



# Canada This Month Federal Read, Seen, Heard

Public Opinion Research  
Release Date: September 10, 2020  
Field Dates: September 3 to September 8, 2020

# Read, Seen, Heard

Recall has dropped again this week, with only 4-in-10 (41%) who have read, seen, or heard something about the Prime Minister over the Labour Day weekend.

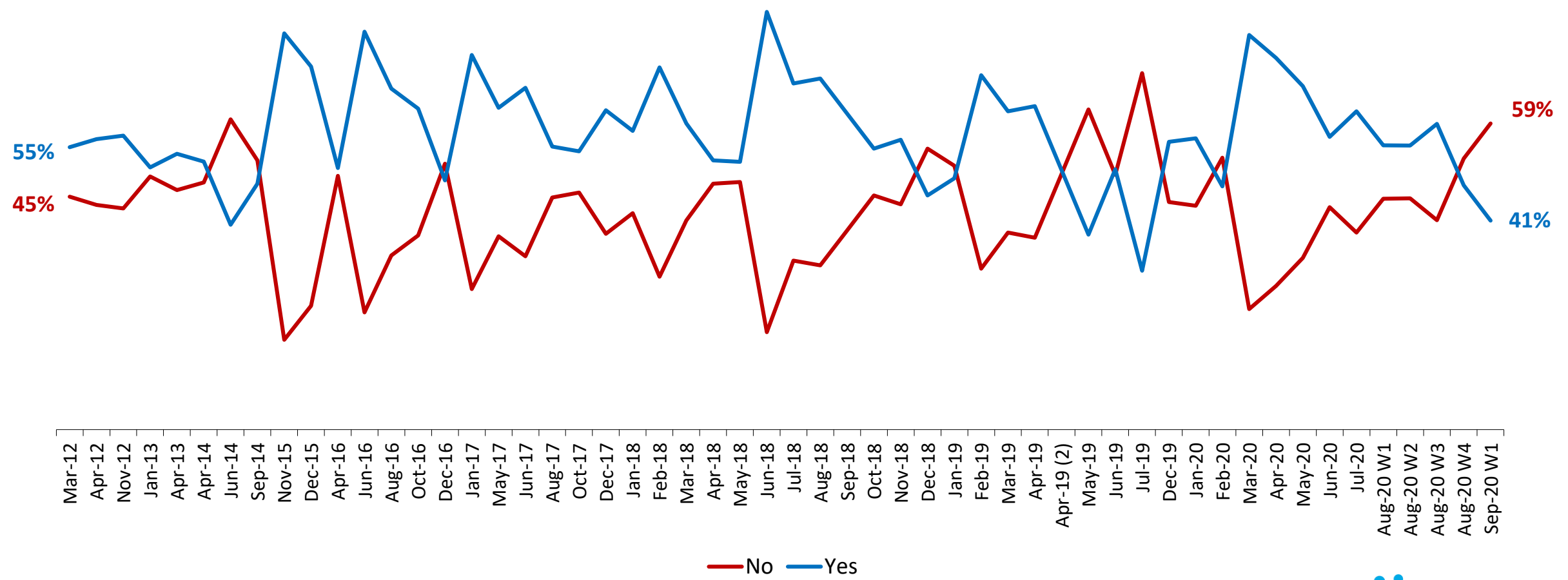
The impact of that news is steady since last week and mostly negative. Nearly half (48%) feel less favourably towards Trudeau while only 2-in-10 (21%) feel more favourably towards him afterward.

The WE controversy (36%) is still the most recalled item about Trudeau followed by the government's response to COVID-19 (21%) and controversy surrounding the Governor General (15%). News on COVID-19 reads mostly positive (+17), while the two controversies show a strongly negative impact for the PM.

# Read, Seen, Heard Tracking: Recall of PM and federal gov't has dropped by 7 points this week to 41%



Have you read, seen or heard anything about Canada's Prime Minister and the Federal government in the last few days?  
[asked of all respondents; n=500]



Note: Don't know not shown.  
Current data: September Week 1 2020.

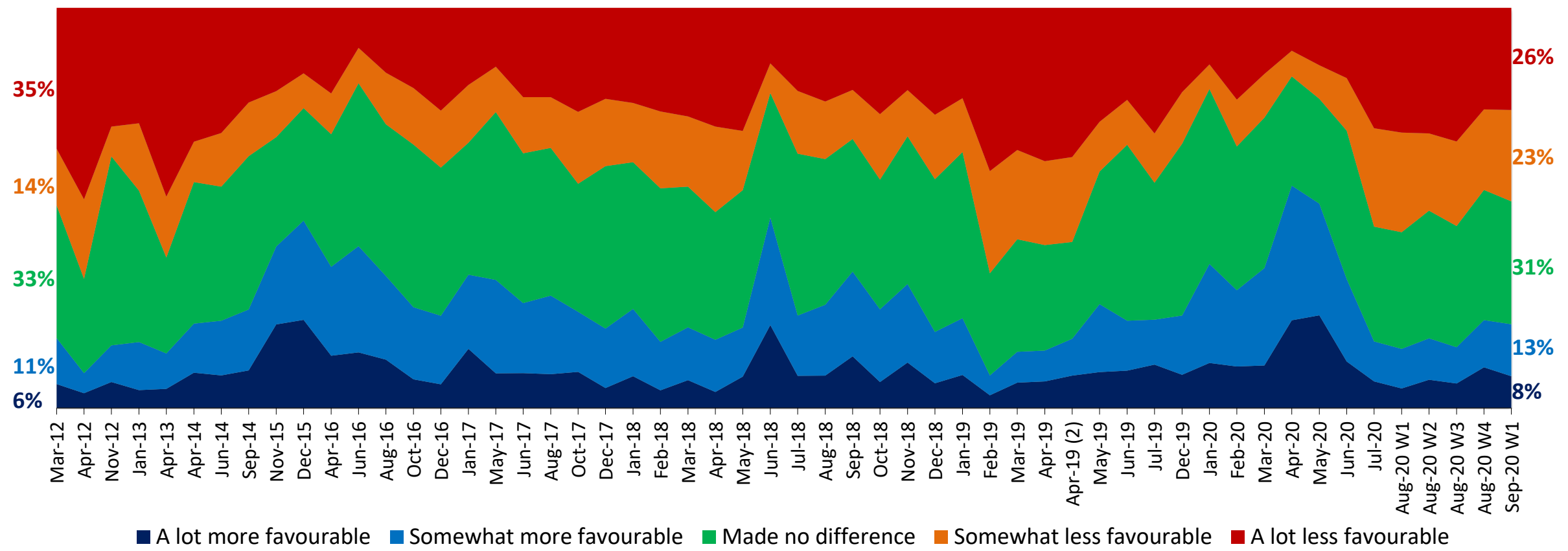


# Federal Read, Seen, Heard, Impact Tracking: Impact mostly steady month-to-month, still negative, on net, for the federal government



Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards Canada's Prime Minister and the Federal government?

[asked of those who have RSH; n=203]



Note: Don't know not shown.

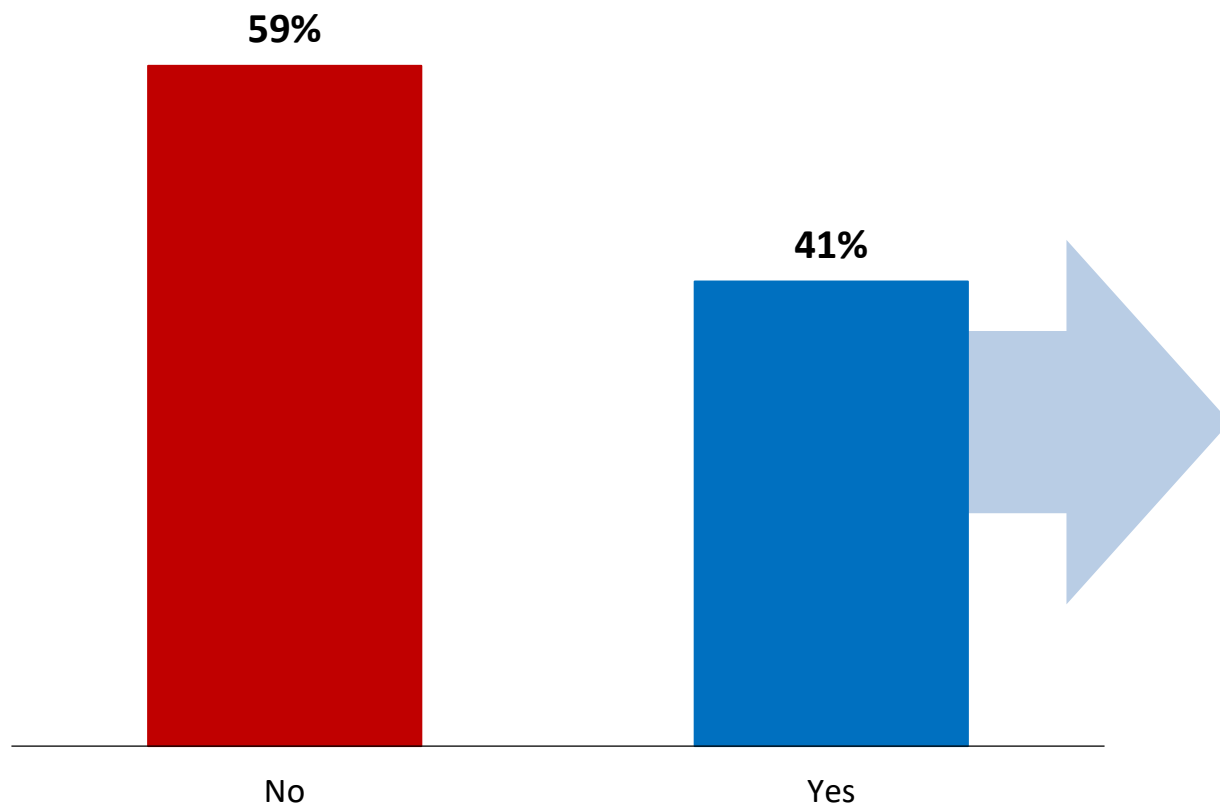
Current data: September Week 1 2020.

Note: in May '18, this question is asked of all respondents except those in Ontario.

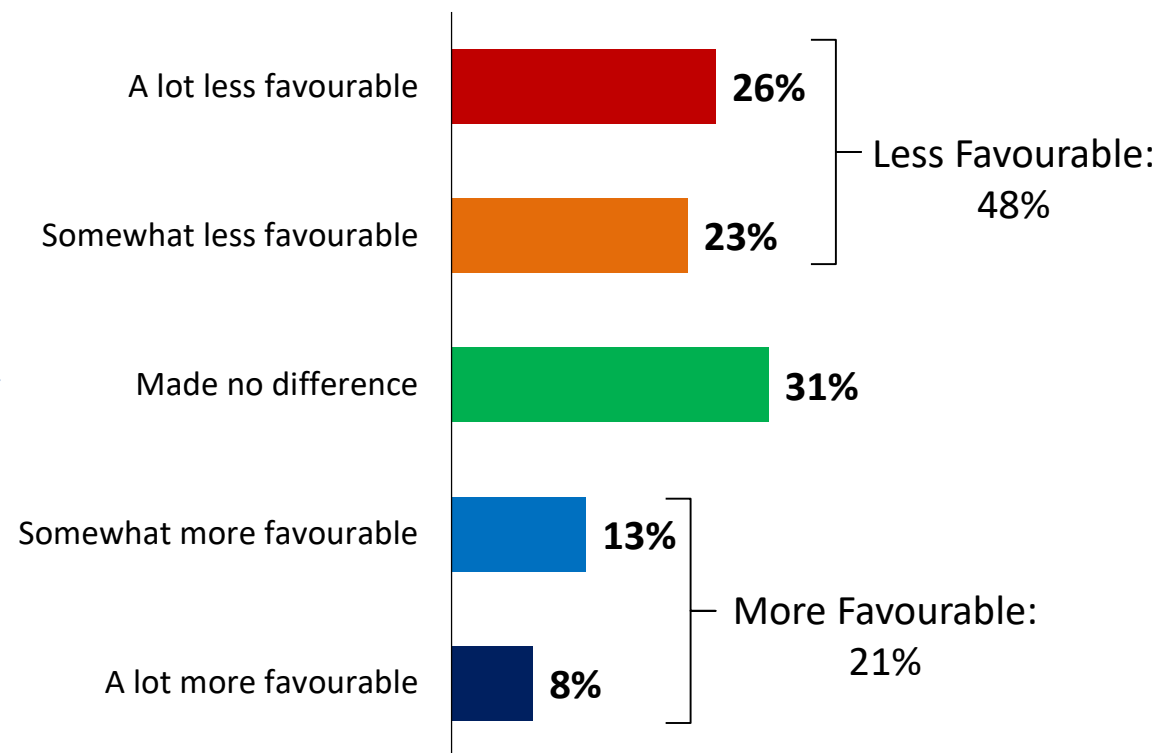


# Federal Read, Seen, Heard: 4-in-10 (41%) have RSH something and among those that do recall something, 48% feel less favourable

**Q** Have you read, seen or heard anything about Canada's Prime Minister and the Federal government in the last few days?  
[Asked of all respondents; n=500]



**Q** Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards Canada's Prime Minister and the Federal government?  
[Asked of those who have RSH; n=203]



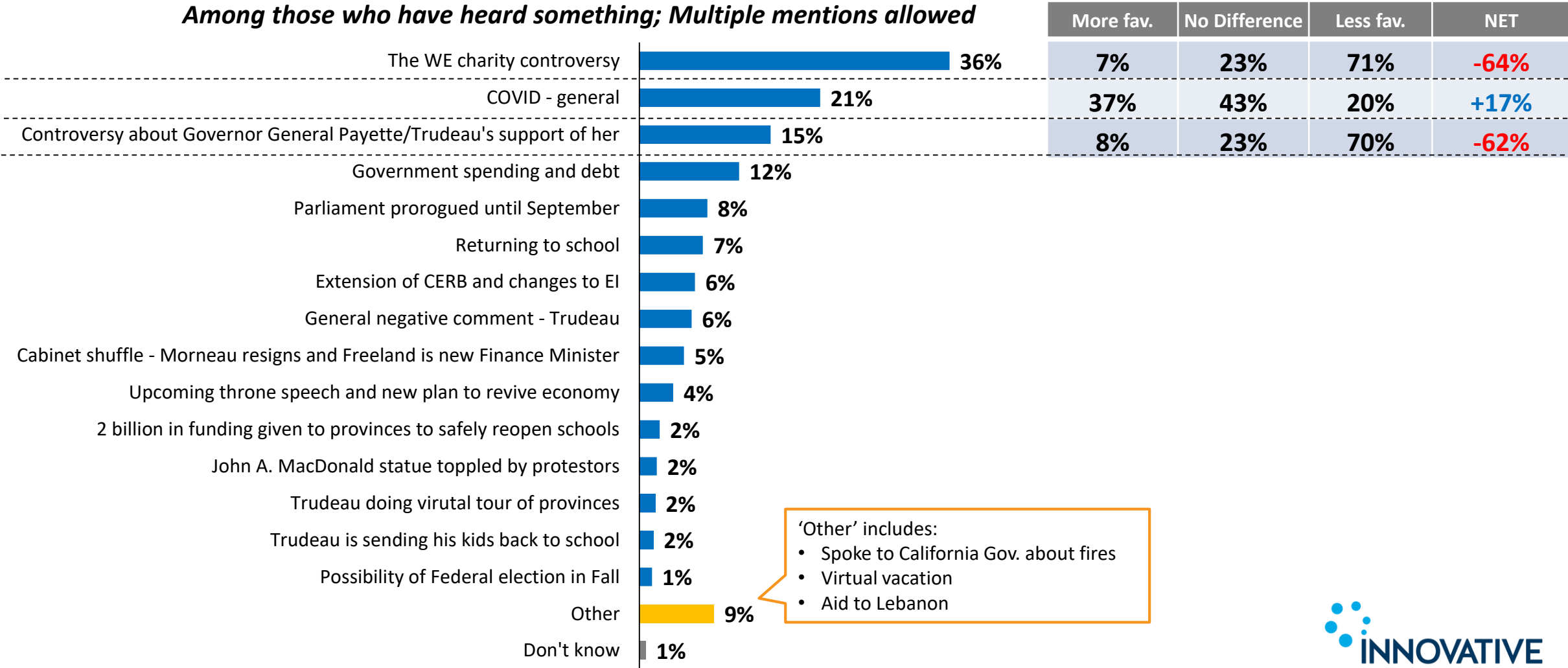
# More than a third (36%) recall WE charity controversy with strongly negative reaction; GG Payette controversy now in top three mentions



And what have you read, seen or heard about Canada's Prime Minister and the Federal government in the last few days? Please be specific.  
 [Asked of those who have RSH; n=203]

## Among those who have heard something; Multiple mentions allowed

### Impact by RSH



'Other' includes:

- Spoke to California Gov. about fires
- Virtual vacation
- Aid to Lebanon



Note: Impact shown only for responses with a weighted sample size of n>30. Refused (2%) not shown.

# Methodology



# Survey Methodology

**These are the results of an online survey conducted between September 3<sup>rd</sup> and September 8<sup>th</sup>, 2020.**

**Method:** This online survey was conducted using INNOVATIVE's Canada 20/20 national research panel with additional respondents from Lucid, a leading provider of online sample. Each survey is administered to a series of randomly selected samples from the panel and weighted to ensure that the overall sample's composition reflects that of the actual Canadian population according to Census data to provide results that are intended to approximate a probability sample.

**Sample Size:** n=1,255 Canadian citizens, 18 years or older. The results are nationally weighted to n=500 based on Census data from Statistics Canada.

**Field Dates:** September 3<sup>rd</sup> and September 8<sup>th</sup>, 2020.

**Weighting:** Results for Canada are weighted by age, gender, and region to ensure that the overall sample's composition reflects that of the actual population according to Census data; in order to provide results that are intended to approximate a probability sample. Weighted and unweighted frequencies are reported in the table.

**Margin of Error:** This is a representative sample. However, since the online survey was not a random probability based sample, a margin of error cannot be calculated. Statements about margins of sampling error or population estimates do not apply to most online panels.

**Note:** Graphs may not always total 100% due to rounding values rather than any error in data. Sums are added before rounding numbers.

	Unweighted (n)	Unweighted (%)	Weighted (n)	Weighted (%)
<b>Men 18-34</b>	120	9.6%	63	12.6%
<b>Men 35-54</b>	151	12.0%	85	16.9%
<b>Men 55+</b>	285	22.7%	91	18.3%
<b>Women 18-34</b>	206	16.4%	69	13.8%
<b>Women 35-54</b>	194	15.5%	88	17.6%
<b>Women 55+</b>	299	23.8%	104	20.7%
<b>Region</b>				
<b>BC</b>	136	10.9%	65	13.1%
<b>AB</b>	124	9.9%	54	10.7%
<b>Prairies</b>	55	4.4%	33	6.6%
<b>ON</b>	715	57.1%	194	38.9%
<b>QC</b>	147	11.7%	119	23.8%
<b>Atlantic</b>	76	6.1%	35	6.9%



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