This survey is about some issues concerning Canada and [ROC: your province/QC: Quebec] today. As always, there are no right or wrong answers, we just want to get everyone’s different views.

Q1. As you may have heard, a general election will be held in Canada this month. We’d like to know which issues you care about the most during this campaign so far. From this list below, please select up to 2 that are most important to you personally.

[RANDOMIZE]
Job opportunities in my community
Management of the federal deficit
Improving health care access
The amount of taxes I pay
Immigration policy
Access to affordable housing
Upholding the rights of religious groups in Canada
Natural resource and energy policy
Protecting the rights of LGBTQ2 Canadians
Canada’s role on the international stage
Improving living conditions for Canada’s First Nations
Climate change
Transparency and honesty in the federal government
Other [specify]: FIXED

QL2. What is your overall impression of each of the following party leaders?

[ROWS] [RANDOMIZE first 3 only/4 in QC, Rest are fixed]
Conservative Party leader Andrew Scheer
Liberal leader Justin Trudeau
New Democratic Party/NDP leader Jagmeet Singh
Bloc Québécois leader Yves-François Blanchet [QC only]
Green Party leader Elizabeth May FIXED
People’s Party of Canada leader Maxime Bernier FIXED

[COLUMNS]
Very favourable
Favourable
Unfavourable
Very unfavourable
Not sure/can’t say
Q2. Based on how you feel right now, how certain are you about which party’s candidate you will support in this upcoming federal election? Would you say you are...?

Absolutely certain of who you will 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’ll support

Q3. In this upcoming federal election, which party’s candidate will you be most likely to support?

[SINGLE CHOICE] [RANDOMIZE first 3 only/4 in QC, Rest are fixed]
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:]

Q4. We’ve noticed you did not select a party. Is there a party you are currently leaning towards?

[SINGLE CHOICE] [SAME ORDER AS Q3]
Conservative Party
Liberal Party
New Democratic Party (NDP)
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 party named at Q3/4, ask:]
Q5a. Suppose for some reason you could not support the [PIPE IN PARTY SELECTED]. In that case, which party would be your second choice?

[SINGLE CHOICE] [SAME ORDER AS Q3/Q4, MINUS PARTY SELECTED]
Conservative Party
Liberal Party
New Democratic Party (NDP)
Bloc Quebecois (BQ) [QC Only]
Green Party
People’s Party of Canada
Other Party/Independent
No second choice party

[If no second choice party named at Q5a:]
Q5b. Suppose you had to pick a party that would be your second choice in this election. Which party would that be?

[SINGLE CHOICE] [SAME ORDER AS Q3/Q4, MINUS PARTY SELECTED]
Conservative Party
Liberal Party
New Democratic Party (NDP)
Bloc Quebecois (BQ) [QC Only]
Green Party
People’s Party of Canada
Other Party/Independent
Really can’t say/No second choice

[Ask everyone:]
Q5c. Is there any party you feel you absolutely could NOT support in this election? (Select up to two).

[Same order] [HIDE PARTY OR PARTIES SELECTED AT Q3-Q5b]
Conservative Party
Liberal Party
New Democratic Party (NDP)
Bloc Quebecois (BQ) [QC Only]
Green Party
People’s Party of Canada
No, could support any party
Q6. Do you approve or disapprove of Prime Minister Justin Trudeau?

Strongly approve
Approve
Disapprove
Strongly disapprove
Not sure/Can’t say

Q8. And, which of these leaders would make the best Prime Minister of Canada?

ROTATE
Andrew Scheer
Justin Trudeau

Q9a. Since the election campaign started a few weeks ago, would you say your opinion of each of the following has improved, worsened or stayed the same?

[ROWS] [RANDOMIZE first 3 only/4 in QC, Rest are fixed]
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 Bloc Québécois led by Yves-François Blanchet [QC only]
The Green Party led by Elizabeth May
The People’s Party of Canada led by Maxime Bernier

[COLUMNS]
Improved
Stayed the same
Worsened

Q9b. The federal election is this month. Do you know what the actual election date is?

October 15th
October 21st
October 28th
Some other date (Specify:__________)
No, don’t know the exact date

[Separate Screen]
Just to confirm, the official election date is Monday, the 21st of October.
Q9c. 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

[Ask all who chose a named party at Q3 or Q4]
QB1. You indicated you plan to support (or are leaning towards) the [PIPE IN PARTY SELECTED at Q3/4].
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

[Ask all who chose a named party at Q3 or Q4]
QB2. Suppose in your own riding, it looks like a candidate or party you really don’t like is going to win that seat. In that case, how likely is it that you would consider shifting your own support towards another candidate who may not be your first choice but has a better chance of beating that candidate you don't like? Is this something you yourself:

Would not do, you'd stick with your first choice no matter what
Would probably not do
Would consider doing
Would definitely do – it's worth it to try to block the one you don’t like

[ASK SOFT NON-LIB VOTERS OPEN TO LIBS: Those who are NOT “absolutely certain” at Q2, AND who named the Liberals as their second choice party at Q5a/b]
QB3. A lot of people wait until just before the election to finally make up their mind who they will actually support in the voting booth. Based on how you feel right now, what do you think is the likelihood that you will ultimately end up voting for the Liberal Party’s candidate in this election? Is it:

[Columns]
Very likely you could end up voting for the Liberals
Somewhat likely
Not very likely
No way you will end up voting Liberal in this election
QB4 Section: UNDECIDED/RATHER NOT SAY AT Q4

QB4a. You indicated you are undecided and can’t say which party you would support at this point in this election. Would you say you feel this way because you are:

Torn deciding between two parties
Truly undecided/Can’t make up your mind

[If torn between two parties at B4a:]
QB4b. Which two parties are you torn between? (Select two from the list below)
[Same order as Q3]
Conservative Party
Liberal Party
New Democratic Party (NDP)
Bloc Quebecois (BQ) [QC Only]
Green Party
People’s Party of Canada
Other Party/Independent
Don’t know/Can’t say

QB4c. Based on how you feel right now, what do you think is the likelihood that you will ultimately end up voting for the Liberal Party’s candidate in this election? Is it:

Very likely you could end up voting for the Liberals
Somewhat likely
Not very likely
No way you will end up voting Liberal in this election

Ask everyone:

QB5. Looking at the possible outcomes of this federal election, there are four scenarios which are most likely -- each of the two main parties has a chance of winning a majority or a minority of seats in the next Parliament. Which of these four possible outcomes would you yourself most prefer? (even if you’d prefer a less likely scenario of one of the other parties winning, please choose from these four.)

[This order]
Liberal – majority
Liberal – minority
Conservative – majority
Conservative – minority
Now, just a few more questions about politics and the political scene.

[ASK ALL]
QF1. 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

QF2. 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

Q10. 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 previous Q10)]
Q11. 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

QZ6. 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 previous QZ6:]
QZ7. 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 previous Q
QZ8. 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?

[Tailored alpha party list with leader names]
Other Party
I did not vote
Not sure/Can’t say
Rather Not Say

List of Provincial Parties for QZ6/Z7. Add party leader names for QZ8-- see below.

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 QD10:

BC: May 2017
AB: April 2019
SK: April 2016
MB: September 2019
ON: June 2018
QC: October 2018
PEI: April 2019
NFLD: May 2019
NS: May 2017
List of Provincial Parties w/ party leader names for QD3.

BC:
BC Liberal Party led by Christy Clark
BC New Democratic Party (NDP) led by John Horgan
BC Green Party led by Andrew Weaver

AB:
Alberta New Democratic Party (NDP) led by Rachel Notley
United Conservative Party led by Jason Kenney
Alberta Liberal Party led by David Khan
Alberta Party led by Stephen Mandel

SK:
Saskatchewan Party led by Brad Wall
Saskatchewan New Democratic Party led by Cam Broten
Saskatchewan Liberal Party led by Darrin Lamoureux
Saskatchewan Green Party led by Victor Lau
Progressive Conservative Party of Saskatchewan led by Rick Swenson

MB:
Progressive Conservative Party of Manitoba led by Brian Pallister
New Democratic Party of Manitoba (NDP) led by Wab Kinew
Manitoba Liberal Party led by Dougald Lamont
Green Party of Manitoba led by James Beddome

ON:
Progressive Conservative Party of Ontario led by Doug Ford
Ontario New Democratic Party led by Andrea Horwath
Ontario Liberal Party led by Kathleen Wynne
Green Party of Ontario led by Mike Schreiner

QC:
Coalition Avenir Québec led by François Legault
Quebec Liberal Party led by Philippe Couillard
Parti Québécois led by Jean-François Lisée
Québec Solidaire led by Manon Massé and Gabriel Nadeau-Dubois
NB:
Liberal Party of New Brunswick led by Brian Gallant
Progressive Conservative Party of New Brunswick led by Brian Higgs
Green Party of New Brunswick led by David Coon
People’s Alliance of New Brunswick led by Kris Austin
New Democratic Party of New Brunswick led by Jennifer McKenzie

NS:
Nova Scotia Liberal Party led by Stephen McNeil
Progressive Conservative Association of Nova Scotia led by Jamie Baillie
Nova Scotia New Democratic Party (NDP) led by Gary Burrill
Green Party of Nova Scotia led by Thomas Trappenberg

PEI:
Liberal Party of Prince Edward Island led by Wade MacLauchlan
Progressive Conservative Party of Prince Edward Island led by Dennis King
Green Party of Prince Edward Island led by Peter Bevan-Baker
New Democratic Party of Prince Edward Island led by Joe Byrne

NFLD:
Liberal Party of Newfoundland and Labrador led by Dwight Ball
Progressive Conservative Party of Newfoundland and Labrador led by Ches Crosbie
Newfoundland and Labrador New Democratic Party (NDP) led by Alison Coffin