



THE RESEARCH INTELLIGENCE GROUP

*Canada 2015*

# Tracking Voting Intentions in Canada

**For Publication**

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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, **2,115 respondents, including 1,023 in Quebec**, 18 years of age or over, were surveyed between **September 21 and September 23, 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 **2,115 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	September 2, 2015 After Distribution	
Weighted n=	2,104	1,824	122	453	687	119	191	253	1,741	
Unweighted n=	2,115	1,894	83	943	513	108	111	136	1,851	
... Justin Trudeau's Liberal Party of Canada	27%	<b>31%</b>	<b>51%</b>	<b>22%</b>	<b>37%</b>	32%	<b>19%</b>	27%	<b>30%</b>	
... Stephen Harper's Conservative Party	27%	<b>31%</b>	<b>15%</b>	<b>18%</b>	<b>35%</b>	36%	<b>56%</b>	29%	<b>28%</b>	<b>+3%</b>
... Thomas Mulcair's New Democratic Party	25%	<b>29%</b>	30%	<b>38%</b>	<b>25%</b>	26%	<b>19%</b>	30%	<b>31%</b>	<b>-3%</b>
... Elizabeth May's Green Party	4%	<b>5%</b>	5%	<b>1%</b>	<b>3%</b>	6%	7%	<b>14%</b>	<b>5%</b>	
... Gilles Duceppe's Bloc Québécois	4%	<b>5%</b>	-	<b>20%</b>	-	-	-	-	<b>4%</b>	
Other parties	0%	<b>0%</b>	0%	<b>1%</b>	0%	0%	0%	0%	<b>1%</b>	
I would not vote	4%	-	-	-	-	-	-	-	-	
I would cancel my vote	1%	-	-	-	-	-	-	-	-	
I don't know	6%	-	-	-	-	-	-	-	-	
I prefer not to answer	2%	-	-	-	-	-	-	-	-	

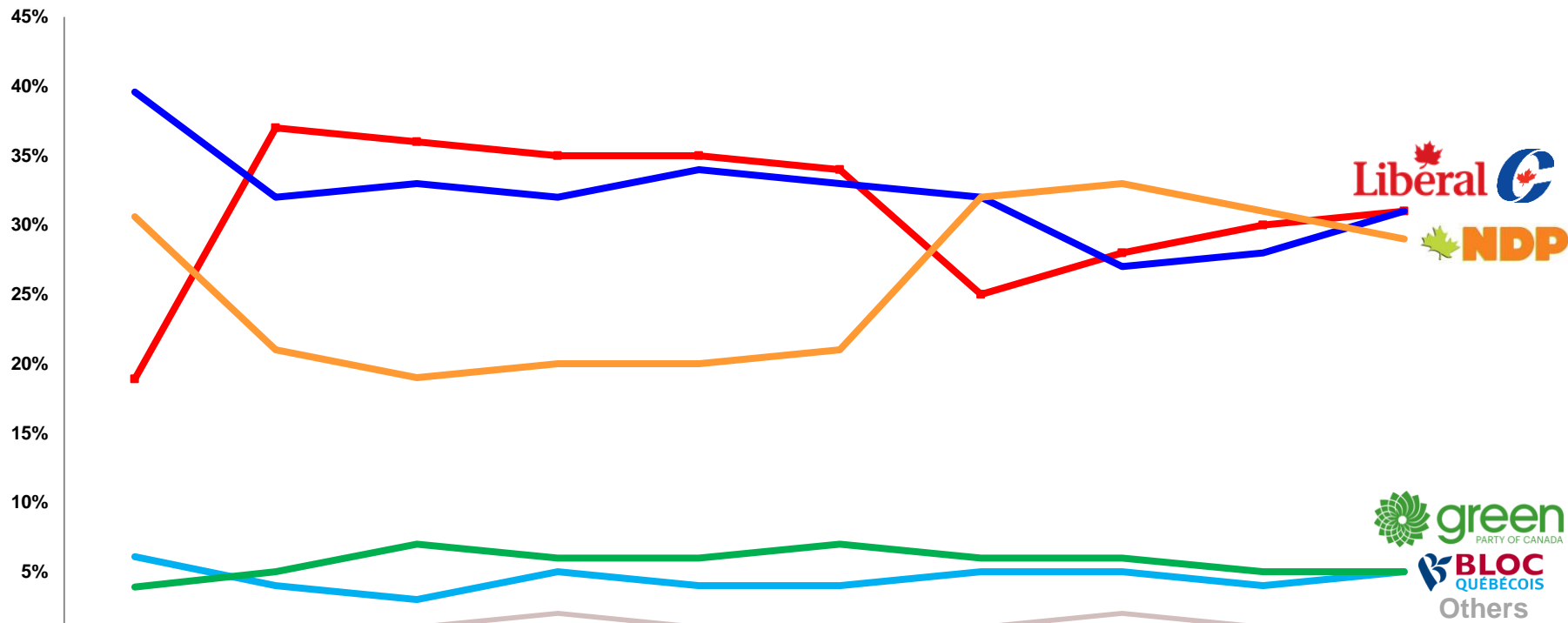
# Federal Voting Intentions: Quebec vs ROC

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	ROC	QC
Weighted n=	2,104	1,824	1,371	453
Unweighted n=	2,115	1,894	951	943
... Justin Trudeau's Liberal Party of Canada	27%	<b>31%</b>	<b>34%</b>	<b>22%</b>
... Stephen Harper's Conservative Party	27%	<b>31%</b>	<b>35%</b>	<b>18%</b>
... Thomas Mulcair's New Democratic Party	25%	<b>29%</b>	<b>25%</b>	<b>38%</b>
... Elizabeth May's Green Party	4%	<b>5%</b>	<b>6%</b>	<b>1%</b>
... Gilles Duceppe's Bloc Québécois	4%	<b>5%</b>	-	<b>20%</b>
Other parties	0%	<b>0%</b>	0%	<b>1%</b>
I would not vote	4%	-	-	-
I would cancel my vote	1%	-	-	-
I don't know	6%	-	-	-
I prefer not to answer	2%	-	-	-

# Trends in Voting Intentions



	2011 Elections	October 16, 2014	November 7, 2014	February 4, 2015	March 18, 2015	May 4, 2015	July 17, 2015	August 14, 2015	September 2, 2015	September 24, 2015
LPC	18,90%	37%	36%	35%	35%	34%	25%	28%	30%	31%
CPC	39,60%	32%	33%	32%	34%	33%	32%	27%	28%	31%
NDP	30,60%	21%	19%	20%	20%	21%	32%	33%	31%	29%
BQ	6,10%	4%	3%	5%	4%	4%	5%	5%	4%	5%
GPC	3,90%	5%	7%	6%	6%	7%	6%	6%	5%	5%
Others	0,90%	1%	1%	2%	1%	1%	1%	2%	1%	0%

# Electoral Volatility

Q3 - Is this your final choice or could you change your mind by Election Day?

Base : respondents who intend to vote

	Provinces						
	Total	ATL	QC	ON	MB SK	AB	BC
Weighted n=	1,919	130	472	732	124	202	259
Unweighted n=	1,977	88	980	542	112	116	139
<b>My choice is final</b>	<b>54%</b>	53%	52%	53%	57%	<b>67%</b>	48%
<b>I could change my mind</b>	<b>39%</b>	37%	<b>32%</b>	<b>42%</b>	37%	31%	<b>49%</b>
<b>I don't know</b>	<b>7%</b>	8%	<b>15%</b>	<b>4%</b>	5%	<b>2%</b>	4%
<b>I prefer not to answer</b>	<b>0%</b>	1%	0%	0%	<b>1%</b>	0%	0%

	Voting intentions					
	Total	LPC	NDP	BQ	CPC	GPC
Weighted n=	1,919	559	520	93	559	90
Unweighted n=	1,977	513	580	177	559	63
<b>My choice is final</b>	<b>54%</b>	<b>49%</b>	51%	56%	<b>64%</b>	<b>38%</b>
<b>I could change my mind</b>	<b>39%</b>	<b>45%</b>	39%	<b>29%</b>	<b>31%</b>	<b>54%</b>
<b>I don't know</b>	<b>7%</b>	6%	<b>10%</b>	<b>15%</b>	<b>5%</b>	8%
<b>I prefer not to answer</b>	<b>0%</b>	0%	0%	0%	0%	1%



# Best Election Campaign Leader

Q4 -In your opinion, which leader is running the best election campaign so far? Is it...

	Provinces						
	Total	ATL	QC	ON	MB SK	AB	BC
Weighted n=	2,104	150	499	813	138	222	282
Unweighted n=	2,115	99	1023	597	125	123	148
... Justin Trudeau - Liberal Party of Canada	<b>24%</b>	<b>39%</b>	24%	24%	25%	15%	22%
... Thomas Mulcair - New Democratic Party of Canada	<b>23%</b>	21%	<b>30%</b>	23%	24%	<b>10%</b>	19%
... Stephen Harper - Conservative Party of Canada	<b>20%</b>	<b>7%</b>	<b>12%</b>	20%	23%	<b>46%</b>	21%
... Elizabeth May - Green Party of Canada	<b>5%</b>	3%	<b>2%</b>	5%	3%	2%	<b>12%</b>
... Gilles Duceppe - Bloc Québécois	<b>2%</b>	-	<b>7%</b>	-	-	-	-
Other party leader	<b>0%</b>	0%	1%	1%	0%	0%	0%
I don't know	<b>23%</b>	25%	22%	23%	23%	24%	22%
I prefer not to answer	<b>4%</b>	5%	2%	4%	2%	3%	3%

# Federal Political Party that Most Embodies Change

Q5- In your opinion, which of the federal political parties most embodies change?

	September 24, 2015	ATL	QC	ON	MB SK	AB	BC	September 2, 2015	
Weighted n=	2,104	150	499	813	138	222	282	2118	
Unweighted n=	2,115	99	1023	597	125	123	148	2119	
Justin Trudeau's Liberal Party of Canada	28%	40%	20%	33%	35%	19%	29%	21%	+7%
Thomas Mulcair's New Democratic Party	26%	19%	37%	24%	21%	23%	22%	32%	-6%
Elizabeth May's Green Party	12%	8%	9%	11%	12%	13%	23%	12%	
Stephen Harper's Conservative Party	8%	4%	5%	8%	12%	14%	7%	6%	
Gilles Duceppe's Bloc Québécois	2%	-	8%	-	-	-	-	2%	
Other parties	0%	0%	0%	1%	0%	0%	0%	1%	
None	9%	4%	10%	11%	8%	11%	7%	8%	
I don't know	12%	21%	9%	11%	9%	17%	12%	15%	
I prefer not to answer	2%	4%	1%	3%	2%	3%	1%	3%	

# Preference Between a Balanced Budget or Budget Deficits to Stimulate the Economy

Q6 –Some political parties announced their intention to maintain a balanced budget at all costs, while others proposed budget deficits to stimulate the economy. Which of these two options is closest to your position?

	Provinces						
	Total	ATL	QC	ON	MB SK	AB	BC
Weighted n=	2,104	150	499	813	138	222	282
Unweighted n=	2,115	99	1023	597	125	123	148
<b>Maintain a balanced budget at all costs</b>	<b>39%</b>	29%	40%	38%	44%	50%	33%
<b>Budget deficits to stimulate the economy</b>	<b>40%</b>	43%	39%	42%	33%	38%	40%
<b>I don't know</b>	<b>18%</b>	24%	17%	17%	20%	10%	23%
<b>I prefer not to answer</b>	<b>3%</b>	4%	4%	3%	3%	2%	3%

	Voting Intentions					
	Total	LPC	NDP	BQ	CPC	GPC
Weighted n=	2,104	559	520	93	559	90
Unweighted n=	2,115	513	580	177	559	63
<b>Maintain a balanced budget at all costs</b>	<b>39%</b>	19%	31%	25%	73%	40%
<b>Budget deficits to stimulate the economy</b>	<b>40%</b>	66%	46%	54%	17%	39%
<b>I don't know</b>	<b>18%</b>	13%	20%	15%	10%	21%
<b>I prefer not to answer</b>	<b>3%</b>	3%	2%	6%	1%	0%

# Most Influential Event on Voting Intentions

Q7 –Which of the following events that have occurred since the beginning of the campaign has had the most influence on your voting intentions?

	Provinces						
	Total	ATL	QC	ON	MB SK	AB	BC
Weighted n=	2,104	150	499	813	138	222	282
Unweighted n=	2,115	99	1023	597	125	123	148
The announcement that Canada is in a recession	11%	12%	9%	13%	8%	13%	9%
The announcement of budget surpluses of 1.9 billion	10%	8%	6%	11%	17%	15%	8%
The announcement of new tax credits (businesses, families and individuals)	10%	10%	11%	9%	11%	6%	11%
Migrant crisis	8%	9%	7%	8%	3%	7%	10%
The Duffy trial	8%	8%	6%	8%	10%	4%	10%
Wearing a niqab at citizenship ceremonies	8%	3%	18%	6%	4%	2%	4%
Early triggering of a 78-day election campaign	8%	9%	8%	6%	7%	7%	9%
The announcement of massive investments in infrastructure	5%	4%	6%	4%	5%	8%	3%
The first two leaders' debates	5%	3%	4%	5%	9%	5%	7%
I don't know	21%	26%	19%	23%	17%	20%	22%
I prefer not to answer	7%	7%	6%	6%	10%	11%	6%

# Most Influential Event on Voting Intentions, by Voting Intentions

Q7 –Which of the following events that have occurred since the beginning of the campaign has had the most influence on your voting intentions?

	Voting Intentions					
	Total	LPC	NDP	BQ	CPC	GPC
Weighted n=	2,104	559	520	93	559	90
Unweighted n=	2,115	513	580	177	559	63
The announcement that Canada is in a recession	11%	16%	11%	10%	9%	16%
The announcement of budget surpluses of 1.9 billion	10%	5%	6%	0%	25%	0%
The announcement of new tax credits (businesses, families and individuals)	10%	9%	10%	8%	12%	11%
Migrant crisis	8%	8%	9%	3%	9%	12%
The Duffy trial	8%	11%	13%	6%	1%	11%
Wearing a niqab at citizenship ceremonies	8%	5%	6%	32%	10%	1%
Early triggering of a 78-day election campaign	8%	10%	13%	5%	2%	11%
The announcement of massive investments in infrastructure	5%	9%	4%	6%	4%	1%
The first two leaders' debates	5%	6%	7%	0%	5%	5%
I don't know	21%	15%	18%	23%	19%	19%
I prefer not to answer	7%	7%	4%	8%	5%	14%

# Profile of Respondents

# Profile of Respondents

	Total %
<b>Gender</b>	
<b>Male</b> Weighted n=1,007 Unweighted n=1,175	48%
<b>Female</b> Weighted n=1,097 Unweighted n=940	52%
<b>Age</b>	
<b>18-24</b> Weighted n=236 Unweighted n=151	11%
<b>25-34</b> Weighted n=337 Unweighted n=256	16%
<b>35-44</b> Weighted n=359 Unweighted n=338	17%
<b>45-54</b> Weighted n=425 Unweighted n=483	20%
<b>55-64</b> Weighted n=353 Unweighted n=408	17%
<b>65+</b> Weighted n=395 Unweighted n=479	19%

	Total %
<b>Province</b>	
<b>British Columbia</b> Weighted n=282 Unweighted n=148	13%
<b>Alberta</b> Weighted n=222 Unweighted n=123	11%
<b>Saskatchewan</b> Weighted n=64 Unweighted n=56	3%
<b>Manitoba</b> Weighted n=74 Unweighted n=69	4%
<b>Ontario</b> Weighted n=813 Unweighted n=597	39%
<b>Quebec</b> Weighted n=499 Unweighted n=1,023	24%
<b>New Brunswick</b> Weighted n=50 Unweighted n=36	2%
<b>Nova Scoti</b> Weighted n=61 Unweighted n=41	3%
<b>Prince Edward Island</b> Weighted n=4 Unweighted n=6	0%
<b>Newfoundland and Labrador</b> Weighted n=34 Unweighted n=18	2%

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