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THE **RESEARCH INTELLIGENCE** GROUP

Canada 2015
Tracking Voting Intentions in Canada

Updated May 4, 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, **1,488 respondents**, 18 years of age or over, were surveyed between **April 27 and 30, 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 1,488 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.
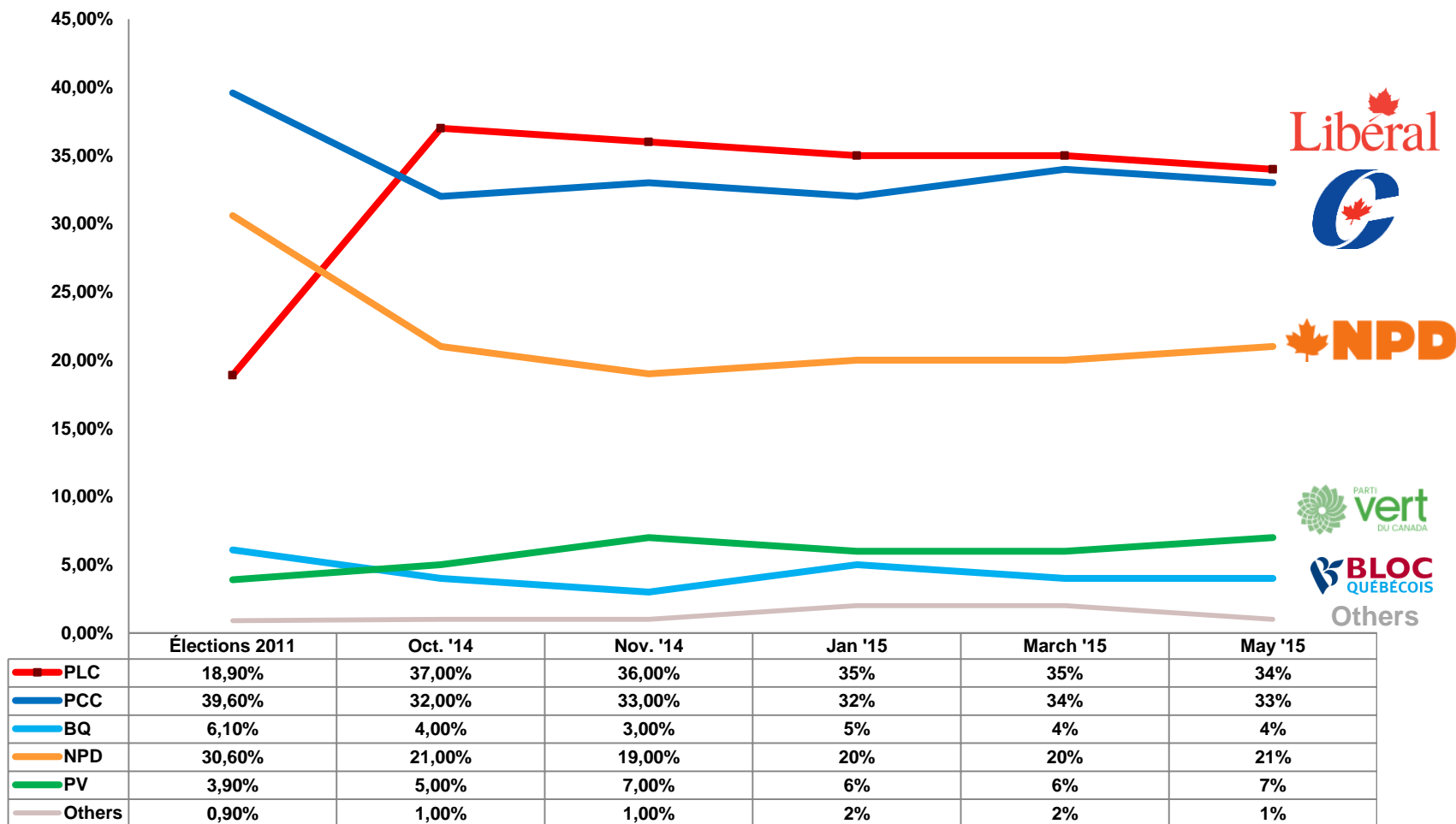
Detailed Results

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	March '15 After Distribution
n=	1488	1281	83	352	519	91	112	124	1229
… **Justin Trudeau's Liberal Party of Canada**	28%	34%	53%	26%	37%	28%	28%	35%	35%
… **Stephen Harper's Conservative Party**	27%	33%	15%	21%	37%	51%	48%	31%	34%
... **Thomas Mulcair's New Democratic Party**	18%	21%	21%	31%	17%	17%	22%	17%	20%
… **Elizabeth May's Green Party**	6%	7%	12%	6%	7%	4%	1%	15%	6%
… **Mario Beaulieu's Bloc Québécois**	3%	4%	0%	16%	0%	0%	0%	0%	4%
Others	1%	1%	0%	0%	2%	0%	1%	3%	2%
I would not vote	6%	-	-	-	-	-	-	-	-
I would cancel my vote	2%	-	-	-	-	-	-	-	-
I don't know	15%	-	-	-	-	-	-	-	-
I prefer not to answer	3%	-	-	-	-	-	-	-	-

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

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?

	May '15	ATL	QC	ON	MB SK	AB	BC	March '15
n=	1488	99	404	593	121	127	144	1511
TOTAL SATISFIED	35%	24%	28%	38%	44%	46%	28%	37%
Very satisfied	9%	5%	6%	12%	6%	8%	7%	9%
Somewhat satisfied	26%	18%	22%	26%	38%	38%	21%	28%
TOTAL DISSATISFIED	58%	70%	66%	54%	52%	46%	63%	54%
Somewhat dissatisfied	26%	25%	34%	24%	22%	23%	21%	25%
Very dissatisfied	32%	44%	32%	30%	30%	23%	42%	29%
I don't know / I prefer not to answer	7%	7%	6%	8%	4%	7%	9%	8%

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Best Canadian Prime Minister

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

	May 2015	Atl	QC	ON	MB SK	AB	BC	March '15
n=	1488	99	404	593	121	127	144	1511
Stephen Harper	25%	11%	17%	30%	32%	33%	24%	23%
Justin Trudeau	23%	36%	20%	25%	23%	17%	21%	25%
Thomas Mulcair	19%	17%	32%	15%	8%	18%	17%	17%
Other	4%	3%	4%	4%	4%	3%	3%	3%
None of them	14%	14%	14%	13%	12%	13%	21%	14%
I don't know	13%	17%	11%	10%	20%	16%	13%	14%
I prefer not to answer	2%	2%	1%	3%	2%	0%	0%	3%

Who would win?

Q- Which of the following parties do you think will form the next government of Canada?

	Total	LPC	NDP	BQ	PC	GP
n=	1488	448	273	51	414	83
… Justin Trudeau's Liberal Party of Canada	34%	73%	28%	44%	6%	32%
… Stephen Harper's Conservative Party	34%	12%	18%	23%	83%	19%
... Thomas Mulcair's New Democratic Party	9%	2%	36%	14%	1%	14%
… Elizabeth May's Green Party	1%	0%	1%	12%	0%	1%
… Mario Beaulieu's Bloc Québécois	2%	1%	1%	0%	1%	13%
I don't know	20%	12%	16%	7%	10%	20%
I prefer not to answer	1%	0%	0%	0%	0%	2%

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

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600 employees

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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

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