

2019 Election

September Baseline: 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.

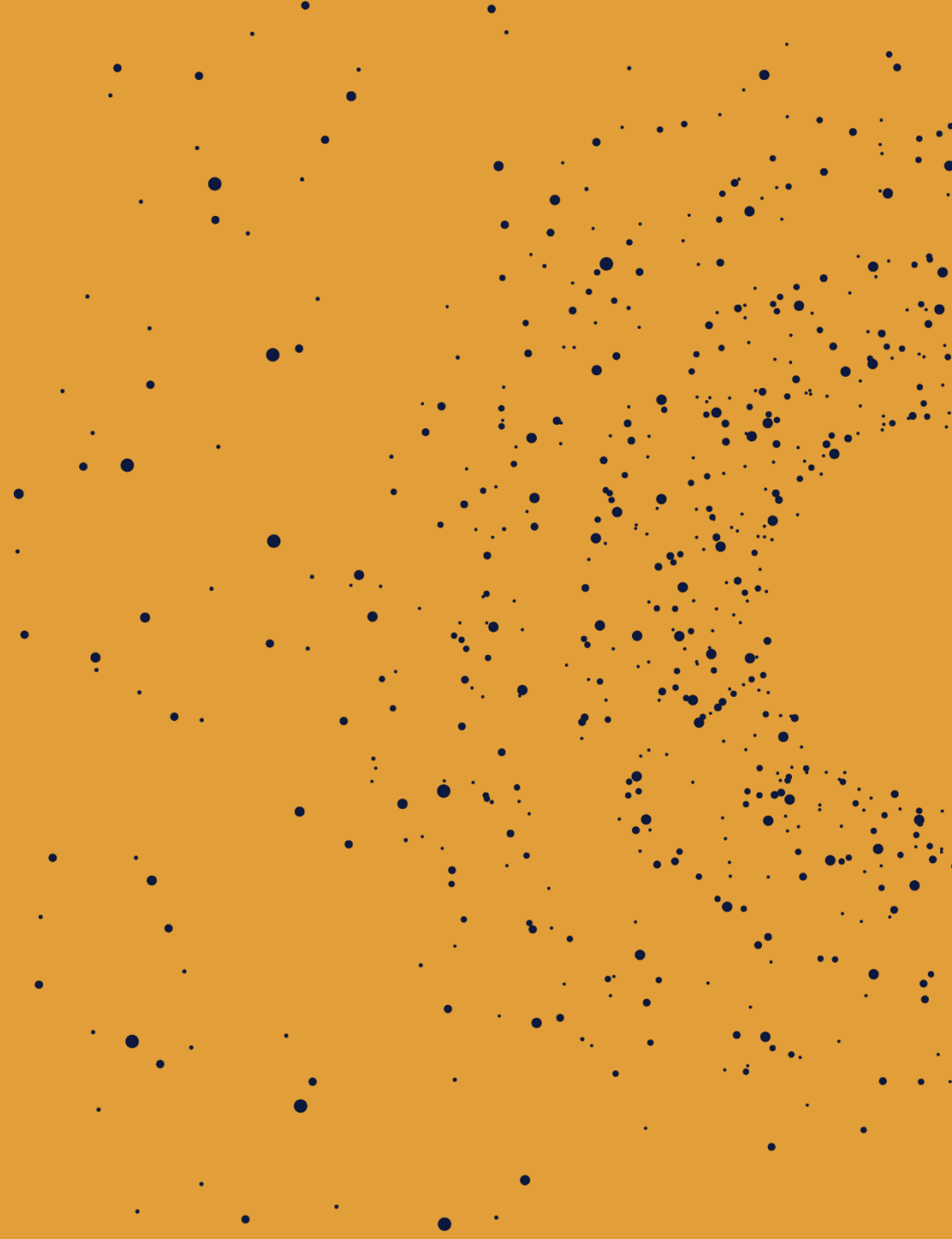
A total of 357 panelists started but did not finish the survey and another 944 panelists were screened out for exceeding age/gender/region quotas.

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%
Region				
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%

Federal Vote

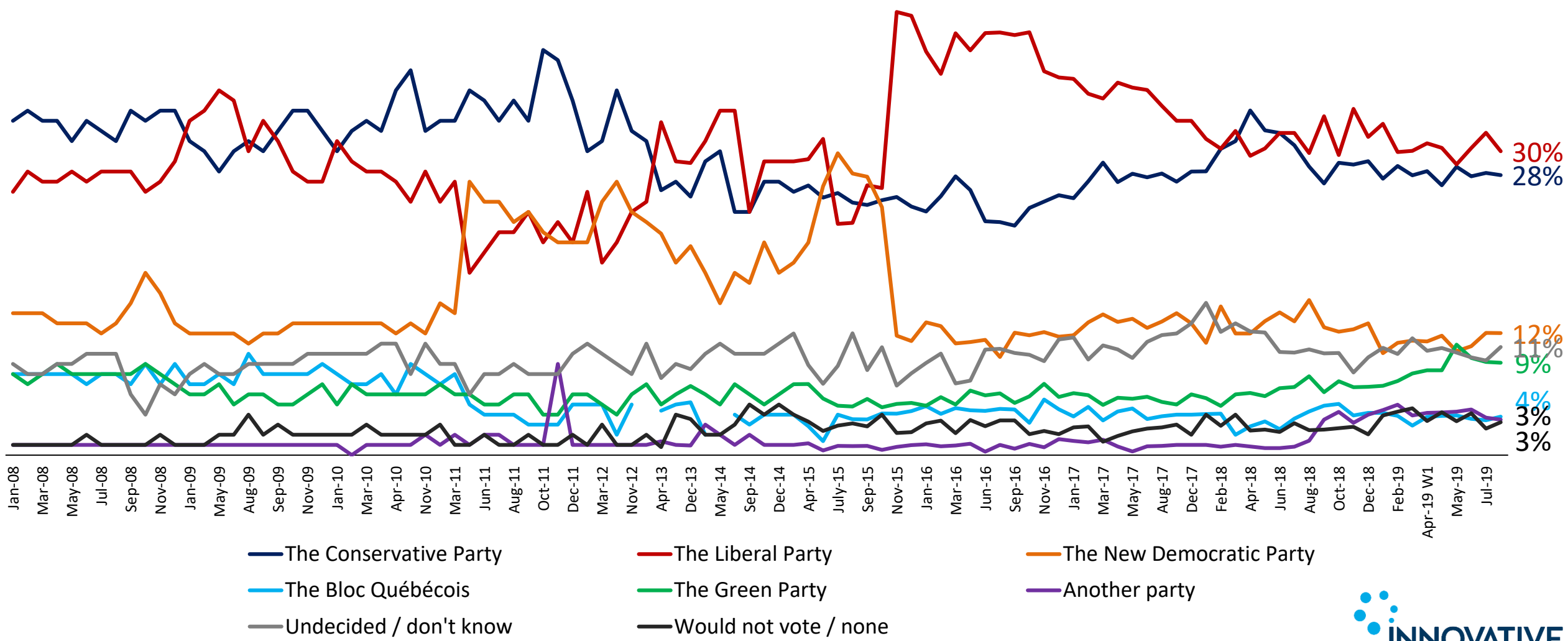


Combined Federal Vote: Liberals (30%) and CPC (28%) neck-and-neck for first, NDP in distant third at 12%



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'.

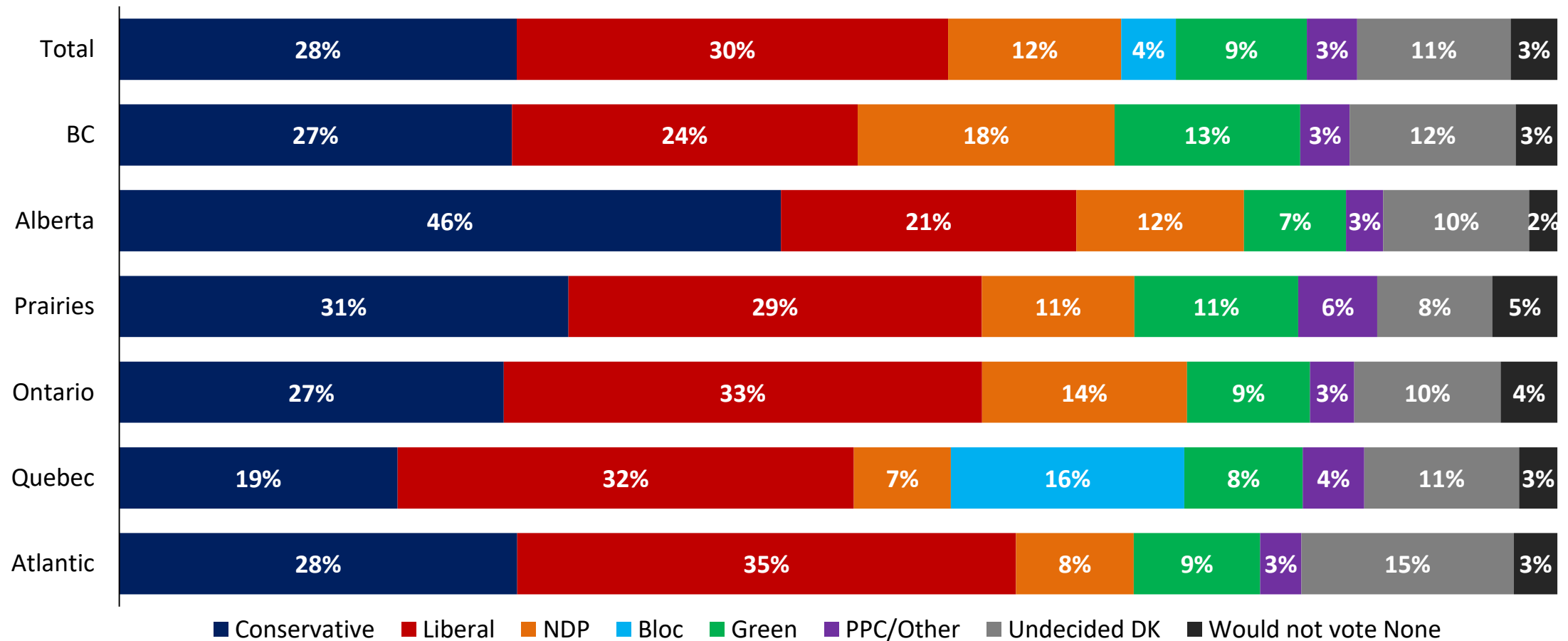


Combined Federal Vote by Region: Liberals lead in Ontario and Quebec; the Conservatives lead directionally in BC



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]

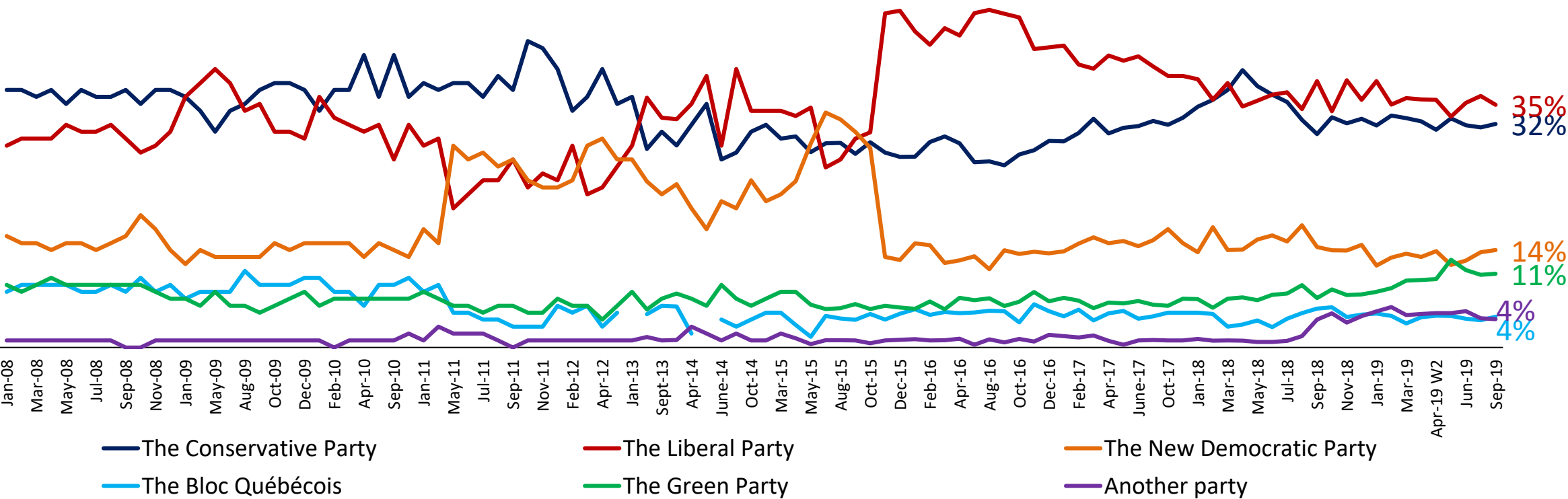
[asked of all respondents; n=1,600]



Decided Federal Vote: Liberals (35%) slightly ahead of CPC (32%) by 3 points, NDP steady at 14%



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]



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

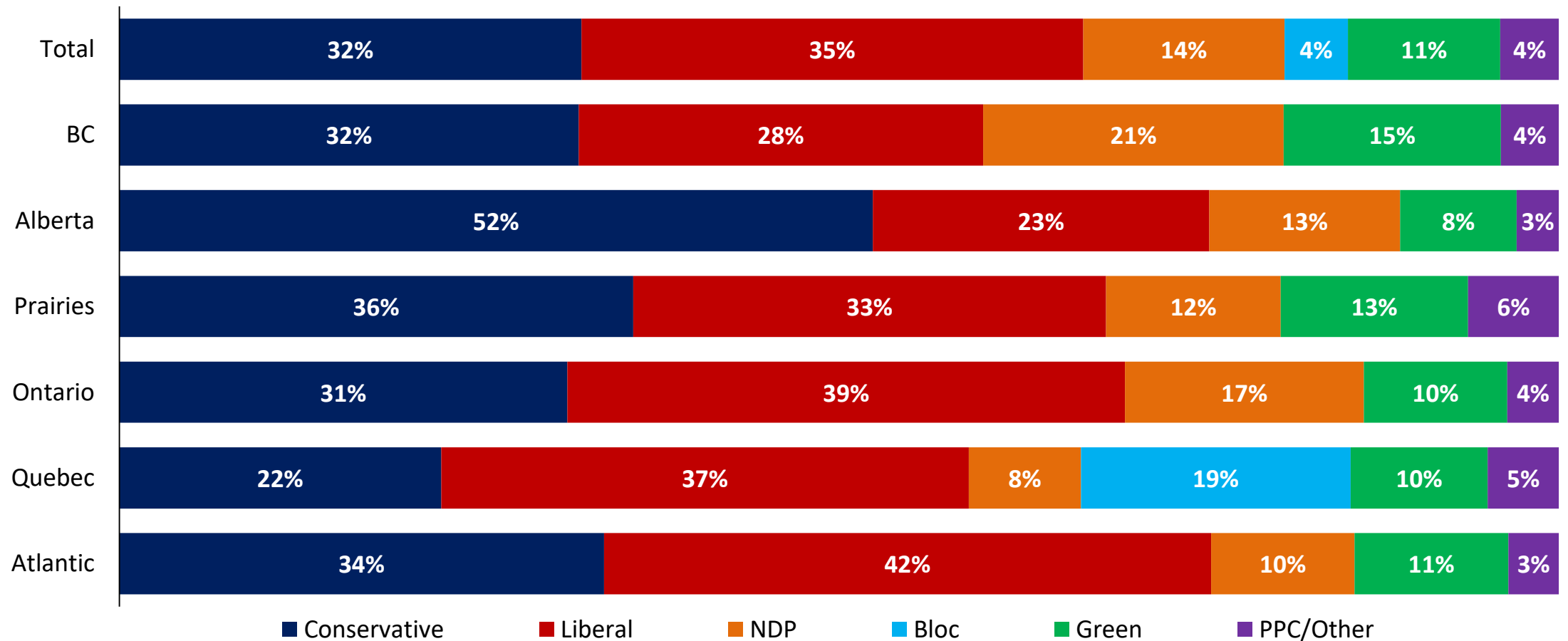


Decided Federal Vote by Region: Liberals lead in Ontario and Quebec; the Conservatives lead by four points in BC



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]

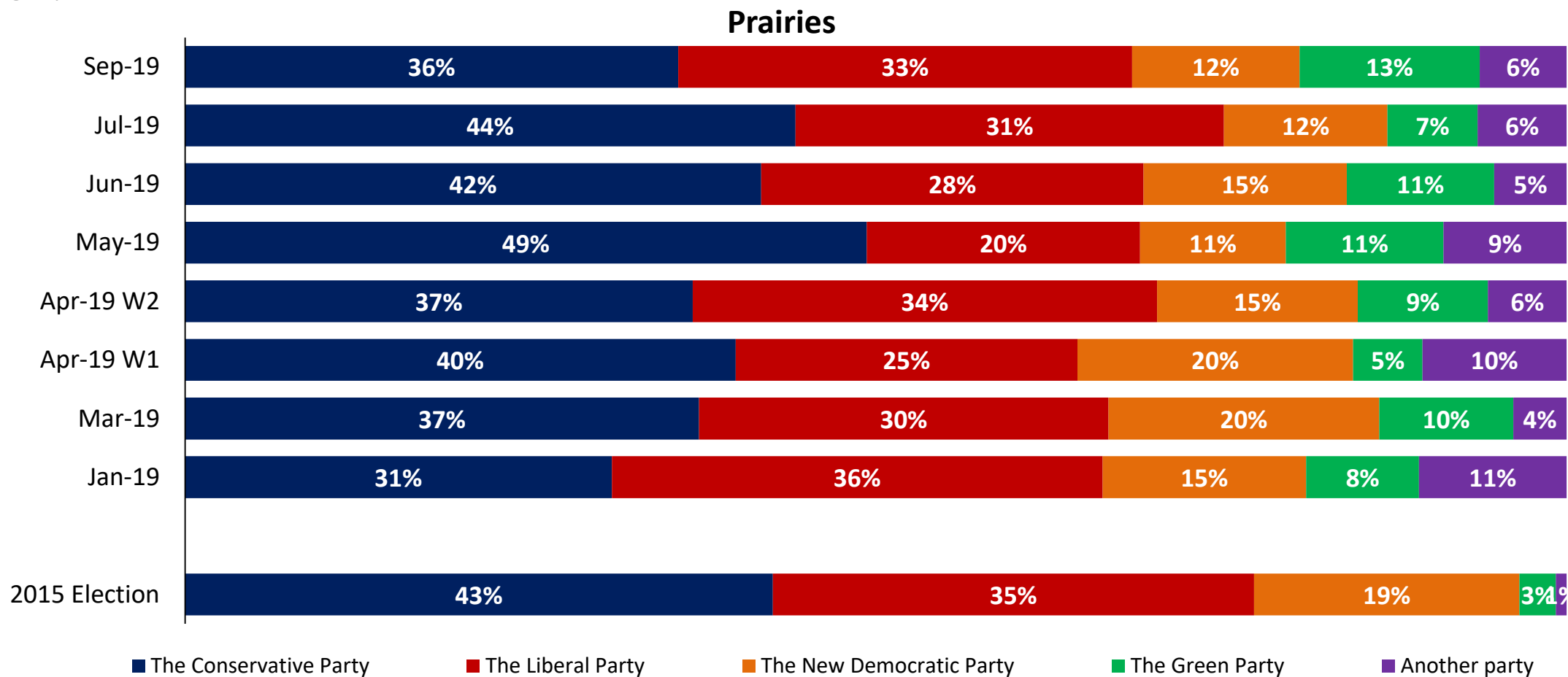


Has the Gap Narrowed in the Prairies? Conservatives have consistently led despite a high degree of sampling variance in a small sample size



A typical sample size in the prairies is about 100, so the expected variance is higher than in a national sample. Despite this, tracking in 2019 has consistently had the Conservatives ahead of the Liberals. [Showing decided vote]

[showing only decided voters in the Prairies; n=107]

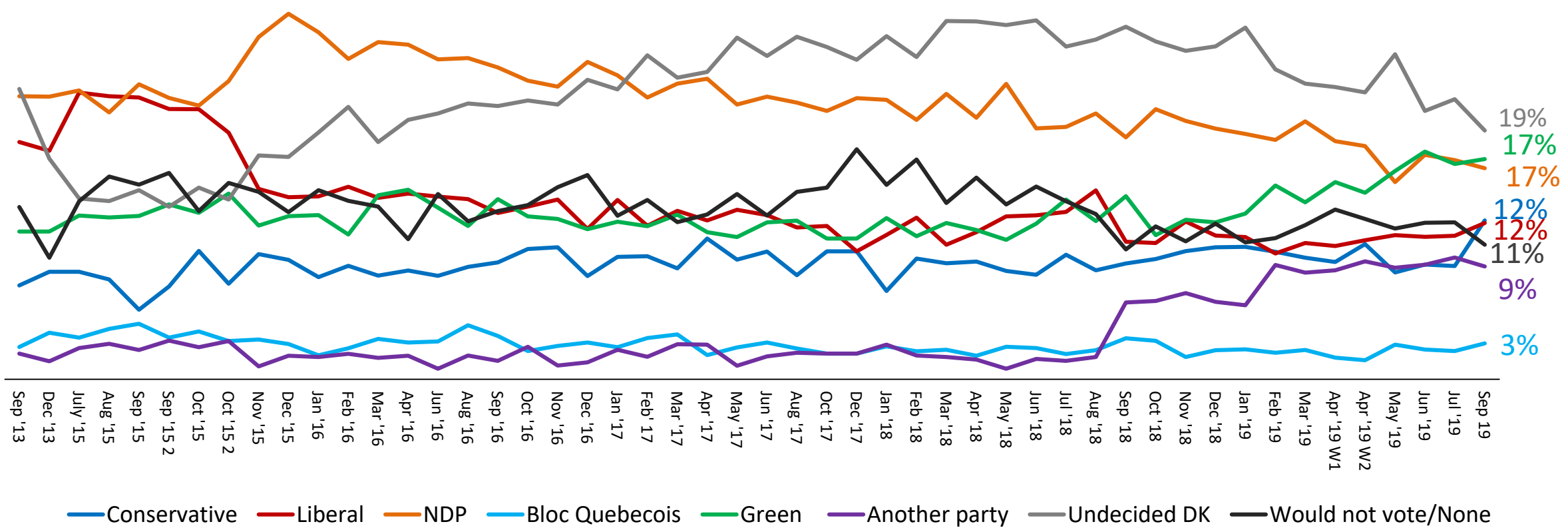


Note: The “2015 Election” results are obtained from Elections Canada.

Second Choice: Green and NDP are tied at 17% as the top 2nd choice; one-in-five voters undecided on second choice



And which party would be your second choice?
[asked only of respondents who had a first choice, n=1,377]



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

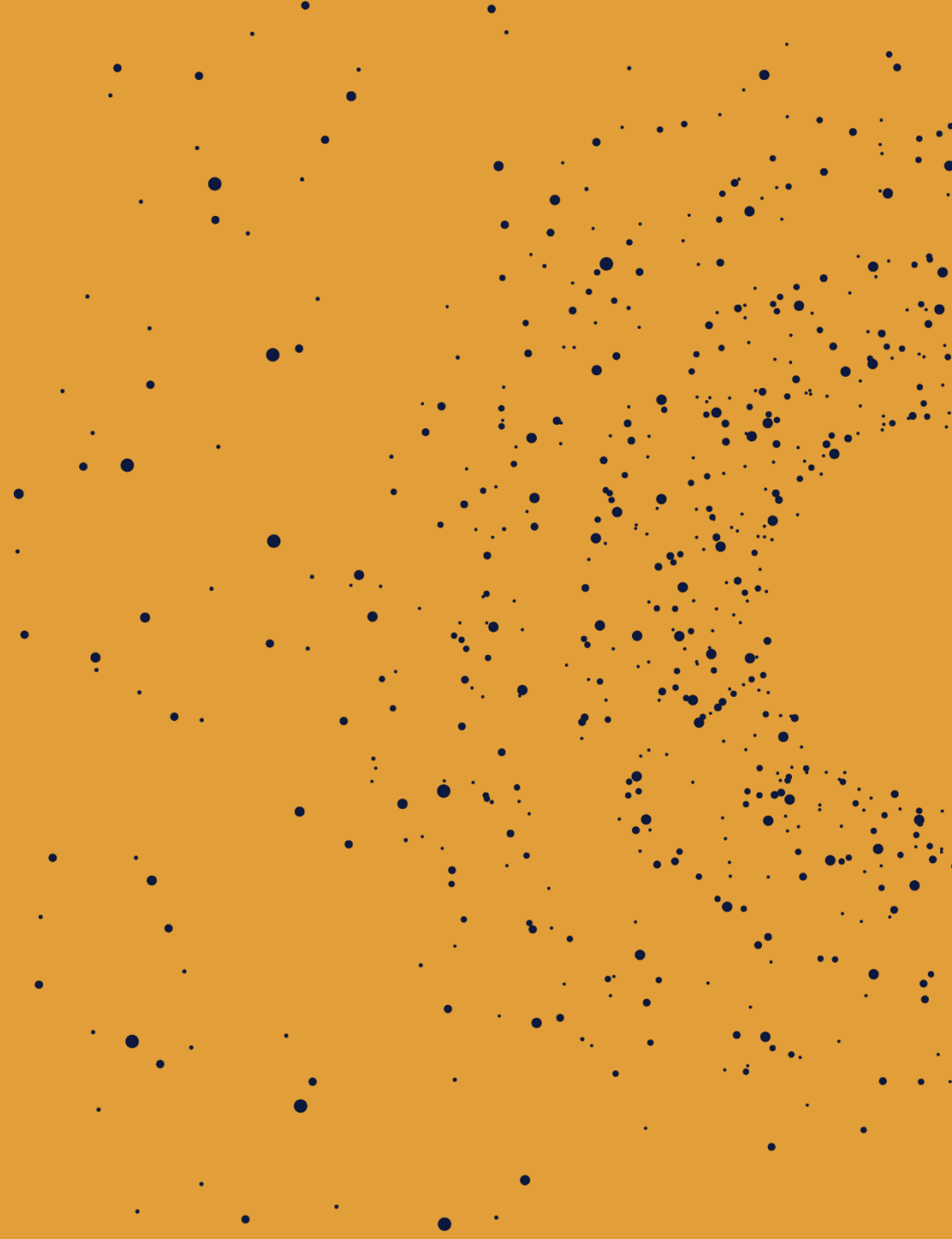
2nd Choice by 1st Choice: Liberal voters are split between the NDP (25%), Greens (23%), and the CPC (19%) as their 2nd choice

Q And which party would be your second choice? **BY** Combined Vote
[asked of all respondents; n=1,600]

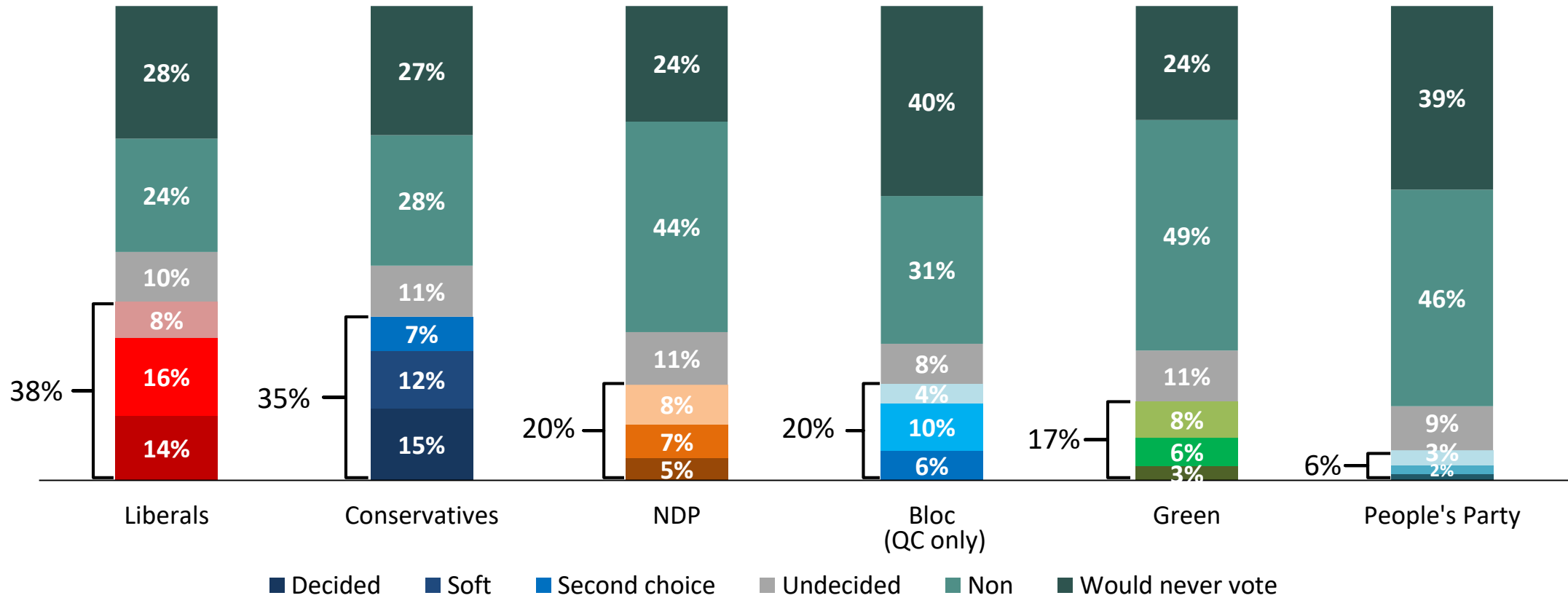
Combined Vote

		Conservative	Liberal	NDP	Bloc [QC Only]	Green	Other
2 nd Choice	Conservative	N/A	19%	18%	21%	12%	25%
	Liberal	15%	N/A	27%	21%	23%	11%
	NDP	13%	25%	N/A	9%	28%	11%
	Bloc	3%	3%	2%	N/A	3%	7%
	Green	14%	23%	25%	14%	N/A	17%
	People's Party	15%	5%	6%	11%	5%	N/A
	Other	1%	0%	0%	0%	2%	0%
	Undecided/ Don't know	23%	15%	21%	16%	22%	20%
	Would not vote/Nobody	18%	9%	2%	8%	5%	9%

Voter Pools



Voter Pools: The Liberals have the largest voter pool, with 38% of voters putting them as either their first or second choice

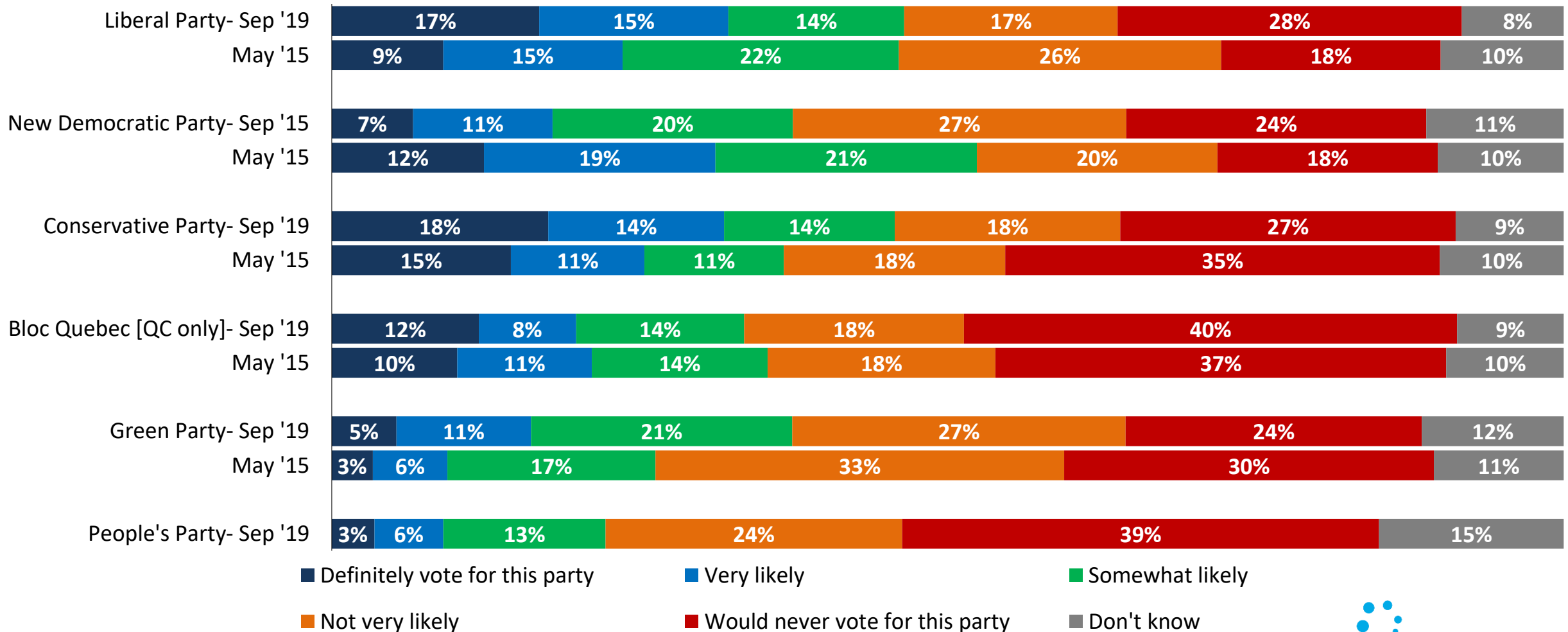


Decided: Voting for a party, and have heard all they need to make up their mind
Soft: Voting for the party, but would like to hear more before making up their mind
Second Choice: The party is second choice, and they would like to hear more before making up their mind
Undecided: Undecided voters, except those that fall into the "Never vote" category
Non-party: Voting for another party and second choice is not for the party, or they have made up their mind
Would never vote: All those who say they would never vote for the party are placed in this category.

Likelihood to Vote for Party: The share of respondents who say they would never vote for the Liberal Party has jumped since 2015

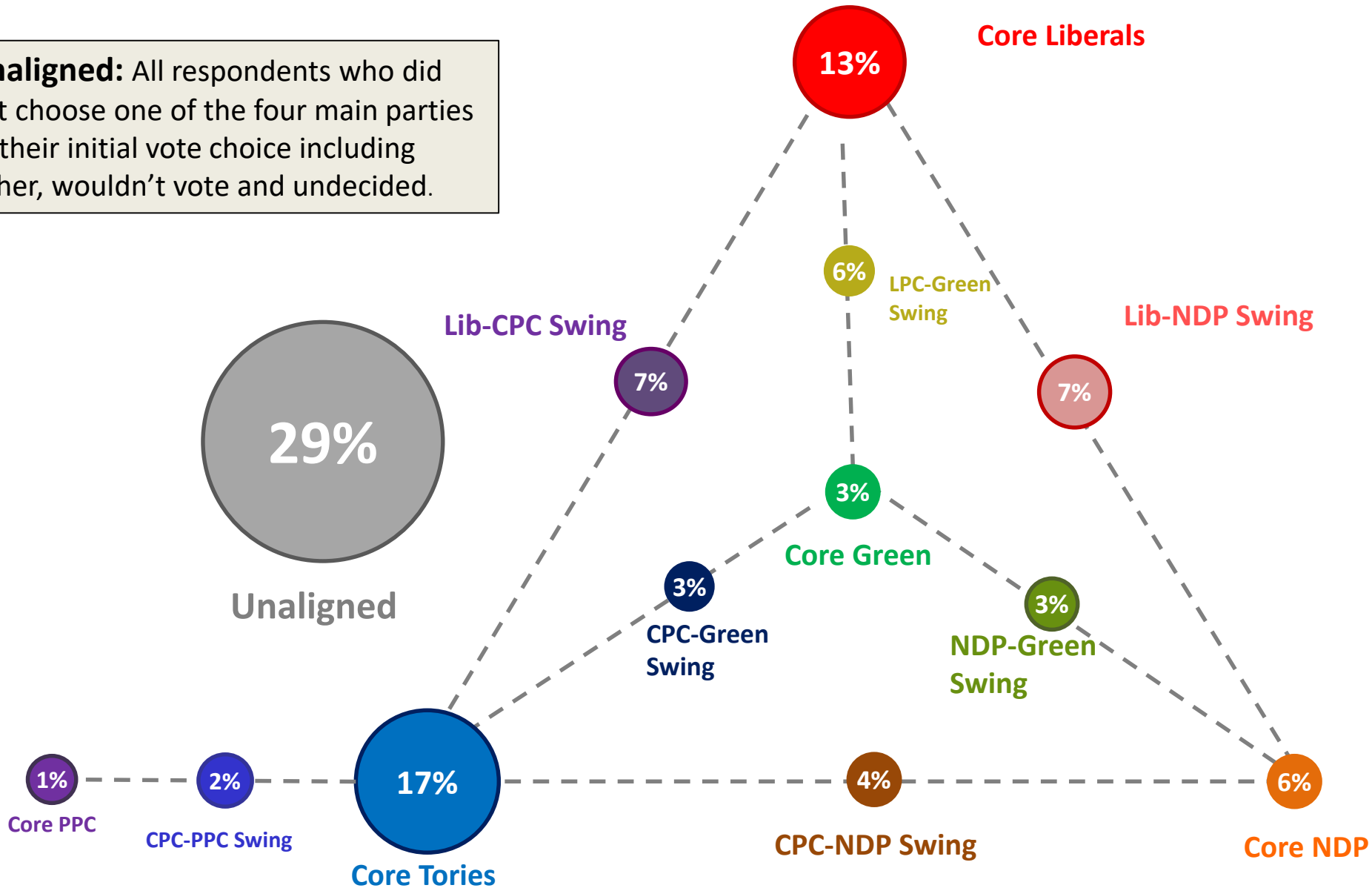


In general, if you do vote, how likely are you to vote for each of the following federal political parties?



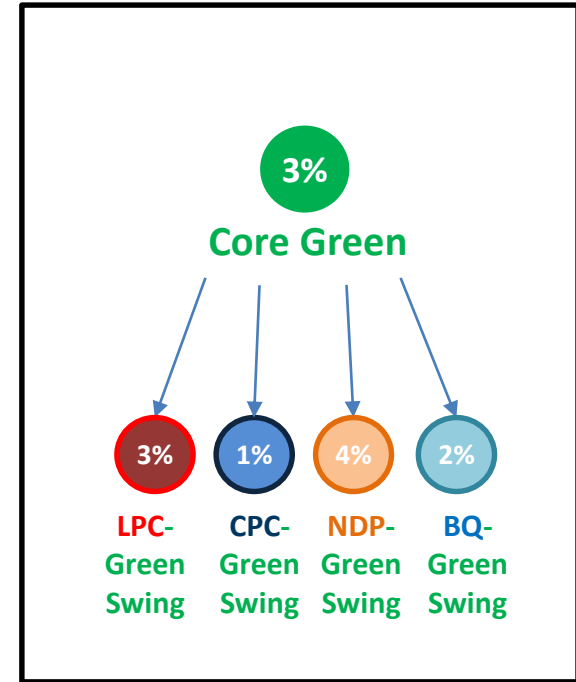
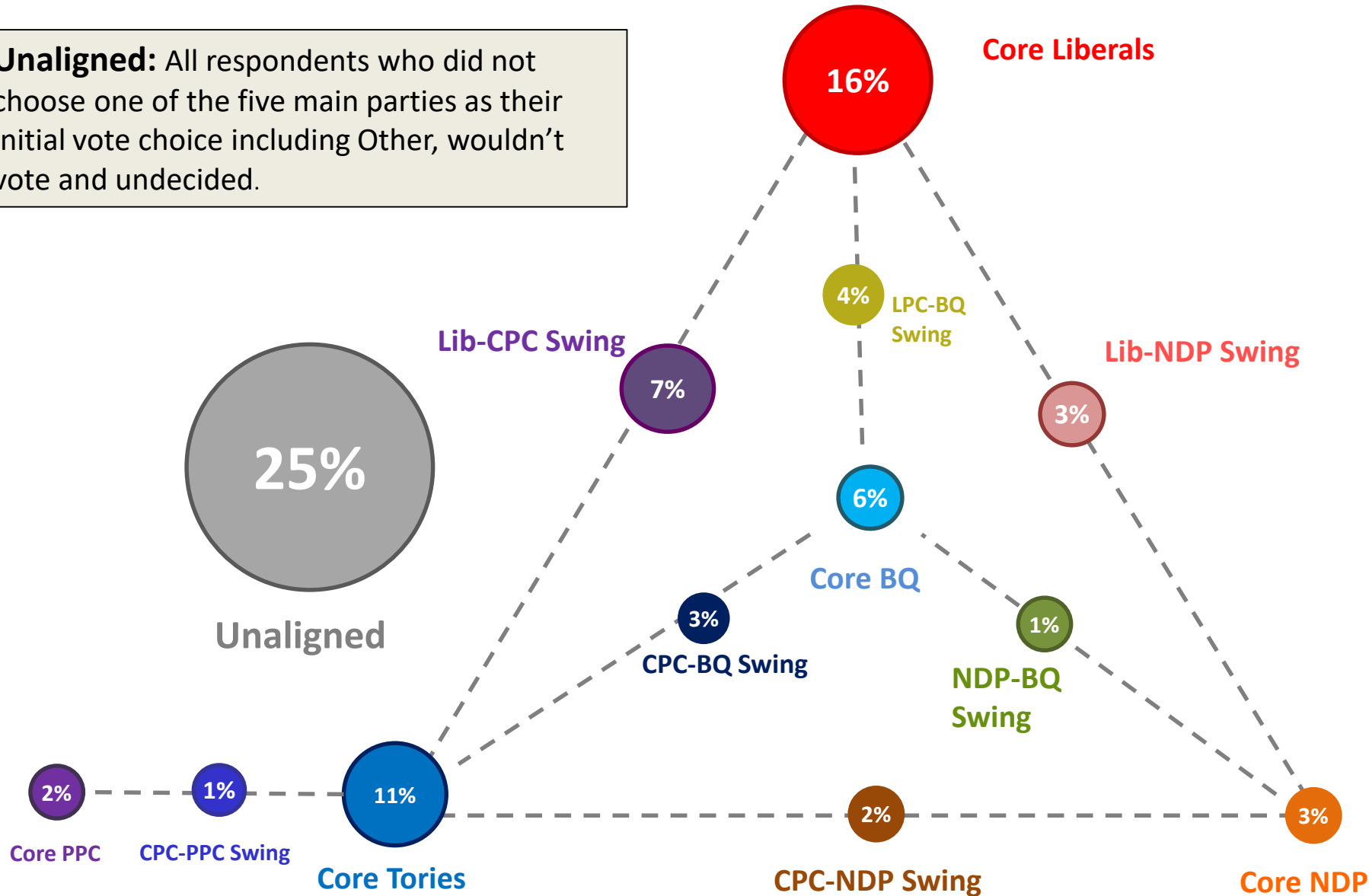
Battleground Segments (Rest of Canada): Outside Quebec 17% are Core CPC, 13% are Core Liberals, and 7% are torn between the two

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

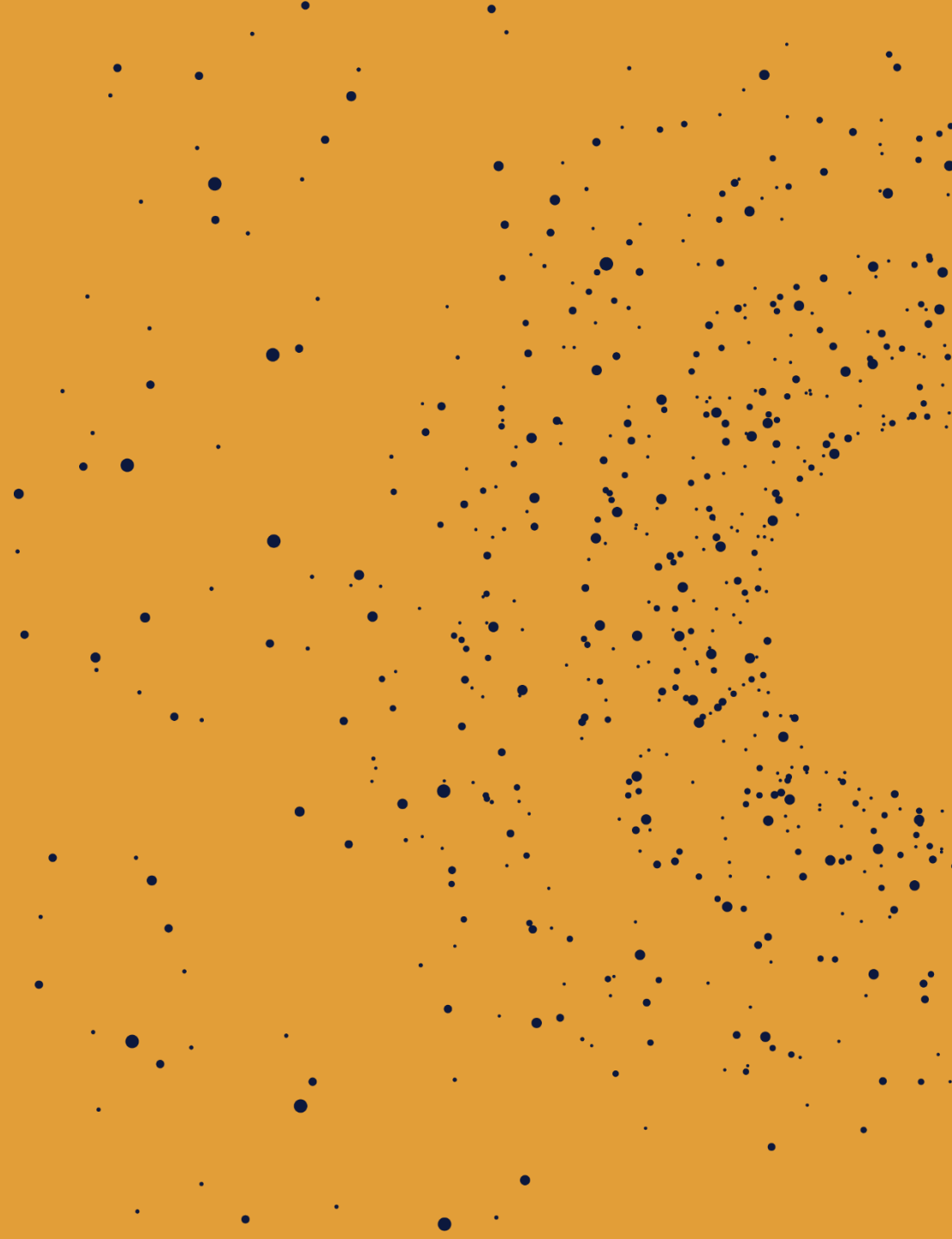


Battleground Segments (Quebec): Core Green voters (3%) are small, but there is sizeable swing vote between the main parties

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.



Party ID

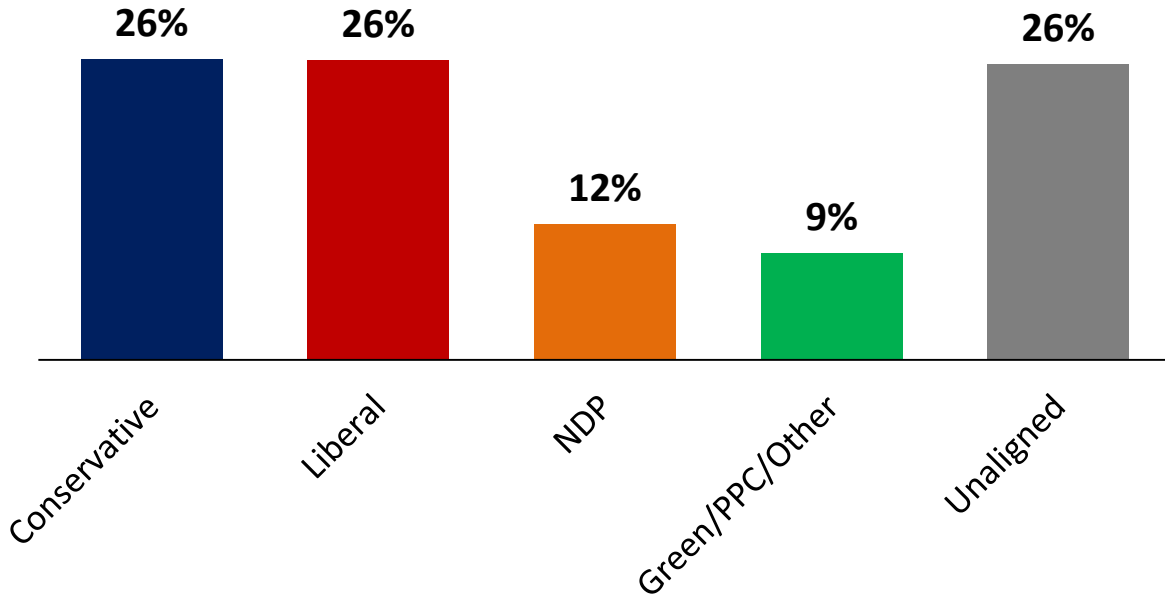


Federal Party ID: Outside of Quebec, the Liberals and Conservatives are tied; in Quebec, the Liberals lead by double digits on ID¹⁷



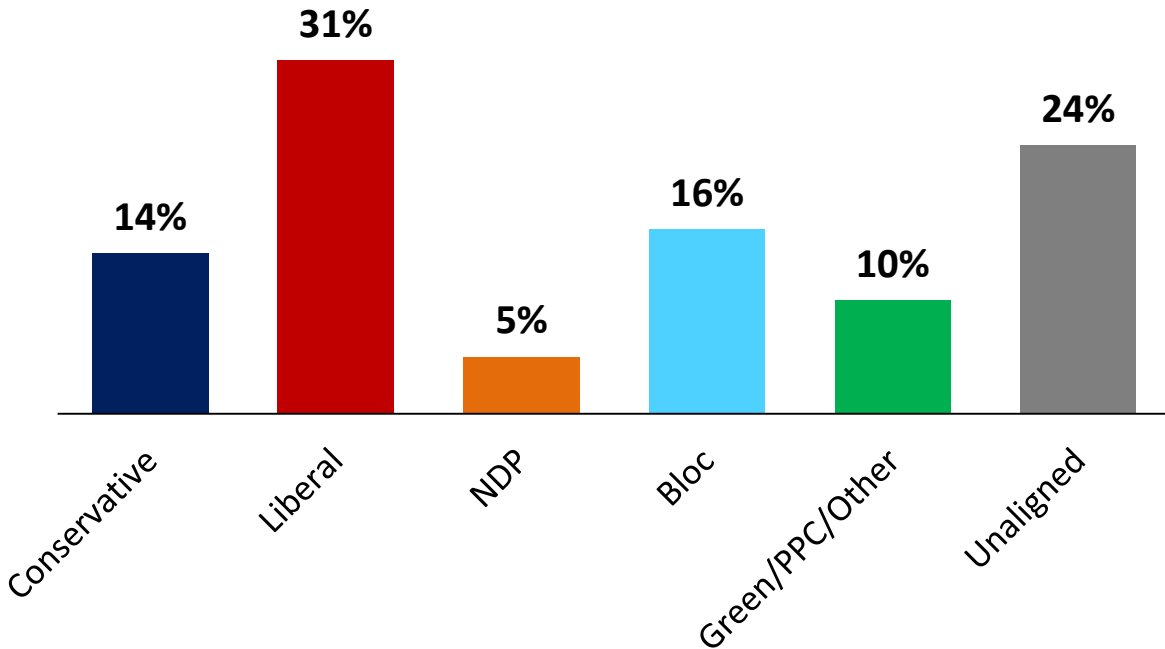
Thinking about politics in Canada, generally speaking, do you think of yourself as a...
[asked of all respondents; n=1,600]

Rest of Canada



n=1226

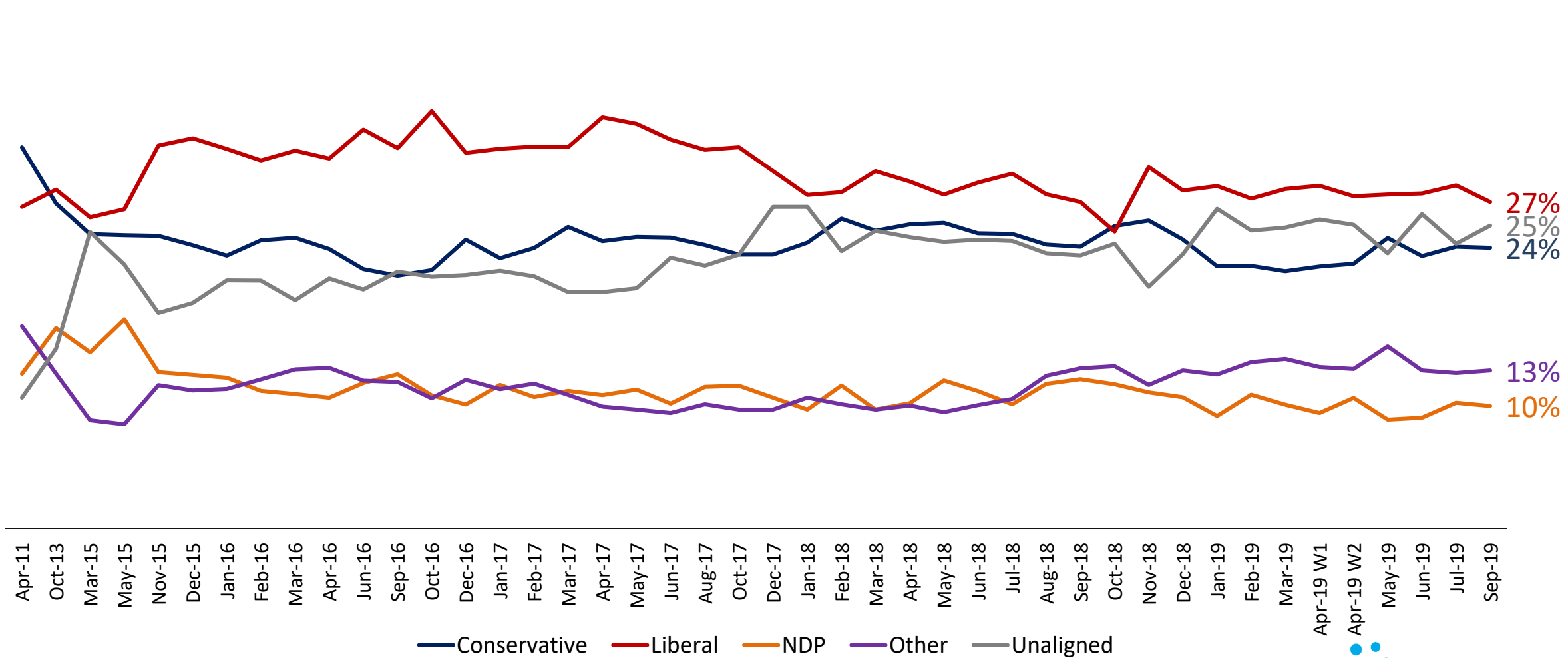
Quebec



n=374

Federal Party ID: Liberals (27%) maintain their lead in partisanship, as the CPC remains steady at 24%

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



Vote by Party ID: Conservative partisans are the most loyal, with 87% saying they would vote for the CPC



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

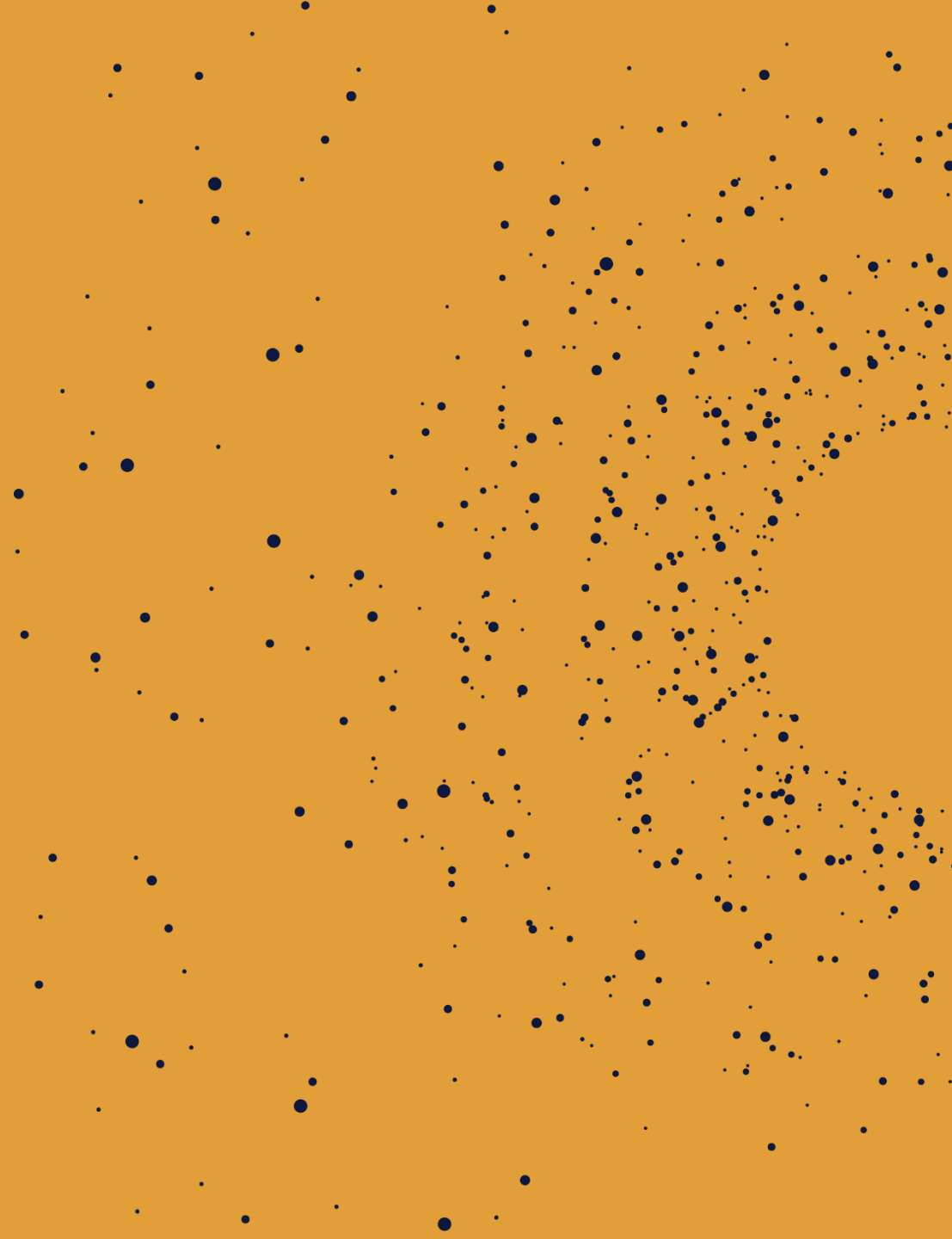
[asked of all respondents; n=1,600]

Party ID

	Conservative	Liberal	NDP	Bloc [QC Only]	Green	PPC/Other	Unaligned
Conservative	87%	5%	7%	3%	3%	11%	17%
Liberal	5%	82%	9%	8%	8%	7%	18%
NDP	3%	4%	71%	0%	6%	19%	8%
Bloc	0%	0%	2%	80%	1%	2%	1%
Green	2%	2%	7%	3%	77%	3%	9%
People's Party	1%	2%	2%	2%	3%	43%	3%
Other	0%	0%	0%	0%	0%	2%	1%
Undecided/ Don't know	1%	4%	2%	4%	2%	6%	33%
Would not vote/Nobody	0%	1%	1%	0%	0%	7%	10%

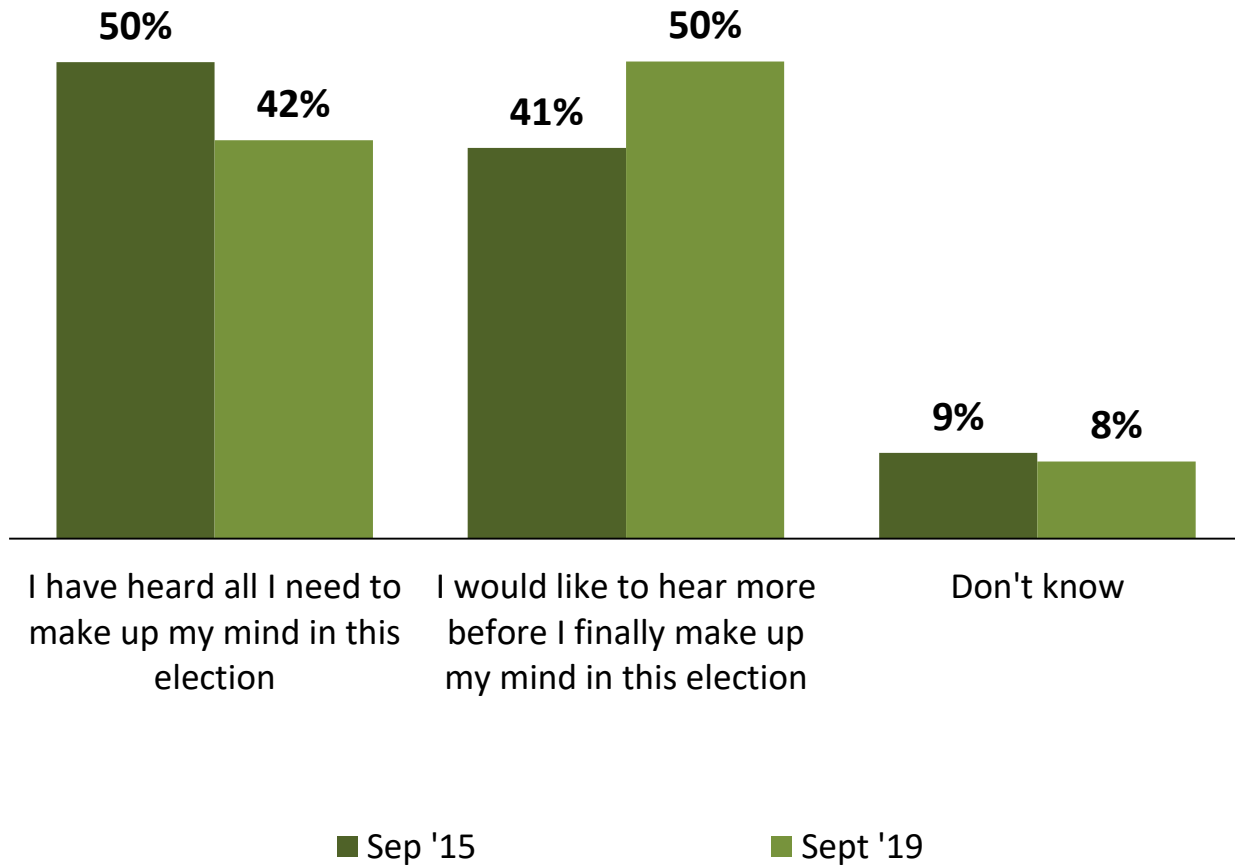
Combined Vote

Turnout

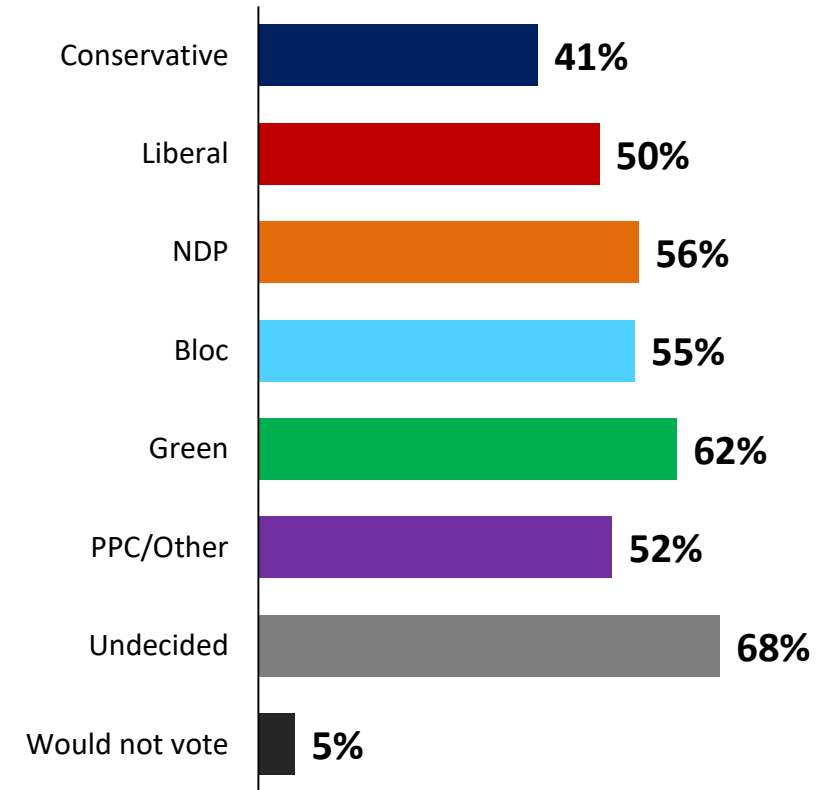


Made up Mind: Conservative voters are the least likely to say they need to hear more information before making up their mind

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



% Would like to hear more
By current combined vote choice

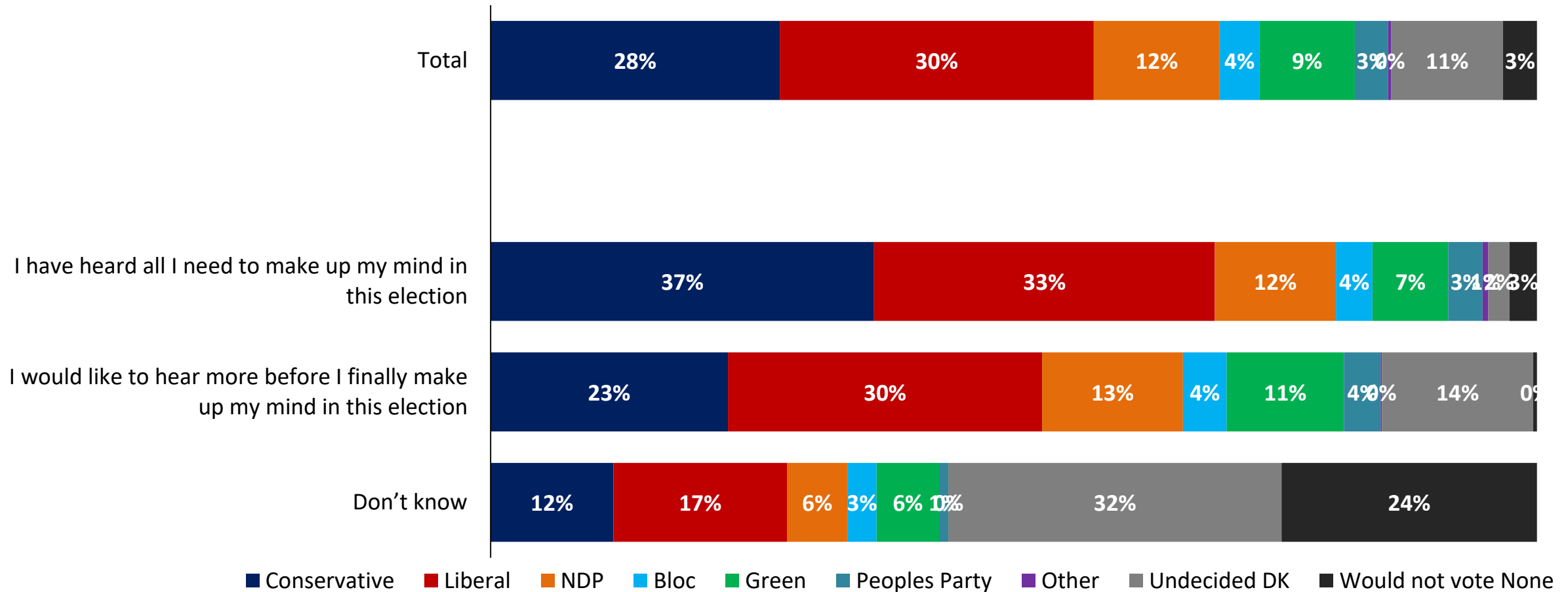


Note: People's Party of Canada has been added since September 2018, included in 'Another party'.

Combined Vote by Certainty: Among those certain of their upcoming vote choice, the CPC leads 37% to 33% for the Liberals



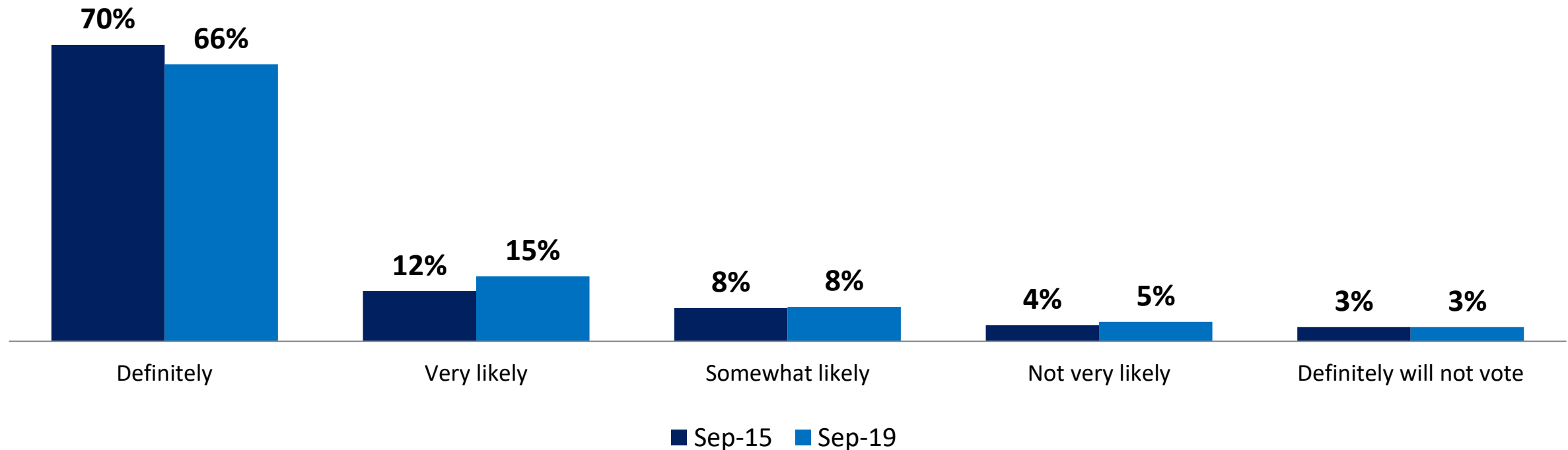
Combined vote by: Which statement is closest to your view about the upcoming federal election?
[asked of all respondents; n=1,600]



Likelihood to Vote: Likelihood to vote is down compared to September 2015, from 70% saying they will definitely vote to 66%



As you may have heard there is going to be a federal election on October 21st of this year. How likely are you to vote in the upcoming Canadian federal election? [asked of all respondents; n=1,600]

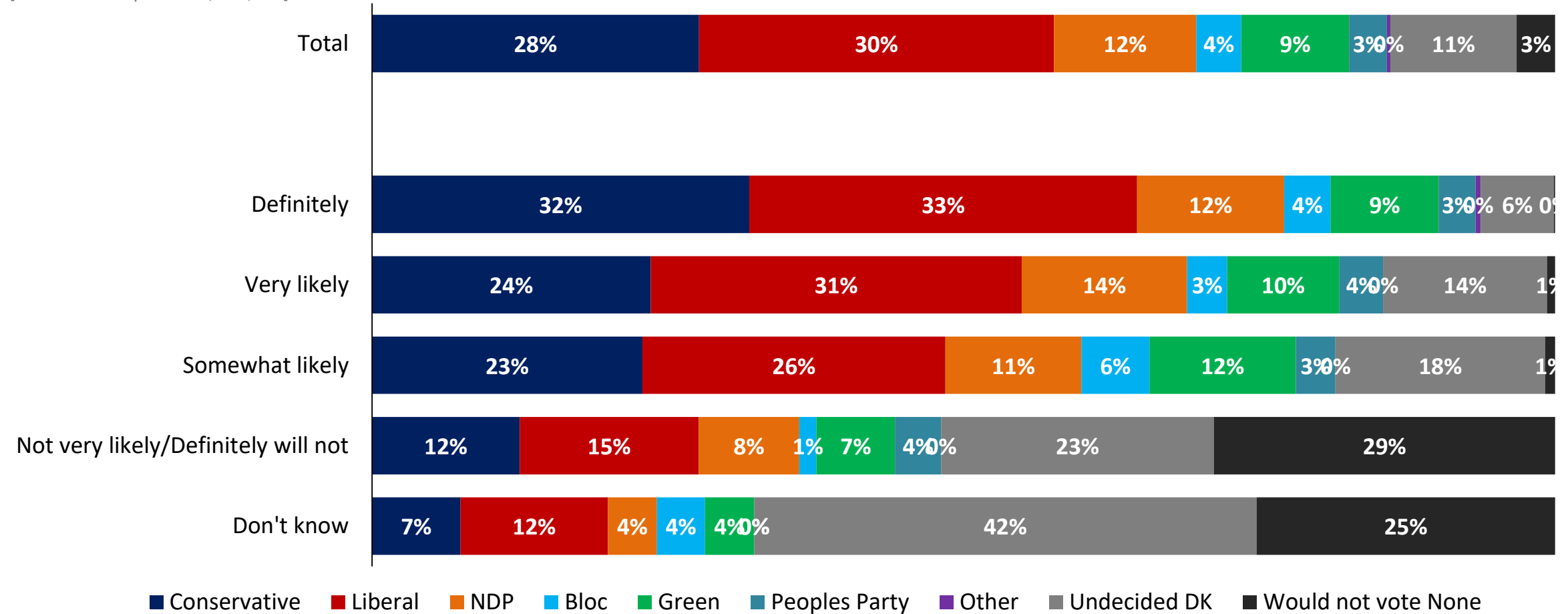


Note: 'Don't know' (3%) not shown. Pre-election 2015 results shown above.

Combined Vote by Likelihood to Vote: Race is a dead heat among definite voters, while Liberals stronger with those on the fence



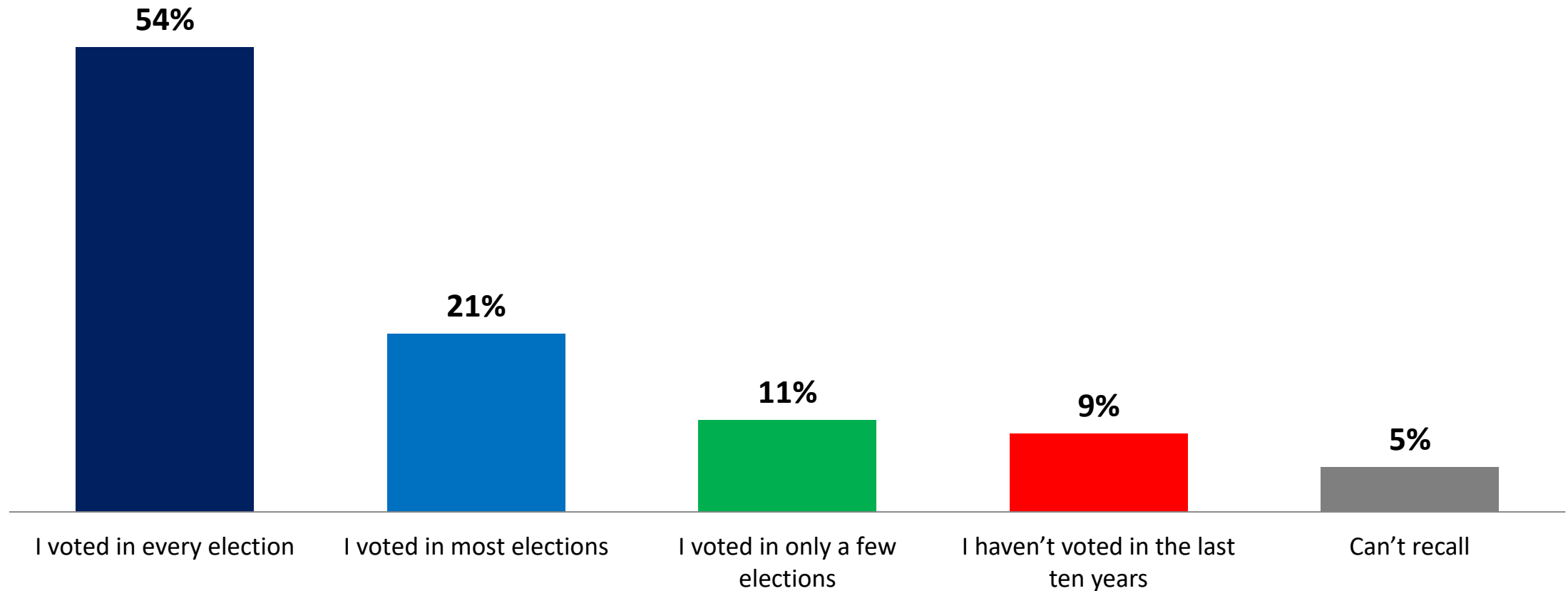
Combined vote by: As you may have heard there is going to be a federal election on October 21st of this year. How likely are you to vote in the upcoming Canadian federal election?
 [asked of all respondents; n=1,600]



Election Voting: Just over half (54%) of respondents say they have voted in every election in the last 10 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=1,600]

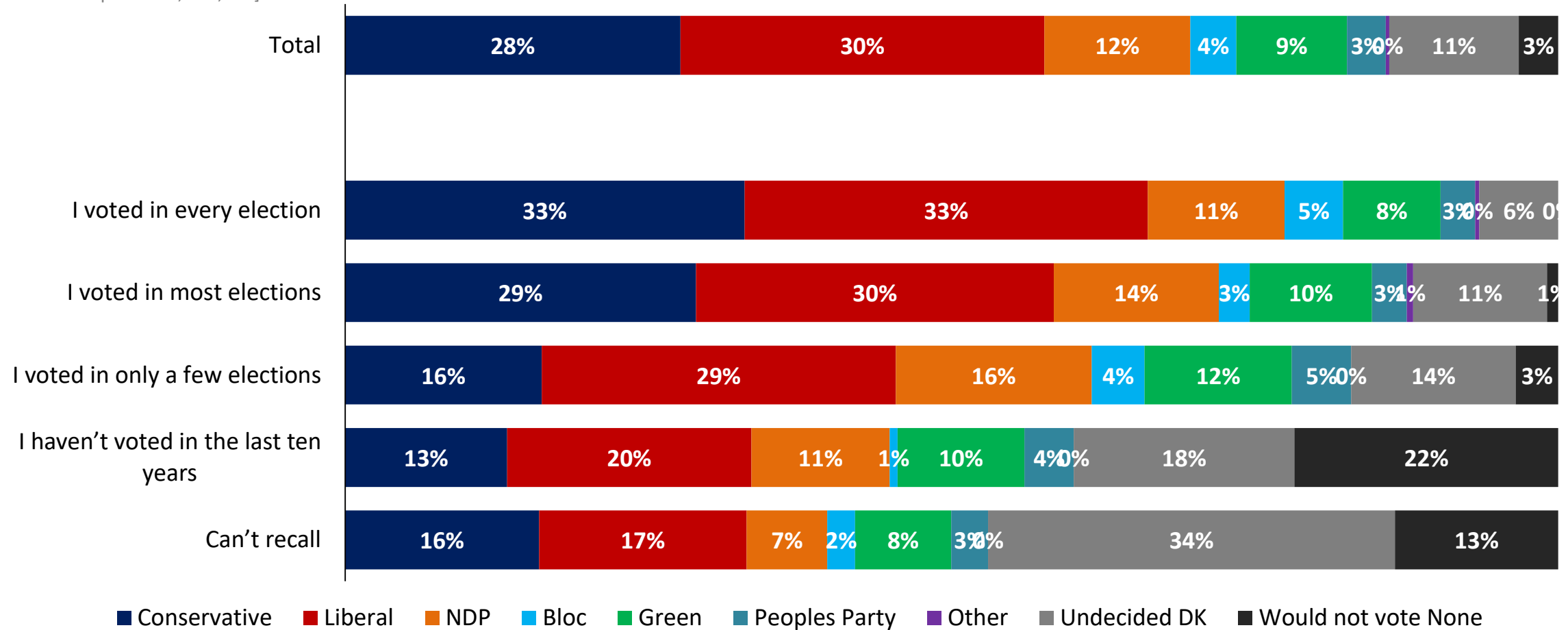


Current Vote by Past Behaviour: Among the most consistent voters, the Liberals and Conservatives are tied



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=1,600]



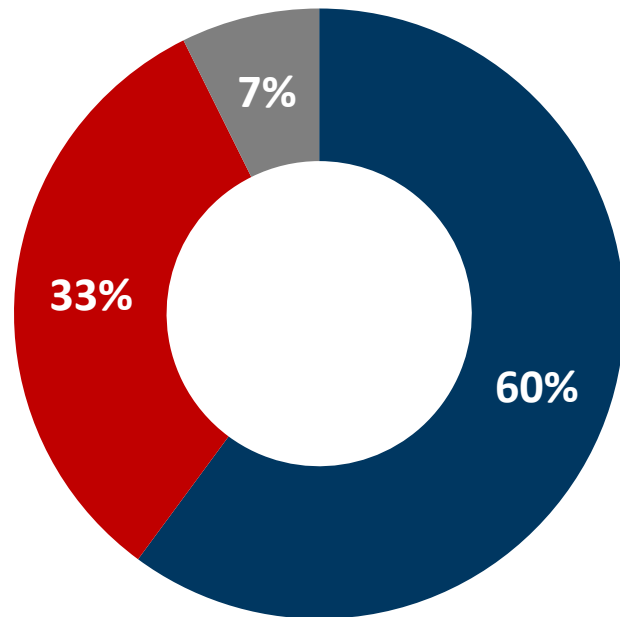
Voting: A majority (57%) believe that voting is a duty rather than a choice



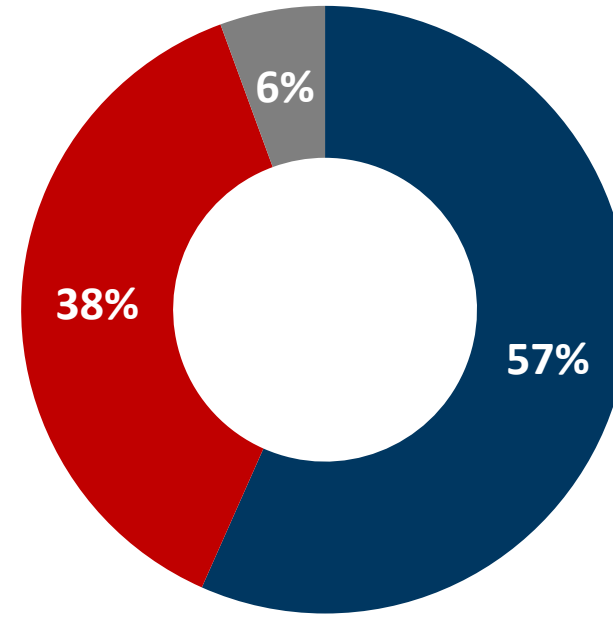
Different people feel differently about voting. For some, voting is a DUTY. They feel they should vote in every election regardless of how they feel about candidates and parties. For some, voting is a CHOICE. They feel free to vote or not vote in an election depending on how they feel about the candidates and parties. For you personally, is voting FIRST and FOREMOST a:

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

■ Duty
■ Choice
■ Don't know



2015

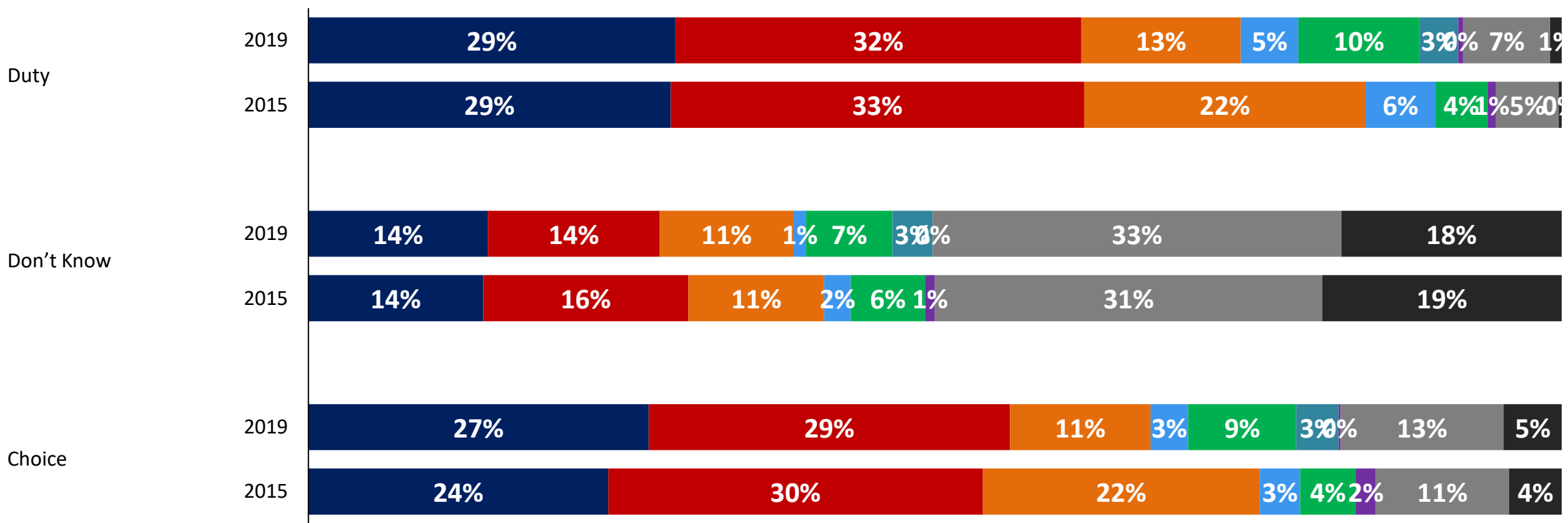


2019

Combined Vote by Voting: Among those who think voting is a duty, respondents are split between the Liberals (32%) and the CPC (29%)

Q Combined Vote by: For you personally, is voting FIRST and FOREMOST a...
[asked of all respondents; n=1,600]

■ Conservative
 ■ Liberal
 ■ NDP
 ■ Bloc Quebecois
 ■ Green
 ■ PPC
 ■ Other
 ■ Undecided
 ■ Would not vote





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