

Leaders and Parties

Canada This Month

June 2019



Methodology



These are the results of the June 2019 Canada This Month survey conducted between June 28th and July 8th, 2019.

This online survey of 2,515 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=1,200 based on Census data from Statistics Canada.

Respondents from the Canada 20/20 Panel and the Lucid constituent panels are recruited from a wide variety of sources to reflect the age, gender, region, and language characteristics of the country as a whole. 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.

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. Sub-regional quotas are set within regions to ensure there is a representative sample of respondents from across the entire region.

Confidence: 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.

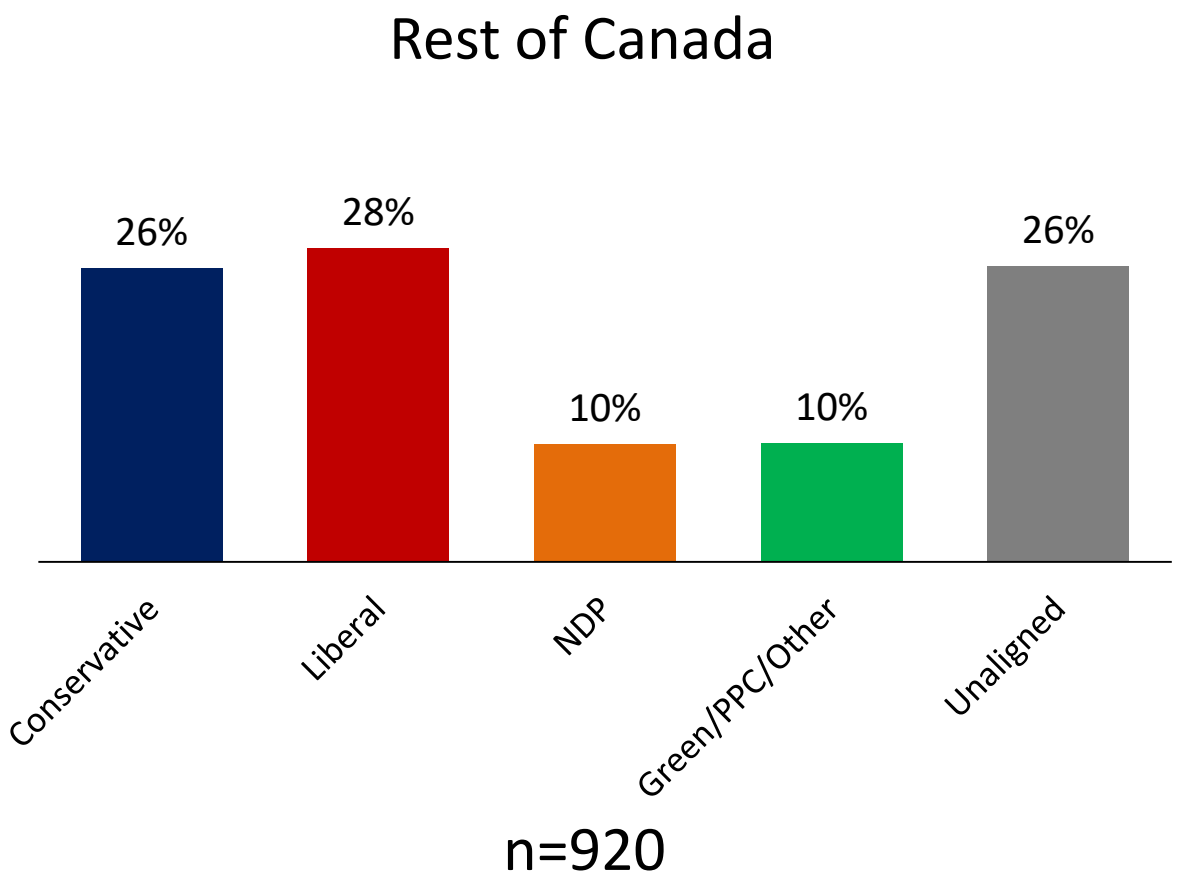
Weighting: Results for Canada are weighted by age, gender, and region to ensure that the overall sample's composition reflects that of the actual population according to Census data; in order to provide results that are intended to approximate a probability. Weighted and unweighted frequencies are reported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

	Unweighted (n)	Unweighted (%)	Weighted (n)	Weighted (%)
Males 18-34	208	8.3%	165	13.8%
Males 35-54	327	13.0%	201	16.7%
Males 55+	806	32.0%	217	18.1%
Females 18-34	240	9.5%	163	13.6%
Females 35-54	343	13.6%	208	17.4%
Females 55+	591	23.5%	245	20.4%
Region				
BC	415	16.5%	163	13.6%
Alberta	275	10.9%	136	11.3%
Prairies	129	5.1%	80	6.7%
Ontario	820	32.6%	459	38.3%
Quebec	737	29.3%	280	23.3%
Atlantic	139	5.5%	82	6.8%

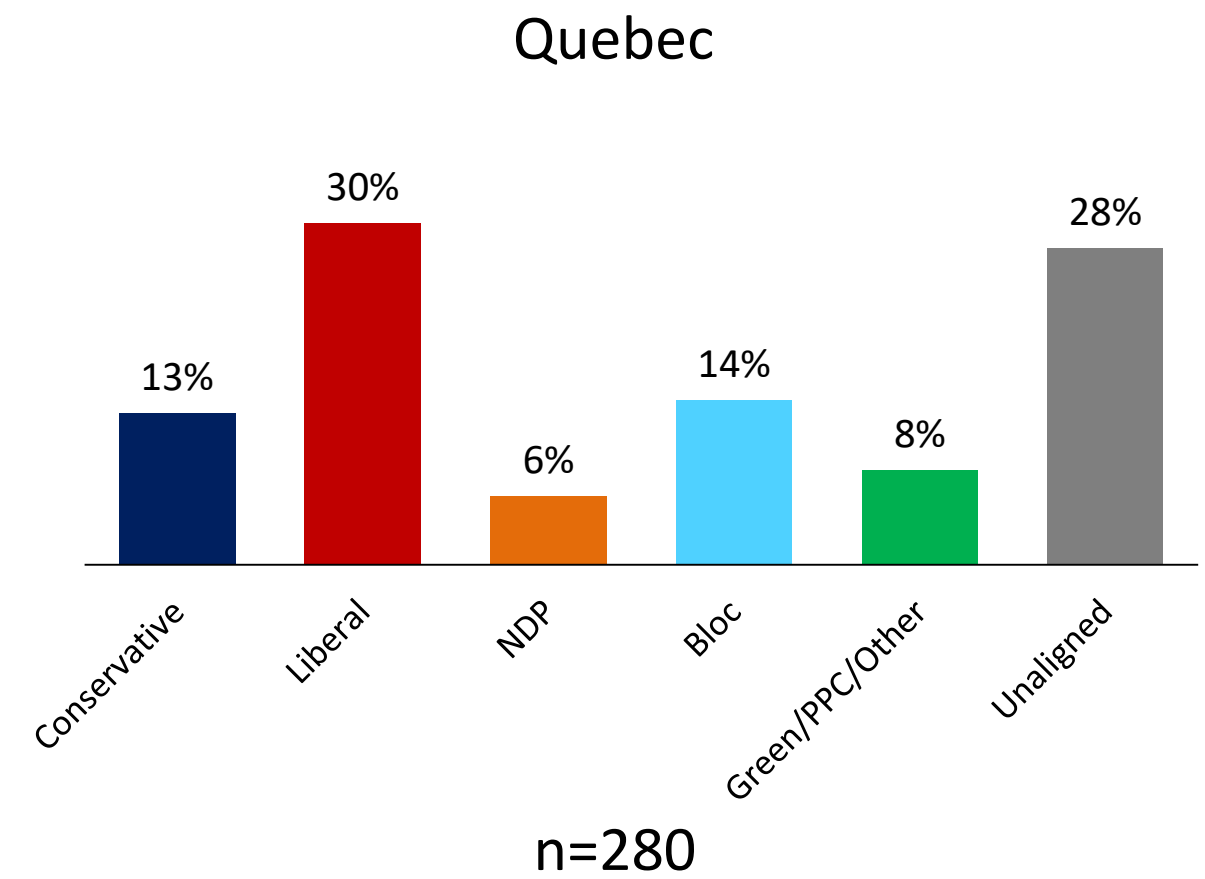
Partisanship

Federal Party ID: In Quebec, the Liberals have a strong lead on partisanship; outside of Quebec, the Liberals and Conservatives are tied

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



Note: n=1,778 unweighted.

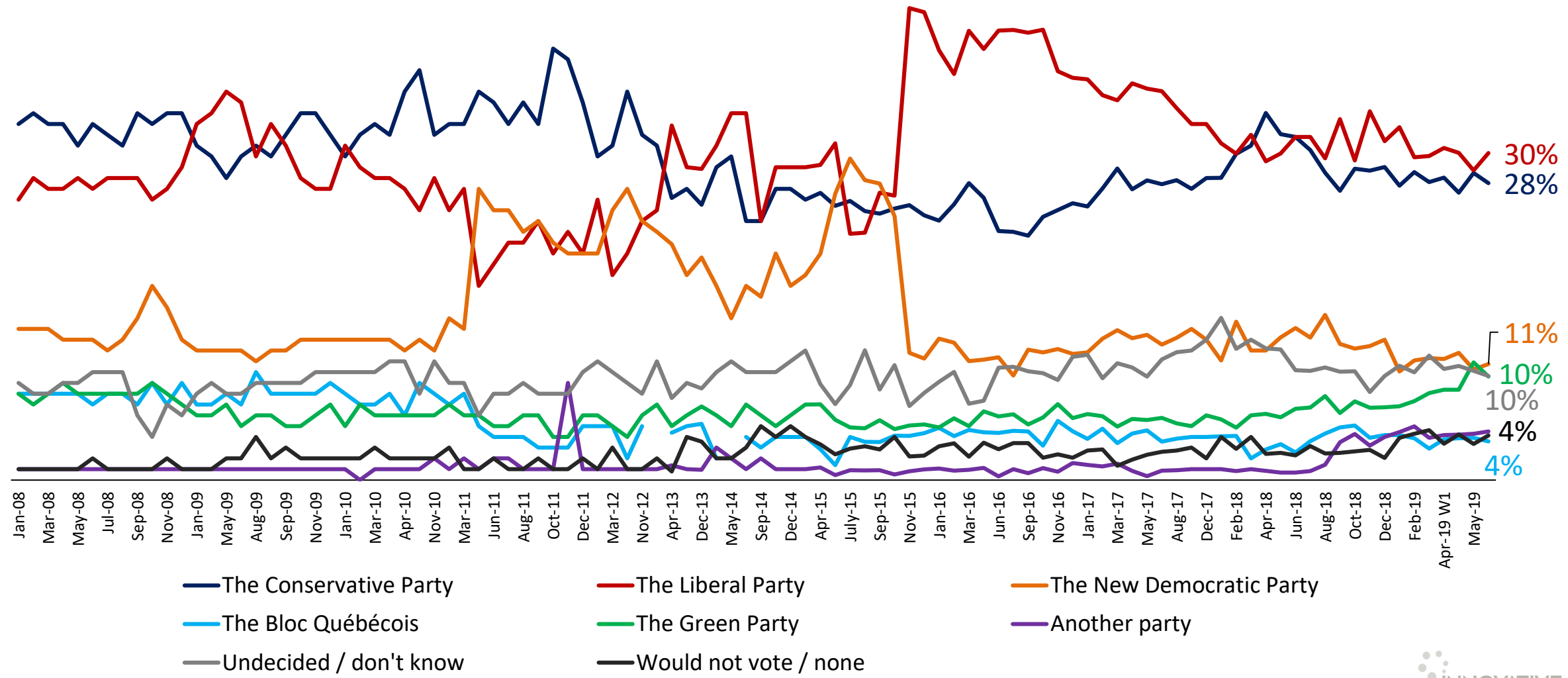


Note: n=737 unweighted.

Combined Federal Vote: Liberals and Conservatives remain tied at 30% and 28% respectively



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]



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

Assessing Brands

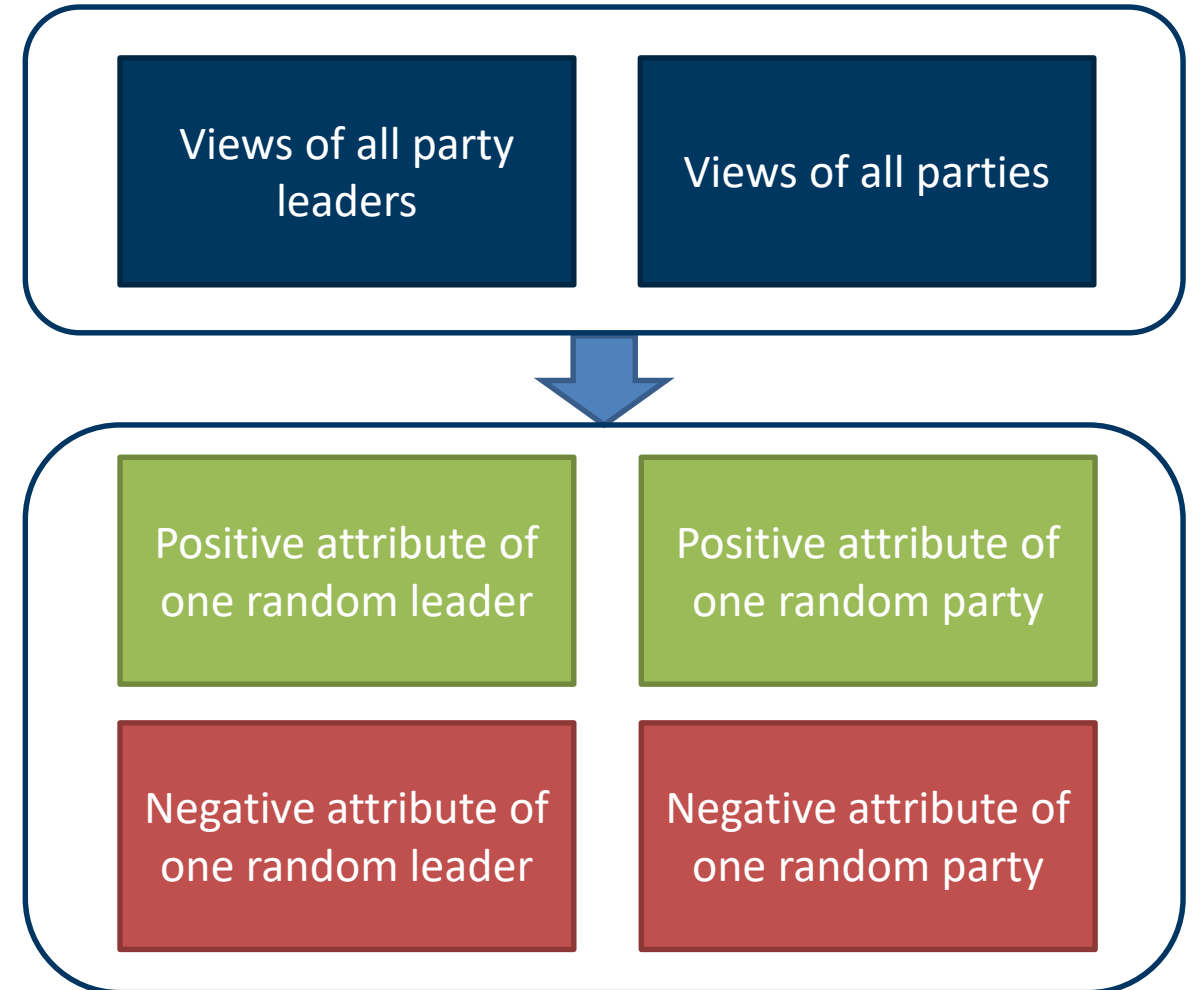
Questionnaire Design

To understand the attributes underlying respondents attitudes towards both party leaders and the parties themselves, respondents were asked whether they had positive, negative, or a mix of views on each leader and each party.

They were then asked to list one positive thing about a random party leader they said they had at least some positive views on, and one negative thing about another party leader they said they had at least some negative views on.

This process was repeated for the political parties with each respondent as well.

Questions of Yves-François Blanchet and the Bloc Quebecois were only asked in Quebec. Because of the design, samples for them are small and results should be treated with caution.



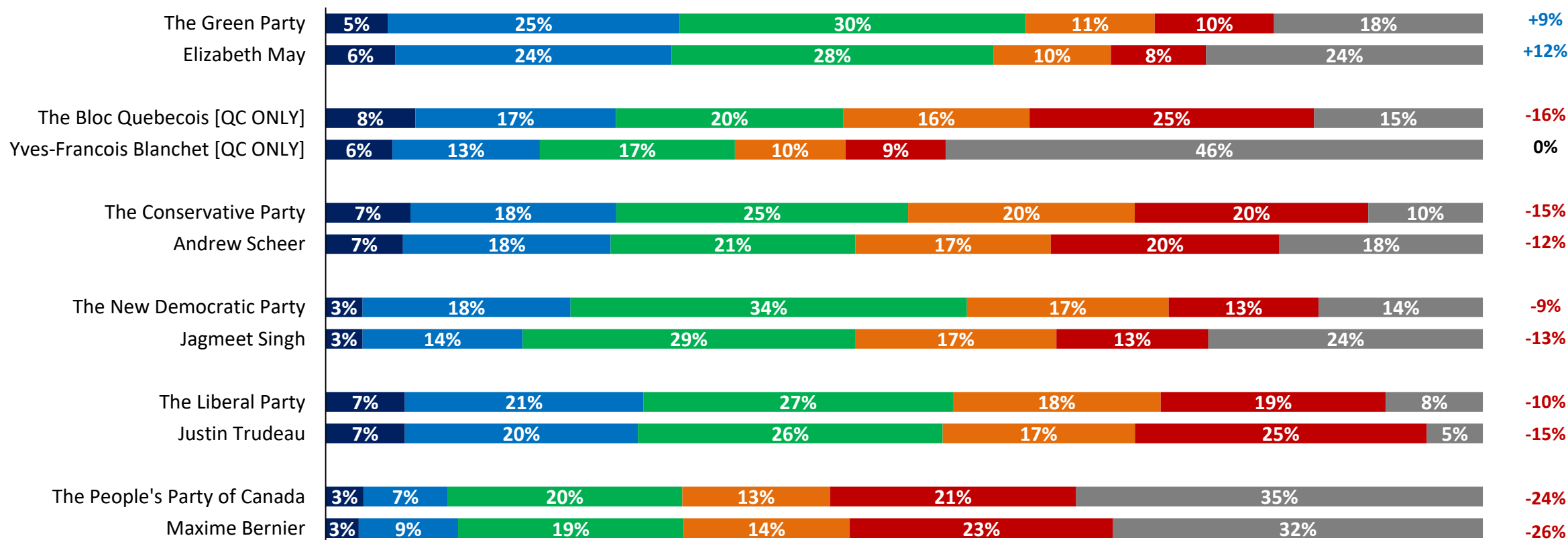
Views of Parties and their Leaders: Elizabeth May and the Green Party are the only ones with positive net views



Thinking about each of the following [parties/party leaders], please indicate if you have all positive, mostly positive, some positive and some negative, mostly negative, or all negative views of that [party/leader]. If you don't know enough about the [party/leader] to say, please indicate that.

[asked of all respondents]

Net Views



■ All positive views
■ Mostly negative views

■ Mostly positive views
■ All negative views

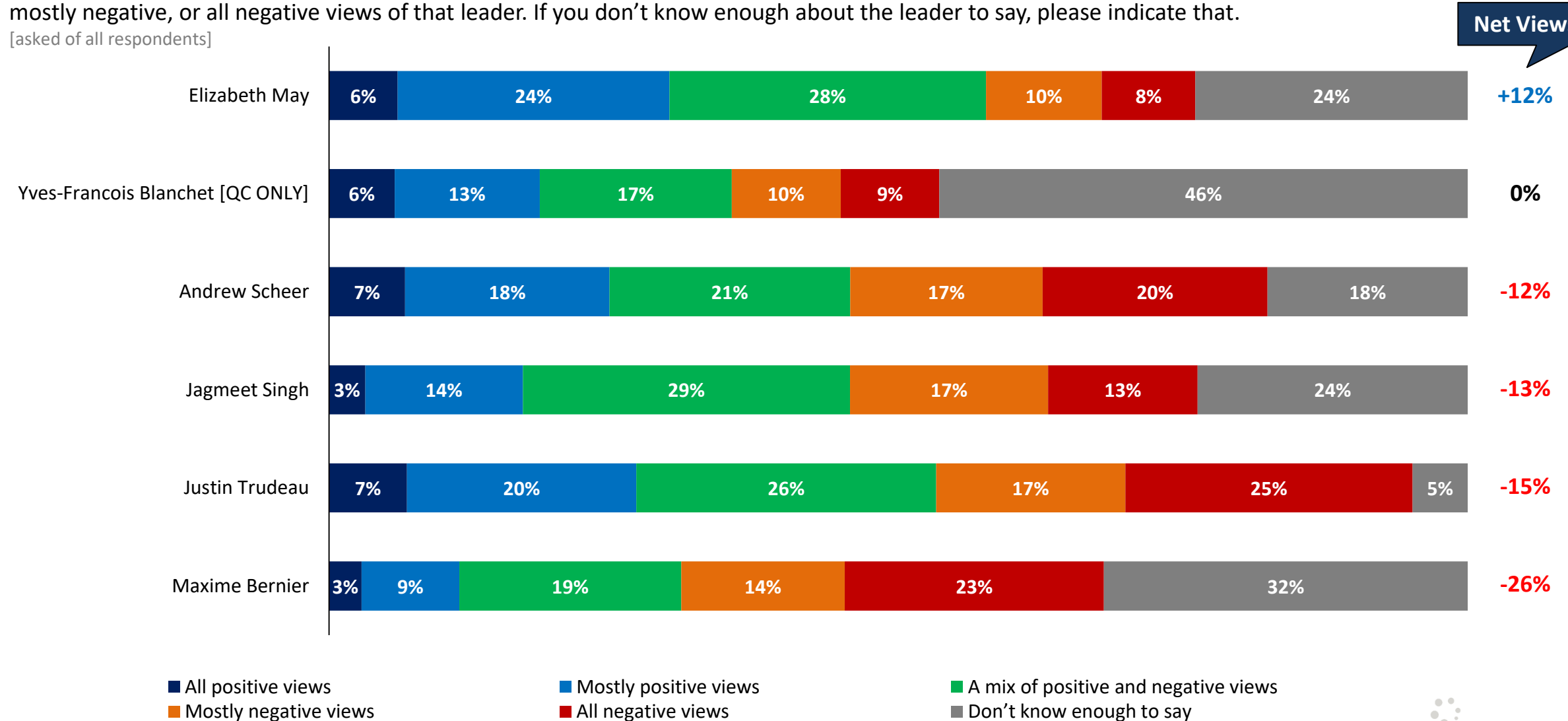
■ A mix of positive and negative views
■ Don't know enough to say

Leader Brands

Views of Leaders: Only Elizabeth May has a positive net impression score; Maxime Bernier is viewed most negatively among all leaders



Thinking about each of the following party leaders, please indicate if you have all positive, mostly positive, some positive and some negative, mostly negative, or all negative views of that leader. If you don't know enough about the leader to say, please indicate that.
[asked of all respondents]



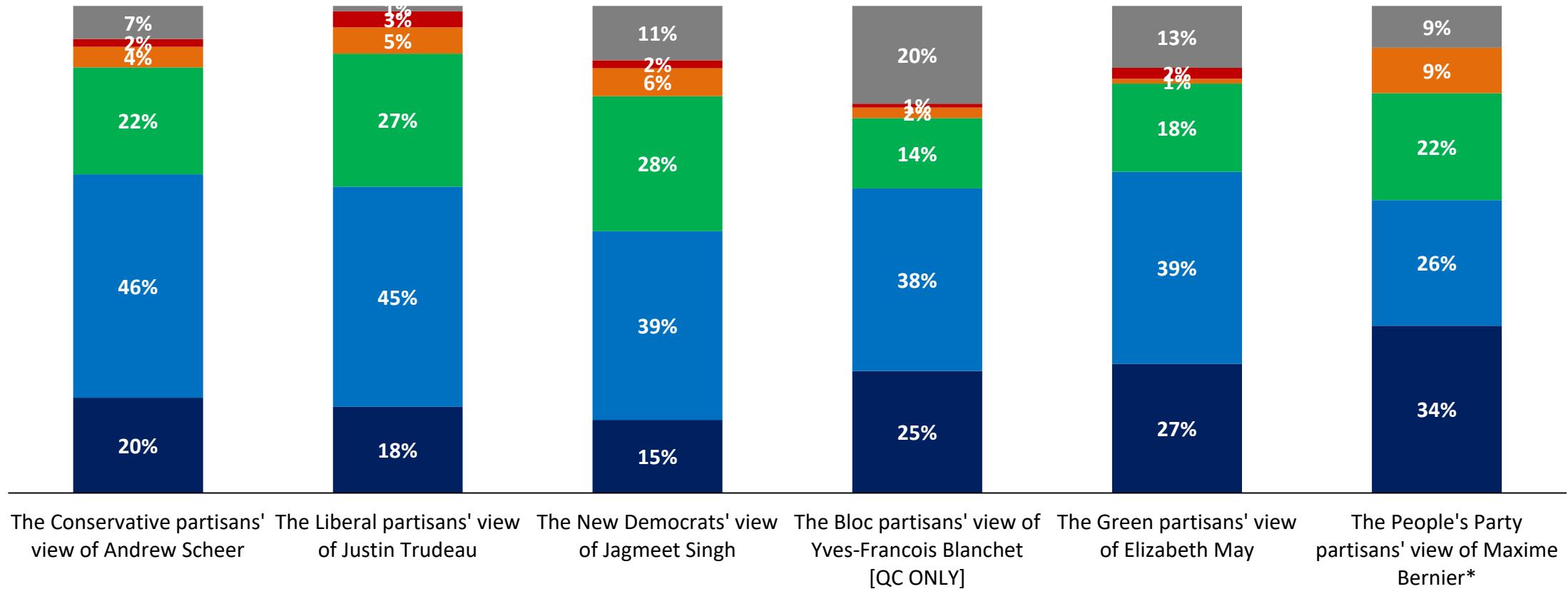
Views of Leaders: Conservatives have similar views of Scheer (65% say at least mostly positive) as Liberals have towards Trudeau (63%)



Thinking about each of the following party leaders, please indicate if you have all positive, mostly positive, some positive and some negative, mostly negative, or all negative views of that leader. If you don't know enough about the leader to say, please indicate that.

Showing views of each party's leader among those who identify with that party.

[asked of all respondents]



■ All positive views
 ■ Mostly positive views
 ■ A mix of positive and negative views
■ Mostly negative views
 ■ All negative views
 ■ Don't know enough to say

Note: * denotes a small sample size. Treat results with caution.

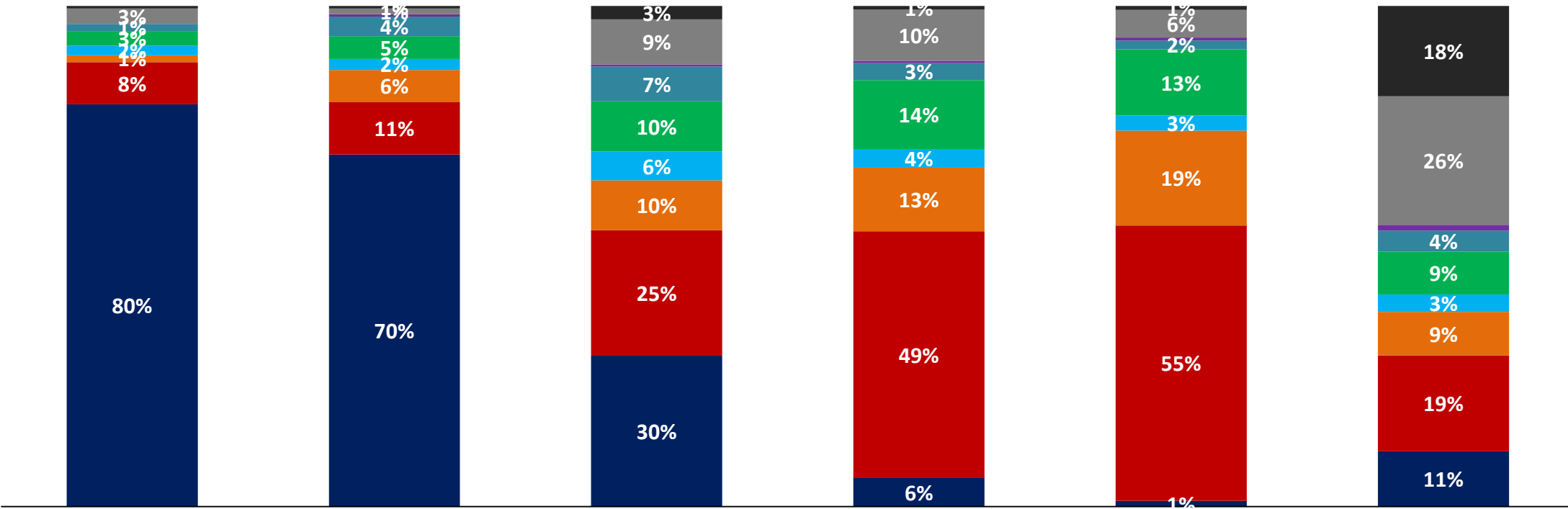
Vote by view of Andrew Scheer: The CPC leads marginally by 5 points among those with a mix of positive and negative views of Scheer



COMBINED VOTE BY Thinking about each of the following party leaders, please indicate if you have all positive, mostly positive, some positive and some negative, mostly negative, or all negative views of that leader. If you don't know enough about the leader to say, please indicate that.

Andrew Scheer

[asked of all respondents]



Those who have all positive views of Scheer Those who have mostly positive views of Scheer Those who have a mix of positive and negative views of Scheer Those who have mostly negative views of Scheer Those who have all negative views of Scheer Those who don't know enough to say about Scheer

■ Conservative ■ Liberal ■ NDP ■ Bloc ■ Green ■ People's Party ■ Other ■ Undecided DK ■ Would not vote None

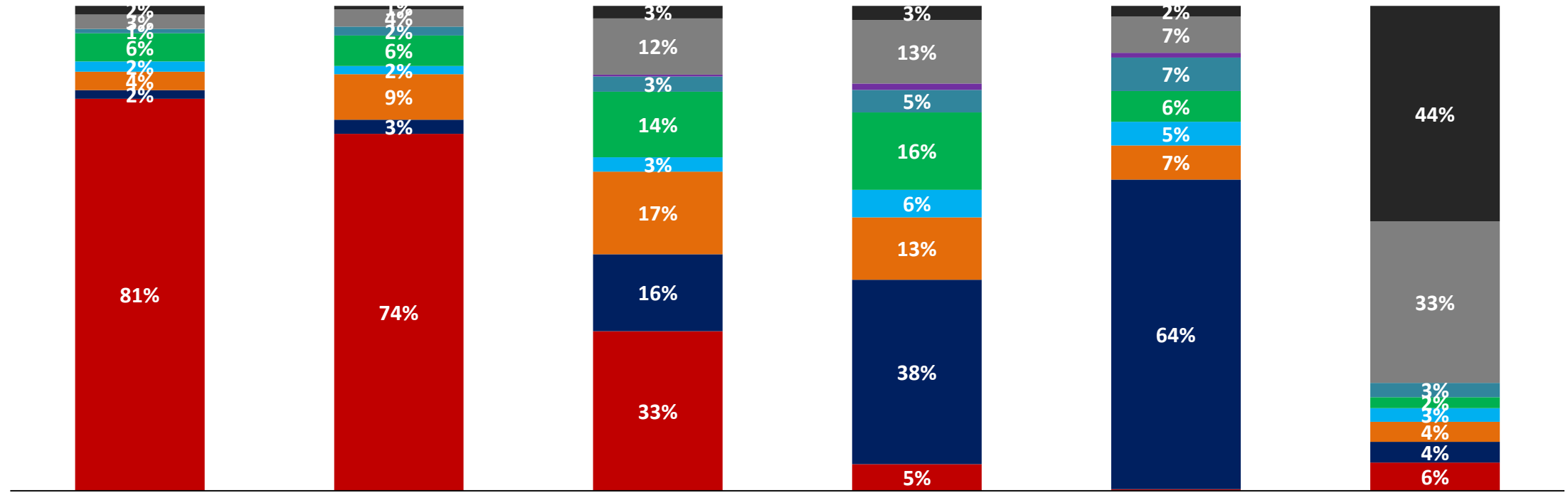
Vote by view of Justin Trudeau: The Liberals lead by more than 15 points among those with a mix of positive and negative views of Trudeau



COMBINED VOTE BY Thinking about each of the following party leaders, please indicate if you have all positive, mostly positive, some positive and some negative, mostly negative, or all negative views of that leader. If you don't know enough about the leader to say, please indicate that.

Justin Trudeau

[asked of all respondents]



■ Liberal
 ■ Conservative
 ■ NDP
 ■ Bloc
 ■ Green
 ■ Peoples Party
 ■ Other
 ■ Undecided DK
 ■ Would not vote None

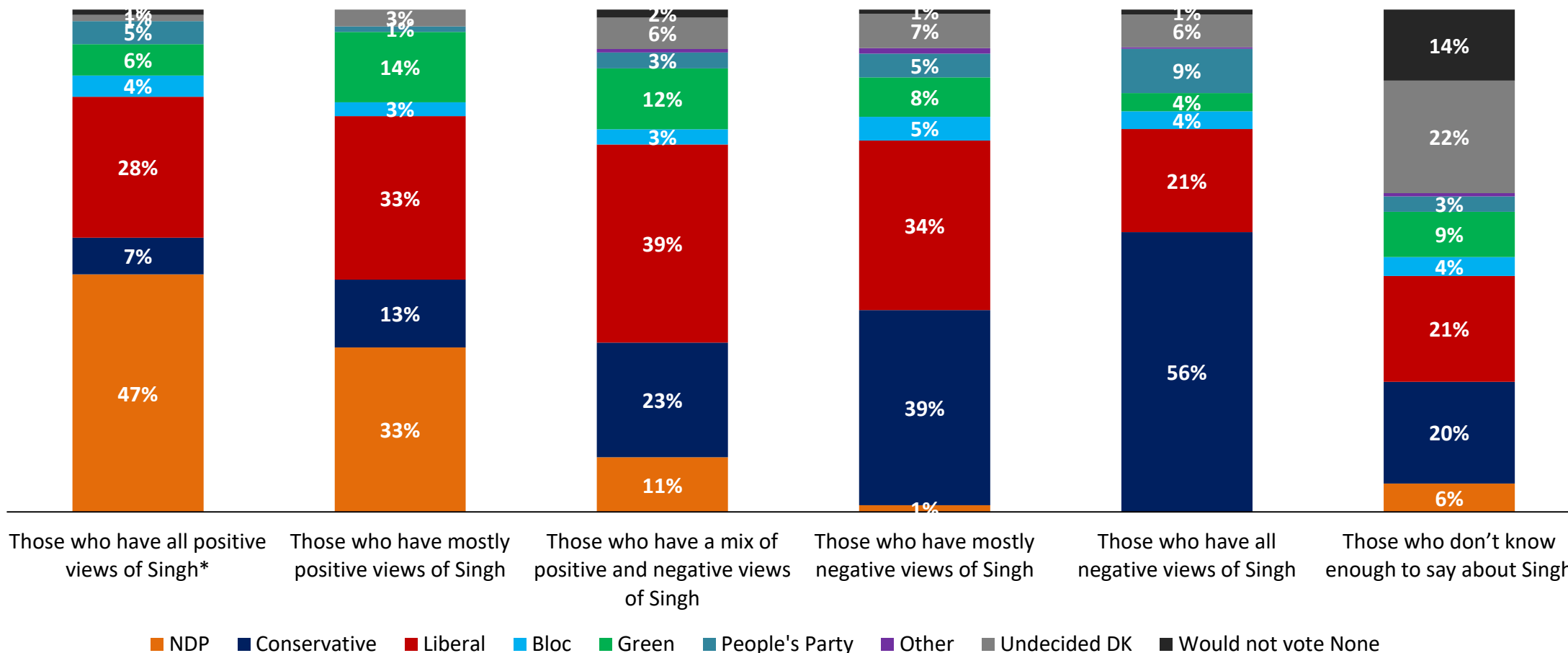
Vote by view of Jagmeet Singh: The NDP are tied with the Liberals among those who say they have mostly positive views of Singh



COMBINED VOTE BY Thinking about each of the following party leaders, please indicate if you have all positive, mostly positive, some positive and some negative, mostly negative, or all negative views of that leader. If you don't know enough about the leader to say, please indicate that.

Jagmeet Singh

[asked of all respondents]



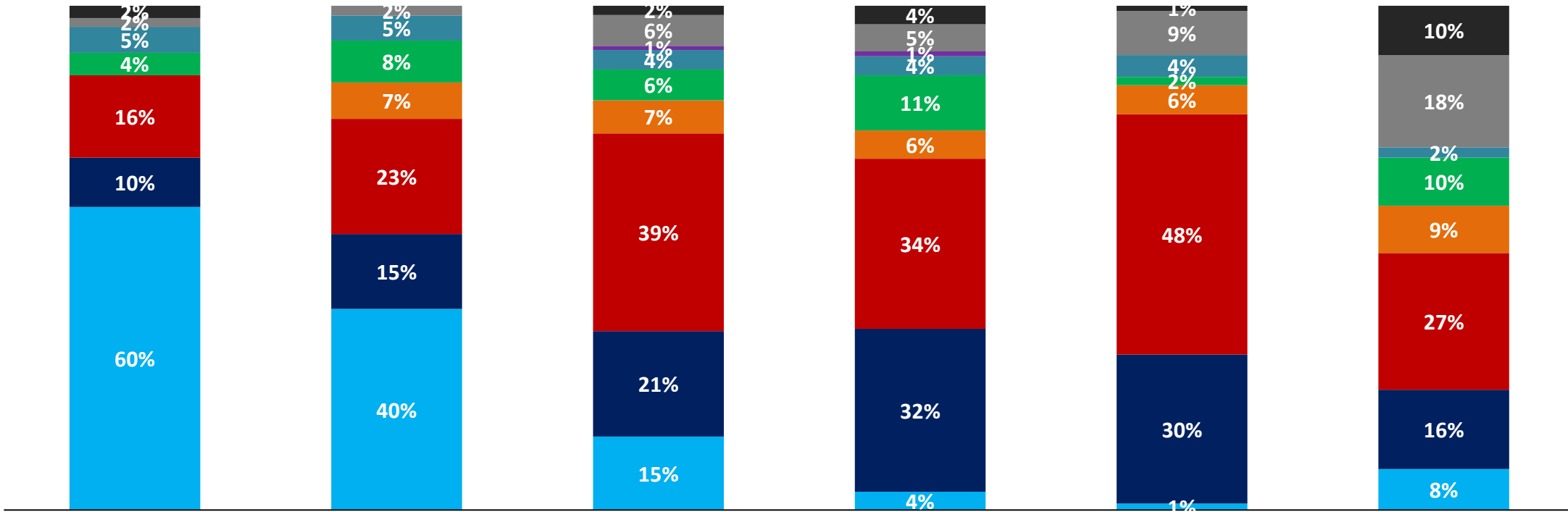
Note: * denotes a small sample size. Treat results with caution.

Vote by view of Yves-Francois Blanchet: Those with a mix of positive and negative views of Blanchet are most likely to vote Liberal (39%)



COMBINED VOTE BY Thinking about each of the following party leaders, please indicate if you have all positive, mostly positive, some positive and some negative, mostly negative, or all negative views of that leader. If you don't know enough about the leader to say, please indicate that.

Yves-Francois Blanchet [asked of all respondents]



■ Bloc ■ Conservative ■ Liberal ■ NDP ■ Green ■ People's Party ■ Other ■ Undecided DK ■ Would not vote None

Note: * denotes a small sample size. Treat results with caution.



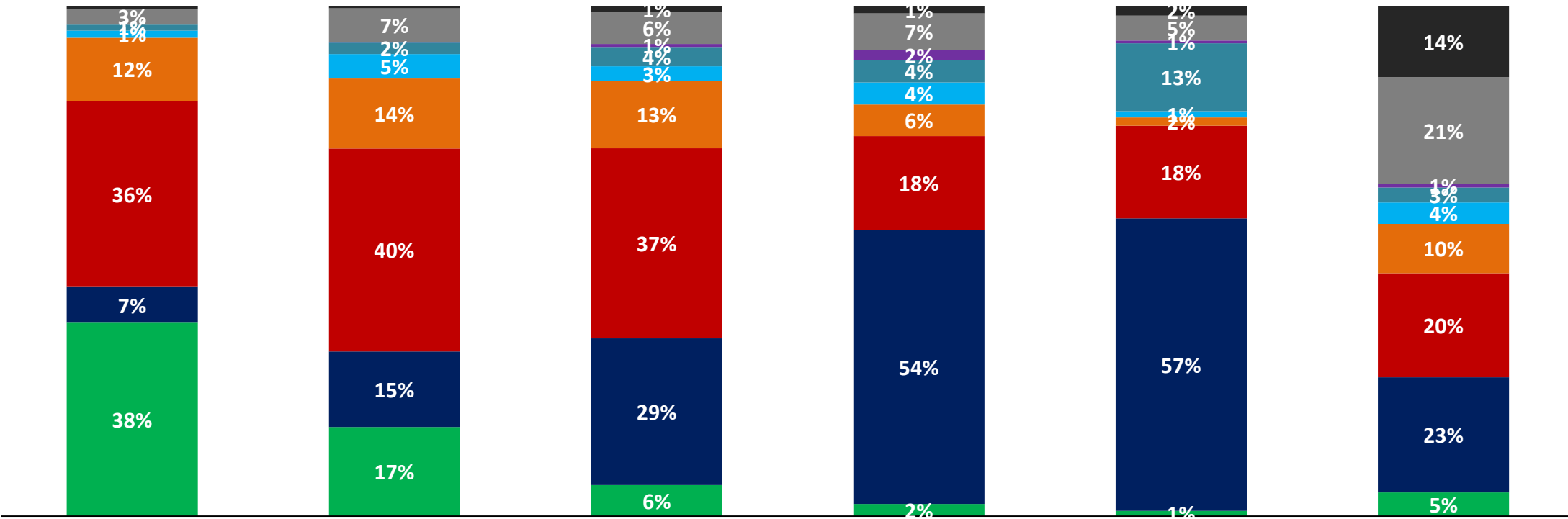
Vote by view of Elizabeth May: Even among those with all positive views of May, the Green Party is only tied with the Liberal Party



COMBINED VOTE BY Thinking about each of the following party leaders, please indicate if you have all positive, mostly positive, some positive and some negative, mostly negative, or all negative views of that leader. If you don't know enough about the leader to say, please indicate that.

Elizabeth May

[asked of all respondents]



Green Conservative Liberal NDP Bloc People's Party Other Undecided DK Would not vote None

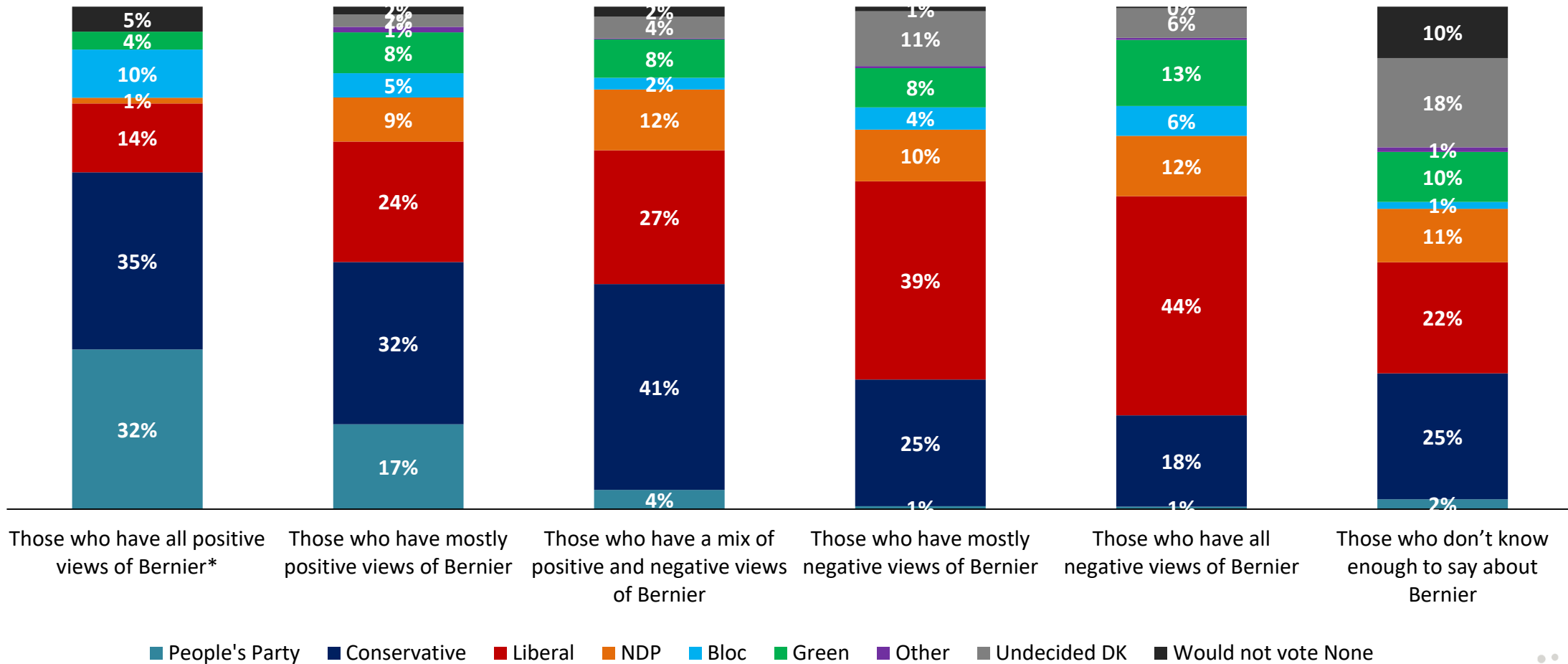
Vote by view of Maxime Bernier: The People's Party trails behind the LPC and CPC among those with mostly positive views of Bernier



COMBINED VOTE BY Thinking about each of the following party leaders, please indicate if you have all positive, mostly positive, some positive and some negative, mostly negative, or all negative views of that leader. If you don't know enough about the leader to say, please indicate that.

Maxime Bernier

[asked of all respondents]



Note: * denotes a small sample size. Treat results with caution.

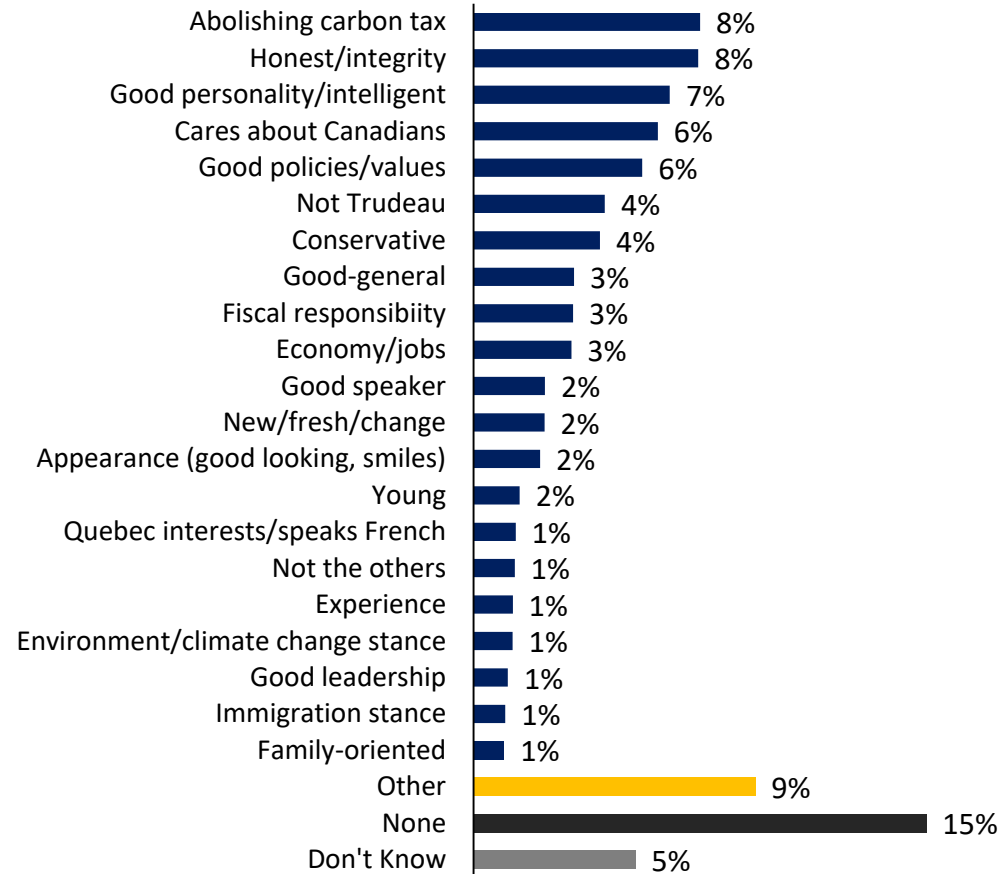
Views of Andrew Scheer: Top negative concerning Scheer is weak leadership, top positive quality is his plan to abolish the carbon tax



Below is the name of one randomly selected party leader: Andrew Scheer. What is one POSITIVE/NEGATIVE thing that comes to mind when thinking about that party leader?

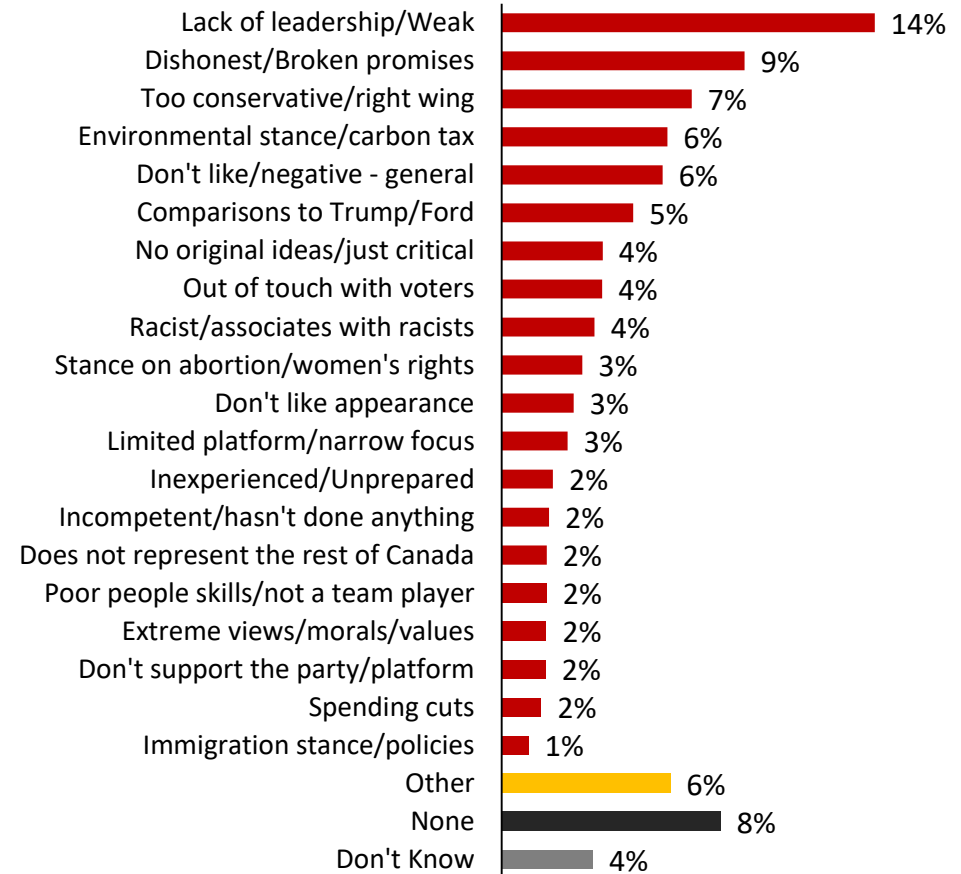
[POSITIVE: asked only of those who have an opinion of Scheer and whose views are not all negative; n=239;
 NEGATIVE: asked only of those who have an opinion of Scheer and whose views are not all positive; n=217]

Positive



Note: Refused (<1%) not shown.

Negative



Note: Refused (<1%) not shown.

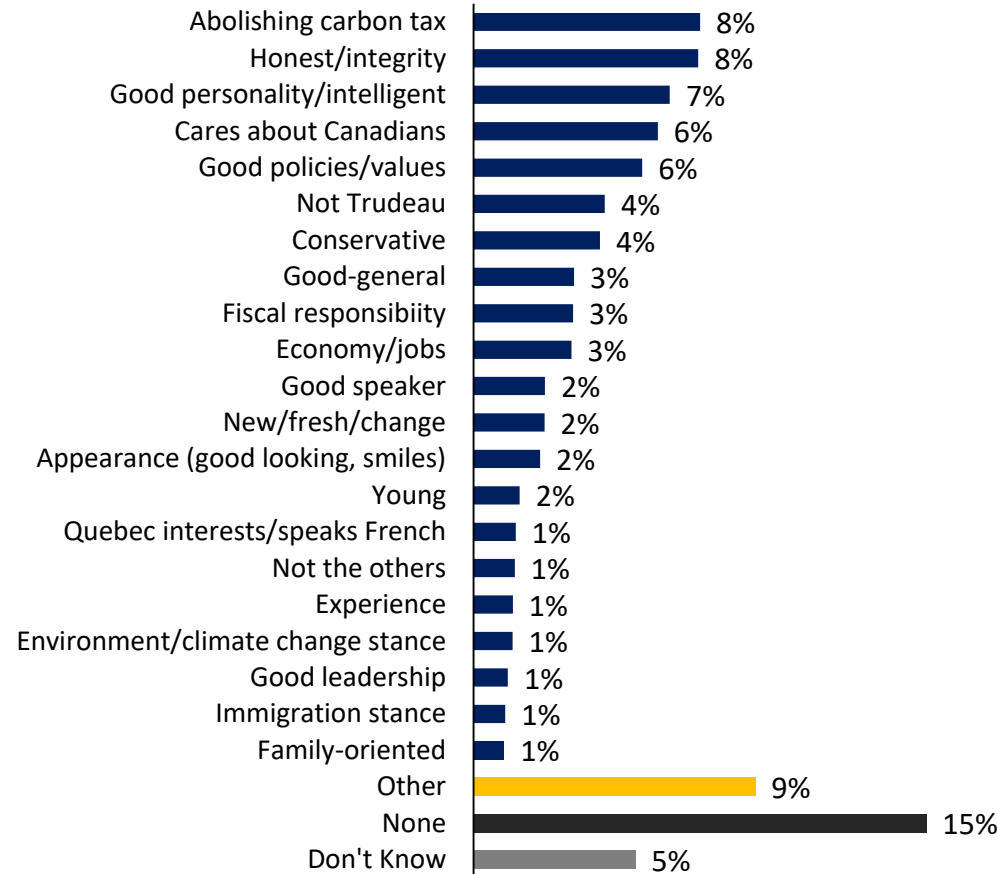
Views of Andrew Scheer: Top negative concerning Scheer is weak leadership, top positive quality is his plan to abolish the carbon tax



Below is the name of one randomly selected party leader: Andrew Scheer. What is one POSITIVE/NEGATIVE thing that comes to mind when thinking about that party leader?

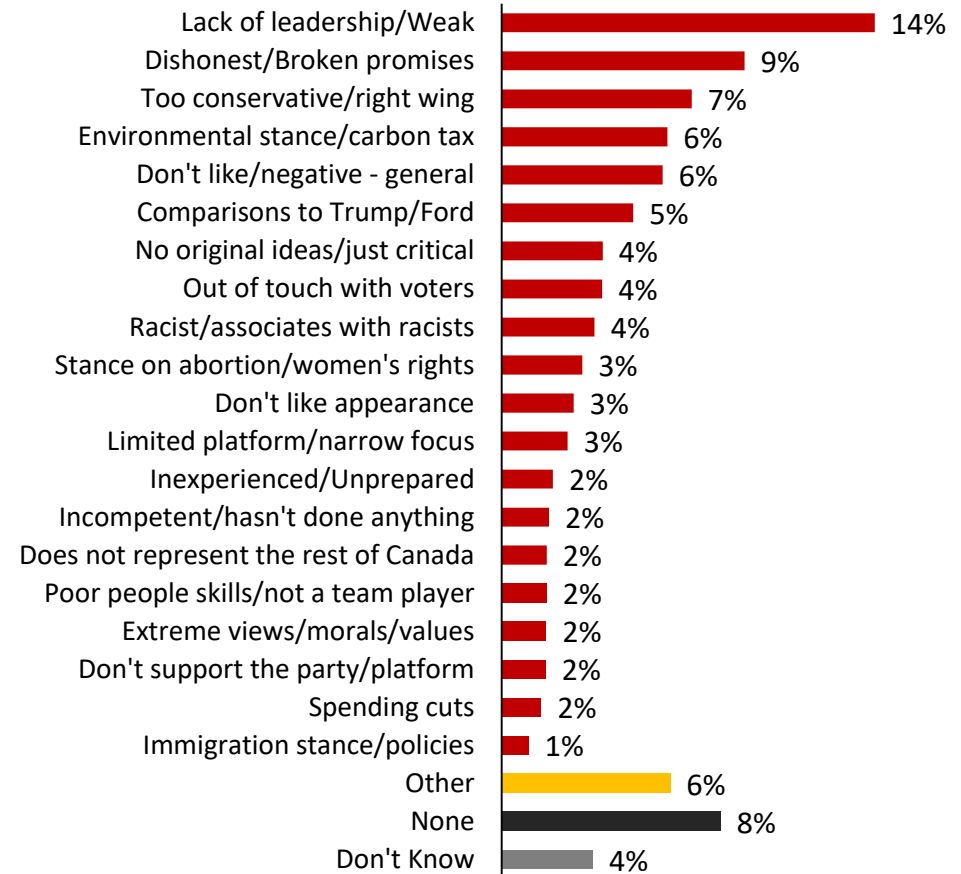
[POSITIVE: asked only of those who have an opinion of Scheer and whose views are not all negative; n=239;
 NEGATIVE: asked only of those who have an opinion of Scheer and whose views are not all positive; n=217]

Positive



Note: Refused (<1%) not shown.

Negative



Note: Refused (<1%) not shown.

Views of Justin Trudeau: Respondents like Trudeau for his values, his personality, and care for Canadians

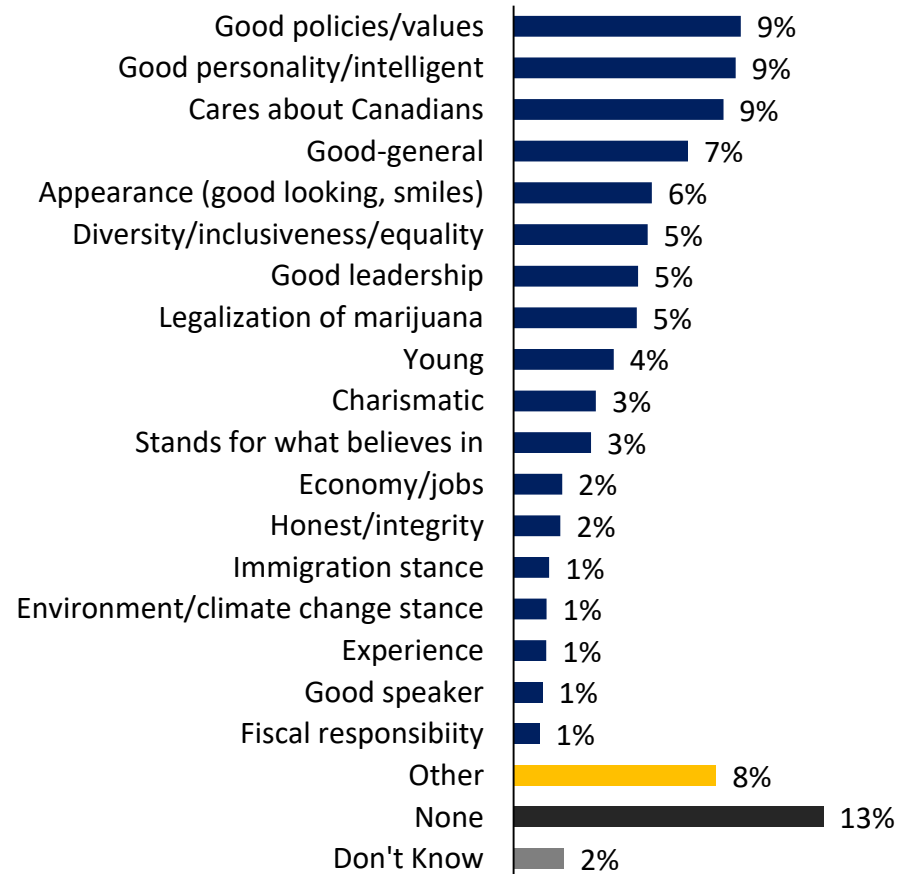


Below is the name of one randomly selected party leader: Justin Trudeau. What is one POSITIVE/NEGATIVE thing that comes to mind when thinking about that party leader?

[POSITIVE: asked only of those who have an opinion of Trudeau and whose views are not all negative; n=285;

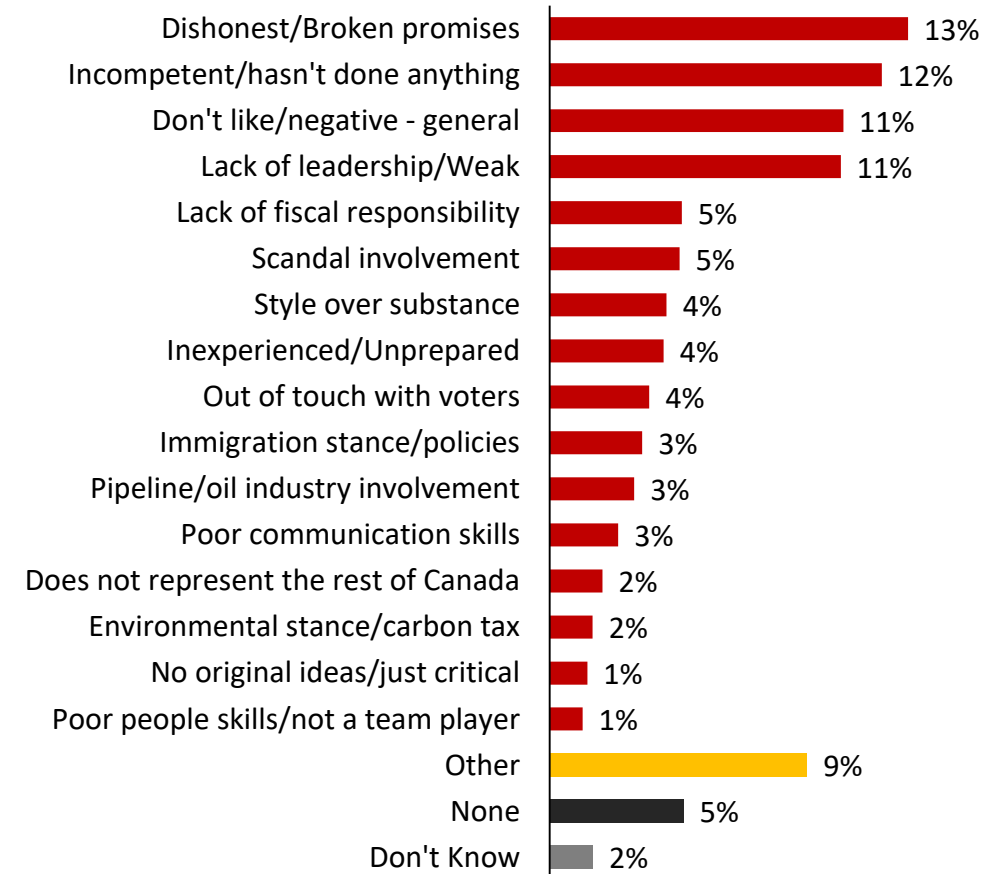
NEGATIVE: asked only of those who have an opinion of Trudeau and whose views are not all positive; n=278]

Positive



Note: Refused (1%) not shown.

Negative



Note: Refused (<1%) not shown.

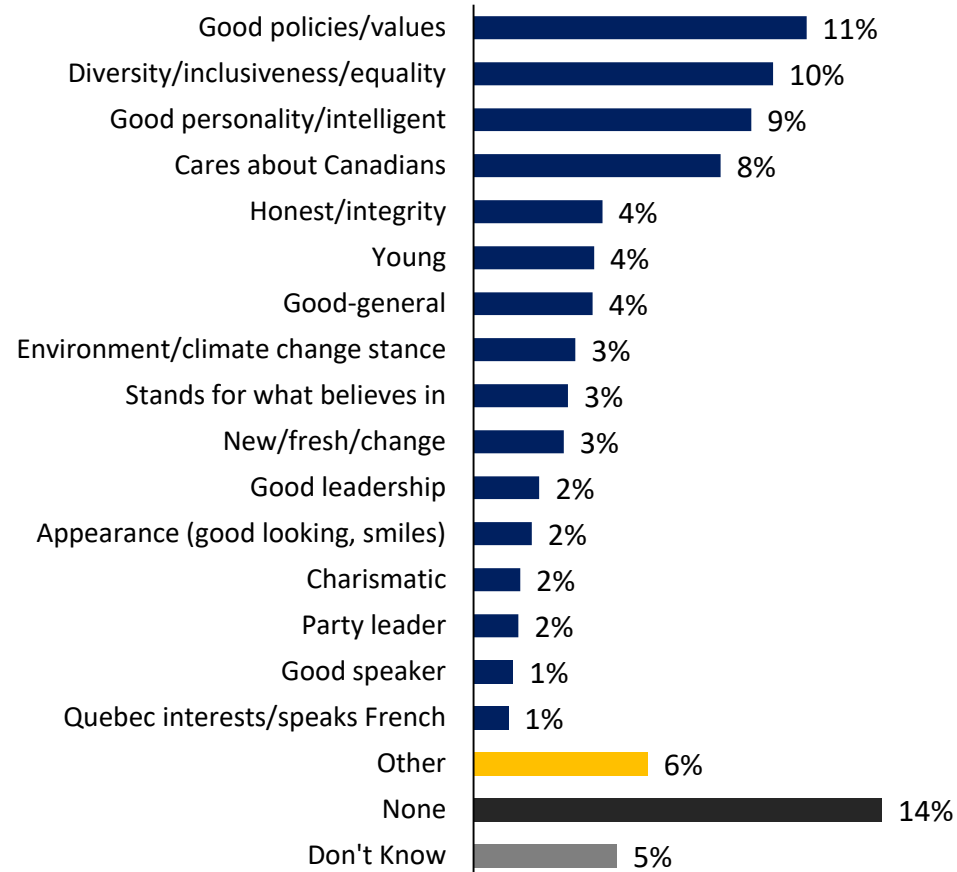
Views of Jagmeet Singh: Good policies/values, diversity and inclusivity, and personality/intelligence top the list of positive views of Singh ²¹



Below is the name of one randomly selected party leader: Jagmeet Singh. What is one POSITIVE/NEGATIVE thing that comes to mind when thinking about that party leader?

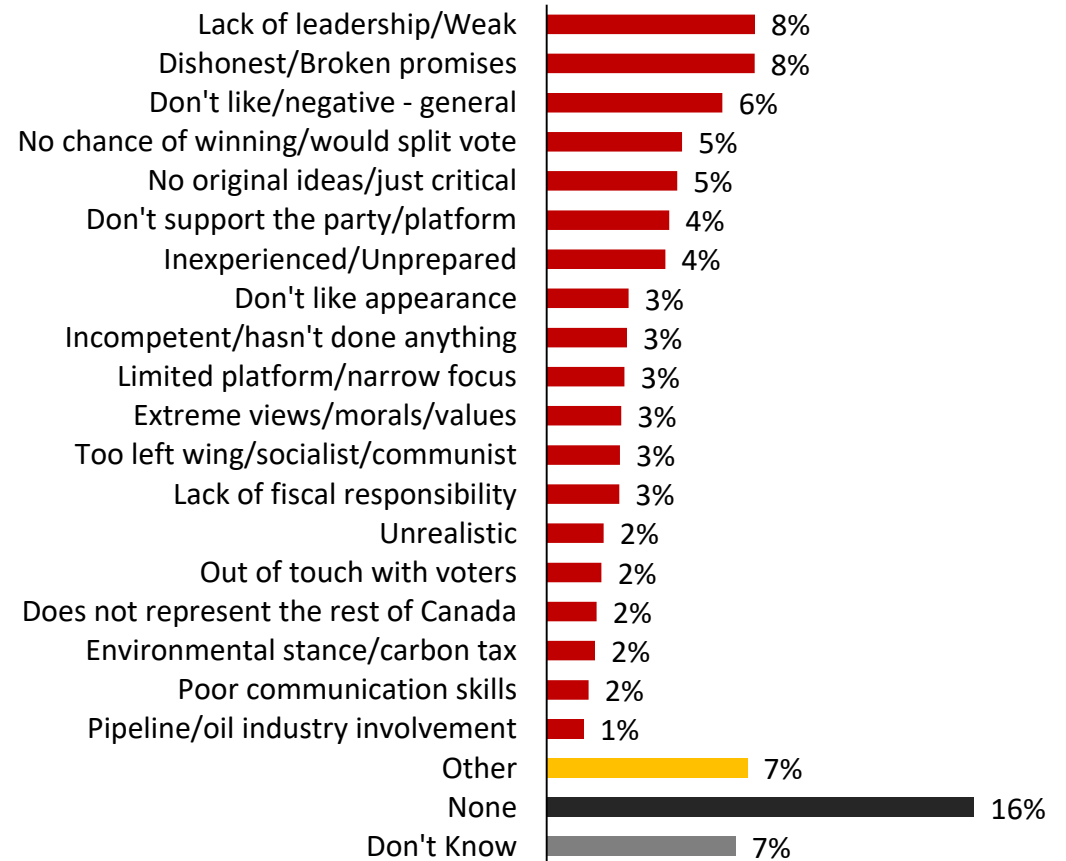
[POSITIVE: asked only of those who have an opinion of Singh and whose views are not all negative; n=208;
NEGATIVE: asked only of those who have an opinion of Singh and whose views are not all positive; n=186]

Positive



Note: Refused (2%) not shown.

Negative



Note: Refused (2%) not shown.

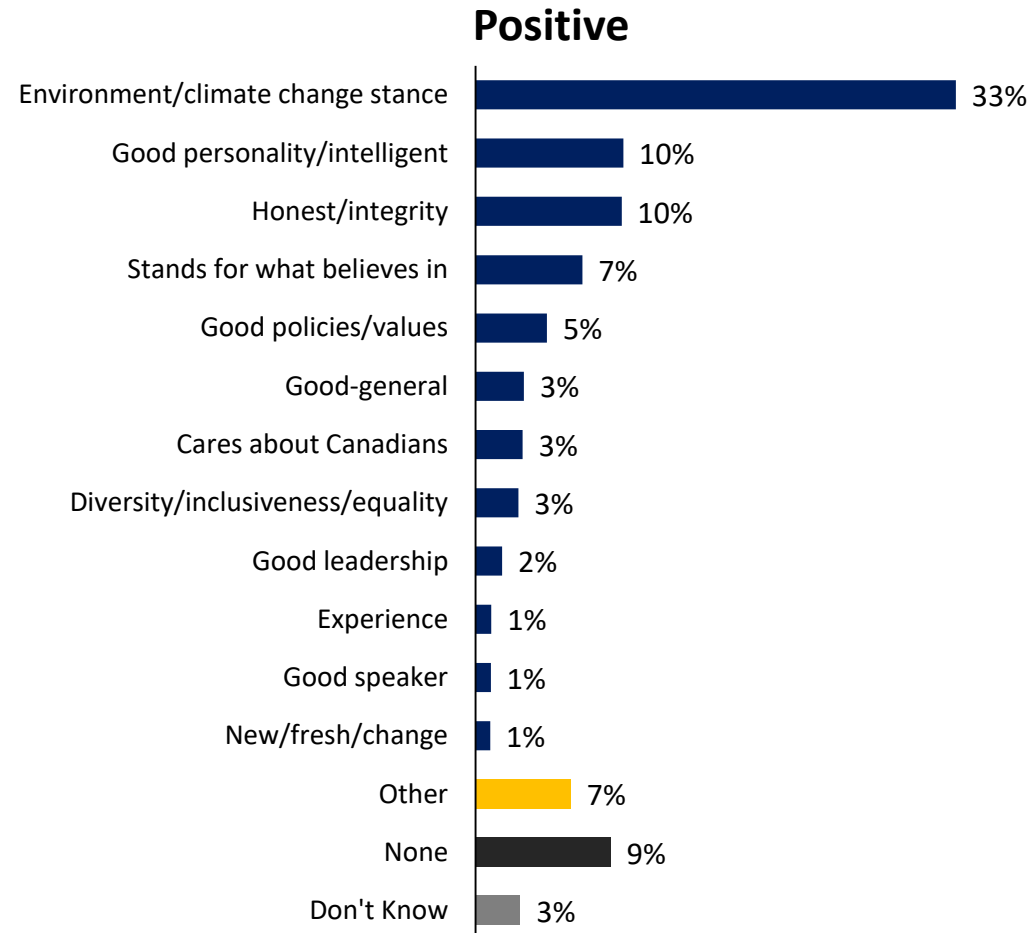
Views of Elizabeth May: Elizabeth May's environmental stance is a double-edged sword for her



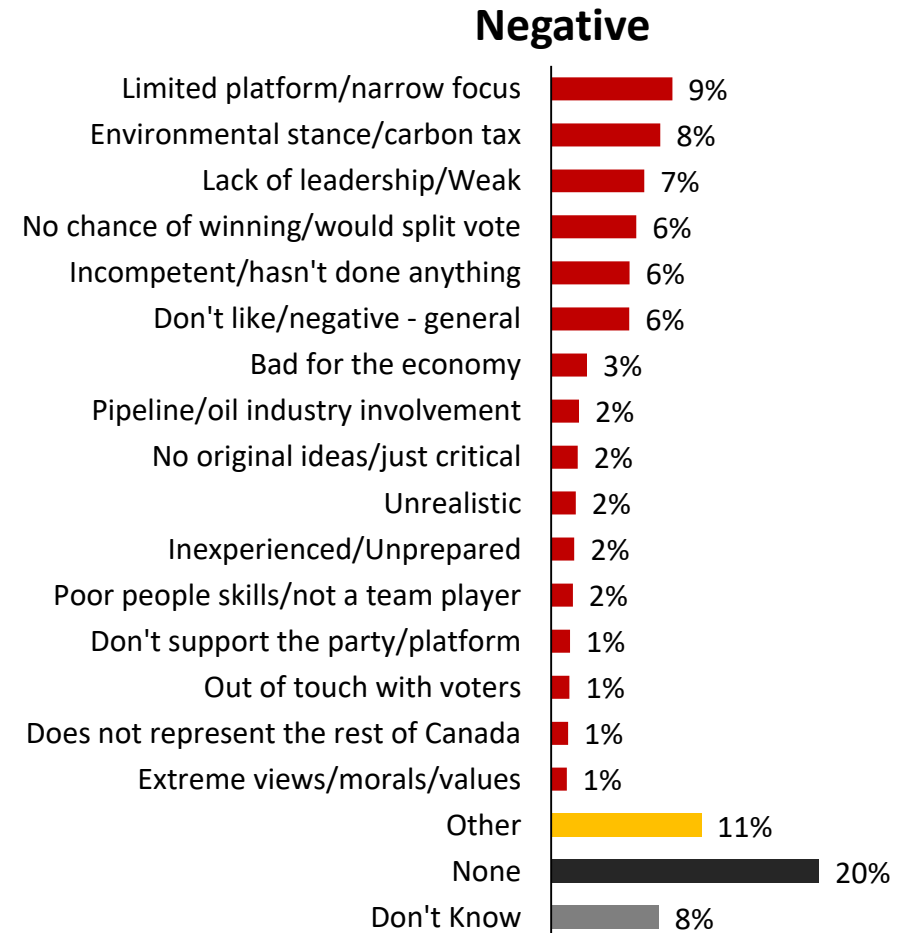
Below is the name of one randomly selected party leader: Elizabeth May. What is one POSITIVE/NEGATIVE thing that comes to mind when thinking about that party leader?

[POSITIVE: asked only of those who have an opinion of May and whose views are not all negative; n=218;

NEGATIVE: asked only of those who have an opinion of May and whose views are not all positive; n=177]



Note: Refused (<1%) not shown.



Note: Refused (2%) not shown.

Views of Maxime Bernier: Negative views of Bernier most commonly are about racism and views that he is too conservative

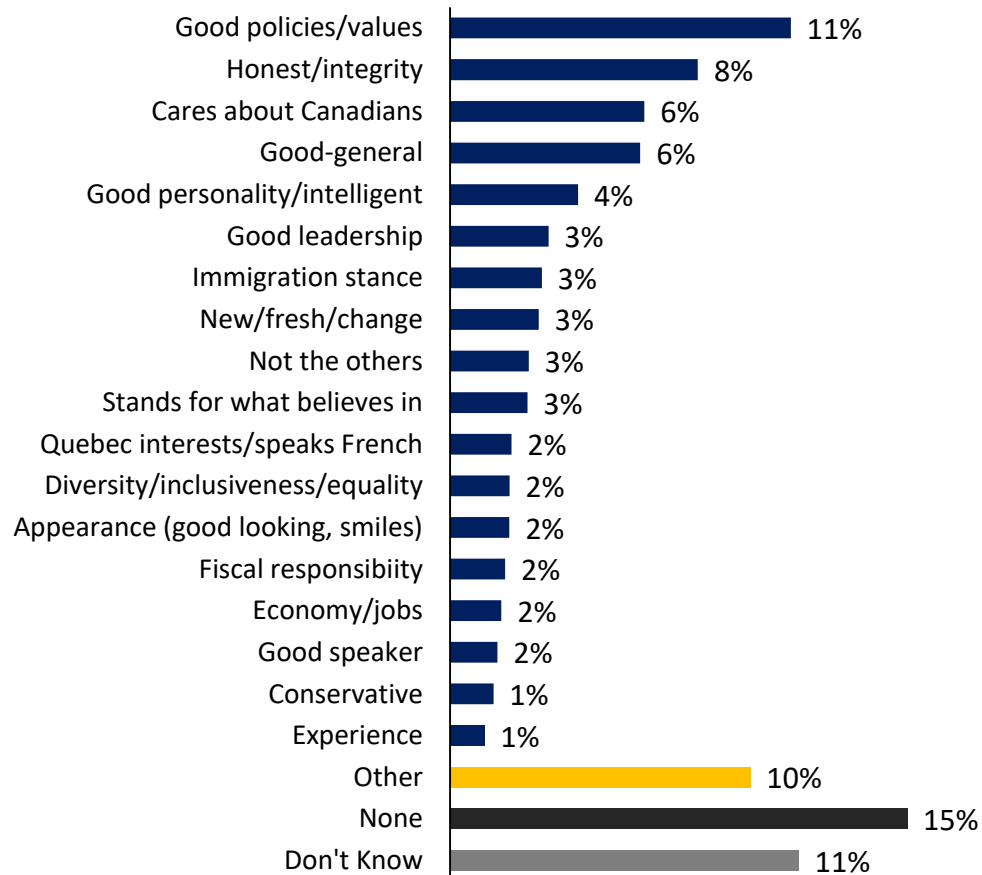


Below is the name of one randomly selected party leader: Maxime Bernier. What is one POSITIVE/NEGATIVE thing that comes to mind when thinking about that party leader?

[POSITIVE: asked only of those who have an opinion of Bernier and whose views are not all negative; n=134;

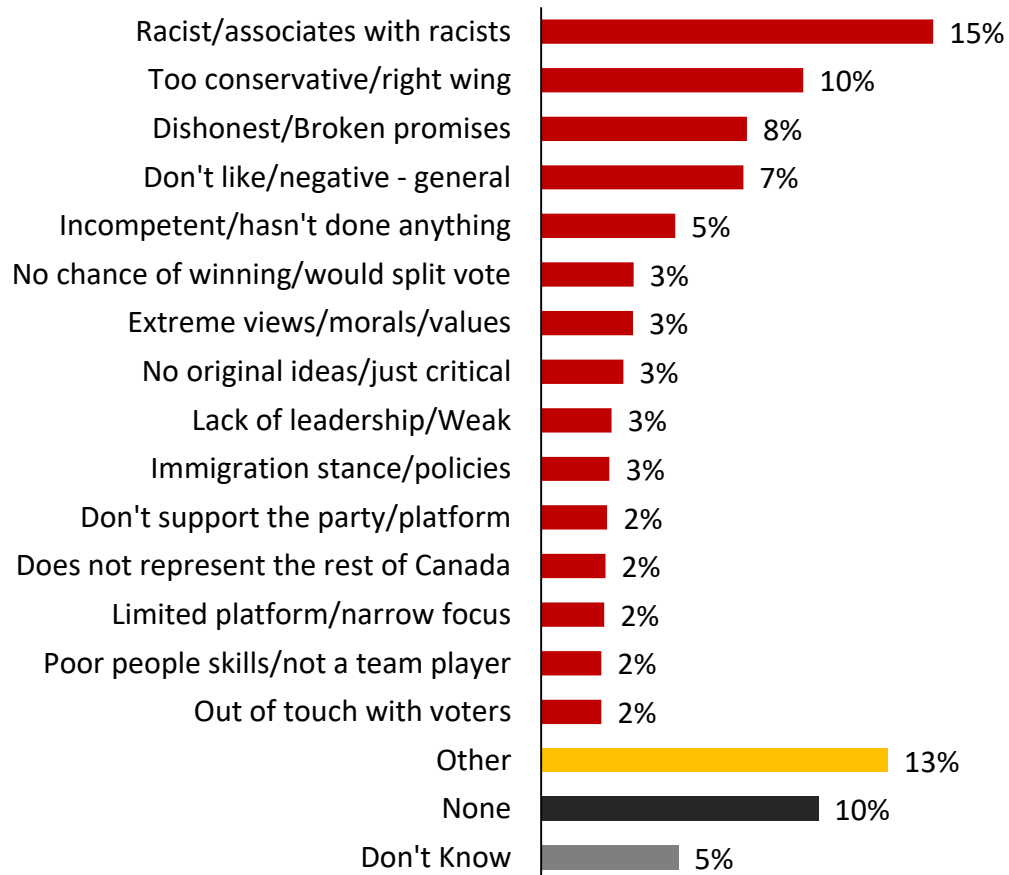
NEGATIVE: asked only of those who have an opinion of Bernier and whose views are not all positive; n=182]

Positive



Note: Refused (1%) not shown.

Negative



Note: Refused (1%) not shown.

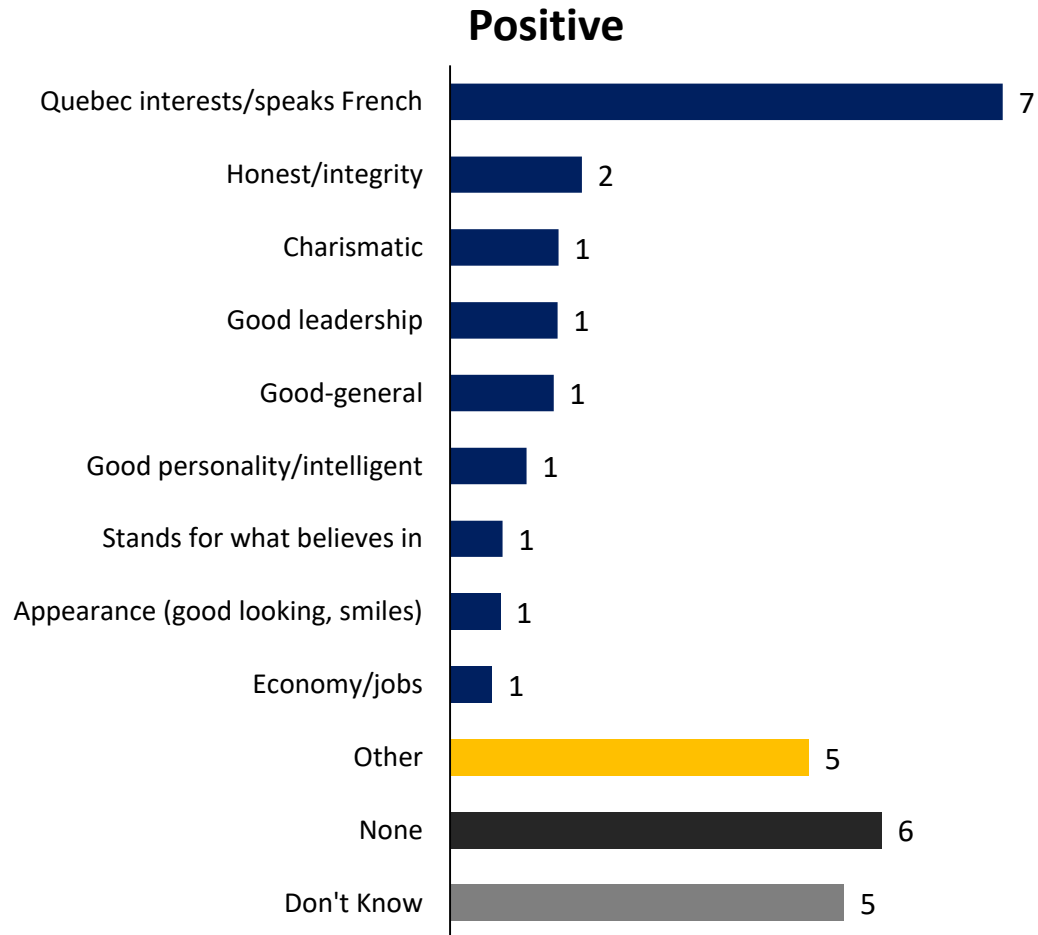
Views of Yves-Francois Blanchet: The positive impression of Blanchet is centered around a voice for Quebec²⁴



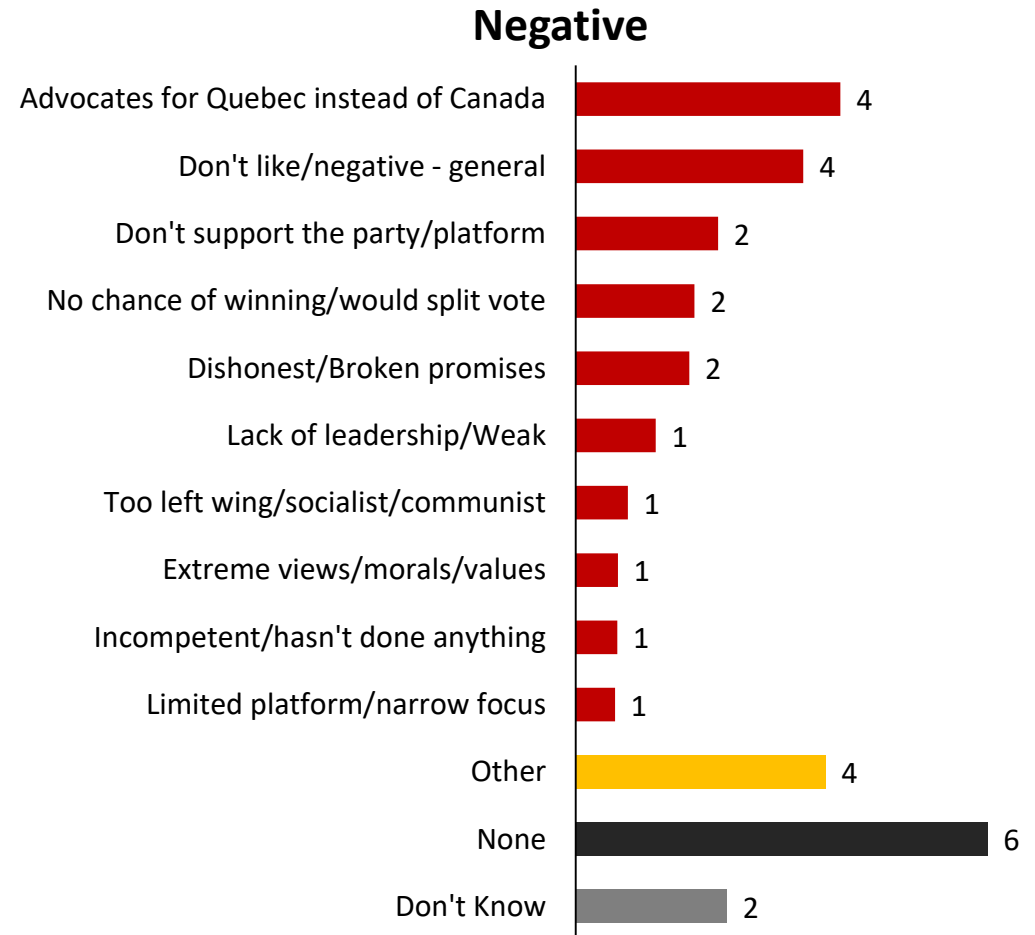
Below is the name of one randomly selected party leader: Yves-Francois Blanchet. What is one POSITIVE/NEGATIVE thing that comes to mind when thinking about that party leader?

[POSITIVE: asked only of those in Quebec who have an opinion of Blanchet and whose views are not all negative; n=32;

NEGATIVE: asked only of those in Quebec who have an opinion of Blanchet and whose views are not all positive; n=31]



Note: Small sample size (n=32); results shown as frequencies; treat results with caution.



Note: Refused (n=1) not shown. Small sample size (n=31); results shown as frequencies; treat results with caution.

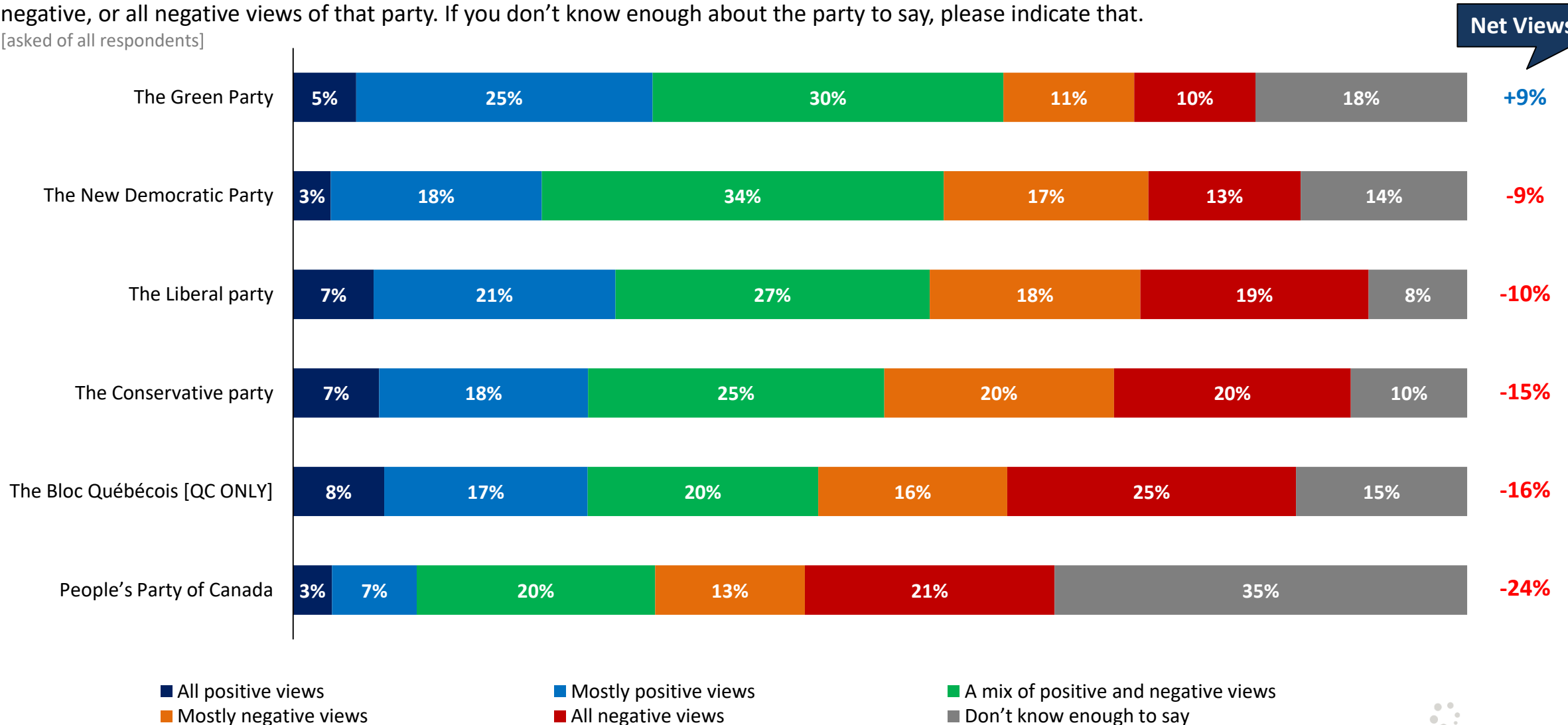
Party Brands

Views of Parties: The Green Party the only party with net positive views; the PC party with the lowest net views at -24%



Thinking about each of the following parties, please indicate if you have all positive, mostly positive, some positive and some negative, mostly negative, or all negative views of that party. If you don't know enough about the party to say, please indicate that.

[asked of all respondents]



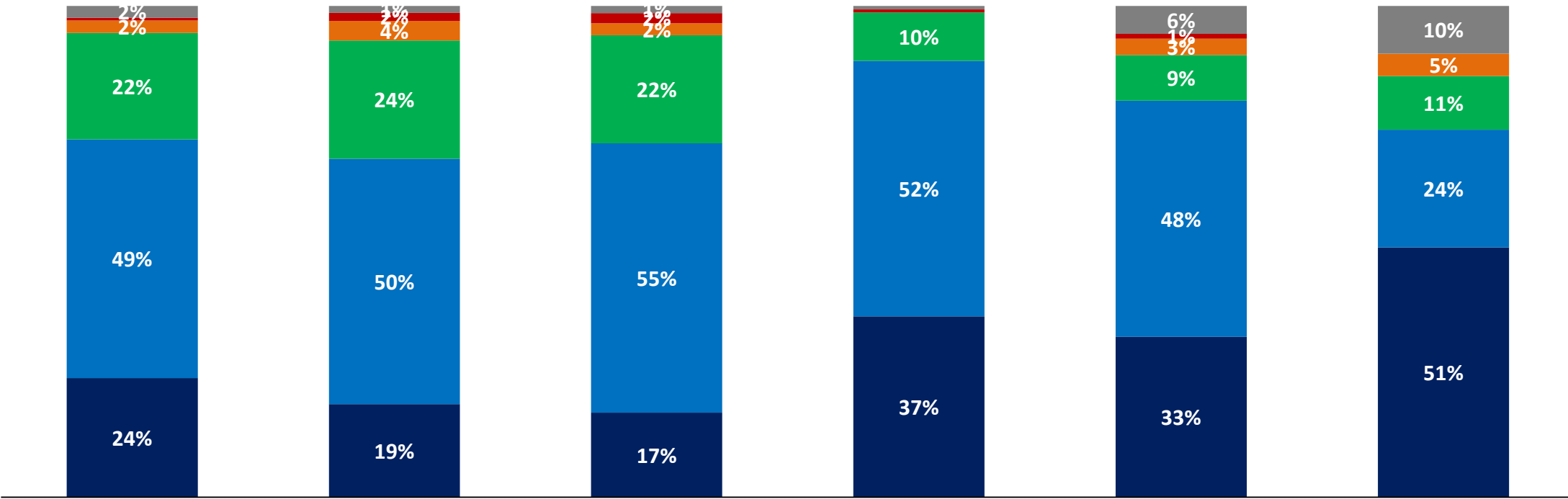
Views of Parties: The Liberals have the least positive view of their party²⁷ than other partisans towards their parties



Thinking about each of the following parties, please indicate if you have all positive, mostly positive, some positive and some negative, mostly negative, or all negative views of that party. If you don't know enough about the party to say, please indicate that.

Showing views of each party among those who identify with that party.

[asked of all respondents]



- All positive views
- Mostly positive views
- A mix of positive and negative views
- Mostly negative views
- All negative views
- Don't know enough to say

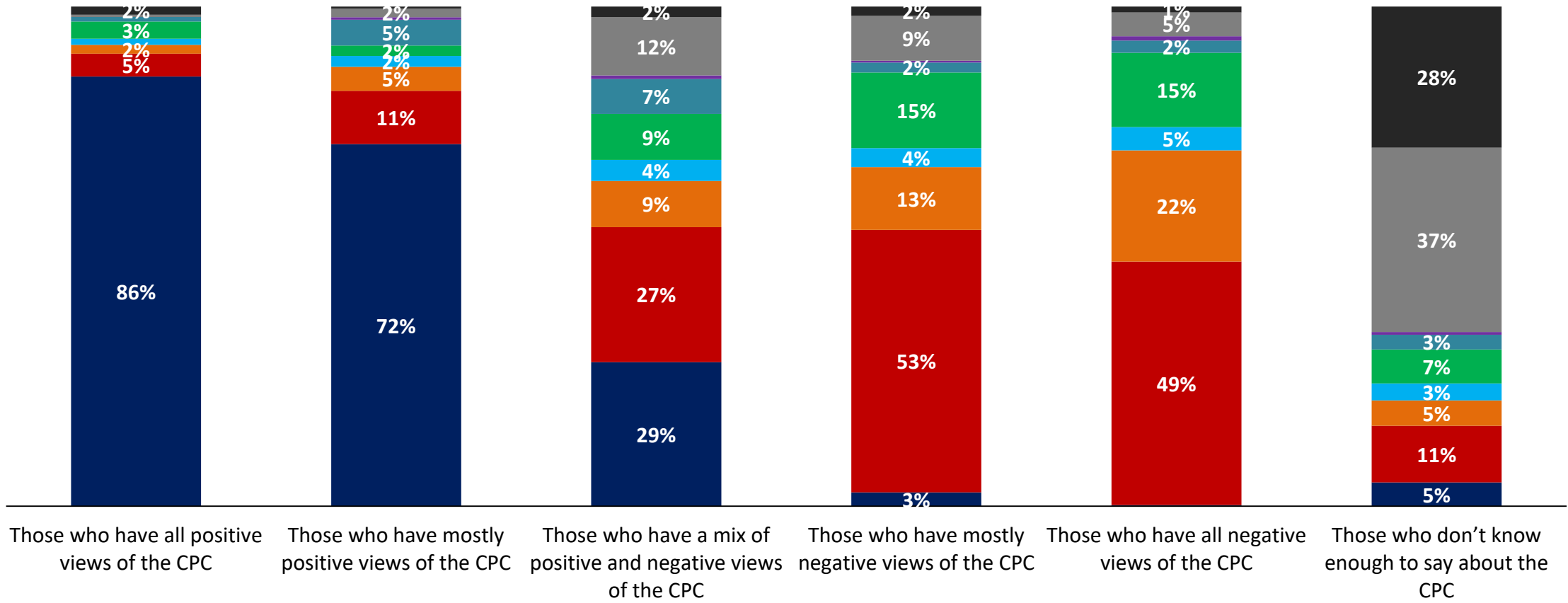
Note: * denotes a small sample size. Treat results with caution.

Vote by view of the Conservative Party: Support dips sharply between those with mostly positive and mixed views of the CPC ²⁸



COMBINED VOTE BY Thinking about each of the following parties, please indicate if you have all positive, mostly positive, some positive and some negative, mostly negative, or all negative views of that party. If you don't know enough about the party to say, please indicate that. **The Conservative Party**

[asked of all respondents]



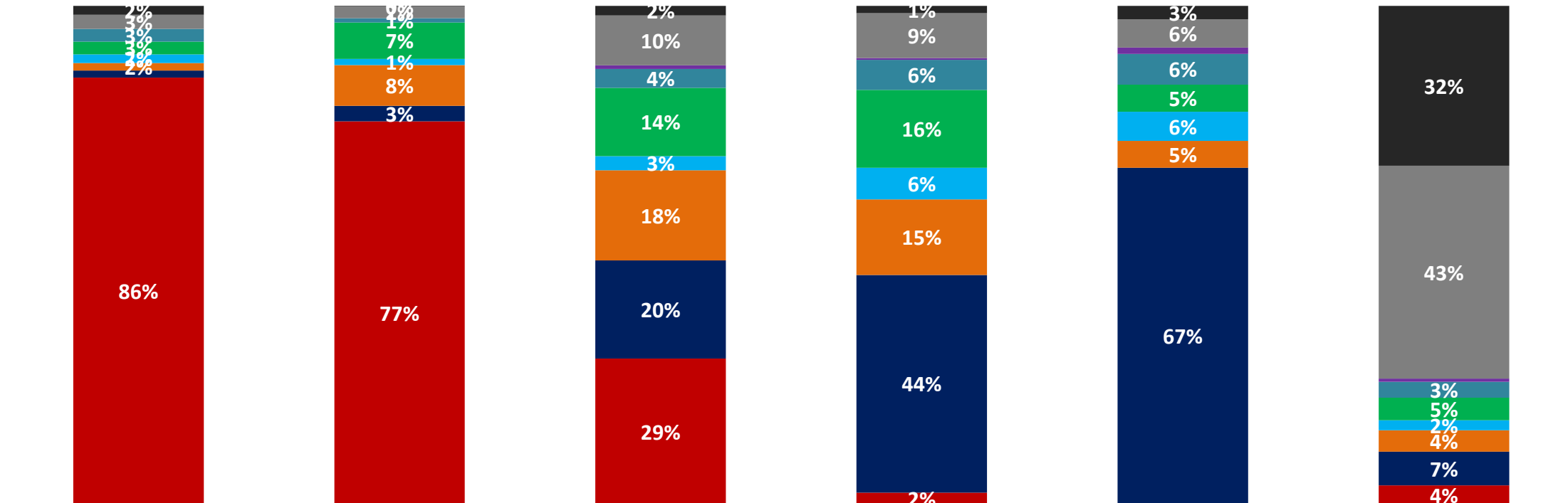
■ Conservative
 ■ Liberal
 ■ NDP
 ■ Bloc
 ■ Green
 ■ People's Party
 ■ Other
 ■ Undecided DK
 ■ Would not vote None

Vote by view of the Liberal Party: Support for the Liberals drops substantially among those with mixed views of the party



COMBINED VOTE BY Thinking about each of the following parties, please indicate if you have all positive, mostly positive, some positive and some negative, mostly negative, or all negative views of that party. If you don't know enough about the party to say, please indicate that. **The Liberal Party**

[asked of all respondents]



Those who have all positive views of the LPC Those who have mostly positive views of the LPC Those who have a mix of positive and negative views of the LPC Those who have mostly negative views of the LPC Those who have all negative views of the LPC Those who don't know enough to say about the LPC

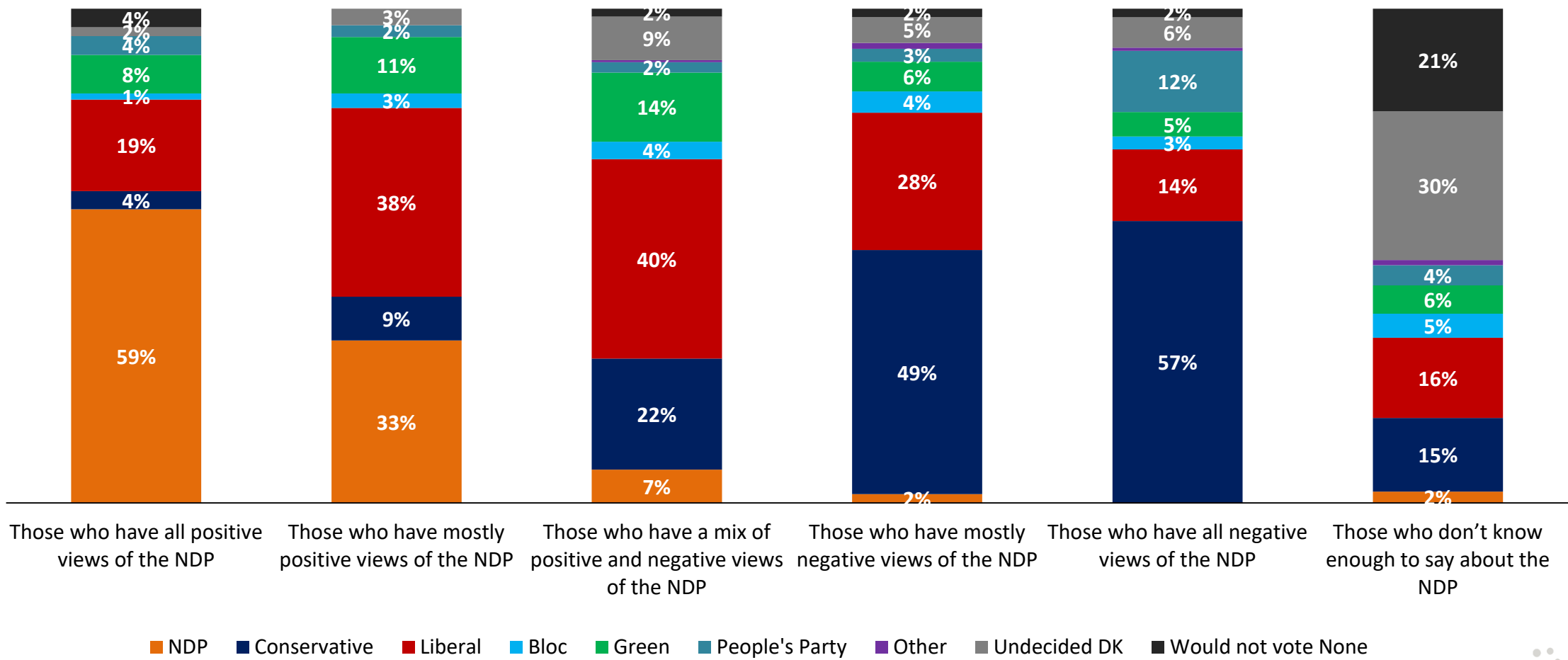
■ Liberal
 ■ Conservative
 ■ NDP
 ■ Bloc
 ■ Green
 ■ People's Party
 ■ Other
 ■ Undecided DK
 ■ Would not vote None

Vote by view of the NDP: The NDP trails the Liberals by 5 points among those with mostly positive views of the party



COMBINED VOTE BY Thinking about each of the following parties, please indicate if you have all positive, mostly positive, some positive and some negative, mostly negative, or all negative views of that party. If you don't know enough about the party to say, please indicate that. **The New Democratic Party**

[asked of all respondents]

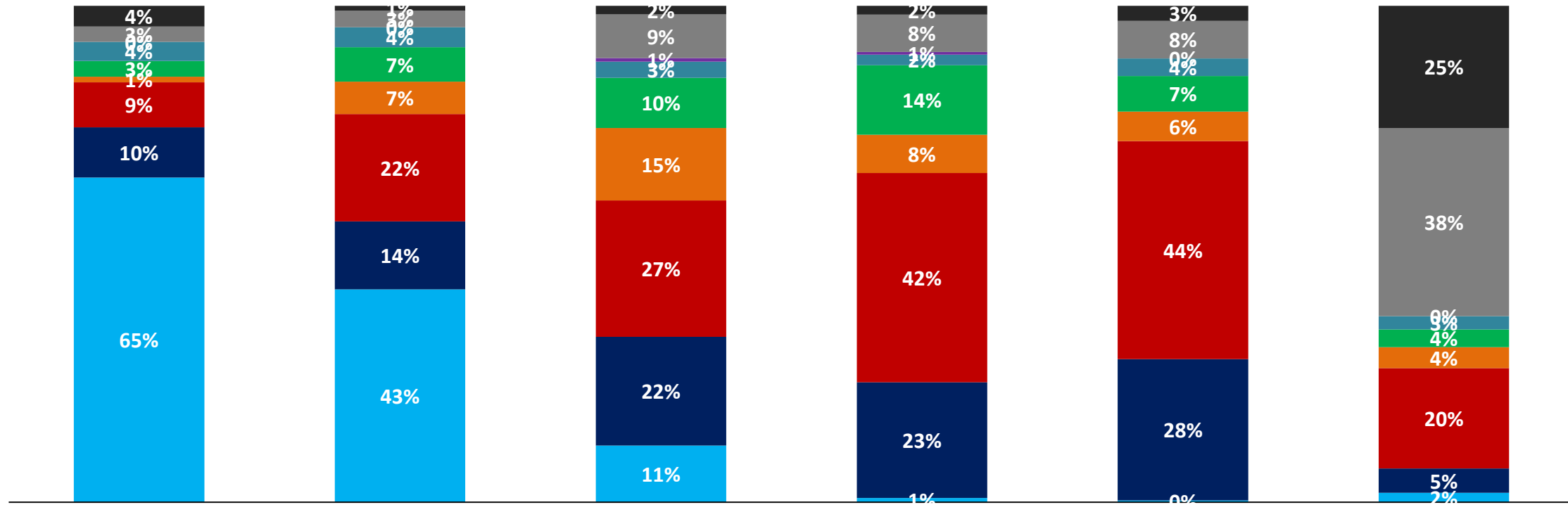


Vote by view of the Bloc Quebecois: The Bloc leads among those with mostly positive views, but trails among those with mixed views



COMBINED VOTE BY Thinking about each of the following parties, please indicate if you have all positive, mostly positive, some positive and some negative, mostly negative, or all negative views of that party. If you don't know enough about the party to say, please indicate that. **The Bloc Quebecois**

[asked of all respondents]



Those who have all positive views of the Bloc Quebecois Those who have mostly positive views of the Bloc Quebecois Those who have a mix of positive and negative views of the Bloc Quebecois Those who have mostly negative views of the Bloc Quebecois Those who have all negative views of the Bloc Quebecois Those who don't know enough to say about the Bloc Quebecois

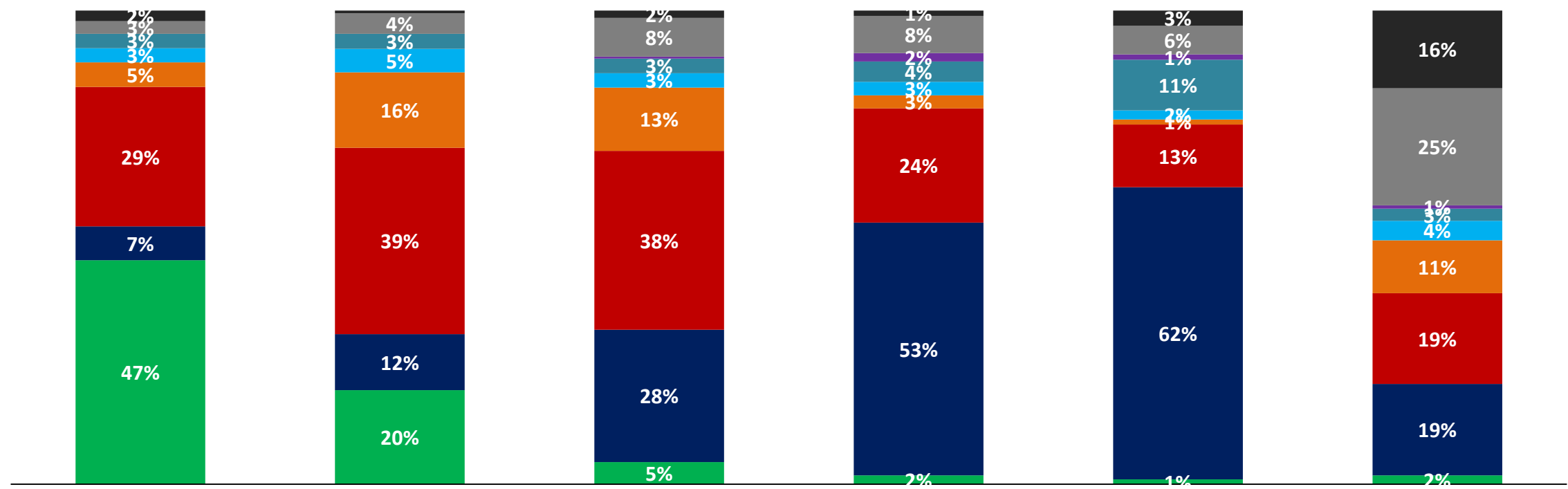
■ Bloc ■ Conservative ■ Liberal ■ NDP ■ Green ■ People's Party ■ Other ■ Undecided DK ■ Would not vote

Vote by view of the Green Party: Green support drops sharply between those with only positive views and those with mostly positive views



COMBINED VOTE BY Thinking about each of the following parties, please indicate if you have all positive, mostly positive, some positive and some negative, mostly negative, or all negative views of that party. If you don't know enough about the party to say, please indicate that. **The Green Party**

[asked of all respondents]



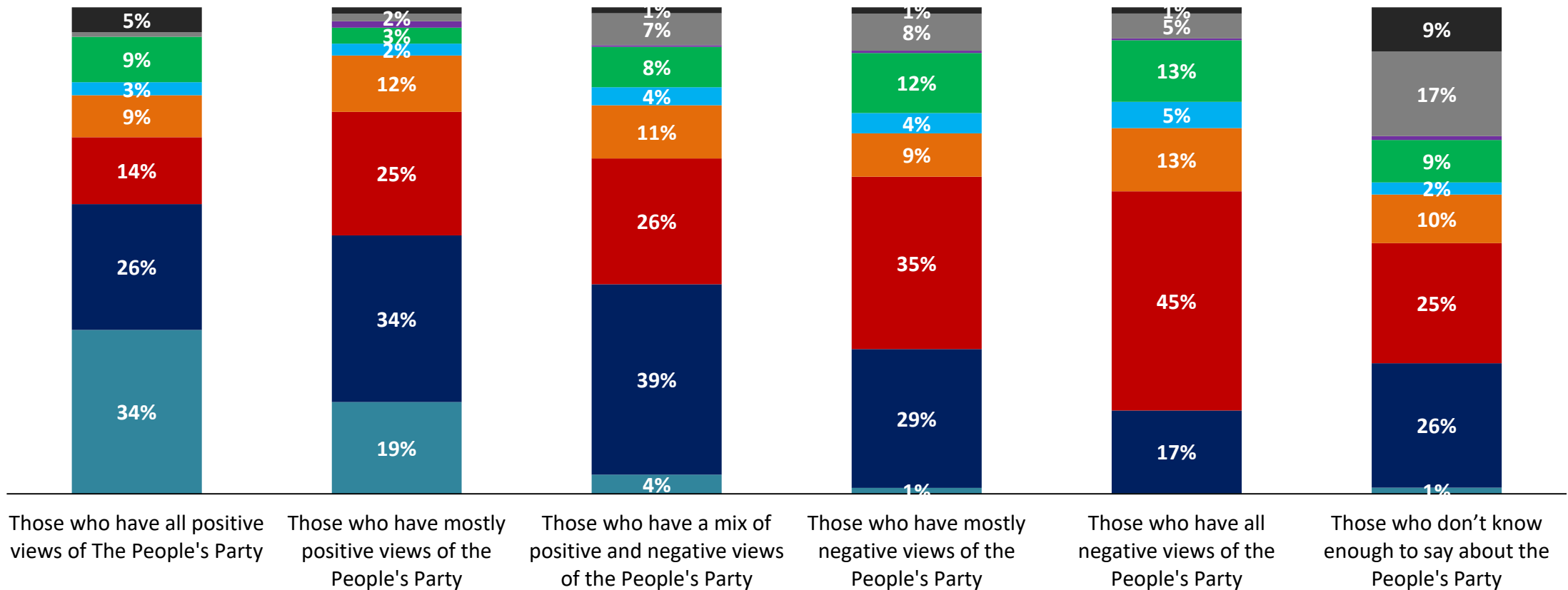
Green Conservative Liberal NDP Bloc People's Party Other Undecided DK Would not vote None

Vote by view of the People's Party: The PPC leads among those with only positive views, but trails the CPC among mostly positive



COMBINED VOTE BY Thinking about each of the following parties, please indicate if you have all positive, mostly positive, some positive and some negative, mostly negative, or all negative views of that party. If you don't know enough about the party to say, please indicate that. **The People's Party**

[asked of all respondents]



■ People's Party ■ Conservative ■ Liberal ■ NDP ■ Bloc ■ Green ■ Other ■ Undecided DK ■ Would not vote None

Views of the Conservative Party: Respondents like the CPC for it being fiscally responsible and having ideas good for the economy

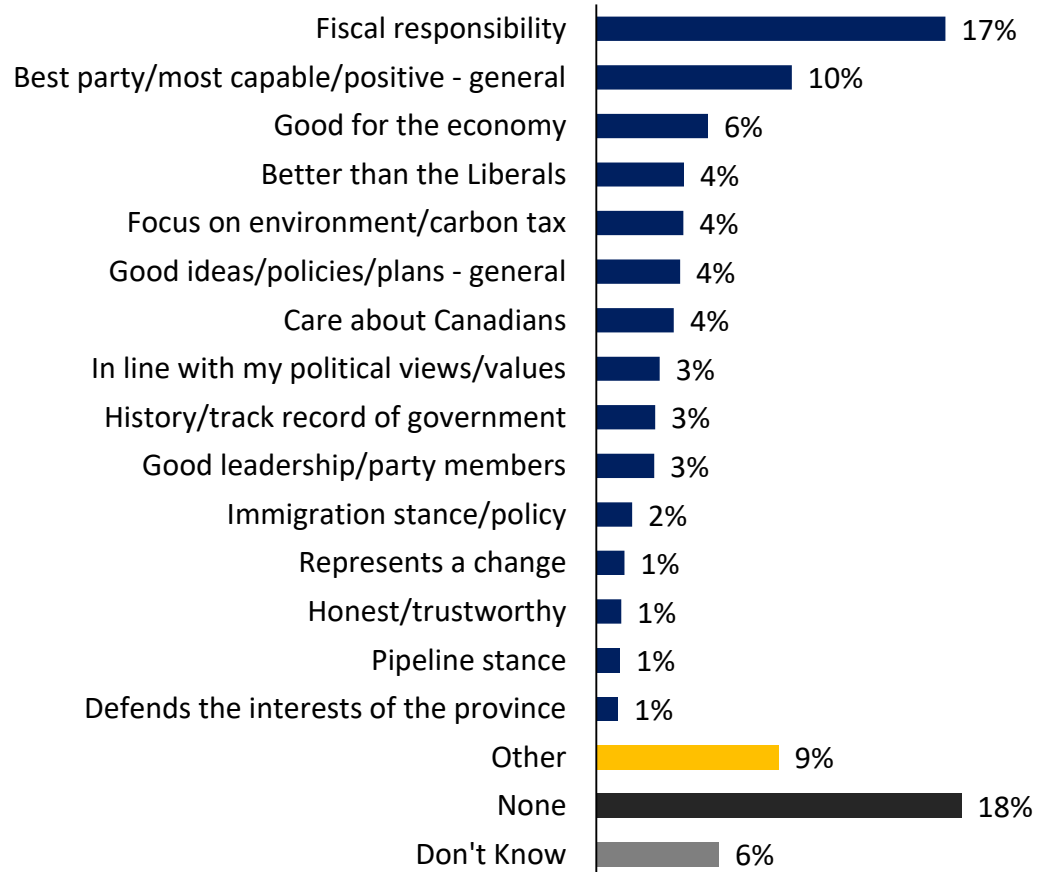


Below is the name of one randomly selected political party: the Conservative Party. What is one POSITIVE/NEGATIVE thing that comes to mind when thinking about that political party?

[POSITIVE: asked only of those who have an opinion of the Conservative Party and whose views are not all negative; n=244;

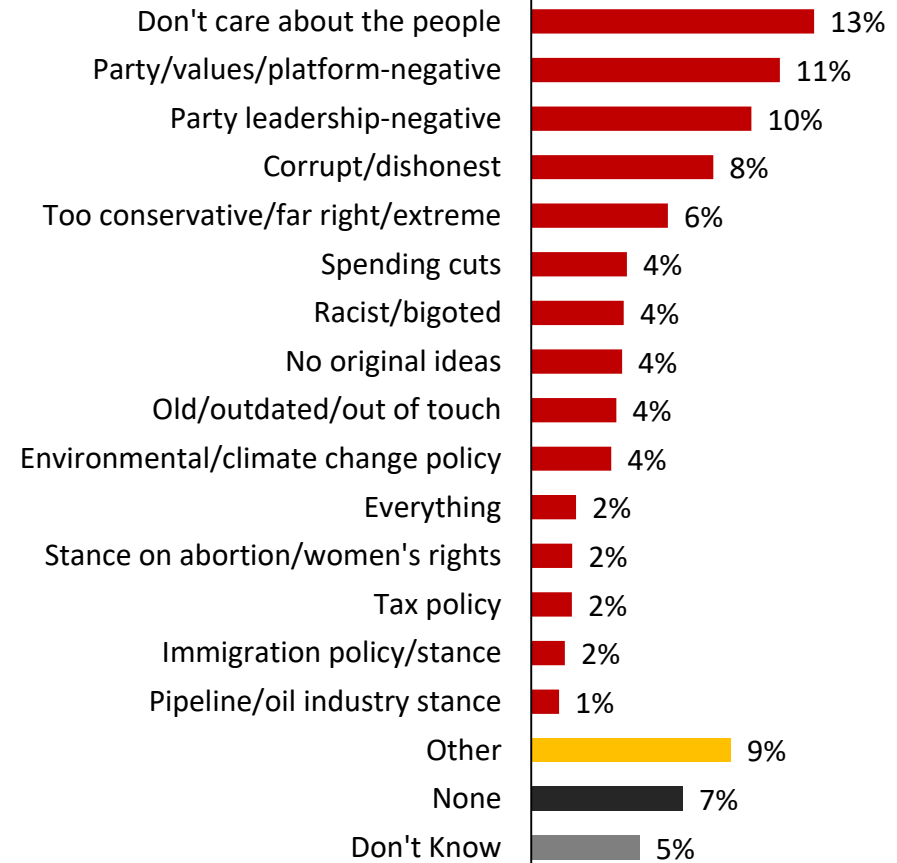
NEGATIVE: asked only of those who have an opinion of the Conservative Party and whose views are not all positive; n=227]

Positive



Note: Refused (2%) not shown.

Negative



Note: Refused (3%) not shown.

Views of the Liberal Party: Respondents like the LPC for its promotion of equality and diversity; negative views stem from corruption

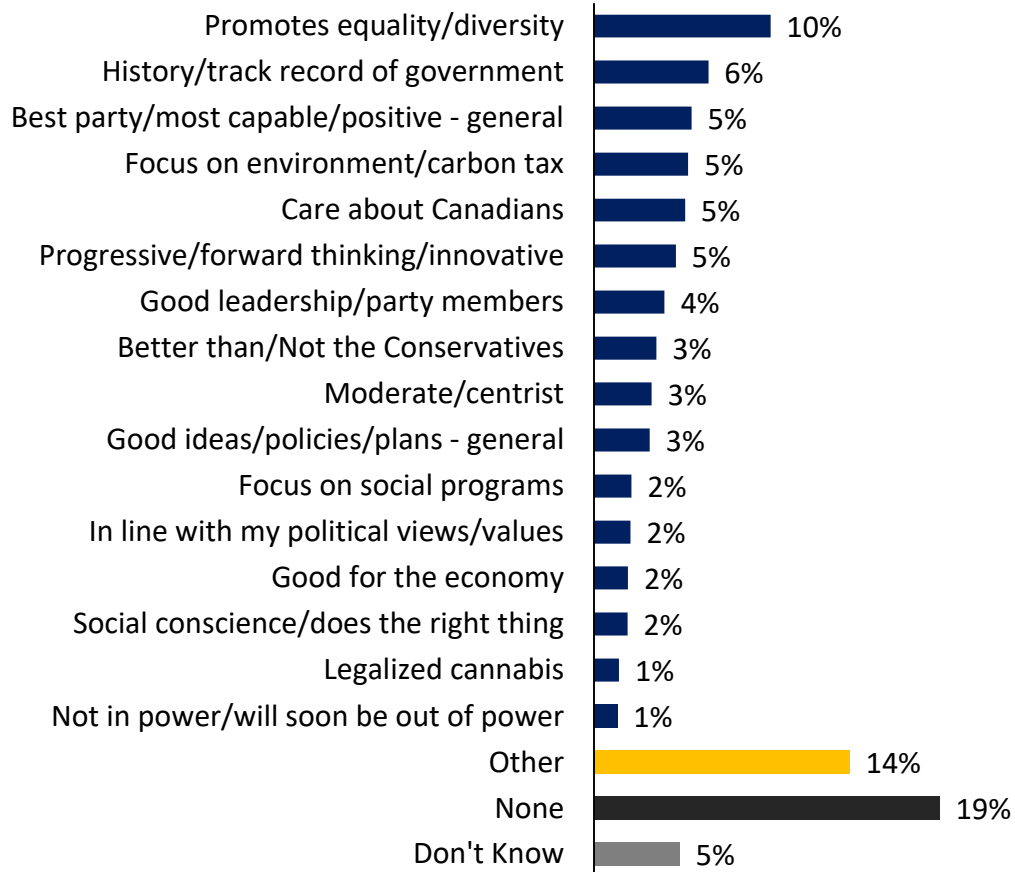


Below is the name of one randomly selected political party: the Liberal Party. What is one POSITIVE/NEGATIVE thing that comes to mind when thinking about that political party?

[POSITIVE: asked only of those who have an opinion of the Liberal Party and whose views are not all negative; n=237;

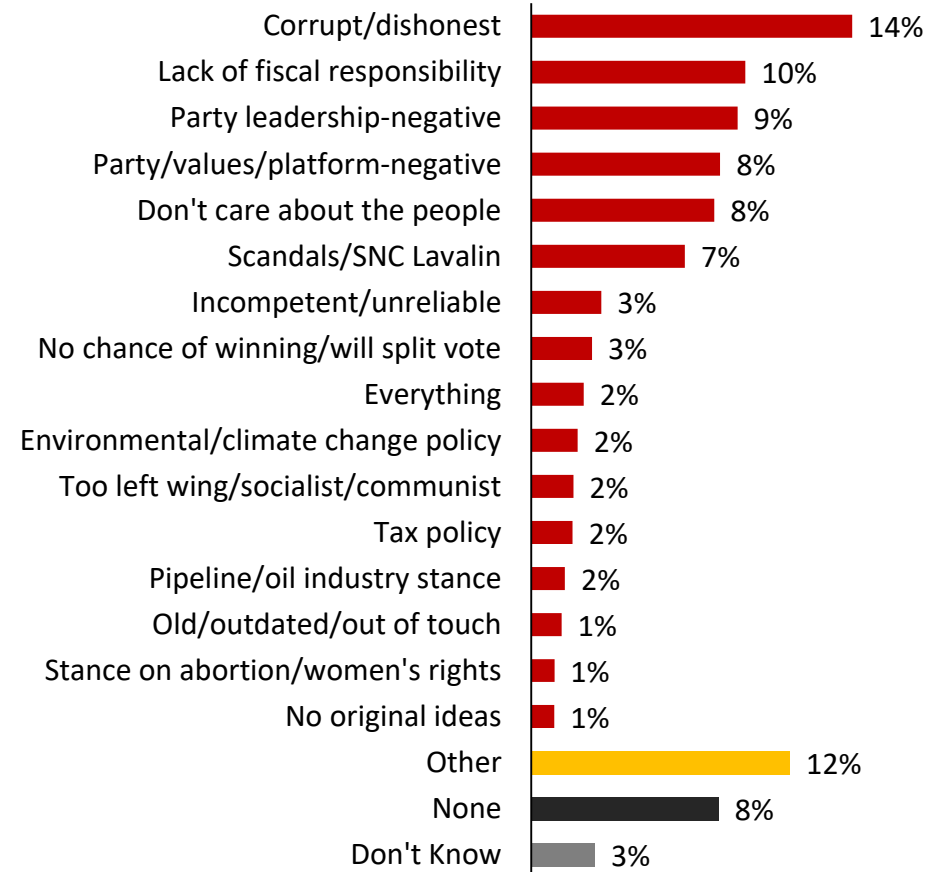
NEGATIVE: asked only of those who have an opinion of the Liberal Party and whose views are not all positive; n=232]

Positive



Note: Refused (<1%) not shown.

Negative



Note: Refused (1%) not shown.

Views of the NDP: Some respondents like the NDP because the party cares about Canadians/working people

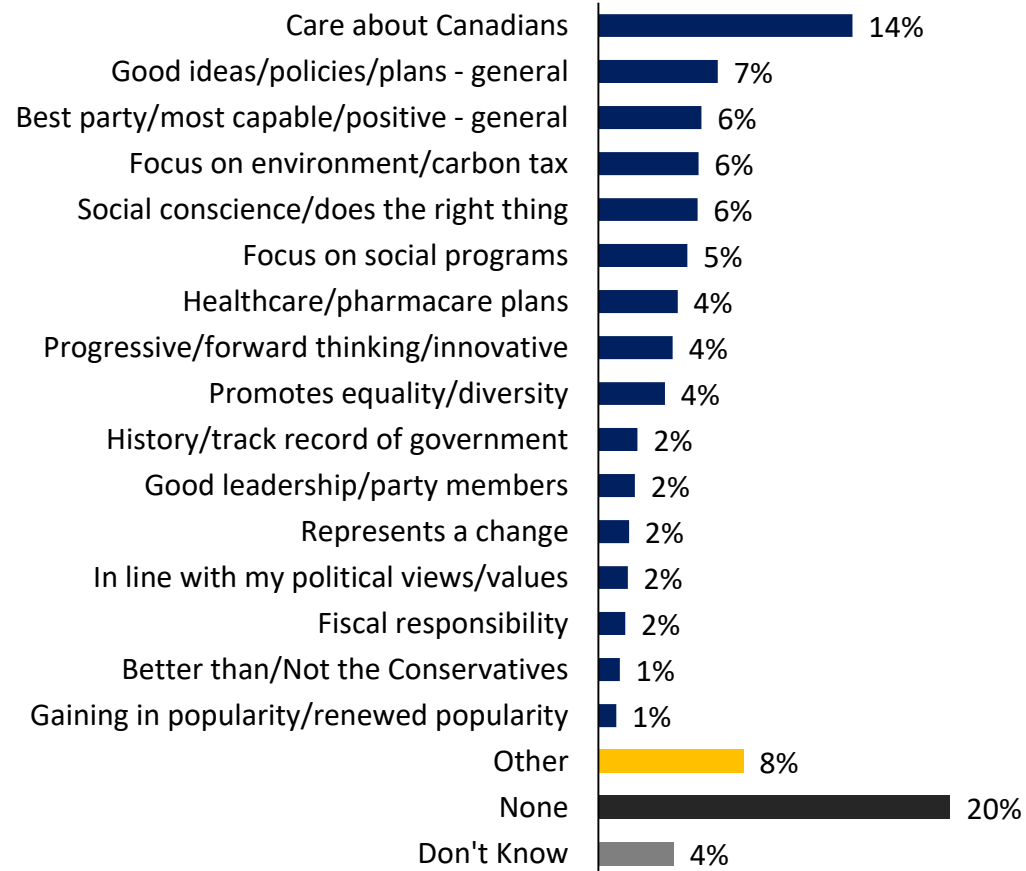


Below is the name of one randomly selected political party: the New Democratic Party. What is one POSITIVE/NEGATIVE thing that comes to mind when thinking about that political party?

[POSITIVE: asked only of those who have an opinion of the NDP and whose views are not all negative; n=231;

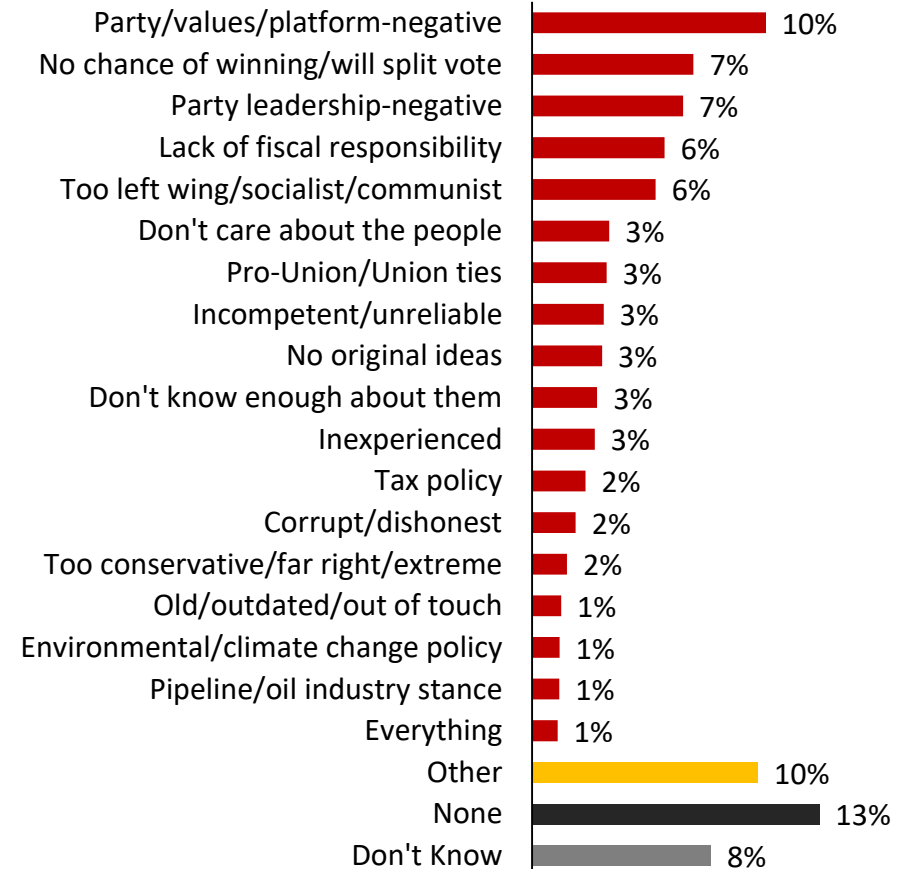
NEGATIVE: asked only of those who have an opinion of the NDP and whose views are not all positive; n=193]

Positive



Note: Refused (1%) not shown.

Negative



Note: Refused (3%) not shown.

Views of the Green Party: Respondents like the Green Party for its focus³⁷ on the environment and climate change

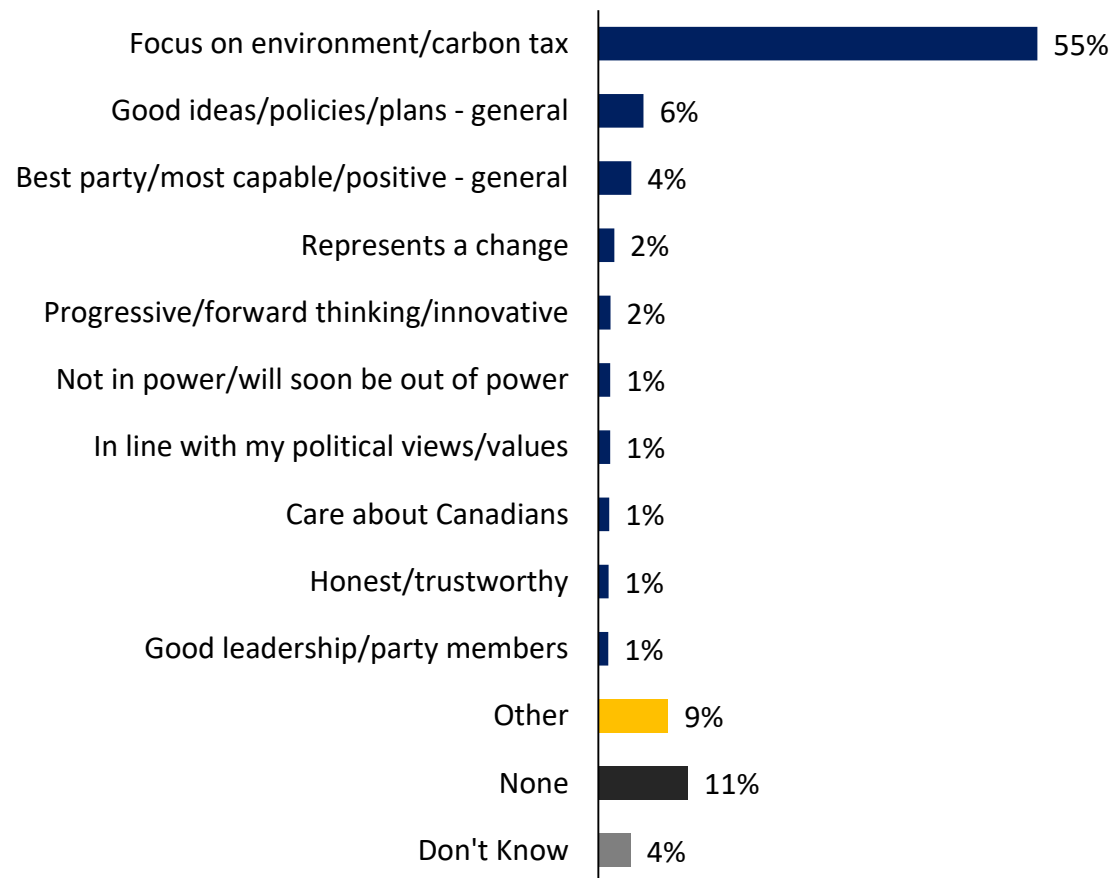


Below is the name of one randomly selected political party: the Green Party. What is one POSITIVE/NEGATIVE thing that comes to mind when thinking about that political party?

[POSITIVE: asked only of those who have an opinion of the Green Party and whose views are not all negative; n=224;

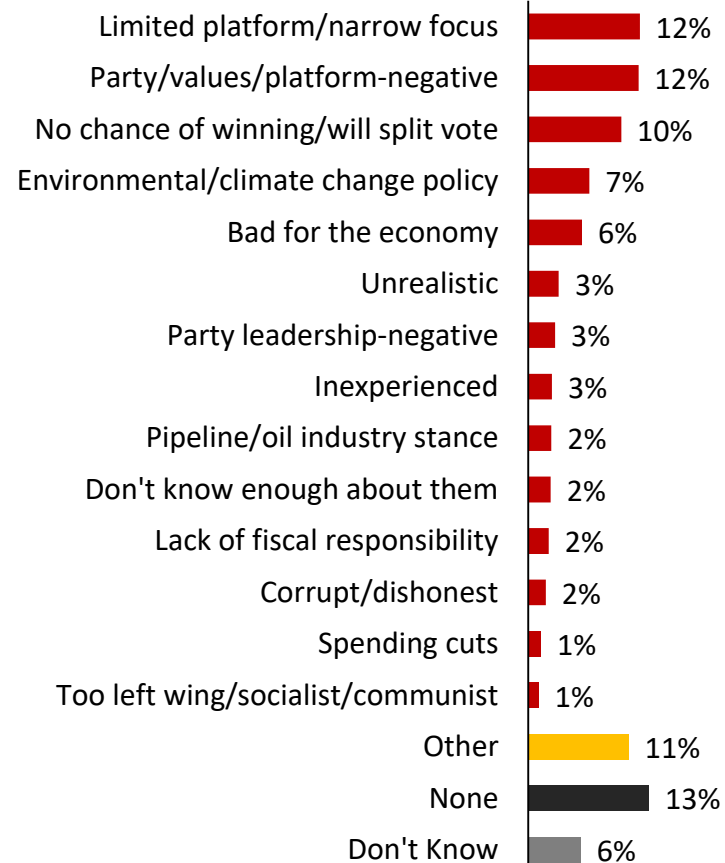
NEGATIVE: asked only of those who have an opinion of the Green Party and whose views are not all positive; n=166]

Positive



Note: Refused (1%) not shown.

Negative



Note: Refused (4%) not shown.

Views of the People's Party: Respondents find the People's Party too extreme and some find them racist and bigoted

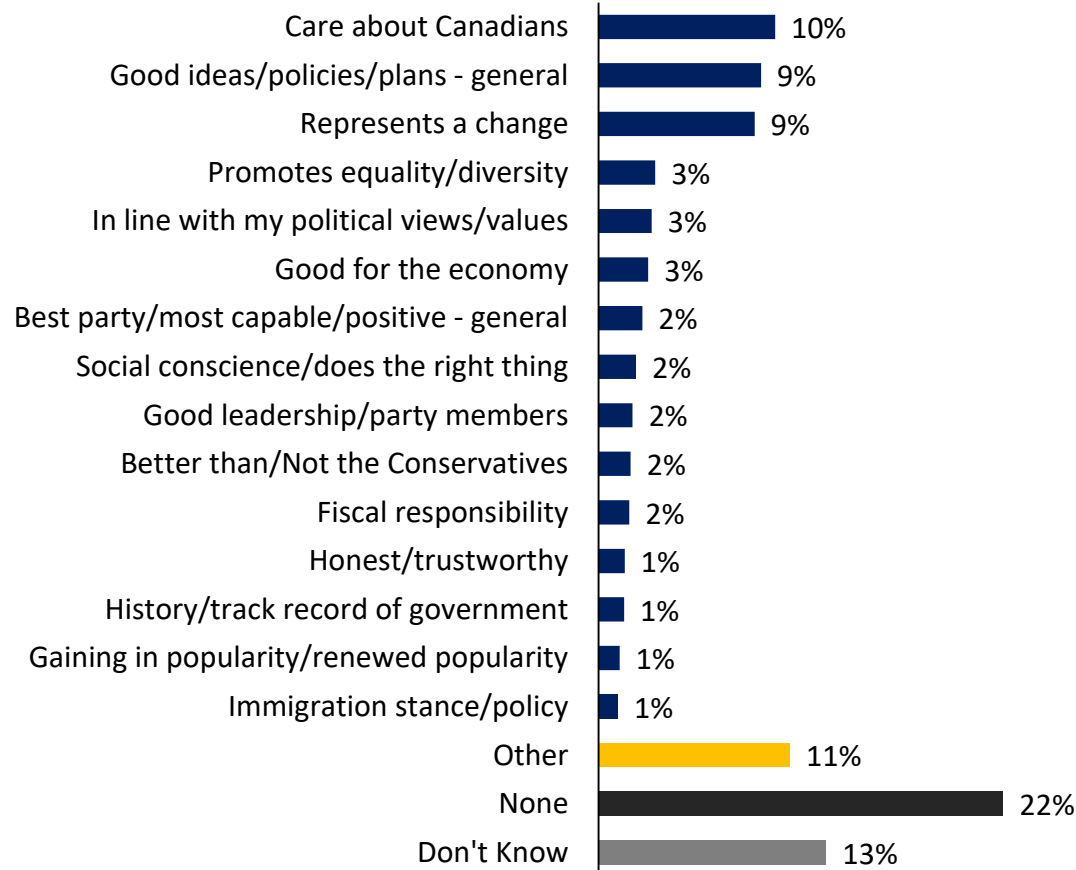


Below is the name of one randomly selected political party: the People's Party of Canada. What is one POSITIVE/NEGATIVE thing that comes to mind when thinking about that political party?

[POSITIVE: asked only of those who have an opinion of the People's Party and whose views are not all negative; n=131;

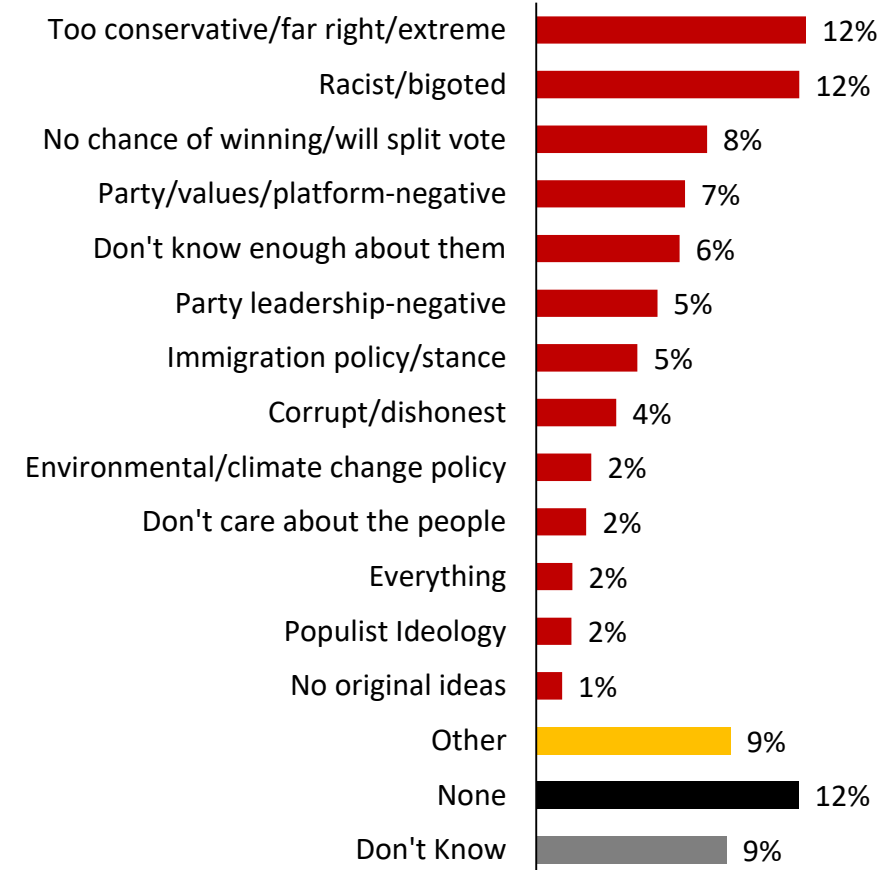
NEGATIVE: asked only of those who have an opinion of the People's Party and whose views are not all positive; n=157]

Positive



Note: Refused (4%) not shown.

Negative



Note: Refused (4%) not shown.

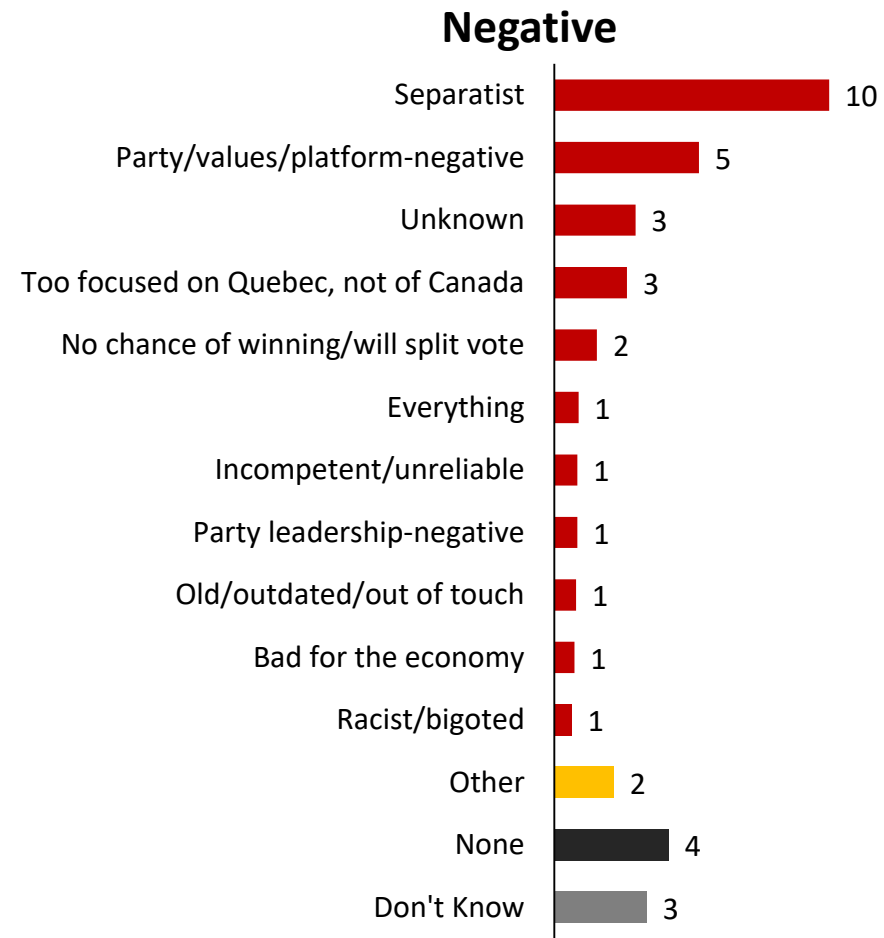
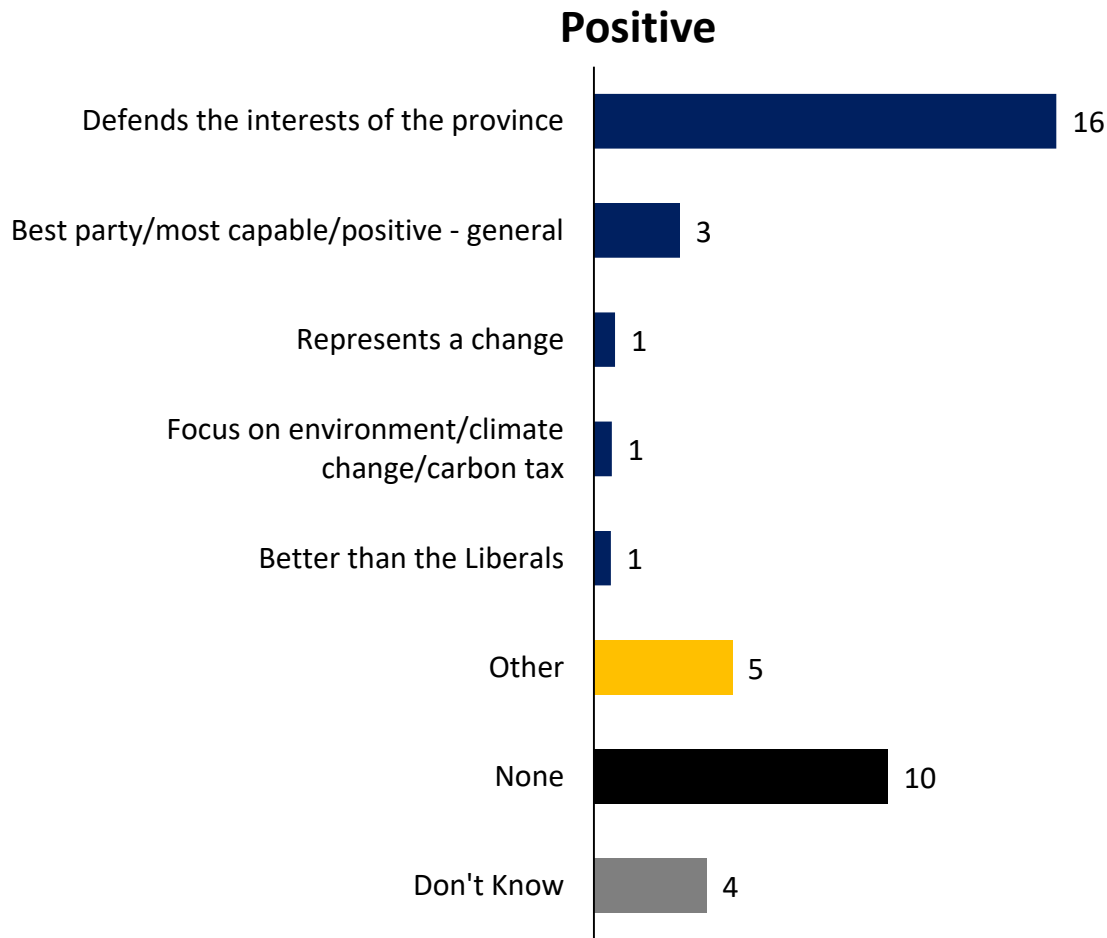
Views of the Bloc Quebecois: The positive and negative impressions of the Bloc are centered around a voice for Quebec ³⁹



Below is the name of one randomly selected political party: the Green Party. What is one POSITIVE/NEGATIVE thing that comes to mind when thinking about that political party?

[POSITIVE: asked only of those in Quebec who have an opinion of the Bloc Quebecois and whose views are not all negative; n=40;

NEGATIVE: asked only of those in Quebec who have an opinion of the Bloc Quebecois and whose views are not all positive; n=38]



Note: Refused (n=1) not shown. Small sample size (n=40); results shown as frequencies; treat results with caution.

Note: Small sample size (n=38); results shown as frequencies; treat results with caution.



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