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LATEST HIGHLIGHTS

Liberals ahead by six: 35%-29%.

More feel Canada headed in right direction (43%) than on the wrong track (25%).

However, only 19% say Conservatives "have governed well enough to deserve re-election", while 42% say Conservatives "have governed so poorly that they deserve to be voted out of office". Many (33%) feel "somewhere in between"

By Bruce Anderson & David Coletto

*First of several releases in the coming two week. **For interviews** or quotes, or to find out more about our services, please contact our Chairman Bruce Anderson banderson@abacusdata.ca (613-882-0929) or CEO David Coletto at david@abacusdata.ca (613-232-2806)*

As federal political parties gear up for the fall sitting of Parliament, and the countdown to a federal election, our latest poll continues to have the Liberals ahead of the Tories in voter preferences. The Liberals are ahead by six points at 35% with the Conservatives at 29%, and the NDP trailing with 22%.

In Ontario, the situation is very competitive, with the Liberals at 36%, the Conservatives at 35% and the NDP at 19%. In Quebec, the Liberals lead with 35%, followed by the NDP at 26%, the BQ at 20% and the Conservatives with 14%. Our numbers show Liberal leads in Atlantic Canada and BC, strength for the Conservatives in Alberta and competitive situations in Saskatchewan and Manitoba.

The Conservatives lead among those aged 60 and over (CPC 36%, LPC 32%, NDP 22%) but trail the Liberals among all other age groups. The Liberals have an 11-point lead among 30 to 44 year olds and a 5-point lead among 45 to 59 year olds.

Voting Intentions
(change from July 2014)

Party	All Respondents (n=1,614)	Committed Voters (n=1,293)
Liberal	27% (-1)	35% (+1)
Conservative	23% (-2)	29% (-2)
NDP	17% (-2)	22% (-1)
Green	6% (+2)	7% (+1)
BQ	4% (--)	5% (-)
Other	2% (+1)	2% (-)
Undecided	22% (+3)	-

Committed Voters

Party	Canada (n=1,293)	BC (n=235)	AB (n=165)	SK/MB (n=143)	ON (n=403)	QC (n=243)	Atlantic (n=104)
Liberal	35%	35%	23%	25%	36%	35%	50%
Conservative	29%	25%	50%	36%	35%	14%	22%
NDP	22%	26%	16%	33%	19%	26%	17%
Green	7%	14%	7%	5%	9%	2%	9%
BQ	5%	-	-	-	-	20%	-
Comparable MoE	2.8%	6.5%	7.8%	8.4%	5.0%	6.4%	9.8%

How's the Country Doing?

It's often argued that incumbents benefit when people think things are generally going in the right direction, and suffer when the opposite feeling takes hold. Right now, this is not the pattern we see in Canadian public opinion.

More people (43%) say the country is going in the right direction than the wrong direction (25%). This includes not only a majority of Conservative voters, but a plurality of NDP and Liberal voters too. "Right direction" is also the plurality view among all age groups, both genders and in every region but Quebec.

For the Conservatives, the 14-point gap between the 29% who say they are planning on voting Conservative and the 43% who say things in Canada are generally going well is a critical target group. This represents clear opportunity for the Conservatives but also a reminder that they

cannot take for granted that better economic times are a guarantee of support. For some voters, it may work the opposite way: a healthy economy implies less risk associated with changing governments.

How well has the Conservative Party Governed?

While 43% feel the country is generally headed in the right direction, fewer (33%) approve of the job being done by the Harper government today. The plurality (44%) disapproves, and the rest (23%) are somewhere between these two points of view. In the three provinces which elect the most MP's, approval is lower in BC (28%) and Quebec (20%), and stronger (40%) in Ontario.

We also asked if the Conservatives have "governed well enough to deserve re-election, or poorly enough to be voted out of office". One in five (19%) said "well enough to deserve re-election" while more than twice that number (38%) said "poorly enough to be voted out". The rest (32%) were "somewhere in between these two views"

Worth noting:

- Among those who voted Conservative in 2011, only 47% say they have governed well enough to deserve re-election, while 10% said poorly enough to be tossed out, and the rest were somewhere in between. These numbers suggest an "enthusiasm shortage" affecting the coalition that elected the Conservative majority in 2011.
- At the same time, among those who voted NDP and Liberal in 2011, there are plenty of voters who aren't sure the Conservatives have governed all that poorly. Among those who voted Liberal, just 54% say the Conservatives have governed poorly enough to be thrown out. Among 2011 NDP voters, 62% have this view. For the government's opponents these numbers suggest an "outrage shortage" and suggest that the mood for change is far from red-hot or rock solid.

In our upcoming releases, we explore perceptions of different leaders and reactions to some of the positions they have taken, with possible implications for the 2015 election

Methodology

Our survey was conducted online with 1,614 respondents by Abacus Data, August 15 to 18, 2014. 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 +/- 2.5%, 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 is an innovative, fast growing public opinion and marketing research consultancy. We use the latest technology, sound science, and deep experience to generate research based advice to our clients. 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 were held tomorrow, which one of the following parties would you vote for in your constituency?

Sample size: 1,614

Comparable MoE: ± 2.5%, 19 times out of 20

Fields dates: August 15 to 18, 2014

		CPC	LPC	NDP	GPC	BQ	Other	Undecided	Raw	Weighted
	Canada	23%	27%	17%	6%	4%	2%	22%	1614	1593
Region	BC	19%	27%	20%	11%	0%	1%	22%	296	206
	AB	40%	18%	13%	5%	0%	3%	21%	200	169
	SK/MB	27%	19%	24%	4%	0%	1%	25%	185	109
	ON	27%	28%	15%	7%	0%	1%	22%	500	616
	QC	11%	29%	21%	1%	16%	3%	18%	293	381
	Atlantic	16%	35%	12%	6%	0%	2%	29%	140	112
Gender	Male	27%	28%	16%	5%	3%	2%	18%	802	770
	Female	19%	26%	18%	7%	4%	1%	25%	812	823
Age	18 - 29	16%	27%	19%	9%	2%	0%	27%	245	301
	30 - 44	20%	27%	15%	7%	4%	3%	25%	449	458
	45 - 59	24%	27%	17%	3%	5%	2%	21%	543	461
	60 and over	31%	27%	19%	4%	4%	0%	15%	377	374
Education Level	HS or Less	21%	24%	16%	6%	6%	1%	25%	368	579
	College or some University	24%	26%	18%	6%	3%	3%	21%	620	578
	University or greater	24%	33%	18%	5%	2%	1%	18%	626	437
May 2011 Federal Vote	Conservative Party	66%	11%	5%	2%	0%	1%	15%	508	462
	Liberal Party	5%	79%	3%	2%	0%	1%	10%	330	317
	NDP	4%	14%	60%	2%	2%	1%	16%	341	328
	Green Party	4%	16%	12%	59%	0%	0%	10%	85	82
	Bloc Quebecois	0%	11%	11%	2%	69%	0%	7%	55	77
	Another party	3%	7%	9%	11%	0%	26%	44%	26	27
	Did not vote	9%	20%	7%	5%	0%	3%	56%	269	298
Voter Groups	Swing	19%	20%	13%	6%	0%	0%	43%	183	172
	CPC core	87%	2%	2%	0%	1%	0%	7%	250	234
	LPC core	2%	86%	1%	5%	2%	0%	6%	209	207
	NDP core	1%	1%	63%	9%	12%	3%	11%	173	195
	conservative flex	42%	28%	1%	3%	0%	1%	25%	195	182
	progressive flex	0%	46%	29%	7%	3%	0%	15%	379	345
	populist flex	52%	0%	23%	2%	0%	2%	21%	85	83

Committed voters only

Sample size: 1,293

Comparable MoE: ± 2.8%, 19 times out of 20

		CPC	LPC	NDP	GPC	BQ	Other	Raw	Weighted
	Canada	29%	35%	22%	7%	5%	2%	1293	1249
Region	BC	25%	35%	26%	14%	0%	1%	235	161
	AB	50%	23%	16%	7%	0%	4%	165	134
	SK/MB	36%	25%	33%	5%	0%	1%	143	81
	ON	35%	36%	19%	9%	0%	1%	403	480
	QC	14%	35%	26%	2%	20%	4%	243	312
	Atlantic	22%	50%	17%	9%	0%	2%	104	80
Gender	Male	33%	35%	20%	6%	4%	2%	675	632
	Female	25%	35%	24%	9%	6%	2%	618	617
Age	18 - 29	22%	36%	26%	13%	2%	1%	183	221
	30 - 44	26%	37%	19%	9%	5%	4%	353	344
	45 - 59	30%	35%	22%	4%	7%	3%	432	364
	60 and over	36%	32%	22%	5%	5%	0%	325	319
Education Level	HS or Less	29%	33%	21%	8%	8%	2%	278	432
	College or some University	30%	32%	23%	8%	4%	3%	493	459
	University or greater	29%	40%	22%	6%	3%	1%	522	357
May 2011 Federal Vote	Conservative Party	77%	13%	6%	2%	0%	1%	433	393
	Liberal Party	6%	88%	3%	2%	0%	1%	301	287
	NDP	5%	17%	72%	3%	3%	1%	291	275
	Green Party	4%	18%	13%	65%	0%	0%	77	75
	Bloc Quebecois	0%	12%	12%	2%	74%	0%	52	72
	Another party	6%	12%	17%	19%	0%	46%	15	15
	Did not vote	20%	44%	16%	12%	1%	7%	124	132
	Swing	34%	34%	22%	10%	0%	0%	103	99
Voter Groups	CPC core	94%	3%	2%	0%	1%	0%	233	219
	LPC core	2%	91%	1%	5%	2%	0%	197	195
	NDP core	1%	1%	71%	10%	13%	4%	156	173
	conservative flex	57%	38%	1%	4%	0%	1%	150	136
	progressive flex	0%	54%	34%	8%	3%	0%	327	293
	populist flex	66%	0%	29%	3%	0%	2%	68	65

Generally speaking, do you think things in Canada are headed in the right direction or are they off on the wrong track?

Sample size: 1,614

Comparable MoE: ± 2.5%, 19 times out of 20

Fields dates: August 15 to 18, 2014

		Headed in the right direction	Off on the wrong track	Unsure	Raw	Weighted
Region	Canada	43%	25%	32%	1614	1593
	BC	47%	29%	24%	296	206
	AB	55%	28%	16%	200	169
	SK/MB	41%	30%	28%	185	109
	ON	45%	29%	26%	500	616
	QC	34%	13%	53%	293	381
	Atlantic	42%	30%	29%	140	112
Gender	Male	47%	26%	27%	802	770
	Female	40%	25%	36%	812	823
Age	18 - 29	48%	16%	35%	245	301
	30 - 44	44%	26%	29%	449	458
	45 - 59	38%	29%	33%	543	461
	60 and over	44%	27%	29%	377	374
Education Level	HS or Less	38%	27%	35%	368	579
	College or some University	46%	23%	31%	620	578
	University or greater	47%	25%	27%	626	437
May 2011 Federal Vote	Conservative Party	59%	19%	22%	508	462
	Liberal Party	43%	28%	28%	330	317
	NDP	36%	29%	35%	341	328
	Green Party	34%	43%	23%	85	82
	Bloc Quebecois	29%	13%	58%	55	77
	Another party	33%	39%	28%	26	27
	Did not vote	34%	25%	41%	269	298
Voter Groups	Swing	64%	11%	25%	183	172
	CPC core	62%	16%	22%	250	234
	LPC core	39%	26%	35%	209	207
	NDP core	29%	32%	39%	173	195
	conservative flex	56%	15%	29%	195	182
	progressive flex	33%	32%	35%	379	345
	populist flex	50%	33%	16%	85	83

Overall, do you approve or disapprove of the job the federal government led by Stephen Harper is doing?

Sample size: 1,614

Comparable MoE: ± 2.5%, 19 times out of 20

Fields dates: August 15 to 18, 2014

		Approve	Neither	Disapprove	Raw	Weighted
Region	Canada	33%	23%	44%	1614	1593
	BC	28%	24%	49%	296	206
	AB	48%	18%	34%	200	169
	SK/MB	35%	20%	45%	185	109
	ON	40%	23%	38%	500	616
	QC	20%	27%	53%	293	381
	Atlantic	26%	22%	52%	140	112
Gender	Male	36%	19%	45%	802	770
	Female	30%	26%	43%	812	823
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May 2011 Federal Vote	Conservative Party	69%	16%	15%	508	462
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	NDP	17%	14%	69%	341	328
	Green Party	11%	23%	66%	85	82
	Bloc Quebecois	3%	22%	75%	55	77
	Another party	19%	22%	59%	26	27
	Did not vote	21%	49%	31%	269	298
Voter Groups	Swing	37%	41%	21%	183	172
	CPC core	81%	12%	6%	250	234
	LPC core	19%	21%	60%	209	207
	NDP core	12%	15%	72%	173	195
	conservative flex	65%	18%	16%	195	182
	progressive flex	8%	15%	77%	379	345
	populist flex	59%	22%	19%	85	83

In terms of how the current government has performed since the last election, in your view have they governed well enough to deserve re-election or poorly enough to be voted out of office

Sample size: 1,614

Comparable MoE: ± 2.5%, 19 times out of 20

Fields dates: August 15 to 18, 2014

	Row %	Governed well enough to deserve re-election	Governed poorly enough to be voted out of office	Somewhere in between	Unsure	Raw	Weighted
Region	Canada	19%	38%	32%	11%	1614	1593
	BC	19%	39%	31%	11%	296	206
	AB	27%	29%	38%	7%	200	169
	SK/MB	23%	41%	24%	12%	185	109
	ON	22%	31%	35%	12%	500	616
	QC	11%	49%	30%	10%	293	381
	Atlantic	12%	50%	27%	11%	140	112
Gender	Male	23%	39%	30%	7%	802	770
	Female	15%	37%	34%	14%	812	823
Age	18 - 29	19%	31%	30%	19%	245	301
	30 - 44	17%	36%	36%	12%	449	458
	45 - 59	17%	42%	31%	11%	543	461
	60 and over	25%	42%	31%	2%	377	374
Education Level	HS or Less	19%	35%	31%	15%	368	579
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	Liberal Party	7%	54%	36%	3%	330	317
	NDP	7%	62%	26%	4%	341	328
	Green Party	6%	60%	26%	8%	85	82
	Bloc Quebecois	5%	71%	14%	10%	55	77
	Another party	12%	40%	29%	19%	26	27
	Did not vote	11%	23%	32%	35%	269	298
Voter Groups	Swing	17%	14%	51%	17%	183	172
	CPC core	65%	4%	28%	3%	250	234
	LPC core	7%	54%	32%	7%	209	207
	NDP core	5%	66%	23%	6%	173	195
	conservative flex	33%	13%	49%	5%	195	182
	progressive flex	2%	69%	25%	4%	379	345
	populist flex	31%	14%	48%	7%	85	83

