INSIGHTS WEST for Vancouver Sun

Exit Survey on the Canadian Federal Election - October 22, 2015

People choose a party based on different factors. Thinking about your vote for [PARTY] in the election, how important is each of the following factors to you? Please rank these factors from 1, for the "most important" to you, to 6 for the "least important" to you.

		British Columbia	Gender		Age			Regions			Vote in 2015			
			Female	Male	18-34	35-54	55+	Metro Vancouver	Vancouver Island	Rest of BC	Conservative	Liberal	NDP	Green
The party's leader	1	14%	14%	15%	12%	11%	16%	13%	17%	11%	14%	18%	7%	21%
	2	18%	18%	19%	16%	16%	20%	19%	20%	16%	20%	20%	14%	23%
	3	24%	24%	22%	21%	25%	23%	23%	24%	24%	26%	23%	24%	21%
	4	22%	21%	24%	26%	23%	21%	24%	19%	24%	25%	19%	25%	17%
	5	15%	16%	13%	16%	16%	14%	14%	14%	18%	10%	14%	21%	11%
	6	7%	7%	7%	9%	8%	6%	7%	6%	7%	5%	6%	10%	7%
	Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
The party's candidate in the riding	1	7%	8%	6%	6%	6%	8%	7%	8%	7%	7%	5%	10%	12%
	2	10%	9%	12%	8%	8%	12%	11%	9%	9%	11%	8%	13%	14%
	3	12%	11%	13%	9%	11%	14%	12%	12%	13%	16%	9%	13%	11%
	4	19%	19%	19%	20%	18%	19%	18%	19%	20%	26%	16%	18%	14%
	5	29%	30%	27%	35%	29%	27%	28%	30%	31%	30%	32%	24%	24%
	6	22%	23%	22%	23%	27%	20%	24%	23%	20%	10%	30%	21%	26%
	Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
The party's ideas and policies	1	32%	33%	32%	39%	35%	30%	33%	33%	31%	36%	26%	36%	38%
	2	27%	27%	27%	25%	28%	27%	26%	31%	24%	30%	26%	25%	21%
	3	22%	21%	23%	20%	19%	24%	22%	20%	23%	21%	26%	19%	21%
	4	11%	11%	11%	9%	8%	13%	11%	10%	12%	9%	12%	11%	12%
	5	6%	6%	5%	5%	8%	4%	6%	4%	7%	4%	6%	6%	6%
	6	2%	2%	2%	2%	3%	2%	2%	2%	3%	1%	3%	3%	4%
	Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Desire for stability	1	13%	12%	13%	7%	11%	15%	12%	11%	14%	35%	5%	4%	3%
	2	14%	13%	15%	12%	15%	13%	12%	12%	18%	27%	9%	9%	8%
	3	16%	18%	14%	18%	16%	15%	15%	16%	17%	21%	14%	14%	13%
	4	19%	20%	17%	18%	19%	19%	18%	19%	20%	11%	24%	19%	22%
	5	22%	21%	23%	22%	21%	22%	22%	23%	18%	5%	28%	28%	28%
	6	18%	17%	19%	23%	19%	16%	20%	17%	14%	1%	21%	26%	27%
	Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Desire for change	1	24%	26%	22%	27%	27%	22%	26%	23%	23%	2%	35%	32%	16%
	2	21%	24%	18%	29%	23%	19%	21%	21%	24%	3%	27%	29%	25%
	3	14%	15%	14%	17%	14%	14%	14%	17%	13%	4%	17%	19%	21%
	4	13%	13%	12%	12%	13%	13%	13%	16%	10%	11%	13%	12%	23%
	5	12%	10%	13%	7%	10%	13%	12%	10%	10%	26%	6%	6%	11%
	6	16%	13%	20%	8%	12%	19%	14%	13%	20%	54%	2%	3%	5%
	Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Disgust with other contending candidates	1	10%	8%	12%	9%	11%	9%	9%	7%	14%	7%	11%	10%	10%
	2	10%	9%	10%	11%	11%	9%	11%	7%	9%	9%	9%	10%	9%
	3	12%	11%	13%	14%	14%	11%	14%	11%	10%	13%	11%	12%	14%
	4	16%	16%	16%	16%	19%	14%	15%	17%	14%	17%	16%	15%	14%
	5	18%	17%	19%	16%	14%	20%	18%	18%	16%	25%	14%	15%	21%
	6	35%	39%	30%	34%	31%	38%	33%	39%	36%	30%	39%	37%	32%
	Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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There has been a lot of talk recently about "strategic voting", which is defined as voting for the candidate in your riding who has the best chance of defeating a party you dislike, even if the candidate you vote for is not your first preference. Thinking about this, are you "voting strategically" in this election?

	British Columbia	Gender		Age			Regions			Vote in 2015			
		Female	Male	18-34	35-54	55+	Metro Vancouver	Vancouver Island	Rest of BC	Conservative	Liberal	NDP	Green
Yes, I'm voting strategically	34%	40%	28%	42%	32%	27%	33%	38%	30%	13%	35%	44%	21%
No, I'm not voting strategically	66%	60%	72%	58%	68%	73%	67%	62%	70%	87%	65%	56%	80%

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How influential were each of the following in your decision to support a party in this federal election?

		British Columbia	Gender		Age			Regions			Vote in 2015			
			Female	Male	18-34	35-54	55+	Metro Vancouver	Vancouver Island	Rest of BC	Conservative	Liberal	NDP	Green
Discussions with family	Very influential	8%	10%	6%	12%	10%	7%	7%	8%	11%	8%	9%	8%	10%
	Moderately influential	35%	37%	33%	44%	38%	32%	37%	34%	34%	36%	37%	33%	32%
	Not too influential	26%	24%	28%	22%	26%	26%	24%	28%	26%	22%	27%	27%	30%
	Not influential at all	29%	27%	31%	19%	25%	33%	29%	28%	28%	33%	25%	30%	26%
	Not sure	2%	2%	1%	3%	2%	1%	2%	2%	1%	1%	2%	1%	2%
	Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Discussions with friends	Very influential	7%	9%	5%	15%	9%	5%	6%	7%	10%	5%	8%	8%	5%
	Moderately influential	31%	31%	32%	44%	33%	28%	35%	32%	27%	23%	32%	37%	35%
	Not too influential	29%	28%	29%	24%	30%	29%	28%	29%	29%	30%	29%	26%	29%
	Not influential at all	31%	30%	32%	14%	26%	37%	29%	30%	34%	40%	27%	27%	29%
	Not sure	2%	2%	1%	4%	2%	1%	2%	2%	1%	2%	2%	1%	1%
	Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Interaction with other people on social media	Very influential	4%	6%	3%	6%	6%	3%	4%	5%	3%	1%	6%	4%	3%
	Moderately influential	16%	17%	15%	29%	19%	12%	19%	15%	14%	10%	20%	17%	15%
	Not too influential	24%	24%	25%	29%	25%	23%	24%	24%	24%	22%	24%	28%	21%
	Not influential at all	52%	50%	55%	29%	48%	59%	51%	52%	56%	65%	47%	47%	58%
	Not sure	3%	3%	2%	6%	2%	3%	3%	3%	3%	3%	3%	3%	3%
	Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Interaction with candidates on social media	Very influential	5%	5%	4%	5%	4%	5%	3%	6%	4%	2%	7%	3%	6%
	Moderately influential	14%	15%	13%	19%	15%	12%	14%	13%	15%	10%	16%	13%	18%
	Not too influential	24%	23%	24%	32%	25%	22%	26%	23%	22%	21%	25%	26%	23%
	Not influential at all	54%	53%	57%	38%	53%	58%	53%	54%	56%	64%	49%	54%	51%
	Not sure	3%	4%	2%	5%	3%	3%	4%	4%	3%	3%	4%	3%	3%
	Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Endorsements from newspapers	Very influential	1%	1%	1%	2%	2%	1%	2%	1%	2%	1%	2%	1%	1%
	Moderately influential	9%	10%	8%	11%	8%	10%	10%	8%	9%	9%	12%	6%	7%
	Not too influential	27%	27%	27%	35%	26%	26%	28%	25%	27%	24%	28%	29%	25%
	Not influential at all	60%	59%	62%	49%	61%	62%	58%	64%	59%	64%	55%	63%	64%
	Not sure	2%	3%	2%	4%	2%	2%	2%	3%	3%	2%	3%	2%	3%
	Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Endorsements from non-governmental organizations	Very influential	3%	3%	2%	6%	3%	2%	3%	3%	1%	1%	3%	4%	1%
	Moderately influential	15%	14%	15%	16%	14%	14%	16%	15%	12%	8%	15%	20%	15%
	Not too influential	28%	29%	26%	36%	25%	28%	28%	28%	28%	25%	29%	29%	28%
	Not influential at all	52%	50%	55%	36%	55%	54%	50%	52%	57%	64%	49%	45%	52%
	Not sure	3%	4%	2%	5%	3%	2%	3%	3%	2%	3%	4%	2%	4%
	Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Endorsements from unions	Very influential	3%	3%	3%	4%	4%	2%	2%	3%	4%	1%	2%	5%	2%
	Moderately influential	9%	10%	9%	12%	12%	8%	11%	9%	9%	4%	9%	18%	5%
	Not too influential	19%	20%	17%	27%	19%	17%	21%	18%	17%	12%	19%	25%	16%
	Not influential at all	66%	63%	70%	51%	62%	71%	63%	67%	68%	80%	66%	50%	74%
	Not sure	3%	4%	2%	6%	3%	2%	3%	3%	3%	3%	4%	2%	3%
	Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Endorsements from trade associations	Very influential	2%	1%	2%	2%	2%	1%	1%	2%	2%	2%	2%	2%	1%
	Moderately influential	9%	9%	9%	13%	12%	7%	11%	6%	10%	8%	9%	11%	5%
	Not too influential	22%	23%	21%	29%	23%	21%	22%	21%	24%	19%	24%	25%	18%
	Not influential at all	64%	62%	66%	48%	61%	68%	62%	67%	62%	69%	62%	60%	72%
	Not sure	3%	5%	2%	7%	3%	3%	4%	4%	2%	3%	4%	3%	4%
	Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Party platforms	Very influential	48%	49%	47%	49%	45%	49%	47%	49%	43%	48%	48%	46%	50%
	Moderately influential	39%	36%	42%	33%	41%	39%	39%	38%	39%	38%	39%	40%	35%
	Not too influential	7%	8%	6%	9%	8%	6%	7%	7%	10%	6%	7%	8%	9%
	Not influential at all	5%	5%	5%	5%	5%	5%	6%	4%	7%	6%	5%	4%	6%
	Not sure	2%	2%	1%	4%	1%	1%	2%	2%	1%	2%	2%	2%	1%
	Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Performance of leaders in debates	Very influential	17%	20%	14%	16%	12%	20%	15%	21%	16%	13%	23%	11%	26%
	Moderately influential	42%	41%	44%	42%	41%	42%	43%	40%	40%	42%	45%	40%	34%
	Not too influential	22%	21%	24%	24%	28%	19%	22%	23%	24%	24%	18%	26%	20%
	Not influential at all	16%	16%	18%	12%	18%	17%	17%	15%	19%	19%	12%	21%	16%
	Not sure	2%	3%	1%	6%	2%	2%	3%	2%	2%	2%	3%	2%	5%
	Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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All things considered, do you agree or disagree with each of the following statements?

		British Columbia	Gender		Age			Regions			Vote in 2015			
			Female	Male	18-34	35-54	55+	Metro Vancouver	Vancouver Island	Rest of BC	Conservative	Liberal	NDP	Green
I wish we had better people serving as leaders of Canada's main political parties	Strongly agree	32%	31%	32%	31%	35%	30%	32%	32%	32%	25%	30%	34%	49%
	Moderately agree	39%	39%	39%	35%	41%	39%	38%	40%	39%	44%	38%	39%	31%
	Moderately disagree	20%	20%	21%	22%	18%	21%	22%	19%	19%	21%	23%	19%	14%
	Strongly disagree	6%	6%	5%	3%	3%	7%	5%	6%	5%	7%	6%	5%	4%
	Not sure	3%	4%	2%	9%	3%	3%	3%	3%	4%	4%	4%	3%	3%
	Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Politicians are mostly interested in their careers, not the people they are supposed to serve	Strongly agree	23%	20%	27%	25%	23%	23%	21%	25%	25%	19%	23%	22%	41%
	Moderately agree	44%	43%	45%	44%	43%	44%	45%	41%	46%	43%	44%	46%	41%
	Moderately disagree	23%	26%	20%	22%	24%	23%	24%	25%	21%	27%	23%	23%	14%
	Strongly disagree	7%	7%	7%	3%	5%	8%	6%	6%	6%	10%	6%	6%	3%
	Not sure	3%	4%	1%	7%	4%	2%	4%	2%	2%	3%	3%	3%	2%
	Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
It should be mandatory for candidates to attend at least one public debate in their riding with the candidates from other parties	Strongly agree	57%	57%	57%	45%	53%	61%	55%	58%	59%	39%	60%	67%	65%
	Moderately agree	29%	29%	28%	40%	30%	25%	30%	30%	26%	37%	28%	24%	24%
	Moderately disagree	7%	7%	7%	5%	8%	7%	8%	6%	6%	13%	6%	3%	5%
	Strongly disagree	4%	2%	5%	2%	4%	4%	3%	5%	3%	7%	2%	3%	3%
	Not sure	4%	4%	3%	8%	4%	3%	4%	3%	6%	5%	3%	3%	5%
	Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
It should be mandatory for federal party leaders to take part in at least one English language debate that is broadcast nationally	Strongly agree	68%	68%	68%	63%	65%	70%	67%	70%	66%	52%	73%	74%	74%
	Moderately agree	22%	23%	21%	26%	25%	20%	23%	22%	22%	31%	19%	20%	18%
	Moderately disagree	4%	4%	5%	3%	4%	5%	5%	3%	5%	8%	4%	2%	3%
	Strongly disagree	3%	1%	4%	1%	3%	3%	2%	3%	3%	6%	1%	2%	3%
	Not sure	3%	4%	2%	7%	2%	3%	3%	2%	4%	4%	3%	3%	4%
	Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Over the past three months, have you done any of the following activities?

	British Columbia	Gender		Age			Regions			Vote in 2015			
		Female	Male	18-34	35-54	55+	Metro Vancouver	Vancouver Island	Rest of BC	Conservative	Liberal	NDP	Green
Visited the website of a federal party	30%	30%	31%	41%	31%	27%	30%	34%	24%	20%	31%	36%	37%
Read a party's electoral platform	58%	58%	58%	57%	55%	60%	58%	63%	52%	53%	59%	61%	61%
Visited the website of a federal election candidate	31%	32%	30%	34%	34%	29%	31%	34%	26%	21%	34%	37%	35%
Saw, read or heard an advertisement for a federal election candidate	87%	87%	87%	84%	85%	89%	86%	90%	85%	85%	87%	88%	90%
Saw, read or heard media stories where federal election candidates discussed their position on issues	82%	81%	84%	79%	80%	84%	81%	86%	80%	78%	84%	84%	87%
Interacted with a federal election candidate on social media (followed on Twitter, liked on facebook)	14%	14%	13%	12%	17%	12%	14%	14%	11%	8%	15%	18%	14%
Watched or attended a debate featuring the federal party leaders	46%	44%	49%	34%	42%	51%	45%	50%	42%	42%	50%	46%	49%
Watched or attended a debate featuring local election candidates	21%	22%	20%	16%	19%	23%	19%	24%	19%	17%	22%	23%	27%
Met canvassers or candidates who knocked at your door	25%	24%	27%	19%	25%	27%	26%	32%	21%	25%	24%	29%	28%
None of these	5%	5%	3%	6%	5%	4%	4%	3%	7%	7%	4%	3%	3%

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Thinking about the possible results of the Canadian federal election, would you be happy or upset if each of the following were to take place?

		British Columbia	Gender		Age			Regions			Vote in 2015			
			Female	Male	18-34	35-54	55+	Metro Vancouver	Vancouver Island	Rest of BC	Conservative	Liberal	NDP	Green
A Liberal minority government	Very happy	16%	15%	16%	20%	14%	16%	17%	15%	14%	2%	34%	10%	12%
	Somewhat happy	42%	43%	40%	45%	47%	39%	42%	44%	41%	14%	50%	54%	47%
	Somewhat upset	22%	20%	24%	14%	19%	24%	21%	21%	24%	35%	9%	24%	20%
	Very upset	16%	14%	17%	9%	13%	18%	15%	15%	16%	44%	4%	7%	10%
	Not sure	5%	8%	2%	13%	6%	3%	5%	5%	5%	5%	3%	5%	10%
	Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
A Liberal majority government	Very happy	12%	12%	12%	18%	10%	11%	11%	15%	10%	1%	29%	24%	9%
	Somewhat happy	32%	33%	31%	37%	35%	30%	31%	37%	30%	8%	52%	25%	42%
	Somewhat upset	23%	24%	23%	16%	24%	24%	25%	20%	24%	23%	12%	13%	26%
	Very upset	28%	24%	32%	13%	25%	32%	26%	25%	31%	65%	3%	35%	13%
	Not sure	5%	7%	2%	16%	6%	3%	7%	3%	4%	3%	5%	3%	9%
	Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Thinking about the next federal election, would you like to see any of the following?

		British Columbia	Gender		Age			Regions			Vote in 2015			
			Female	Male	18-34	35-54	55+	Metro Vancouver	Vancouver Island	Rest of BC	Conservative	Liberal	NDP	Green
A new leader for the Conservative Party	Definitely would	52%	54%	50%	49%	50%	54%	49%	60%	51%	12%	64%	72%	67%
	Probably would	22%	20%	24%	23%	23%	21%	22%	19%	23%	32%	21%	13%	16%
	Probably would not	10%	9%	12%	7%	11%	10%	11%	7%	11%	27%	4%	4%	6%
	Definitely would not	7%	7%	9%	4%	6%	9%	7%	6%	8%	20%	4%	3%	1%
	Not sure	9%	11%	6%	17%	11%	6%	10%	7%	8%	8%	8%	9%	9%
	Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
A new leader for the NDP	Definitely would	18%	17%	18%	12%	16%	19%	14%	16%	24%	28%	18%	6%	15%
	Probably would	24%	23%	25%	26%	24%	24%	26%	24%	21%	26%	27%	17%	31%
	Probably would not	34%	33%	34%	30%	33%	35%	33%	36%	33%	23%	33%	46%	32%
	Definitely would not	10%	9%	10%	6%	8%	11%	8%	11%	9%	5%	6%	21%	7%
	Not sure	15%	17%	12%	26%	19%	11%	18%	12%	13%	18%	16%	10%	15%
	Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
A new leader for the Liberal Party	Definitely would	15%	14%	16%	12%	14%	17%	15%	14%	14%	39%	4%	8%	13%
	Probably would	13%	13%	14%	15%	14%	13%	13%	12%	15%	20%	7%	15%	12%
	Probably would not	33%	33%	33%	39%	34%	31%	34%	36%	31%	22%	33%	43%	44%
	Definitely would not	27%	27%	27%	16%	25%	31%	27%	28%	28%	6%	49%	19%	20%
	Not sure	11%	12%	9%	18%	13%	9%	12%	9%	12%	12%	7%	15%	11%
	Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
A new leader for the Green Party	Definitely would	6%	4%	7%	4%	6%	6%	5%	5%	6%	10%	5%	3%	5%
	Probably would	10%	9%	11%	10%	14%	8%	12%	9%	9%	12%	11%	8%	5%
	Probably would not	33%	32%	35%	33%	31%	35%	34%	33%	33%	35%	32%	37%	22%
	Definitely would not	31%	34%	28%	23%	27%	35%	27%	40%	30%	18%	33%	35%	61%
	Not sure	20%	20%	19%	30%	21%	17%	22%	13%	22%	26%	19%	17%	6%
	Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%