

2019 Election: English Leaders Debate



October 2019

Methodology



These are 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%

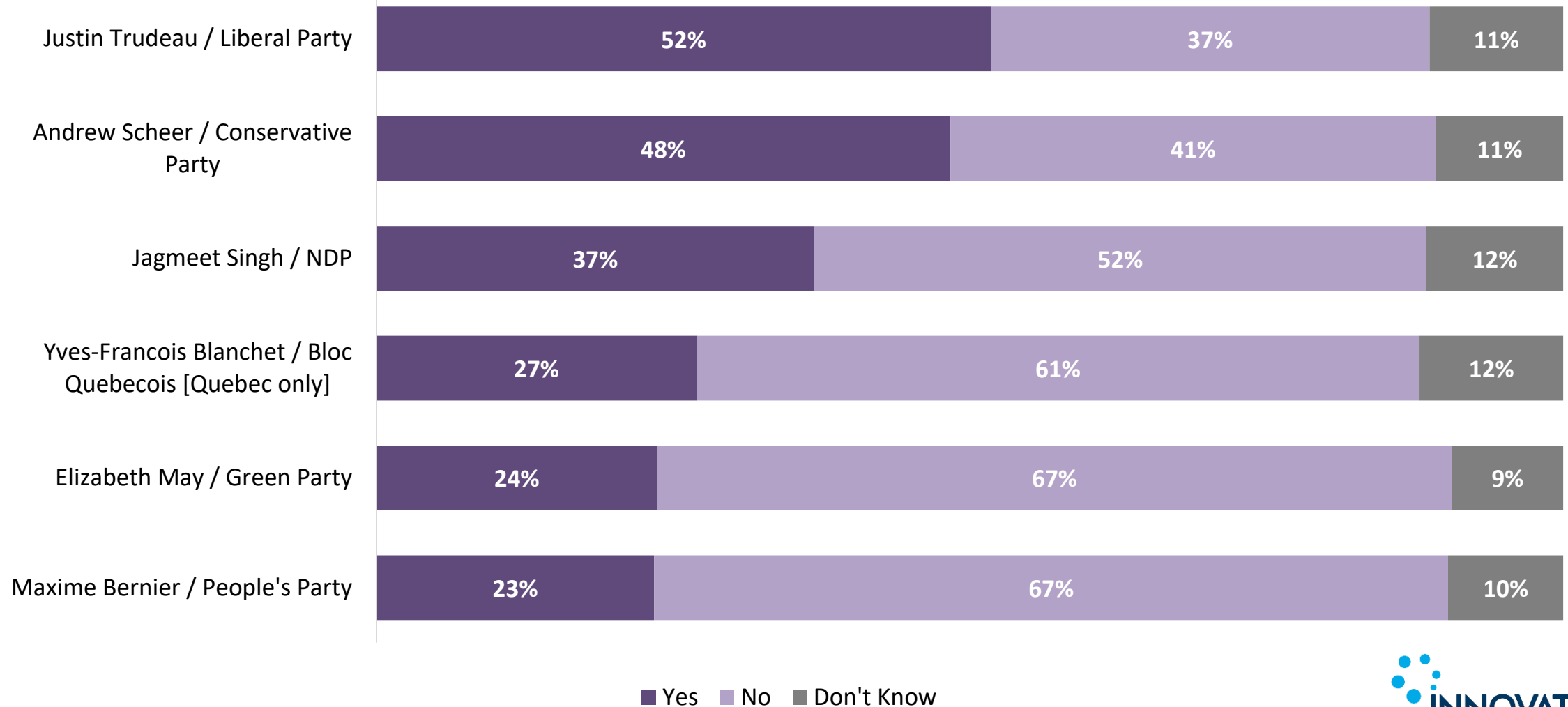
Read, Seen, Heard

RSH: Respondents have heard the most about the Liberals and Conservatives, least about the Greens and the People's Party



Have you read, seen or heard anything about [LEADER AND PARTY] in the last few days?

[The Liberal Party and Conservative Party were asked of all respondents; the BQ was asked of all respondents in Quebec; respondents were randomly asked one of the NDP, Green Party, and People's Party]

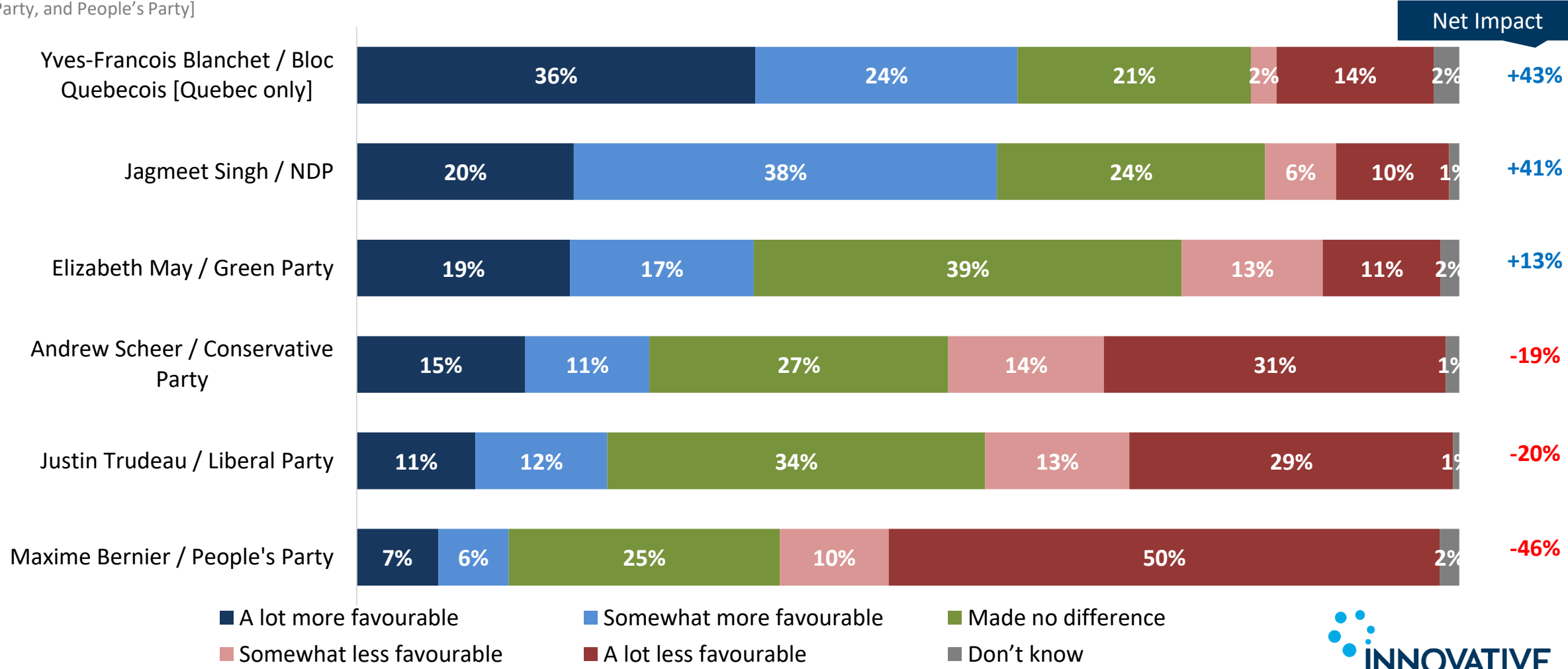


RSH Impact: The impact has been strongly positive for Blanchet and Singh, but negative for Trudeau and Scheer



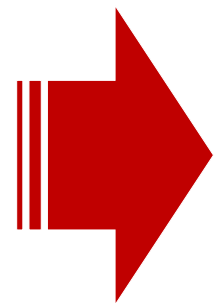
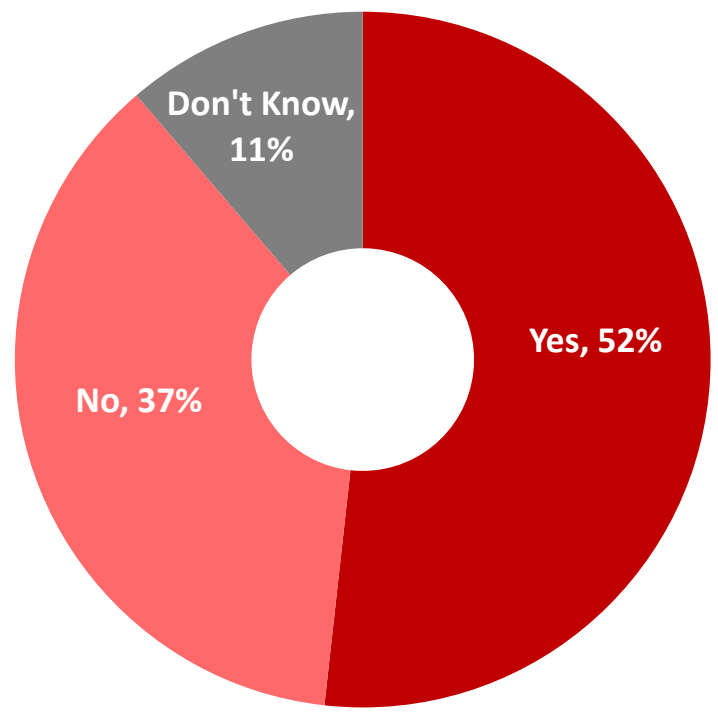
Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards [LEADER AND PARTY], or did it make no difference??

[The Liberal Party and Conservative Party were asked of all respondents; the BQ was asked of all respondents in Quebec; respondents were randomly asked one of the NDP, Green Party, and People's Party]



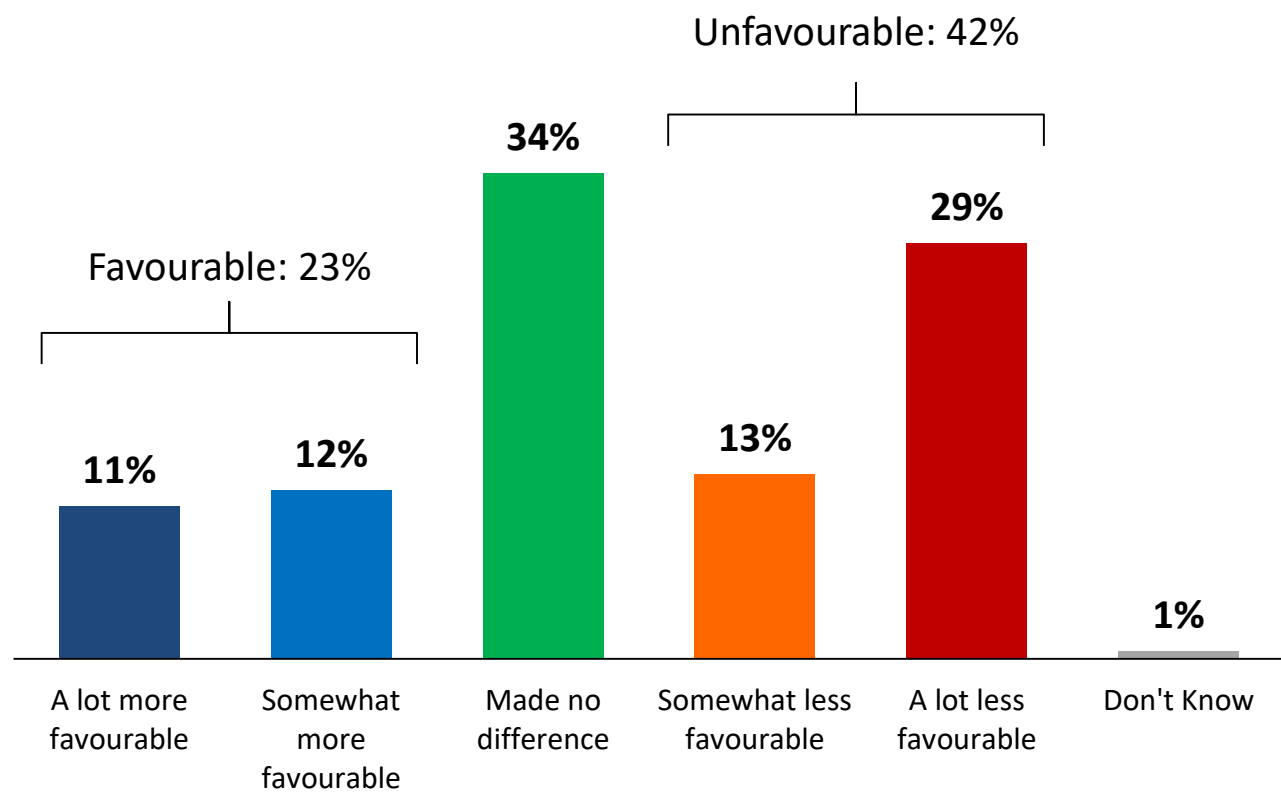
Liberal RSH: Nearly 3-in-10 (29%) who say they have heard something say it left them feeling a lot less favourable

Q Have you read, seen or heard anything about Justin Trudeau and the federal Liberal party in the last few days?
[asked of all respondents; n=1,500]



Q Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards Justin Trudeau and the federal Liberal party, or did it make no difference?
[asked of those who have heard something; n=776]

Net Favourable: -20%

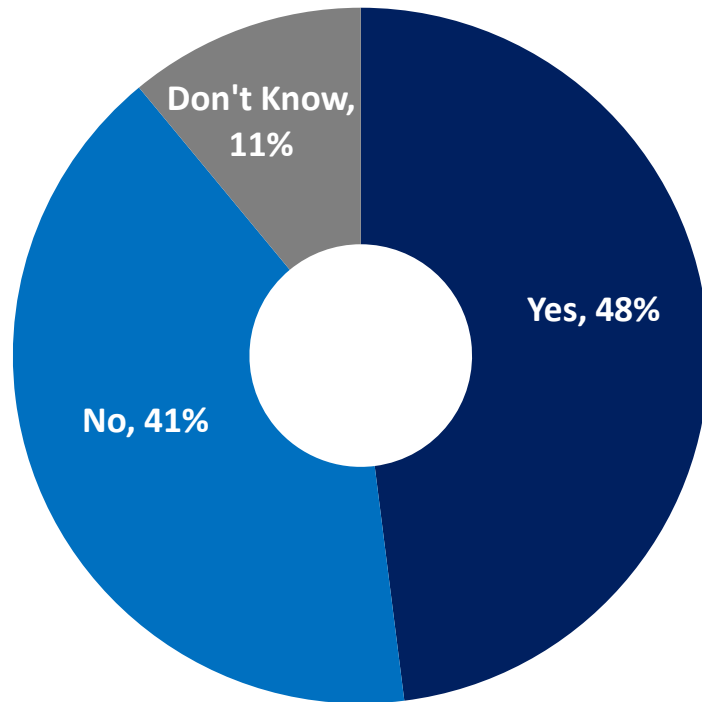


Conservative RSH: One-in-four (27%) who have RSH about the CPC say it left them feeling more favourable; 45% say it left them feeling less



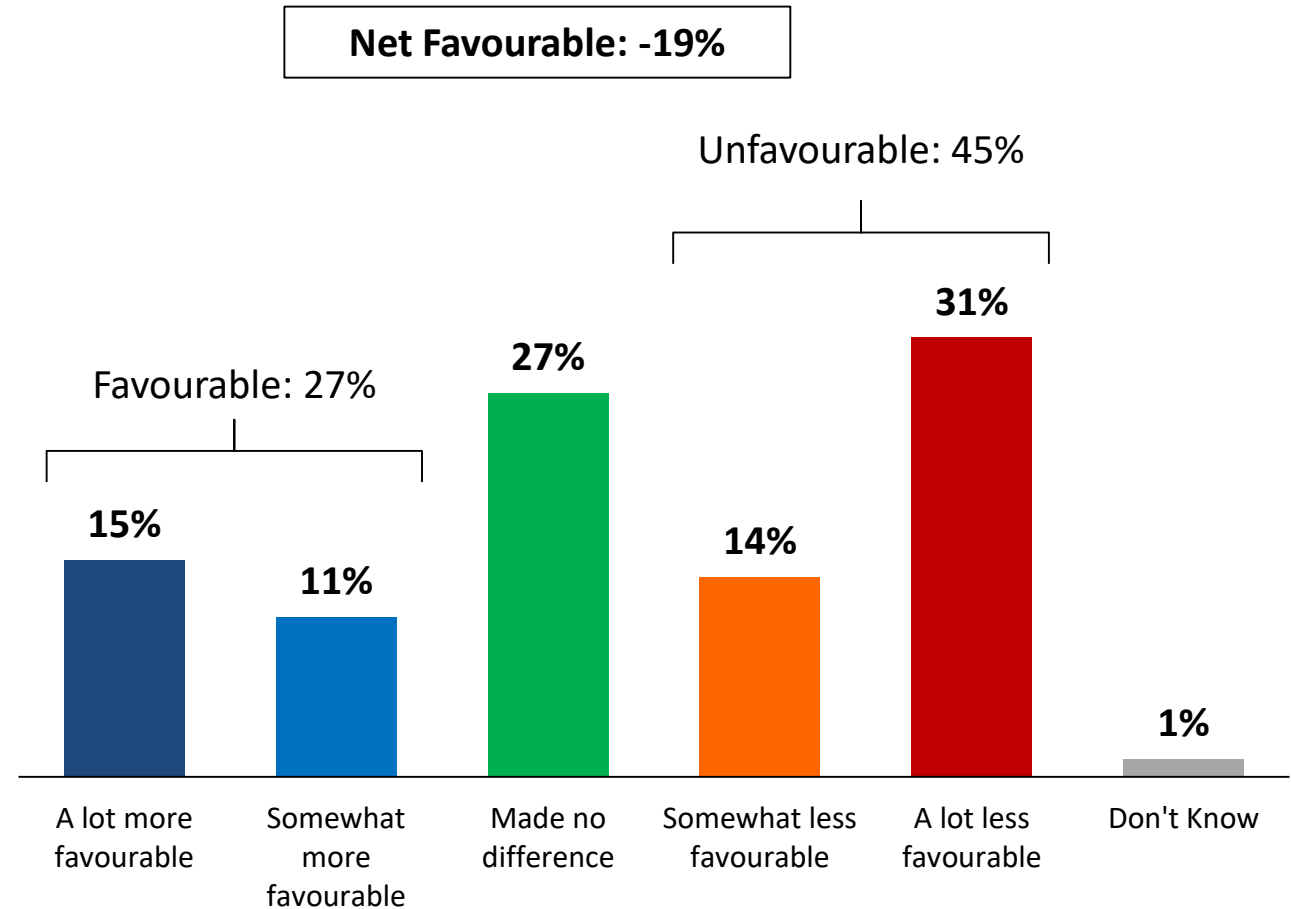
Have you read, seen or heard anything about Andrew Scheer and the federal Conservative party in the last few days?

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



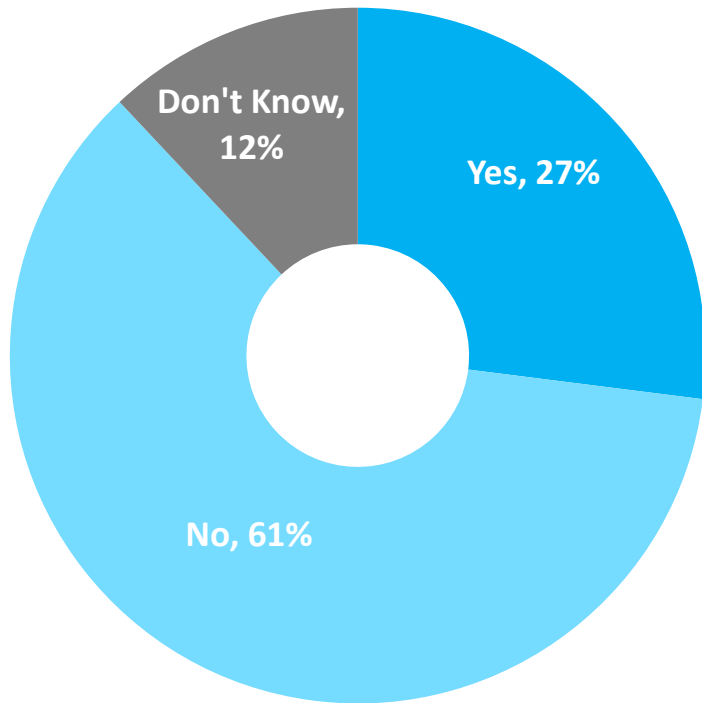
Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards Andrew Scheer and the federal Conservative party, or did it make no difference?

[asked of those who have heard something; n=726]

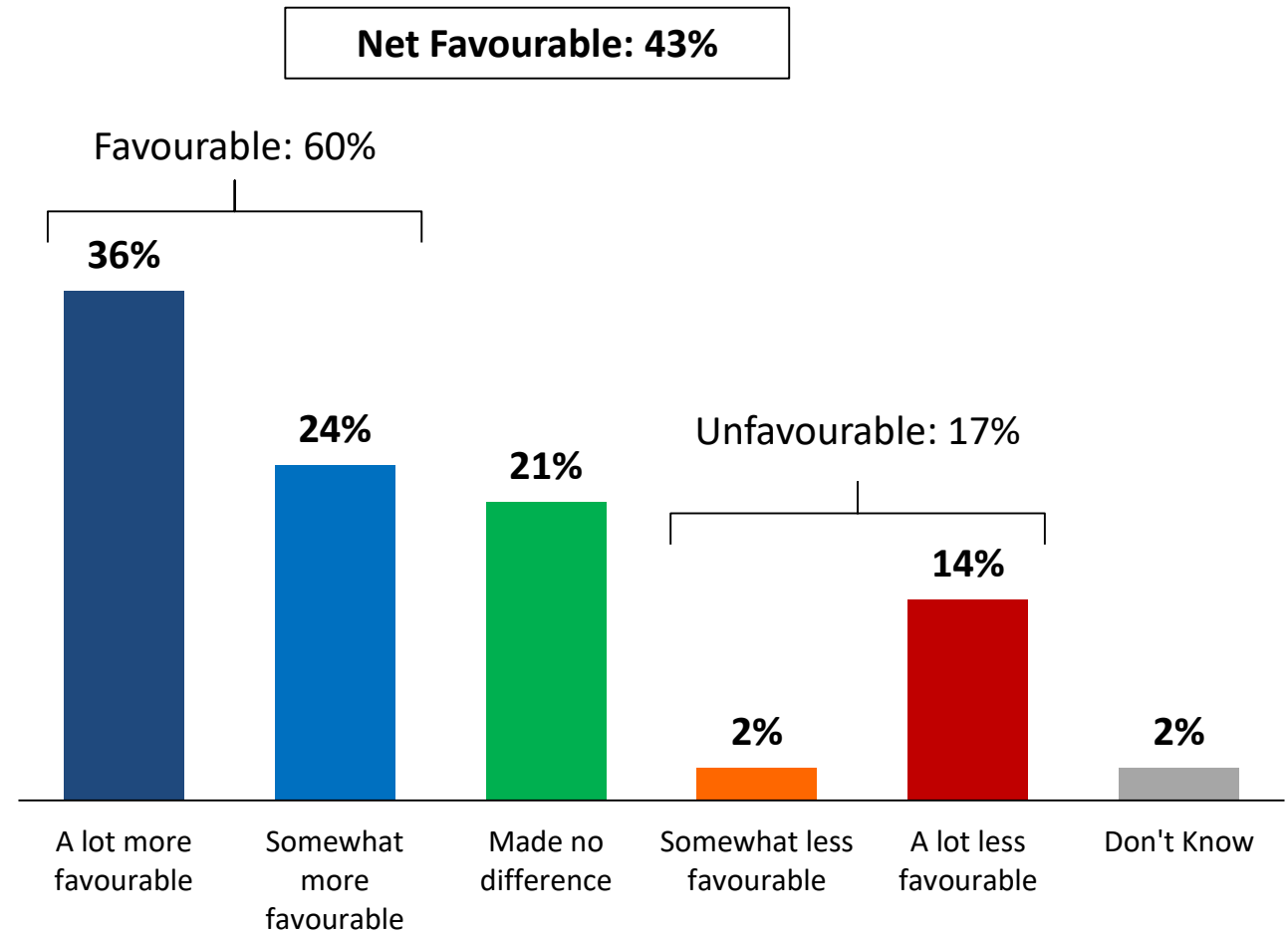


Bloc Quebecois RSH: Only 27% in Quebec have heard something about the BQ, but among those who have impact is strongly positive

Q Have you read, seen or heard anything about Yves-Francois Blanchet and the Bloc Quebecois in the last few days?
[asked of all respondents in Quebec; n=350]



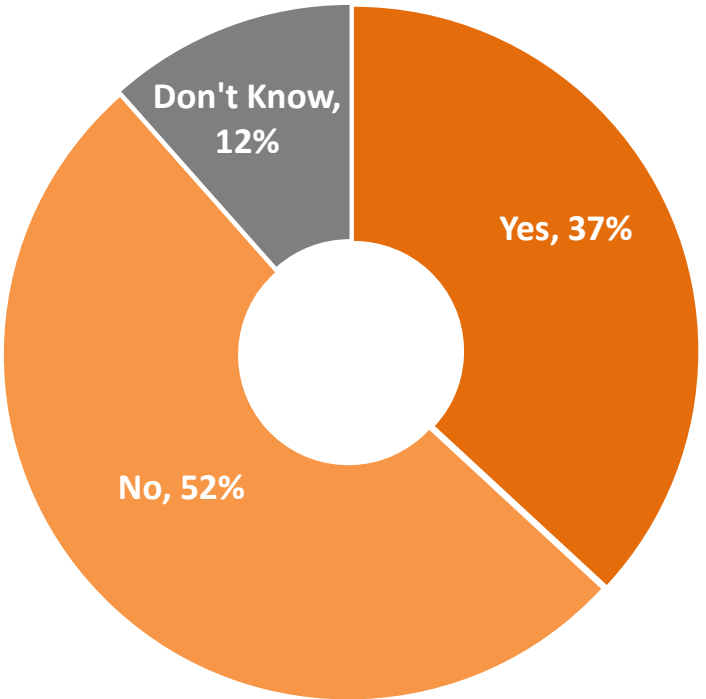
Q Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards Yves-Francois Blanchet and the Bloc Quebecois, or did it make no difference?
[asked of those who have heard something; n=95]



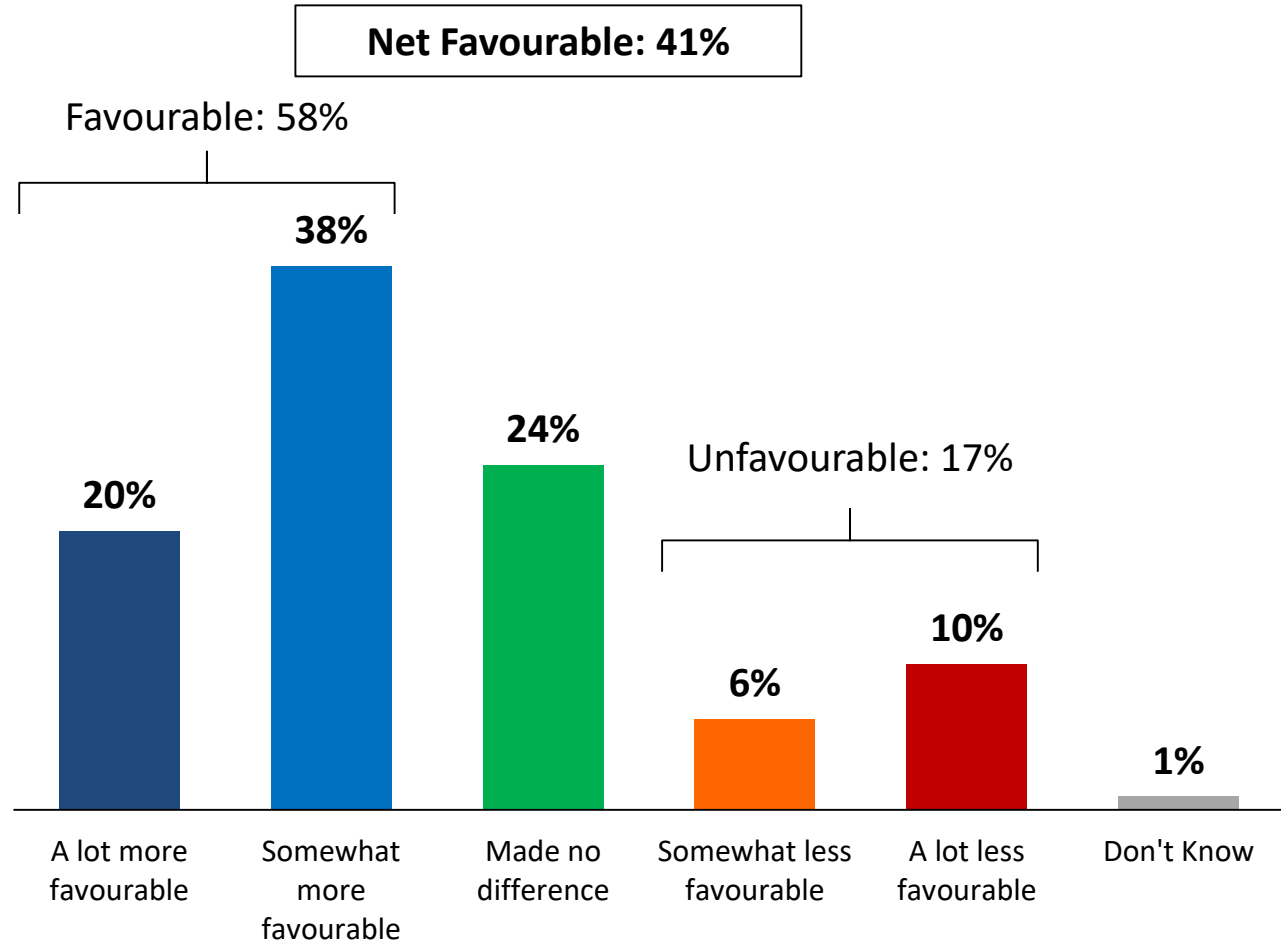
NDP RSH: Nearly 4-in-10 have heard something about the NDP; among those who have the impact is strongly positive



Have you read, seen or heard anything about Jagmeet Singh and the federal NDP in the last few days?
[asked of randomly of about one in three respondents; n=530]

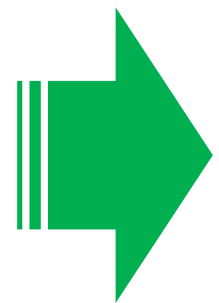
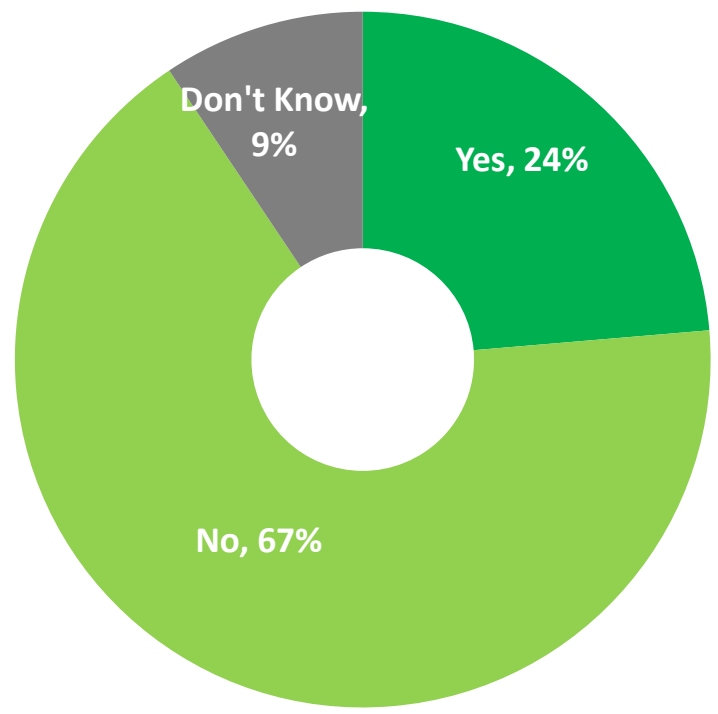


Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards Jagmeet Singh and the federal NDP, or did it make no difference?
[asked of those who have heard something; n=196]



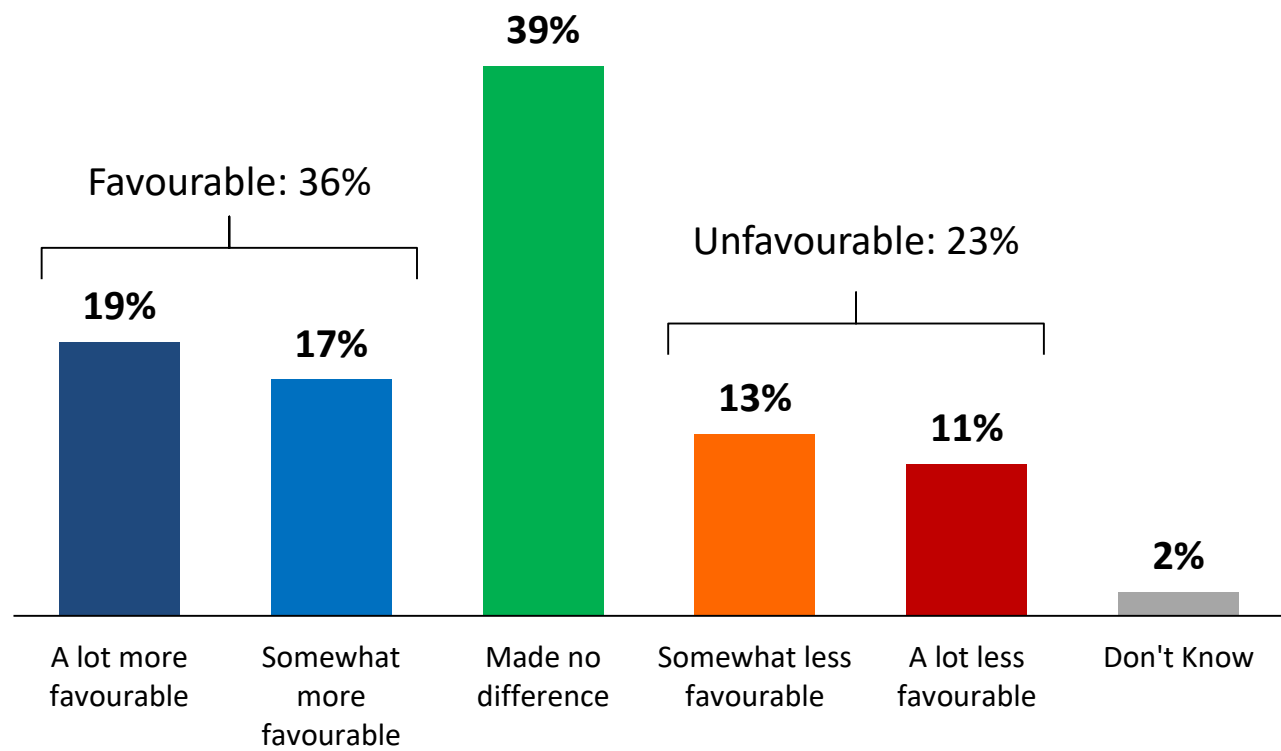
Green Party RSH: Less than 1-in-4 have heard anything about the Green¹⁰ Party; the impact among those who have is slightly positive

Q Have you read, seen or heard anything about Elizabeth May and the federal Green party in the last few days?
[asked of randomly of about one in three respondents; n=476]



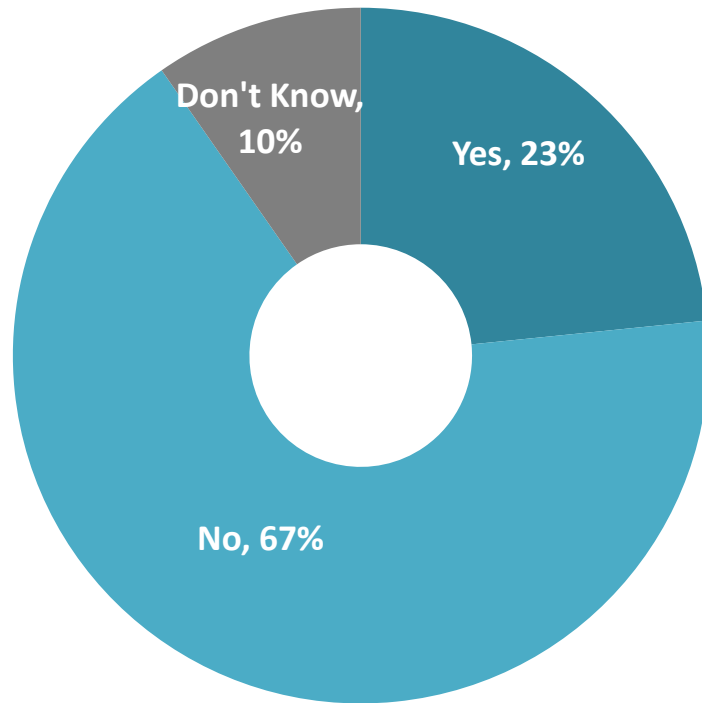
Q Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards Elizabeth May and the federal Green party, or did it make no difference?
[asked of those who have heard something; n=113]

Net Favourable: 13%



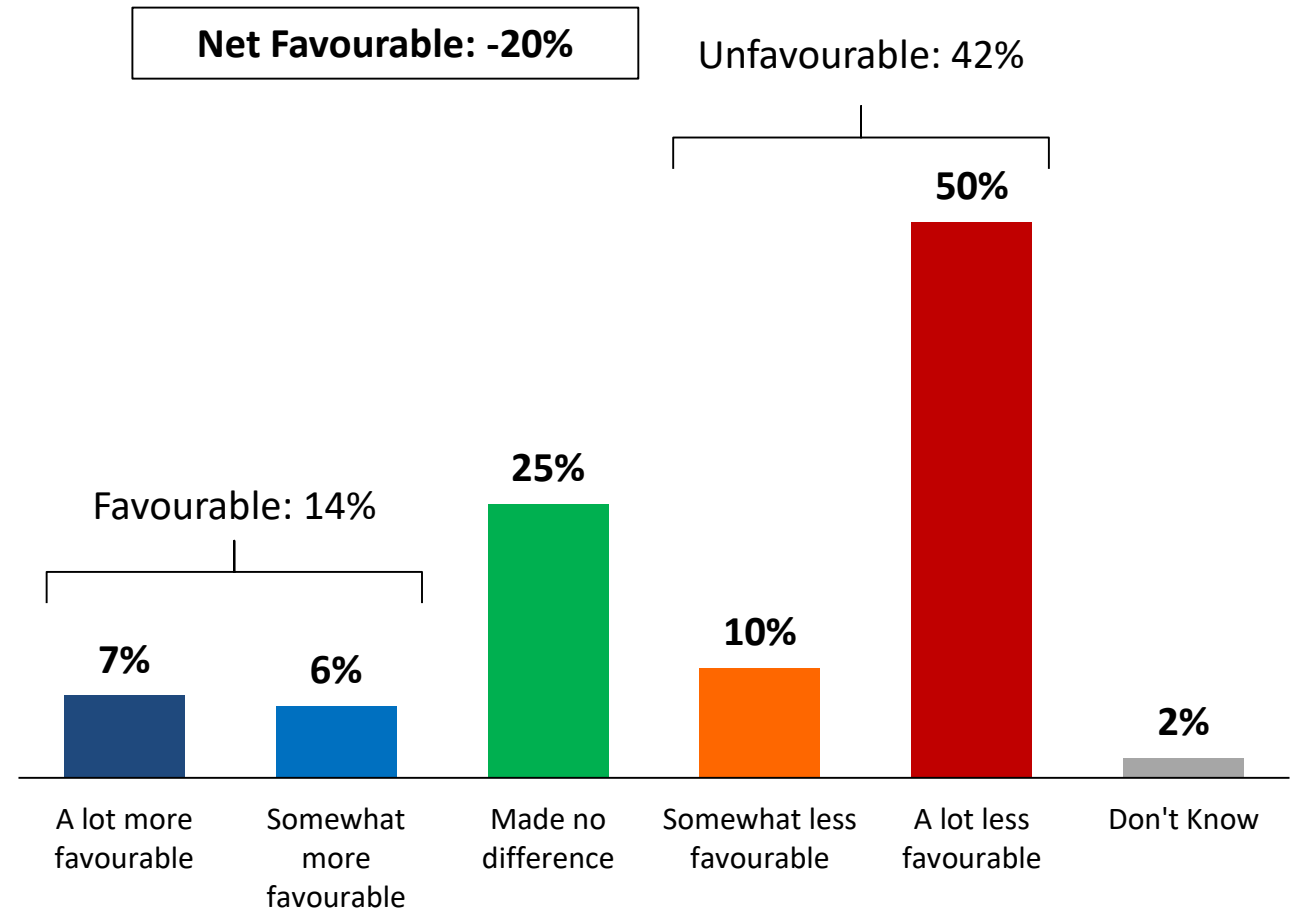
People's Party RSH: Only 23% have heard something about the PPC; among those who have the impact is strongly negative

Q Have you read, seen or heard anything about Maxime Bernier and the federal People's party in the last few days?
[asked of randomly of about one in three respondents; n=493]



Q Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards Maxime Bernier and the federal People's party, or did it make no difference?

[asked of those who have heard something; n=115]



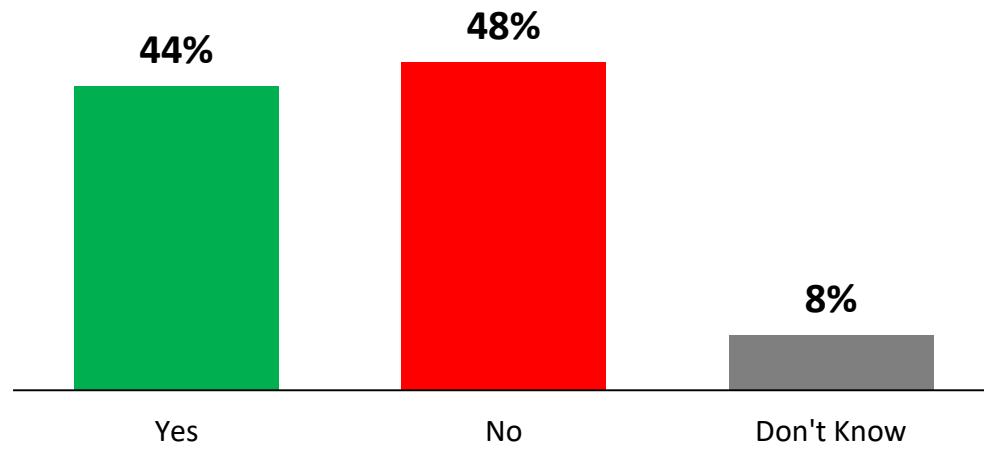
Leader Debate

Debate Attention: Over 4-in-10 (44%) have heard about the debate; among those who did, the majority (58%) say they watched it



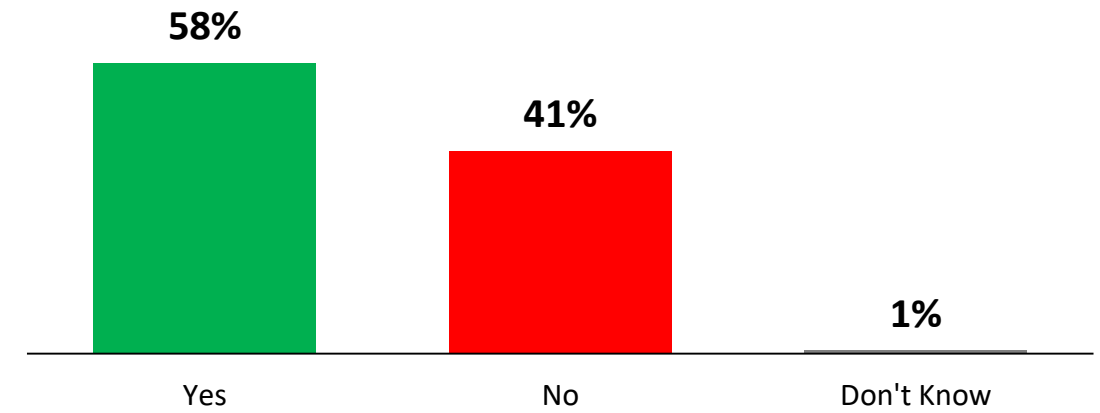
Have you read, seen, or heard anything about the English language federal leader's debate that was held on Monday, October 7th?

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



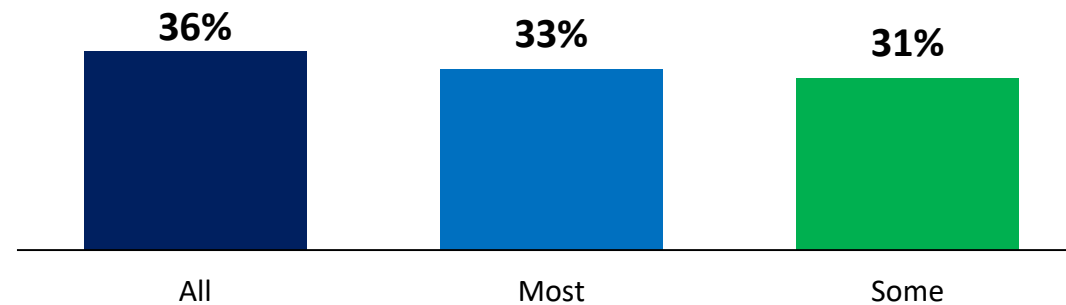
Did you happen to watch the leaders' debate yourself?

[Only of those who RSH about it; n=664]



Did you watch all of the debate or just some of it?*

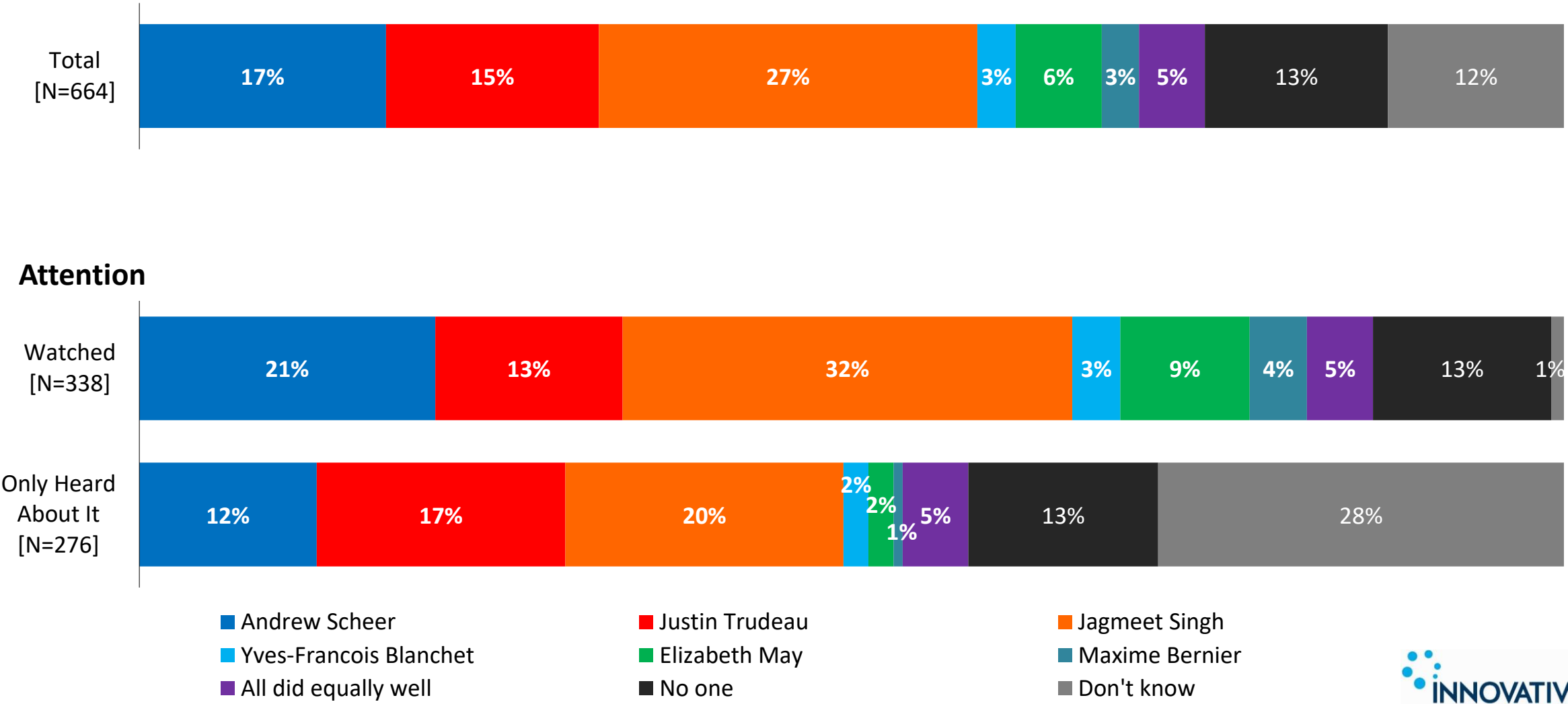
[Only of those who watched debate; n=388]



Note: *Don't know (>1%) not shown.

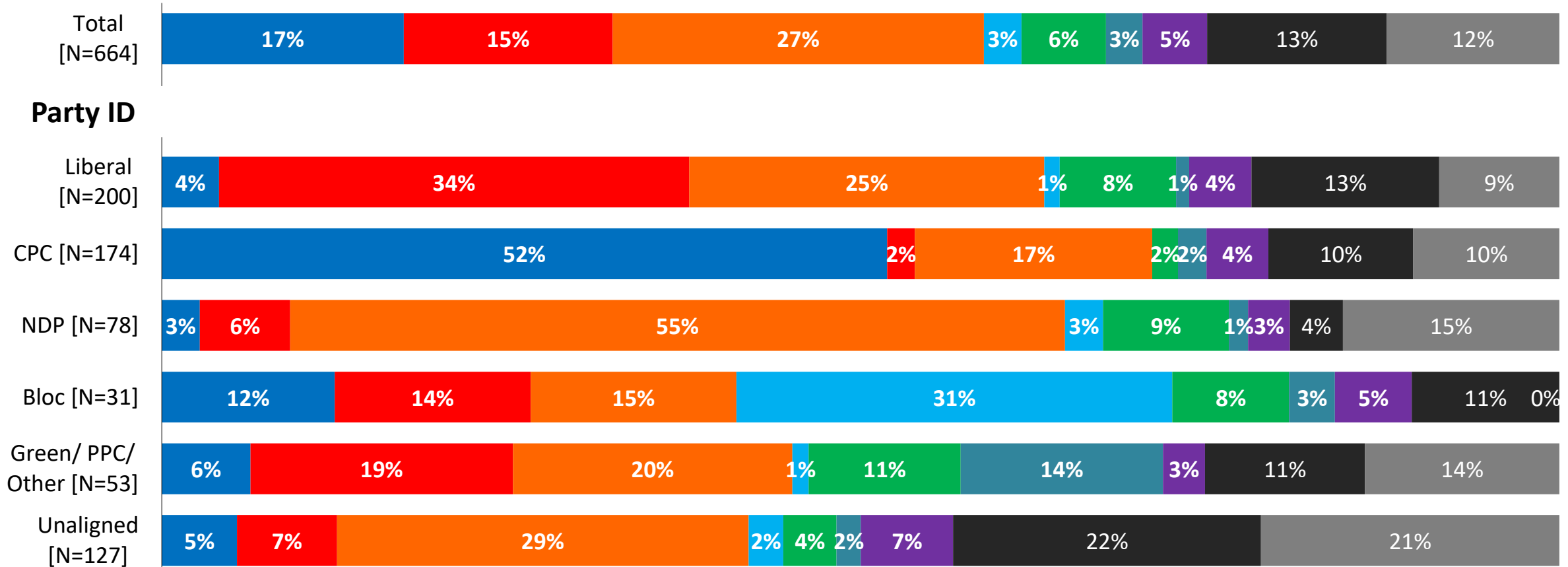
Debate Performance by Attention: 1-in-3 (32%) of those who watched¹⁴ say Singh performed best; 20% for those who did not watch

Q In your opinion which leader did the best in that debate? BY Party ID
 [asked of all respondents who recall at least something about the debate; n=664]



Debate Performance by Party ID: 27% say that Jagmeet Singh performed best at the debate, followed by 17% saying Scheer

Q In your opinion which leader did the best in that debate? BY Party ID
 [asked of all respondents who recall at least something about the debate; n=664]



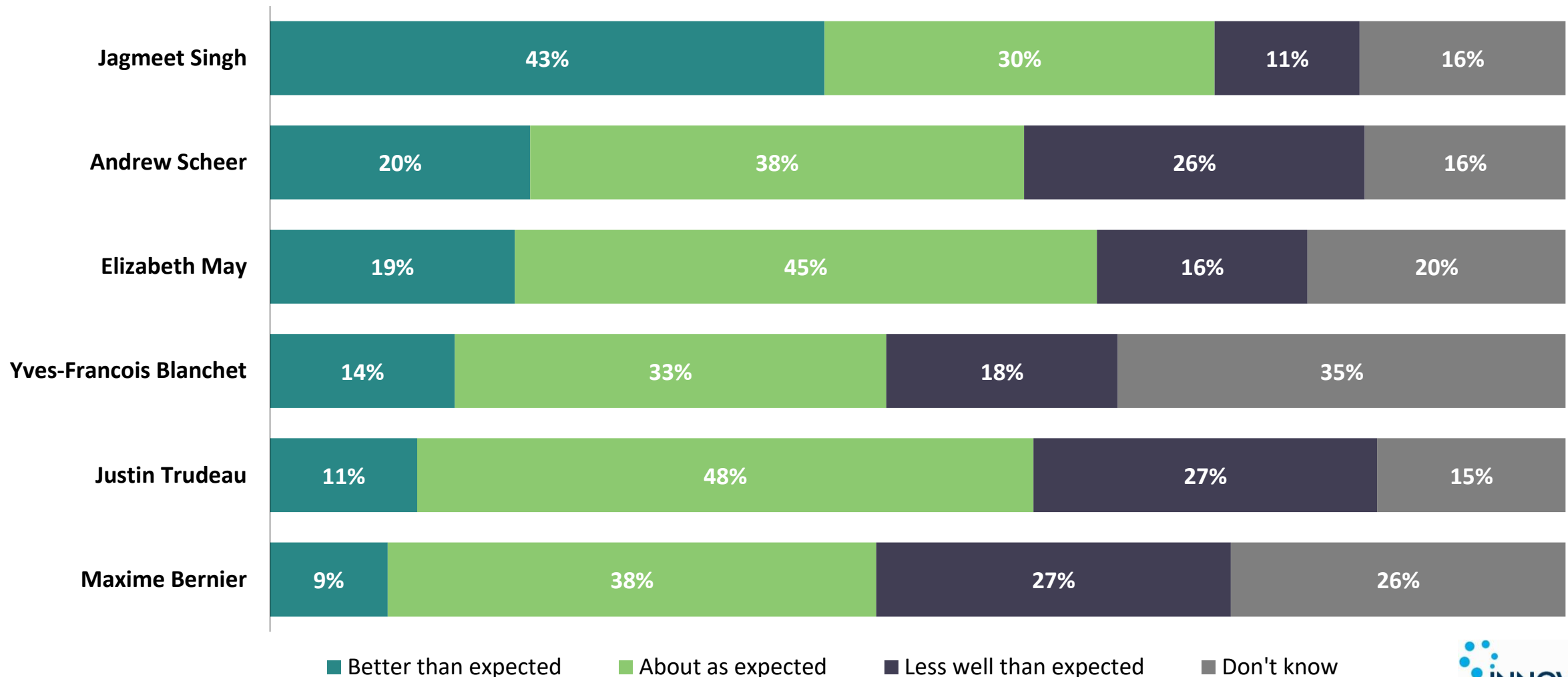
■ Andrew Scheer
 ■ Justin Trudeau
 ■ Jagmeet Singh
 ■ Yves-Francois Blanchet
 ■ Elizabeth May
■ Maxime Bernier
 ■ All did equally well
 ■ No one
 ■ Don't know

Leader Performance: Over 2-in-5 (43%) say Jagmeet Singh exceeded expectations, while 27% say Justin Trudeau fell below theirs



For each leader, did they perform better than you expected, less well than you expected, or about as you expected in the leaders' debate?

[asked of all respondents who recall at least something about the debate; n=664]

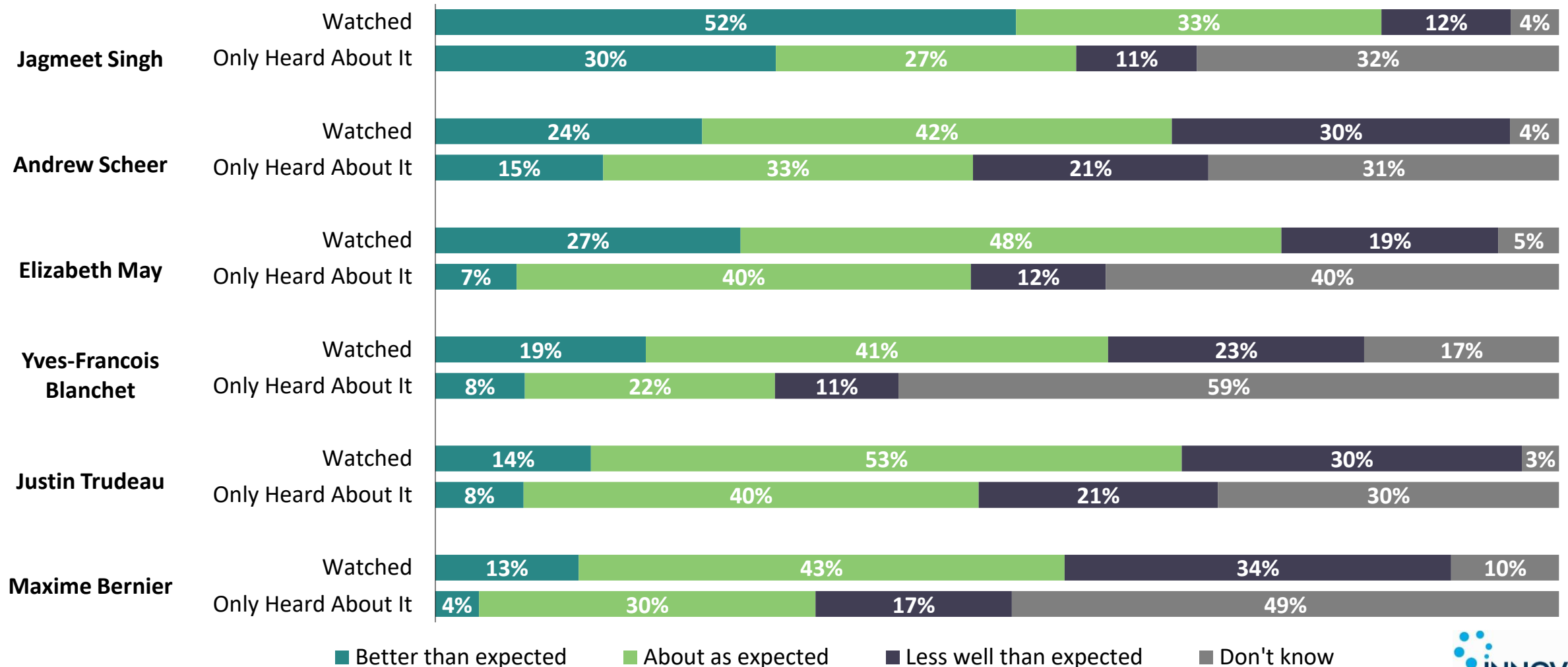


Leader Performance by Attention: Among those who watched the debate, a majority said Singh exceeded their expectations



For each leader, did they perform better than you expected, less well than you expected, or about as you expected in the leaders' debate?

[asked of all respondents who recall at least something about the debate; n=664]

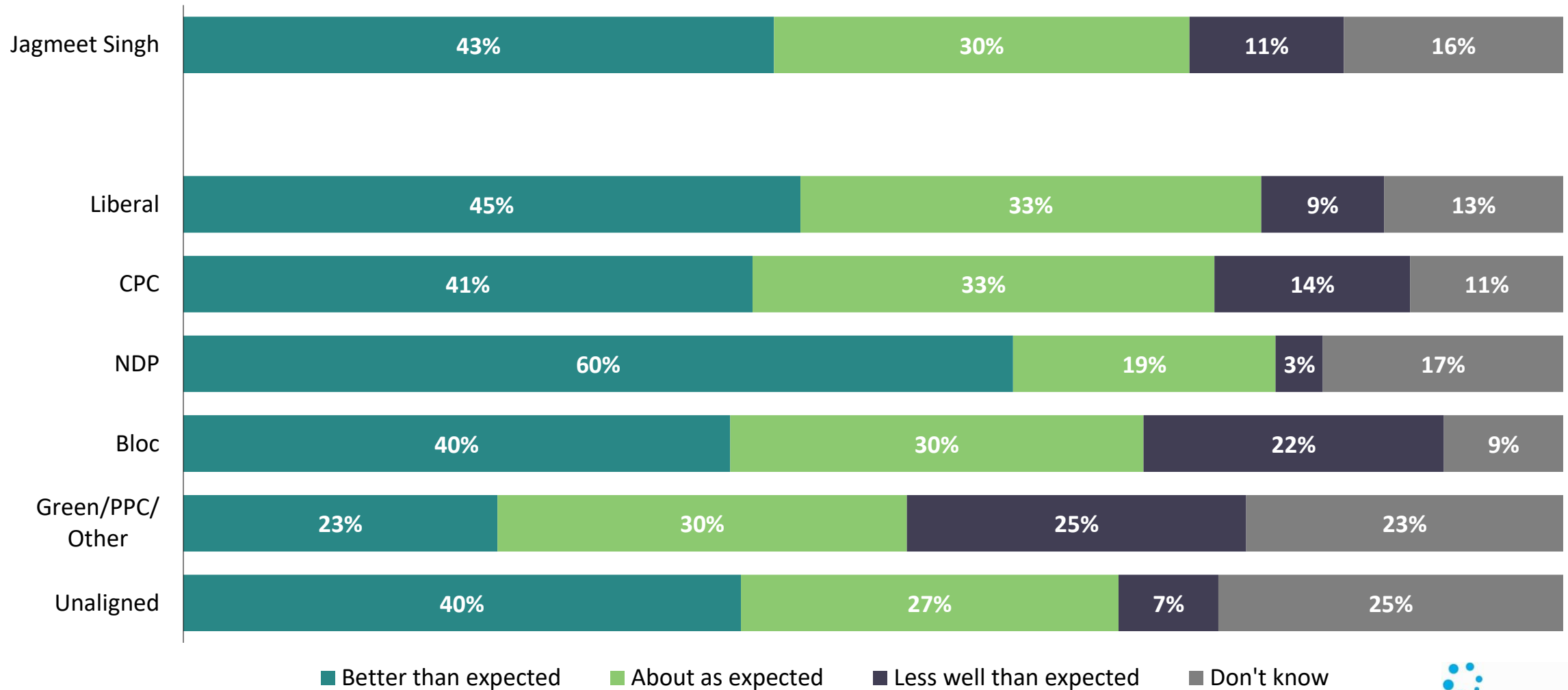


Singh Performance by Party ID: A plurality (43%) say Singh exceeded expectations; 30% say he performed as expected



For each leader, did they perform better than you expected, less well than you expected, or about as you expected in the leaders' debate? **Jagmeet Singh** by Party ID

[asked of all respondents who recall at least something about the debate; n=664]

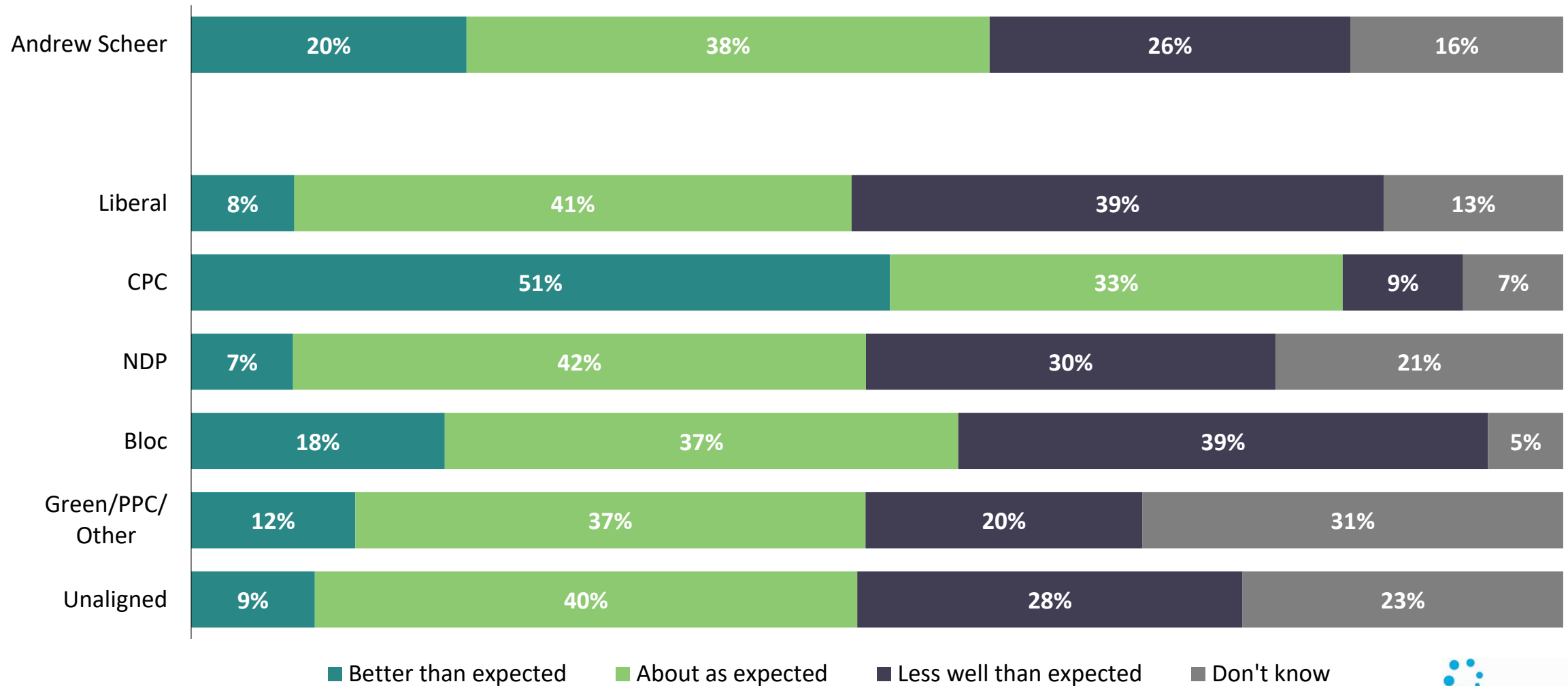


Scheer Performance by Party ID: Only 1-in-5 (20%) say Scheer performed better than expected



For each leader, did they perform better than you expected, less well than you expected, or about as you expected in the leaders' debate? **Andrew Scheer** by Party ID

[asked of all respondents who recall at least something about the debate; n=664]

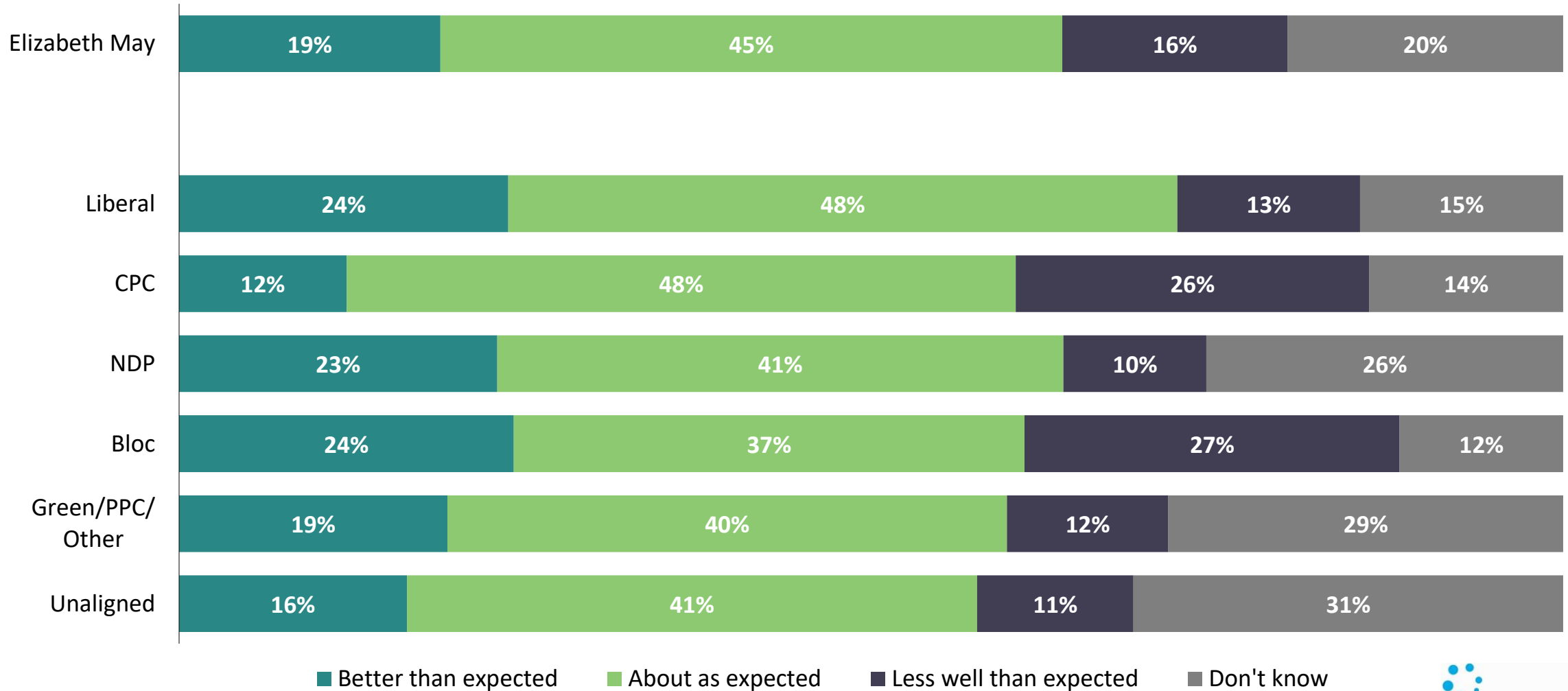


May Performance by Party ID: 1-in-5 (19%) say that May performed better than they had expected; 45% say about as expected



For each leader, did they perform better than you expected, less well than you expected, or about as you expected in the leaders' debate? **Elizabeth May** by Party ID

[asked of all respondents who recall at least something about the debate; n=664]

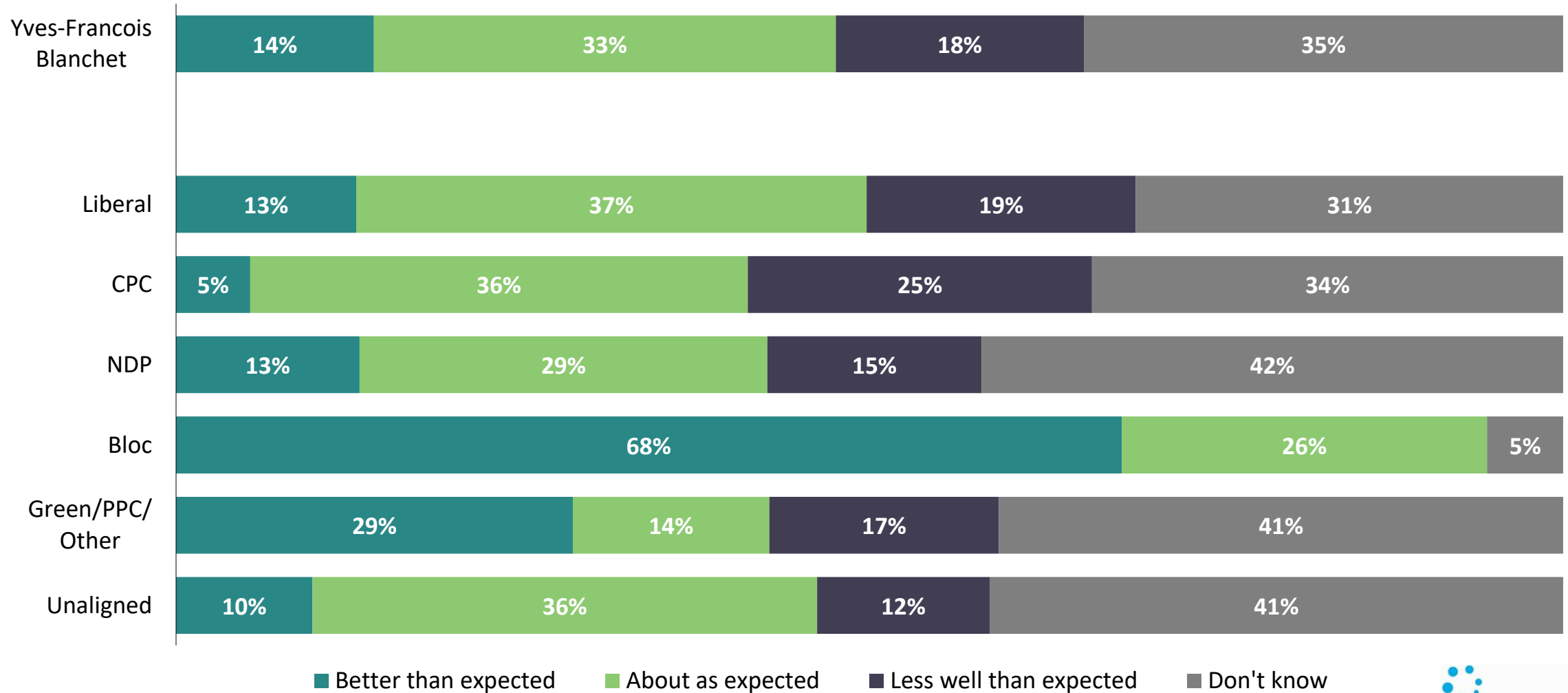


Blanchet Performance by Party ID: One-third (33%) say that Blanchet performed about as they expected



For each leader, did they perform better than you expected, less well than you expected, or about as you expected in the leaders' debate? **Yves-Francois Blanchet** by Party ID

[asked of all respondents who recall at least something about the debate; n=664]

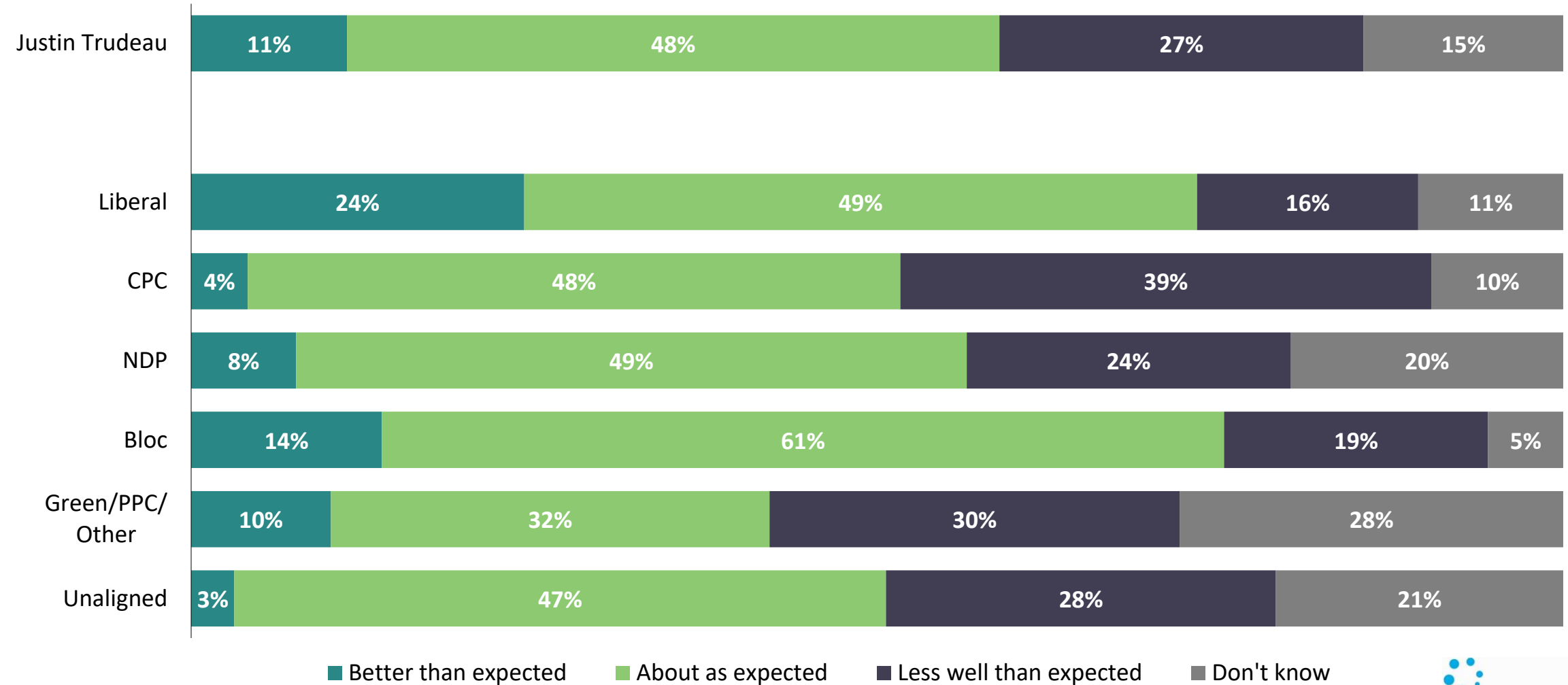


Trudeau Performance by Party ID: Nearly half feel that Justin Trudeau performed as expected (48%); 11% say he exceeded their expectations ²²



For each leader, did they perform better than you expected, less well than you expected, or about as you expected in the leaders' debate? **Justin Trudeau** by Party ID

[asked of all respondents who recall at least something about the debate; n=664]

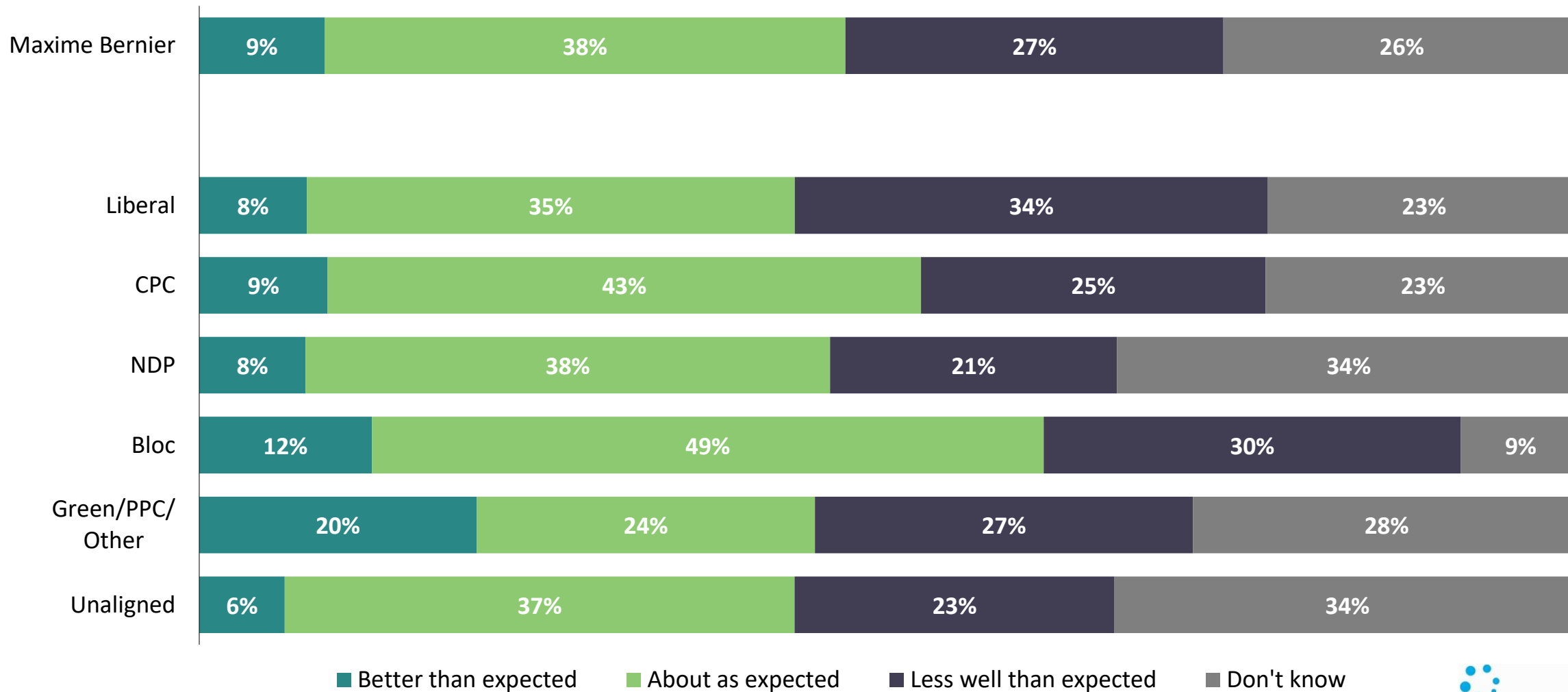


Bernier Performance by Party ID: Nearly 2-in-5 (38%) say that Bernier performed as they had expected ²³



For each leader, did they perform better than you expected, less well than you expected, or about as you expected in the leaders' debate? **Maxime Bernier** by Party ID

[asked of all respondents who recall at least something about the debate; n=664]



Leader Debate

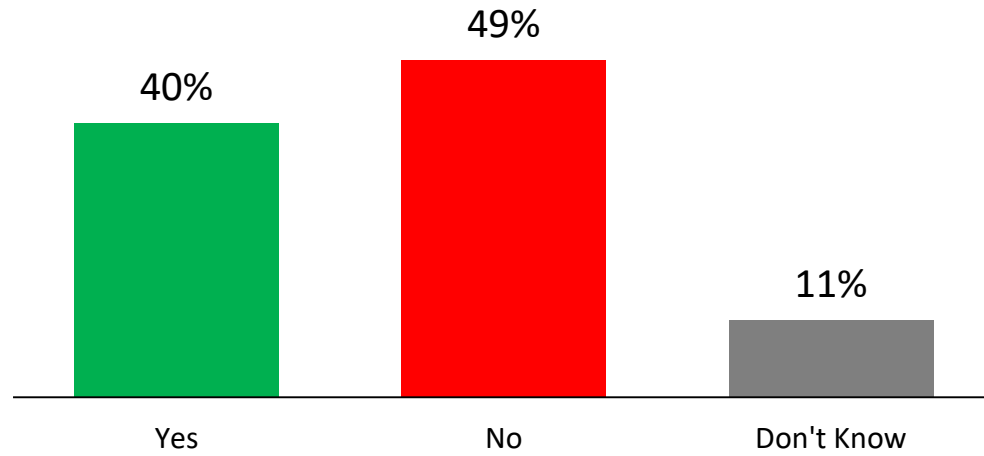
In Quebec

Debate Attention in Quebec: In Quebec, 2-in-5 (40%) say they have read, seen, or heard about the debate

Q

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

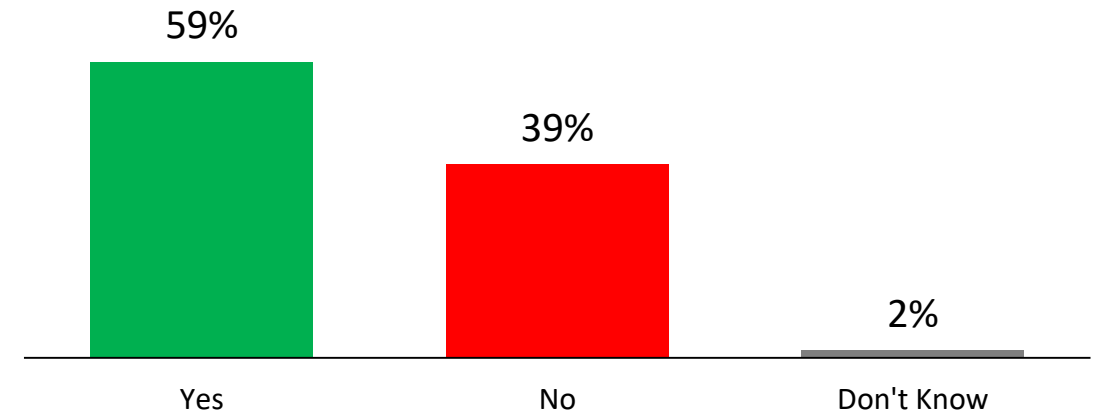
[Asked of all respondents, n=350]



Q

Did you happen to watch the leaders' debate yourself?

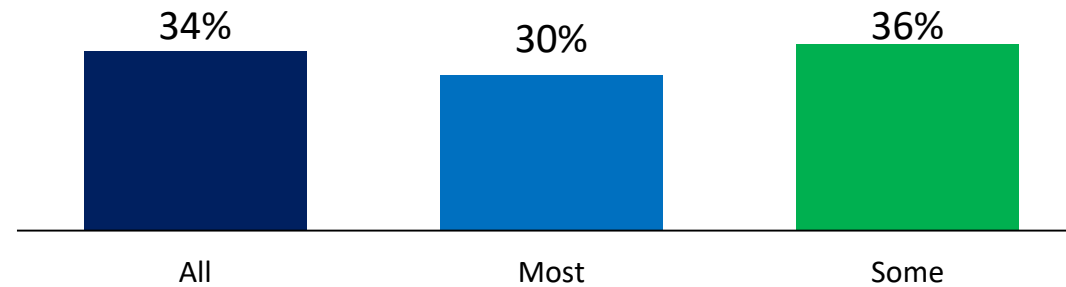
[Only of those who RSH about it; n=139]



Q

Did you watch all of the debate or just some of it?*

[Only of those who watched debate; n=83]



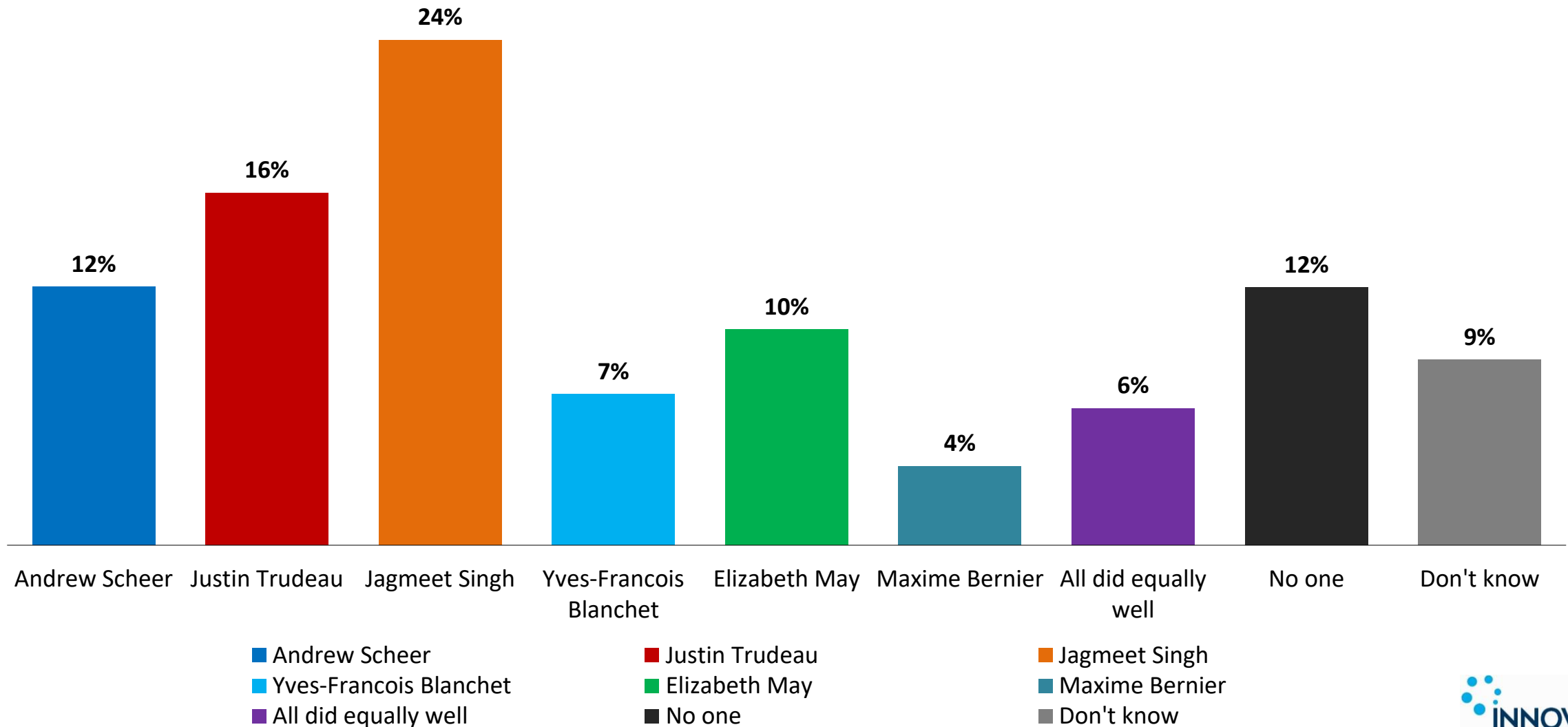
Note: *Don't know (>1%) not shown.

Debate Performance in Quebec: In Quebec, a plurality say Singh won the debate (24%), followed by 16% who say Trudeau



In your opinion which leader did the best in that debate?

[asked of all respondents who recall at least something about the debate; showing respondents in Quebec only; n=139]

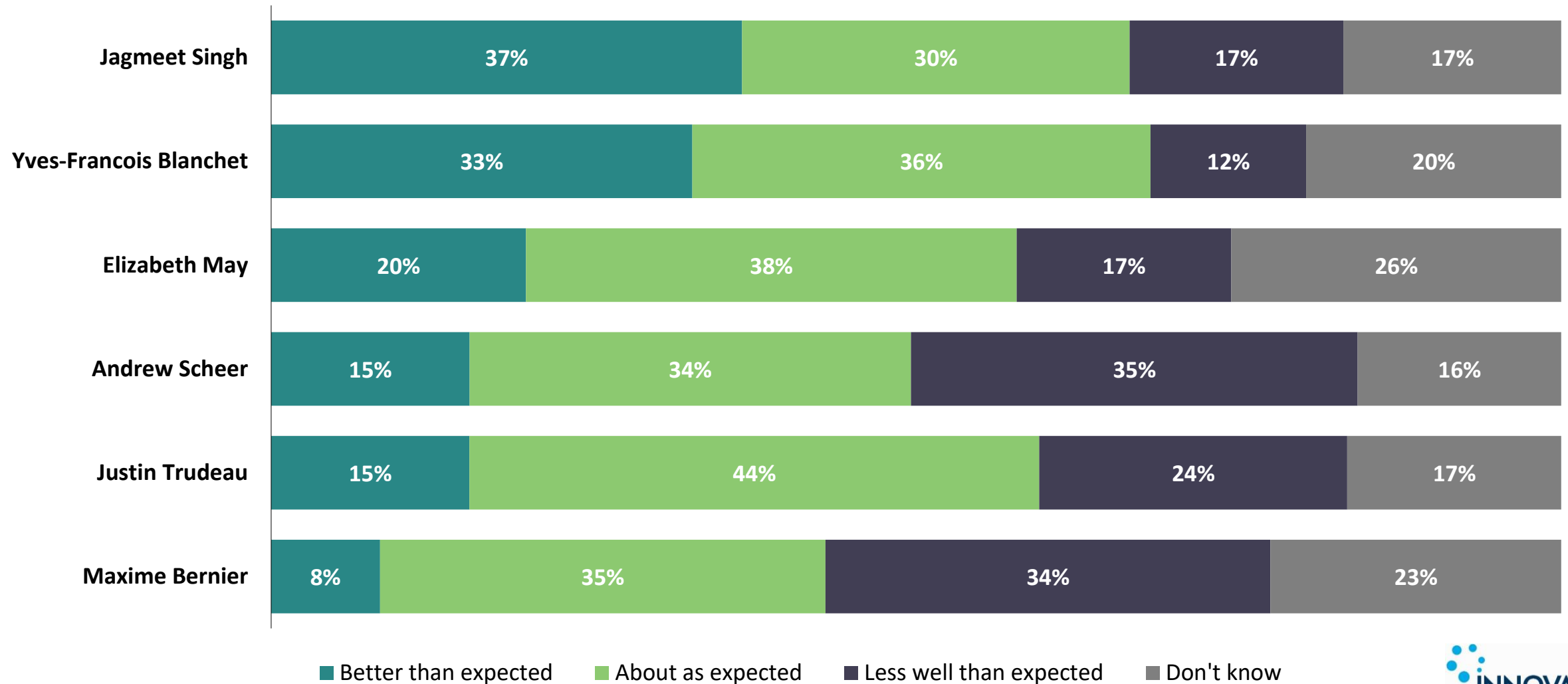


Leader Performance: In Quebec, nearly 4-in-10 (37%) say Singh exceeded their expectations



For each leader, did they perform better than you expected, less well than you expected, or about as you expected in the leaders' debate?

[asked of all respondents who recall at least something about the debate; n=139]

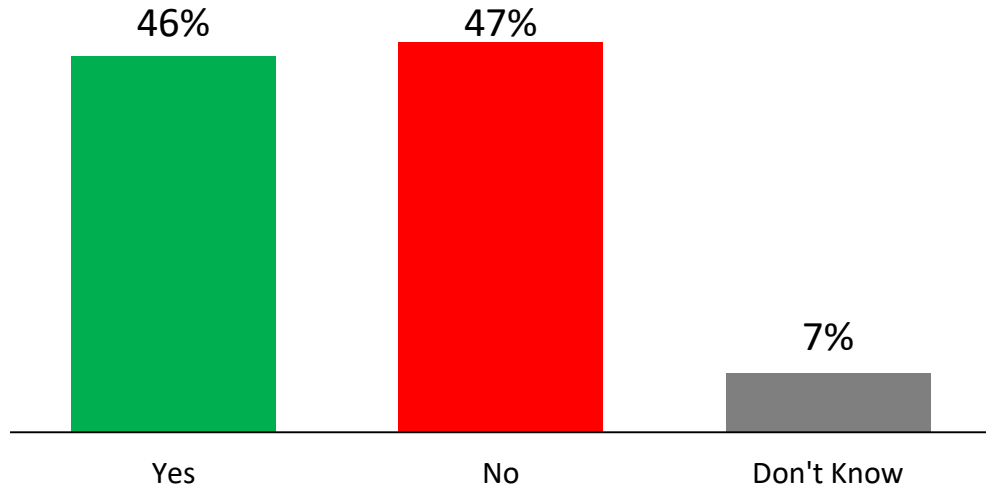


Leader Debate

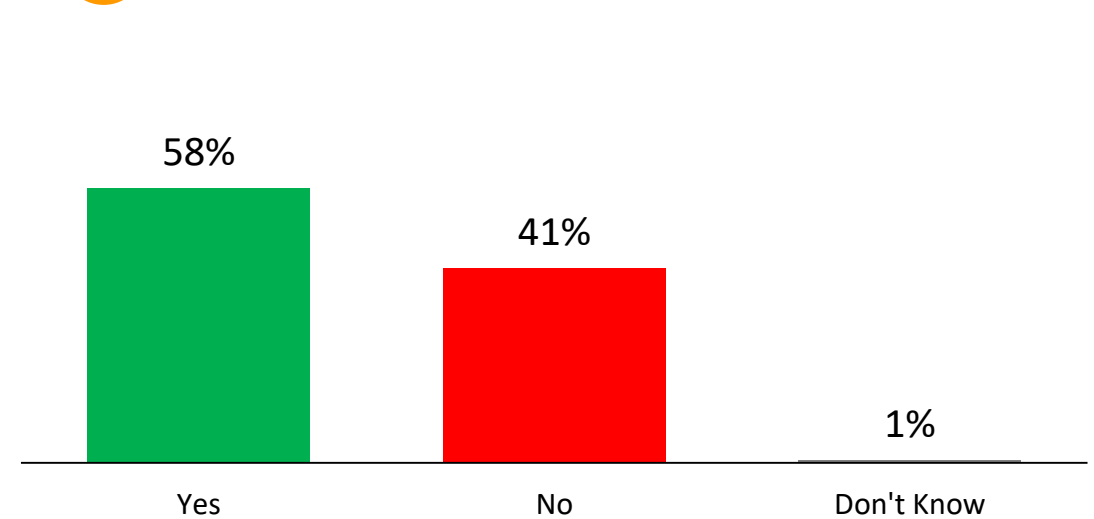
In the rest of Canada

Debate Attention in the Rest of Canada: Outside of Quebec, nearly half (46%) say they read, saw, or heard about the debate

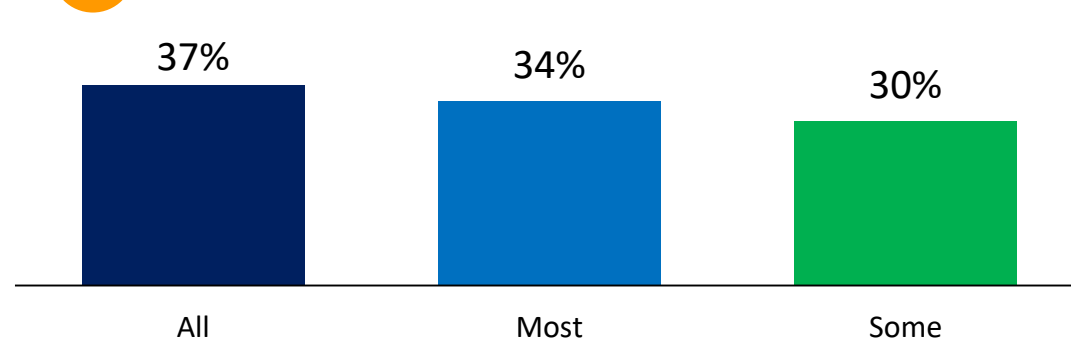
Q Have you read, seen, or heard anything about the English language federal leader's debate that was held on Monday, October 7th?
[Showing only respondents in the rest of Canada; n=1,150]



Q Did you happen to watch the leaders' debate yourself?
[Only of those who RSH about it in the rest of Canada; n=524]



Q Did you watch all of the debate or just some of it?*



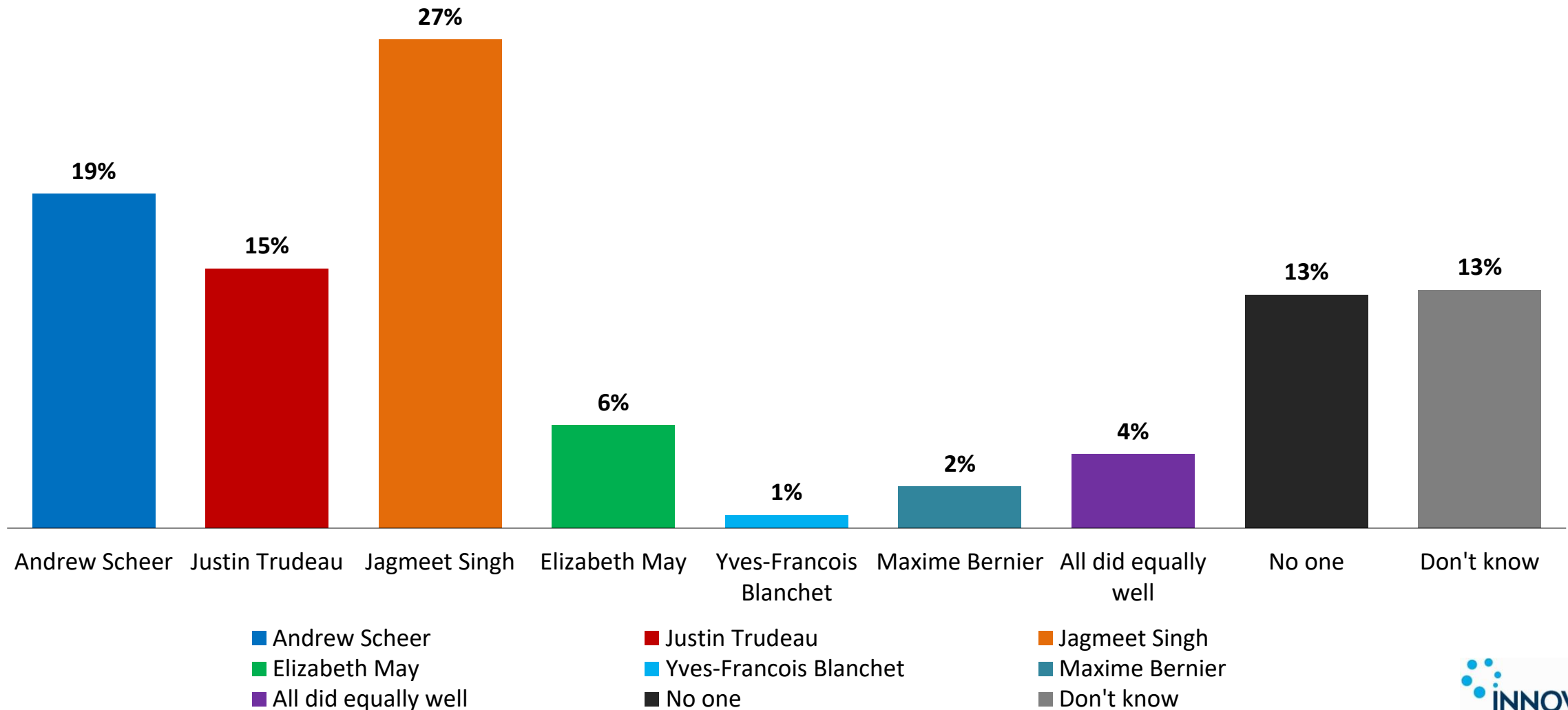
Note: *Don't know (>1%) not shown.

Debate Performance in the rest of Canada: Outside of Quebec, a plurality say that Jagmeet Singh performed best (27%)



In your opinion which leader did the best in that debate?

[asked of all respondents who recall at least something about the debate; showing respondents in the rest of Canada; n=524]

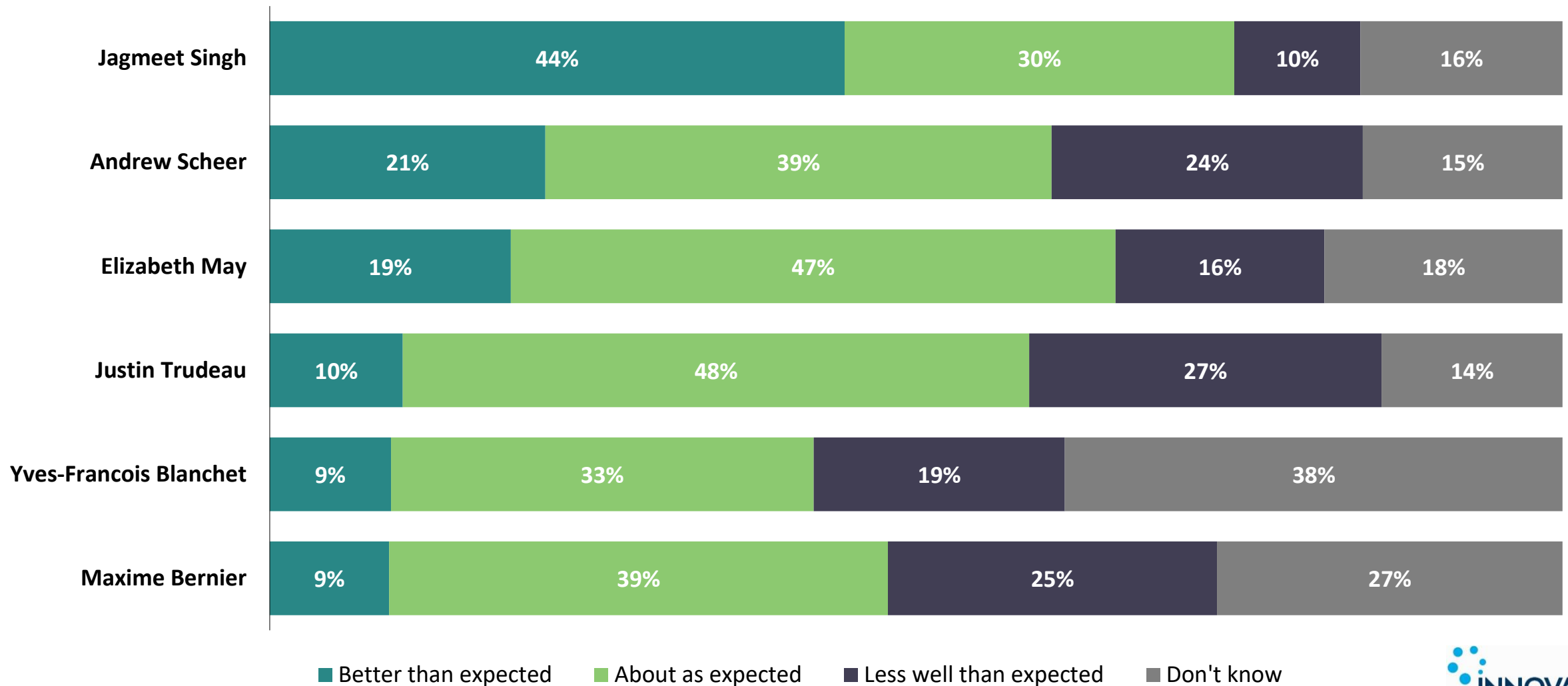


Leader Performance in the rest of Canada: Outside of Quebec, 44% say that Jagmeet Singh exceeded their expectations



For each leader, did they perform better than you expected, less well than you expected, or about as you expected in the leaders' debate?

[asked of all respondents who recall at least something about the debate; showing respondents in the rest of Canada; n=524]





Building Understanding.

Personalized research to connect you and your audiences.

For more information, please contact:

Greg Lyle

President

(t) 416-642-6429

(e) glyle@innovativeresearch.ca