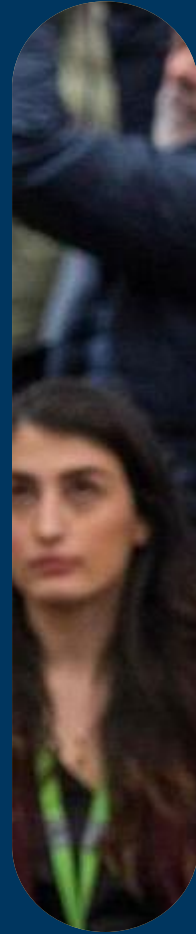
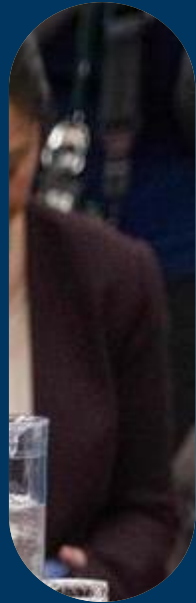


# Breaking Issues

# SNC-Lavalin



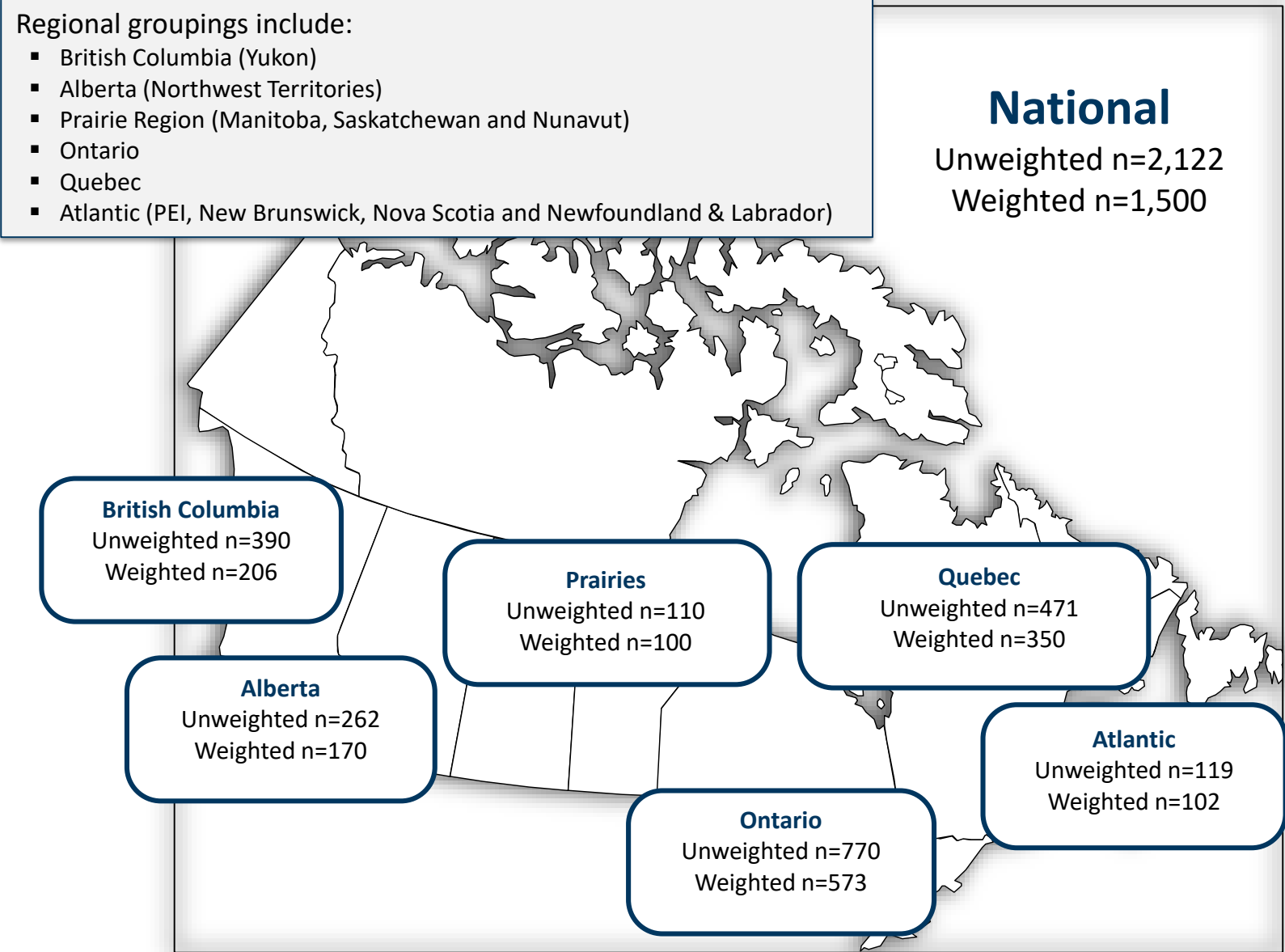
# Methodology

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- These are the findings of questions taken from an Innovative Research Group (INNOVATIVE) omnibus poll conducted from March 1<sup>st</sup> to March 4<sup>th</sup>, 2019.
- This online survey of 2,122 adult Canadians was conducted using INNOVATIVE's Canada 20/20 national research panel with additional respondents from Lucid, a leading provider of online sample. The results are weighted to n=1,500 based on Census data from Statistics Canada.
- Respondents from the Canada 20/20 and Lucid panels are recruited from a wide variety of sources to reflect the age, gender, region, and language characteristics of the country as a whole. INNOVATIVE provides each panellist with a unique URL via an email invitation so that only invited panel members are able to complete the survey, and panel members can only complete a particular survey once.
- Each survey is administered to a series of randomly selected samples from the panel. Sub-regional quotas are set within regions to ensure there is a representative sample of respondents from across the entire region.
- The sample is then weighted to ensure it reflect the actual Canadian population according to Census data to provide results that are intended to approximate a probability sample.
- This is a representative sample. However, since the online survey was not a random probability based sample, a margin of error can not be calculated. Statements about margins of sampling error or population estimates do not apply to most online panels.

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

# Segmentation: Where did respondents come from?



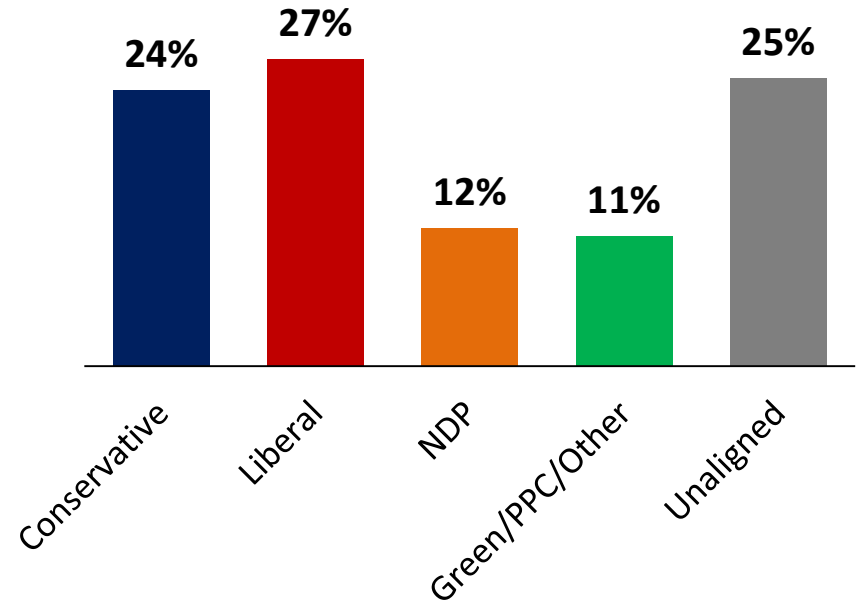
# Landscape

# Federal Party ID: Share of respondents who think of themselves as a member of each party



Thinking about politics in Canada, generally speaking, do you think of yourself as a...  
[asked of all respondents]

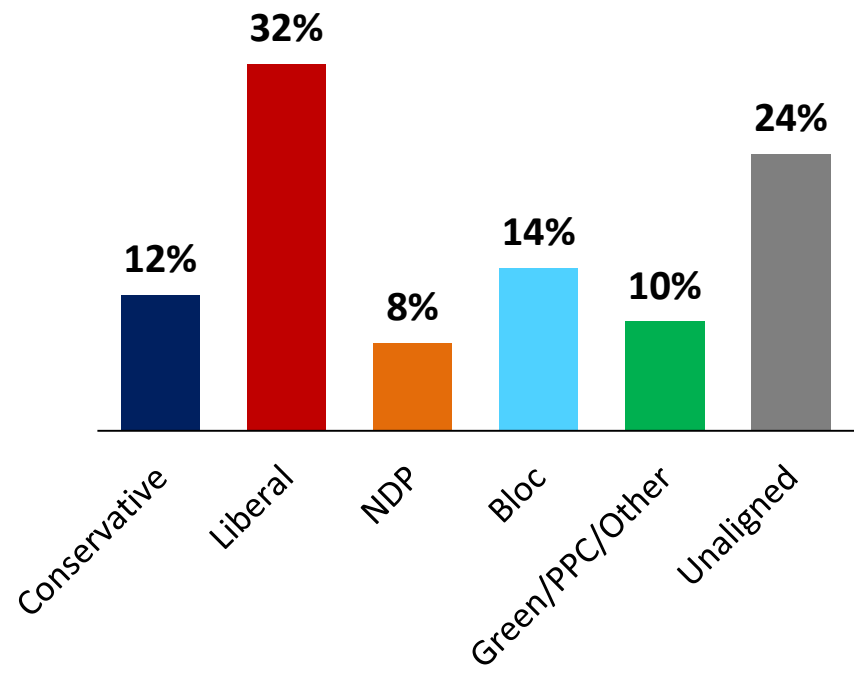
## Rest of Canada



n=1,150

Note: n=1,651 unweighted.

## Quebec



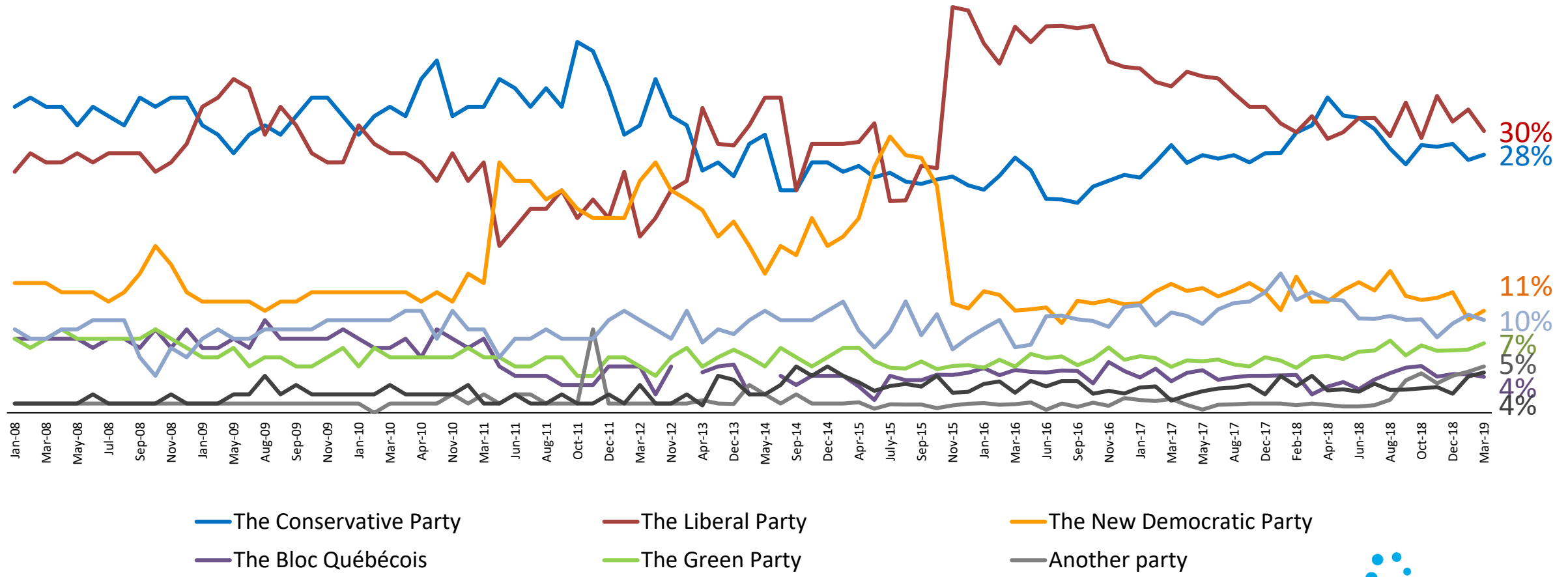
n=350

Note: n=471 unweighted.

# Combined Federal Vote: Combined vote and lean for each party including undecideds and those who would not vote



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=1,500]



Note: People's Party of Canada has been added since September 2018, included in 'Another party'.

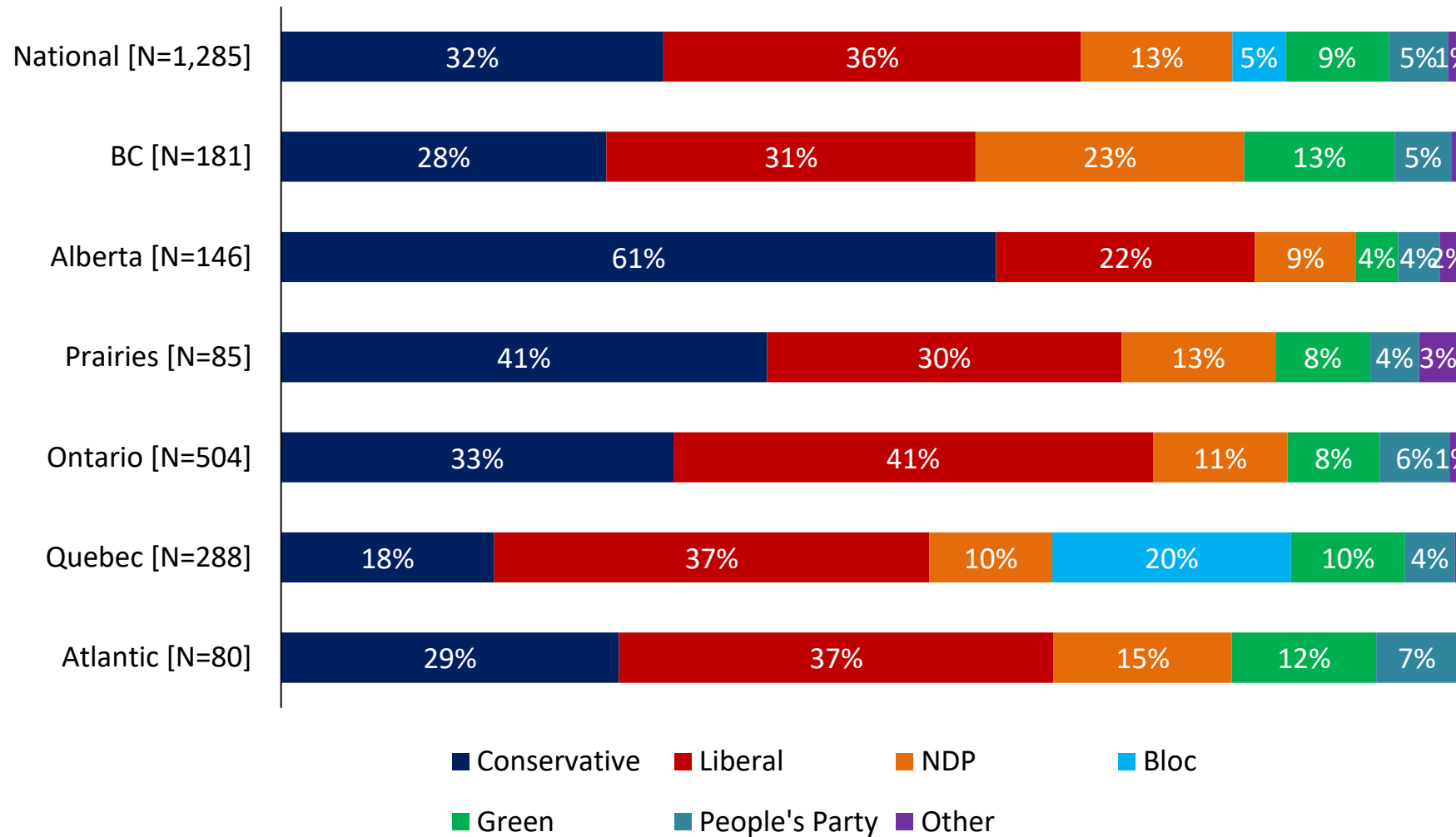


# Decided Federal Vote by Region: Vote and lean in each region of Canada among only decided voters



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

[showing only decided voters; n=1, 285]

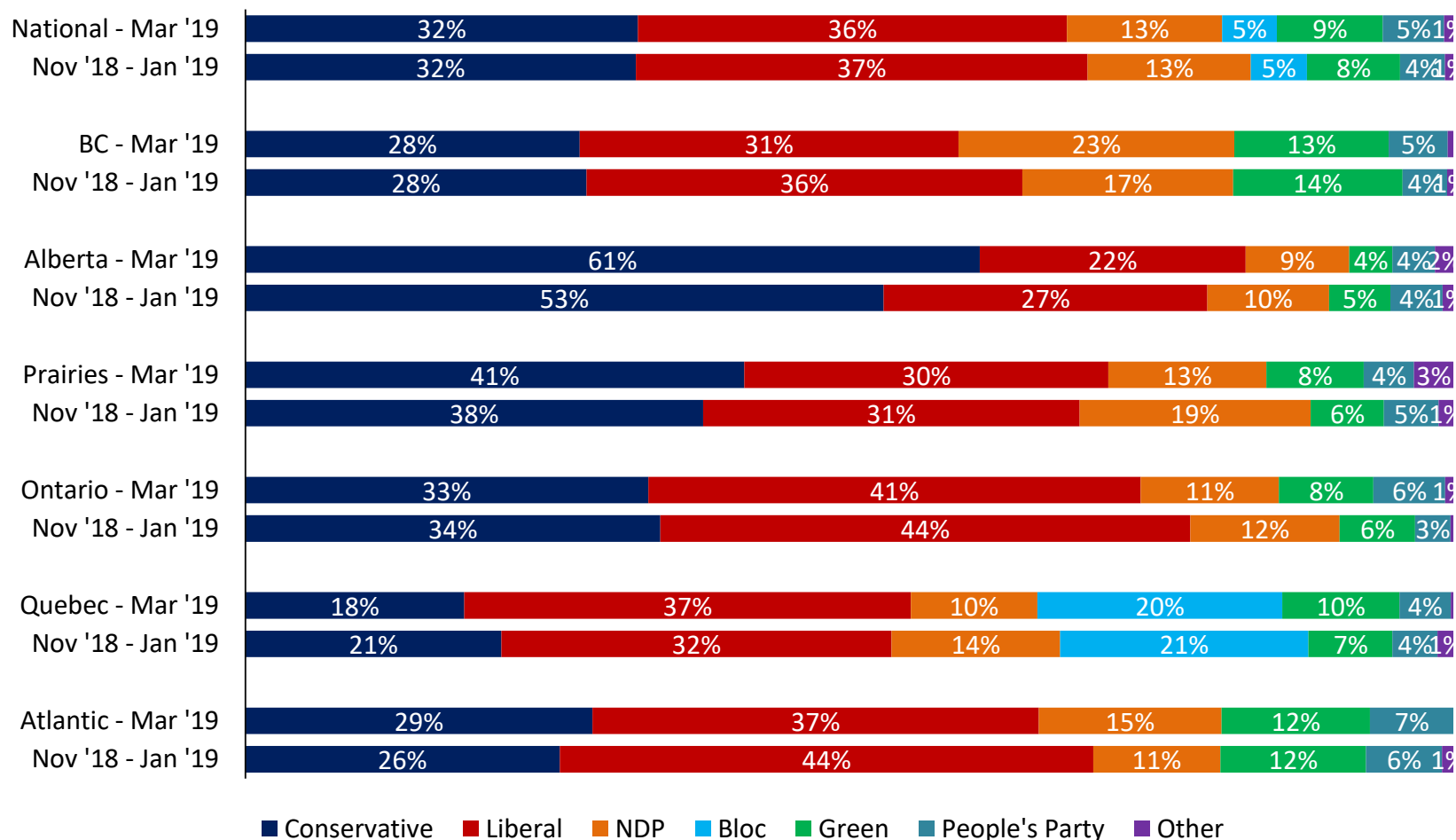


# Decided Federal Vote by Region Tracking: Vote and lean in each region of Canada among only decided voters



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

*We compare this month's decided vote with a 3-month average from November 2018 to January 2019.*





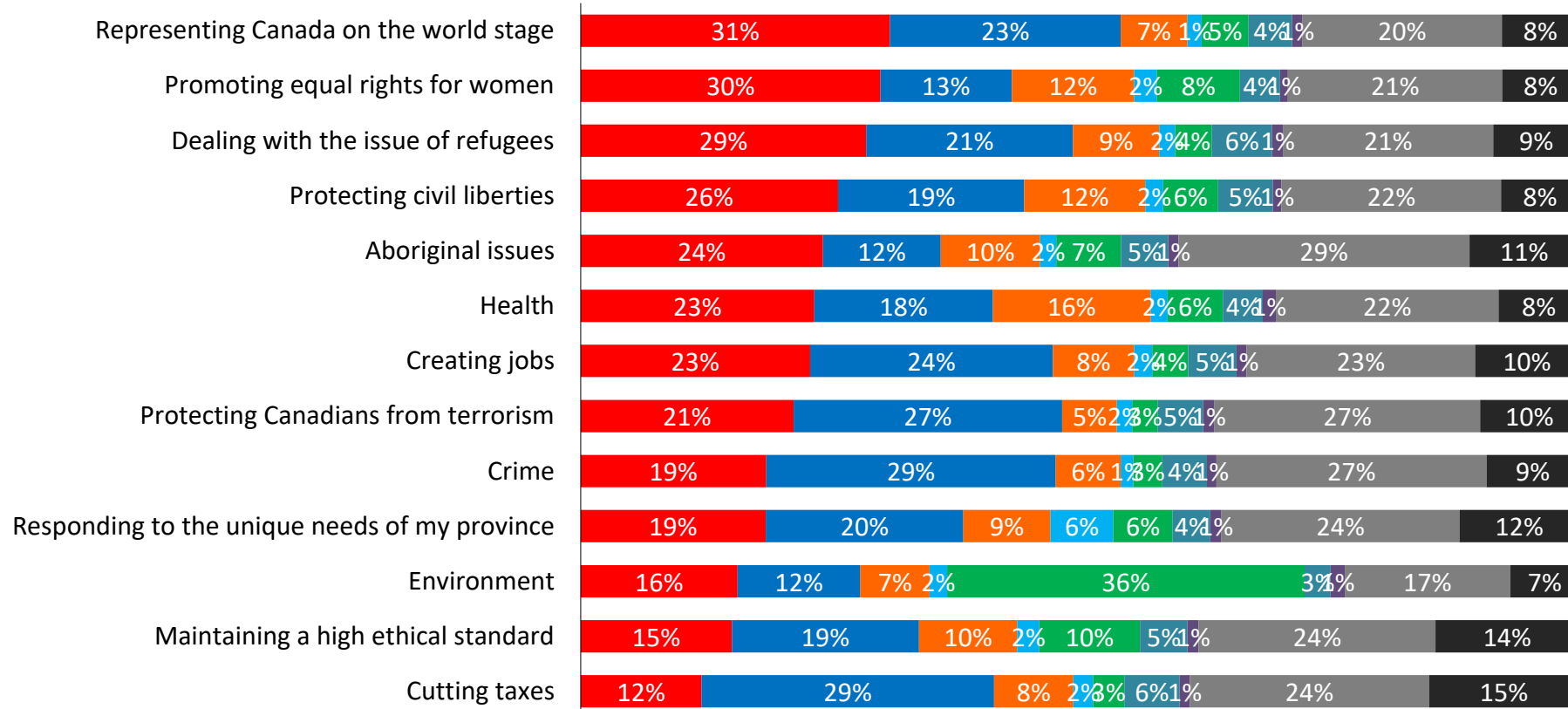
# Party Attributes

# Party Attributes: Which party did respondents think would do the best job on a set of attributes?



Now we are going to provide you with a list of issues. For each of these issues, please tell me which party you think would do a much better job or a somewhat better job of dealing with that issue, or if you think none of the parties would do a good job on that issue. How about .... ?

[asked of all respondents; n=1,500]



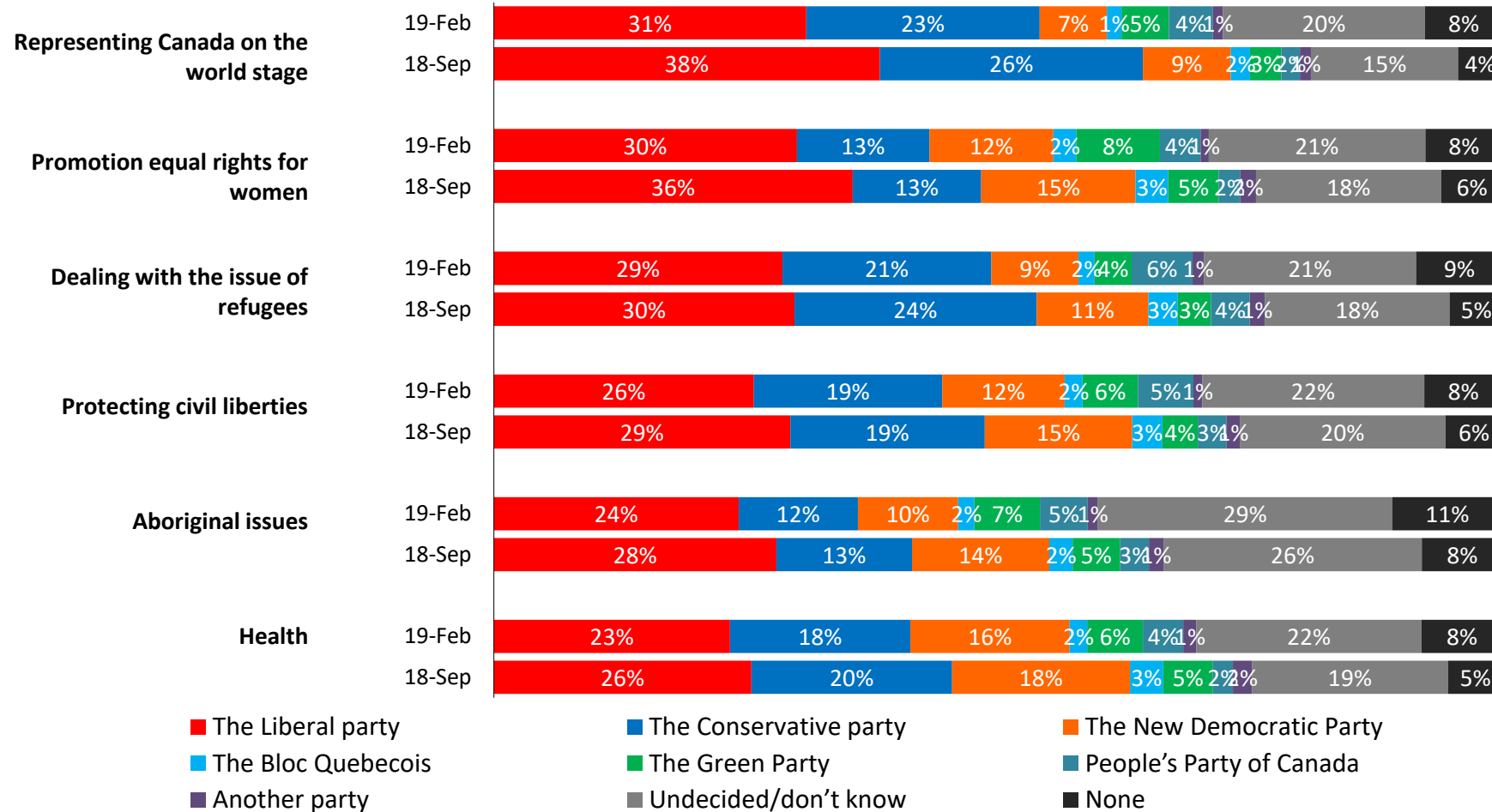
- The Liberal party
- The Conservative party
- The New Democratic Party
- The Bloc Quebecois
- The Green Party
- People's Party of Canada
- Another party
- Undecided/don't know
- None

# Party Attributes: Tracking results for which party would do the best job on each area with results back in Fall 2018



Now we are going to provide you with a list of issues. For each of these issues, please tell me which party you think would do a much better job or a somewhat better job of dealing with that issue, or if you think none of the parties would do a good job on that issue. How about .... ?

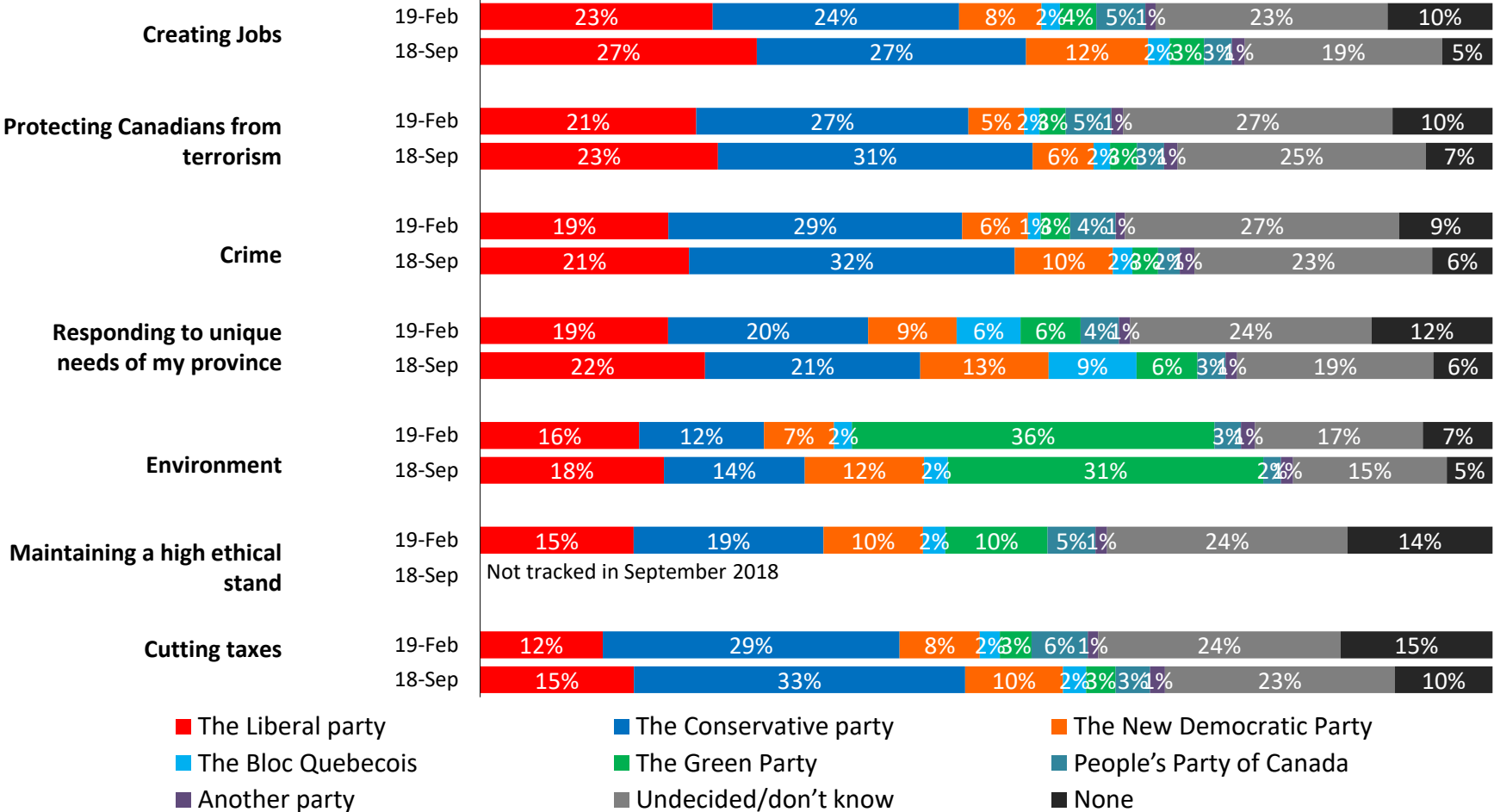
[asked of all respondents; n=1,500]



# Party Attributes: Tracking results for which party would do the best job on each area with results back in Fall 2018



Now we are going to provide you with a list of issues. For each of these issues, please tell me which party you think would do a much better job or a somewhat better job of dealing with that issue, or if you think none of the parties would do a good job on that issue. How about .... ?  
 [asked of all respondents; n=1,500]

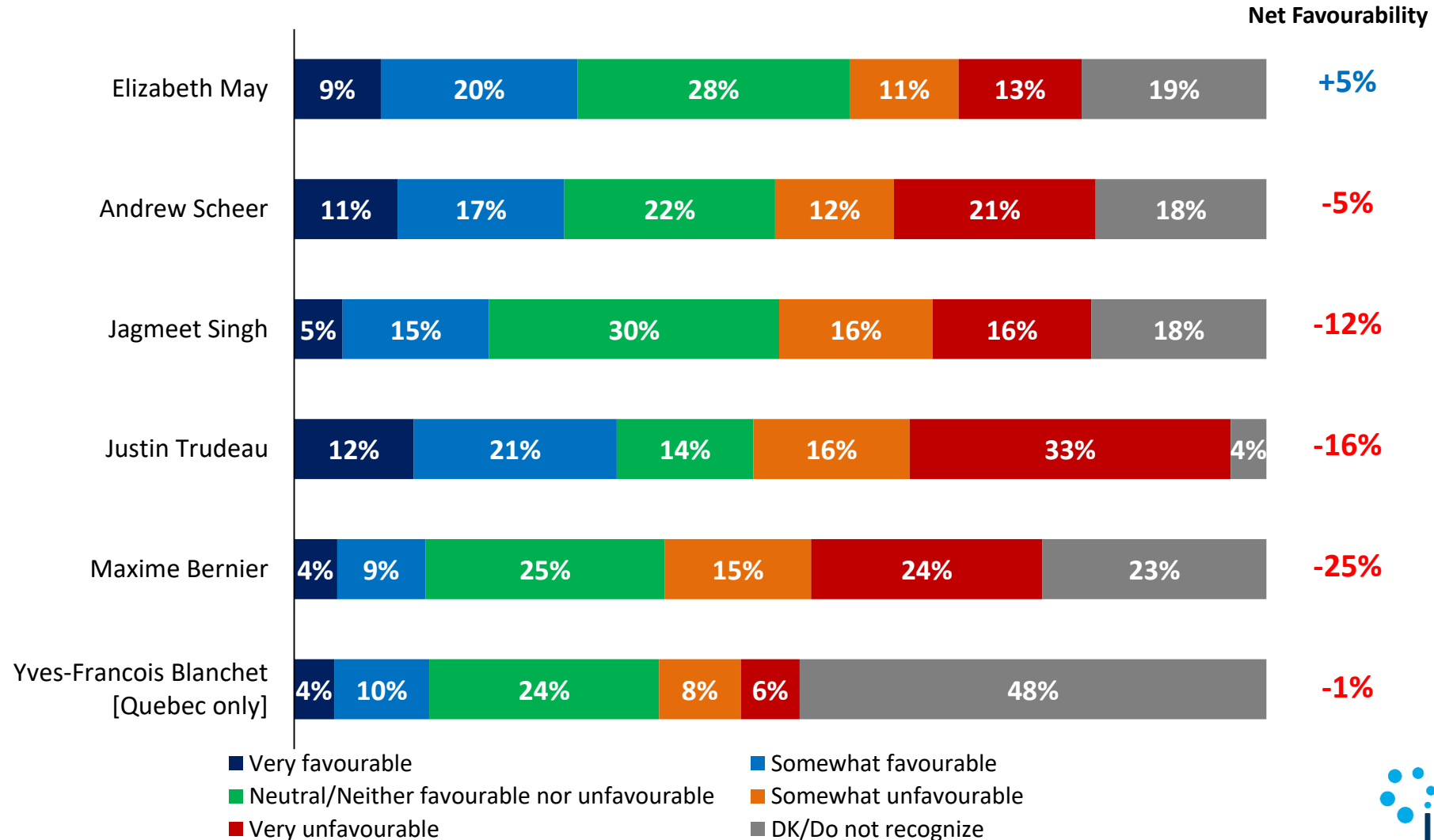


# The Leaders

## Leader Impressions: Impressions of the leaders of each federal political party



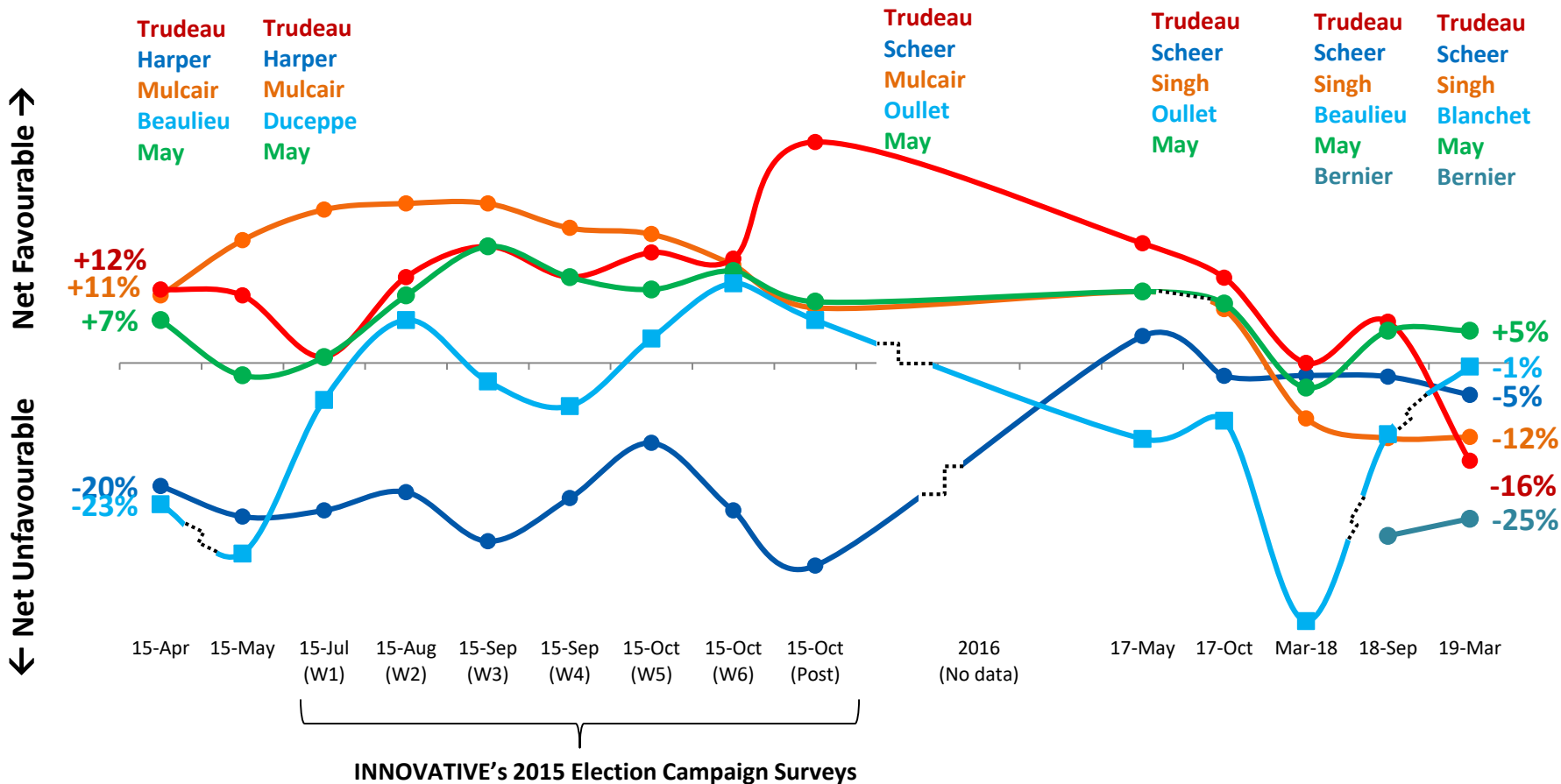
Now we are going to provide you with several names of public figures. Please indicate whether you have heard of that person and, if so, whether you have a favourable or unfavourable impression of that person. If you do not recognize the name, just indicate that. [asked of all respondents; n=1,500]



# Net leader favourables: Tracking of the net favourability of the leaders of each federal party over time



Now we are going to provide you with several names of public figures. Please indicate whether you have heard of that person and, if so, whether you have a favourable or unfavourable impression of that person. If you do not recognize the name, just indicate that. Net favourables (% favourable-unfavourable) INCLUDES 'HAVE NOT HEARD' for tracking consistency. [asked of all respondents; n=1,500]



● Conservative leader     ● NDP Leader     ● Liberal Leader  
● Green Leader     ■ Bloc Leader     ● People's Party Leader

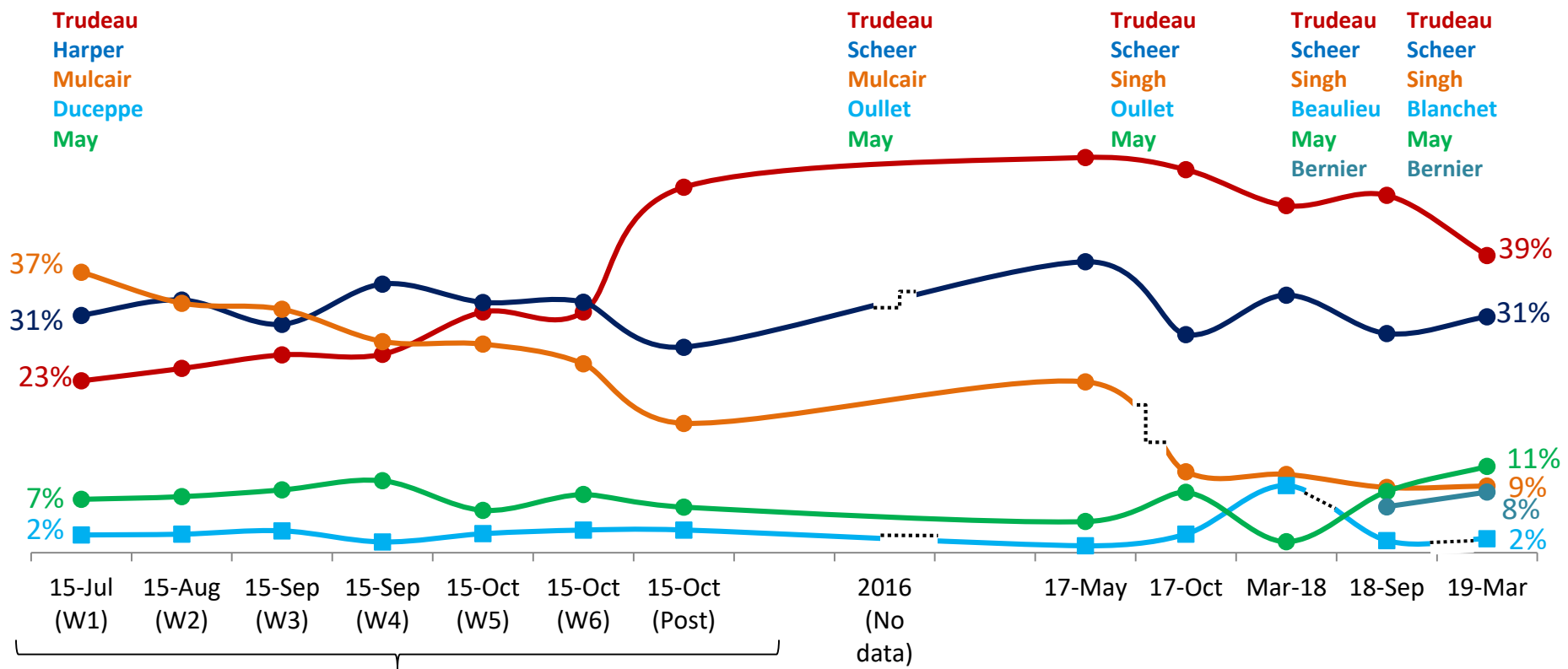
Note: BQ leaders asked in **Quebec Only**. ⋯: indicates a change in party leader during tracking



# Best Prime Minister - Decided: Which party leader is viewed as the best Prime Minister among only decided respondents



Which of the following party leaders would make the best Prime Minister of Canada? [Bloc Quebecois asked only in Quebec] [Results show decided only, n=1,078]



INNOVATIVE's 2015 Election Campaign Surveys

- Justin Trudeau of the Liberals
- Andrew Scheer / Stephen Harper of the Conservatives
- Jagmeet Singh / Thomas Mulcair of the NDP
- Yves-Francois Blanchet / Mario Beaulieu / Martine Oullet / Gilles Duceppe of the Bloc Quebecois
- Elizabeth May of the Green Party
- Maxime Bernier of the People's Party

Note: 'None', 'Don't know', 'Refused' not included in calculations. Duceppe asked in QC only. ... indicates a change in party leader during tracking

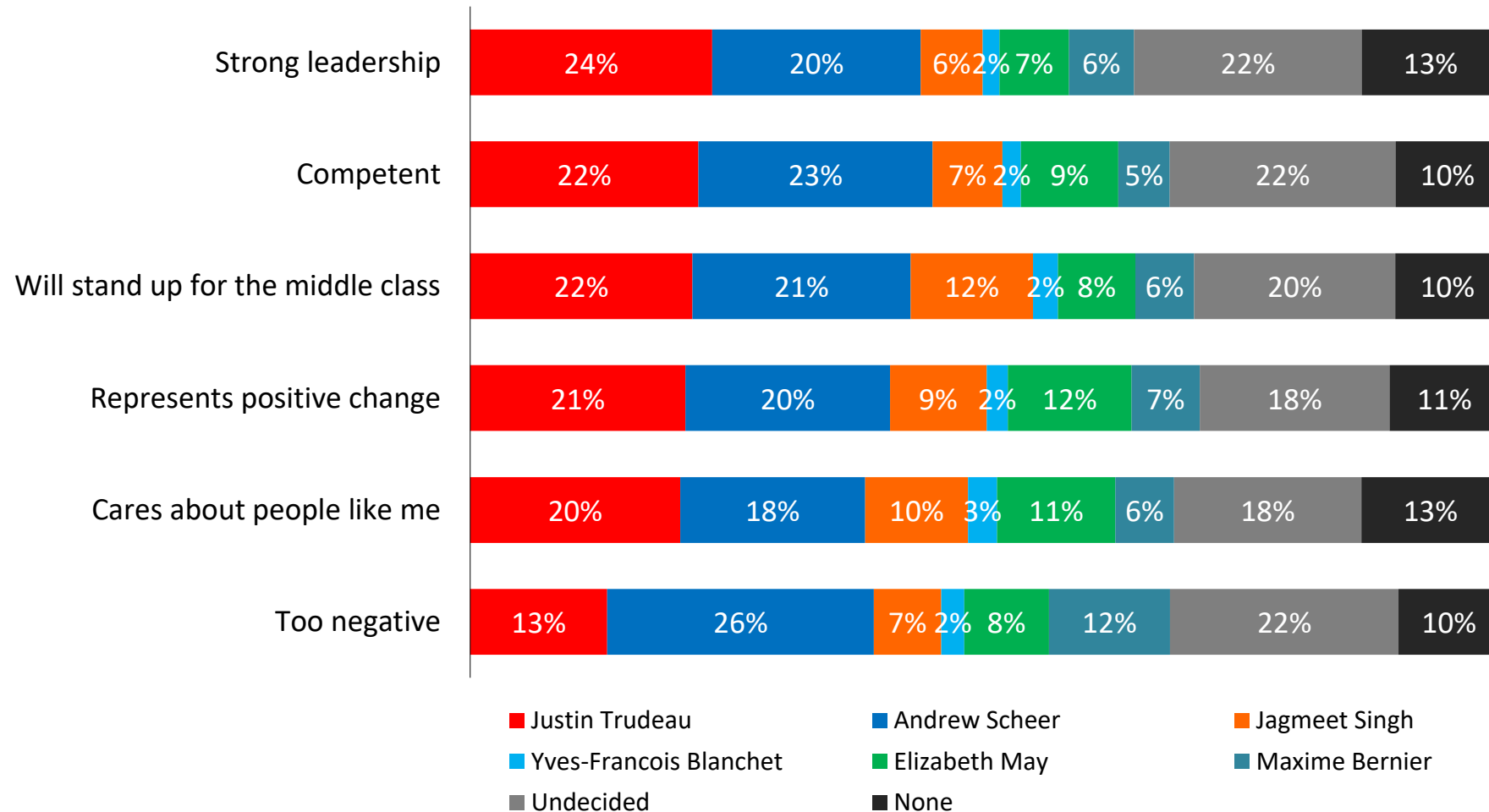




# Leader Qualities: Which leader respondents think are best described by given phrases



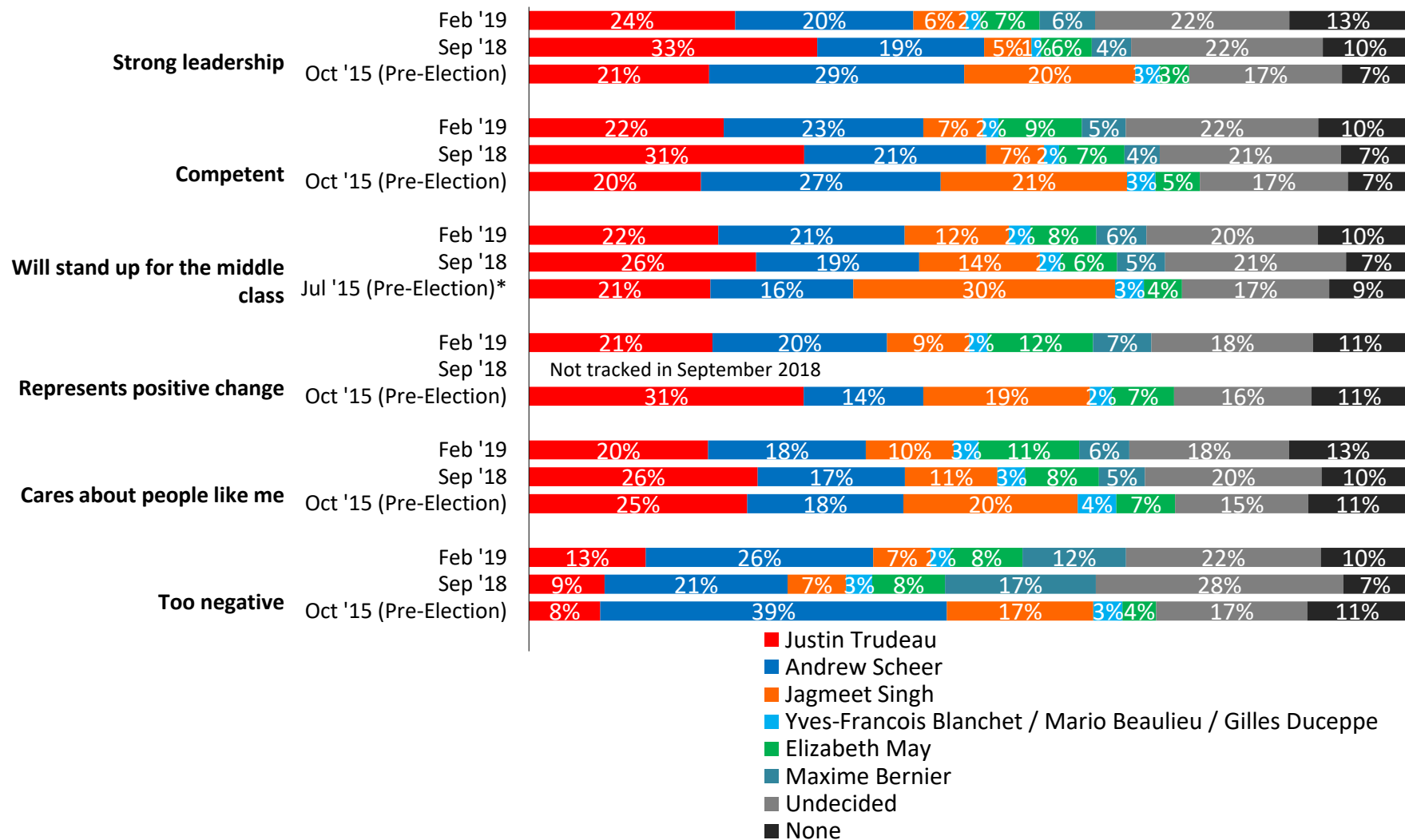
Now we would like to read you a list of different words or phrases that describe the some political leaders. For each word or phrase, please indicate who it BEST describes... [ALL CANADA] [asked of all respondents; n=1,500]



# Leader Qualities: Tracking on which leader respondents think are best described by given phrases



Now we would like to read you a list of different words or phrases that describe the some political leaders. For each word or phrase, please indicate who it BEST describes... [ALL CANADA] [asked of all respondents; n=1,500]

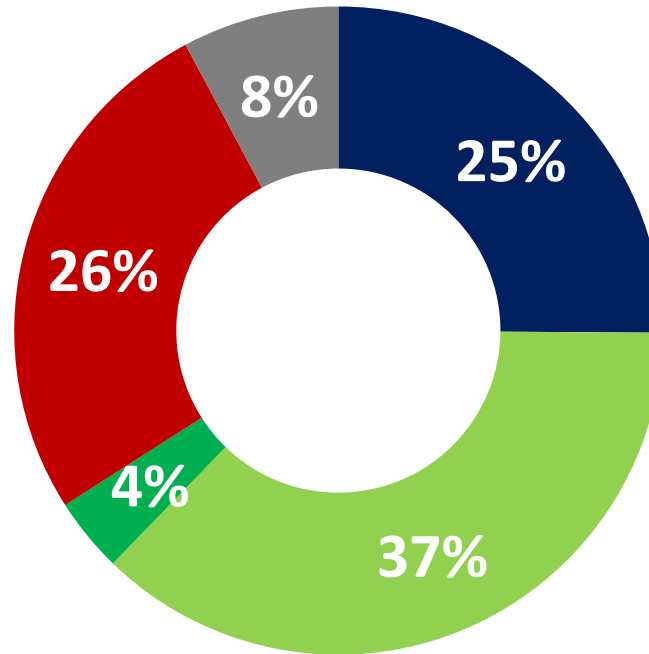


\* The study of July 2015 was conducted before the writ was dropped in August 2015.

# Views of Trudeau: How respondents current views of Trudeau compare to their views of him when first elected



Thinking about your opinion of Justin Trudeau after he was elected and your opinion of Justin Trudeau now, which of the following comes closest to your point of view? [asked of all respondents; n=1,500]



- When he was elected, I thought Justin Trudeau represented positive change and I still think so.
- When he was elected, I thought Justin Trudeau represented positive change but I now have a worse opinion of him.
- I had a negative impression of Justin Trudeau when he was elected, but I now have a better opinion of him.
- I had a negative impression of Justin Trudeau when he was elected and I still have a negative impression.
- Don't know

# Views of Trudeau by Awareness: View of Trudeau by how closely they have been following the SNC-Lavalin Issue



Thinking about your opinion of Justin Trudeau after he was elected and your opinion of Justin Trudeau now, which of the following comes closest to your point of view? BY How closely have you been following the news about attempted bribery and fraud by SNC-Lavalin and allegations that the Prime Minister's Office pressured the Attorney General Jody Wilson-Raybould to negotiate remediation without going to court

[asked of all respondents; n=1,500]

## Awareness of the SNC-Lavalin Issue

Showing column %		Total	Very closely	Somewhat closely	Not very closely/ Not at all/ Don't know
View of Trudeau	When he was elected, I thought Justin Trudeau represented positive change and I still think so.	25%	23%	26%	26%
	When he was elected, I thought Justin Trudeau represented positive change but I now have a worse opinion of him.	37%	35%	42%	34%
	I had a negative impression of Justin Trudeau when he was elected, but I now have a better opinion of him.	4%	2%	4%	4%
	I had a negative impression of Justin Trudeau when he was elected and I still have a negative impression.	26%	40%	25%	18%
	Don't know	8%	1%	2%	18%

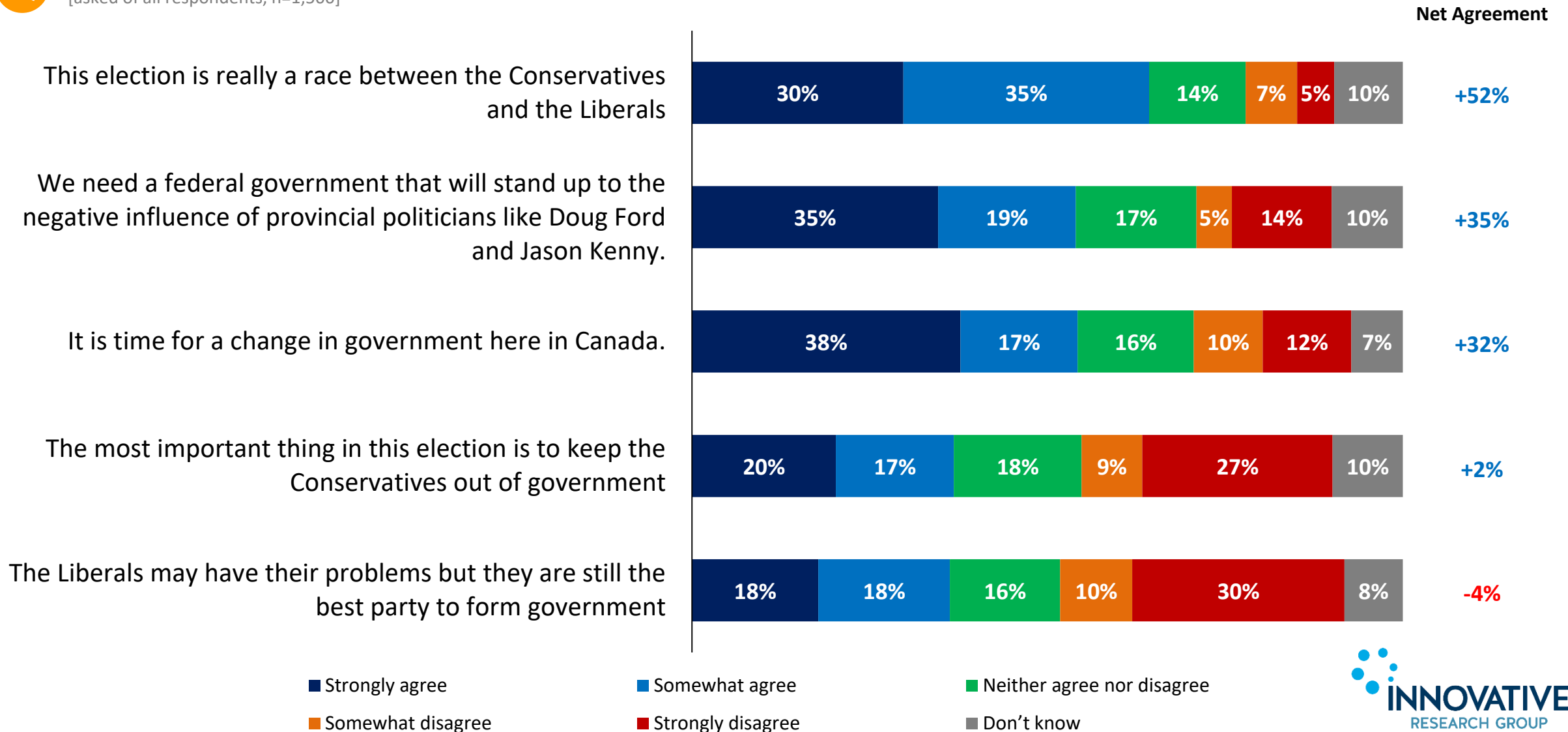
# Key Political Attitudes

# Attitudes: Do respondents agree or disagree with the statements below?



Do you agree or disagree with the following statements?

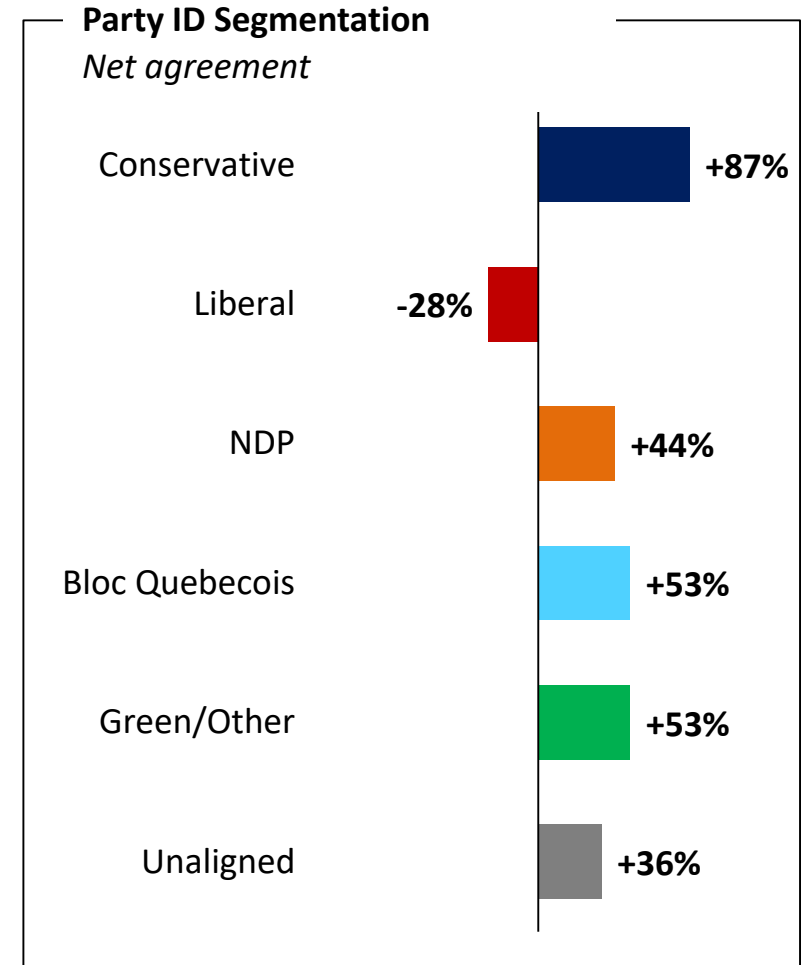
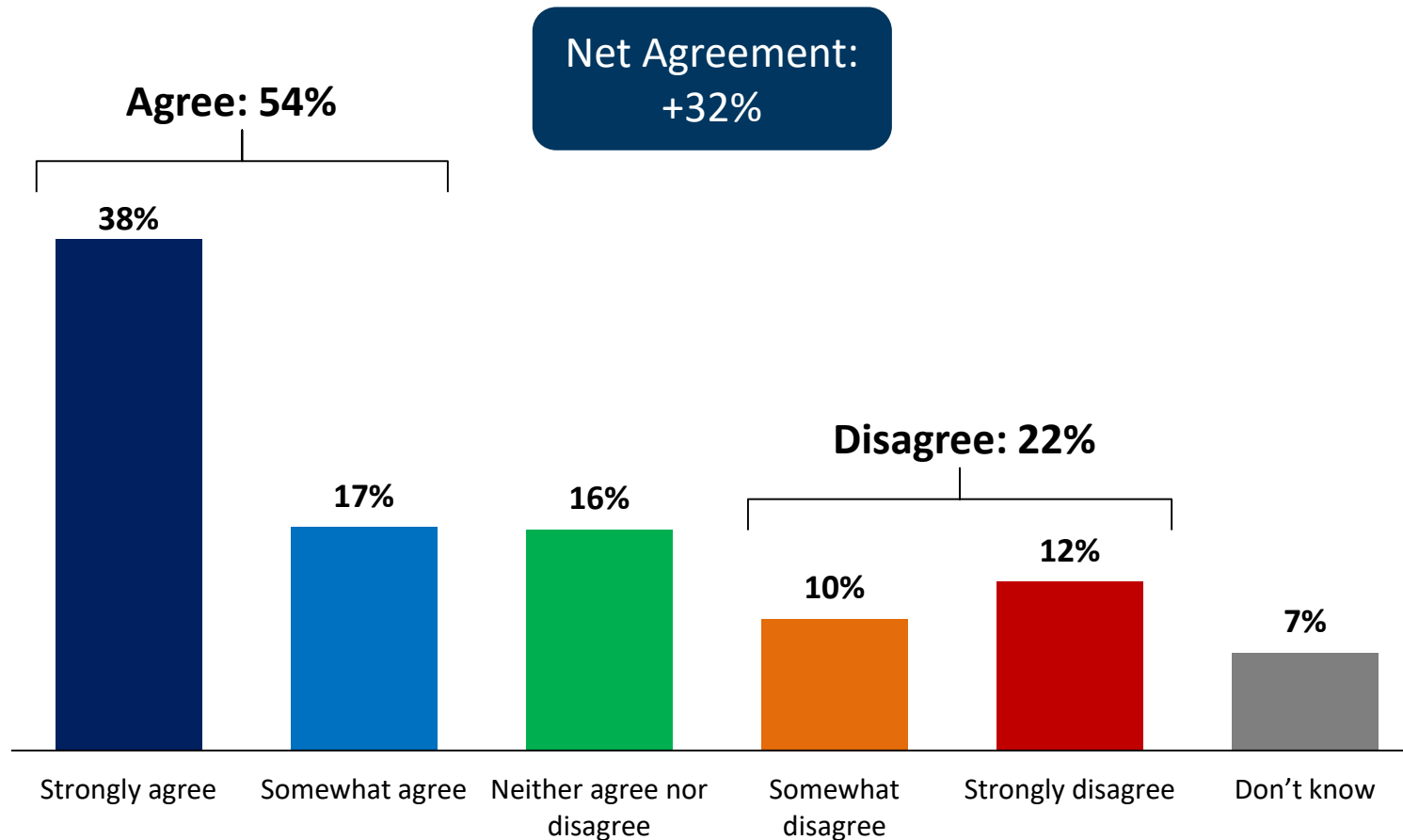
[asked of all respondents; n=1,500]



# Agree or disagree: It is time for a change in government here in Canada



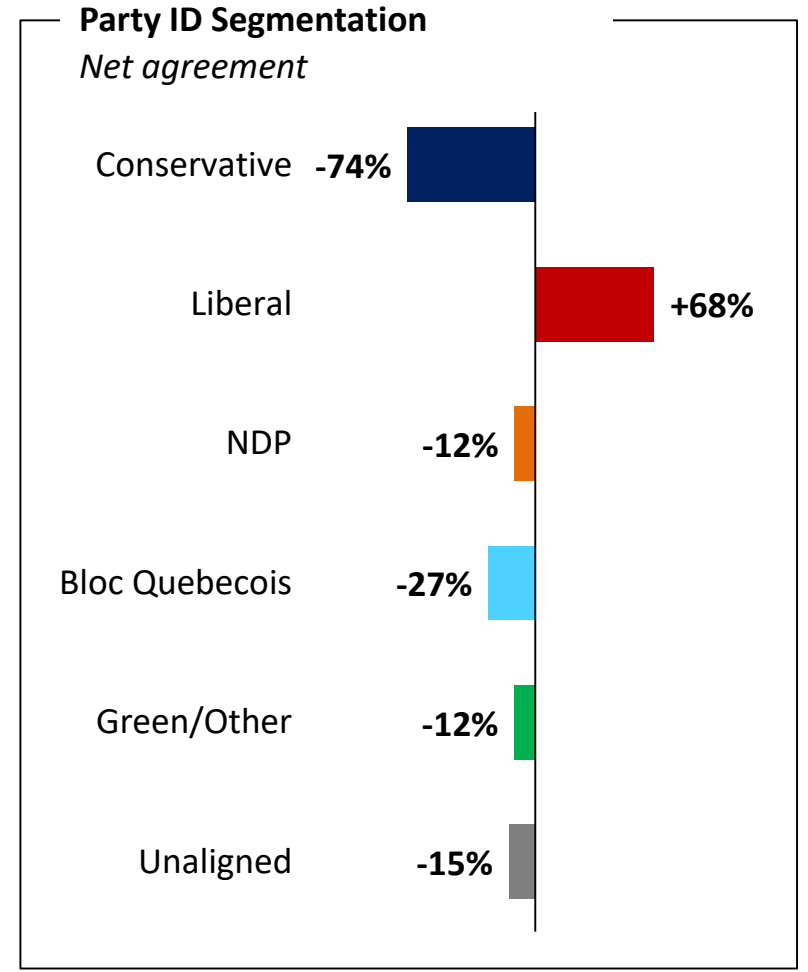
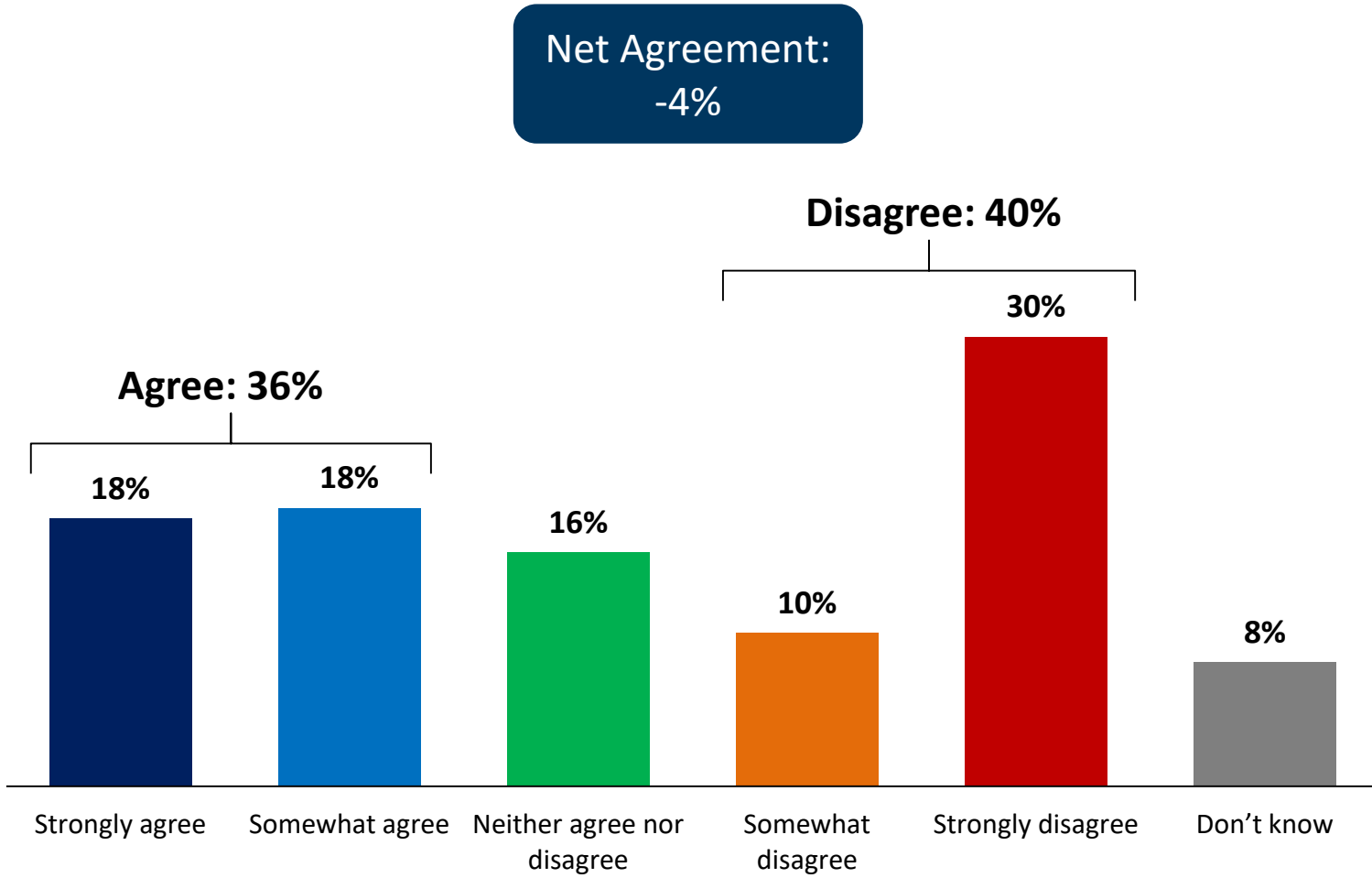
Do you agree or disagree with the following statements? It is time for a change in government here in Canada. [asked of all respondents; n=1,500]



# Agree or disagree: The Liberals may have their problems but they are still the best party to form government

Q Do you agree or disagree with the following statements? The Liberals may have their problems but they are still the best party to form government. [asked of all respondents; n=1,500]

Net Agreement:  
-4%



Note: Net agreement is [Total agree]-[Total disagree]



## Time for Change Segmentation: Creating the Segments

Based on the two agree/disagree statements “It is time for a change in government here in Canada” and “The Liberals may have their problems but they are still the best party to form government”, we create a segmentation for analysis.

		Strongly disagree	Somewhat disagree	Neutral/ Don't know	Somewhat agree	Strongly agree
		<b>LPC Best Party for Government</b>				
<b>Time for Change</b>	Strongly agree	<b>Hostile</b>	<b>Soft Anti-LPC</b>		<b>Time for Change LPC</b>	
	Somewhat agree	<b>Soft Anti-LPC</b>		<b>Soft Anti-LPC</b>		
	Neutral/ Don't know			<b>Uncertain</b>	<b>Soft LPC</b>	
	Somewhat disagree			<b>Soft LPC</b>	<b>Core LPC</b>	
	Strongly disagree	<b>Soft Anti-LPC</b>		<b>Soft LPC</b>	<b>Core LPC</b>	

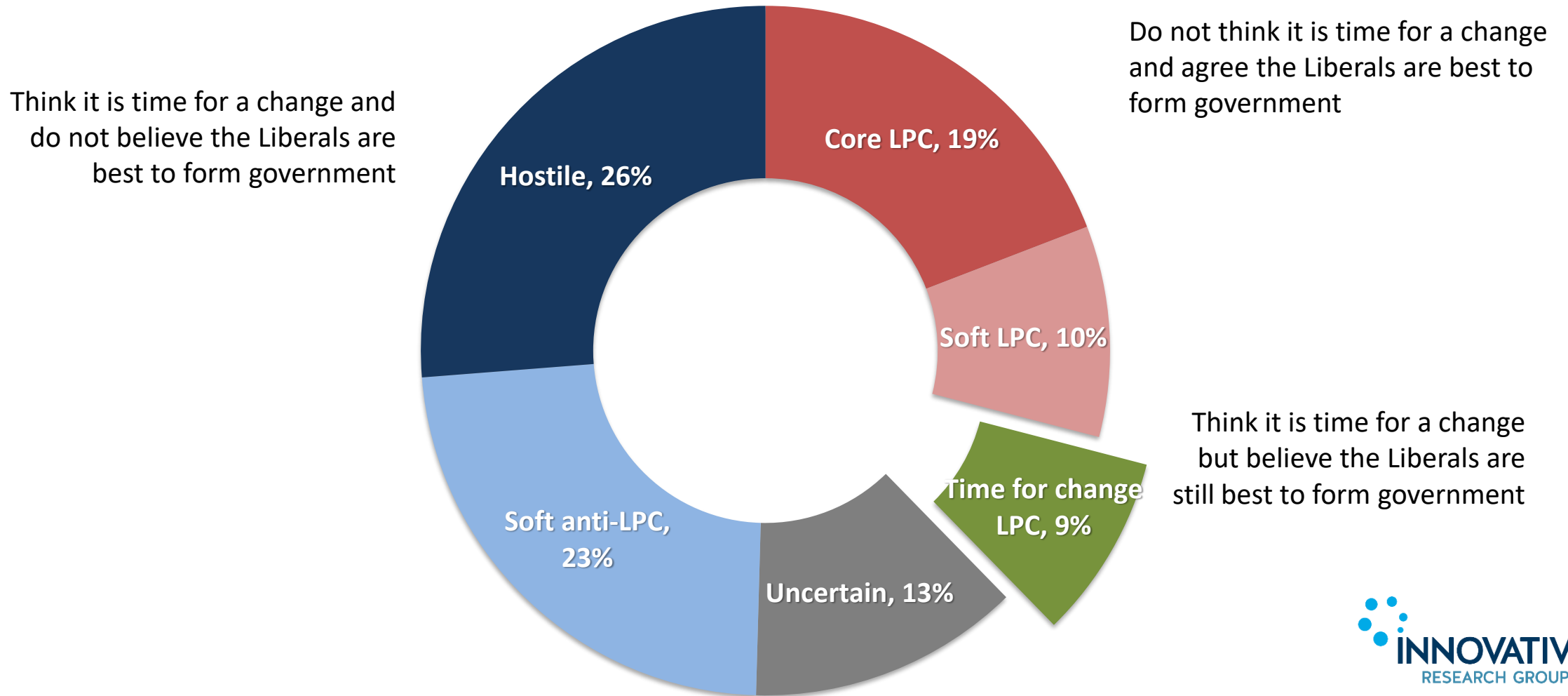
# Time for Change Segmentation: Respondents were grouped together based on their views of the LPC<sup>26</sup>



Do you agree or disagree with the following statements? It is time for a change in government here in Canada.

Do you agree or disagree with the following statements? The Liberals may have their problems but they are still the best party to form government.

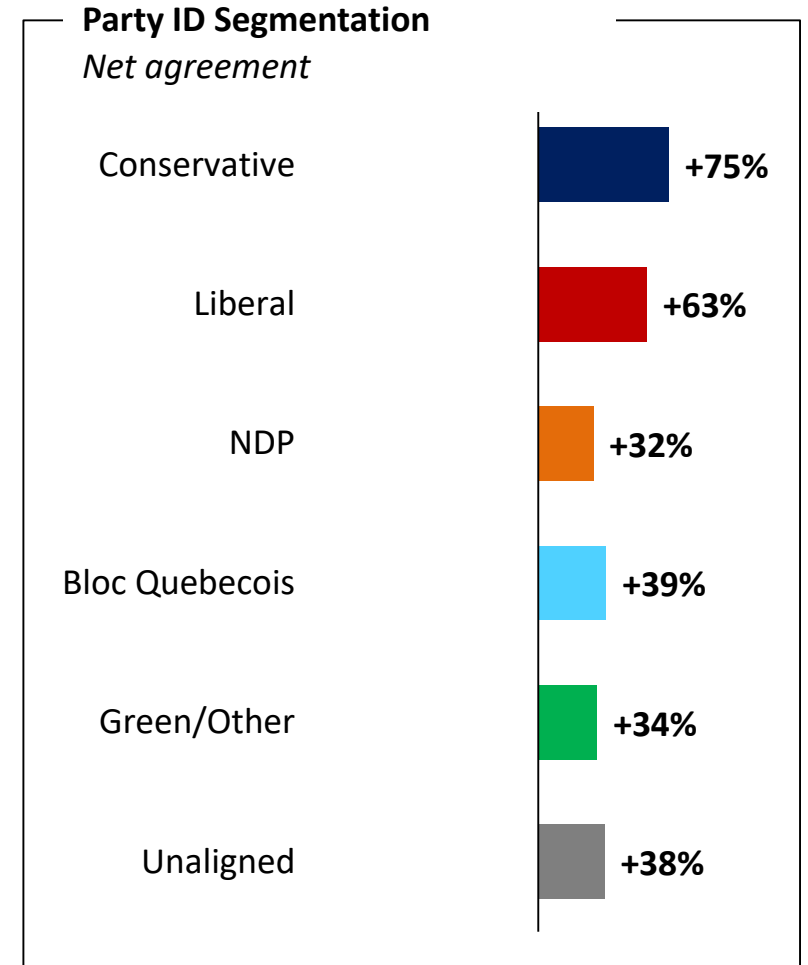
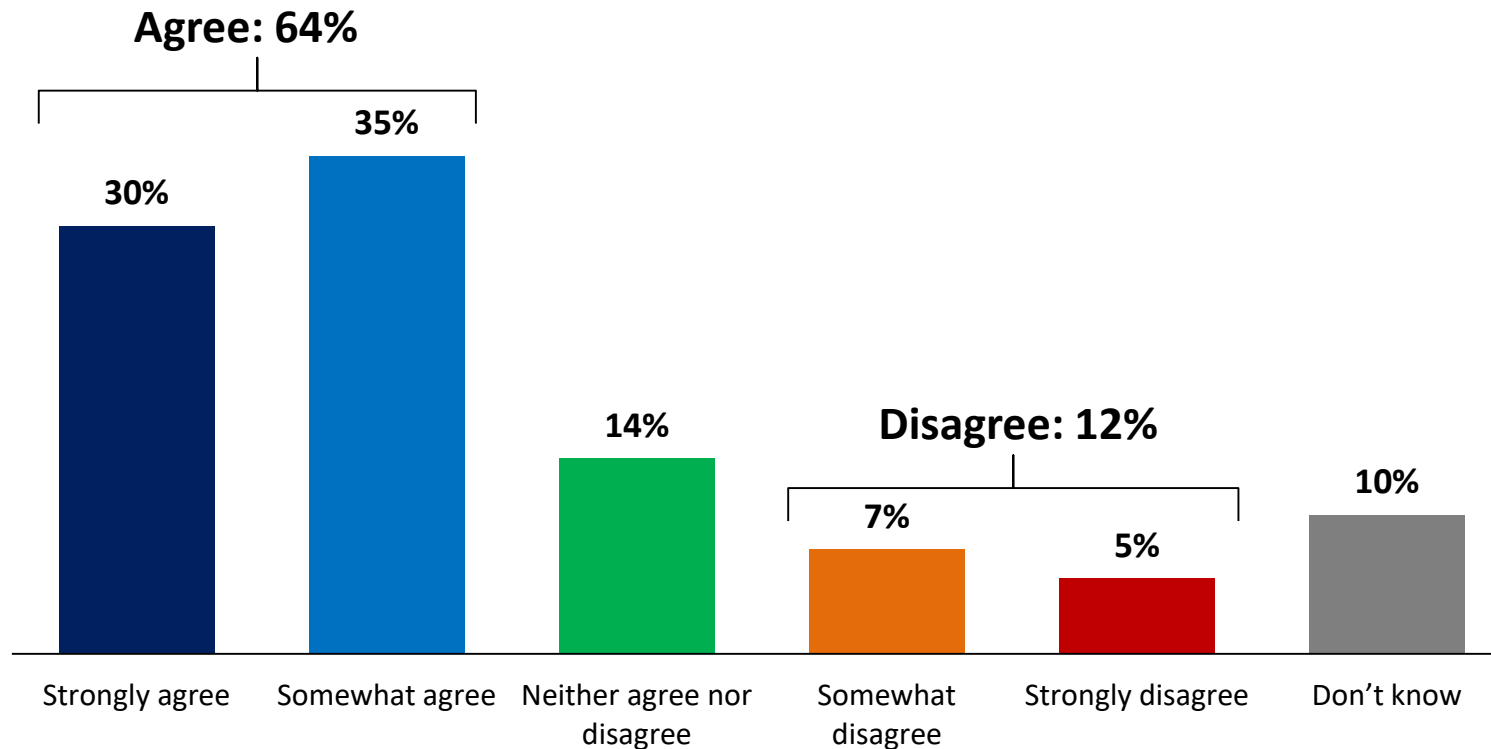
[asked of all respondents; n=1,500]



# Agree or disagree: This election is really a race between the Conservatives and the Liberals

**Q** Do you agree or disagree with the following statements? This election is really a race between the Conservatives and the Liberals. [asked of all respondents; n=1,500]

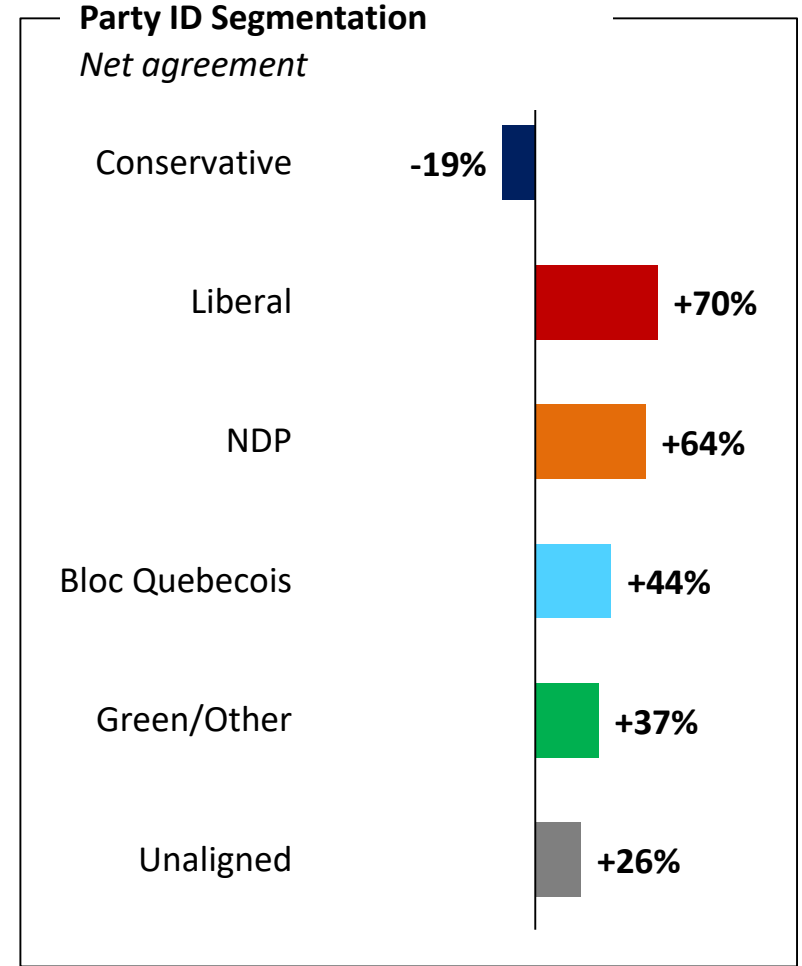
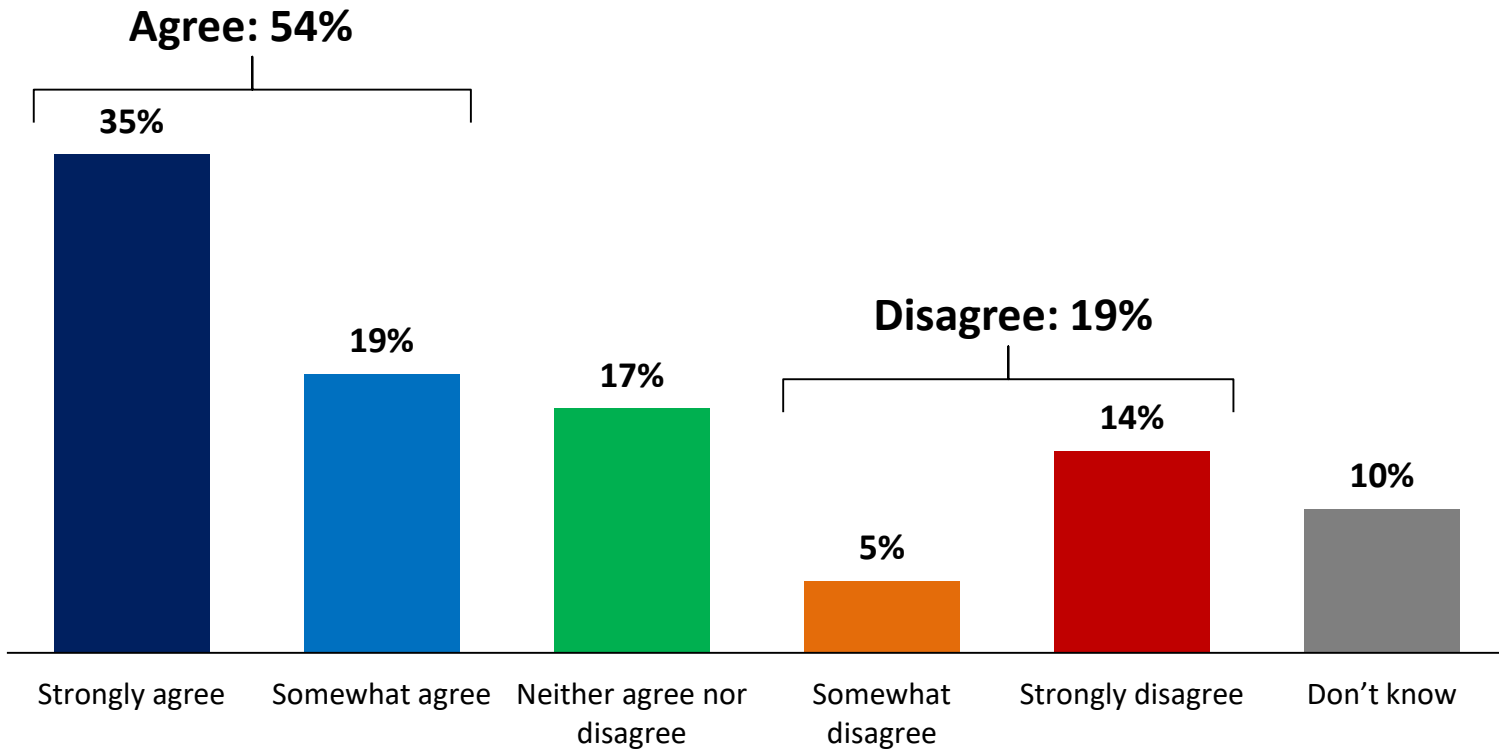
**Net Agreement:  
+52%**



# Agree or disagree: We need a federal government that will stand up to the negative influence of provincial politicians

**Q** Do you agree or disagree with the following statements? We need a federal government that will stand up to the negative influence of provincial politicians like Doug Ford and Jason Kenny.  
 [asked of all respondents; n=1,500]

**Net Agreement:  
+35%**

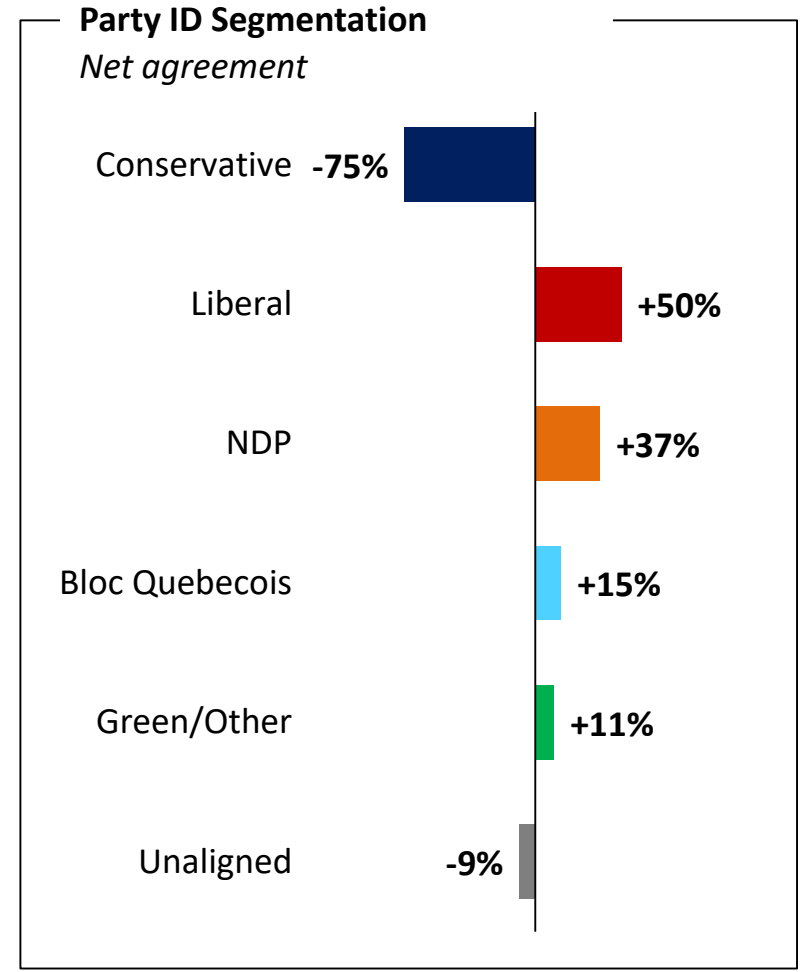
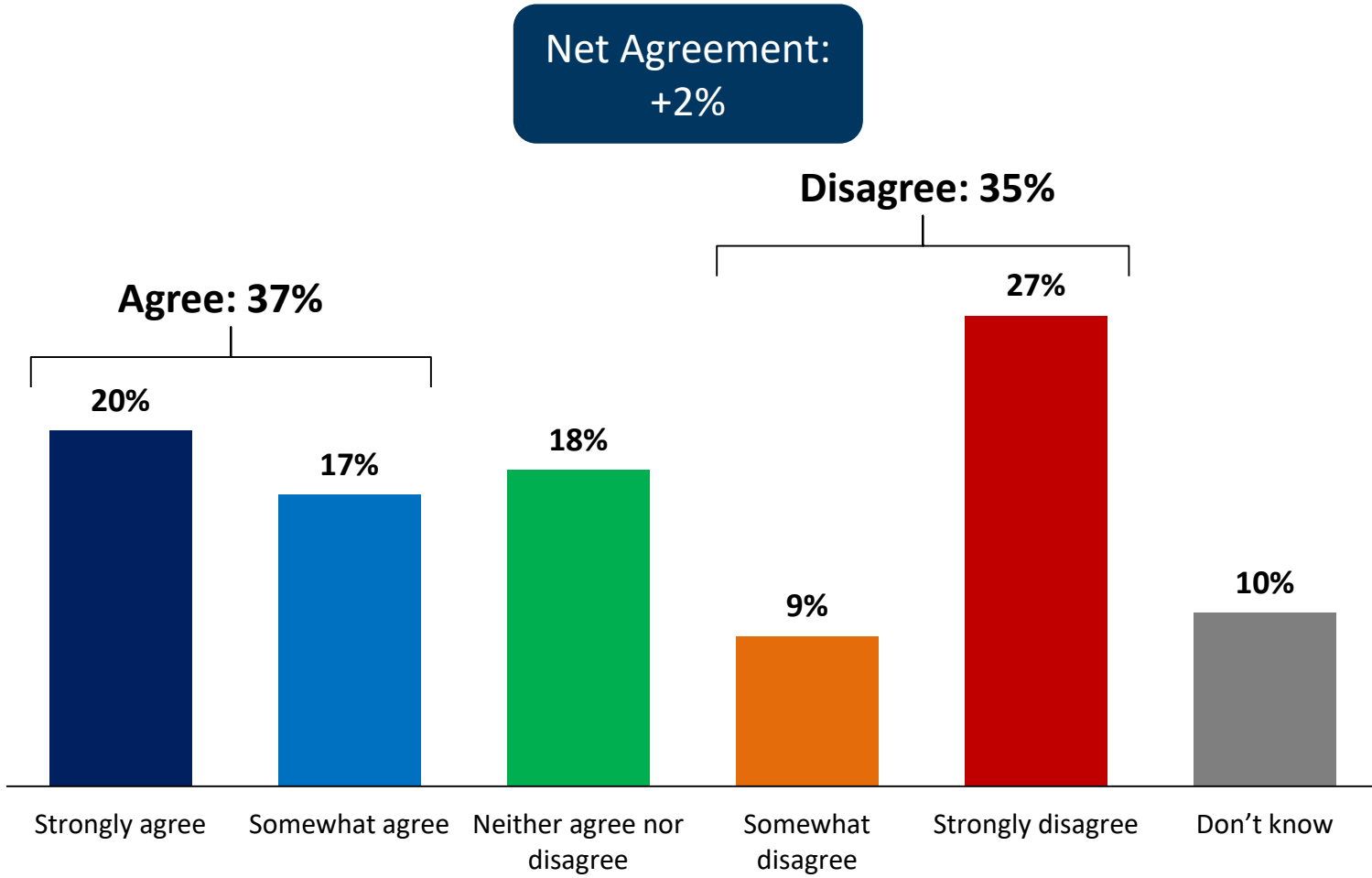


**Note:** Net agreement is [Total agree]-[Total disagree]

# Agree or disagree: The most important thing in this election is to keep the Conservatives out of government

**Q** Do you agree or disagree with the following statements? The most important thing in this election is to keep the Conservatives out of government. [asked of all respondents; n=1,500]

**Net Agreement:  
+2%**

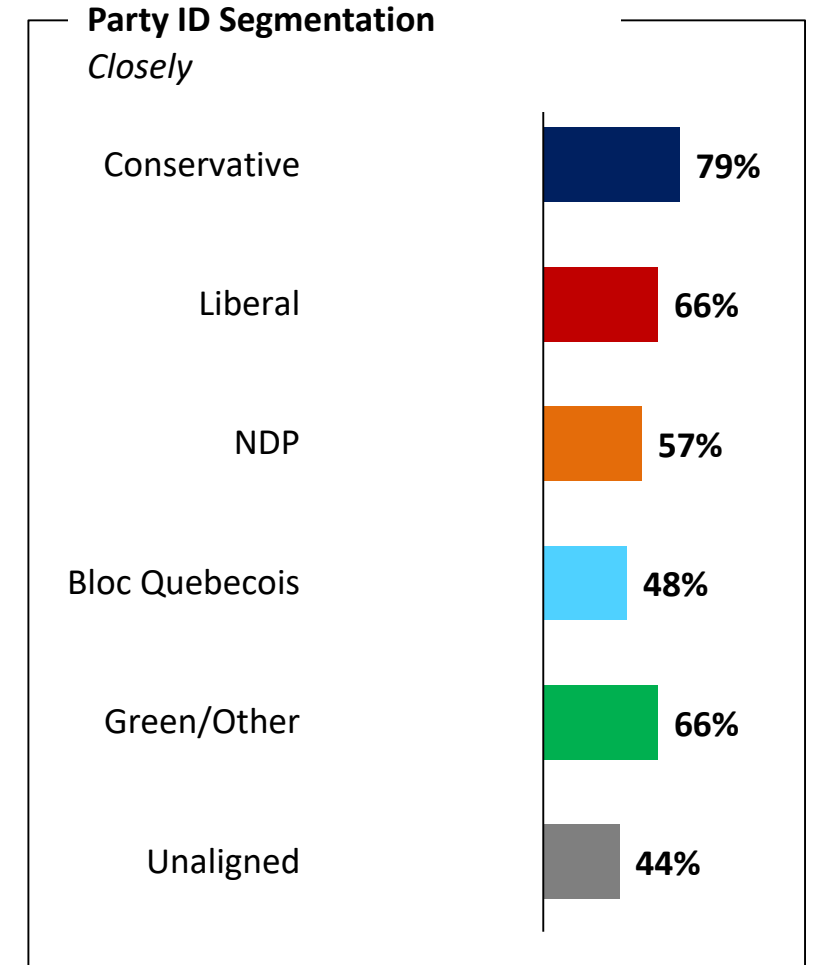
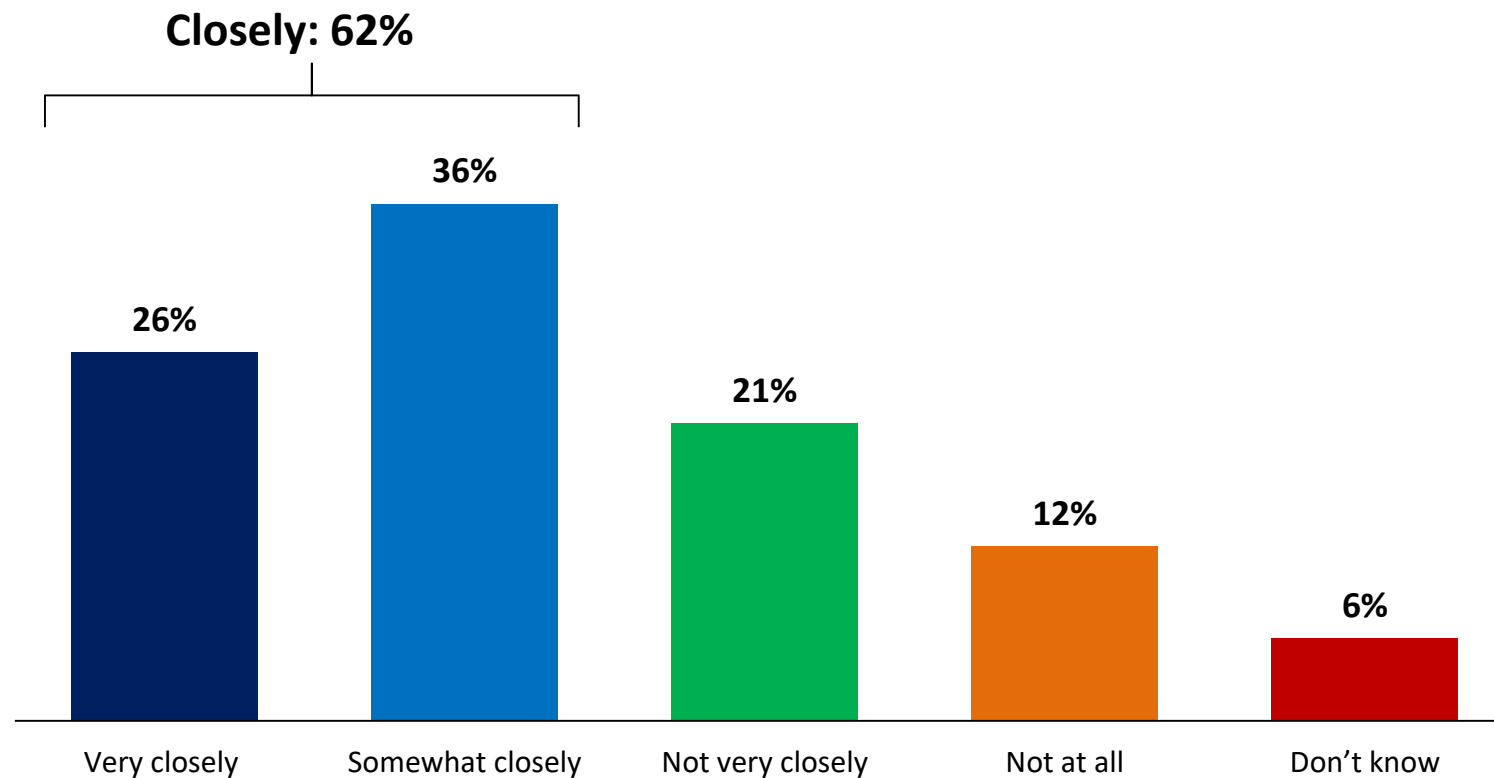


**Note:** Net agreement is [Total agree]-[Total disagree]

# SNC-Lavalin

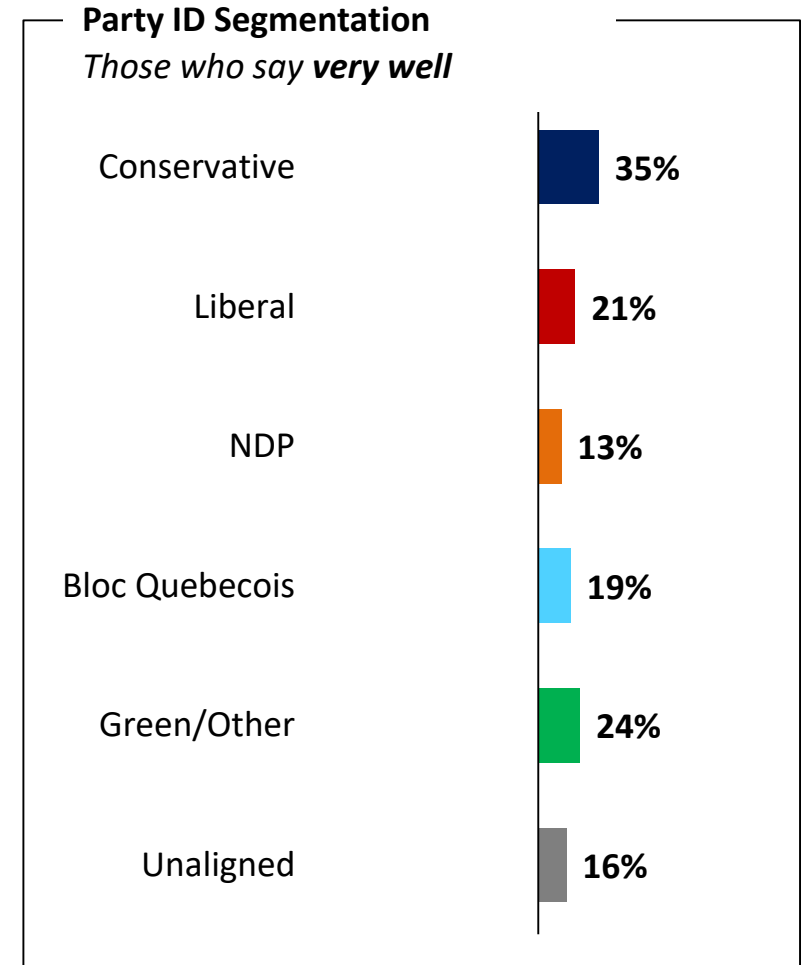
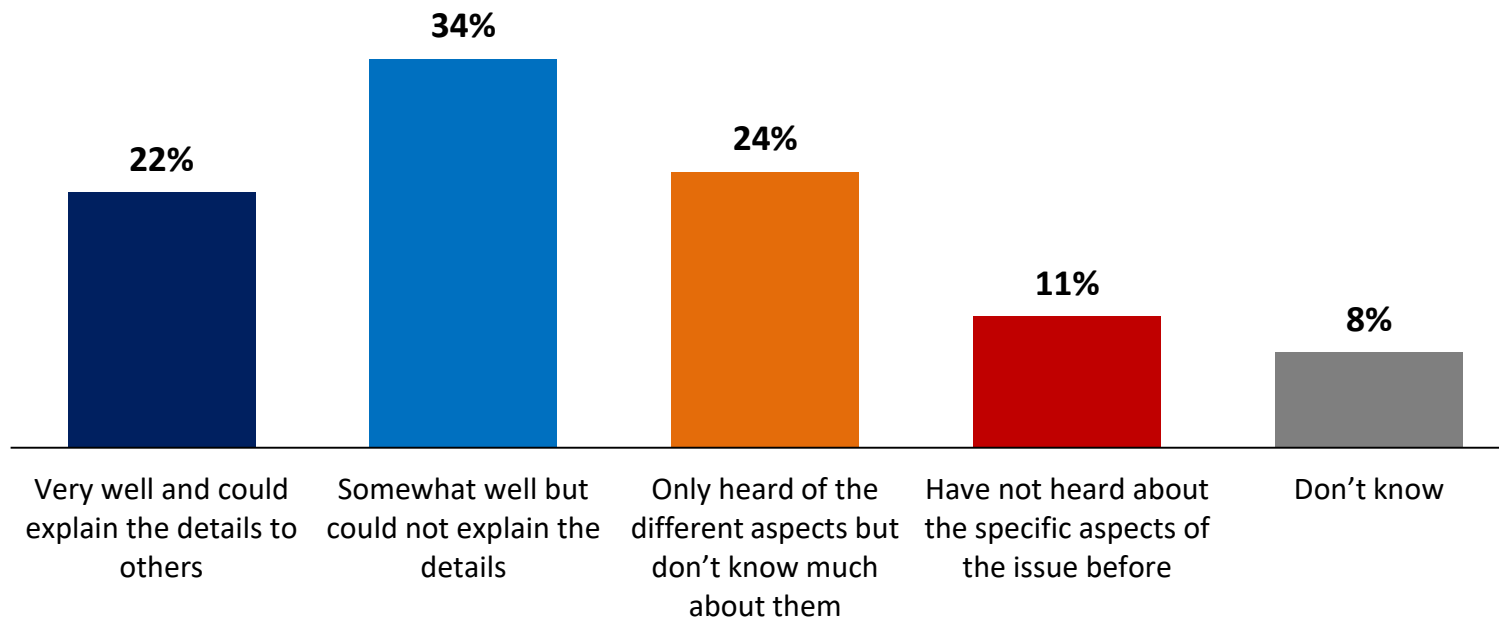
# Awareness: How closely respondents say they are following the issues surrounding the Prime Minister and SNC-Lavalin

**Q** How closely have you been following the news about attempted bribery and fraud by SNC-Lavalin and allegations that the Prime Minister's Office pressured the Attorney General Jody Wilson-Raybould to negotiate remediation without going to court?  
[asked of all respondents; n=1,500]



## Knowledge: How well respondents think they understand the details of the issue

**Q** There are many complex aspects to this issue, including the history of SNC-Lavalin, the relationship between the Attorney General and the government, and the role of the Attorney General in deciding how to prosecute cases. How well do you understand the aspects to this issue? [asked of all respondents; n=1,500]





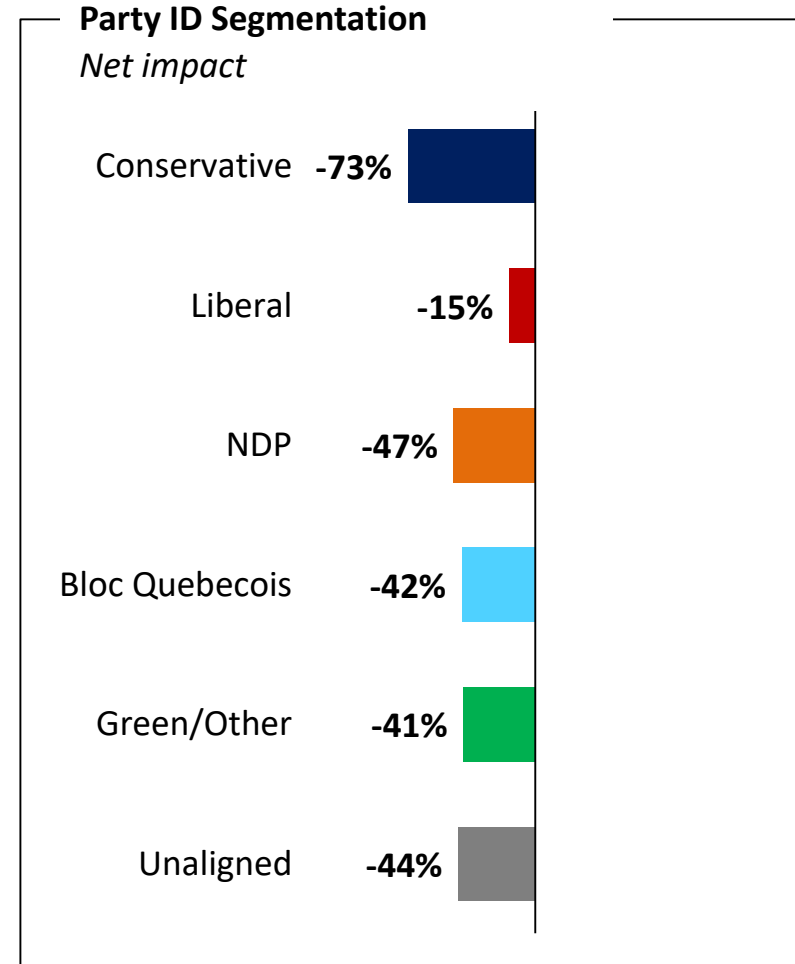
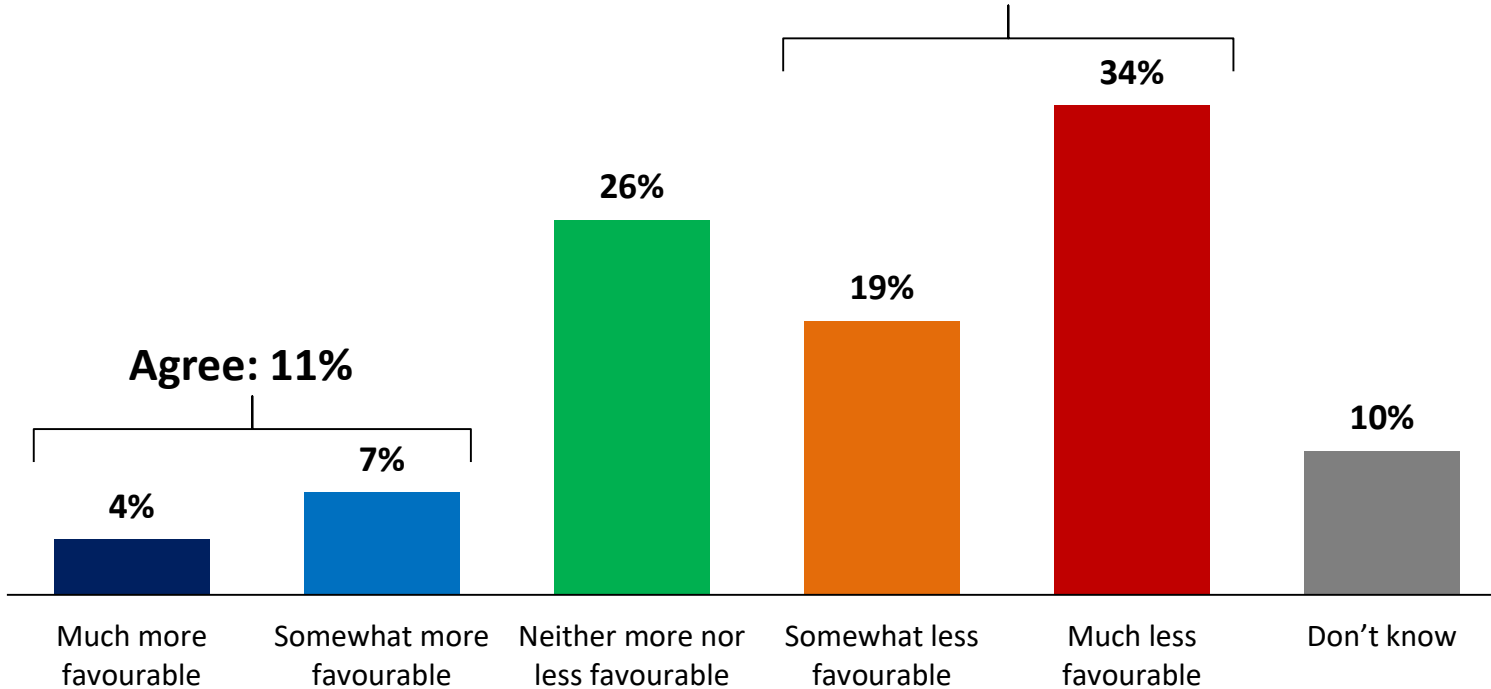
# Impact on Liberal Party: Whether respondents were left feeling more or less favourable towards the Prime Minister

**Q** Has what you have heard about this issue left you feeling more or less favourable towards Justin Trudeau and the Liberal Party of Canada? [asked of all respondents; n=1,500]

**Net Impact:  
-42%**

**Disagree: 53%**

**Agree: 11%**

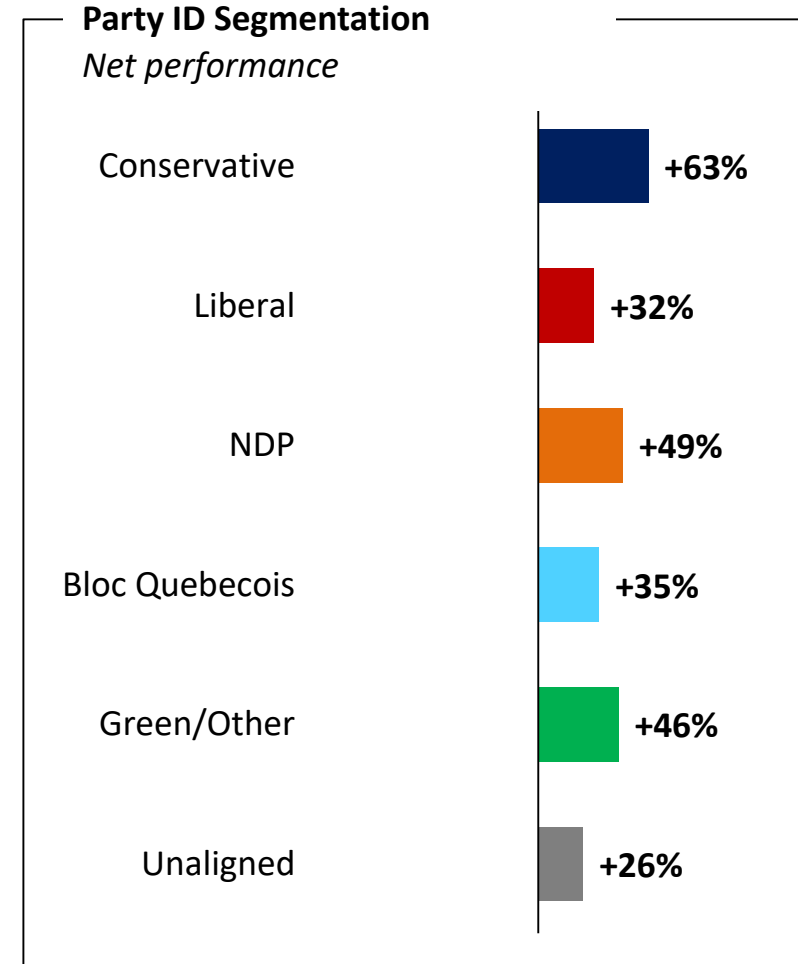
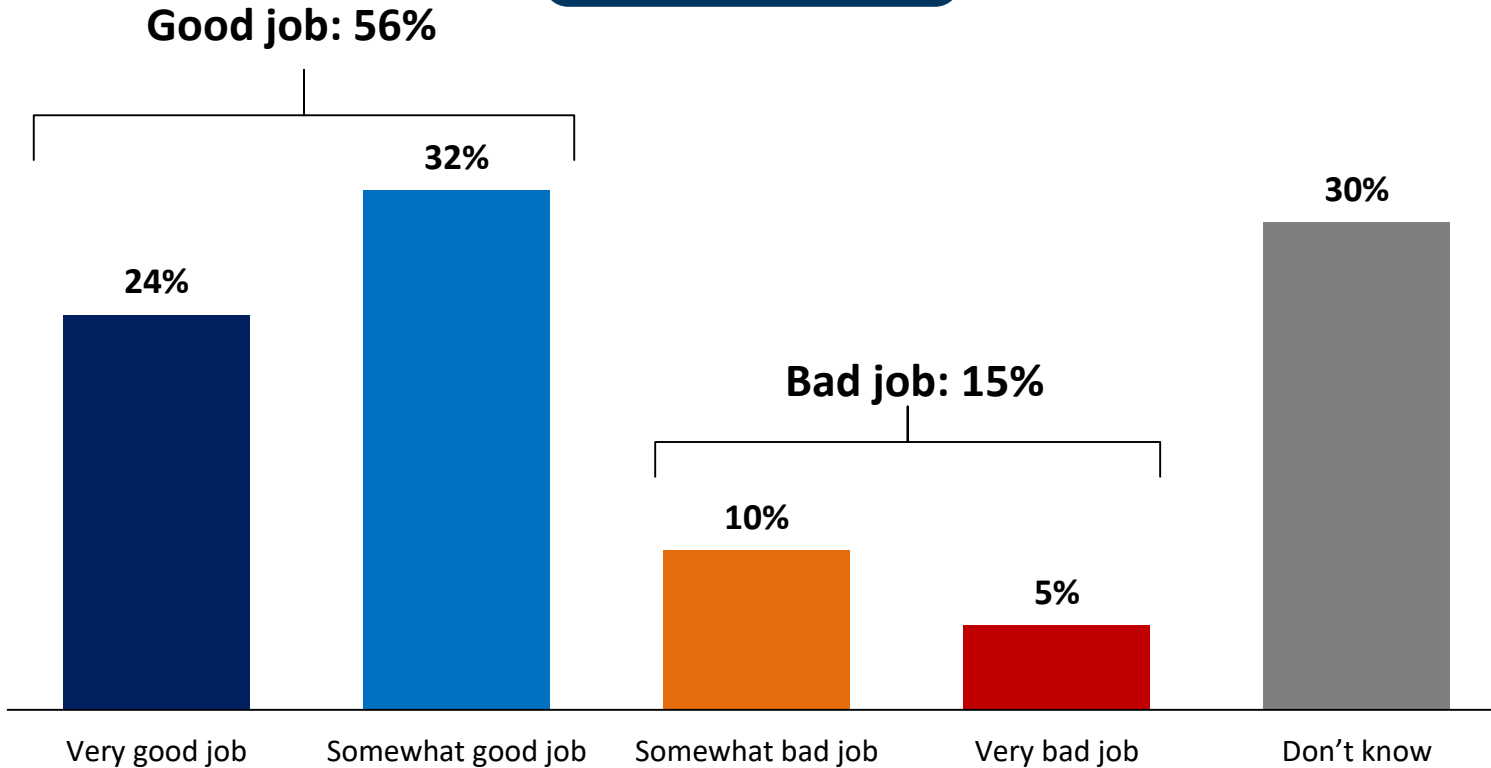


**Note:** Net impact is [Total more favourable]-[Total less favourable]

# Wilson-Raybould's Performance: How respondents view her performance as Minister of Justice and Attorney General

**Q** Thinking about Jody Wilson-Raybould performance as Minister of Justice and Attorney General, would you say she did a very good, somewhat good, somewhat bad, or very bad job?  
 [asked of all respondents; n=1,500]

**Net Performance:  
 +41%**



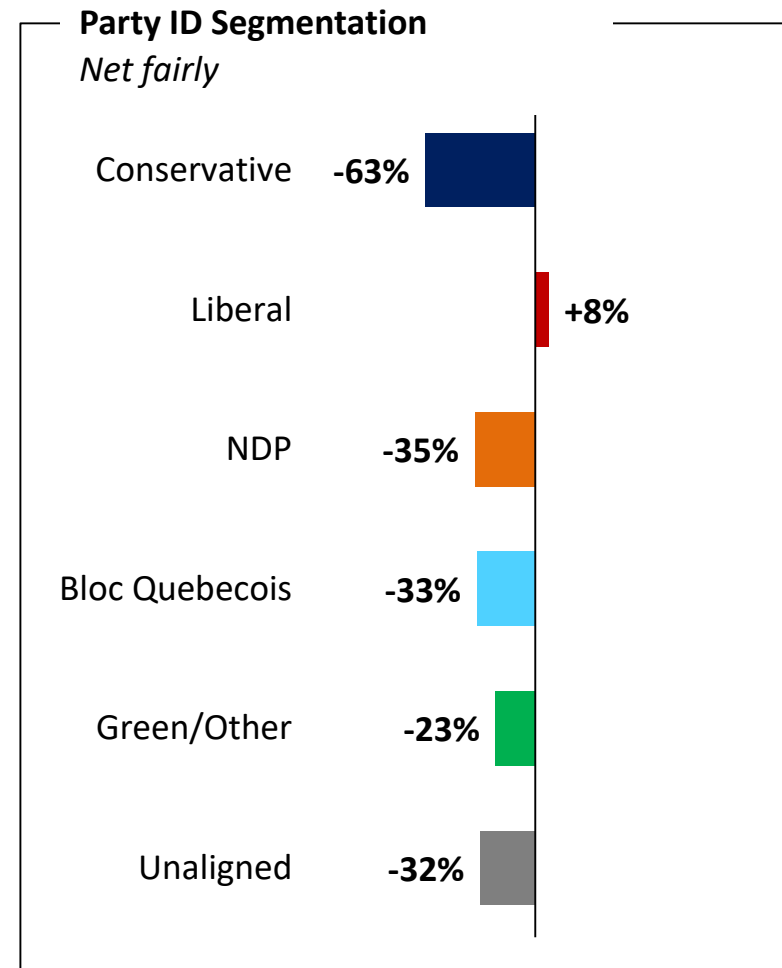
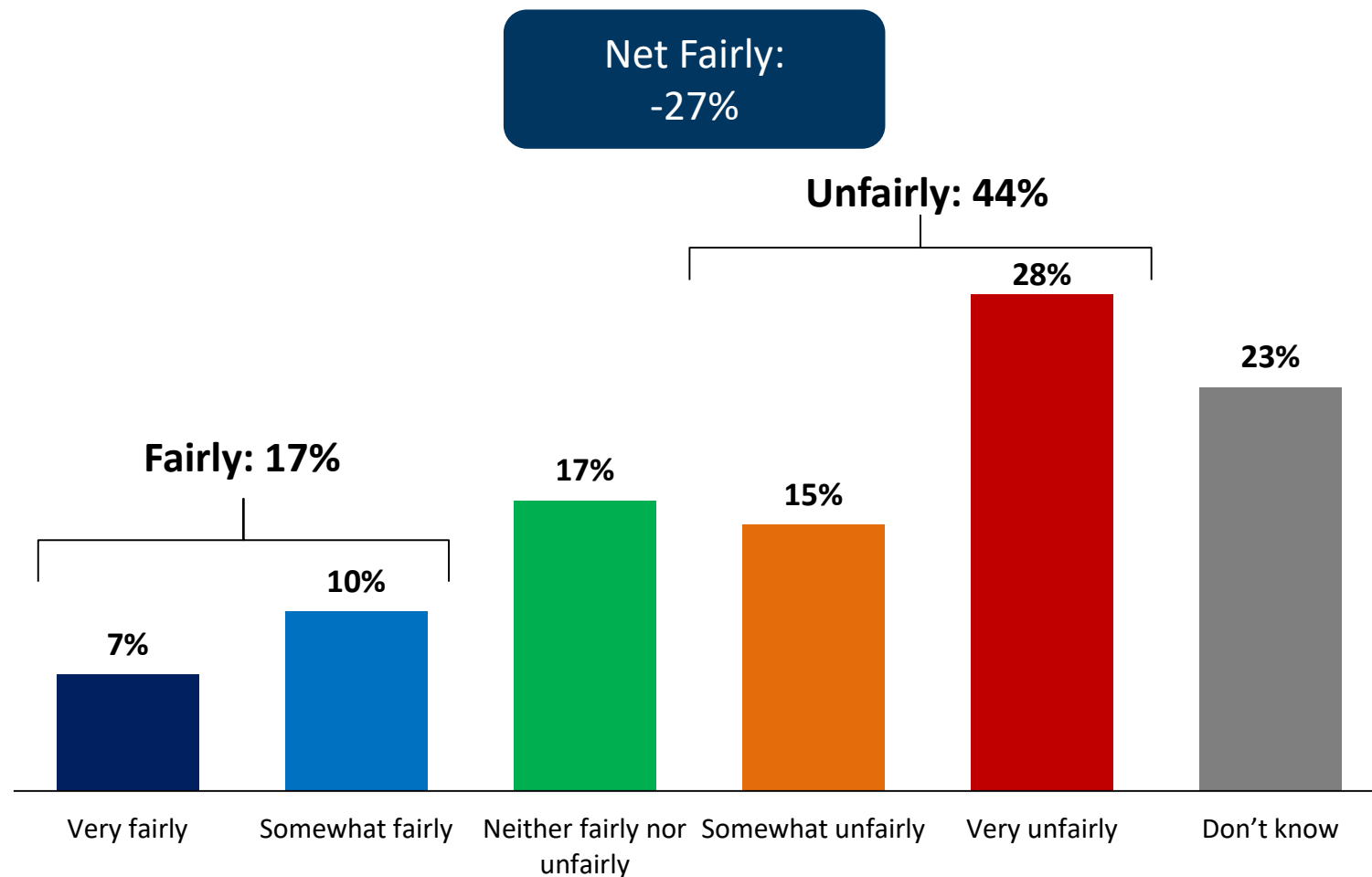
**Note:** Net performance is [Total good job]-[Total bad job]

# Trudeau's Treatment of Wilson-Raybould: Did respondents think Trudeau treated Wilson-Raybould fairly or unfairly?

**Q** Do you think the Prime Minister has treated former Minister Jody Wilson-Raybould fairly or unfairly? [asked of all respondents; n=1,500]

**Net Fairly: -27%**

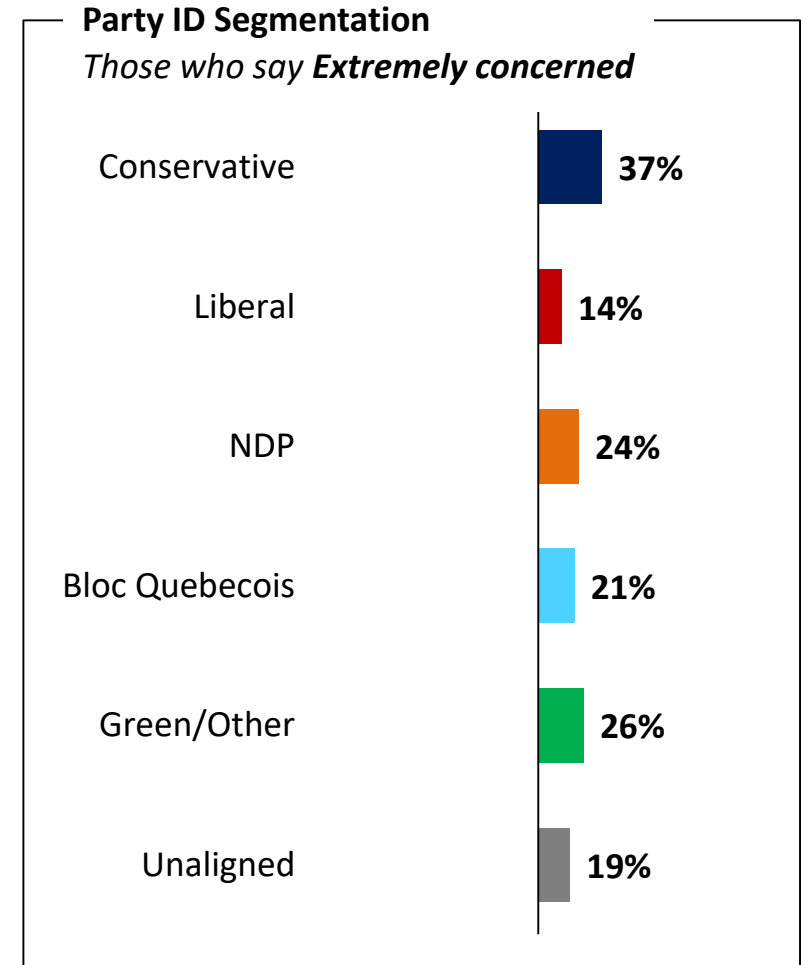
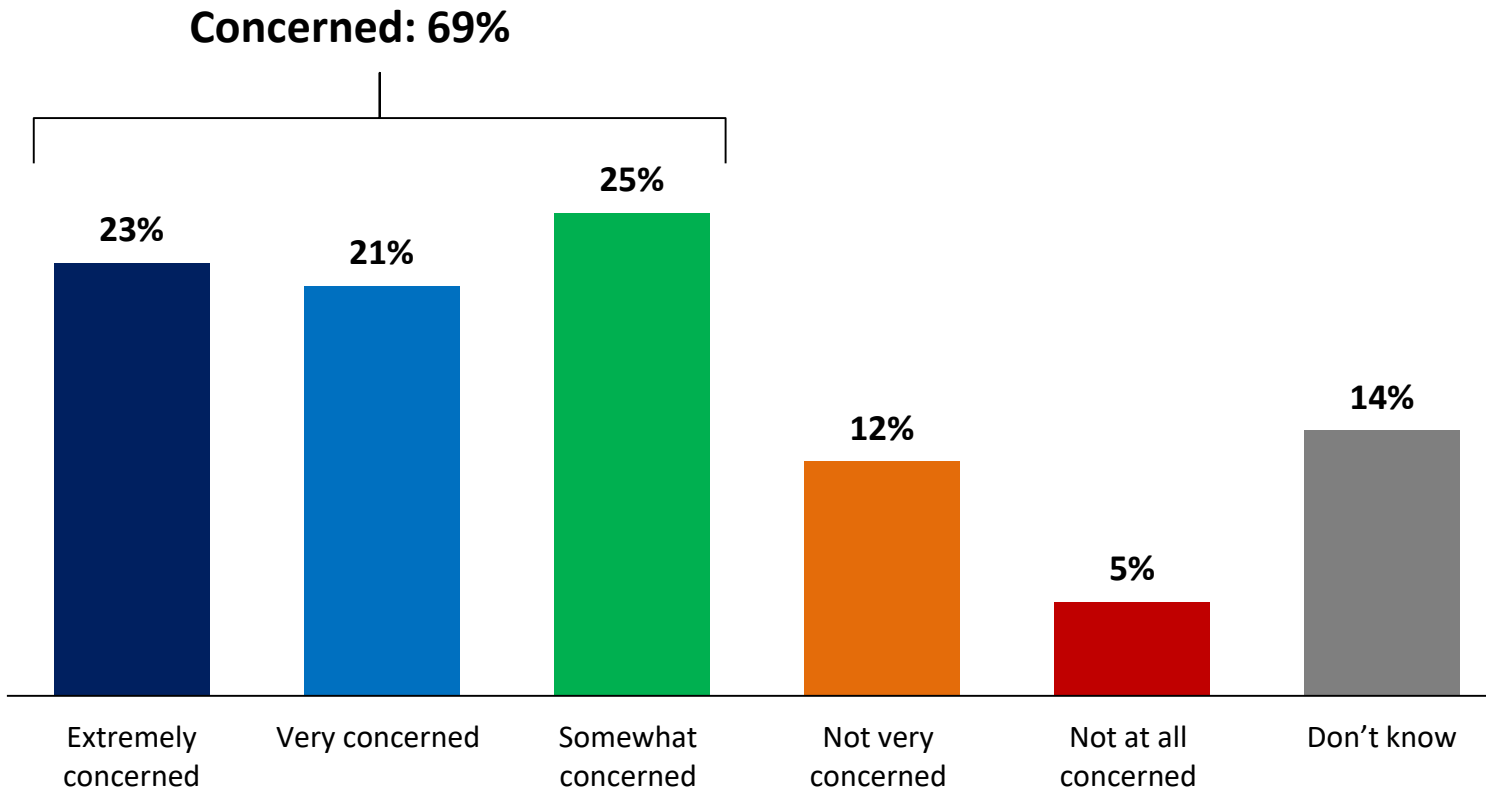
**Unfairly: 44%**



**Note:** Net fairly is [Total fairly]-[Total unfairly]

# Interference with Prosecutions: How concerned are respondents about interference with prosecutors?

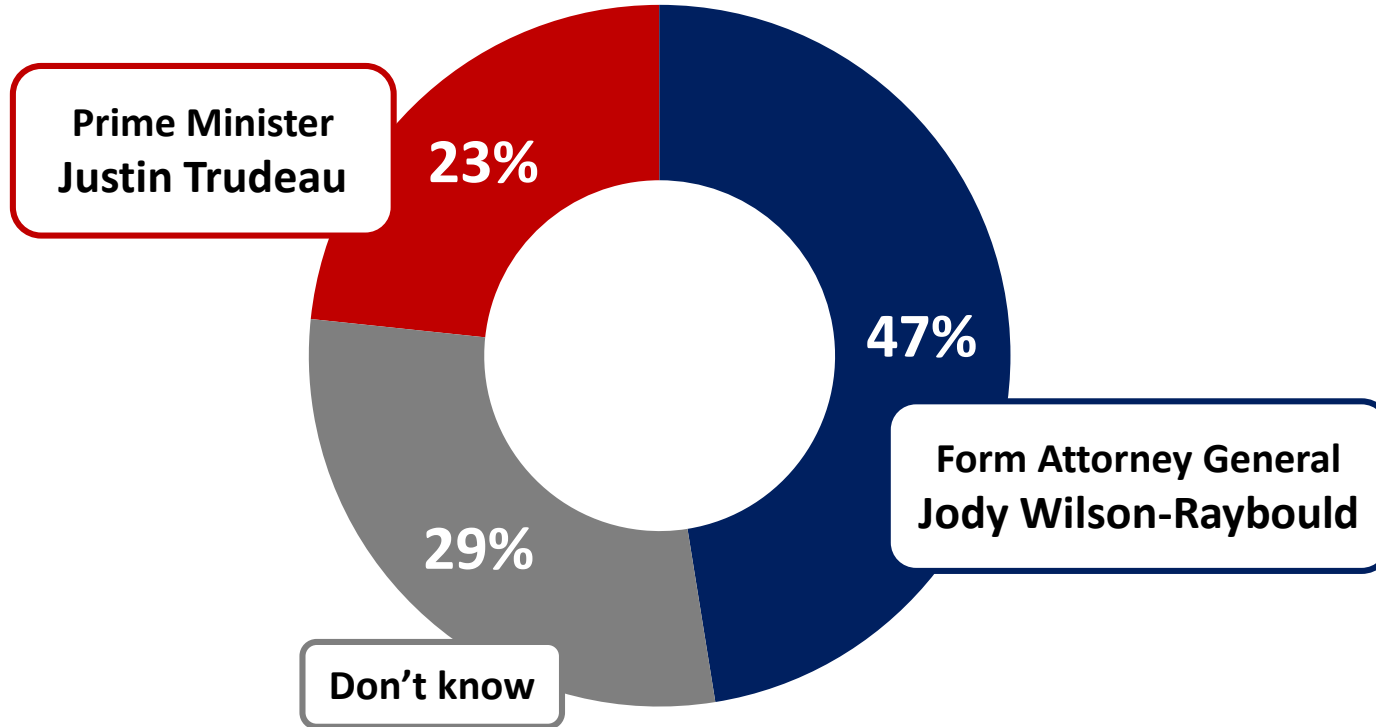
**Q** One of the issues that has come up is the issue of politicians interfering with the independence of prosecutors. How worried are you about this? [asked of all respondents; n=1,500]



# Trudeau versus Wilson-Raybould: *Who do respondents believe – Justin Trudeau or Jody Wilson-Raybould?*

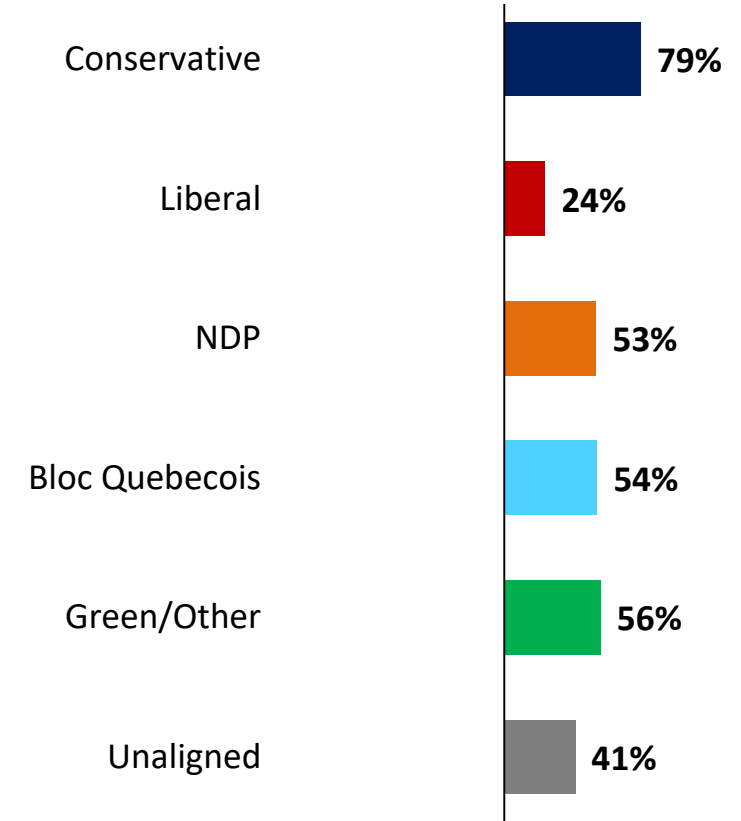
**Q** Jody Wilson-Raybould says that the Prime Minister and senior officials in government inappropriately tried to politicise her decisions as attorney general. The Prime Minister says that he and senior officials were simply ensuring that the attorney general considered critical issues like the potential for job loss.

Who do you believe? [asked of all respondents; n=1,500]



## Party ID Segmentation

*Those who say Jody Wilson-Raybould*

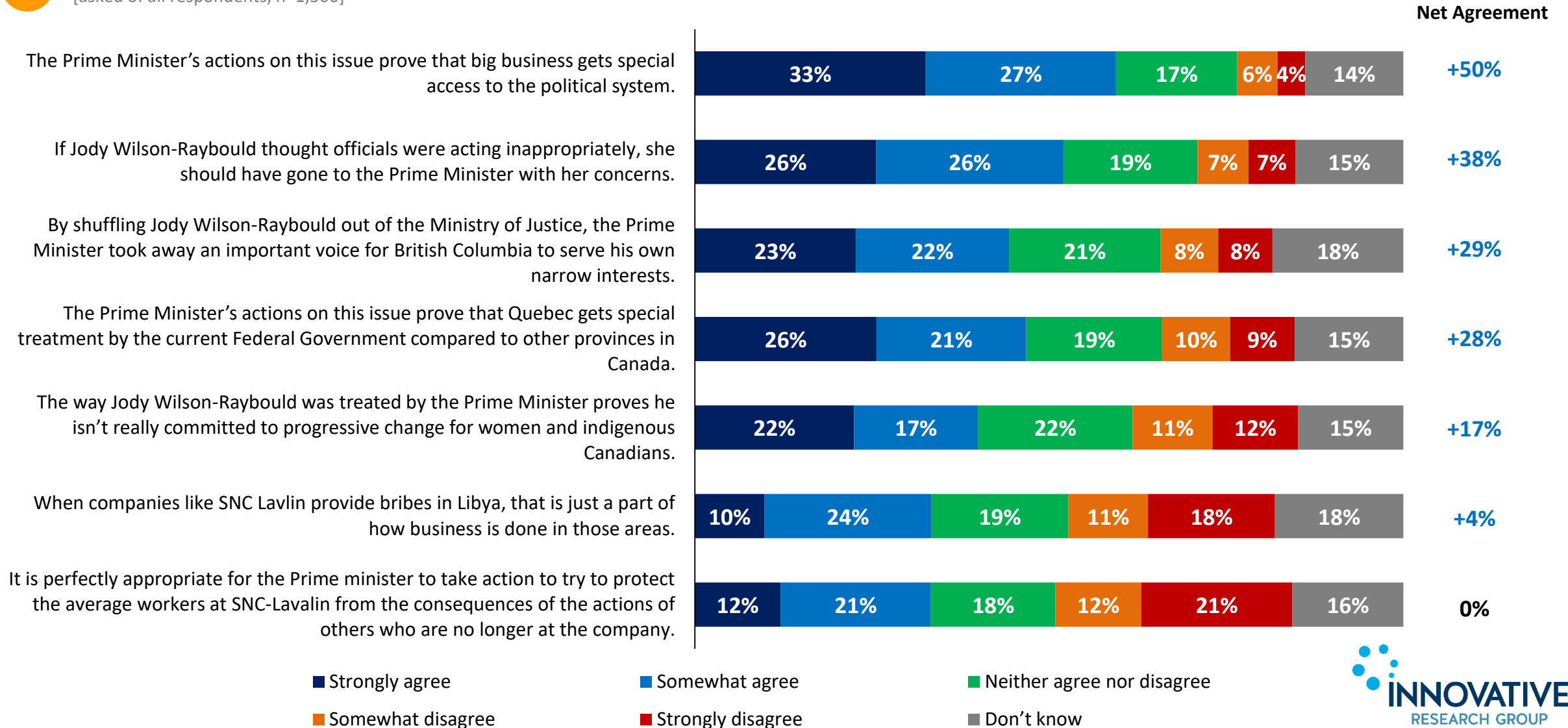


# Beliefs: Do respondents agree or disagree with the statements below?



Do you agree or disagree with the following statements?

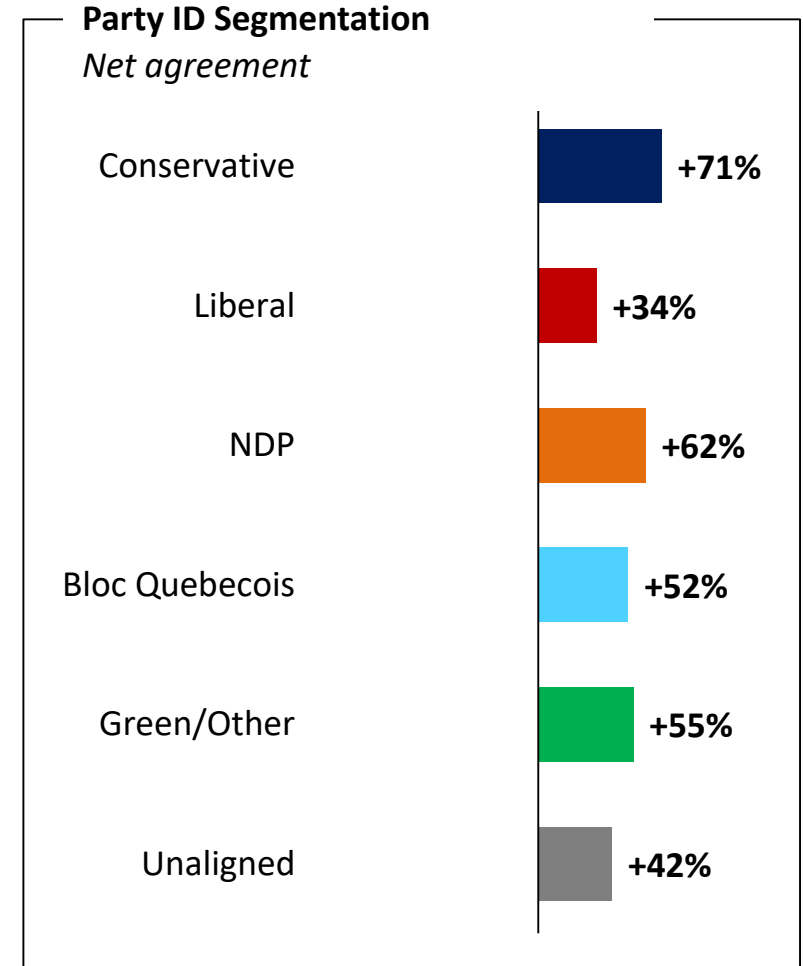
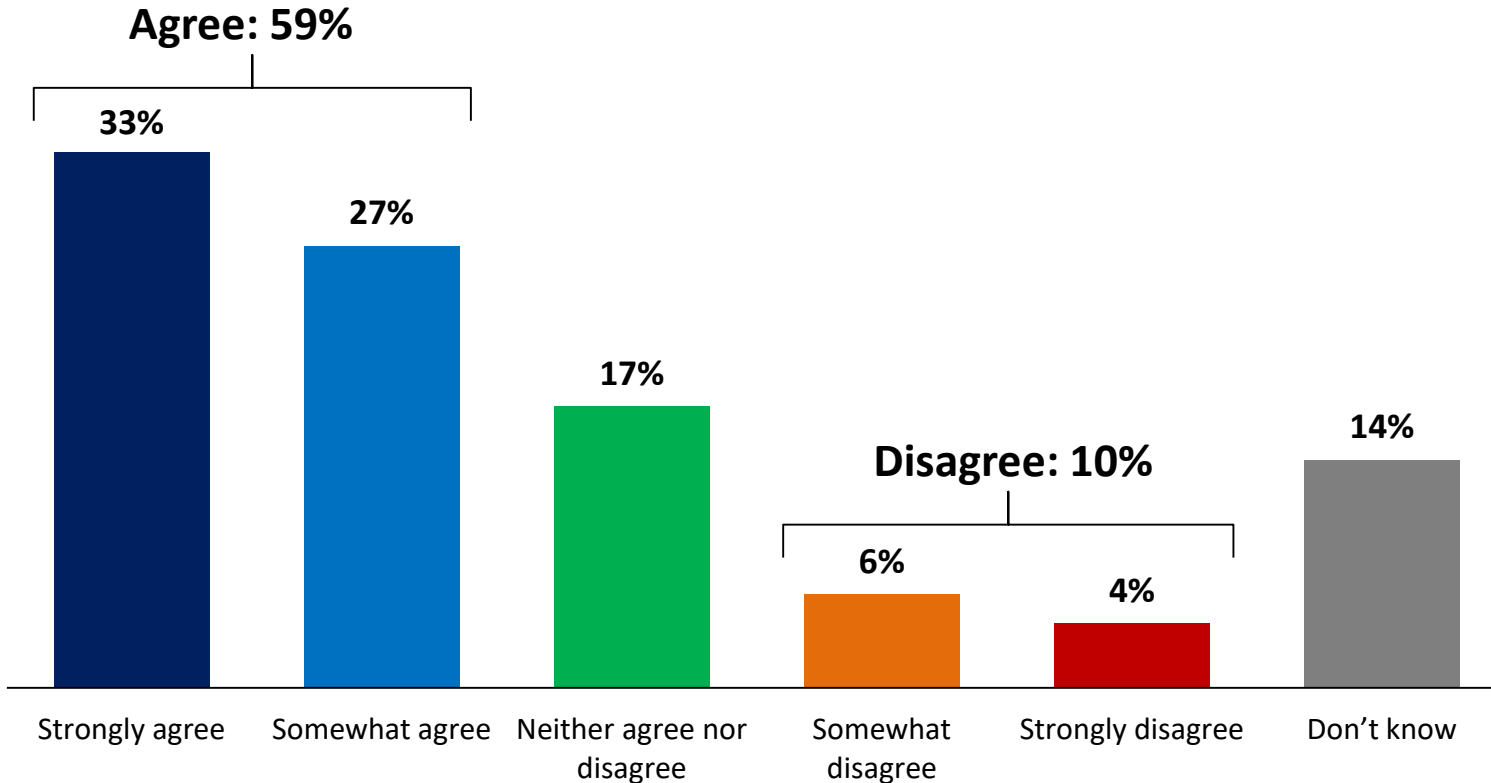
[asked of all respondents; n=1,500]



# Agree or disagree: *The Prime Minister's actions prove that big business gets special access to the political system*

**Q** Do you agree or disagree with the following statements? The Prime Minister's actions on this issue prove that big business gets special access to the political system.  
 [asked of all respondents; n=1,500]

**Net Agreement:  
+50%**

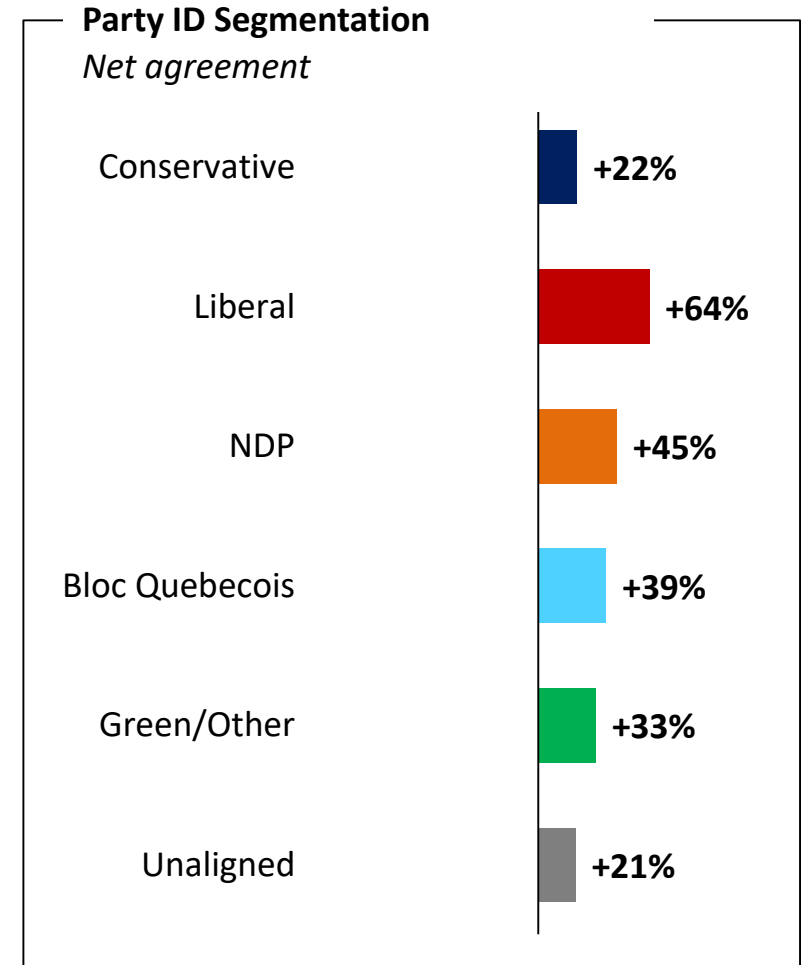
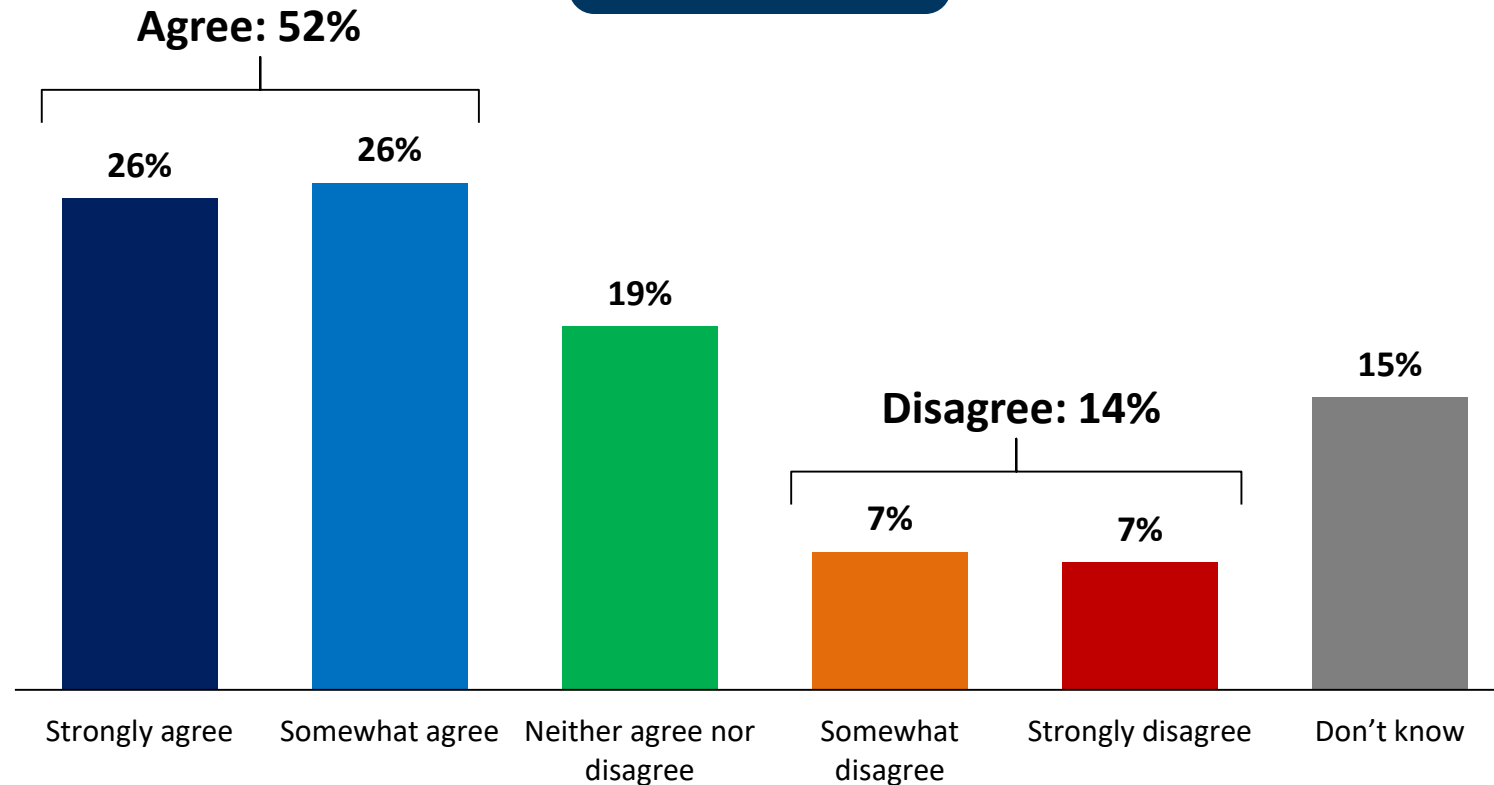


**Note:** Net agreement is [Total agree]-[Total disagree]

# Agree or disagree: If Wilson-Raybould thought officials were acting inappropriately, she should have gone to the PM

**Q** Do you agree or disagree with the following statements? If Jody Wilson-Raybould thought officials were acting inappropriately, she should have gone to the Prime Minister with her concerns. [asked of all respondents; n=1,500]

**Net Agreement:  
+38%**

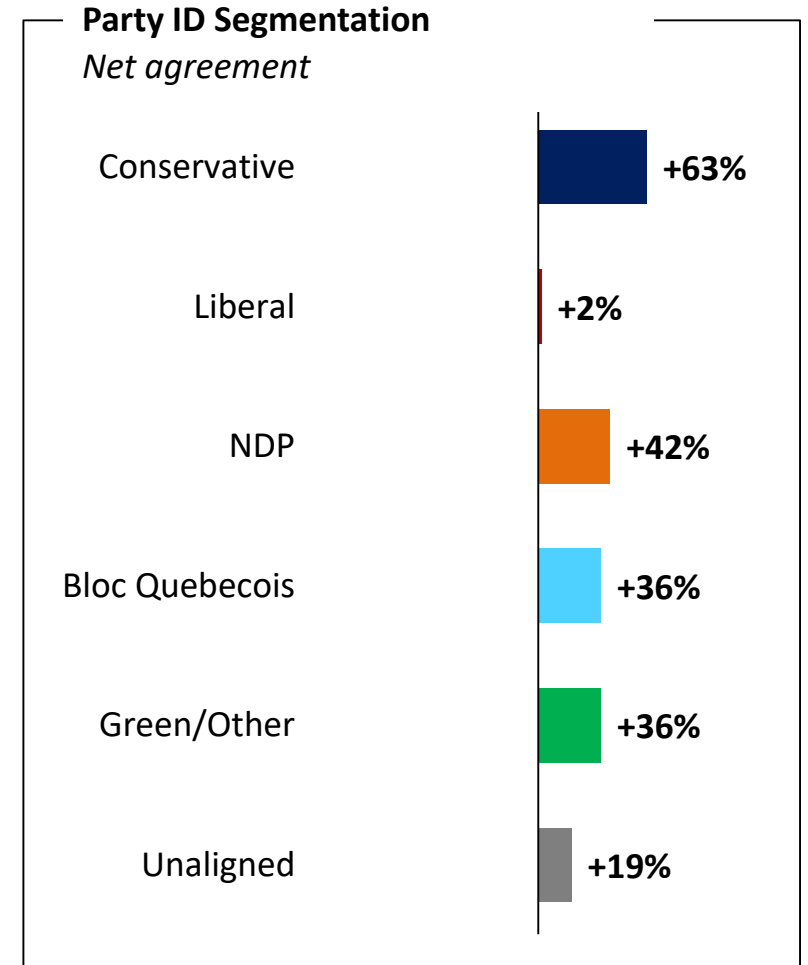
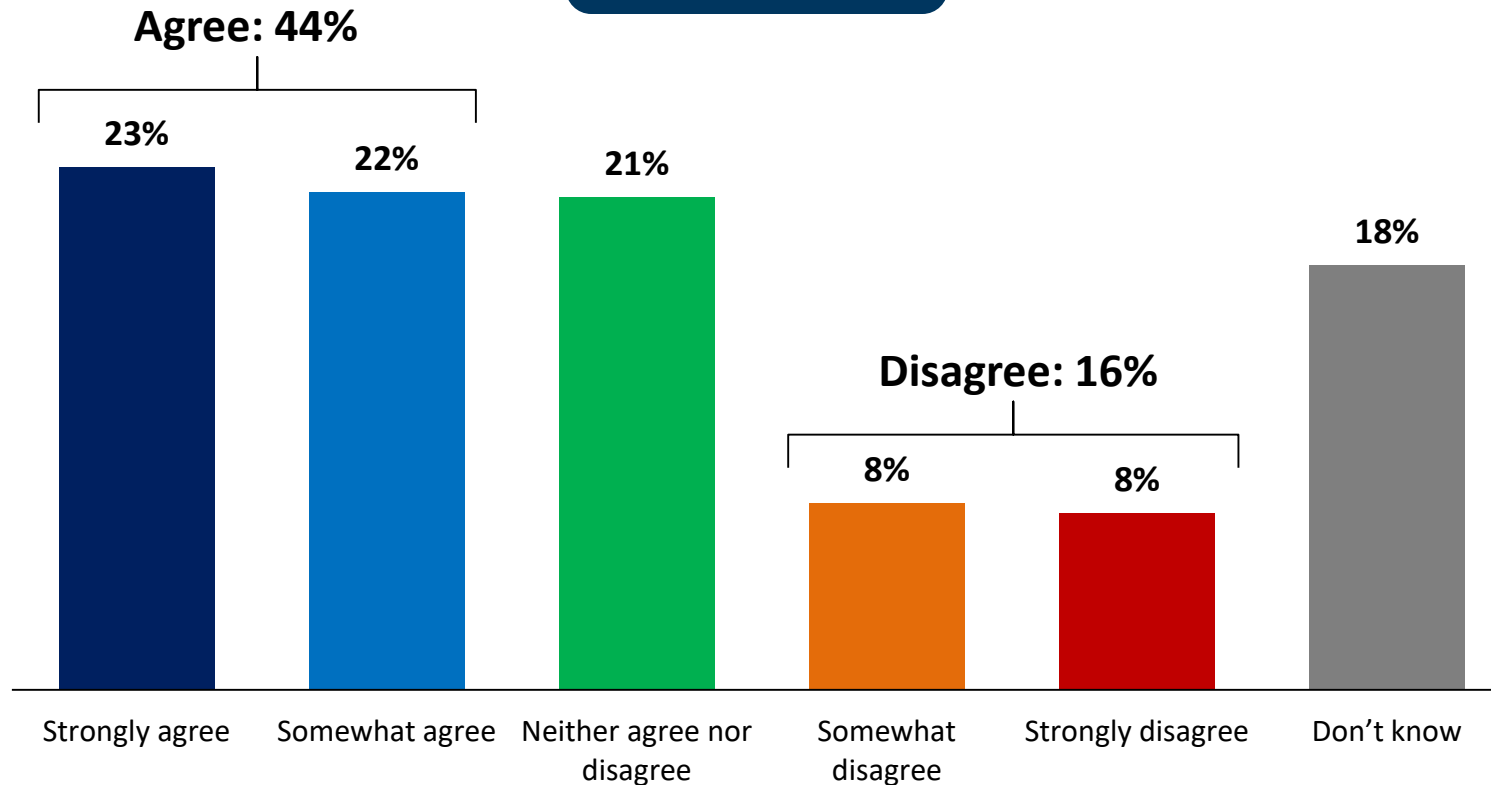




# Agree or disagree: Shuffling Wilson-Raybould out of the Ministry of Justice takes away an important voice for BC

**Q** Do you agree or disagree with the following statements? *By shuffling Jody Wilson-Raybould out of the Ministry of Justice, the Prime Minister took away an important voice for British Columbia to serve his own narrow interests.* [asked of all respondents; n=1,500]

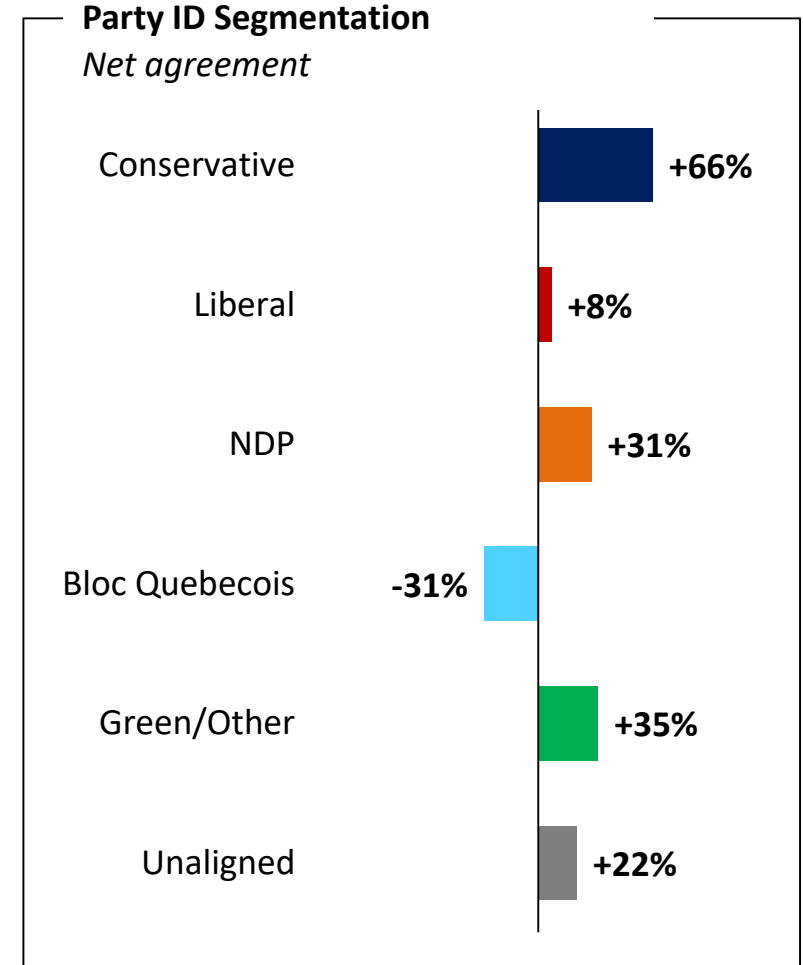
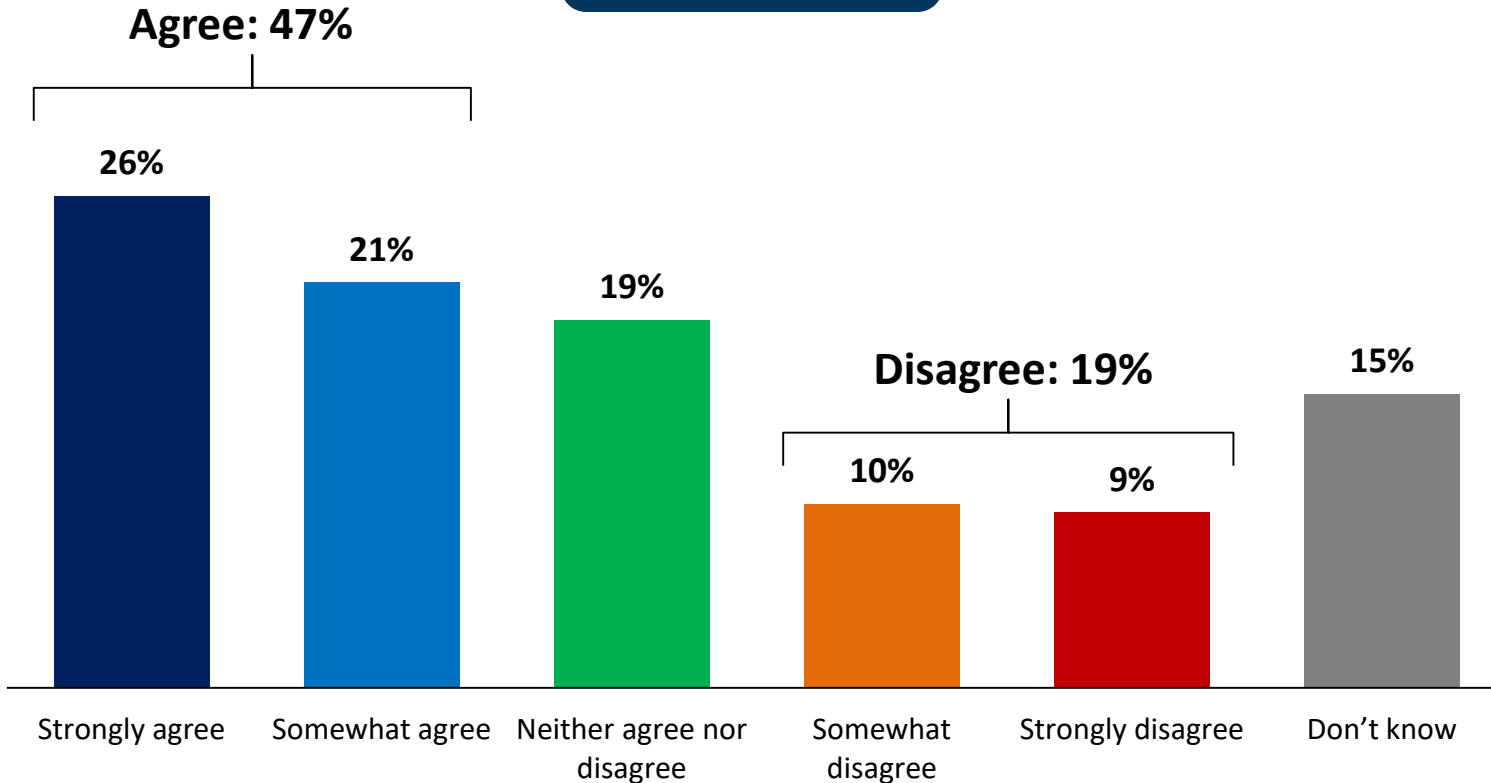
**Net Agreement:  
+29%**



# Agree or disagree: *The Prime Minister's actions prove that Quebec gets special treatment by the federal government*

**Q** Do you agree or disagree with the following statements? The Prime Minister's actions on this issue prove that Quebec gets special treatment by the current Federal Government compared to other provinces in Canada. [asked of all respondents; n=1,500]

**Net Agreement:  
+28%**

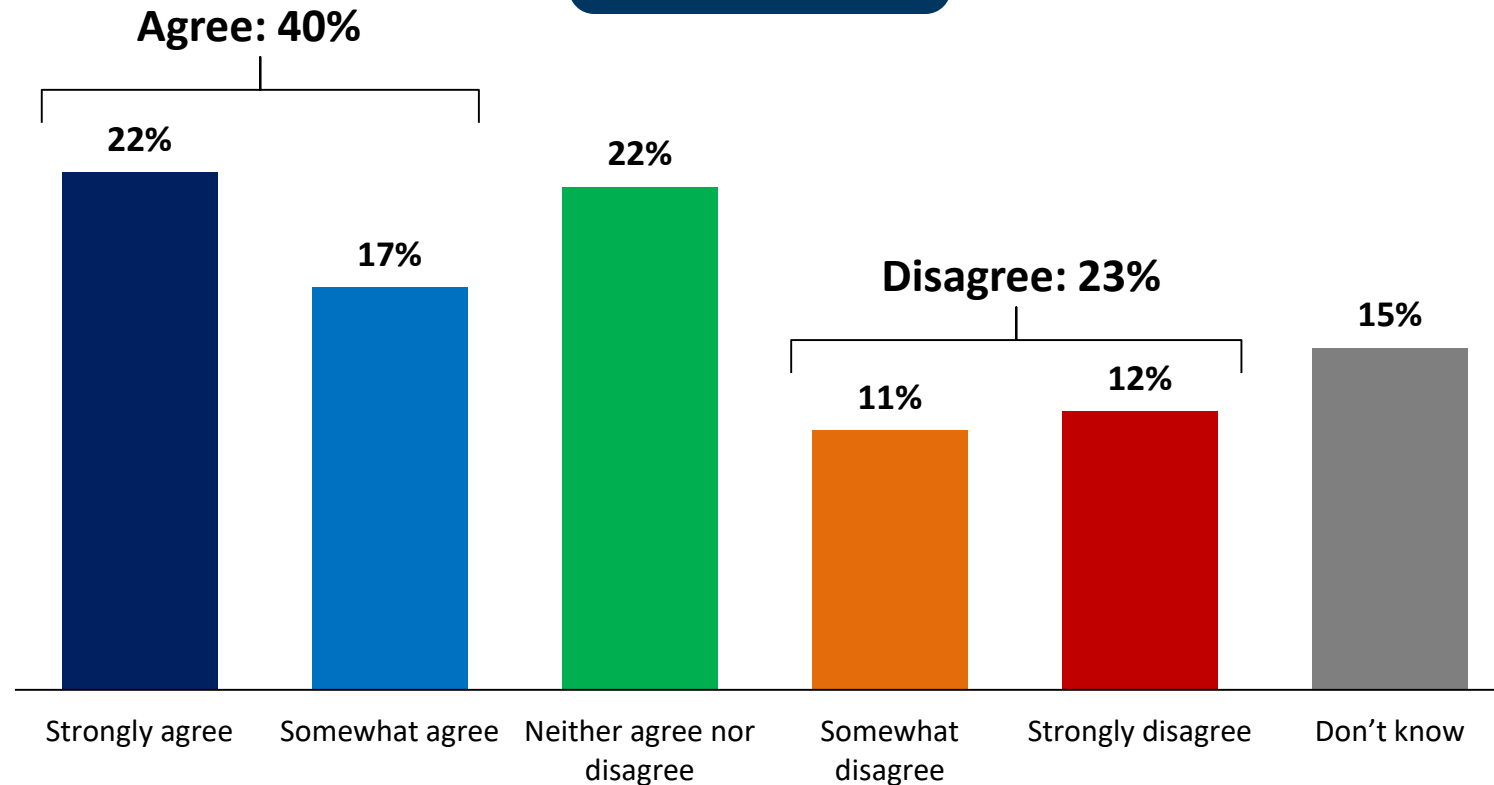


**Note:** Net agreement is [Total agree]-[Total disagree]

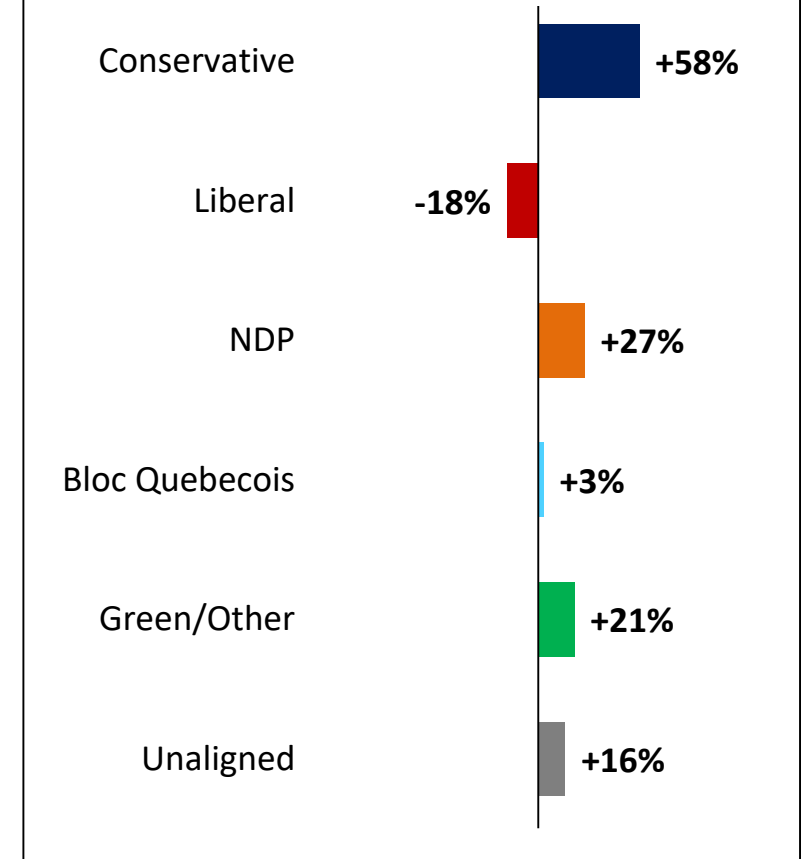
# Agree or disagree: Trudeau's treatment of Wilson-Raybould proves he isn't committed to progressive change

**Q** Do you agree or disagree with the following statements? The way Jody Wilson-Raybould was treated by the Prime Minister proves he isn't really committed to progressive change for women and indigenous Canadians. [asked of all respondents; n=1,500]

**Net Agreement:  
+17%**



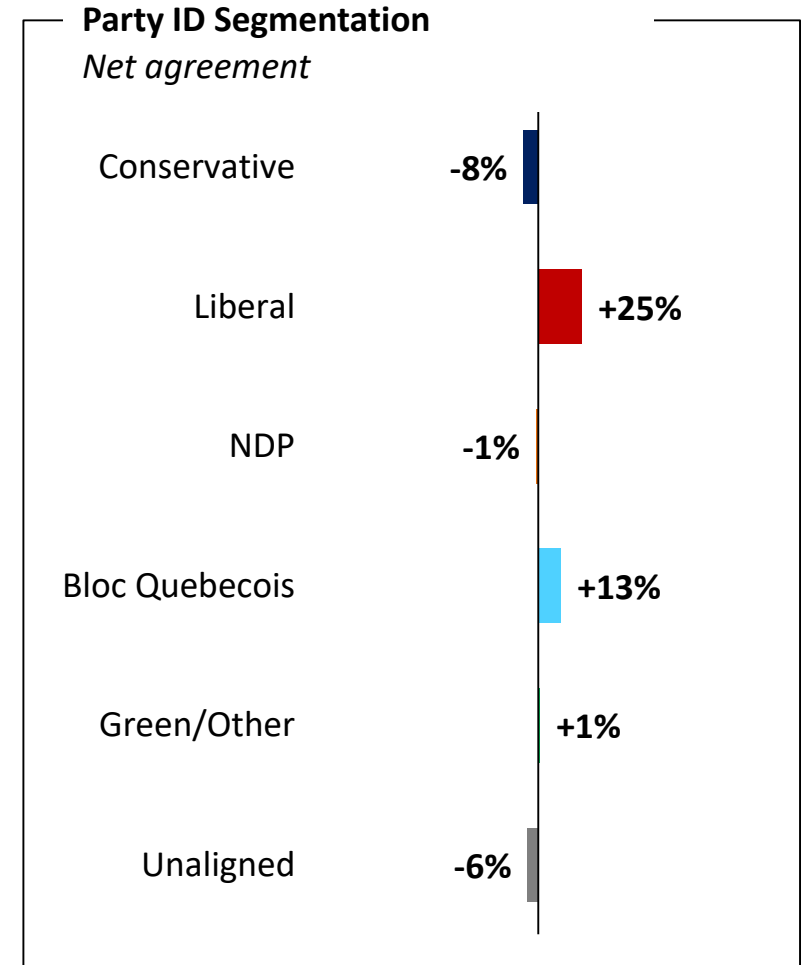
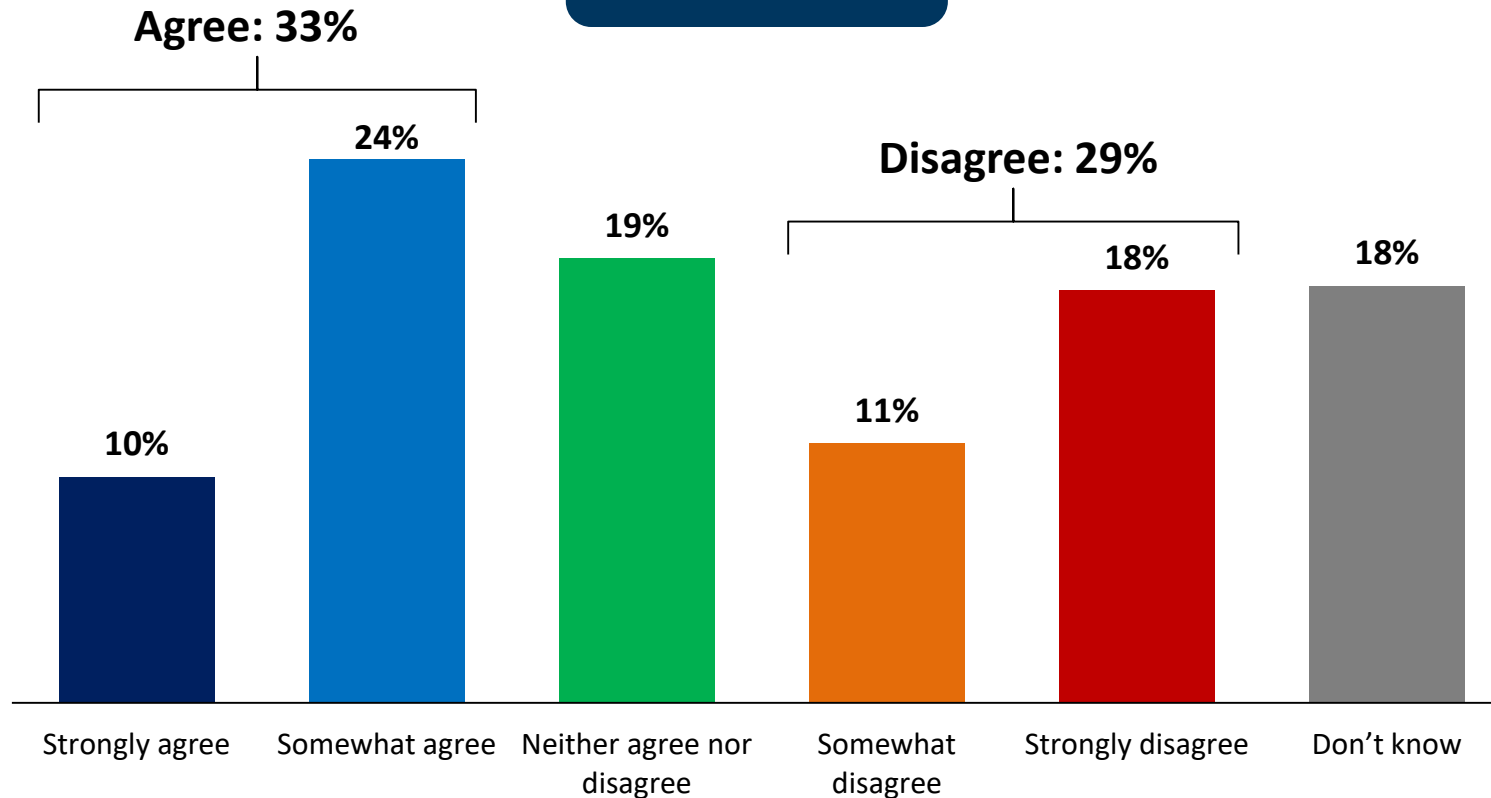
## Party ID Segmentation Net agreement



# Agree or disagree: When companies like SNC-Lavalin pay bribes in Libya, that is just a part of how business is done

**Q** Do you agree or disagree with the following statements? When companies like SNC-Lavalin provide bribes in Libya, that is just a part of how business is done in those areas.  
[asked of all respondents; n=1,500]

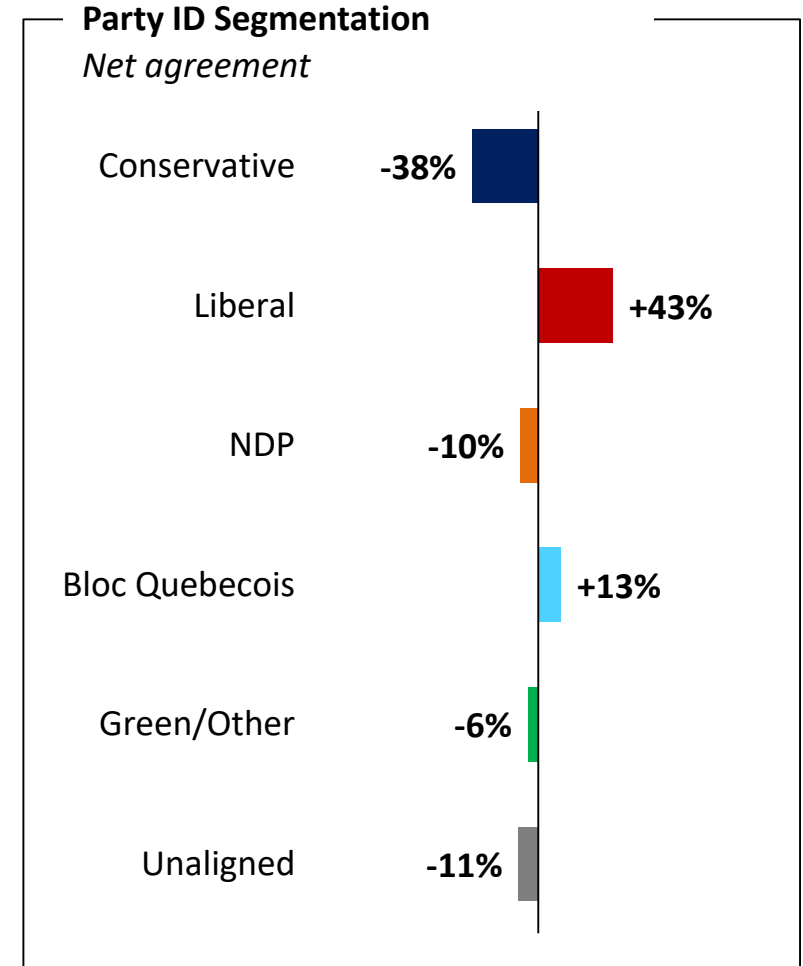
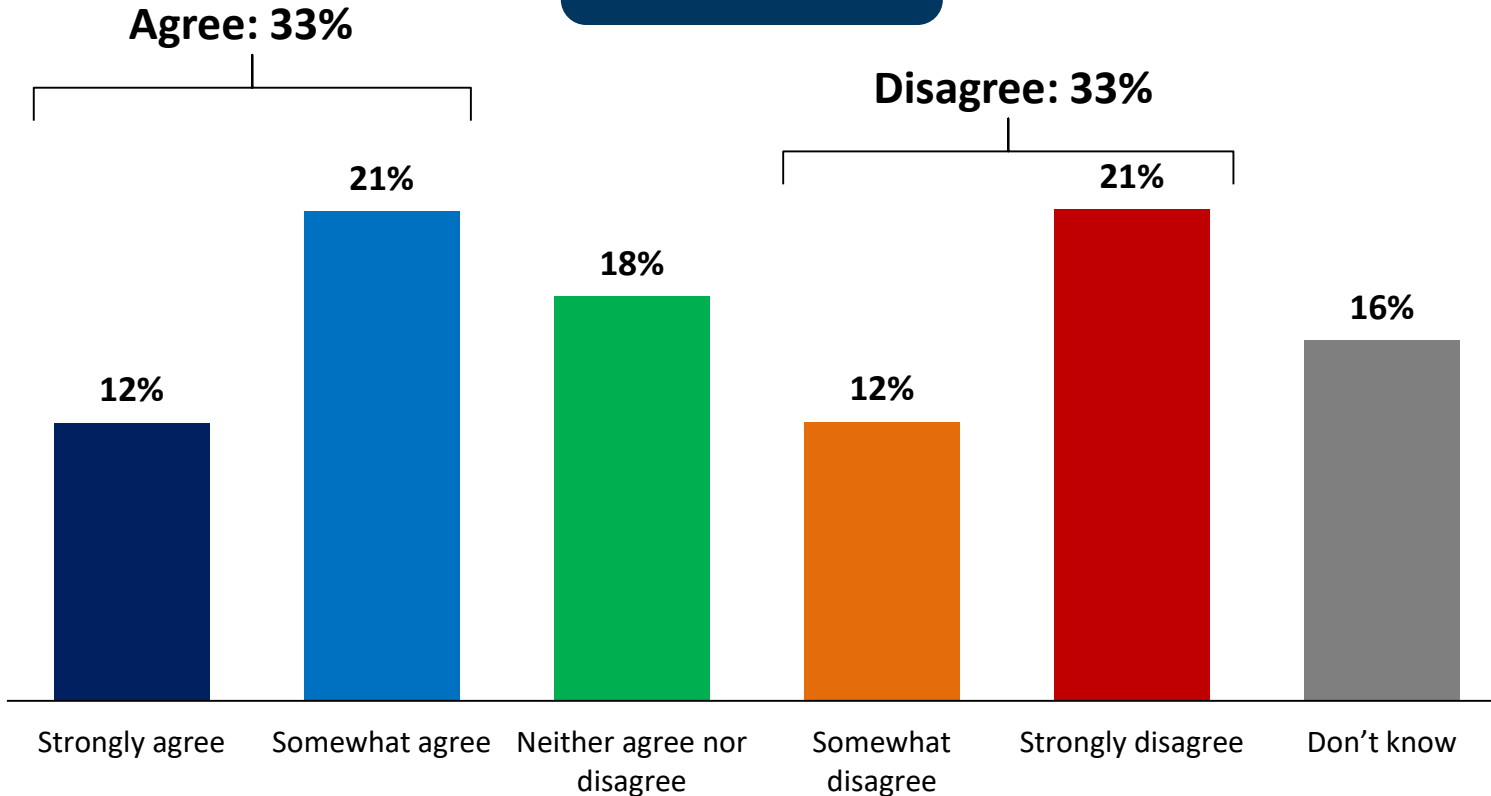
**Net Agreement:  
+4%**



# Agree or disagree: *It is appropriate for the Prime Minister to take actions to protect the average worker at SNC-Lavalin*

**Q** Do you agree or disagree with the following statements? It is perfectly appropriate for the Prime Minister to take action to try to protect the average workers at SNC-Lavalin from the consequences of the actions of others who are no longer at the company.  
 [asked of all respondents; n=1,500]

**Net Agreement:  
0%**



**Note:** Net agreement is [Total agree]-[Total disagree]



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