Canada 2015
Tracking Voting Intentions in Canada

Updated November 11, 2014

Methodology

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Online survey conducted with the general public across all Canadian regions

This study was conducted online with the general public across all **Canadian** regions. For this study, **1,493 respondents**, 18 years of age or over, were surveyed between **November 3 and November 6, 2014**.

Weighting and Margin of Error

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

For comparison purposes, a random sample of 1,493 respondents would have a margin of error of **+/- 2.5%, 19 times out of 20.**

Online Survey

Survey respondents were selected randomly from LegerWeb's Internet panel, which includes 400,000 Canadian households (of which more than 185,000 are based in Québec), 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 that than of other respondents.
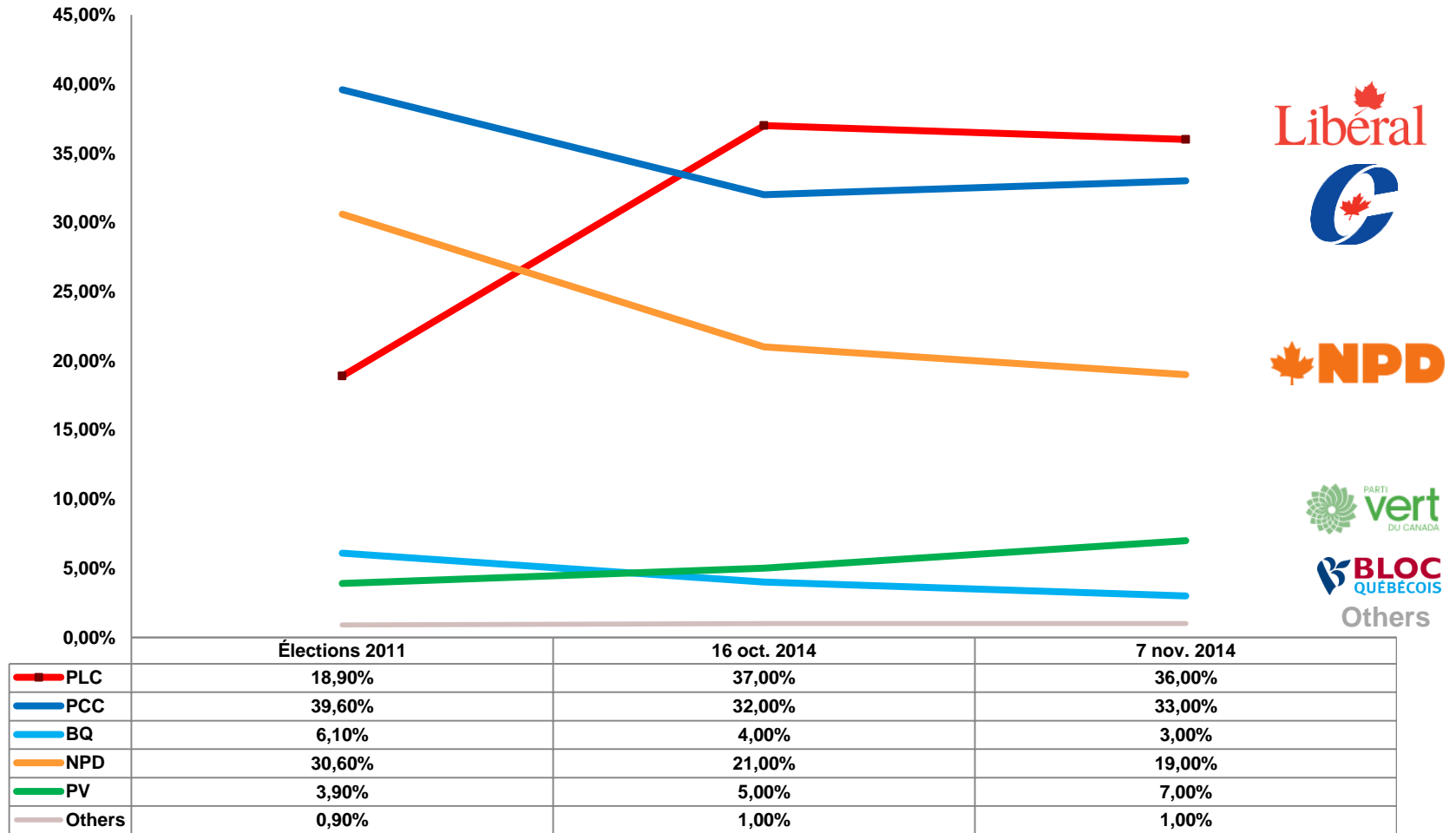
Detailed Results

Federal Voting Intentions

Q - 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	Nov. 6, 2014 After Distribution	ATL	QC	ON	MB SK	AB	BC	Oct. 16, 2014 After Distribution
n=	1493	1284	78	358	508	98	109	133	1294
…...Justin Trudeau's Liberal Party of Canada	31%	36%	59%	33%	40%	27%	19%	37%	37%
…...Stephen Harper's Conservative Party	28%	33%	20%	19%	35%	47%	57%	30%	32%
...Thomas Mulcair's New Democratic Party	16%	19%	12%	29%	15%	17%	14%	22%	21%
…...Elizabeth May's Green Party	6%	7%	9%	4%	6%	8%	9%	10%	5%
…...Mario Beaulieu's Bloc Québécois	3%	3%	--	14%	--	--	--	--	4%
...for another party	1%	1%	0%	1%	3%	0%	1%	1%	1%
I would not vote	6%	--	--	--	--	--	--	--	
I would cancel my vote	1%	--	--	--	--	--	--	--	
I don't know	6%	--	--	--	--	--	--	--	
I prefer not to answer	2%	--	--	--	--	--	--	--	

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Trends in Voting Intentions

	Élections 2011	16 oct. 2014	7 nov. 2014
PLC	18,90%	37,00%	36,00%
PCC	39,60%	32,00%	33,00%
BQ	6,10%	4,00%	3,00%
NPD	30,60%	21,00%	19,00%
PV	3,90%	5,00%	7,00%
Others	0,90%	1,00%	1,00%

Liberal

NPD

vert
DU CANADA

BLOC
QUÉBÉCOIS

Others

Satisfaction with the Canadian Government

Q- Are you very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the government of Canada led by Stephen Harper?

	Nov. 6, 2014	ATL	QC	ON	MB SK	AB	BC	Oct. 16, 2014
n=	1493	98	406	590	125	125	149	1524
TOTAL SATISFIED	38%	24%	30%	40%	45%	52%	38%	36%
Very satisfied	9%	7%	5%	11%	10%	16%	7%	8%
Somewhat satisfied	29%	17%	25%	29%	35%	36%	31%	28%
TOTAL DISSATISFIED	55%	64%	64%	54%	46%	42%	55%	58%
Somewhat dissatisfied	27%	31%	29%	29%	25%	19%	26%	24%
Very dissatisfied	28%	33%	34%	25%	20%	23%	28%	34%
I don't know / I prefer not to answer	7%	12%	6	6%	9	6%	8%	6%

Best Canadian Prime Minister

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

	Nov. 6, 2014	ATL	QC	ON	MB SK	AB	BC	Oct. 16, 2014
n=	1493	98	406	590	125	125	149	1524
Justin Trudeau	28%	41%	27%	29%	23%	15%	31%	26%
Stephen Harper	26%	19%	18%	27%	33%	42%	21%	23%
Thomas Mulcair	16%	9%	30%	13%	7%	8%	17%	17%
Other	3%	4%	2%	4%	4%	1%	4%	3%
None of them	13%	11%	12%	13%	13%	17%	11%	15%
I don't know	13%	14%	11%	13%	16%	16%	14%	14%
I prefer not to answer	1%	2%	1%	1%	4%	1%	2%	2%

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Means to Fight Terrorism according to Voting Intentions

Q- In your opinion, do Canada's various police forces have the necessary means to combat terrorism effectively in this country?

Nov. 6, 2014	Total	LPC	CP	NDP	GP	BQ
N=	1493	492	407	256	70	45
Yes	33%	37%	31%	38%	41%	31%
No	42%	42%	43%	39%	39%	55%
I don't know / I prefer not to answer	24%	22%	26%	23%	20%	14%

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Importance of Religion according to Voting Intentions

Q- Is religion an important aspect of your personal life?

Oct. 16, 2014	Total	LPC	CP	NDP	GP	BQ
N=	1524	500	392	275	68	49
TOTAL Important	41%	40%	53%	31%	34%	9%
Very important	17%	15%	27%	7%	16%	2%
Somewhat Important	24%	25%	26%	23%	18%	7%
TOTAL Unimportant	56%	58%	45%	68%	66%	90%
Not very important	23%	25%	21%	28%	21%	48%
Not important at all	33%	34%	24%	40%	45%	41%
I don't know / I prefer not to answer	3%	2%	2%	1%	0%	1%

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Leger is the **largest Canadian-owned** polling, strategic advice and market research firm

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75 consultants

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Our firm distinguishes itself through its **marketing intelligence** and tailored **strategic advice**

Canada: Montreal, Quebec City, Toronto, Edmonton, Calgary / **United States**: Philadelphia / **Europe**: Zurich

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