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Canada 2015

Tracking Voting Intentions in Canada

For Publication

Saturday, October 17, 2015

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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, **2,086 respondents, including 996 in Quebec**, 18 years of age or over, were surveyed between **October 13 and October 16, 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 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 **2,086 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	October 9, 2015 After Distribution	
Weighted n=	2,068	1,751	124	430	664	114	192	228	1,660	
Unweighted n=	2,086	1,794	83	873	503	106	104	125	1,780	
... Justin Trudeau's Liberal Party of Canada	32%	38%	51%	31%	45%	34%	30%	33%	34%	+4%
... Stephen Harper's Conservative Party	26%	30%	19%	20%	33%	41%	50%	28%	30%	
... Thomas Mulcair's New Democratic Party	19%	22%	28%	25%	20%	20%	17%	27%	25%	-3%
... Gilles Duceppe's Bloc Québécois	5%	6%	-	23%	-	-	-	-	6%	
... Elizabeth May's Green Party	3%	4%	2%	1%	2%	5%	4%	11%	4%	
Other parties	0%	0%	0%	0%	0%	0%	0%	0%	0%	
I would not vote	3%	-	-	-	-	-	-	-	-	
I would cancel my vote	1%	-	-	-	-	-	-	-	-	
I don't know	4%	-	-	-	-	-	-	-	-	
I prefer not to answer	8%	-	-	-	-	-	-	-	-	

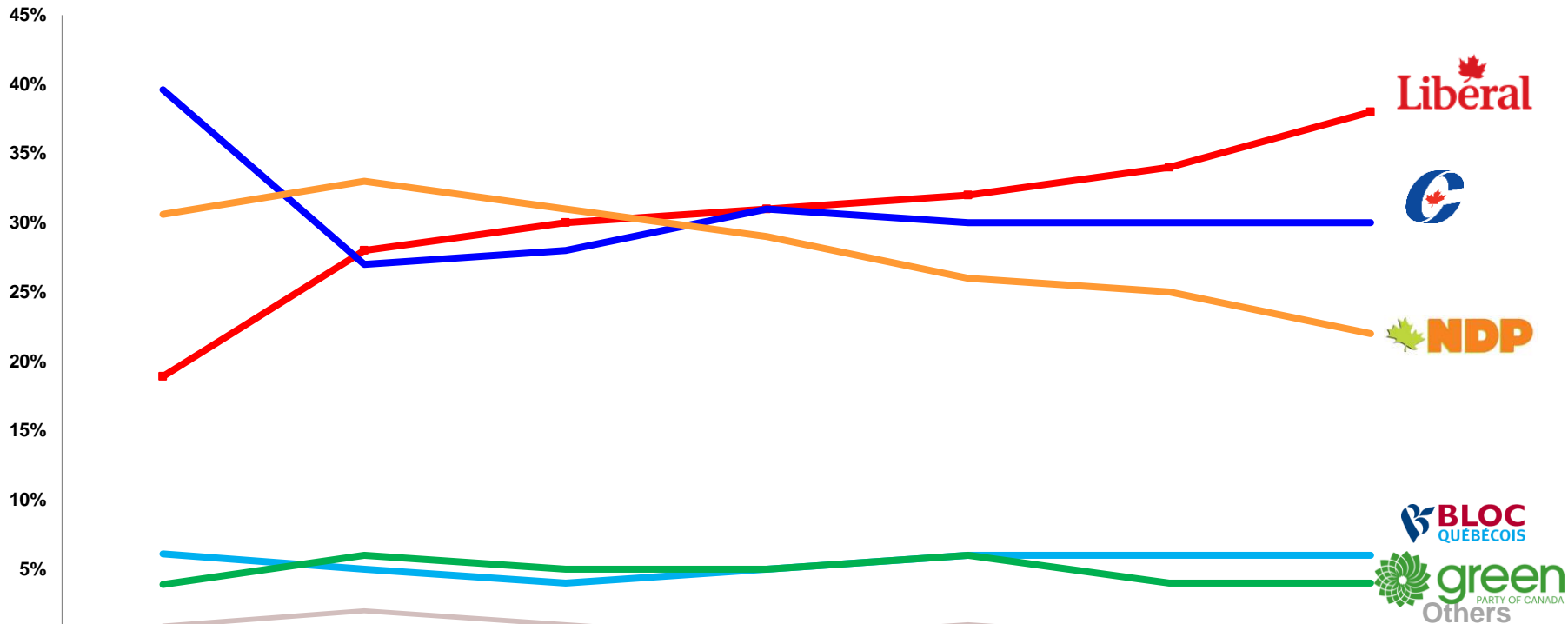
Federal Voting Intentions: Quebec vs ROC

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=	2,068	1,751	430	1,321
Unweighted n=	2,086	1,794	873	921
... Justin Trudeau's Liberal Party of Canada	32%	38%	31%	40%
... Stephen Harper's Conservative Party	26%	30%	20%	34%
... Thomas Mulcair's New Democratic Party	19%	22%	25%	21%
... Gilles Duceppe's Bloc Québécois	5%	6%	23%	-
... Elizabeth May's Green Party	3%	4%	1%	4%
Other parties	0%	0%	0%	0%
I would not vote	3%	-	-	-
I would cancel my vote	1%	-	-	-
I don't know	4%	-	-	-
I prefer not to answer	8%	-	-	-

Trends in Voting Intentions



	2011 Elections	August 14, 2015	September 2, 2015	September 24, 2015	October 2, 2015	October 9, 2015	October 17, 2015
LPC	18,90%	28%	30%	31%	32%	34%	38%
CPC	39,60%	27%	28%	31%	30%	30%	30%
NDP	30,60%	33%	31%	29%	26%	25%	22%
BQ	6,10%	5%	4%	5%	6%	6%	6%
GPC	3,90%	6%	5%	5%	6%	4%	4%
Others	0,90%	2%	1%	0%	1%	0%	0%

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=	1,146	452	246	51	363	34
Unweighted n=	1,122	403	246	105	342	26*
I will vote for [chosen party] regardless of what happens	61%	60%	54%	68%	69%	49%
I might change my mind	35%	36%	42%	32%	27%	40%
I don't know	3%	3%	4%	0%	5%	1%
I prefer not to answer	1%	1%	0%	0%	0%	10%

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=	396	165	104	17	96	14
Unweighted n=	415	162	109	41	91	12*
Thomas Mulcair's New Democratic Party	26%	45%	-	30%	21%	27%
Justin Trudeau's Liberal Party of Canada	23%	-	48%	17%	37%	33%
Elizabeth May's Green Party	13%	14%	15%	20%	9%	-
Stephen Harper's Conservative Party	10%	19%	6%	11%	-	19%
Gilles Duceppe's Bloc Québécois	4%	3%	8%	-	4%	2%
Other parties	2%	2%	0%	0%	2%	16%
I would not vote	5%	3%	6%	0%	8%	0%
I would cancel my vote	2%	1%	2%	8%	2%	0%
I don't know	14%	13%	14%	14%	18%	5%
I prefer not to answer	1%	0%	2%	0%	0%	0%

Federal Political Party that Most Embodies Change

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

	October 17, 2015	ATL	QC	ON	MB SK	AB	BC	October 9, 2015	
Weighted n=	2,068	148	494	790	136	225	275	2,061	
Unweighted n=	2,086	99	996	589	126	126	150	2,087	
Justin Trudeau's Liberal Party of Canada	32%	38%	27%	40%	28%	22%	27%	27%	+5%
Thomas Mulcair's New Democratic Party	20%	25%	25%	16%	18%	19%	18%	22%	
Elizabeth May's Green Party	11%	12%	6%	11%	12%	15%	18%	10%	
Stephen Harper's Conservative Party	7%	3%	5%	8%	12%	11%	7%	8%	
Gilles Duceppe's Bloc Québécois	2%	-	10%	-	-	-	-	2%	
Other parties	1%	0%	1%	1%	0%	1%	2%	1%	
None	11%	3%	16%	9%	12%	15%	11%	12%	
I don't know	11%	14%	8%	12%	14%	13%	13%	12%	
I prefer not to answer	4%	4%	3%	4%	3%	4%	5%	5%	

Best Prime Minister of Canada

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

	October 17, 2015	ATL	QC	ON	MB SK	AB	BC	October 9, 2015	
Weighted n=	2 068	148	494	790	136	225	275	2 061	
Unweighted n=	2 086	99	996	589	126	126	150	2 087	
Justin Trudeau	29%	33%	23%	36%	26%	26%	22%	23%	+6%
Stephen Harper	23%	11%	16%	23%	31%	37%	23%	22%	
Thomas Mulcair	19%	26%	27%	17%	14%	13%	16%	21%	
Other	3%	3%	5%	2%	1%	0%	6%	3%	
None of them	14%	10%	17%	12%	14%	13%	16%	13%	
I don't know	9%	11%	8%	8%	9%	7%	11%	12%	
I prefer not to answer	3%	6%	2%	3%	4%	4%	5%	5%	

The Next Government

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

	Province							October 9, 2015	
	October 17, 2015	ATL	QC	ON	MB SK	AB	BC		
n pondéré=	2,068	148	494	790	136	225	275	2,061	
n absolu=	2,086	99	996	589	126	126	150	2,087	
...Justin Trudeau's Liberal Party of Canada	44%	54%	42%	48%	38%	36%	37%	28%	+16%
...Stephen Harper's Conservative Party	23%	11%	24%	22%	29%	28%	22%	29%	-6%
...Thomas Mulcair's New Democratic Party	8%	9%	10%	6%	11%	7%	10%	13%	-5%
I don't know	22%	22%	22%	21%	20%	27%	25%	27%	
I prefer not to answer	3%	3%	2%	3%	2%	3%	5%	4%	

The Credibility of the Justin Trudeau and Thomas Mulcair to Lead the Government of Canada as Prime Minister

Q8 – Do you believe [leader's name] is ready to lead the Government of Canada as Prime Minister?

	Yes	No	Don't know / Refusal	Total % Yes September 2, 2015	
Justin Trudeau	42%	40%	18%	33%	+9%
Thomas Mulcair	39%	39%	23%	36%	+3%

Total Yes %	Total	Voting intentions				
		LPC	NDP	BQ	CPC	GPC
Weighted n=	2,068	670	389	97	533	62
Unweighted n=	2,086	612	403	183	547	48
Justin Trudeau	42%	85%	38%	26%	10%	40%
Thomas Mulcair	39%	37%	84%	44%	18%	38%

The Credibility of the Justin Trudeau and Thomas Mulcair to Lead the Government of Canada as Prime Minister

Q8 – Do you believe [leader's name] is ready to lead the Government of Canada as Prime Minister?

Total Yes %	Provinces					
	ATL	QC	ON	MB SK	AB	BC
Weighted n=	148	494	790	136	225	275
Unweighted n=	99	996	589	126	126	150
Justin Trudeau	49%	40%	47%	41%	33%	38%
Thomas Mulcair	42%	50%	36%	31%	30%	36%

Profile of Respondents

Profile of Respondents

	Total %
Gender	
Male Weighted n=997 Unweighted n=1,137	48%
Female Weighted n=1,071 Unweighted n=949	52%
Age	
18-24 Weighted n=219 Unweighted n=128	11%
25-34 Weighted n=340 Unweighted n=215	16%
35-44 Weighted n=349 Unweighted n=330	17%
45-54 Weighted n=420 Unweighted n=477	20%
55-64 Weighted n=350 Unweighted n=433	17%
65 + Weighted n=391 Unweighted n=503	19%

	Total %
Province	
British Columbia Weighted n=275 Unweighted n=150	13%
Alberta Weighted n=225 Unweighted n=126	11%
Saskatchewan Weighted n=63 Unweighted n=49	3%
Manitoba Weighted n=73 Unweighted n=77	4%
Ontario Weighted n=790 Unweighted n=589	38%
Quebec Weighted n=494 Unweighted n=996	24%
New Brunswick Weighted n=49 Unweighted n=34	2%
Nova Scotia Weighted n=56 Unweighted n=42	3%
Prince-Edward-Island Weighted n=9 Unweighted n=12	0%
Newfoundland and Labrador Weighted n=34 Unweighted n=11	2%

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