Election 2015 Headlines

70% still not fully decided
Mood for change hardens a bit
NDP ahead nationally

By Bruce Anderson & David Coletto

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Decision Making

Today, 30% of voters say they have made up their mind about which party they will vote for and won't be changing, while 70% have not fully decided. This is unchanged from our last wave of surveying.

When asked when they think they will be making up their mind, responses show that many will be waiting till much later in the campaign. As many as one in three (35%) will not make up their minds until the final weekend. Almost one in five (19%) say they'll decide on Election Day.

Desire for Change

Today, 76% say they think it would be good to have a change of government in Ottawa, including 59% who say it's **definitely** time for a change in government. The number strongly in favour of change is up 6 points since our last survey. Just 16% are sure they want the Conservatives to win another term, and another 8% feel mildly this way.

Horserace Numbers

Our national horserace numbers show the NDP leading with 35% followed by the Conservatives at 29% and the Liberals at 26%. In the two provinces that account for the most seats, the NDP is very competitive: neck and neck with the other major parties in Ontario and holding a substantial lead in Quebec.
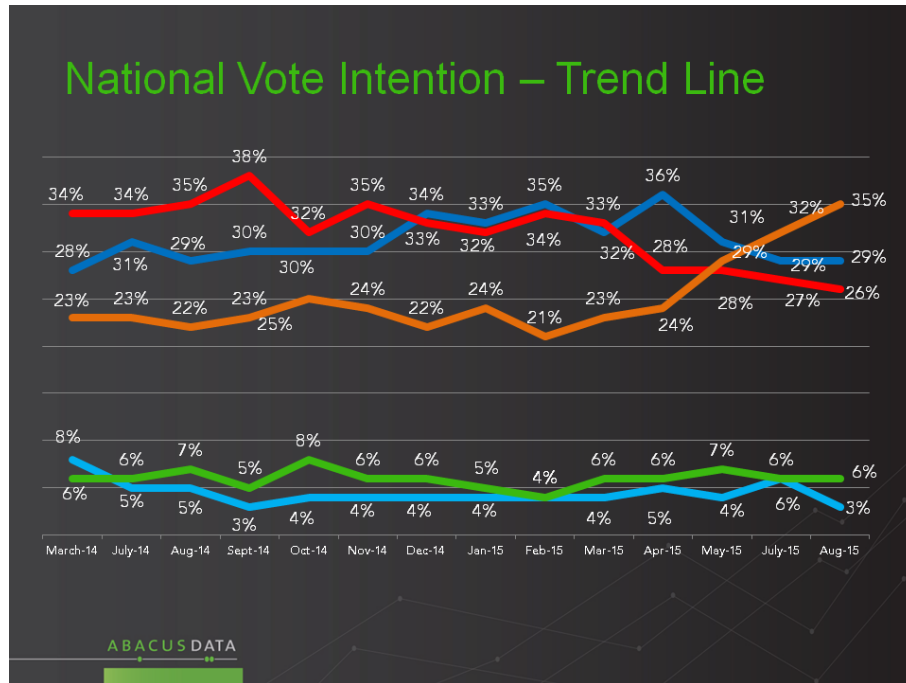
Vote Intention by Geographic Region (Committed)

Region	NDP	CPC	Liberal	Green	BQ	Sample Size (unweighted)
Atlantic Canada	36%	18%	45%	1%	-	92
Quebec	47%	13%	20%	6%	13%	287
Ontario	32%	30%	30%	7%	-	321
Manitoba/Saskatchewan	26%	47%	24%	1%	-	72
Alberta	22%	60%	14%	4%	-	89
British Columbia	34%	32%	24%	9%	-	263

A few other points of note underneath the surface of our horserace number – among those who are:

- Demanding change (the 59% who most want change) the NDP has 51%, LPC 35%
- Persuadable (the 70% who haven't fully decided) the NDP has 36%, LPC 28%, CPC 24%.
- Decided (the 30% who have decided), the CPC has 39%, NDP 32%, LPC 22%.

About half of Conservative voters say they might change their mind before Election Day, while almost two thirds of the supporters of the Liberals and the NDP might.

Vote Intention by Voter Types

Group	NDP	CPC	Liberal	Green	BQ	Sample Size (unweighted)
Persuadable Voters	36%	24%	28%	7%	4%	698
Unpersuadable voters	32%	39%	22%	4%	2%	426
Certain or fairly likely to vote	36%	29%	27%	5%	3%	944
Certain or fairly unlikely to vote	31%	33%	22%	8%	4%	162
Definitely want change	51%	3%	35%	8%	4%	702
Change not that important	19%	47%	22%	6%	6%	206
Definitely best to keep CPC in office	-	97%	1%	1%	-	216

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Vote Intention by Firmness of the Vote Choice

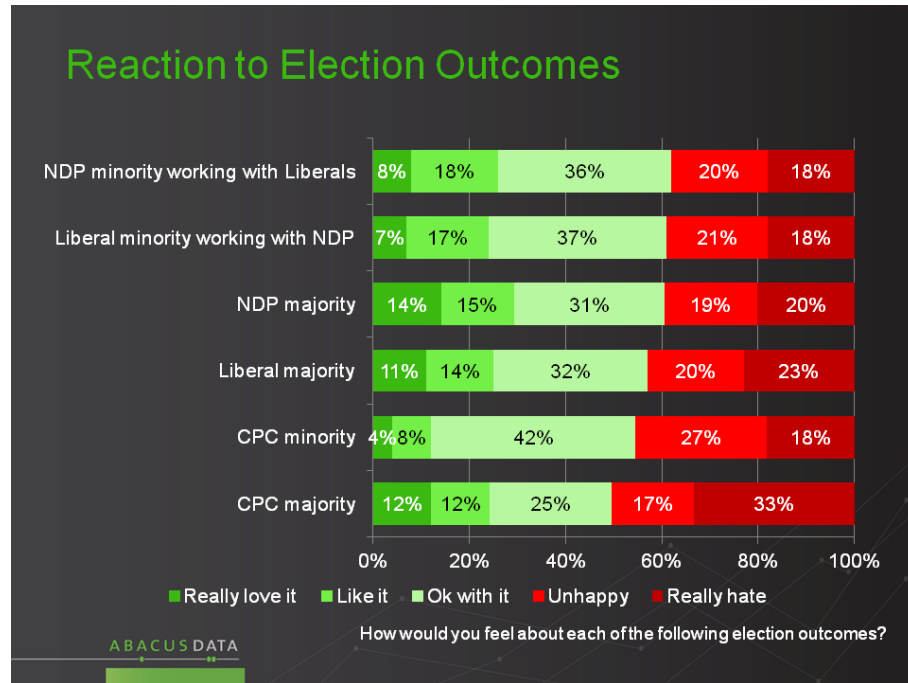| (Column %s)	All Voters	NDP	CPC	Liberal	Green	Undecided
I know how I will vote and that won't change.	30% (+4)	35%	49%	31%	26%	7%
I have a fairly good idea, but it could change.	39% (-1)	51%	36%	53%	38%	16%
I have only a slight leaning at this time.	17% (-1)	13%	9%	13%	27%	27%
I really don't know which party I will vote for at this time.	15% (-3)	2%	5%	2%	9%	51%

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Who will win?

Today 26% think the Conservatives will win, 22% say the NDP will win and 17% say the Liberals. Belief that the NDP can win the election has grown substantially since the Spring, when the NDP won the Alberta election. Today, 34% say they are unsure about which party will win, up 7 points.
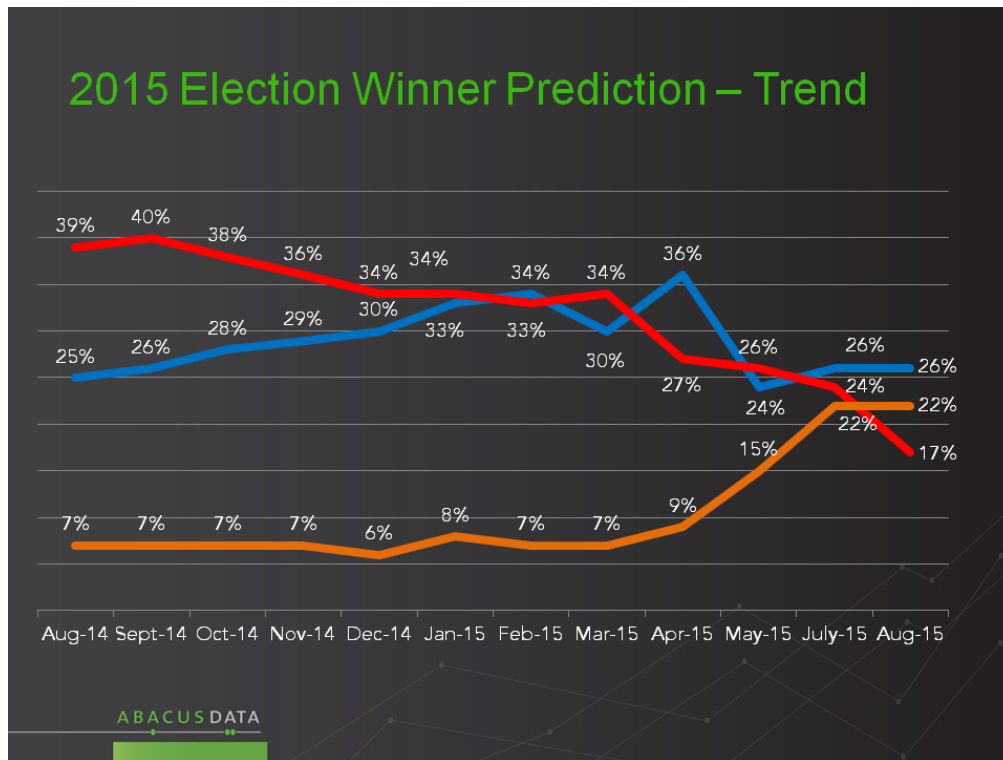
How People Feel about Each Outcome

We asked people how they would feel about a variety of possible outcomes. The results show:

- 50% would be unhappy or hate a CPC majority, 39% say the same thing about a NDP majority and 43% about an LPC majority.

- 45% would be unhappy or hate a CPC minority, while 39% and 38% say that respectively about a LPC or NDP minority.

- Levels of enthusiasm for any of the outcomes tested are modest, but roughly half or more would acquiesce to any of the possible outcomes.

Reaction to Election Outcomes

Outcome	Really love it	Like it	Ok with it	Unhappy	Really hate
NDP minority working with Liberals	8%	18%	36%	20%	18%
Liberal minority working with NDP	7%	17%	37%	21%	18%
NDP majority	14%	15%	31%	19%	20%
Liberal majority	11%	14%	32%	20%	23%
CPC minority	4%	8%	42%	27%	18%
CPC majority	12%	12%	25%	17%	33%

How would you feel about each of the following election outcomes?

The Upshot

This election campaign is in its infancy. The results suggest a population that is only lightly engaged to this point and holding only mild preferences in terms of outcomes or voting inclinations.

The NDP had been on an upward trajectory since the spring (coincident with the Notley win in Alberta) and is, at this point in time, winning the critical fight with the Liberals among those who most want change. Both parties should see this fight as in the early rounds, as 60% or more of their supporters are not really locked in, and many open to either a Liberal or and NDP victory.

The Conservatives remain competitive but well below the levels needed to imagine another majority. The Liberals continue to show strength in Atlantic Canada, competitiveness in Ontario, and possibly slight improvement in Quebec as well.

We believe any of the three major parties can win this election, and any of them could finish third, based on the extraordinarily loose attachments to parties these days and the very early stage we are at in the voters' decision making process.

Methodology

Our surveyed, commissioned by Abacus Data, was conducted online with 1,439 Canadians aged 18 and over from August 14 to 17, 2015. A random sample of panelists was invited to complete the survey from a large representative panel of over 500,000 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.

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: 1,439
Comparable MoE: ± 2.6%, 19 times out of 20
Fields dates: August 14 to 17, 2015

	Row %	CPC	LPC	NDP	GPC	BQ	Other	Undecided	Raw	Weighted
	Canada	22%	20%	27%	5%	3%	1%	24%	1439	1423
Region	BC	24%	17%	25%	7%	0%	1%	27%	343	190
	AB	43%	10%	16%	3%	0%	0%	29%	120	153
	SK/MB	32%	17%	18%	1%	0%	1%	32%	105	95
	ON	23%	23%	24%	5%	0%	0%	24%	415	555
	QC	11%	16%	38%	5%	11%	1%	18%	343	332
	ATL	14%	35%	28%	1%	0%	0%	21%	113	98
Gender	Male	27%	19%	27%	3%	3%	1%	21%	760	691
	Female	18%	20%	26%	6%	3%	0%	27%	679	732
Age	18 - 29	13%	23%	22%	7%	2%	1%	32%	211	230
	30 - 44	18%	19%	30%	4%	2%	0%	27%	409	395
	45 - 59	23%	19%	27%	5%	3%	1%	22%	458	459
	60 and over	33%	20%	25%	3%	2%	0%	17%	361	340
Community type	Urban	21%	21%	27%	4%	2%	0%	25%	679	654
	Suburban	21%	19%	26%	5%	3%	1%	24%	533	534
	Rural	29%	19%	26%	3%	3%	1%	20%	227	236
Education Groups	HS or less	21%	17%	25%	5%	4%	1%	27%	345	484
	College	23%	18%	28%	6%	2%	0%	23%	527	532
	University	23%	24%	27%	2%	1%	1%	21%	567	406
2011 Vote	Conservative Party	62%	10%	10%	2%	0%	0%	15%	433	429
	Liberal Party	5%	56%	22%	2%	1%	0%	14%	250	241
	NDP	3%	11%	71%	2%	1%	0%	12%	309	286
	Green Party	4%	18%	11%	52%	0%	0%	14%	63	57
	Bloc Quebecois	2%	4%	30%	1%	57%	0%	7%	49	44
	Another party	3%	13%	16%	9%	0%	3%	56%	18	15
	I can't remember	9%	16%	16%	4%	2%	1%	53%	317	352

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

Sample size: 1,124
Comparable MoE: ± 3.0%, 19 times out of 20
Fields dates: August 14 to 17, 2015

Row %		CPC	LPC	NDP	GPC	BQ	Other	Raw	Weighted
	Canada	29%	26%	35%	6%	3%	1%	1124	1086
Region	BC	32%	24%	34%	9%	0%	1%	263	138
	AB	60%	14%	22%	4%	0%	0%	89	109
	SK/MB	47%	24%	26%	1%	0%	1%	72	65
	ON	30%	30%	32%	7%	0%	1%	321	424
	QC	13%	20%	47%	6%	13%	1%	287	274
	ATL	18%	45%	36%	1%	0%	0%	92	78
Gender	Male	34%	24%	34%	4%	3%	1%	614	549
	Female	25%	28%	35%	8%	3%	1%	510	537
Age	18 - 29	19%	34%	32%	11%	3%	1%	151	156
	30 - 44	24%	26%	41%	5%	3%	0%	305	289
	45 - 59	30%	24%	34%	7%	4%	1%	363	359
	60 and over	40%	24%	30%	4%	2%	0%	305	283
Community type	Urban	28%	28%	36%	6%	3%	0%	519	493
	Suburban	28%	25%	35%	7%	4%	1%	421	404
	Rural	37%	24%	32%	4%	3%	1%	184	189
Education Groups	HS or less	29%	24%	34%	7%	6%	1%	255	355
	College	30%	24%	36%	7%	3%	0%	413	410
	University	29%	31%	34%	3%	1%	1%	456	322
2011 Vote	Conservative Party	73%	12%	12%	2%	0%	0%	369	362
	Liberal Party	6%	65%	25%	2%	1%	1%	216	208
	NDP	3%	13%	80%	3%	1%	1%	278	253
	Green Party	4%	21%	13%	61%	0%	0%	53	49
	Bloc Quebecois	2%	4%	32%	1%	61%	0%	46	41
	Another party	6%	28%	37%	21%	0%	8%	7	7
	I can't remember	18%	34%	33%	9%	4%	2%	155	166