

Breaking Issues

SNC-Lavalin

Additional Analysis

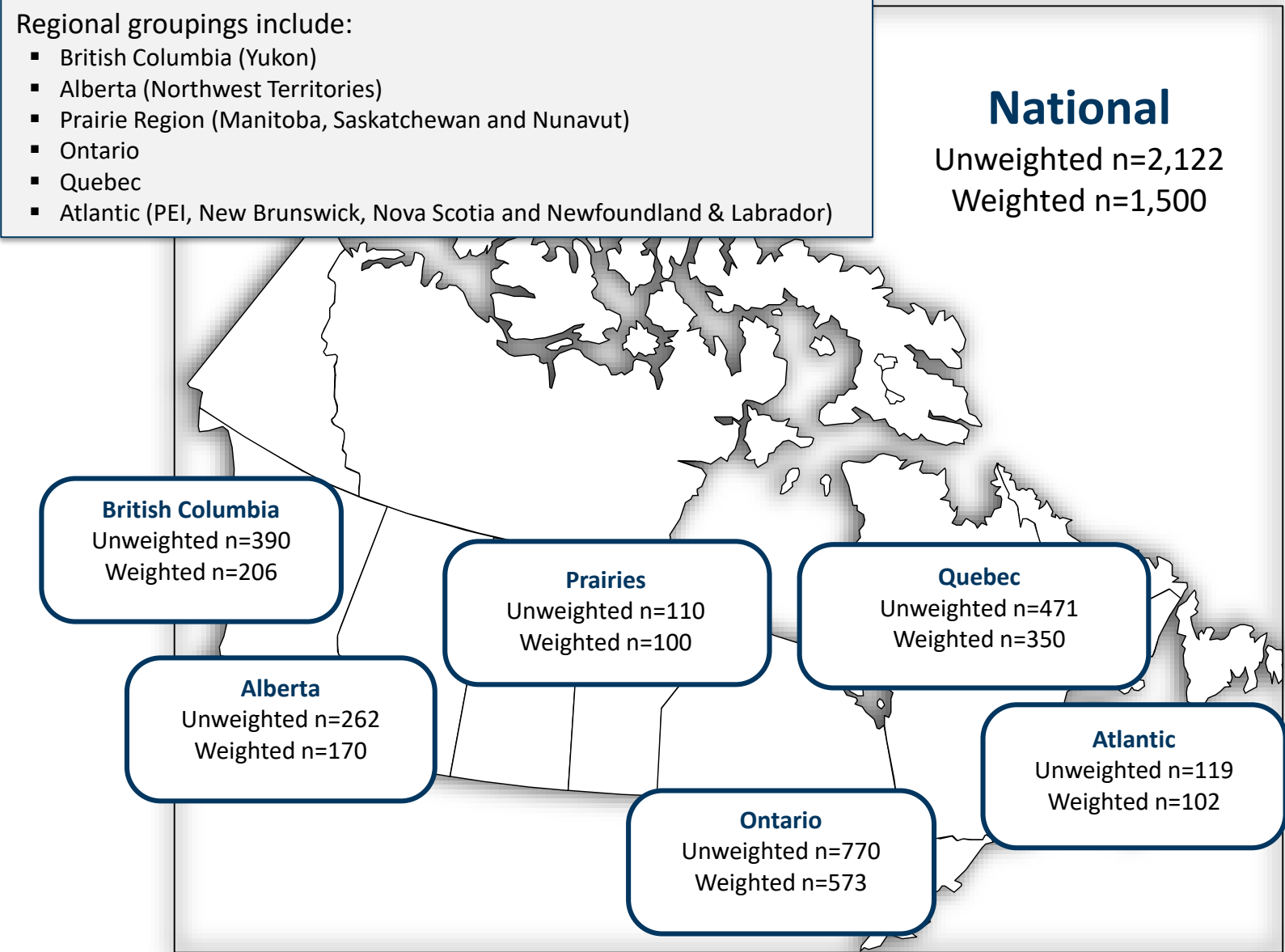


Methodology

- These are the findings of questions taken from an Innovative Research Group (INNOVATIVE) omnibus poll conducted from March 1st to March 4th, 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?



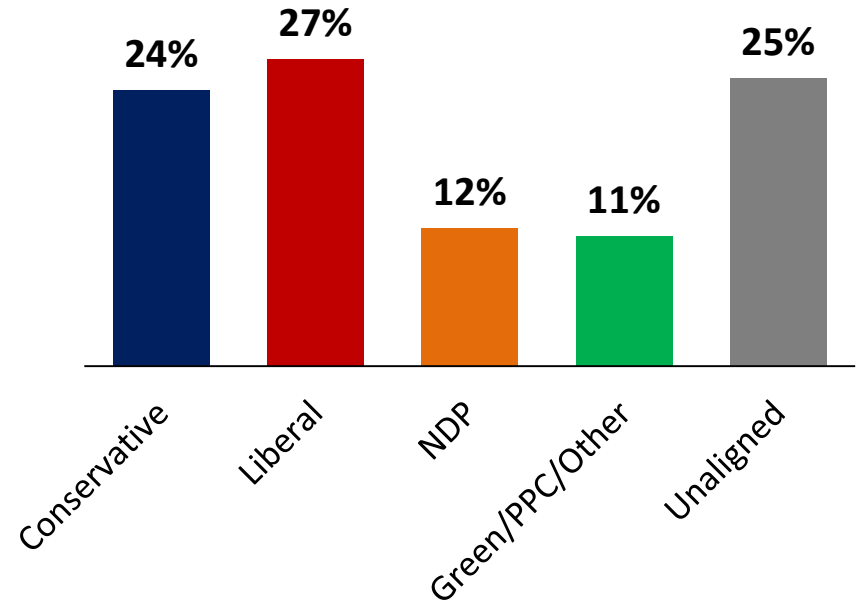
Landscape

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]

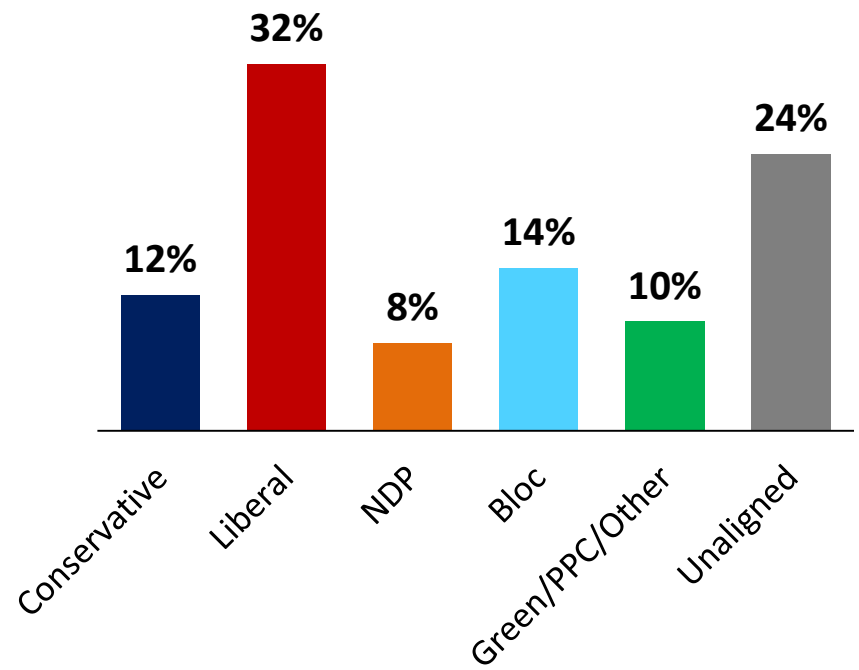
Rest of Canada



n=1,150

Note: n=1,651 unweighted.

Quebec



n=350

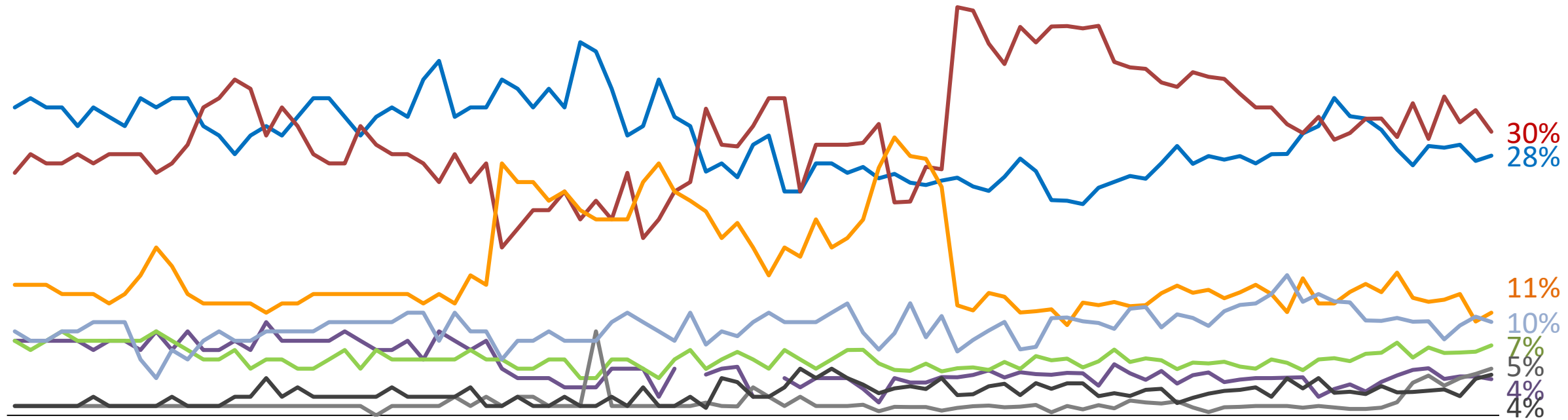
Note: n=471 unweighted.

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]



- The Conservative Party
- The Liberal Party
- The New Democratic Party
- The Bloc Québécois
- The Green Party
- Another party

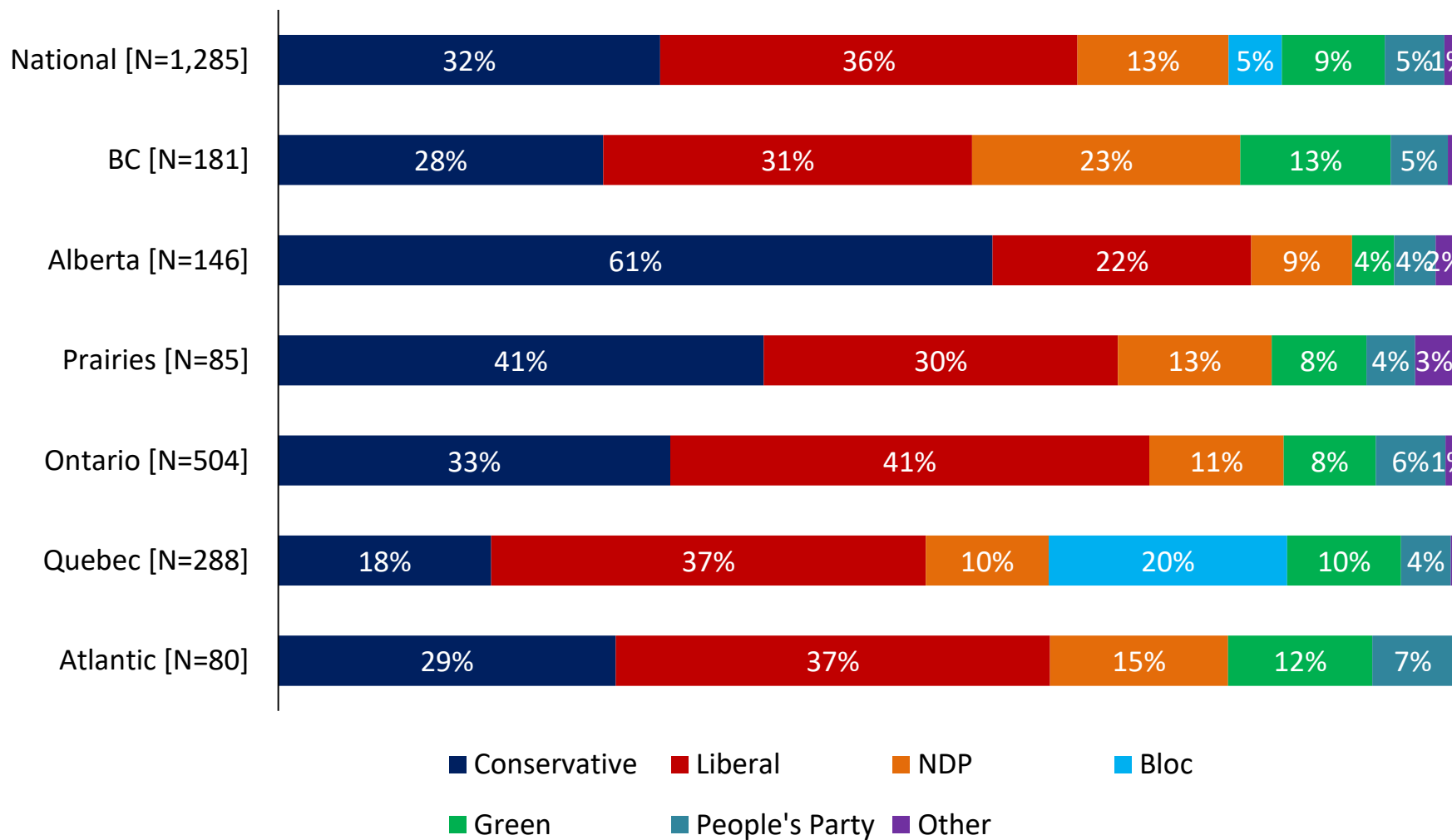


Note: People’s Party of Canada has been added since September 2018, included in ‘Another party’.

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]

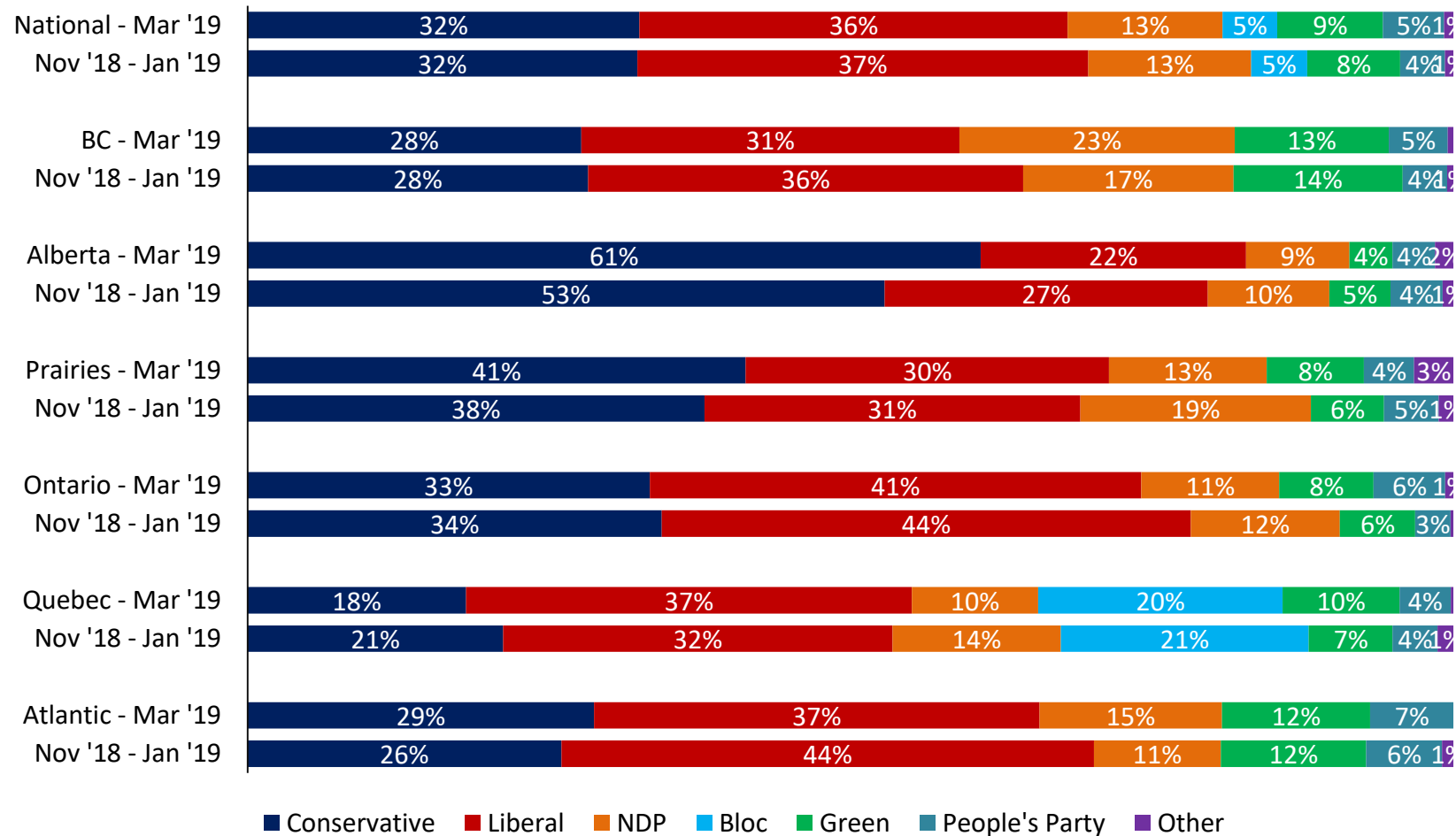


Decided Federal Vote by Region Tracking: Vote and lean in each region of Canada among only decided voters



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]

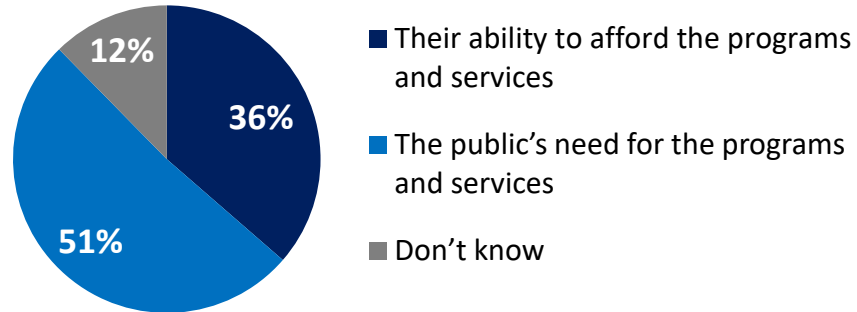
We compare this month's decided vote with a 3-month average from November 2018 to January 2019.



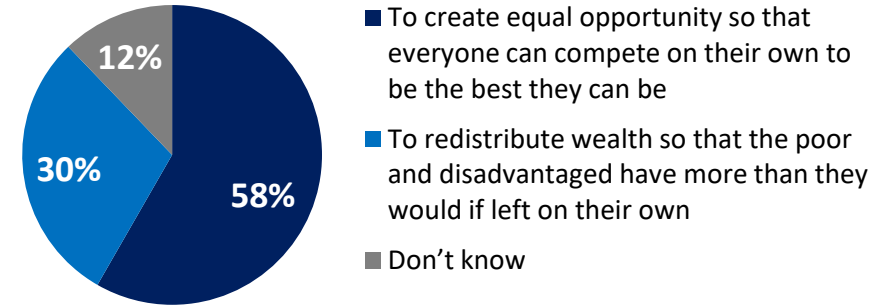
Value Clusters

Segmentation Attitudes: 58% of respondents believe that the role of government is to create equal opportunity, while only 30% believe it is to redistribute wealth to the poor

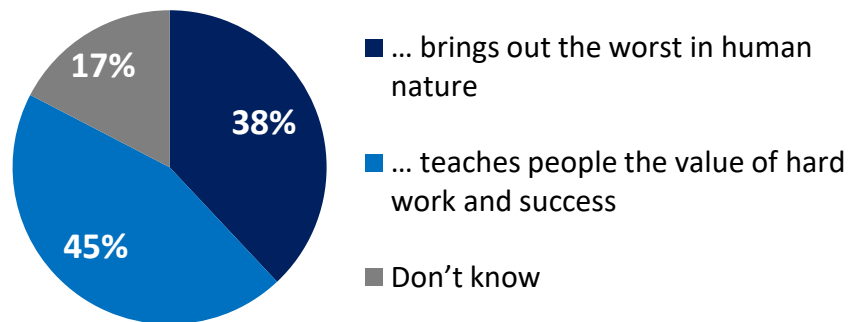
Q When governments make major decisions concerning spending on programs and services, do you think they should be based on ...?



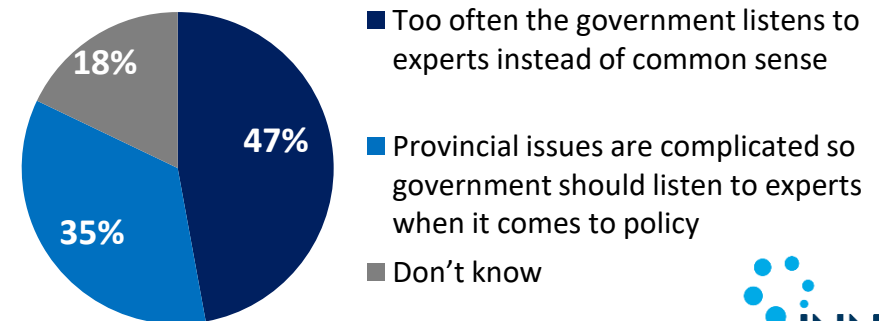
Q Is the main role of government ...?



Q Which of the following statements best describes your personal point of view? The profit system ...

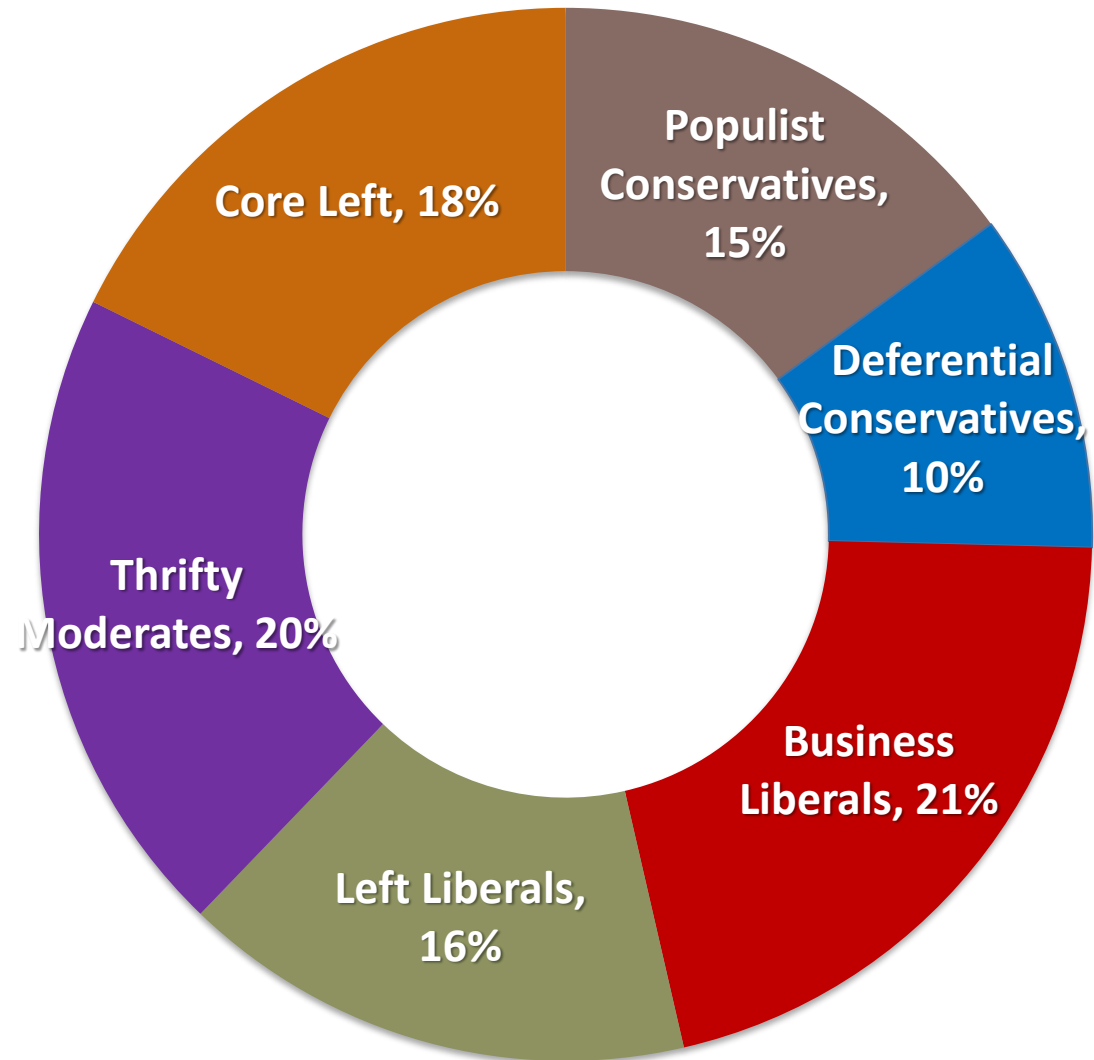


Q When it comes to government decision making, which of the following statements is closest to your view?



Gap Segmentation: One-in-five respondents are “Thrifty Moderates” (20%) or “Business Liberals”; only 10% are “Deferential Conservatives”

These 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.



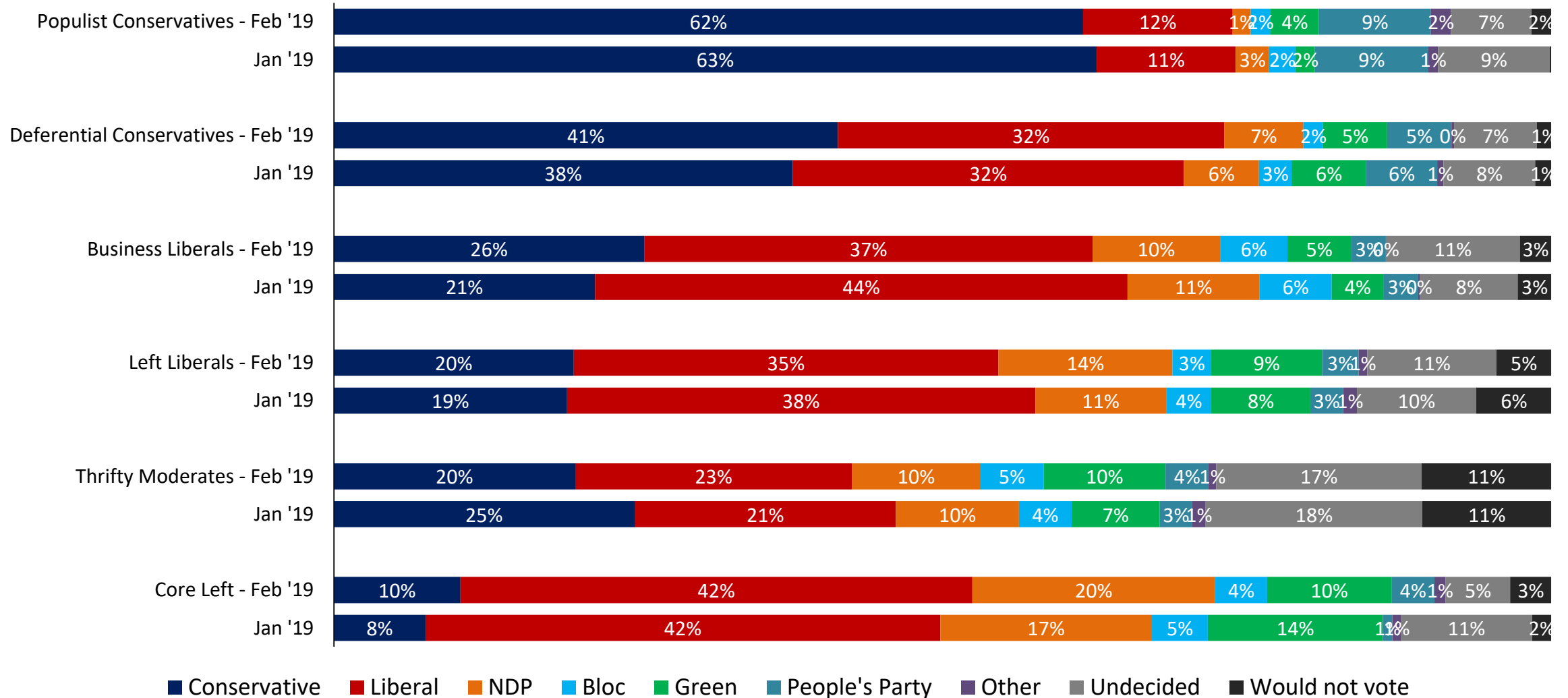
Defining Value Clusters: *The value clusters are defined by this combination of different values*

		Populist Conservatives	Deferential Conservatives	Business Liberals	Left Liberals	Thrifty Moderates	Core Left
Is the main role of government to ...?	Create equal opportunity	98%	77%	69%	96%	30%	0%
	Redistribute wealth	0%	17%	22%	0%	31%	95%
The profit system ...	Brings out worst in human nature	0%	0%	0%	80%	51%	85%
	Teaches value of hard work and success	93%	93%	92%	0%	9%	0%
When gov'ts make decisions on spending on programs, do you think they should base their decisions on...	Ability to afford	91%	91%	0%	0%	66%	0%
	Public need	0%	0%	95%	92%	0%	94%
When it comes to government decision making...	Listen to experts	0%	86%	46%	27%	20%	46%
	Rely on common sense	100%	0%	40%	57%	39%	39%

Vote by Value Cluster: In the past month, the Liberals have dropped 7 points among “Business Liberals”

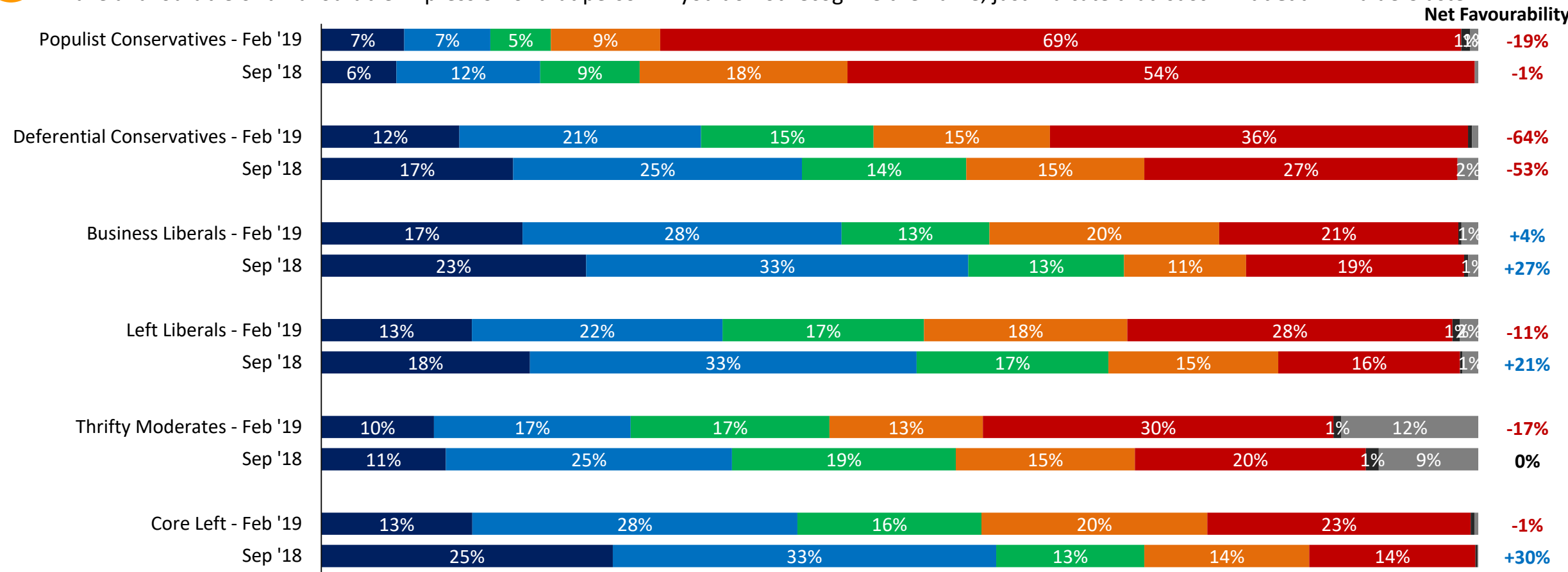


Combined Vote BY Value Cluster



Trudeau's Favourability by Value: Trudeau's net favourability is down over 30 points among the "Core Left"; only "Business Liberals" have a positive view of Trudeau now

Q 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. **Justin Trudeau** BY Value Cluster



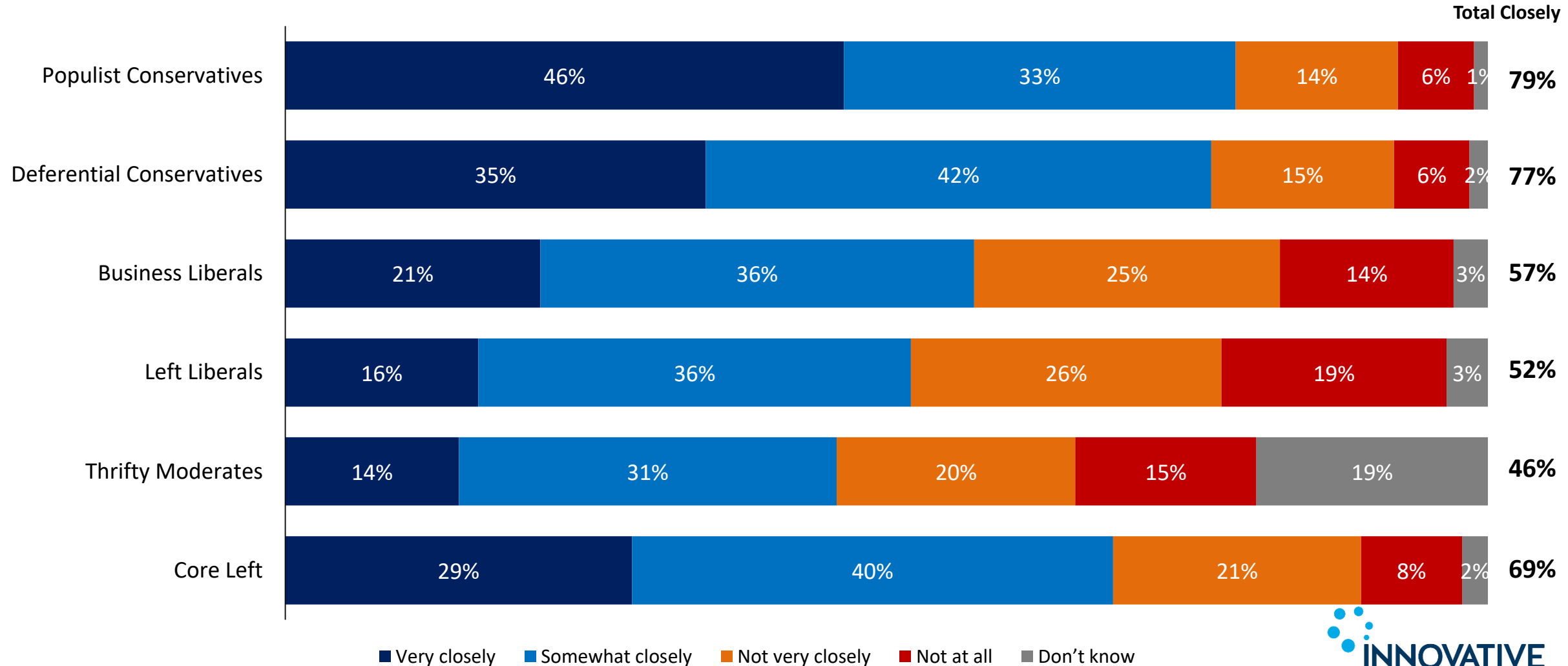
■ Very favourable
 ■ Somewhat favourable
 ■ Neutral/Neither favourable nor unfavourable
■ Somewhat unfavourable
 ■ Very unfavourable
 ■ Do not recognize
■ Don't Know



Awareness by Value: Conservatives groups and the core left are the most likely groups to say they are following the issue closely

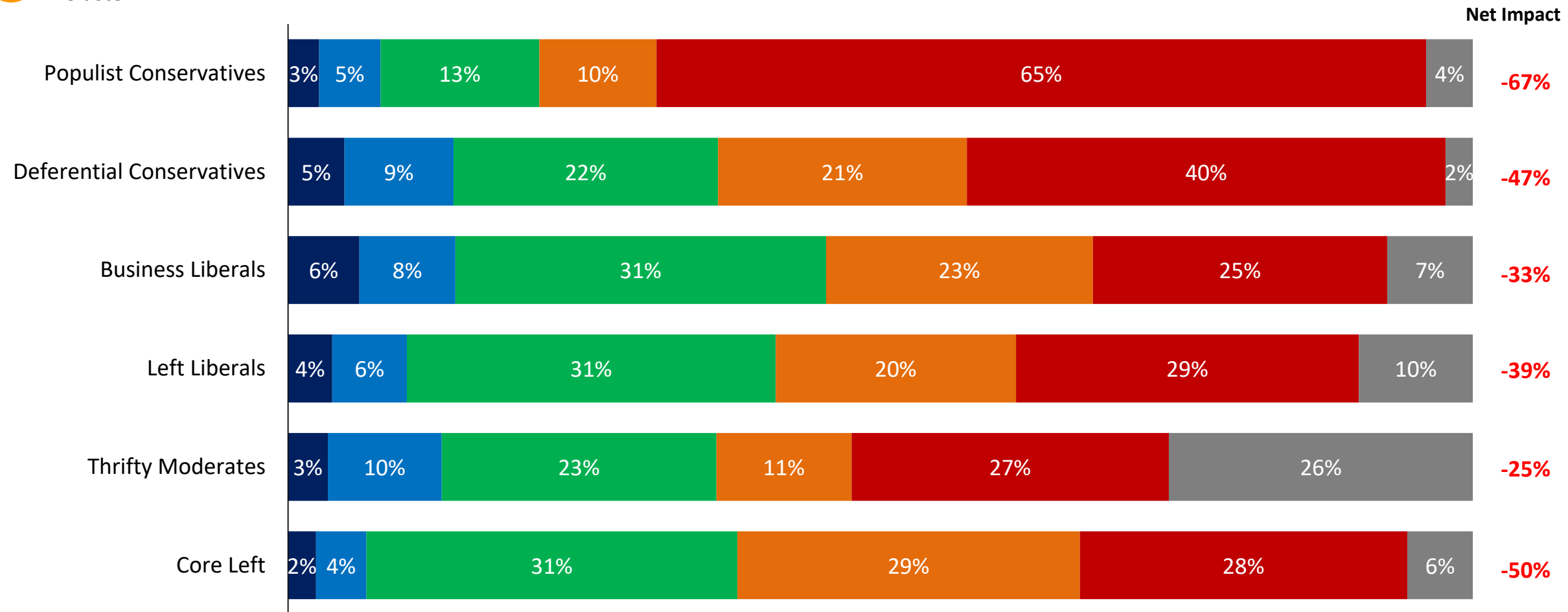


How closely have you been following the news about attempted bribery and fraud by SNC-Lavalin and allegations that the Prime Minister's Office pressured the Attorney General Jody Wilson-Raybould to negotiate remediation without going to court? BY Value Cluster



Impact by Value: At least 1-in-4 members of each value group say what they have heard has left them feeling much less favourable about the Liberals and Justin Trudeau

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? BY Value Cluster



■ Much more favourable
 ■ Somewhat more favourable
 ■ Neither more nor less favourable
■ Somewhat less favourable
 ■ Much less favourable
 ■ Don't know

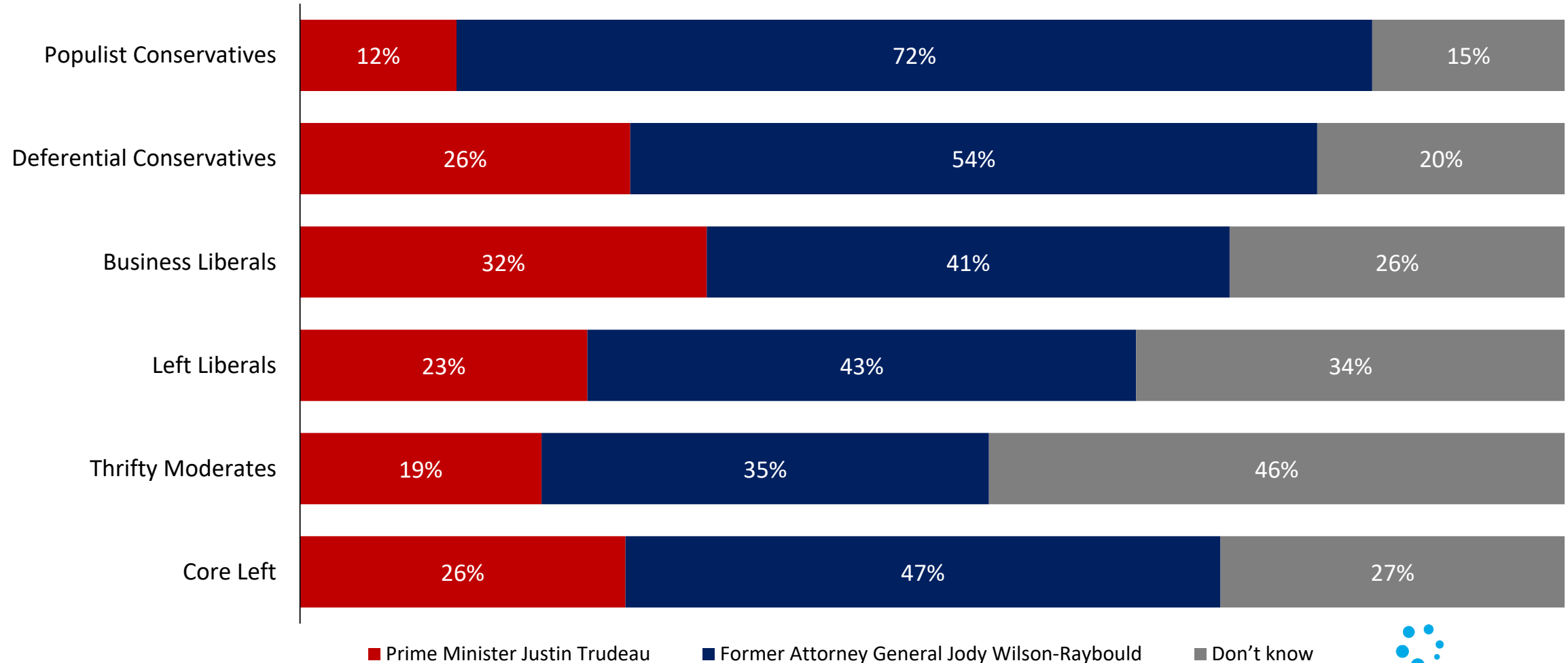


Belief by Value: While all groups are more likely to believe Wilson-Raybould than Trudeau,

Business Liberals are the most likely to believe the Prime Minister at 32%



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? BY Value Cluster



■ Prime Minister Justin Trudeau

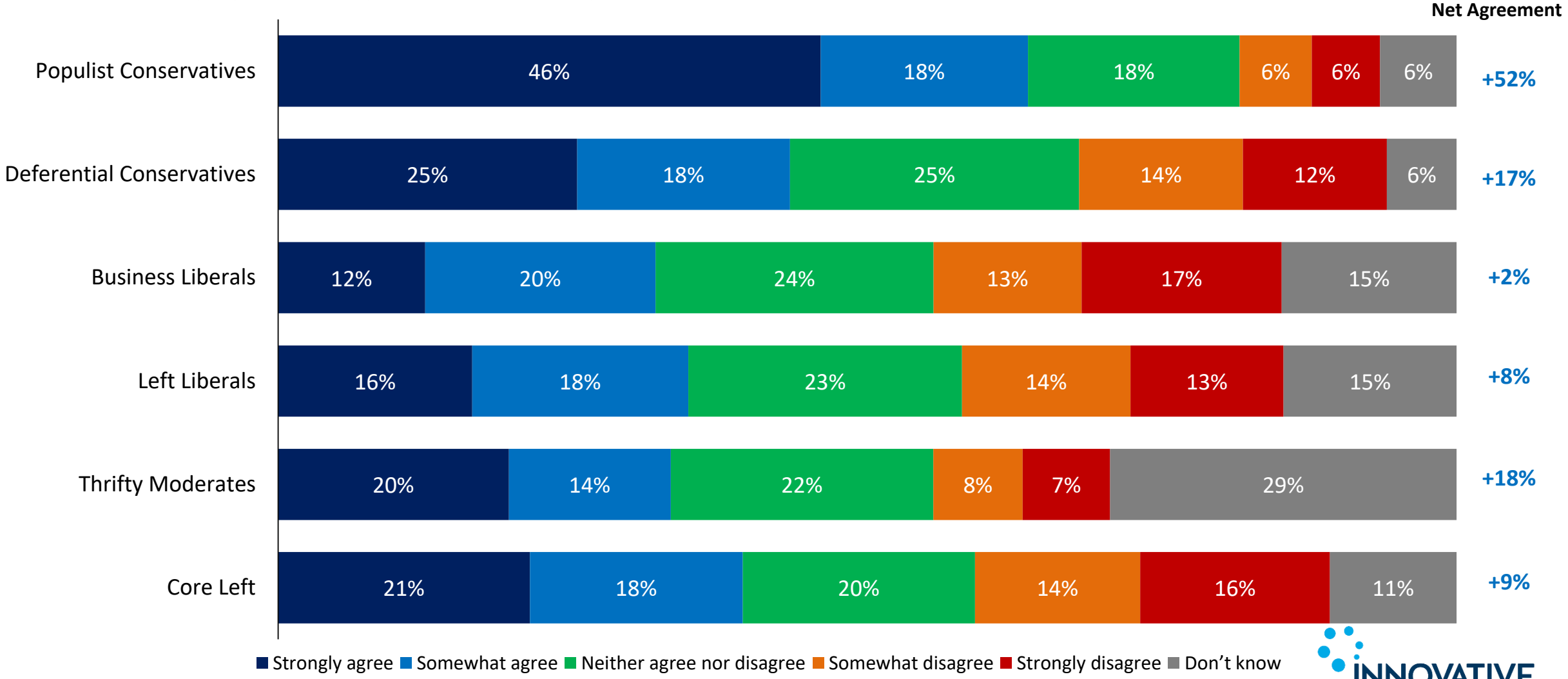
■ Former Attorney General Jody Wilson-Raybould

■ Don't know

Progressive change by Value: Populist Conservatives are by far the most likely group to say that, based on the treatment of Wilson-Raybould, Trudeau isn't committed to progressive change



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.** BY Value Cluster



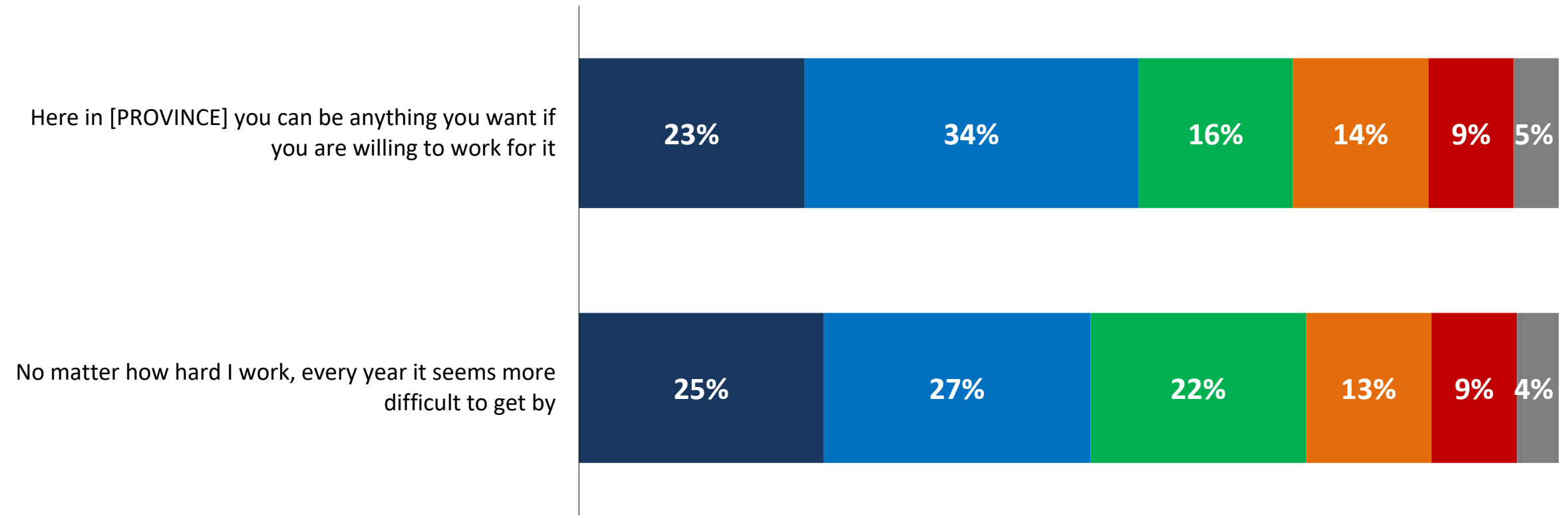
■ Strongly agree ■ Somewhat agree ■ Neither agree nor disagree ■ Somewhat disagree ■ Strongly disagree ■ Don't know



Economic Gap Segmentation

Segmentation Attitudes: More than half (52%) agree that no matter how hard they work, it gets harder to get by every year

Q Now turning to a different subject... Do you agree or disagree with the following statements?
[asked of all respondents; n=1,500]

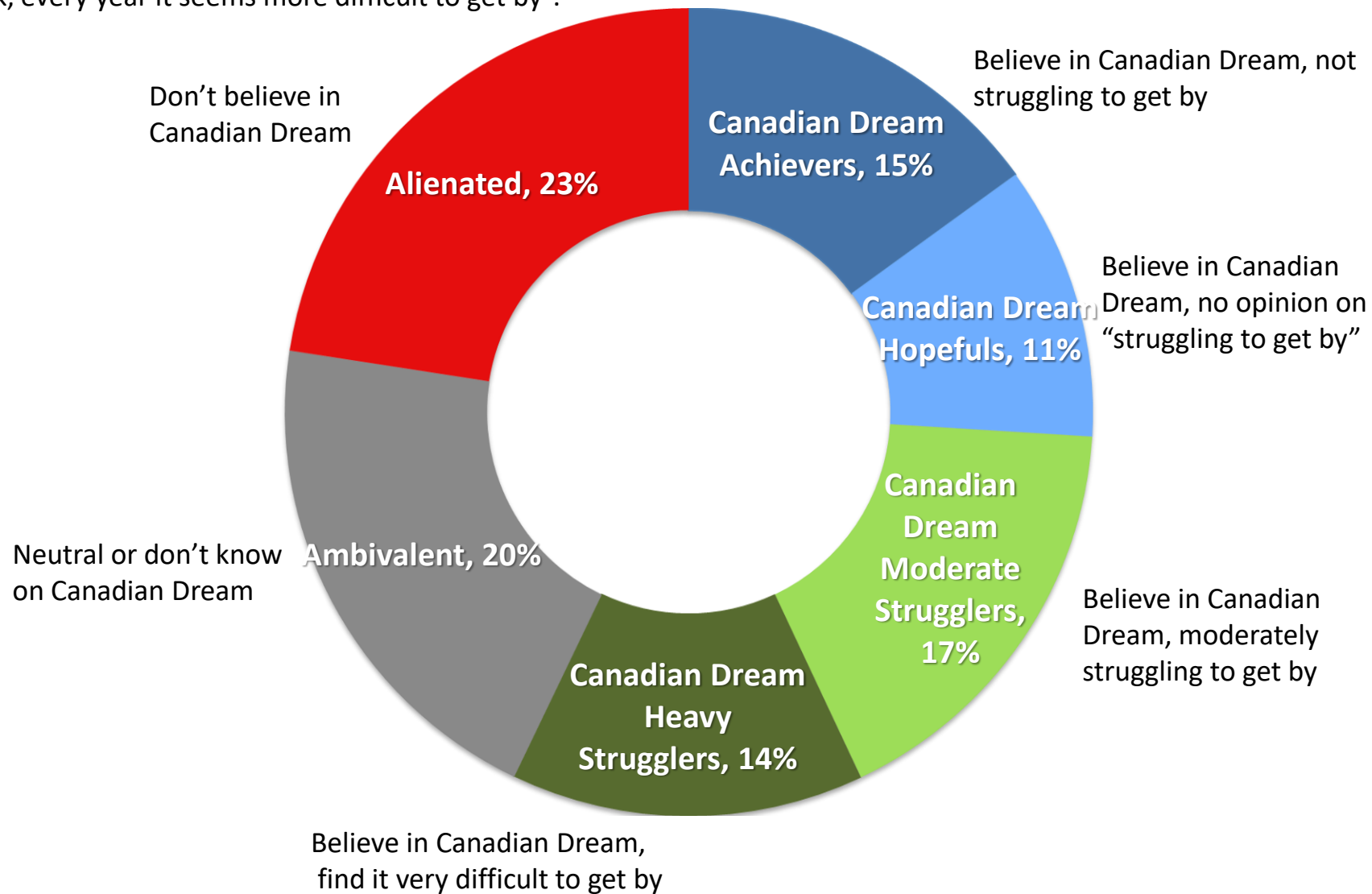


■ Strongly agree ■ Somewhat agree ■ Neither agree nor disagree ■ Somewhat disagree ■ Strongly disagree ■ Don't know

Economic Gap Segmentation: Almost 1-in-4 (23%) respondents are Alienated and do not believe in the Canadian Dream



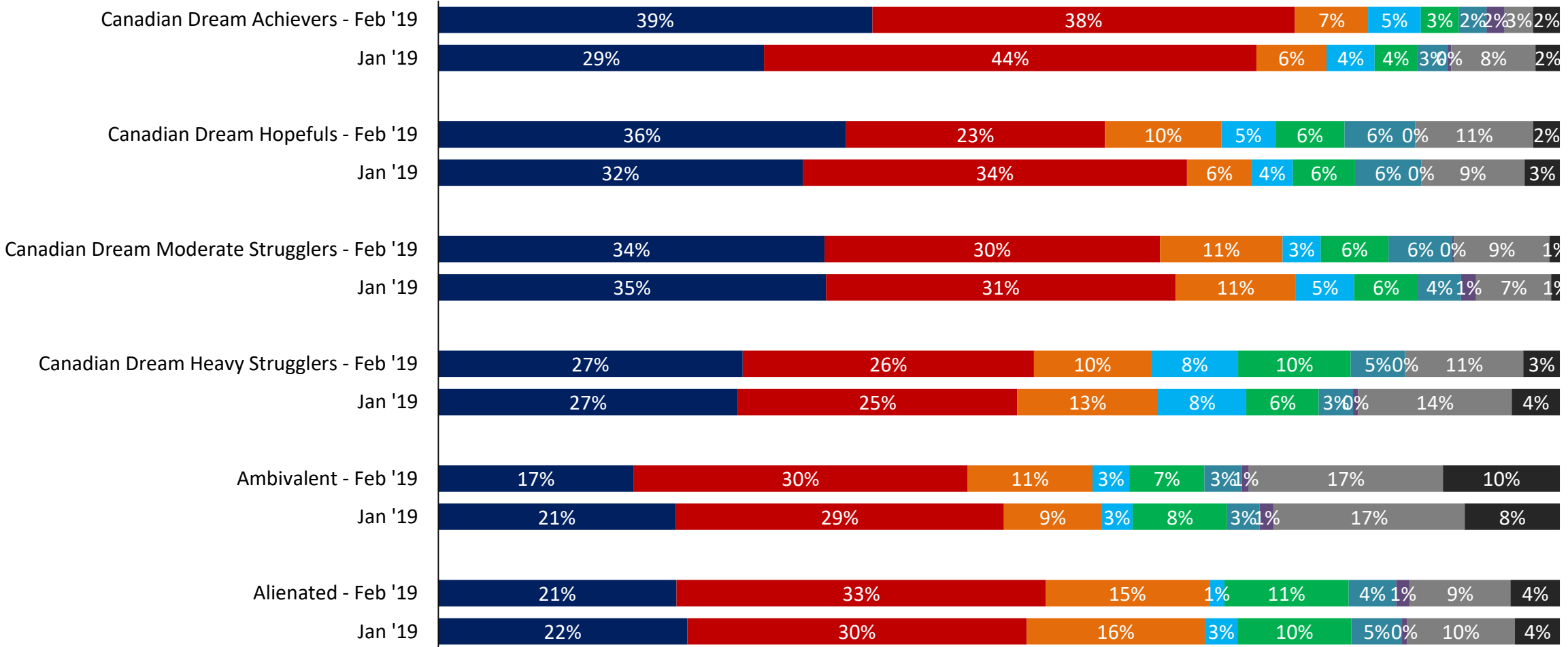
Gap segmentation: Agree with “Here in [PROVINCE] you can be anything you want if you are willing to work for it” BY Agree with “No matter how hard I work, every year it seems more difficult to get by”.



Vote by Gap Segment: The Liberals are down by 6 points among Canadian Dream Achievers and 11 points among Canadian Dream Hopefuls



Combined Vote BY Gap Segmentation

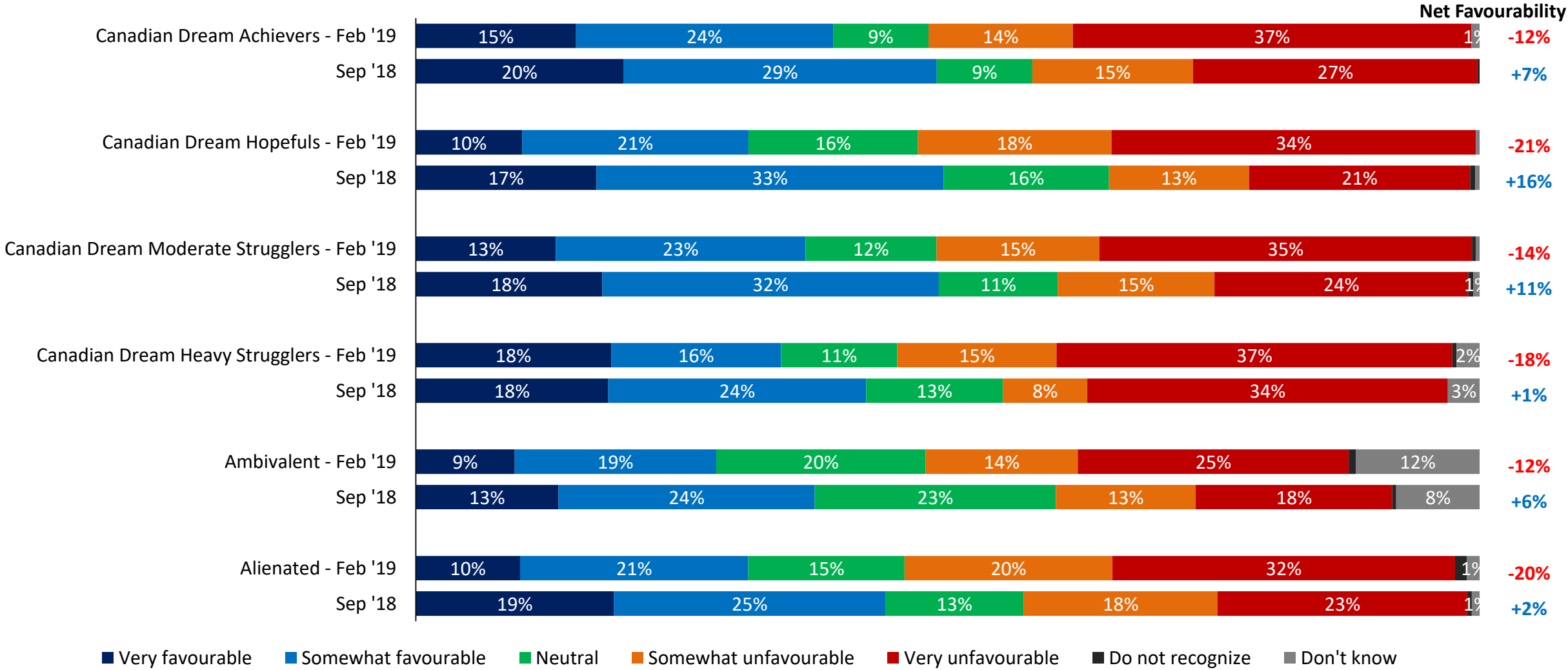


- Conservative
- Liberal
- NDP
- Bloc
- Green
- People's Party
- Other
- Undecided
- Would not vote

Trudeau's Favourability by Gap Segment: Net impressions of Trudeau drop from positive in every segment in September 2018 to negative in February 2019



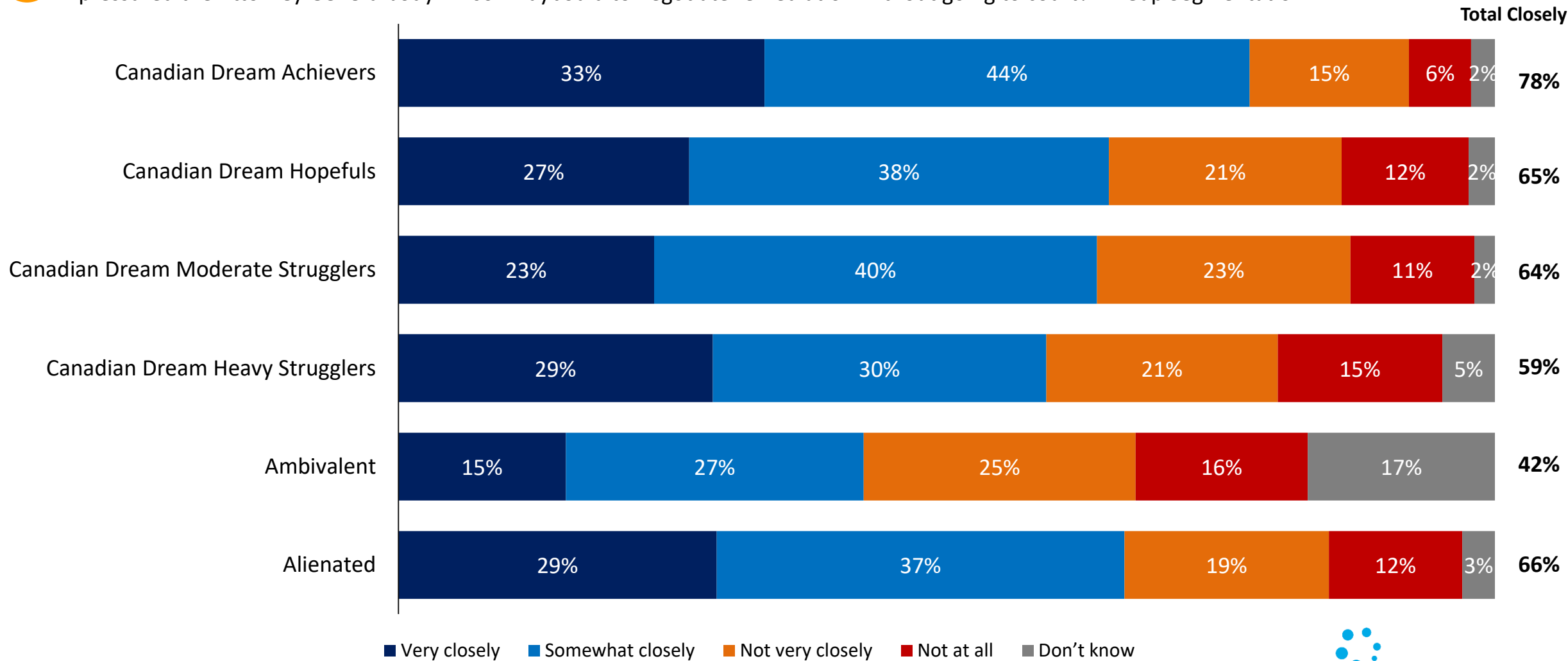
Now we are going to provide you with several names of public figures. Please indicate whether you have heard of that person and, if so, whether you have a favourable or unfavourable impression of that person. If you do not recognize the name, just indicate that. **Justin Trudeau** BY Gap Segmentation



Awareness by Gap Segment: Canadian Dream Achievers are the most likely to be following the issue closely (78%) while the Ambivalent group are the least likely (42%)

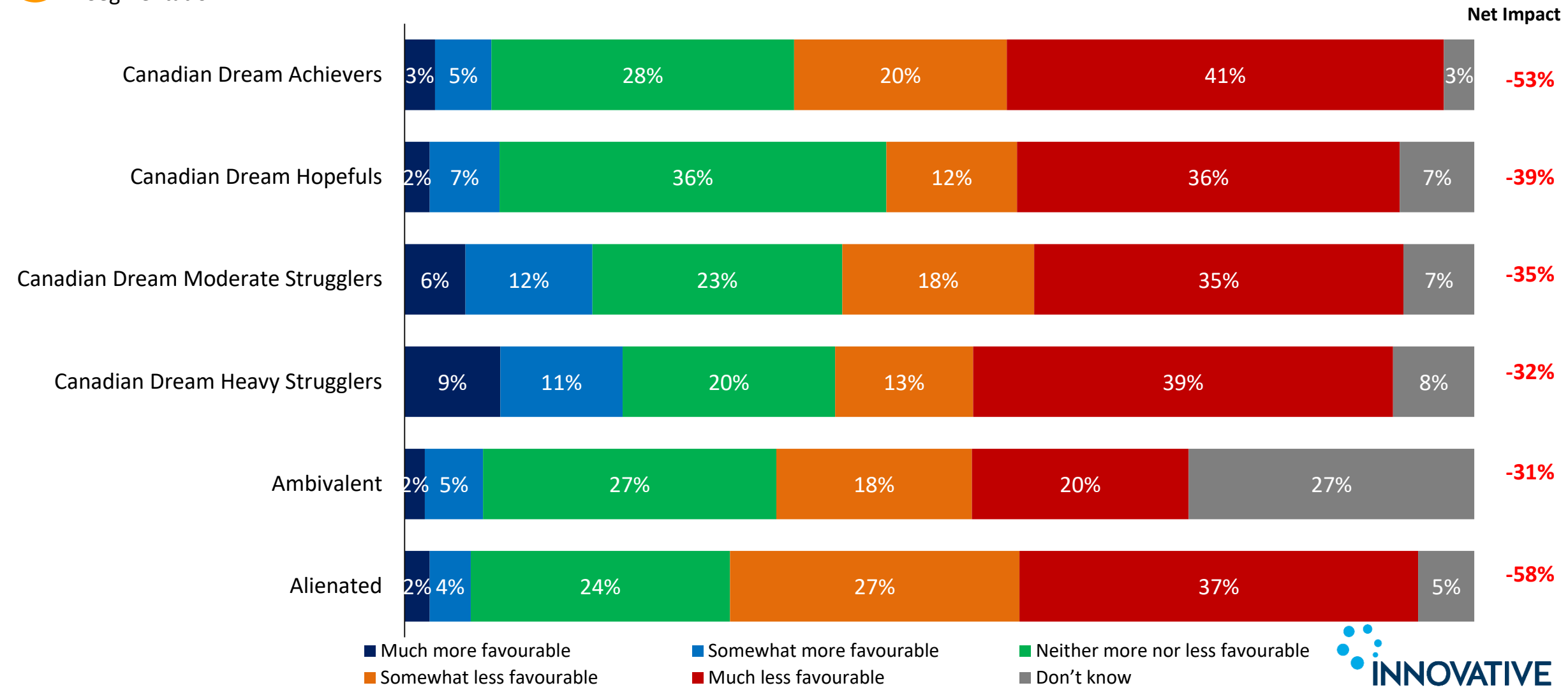


How closely have you been following the news about attempted bribery and fraud by SNC-Lavalin and allegations that the Prime Minister's Office pressured the Attorney General Jody Wilson-Raybould to negotiate remediation without going to court? BY Gap Segmentation



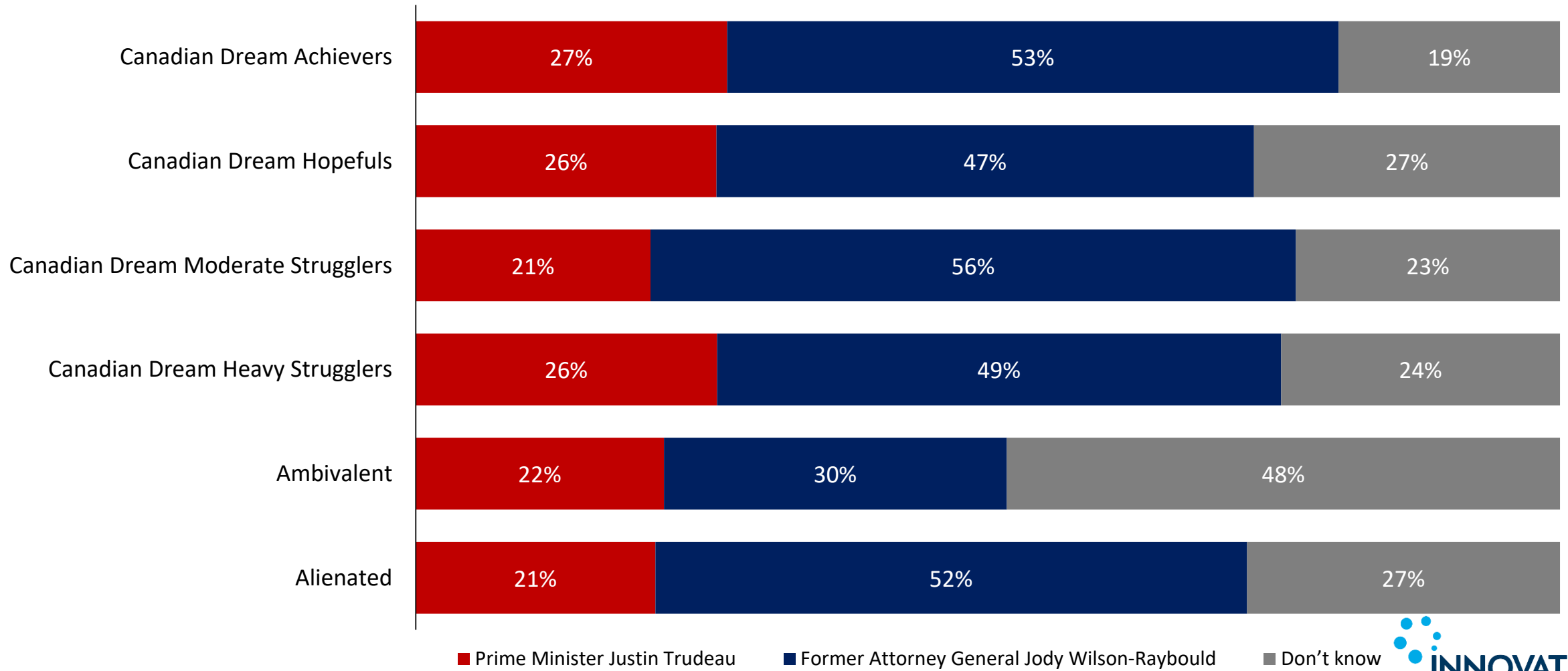
Impact by Gap Segment: Over a third of all groups – except for Ambivalent – say they feel *much less favourable* towards Justin Trudeau and the Liberals after what they heard of this issue

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? BY Gap Segmentation



Belief by Gap Segment: Canadian Dream Moderate Strugglers are most likely to say they believe Wilson-Raybould (56%) over Trudeau (21%) than all the other groups

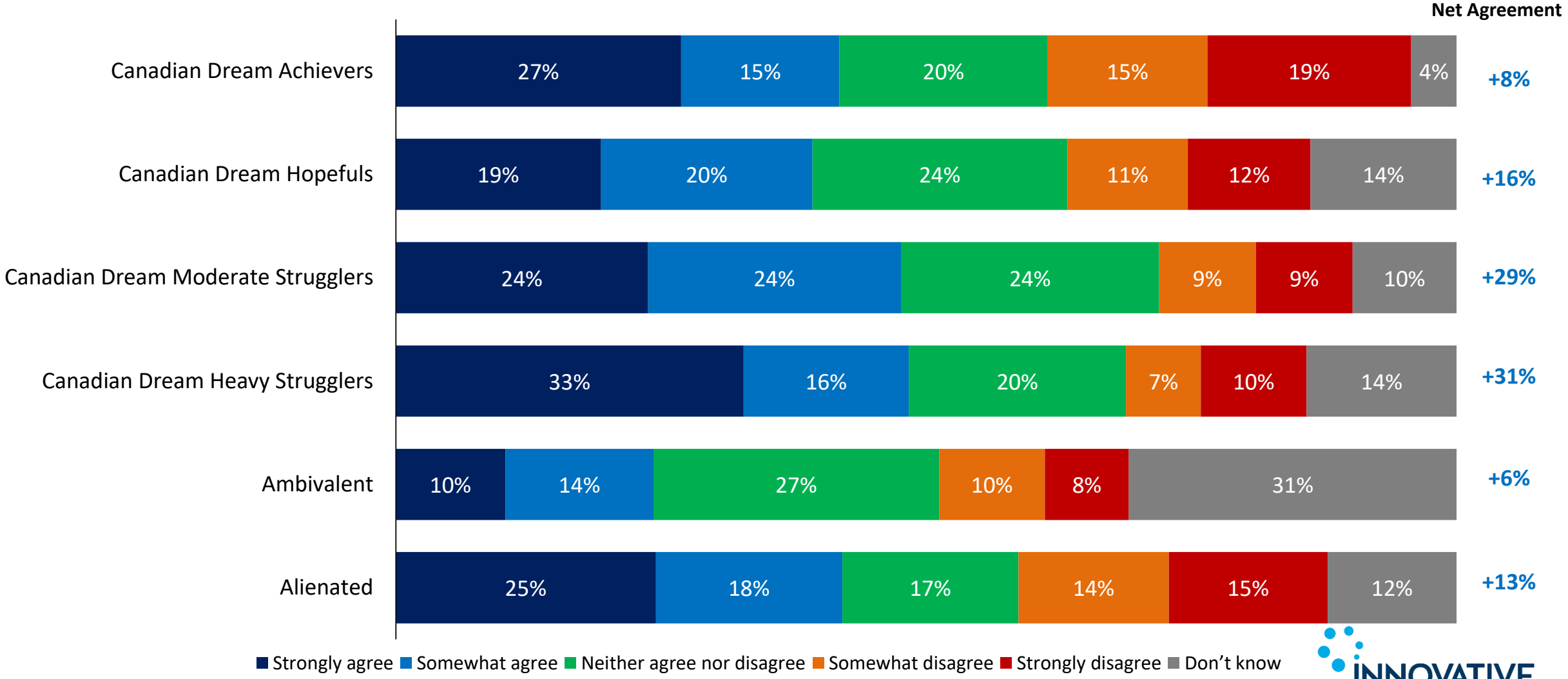
Q Jody Wilson-Raybould says that the Prime Minister and senior officials in government inappropriately tried to politicise her decisions as attorney general. The Prime Minister says that he and senior officials were simply ensuring that the attorney general considered critical issues like the potential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



Progressive Change by Gap Segment: All segments on net agree Trudeau is not committed to progressive change; strongest among heavy and moderate strugglers



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.** BY Gap Segmentation



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



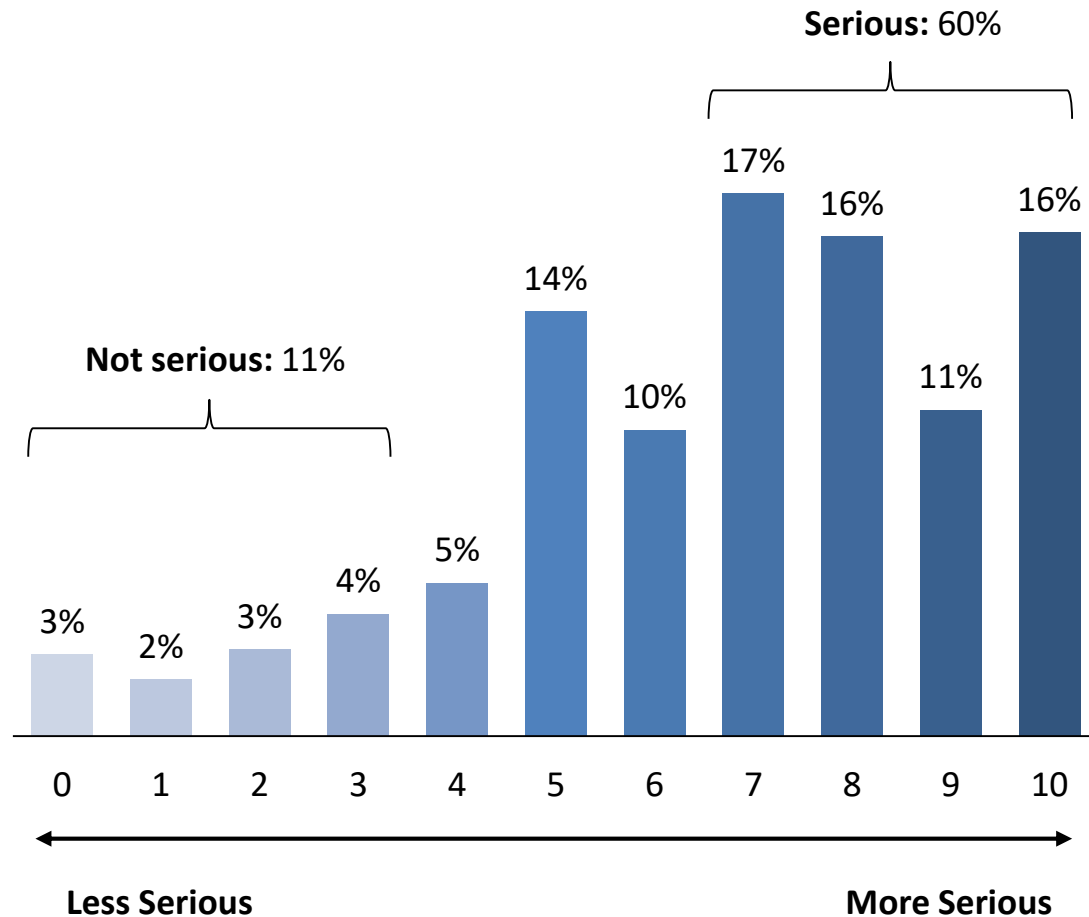
Discrimination

Vote by Segment: 60% of respondents say that discrimination was a serious issue in Canada's past, while 44% say it is a serious issue today



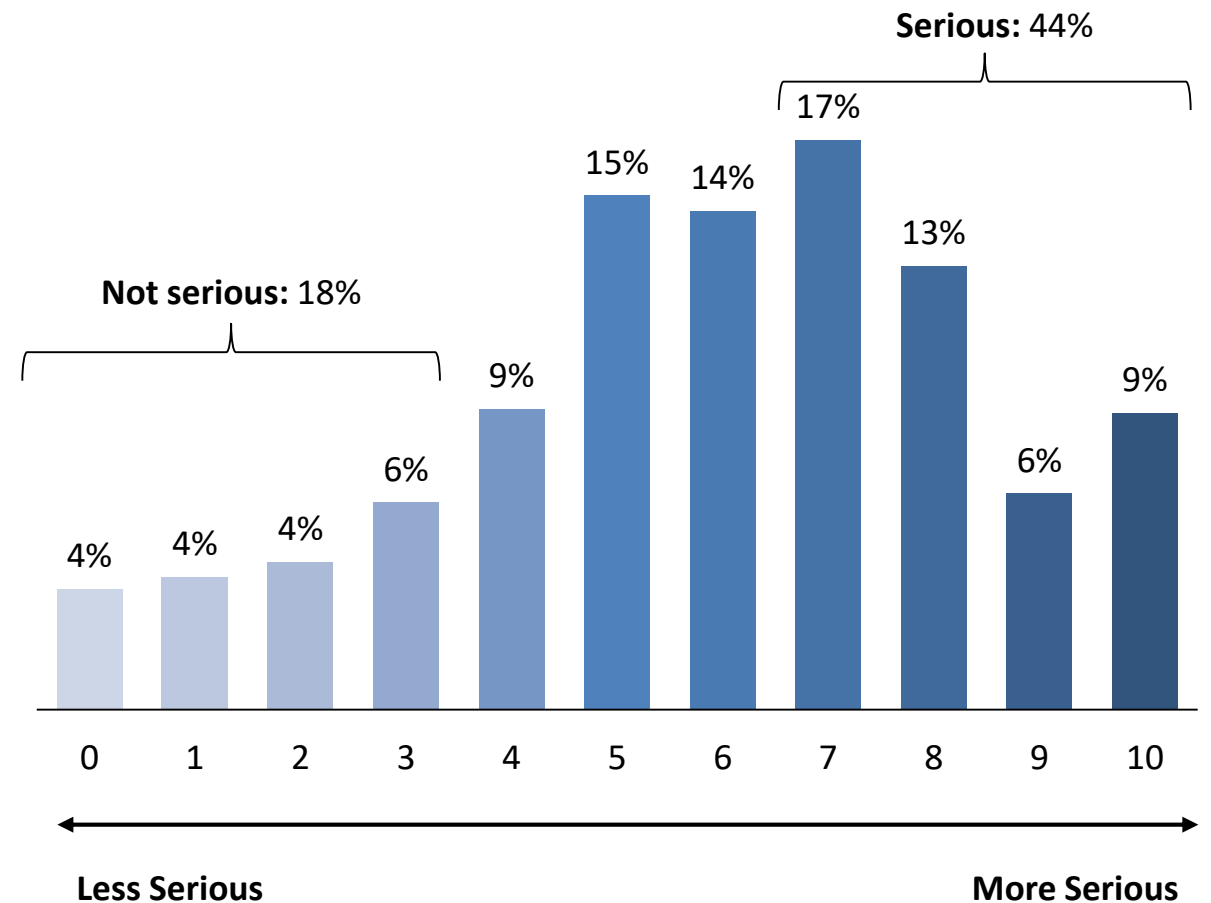
In your view, using a scale of 0 to 10 where 10 is extremely serious and 0 is not serious at all, how serious a problem do you feel discrimination has been in Canada's past?

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



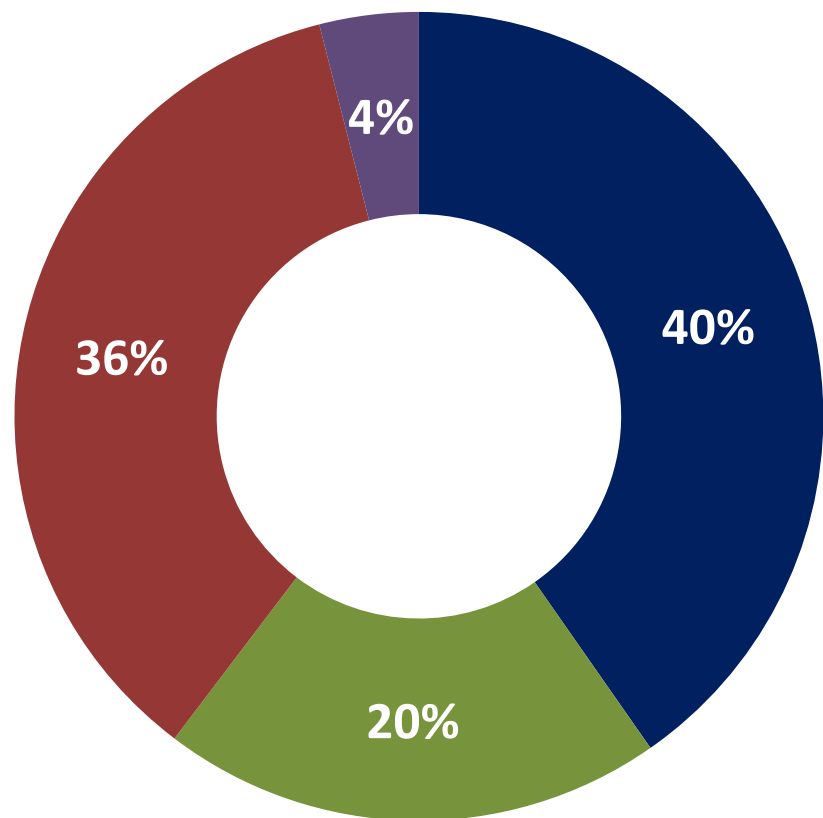
In your view, using a scale of 0 to 10 where 10 is extremely serious and 0 is not serious at all, how serious a problem do you feel discrimination is in Canada today?

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



Importance of Discrimination: One-in-four respondents (40%) think that discrimination was a serious issue in the past and remains a serious issue today

Respondents were grouped together based on their views of how serious an issue discrimination has been historically and how serious an issue they believe it is today in Canada. Respondents who rate the seriousness of discrimination as at least 7 out of 10 are treated as calling it a serious issue.

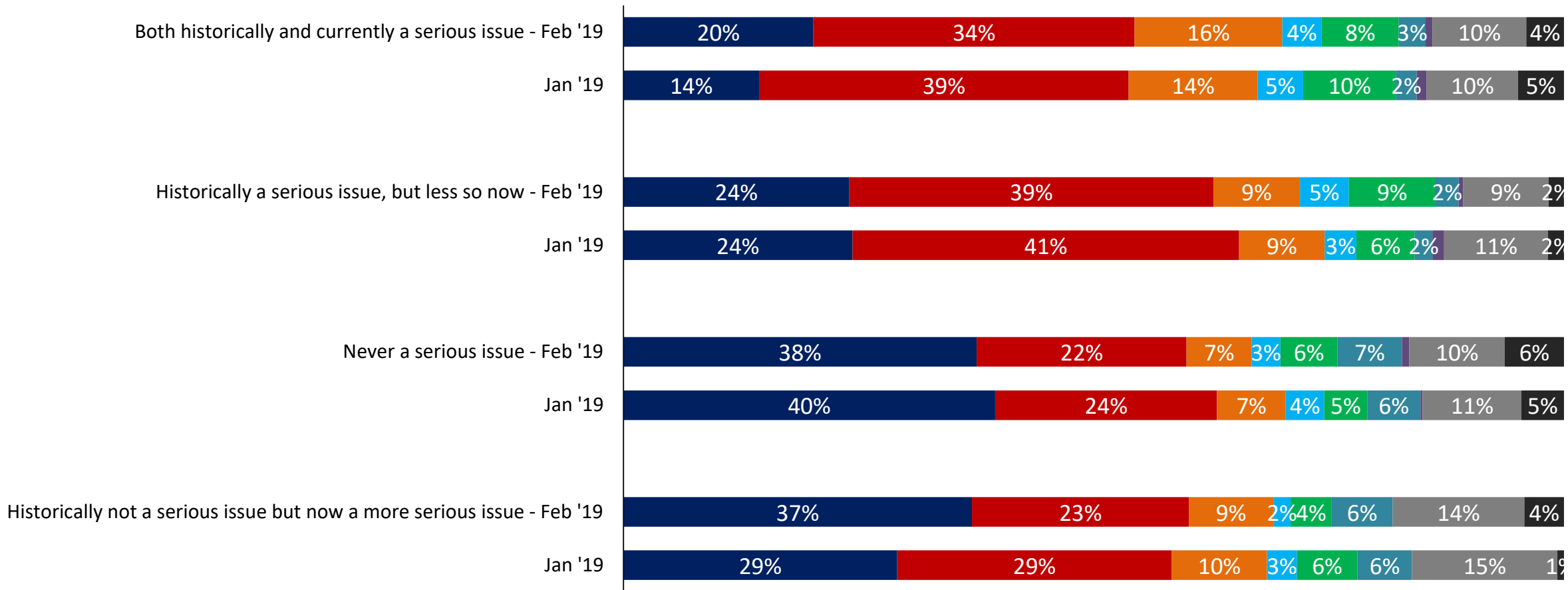


- Both historically and currently a serious issue
- Historically a serious issue, but less so now
- Never a serious issue
- Historically not a serious issue but now a more serious issue

Vote by Discrimination: The Liberal Party leads in both groups that feel discrimination has historically been a serious issue, while the Conservative Party leads in groups that feel it was not



Combined Vote BY Importance of Discrimination

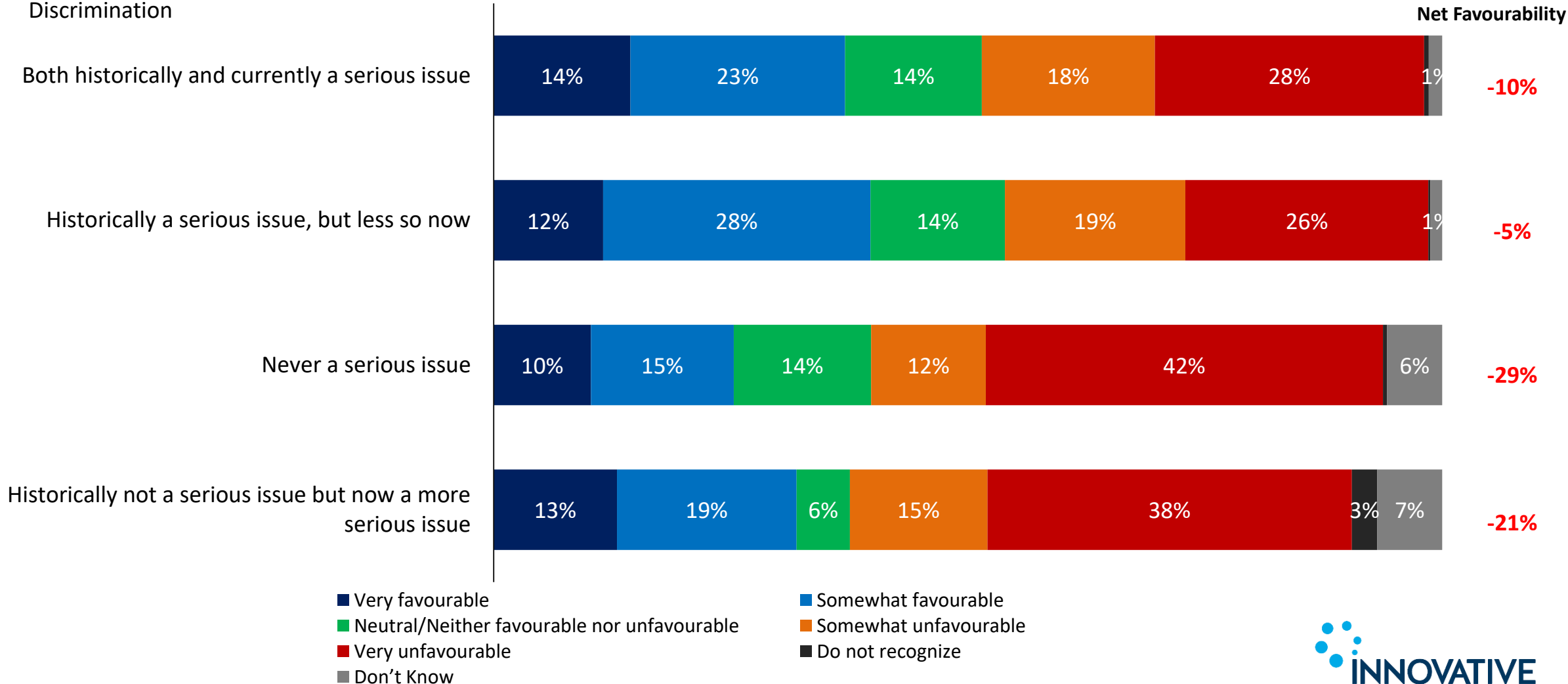


■ Conservative
 ■ Liberal
 ■ NDP
 ■ Bloc
 ■ Green
 ■ People's Party
 ■ Other
 ■ Undecided
 ■ Would not vote

Trudeau's Favourability by Discrimination: Trudeau's favourability is highest among those who think discrimination was historically serious but is less of an issue today



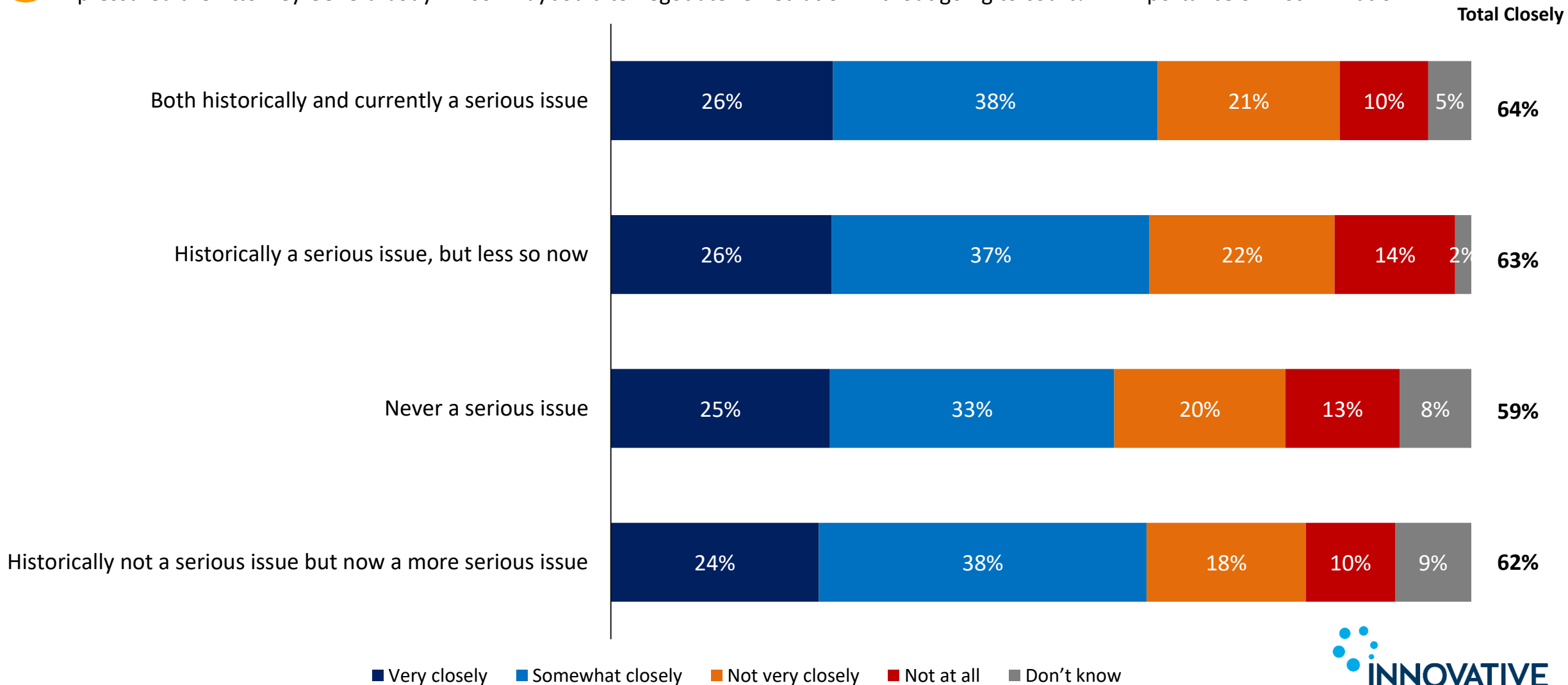
Now we are going to provide you with several names of public figures. Please indicate whether you have heard of that person and, if so, whether you have a favourable or unfavourable impression of that person. If you do not recognize the name, just indicate that. **Justin Trudeau** BY Importance of Discrimination



Awareness by Discrimination: Around 60% in all groups say they are following the issue closely; slightly higher among those who think discrimination has been and still is a serious issue



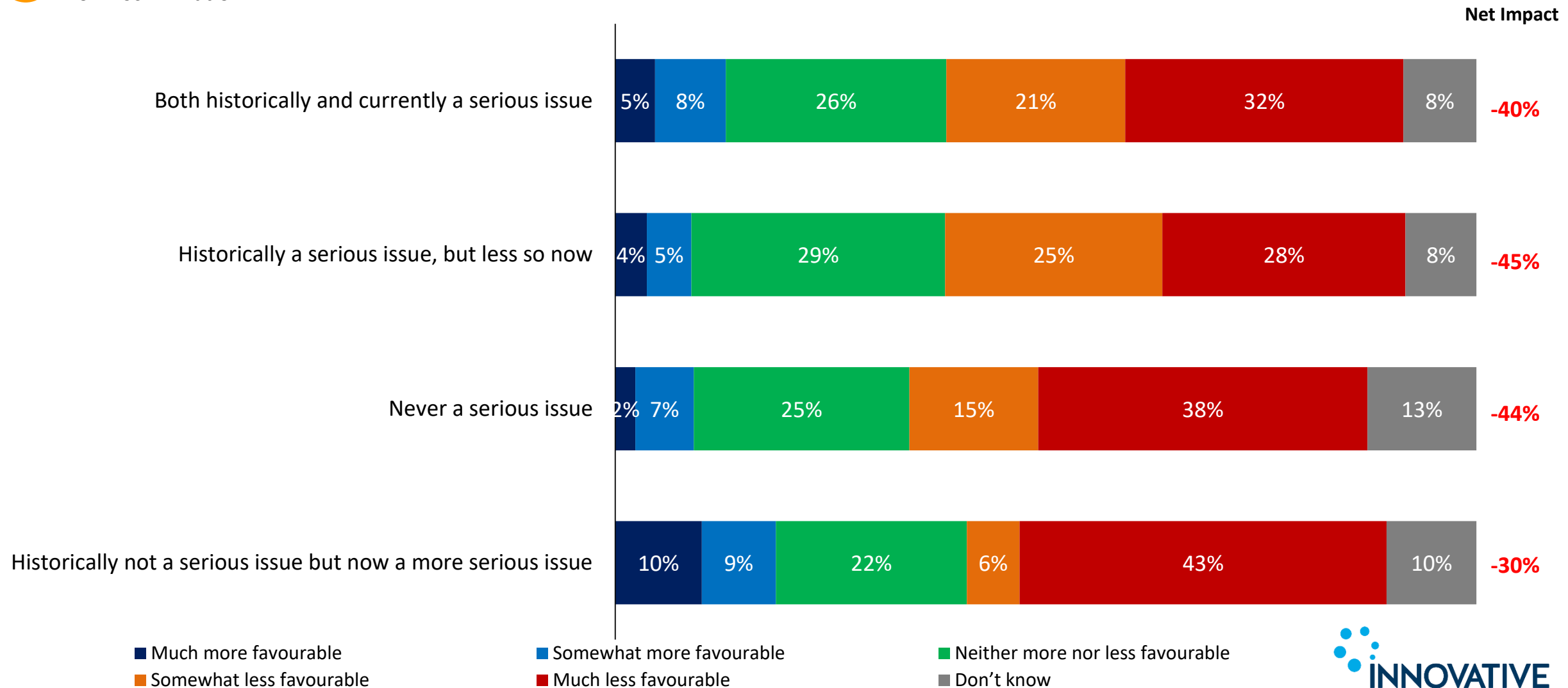
How closely have you been following the news about attempted bribery and fraud by SNC-Lavalin and allegations that the Prime Minister’s Office pressured the Attorney General Jody Wilson-Raybould to negotiate remediation without going to court? BY Importance of Discrimination



Impact by Discrimination: The impact is negative across all groups; least negative among those who think discrimination was not an issue but now a more serious one



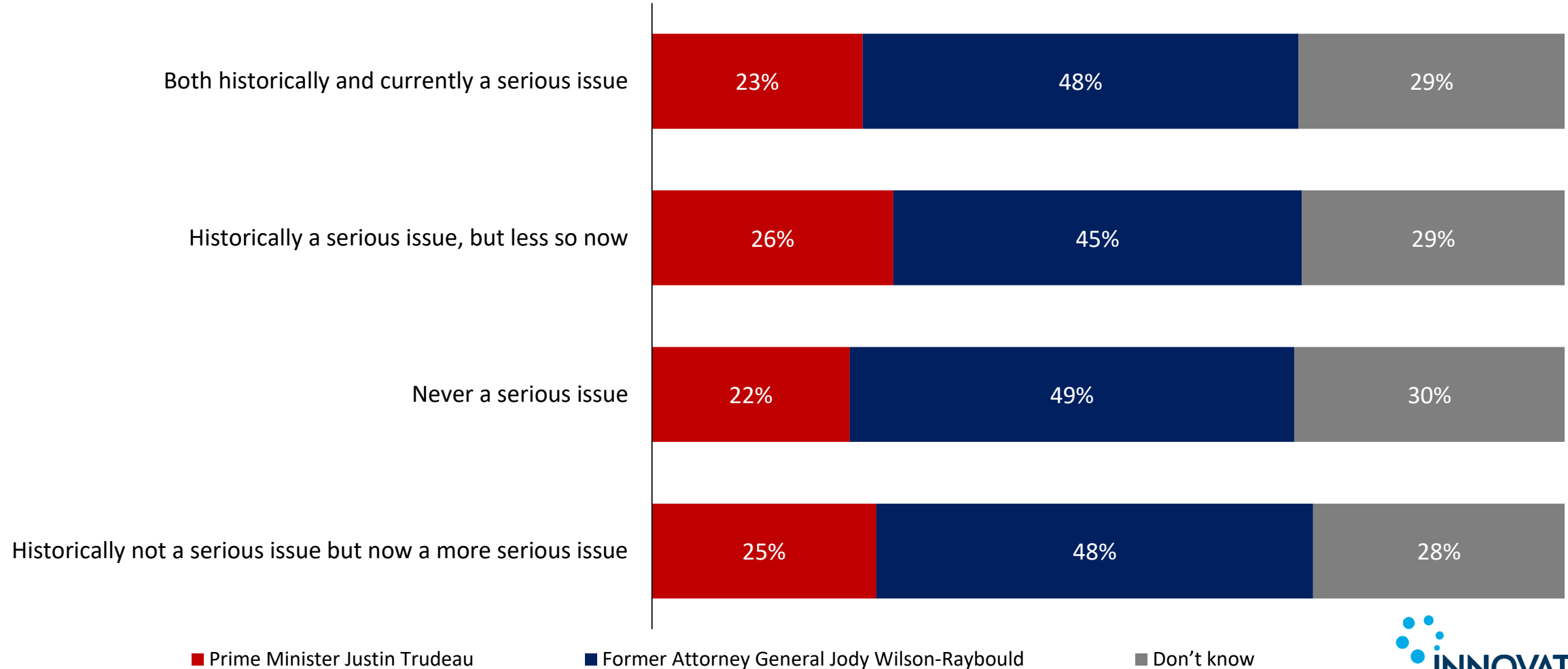
Has what you have heard about this issue left you feeling more or less favourable towards Justin Trudeau and the Liberal Party of Canada? BY Importance of Discrimination



Belief by Discrimination: Nearly half of the respondents in each group say they believe Wilson-Raybould over Trudeau



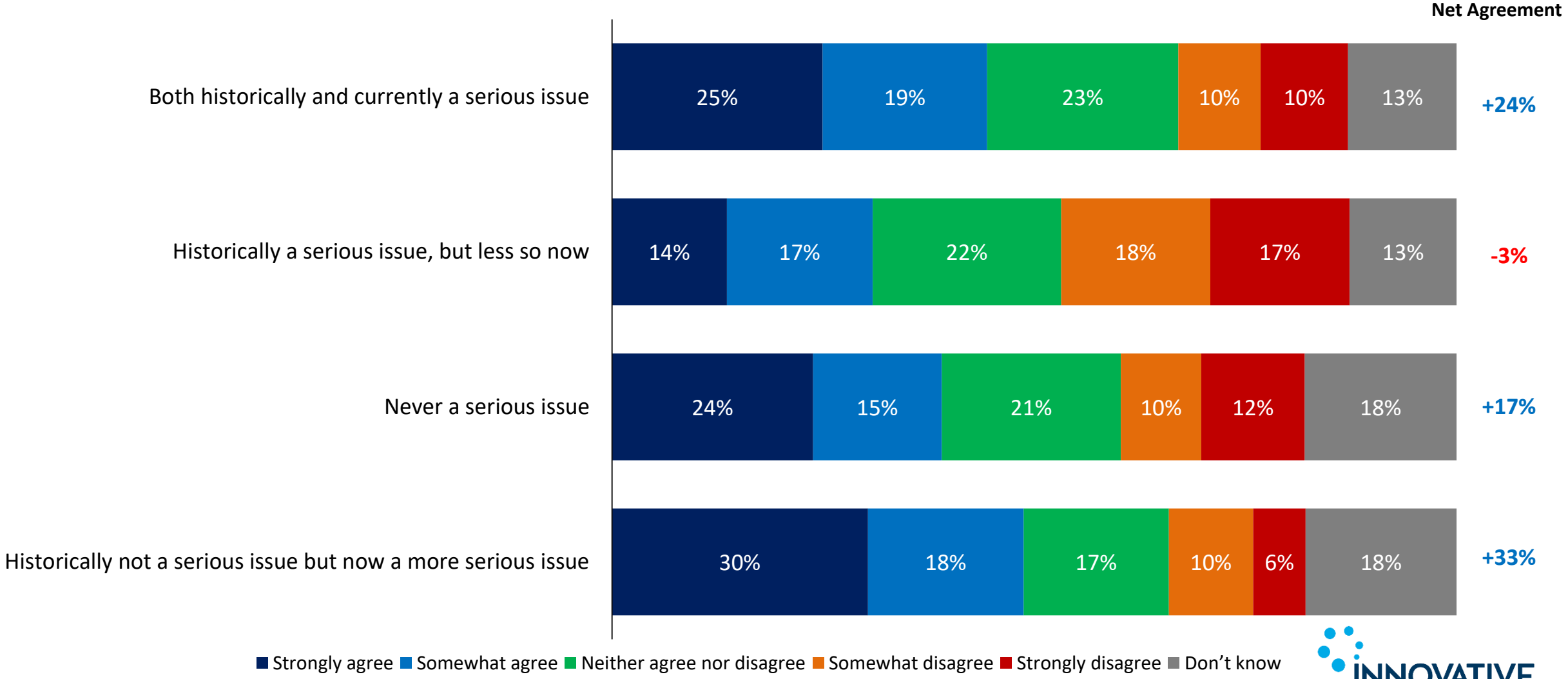
Jody Wilson-Raybould says that the Prime Minister and senior officials in government inappropriately tried to politicise her decisions as attorney general. The Prime Minister says that he and senior officials were simply ensuring that the attorney general considered critical issues like the potential for job loss. Who do you believe? BY Importance of Discrimination



Progressive Change by Discrimination: Only those who believe discrimination was historically a serious issue but it is less so now disagree that Trudeau isn't committed to progressive change



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.** BY Importance of Discrimination



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



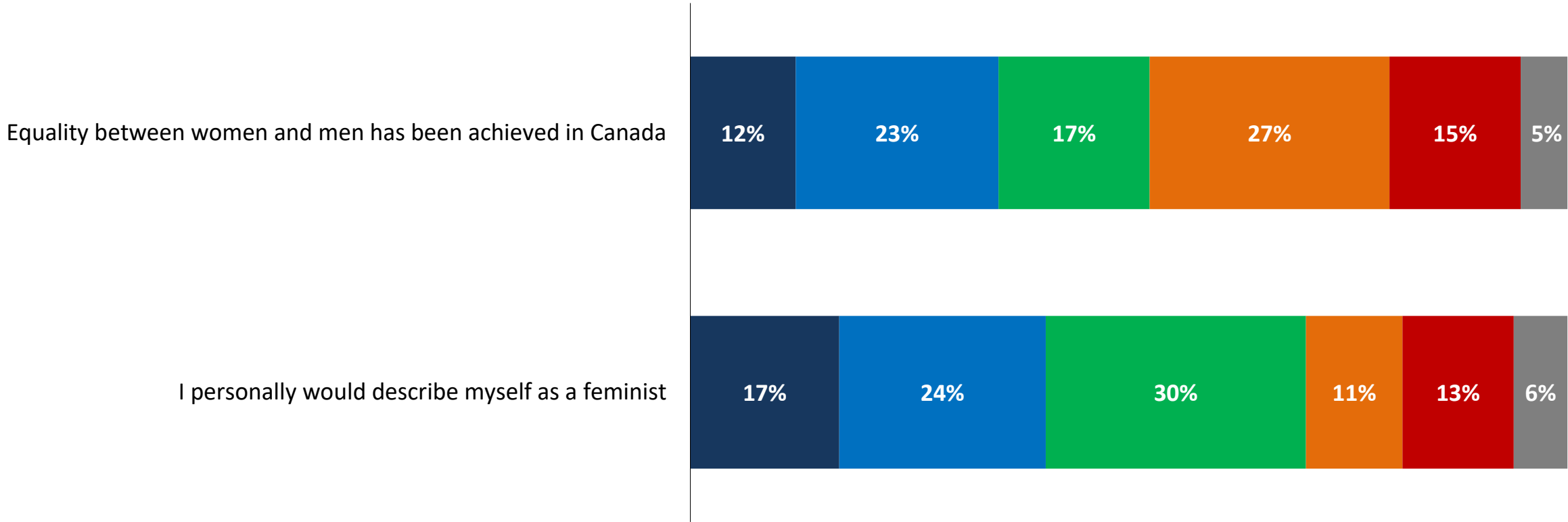
Feminism

Feminist Attitudes: 41% of respondents agree that they would describe themselves as feminists while 35% of respondents believe equality has been achieved between women and men



Do you agree or disagree with the following statements?

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



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

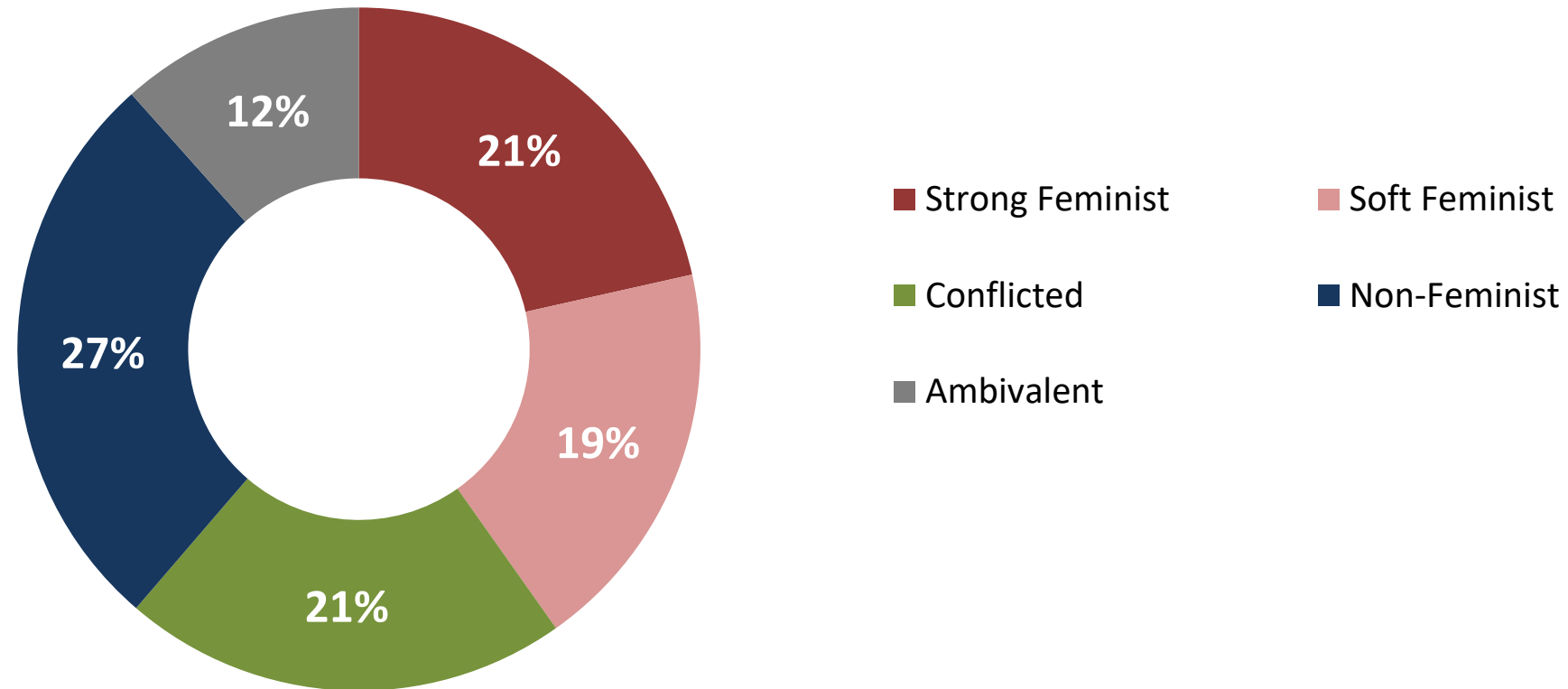
Feminism Segmentation: *Creating the Segments*

Based on the two agree/disagree statements “I personally would describe myself as a feminist” and “Equality between women and men has been achieved in Canada”, we have segmented the population for analysis.

		Strongly agree	Somewhat agree	Neutral/ Don't know	Somewhat disagree	Strongly disagree
		I personally would describe myself as a feminist				
Equality between women and men has been achieved in Canada	Strongly agree	Conflicted		Non-Feminist		
	Somewhat agree					
	Neutral/ Don't know	Soft Feminist		Ambivalent	Conflicted	
	Somewhat disagree	Strong Feminist		Soft Feminist		
	Strongly disagree	Strong Feminist		Soft Feminist	Conflicted	
Strongly disagree						

Feminist Values: 21% of respondents both agree that they would describe themselves as feminists and disagree that equality between women and men has been achieved

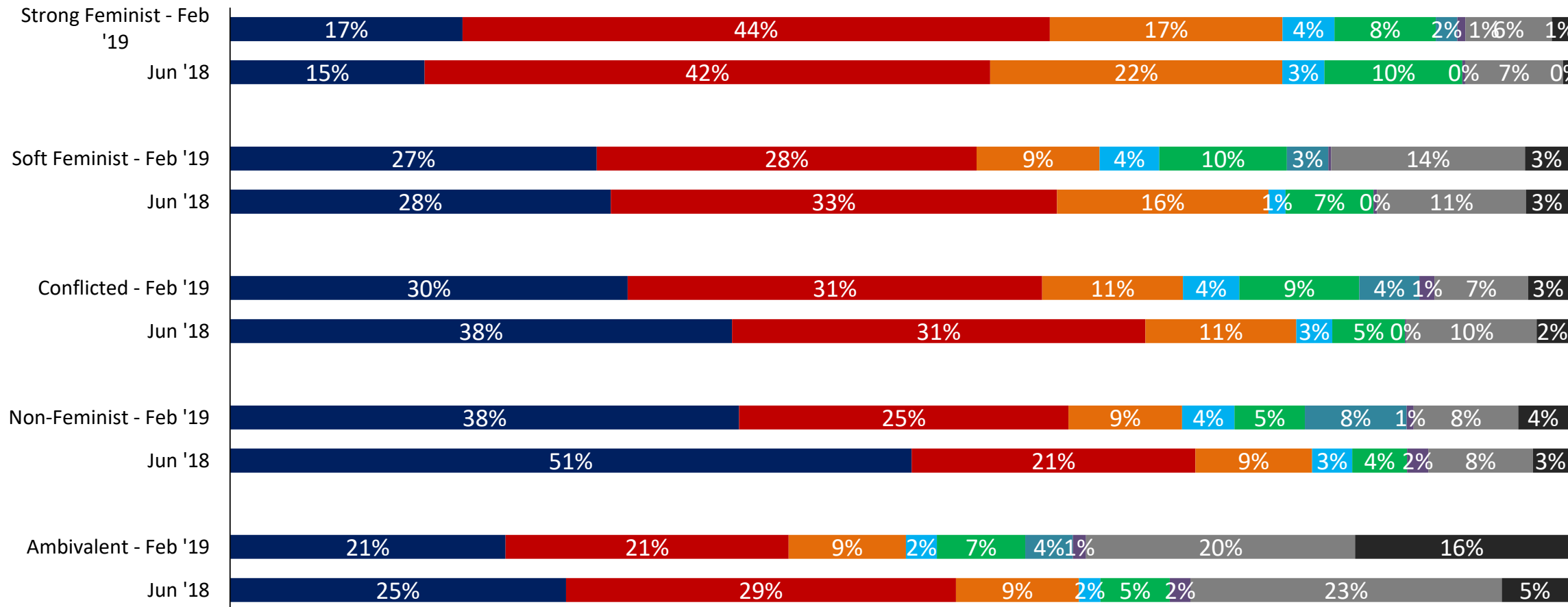
Based on the two agree/disagree statements “I personally would describe myself as a feminist” and “Equality between women and men has been achieved in Canada”, we have segmented the population for analysis.



Vote by Feminist Values: The Liberals lead by 27 points among strong feminists, but are either tied or trail behind the Conservatives among other groups



Combined Vote BY Feminist Views

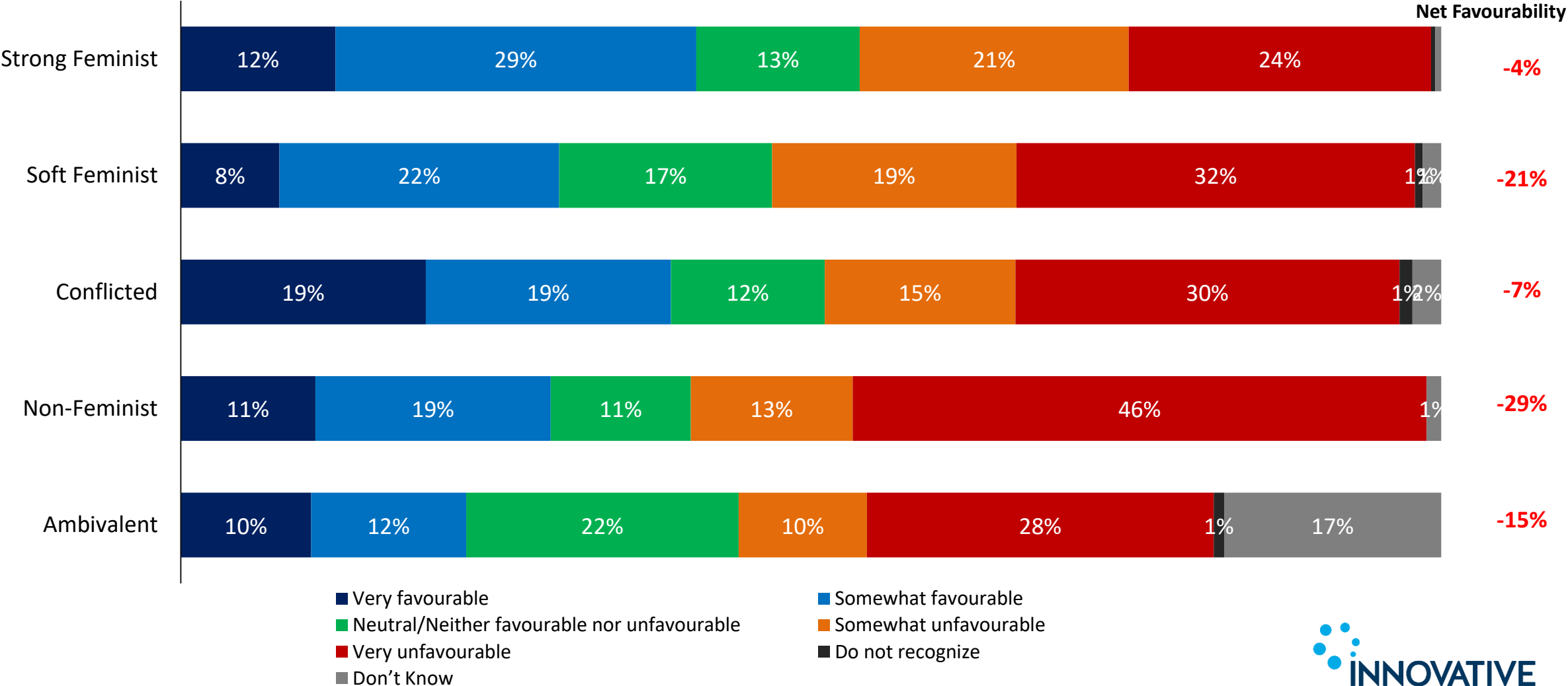


■ Conservative
 ■ Liberal
 ■ NDP
 ■ Bloc
 ■ Green
■ People's Party
 ■ Other
 ■ Undecided
 ■ Would not vote

Trudeau's Favourability by Feminist Values: 46% of non-feminists have very unfavourable views of Justin Trudeau



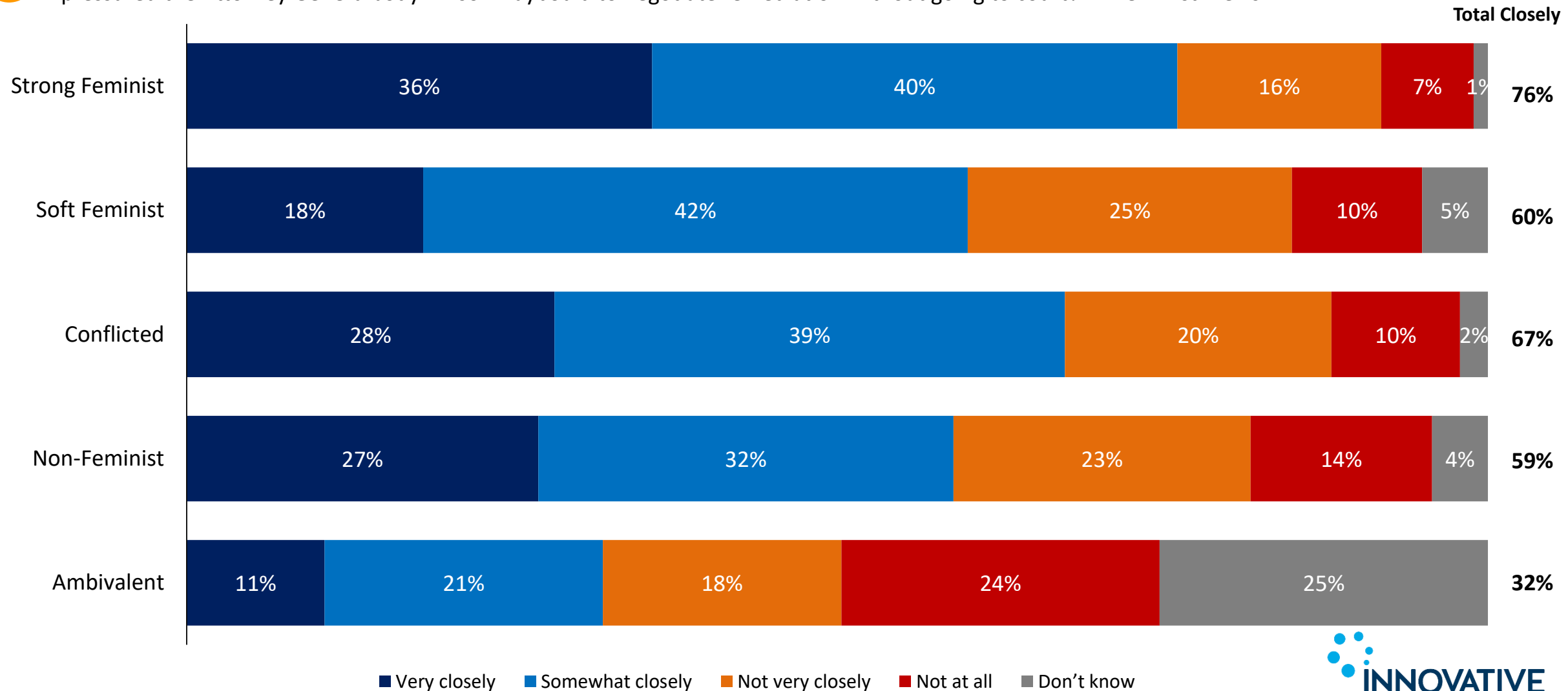
Now we are going to provide you with several names of public figures. Please indicate whether you have heard of that person and, if so, whether you have a favourable or unfavourable impression of that person. If you do not recognize the name, just indicate that. **Justin Trudeau** BY Feminist Views



Awareness by Feminist Values: Strong feminists are the most likely to be following the issue closely (76%), while only a third (32%) of those who are ambivalent say they're following closely



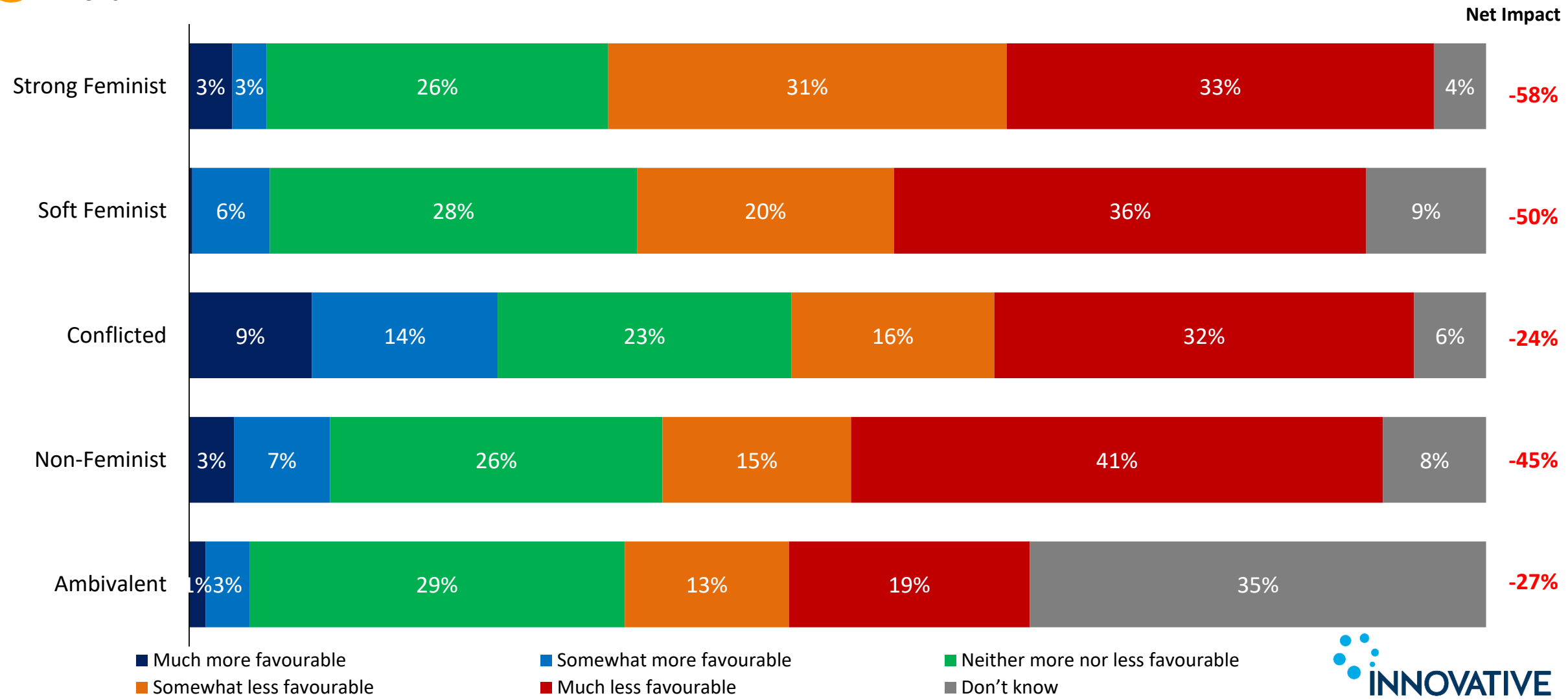
How closely have you been following the news about attempted bribery and fraud by SNC-Lavalin and allegations that the Prime Minister's Office pressured the Attorney General Jody Wilson-Raybould to negotiate remediation without going to court? BY Feminist Views



Impact by Feminist Values: The net impact is most negative among strong feminists (net -58%), but it is most intense among non-feminists, 41% of whom say it made them *much less favourable*



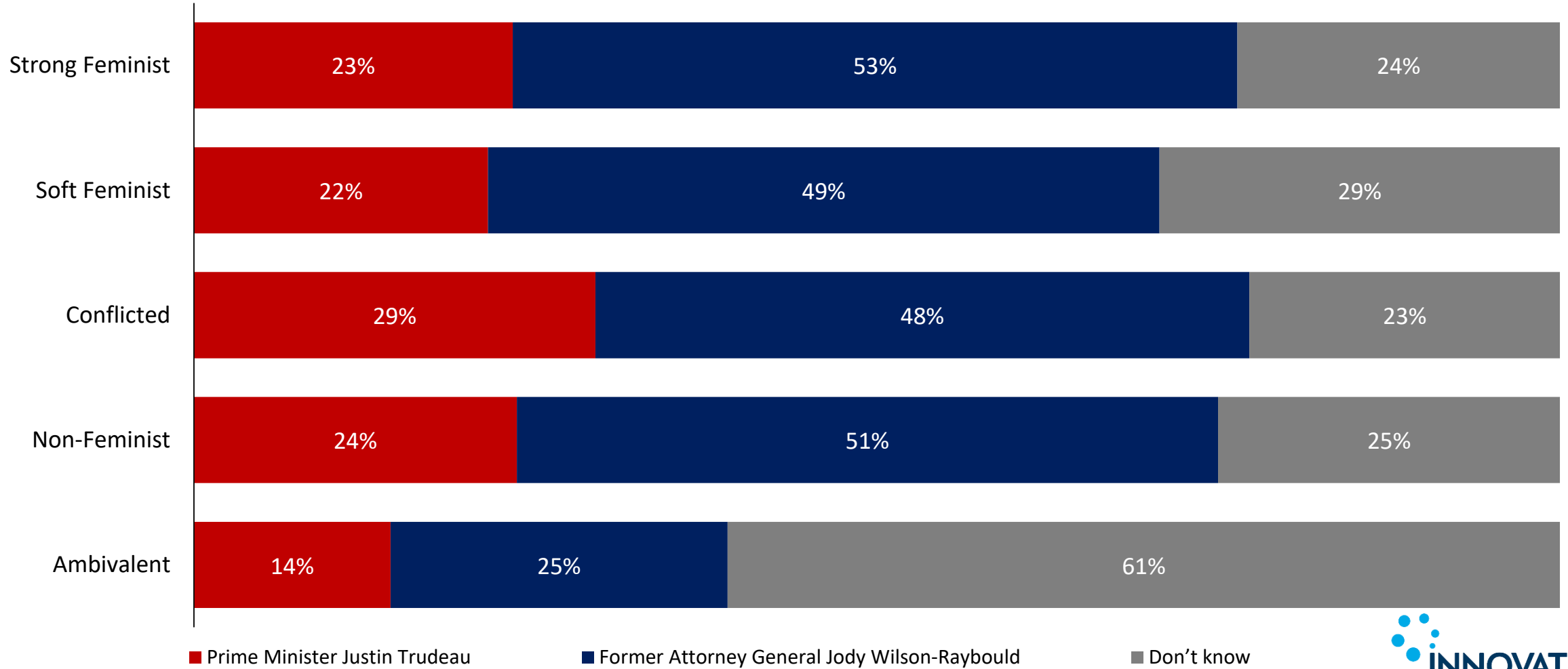
Has what you have heard about this issue left you feeling more or less favourable towards Justin Trudeau and the Liberal Party of Canada? BY Feminist Views



Belief by Feminist Values: A majority of both strong feminists and non-feminists say they believe Jody Wilson-Raybould over Justin Trudeau



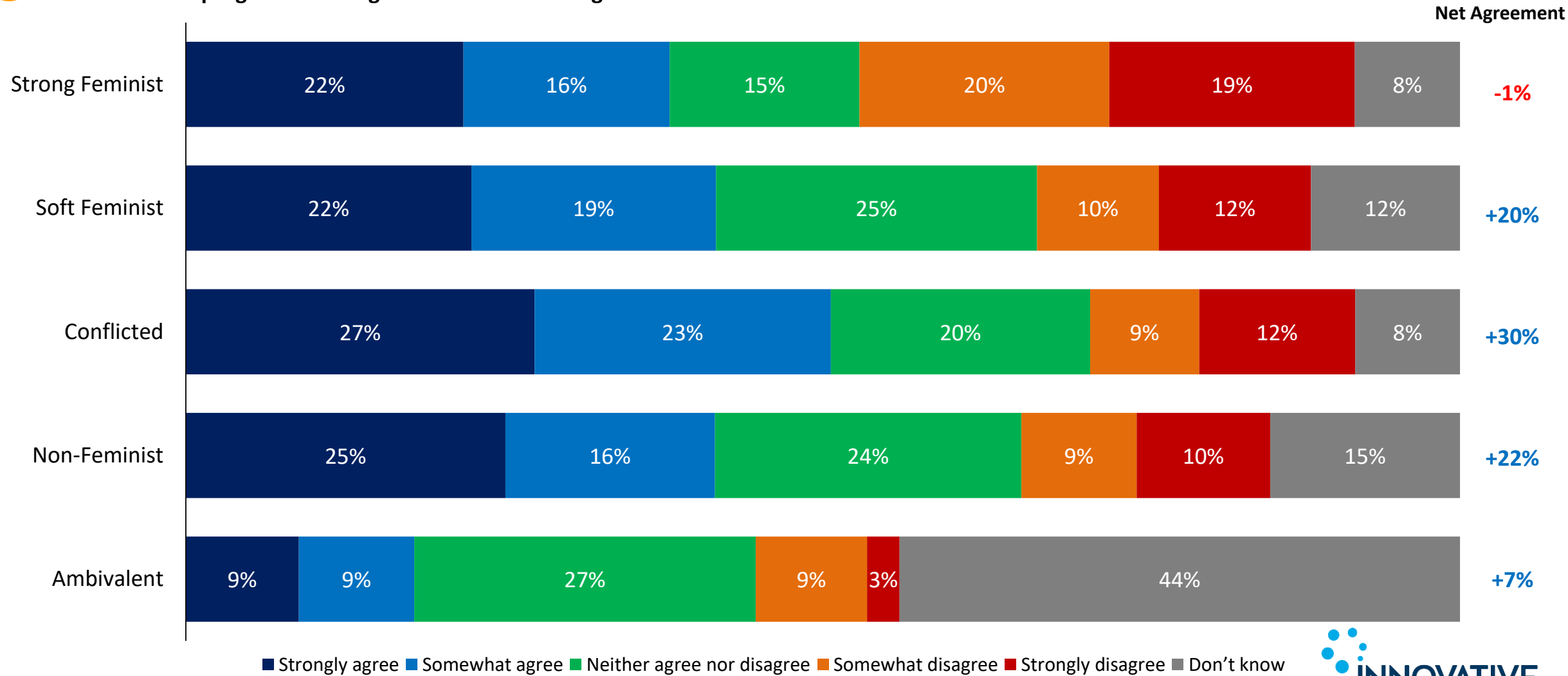
Jody Wilson-Raybould says that the Prime Minister and senior officials in government inappropriately tried to politicise her decisions as attorney general. The Prime Minister says that he and senior officials were simply ensuring that the attorney general considered critical issues like the potential for job loss. Who do you believe? BY Feminist Views



Progressive Change by Feminist Values: Strong feminists are by far the most likely to disagree with the statement that Justin Trudeau isn't committed to progressive change



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.** BY Feminist Values



Views on Indigenous Issues

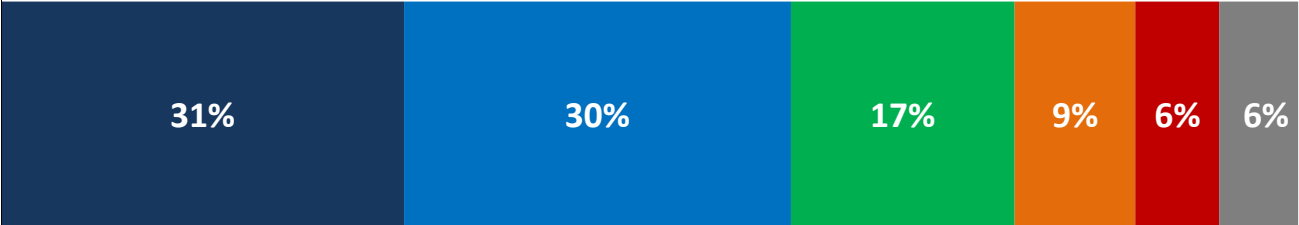
Indigenous Attitudes: Nearly half (49%) strongly agree that Indigenous peoples should have the same rights as any other Canadian



Do you agree or disagree with the following statements?

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

Canadians have a duty to help resolve the massive inequalities and injustices that Indigenous people face in Canada.



Canada's Indigenous peoples should have the same rights as any other Canadian, no more and no less.



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

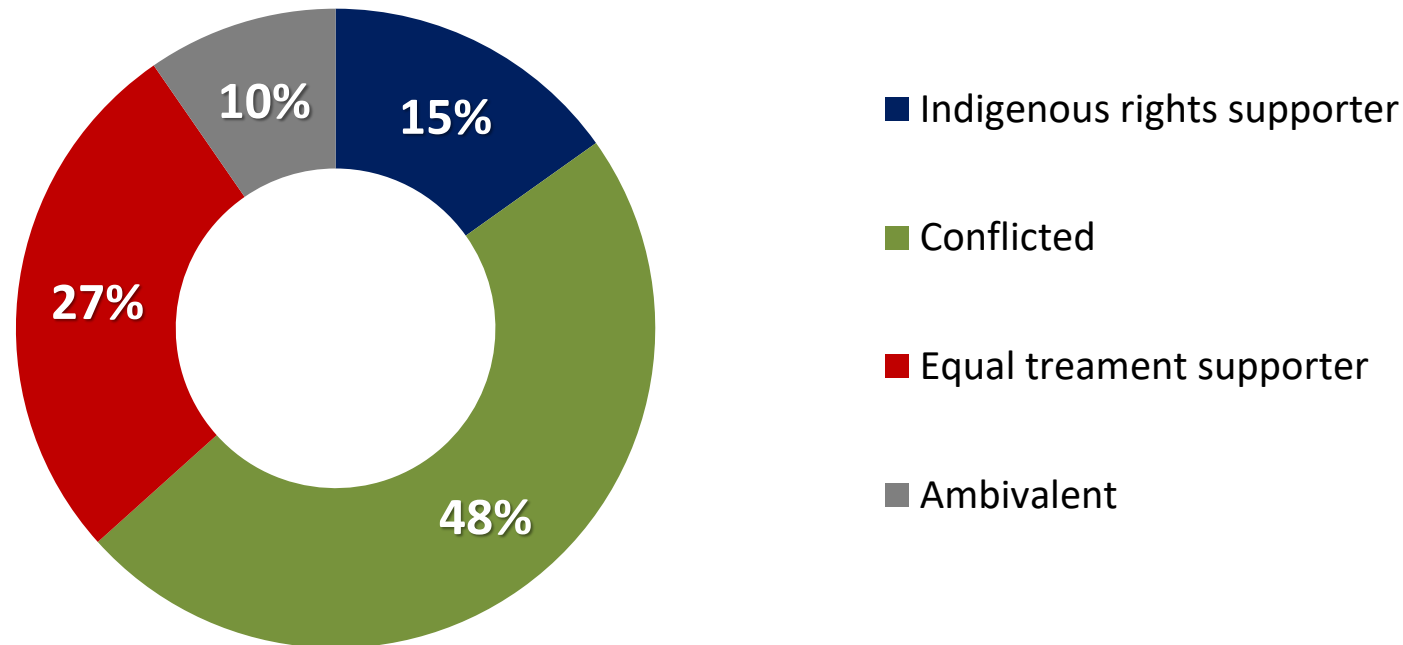
Indigenous Attitude Segmentation: *Creating the Segments*

Based on the two agree/disagree statements “Canada’s Indigenous peoples should have the same rights as any other Canadian, no more and no less” and “Canadians have a duty to help resolve the massive inequalities and injustices that Indigenous people face in Canada”, we have segmented the population for analysis.

	Strongly agree	Somewhat agree	Neutral/ Don't know	Somewhat disagree	Strongly disagree
	Canada’s Indigenous peoples should have the same rights as any other Canadian, no more and no less.				
Strongly agree	Conflicted		Indigenous right supporter		
Somewhat agree					
Neutral/ Don't know	Equal treatment supporter		Ambivalent	Conflicted	
Somewhat disagree					
Strongly disagree					
	Canadians have a duty to help resolve the massive inequalities and injustices that Indigenous people face in Canada.				

Indigenous Attitude Segmentation: Nearly half of respondents are conflicted on how they think Canada should address indigenous issues

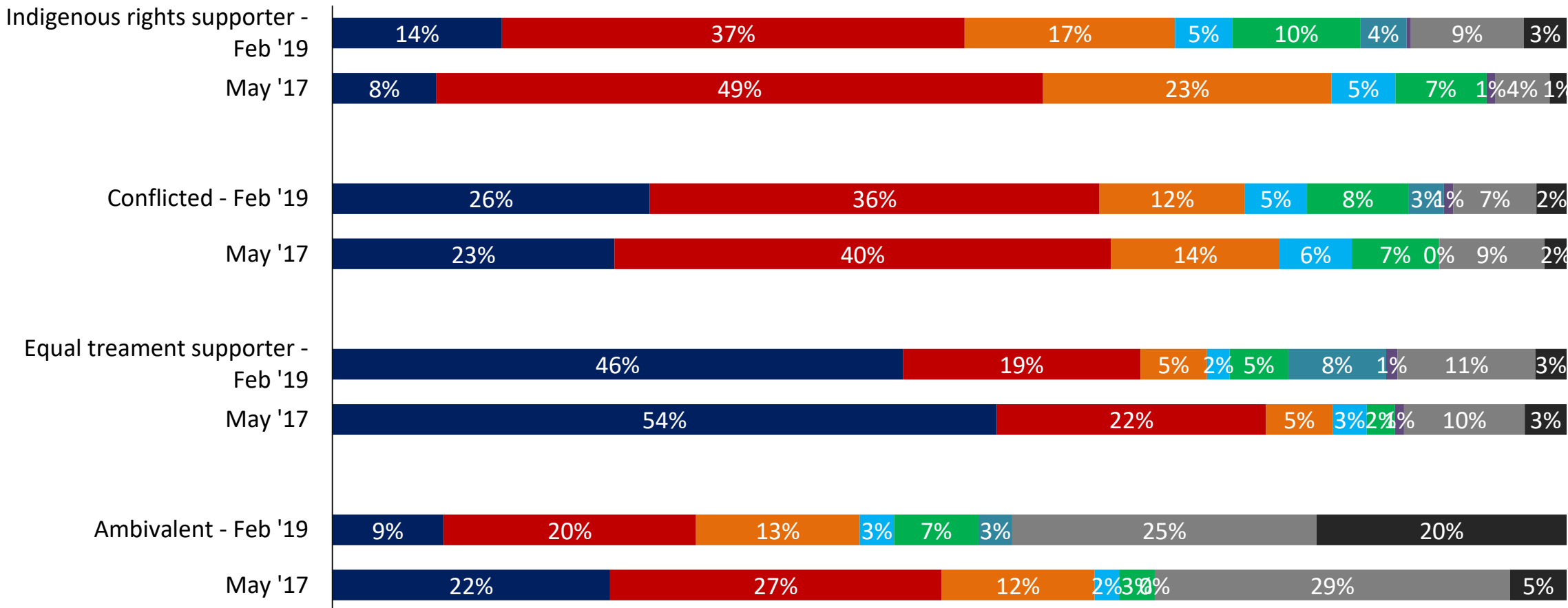
Based on the two agree/disagree statements “Canada’s Indigenous peoples should have the same rights as any other Canadian, no more and no less” and “Canadians have a duty to help resolve the massive inequalities and injustices that Indigenous people face in Canada”, we have segmented the population for analysis.



Vote by Indigenous Attitude: Supporters of indigenous rights are far more likely to vote for the Liberals than for any other party, as are conflicted respondents



Combined Vote BY Indigenous Attitude

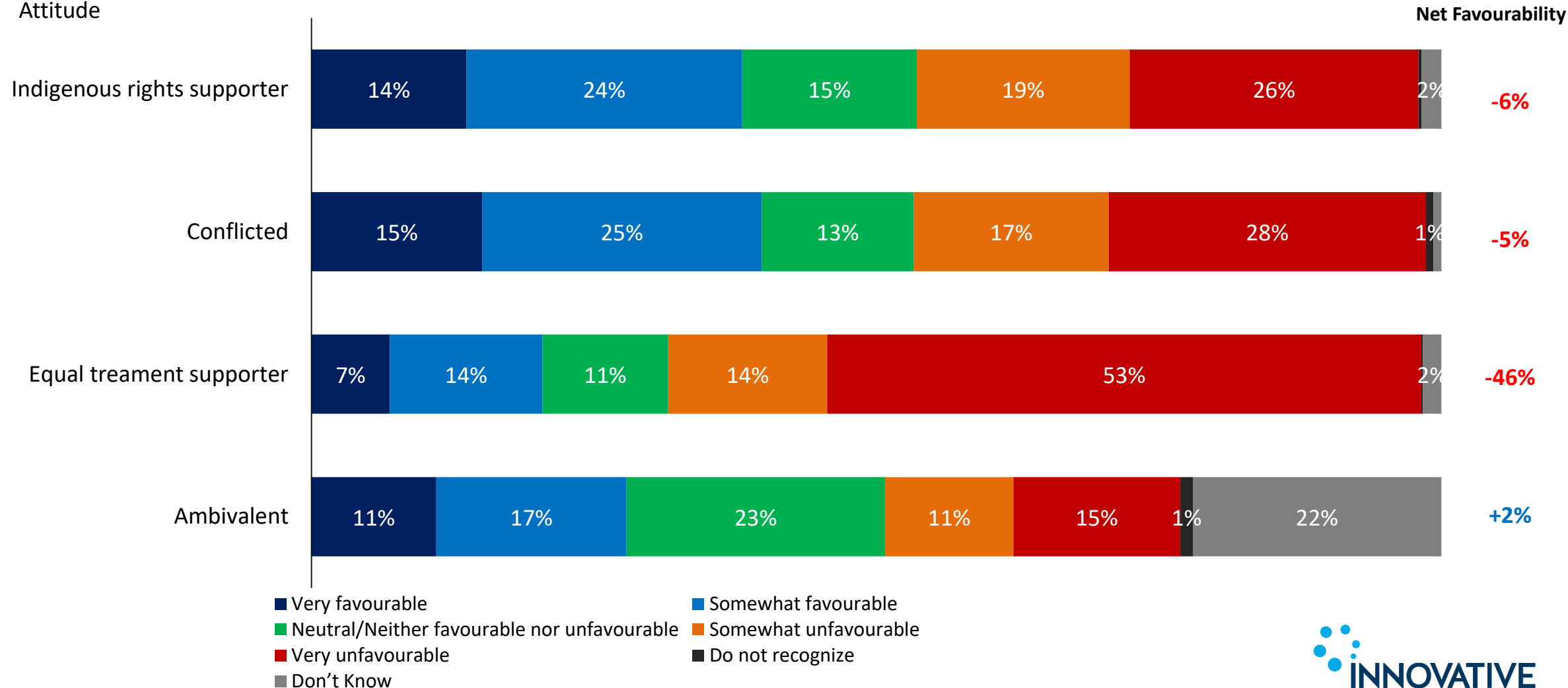


■ Conservative
 ■ Liberal
 ■ NDP
 ■ Bloc
 ■ Green
■ People's Party
 ■ Other
 ■ Undecided
 ■ Would not vote

Trudeau's Favourability by Indigenous Attitude: Those who support equal treatment for all Canadians have a far more negative view of Justin Trudeau than other groups

Q

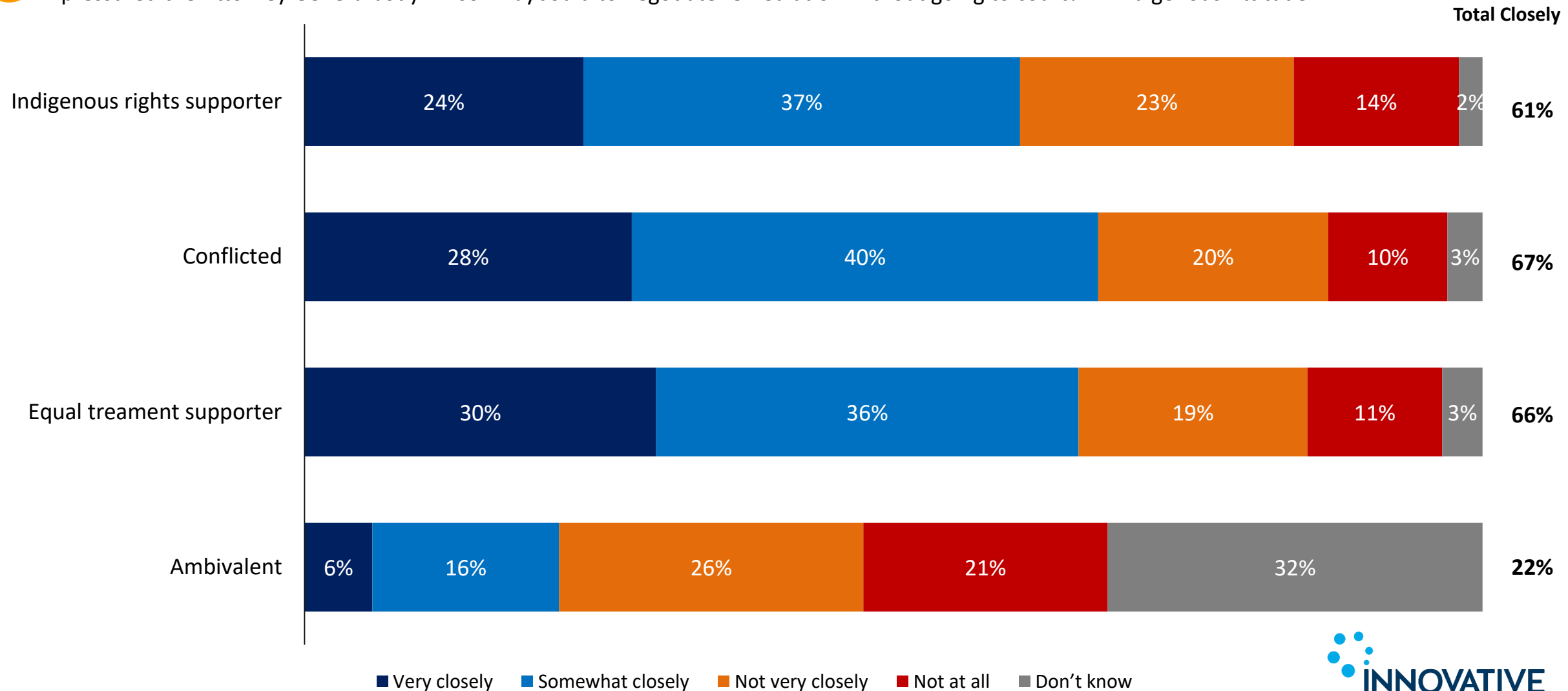
Now we are going to provide you with several names of public figures. Please indicate whether you have heard of that person and, if so, whether you have a favourable or unfavourable impression of that person. If you do not recognize the name, just indicate that. **Justin Trudeau** BY Indigenous Attitude



Awareness by Indigenous Attitude: Two thirds of Conflicted (67%) and Equal treatment supporters (66%) say they are following the issue closely



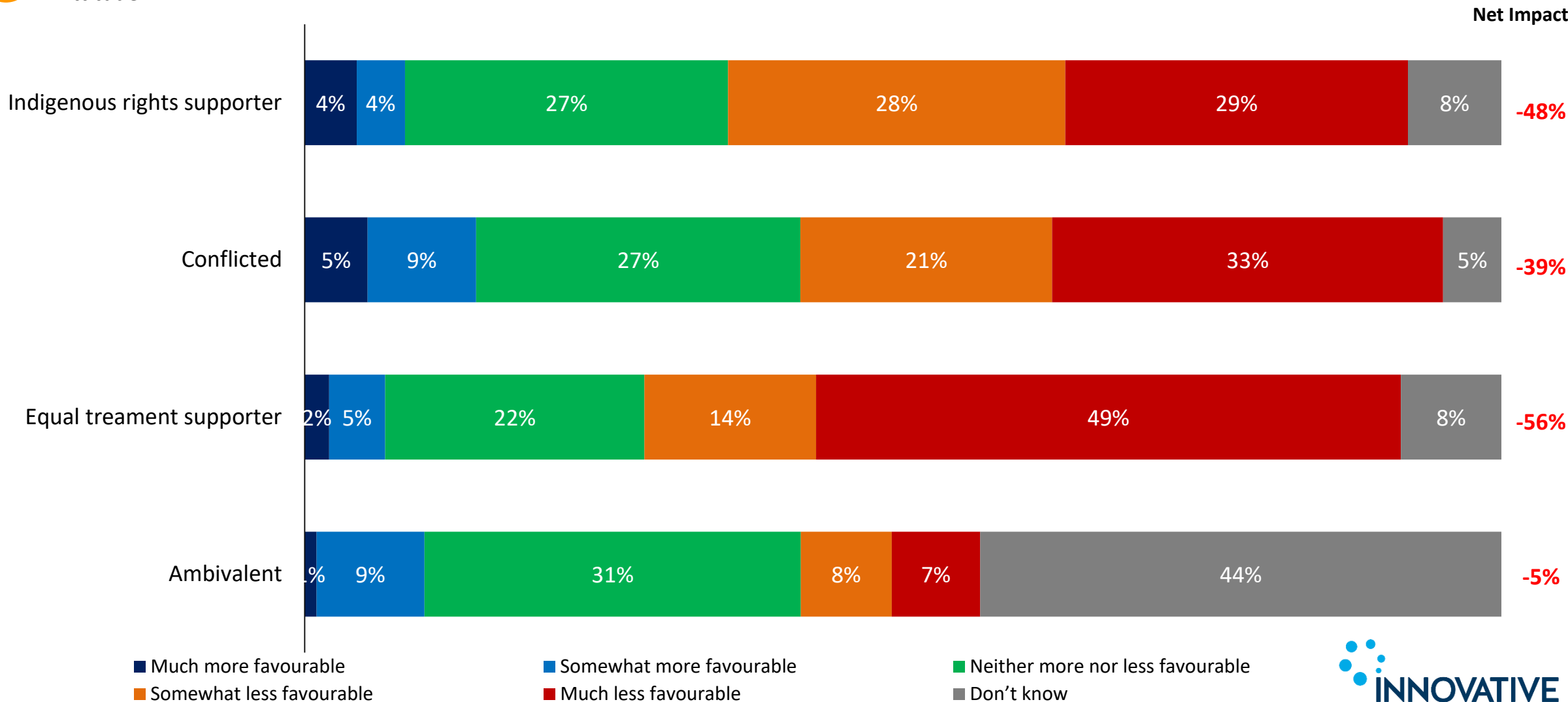
How closely have you been following the news about attempted bribery and fraud by SNC-Lavalin and allegations that the Prime Minister's Office pressured the Attorney General Jody Wilson-Raybould to negotiate remediation without going to court? BY Indigenous Attitude



Impact by Indigenous Attitude: Almost half of Equal treatment supporters say the issue has left them feeling *much less favourable* towards the Liberal Party and Justin Trudeau



Has what you have heard about this issue left you feeling more or less favourable towards Justin Trudeau and the Liberal Party of Canada? BY Indigenous Attitude



■ Much more favourable

■ Somewhat less favourable

■ Somewhat more favourable

■ Much less favourable

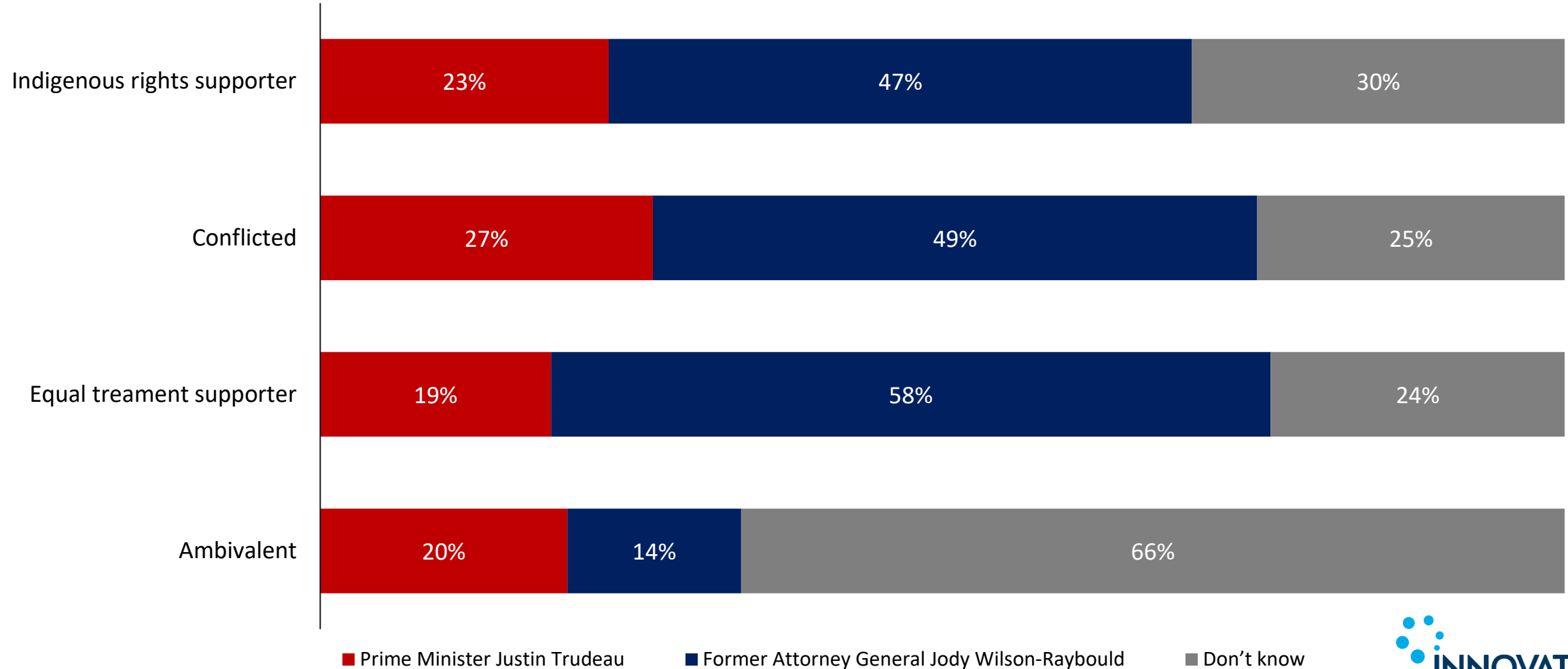
■ Neither more nor less favourable

■ Don't know

Belief by Indigenous Attitude: Almost 6-in-10 (58%) of Equal treatment supporters say they believe Jody Wilson-Raybould over Justin Trudeau



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? BY Indigenous Attitude



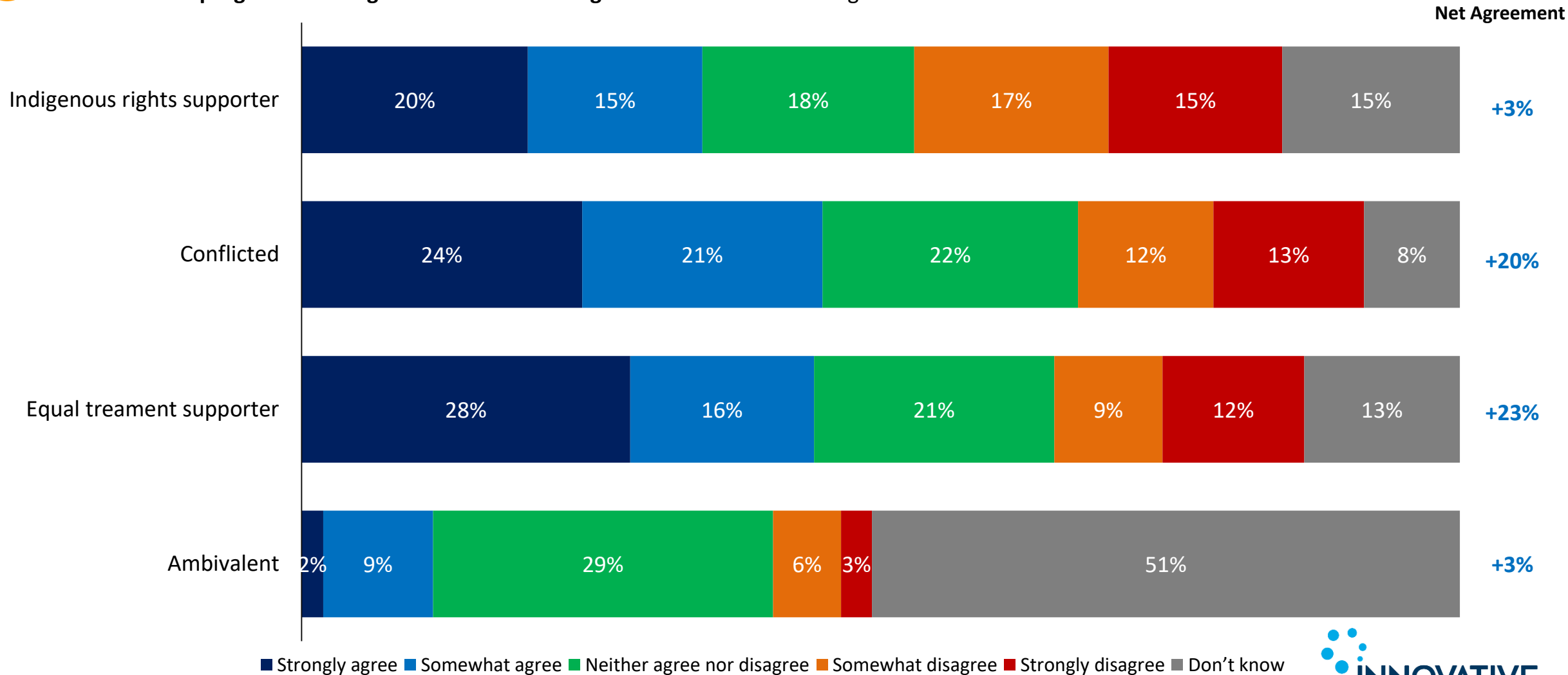
■ Prime Minister Justin Trudeau

■ Former Attorney General Jody Wilson-Raybould

■ Don't know

Progressive Change by Indigenous Attitude: Supporters of indigenous rights are most likely to feel that the Prime Minister is 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.** BY Indigenous Attitude





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