

2019 Federal Election

ELECTION DAY POLL

OCTOBER 21, 2019

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GAME CHANGERS

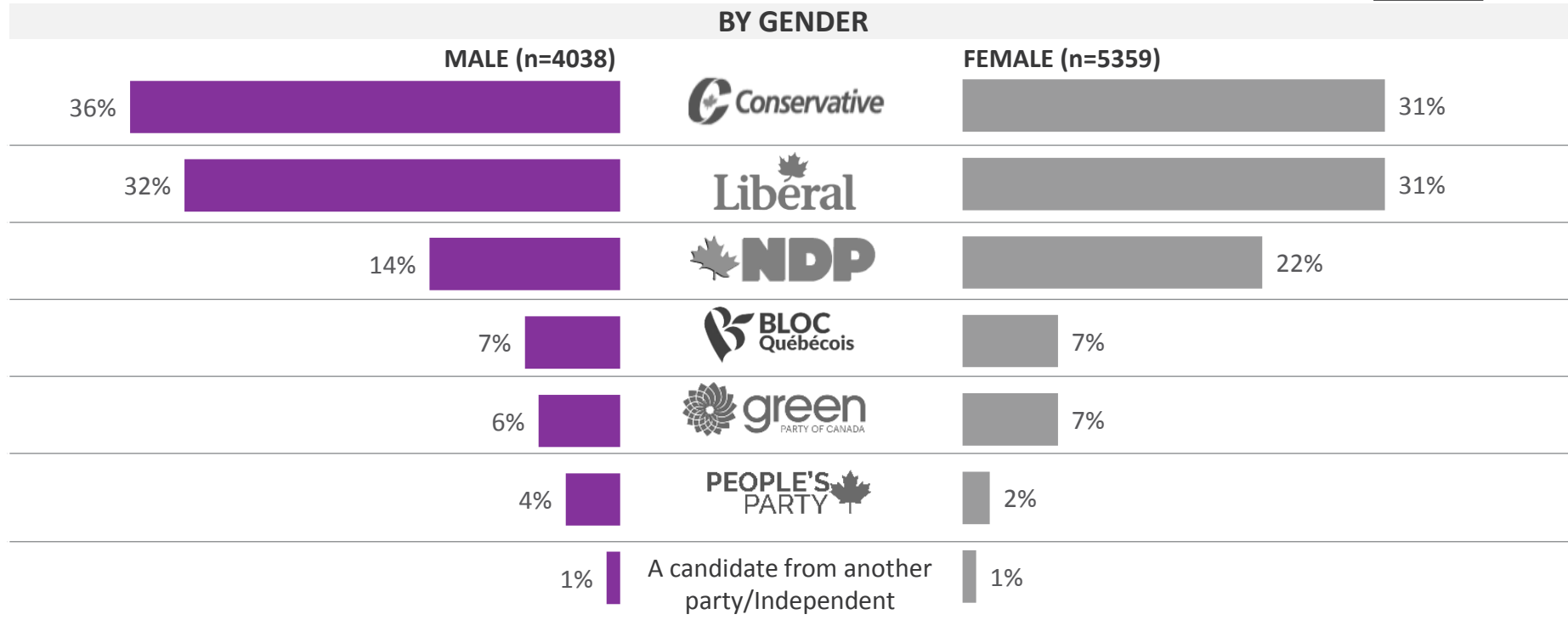


Methodology

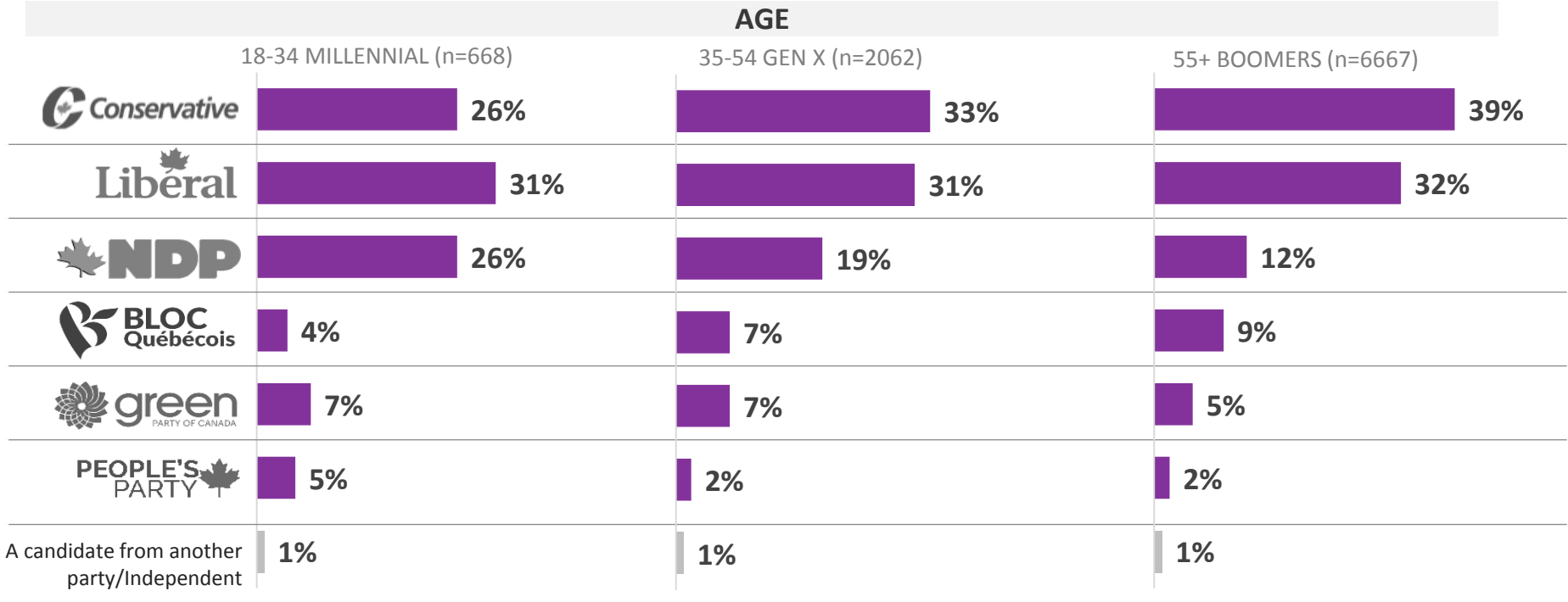


- These are some of the preliminary findings of an Ipsos poll conducted on October 21st, on behalf of Global News.
- A sample of n = 9437 was interviewed online, via the Ipsos I-Say panel with respondents earning a nominal incentive for their participation.
- Weighting was employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe.
- The precision of Ipsos polls which include non-probability sampling is measured using a credibility interval. In this case, the poll is accurate to within ± 1.2 percentage points, 19 times out of 20, had all Canadians been polled. The credibility interval will be wider among subsets of the population.
- All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error. Ipsos abides by the disclosure standards established by the CRIC, found here: <https://canadianresearchinsightscouncil.ca/standards/>

Vote Estimates by Gender



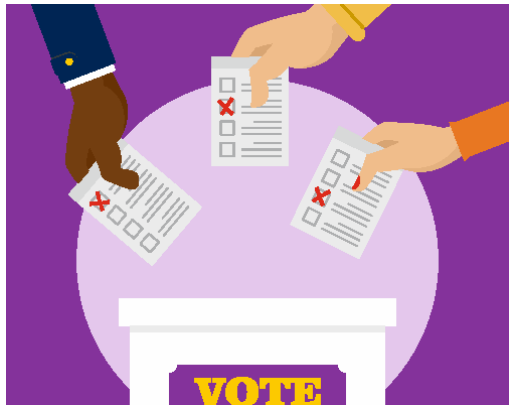
Vote Estimates by Age



Is this the first Federal Election you have ever voted in?



YES

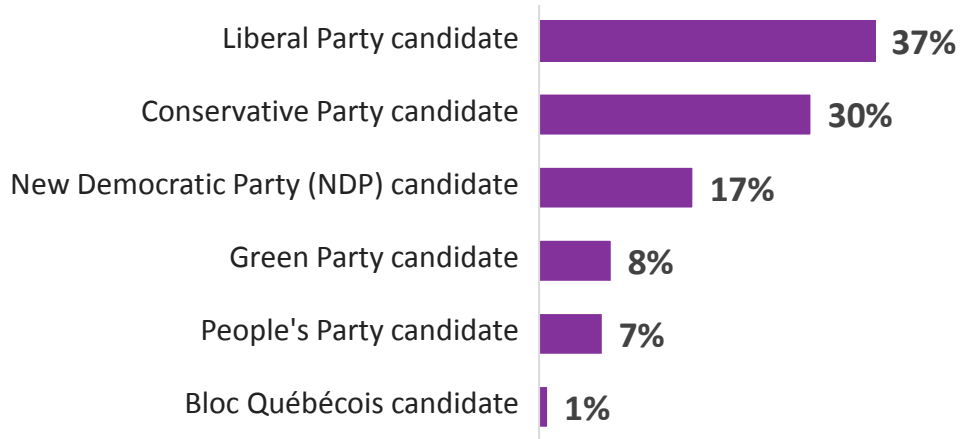


8%

First Time Voters' Preference



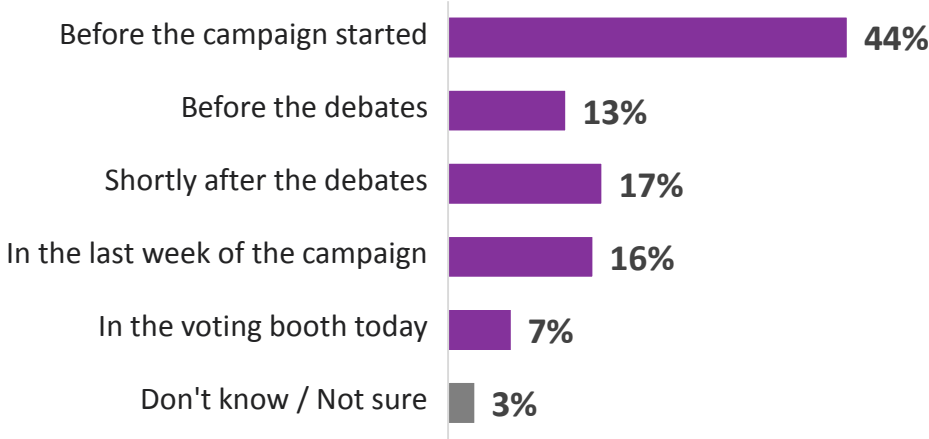
TOTAL FIRST-TIME VOTERS



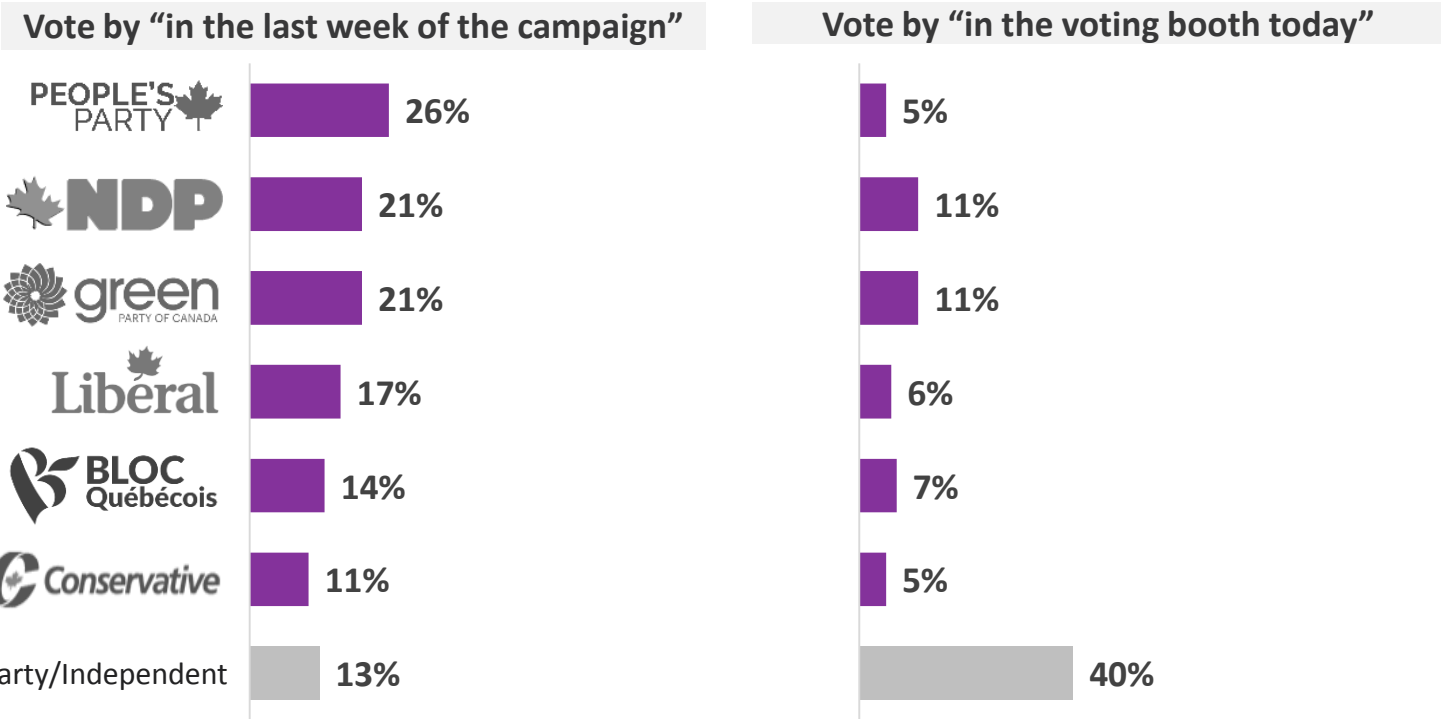
When did you decide who you were going to vote for today?



TOTAL



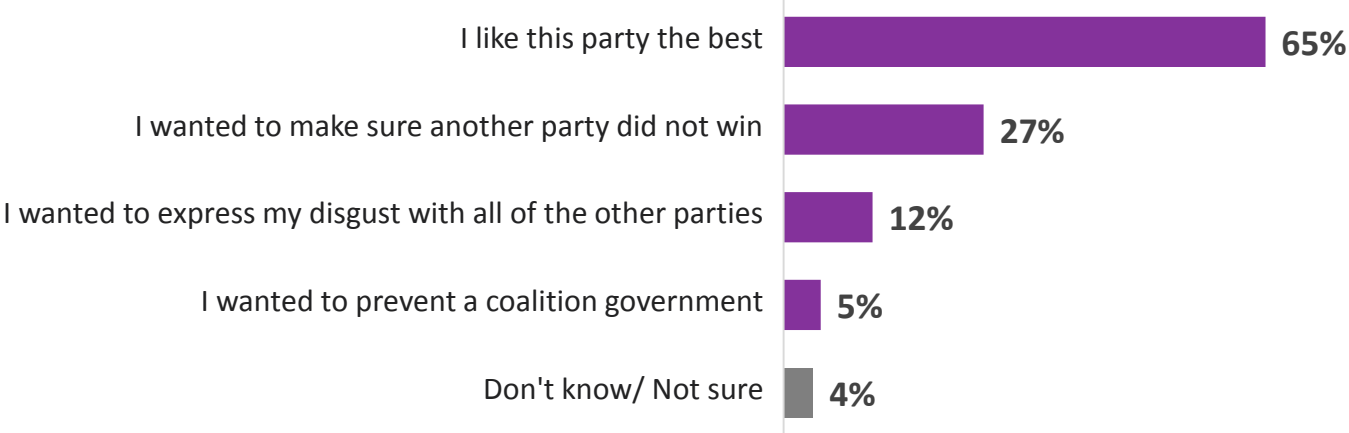
Vote among those decided in the last week of the campaign or in the voting booth today



What was your main reason or reasons for voting for this party today?



TOTAL

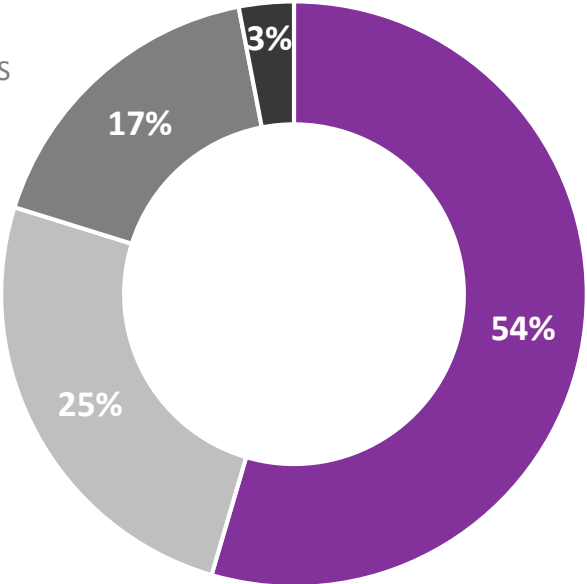


Would you say that your vote today was mostly for...



TOTAL

- MOSTLY FOR THE LOCAL CANDIDATE
- MOSTLY FOR THE PARTY LEADER
- MOSTLY FOR THE PARTY'S STAND ON THE ISSUES
- DON'T KNOW / NOT SURE



Which of the following best describes your thoughts:



When I voted I held my

When I voted I felt good about my vote

Liberal Party candidate	20%	80%
Conservative Party candidate	19%	81%
New Democratic Party (NDP) candidate	11%	89%
People's Party candidate	10%	90%
Green Party candidate	9%	91%
[QUEBEC ONLY] Bloc Québécois candidate	7%	93%
A candidate from another party/Independent	19%	81%

If you had to bet \$1,000.00 of your own money on which Party and leader will win this election nationally, who would you bet on?

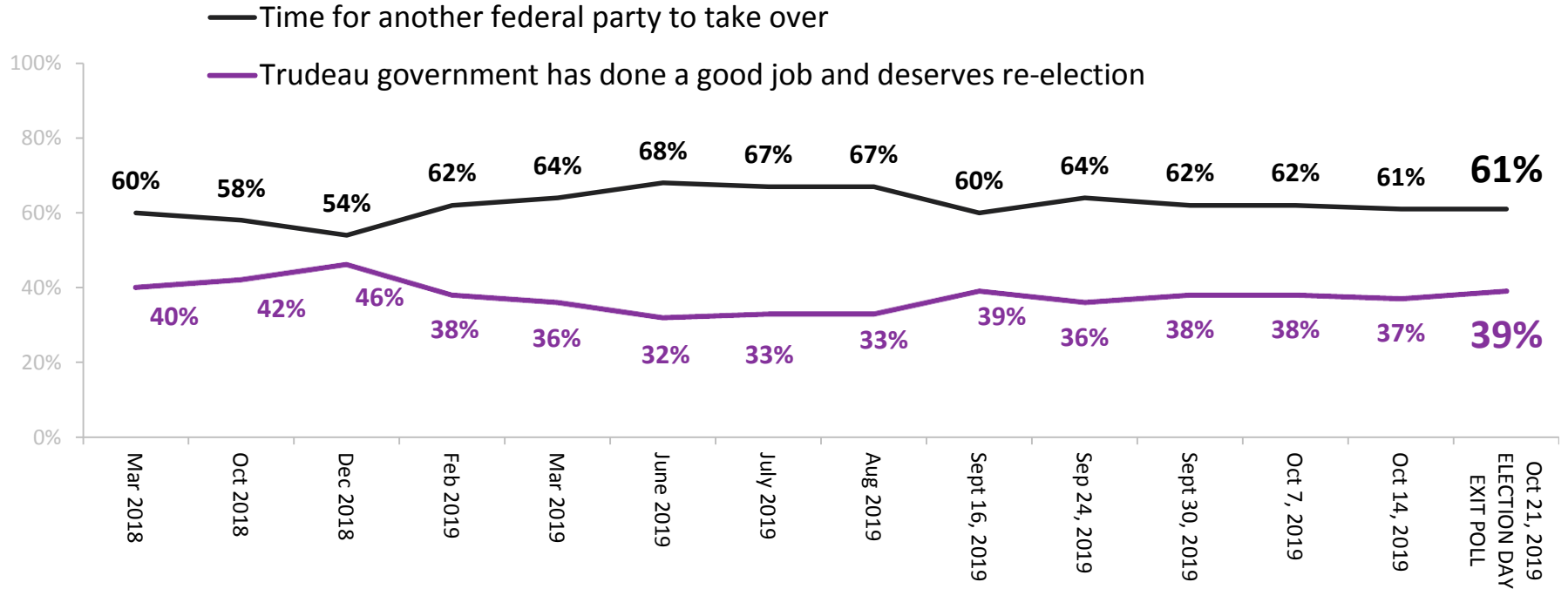
TOTAL



Justin Trudeau and the Liberal Party	45%
Andrew Scheer and the Conservative Party	30%
Jagmeet Singh and the New Democratic Party (NDP)	4%
Maxime Bernier and the Peoples Party	1%
Yves-François Blanchet and the Bloc Québécois	1%
Elizabeth May and the Green Party	0%
Don't know	19%

Does The Trudeau Government Deserve Re-election?

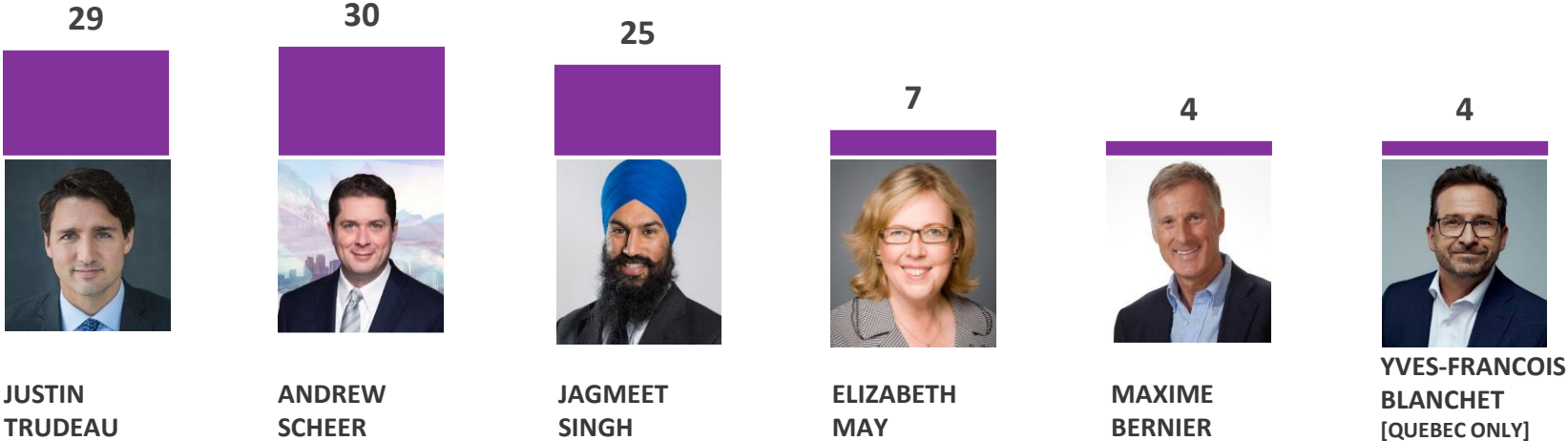
Which of these statements is closest to your point of view? TOTAL



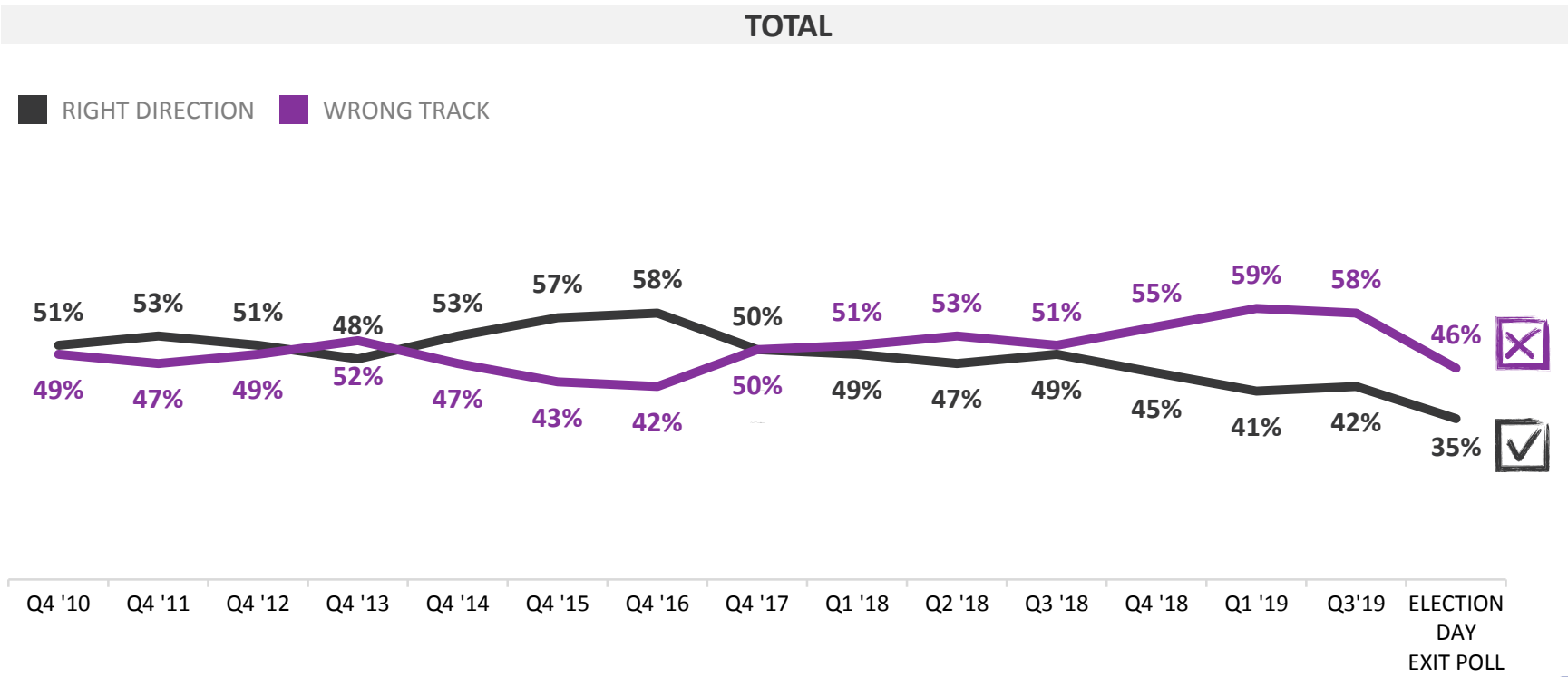
© 2019 Ipsos 11. Some people say that the Liberal government under Prime Minister Justin Trudeau has done a good job and deserves to be re-elected this year. Other people say that it is time for another federal party to take over and run the country. Which of these statements is closest to your point of view? Base: Voters (n=9437)

Which of the federal party leaders do you think would make the best Prime Minister of Canada?

TOTAL

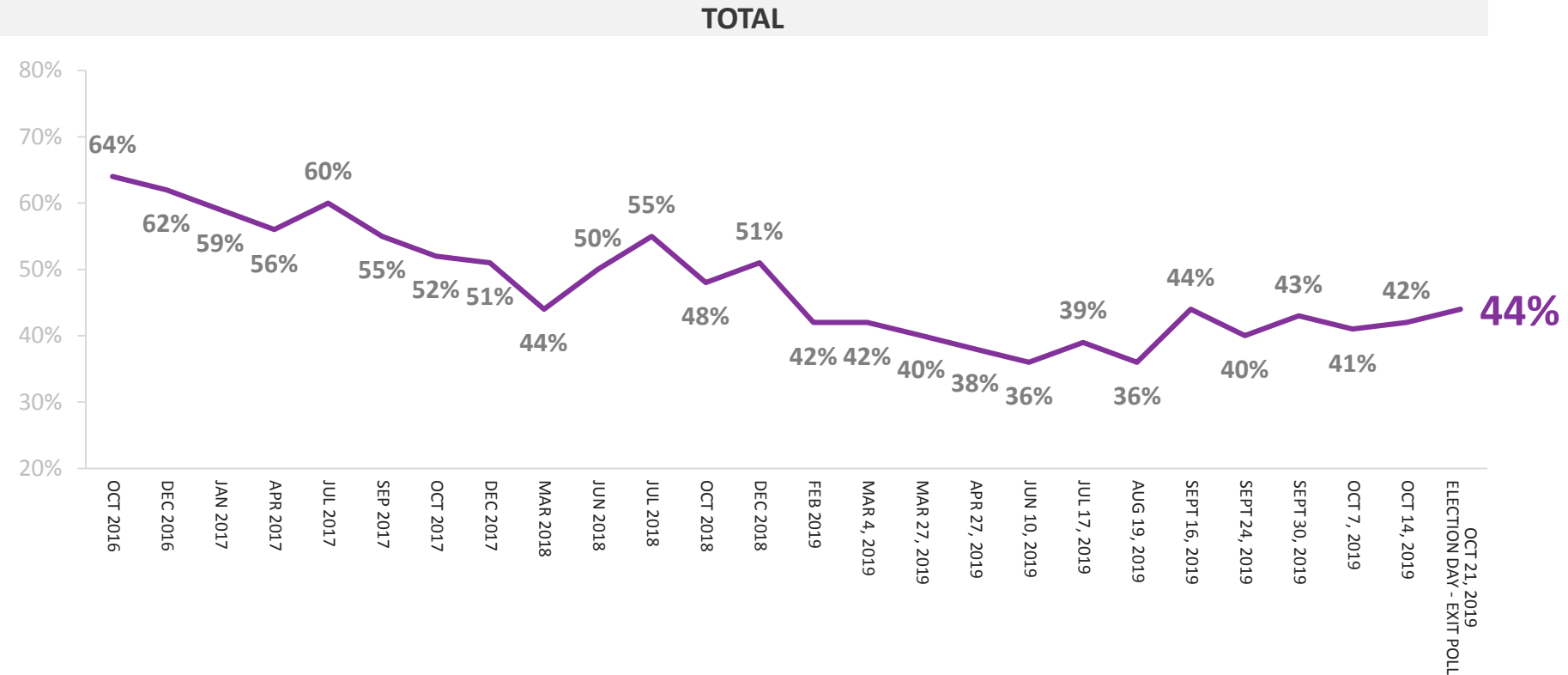


Generally speaking, would you say that things in this country are heading in the right direction, or are they off on the wrong track?



© 2019 Ipsos 13. Generally speaking, would you say that things in this country are heading in the right direction, or are they off on the wrong track? Base: Voters (n=9437)

Trudeau Government's Approval Rating



© 2019 Ipsos 14. Thinking about the Liberal government under the leadership of Justin Trudeau, from what you have seen, read or heard, would you say that you strongly approve, somewhat approve, somewhat disapprove or strongly disapprove of their performance?
Base: Voters (n=9437)

To what extent do you approve or disapprove of the Federal Government's overall management of the Canadian economy?

TOTAL



46%

APPROVE

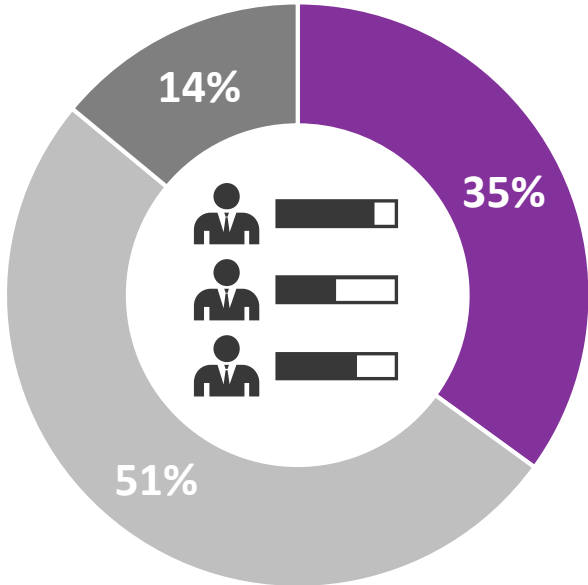
of Federal Government's overall management of the Canadian economy



Best outcome for Canada from this election

TOTAL

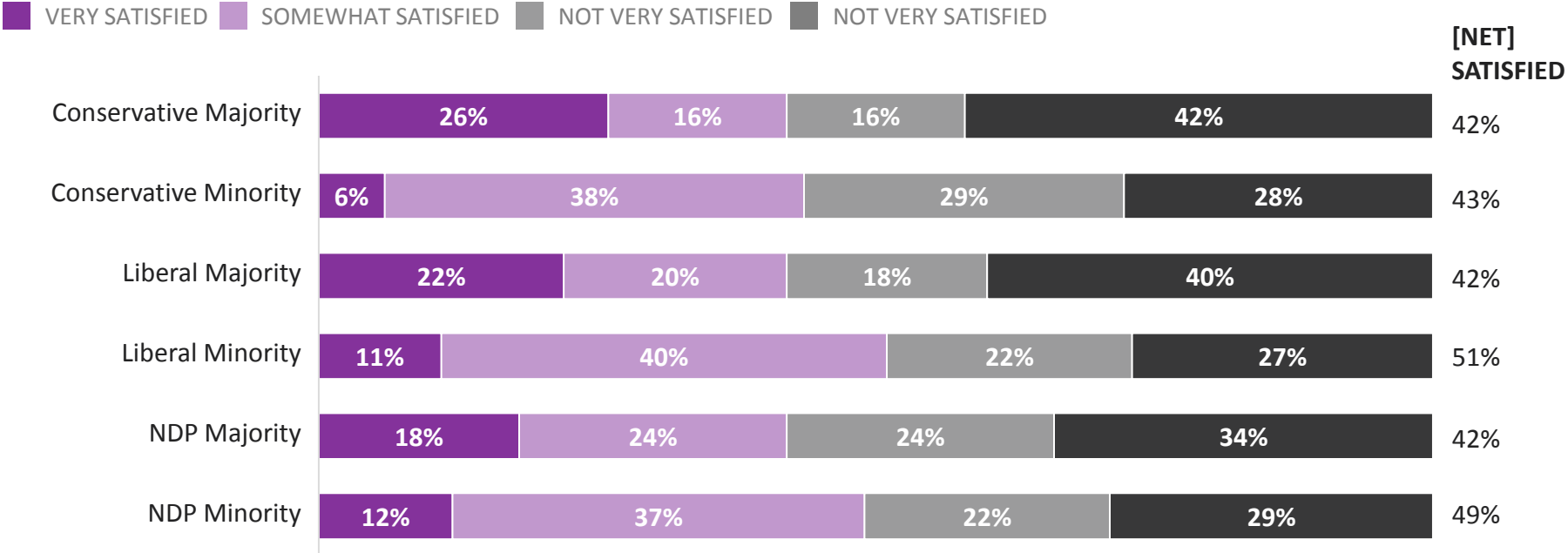
A MINORITY GOVERNMENT A MAJORITY GOVERNMENT DON'T KNOW/NOT SURE



How satisfied would you be with the following outcomes of the Federal Election?



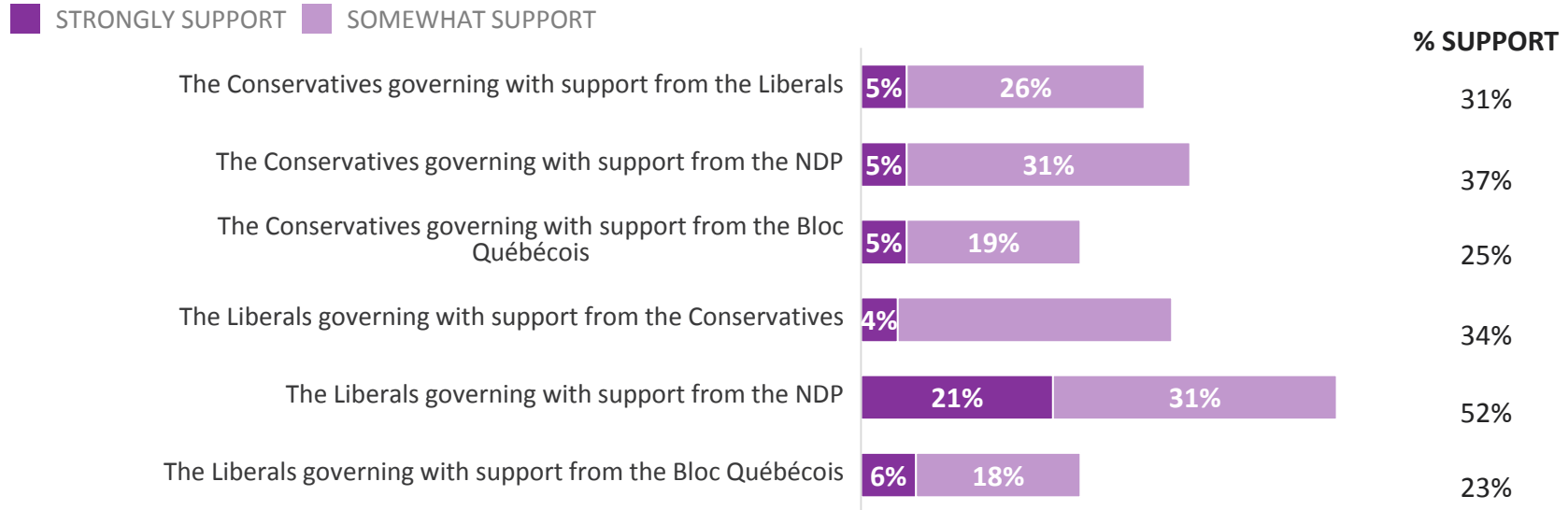
TOTAL



There is a possibility that the election could result in a minority government. To what extent do you support or oppose the following combinations of government?



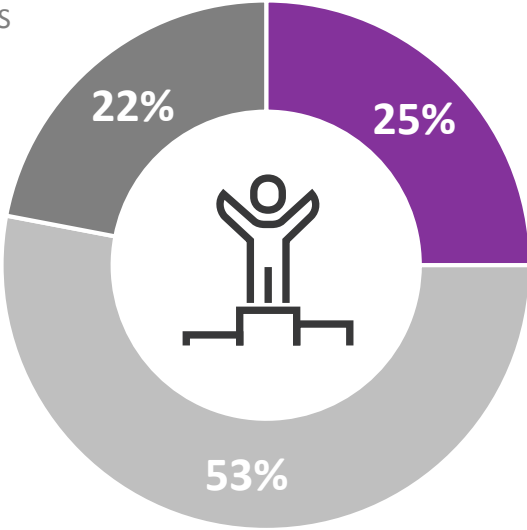
TOTAL



Who Governs in Minority

TOTAL

- THE INCUMBENT PRIME MINISTER, JUSTIN TRUDEAU
- WHICHEVER INDIVIDUAL PARTY WINS THE MOST SEATS
- WHICHEVER COALITION CAN PUT TOGETHER THE GREATEST NUMBER OF SEATS ACROSS PARTIES



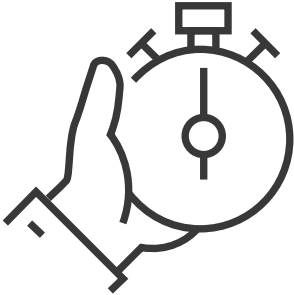
If a minority government is elected, what is the minimum length of time you'd like to see them govern before the opposition parties even consider defeating the government in a House of Commons vote?

TOTAL

No minimum – defeat them immediately if needed



38%



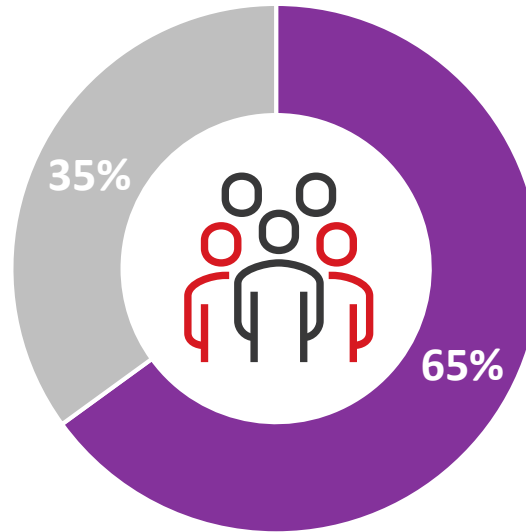
Mean (excluding zero): **18.5 months**

Mean (excluding zero): **11.4 months**

If the Liberals win the most seats in the election but not a majority, what do you believe should happen?

TOTAL

■ THE CONSERVATIVES AND THE NDP SHOULD IMMEDIATELY DEFEAT THE GOVERNMENT WHEN THE HOUSE OF COMMONS RETURNS, AND THE CONSERVATIVES AND NDP SHOULD COOPERATE TO GOVERN

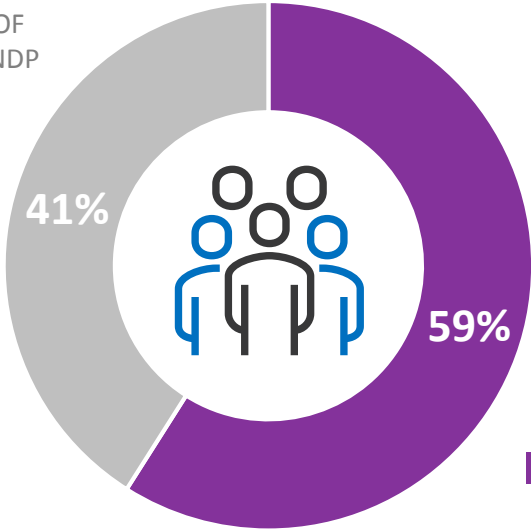


■ THE LIBERALS SHOULD BE GIVEN THE CHANCE TO TRY AND GOVERN WITH THE SUPPORT OF ONE OF THE OTHER PARTIES

If the Conservatives win the most seats in the election but not a majority, what do you believe should happen?

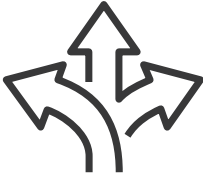
TOTAL

■ THE LIBERALS AND THE NDP SHOULD IMMEDIATELY DEFEAT THE GOVERNMENT WHEN THE HOUSE OF COMMONS RETURNS, AND THE LIBERALS AND NDP SHOULD COOPERATE TO GOVERN

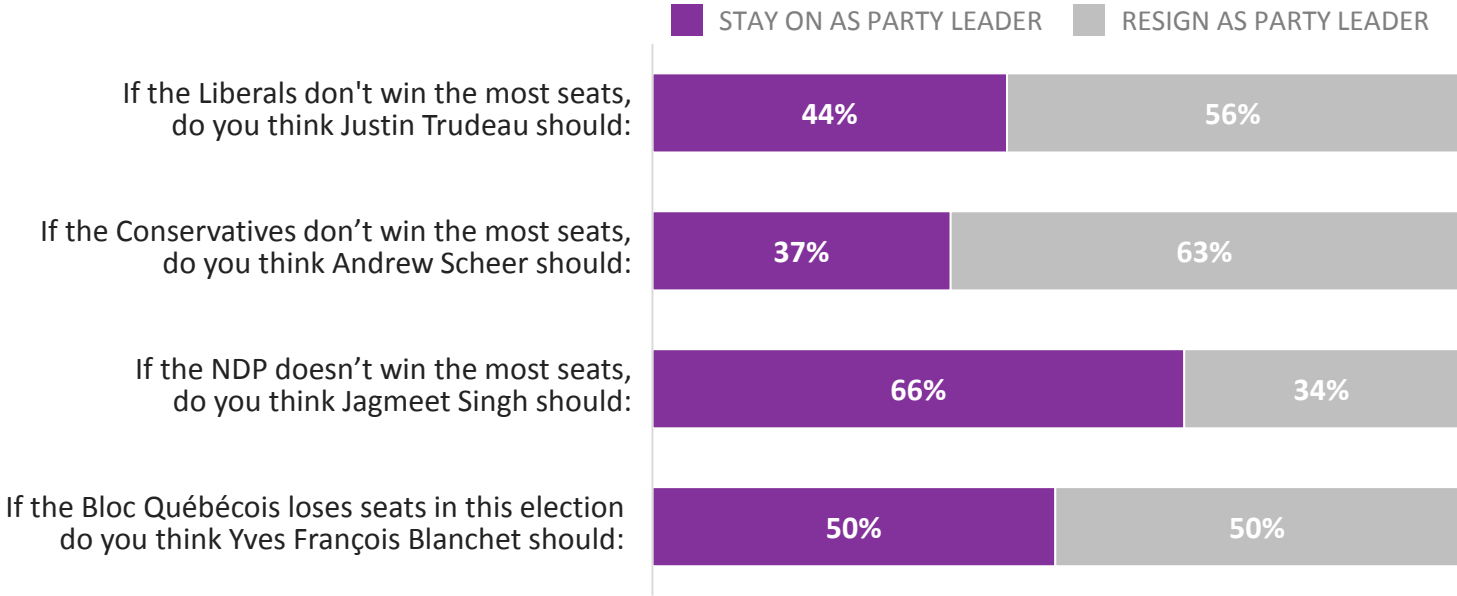


■ THE CONSERVATIVES SHOULD BE GIVEN THE CHANCE TO TRY AND GOVERN WITH THE SUPPORT OF ONE OF THE OTHER PARTIES

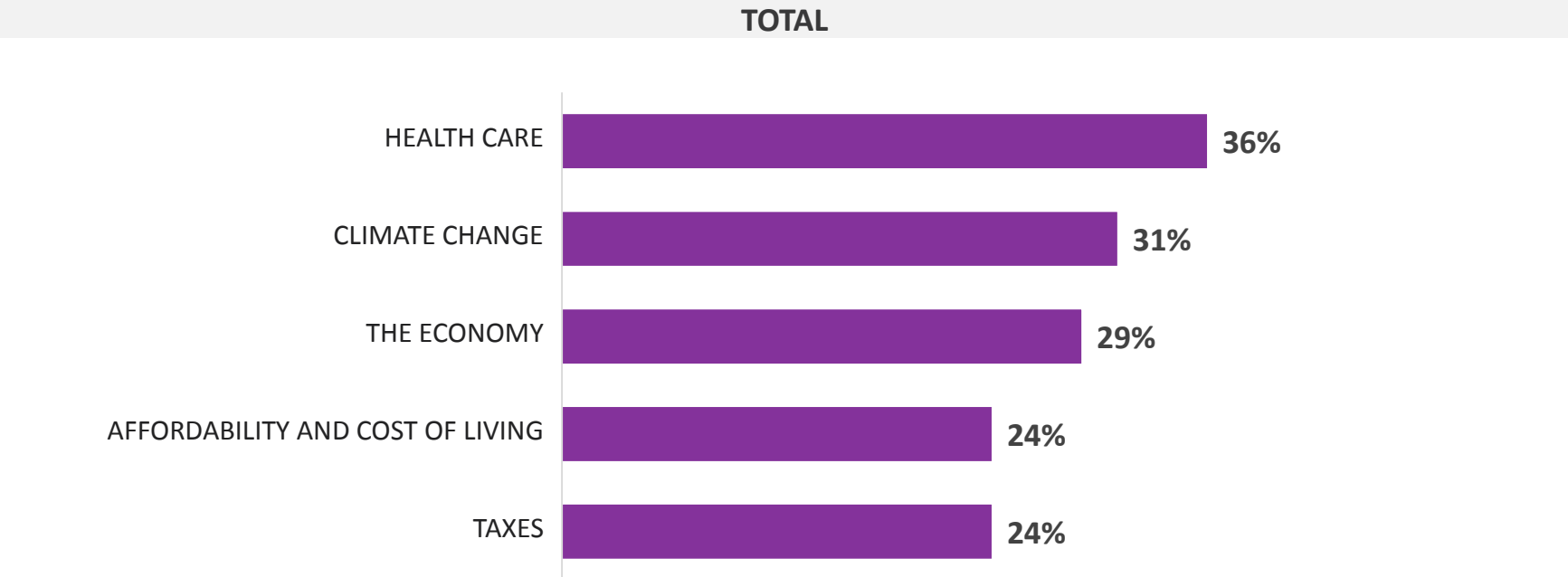
Stay on as Party Leader or Resign If...



TOTAL



Which of the following issues are the three most important in determining how you voted during the election?



Which of the following issues are the three most important in determining how you voted during the election? (By Party)

LIBERALS		
1 st	Climate Change	45%
2 nd	Health care	43%
3 rd	The economy	26%
4 th	Affordability and cost of living	21%
5 th	Taxes/Seniors' issues/Aging population	16%
CONSERVATIVES		
1 st	The economy	37%
2 nd	Taxes	37%
3 rd	Government deficits/debt	31%
4 th	Health care	25%
5 th	Affordability and cost of living	24%
NEW DEMOCRATIC PARTY [NDP]		
1 st	Health care	49%
2 nd	Affordability and cost of living	38%
3 rd	Climate Change	37%
4 th	The economy	20%
5 th	Poverty and social inequality	18%
BLOC QUÉBÉCOIS		
1 st	Climate Change	41%
2 nd	Health care	36%
3 rd	The economy	30%
4 th	Immigration	24%
5 th	Taxes	23%
GREEN		
1 st	Climate Change	65%
2 nd	Health care	34%
3 rd	Poverty and social inequality	23%
4 th	Affordability and cost of living	23%
5 th	Housing (e.g., affordability, availability)	20%
PEOPLE'S PARTY		
1 st	Taxes	50%
2 nd	The economy	42%
3 rd	Immigration	35%
4 th	Government deficits/debt	34%
5 th	Corruption and ethics in government	23%
OTHER PARTY / INDEPENDENT		
1 st	Taxes	34%
2 nd	Health care	34%
3 rd	Affordability and cost of living	26%
4 th	The economy	25%
5 th	Gun control	22%

Which of the following issues are the three most important in determining how you voted during the election?

BY AGE

18-34 MILLENNIAL

1 st	Climate Change	34%
2 nd	Health care	31%
3 rd	Affordability and cost of living	30%
4 th	The economy	25%
5 th	Taxes	24%

35-54 GEN X

1 st	Health care	35%
2 nd	The economy	31%
3 rd	Climate Change	29%
4 th	Affordability and cost of living	28%
5 th	Taxes	25%

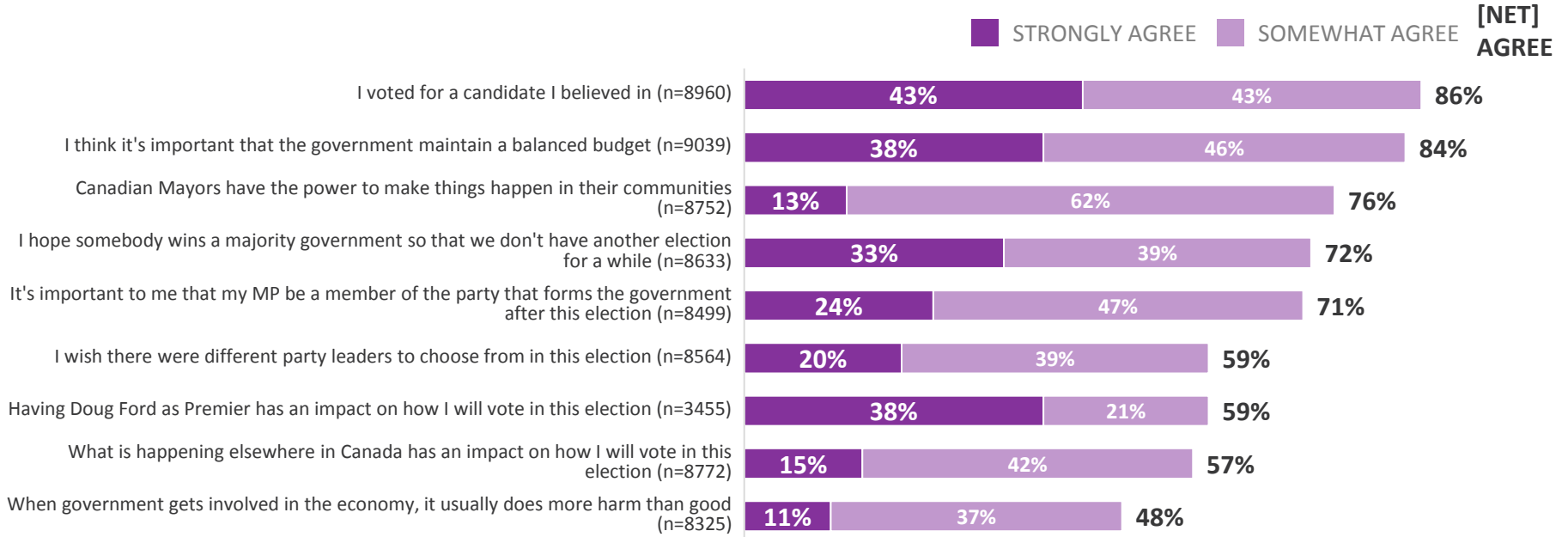
55+ BOOMERS

1 st	Health care	42%
2 nd	Climate Change	30%
3 rd	The economy/Seniors' issues/Aging population	29%
4 th	Taxes	23%
5 th	Government deficits/debt	19%

Agreement with Statements



TOTAL

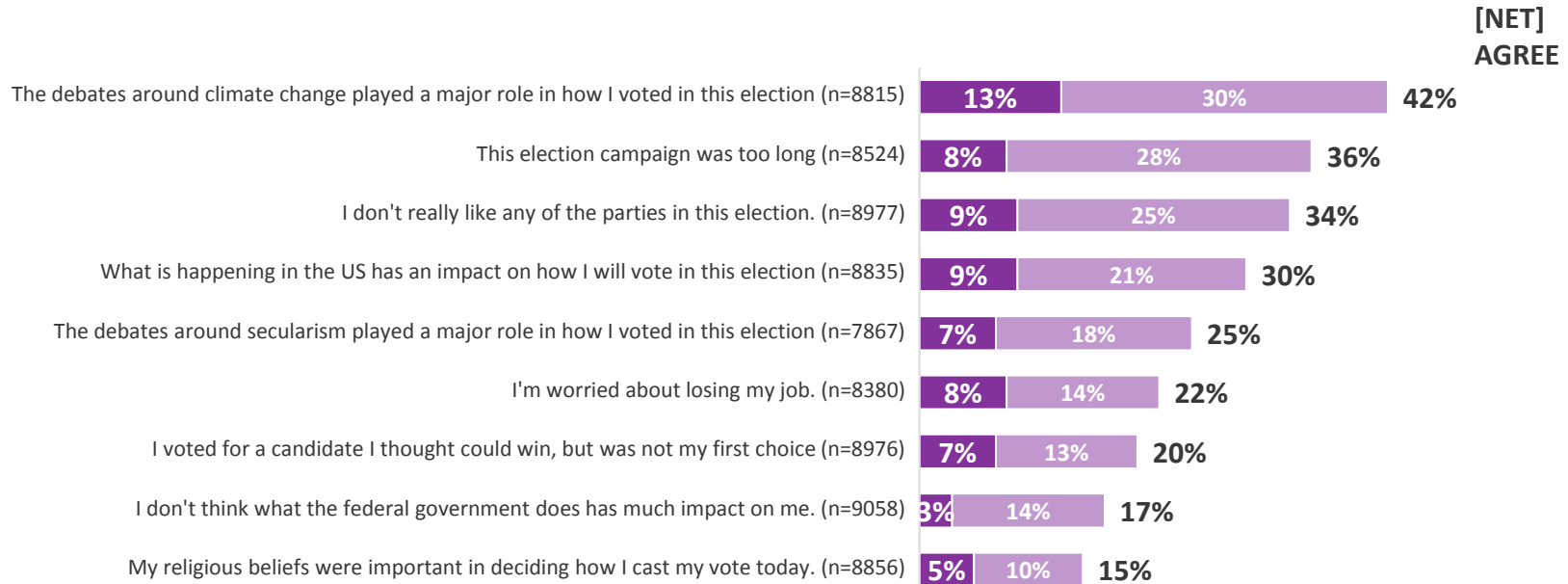


Agreement with Statements



TOTAL

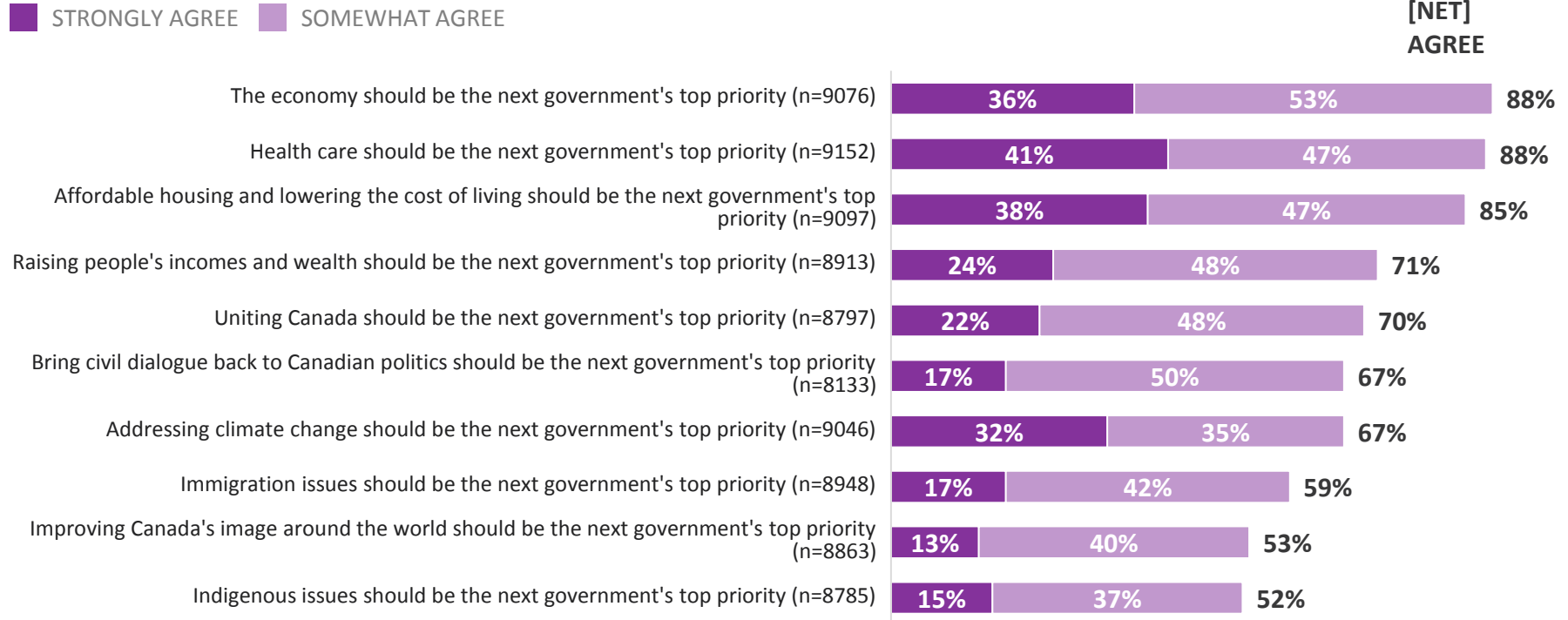
STRONGLY AGREE SOMEWHAT AGREE



Agreement with Statements



TOTAL



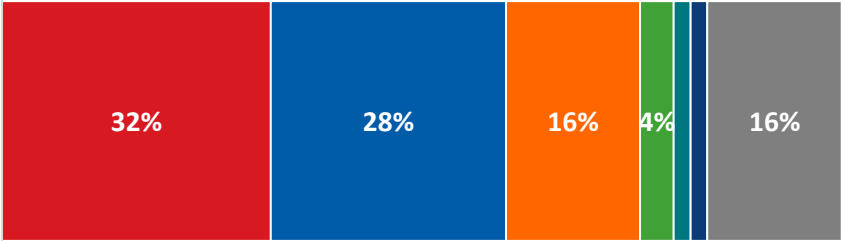
Justin Trudeau Advantage



TOTAL

Justin Trudeau Andrew Scheer Jagmeet Singh Elizabeth May Maxime Bernier Yves-François Blanchet None

Someone who is best to represent Canada on the world stage

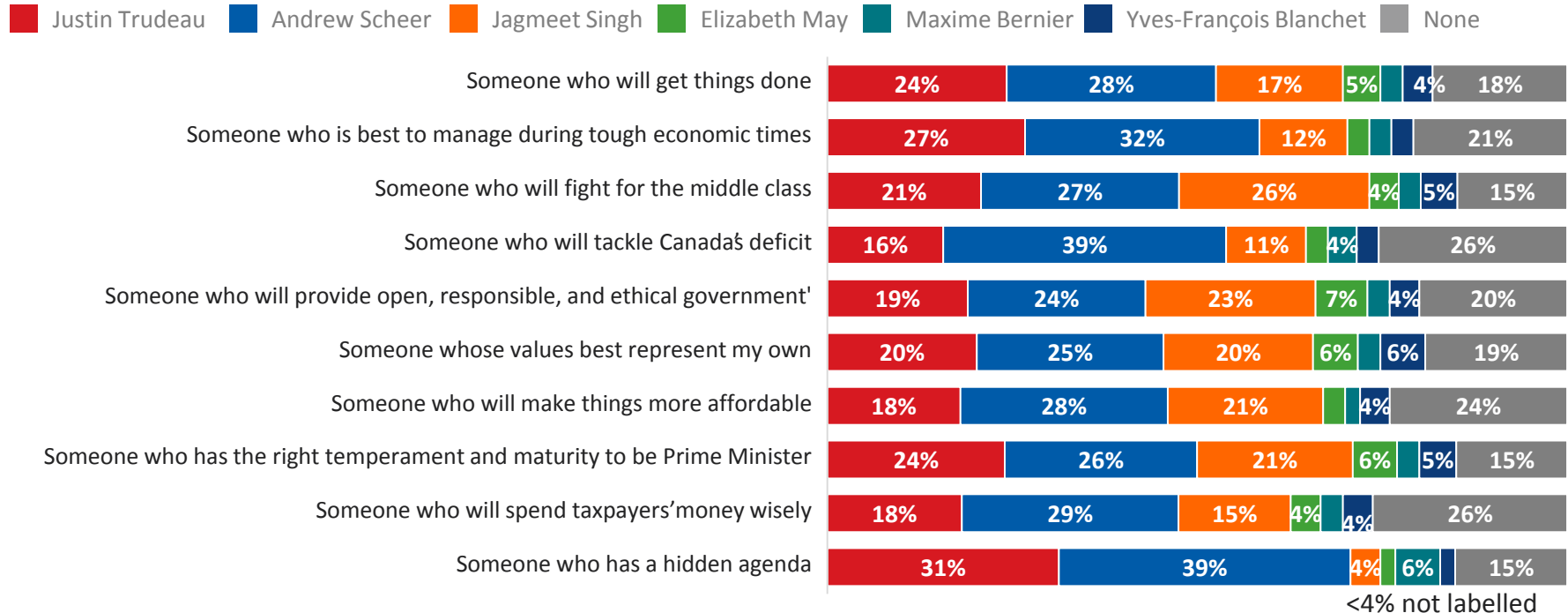


<3% not labelled

Andrew Scheer Advantage



TOTAL



<4% not labelled

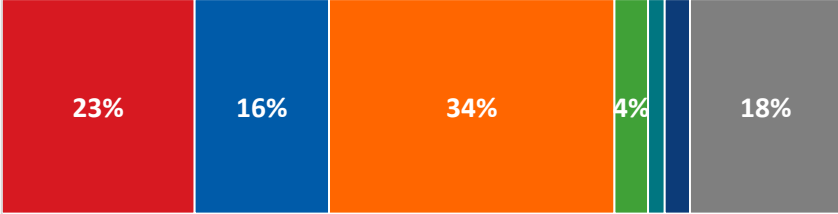
Jagmeet Singh Advantage



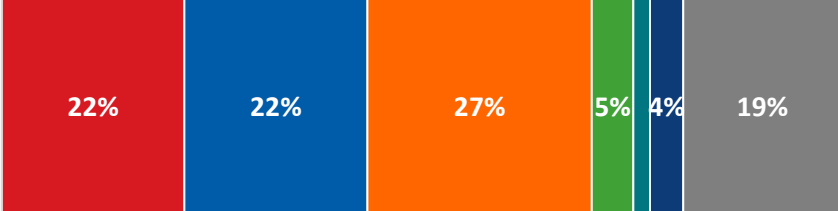
TOTAL

■ Justin Trudeau
 ■ Andrew Scheer
 ■ Jagmeet Singh
 ■ Elizabeth May
 ■ Maxime Bernier
 ■ Yves-François Blanchet
 ■ None

Someone who will protect the interests of cultural, religious and other minorities in Canada...



Someone who will help improve health care



<3% not labelled

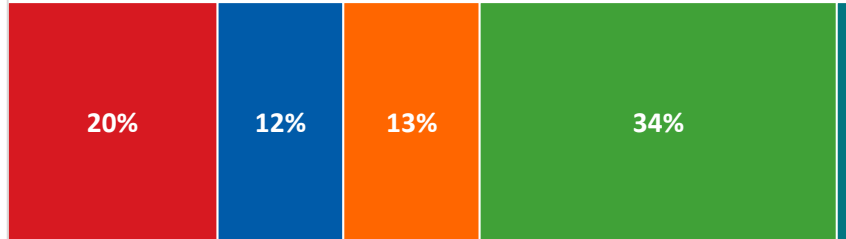
Elizabeth May Advantage



TOTAL

Justin Trudeau Andrew Scheer Jagmeet Singh Elizabeth May Maxime Bernier Yves-François Blanchet None

Someone who will take action against climate change



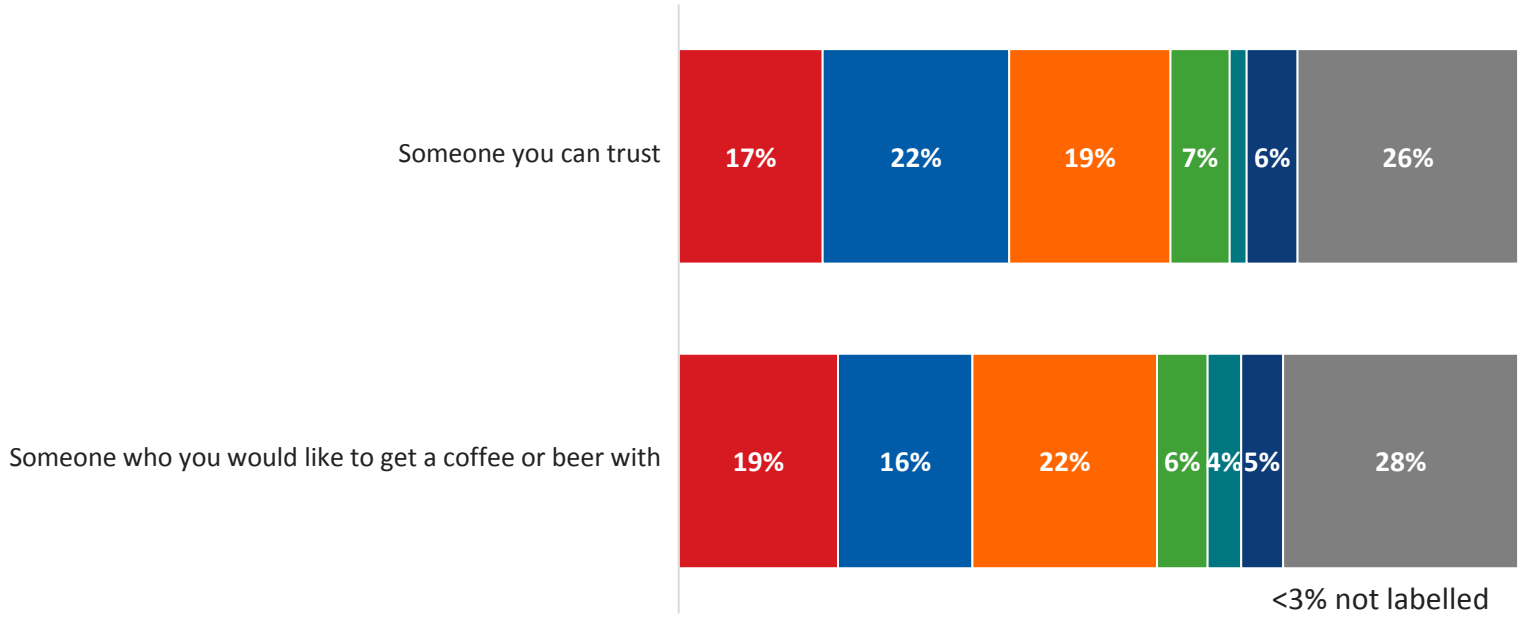
<3% not labelled

None of the Leaders



TOTAL

■ Justin Trudeau
 ■ Andrew Scheer
 ■ Jagmeet Singh
 ■ Elizabeth May
 ■ Maxime Bernier
 ■ Yves-François Blanchet
 ■ None

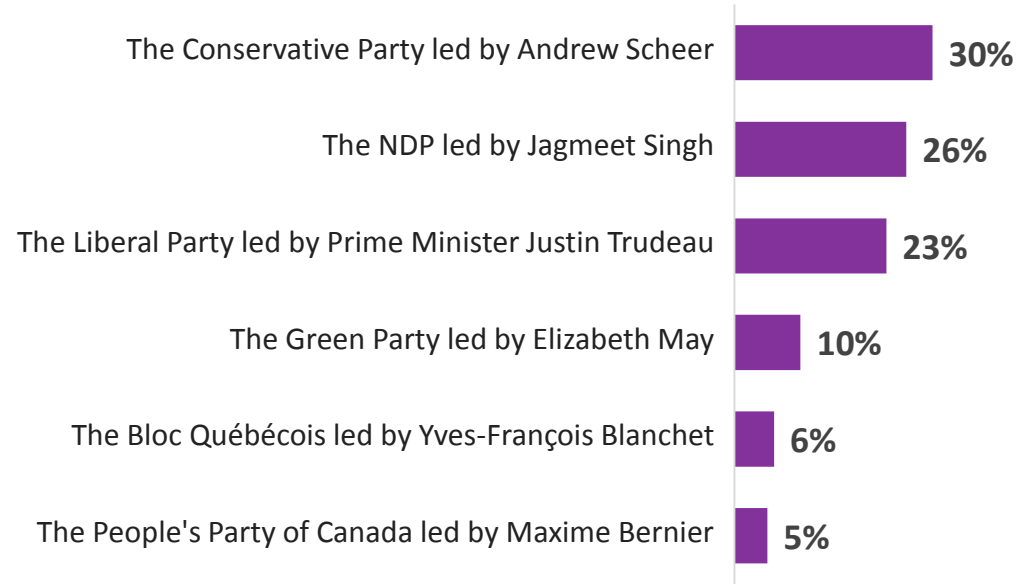


<3% not labelled

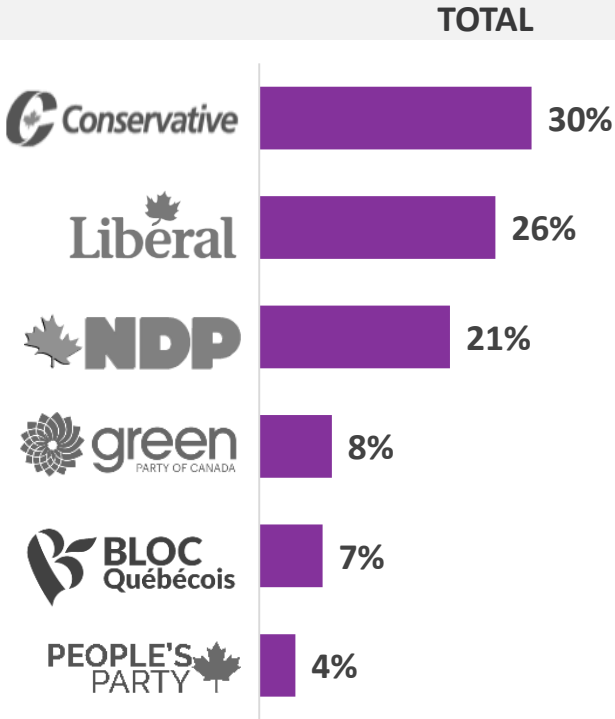
In your view, which party and leader is the most seriously committed to keeping its election promises?



TOTAL



Who Would Vote For If Canada Instead Had a Proportional Representation Electoral System



© 2019 Ipsos E1. As you may know, Canada's electoral system is first-past-the-post. Which party would you have voted for if Canada instead had a proportional representation electoral system, in which seats would be allocated to parties based on the percentage of the total vote they won in the election? Base: Voters (n=9437)

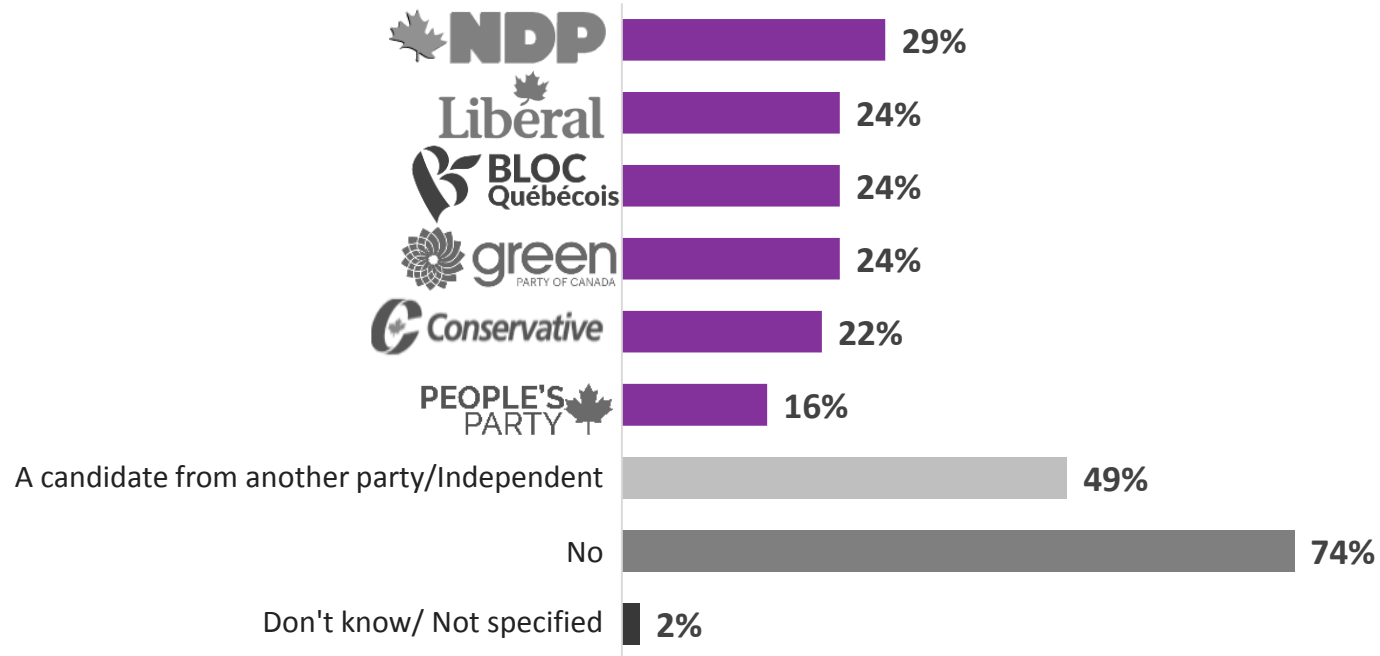
Belong to a Labour Union

YES, BELONG TO LABOUR UNION



24%

Belong to Labour Union



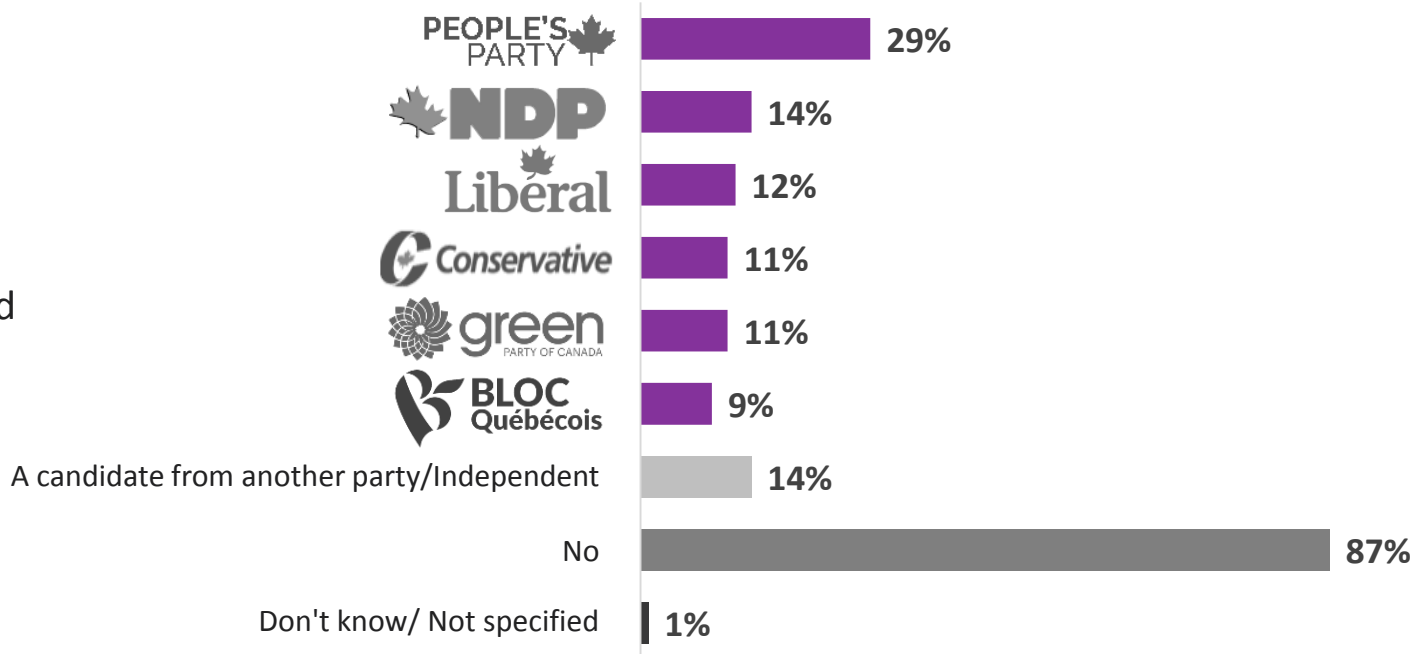
Lost a Job in the Last Year

YES, Someone in HHLD Lost Job In Last Year



12%

Someone in Household
Lost Job In Last Year



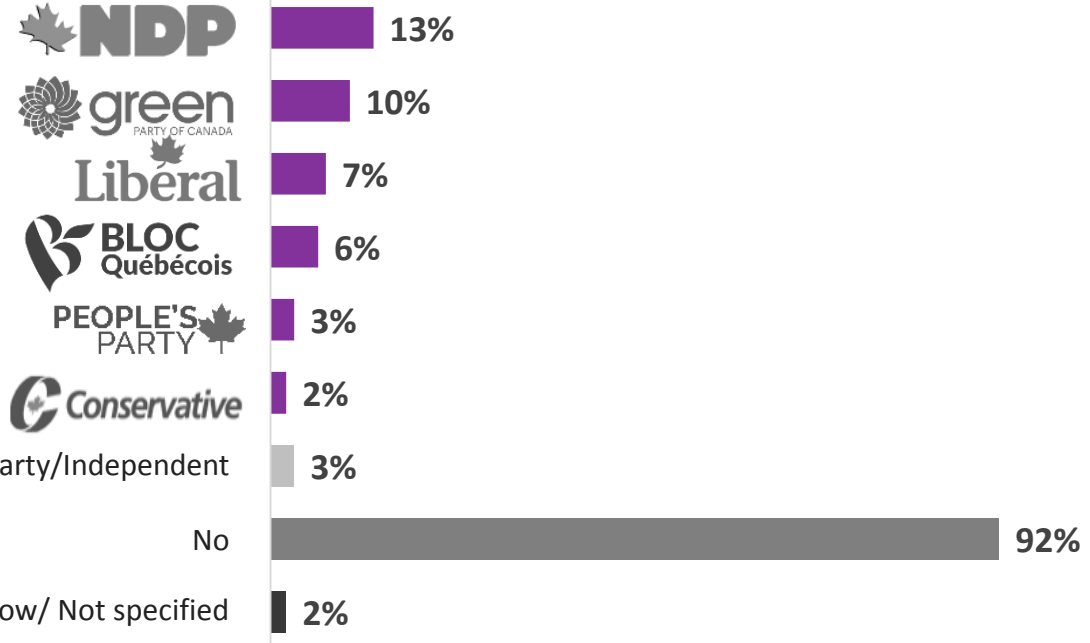
Member of the LGBTQ2S+ Community

YES, Member of the LGBTQ2S+ Community



6%

Member of the
LGBTQ2S+ Community



A candidate from another party/Independent

No

Don't know/ Not specified

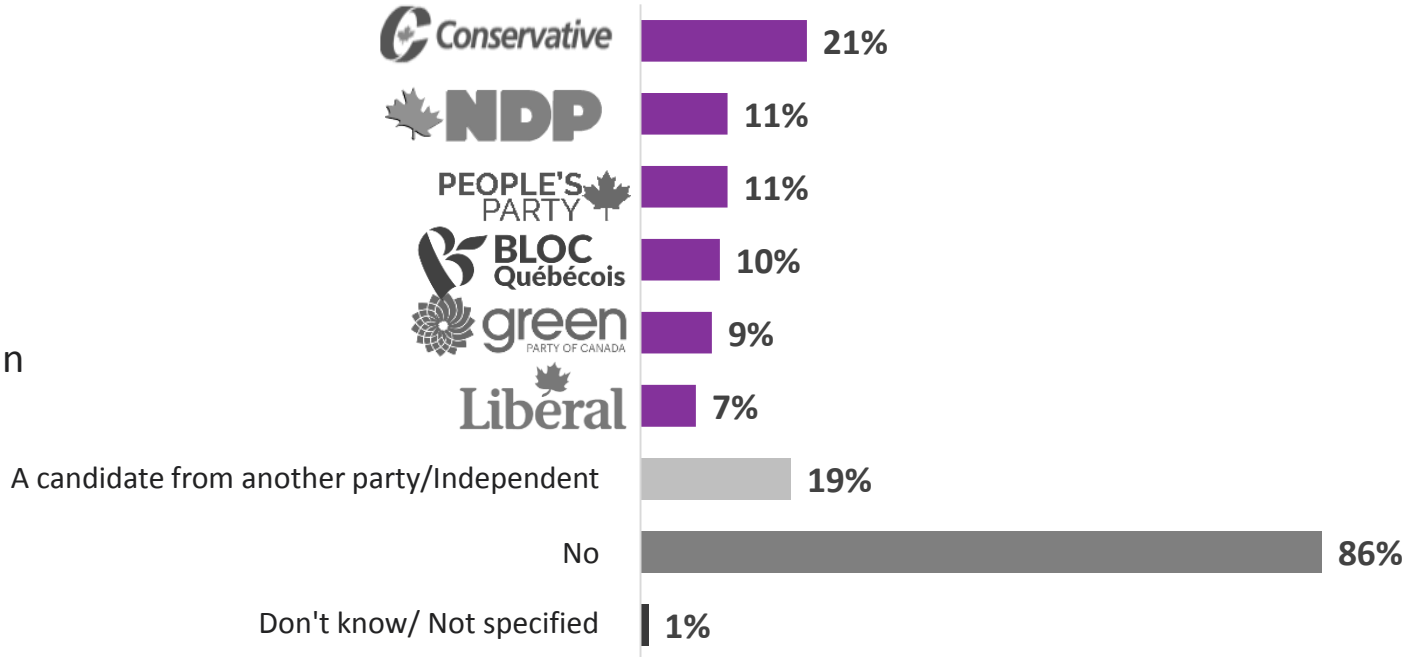
Own a Gun

YES, You Or Anyone In Your Household Owns A Gun



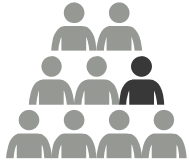
13%

You Or Anyone In Your Household Owns A Gun



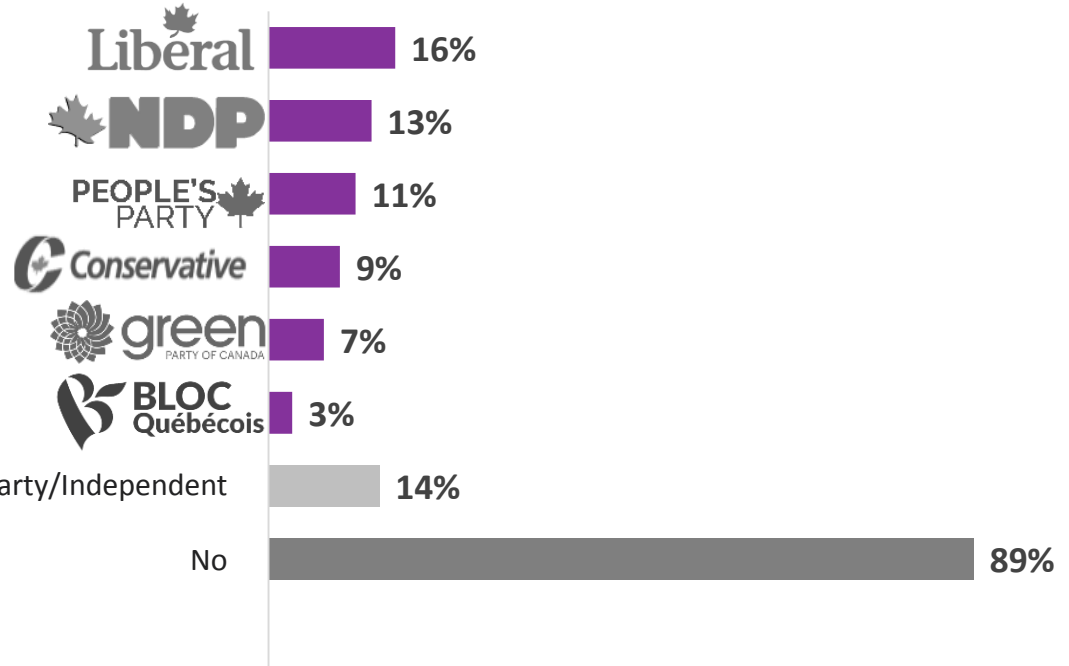
Member of a Visible Minority

YES, Member Of A Visible Minority



11%

Member Of A
Visible Minority



A candidate from another party/Independent

No

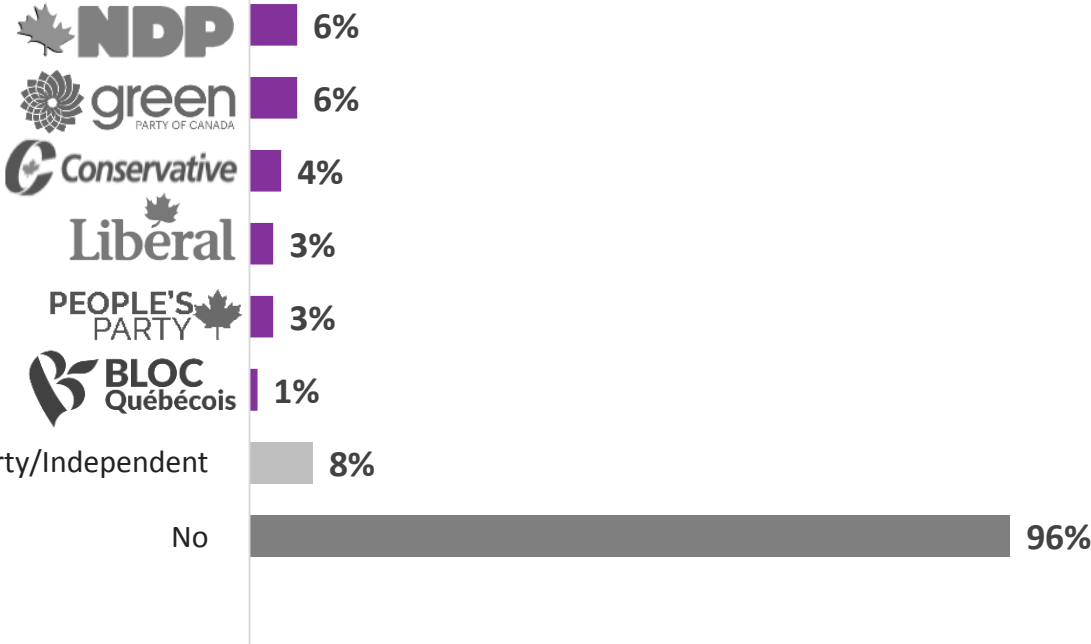
Aboriginal People

YES, Consider Yourself To Be An Aboriginal Person



4%

Consider Yourself To Be An Aboriginal Person



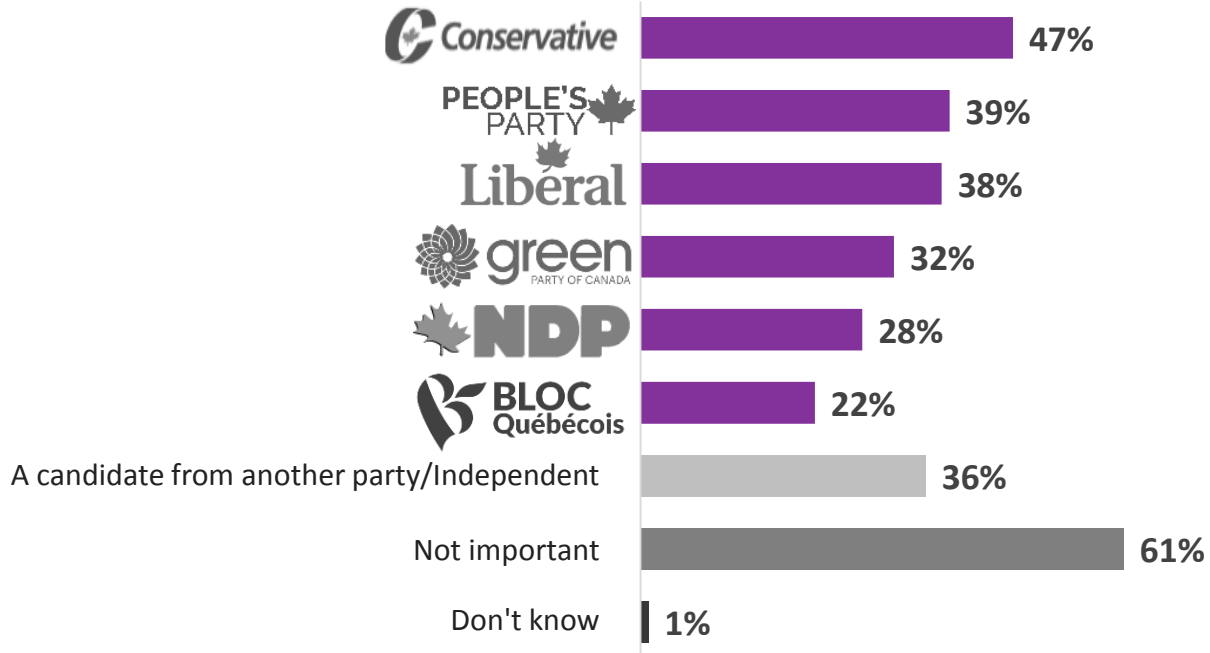
Importance of Religion in Your Life

YES, Religion Is Important



38%

Religion Is Important



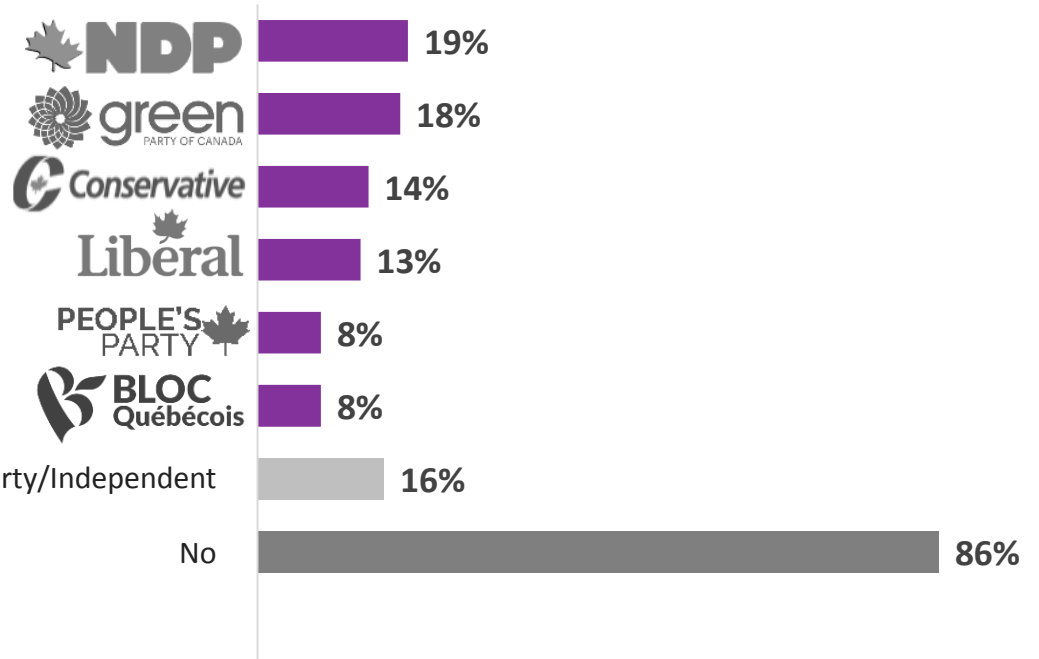
Person With A Permanent Disability

YES, Is a Person With A Permanent Disability



14%

Person With A Permanent Disability



A candidate from another party/Independent

No

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GAME CHANGERS

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We believe that our work is important. Security, simplicity, speed and substance applies to everything we do.

Through specialisation, we offer our clients a unique depth of knowledge and expertise. Learning from different experiences gives us perspective and inspires us to boldly call things into question, to be creative.

By nurturing a culture of collaboration and curiosity, we attract the highest calibre of people who have the ability and desire to influence and shape the future.

“GAME CHANGERS” – our tagline – summarises our ambition.