

2019 Election: Where Next?



October 2019

Methodology



These are the results of an online survey conducted between October 8th to 10th, 2019. This is the third release of results from this survey, with full vote numbers released earlier.

This online survey of 2,394 adult Canadians was conducted using INNOVATIVE's Canada 20/20 national research panel with additional respondents from Lucid, a leading provider of online sample. The results are weighted to n=2,200 based on Census data from Statistics Canada.

Respondents from the Canada 20/20 Panel and 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 559 panelists started but did not finish the survey and another 220 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	276	11.5%	306	13.9%
Males 35-54	368	15.4%	369	16.8%
Males 55+	432	18.0%	398	18.1%
Females 18-34	360	15.0%	299	13.6%
Females 35-54	441	18.4%	380	17.3%
Females 55+	517	21.6%	449	20.4%
BC	403	16.8%	299	13.6%
Alberta	237	9.9%	251	11.4%
Prairies	161	6.7%	147	6.7%
Ontario	913	38.1%	840	38.2%
Quebec	517	21.6%	513	23.3%
Atlantic	163	6.8%	149	6.8%

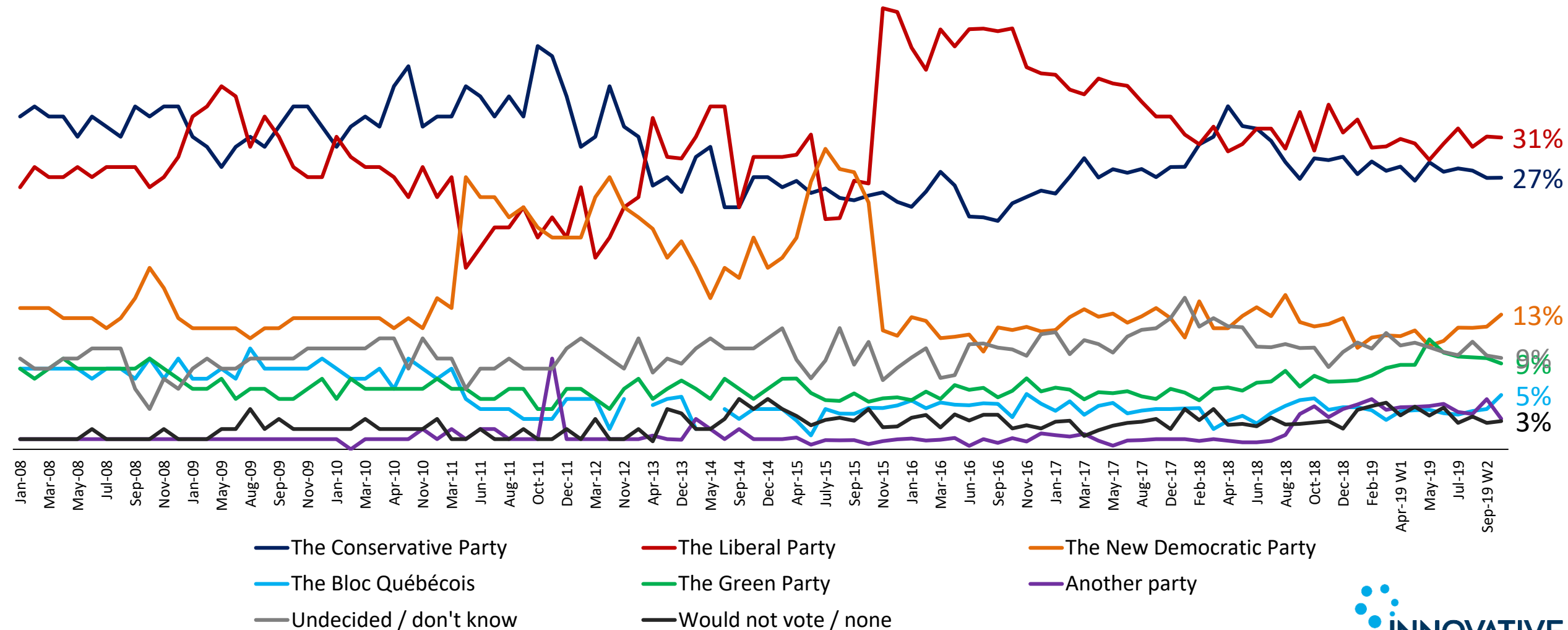
Vote Tracking

Combined Federal Vote: Liberals (31%) and Conservatives (27%) steady since early September



If a federal election were held today, which party would you vote for? In that case, which party do you lean toward slightly? [VOTE + LEAN]

[asked of all respondents; n=2,200]



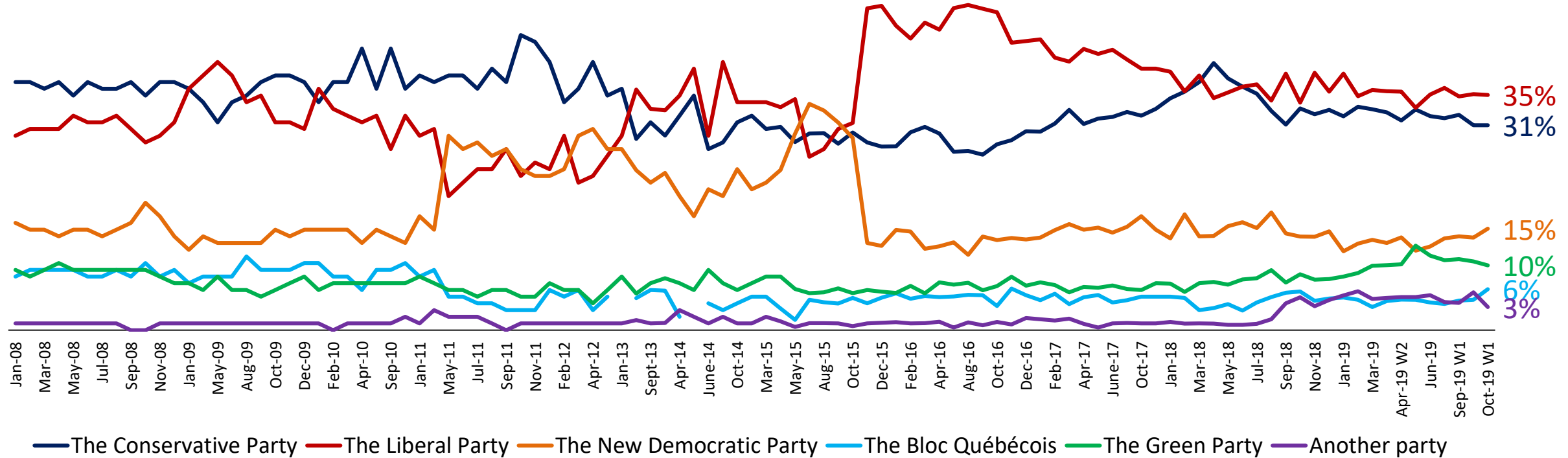
Note: People's Party of Canada has been added since September 2018, included in 'Another party'.

Decided Federal Vote: The Liberals are steady since early September, maintain a four point lead over the Conservatives



If a federal election were held today, which party would you vote for? In that case, which party do you lean toward slightly? [DECIDED VOTE]

[showing only decided voters; n=1,939]



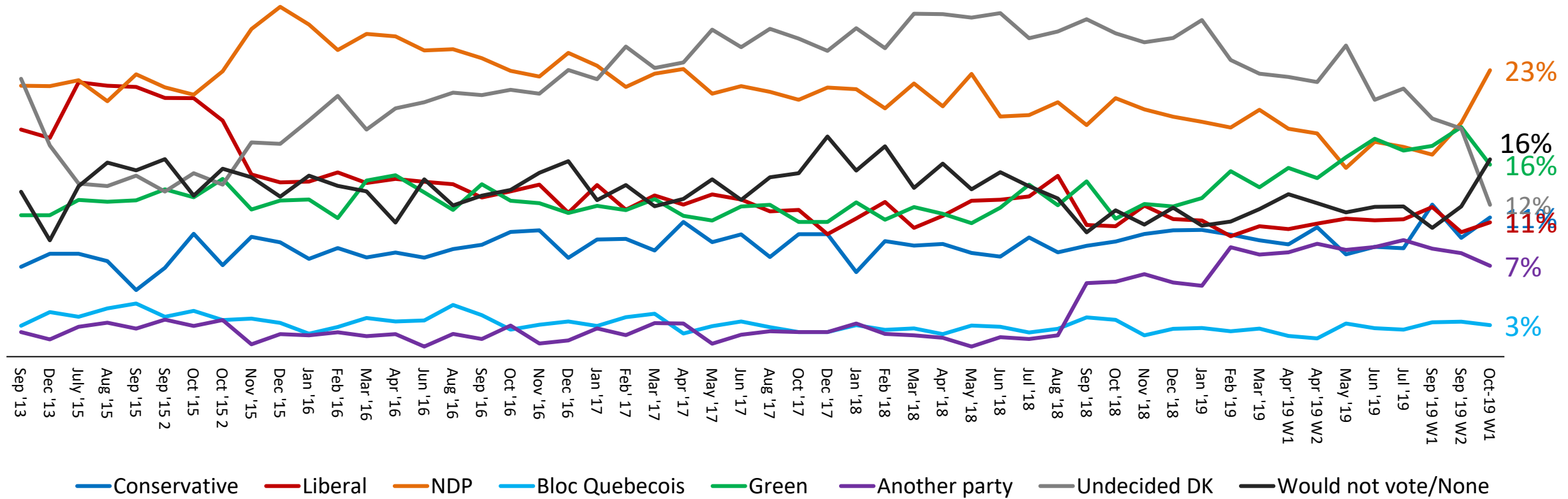
Note: People's Party of Canada has been added since September 2018, included in 'Another party'.

Second Choice: NDP gains to 23% for second choice, Greens drop to 16%; Undecided down seven points to 12%



And which party would be your second choice?

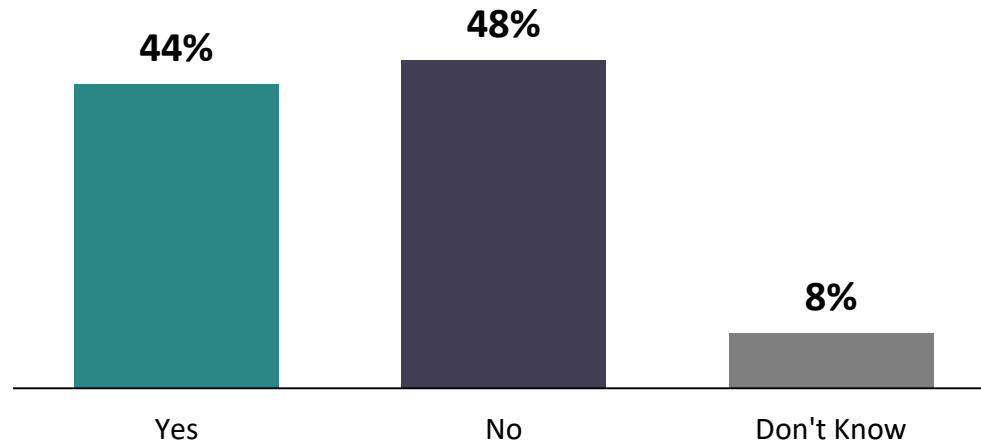
[asked only of respondents who had a first choice, n=1,939]



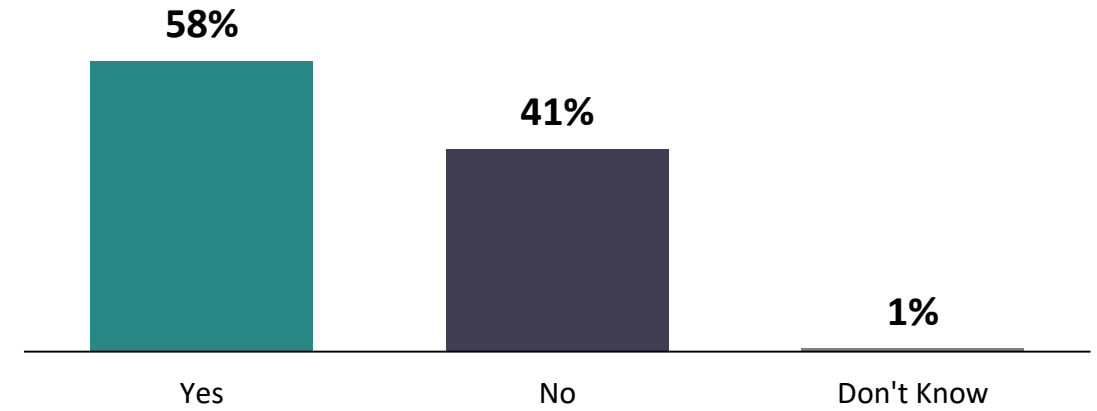
English Leader Debate

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

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=1,500]

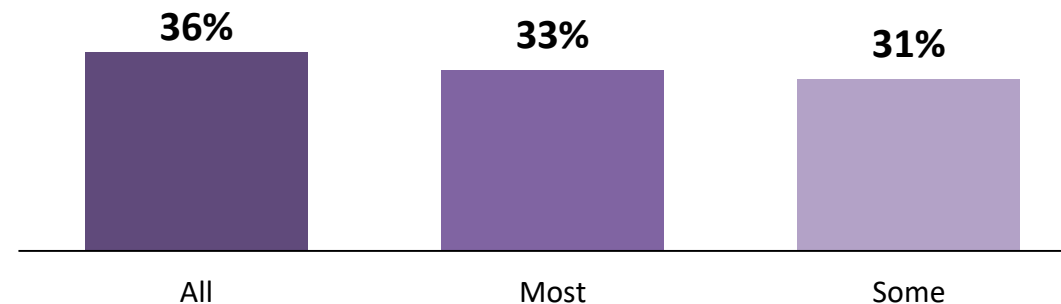


Q Did you happen to watch the leaders' debate yourself?
[Only of those who RSH about it; n=664]



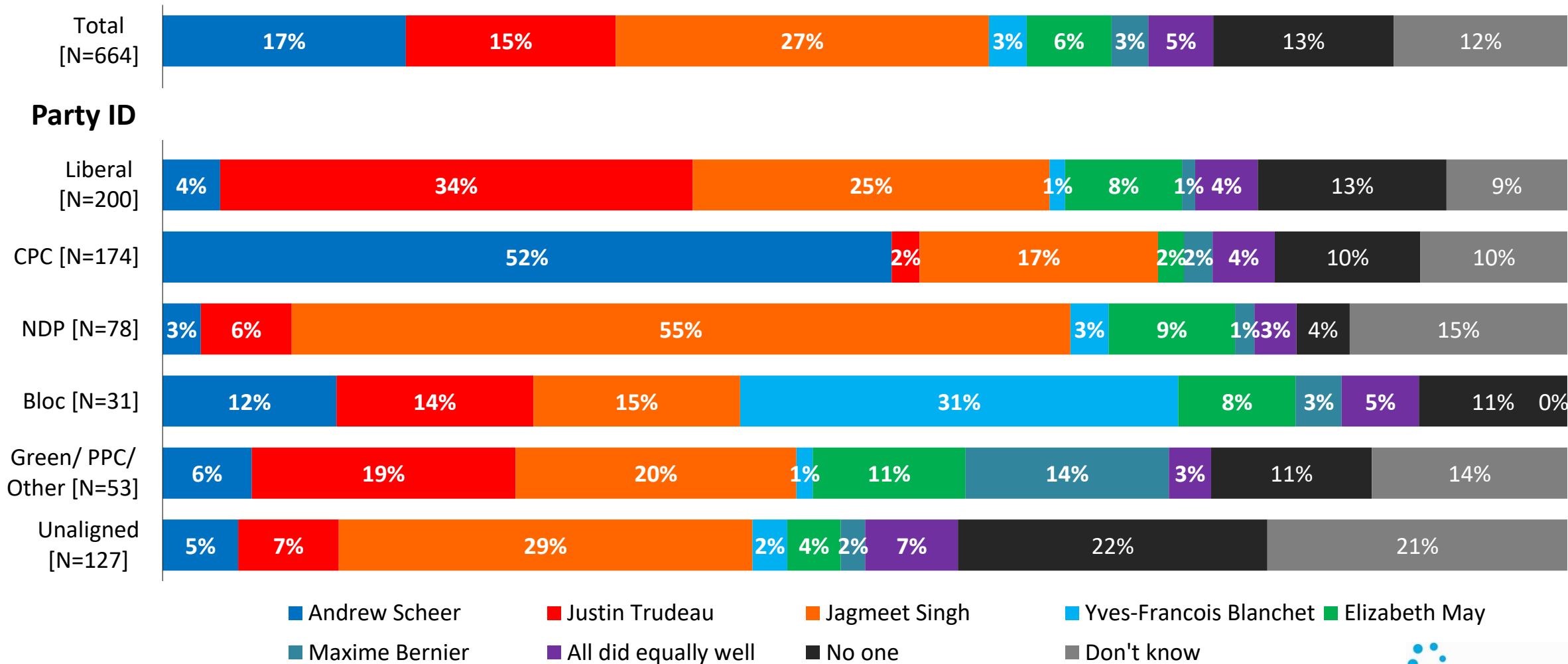
Q Did you watch all of the debate or just some of it?*

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



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]



Note: Showing partial results (n=1,500) from interviews completed before October 9th.

TVA Leader Debate

Methodology



These are the full results of an online survey conducted between October 3rd and October 7th, 2019. Partial results of the same survey were published earlier.

This online survey of 2,835 adult Canadians was conducted using Dynata, a leading provider of online samples. The results are weighted to n=2,300 based on Census data from Statistics Canada.

Respondents from the Dynata panel 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.

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.

Tracking: Tracking results are shown from two earlier surveys. Wave 1 was conducted between August 30th and September 6th (weighted n=2,500). Wave 2 was conducted between September 17th and 25th (weighted n=2,300). Results from the most recent study are presented as Wave 3.

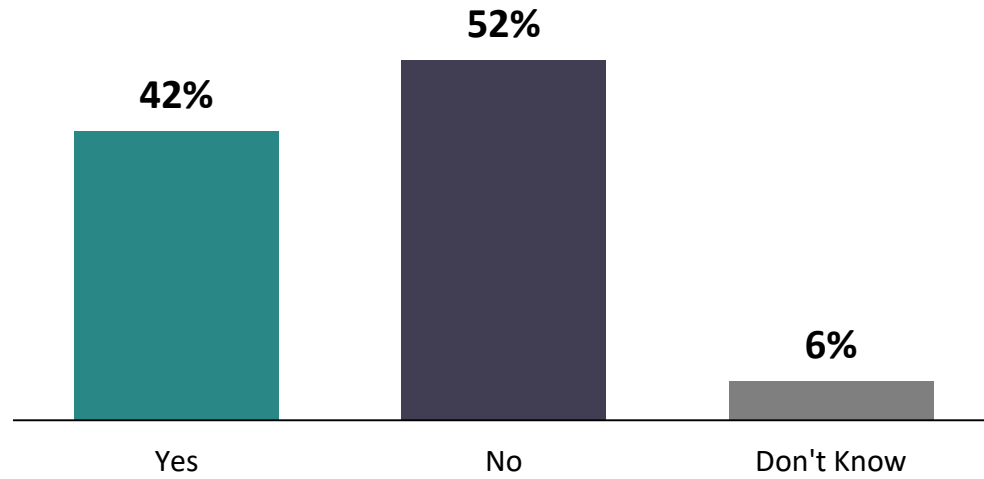
	Unweighted (n)	Unweighted (%)	Weighted (n)	Weighted (%)
Males 18-34	230	8.1%	316	13.8%
Males 35-54	478	16.9%	384	16.7%
Males 55+	546	19.3%	416	18.1%
Females 18-34	397	14.0%	313	13.6%
Females 35-54	533	18.8%	399	17.4%
Females 55+	645	22.8%	469	20.4%
BC	343	12.1%	315	13.7%
Alberta	285	10.1%	261	11.4%
Prairies	180	6.3%	153	6.7%
Ontario	861	30.4%	878	38.2%
Quebec	978	34.5%	537	23.4%
Atlantic	188	6.6%	156	6.8%

Debate Attention: Over 4-in-10 (42%) have heard about the debate; among those who did, a third (33%) say they watched it

Q

Have you read, seen, or heard anything about the French language federal leader's debate on TVA that was held on Wednesday, October 2nd?

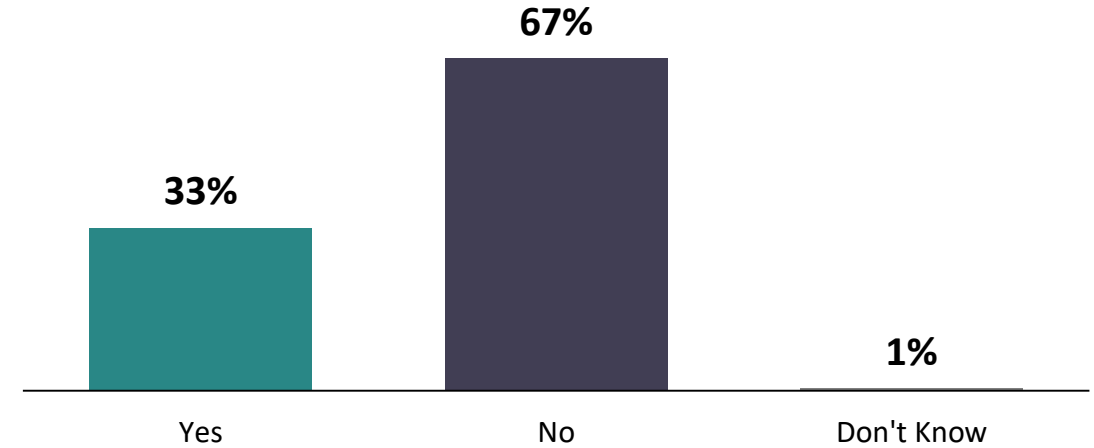
[Asked of all respondents, n=2,300]



Q

Did you happen to watch the leaders' debate yourself?

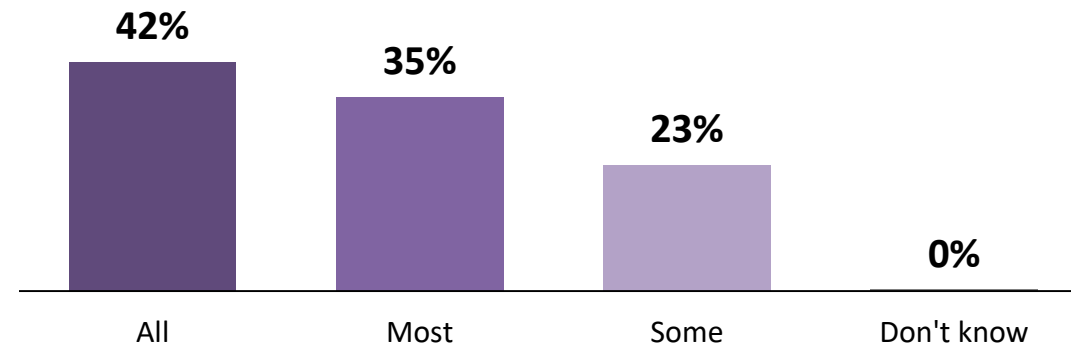
[Only of those who RSH about it; n=966]



Q

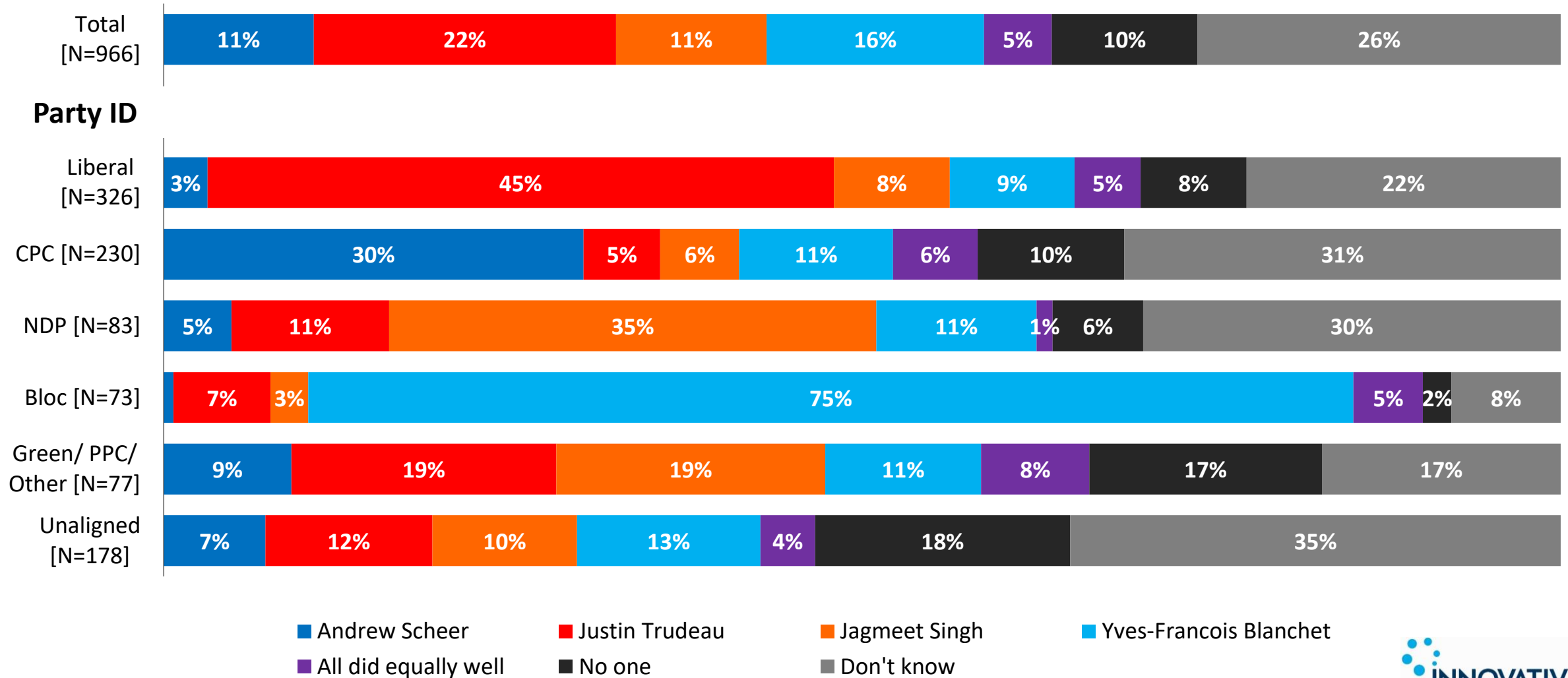
Did you watch all of the debate or just some of it?

[Only of those who watched debate; n=316]



Debate Performance by Party ID: 22% say that Justin Trudeau performed best at the debate, followed closely by 16% saying Blanchet

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=966]



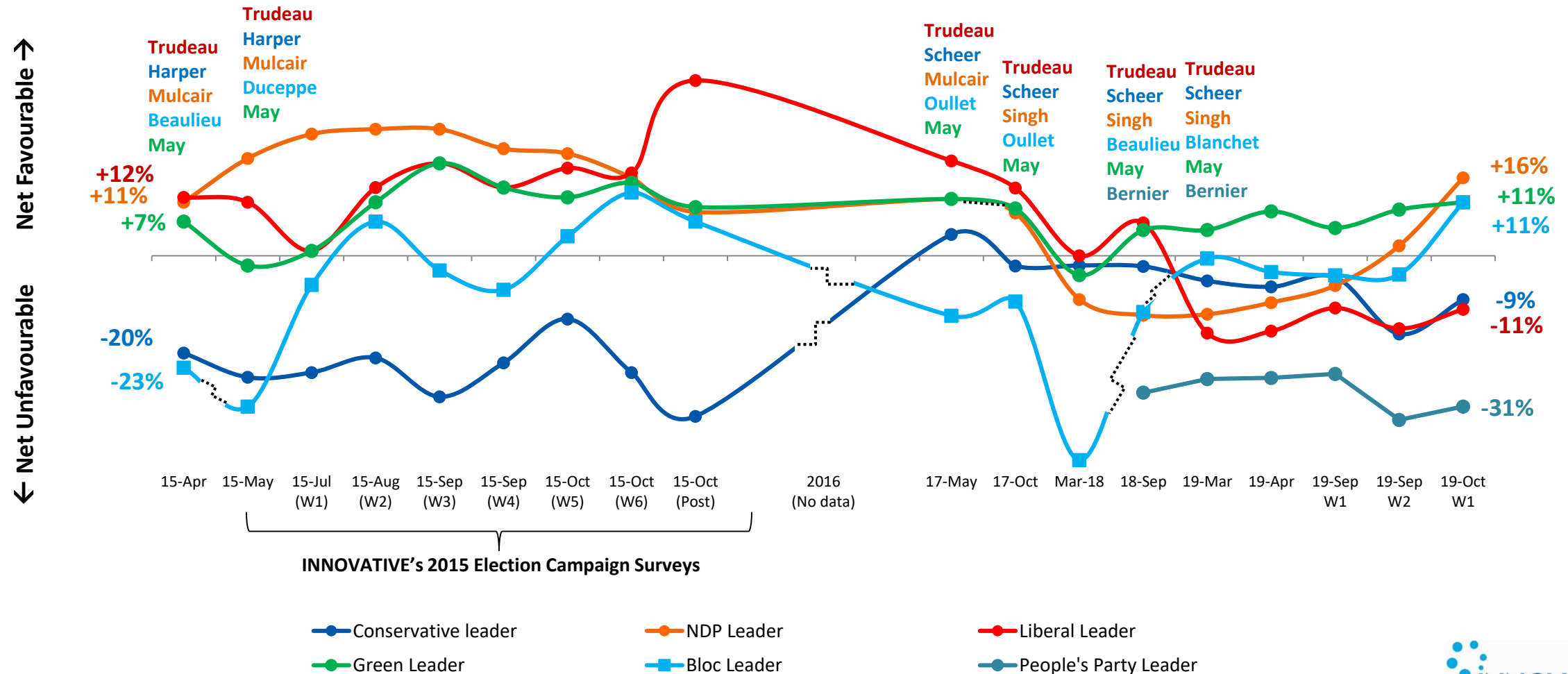
Leadership

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]



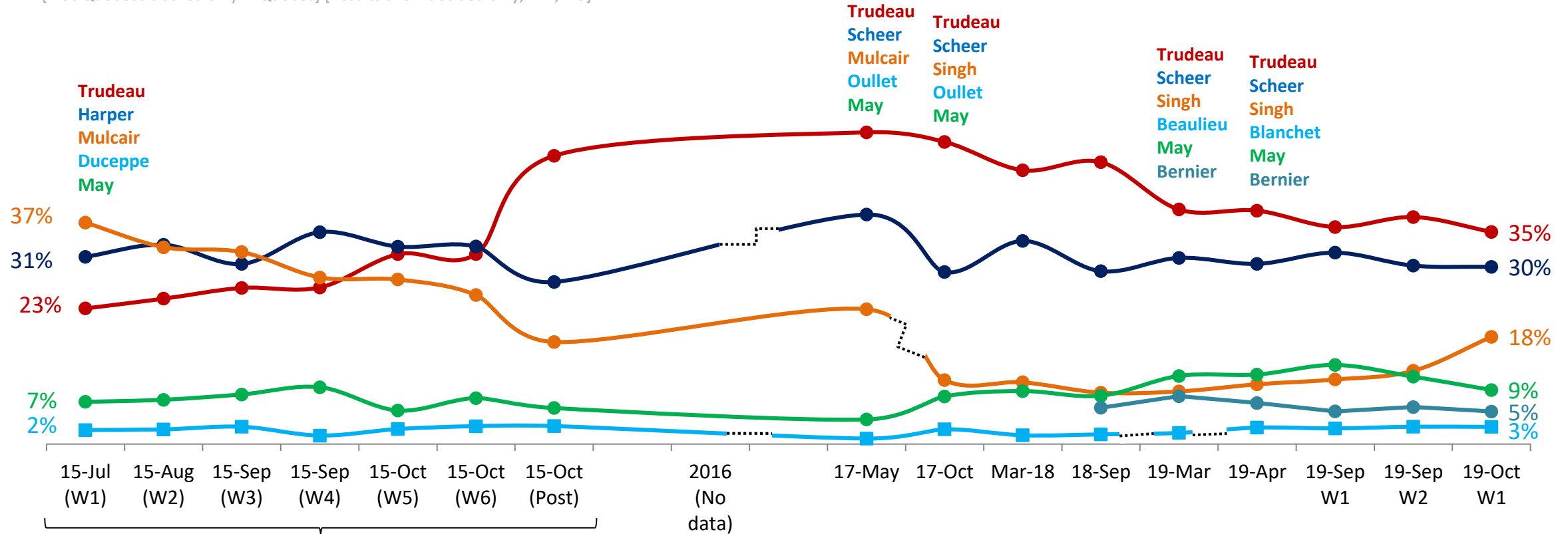
Note: BQ leaders asked in Quebec only.

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.

Key Riding Clusters

Online Sample Methodology: October 2019

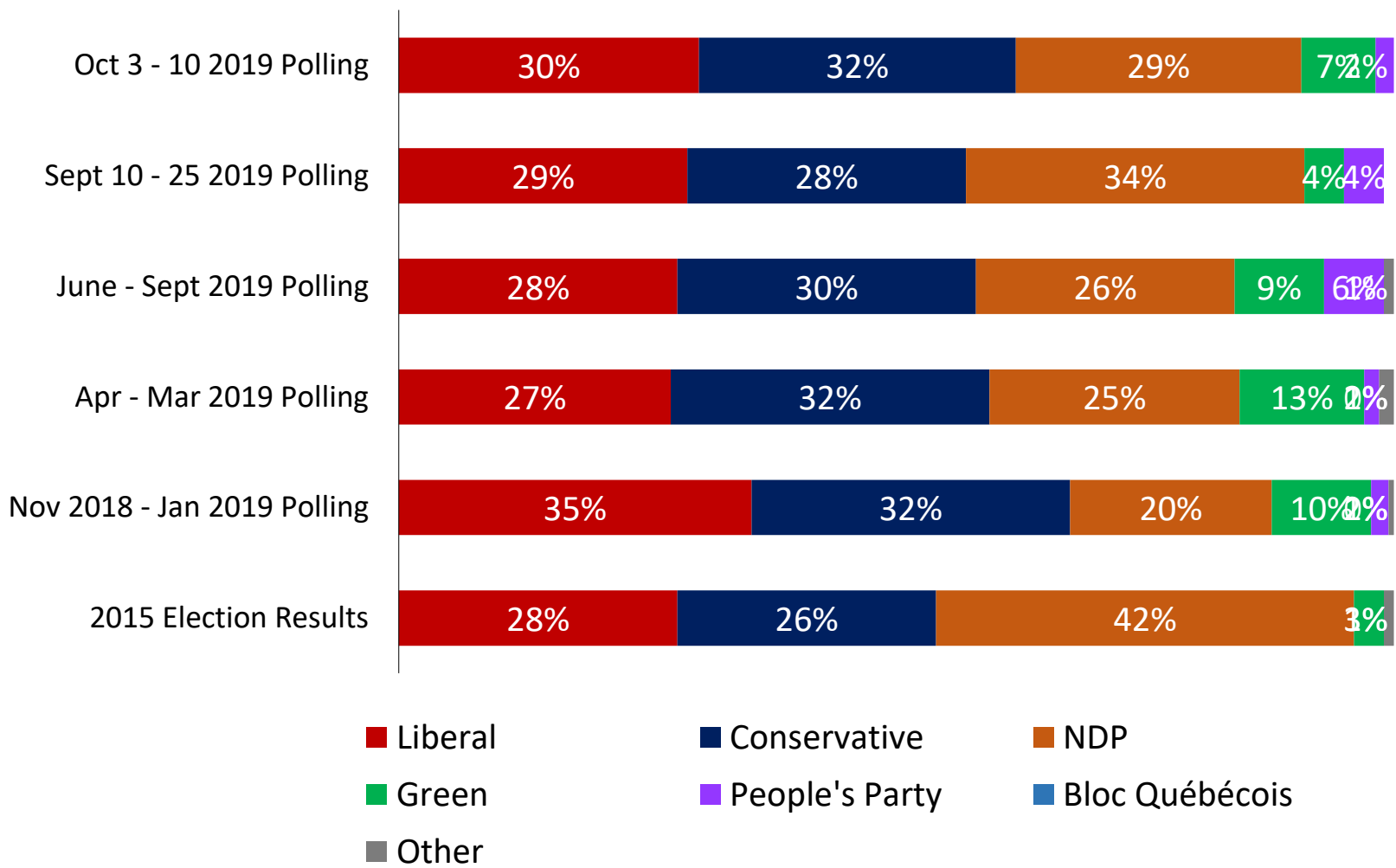


- This report combines the results of two online surveys conducted in October 2019.
- In total, the dataset contains a representative sample of n=5,229 Canadians, 18 years or older. Online samples for the Tracking survey of the surveys were provided by Lucid, while the Ad Testing survey sample was provided by Dynata, both leading providers of online samples. The dates and sample sizes for each survey were:
 - *Tracking Survey:* Conducted from October 8th to October 10th, 2019 with an unweighted sample size of 2,394 (weighted to 2,200)
 - *Ad-Testing Survey Wave 3:* Conducted from October 3rd to October 7th, 2019 with an unweighted sample size of 2,835 (weighted to 2,300)
- The combined sample is weighted to n=4,500 by age, gender and provincial sub-regions using the latest Statistics Canada Census data. Results are weighted to ensure that the overall sample's composition reflects that of the actual population to provide results that are intended to approximate a probability sample.
- Respondents were grouped together into their federal electoral districts based on their postal code. A weighted total of 541 respondents could not be grouped into a federal electoral district because they did not provide a postal code or their postal code matched multiple districts.
- 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.
- 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.

NDP Strong/Swing Rest of Canada: These seats are a three-way race, no improvement after the debate



Decided Vote



The strongest NDP seats outside of Quebec grouped with some in which they were competitive against the Conservatives.

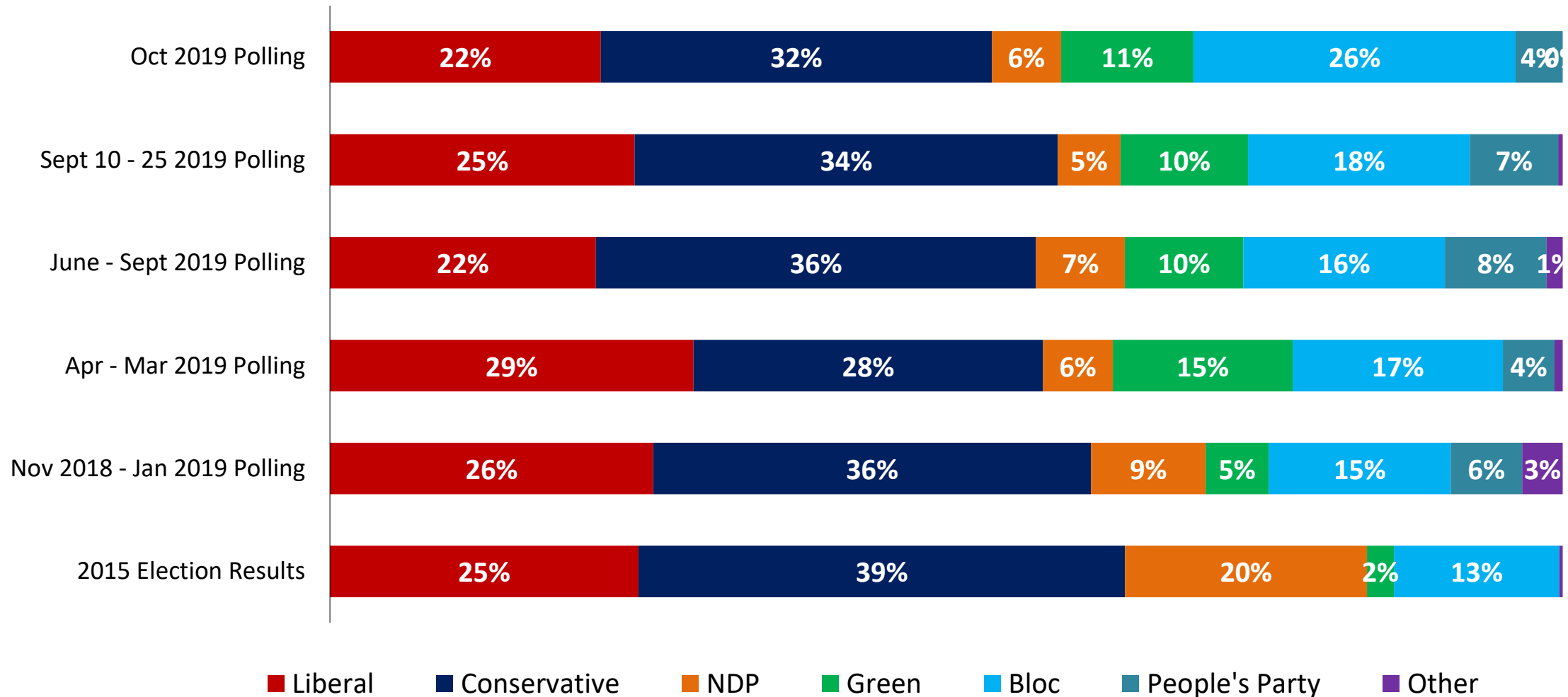
Party	Seats Won 2015	Seats Won 2011*
Liberal	0	0
CPC	0	2
NDP	16	14

*2011 results were transposed from previous riding boundaries to the 338 current federal electoral districts

Quebec City & Beauce Area: The Bloc Quebecois have doubled their vote share in the Quebec City Area, threatening CPC seats

Q

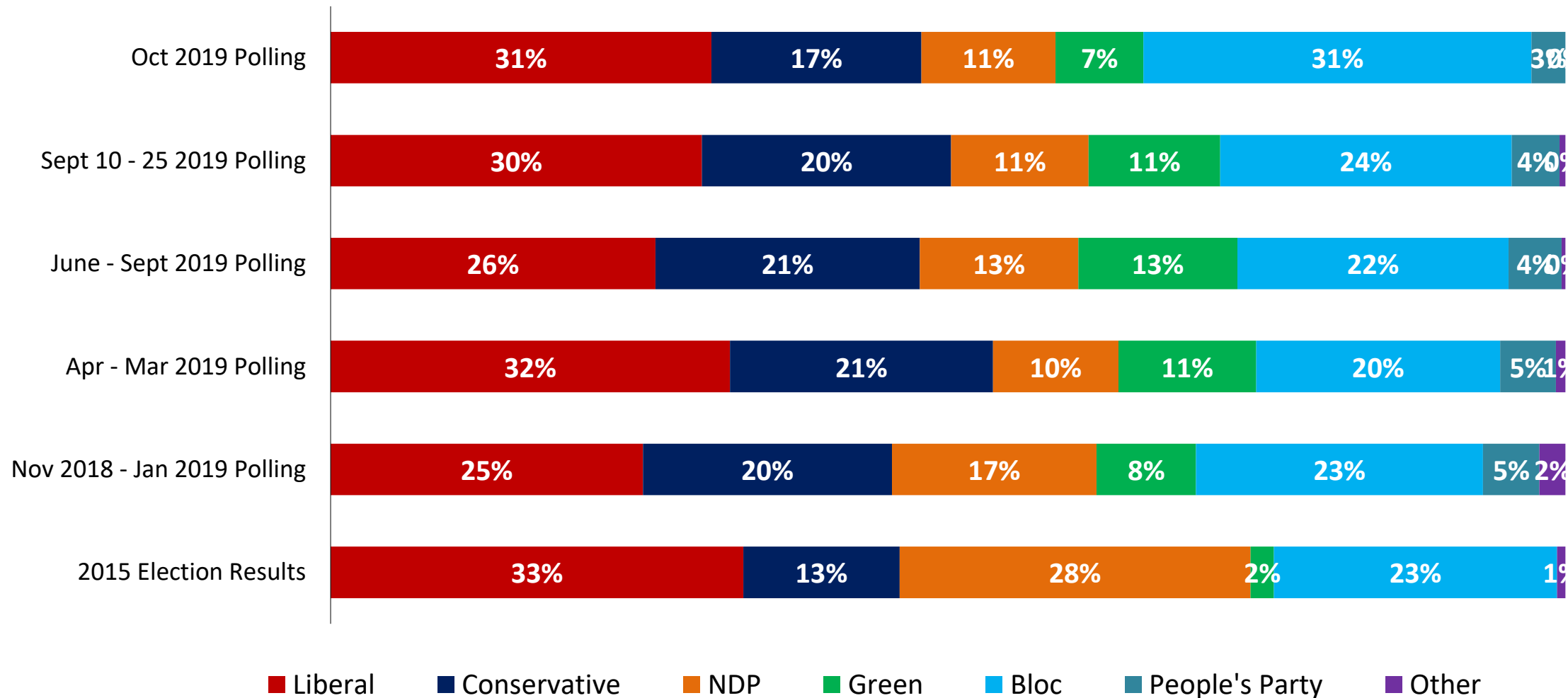
Decided Vote



Rural Francophone Quebec: The Bloc are up eight points in the last election; the Liberals have remained steady, now tied with the Bloc



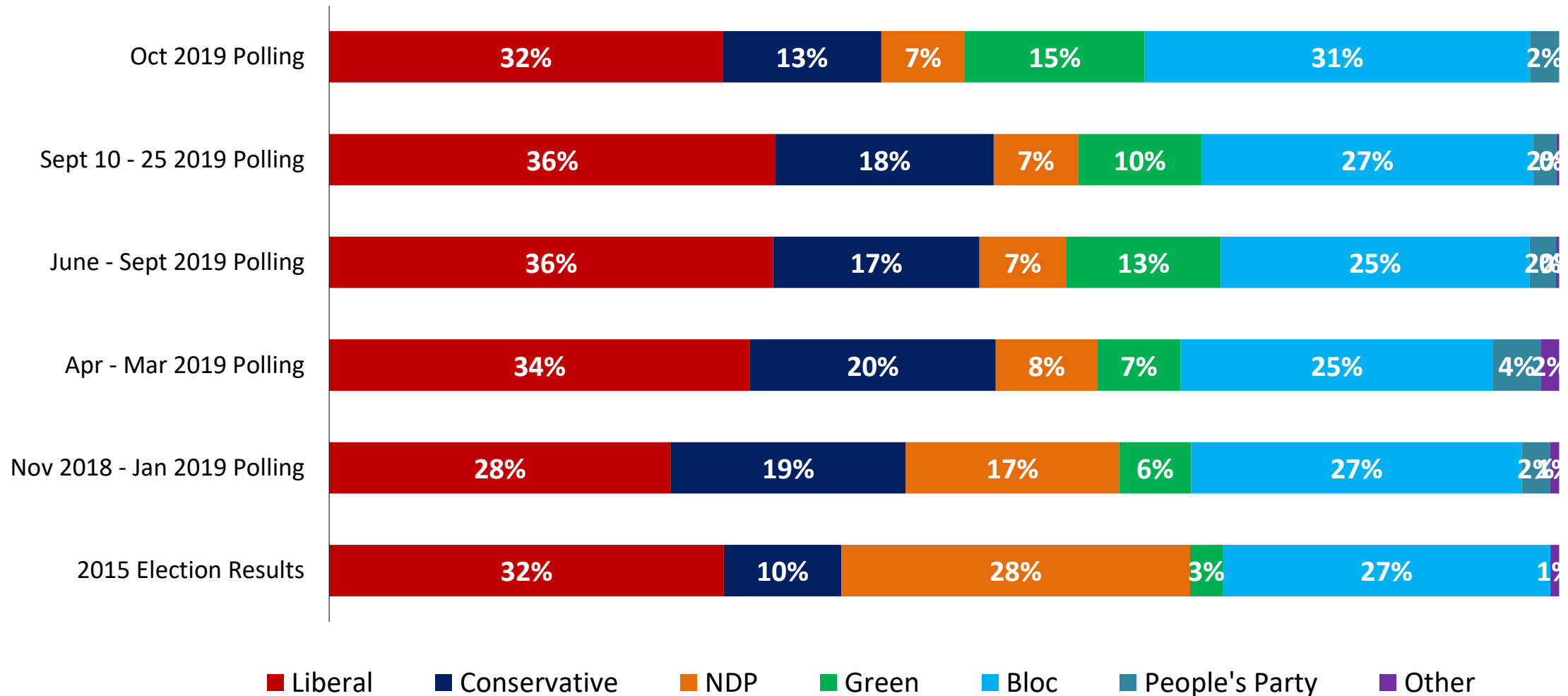
Decided Vote



Francophone Montreal/Suburbs: A small increase in Bloc support creates a statistical tie with the Liberals



Decided Vote

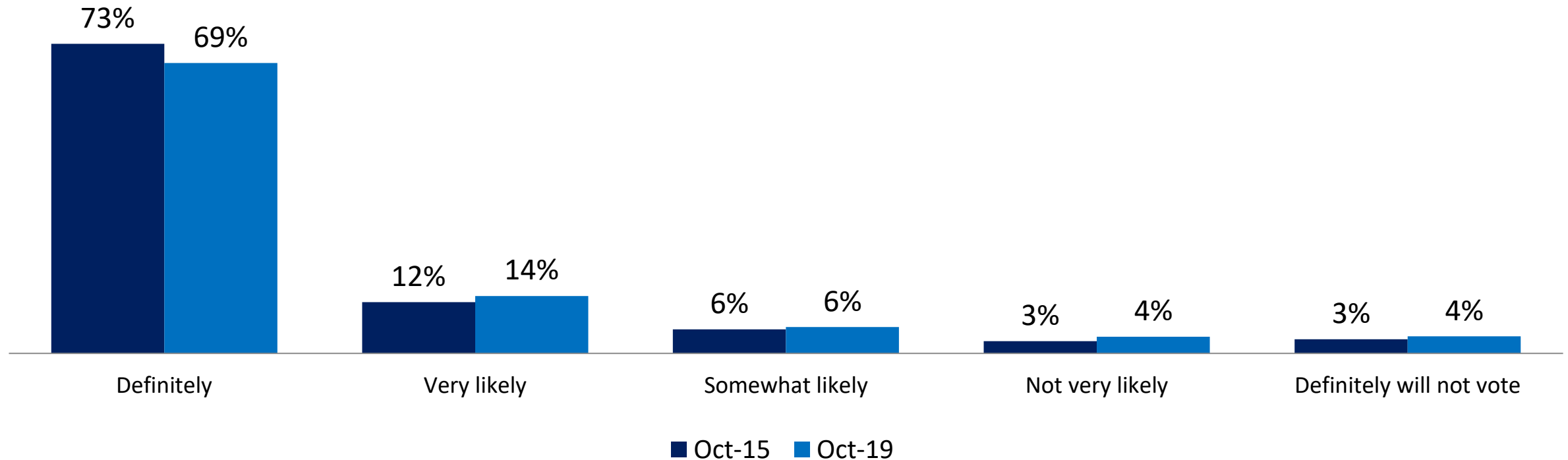


Turnout

Likelihood to Vote: Likelihood to vote is slightly down compared to October 2015, from 73% saying they would definitely vote to 69%



As you may have heard there is going to be a federal election on October 21st of this year. How likely are you to vote in the upcoming Canadian federal election? [asked of all respondents; n=2,200]

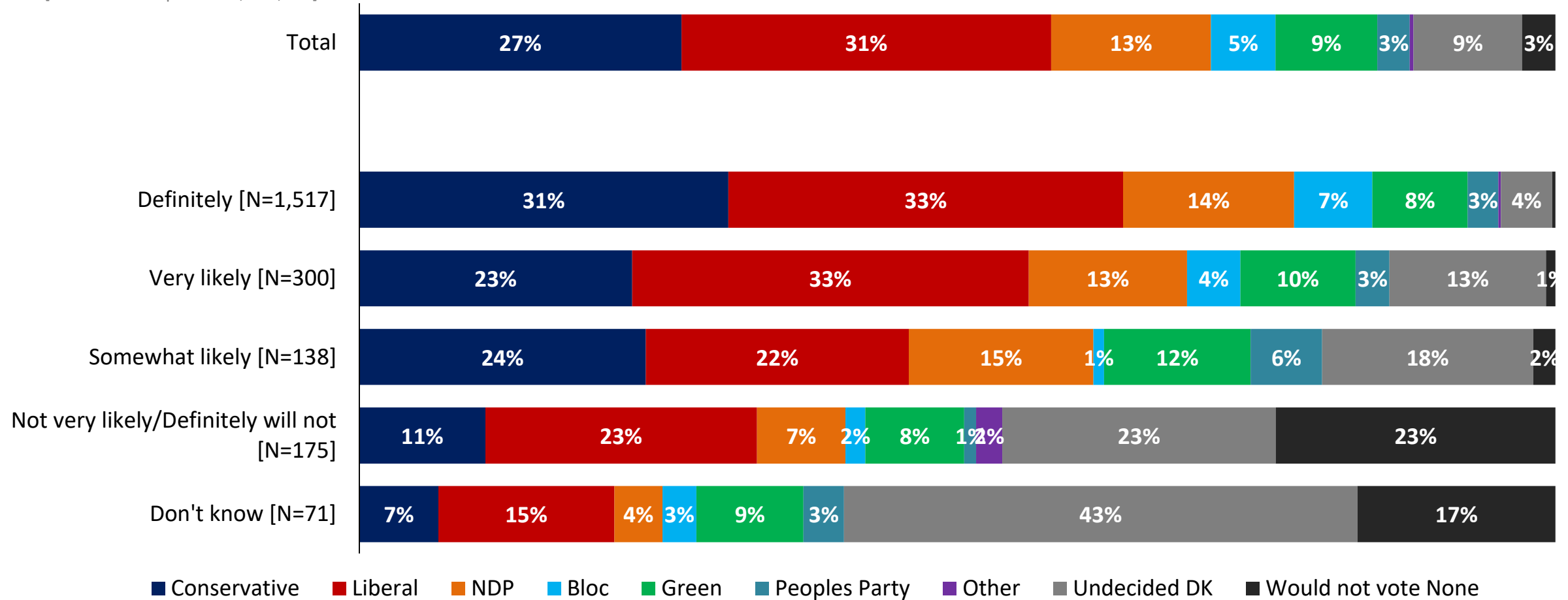


Combined Vote by Likelihood to Vote: CPC does better among people most likely to vote



Combined vote by: As you may have heard there is going to be a federal election on October 21st of this year. How likely are you to vote in the upcoming Canadian federal election?

[asked of all respondents; n=2,200]

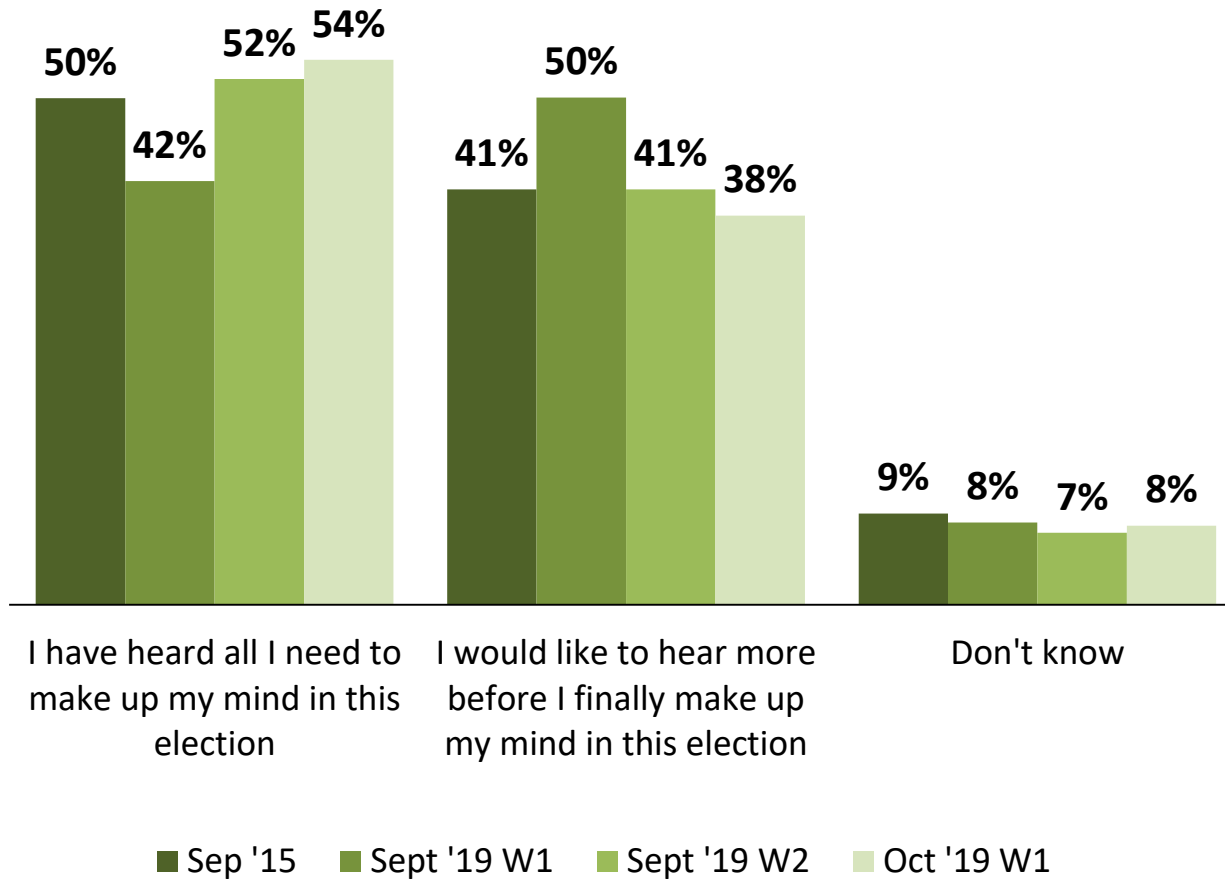


Events

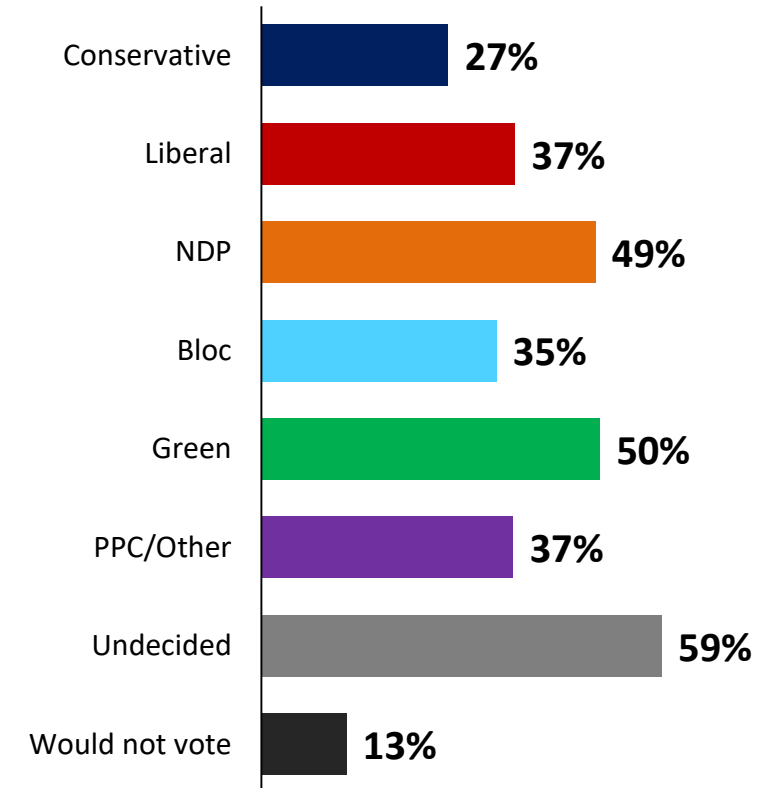
Made up Mind: A majority have now made up their minds in the federal election; 38% are still open to new information



Which statement is closest to your view about the upcoming federal election?



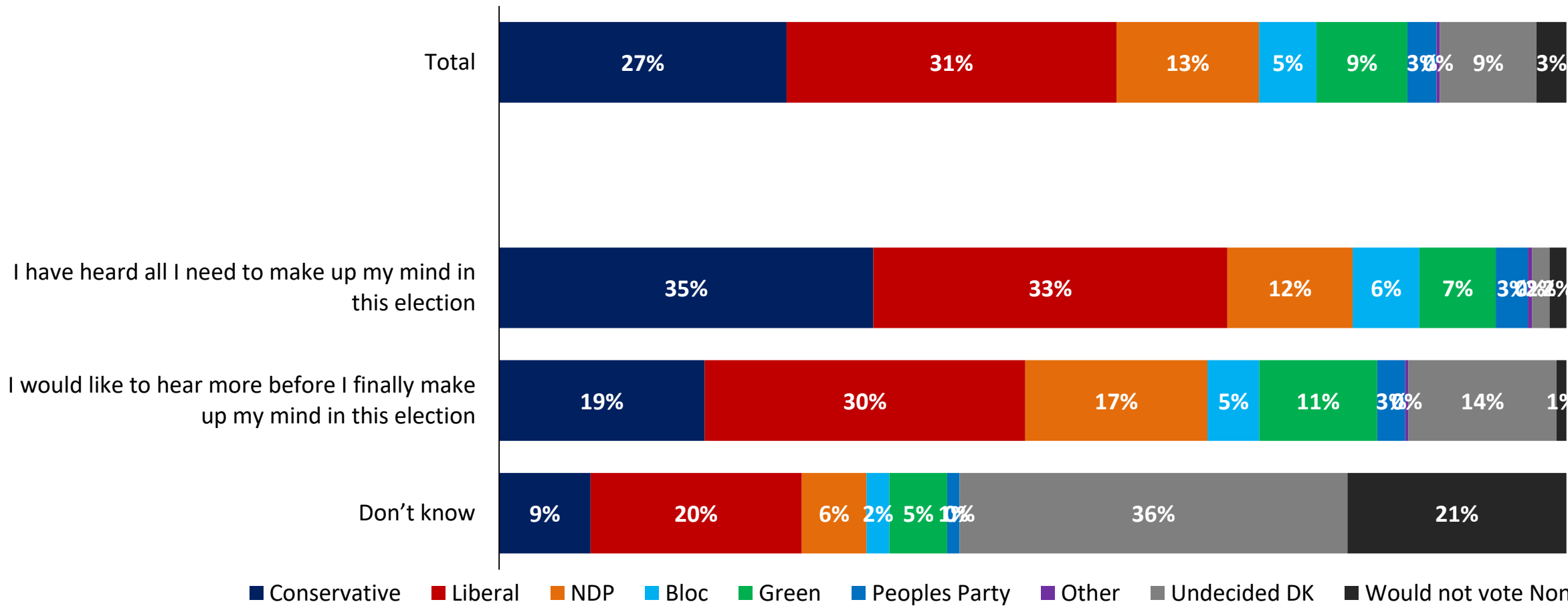
% Would like to hear more
By current combined vote choice



Combined Vote by Certainty: The CPC (35%) are slightly ahead of the Liberals (33%) among those who have made up their minds



Combined vote by: Which statement is closest to your view about the upcoming federal election?
[asked of all respondents; n=2,200]



Third Parties

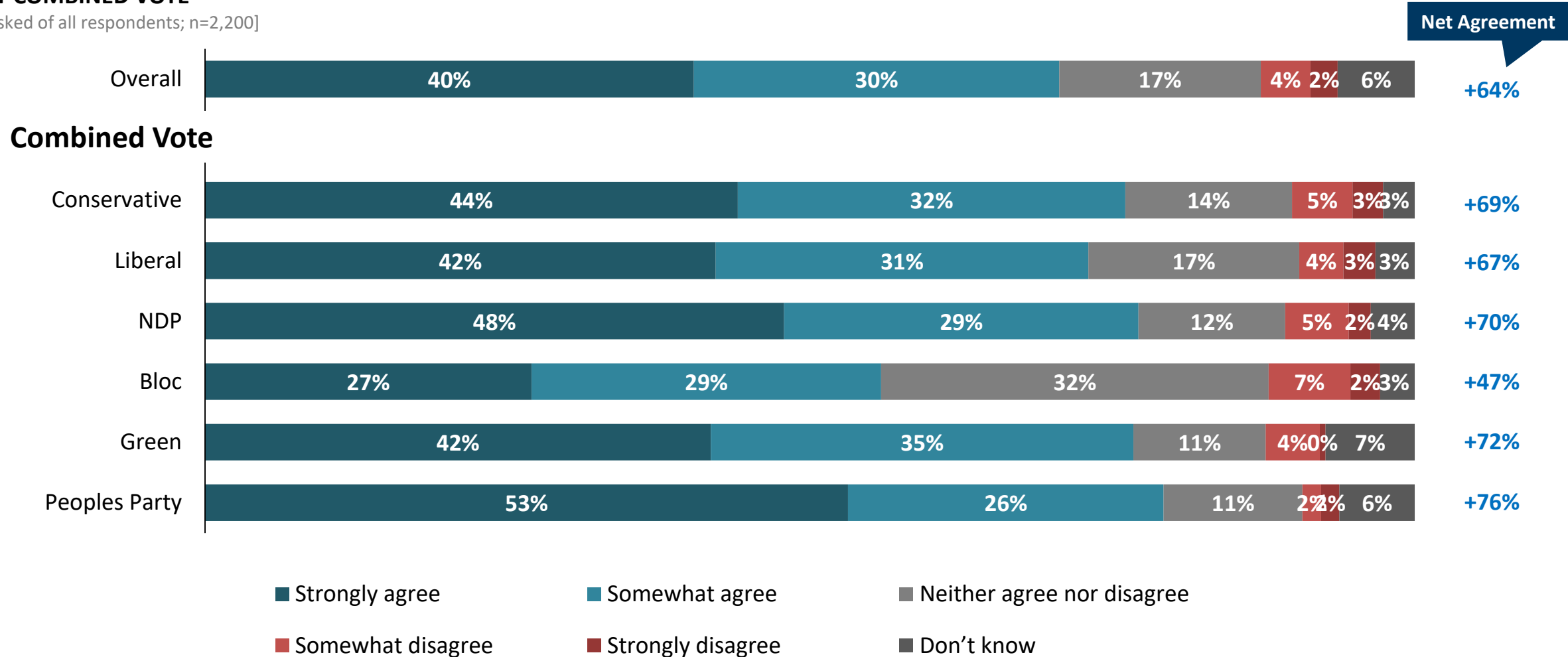
Wrong Government: A majority of NDP, Green, and PPC voters are concerned about what might happen if the wrong government is elected



Do you agree or disagree with the following statements? *I am very worried at what might happen to this country if the wrong government is elected.*

BY COMBINED VOTE

[asked of all respondents; n=2,200]



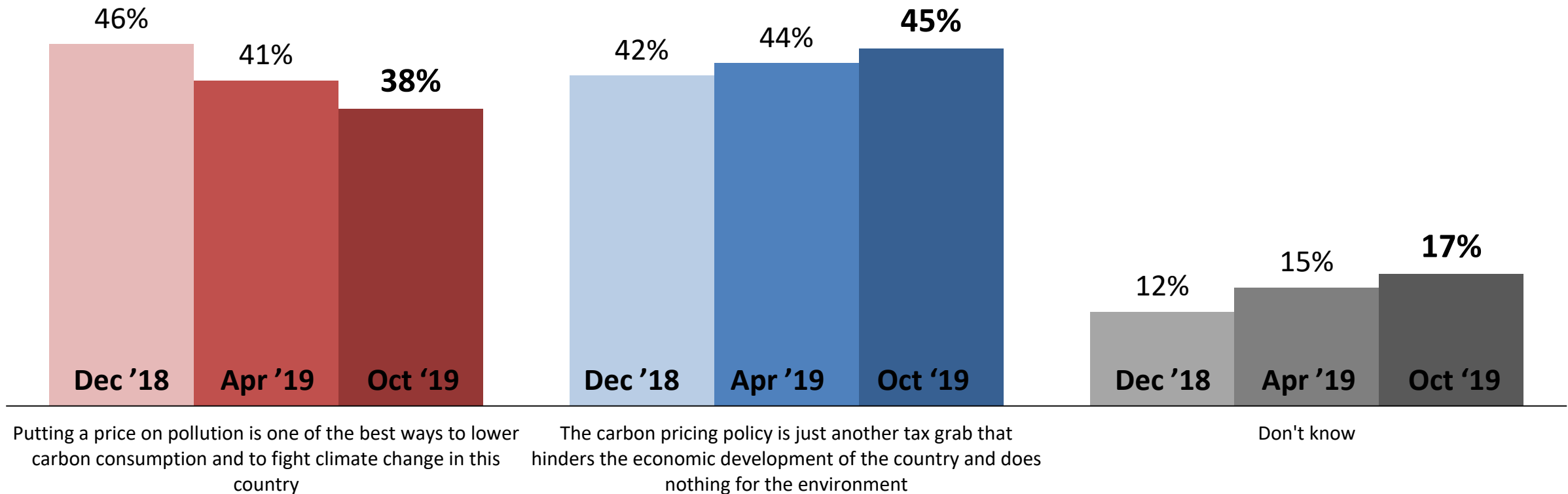
Ballot Questions

Perception of Carbon Pricing Policy: Canadians are less certain that putting a price on pollution is the best way to fight climate change

Q

Based on what you know about the federal government's carbon pricing policy, which of the following statements is closest to your point of view?

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



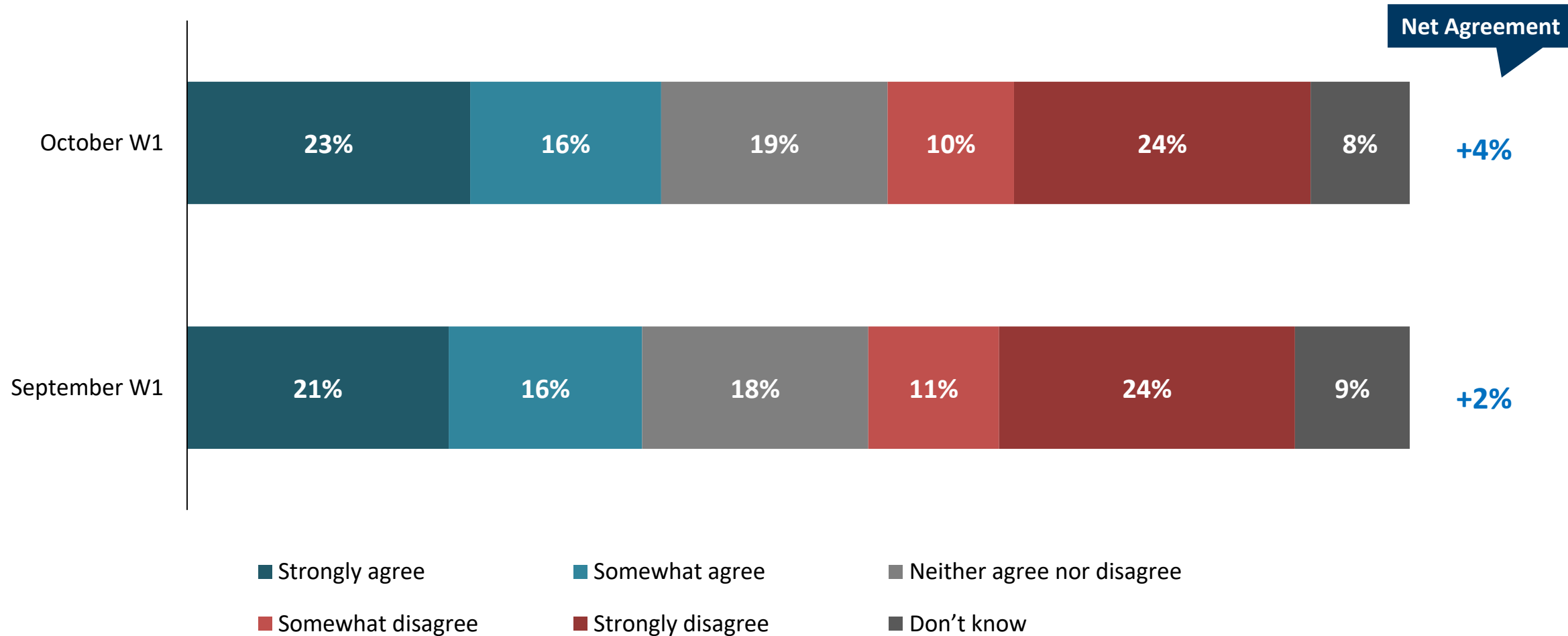
Note: Showing partial results (n=1,500) from interviews completed before October 9th.

Attitude Tracking: Voters are split on whether or not they most important thing in this election is to keep out the Conservatives



Do you agree or disagree with the following statements? *The most important thing in this election is to keep the Conservatives out of government*

[asked of all respondents; n=2,200]

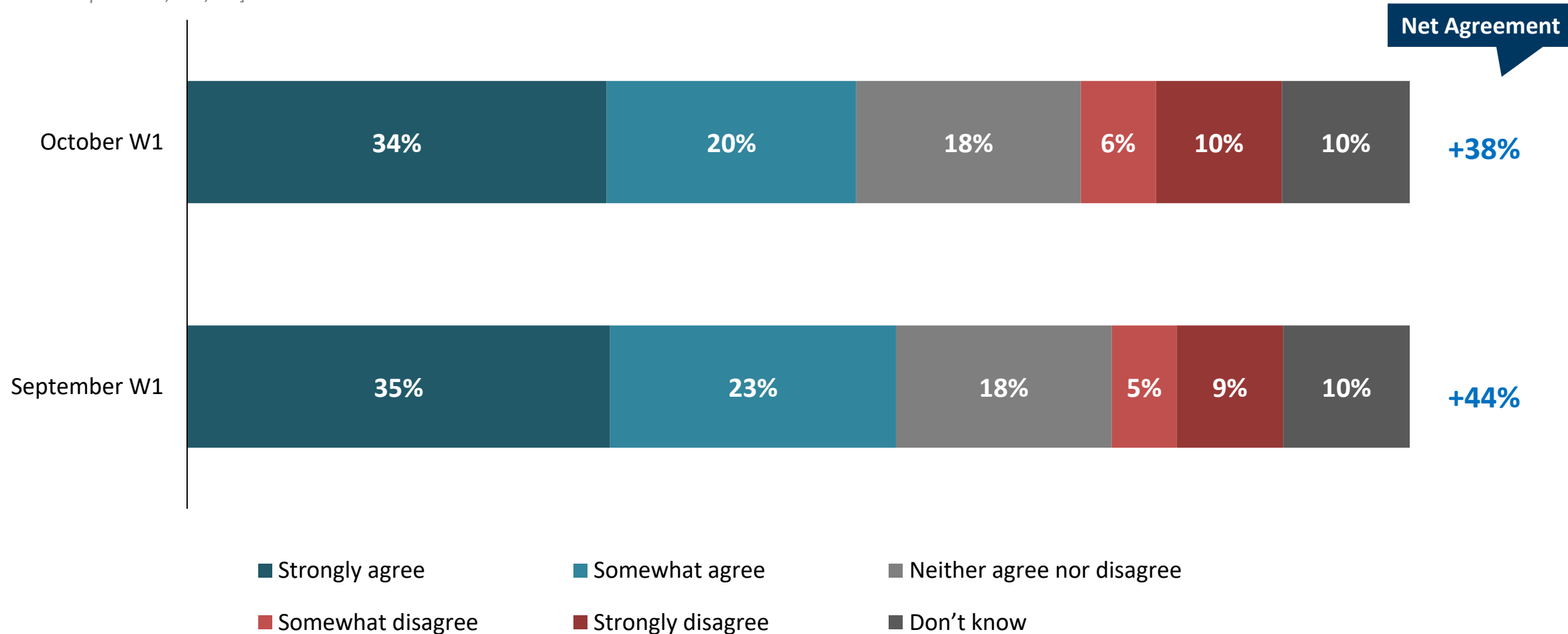


Attitude Tracking: Agreement that we need a federal government to stand up to politicians like Ford and Kenney is down directionally since September



Do you agree or disagree with the following statements? *We need a federal government that will stand up to the negative influence of provincial politicians like Doug Ford and Jason Kenny.*

[asked of all respondents; n=2,200]





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