

2019 Election: Leadership



October 2019

Methodology



These are the partial results of an online survey conducted between October 8th and October 9th, 2019.

This online survey of 1,726 adult Canadians was conducted using Lucid, a leading provider of online sample. The results are weighted to n=1,500 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 386 panelists started but did not finish the survey and another 12 panelists were screened out for exceeding 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. Weighted and unweighted frequencies are reported in the table.

	Unweighted (n)	Unweighted (%)	Weighted (n)	Weighted (%)
Males 18-34	148	8.6%	206	13.8%
Males 35-54	258	14.9%	251	16.7%
Males 55+	344	19.9%	272	18.1%
Females 18-34	226	13.1%	204	13.6%
Females 35-54	336	19.5%	260	17.4%
Females 55+	414	24.0%	306	20.4%
Region				
BC	204	11.8%	204	13.6%
Alberta	186	10.8%	170	11.3%
Prairies	146	8.5%	100	6.7%
Ontario	758	43.9%	573	38.2%
Quebec	280	16.2%	350	23.4%
Atlantic	152	8.8%	102	6.8%

Leadership

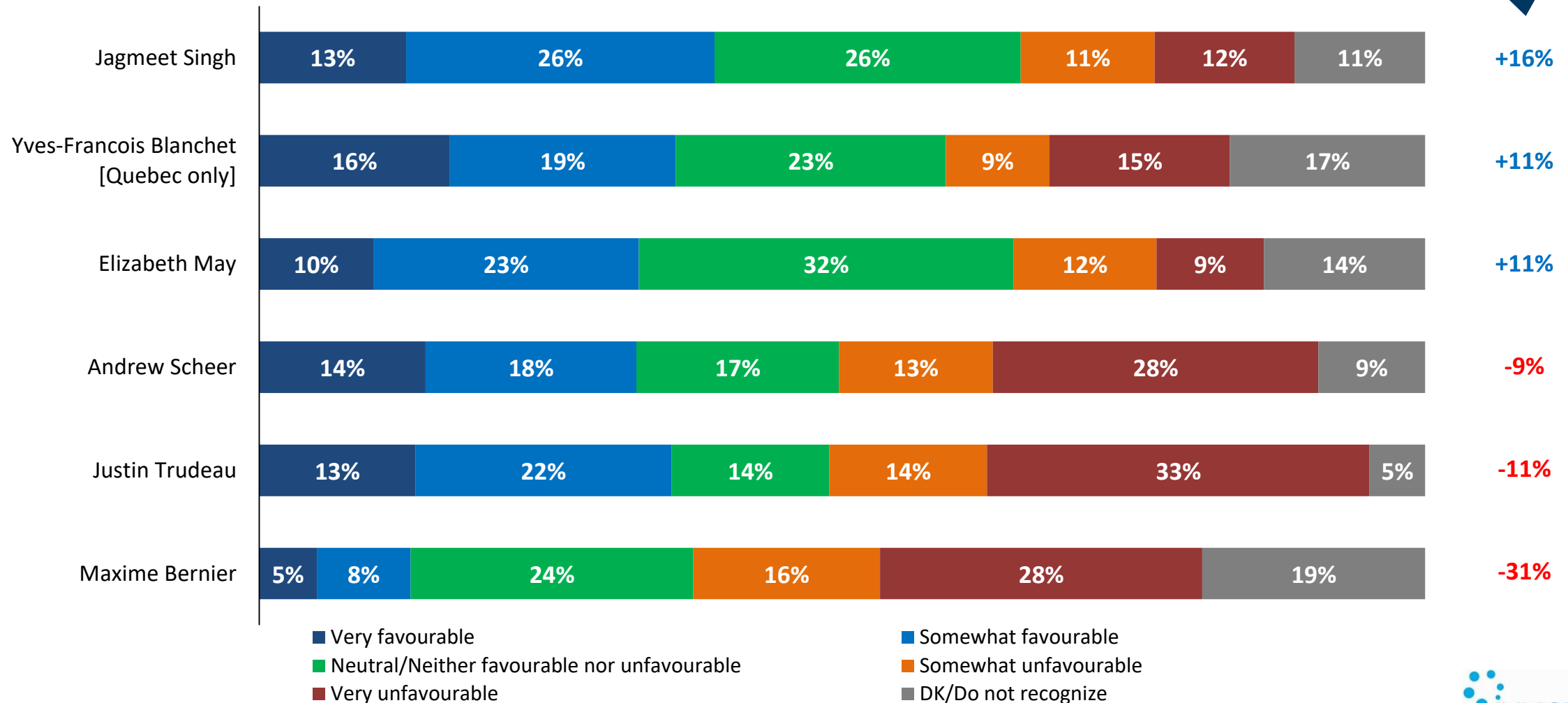
Leader Impressions: Trudeau and Scheer are both seen as more unfavourable than favourable; Singh, Blanchet and May have net positive favourables



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=1,500]

Net
Favourability

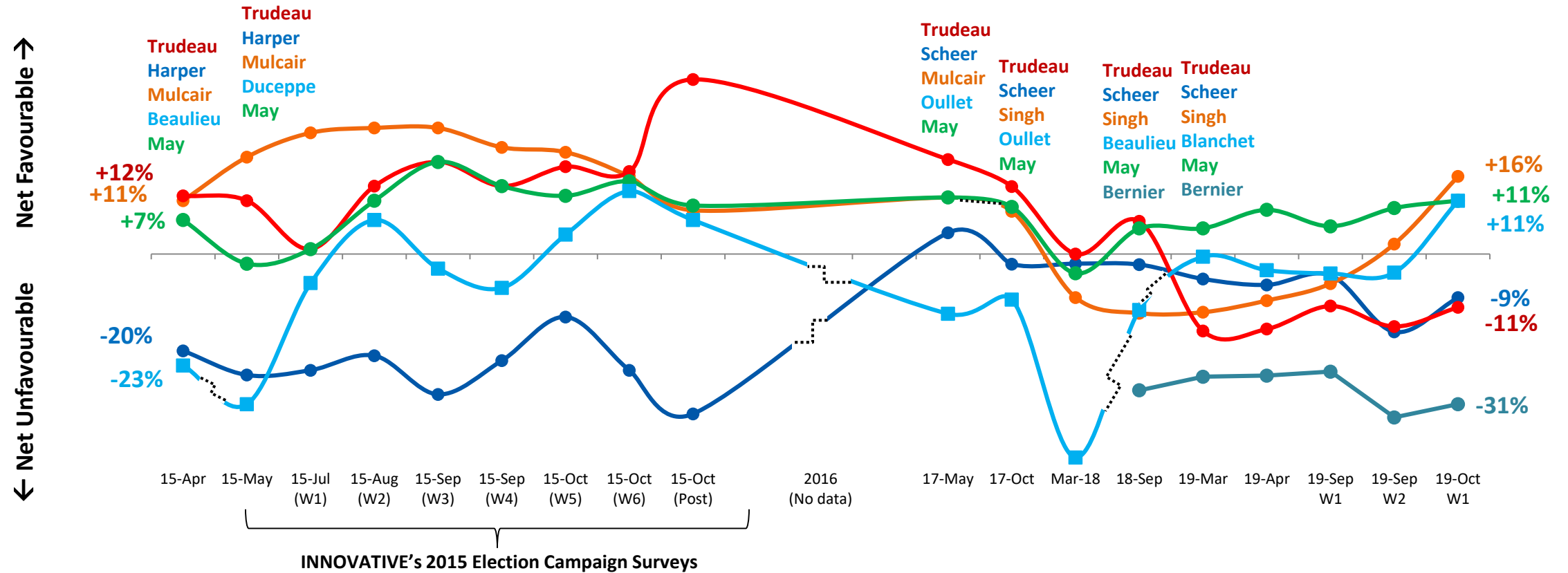


Net leader favourables: Singh has the highest net favourable impression, Blanchet has a positive net favourable impression for the first time



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=1,500]



- Conservative leader
- NDP Leader
- Liberal Leader
- Green Leader
- Bloc Leader
- People's Party Leader

... indicates a change in party leader during tracking

Note: BQ leaders asked in Quebec only.



Justin Trudeau by Debate Attention: Those how have not watched the debate had a more favourable impression than those who had



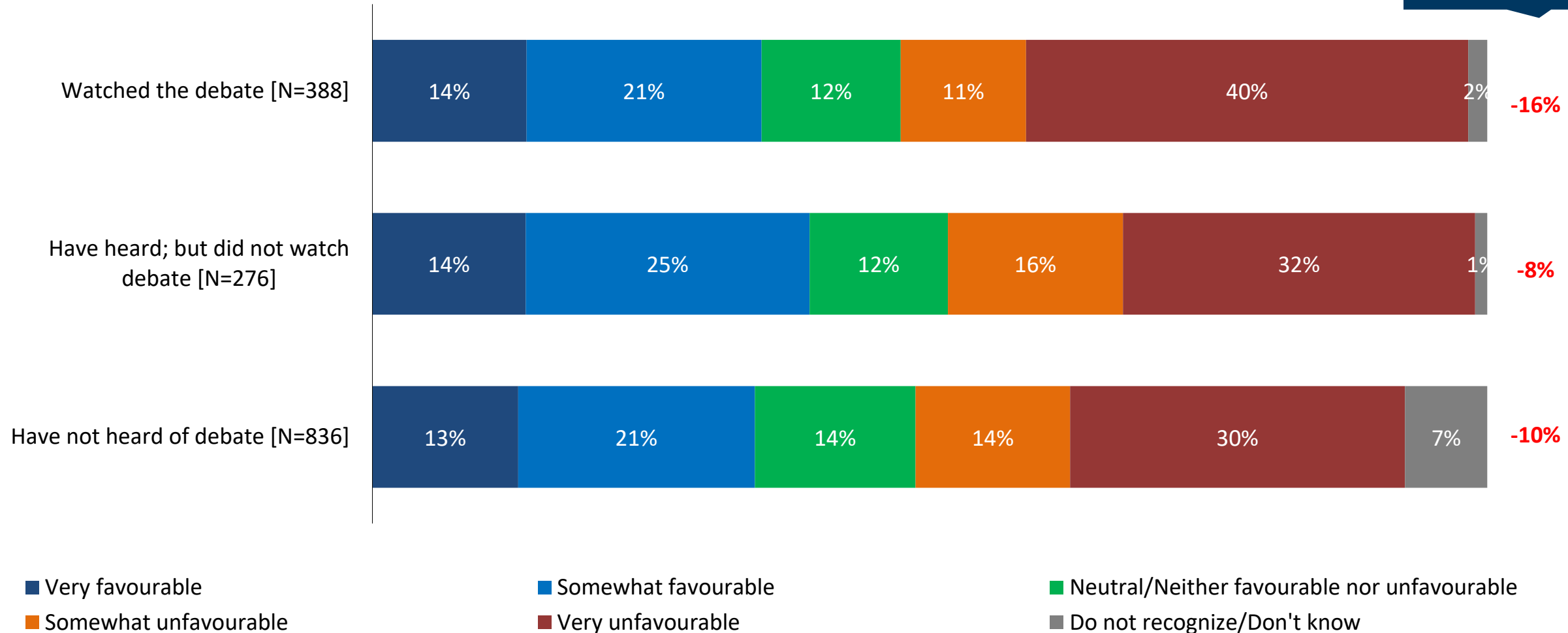
Now we are going to provide you with several names of public figures. Please indicate whether you have heard of that person and, if so, whether you have a favourable or unfavourable impression of that person. If you do not recognize the name, just indicate that. **Justin Trudeau**

[asked of all respondents; n=1,500]

Have you read, seen, or heard anything about the English language federal leader's debate that was held on Monday, October 7th?

Did you happen to watch the leader's debate yourself?

Net Favourable



Andrew Sheer by Debate Attention: Those who had watched the debate had a more favourable impression of Scheer than those who had not



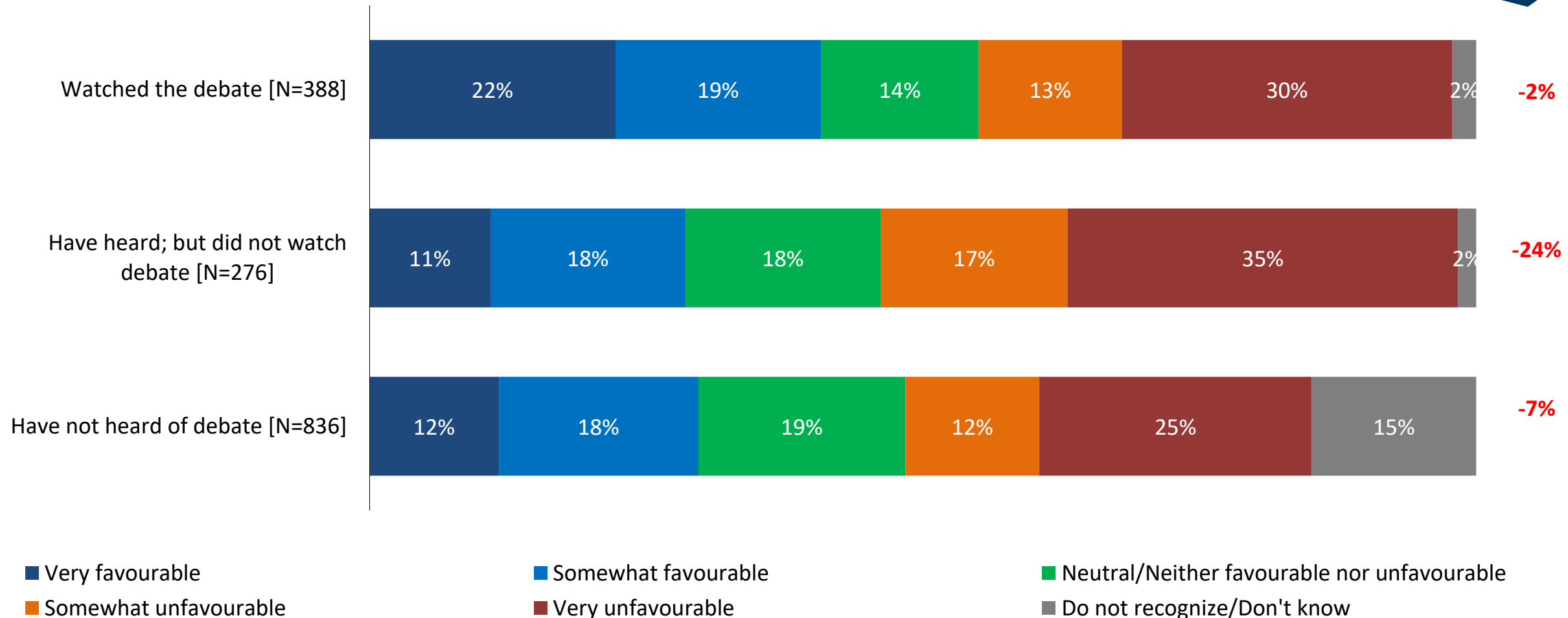
Now we are going to provide you with several names of public figures. Please indicate whether you have heard of that person and, if so, whether you have a favourable or unfavourable impression of that person. If you do not recognize the name, just indicate that. **Andrew Scheer**

[asked of all respondents; n=1,500]

Have you read, seen, or heard anything about the English language federal leader's debate that was held on Monday, October 7th?

Did you happen to watch the leader's debate yourself?

Net Favourable



Jagmeet Singh by Debate Attention: Favourability higher among those who were aware of the debate, whether or not respondents had watched it



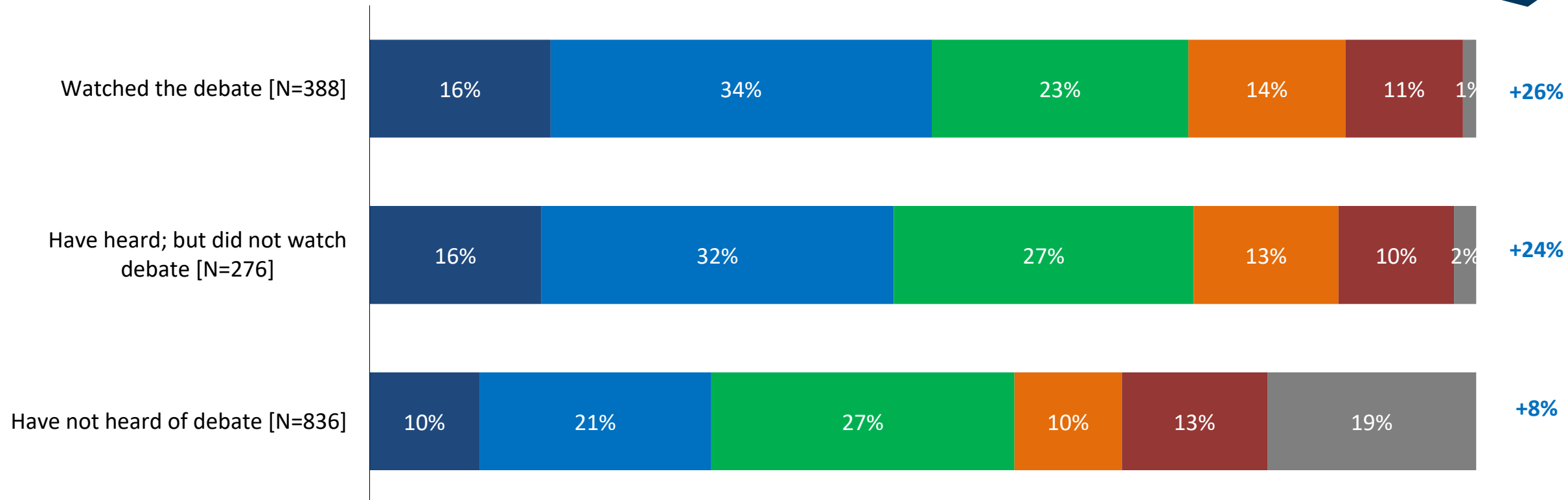
Now we are going to provide you with several names of public figures. Please indicate whether you have heard of that person and, if so, whether you have a favourable or unfavourable impression of that person. If you do not recognize the name, just indicate that. **Jagmeet Singh**

[asked of all respondents; n=1,500]

Have you read, seen, or heard anything about the English language federal leader's debate that was held on Monday, October 7th?

Did you happen to watch the leader's debate yourself?

Net Favourable



Very favourable

Somewhat unfavourable

Somewhat favourable

Very unfavourable

Neutral/Neither favourable nor unfavourable

Do not recognize/Don't know

Yves-François Blanchet by Debate Attention: Favourability was highest among those who had watched the debate



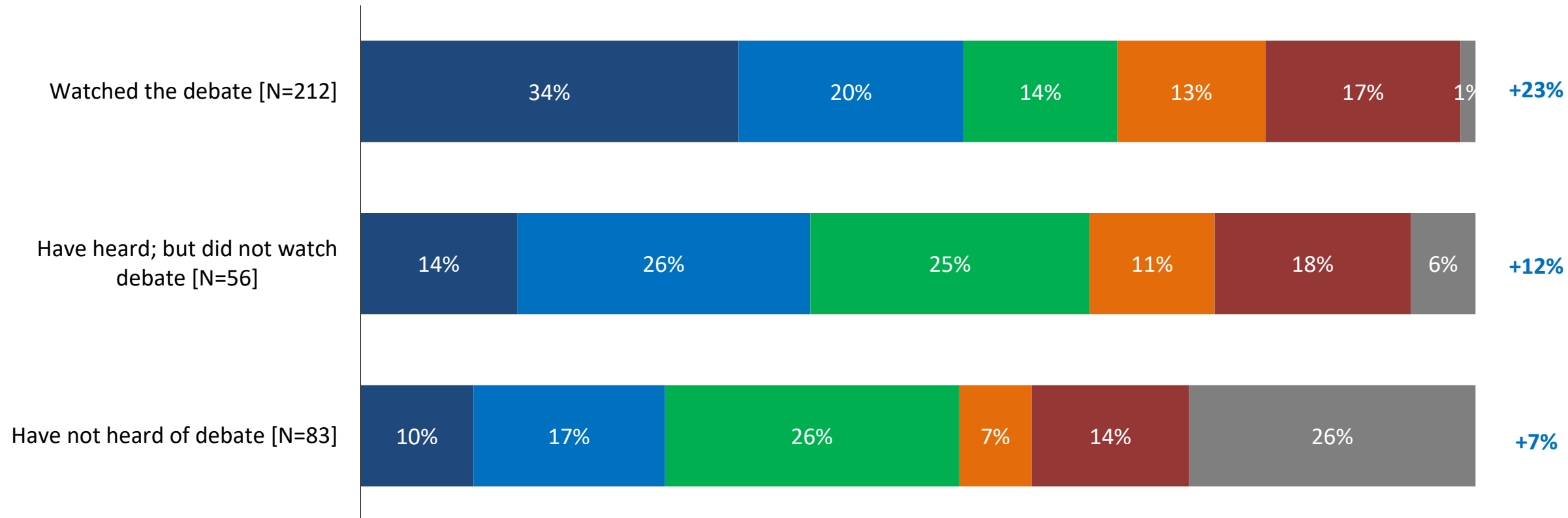
Now we are going to provide you with several names of public figures. Please indicate whether you have heard of that person and, if so, whether you have a favourable or unfavourable impression of that person. If you do not recognize the name, just indicate that. **Yves-Francois Blanchet**

[asked of all respondents in Quebec; n=350]

Have you read, seen, or heard anything about the English language federal leader's debate that was held on Monday, October 7th?

Did you happen to watch the leader's debate yourself?

Net Favourable



Very favourable

Somewhat unfavourable

Somewhat favourable

Very unfavourable

Neutral/Neither favourable nor unfavourable

Do not recognize/Don't know

Elizabeth May by Debate Attention: Favourability towards May was highest among those who had watched the debate



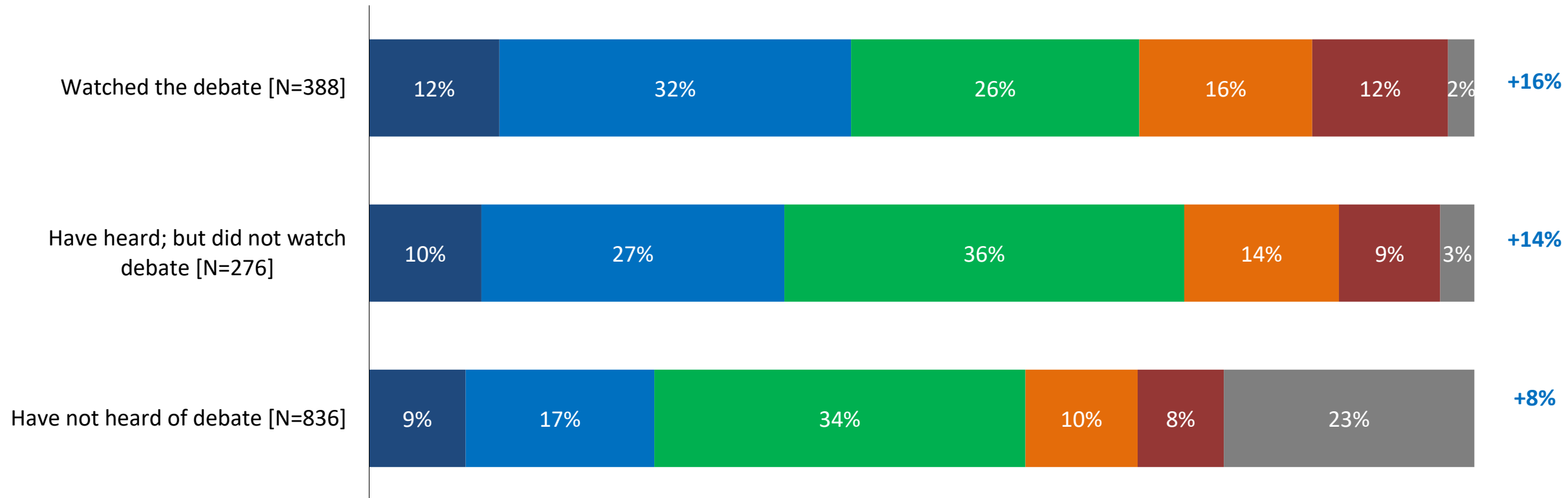
Now we are going to provide you with several names of public figures. Please indicate whether you have heard of that person and, if so, whether you have a favourable or unfavourable impression of that person. If you do not recognize the name, just indicate that. **Elizabeth May**

[asked of all respondents; n=1,500]

Have you read, seen, or heard anything about the English language federal leader's debate that was held on Monday, October 7th?

Did you happen to watch the leader's debate yourself?

Net Favourable



Very favourable

Somewhat favourable

Neutral/Neither favourable nor unfavourable

Somewhat unfavourable

Very unfavourable

Do not recognize/Don't know

Maxime Bernier by Debate Attention: Favourability was directionally higher among those who had watched the debate than only heard of it



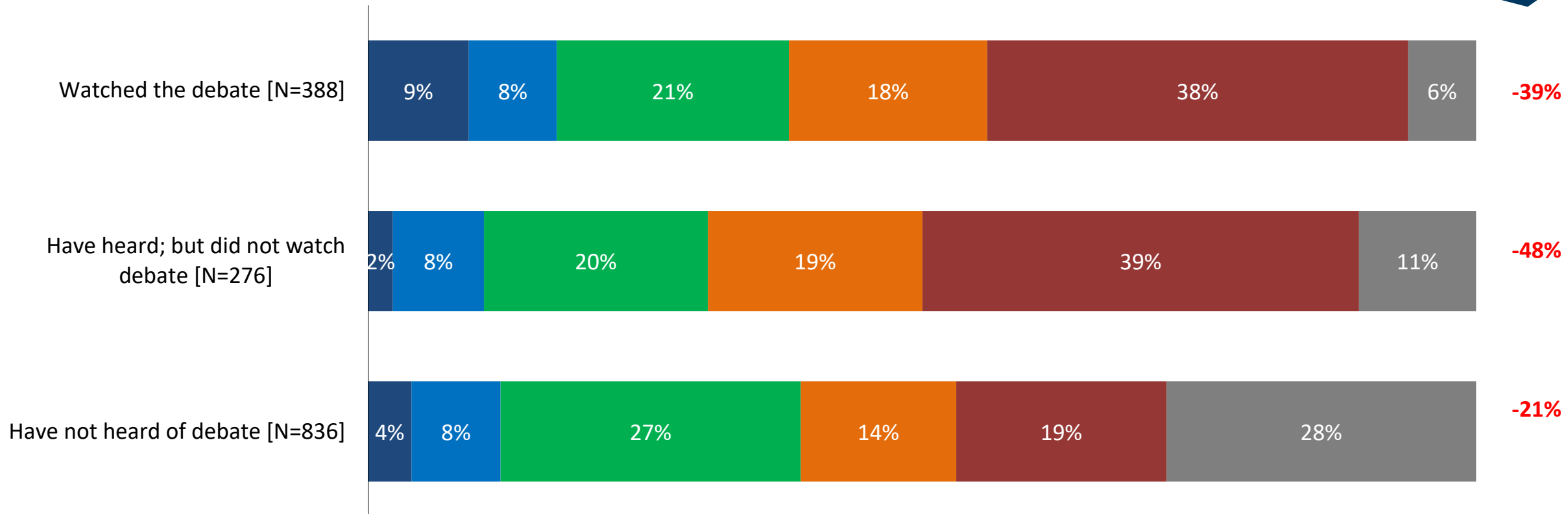
Now we are going to provide you with several names of public figures. Please indicate whether you have heard of that person and, if so, whether you have a favourable or unfavourable impression of that person. If you do not recognize the name, just indicate that. **Maxime Bernier**

[asked of all respondents; n=1,500]

Have you read, seen, or heard anything about the English language federal leader's debate that was held on Monday, October 7th?

Did you happen to watch the leader's debate yourself?

Net Favourable



Very favourable

Somewhat unfavourable

Somewhat favourable

Very unfavourable

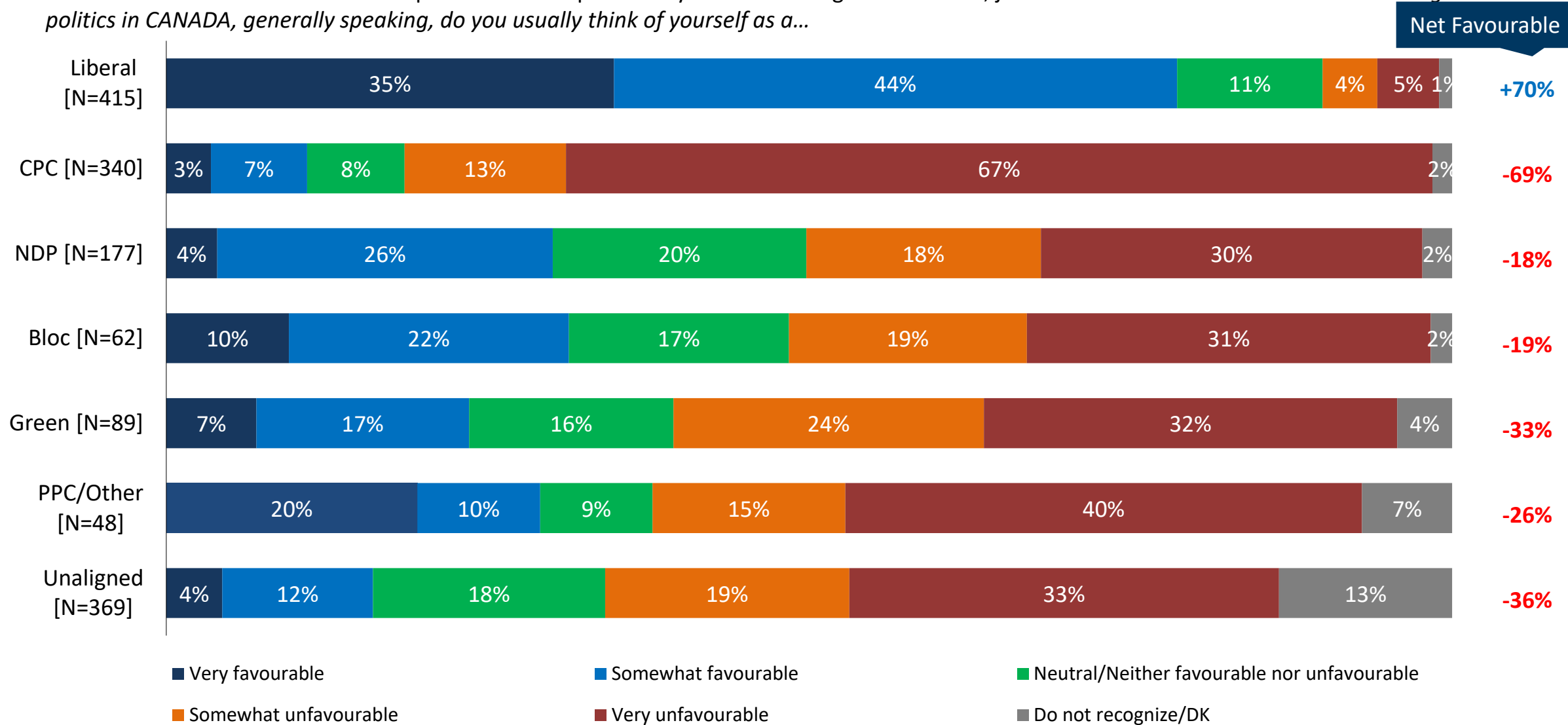
Neutral/Neither favourable nor unfavourable

Do not recognize/Don't know

Justin Trudeau by Party ID: Trudeau's net favourable is negative across all partisans groups other than Liberals



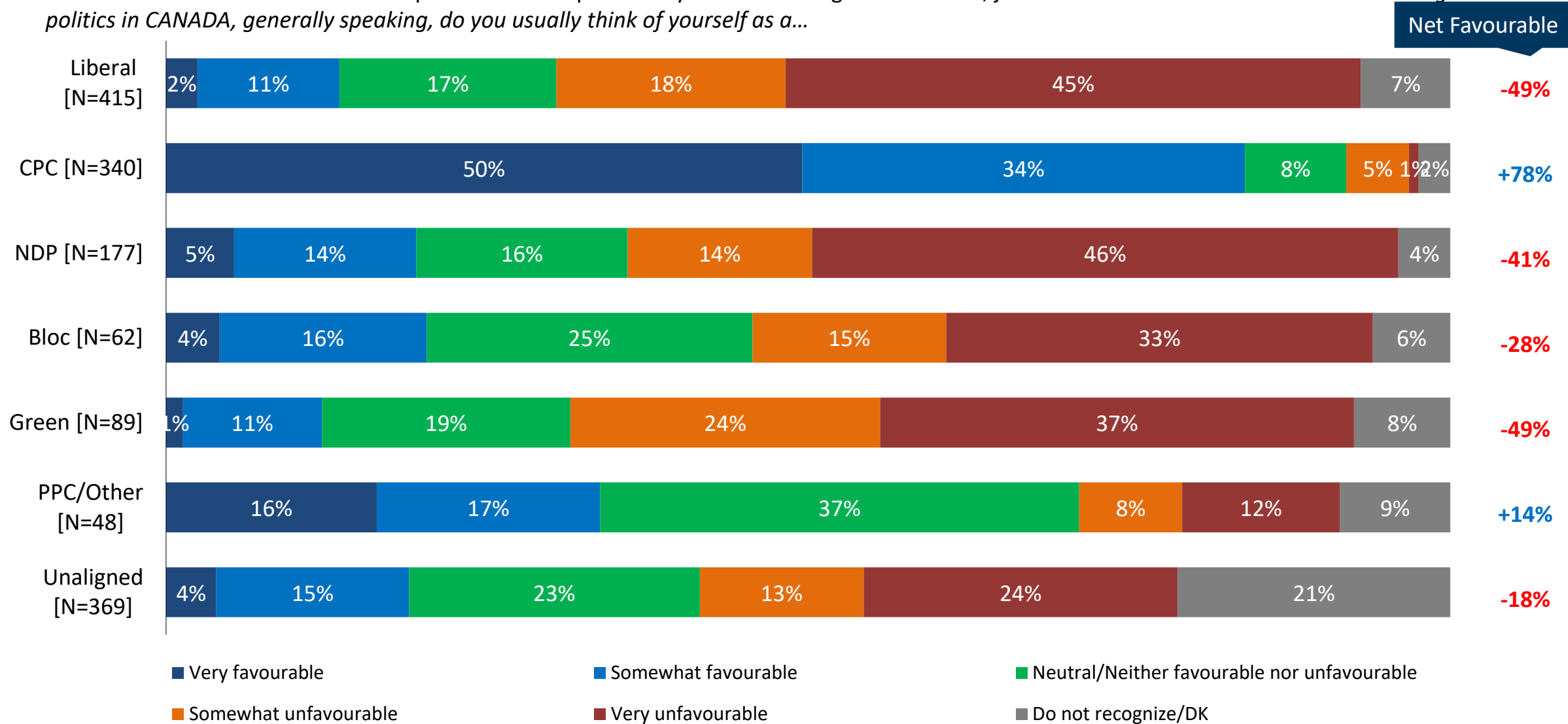
Now we are going to provide you with several names of public figures. Please indicate whether you have heard of that person and, if so, whether you have a favourable or unfavourable impression of that person. If you do not recognize the name, just indicate that. **Justin Trudeau BY Thinking about politics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



Andrew Scheer by Party ID: Scheer's net favourable is strongly positive among Conservative partisans, but negative in most other groups



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...*

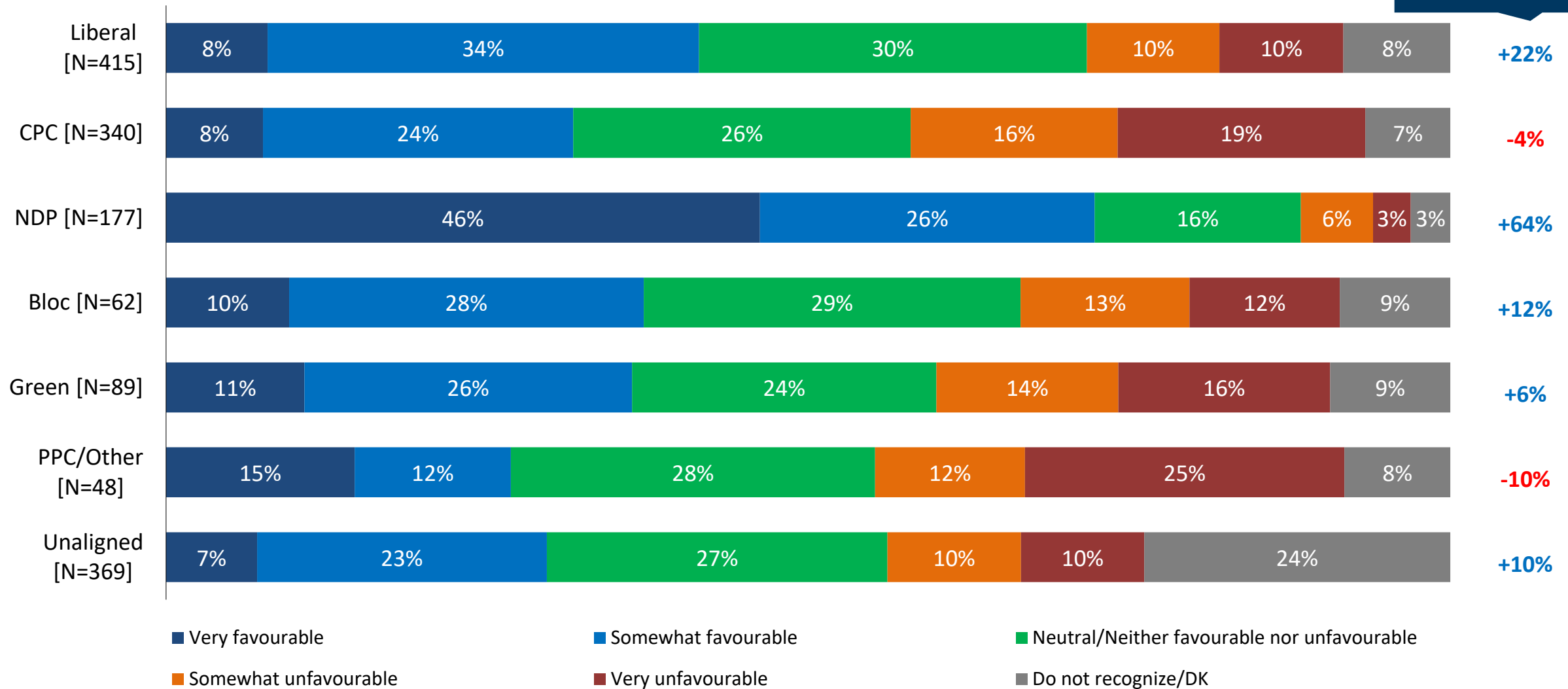


Jagmeet Singh by Party ID: Impressions of Singh are positive in most partisan groups except the Conservatives and PPC/Other



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. **Jagmeet Singh BY Thinking about politics in CANADA, generally speaking, do you usually think of yourself as a...**

Net Favourable

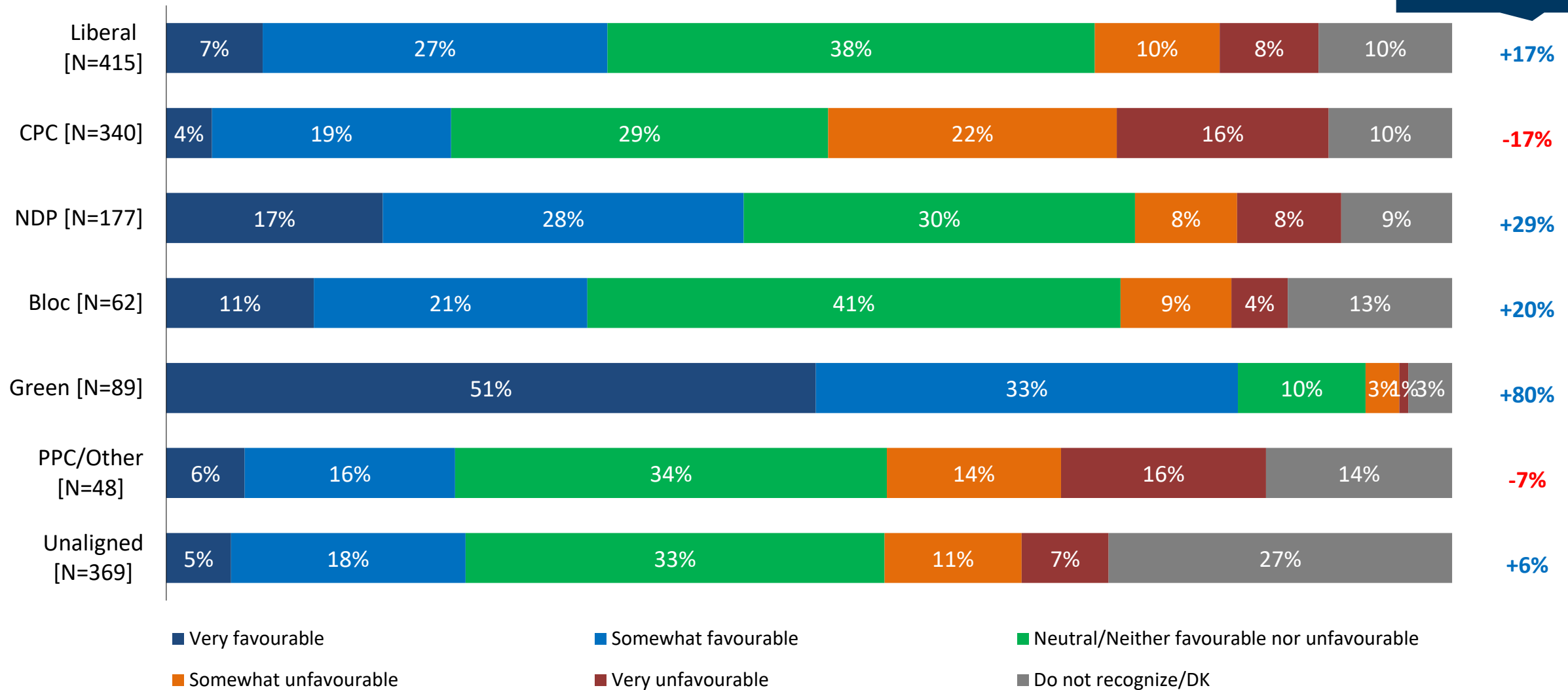


Elizabeth May by Party ID: Impressions of May are positive for all groups except for Conservatives and PPC/Other partisans



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

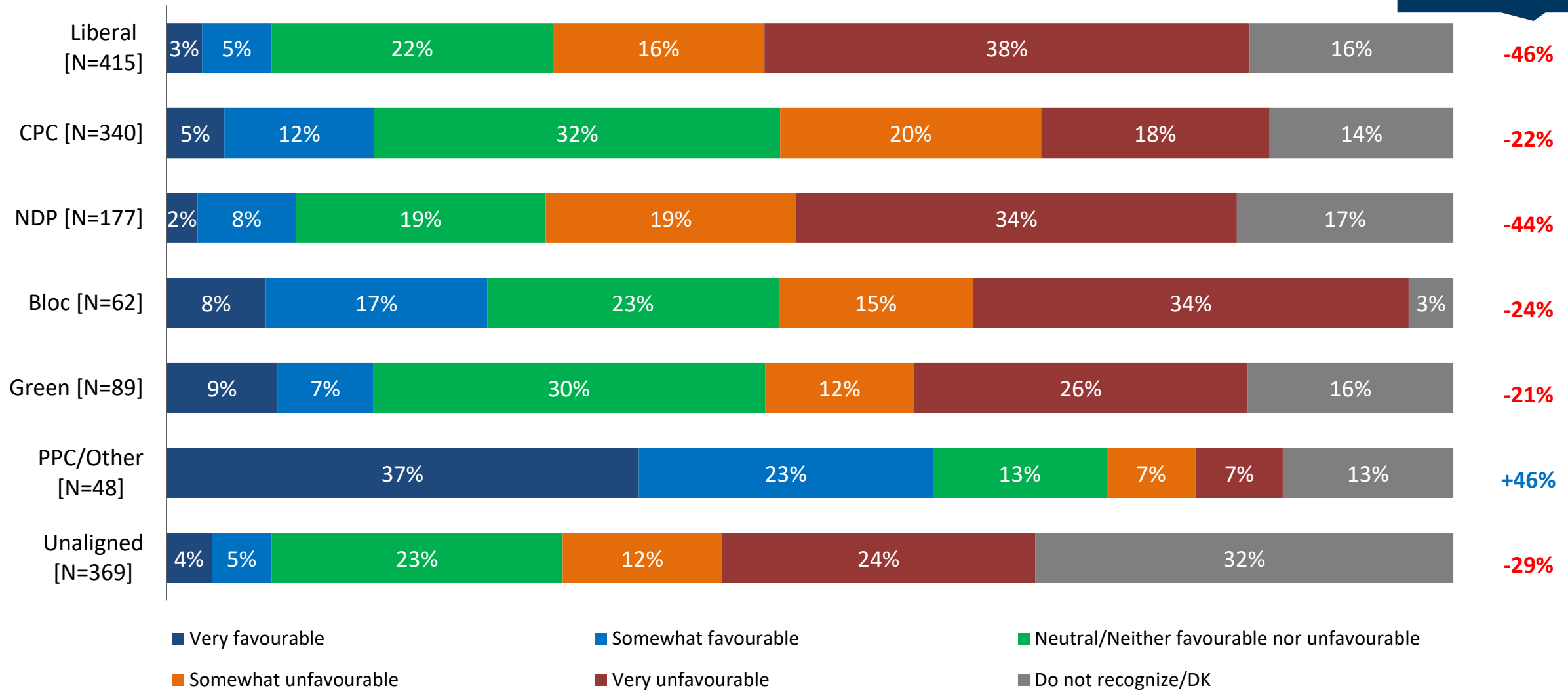


Maxime Bernier by Party ID: Impressions of Maxime Bernier are strongly negative in all groups except for PPC/Other



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...*

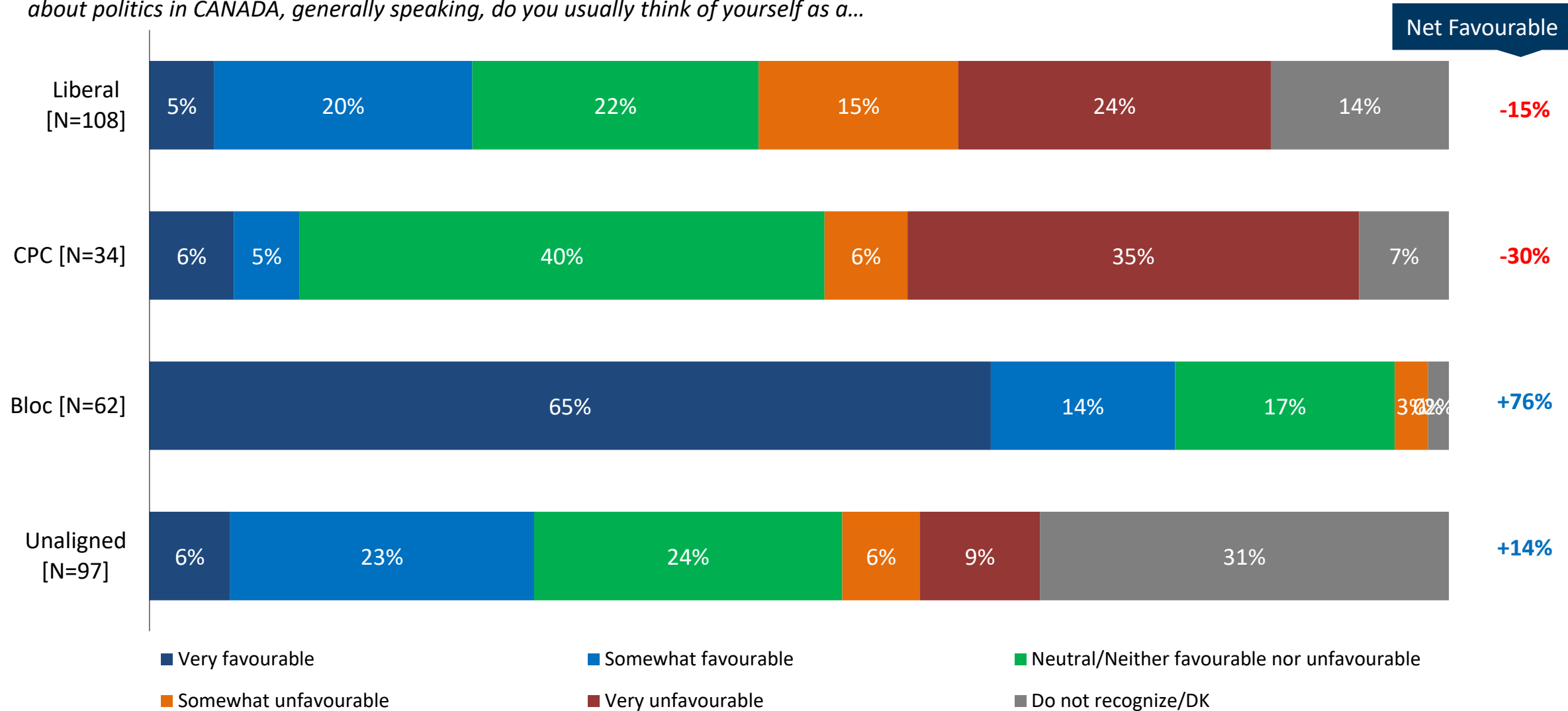
Net Favourable



Yves-Francois Blanchet by Party ID: Blanchet has a positive net impression among Bloc supporters 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...*



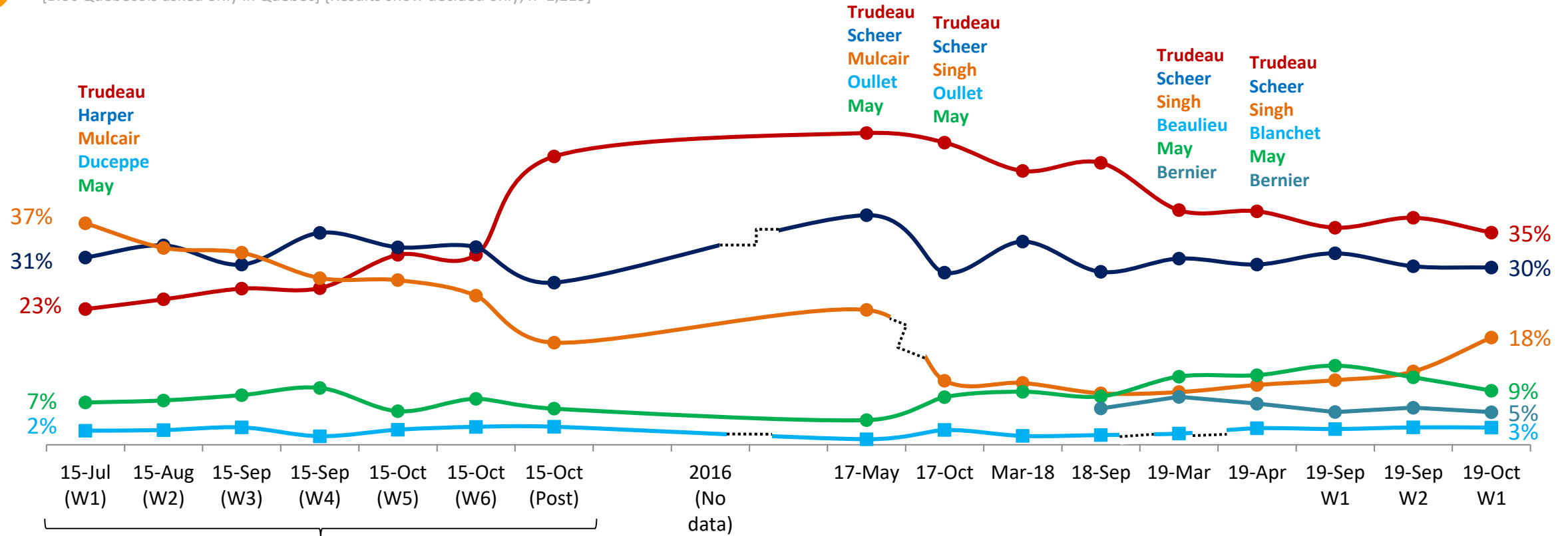
Note: NDP, Green, and Other not shown due to small sample.

Best Prime Minister - Decided: Trudeau maintains best Prime Minister lead over Andrew Scheer



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=1,213]



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

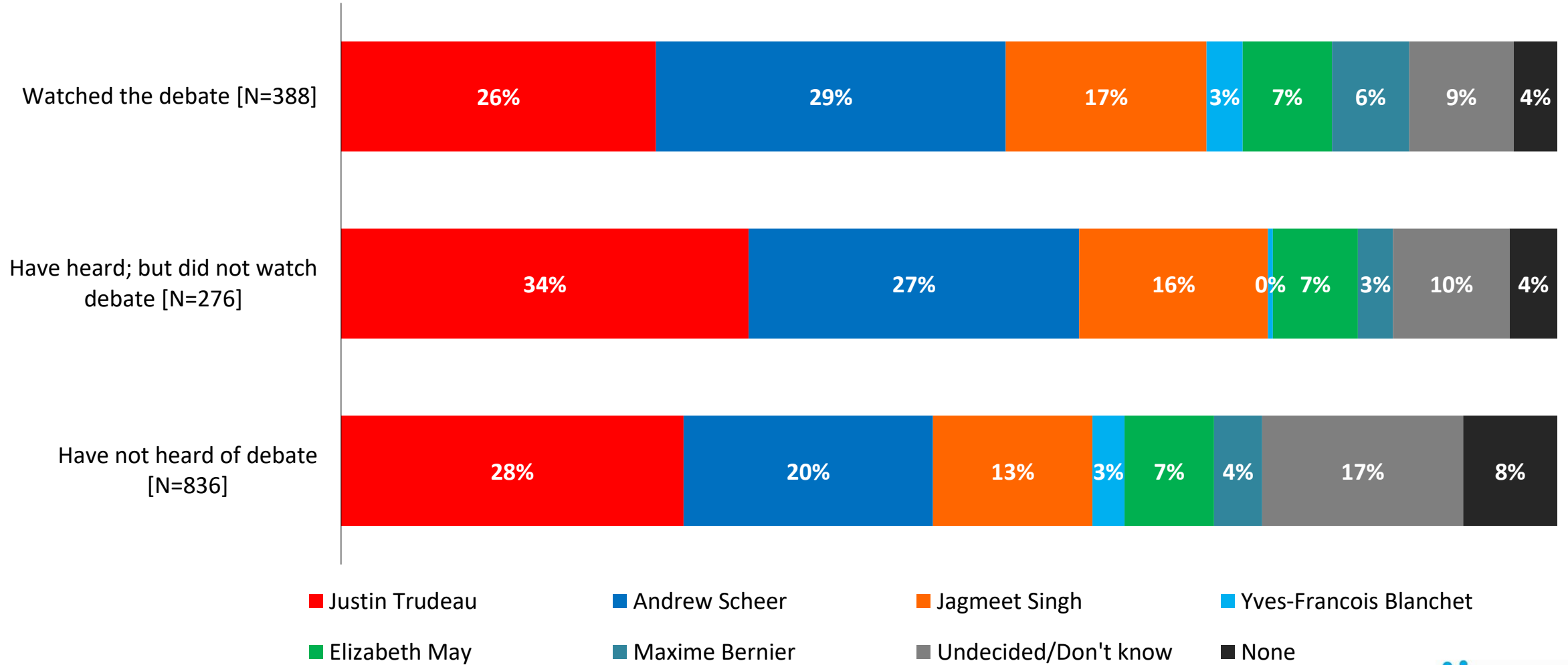
Note: 'None', 'Don't know', 'Refused' not included in calculations. BQ Leader asked in QC only.

Best Prime Minister by Debate Attention: Of those who watched the debate, 29% believe Scheer would be best; of those who heard, 34% say Trudeau would be best



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

[Asked of all respondents; n=1,500]

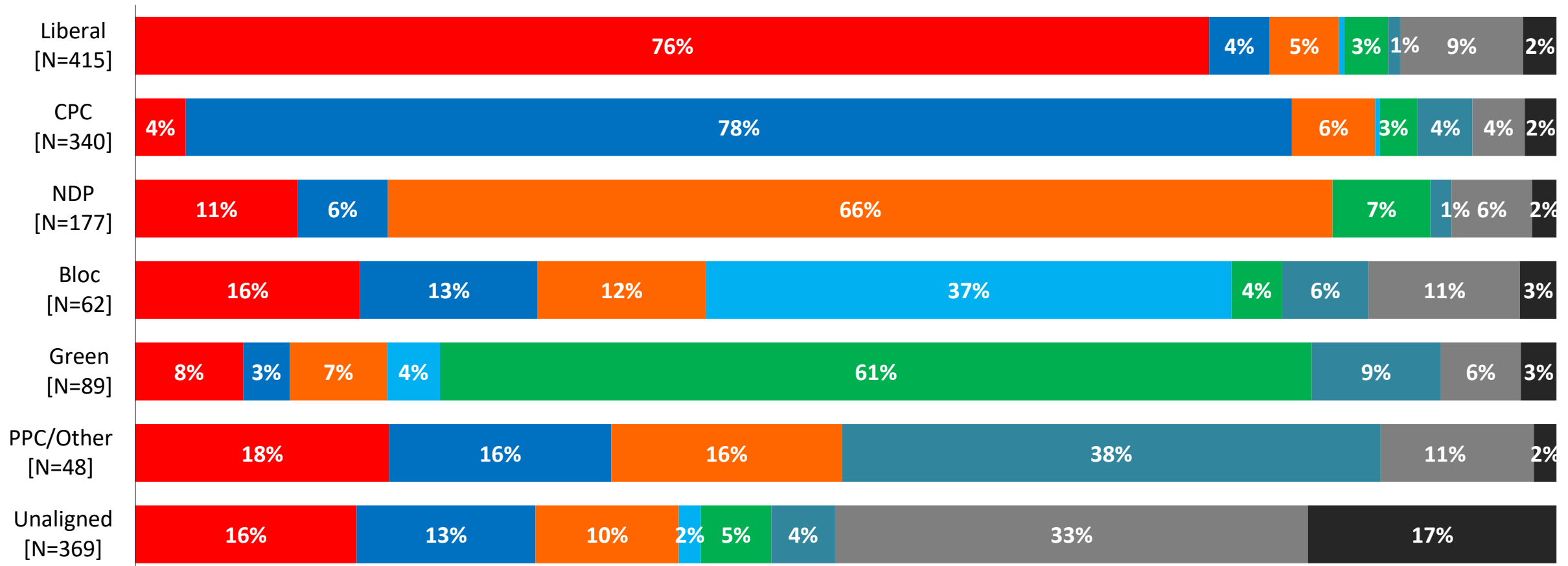


Best Prime Minister by Party ID: Overall, a plurality (29%) believe Trudeau would make the best Prime Minister of Canada



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

[Asked of all respondents; n=1,500]



- 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

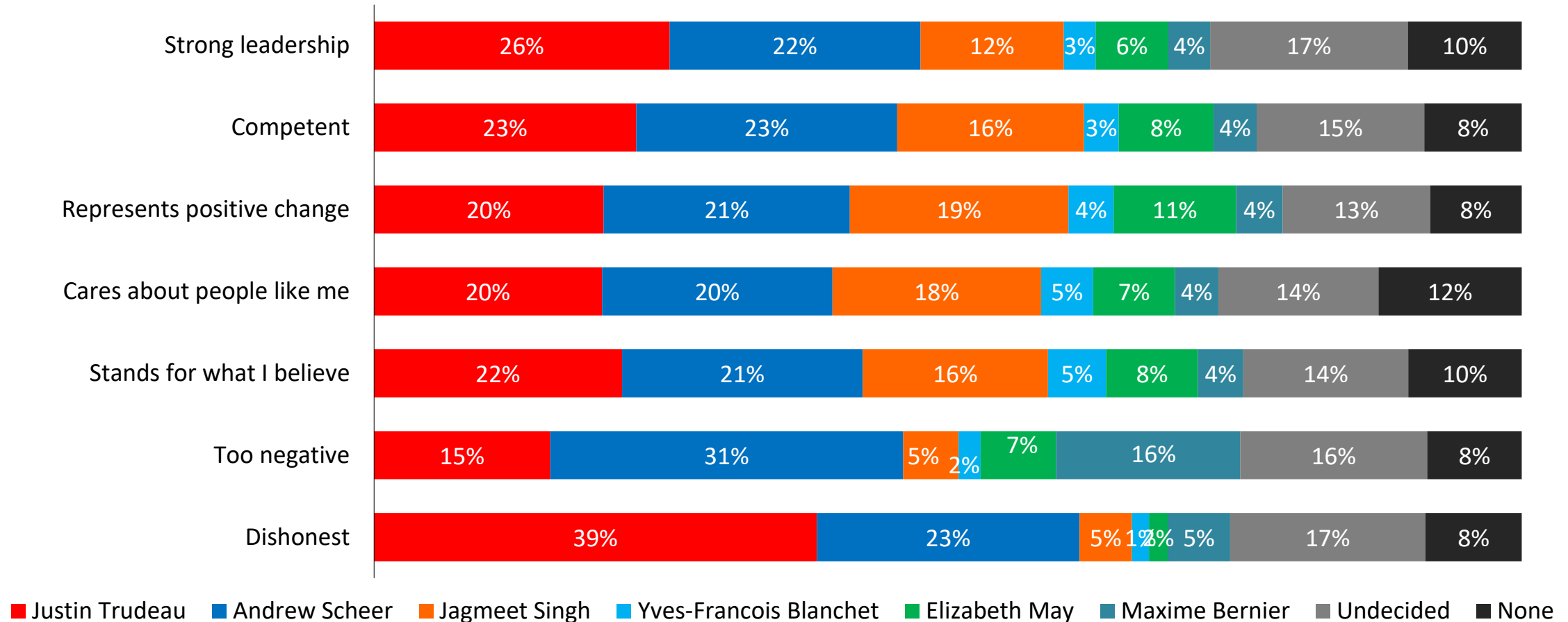


Leader Qualities: Trudeau leads on 'Strong Leadership', but also 'Dishonest', while Scheer leads on 'Too negative'



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=1,500]



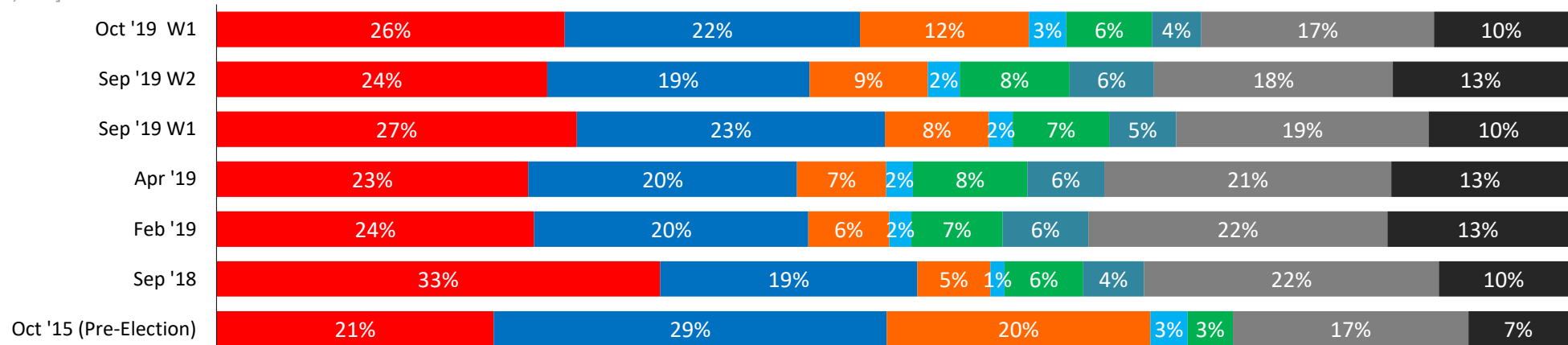
Leader Qualities: Both Andrew Scheer and Justin Trudeau are directionally up on 'Strong leadership'; Jagmeet Singh improves on 'Competent'



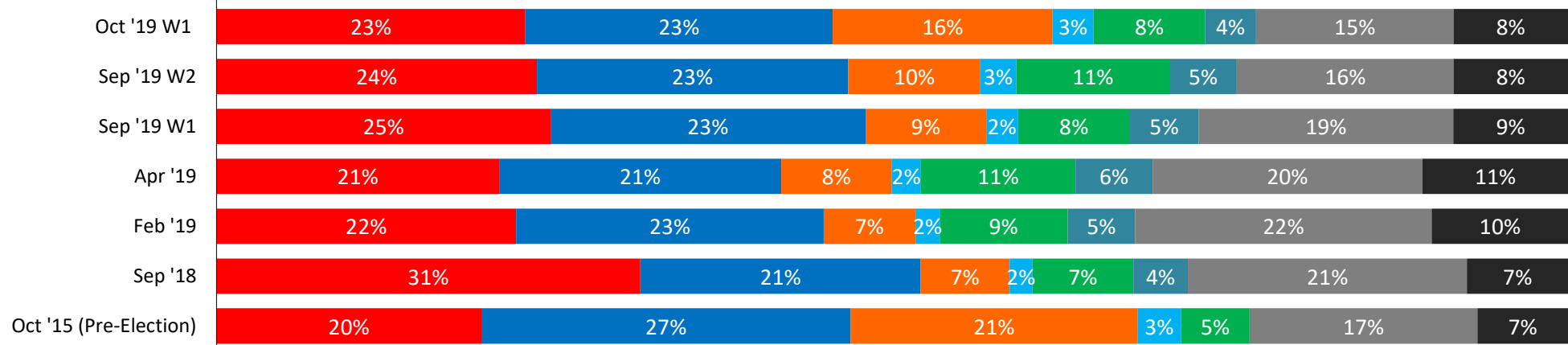
Now we would like to read you a list of different words or phrases that describe the some political leaders. For each word or phrase, please indicate who it BEST describes... **[ALL CANADA]**

[asked of all respondents; n=1,500]

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 is up across ‘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=1,500]



■ 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).

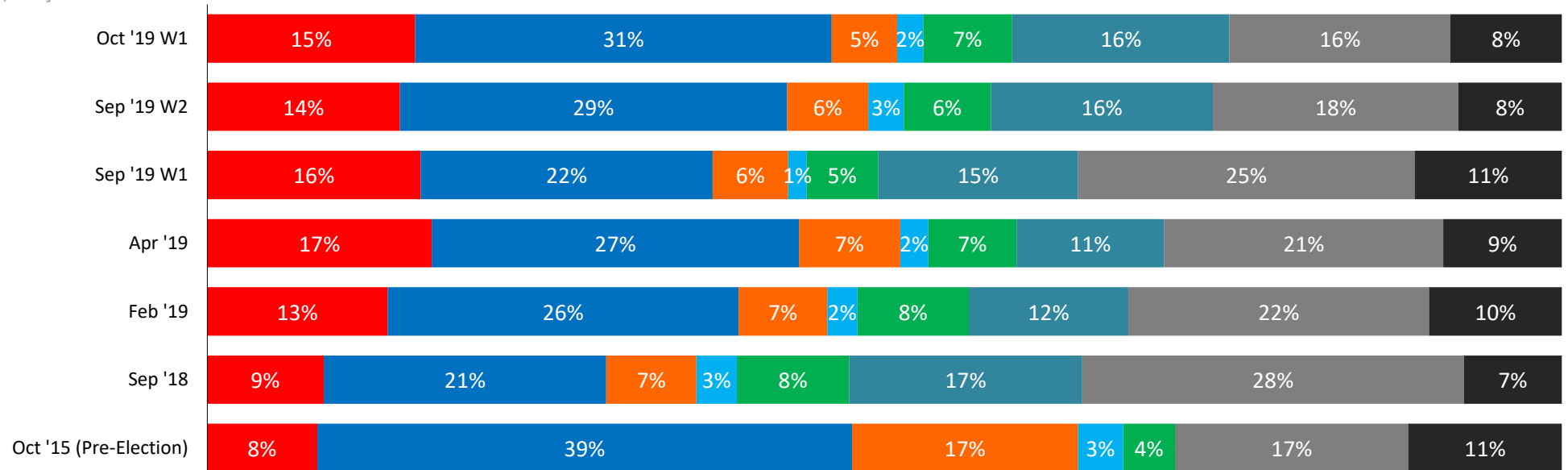
Leader Qualities: Andrew Scheer is up on both 'Too negative'; both Sheer and Trudeau remain steady on 'Dishonest'



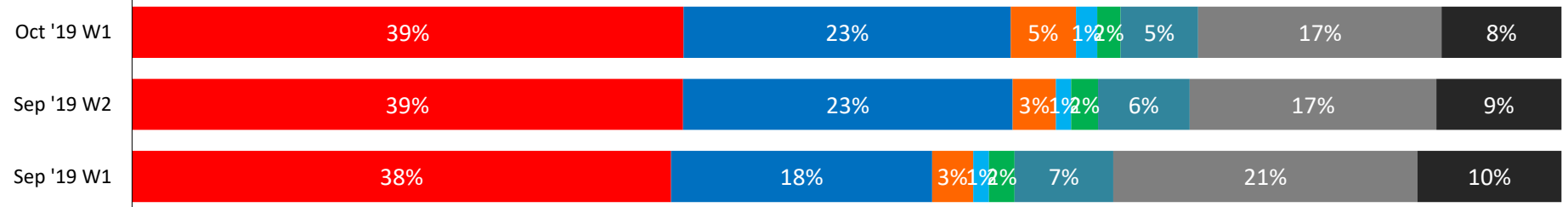
Now we would like to read you a list of different words or phrases that describe the some political leaders. For each word or phrase, please indicate who it BEST describes... **[ALL CANADA]**

[asked of all respondents; n=1,500]

Too negative



Dishonest



■ 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).



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