Election Primer for Diplomats | October 7, 2019

@parldiplo

AIR CANADA · 100 CN · gsk GlaxoSmithKline · IBC BAC Insurance Bureau of Canada Bureau d'assurance du Canada

Nutrien · SUNCOR · TD · TOYOTA

Carleton UNIVERSITY

2 WEEKS TO GO

WHERE THINGS STAND IN THE 2019 CANADIAN GENERAL ELECTION

DAVID COLETTO
CEO, ABACUS DATA
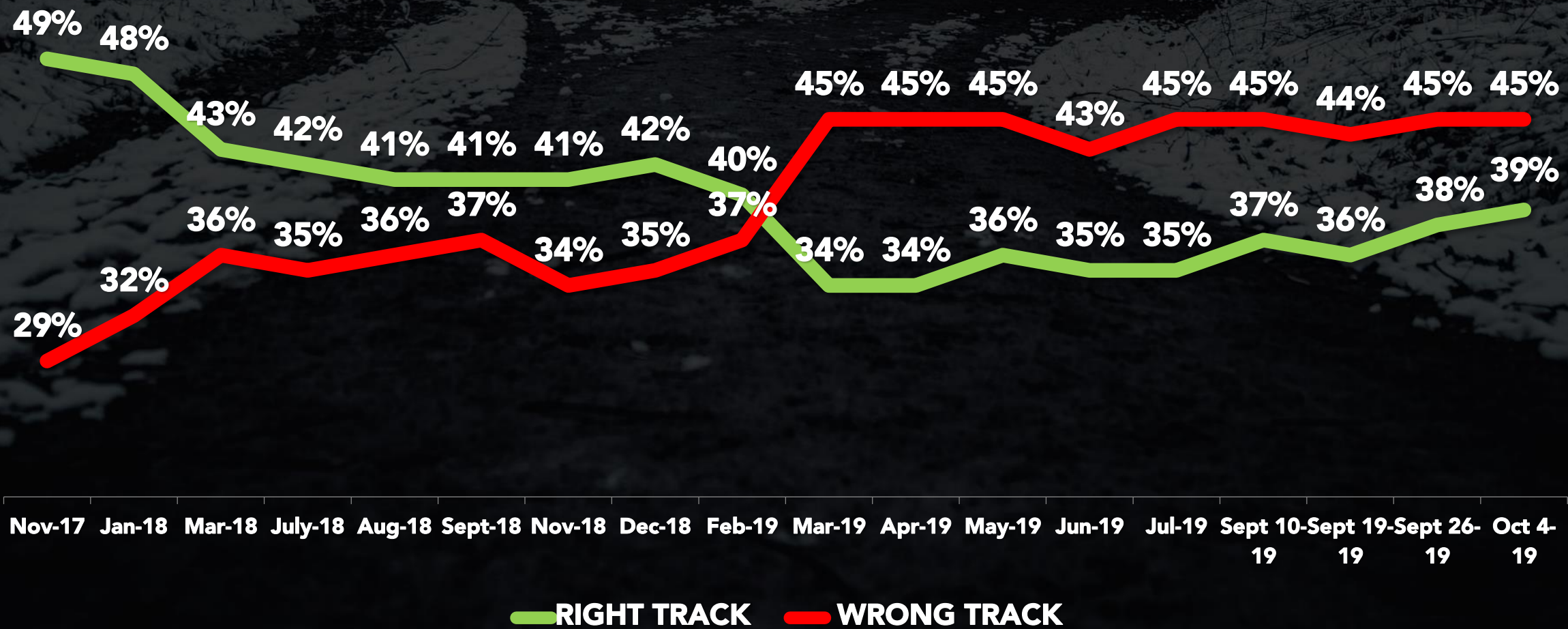
ABACUS DATA

THE LAND IS STRONG

CANADIANS ARE IN A DEFENSIVE POSTURE.

ABACUS DATA

DIRECTION OF THE COUNTRY

49% 48% 43% 42% 41% 41% 41% 42% 40% 45% 45% 45% 43% 45% 45% 44% 45% 45%

29% 32% 36% 35% 36% 37% 34% 35% 37% 34% 34% 36% 35% 35% 37% 36% 38% 39%

Nov-17 Jan-18 Mar-18 July-18 Aug-18 Sept-18 Nov-18 Dec-18 Feb-19 Mar-19 Apr-19 May-19 Jun-19 Jul-19 Sept 10-19 Sept 19-19 Sept 26-19 Oct 4-19

RIGHT TRACK **WRONG TRACK**

GENERALLY SPEAKING, DO YOU THINK THINGS IN CANADA ARE HEADED
IN THE RIGHT DIRECTION OR ARE THEY OFF ON THE WRONG TRACK?

ABACUS DATA

THE WAY THE ECONOMY IS GOING...

62%

38%

WILL BRING MORE OPPORTUNITIES

WILL BEING MORE THREATS

WHICH OF THE FOLLOWING COMES CLOSEST TO YOUR VIEW?

ABACUS DATA

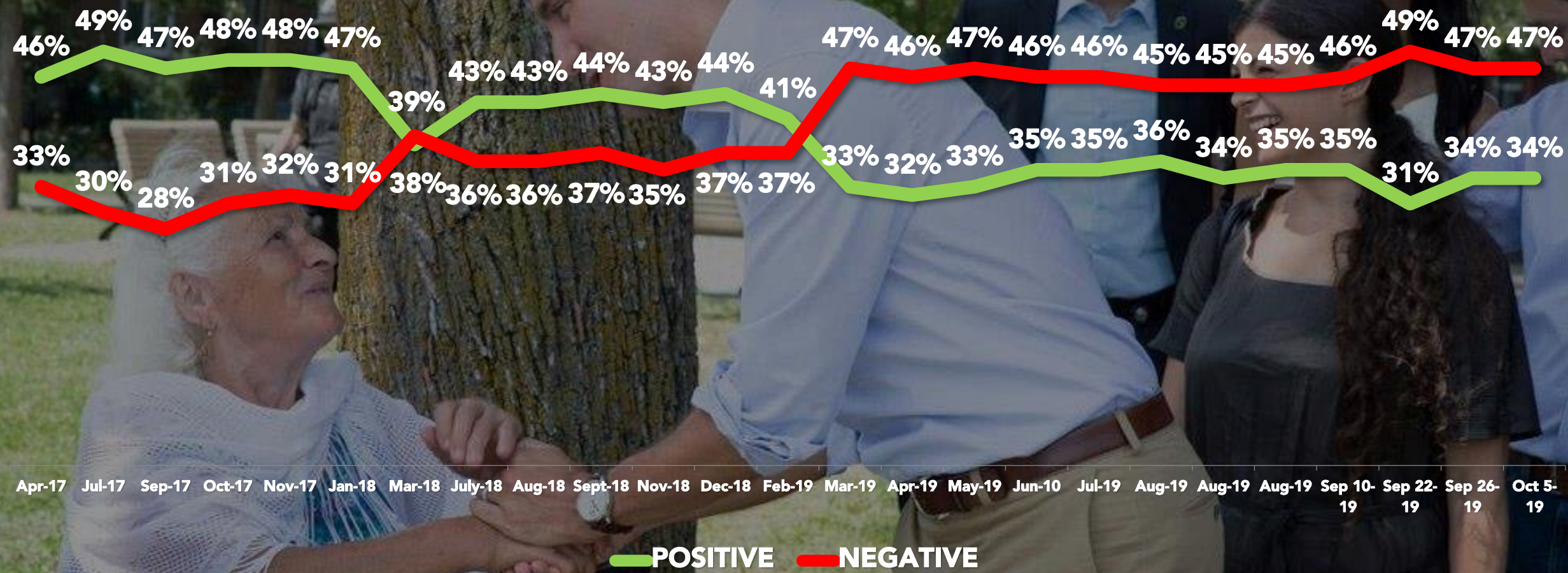# CURRENT ECONOMIC CONDITIONS

41%

30%

29%

GOOD

ACCEPTABLE

POOR

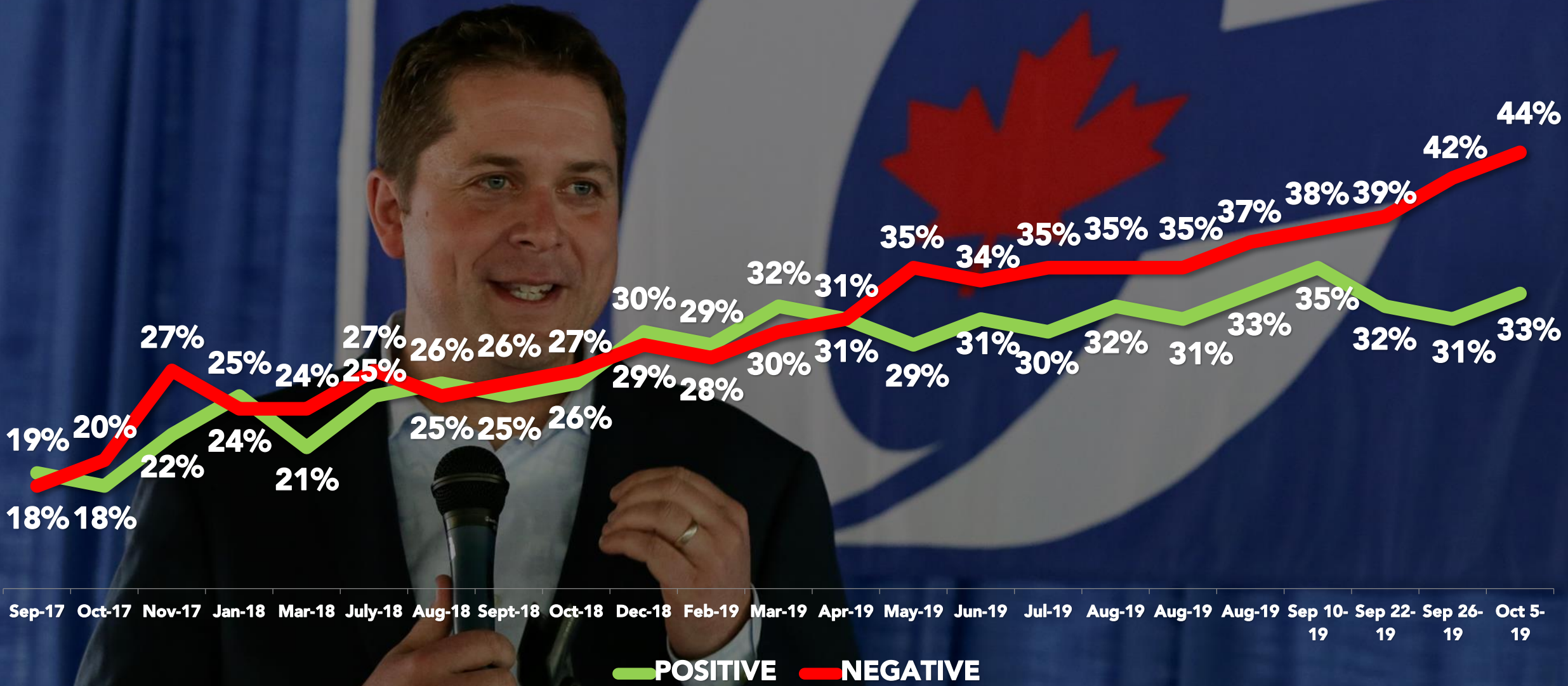HOW WOULD YOU DESCRIBE CURRENT ECONOMIC CONDITIONS IN CANADA?

ABACUS DATA

HOW DO THEY FEEL ABOUT THEIR POLITICAL LEADERS?

ABACUS DATA

IMPRESSION OF JUSTIN TRUDEAU

Positive: 46% 49% 47% 48% 48% 47% 39% 43% 43% 44% 43% 44% 41% 33% 32% 33% 35% 35% 36% 34% 35% 35% 31% 34% 34%

Negative: 33% 30% 28% 31% 32% 31% 38% 36% 36% 37% 35% 37% 37% 47% 46% 47% 46% 46% 45% 45% 45% 46% 49% 47% 47%

Apr-17 Jul-17 Sep-17 Oct-17 Nov-17 Jan-18 Mar-18 July-18 Aug-18 Sept-18 Nov-18 Dec-18 Feb-19 Mar-19 Apr-19 May-19 Jun-10 Jul-19 Aug-19 Aug-19 Aug-19 Sep 10-19 Sep 22-19 Sep 26-19 Oct 5-19

POSITIVE **NEGATIVE**

DO YOU HAVE A POSITIVE OR NEGATIVE IMPRESSION OF JUSTIN TRUDEAU?

ABACUS DATA

IMPRESSION OF ANDREW SCHEER

44%
42%
39%
38%
37%
35% 35% 35% 35%
34%
32%
31%
30% 30%
29% 29%
27% 27%
26% 26% 27%
25% 25%
24%
25%
20%
19%
18% 18%
35%
33%
32%
31% 31% 31%
30%
29%
28%
26%
25% 25%
24%
22%
21%

Sep-17 Oct-17 Nov-17 Jan-18 Mar-18 July-18 Aug-18 Sept-18 Oct-18 Dec-18 Feb-19 Mar-19 Apr-19 May-19 Jun-19 Jul-19 Aug-19 Aug-19 Aug-19 Sep 10-19 Sep 22-19 Sep 26-19 Oct 5-19

POSITIVE   NEGATIVE

DO YOU HAVE A POSITIVE OR NEGATIVE IMPRESSION OF ANDREW SCHEER?

ABACUS DATA

POLITICAL LEADERS – WHO WE LIKE/DISLIKE

NET IMPESSIONS (% NEGATIVE - % POSITIVE)

TRUDEAU	-13
SCHEER	-11
MAY	+4
SINGH	+7
BERNIER	-33

DO YOU HAVE A POSITIVE OR NEGATIVE IMPRESSION OF THE FOLLOWING PEOPLE?

ABACUS DATA

HOW DOES THIS TRANSLATE INTO VOTES?
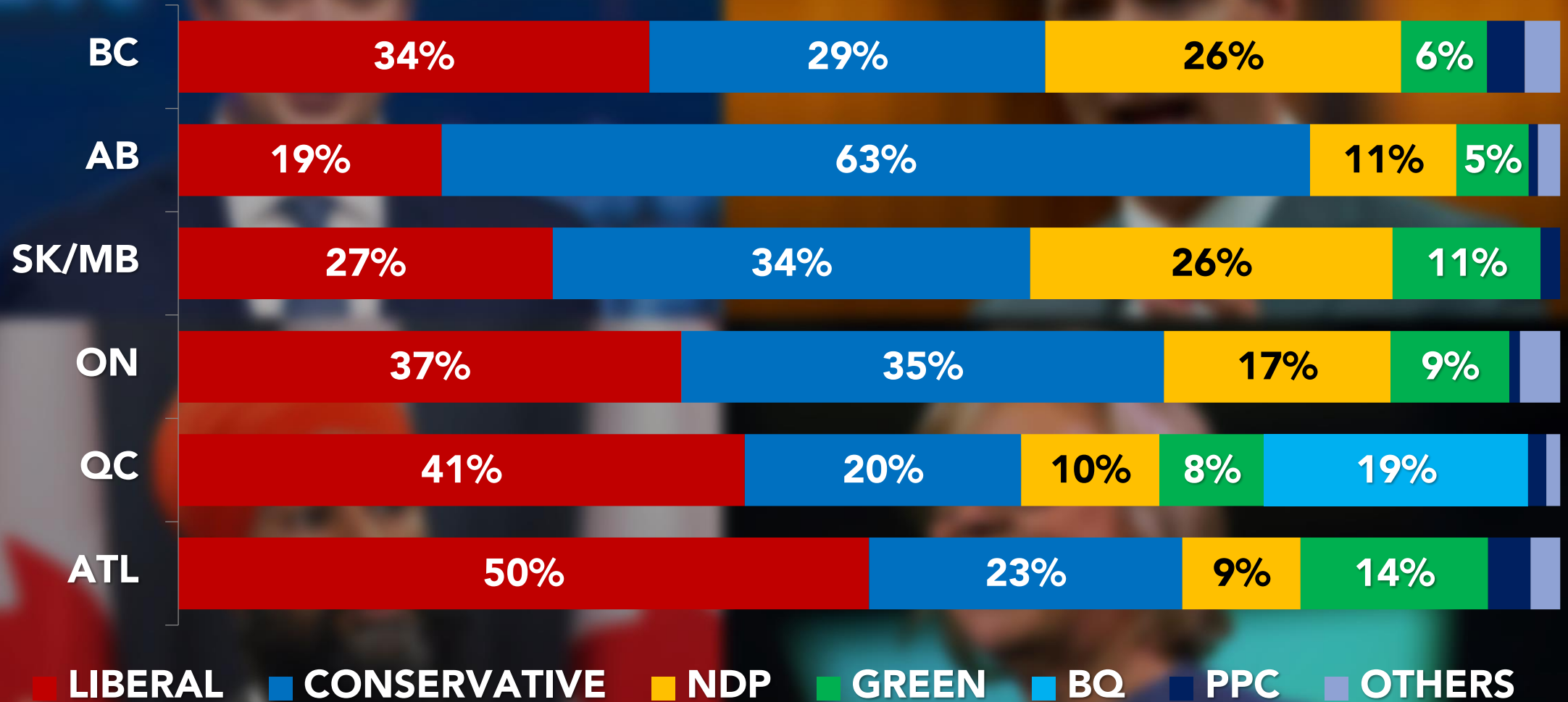
HOW WOULD YOU VOTE TOMORROW?

IT'S STILL TOO CLOSE TO CALL

Party	%
LIBERAL	35%
CONSERVATIVE	33%
NDP	16%
GREEN	8%
BQ	5%
PEOPLE'S	2%

ABACUS DATA

POLLING AVERAGE

34% 34% 34% 34% 34% 34% 35% 35% 34% 34% 34%

33% 33% 34% 34% 34% 34% 34% 33% 34% 34% 34%

13% 14% 13% 13% 13% 14% 14% 14% 14% 14% 14%

11% 10% 10% 11% 10% 10% 10% 10% 10% 10% 9%

Sep 2 Sep 5 Sep 8 Sep 12 Sep 15 Sep 18 Sep 21 Sep 24 Sep 27 Sep 30 Oct 5

ABACUS DATA

VOTE INTENTION

	LIBERAL	CONSERVATIVE	NDP	GREEN	BQ
BC	34%	29%	26%	6%	
AB	19%	63%	11%	5%	
SK/MB	27%	34%	26%	11%	
ON	37%	35%	17%	9%	
QC	41%	20%	10%	8%	19%
ATL	50%	23%	9%	14%	

■ LIBERAL ■ CONSERVATIVE ■ NDP ■ GREEN ■ BQ ■ PPC ■ OTHERS
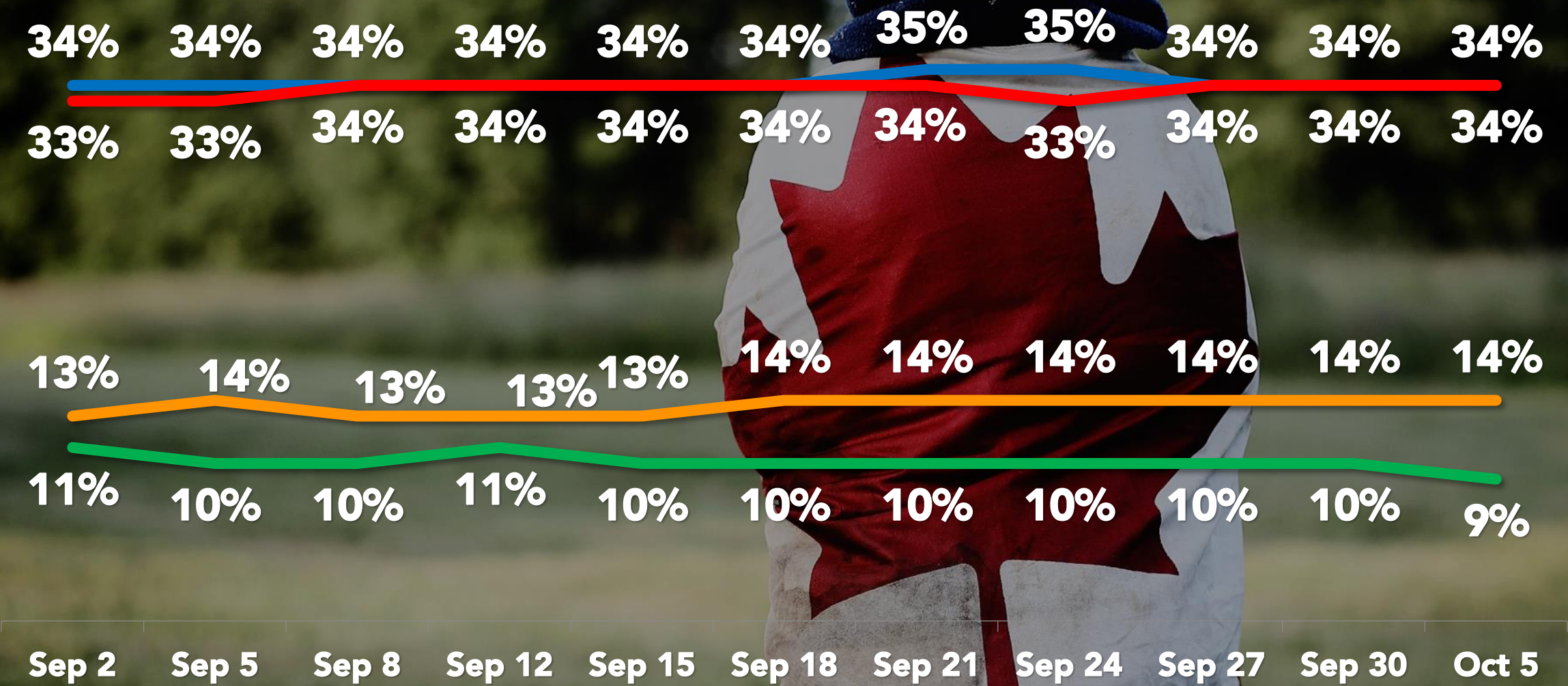
IF A FEDERAL ELECTION WERE HELD TOMORROW, WHICH ONE OF THE
FOLLOWING PARTIES WOULD YOU VOTE FOR IN YOUR CONSTITUENCY?

ABACUS DATA

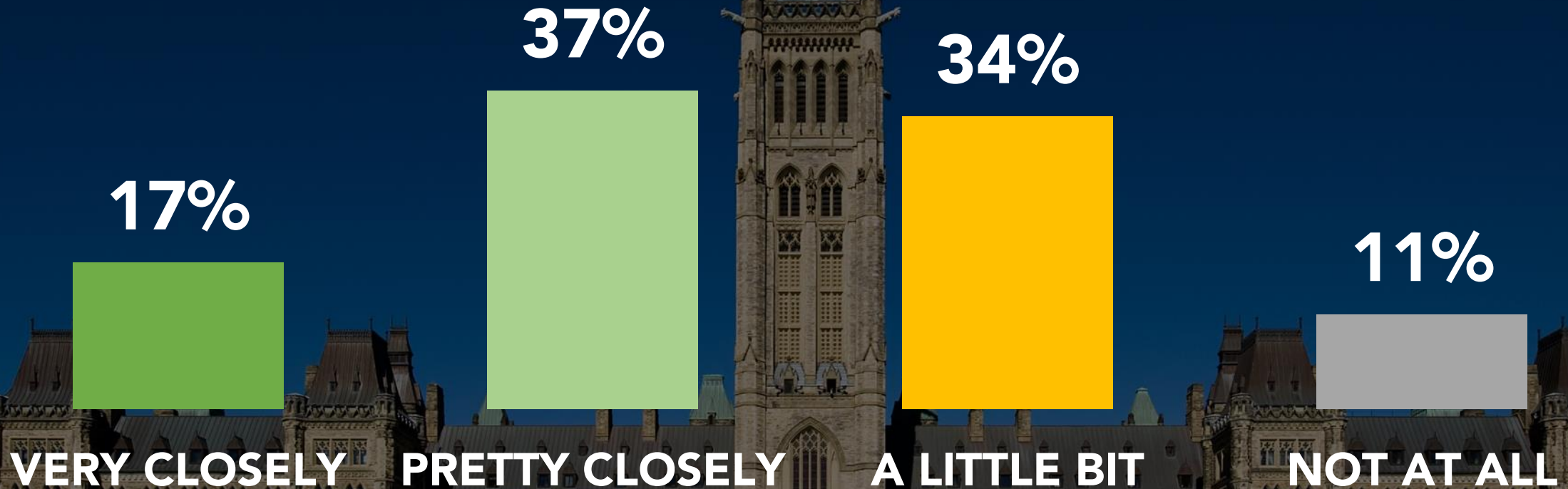# LIBERAL OR CONSERVATIVE GOVERNMENT? WHICH WOULD YOU PREFER?

54%

46%

LIBERAL

CONSERVATIVE

BETWEEN THE CONSERVATIVES AND THE LIBERALS, WHICH WOULD YOU PREFER TO SEE FORM A GOVERNMENT?

ABACUS DATA

HOW CLOSELY HAVE YOU BEEN FOLLOWING THE CAMPAIGN?

17%
37%
34%
11%

VERY CLOSELY   PRETTY CLOSELY   A LITTLE BIT   NOT AT ALL

ABACUS DATA

WHAT ISSUES DO CANADIANS WANT THE ELECTION TO BE ABOUT?

ABACUS DATA

TOP ISSUES

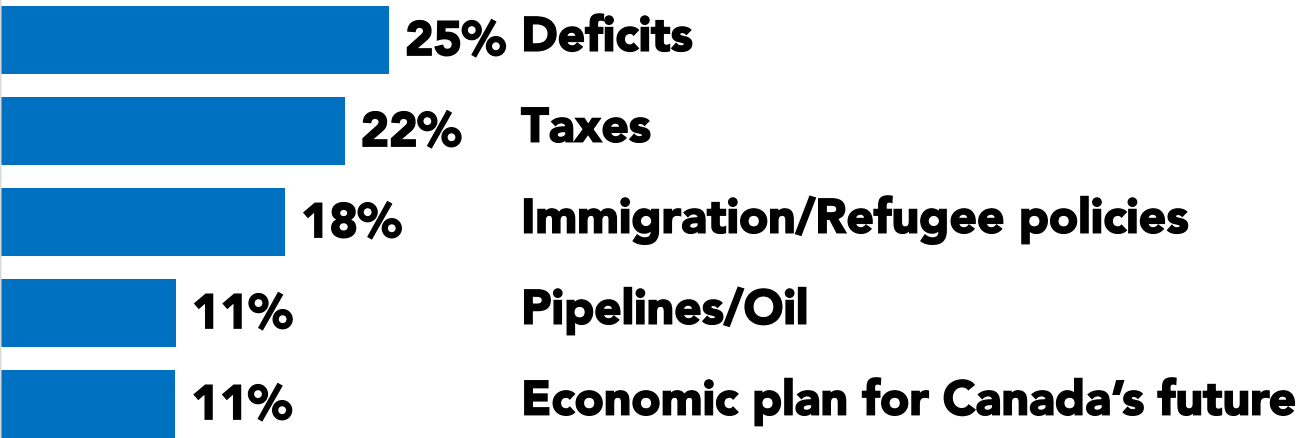**PIPELINES/OIL**
18%

US RELATIONS
10%

CHINESE RELATIONS
8%

TOP ISSUE IMPACTING VOTE
(CONSERVATIVES VS. LIBERAL/NDP/GREEN

ISSUES CONSERVATIVE VOTERS ARE MORE LIKELY TO PRIORITIZE

25%	Deficits
22%	Taxes
18%	Immigration/Refugee policies
11%	Pipelines/Oil
11%	Economic plan for Canada's future
1%	Cost of living

ISSUES WITHOUT A PARTISAN DIVIDE

-9%	Housing
-9%	Mental health

ISSUES LIBERAL, NDP, & GREEN VOTERS ARE MORE LIKELY TO PRIORITIZE

-10%	Cost and access to health care
-11%	Reconciliation with Indigenous people
-12%	Poverty and inequality
-34%	Climate change and environment

ABACUS DATA

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