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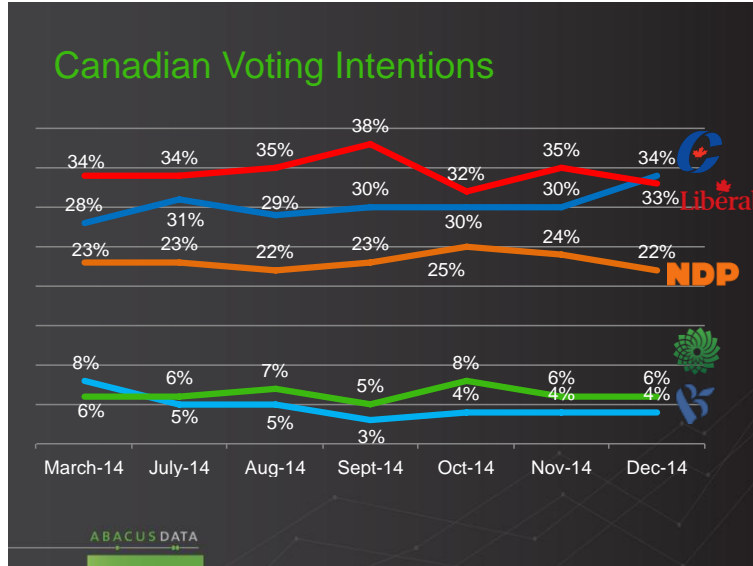
Conservatives and Liberals end 2014 neck and neck as Harper's personal numbers improve.

By Bruce Anderson & David Coletto

For interviews, quotes, or to find out about our services, please contact Chairman Bruce Anderson at banderson@abacusdata.ca (613-882-0929) or CEO David Coletto at david@abacusdata.ca (613-232-2806)

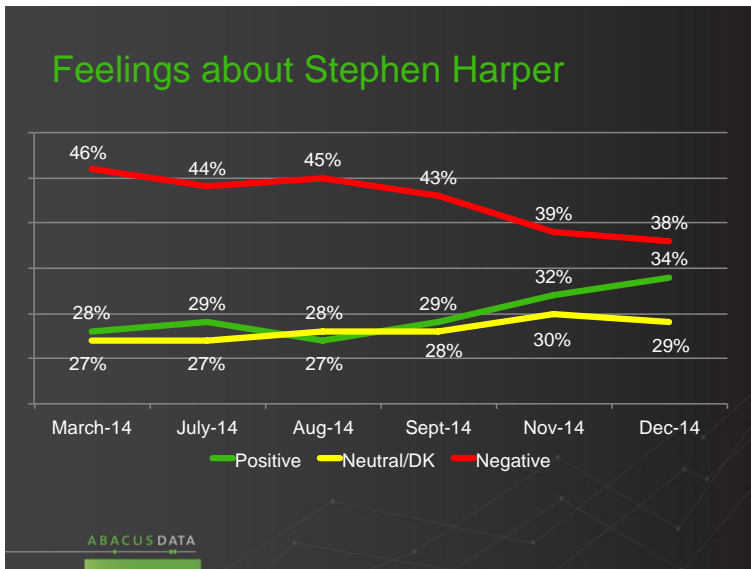
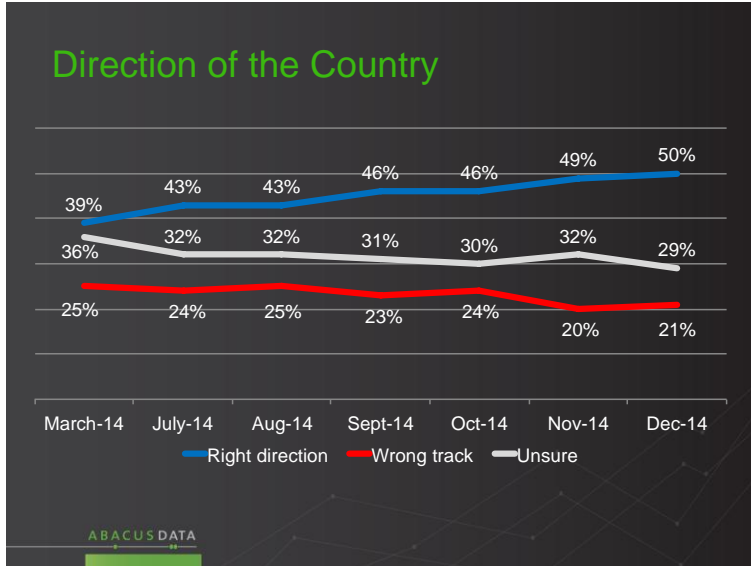
The year 2014 ends with a tightly competitive race between the federal Liberals and the Conservative Party of Canada. The two parties are within a point of each other, (CPC 34%; LPC 33%).

The trend lines we see over the period since March should provide some seasonal cheer for Conservatives, who have gained six points over the last ten months. Liberal and NDP support is roughly the same in December as it was in March of this year.

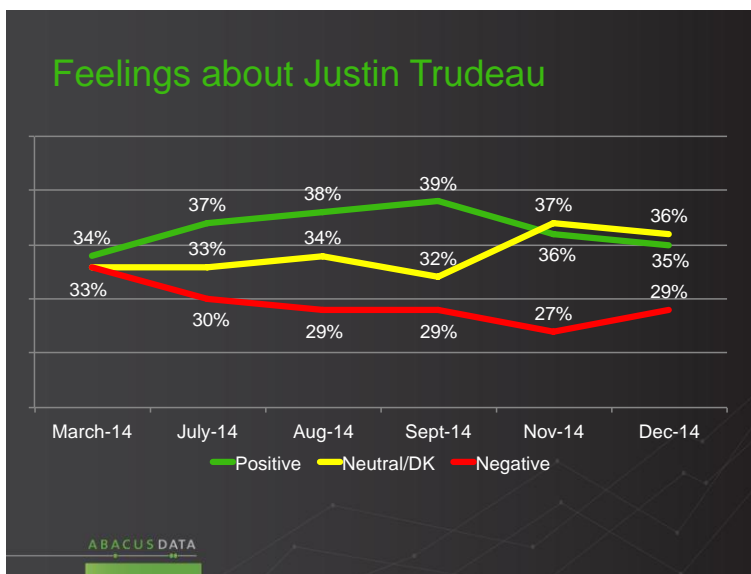
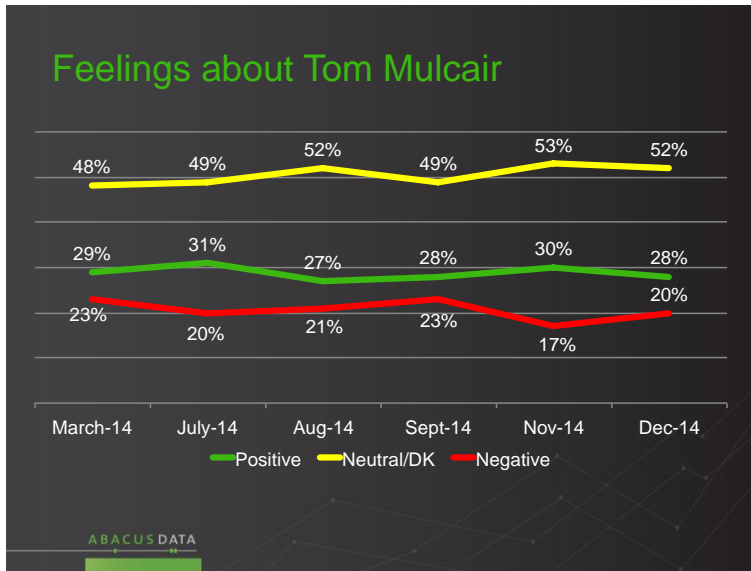


Strengthening Conservative support is a steady improvement in the view that the country is heading in the "right direction" from 39% in March to 50% in December (we ask this question at the beginning of the survey before any political questions).

There has also been a gradual improvement in public feelings towards Stephen Harper. In March 28% had a positive feeling about the PM, while 46% had a negative feeling. Today, 34% are positive and 38% negative, a sizeable shift.



Thomas Mulcair ends the year with 28% positive and 20% negative opinion. Justin Trudeau ends the year with the best personal ratings, (35% positive/29% negative), slightly better than in March. Since September there has been a drop in positive impressions and a growth in neutral opinions towards the Liberal leader.



Our latest poll also shows that voters are becoming more inclined to think the Conservatives might win the next election. While 34% predict a Liberal will victory, 39% thought this in August. Belief that the Conservatives will win has risen from 25% to 30% during the same period of time. A small (6%) and consistent number of people believe the NDP is likely to win.

REGIONAL FINDINGS

In **Atlantic Canada** we see a strong lead for the Liberals, who have 41% compared to 29% for the NDP and 24% for the Conservatives.

In **Quebec** our data shows the Liberals ahead with 35%, compared to 28% for the NDP, 19% for the BQ and 14% for the Conservatives.

In **Ontario** the new data show the Conservatives ahead with 40%, followed by the Liberals at 32%, and the NDP at 20%.

Across **Saskatchewan and Manitoba** we see the Conservatives with 49%, followed by the Liberals at 28% and the NDP at 17%.

In **Alberta**, the Conservatives show 46%, followed by the Liberals at 27% and the NDP at 21%.

In **BC**, the Conservatives have 36% in this latest poll, followed by the Liberals at 33% and the NDP at 21%.

Looking at the perceptions of Stephen Harper, we note that improvements have been seen in all three provinces with the largest numbers of seats: Quebec, Ontario and BC.

Bruce Anderson, Chairman of Abacus Data:

2015 promises to be one of the most interesting years in Canadian politics in a long time, and this year-end data confirms that the Conservatives have become more competitive in recent months.

Our data earlier in the year suggested that for many uncommitted voters the challenge for the Conservatives was in significant measure about tone and style. To my eyes the improving Conservative standing is likely attributable to a combination of factors, including:

- *For most people (70%), the economy seems relatively healthy.*
- *The federal budget is all but balanced once again and the tax cuts and benefit measures announced by the Conservatives will appeal to a fair number of voters.*
- *The PM and some of his most prominent spokespeople had been seen as preoccupied with narrow partisan interests. Of late, the PM has been more visible on broader, global matters and has a less partisan tone when he intervenes on day-to-day domestic questions. As well, the latter part of 2014 has seen less prominence for some of the most aggressive partisans on the Conservative side of the aisle.*
- *The government has taken a less strident tone on the intersection of energy and environmental issues compared to the earlier in the mandate.*

These numbers bear signals for Mr. Harper's opponents as well. For Mr. Trudeau, they are a reminder that while he has a real chance of winning the next election, Mr. Harper is determined and likely to be a very competitive rival.

For Mr. Mulcair, the numbers signal an ongoing challenge in terms of being seen as the most logical alternative for those voters who want a change in government. As such, the NDP leader can ill afford to focus on only beating the Conservatives; he must also worry about not losing support to the Liberals.

Methodology

Our survey was conducted online with 1,438 Canadians aged 18 and over from December 18 to 20, 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 +/- 2.6%, 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.

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: 1,483

Comparable MoE: ± 2.6%, 19 times out of 20

Fields dates: December 18 to 20, 2014

		CPC	LPC	NDP	GPC	BQ	Other	Undecided	Raw	Weighted
Region	All Respondents	26%	26%	18%	4%	3%	1%	22%	1483	1468
	BC	26%	23%	15%	5%	0%	2%	28%	243	195
	AB	38%	22%	17%	3%	0%	2%	17%	200	156
	SK/MB	40%	22%	13%	4%	0%	1%	19%	137	103
	ON	31%	25%	16%	6%	0%	1%	21%	396	572
	QC	11%	28%	22%	2%	15%	1%	21%	393	341
	Atlantic	17%	30%	22%	4%	0%	1%	26%	114	101
Gender	Male	31%	28%	15%	4%	3%	1%	16%	733	699
	Female	22%	23%	20%	4%	3%	1%	27%	750	769
Age	18 - 29	19%	24%	20%	6%	4%	1%	26%	273	298
	30 - 44	21%	28%	18%	4%	4%	2%	24%	432	409
	45 - 59	30%	22%	17%	4%	3%	0%	23%	490	423
	60 and over	36%	28%	15%	3%	3%	0%	15%	288	339
2011 vote	CPC	69%	11%	4%	1%	1%	1%	13%	454	459
	LPC	6%	74%	4%	2%	1%	0%	13%	298	289
	NDP	5%	19%	62%	1%	1%	1%	12%	305	281
	GPC	5%	10%	6%	62%	2%	0%	15%	64	63
	BQ	2%	9%	16%	1%	51%	0%	20%	80	70
	Did not vote	12%	16%	13%	3%	2%	2%	51%	261	284

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

Sample size: 1,187, Committed Voters Only
 Comparable MoE: ± 2.9%, 19 times out of 20
 Fields dates: December 18 to 20, 2014

		CPC	LPC	NDP	GPC	BQ	Other	Raw	Weighted
Region	All Respondents	34%	33%	22%	6%	4%	1%	1187	1149
	BC	36%	33%	21%	7%	0%	2%	183	139
	AB	46%	27%	21%	3%	0%	3%	169	129
	SK/MB	49%	28%	17%	4%	0%	2%	112	84
	ON	40%	32%	20%	8%	0%	1%	321	452
	QC	14%	35%	28%	3%	19%	1%	316	271
	Atlantic	24%	41%	29%	5%	0%	1%	86	75
Gender	Male	37%	34%	18%	5%	4%	1%	620	586
	Female	30%	31%	27%	6%	5%	1%	567	563
Age	18 - 29	25%	33%	27%	8%	5%	2%	214	221
	30 - 44	27%	37%	24%	5%	5%	3%	339	312
	45 - 59	39%	29%	22%	6%	4%	1%	384	327
	60 and over	42%	32%	18%	4%	4%	0%	250	290
2011 vote	CPC	80%	12%	5%	2%	1%	1%	399	398
	LPC	6%	86%	5%	2%	1%	0%	262	250
	NDP	5%	21%	70%	1%	1%	1%	271	247
	GPC	6%	11%	7%	73%	3%	0%	54	53
	BQ	3%	11%	20%	1%	65%	0%	64	56
	Did not vote	25%	33%	27%	7%	3%	4%	129	138

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

Sample size: 1,483

Comparable MoE: ± 2.6%, 19 times out of 20

Fields dates: December 18 to 20, 2014

		Headed in the right direction	Off on the wrong track	Unsure	Raw	Weighted
	All Respondents	50%	21%	29%	1483	1468
Region	BC	54%	27%	19%	243	195
	AB	54%	21%	25%	200	156
	SK/MB	55%	22%	23%	137	103
	ON	53%	23%	23%	396	572
	QC	39%	11%	49%	393	341
	Atlantic	47%	27%	26%	114	101
Gender	Male	55%	22%	23%	733	699
	Female	46%	20%	35%	750	769
Age	18 - 29	51%	19%	30%	273	298
	30 - 44	50%	20%	30%	432	409
	45 - 59	48%	24%	29%	490	423
	60 and over	52%	20%	28%	288	339
2011 vote	CPC	67%	12%	21%	454	459
	LPC	49%	27%	24%	298	289
	NDP	39%	29%	32%	305	281
	GPC	42%	40%	17%	64	63
	BQ	36%	11%	54%	80	70
	Did not vote	39%	20%	41%	261	284

Do you have a positive or negative impression of the following people? | Prime Minister Stephen Harper

Sample size: 1,483

Comparable MoE: ± 2.6%, 19 times out of 20

Fields dates: December 18 to 20, 2014

		Positive	Neutral	Negative	No opinion	Raw	Weighted
Region	All Respondents	34%	24%	38%	5%	1483	1468
	BC	33%	26%	37%	5%	243	195
	AB	46%	20%	30%	4%	200	156
	SK/MB	46%	14%	36%	4%	137	103
	ON	37%	27%	32%	4%	396	572
	QC	24%	20%	50%	6%	393	341
Gender	Atlantic	20%	30%	48%	3%	114	101
	Male	38%	23%	38%	1%	733	699
	Female	30%	24%	38%	8%	750	769
Age	18 - 29	32%	22%	38%	8%	273	298
	30 - 44	31%	28%	35%	7%	432	409
	45 - 59	31%	26%	39%	4%	490	423
	60 and over	42%	18%	40%	0%	288	339
2011 vote	CPC	68%	23%	9%	0%	454	459
	LPC	24%	26%	49%	1%	298	289
	NDP	10%	21%	68%	1%	305	281
	GPC	24%	14%	58%	5%	64	63
	BQ	13%	9%	70%	7%	80	70
	Did not vote	21%	30%	32%	17%	261	284

Do you have a positive or negative impression of the following people? | NDP Leader Tom Mulcair

Sample size: 1,483

Comparable MoE: ± 2.6%, 19 times out of 20

Fields dates: December 18 to 20, 2014

		Positive	Neutral	Negative	No opinion	Raw	Weighted
Region	All Respondents	28%	35%	20%	17%	1483	1468
	BC	19%	36%	26%	19%	243	195
	AB	21%	35%	25%	19%	200	156
	SK/MB	17%	34%	33%	16%	137	103
	ON	24%	36%	22%	18%	396	572
	QC	48%	30%	10%	13%	393	341
Gender	Atlantic	28%	47%	10%	15%	114	101
	Male	29%	37%	26%	8%	733	699
	Female	28%	33%	15%	24%	750	769
Age	18 - 29	27%	32%	12%	28%	273	298
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	LPC	27%	49%	16%	9%	298	289
	NDP	65%	21%	7%	7%	305	281
	GPC	24%	35%	25%	16%	64	63
	BQ	53%	29%	5%	13%	80	70
	Did not vote	15%	36%	8%	41%	261	284

Do you have a positive or negative impression of the following people? | Liberal Leader Justin Trudeau

Sample size: 1,483

Comparable MoE: ± 2.6%, 19 times out of 20

Fields dates: December 18 to 20, 2014

		Positive	Neutral	Negative	No Opinion	Raw	Weighted
Region	All Respondents	35%	29%	29%	7%	1483	1468
	BC	33%	31%	29%	7%	243	195
	AB	28%	27%	37%	9%	200	156
	SK/MB	34%	20%	39%	7%	137	103
	ON	35%	29%	30%	6%	396	572
	QC	37%	32%	24%	7%	393	341
Gender	Atlantic	45%	28%	22%	5%	114	101
	Male	36%	27%	33%	4%	733	699
	Female	34%	30%	26%	10%	750	769
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	NDP	39%	34%	25%	3%	305	281
	GPC	38%	26%	26%	10%	64	63
	BQ	20%	40%	33%	7%	80	70
	Did not vote	27%	35%	15%	22%	261	284

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

Sample size: 1,483

Comparable MoE: ± 2.6%, 19 times out of 20

Fields dates: December 18 to 20, 2014

		CPC	LPC	NDP	Other	Unsure	Raw	Weighted
Region	All Respondents	30%	34%	6%	1%	29%	1483	1468
	BC	33%	30%	6%	0%	31%	243	195
	AB	42%	26%	6%	1%	24%	200	156
	SK/MB	46%	31%	3%	0%	21%	137	103
	ON	30%	33%	4%	1%	31%	396	572
	QC	20%	38%	11%	3%	28%	393	341
	Atlantic	23%	46%	6%	0%	25%	114	101
Gender	Male	37%	35%	5%	1%	22%	733	699
	Female	25%	33%	7%	1%	34%	750	769
Age	18 - 29	26%	34%	10%	2%	28%	273	298
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	NDP	16%	40%	20%	1%	24%	305	281
	GPC	15%	33%	5%	15%	32%	64	63
	BQ	11%	32%	13%	9%	35%	80	70
	Did not vote	22%	25%	2%	0%	50%	261	284