

LATEST HIGHLIGHTS

Liberals lose support over last month

By Bruce Anderson & David Coletto

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Our latest polling results, gathered over the last week among 1,248 Canadians aged 18 and over, show that:

- 32% of committed voters say they would support the Liberal Party in an election held tomorrow, 30% would vote for the Conservatives and 25% say they would vote NDP. This represents a 6-point drop for the Liberals and increases in undecided, NDP and Green party voters. Conservative support is unchanged.

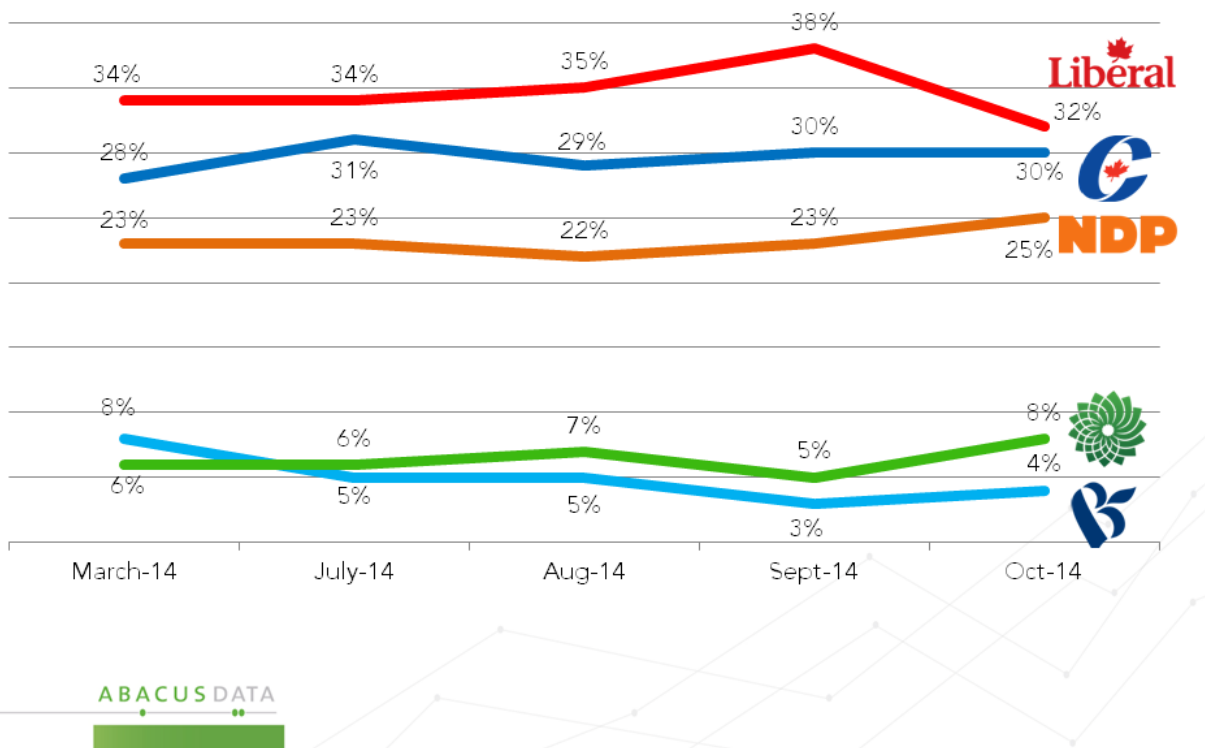
Party	Voting Intentions (change from September 2014)	
	All Respondents (n=1,248)	Committed Voters (n=965)
Liberal	24% (-7)	32% (-6)
Conservative	23% (-1)	30% (-)
NDP	19% (-)	25% (+2)
Green	6% (+2)	8% (+3)
BQ	3% (-)	4% (+1)
Other	1% (-)	1% (-1)
Undecided	23% (+4)	-

- In Ontario, the race is very close, with 33% for the Liberals, 30% for the Conservatives and 28% for the NDP. In Quebec, the Liberals and NDP are essentially tied, with the BQ (17%) and the Conservatives (14%) well back.

Committed Voters

Party	Canada (n=965)	BC (n=161)	AB (n=105)	SK/MB (n=88)	ON (n=335)	QC (n=200)	Atlantic (n=76)
Liberal	32%	30%	24%	30%	33%	32%	46%
Conservative	30%	40%	56%	36%	30%	14%	29%
NDP	25%	20%	10%	26%	28%	31%	17%
Green	8%	9%	7%	6%	9%	5%	8%
BQ	4%	-	-	-	-	17%	-
Comparable MoE	3.2%	7.9%	9.8%	10.7%	5.5%	7.1%	11.4%

Canada – Trend Line



- 46% believe the country is heading in the right direction, similar to the 44% who said the same thing in our last survey in September. 24% think the country is “off on the wrong track”.
- 33% say they approve of the job the federal government is doing, unchanged from last month.
- The poll was conducted during a period of significant weakening in oil prices and stock markets. So far, these events have had little apparent effect on public confidence. 65%

of Canadians rate the Canadian economy as good or very good, up four points from September. The percentage who think the Canadian economy will get worse in the next six months is up to 22% from 16% last month (+6)

- 20% say the government has “governed well enough to deserve re-election” while 38% say “governed poorly enough to be voted out of office”. These numbers are virtually identical to our September results.
- The pools of potential voters shows little shifting, with 58% (unchanged) saying they would consider voting Liberal, 51% saying they would consider voting NDP (+2), and 47% would consider voting Conservative (+2). This suggests that the fall off in Liberal numbers is best understood as a shift from support to *potential* support.

The Upshot?

Some observers might have begun to wonder if anything could dent the support level for the Liberal Party under the leadership of Justin Trudeau – these numbers are a signal that the level of support enjoyed by the Liberals is not a given.

Feelings about the government have not really changed, the same proportions of people believe they are doing a good job and deserve re-election. The recent volatility in oil and stock markets has, until this point anyway, neither helped nor harmed the incumbents’ popularity.

But even if their support levels look stagnant, the Conservatives have become more competitive: when the Liberals and NDP split the remainder of the votes this is helpful to Conservative candidates in ridings where they are competitive.

According to Bruce Anderson: “All three parties are well organized, funded, disciplined and united. Each is led by people with different, but highly competitive skills. The best bet is that this campaign will be one of the more interesting ones to watch in many years, and the likely outcome will not be apparent anytime soon.”

According to David Coletto: “With a year to go before the scheduled date of the next General Election, our polling suggests that any of the three major parties has a road to victory. But that road for the Liberals may not be as smooth as appeared last month. For the first time in our tracking this year, we have seen some movement. Liberal support is down, NDP and Green support has ticked up, while Conservative support is holding at 30%.”

Tomorrow we will lay out our results to a series of questions about the ISIS conflict and perceptions of the Canada’s political leaders in that regard.

Methodology

Our survey was conducted online with 1,248 respondents, October 15 to 17, 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 +/- 2.8%, 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.

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/>

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

Sample size: 1,248

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

Fields dates: October 15 - 17, 2014

		Headed in the right direction	Off on the wrong track	Unsure	Raw	Weighted
	All respondents	46%	24%	30%	1248	1229
Region	BC	51%	26%	23%	215	161
	AB	54%	23%	22%	143	130
	SK/MB	46%	21%	33%	113	83
	ON	49%	28%	23%	419	475
	Quebec	36%	13%	50%	242	294
	Atlantic	39%	32%	29%	116	86
Gender	Male	51%	22%	26%	623	600
	Female	41%	25%	35%	625	629
Age Group	18 - 29	50%	23%	27%	204	245
	30 - 44	49%	24%	27%	318	330
	45 - 59	43%	25%	31%	392	354
	60 and over	43%	21%	35%	334	299
Education	HS or less	42%	24%	34%	288	427
	College	46%	21%	32%	507	451
	University	51%	25%	24%	453	352

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

Sample size: 1,248

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

Fields dates: October 15 - 17, 2014

		CPC	LPC	NDP	GPC	BQ	Other	Undecided	Raw	Weighted
	All respondents	23%	24%	19%	6%	3%	1%	23%	1248	1229
Region	BC	30%	22%	15%	7%	0%	1%	26%	215	161
	AB	39%	17%	7%	5%	0%	2%	30%	143	130
	SK/MB	29%	24%	20%	4%	0%	2%	21%	113	83
	ON	24%	26%	22%	7%	0%	0%	22%	419	475
	Quebec	12%	26%	25%	4%	13%	1%	19%	242	294
	Atlantic	19%	30%	11%	5%	0%	0%	34%	116	86
Gender	Male	27%	25%	18%	6%	4%	1%	19%	623	600
	Female	20%	23%	21%	6%	3%	1%	27%	625	629
Age Group	18 - 29	12%	23%	25%	7%	2%	1%	30%	204	245
	30 - 44	22%	24%	17%	9%	4%	1%	23%	318	330
	45 - 59	28%	27%	16%	3%	4%	1%	22%	392	354
	60 and over	30%	22%	20%	5%	3%	0%	20%	334	299
Education	HS or less	24%	22%	18%	6%	4%	0%	25%	288	427
	College	22%	21%	22%	7%	3%	1%	24%	507	451
	University	25%	31%	18%	4%	1%	1%	21%	453	352

Committed voters only

Sample size: 965

Comparable MoE: ± 3.2%, 19 times out of 20

		Conservative Party	Liberal Party	NDP	Green Party	Bloc Quebecois	Another party	Raw	Weighted
	All respondents	30%	32%	25%	8%	4%	1%	965	942
Region	BC	40%	30%	20%	9%	0%	1%	161	120
	AB	56%	24%	10%	7%	0%	3%	105	90
	SK/MB	36%	30%	26%	6%	0%	2%	88	65
	ON	30%	33%	28%	9%	0%	1%	335	373
	Quebec	14%	32%	31%	5%	17%	1%	200	237
	Atlantic	29%	46%	17%	8%	0%	0%	76	57
Gender	Male	34%	31%	22%	7%	5%	1%	504	484
	Female	27%	32%	28%	8%	4%	1%	461	458
Age Group	18 - 29	17%	32%	36%	10%	3%	2%	144	171
	30 - 44	28%	32%	22%	12%	5%	1%	244	255
	45 - 59	35%	35%	20%	3%	5%	1%	305	277
	60 and over	37%	28%	26%	6%	3%	0%	272	239
Education	HS or less	32%	30%	23%	9%	6%	0%	216	318
	College	28%	28%	29%	9%	5%	2%	385	344
	University	31%	39%	22%	5%	2%	1%	364	280

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

Sample size: 1,248

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

Fields dates: October 15 - 17, 2014

		Would consider	Would not consider	Raw	Weighted
	All respondents	47%	53%	1248	1229
Region	BC	57%	43%	215	161
	AB	62%	38%	143	130
	SK/MB	49%	51%	113	83
	ON	52%	48%	419	475
	Quebec	26%	74%	242	294
	Atlantic	44%	56%	116	86
Gender	Male	49%	51%	623	600
	Female	45%	55%	625	629
Age Group	18 - 29	43%	57%	204	245
	30 - 44	44%	56%	318	330
	45 - 59	49%	51%	392	354
	60 and over	51%	49%	334	299
Education	HS or less	49%	51%	288	427
	College	45%	55%	507	451
	University	46%	54%	453	352

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

Sample size: 1,248

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

Fields dates: October 15 - 17, 2014

		Would consider	Would not consider	Raw	Weighted
All respondents		58%	42%	1248	1229
Region	BC	55%	45%	215	161
	AB	52%	48%	143	130
	SK/MB	58%	42%	113	83
	ON	63%	37%	419	475
	Quebec	47%	53%	242	294
	Atlantic	77%	23%	116	86
Gender	Male	57%	43%	623	600
	Female	58%	42%	625	629
Age Group	18 - 29	63%	37%	204	245
	30 - 44	61%	39%	318	330
	45 - 59	55%	45%	392	354
	60 and over	52%	48%	334	299
Education	HS or less	53%	47%	288	427
	College	53%	47%	507	451
	University	70%	30%	453	352

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

Sample size: 1,248

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

Fields dates: October 15 - 17, 2014

		Would consider	Would not consider	Raw	Weighted
	All respondents	51%	49%	1248	1229
Region	BC	45%	55%	215	161
	AB	38%	62%	143	130
	SK/MB	42%	58%	113	83
	ON	57%	43%	419	475
	Quebec	50%	50%	242	294
	Atlantic	57%	43%	116	86
Gender	Male	48%	52%	623	600
	Female	54%	46%	625	629
Age Group	18 - 29	66%	34%	204	245
	30 - 44	52%	48%	318	330
	45 - 59	46%	54%	392	354
	60 and over	43%	57%	334	299
Education	HS or less	45%	55%	288	427
	College	53%	47%	507	451
	University	55%	45%	453	352