



Canada This Month Federal Politics

Public Opinion Research
Release Date: September 4, 2020
Field Dates: August 6 to September 1, 2020

Federal Politics in the time of COVID-19

The COVID-19 outbreak has set off a series of changes in the Canadian political landscape. While most approve of the government's handling of COVID-19, there has been a decline in those saying they strongly or somewhat approve in comparison to July. Additionally, general satisfaction with the federal government has been declining since May.

Today, INNOVATIVE is releasing results from our August 2020 Canada This Month survey. This online survey was in field from August 6th to September 1st 2020, with a weighted sample size of 2,000, and an oversample in Ontario. Detailed methodology is provided in the appendix.

This report covers key results on how Canadians are rating the Federal government's handling of COVID-19 and the impacts that is having for government satisfaction and vote choice.

Government Approval

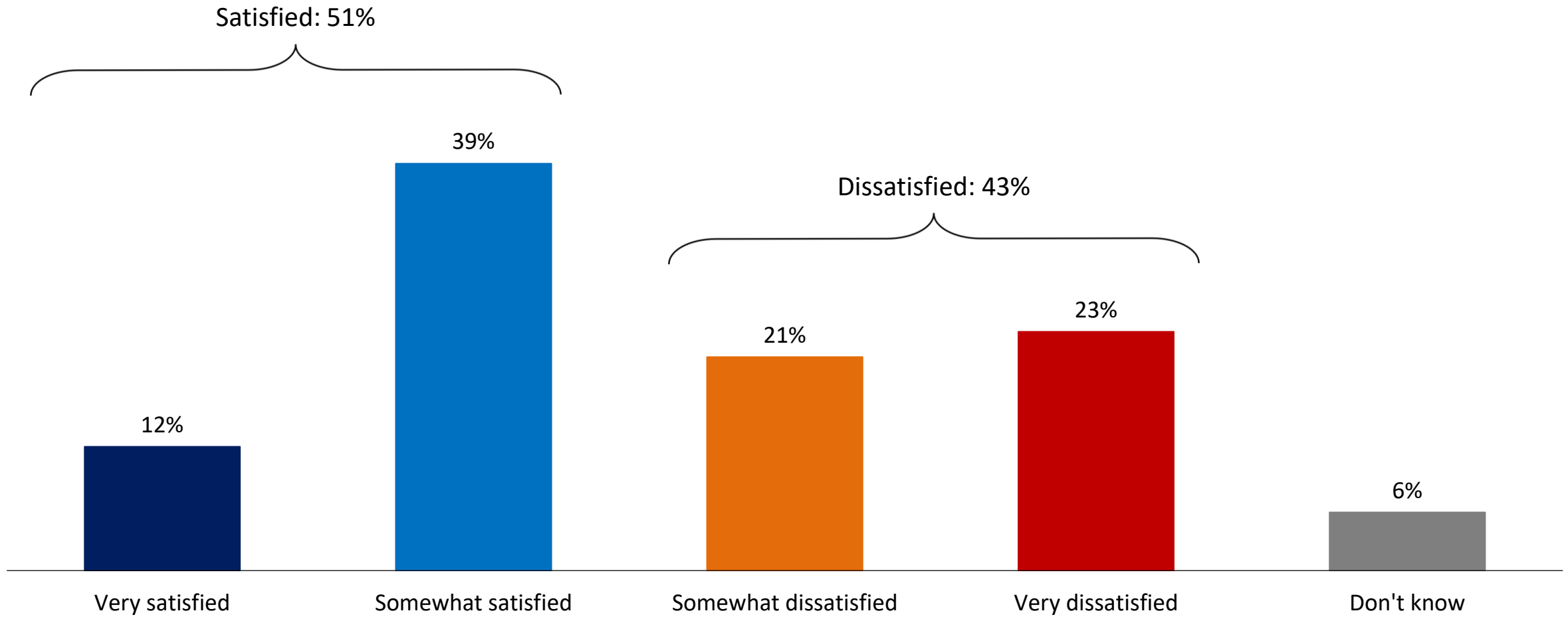
Satisfaction with the federal government continues to decrease from a peak in May 2020, while satisfaction with the federal government's handling of COVID-19 remains high.

Federal Satisfaction: Roughly half (51%) feel satisfied with the performance of the federal government



Generally speaking, how satisfied are you with the performance of the FEDERAL government in Canada? Would you say you are...?

[asked of all respondents; n=2000]

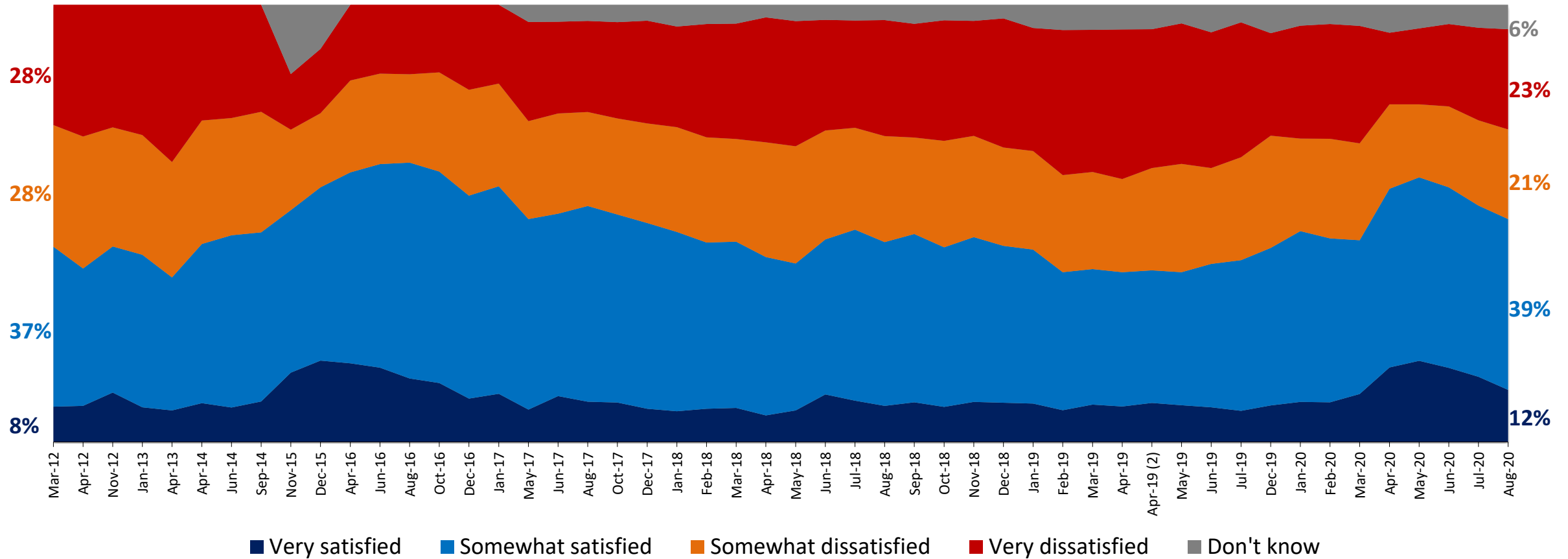


Federal Satisfaction Tracking: Satisfaction with the federal government continues to drop from a high in May



Generally speaking, how satisfied are you with the performance of the FEDERAL government in Canada? Would you say you are...?

[asked of all respondents; n=2000]



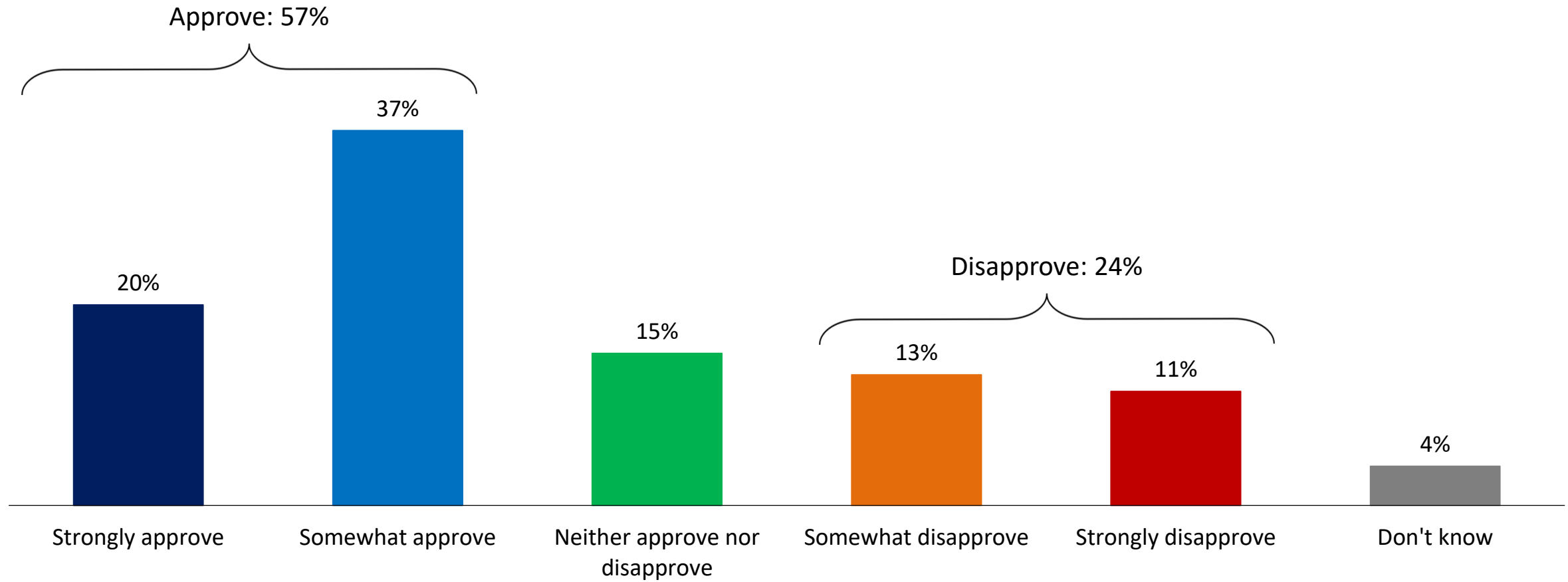
COVID-19 Handling: A majority approve of the federal government's handling of COVID-19

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Now thinking about the federal government, do you approve or disapprove of the way the federal government has handled the outbreak of COVID-19?

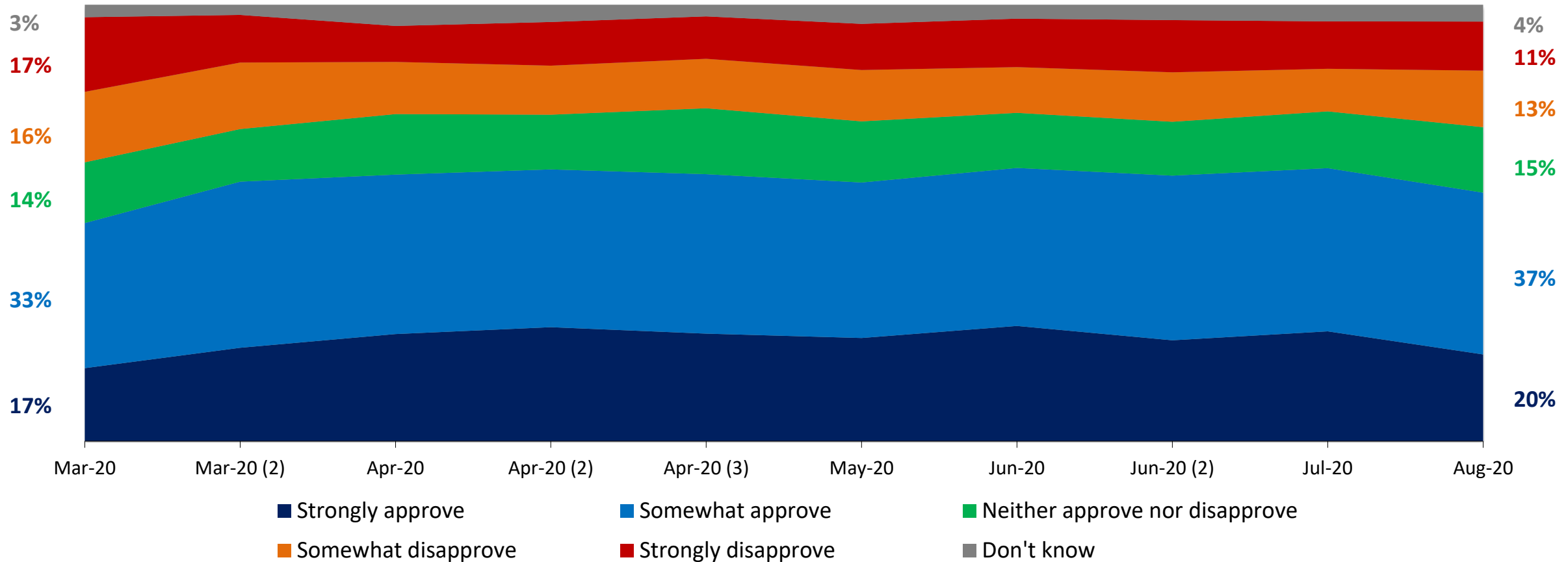
[asked of all respondents in the second half of August; n=1000]



COVID-19 Handling Tracking: A majority continue to support the federal government's handling of COVID-19



Now thinking about the federal government, do you approve or disapprove of the way the federal government has handled the outbreak of COVID-19?
[asked of all respondents in the second half of August; n=1000]



Read, Seen, Heard

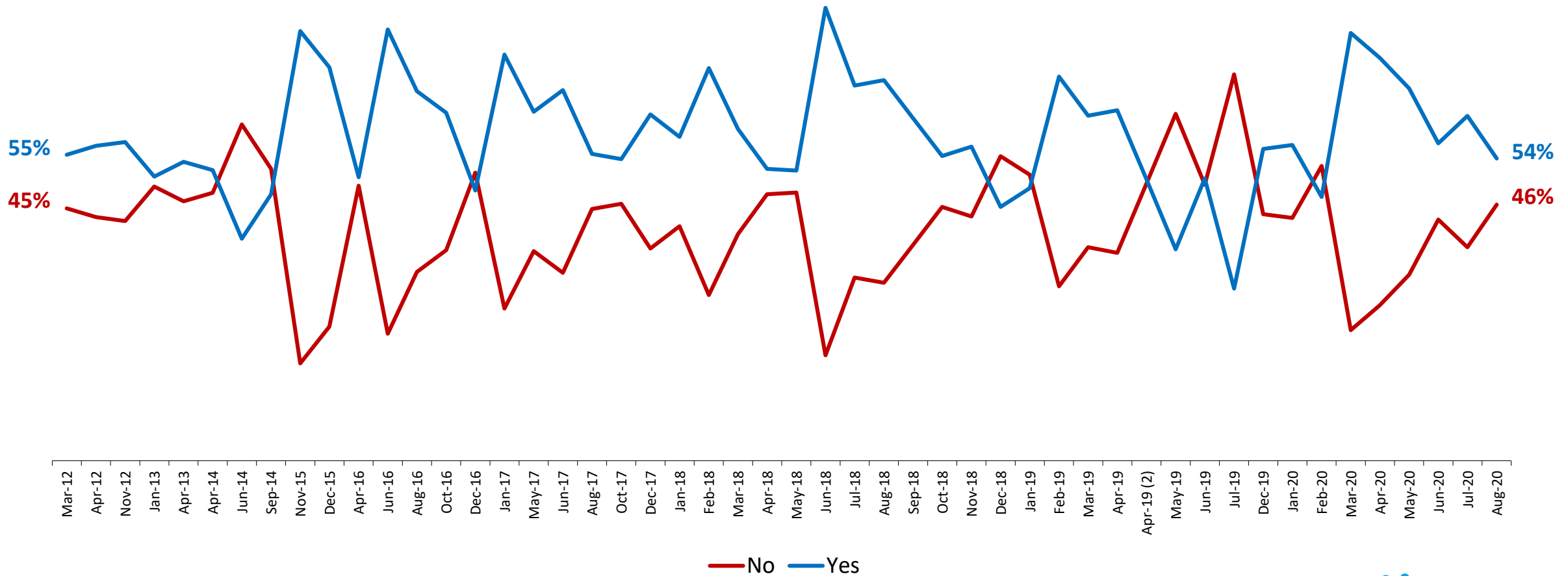
Just over half (54%) have heard something about the government and, among those, their impression is mostly negative.

Read, Seen, Heard Tracking: Attention continues to drop from a high in March



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=2000]

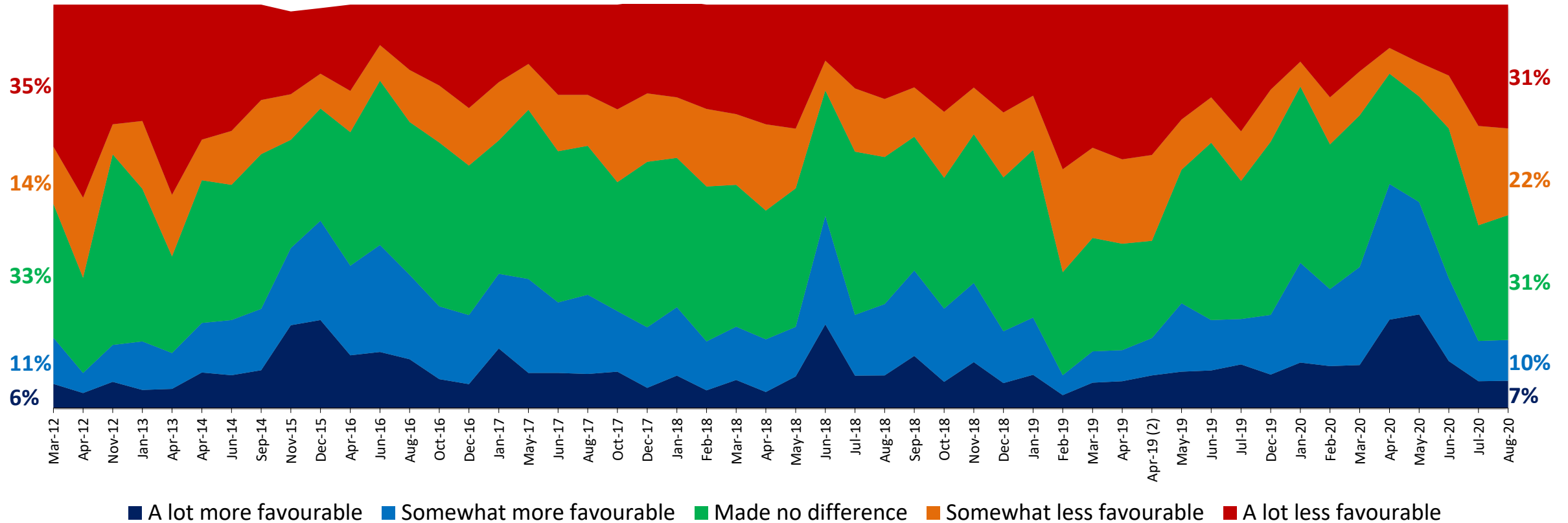


Federal Read, Seen, Heard, Impact Tracking: The impact of RSH continues to be strongly negative



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=1083]



Note: Don't know not shown.

Current data: August 2020

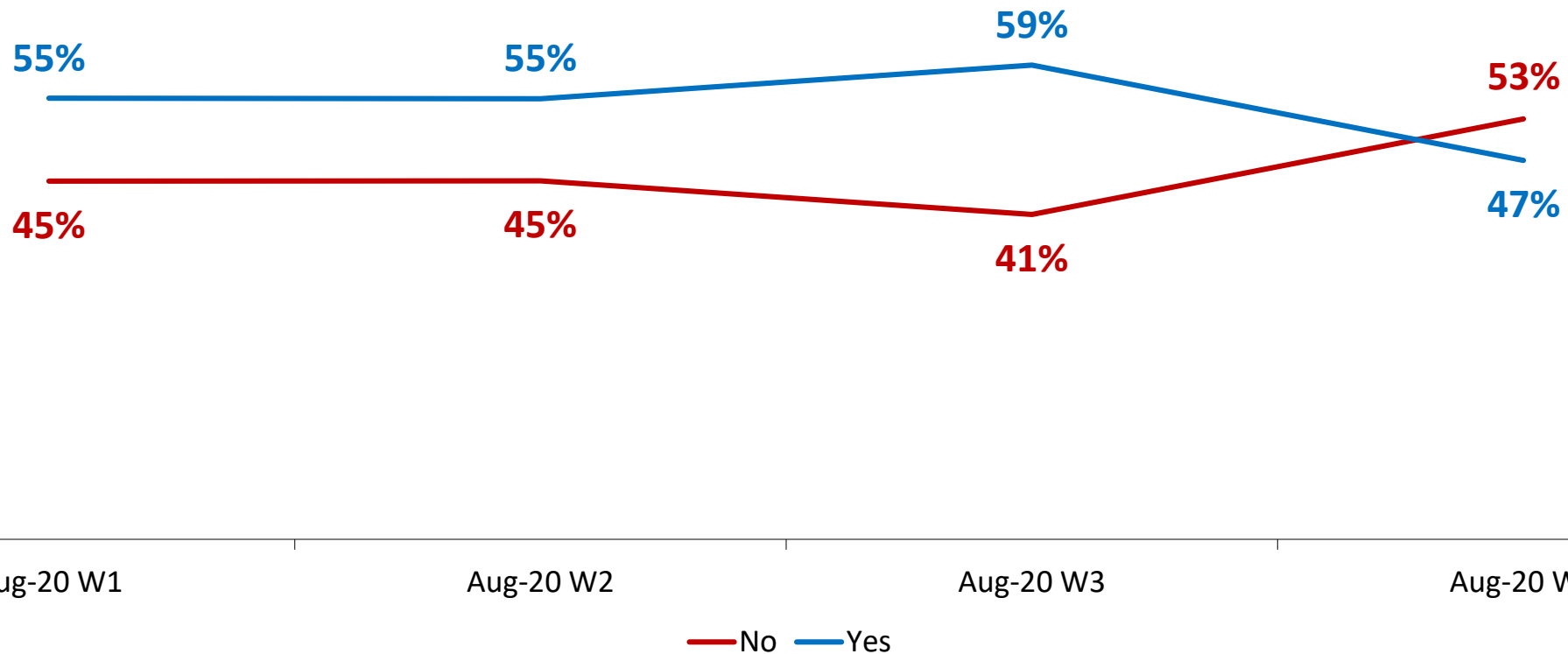
Note: In May '18, this question is asked of all respondents except those in Ontario.

Read, Seen, Heard Weekly Tracking: Recall of the Prime Minister dipped sharply in the last week of August to 47%



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 each week]



Note: Don't know not shown.

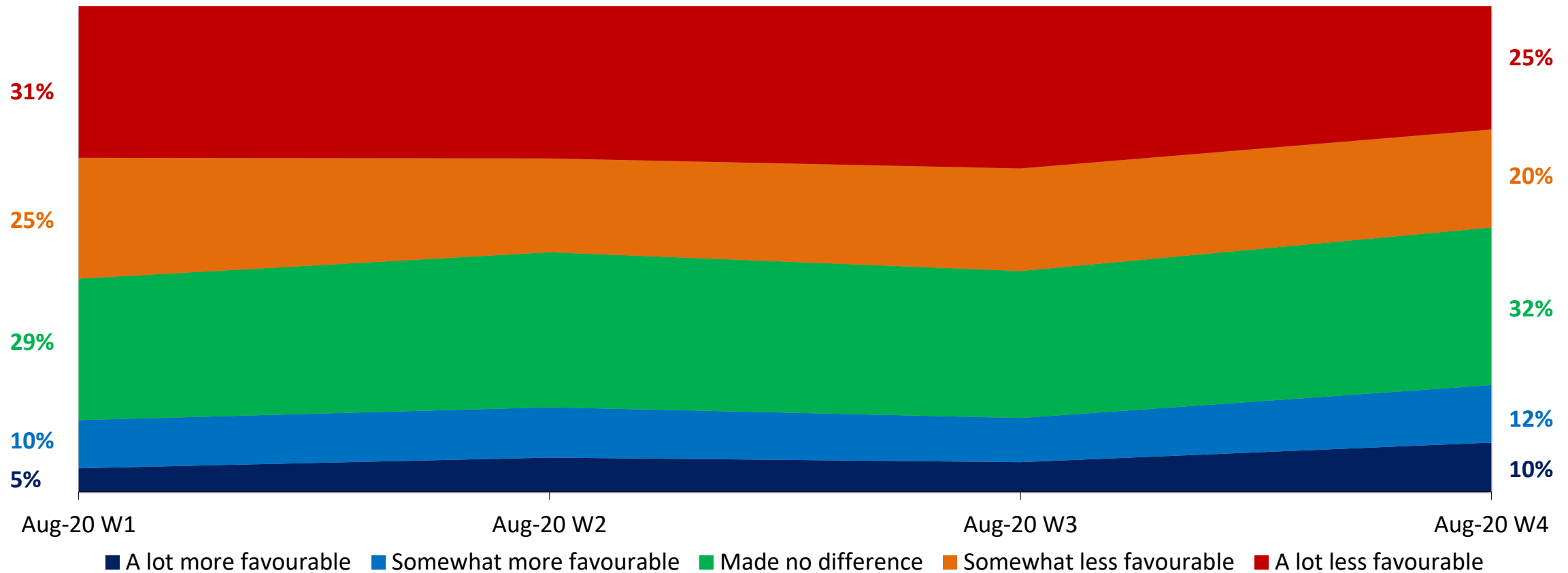
Current data: August Week 4 2020.

Federal Read, Seen, Heard, Impact Weekly Tracking: The impact of what Canadians have read has improved over the last month



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-size varies each week]



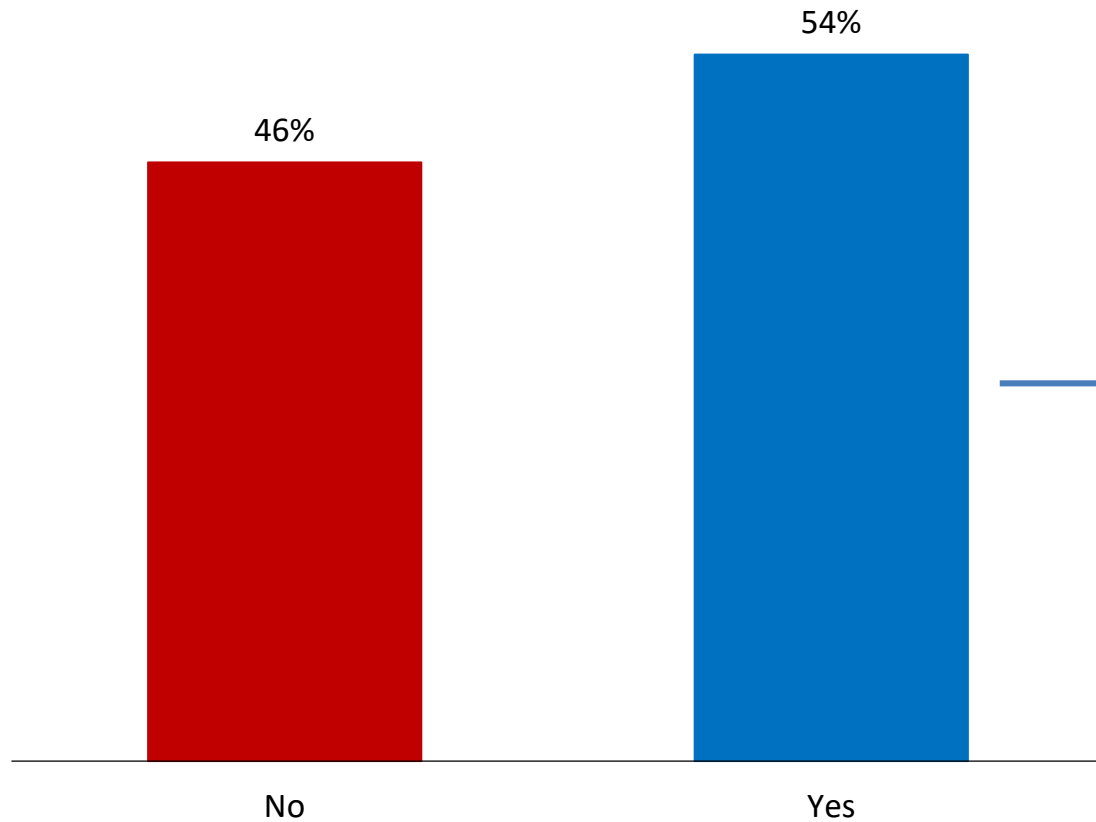
Note: Don't know not shown.

Current data: August Week 4 2020.

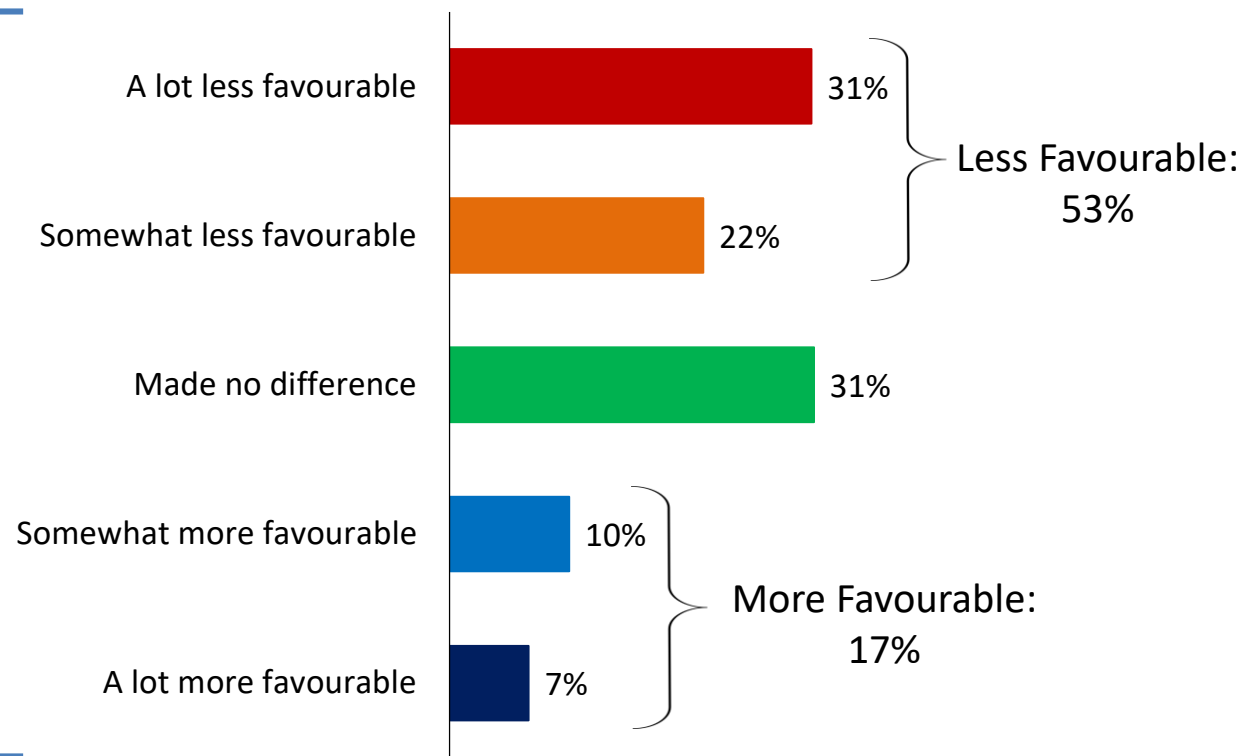
Note: in May '18, this question is asked of all respondents except those in Ontario.

Federal Read, Seen, Heard: A majority have heard something about the PM; among them the net impact is strongly negative

Q Have you read, seen or heard anything about Canada's Prime Minister and the Federal government in the last few days?
[Asked of those who have RSH; n=2000]



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=1083]



Week 1: 7-in-10 (70%) recall the WE charity controversy and among those that mention it, impact is strongly negative (-61% net)

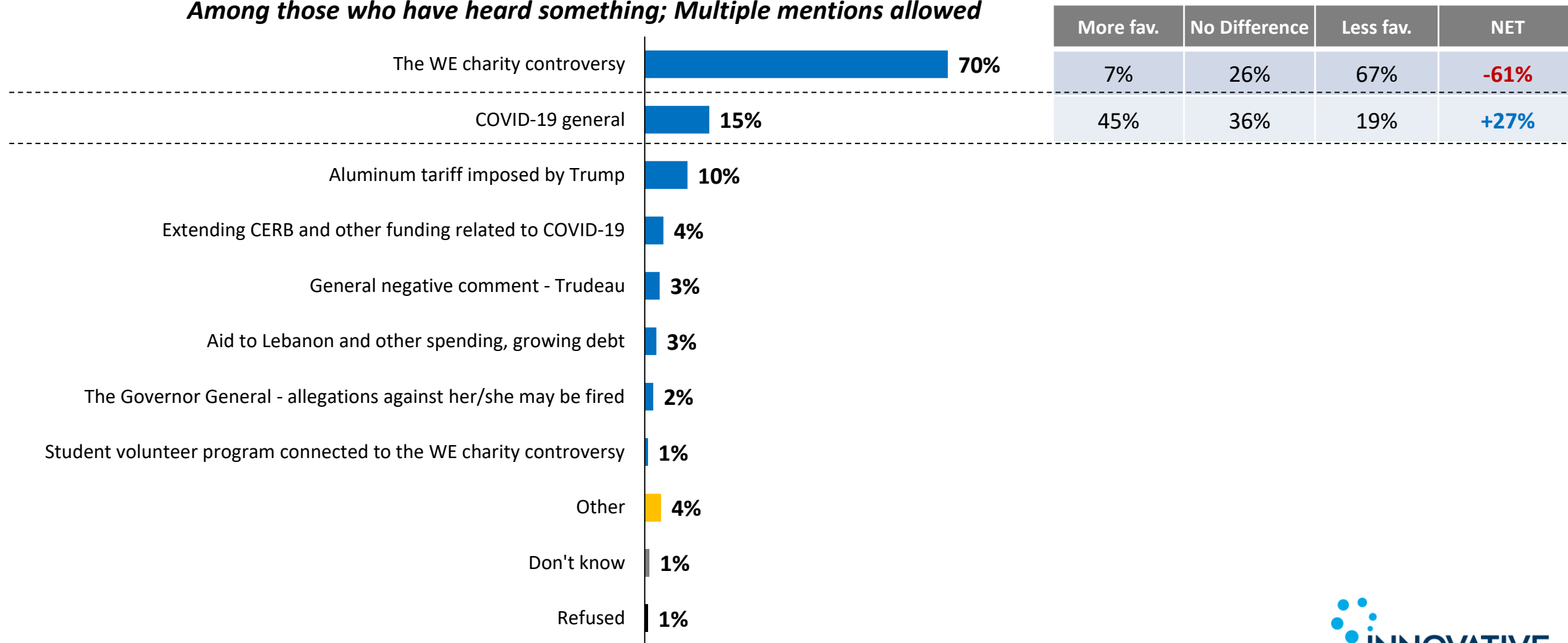


And what have you read, seen or heard about Canada's Prime Minister and the Federal government in the last few days? Please be specific.

[Asked of those who have RSH; n=276]

Among those who have heard something; Multiple mentions allowed

Impact by RSH



Week 2: Nearly 2-in-3 (62%) recall the WE charity controversy; among those that mention it, impact is strongly negative (-53% net)



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=276]

Among those who have heard something; Multiple mentions allowed

Impact by RSH

		More fav.	No Difference	Less fav.	NET
The WE charity controversy	62%	7%	33%	60%	-53%
COVID-19 general	13%	52%	27%	21%	+31%
Trudeau on vacation, missed Parliament	11%	7%	28%	65%	-59%
General negative comment - Trudeau	6%				
Bloc pushing non-confidence vote/Trudeau should resign	5%				
Aid to Lebanon and other spending, growing debt	3%				
CERB and other funding related to COVID-19	2%				
Aluminum tariff imposed by Trump	1%				
General positive comment - Trudeau	1%				
Trudeau consulting with Carney on economy	1%				
Student volunteer program connected to the WE charity controversy	1%				
Other	8%				

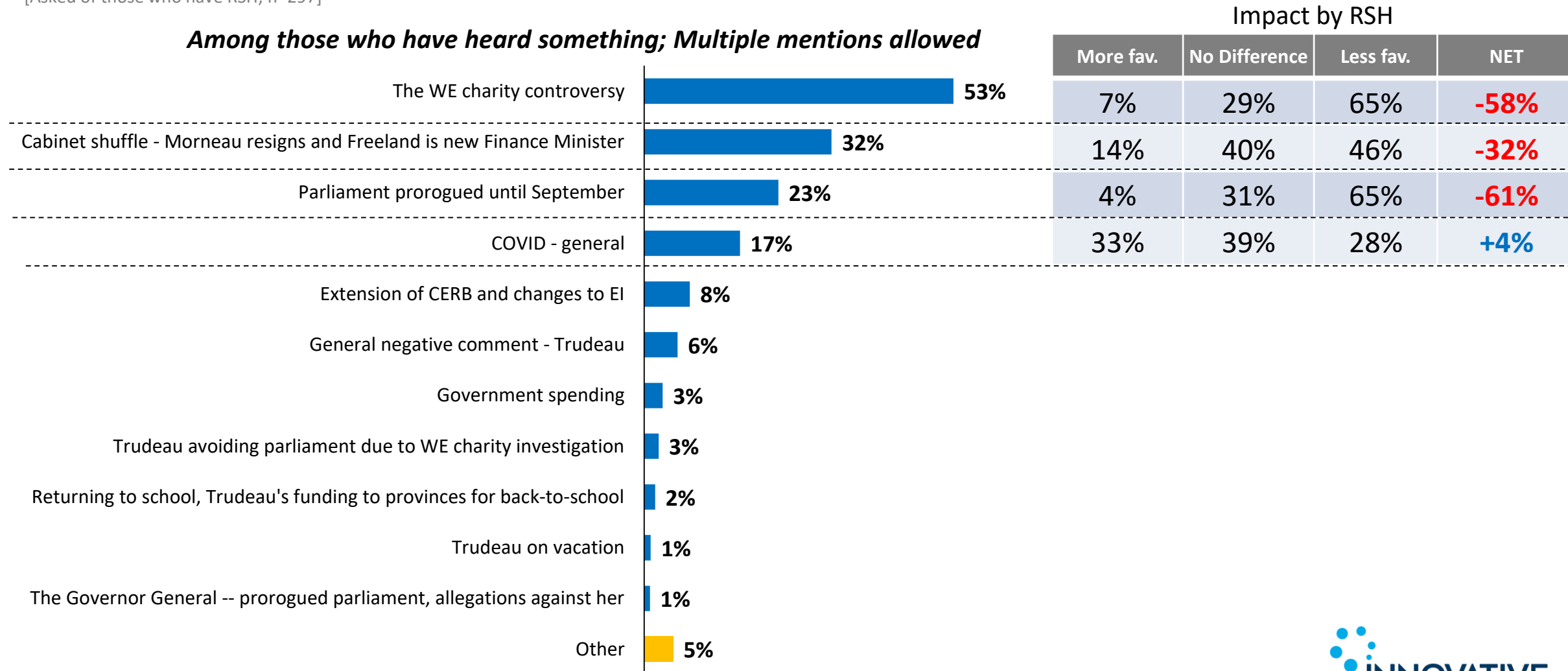
Week 3: Majority (53%) recall the WE charity controversy; among those that mention it, impact is strongly net negative (-58%)¹⁶



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=297]

Among those who have heard something; Multiple mentions allowed



Week 4: WE Charity recall crowded out by more positive mentions related to spending, COVID, and school returns

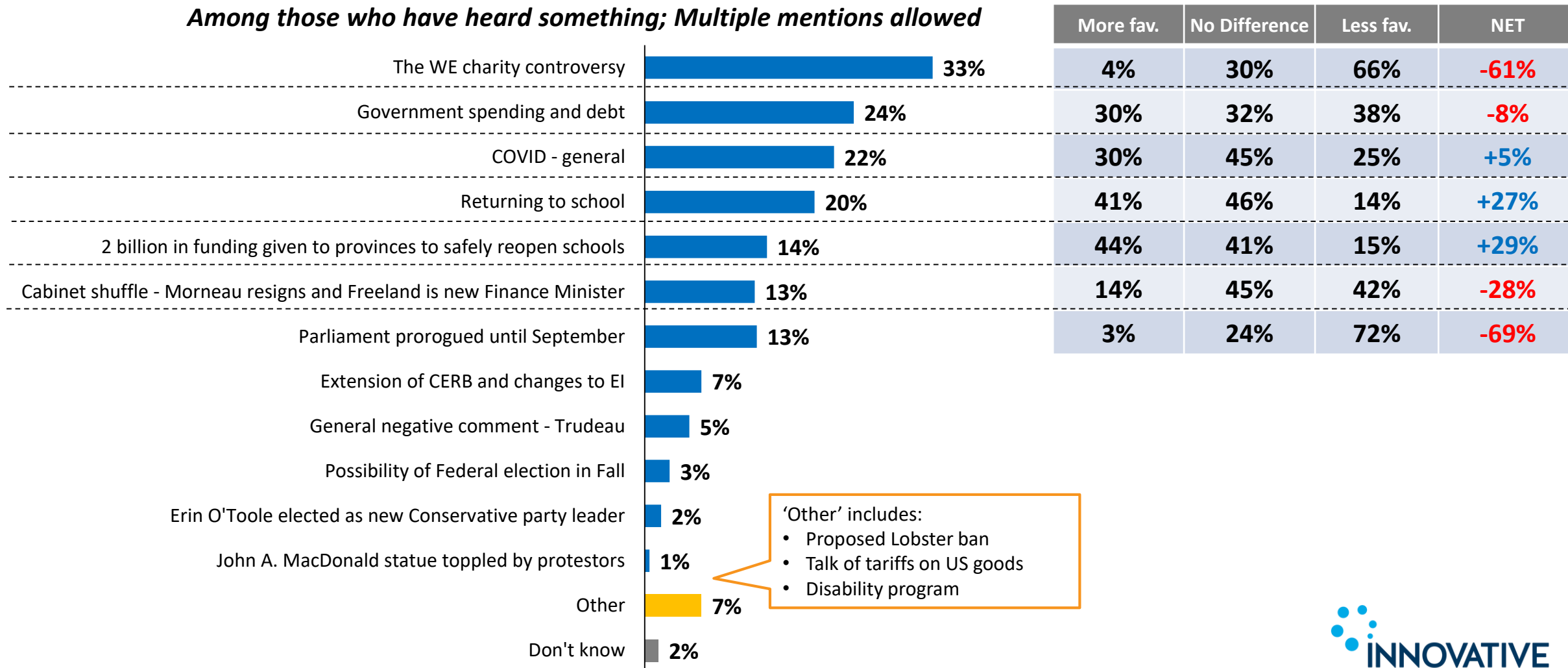


And what have you read, seen or heard about Canada's Prime Minister and the Federal government in the last few days? Please be specific.

[Asked of those who have RSH; n=237]

Among those who have heard something; Multiple mentions allowed

Impact by RSH



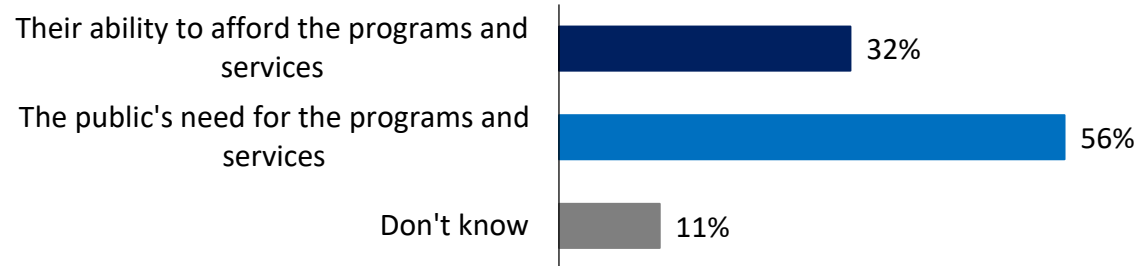
We group individuals into segments based on key political and economic values and attitudes.

We use these segments throughout the remainder of the report to analyze vote leadership results.

Core Political Values: Majority (56%) feel we should spend based on public need, not the government's ability to afford it

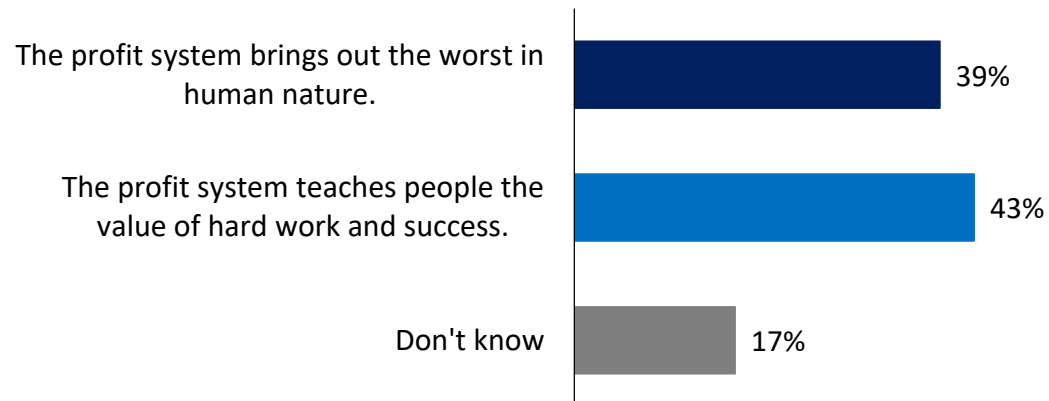
Q Now we would like to ask a few questions about basic values and society...When governments make major decisions concerning spending on programs and services, do you think they should be basing their decisions mainly on...?

[asked of all respondents; n=2000]



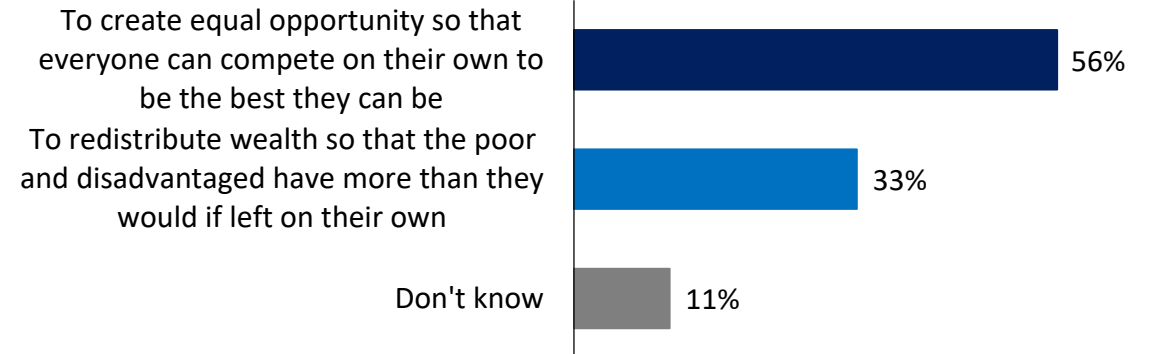
Q Which of the following statements comes closest to your view?

[asked of all respondents; n=2000]



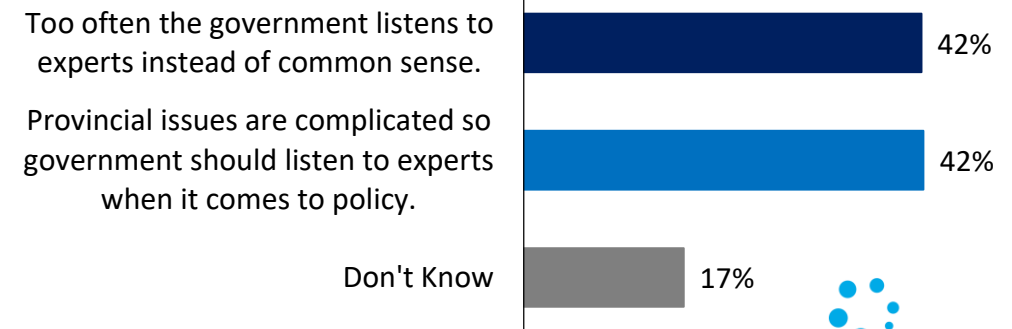
Q Is the main role of government to...?

[asked of all respondents; n=2000]



Q When it comes to government decision making, which of the following statements is closest to your view?

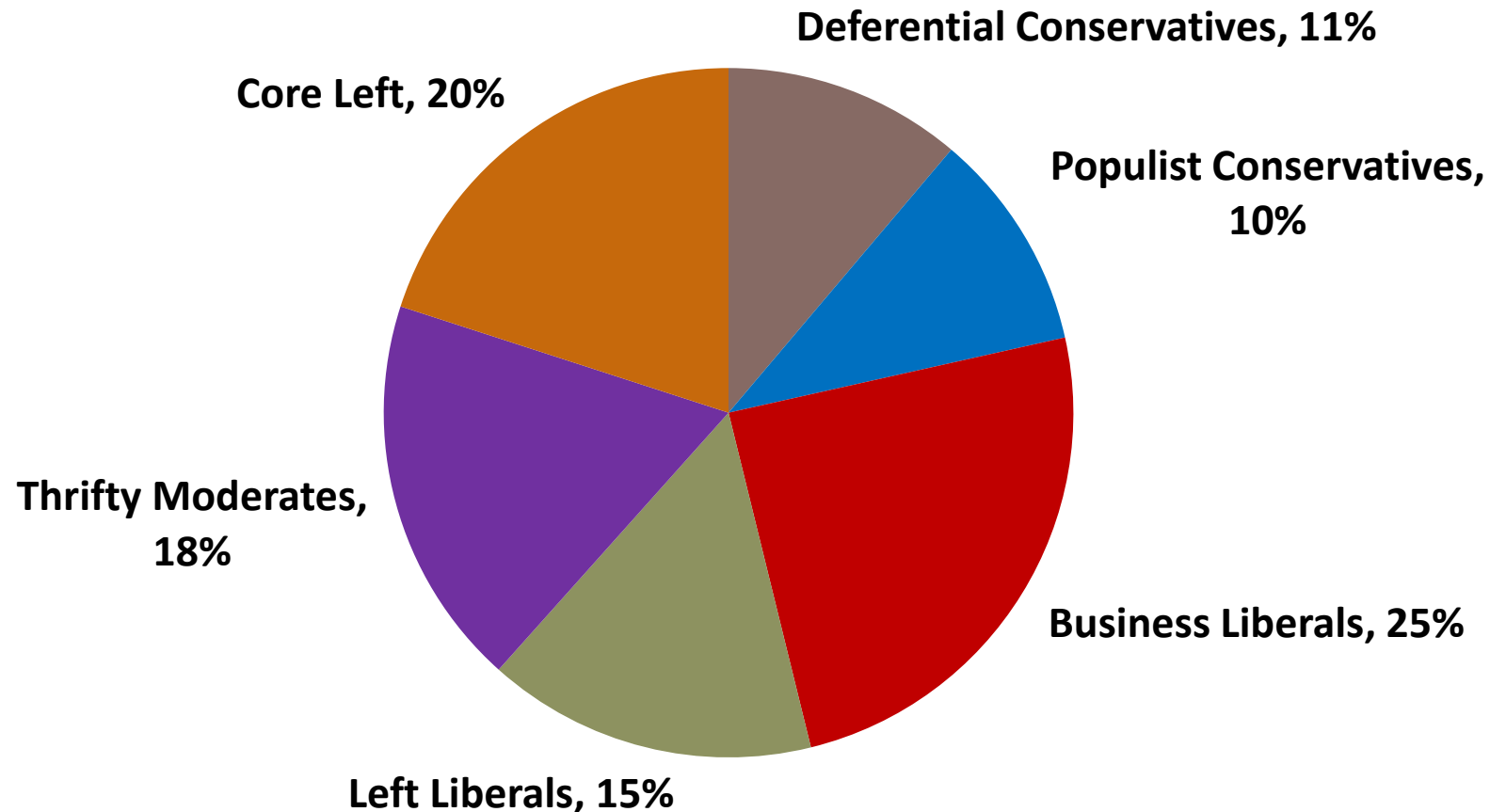
[asked of all respondents; n=2000]



Value Clusters: Conservative clusters are smallest, 1-in-4 (25%) categorized as Business Liberals

Clusters are based on 4 basic values: equal opportunity versus redistribution; trust in the profit system; whether spending should be based on ability to afford or public need; and whether government should listen to experts or common sense.

[asked of all respondents; n=2,000]



Defining Value Clusters: Core Left more likely to see spending should be based on public need and that the main role of govt is redistribution²¹

Core Political Values by Value Clusters

Column %		Deferential Conservatives	Populist Conservatives	Business Liberals	Left Liberals	Thrifty Moderates	Core Left
Governments should base decisions on...	Ability to afford	89%	94%	0%	0%	70%	0%
	Public Need	0%	0%	96%	89%	0%	94%
Is the main role of government to .?	Create equal Opportunity	77%	96%	67%	97%	33%	0%
	Redistribute wealth	15%	0%	23%	0%	34%	96%
When it comes to government decision making...	Rely on common sense	0%	100%	36%	49%	44%	34%
	Listen to experts	87%	0%	52%	32%	20%	52%
The profit system...	Brings out the worst in human nature	0%	0%	0%	78%	56%	86%
	Teaches value of hard work and success	92%	89%	89%	0%	10%	0%

Segmentation Attitudes: A majority of Canadians feel you can be anything you want if you're willing to work for it



Do you agree or disagree with the following statements?

[asked of all respondents; n=2000]

Here in [PROV] you can be anything you want
if you are willing to work for it



No matter how hard I work, every year it
seems
more difficult to get by

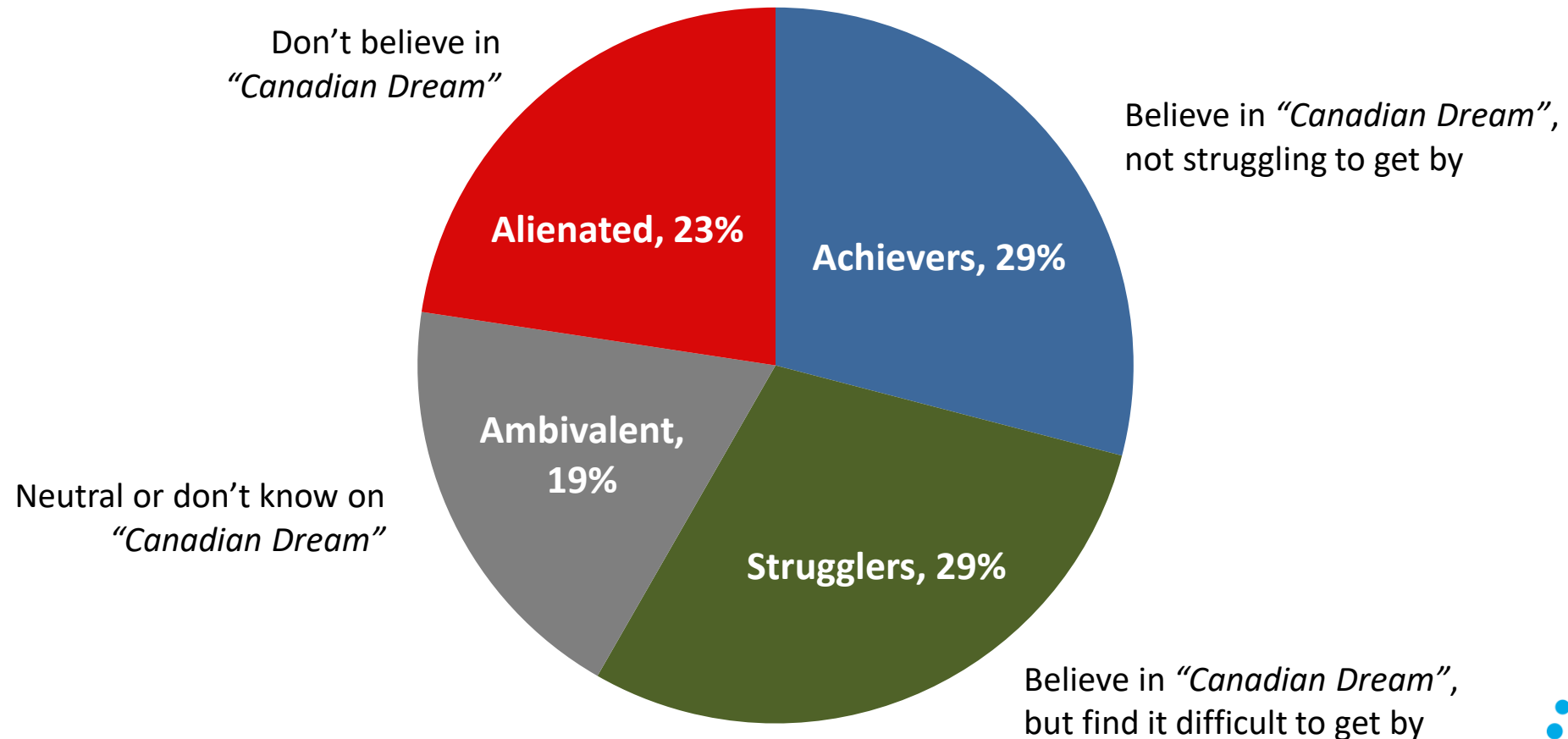


■ Strongly agree ■ Somewhat agree ■ Neither agree nor disagree ■ Somewhat disagree ■ Strongly disagree ■ Don't know

Economic Gap Segmentation: 3-in-10 (29%) are not struggling and show optimism about personal opportunities in their province

Gap segmentation: Agree with 'Here in [PROVINCE] you can be anything you want if you are willing to work for it' BY Agree with 'No matter how hard I work, every year it seems more difficult to get by'.

[asked of all respondents; n=2,000]



The Liberal vote share is down, but they still have an 8-point lead over the CPC

Vote intention reporting:

When we look at the results among *only* decided voters, we call that **decided vote**. These results most tell us what the election results would be like if the survey results matched the election exactly.

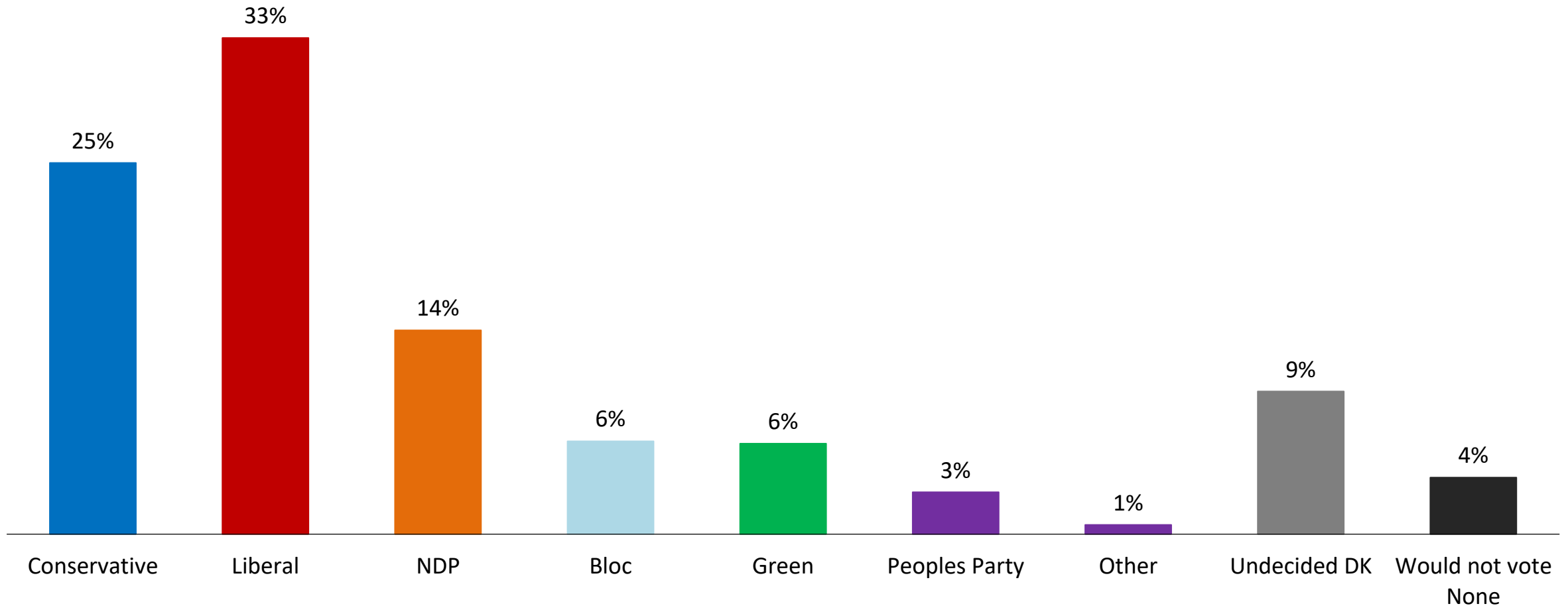
When we ask people to think about politics in Canada and identify which party ID they usually seen themselves as, we call those results **Federal Party ID**.

Federal Combined Vote: 1-in-3 (33%) would vote for the Liberals, 1-in-4 (25%) for CPC, and 14% for NDP with 9% undecided



If a federal election were held today, which party would you vote for? In that case, which party do you lean toward slightly? **[Vote + Lean]**

[asked of all respondents; n=2000]



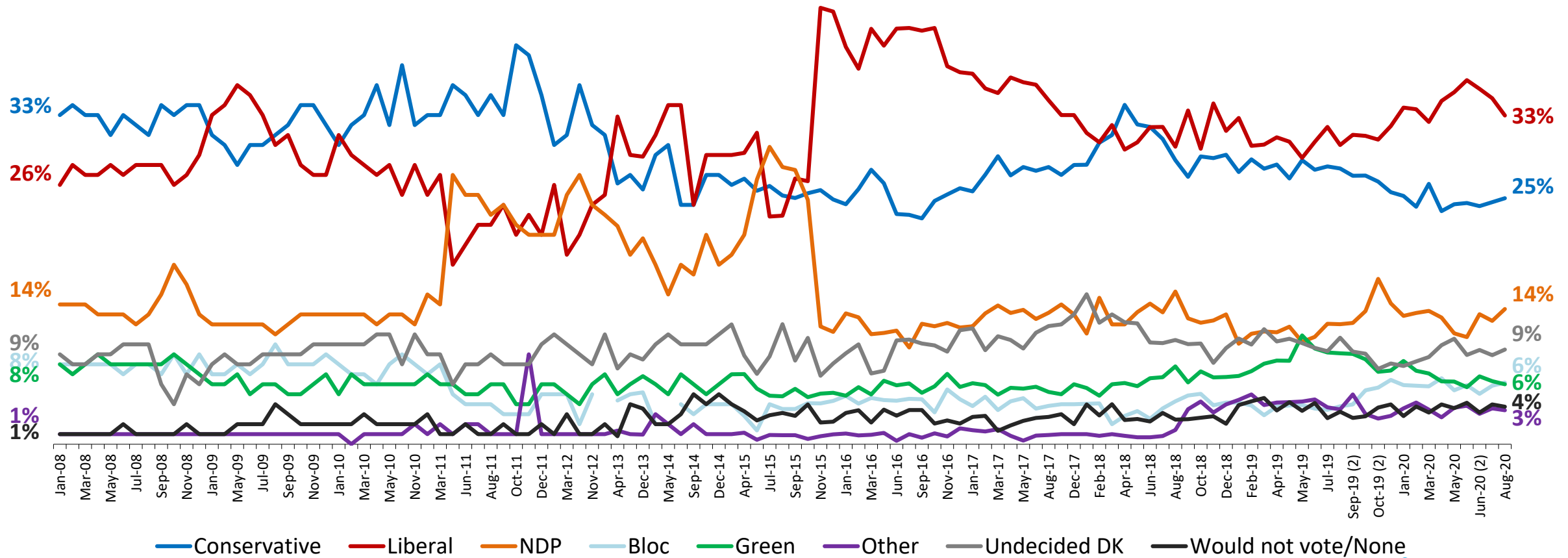
Federal Vote Tracking: The Liberal vote share drops two points month-to-month, lead over Conservatives shrinks to eight points

26



If a federal election were held today, which party would you vote for? In that case, which party do you lean toward slightly? [Vote + Lean]

[asked of all respondents; n=2000]



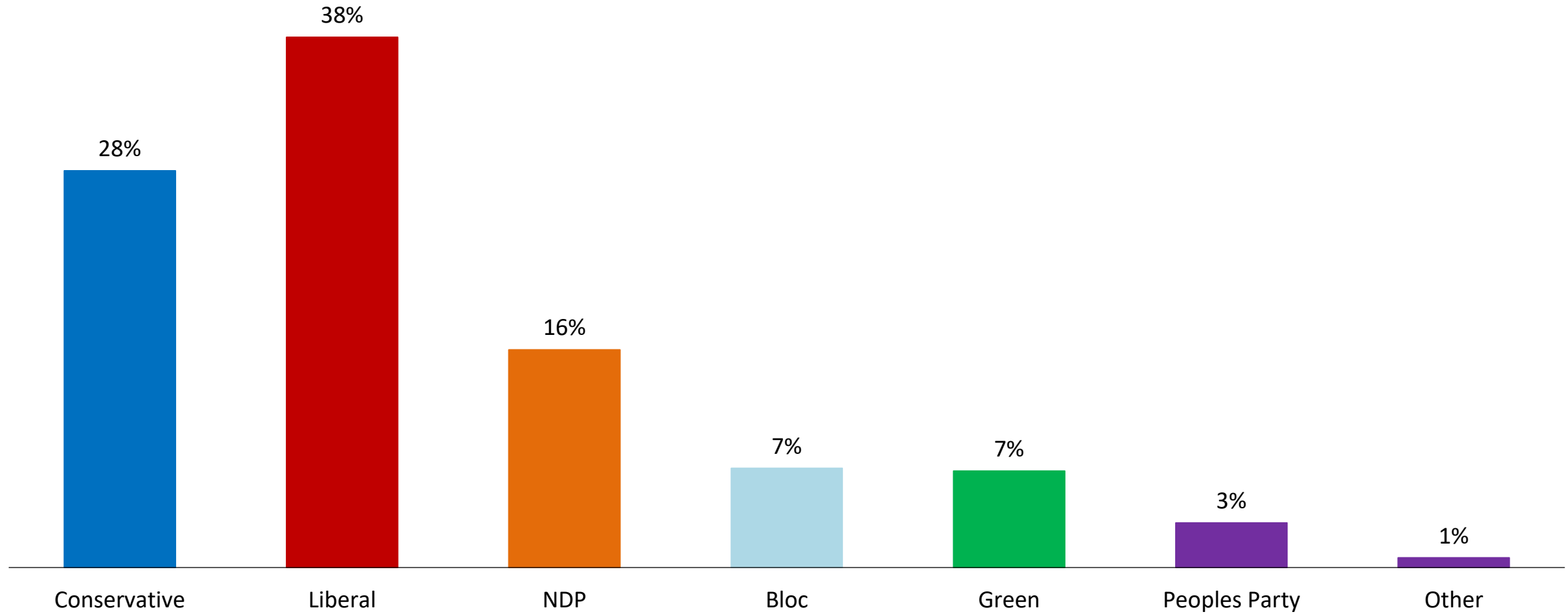
Federal Decided Vote: Nearly 4-in-10 (38%) would vote Liberal, while 3-in-10 (28%) would vote for the Conservatives

27



If a federal election were held today, which party would you vote for? In that case, which party do you lean toward slightly? **[DECIDED]**

[decided voters only; n=1735]



If a federal election were held today, which party would you vote for? In that case, which party do you lean toward slightly? **[DECIDED]**

This line graph illustrates the percentage of federal election support for six Canadian political parties over time, from January 2008 to August 2020. The y-axis represents the percentage of support, ranging from 1% to 37%, with major gridlines every 9%. The x-axis shows dates at two-month intervals. The Conservative party (blue) starts at 37% in Jan-08, fluctuates significantly, peaks again around 37% in late 2015, and ends at 28% in Aug-20. The Liberal party (red) begins at 29%, rises to a peak of nearly 40% in late 2015, and finishes at 38% in Aug-20. The NDP (orange) starts at 16%, drops to around 10% between 2009 and 2015, spikes back to 16% in mid-2015, and ends at 16% in Aug-20. The Bloc Québécois (light blue) remains below 10% throughout, ending at 7%. The Green party (green) stays below 10%, ending at 7%. The 'Other' category (purple) remains consistently low, starting at 1% and ending at 4%.

Date	Conservative (%)	Liberal (%)	NDP (%)	Bloc (%)	Green (%)	Other (%)
Jan-08	37%	29%	16%	9%	9%	1%
Nov-08	37%	37%	10%	8%	8%	1%
Sep-09	37%	37%	10%	8%	8%	1%
May-10	37%	37%	10%	8%	8%	1%
Nov-10	37%	37%	10%	8%	8%	1%
Mar-11	37%	37%	10%	8%	8%	1%
Jul-11	37%	37%	10%	8%	8%	1%
Nov-11	37%	37%	10%	8%	8%	1%
Mar-12	37%	37%	10%	8%	8%	1%
Jul-12	37%	37%	10%	8%	8%	1%
Nov-12	37%	37%	10%	8%	8%	1%
Mar-13	37%	37%	10%	8%	8%	1%
Jul-13	37%	37%	10%	8%	8%	1%
Nov-13	37%	37%	10%	8%	8%	1%
Mar-14	37%	37%	10%	8%	8%	1%
Jul-14	37%	37%	10%	8%	8%	1%
Nov-14	37%	37%	10%	8%	8%	1%
Mar-15	37%	37%	10%	8%	8%	1%
Jul-15	37%	37%	10%	8%	8%	1%
Nov-15	37%	37%	10%	8%	8%	1%
Mar-16	37%	37%	10%	8%	8%	1%
Jul-16	37%	37%	10%	8%	8%	1%
Nov-16	37%	37%	10%	8%	8%	1%
Mar-17	37%	37%	10%	8%	8%	1%
Jul-17	37%	37%	10%	8%	8%	1%
Nov-17	37%	37%	10%	8%	8%	1%
Mar-18	37%	37%	10%	8%	8%	1%
Jul-18	37%	37%	10%	8%	8%	1%
Nov-18	37%	37%	10%	8%	8%	1%
Mar-19	37%	37%	10%	8%	8%	1%
Jul-19	37%	37%	10%	8%	8%	1%
Nov-19	37%	37%	10%	8%	8%	1%
Mar-20	37%	37%	10%	8%	8%	1%
Jul-20	37%	37%	10%	8%	8%	1%
Aug-20	28%	38%	16%	7%	7%	4%



INNOVATIVE
RESEARCH GROUP

Current data: August 2020

Decided Vote by Region: The Liberals lead everywhere outside the Prairies and Alberta

Decided vote by Region

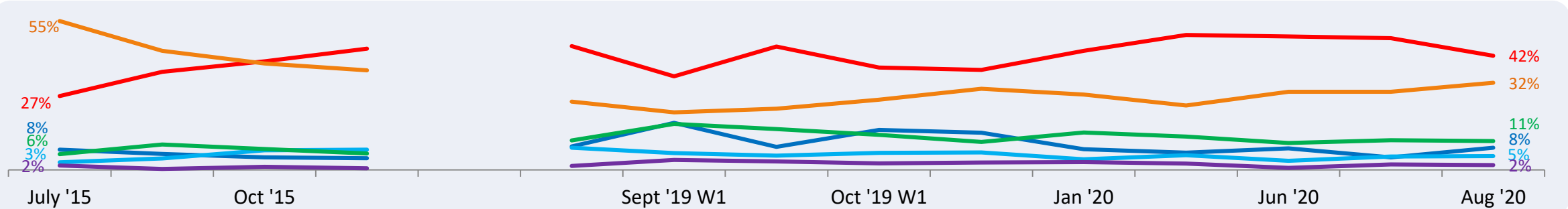
		Region					
		BC	AB	Prairies	ON	QC	Atlantic
		(N=228)	(N=199)	(N=111)	(N=681)	(N=400)	(N=116)
Decided Vote	Conservative	30%	51%	45%	28%	13%	26%
	Liberal	36%	23%	31%	45%	34%	47%
	NDP	22%	17%	13%	17%	9%	17%
	Bloc	0%	0%	0%	0%	31%	0%
	Green	9%	4%	5%	7%	8%	7%
	Other	3%	5%	5%	3%	5%	3%

Decided Vote by Value Cluster: Among decided voters, a plurality of the Core Left would choose Liberal (42%) over NDP (32%)

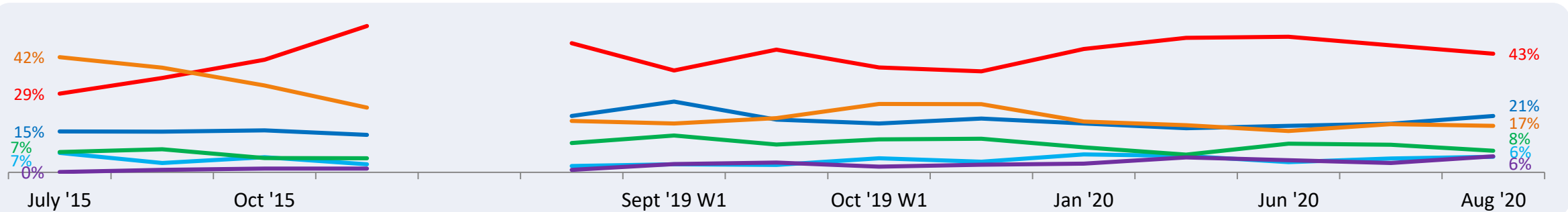
	Value Clusters					
	Deferential Conservatives	Populist Conservatives	Business Liberals	Left Liberals	Thrifty Moderates	Core Left
	(N=200)	(N=190)	(N=440)	(N=267)	(N=282)	(N=357)
Federal Decided Vote						
Conservative	46%	66%	26%	21%	28%	8%
Liberal	33%	15%	49%	43%	30%	42%
NDP	7%	5%	11%	17%	13%	32%
Bloc	6%	3%	7%	6%	14%	5%
Green	5%	3%	4%	8%	10%	11%
Other	3%	6%	3%	6%	5%	2%

Value Clusters: Liberals dip across all three groups, with healthy lead among Core Left and Left Liberals, but now tied among Moderates

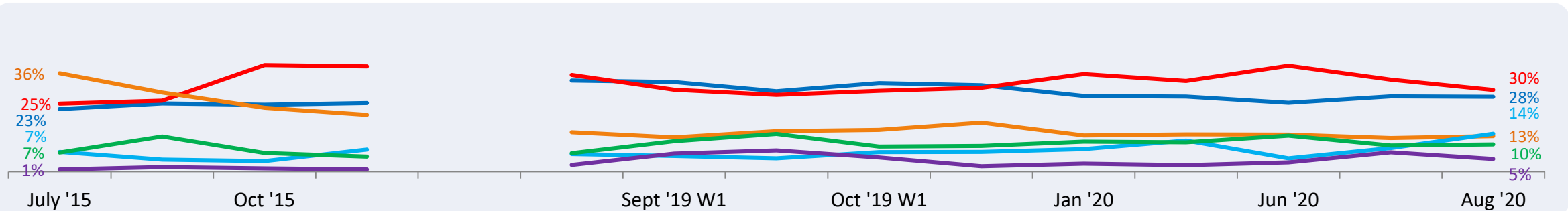
Core Left



Left Liberals



Thrifty Moderates



Note: Individual charts use different y-axes. Use caution when comparing across charts.

Decided vote:

Liberal

Conservative

NDP

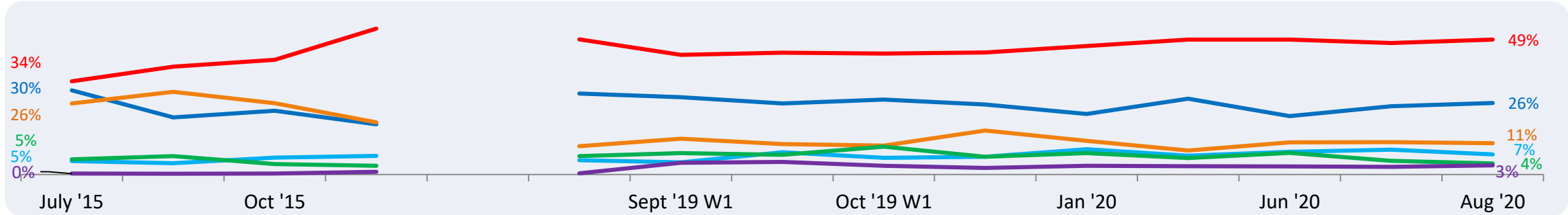
Green

Bloc

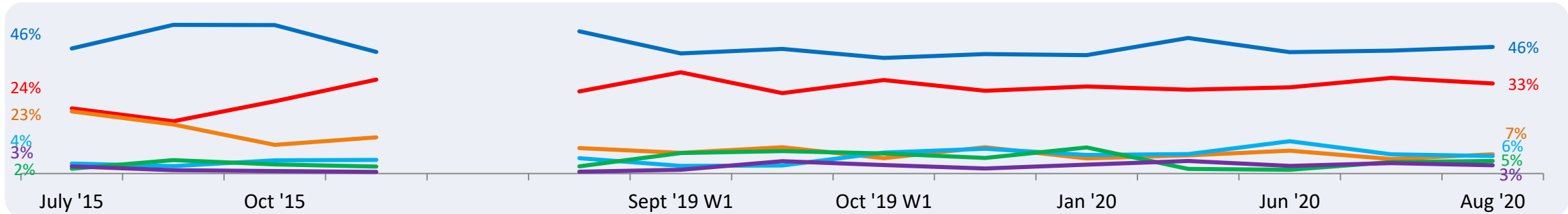
PPC/Other

Value Clusters: Liberal continue to lead among Business Liberals, CPC ahead among both Deferential and Populist Conservatives

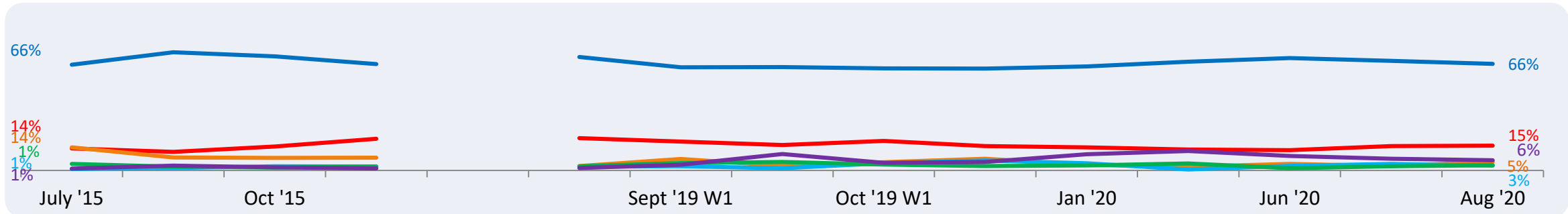
Business Liberals



Deferential Conservatives



Populist Conservatives



Note: Individual charts use different y-axes.
Use caution when comparing across charts.

Decided vote:

Liberal

Conservative

NDP

Green

Bloc

PPC/Other

Decided Vote by Economic Gap: Among Decided, Strugglers are split between the CPC and Liberals

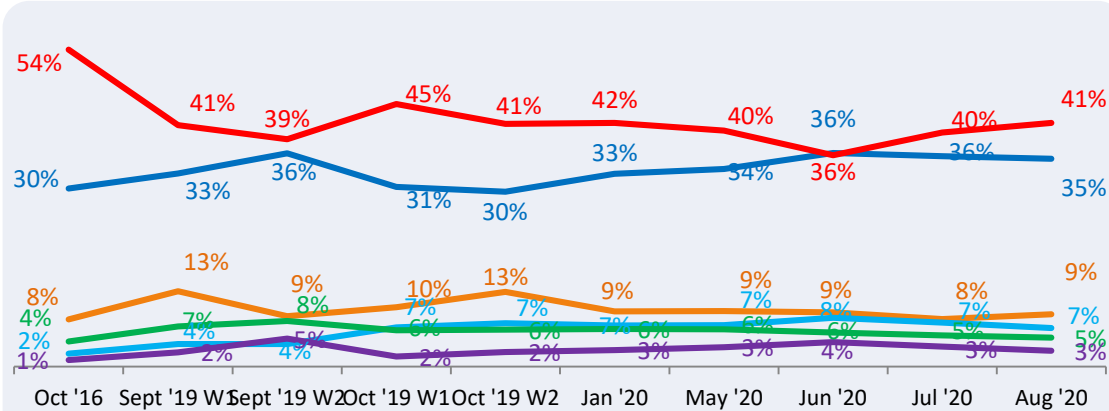
33

		Economic Gap			
		Achievers	Strugglers	Ambivalent	Alienated
		(N=528)	(N=523)	(N=288)	(N=396)
Federal Decided Vote	Conservative	35%	31%	28%	17%
	Liberal	41%	34%	36%	40%
	NDP	9%	14%	15%	27%
	Bloc	7%	11%	6%	4%
	Green	5%	6%	9%	9%
	Other	3%	5%	5%	4%

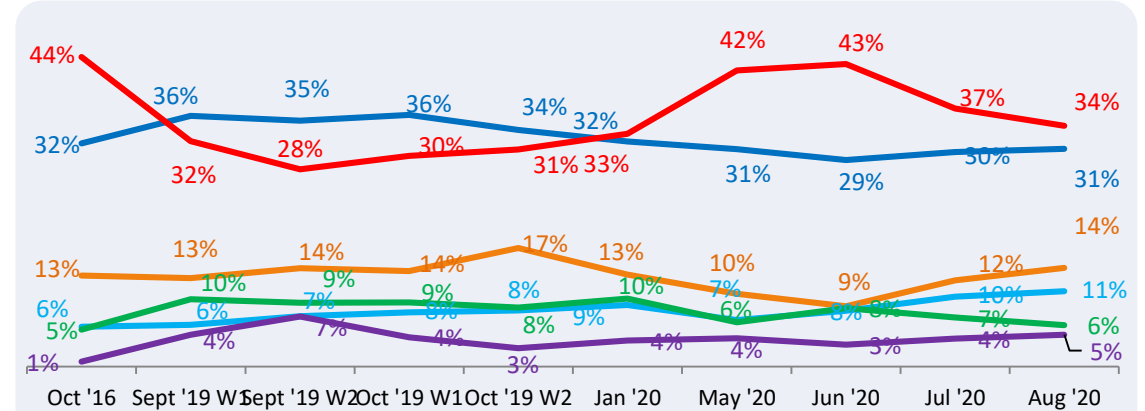
Current data: August 2020

Federal Vote by Gap Segments: Among Strugglers and Ambivalent, the Liberal lead has dropped ³⁴

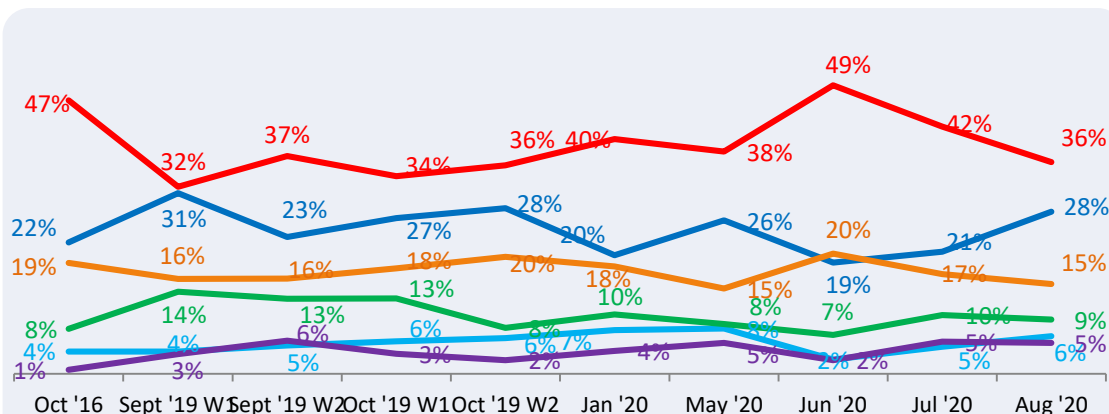
Canadian Dream Achievers



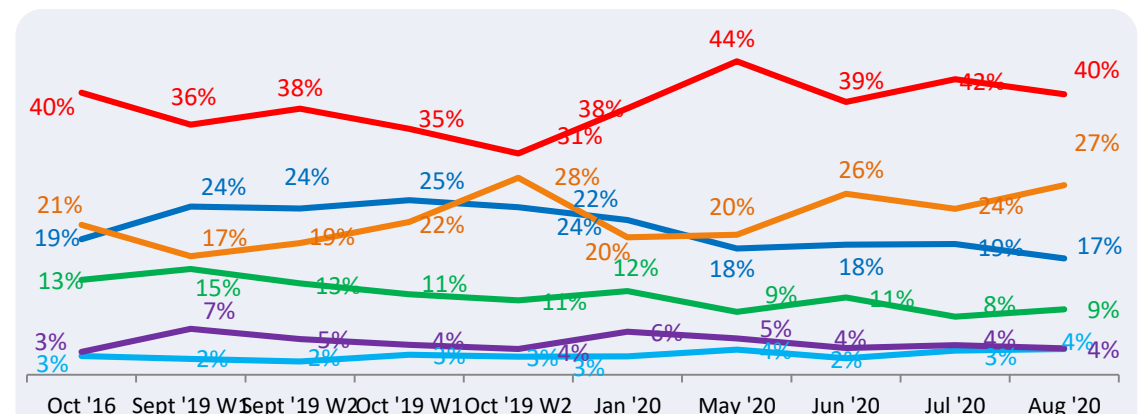
Canadian Dream Strugglers



Ambivalent



Alienated



Decided vote:

Liberal

Conservative

NDP

Green

Bloc

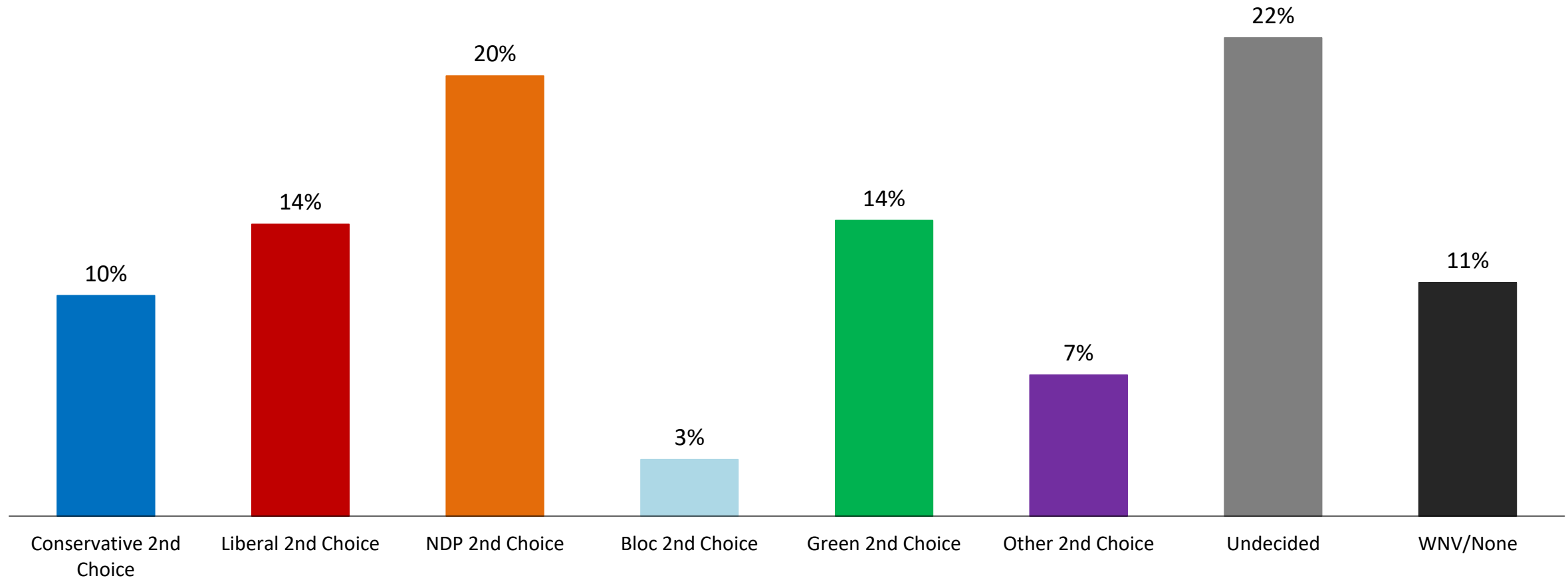
PPC/Other

Federal 2nd Choice: Among decided, 2-in-10 (20%) would vote NDP as their second choice; another 3-in-10 (33%) don't have a second choice ³⁵



And which party would be your second choice?

[only decided voters; n=1735]



Federal 2nd Choice: 4-in-10 (40%) NDP 1st choice voters would vote Liberal as their second choice

And which party would be your second choice? BY [Vote+Lean]

		First Choice				
		Conservative 1st Choice	Liberal 1st Choice	NDP 1st Choice	Bloc 1st Choice	Green 1st Choice
		(N=493)	(N=659)	(N=271)	(N=124)	(N=120)
Second Choice	Conservative 2nd Choice		16%	9%	12%	10%
	Liberal 2nd Choice	16%		40%	9%	21%
	NDP 2nd Choice	11%	36%		17%	26%
	Bloc 2nd Choice	2%	3%	2%		5%
	Green 2nd Choice	8%	15%	26%	18%	0%
	Other 2nd Choice	13%	3%	3%	5%	10%
	Undecided	29%	20%	15%	22%	26%
	WNV/None	20%	7%	5%	16%	3%

Note: 'Other' in Combined Vote not shown due to insufficient sample size.

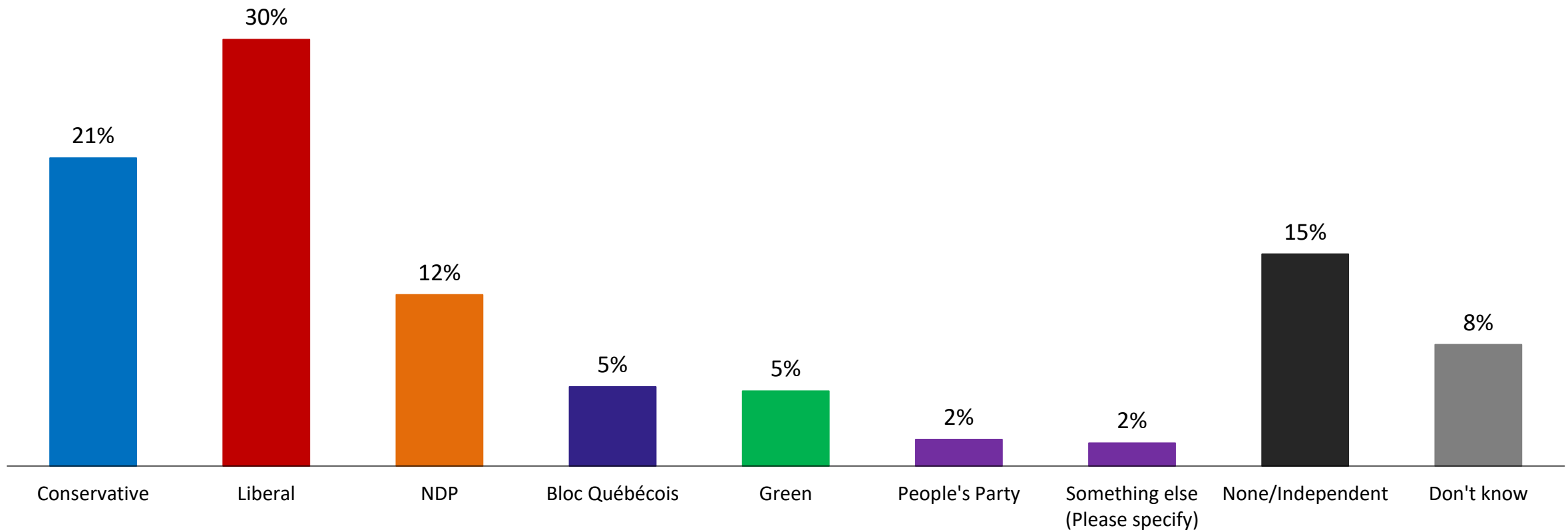
Current data: August 2020

Federal Party ID: 30% identify as Liberal; CPC trail at only 21%, and 23% don't identify with any party



Now we have just a few last questions for statistical purposes. Thinking about politics in Canada, generally speaking, do you usually think of yourself as a...

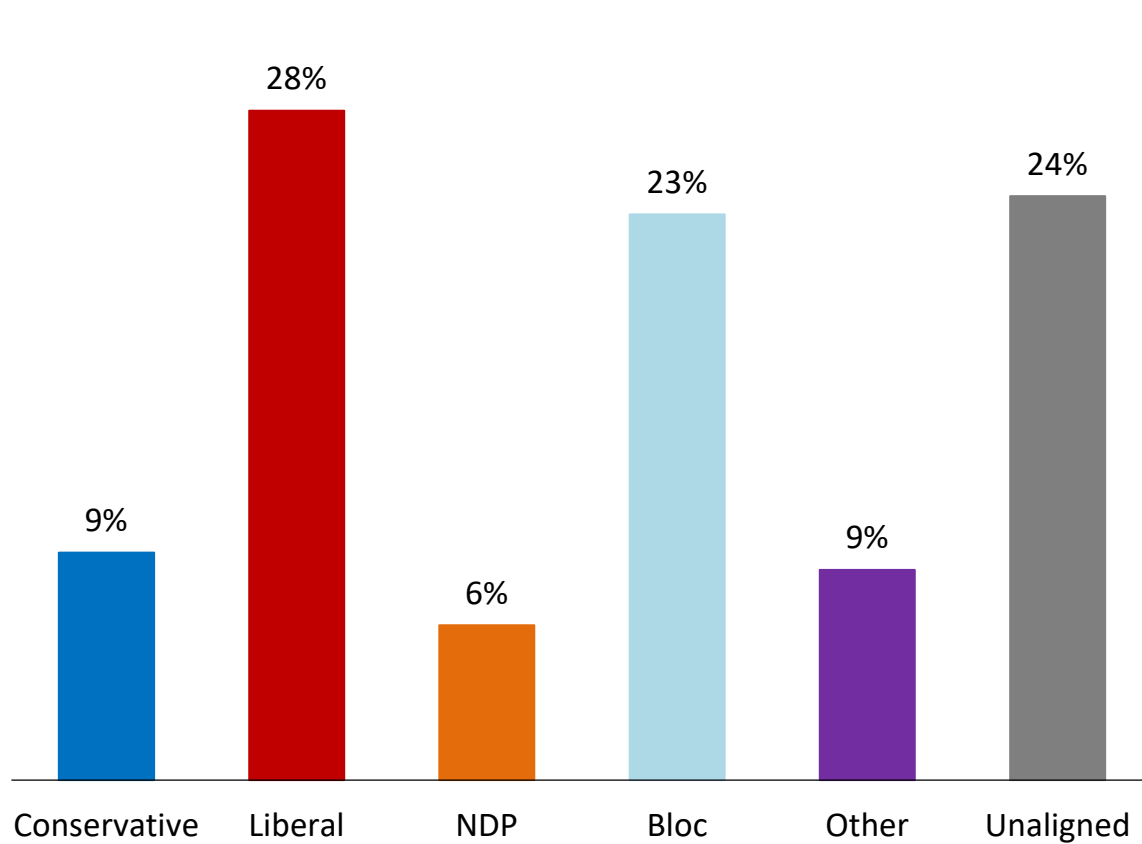
[asked of all respondents; n=2000]



Federal Party ID (Quebec vs. ROC): In Quebec, 3-in-10 identify as Liberal (28%), while 1-in-4 identify as Bloc partisans (23%)

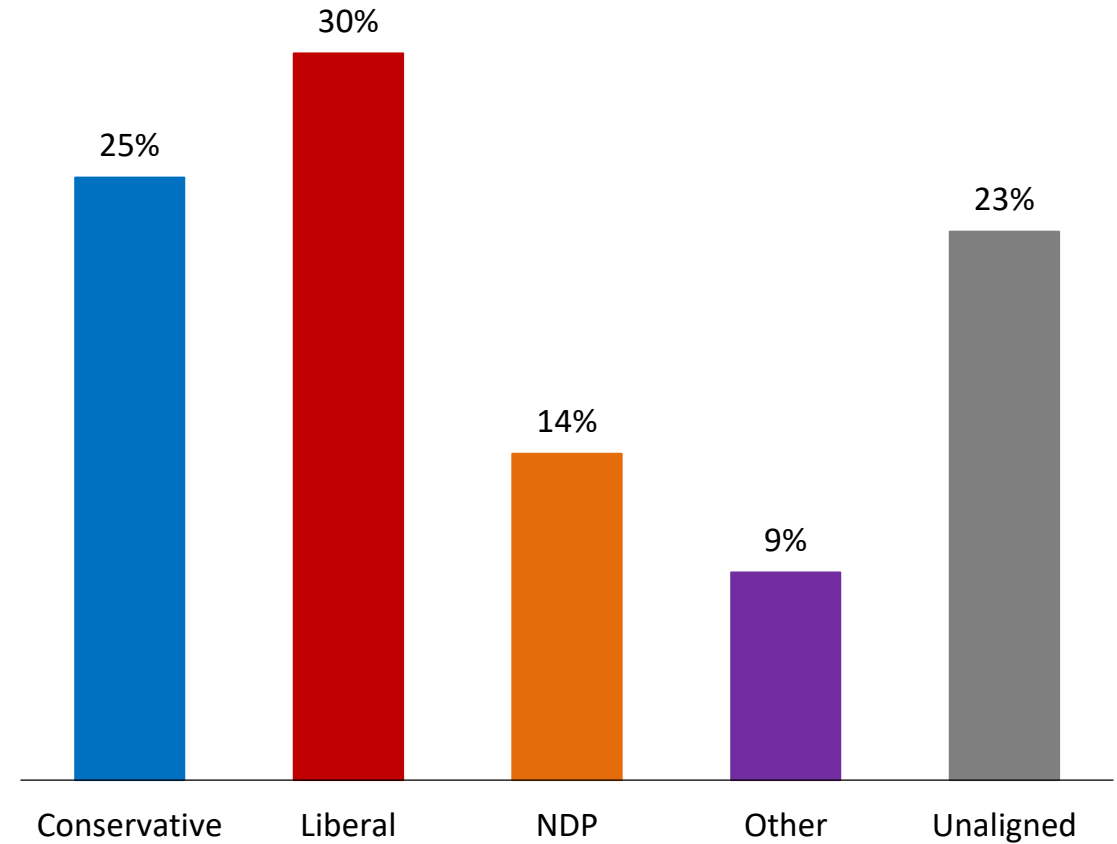
Party ID: Quebec

[Respondents in Quebec; n=469]



Party ID: Rest of Canada

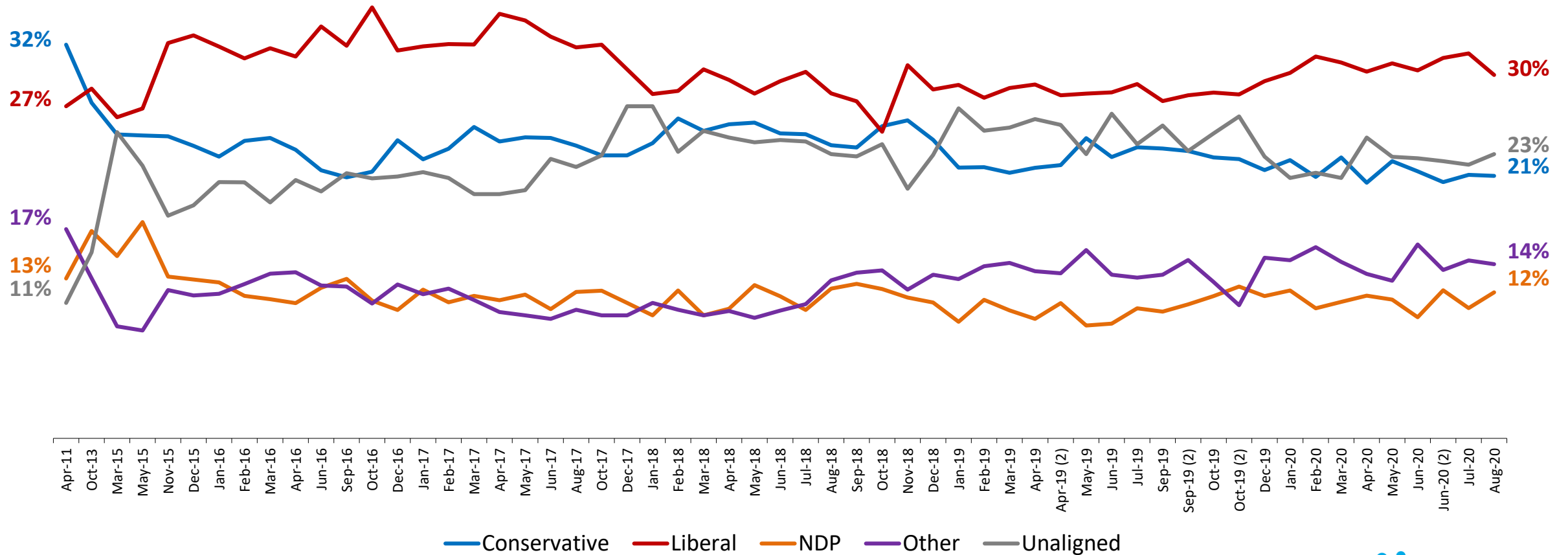
[Respondents in the rest of Canada; n=1531]



Federal Party ID Tracking: Liberals show a 2-point drop in partisanship, but still lead the CPC by 9 points



Now we have just a few last questions for statistical purposes. Thinking about politics in Canada, generally speaking, do you usually think of yourself as a...
[asked of all respondents; n=2000]



Combined Vote by Party ID: Nearly 9-in-10 Conservative (88%) or Liberal (86%) partisans would vote with their respective parties

		Federal Party Identification				
		Conservative	Liberal	NDP	Other	Unaligned
		(N=418)	(N=576)	(N=232)	(N=276)	(N=234)
Federal Combined Vote	Conservative	88%	5%	4%	9%	27%
	Liberal	6%	86%	12%	12%	32%
	NDP	2%	5%	77%	6%	17%
	Bloc	1%	1%	1%	35%	7%
	Green	1%	2%	4%	27%	11%
	Other	2%	1%	2%	12%	7%

Methodology



Survey Methodology

These are the results of an online survey conducted between August 6th, 2020 to September 1st, 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=4,242 Canadian citizens, 18 years or older. The results are nationally weighted to n=2,000 based on Census data from Statistics Canada, with oversample in Ontario.

Field Dates: August 6th to September 1st, 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 (%)
Men 18-34	445	10.5%	269	13.5%
Men 35-54	525	12.4%	332	16.6%
Men 55+	1020	24%	361	18.1%
Women 18-34	647	15.3%	275	13.7%
Women 35-54	676	15.9%	350	17.5%
Women 55+	929	21.9%	412	20.6%
BC	539	12.7%	263	13.2%
AB	442	10.4%	225	11.3%
Prairies	173	4.1%	133	6.7%
ON	2218	52.3%	769	38.5%
QC	557	13.1%	469	23.5%
Atlantic	308	7.3%	138	6.9%

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Building Understanding.

