

**Breaking Issues**

# **SNC-Lavalin**

**Feminism**

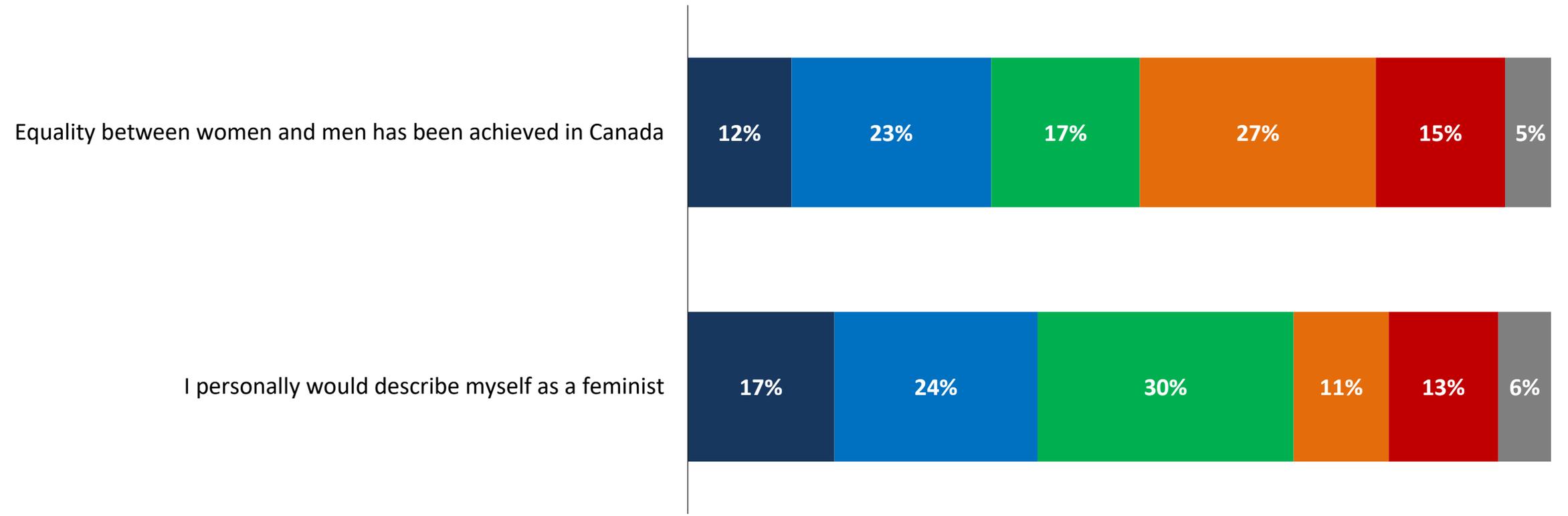
**Segmentation**



# 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

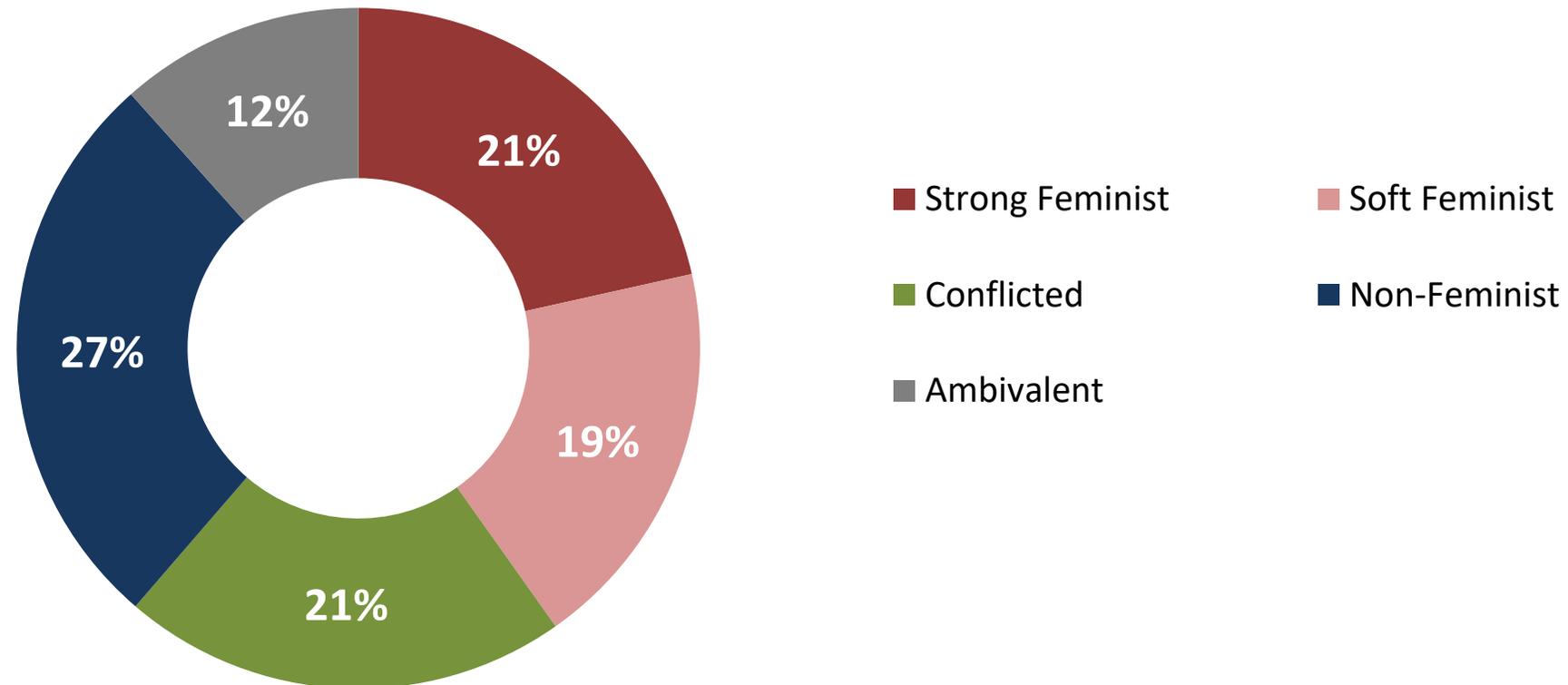
## Feminism Segmentation: *Creating the Segments*

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

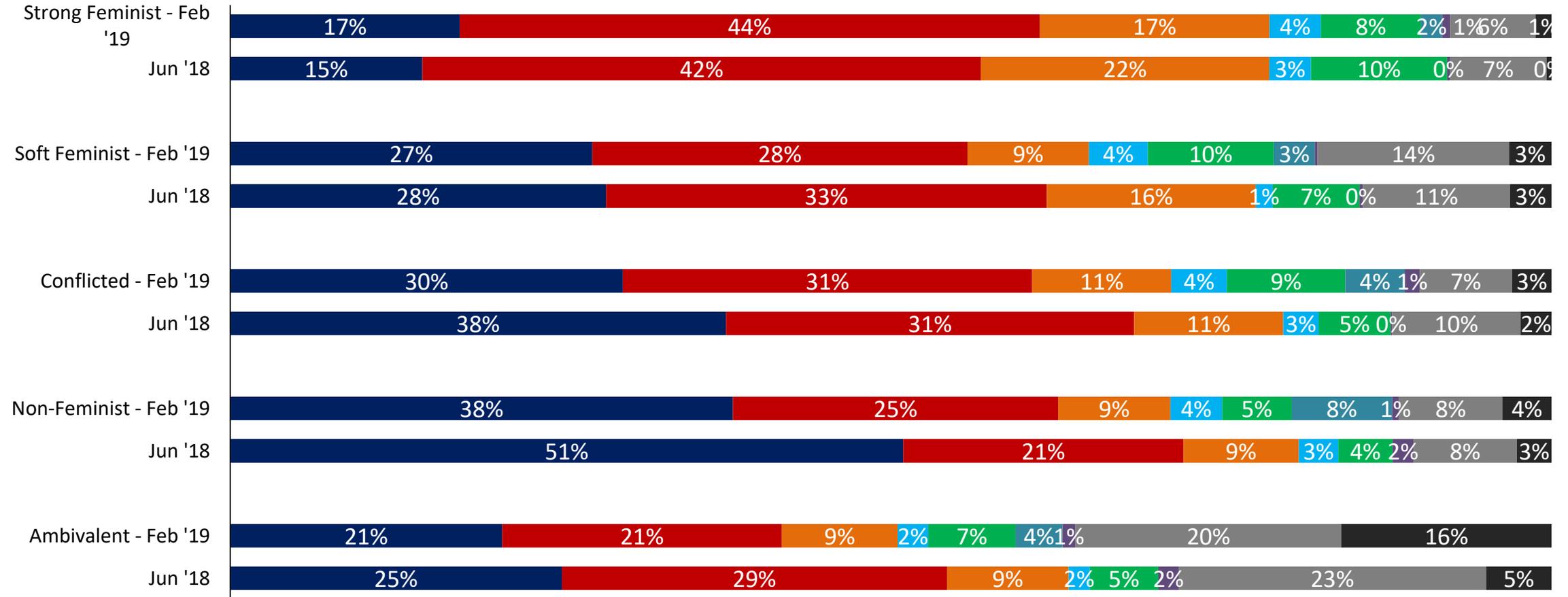
Based on the two agree/disagree statements “I personally would describe myself as a feminist” and “Equality between women and men has been achieved in Canada”, we have segmented the population for analysis.



# 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



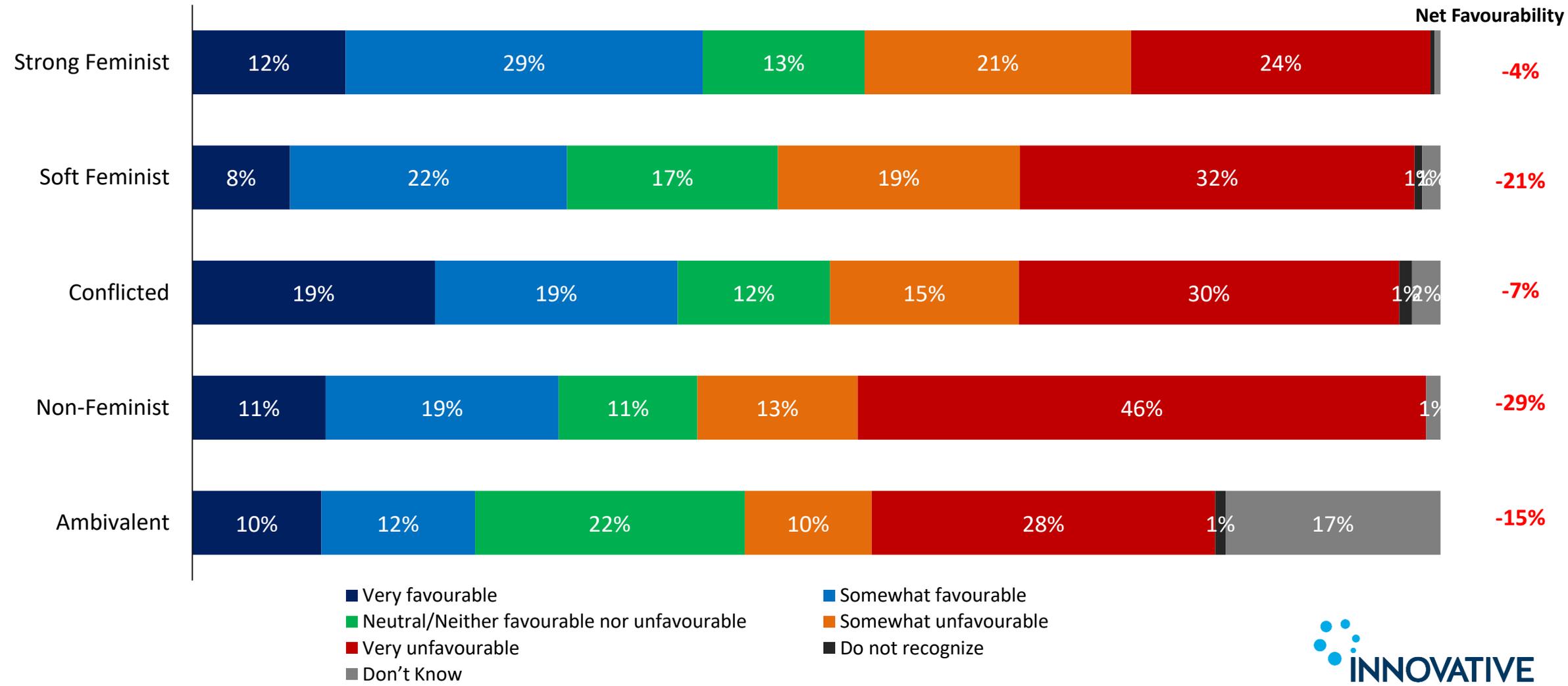
■ Conservative   
 ■ Liberal   
 ■ NDP   
 ■ Bloc   
 ■ Green  
■ People's Party   
 ■ Other   
 ■ Undecided   
 ■ Would not vote



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

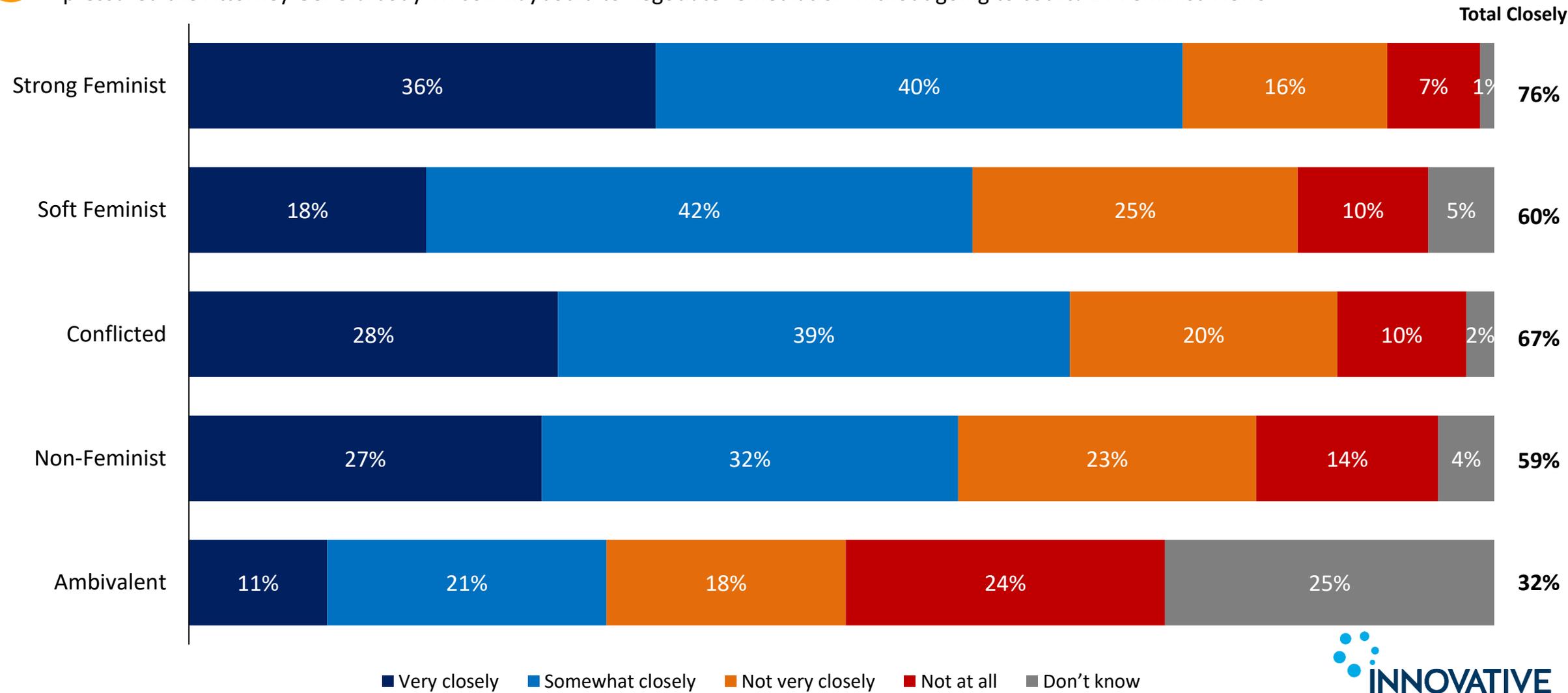


Now we are going to provide you with several names of public figures. Please indicate whether you have heard of that person and, if so, whether you have a favourable or unfavourable impression of that person. If you do not recognize the name, just indicate that. **Justin Trudeau** BY Feminist Views



# 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

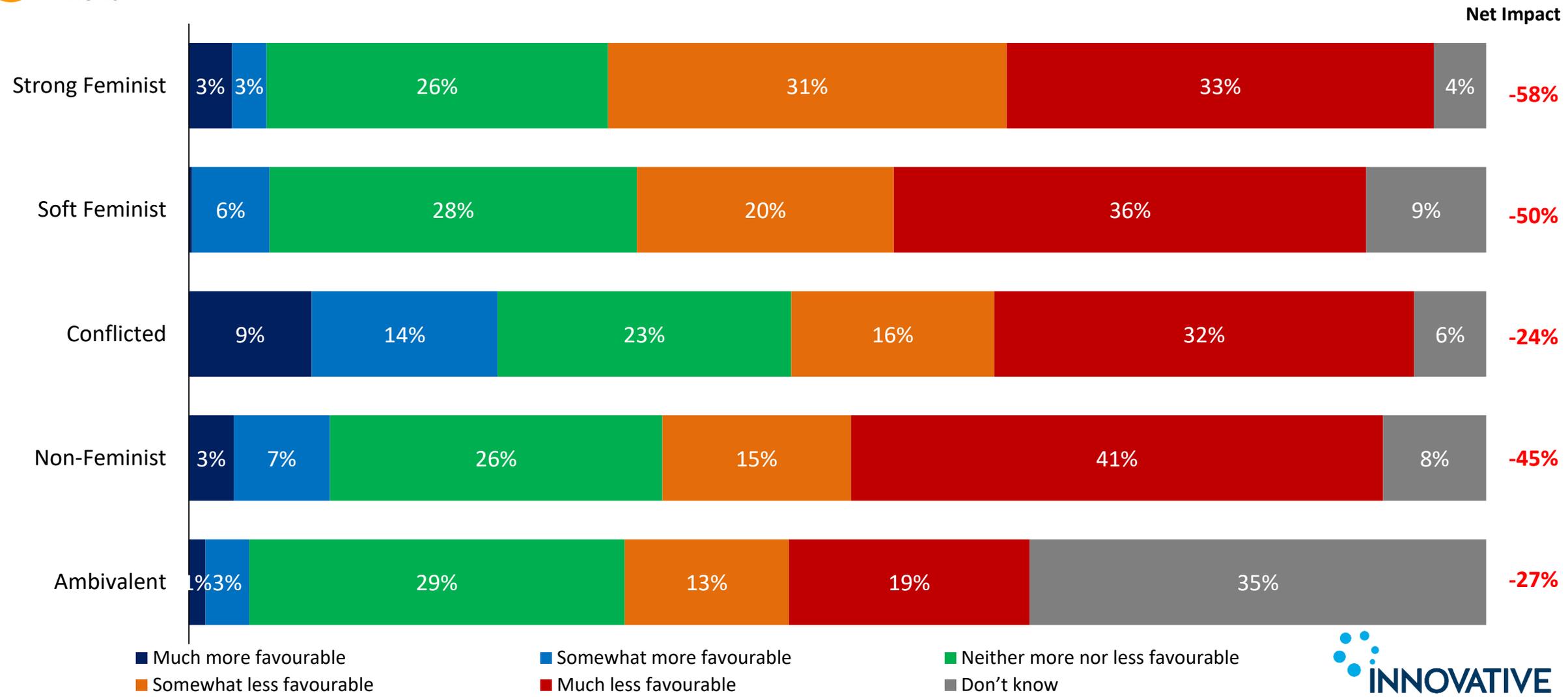
**Q** How closely have you been following the news about attempted bribery and fraud by SNC-Lavalin and allegations that the Prime Minister's Office pressured the Attorney General Jody Wilson-Raybould to negotiate remediation without going to court? BY Feminist Views



# 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*



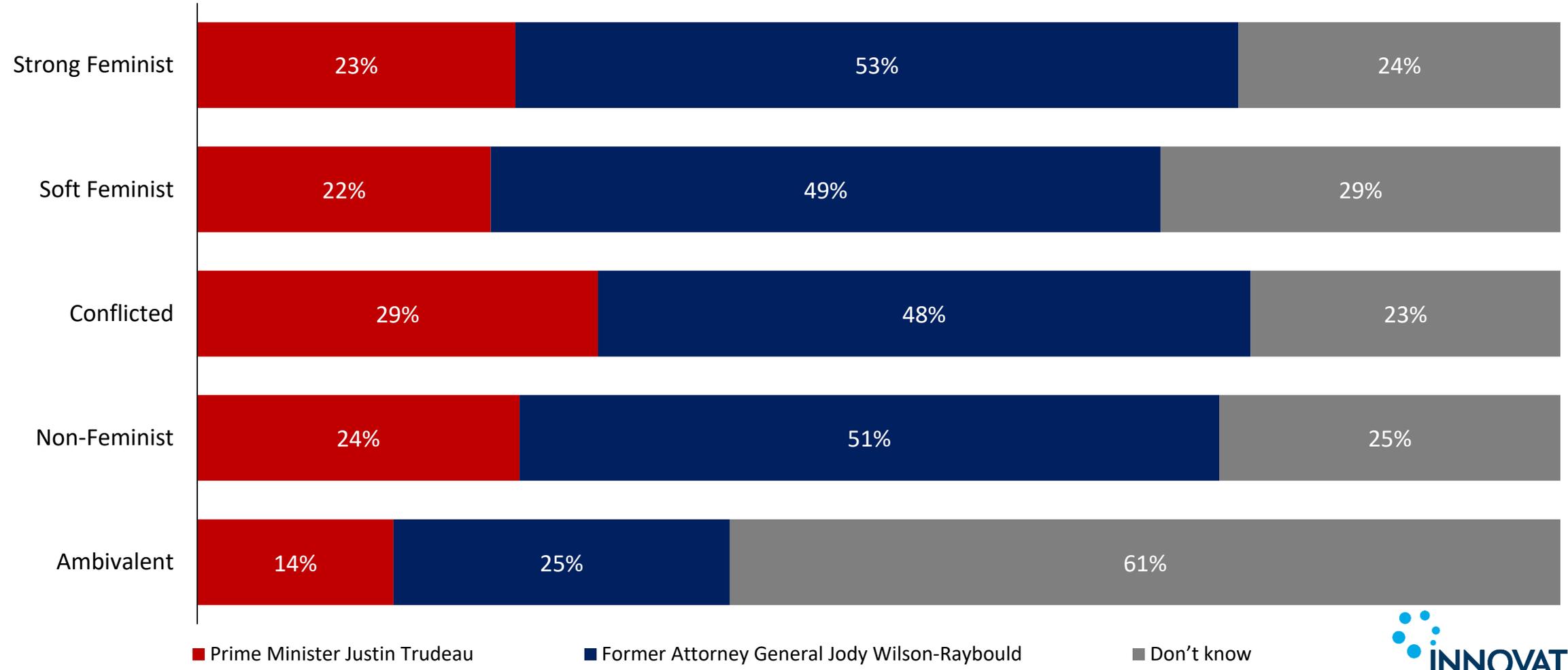
Has what you have heard about this issue left you feeling more or less favourable towards Justin Trudeau and the Liberal Party of Canada? BY Feminist Views



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



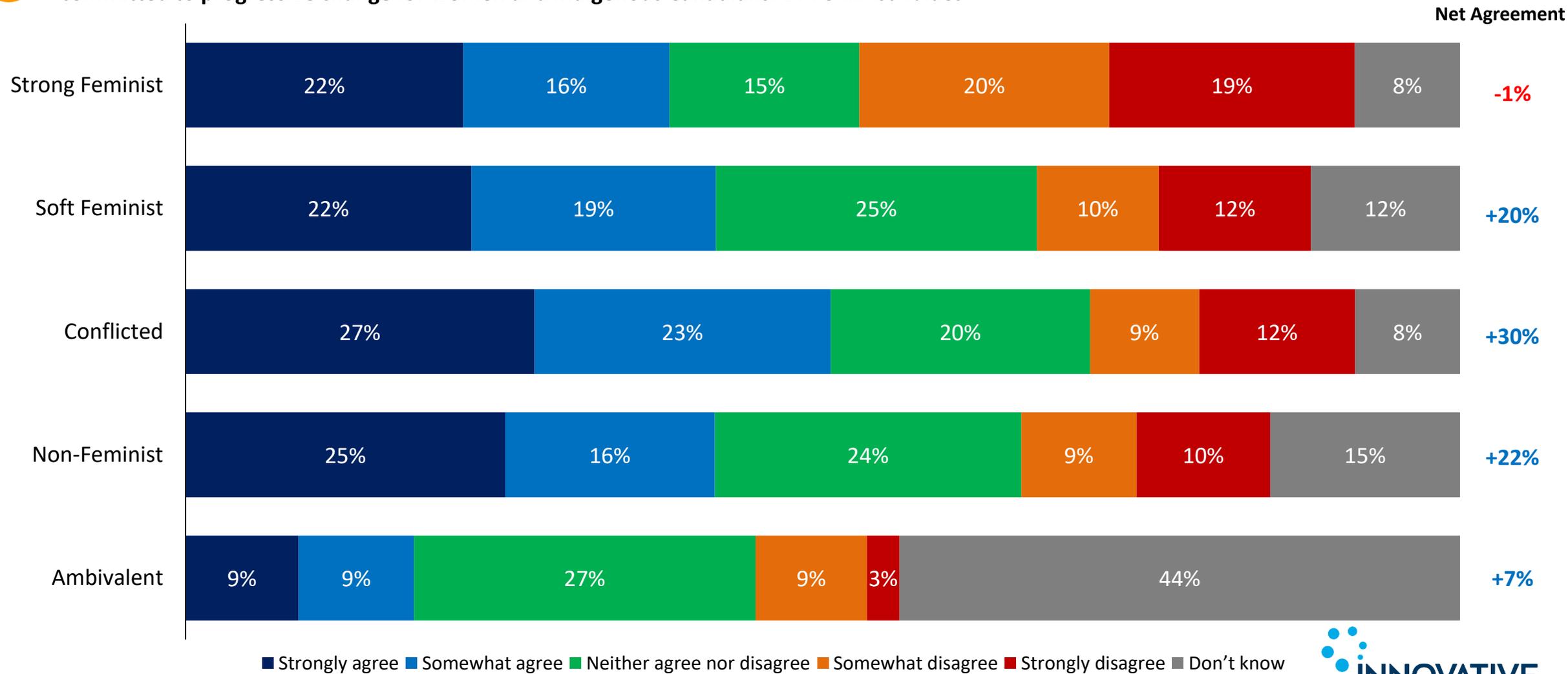
Jody Wilson-Raybould says that the Prime Minister and senior officials in government inappropriately tried to politicise her decisions as attorney general. The Prime Minister says that he and senior officials were simply ensuring that the attorney general considered critical issues like the potential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



# 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?

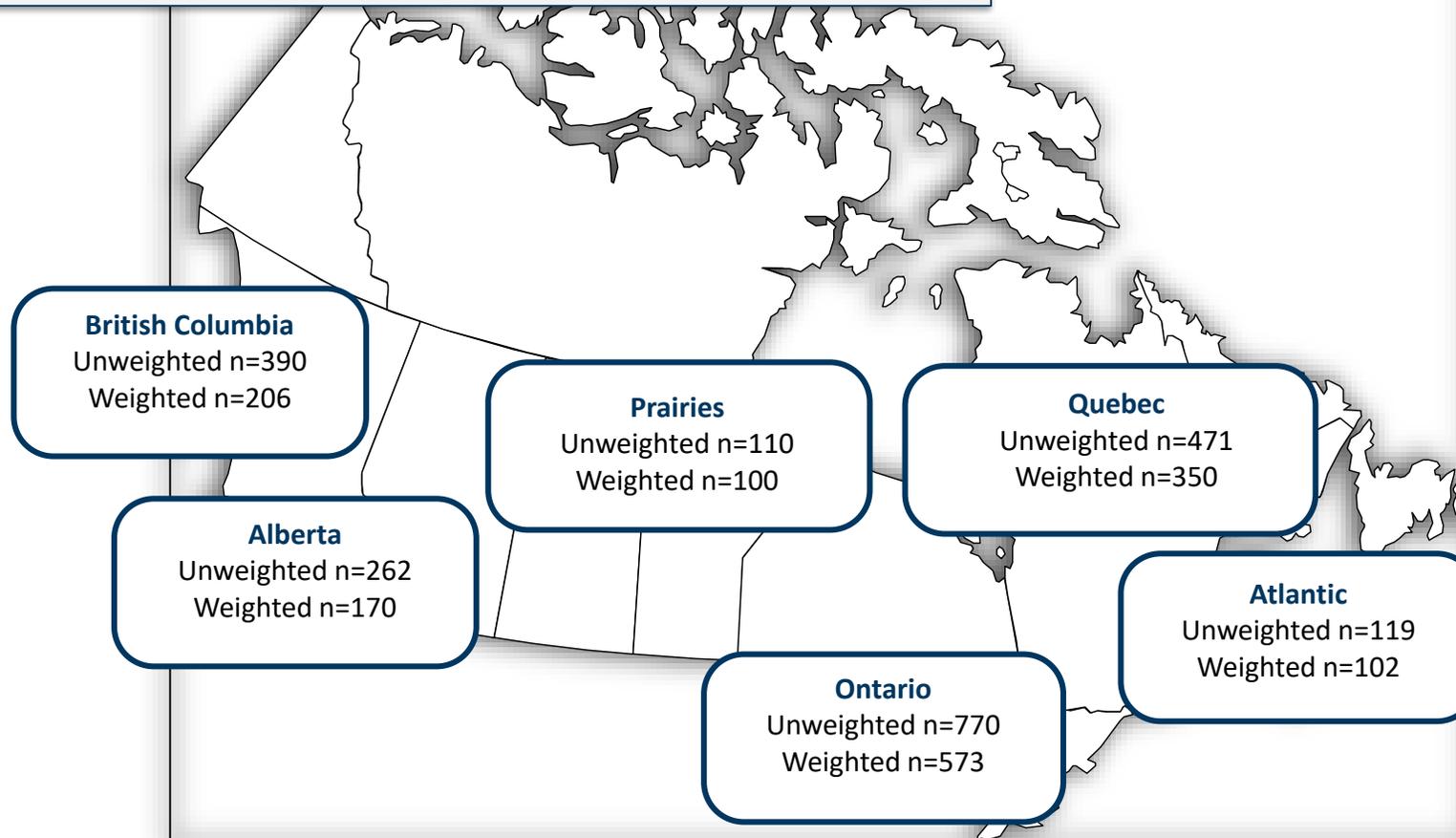
Regional groupings include:

- British Columbia (Yukon)
- Alberta (Northwest Territories)
- Prairie Region (Manitoba, Saskatchewan and Nunavut)
- Ontario
- Quebec
- Atlantic (PEI, New Brunswick, Nova Scotia and Newfoundland & Labrador)

## National

Unweighted n=2,122

Weighted n=1,500





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