

2019 Election: Political Landscape



October 2019

Key Findings

Canadians are far from rivetted to the campaign as the election draws to a close. While the pundit class analyses the electoral implication of each jot and tittle of the campaign, at least half the respondents in our final poll said they had not read, seen or heard anything for each of the six party.

Among those paying attention, Jagmeet Singh and Yves-Francois Blanchet continue to maintain the strong positive momentum we saw last week. While only 40% across the country had heard anything about the NDP and only 32% in Quebec had heard anything about the Bloc, those paying attention liked what they heard. Both campaigns left at least half those paying attention more favourable (53% NDP, 58% Bloc).

While more respondents heard anything about the Liberals (50%) and the CPC (44%), they might have been better off keeping their heads down. The Liberals left 23% more favourable and 40% less favourable while the CPC left 29% more favourable but 43% less favourable.

Both the Green's and the PPC are falling off the radar screen. Only 18% say they heard anything about the Greens while just 15% had heard anything about the PPC. While the Greens left more impressed (40%) than less favourable (26%), the PPC had more less impressed (38%) than more (26%).

Methodology



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

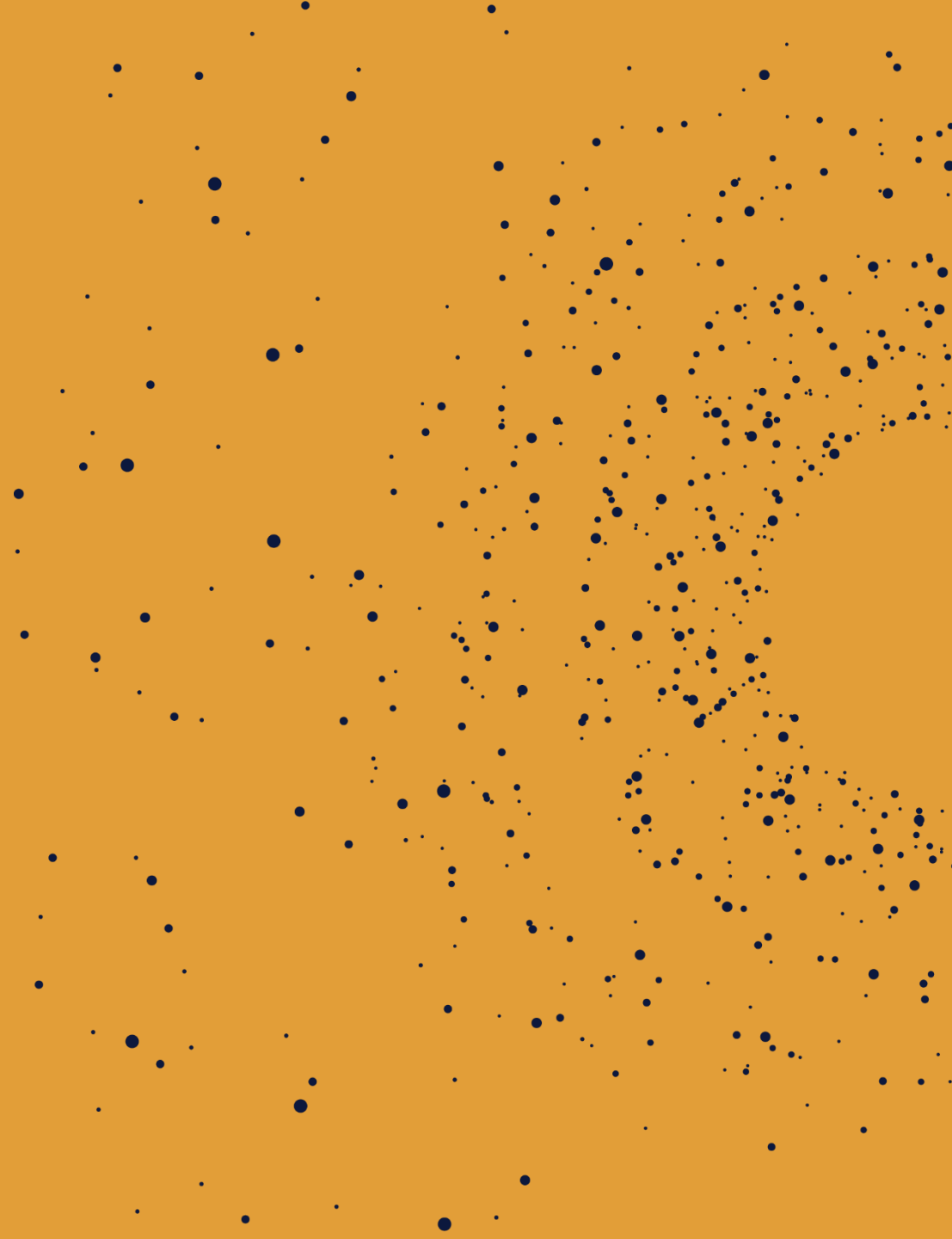
A total of 651 panelists started but did not finish the survey and an additional 731 panelists were screened out for exceeding age/gender/region quotas.

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.

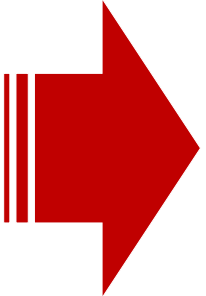
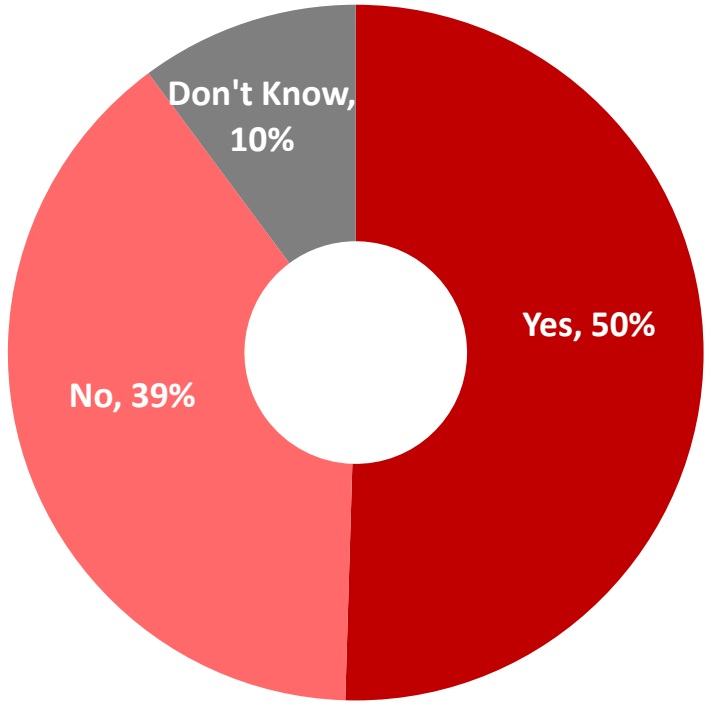
	Unweighted (n)	Unweighted (%)	Weighted (n)	Weighted (%)
Males 18-34	329	10.6%	413	13.8%
Males 35-54	473	15.3%	501	16.7%
Males 55+	556	18.0%	543	18.1%
Females 18-34	472	15.3%	408	13.6%
Females 35-54	596	19.3%	521	17.4%
Females 55+	668	21.6%	613	20.4%
Region				
BC	490	15.8%	408	13.6%
Alberta	405	13.1%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

Read, Seen, Heard

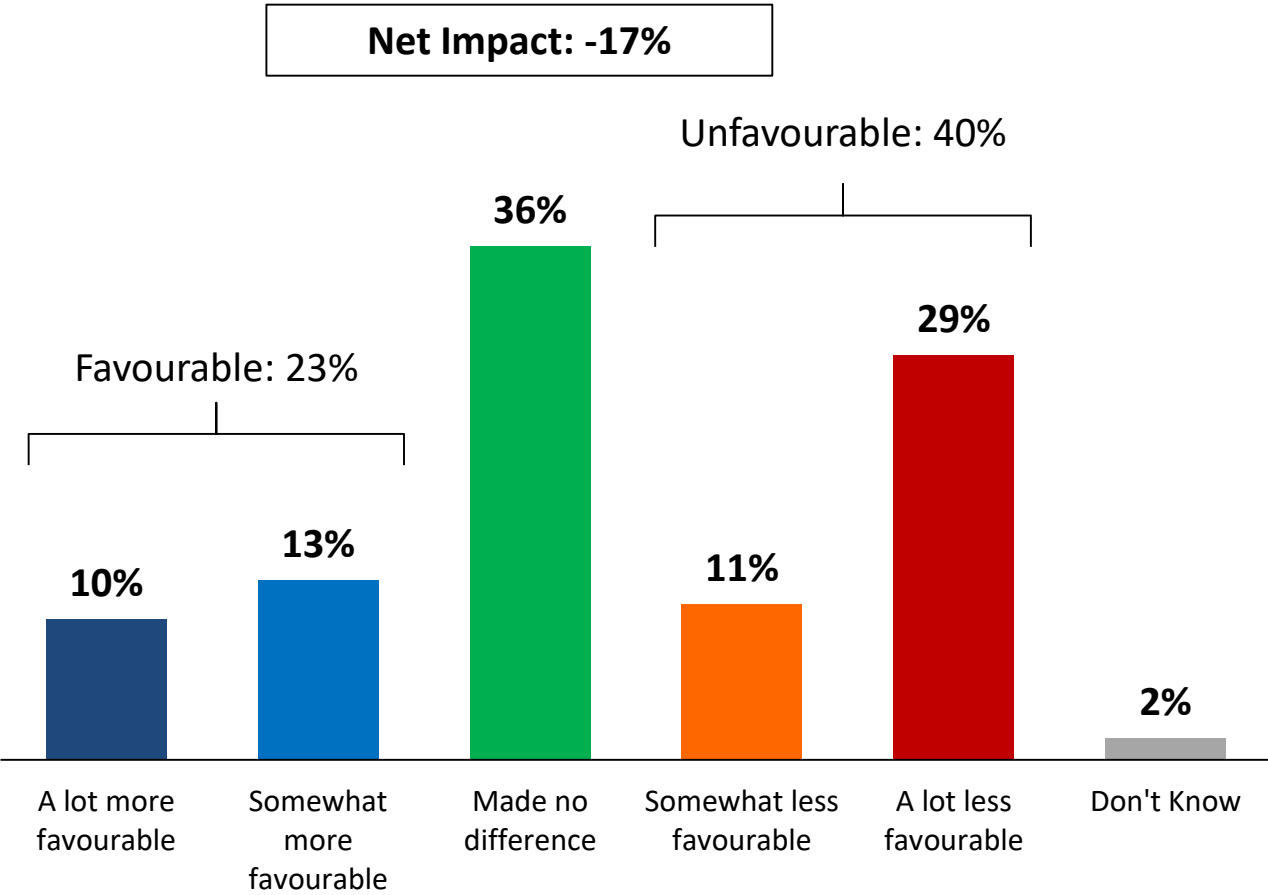


Liberal RSH: Half have RSH something; nearly 3-in-10 of them say it left them a lot less favourable

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=3,000]

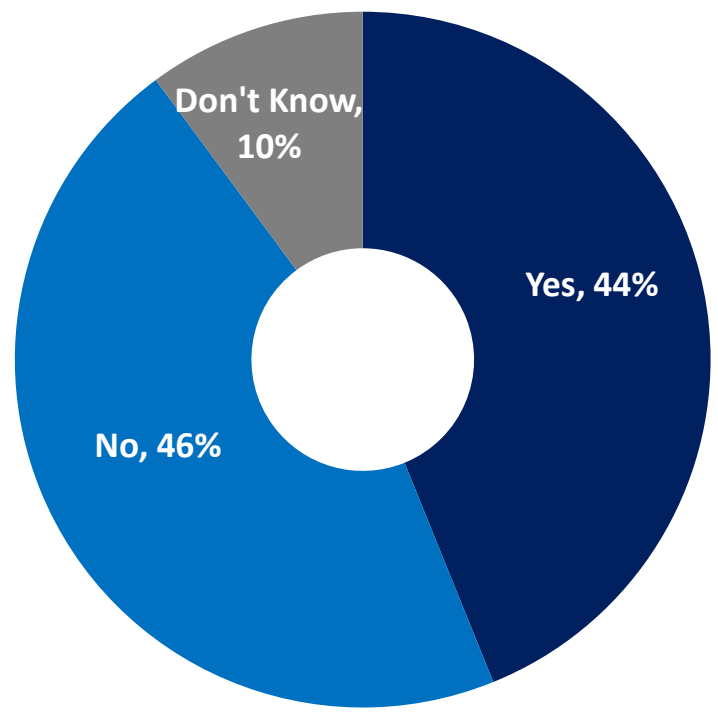


Q Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards Justin Trudeau and the federal Liberal party, or did it make no difference?
[asked of those who have heard something; n=1,514]

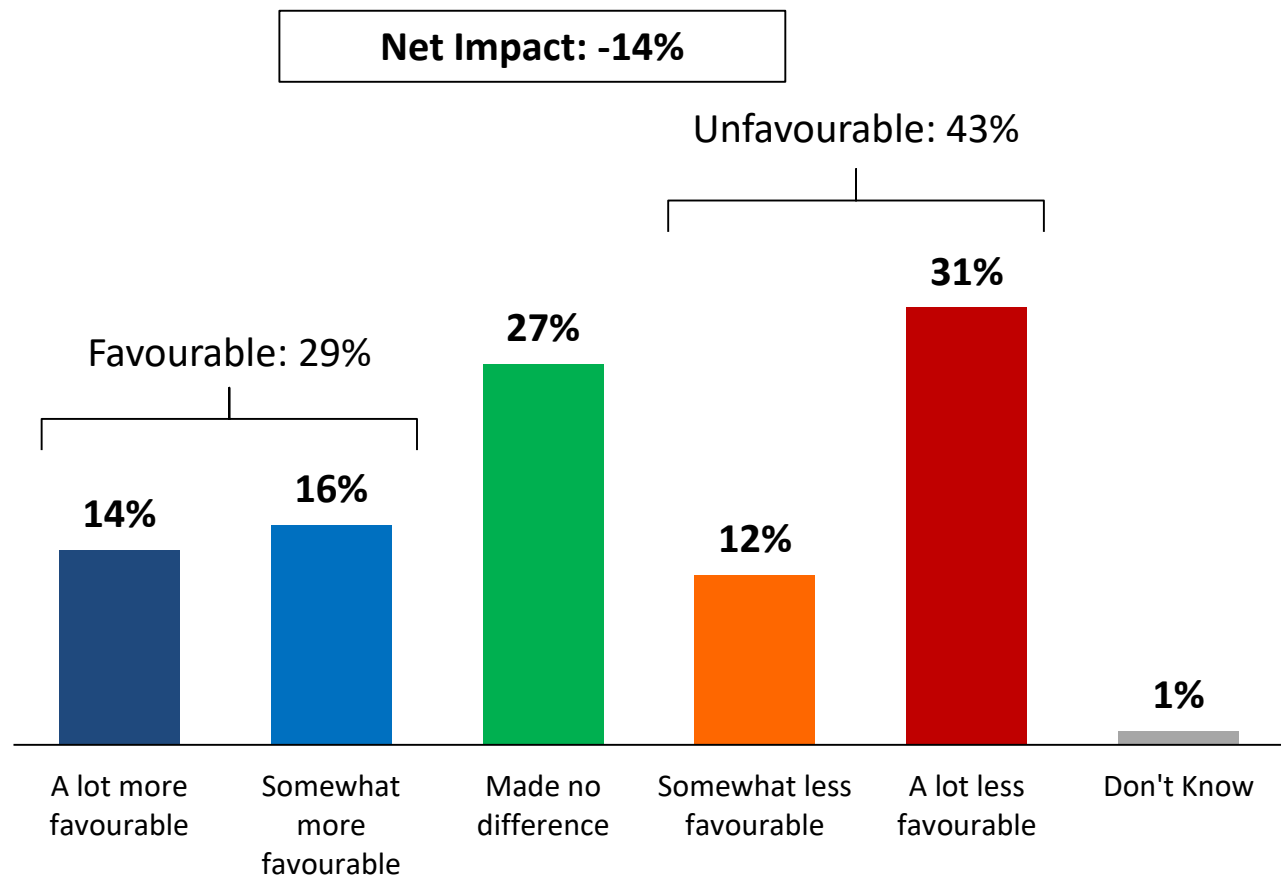


Conservative RSH: Less than half have RSH about Scheer and the federal Conservative Party; impact is negative (-14%)

Q 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=3,000]

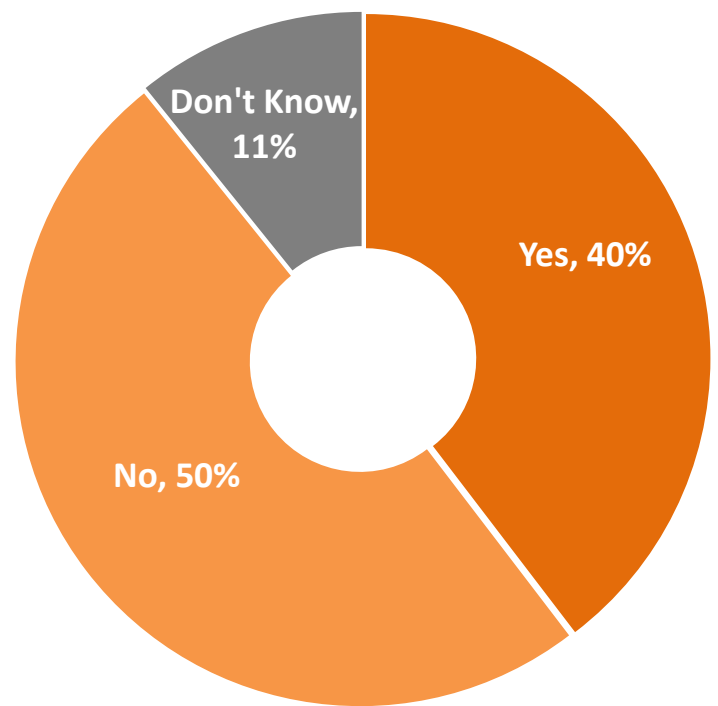


Q Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards Andrew Scheer and the federal Conservative party, or did it make no difference?
[asked of those who have heard something; n=1,316]

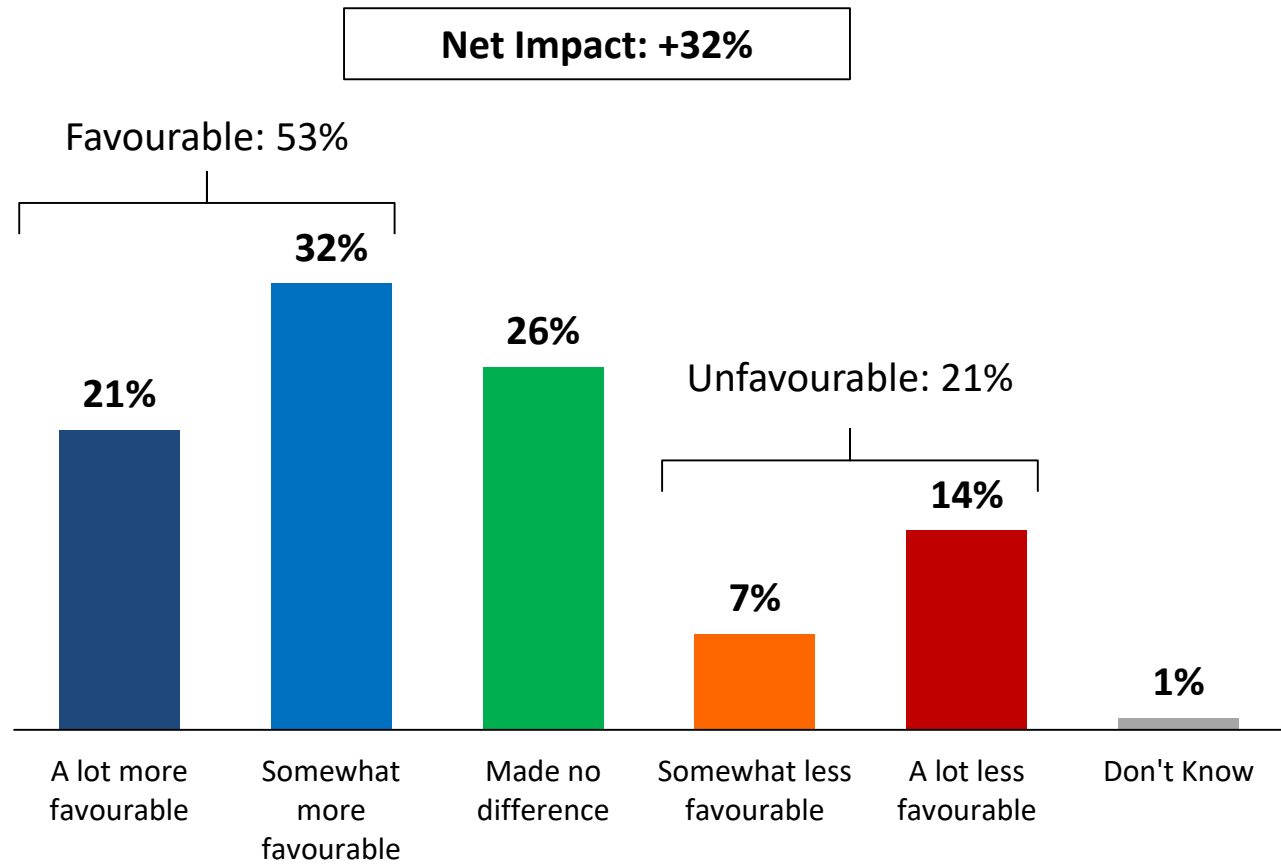


NDP RSH: While only 4-in-10 have RSH about Jagmeet Singh, impact is strongly positive (+32%)

Q 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=958]

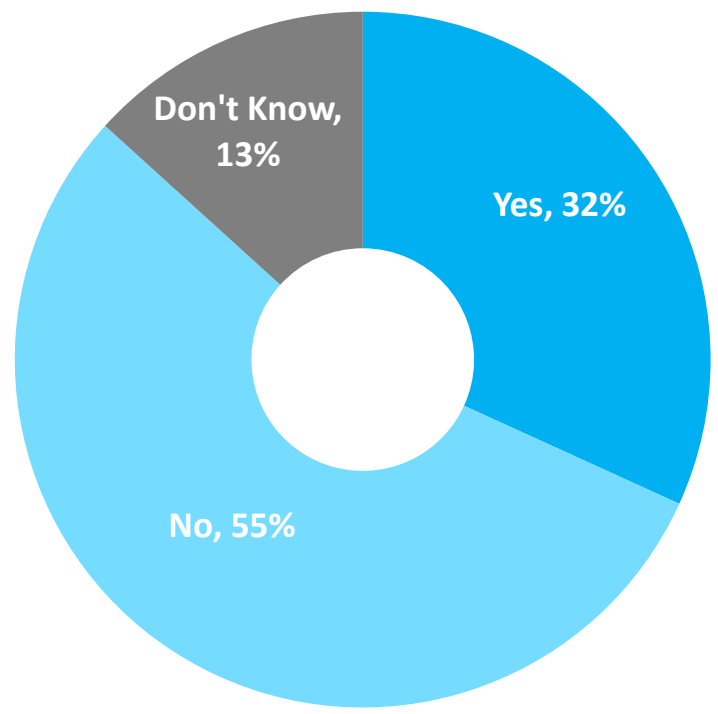


Q Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards Jagmeet Singh and the federal NDP, or did it make no difference?
[asked of those who have heard something; n=380]

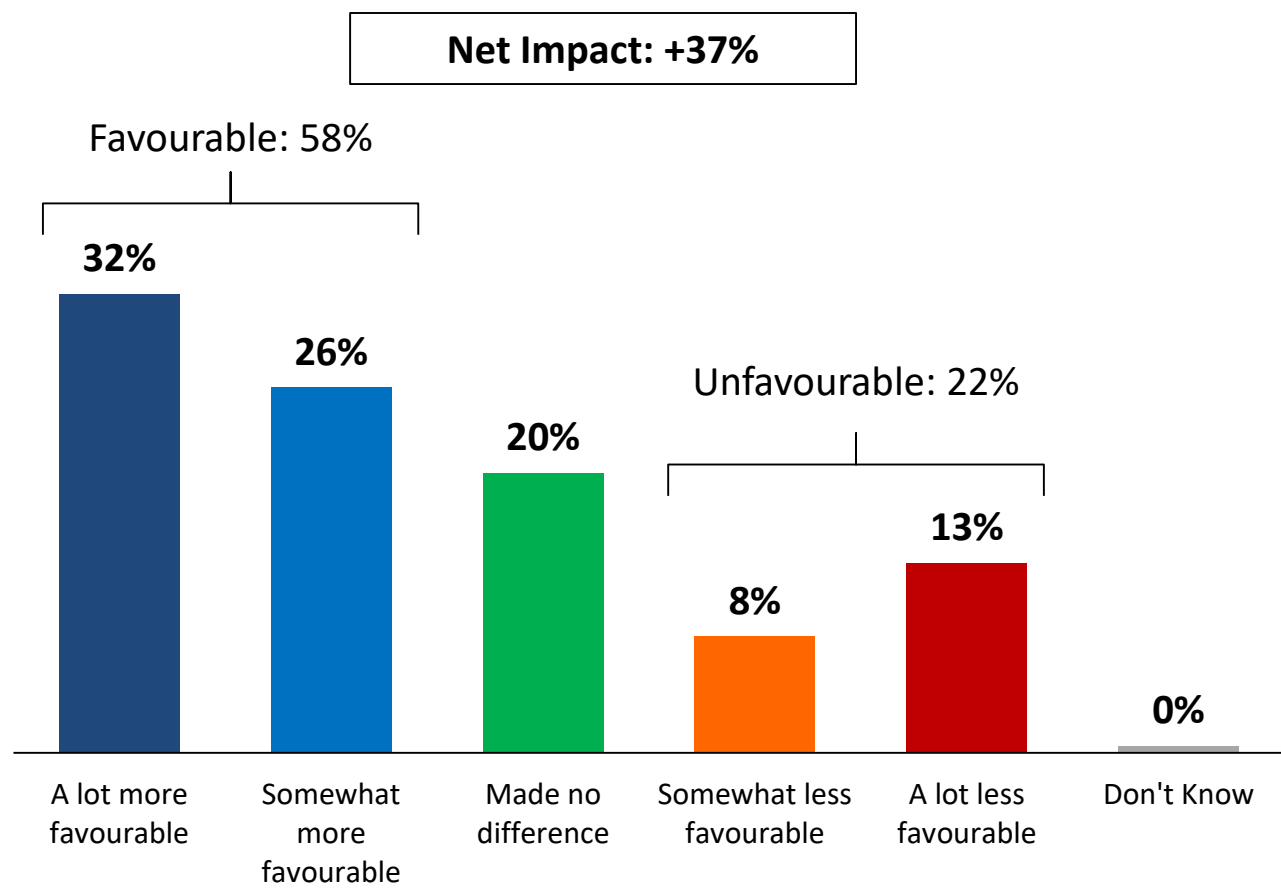


Bloc Quebecois RSH: While only a third in Quebec have RSH about Blanchet, the impact among those who have is strongly positive

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=701]

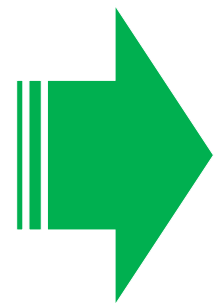
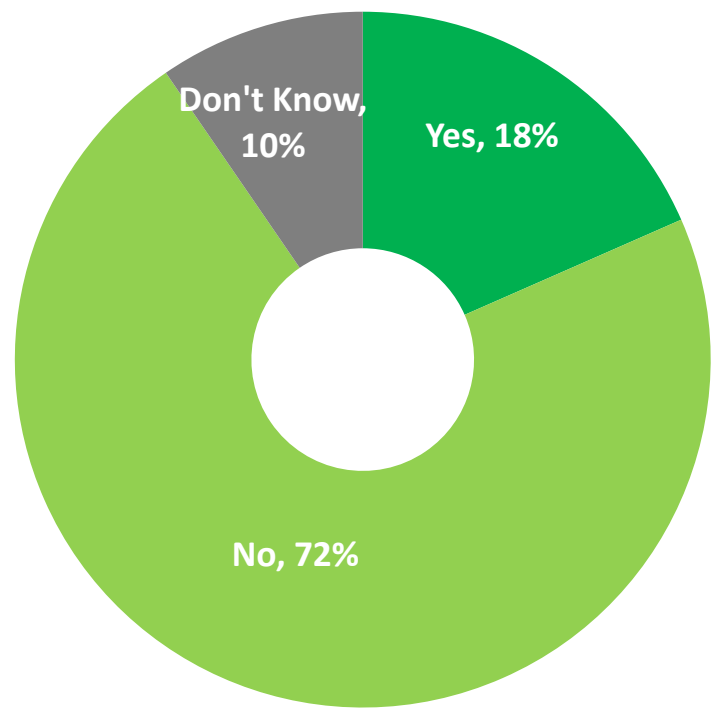


Q Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards Yves-Francois Blanchet and the Bloc Quebecois, or did it make no difference?
[asked of those who have heard something; n=223]

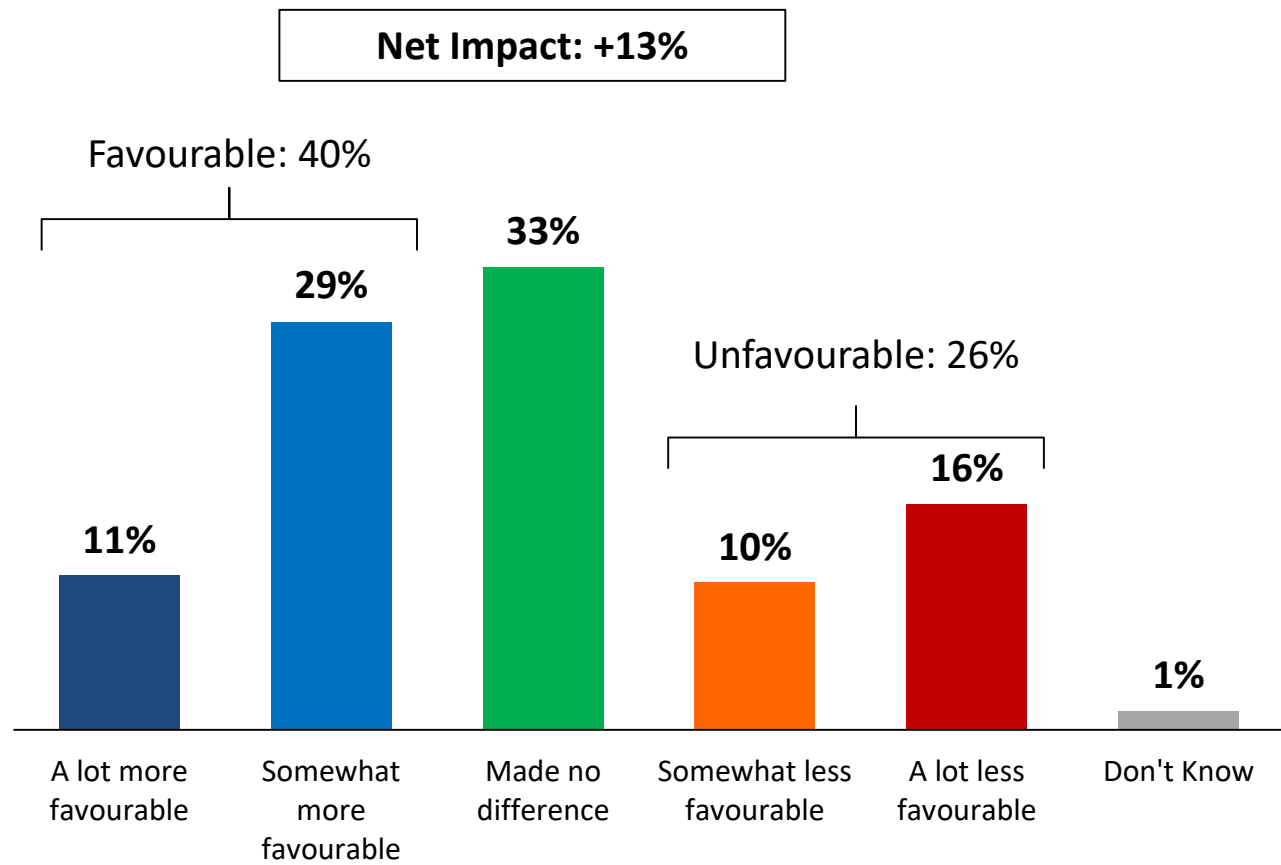


Green Party RSH: Less than 1-in-5 have RSH anything about Elizabeth May; among those who have the impact is positive

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=983]

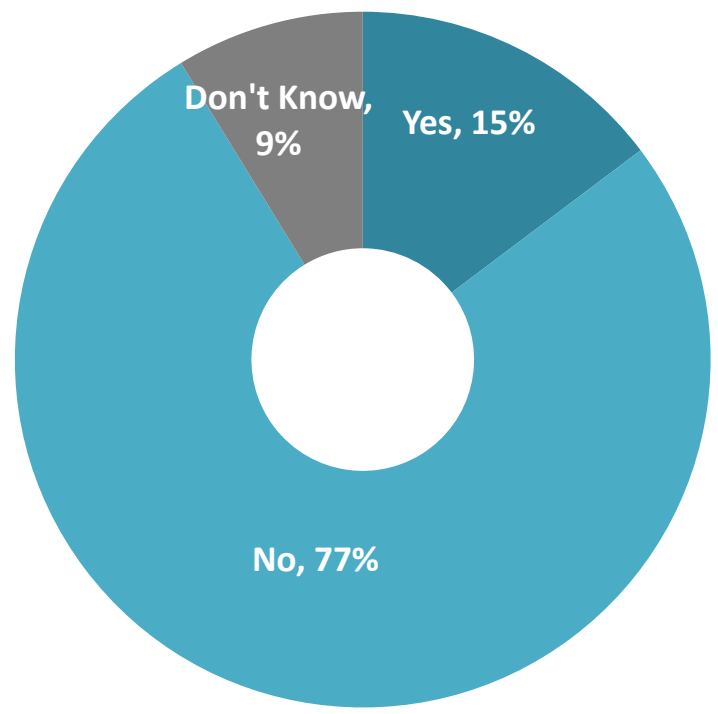


Q Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards Elizabeth May and the federal Green party, or did it make no difference?
[asked of those who have heard something; n=181]

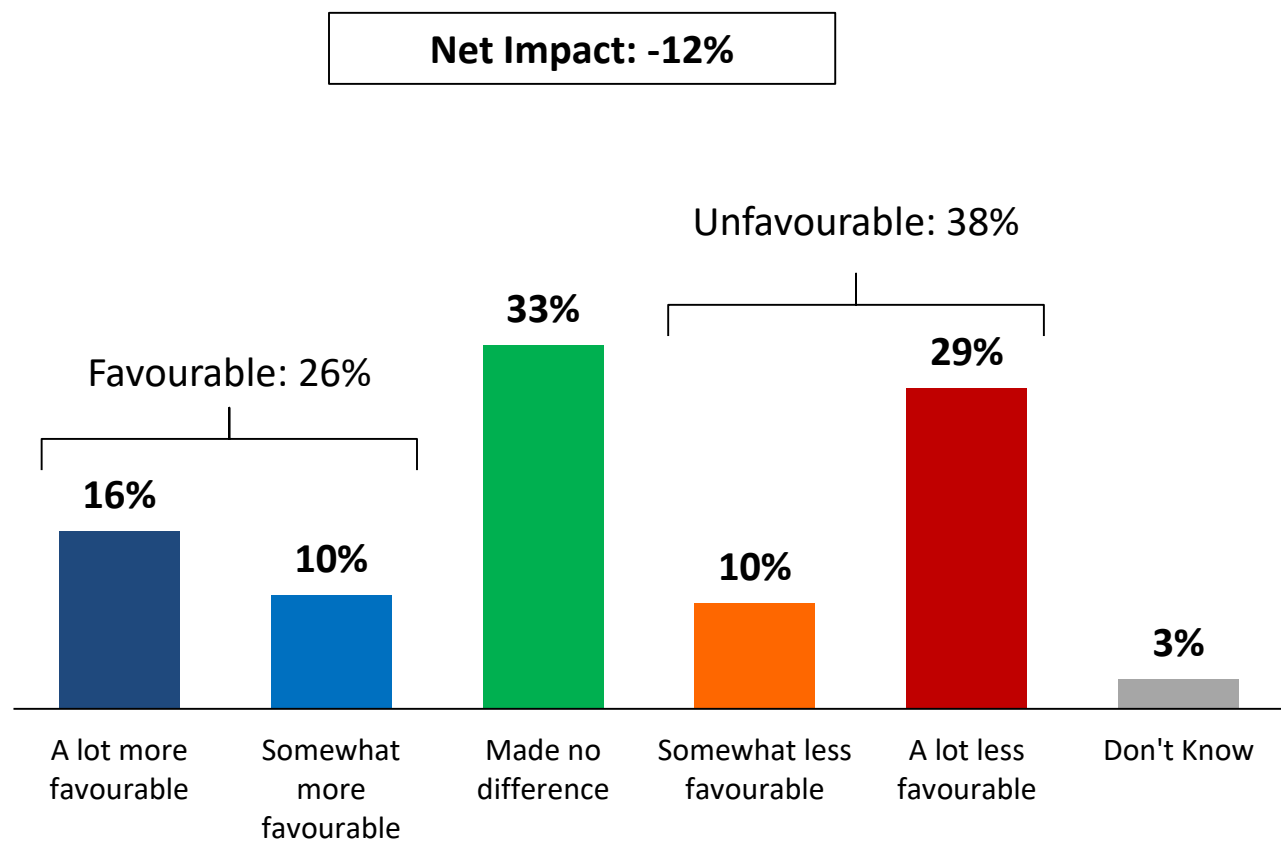


People's Party RSH: Only 15% have heard something about Bernier and the PPC; among those who have, the impact is negative¹⁰

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=1,058]



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=156]





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