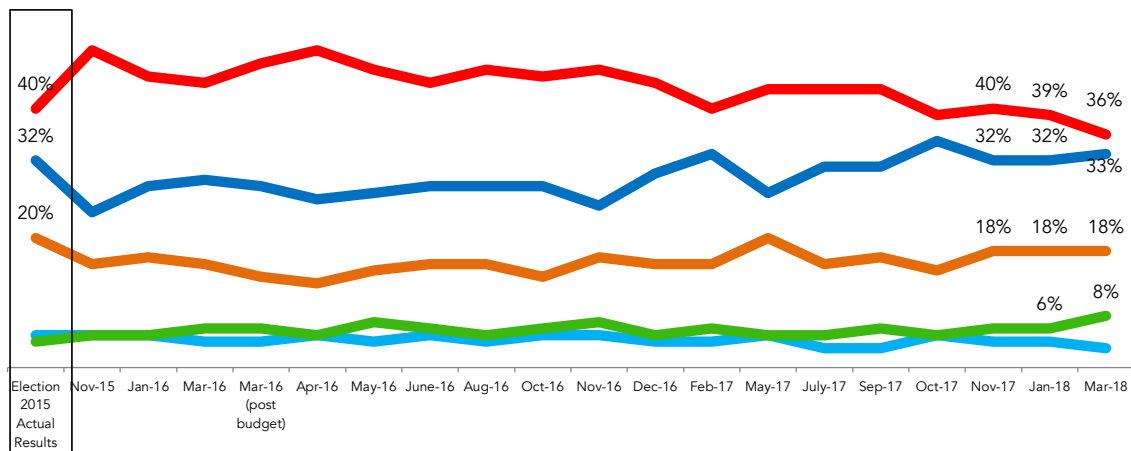


LIBERAL SUPPORT SAGS AS PM'S IMAGE SOFTENS. HIS INDIA TRIP HURT.

By Bruce Anderson & David Coletto

The results of our latest survey (February 23rd to March 4th, sample of 4,023 across Canada) reveals that the Liberal Party has seen its support drop to 36%, the lowest we have measured since the election in 2015. The Conservatives are close behind with 33% followed by the NDP with 18%. Most of the slippage for the Liberals is centred in Ontario, where the Liberals and Conservatives are basically tied (39% CPC/38% LPC).

HOW WOULD YOU VOTE TOMORROW?

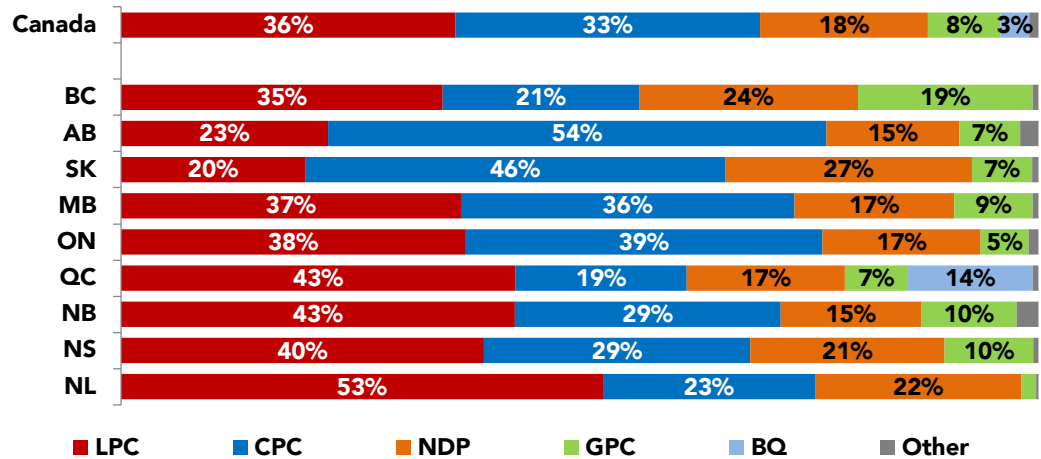


If a federal election were held tomorrow, which one of the following parties would you vote for in your constituency?

Satisfaction with the direction of the country, the performance of the government and impressions of Justin Trudeau have all declined. For the first time since before he was elected, as many people have a negative view of the Prime Minister as have a positive view.

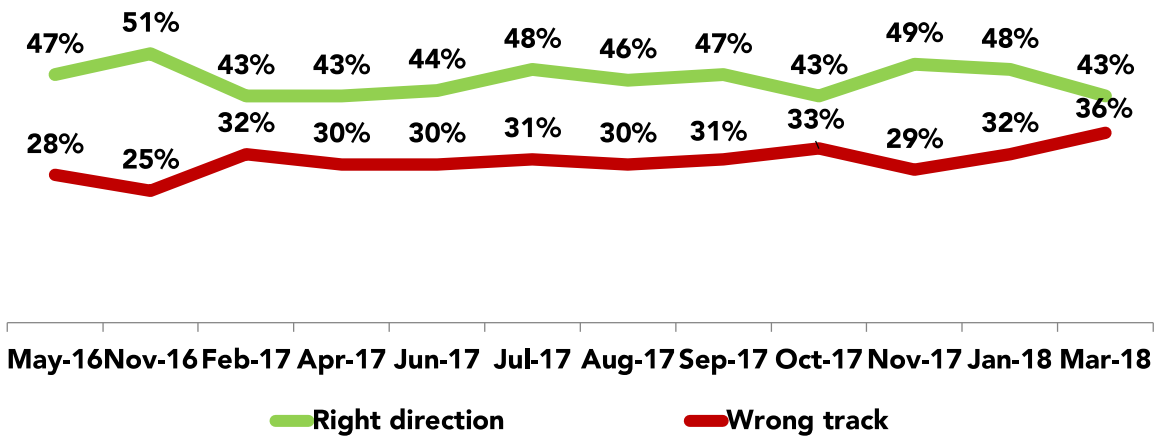
Impressions of Andrew Scheer and Jagmeet Singh have not really changed during this period, suggesting that the challenges the Liberals see in these numbers are largely of their own making.

VOTE INTENTION BY REGION



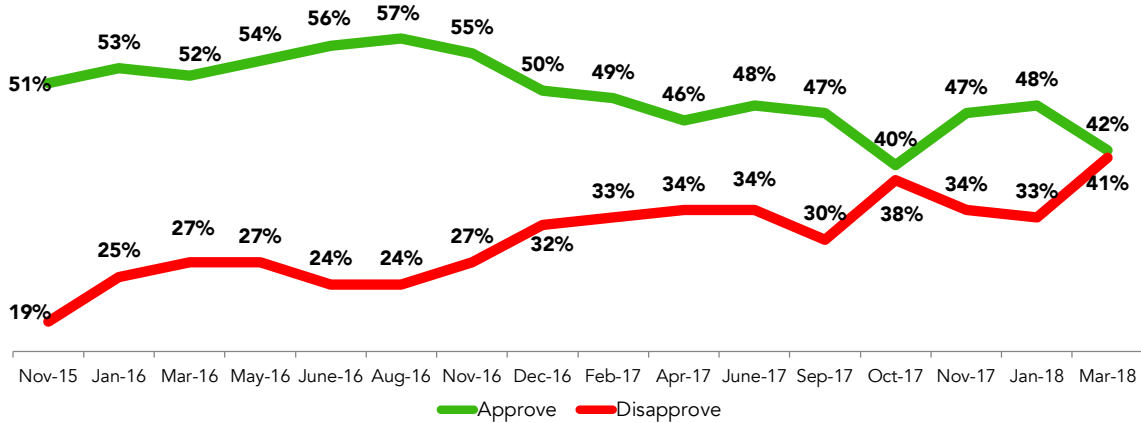
If a federal election were held tomorrow, which one of the following parties would you vote for in your constituency?

DIRECTION OF THE COUNTRY



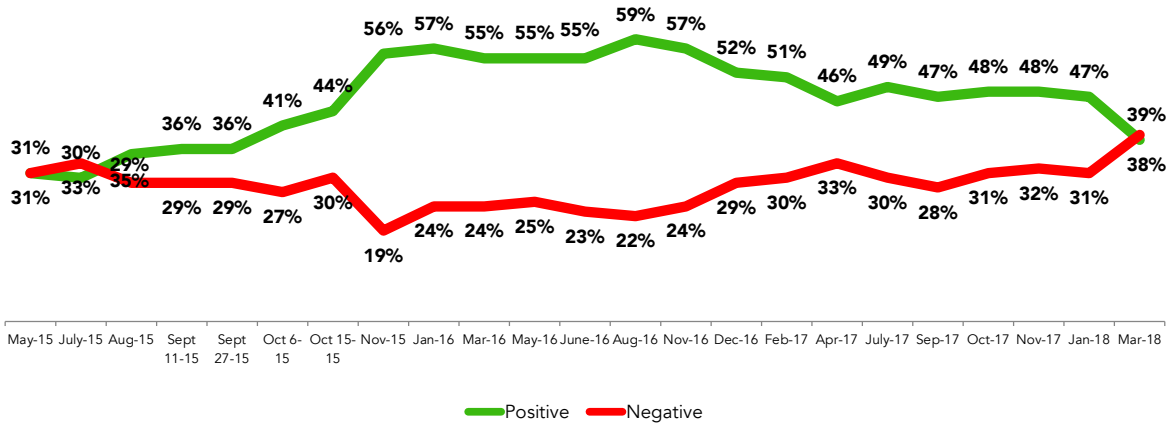
Generally speaking, do you think things in Canada are headed in the right direction or are they off on the wrong track?

GOVERNMENT APPROVAL



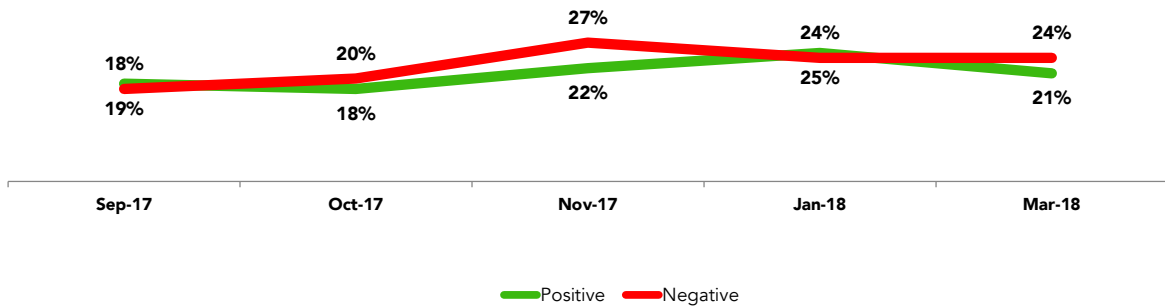
Overall, do you approve or disapprove of the job the federal government led by Justin Trudeau is doing?

IMPRESSION OF JUSTIN TRUDEAU



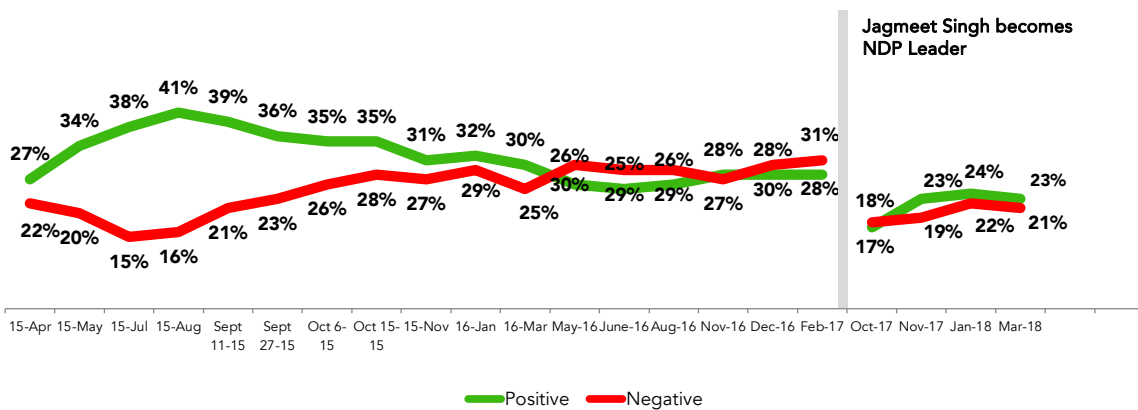
Do you have a positive or negative impression of Justin Trudeau?

IMPRESSION OF ANDREW SCHEER



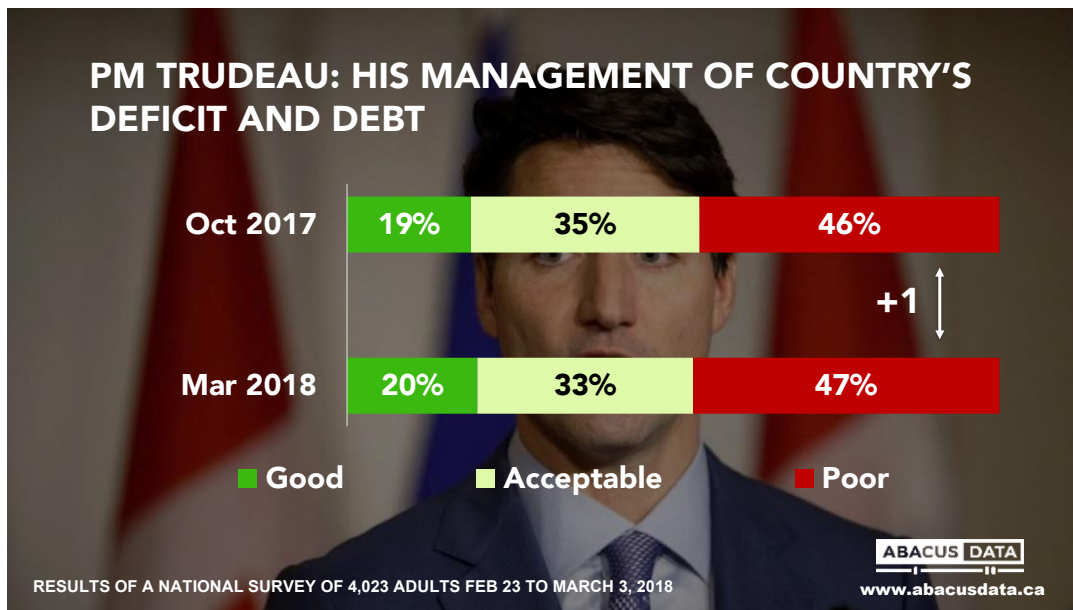
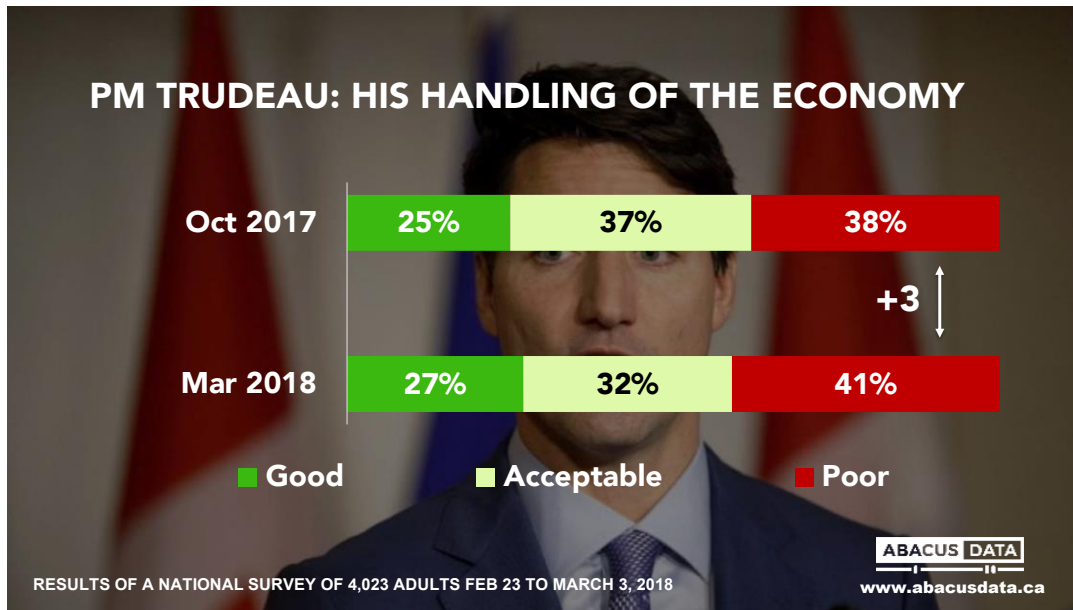
Do you have a positive or negative impression of Andrew Scheer?

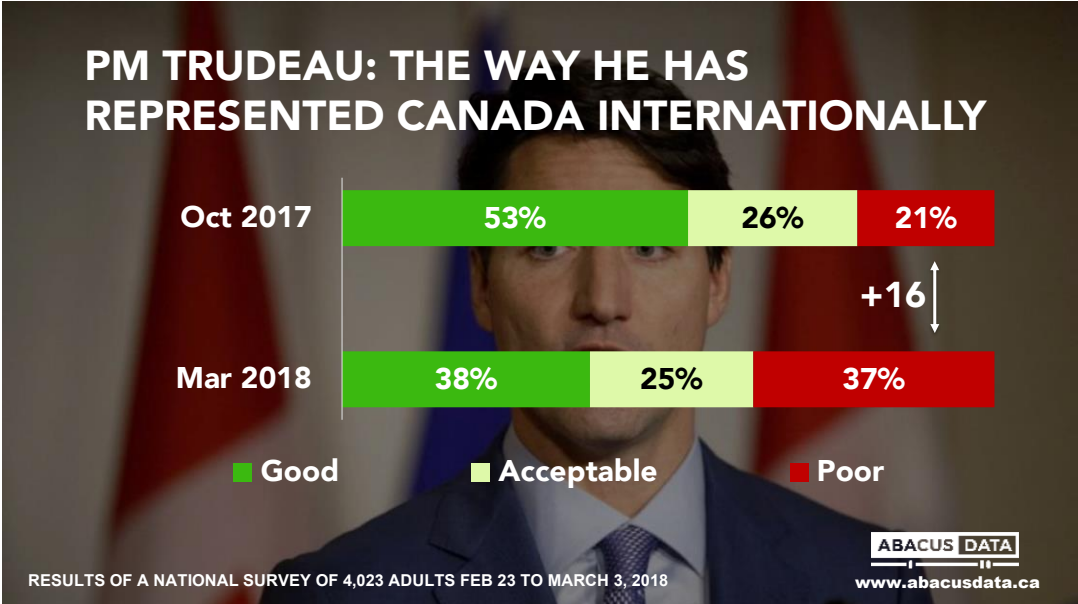
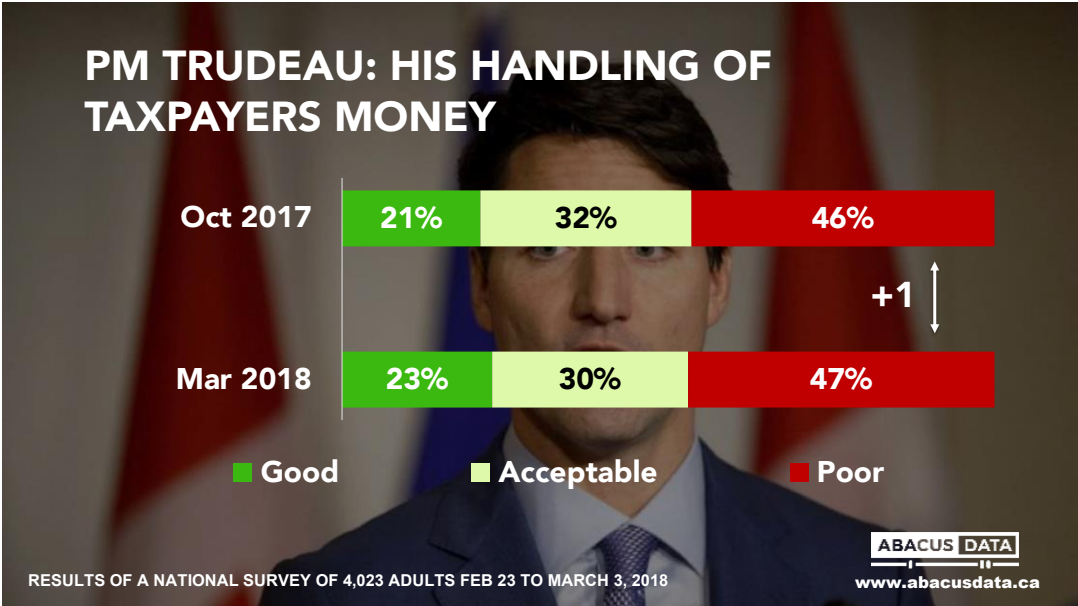
IMPRESSION OF JAGMEET SINGH



Do you have a positive or negative impression of Jagmeet Singh?

Performance assessments of Mr. Trudeau suggest that his trip to India had a lot more to do with the decline in support than the recent budget. Assessments of his handling of the economy, taxpayers' money, and debt/deficits, are little changed from October 2017. However, his rating for how he has represented Canada internationally has dropped 16 points during that same time.





UPSHOT

According to Bruce Anderson: "With less than two years to the next election, these numbers show that the Liberals will need to work hard to earn a second mandate. Of the various mishaps and mistakes that often occur for any government, few have had much impact on feelings about the Prime Minister, until now. There seems little doubt that reactions to his India trip have a lot to do with these numbers – probably coupled with concerns that we have

seen in our research about the cost of living relative to wage growth. The message to the government is about sticking to the knitting – being focused on the real life economic challenges that mainstream Canadian voters experience.

According to David Coletto: “For the first time since the 2015 election, as many Canadians have a negative impression of the Prime Minister as have a positive impression. Perceptions about this ability to represent Canada internationally are down across the board and these perceptions are strongly correlated with one’s view of Mr. Trudeau.

We don’t have the appropriate data to confirm which aspects of his trip to India may have been most harmful to his image, but it’s likely that any combination of the images and videos of his appearances, press questions about invites to certain individuals, or the perception that he may have been snubbed by Indian leaders, could have left Canadians feeling discomforted. For some, the mocking Mr. Trudeau received from media and comedians clashed with their perceptions of him, making his actions hard to defend and in conflict with the pride they felt in Canada being noticed again on the world stage. The most powerful moments in shifting impressions are those that seem indefensible.

This may be a momentary shift in opinions or it could be the start of a longer-term shift in attitudes. Either way, the trip had a negative impact on the PM’s image which is novel in the life of this government.”

METHODOLOGY

The survey was conducted online with 4,023 Canadians aged 18 and over, from February 23th to March 4th, 2018. A random sample of panelists were invited to complete the survey from a set of partner panels based on the Lucid exchange platform. These partners are typically double opt-in survey panels, blended to manage out potential skews in the data from a single source.

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 +/- 2.2%, 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 INC.

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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, Ph.D.

DETAILED TABLES

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

Row %		LPC	CPC	NDP	GPC	BQ	Other	Undecided	Raw	Weighted
	All respondents	29%	26%	14%	6%	2%	1%	22%	3992	4023
Region	BC	27%	16% ↓	18%	15% ↑	0%	0%	23%	150	535
	AB	17% ↓	42% ↑	11%	5%	0%	2%	23%	499	467
	SK/MB	22% ↓	33% ↑	18%	6%	0%	1%	21%	1000	290
	ON	30%	31% ↑	14%	4%	0% ↓	1%	20%	500	1541
	QC	33%	15% ↓	13%	5%	11% ↑	0%	22%	402	937
	ATL	32%	20% ↓	14%	6%	0%	1%	26% ↑	1441	253
Age	18 - 29	31%	21%	12%	11% ↑	1%	0%	23%	570	801
	30 - 44	25%	23%	19% ↑	6%	3%	1%	23%	1150	1012
	45 - 59	30%	24%	15%	6%	3%	1%	22%	1214	1074
	60 and over	29%	34% ↑	11%	4%	2%	0% ↓	19%	1058	1136
Sex	Male	29%	30% ↑	14%	5%	3%	1%	19% ↓	1776	1970
	Female	28%	22% ↓	14%	7%	2%	1%	25% ↑	2216	2053
2015 Vote	LPC	62% ↑	9% ↓	10% ↓	3% ↓	0% ↓	0% ↓	17%	1266	1146
	CPC	5% ↓	83% ↑	1% ↓	0% ↓	0% ↓	0%	10% ↓	768	718
	NDP	11% ↓	10% ↓	59% ↑	2%	1%	0% ↓	17%	478	501
Self-Placement	Left	41% ↑	12% ↓	21% ↑	7%	2%	1%	16% ↓	1086	1135
	Centre	25% ↓	19% ↓	14%	7%	3%	1%	30% ↑	2157	2061
	Right	20% ↓	62% ↑	4% ↓	2% ↓	2%	1%	9% ↓	749	828

Committed Voters Only

Row %		LPC	CPC	NDP	GPC	BQ	Other	Raw	Weighted
	All respondents	36%	33%	18%	8%	3%	1%	3044	3150
Region	BC	35%	21% ↓	24%	19% ↑	0% ↓	1%	116	412
	AB	23% ↓	54% ↑	15%	7%	0% ↓	2%	386	361
	SK/MB	28% ↓	41% ↑	22%	8%	0%	1%	779	229
	ON	38%	39% ↑	17%	5% ↓	0% ↓	1%	399	1233
	QC	43% ↑	19% ↓	17%	7%	14% ↑	1%	316	729
	ATL	44% ↑	28% ↓	20%	8%	0%	1%	1048	187
Age	18 - 29	41%	27%	16%	14% ↑	2%	0%	434	614
	30 - 44	32%	30%	24% ↑	8%	4%	2%	879	781
	45 - 59	38%	30%	19%	7%	4%	2%	946	839
	60 and over	36%	42% ↑	14%	5% ↓	3%	0% ↓	785	916
Sex	Male	36%	37% ↑	18%	6%	3%	1%	1435	1604
	Female	37%	30% ↓	19%	10%	3%	1%	1609	1546
2015 Vote	LPC	74% ↑	10% ↓	12% ↓	3% ↓	0% ↓	0% ↓	1011	956
	CPC	6% ↓	92% ↑	2% ↓	0% ↓	0% ↓	0%	698	644
	NDP	14% ↓	12% ↓	72% ↑	2%	1%	0% ↓	390	415
Self-Placement	Left	49% ↑	14% ↓	25% ↑	9%	2%	1%	895	953
	Centre	36%	28% ↓	21%	10% ↑	4% ↑	1%	1490	1446
	Right	22% ↓	68% ↑	5% ↓	2% ↓	2%	1%	659	751