

Election Poll: Mid-campaign Sounding

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

1. As you know, a federal election has been called for 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 3 SELECTIONS]

[KEEP ISSUES WITHIN THE "BLOCKS" BELOW. IF POSSIBLE, RANDOMIZE PRESENTATION OF BLOCKS AND RANDOMIZE ISSUES LISTED WITHIN EACH BLOCK. OTHERWISE, KEEP THIS ORDER AND THE SPACES BETWEEN BLOCKS.]

The economy

Energy sector/Oil Prices

Jobs/Unemployment

Deficit/Debt/Government spending

Taxes

Cost of living

Health Care

Environment/Climate change

Crime/Justice issues

Education/Post-secondary

Foreign Affairs

Terrorism/Security

First Nations issue/Aboriginal affairs

National Unity (Quebec and Quebec Separation)

The Senate

Leadership/Politics

Integrity/Ethics

[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. As you consider the choices in this election, which of the following considerations is MOST important to you in making up your mind as to who to support?

[SINGLE RESPONSE – RANDOMIZE]

The parties' policies on the issues
 The party leaders
 The individual candidates running in your constituency

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 OF ALL THOSE NAMING A PARTY AT Q4/5]

7. Suppose you decided not to support the [PARTY CHOSEN] after all. Which party would then be your second choice?

[SAME PARTY ORDER EXCEPT ELIMINATE FIRST CHOICE PARTY]

Conservative Party

Liberal Party

New Democratic Party (NDP)

Bloc Quebecois [OPTION IN QC ONLY]

Green Party

Other Party

Not sure/Can't say

8. Is there a party you could NEVER support in this federal election? (Choose all that apply.)

[SAME PARTY ORDER]

Conservative Party

Liberal Party

New Democratic Party

Bloc Quebecois [OPTION IN QC ONLY]

Green Party

No, could vote for any of the parties

[ASK ALL THOSE UNDECIDED AT Q5 OR COULD CHANGE THEIR MIND AT Q6]

9. 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 three weeks left now until voting day, when do you think you will make up your mind:

In the next week or so

In the next couple of weeks

In the last week of the campaign

Just before or on voting day

10a. 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

Would probably not do

Would consider doing

Would definitely consider doing

[ASK ALL BUT TOPBOX AT Q10a]

10b. Which of the other parties would you yourself be willing to support if they had the better chance of defeating the party you don't like? (Select all that apply)

[SAME PARTY ORDER EXCEPT ELIMINATE FIRST CHOICE PARTY]

Conservative Party

Liberal Party

New Democratic Party (NDP)

Bloc Quebecois [OPTION IN QC ONLY]

Green Party

11. Turning now to the party leaders....

Regardless of which party you intend to support in this upcoming federal election, please indicate whether you have an overall favourable or unfavourable opinion of each of the following people in terms of their leadership skills and abilities.

[ROWS – RANDOMIZE FIRST THREE IN ROC, FIRST FOUR IN QC]

Prime Minister and Conservative leader Stephen Harper

Liberal leader Justin Trudeau

NDP/New Democrat leader Thomas Mulcair

Bloc Quebecois leader Gilles Duceppe [QC ONLY]

Green Party leader Elizabeth May

Very unfavourable

Somewhat unfavourable

Somewhat favourable

Very favourable

Not sure/Can't say

Q12a. Over the course of the election campaign so far, 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 – Prime Minister and Leader of the Conservative Party of Canada

Justin Trudeau – Leader of the Liberal Party of Canada

Thomas Mulcair – Opposition Leader and Leader of the New Democratic Party

Gilles Duceppe – Leader of the Bloc Quebecois [QC only]

Elizabeth May – Leader of the Green Party

Improved

Stayed the same

Worsened

12b. And thinking ahead, do you expect the overall performance of each of these party leaders to improve, stay the same or get worse over the last few weeks of the campaign?

[SAME ORDER AS PRECEDING QUESTION]

Stephen Harper – Prime Minister and Leader of the Conservative Party of Canada

Justin Trudeau – Leader of the Liberal Party of Canada

Thomas Mulcair – Opposition Leader and Leader of the New Democratic Party

Gilles Duceppe – Leader of the Bloc Quebecois [QC only]

Elizabeth May – Leader of the Green Party

Improve

Stay the same

Get worse

13. 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

14. We'd like to get a better idea of which issues are important to Canadians in this election.

For the list of issue areas below, please indicate how much importance or *weight* you personally are giving each one as you consider your vote choices in this election.

Just use the slider to give a proportion to each of the dozen issues listed below until the total adds to 100%. You can give some issues 0% if they are of zero importance to you in this election, or you can give a very high % -- whatever best reflects the relative weight of these various issues when you consider your vote choices in this election. (Again, when you're done, the total should add to 100%)

[RANDOMIZE ISSUES]

Economic management
 Environmental protection
 Health care
 International trade
 Crime and justice
 National unity
 Security and terrorism
 Immigration and refugees
 First Nations and aboriginal Canadians
 Taxes and tax policy
 Ethics and honesty
 Job opportunities for youth

15. All things considered, which of the three major political parties do you think would be able to provide the **best overall government** for Canada?

[ROWS – SAME ORDER]

Stephen Harper and the Conservative Party
 Justin Trudeau and the Liberal Party
 Thomas Mulcair and the NDP/New Democratic Party
 Not Sure

16. At this point it looks like any of the main parties could possibly win this current federal election. Would you personally be better off or worse off if each of the following were to win this election and form the next government of Canada?

Stephen Harper and the Conservative Party of Canada
 Justin Trudeau and the Liberal Party of Canada
 Thomas Mulcair and the New Democratic Party

Better off
 About the same
 Worse off
 Not Sure

17. Which of these two statements best reflects how you feel today?

It's just too risky to consider changing government right now; the Harper Conservatives may not be perfect, but the other parties don't have what is needed right now

It's not too risky to change government; one of the other parties is a better choice than keeping the Harper Conservatives in power

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

18. 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 IF POSSIBLE]

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, SAME ORDER AS OTHER]

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, SAME ORDER AS OTHER]

Stephen Harper
Justin Trudeau
Thomas Mulcair

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