

2019 Election: Perceived Negativity



October 2019

Key Findings

- Canadians have felt the negativity of the 2019 election campaign. More than 4-in-10 respondents (41%) say they think this election is more negative than past elections, while only 7% think it has been less negative. This is true among supporters of every party.
- Jagmeet Singh, Yves-Francois Blanchet, and Elizabeth May all stand out to respondents as having been more positive than negative this campaign. The other leaders – Trudeau, Scheer, and Bernier – are all viewed as being more negative than positive.
- Similarly, when asked how honest or misleading the leaders have been, Singh, Blanchet, and May are all seen as more truthful than misleading, while the other leaders are seen as more misleading than truthful.
- Views that Trudeau is running a negative campaign could hurt him more than the same views about Andrew Scheer. Conservative partisans are far more likely than any other group to say that sharp criticism of leaders is an important way to make it clear to voters what is at stake in the election. Comparatively, 60% of Liberal partisans think that negative campaigning is always harmful to the democratic process.

Methodology



These are the partial results of an online survey conducted between October 15th and October 17th, 2019.

This online survey of 2,486 adult Canadians was conducted using Lucid, a leading provider of online sample. The results are weighted to n=2,400 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.

INNOVATIVE reviews all responses and removes those deemed to be suspicious based on a combination of evidence provided by the respondent's pattern of responses, time taken to complete the survey, and answers to open ended questions (questions that ask for full sentence answers and do not use multiple choice).

A total of 501 panelists started but did not finish the survey.

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.

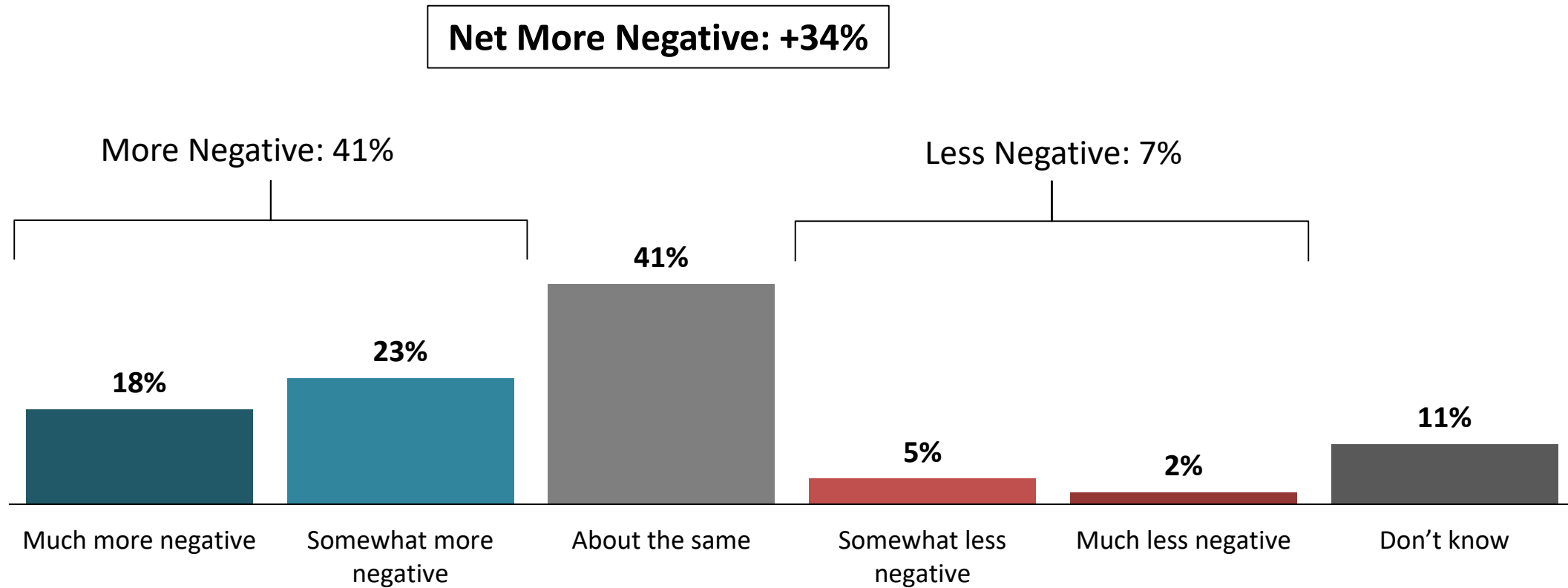
	Unweighted (n)	Unweighted (%)	Weighted (n)	Weighted (%)
Males 18-34	269	10.8%	330	13.8%
Males 35-54	383	15.4%	401	16.7%
Males 55+	450	18.1%	435	18.1%
Females 18-34	365	14.7%	327	13.6%
Females 35-54	479	19.3%	417	17.4%
Females 55+	540	21.7%	490	20.4%
Region				
BC	342	13.8%	327	13.6%
Alberta	288	11.6%	272	11.3%
Prairies	171	6.9%	160	6.7%
Ontario	929	37.4%	917	38.2%
Quebec	596	24.0%	561	23.4%
Atlantic	160	6.4%	163	6.8%

Negativity in the 2019 Federal Election

Negative Election Campaigns: 41% of voters say the election has been more negative than previous ones; another 41% say about the same



Thinking about this election campaign, do you feel this campaign has been more or less negative than previous federal election campaigns?
[asked of all respondents; n=2,400]



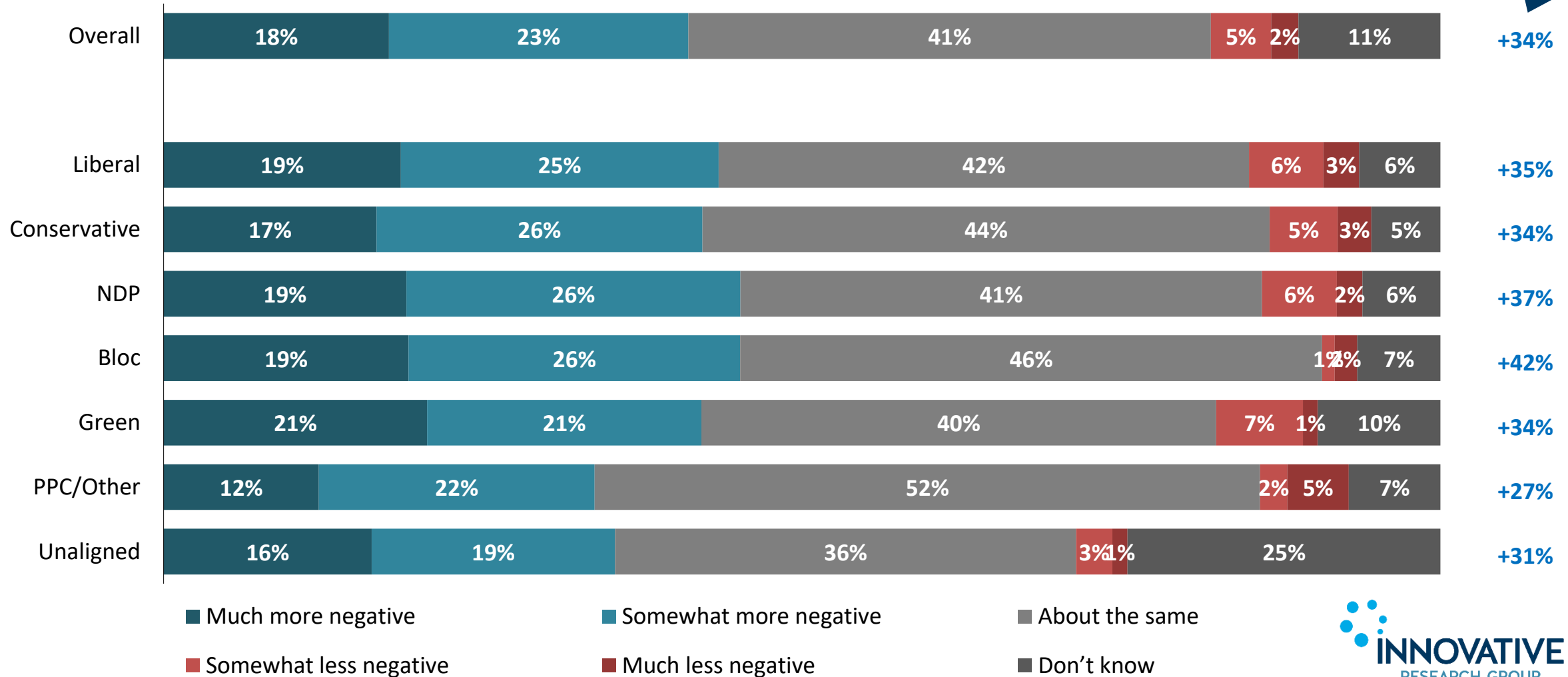
Negative Election Campaigns by Party ID: Respondents across all partisan groups believe this election has been more negative



Thinking about this election campaign, do you feel this campaign has been more or less negative than previous federal election campaigns?

[asked of all respondents; n=2,400]

Net More Negative

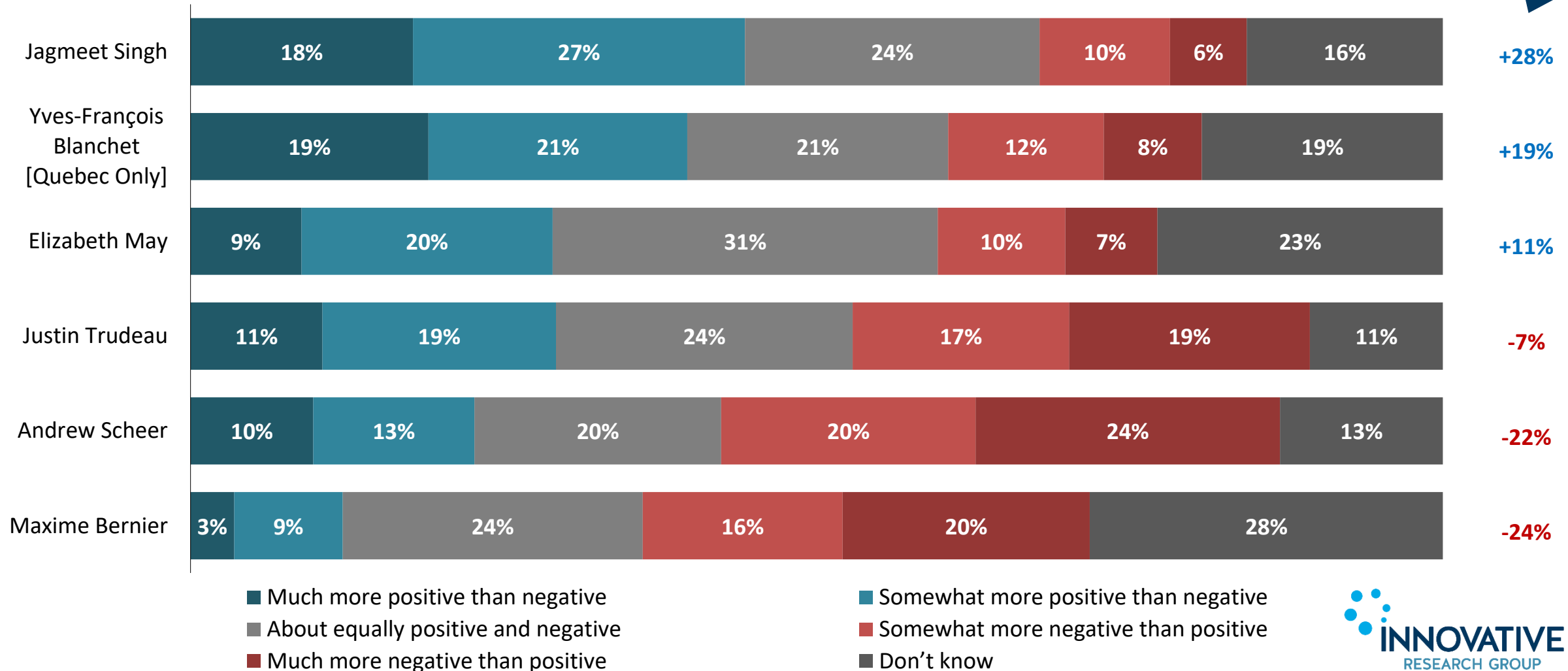


Negative/Positive Party Leaders: Trudeau, Scheer, and Bernier are seen to be more negative in their campaigns



Thinking about each of the following party leaders, do you think each leader has been more negative or more positive in this campaign?
[asked of all respondents; n=2,400]

Net More Positive



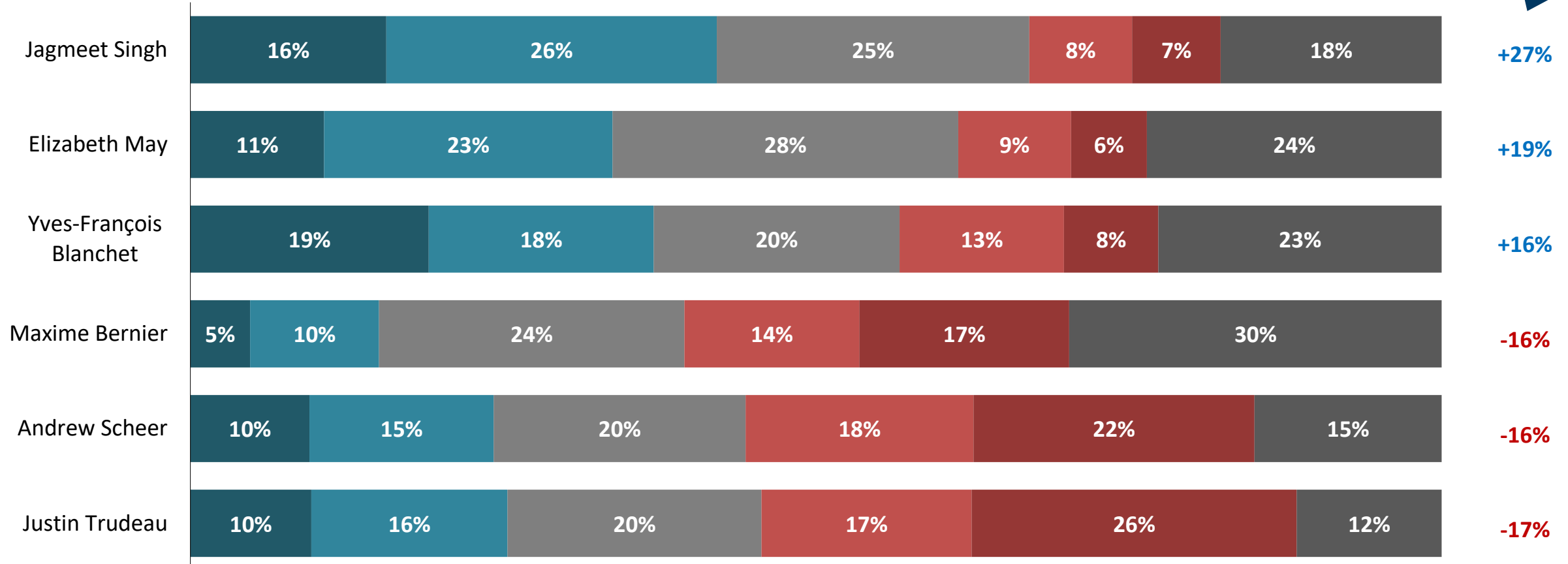
Truthful/Misleading Party Leaders: Singh, May, and Blanchet are seen as having led the most honest campaigns 8



Thinking again about each of the following party leaders, do you think each leader has been more truthful or more misleading in this campaign?

[asked of all respondents; n=2,400]

Net More Truthful

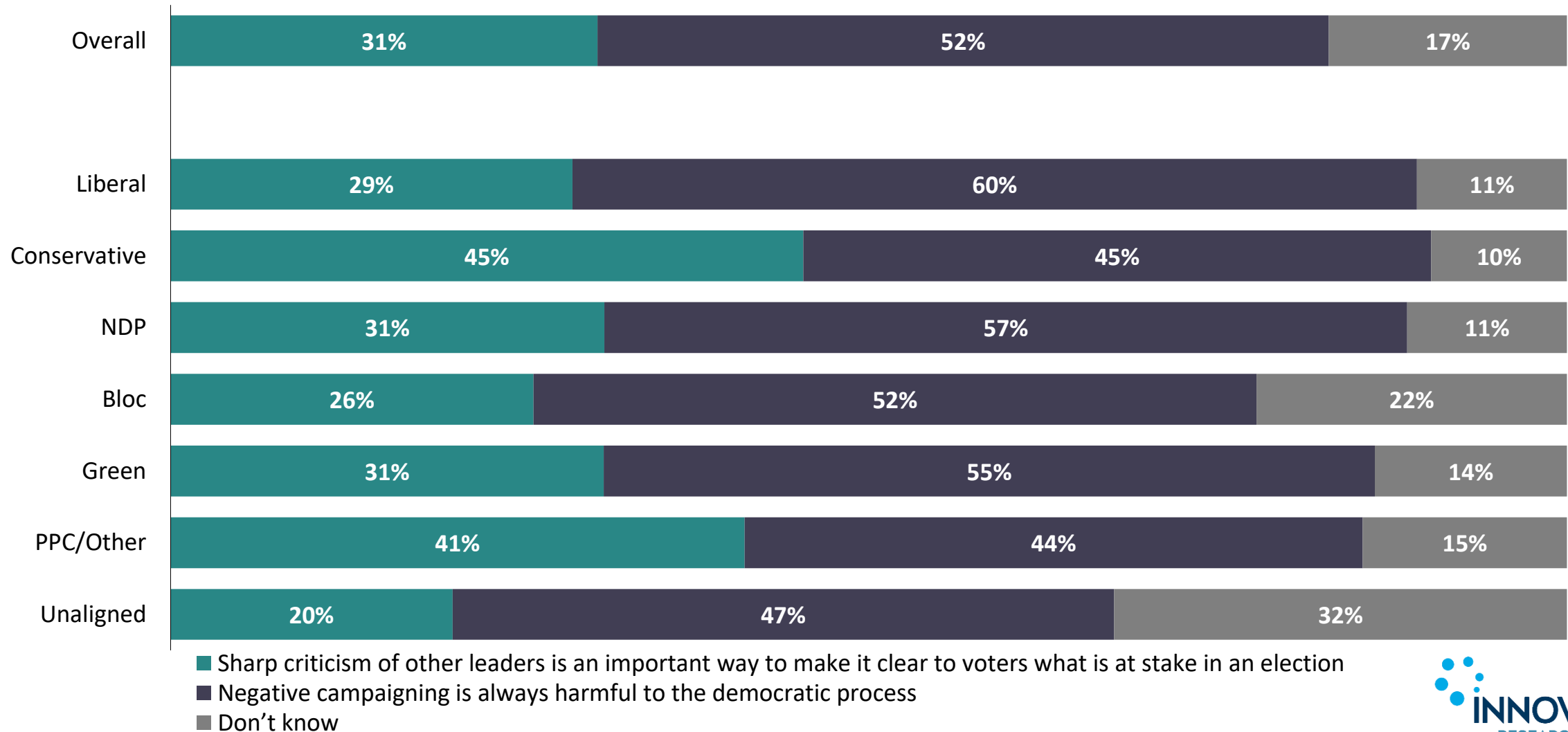


- Much more truthful than misleading
- Somewhat more truthful than misleading
- About equally truthful and misleading
- Somewhat more misleading than truthful
- Much more misleading than truthful
- Don't know



Negative Criticism/Campaigning by Party ID: Conservative Partisans are the most likely to say sharp criticism is important

Q Which of the following statements comes closer to your point of view?
[asked of all respondents; n=2,400]





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