



Federal Election 2019

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strategic insights

Presentation to:

ELECTRO
FEDERATION
CANADA **EFC**

Sept 2019



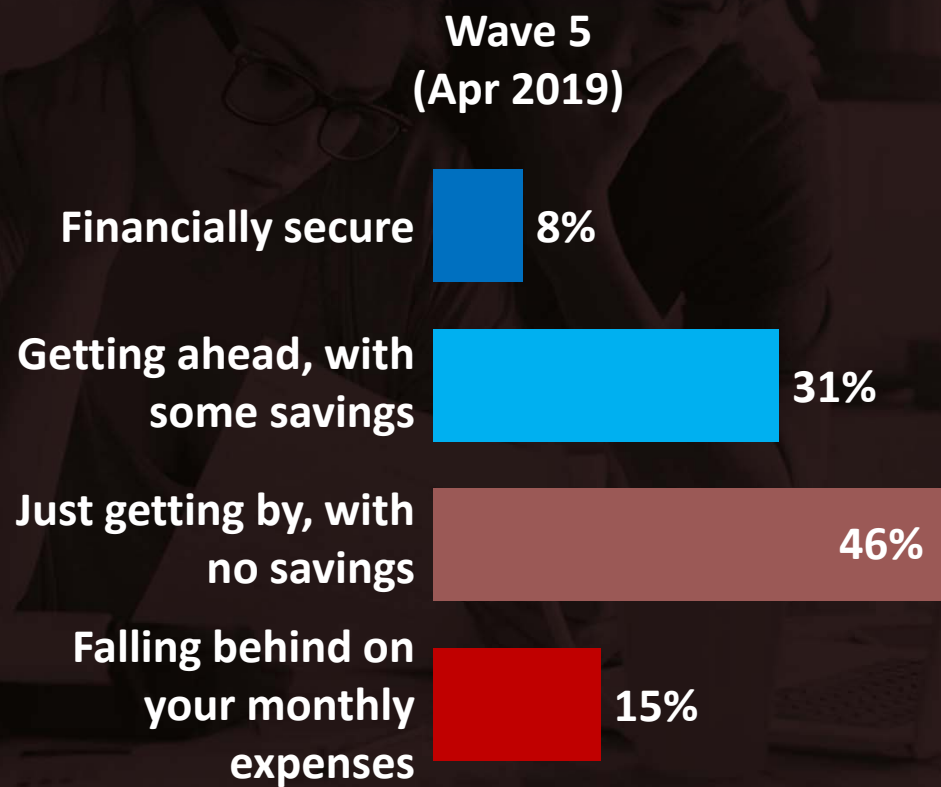
The Landscape

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- 
- ✓ **More full-time jobs being created**
 - ✓ **Real wages rising at fastest pace in nearly a decade.**
 - ✓ **Biggest \$ gains going to low & middle income.**
 - ✓ **Unemployment at 40-year low**

Only one-in-ten Canadians feel financially secure

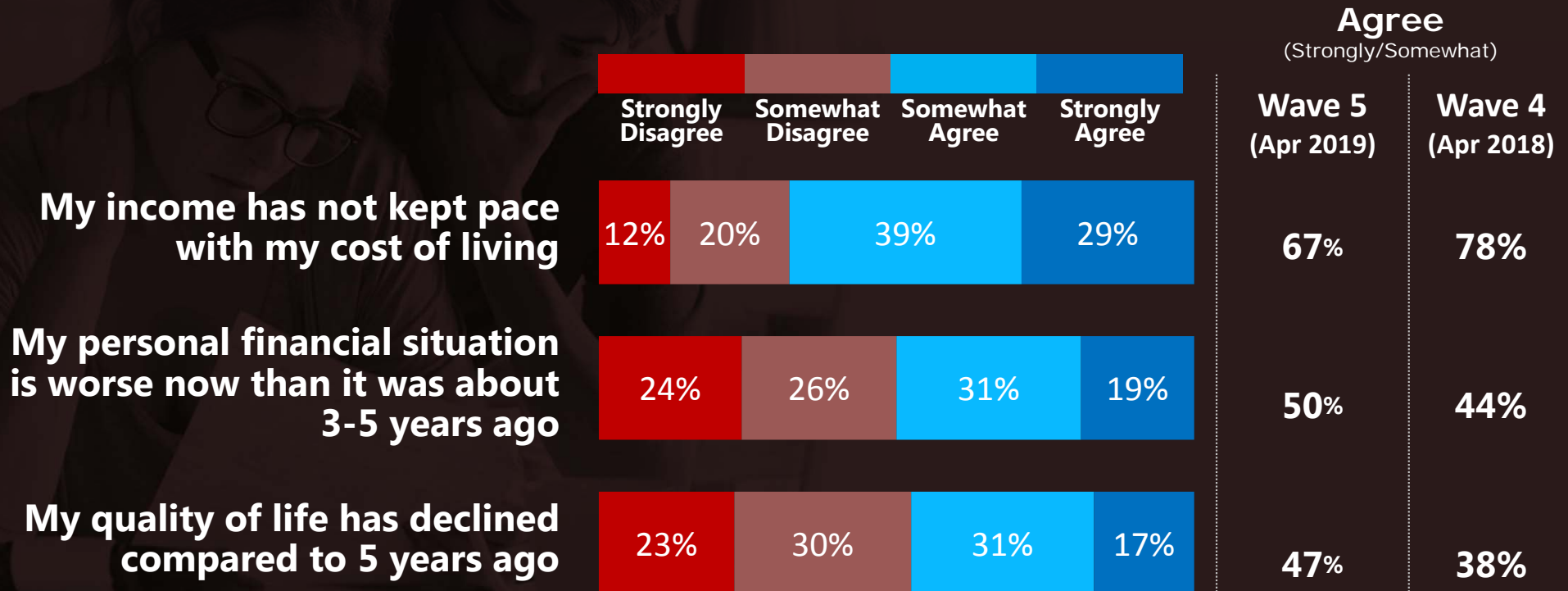
Six-in-ten are just getting by or falling behind



	Wave 4 (Apr 2018)	Wave 3 (Mar 2017)	Wave 2 (Mar 2015)	Wave 1 (Nov 2014)
Financially secure	10%	18%	10%	10%
Getting ahead, with some savings	35%	40%	38%	37%
Just getting by, with no savings	45%	35%	44%	45%
Falling behind on your monthly expenses	10%	7%	8%	8%

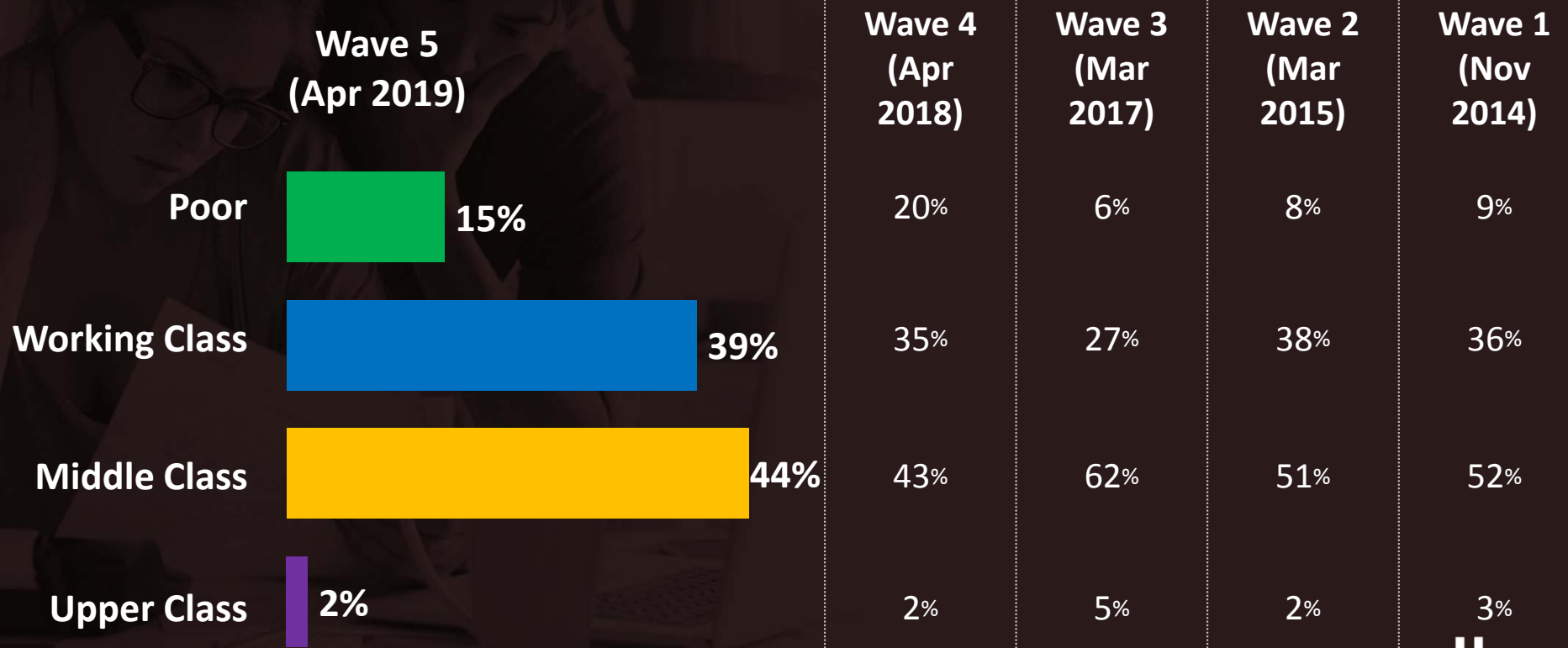
Income is not keeping pace with the cost of living

Half feel financial situation and quality of life has declined



Fewer feel Middle Class

Steep increase in proportion identifying as Poor



A photograph of two men in white gloves holding a large, ornate wooden frame. Inside the frame is a stylized, high-contrast portrait of three men. The background of the portrait is a deep red. The man on the left has a beard and is rendered in shades of orange and yellow. The man in the center has dark hair and is rendered in shades of red and white. The man on the right has dark hair and is rendered in shades of blue and white. The overall style is reminiscent of a classical oil painting but with a modern, graphic aesthetic.

The Frame

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Three Competing Memes



**AFFORDABILITY
& ECONOMY**



**IDENTITY
& EQUALITY**



**CLIMATE CHANGE
& CONSUMPTION**



Leadership, Character, Values

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Justin Trudeau



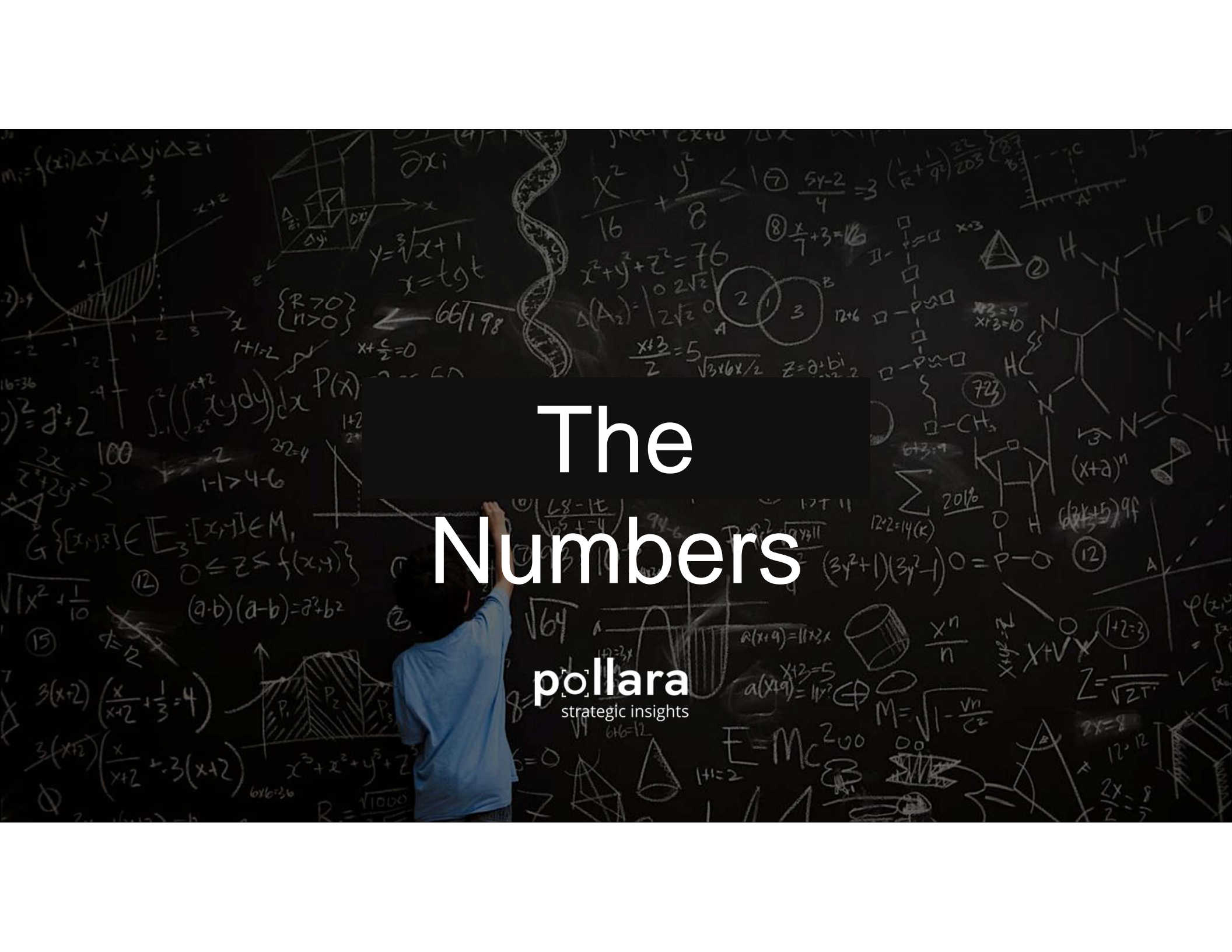
Swing Voters

Social Services vs. Austerity

Leadership, Character, Values

A Polarized Election





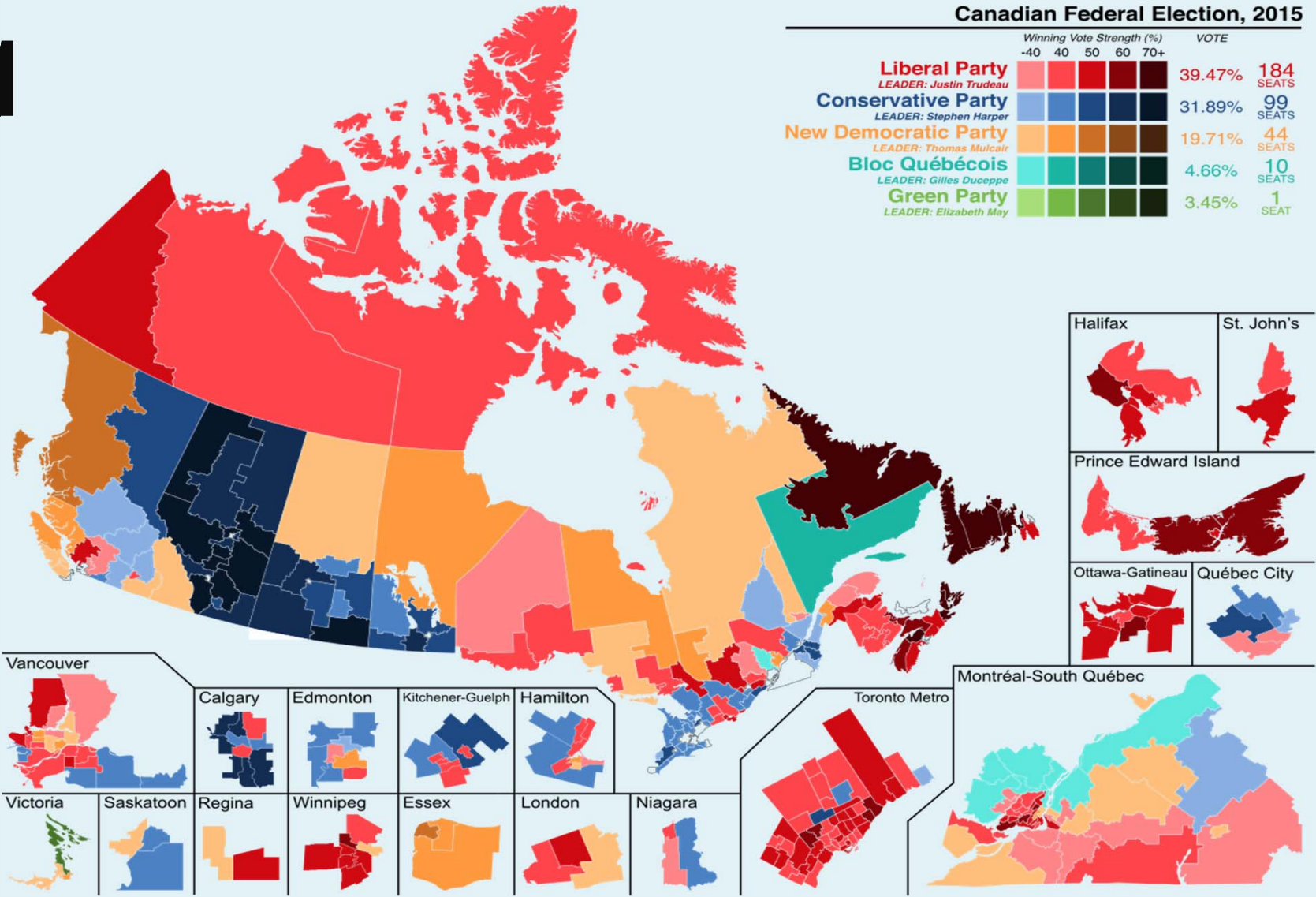
The Numbers

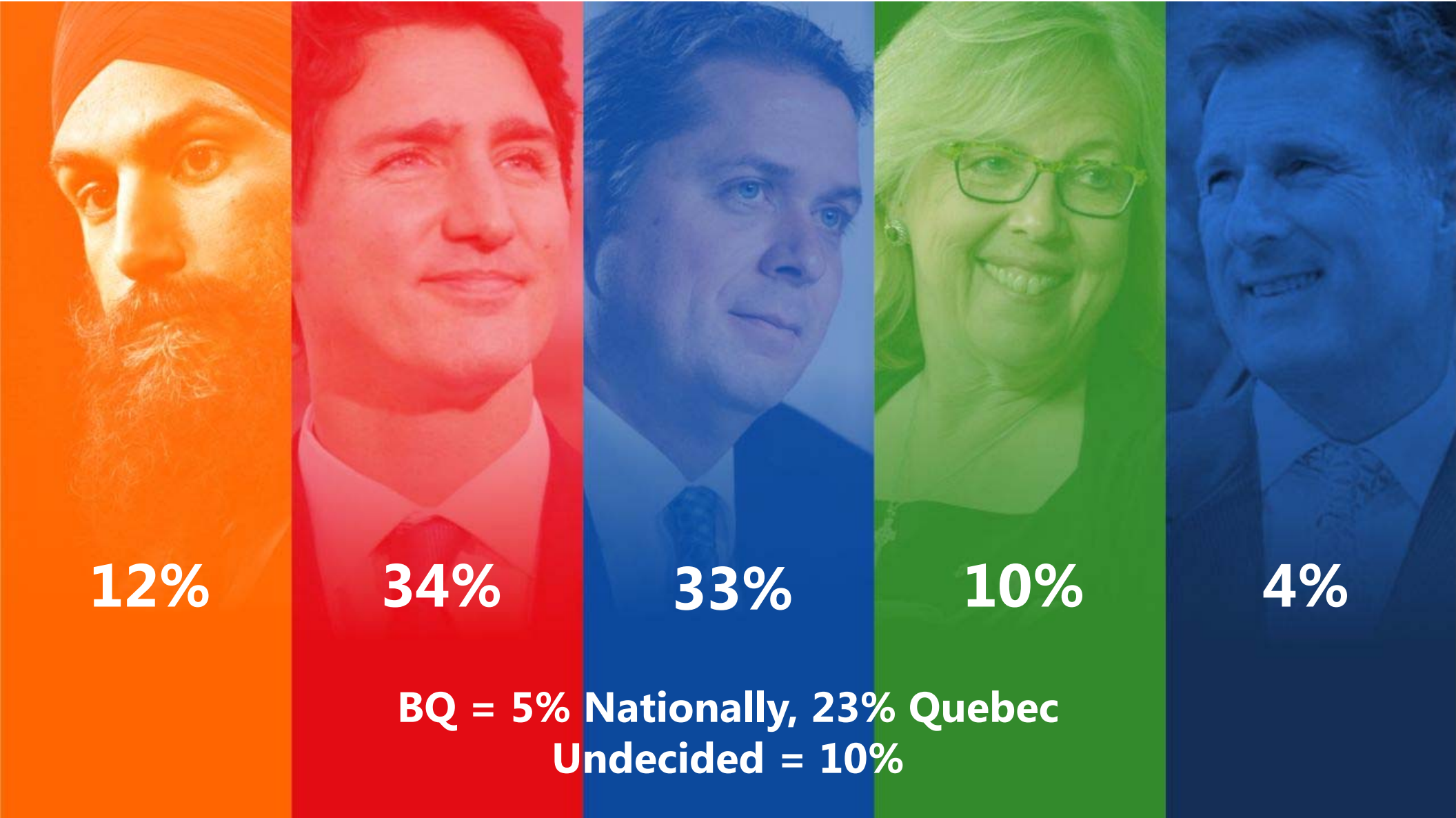
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2015

Canadian Federal Election, 2015

	Winning Vote Strength (%)	VOTE
	-40 40 50 60 70+	
Liberal Party LEADER: Justin Trudeau		39.47% 184 SEATS
Conservative Party LEADER: Stephen Harper		31.89% 99 SEATS
New Democratic Party LEADER: Thomas Mulcair		19.71% 44 SEATS
Bloc Québécois LEADER: Gilles Duceppe		4.66% 10 SEATS
Green Party LEADER: Elizabeth May		3.45% 1 SEAT







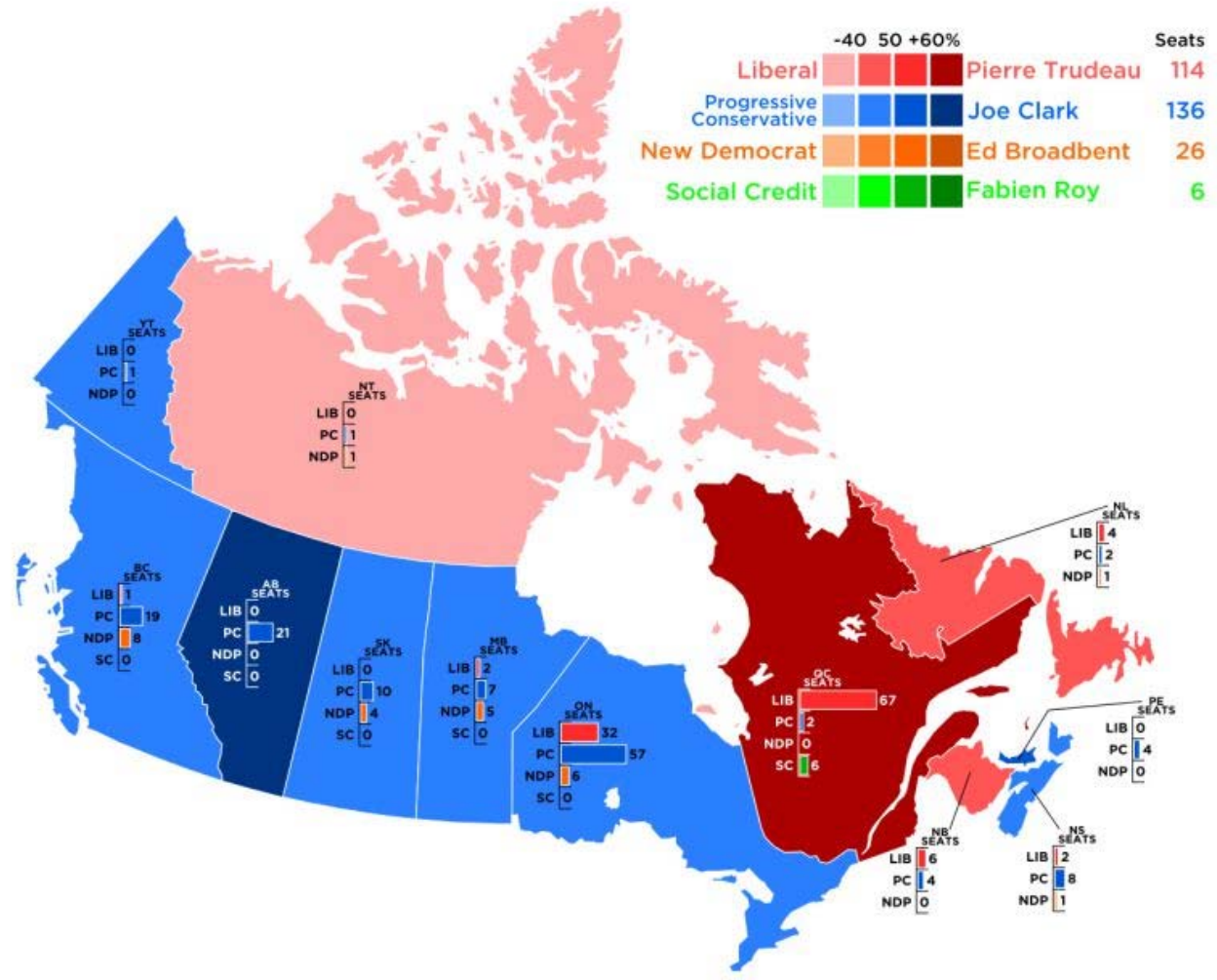
2019 Scenarios

CPC Minority

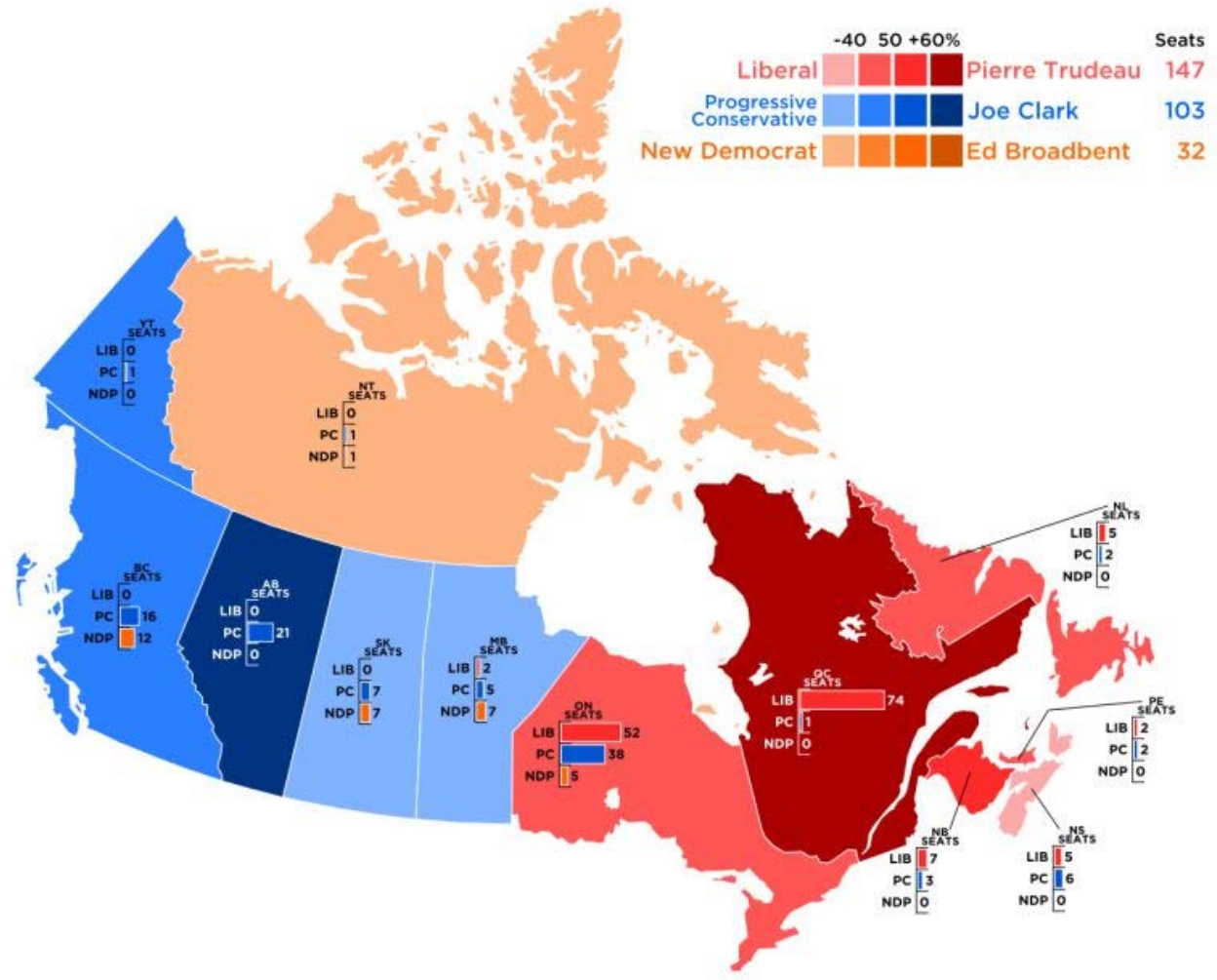
Liberal Minority

Liberal Majority

1979



1980





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