



THE RESEARCH INTELLIGENCE GROUP

*Canada 2015*

# Tracking Voting Intentions in Canada

**For Publication**

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# Methodology

## Online survey conducted with Canadian citizens across all Canadian regions.

This study was conducted online across all Canadian regions with citizens who are eligible to vote in Canada. For this study, **2,087 respondents, including 1,006 in Quebec**, 18 years of age or over, were surveyed between **October 5 and October 7, 2015**. Léger overrepresented the Quebec sample in order to obtain more accurate results for this province. However, when looking at national total figures, all regions, including Quebec, were weighted back to reflect the actual size of each region.

### Weighting and Margin of Error

Final survey data were weighted based on the 2011 census according to age, gender, mother tongue, region, and level of education in order to guarantee a representative sample of the Canadian population.

For comparative purposes, a random sample of **2,087 respondents** would yield a margin of error of **+/- 2.1%, 19 times out of 20**.

### Online Survey

Survey respondents were selected randomly from LegerWeb's Internet panel, which includes 400,000 Canadian households, and according to a stratification process applied to invitation lists, which ensures optimal respondent representativeness. Panelists were recruited randomly from Leger's telephone surveys. Several quality control measures were implemented to ensure that Leger's surveys with Internet panelists are representative and reliable. Leger has obtained Gold Seal Certification from the Marketing Research and Intelligence Association, the highest reliability rating conferred by the association.

### How to Read Tables

In the following tables, data in bold and **red** indicate a significantly higher proportion than that of other respondents. Conversely, data in bold and **blue** indicate a significantly lower proportion than that of other respondents.

# Detailed Results

# Federal Voting Intentions

Q1 and 2 - If **FEDERAL** elections were held today, for which political party would you be most likely to vote?

Would it be for...? If a respondent had no opinion, the following question was asked: Even if you have not yet made up your mind, for which of the following political parties would you be most likely to vote?

	Before distribution	After distribution	ATL	QC	ON	MB SK	AB	BC	October 2, 2015 After Distribution	
Weighted n=	2,061	1,660	112	431	638	108	148	224	1,818	
Unweighted n=	2,087	1,780	77	895	495	99	92	122	1,877	
... Justin Trudeau's Liberal Party of Canada	28%	34%	51%	28%	37%	35%	21%	37%	32%	+2%
... Stephen Harper's Conservative Party	24%	30%	18%	20%	34%	35%	58%	24%	30%	
... Thomas Mulcair's New Democratic Party	20%	25%	26%	28%	24%	26%	18%	26%	26%	
... Gilles Duceppe's Bloc Québécois	5%	6%	-	23%	-	-	-	-	6%	
... Elizabeth May's Green Party	3%	4%	3%	1%	4%	3%	4%	12%	6%	
Other parties	0%	0%	2%	0%	1%	0%	0%	0%	1%	
I would not vote	5%	-	-	-	-	-	-	-	-	
I would cancel my vote	1%	-	-	-	-	-	-	-	-	
I don't know	6%	-	-	-	-	-	-	-	-	
I prefer not to answer	7%	-	-	-	-	-	-	-	-	

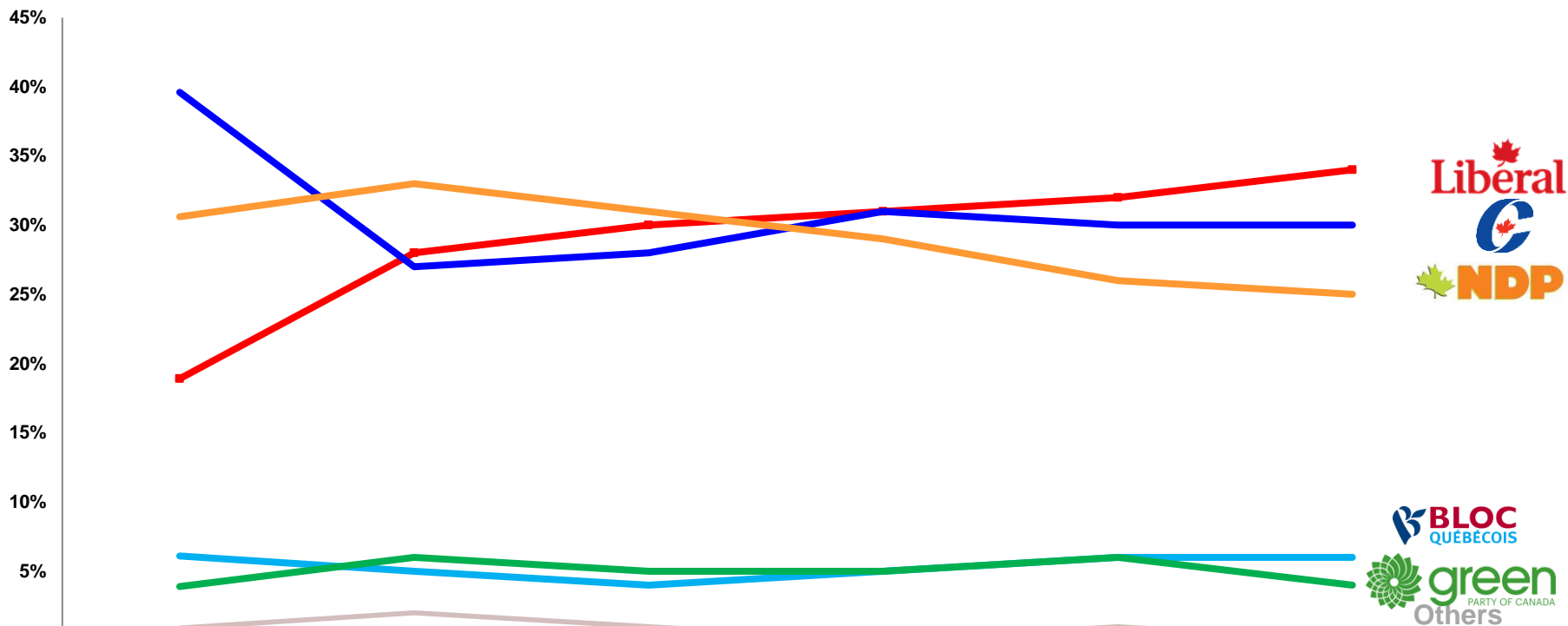
# Federal Voting Intentions: Quebec vs ROC

Q1 and 2 - If **FEDERAL** elections were held today, for which political party would you be most likely to vote?

Would it be for...? If a respondent had no opinion, the following question was asked: Even if you have not yet made up your mind, for which of the following political parties would you be most likely to vote?

	Before distribution	After distribution	QC	ROC
Weighted n=	2,061	1,660	431	1,229
Unweighted n=	2,087	1,780	895	885
... Justin Trudeau's Liberal Party of Canada	28%	34%	28%	36%
... Stephen Harper's Conservative Party	24%	30%	20%	34%
... Thomas Mulcair's New Democratic Party	20%	25%	28%	24%
... Gilles Duceppe's Bloc Québécois	5%	6%	23%	-
... Elizabeth May's Green Party	3%	4%	1%	5%
Other parties	0%	0%	0%	1%
I would not vote	5%	-	-	-
I would cancel my vote	1%	-	-	-
I don't know	6%	-	-	-
I prefer not to answer	7%	-	-	-

# Trends in Voting Intentions



	2011 Elections	August 14, 2015	September 2, 2015	September 24, 2015	October 2, 2015	October 9, 2015
LPC	18,90%	28%	30%	31%	32%	34%
CPC	39,60%	27%	28%	31%	30%	30%
NDP	30,60%	33%	31%	29%	26%	25%
BQ	6,10%	5%	4%	5%	6%	6%
GPC	3,90%	6%	5%	5%	6%	4%
Others	0,90%	2%	1%	0%	1%	0%

# Electoral Volatility

Q3 - Will you vote for [chosen party] regardless of what happens during the election campaign or could you change your mind before the end of the campaign?

	Voting Intentions					
	Total	LPC	NDP	BQ	CPC	GPC
Weighted n=	1,650	569	418	98	490	75
Unweighted n=	1,771	563	444	188	514	62
<b>I will vote for [chosen party] regardless of what happens</b>	<b>58%</b>	<b>54%</b>	<b>53%</b>	63%	<b>69%</b>	<b>40%</b>
<b>I might change my mind</b>	<b>38%</b>	<b>44%</b>	42%	33%	<b>28%</b>	<b>54%</b>
<b>I don't know</b>	<b>3%</b>	2%	<b>5%</b>	3%	3%	4%
<b>I prefer not to answer</b>	<b>0%</b>	0%	0%	1%	0%	<b>3%</b>



# Second Choice

Q4 - If you change your mind, which party would you tend to vote for as your second choice?

Base: Respondents who might change their mind before the end of the campaign

Second choice	Voting Intentions: 1st Choice					
	Total	LPC	NDP	BQ	CPC	GPC
Weighted n=	632	249	174	32	135	40
Unweighted n=	696	255	194	62	149	36
Thomas Mulcair's New Democratic Party	34%	54%	-	45%	31%	58%
Justin Trudeau's Liberal Party of Canada	24%	-	51%	26%	33%	19%
Elizabeth May's Green Party	10%	10%	14%	12%	7%	-
Stephen Harper's Conservative Party	8%	16%	6%	3%	-	3%
Gilles Duceppe's Bloc Québécois	5%	2%	11%	-	3%	2%
Other parties	2%	2%	2%	2%	2%	1%
I would not vote	2%	2%	3%	1%	2%	0%
I would cancel my vote	2%	1%	2%	1%	2%	6%
I don't know	13%	12%	12%	11%	18%	11%
I prefer not to answer	1%	1%	0%	0%	2%	0%

# Federal Political Party that Most Embodies Change

Q5- In your opinion, which of the federal political parties most embodies change?

	October 9, 2015	ATL	QC	ON	MB SK	AB	BC	October 2, 2015	
Weighted n=	2,061	147	495	797	133	211	278	2,090	
Unweighted n=	2,087	101	1,006	592	122	120	146	2,107	
Justin Trudeau's Liberal Party of Canada	27%	45%	25%	30%	35%	15%	23%	27%	
Thomas Mulcair's New Democratic Party	22%	16%	29%	20%	21%	19%	18%	25%	-3%
Elizabeth May's Green Party	10%	13%	6%	10%	7%	10%	19%	13%	
Stephen Harper's Conservative Party	8%	1%	7%	9%	11%	17%	5%	8%	
Gilles Duceppe's Bloc Québécois	2%	-	8%	-	-	-	-	2%	
Other parties	1%	1%	1%	1%	0%	0%	1%	1%	
None	12%	8%	14%	13%	6%	15%	11%	12%	
I don't know	12%	13%	8%	12%	12%	15%	16%	11%	
I prefer not to answer	5%	3%	2%	5%	9%	10%	7%	2%	

# Best Prime Minister of Canada

Q6 -In your opinion, which federal party leader would make the best prime minister of Canada?

	October 9, 2015	ATL	QC	ON	MB SK	AB	BC	October 2, 2015	
Weighted n=	2,061	147	495	797	133	211	278	2,090	
Unweighted n=	2,087	101	1,006	592	122	120	146	2,107	
<b>Justin Trudeau</b>	<b>23%</b>	<b>35%</b>	21%	26%	27%	<b>14%</b>	19%	<b>23%</b>	
<b>Stephen Harper</b>	<b>22%</b>	<b>12%</b>	<b>16%</b>	24%	24%	<b>40%</b>	19%	<b>24%</b>	<b>-2%</b>
<b>Thomas Mulcair</b>	<b>21%</b>	20%	<b>31%</b>	<b>18%</b>	20%	<b>11%</b>	20%	<b>24%</b>	<b>-3%</b>
<b>Other</b>	<b>3%</b>	<b>7%</b>	4%	3%	2%	<b>0%</b>	4%	<b>4%</b>	
<b>None of them</b>	<b>13%</b>	9%	15%	15%	9%	11%	13%	<b>13%</b>	
<b>I don't know</b>	<b>12%</b>	15%	<b>9%</b>	10%	15%	16%	15%	<b>10%</b>	
<b>I prefer not to answer</b>	<b>5%</b>	3%	<b>3%</b>	5%	3%	7%	<b>10%</b>	<b>2%</b>	

# The Next Government

Q7 - In your opinion, which party will form the next Government of Canada? Will it be...?

	Province							Octobre 2, 2015	
	October 9, 2015	ATL	QC	ON	MB SK	AB	BC		
n pondéré=	2,061	147	495	797	133	211	278	2,090	
n absolu=	2,087	101	1,006	592	122	120	146	2,107	
...Stephen Harper's Conservative Party	29%	11%	28%	28%	31%	44%	26%	30%	
...Justin Trudeau's Liberal Party of Canada	28%	48%	29%	30%	26%	15%	19%	25%	+3%
...Thomas Mulcair's New Democratic Party	13%	8%	17%	11%	17%	9%	14%	16%	-3%
I don't know	27%	31%	24%	26%	22%	29%	33%	26%	
I prefer not to answer	4%	3%	2%	5%	3%	2%	8%	2%	

# Profile of Respondents

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	Total %
<b>Gender</b>	
<b>Male</b> Weighted n=991 Unweighted n=1,158	<b>48%</b>
<b>Female</b> Weighted n=1,070 Unweighted n=929	<b>52%</b>
<b>Age</b>	
<b>18-24</b> Weighted n=194 Unweighted n=133	<b>9%</b>
<b>25-34</b> Weighted n=356 Unweighted n=218	<b>17%</b>
<b>35-44</b> Weighted n=352 Unweighted n=358	<b>17%</b>
<b>45-54</b> Weighted n=419 Unweighted n=471	<b>20%</b>
<b>55-64</b> Weighted n=348 Unweighted n=390	<b>17%</b>
<b>65 +</b> Weighted n=392 Unweighted n=517	<b>19%</b>

	Total %
<b>Province</b>	
<b>British Columbia</b> Weighted n=278 Unweighted n=146	<b>13%</b>
<b>Alberta</b> Weighted n=211 Unweighted n=120	<b>10%</b>
<b>Saskatchewan</b> Weighted n=61 Unweighted n=55	<b>3%</b>
<b>Manitoba</b> Weighted n=72 Unweighted n=67	<b>3%</b>
<b>Ontario</b> Weighted n=797 Unweighted n=592	<b>39%</b>
<b>Quebec</b> Weighted n=495 Unweighted n=1006	<b>24%</b>
<b>New Brunswick</b> Weighted n=44 Unweighted n=26	<b>2%</b>
<b>Nova Scotia</b> Weighted n=60 Unweighted n=47	<b>3%</b>
<b>Prince-Edward-Island</b> Weighted n=9 Unweighted n=10	<b>0%</b>
<b>Newfoundland and Labrador</b> Weighted n=34 Unweighted n=18	<b>2%</b>

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