

Report

Empowering Women Voters:

Top-of-Mind Issues and
Decision-Making
Heading into the Federal
Election

Leger



August 27, 2019

Study Background and Methodology

Project Background and Objectives

Research Background

- CAUSE + EFFECT Strategy and Marketing contracted Leger to conduct an omnibus survey with Canadians regarding decision-making when voting in the upcoming Federal election.
- Particularly, CAUSE + EFFECT is interested in how the views of males and females differ when it comes to:
 - Important issues in politics
 - How they become informed on issues and deciding who to vote for
 - Views on how political topics are represented mainstream media.
- Results from the study will ultimately help inform CAUSE + EFFECT in developing a campaign to target women voters across the country to be more confident in the use of their individual vote.

Methodology

Data Collection

- Web survey using computer-assisted web interviewing (CAWI) technology
- From August 16 to 20, 2019
- n=1,535 Canadians 18 years of age or older, randomly recruited from LegerWeb's online panel

Notes on Reading this Report

- Using data from the 2016 Census, results were weighted according to age, gender, and province/region to ensure a representative sample of the population.
- As a non-random online survey, a margin of error is not reported (margin of error accounts for sampling error). Had this data been collected using a probability sample, the margin of error would be ± 2.5 percentage points, 19 times out of 20.
- Numbers in the report may not add up to 100% due to rounding.
- Results are presented for:
 - All Canadians (n=1,535)
 - All Females (n=745)
 - Females who are Undecided Voters (n=85)
 - Females leaning towards the Conservative Party, People's Party, or who are Undecided (n=312)
 - Females in Manager/Professional Roles (n=141)
 - Females who have a Bachelor's education or higher (n=269)
 - Females working FT leaning towards the Conservative Party, People's Party, or who are Undecided (n=156)
 - Females in Manager/Professional Roles who are leaning towards the Conservative Party, People's Party, or who are Undecided (n=56)
 - All Males (n=790)
- 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 than that of other respondents.

Key Findings

Key Findings

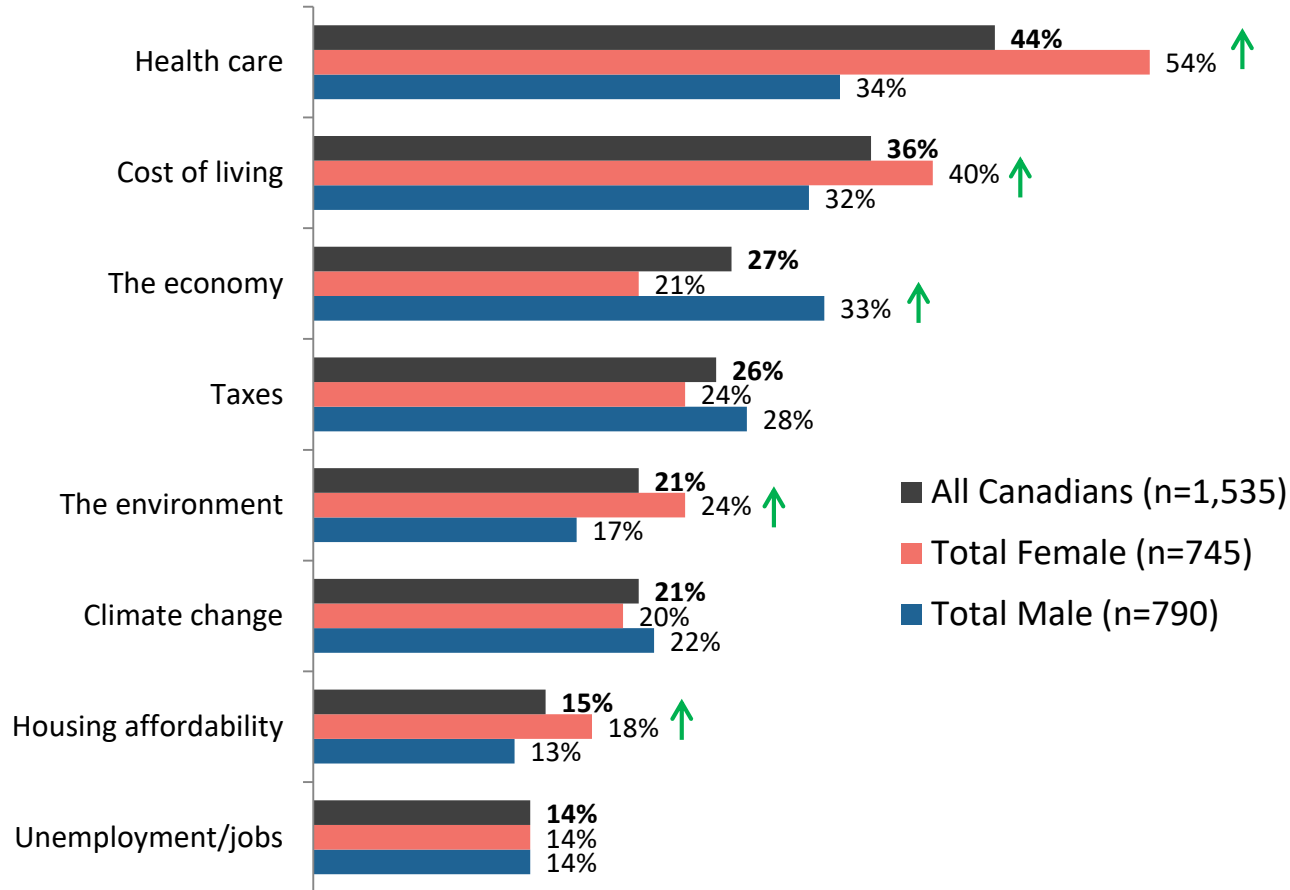
- Males and females are considering different issues heading into the next Federal election, and have different takes on feeling informed and ready to vote:
 - Whereas females, in general, were more likely to feel that health care, cost-of-living, the environment, housing affordability, and Canada's role as a global human rights leader are important issues, males placed more emphasis than females on the economy, elected official trust and accountability, government debt and deficit, trade with the US and other countries, leadership in general, and pipelines.
 - When deciding who to vote for, females are thinking closer to home – males were more likely to place the country's needs first, and to feel that national-level issues are more important than local ones.
 - Males typically demonstrated more “confidence” in their vote – they felt like they were more well-informed and were more likely to report that they would initiate conversation on important topics with family and friends.
 - Females, conversely, are more likely to struggle with competing messages and aren't necessarily sure of what to believe.

Key Findings (cont'd)

- **Undecided female voters were the least likely group to feel like their vote makes a difference**, and didn't have as strong of convictions as other subsegments with regards to casting their vote based on what they believe is best for the country, their province, their family, **or even for themselves**.
- Undecided female voters were also the least likely group to feel like what is best for Canada is best for them, and that what happens generally to women in the country will have something to do with what happens in their life.
 - However, females in managerial or professional roles, and those with a bachelor's degree or higher, were more likely to feel like what happens generally to women will have something to do with what happens to them. **Results would suggest that higher educated females, therefore, tend to see how "the bigger picture" filters down and affects them in their day-to-day lives.**
- Unsurprisingly, undecided female voters were the least likely to trust their own judgement, take in a variety of news sources, feel fully informed on all the issues, and be the first one in a group of family or friends to initiate a discussion on important topics. **They reported the highest "don't know" levels of any group with regards to whose needs they *do* take into account when deciding who to vote for.**
 - Interestingly, these women do not show any significant differences with regards to how messages are portrayed in the media – undecided voters demonstrated the same agreement levels as other subsegments with regards to the amount of competing messages out there, and about whether conversations about the big issues are too polarized.

Detailed Results

Health care, cost of living, the economy, and taxes are the most important issues for Canadians, leading up to the next Federal election.



↑ Denotes results are significantly higher amongst this gender

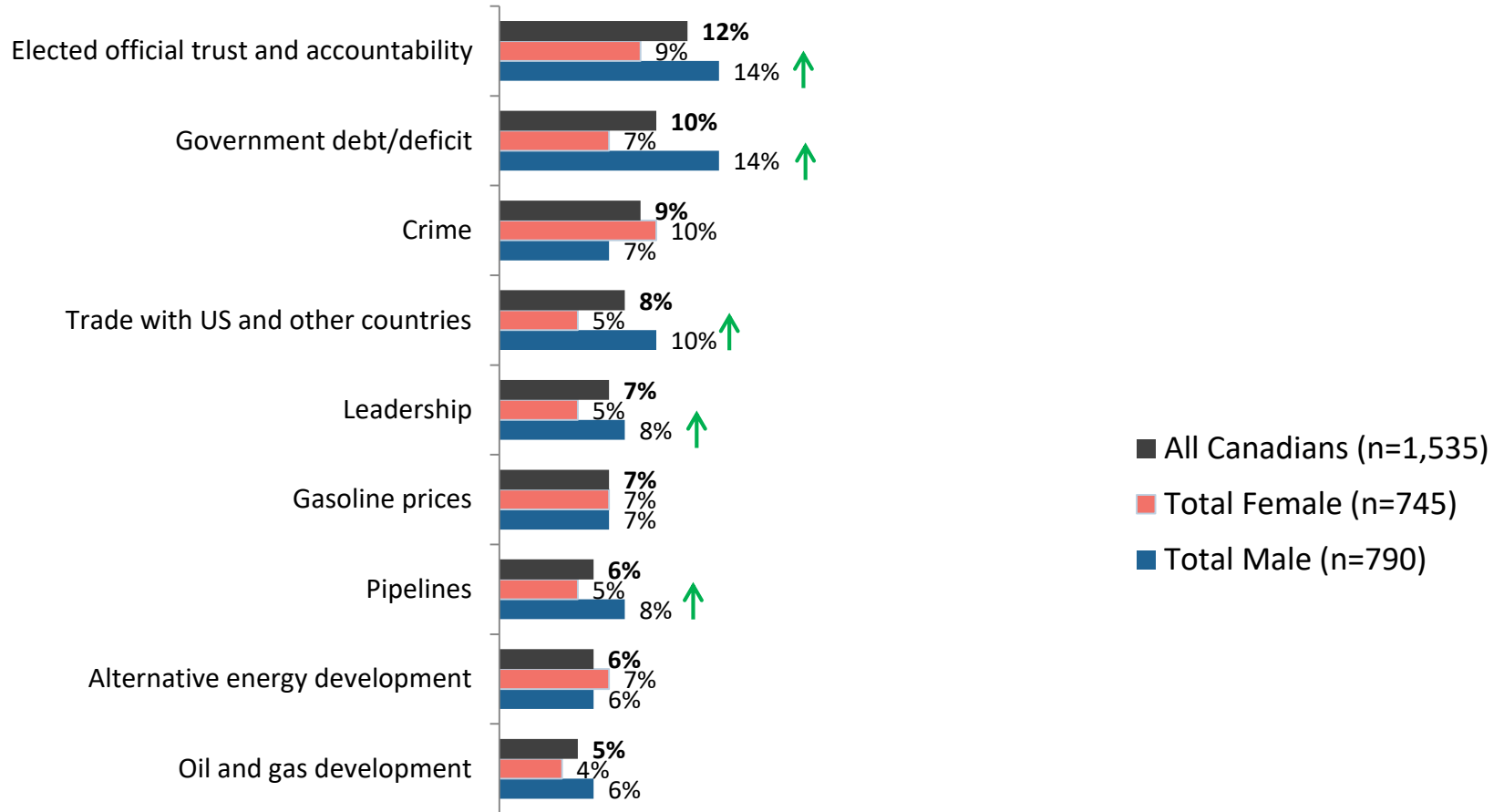
Breakdown of Top Issues by Party Affiliation, Education, and Career

Which are the most important issues for you personally?	All Canadians (n=1,535)	Total Female (n=745)	Females by Party Affiliation		Females by Education & Career		Females by Party Affiliation and Career	
			Undecided (n=133)	CPC/PP/Undecided (n=312)	Managers/Professionals (n=141)	Bachelor's Education or Higher (n=269)	Females Working FT + CPC/PP/Undecided (n=156)	Females in Manager/Professional Roles + CPC/PP/Undecided (n=56)
Health care	44%	54%	52%	49%	50%	52%	49%	42%
Cost of living	36%	40%	43%	39%	40%	31%	44%	41%
The economy	27%	21%	18%	22%	28%	28%	24%	28%
Taxes	26%	24%	34%	32%	25%	23%	37%	32%
The environment	21%	24%	19%	16%	24%	24%	18%	24%
Climate change	21%	20%	19%	12%	20%	26%	9%	13%
Housing affordability	15%	18%	26%	17%	16%	16%	17%	21%
Unemployment/jobs	14%	14%	21%	19%	13%	14%	18%	11%

Green/bold font denotes results that are significantly higher than those for females, overall.

Red bold font denotes results that are significantly lower than those for females, overall.

Females are less likely than males to place importance on elected official trust/accountability, government debt/deficit, and trade with the US.



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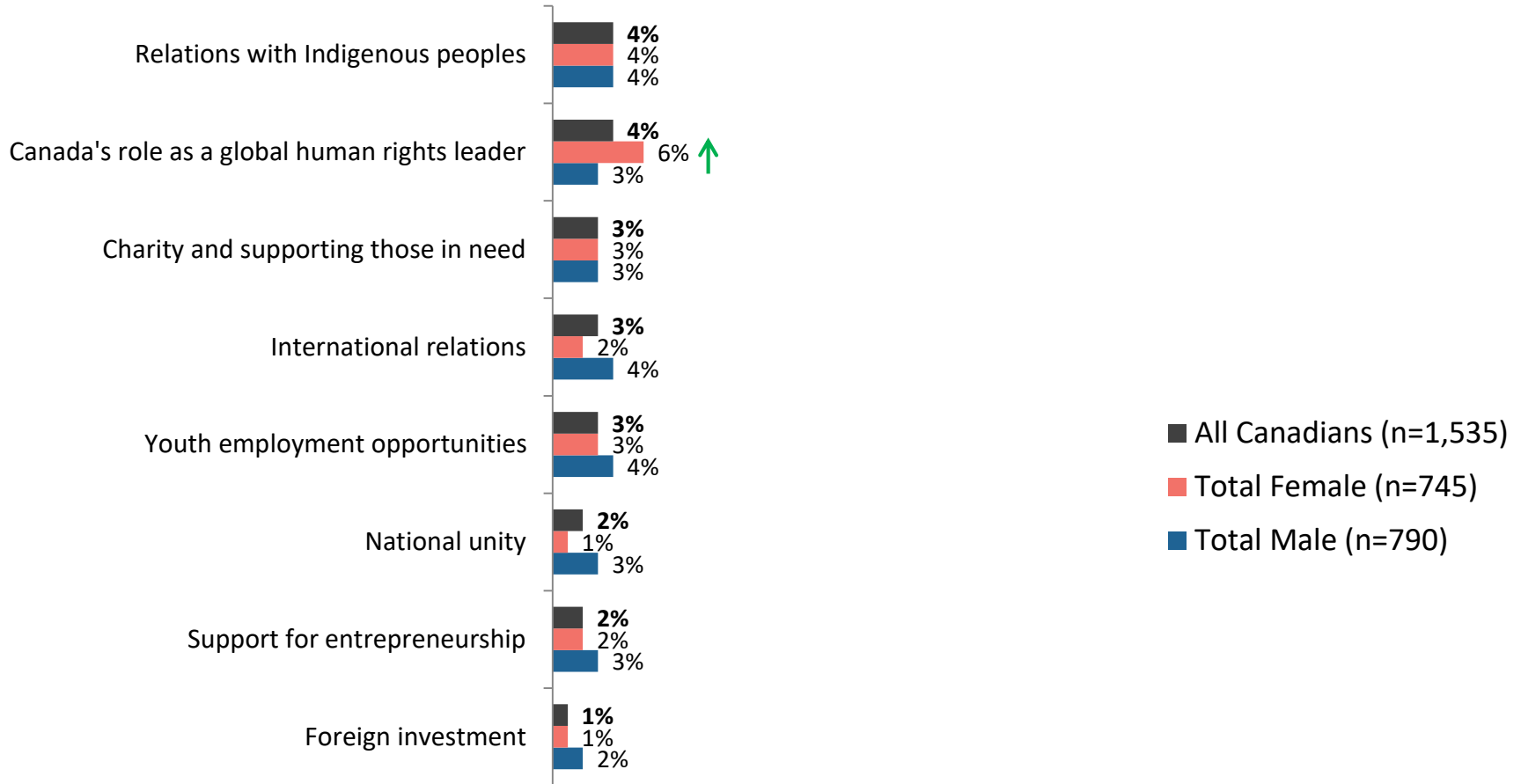
Breakdown of Top Issues by Party Affiliation, Education, and Career (cont'd)

Which are the most important issues for you personally?	All Canadians (n=1,535)	Total Female (n=745)	Females by Party Affiliation		Females by Education & Career		Females by Party Affiliation and Career	
			Undecided (n=133)	CPC/PP/Undecided (n=312)	Managers/Professionals (n=141)	Bachelor's Education or Higher (n=269)	Females Working FT + CPC/PP/Undecided (n=156)	Females in Manager/Professional Roles + CPC/PP/Undecided (n=56)
Elected official trust and accountability	12%	9%	5%	12%	10%	11%	7%	10%
Government debt/deficit	10%	7%	5%	13%	7%	7%	11%	6%
Crime	9%	10%	12%	11%	5%	9%	8%	8%
Trade with US and other countries	8%	5%	5%	7%	8%	5%	7%	11%
Leadership	7%	5%	3%	5%	8%	9%	3%	10%
Gasoline prices	7%	7%	10%	9%	7%	6%	11%	11%
Pipelines	6%	5%	2%	7%	5%	4%	7%	5%
Alternative energy development	6%	7%	4%	4%	4%	7%	3%	3%
Oil and gas development	5%	4%	2%	6%	2%	2%	5%	1%

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Females are more likely than males to feel that Canada's role as a global human rights leader is an important election issue.



↑ Denotes results are significantly higher amongst this gender

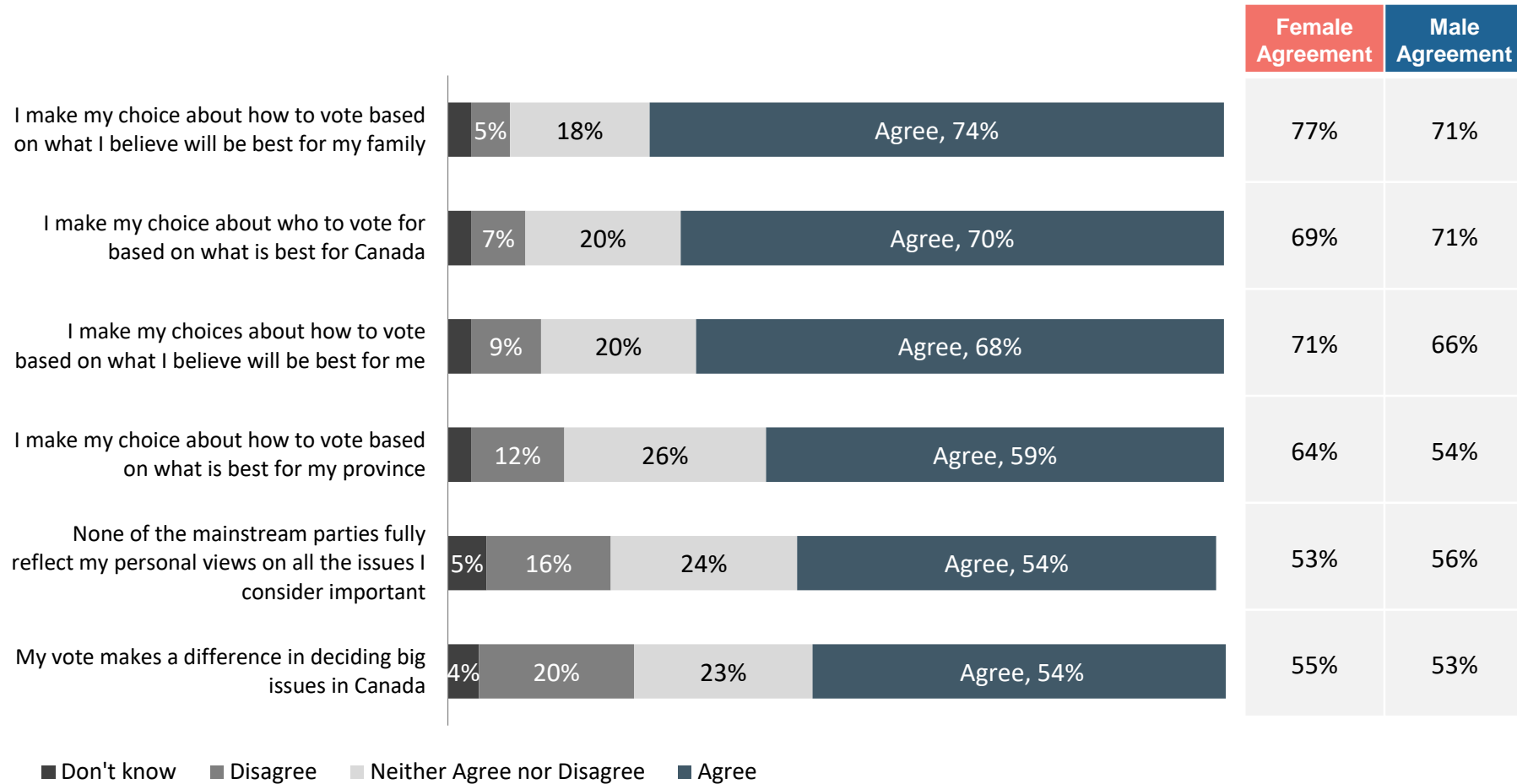
Breakdown of Top Issues by Party Affiliation, Education, and Career (cont'd)

Which are the most important issues for you personally?	All Canadians (n=1,535)	Total Female (n=745)	Females by Party Affiliation		Females by Education & Career		Females by Party Affiliation and Career	
			Undecided (n=133)	CPC/PP/Undecided (n=312)	Managers/Professionals (n=141)	Bachelor's Education or Higher (n=269)	Females Working FT + CPC/PP/Undecided (n=156)	Females in Manager/Professional Roles + CPC/PP/Undecided (n=56)
Relations with Indigenous peoples	4%	4%	2%	2%	5%	4%	3%	-
Canada's role as a global human rights leader	4%	6%	3%	3%	3%	7%	1%	3%
Charity and supporting those in need	3%	3%	4%	4%	5%	4%	4%	7%
International relations	3%	2%	2%	2%	3%	3%	3%	5%
Youth employment opportunities	3%	3%	2%	2%	1%	2%	4%	-
National unity	2%	1%	2%	1%	2%	3%	-	-
Support for entrepreneurship	2%	2%	1%	1%	4%	1%	1%	2%
Foreign investment	1%	1%	1%	1%	1%	1%	1%	3%

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More than 7 in 10 Canadians plan to mark their ballot based on what is best for their families, and what is best for Canada.



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Red bold font denotes results that are significantly lower for this gender.

Voting Decisions and Influences by Party Affiliation, Education, and Career

% Agreement with Each Statement	All Canadians (n=1,535)	Total Female (n=745)	Females by Party Affiliation		Females by Education & Career		Females by Party Affiliation and Career	
			Undecided (n=133)	CPC/PP/Undecided (n=312)	Managers/Professionals (n=141)	Bachelor's Education or Higher (n=269)	Females Working FT + CPC/PP/Undecided (n=156)	Females in Manager/Professional Roles + CPC/PP/Undecided (n=56)
I make my choice about how to vote based on what I believe will be best for my family	74%	77%	67%	78%	80%	71%	74%	82%
I make my choice about who to vote for based on what is best for Canada	70%	69%	49%	65%	74%	71%	56%	72%
I make my choices about how to vote based on what I believe will be best for me	68%	71%	56%	69%	73%	67%	62%	76%
I make my choice about how to vote based on what is best for my province	59%	64%	47%	64%	62%	59%	55%	57%
None of the mainstream parties fully reflect my personal views on all the issues I consider important	54%	53%	51%	53%	60%	61%	57%	64%
My vote makes a difference in deciding big issues in Canada	54%	55%	27%	45%	57%	55%	35%	38%

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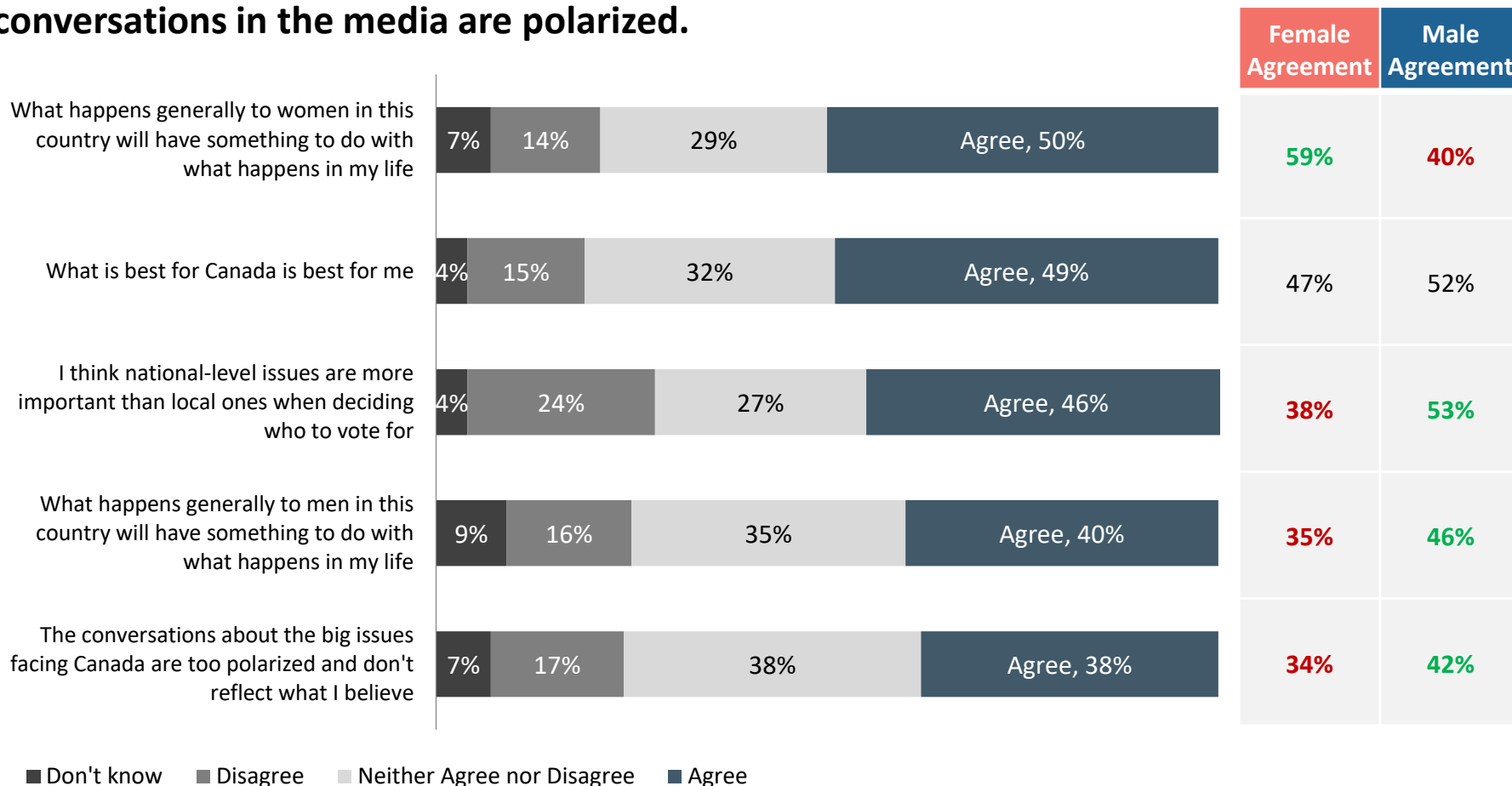
Red bold font denotes results that are significantly lower than those for females, overall.

Base: Canadians (n=1,535)

Q3. How much do you agree or disagree with the following statements?

Percentages shown reflect "somewhat" or "strongly agree"

Significantly more males than females feel that national-level issues are more important than local ones – and they are more likely to feel like conversations in the media are polarized.



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Red bold font denotes results that are significantly lower for this gender.

Voting Decisions and Influences by Party Affiliation, Education, and Career (cont'd)

% Agreement with Each Statement	All Canadians (n=1,535)	Total Female (n=745)	Females by Party Affiliation		Females by Education & Career		Females by Party Affiliation and Career	
			Undecided (n=133)	CPC/PP/Undecided (n=312)	Managers/Professionals (n=141)	Bachelor's Education or Higher (n=269)	Females Working FT + CPC/PP/Undecided (n=156)	Females in Manager/Professional Roles + CPC/PP/Undecided (n=56)
What happens generally to women in this country will have something to do with what happens in my life	50%	59%	47%	49%	68%	67%	52%	56%
What is best for Canada is best for me	49%	47%	29%	43%	49%	49%	35%	48%
I think national-level issues are more important than local ones when deciding who to vote for	46%	38%	30%	35%	37%	46%	28%	29%
What happens generally to men in this country will have something to do with what happens in my life	40%	35%	20%	29%	43%	39%	24%	31%
The conversations about the big issues facing Canada are too polarized and don't reflect what I believe	38%	34%	28%	36%	41%	38%	37%	46%

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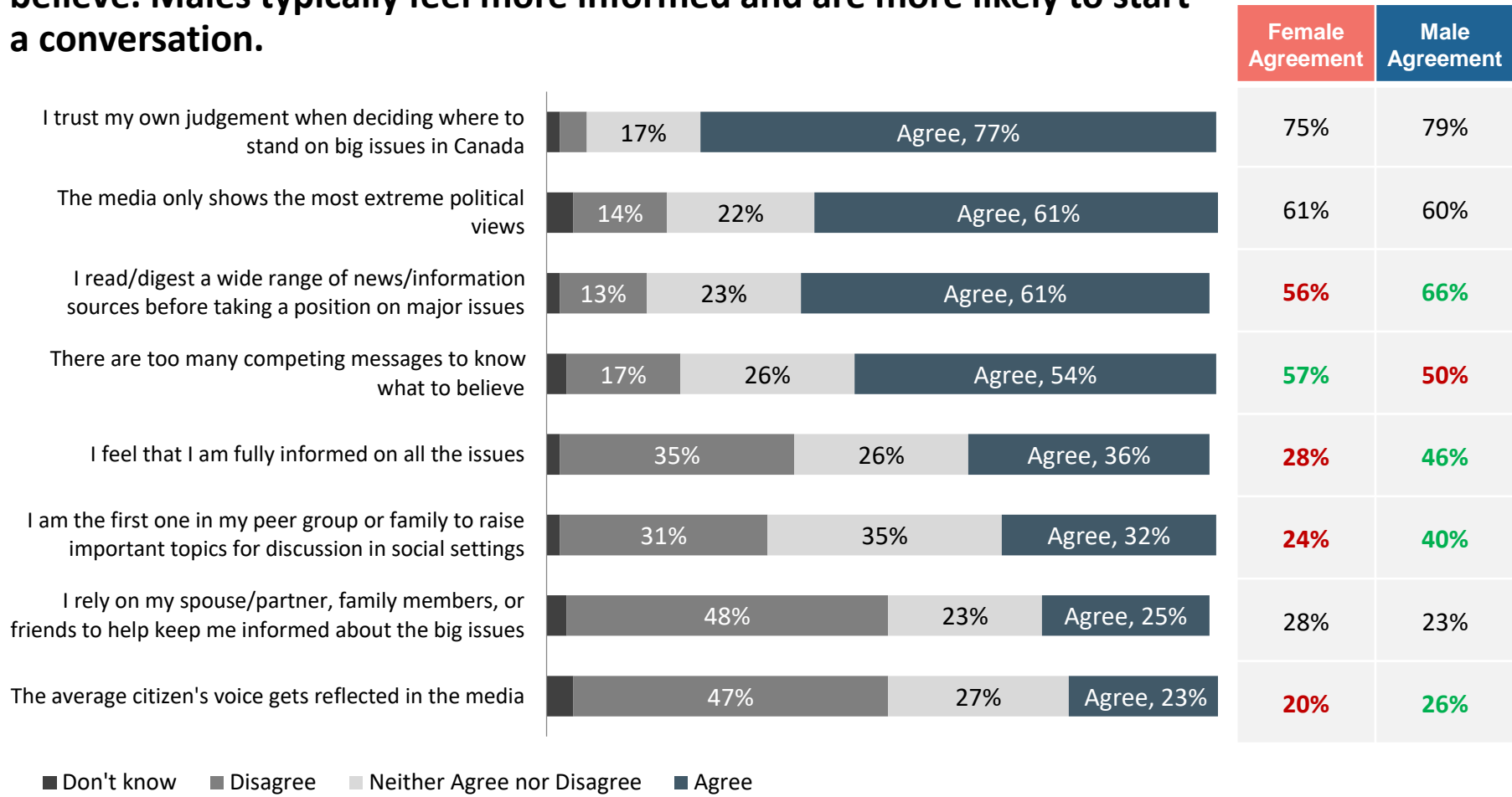
Red bold font denotes results that are significantly lower than those for females, overall.

Base: Canadians (n=1,535)

Q3. How much do you agree or disagree with the following statements?

Percentages shown reflect "somewhat" or "strongly agree"

Females are less likely to take in information from a variety of sources, and feel like there is too much information out there to know what to believe. Males typically feel more informed and are more likely to start a conversation.



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Red bold font denotes results that are significantly lower for this gender.

Breakdown of Agreement by Party Affiliation, Education, and Career

% Agreement with Each Statement	All Canadians (n=1,535)	Total Female (n=745)	Females by Party Affiliation		Females by Education & Career		Females by Party Affiliation and Career	
			Undecided (n=133)	CPC/PP/Undecided (n=312)	Managers/Professionals (n=141)	Bachelor's Education or Higher (n=269)	Females Working FT + CPC/PP/Undecided (n=156)	Females in Manager/Professional Roles + CPC/PP/Undecided (n=56)
I trust my own judgement when deciding where to stand on big issues in Canada	77%	75%	56%	72%	79%	78%	65%	82%
The media only shows the most extreme political views	61%	61%	53%	60%	63%	59%	59%	68%
I read/digest a wide range of news/information sources before taking a position on major issues	61%	56%	30%	47%	68%	64%	39%	64%
There are too many competing messages to know what to believe	54%	57%	62%	61%	55%	52%	58%	61%
I feel that I am fully informed on all the issues	36%	28%	8%	24%	35%	34%	16%	25%
I am the first one in my peer group or family to raise important topics for discussion in social settings	32%	24%	13%	20%	23%	27%	16%	22%
I rely on my spouse/partner, family members, or friends to help keep me informed about the big issues	25%	28%	37%	32%	23%	26%	35%	30%
The average citizen's voice gets reflected in the media	23%	20%	10%	12%	28%	17%	12%	22%

Base: Canadians (n=1,535)

Q4. How much do you agree or disagree with the following statements?

Percentages shown reflect "somewhat" or "strongly agree"

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While nearly 1 in 3 respondents consider the country’s priorities first and foremost, males are more likely than females to place the most emphasis on this.

Whose needs do you most take into account?	All Canadians	Total Female	Total Male
The country	31%	27%	34%
Mine, and mine alone	18%	19%	17%
My province	15%	14%	16%
My children	13%	14%	12%
My local community	7%	7%	7%
My spouse/partner	5%	6%	4%
My parents	2%	2%	1%
Other	2%	2%	2%
Don't Know	6%	7%	6%

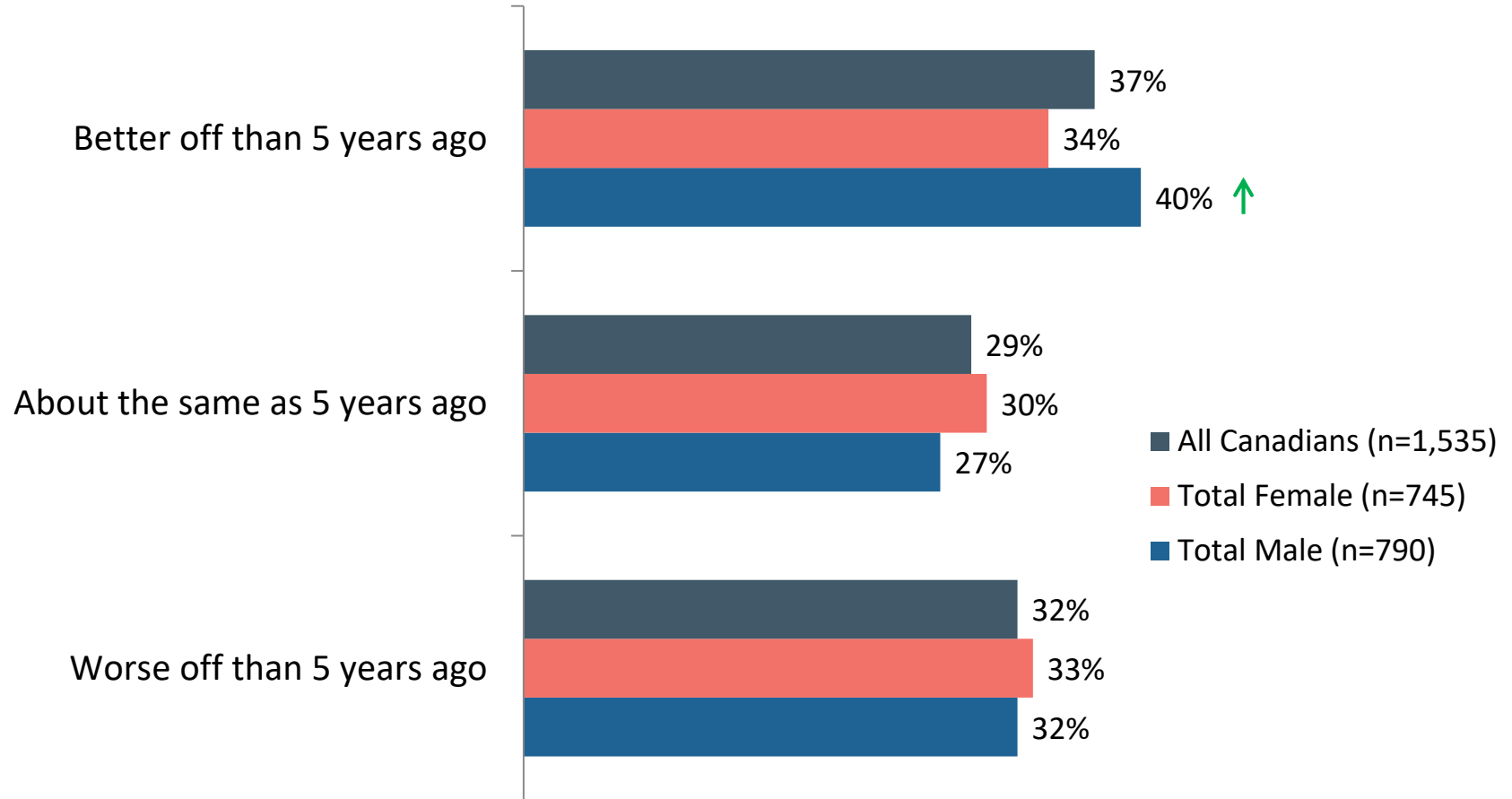
Taking Needs Into Account: Breakdown by Party Affiliation, Education, and Career

Whose needs do you most take into account?	All Canadians (n=1,535)	Total Female (n=745)	Females by Party Affiliation		Females by Education & Career		Females by Party Affiliation and Career	
			Undecided (n=133)	CPC/PP/Undecided (n=312)	Managers/Professionals (n=141)	Bachelor's Education or Higher (n=269)	Females Working FT + CPC/PP/Undecided (n=156)	Females in Manager/Professional Roles + CPC/PP/Undecided (n=56)
The country	31%	27%	20%	24%	19%	31%	17%	16%
Mine, and mine alone	18%	19%	14%	18%	21%	17%	19%	18%
My province	15%	14%	12%	14%	15%	11%	15%	19%
My children	13%	14%	11%	15%	18%	15%	16%	19%
My local community	7%	7%	9%	6%	9%	9%	6%	6%
My spouse/partner	5%	6%	11%	8%	3%	4%	8%	1%
My parents	2%	2%	1%	2%	2%	5%	3%	3%
Other	2%	2%	2%	2%	7%	4%	2%	8%
Don't Know	6%	7%	20%	9%	4%	3%	12%	10%

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Red bold font denotes results that are significantly lower than those for females, overall.

Canadians are split on whether their lives are better or worse than compared to 5 years ago, although males were more likely to feel like their lives are better today.



↑ Denotes results are significantly higher amongst this gender

Looking Back 5 Years: Breakdown by Party Affiliation, Education, and Career

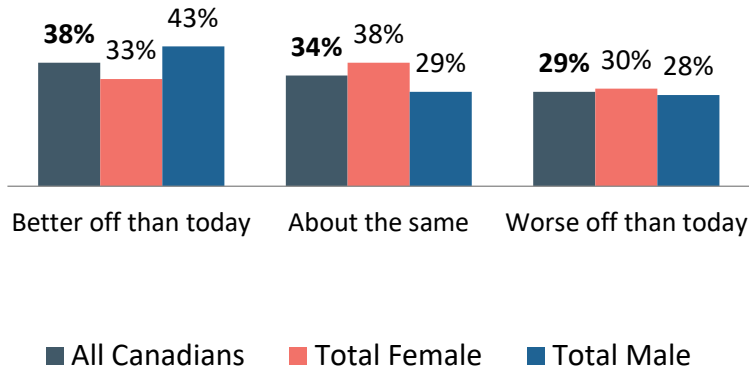
Looking back 5 years, would you say you are...?	All Canadians (n=1,535)	Total Female (n=745)	Females by Party Affiliation		Females by Education & Career		Females by Party Affiliation and Career	
			Undecided (n=133)	CPC/PP/Undecided (n=312)	Managers/Professionals (n=141)	Bachelor's Education or Higher (n=269)	Females Working FT + CPC/PP/Undecided (n=156)	Females in Manager/Professional Roles + CPC/PP/Undecided (n=56)
Much better off today	13%	11%	8%	8%	18%	12%	10%	19%
A little better off today	24%	23%	26%	20%	24%	27%	25%	22%
About the same as 5 years ago	29%	30%	33%	27%	29%	35%	22%	19%
A little worse off today	19%	20%	16%	25%	21%	16%	25%	32%
A lot worse off today	14%	13%	8%	15%	8%	7%	14%	8%
Don't Know	2%	3%	9%	4%	1%	2%	4%	-

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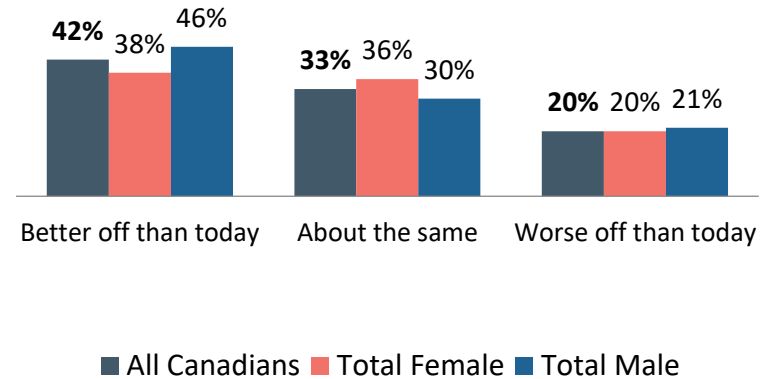
Red bold font denotes results that are significantly lower than those for females, overall.

Canadians feel slightly more optimistic about the future for their families, than they do for Canada, overall.

In 5 years, Canada will be...



In 5 years, me and my family will be...



↑ Denotes results are significantly higher amongst this gender

Base: Canadians (n=1,535); Total Females n=745; Total Males n=790
 Q7. Do you think Canada in 5 years will be a place that is...? Q8. Taking everything into account, 5 years from now, do you think that you and your family will be...?
 Labels for 4% and lower are not shown

Looking Ahead 5 Years: Breakdown by Party Affiliation, Education, and Career

Do you think <u>Canada</u> in 5 years will be a place that is...?	All Canadians (n=1,535)	Total Female (n=745)	Females by Party Affiliation		Females by Education & Career		Females by Party Affiliation and Career	
			Undecided (n=133)	CPC/PP/Undecided (n=312)	Managers/Professionals (n=141)	Bachelor's Education or Higher (n=269)	Females Working FT + CPC/PP/Undecided (n=156)	Females in Manager/Professional Roles + CPC/PP/Undecided (n=56)
Much better than it is today	7%	4%	<1%	3%	7%	7%	4%	6%
A little better than it is today	31%	28%	27%	28%	29%	25%	27%	27%
About the same	34%	38%	42%	36%	34%	43%	39%	35%
A little worse than it is today	21%	23%	23%	25%	23%	20%	24%	20%
A lot worse than it is today	7%	6%	8%	9%	8%	5%	7%	11%

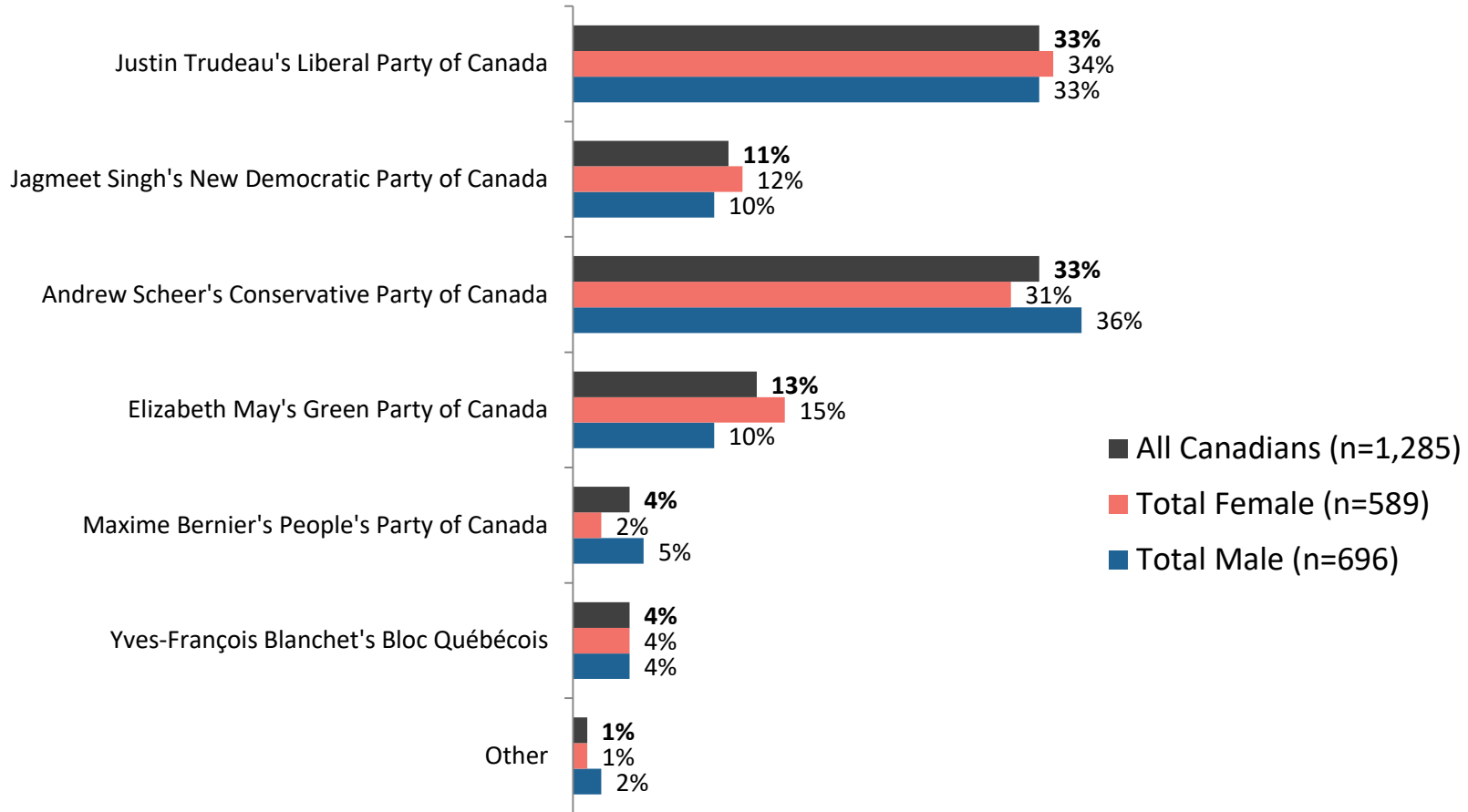
5 years from now, do you think you and your family will be...?	All Canadians (n=1,535)	Total Female (n=745)	Females by Party Affiliation		Females by Education & Career		Females by Party Affiliation and Career	
			Undecided (n=133)	CPC/PP/Undecided (n=312)	Managers/Professionals (n=141)	Bachelor's Education or Higher (n=269)	Females Working FT + CPC/PP/Undecided (n=156)	Females in Manager/Professional Roles + CPC/PP/Undecided (n=56)
Much better off than today	12%	11%	8%	9%	12%	11%	9%	17%
A little better off than today	30%	27%	22%	23%	30%	29%	26%	30%
About the same as today	33%	36%	37%	36%	37%	37%	38%	33%
A little worse off than today	13%	14%	15%	15%	10%	13%	13%	7%
A lot worse off than today	7%	6%	4%	8%	4%	3%	5%	7%
Don't Know	5%	7%	14%	8%	7%	7%	9%	7%

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Base: Canadians (n=1,535)

Q7. Do you think Canada in 5 years will be a place that is...? Q8. Taking everything into account, 5 years from now, do you think that you and your family will be...?

Canadians are equally split on whether they would vote Liberal or Conservative if the Federal election were held today. Slightly more females would vote Liberal.



↑ Denotes results are significantly higher amongst this gender

Base: Canadians who are decided (n=1,285)
 Q9. If a FEDERAL election were held today, for which political party would you be most likely to vote? Would it be for...?

Breakdown of Voting Intention by Party Affiliation, Education, and Career (Decided Voters)

For which party would you vote? DECIDED VOTERS	All Canadians (n=1,285)	Total Female (n=589)	Females by Party Affiliation		Females by Education & Career		Females by Party Affiliation and Career	
			Undecided	CPC/PP/ Undecided (n=179)	Managers/ Professionals (n=116)	Bachelor's Education or Higher (n=227)	Females Working FT + CPC/PP/ Undecided (n=80)	Females in Manager/ Professional Roles + CPC/PP/Undecided (n=35)
Justin Trudeau's Liberal Party of Canada	33%	34%	-	-	35%	40%	-	-
Jagmeet Singh's New Democratic Party of Canada	11%	12%	-	-	14%	16%	-	-
Andrew Scheer's Conservative Party of Canada	33%	31%	-	93%	26%	24%	90%	83%
Elizabeth May's Green Party of Canada	13%	15%	-	-	14%	16%	-	-
Maxime Bernier's People's Party of Canada	4%	2%	-	7%	5%	1%	10%	17%
Yves-François Blanchet's Bloc Québécois	4%	4%	-	-	4%	2%	-	-
Other	1%	1%	-	-	2%	-	-	-

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RESPONDENT PROFILE

Respondent Profile

Personal and Household	Canadians (n=1,535)
Gender	
Male	49%
Female	51%
Age	
18 to 24	11%
25 to 34	16%
35 to 44	16%
45 to 54	18%
55 to 64	17%
65 years and older	21%
Children in Household	
Younger than 12 years of age	14%
12 years of age and older	8%
Children younger than 12 and 12 and older	5%
No children under 18 in the household	72%
Marital Status	
Single	31%
Married/Common-Law	54%
Divorced/Separated	10%
Widowed	4%
Highest Completed Level of Education	
Elementary (7 years or less)	1%
High school (8 to 12 years)	31%
College/Technical Training	41%
University Certificate/Diploma	4%
University Bachelor's Degree	16%
University Master's Degree	6%
University Doctorate (PhD)	1%

Household (cont'd) and Regional	Canadians (n=1,535)
Gross Household Income (2018)	
\$19,999 or less	9%
Between \$20,000 and \$39,999	20%
Between \$40,000 and \$59,999	19%
Between \$60,000 and \$79,999	13%
Between \$80,000 and \$99,999	11%
\$100,000 or more	19%
Prefer not to answer	10%
Own vs. Rent Primary Residence	
Own	65%
Rent	33%
Prefer not to answer	2%
Born in Canada	
Yes	82%
No	18%
Province	
Ontario	38%
Quebec	23%
British Columbia	14%
Alberta	11%
Nova Scotia	3%
New Brunswick	2%
Newfoundland and Labrador	1%
Prince Edward Island	1%
Manitoba	7%
Saskatchewan	3%

OUR SERVICES

- **Leger**
Marketing research and polling
- **Leger Metrics**
Real-time VOC satisfaction measurement
- **Leger Analytics**
Data modeling and analysis
- **Legerweb**
Panel management
- **Leger Communities**
Online community management
- **Leger Digital**
Digital strategy and user experience
- **International Research**
Worldwide Independent Network (WIN)

400
EMPLOYEES



75
CONSULTANTS



6
OFFICES

EDMONTON | CALGARY | TORONTO | MONTREAL | QUEBEC | PHILADELPHIA

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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