

Federal Political Update: Liberals lead Tories by three; 35% approve of Harper Government's Job Performance

A new national survey (June 25 to July 3, 2014) shows the federal Liberal Party with a 3-point lead among committed voters, at 34% followed by the Conservatives at 31% and the NDP at 23%. Among all eligible voters 28% said they would vote Liberal, 25% Conservative, 19% NDP and 19% are undecided. Since March, Liberal support is unchanged while the Tories are up three and the BQ is down three.

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Voting Intentions (change from March 2014)

Party	All Respondents (n=2,000)	Committed Voters (n=1,657)
Liberal	28% (+1)	34% (-)
Conservative	25% (+3)	31% (+3)
NDP	19% (+1)	23% (-)
Green	4% (-)	6% (-)
BQ	4% (-2)	5% (-3)
Other	1% (-)	2% (+1)
Undecided	19% (-3)	-

Three Way Race in BC; Liberals and Tories tied in ON

This survey oversampled respondents in British Columbia, Ontario and Quebec allowing us to make more confident assessments of regional voting intentions. In British Columbia, the three main parties are locked in a close three-way race with the Conservatives at 32% among committed voters and the NDP and Liberals tied for second at 28%.

In Ontario, the Liberals and Conservatives are statistically tied with the Liberals at 36% and the Conservatives at 34%. The NDP is well back in third at 22%.

In Quebec, the Liberals have a 12-point lead over the NDP with the Liberals at 36%, the NDP at 24% and the BQ at 19%. The Conservative Party remains in fourth place in Quebec at 17% of committed voter support.

Committed Voters

Party	Canada (n=1,657)	BC (n=513)	AB (n=101)	SK/MB (n=62)	ON (n=507)	QC (n=396)	Atlantic (n=78)
Liberal	34%	28%	30%	23%	36%	36%	45%
Conservative	31%	32%	50%	41%	34%	17%	22%
NDP	23%	28%	16%	26%	22%	24%	28%
Green	6%	10%	-	10%	7%	4%	3%
BQ	5%	-	-	-	-	19%	-
<i>Comparable MoE</i>	2.5%	4.4%	10.0%	12.7%	4.4%	5.0%	11.3%

Liberals lead among women and those aged 30 to 44. Tories lead among those aged 60 and over.

The Liberals have a six-point lead over the Tories among women (35% to 29%) while the two parties are tied among male voters (Liberals 34%, Tories 33%). Among different age groups, the Tories lead by six among those aged 60 and over while the Liberals have a 13-point lead over the Tories among those aged 30 to 44. The Liberals also do well among those who have some university education, leading the Tories by 10-points (Liberals 39%, Conservative 29%, NDP 23%).

Liberals gain from both Conservative and NDP 2011 voters

The Liberals are doing well at holding their 2011 supporters and drawing from those who voted NDP and Conservative in 2011. Among those who voted Tory in 2011, 13% intend to vote Liberal. Among those who voted NDP, 23% intend to support the Liberals. In contrast, the Liberals have maintained 89% of their former vote, losing 5% of past supporters to the NDP and 3% to the Tories.

Committed Voter Intention by 2011 Federal Vote

Current Intention	Canada (n=1,657)	CPC 2011 (n=533)	NDP 2011 (n=397)	LPC 2011 (n=371)
Liberal	34%	13%	23%	89%
Conservative	31%	76%	2%	3%
NDP	23%	8%	71%	5%
Green	6%	1%	1%	2%
BQ	5%	-	3%	1%
Other	1%	2%	1%	-
<i>Comparable MoE</i>	2.5%	4.3%	5.0%	5.2%

Second Choices

When committed voters are asked which party would be their second choice, the NDP and Liberals are tied with 25% selecting the NDP as their second choice and 23% selecting the Liberals. Thirteen percent selected the Tories as their second choice while 18% said they had no second choice.

Those who support the Conservative Party were most likely to say they had no second choice (35%) while another 30% of CPC supporters picked the Liberals as their second choice. 19% of Conservative Party supporters selected the NDP as their second choice.

Among Liberal supporters, the NDP was most likely to be selected as their second choice with 38% picking the NDP and 25% selecting the Tories. Nineteen percent of Liberal supporters said they did not have a second choice.

Among NDP supporters, 41% picked the Liberal Party as their second choice while 16% selected either the BQ or Green Party. Twelve percent of NDP supporters selected the Conservative Party as their second choice.

Second Choice by Federal Vote Intention

2nd Choice	Canada	CPC	NDP	Liberal
Liberal	23%	30%	41%	-
Conservative	13%	-	12%	25%
NDP	25%	19%	-	38%
Other	9%	5%	16%	7%
No second choice	18%	35%	16%	19%
Undecided	12%	11%	15%	11%

Impression of Federal Party Leaders

Respondents were also asked for their impression of the main party leaders. There has been little change in overall impressions since March 2014. Canadians are more likely to have a positive impression of Justin Trudeau (37%) than any other leader but Tom Mulcair continues to have the most positive net impression. However, a large number of Canadians (16%) still do not know enough about Mr. Mulcair to have an opinion of him.

Stephen Harper remains a polarizing figure with 44% saying they have a negative impression of him while 29% have a positive impression leading to a net impression of -15.

Impression of Federal Party Leaders
(change since March 2014)

Leader	Positive	Neutral	Negative	Don't know enough	Net
Stephen Harper	29% (+1)	21% (-1)	44% (-2)	6% (+1)	-15
Tom Mulcair	31% (+2)	33% (+2)	20% (-3)	16% (-1)	+11
Justin Trudeau	37% (+3)	26% (-1)	30% (-3)	7% (-1)	+7

Harper Government Approval Rating

Just over one in three Canadians (35%) approve of the job the Harper Government is doing while 43% say they disapprove. Another 22% of Canadians surveyed say they neither approve nor disapprove. This is largely unchanged since March 2014 when 33% of Canadians said they approved of the Harper Government.

Approval of the government is highest in Alberta (50%) and lowest in Quebec (24%). The Harper Government receives higher marks from men (39%) than from women (32%).

Of note, 71% of those who voted Conservative in 2011 approve of the Harper Government's job performance, while 16% disapprove. Among those who disapprove and voted CPC in 2011, 27% would vote Liberal, 27% would vote NDP, while 25% would vote Conservative. Another 17% say they are currently undecided.

Commentary from Abacus CEO David Coletto

As the summer begins, little has changed in public opinion or federal vote intentions. The Liberals continue to lead the Conservatives, which they have done in our tracking since January 2014. This lead is based on the party's ability to attract a large proportion of former NDP and Conservative Party supporters. The Liberals are now first or second in every region of the country. They are tied for second in British Columbia, are second in Alberta, and are tied for first with the Tories in Ontario. Moreover, east of the Ottawa River, they had a clear lead in Quebec and in Atlantic Canada.

For the Tories, the government's approval has remained steady at around 33% to 35% for the last year. The party is strong in the Prairies and competitive in Ontario. Tory support, however, has slipped in BC since 2011 (down 14-points) and Quebec and Atlantic Canada are going to be difficult regions for the party to hold seats or make gains.

For the NDP, the party continues to poll higher than its historic position thanks largely to its support in Quebec. However, it has lost some ground in BC and trails the Liberals and Conservatives in Ontario. Although Tom Mulcair has the highest net positive rating of the three main party leaders, a large number of Canadians still don't know enough about to form an opinion in regions outside of Quebec. His challenge remains to introduce himself to many voters outside of Quebec.

Methodology

The survey was conducted online with 2,000 respondents by Abacus Data. 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 +/- 2.2%, 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.

For more information please contact David Coletto, CEO at david@abacusdata.ca or at 613-232-2806 or Bruce Anderson at banderson@abacusdata.ca

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

Sample size: 2,000

Comparable MoE: $\pm 2.2\%$, 19 times out of 20

Fields dates: June 25 to July 3, 2014

	Row %	CPC	LPC	NDP	Green	BQ	Other	Undecided	Raw	Weighted
	Canada	25%	28%	19%	4%	4%	1%	19%	2000	1970
Region	BC	25%	22%	22%	7%	0%	2%	22%	643	276
	AB	40%	24%	13%	0%	0%	4%	19%	121	208
	MB/SK	29%	16%	18%	7%	0%	1%	29%	85	142
	ON	28%	29%	18%	6%	0%	2%	18%	600	749
	QC	14%	31%	21%	3%	16%	0%	15%	452	453
	AC	17%	35%	22%	2%	0%	1%	22%	99	144
Gender	Male	27%	28%	18%	3%	4%	2%	16%	912	942
	Female	23%	27%	20%	5%	3%	1%	22%	1088	1029
Age	18 - 29	22%	25%	21%	9%	2%	1%	20%	297	341
	30 - 44	20%	30%	19%	5%	4%	1%	20%	578	518
	45 - 59	24%	27%	18%	4%	6%	1%	20%	660	603
	60 and over	32%	27%	18%	3%	1%	2%	16%	465	508
Education	HS or less	24%	23%	16%	5%	4%	1%	26%	496	712
	College	25%	28%	21%	5%	4%	2%	17%	788	737
	University	26%	34%	20%	4%	3%	1%	12%	716	522
2011 Federal Vote	CPC	68%	12%	7%	1%	0%	1%	11%	596	605
	LPC	3%	80%	4%	2%	1%	0%	11%	415	403
	NDP	2%	20%	62%	1%	2%	1%	12%	449	406
	Green Party	7%	8%	17%	55%	1%	1%	11%	98	77
	BQ	5%	7%	7%	4%	67%	0%	10%	80	77
	Another party	8%	3%	5%	1%	0%	18%	66%	28	28
	Did not vote	13%	16%	12%	7%	2%	3%	48%	334	375

Committed voters only

Sample size: 1,657

Comparable MoE: $\pm 2.5\%$, 19 times out of 20

Row %		CPC	LPC	NDP	Green	BQ	Other	Raw	Weighted
	Canada	31%	34%	23%	6%	5%	2%	1657	1597
Region	BC	32%	28%	28%	10%	0%	2%	513	216
	AB	50%	30%	16%	0%	0%	5%	101	169
	MB/SK	41%	23%	26%	10%	0%	1%	62	100
	ON	34%	36%	22%	7%	0%	2%	507	614
	QC	17%	36%	24%	4%	19%	1%	396	387
	AC	22%	45%	28%	3%	0%	2%	78	112
Gender	Male	33%	34%	22%	4%	5%	3%	782	790
	Female	29%	35%	25%	7%	4%	1%	875	807
Age	18 - 29	27%	32%	26%	11%	3%	2%	241	273
	30 - 44	25%	38%	24%	6%	5%	1%	472	414
	45 - 59	30%	34%	22%	5%	8%	2%	546	485
	60 and over	39%	33%	22%	3%	1%	2%	398	425
Education	HS or less	33%	31%	22%	6%	6%	2%	368	525
	College	30%	33%	25%	6%	4%	2%	660	612
	University	29%	39%	23%	4%	3%	2%	629	461
2011 Federal Vote	CPC	76%	13%	8%	1%	0%	2%	533	538
	LPC	3%	89%	5%	2%	1%	0%	371	360
	NDP	2%	23%	71%	1%	3%	1%	397	356
	Green Party	8%	9%	19%	61%	1%	1%	87	69
	BQ	6%	8%	8%	5%	74%	0%	74	69
	Another party	23%	8%	15%	3%	0%	51%	11	9
	Did not vote	25%	31%	22%	14%	3%	5%	184	196

Do you have a positive or negative impression of the following people?

Prime Minister Stephen Harper

Sample size: 2,000

Comparable MoE: $\pm 2.2\%$, 19 times out of 20

Fields dates: June 25 to July 3, 2014

Row %		Positive	Neutral	Negative	Don't know enough to have an opinion	Raw	Weighted
	Canada	29%	21%	44%	6%	2000	1970
Region	BC	32%	20%	43%	5%	643	276
	AB	45%	24%	23%	9%	121	208
	MB/SK	29%	19%	34%	18%	85	142
	ON	30%	25%	40%	5%	600	749
	QC	22%	18%	58%	3%	452	453
	AC	17%	14%	63%	6%	99	144
Gender	Male	33%	18%	45%	3%	912	942
	Female	25%	23%	43%	8%	1088	1029
Age	18 - 29	26%	26%	37%	11%	297	341
	30 - 44	27%	26%	39%	9%	578	518
	45 - 59	28%	20%	47%	5%	660	603
	60 and over	34%	14%	51%	1%	465	508
Education	HS or less	27%	21%	45%	7%	496	712
	College	28%	23%	43%	6%	788	737
	University	32%	19%	45%	4%	716	522
2011 Federal Vote	CPC	64%	18%	17%	1%	596	605
	LPC	19%	25%	55%	2%	415	403
	NDP	9%	16%	72%	3%	449	406
	Green Party	9%	23%	62%	6%	98	77
	BQ	8%	10%	79%	3%	80	77
	Another party	13%	21%	53%	14%	28	28
	Did not vote	14%	29%	35%	23%	334	375

Do you have a positive or negative impression of the following people?

NDP Leader Tom Mulcair

Sample size: 2,000

Comparable MoE: ± 2.2%, 19 times out of 20

Fields dates: June 25 to July 3, 2014

Row %		Positive	Neutral	Negative	Don't know enough to have an opinion	Raw	Weighted
	Canada	31%	33%	20%	16%	2000	1970
Region	BC	25%	32%	26%	17%	643	276
	AB	18%	34%	28%	20%	121	208
	MB/SK	24%	21%	29%	27%	85	142
	ON	26%	38%	20%	16%	600	749
	QC	52%	29%	11%	8%	452	453
	AC	31%	40%	9%	20%	99	144
Gender	Male	35%	33%	22%	10%	912	942
	Female	28%	34%	17%	21%	1088	1029
Age	18 - 29	30%	39%	12%	20%	297	341
	30 - 44	30%	36%	14%	20%	578	518
	45 - 59	31%	33%	21%	15%	660	603
	60 and over	33%	28%	29%	10%	465	508
Education	HS or less	29%	32%	21%	19%	496	712
	College	31%	33%	19%	16%	788	737
	University	35%	36%	18%	11%	716	522
2011 Federal Vote	CPC	18%	34%	35%	13%	596	605
	LPC	29%	43%	18%	10%	415	403
	NDP	66%	22%	5%	7%	449	406
	Green Party	35%	43%	8%	14%	98	77
	BQ	56%	26%	9%	9%	80	77
	Another party	15%	34%	23%	28%	28	28
	Did not vote	13%	34%	17%	36%	334	375

Do you have a positive or negative impression of the following people?

Liberal Leader Justin Trudeau

Sample size: 2,000

Comparable MoE: $\pm 2.2\%$, 19 times out of 20

Fields dates: June 25 to July 3, 2014

Row %		Positive	Neutral	Negative	Don't know enough to have an opinion	Raw	Weighted
	Canada	37%	26%	30%	7%	2000	1970
Region	BC	32%	28%	33%	7%	643	276
	AB	27%	24%	38%	11%	121	208
	MB/SK	32%	20%	32%	16%	85	142
	ON	37%	27%	30%	6%	600	749
	QC	44%	25%	27%	4%	452	453
	AC	51%	24%	19%	6%	99	144
Gender	Male	39%	26%	31%	4%	912	942
	Female	36%	25%	29%	10%	1088	1029
Age	18 - 29	35%	28%	23%	14%	297	341
	30 - 44	40%	28%	23%	10%	578	518
	45 - 59	38%	26%	32%	5%	660	603
	60 and over	37%	23%	39%	2%	465	508
Education	HS or less	32%	25%	35%	9%	496	712
	College	37%	27%	29%	6%	788	737
	University	44%	25%	25%	5%	716	522
2011 Federal Vote	CPC	23%	25%	49%	3%	596	605
	LPC	74%	18%	5%	3%	415	403
	NDP	41%	28%	27%	3%	449	406
	Green Party	32%	30%	35%	3%	98	77
	BQ	21%	29%	49%	1%	80	77
	Another party	32%	23%	30%	15%	28	28
	Did not vote	22%	31%	24%	24%	334	375

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

Sample size: 2,000

Comparable MoE: $\pm 2.2\%$, 19 times out of 20

Fields dates: June 25 to July 3, 2014

Row %		Approve	Neither approve nor disapprove	Disapprove	Raw	Weighted
	Canada	35%	22%	43%	2000	1970
Region	BC	38%	19%	43%	643	276
	AB	50%	22%	28%	121	208
	MB/SK	37%	23%	40%	85	142
	ON	38%	24%	38%	600	749
	QC	24%	23%	54%	452	453
	AC	32%	14%	54%	99	144
Gender	Male	39%	19%	42%	912	942
	Female	32%	25%	43%	1088	1029
Age	18 - 29	37%	25%	38%	297	341
	30 - 44	34%	28%	38%	578	518
	45 - 59	33%	22%	45%	660	603
	60 and over	38%	14%	48%	465	508
Education	HS or less	34%	22%	44%	496	712
	College	35%	23%	42%	788	737
	University	38%	20%	42%	716	522
2011 Federal Vote	CPC	71%	13%	16%	596	605
	LPC	27%	26%	47%	415	403
	NDP	13%	17%	70%	449	406
	Green Party	19%	15%	66%	98	77
	BQ	7%	17%	76%	80	77
	Another party	16%	47%	36%	28	28
	Did not vote	23%	37%	41%	334	375

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