Election 2019 -- Leadership/Personalities

Today we have some questions for you about life in Canada. Remember there are no right or wrong answers, we just want your views.

Q1. First, 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 / Climate Change
Income inequality/Poverty
First Nations issues / Indigenous Affairs
Energy / Natural Resources / Pipelines
Ethics / Corruption
Terrorism / Security
Crime / Public safety
Education / Post-secondary training
Immigration
National Unity – Western Canada/Quebec
Housing affordability
Other (specify)

Q2. As you may have heard, a federal election will be held on October 21. How important would you say is this forthcoming election is for Canada? Compared to the last federal election four years ago, would you say this election is...

Way more important than 2015
More important
About the same level of importance
Not as important
Way less important than 2015

Q3. And how much is at stake for you personally in this election – will the result have a big impact on your own life?

A lot at stake
A little at stake
Not very much at stake
Nothing at stake

Q4. Now, we would like to know how likely you are to consider voting for each of these parties in the election? For each, would you say you are:

[Rows, Randomize]
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
The Green Party led by Elizabeth May
[QC Only] The Bloc Quebecois and Yves-Francois Blanchet
The People’s Party of Canada led by Maxime Bernier

[Response options]
Definitely voting for them
Considering voting for them
Probably not voting for them
Definitely NOT voting for them

IF DEFINITELY OR DEFINITELY NOT CPC – SKIP SCHEER at Q11
IF DEFINITELY OR DEFINITELY NOT LIBERAL – SKIP TRUDEAU Q11
IF DEFINITELY OR DEFINITELY NOT NDP – SKIP SINGH Q11
IF DEFINITELY OR DEFINITELY NOT GREEN – SKIP MAY Q11
IF DEFINITELY OR DEFINITELY NOT BLOC – SKIP BLANCHET Q11
IF DEFINITELY OR DEFINITELY NOT PPC – SKIP BERNIER Q11

[Rotate order for Q5 and Q6] (Randomize order for Q7 to Q10, Q10 is QC only]

Q5a. Here are some pictures of Justin Trudeau, leader of the Liberal Party, and Prime Minister of Canada.

Would you describe your view of Justin Trudeau as favourable or unfavourable?

Very favourable
Favourable
Unfavourable
Very unfavourable
Not sure/can't say
[If unfavourable:]

Q5b. What is it you **don't like** about Justin Trudeau?

His personality
The policies he supports
His values/beliefs
Something he did, in particular: specify

Q6a. Here are some pictures of Andrew Scheer, leader of the Conservative Party.

Show pictures.

Would you describe your view of Andrew Scheer as favourable or unfavourable?

Very favourable
Favourable
Unfavourable
Very unfavourable
Not sure/can't say

[If unfavourable:]

Q6b. What is it you **don't like** about Andrew Scheer?

His personality
The policies he supports
His values/beliefs
Something he did, in particular: specify

Q7a. Here are some pictures of Jagmeet Singh, leader of the New Democratic Party (NDP)

Show pictures.

Would you describe your view of Jagmeet Singh as favourable or unfavourable?

Very favourable
Favourable
Unfavourable
Very unfavourable
Not sure/can't say
Q7b. What is it you don't like about Jagmeet Singh?

His personality
The policies he supports
His values/beliefs
Something he did, in particular: specify

Q8a. Here are some pictures of Elizabeth May, leader of the Green Party

Show pictures.

Would you describe your view of Elizabeth May as favourable or unfavourable?

Very favourable
Favourable
Unfavourable
Very unfavourable
Not sure/can't say

Q8b. What is it you don't like about Elizabeth May?

His/her personality
The policies he/she supports
His/her values/beliefs
Something they did, in particular: specify

Q9a. Here are some pictures of Maxime Bernier, leader of the People’s Party of Canada

Show pictures.

Would you describe your view of Maxime Bernier as favourable or unfavourable?

Very favourable
Favourable
Unfavourable
Very unfavourable
Not sure/can't say
Q9b. What is it you don't like about Maxime Bernier?

His personality
The policies he supports
His values/beliefs
Something he did, in particular: specify

Q10a. Here are some pictures of Yves-Francois Blanchet leader of the Bloc Quebecois

Show pictures.

Would you describe your view of Yves-Francois Blanchet as favourable or unfavourable?

Very favourable
Favourable
Unfavourable
Very unfavourable
Not sure/can't say

Q10b. What is it you don't like about Yves-Francois Blanchet?

His personality
The policies he supports
His values/beliefs
Something he did, in particular: specify

Q11. Now we will present you with a series of paired descriptions regarding traits some of the federal leaders may have. For each pair, please select the word that most closely reflects how you feel about each leader. Even if you don't completely agree with that option, please choose the one closest to your view.

[Paired choices, choose one, skip any leader that a respondent is DEFINITELY or DEFINITELY NOT supporting at Q4]

Down to earth Arrogant
Strategic Bumbling
Strong Weak
Influential Unimportant
Honest          Liar
Compassionate  Uncaring
Up to the job  In over their head
Authentic      Phony
Realistic      Naïve
Tolerant       Racist
Democrat       Dictator

[Description for Q12a/b] During election campaigns, people consider their political choices with both their hearts and their minds.

[ROTATE TWO QUESTIONS BELOW]

Q12a. Suppose in this federal election, you are relying only on your gut or your heart. In that case, which of the main party leaders are you most attracted to?

[RANDOMIZE]
Andrew Scheer
Justin Trudeau
Jagmeet Singh
Elizabeth May
[QC only] Yves-François Blanchet
Maxime Bernier

Q12b. Suppose in this federal election, you are relying only on your reasoning and intellectual considerations. In that case, which of the main party leaders are you most attracted to?

[RANDOMIZE]
Andrew Scheer
Justin Trudeau
Jagmeet Singh
Elizabeth May
[QC only] Yves-François Blanchet
Maxime Bernier

Q13. All things considered, which of these two national party leaders would make the best Prime Minister of Canada?

[Rotate]
Conservative Party leader Andrew Scheer
Liberal Party leader Justin Trudeau

Q14. And which party’s candidate will you be most likely to support on election day?

[Single choice. Randomize first 3 choices/first 4 in QC. Then keep that order per respondent.]

Conservative Party of Canada
Liberal Party of Canada
New Democratic Party (NDP) of Canada
Bloc Quebecois (BQ) [QC Only]
Green Party
People’s Party of Canada
Other Party/Independent
Undecided /Don’t know
Rather not say
Will not vote
[Ask all Undecided/Rather not say:]

Q15. We’ve noticed you did not select a party. Is there a party you are currently leaning towards?

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

[If Other Party/Independent mentioned at Q14 or Q15, Ask:]

Q16. And which other federal election candidate would that be?

[This order]
Independent/non-affiliated candidate
Libertarian
Christian Heritage
Some other party
None – spoil ballot/won’t vote
Don’t Know/Not Sure

Q17. 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.
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

[Voters: Top 3 boxes at Q17]

Q18. And which party’s candidate did you support in that 2015 Canadian federal election?

Conservative
Liberal
NDP/New Democrat
Bloc Quebecois [QC Only]
Green Party
Some other party
Can’t recall/not sure
Prefer not to say

Q19. 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 -- except Alberta, ending with:] Other Party I did not vote Not sure/Can’t say Rather Not Say

List of Provincial Parties for Q19:

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
Québec 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 QR13:

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