP voters
Care deeply about the outcome	25%	27%	31%	31%
Interested	53%	62%	54%	52%
Very little interest	17%	10%	13%	15%
Not interested at all	5%	1%	2%	1%

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How would you describe the level of interest you have in the next federal election, would you say you care deeply about the outcome, are interested, have very little interest, or no interest at all?

How do Canadians see this turning out?

Prognostication in these circumstances in getting a lot tougher, and when asked how they think the election will turn out, Canadians are reflecting this uncertainty. Today 26% think the Liberals will win, 24% say the Conservatives (down 12 points in a month) and 15% say the NDP (up 6 points in the month and 8 points over the last quarter). Growth in the belief that the NDP could win is up in many parts of the country, not only in Quebec.

Predicted 2015 Election Winner

	Aug-14	Sept-14	Oct-14	Nov-14	Dec-14	Jan-15	Feb-15	Mar-15	Apr-15	May-15
Red	39%	40%	38%	36%	34%	34%	34%	34%	30%	27% / 24%
Blue	25%	26%	28%	29%	30%	33%	33%	34%	36%	26%
Orange	7%	7%	7%	7%	6%	8%	7%	7%	9%	15%

The Upshot?

These results are the clearest evidence to date of a phenomenon that has been seen in several recent provincial elections –polls well in advance of an election can suggest stability in public opinion when in fact there is a remarkable softness to voting intentions.

According to Abacus Chairman Bruce Anderson:

"The true core vote for any of the three main parties, is actually less than 20% today, partly a function of long term disengagement of many people from the political process. We can count on more shifting around of support than ever before, and less predictability.

Today's numbers indicate that the desire for change in Ottawa is rising. There is a larger potential for the NDP brand to consolidate the "change vote" than we have seen in the past. However, the Liberal brand is highly competitive, especially in the critical battleground of Ontario, and is seen as a more likely victor in October.

The results are sobering news for Conservative election planners. While our data had shown an uptick in support based on the recent budget, this effect has dissipated. With 20 weeks to Election Day the incumbents are struggling to build enthusiasm around their economic record or plans, and as our next release will reveal, the terror/security issue is losing momentum for the CPC as well.

All three parties have a chance to win the next election. But none can expect to win it without out-campaigning the others. And that means drawing voters beyond core loyalists."

Methodology

Our survey was conducted online with 1,500 Canadians aged 18 and over from May 28 to May 31, 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	203	354
Alberta	138	156
SK/MB	102	164
Ontario	552	317
Quebec	361	316
Atlantic Canada	101	193
Men	705	755
Women	752	745
18 to 29	280	215
39 to 44	391	453
45 to 59	433	473
60+	353	359
High school or less	512	345
College	542	591
University	402	564

Abacus Data Inc.

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

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

Sample size: 1,500
Comparable MoE: ± 2.6%, 19 times out of 20
Fields dates: May 28 to 31, 2015

		CPC	LPC	NDP	GPC	BQ	Other	Und.	Raw	Weighted
	Canada	**24%**	**22%**	**22%**	**6%**	**3%**	**1%**	**22%**	**1500**	**1457**
Region	BC	22%	20%	18%	10%	0%	2%	28%	354	203
	AB	42%	10%	18%	4%	0%	2%	24%	156	138
	SK/MB	30%	16%	16%	3%	0%	0%	35%	164	102
	ON	27%	29%	19%	5%	0%	1%	20%	317	552
	QC	15%	17%	32%	6%	13%	1%	16%	316	361
	ATL	15%	28%	22%	4%	0%	1%	30%	193	101
Gender	Male	31%	24%	21%	3%	3%	1%	17%	755	705
	Female	18%	20%	24%	8%	4%	1%	27%	745	752
Age	18 - 29	19%	18%	27%	10%	3%	0%	23%	215	280
	30 - 44	18%	25%	19%	5%	5%	2%	27%	453	391
	45 - 59	26%	23%	21%	5%	2%	2%	22%	473	433
	60 and over	32%	20%	23%	4%	3%	0%	17%	359	353
Education	HS or less	26%	14%	20%	9%	3%	1%	27%	345	512
	College	23%	24%	24%	4%	3%	1%	21%	591	542
	University	23%	30%	22%	4%	3%	1%	18%	564	402
2011 vote	CPC	67%	6%	8%	0%	1%	1%	17%	405	379
	LPC	6%	65%	10%	1%	0%	0%	18%	218	197
	NDP	2%	19%	66%	1%	1%	0%	11%	283	253
	GPC	8%	5%	12%	69%	0%	0%	7%	52	39
	BQ	8%	10%	18%	6%	52%	1%	4%	54	59
	DK	8%	14%	6%	4%	0%	0%	69%	73	61

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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: 1,182, Committed Only
Comparable MoE: ± 2.9%, 19 times out of 20
Fields dates: May 28 to 31, 2015

		CPC	LPC	NDP	GPC	BQ	Other	Raw	Weighted
	Canada	**31%**	**28%**	**28%**	**7%**	**4%**	**1%**	**1182**	**1134**
Region	BC	31%	28%	25%	14%	0%	2%	268	146
	AB	55%	13%	24%	5%	0%	3%	124	106
	SK/MB	47%	25%	25%	4%	0%	0%	115	66
	ON	33%	36%	24%	6%	0%	1%	260	443
	QC	17%	21%	38%	7%	15%	1%	271	303
	ATL	21%	41%	31%	6%	0%	2%	144	70
Gender	Male	37%	29%	25%	4%	3%	2%	629	583
	Female	24%	28%	32%	10%	5%	1%	553	551
Age	18 - 29	24%	24%	35%	13%	4%	0%	170	217
	30 - 44	25%	35%	26%	7%	6%	2%	343	287
	45 - 59	33%	29%	27%	6%	3%	2%	370	339
	60 and over	39%	24%	28%	5%	4%	0%	299	291
Education	HS or less	35%	19%	27%	12%	5%	1%	246	374
	College	30%	30%	31%	4%	4%	1%	472	429
	University	27%	36%	27%	5%	4%	1%	464	331
2011 vote	CPC	81%	8%	9%	0%	1%	1%	333	314
	LPC	8%	79%	12%	1%	0%	0%	185	162
	NDP	2%	22%	74%	1%	1%	0%	250	224
	GPC	8%	5%	13%	74%	0%	0%	47	36
	BQ	8%	11%	19%	6%	54%	1%	52	57
	DK	26%	43%	18%	13%	0%	0%	24	19