

2019 Election Breaking Issues



September 2019

Methodology



This is the second release on the results of an online survey conducted between September 20th and September 25th, 2019.

This online survey of 2,303 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=2,000 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.

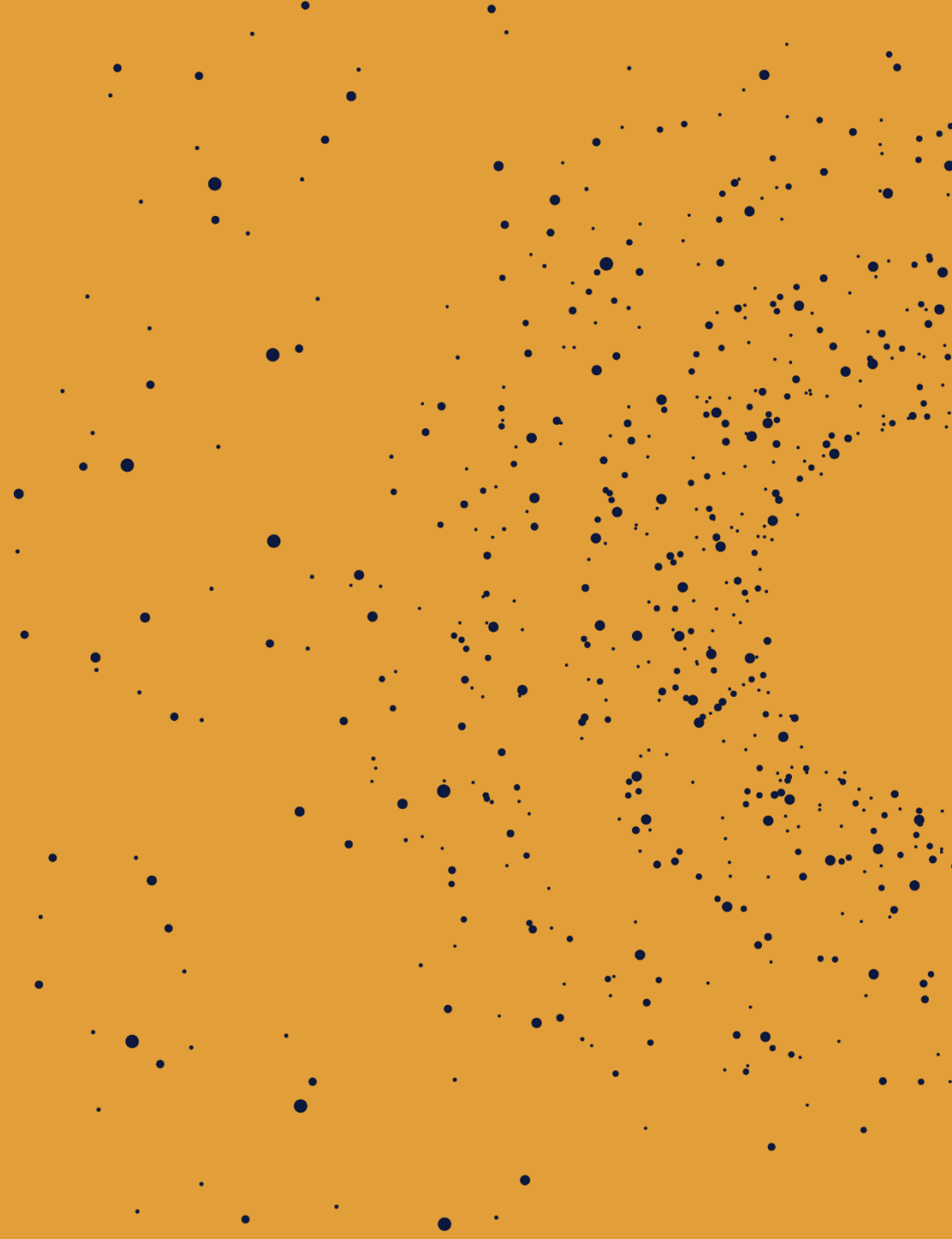
A total of 242 panelists started but did not finish the survey and another 1 panelists were screened out for exceeding age/gender/region quotas.

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 sample. Weighted and unweighted frequencies are reported in the table.

	Unweighted (n)	Unweighted (%)	Weighted (n)	Weighted (%)
Males 18-34	187	8.1%	275	13.8%
Males 35-54	312	13.6%	334	16.7%
Males 55+	702	30.5%	362	18.1%
Females 18-34	250	10.9%	272	13.6%
Females 35-54	360	15.6%	347	17.4%
Females 55+	491	21.3%	409	20.4%
Region				
BC	429	18.6%	272	13.6%
Alberta	314	13.6%	227	11.4%
Prairies	150	6.5%	133	6.7%
Ontario	907	39.4%	764	38.2%
Quebec	370	16.1%	467	23.4%
Atlantic	132	5.7%	136	6.8%

Key Findings



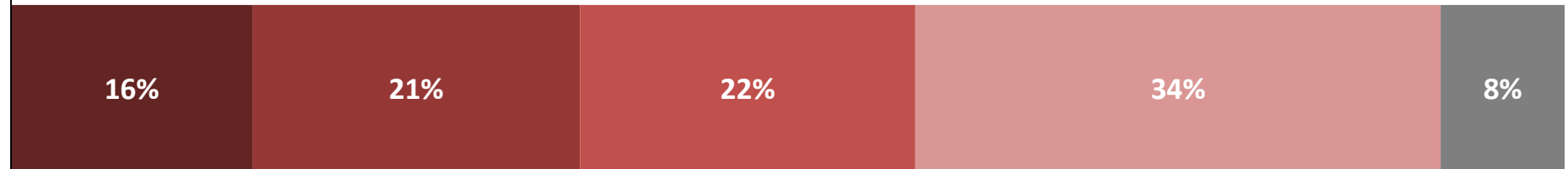
Anger: 43% of respondents are at least somewhat angry about the past actions of Conservative candidates

Black and Brownface



Thinking about the fact that Justin Trudeau wore blackface multiple times in the past, how did that behavior leave you feeling?
[asked of all respondents; n=2,000]

All Respondents

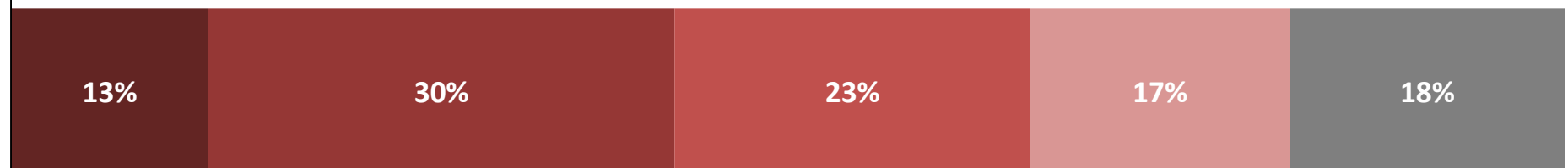


Conservative Candidates



Thinking about the past actions of these candidates, how did that behavior leave you feeling?
[asked of all respondents; n=2,000]

All Respondents



Very angry

Somewhat angry

Not very angry

Not at all angry

Don't Know

Leader's Reaction: Nearly 40% approve of the way Trudeau handled the controversy, compared to only 22% who approved of Scheer's reaction⁵

Black and Brownface

Q Do you approve or disapprove of the way Justin Trudeau has handled the issue since it emerged?
[asked of all respondents; n=2,000]

Net Approval



Conservative Candidates

Q Do you approve or disapprove of the way Andrew Scheer has handled these candidates?
[asked of all respondents; n=2,000]

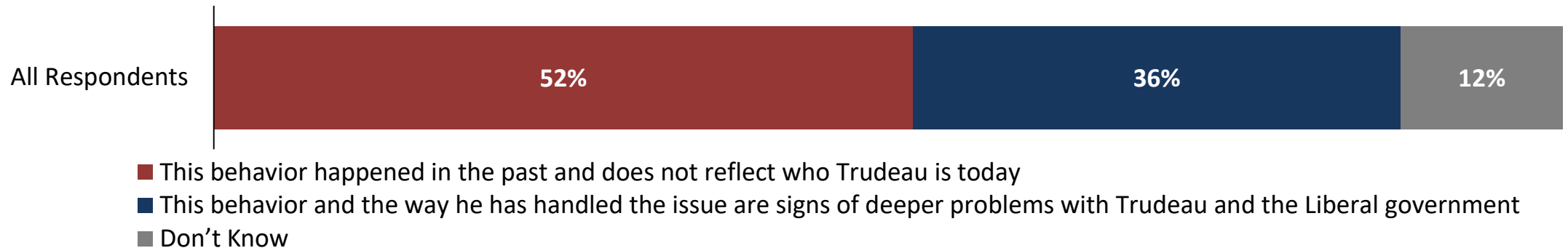


- Strongly approve
- Somewhat approve
- Neither approve nor disapprove
- Somewhat disapprove
- Strongly disapprove
- Don't Know

Framing: A majority (52%) say that Trudeau's past behavior does not reflect who he is today

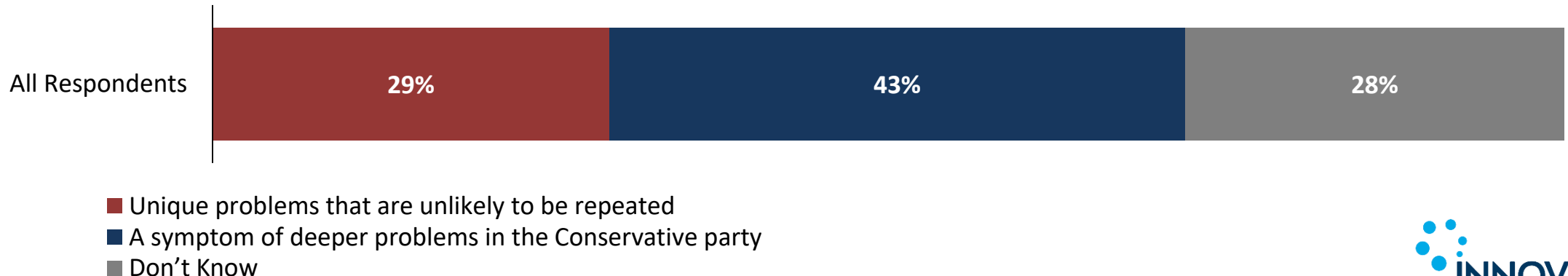
Black and Brownface

Q Which of the following comes closest to your point of view?
[asked of all respondents; n=2,000]



Conservative Candidates

Q Do you think these controversies are...?
[asked of all respondents; n=2,000]



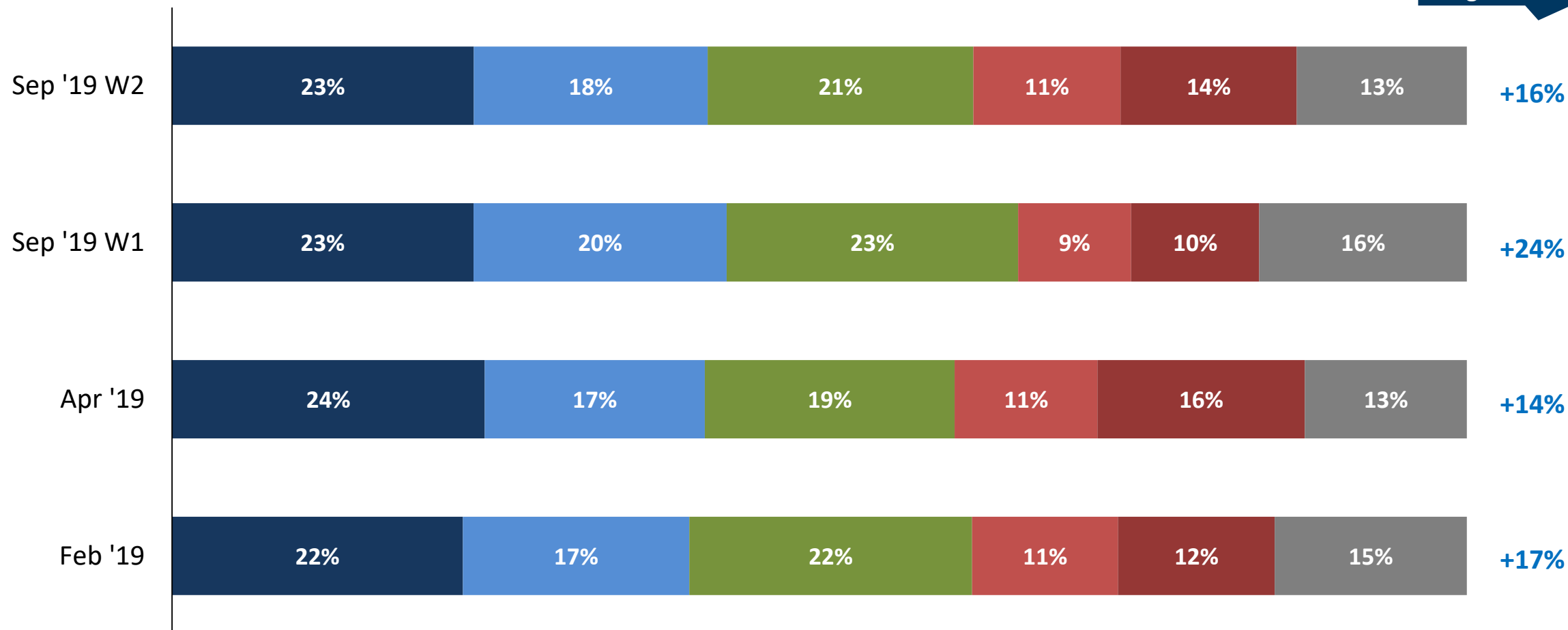
Beliefs: Impact of SNC-Lavalin on Trudeau's brand drops back down, but still more agree than disagree



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=2,000]

Net Agreement



Strongly agree

Somewhat agree

Neither agree nor disagree

Somewhat disagree

Strongly disagree

Don't know

Trudeau's Favourability among Liberals Partisans: Trudeau's favourability is down most among those experiencing discrimination

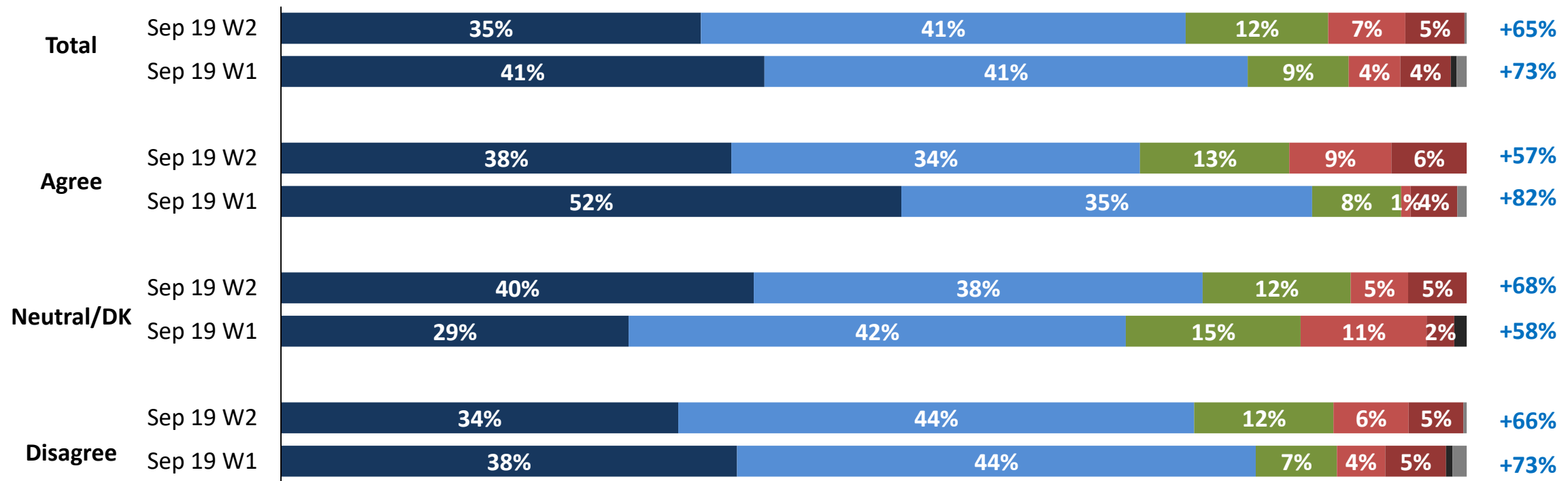


Trudeau's Favourability by: Do you agree or disagree with the following statement? I experience discrimination in my daily life.
[showing only Liberal partisans; n=558]

Net Favourability

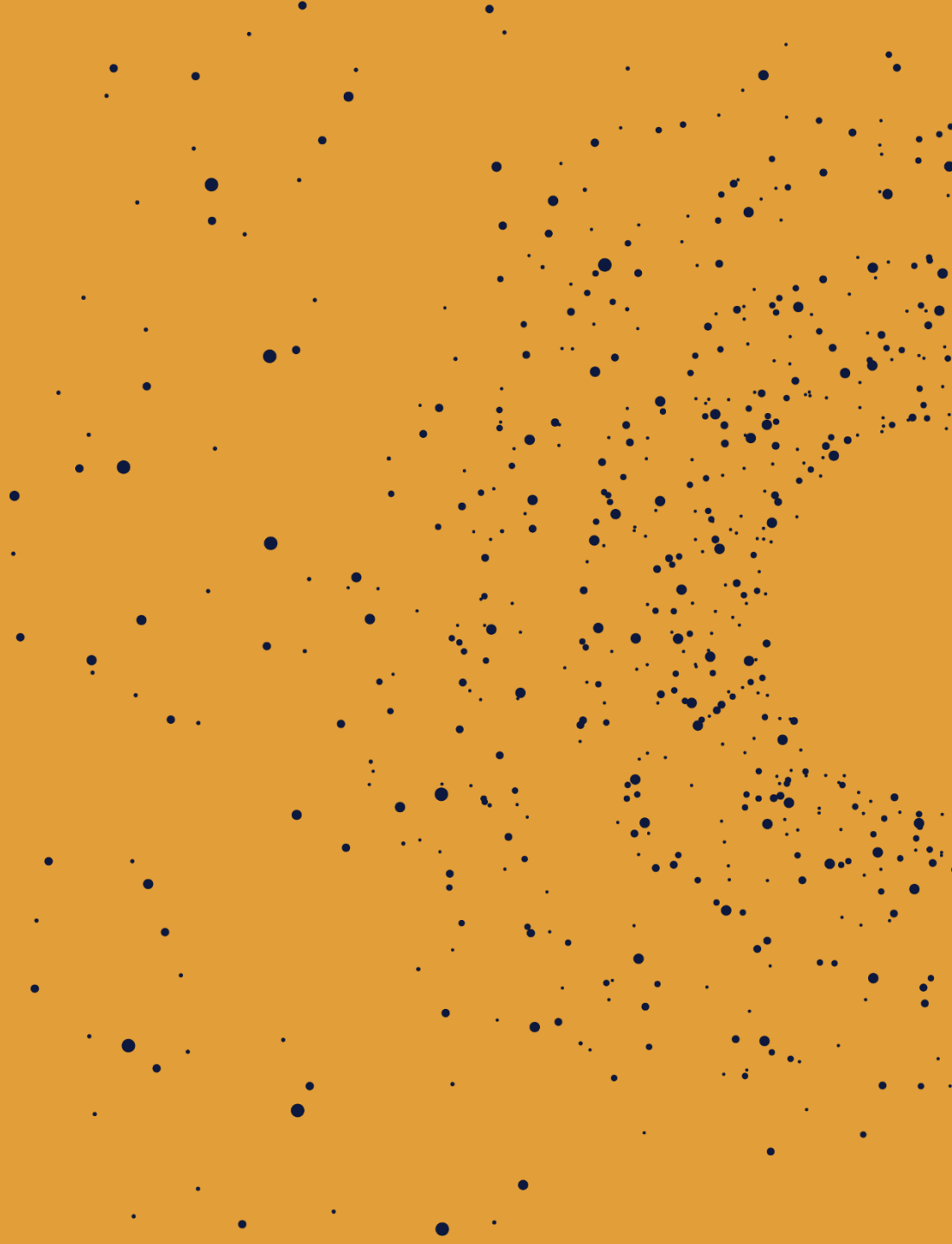
Among Liberal Partisans:

Agree/Disagree: I experience discrimination in my daily life.



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

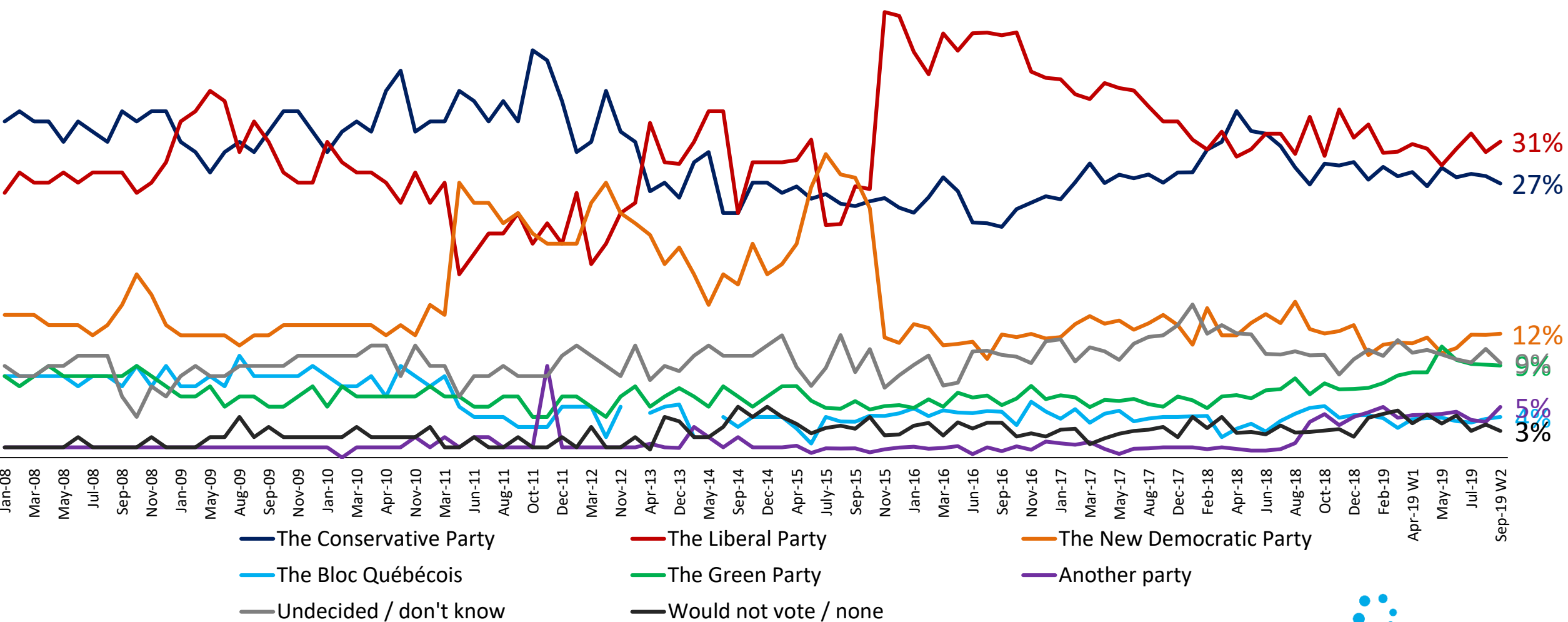
Federal Vote



Combined Federal Vote: Liberals (31%) and Conservatives (27%) steady since early September



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=2,000]



Note: People's Party of Canada has been added since September 2018, included in 'Another party'. Vote numbers from this survey were initially released separately on September 25th.

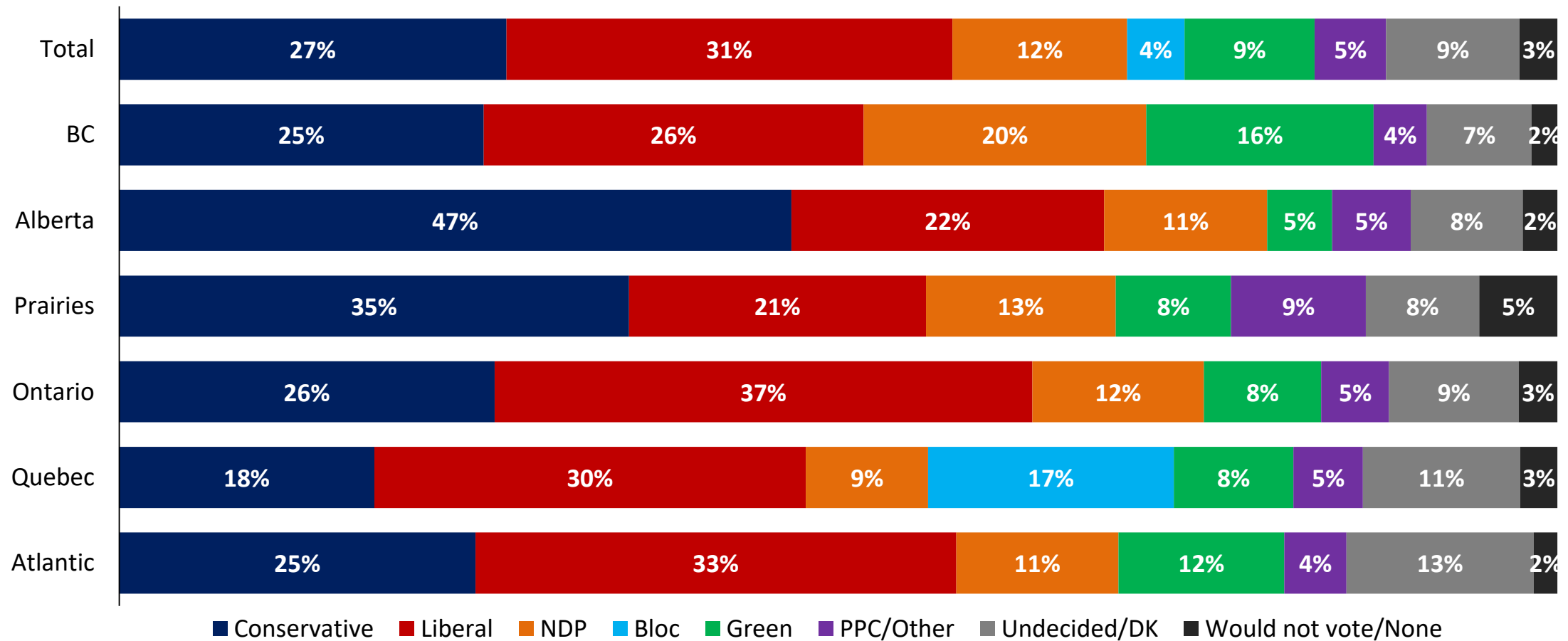


Combined Federal Vote by Region: Liberals hold a large lead in Ontario and Quebec, while the CPC leads in Alberta and the Prairies



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=2,000]

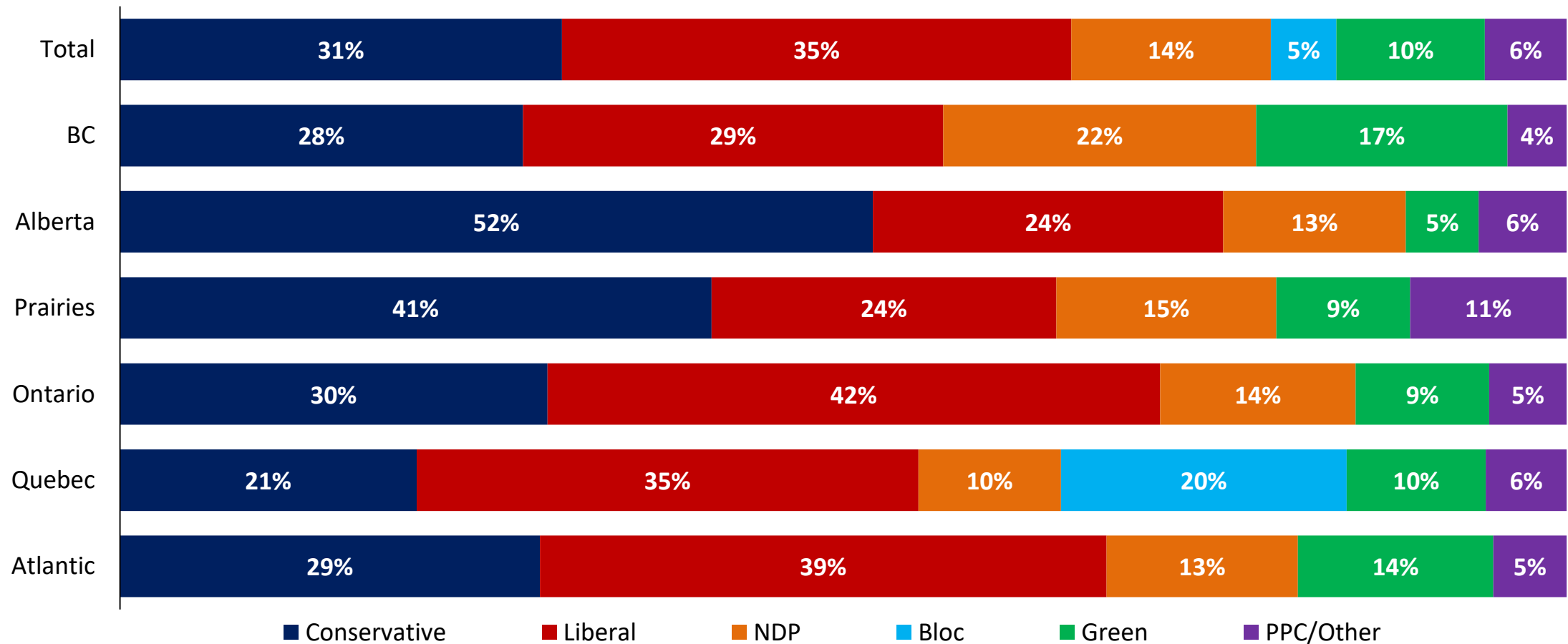


Decided Federal Vote by Region: The Liberals hold substantial leads in Ontario and Quebec, while the CPC leads in Alberta and the Prairies

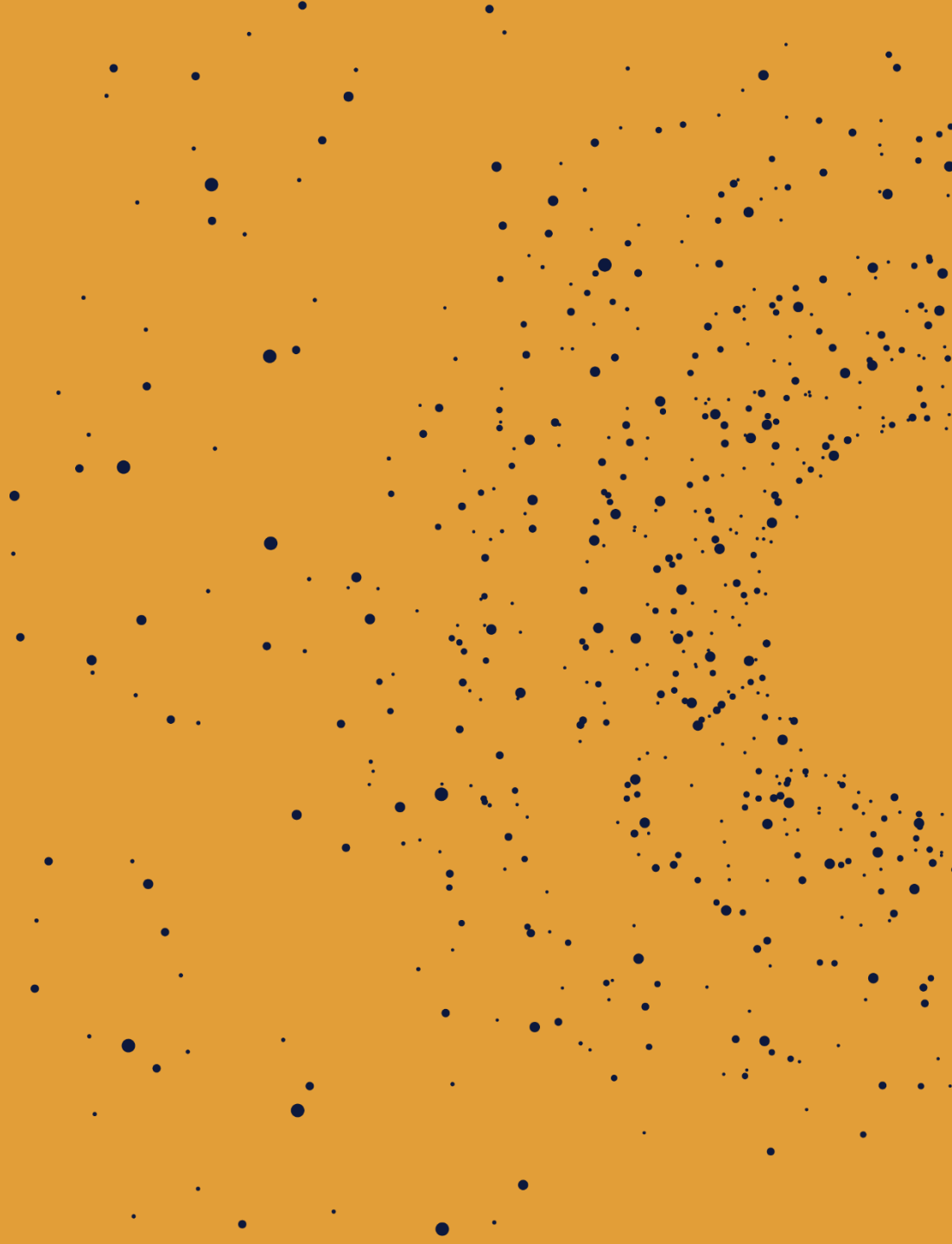


If a federal election were held today, which party would you vote for? In that case, which party do you lean toward slightly? [DECIDED]

[showing only decided voters; n=1,761]



Party ID

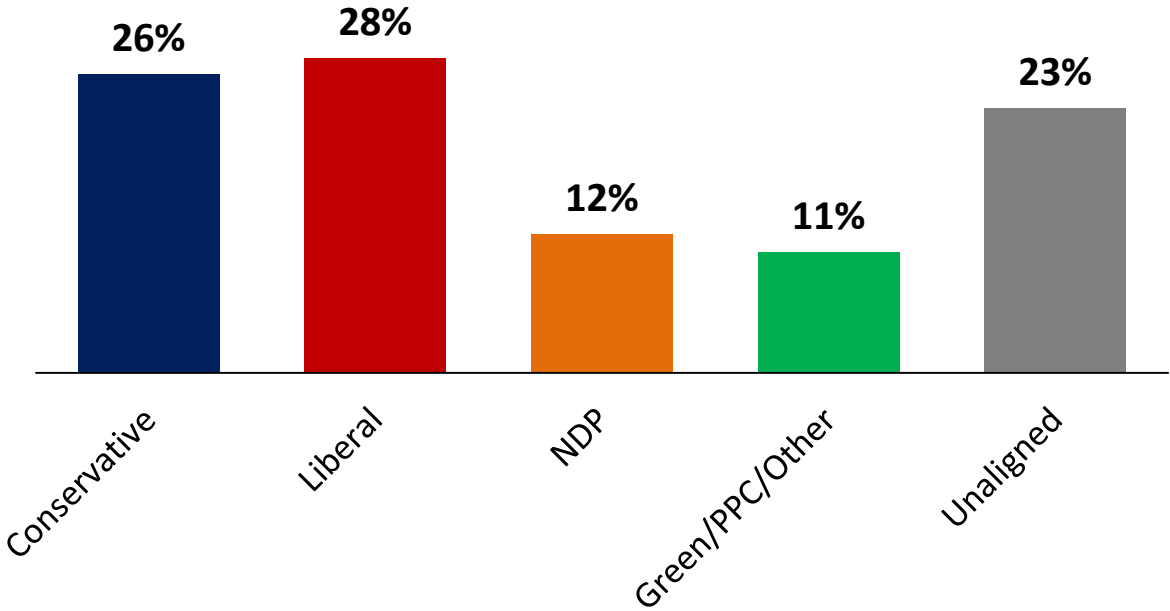


Federal Party ID: The Liberals and Conservatives are tied on ID outside of Quebec, but in Quebec the Liberals have a wide lead



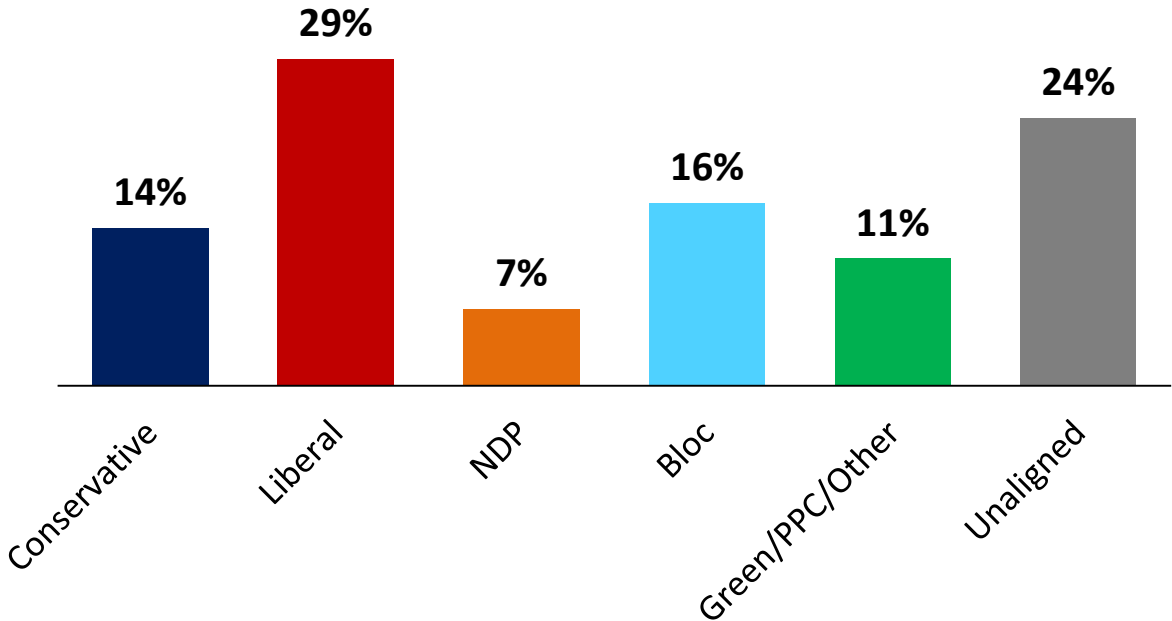
Thinking about politics in Canada, generally speaking, do you think of yourself as a...
[asked of all respondents; n=2,000]

Rest of Canada



n=1533

Quebec

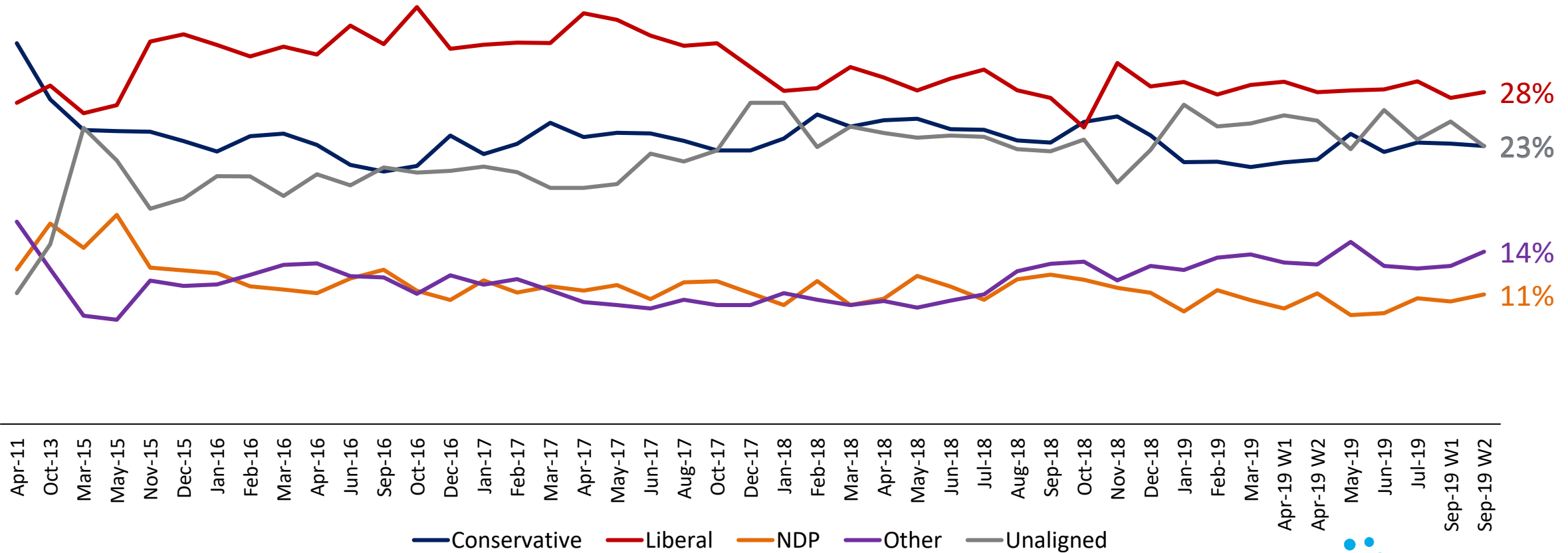


n=467

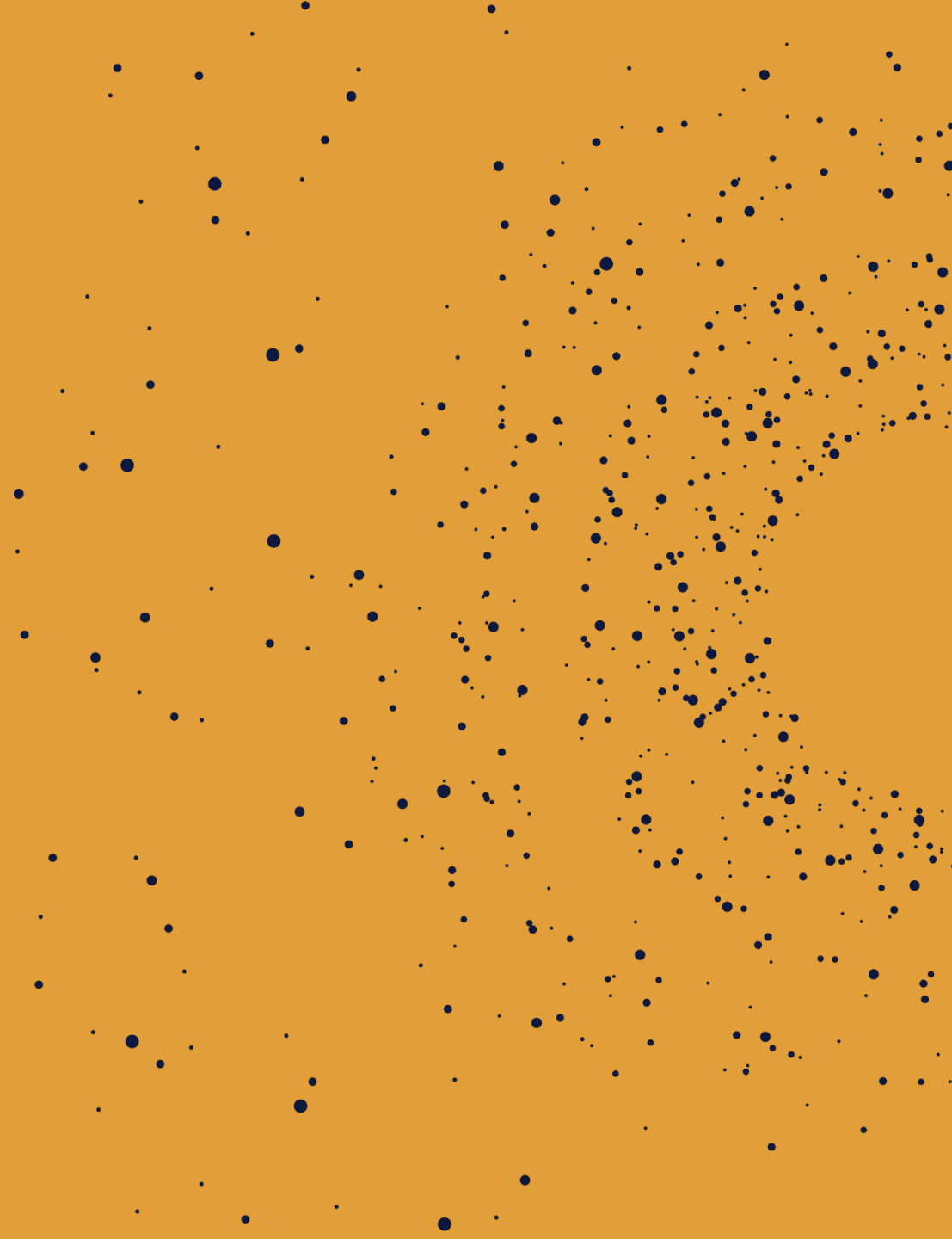
Federal Party ID: The Liberals (28%) lead on ID over the Conservatives (23%); 23% are unaligned



Thinking about politics in Canada, generally speaking, do you think of yourself as a...
[asked of all respondents; n=2,000]



The Blackface Photos

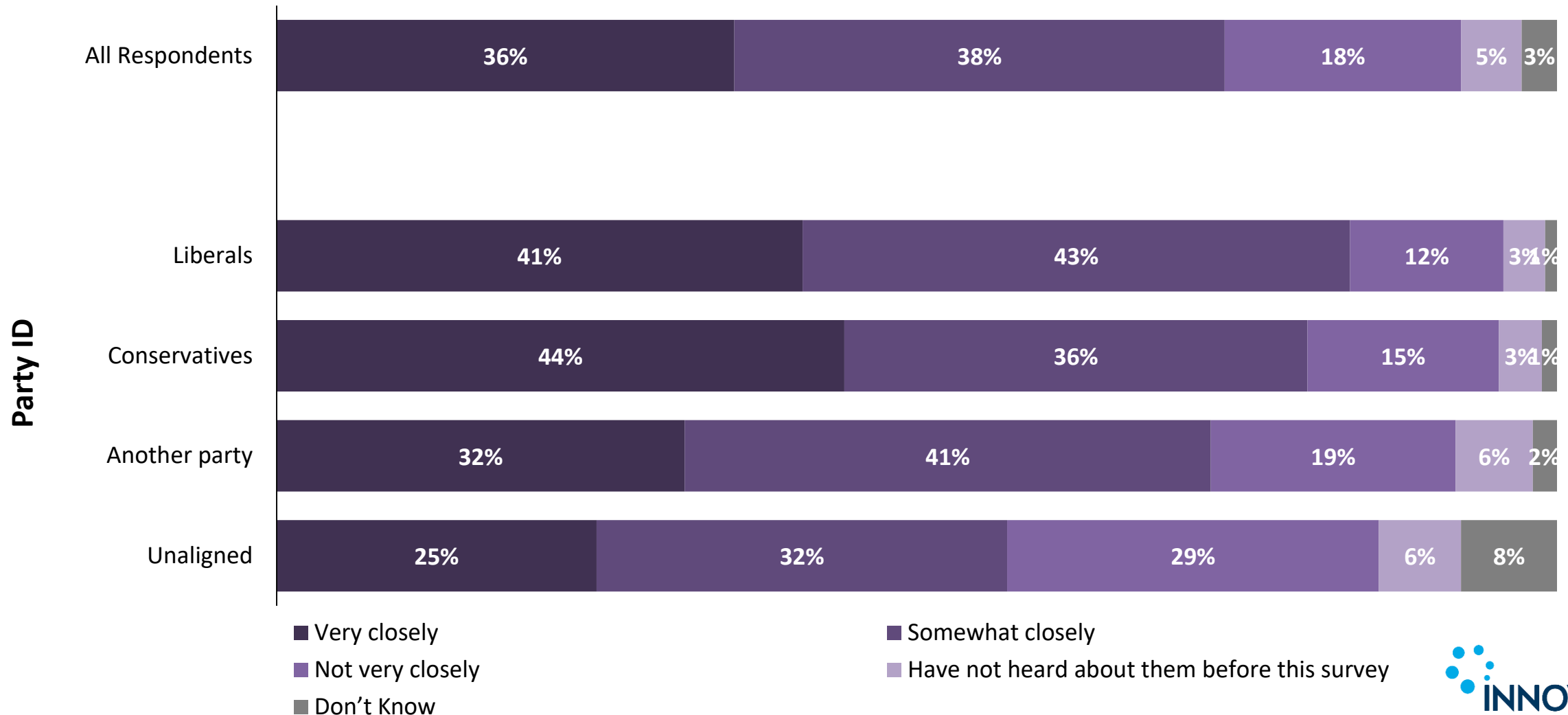


Awareness: Strong majority have been following the issue closely; Liberal and CPC identifiers are most aware of the issue



How closely have you been following news about the photos of Justin Trudeau in blackface and brownface makeup that have emerged, and Trudeau's apology for his actions?

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

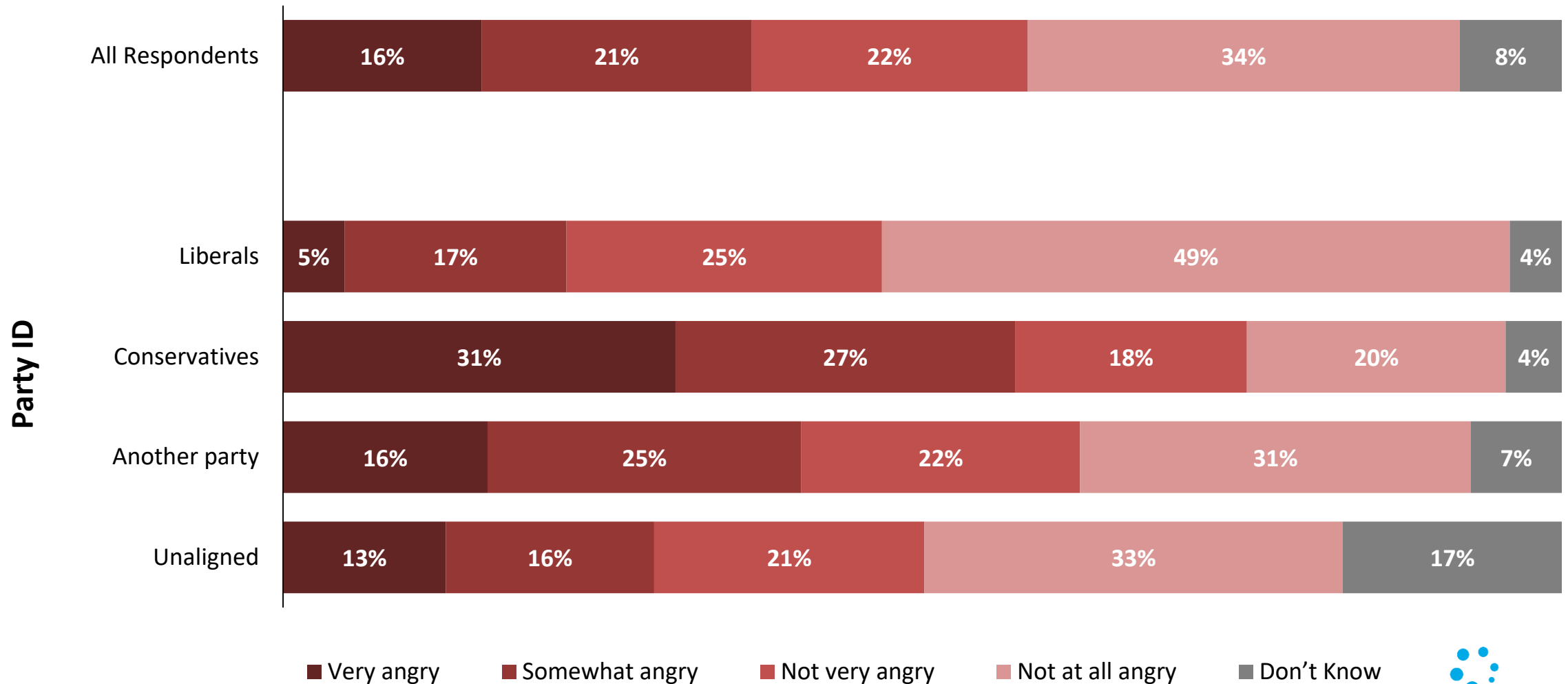


Reaction: Nearly 4-in-10 (37%) angry about the blackface controversy; majority of unaligned are not angry about Trudeau's behavior



Thinking about the fact that Justin Trudeau wore blackface multiple times in the past, how did that behavior leave you feeling?

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

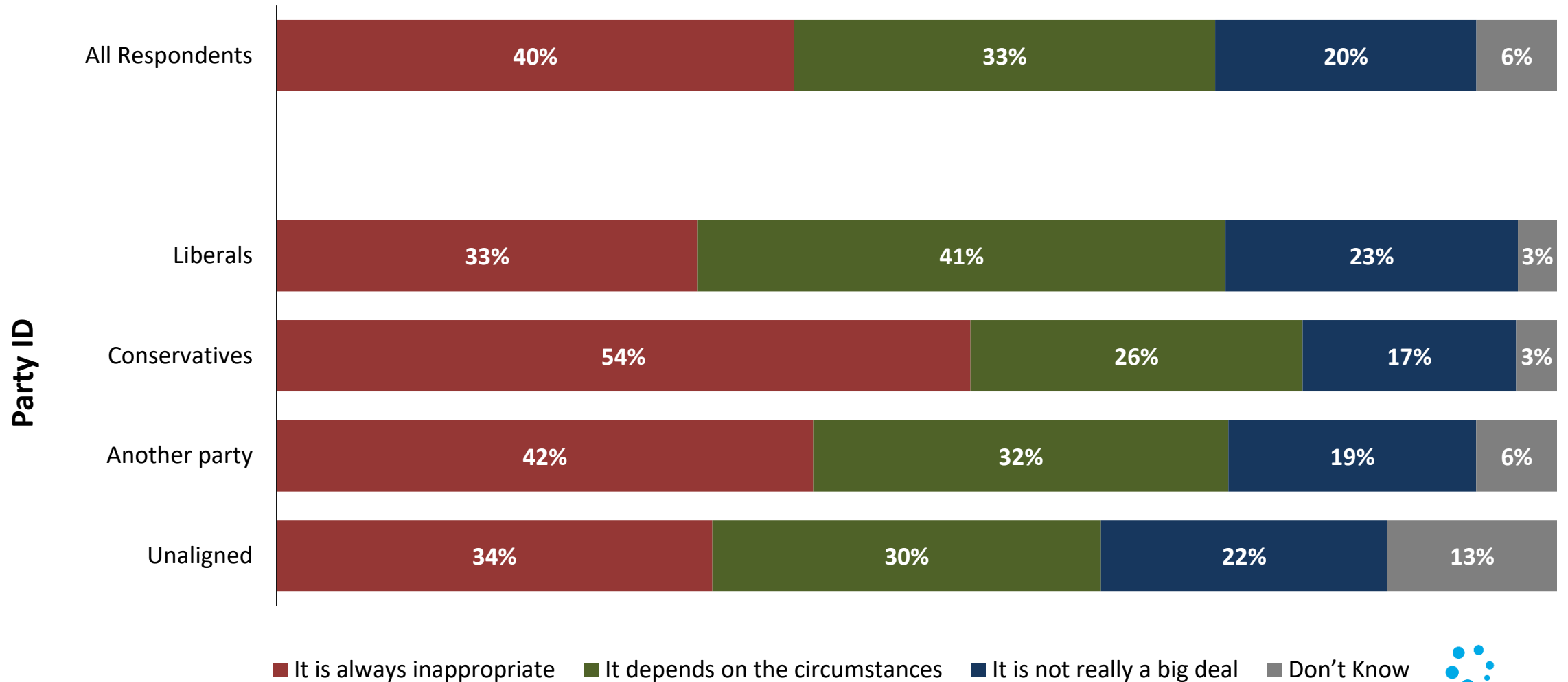


Blackface: 4-in-10 (40%) say blackface “is always inappropriate”, Liberals least likely to say the same



Thinking about blackface generally, which of the following comes closest to your point of view?

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



Trudeau's Reaction: Overall, respondents narrowly approve of how Trudeau has handled the issue with division along partisan lines

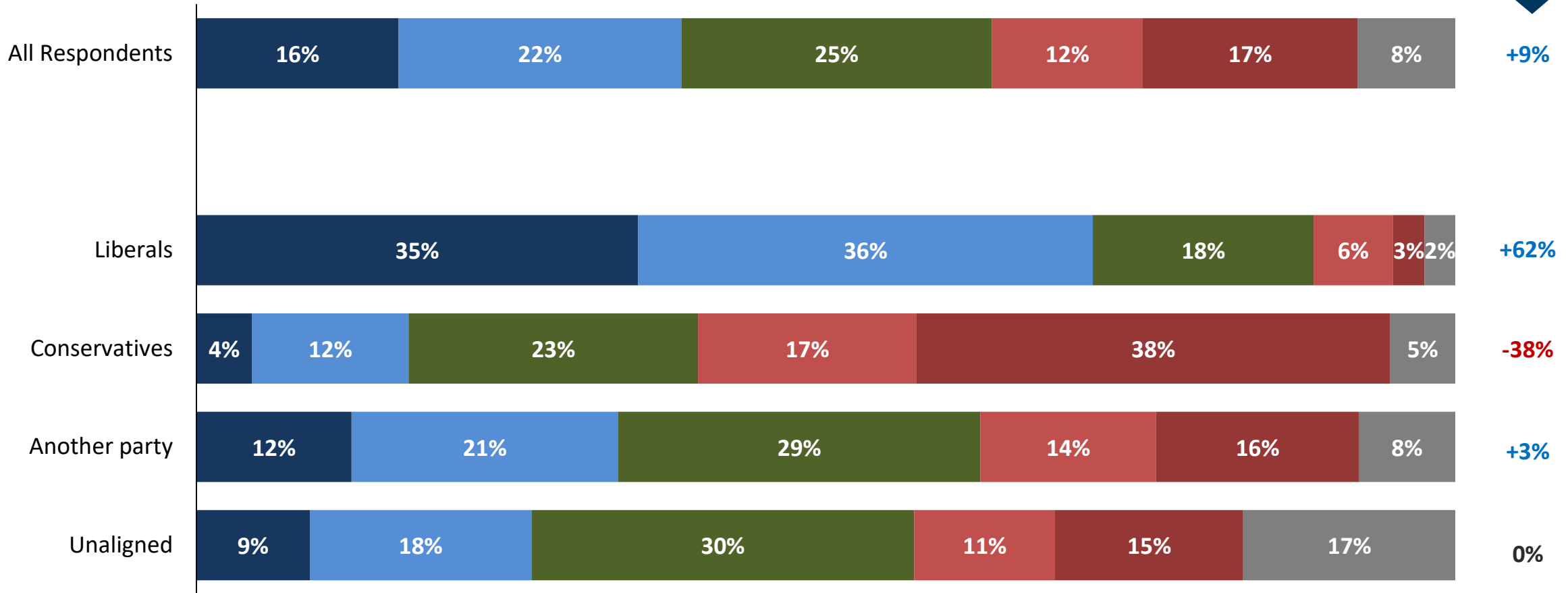


Do you approve or disapprove of the way Justin Trudeau has handled the issue since it emerged?

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

Net Approval

Party ID

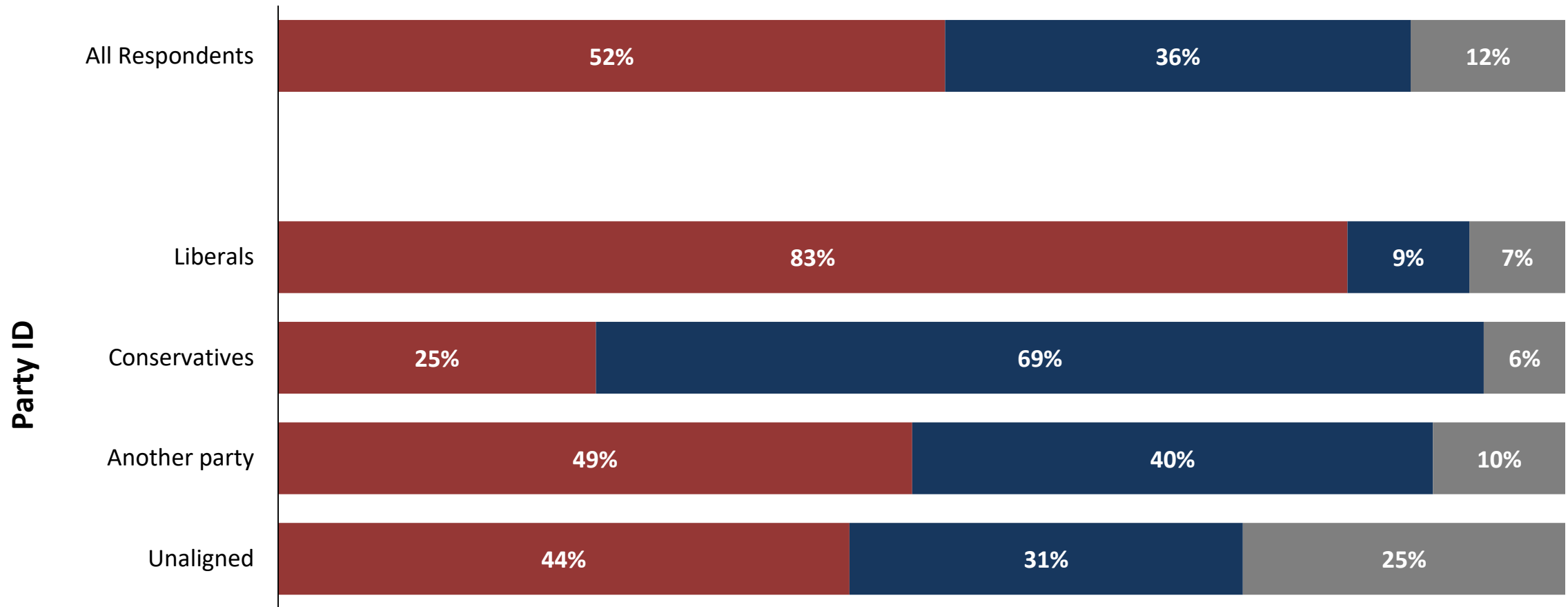


■ Strongly approve
 ■ Somewhat approve
 ■ Neither approve nor disapprove
■ Somewhat disapprove
 ■ Strongly disapprove
 ■ Don't Know



Framing: Majority (and 83% of LPC) agree 'this behavior happened in the past and does not reflect who Trudeau is today'

Q Which of the following comes closest to your point of view?
[asked of all respondents; n=2,000]



■ This behavior happened in the past and does not reflect who Trudeau is today

■ This behavior and the way he has handled the issue are signs of deeper problems with Trudeau and the Liberal government

■ Don't Know

Reported Vote Impact: Over half of respondents (and 61% of LPC) say the photos and apology will make no difference to their vote

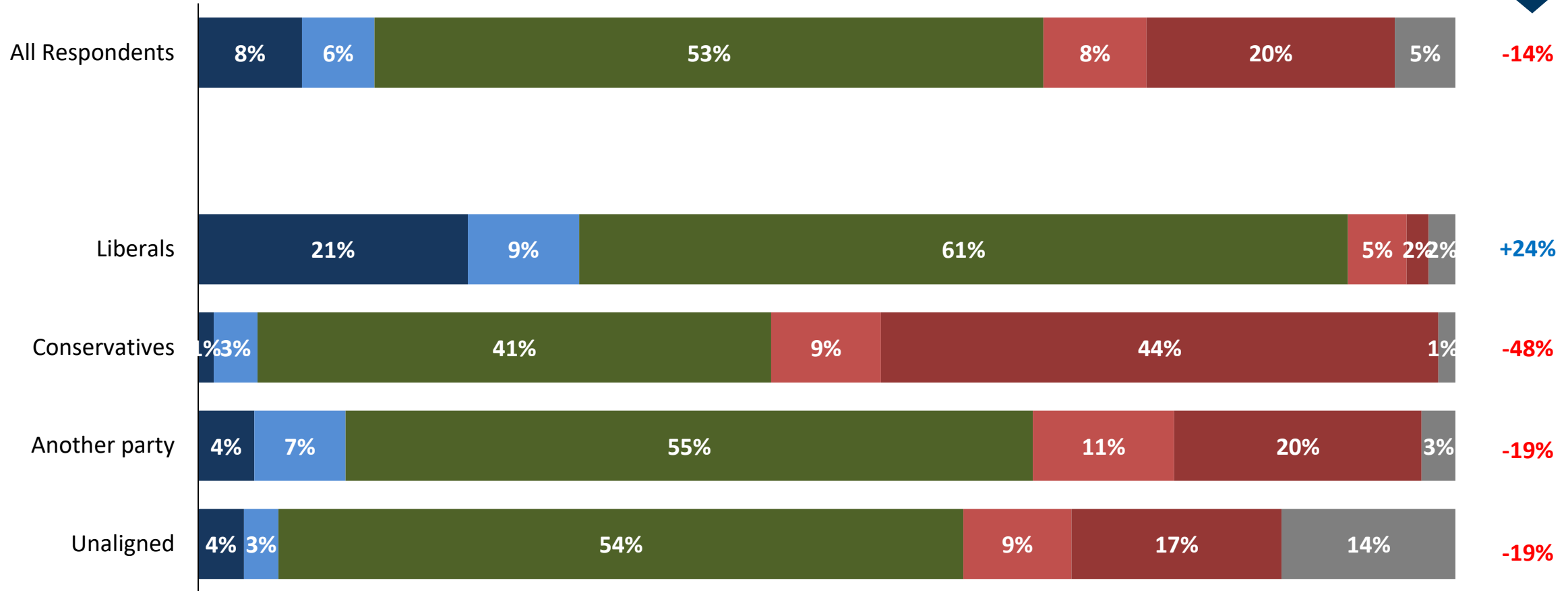


Did the photos and Trudeau's apology leave you feeling more or less likely to vote for Justin Trudeau and the Liberal Party?

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

Net Impact

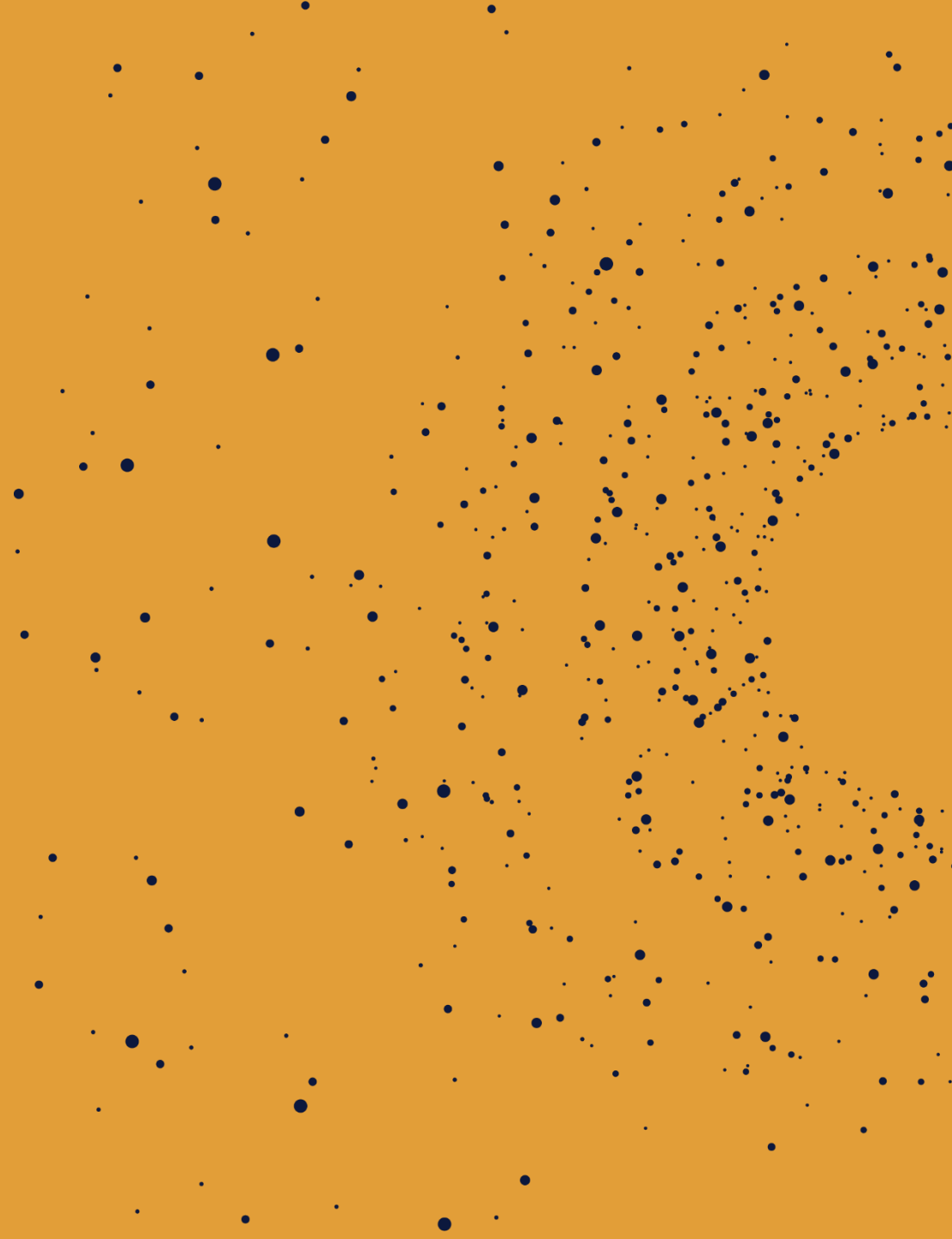
Party ID



■ Much more likely to vote Liberal
 ■ Made no difference
 ■ Much less likely to vote Liberal

■ Somewhat more likely to vote Liberal
 ■ Somewhat less likely to vote Liberal
 ■ Don't Know

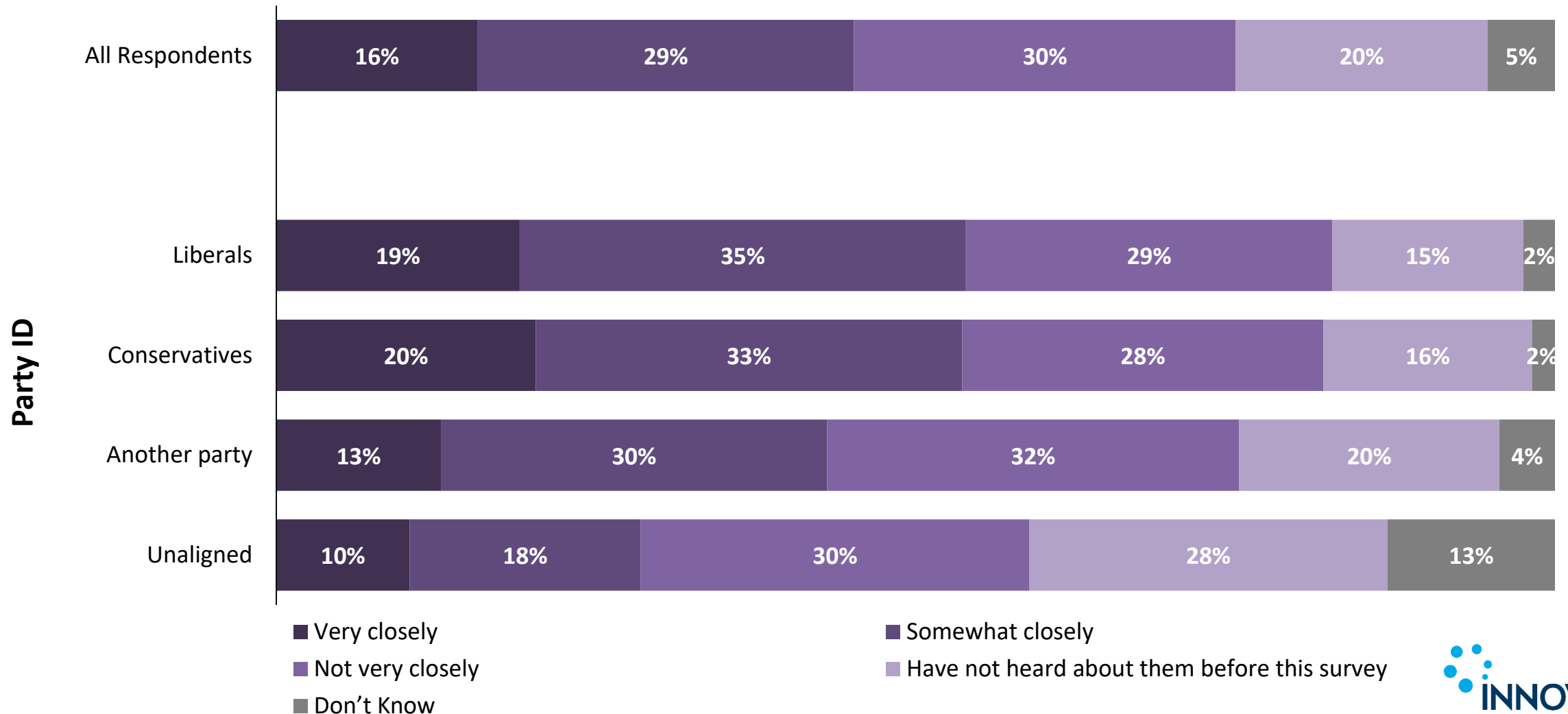
Conservative Candidates



Awareness: Nearly half (45%) have been following the issue closely, greatest awareness among LPC- and CPC-identifiers

Q How closely have you followed the news about Andrew Scheer's decision to support candidates who have been accused of making racist or homophobic comments in the past, so long as they apologize?

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

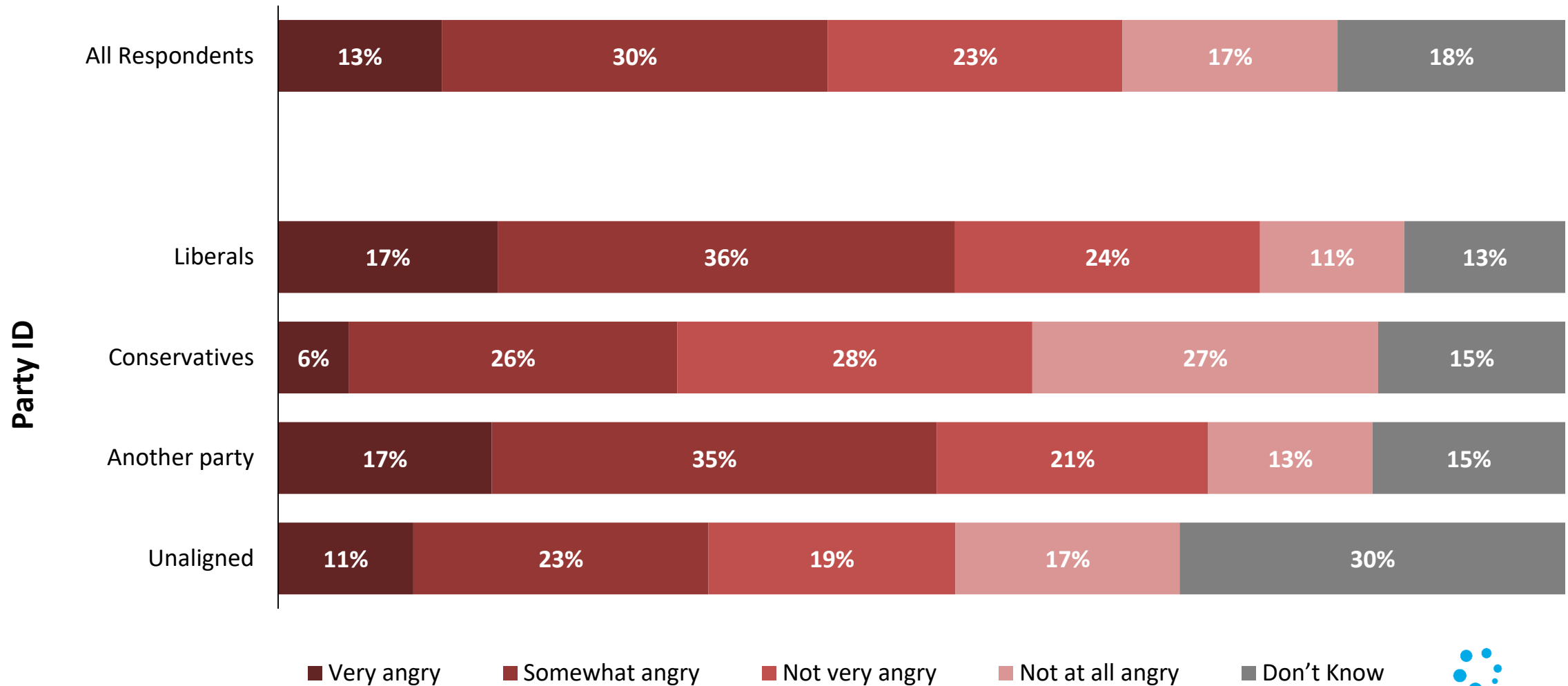


Reaction: More than 4-in-10 (43%) feel angry about Scheer's decision including 31% of CPC-identifiers



Thinking about the past actions of these candidates, how did that behavior leave you feeling?

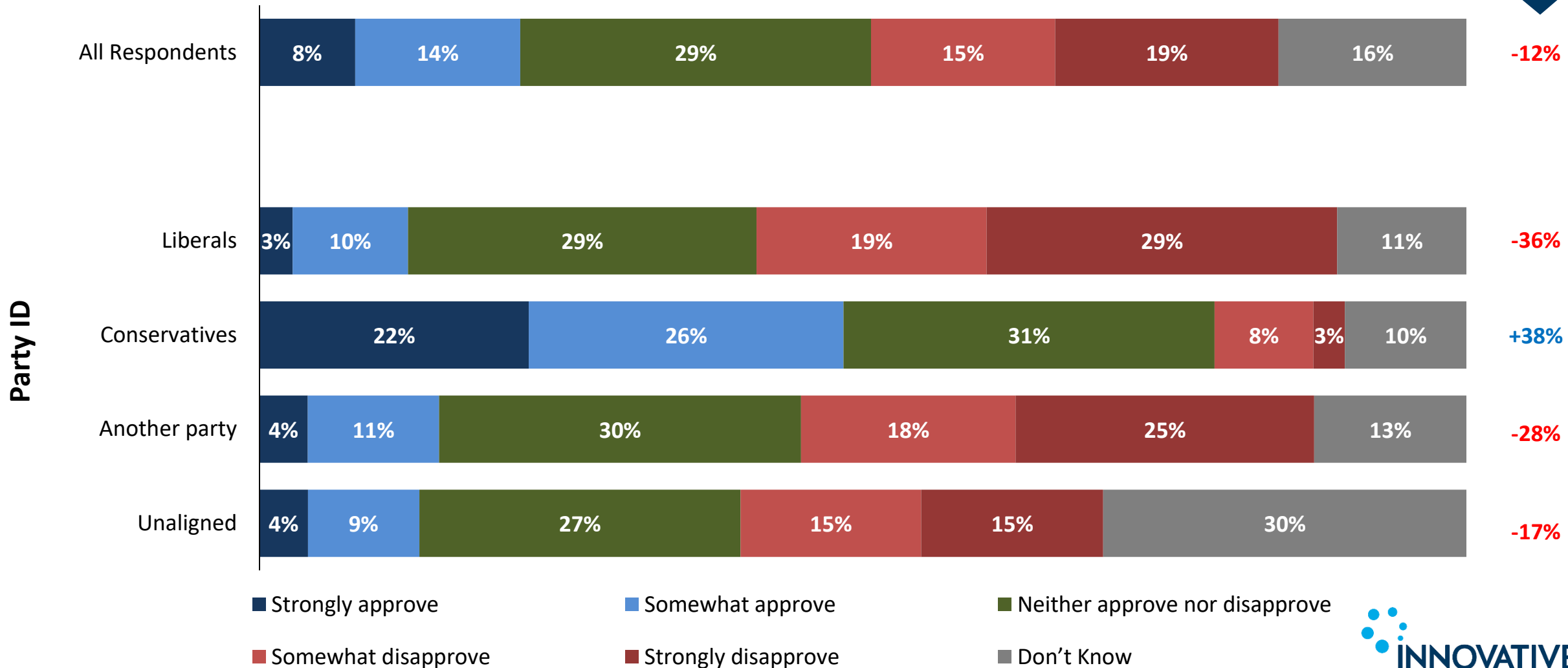
[asked of all respondents; n=2,000]



Scheer's Reaction: Overall, respondents disapprove of Scheer's reaction with the strongest disapproval from LPC-identifiers

Q Do you approve or disapprove of the way Andrew Scheer has handled these candidates?
[asked of all respondents; n=2,000]

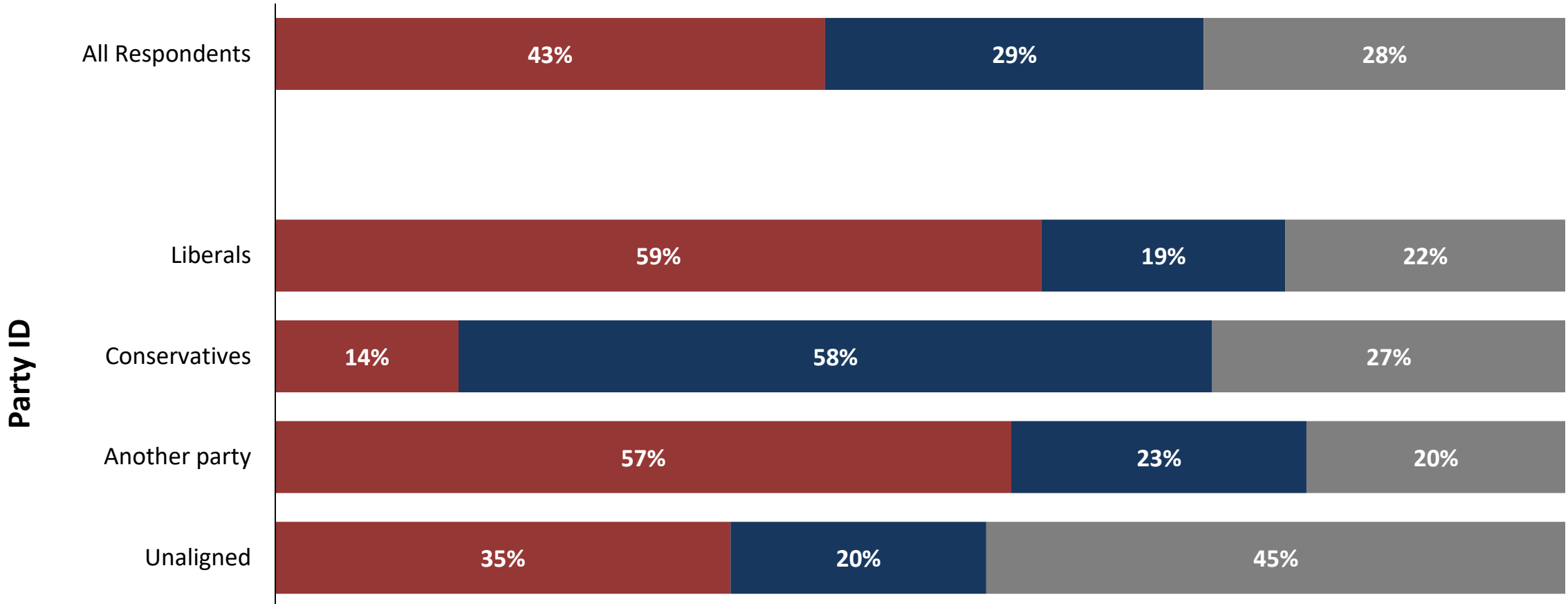
Net Approval



Framing: 43% think the controversy is a “symptom of deeper problems in the CPC’, only 14% of CPC-identifiers feel the same ²⁷



Do you think these controversies are...?
[asked of all respondents; n=2,000]



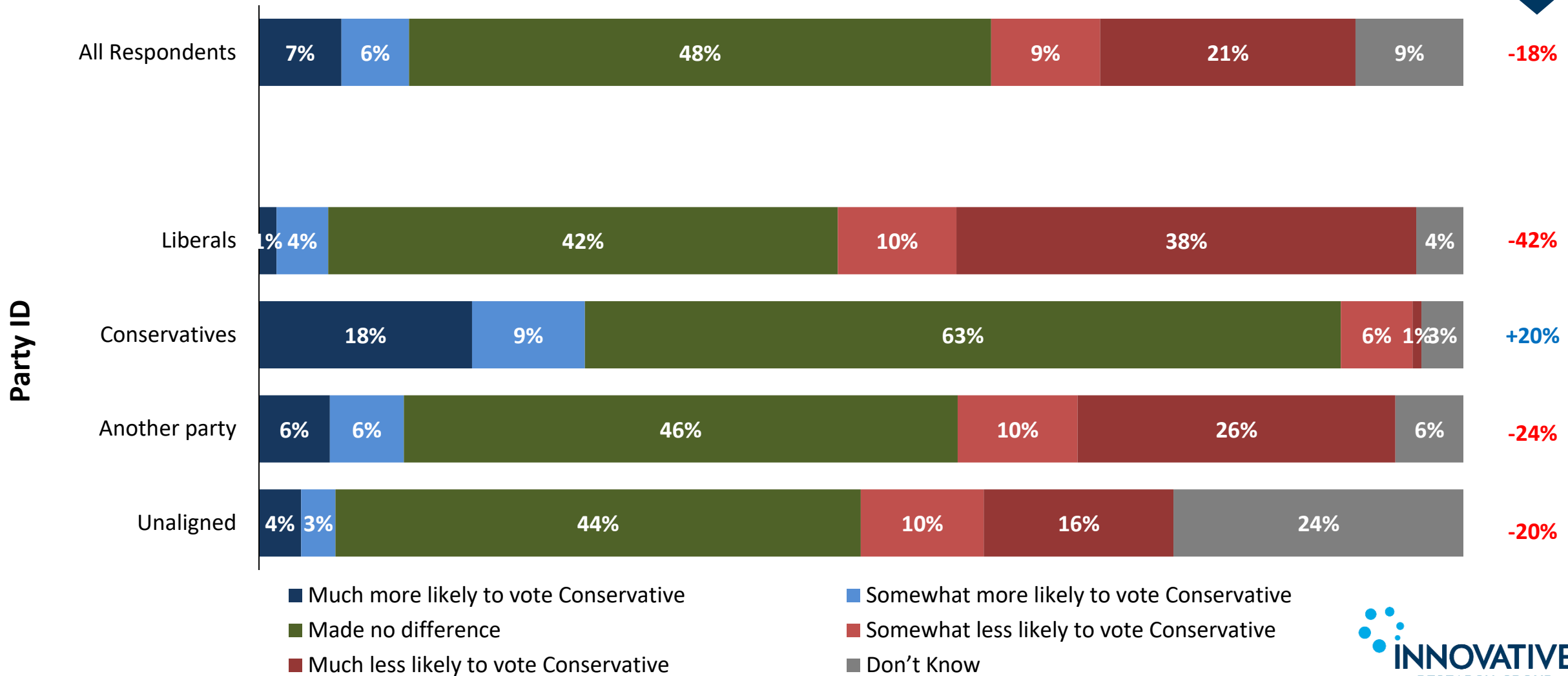
■ A symptom of deeper problems in the Conservative party ■ Unique problems that are unlikely to be repeated ■ Don't Know

Reported Vote Impact: A plurality say the controversy had no impact on their vote; 26% of Unaligned are less likely to vote for the CPC

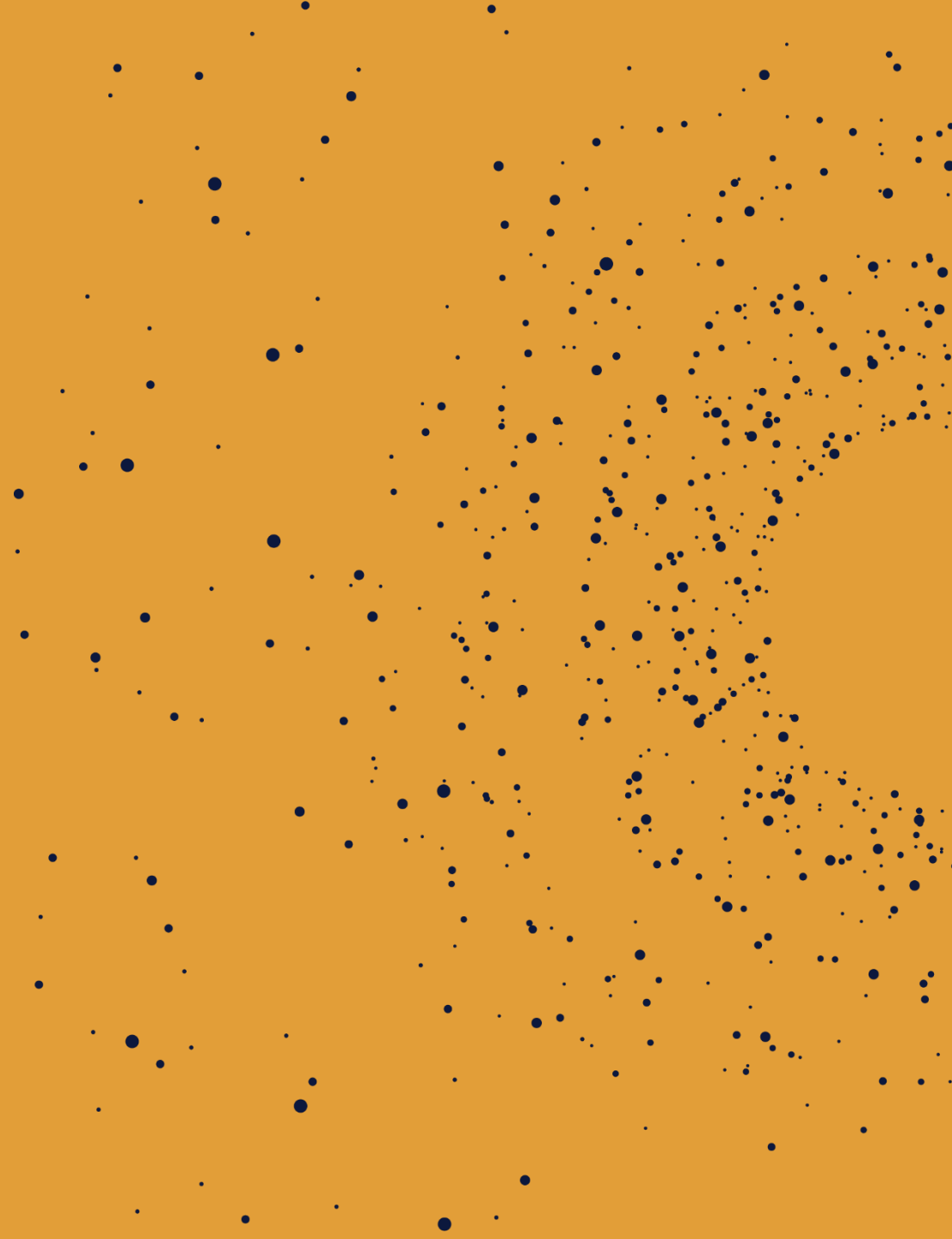


Did hearing about these candidate controversies leave you feeling more or less likely to vote for Andrew Scheer and the Conservative Party?
[asked of all respondents; n=2,000]

Net Impact



Views of the Liberals vs. Views of the Tories



Key Liberals and Tory Groups

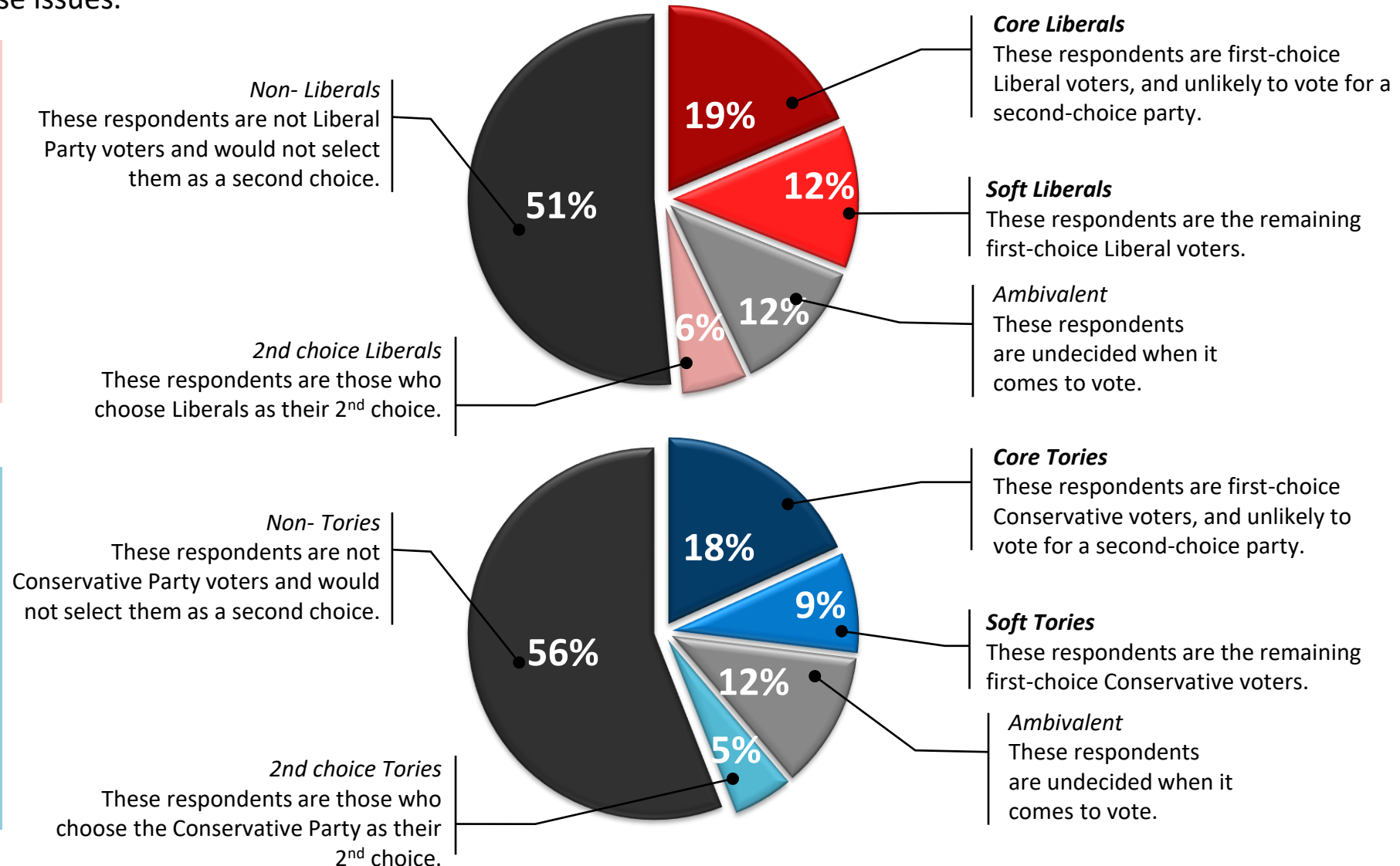
To provide a deeper analysis of the issues surrounding the Blackface photos and the Conservative candidates, we have created a segmentation to analyze each of those issues.

We created a segmentation that groups individuals based on their level of the **Liberal Party** support to analyze the issues surrounding the Blackface photos.

The analysis focuses on understanding how the **Core Liberals** and **Soft Liberals** view the Blackface photos.

We created a segmentation that groups individuals based on their level of the **Conservative Party** support to analyze the issues surrounding the Conservative candidates.

The analysis focuses on understanding how the **Core Tories** and **Soft Tories** view the Conservative candidates.



Awareness: Core and Soft LPC are much more aware of blackface controversy than Core/Soft CPC are aware of Scheer's decision

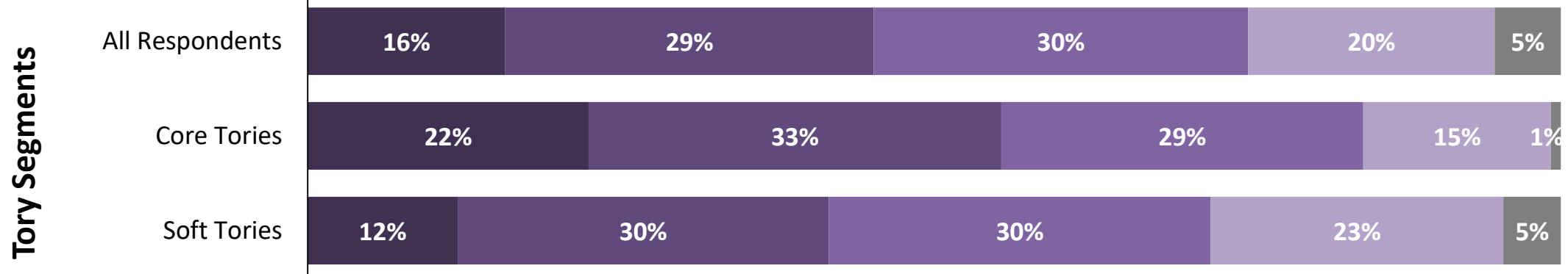
Q [The Blackface Photos] How closely have you been following news about the photos of Justin Trudeau in blackface and brownface makeup that have emerged, and Trudeau's apology for his actions? BY Liberal Segments

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



Q [Conservative Candidates] How closely have you followed the news about Andrew Scheer's decision to support candidates who have been accused of making racist or homophobic comments in the past, so long as they apologize? BY Tory Segments

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



Very closely

Not very closely

Don't Know

Somewhat closely

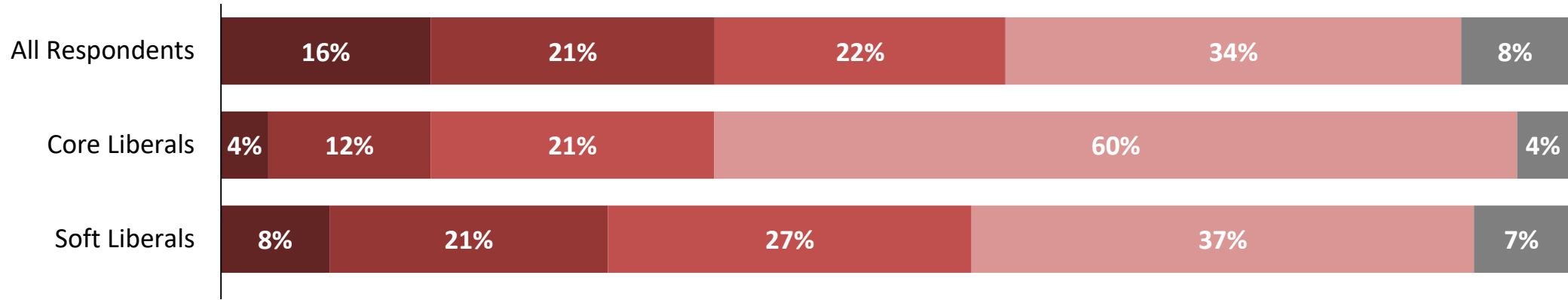
Have not heard about them before this survey

Reaction: 29% of soft LPC feel at least somewhat angry about the blackface controversy vs. 35% of soft CPC on the Scheer decision



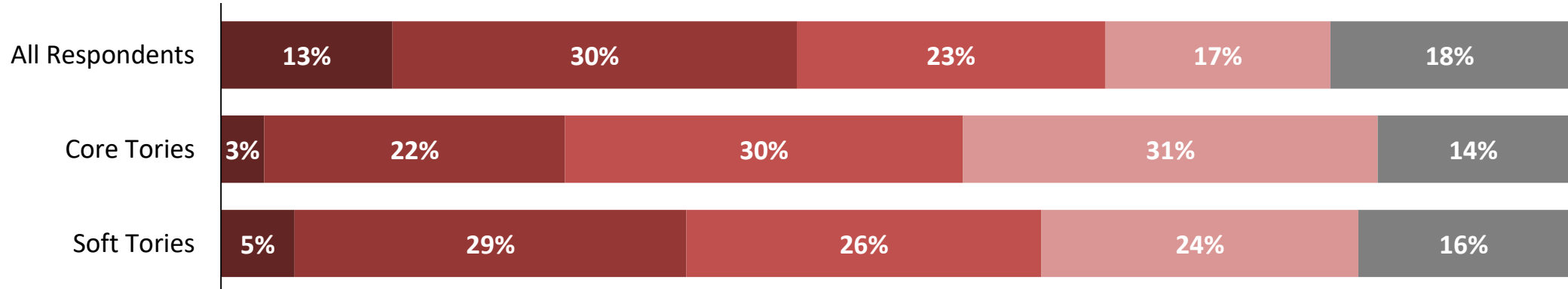
[The Blackface Photos] Thinking about the fact that Justin Trudeau wore blackface multiple times in the past, how did that behavior leave you feeling?
[asked of all respondents; n=2,000]

Liberal Segments



[Conservative Candidates] Thinking about the past actions of these candidates, how did that behavior leave you feeling?
[asked of all respondents; n=2,000]

Tory Segments

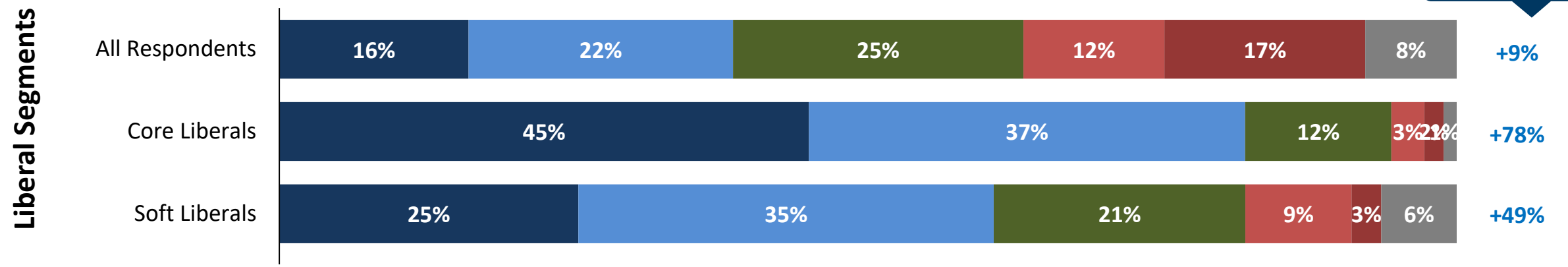


Very angry
 Somewhat angry
 Not very angry
 Not at all angry
 Don't Know

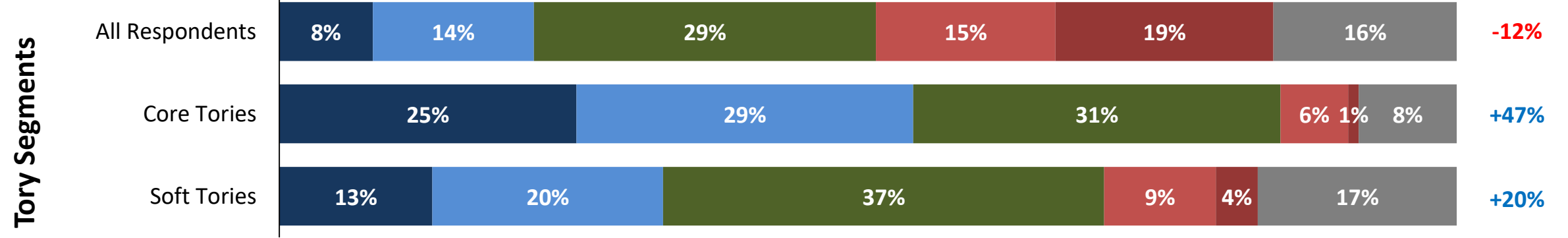
Leader's Reaction: Majority of Core and Soft LPC approve of Trudeau's reaction; only 33% among Soft CPC say the same about Scheer's reaction



[The Blackface Photos] Do you approve or disapprove of the way Justin Trudeau has handled the issue since it emerged? BY Liberal Segments
[asked of all respondents; n=2,000]



[Conservative Candidates] Do you approve or disapprove of the way Andrew Scheer has handled these candidates? BY Tory Segments
[asked of all respondents; n=2,000]



■ Strongly approve
 ■ Somewhat approve
 ■ Neither approve nor disapprove
■ Somewhat disapprove
 ■ Strongly disapprove
 ■ Don't Know



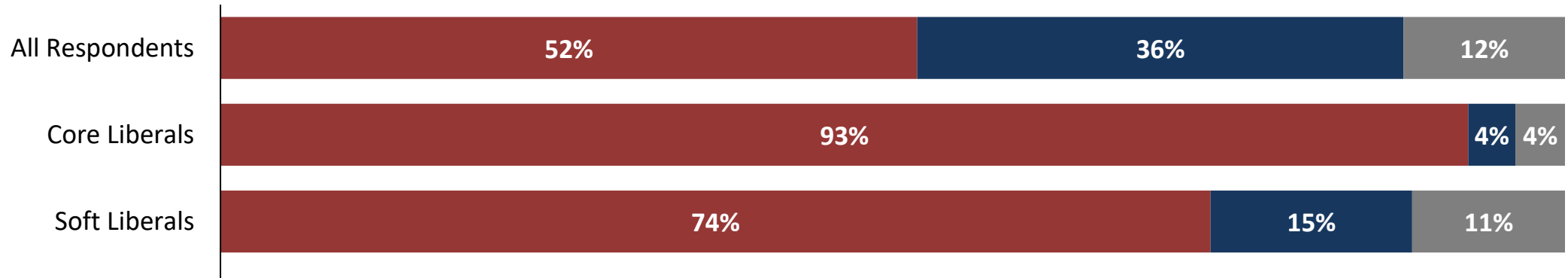
Framing: Nearly all Core (93%) and 3-in-4 (74%) Soft Liberals give Trudeau the benefit of the doubt



[The Blackface Photos] Which of the following comes closest to your point of view? BY Liberal Segments

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

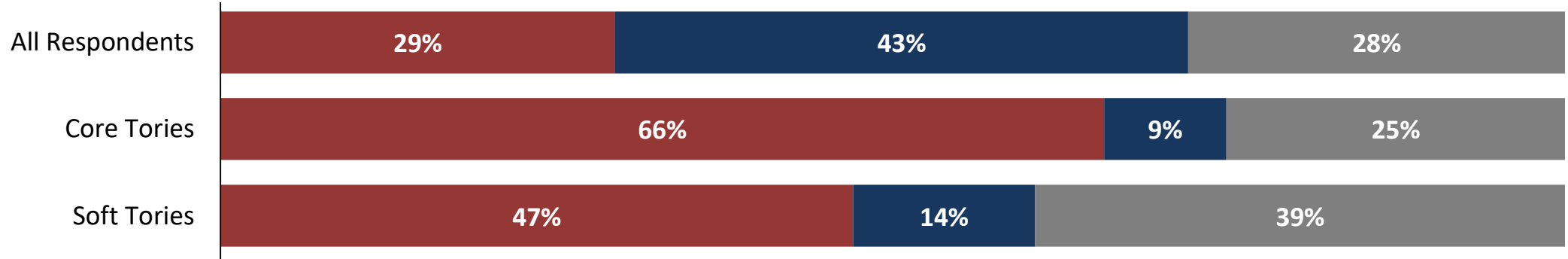
Liberal Segments



[Conservative Candidates] Do you think these controversies are...? BY Tory Segments

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

Tory Segments

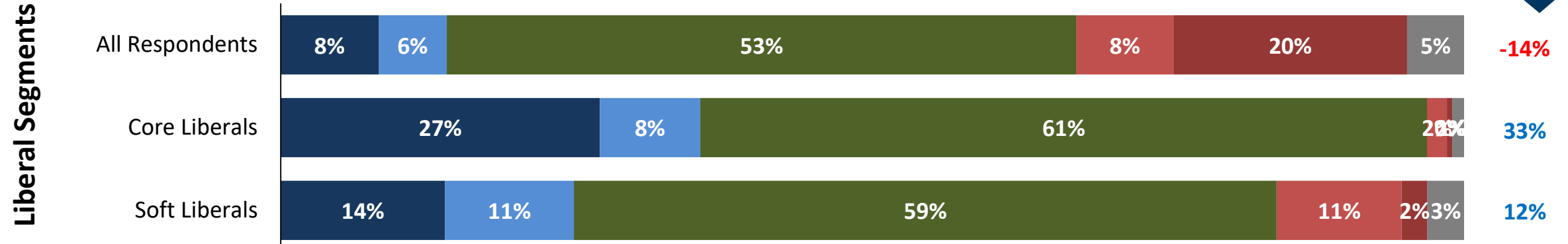


- This behavior happened in the past and does not reflect who Trudeau is today/
Unique problems that are unlikely to be repeated
- This behavior and the way he has handled the issue are signs of deeper problems with Trudeau and the Liberal government/
A symptom of deeper problems in the Conservative party
- Don't Know

Reported Vote Impact: A majority of key LPC and CPC groups report no change in vote; 13% of Soft Liberals say they less likely to vote Liberal



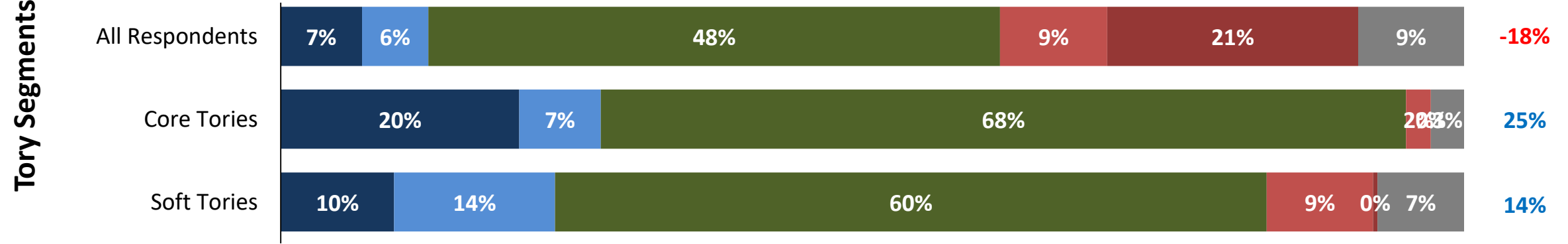
[The Blackface Photos] Did the photos and Trudeau's apology leave you feeling more or less likely to vote for Justin Trudeau and the Liberal Party? BY Liberal Segments
[asked of all respondents; n=2,000]



Net Impact



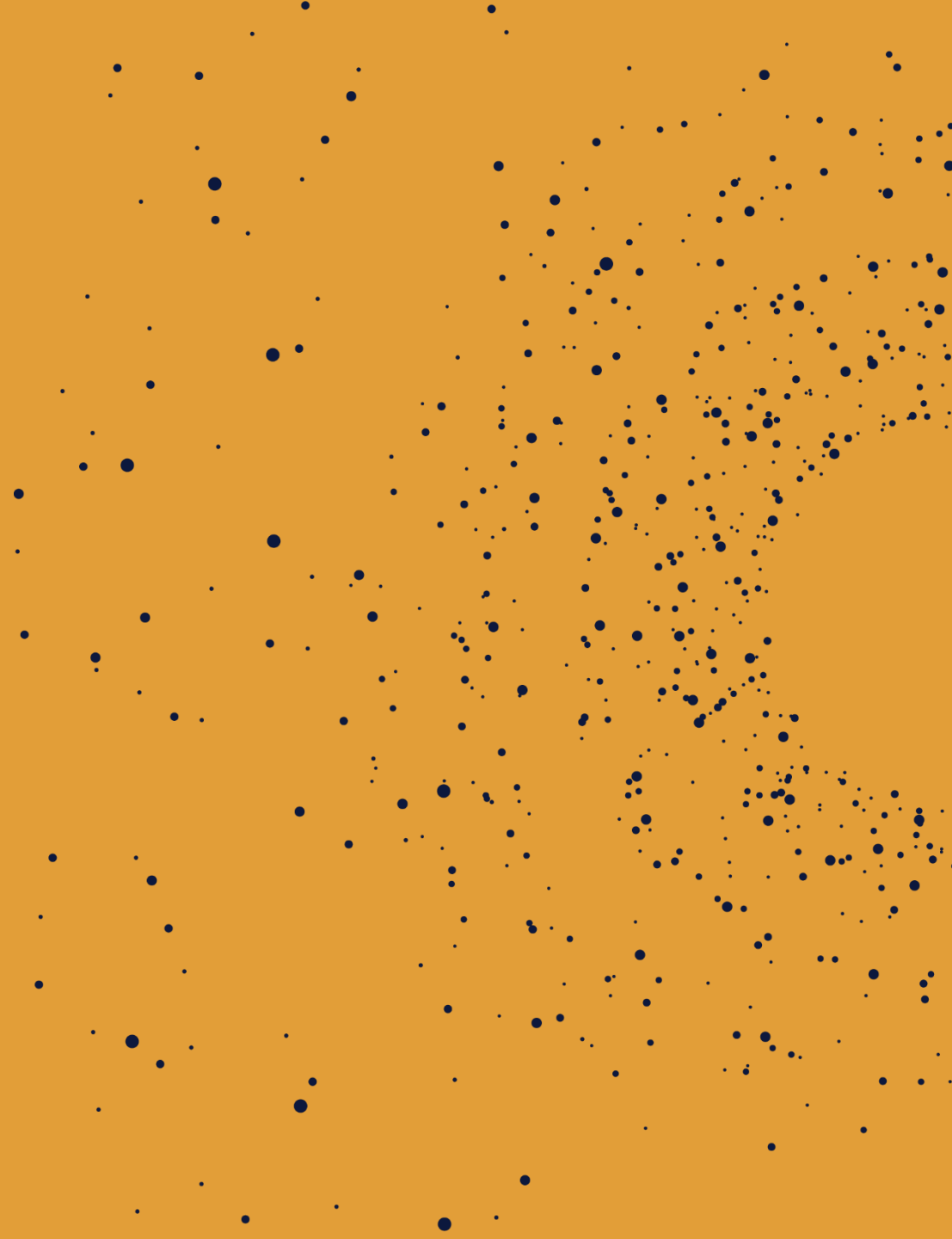
[Conservative Candidates] Did hearing about these candidate controversies leave you feeling more or less likely to vote for Andrew Scheer and the Conservative Party? BY Tory Segments
[asked of all respondents; n=2,000]



- Much more likely to vote Liberal
- Somewhat more likely to vote Liberal
- Made no difference
- Somewhat less likely to vote Liberal
- Much less likely to vote Liberal
- Don't Know



Discrimination

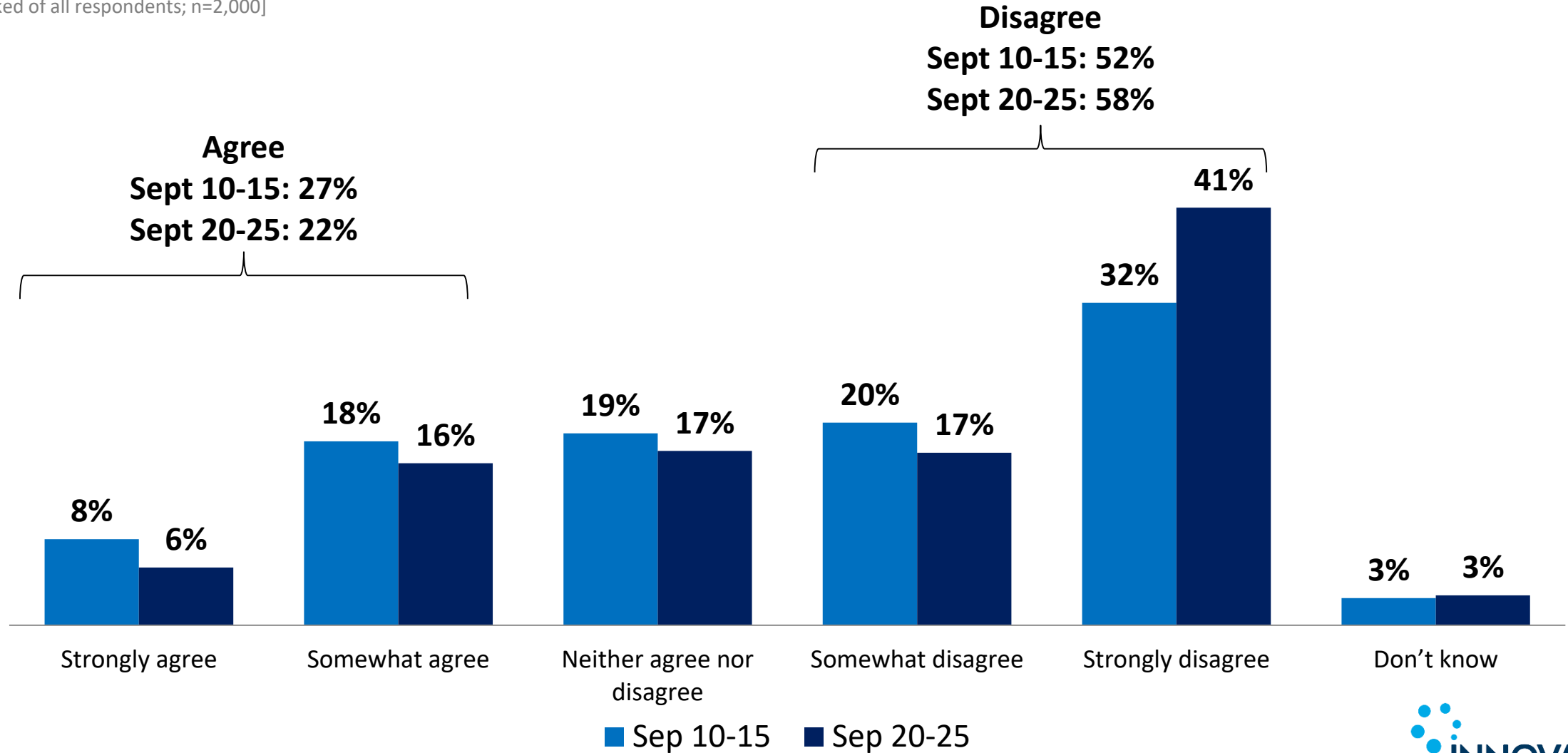


Experienced Discrimination: About 1-in-4 (22%) say they experience discrimination in their daily life



Do you agree or disagree with the following statement? I experience discrimination in my daily life.

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



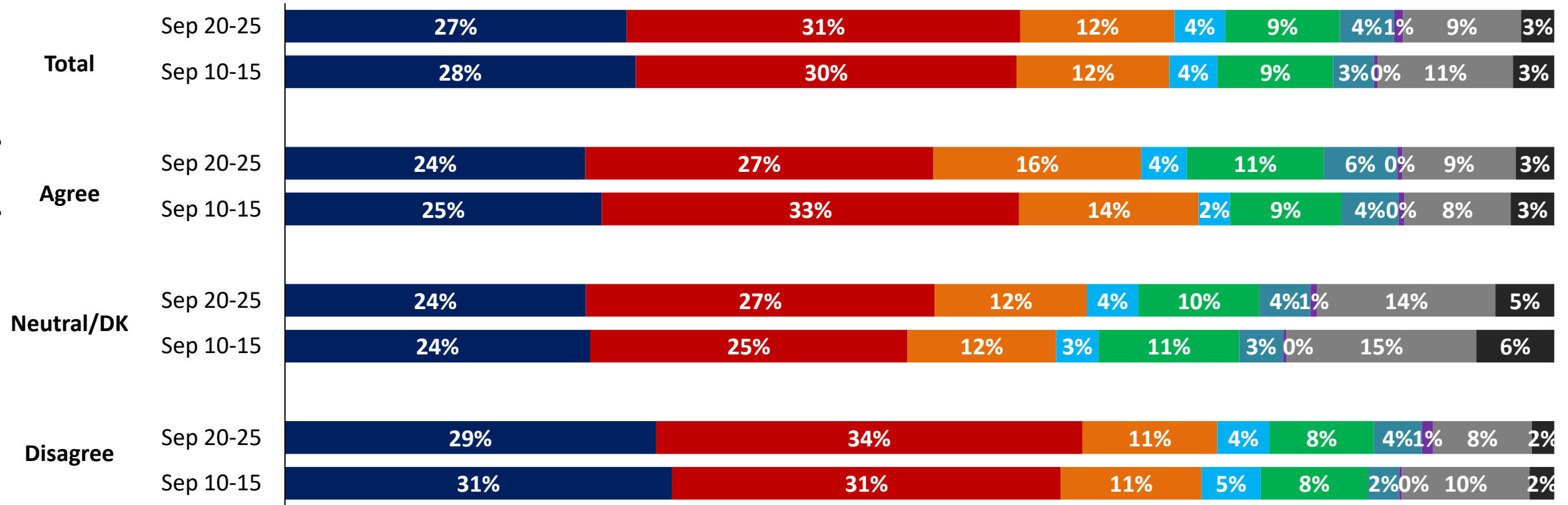
Combined Vote by Experienced Discrimination: The Liberals are down 6 points among those who experience discrimination



Combined vote by: Do you agree or disagree with the following statement? I experience discrimination in my daily life.

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

Agree/Disagree: I experience discrimination in my daily life.



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

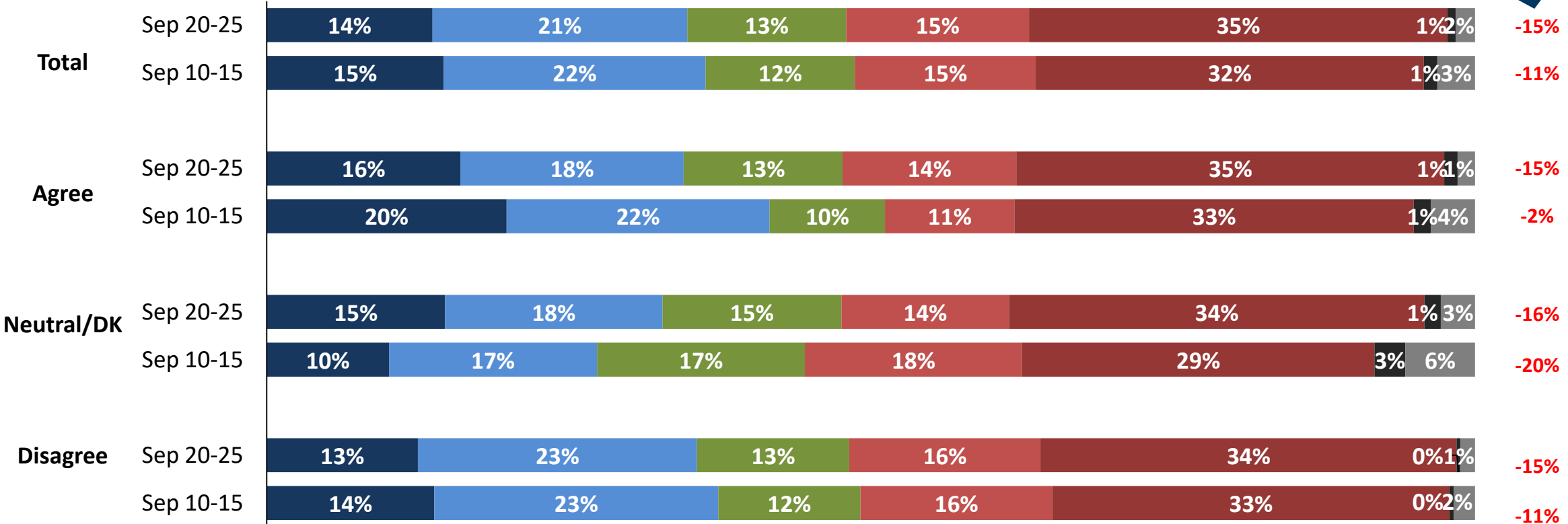
Trudeau's Favourability by Experienced Discrimination: Trudeau's favourability is down among those who experience discrimination



Trudeau's Favourability by: Do you agree or disagree with the following statement? I experience discrimination in my daily life.
[asked of all respondents; n=2,000]

Net Favourability

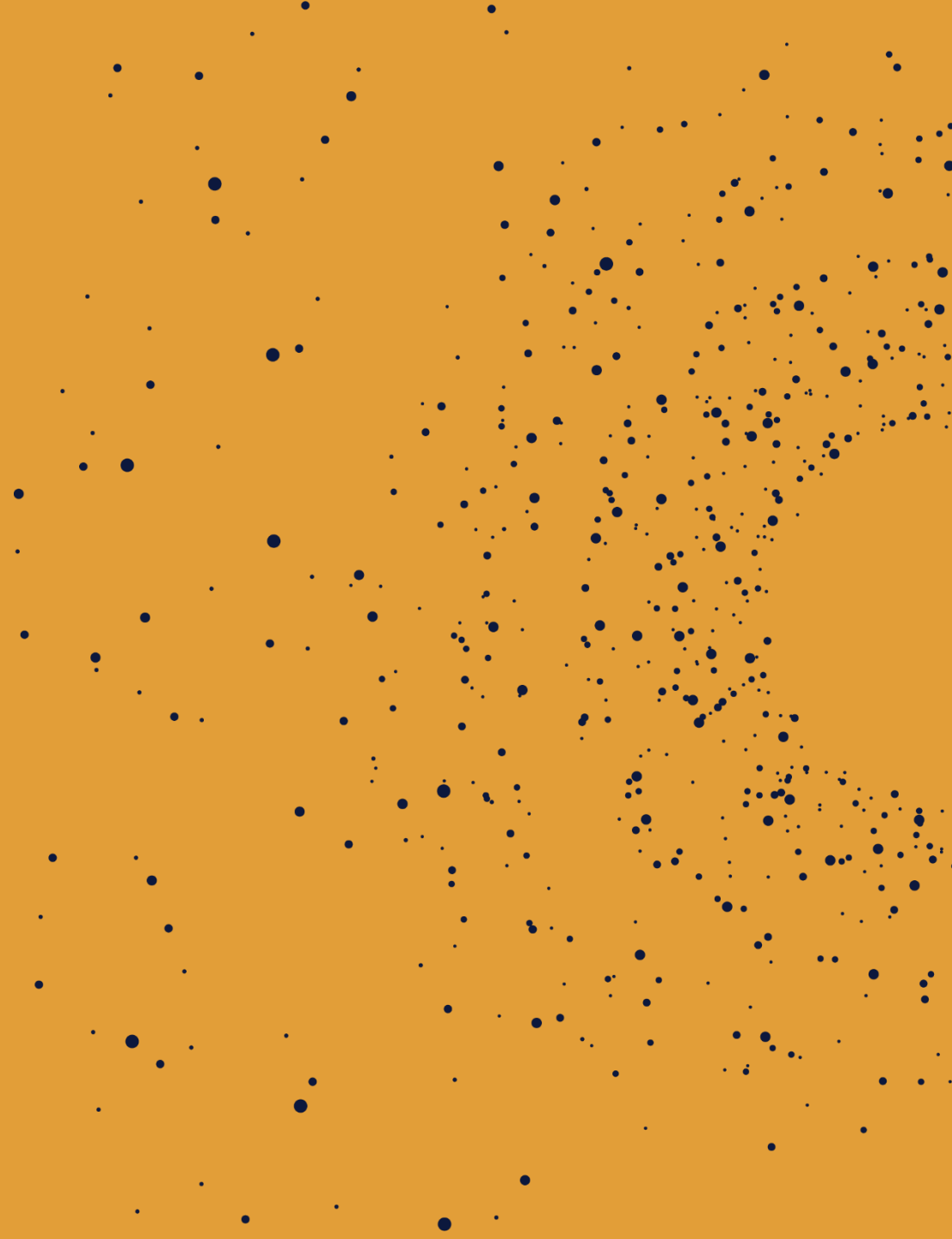
Agree/Disagree: I experience discrimination in my daily life.



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

Reactions to the Blackface Photos

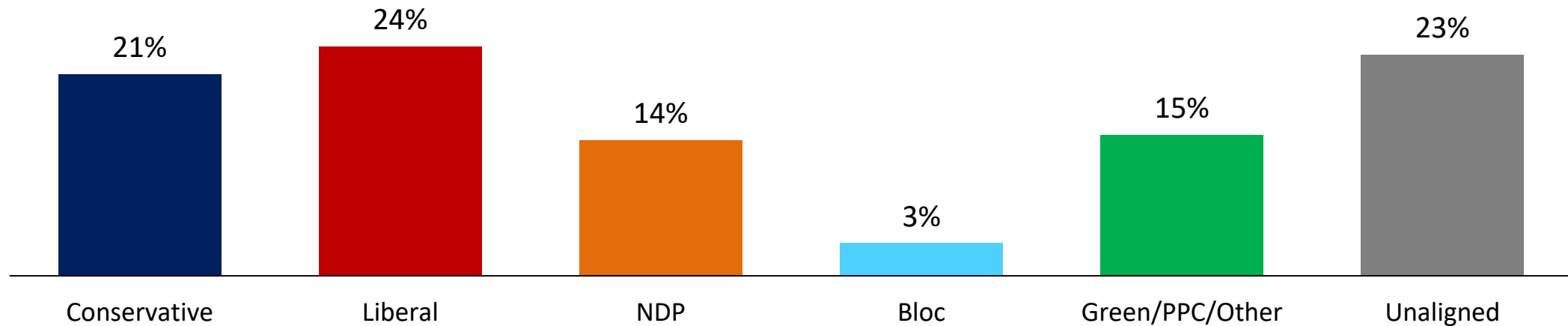
*Among those who experience
discrimination*



Among those who experience discrimination, 24% identify as Liberals

To provide a deeper analysis of the issues surrounding the Blackface photos, we look at the reactions among those who experience discrimination. We further segment those who experience discrimination by their party-identification.

The chart below shows the distribution of party ID among the 22% (n=434) of those who experience discrimination.



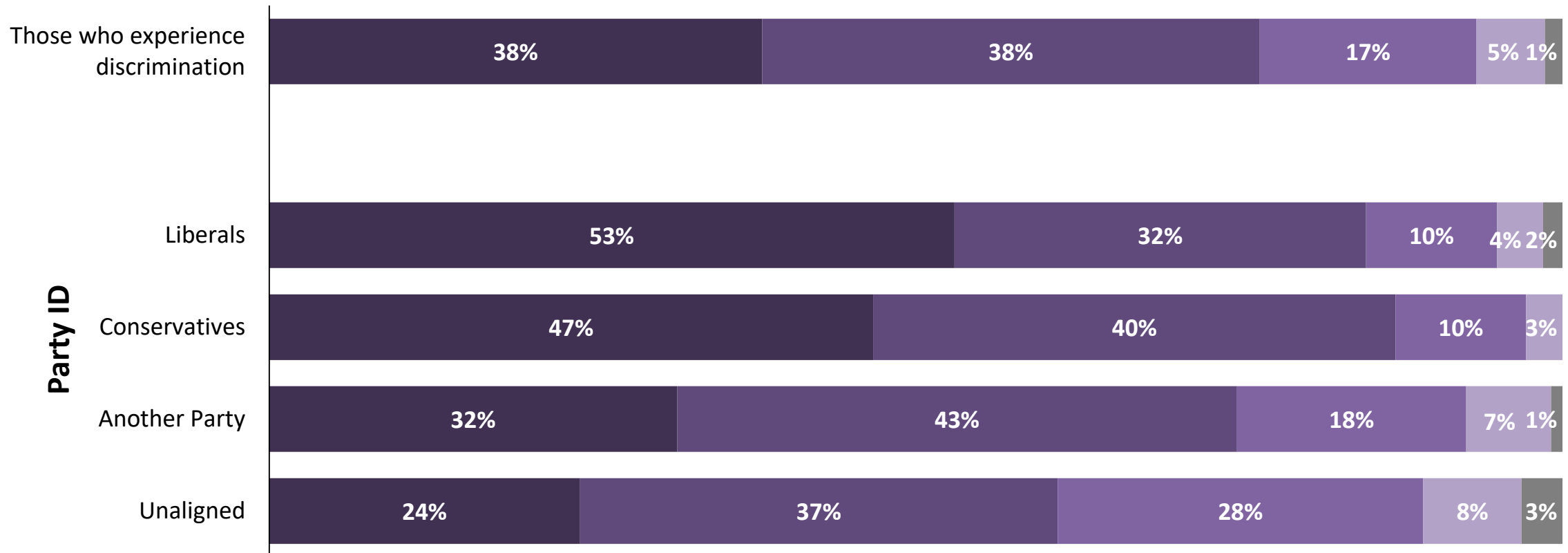
Among those who experience discrimination – Awareness by Partisans: Liberals are following the issue most closely



How closely have you been following news about the photos of Justin Trudeau in blackface and brownface makeup that have emerged, and Trudeau's apology for his actions? BY Partisans

[asked of all respondents; n=434]

Among those who experience discrimination



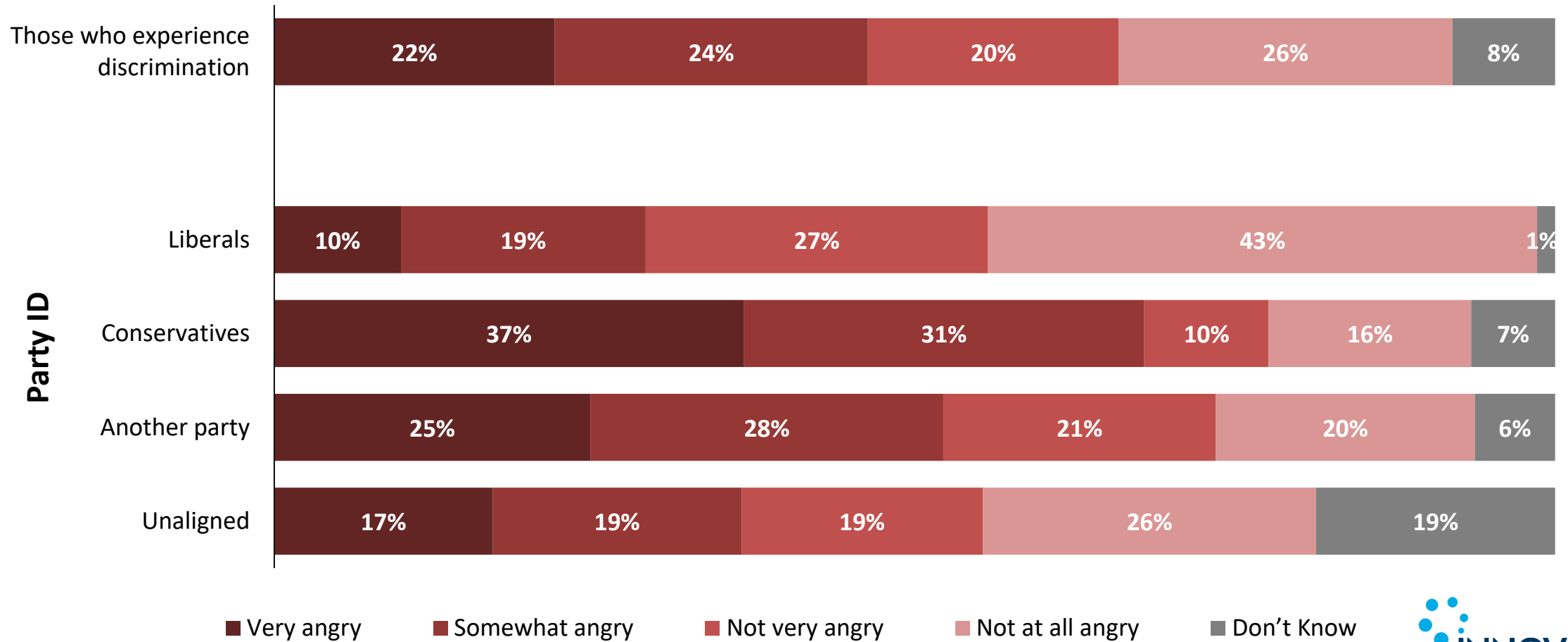
Very closely
 Somewhat closely
 Not very closely
 Have not heard about them before this survey
 Don't Know

Among those who experience discrimination – Reaction by Partisans: Liberals least likely to say they felt angry



Thinking about the fact that Justin Trudeau wore blackface multiple times in the past, how did that behavior leave you feeling? BY Partisans
[asked of all respondents; n=434]

Among those who experience discrimination



Very angry Somewhat angry Not very angry Not at all angry Don't Know

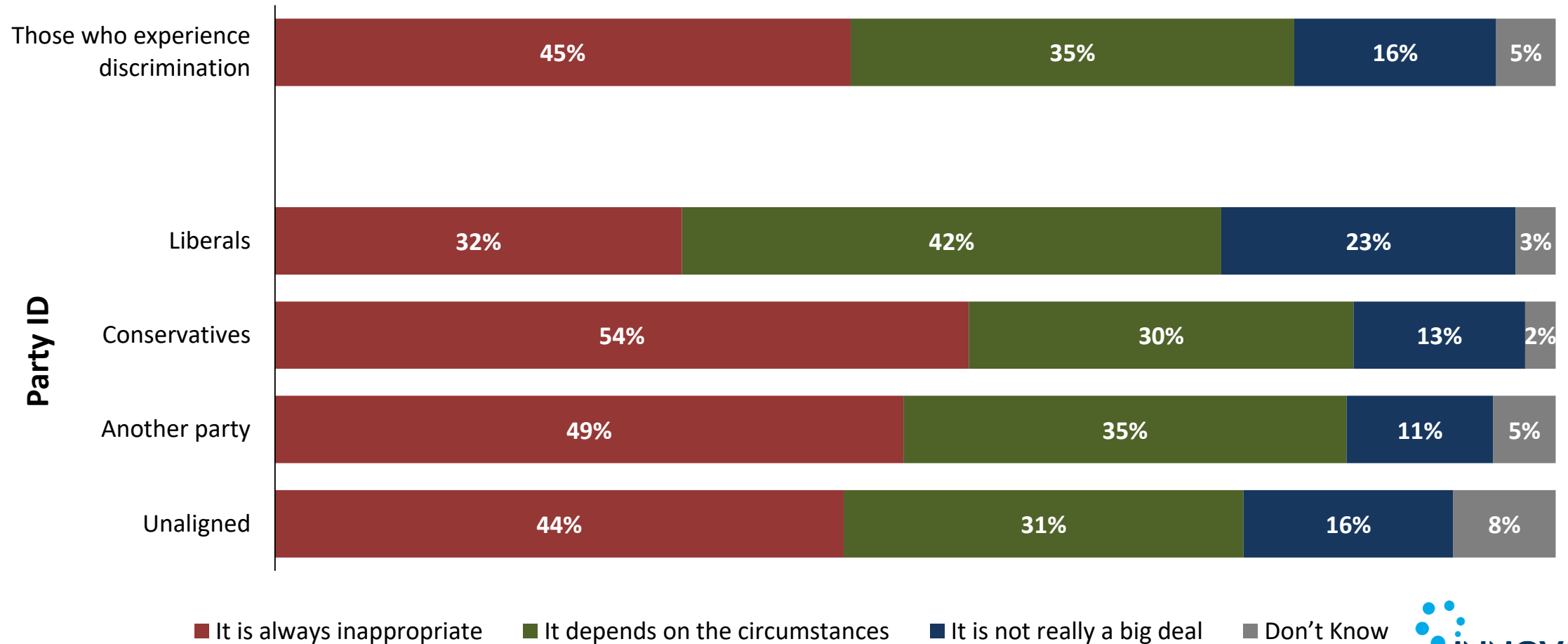
Among those who experience discrimination – Blackface By Partisans: Liberals less likely to say it is inappropriate



Thinking about blackface generally, which of the following comes closest to your point of view? BY Partisans

[asked of all respondents; n=434]

Among those who experience discrimination



■ It is always inappropriate ■ It depends on the circumstances ■ It is not really a big deal ■ Don't Know

Among those who experience discrimination – Trudeau’s Reaction by Partisans: Net approval of Trudeau’s reaction is slightly positive

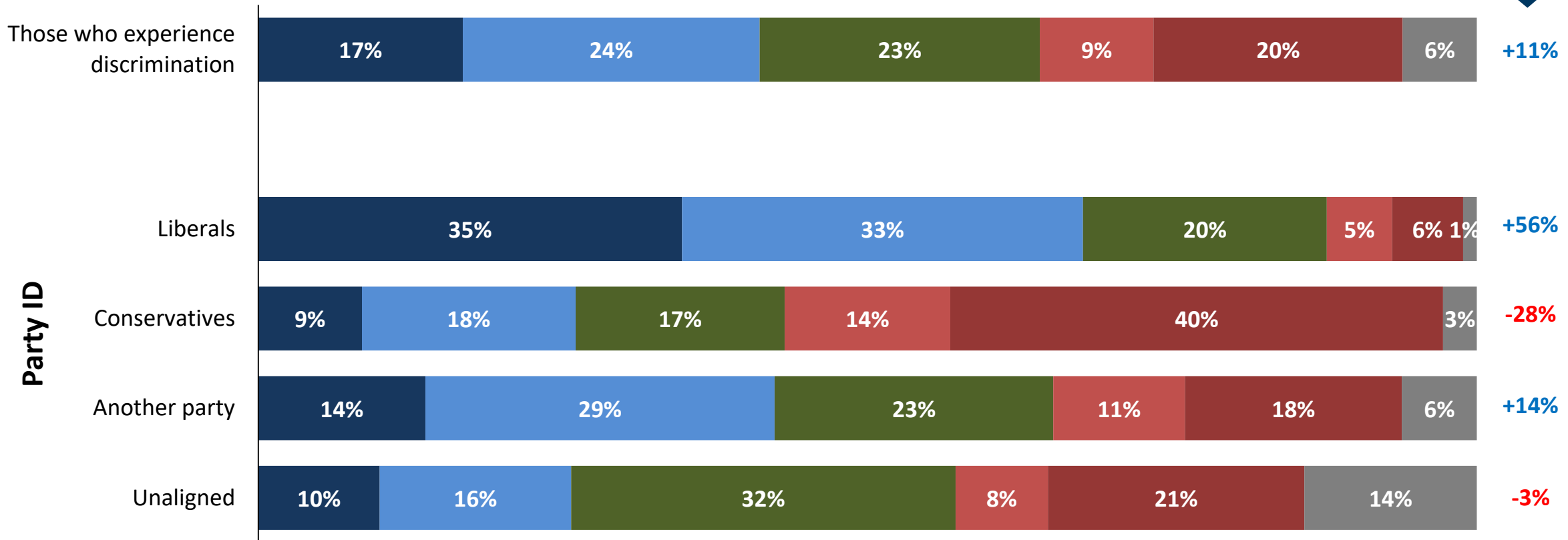


Do you approve or disapprove of the way Justin Trudeau has handled the issue since it emerged? BY Partisans

[asked of all respondents; n=434]

Among those who experience discrimination

Net Approval

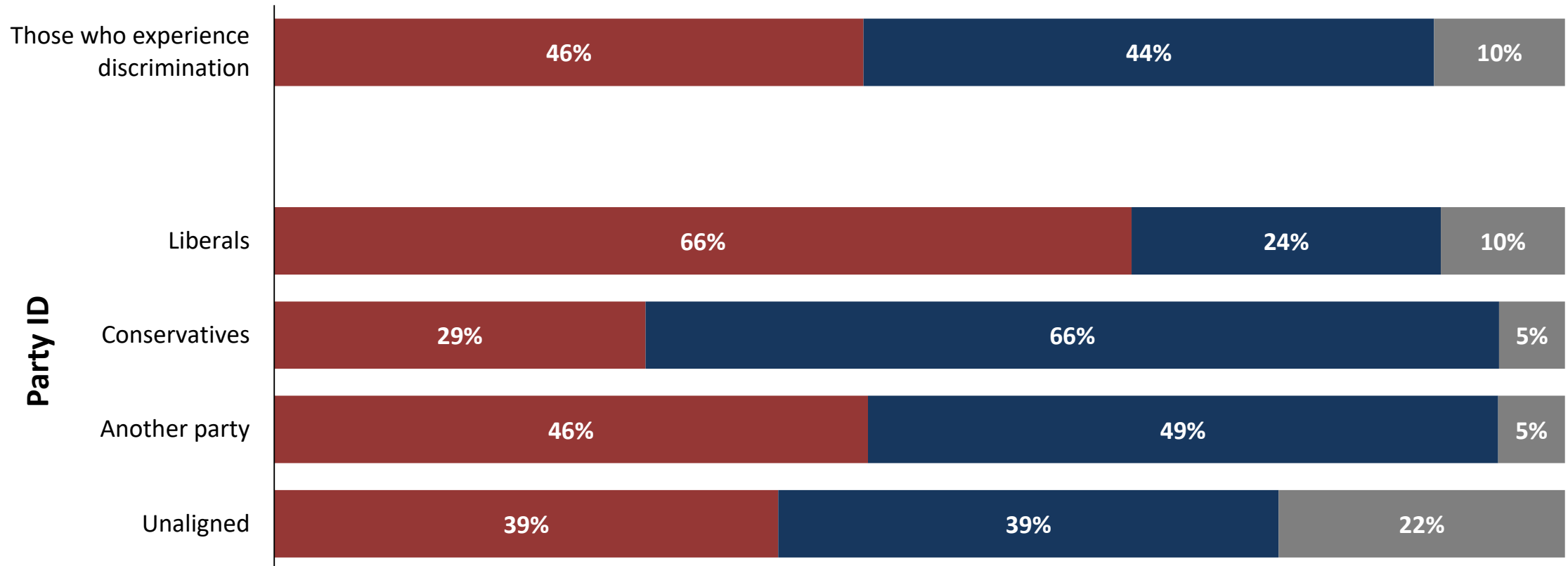


- Strongly approve
- Somewhat approve
- Neither approve nor disapprove
- Somewhat disapprove
- Strongly disapprove
- Don't Know

Among those who experience discrimination – Trudeau's Character by Partisans: A quarter of Liberals say it is a sign of a deeper problem

Q Which of the following comes closest to your point of view? BY Partisans
[asked of all respondents; n=434]

Among those who experience discrimination



- This behavior happened in the past and does not reflect who Trudeau is today
- This behavior and the way he has handled the issue are signs of deeper problems with Trudeau and the Liberal government
- Don't Know

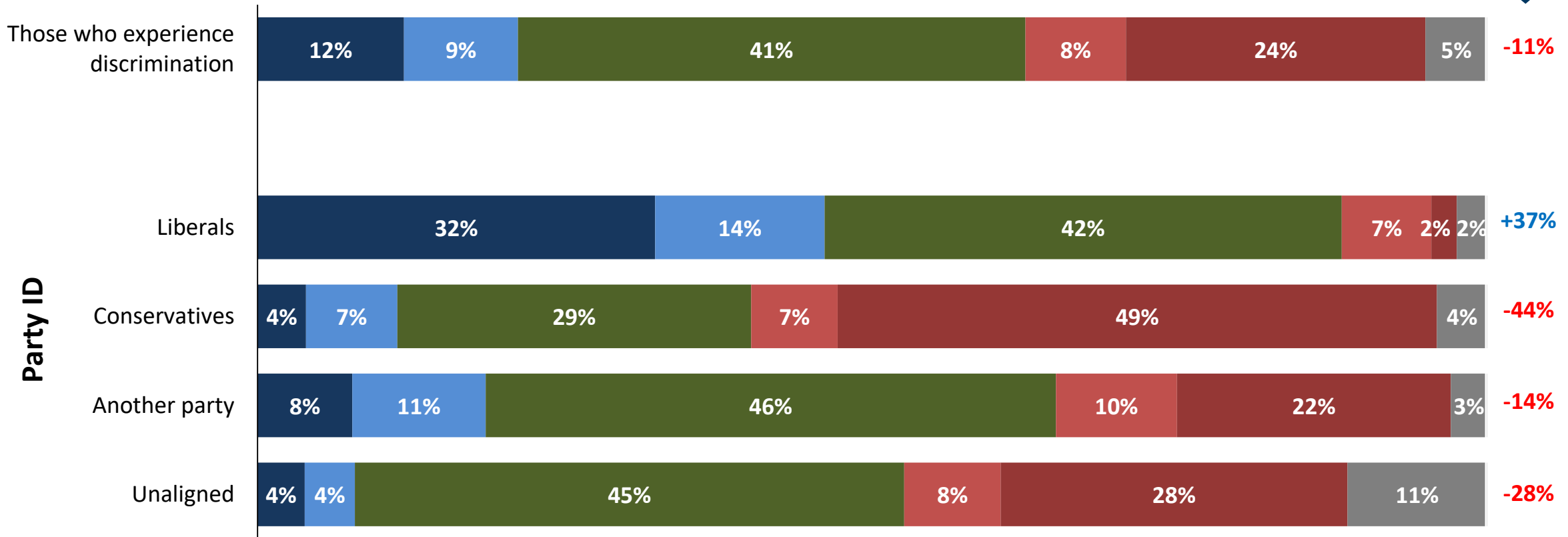
Among those who experience discrimination – Vote Impact by Partisans: Impact among Liberal partisans is strongly positive



Did the photos and Trudeau’s apology leave you feeling more or less likely to vote for Justin Trudeau and the Liberal Party? BY Partisans
[asked of all respondents; n=434]

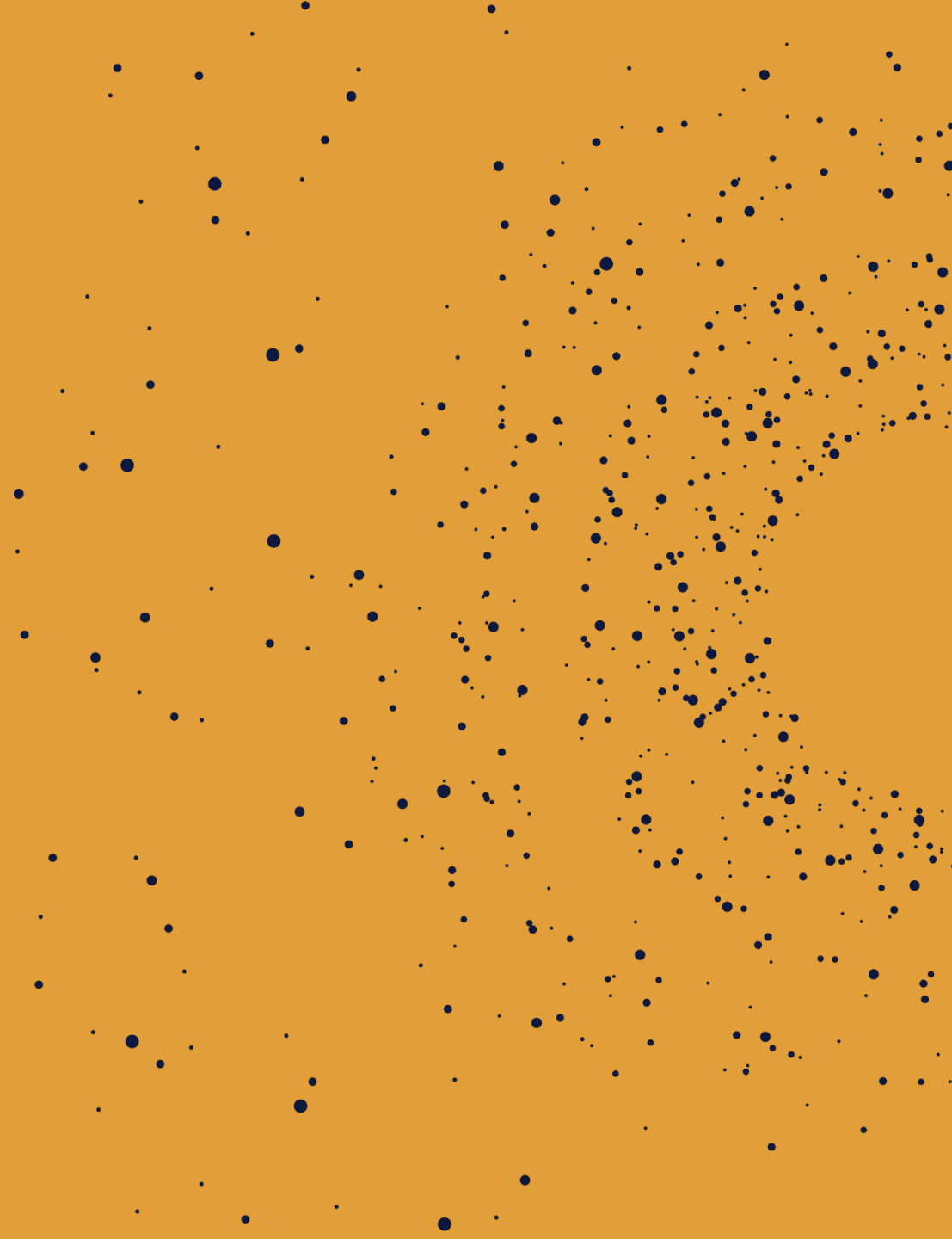
Among those who experience discrimination

Net Impact



- Much more likely to vote Liberal
- Somewhat more likely to vote Liberal
- Made no difference
- Somewhat less likely to vote Liberal
- Much less likely to vote Liberal
- Don't Know

Leadership

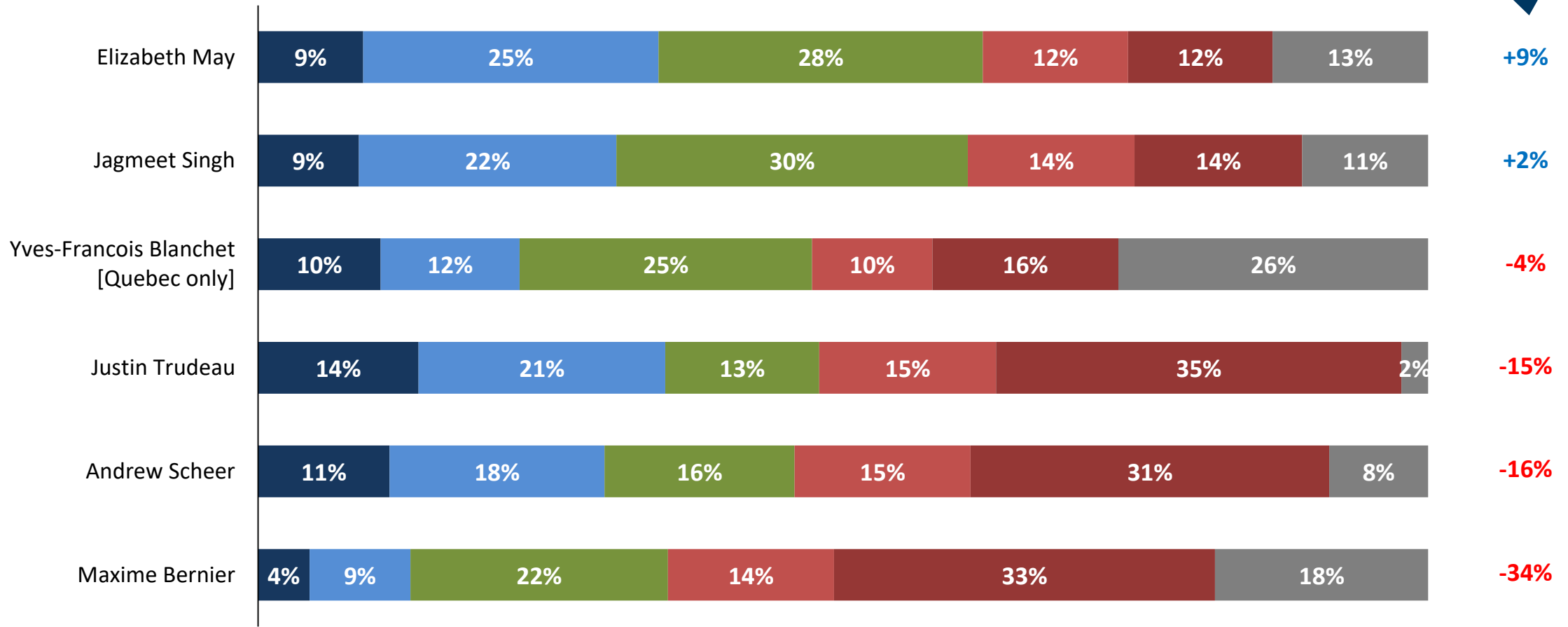


Leader Impressions: Trudeau and Scheer are equally unpopular; both May and Singh have net positive favourables



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=2,000]

Net Favourability



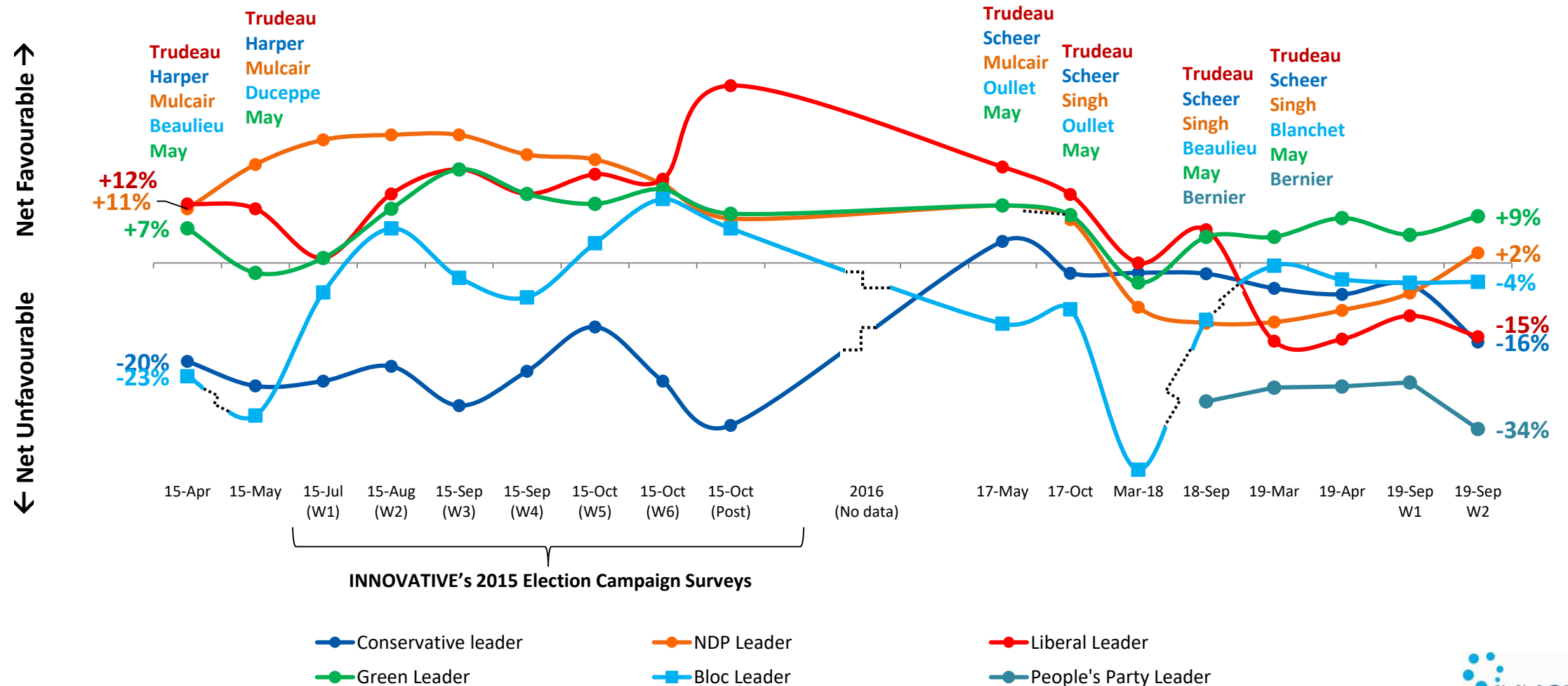
■ Very favourable ■ Somewhat favourable
■ Neutral/Neither favourable nor unfavourable ■ Somewhat unfavourable
■ Very unfavourable ■ DK/Do not recognize

Net leader favourables: Jagmeet Singh now has a net positive impression, for the first time since October 2017



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=2,000]



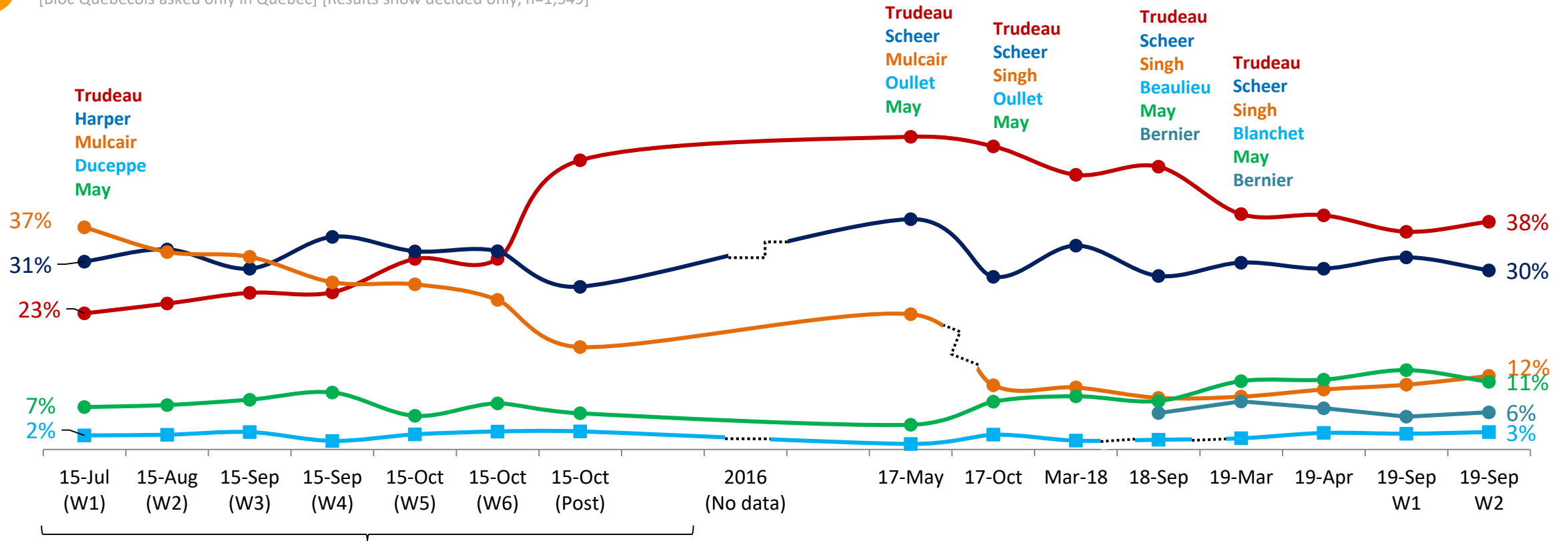
... : indicates a change in party leader during tracking



Note: BQ leaders asked in Quebec only.

Best Prime Minister - Decided: Trudeau maintains best Prime Minister lead over Andrew Scheer

Q 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=1,549]



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
- : indicates a change in party leader during tracking

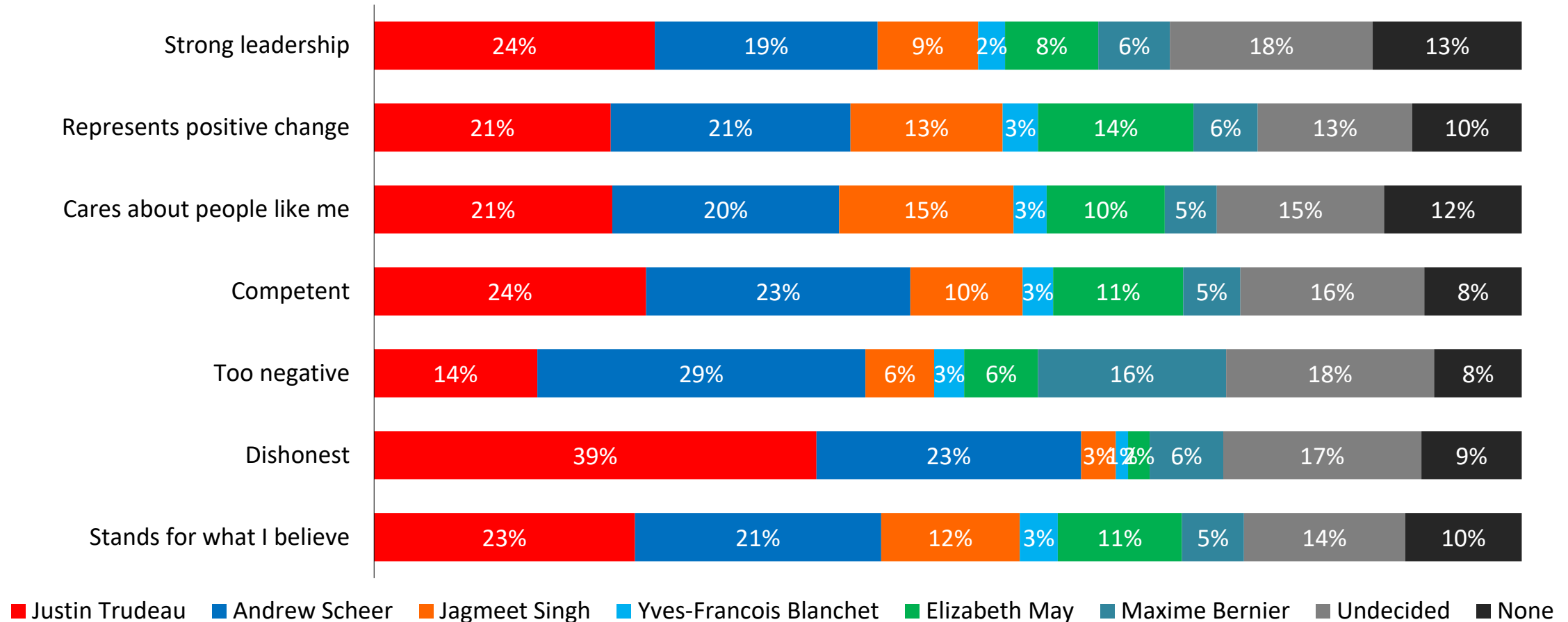
Note: 'None', 'Don't know', 'Refused' not included in calculations. BQ Leader asked in QC only.

Leader Qualities: Trudeau leads on 'Strong Leadership' and 'Dishonest', while Scheer leads on 'Too negative'



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=2,000]

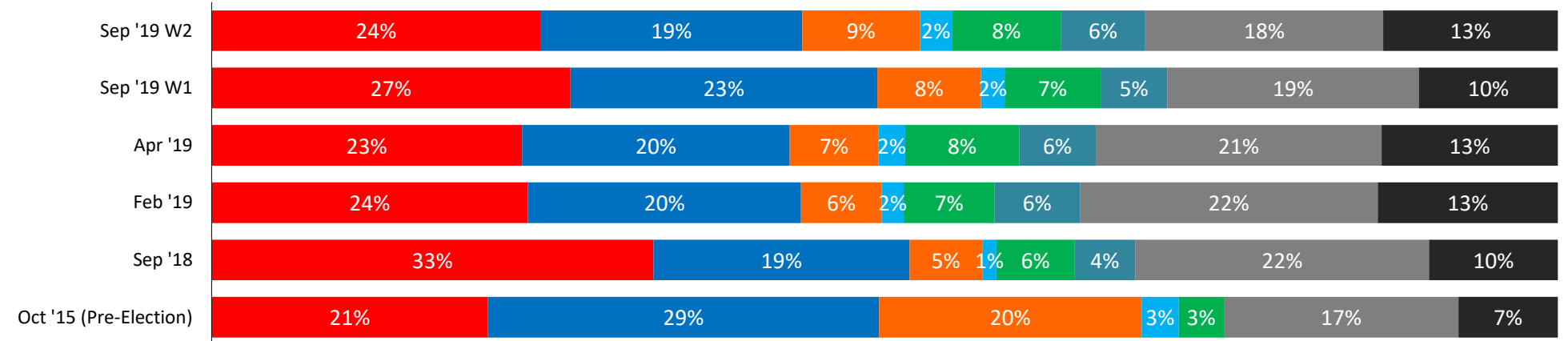


Leader Qualities: Both Andrew Scheer and Justin Trudeau are down on 'Strong leadership'; Elizabeth May improves on 'Competent'

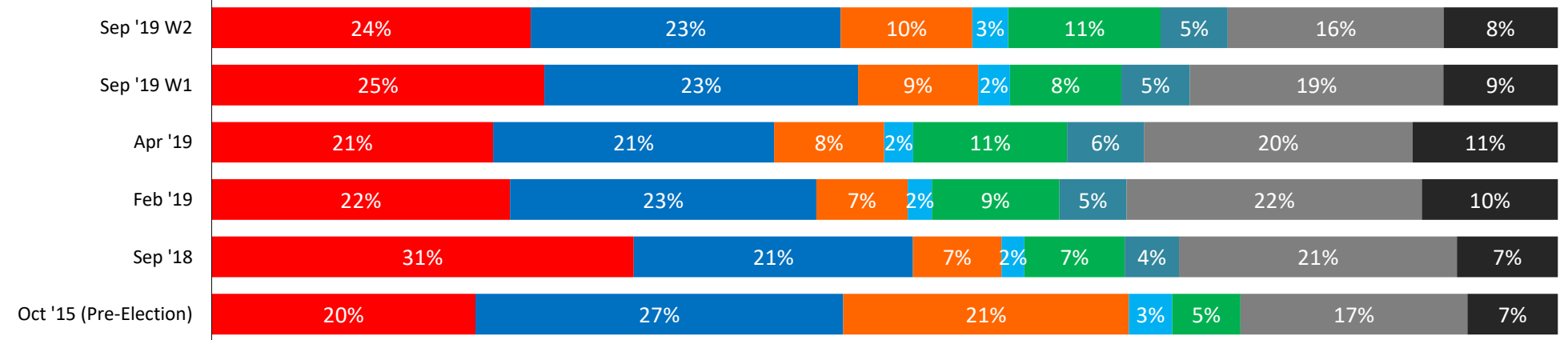


Now we would like to read you a list of different words or phrases that describe the some political leaders. For each word or phrase, please indicate who it BEST describes... **[ALL CANADA]**
 [asked of all respondents; n=2,000]

Strong leadership



Competent



■ Justin Trudeau
 ■ Andrew Scheer
 ■ Jagmeet Singh
 ■ Yves-Francois Blanchet
■ Elizabeth May
 ■ Maxime Bernier
 ■ Undecided
 ■ None

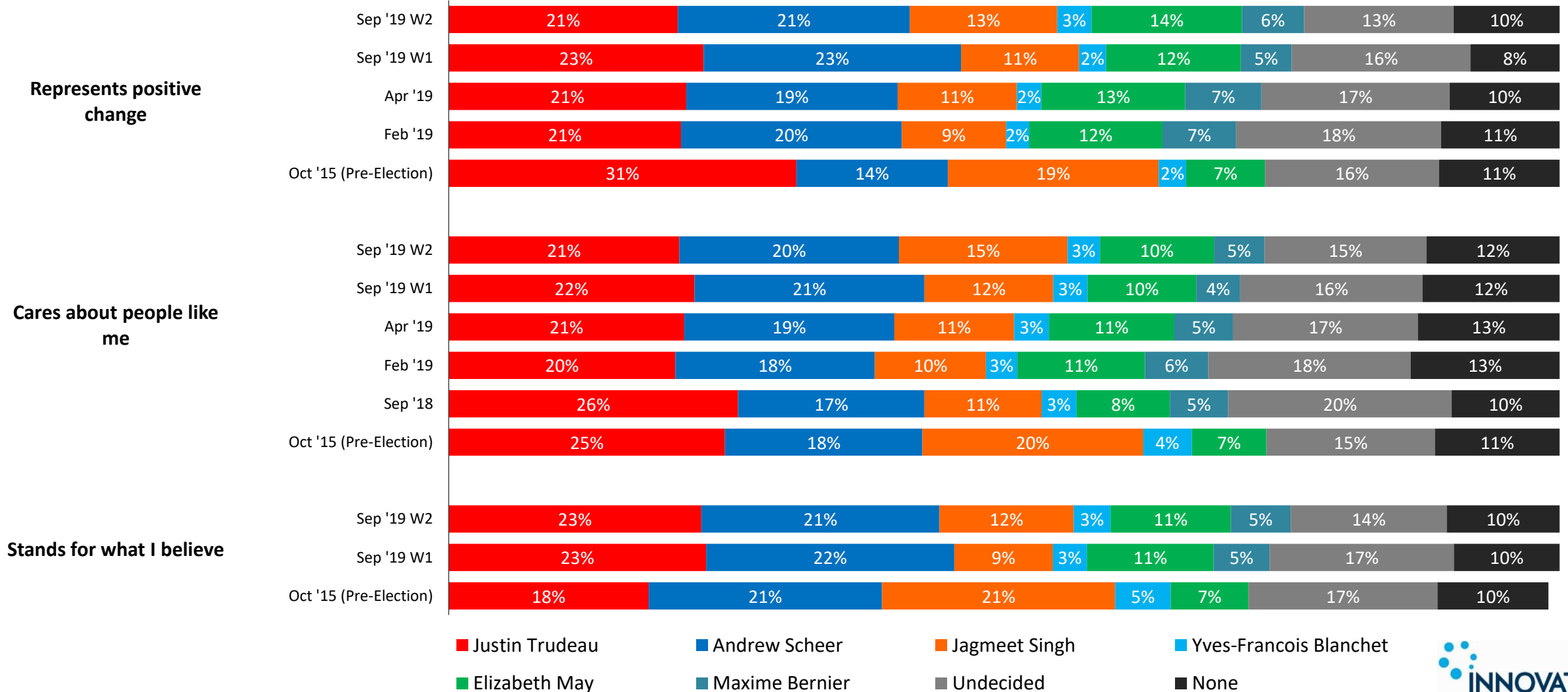


* The study of 2015 was conducted before the writ was dropped in August 2015. 2015 numbers show Stephen Harper (CPC), Thomas Mulcair (NDP) and Gilles Duceppe (BQ).

Leader Qualities: Jagmeet Singh is up across ‘Represents positive change’, ‘Cares about people like me’, and ‘Stands for what I believe in’



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=2,000]



■ Justin Trudeau
 ■ Andrew Scheer
 ■ Jagmeet Singh
 ■ Yves-Francois Blanchet
■ Elizabeth May
 ■ Maxime Bernier
 ■ Undecided
 ■ None



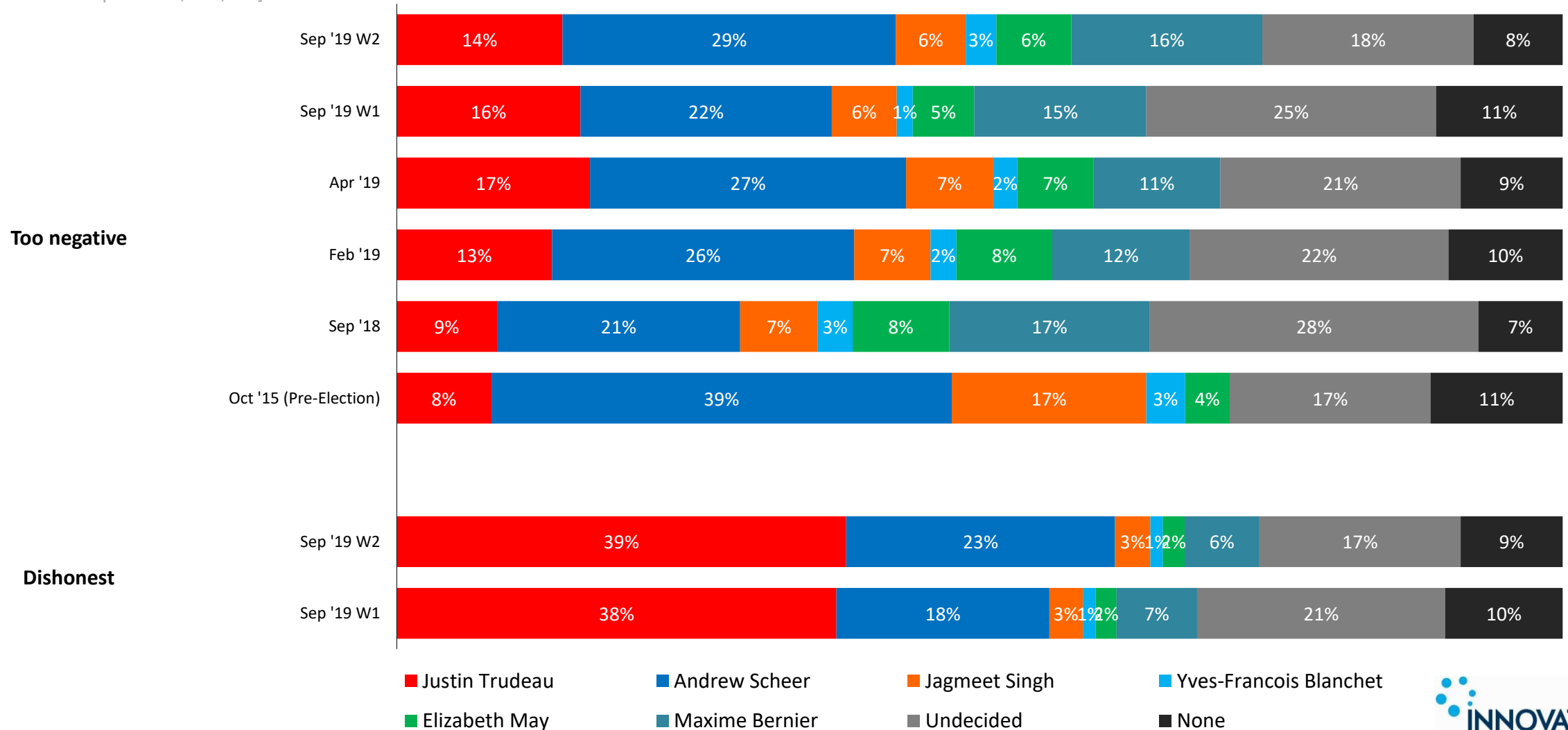
* The study of 2015 was conducted before the writ was dropped in August 2015. 2015 numbers show Stephen Harper (CPC), Thomas Mulcair (NDP) and Gilles Duceppe (BQ).

Leader Qualities: Andrew Scheer is up on both 'Too negative' and 'Dishonest' while Trudeau remains steady on both



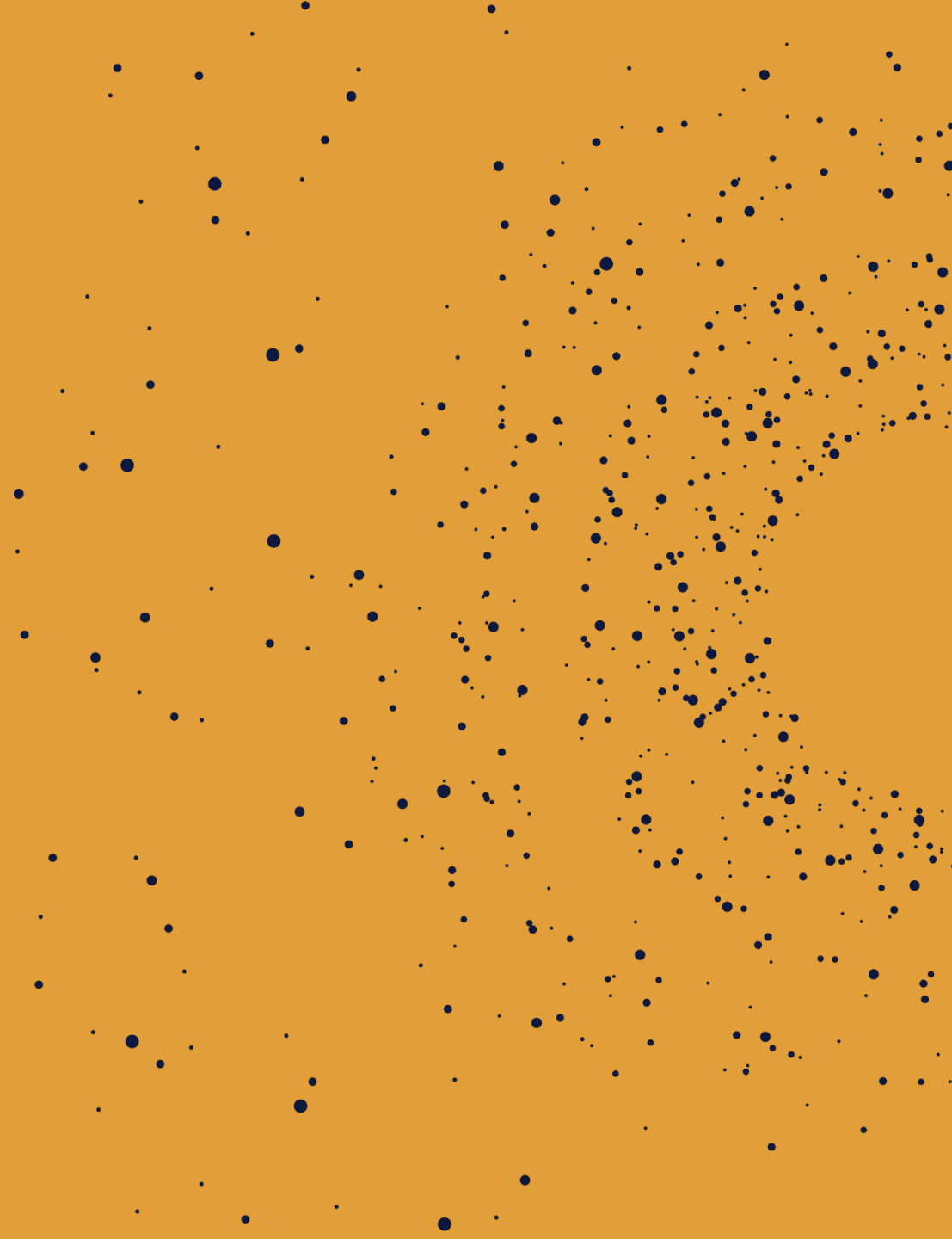
Now we would like to read you a list of different words or phrases that describe the some political leaders. For each word or phrase, please indicate who it BEST describes... **[ALL CANADA]**

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



* The study of 2015 was conducted before the writ was dropped in August 2015. 2015 numbers show Stephen Harper (CPC), Thomas Mulcair (NDP) and Gilles Duceppe (BQ).

Leadership by Discrimination



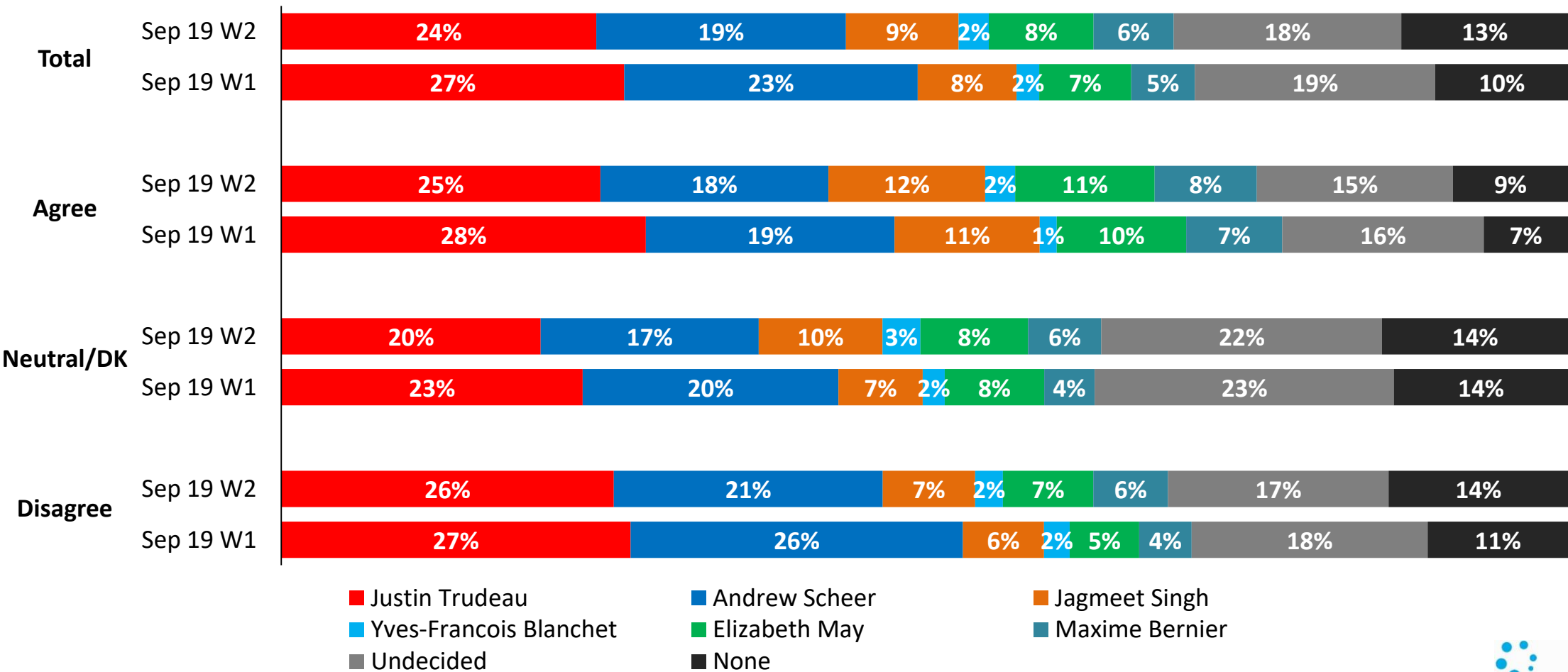
Strong Leadership: Trudeau's declines are concentrated among those who experience discrimination or are neutral



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... **Strong leadership** by: Do you agree or disagree with the following statement? *I experience discrimination in my daily life.*

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

Agree/Disagree: I experience discrimination in my daily life.

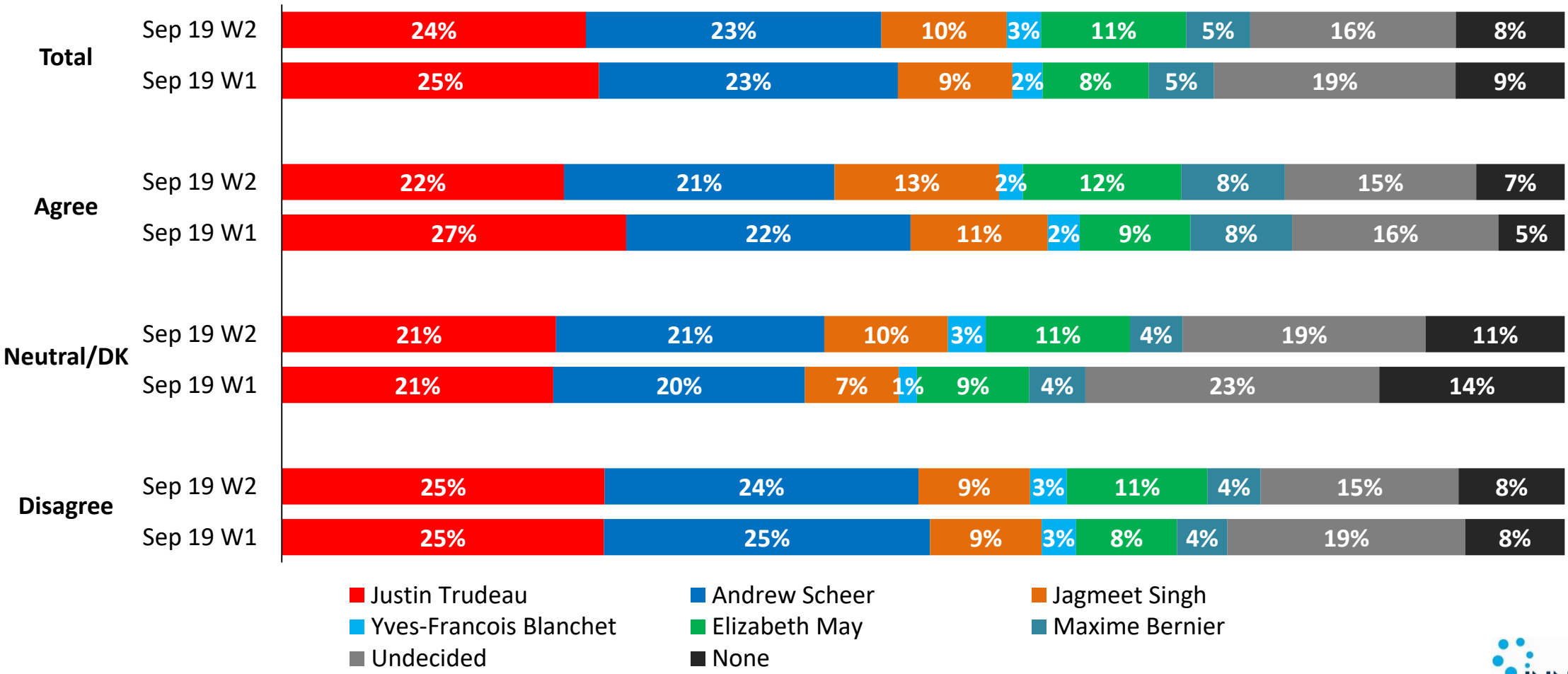


Competent: Trudeau is down among those who experience discrimination, but steady in other groups



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... **Competent** by: Do you agree or disagree with the following statement? *I experience discrimination in my daily life.*
 [asked of all respondents; n=2,000]

Agree/Disagree: I experience discrimination in my daily life.



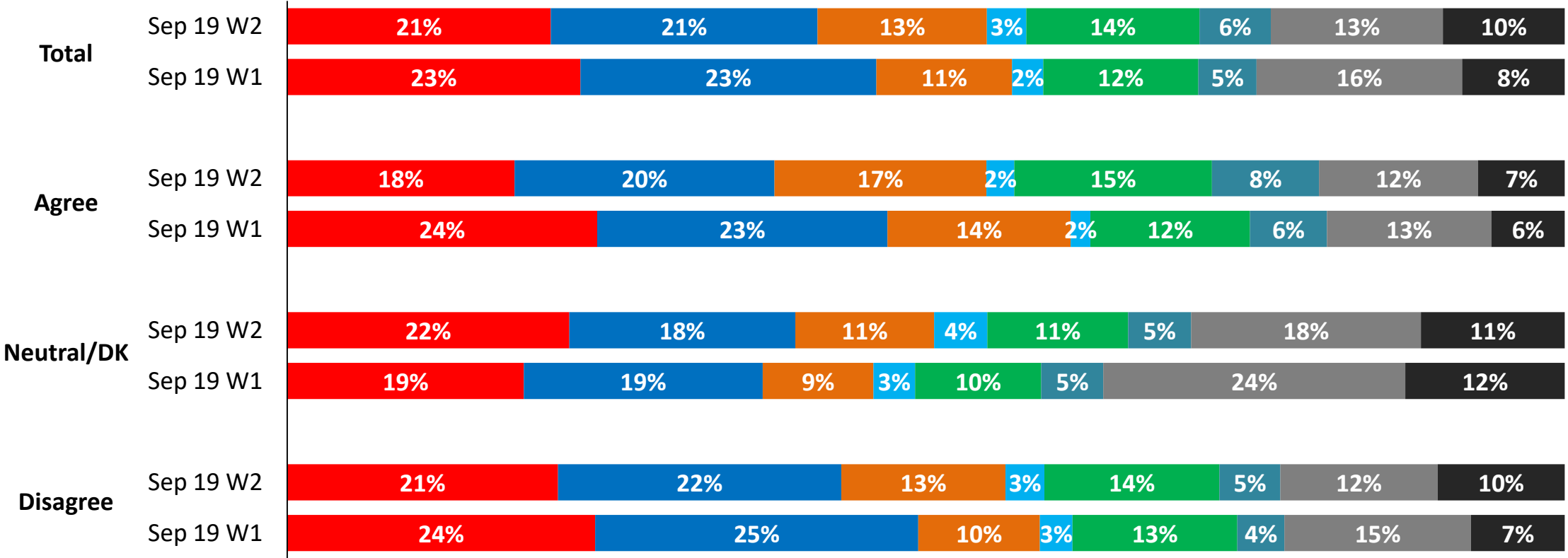
Represents Positive Change: Trudeau is down six points on 'Represents positive change' among those who experience discrimination



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... **Represents Positive Change** by: Do you agree or disagree with the following statement? *I experience discrimination in my daily life.*

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

Agree/Disagree: I experience discrimination in my daily life.



- Justin Trudeau
- Andrew Scheer
- Jagmeet Singh
- Yves-Francois Blanchet
- Elizabeth May
- Maxime Bernier
- Undecided
- None

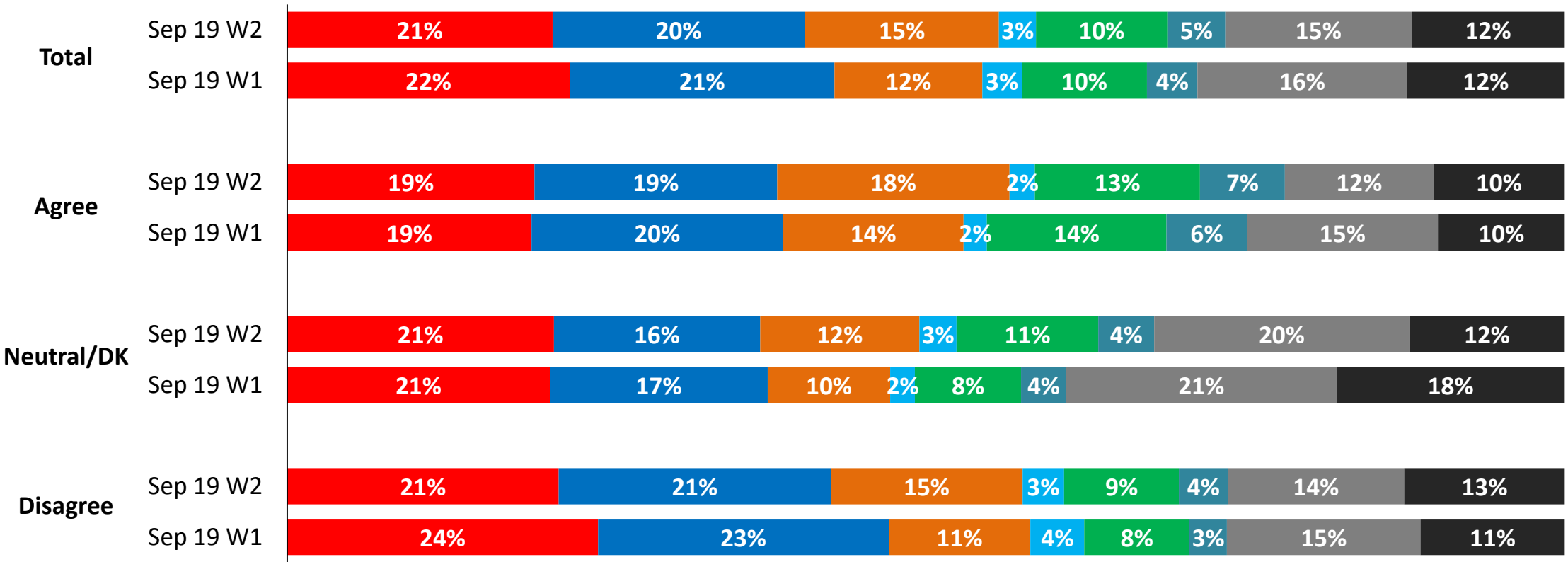
Cares About People Like Me: Singh is up from 14% to 18% among those who say they experience discrimination



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... **Cares about people like me** by: Do you agree or disagree with the following statement? *I experience discrimination in my daily life.*

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

Agree/Disagree: I experience discrimination in my daily life.



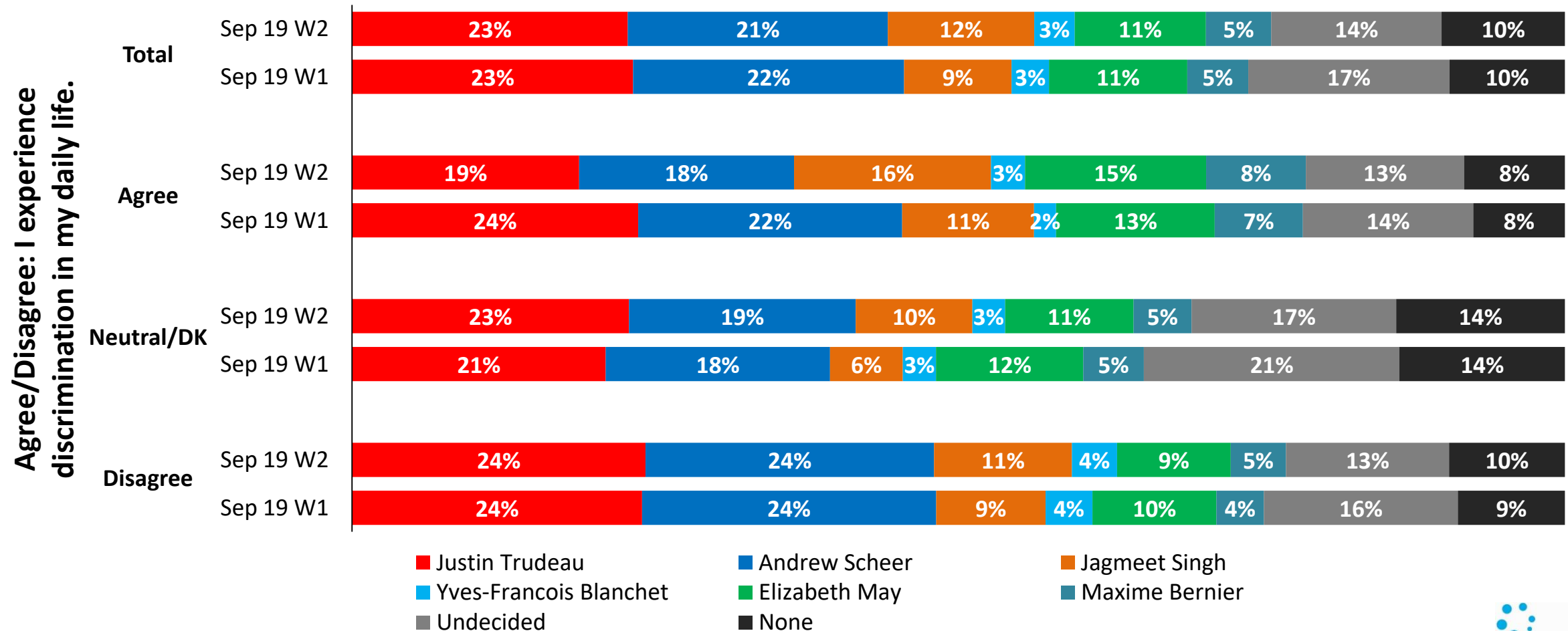
- Justin Trudeau
- Andrew Scheer
- Jagmeet Singh
- Yves-Francois Blanchet
- Elizabeth May
- Maxime Bernier
- Undecided
- None

Stands For What I Believe In: Both Trudeau and Scheer are down among those who experience discrimination, while Singh is up



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... **Stands for what I believe in** by: Do you agree or disagree with the following statement? *I experience discrimination in my daily life.*

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



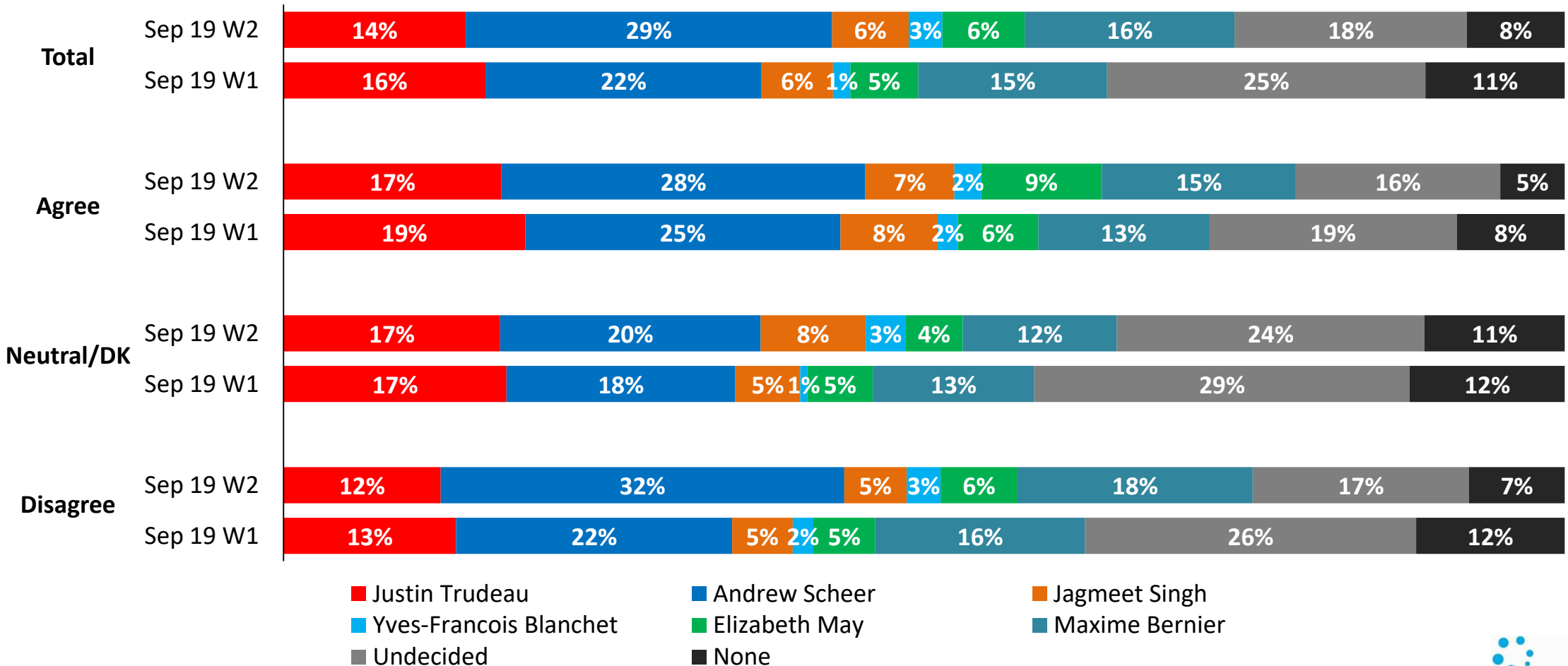
Too Negative: Scheer is up 10 points on 'too negative' among those who say they do not experience discrimination



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... **Too Negative** by: Do you agree or disagree with the following statement? *I experience discrimination in my daily life.*

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

Agree/Disagree: I experience discrimination in my daily life.

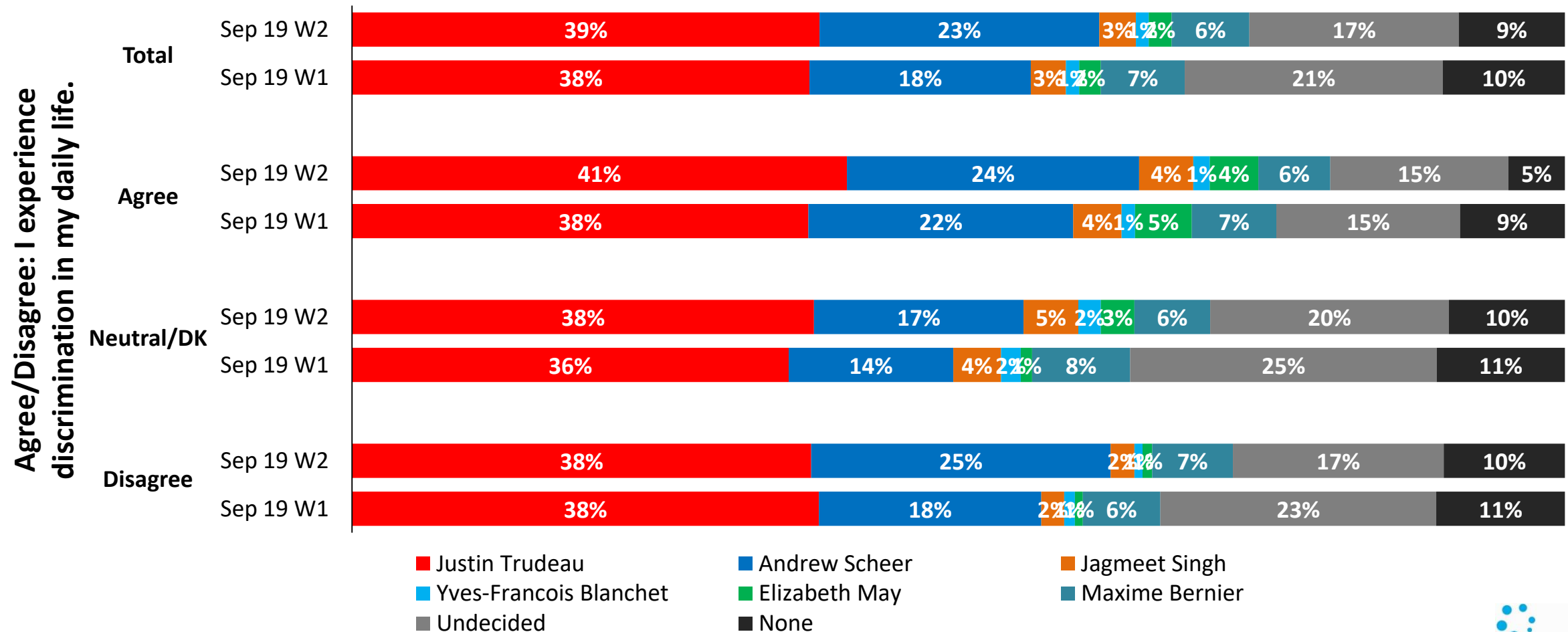


Dishonest: Scheer is up on 'dishonest' among all groups; Trudeau is up directionally among those who have experienced discrimination

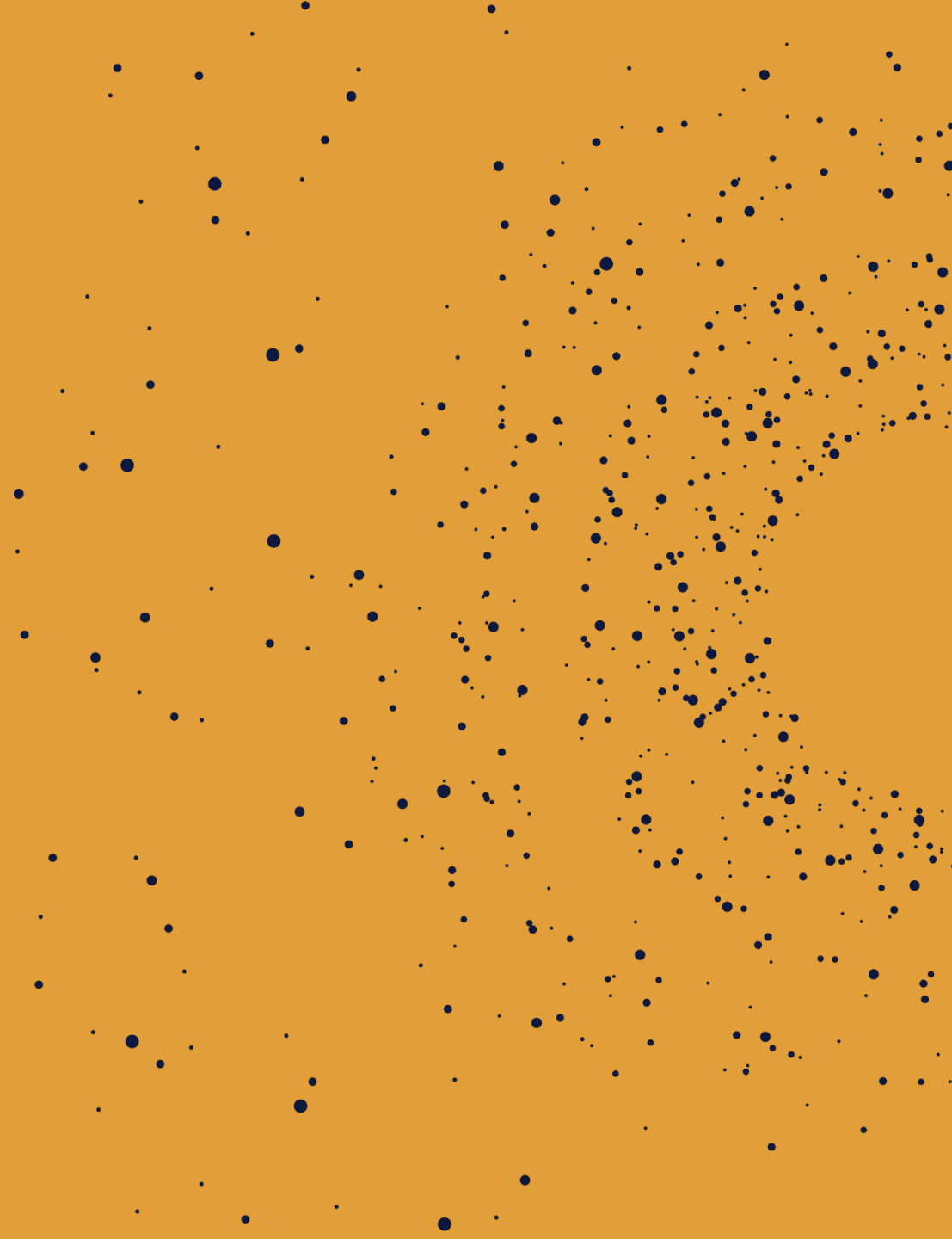


Now we would like to read you a list of different words or phrases that describe the some political leaders. For each word or phrase, please indicate who it BEST describes... **Dishonest** by: Do you agree or disagree with the following statement? *I experience discrimination in my daily life.*

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



SNC-Lavalin

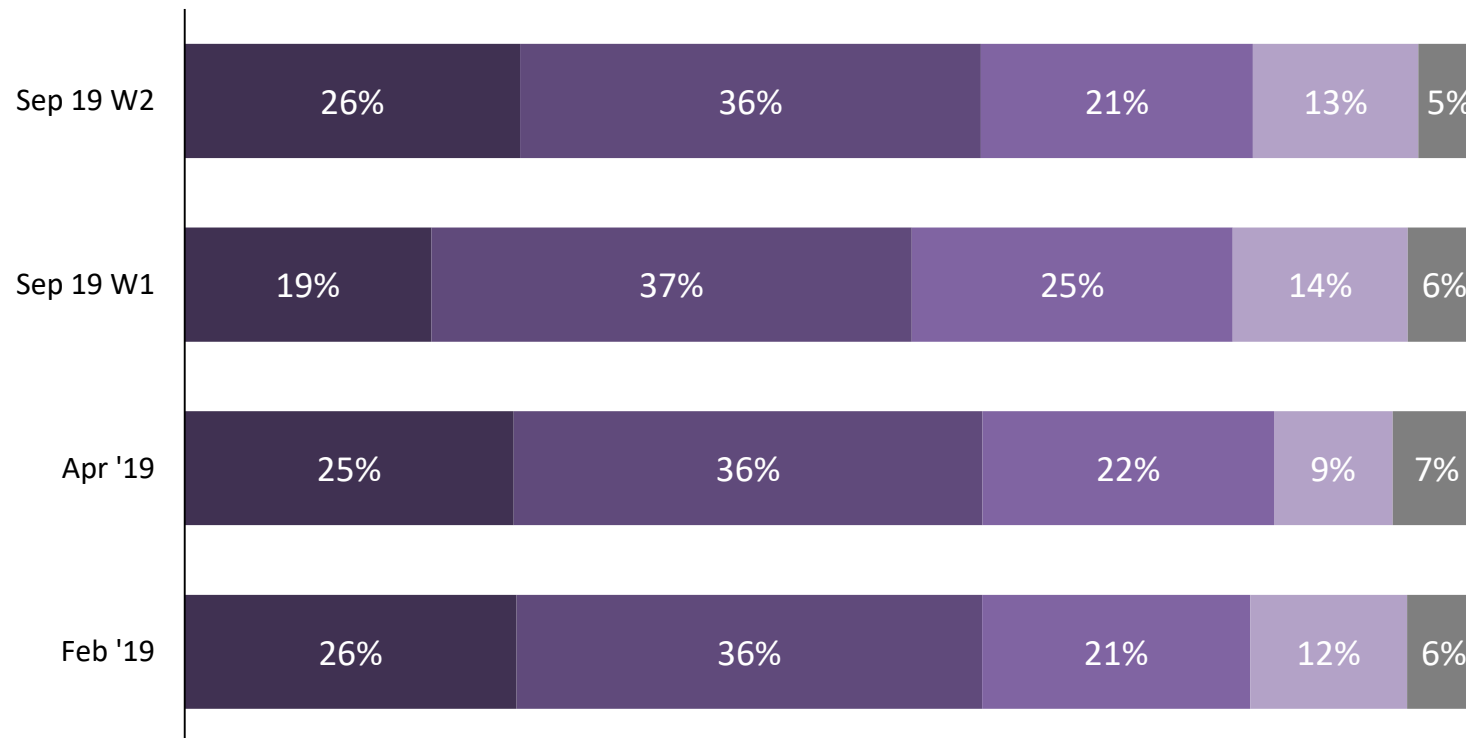


Attention: Attention to SNC-Lavalin controversy remains high over time; highest among Conservative, Liberal, and PPC/Other partisans



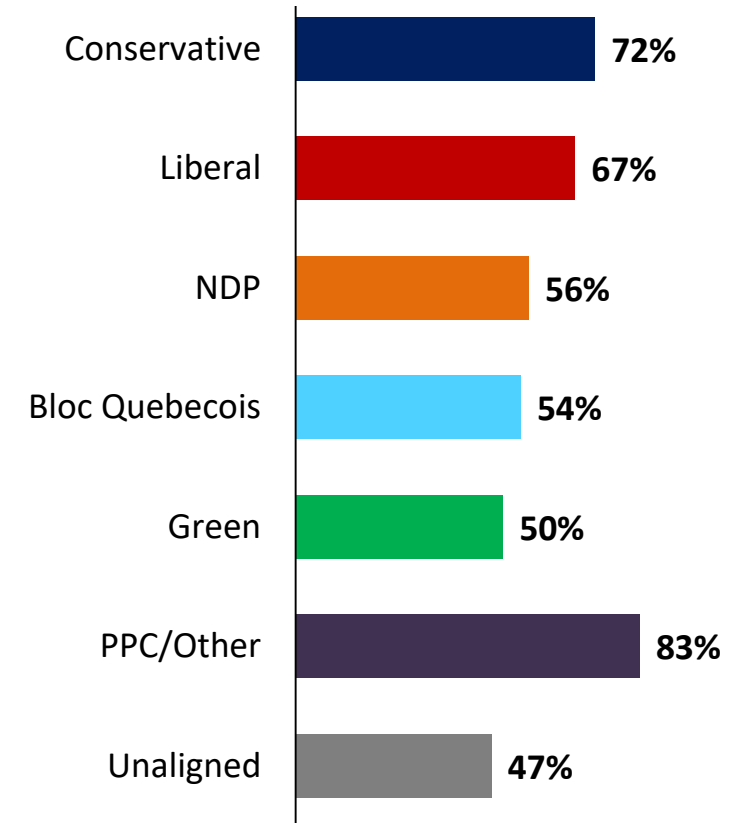
How closely have you been following the news about attempted bribery and fraud by SNC-Lavalin and allegations that the Prime Minister's Office pressured the Attorney General Jody Wilson-Raybould to negotiate remediation without going to court?

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



Party ID Segmentation (Sept W2)

Closely

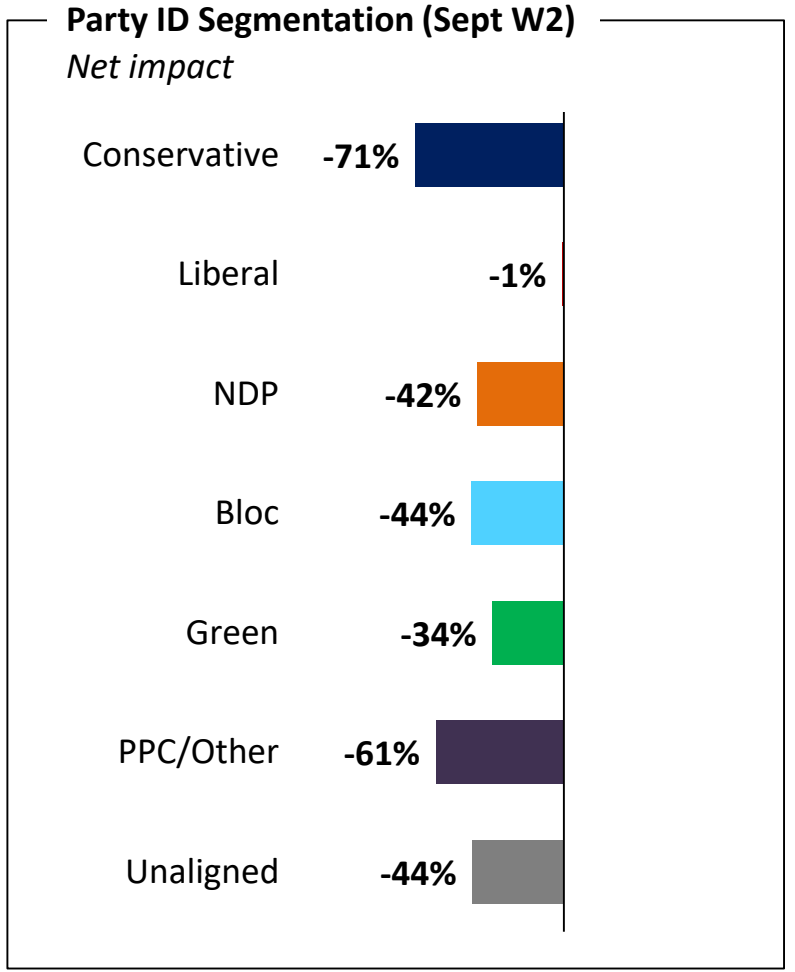
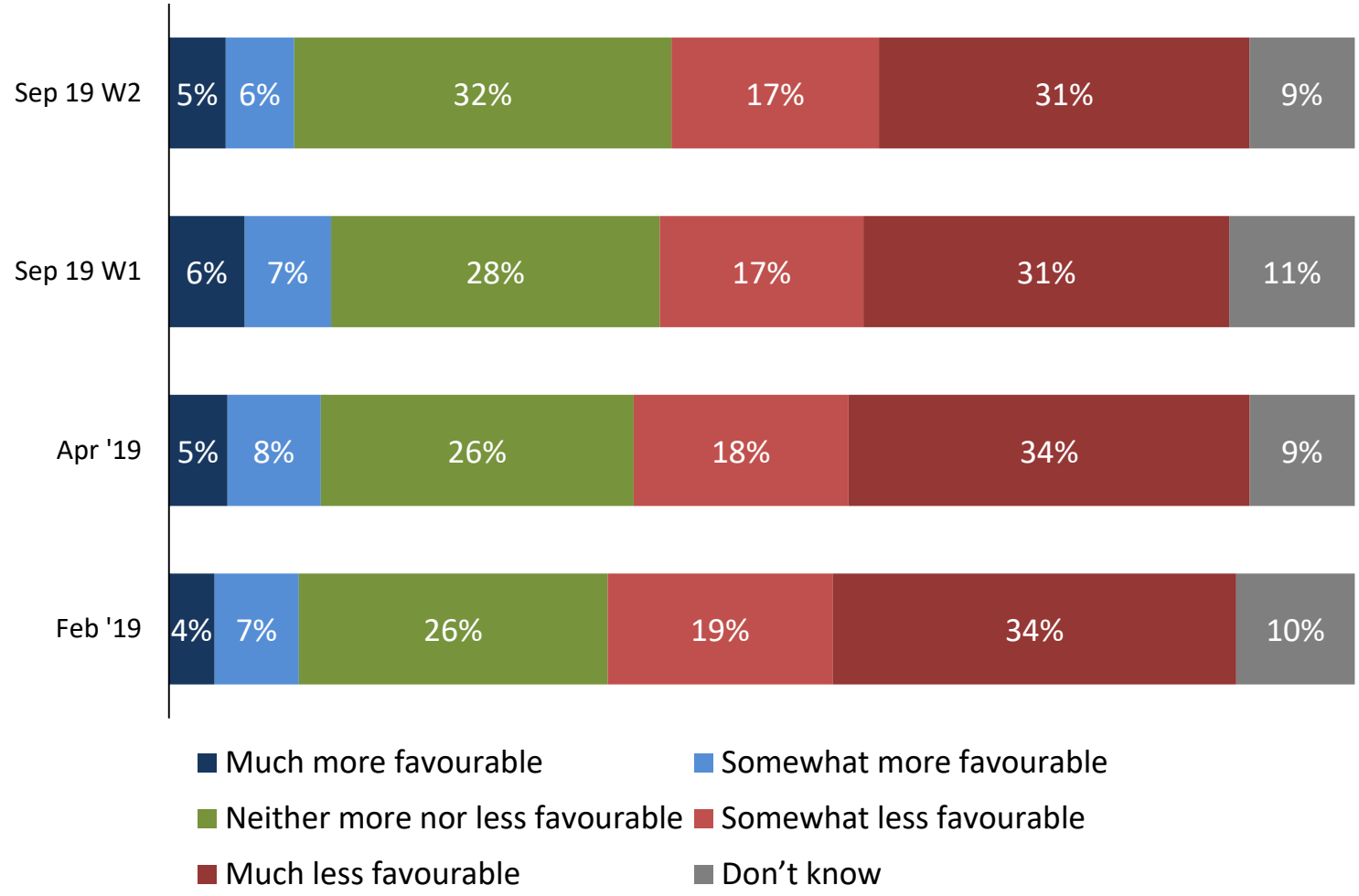


Very closely
 Somewhat closely
 Not very closely
 Not at all
 Don't know

Impact on Liberal Party: Impact on the Liberal Party remains strongly negative across all partisan groups except Liberals, who are split



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=2,000]



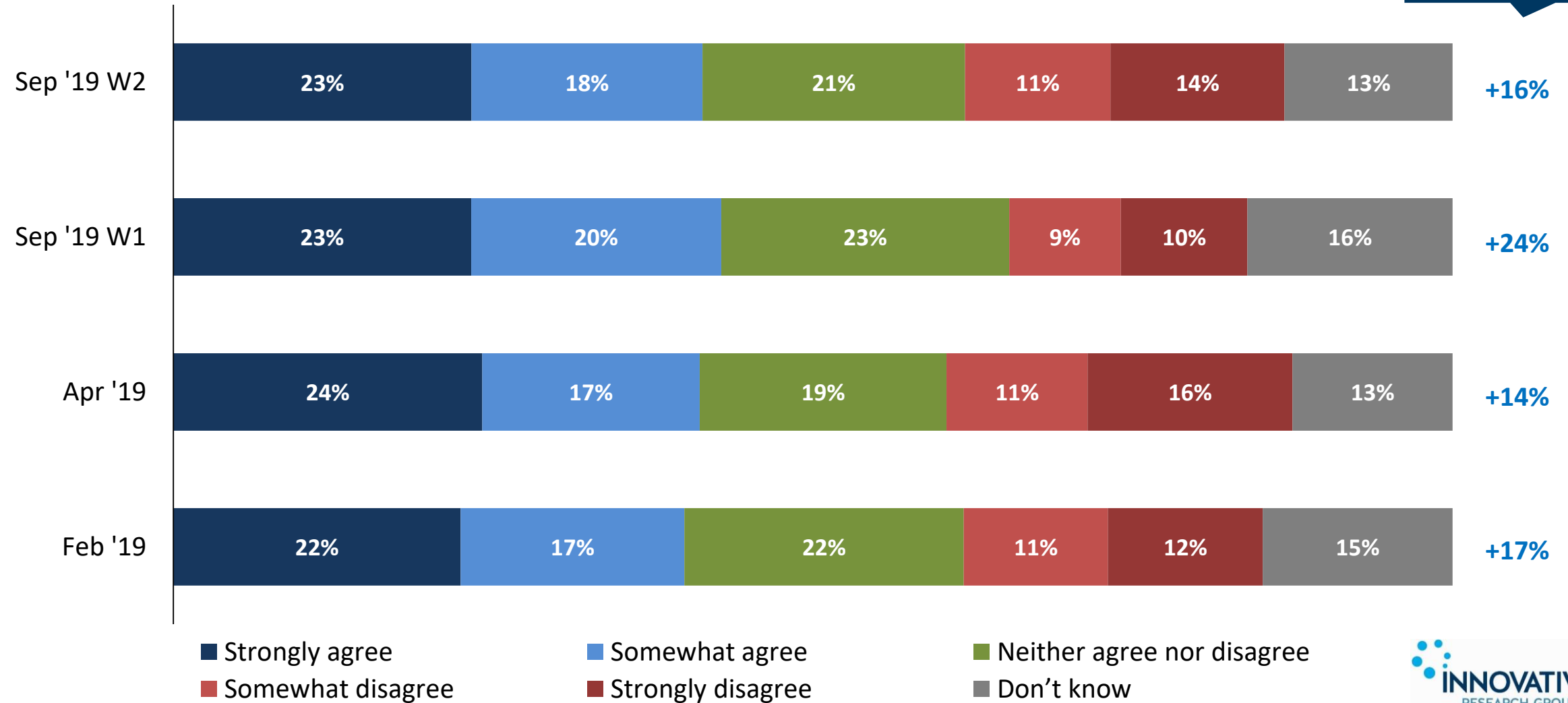
Beliefs: Impact of SNC-Lavalin on Trudeau's brand drops back down, but still more agree than disagree



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=2,000]

Net Agreement



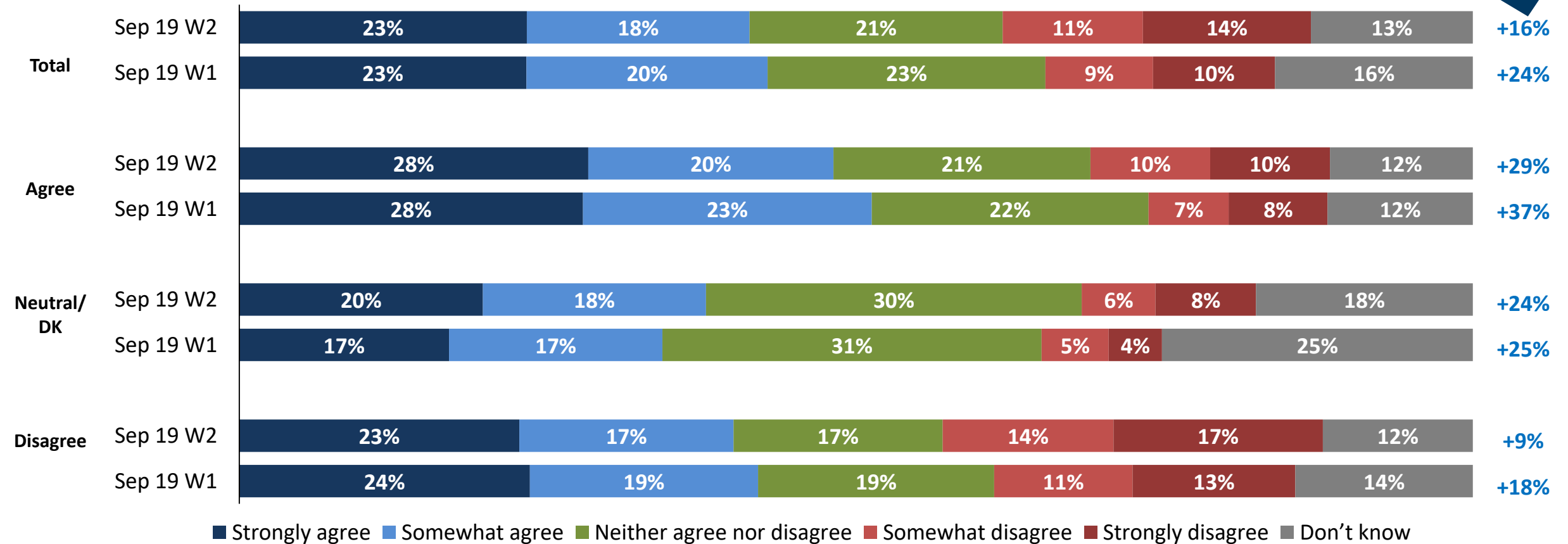
Commitment to Progressive Change by Discrimination: Agreement is down since early September



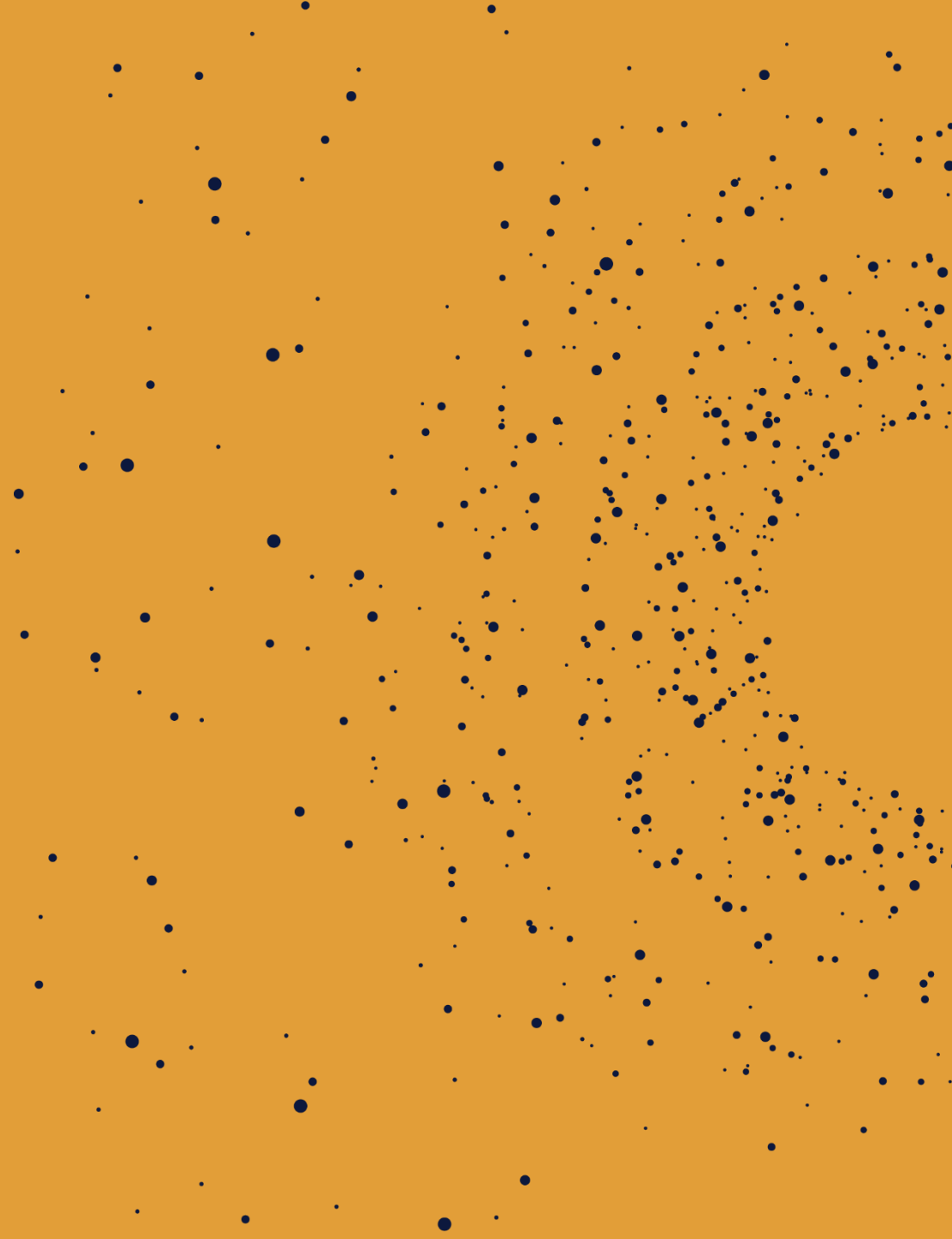
Do you agree or disagree with the following statements? *The way Jody Wilson-Raybould was treated by the Prime Minister proves he isn't really committed to progressive change for women and indigenous Canadians by:* Do you agree or disagree with the following statement? *I experience discrimination in my daily life.*

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

Net Agreement



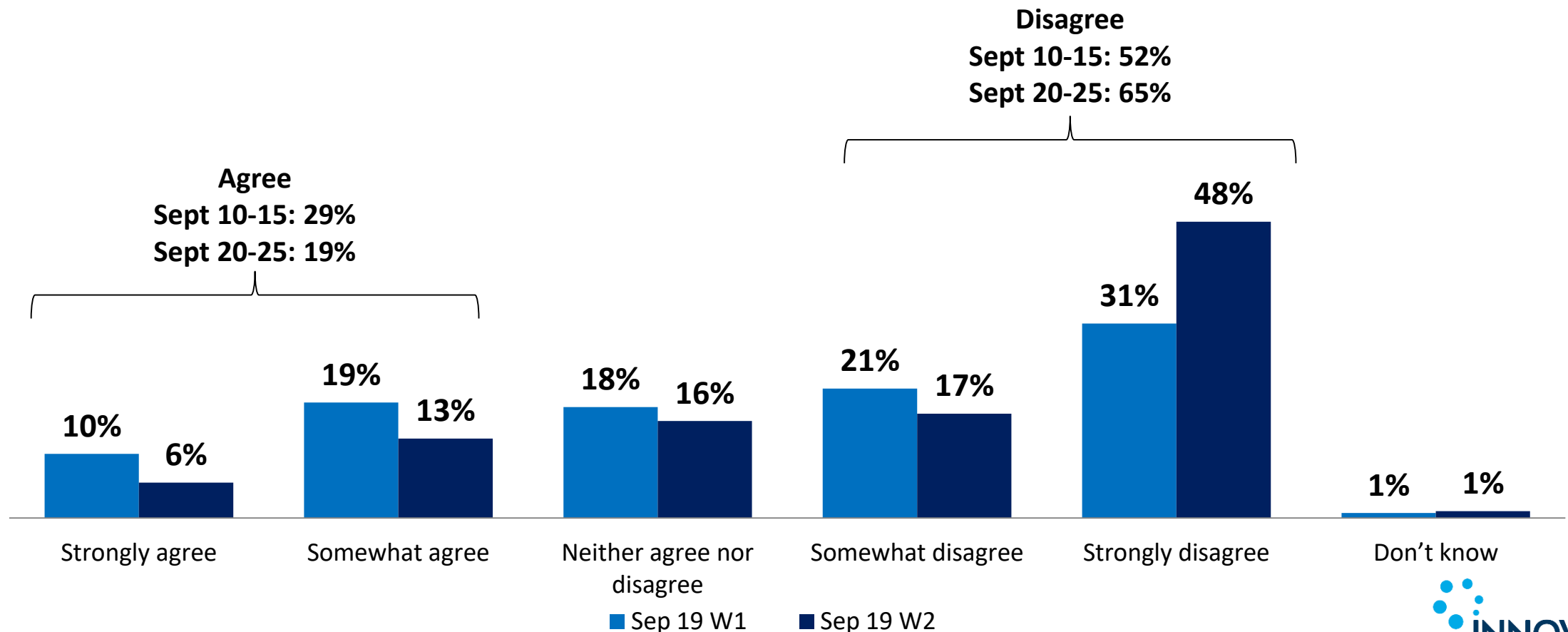
Liberal ID



Among Liberal partisans, 19% say they experience discrimination on a daily basis

To provide a deeper analysis of the issues surrounding the Blackface photos, we looked at the reactions among Liberal partisans, and then segmented them based on whether or not they face discrimination on a daily basis.

Do you agree or disagree with the following statement? *I experience discrimination in my daily life.*



Vote among Liberals Partisans: Liberals maintain high loyalty among all groups

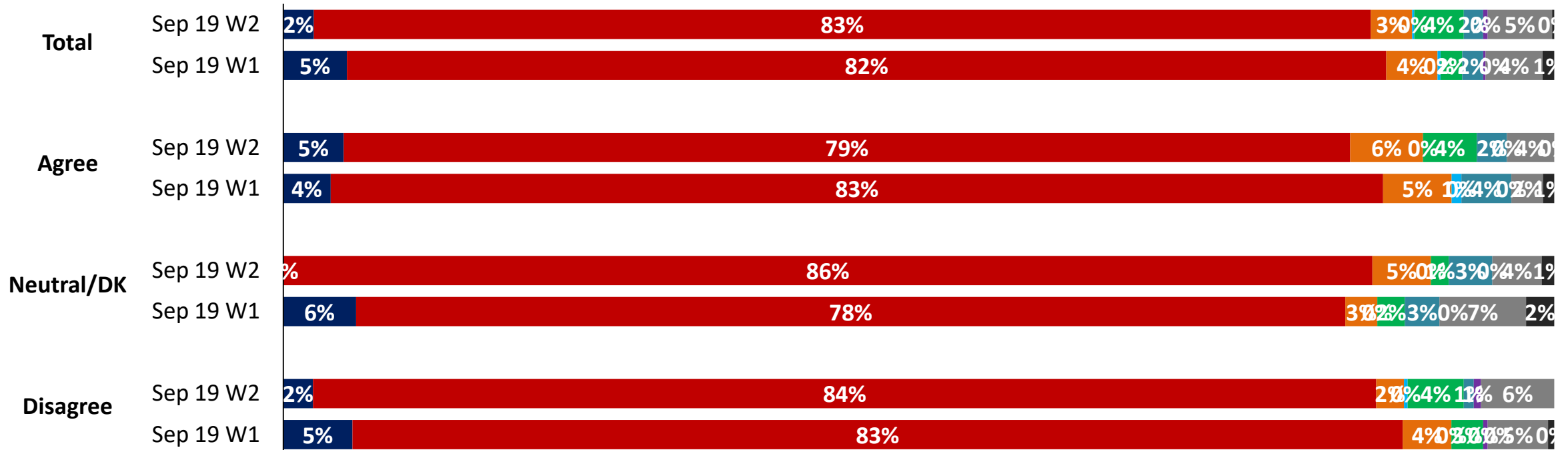


Combined vote by: Do you agree or disagree with the following statement? I experience discrimination in my daily life.

[showing only Liberal partisans; n=558]

Among Liberal Partisans

Agree/Disagree: I experience discrimination in my daily life.



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

Trudeau's Favourability among Liberals Partisans: Trudeau's favourability is down most among those experiencing discrimination

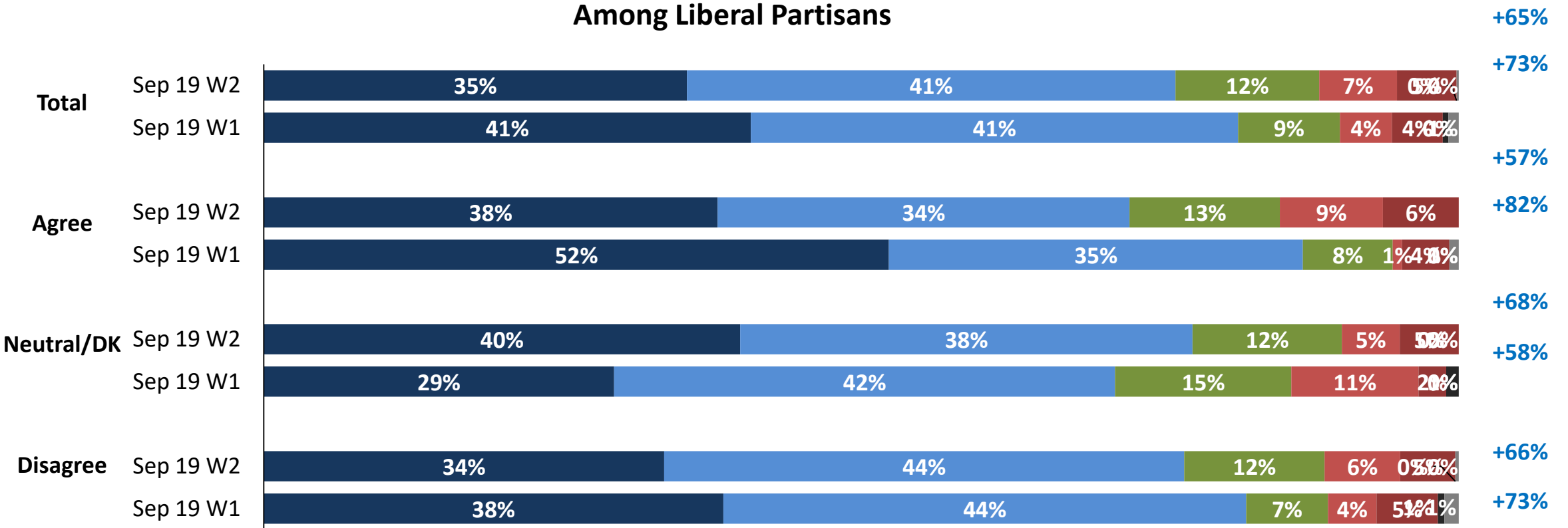


Trudeau's Favourability by: Do you agree or disagree with the following statement? I experience discrimination in my daily life.
[showing only Liberal partisans; n=558]

Net Favourability

Among Liberal Partisans

Agree/Disagree: I experience discrimination in my daily life.



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



Strong Leadership among Liberals Partisans: Trudeau is down by more than 10 points on leadership among Liberal partisans

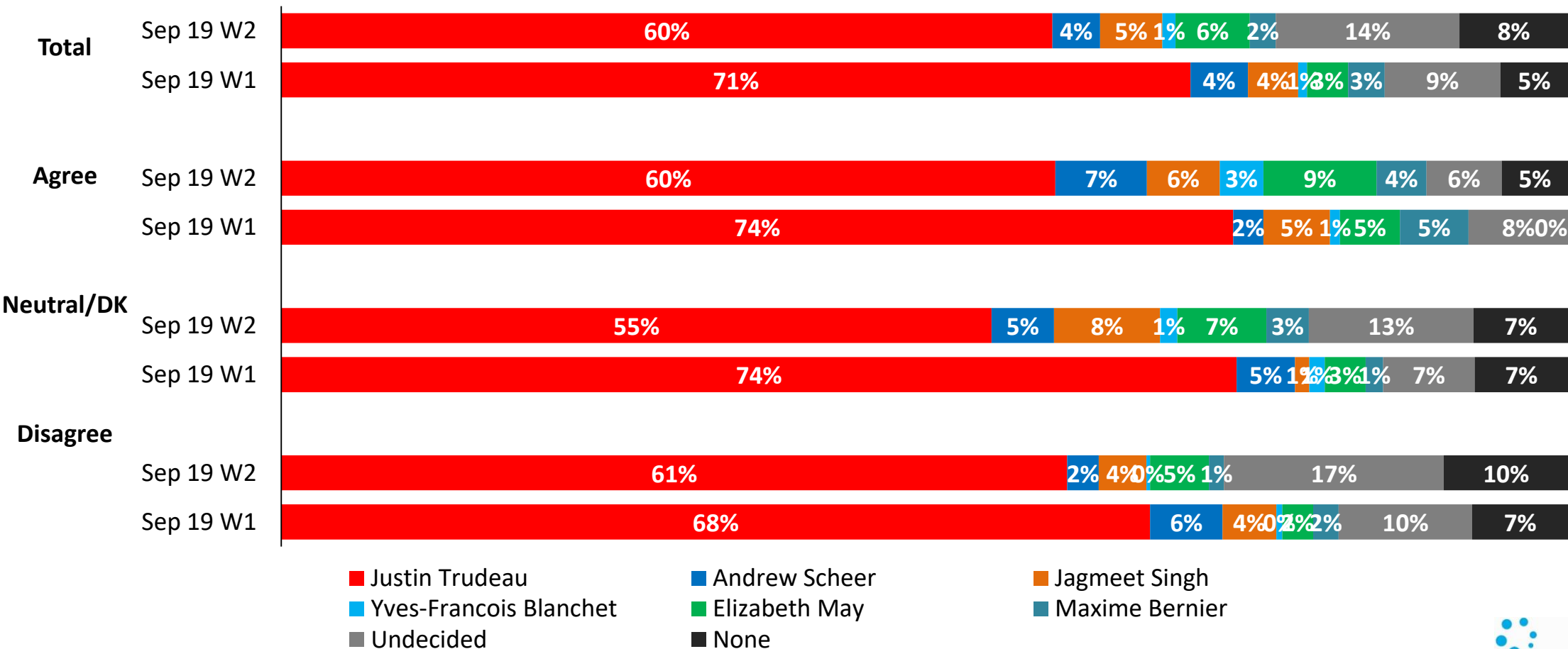


Now we would like to read you a list of different words or phrases that describe some political leaders. For each word or phrase, please indicate who it BEST describes... **Strong leadership** by: Do you agree or disagree with the following statement? *I experience discrimination in my daily life.*

[showing only Liberal partisans; n=558]

Among Liberal Partisans

Agree/Disagree: I experience discrimination in my daily life.



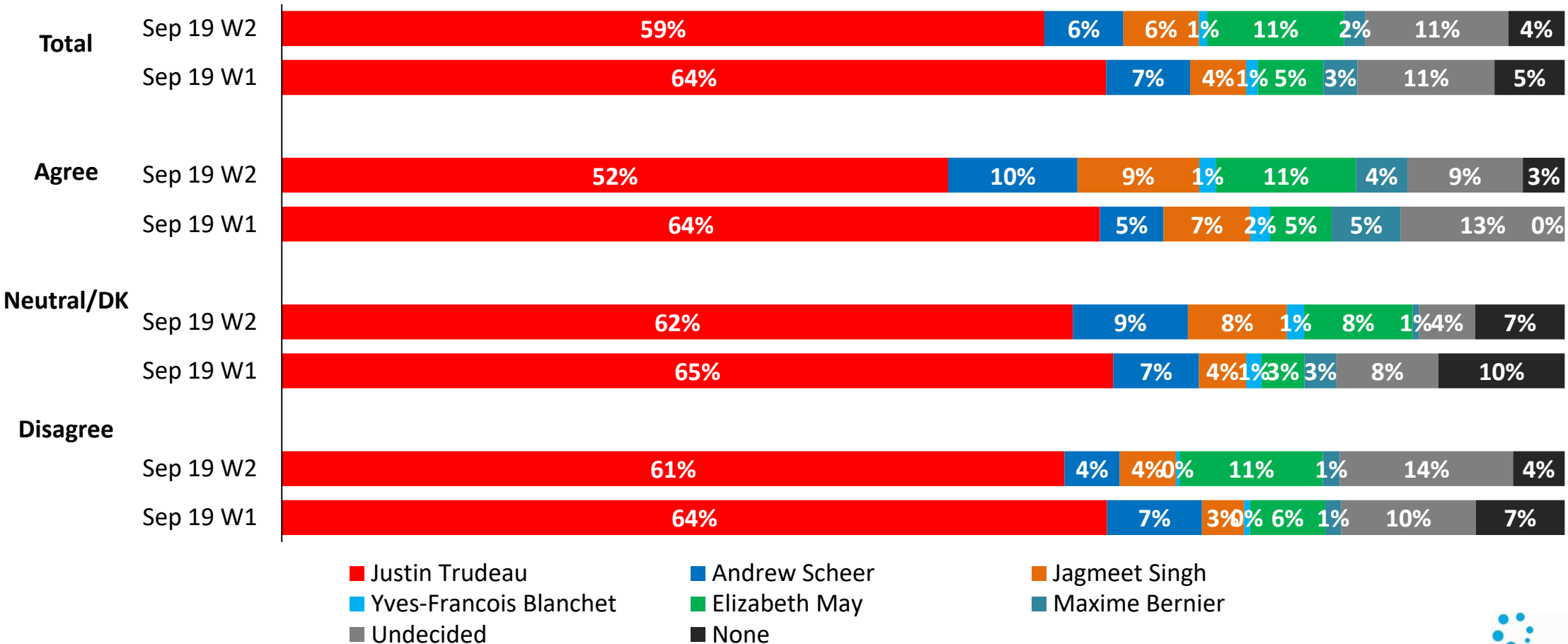
Competent among Liberals Partisans: Trudeau is down most among Liberal partisans who experience discrimination



Now we would like to read you a list of different words or phrases that describe some political leaders. For each word or phrase, please indicate who it BEST describes... **Competent by:** Do you agree or disagree with the following statement? *I experience discrimination in my daily life.*
 [showing only Liberal partisans; n=558]

Among Liberal Partisans

Agree/Disagree: I experience discrimination in my daily life.



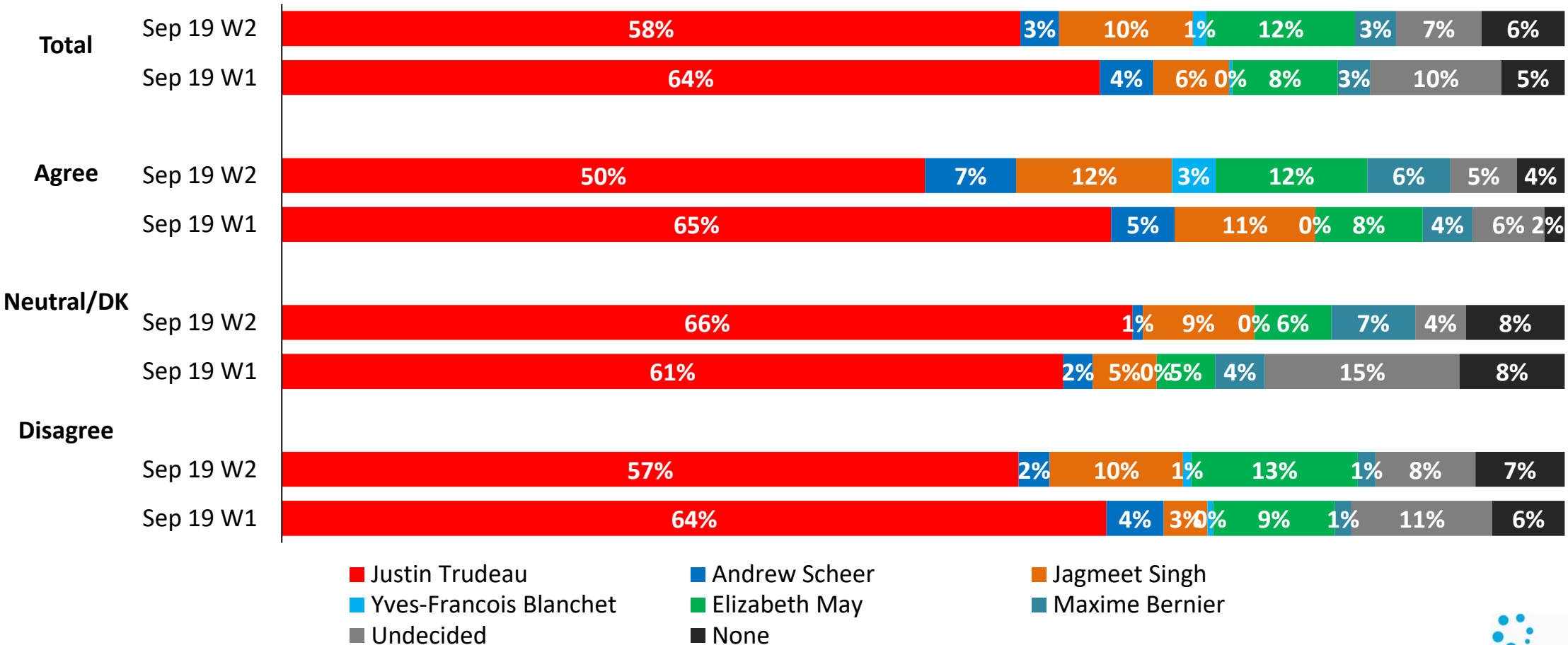
Represents Positive Change among Liberals Partisans: Trudeau is down 15 points among those who say they experience discrimination



Now we would like to read you a list of different words or phrases that describe some political leaders. For each word or phrase, please indicate who it BEST describes... **Represents Positive Change** by: Do you agree or disagree with the following statement? *I experience discrimination in my daily life.*
 [showing only Liberal partisans; n=558]

Among Liberal Partisans

Agree/Disagree: I experience discrimination in my daily life.



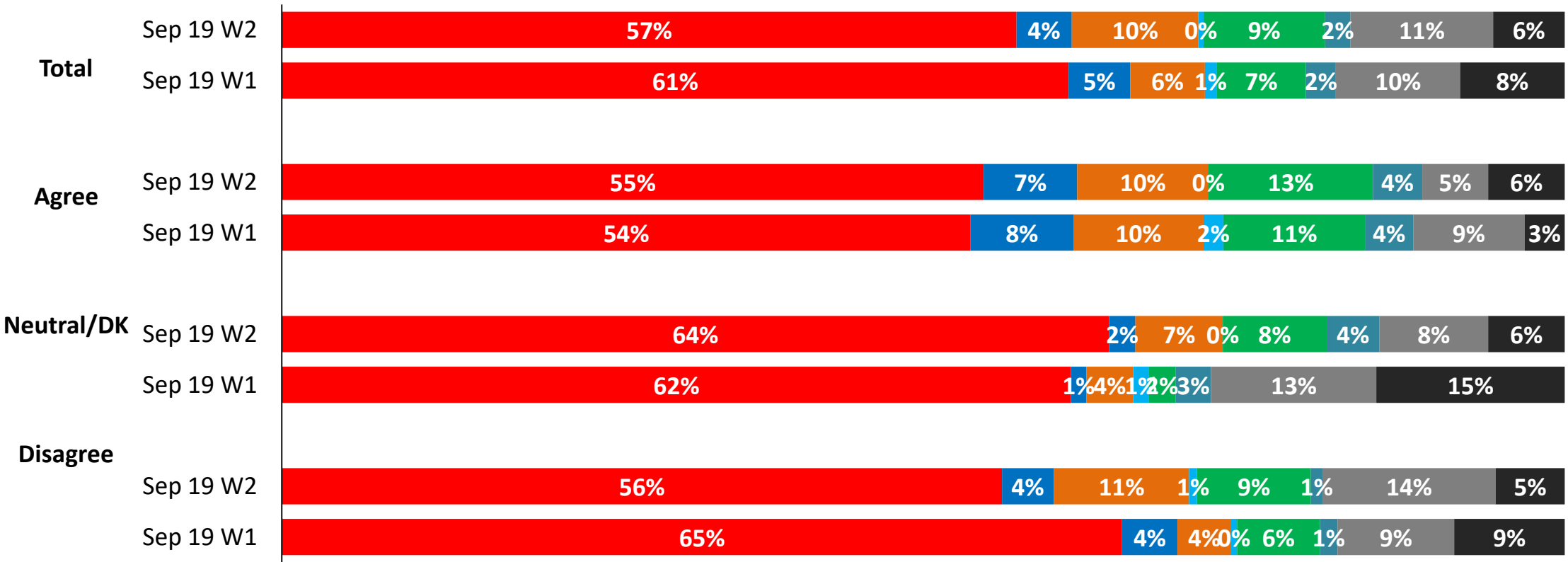
Cares About People Like Me among Liberals Partisans: Trudeau is down slightly overall, mostly from those who don't experience discrimination



Now we would like to read you a list of different words or phrases that describe some political leaders. For each word or phrase, please indicate who it BEST describes... **Cares about people like me** by: Do you agree or disagree with the following statement? *I experience discrimination in my daily life.*
 [showing only Liberal partisans; n=558]

Among Liberal Partisans

Agree/Disagree: I experience discrimination in my daily life.



- Justin Trudeau
- Andrew Scheer
- Jagmeet Singh
- Yves-Francois Blanchet
- Elizabeth May
- Maxime Bernier
- Undecided
- None

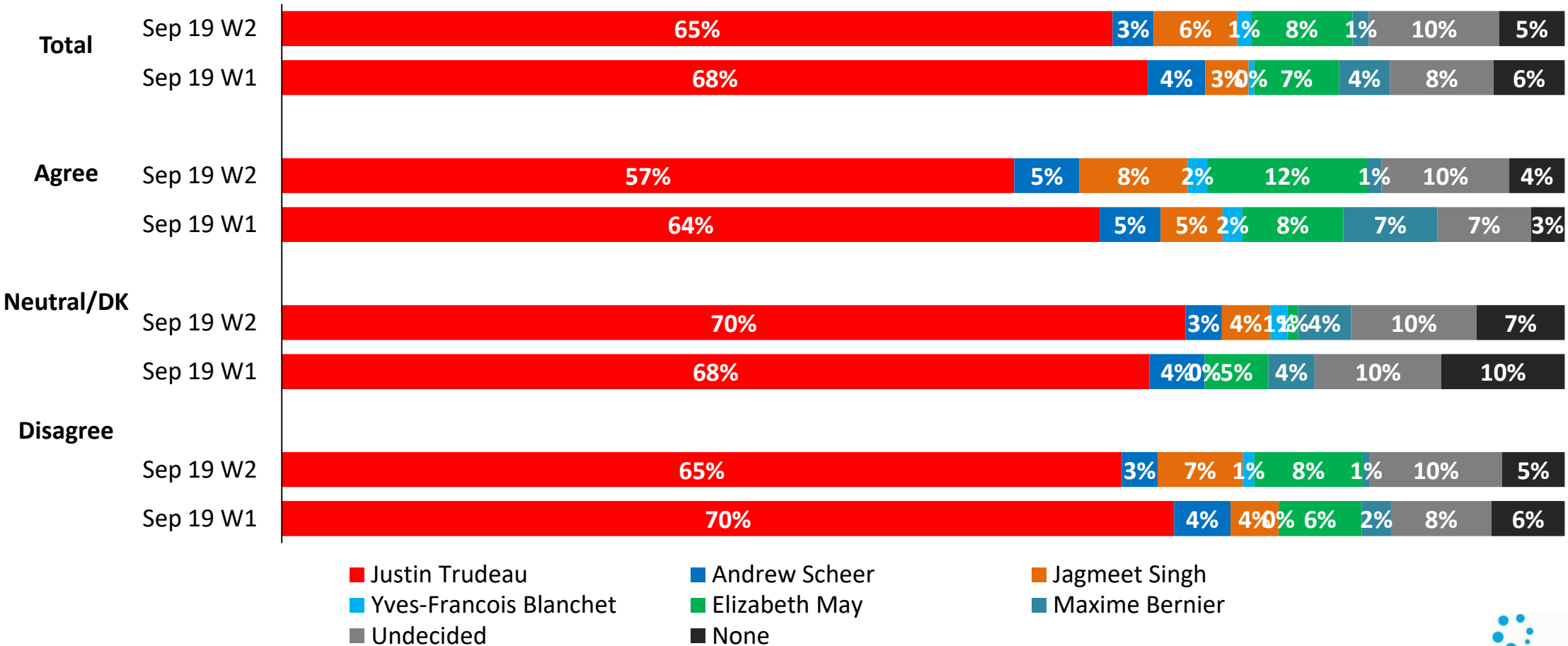
Stands For What I Believe In among Liberals Partisans: Trudeau is down among those who experience discrimination



Now we would like to read you a list of different words or phrases that describe some political leaders. For each word or phrase, please indicate who it BEST describes... **Stands for what I believe in** by: Do you agree or disagree with the following statement? *I experience discrimination in my daily life.*
 [showing only Liberal partisans; n=558]

Among Liberal Partisans

Agree/Disagree: I experience discrimination in my daily life.



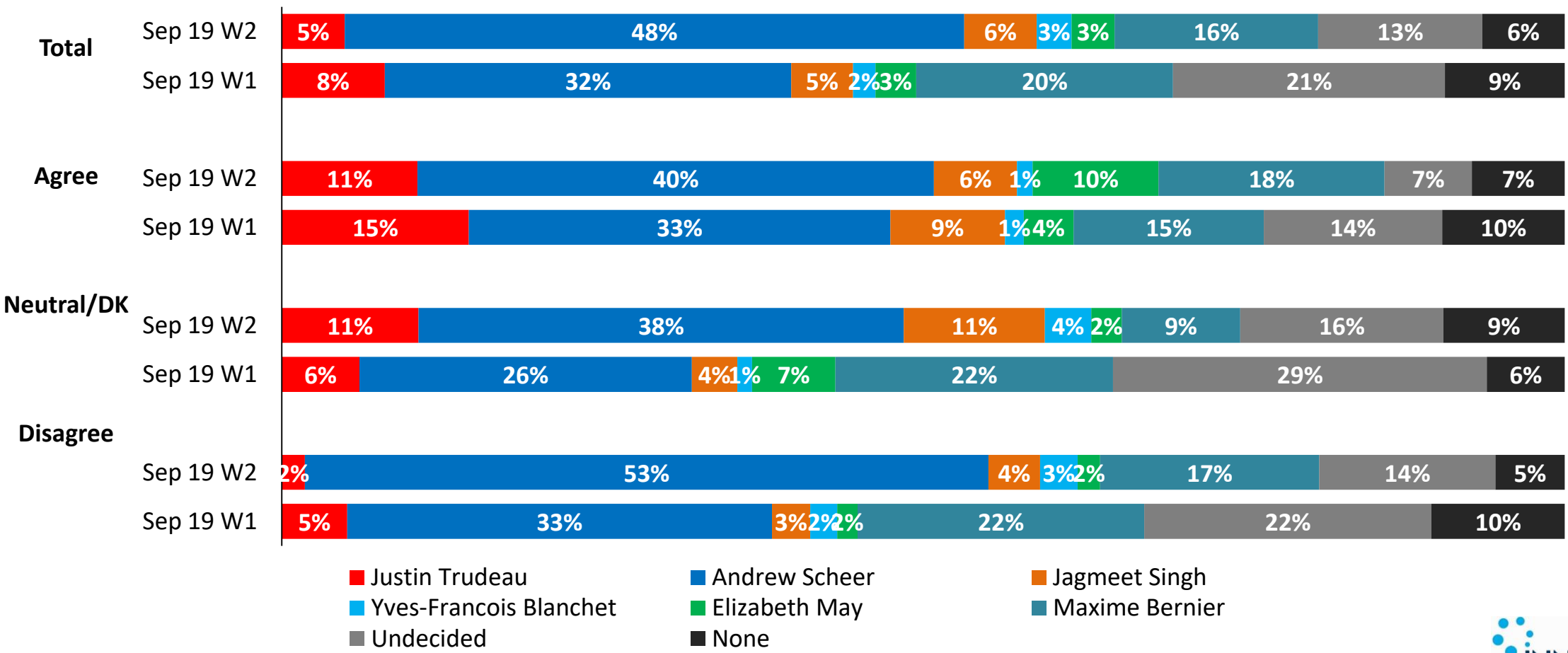
Too Negative among Liberals Partisans: Scheer is up across all groups, up most among those who do not experience discrimination



Now we would like to read you a list of different words or phrases that describe some political leaders. For each word or phrase, please indicate who it BEST describes... **Too Negative** by: Do you agree or disagree with the following statement? *I experience discrimination in my daily life.*
 [showing only Liberal partisans; n=558]

Among Liberal Partisans

Agree/Disagree: I experience discrimination in my daily life.



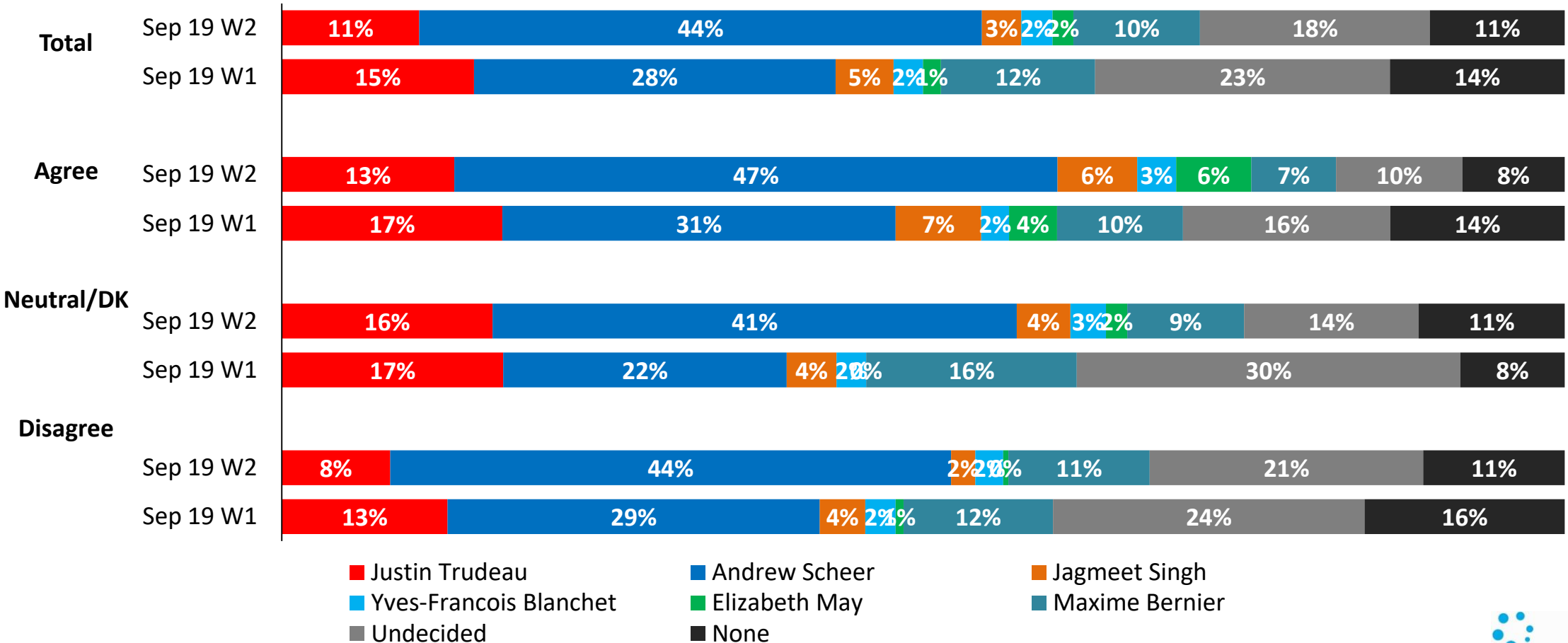
Dishonest among Liberals Partisans: Andrew Scheer is up by more than 10 points among all groups as the number of W1 undecided Liberals drops



Now we would like to read you a list of different words or phrases that describe some political leaders. For each word or phrase, please indicate who it BEST describes... **Dishonest** by: Do you agree or disagree with the following statement? *I experience discrimination in my daily life.*
 [showing only Liberal partisans; n=558]

Among Liberal Partisans

Agree/Disagree: I experience discrimination in my daily life.



Commitment to Progressive Change among Liberals Partisans: Agreement is down since early September



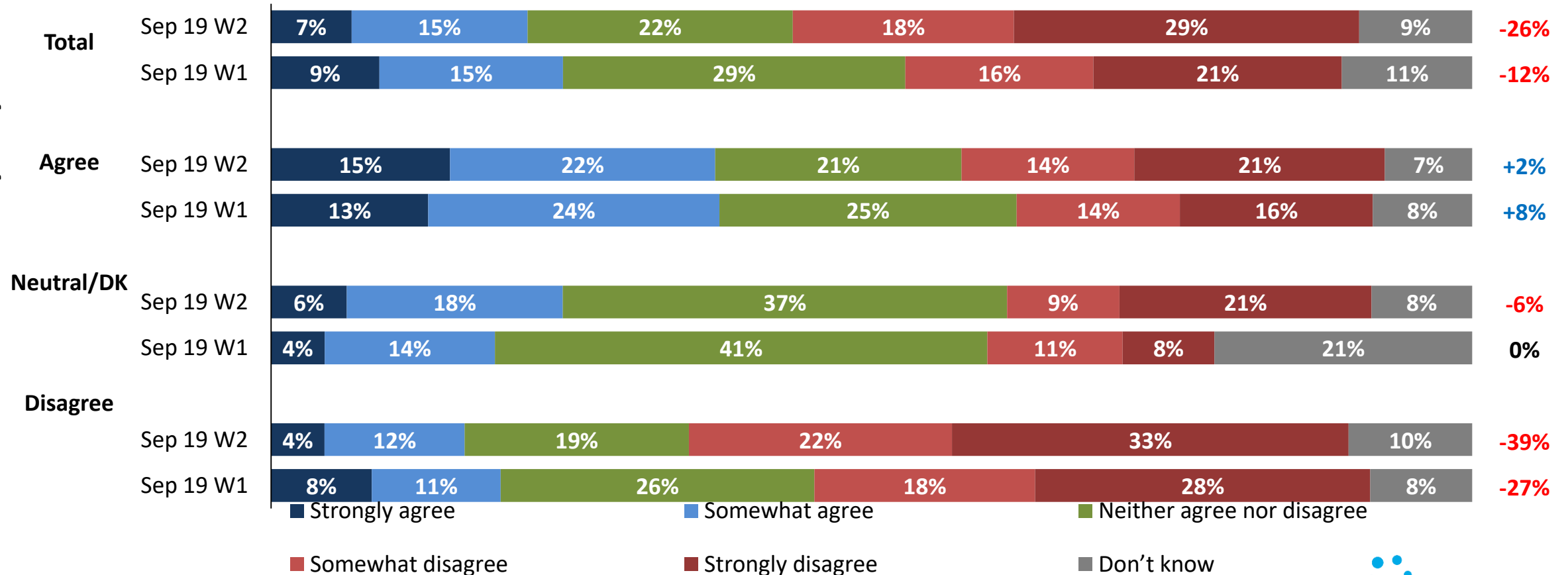
Do you agree or disagree with the following statements? *The way Jody Wilson-Raybould was treated by the Prime Minister proves he isn't really committed to progressive change for women and indigenous Canadians by:* Do you agree or disagree with the following statement? *I experience discrimination in my daily life.*

[showing only Liberal partisans; n=558]

Among Liberal Partisans

Net Agreement

Agree/Disagree: I experience discrimination in my daily life.





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For more information, please contact:

Greg Lyle

President

(t) 416-642-6429

(e) glyle@innovativeresearch.ca