

# 2019 Election: Political Landscape Issues & Attitudes



October 2019

# Methodology



These are the results of an online survey conducted between October 15<sup>th</sup> to 17<sup>th</sup>, 2019.

This online survey of 3,094 adult Canadians was conducted using Lucid, a leading provider of online sample. The results are weighted to n=3,000 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.

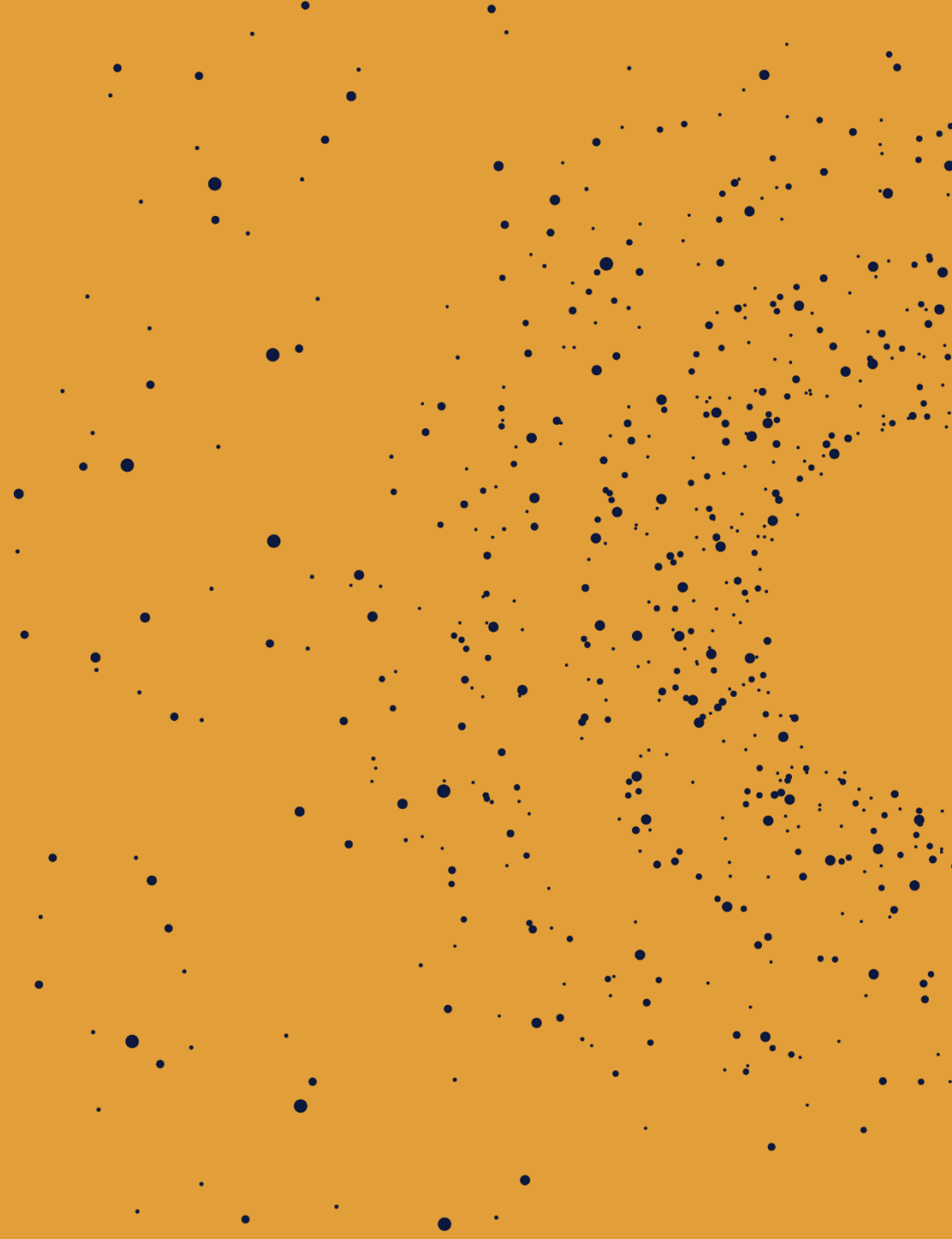
A total of 651 panelists started but did not finish the survey and an additional 731 panelists were screened out for exceeding age/gender/region quotas.

**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>	329	10.6%	413	13.8%
<b>Males 35-54</b>	473	15.3%	501	16.7%
<b>Males 55+</b>	556	18.0%	543	18.1%
<b>Females 18-34</b>	472	15.3%	408	13.6%
<b>Females 35-54</b>	596	19.3%	521	17.4%
<b>Females 55+</b>	668	21.6%	613	20.4%
<b>Region</b>				
<b>BC</b>	490	15.8%	408	13.6%
<b>Alberta</b>	405	13.1%	340	11.3%
<b>Prairies</b>	231	7.5%	200	6.7%
<b>Ontario</b>	1,029	33.3%	1,146	38.2%
<b>Quebec</b>	699	22.6%	701	23.4%
<b>Atlantic</b>	240	7.8%	204	6.8%

# Political Attitudes



# Attitudes: Seven-in-ten (63%) respondents say they are very worried about what might happen if the wrong government is elected



Do you agree or disagree with the following statements?

[asked of all respondents; n=3,000]

I am very worried at what might happen to this country if the wrong government is elected.



Net Agreement

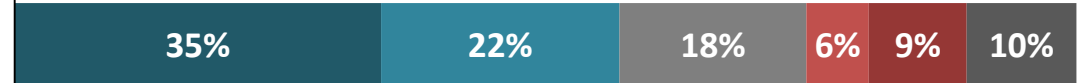
+63%

This election is really a race between the Conservatives and the Liberals



+51%

We need a federal government that will stand up to the negative influence of provincial politicians like Doug Ford and Jason Kenny.



+42%

It is time for a change in government here in Canada.



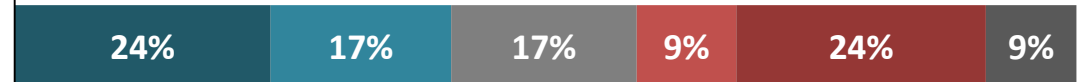
+35%

I am worried that if the Liberals are re-elected, the federal government will try to stop the implementation of Quebec's Secularism bill. [Quebec only]



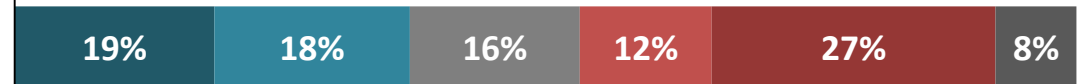
+15%

The most important thing in this election is to keep the Conservatives out of government



+8%

The Liberals may have their problems but they are still the best party to form government



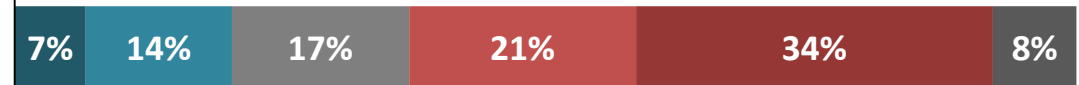
-2%

The only way to make sure the government puts the climate first is to elect the Green Party.



-15%

There is no real difference between the Liberals and Conservatives.



-35%

Strongly agree

Somewhat agree

Neither agree nor disagree

Somewhat disagree

Strongly disagree

Don't know

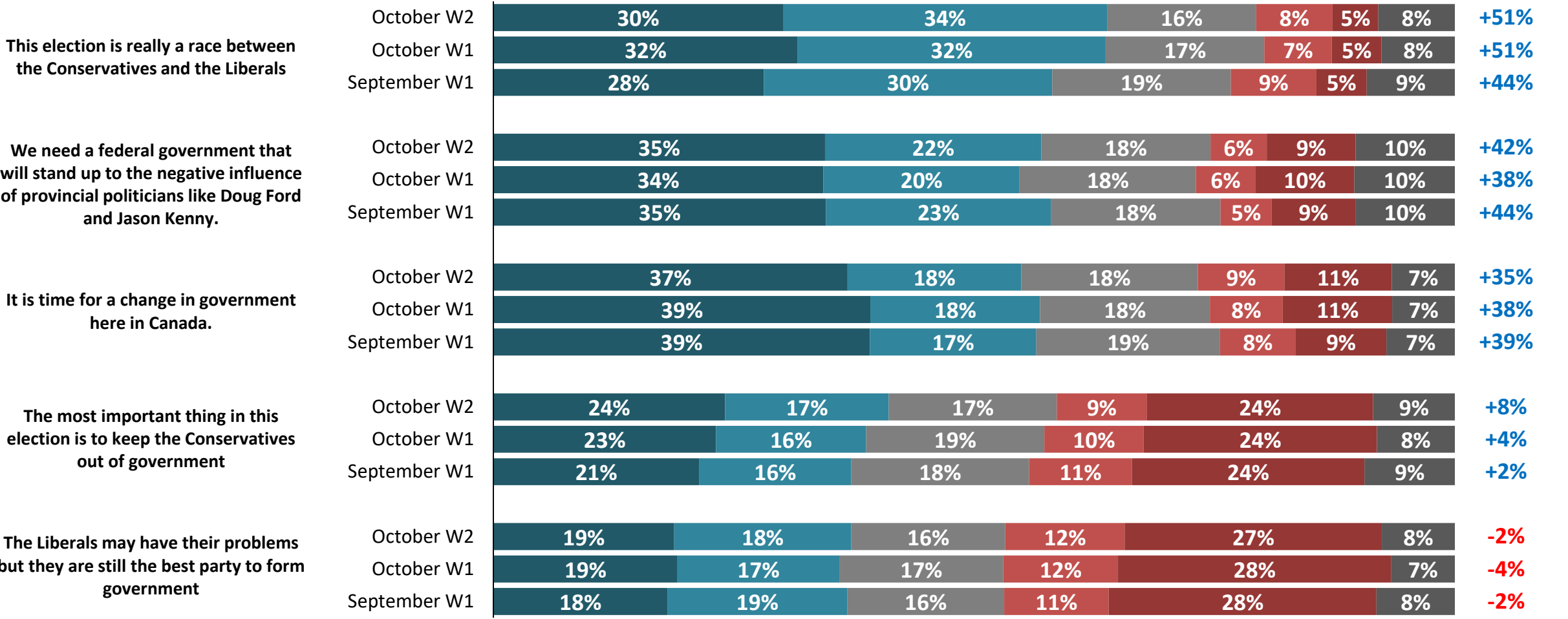
# Attitude Tracking: Agreement that the election is a two horse race between the Liberals and Conservatives is up since the start of the election



Do you agree or disagree with the following statements?

[asked of all respondents; n=3,000]

Net Agreement



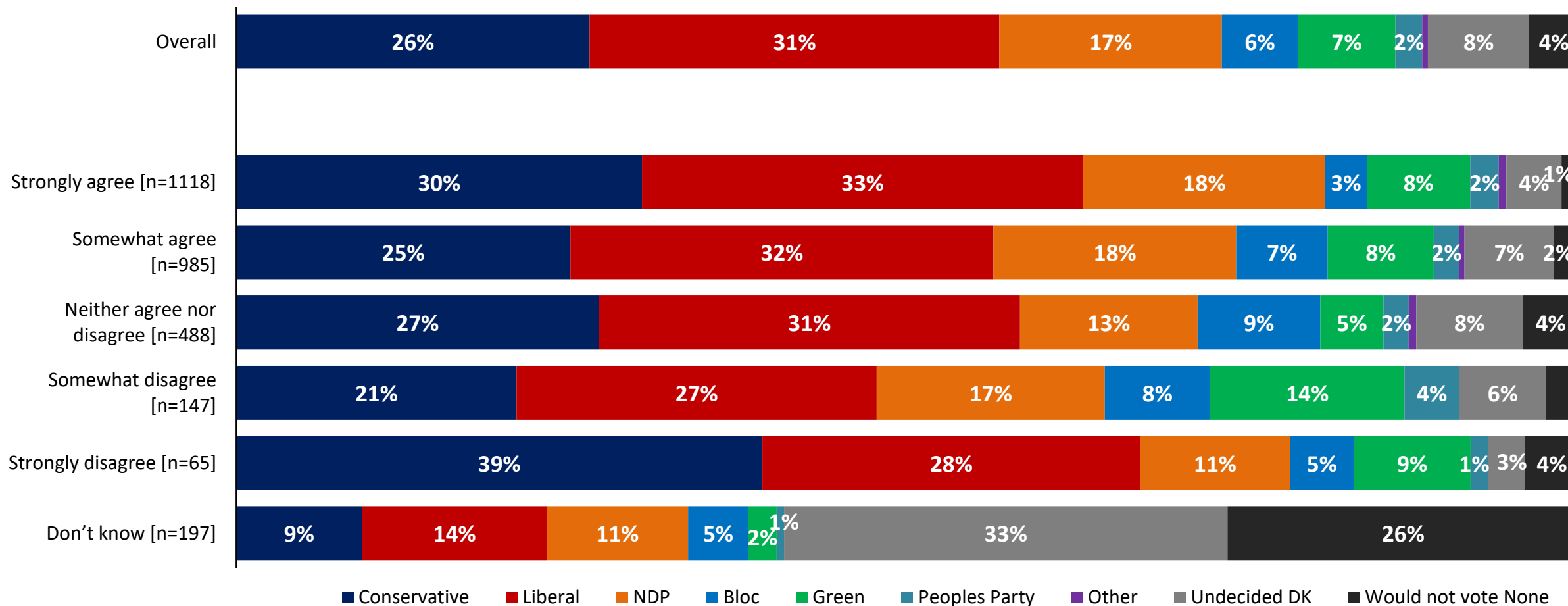
# Worrying: Among those who are most worried about what might happen if the wrong party wins, the Liberals lead by 3 points



Do you agree or disagree with the following statements?

***I am very worried at what might happen to this country if the wrong government is elected.***

[asked of all respondents; n=3,000]



■ Conservative 
 ■ Liberal 
 ■ NDP 
 ■ Bloc 
 ■ Green 
 ■ Peoples Party 
 ■ Other 
 ■ Undecided DK 
 ■ Would not vote None

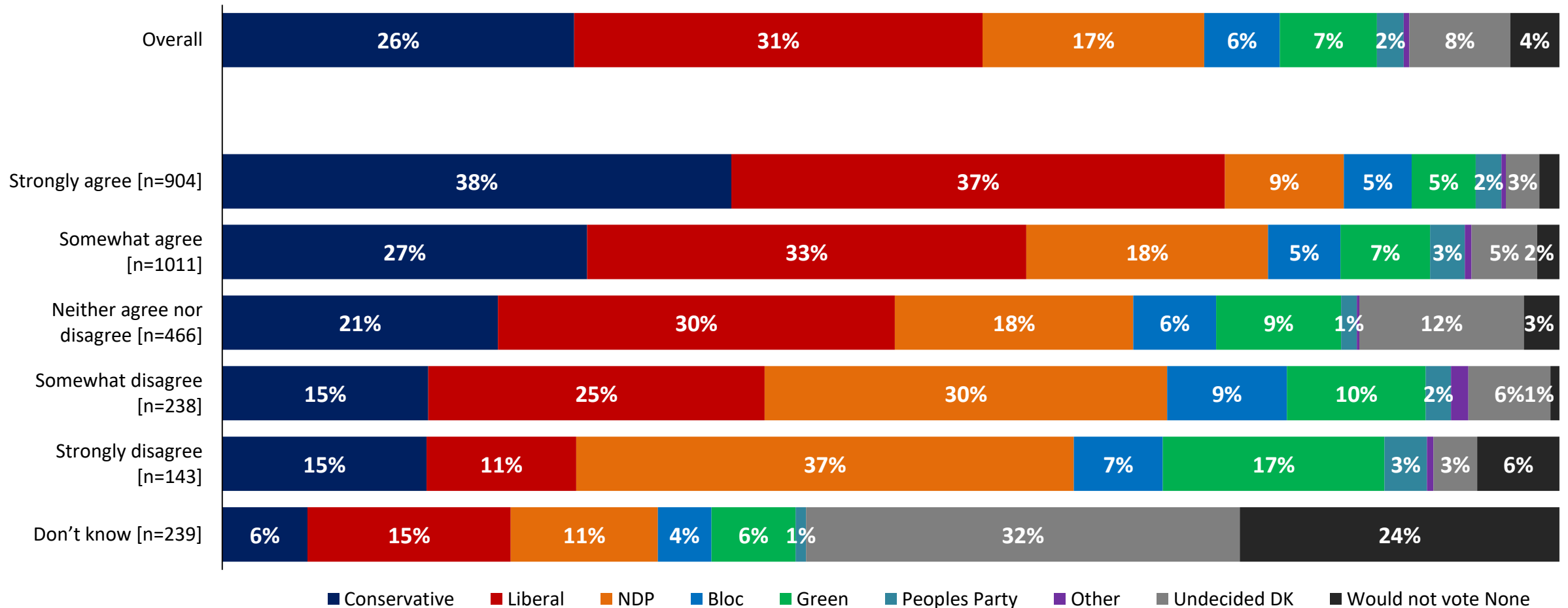
# Two-Horse Race: Among those who strongly agree it is a two-horse race, only 9% would vote NDP



Do you agree or disagree with the following statements?

***This election is really a two-horse race, only the Liberals and the Conservatives have a real chance of forming government.***

[asked of all respondents; n=3,000]



■ Conservative
 ■ Liberal
 ■ NDP
 ■ Bloc
 ■ Green
 ■ Peoples Party
 ■ Other
 ■ Undecided DK
 ■ Would not vote None

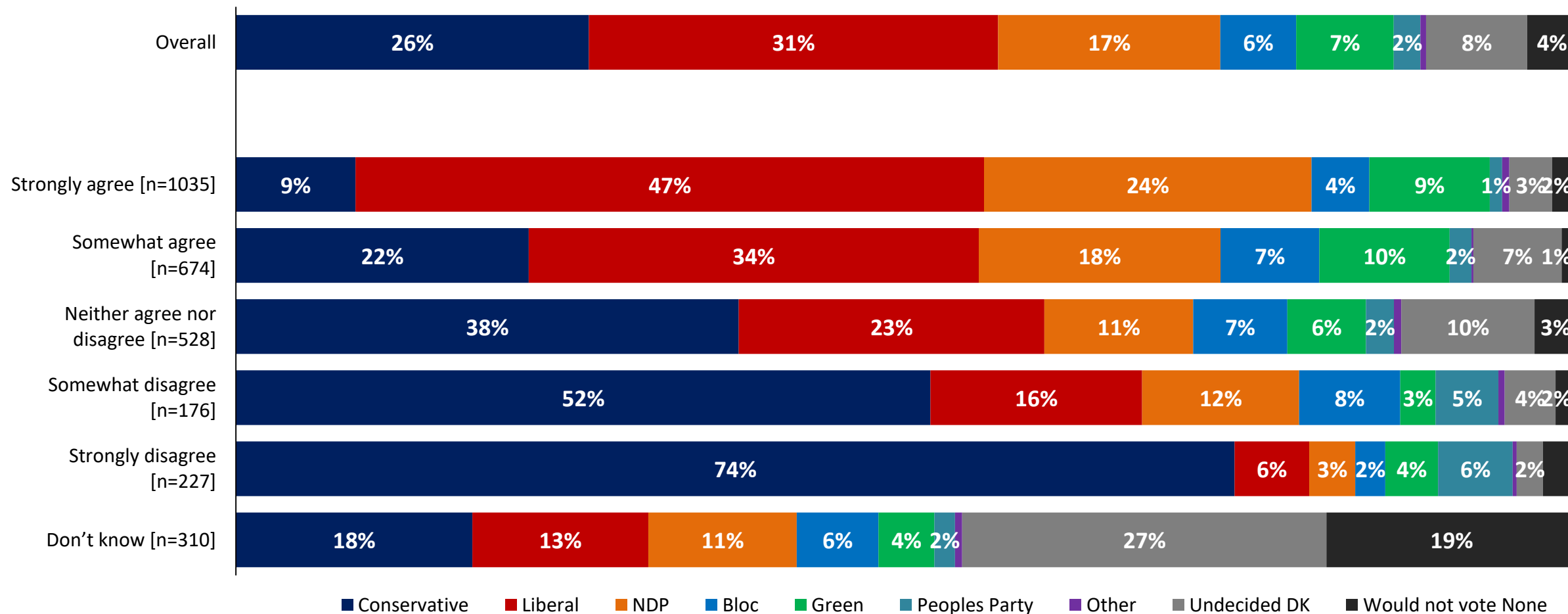
# Provincial Politicians: Nearly half of those who agree say they would vote for the Liberals (47%); 24% would vote NDP



Do you agree or disagree with the following statements?

***We need a federal government that will stand up to the negative influence of politicians like Doug Ford and Jason Kenny.***

[asked of all respondents; n=3,000]

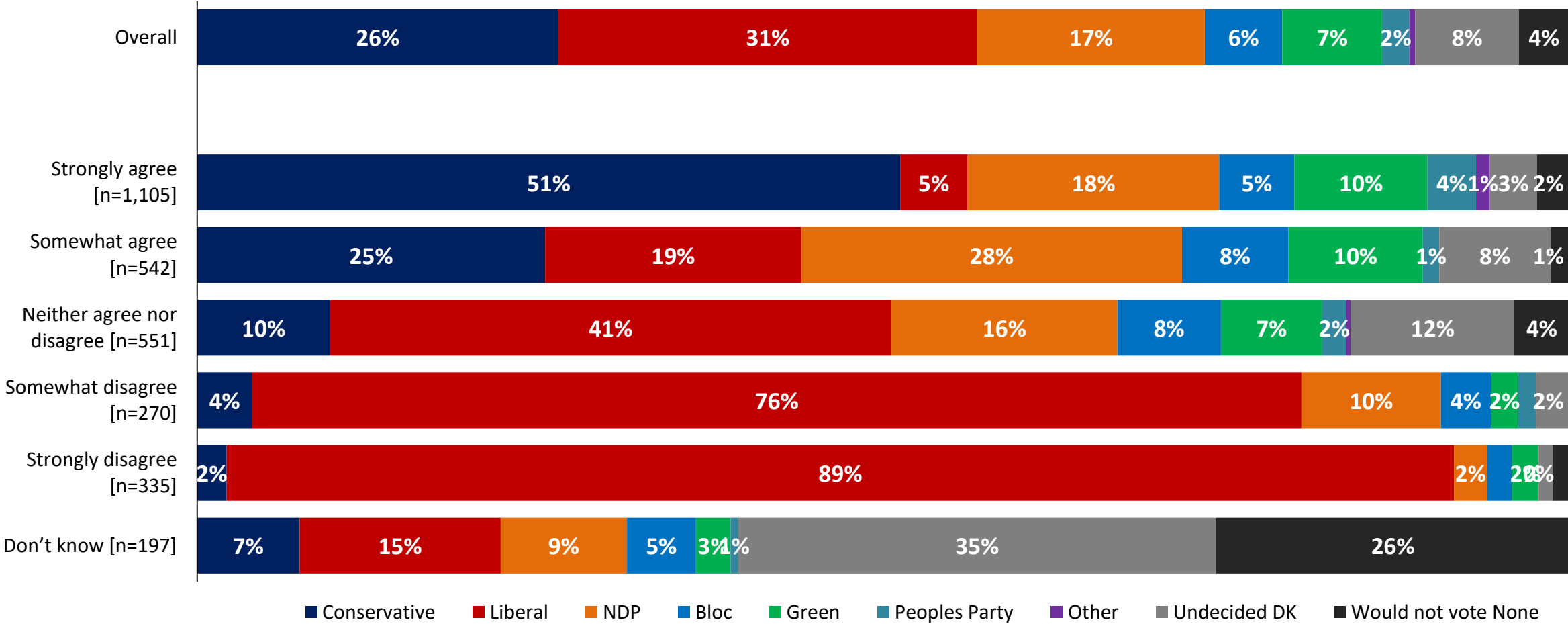


■ Conservative
 ■ Liberal
 ■ NDP
 ■ Bloc
 ■ Green
 ■ Peoples Party
 ■ Other
 ■ Undecided DK
 ■ Would not vote None



# Time for a Change: Over half of respondents who strongly agree it is time for a change say they would vote for the Conservatives

**Q** Do you agree or disagree with the following statements?  
***It is time for a change in government here in Canada.***  
 [asked of all respondents; n=3,000]

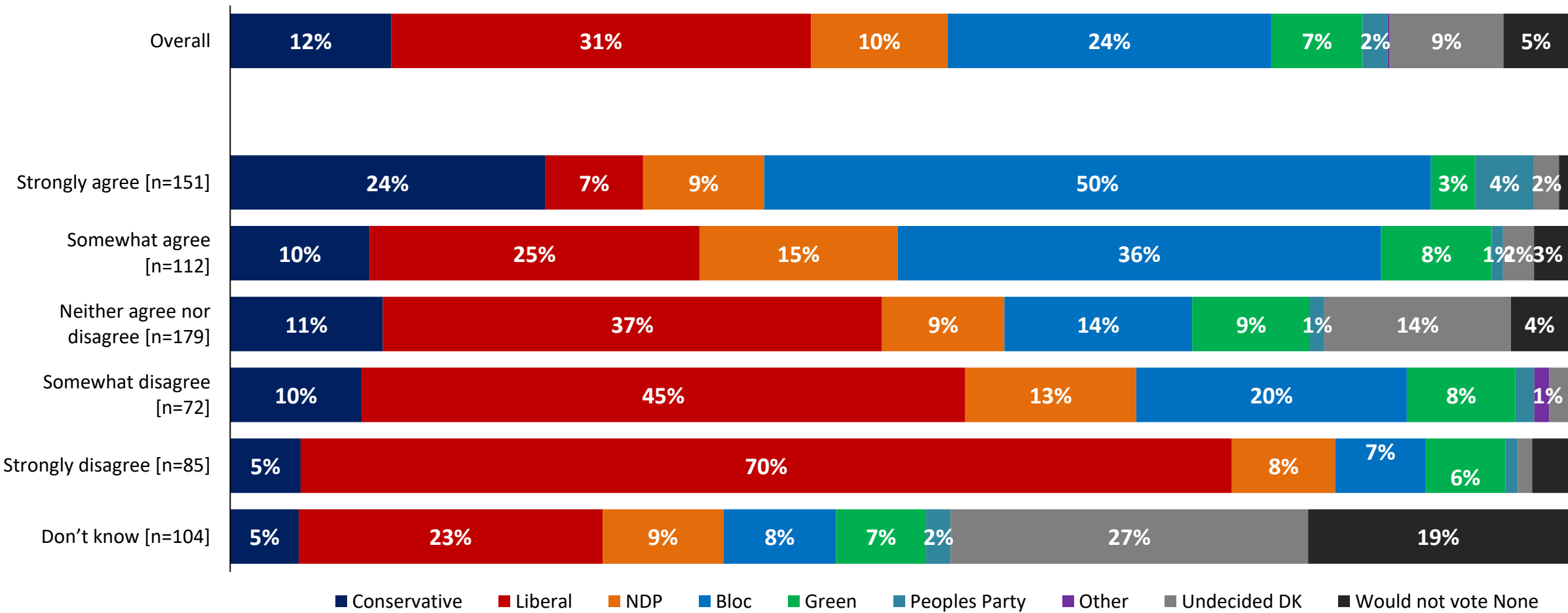


# Quebec's Secularism Bill: Half of those who strongly agree they are worried about Bill 21 under a Liberal government say they are voting Bloc



Do you agree or disagree with the following statements?  
***I am worried that if the Liberals are re-elected, the federal government will try to stop the implementation of Quebec's Secularism bill .***

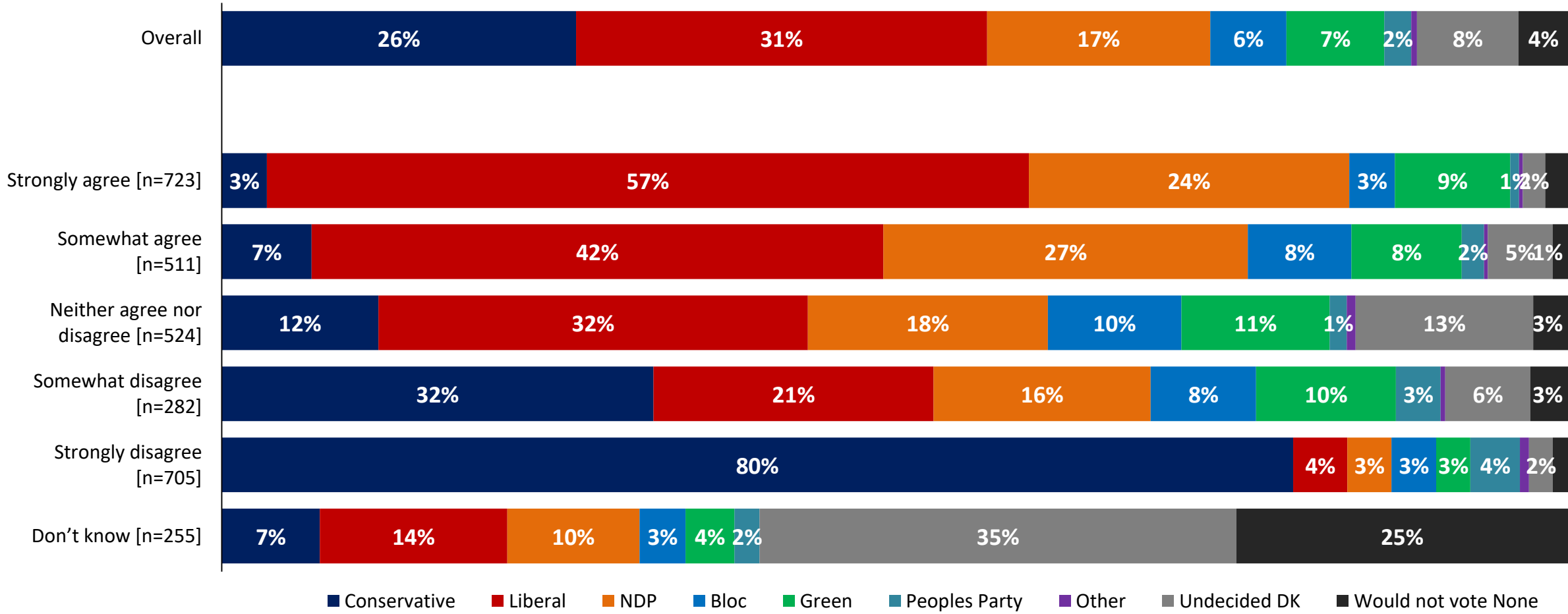
[asked only of respondents in Quebec; n=701]



# Keeping Conservatives Out: Those who believe the most important thing is to keep Conservatives out of government are most likely to be Liberal voters

**Q** Do you agree or disagree with the following statements?  
***The most important thing in this election is to keep the Conservatives out of government.***

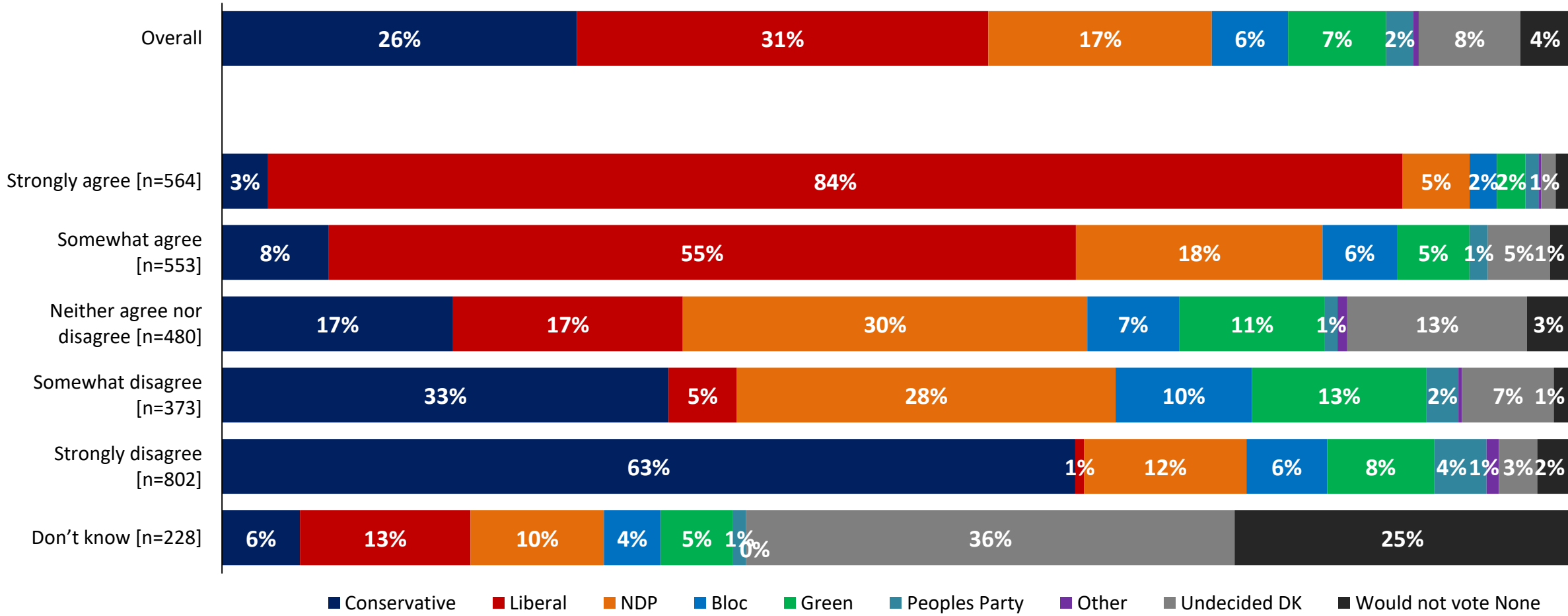
[asked of all respondents; n=3,000]



# Liberals – Flawed, But Still The Best: A majority of those who do not believe the Liberals are the best party say they would vote Conservative

**Q** Do you agree or disagree with the following statements?  
***The Liberals may have their flaws, but they are still the best party to form government.***

[asked of all respondents; n=3,000]



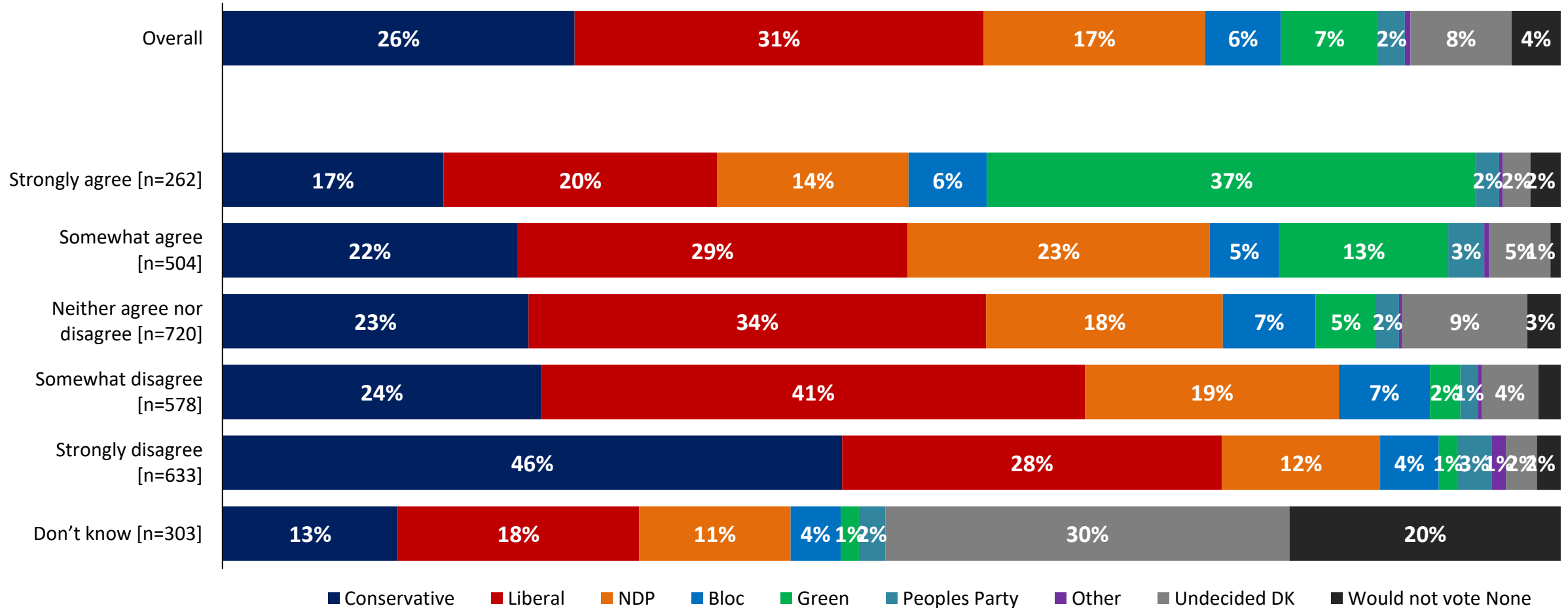
# Putting Climate First: Only 37% of those who strongly agree it takes Greens to prioritize the environment would actually vote for the Green Party



Do you agree or disagree with the following statements?

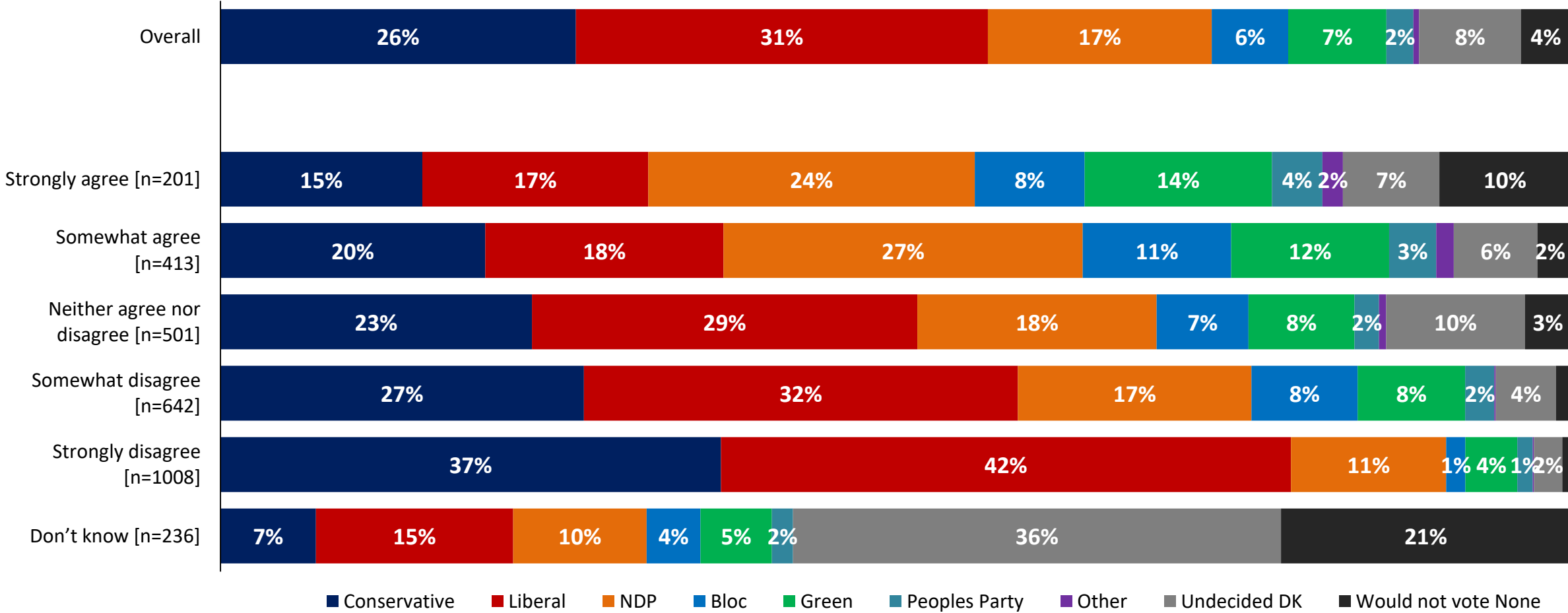
***The only way to make sure the government puts the climate first is to elect the Green Party.***

[asked of all respondents; n=3,000]

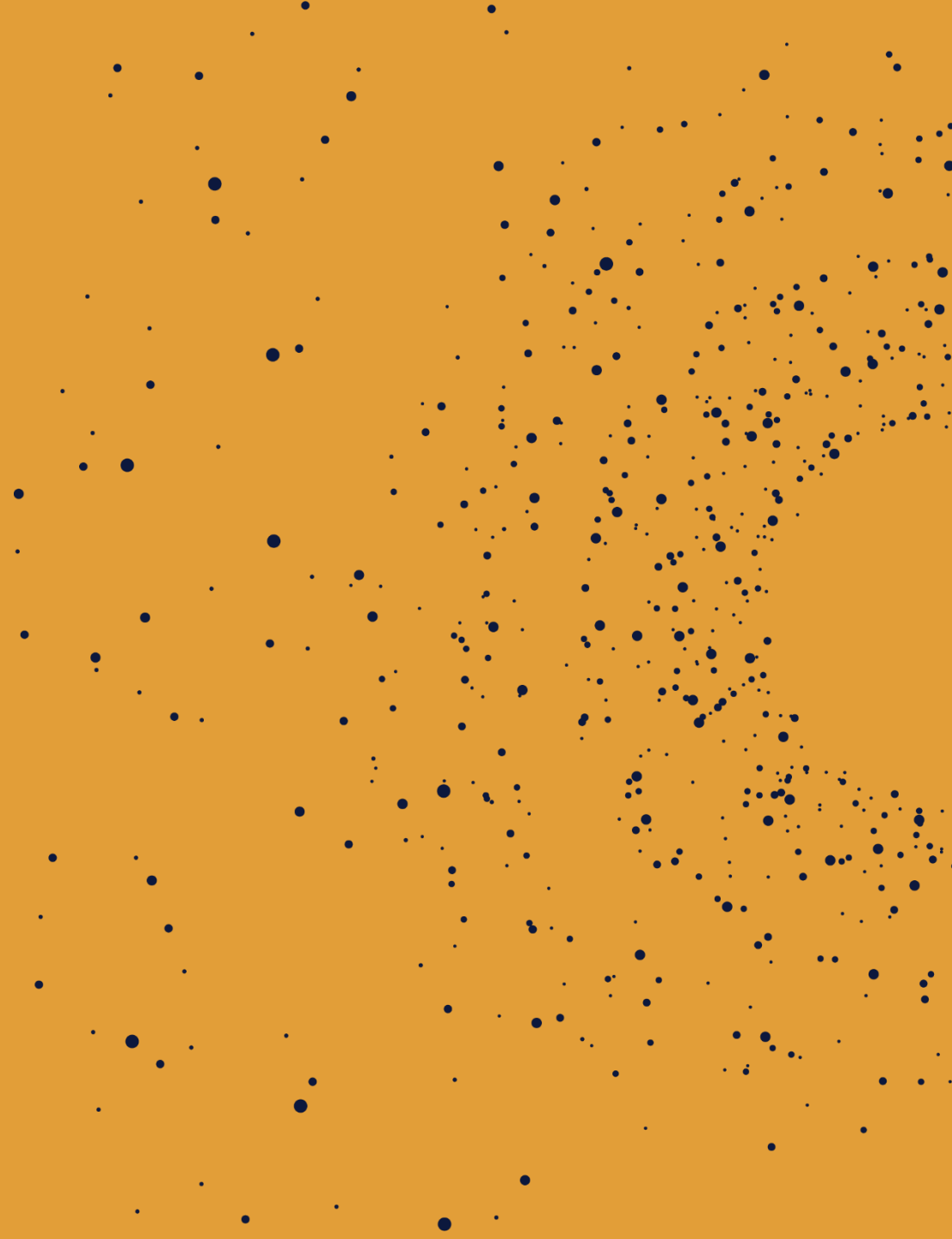


# Liberals and Conservatives: Among those who strongly agree there is no difference between the LPC and CPC, 15% would still vote CPC and 17% LPC

**Q** Do you agree or disagree with the following statements?  
***There is no real difference between the Liberals and Conservatives.***  
 [asked of all respondents; n=3,000]



# Federal Issue Agenda



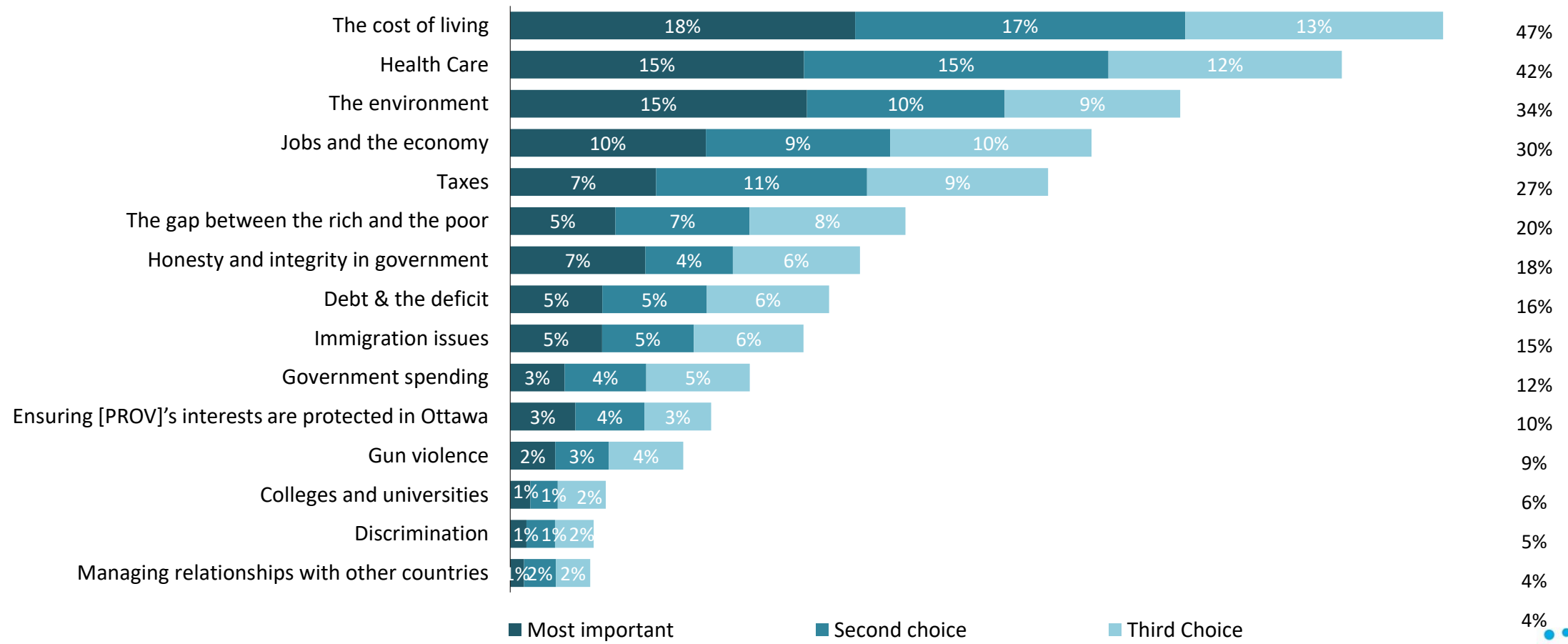
# Most important issue: Cost of living (47%) seen as top issue, followed by health care (42%) and jobs and the environment (34%)



Below are some issues that have been in the news recently in Canada. Please indicate which of these issues is most important, the one you would most like to see the federal political parties and leaders address in the upcoming election campaign. And what is the second-most important issue that you would like to see the federal political parties and leaders address in the upcoming election campaign?...Third-most important?

[asked of all respondents; n=3,000]

**Top 3**



Note: "Something else" not shown.

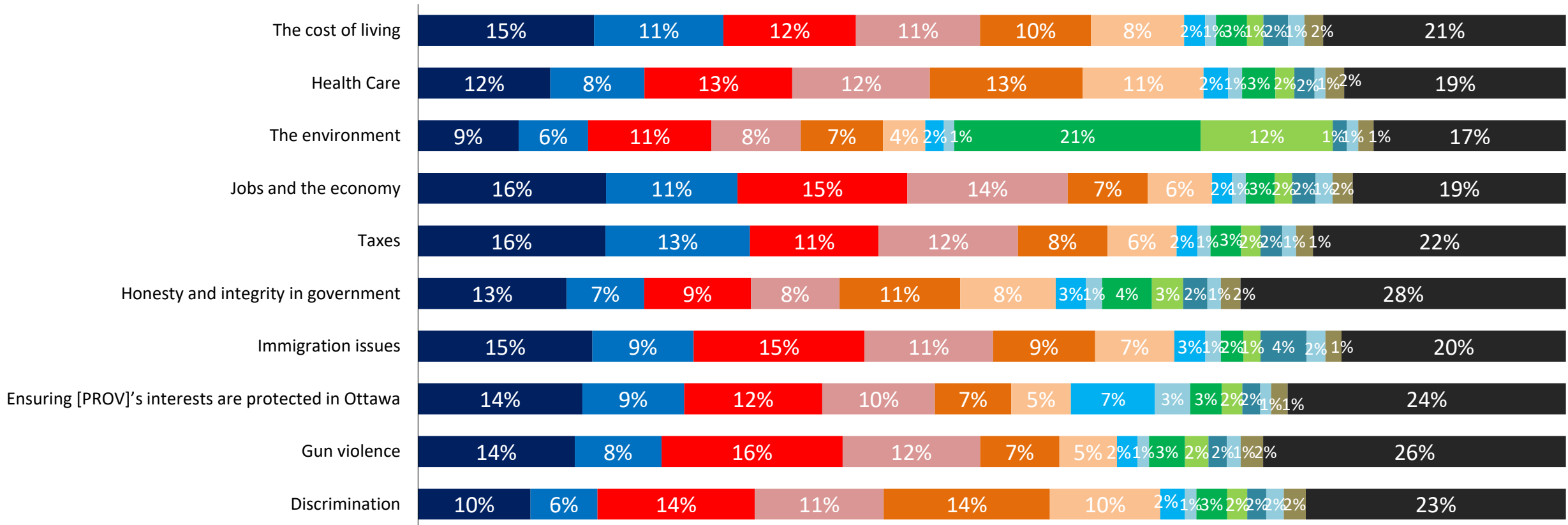


# Party on Issue: On cost of living, the most important issue to voters, the CPC is viewed as best by a plurality of respondents



Now we would like to go back to your top three issues. For each of these issues, please select which party you think would do the best job on that issue and indicate whether you feel it would do a much better job or a somewhat better job of dealing with that issue. If you think none of the parties would do a good job on that issue, some other party would do a good job or you don't know, just select that answer.

[asked of all respondents; n=3,000]



- Conservative much better
- Conservative somewhat better
- Liberal much better
- Liberal somewhat better
- NDP much better
- NDP somewhat better
- Bloc Quebecois much better
- Bloc Quebecois somewhat better
- Green Party much better
- Green party somewhat better
- People's Party much better
- People's Party somewhat better
- Other party
- None

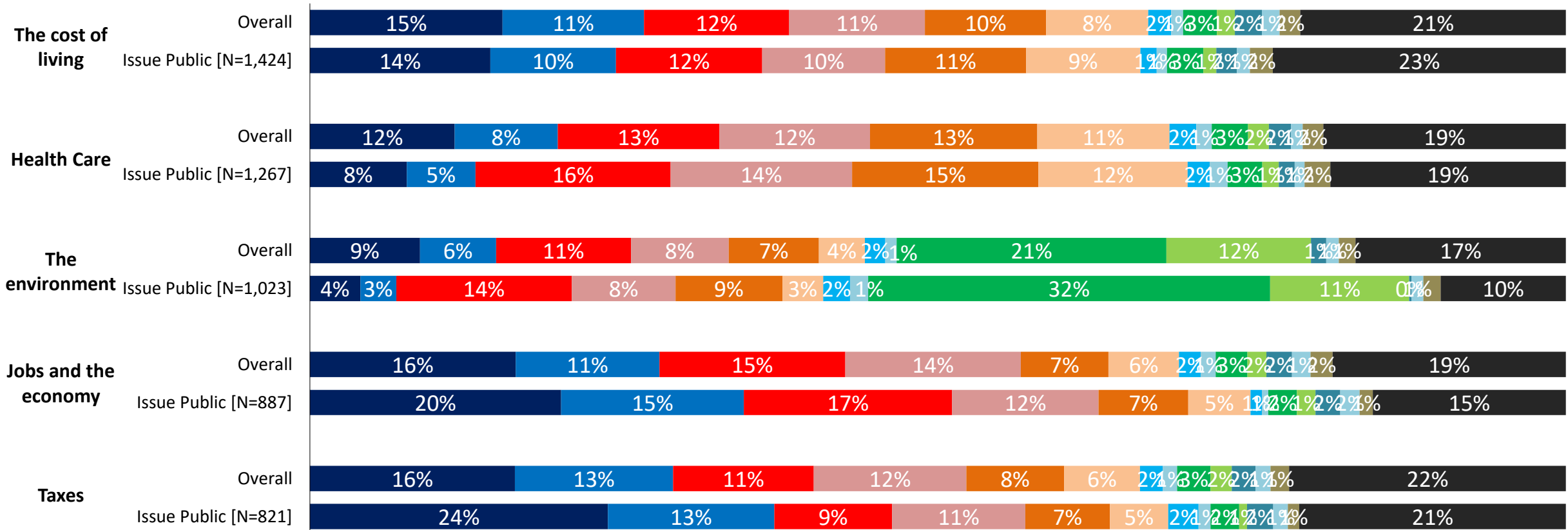


# Party on Issue: Among those who say the environment is a top priority, nearly half think the Green Party is the best party to deal with it



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[asked of all respondents; showing results among all respondents and among those who listed each item as a top 3 issue; n=3,000]



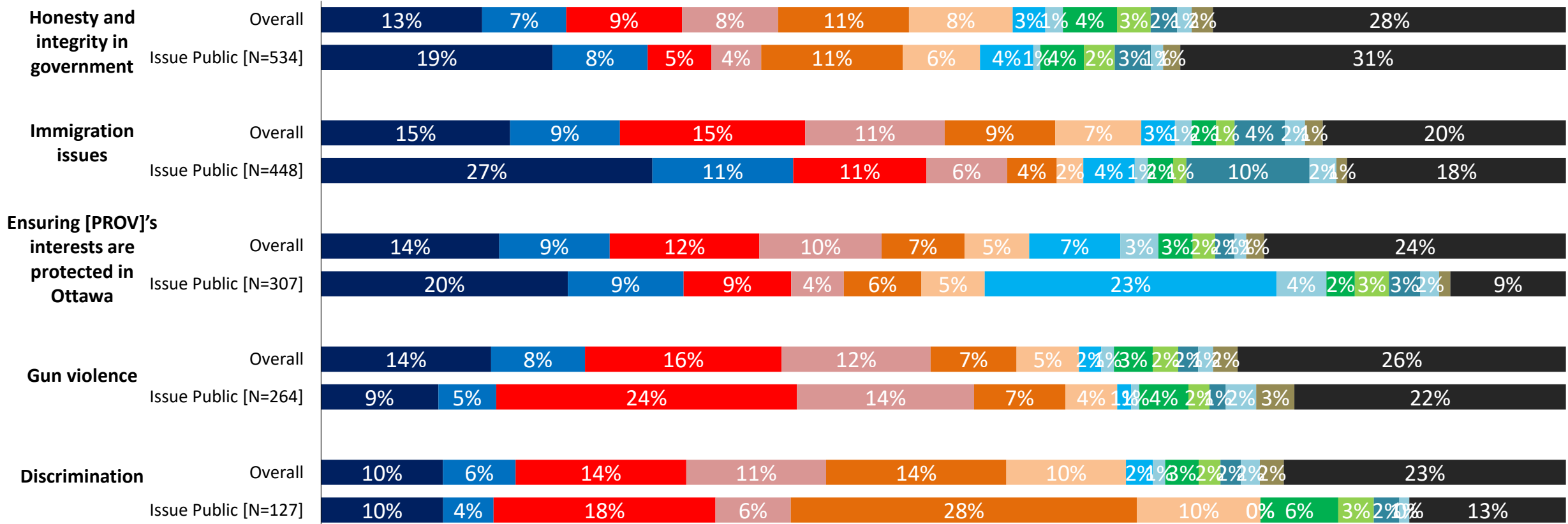
- Conservative much better
- Liberal somewhat better
- Bloc Quebecois much better
- Green party somewhat better
- Other party
- Conservative somewhat better
- NDP much better
- Bloc Quebecois somewhat better
- People's Party much better
- None
- Liberal much better
- NDP somewhat better
- Green Party much better
- People's Party somewhat better

# Party on Issue: Among those who are most concerned about discrimination, the NDP are viewed as the best party by a plurality



Now we would like to go back to your top three issues. For each of these issues, please select which party you think would do the best job on that issue and indicate whether you feel it would do a much better job or a somewhat better job of dealing with that issue. If you think none of the parties would do a good job on that issue, some other party would do a good job or you don't know, just select that answer.

[asked of all respondents; showing results among all respondents and among those who listed each item as a top 3 issue; n=3,000]



- Conservative much better
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- Bloc Quebecois somewhat better
- People's Party much better
- None
- Liberal much better
- NDP somewhat better
- Green Party much better
- People's Party somewhat better



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