*Canada 2015*
# Tracking Voting Intentions in Canada

**For Publication**
**Friday, October 2, 2015**

# 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, **2,107 respondents**, **including 999 in Quebec,** 18 years of age or over, were surveyed between **September 28 and September 30, 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 **2,107 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.

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# 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 24, 2015 After Distribution | |
|---|---|---|---|---|---|---|---|---|---|---|
| Weighted n= | 2,090 | 1,818 | 125 | 437 | 682 | 117 | 202 | 255 | 1,824 | |
| Unweighted n= | 2,107 | 1,877 | 82 | 904 | 520 | 107 | 127 | 137 | 1,894 | |
| … Justin Trudeau's Liberal Party of Canada | 28% | **32%** | **52%** | **24%** | **38%** | 33% | **18%** | 31% | **31%** | |
| … Stephen Harper's Conservative Party | 26% | **30%** | **14%** | **21%** | 33% | 36% | **53%** | 25% | **31%** | |
| ... Thomas Mulcair's New Democratic Party | 22% | **26%** | 32% | 28% | 23% | 23% | 23% | 29% | **29%** | **-3%** |
| … Elizabeth May's Green Party | 5% | **6%** | 0% | **3%** | 5% | 9% | 3% | **15%** | **5%** | |
| … Gilles Duceppe's Bloc Québécois | 5% | **6%** | 0% | **24%** | **0%** | **0%** | **0%** | **0%** | **5%** | |
| Other parties | 1% | **1%** | 2% | 1% | 1% | 0% | 3% | 1% | **0%** | |
| I would not vote | 3% | - | - | - | - | - | - | - | - | |
| I would cancel my vote | 1% | - | - | - | - | - | - | - | - | |
| I don't know | 6% | - | - | - | - | - | - | - | - | |
| I prefer not to answer | 3% | - | - | - | - | - | - | - | - | |

# 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 | QC | ROC |
|---|---|---|---|---|
| Weighted n= | 2,090 | 1,818 | 437 | 1,381 |
| Unweighted n= | 2,107 | 1,877 | 904 | 973 |
| … Justin Trudeau's Liberal Party of Canada | 28% | **32%** | **24%** | **34%** |
| … Stephen Harper's Conservative Party | 26% | **30%** | **21%** | **33%** |
| ... Thomas Mulcair's New Democratic Party | 22% | **26%** | 28% | 25% |
| … Elizabeth May's Green Party | 5% | **6%** | **3%** | **6%** |
| … Gilles Duceppe's Bloc Québécois | 5% | **6%** | **24%** | **0%** |
| Other parties | 1% | **1%** | 1% | 1% |
| I would not vote | 3% | - | - | - |
| I would cancel my vote | 1% | - | - | - |
| I don't know | 6% | - | - | - |
| I prefer not to answer | 3% | - | - | - |

# Trends in Voting Intentions
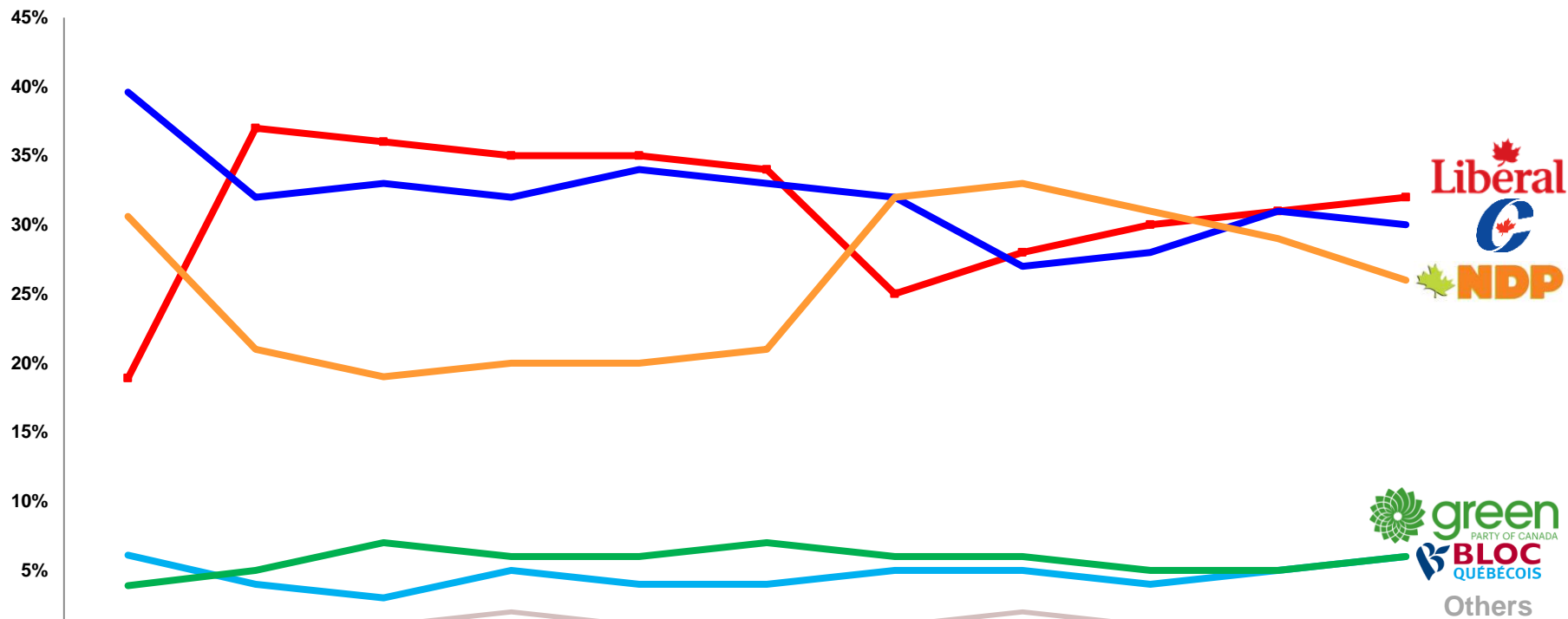


| | 2011 Elections | October 16, 2014 | November 7, 2014 | February 4, 2015 | March 18, 2015 | May 4, 2015 | July 17, 2015 | August 14, 2015 | September 2, 2015 | September 24, 2015 | October 2, 2015 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| LPC | 18,90% | 37% | 36% | 35% | 35% | 34% | 25% | 28% | 30% | 31% | 32% |
| CPC | 39,60% | 32% | 33% | 32% | 34% | 33% | 32% | 27% | 28% | 31% | 30% |
| NDP | 30,60% | 21% | 19% | 20% | 20% | 21% | 32% | 33% | 31% | 29% | 26% |
| BQ | 6,10% | 4% | 3% | 5% | 4% | 4% | 5% | 5% | 4% | 5% | 6% |
| GPC | 3,90% | 5% | 7% | 6% | 6% | 7% | 6% | 6% | 5% | 5% | 6% |
| Others | 0,90% | 1% | 1% | 2% | 1% | 1% | 1% | 2% | 1% | 0% | 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= | 1,798 | 578 | 468 | 106 | 545 | 101 |
| Unweighted n= | 1,865 | 516 | 485 | 196 | 589 | 79 |
| **I will vote for [chosen party] regardless of what happens** | **52%** | **46%** | **46%** | **68%** | **61%** | 44% |
| **I might change my mind** | **43%** | **49%** | **49%** | **28%** | **34%** | 50% |
| **I don't know** | **5%** | 5% | 5% | 4% | 4% | 6% |
| **I prefer not to answer** | **0%** | 0% | 0% | 1% | 0% | 0% |

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# Second Choice

Q4 - 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= | 780 | 285 | 229 | 30 | 186 | 51 |
| Unweighted n= | 807 | 254 | 235 | 61 | 210 | 47 |
| **Thomas Mulcair's New Democratic Party** | **30%** | **53%** | - | **48%** | 27% | 41% |
| **Justin Trudeau's Liberal Party of Canada** | **25%** | - | **56%** | 16% | 27% | 27% |
| **Elizabeth May's Green Party** | **13%** | 12% | **19%** | 9% | 11% | - |
| **Stephen Harper's Conservative Party** | **11%** | **15%** | 15% | 17% | - | 4% |
| **Gilles Duceppe's Bloc Québécois** | **3%** | 2% | 4% | - | 2% | 5% |
| **Other parties** | **1%** | 1% | 1% | 0% | 3% | 4% |
| **I would not vote** | **2%** | 2% | 0% | 0% | 4% | 3% |
| **I would cancel my vote** | **2%** | 2% | 1% | 2% | 4% | 3% |
| **I don't know** | **12%** | 12% | 5% | 9% | 22% | 13% |
| **I prefer not to answer** | **0%** | 0% | 0% | 0% | 0% | 0% |

# Federal Political Party that Most Embodies Change

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

| | October 2 2015 | ATL | QC | ON | MB SK | AB | BC | September 24 2015 |
|---|---|---|---|---|---|---|---|---|
| Weighted n= | 2,090 | 149 | 497 | 800 | 138 | 222 | 284 | 2,118 |
| Unweighted n= | 2,107 | 98 | 999 | 599 | 124 | 137 | 150 | 2,119 |
| **Justin Trudeau's Liberal Party of Canada** | **27%** | **40%** | **20%** | **32%** | 30% | **19%** | 27% | **28%** |
| **Thomas Mulcair's New Democratic Party** | **25%** | 28% | **32%** | **21%** | **14%** | 28% | 23% | **26%** |
| **Elizabeth May's Green Party** | **13%** | 11% | **8%** | 12% | 14% | 9% | **25%** | **12%** |
| **Stephen Harper's Conservative Party** | **8%** | 5% | 6% | 8% | 12% | **12%** | **3%** | **8%** |
| **Gilles Duceppe's Bloc Québécois** | **2%** | - | **9%** | - | - | - | - | **2%** |
| **Other parties** | **1%** | 0% | 1% | 1% | 0% | 1% | 1% | **0%** |
| **None** | **12%** | 8% | **14%** | 11% | 14% | 17% | **7%** | **9%** |
| **I don't know** | **11%** | 5% | **8%** | **14%** | 15% | 12% | 10% | **12%** |
| **I prefer not to answer** | **2%** | 3% | **1%** | 1% | 2% | 2% | **4%** | **2%** |

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# Best Prime Minister of Canada

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

| | October 2 2015 | ATL | QC | ON | MB SK | AB | BC | September 4 2015 | |
|---|---|---|---|---|---|---|---|---|---|
| Weighted n= | 2,090 | 149 | 497 | 800 | 138 | 222 | 284 | 2,118 | |
| Unweighted n= | 2,107 | 98 | 999 | 599 | 124 | 137 | 150 | 2,119 | |
| **Thomas Mulcair** | **24%** | 27% | 33% | 21% | 11% | 19% | 27% | **25%** | |
| **Stephen Harper** | **24%** | 10% | 19% | 27% | 27% | 42% | 21% | **21%** | **+3%** |
| **Justin Trudeau** | **23%** | 37% | 18% | 24% | 25% | 13% | 27% | **21%** | **+2%** |
| **Other** | **4%** | 2% | 4% | 3% | 4% | 4% | 6% | **3%** | |
| **None of them** | **13%** | 11% | 15% | 13% | 15% | 11% | 8% | **16%** | |
| **I don't know** | **10%** | 10% | 9% | 11% | 16% | 10% | 9% | **11%** | |
| **I prefer not to answer** | **2%** | 3% | 2% | 2% | 2% | 1% | 2% | **3%** | |

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# The Next Government

Q7 - In your opinion, which party will form the next Government of Canada? Will it be...?

| | | Province | | | | | |
|---|---|---|---|---|---|---|---|
| | **Total** | **ATL** | **QC** | **ON** | **MB SK** | **AB** | **BC** |
| n pondéré= | 2,090 | 149 | 497 | 800 | 138 | 222 | 284 |
| n absolu= | 2,107 | 98 | 999 | 599 | 124 | 137 | 150 |
| …Stephen Harper's Conservative Party | **30%** | **12%** | 34% | 29% | 34% | **44%** | 24% |
| …Justin Trudeau's Liberal Party of Canada | **25%** | **47%** | 22% | 27% | 22% | **12%** | 24% |
| …Thomas Mulcair's New Democratic Party | **16%** | 16% | 19% | **13%** | 12% | 17% | **24%** |
| I don't know | **26%** | 23% | 23% | 29% | 31% | 25% | 26% |
| I prefer not to answer | **2%** | 2% | 2% | 3% | 1% | 1% | 1% |

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# Reactions of Canadians Regarding a Possible Victory of the Major Federal Political Parties, by Province

Q8 – If the next government were formed by… would you be happy, disappointed or indifferent??

| | Total | Provinces | | | | | |
|---|---|---|---|---|---|---|---|
| | | ATL | QC | ON | MB SK | AB | BC |
| n pondéré= | 2,090 | 149 | 497 | 800 | 138 | 222 | 284 |
| n absolu= | 2,107 | 98 | 999 | 599 | 124 | 137 | 150 |
| **… Thomas Mulcair's New Democratic Party** | | | | | | | |
| **TOTAL HAPPY** | **35%** | 42% | 41% | 34% | 21% | 28% | 37% |
| **INDIFFERENT** | **21%** | 21% | 21% | 21% | 21% | 14% | 24% |
| **TOTAL DISAPPOINTED** | **33%** | 24% | 31% | 33% | 43% | 51% | 26% |
| **… Justin Trudeau's Liberal Party of Canada** | | | | | | | |
| **TOTAL HAPPY** | **35%** | 47% | 30% | 36% | 33% | 32% | 35% |
| **INDIFFERENT** | **20%** | 26% | 20% | 20% | 19% | 9% | 27% |
| **TOTAL DISAPPOINTED** | **37%** | 21% | 43% | 33% | 37% | 53% | 33% |
| **… Stephen Harper's Conservative Party** | | | | | | | |
| **TOTAL HAPPY** | **24%** | 10% | 19% | 24% | 27% | 45% | 18% |
| **INDIFFERENT** | **14%** | 17% | 14% | 13% | 12% | 11% | 15% |
| **TOTAL DISAPPOINTED** | **56%** | 67% | 62% | 55% | 49% | 39% | 62% |

*The remaining % corresponds to a refusal to answer*

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13

# The Most Important Topics, by Provinces

Q11 – Which of the following topics is most important to you?

| | Total | Province | | | | | |
|---|---|---|---|---|---|---|---|
| | | ATL | QC | ON | MB SK | AB | BC |
| n pondéré= | 2,090 | 149 | 497 | 800 | 138 | 222 | 284 |
| n absolu= | 2,107 | 98 | 999 | 599 | 124 | 137 | 150 |
| **The economy and public finances** | **50%** | 44% | 52% | 50% | 46% | **61%** | 42% |
| **Social policies and governance** | **27%** | 25% | 28% | 28% | 17% | 19% | 33% |
| **Security and what Canada stands for in today's world** | **16%** | 21% | 15% | 15% | 24% | 13% | 19% |
| **I don't know** | **5%** | 9% | 4% | 5% | **11%** | 4% | 6% |
| **I prefer not to answer** | **2%** | 2% | 1% | 2% | 2% | 3% | 1% |

# The Most Important Topics, by Voting Intention

Q11 – Which of the following topics is most important to you?

| | Total | Voting Intention | | | | |
|---|---|---|---|---|---|---|
| | | **LPC** | **NDP** | **BQ** | **CPC** | **GPC** |
| n pondéré= | 2,090 | 578 | 468 | 106 | 545 | 101 |
| n absolu= | 2,107 | 516 | 485 | 196 | 589 | 79 |
| **The economy and public finances** | **50%** | 54% | 41% | 39% | 61% | 29% |
| **Social policies and governance** | **27%** | 30% | 44% | 42% | 9% | 35% |
| **Security and what Canada stands for in today's world** | **16%** | 13% | 10% | 15% | 27% | 25% |
| **I don't know** | **5%** | 3% | 4% | 4% | 3% | 8% |
| **I prefer not to answer** | **2%** | 0% | 0% | 1% | 0% | 3% |

# The Leader's Debates

Q9 – During the campaign, there were several leaders' debates. Did you watch any of these debates?

| | Total | ATL | QC | ON | MB SK | AB | BC |
|---|---|---|---|---|---|---|---|
| n pondéré= | 2,090 | 149 | 497 | 800 | 138 | 222 | 284 |
| n absolu= | 2,107 | 98 | 999 | 599 | 124 | 137 | 150 |
| **Yes** | **39%** | 33% | 39% | 40% | 31% | **49%** | 34% |
| **No** | **57%** | 63% | 59% | 56% | 65% | **47%** | 61% |
| **I don't know** | **2%** | 4% | **1%** | 2% | 4% | 2% | 2% |
| **I prefer not to answer** | **2%** | 0% | 1% | 2% | 1% | 3% | 3% |

Q10 – When you watch a leaders' debate, do you prefer a leader who is...

| | Total | ATL | QC | ON | MB SK | AB | BC |
|---|---|---|---|---|---|---|---|
| n pondéré= | 2,090 | 149 | 497 | 800 | 138 | 222 | 284 |
| n absolu= | 2,107 | 98 | 999 | 599 | 124 | 137 | 150 |
| **... aggressive and passionate** | **17%** | 13% | **21%** | 19% | 21% | 13% | 10% |
| **... calm and reasoned** | **66%** | 62% | 66% | 63% | 58% | 70% | 75% |
| **I don't know** | **14%** | **24%** | **10%** | 15% | 20% | 12% | 13% |
| **I prefer not to answer** | **3%** | 1% | 3% | 3% | 1% | 5% | 2% |

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# Profile of Respondents

# Profile of Respondents

| | Total % |
|---|---|
| **Gender** | |
| **Male** Weighted n=1,010 Unweighted n=1,161 | **48%** |
| **Female** Weighted n=1,080 Unweighted n=946 | **52%** |
| **Age** | |
| **18-24** Weighted n=237 Unweighted n=147 | **11%** |
| **25-34** Weighted n=336 Unweighted n=244 | **16%** |
| **35-44** Weighted n=351 Unweighted n=311 | **17%** |
| **45-54** Weighted n=421 Unweighted n=475 | **20%** |
| **55-64** Weighted n=348 Unweighted n=408 | **17%** |
| **65-74** Weighted n=396 Unweighted n=522 | **19%** |

| | Total % |
|---|---|
| **Province** | |
| **British Columbia** Weighted n=284 Unweighted n=150 | **14%** |
| **Alberta** Weighted n=222 Unweighted n=137 | **11%** |
| **Saskatchewan** Weighted n=63 Unweighted n=48 | **3%** |
| **Manitoba** Weighted n=75 Unweighted n=76 | **4%** |
| **Ontario** Weighted n=800 Unweighted n=599 | **38%** |
| **Quebec** Weighted n=497 Unweighted n=999 | **24%** |
| **New Brunswick** Weighted n=47 Unweighted n=34 | **2%** |
| **Nova Scotia** Weighted n=61 Unweighted n=38 | **3%** |
| **Prince-Edward-Island** Weighted n=9 Unweighted n=12 | **0%** |
| **Newfoundland and Labrador** Weighted n=32 Unweighted n=14 | **2%** |

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