

Ipsos Public Affairs



Global News YEAR-END POLL: ISSUES AND LEADERS

December 2018

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Methodology

- These are the findings of an Ipsos poll conducted on exclusively for Global News
- A sample of n= 2,001 Canadians aged 18+ was sampled via the Ipsos I-Say panel and non-panel sources from December 7 to 12, 2018.
- Quotas and weighting were employed to ensure that the sample reflects that of the Canadian population by region, age and gender according to Canadian census information.
- The precision of Ipsos online polls is measured using a credibility interval. In this case the results of the poll are considered accurate to within +/- 2.5 percentage points, 19 times out of 20, of what the results would be had all Canadian adults been polled.



Issues and Leaders



Trudeau continues to hold the lead over opponents Scheer and Singh across all tested measures – for better or for worse – underscoring Canadians' lack of familiarity with his rivals.

36%	22	% 8%	34%
33%	22%	8%	38%
33%	21%	9%	37%
33%	20%	12%	36%
33%	19%	7%	41%
33%	15%	7%	45%
33%	21%	10%	36%
32%	21%	11%	37%
31%	17%	9%	44%
31%	21%	10%	38%
31%	19%	10%	40%
30%	20%	11%	38%
30%	20%	13%	37%
29%	23%	9%	39%
27%	23%	9%	41%
26%	21%	13%	40%

Someone who will best lead and represent Canada on the world stage Someone who will get things done Someone who has what it takes to lead Canada Someone who will promote democracy and its processes effectively Someone who is best to deal with President Donald Trump Someone you'd like to have a beer or coffee with Someone who wants to impose his values on others Someone who has a vision for Canada that you can support Someone you can trust Someone whose values best represent my own Someone who really listens to and considers all points of view Someone who will provide open, responsible, and ethical government Someone who will fight for the middle class Someone who is best to manage during tough economic times Someone willing to divide Canadians for political advantage

Someone who gets how difficult it is for most people to afford the expenses of everyday life

Healthcare, taxes and the economy continue to be the top issues that Canadians say will determine how they vote in the 2019 federal election.

Respondents were able to October 2018 choose up to 3 options. Healthcare 32% Taxes 30% The economy 27% Climate change, the environment 19% Poverty, inequality 17% Unemployment, jobs 17% Immigration 17% Housing 13% Senior's issues 13% Government deficits, debt 13% Education 13% Energy 8% Crime, violence 7% Interest rates/inflation 7% Women's issues 6% Ethics in government 6% International relations 5% Drug abuse 5% Corruption 5% Racism, discrimination 5% Gun control 5% Indigenous issues 4% 5%

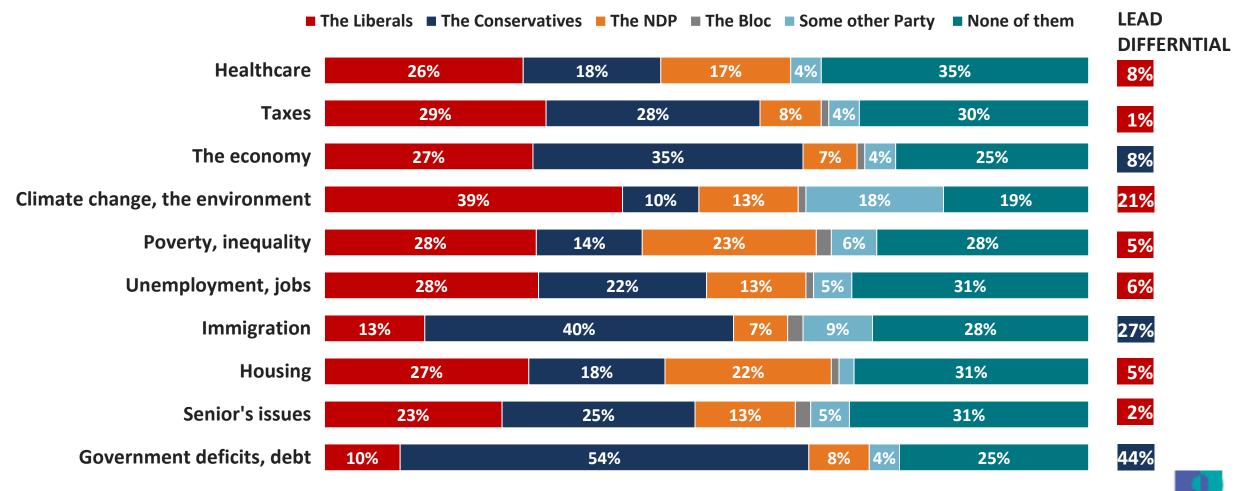
Mention <4% not shown

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As you may know, the next federal election is scheduled for the fall of 2019. Which of the following issues are the three most important in RV5. determining how you will vote during that election? Base: All Respondents (n=2001)



Among those who say each issue is among their top priorities, the Liberals lead by at least 5 points on 5 issues, while the Conservatives lead on 3 issues. No party has a clear lead on taxes or senior's issues.



© 2018 Ipsos RV6. Now, on these issues that are most important to you, which party do you think is the best to deal with them? Base: All Respondents (n=varies)

<4% not shown

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