Today we are doing a short survey asking people about some important public issues here in Canada. It should only take a few minutes of your time.

1. As you know, a Canadian federal election will be held in about 10 days time, on 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

3. 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

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

[ASK ALL]
7. And, how likely is it that you will actually go out and vote in this coming 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

[ASK ALL THOSE UNDECIDED AT Q5 OR COULD CHANGE THEIR MIND AT Q6]
8. 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 roughly 10 days left now until voting day, when do you think you will make up your mind:

- In the next few days
- Next week sometime
- The final couple of days
- Not until voting day

9. Which of the following best describes you?
Do you:

- Always vote for the same party no matter what
- Usually do so
- Consider the options each time
- Very flexible about my choice election to election

Q10. 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

11. 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

[ASK ALL UNDECIDED AT Q5 AND COULD STILL CHANGE THEIR MIND AT Q6]

12. People look at election campaigns and their political choices with both their "hearts" and their "minds", and sometimes these suggest a different preference.

[ROTATE TWO ITEMS BELOW]

a. Suppose in this current federal election campaign, you are relying only on your "gut" or your "heart". In that case, which of the three main party leaders are you most attracted to?

[RANDOMIZE]
Stephen Harper
Justin Trudeau
Thomas Mulcair

b. Suppose in this current federal election campaign, you are relying only on your reasoning and intellectual considerations. In that case, which of the three main party leaders are you most attracted to?

[RANDOMIZE]
Stephen Harper
Justin Trudeau
Thomas Mulcair

13. 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]
14. Do you expect them to win a majority or a minority government?

Majority
Minority
Don’t know/Can’t say

15. And which party’s candidate do you think will win the election in your own riding?

Conservative Party of Canada
Liberal Party of Canada
New Democratic Party of Canada (NDP)
Bloc Quebecois
Green Party
Don’t know/Can’t say

Changing our focus for a moment.....

16. We want to get people’s views on the “Trans-Pacific Partnership” or TPP – an international trade agreement involving 12 countries in the Asia-Pacific region, including Canada. Negotiations have just been completed and the countries involved will now need to approve the final agreement.

Based on whatever you may have seen or heard about this and on your own general impressions, would you say you support or oppose Canada approving the agreement and joining the Trans-Pacific Partnership?

Support
Oppose
Can't say/Don’t know

17. Based on whatever you might have heard or seen about the Trans-Pacific Partnership or TPP, if Canada does approve and join it, do you think it will have a positive impact, a negative impact or no impact on the following:

[RANDOMIZE ITEMS]
Employment and jobs in your own area
The Canadian economy
Consumer choices

Negative impact
No impact
Positive impact
18. Turning back to the federal political scene now and thinking of the major parties' responses and positions on the Trans-Pacific Partnership or TPP -- overall, has the whole TPP issue and debate so far made you feel more positive, more negative or just the same towards each of the three major parties?

[RANDOMIZE. SAME ORDER AS BEFORE]
The Conservatives and Stephen Harper
The Liberals and Justin Trudeau
The NDP and Thomas Mulcair

More Negative
Just the same
More Positive

19. Now, considering all the issues and the choices facing Canada in this election, which party’s candidate are you yourself most likely to support? Will it be the candidate representing the:

[SAME PARTY ORDER]
Conservative Party
Liberal Party
New Democratic Party (NDP)
Bloc Quebecois [QUEBEC ONLY]
Green Party
Other Party
Not sure/Can’t say

Q20. 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

Q21. 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
Q22. 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:]
23. 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

[ASK in “416”]
24. And, how about in last fall’s mayoral election here in Toronto? Which candidate, if any, did you vote for in that election?

- John Tory
- Doug Ford
- Olivia Chow
- Another candidate
- Did not vote in the mayoral election
- Not sure/can’t say