

2019 Election Political Landscape



September 2019

Methodology



These are the results of an online survey conducted between September 10th and September 15th, 2019.

This online survey of 1,622 adult Canadians was conducted using Lucid, a leading provider of online sample. The results are weighted to n=1,600 based on Census data from Statistics Canada.

Respondents from 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.

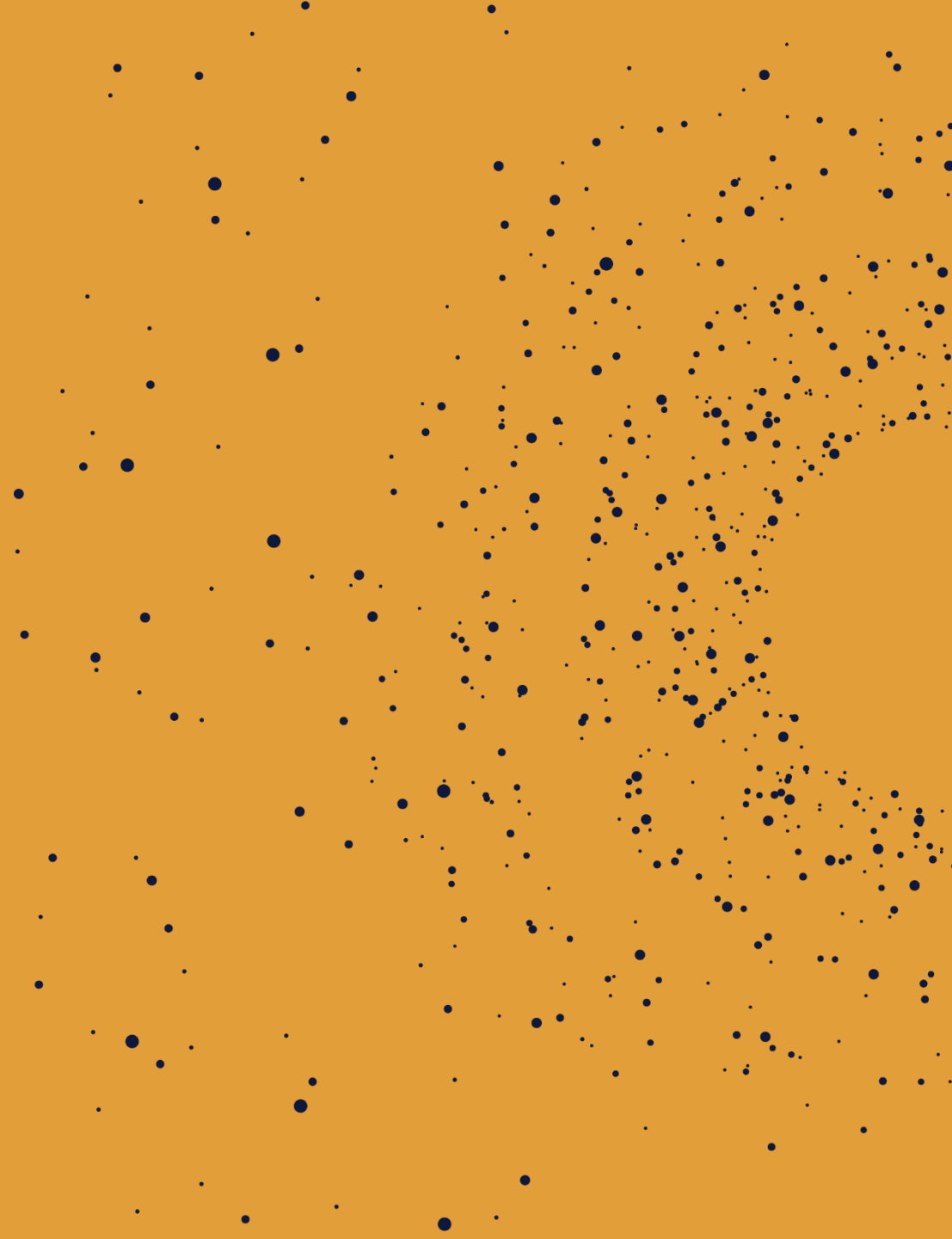
A total of 357 panelists started but did not finish the survey and another 944 panelists were screened out for exceeding age/gender/region quotas.

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 (%)
Males 18-34	193	11.9%	220	13.8%
Males 35-54	267	16.5%	267	16.7%
Males 55+	304	18.7%	290	18.1%
Females 18-34	228	14.1%	218	13.6%
Females 35-54	295	18.2%	278	17.4%
Females 55+	335	20.7%	327	20.4%
BC	218	13.4%	218	13.6%
Alberta	197	12.1%	182	11.3%
Prairies	111	6.8%	107	6.7%
Ontario	566	34.9%	611	38.2%
Quebec	395	24.4%	374	23.4%
Atlantic	135	8.3%	109	6.8%

Landscape

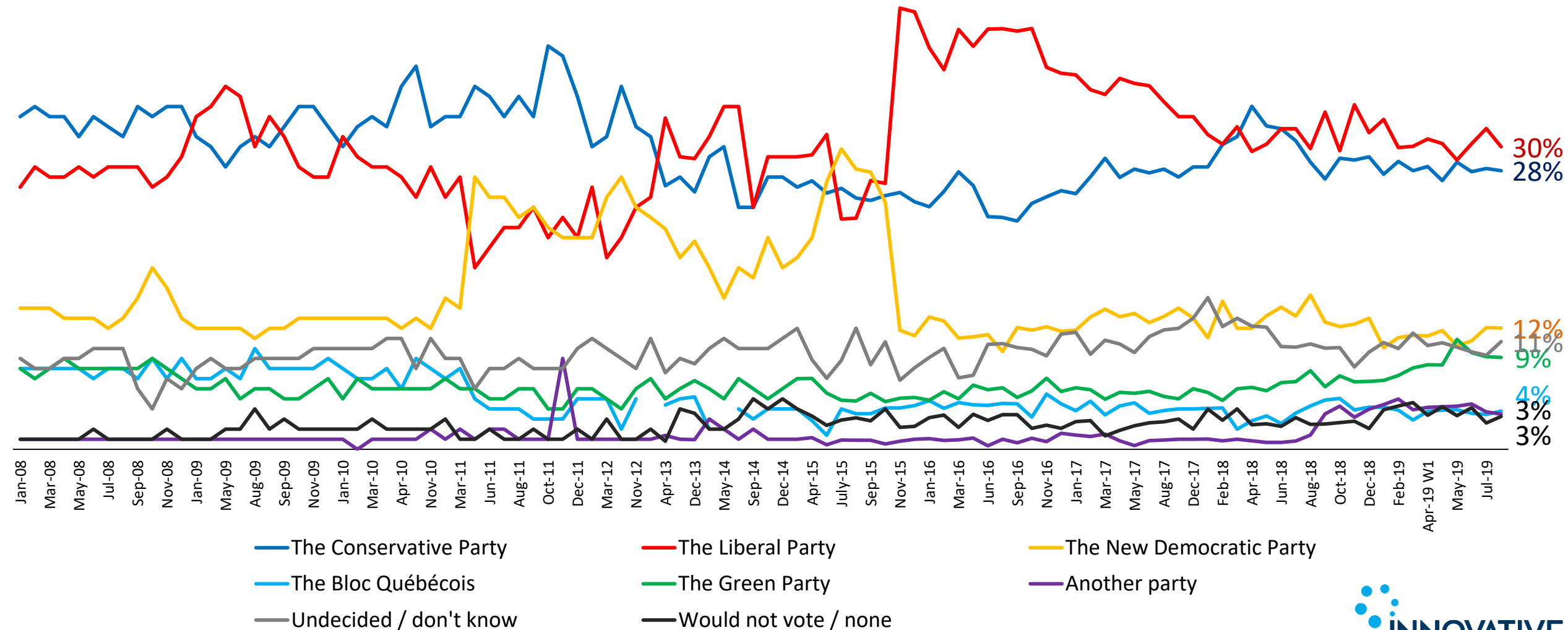


Combined Federal Vote: Liberals (30%) and CPC (28%) neck-and-neck for first, NDP in distant third at 12%



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]

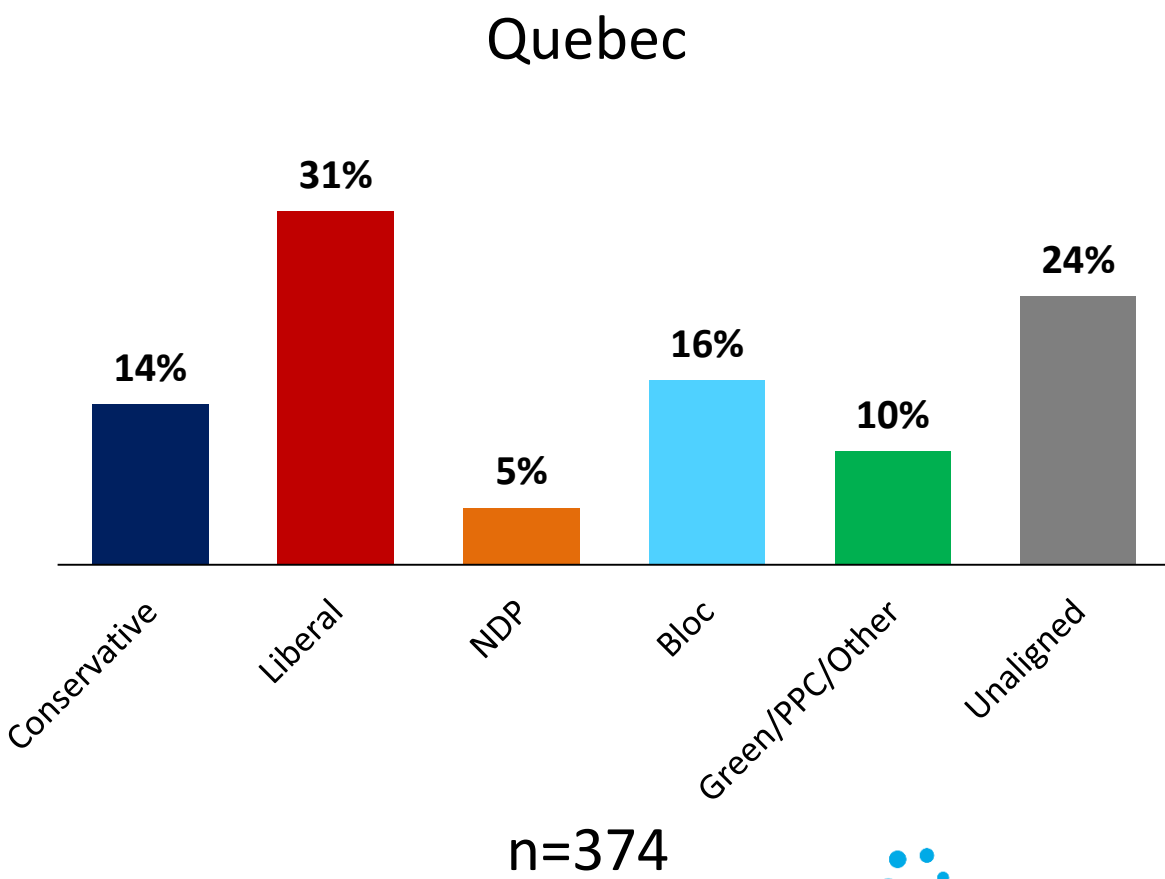
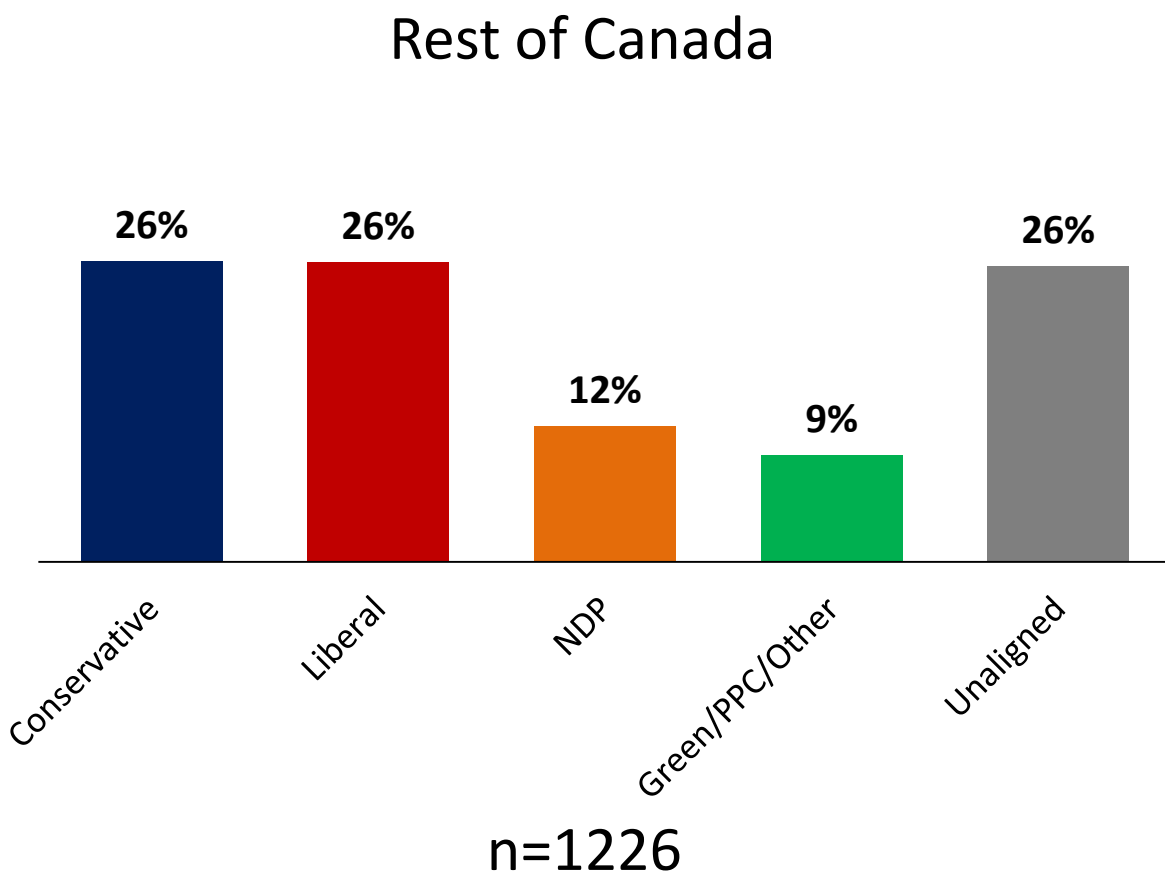
[asked of all respondents; n=1,600]



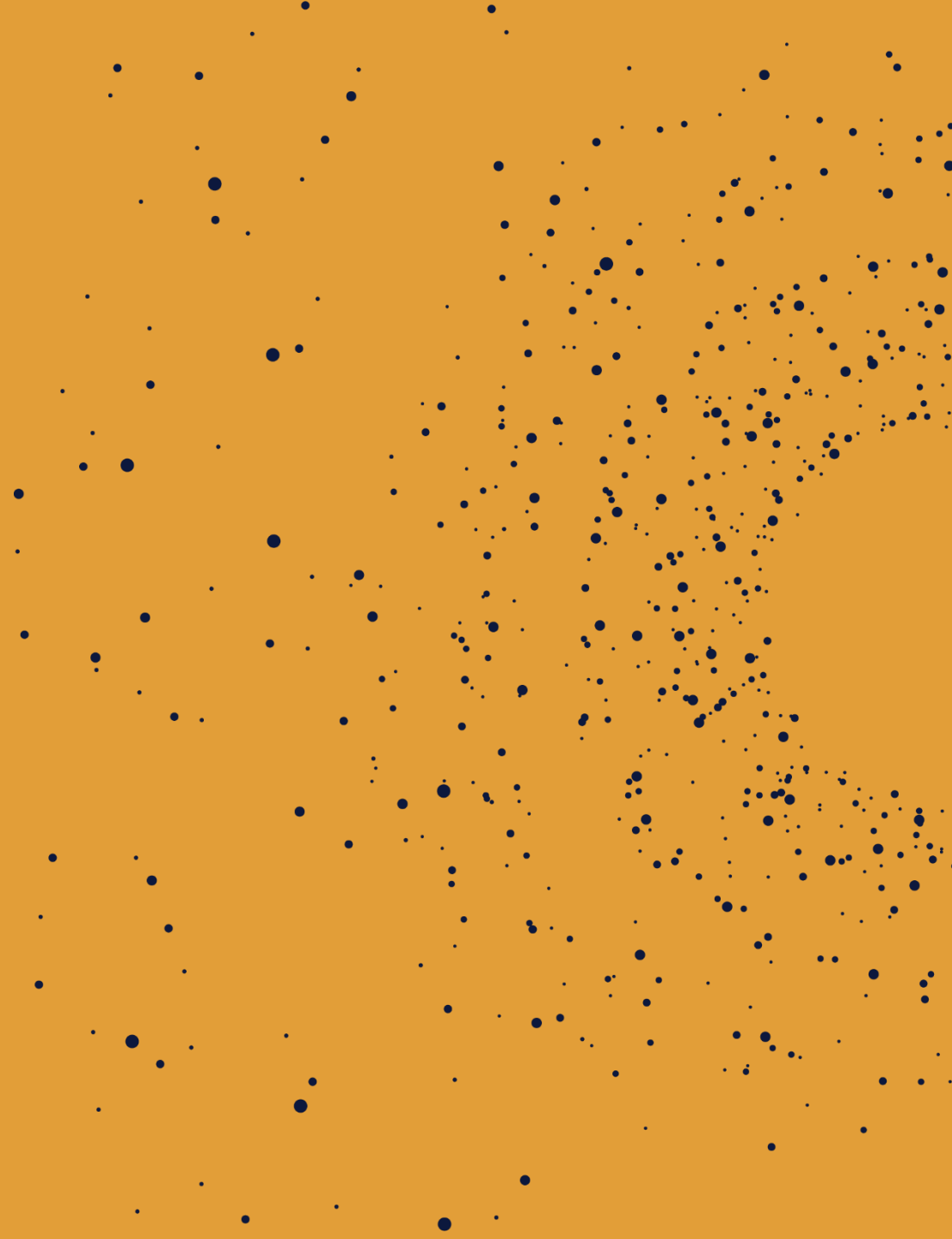
Note: People's Party of Canada has been added since September 2018, included in 'Another party'.

Federal Party ID: Outside of Quebec, the Liberals and Conservatives are⁵ tied; in Quebec, the Liberals lead by double digits on ID

Q Thinking about politics in Canada, generally speaking, do you think of yourself as a...
[asked of all respondents; n=1,600]



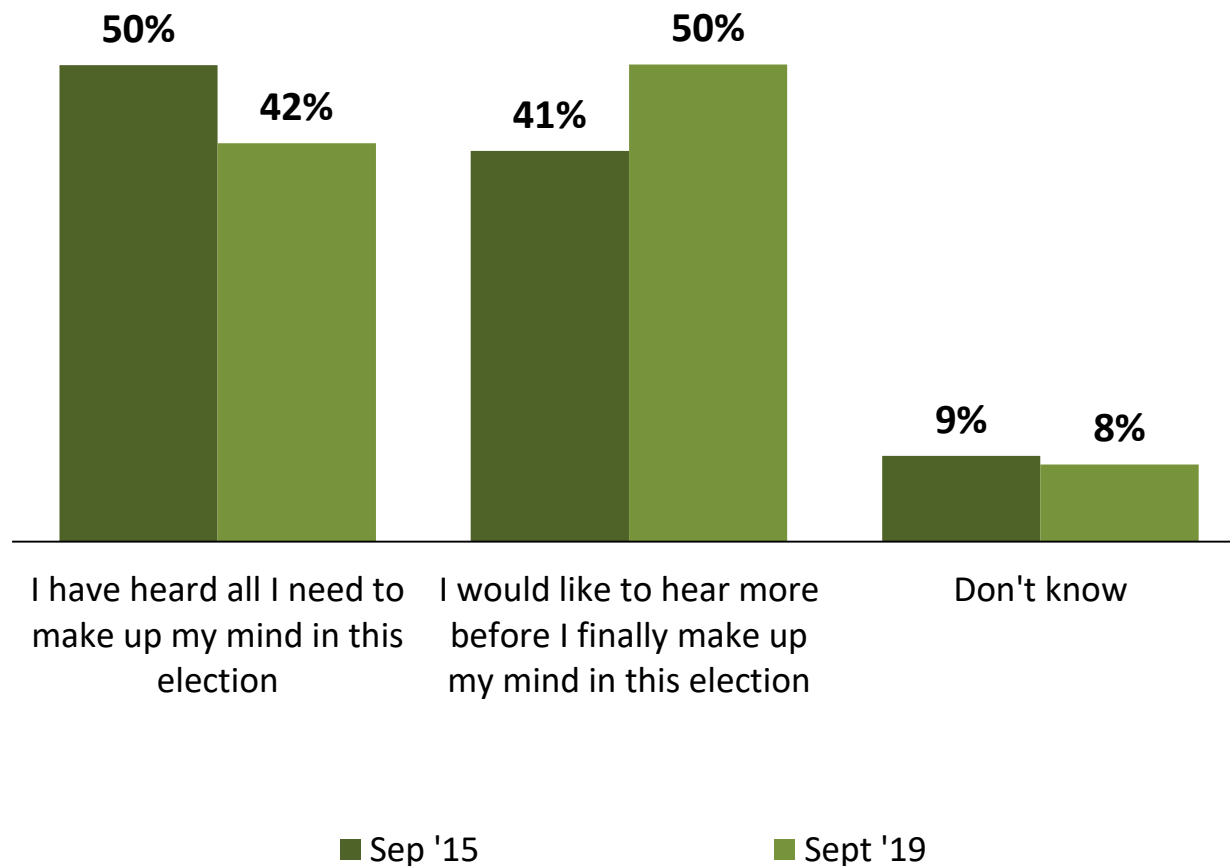
Satisficing



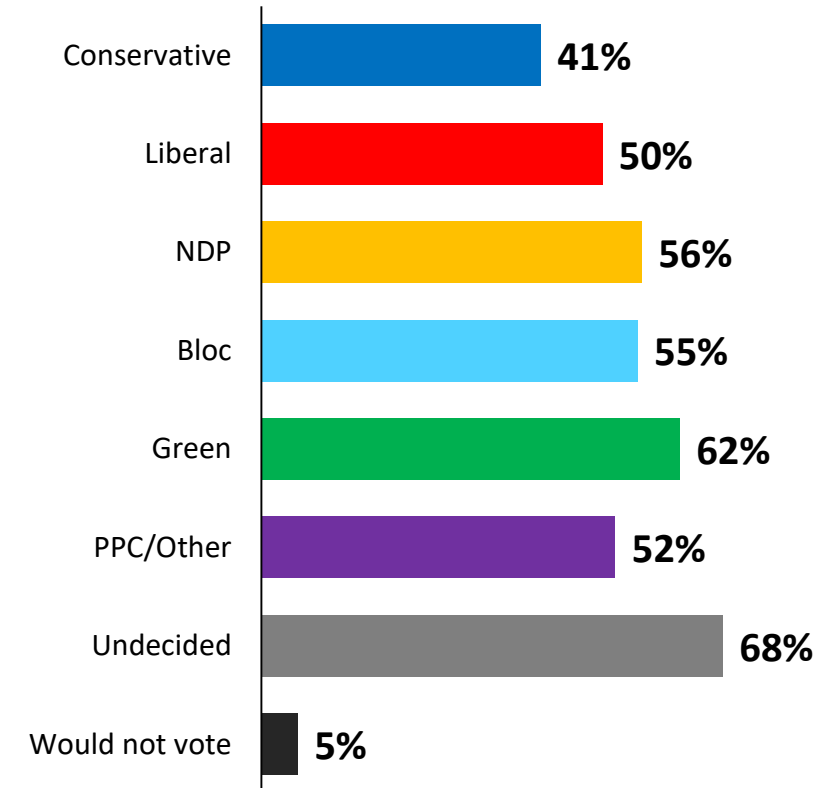
Made up Mind: Conservative voters are the least likely to say they need to hear more information before making up their mind



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

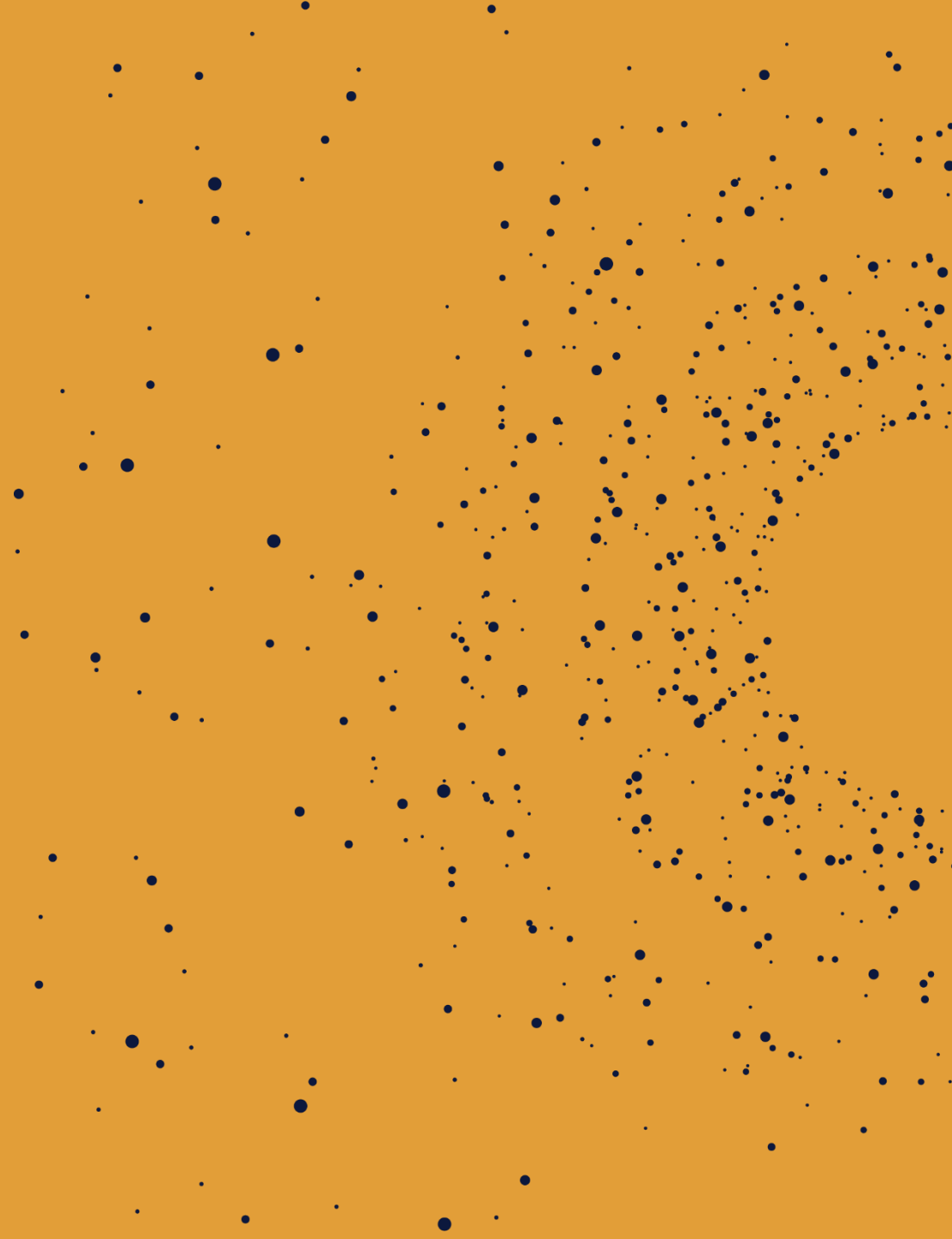


**% Would like to hear more
By current combined vote choice**



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

Best Prime Minister

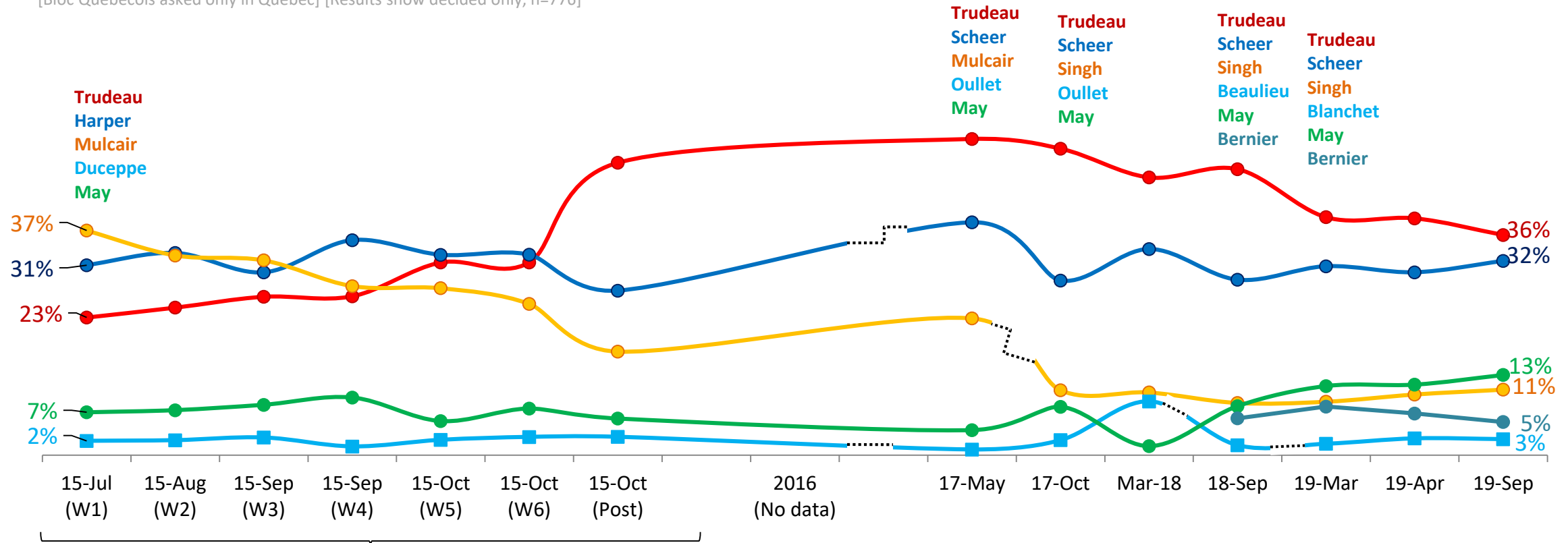


Best Prime Minister - Decided: Trudeau (36%) remains the top choice for best Prime Minister, Scheer (32%) now only four points behind



Which of the following party leaders would make the best Prime Minister of Canada?

[Bloc Quebecois asked only in Quebec] [Results show decided only, n=776]



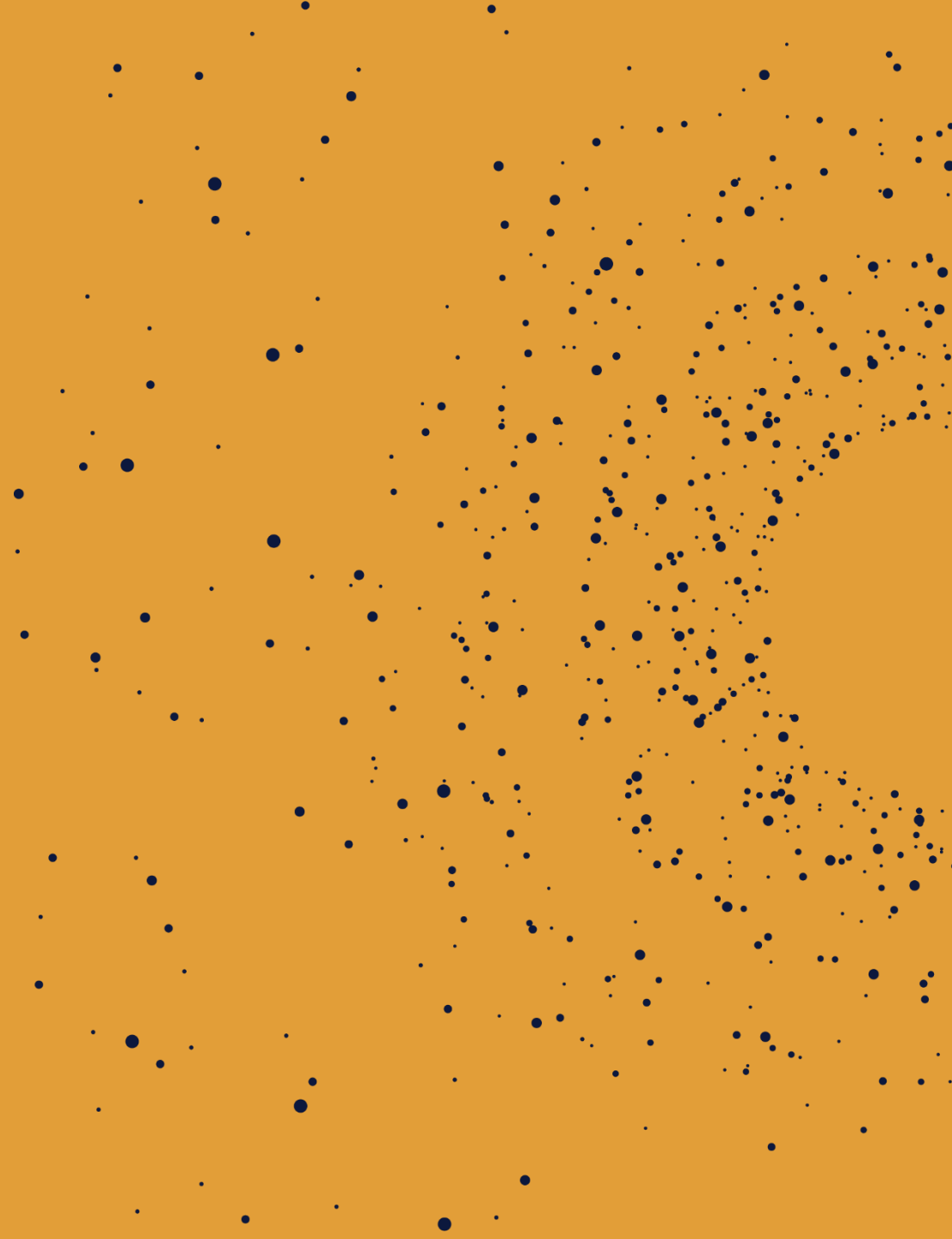
INNOVATIVE's 2015 Election Campaign Surveys

- Justin Trudeau of the Liberals
- Andrew Scheer / Stephen Harper of the Conservatives
- Jagmeet Singh / Thomas Mulcair of the NDP
- Yves-Francois Blanchet / Mario Beaulieu / Martine Oullet / Gilles Duceppe of the Bloc Quebecois
- Elizabeth May of the Green Party
- Maxime Bernier of the People's Party

... indicates a change in party leader during tracking

Note: 'None', 'Don't know', 'Refused' not included in calculations. BQ Leader asked in QC only.

Discrimination

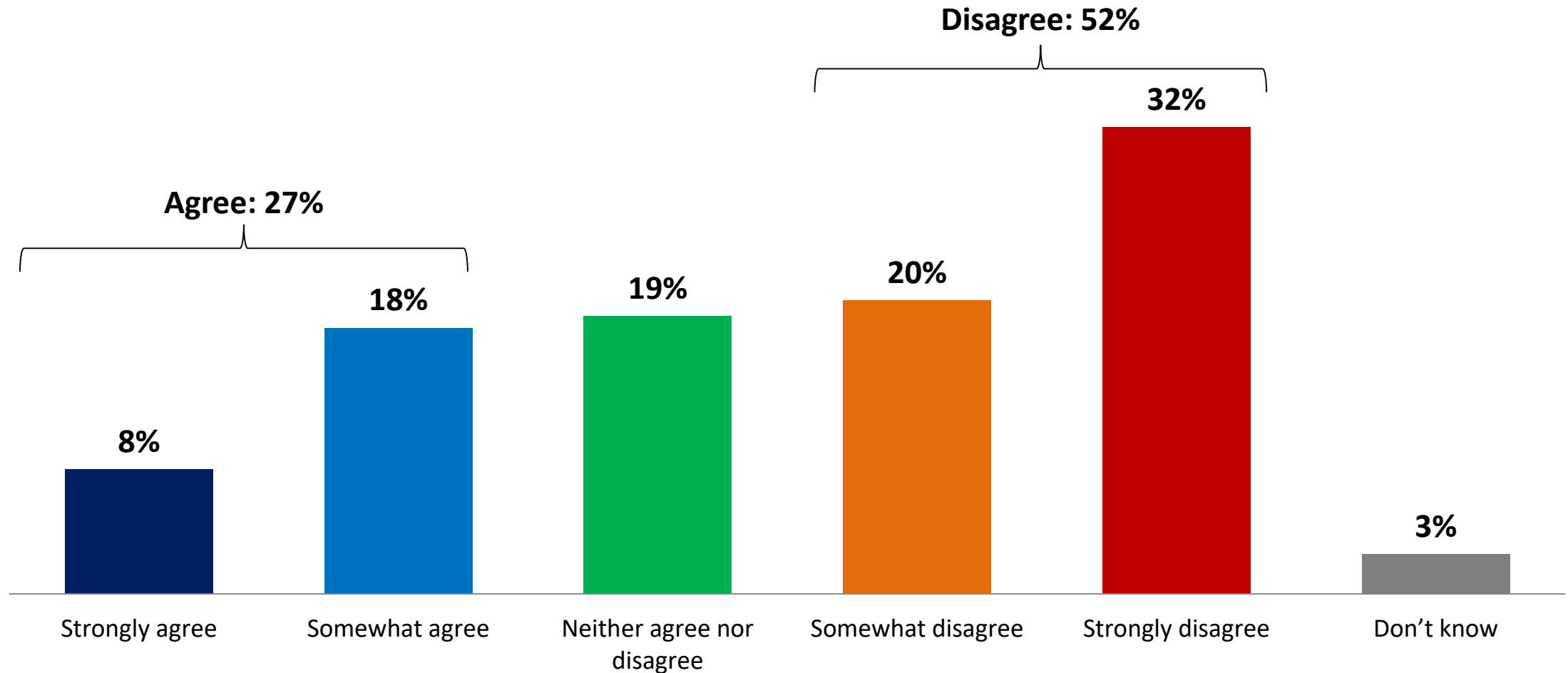


Experience Discrimination: Just over 1-in-4 respondents (27%) say they experience discrimination in their daily life



Do you agree or disagree with the following statement? I experience discrimination in my daily life.

[asked of all respondents; n=1,600]

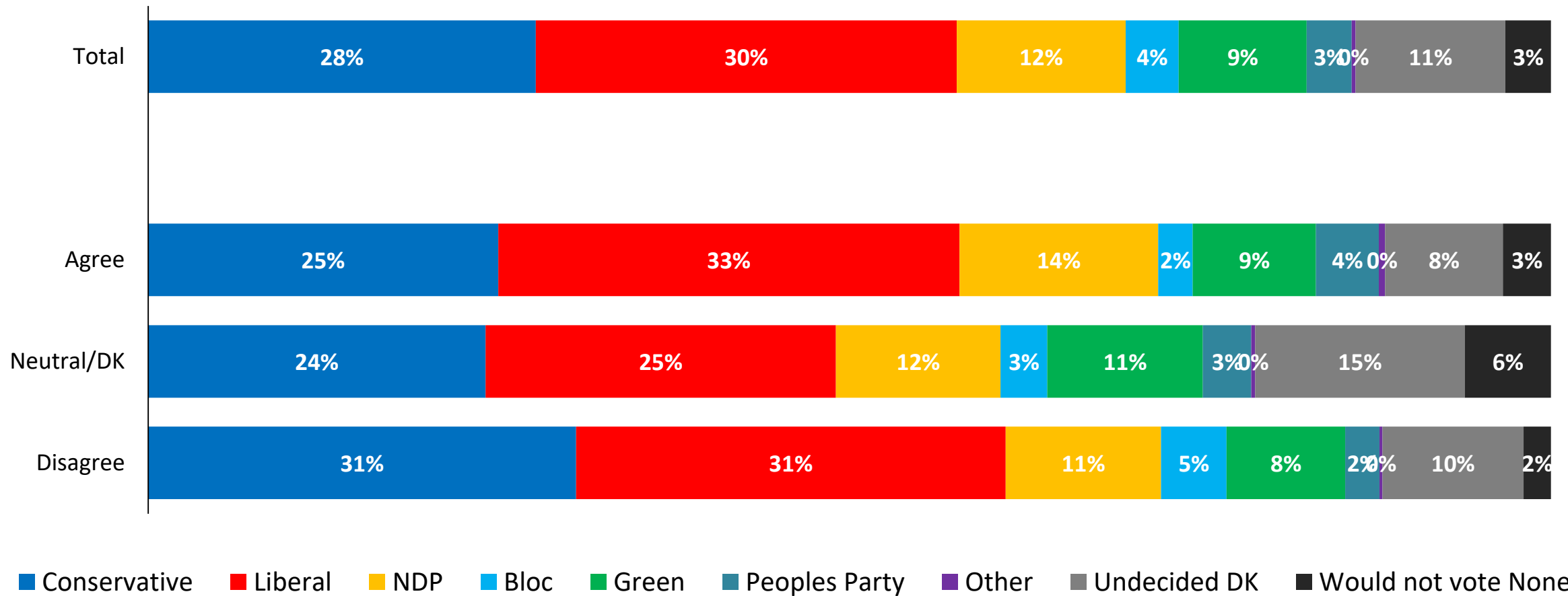


Combined Vote by Discrimination: The Liberals lead among those who experience discrimination in their daily life



Combined Vote by: Do you agree or disagree with the following statement? *I experience discrimination in my daily life.*

[asked of all respondents; n=1,600]





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