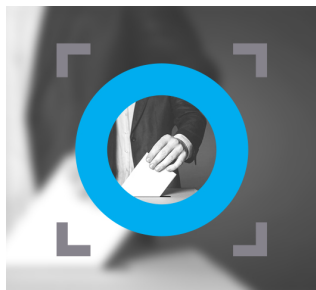




The Federal Political Scene

Fall 2018



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Fall 2018

Methodology

- **Methodology :** Online Survey
- **Sample:** N = 1,002 Adult Canadians (18+ years old)
- **Field Window:** September 17-20, 2018
- **Reliability:** Online samples cannot officially be assigned a margin of error. As a general guideline, a probability sample of this size carries a margin of error of $\pm 3.1\%$, 19 times out of 20. The margin of error is larger for sub segments. Although demographic and regional quotas were employed to ensure reliable and comparable sub-segment analysis, the data was weighted by current demographic & regional Census data, to ensure the sample reflects the actual population of adult Canadians.

Region	Number of interviews (unweighted)	Margin of error*
Atlantic Canada	87	$\pm 10.5\%$
Quebec	213	$\pm 6.7\%$
Ontario	350	$\pm 5.2\%$
Manitoba/Saskatchewan	98	$\pm 9.9\%$
Alberta	123	$\pm 8.8\%$
British Columbia	131	$\pm 8.6\%$
Canada	1,002	$\pm 3.1\%$

Methodology

Regions	BC	Alberta	Manitoba / Saskatchewan	Ontario	Quebec	Atlantic
1,002 Unweighted	131	123	98	350	213	87
1,002 Weighted	138	112	66	383	233	70

Demographics	Age					Gender	
	18 to 34	35 to 44	45 to 54	55 to 64	65+	Male	Female
1,002 Unweighted	285	148	175	201	193	478	516
1,002 Weighted	276	155	187	194	190	483	511

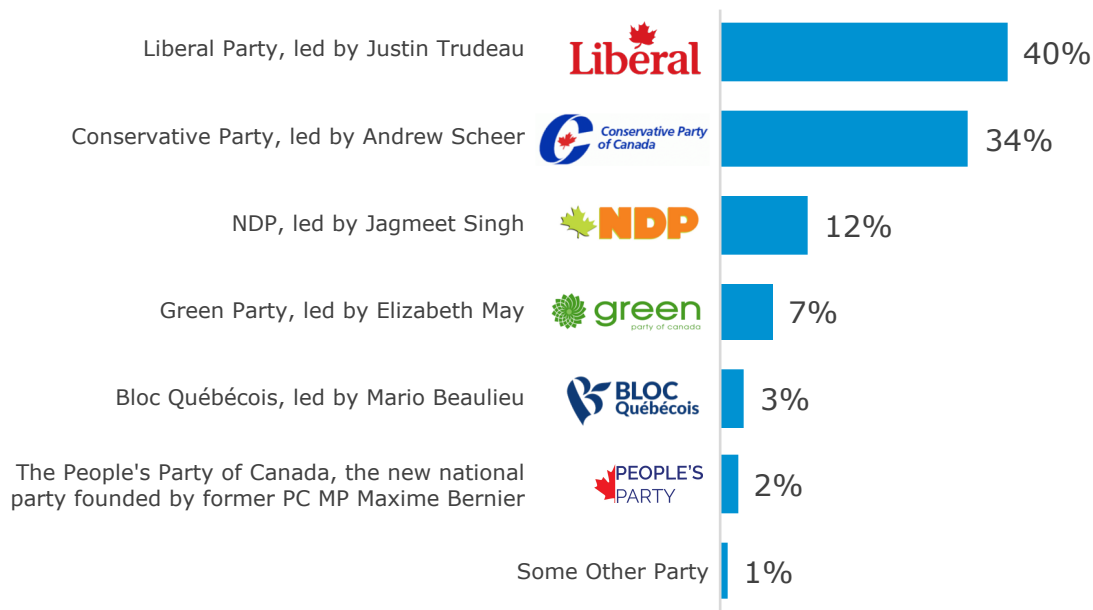


Voting Dynamics

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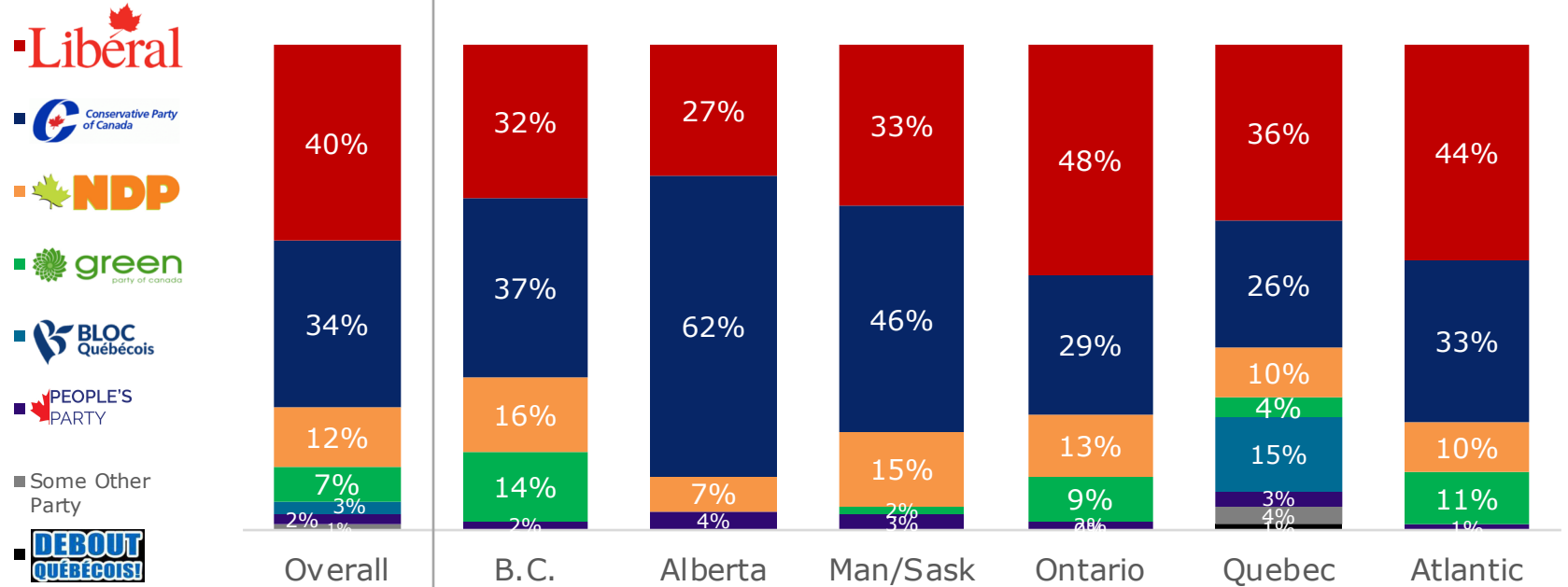
Decided Vote (Leaners Included)

- Regionally, residents of Ontario (48%), Atlantic Canada (44%) and Quebec (36%) are most likely to vote for the Liberal Party, while those in Alberta (62%) and Manitoba/Saskatchewan (46%) are more likely to vote for the Conservative Party. British Columbians are almost split – 37% are likely to vote for the Conservative party while 32% would choose the Liberal party.



12%
UNDECIDED

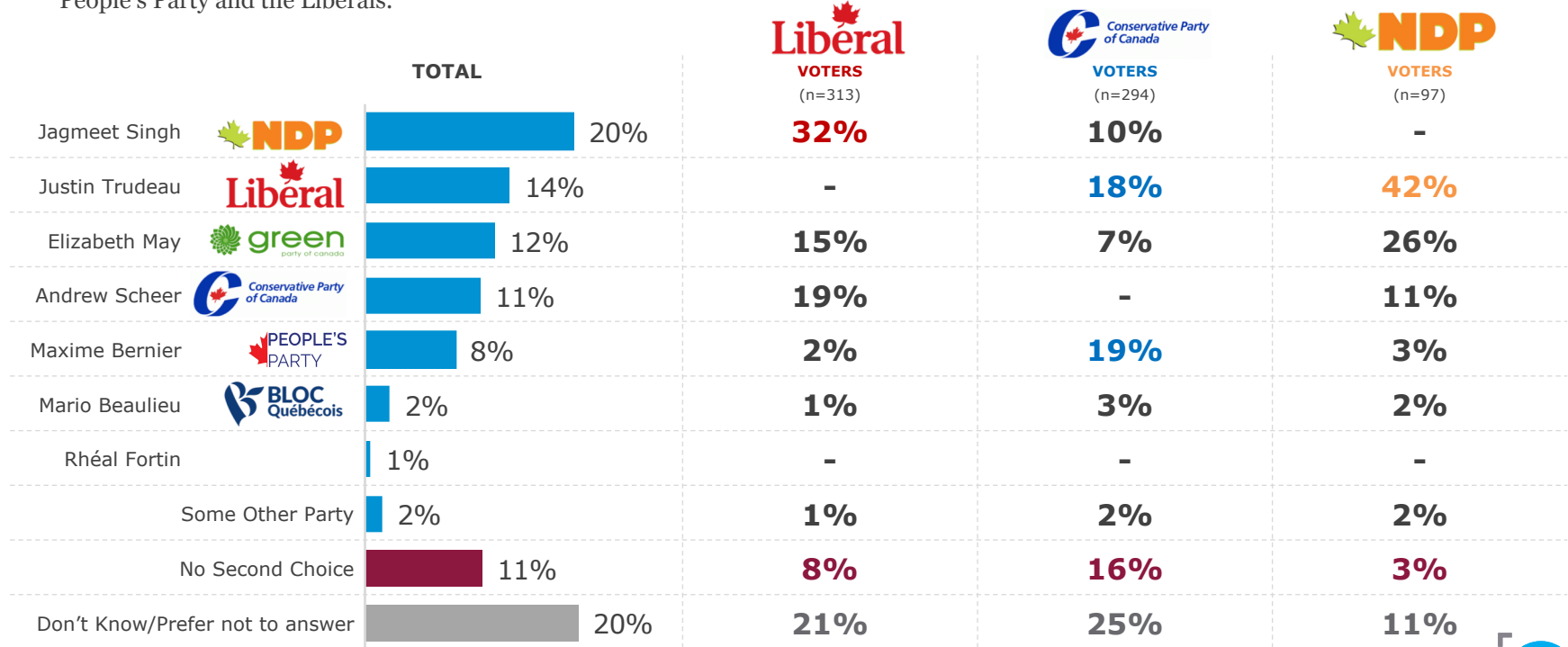
Decided Vote across the Regions



1A: Before we begin, a quick question about federal politics... If a national federal election were held across Canada today, which party would you most likely vote for or lean towards?
 1B. Is there a party that you are leaning towards? BASE: Decided (Leaners included) 1A/1B (Total: N=818)

Second Vote Choice

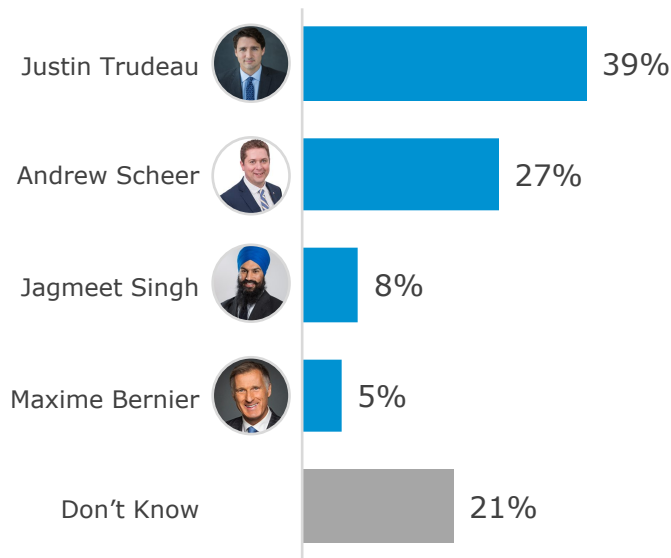
- Liberal and NDP Voters primarily look to each others' parties as a second choice option. Conservative Voters look equally to the newly-founded People's Party and the Liberals.



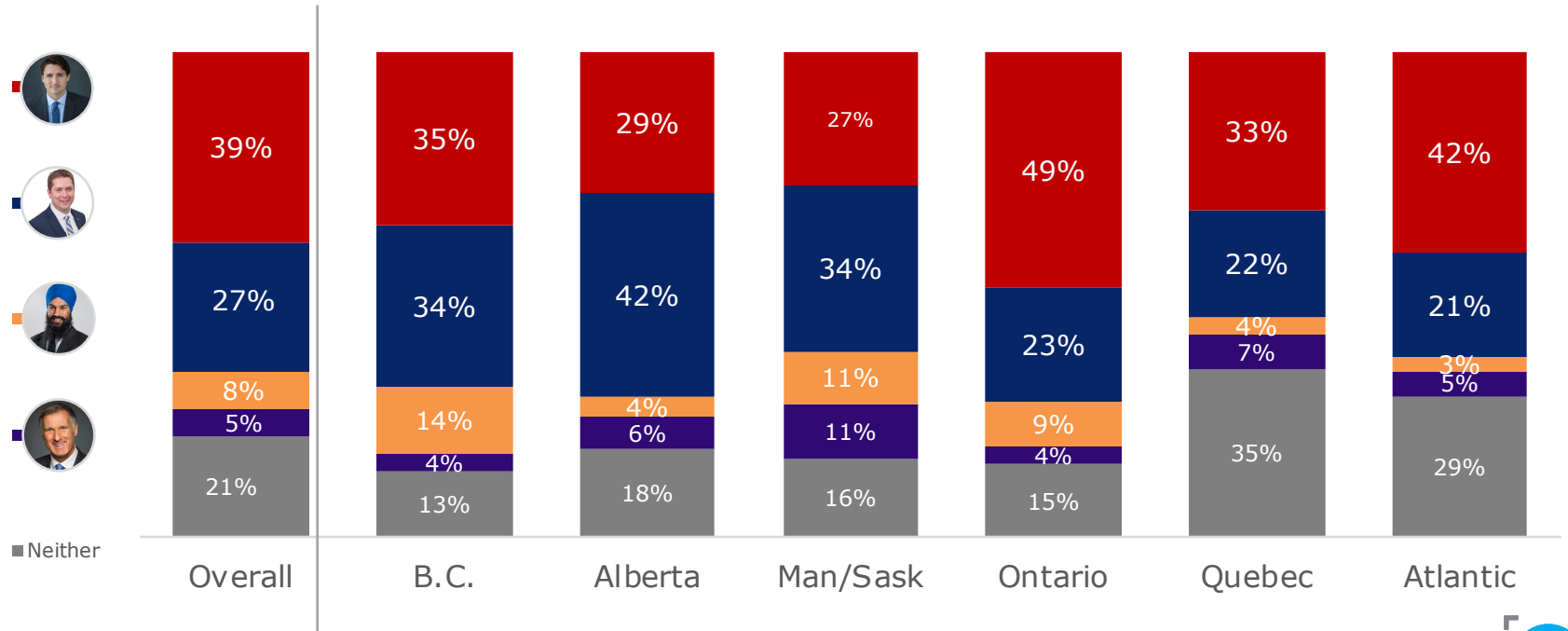
2: And, if for some reason you felt you could not vote for this party, which party would be your second choice?
 BASE: All Respondents who had a party preference in previous questions, except those stating Some Other Party (Total: N=811)

Best PM

- Regionally, Justin Trudeau is still a popular choice as PM for Ontario (49%), Atlantic Canada (42%) and Quebec (33%). While residents of Alberta (42%) and Manitoba/Saskatchewan (34%) feel that Andrew Scheer would make the best PM. British Columbians once again exhibit a Liberal/PC split: Trudeau (35%) vs. Scheer (34%).
- Jagmeet Singh is most popular in British Columbia (14%) and least popular in Atlantic Canada (3%). Notably, both Singh and Bernier are the top PM choice of one-in-ten in Manitoba/Saskatchewan (11%). In his home province of Ontario, 9% feel Singh would be the best PM.



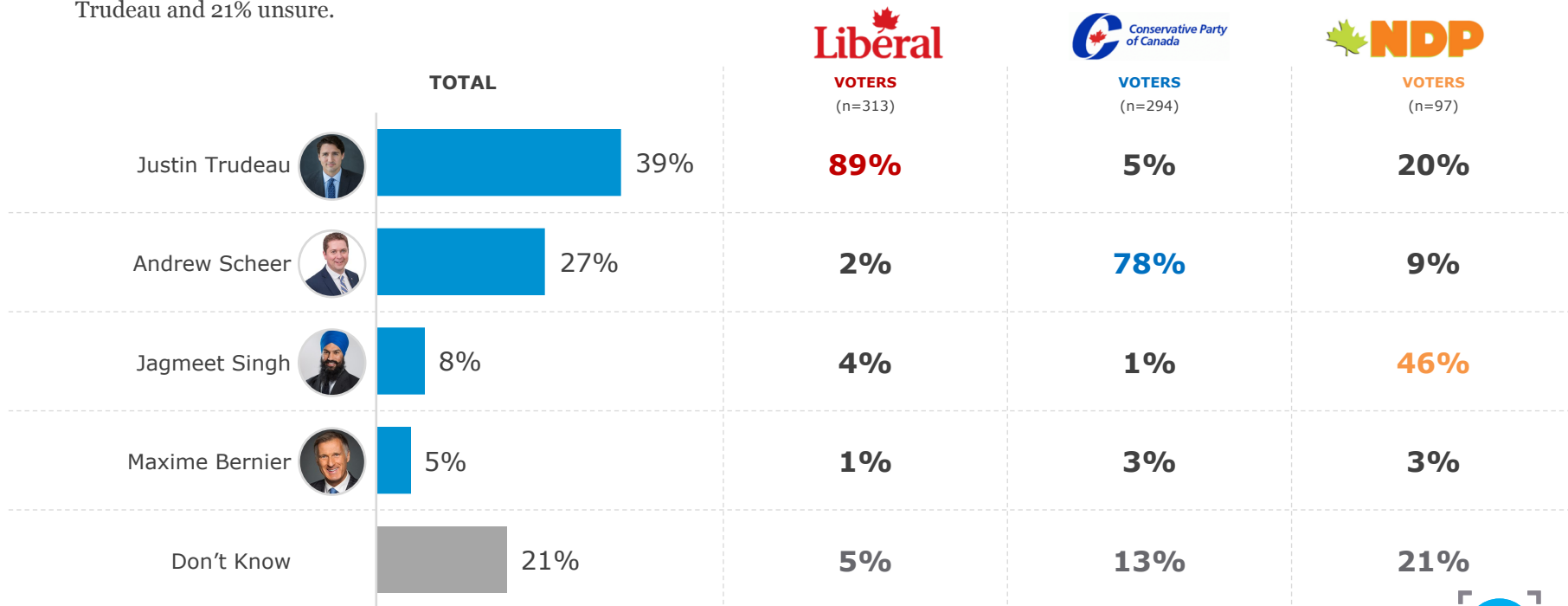
Best PM across the Regions



3: And, overall, which of the following party leaders do you think would make the best Prime Minister of Canada?
 BASE: N=1002

Best PM by Decided Voters

- Nine-in-ten (89%) Liberal Voters feel that Trudeau is the Best PM for Canada. Eight-in-ten (78%) Conservative Voters feel the same about their Leader, with 3% preferring Bernier and 13% unsure. Less than half (46%) of NDP Voters feel Singh would be the Best PM, with 20% preferring Trudeau and 21% unsure.



3: And, overall, which of the following party leaders do you think would make the best Prime Minister of Canada?
BASE: N=1002

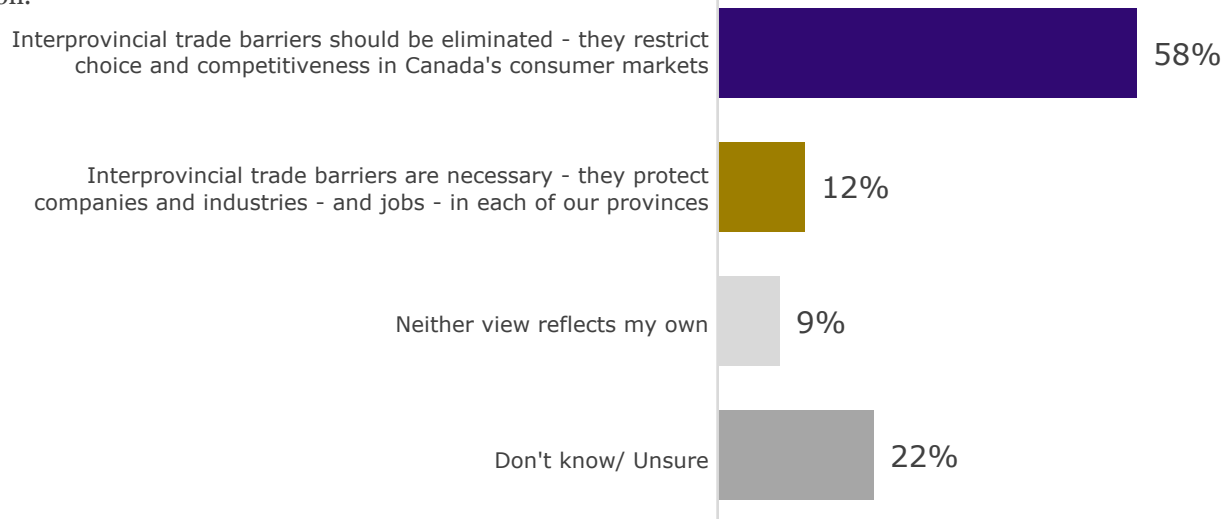


Canadians on Current Issues

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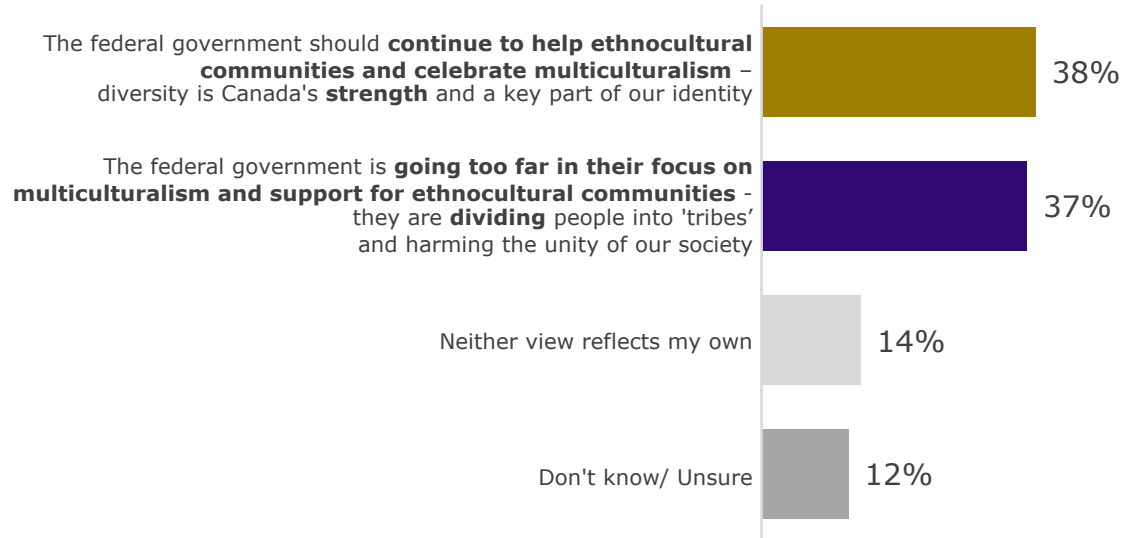
Interprovincial trade barriers: Clear majority support for elimination

- Majorities support eliminating interprovincial barriers in Alberta (68%), British Columbia (67%) and Ontario (64%), and about half feel the same in Manitoba/Saskatchewan (49%). Pluralities share this view in Atlantic Canada (46%) and Quebec (43%) share this view, with similarly-sized proportions of residents in these two regions also indicating that they are either unsure of their view or that neither viewpoint reflects their own (39% and 40% respectively).
- Majorities of Decided Voters for all three major parties support elimination of interprovincial trade barriers. Conservative Voters (71%) are the most supportive, followed by Liberal (61%) and NDP (54%) Voters. Notably, NDP Voters are more unsure (31%) than opposed (15%) to elimination.



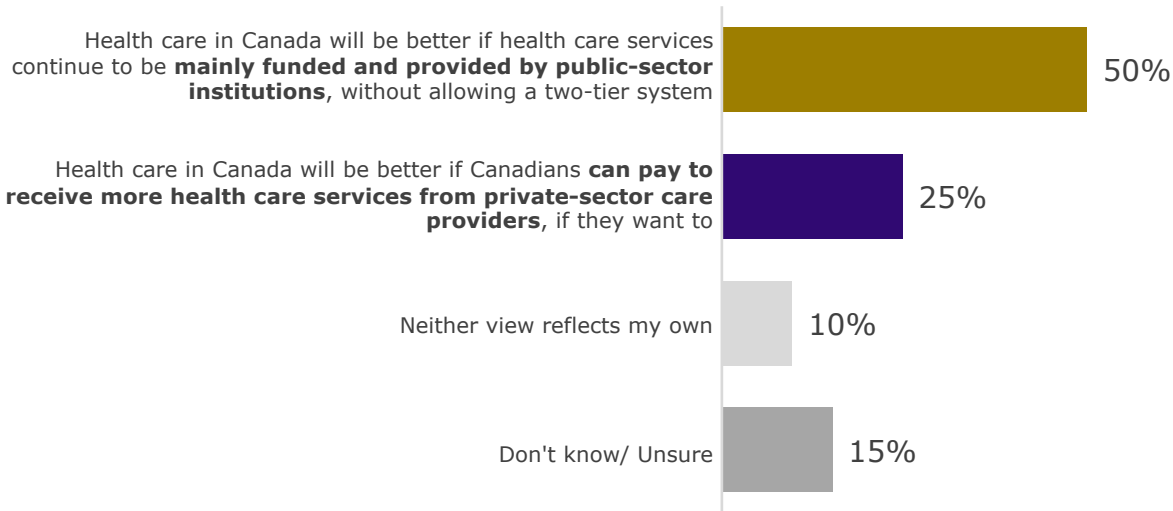
Multiculturalism: Canadians are split over approach

- Regionally, opinions are polarized. Pluralities in Ontario (44% continue vs. 30% going too far) and Atlantic Canada (44% vs. 31%) feel the government should continue their efforts, whereas pluralities in Manitoba/Saskatchewan (42% going too far vs. 24% continue) and Quebec (42% vs. 29%) disagree. In British Columbia (42% vs. 42%) and Alberta (38% going too far vs. 36% continue), opinions are split.
- Majorities of Liberal (61%) and NDP (55%) Voters are supportive of the federal government's approach to multiculturalism. Conversely, Conservative Voters (63%) are more inclined to believe the government is going too far and causing disunity in society.



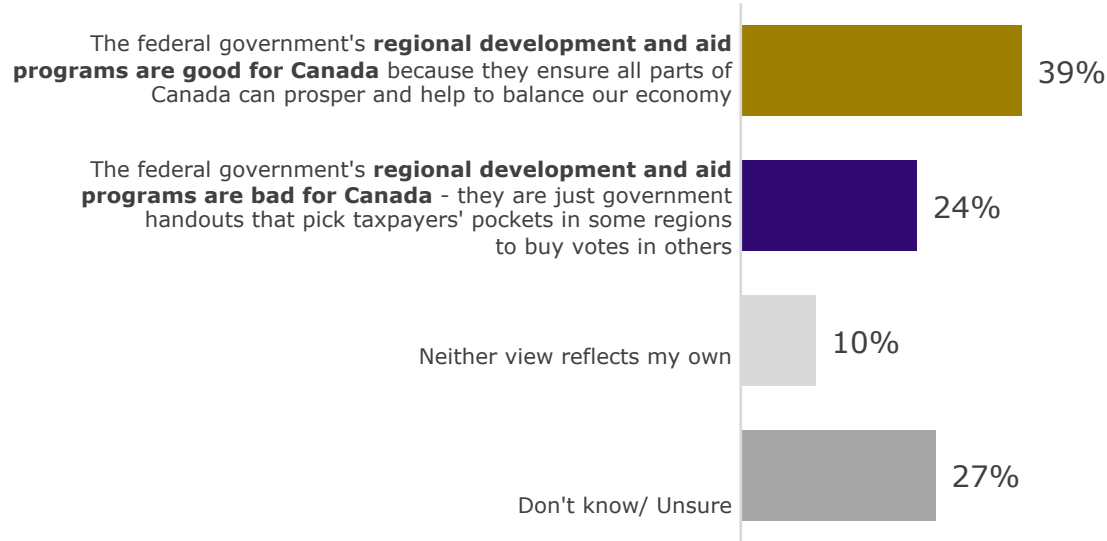
Health care: Half opposed to allowing more personal-pay private-sector care, just a quarter supportive

- Most residents of Ontario (57%), Manitoba/Saskatchewan (54%), and British Columbia (52%) feel health care will be better if it continues to be mainly funded and provided by public-sector institutions. Two-fifths agree in Alberta (45%), Quebec (43%) and Atlantic Canada (42%); however, more than a third of residents in these regions are likely to be unsure of their view rather than prefer a greater private sector role.
- Clear majorities of NDP (70%) and Liberal (64%) Voters prefer public funding and provision of health care, rather than preferring an increased private sector role. Conservative Voters are divided, but are slightly more inclined to believe that health care will be better if individuals can pay to receive more services from private-sector care (42%) than continuing with the current public sector-focused approach (38%).



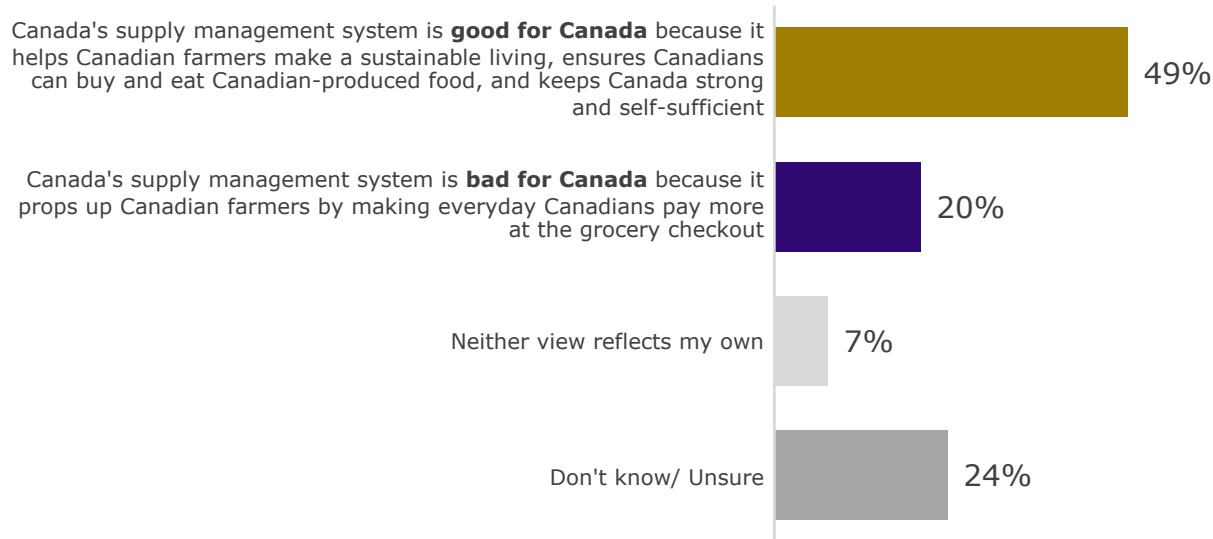
Regional Development: A plurality (39%) feel regional development programs are good for Canada, whereas a quarter disagree and another quarter are unsure

- Residents of Quebec (46%), Ontario (43%) and Atlantic Canada (38%) believe these programs are good for Canada, whereas Alberta residents (40%) tend to disagree. Residents of British Columbia (34% good vs. 33% bad) and Manitoba/Saskatchewan (30% vs. 34%) are split.
- Six-in-ten Liberal Voters are supportive of the federal government's development and aid programs (58%), as well as half of NDP Voters (47%). Conversely, a plurality that approaches half of Conservative Voters believe these programs are bad for Canada (48%).



Supply Management: About half feel it is good for Canada, compared to just two-in-ten who feel it is bad. A quarter are unsure.

- About half of residents in Ontario (53%), Quebec (49%), Alberta (47%) and Manitoba/Saskatchewan (47%) feel it is good for Canada, and about four-in-ten in Atlantic Canada (43%) and BC (43%) feel the same. Notably, the highest negative response to supply management is found in BC (31%).
- Six-in-ten Liberal (60%) and NDP (58%) Voters feel the system is beneficial, whereas just four-in-ten (42%) Conservative Voters feel the same. Three-in-ten (31%) Conservative Voters feel it is bad for Canada.





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