

Challenging Times for the NDP

By Bruce Anderson & David Coletto

We conducted our latest national survey of voting intentions in the days immediately following the NDP national convention in Edmonton. The results show erosion of NDP support since our last survey. The shrinking NDP support appears largely to benefit to the Liberal Party.

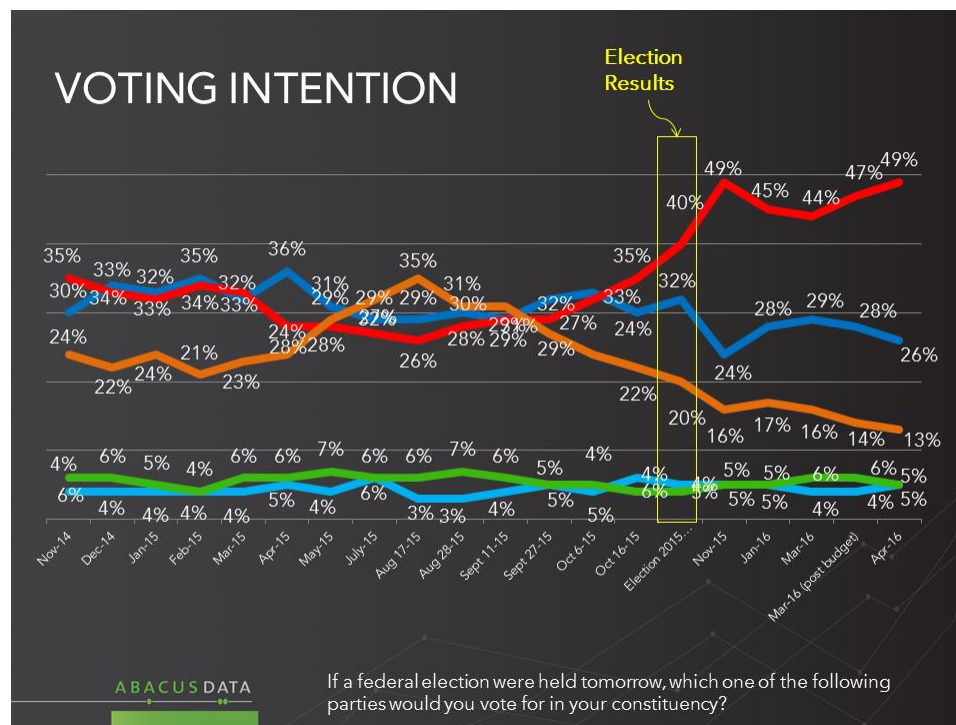
Here are the highlights of our findings:

- Across the country, 49% say they would vote Liberal today, 26% Conservative and only 13% NDP.

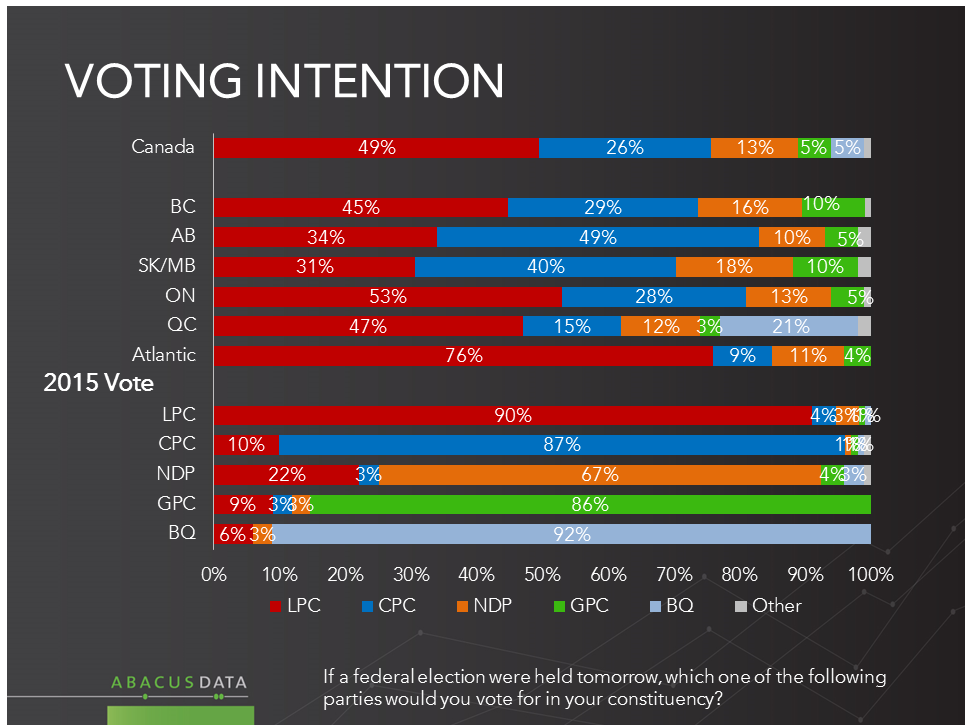
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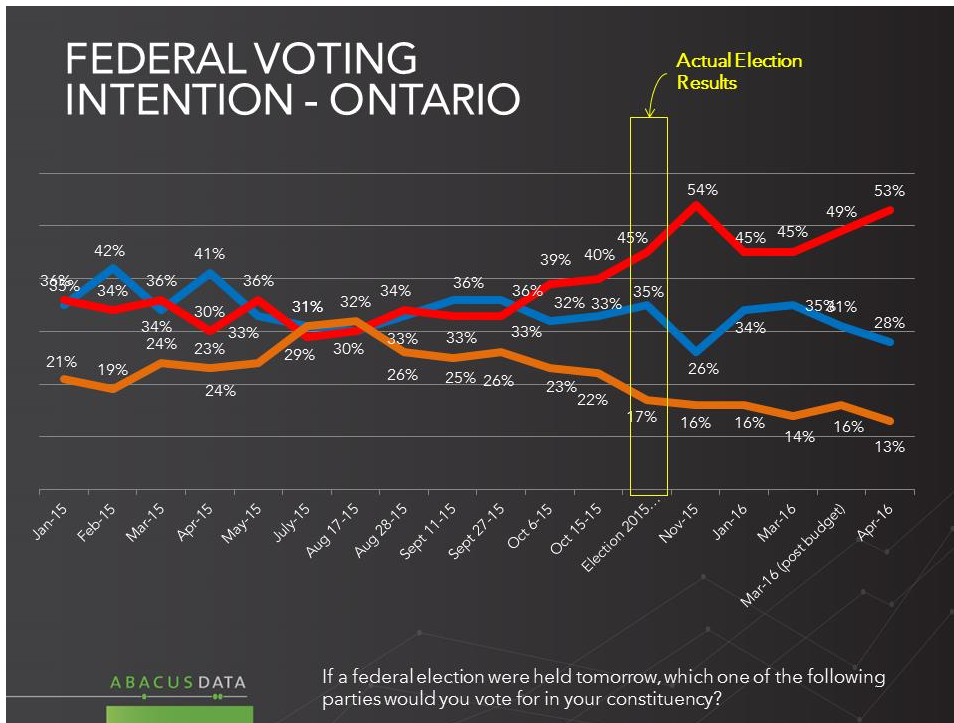
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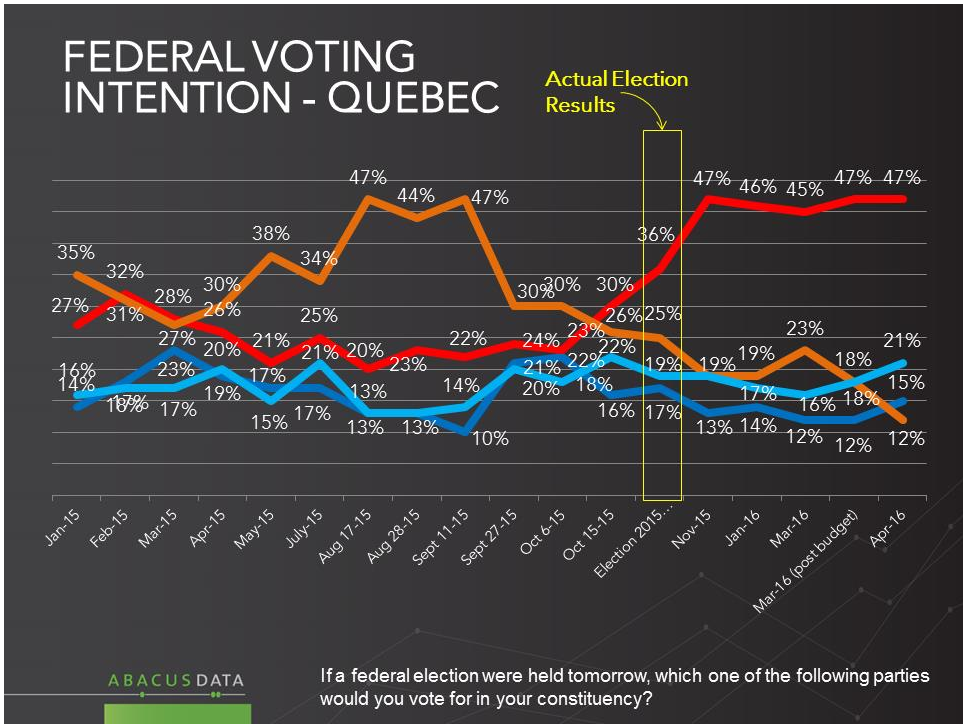
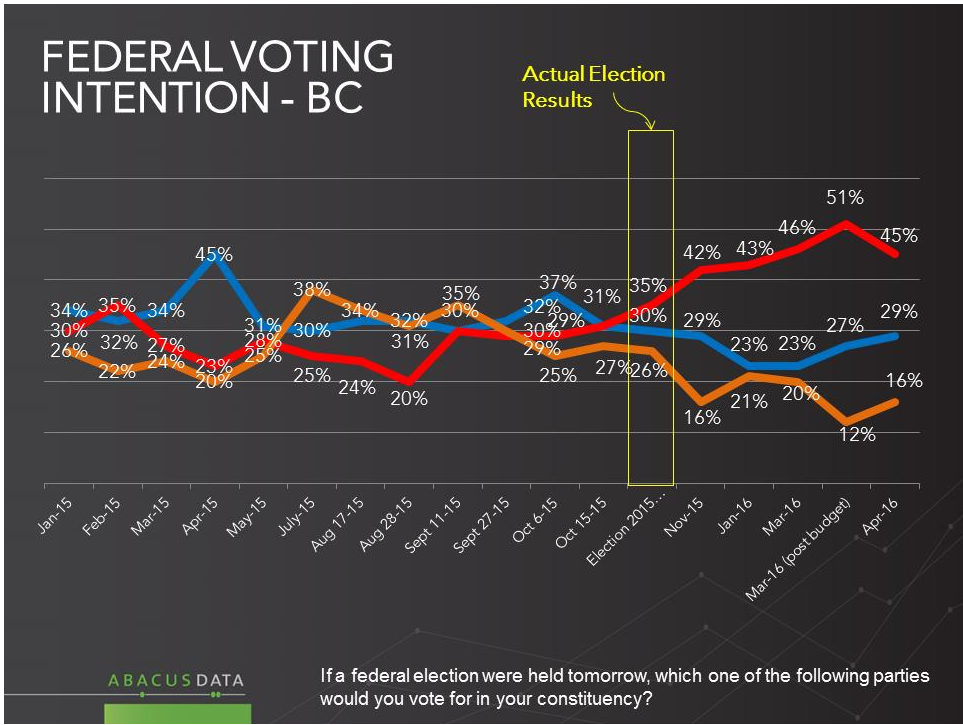
- The Liberals lead in every region of the country, except the Prairies. Worth noting is that in our Alberta sample, the Liberals have 34% support, 10 points above their election result (Given the small sample size for the province, caution should be exercised in reporting this result).



- In Ontario, the Liberals have 53% support, followed by the Conservatives at 28% and the NDP dropping to 13%. To put this in perspective, when the election was called late last summer, the NDP was marginally ahead of the Liberal Party in Ontario (32-30). The Liberal number in this survey is 8 points above the election result in the province.



- In BC, the NDP has lost 10 points since the election, while the Liberals have picked up 10. What was a three-party race is now a 16 point lead for the Liberals over the Conservatives and a 29 point advantage over the NDP.
- The most challenging news for the NDP may be what has happened in Quebec. From a high of 47% and leading in the province last summer, the NDP has plunged to 12%, leaving the party fourth behind the Liberals at 47%, the Bloc at 21%, and the Conservatives at 15%. NDP support has dropped by half since the election.

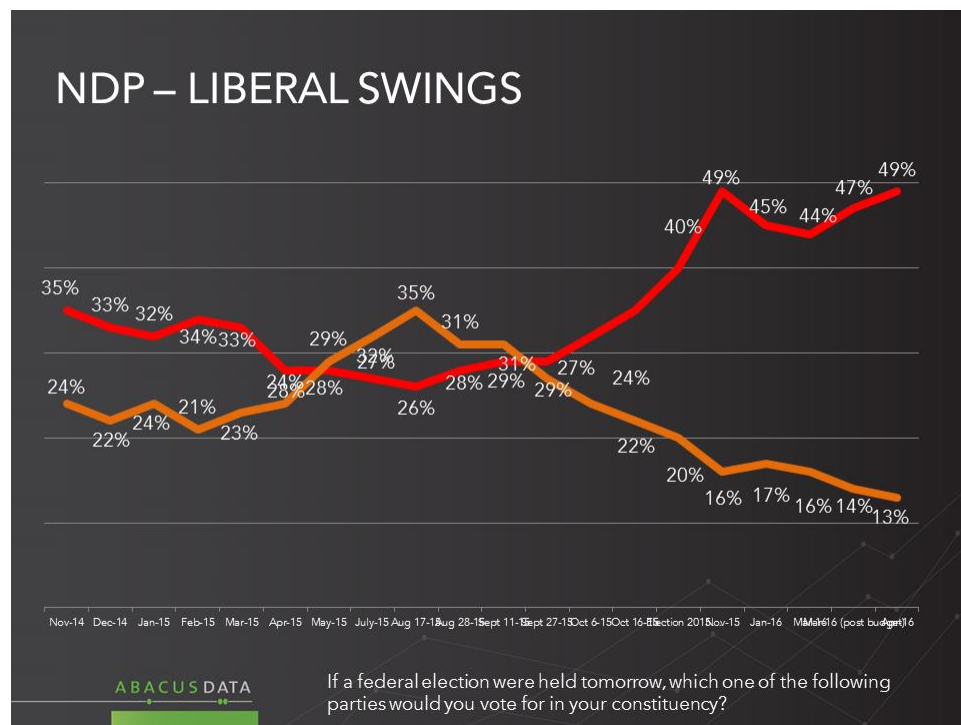


THE UPSHOT

National conventions are ideally a springboard for creating renewed interest in political parties. This event in Edmonton had no apparent salutary effects, and with almost a quarter of last fall’s NDP voters saying they would now vote Liberal, the challenges for the party are clear and somewhat intensified.

In one sense, voting intention numbers this far from an election mean very little, but at a minimum they provide a sense that the party has been struggling to establish a strong value proposition.

The debate about the Leap Manifesto may help the NDP establish some edge, or it may render it more of a fringe idea – that will depend on how it is handled and how prominent it becomes. For the moment, the evidence is that the battle for the centre-left was a see-saw one last year, but as of now the NDP has fallen well back of their progressive rival.



Methodology

Our survey was conducted online with 1,500 Canadians aged 18 and over from April 11 to 13, 2016. A random sample of panelists was invited to complete the survey from a large representative panel of over 500,000 Canadians.

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.

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

Sample size: 1,500

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

Fields dates: April 11 to 13, 2016

		LPC	CPC	NDP	GPC	BQ	Other	Undecided	Raw	Weighted
Region	Canada	37%	20%	10%	4%	4%	1%	23%	1500	1498
	BC	34%	22%	13%	8%	0%	0%	23%	334	194
	AB	27%	39%	8%	4%	0%	1%	22%	332	143
	SK/MB	23%	30%	14%	7%	0%	1%	24%	96	95
	ON	40%	21%	10%	4%	0%	1%	24%	391	563
	QC	36%	11%	10%	2%	16%	2%	24%	247	387
Gender	Atlantic	60%	7%	9%	4%	0%	0%	22%	100	116
	Male	36%	23%	11%	4%	6%	1%	19%	737	724
Age	Female	39%	17%	10%	4%	2%	1%	28%	763	774
	18 - 29	39%	16%	10%	7%	4%	2%	23%	342	323
	30 - 44	38%	18%	12%	4%	3%	1%	24%	407	415
	45 - 59	36%	18%	11%	3%	5%	1%	26%	389	416
Education	60 and over	37%	28%	7%	3%	5%	1%	20%	362	345
	HS or less	30%	20%	8%	6%	5%	1%	29%	355	481
	College	38%	19%	11%	3%	4%	1%	23%	586	562
2015 Vote	University	44%	21%	10%	4%	3%	1%	17%	559	455
	Conservative Party	8%	76%	1%	1%	1%	1%	13%	331	291
	Liberal Party	82%	4%	3%	1%	1%	0%	9%	467	478
	NDP	18%	3%	54%	3%	2%	1%	20%	195	187
	Green Party	7%	2%	1%	66%	0%	0%	23%	44	39
	Bloc Quebecois	5%	0%	3%	0%	86%	0%	6%	30	47
Another party	4%	23%	15%	16%	0%	19%	23%	8	9	

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

Sample size: 1,167, Committed Voters Only
 Comparable MoE: $\pm 2.9\%$, 19 times out of 20
 Fields dates: April 11 to 13, 2016

Row %		LPC	CPC	NDP	GPC	BQ	Other	Raw	Weighted
Region	Canada	49%	26%	13%	5%	5%	1%	1167	1149
	BC	45%	29%	16%	10%	0%	0%	261	149
	AB	34%	49%	10%	5%	0%	2%	262	112
	SK/MB	31%	40%	18%	10%	0%	2%	73	72
	ON	53%	28%	13%	5%	0%	1%	301	429
	QC	47%	15%	12%	3%	21%	2%	192	296
Gender	Atlantic	76%	9%	11%	4%	0%	0%	78	91
	Male	44%	29%	13%	5%	7%	2%	602	588
Age	Female	54%	23%	13%	6%	3%	1%	565	561
	18 - 29	51%	21%	13%	9%	5%	2%	272	249
	30 - 44	49%	24%	16%	5%	4%	2%	311	316
	45 - 59	49%	24%	15%	4%	7%	1%	291	309
Education	60 and over	46%	35%	9%	4%	6%	1%	293	275
	HS or less	43%	28%	12%	8%	7%	2%	253	340
	College	49%	25%	15%	4%	6%	1%	454	432
2015 Vote	University	54%	25%	12%	5%	3%	1%	460	377
	Conservative Party	10%	87%	1%	1%	1%	1%	291	252
	Liberal Party	90%	4%	3%	1%	1%	0%	420	434
	NDP	22%	3%	67%	4%	3%	1%	157	149
	Green Party	9%	3%	2%	86%	0%	0%	34	30
	Bloc Quebecois	6%	0%	3%	0%	92%	0%	28	44
Another party	5%	30%	19%	21%	0%	25%	6	7	