



THE RESEARCH INTELLIGENCE GROUP

Canada 2015

Tracking Voting Intentions in Canada

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Methodology

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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, **2,119 respondents, including 1,010 in Quebec**, 18 years of age or over, were surveyed between **August 31 and September 2, 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 **2,119 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

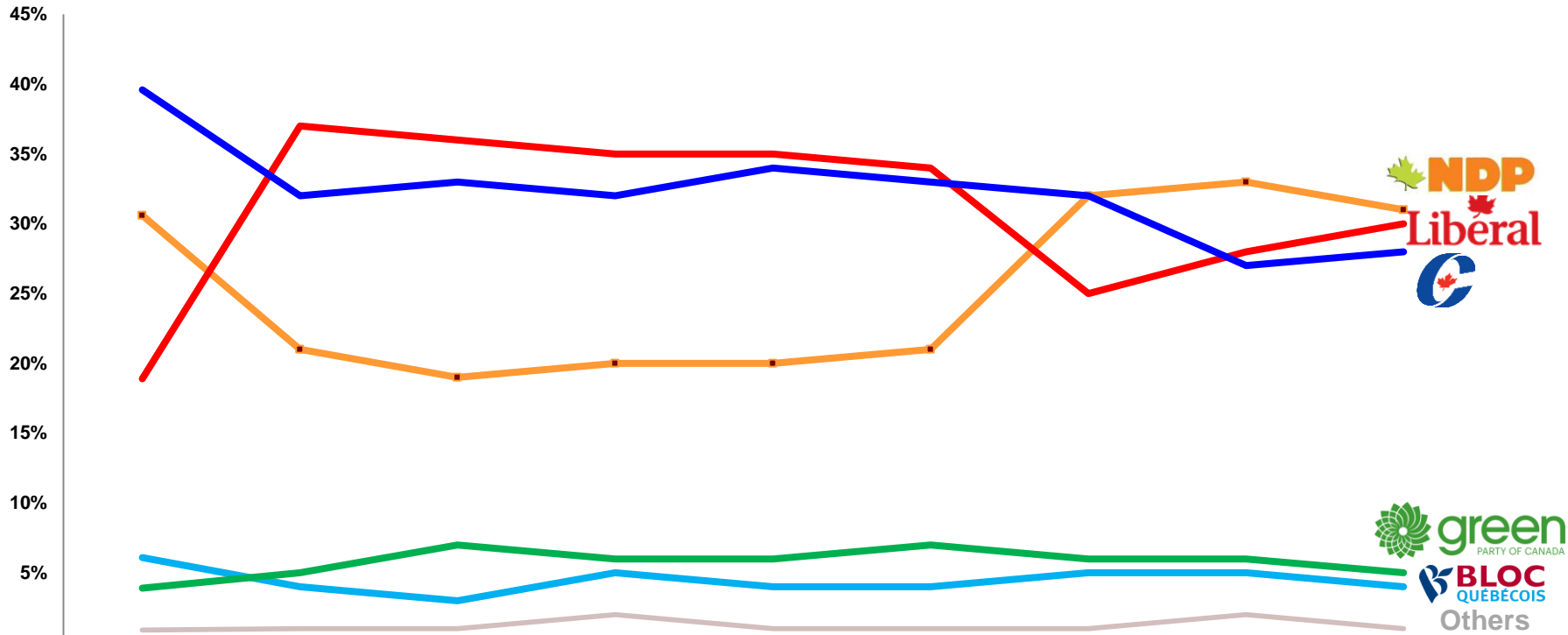
Federal Voting Intentions

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	August 2015 After Distribution
Weighted n=	2,118	1,741	125	438	654	102	198	223	1,700
Unweighted n=	2,119	1,851	83	927	510	97	110	124	1,791
... Thomas Mulcair's New Democratic Party	25,40%	31%	31%	46%	27%	19%	18%	30%	33%
... Justin Trudeau's Liberal Party of Canada	24,89%	30%	37%	20%	37%	34%	18%	35%	28%
... Stephen Harper's Conservative Party	22,94%	28%	26%	13%	28%	43%	56%	25%	27%
... Elizabeth May's Green Party	4,45%	5%	5%	2%	6%	4%	5%	11%	6%
... Gilles Duceppe's Bloc Québécois	3,70%	4%	-	18%	-	-	-	-	5%
Other parties	0,83%	1%	0%	1%	1%	1%	4%	0%	2%
I would not vote	4,20%	-	-	-	-	-	-	-	-
I would cancel my vote	2,22%	-	-	-	-	-	-	-	-
I don't know	7,71%	-	-	-	-	-	-	-	-
I prefer not to answer	3,67%	-	-	-	-	-	-	-	-

Trends in Voting Intentions



	2011 Elections	Oct. 16, 2014	Nov. 7, 2014	February 4, 2015	March 18, 2015	May 4, 2015	July 17, 2015	August 14, 2015	September 2, 2015
NDP	30,60%	21%	19%	20%	20%	21%	32%	33%	31%
LPC	18,90%	37%	36%	35%	35%	34%	25%	28%	30%
CPC	39,60%	32%	33%	32%	34%	33%	32%	27%	28%
BQ	6,10%	4%	3%	5%	4%	4%	5%	5%	4%
GPC	3,90%	5%	7%	6%	6%	7%	6%	6%	5%
Others	0,90%	1%	1%	2%	1%	1%	1%	2%	1%

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=	1,723	527	538	78	486	94
Unweighted n=	1,835	497	642	158	470	68
I will vote for [chosen party] regardless of what happens	55%	54%	47%	62%	67%	39%
I might change my mind	41%	41%	49%	34%	29%	55%
I don't know	4%	5%	4%	3%	3%	6%
I prefer not to answer	0%	0%	0%	1%	0%	0%

Strategic Voting

Q4 - Will you be voting for [chosen party] because you support what this party stands for or because you are voting against another party?

	Voting Intentions					
	Total	LPC	NDP	BQ	CPC	GPC
Weighted n=	1,723	527	538	78	486	94
Unweighted n=	1,835	497	642	158	470	68
Because I support what they stand for	64%	64%	55%	81%	73%	64%
Because I'm voting against another party	31%	31%	42%	17%	21%	35%
I don't know	4%	4%	4%	1%	5%	1%
I prefer not to answer	1%	2%	0%	1%	1%	0%

Second Choice

Q5 - 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=	699	215	263	27	143	51
Unweighted n=	759	220	306	50	140	43
Justin Trudeau's Liberal Party of Canada	29%	-	52%	5%	32%	34%
Thomas Mulcair's New Democratic Party	26%	60%	-	44%	20%	26%
Elizabeth May's Green Party	10%	12%	16%	3%	4%	-
Stephen Harper's Conservative Party	9%	13%	11%	6%	-	6%
Gilles Duceppe's Bloc Québécois	4%	2%	9%	-	1%	2%
Other parties	1%	0%	1%	0%	1%	6%
I would not vote	3%	0%	3%	11%	6%	0%
I would cancel my vote	2%	2%	1%	6%	5%	0%
I don't know	14%	8%	7%	26%	31%	26%
I prefer not to answer	1%	2%	0%	0%	1%	0%

Second Choice, by Province

Q5 - 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	Province						
	Total	ATL	QC	ON	MB SK	AB	BC
Weighted n=	699	44	201	273	33	64	84
Unweighted n=	759	33	404	210	28	39	45
Justin Trudeau's Liberal Party of Canada	29%	52%	23%	29%	28%	27%	29%
Thomas Mulcair's New Democratic Party	26%	22%	24%	31%	34%	15%	24%
Elizabeth May's Green Party	10%	12%	7%	11%	5%	11%	17%
Stephen Harper's Conservative Party	9%	0%	9%	11%	5%	7%	8%
Gilles Duceppe's Bloc Québécois	4%	-	16%	-	-	-	-
Other parties	1%	0%	2%	1%	0%	0%	0%
I would not vote	3%	0%	1%	3%	0%	3%	6%
I would cancel my vote	2%	0%	4%	3%	0%	3%	0%
I don't know	14%	14%	12%	10%	28%	31%	16%
I prefer not to answer	1%	0%	1%	0%	0%	4%	0%

Best Prime Minister of Canada

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

	September 2015	ATL	QC	ON	MB SK	AB	BC	August 2015
Weighted n=	2,118	152	497	819	139	225	285	2,083
Unweighted n=	2,119	100	1,010	608	125	126	150	2,095
Thomas Mulcair	25%	23%	44%	21%	14%	15%	21%	28%
Stephen Harper	21%	15%	12%	22%	26%	44%	19%	21%
Justin Trudeau	21%	33%	14%	23%	25%	14%	26%	20%
Other	3%	1%	2%	3%	0%	3%	5%	3%
None of them	16%	17%	16%	17%	18%	13%	13%	10%
I don't know	11%	10%	10%	12%	13%	8%	13%	15%
I prefer not to answer	3%	3%	2%	4%	3%	2%	4%	3%

↓-3%

Stability vs Change

Q7 -In your opinion, is it preferable that the current government of Canada be re-elected or that a change in government take place?

	September 2015	ATL	QC	ON	MB SK	AB	BC	August 2015
Weighted n=	2 118	152	497	819	139	225	285	2,083
Unweighted n=	2 119	100	1,010	608	125	126	150	2,095
I would prefer that the current government be re-elected	24%	20%	13%	24%	30%	47%	21%	23%
I would prefer a change in government	64%	74%	78%	63%	51%	39%	65%	61%
I don't know	10%	5%	8%	11%	16%	12%	12%	14%
I prefer not to answer	2%	1%	2%	2%	3%	2%	1%	2%

↑ +3%

Federal Political Party that Most Embodies Change

Q8- In your opinion, which of the federal political parties most embodies change?

	September 2015	ATL	QC	ON	MB SK	AB	BC	August 2015
Weighted n=	2118	152	497	819	139	225	285	2,083
Unweighted n=	2119	100	1,010	608	125	126	150	2,095
Thomas Mulcair's New Democratic Party	32%	32%	46%	28%	23%	30%	22%	33%
Justin Trudeau's Liberal Party of Canada	21%	32%	13%	24%	26%	13%	25%	19%
Elizabeth May's Green Party	12%	8%	6%	13%	13%	16%	21%	11%
Stephen Harper's Conservative Party	6%	2%	3%	8%	8%	8%	5%	7%
Gilles Duceppe's Bloc Québécois	2%	-	9%	-	-	-	-	2%
Other parties	1%	0%	0%	1%	0%	2%	0%	1%
None	8%	5%	10%	9%	5%	8%	5%	8%
I don't know	15%	18%	10%	13%	20%	20%	19%	17%
I prefer not to answer	3%	2%	2%	3%	4%	3%	3%	3%

The Credibility of the Liberal Party and the New Democratic Party to Form Government of Canada

Q9 – Do you believe that [political party] is ready to form Government of Canada?

Total Yes %	Yes	No	Don't know / Refusal
Thomas Mulcair's New Democratic Party	36%	36%	28%
Justin Trudeau's Liberal Party of Canada	33%	43%	23%

Total Yes %	Voting intentions				
	LPC	NDP	BQ	CPC	GPC
Weighted n=	527	538	78	486	94
Unweighted n=	497	642	158	470	68
Thomas Mulcair's New Democratic Party	31%	86%	31%	5%	26%
Justin Trudeau's Liberal Party of Canada	81%	31%	15%	7%	27%

The Credibility of the Liberal Party and the New Democratic Party to Form Government of Canada

Q9 – Do you believe that [political party] is ready to form Government of Canada?

Total Yes %	Provinces					
	ATL	QC	ON	MB SK	AB	BC
Weighted n=	152	497	819	139	225	285
Unweighted n=	100	1,010	608	125	126	150
Thomas Mulcair's New Democratic Party	35%	51%	31%	28%	22%	35%
Justin Trudeau's Liberal Party of Canada	40%	26%	36%	33%	24%	40%

Profile of Respondents

Profile of Respondents

	Total %
Gender	
Male Weighted n=1,040 Unweighted n=1,203	48%
Female Weighted n=1,107 Unweighted n=944	52%
Age	
18-24 Weighted n=206 Unweighted n=149	10%
25-34 Weighted n=392 Unweighted n=247	18%
35-44 Weighted n=363 Unweighted n=333	17%
45-54 Weighted n=431 Unweighted n=451	20%
55-64 Weighted n=355 Unweighted n=436	17%
65-74 Weighted n=320 Unweighted n=421	15%
75 + Weighted n=81 Unweighted n=110	4%

	Total %
Province	
British Columbia Weighted n=290 Unweighted n=153	13%
Alberta Weighted n=229 Unweighted n=128	11%
Saskatchewan Weighted n=65 Unweighted n=48	3%
Manitoba Weighted n=75 Unweighted n=78	4%
Ontario Weighted n=827 Unweighted n=614	39%
Quebec Weighted n=507 Unweighted n=1,025	24%
New Brunswick Weighted n=50 Unweighted n=40	2%
Nova Scotia Weighted n=61 Unweighted n=41	3%
Newfoundland and Labrador Weighted n=34 Unweighted n=15	2%

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