



THE RESEARCH INTELLIGENCE GROUP

*Canada 2015*

# Tracking Voting Intentions in Canada

Updated February 4, 2015

# Methodology

## 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, **1,507 respondents**, 18 years of age or over, were surveyed between **January 25 to February 2, 2015**.

### 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 comparative purposes, a random sample of 1,507 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 than that of other respondents.

# Key Insights

# 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	Feb. 2, 2015 Decided voters	ATL	QC	ON	MB SK	AB	BC	Nov. 6, 2014 Decided voters
<b>n=</b>	<b>1507</b>	<b>1229</b>	<b>78</b>	<b>358</b>	<b>508</b>	<b>98</b>	<b>109</b>	<b>133</b>	<b>1284</b>
.....Justin Trudeau's Liberal Party of Canada	28%	35%	44%	29%	40%	31%	28%	34%	36%
.....Stephen Harper's Conservative Party	28%	32%	26%	16%	36%	47%	58%	32%	33%
...Thomas Mulcair's New Democratic Party	16%	20%	23%	31%	14%	14%	10%	22%	19%
.....Elizabeth May's Green Party	5%	6%	5%	3%	8%	5%	4%	7%	7%
.....Mario Beaulieu's Bloc Québécois	4%	5%	--	18%	--	--	--	--	3%
...for another party	1%	2%	2%	1%	2%	0%	0%	2%	1%
I would not vote	6%	--	--	--	--	--	--	--	
I would cancel my vote	1%	--	--	--	--	--	--	--	
I don't know	9%	--	--	--	--	--	--	--	
I prefer not to answer	3%	--	--	--	--	--	--	--	

# Federal Voting Intentions: Public vs Private Sector Employees and Unionized vs Non-Unionized Employees

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?

	Feb. 2, 2015 Decided voters	Unionized worker	Non- unionized worker	Work in public sector	Work in private sector	Private sector unionized	Public sector unionized
n=	1229	236	516	423	307	60	174
.....Justin Trudeau's Liberal Party of Canada	35%	38%	36%	36%	37%	39%	38%
.....Stephen Harper's Conservative Party	32%	24%	34%	25%	35%	31%	22%
...Thomas Mulcair's New Democratic Party	20%	23%	18%	22%	18%	21%	24%

# Trends in Voting Intentions

Libéral

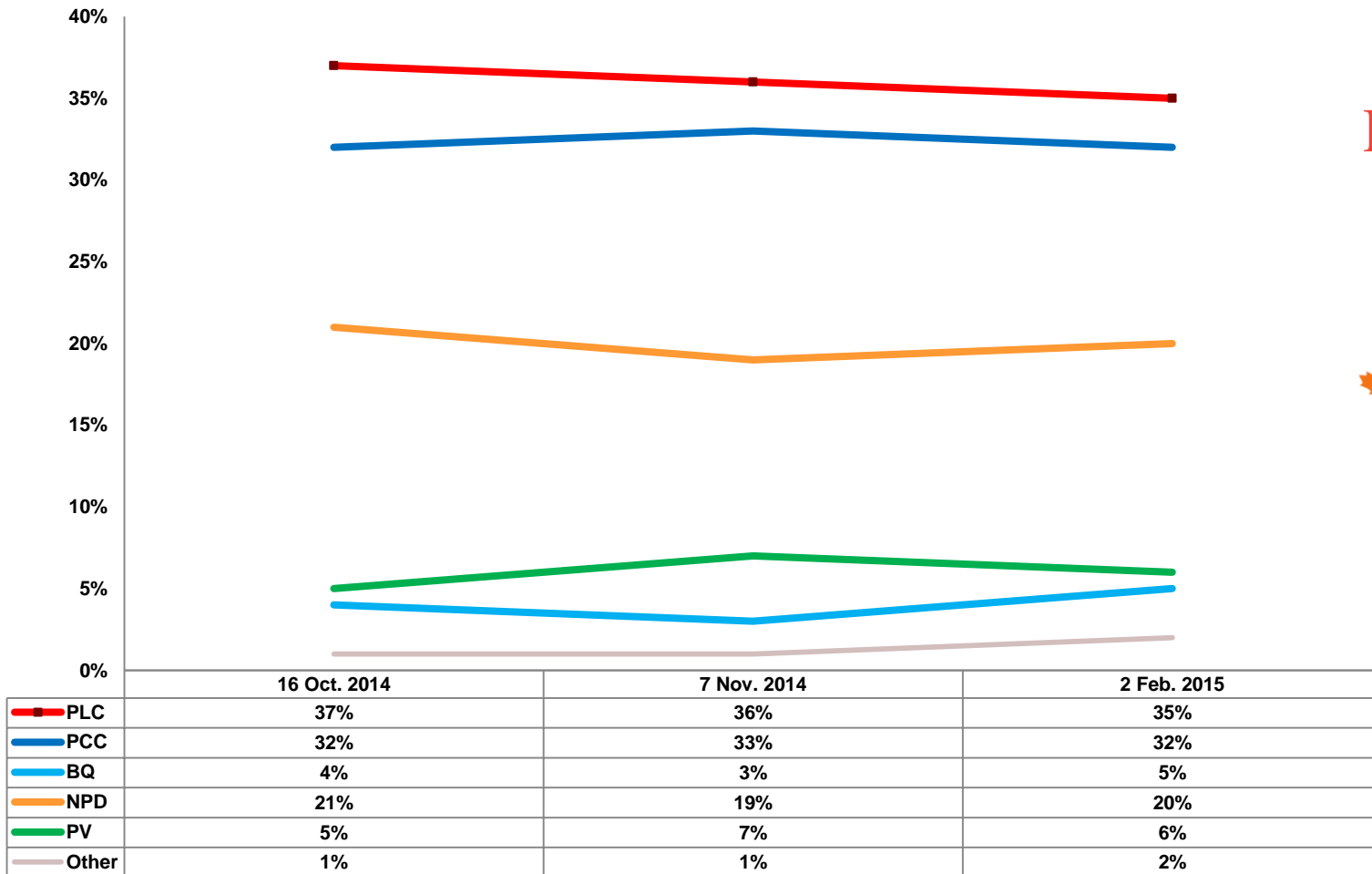


NPD

PARTI vert  
DU CANADA

BLOC  
QUEBÉCOIS

Autres



# 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?

	Feb. 2, 2015	Nov. 6, 2014	Oct. 16, 2014
n=	1507	1493	1524
<b>TOTAL SATISFIED</b>	<b>38%</b>	<b>38%</b>	<b>36%</b>
Very satisfied	9%	9%	8%
Somewhat satisfied	29%	29%	28%
<b>TOTAL DISSATISFIED</b>	<b>55%</b>	<b>55%</b>	<b>58%</b>
Somewhat dissatisfied	24%	27%	24%
Very dissatisfied	31%	28%	34%
I don't know / I prefer not to answer	7%	7%	6%



# Best Canadian Prime Minister

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

	Feb. 2, 2015	ATL	QC	ON	MB SK	AB	BC	Nov. 6, 2014
n=	1507	98	406	590	125	125	149	1493
Justin Trudeau	23%	26%	19%	27%	23%	17%	25%	28%
Stephen Harper	25%	18%	15%	27%	36%	46%	21%	26%
Thomas Mulcair	16%	19%	32%	10%	7%	9%	17%	16%
Other	3%	0%	2%	3%	2%	2%	3%	3%
None of them	13%	18%	15%	15%	8%	12%	10%	13%
I don't know	16%	18%	15%	16%	19%	13%	20%	13%
I prefer not to answer	2%	1%	2%	1%	5%	2%	4%	1%

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