Vote intention
April 25, 2019

Vote intention section

Today we are asking people about some different issues here in Canada and [Name of Province]. As always, we’re interested in everyone’s point of view, and there are no right or wrong answers.

QV1. First of all, as far as you’re concerned, what would you say are the most important issues facing Canada today? (Please select up to two.)

[Randomize List]
The Deficit / Government spending
Economy
Health Care
Taxes
Jobs / Unemployment
Environment / Pollution
Income inequality / Poverty
First Nations issues / Indigenous Affairs
Energy / Natural Resources
Ethics / Corruption
Terrorism / Security
Crime / Public safety
Education / Post-secondary training
Immigration
National Unity – Western Canada / Quebec
Housing affordability
Other (specify)

QV2. Some people are interested in Canadian politics and public policy issues, and some people aren’t. How about you? Would you say you personally have:

A high interest in political and policy issues
A moderate interest
Lower interest
No interest -- you pretty much tune this out

QV3. If a federal election were held tomorrow, how certain are you about which party you would support? Would you say you are...

Absolutely certain of who you would support – no way you could change your mind
Fairly certain – You feel like you’ve made up your mind
Less certain – You could change your mind
Not certain at all – You have no idea who you’d support
QV4. And in thinking about your options in a Canadian federal election, what is the MOST important consideration for you in making up your mind how you’ll vote? Is it:

[Randomize items]
The party leaders
The individual candidates running in your own constituency
The party’s positions on the issues
[ANCHOR] Really can’t say/Not sure

QV5. If a federal election were held tomorrow, which party’s candidate would you yourself be most likely to support?

[Single choice. Randomize first 3 choices/first 4 in QC. Then keep that order per respondent.]
Conservative Party
Liberal Party
New Democratic Party (NDP)
Bloc Quebecois (BQ) [QC Only]
Green Party
Other Party/Independent
Undecided /Don't know
Rather not say
Will not vote

[Ask all Undecided/Rather not say:]
QV6. We’ve noticed you did not select a party. Is there a party you are currently leaning towards?

[Same order as previous]
Conservative Party
Liberal Party
New Democratic Party (NDP)
Bloc Quebecois (BQ) [QC Only]
Green Party
Other Party/Independent
Undecided /Don't know
Rather not say
Will not vote

[If Other Party/Independent mentioned at QV5 or QV6, Ask:]
QV7. And which other federal election candidate would that be?

[This order]
People’s Party/Maxime Bernier
Independent/non-affiliated candidate
Libertarian
QV8. You indicated you plan to support (or are leaning towards) the [PIPE IN PARTY SELECTED]. Would you say you support that party mostly because:

[This Order]
You really like that party and what it stands for
You dislike another party even more and want to stop them from winning

QV9. Setting aside your own party preference for a moment, do you approve or disapprove of the following federal leaders?

[Rows – Same order as previous]
Conservative Party leader Andrew Scheer
Liberal leader Justin Trudeau
New Democratic Party/NDP leader Jagmeet Singh
Green Party leader Elizabeth May [fix position]
Bloc Québécois leader Yves-Francois Blanchet [QC only]

[Response options:]
Strongly approve
Approve
Disapprove
Strongly disapprove
Not sure/Can't say

QV10. And, which of these leaders would make the best Prime Minister of Canada?

[Same order as previous]
Andrew Scheer
Justin Trudeau
Jagmeet Singh
Elizabeth May
Not sure

QV11. Regardless of your individual choice for best Prime Minister - tell us which you think is the best party to form the government:

[Same order as previous]
Conservative Party
Liberal Party
New Democratic Party (NDP)
Bloc Québécois [QC only]
Green Party
Not sure

QV12. And over the past month or so, would you say your opinion of each of the following has improved, worsened or stayed the same?

[Same order as previous]
The Liberal Party of Canada led by Justin Trudeau
The Conservative Party of Canada led by Andrew Scheer
The New Democratic Party (NDP) led by Jagmeet Singh
The Green Party led by Elizabeth May
The Bloc Québécois led by Yves-Francois Blanchet [QC only]

[COLUMNS]
Improved
Stayed the same
Worsened

QV13. Which of the following two statements best reflects how you feel today?

[Rotate]
It is time for a change in government, the Liberals under Justin Trudeau should be replaced by a different party
It is not time for a change in government, the Liberals under Justin Trudeau should be re-elected
[ANCHORED] Not sure/Can’t say

Vote last questions

Now, just a few more questions about politics and the political scene.

QL1. 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

QL2. How about in the last Canadian federal election which was held back in October 2015 – -- that’s when Justin Trudeau and the Liberals first got elected, defeating Stephen Harper’s Conservative government, and the opposition NDP led by Thomas Mulcair. [QC Only: and Gilles Duceppe had come back to lead the Bloc.]

To the best of your recollection, did you actually go out and vote in that 2015 federal election?

Yes, definitely voted
Probably voted
Maybe not/Can’t recall
No, did not vote in that election

[ASK ONLY Voters: (Top 3 boxes at QL2)]

QL3. And which party’s candidate did you support in that 2015 Canadian federal election?

[Present first 3 parties/4 in QC in same order as earlier politics questions]
Conservative
Liberal
NDP/New Democrat
Bloc Quebecois [QC Only]
Green Party
Some other party
Can’t recall/not sure
Prefer not to say

QL4. How likely is it that you yourself would consider supporting each of these parties in a future federal election? Would you:

[Rows -- same order as above]
The Conservative Party of Canada led by Andrew Scheer
The Liberal Party led by Justin Trudeau
The New Democratic Party (NDP) led by Jagmeet Singh
[QC Only] The Bloc Quebecois and Yves-Francois Blanchet

[Response options]
Definitely support them
Certainly consider them
Maybe consider them
Definitely NOT even consider them

Let’s turn our attention for a moment now to the provincial political scene here in [Province].

QL5. If a provincial election were held tomorrow here in [Province], which party’s candidate would you yourself be most likely to support?
[Party List below – tailored to province. Alphabetical order so no randomizing needed. Followed by:] Other Party Undecided/Don’t know Rather Not Say None/Would not vote

[If Undecided/Don’t know at QL5:] QL6. A lot of people aren’t sure at this point which party they would support, but is there nevertheless a provincial party here that you are leaning towards?

Same list as QL5

QL7. Thinking back to the last provincial election held here in [Province] in [Month of Year], which party’s candidate did you support in that election?

[Same tailored alpha party list] Other Party I did not vote Not sure/Can’t say Rather Not Say

List of Provincial Parties for QL5 AND QL6:

BC:
BC Liberal Party
BC New Democratic Party (NDP)
BC Green Party

AB:
Alberta New Democratic Party (NDP)
United Conservative Party
Alberta Liberal Party
Alberta Party

SK:
Saskatchewan Party
Saskatchewan New Democratic Party
Saskatchewan Liberal Party
Saskatchewan Green Party
Progressive Conservative Party of Saskatchewan

MB:
Progressive Conservative Party of Manitoba
New Democratic Party of Manitoba (NDP)
Manitoba Liberal Party
Green Party of Manitoba
ON:
Progressive Conservative Party of Ontario
Ontario New Democratic Party
Ontario Liberal Party
Green Party of Ontario

QC:
Coalition Avenir Québec
Quebec Liberal Party
Parti Québécois
Coalition Avenir Québec
Québec Solidaire

NB:
Liberal Party of New Brunswick
Progressive Conservative Party of New Brunswick
Green Party of New Brunswick
People’s Alliance of New Brunswick
New Democratic Party of New Brunswick

NS:
Nova Scotia Liberal Party
Progressive Conservative Association of Nova Scotia
Nova Scotia New Democratic Party (NDP)
Green Party of Nova Scotia

PEI:
Liberal Party of Prince Edward Island
Progressive Conservative Party of Prince Edward Island
Green Party of Prince Edward Island
New Democratic Party of Prince Edward Island

NFLD:
Liberal Party of Newfoundland and Labrador
Progressive Conservative Party of Newfoundland and Labrador
Newfoundland and Labrador New Democratic Party (NDP)

Last Provincial Elections for QL7:

BC: May 2017
AB: April 2019
SK: April 2016
MB: April 2016
ON: June 2018
QC: October 2018
PEI: April 2019