Report

FEDERAL POLITICS

THE CANADIAN PRESS

August 21st, 2019

METHODOLOGY

Web survey using computer-assisted Web interviewing (CAWI) technology.

From August 16th to August 19th, 2019

1,535 Canadians, 18 years of age or older, who have the right to vote in Canada, randomly recruited from LegerWeb's online panel.

Using data from the 2016 Census, results were weighted according to age, gender, mother tongue, region and level of education in order to ensure a representative sample of the population.

No margin of error can be associated with a non-probability sample (Web panel in this case). However for comparative purposes, a probability sample of 1,535 respondents would have a margin of error of ±2.50%, 19 times out of 20.

METHODOLOGY

Notes on Reading this Report

The numbers presented have been rounded up. However, the numbers before rounding were used to calculate the sums presented and might therefore not correspond to the manual addition of these numbers.

In this report, data in bold **red** characters indicate a significantly lower proportion than that of other respondents. Conversely, data in bold **green** characters indicate a significantly higher proportion that that of other respondents.

A more detailed methodology is presented in the annex.

If you have questions about the data presented in this report, please contact Christian Bourque, Associate and Executive Vice-Present at the following e-mail address: cbourque@leger360.com
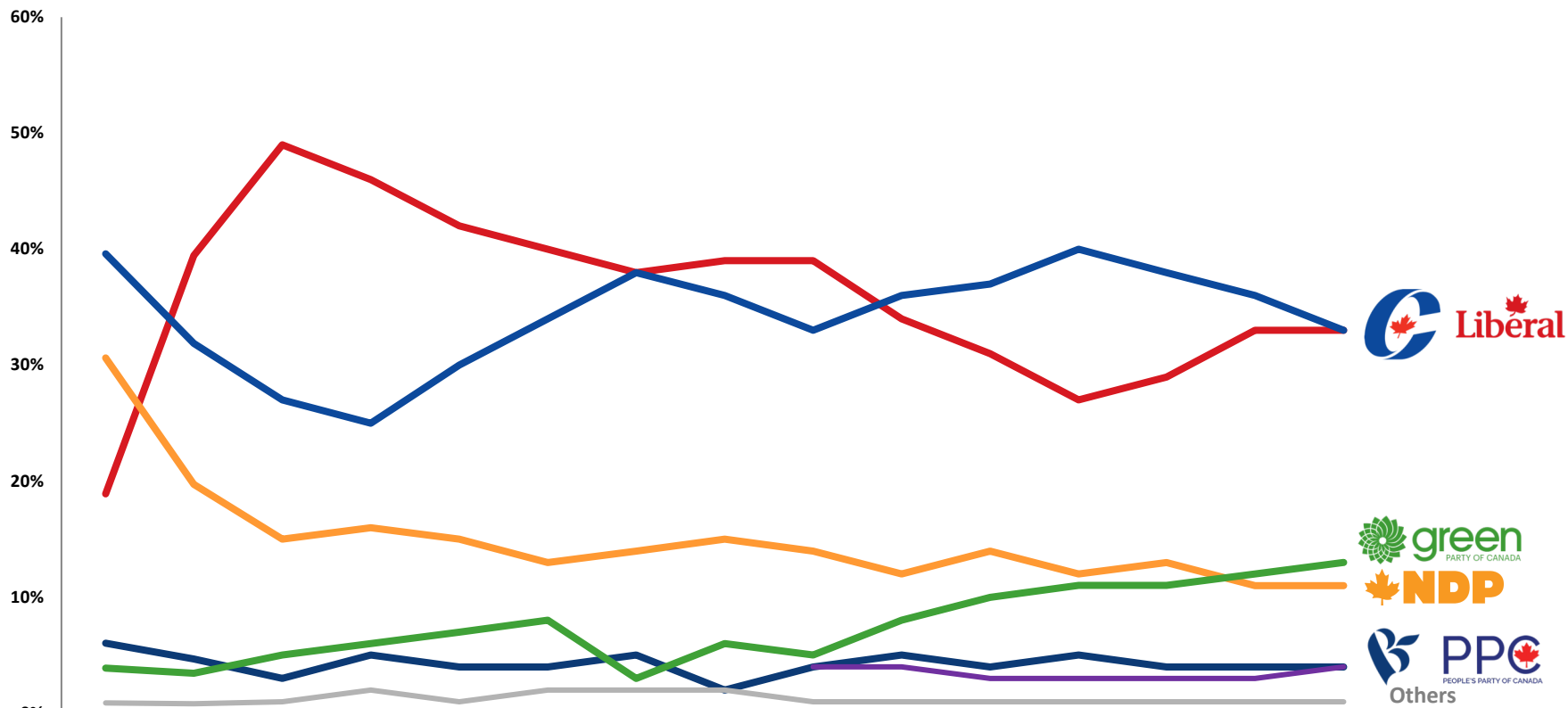
FEDERAL VOTING INTENTIONS

Q1A/Q1B. If FEDERAL elections were held today, for which political party would you be most likely to vote? Would it be for...?
In the event a respondent had no opinion, the following prompting question was asked: **Even if you have not yet made up your mind, for which of the following political parties would you be most likely to vote? Would it be for...**

Base: All respondents, except for Yves-François Blanchet, Quebecers only (n=428)

	TOTAL Eligible voters	TOTAL Decided voters	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	July 25, 2019	Varia-tion
Weighted n =	1,535	1,255	76	288	496	81	146	168	641	614	328	404	522	1,270	
Unweighted n =	1,535	1,285	78	352	518	106	108	123	696	589	279	388	618	1,298	
...Andrew Scheer's Conservative Party of Canada	27%	**33%**	26%	27%	30%	55%	55%	26%	36%	31%	22%	33%	40%	36%	-3
...Justin Trudeau's Liberal Party of Canada	27%	**33%**	37%	34%	38%	19%	21%	34%	33%	34%	36%	31%	33%	33%	-
...Elizabeth May's Green Party of Canada	11%	**13%**	21%	9%	14%	6%	10%	19%	10%	15%	14%	14%	11%	12%	+1
...Jagmeet Singh's New Democratic Party of Canada	9%	**11%**	12%	8%	13%	10%	7%	17%	10%	12%	16%	11%	9%	11%	-
...Yves-François Blanchet's Bloc Québécois	3%	**4%**	-	18%	-	-	-	-	4%	4%	3%	4%	5%	4%	-
...Maxime Bernier's People's Party of Canada	3%	**4%**	4%	4%	3%	7%	4%	4%	5%	2%	6%	5%	2%	3%	+1
...for another party	1%	**1%**	0%	2%	2%	2%	3%	0%	2%	1%	3%	2%	0%	1%	-
I would not vote	5%	-	-	-	-	-	-	-	-	-	-	-	-	-	
I would cancel my vote	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	
I don't know	10%	-	-	-	-	-	-	-	-	-	-	-	-	-	
Refusal	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	

TRENDS IN VOTING INTENTIONS IN CANADA

	Elec. 2011	Elec. 2015	Feb. 9, 2016	May 20, 2017	Oct. 28, 2018	Dec. 2, 2018	March 10, 2018	May 16, 2018	Nov. 26, 2018	Feb. 20, 2019	March 20, 2019	April 28, 2019	June 13, 2019	July 25, 2019	August 21, 2019
LPC	18,91%	39,47%	49%	46%	42%	40%	38%	39%	39%	34%	31%	27%	29%	33%	33%
CPC	39,62%	31,89%	27%	25%	30%	34%	38%	36%	33%	36%	37%	40%	38%	36%	33%
NDP	30,63%	19,71%	15%	16%	15%	13%	14%	15%	14%	12%	14%	12%	13%	11%	11%
BQ	6,04%	4,66%	3%	5%	4%	4%	5%	2%	4%	5%	4%	5%	4%	4%	4%
GPC	3,91%	3,45%	5%	6%	7%	8%	3%	6%	5%	8%	10%	11%	11%	12%	13%
PPC									4%	4%	3%	3%	3%	3%	4%
Others	0,89%	0,82%	1%	2%	1%	2%	2%	2%	1%	1%	1%	1%	1%	1%	1%

FEDERAL VOTING INTENTIONS BEFORE AND AFTER COMMISSIONER'S REPORT

Q1A/Q1B. If FEDERAL elections were held today, for which political party would you be most likely to vote? Would it be for...?
In the event a respondent had no opinion, the following prompting question was asked: **Even if you have not yet made up your mind, for which of the following political parties would you be most likely to vote? Would it be for...**

Base: Decided voters

	POST August 21st, 2019	PRE July 25th, 2019	Variation
Weighted n =	1,255	1,270	
Unweighted n =	1,285	1,298	
...Andrew Scheer's Conservative Party of Canada	**33%**	**36%**	**-3**
...Justin Trudeau's Liberal Party of Canada	**33%**	**33%**	**-**
...Elizabeth May's Green Party of Canada	**13%**	**12%**	**+1**
...Jagmeet Singh's New Democratic Party of Canada	**11%**	**11%**	**-**
...Yves-François Blanchet's Bloc Québécois	**4%**	**4%**	**-**
...Maxime Bernier's People's Party of Canada	**4%**	**3%**	**+1**
...for another party	**1%**	**1%**	**-**
I would not vote	-	-	-
I would cancel my vote	-	-	-
I don't know	-	-	-
Refusal	-	-	-

APPENDIX

DETAILED METHODOLOGY

Sampling Frame

Participants were randomly selected from LegerWeb's online panel.

Leger owns and manages an Internet panel that includes more than 400,000 Canadians coast to coast. An online panel consists of Web users profiled according to different demographic variables. The majority of Leger's panel members (60%) were randomly recruited over the phone in the past ten years, which makes this panel very similar to the current Canadian population on a number of demographic characteristics. Moreover, 35% of panellists were recruited through affiliate programs and 5% through partner campaigns and programs.

To be eligible, respondents were required to be 18 years of age or older and have the right to vote in Canada.

DETAILED METHODOLOGY

Weighted and Unweighted Sample

The table below presents the geographic distribution of respondents before weighting.

Province	Unweighted	Weighted
British Columbia	148	206
Alberta	124	171
Saskatchewan	43	45
Manitoba	80	54
Ontario	599	582
Quebec	417	350
New Brunswick	31	34
Nova Scotia	36	41
Prince-Edward-Island	15	14
Newfoundland and Labrador	19	16

DETAILED METHODOLOGY

Weighted and Unweighted Sample

The following tables present the demographic distribution of respondents according to gender, age, language (mother tongue), level of education and household income.

GENDER	Unweighted	Weighted
Male	778	734
Female	734	779

AGE	Unweighted	Weighted
Between 18 and 34	334	410
Between 35 and 55	480	514
55 or over	698	590

LANGUAGE (MOTHER TONGUE)	Unweighted	Weighted
English	953	954
French	344	316
Other	213	241

EDUCATION	Unweighted	Weighted
Primary/secondary school	359	479
College	458	620
University	687	403

The sample thus collected has a minimum weighting factor of 0.117 and a maximum weighting factor of 3.673. The weighted variance is 0.300.

SURVEY

[ASK ALL]
[SINGLE MENTION]
Q0QC. In which province or territory do you live?

Label	Value	Attribute	Termination
British Columbia	1		
Alberta	2		
Saskatchewan	3		
Manitoba	4		
Ontario	5		
Quebec	6		
New Brunswick	7		
Nova Scotia	8		
Prince-Edward-Island	9		
Newfoundland and Labrador	10		
Northwest Territories	11		
Yukon	12		
Nunavut	13		

AT Q0QCG

A series of questions were then inserted here in order to identify where respondents were from more specifically.

SURVEY

[SINGLE MENTION]

SEXE. Please indicate your sex:

Note: As indicated by Statistics Canada, transgender, transsexual, and intersex Canadians should indicate the sex (male or female) with which they most associate themselves.

Label	Value	Attribute	Termination
Male	1		
Female	2		

[SINGLE MENTION]

AGE. How old are you?

Label	Value	Attribute	Termination
Under 18	0		TERMINATE
Between 18 and 24	1		
Between 25 and 34	2		
Between 35 and 44	3		
Between 45 and 54	4		
Between 55 and 64	5		
Between 65 and 74	6		
75 or older	7		
I prefer not to answer	99		TERMINATE

SURVEY

[SINGLE MENTION]
[LIST ORDER: In order]

ELI1. Are you at least 18 years old and eligible to vote in **Canada**?

Label	Value	Attribute	Termination
Yes	1		
No	2		TERMINATE

[SINGLE MENTION]
[LIST ORDER: Rotation 1-6]

Q1A. If FEDERAL elections were held today, for which political party would you be most likely to vote? Would it be for...?

Label	Value	Attribute	Termination
... Justin Trudeau's Liberal Party of Canada	1		
... Jagmeet Singh's New Democratic Party of Canada	2		
... Yves-François Blanchet's Bloc Québécois **[QC respondents only]**	3		
... Andrew Scheer's Conservative Party of Canada	4		
... Elizabeth May's Green Party of Canada	5		
… Maxime Bernier's People's Party of Canada	6		
…another party	7	F	
I would not vote	8	F	
I would cancel my vote	9	F	
I don't know	98	F	
I prefer not to answer	99	F	

SURVEY

[ASK ALL]
[SINGLE MENTION]
[LIST ORDER: Rotation 1-6]
Q1B. Even if you have not yet made up your mind, for which of the following political parties would you be most likely to vote? Would it be for…?

Label	Value	Attribute	Termination
… Justin Trudeau's Liberal Party of Canada	1		
… Jagmeet Singh's New Democratic Party of Canada	2		
… Yves François Blanchet's Bloc Québécois **[QC respondents only]**	3		
… Andrew Scheer's Conservative Party of Canada	4		
… Elizabeth May's Green Party of Canada	5		
… Maxime Bernier's People's Party of Canada	6		
…another party	7	F	
I would not vote	8	F	
I would cancel my vote	9	F	
I don't know	98	F	
I prefer not to answer	99	F	

[ASK ALL]
[SINGLE MENTION]
SCOL. What is the last year of education that you have completed?

Label	Value	Attribute	Termination
Elementary (7 years or less)	1		
High school, general or vocational (8 to 12 years)	2		
College (pre-university, technical training, certificate, accreditation or advanced diploma)	3		
University certificates and diplomas	4		
University Bachelor (including classical studies)	5		
University Master's degree	6		
University Doctorate (PhD)	7		
I prefer not to answer	9		

SURVEY

[ASK ALL]

[SINGLE MENTION]

LANGU. What is the language you first learned at home in your childhood and that you still understand?

Label	Value	Attribute	Termination
French	1		
English	2		
Other	3		
English and French	7		
French and other	4		
English and other	5		
Other and other	6		
I prefer not to answer	9		

[ASK ALL]

[SINGLE MENTION]

ENFAN. Are there any children who are UNDER 18 YEARS OF AGE living in your household?

(IF SO): Are any of them 12 YEARS OLD AND OLDER or LESS THAN 12 years old?

Label	Value	Attribute	Termination
Yes: 12 years of age and OLDER ONLY	1		
Yes: 12 years of age and older AND younger than 12 years old	2		
Yes: YOUNGER than 12 years old ONLY	3		
No children under 18 years old at all in the household	4		
I prefer not to answer	9		

SURVEY

[SINGLE MENTION]

OCCUP

What is your current main occupation?

N.B. WE ARE TALKING ABOUT PAYING JOBS ONLY.
Even if you are on a sabbatical, maternity/paternity, illness or work-related accident leave, please select your OCCUPATION.

Label	Value	Attribute	Termination
OFFICE WORKER (Cashier, office clerk, accounting clerk, secretary, etc.)	1		
PERSONNEL SPECIALIZED IN SALES (Insurance agent, salesperson, sales clerk, real estate agent, real estate broker, sales rep, etc.)	2		
PERSONNEL SPECIALIZED IN SERVICES (Security agent, taxi driver, hairdresser, cook, clergy member, military force member, police officer, firefighter, etc.)	3		
MANUAL WORKERS (Farmer, packer, day labourer, miner, fisherman, forest worker, etc.)	4		
SKILLED, SEMI-SKILLED WORKERS (Bricklayer, truck driver, electrician, machine operator, mechanic, painter, plumber, etc.)	5		
SCIENCE AND TECHNOLOGIES WORKERS (Computer operator, programmer-analyst, technician, audio-technician, lab technician, etc)	6		
PROFESSIONALS (Archeologist, architect, artist, lawyer, banker, biologist, chemist, accountant, consultant, foreman, dentist, designer, etc.)	7		
MANAGERS/ADMINISTRATORS/OWNERS (Director, editor, entrepreneur, executive, manager, businessperson, politician, president, etc.)	8		
HOMEMAKER	9		
STUDENT (Full-time or whose studies take up most of his/her time)	10		
RETIRED (Pre-retired or annuitant)	11		
UNEMPLOYED (Unemployment, welfare)	12		
Other	96		
(DO NOT READ) I prefer not to answer	99		

SURVEY

[ASK ALL]

[SINGLE MENTION]

REVEN. Among the following categories, which one best reflects the total INCOME, before taxes, of all the members of your household in 2018?

Label	Value	Attribute	Termination
$19,999 or less	1		
Between $20,000 and $39,999	2		
Between $40,000 and $59,999	3		
Between $60,000 and $79,999	4		
Between $80,000 and $99,999	5		
$100,000 or more	6		
I prefer not to answer	9		

CROSSED TABLES

Federal voting intentions with leaners — No:1

BB1 FED_A	Total	Gender		Age 1						Age 2			Language			Province						Kids	
		Man	Woman	18-24	25-34	35-44	45-54	55-64	65 +	18-34	35-54	55+	French	English	Others	Atl.	QC	ON	MB/SK	AB	BC	Yes	No
Total pondéré :	1535	746	789	167	252	248	275	268	324	419	523	593	319	964	250	105	360	589	100	172	208	416	1110
n=	1535	790	745	130	215	210	279	294	407	345	489	701	348	963	222	102	428	605	125	125	150	388	1138
LPC	27%	28%	26%	31%	27%	24%	24%	28%	30%	28%	24%	29%	24%	27%	34%	27%	27%	32%	15%	17%	27%	25%	28%
NDP	9%	9%	10%	13%	12%	8%	8%	9%	7%	12%	8%	8%	7%	10%	8%	9%	6%	11%	8%	6%	14%	8%	10%
BQ	3%	4%	3%	2%	3%	3%	4%	3%	5%	2%	3%	4%	15%	0%	1%	0%	14%	0%	0%	0%	0%	2%	4%
CPC	27%	31%	24%	10%	23%	25%	26%	34%	36%	17%	26%	35%	20%	29%	27%	19%	21%	26%	45%	47%	21%	28%	27%
GPC	11%	9%	12%	14%	9%	12%	9%	11%	9%	11%	11%	10%	8%	12%	9%	15%	7%	12%	5%	9%	15%	11%	10%
PPC	3%	4%	2%	6%	3%	4%	3%	3%	1%	4%	3%	2%	4%	3%	2%	3%	3%	3%	6%	3%	3%	5%	2%
Orher	1%	2%	1%	3%	2%	2%	1%	0%	0%	2%	1%	0%	2%	1%	2%	0%	1%	1%	2%	3%	0%	1%	1%
I would not vote	5%	4%	6%	11%	5%	7%	7%	2%	1%	7%	7%	2%	3%	5%	7%	8%	4%	4%	5%	6%	6%	3%	6%
I would cancel my vote	1%	1%	1%	1%	1%	1%	2%	1%	0%	1%	2%	1%	3%	1%	0%	0%	3%	1%	0%	1%	0%	2%	1%
I don't know	10%	8%	12%	8%	13%	10%	13%	8%	7%	11%	12%	8%	11%	10%	9%	17%	11%	9%	11%	7%	10%	10%	10%
Refusal	2%	1%	3%	1%	3%	3%	2%	2%	2%	2%	2%	2%	3%	2%	1%	2%	3%	2%	3%	2%	3%	4%	2%

Federal voting intentions with leaners — No:2

BB2 FED_A	Total	Income						Occupation							Employed		Education		
		-40k	40-59k	60-79k	80-99k	100k+	Refusal	Off./serv /sales	Man. Worker	Profs.	Homemaker	Stud.	Retired	Unempl.	Yes	No	Elem/sec	Coll.	Univ.
Total pondéré :	1535	430	297	201	164	291	152	361	159	301	74	93	386	70	821	623	481	625	418
n=	1535	375	283	209	173	345	150	326	119	373	57	73	446	62	818	638	361	462	704
LPC	27%	30%	25%	25%	28%	31%	20%	25%	19%	31%	18%	36%	31%	23%	26%	30%	23%	27%	33%
NDP	9%	8%	15%	7%	13%	8%	4%	12%	8%	9%	12%	15%	6%	6%	10%	8%	9%	8%	11%
BQ	3%	3%	4%	3%	4%	2%	6%	2%	3%	3%	0%	1%	6%	5%	2%	4%	4%	4%	2%
CPC	27%	20%	23%	37%	32%	34%	22%	22%	31%	29%	26%	10%	36%	23%	26%	29%	25%	30%	25%
GPC	11%	12%	11%	12%	8%	8%	11%	13%	10%	9%	18%	13%	8%	11%	11%	10%	10%	10%	12%
PPC	3%	4%	4%	2%	3%	3%	2%	2%	4%	5%	0%	7%	2%	1%	4%	2%	4%	3%	3%
Orher	1%	2%	1%	1%	1%	0%	2%	1%	3%	1%	3%	1%	0%	2%	1%	1%	1%	2%	0%
I would not vote	5%	8%	4%	3%	4%	3%	5%	6%	9%	3%	9%	9%	2%	9%	5%	4%	9%	3%	3%
I would cancel my vote	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	0%	0%	0%	0%	1%	1%	1%	1%	1%
I don't know	10%	11%	10%	7%	7%	8%	20%	13%	12%	8%	12%	9%	7%	14%	11%	8%	11%	10%	8%
Refusal	2%	1%	1%	2%	1%	3%	8%	3%	2%	2%	2%	0%	2%	3%	2%	2%	2%	3%	2%

Federal voting intentions among decided

No:3 BB1 FEDX_A	Total	Gender		Age 1						Age 2			Language			Atl.	QC	Province				Kids	
		Man	Woman	18-24	25-34	35-44	45-54	55-64	65 +	18-34	35-54	55+	French	English	Others			ON	MB/SK	AB	BC	Yes	No
Total pondéré :	1255	641	614	132	197	195	209	234	288	328	404	522	253	794	208	76	288	496	81	146	168	335	916
n=	1285	696	589	107	172	171	217	259	359	279	388	618	282	814	189	78	352	518	106	108	123	323	958
LPC	33%	33%	34%	39%	34%	31%	32%	32%	34%	36%	31%	33%	30%	32%	41%	37%	34%	38%	19%	21%	34%	31%	34%
NDP	11%	10%	12%	17%	15%	11%	11%	10%	8%	16%	11%	9%	8%	13%	9%	12%	8%	13%	10%	7%	17%	10%	12%
BQ	4%	4%	4%	2%	3%	3%	5%	4%	6%	3%	4%	5%	19%	0%	1%	0%	18%	0%	0%	0%	0%	2%	5%
CPC	33%	36%	31%	12%	29%	31%	35%	39%	41%	22%	33%	40%	26%	36%	33%	26%	27%	30%	55%	55%	26%	35%	33%
GPC	13%	10%	15%	18%	12%	16%	12%	13%	10%	14%	14%	11%	10%	14%	11%	21%	9%	14%	6%	10%	19%	14%	12%
PPC	4%	5%	2%	8%	4%	5%	4%	3%	1%	6%	5%	2%	5%	4%	3%	4%	4%	3%	7%	4%	4%	6%	3%
Orher	1%	2%	1%	4%	2%	3%	1%	0%	0%	3%	2%	0%	2%	1%	3%	0%	2%	2%	2%	3%	0%	3%	1%

Federal voting intentions among decided

No:4 BB2 FEDX_A	Total	Income						Occupation							Employed		Education		
		-40k	40-59k	60-79k	80-99k	100k+	Refusal	Off./serv /sales	Man. Worker	Profs.	Homemaker	Stud.	Retired	Unempl.	Yes	No	Elem/sec	Coll.	Univ.
Total pondéré :	1255	339	247	174	145	249	101	278	122	260	57	76	344	50	660	528	369	520	360
n=	1285	297	239	183	156	304	106	259	90	328	45	63	398	45	677	551	282	387	612
LPC	33%	38%	30%	29%	31%	36%	31%	33%	24%	36%	23%	44%	35%	33%	32%	35%	30%	32%	39%
NDP	11%	10%	18%	8%	14%	9%	6%	15%	10%	11%	15%	19%	7%	8%	12%	10%	12%	10%	12%
BQ	4%	4%	5%	3%	4%	2%	9%	3%	4%	3%	0%	1%	7%	7%	3%	5%	5%	4%	3%
CPC	33%	25%	28%	43%	36%	40%	32%	28%	41%	33%	34%	12%	40%	32%	33%	34%	33%	36%	29%
GPC	13%	16%	13%	14%	9%	9%	17%	17%	13%	10%	23%	15%	9%	16%	14%	12%	14%	12%	14%
PPC	4%	5%	5%	2%	3%	4%	2%	3%	5%	6%	0%	8%	2%	1%	4%	3%	5%	4%	3%
Orher	1%	2%	1%	1%	2%	0%	3%	1%	4%	1%	5%	1%	0%	3%	2%	1%	2%	2%	0%

OUR SERVICES

- **Leger**
  Marketing research and polling

- **Leger Metrics**
  Real-time VOC satisfaction measurement

- **Leger Analytics**
  Data modeling and analysis

- **Leger UX**
  UX research and optimization of interactive platforms

- **Legerweb**
  Panel management

- **Leger Communities**
  Online community management

- **International Research**
  Worldwide Independent Network (WIN)

- **Qualitative Research**
  Room Rentals

400
EMPLOYEES

75
CONSULTANTS

6
OFFICES

MONTREAL | QUEBEC | TORONTO | EDMONTON | CALGARY | PHILADELPHIA

20

OUR CREDENTIALS

Leger is a member of the Canadian Research Insights Council (CRIC), the industry association for the market/survey/insights research industry.

Leger is a member of ESOMAR (European Society for Opinion and Market Research), the global association of opinion polls and marketing research professionals. As such, Leger is committed to applying the international ICC/ESOMAR code of Market, Opinion and Social Research and Data Analytics.

Leger is also member of the Insights Association, the American Association of Marketing Research Analytics.

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