

**Leger**

THE RESEARCH INTELLIGENCE GROUP

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## Tracking Voting Intentions in Canada

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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, **1535 Canadians**, 18 years of age or over, were surveyed between **August 29 and September 1, 2016**. Leger 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 **1535 respondents** would yield a margin of error of **+/- 2.5% 19 times out of 20**.

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.

### Online Survey

# Detailed Results

# Federal Voting Intentions

QC1 - 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
Weighted n=	1524	1312	88	314	510	89	129	182
Unweighted n=	1535	1352	85	381	539	109	102	136
... Justin Trudeau's Liberal Party of Canada	45%	53%	66%	51%	59%	42%	34%	51%
... Rona Ambrose's Conservative Party	21%	25%	14%	12%	27%	31%	55%	21%
... Thomas Mulcair's New Democratic Party	10%	12%	11%	16%	8%	16%	3%	19%
... Elizabeth May's Green Party	5%	5%	9%	3%	4%	10%	4%	9%
... Rhéal Fortin's Bloc Quebecois	4%	4%	0%	17%	0%	0%	0%	0%
Other parties	1%	2%	0%	1%	2%	1%	4%	1%
I would not vote	4%	-	-				-	-
I would cancel my vote	2%	-						-
I don't know	6%	-	-				-	-
I prefer not to answer	2%	-	-				-	-

# Satisfaction Towards the Government of Canada

Q2- Are you very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the Canadian government led by Justin Trudeau?

	TOTAL	LPC	NDP	BQ	CPC	GPC
Weighted n=	1312	692	154	54	323	69
Unweighted n=	1352	714	150	60	342	69
<b>TOTAL SATISFIED</b>	<b>60%</b>	<b>94%</b>	<b>53%</b>	<b>49%</b>	<b>14%</b>	<b>50%</b>
<i>Very satisfied</i>	16%	32%	7%	3%	0%	3%
<i>Somewhat satisfied</i>	45%	62%	46%	46%	13%	48%
<b>TOTAL DISSATISFIED</b>	<b>34%</b>	<b>4%</b>	<b>41%</b>	<b>48%</b>	<b>82%</b>	<b>49%</b>
<i>Somewhat dissatisfied</i>	18%	4%	28%	31%	34%	37%
<i>Very dissatisfied</i>	16%	0%	13%	18%	48%	12%
<b>I don't know</b>	<b>5%</b>	2%	4%	3%	3%	1%
<b>I prefer not to answer</b>	<b>1%</b>	0%	2%	0%	1%	0%

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