

## **INTRODUCTION**

### **[Intro Screen]**

Thank you for taking part in today's survey. We are looking at topics affecting your life in your province and Canada today.

### **QAV1 (new location, altered wording)**

**Base = ALL**

#### **SINGLE CHOICE**

As you are probably aware, there is an ongoing federal election. Election Day is April 28, but mail-in balloting and advanced voting are options that many people are using this year. Have you voted in advance or using a mail-in ballot?

Already voted at an advance poll

Already mailed in a ballot

Haven't voted

Not eligible to vote [thank and terminate]

### **HAVEN'T VOTED YET SKIP TO Q1**

### **QAV\_issues.**

**Base=Already voted (top 2 at QAV1)**

**Up to 3**

Thinking of the various issues and challenges facing Canada, which, if any, played an important role in deciding which party you supported in this federal election? (Select up to 3 from the list below or choose 'other' or write in yours if it's not on our list.)

[Randomize issues]

The Deficit / Government spending

The Economy

Health Care

Taxes

Jobs / Unemployment

Environment / Climate Change

Income inequality / Poverty

Indigenous issues / Reconciliation

Energy / Natural Resources / Pipelines

Ethics / Corruption

Crime / Public safety

Immigration / Refugees

Housing affordability  
National Unity (Western Canada/Quebec)  
International Issues  
Relations with the U.S. including tariffs  
Cost of Living / Inflation  
Emergency preparedness  
**FIXED:** Other (specify)

**QAV\_leaders**

**Base=Already voted (top 2 at QAV1)**

**Single choice**

And how do you feel about the party leaders? Do you have an overall favourable or unfavourable view of the following people?

[Randomize]

Pierre Poilievre – leader of the Conservative Party of Canada

Mark Carney – leader of the Liberal Party

Jagmeet Singh – leader of the NDP

[QC Only] Yves-François Blanchet – leader of the Bloc Québécois

Very favourable

Favourable

Unfavourable

Very unfavourable

Don't know/Can't say

**QAV2. (altered wording)**

**Base = Already voted (top 2 at QAV1)**

**SINGLE CHOICE**

And in the end, which party's candidate did you support in this federal election?

[Randomize]

Conservative Party of Canada

Liberal Party of Canada

New Democratic Party (NDP) of Canada

Bloc Quebecois (BQ) [QC Only]

Green Party [Fixed]

Other Party/Independent [Fixed]

Rather not say [Fixed]

**ADVANCE VOTERS SKIP TO Q\_PartiesOnly**

## **FEDERAL ISSUES/LEADERSHIP**

**Q1.**

**BASE=Haven't voted yet in QAV1**  
**(select up to three)**

Thinking of the various issues and challenges facing Canada, which ones do you personally care about the most? (Select up to 3 from the list below or choose 'other' or write in yours if it's not on our list.)

[Randomize issues]

The Deficit / Government spending  
The Economy  
Health Care  
Taxes  
Jobs / Unemployment  
Environment / Climate Change  
Income inequality / Poverty  
Indigenous issues / Reconciliation  
Energy / Natural Resources / Pipelines  
Ethics / Corruption  
Crime / Public safety  
Immigration / Refugees  
Housing affordability  
National Unity (Western Canada/Quebec)  
International Issues  
Relations with the U.S. including tariffs  
Cost of Living / Inflation  
Emergency preparedness  
**FIXED:** Other (specify)

**Q\_Politics\_Interest1 [T]**

**BASE=Haven't voted yet in QAV1**  
**Single choice**

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  
A low interest  
No interest -- you pretty much tune this out

**Q2:**

**Q3.**

**BASE=Haven't voted yet in QAV1**

**SINGLE CHOICE GRID**

Do you have an overall favourable or unfavourable view of the following people?

[Randomize]

Pierre Poilievre – leader of the Conservative Party of Canada

Mark Carney – leader of the Liberal Party

Jagmeet Singh – leader of the NDP

[QC Only] Yves-François Blanchet – leader of the Bloc Québécois

Very favourable

Favourable

Unfavourable

Very unfavourable

Don't know/Can't say

#### **VOTE INTENT**

**Q\_Likelihood**

**BASE=Haven't voted yet in QAV1**

**Single choice**

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 end up not voting

**QF1. UPDATED TEXT**

**BASE=Haven't voted yet in QAV1**

**SINGLE CHOICE**

Which party's candidate will you most likely support in your riding?

[Randomize first 3 parties/First 4 in QC]

Conservative Party of Canada

Liberal Party of Canada

New Democratic Party of Canada [NDP]

Bloc Québécois [QC only]

Green Party of Canada

Other Party/Independent

Undecided /Don't know

Rather not say  
Will not vote

**QF2.**

**BASE=UNDECIDED/RATHER NOT SAY IN QF1  
SINGLE CHOICE**

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

[Same order]

Conservative Party of Canada  
Liberal Party of Canada  
New Democratic Party of Canada [NDP]  
Bloc Québécois [QC only]  
Green Party of Canada  
Other Party/Independent  
Undecided /Don't know  
Rather not say  
Will not vote

**QF3.**

**Base = 'OTHER PARTY/INDEPENDENT' QF1 OR QF2**

And which other federal election candidate would that be?

Independent/non-affiliated candidate  
Libertarian  
Maverick Party  
People's Party of Canada  
Christian Heritage  
Canadian Future Party  
Some other party

**QF4.**

**BASE=1-6 IN QF1/QF2 (CPC/LPC/NDP/BQ/GPC/Other)  
SINGLE CHOICE**

How committed are you to that party choice?

Very committed – you'll definitely stick with them through this coming election day  
Fairly committed  
Not very committed  
Not committed at all – you could easily switch your support to another party

**QF5.**

**BASE=1-6 IN QF1/QF2 (CPC/LPC/NDP/BQ/GPC/Other)**

**SINGLE CHOICE**

If you had to choose, which party would be your second choice?

**[Same order as previous -- Do not show first choice party from QF1/QF2]**

Conservative Party

Liberal Party

New Democratic Party (NDP)

Bloc Quebecois (BQ) [QC Only]

Green Party

Other Party/Independent

No second choice/Can't say [Anchor]

**QF6:**

**Q\_Partiesonly**

**Base=1-6 in QF1/QF2 (CPC/LPC/BQ/GPC/Other) AND Picked a party in QAV2**

**Single choice**

Thinking about the election in another way. If you were to vote for **the party only**, ignoring all of the current party leaders, which party would you support?

**[Same order as previous]**

Conservative Party of Canada

Liberal Party of Canada

New Democratic Party of Canada [NDP]

Bloc Québécois [QC only]

Green Party of Canada

Other Party/Independent

Undecided /Don't know

**QAdvance1**

**BASE=Haven't voted yet in QAV1**

**Single choice**

Have you received your voter information card from Elections Canada?

Yes

No

**QAdvance2**

**Q4.**

**Base=All**

**Single choice grid**

Has your opinion of each leader improved, stayed the same, or worsened over the last week?

Improved

Stayed the same

Worsened

[Same order above]

Pierre Poilievre – Opposition Leader and leader of the Conservative Party of Canada

Mark Carney – New leader of the Liberal Party

Jagmeet Singh – leader of the NDP

[QC Only] Yves-François Blanchet – leader of the Bloc Québécois

**QF7. [T]**

**Base=All**

**Single choice**

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

[Same order as previous]

Mark Carney

Pierre Poilievre

Neither of them is a good option **[Fixed]**

Not sure/Can't say **[Fixed]**

**QF9.**

**Base=All**

**Single choice**

Which of these two leaders do you think are best to handle the following issues:

The “trade wars” between Canada and the United States

Growing Canada's economy

Relations between Ottawa and the provinces

Developing or expanding trade relationships outside of the United States

Improving health care

Reducing the cost of living

Getting new housing built

Supporting Canadian workers if the “trade wars” result in heavy job losses

Reducing wasteful government spending

[Rotate top two]

CPC Leader Pierre Poilievre

Liberal Leader Mark Carney

Not sure/Can't say

**Q\_Platform1**

**Base=All**

**Single choice**

This week, both the Liberal Party and Conservative Party released their platforms. The Liberals released their platform on Saturday, April 19 and the Conservatives released theirs on Tuesday, April 22.

How much, if any, of each party's platform have you read?

[Rotate]

Conservative Party

Liberal Party

All of it

A lot of it

A little of it

None

**Q\_Platform2**

**Base=Already voted (top 2 at QAV1) but exclude none in Q\_Platform1**

**Single choice**

The Liberals released their platform during the weekend of advance voting. Did you read any of the party's platform before you voted?

Yes

No

Not sure/ Can't say

**Q\_Platform3**

**Base=Already voted (top 2 at QAV)**

**Single choice**

The Conservative Party released its platform after the advanced voting polls closed on Easter weekend. You indicated you voted in advance; how do you feel about the Conservatives' platform not being available before you voted?

I would've liked to have read it before I voted

It doesn't matter to me

Not sure/ Can't say

**Q\_Regret**



**Base=All**  
**Single choice**

Please indicate if you agree or disagree with the following statements:

[Randomize]

I would seriously regret if I did not vote in this federal election

In our political system, my one individual vote doesn't really matter

None of the parties really care about the issues facing people like me

The election campaign has been informative for me

Trump and the tariffs got in the way of discussing a lot of other important issues facing Canada

Strongly agree

Agree

Disagree

Strongly disagree

Not sure/ Can't say

**Q\_Regret2**  
**Base=All**  
**Single choice**

In your opinion, do you consider voting to be primarily a duty or do you believe it is a choice?

A duty

A choice

Not sure/ Can't say

**+Demo\_Years\_in\_Canada**

**QP7.**  
**BASE = All**  
**SINGLE SELECT**

And a final question on provincial politics before you go. Who did you vote for in the last [Province] provincial election in [Month of Year]?

**[RANDOMIZE]**

Liberal Party [AB] [SK] [MB] [ON] [QC] [PEI] [NB] [NS] [NL]

Saskatchewan Party [SK]

Progressive Conservative Party [MB] [ON] [PEI] [NB] [NS] [NL]

Conservative Party [QC][BC]

New Democratic Party (NDP) [BC] [AB] [SK] [MB] [ON] [PEI] [NB] [NS] [NL]

Green Party [BC] [AB] [SK] [MB] [ON] [QC] [PEI] [NB] [NS]

United Conservative Party [AB]

Alberta Party [AB]

Coalition Avenir Québec **[QC]**

Parti Québécois **[QC]**

Québec Solidaire **[QC]**

People's Alliance **[NB]**

Other party

I did not vote

I can't remember