



## News

from the  
Campaign Trail

- [Kenney takes aim at Trudeau directly ahead of fall federal election](#)
- [Green Party unveils plan to transition oil, gas workers to renewable energy jobs](#)
- [Freeland says Canada's relationship with China 'challenging' despite breakthrough meeting](#)
- [David MacNaughton resigns as Canada's ambassador to U.S.](#)

## Prospectus' Take

Welcome to Prospectus election 2019 newsletter. Every week we'll update you on the campaign's horse race and burning policy issues, telling you who will win and how it will affect your business

Campaigns matter. At the start of summer 2015, the Liberals were in third place, behind the Conservatives and NDP. Worse still, the Liberals were trending downward.

The 2015 campaign changed all that. Stephen Harper called an early election and Trudeau steadily built his brand and persona. Trudeaumania redux peaked on election day, and Justin Trudeau became Canada's 23rd Prime Minister. Can he pull it off again in 2019?

The Liberals and Conservatives have set the broad outlines of their 2019 campaign strategy. The Liberals will say they're the best party to meet the challenges of the 21st century. They have the plan to tackle climate change, rising healthcare costs and the technological disruption that's challenging our economy. They're pushing a message of greater openness and diversity, warning that the Conservatives are outdated reactionaries. They will drag Canada back to the bad days of Stephen Harper. (The Liberals' internal polling shows that Harper remains unpopular, and they will try to associate Andrew Scheer with the former PM and current Ontario Premier Doug Ford.)

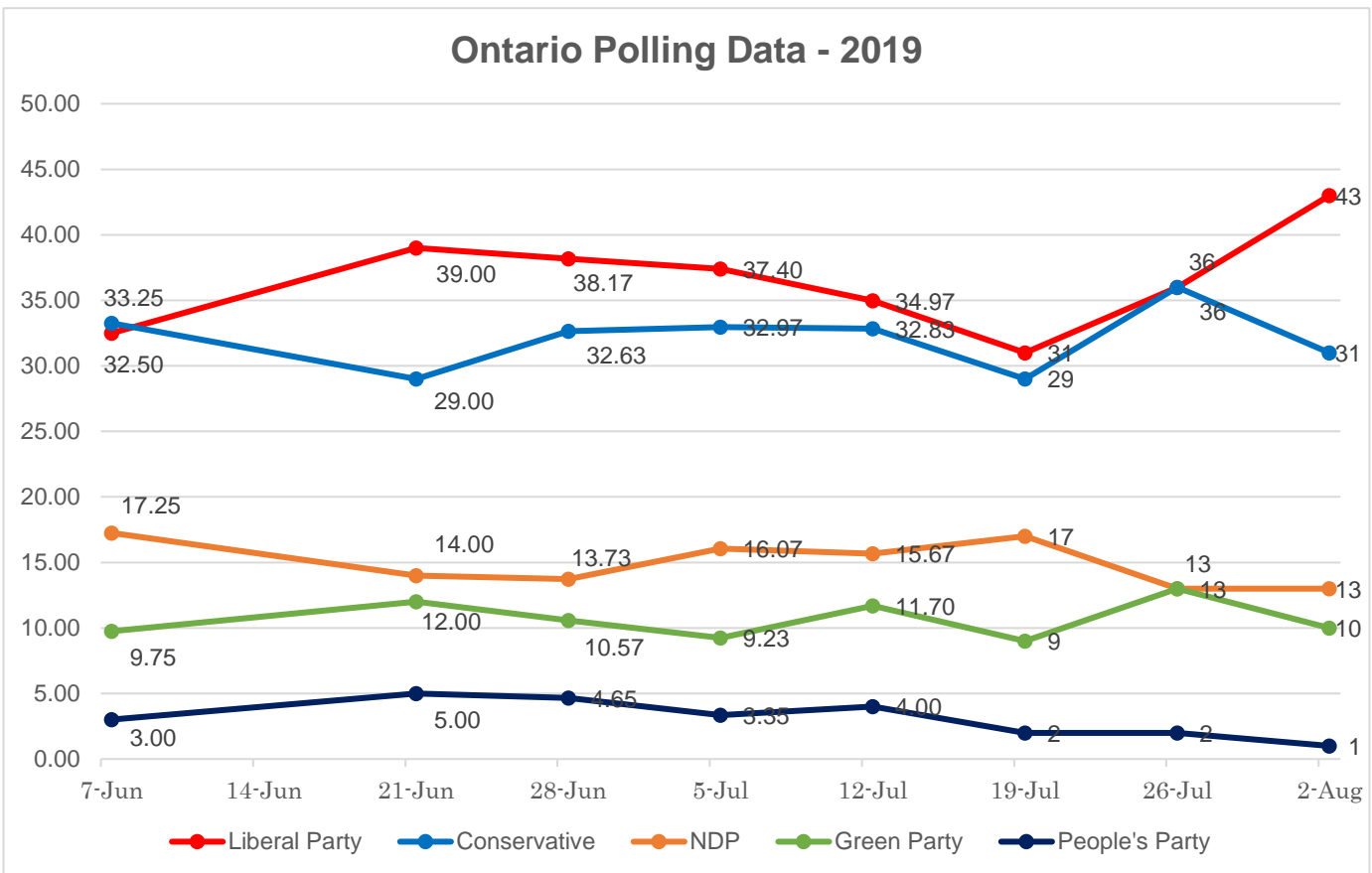
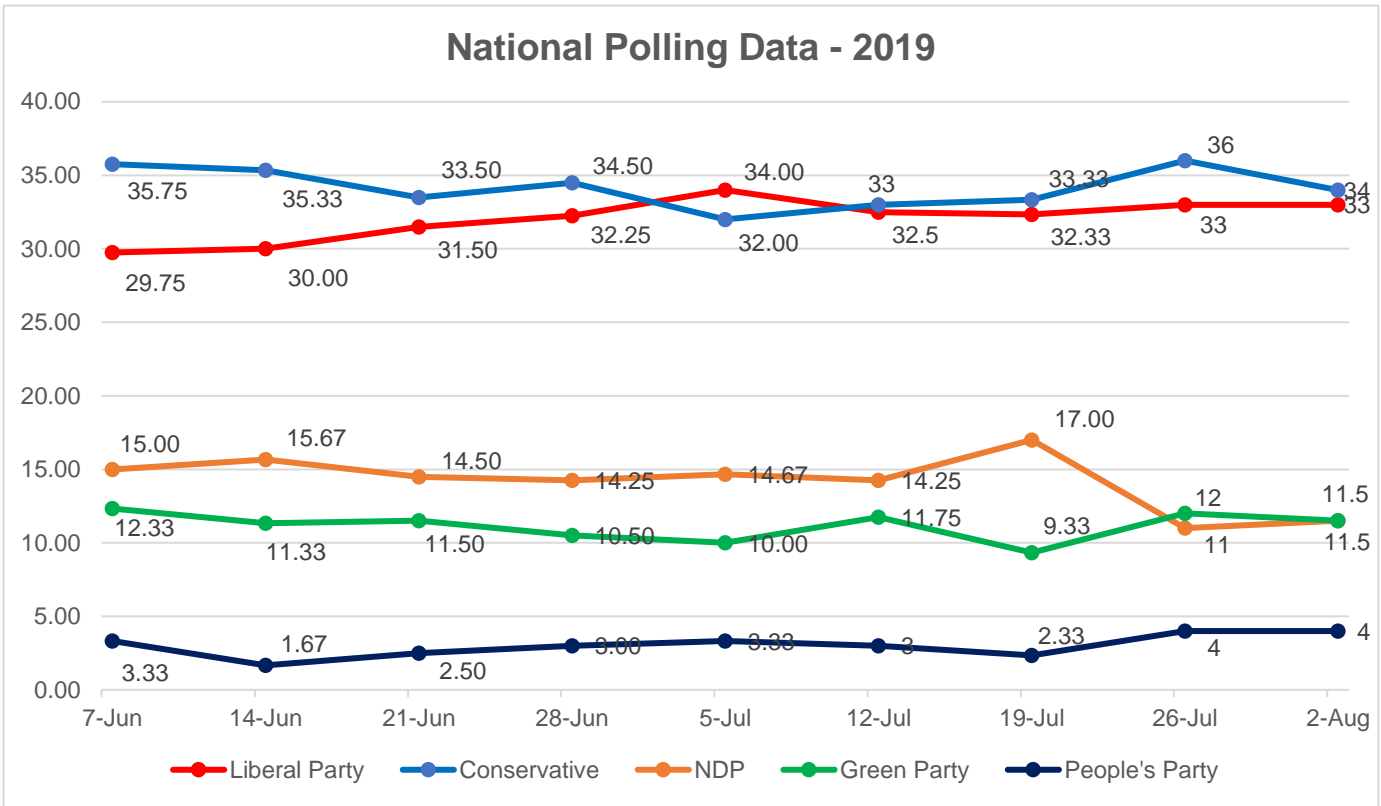
The Conservatives will counter that Justin Trudeau has failed as

Prime Minister. He spoke of promise and hope, but he's embarrassed the country with his foreign trips and numerous scandals. He's a hypocrite and a fraud; a distant, entitled elite who doesn't understand Canadians' daily challenges. A Conservative government will deliver practical, affordable solutions for everyday Canadians, like removing the GST from home heating bills.

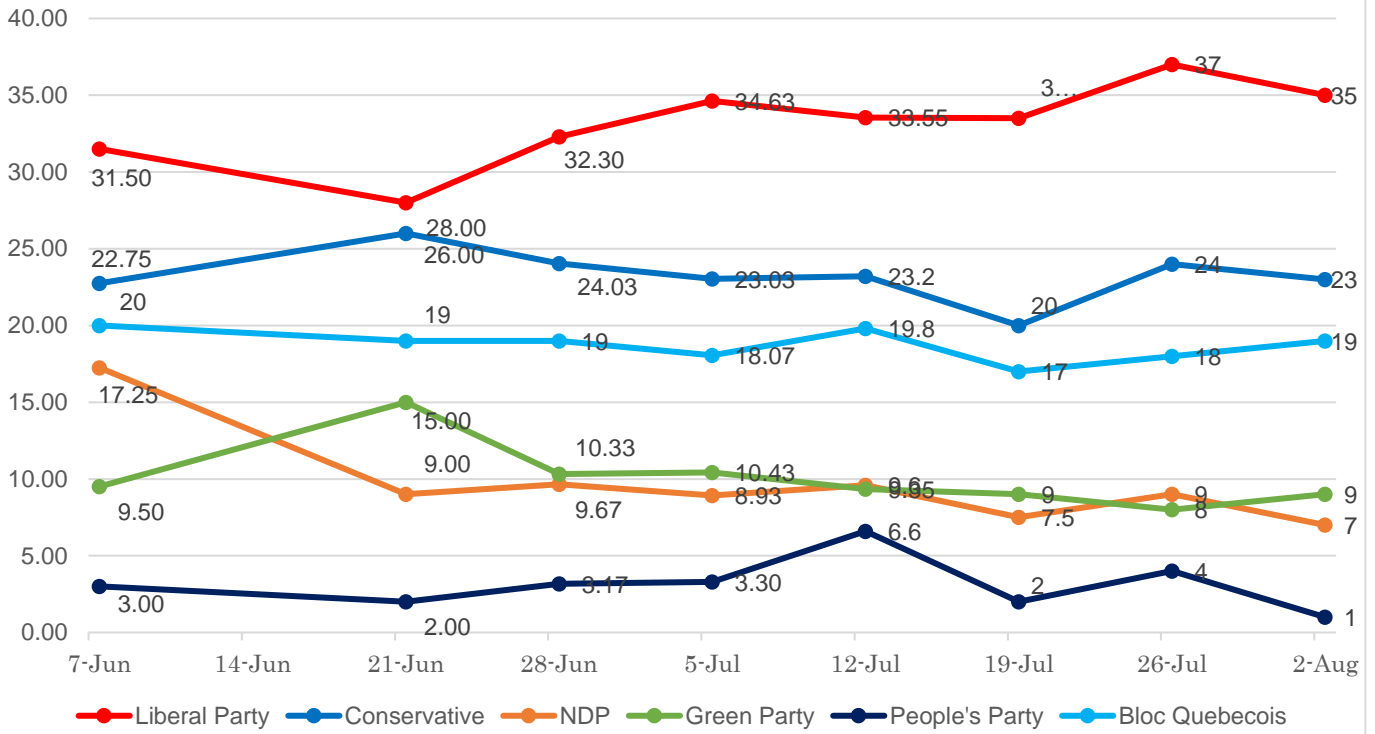
The NDP and Greens will similarly accuse of PM Trudeau of failing to deliver on climate change, electoral reform, etc. They'll say if you want real progress, vote for them.

These are the high-level messages of each party at the outset. Prospectus will closely track how they change and develop over the 2019 campaign.

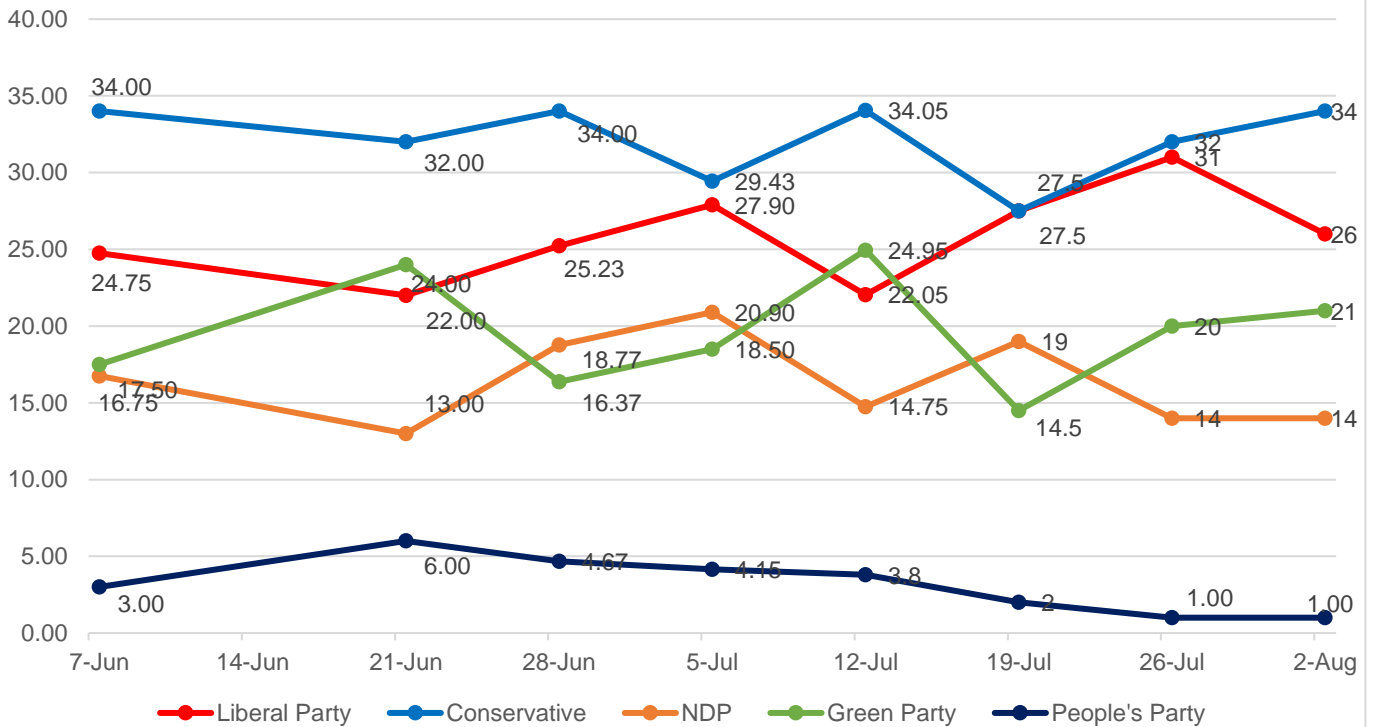
# Polling



### Quebec Polling Data - 2019



### B.C. Polling Data - 2019



# What the Numbers Tell Us

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The Liberals and Conservatives are in a dead heat. Nationally, both parties are polling in the mid-30s, within the margin of error. The likeliest outcome is a parliamentary minority, with either the Liberals or Conservatives getting the chance to form government.

But the national numbers can conceal the real state of Canadian politics. Ridings are won at the local level and there are significant variations within each province. To find out what's really going on, we have to look at the provinces.

In Atlantic Canada, the Conservatives are outpolling the Liberals. That's very different from 2015, when the Liberals captured every seat in New Brunswick, Nova Scotia, Newfoundland and P.E.I. The Conservatives are hoping to pick-up a number of seats in the region, helping their chances of winning the national campaign.

Quebec will be vastly different than the 2015 election. At the time, the NDP was still enjoying some popularity in the province thanks to their leader Tom Mulcair, a Quebecois and former provincial cabinet minister. But the party's fortunes have cratered after the selection of Jagmeet

Singh as leader. The current polls are showing them in fifth place in La Belle Province, and most of their seats in Montreal and western Quebec will fall to the Liberals. Interestingly, the Greens are polling ahead of the NDP. The Conservatives are polling well, too. They could make further inroads in the Quebec City region and northern parts of the province. Quebec will be decisive to the outcome of the 2019 election.

Ontario will be the other major battleground. The Liberals' are doing better there recently. Ontarians were tired of the provincial Liberals and Premier Kathleen Wynne. Voters often associated them with the federal Liberals and that hurt Justin Trudeau's numbers. But with Wynne gone, replaced by the unpopular Progressive Conservative government of Doug Ford, the Liberals are suddenly resurgent. It's a worrying trend for Conservative leader Andrew Scheer.

We expect a sea of blue in Manitoba, Saskatchewan and Alberta. There may be a few seats that go to the Liberals or NDP, but, on the whole, the Conservatives are significantly outpolling all competitors in the prairie provinces.

That leaves B.C. The Conservatives are doing well here, but they will likely be shut out of Vancouver. The Liberals, NDP and Greens will be fighting for seats there, making for interesting three-way splits. The Greens will also be a significant factor on Vancouver Island.

Demographics will also play a key role. Trudeau won in 2015 because millennials and new Canadians voted for him en masse. Trudeau will need them to return to the ballot box, especially in important swing ridings around Toronto, Montreal and Vancouver.

It increasingly looks like election 2019 will be decided by the difference between the Greens and the People's Party. If the difference is big (with the Greens continuing to enjoy more support and the People's Party fading), then the Conservative could form a minority or even majority government. But if the two parties are close (with the Greens collapsing, or Maxime surging), then Trudeau could be re-elected.

But, like we said, campaigns matter. There are many factors to consider, and we'll be tracking each of them closely throughout the summer and election 2019.

## Ridings to Watch



Prospectus has selected 20 ridings that are competitive races between the major political parties. By focusing on these ridings and seeing how well each party is doing over the course of the campaign, we can have a good idea of who will win election 2019.

You can view our interactive Ridings to Watch map, updated with the latest polling numbers, [here](#).