

# 2019 Election Political Landscape



September 20<sup>th</sup>-25<sup>th</sup> 2019

# Methodology



These are the results of an online survey conducted between September 20<sup>th</sup> and September 25<sup>th</sup>, 2019.

This online survey of 2,303 adult Canadians was conducted using INNOVATIVE's Canada 20/20 national research panel with additional respondents from Lucid, a leading provider of online sample. The results are weighted to n=2,000 based on Census data from Statistics Canada.

Respondents from the Canada 20/20 Panel and the Lucid constituent panels are recruited from a wide variety of sources to reflect the age, gender, region, and language characteristics of the country as a whole. Each survey is administered to a series of randomly selected samples from the panel and weighted to ensure that the overall sample's composition reflects that of the actual Canadian population according to Census data to provide results that are intended to approximate a probability sample.

INNOVATIVE provides each panellist with a unique URL via an email invitation so that only invited panel members are able to complete the survey, and panel members can only complete a particular survey once. Sub-regional quotas are set within regions to ensure there is a representative sample of respondents from across the entire region.

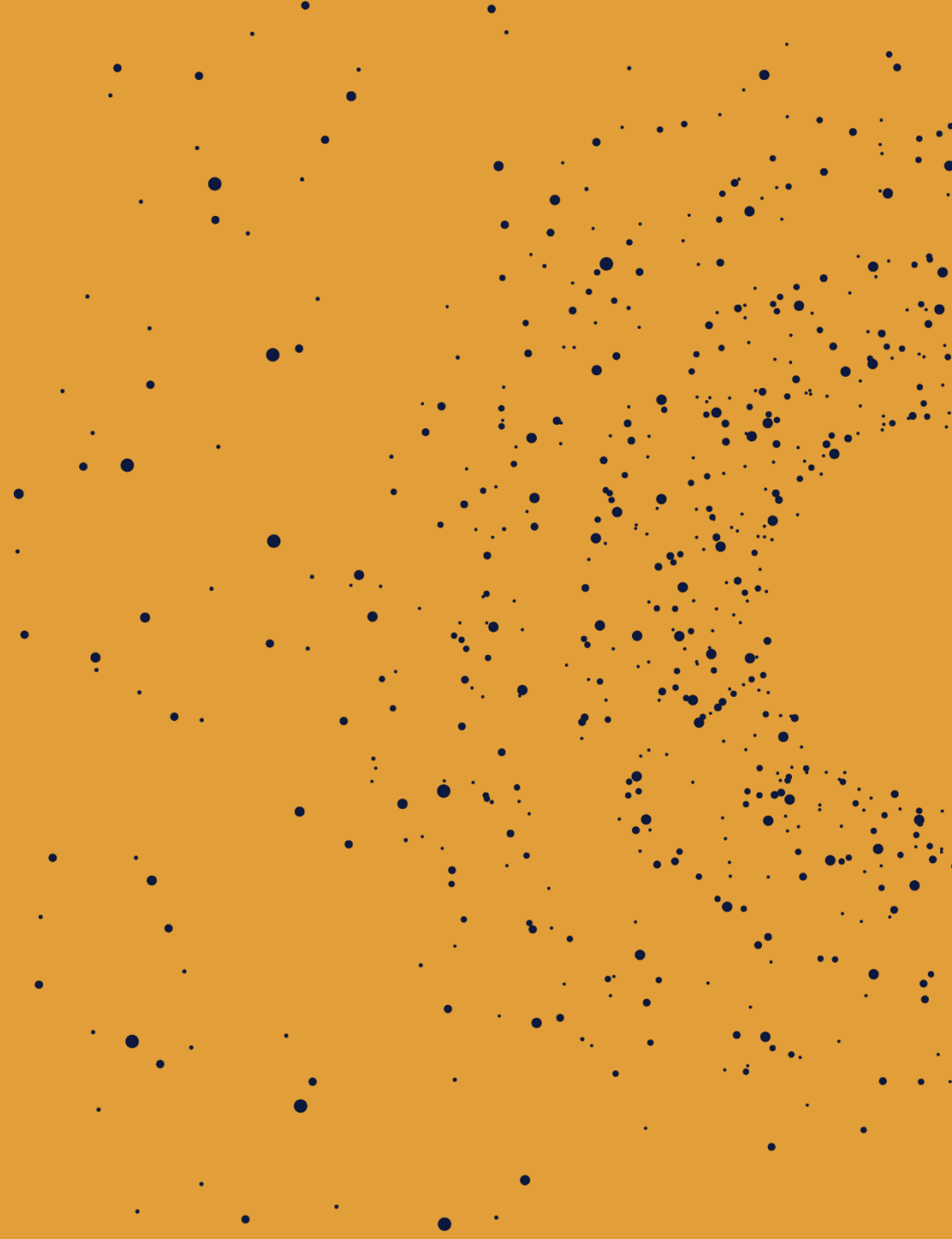
A total of 242 panelists started but did not finish the survey and another 1 panelists were screened out for exceeding age/gender/region quotas.

**Confidence:** This is a representative sample. However, since the online survey was not a random probability based sample, a margin of error cannot be calculated. Statements about margins of sampling error or population estimates do not apply to most online panels.

**Weighting:** Results for Canada are weighted by age, gender, and region to ensure that the overall sample's composition reflects that of the actual population according to Census data; in order to provide results that are intended to approximate a probability sample. Weighted and unweighted frequencies are reported in the table.

	Unweighted (n)	Unweighted (%)	Weighted (n)	Weighted (%)
<b>Males 18-34</b>	187	8.1%	275	13.8%
<b>Males 35-54</b>	312	13.6%	334	16.7%
<b>Males 55+</b>	702	30.5%	362	18.1%
<b>Females 18-34</b>	250	10.9%	272	13.6%
<b>Females 35-54</b>	360	15.6%	347	17.4%
<b>Females 55+</b>	491	21.3%	409	20.4%
<b>Region</b>				
<b>BC</b>	429	18.6%	272	13.6%
<b>Alberta</b>	314	13.6%	227	11.4%
<b>Prairies</b>	150	6.5%	133	6.7%
<b>Ontario</b>	907	39.4%	764	38.2%
<b>Quebec</b>	370	16.1%	467	23.4%
<b>Atlantic</b>	132	5.7%	136	6.8%

# Federal Vote

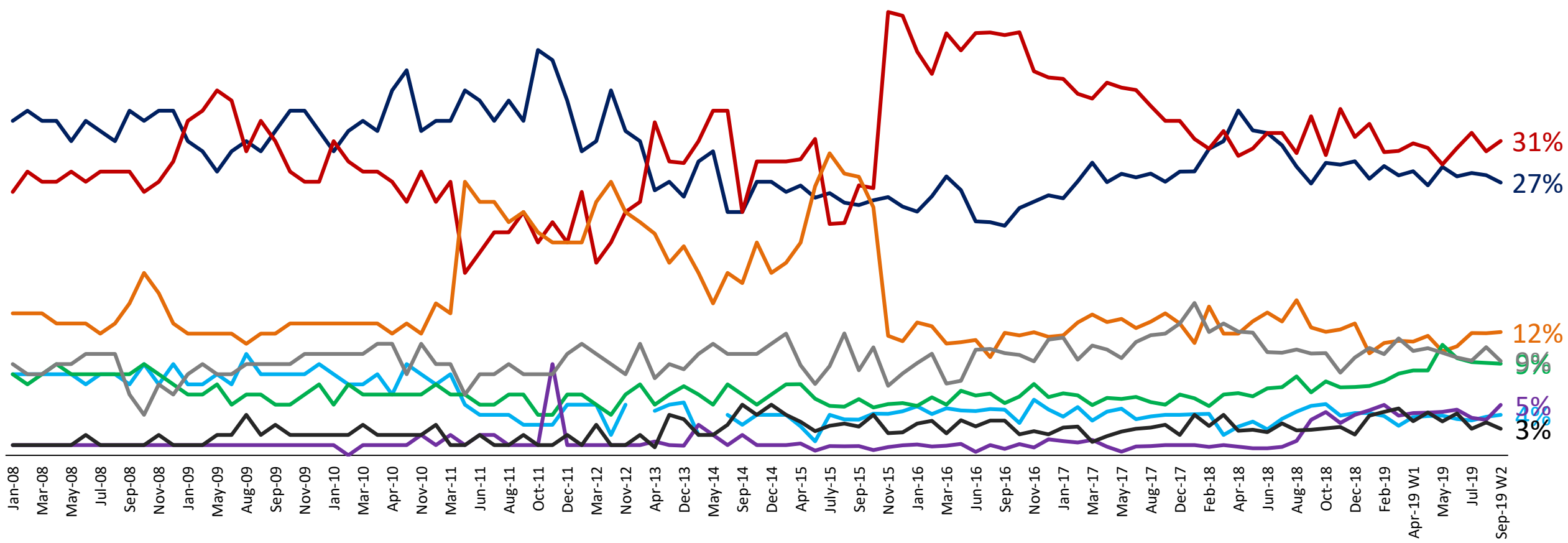


# Combined Federal Vote: Liberals (31%) and Conservatives (27%) steady since early September



If a federal election were held today, which party would you vote for? In that case, which party do you lean toward slightly? [VOTE + LEAN]

[asked of all respondents; n=2,000]



- The Conservative Party
- The Liberal Party
- The New Democratic Party
- The Bloc Québécois
- The Green Party
- Another party
- Undecided / don't know
- Would not vote / none

**Note:** People's Party of Canada has been added since September 2018, included in 'Another party'.

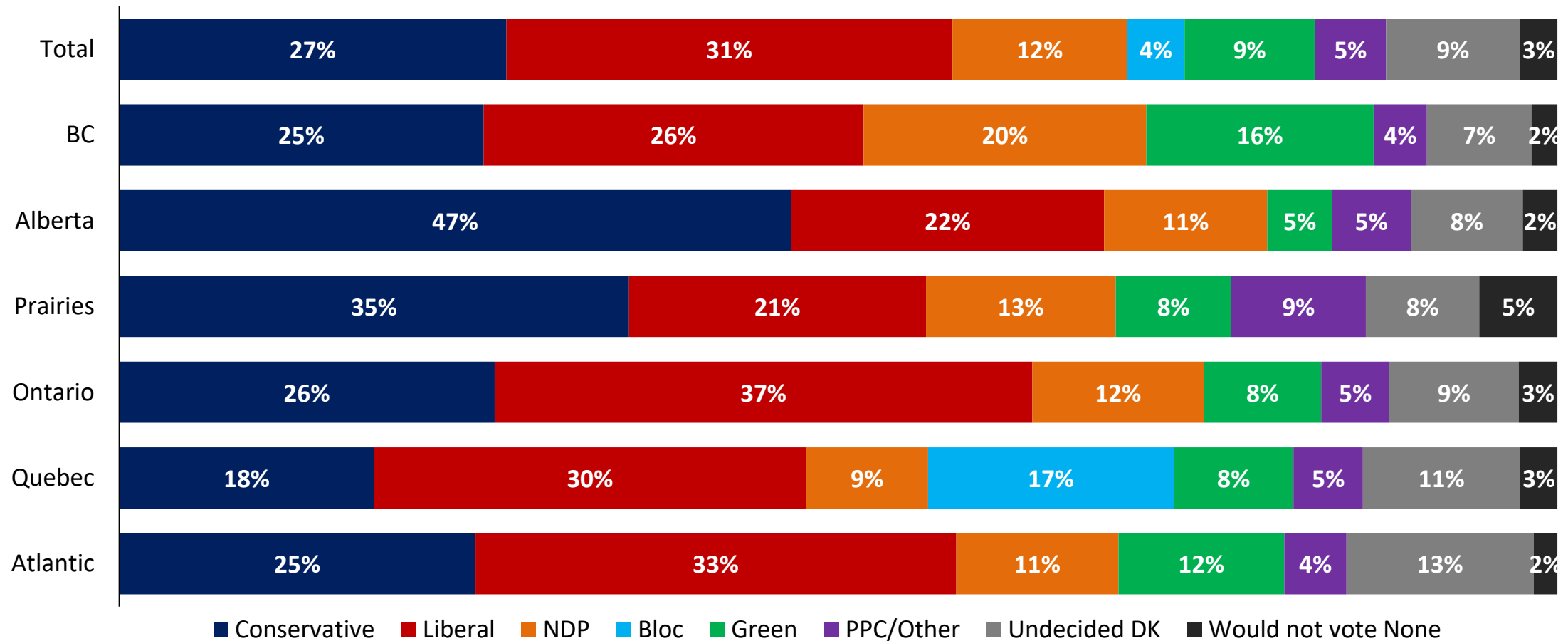


# Combined Federal Vote by Region: Liberals hold a large lead in Ontario and Quebec, while the CPC leads in Alberta and the Prairies



If a federal election were held today, which party would you vote for? In that case, which party do you lean toward slightly? [VOTE + LEAN]

[asked of all respondents; n=2,000]

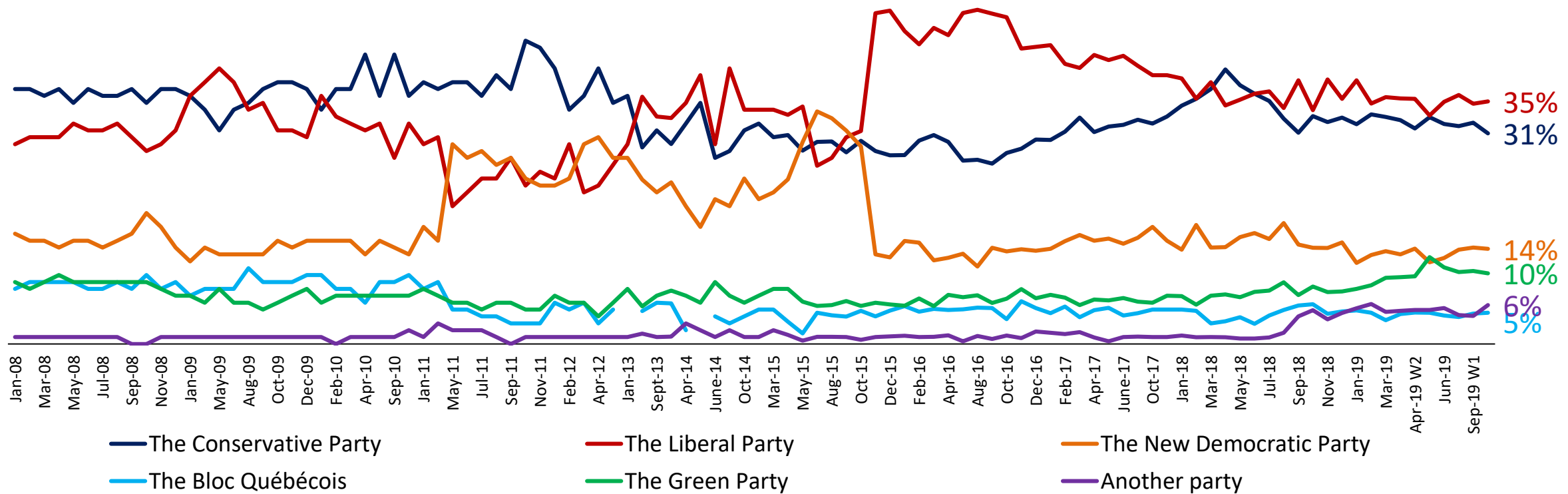


# Decided Federal Vote: The Liberals are steady since early September, maintain their directional lead over the Conservatives



If a federal election were held today, which party would you vote for? In that case, which party do you lean toward slightly? [DECIDED VOTE]

[showing only decided voters; n=1,761]



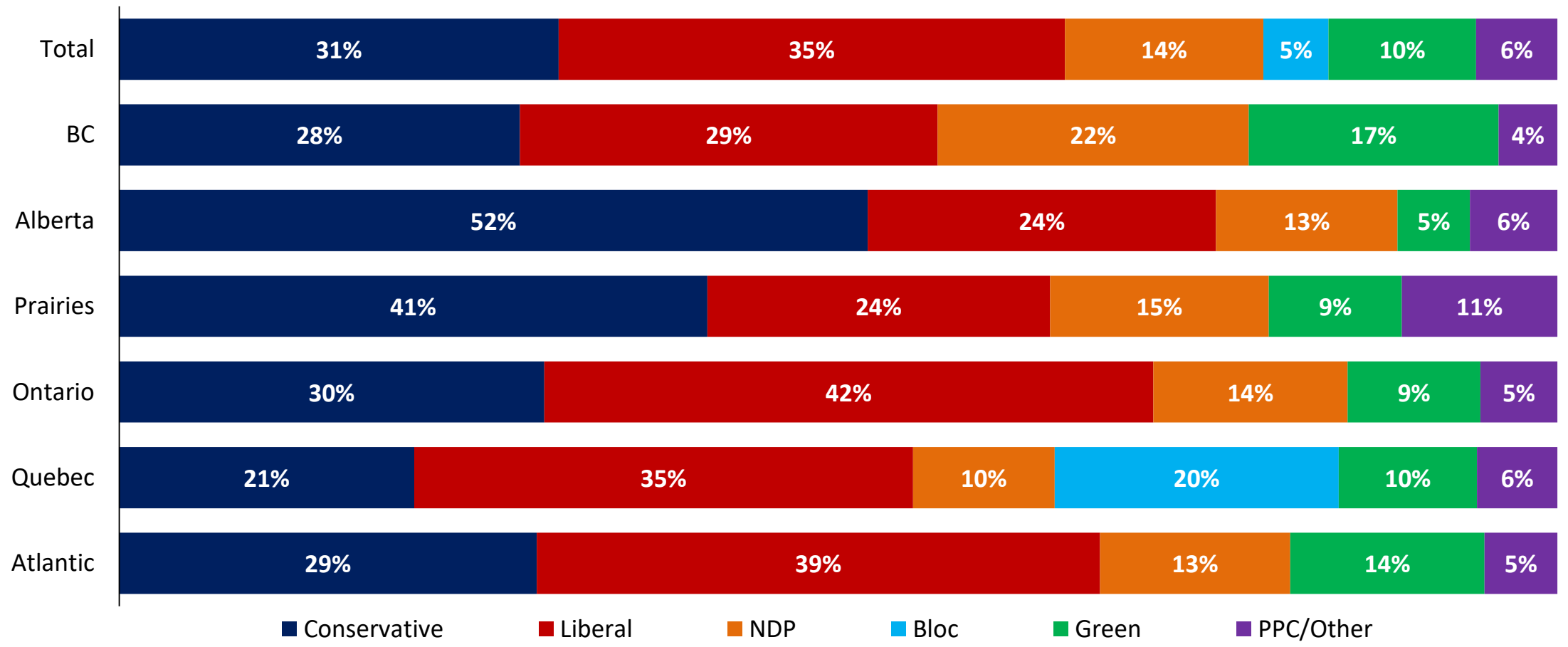
Note: People's Party of Canada has been added since September 2018, included in 'Another party'.

# Decided Federal Vote by Region: The Liberals hold substantial leads in Ontario and Quebec, while the CPC leads in Alberta and the Prairies



If a federal election were held today, which party would you vote for? In that case, which party do you lean toward slightly? [DECIDED]

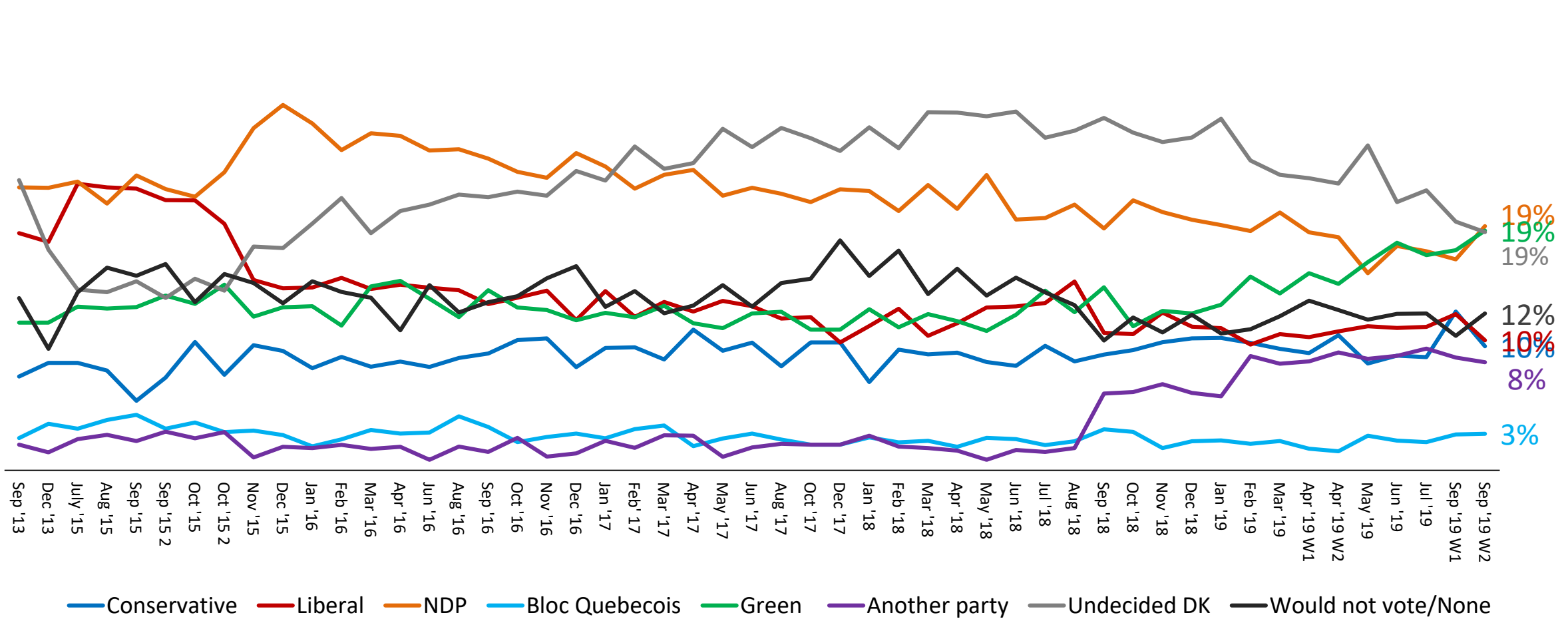
[showing only decided voters; n=1,761]



# Second Choice: The NDP and Greens are tied as the top 2<sup>nd</sup> choices, with 19% each; another 19% are undecided



And which party would be your second choice?  
[asked only of respondents who had a first choice, n=1,761]



Note: People's Party of Canada has been added in September 2018, included in 'Another party'.





# 2<sup>nd</sup> Choice by 1<sup>st</sup> Choice: A third (31%) of Liberal voters say the NDP is their second choice, while another quarter say the Green Party is theirs

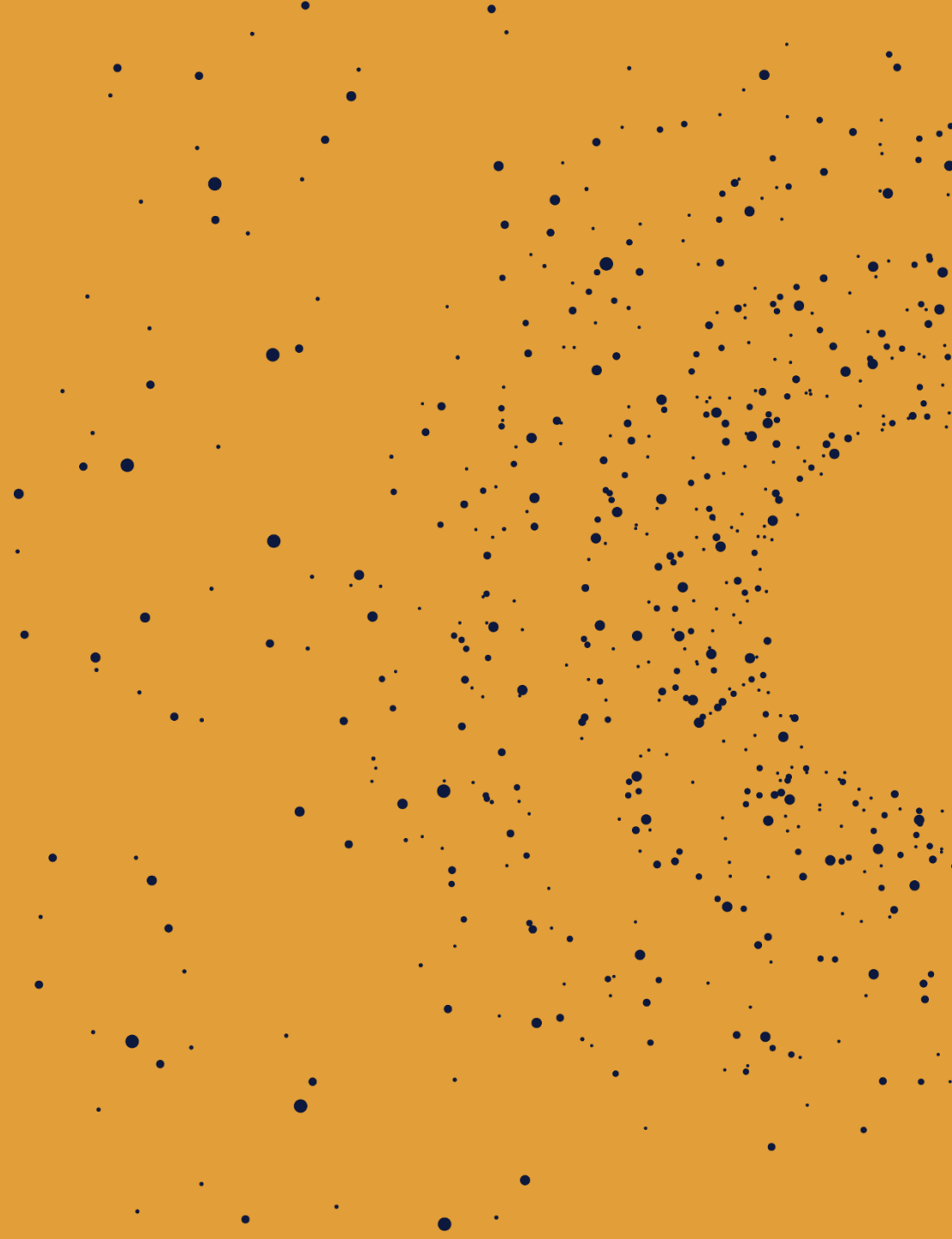


And which party would be your second choice? **BY** Combined Vote

## Combined Vote

	Conservative	Liberal	NDP	Bloc [QC Only]	Green	Other
Conservative	n/a	11%	11%	17%	12%	38%
Liberal	9%	n/a	29%	12%	23%	13%
NDP	13%	31%	n/a	13%	30%	8%
Bloc	2%	4%	3%	n/a	3%	4%
Green	13%	25%	32%	18%	n/a	16%
People's Party	16%	3%	4%	4%	7%	0%
Other	2%	1%	0%	1%	1%	6%
Undecided/ Don't know	24%	16%	16%	21%	19%	10%
Would not vote/Nobody	22%	10%	5%	15%	5%	4%

Party ID



# Federal Party ID: The Liberals and Conservatives are tied on ID outside of Quebec, but in Quebec the Liberals have a wide lead

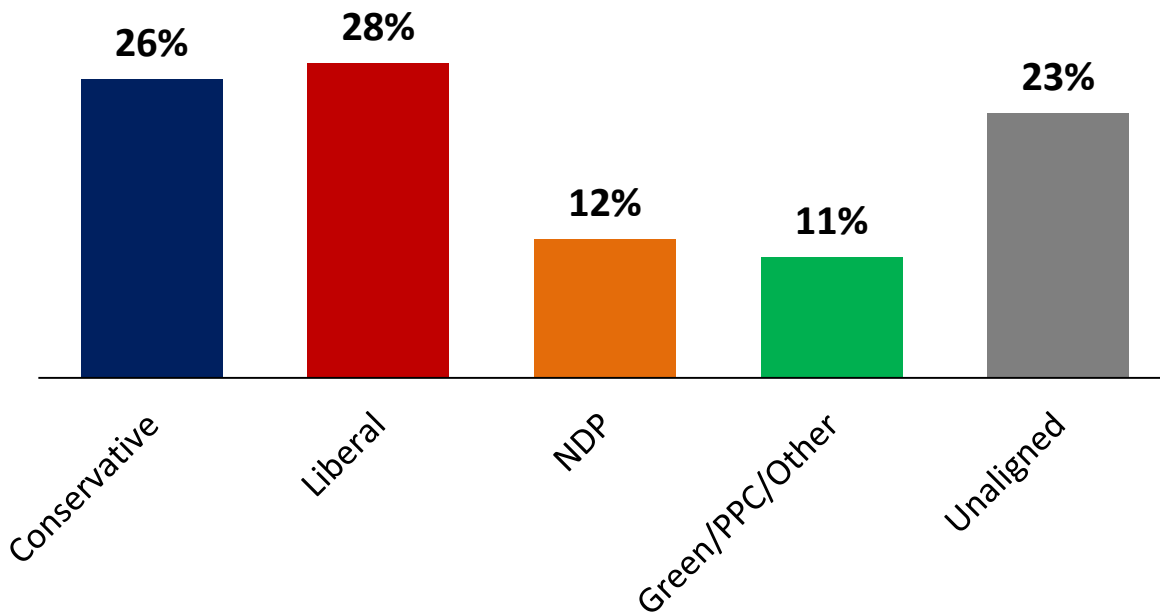


Thinking about politics in Canada, generally speaking, do you think of yourself as a...

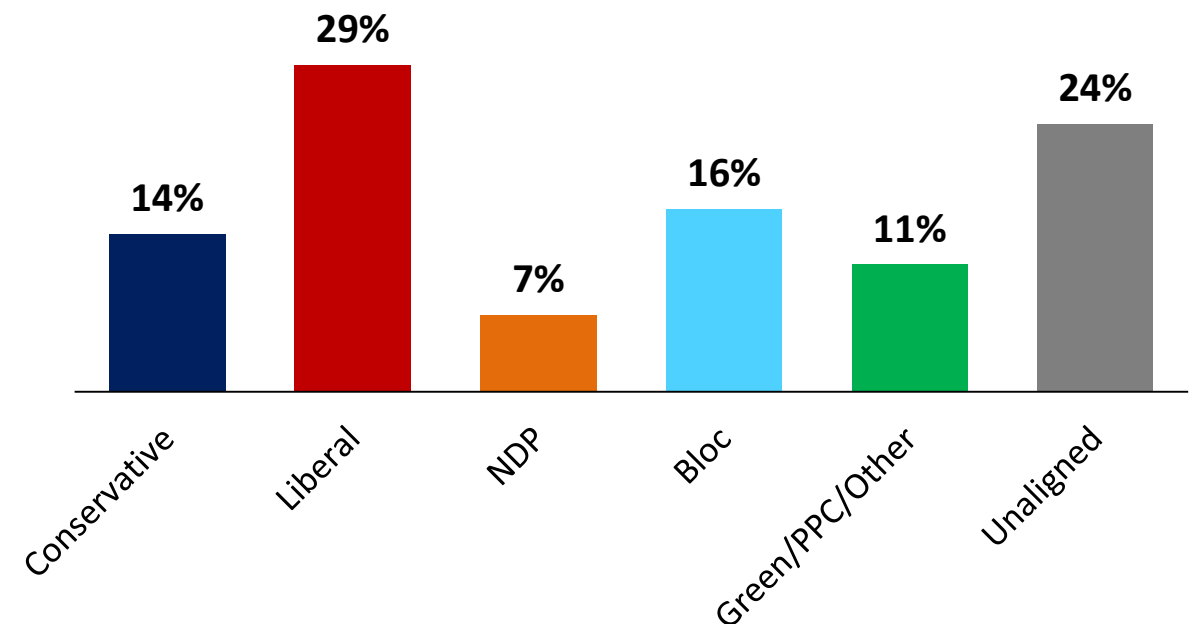
[asked of all respondents; n=2,000]

## Rest of Canada

## Quebec



n=1533



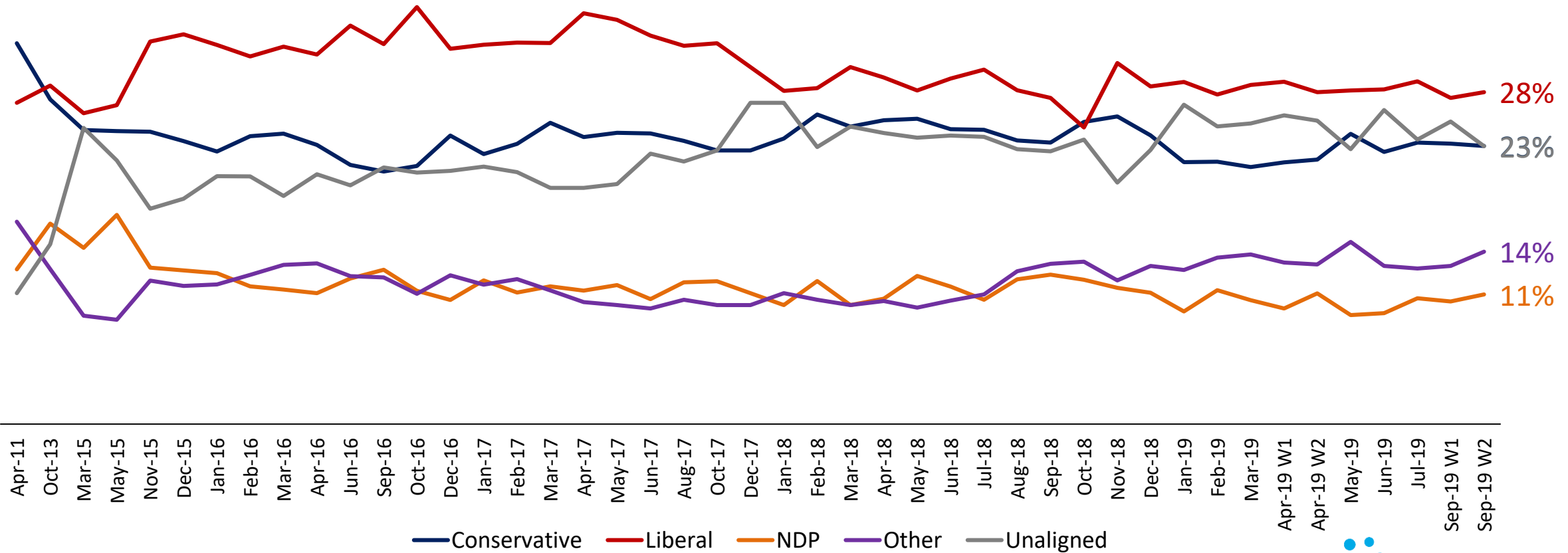
n=467

# Federal Party ID: The Liberals (28%) lead on ID over the Conservatives (23%); 23% are unaligned



Thinking about politics in Canada, generally speaking, do you think of yourself as a...

[asked of all respondents; n=2,000]



# Vote by Party ID: 87% of Conservative partisans say they would vote CPC, while 83% of Liberals say they would vote for the LPC



Combined Vote BY Thinking about politics in Canada, generally speaking, do you think of yourself as a...

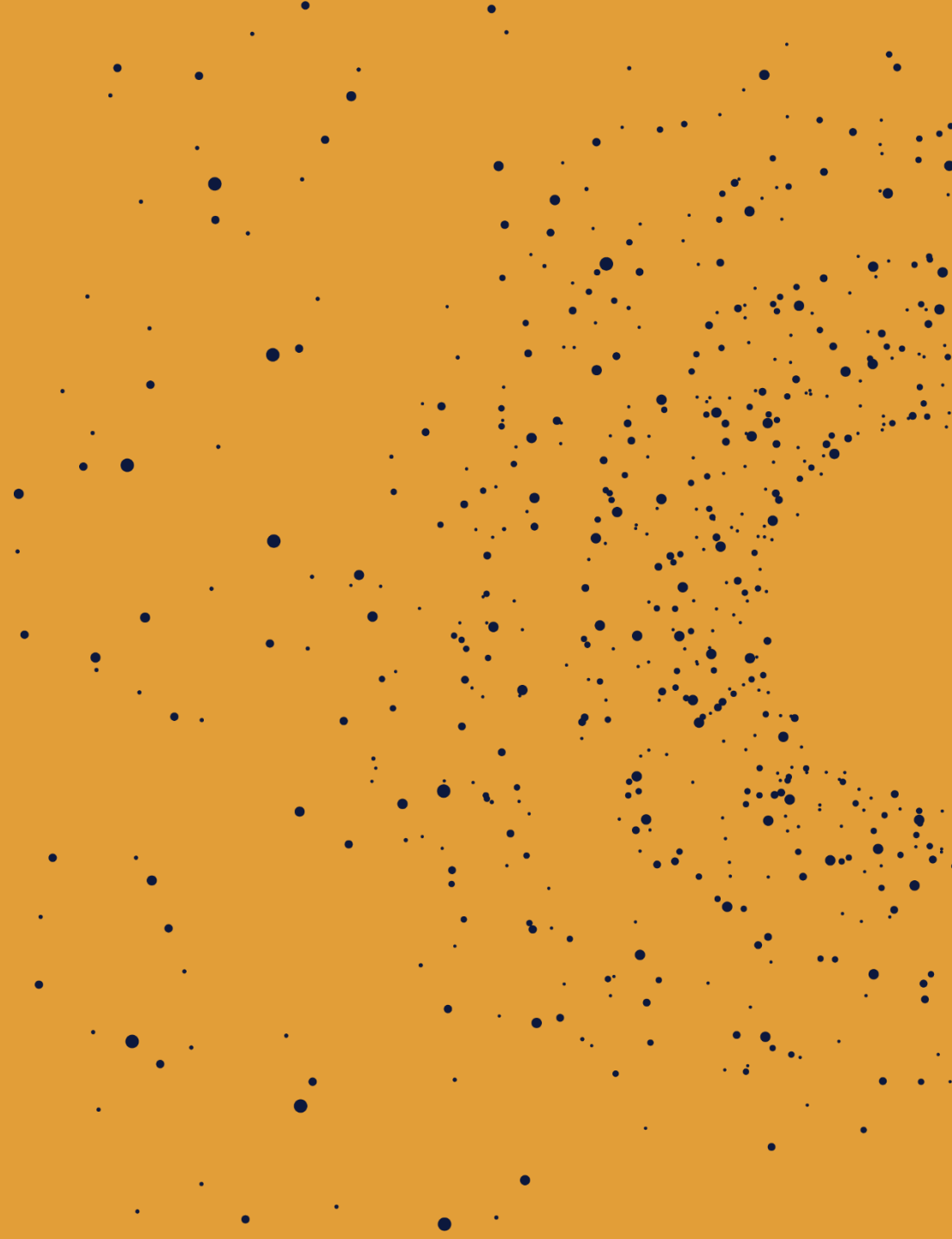
[asked of all respondents; n=2,000]

## Party ID

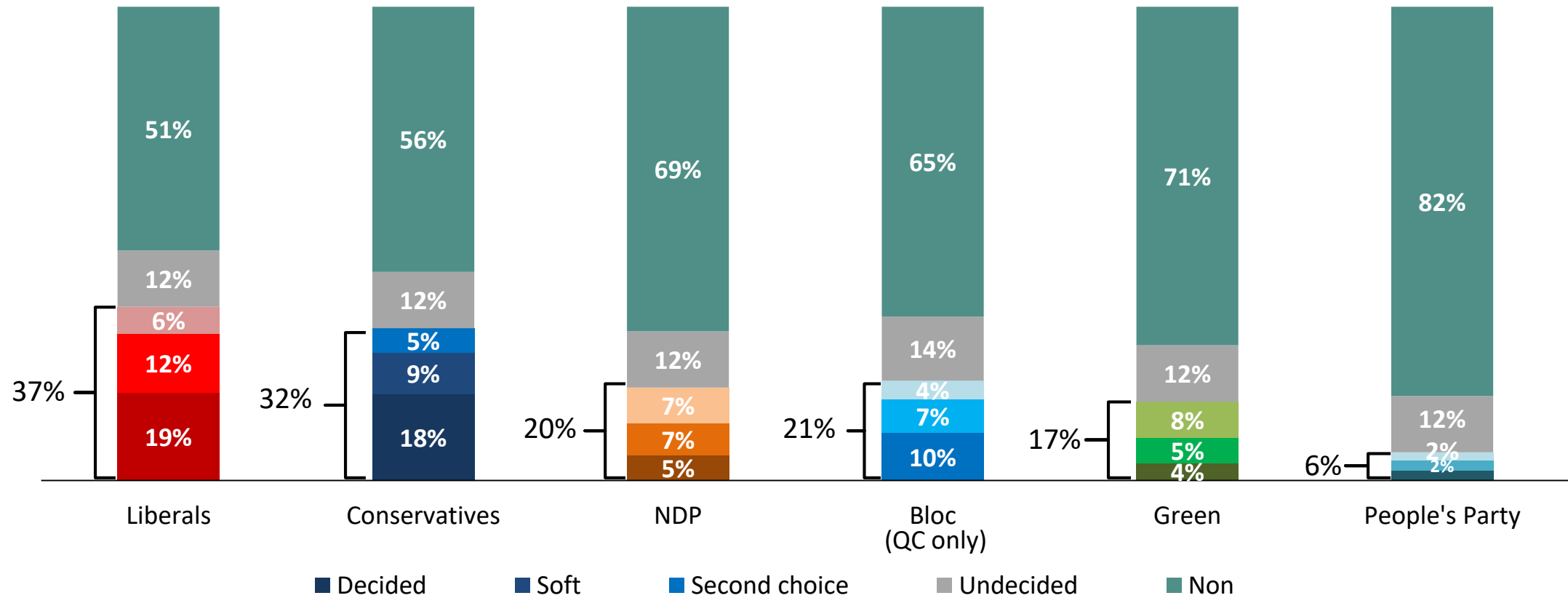
	Conservative	Liberal	NDP	Bloc [QC Only]	Green	PPC/Other	Unaligned
Conservative	87%	2%	3%	2%	3%	28%	17%
Liberal	4%	83%	13%	11%	9%	10%	17%
NDP	2%	3%	75%	0%	5%	7%	9%
Bloc	0%	0%	0%	86%	1%	0%	2%
Green	2%	4%	6%	1%	75%	5%	8%
People's Party	3%	2%	2%	0%	4%	39%	4%
Other	0%	0%	0%	0%	0%	4%	2%
Undecided/ Don't know	2%	5%	1%	0%	2%	6%	30%
Would not vote/Nobody	0%	0%	0%	0%	1%	2%	10%

Combined Vote

# Voter Pools



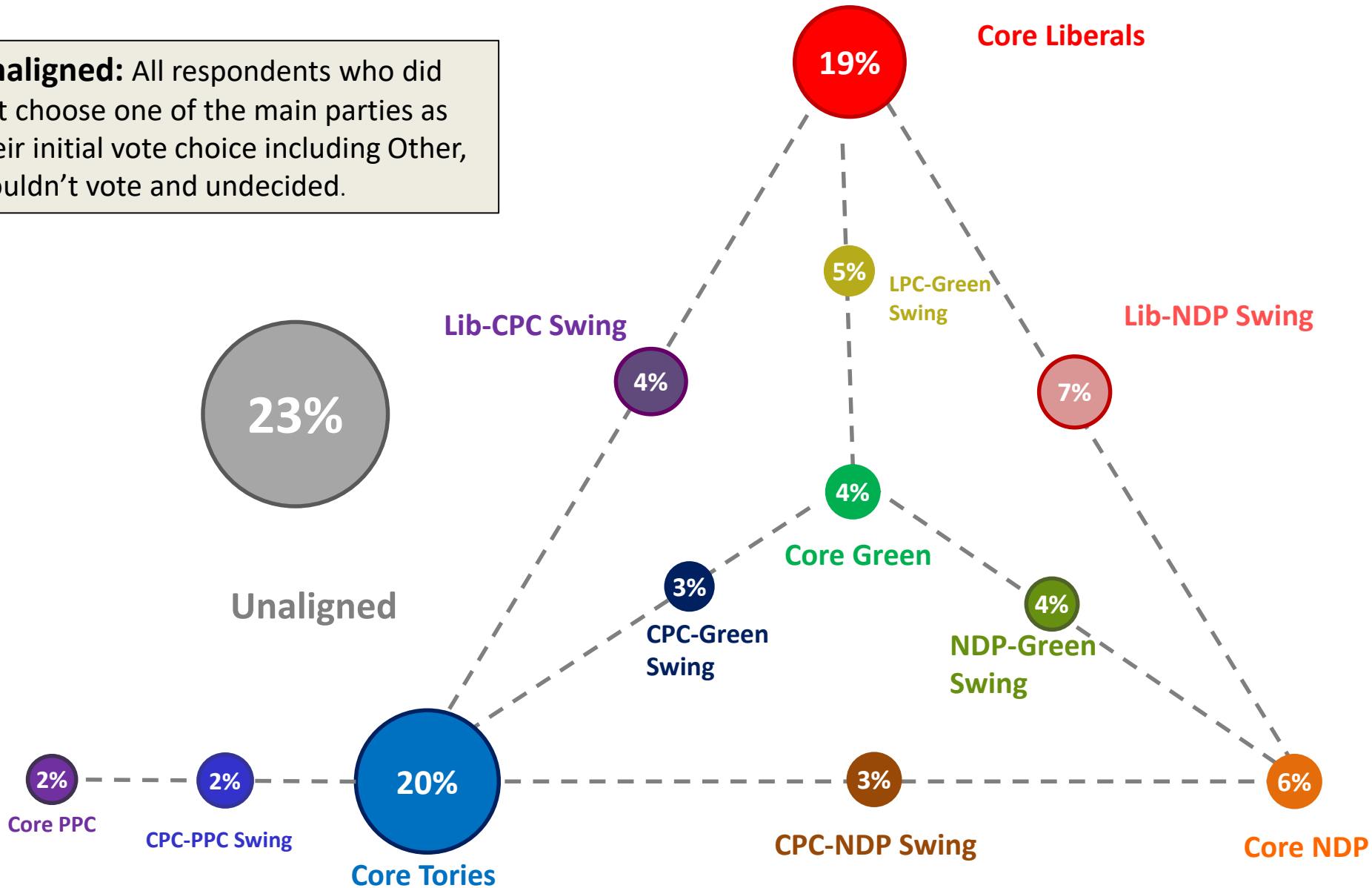
# Voter Pools: While the Liberals and Conservatives have similarly sized bases, the Liberals have more soft and 2<sup>nd</sup> choice voters



**Decided:** Voting for the party, and have heard all they need to make up their mind  
**Soft:** Voting for the party, but would like to hear more before making up their mind  
**Second Choice:** The party is second choice, and they would like to hear more before making up their mind  
**Undecided:** Undecided voters  
**Non-party:** Voting for another party and second choice is not for the party, or they have made up their mind

# Battleground Segments (Rest of Canada): Liberals and Tories have similarly sized bases, but there are more Liberal swing voters

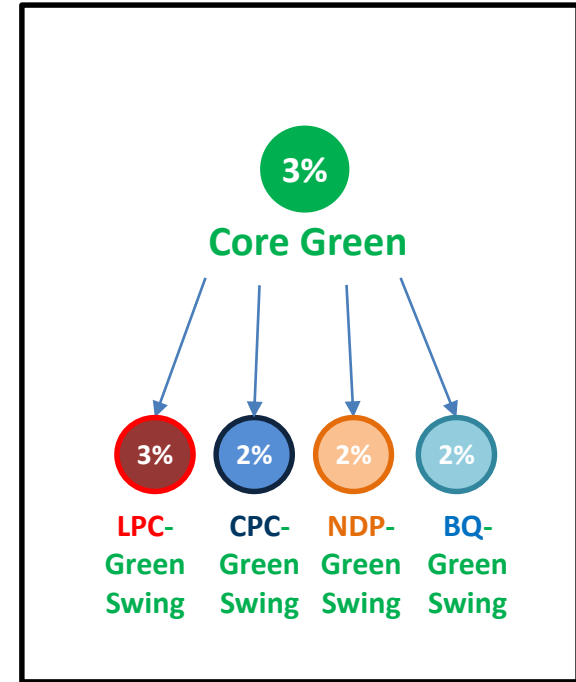
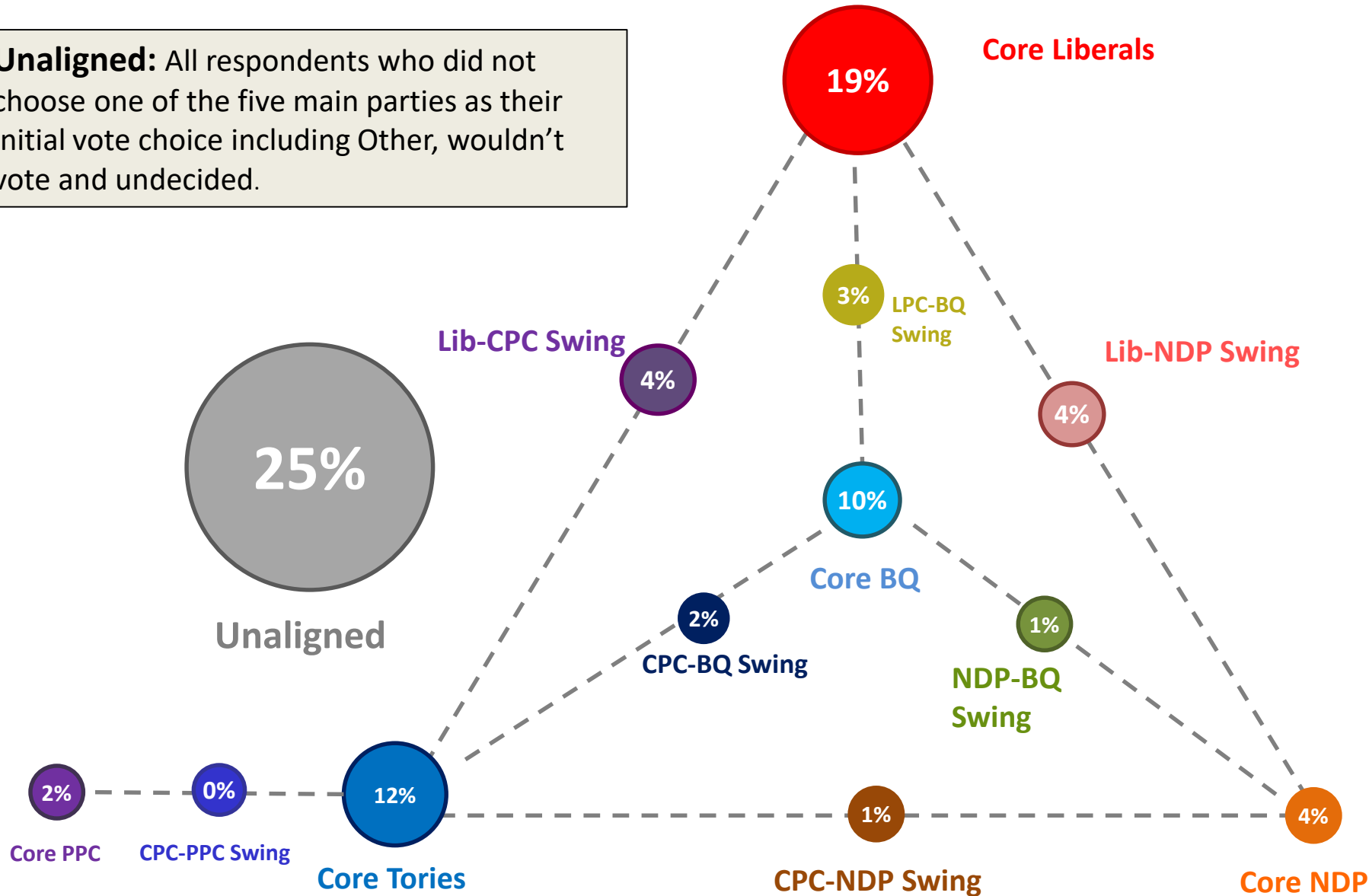
**Unaligned:** All respondents who did not choose one of the main parties as their initial vote choice including Other, wouldn't vote and undecided.



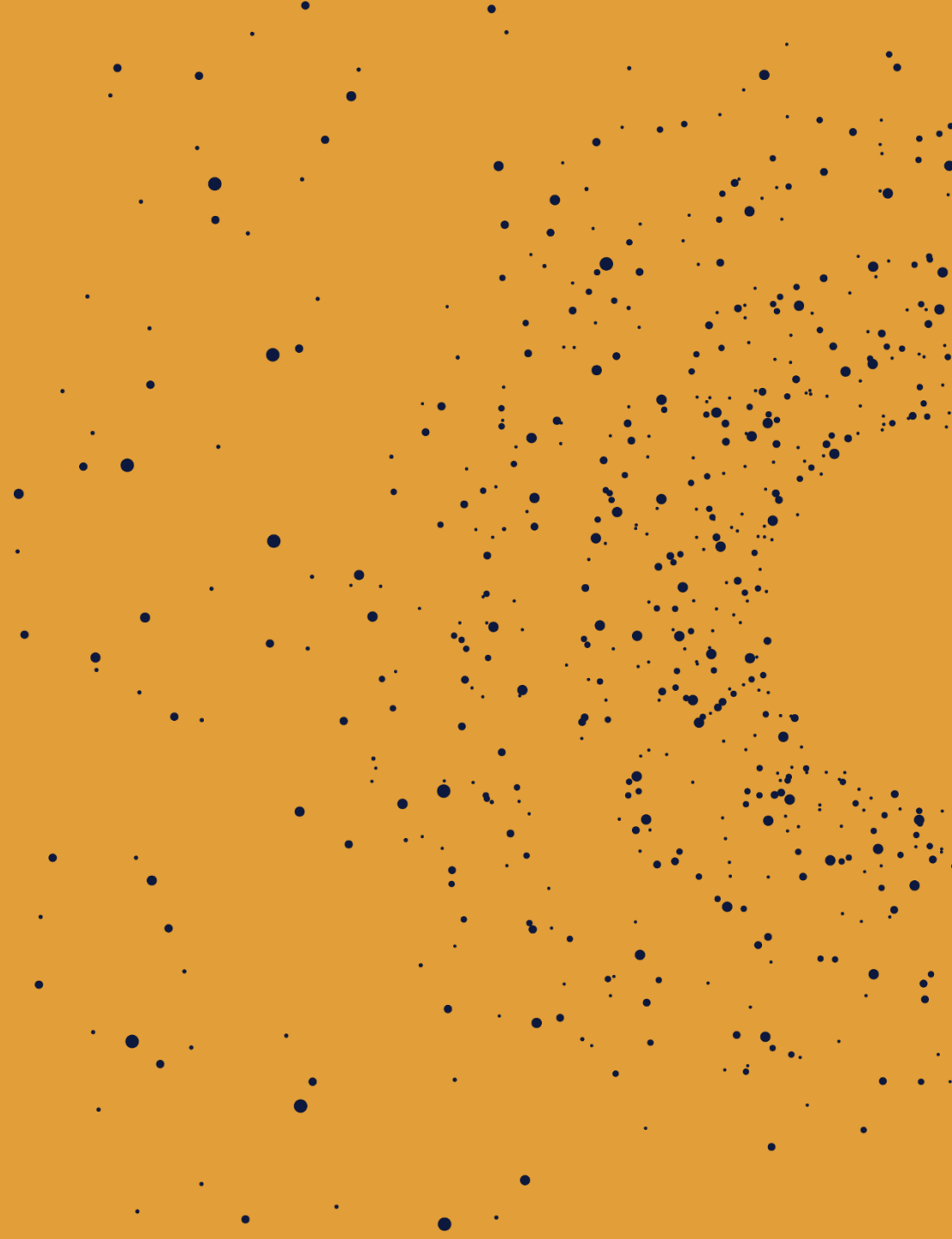


# Battleground Segments (Quebec): In Quebec, the Liberals have the largest pool of core voters

**Unaligned:** All respondents who did not choose one of the five main parties as their initial vote choice including Other, wouldn't vote and undecided.

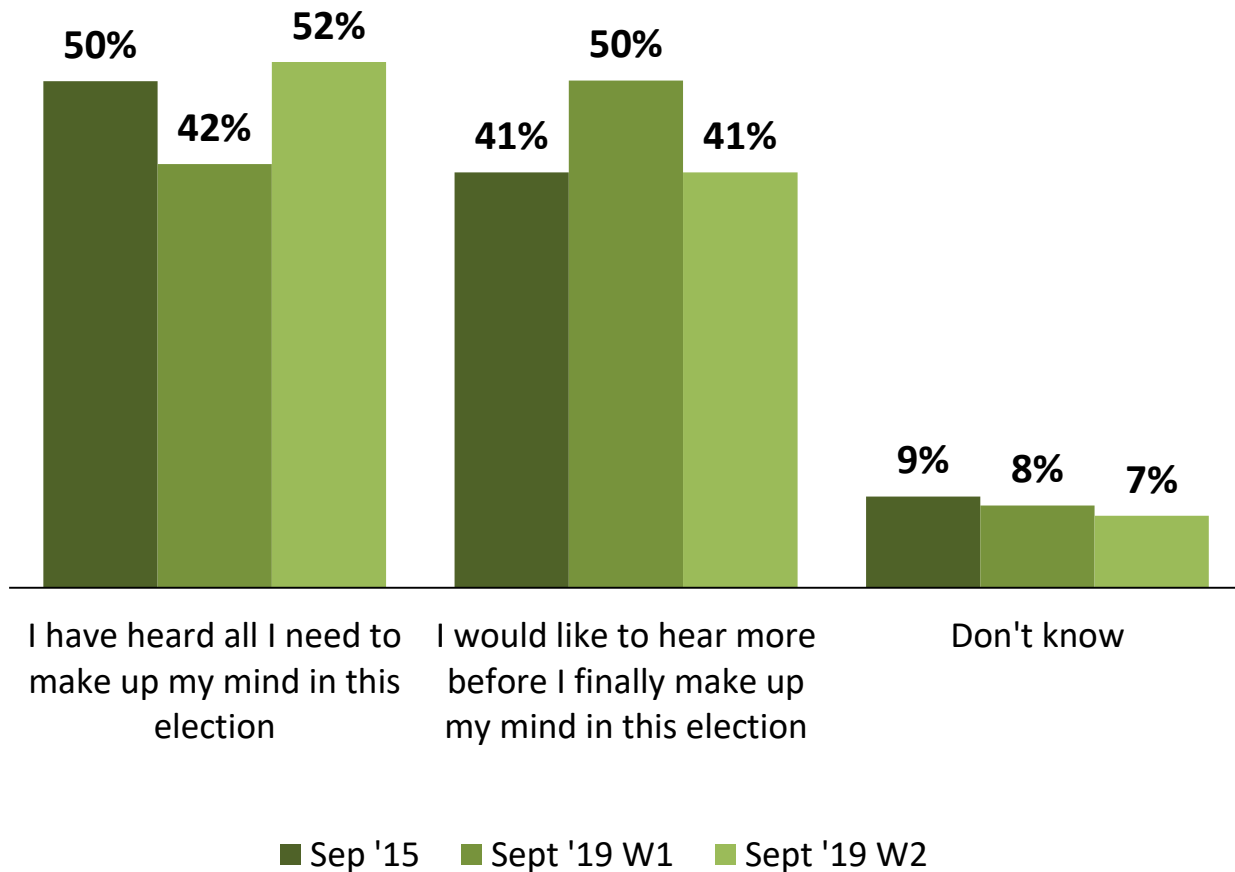


Turnout

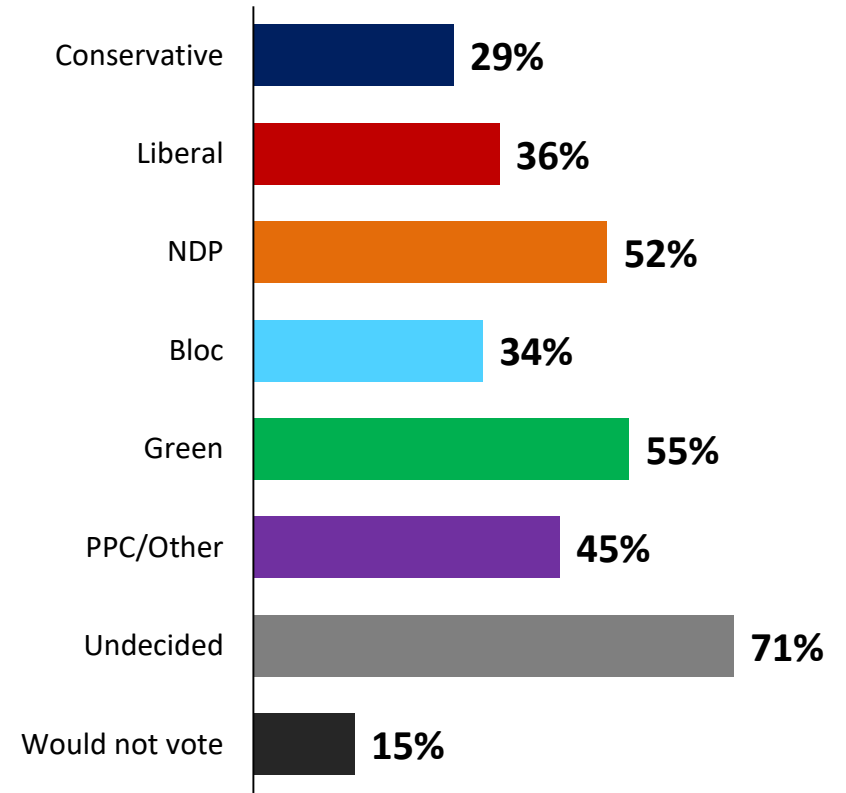


# Made up Mind: The share of respondents who say they have heard all they need to hear is up since early September

Q Which statement is closest to your view about the upcoming federal election?



% Would like to hear more  
By current combined vote choice

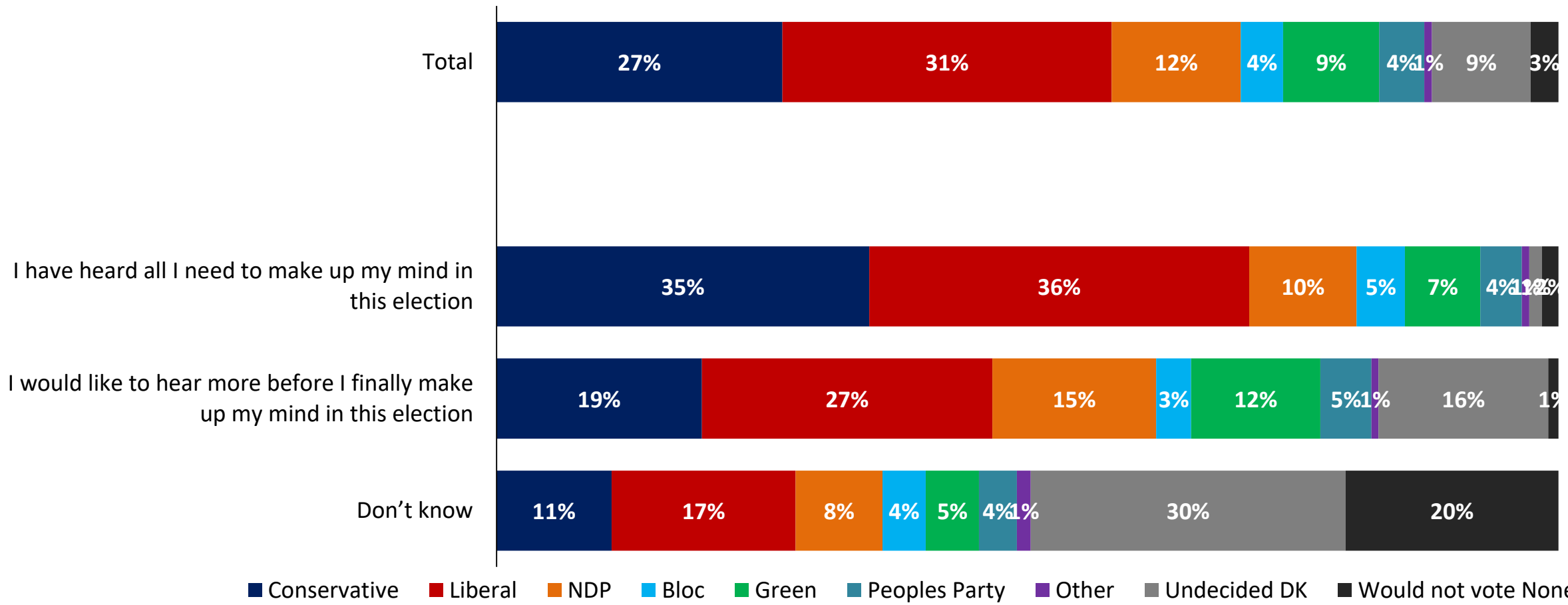


# Combined Vote by Certainty: The Liberals and Conservatives are tied among those who have heard all they need to hear



Combined vote by: Which statement is closest to your view about the upcoming federal election?

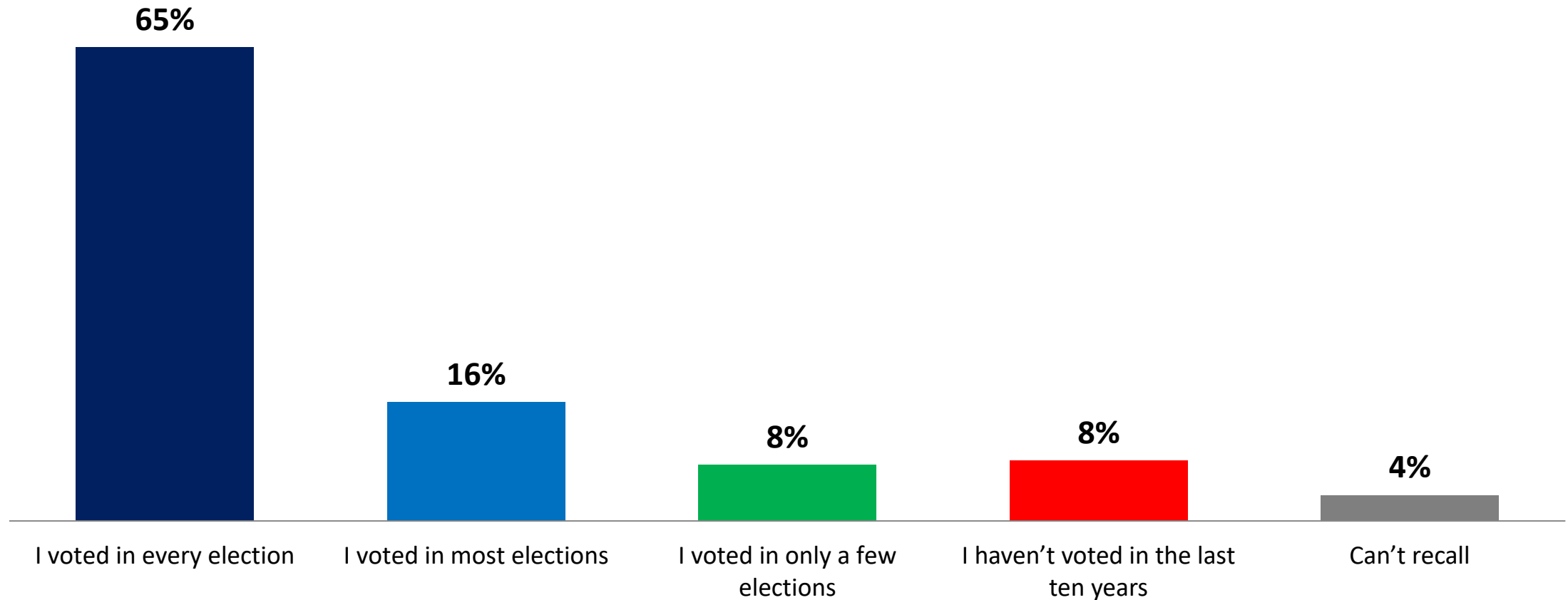
[asked of all respondents; n=2,000]



# Election Voting: Two-thirds (66%) of voters say they have voted in every election in the last ten years



Thinking about the last ten years in Canada, were there any federal, provincial, or municipal elections in which you were eligible to vote but did not?  
[asked of all respondents; n=2,000]

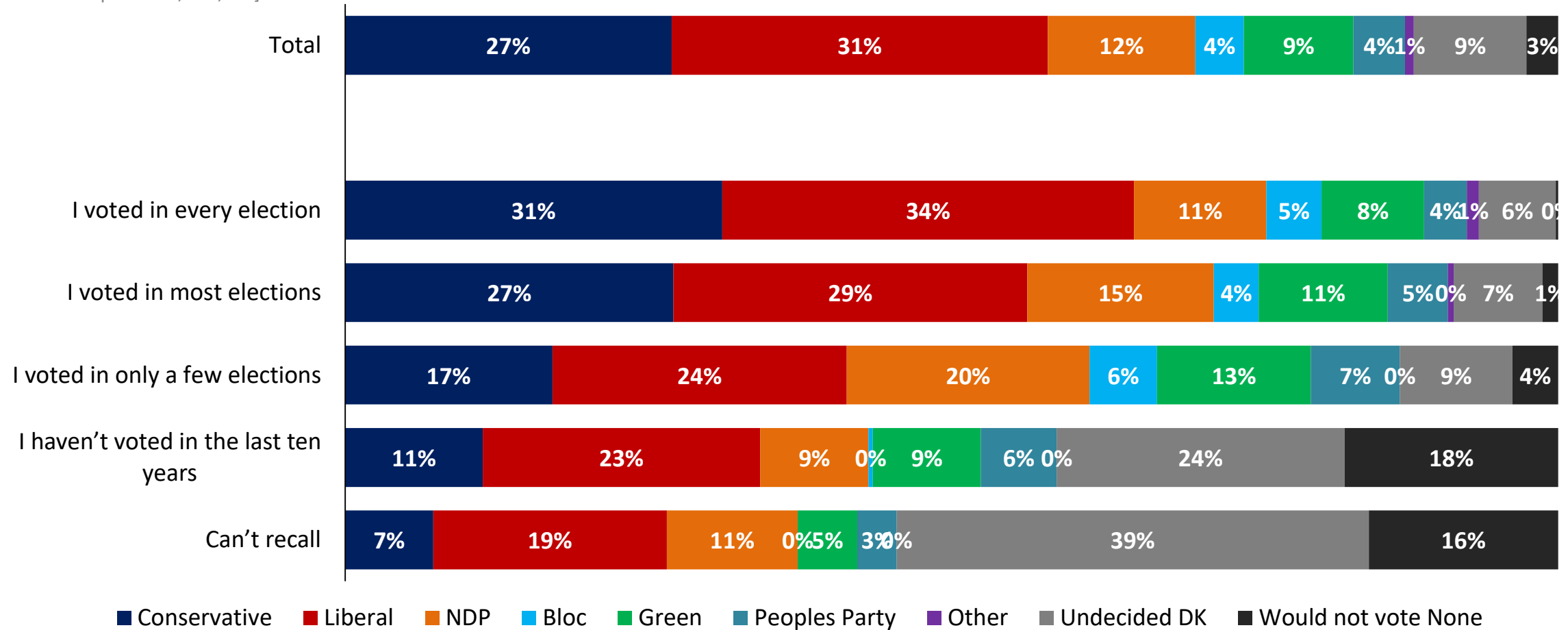


# Current Vote by Past Behaviour: Liberals hold a small directional lead among the most likely voters



Combined vote by: Thinking about the last ten years in Canada, were there any federal, provincial, or municipal elections in which you were eligible to vote but did not?

[asked of all respondents; n=2,000]





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