Canada 2015

Tracking Voting Intentions in Canada

Updated July 17, 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, **1,545 respondents**, 18 years of age or over, were surveyed between **July 13 and 16, 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 comparison purposes, a random sample of **1,545 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 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
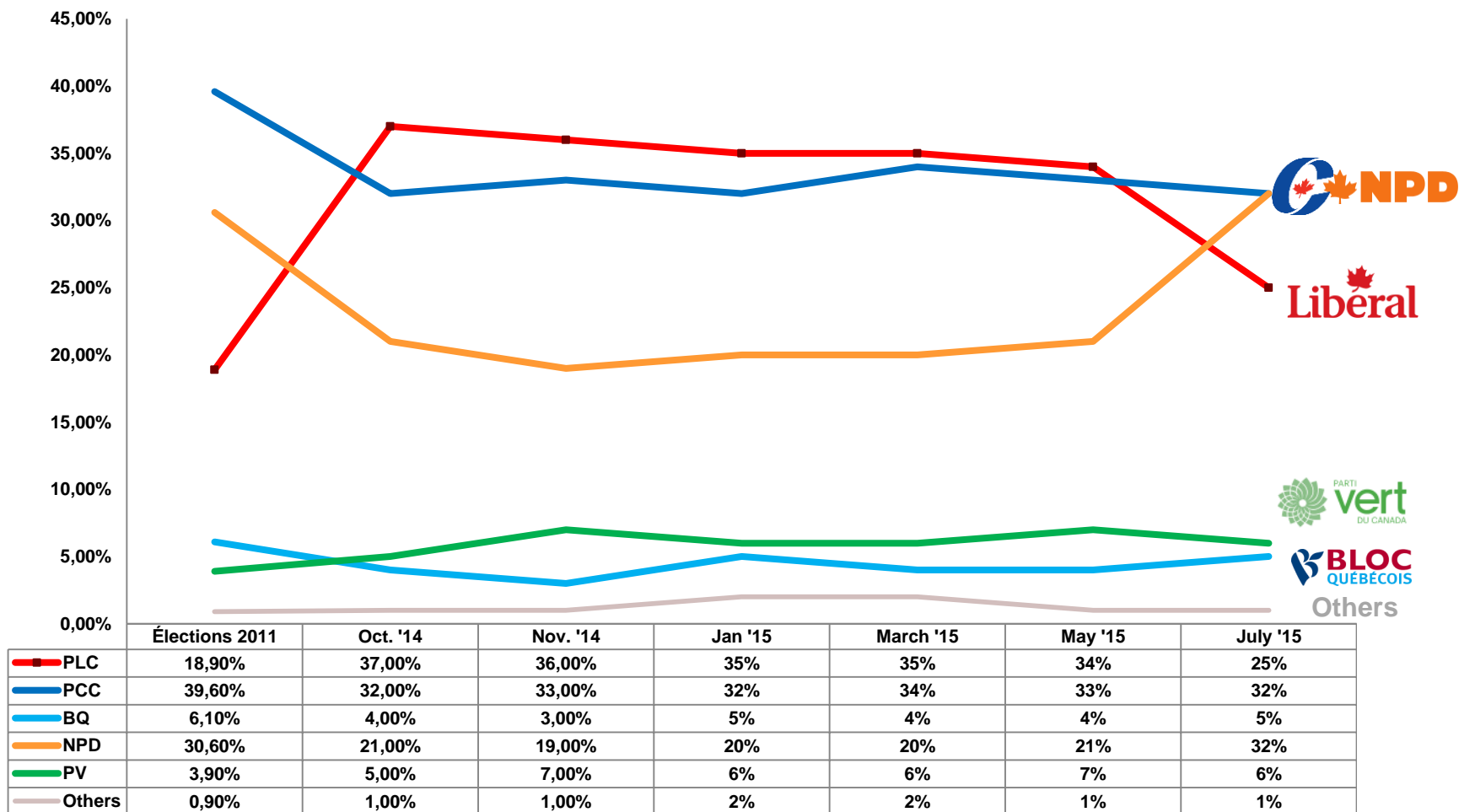
Federal Voting Intentions

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	After distibution	Atl	QC	ON	MB SK	AB	BC	May 2015 After Distribution
n=	1545	1369	83	391	526	106	131	132	1281
... Thomas Mulcair's New Democratic Party	27%	32%	35%	37%	27%	30%	32%	36%	21%
… Stephen Harper's Conservative Party	27%	32%	18%	23%	38%	35%	43%	27%	33%
… Justin Trudeau's Liberal Party of Canada	22%	25%	35%	18%	29%	32%	21%	24%	34%
… Elizabeth May's Green Party	5%	6%	11%	3%	6%	3%	4%	12%	7%
… Gilles Duceppe's Bloc Québécois	4%	5%	0%	19%	0%	0%	0%	0%	4%*
Others	1%	1%	0%	0%	0%	1%	1%	2%	1%
I would not vote	5%	-	-	-	-	-	-	-	-
I would cancel my vote	1%	-	-	-	-	-	-	-	-
I don't know	6%	-	-	-	-	-	-	-	-
I prefer not to answer	1%	-	-	-	-	-	-	-	-

* In the survey of May 2015, the Bloc Québécois' leader was Mario Beaulieu.

Leger

THE **RESEARCH INTELLIGENCE** GROUP

Trends in Voting Intentions

	Élections 2011	Oct. '14	Nov. '14	Jan '15	March '15	May '15	July '15
PLC	18,90%	37,00%	36,00%	35%	35%	34%	25%
PCC	39,60%	32,00%	33,00%	32%	34%	33%	32%
BQ	6,10%	4,00%	3,00%	5%	4%	4%	5%
NPD	30,60%	21,00%	19,00%	20%	20%	21%	32%
PV	3,90%	5,00%	7,00%	6%	6%	7%	6%
Others	0,90%	1,00%	1,00%	2%	2%	1%	1%

Leger

THE **RESEARCH INTELLIGENCE** GROUP

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?

	July 2015	ATL	QC	ON	MB SK	AB	BC	May 2015
n=	1545	100	429	597	125	145	149	1488
TOTAL SATISFIED	35%	17%	29%	39%	44%	45%	31%	35%
Very satisfied	8%	5%	5%	11%	10%	11%	4%	9%
Somewhat satisfied	27%	12%	24%	28%	34%	34%	28%	26%
TOTAL DISSATISFIED	59%	73%	66%	55%	51%	51%	62%	58%
Somewhat dissatisfied	25%	17%	26%	24%	22%	21%	31%	26%
Very dissatisfied	35%	56%	40%	31%	28%	30%	31%	32%
I don't know / I prefer not to answer	6%	10%	4%	5%	5%	4%	6%	7%

Best Canadian Prime Minister

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

	July 2015	Atl	QC	ON	MB SK	AB	BC	May 2015
n=	1545	100	429	597	125	145	149	1488
Thomas Mulcair	27%	26%	**41%**	**23%**	22%	21%	23%	19%
Stephen Harper	25%	**13%**	**19%**	**29%**	30%	**35%**	19%	25%
Justin Trudeau	16%	**27%**	**13%**	17%	21%	15%	15%	23%
Other	2%	2%	3%	2%	2%	2%	3%	4%
None of them	15%	18%	**11%**	15%	12%	13%	**23%**	14%
I don't know	13%	14%	13%	13%	12%	12%	15%	13%
I prefer not to answer	1%	1%	1%	1%	1%	3%	3%	2%

Leger

THE **RESEARCH INTELLIGENCE** GROUP

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

---

600 employees

---

75 consultants

Present in more than **100 countries** through its international Worldwide Independent Network (WIN)

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

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

www.leger360.com