



THE RESEARCH INTELLIGENCE GROUP

Canada 2015

Tracking Voting Intentions in Canada

Updated March 23, 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, **1,511 respondents**, 18 years of age or over, were surveyed between **March 13 and 18, 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 comparative purposes, a random sample of 1,511 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 than that of other respondents.

Key Insights

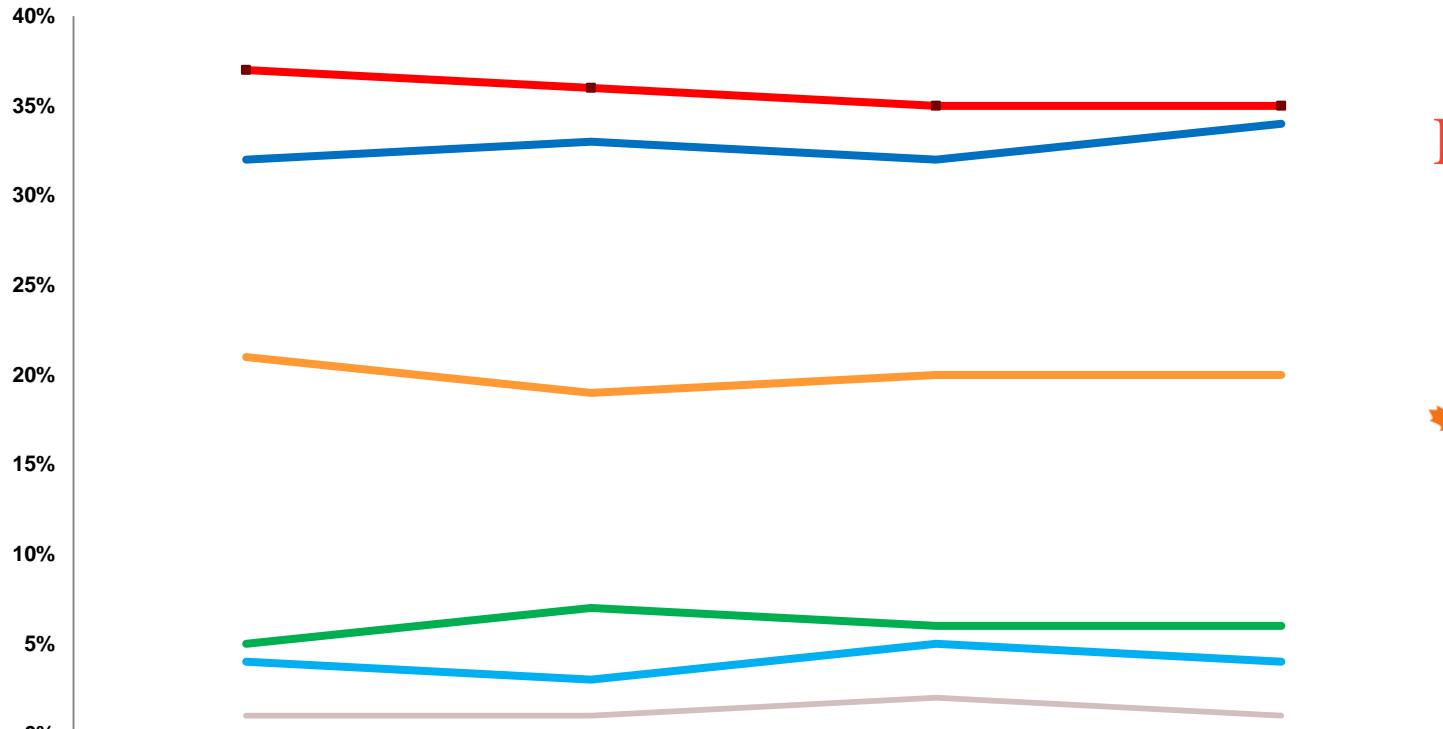
Federal Voting Intentions

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	March 18, 2015 Decided voters	ATL	QC	ON	MB SK	AB	BC	Feb. 2, 2015 Decided voters
n=	1507	1229	78	358	508	98	109	133	1229
.....Justin Trudeau's Liberal Party of Canada	28%	35%	48%	28%	40%	32%	25%	32%	35%
.....Stephen Harper's Conservative Party	27%	34%	24%	22%	38%	50%	54%	29%	32%
.....Thomas Mulcair's New Democratic Party	16%	20%	29%	30%	16%	11%	15%	20%	20%
.....Elizabeth May's Green Party	5%	6%	8%	4%	3%	7%	5%	16%	6%
.....Mario Beaulieu's Bloc Québécois	3%	4%	--	15%	--	--	--	--	5%
...for another party	1%	2%	1%	1%	2%	1%	1%	2%	2%
I would not vote	5%	--	--	--	--	--	--	--	
I would cancel my vote	2%	--	--	--	--	--	--	--	
I don't know	8%	--	--	--	--	--	--	--	
I prefer not to answer	5%	--	--	--	--	--	--	--	

Trends in Voting Intentions



Autres

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?

	March 18, 2015	Feb. 2, 2015	Nov. 6, 2014	Oct. 16, 2014
n=	1511	1507	1493	1524
TOTAL SATISFIED	37%	38%	38%	36%
Very satisfied	9%	9%	9%	8%
Somewhat satisfied	28%	29%	29%	28%
TOTAL DISSATISFIED	54%	55%	55%	58%
Somewhat dissatisfied	25%	24%	27%	24%
Very dissatisfied	29%	31%	28%	34%
I don't know / I prefer not to answer	8%	7%	7%	6%

Best Canadian Prime Minister

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

	March 18, 2015	Feb. 2, 2015	Nov. 6, 2014
n=	1511	1507	1493
Justin Trudeau	23%	23%	28%
Stephen Harper	25%	25%	26%
Thomas Mulcair	17%	16%	16%
Other	3%	3%	3%
None of them	14%	13%	13%
I don't know	14%	16%	13%
I prefer not to answer	3%	2%	1%

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