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## Conservatives and Liberals locked in Dead Heat. Eve Adams defection reactions mixed.

By Bruce Anderson & David Coletto

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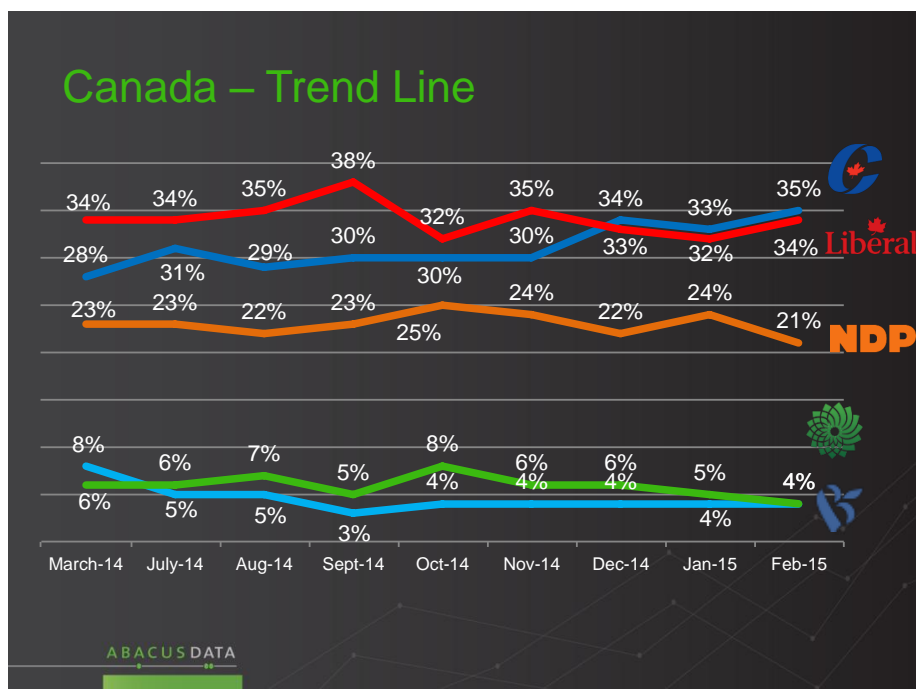
Our latest nationwide polling explored a number of topics, which we will post over the next week. For this initial release, we look at the headline numbers as well as reactions to the high profile floor crossing of MP Eve Adams.

Our findings:

Across Canada, 35% of our decided voters in our sample would vote Conservative, 34% Liberal, and 21% NDP. The Green Party polls at 4% nationwide and 9% in BC. The BQ is at 17% in Quebec. This is largely unchanged from our previous poll in January which had the Conservatives at 33% and the Liberals at 32% and the NDP at 24%.

Based on the sample size (1,460) there is a 65% chance that the Conservatives are leading the Liberals. Based on the confidence interval, the Conservatives could be leading by as much as six points while the Liberals could be leading by as much as four points.

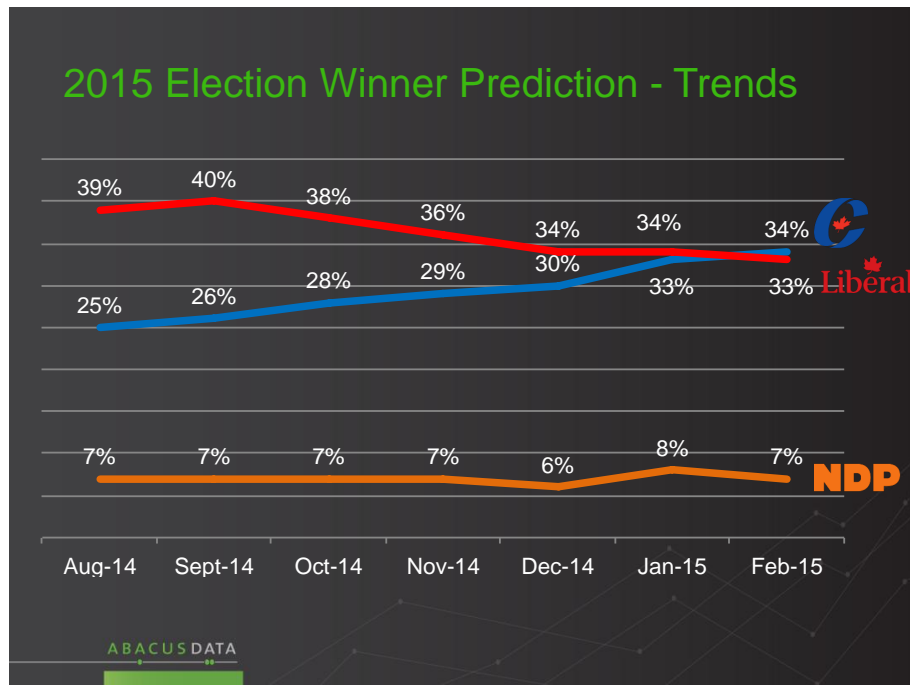
In the three most critical provincial races, results continue to show tight competition involving the three national parties. In BC, we see the Liberals with 35%, followed by the Conservatives at 32% and the NDP at 21%. In Ontario, the Conservatives have a lead with 42%, followed by the Liberals at 34% and the NDP at 19%. In Quebec, the Liberals are at 32%, the NDP 31% and the Conservatives have climbed to 18%.



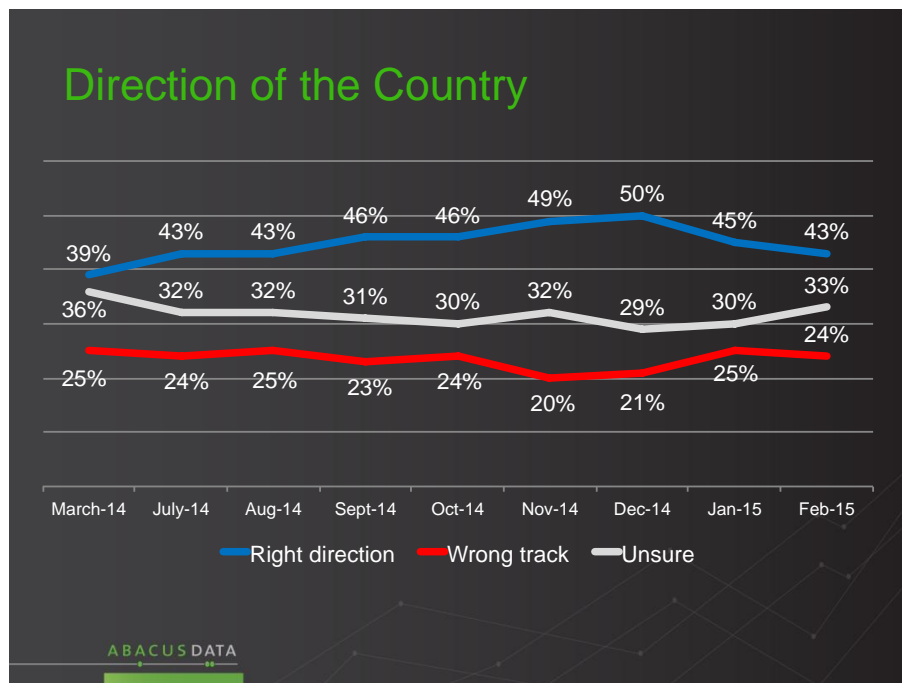
## Regional Results

	Canada	Alberta	Ontario	Quebec
Conservatives	35%	32%	42%	18%
Liberals	34%	35%	34%	32%
NDP	21%	22%	19%	31%
Greens	4%	9%	4%	3%
Others	4%	-	-	17%

Asked to predict the winner of the next election, 34% say the Conservatives will win, 33% the Liberals. In August of last year, the Liberals were predicted to win by 39%, the Conservatives by 25%. A fairly steady 7% predict an NDP win.



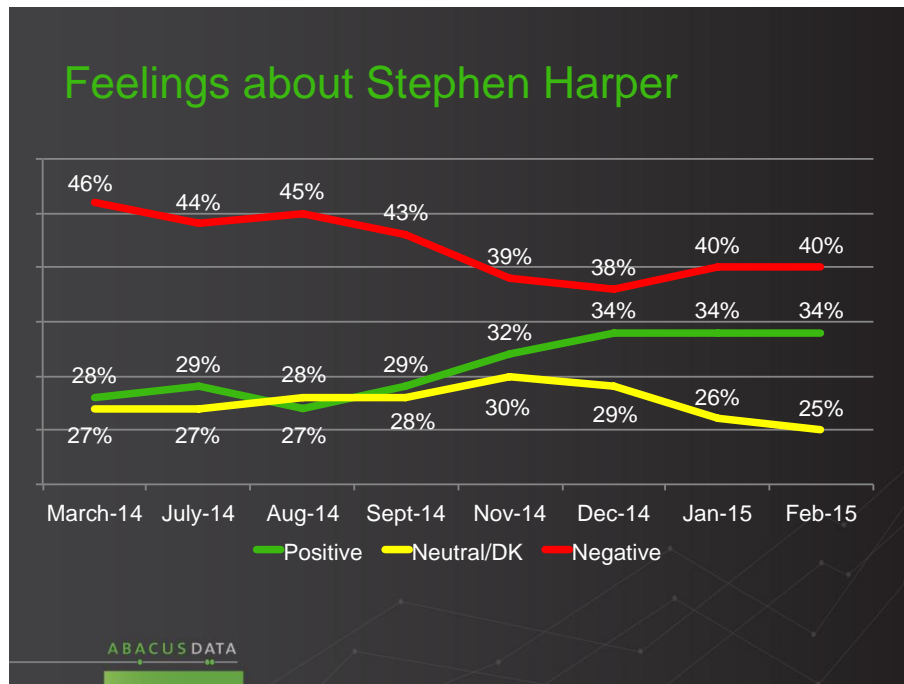
While some indicators have improved for the Conservatives in recent months, including voting intentions, in this latest survey we also see some softening of a few indicators. The number of people who say the country is heading in the right direction has slipped from 50% in December to 43% now.



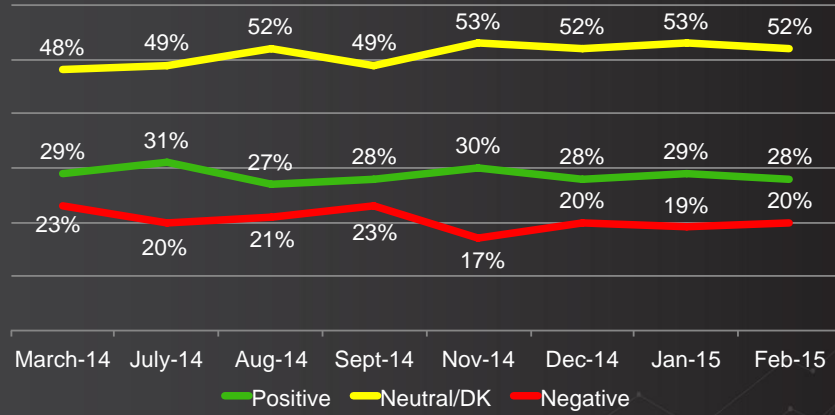
Feelings about Stephen Harper improved through the fall, and have been stable of late. As in January, our February survey shows the PM with 34% positive impressions and 40% negative.

For Thomas Mulcair, results are also not shifting noticeably. He finds 28% positive and 20% negative impressions.

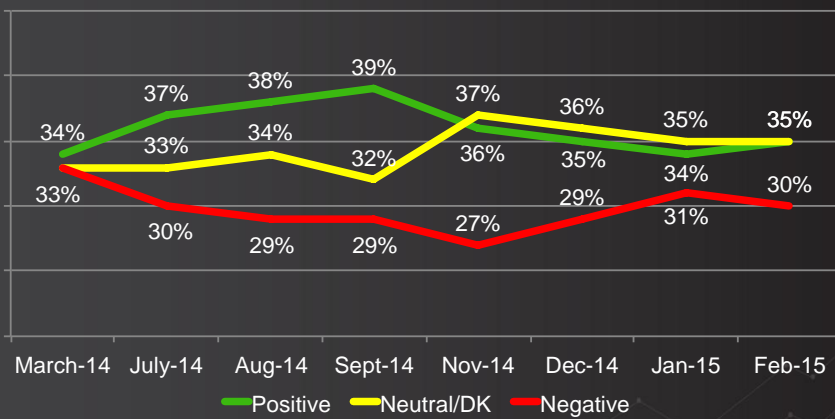
As for Justin Trudeau, the latest results are slightly better than last month's. He finds 35% positive, 30% negative opinions. Mr. Trudeau's negatives had risen from 27% to 34% between November and January, before dropping this month.



## Feelings about Tom Mulcair

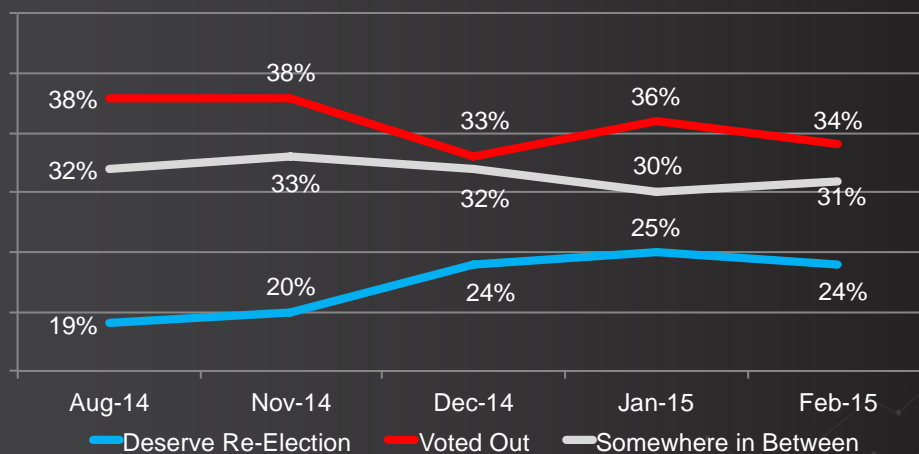


## Feelings about Justin Trudeau

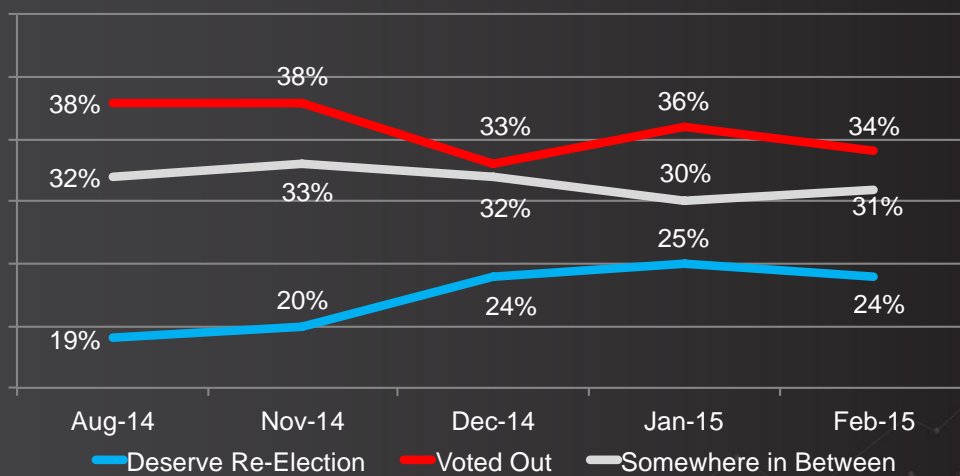


This month, 24% say the government has governed well enough that it deserves to be re-elected, 34% say poorly enough that it deserves to be voted out of office, and 31% find themselves "in between these two points of view". These numbers are a substantial improvement for the government over those found late last summer, when 38% said voted out, and 19% said re-elected.

## Does the Gov't Deserve to Be Re-Elected



## Does the Gov't Deserve to Be Re-Elected



The floor crossing decision of MP Eve Adams attracted considerable attention among political observers, and generated lots of commentary. Among the public, just over half 56% heard of this event.

Of those aware of the floor crossing:

28% said Ms. Adams made a bad decision, 33% said an "acceptable decision given her circumstances" and 16% said she made a good decision. Among CPC voters, 9% said "good" and 25% said "acceptable" decision. Among NDP voters, 20% said "good" and 36% said "acceptable". Among LPC voters 25% said "good" and 44% "acceptable".

## Did Ms. Adams make a good decision?

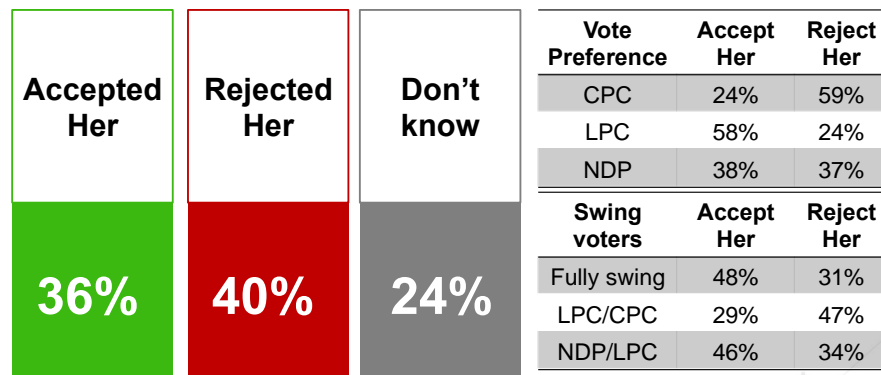
	Good decision	Bad decision	Acceptable, given her circumstances
All aware respondents	16%	28%	33%
Men	16%	31%	36%
Women	15%	25%	32%
CPC supporters	9%	47%	25%
LPC supporters	25%	17%	44%
NDP supporters	20%	27%	36%

Q: Do you think Ms. Adams made a good decision, a bad decision or an acceptable decision given her circumstances?

[Only those aware of the event]

36% said the Liberal Party was right to accept her, while 40% said the Liberals should have turned her away. Among Liberals, the majority (58%) said the party was right to accept her, 24% said the opposite. NDP voters were evenly split (38%-37%). Among Conservatives 24% said the Liberals did the right thing, while the majority said she should have been rejected. Among swing voters, the plurality view (48%-31%) was in favour of accepting Ms. Adams rather than rejecting her.

## Should the Liberals have accepted her?



Q: In your view, should the Liberal Party have rejected her, or accepted her into their caucus?

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[Only those aware of the event]

In terms of the motivation for her decision, we provided three possible scenarios: she was unwanted by the Conservatives, she was uncomfortable with Mr. Harper's leadership, or both equally. 36% said the main reason was being unwanted by the Conservatives, 31% said both factors were equally involved, and 17% said the main driver was discomfort with the Prime Minister's leadership.

Women as well as NDP and Liberal supporters were more likely than average to believe that discomfort with the PM was at least partly a motivating factor. Conservative voters were inclined to believe the main reason was being unwanted (56%) although a total of 29% imagined that her feeling about the PM was an equal or greater factor.

## What was the main reason for her switch?

	She was unwanted by the Tories	She was uncomfortable with Harper's leadership	Both equally
All aware respondents	36%	17%	31%
Men	41%	16%	28%
Women	29%	19%	34%
CPC supporters	56%	7%	22%
LPC supporters	23%	25%	38%
NDP supporters	29%	25%	39%

Q: Some people say she only made this choice because she was unwanted by the Conservatives. She says she made the choice because she was uncomfortable with the style of leadership of Stephen Harper. Which do you think was the main reason for her switch?

[Only those aware of the event]

### The Upshot?

According to Abacus Chairman Bruce Anderson:

For the Conservatives, these results are the latest indication of improving competitiveness, including in Quebec and Ontario. We have seen numbers swing back and forth a bit in Ontario in some of our more recent unpublished polls, which underscores the value of studying aggregations and averages over time rather than trying to provide seat projections at this time.

The Liberal Party can see mixed news in these results. While the recent softening of impressions of Mr. Trudeau has not continued this month, the consistent and substantial lead they enjoyed for many months has been replaced by a dynamic and competitive situation. They will have to beat a competitive Conservative Party if they are going to win an election this year. Overall levels of anger towards the government are modest, especially for a government that has been in office for this length of time. Roughly a third of likely voters remain to be persuaded of the case for change or against change.

The situation for the NDP remains largely unchanged. They are highly competitive in Quebec, but are having trouble gaining momentum in other parts of the country. Few see them as a likely winner of the next election, which means continued risk of strategic voting working to the advantage of the Liberals.

On the Eve Adams decision, it seems unlikely that this episode will have a major lingering effect on public opinion. While many political commentators had strong views, almost half of the public did not notice the story, and among those who did, opinions seem rather mixed. While there isn't much evidence of enthusiasm for the outcome among Liberals, neither is there a great deal of outrage.

## Methodology

Our survey was conducted online with 1,460 Canadians aged 18 and over from February 12 to February 16, 2015. 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: 1,460

Comparable MoE:  $\pm 2.6\%$ , 19 times out of 20

Fields dates: Feb 12 to 16, 2015

		CPC	LPC	NDP	GPC	BQ	Other	UND	Raw	Weighted
Region	Canada	27%	27%	16%	3%	3%	1%	23%	1460	1437
	BC	23%	25%	16%	6%	0%	1%	30%	355	200
	AB	41%	17%	9%	1%	0%	1%	31%	115	151
	SK/MB	30%	33%	12%	5%	0%	0%	19%	118	97
	ON	34%	28%	15%	3%	0%	1%	19%	403	555
	QC	14%	25%	25%	2%	14%	0%	20%	336	337
	ATL	15%	35%	11%	1%	0%	1%	37%	133	96
Gender	Male	33%	29%	15%	3%	3%	1%	16%	693	693
	Female	21%	24%	18%	4%	3%	0%	29%	767	744
Age group	18 - 29	24%	22%	20%	4%	3%	1%	27%	227	286
	30 - 44	20%	28%	17%	4%	6%	1%	25%	451	351
	45 - 59	28%	29%	15%	4%	2%	0%	21%	448	428
	60 and over	36%	25%	15%	2%	1%	0%	20%	334	371
Education	HS or less	26%	23%	16%	4%	4%	1%	26%	350	505
	College	27%	26%	18%	3%	3%	0%	22%	533	526
	University	29%	32%	15%	3%	2%	0%	20%	577	406
2011 vote	Conservative Party	68%	14%	1%	0%	0%	0%	16%	387	390
	Liberal Party	6%	76%	5%	3%	0%	0%	9%	237	211
	NDP	5%	19%	58%	2%	1%	1%	14%	275	260
Swing voter Groups	Consider CPC, LPC, NDP	27%	23%	10%	2%	2%	0%	35%	199	188
	Consider CPC & LPC	39%	28%	0%	2%	0%	0%	30%	212	200
	Consider LPC & NDP	1%	52%	28%	2%	2%	0%	15%	288	256

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

Sample size: 804

Comparable MoE:  $\pm 3.5\%$ , 19 times out of 20

Fields dates: January 26 to 28, 2015

		CPC	LPC	NDP	GPC	BQ	Other	Raw	Weighted
Region	Canada	35%	34%	21%	4%	4%	1%	1121	1108
	BC	32%	35%	22%	9%	0%	2%	255	141
	AB	59%	24%	13%	2%	0%	2%	80	105
	SK/MB	38%	41%	15%	6%	0%	0%	95	78
	ON	42%	34%	19%	4%	0%	1%	329	452
	QC	18%	32%	31%	3%	17%	0%	275	271
	ATL	24%	55%	18%	2%	0%	1%	87	61
Gender	Male	40%	35%	17%	3%	4%	1%	568	581
	Female	30%	34%	25%	5%	5%	1%	553	527
Age group	18 - 29	33%	31%	27%	5%	5%	1%	164	210
	30 - 44	27%	37%	22%	5%	8%	2%	341	264
	45 - 59	35%	38%	19%	5%	3%	0%	351	336
	60 and over	45%	32%	19%	2%	1%	0%	265	297
Education	HS or less	35%	31%	22%	5%	6%	2%	255	372
	College	35%	34%	23%	4%	4%	0%	413	411
	University	36%	40%	19%	3%	2%	0%	453	324
2011 vote	Conservative Party	81%	17%	2%	0%	0%	1%	321	329
	Liberal Party	7%	84%	5%	4%	0%	0%	213	191
	NDP	6%	23%	67%	2%	1%	1%	236	222
Swing voter Groups	Consider CPC, LPC, NDP	42%	35%	16%	3%	3%	1%	124	122
	Consider CPC & LPC	56%	40%	1%	2%	1%	0%	144	139
	Consider LPC & NDP	1%	61%	33%	3%	2%	0%	245	217

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

Sample size: 1,460

Comparable MoE:  $\pm 2.6\%$ , 19 times out of 20

Fields dates: Feb 12 to 16, 2015

		Headed in the right direction	Off on the wrong track	Unsure	Raw	Weighted
Region	Canada	43%	24%	33%	1460	1437
	BC	47%	30%	23%	355	200
	AB	43%	24%	34%	115	151
	SK/MB	45%	30%	25%	118	97
	ON	48%	28%	24%	403	555
	QC	33%	11%	57%	336	337
	ATL	37%	36%	28%	133	96
Gender	Male	46%	25%	29%	693	693
	Female	39%	24%	37%	767	744
Age group	18 - 29	45%	22%	33%	227	286
	30 - 44	38%	28%	34%	451	351
	45 - 59	42%	25%	33%	448	428
	60 and over	45%	23%	33%	334	371
Education	HS or less	39%	19%	42%	350	505
	College	42%	30%	29%	533	526
	University	48%	25%	27%	577	406
2011 vote	Conservative Party	59%	17%	24%	387	390
	Liberal Party	30%	38%	32%	237	211
	NDP	36%	27%	37%	275	260
Swing voter Groups	Consider CPC, LPC, NDP	62%	13%	25%	199	188
	Consider CPC & LPC	57%	16%	27%	212	200
	Consider LPC & NDP	26%	42%	32%	288	256

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

Sample size: 1,460

Comparable MoE:  $\pm 2.6\%$ , 19 times out of 20

Fields dates: Feb 12 to 16, 2015

		Mostly positive + Very positive	Neutral + Don't know enough to have an opinion	Very negative + Mostly negative	Raw	Weighted
Region	Canada	34%	25%	40%	1460	1437
	BC	28%	30%	41%	355	200
	AB	46%	24%	30%	115	151
	SK/MB	35%	20%	45%	118	97
	ON	40%	23%	37%	403	555
	QC	27%	27%	45%	336	337
	ATL	21%	28%	51%	133	96
Gender	Male	40%	22%	37%	693	693
	Female	29%	28%	43%	767	744
Age group	18 - 29	27%	35%	39%	227	286
	30 - 44	28%	30%	42%	451	351
	45 - 59	36%	21%	43%	448	428
	60 and over	45%	18%	38%	334	371
Education	HS or less	34%	27%	39%	350	505
	College	34%	23%	42%	533	526
	University	35%	25%	40%	577	406
2011 vote	Conservative Party	72%	16%	12%	387	390
	Liberal Party	16%	19%	66%	237	211
	NDP	10%	25%	65%	275	260
Swing voter Groups	Consider CPC, LPC, NDP	48%	35%	17%	199	188
	Consider CPC & LPC	48%	36%	16%	212	200
	Consider LPC & NDP	6%	14%	81%	288	256

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

Sample size: 1,460

Comparable MoE:  $\pm 2.6\%$ , 19 times out of 20

Fields dates: Feb 12 to 16, 2015

		Mostly positive + Very positive	Neutral + Don't know enough to have an opinion	Very negative + Mostly negative	Row n	Row Population
Region	Canada	28%	52%	20%	1460	1437
	BC	25%	54%	21%	355	200
	AB	13%	55%	32%	115	151
	SK/MB	15%	60%	25%	118	97
	ON	26%	53%	21%	403	555
	QC	45%	42%	12%	336	337
Gender	ATL	23%	62%	15%	133	96
	Male	30%	44%	25%	693	693
Age group	Female	26%	59%	15%	767	744
	18 - 29	26%	63%	11%	227	286
	30 - 44	27%	55%	18%	451	351
	45 - 59	28%	52%	19%	448	428
	60 and over	30%	40%	30%	334	371
Education	HS or less	25%	54%	20%	350	505
	College	26%	54%	20%	533	526
	University	33%	46%	20%	577	406
2011 vote	Conservative Party	13%	46%	40%	387	390
	Liberal Party	32%	52%	16%	237	211
	NDP	57%	38%	4%	275	260
Swing voter Groups	Consider CPC, LPC, NDP	32%	62%	6%	199	188
	Consider CPC & LPC	10%	60%	30%	212	200
	Consider LPC & NDP	49%	47%	3%	288	256

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

Sample size: 1,460

Comparable MoE:  $\pm 2.6\%$ , 19 times out of 20

Fields dates: Feb 12 to 16, 2015

		Mostly positive + Very positive	Neutral + Don't know enough to have an opinion	Very negative + Mostly negative	Raw	Weighted
Region	Canada	35%	35%	30%	1460	1437
	BC	37%	40%	24%	355	200
	AB	24%	34%	42%	115	151
	SK/MB	33%	39%	28%	118	97
	ON	35%	30%	34%	403	555
	QC	36%	40%	24%	336	337
	ATL	44%	41%	15%	133	96
Gender	Male	38%	29%	33%	693	693
	Female	32%	41%	26%	767	744
Age group	18 - 29	36%	44%	20%	227	286
	30 - 44	35%	39%	26%	451	351
	45 - 59	38%	32%	30%	448	428
	60 and over	30%	30%	40%	334	371
Education	HS or less	30%	40%	30%	350	505
	College	35%	34%	30%	533	526
	University	40%	32%	28%	577	406
2011 vote	Conservative Party	23%	23%	54%	387	390
	Liberal Party	70%	23%	6%	237	211
	NDP	36%	39%	25%	275	260
Swing voter Groups	Consider CPC, LPC, NDP	44%	43%	13%	199	188
	Consider CPC & LPC	44%	35%	21%	212	200
	Consider LPC & NDP	64%	32%	4%	288	256

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, or is your opinion somewhere in between?

Sample size: 1,460

Comparable MoE:  $\pm 2.6\%$ , 19 times out of 20

Fields dates: Feb 12 to 16, 2015

		Governed well enough to deserve re-election	Governed poorly enough to be voted out of office	Somewhere in between	Unsure	Raw	Weighted
Region	Canada	24%	34%	31%	10%	1460	1437
	BC	20%	32%	37%	11%	355	200
	AB	32%	23%	38%	7%	115	151
	SK/MB	22%	41%	30%	8%	118	97
	ON	31%	32%	29%	8%	403	555
	QC	18%	37%	29%	16%	336	337
Gender	ATL	12%	46%	30%	12%	133	96
	Male	31%	34%	29%	6%	693	693
Age group	Female	19%	34%	33%	14%	767	744
	18 - 29	22%	29%	27%	22%	227	286
	30 - 44	18%	34%	37%	11%	451	351
	45 - 59	24%	38%	30%	7%	448	428
	60 and over	32%	32%	31%	4%	334	371
Education	HS or less	22%	31%	31%	15%	350	505
	College	25%	37%	30%	9%	533	526
	University	27%	33%	33%	6%	577	406
2011 vote	Conservative Party	55%	12%	32%	1%	387	390
	Liberal Party	9%	52%	32%	7%	237	211
	NDP	9%	57%	29%	4%	275	260
Swing voter Groups	Consider CPC, LPC, NDP	26%	13%	49%	11%	199	188
	Consider CPC & LPC	29%	16%	50%	5%	212	200
	Consider LPC & NDP	5%	69%	20%	6%	288	256

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

Sample size: 1,460

Comparable MoE:  $\pm 2.6\%$ , 19 times out of 20

Fields dates: Feb 12 to 16, 2015

		CPC	LPC	NDP	Other	Unsure	Raw	Weighted
Region	Canada	34%	33%	7%	1%	25%	1460	1437
	BC	32%	32%	8%	1%	27%	355	200
	AB	60%	15%	3%	0%	22%	115	151
	SK/MB	34%	33%	7%	0%	27%	118	97
	ON	36%	34%	5%	2%	23%	403	555
	QC	24%	35%	11%	2%	27%	336	337
	ATL	21%	45%	4%	0%	30%	133	96
Gender	Male	39%	35%	6%	2%	18%	693	693
	Female	29%	31%	7%	1%	32%	767	744
Age group	18 - 29	28%	32%	11%	3%	26%	227	286
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	Liberal Party	14%	69%	2%	1%	14%	237	211
	NDP	20%	36%	18%	1%	25%	275	260
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	Consider CPC & LPC	47%	27%	1%	0%	25%	212	200
	Consider LPC & NDP	10%	62%	9%	0%	19%	288	256

Earlier this week, a Conservative MP named Eve Adams decided to cross the floor and join the Liberal Party. Before today, were you aware or unaware of this event?

Sample size: 1,460

Comparable MoE:  $\pm 2.6\%$ , 19 times out of 20

Fields dates: Feb 12 to 16, 2015

		Aware	Unaware	Raw	Weighted
Region	Canada	56%	44%	1460	1437
	BC	51%	49%	355	200
	AB	56%	44%	115	151
	SK/MB	53%	47%	118	97
	ON	69%	31%	403	555
	QC	40%	60%	336	337
	ATL	55%	45%	133	96
Gender	Male	63%	37%	693	693
	Female	50%	50%	767	744
Age group	18 - 29	31%	69%	227	286
	30 - 44	46%	54%	451	351
	45 - 59	65%	35%	448	428
	60 and over	75%	25%	334	371
Education	HS or less	51%	49%	350	505
	College	55%	45%	533	526
	University	64%	36%	577	406
2011 vote	Conservative Party	68%	32%	387	390
	Liberal Party	73%	27%	237	211
	NDP	58%	42%	275	260
Swing voter Groups	Consider CPC, LPC, NDP	60%	40%	199	188
	Consider CPC & LPC	59%	41%	212	200
	Consider LPC & NDP	64%	36%	288	256

Some people say she only made this choice because she was unwanted by the Conservatives. She says she made the choice because she was uncomfortable with the style of leadership of Stephen Harper. Which do you think was the main reason for her switching to the Liberals?

Sample size: 839, aware of event only  
Comparable MoE:  $\pm 3.5\%$ , 19 times out of 20  
Fields dates: Feb 12 to 16, 2015

		She only made this choice because she was unwanted by the Conservatives.	She made the choice because she was uncomfortable with the style of leadership of Stephen Harper.	Both were equally important	Don't know	Raw	Weighted
Region	Canada	36%	17%	31%	16%	839	806
	BC	34%	24%	27%	15%	191	102
	AB	39%	16%	29%	17%	68	85
	SK/MB	28%	20%	35%	18%	69	52
	ON	38%	16%	32%	15%	286	380
	QC	31%	17%	32%	20%	146	134
	ATL	35%	17%	30%	18%	79	53
Gender	Male	41%	16%	28%	15%	444	437
	Female	29%	19%	34%	18%	395	369
Age group	18 - 29	44%	16%	21%	19%	74	88
	30 - 44	29%	28%	25%	18%	218	163
	45 - 59	35%	18%	29%	18%	292	278
	60 and over	38%	10%	39%	13%	255	277
Education	HS or less	33%	19%	33%	15%	170	258
	College	34%	15%	33%	17%	296	287
	University	39%	18%	26%	17%	373	261
2011 vote	Conservative Party	47%	8%	28%	16%	252	265
	Liberal Party	25%	21%	40%	14%	173	154
	NDP	26%	21%	38%	15%	169	150
Swing voter Groups	Consider CPC, LPC, NDP	33%	21%	25%	22%	120	112
	Consider CPC & LPC	43%	7%	36%	14%	130	118
	Consider LPC & NDP	32%	28%	30%	10%	193	164

## In your view, should the Liberal Party have rejected her, or accepted her into their caucus?

Sample size: 839, aware of event only  
 Comparable MoE:  $\pm 3.5\%$ , 19 times out of 20  
 Fields dates: Feb 12 to 16, 2015

		Accepted her	Rejected her	Don't know	Raw	Weighted
Region	Canada	36%	40%	24%	839	806
	BC	44%	33%	23%	191	102
	AB	26%	47%	27%	68	85
	SK/MB	41%	32%	27%	69	52
	ON	35%	43%	22%	286	380
	QC	37%	36%	27%	146	134
	ATL	37%	42%	21%	79	53
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	60 and over	27%	53%	20%	255	277
Education	HS or less	36%	37%	26%	170	258
	College	33%	40%	26%	296	287
	University	39%	42%	18%	373	261
2011 vote	Conservative Party	23%	57%	20%	252	265
	Liberal Party	52%	27%	21%	173	154
	NDP	37%	36%	28%	169	150
Swing voter Groups	Consider CPC, LPC, NDP	48%	31%	22%	120	112
	Consider CPC & LPC	29%	47%	24%	130	118
	Consider LPC & NDP	46%	34%	19%	193	164