



The 2015 Election:

Issues and Expectations

About the Institute

Is polling broken?

- Online is the future
- AR pioneered the use of panels for research since 2007
- 43 elections in Canada, USA and Britain.
- Only one major miss – BC
- Since BC - accurate in NS, Quebec and Ontario, Metro Referendum

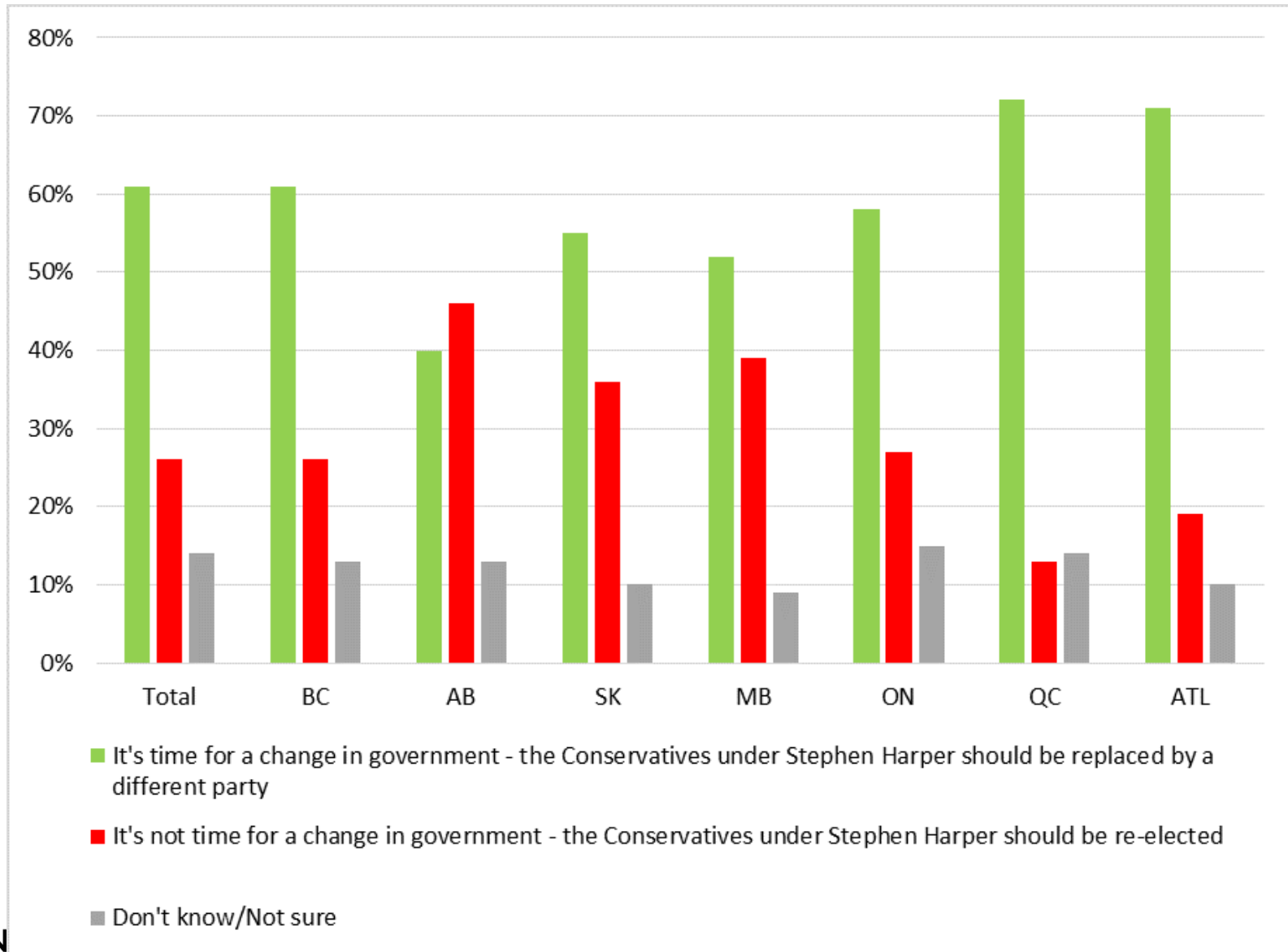
Election 42

October 19, 2015

backgrounders

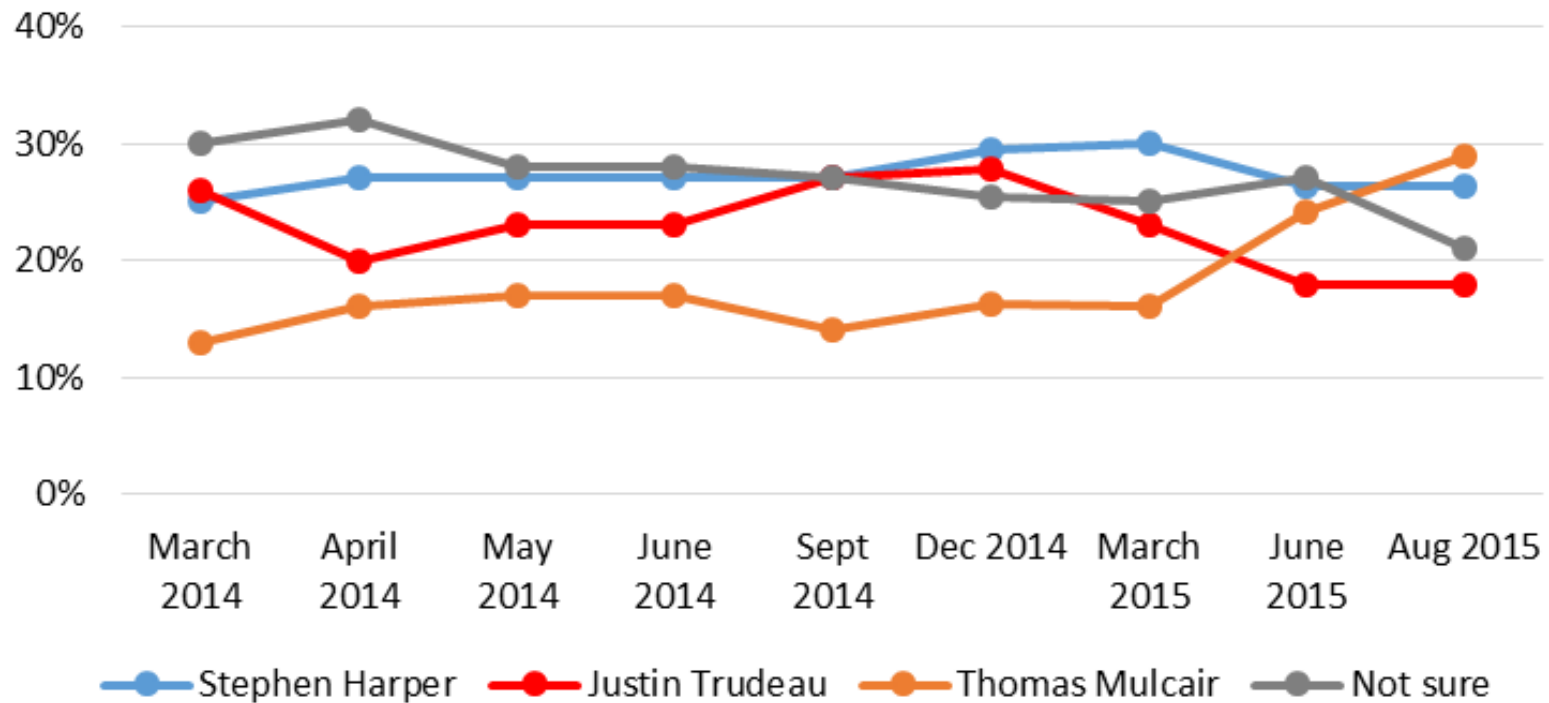
- Long election - why
- Three way race
- Debates - not
- Negative advertising
- Alberta factor
- Economy and foreign affairs
- Soft votes

Time for a change?



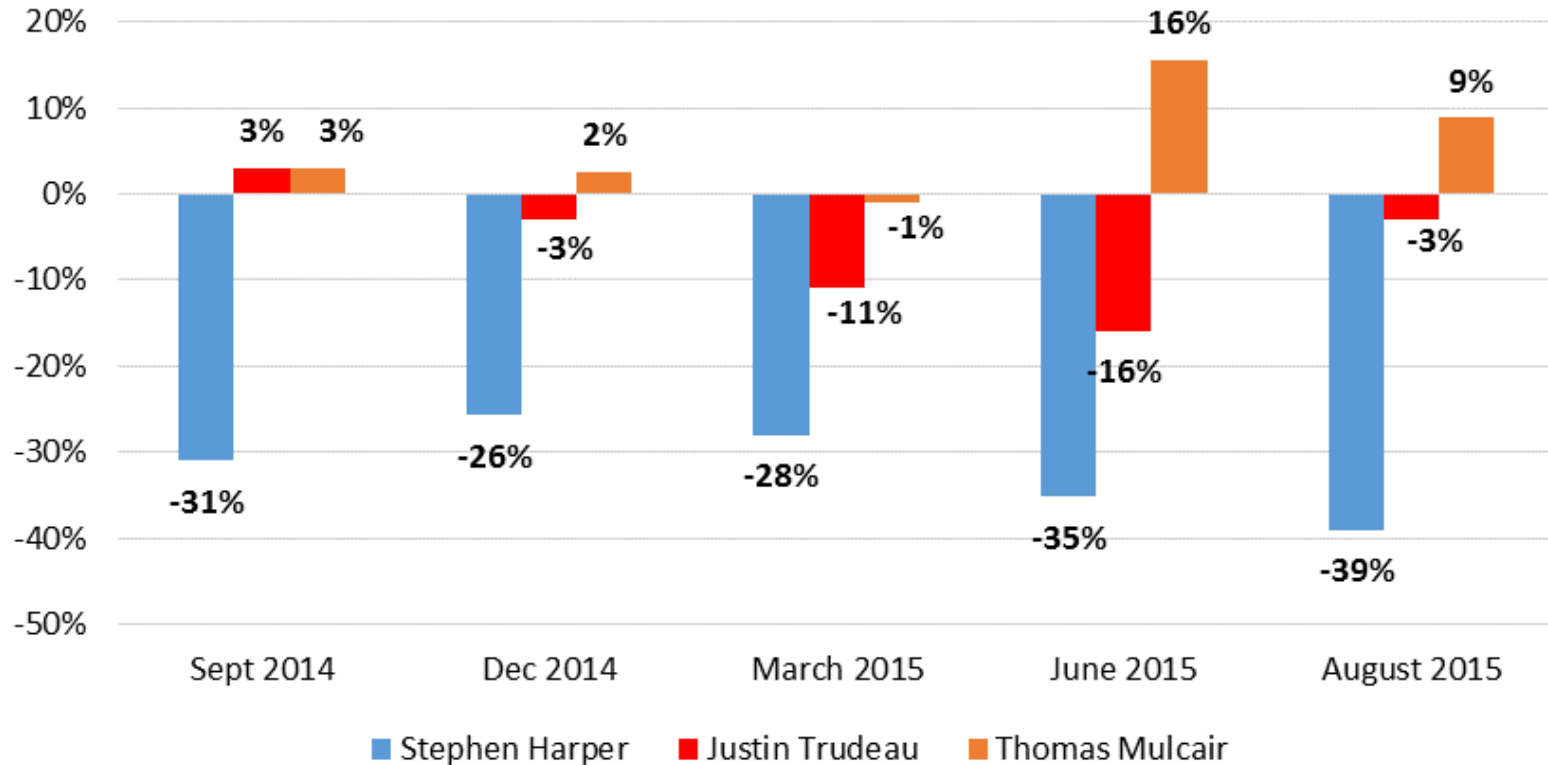
Best PM:

Whom do you think would make the best Prime Minister?



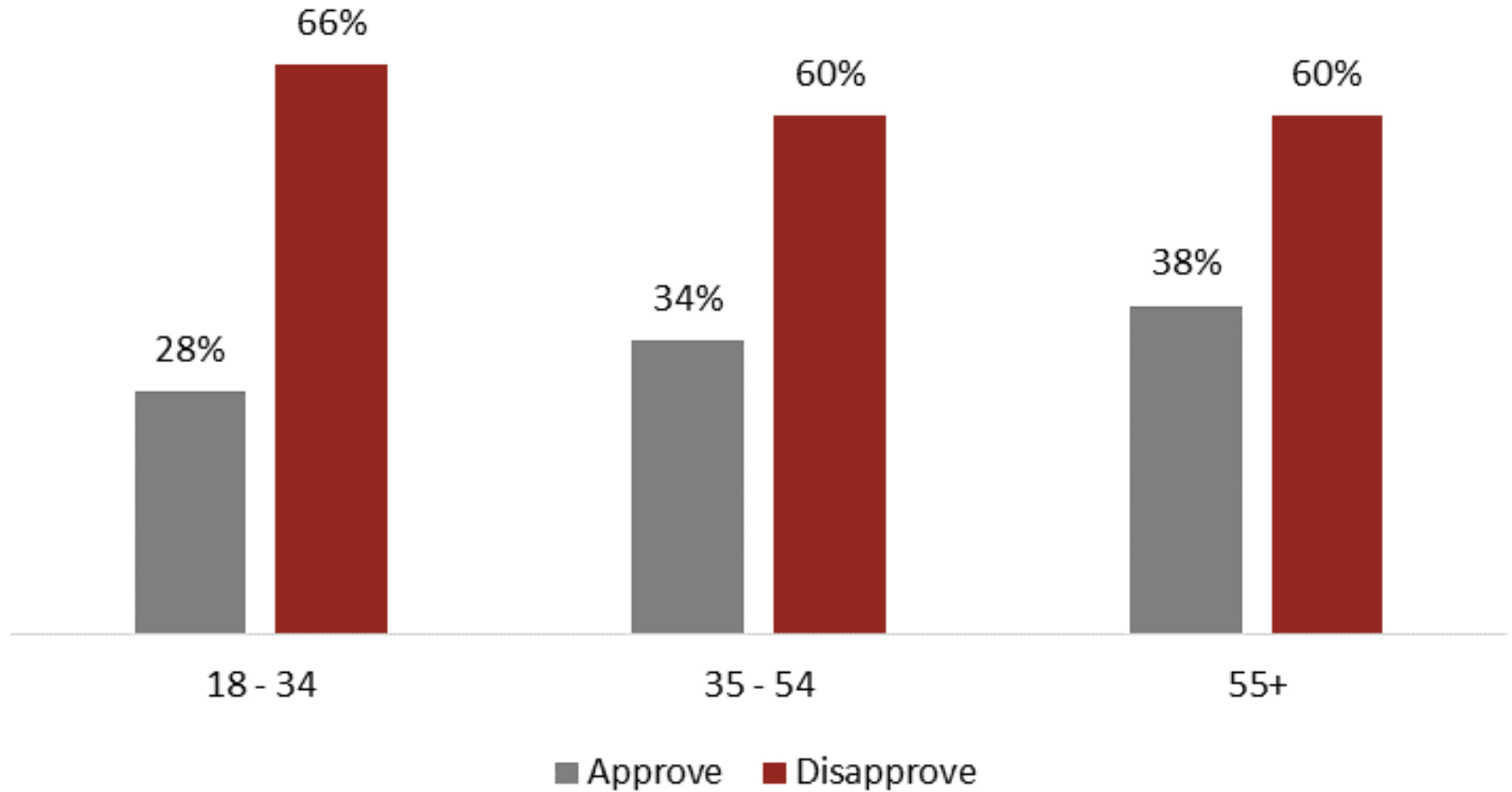
Who's Up? Who's Down?

Leader's Momentum Score



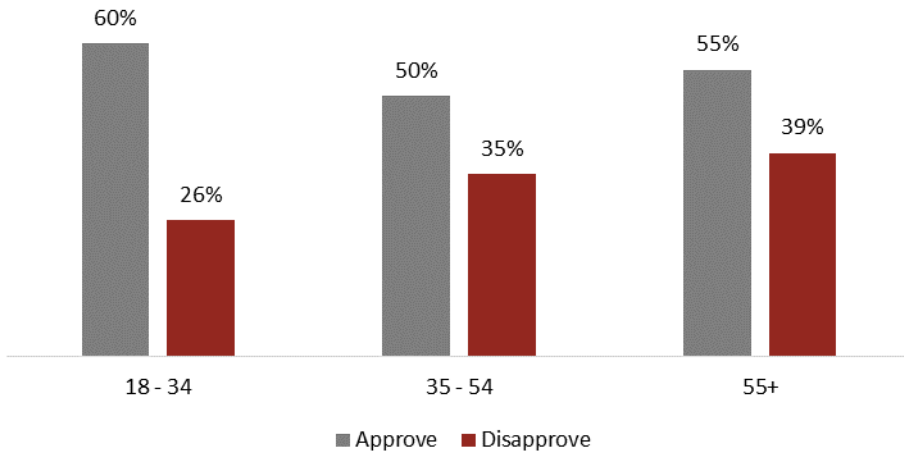
Approval of the PM

Do you approve or disapprove of Stephen Harper?

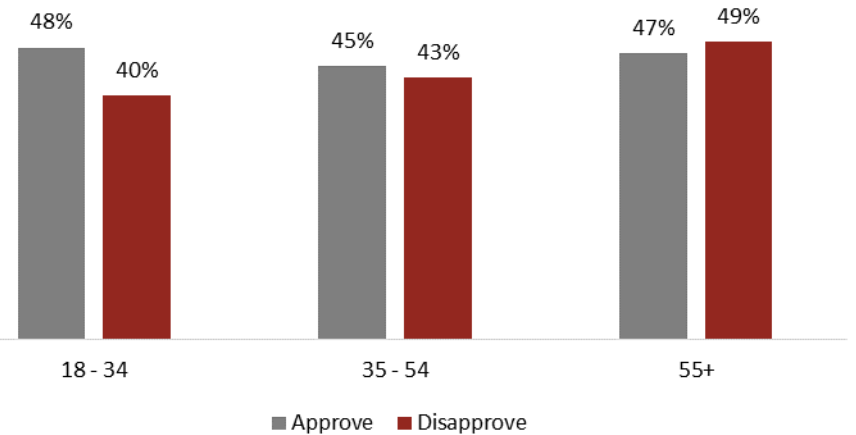


Approval of Opposition Leaders

Do you approve or disapprove of Thomas Mulcair?



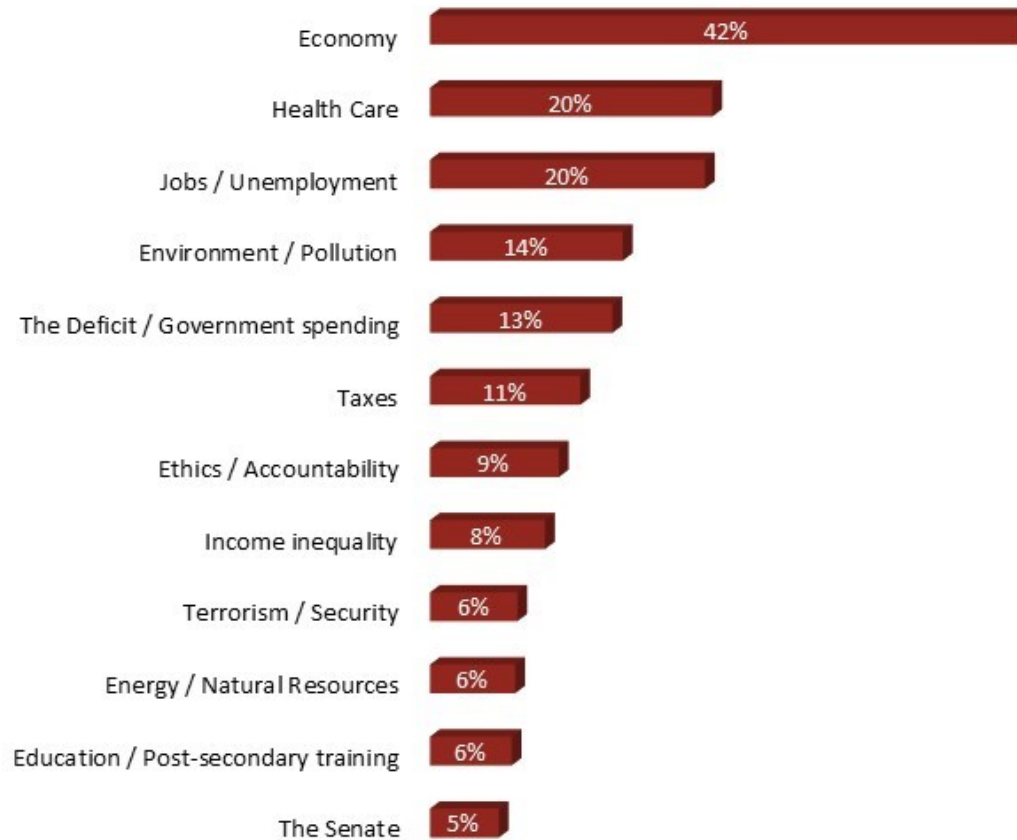
Do you approve or disapprove of Justin Trudeau?



The economy

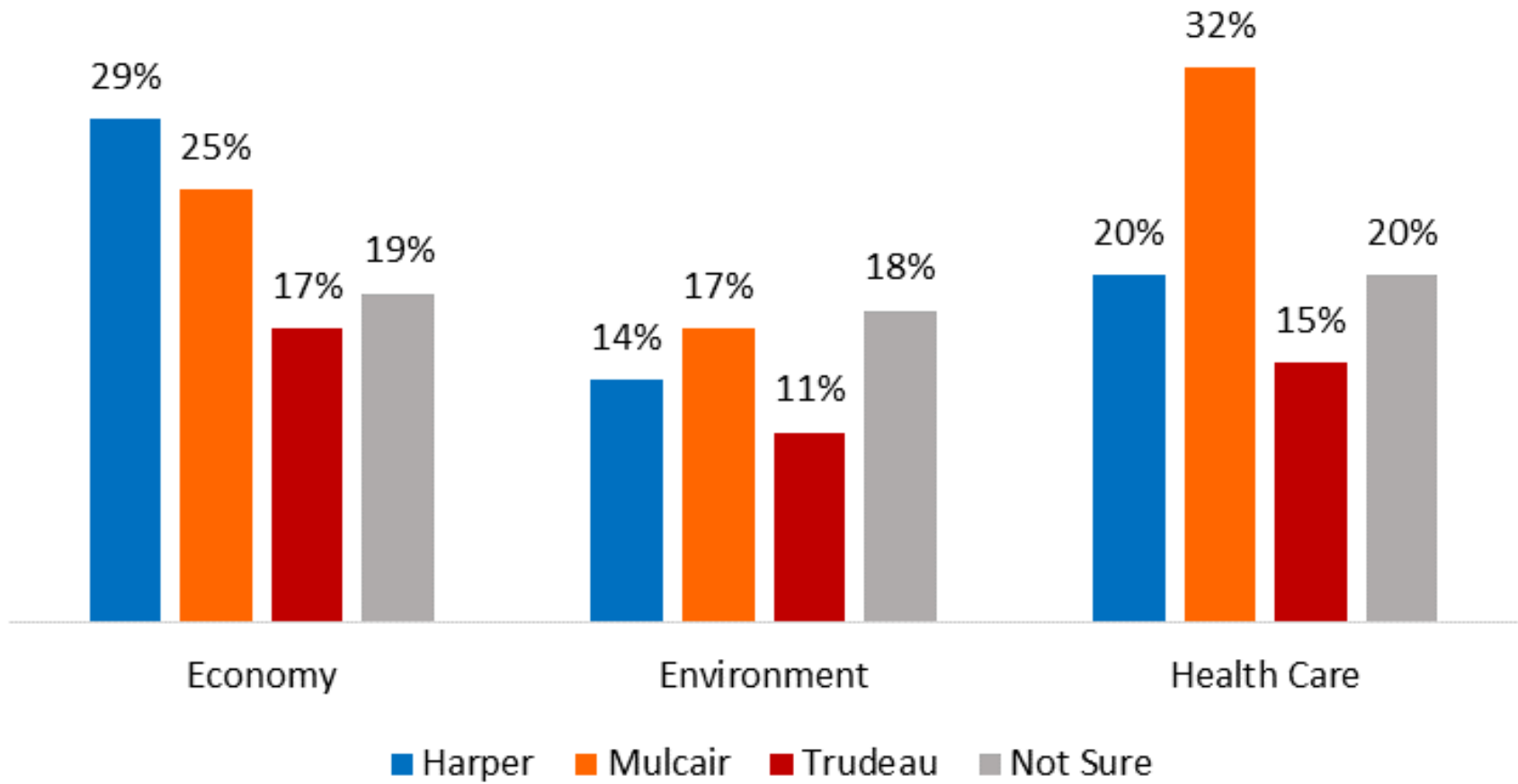
Most Important Issues :

Most Important Issue:

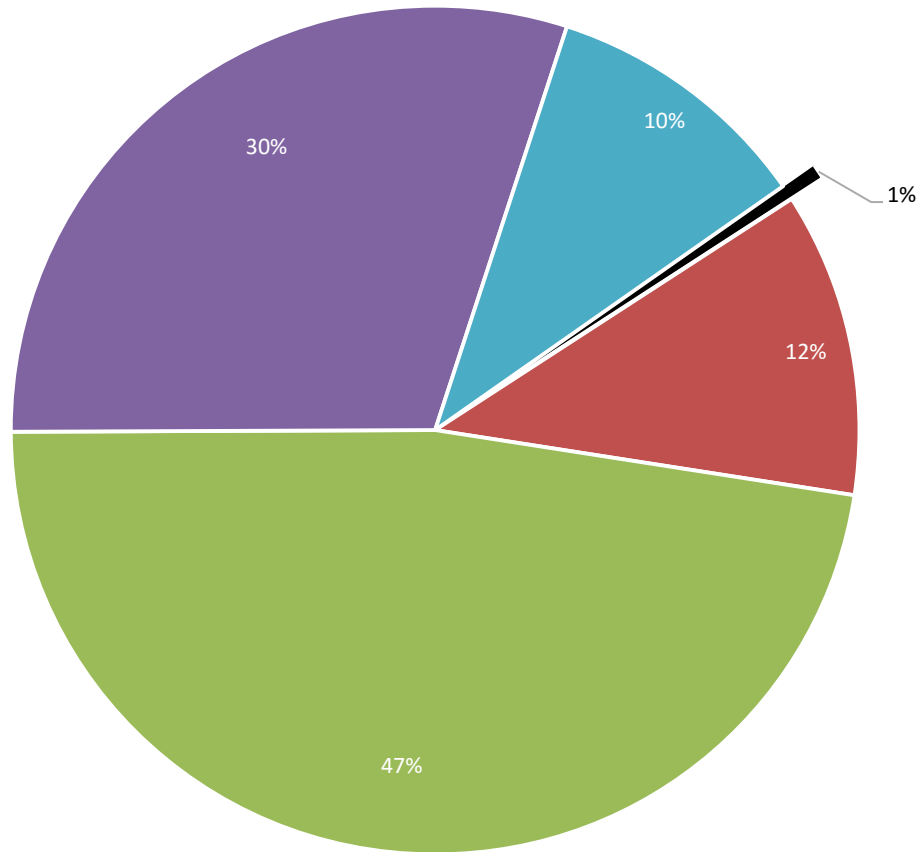


Best Leader on Issues

Who's best on the issue?

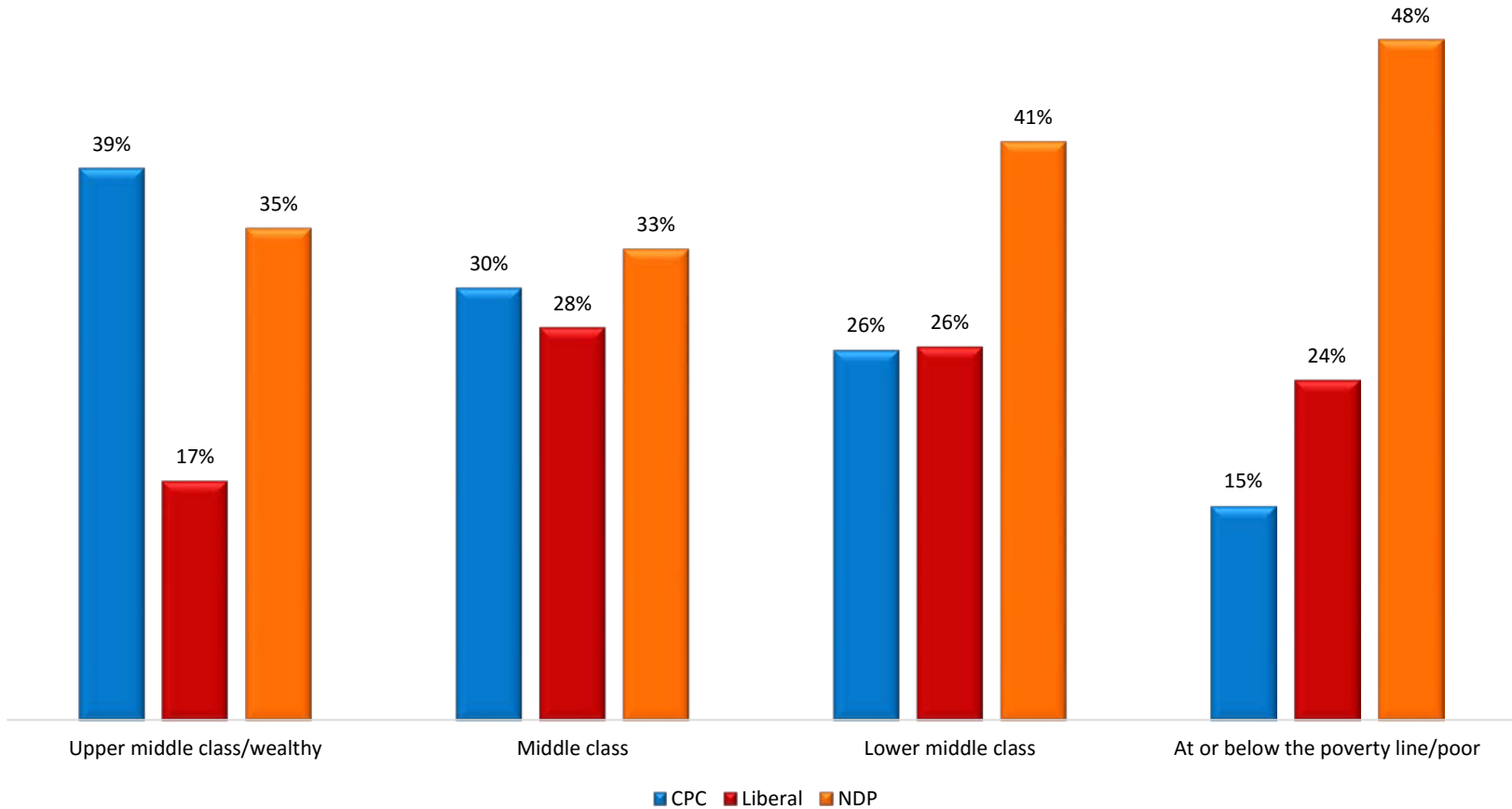


Which economic class would you say you fit into?

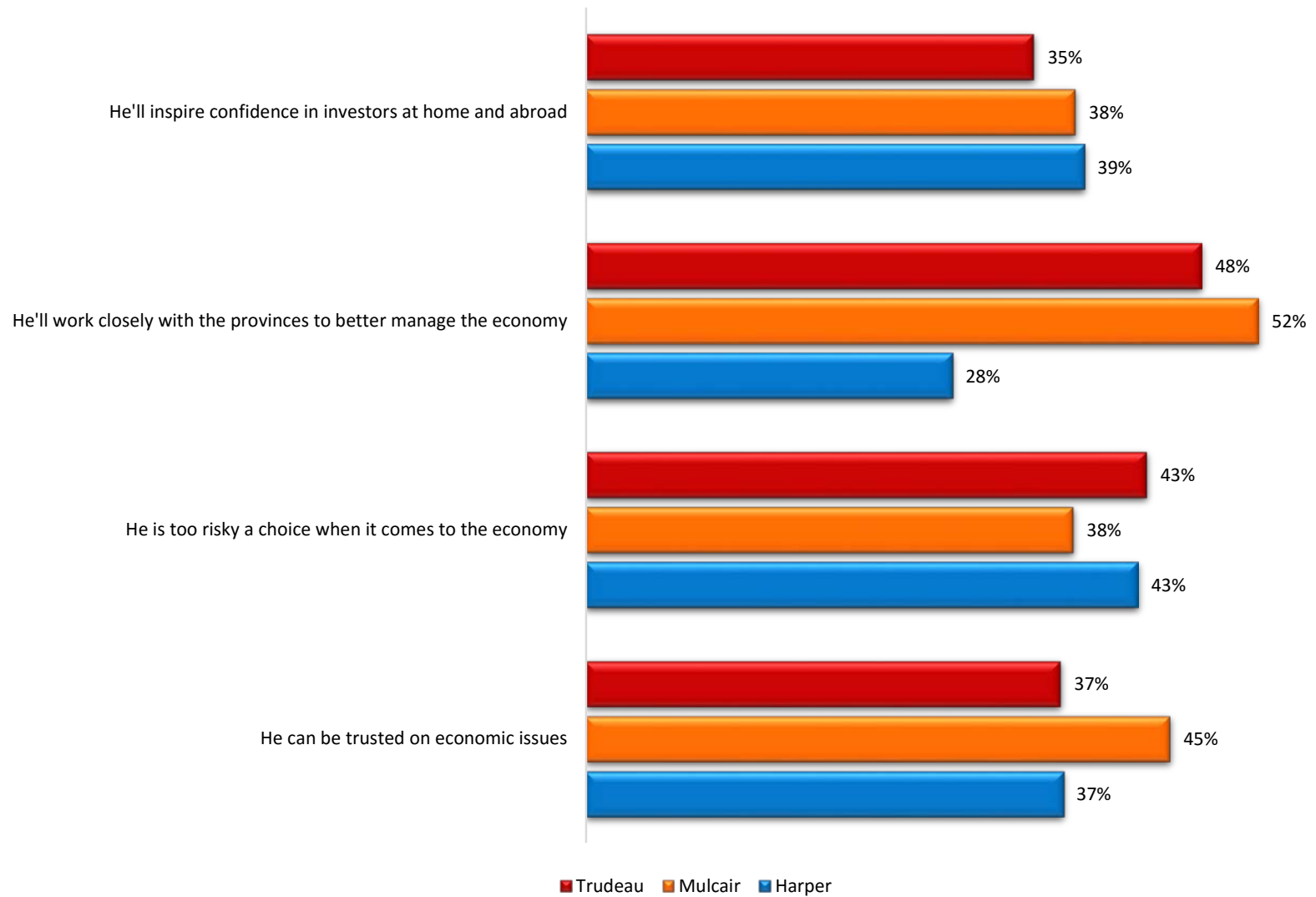


■ Wealthy ■ Upper middle class ■ Middle class ■ Lower middle class ■ At or below the poverty line/poor

Based on how you feel right now, which party's candidate in your own riding will you be most likely to support in the federal election next month?



Percentage who agree with the following statements:



Views on various tax policy proposals put forward during this campaign:

| (weighted sample size) | Total (1562) | Federal Vote Intention | | |
|--|-----------------|------------------------|---------|-----|
| | | CPC | Liberal | NDP |
| Middle Class Income Taxes | | | | |
| Cut the income tax rate for people earning \$44,700 - \$89,400 from 22% to 20.5% | 62% | 61% | 66% | 61% |
| Leave the income tax rate for people earning \$44,700 - \$89,400 at 22% | 38% | 39% | 34% | 39% |
| Corporate Taxes | | | | |
| Increase the corporate tax rate from the current 15% back up to roughly 2006 levels (21%) | 63% | 38% | 72% | 75% |
| Leave the corporate tax rate where it is now | 37% | 62% | 28% | 25% |
| Wealthy Tax Rates | | | | |
| Make a new federal income tax bracket for those with incomes over \$200,000 with a tax rate of 33% | 73% | 57% | 81% | 81% |
| Keep the highest federal income tax bracket starting at \$138,586 a year and its current rate of 29% | 27% | 43% | 19% | 19% |

Views on various tax policy proposals put forward during this campaign:

| (weighted sample size) | Total (1562) | Federal Vote Intention | | |
|--|-----------------|------------------------|---------|-----|
| | | CPC | Liberal | NDP |
| Small Business Tax Rate | | | | |
| Reduce the small-business tax rate to 9% | 63% | 65% | 66% | 57% |
| Leave the small-business tax rate as it is today - at 11% | 37% | 35% | 34% | 43% |
| Niche Tax Cuts for Special Interests | | | | |
| Tax deductions for specific expenses such as Rotary or gym memberships or kids' sports are a good idea overall | 47% | 52% | 49% | 44% |
| These targeted tax deductions for specific expenses are not a good idea | 53% | 48% | 51% | 56% |

Views on various economic policy proposals put forward during this campaign:

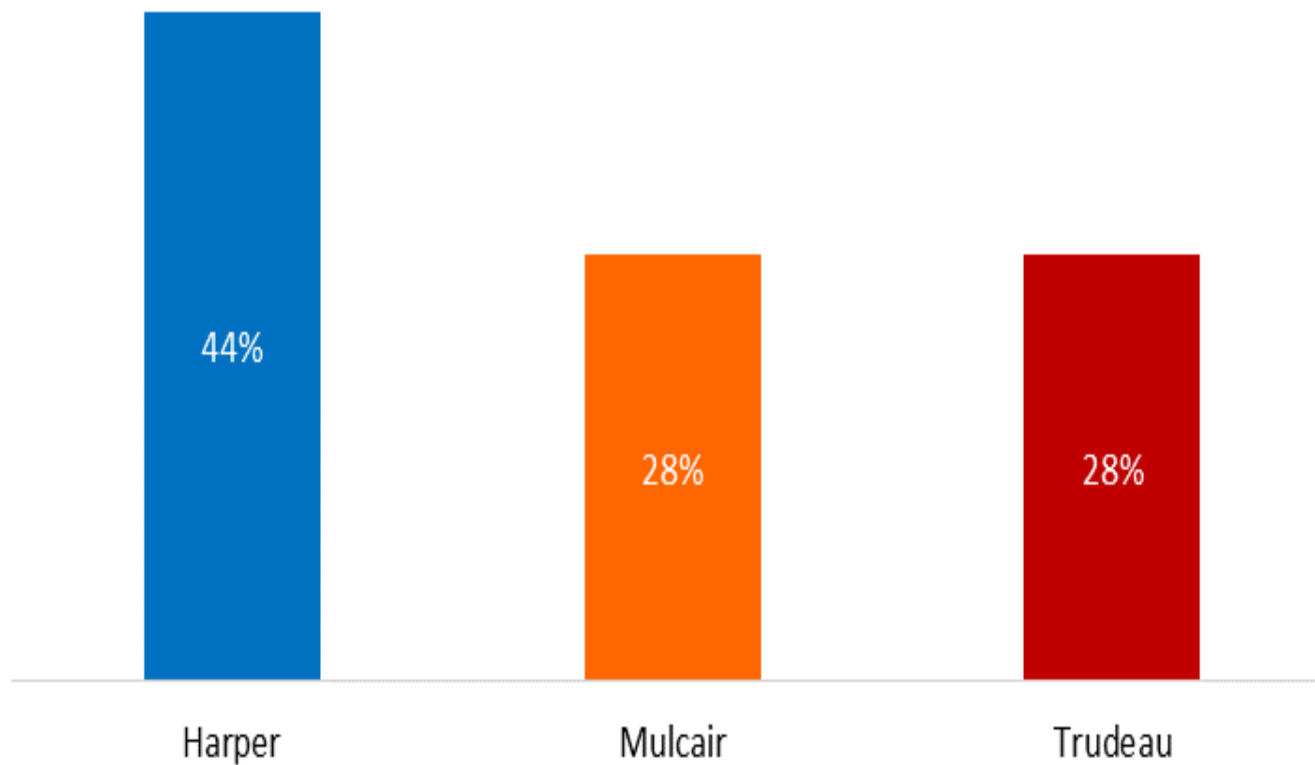
| (weighted sample size) | Total (1562) | Federal Vote Intention | | |
|--|-----------------|------------------------|---------|-----|
| | | CPC | Liberal | NDP |
| Deficits and Government Spending | | | | |
| The federal gov't should spend more in the next year on jobs and growth, even if it means deficits in the short term | 73% | 52% | 85% | 80% |
| The federal gov't should balance the budget in the next year even if it means raising taxes or cutting programs | 27% | 48% | 15% | 20% |
| TFSA Limit | | | | |
| Allow yearly Tax-Free Savings Account or TFSA contributions up to \$10,000 | 67% | 78% | 62% | 63% |
| Limit yearly Tax-Free Savings Account or TFSA contributions to \$5,000 | 33% | 22% | 38% | 37% |
| Retirement Age | | | | |
| The eligibility age to collect Old Age Security benefit should be 67 | 19% | 36% | 17% | 12% |
| The eligibility age to collect Old Age Security benefit should be 65 | 81% | 64% | 83% | 88% |

Views on various economic policy proposals put forward during this campaign:

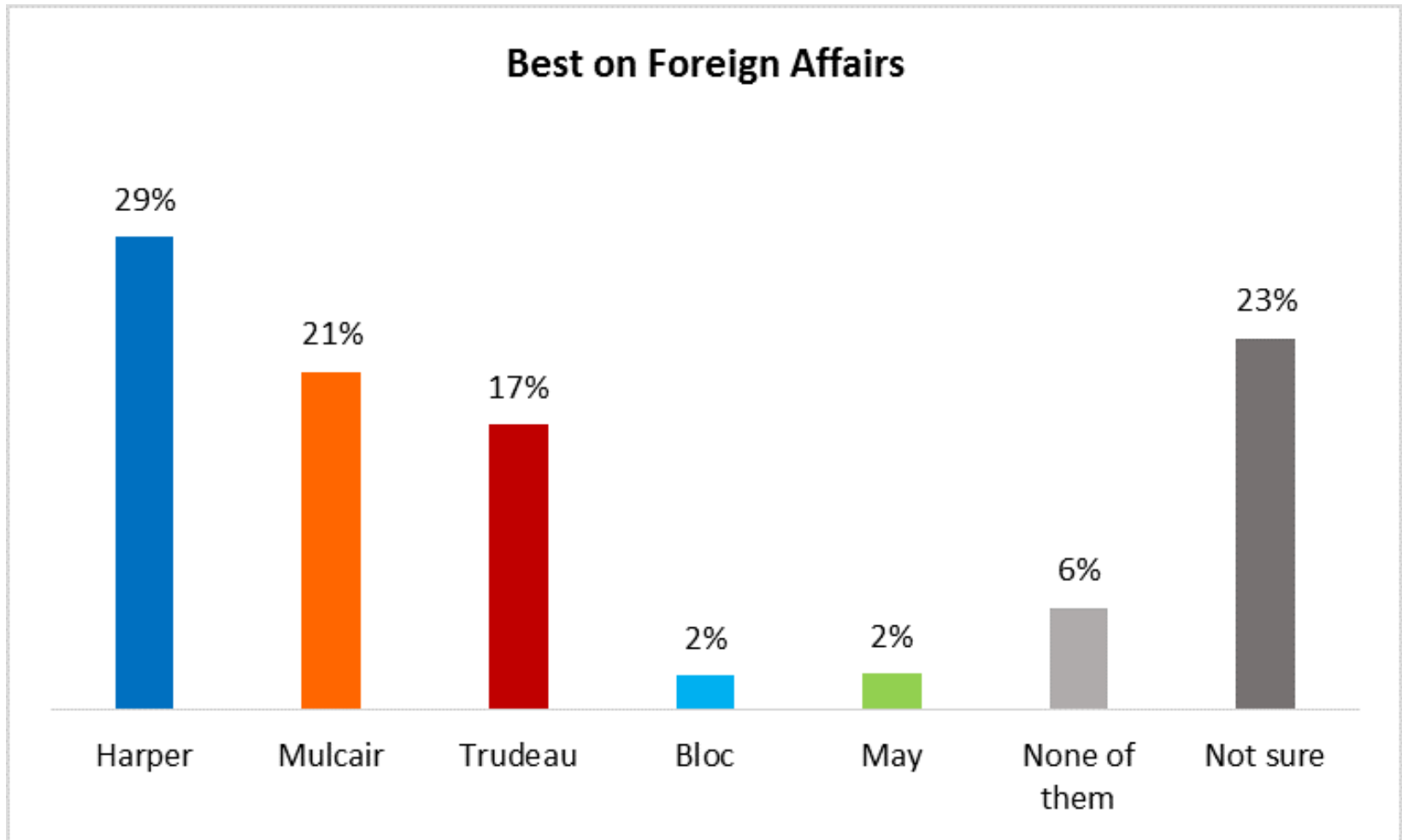
| (weighted sample size) | Total (1562) | Federal Vote Intention | | |
|---|-----------------|------------------------|---------|-----|
| | | CPC | Liberal | NDP |
| Federal Minimum Wage for Regulated Industries | | | | |
| Re-introduce the federal minimum wage for federally-regulated employers at \$12 per hour and increase it to \$15 per hour | 50% | 33% | 47% | 56% |
| Let the individual provinces continue to set all minimum wages, with no separate federal minimum for federally-regulated | 50% | 67% | 53% | 44% |
| Income Splitting Policy | | | | |
| I support the income splitting policy | 64% | 83% | 54% | 57% |
| I don't support the income splitting policy | 36% | 17% | 46% | 43% |
| Foreign Aid as a Percentage of Gross National Income | | | | |
| Raise foreign aid to 0.7% of GNI | 25% | 12% | 30% | 31% |
| Keep foreign aid at 0.24% of GNI | 75% | 88% | 70% | 69% |

Foreign Affairs

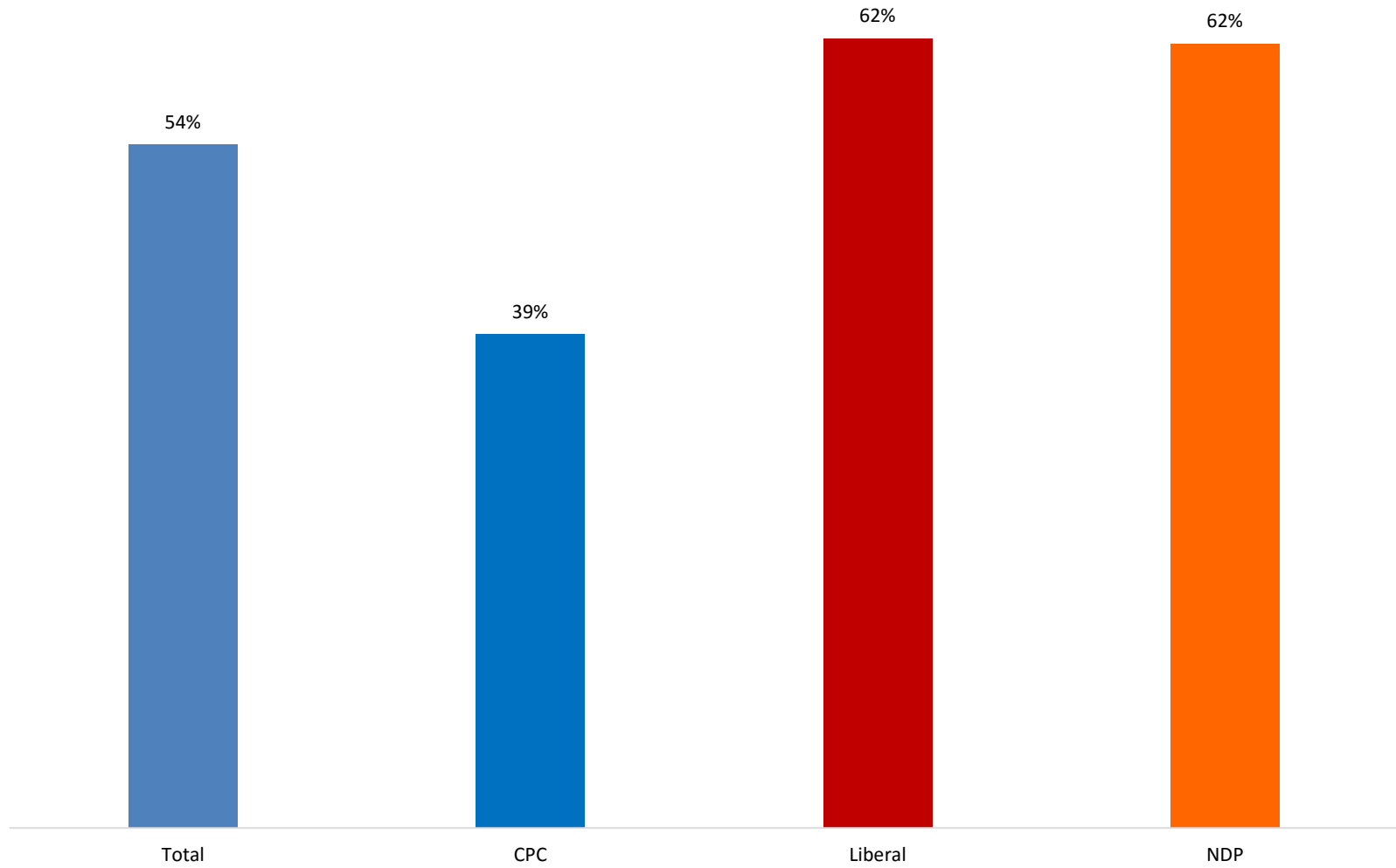
Which major federal party leader is best to deal with the issue of domestic terrorism: From poll on C51



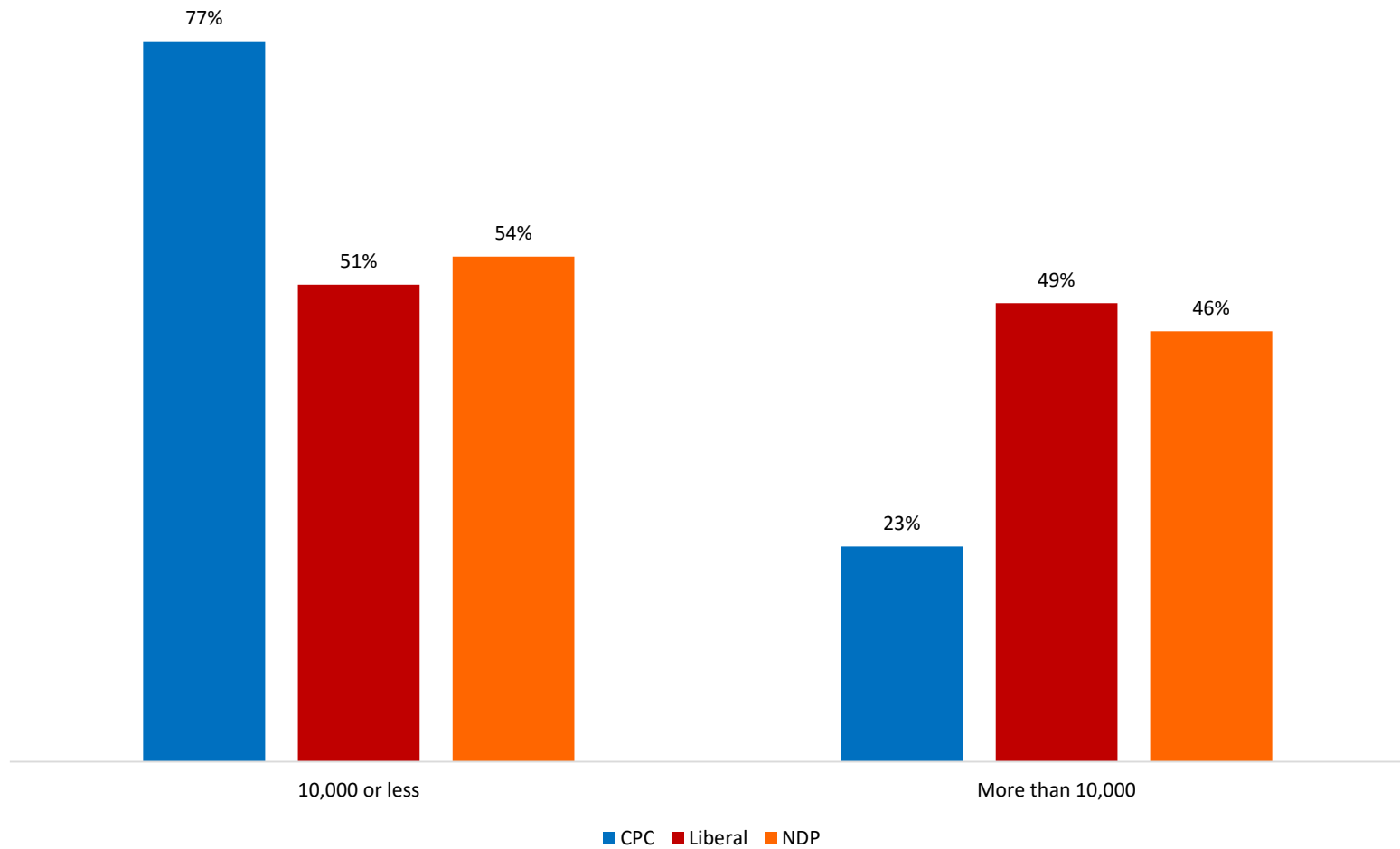
Best Leader on Issues



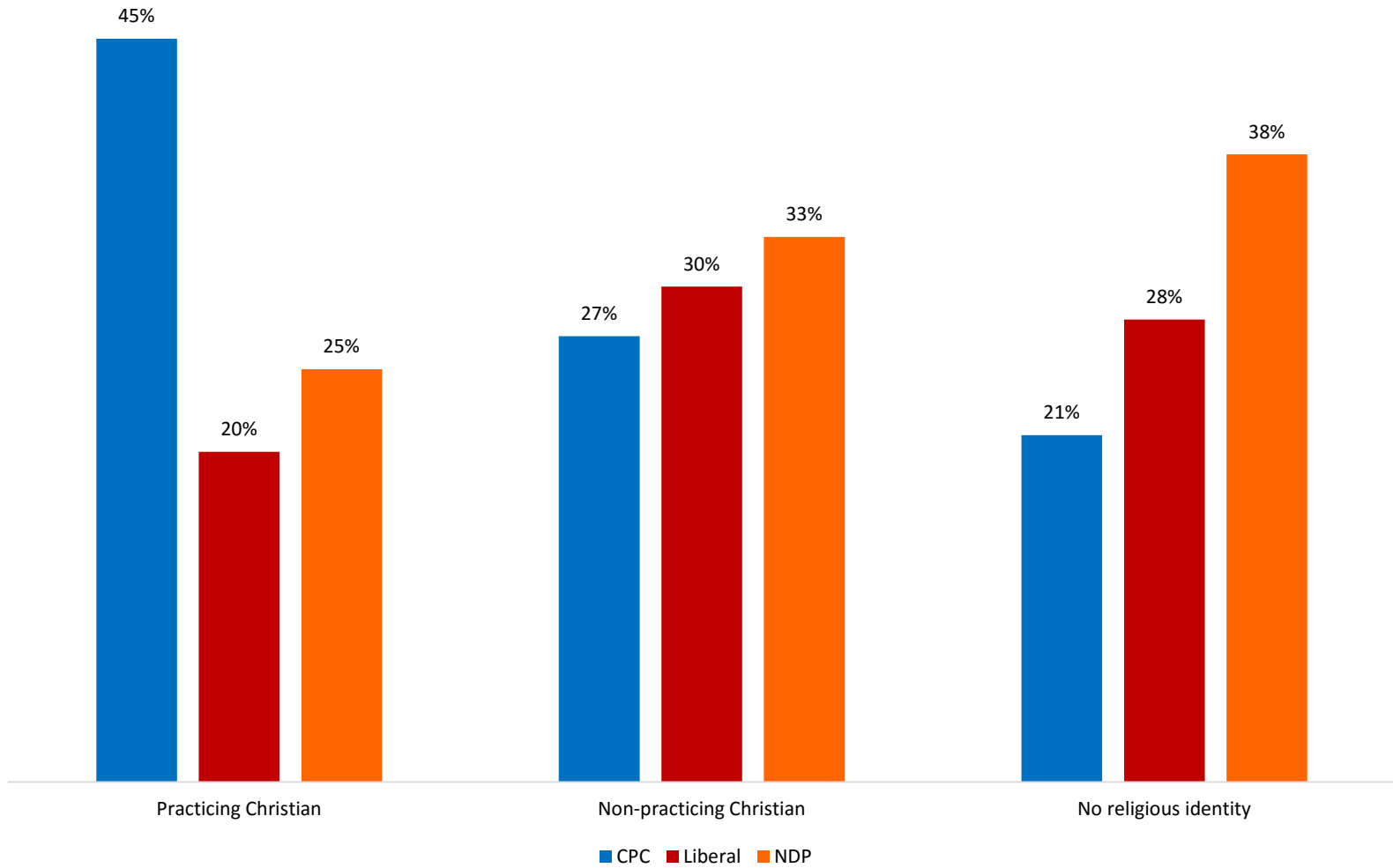
The Canadian government should take in more refugees: Total support by party



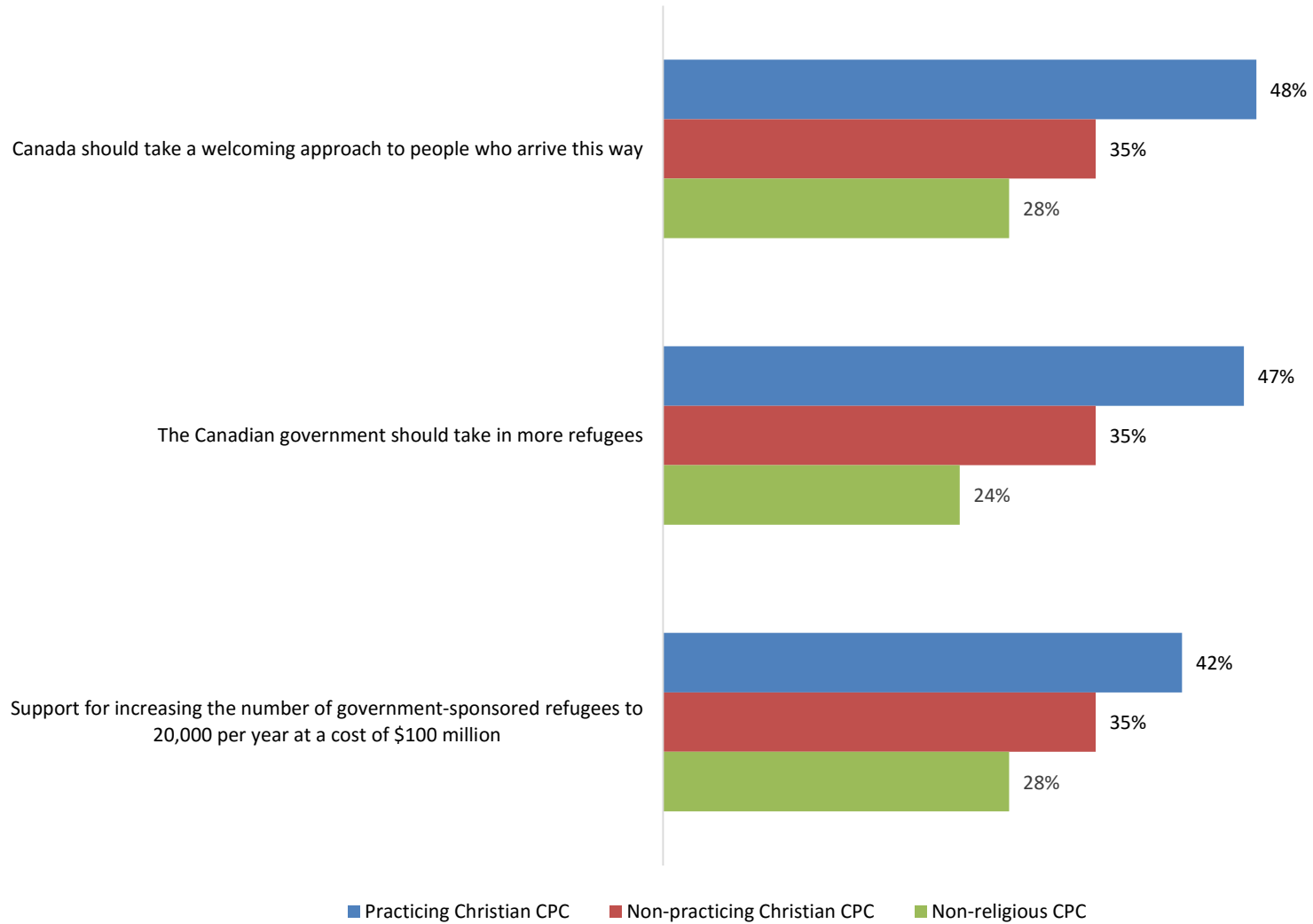
In light of the crisis in Europe, how many refugees should Canada sponsor and resettle over the next year?



2015 voting intention by religious affiliation:



Practicing Christians more supportive of refugees than other CPC voters:

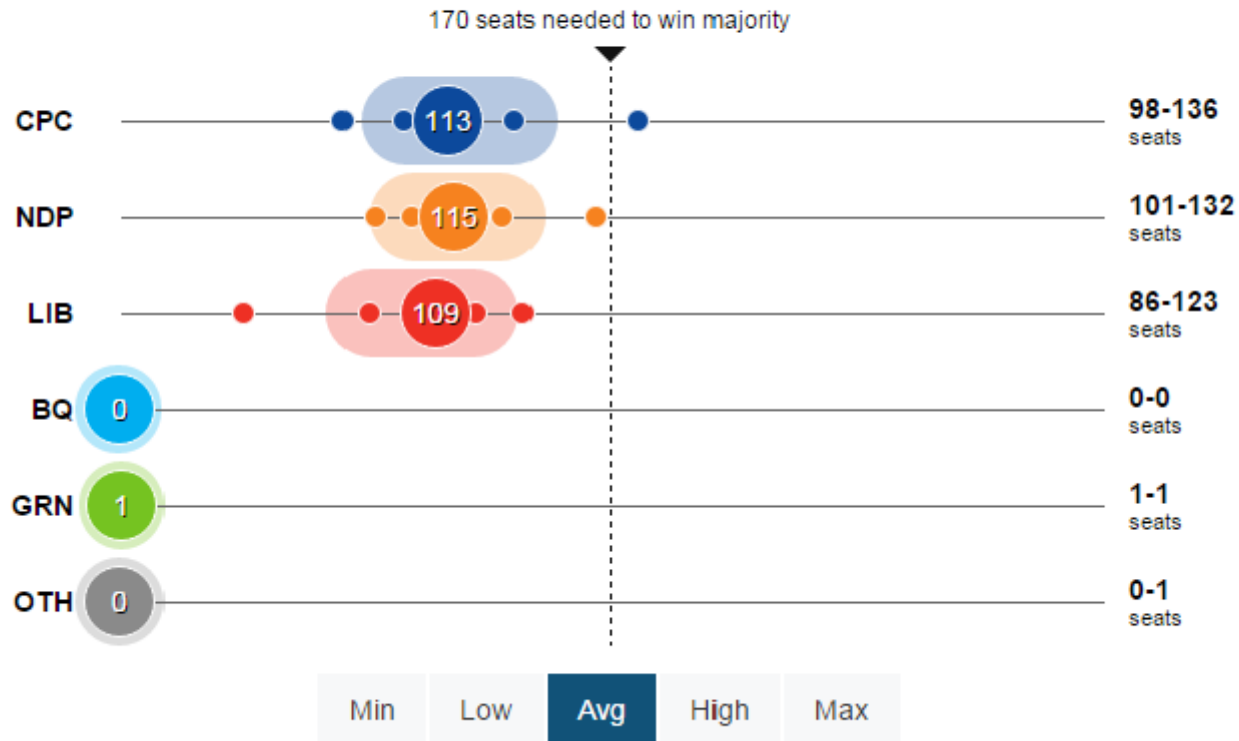
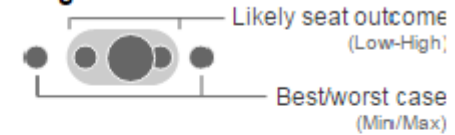


Most Recent Seat Projections

Latest seat projections

Sep. 10, 2015

Legend:



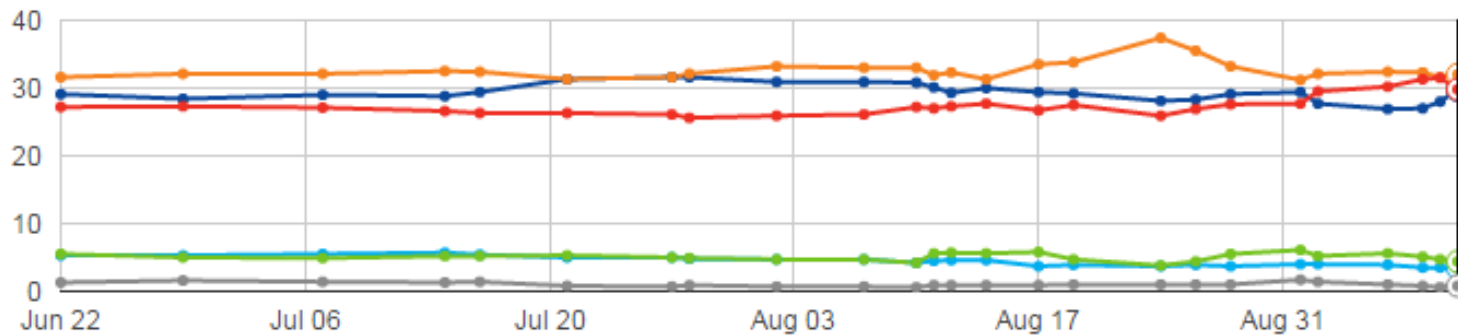
Poll Averages

Poll averages

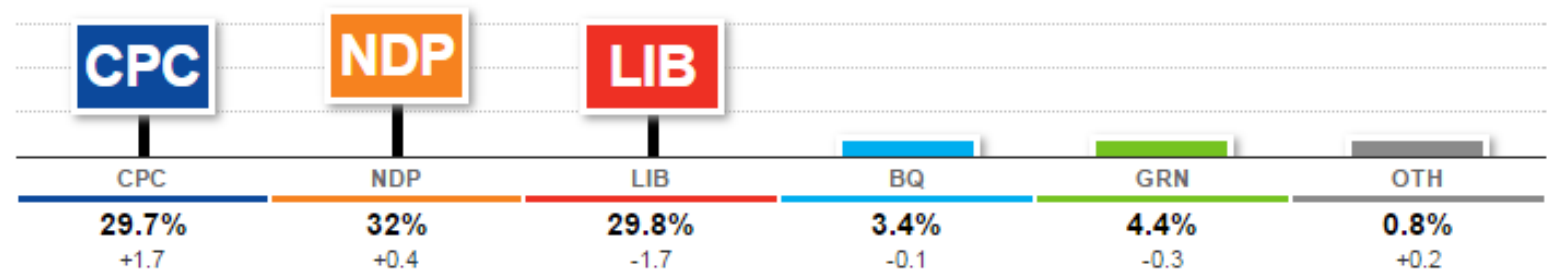
Sep 10, 2015



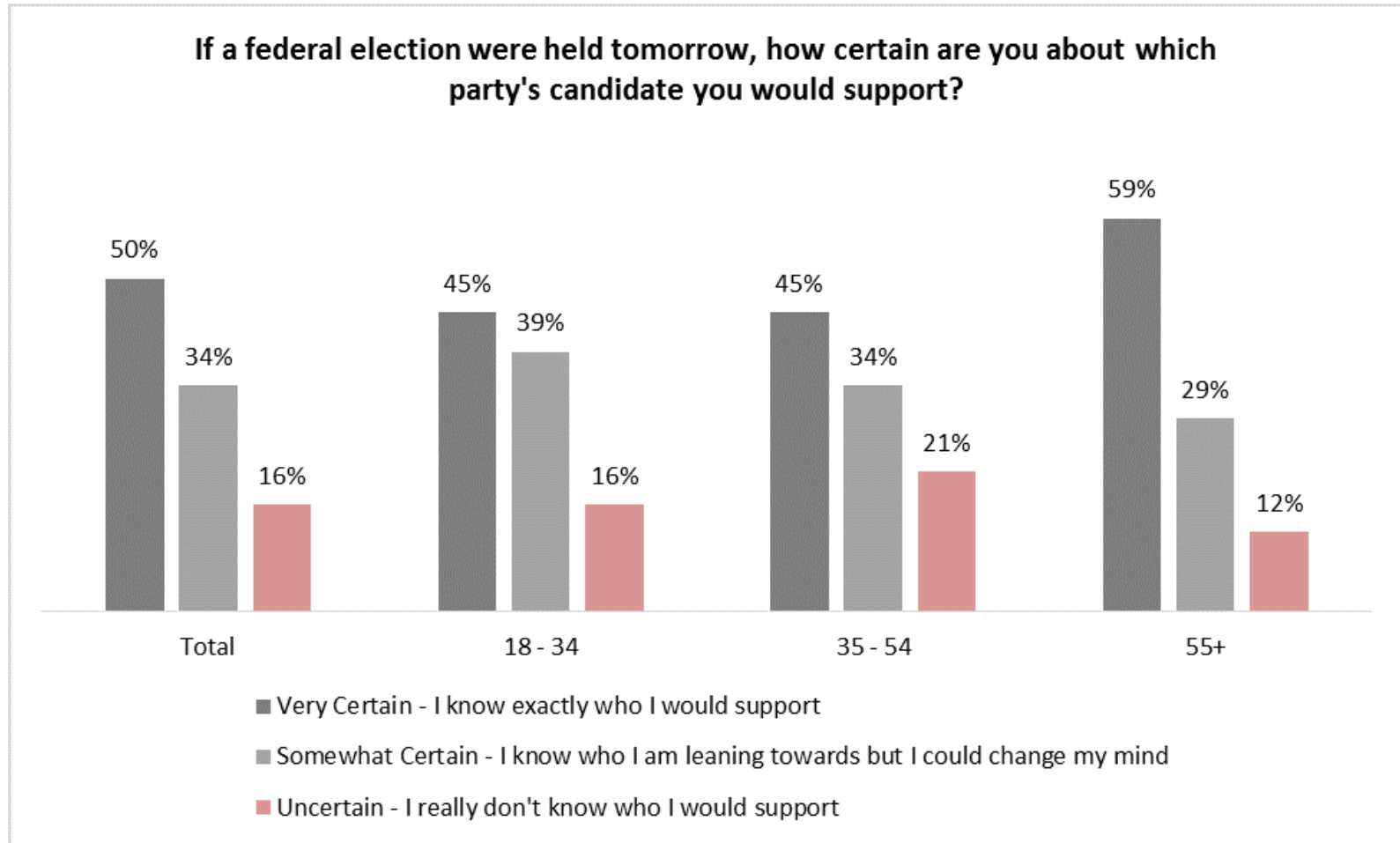
Region: All



Click signs to show or hide party data

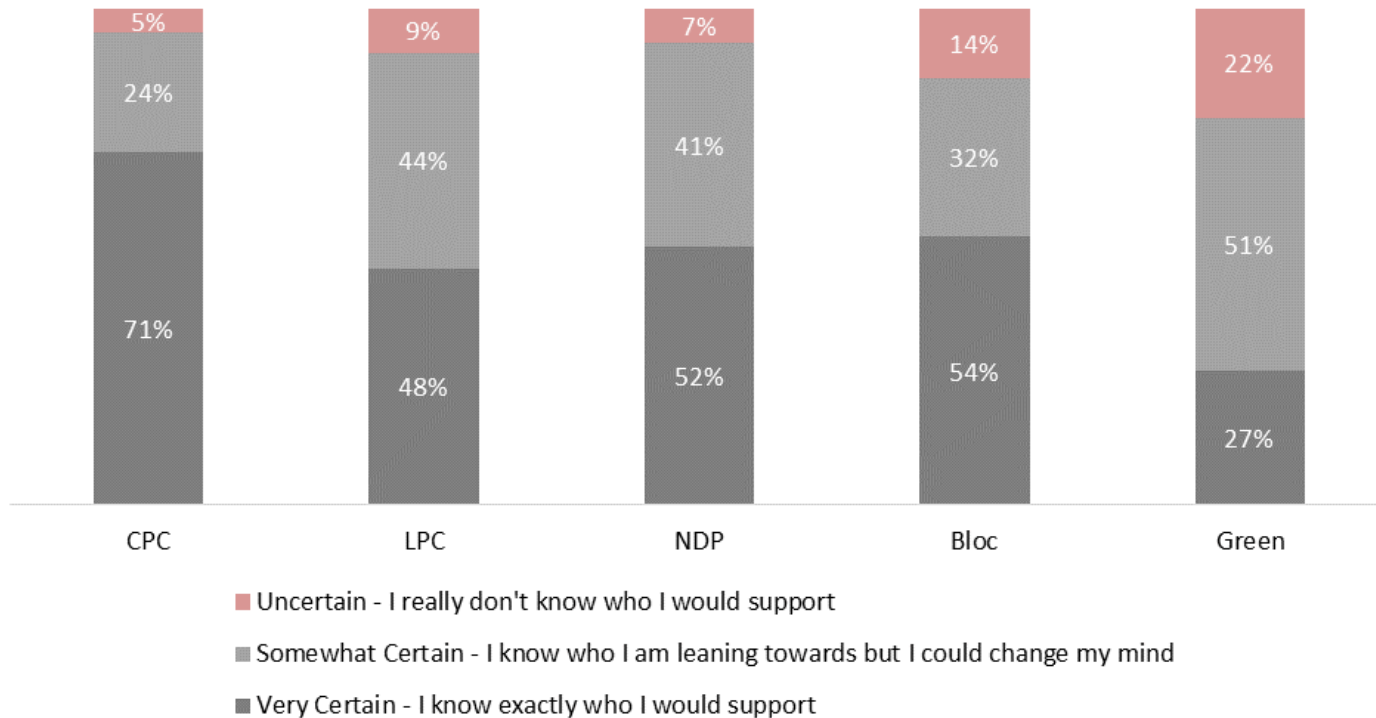


Who's certain about their vote?

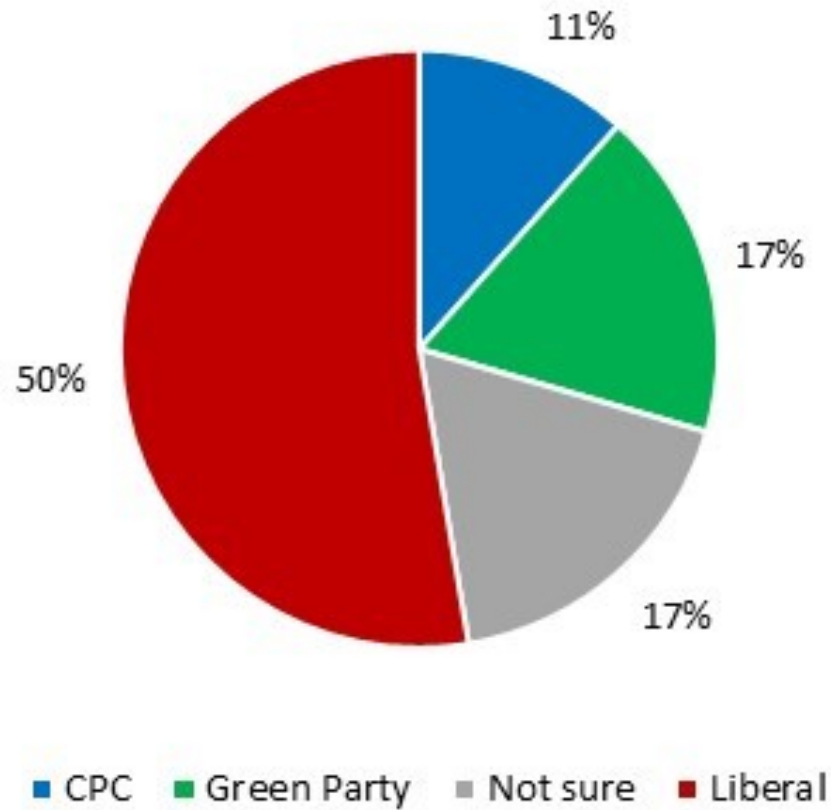


Certainty by party:

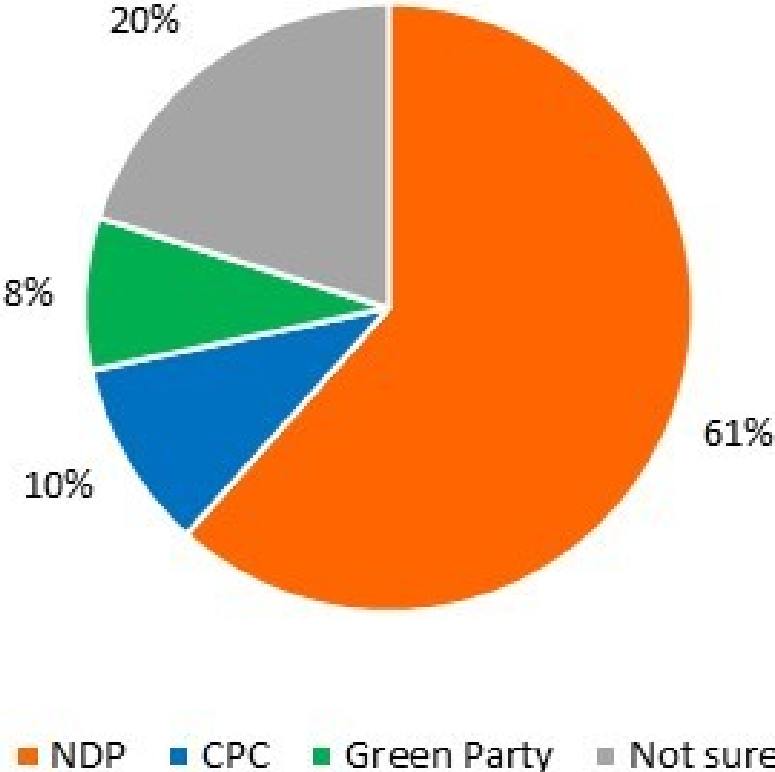
If a federal election were held tomorrow, how certain are you about which party's candidate you would support?



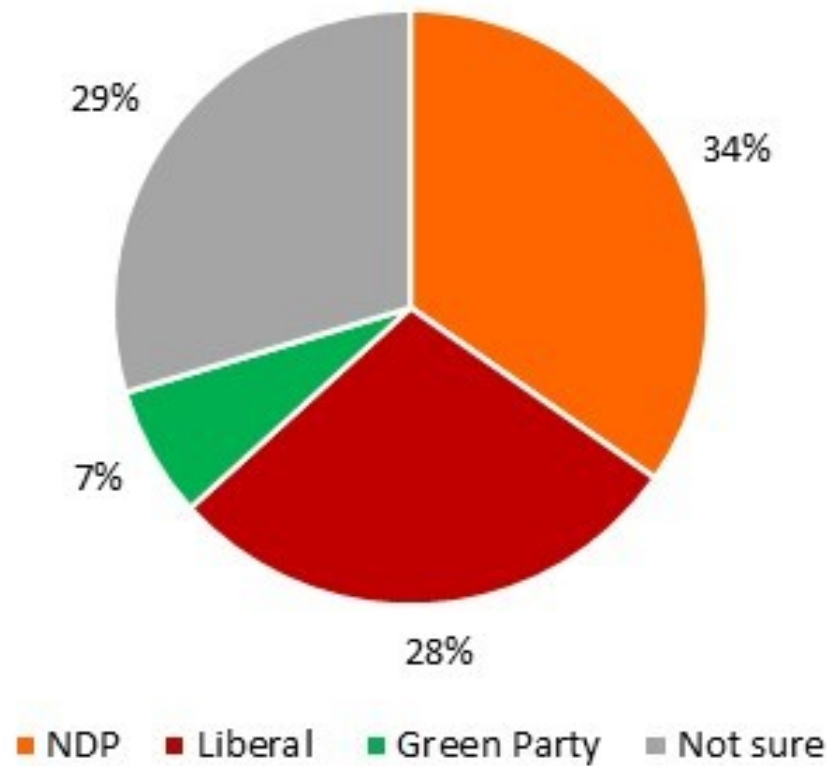
Soft NDP Voters: Second choice



Soft Liberal Voters: Second choice



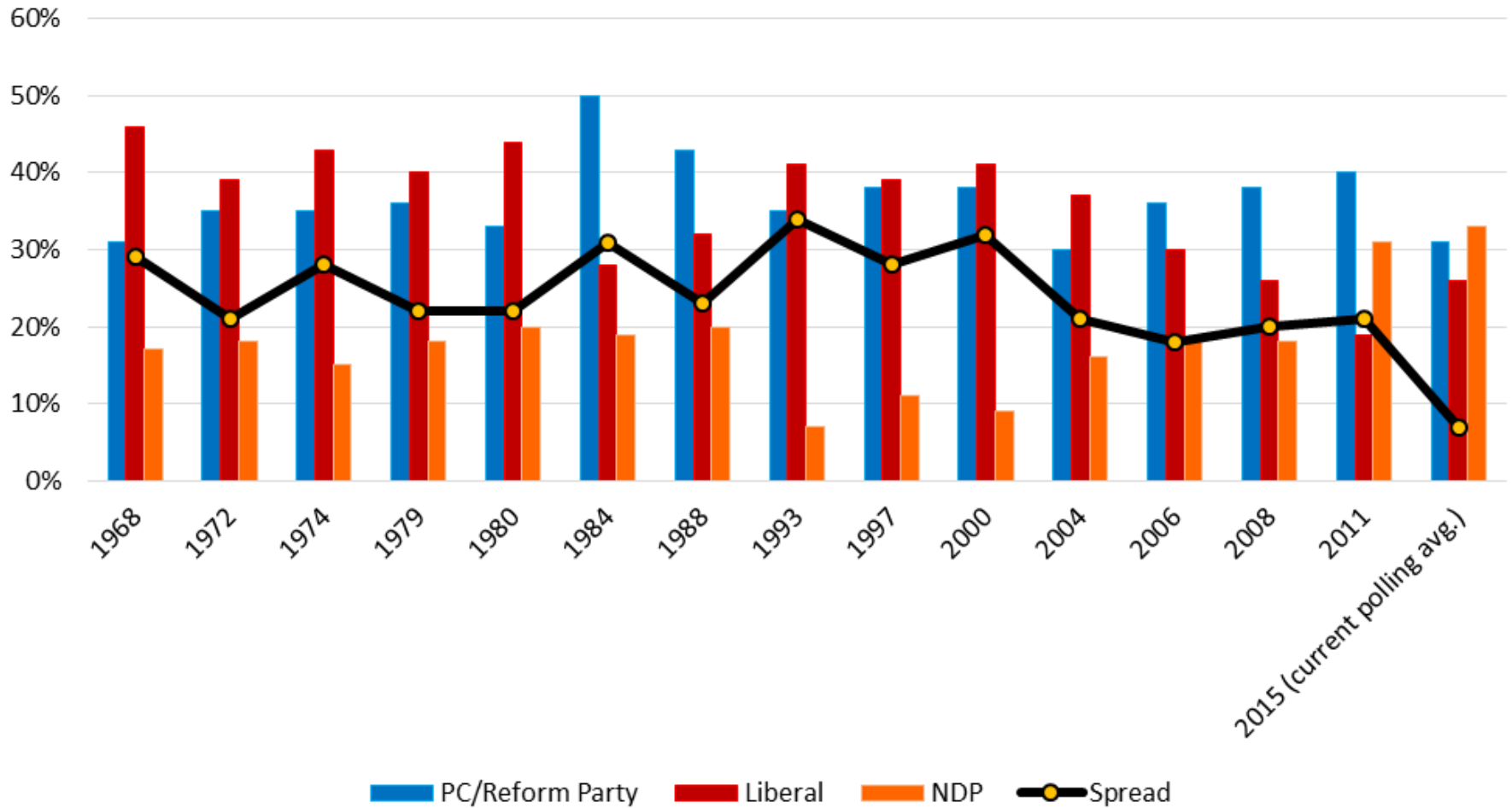
Soft CPC Voters: Second choice



Key movers

- Harper has lost two trump cards – economy and foreign affairs
- Party divisions and shifting management
- Trudeau boomerang
- Room to grow
- New World

Elections since 1968: Result/Spread between high-low vote total



What's going to happen?

- Minority government – no clear winner
- Coalition?
- Harper exit and what's next?

Thank you!

For more information and data from the
Angus Reid Institute, please visit

www.angusreid.org