

# 2019 Election: Leadership



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<br>(n) | Unweighted<br>(%) | Weighted<br>(n) | Weighted<br>(%) |
|----------------------|-------------------|-------------------|-----------------|-----------------|
| <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%            |

# Leadership

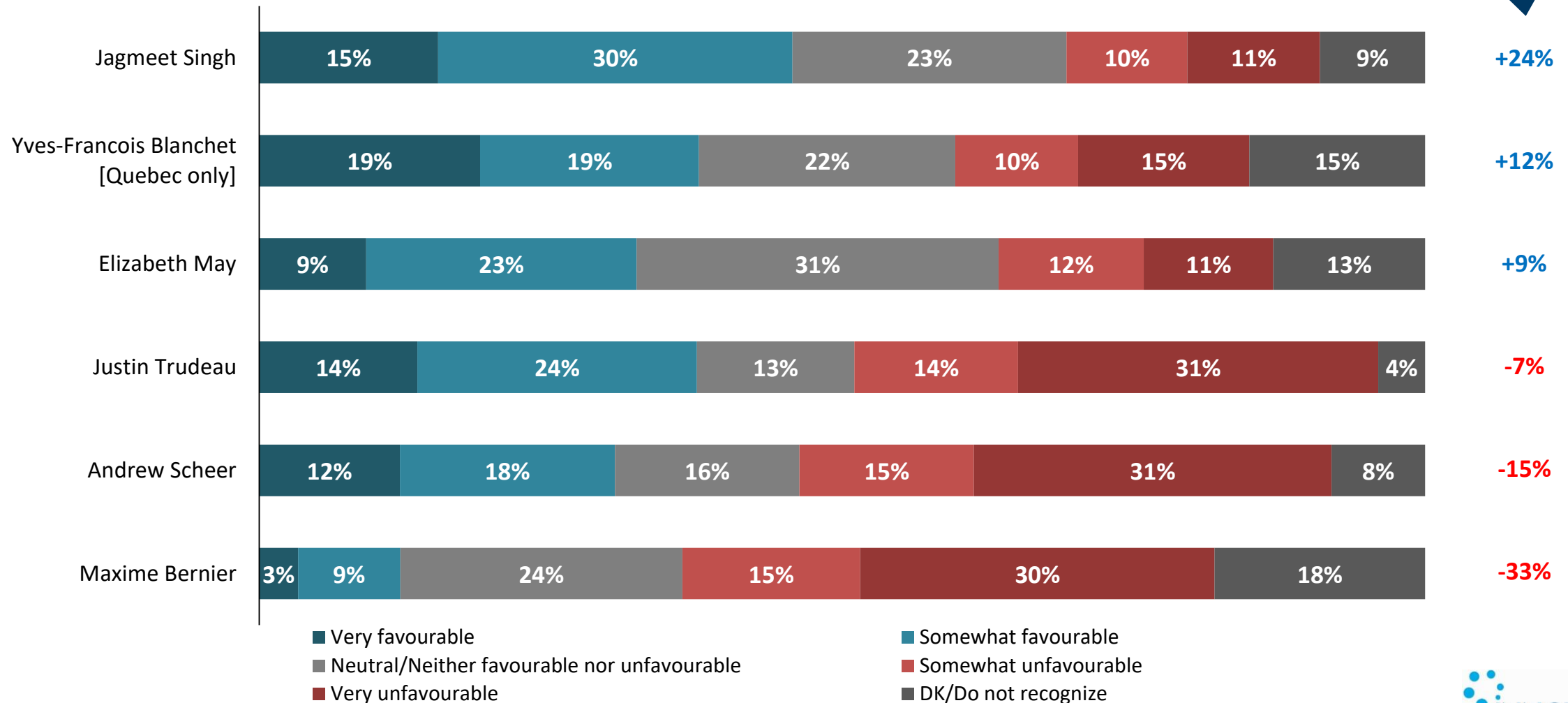
# Leader Impressions: Singh, Blanchet and May lead favourability; Trudeau and Scheer perceived more unfavourable than favourable



Now we are going to provide you with several names of public figures. Please indicate whether you have heard of that person and, if so, whether you have a favourable or unfavourable impression of that person. If you do not recognize the name, just indicate that.

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

Net  
Favourability

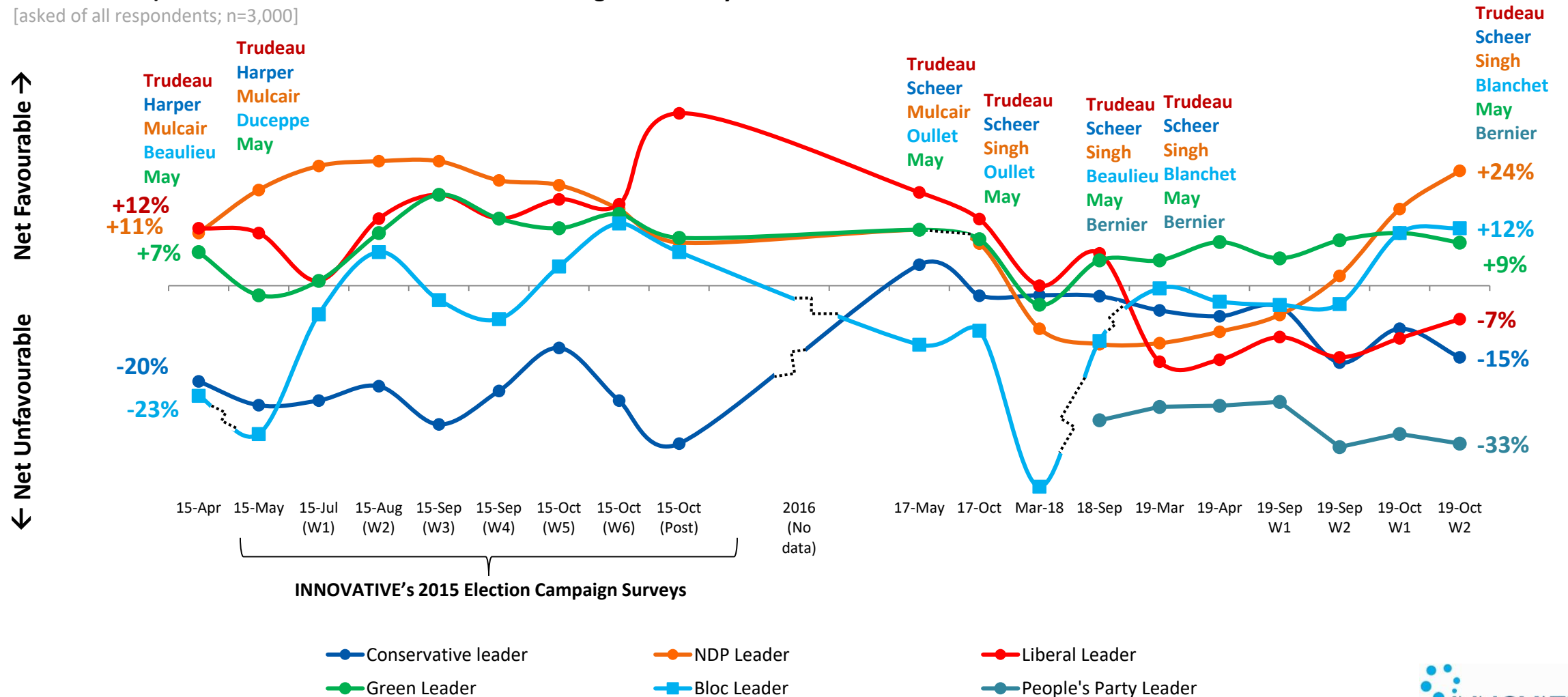


# Net leader favourables: Singh and Trudeau favourability continue to rise; Scheer drops 6 points; May and Blanchet remain show little movement



Now we are going to provide you with several names of public figures. Please indicate whether you have heard of that person and, if so, whether you have a favourable or unfavourable impression of that person. If you do not recognize the name, just indicate that. **Net favourables (% favourable - unfavourable) INCLUDES 'HAVE NOT HEARD' for tracking consistency.**

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



... : indicates a change in party leader during tracking

Note: BQ leaders asked in Quebec only.

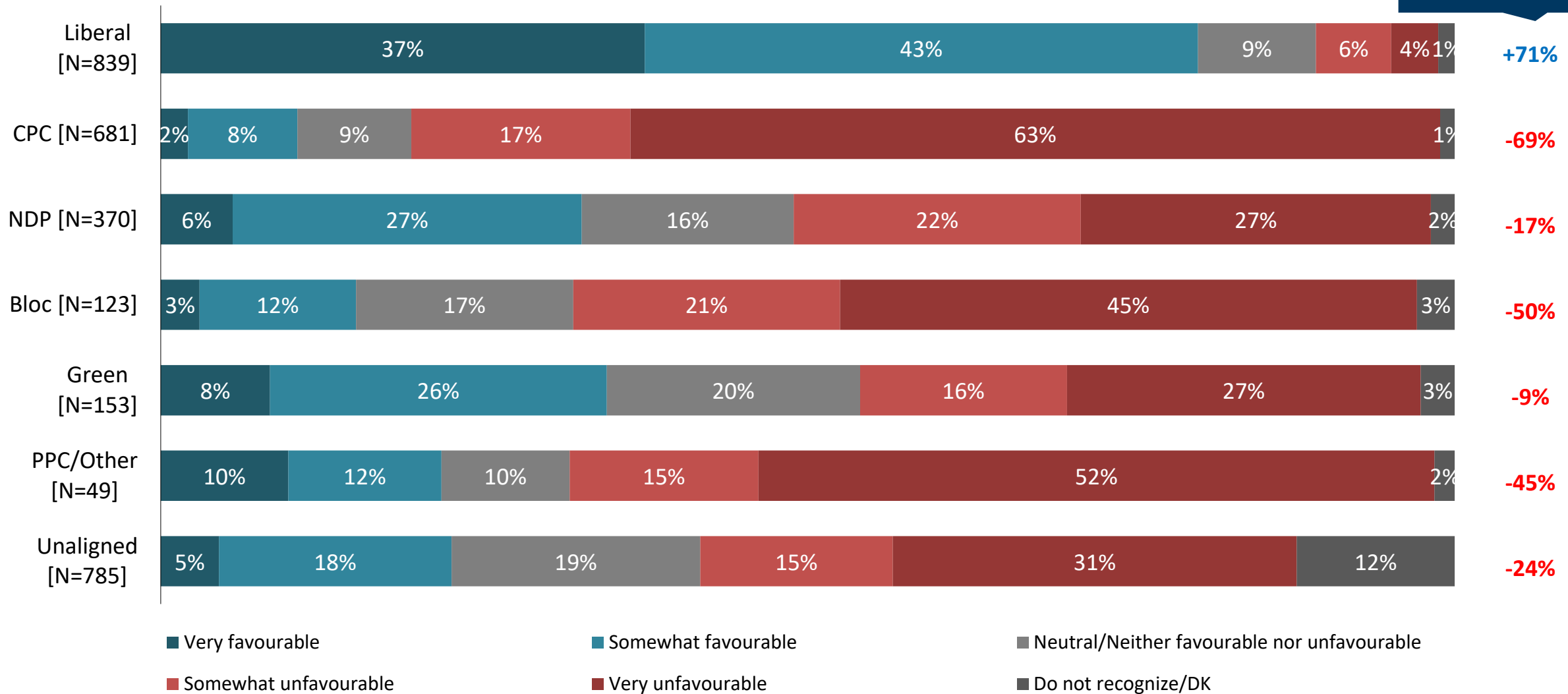


# Justin Trudeau by Party ID: Trudeau's net favourable is negative across all partisans groups other than Liberals; most negative among CPC and Bloc



Now we are going to provide you with several names of public figures. Please indicate whether you have heard of that person and, if so, whether you have a favourable or unfavourable impression of that person. If you do not recognize the name, just indicate that. **Justin Trudeau BY Thinking about politics in CANADA, generally speaking, do you usually think of yourself as a...**

Net Favourable

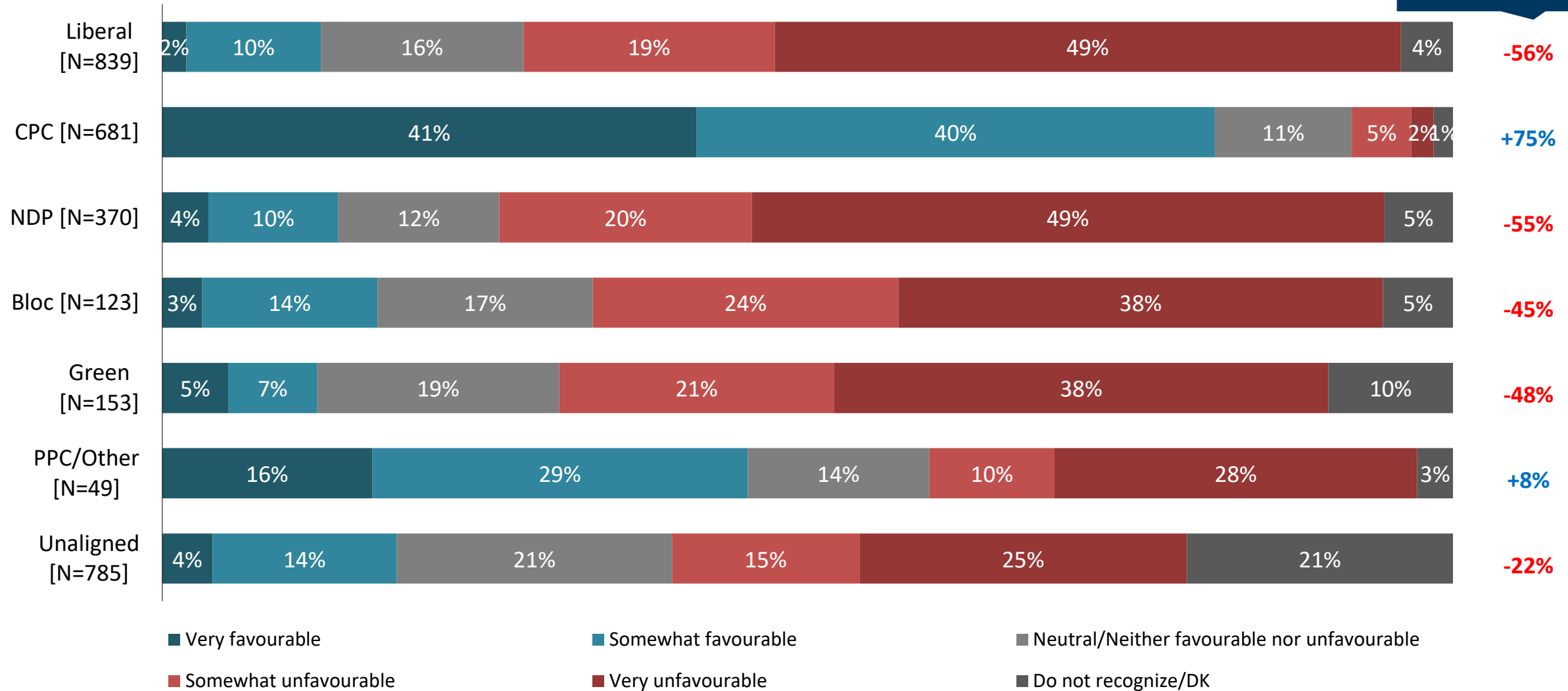


# Andrew Scheer by Party ID: Net favourability strong among Conservative partisans; negative across all other parties except PPC



Now we are going to provide you with several names of public figures. Please indicate whether you have heard of that person and, if so, whether you have a favourable or unfavourable impression of that person. If you do not recognize the name, just indicate that. **Andrew Scheer BY Thinking about politics in CANADA, generally speaking, do you usually think of yourself as a...**

Net Favourable

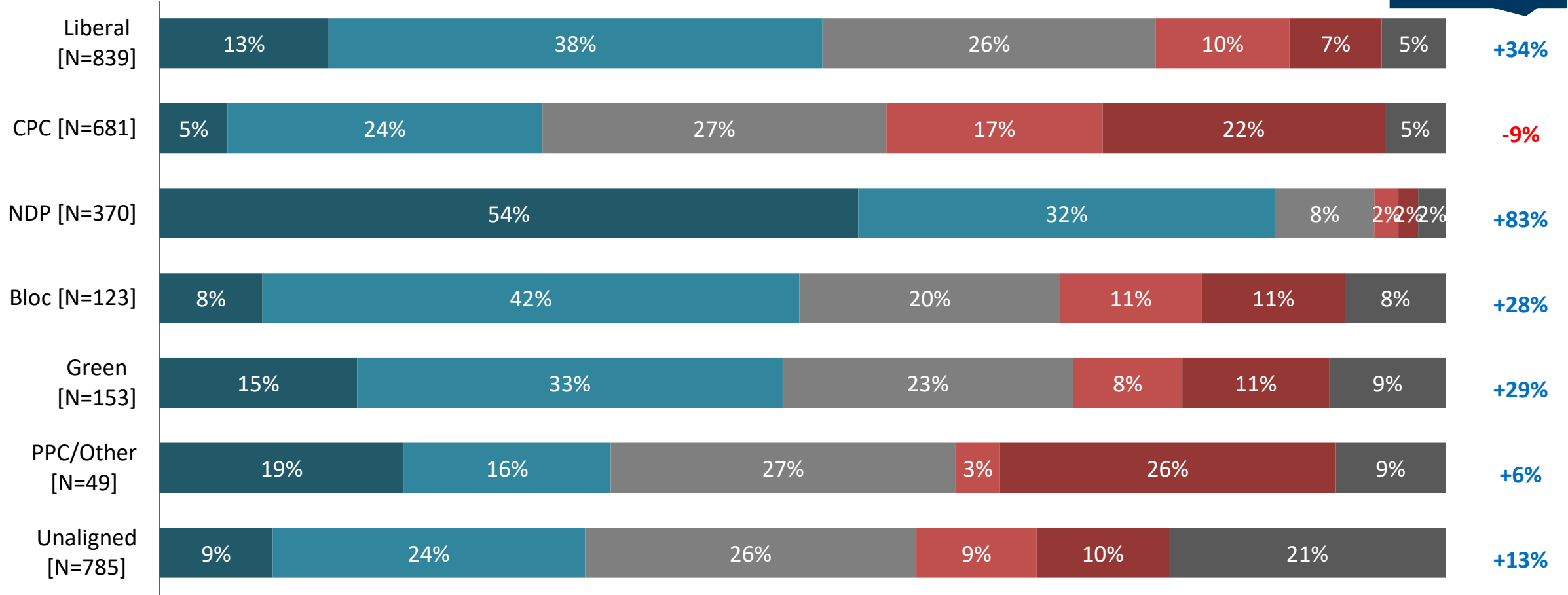


# Jagmeet Singh by Party ID: Impressions of Singh are positive in all partisan groups except Conservatives



Now we are going to provide you with several names of public figures. Please indicate whether you have heard of that person and, if so, whether you have a favourable or unfavourable impression of that person. If you do not recognize the name, just indicate that. **Jagmeet Singh** *BY Thinking about politics in CANADA, generally speaking, do you usually think of yourself as a...*

Net Favourable



■ Very favourable     
 ■ Somewhat favourable     
 ■ Neutral/Neither favourable nor unfavourable  
■ Somewhat unfavourable     
 ■ Very unfavourable     
 ■ Do not recognize/DK

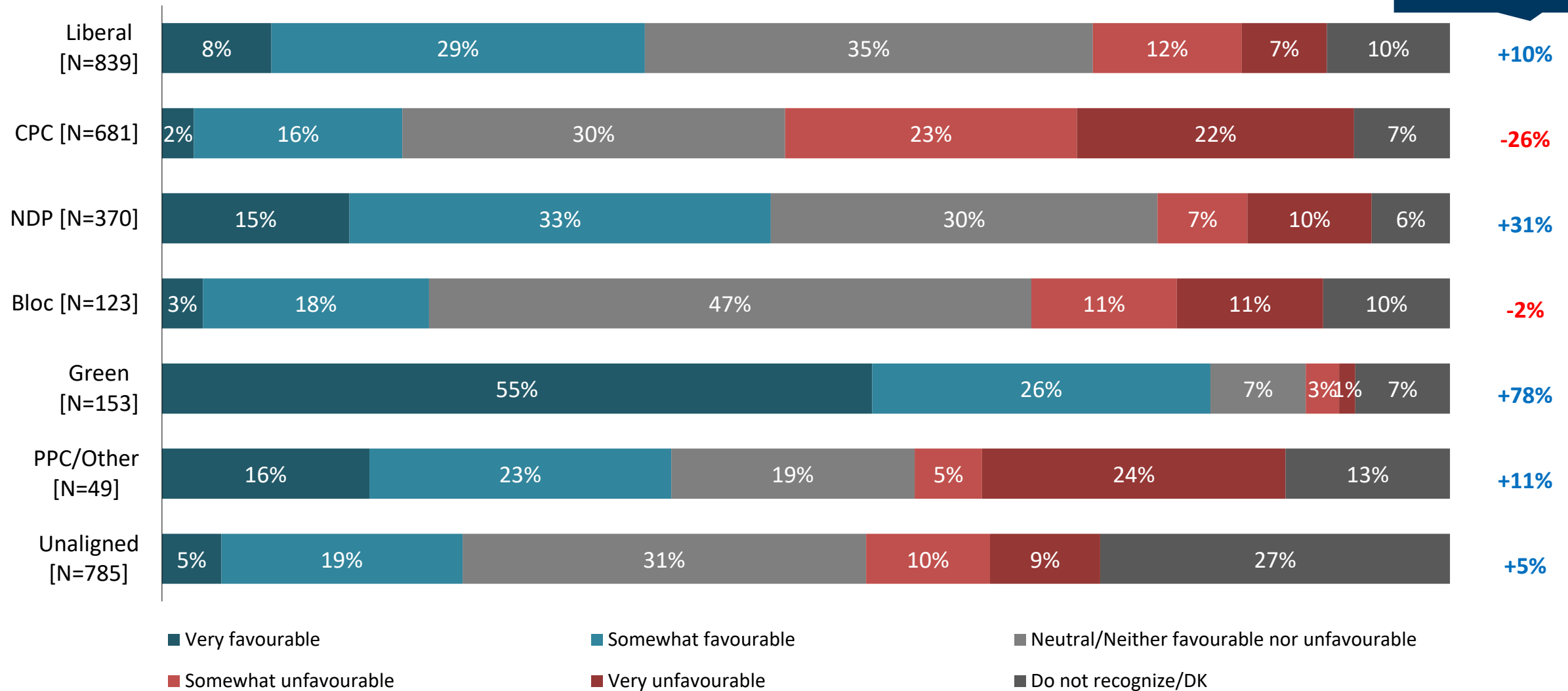


# Elizabeth May by Party ID: Impressions of May are positive for all groups except for Conservatives and the Bloc Quebecois



Now we are going to provide you with several names of public figures. Please indicate whether you have heard of that person and, if so, whether you have a favourable or unfavourable impression of that person. If you do not recognize the name, just indicate that. **Elizabeth May** *BY Thinking about politics in CANADA, generally speaking, do you usually think of yourself as a...*

Net Favourable

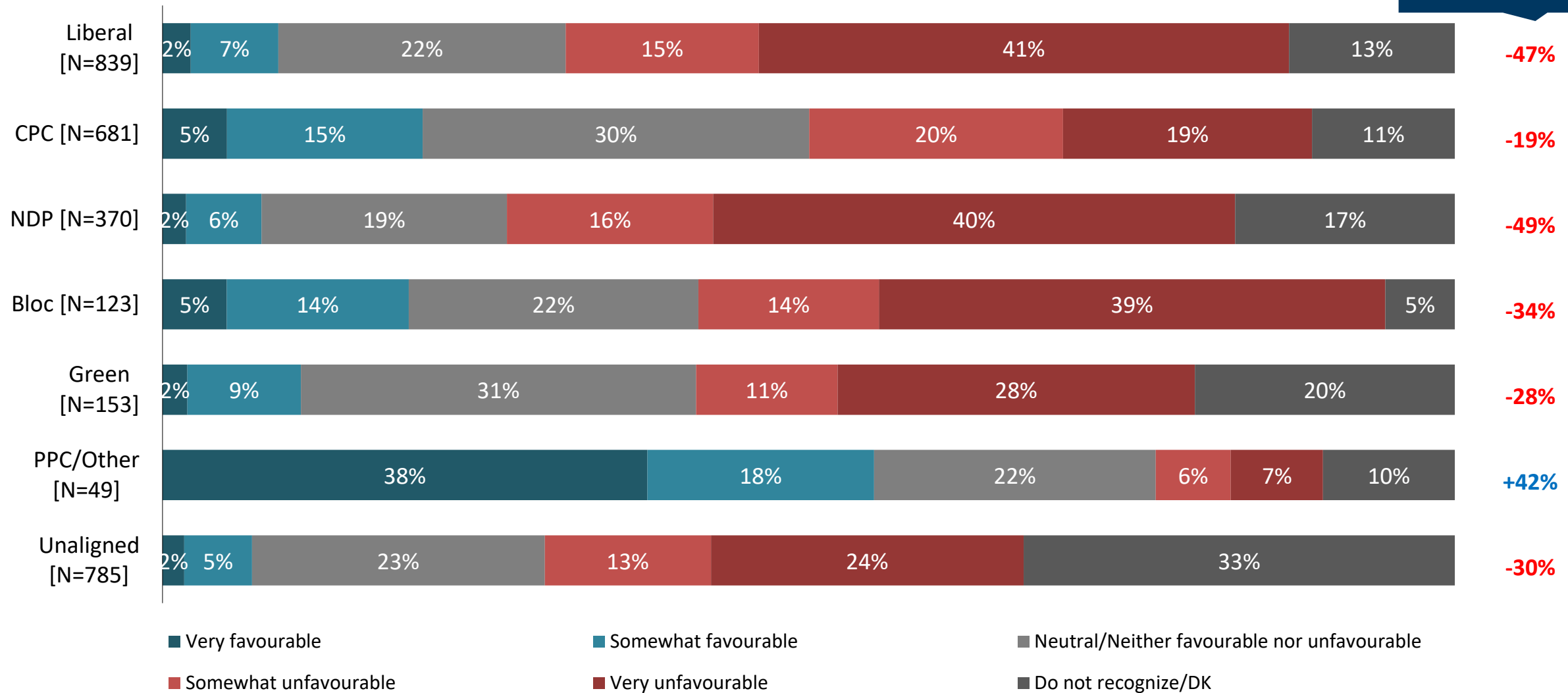


# Maxime Bernier by Party ID: Maxime Bernier is strongly unfavourable among all groups except within his own party/other



Now we are going to provide you with several names of public figures. Please indicate whether you have heard of that person and, if so, whether you have a favourable or unfavourable impression of that person. If you do not recognize the name, just indicate that. **Maxime Bernier** BY Thinking about politics in CANADA, generally speaking, do you usually think of yourself as a...

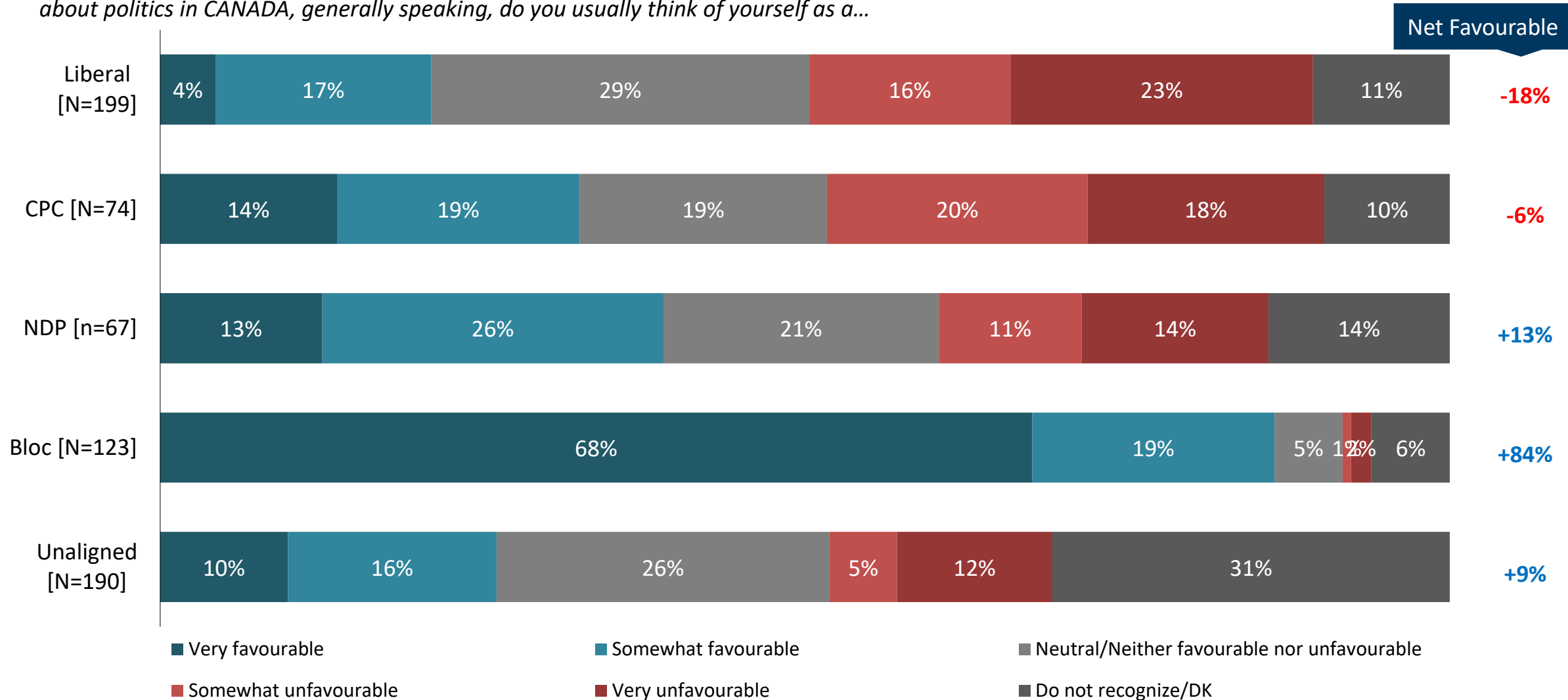
Net Favourable



# Yves-Francois Blanchet by Party ID: Blanchet has a positive net impression among Bloc supporters, NDP supporters, and unaligned voters



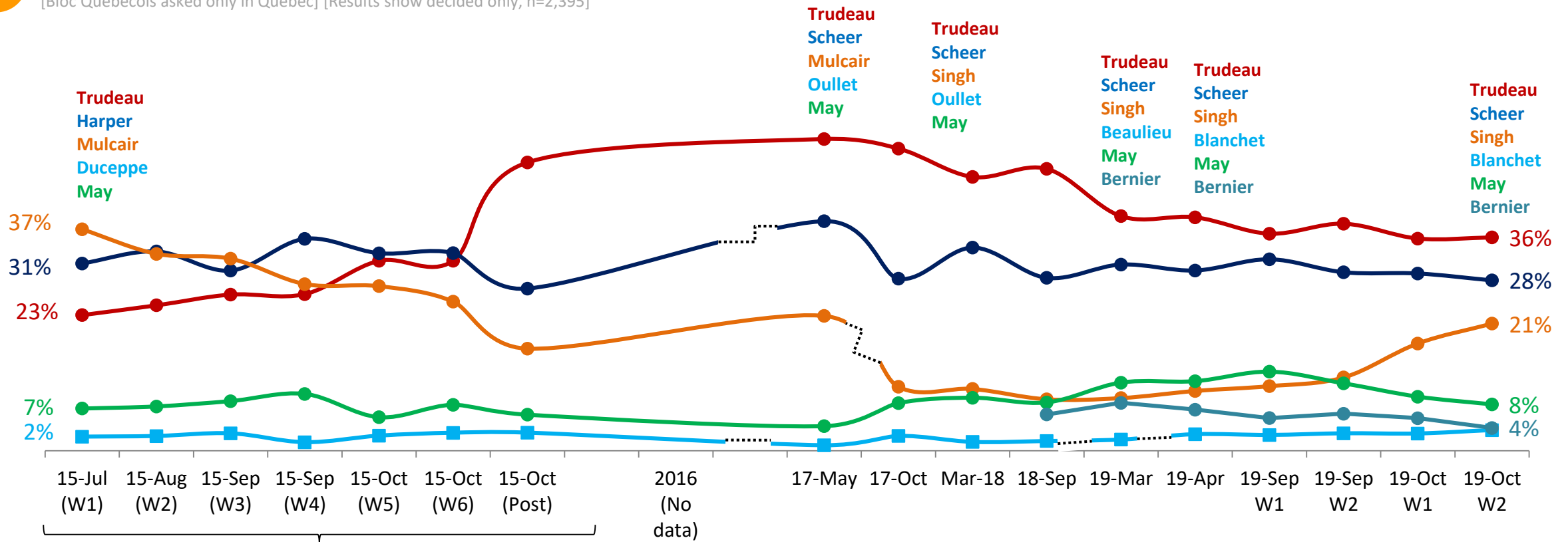
Now we are going to provide you with several names of public figures. Please indicate whether you have heard of that person and, if so, whether you have a favourable or unfavourable impression of that person. If you do not recognize the name, just indicate that. **Yves-Francois Blanchet** *BY Thinking about politics in CANADA, generally speaking, do you usually think of yourself as a...*



Note: Green, and Other not shown due to small sample.

# Best Prime Minister - Decided: Trudeau remains on top as Jagmeet Singh continues to climb; May down to 8% from 13% in early September

Q 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=2,395]



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

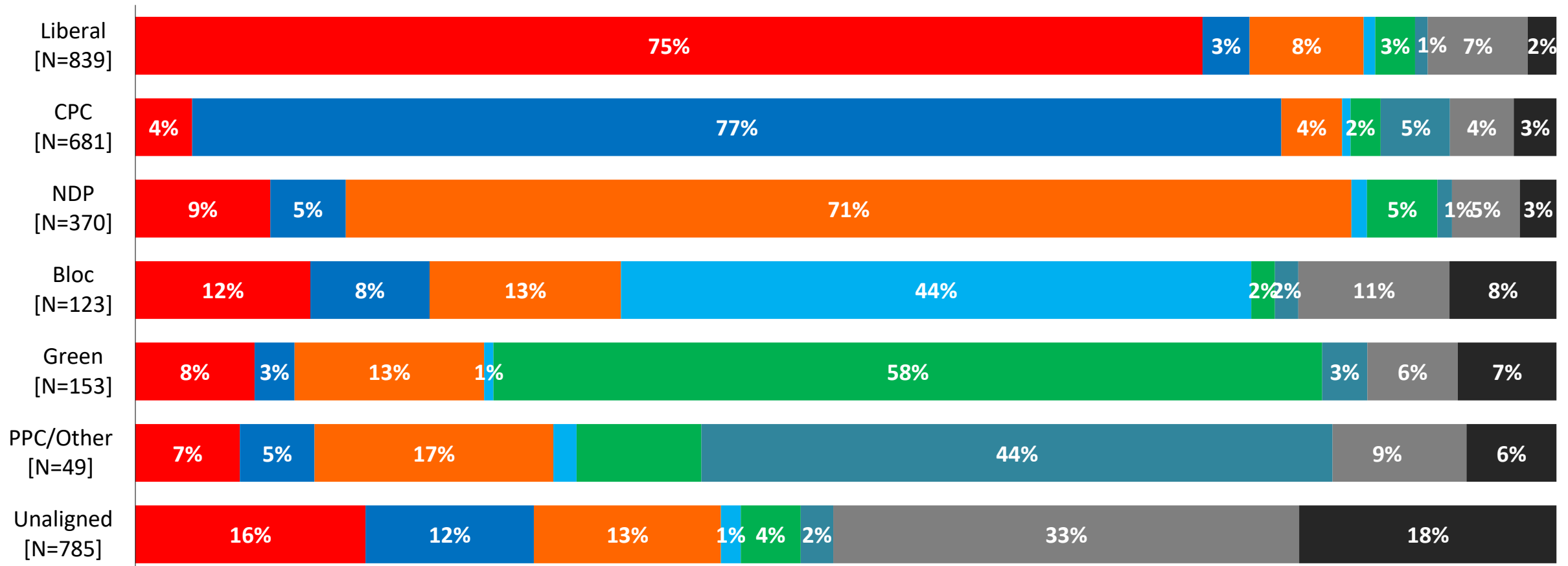
Note: 'None', 'Don't know', 'Refused' not included in calculations. BQ Leader asked in QC only.

# Best Prime Minister by Party ID: CPC partisans lead slightly over Liberals in feeling their leader would be best PM



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

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

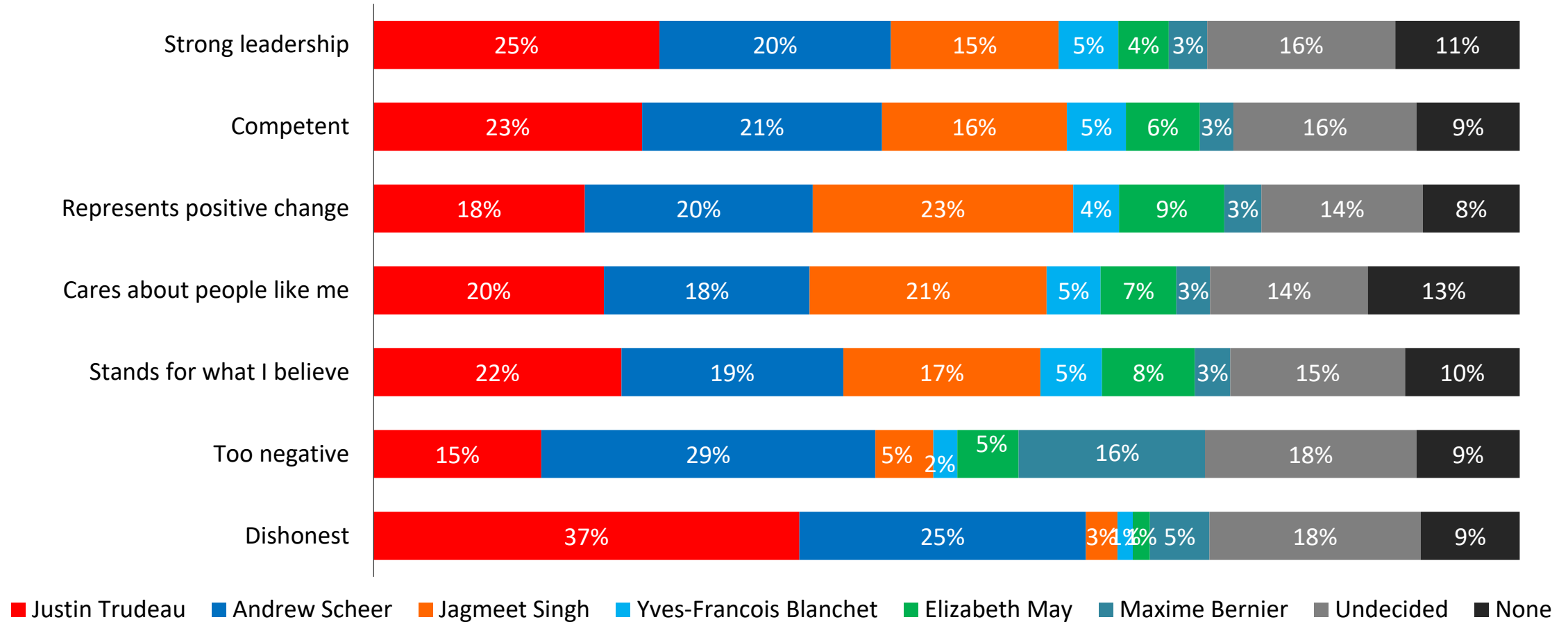


- Justin Trudeau of the Liberals
- Andrew Scheer of the Conservatives
- Jagmeet Singh of the NDP
- Yves-François Blanchet of the Bloc Quebecois
- Elizabeth May of the Green Party
- Maxime Bernier of the People's Party
- Undecided/Don't know
- None

# Leader Qualities: Trudeau leads ‘Dishonest’ by a large margin, and ‘Strong leadership’ slightly; Scheer leads on ‘Too negative’



Now we would like to read you a list of different words or phrases that describe the some political leaders. For each word or phrase, please indicate who it BEST describes... **[ALL CANADA]**  
[asked of all respondents; n=3,000]

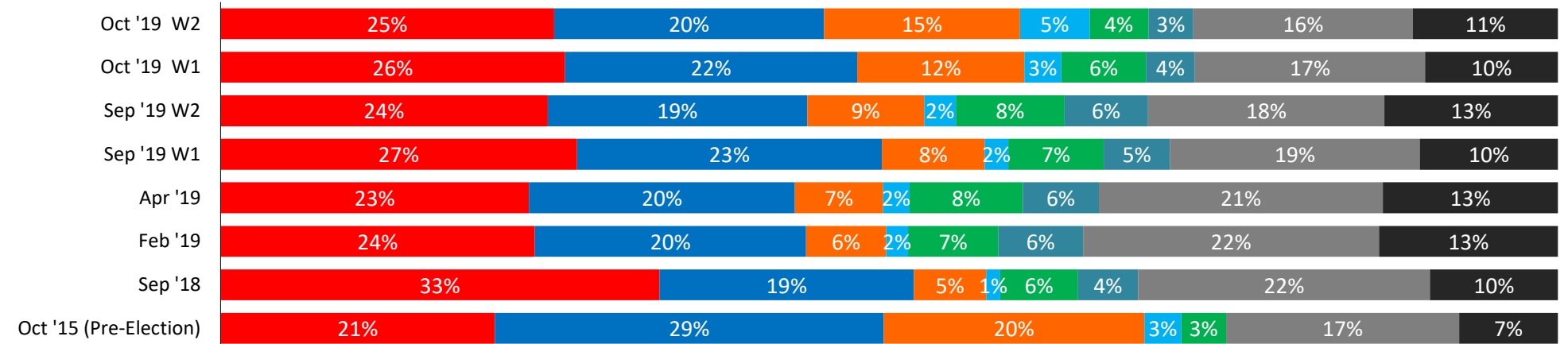


# Leader Qualities: Singh picks up points from Libs and PCs on 'Strong leadership'; 'Competent' largely unchanged with 2-point drops for May and Scheer

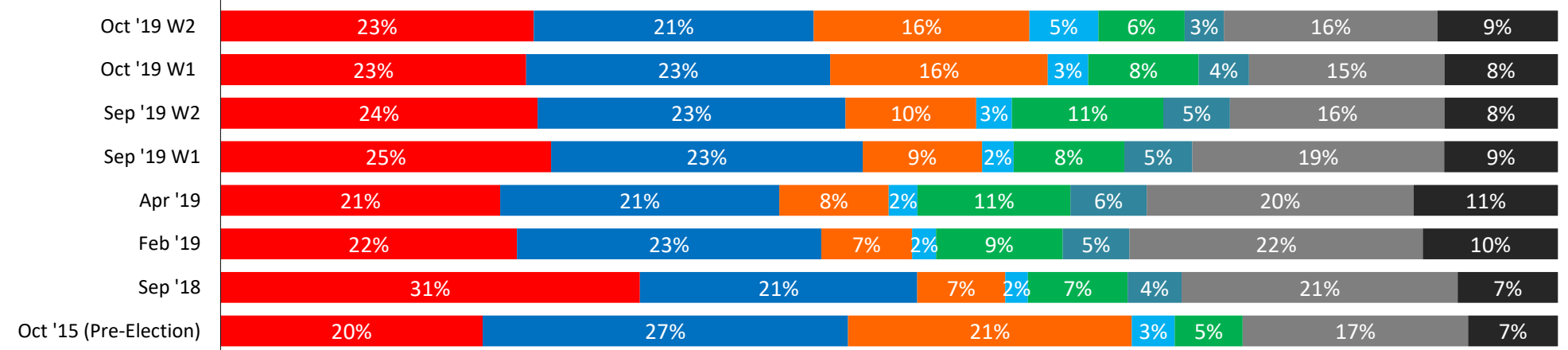


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 [asked of all respondents; n=3,000]

## Strong leadership



## Competent



■ Justin Trudeau    
 ■ Andrew Scheer    
 ■ Jagmeet Singh    
 ■ Yves-Francois Blanchet  
■ Elizabeth May    
 ■ Maxime Bernier    
 ■ Undecided    
 ■ None



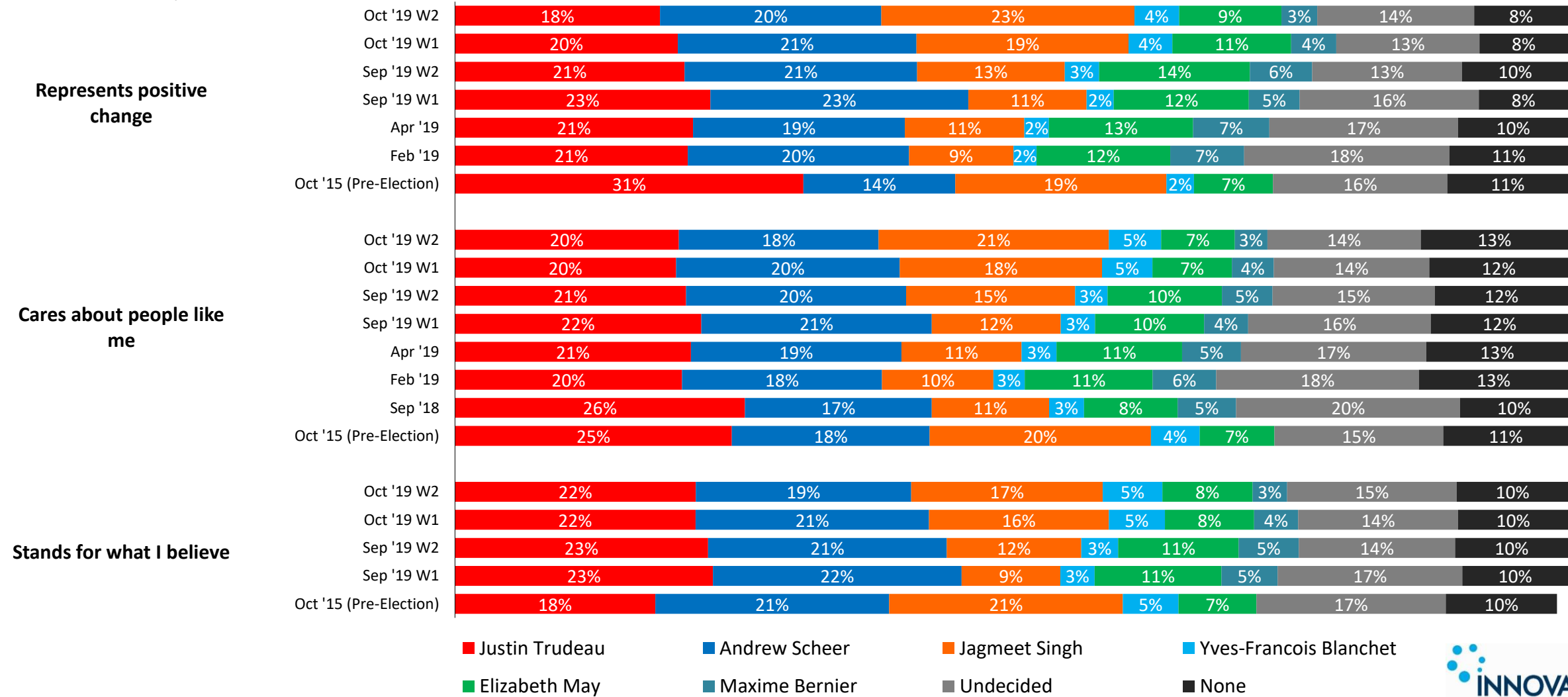
\* The study of 2015 was conducted before the writ was dropped in August 2015. 2015 numbers show Stephen Harper (CPC), Thomas Mulcair (NDP) and Gilles Duceppe (BQ).

# Leader Qualities: Jagmeet Singh continues to rise on ‘Represents positive change’, ‘Cares about people like me’, and ‘Stands for what I believe in’



Now we would like to read you a list of different words or phrases that describe the some political leaders. For each word or phrase, please indicate who it BEST describes... [ALL CANADA]

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



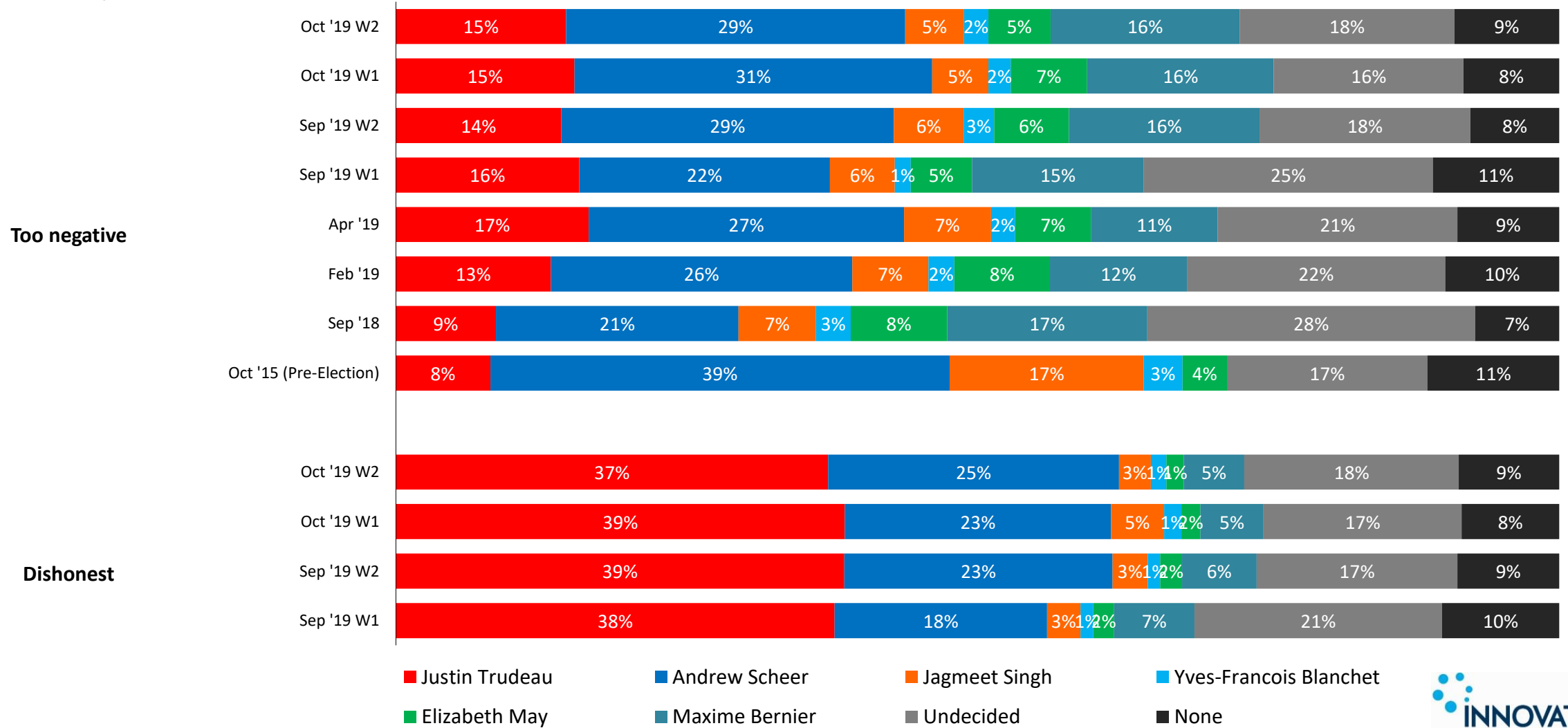
\* The study of 2015 was conducted before the writ was dropped in August 2015. 2015 numbers show Stephen Harper (CPC), Thomas Mulcair (NDP) and Gilles Duceppe (BQ).



# Leader Qualities: Scheer and May down 2 points on 'Too negative'; Scheer picks up 2 points from Trudeau on 'Dishonest'



Now we would like to read you a list of different words or phrases that describe the some political leaders. For each word or phrase, please indicate who it BEST describes... **[ALL CANADA]**  
 [asked of all respondents; n=3,000]



\* The study of 2015 was conducted before the writ was dropped in August 2015. 2015 numbers show Stephen Harper (CPC), Thomas Mulcair (NDP) and Gilles Duceppe (BQ).





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