



Canada This Month Federal Politics

Public Opinion Research
Release Date: May 07, 2020
Field Dates: May 01, 2020 to May 05, 2020

Federal Politics in the time of COVID-19

The COVID-19 outbreak has set off a series of changes in the Canadian political landscape. Federally, approval of the government's handling of the pandemic has been rising, which has translated to the highest government satisfaction that we've seen in years. Trudeau is also gaining favourability with Canadians, while Scheer is seeing a decline in his reputation at a near equal rate.

Today, INNOVATIVE is releasing results from our May 2020 Canada This Month survey. This online survey was in field from May 1st to May 5th with a weighted sample size of 1,500 and oversamples in every province. Detailed methodology is provided in the appendix.

This report covers key results on how Canadians are rating the Federal government's handling of COVID-19 and the impacts that is having for government satisfaction and vote choice.

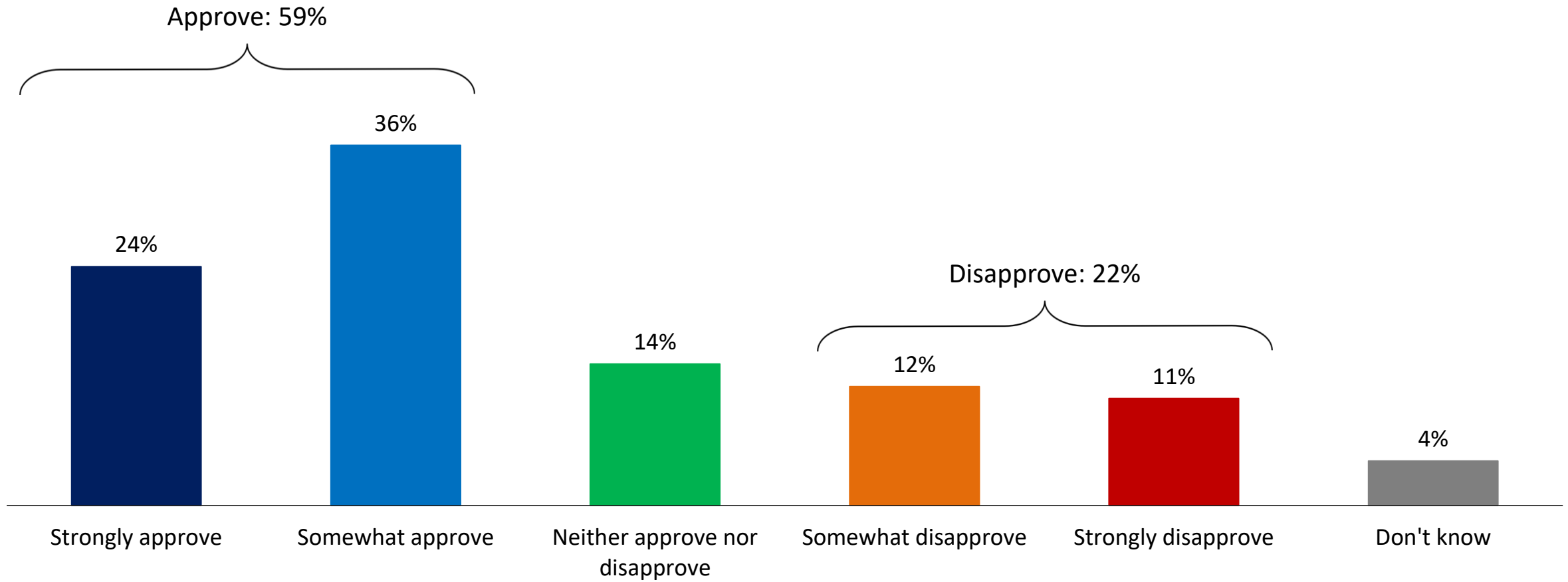
Federal government approval on handling of COVID-19 is on the rise over the past few months

COVID-19 Handling: 6-in-10 (59%) approve of the federal government's handling of the outbreak



Now thinking about the federal government, do you approve or disapprove of the way the federal government has handled the outbreak of COVID-19?

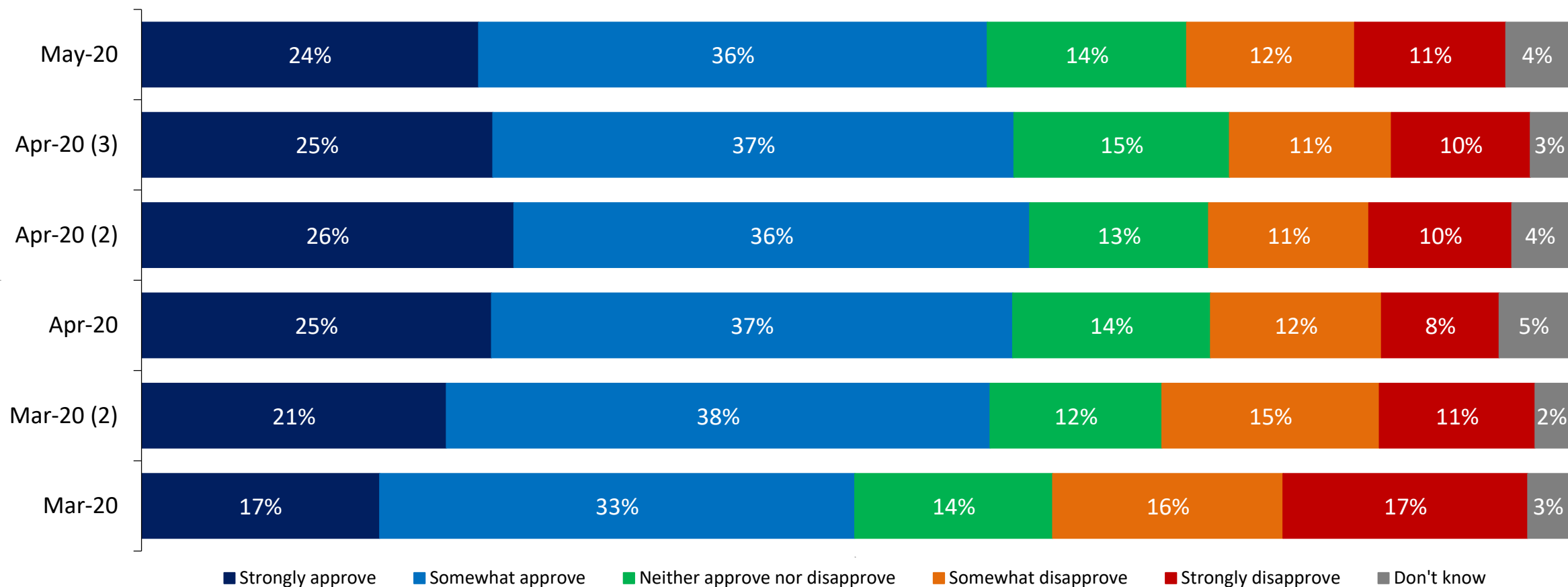
[asked of all respondents; n=1500]



Approval of the federal government's handling of the outbreak ticked up in the middle of March and has been steady since then



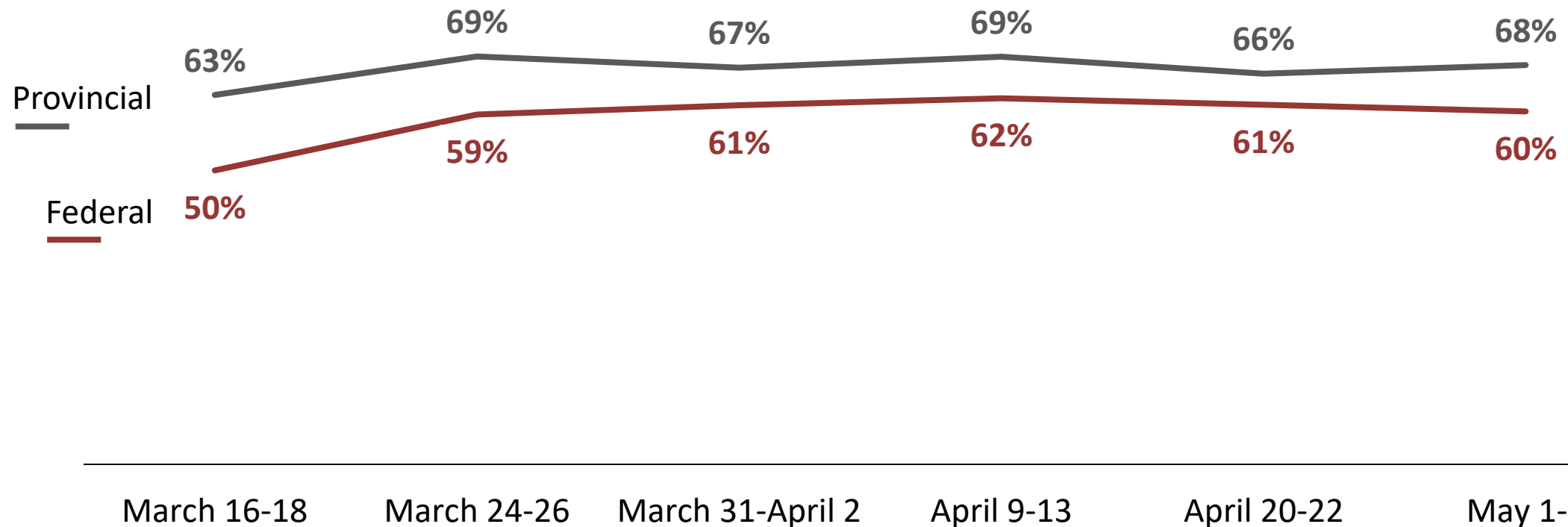
Now thinking about the federal government, do you approve or disapprove of the way the federal government has handled the outbreak of COVID-19?
[asked of all respondents; n=1500]



COVID-19 Handling Tracking: the Province's have consistently run slightly ahead of the Federal government

% who approve of government's handling of COVID-19 outbreak: Federal Vs. Provincial

[asked of all respondents; n=1500]



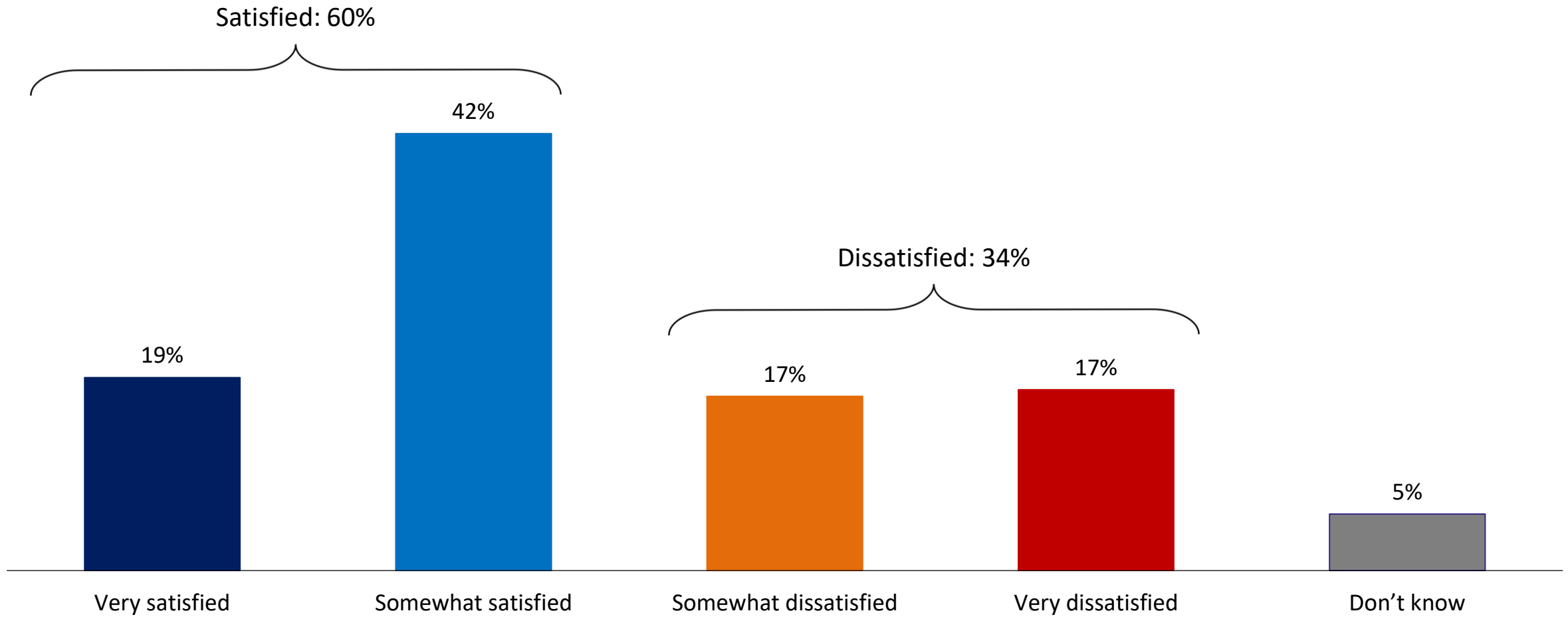
**General government satisfaction has
risen to its highest level since October
2016**

Federal Satisfaction: 6-in-10 (60%) are satisfied with the federal government performance, only 1-in-3 (34%) say they are dissatisfied



Generally speaking, how satisfied are you with the performance of the FEDERAL government in Canada? Would you say you are...?

[asked of all respondents; n=1500]



Federal Satisfaction Tracking: Satisfaction with the Federal government now at its highest level since October 2016

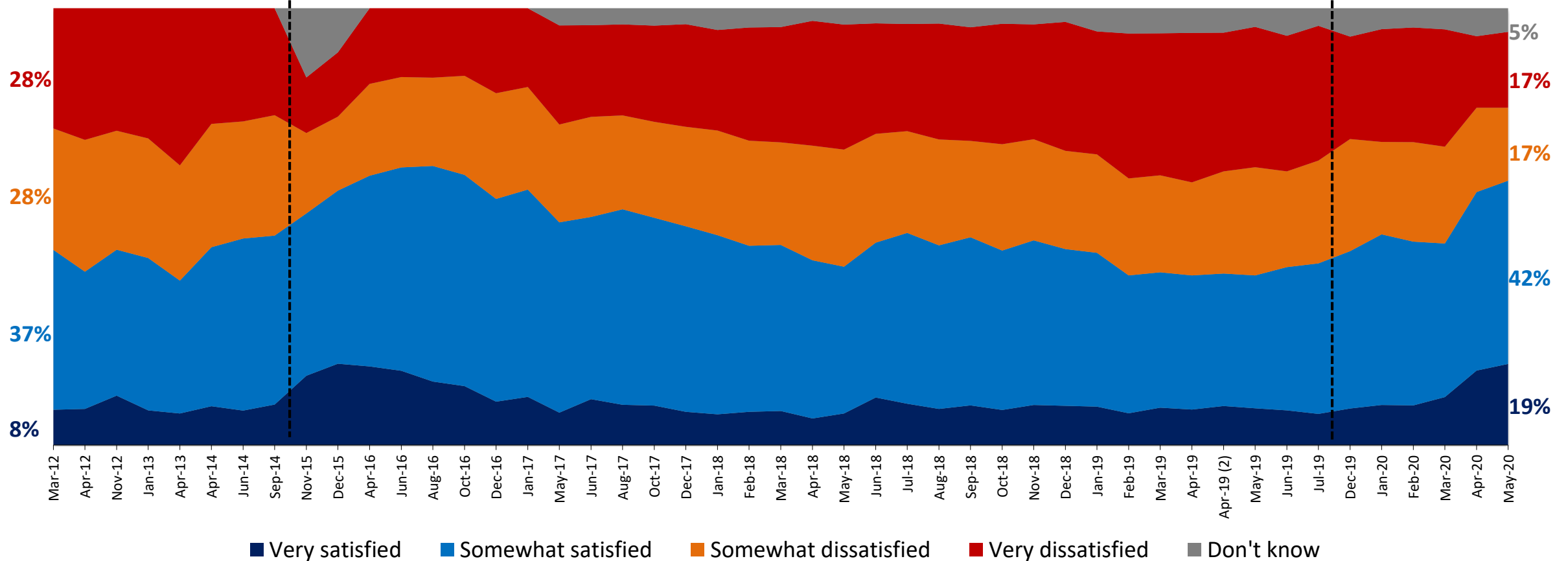


Generally speaking, how satisfied are you with the performance of the FEDERAL government in Canada? Would you say you are...?

[asked of all respondents; n=1500]

2015 Election

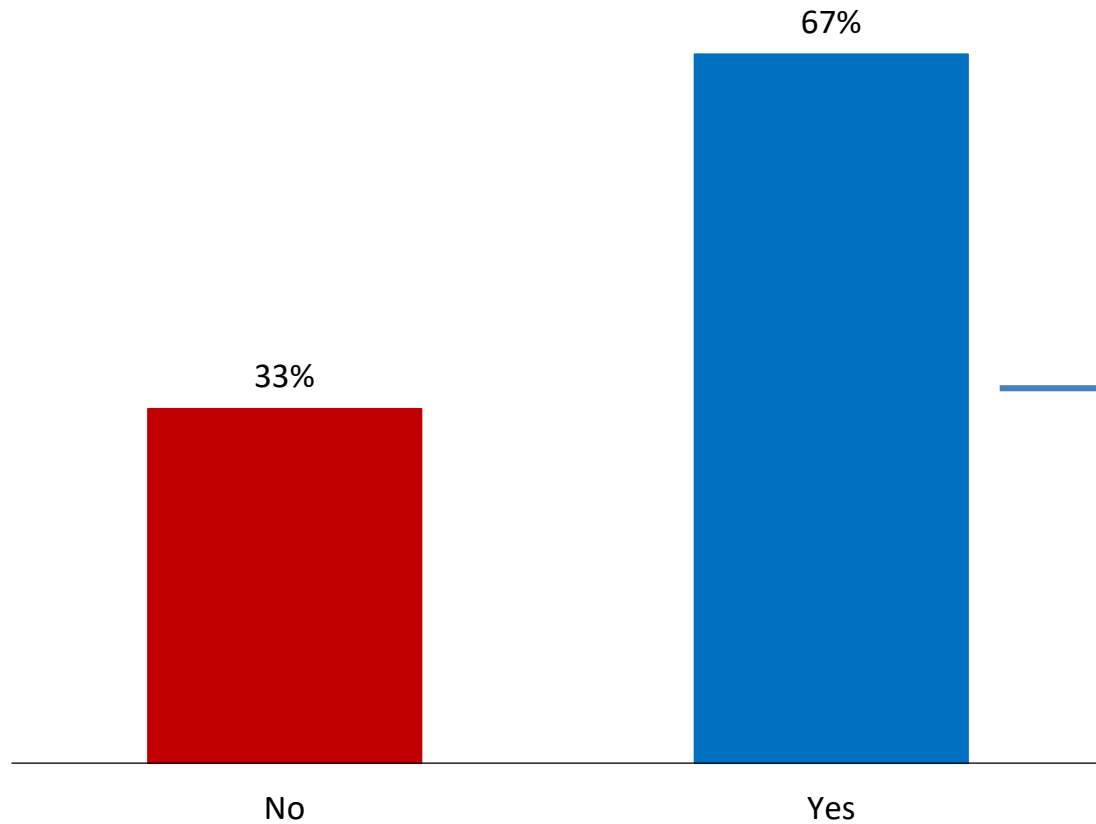
2019 Election



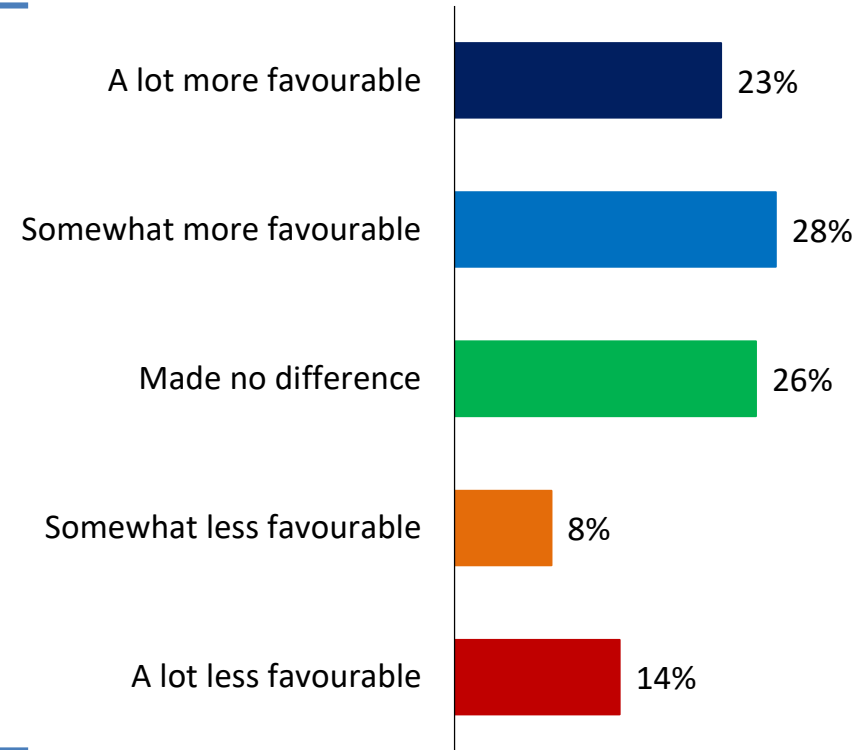
With 2-in-3 having read, seen, or heard something about Trudeau or the Federal government, half say it left a positive impact

Federal Read, Seen, Heard: 2-in-3 (67%) have read, seen, or heard something about the PM; 51% say it left them feeling more favourable

Q Have you read, seen or heard anything about Canada's Prime Minister and the Federal government in the last few days?
[Asked of those who have RSH; n=1500]



Q Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards Canada's Prime Minister and the Federal government?
[Asked of those who have RSH; n=1000]



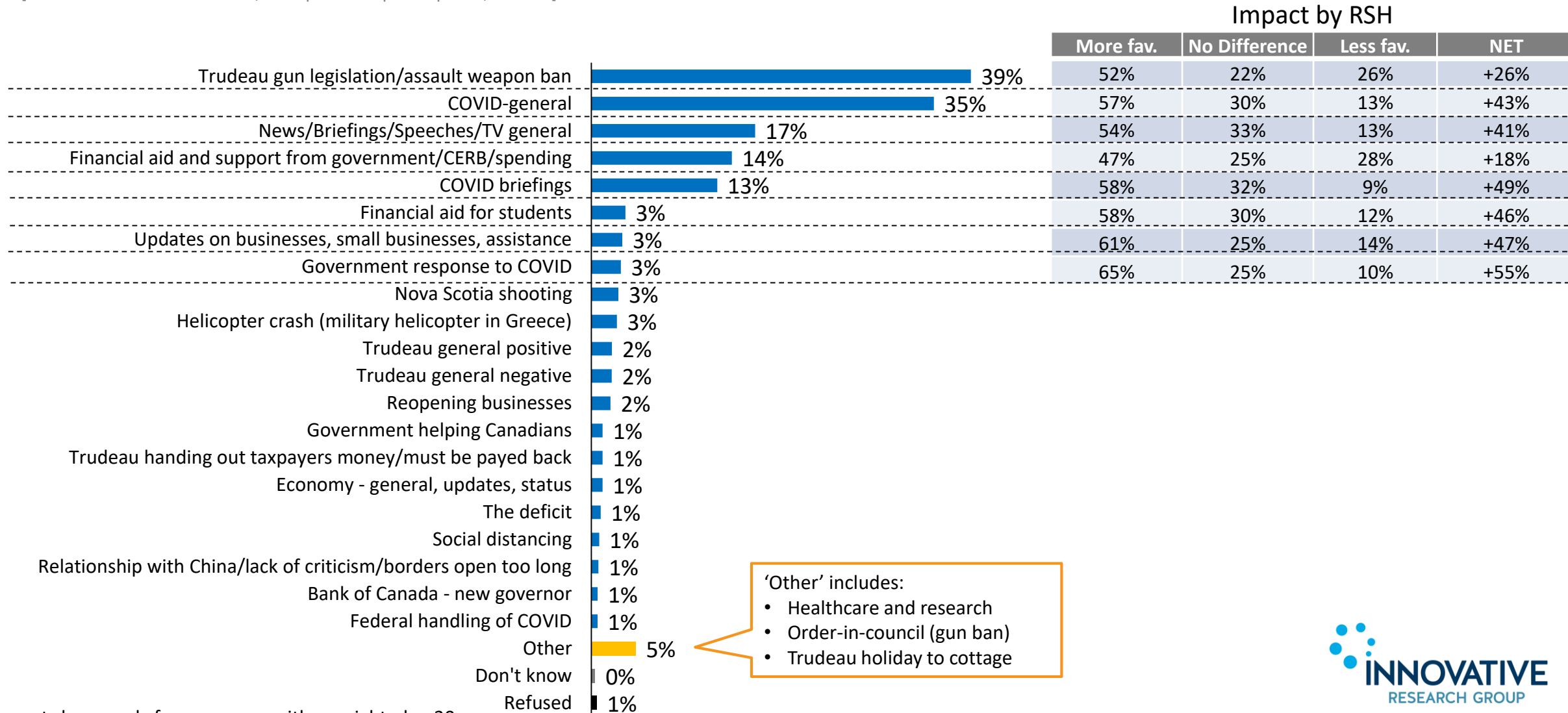
Federal Read, Seen, Heard: 4-in-10 (39%) recall hearing about recent gun legislation followed by COVID-19 generally (35%)

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And what have you read, seen or heard about Canada's Prime Minister and the Federal government in the last few days? Please be specific.

[Asked of those who have RSH; multiple codes per response; n=1000]



In both April and May many more had read, seen, or heard about the Federal government than recent past months ¹³



Have you read, seen or heard anything about Canada's Prime Minister and the Federal government in the last few days?

[asked of all respondents; n=1500]



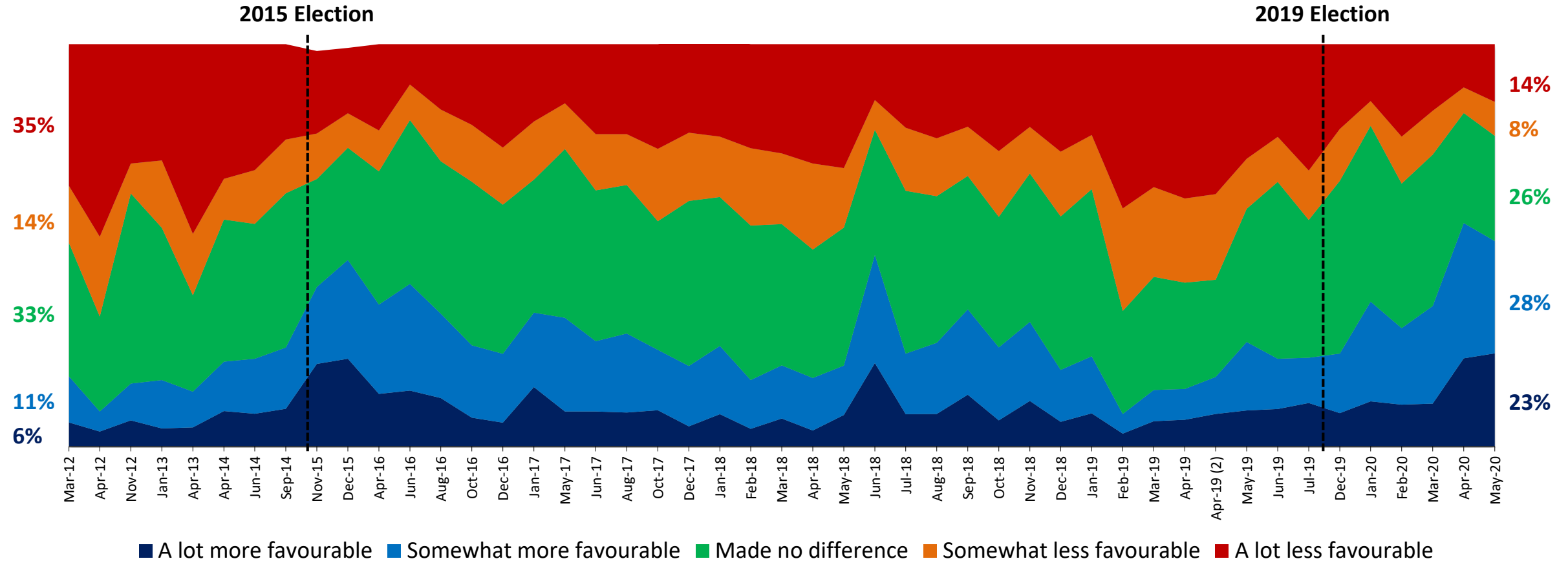
Note: Don't know not shown.
Current data: May 2020

Federal Read, Seen, Heard, Impact Tracking: Positive impact (51%) down slightly month-to-month



Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards Canada's Prime Minister and the Federal government?

[asked of those who have RSH; n=1000]



Note: Don't know not shown.

Current data: May 2020

In May '18, this question is asked of all respondents except those in Ontario.

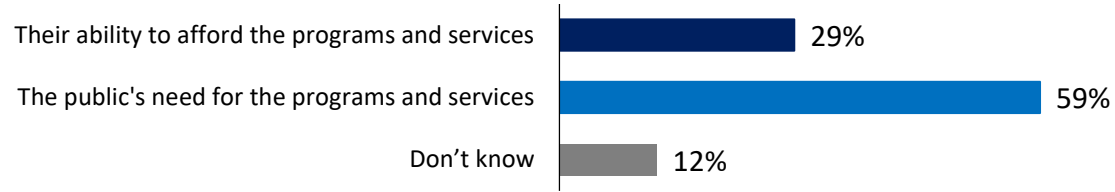
We group individuals into segments based on key political and economic values and attitudes

We use these segments throughout the remainder of the report to analyze vote leadership results.

Core Political Values: Plurality of respondents (48%) think the government should listen to experts

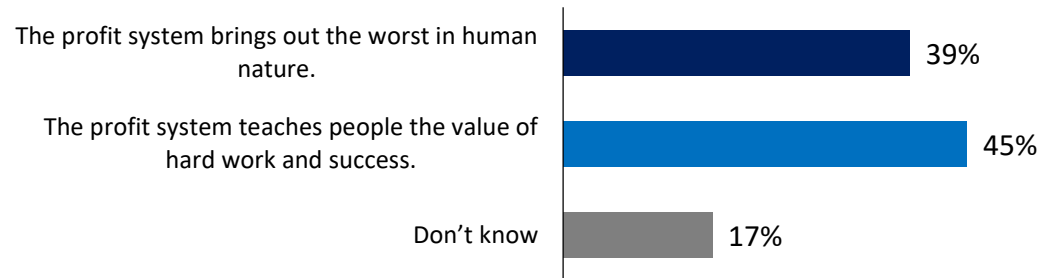
Q Now we would like to ask a few questions about basic values and society...When governments make major decisions concerning spending on programs and services, do you think they should be basing their decisions mainly on...?

[asked of all respondents; n=1500]



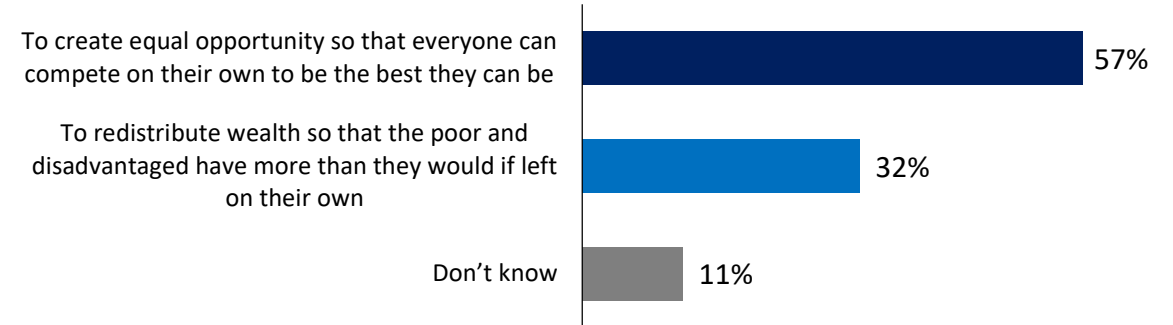
Q Which of the following statements comes closest to your view?

[asked of all respondents; n=1500]



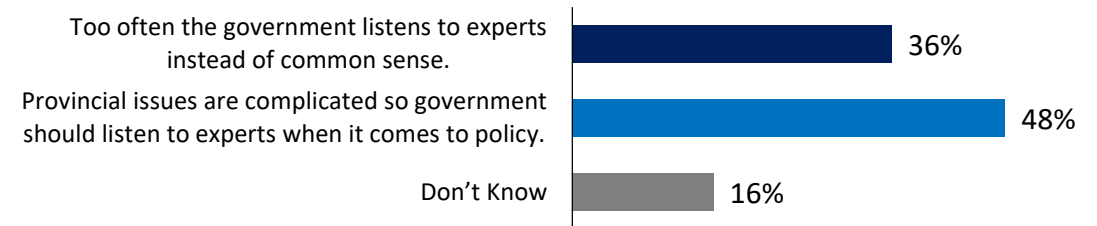
Q Is the main role of government to...?

[asked of all respondents; n=1500]



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

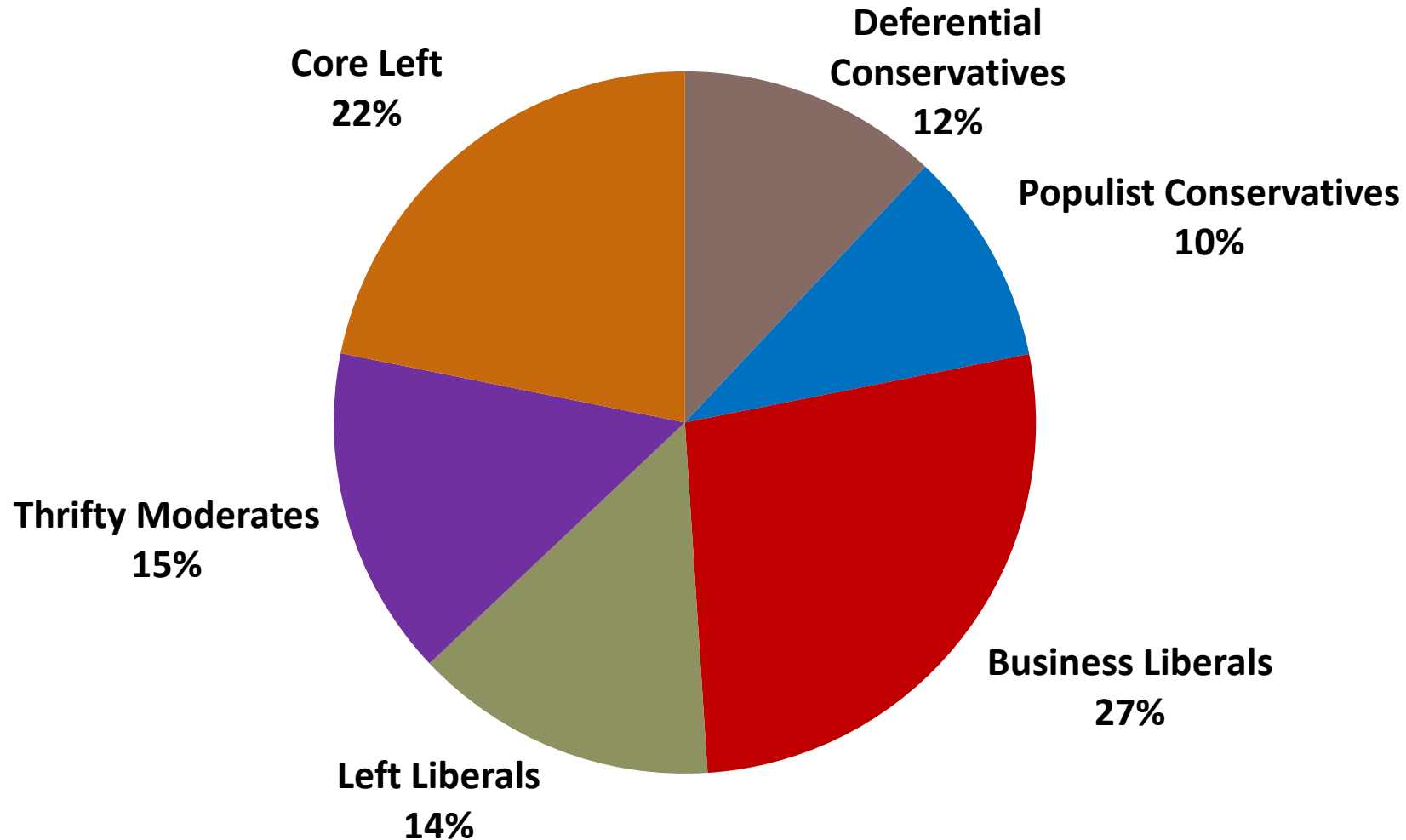
[asked of all respondents; n=1500]



Value Clusters: Business Liberals (27%) and Core Left (22%) are largest value groups; only 10% are Populist Conservatives¹⁷

Value clusters: 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.

[asked of all respondents; n=1500]



Defining Value Clusters: 6 key value clusters are defined based on four ¹⁸ core political values

Core Political Values by Value Clusters

Column %		Deferential Conservatives	Populist Conservatives	Business Liberals	Left Liberals	Thrifty Moderates	Core Left
Governments should base decisions on...	Ability to afford	89%	89%	0%	0%	62%	0%
	Public Need	0%	0%	97%	91%	0%	92%
Is the main role of government to ...?	Create equal Opportunity	82%	98%	72%	95%	30%	0%
	Redistribute wealth	11%	0%	19%	0%	28%	96%
When it comes to government decision making...	Rely on common sense	0%	100%	30%	43%	36%	28%
	Listen to experts	87%	0%	58%	42%	22%	60%
The profit system...	Brings out the worst in human nature	0%	0%	0%	83%	53%	86%
	Teaches value of hard work and success	95%	92%	87%	0%	6%	0%

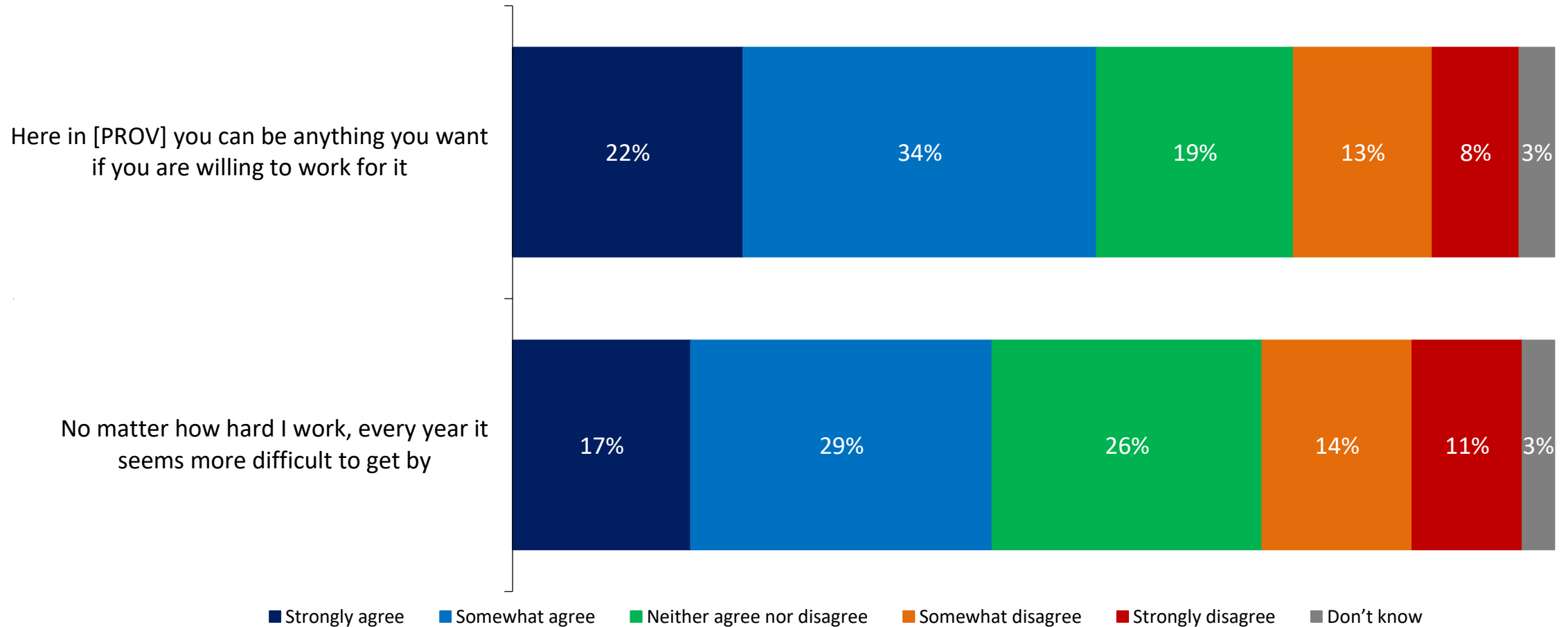
Note: Current data: May 2020

Segmentation Attitudes: A majority (56%) agree that you can 'be anything you want if you are willing to work for it'



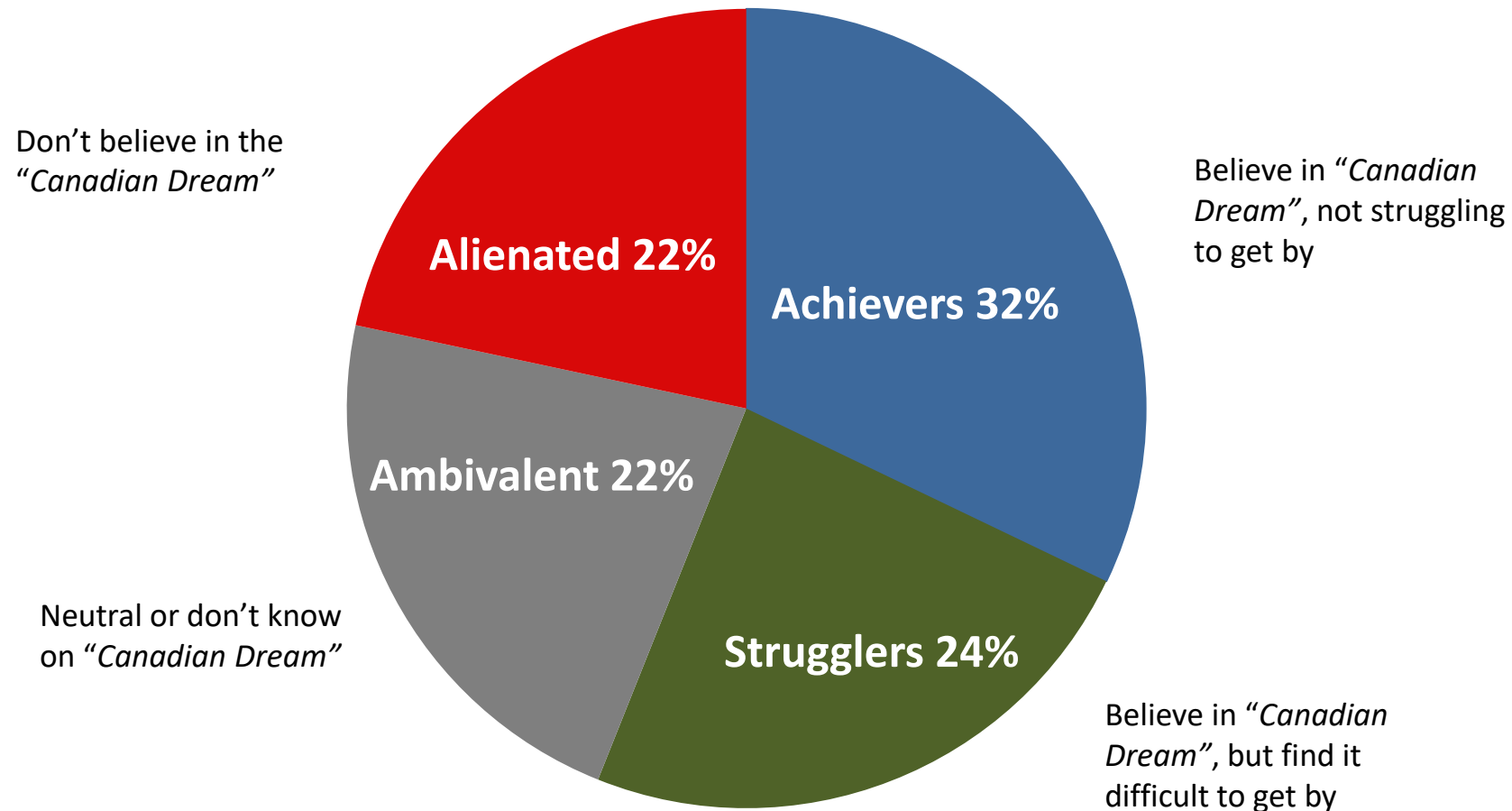
Do you agree or disagree with the following statements?

[asked of all respondents; n=1500]



Economic Gap Segmentation: A third (32%) are Achievers who agree they can be anything they want and don't feel it gets harder to get by

Economic Gap segmentation: Agree with "Here in [PROVINCE] you can be anything you want if you are willing to work for it" (i.e. "*the Canadian Dream*") BY Agree with "No matter how hard I work, every year it seems more difficult to get by".
[asked of all respondents; n=1500]

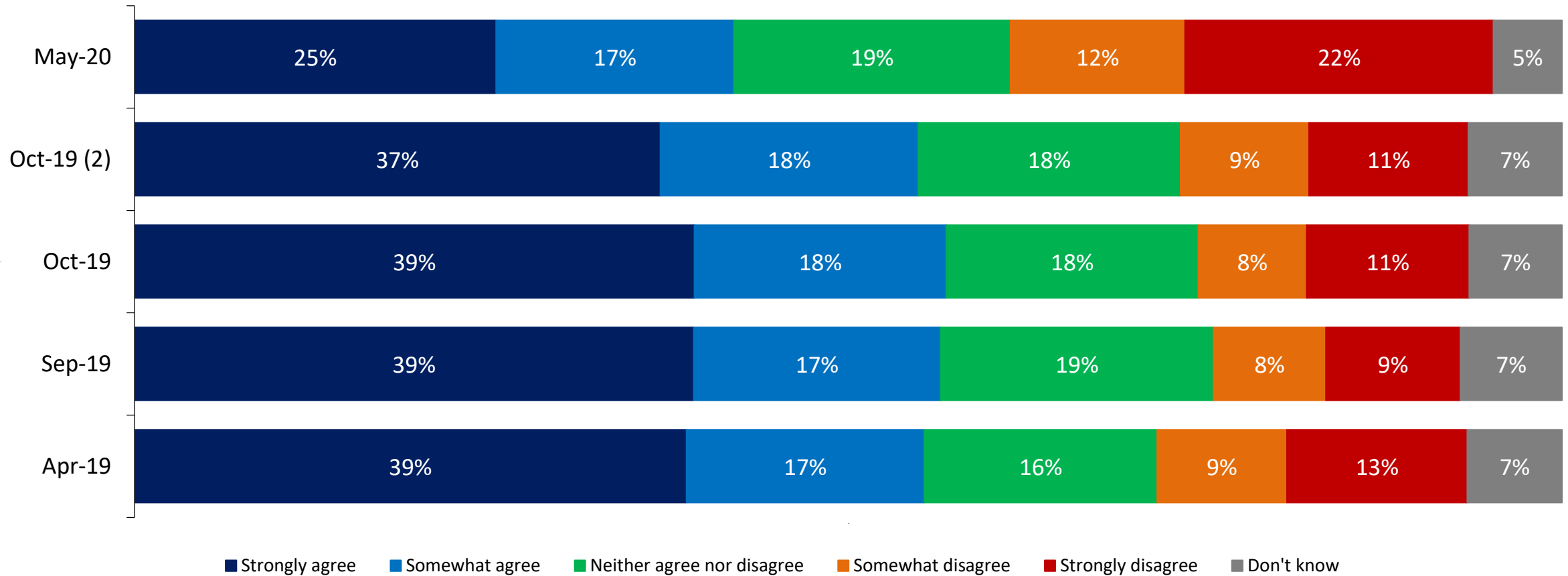


Time for Change Tracking: Time for a change sentiment has decreased²¹ significantly since October, agreement down from 55% to 42%



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

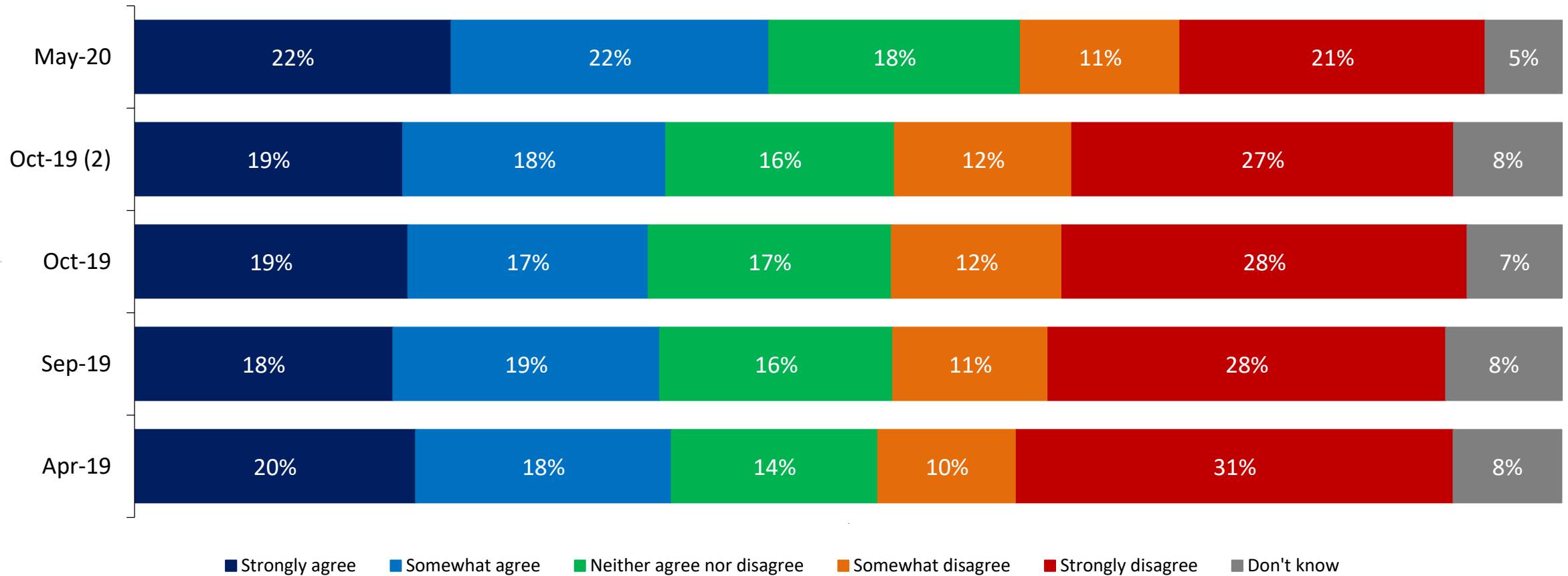
[asked of all respondents; n=1500]



Best Party for Government Tracking: Upward trend on “best party to form government”, with a 6-point decline in strong disagreement



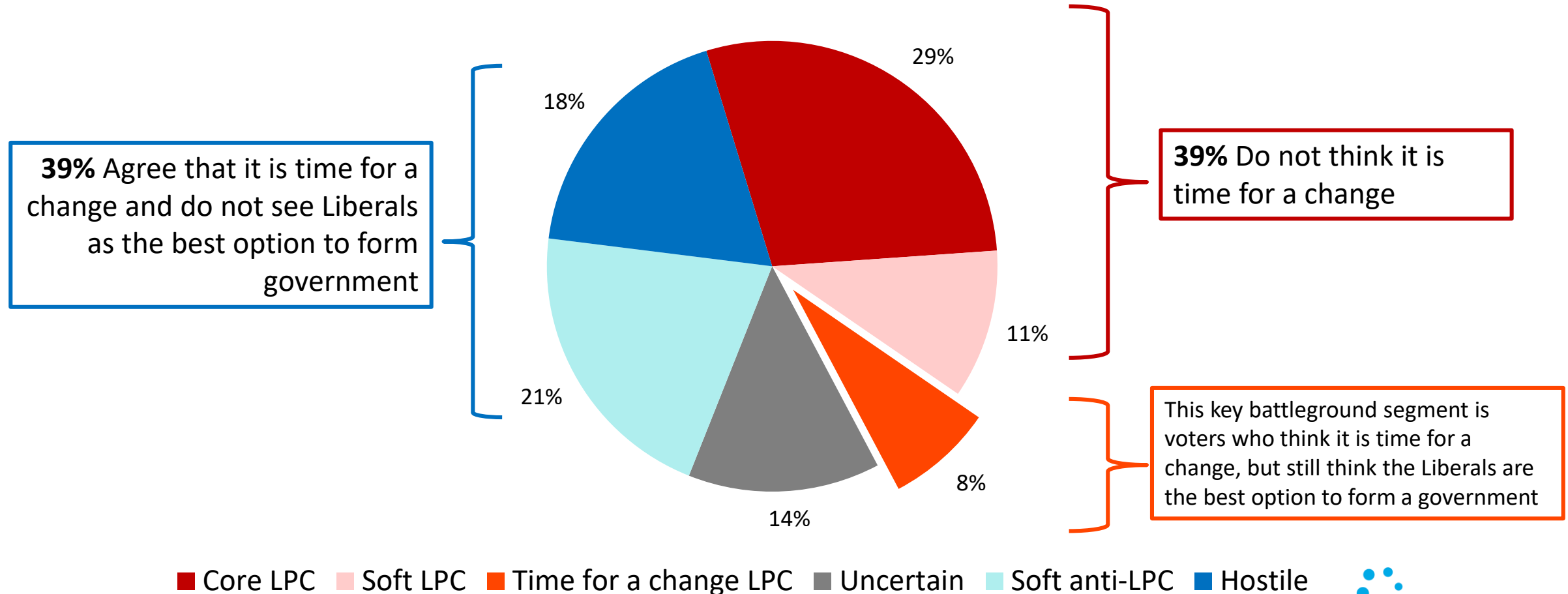
Do you agree or disagree with the following statements? - The Liberals may have their problems but they are still the best party to form government
[asked of all respondents; n=1500]



Time for Change Segmentation: Less than 1-in-10 (8%) feel that the Liberals are the best party, but it's time for a change

Time for Change segmentation: Agree with 'The Liberals may have their problems but they are still the best party to form government' BY Agree with 'It is time for a change in government here in Canada'.

[asked of all respondents; n=1500]

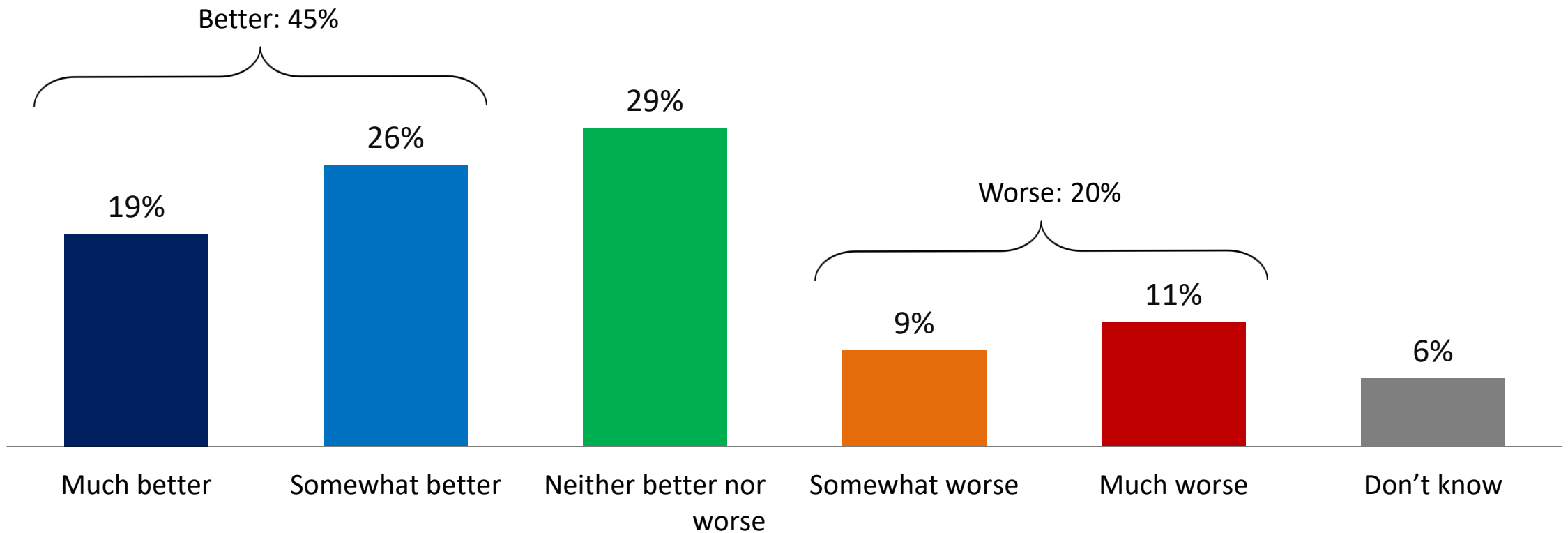


Trudeau's favourability has risen sharply since October and over 50% of Canadians now say he is the best fit for Prime Minister

Impact on Justin Trudeau: Nearly half (45%) say that Trudeau's response has left them with a better impression of him



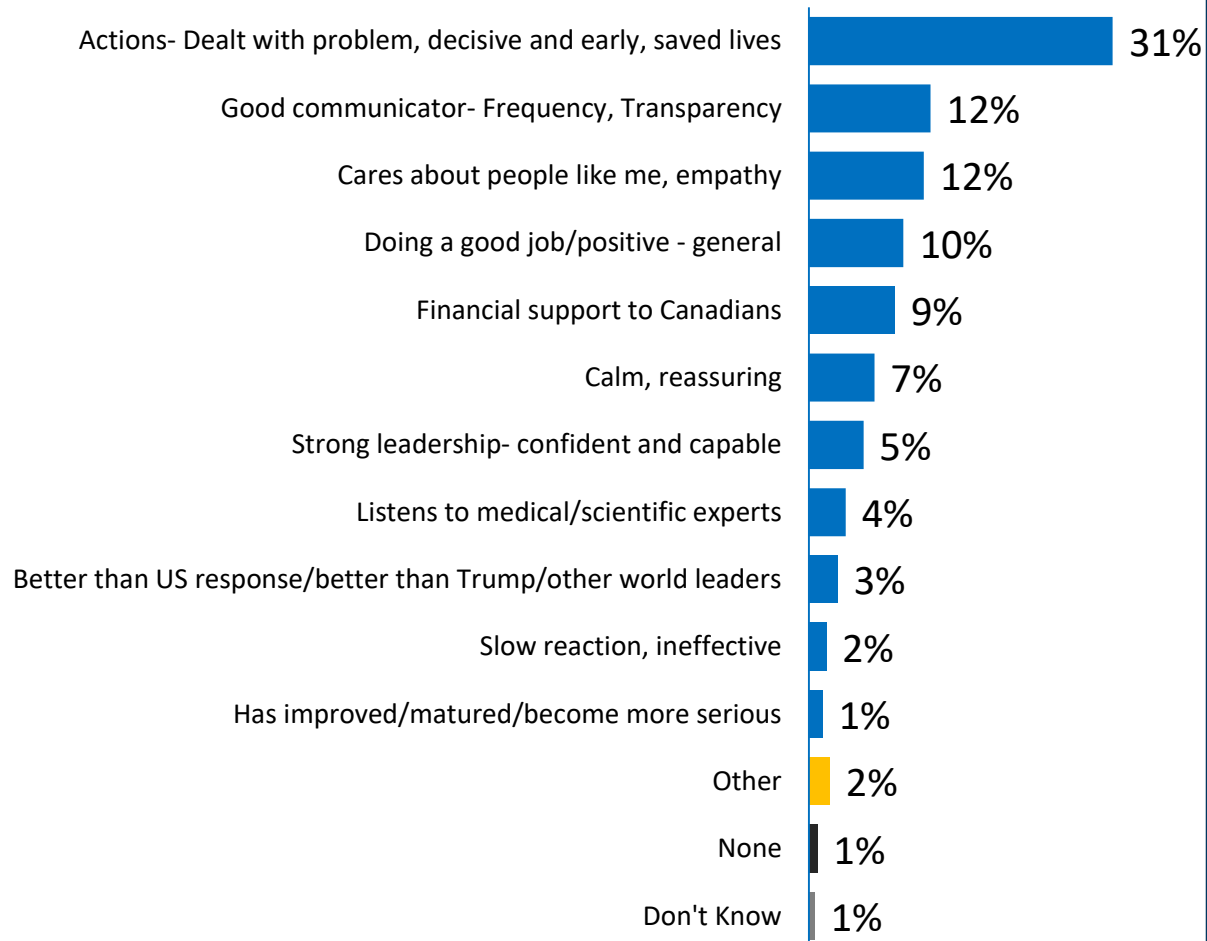
Has the way Prime Minister Justin Trudeau has responded to the COVID-19 outbreak left you with a better or worse impression of him?
[asked of all respondents, n=1,500]



Impact on Justin Trudeau: A plurality of those feeling more positive felt Trudeau's actions were decisive and early and saved lives



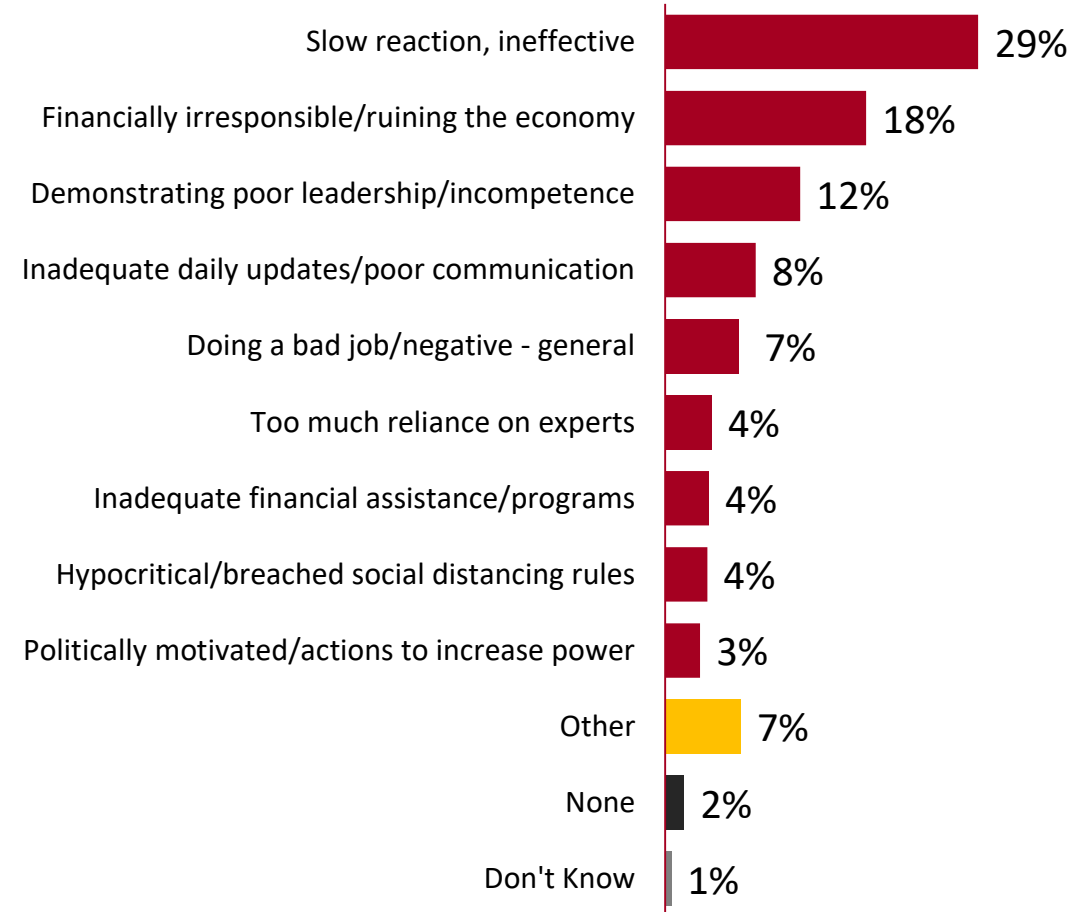
And why do you feel that way? [OPEN ENDED]
[asked of all respondents who said 'better', n=672]



Note: Refused (2%) not shown.



And why do you feel that way? [OPEN ENDED]
[asked of all respondents who said 'worse', n=301]



Note: Refused (1) not shown.

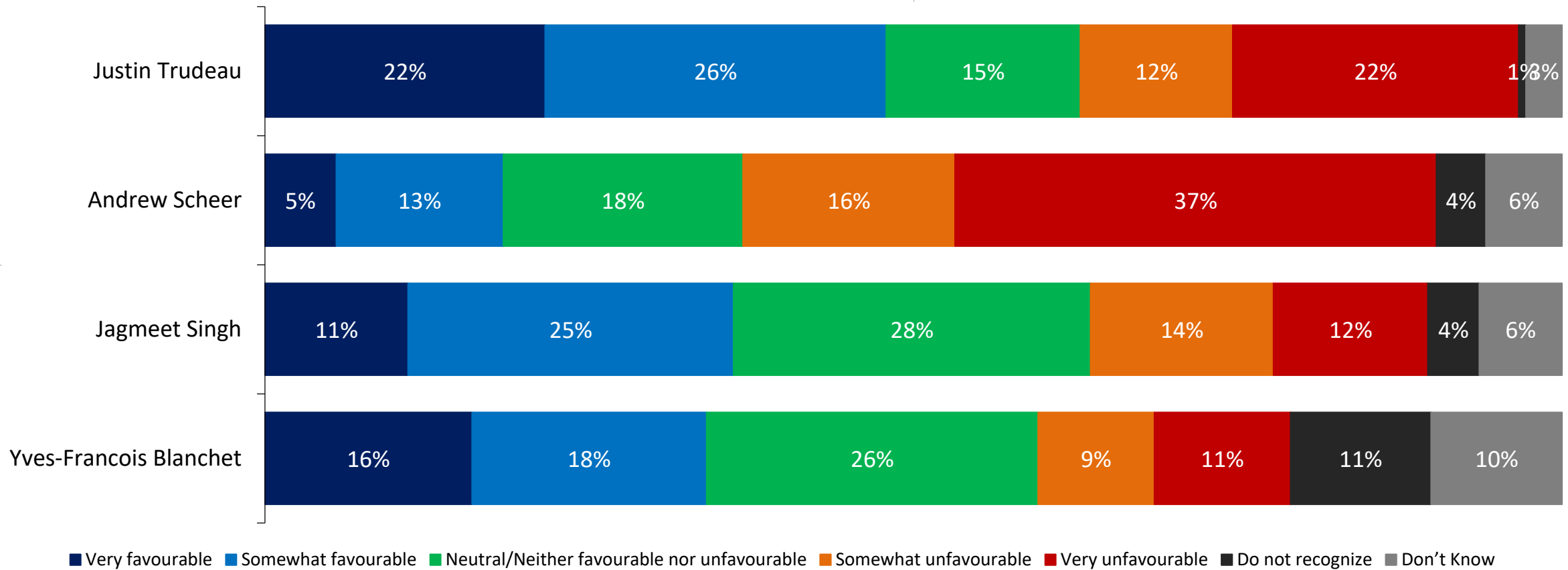
*Small n size, interpret results with caution

Leader Favours: A plurality have a favourable impression of Trudeau; a majority (53%) have an unfavourable impression of Scheer



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=1500]

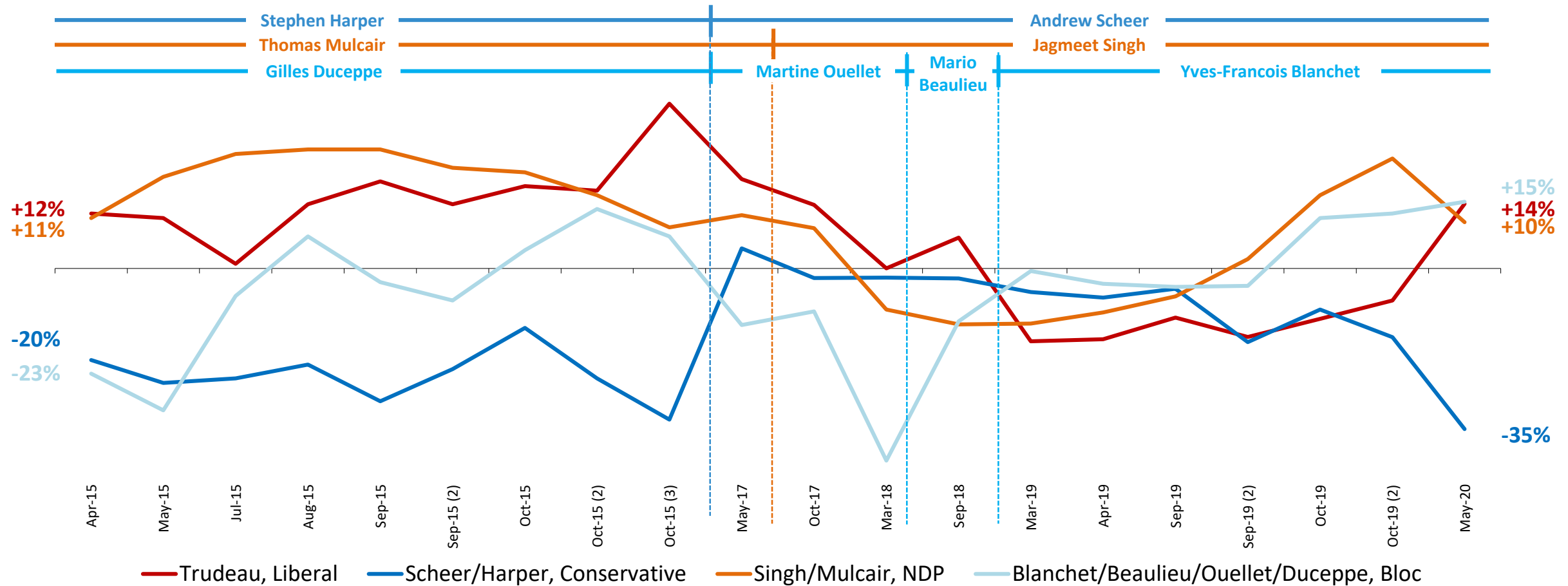


Federal Party Leader NET Favourables Tracking: 21-point net gain for Trudeau, 20-point drop for Scheer on favourables since October



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=1500]

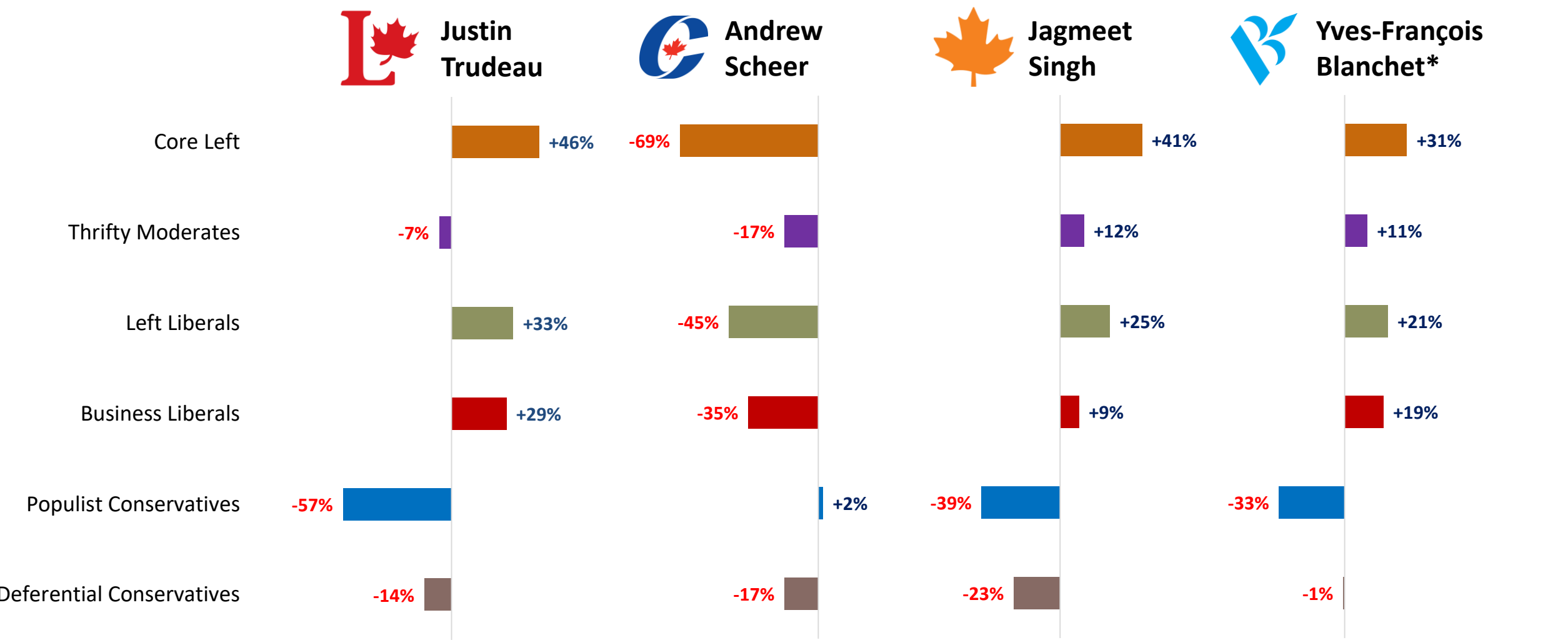


Note: Green Leader, People's Party Leader not shown.

Current data: May 2020

Note: Results for Yves-Francois Blanchet for Quebec respondents only

Leader favourability by Value Clusters: Liberal/left groups view Trudeau²⁹ more favourably while Conservative groups view him more unfavourably



NET Favourability by Value Clusters:

Each chart shows the net favourability (% favourable minus % unfavourable) for each leader within INNOVATIVE’s 6 value cluster segments.

*Results for Yves-François Blanchet are from Quebec only.

Leader favourability by Economic Gap: Among all groups, more see Trudeau favourably than unfavourably



**Justin
Trudeau**



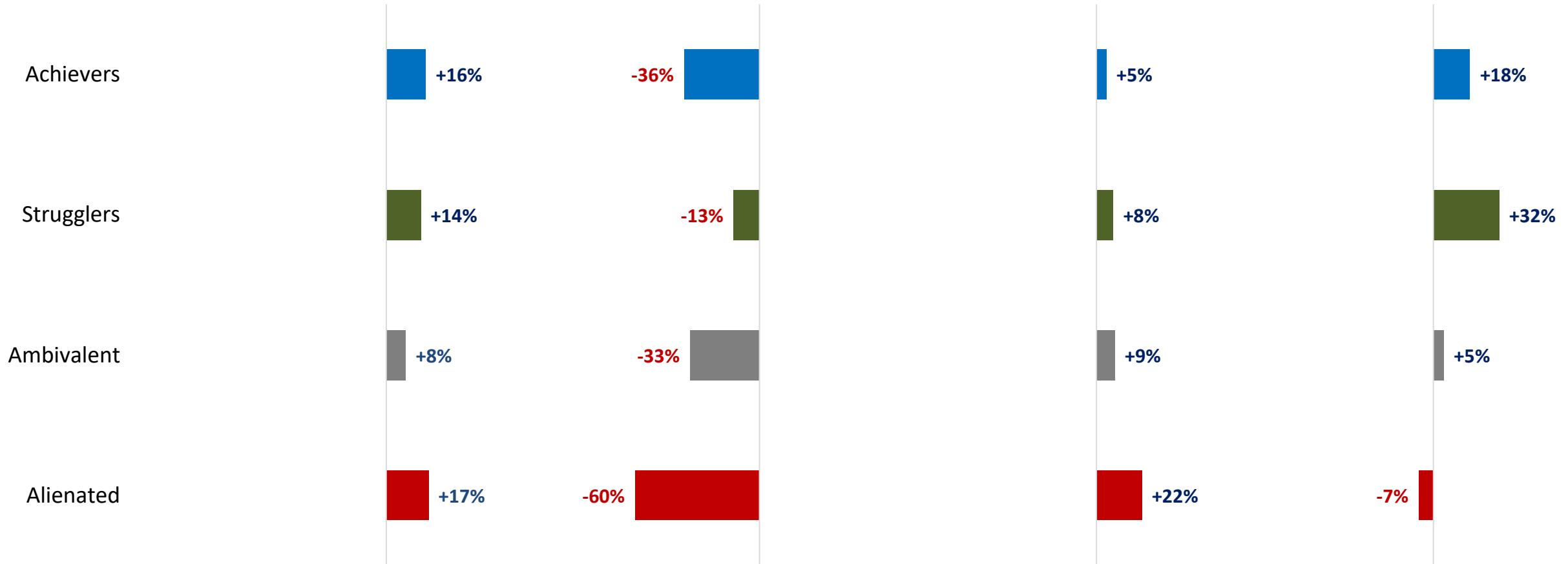
**Andrew
Scheer**



**Jagmeet
Singh**



**Yves-François
Blanchet***

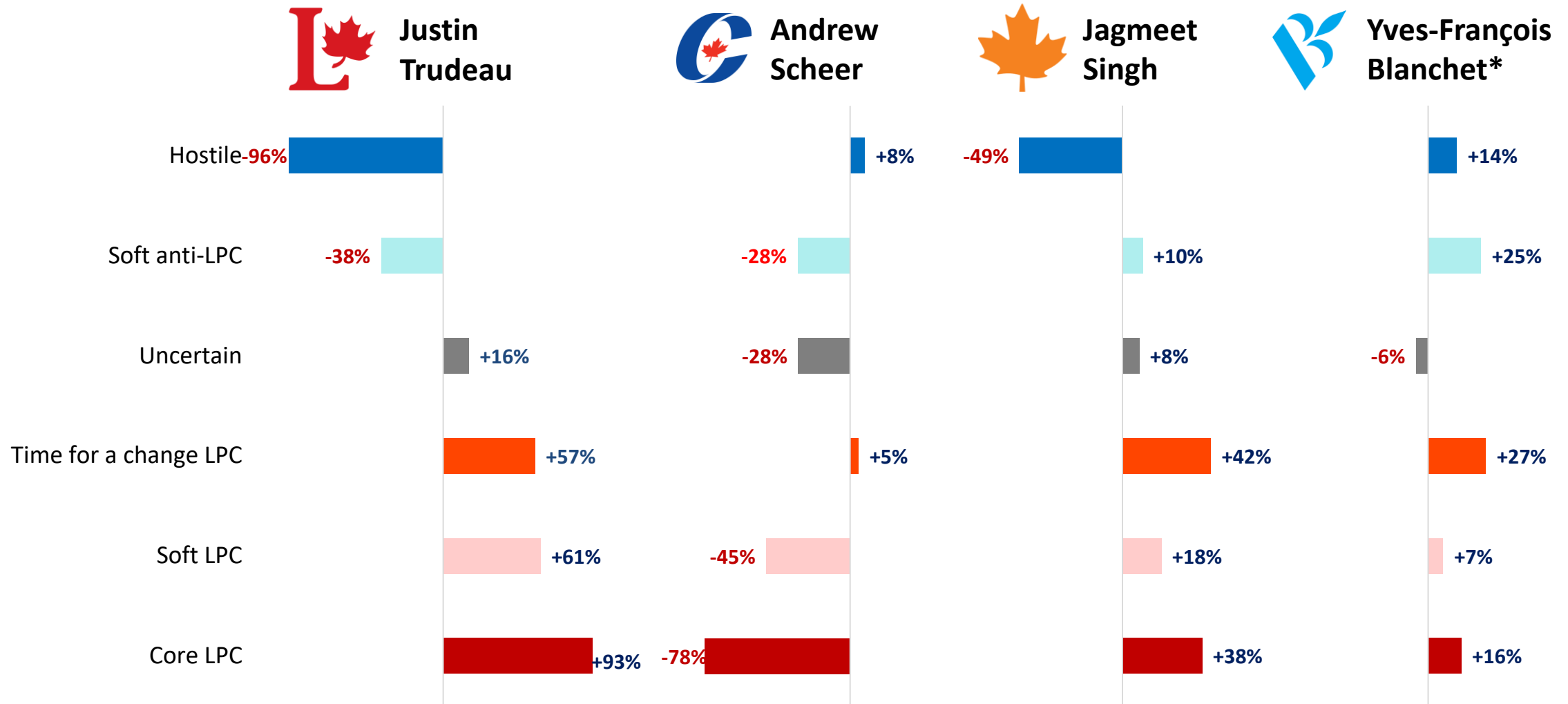


NET Favourability by Value Clusters:

Each chart shows the net favourability (% favourable minus % unfavourable) for each leader within INNOVATIVE's 6 value cluster segments.

*Results for Yves-François Blanchet are from Quebec only.

Leader favourability by Time for a Change: Those hostile towards the government are most favourable of Scheer and Blanchet



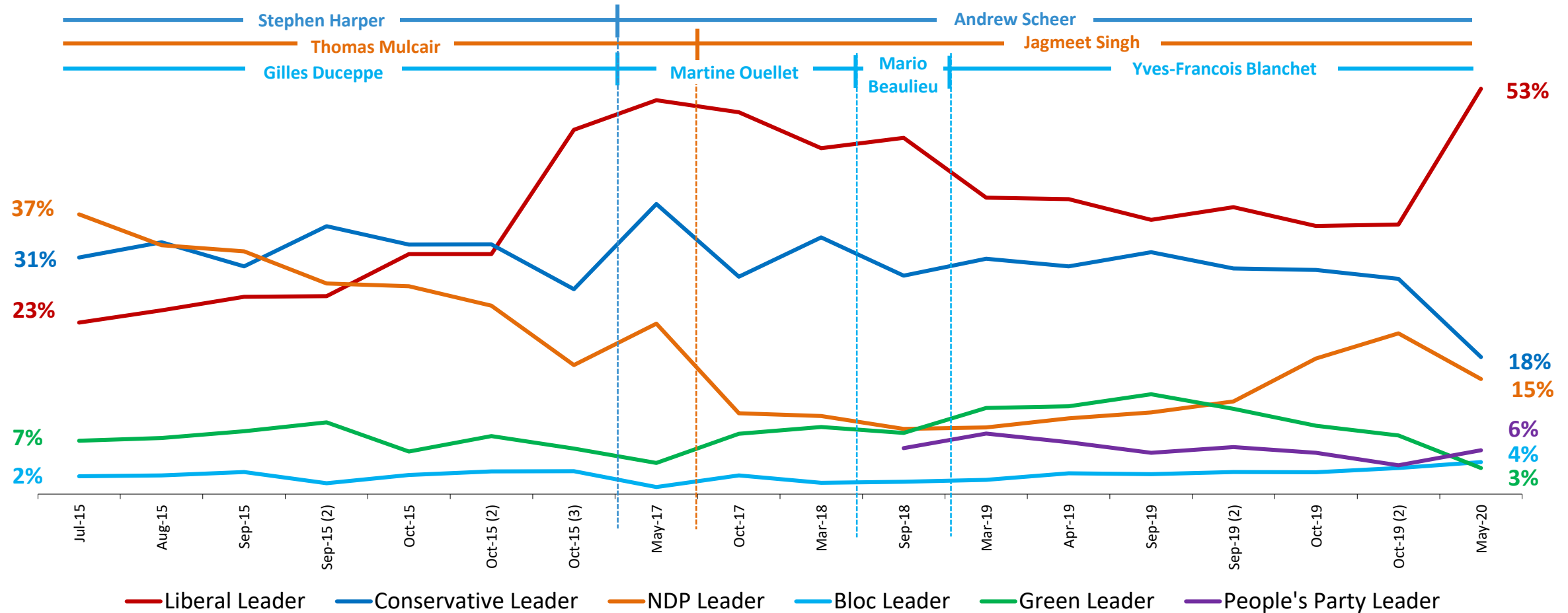
NET Favourability by Value Clusters:

Each chart shows the net favourability (% favourable minus % unfavourable) for each leader within INNOVATIVE's 6 value cluster segments.

*Results for Yves-François Blanchet are from Quebec only.

Best Prime Minister Tracking: Trudeau gains 18 points since October, now a majority (53%) choose him as best Prime Minister

Q Which of the following party leaders would make the best Prime Minister of Canada?
[asked of all respondents; n=1500]



The Liberal Party continues to lead in Federal vote

Innovative reports on vote intention in two ways.

When we ask people who they would vote for if an election were held today, and who they lean towards if they are unsure, we call those results Combined vote. This accounts for the views of everyone in the population including decided voters, undecided voters, and non-voters.

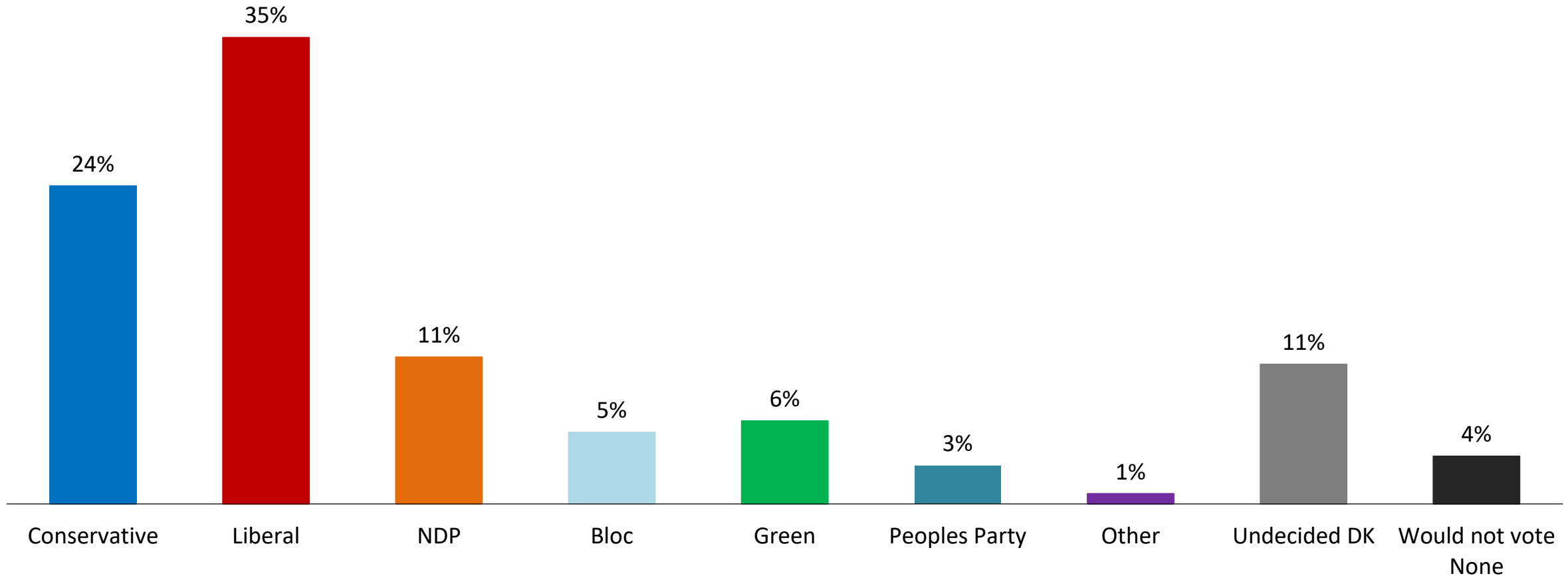
When we look at the results among *only* decided voters, we call that Decided vote. These results most tell us what the election results would be like if the survey results matched the election exactly.

Federal Combined Vote: Over a third (35%) would vote Liberal, 1-in-4 (24%) for CPC, and 1-in-10 would vote for NDP or are Undecided (11%)



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=1500]

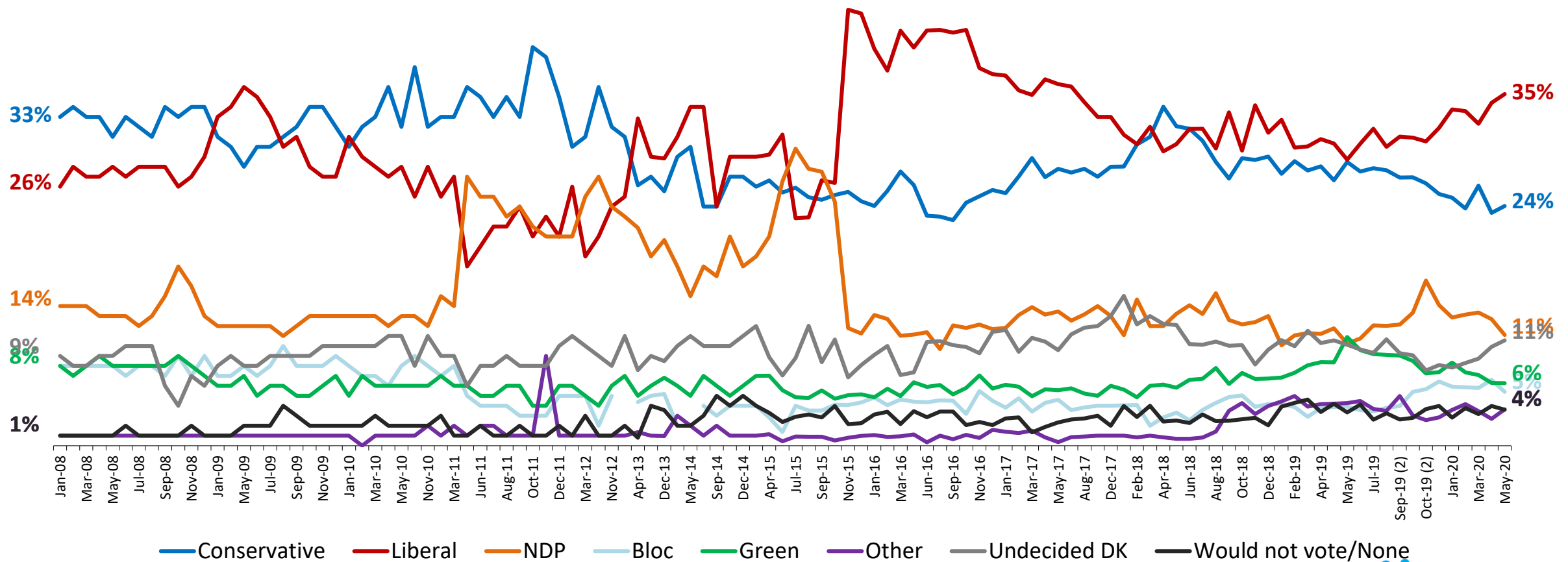


Federal Vote Tracking: No major shifts month-to-month; Liberals (35%) hold 11-point lead over CPC (24%) with NDP in distant third



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=1500]

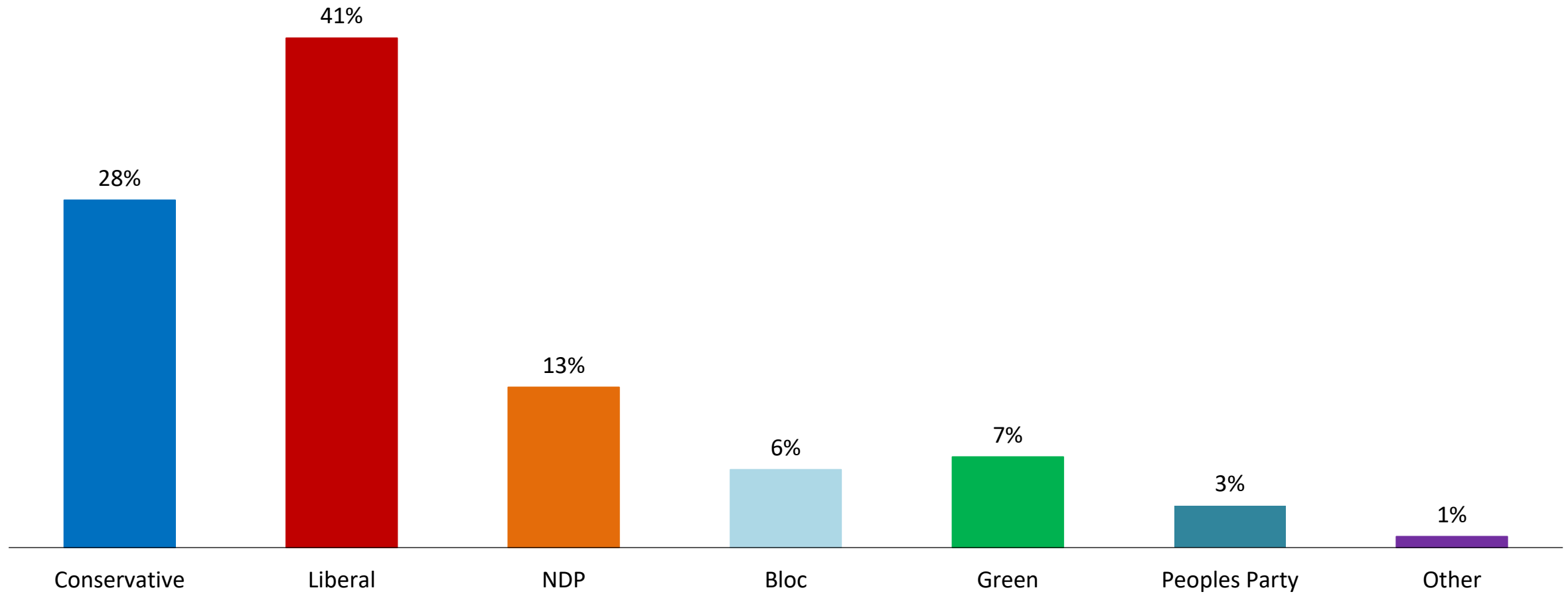


Federal Decided Vote: 4-in-10 (41%) decided would vote Liberal, nearly 3-in-10 (28%) for CPC, and 13% would choose NDP



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

[decided voters only; n=1287]

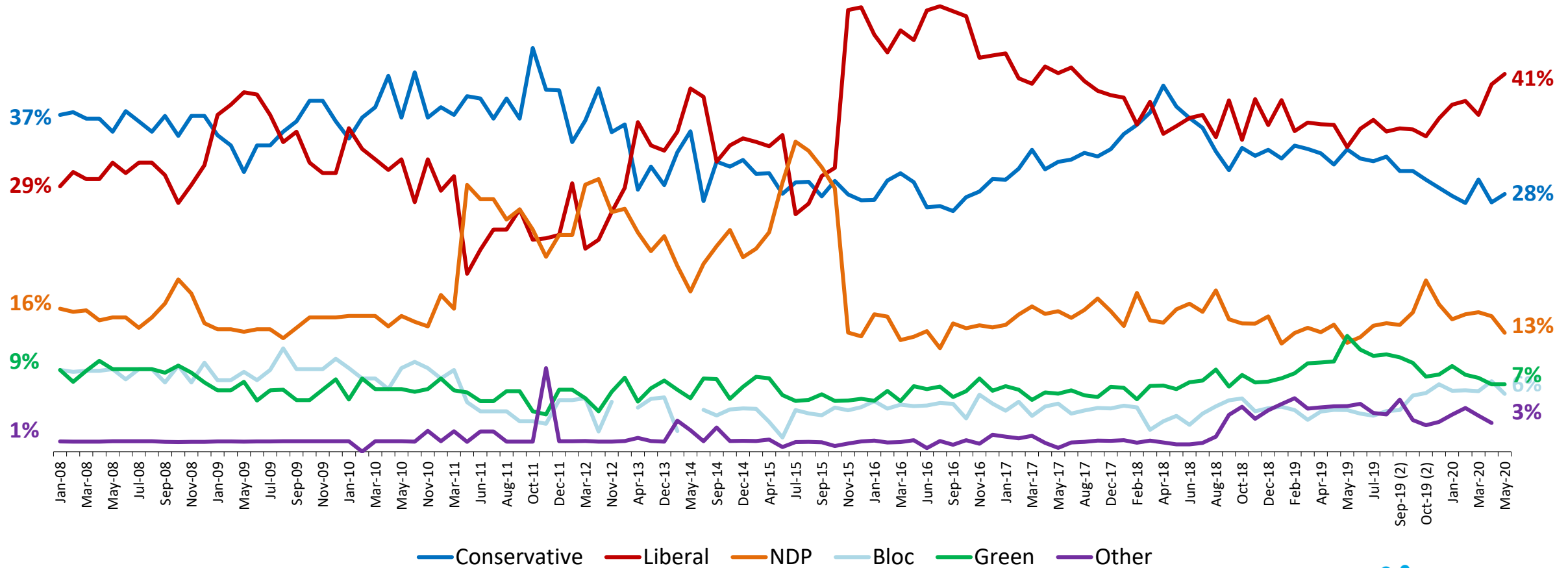


Federal Decided Vote Tracking: Liberals (41%) hold wide lead over CPCs (28%) among decided voters



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 decided voters; n=1287]



Decided Vote by Region: CPC leads in Alberta, roughly tied with Liberals in Prairies, and behind Liberals in all other regions

Decided vote by Region

		Region					
		BC	AB	Prairies	ON	QC	Atlantic
		(N=179)	(N=147)	(N=82)	(N=501)	(N=295)	(N=84)
Decided Vote	Conservative	30%	49%	36%	27%	16%	24%
	Liberal	36%	27%	34%	48%	40%	48%
	NDP	23%	12%	17%	12%	7%	14%
	Bloc	0%	0%	0%	0%	28%	0%
	Green	8%	5%	8%	8%	6%	10%
	Other	2%	7%	5%	5%	3%	4%

Note: Current data: May 2020

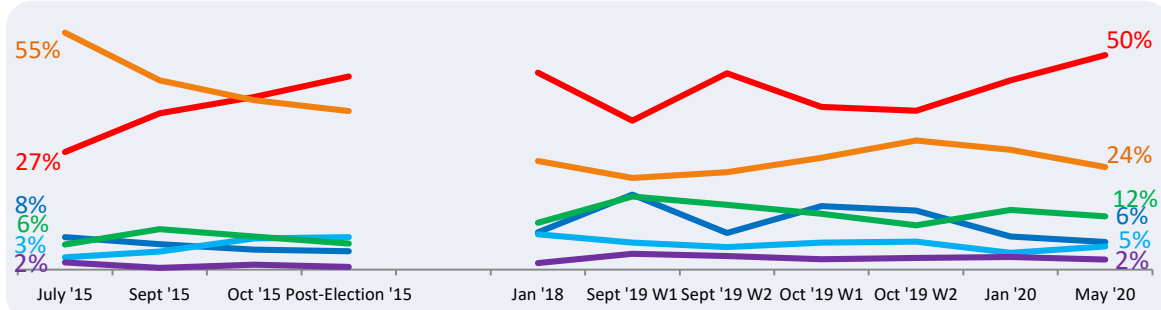
Decided Vote by Value Cluster: All value groups except Populist Conservatives and Deferential Conservatives favour the Liberals

Federal Decided Vote	Value Clusters					
	Deferential Conservatives	Populist Conservatives	Business Liberals	Left Liberals	Thrifty Moderates	Core Left
	(N=161)	(N=135)	(N=369)	(N=178)	(N=153)	(N=292)
Conservative	49%	68%	27%	16%	28%	6%
Liberal	31%	13%	49%	49%	34%	50%
NDP	7%	2%	9%	17%	14%	24%
Bloc	7%	1%	7%	6%	12%	5%
Green	2%	4%	6%	6%	11%	12%
Other	5%	12%	3%	5%	2%	2%

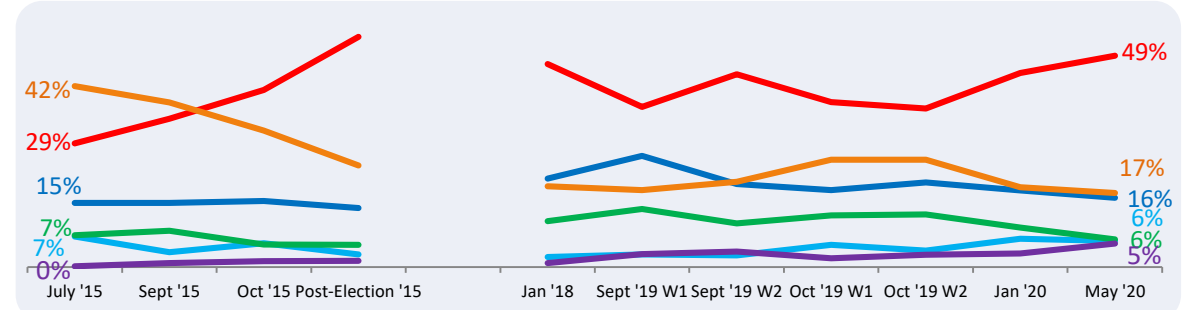
Note: Current data: May 2020

Value Clusters: Liberal vote has been increasing among the Core Left and Left Liberals since the election

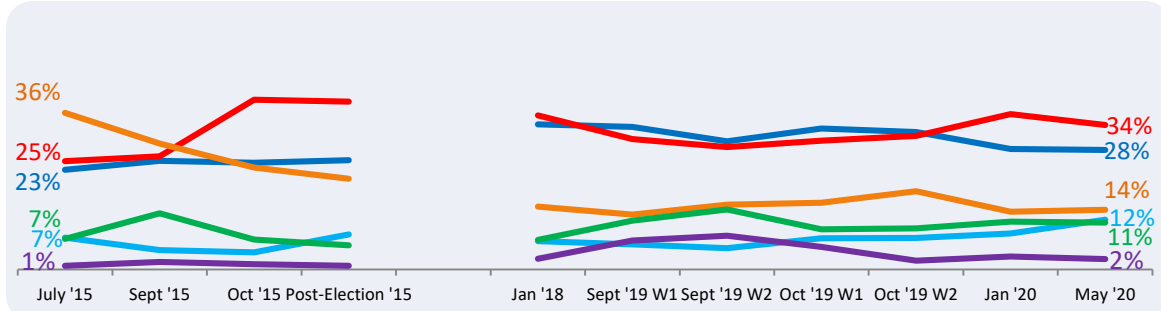
Core Left



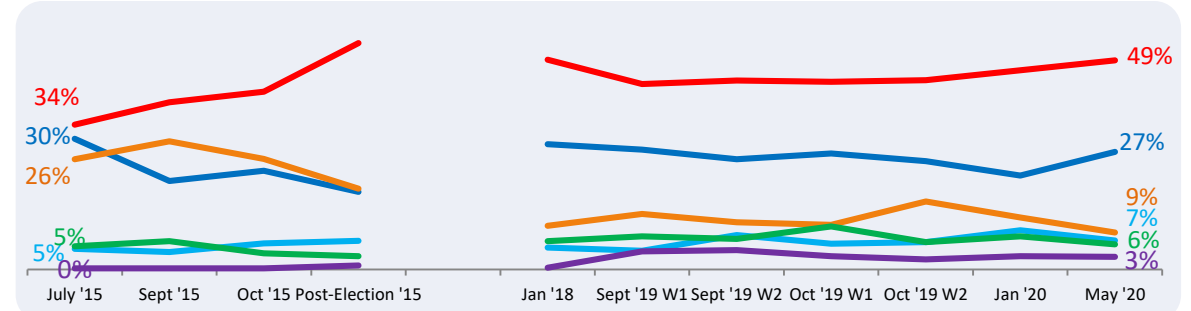
Left Liberals



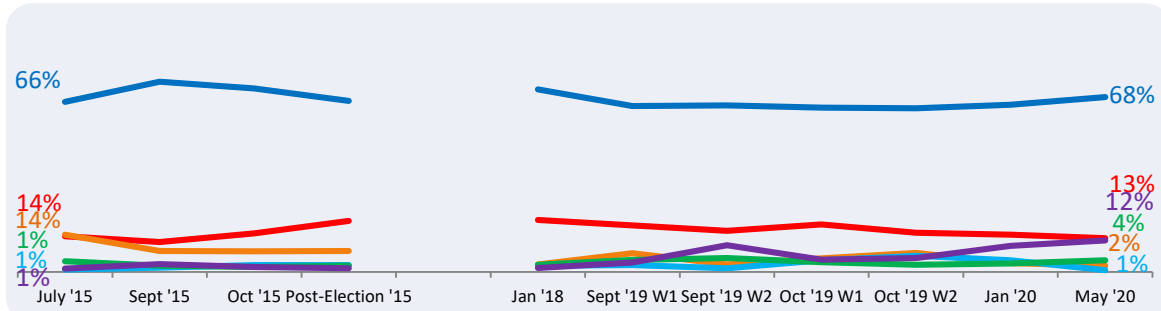
Thrifty Moderates



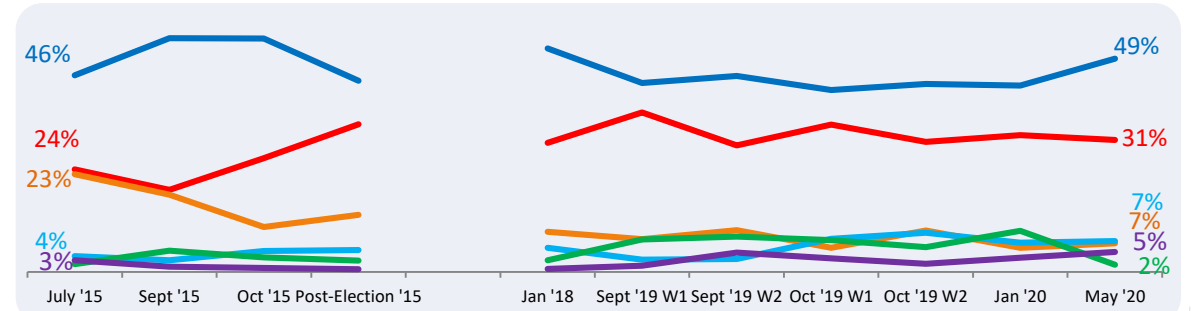
Business Liberals



Populist Conservatives



Deferential Conservatives



Note: Individual charts use different y-axes.
Use caution when comparing across charts.

Decided vote:

Liberal

Conservative

NDP

Green

Bloc

PPC/Other

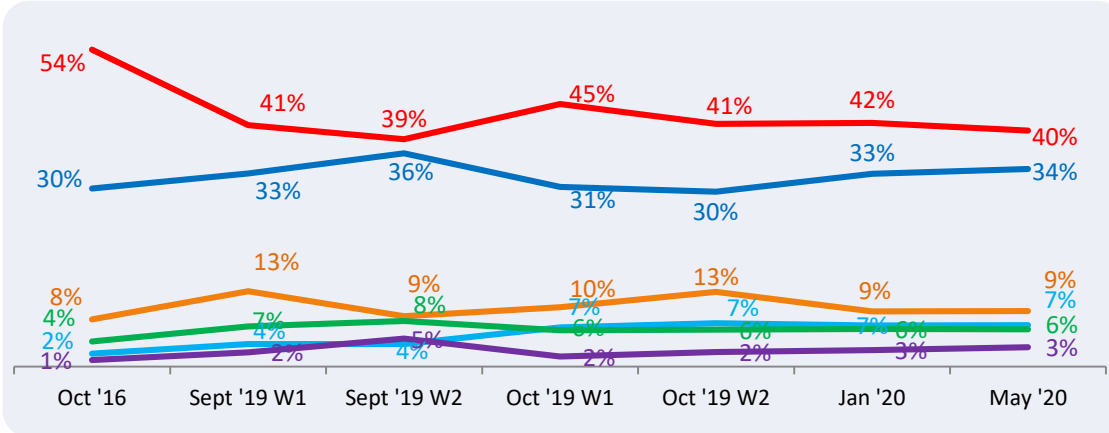
Decided Vote by Economic Gap: Liberals ahead in all four gap groups, with a close race for Achievers between Liberals and CPC

		Economic Gap			
		Achievers	Strugglers	Ambivalent	Alienated
		(N=443)	(N=313)	(N=246)	(N=285)
Federal Decided Vote	Conservative	34%	31%	26%	18%
	Liberal	40%	42%	38%	44%
	NDP	9%	10%	15%	20%
	Bloc	7%	7%	8%	4%
	Green	6%	6%	8%	9%
	Other	3%	4%	5%	5%

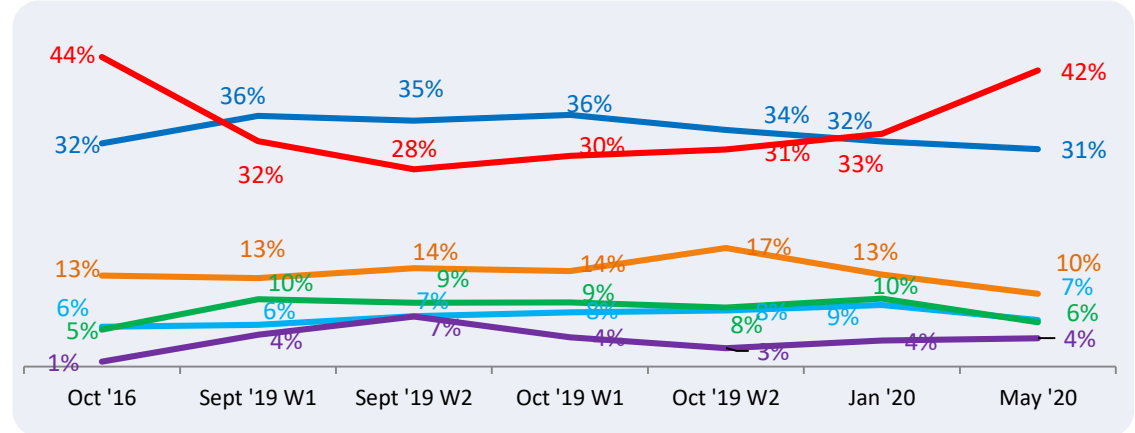
Note: Current data: May 2020

Federal Vote by Gap Segments: The Liberals are up among Canadian Dream Strugglers and Alienated voters

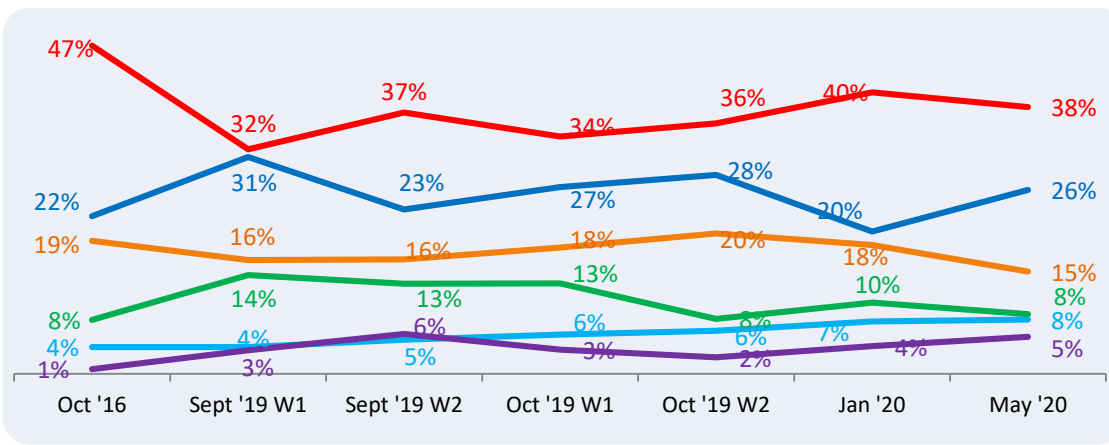
Canadian Dream Achievers



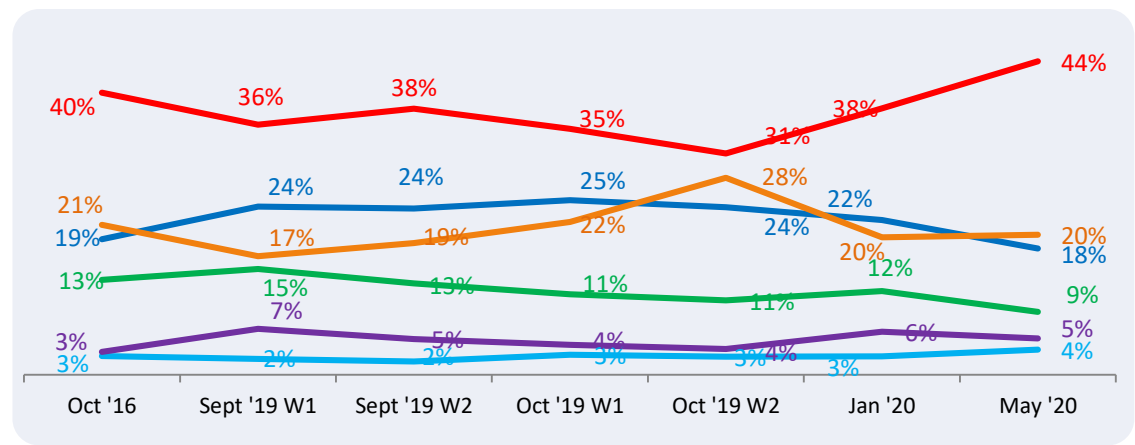
Canadian Dream Strugglers



Ambivalent



Alienated



Decided vote:

Liberal

Conservative

NDP

Green

Bloc

PPC/Other

Decided Vote by Time for Change: Liberals are winning nearly half of the Time-for-a-Change Liberal segment

		Time for Change					
		Core LPC	Soft LPC	Time for a change LPC	Uncertain	Soft anti-LPC	Hostile
		(N=416)	(N=140)	(N=107)	(N=105)	(N=266)	(N=254)
Federal Decided Vote	Conservative	1%	13%	19%	27%	38%	74%
	Liberal	83%	55%	47%	27%	10%	0%
	NDP	8%	16%	16%	16%	23%	6%
	Bloc	3%	7%	3%	10%	12%	5%
	Green	4%	7%	7%	18%	12%	4%
	Other	0%	3%	7%	2%	5%	10%

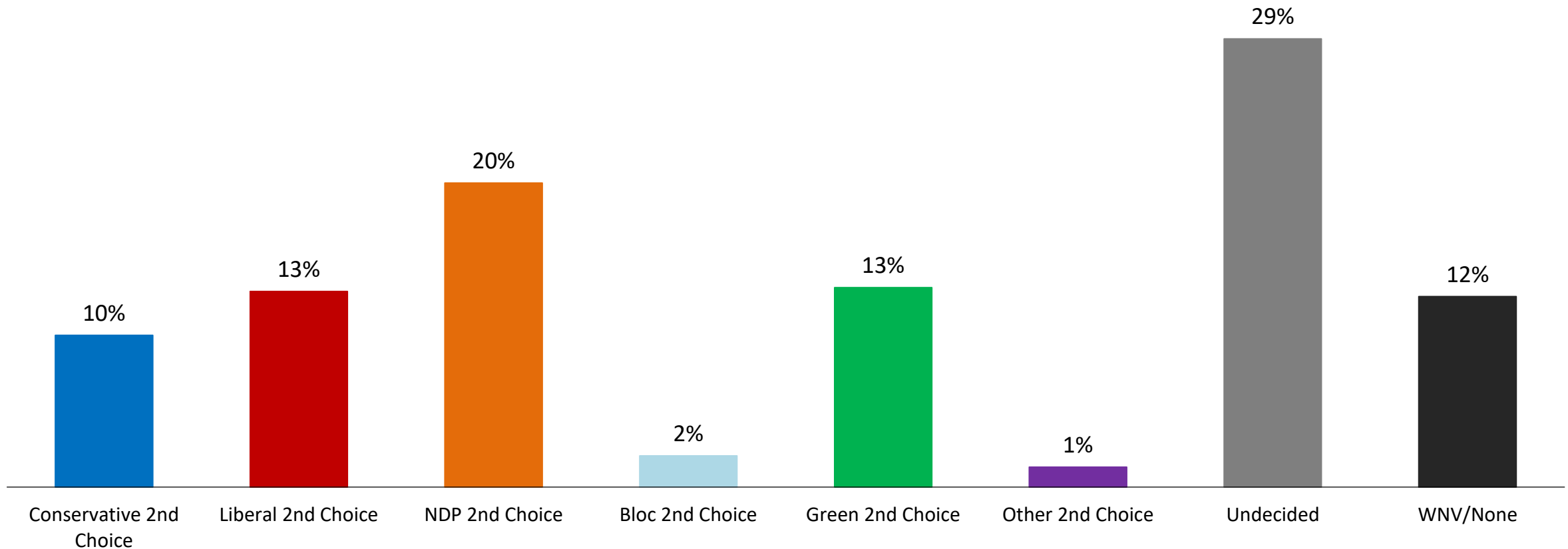
Note: Current data: May 2020

Federal 2nd Choice: A plurality (41%) don't know or have a second choice; 2-in-10 (20%), if given another option, would choose NDP



And which party would be your second choice?

[only decided voters; n=1287]



Federal 2nd Choice: A plurality of 1st choice Liberals (33%) would vote NDP as their next choice, 1-in-4 (26%) are Undecided

And which party would be your second choice? BY [Vote+Lean]

Second Choice	First Choice				
	Conservative 1st Choice	Liberal 1st Choice	NDP 1st Choice	Bloc 1st Choice	Green 1st Choice
	(N=361)	(N=530)	(N=167)	(N=81)	(N=94)
	Conservative 2nd Choice	15%	8%	9%	10%
	Liberal 2nd Choice	15%	37%	21%	26%
	NDP 2nd Choice	11%	33%	13%	25%
	Bloc 2nd Choice	1%	3%		4%
	Green 2nd Choice	6%	23%	20%	0%
	Undecided	41%	21%	20%	27%
	Other 2nd Choice	2%	1%	2%	1%
	WNV/None	23%	7%	15%	6%

Note: 'Other' in Combined Vote not shown due to insufficient sample size.

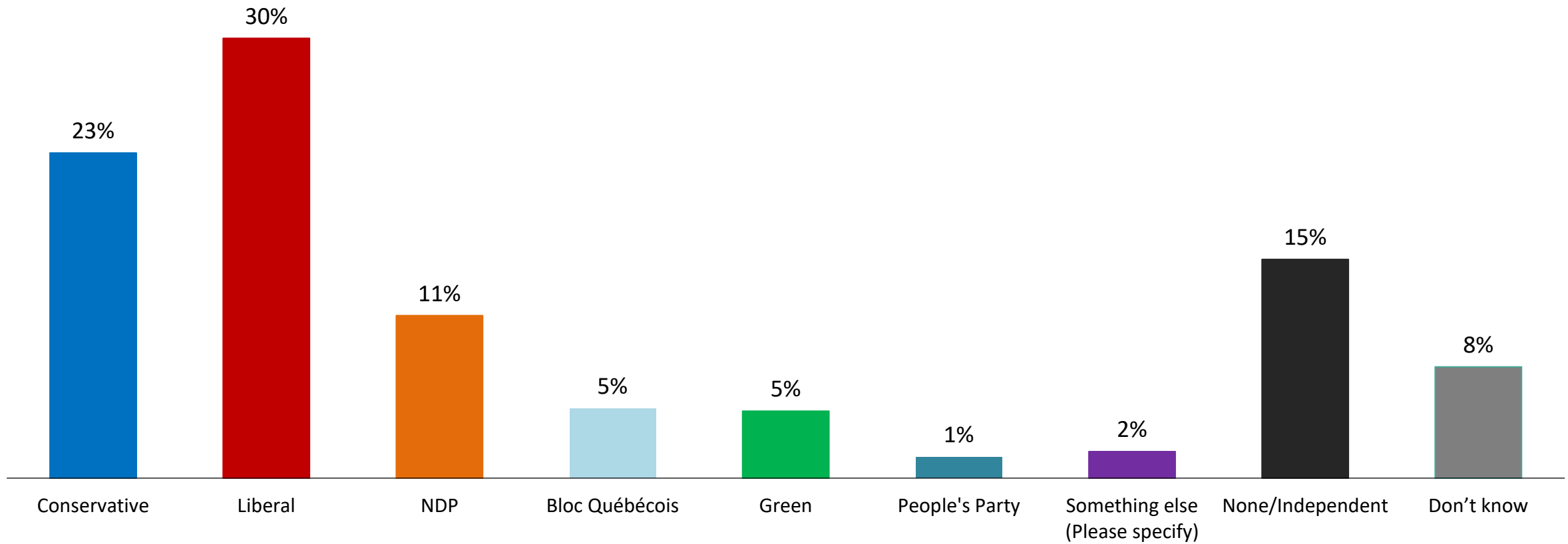
Current data: May 2020

Federal Party ID: 3-in-10 (30%) identify as Liberal, nearly 1-in-4 (23%) as Conservative, 11% as NDP , and 15% as Independent



Now we have just a few last questions for statistical purposes. Thinking about politics in Canada, generally speaking, do you usually think of yourself as a...

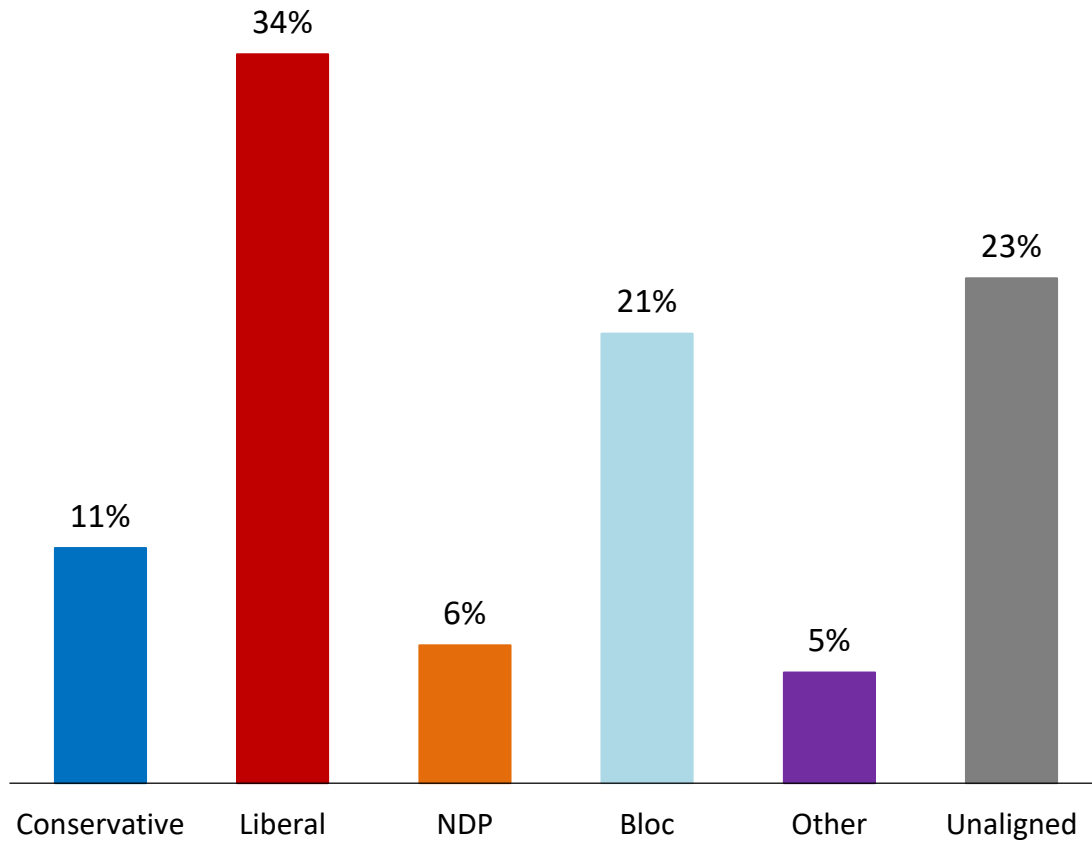
[asked of all respondents; n=1500]



Federal Party ID (Quebec vs. ROC): Liberals (34%) lead on ID in Quebec with Bloc (21%) 13 points behind

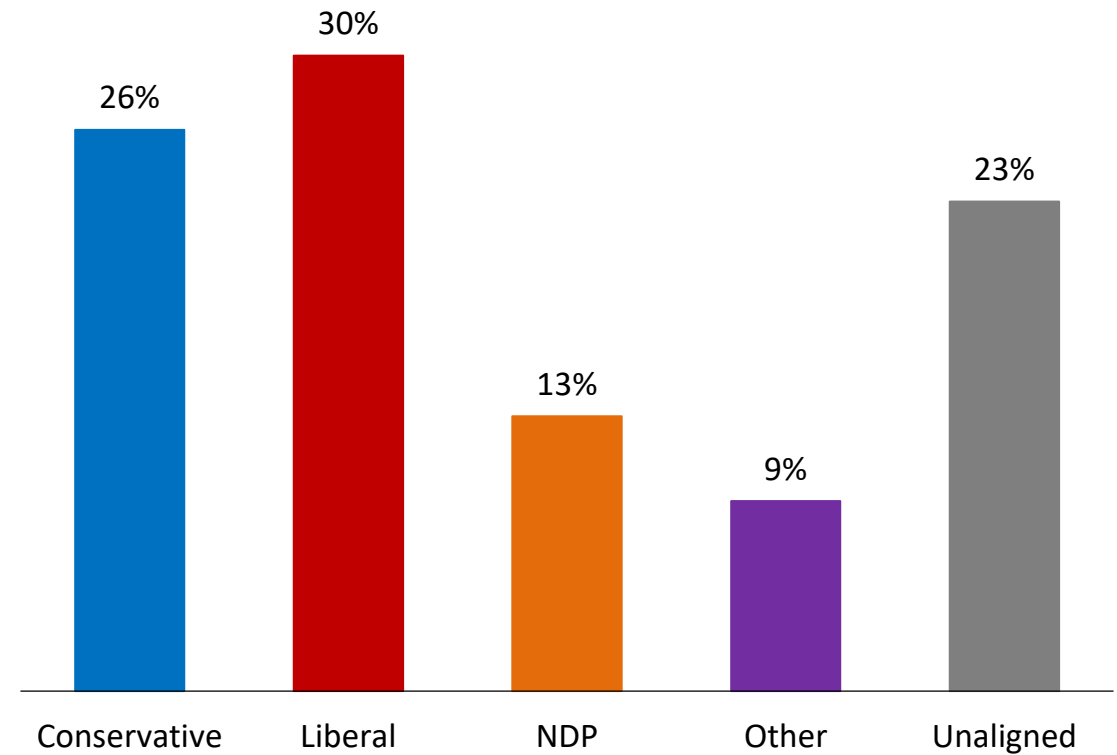
Party ID: Quebec

[Respondents in Quebec; n=350]



Party ID: Rest of Canada

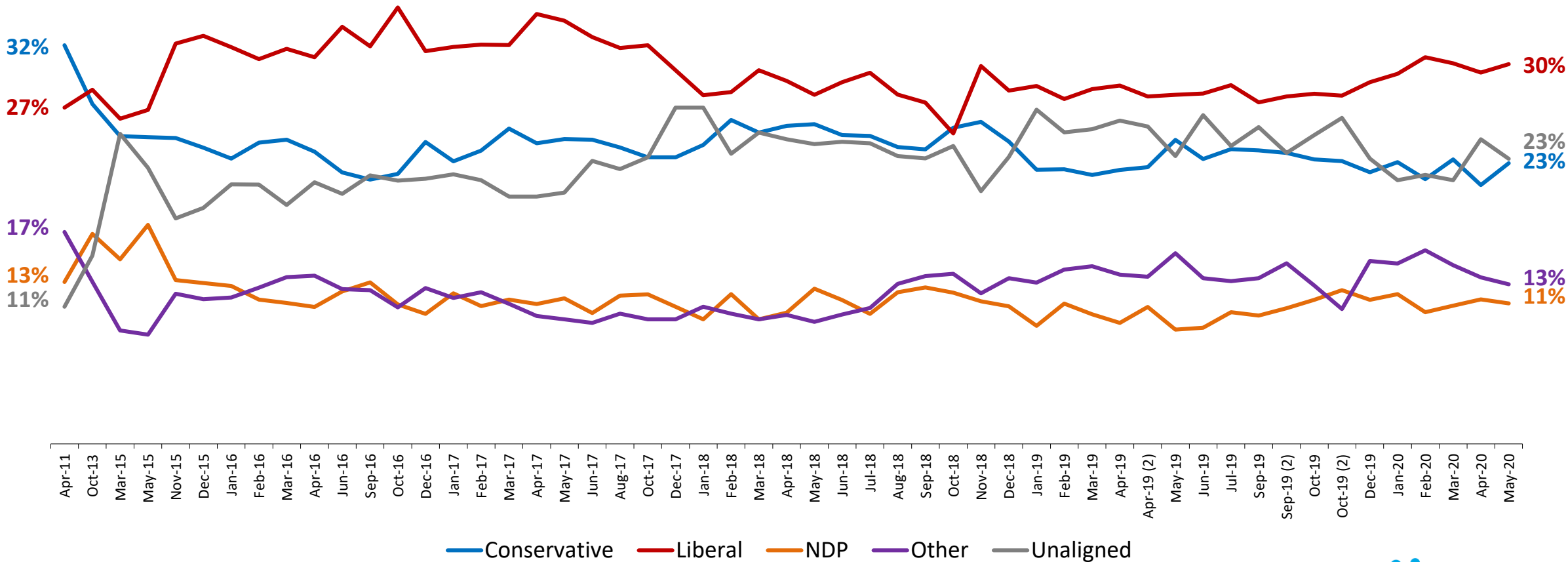
[Respondents in the rest of Canada; n=1150]



Federal Party ID Tracking: Steady month-to-month, Liberals (30%) maintain wide lead on political identification



Now we have just a few last questions for statistical purposes. Thinking about politics in Canada, generally speaking, do you usually think of yourself as a...
[asked of all respondents; n=1500]



Combined Vote by Party ID: Strong majorities of Liberal (91%), CPC (81%), and NDP (78%) identifiers would vote for their party

		Federal Party Identification				
		Conservative	Liberal	NDP	Other	Unaligned
		(N=330)	(N=445)	(N=163)	(N=185)	(N=165)
Federal Combined Vote	Conservative	87%	3%	3%	9%	24%
	Liberal	7%	91%	15%	8%	40%
	NDP	1%	1%	78%	3%	14%
	Bloc	0%	1%	0%	38%	4%
	Green	1%	3%	3%	30%	11%
	Other	3%	1%	2%	14%	7%

Note: Current data: May 2020

Methodology

Survey Methodology

These are the results of an online survey conducted between May 1st and May 5th, 2020.

Method: This online survey was conducted using INNOVATIVE's Canada 20/20 national research panel with additional respondents from Lucid, a leading provider of online sample. 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.

Sample Size: n=2,699 Canadian citizens, 18 years or older. The results are weighted to n=1,500 based on Census data from Statistics Canada.

Field Dates: May 1st and May 5th, 2020.

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.

Margin of Error: 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.

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

	Unweighted (n)	Unweighted (%)	Weighted (n)	Weighted (%)
Males 18-34	266	9.9%	206	13.8%
Males 35-54	336	12.4%	251	16.7%
Males 55+	773	28.6%	272	18.1%
Females 18-34	320	11.9%	204	13.6%
Females 35-54	389	14.4%	260	17.4%
Females 55+	615	22.8%	307	20.4%
BC	384	14.2%	204	13.6%
AB	314	11.6%	170	11.3%
Prairies	368	13.6%	100	6.7%
ON	791	29.3%	573	38.2%
QC	433	16.1%	350	23.3%
Atlantic	406	15.1%	102	6.8%

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Building Understanding.

