

**Canadian Voters say Managing Economy in Tough Times (76%),
Fixing Healthcare (73%) and Creating Jobs (73%) are Absolutely
Crucial Policy Planks for Parties to Address to Win their Vote**

*Tories Have Edge on Economy, NDP Leads on Healthcare,
but Creating Jobs Up for Grabs; Liberals Lead on No Policy Tested*

Public Release Date: Wednesday, August 12, 2015, 4:00 pm EDT



Ipsos is Canada's market intelligence leader and the country's leading provider of public opinion research. With operations in eight cities, Ipsos employs more than 600 research professionals and support staff in Canada. The company has the biggest network of telephone call centres in Canada, as well as the largest pre-recruited household and on-line panels. Ipsos' Canadian marketing research and public affairs practices are staffed with seasoned research consultants with extensive industry-specific backgrounds, offering the premier suite of research vehicles in Canada—all of which provide clients with actionable and relevant information. Ipsos is a leading global survey-based market research group. To learn more, visit www.ipsos.ca

*For copies of other news releases, please visit
<http://www.ipsos-na.com/news-polls/>*

© Ipsos

*Washington • New York • Los Angeles • Austin • Chicago • St. Louis • Cincinnati
Minneapolis • Seattle • San Francisco • Vancouver • Calgary • Winnipeg • Toronto
Guelph • Ottawa • Montreal • St. John*



**Canadian Voters say Managing Economy in Tough Times (76%),
Fixing Healthcare (73%) and Creating Jobs (73%) are Absolutely Crucial
Policy Planks for Parties to Address to Win their Vote**
*Tories Have Edge on Economy, NDP Leads on Healthcare,
but Creating Jobs Up for Grabs; Liberals Lead on No Policy Tested*

Toronto, ON – Canadian voters have outlined the election policy planks that they consider absolutely crucial for a party to have a clear plan on and be committed to in order to influence how they will vote, according to a new Ipsos poll conducted on behalf of Global News.

Rising to the top of the list is ‘managing the economy in tough economic times’, with 76% of voters saying it’s ‘absolutely crucial’ to know where the parties stand on this policy before determining how they will vote. Tied for second are ‘addressing the problems facing Canada’s health system’ (73%) and ‘creating jobs’ (73%). Two in three (64%) say it’s absolutely crucial to know where a party stands on ‘helping Canadians deal with the rising cost of living’, placing it in fourth position. Rounding out the top five is ‘making sure our communities are safe from crime’, with a majority (54%) believing this policy is absolutely crucial in helping to determine their vote.

Other planks that fewer voters say are absolutely crucial to know about a party’s plan include: ‘taking action on climate change’ (49%), ‘making it easier for small businesses to be successful’ (48%), ‘keeping my taxes low’ (47%), ‘helping Canadians deal with and save for

© Ipsos

- 1 -

*Washington • New York • Los Angeles • Austin • Chicago • St. Louis • Cincinnati
Minneapolis • Seattle • San Francisco • Vancouver • Calgary • Winnipeg • Toronto
• Guelph • Ottawa • Montreal • St. John*



their retirement’ (46%), ‘being committed to fighting terrorists like the Islamic State, or ISIL’ (39%), ‘dealing with the Senate once and for all’ (39%), ‘helping families deal with the cost of child care’ (38%) and ‘investing in public transit’ (30%).

Voters were then asked to identify which party and leader would do the best job on each policy plank if elected on October 19th. The data reveal that the Conservatives lead on some of the policy areas, and the NDP leads on others. The Liberals, however, are not leading on any. The chart below lists these policies in order of priority as identified above, and the proportion of voters that believes each party is best on each particular policy. The column on the right is a snapshot of which party has the edge, and by what margin.

Issue	% Cons	% NDP	% Libs	% Bloc	Edge
Managing the economy in tough economic times	38%	28%	27%	2%	Cons by 10
Addressing the problems facing Canada’s health system	26%	38%	28%	2%	NDP by 10
Creating jobs	32%	32%	29%	2%	Cons/NDP Tie
Helping Canadians deal with the rising cost of living	28%	37%	28%	2%	NDP by 9
Making sure our communities are safe from crime	39%	26%	26%	2%	Cons by 13
Taking action on climate change	21%	42%	30%	2%	NDP by 12
Making it easier for small businesses to be successful	30%	33%	29%	2%	NDP by 3
Keeping my taxes low	38%	29%	25%	2%	Cons by 9
Helping Canadians deal with and save for their retirement	30%	34%	28%	2%	NDP by 4
Being committed to fighting terrorists like the Islamic State, or ISIL	52%	19%	21%	1%	Cons by 31
Dealing with the Senate once and for all	29%	33%	27%	2%	NDP by 4

© Ipsos

- 2 -

*Washington • New York • Los Angeles • Austin • Chicago • St. Louis • Cincinnati
Minneapolis • Seattle • San Francisco • Vancouver • Calgary • Winnipeg • Toronto
• Guelph • Ottawa • Montreal • St. John*



Helping families deal with the cost of child care	25%	40%	27%	3%	NDP By 13
Investing in Public Transit	23%	40%	27%	2%	NDP by 13

In summary, among the top-five policy areas, the Conservatives lead on numbers one and five, the NDP leads on policies two and four, and number three is completely up for grabs.

The parties can promise what they want, but do voters trust them to deliver on their promises? Interestingly, 35% believe that the NDP and Thomas Mulcair is the party and leader 'most seriously committed to keeping its election promises', higher than the proportion that believes the Harper Conservatives (30%), Trudeau Liberals (26%) or Duceppe Bloc (3%) is **most** committed to keeping its promises.

Survey Shows some Disconnect between Policy Platforms and Areas Canadians Interested In Hearing Leaders Talk About...

At the end of July, Ipsos and Global released a poll that outlined the issues that Canadians most wanted the party leaders to talk about during the course of the campaign. In some cases the priority order of the issues that Canadians most want the party leaders to talk about is slightly different from the priority voters have given to these policy planks, suggesting some disconnect between what Canadians want to hear about and the policy planks the parties have been communicating to date.

For example, the rising cost of living and food prices emerged as the issues that most Canadians wanted the leaders' to be talking about. However, in today's list of policy platforms, dealing with the rising cost of living is only fourth on the list, suggesting that the



broader issue of affordability hasn't yet been adequately dealt with or communicated as a policy plank yet. The full list of issues tested from that July poll is listed below.

Top Issues of the Campaign

Issue Rank	Issue	% of Canadians who include as one of their top 5 issues
1	Rising cost of living	54%
2	Rising food prices	40%
T-3	Shaky economy	36%
T-3	Retirement pensions	36%
5	Environmental protection	28%
6	Job losses	27%
7	Availability of jobs for young people	21%
8	Senate reform	19%
9	High personal debt levels of Canadians	18%
10	Support for Canadian veterans	17%
T-11	The threat of ISIS	15%
T-11	Bill C51 (Government surveillance bill)	15%
13	Rising housing prices	13%
14	Doctor-assisted suicide	12%
T-15	Public transit	9%
T-15	Job training programs	9%
T-15	Gun control	9%
T-15	High cell phone rates	9%
T-15	The future of the Canadian mission against ISIS in Iraq and Syria	9%
T-15	Youth crime	9%
T-15	Student debt	9%
T-22	National child care program	8%
T-22	Access to employment insurance	8%
T-22	Traffic congestion and gridlock	8%

© Ipsos

- 4 -

*Washington • New York • Los Angeles • Austin • Chicago • St. Louis • Cincinnati
Minneapolis • Seattle • San Francisco • Vancouver • Calgary • Winnipeg • Toronto
• Guelph • Ottawa • Montreal • St. John*



25	Teachers' strikes	7%
26	First Nations reconciliation	6%
27	Youth radicalization	4%
28	Abortion	2%
29	Lack of incumbents seeking re-election	1%

Voters Split on Whether Early Election Call Justified

Another issue that has received a lot of attention in week one of the campaign is the decision by the Prime Minister to call the election early, making it the longest and most expensive election campaign in history. Voters are split on whether the Prime Minister was justified in making this call or not.

Fully one half (50%) 'agrees' (18% strongly/32% somewhat) that 'calling the election now is justified because it makes sure that all of the parties follow the law' that governs election-period behavior and spending, while the other half (48%) 'disagrees' (27% strongly/21% somewhat) that the early call was justified. Just 1% is unsure. Moreover, one half (51%) 'agrees' (20% strongly/32% somewhat) that 'calling the election early is no big deal because it was pretty much underway already', while the other half (48%) 'disagrees' (26% strongly/23% somewhat), and 1% doesn't know.

Some appear angry over the cost of the lengthened campaign: a majority (55%) 'disagrees' (31% strongly/25% somewhat) that 'the money it costs to run an election is just the price we pay for our democracy', while a minority (44%) 'agrees' (14% strongly/31% somewhat) with this position, and 1% doesn't know.



But for some voters, the early election call has got them so angry that it is driving them to vote for opposition parties: 16% of non-Conservative voters 'strongly agree' that 'how and when the election was called is the main reason they will not be voting for Stephen Harper'.

These are some of the findings of an Ipsos poll conducted between August 7 and 10, 2015 on behalf of Global News. For this survey, a sample of 2,022 Canadians eligible to vote was interviewed: 1,022 were interviewed online via the Ipsos I-Say Panel, and 1,000 interviews were conducted by live-interviewer telephone (including 40% of interviews conducted on cellphone). Weighting was then employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within +/- 2.5 percentage points, 19 times out of 20, had all eligible voters been polled. The credibility interval will be wider among subsets of the population. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

-30-

For more information on this news release, please contact:

***Darrell Bricker, PhD
CEO
Ipsos Global Public Affairs
(416) 324-2001***

For full tabular results, please visit our website at www.ipsos-na.com. News Releases are available at: <http://www.ipsos-na.com/news-polls/>

© Ipsos

- 6 -

***Washington • New York • Los Angeles • Austin • Chicago • St. Louis • Cincinnati
Minneapolis • Seattle • San Francisco • Vancouver • Calgary • Winnipeg • Toronto
• Guelph • Ottawa • Montreal • St. John***

2015 Federal Vote Support
August 11, 2015, percentage of decided voters

