

Election Poll: October Check-up

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

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

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