



# Canada This Month National Political Overview

Public Opinion Research  
Release Date: June 26, 2020  
Field Dates: June 19 to June 23, 2020

# Canadian Politics in the time of COVID-19

The COVID-19 outbreak has set off a series of changes in the Canadian political landscape. Federally and provincially, governments are receiving high marks for their handling of the crisis, and this translates to changes for electoral politics as well. However, as the news shifts away from COVID-19 to other topics, we may be seeing the end of the rally effects that have influenced the political environment for months.

Today, INNOVATIVE is releasing results from our June Canada This Month survey. This online survey was in field from June 19<sup>th</sup> to 23<sup>rd</sup>, with a weighted sample size of 1,200 and oversamples in BC and Alberta. A detailed methodology is provided in the appendix.

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

# Government Approval

Both federal and provincial governments are continuing to receive high marks for their handling of COVID-19, with BC and Atlantic provinces performing best.



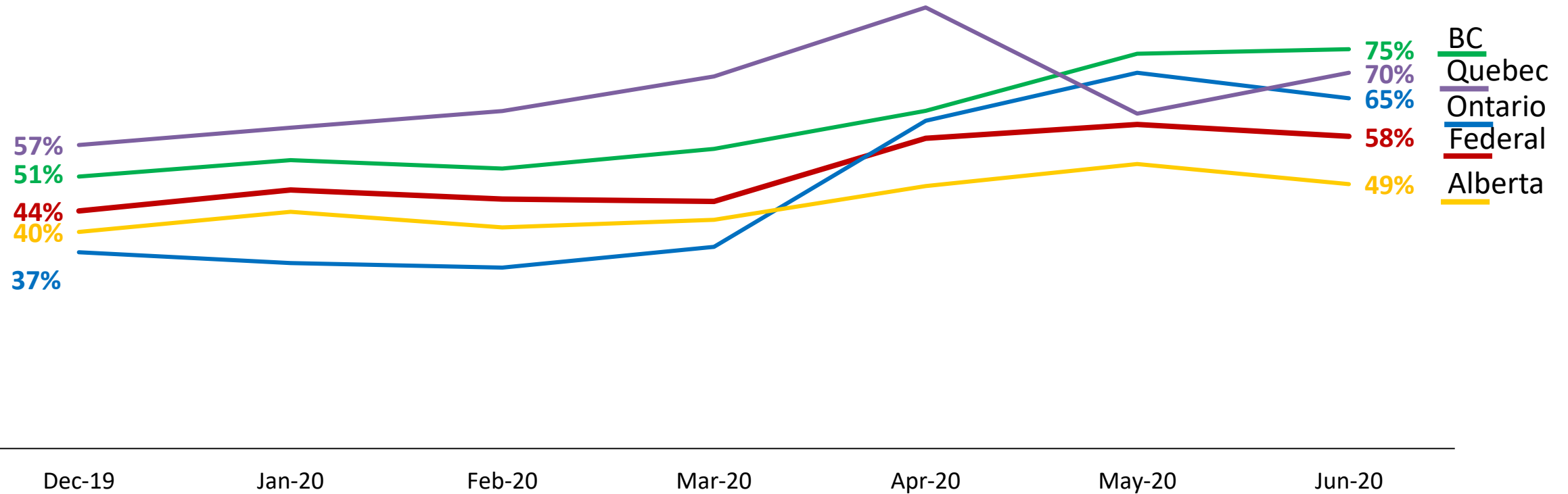
# Rally-'Round-the Flag: Overall satisfaction for the federal govt and provincial govts of the big 4 provinces has jumped during the outbreak



[Federal government] Generally speaking, how satisfied are you with the performance of the FEDERAL government in Canada? Would you say you are...?  
[Provincial governments] Generally speaking, how satisfied are you with the performance of the PROVINCIAL government in [PROV]? Would you say you are...?

[asked of all respondents; n=1,200]

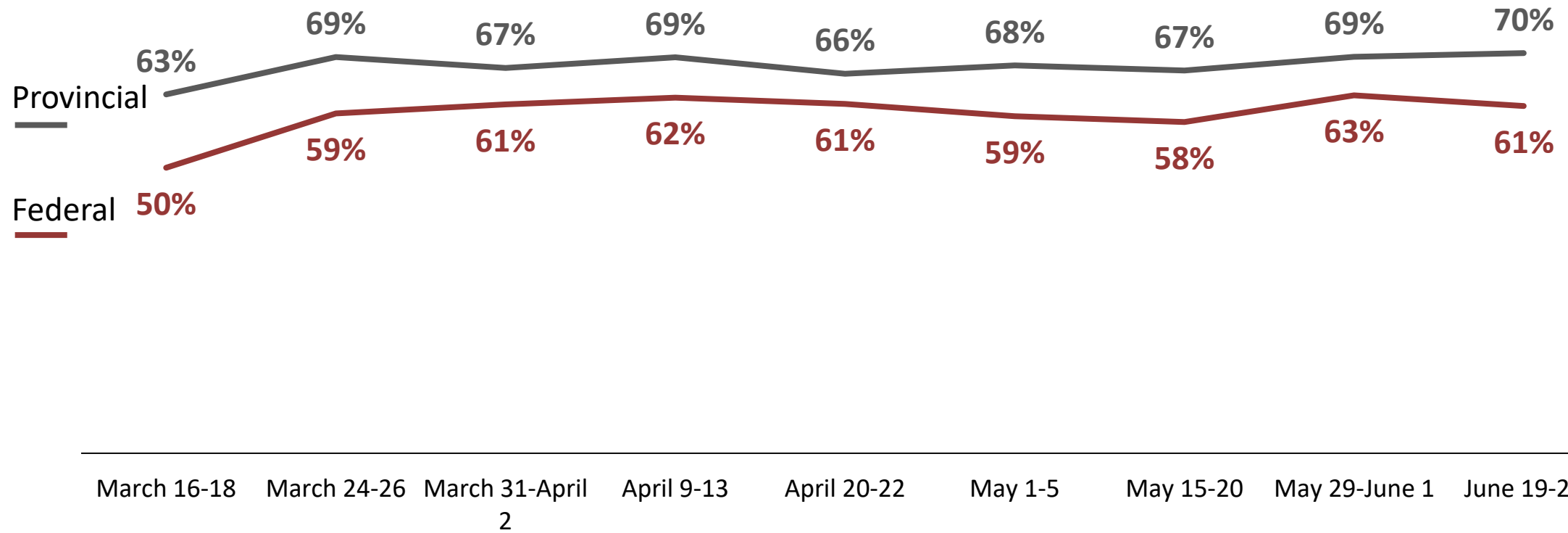
**% who say they are "very/somewhat satisfied"**



# COVID-19 Handling Tracking: Provincial and Federal approval on COVID-19 has stayed high throughout the pandemic <sup>5</sup>

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

[asked of all respondents; n=1,200]

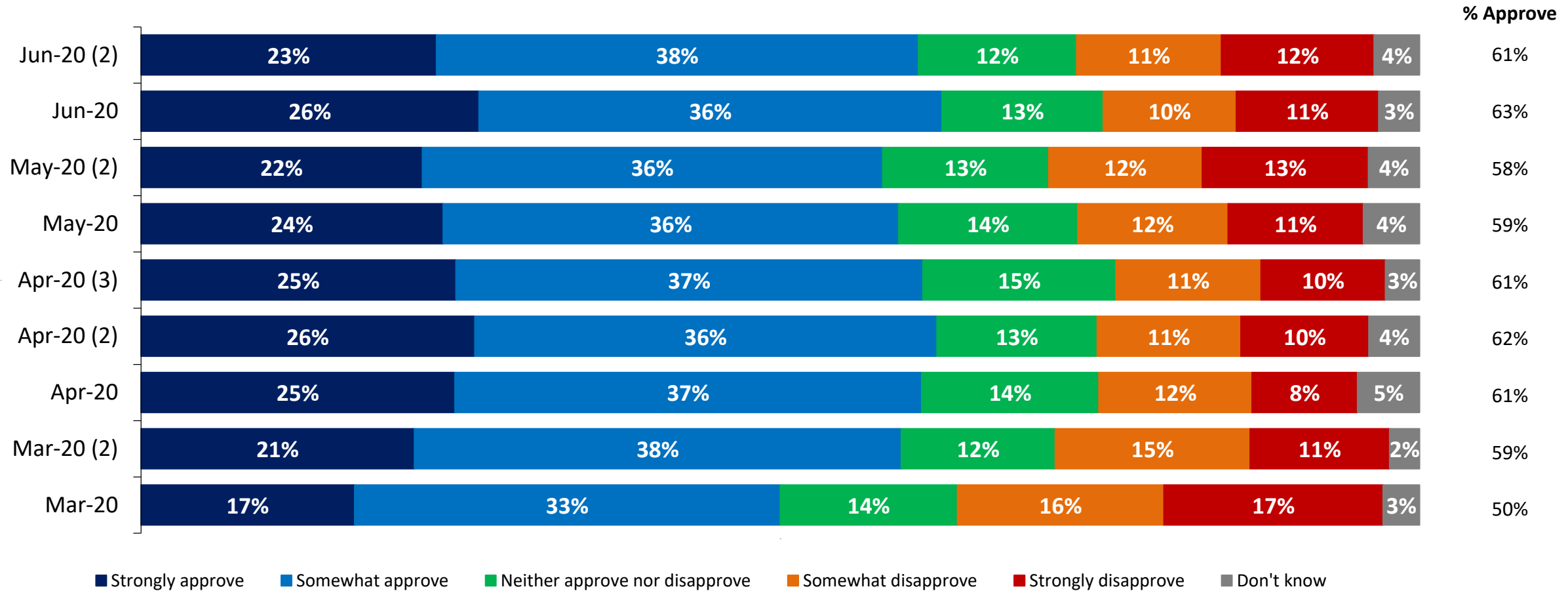


# COVID-19 Federal Tracking: Majority (61%) approve of the federal government's handling, largely steady since late March



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

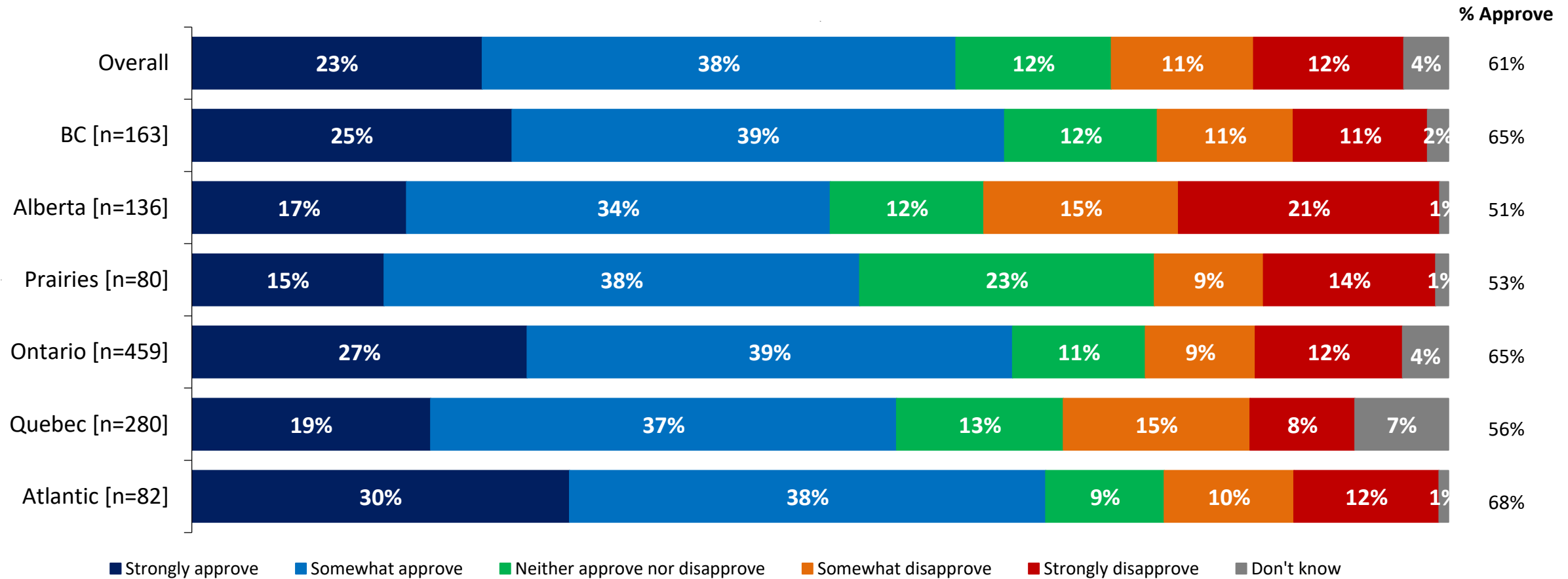
[asked of all respondents; n=1,200]



# COVID-19 Federal Handling by Region: Approval is highest in the Atlantic provinces (68%), BC (65%) and Ontario (65%)



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=1,200]

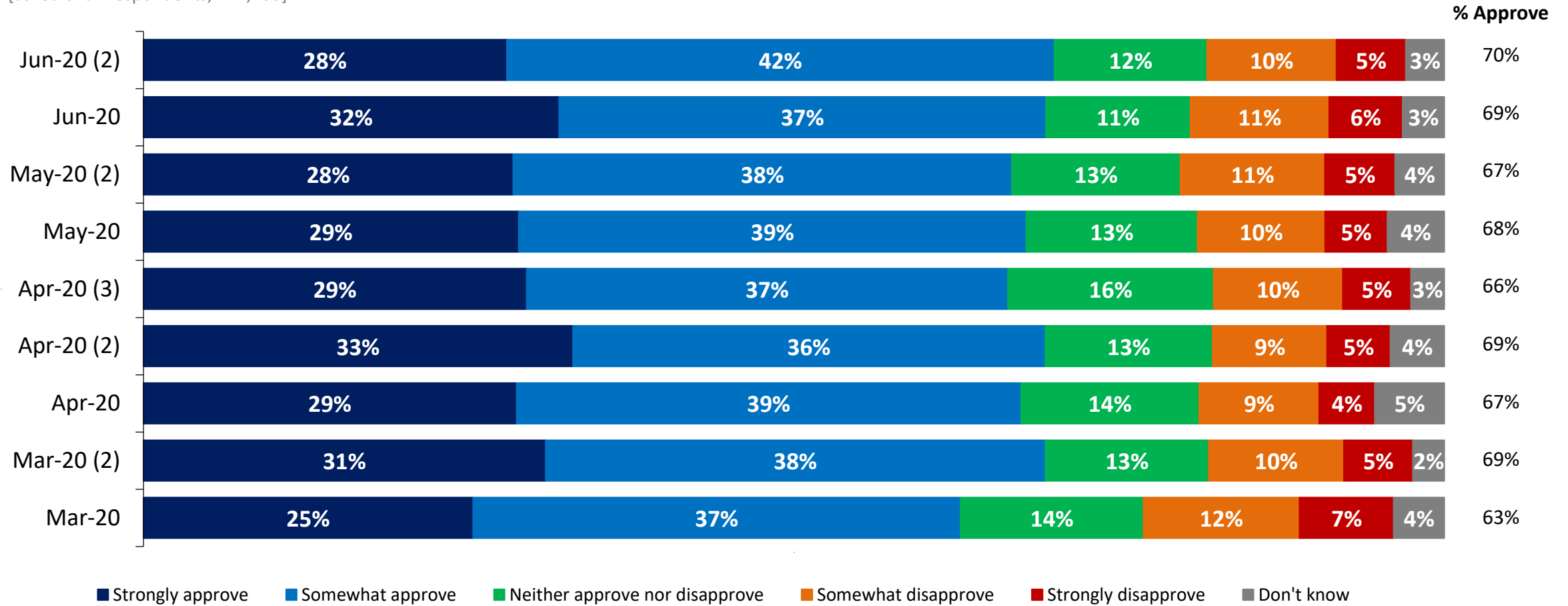


# COVID-19 Provincial Tracking: 7-in-10 approve of the way their province<sup>8</sup> has handled the COVID-19 outbreak, mostly steady since late March



Do you approve or disapprove of the way the [PROV] Government has handled the outbreak of COVID-19?

[asked of all respondents; n=1,200]

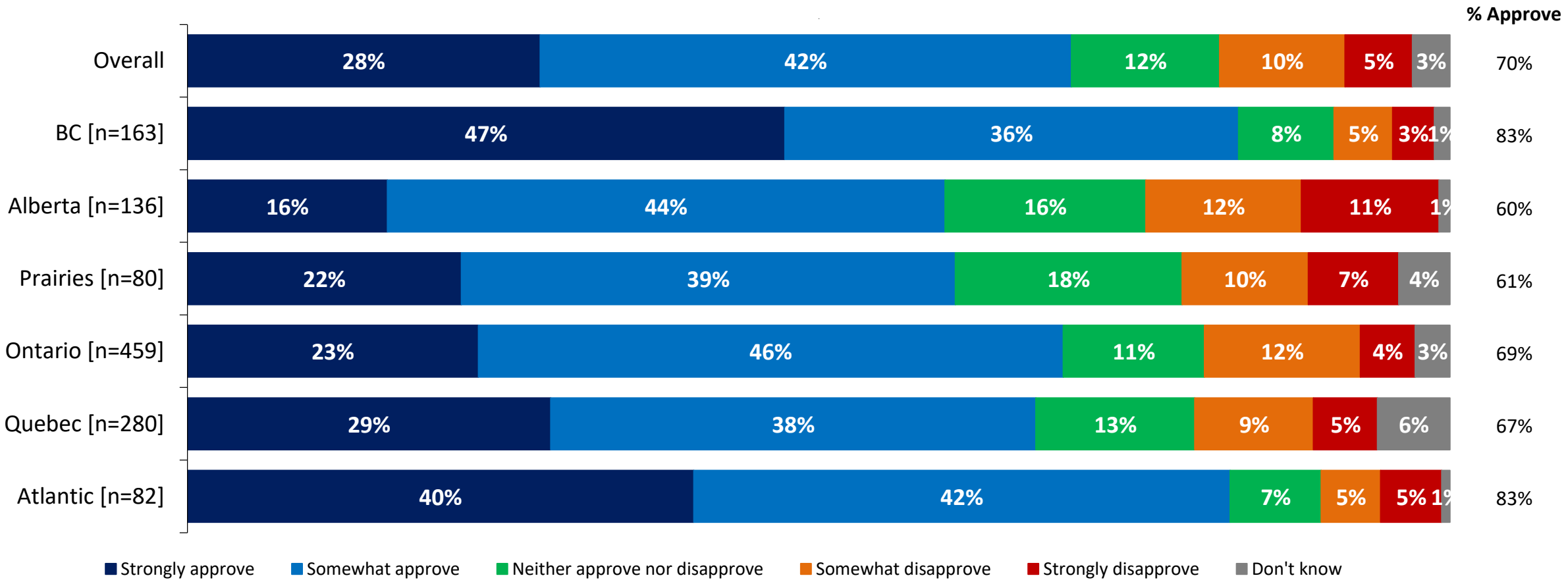




# COVID-19 Provincial Handling by Region: Approval of provincial government handling is highest in BC (83%) and Atlantic Canada (83%)



Do you approve or disapprove of the way the [PROV] Government has handled the outbreak of COVID-19?  
[asked of all respondents; n=1,200]



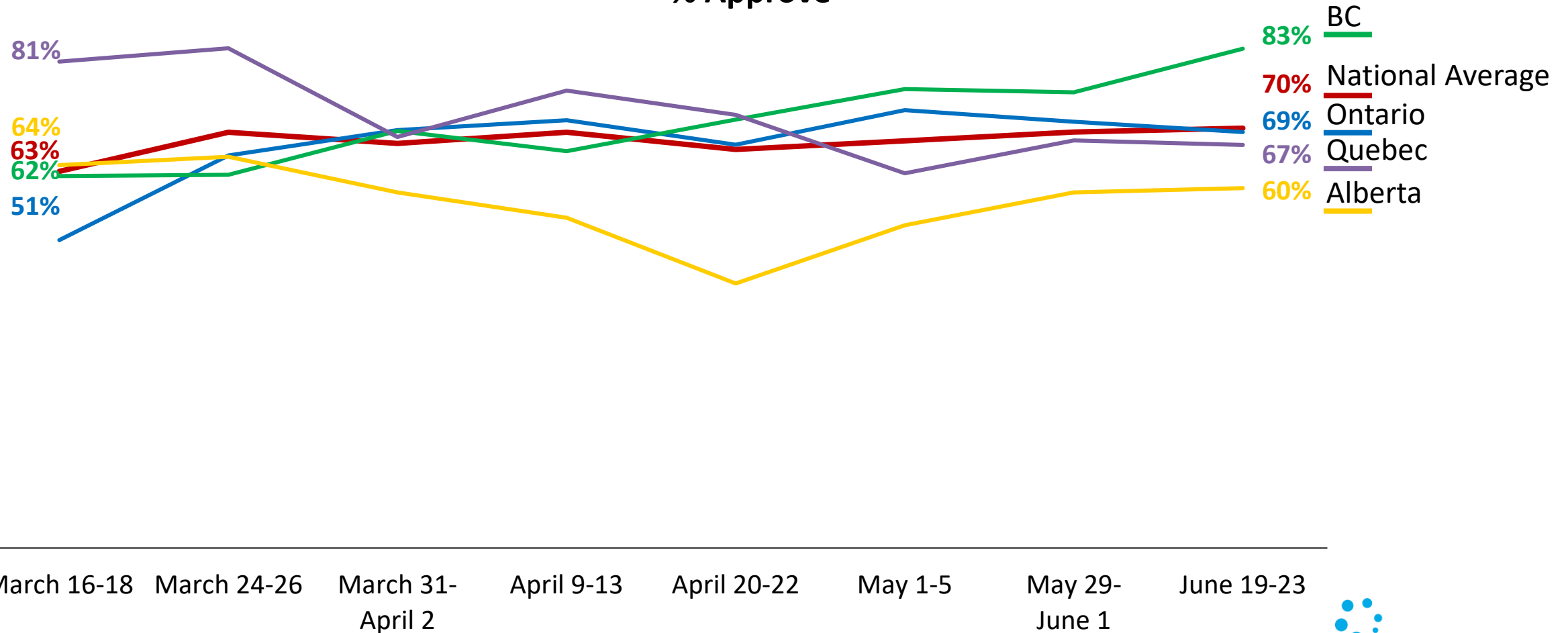
# COVID-19 Provincial Handling Tracking: BC is now seen as the strongest<sup>10</sup> province on handling the COVID-19 outbreak



Do you approve or disapprove of the way the [PROV] Government has handled the outbreak of COVID-19?

[asked of all respondents; n=1,200]

## % Approve

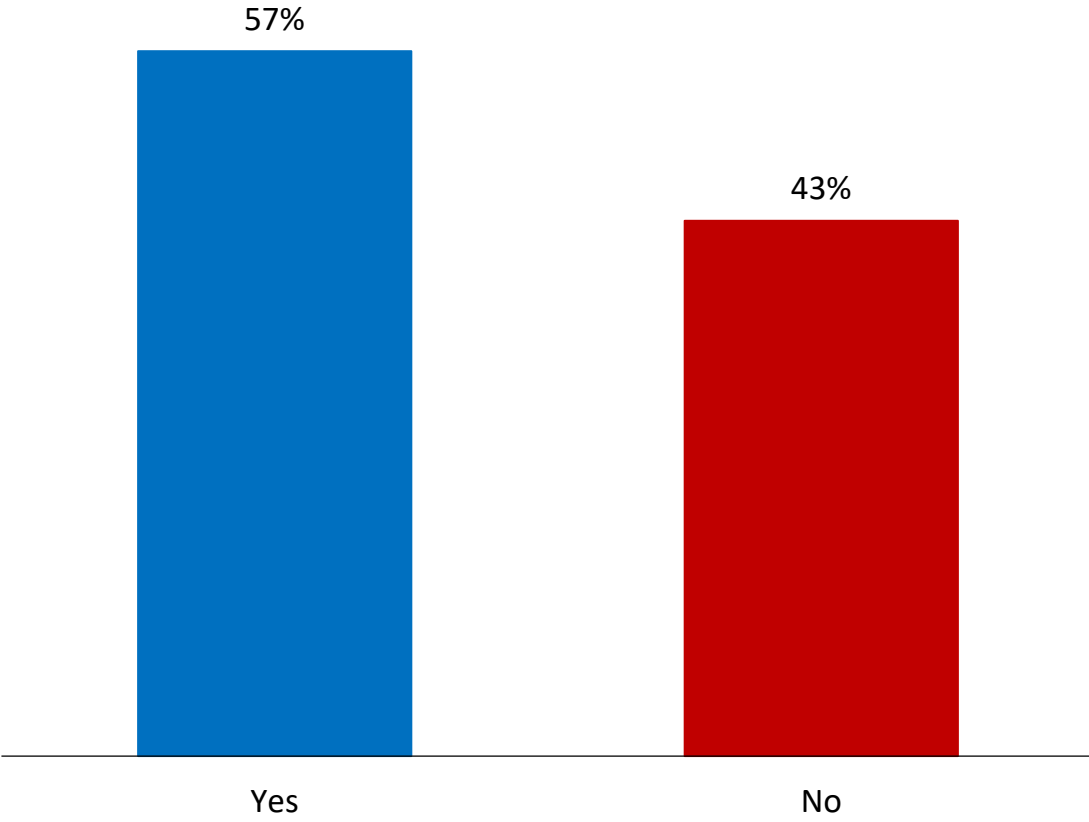


# Read, Seen, Heard

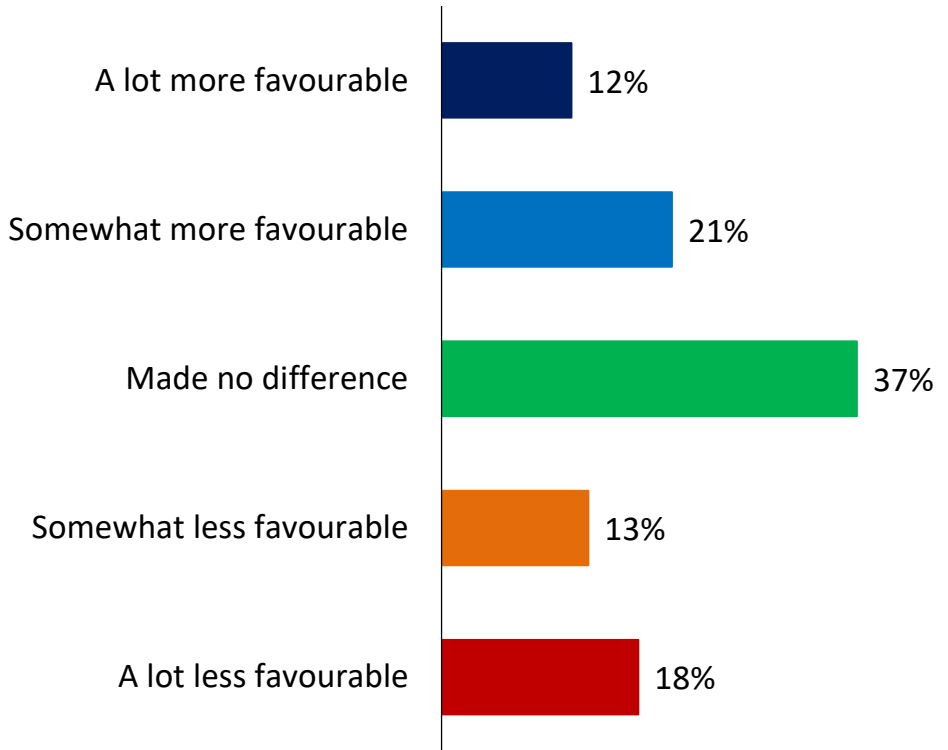
The UN Security Council bid is the most recalled news story and it received the first partisan political reaction to an issue since the pandemic began.

# Federal Read, Seen, Heard: A majority (57%) of respondents say they have RSH something about the Prime Minister

**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=1,200]



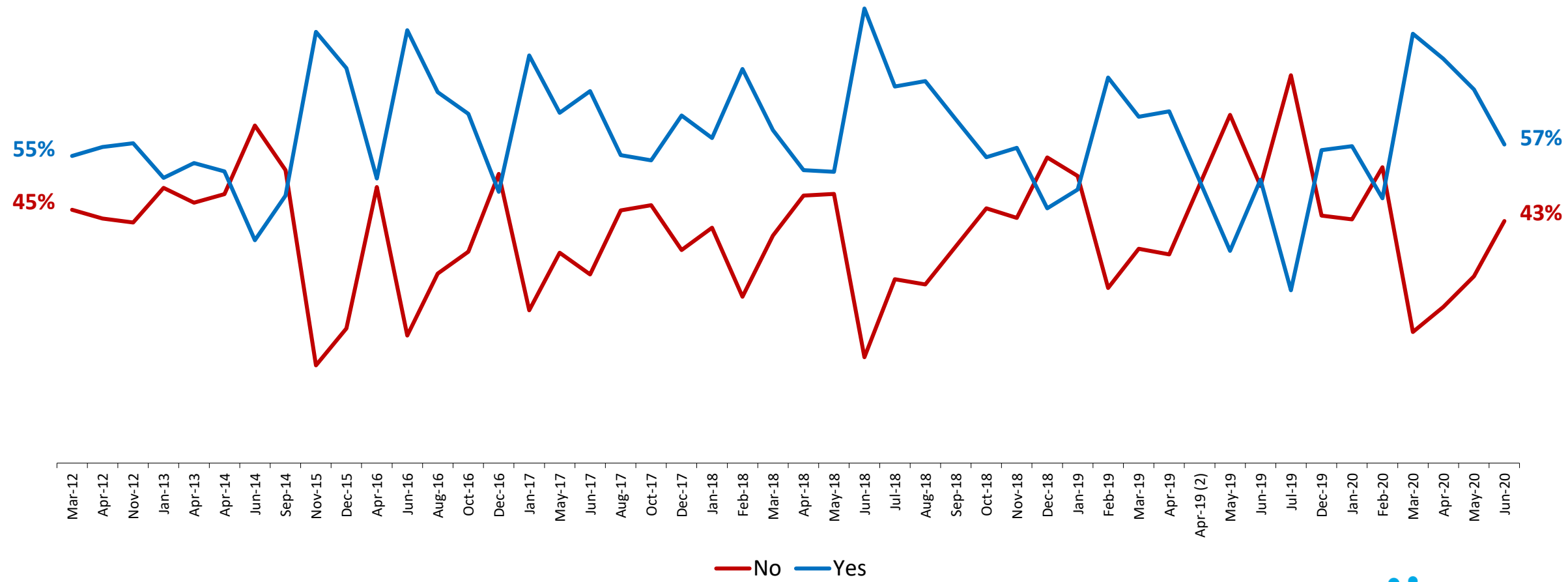
**Q** Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards Canada's Prime Minister and the Federal government?  
[Asked of those who have RSH; n=682]



# Read, Seen, Heard Tracking: RSH has continued to fall to 57% from a high of 77% in April



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=1,200]



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



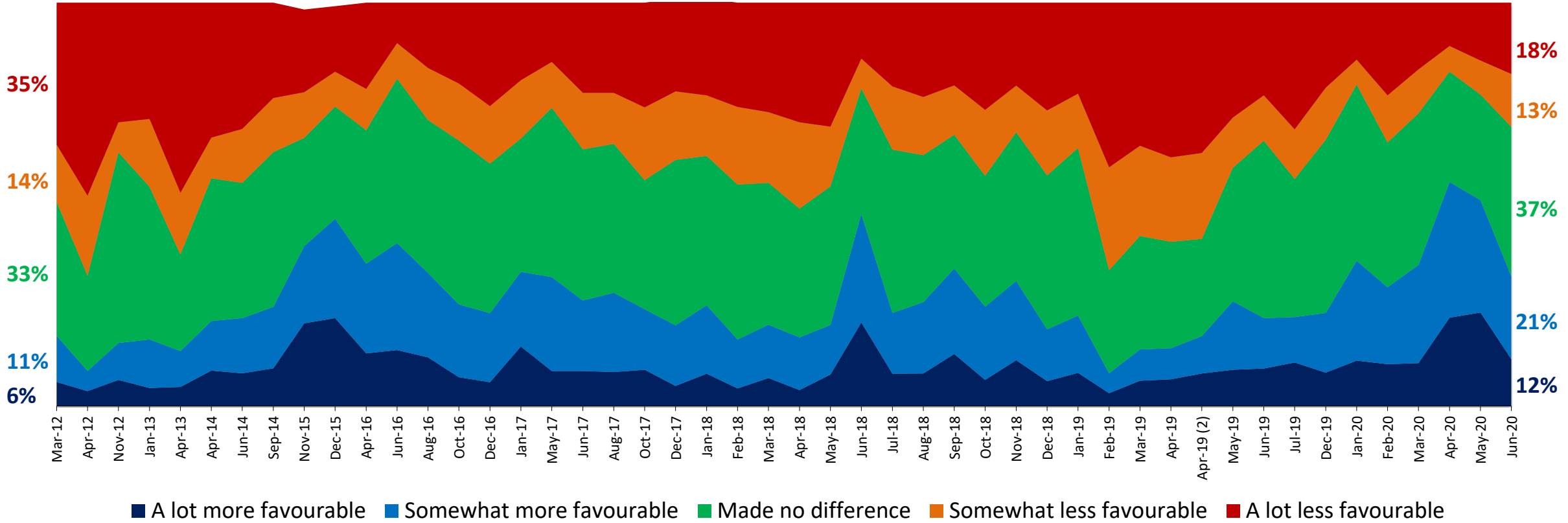


# Federal Read, Seen, Heard, Impact Tracking: For the first time since the COVID-19 pandemic hit, impact has returned to more normal levels



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=682]



**Note:** Don't know not shown.  
 Current data: June 2020  
 Note: In May '18, this question is asked of all respondents except those in Ontario.

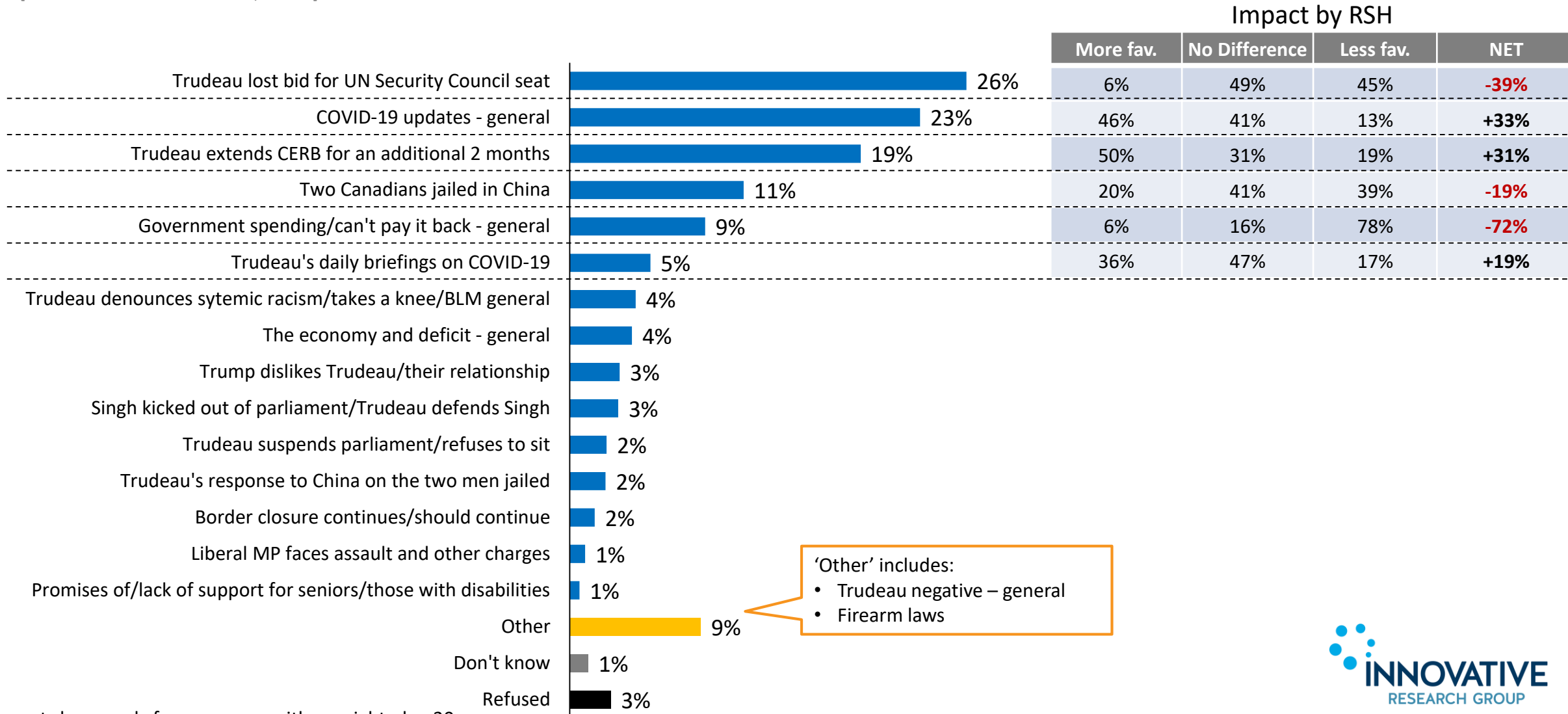


# 26% of those who have RSH something say they heard about Trudeau losing the bid for the UN Security Council seat, with 45% now feeling less favourable



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; n=682]



Note: Impact shown only for responses with a weighted n>30

# Leadership

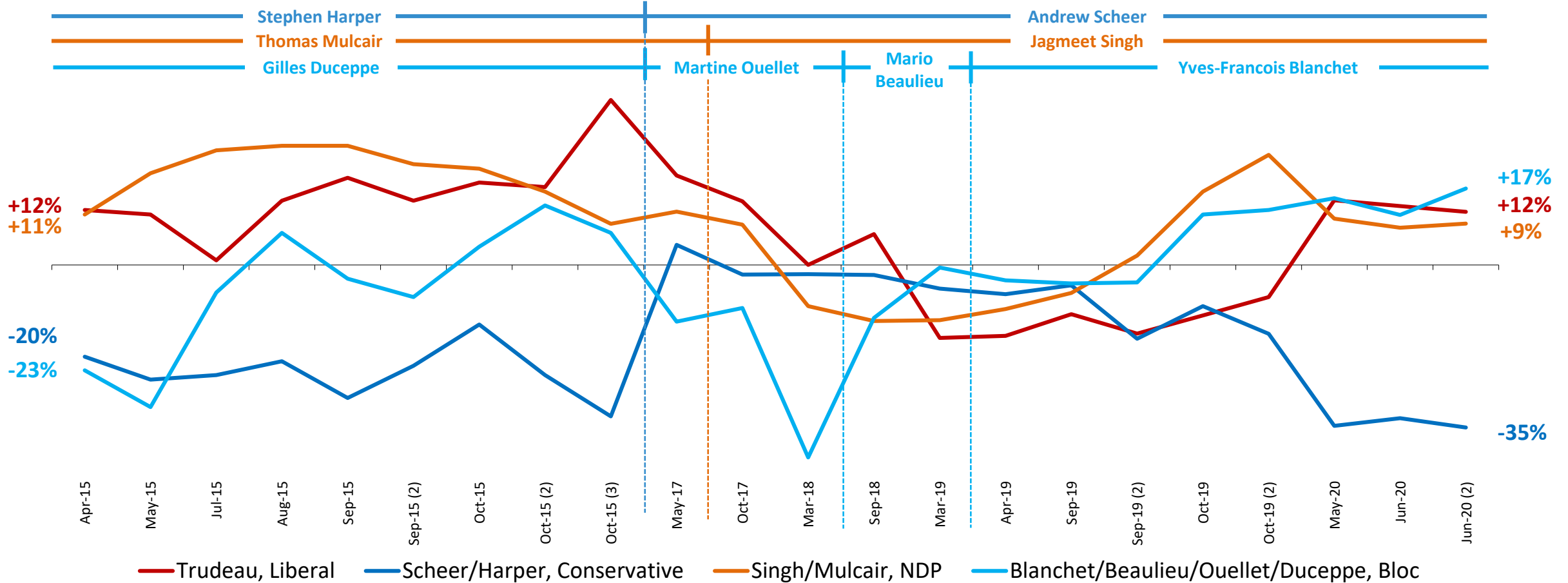
Leadership numbers are holding steady for many leaders, with only Yves-Francois Blanchet seeing a directional increase in his popularity.

# Federal Party Leader NET Favourables Tracking: Blanchet is now the most popular leader at +17%, followed by Trudeau at +12%



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=1,200]



**Note:** Green Leader, People's Party Leader not shown.  
 Current data: June 2020  
 Note: Results for Yves-Francois Blanchet for Quebec respondents only

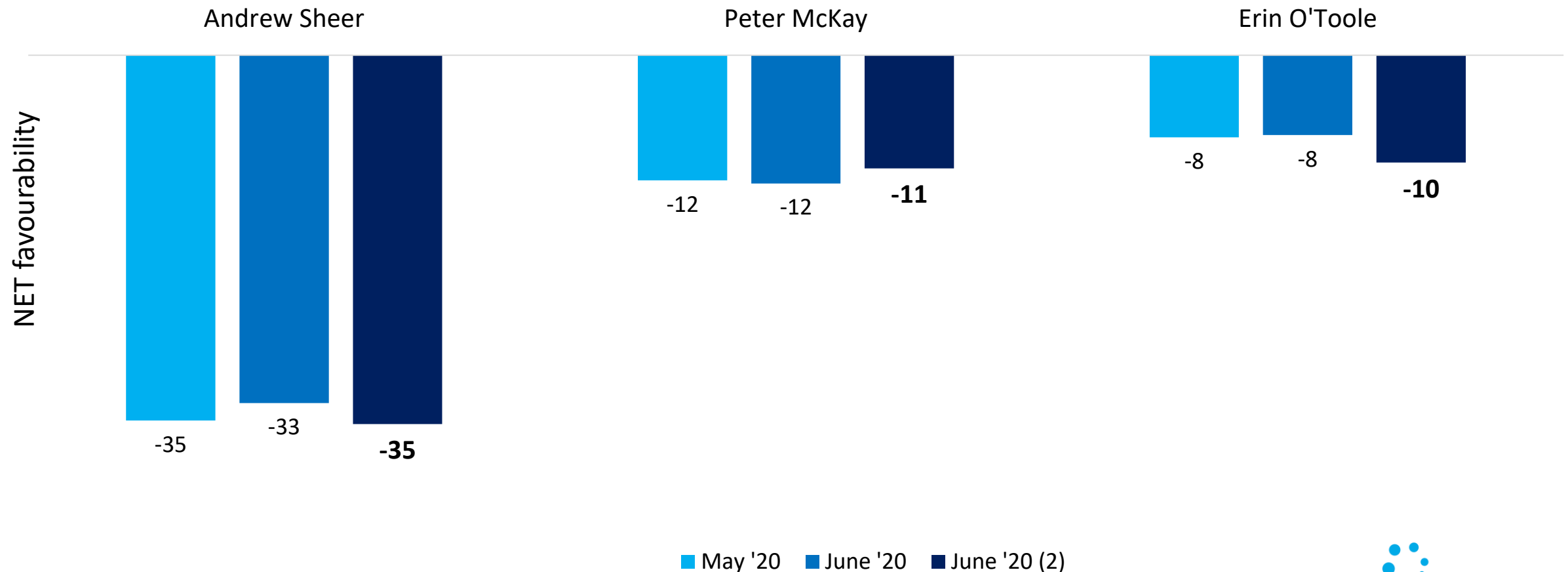


# Party Leader NET Favourables Tracking: Favourability of Conservative leaders candidates is low, with O'Toole and McKay tied



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=1,200]





# Vote is steady month-to-month

## Vote intention reporting:

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.

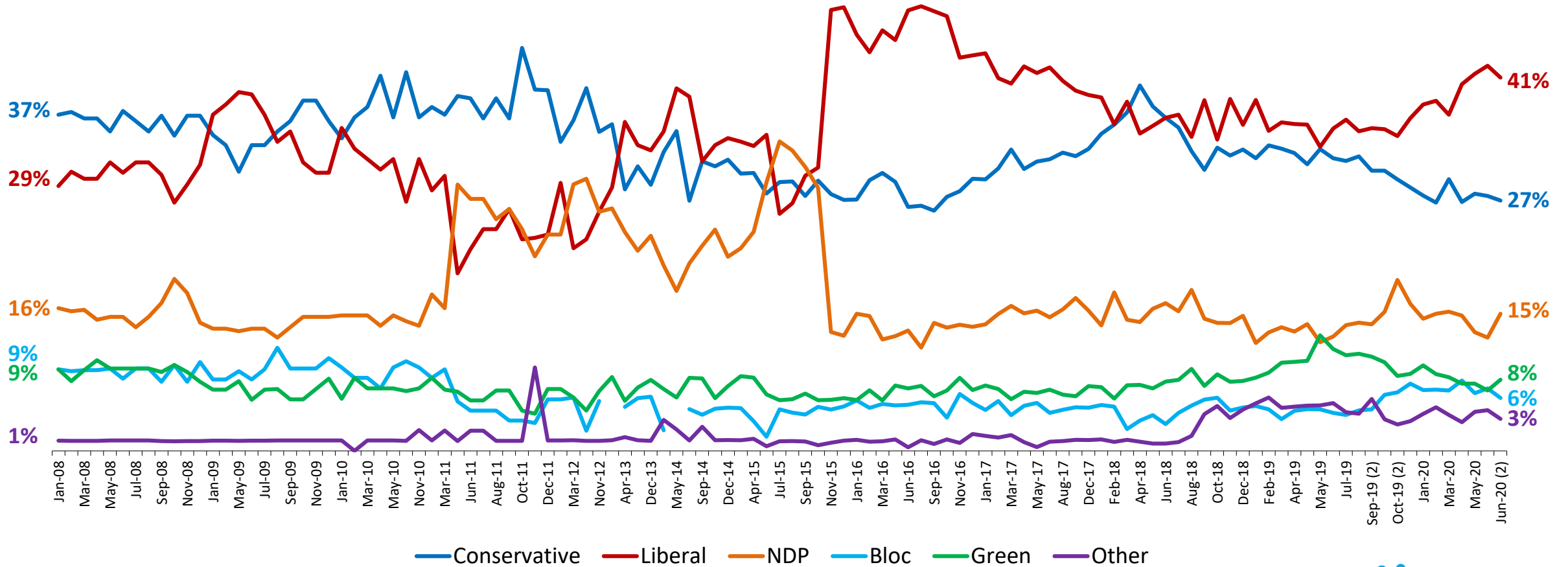
When we ask people to think about politics in Canada and identify which party ID they usually seen themselves as, we call those results **Federal Party ID**.

# Federal Decided Vote Tracking: The Liberals lead with 41% of the decided vote, while only 27% say they would vote Conservative



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=1,048]



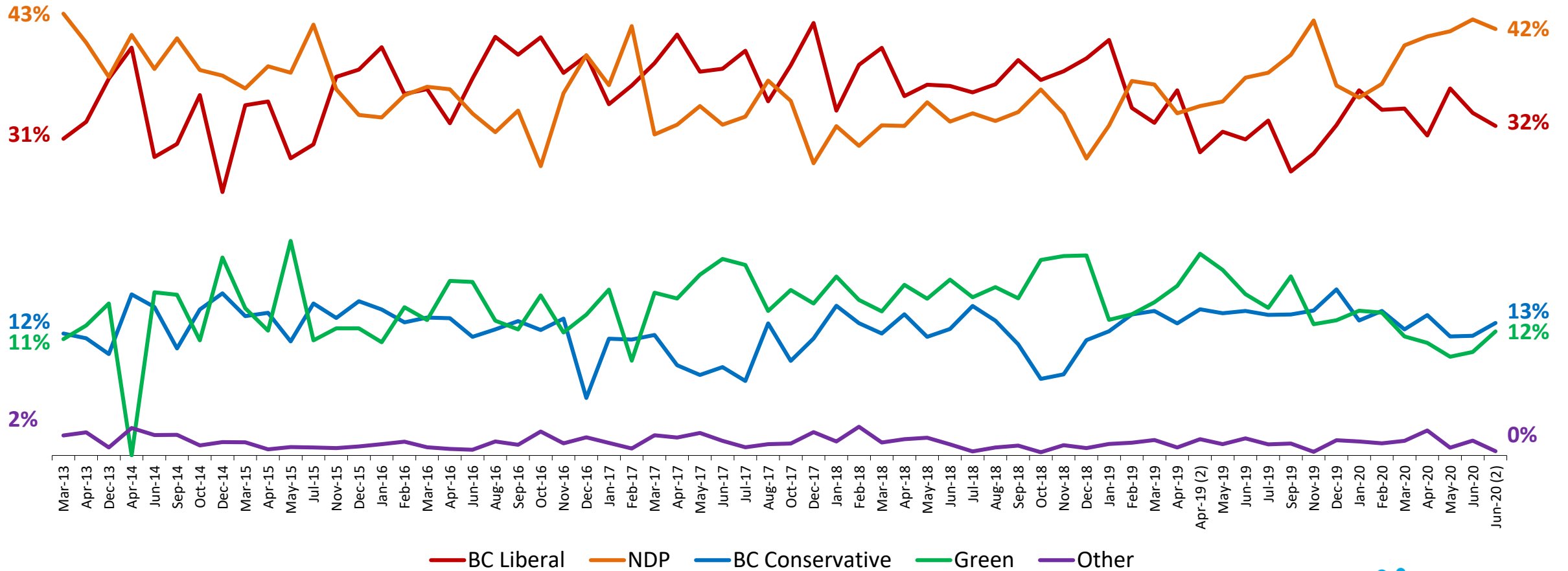
# Decided Vote by Party ID: CPC, LPC and Bloc have the most loyal partisans

		Federal Party Identification						Unaligned
		Conservative	Liberal	NDP	Bloc	Green	Other	
		(N=245)	(N=367)	(N=142)	(N=53)	(N=67)	(N=39)	(N=135)
Federal Decided Vote	Conservative	90%	3%	3%	0%	5%	28%	26%
	Liberal	7%	88%	16%	7%	8%	14%	37%
	NDP	0%	4%	77%	0%	11%	4%	17%
	Bloc	1%	0%	0%	90%	0%	4%	6%
	Green	0%	3%	4%	1%	76%	8%	8%
	Other	2%	1%	1%	2%	0%	44%	6%

# BC Decided Vote Tracking: The NDP (42%) continues to lead the Liberals (32%) by a wide margin



If a provincial 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=268]

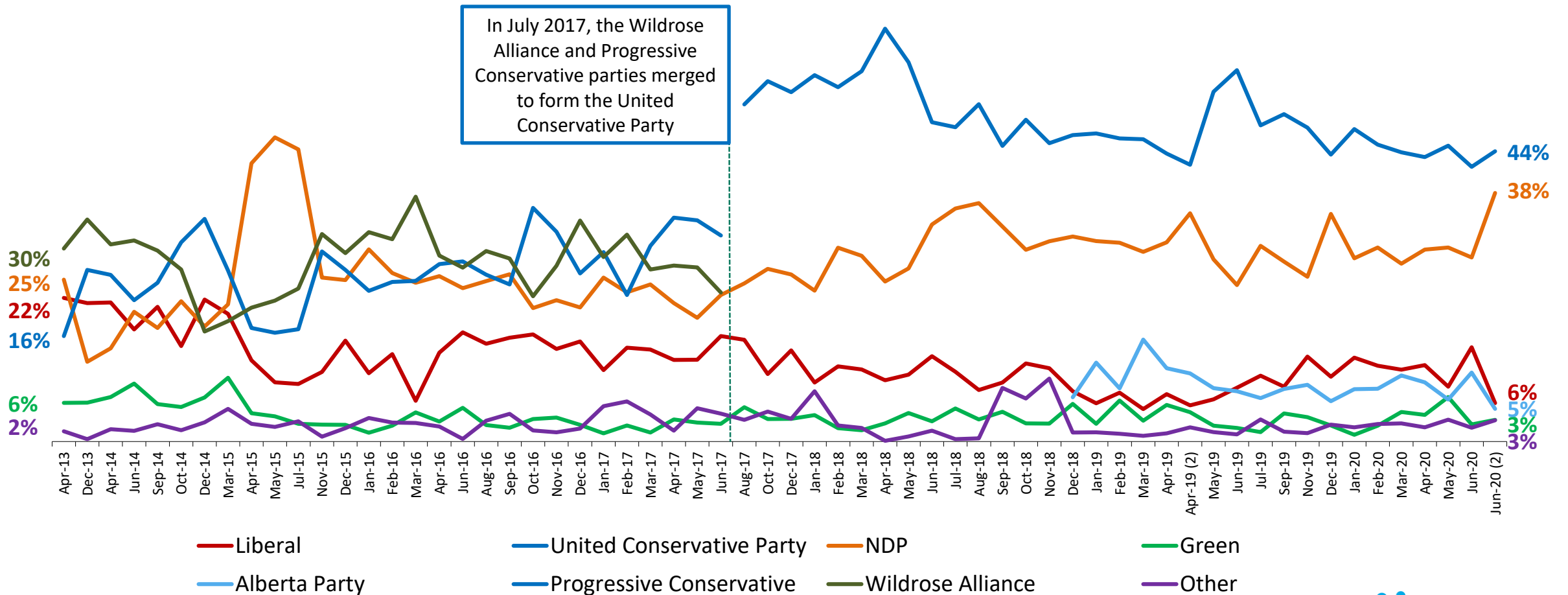


Current data: June 2020  
 NOTE: 'Green Party' not given as an option in April 2014

# Alberta Decided Vote Tracking: While the UCP continues to lead, over the last 12 months UCP is down from a high of 57% to 44% today



If a provincial 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=267]



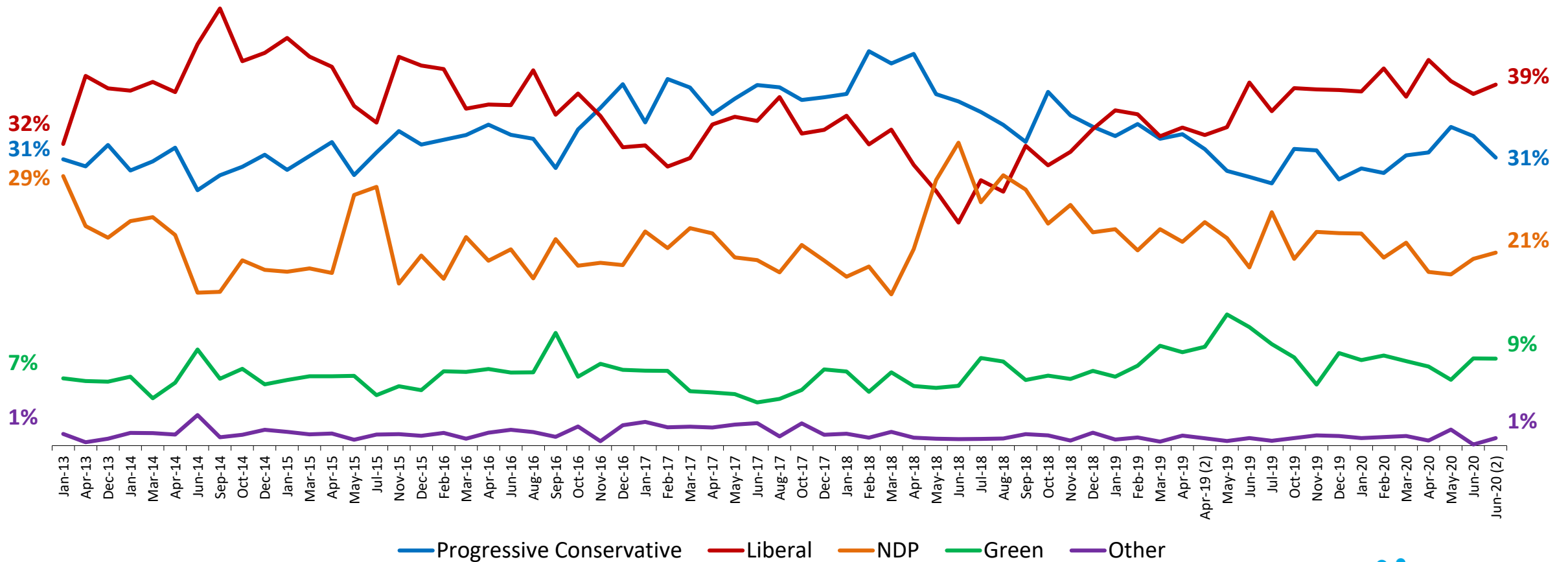


# Ontario Decided Vote Tracking: The Liberals (39%) continue to hold their lead over the Progressive Conservatives (31%)



If a provincial 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=532]

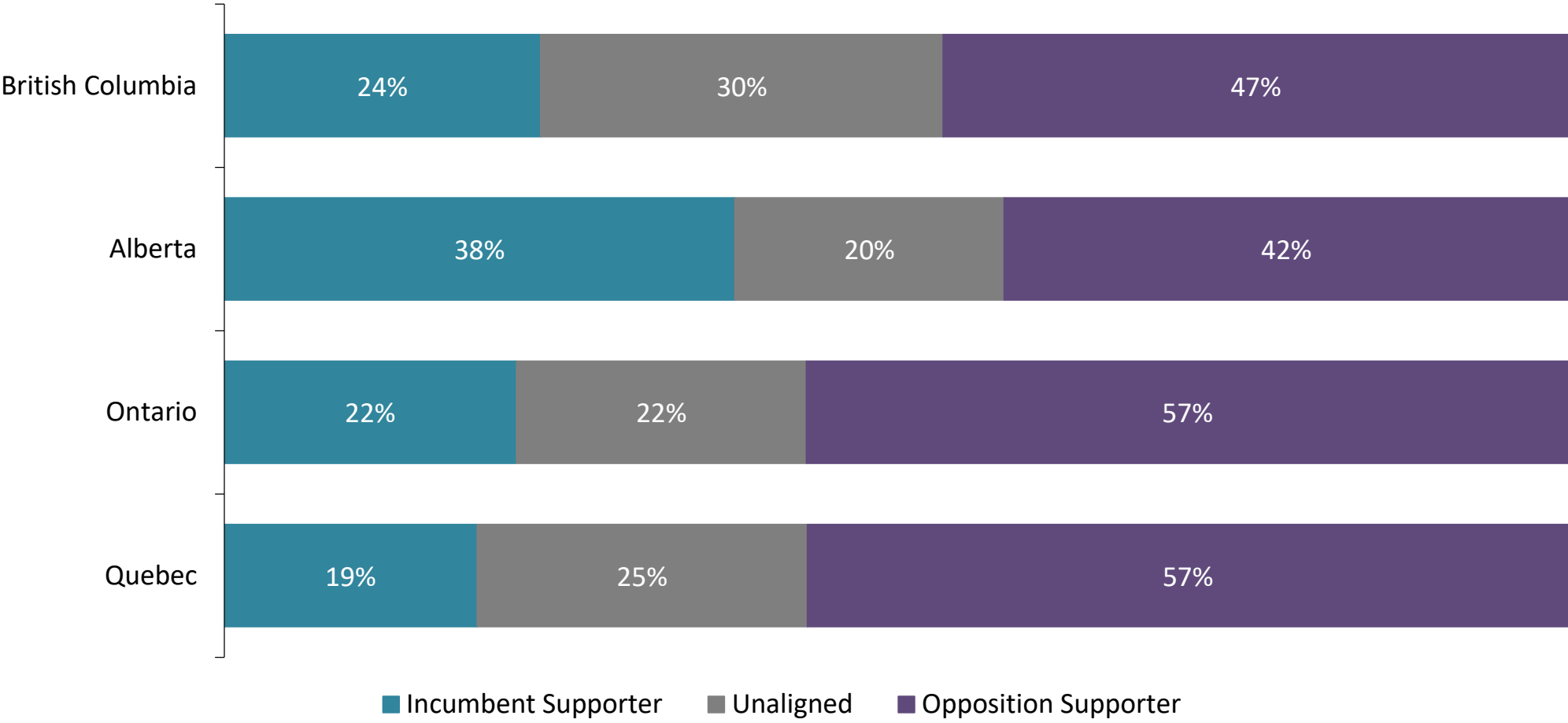




# Provincial Party ID by Province: Nearly 4-in-10 Albertans identify as partisans of the incumbent party, the UCP, highest amongst all provinces

Percentage of each party ID type by province. Voters are broken down by whether they identify with the incumbent party, no party, or an opposition party  
[asked of all respondents]

### Overall breakdown



For example, in Alberta, 38% identify with the UCP, 20% have no party ID, and 42% identify with another party.



# Incumbent Vote by Party ID Type: Support for the CAQ in Quebec, and the NDP in BC, are most bolstered by opposition partisans

Voters are broken out in the table by whether they identify with the incumbent party, no party, or an opposition party. For each province we show the % of voters for the incumbent party within each group.

		Party ID Type		
		Government Party ID	Unaligned	Opposition Party ID
Percentage of Incumbent VOTERS	British Columbia	89%	36%	12%
	Alberta	89%	16%	6%
	Ontario	90%	17%	7%
	Quebec	85%	36%	16%

For example, 16% of Quebecers who identify with an opposition party still intend to vote CAQ.



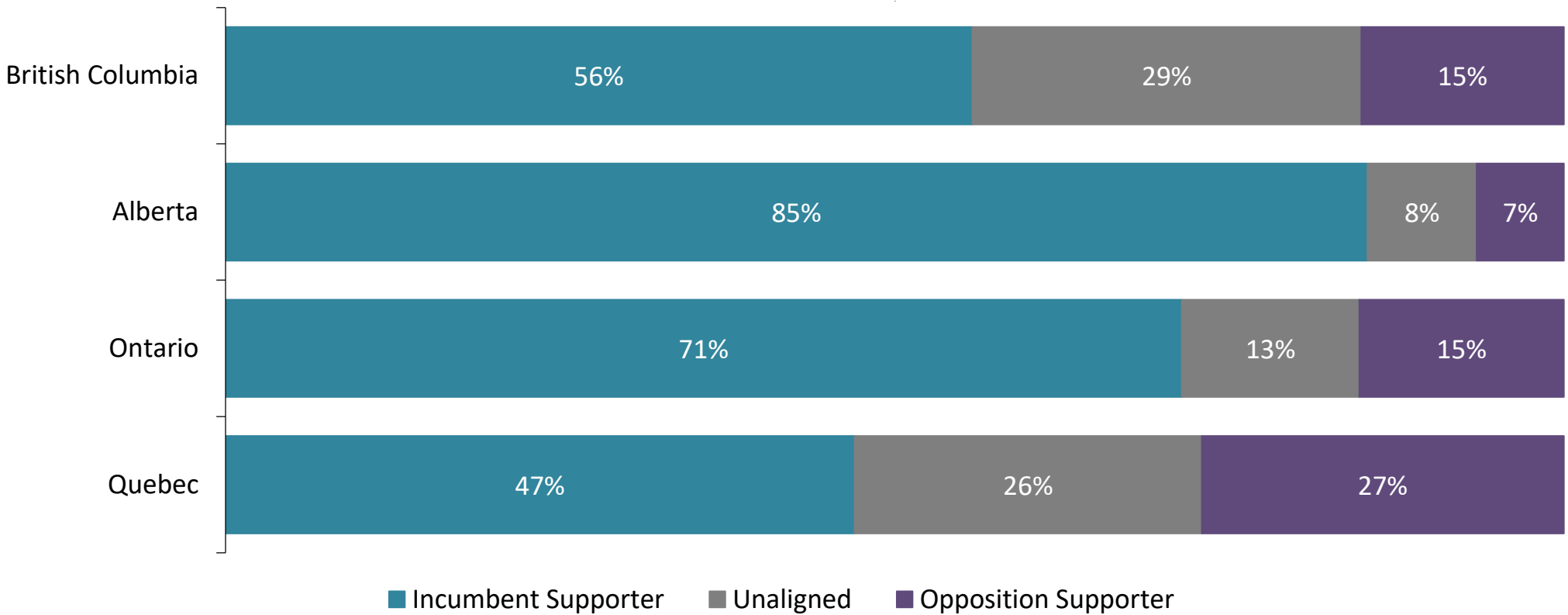
# Provincial Coalitions by Region: The UCP in Alberta boasts the highest incumbent party support by its own partisans of the big four provinces



Percentage of each party ID type among voters for the incumbent party. This measure shows the extent to which each incumbent's coalition is based on each type of voter.

[results among incumbent party voters in each province]

### Breakdown of the governing party's coalition



For example, in Alberta, 85% of United Conservative Party support comes from UCP partisans, higher than any other provincial government.



# Methodology

# Survey Methodology

**These are the results of an online survey conducted between June 19<sup>th</sup> and 23<sup>rd</sup>, 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=2,115 Canadian citizens, 18 years or older. Regional oversamples in Alberta and BC were used in order to adequately capture perspective on those provinces. The results are nationally weighted to n=1,200 based on Census data from Statistics Canada.

**Field Dates:** June 19th and 23rd, 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 (%)
<b>Males 18-34</b>	190	9%	165	13.8%
<b>Males 35-54</b>	254	12%	201	16.7%
<b>Males 55+</b>	666	31.5%	217	18.1%
<b>Females 18-34</b>	200	9.5%	163	13.6%
<b>Females 35-54</b>	287	13.6%	208	17.4%
<b>Females 55+</b>	518	24.5%	245	20.4%
<b>Region</b>				
<b>BC</b>	384	18.2%	163	13.6%
<b>AB</b>	312	14.8%	136	11.3%
<b>Prairies</b>	114	5.4%	80	6.7%
<b>ON</b>	838	39.7%	459	38.3%
<b>QC</b>	336	15.9%	280	23.3%
<b>Atlantic</b>	126	6%	82	6.8%

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**Building Understanding.**

