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WHAT WOULD A LIBERAL OR NDP WIN MEAN?

By Bruce Anderson & David Coletto

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

When voters ponder a change in government, they often consider whether things would improve or deteriorate, if the country had different leadership. We asked Canadians how they thought things might change if there were a Liberal or an NDP government after the election in 2015.

WHAT WOULD A LIBERAL GOVERNMENT MEAN?

When it comes to "**job creation**", 32% think things would be better 19% worse, and 49% anticipate no effect. Similar numbers are found about "**growth in the economy**": 32% better, 23% worse, 46% say no different.

For **Canada's standing in the world**, 32% say a Liberal win would improve things, 20% say make things worse, and 48% see no effect.

On the **environment**, 32% say the Liberals would improve things, 17% say make things worse, and 51% expect no change.

When it comes to **infrastructure like transit and roads**, 29% think things would be better, 16% worse, 54% no different.

On **crime**, 17% say it would be better under the Liberals, 18% worse, but about 2 out of 3 voters expect no difference.

If the next election resulted in the election of a **Liberal** government ...

	Make things better	Make things worse	No difference
Job creation	32%	19%	49%
Economic growth	32%	23%	46%
The environment	32%	17%	51%
Standing in world	32%	20%	48%
Infrastructure	29%	16%	54%
Crime	17%	18%	65%

Many Conservative voters seem unconvinced that a Liberal government would be worse for the country.

- On **job creation** 35% say things would be worse, 15% better and 49% no different. They are somewhat more apprehensive about the impact on **economic growth** (47% worse 15% better, 38% no different), but the overall picture is that half of the 2011 Conservative coalition unconvinced that a Liberal government would put the economy on the rocks.
- Even on crime, only 37% of 2011 Conservative voters think the Liberals would make things worse.

WHAT WOULD AN NPD GOVERNMENT MEAN?

A hypothetical NDP government finds numbers that are not as good as those for the Liberal Party, but perhaps not as bad as NDP critics might suspect.

When it comes to “**job creation**”, 31% think an NDP government would make things better 25% worse, and 43% anticipate no difference.

On “**growth in the economy**” there is more apprehension: 23% say the NDP would make things better, 31% worse, 46% say no different. This means the NDP is at about a 10 point disadvantage to the Liberals when it comes to perceptions of how they would do managing the economy, a major challenge for the NDP in closing their horse-race numbers.

On the **environment**, 41% say the NDP would improve things, 15% say make things worse, and 51% expect no change.

When it comes to **infrastructure like transit and roads**, 30% think things would be better, 21% worse, 49% no different.

For **Canada’s standing in the world**, 23% say an NDP win would improve things, 27% make things worse, and 50% see no effect.

On **crime**, 17% say things would be better under the NDP, 20% worse, but the majority expects no difference.

If the next election resulted in the election of an **NDP** government ...

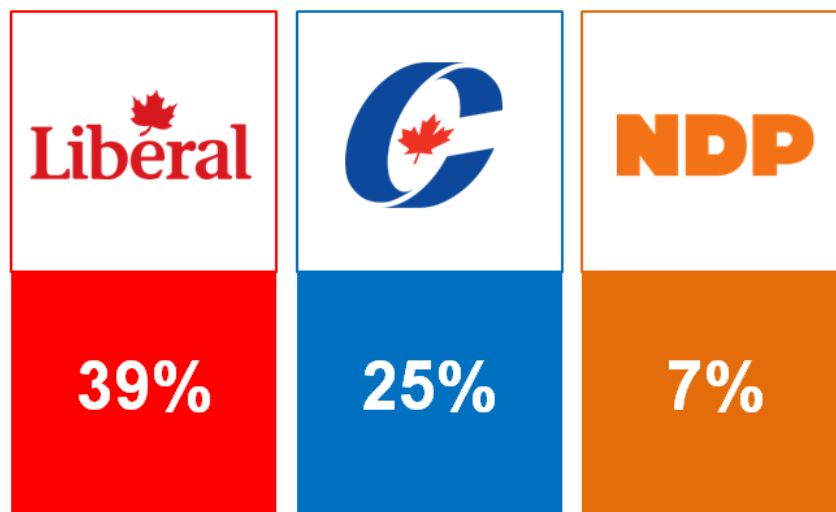
	Make things better	Make things worse	No difference
The environment	41%	15%	44%
Job creation	31%	25%	43%
Infrastructure	30%	21%	49%
Economic growth	23%	31%	46%
Standing in world	23%	27%	50%
Crime	17%	20%	63%

Looking deeper into the numbers, in general, it's evident that Liberal voters tend to be more skeptical about the effects of an NDP government, than NDP voters are about the possibility of

a Liberal government. This may suggest greater potential success for the Liberals in consolidating the progressive vote.

Further to that point it is worth noting that in our poll, 39% expect the Liberals to win the next election, while only 7% expect the NDP to win. 25% expect the Conservatives to post a fourth straight victory.

Prediction for 2015 Election Result



Q: Which party do you think will win the next federal election?

THE UPSHOT?

The numbers are somewhat sobering for the Conservatives. Despite years of effort to brand themselves as the only party that can be trusted to manage the economy, only half of the coalition of voters that produced their majority in 2011 believes a change would be economically ruinous, or harmful to our standing on the world stage, or to the level of safety from crime.

For the Liberals these numbers show that there is more optimism than fear about the prospect of a Trudeau government. That said, the proportions that expect the Liberals would make things better are not enormous, and are best thought of as modest, and tentative.

For the NDP, there is something of a double-edged sword. The good news is that the idea of an NDP government provokes little fear. The bad news is that the other than on the environment, voters seem inclined to think that a change to the Liberals would be better than a change to the NDP. And, NDP voters seem more open to a Liberal government than Liberals are to an NDP government.

Comparing Current Party Supporters

	Liberal supporters on NDP Government	NDP supporters on Liberal Government
Net Score "Make things better" – "Make things worse"		
Job creation	+4	+20
Economic growth	-12	+15
The environment	+34	+20
Standing in world	-6	+15
Infrastructure	+10	+15
Crime	-2	0

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/>

Which party do you think will win the next federal election?

Sample size: 1,614

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

Fields dates: August 15 to 18, 2014

		CPC	LPC	NDP	Other	Unsure	Raw	Weighted
Region	Canada	25%	39%	7%	1%	27%	1614	1593
	BC	24%	38%	10%	2%	27%	296	206
	AB	45%	25%	6%	2%	22%	200	169
	SK/MB	32%	31%	9%	0%	28%	185	109
	ON	25%	40%	5%	0%	29%	500	616
	QC	17%	44%	10%	3%	25%	293	381
	Atlantic	13%	53%	4%	0%	29%	140	112
Gender	Male	28%	40%	7%	1%	23%	802	770
	Female	22%	39%	7%	2%	31%	812	823
Age	18 - 29	24%	35%	13%	0%	28%	245	301
	30 - 44	23%	39%	6%	2%	30%	449	458
	45 - 59	25%	42%	5%	1%	27%	543	461
	60 and over	29%	40%	8%	1%	22%	377	374
Education Level	HS or Less	24%	35%	10%	2%	28%	368	579
	College or some University	25%	41%	7%	1%	26%	620	578
	University or greater	26%	43%	5%	0%	26%	626	437
May 2011 Federal Vote	Conservative Party	60%	21%	1%	1%	17%	508	462
	Liberal Party	7%	74%	4%	0%	15%	330	317
	NDP	9%	44%	21%	0%	26%	341	328
	Green Party	18%	41%	12%	4%	24%	85	82
	Bloc Quebecois	15%	37%	15%	12%	22%	55	77
	Another party	9%	19%	2%	13%	56%	26	27
	Did not vote	13%	29%	2%	0%	56%	269	298
Voter Groups	Swing	22%	30%	9%	0%	39%	183	172
	CPC core	78%	10%	0%	0%	12%	250	234
	LPC core	8%	78%	0%	0%	14%	209	207
	NDP core	8%	28%	31%	2%	31%	173	195
	conservative flex	36%	37%	1%	0%	26%	195	182
	progressive flex	6%	67%	8%	0%	20%	379	345

If the next election resulted in the election of a **Liberal government**, would it make things better than they have been, worse, or no different in each of the following areas?

Job Creation

Sample size: 1,614

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

Fields dates: August 15 to 18, 2014

		Make things better	Make things worse	No difference	Raw	Weighted
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	NDP core	21%	20%	59%	173	195
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	progressive flex	58%	3%	40%	379	345

If the next election resulted in the election of a **Liberal government**, would it make things better than they have been, worse, or no different in each of the following areas?

Crime

Sample size: 1,614

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

Fields dates: August 15 to 18, 2014

		Make things better	Make things worse	No difference	Raw	Weighted
Region	Canada	17%	18%	65%	1614	1593
	BC	17%	19%	64%	296	206
	AB	13%	32%	55%	200	169
	SK/MB	17%	19%	64%	185	109
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	Female	18%	15%	68%	812	823
Age	18 - 29	19%	15%	65%	245	301
	30 - 44	22%	18%	60%	449	458
	45 - 59	13%	20%	67%	543	461
	60 and over	14%	19%	67%	377	374
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	LPC core	33%	5%	62%	209	207
	NDP core	10%	14%	76%	173	195
	conservative flex	16%	17%	67%	195	182
	progressive flex	27%	4%	69%	379	345

If the next election resulted in the election of a Liberal government, would it make things better than they have been, worse, or no different in each of the following areas?

The Environment

Sample size: 1,614

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

Fields dates: August 15 to 18, 2014

		Make things better	Make things worse	No difference	Raw	Weighted
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	NDP core	23%	22%	56%	173	195
	conservative flex	27%	13%	59%	195	182
	progressive flex	57%	4%	39%	379	345

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Growth in the Economy

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Fields dates: August 15 to 18, 2014

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	conservative flex	25%	26%	49%	195	182
	progressive flex	58%	2%	41%	379	345

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Canada's Standing in the World

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 Fields dates: August 15 to 18, 2014

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Infrastructure like public transit and roads

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If the next election resulted in the election of an **NDP government**, would it make things better than they have been, worse, or no different in each of the following areas?

Job Creation

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Crime

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The Environment

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	30 - 44	40%	19%	42%	449	458
	45 - 59	41%	16%	43%	543	461
	60 and over	43%	11%	46%	377	374
Education Level	HS or Less	33%	17%	50%	368	579
	College or some University	41%	14%	45%	620	578
	University or greater	53%	14%	33%	626	437
May 2011 Federal Vote	Conservative Party	26%	25%	49%	508	462
	Liberal Party	52%	12%	36%	330	317
	NDP	65%	4%	31%	341	328
	Green Party	45%	20%	35%	85	82
	Bloc Quebecois	54%	20%	26%	55	77
	Another party	35%	9%	56%	26	27
	Did not vote	22%	14%	63%	269	298
Voter Groups	Swing	38%	9%	54%	183	172
	CPC core	17%	35%	48%	250	234
	LPC core	31%	19%	50%	209	207
	NDP core	67%	3%	31%	173	195
	conservative flex	27%	25%	47%	195	182
	progressive flex	70%	4%	26%	379	345

If the next election resulted in the election of an **NDP government**, would it make things better than they have been, worse, or no different in each of the following areas?

Growth in the Economy

Sample size: 1,614

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

Fields dates: August 15 to 18, 2014

		Make things better	Make things worse	No difference	Raw	Weighted
Region	Canada	23%	31%	46%	1614	1593
	BC	26%	33%	40%	296	206
	AB	15%	46%	39%	200	169
	SK/MB	23%	31%	46%	185	109
	ON	21%	34%	45%	500	616
	QC	28%	20%	52%	293	381
Gender	Atlantic	21%	23%	56%	140	112
	Male	21%	36%	44%	802	770
	Female	25%	26%	49%	812	823
Age	18 - 29	30%	20%	50%	245	301
	30 - 44	24%	34%	42%	449	458
	45 - 59	21%	31%	48%	543	461
	60 and over	17%	35%	47%	377	374
Education Level	HS or Less	23%	29%	48%	368	579
	College or some University	23%	30%	47%	620	578
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May 2011 Federal Vote	Conservative Party	9%	57%	34%	508	462
	Liberal Party	20%	30%	50%	330	317
	NDP	50%	9%	41%	341	328
	Green Party	36%	24%	39%	85	82
	Bloc Quebecois	29%	20%	51%	55	77
	Another party	24%	20%	56%	26	27
	Did not vote	12%	20%	68%	269	298
Voter Groups	Swing	25%	14%	61%	183	172
	CPC core	3%	69%	28%	250	234
	LPC core	9%	40%	52%	209	207
	NDP core	59%	2%	38%	173	195
	conservative flex	5%	64%	31%	195	182
	progressive flex	39%	12%	49%	379	345

If the next election resulted in the election of an **NDP government**, would it make things better than they have been, worse, or no different in each of the following areas?

Infrastructure like public transit and roads

Sample size: 1,614

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

Fields dates: August 15 to 18, 2014

		Make things better	Make things worse	No difference	Raw	Weighted
Region	Canada	30%	21%	49%	1614	1593
	BC	29%	22%	49%	296	206
	AB	27%	32%	41%	200	169
	SK/MB	27%	21%	52%	185	109
	ON	30%	23%	47%	500	616
	QC	34%	13%	52%	293	381
Gender	Atlantic	31%	15%	54%	140	112
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Age	18 - 29	33%	18%	49%	245	301
	30 - 44	30%	26%	44%	449	458
	45 - 59	28%	20%	52%	543	461
	60 and over	30%	19%	51%	377	374
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	Liberal Party	38%	20%	43%	330	317
	NDP	50%	6%	45%	341	328
	Green Party	43%	22%	35%	85	82
	Bloc Quebecois	42%	19%	40%	55	77
	Another party	23%	18%	59%	26	27
	Did not vote	18%	15%	67%	269	298
Voter Groups	Swing	27%	12%	61%	183	172
	CPC core	8%	47%	45%	250	234
	LPC core	19%	25%	56%	209	207
	NDP core	62%	4%	33%	173	195
	conservative flex	19%	40%	41%	195	182
	progressive flex	52%	7%	41%	379	345