

Report

PostMedia

Election Polling 2019



DATE 2019-10-16 PROJECT NUMBER 82654\_032



# METHODOLOGY



A web survey was conducted using computer-assisted Web interviewing (CAWI) technology.



The survey ran between October 05 and 07, 2019.



1,593 Canadians, 18 years of age or older, who have the right to vote in Canada, were surveyed.

Respondents were randomly recruited from Leger'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 Canadian population.



No margin of error can be associated with a non-probability sample (Web panel in this case), but for comparative purposes, a probability sample of 1,593 respondents would have a margin of error of  $\pm 2.5\%$ , 19 times out of 20.



The research results presented here are in full compliance with the CRIC Public Opinion Research Standards and Disclosure Requirements.



If you have questions about the data presented in this report, please contact:

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The following survey question was used:

To what degree do you believe the campaign slogan . . .

[RANDOMIZE STATEMENTS.]

- a) . . . **“In it for you”** describes the **Federal NDP Party**?
- b) . . . **“Choose Forward”** describes the **Federal Liberal Party**?
- c) . . . **“It’s time for you to get ahead”** describes the **Federal Conservative Party**?
- d) . . . **“Not Left. Not Right. Forward Together.”** describes the **Federal Green Party**?
- e) . . . **“Québec, it is us”** describes the **Bloc Québécois**?
- f) . . . **“Strong and Free”** describes the **Federal People’s Party of Canada**?

*CHOICE OPTIONS:*

1 – This campaign slogan does not describe the Party at all

2

3

4

5 – This campaign slogan describes the Party very well

I don’t know

I prefer not to answer





DETAILED RESULTS



# MANY BELIEVE THE BLOC'S SLOGAN IS AN APT DESCRIPTION OF THE PARTY ITSELF.







Overall, many (40%) believe the Bloc's campaign slogan describes the Party well, but it's Quebecers who are driving this percentage up: 53% of them believe it's an apt slogan, while it's 36% for the RoC). About three-in-ten believe the other slogans aptly describe their respective Parties, the exception being the People's Party of Canada (the PPC), where only 19% believe the slogan "Strong and Free" is a good fit.

**Q** To what degree do you believe the campaign slogan . . . describes the . . . ?  
Base: All (n=1593).

**% WHO BELIEVE THE SLOGAN DESCRIBES THE PARTY WELL**  
(i.e. rating it a **5** or a **4** on a 5-point scale, where **5** means the slogan describes the Party very well, and **1** means the slogan does not describe the Party at all).

**DOES NOT  
DESCRIBE  
THE PARTY**  
(2 or 1)

**DK /  
REFUSAL**

« Le Québec, c'est nous. » "Quebec, it is us."		40%	17%	30%
It's time for you to get ahead." « Plus. Pour vous. Dès maintenant. »		32%	32%	19%
"In it for you." « On se bat pour vous. »		29%	27%	22%
"Choose Forward." « Choisir d'avancer. »		28%	34%	19%
Not Left. Not Right. Forward Together." « Ni à droite ni à gauche. Vers l'avant ensemble. »		27%	27%	26%
"Strong and Free." « Fort et Libre. »		19%	31%	34%

# QUEBECERS ARE DRIVING UP THE POSITIVITY WITNESSED FOR THE BLOC QUÉBÉCOIS' SLOGAN.

Here is a detailed breakdown of how Quebecers reacted to the Bloc's slogan, relative to the RoC.

**Q** To what degree do you believe the campaign slogan « **Le Québec, c'est nous.** » / "Quebec, it is us." describes the **Bloc Québécois**?

Bases: Residents of Quebec (n=435) and the RoC (n=1158).

Quebec (n=435)



RoC (n=1158)



- 5, 4 -- Describes the Party well
- 3
- 2, 1 -- Does not describe the Party%
- DK / Refusal

# IN ADDITION TO QUEBEC, THERE ARE OTHER INTERESTING REGIONAL DIFFERENCES.

Interestingly, Albertans are more likely to believe the Conservatives' slogan is a good fit for the Party than residents from *any* other province. Ontarians, on the other hand, are most likely to believe the Liberal slogan is bang on.

**Q** To what degree do you believe the campaign slogan ... describes the ... ?  
Base: All (n=1593).

## % WHO BELIEVE THE SLOGAN DESCRIBES THE PARTY WELL

(i.e. rating it a 5 or a 4 on a 5-point scale, where 5 means the slogan describes the Party very well, and 1 means the slogan does not describe the Party at all).

« Le Québec, c'est nous. »  
"Quebec, it is us."



40%

It's time for you to get ahead."  
« Plus. Pour vous. Dès maintenant. »



32%

"In it for you."  
« On se bat pour vous. »



29%

"Choose Forward."  
« Choisir d'avancer. »



28%

Not Left. Not Right. Forward Together."  
« Ni à droite ni à gauche. Vers l'avant ensemble. »



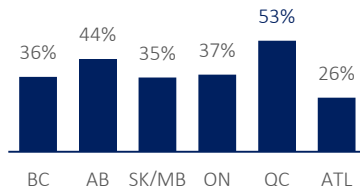
27%

"Strong and Free."  
« Fort et Libre. »

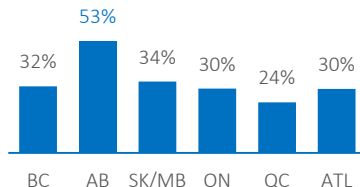


19%

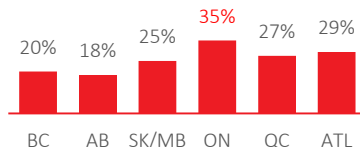
## DESCRIBES THE PARTY WELL by REGION



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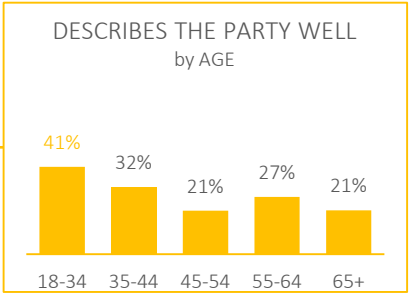
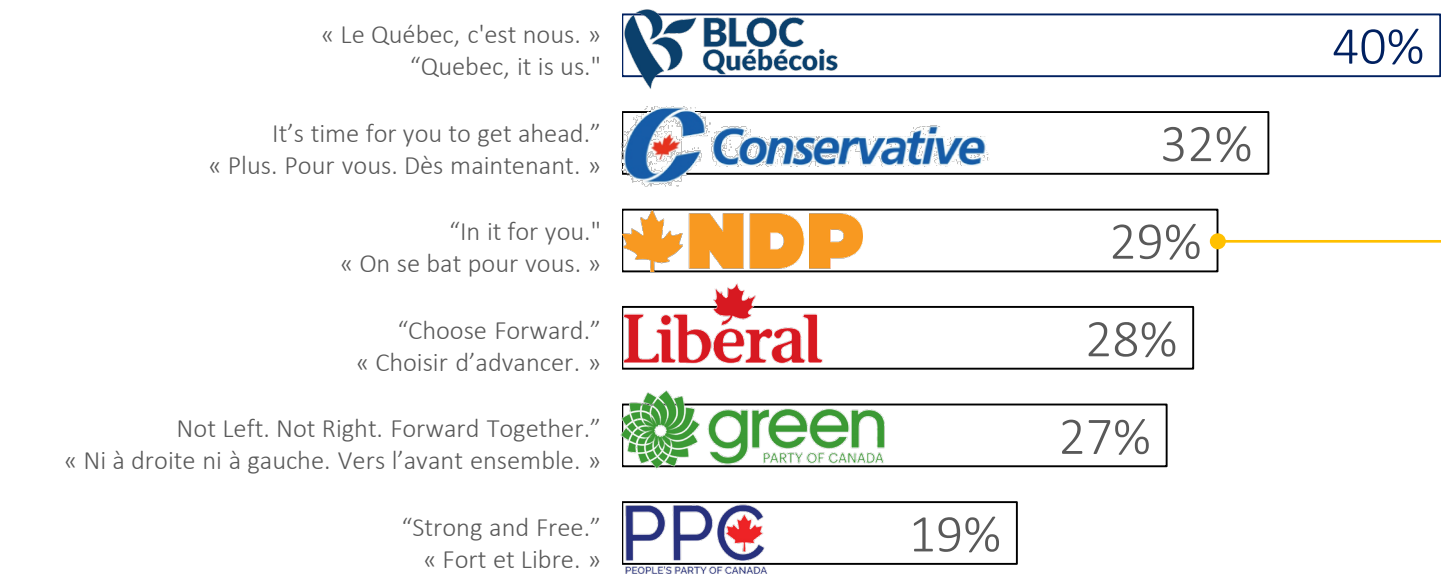


# GENDER DOESN'T PLAY MUCH OF A ROLE, BUT AGE DOES.

For the most part, similar proportions of men and women reacted positively to each the slogan, the exception being the PPC's slogan: here, more men believed the slogan described the Party well (23% vs. 16% of women). With respect to age, younger respondents (i.e. those 18-44) reacted more positively to Bloc's, the Green Party's, and the PPC's slogans (relative to those 45+), while the youngest cohort (i.e. those 18-34) reacted more positively to the NDP's slogan than *any* other age group.

**Q** To what degree do you believe the campaign slogan . . . describes the . . . ?  
Base: All (n=1593).

**% WHO BELIEVE THE SLOGAN DESCRIBES THE PARTY WELL**  
(i.e. rating it a **5** or a **4** on a 5-point scale, where **5** means the slogan describes the Party very well, and **1** means the slogan does not describe the Party at all).



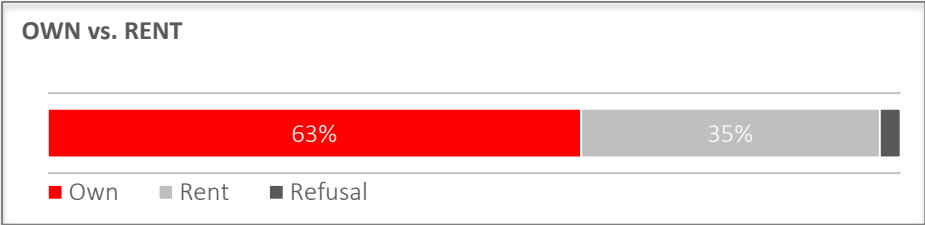
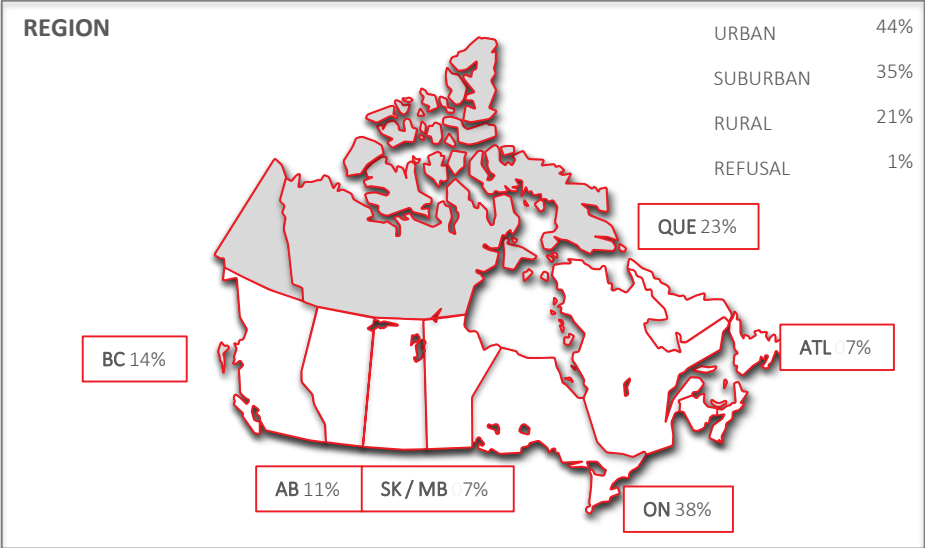
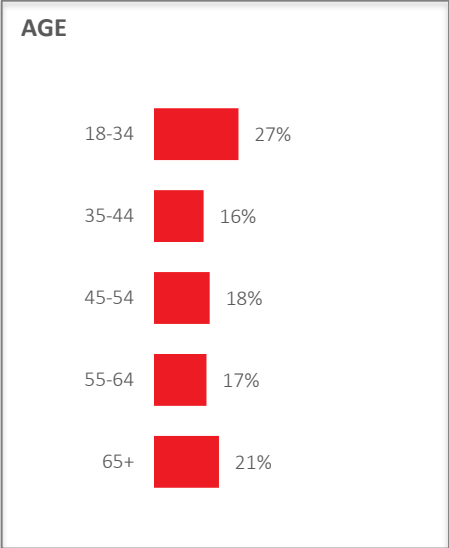




# RESPONDENT PROFILE

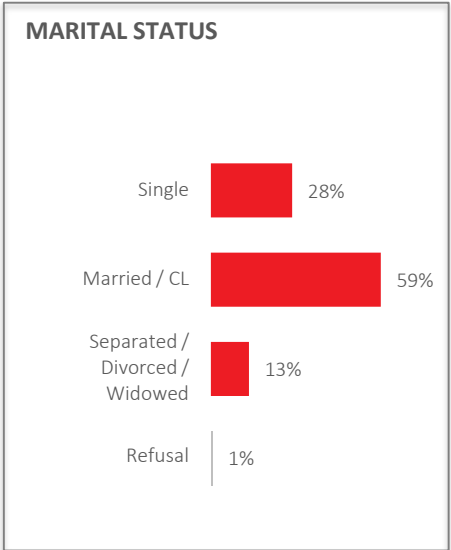
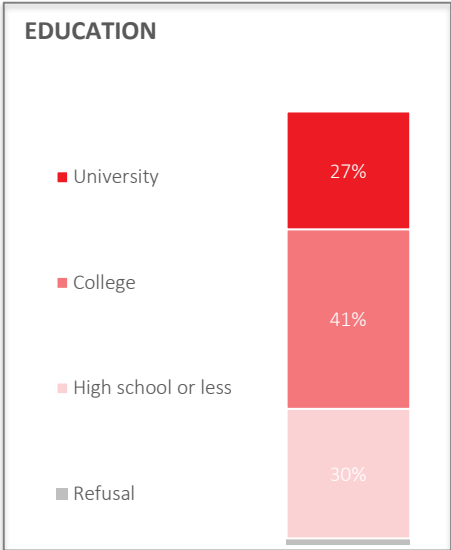
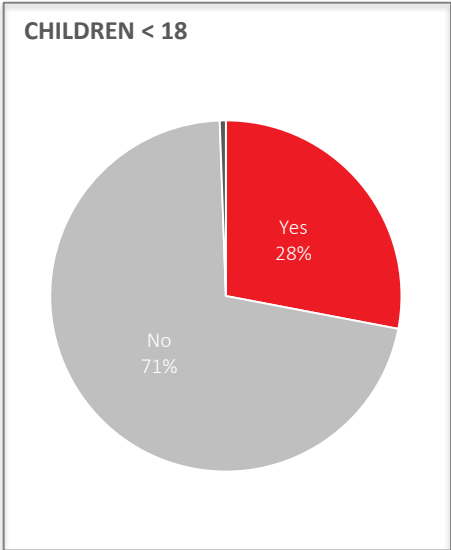
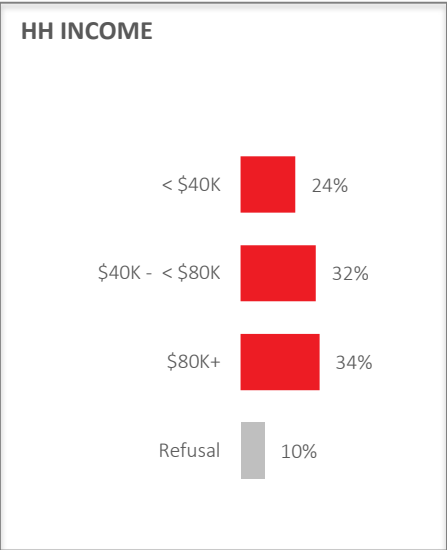
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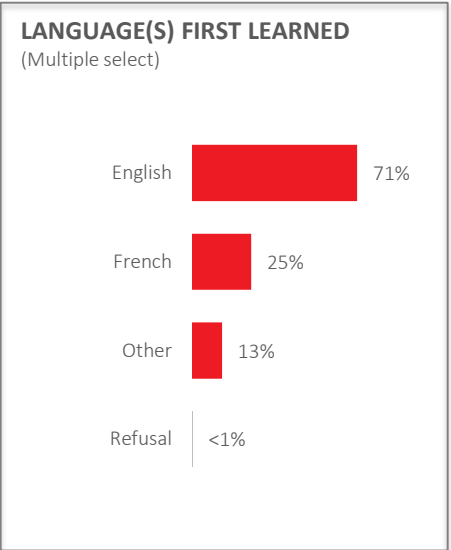
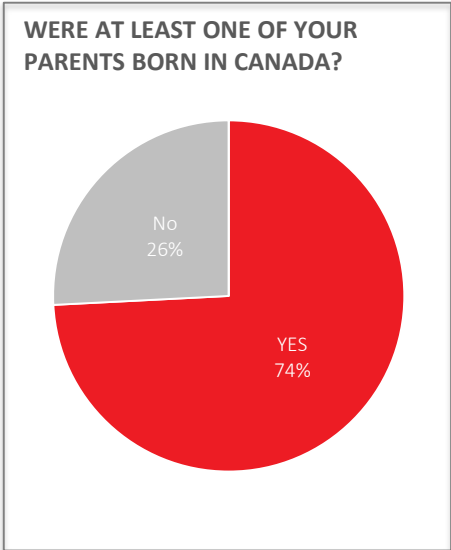
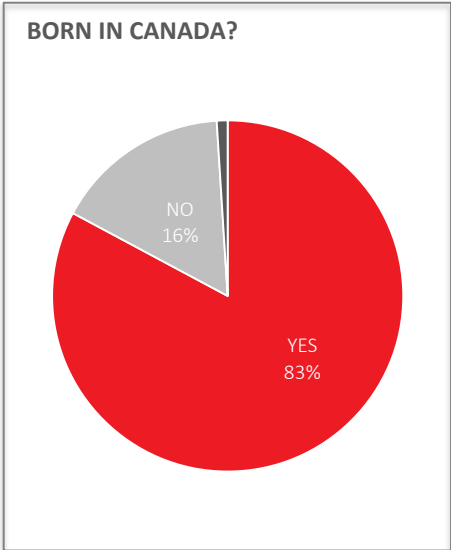
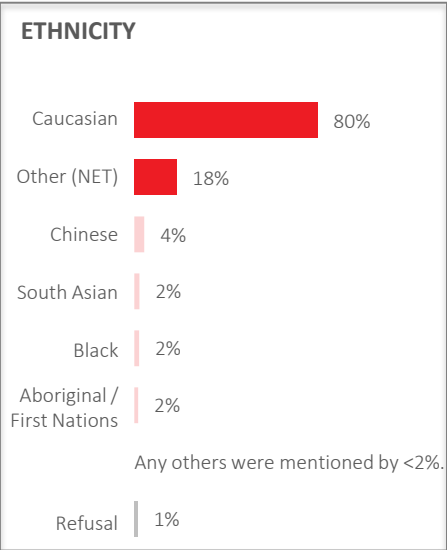
Base: All (n=1593).





# RESPONDENT PROFILE

Base: All (n=1593).





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