

Election Poll: Late Campaign
Final Quest – October 9

Today we are doing a short survey on the current federal election campaign- It should only take a few minutes of your time.

1. As you know, a Canadian federal election will be held this coming Monday, October 19th. As far as you are concerned, what would you say are the most important issues in this election?

(If your main issue isn't on this list, please write it in at the space below.)

[MULTIPLE RESPONSE -- ALLOW UP TO 2 SELECTIONS]

[KEEP ISSUES LISTED WITHIN THE "BLOCKS" BELOW, IN THIS ORDER.]

The economy

Jobs/Unemployment

Deficit/Debt/Government spending

Taxes

Cost of living

Health Care

Environment/Climate change

Education/Post-secondary

Terrorism/Security

Trade/TPP/Competitiveness

Leadership/Politics

Integrity/Ethics

Canadian values/Niqab debate

[FIX POSITION] Other Issue [PROVIDE WRITE-IN BOX]

2. How closely have you been following this federal election campaign so far?

Following it in the news, and discussing it with friends and family

Seeing some media coverage, and having the odd conversation about it

Just scanning the headlines

Haven't seen or heard anything about it

3a. Regardless of which party you might be supporting in this election, how appealing do you find each of the following people?

[ROWS – RANDOMIZE]

Conservative Party leader Stephen Harper
 Liberal Party leader Justin Trudeau
 New Democratic Party/NDP leader Thomas Mulcair
 Bloc Quebecois leader Gilles Duceppe [QC only]
 Green Party Leader Elizabeth May

[COLUMNS]

Not at all appealing
 Not very appealing
 Quite appealing
 Very appealing
 Not sure/Can't say

[Moved from after vote sequence – and now includes advance voting]

[ASK ALL]

3b. And, how likely is it that you will actually go out and vote in this federal election? Are you:

Absolutely certain you will go out and vote
 Quite sure you will vote
 Will vote if you remember
 Will probably not end up voting

Or, have you:

Already voted at an advance poll

[ASK ADVANCE VOTERS:]

3c. Which party's candidate did you support?

[ROTATE ORDER OF FIRST THREE PARTIES IN ROC AND FIRST FOUR PARTIES IN QC. OTHERS LIST AS BELOW]

Conservative Party
 Liberal Party
 New Democratic Party (NDP)
 Bloc Quebecois [QUEBEC ONLY]
 Green Party
 Other Party
 Rather not say

[ADVANCE VOTERS NOW SKIP TO Q8]

[ASK ALL BUT ADVANCE VOTERS]

4. Based on how you feel right now, which party's candidate in your own riding will you be most likely to support in this federal election?

[ROTATE ORDER OF FIRST THREE PARTIES IN ROC AND FIRST FOUR PARTIES IN QC. OTHERS LIST AS BELOW]

Conservative Party

Liberal Party

New Democratic Party (NDP)

Bloc Quebecois [QUEBEC ONLY]

Green Party

Other Party

Undecided/Not sure

[IF NOT SURE/CAN'T SAY]

5. Is there any party you are leaning towards?

[SAME ORDER AS ABOVE]

Conservative Party

Liberal Party

New Democratic Party (NDP)

Bloc Quebecois [OPTION IN QUEBEC ONLY]

Green Party

Other Party

Undecided/Not Sure

[ASK THOSE NAMING A PARTY IN Q4 OR Q5]

6. How certain are you that you will actually end up voting for this party?

[SINGLE CHOICE] [THIS ORDER]

I will definitely vote for this party, no way I could change my mind

I will probably vote for this party

I could change my mind before voting day

LIKELIHOOD OF VOTING NOW MOVED UP PRE VOTE SEQUENCE TO GET ADVANCE VOTERS]

[ASK ALL THOSE UNDECIDED AT Q5 OR COULD CHANGE THEIR MIND AT Q6]

7. You've indicated you haven't firmly made up your mind yet about which party's candidate you will support in this federal election. With less than a week left now until voting day, when do you think you will make up your mind:

In the next day or so

The final weekend

Not until voting day, Monday the 19th

ASK ALL

8. Over the course of the last week or so, would you say your opinion of each of the following people has improved, stayed the same or worsened?

[SAME ORDER AS PRECEDING QUESTION]

Stephen Harper – Leader of the Conservative Party of Canada

Justin Trudeau – Leader of the Liberal Party of Canada

Thomas Mulcair – Leader of the New Democratic Party

Gilles Duceppe – Leader of the Bloc Quebecois [QC only]

Elizabeth May – Leader of the Green Party

Worsened

Stayed the same

Improved

9. And – which of the three major party leaders do you think would make the **best Prime Minister** of Canada?

[RANDOMIZE]

Stephen Harper

Justin Trudeau

Thomas Mulcair

Not Sure

10a. Regardless of who you might be supporting, who do you think will **win** this election and form the next government of Canada?

Conservative Party of Canada

Liberal Party of Canada

New Democratic Party of Canada (NDP)

Don't know/Can't say

[Anyone naming a party in previous question]

10b. Do you expect them to win a majority or a minority government?

Majority

Minority

Don't know/Can't say

[ASK ALL SOFT LIBERALS AND NEW DEMOCRATS]

11. How likely is it that you could change your mind and vote instead for the [Liberal/NDP] candidate in this election? Is it:

Very likely you could end up doing that

Somewhat likely

Not very likely

No way you would do that

12. Looking at the possible outcomes of this federal election, there are six overall possibilities -- each of the three main parties has a chance of winning a majority or a minority of seats in the next Parliament.

We'd like to know whether you personally would be pleased or upset about each of these possible outcomes.

[KEEP THIS ORDER]

Conservative – majority

Conservative – minority

Liberal – majority

Liberal – minority

NDP – majority

NDP – minority

Very upset

Quite upset

Neutral

Quite pleased

Very pleased

13. Thinking about past elections, which of the following best describes your own personal voting habits?

[SINGLE RESPONSE] [THIS ORDER]

I vote in every election (federal, provincial, and municipal)

I vote in most elections (three of the last four elections)

I vote in some elections (two of the last four elections)

I rarely vote (one of the last four elections)

I never vote

14. Now, thinking back to the last Canadian federal election held in May of 2011 did you actually go out and vote in that election?

Yes, definitely voted

Probably voted

Maybe not/Can't recall

No, did not vote in that election

[ASK ALL WHO SAY THEY VOTED OR MAY HAVE VOTED, TOP 3 BOX ABOVE]

15. And, which party's candidate did you vote for in that 2011 federal election?

[SAME PARTY ORDER]

Conservative Party

Liberal Party

New Democratic Party (NDP)

Bloc Quebecois [OPTION IN QC ONLY]

Green Party

Other Party

Not sure/Can't say

[ASK ALL ONTARIO:]

16. And thinking back to the most recent Ontario provincial election held in June of 2014, which party's candidate did you vote for in that election?

Conservative/Tim Hudak

Liberal/Kathleen Wynne

NDP/Andrea Horwath

Green Party

Other Party

Did not vote in that election

Not sure/Can't say