



# Federal Politics in the time of COVID-19: June 2020 Update

Public Opinion Research  
Release Date: June 06, 2020  
Field Dates: May 29, 2020 to June 01, 2020



# Federal Politics in the time of COVID-19

Since early March, the issue of COVID-19 has dominated the Canadian political landscape. Federally, approval of the government's handling of the pandemic has risen double digits since March. Trudeau has gained favourability with Canadians and holds a commanding lead on who would make the best Prime Minister.

Today, INNOVATIVE is releasing results from wave 8 of our COVID-19 tracking survey. This online survey was in field from May 29<sup>th</sup> to June 1<sup>st</sup> 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 the federal horse race, key segments such as Time for a Change and Economic Gap, and how Canadians are rating the Federal government's handling of COVID-19.

# COVID-19 Handling

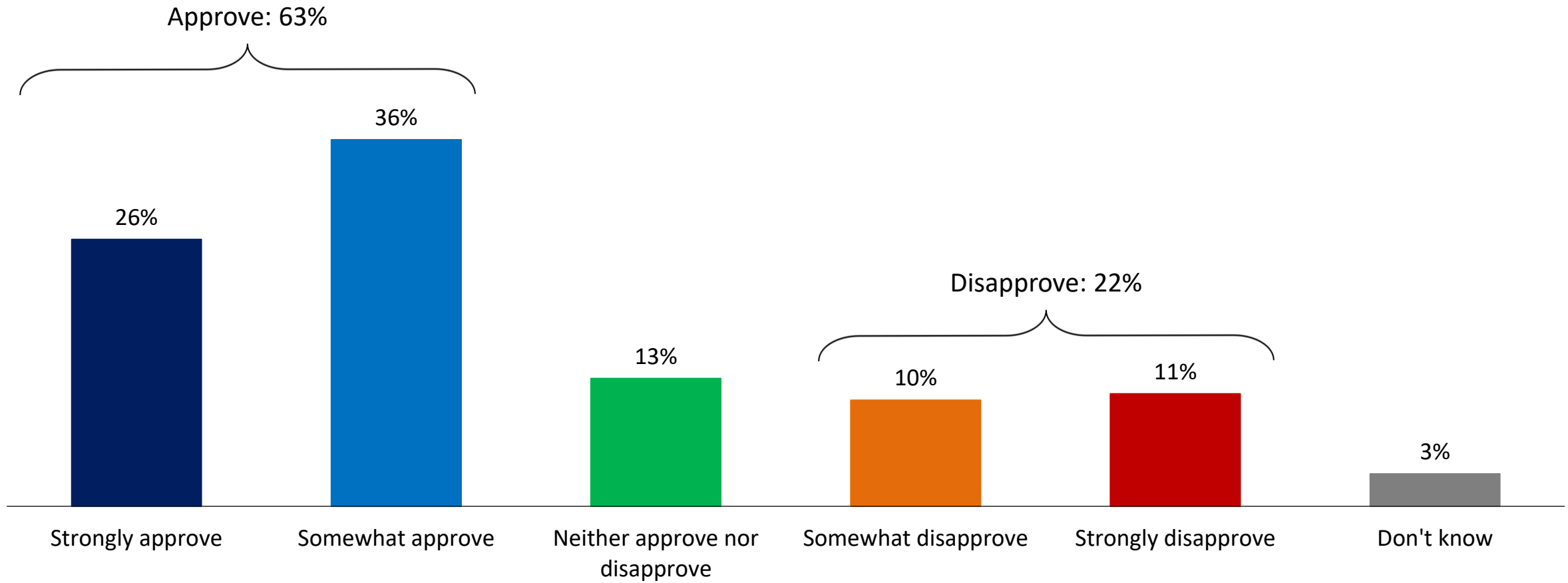
A strong majority approve of the federal government's handling of the COVID-19 epidemic.

# COVID-19 Handling: More than 6-in-10 (63%) approve of the federal government's handling of the COVID-19 epidemic, only 22% disapprove



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

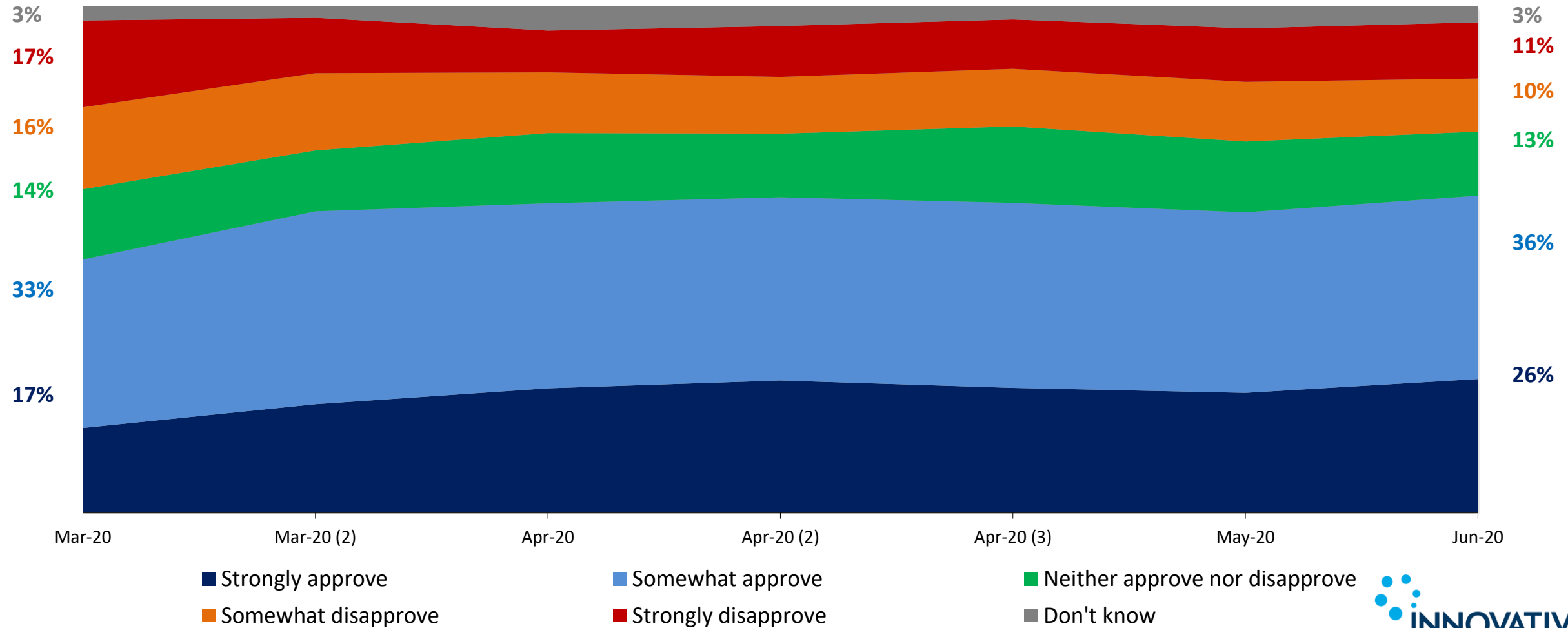
[asked of all respondents; n=1500]



# COVID-19 Handling Tracking: Since tracking began in early March, 'strong' approval of the federal government has increased 10 points



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]



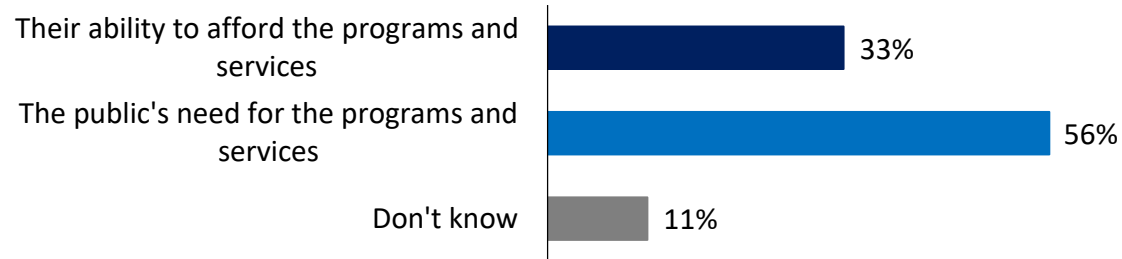
# **We group individuals into segments based on key political and economic values and attitudes**

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

# Core Political Values: Nearly half (46%) of respondents think the government should listen to experts over common sense

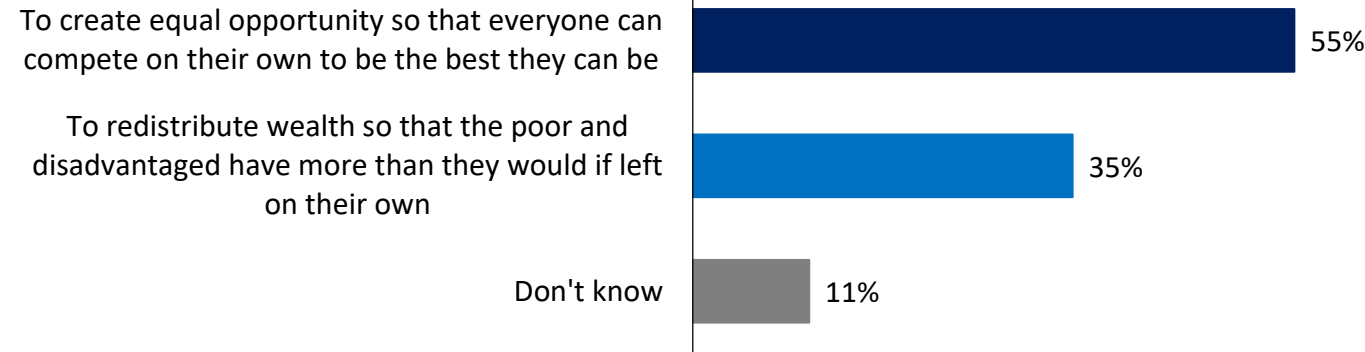
**Q** Now we would like to ask a few questions about basic values and society...When governments make major decisions concerning spending on programs and services, do you think they should be basing their decisions mainly on...?

[asked of all respondents; n=1500]



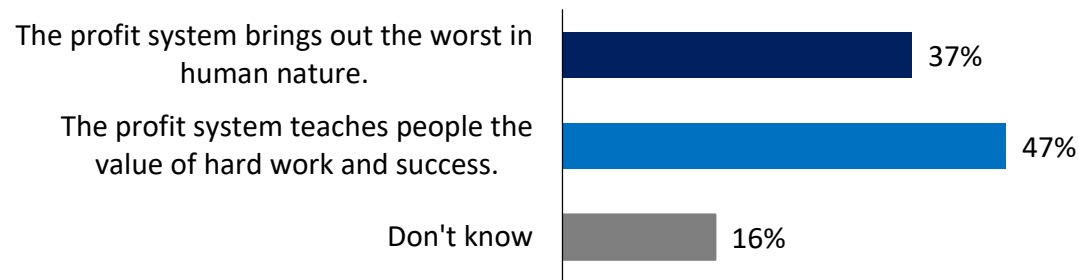
**Q** Is the main role of government to...?

[asked of all respondents; n=1500]



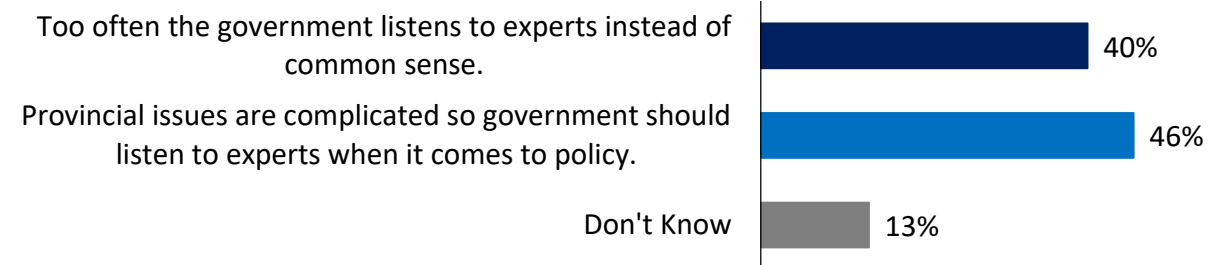
**Q** Which of the following statements comes closest to your view?

[asked of all respondents; n=1500]



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

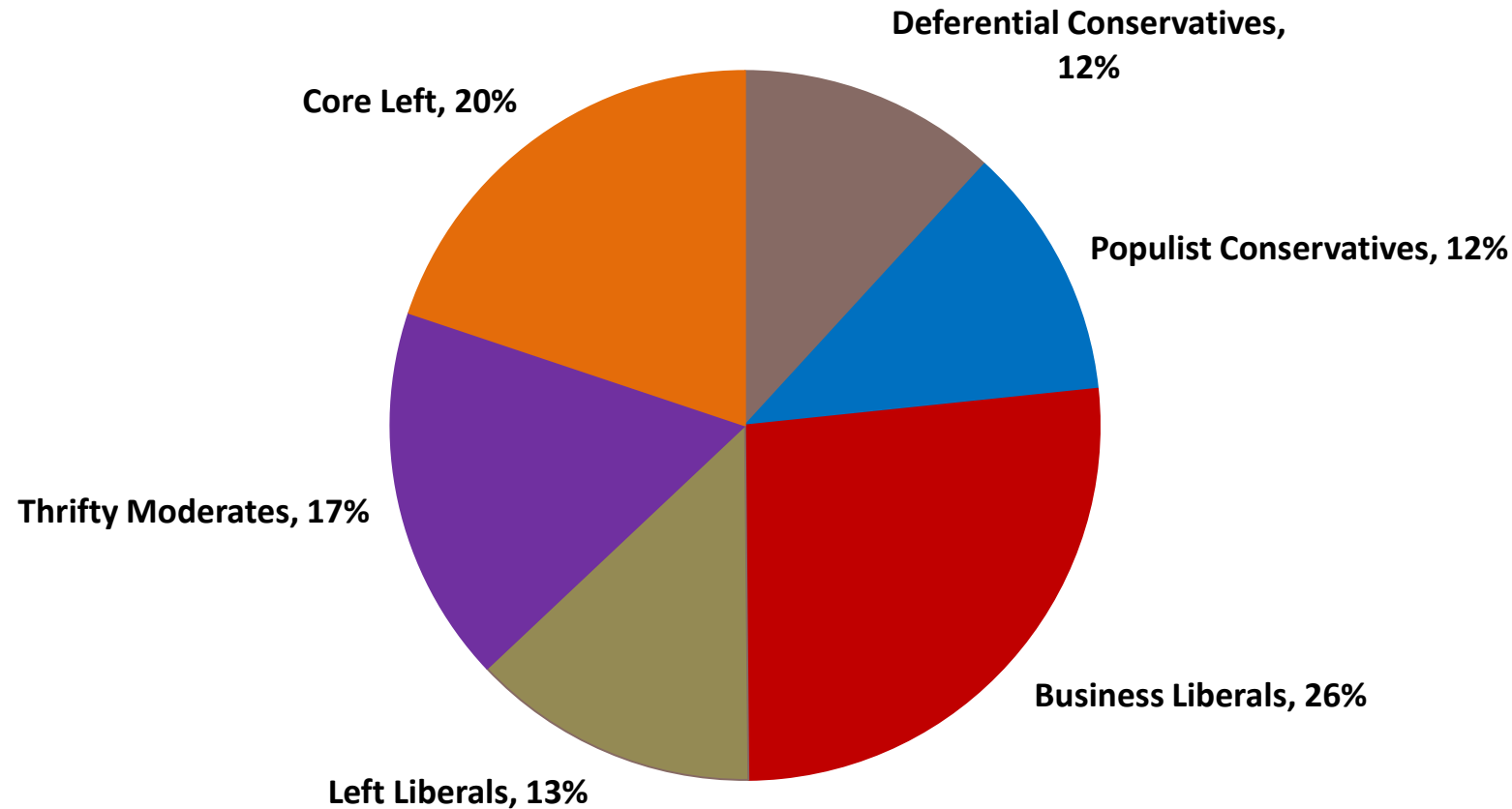
[asked of all respondents; n=1500]



# Value Clusters: 1-in-4 (26%) identify as Business Liberals, 2-in-10 (20%) as Core Left

**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 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	91%	92%	0%	0%	68%	0%
	Public Need	0%	0%	97%	89%	0%	94%
Is the main role of government to?	Create equal Opportunity	76%	97%	65%	97%	27%	0%
	Redistribute wealth	20%	0%	26%	0%	37%	95%
When it comes to government decision making...	Rely on common sense	0%	100%	32%	46%	47%	32%
	Listen to experts	90%	0%	57%	40%	20%	59%
The profit system...	Brings out the worst in human nature	0%	0%	0%	80%	54%	86%
	Teaches value of hard work and success	93%	94%	89%	0%	9%	0%

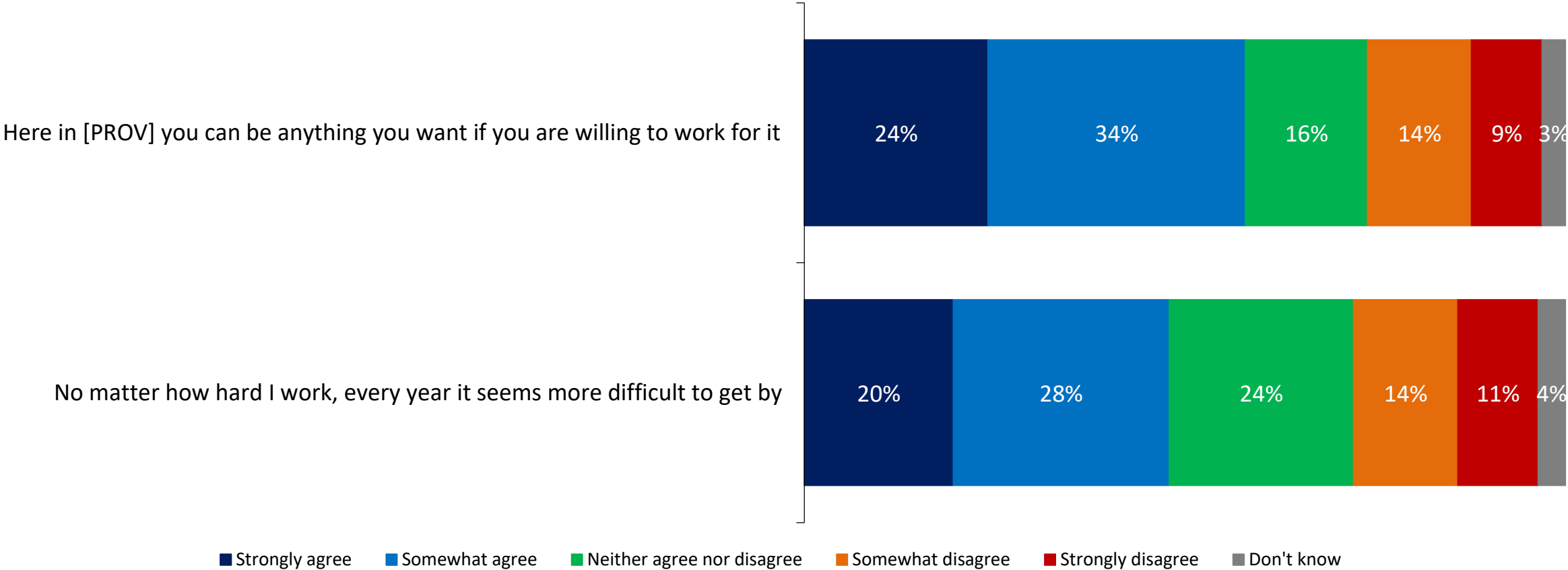
Note: Current data: June 2020

# Segmentation Attitudes: A majority (58%) of respondents believe in the<sup>10</sup> Canadian Dream, but nearly half (48%) feel every year is more difficult



Do you agree or disagree with the following statements?

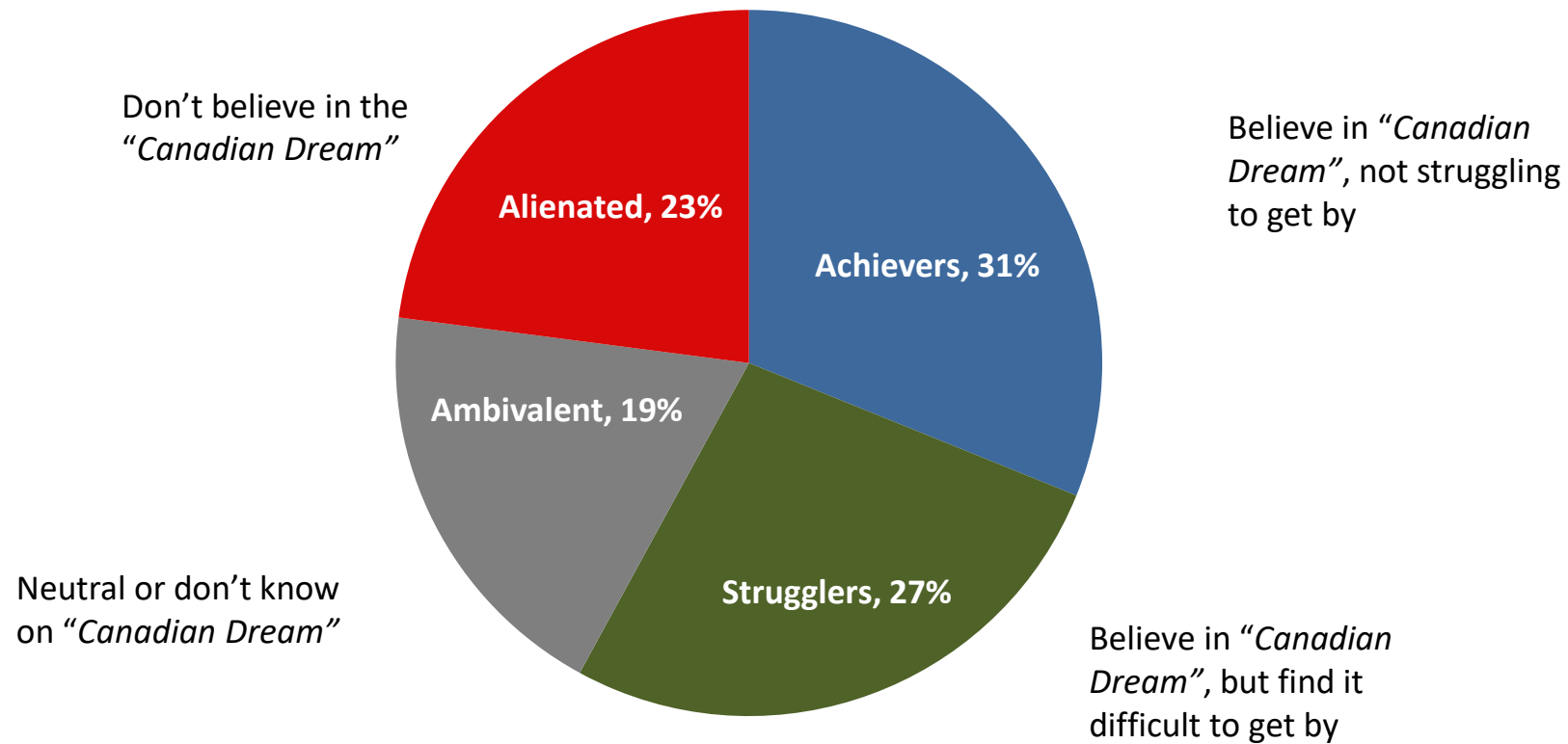
[asked of all respondents; n=1500]



# Economic Gap Segmentation: 3-in-10 (31%) are Achievers, those who believe in the Dream and are not financially struggling

**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]

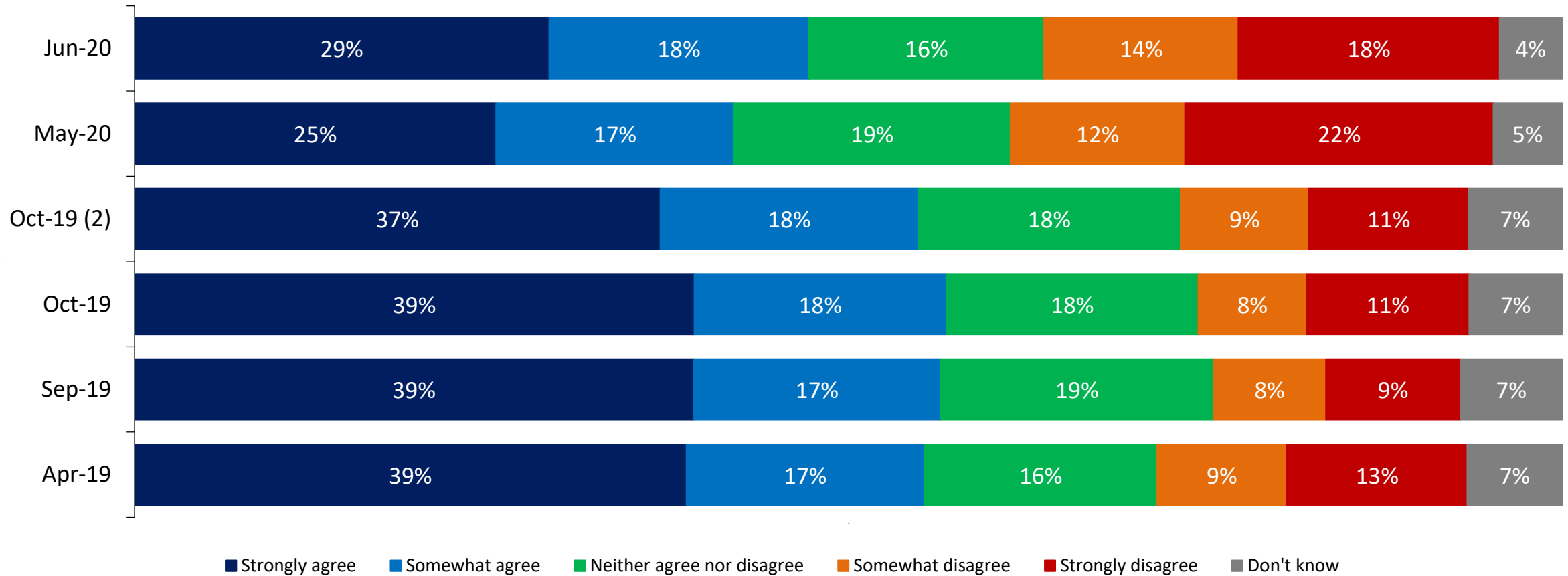


# Time for Change Tracking: Nearly half (47%) feel it is time for a change of government, up five points since May (42%)



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

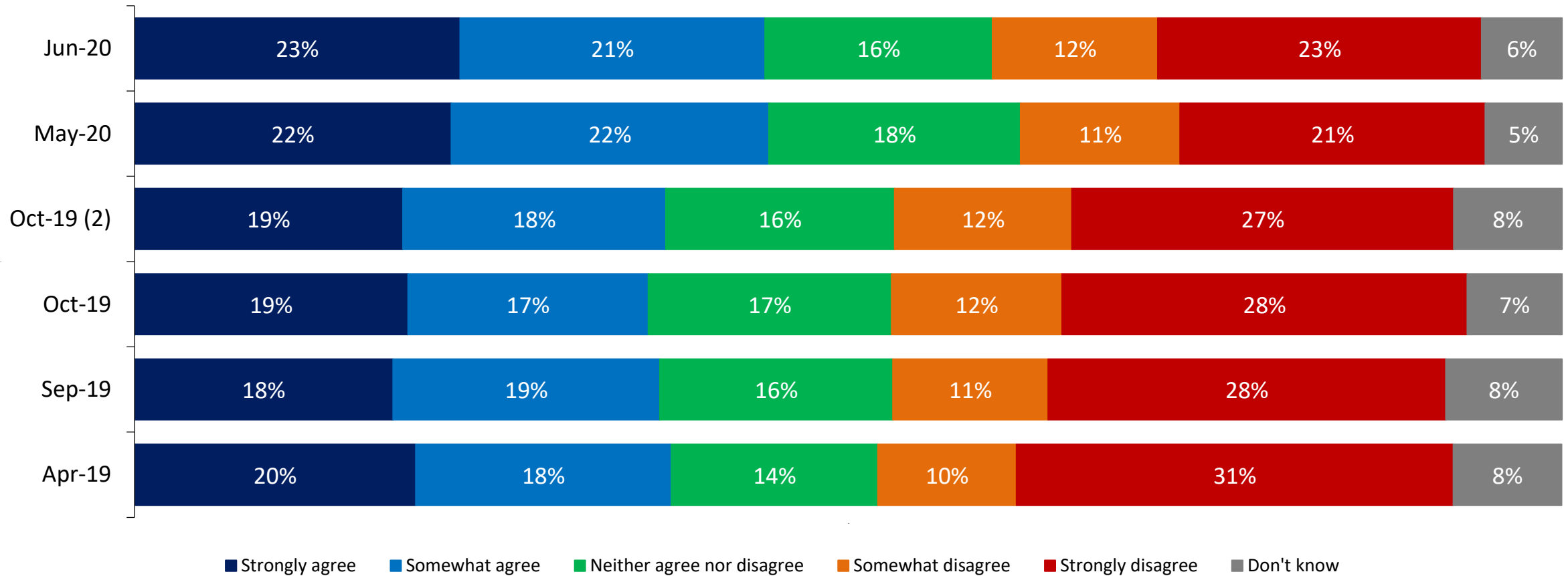
[asked of all respondents; n=1500]



# Time for Change Tracking: Less than half (44%) feel the Liberals are still the best party to form government, steady since May



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]

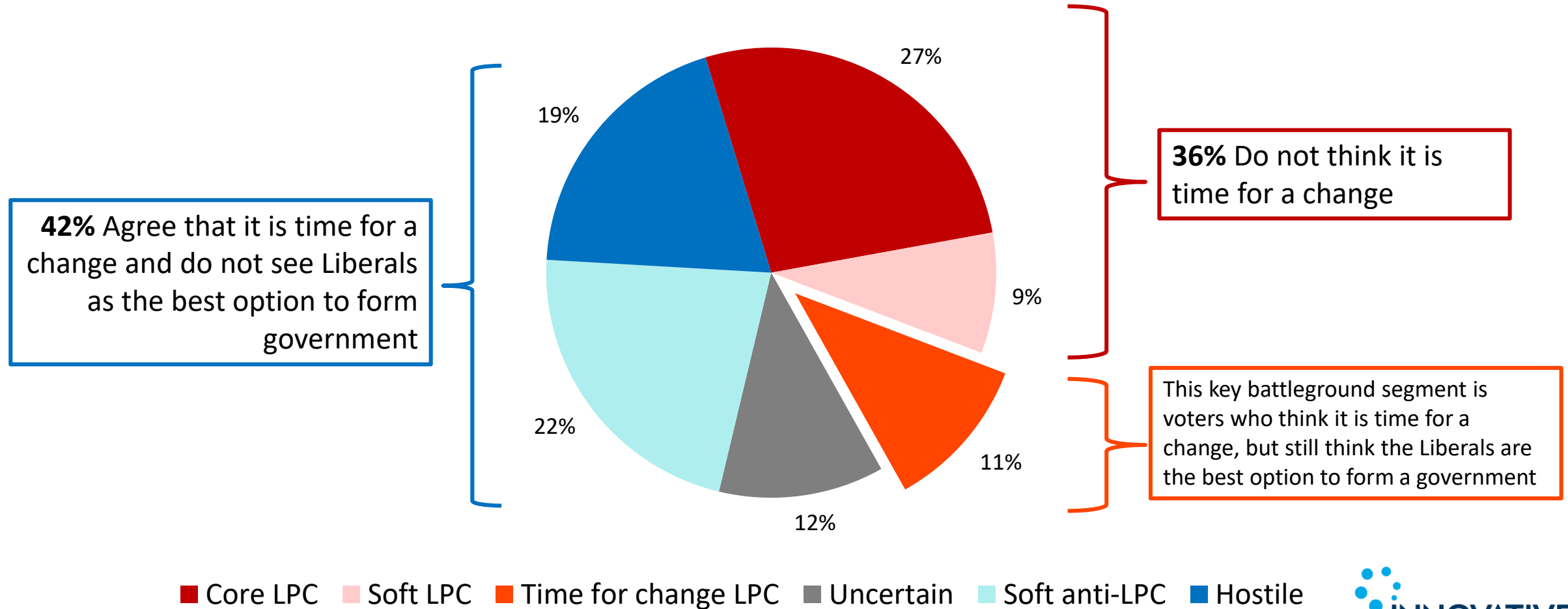




# Time for Change Segmentation: 1-in-10 (11%) are Time for a change LPC, those who feel it's time for a change, but agree Liberals are still best

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]



# Leadership

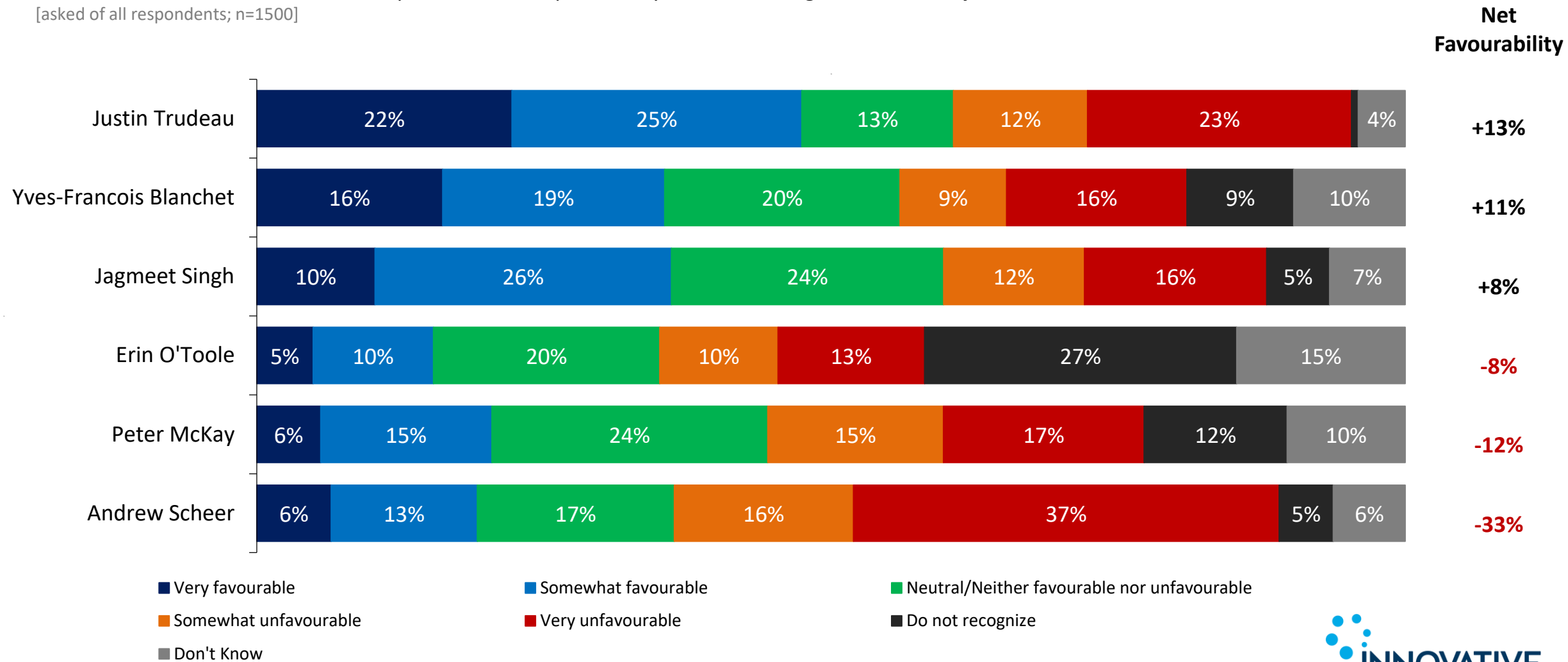
The Prime Minister holds a wide lead over other party leaders on who would make the best Prime Minister. Both Andrew Scheer and the frontrunners in the CPC leadership race trail distantly behind Justin Trudeau and Jagmeet Singh on leader favourability.

# Leader Favourables: Trudeau seen most favourably among all leaders; only 19% have a favourable impression of Trudeau



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

[asked of all respondents; n=1500]

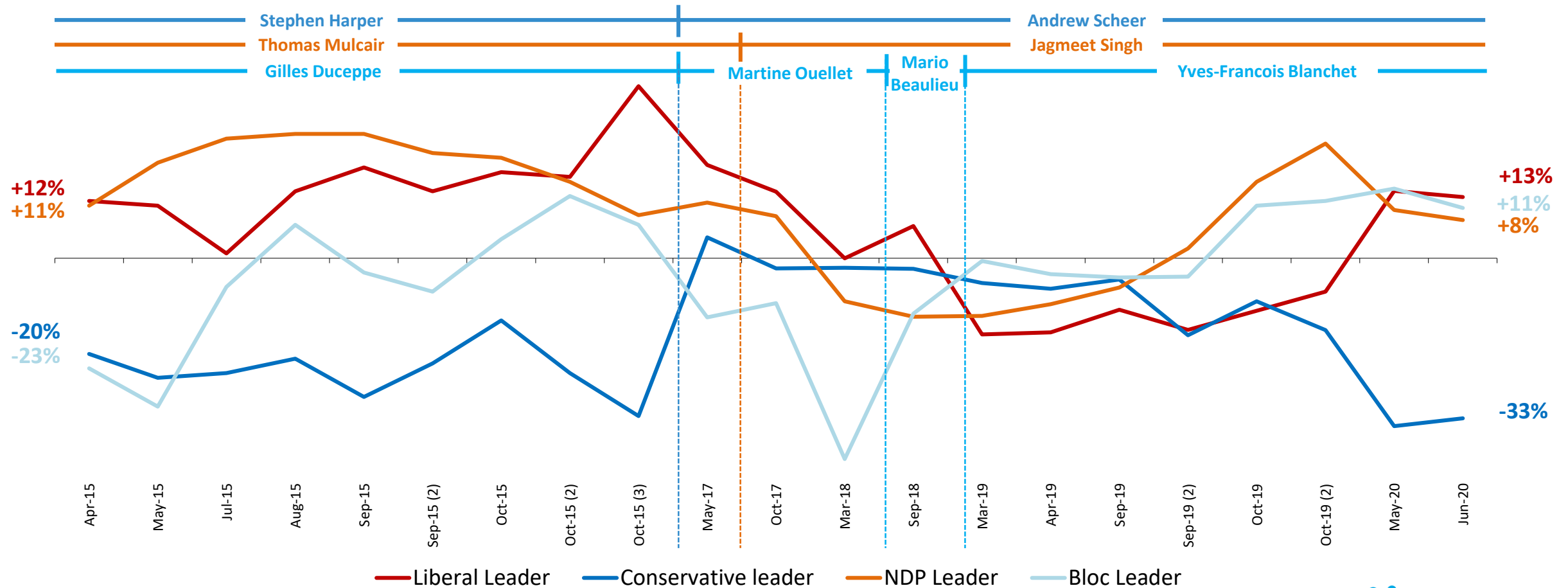


# Party Leader NET Favourables Tracking: All leaders except Scheer seen favourably on net, no major shifts month-to-month



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]

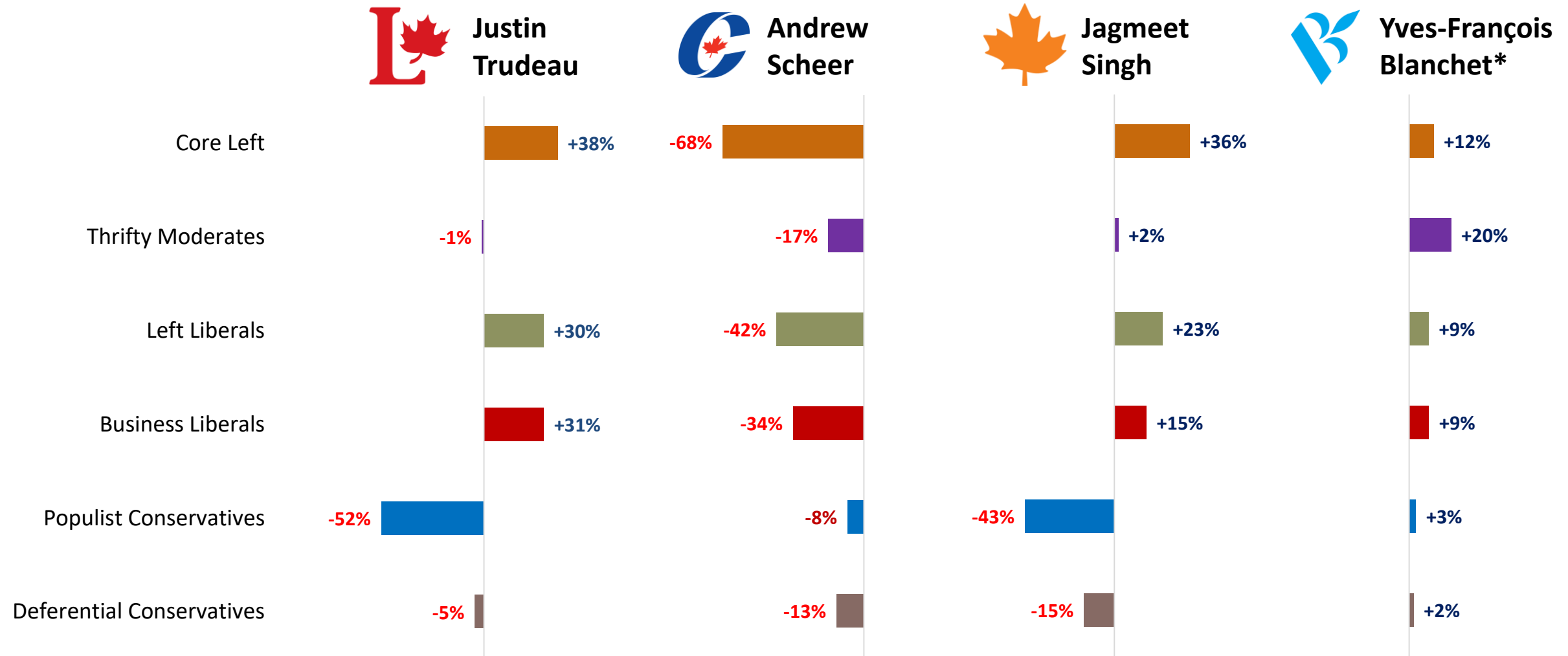


**Note:** Green Leader, People's Party Leader not shown.

Current data: June 2020

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

# Leader favourability by Value Clusters: Scheer is viewed negatively in every group, including the Conservative clusters



## 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.



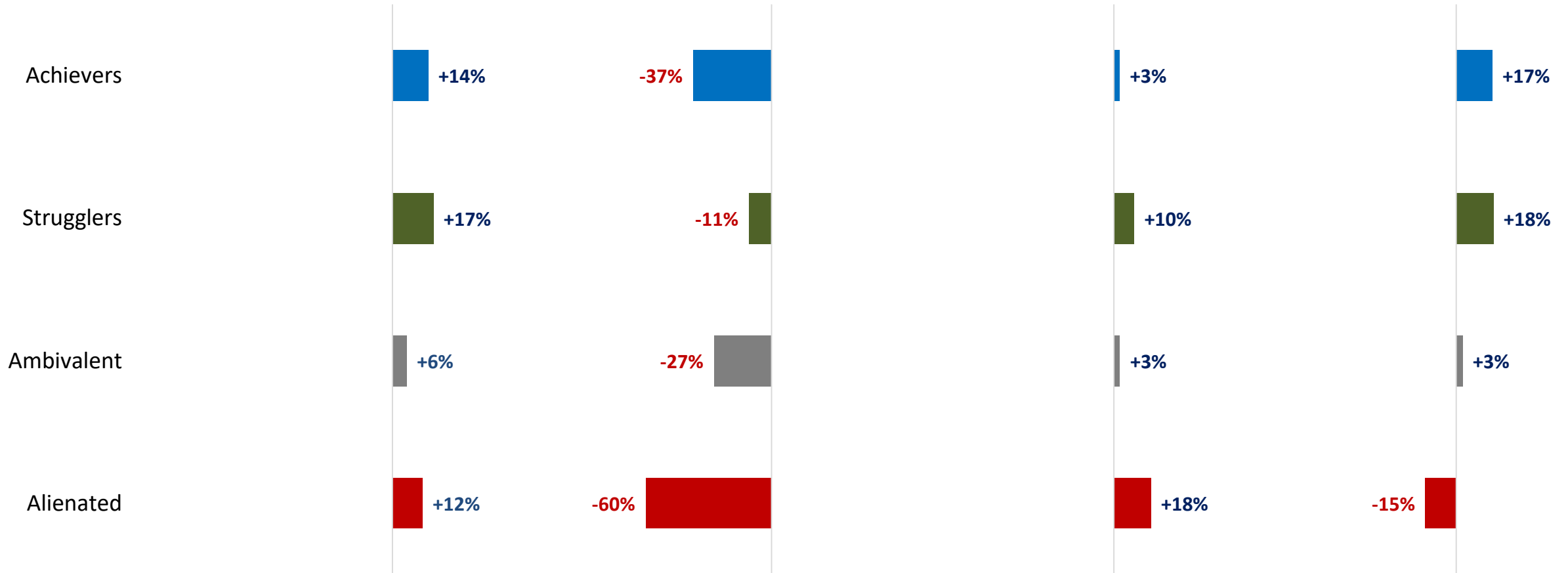
# Leader favourability by Economic Gap: Among all groups, more see Trudeau favourably than unfavourably

 **Justin  
Trudeau**

 **Andrew  
Scheer**

 **Jagmeet  
Singh**

 **Yves-François  
Blanchet\***

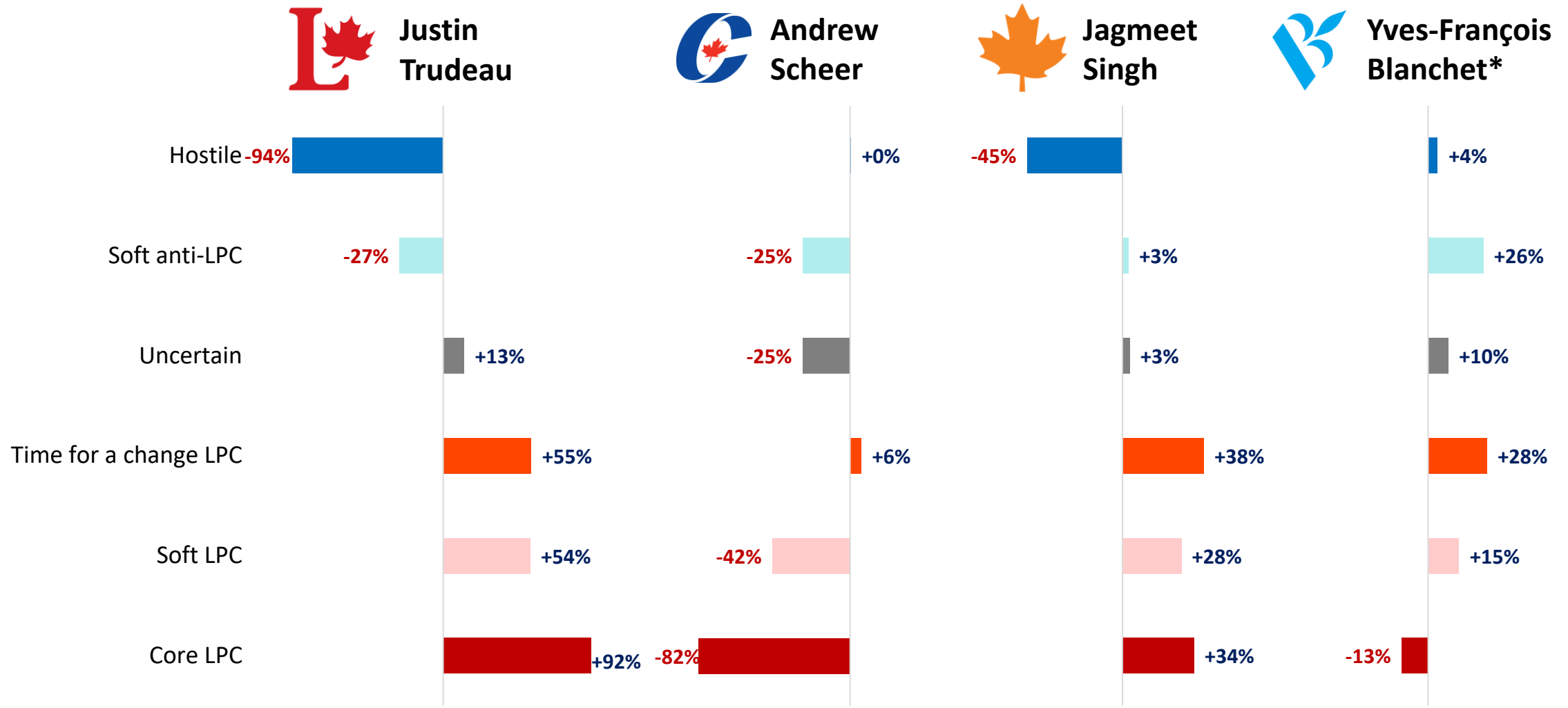


## NET Favourability by Economic Gap:

Each chart shows the net favourability (% favourable minus % unfavourable) for each leader within INNOVATIVE's 4 economic gap segments.

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

# Leader favourability by Time for a Change: Trudeau has a strongly positive net favourability among time for a change LPC



## NET Favourability by Time for a Change:

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

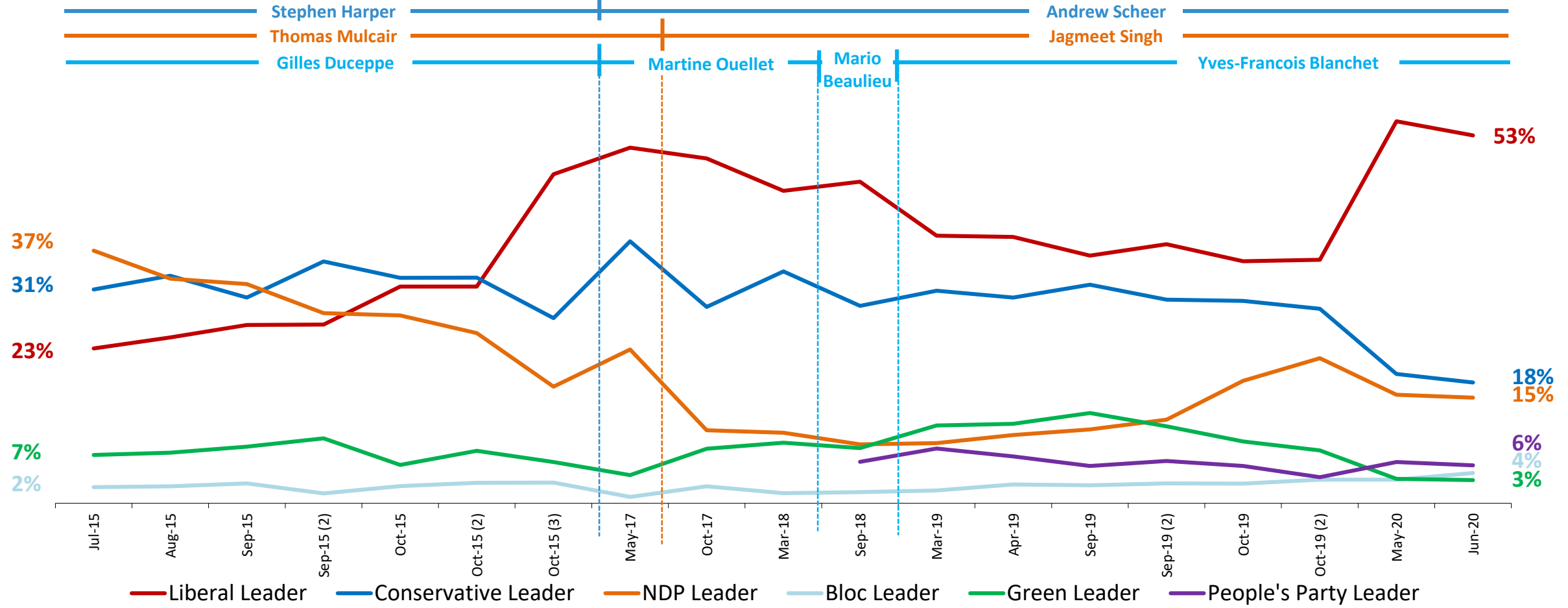
\*Results for Yves-François Blanchet are from Quebec only.

# Best Prime Minister Tracking: A majority feel Trudeau (53%) would be best choice for Prime Minister, steady month-to-month



Which of the following party leaders would make the best Prime Minister of Canada?

[asked of all respondents; n=1500]



# Vote

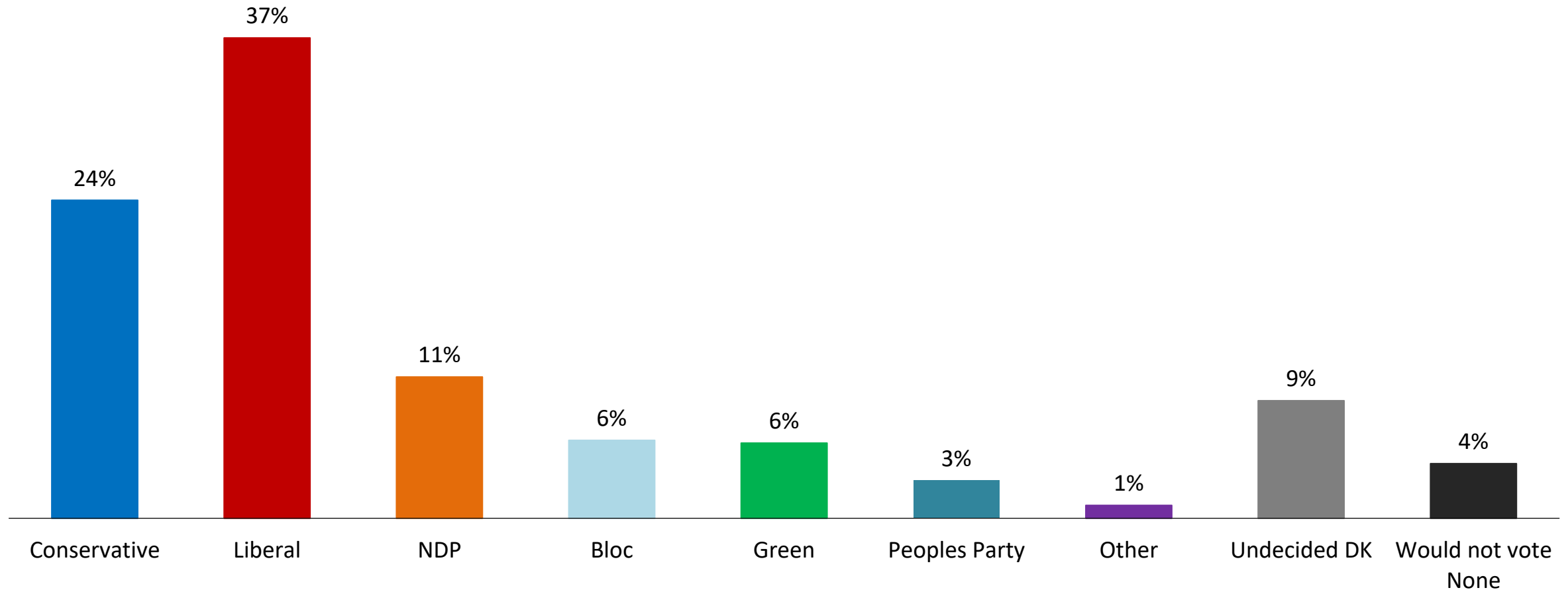
The Liberals continue to improve, with a double digit lead over the Conservatives, while the NDP trail in a distant third. The Liberals are running far ahead in every region of Canada except Alberta and the Prairies.

# Federal Combined Vote: Almost 4-in-10 (37%) would vote Liberal, 1-in-4 (24%) for CPC, and 11% for NDP with 9% Undecided



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]





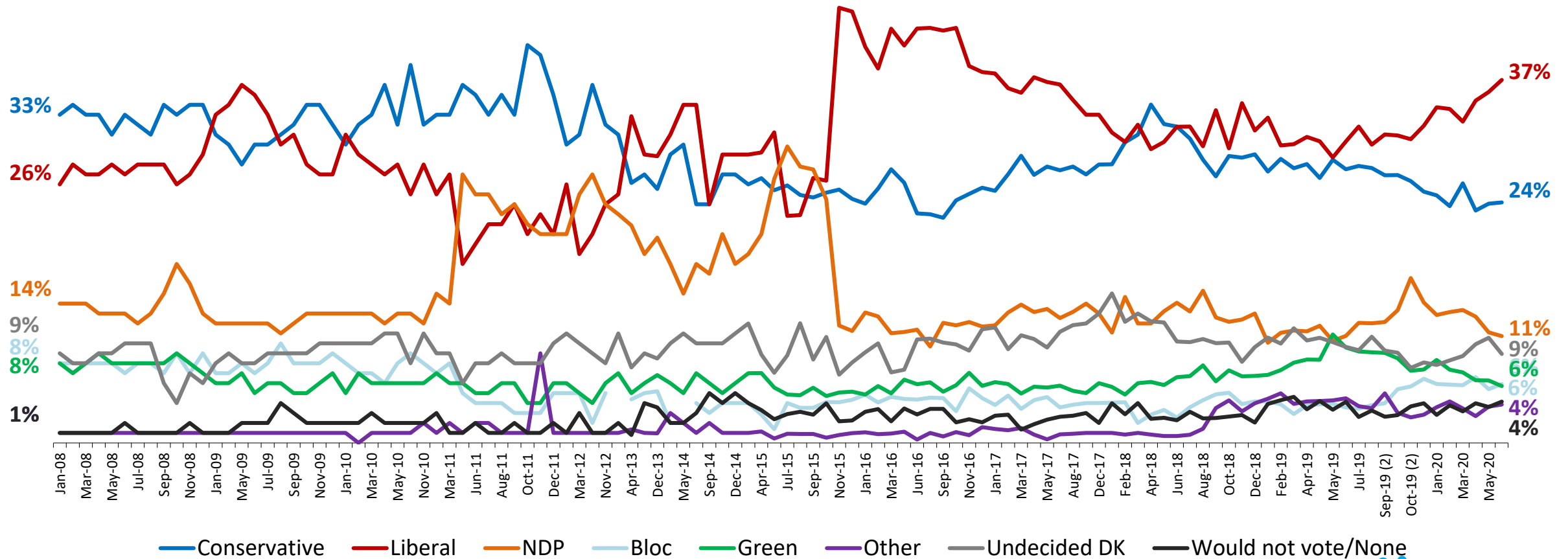
# Federal Vote Tracking: Liberals up six points from October '19, now at 37% of vote share; CPC (24%) and NDP (11%) steady month-to-month

24



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]

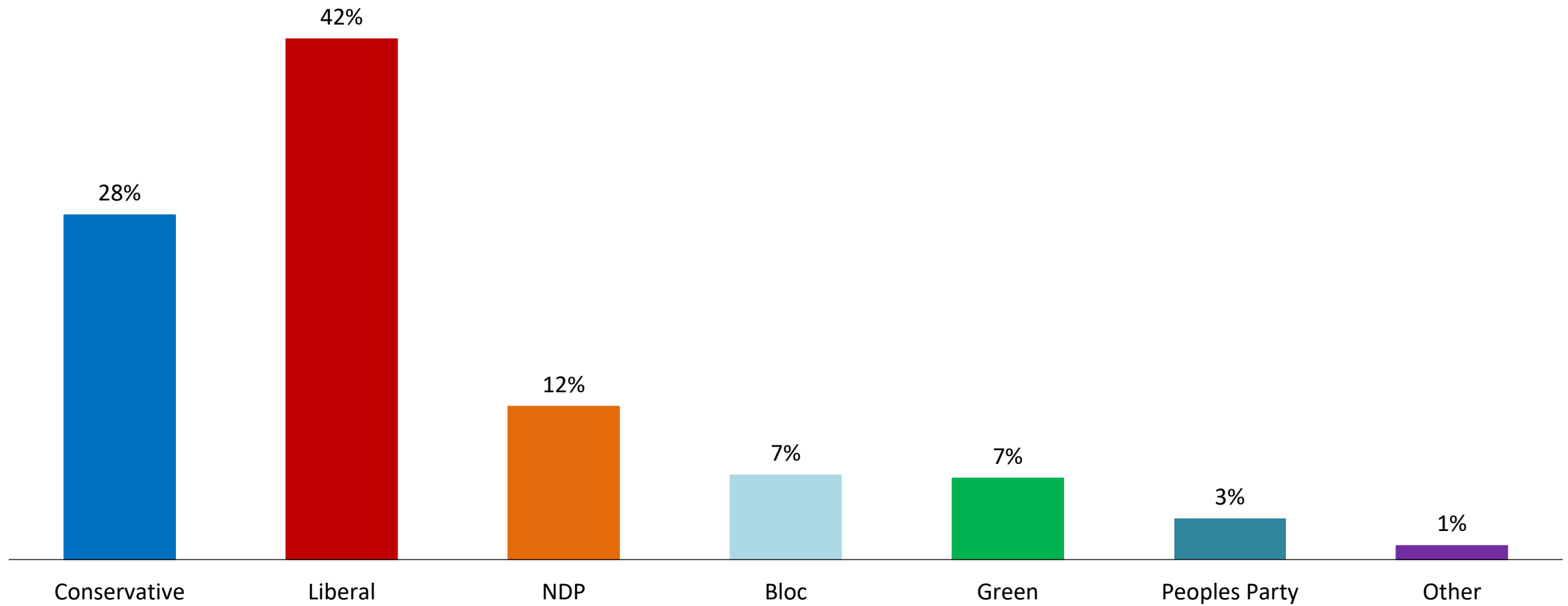


# Federal Decided Vote: More than 4-in-10 (42%) decided voters would vote Liberal, less than 3-in-10 (28%) for CPC, and 12% for NDP



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=1304]

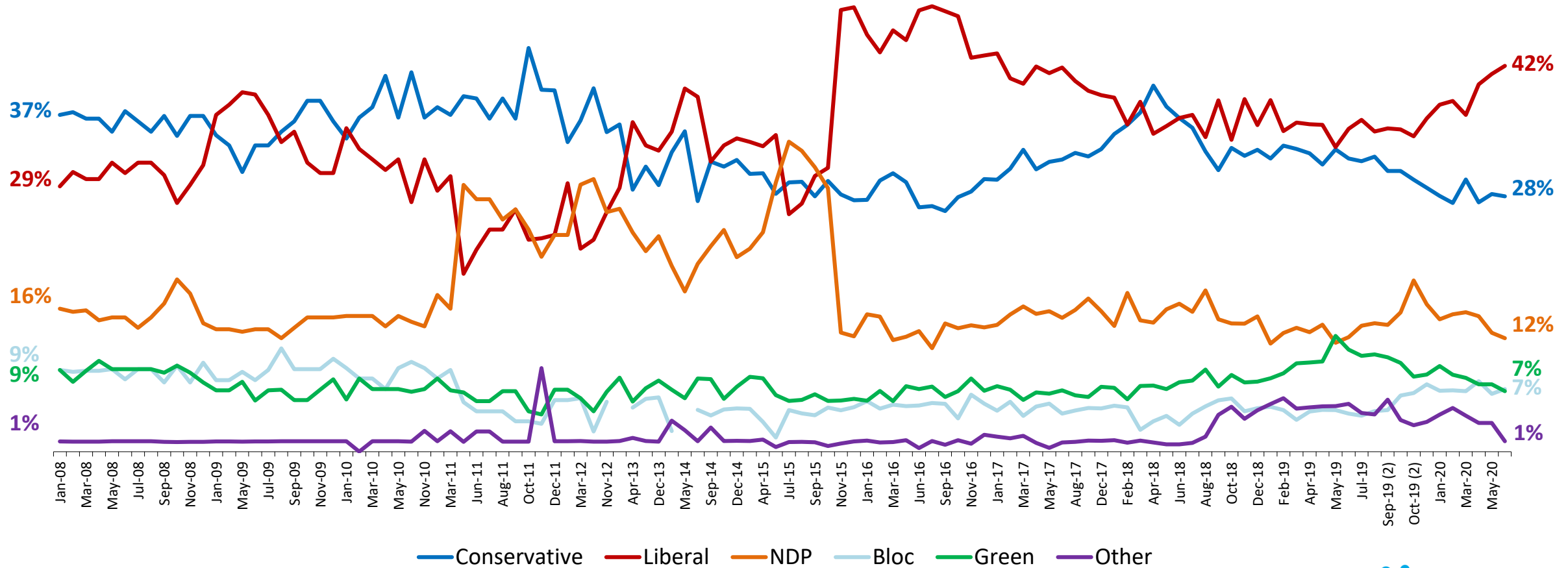


# Federal Decided Vote Tracking: Liberals (42%) up 8 points since Oct '19; CPC (28%) and NDP (12%) steady in distant second and third



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=1304]



# Decided Vote by Region: Liberals hold strong leads in BC, Ontario, Quebec, and Atlantic Canada, only eight points behind in the Prairies

Decided vote by Region

		Region					
		BC	AB	Prairies	ON	QC	Atlantic
		(N=179)	(N=151)	(N=77)	(N=511)	(N=299)	(N=87)
Decided Vote	Conservative	23%	50%	40%	30%	13%	26%
	Liberal	43%	28%	32%	48%	39%	50%
	NDP	21%	11%	16%	12%	7%	13%
	Bloc	-	-	-	-	30%	-
	Green	5%	6%	6%	7%	7%	6%
	Other	8%	5%	7%	3%	4%	5%

Note: Current data: June 2020

# Combined Vote by Value Cluster: Core Left would vote 2-1 Liberals (42%) over NDP (23%)

		Value Clusters					
		Deferential Conservatives	Populist Conservatives	Business Liberals	Left Liberals	Thrifty Moderates	Core Left
		(N=177)	(N=173)	(N=398)	(N=197)	(N=258)	(N=298)
Federal Combined Vote	Conservative	36%	63%	21%	16%	21%	7%
	Liberal	33%	18%	47%	43%	24%	42%
	NDP	5%	4%	9%	10%	9%	23%
	Bloc	7%	0%	7%	4%	9%	6%
	Green	6%	1%	3%	7%	6%	10%
	Other	2%	7%	4%	6%	3%	2%
	Undecided DK	8%	6%	7%	8%	18%	5%
	Would not vote/None	2%	1%	2%	5%	10%	4%

Note: Current data: June 2020



# Combined Vote by Economic Gap: Liberals have a clear lead among all groups except the strugglers, where the CPC is more competitive

		Economic Gap			
		Achievers	Strugglers	Ambivalent	Alienated
		(N=467)	(N=402)	(N=287)	(N=344)
Federal Combined Vote	Conservative	28%	29%	20%	17%
	Liberal	41%	35%	29%	38%
	NDP	8%	9%	10%	18%
	Bloc	6%	8%	7%	2%
	Green	5%	6%	3%	9%
	Other	3%	4%	5%	5%
	Undecided DK	7%	6%	17%	8%
	Would not vote/None	3%	3%	10%	3%

Note: Current data: June 2020

# Combined Vote by Time for Change: Nearly half (43%) of Time for a change Liberals would vote Liberal, 21% for CPC, and 15% for NDP

		Time for Change					
		Core LPC	Soft LPC	Time for change LPC	Uncertain	Soft anti-LPC	Hostile
		(N=403)	(N=130)	(N=166)	(N=178)	(N=333)	(N=291)
Federal Combined Vote	Conservative	1%	5%	20%	9%	32%	67%
	Liberal	86%	51%	43%	15%	10%	1%
	NDP	5%	12%	14%	11%	17%	8%
	Bloc	2%	8%	5%	7%	11%	4%
	Green	1%	8%	8%	7%	10%	4%
	Other	0%	5%	6%	2%	5%	7%
	Undecided DK	3%	9%	4%	31%	10%	6%
	Would not vote/None	1%	2%	0%	18%	5%	2%

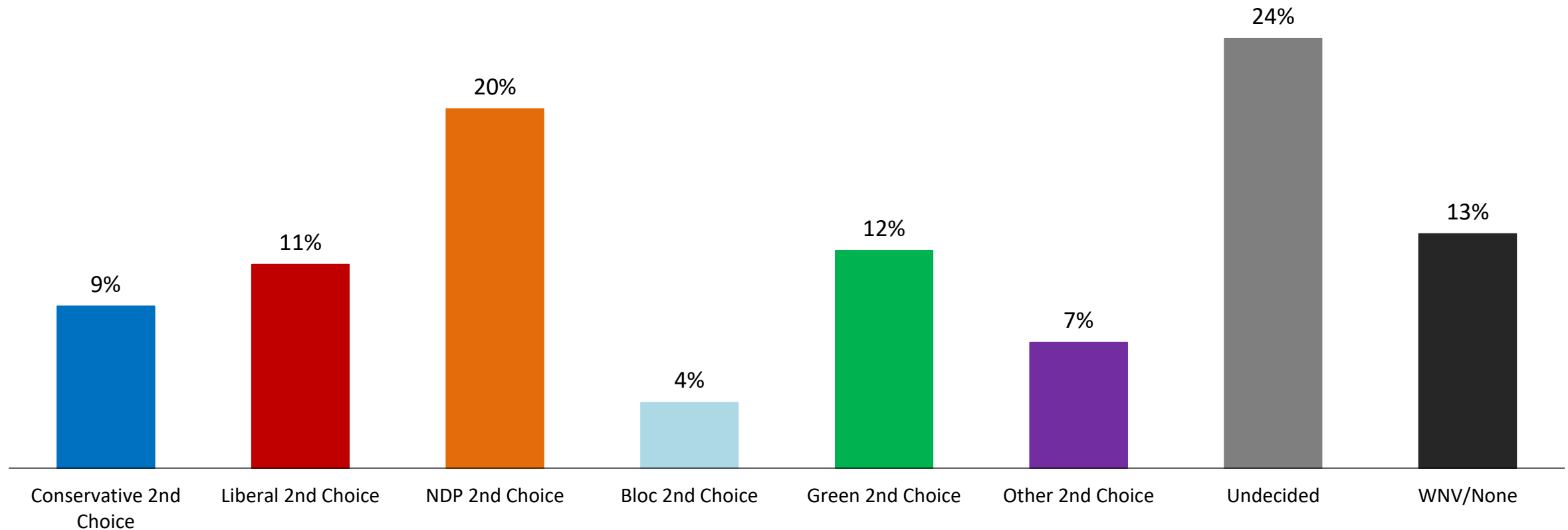
Note: Current data: June 2020

# Federal 2nd Choice: 1-in-4 (24%) are Undecided on their second choice, 2-in-10 (20%) would vote for NDP



And which party would be your second choice?

[only decided voters; n=1304]



# Federal 2nd Choice: Nearly 1-in-4 (22%) Liberals are undecided for a second choice, CPC (24%) and Bloc (26%) 1<sup>st</sup> choice voters most firm

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=363)	(N=548)	(N=161)	(N=89)	(N=86)
	Conservative 2nd Choice	14%	6%	7%	14%
	Liberal 2nd Choice	16%	35%	11%	18%
	NDP 2nd Choice	9%	34%	16%	26%
	Bloc 2nd Choice	2%	4%		6%
	Green 2nd Choice	8%	26%	7%	0%
	Other 2nd Choice	15%	3%	4%	10%
	Undecided	27%	22%	30%	21%
	WNV/None	24%	4%	26%	5%

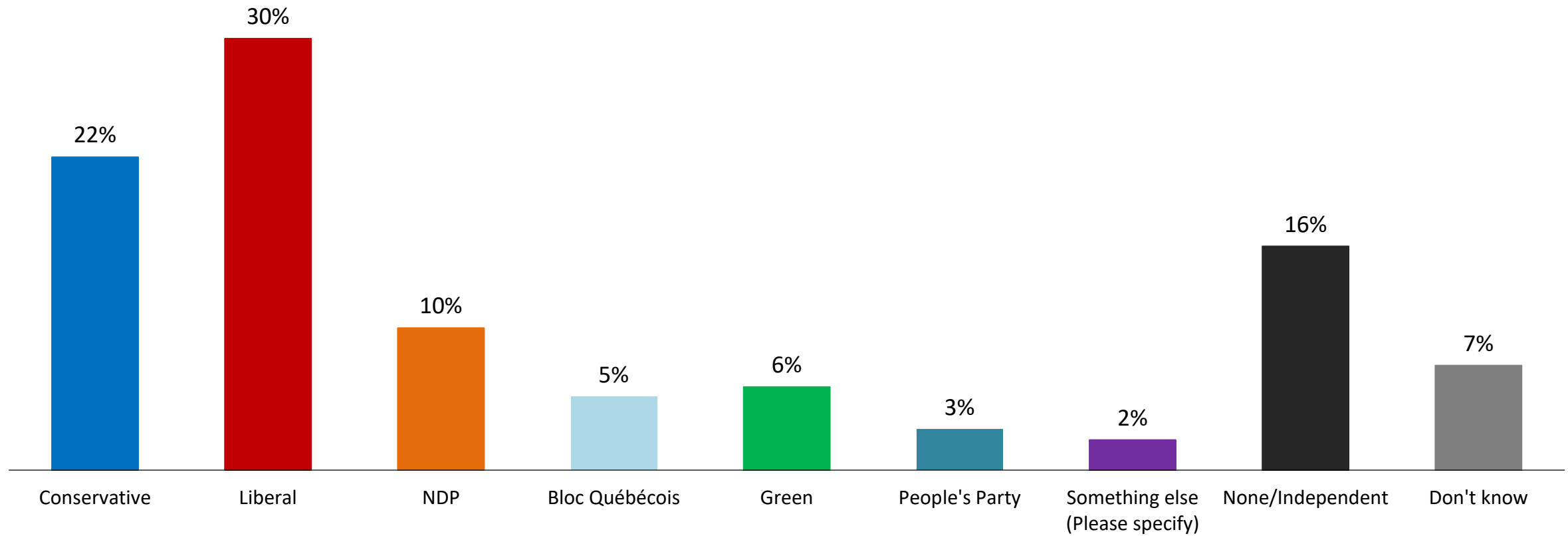
**Note:** 'Other' in Combined Vote not shown due to insufficient sample size.  
Current data: June 2020

# Federal Party ID: 3-in-10 (30%) identify as Liberal, nearly 1-in-4 (22%) as CPC, and 10% for NDP with 16% 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...

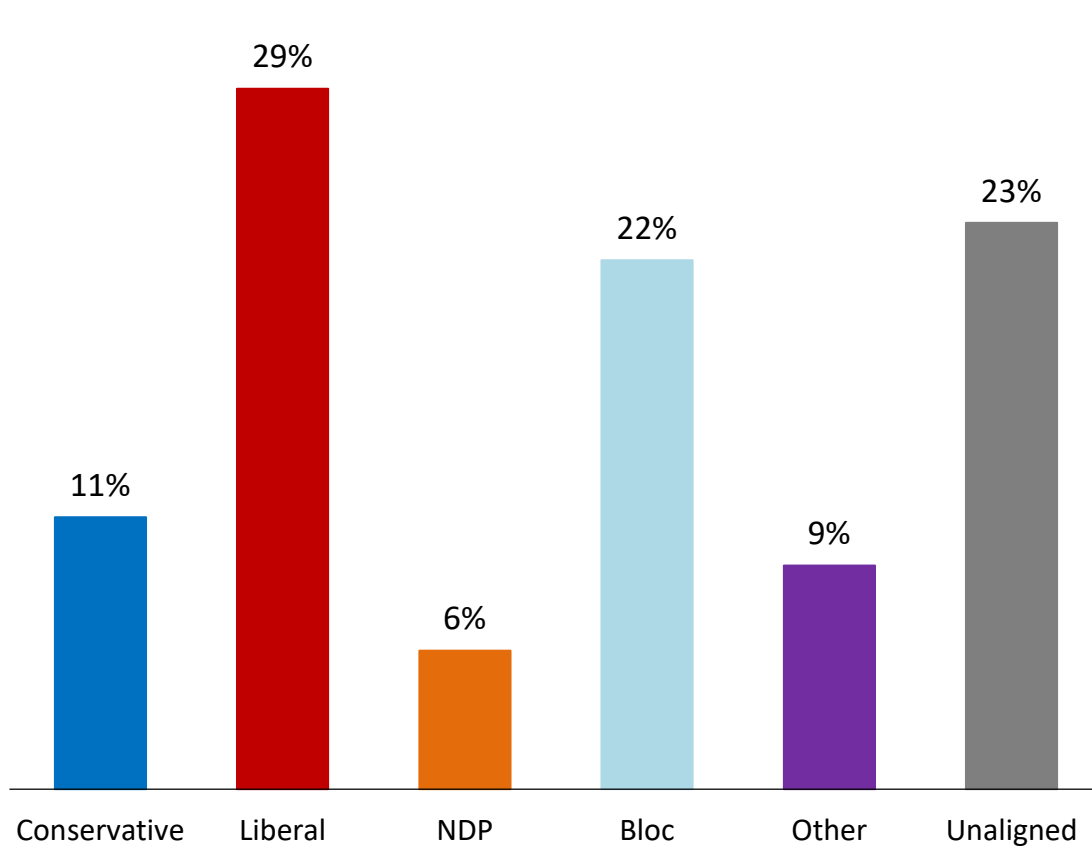
[asked of all respondents; n=1500]



# Federal Party ID (Quebec vs. ROC): In Quebec, a plurality (29%) identify as Liberal, 22% as BQ, and 23% as Unaligned

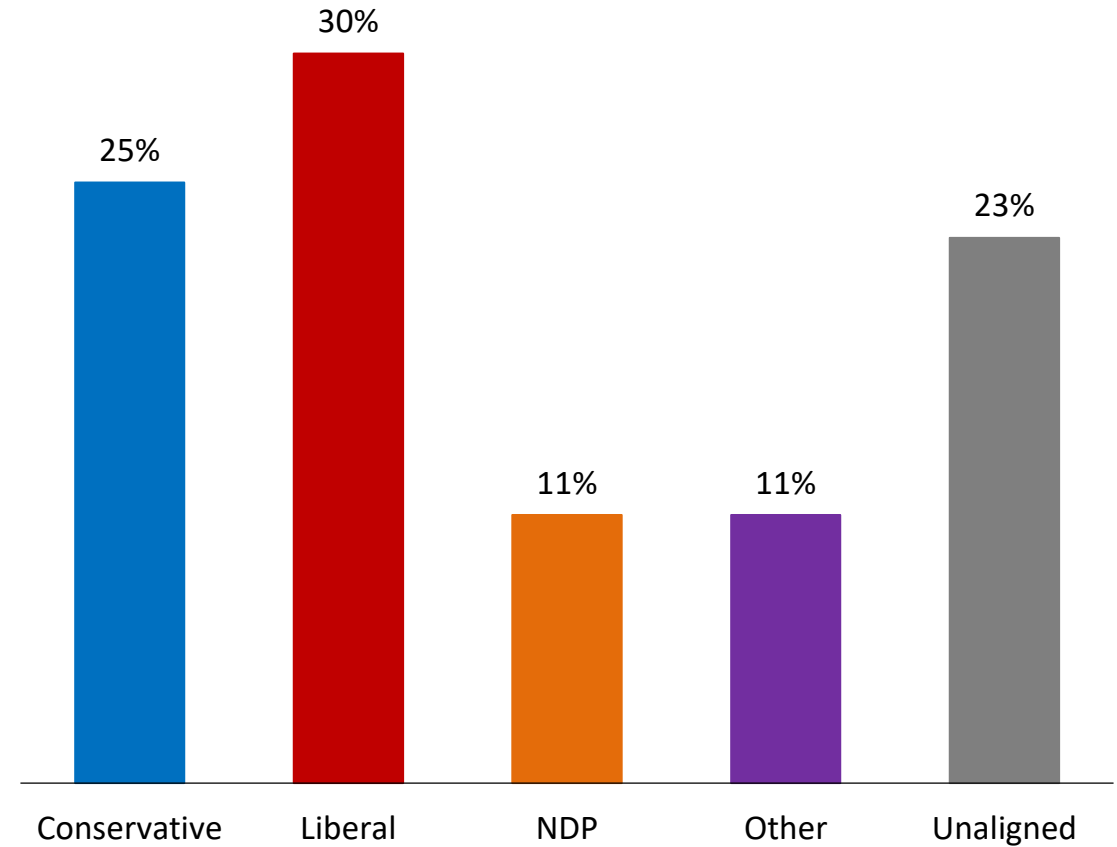
## Party ID: Quebec

[Respondents in Quebec; n=350]



## Party ID: Rest of Canada

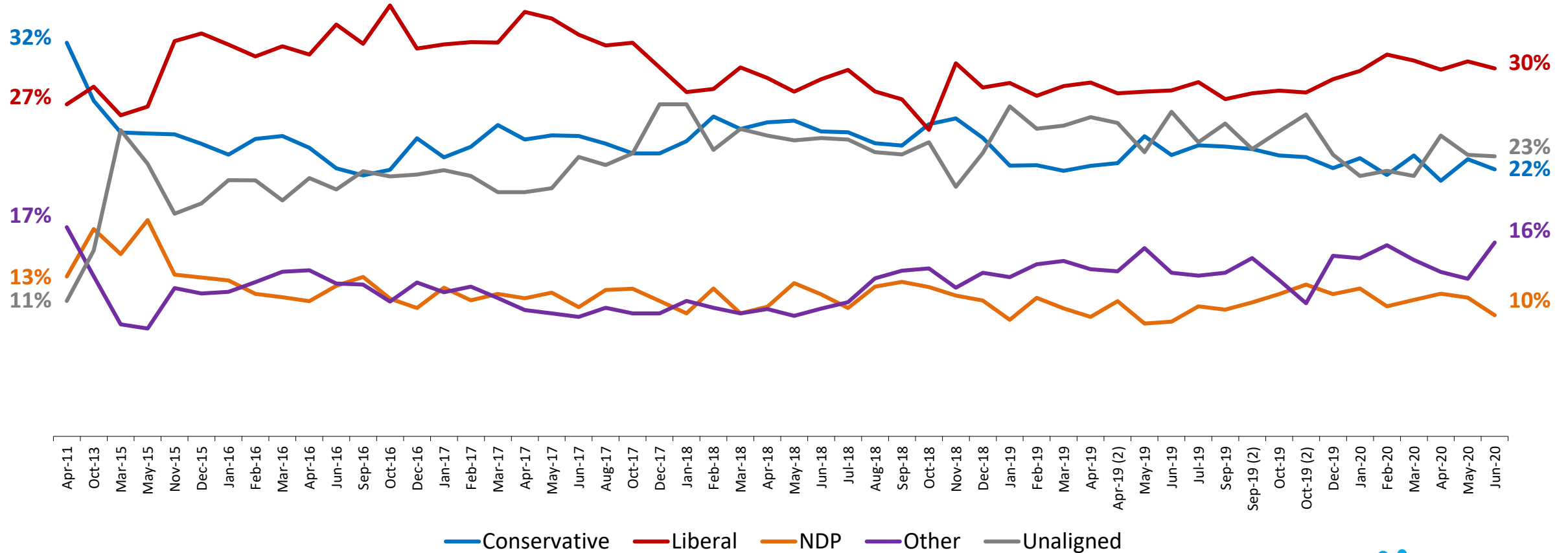
[Respondents in the rest of Canada; n=1150]



# Federal Party ID Tracking: Liberals (30%) continue to lead on party ID with 22% who identify as CPC and 1-in-4 (23%) Unaligned



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: 9-in-10 (87%) Liberal identifiers would vote Liberal, while only 68% of NDP identifiers would vote NDP

		Federal Party Identification				
		Conservative	Liberal	NDP	Other	Unaligned
		(N=326)	(N=449)	(N=148)	(N=236)	(N=342)
Federal Combined Vote	Conservative	84%	3%	5%	13%	11%
	Liberal	5%	87%	19%	15%	22%
	NDP	3%	3%	68%	4%	8%
	Bloc	1%	1%	1%	28%	4%
	Green	1%	2%	4%	25%	3%
	Other	2%	2%	2%	11%	4%
	Undecided DK	3%	1%	2%	3%	32%
	Would not vote/None	1%	1%	0%	0%	16%

Note: Current data: June 2020

# Methodology



# Survey Methodology

**These are the results of an online survey conducted between May 29<sup>th</sup> and June 1<sup>st</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=2,246 Canadian citizens, 18 years or older. Regional oversamples in Atlantic, Prairies, Alberta and BC were used in order to adequately capture perspective on provincial leaders. The results are nationally weighted to n=1,500 based on Census data from Statistics Canada.

**Field Dates:** May 29th and June 1st, 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

**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>	249	11.1%	205	13.7%
<b>Males 35-54</b>	269	12.0%	250	16.7%
<b>Males 55+</b>	653	29.1%	271	18.1%
<b>Females 18-34</b>	263	11.7%	204	13.6%
<b>Females 35-54</b>	319	14.2%	261	17.4%
<b>Females 55+</b>	493	22.0%	308	20.5%
<b>BC</b>	375	16.7%	206	13.7%
<b>AB</b>	304	13.5%	170	11.4%
<b>Prairies</b>	241	10.7%	100	6.7%
<b>ON</b>	698	31.1%	573	38.2%
<b>QC</b>	359	16.0%	349	23.2%
<b>Atlantic</b>	269	12.0%	102	6.8%

For more information, please contact:

**Greg Lyle**

President

(t) 416-642-6429

(e) [glyle@innovativeresearch.ca](mailto:glyle@innovativeresearch.ca)

**Building Understanding.**

