



# Canada This Month Federal Politics

Public Opinion Research  
Release Date: July 22, 2020  
Field Dates: July 14 to July 20, 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. Though approval of the government's handling of COVID-19 has remained stable, general satisfaction with the federal government has been declining since May. Even so, Trudeau maintains his lead as the best option for Prime Minister of Canada and the Liberals maintain their lead in vote.

Today, INNOVATIVE is releasing results from our July 2020 Canada This Month survey. This online survey was in field from July 14<sup>th</sup> to July 20<sup>th</sup> with a weighted sample size of 2,000 and oversamples in Alberta and BC. 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.

# Government Approval

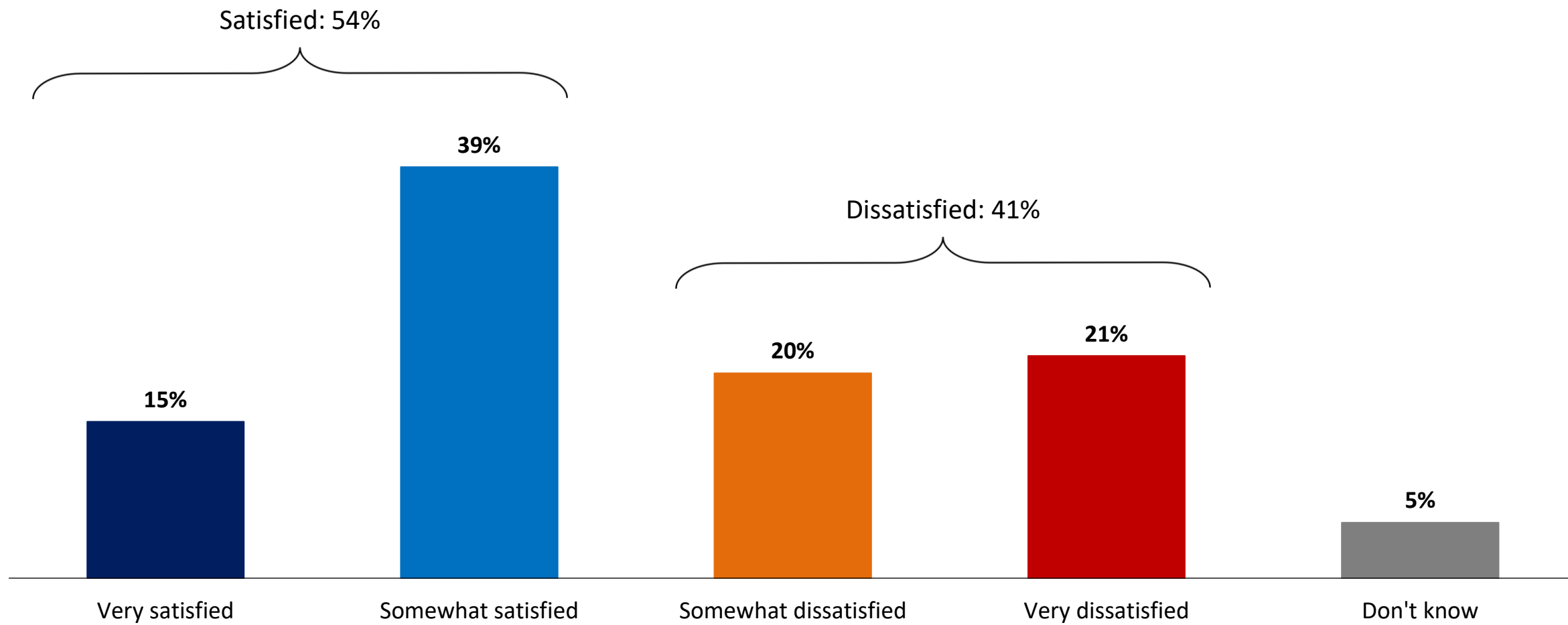
The federal government continues to receive high marks, both generally and for their handling of COVID-19 specifically.

# Federal Satisfaction: A majority (54%) report they are satisfied with the performance of the federal government



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=2,000]



# Federal Satisfaction Tracking: From a record high of +26% in May, net satisfaction with the federal gov't is down 13 points to +13% in July

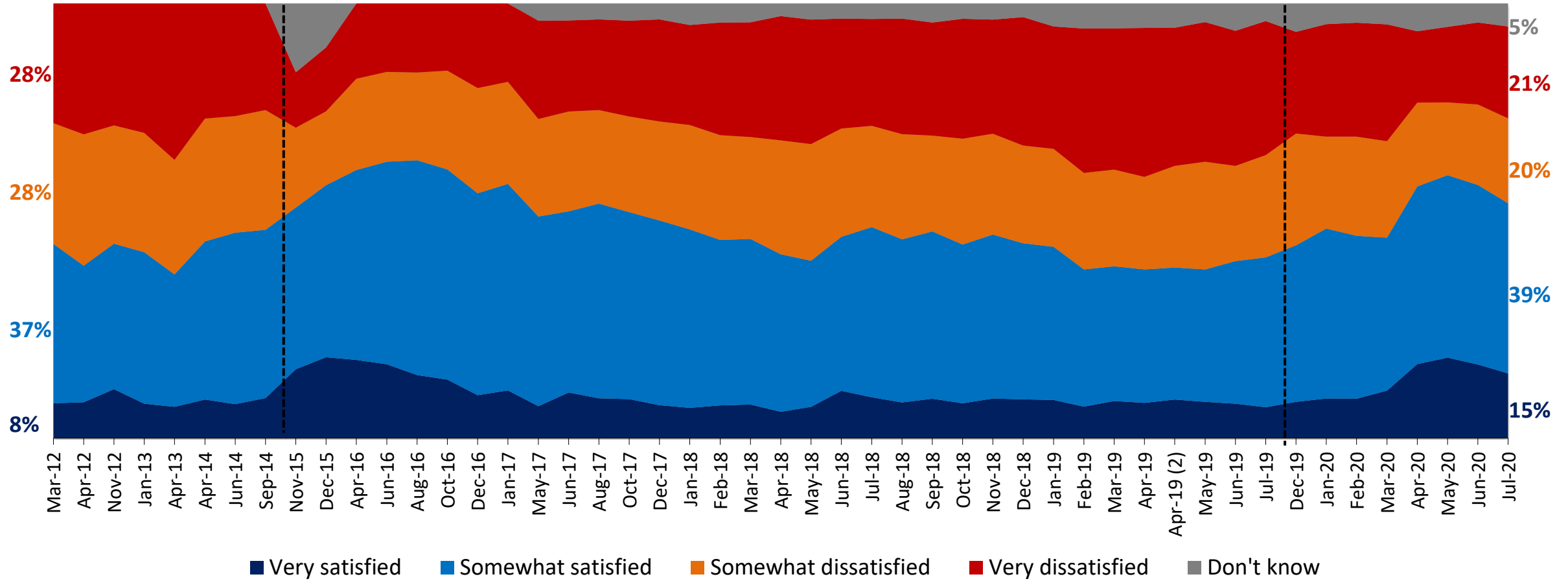


Generally speaking, how satisfied are you with the performance of the FEDERAL government in Canada? Would you say you are...?

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

2015 Election

2019 Election

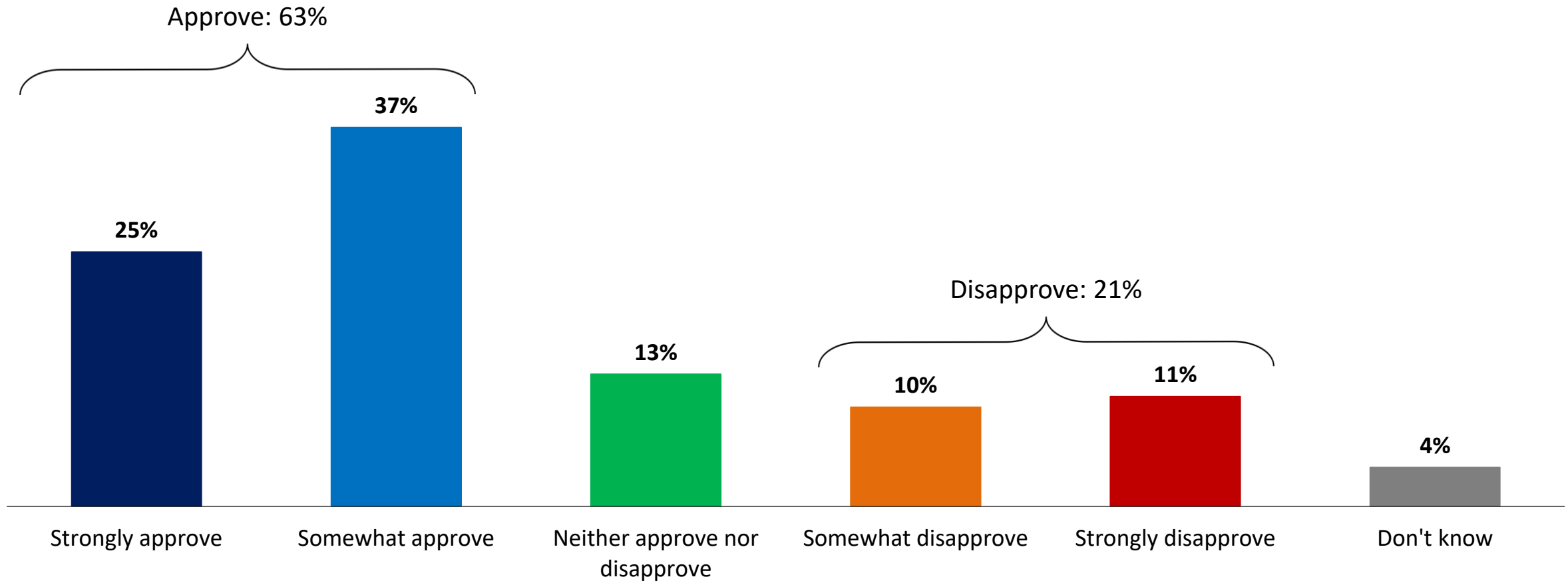


# COVID-19 Handling: More than 6-in-10 (63%) approve of the federal government's handling of the outbreak



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

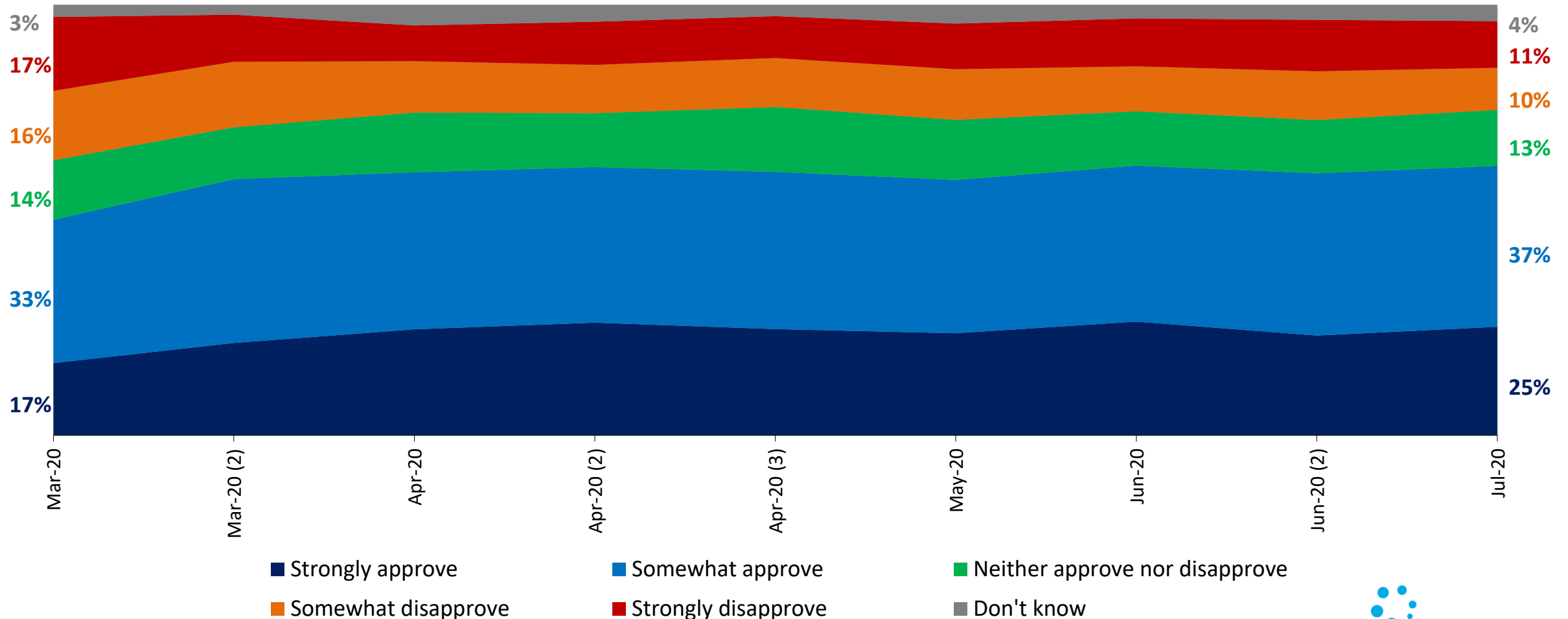
[asked of all respondents; n=2,000]



# COVID-19 Handling Tracking: Most approve of federal government's handling of the situation; net satisfaction increased slightly since June



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=2,000]



# Read, Seen, Heard

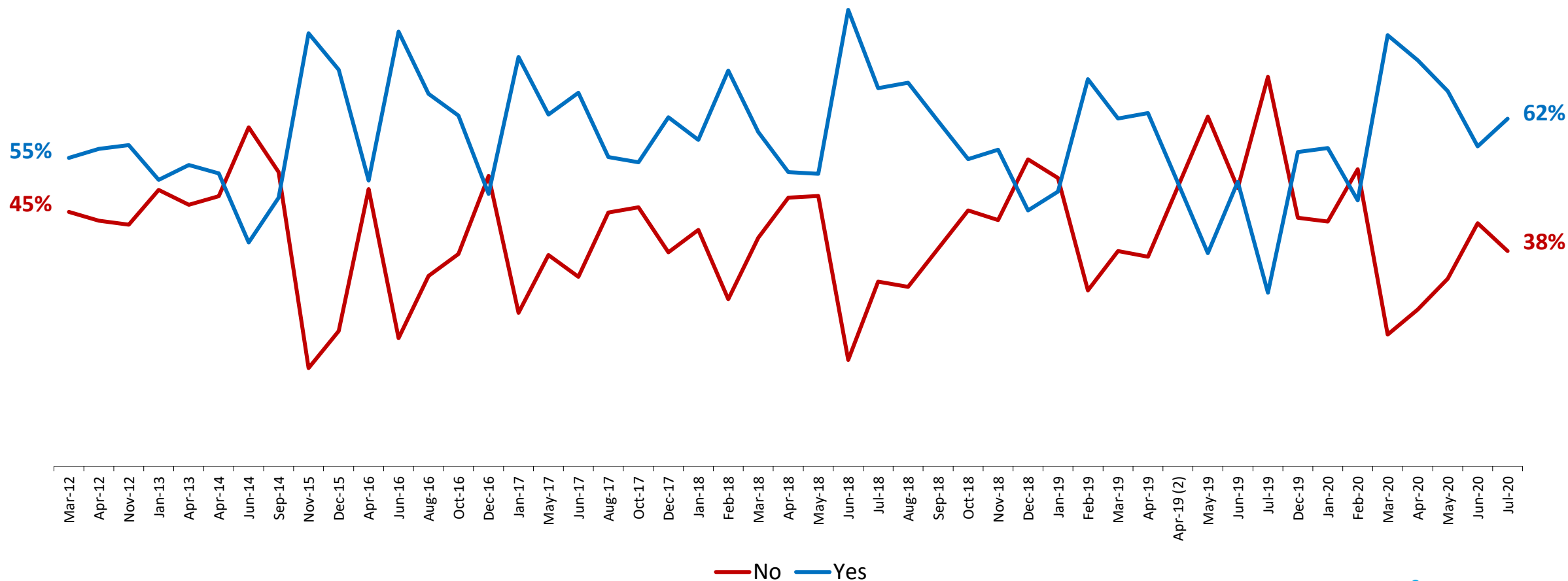
A majority have heard something about the government, and among those, impression is mostly negative. This is largely driven by the negative impressions left on those who recall the WE charity scandal.

# Read, Seen, Heard Tracking: Over 6-in-10 (62%) recall something about the federal government, up 5 points month-to-month



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=2,000]



Note: Don't know not shown.

Current data: July 2020.

# Federal Read, Seen, Heard, Impact Tracking: Impact of RSH has been trending negatively over the past few months

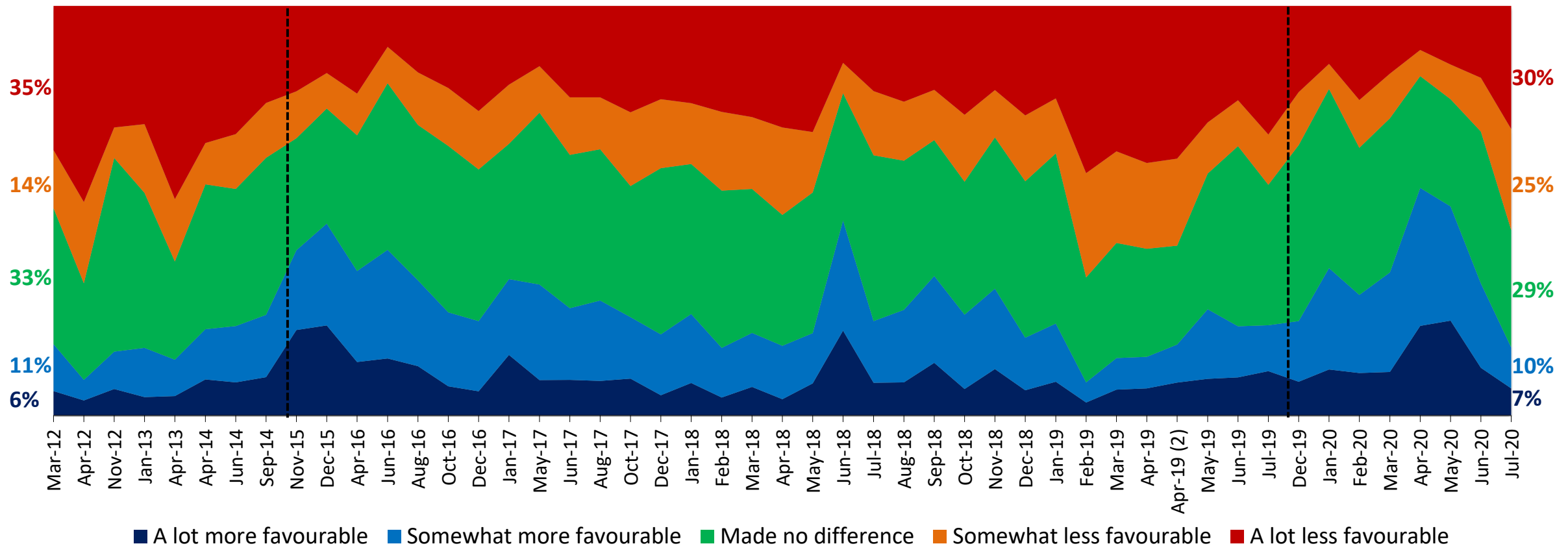


Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards Canada's Prime Minister and the Federal government?

[asked of those who have RSH; n=1235]

2015 Election

2019 Election



■ A lot more favourable ■ Somewhat more favourable ■ Made no difference ■ Somewhat less favourable ■ A lot less favourable

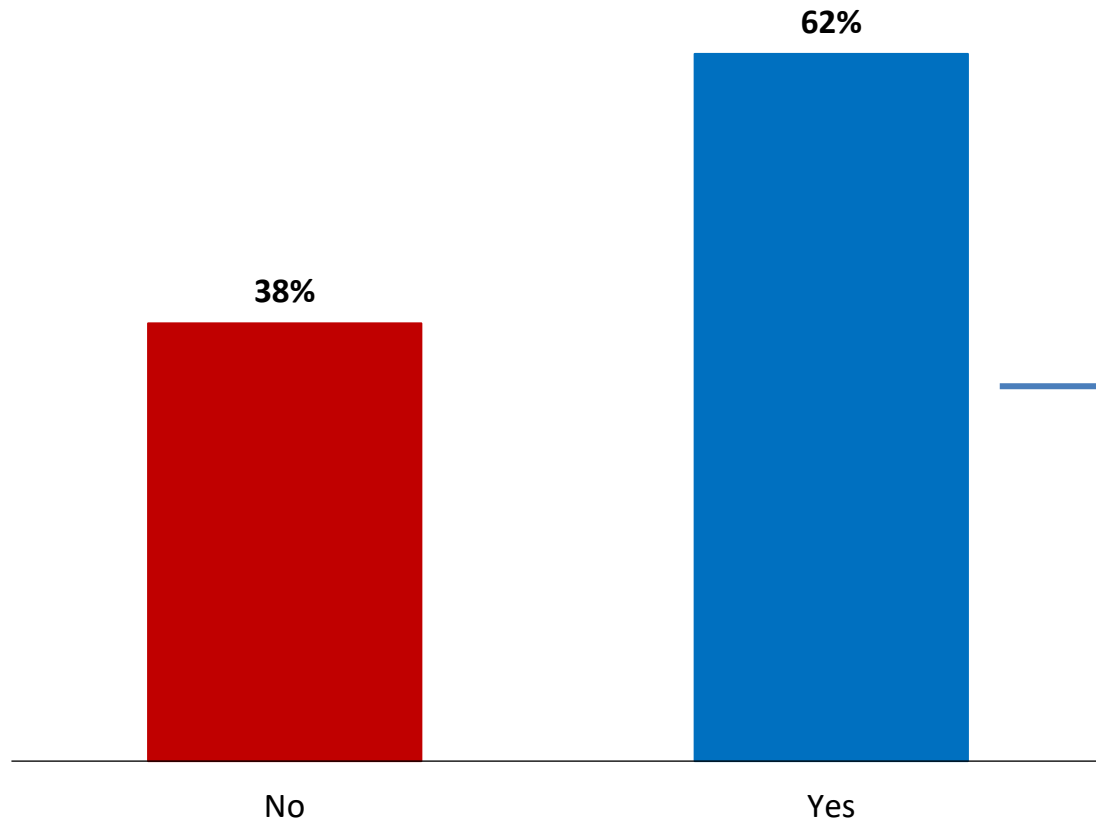
Note: Don't know not shown.

Current data: July 2020.

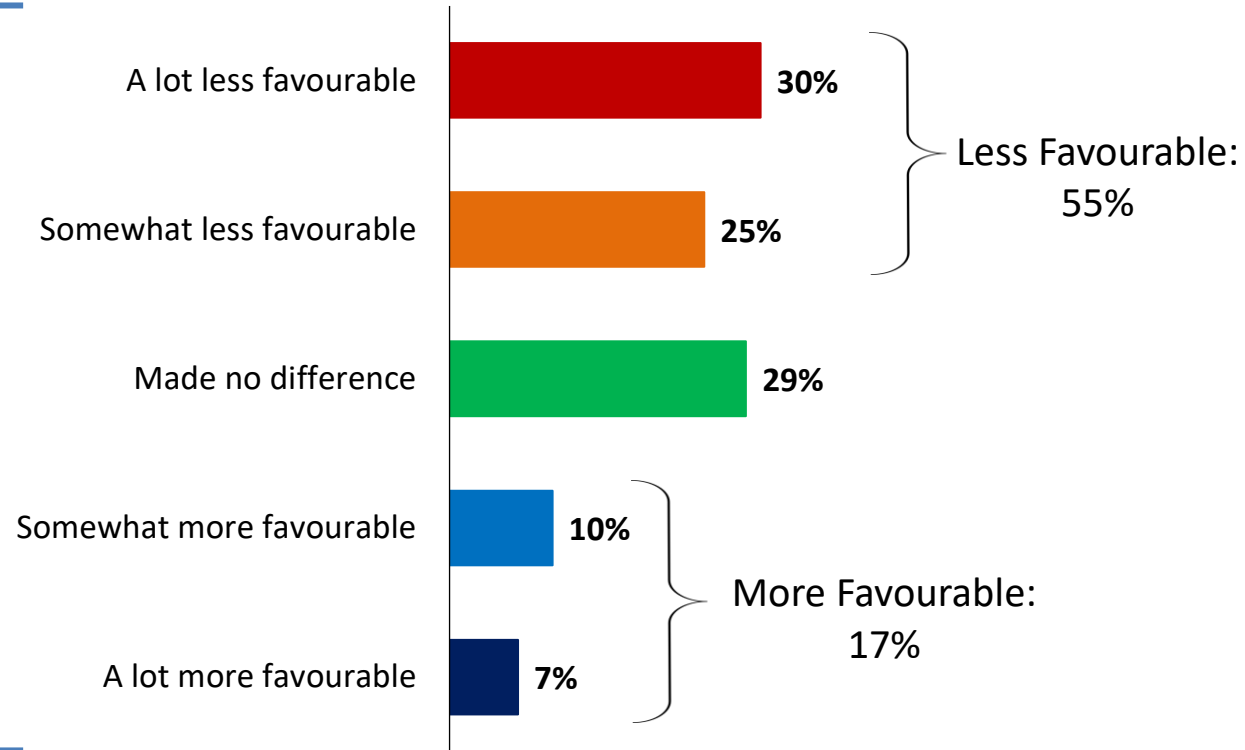
Note: in May '18, this question is asked of all respondents except those in Ontario.

# Federal Read, Seen, Heard: Over 6-in-10 (62%) have RSH about the federal government; mostly leading to a less favourable impression

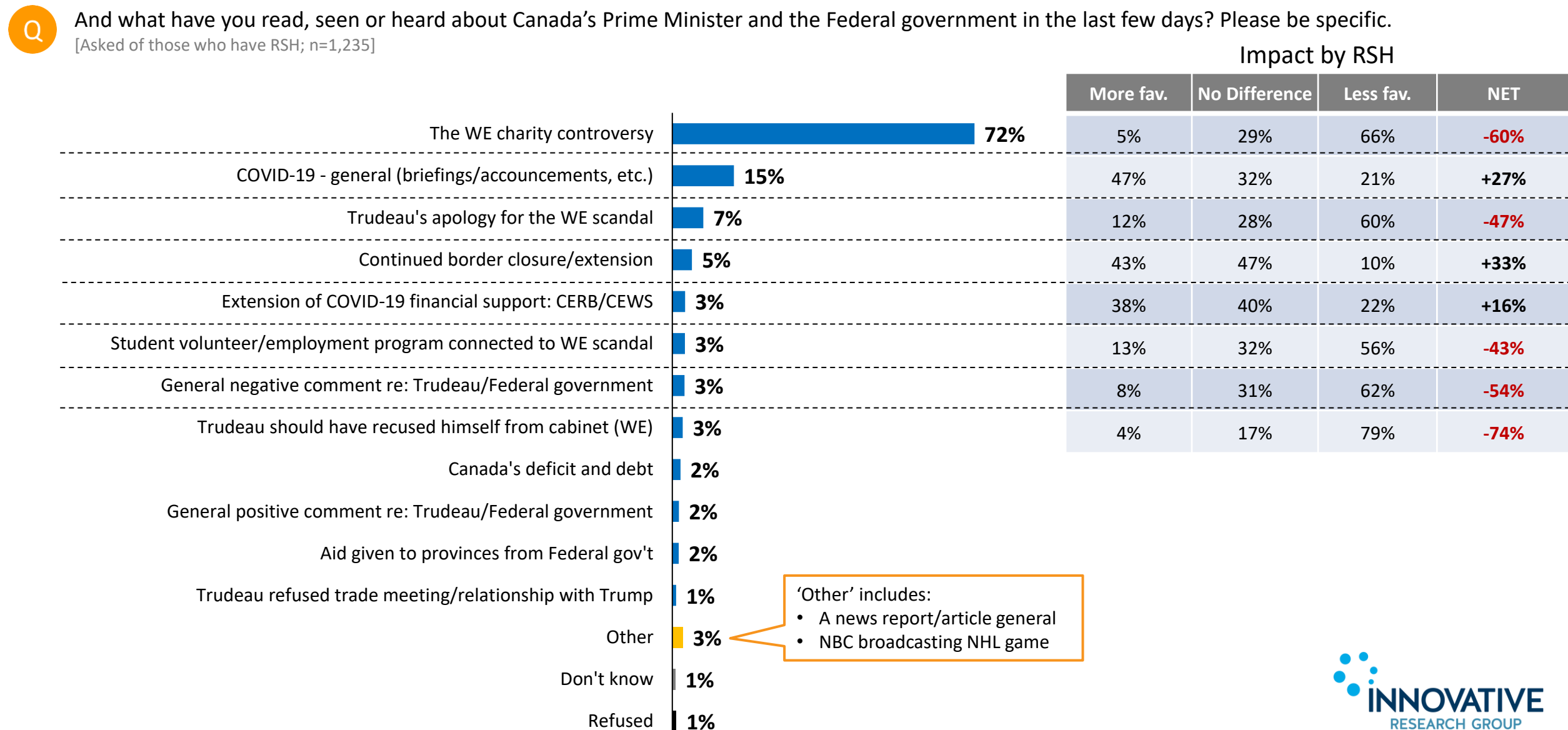
**Q** Have you read, seen or heard anything about Canada's Prime Minister and the Federal government in the last few days?  
[Asked of those who have RSH; n=2000]



**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=1235]



# Over 7-in-10 (72%) recall the WE charity controversy and among those that mention it, impact is strongly negative (-60% net favourability)



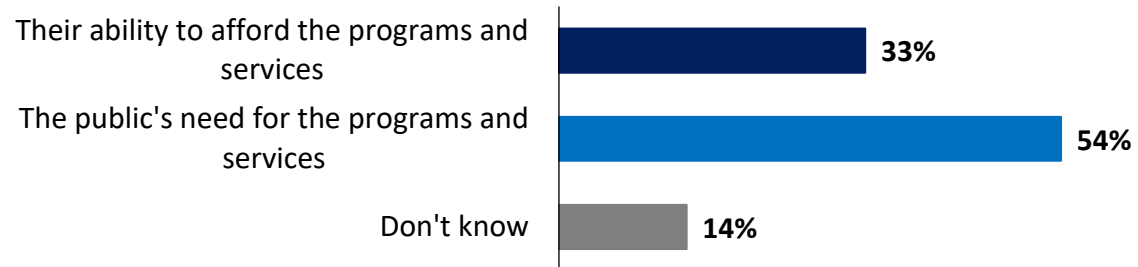
Note: Impact shown only for responses with a weighted sample size of n>30

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

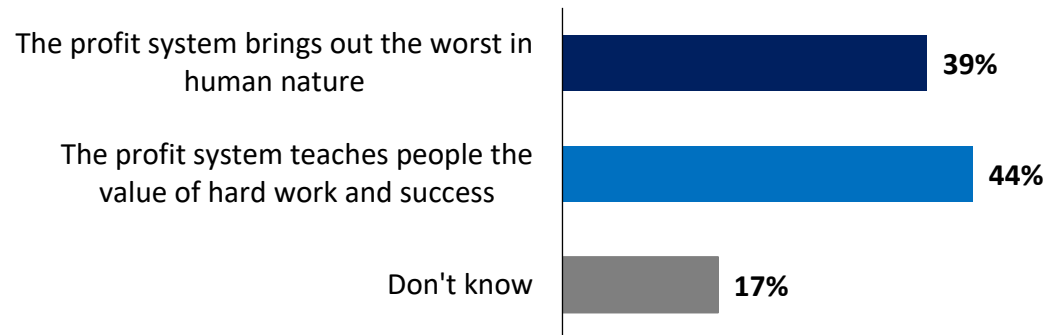
We use these segments throughout the remainder of the report to analyze vote leadership results.

# Core Political Values: Majority (54%) feel we should base spending decisions on public need, not the government's ability to afford it

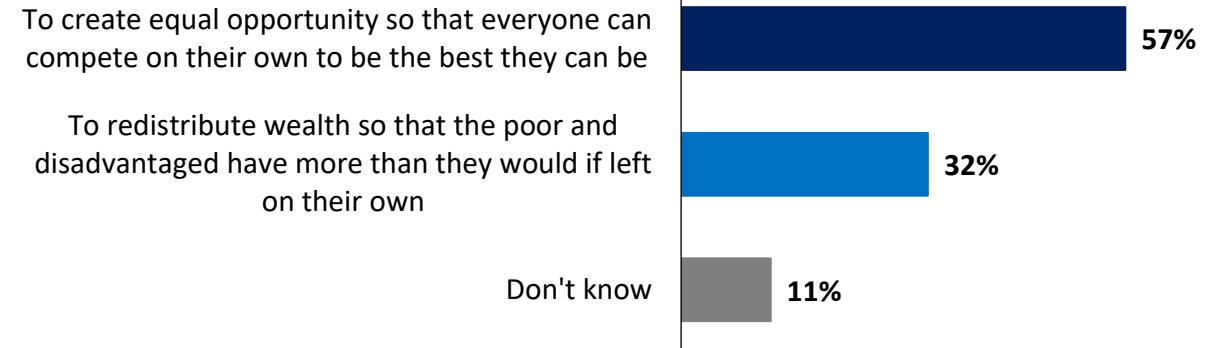
**Q** Now we would like to ask a few questions about basic values and society...When governments make major decisions concerning spending on programs and services, do you think they should be basing their decisions mainly on...?  
[asked of all respondents; n=2,000]



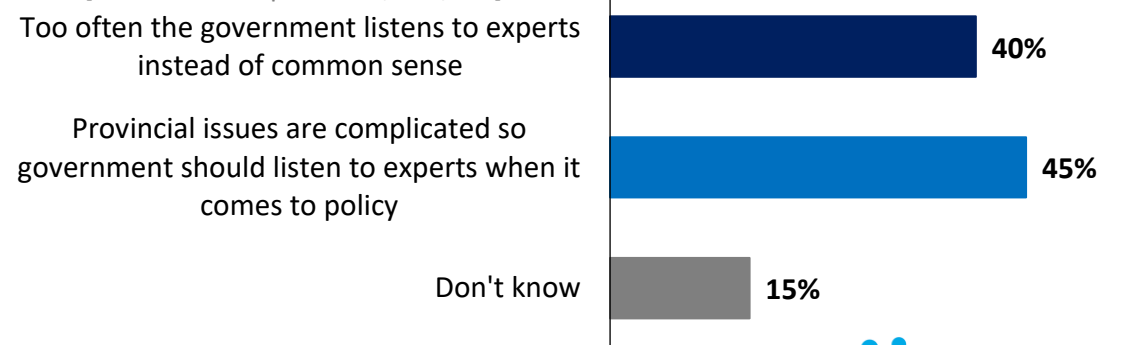
**Q** Which of the following statements comes closest to your view?  
[asked of all respondents; n=2,000]



**Q** Is the main role of government to...?  
[asked of all respondents; n=2,000]



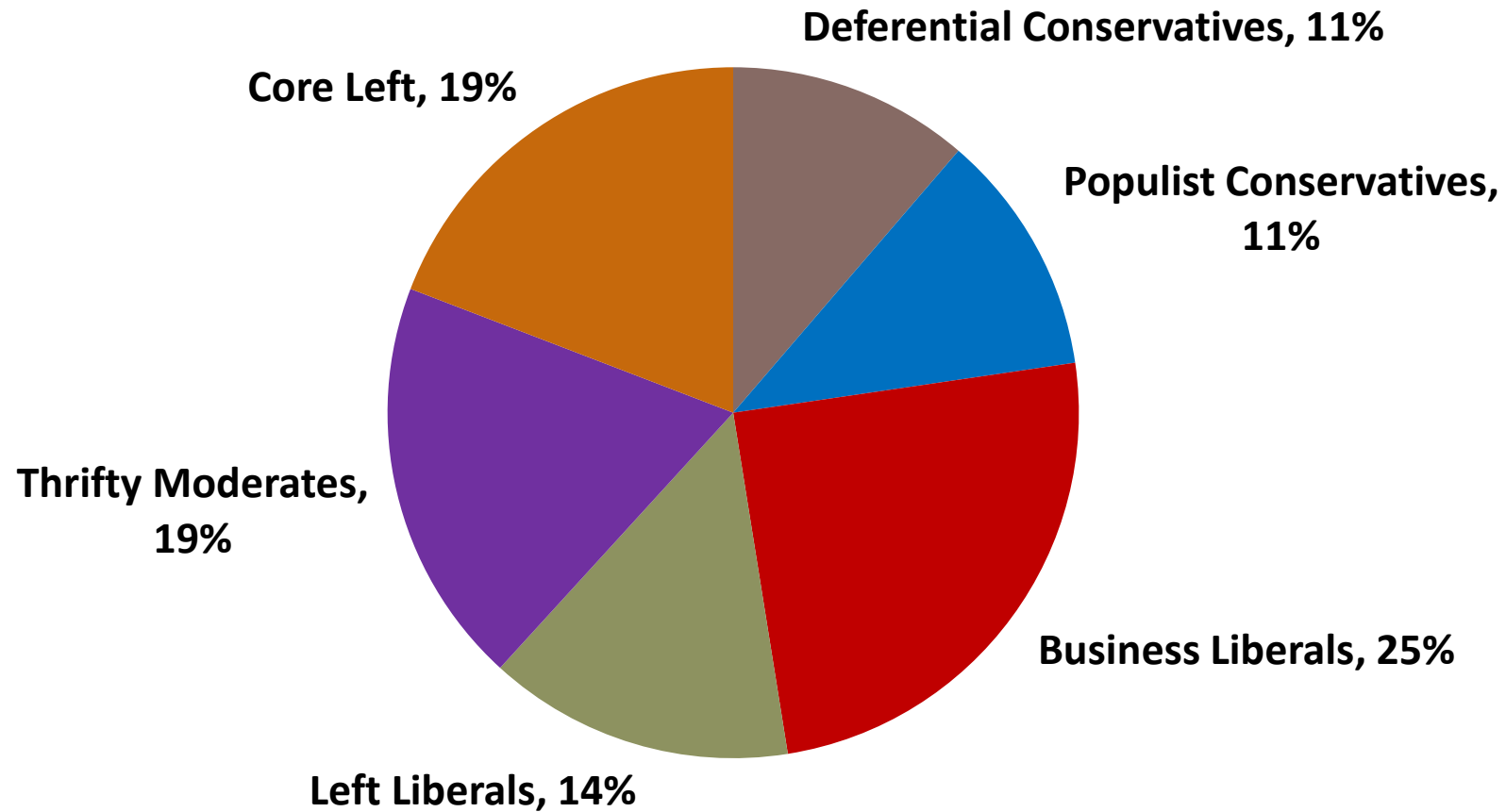
**Q** When it comes to government decision making, which of the following statements is closest to your view?  
[asked of all respondents; n=2,000]



# Value Clusters: Conservative clusters are smallest, 1-in-4 (25%) categorized as Business Liberals

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=2,000]



# Defining Value Clusters: Conservative clusters much more likely to feel role of government is to create equal opportunity

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	86%	93%	0%	0%	65%	0%
	Public Need	0%	0%	95%	90%	0%	91%
Is the main role of government to...	Create equal Opportunity	78%	98%	69%	98%	30%	0%
	Redistribute wealth	16%	0%	22%	0%	31%	96%
When it comes to government decision making...	Rely on common sense	0%	100%	34%	45%	41%	30%
	Listen to experts	92%	0%	55%	39%	22%	59%
The profit system...	Brings out the worst in human nature	0%	0%	0%	81%	57%	87%
	Teaches value of hard work and success	89%	93%	90%	0%	5%	0%

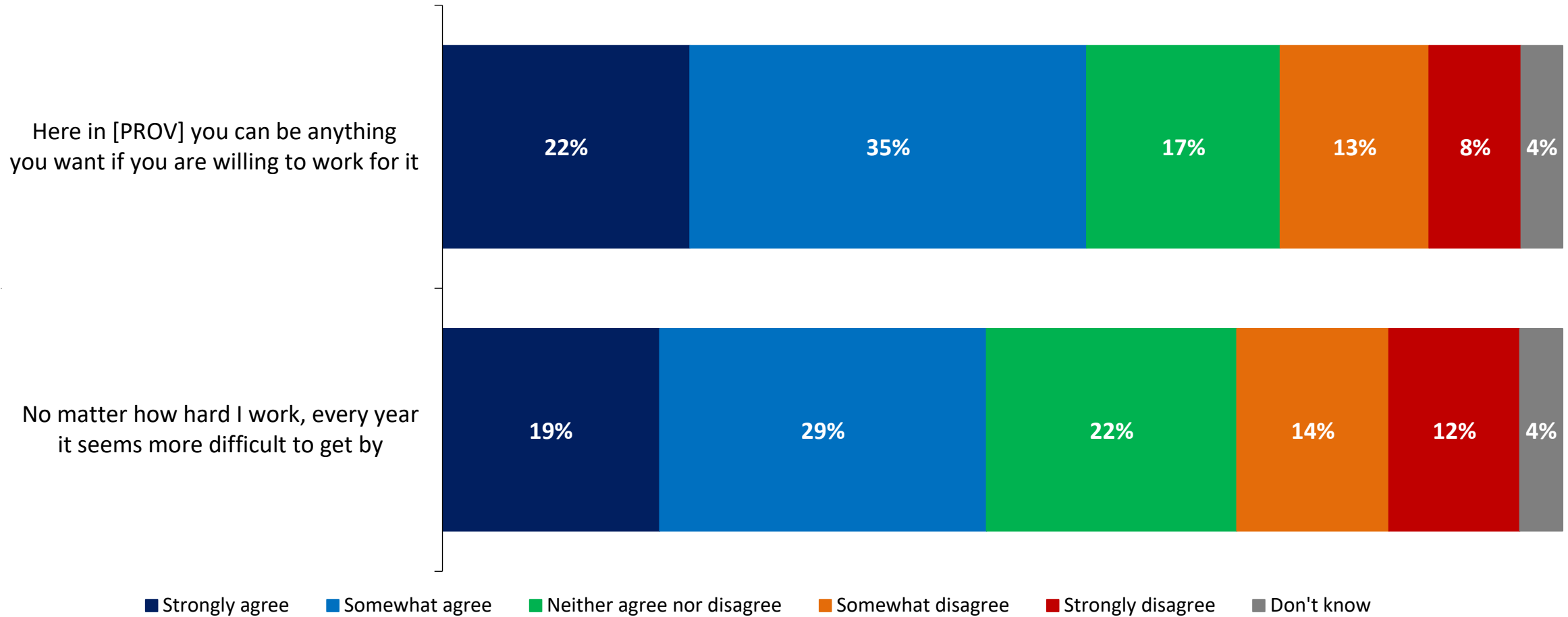
Note: Current data: July 2020

# Segmentation Attitudes: A majority of Canadians feel you can be anything you want if you're willing to work for it



Do you agree or disagree with the following statements? -

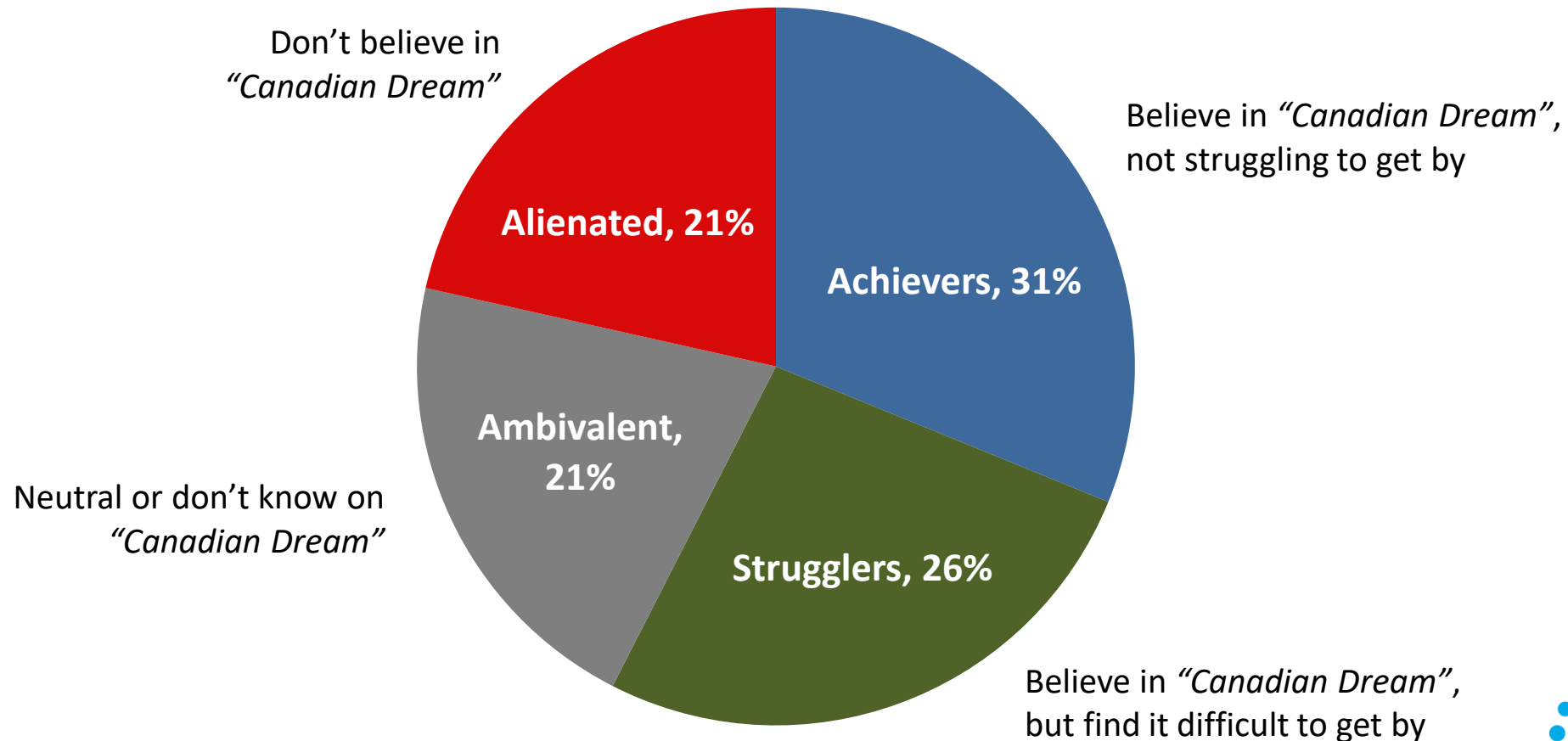
[asked of all respondents; n=2,000]



# Economic Gap Segmentation: 3-in-10 (31%) do not struggle financially and our optimistic about personal opportunities in their province

Gap segmentation: Agree with 'Here in [PROVINCE] you can be anything you want if you are willing to work for it' BY Agree with 'No matter how hard I work, every year it seems more difficult to get by'.

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

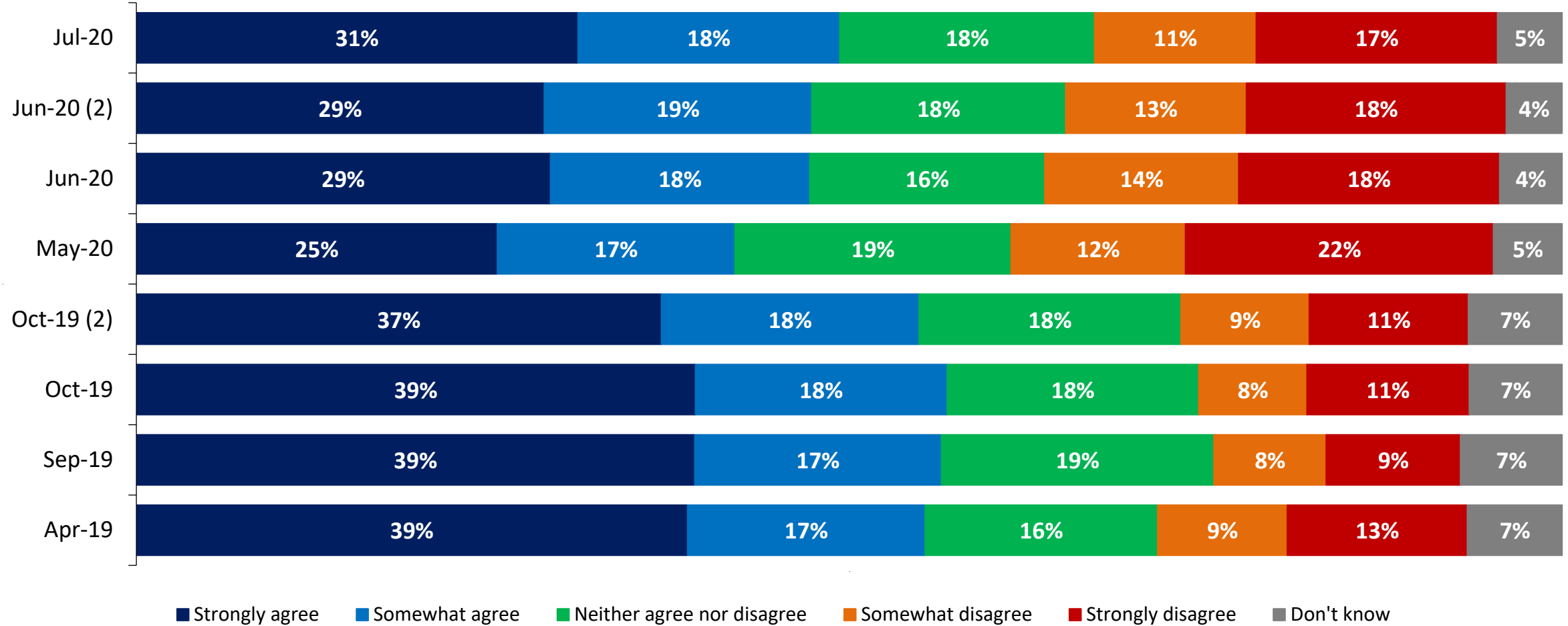


# Time for Change Tracking: Net 'time for a change' sentiment has increased 5 points month-to-month, from +16% in June to +21% in July



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=2,000]

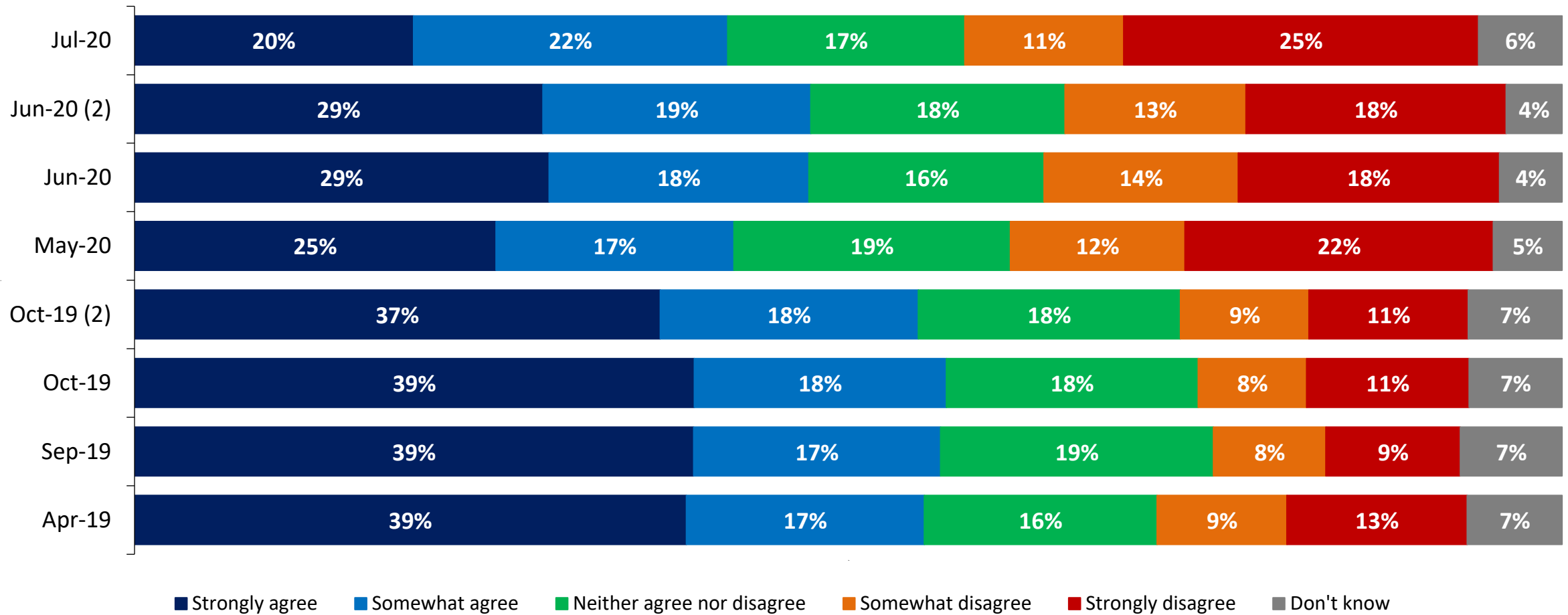


# Best Party for Government Tracking: Net agreement that the Liberals are the best party has dropped 11 points from +16% in June to +6%



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

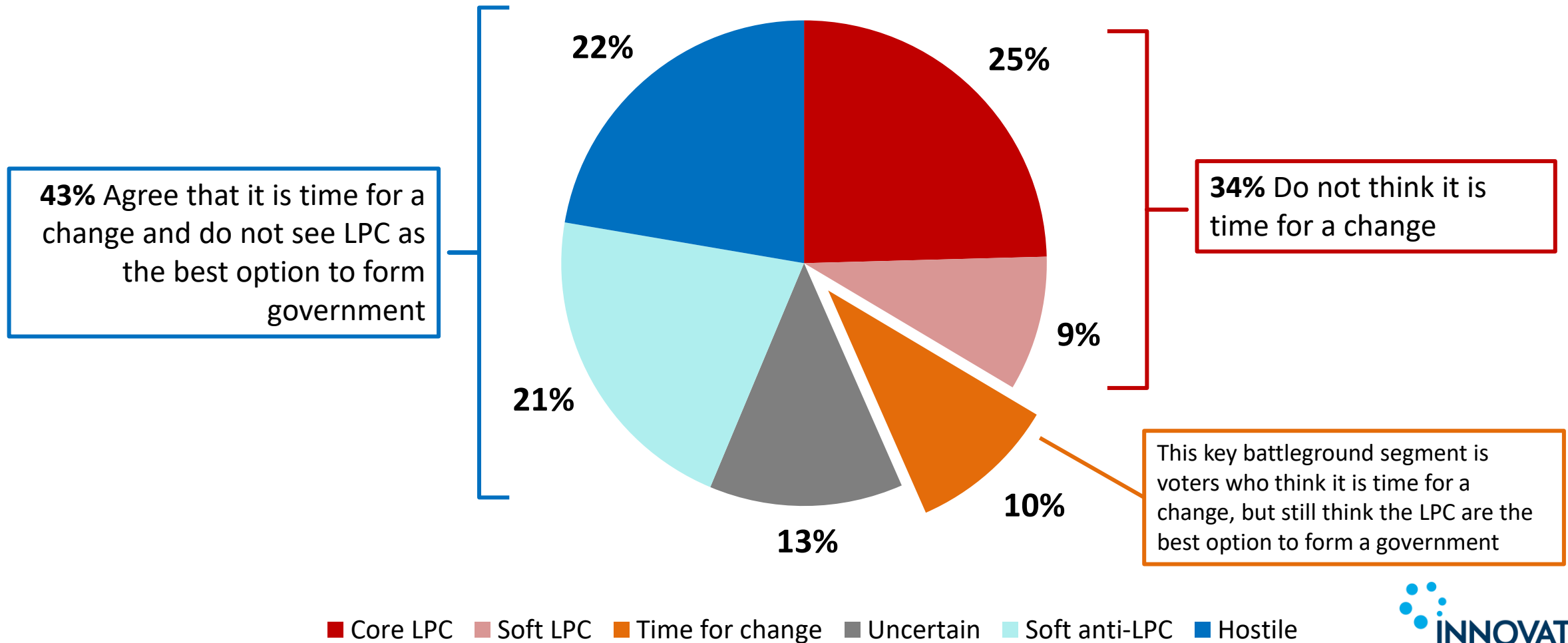
[asked of all respondents; n=2,000]



# Time for Change Segmentation: 1-in-10 (10%) feel the Liberals are still the best party for government, but that it's time for a change <sup>21</sup>



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=2,000]



# Leadership

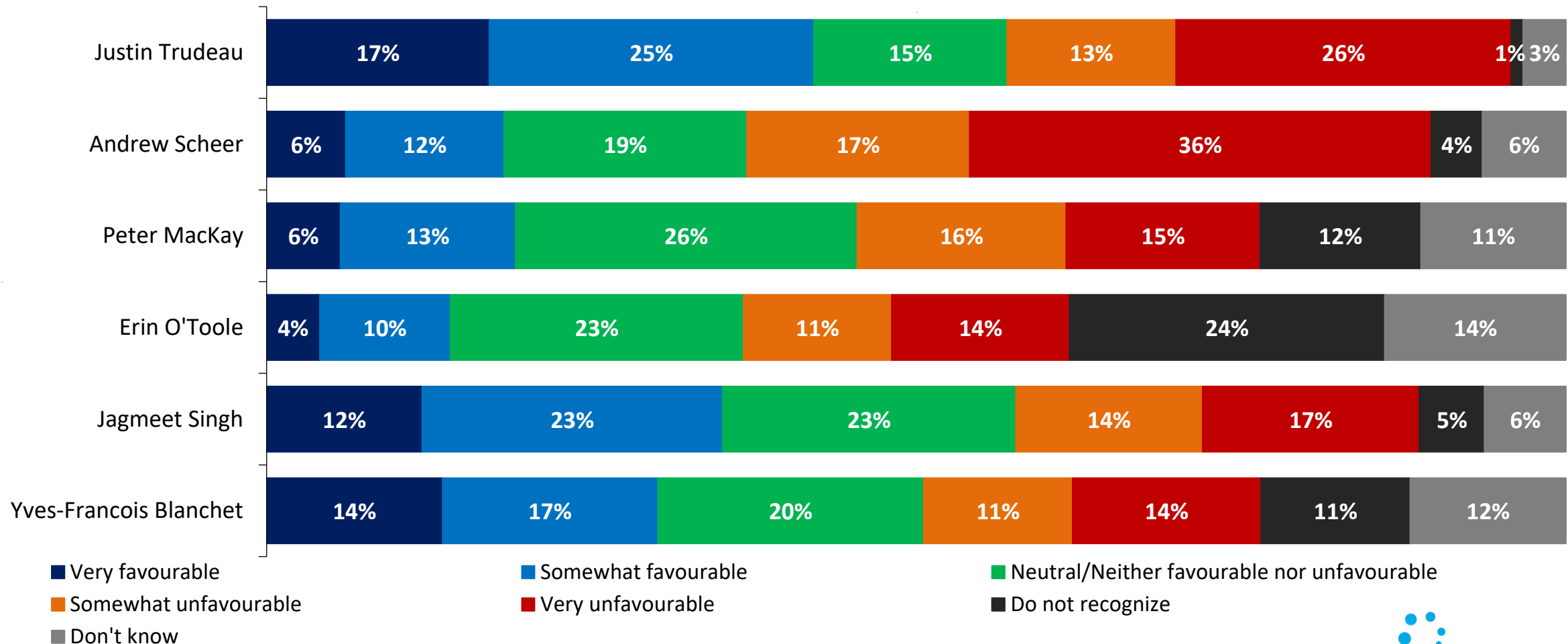
Despite a slight drop in net favourability compared to June, Trudeau shows a dominant lead over Scheer on being the best candidate for Prime Minister.

# Leader Favourables: Trudeau shows the strongest net favourability among all candidates, while Scheer elicits a strongly negative reaction



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]

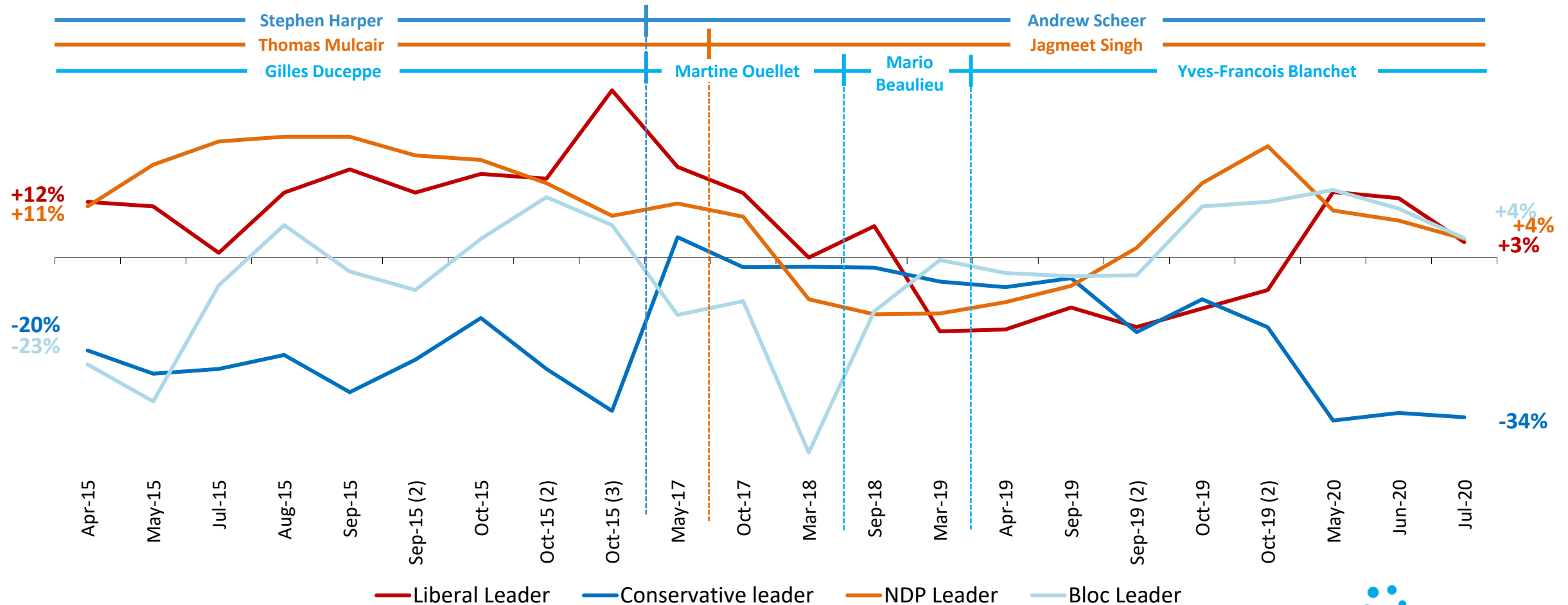


# Party Leader NET Favourables Tracking: Gap in net favourability between Trudeau (+3) and Scheer (-34) now at 38 points



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]



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

Current data: July 2020

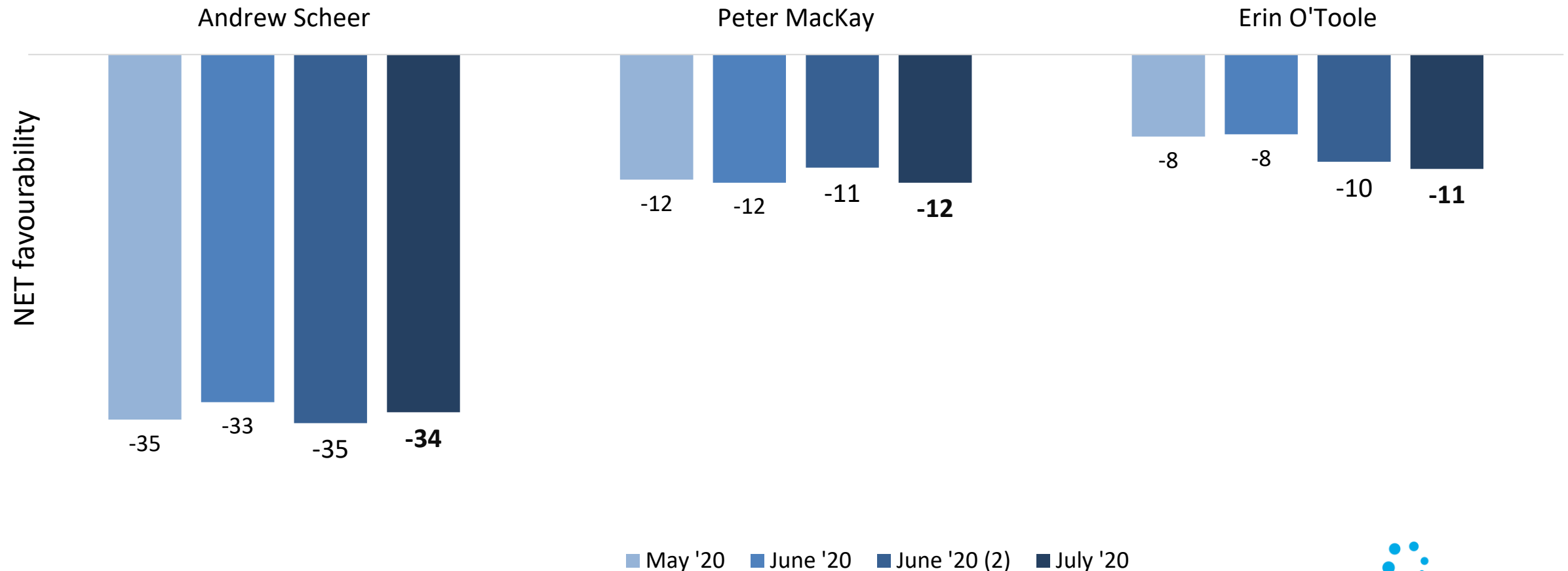
Note: Results for Yves-Francois Blanchet for Quebec respondents only

# 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=2,000]



# Leader favourability by value clusters: Populist Conservatives have a net negative impression of all leaders except Scheer

26



Justin  
Trudeau



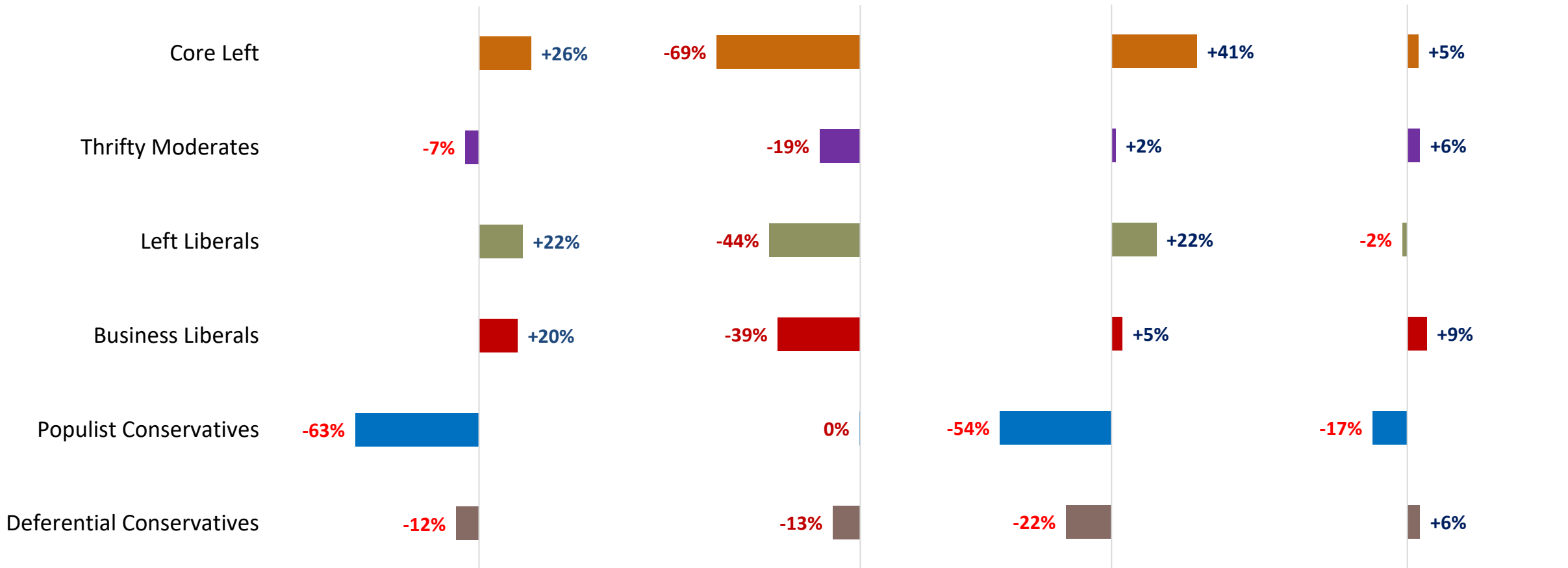
Andrew  
Scheer



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 Economic Gap: Scheer has strongly negative net favourability among all groups<sup>27</sup>



Justin  
Trudeau



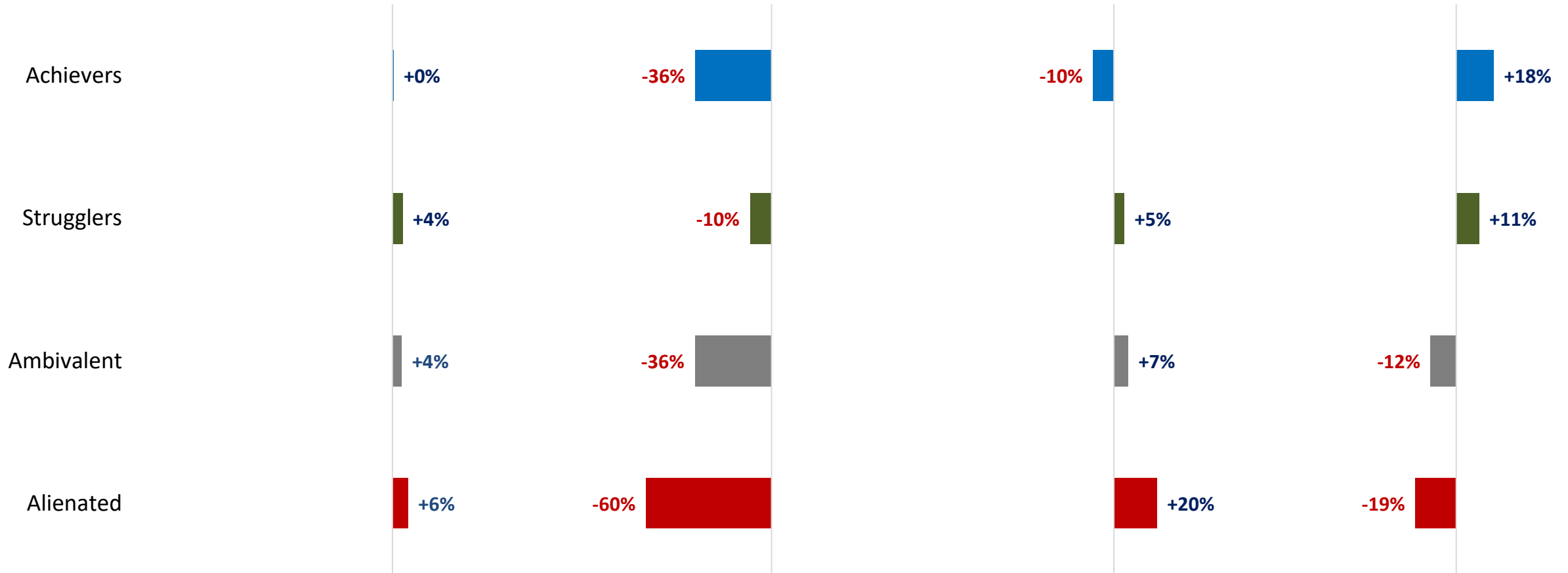
Andrew  
Scheer



Jagmeet  
Singh



Yves-François  
Blanchet\*

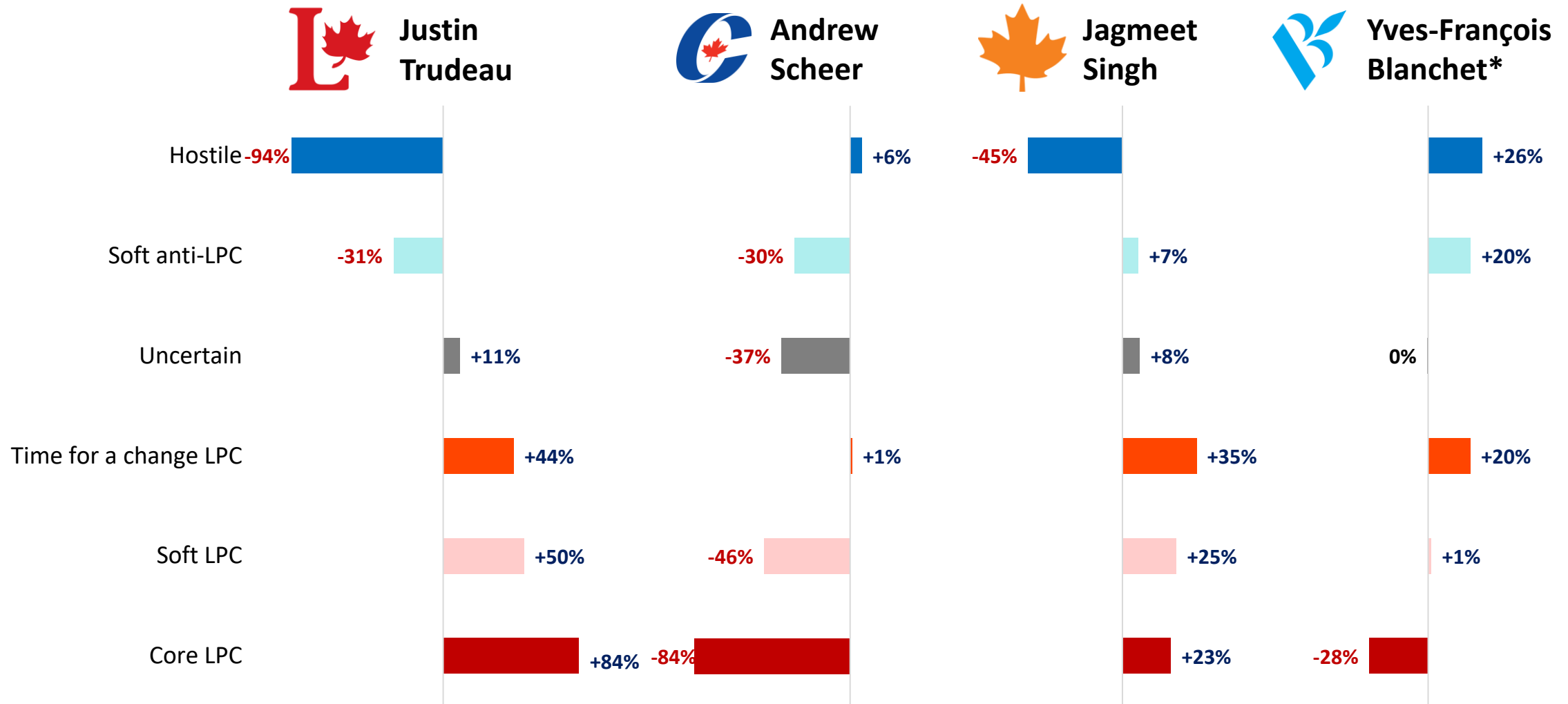


## NET Favourability by Economic Gap:

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 positive net favourability among 'Time for Change' Liberals



## 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.

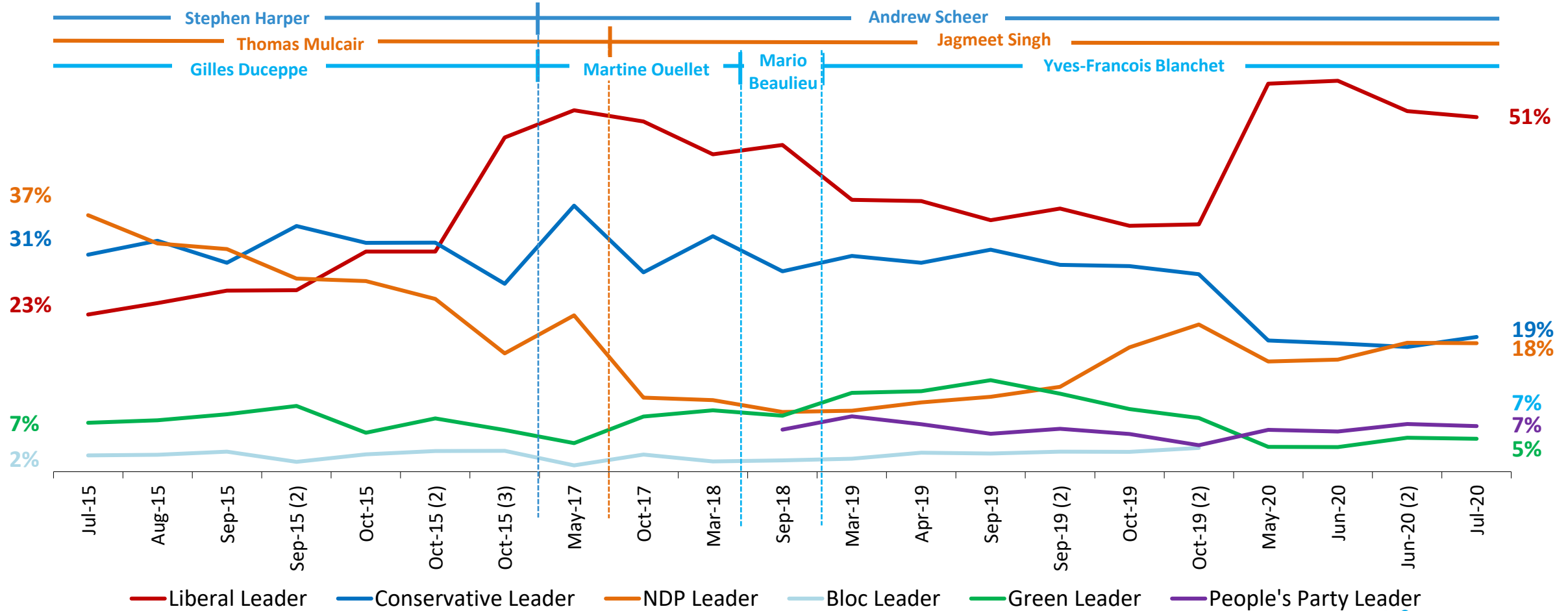
\*Results for Yves-François Blanchet are from Quebec only.

# Best Prime Minister Tracking: Trudeau (51%) remains dominant on Best PM measure



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

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

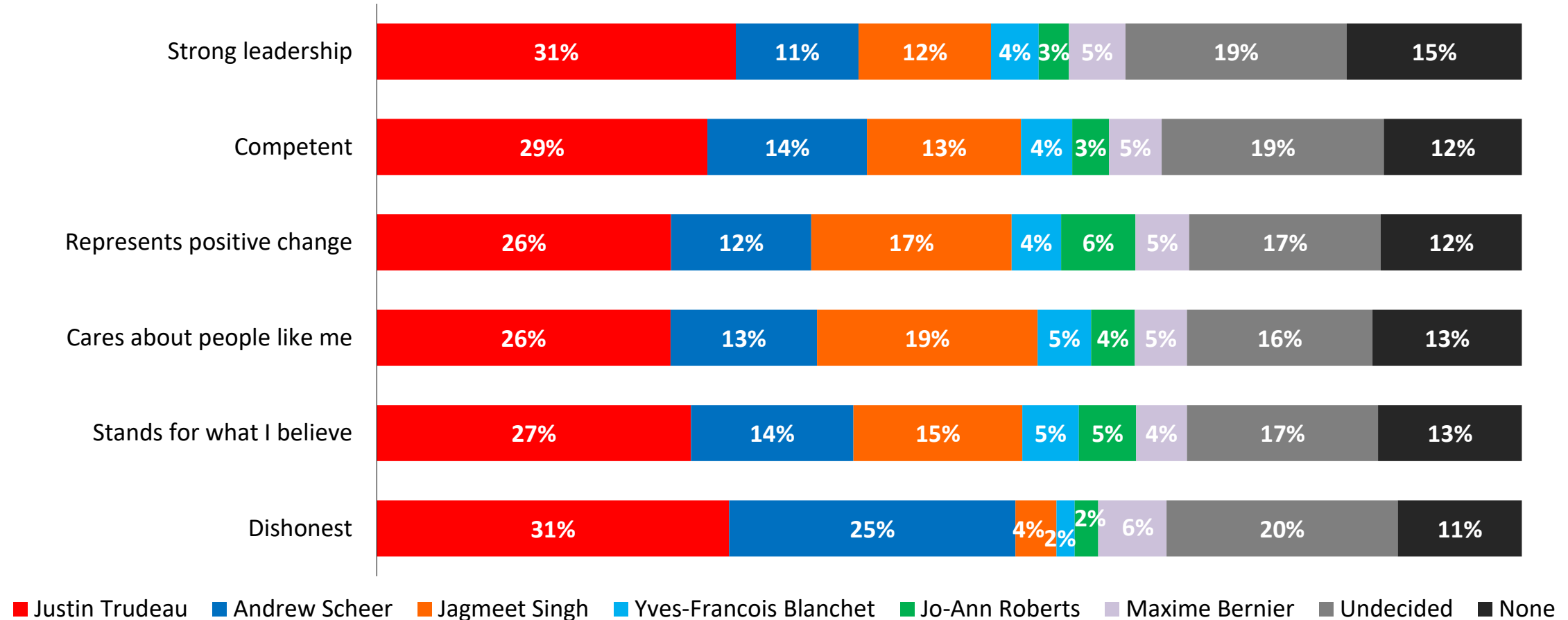


# Leader Qualities: Trudeau leads on all attributes, both positive and negative; Singh's strongest attribute is "Cares about people like me"



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...

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



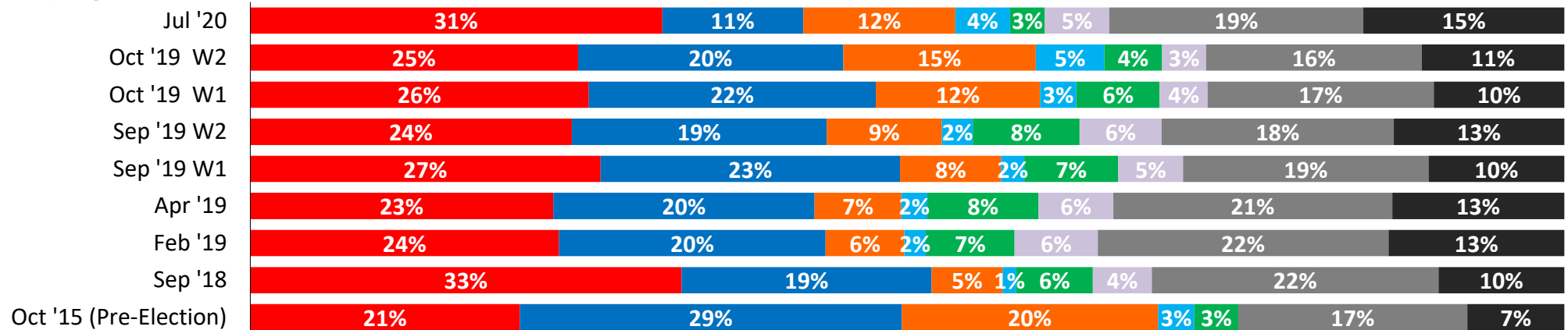
# Leader Qualities: Trudeau is up on 'Strong Leadership' since the election, while Scheer is down from 20% to only 11%

Q

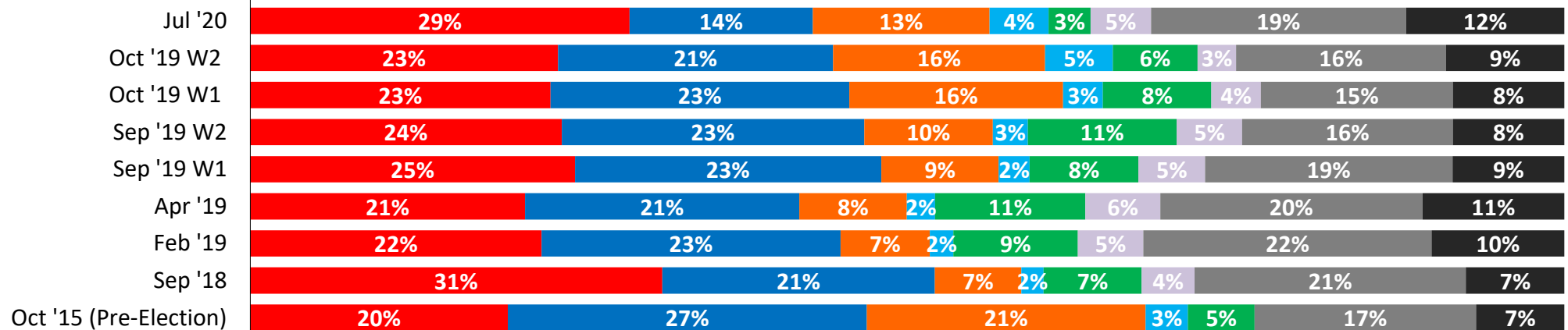
Now we would like to read you a list of different words or phrases that describe the some political leaders. For each word or phrase, please indicate who it BEST describes...

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

## Strong leadership



## Competent



Justin Trudeau

Andrew Scheer

Jagmeet Singh

Yves-Francois Blanchet

Jo-Anne Roberts

Maxime Bernier

Undecided

None

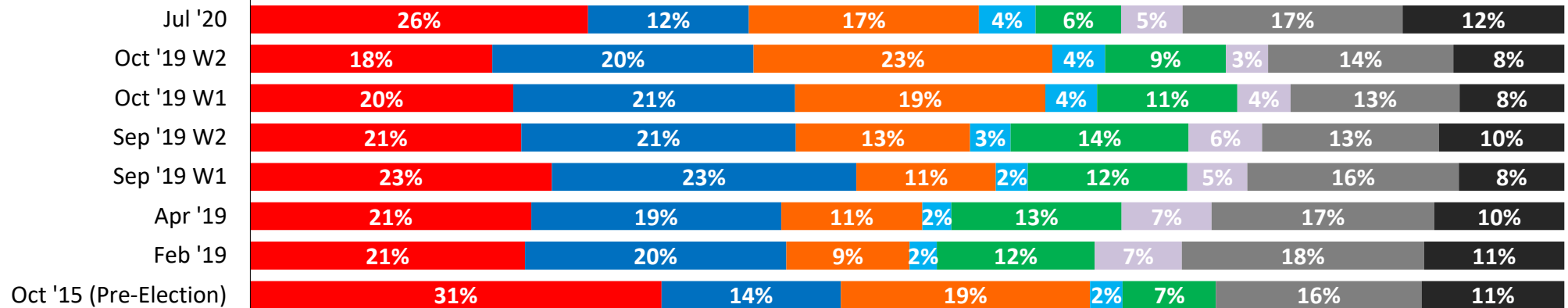
# Leader Qualities: Trudeau is up on 'Represents positive change' to the highest level since the eve of the 2015 election

Q

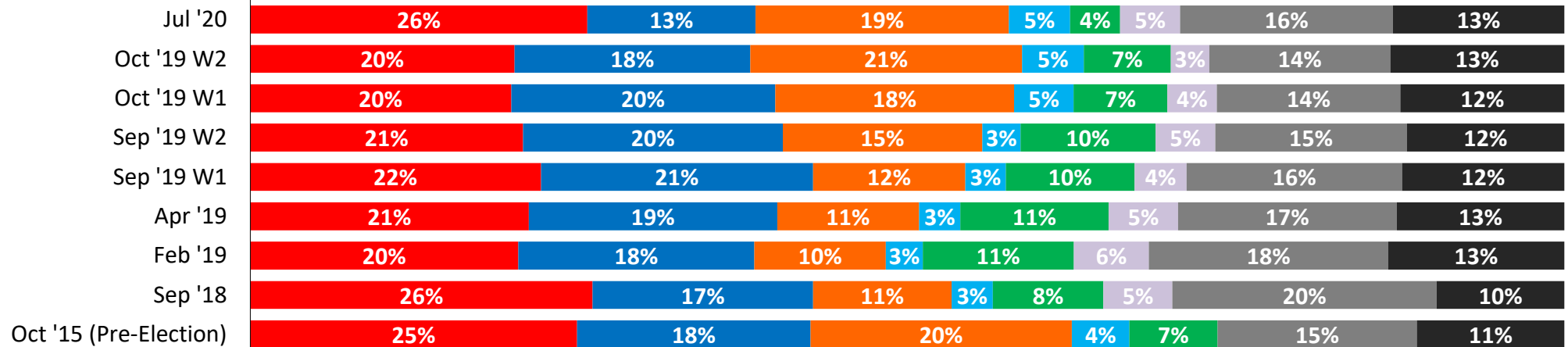
Now we would like to read you a list of different words or phrases that describe the some political leaders. For each word or phrase, please indicate who it BEST describes...

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

## Represents positive change



## Cares about people like me



Justin Trudeau

Andrew Scheer

Jagmeet Singh

Yves-Francois Blanchet

Jo-Ann Roberts

Maxime Bernier

Undecided

None

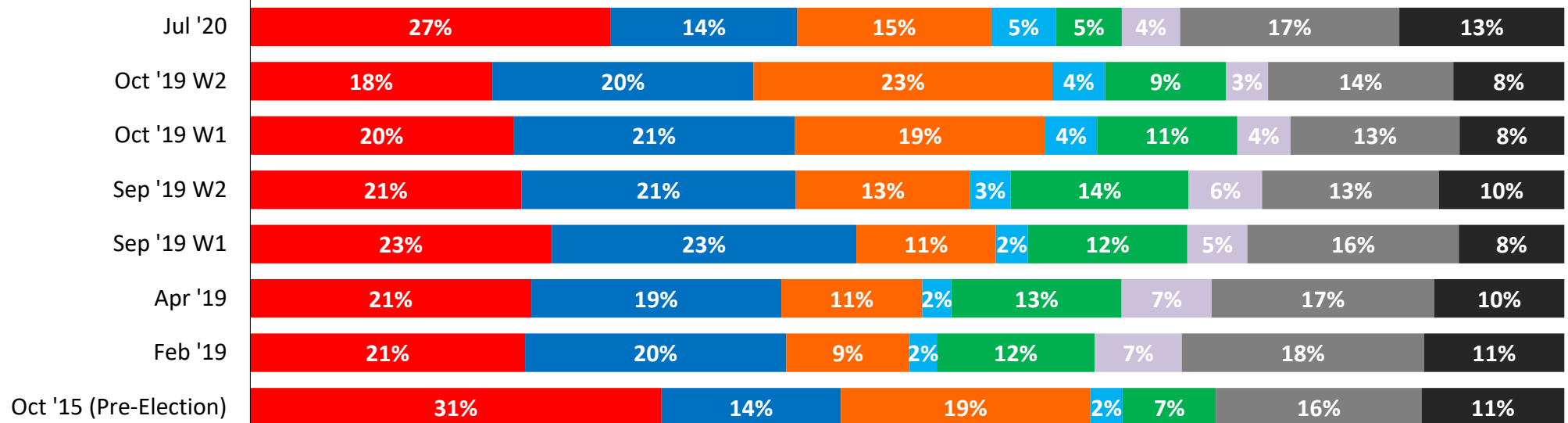
# Leader Qualities: Trudeau leads on 'Dishonest', but is lower on the attribute than during the 2019 election

Q

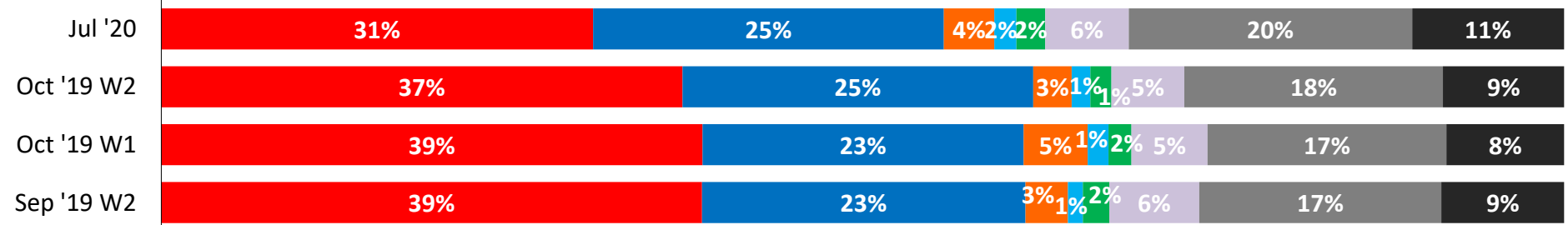
Now we would like to read you a list of different words or phrases that describe the some political leaders. For each word or phrase, please indicate who it BEST describes...

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

**Stands for what I believe**



**Dishonest**



Justin Trudeau

Andrew Scheer

Jagmeet Singh

Yves-Francois Blanchet

Jo-Anne Roberts

Maxime Bernier

Undecided

None

# Vote is mostly 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.

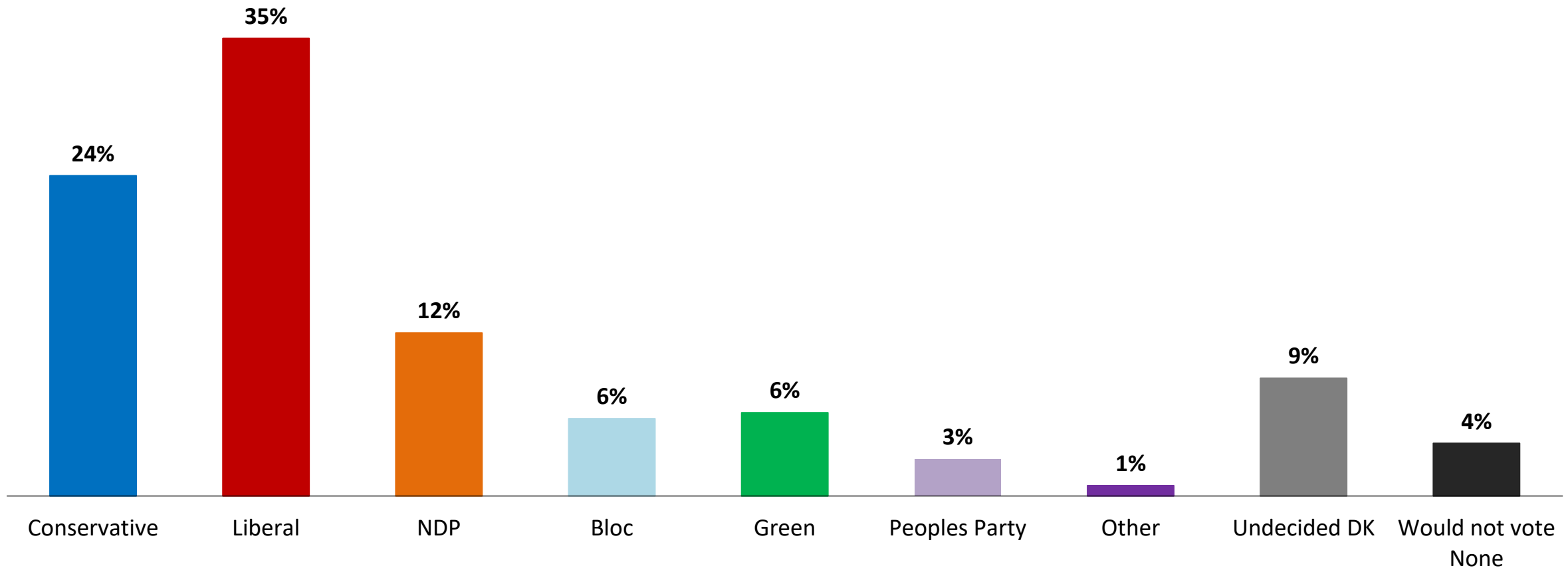
When we ask people to think about politics in Canada and identify which party ID they usually seen themselves as, we call those results **Federal Party ID**.

# Federal Combined Vote: More than 1-in-3 (35%) would vote Liberal, giving them an 11-point lead over the CPC



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]

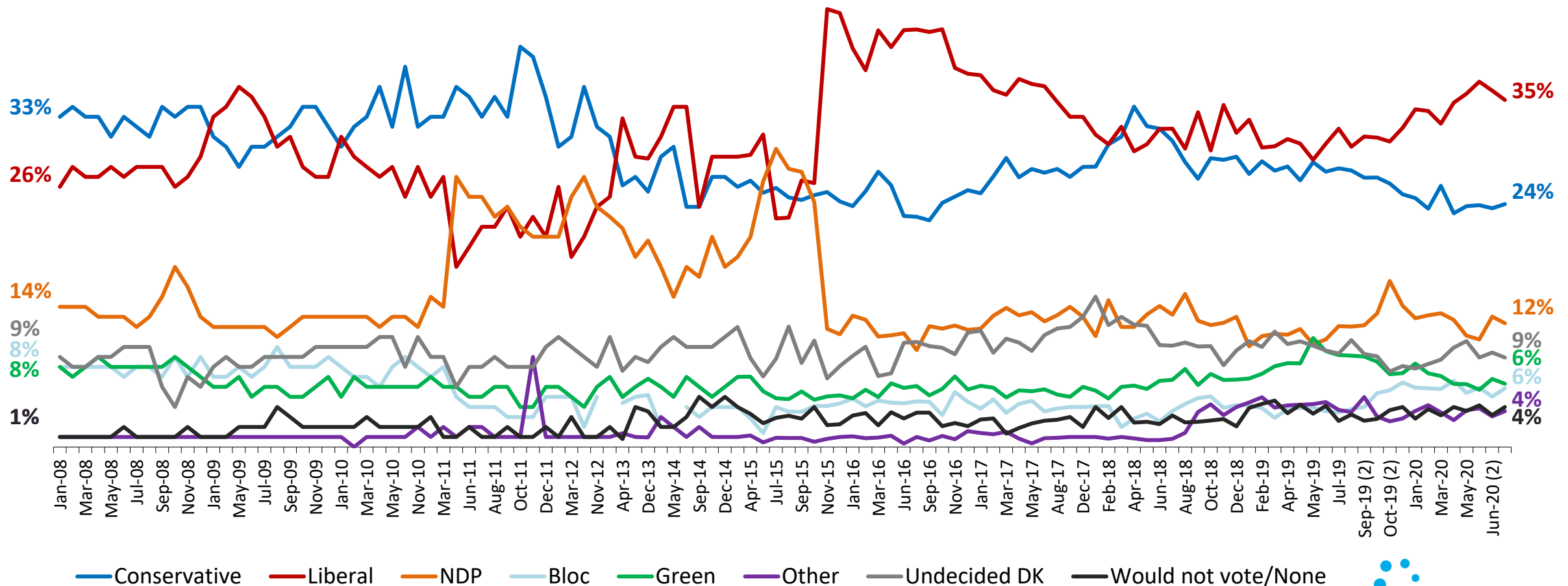


# Federal Vote Tracking: The Liberal vote share remains steady since June, maintaining their double-digit lead over the Conservatives



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]

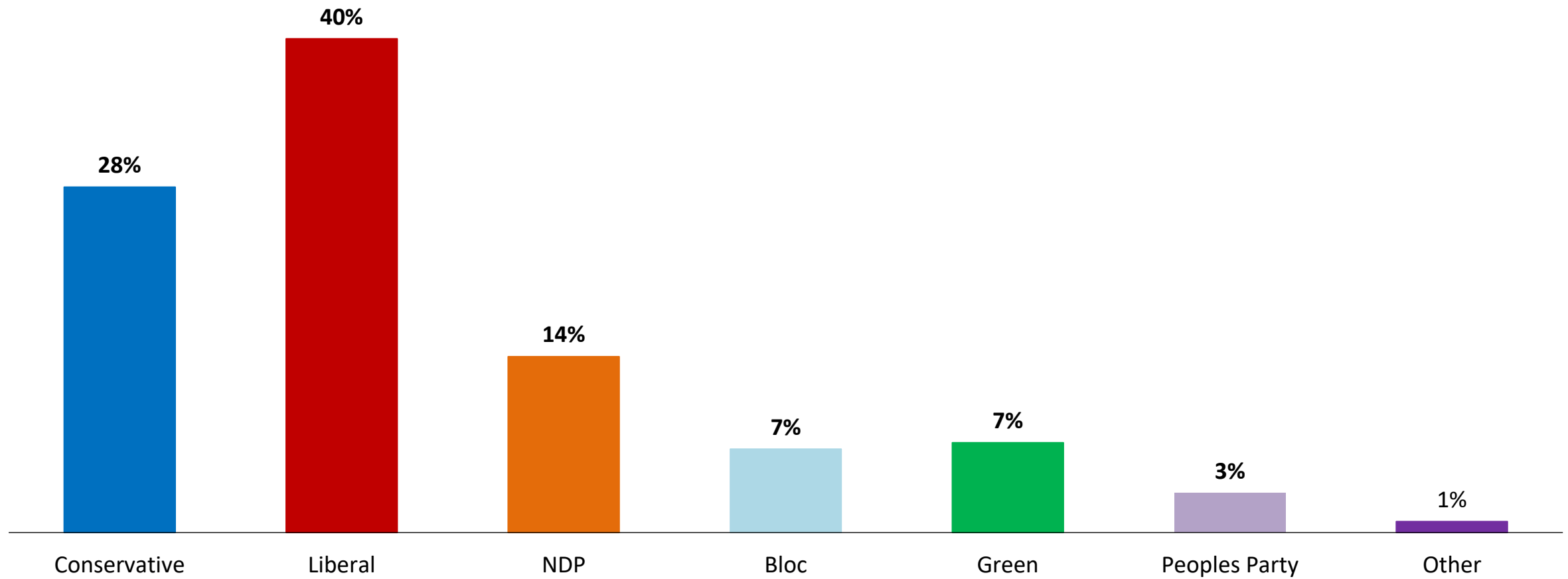


# Federal Decided Vote: 4-in-10 (40%) would vote Liberal, less than 3-in-10 (28%) of decided voters say they would vote for the CPC



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=1,741]



[only decided voters; n=1,741]



# Decided Vote by Region: Liberals hold a commanding lead in BC, Ontario, and Atlantic Canada

Decided vote by Region

		Region					
		BC	AB	Prairies	ON	QC	Atlantic
		(N=246)	(N=197)	(N=119)	(N=685)	(N=384)	(N=110)
Federal Decided Vote	Conservative	25%	45%	43%	30%	12%	27%
	Liberal	40%	30%	34%	44%	36%	49%
	NDP	20%	15%	12%	15%	10%	12%
	Bloc	0%	0%	0%	0%	30%	0%
	Green	11%	3%	4%	7%	8%	8%
	Other	4%	7%	7%	3%	3%	3%

**Note:** Current data: July 2020

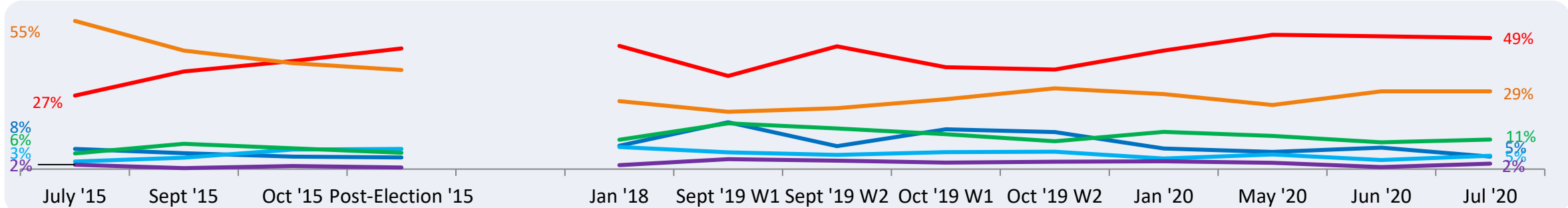
# Decided Vote by Value Cluster: More than a third (35%) of Differential Conservatives are decided for Liberal party

		Value Clusters					
		Deferential Conservatives	Populist Conservatives	Business Liberals	Left Liberals	Thrifty Moderates	Core Left
		(N=207)	(N=213)	(N=442)	(N=246)	(N=285)	(N=348)
Federal Decided Vote	Conservative	45%	68%	25%	18%	28%	5%
	Liberal	35%	15%	47%	46%	34%	49%
	NDP	5%	3%	12%	18%	12%	29%
	Bloc	7%	4%	9%	5%	9%	5%
	Green	4%	3%	5%	10%	10%	11%
	Other	4%	7%	3%	3%	7%	2%

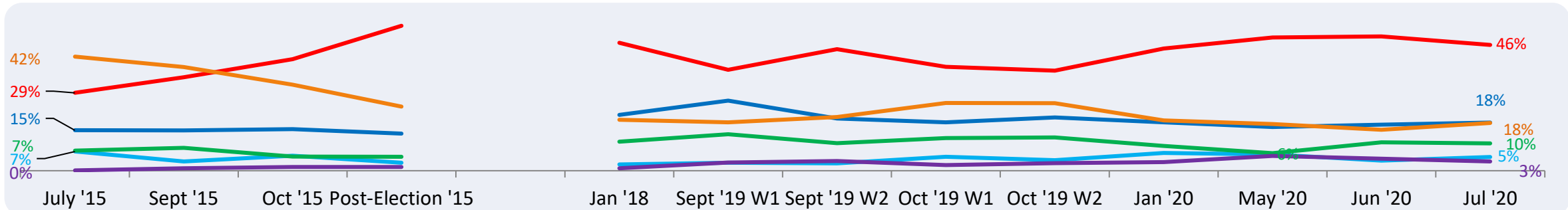
Note: Current data: July 2020

# Value Clusters: Liberals continue to lead in all value groups but the Liberal lead is smallest among Thrifty Moderates

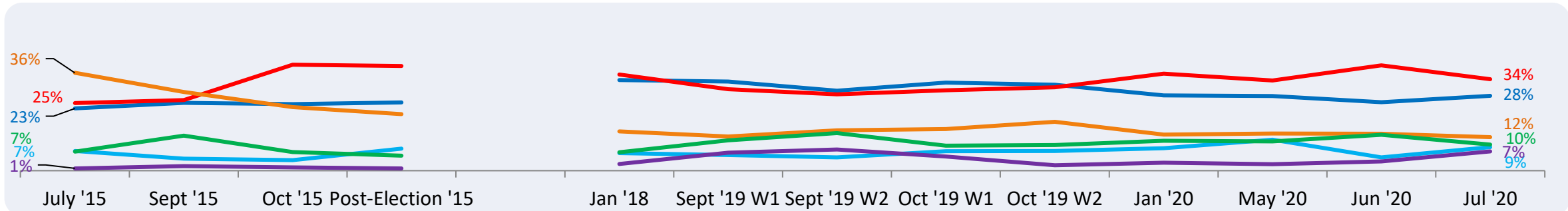
## Core Left



## Left Liberals



## Thrifty Moderates



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

Decided vote:

Liberal

Conservative

NDP

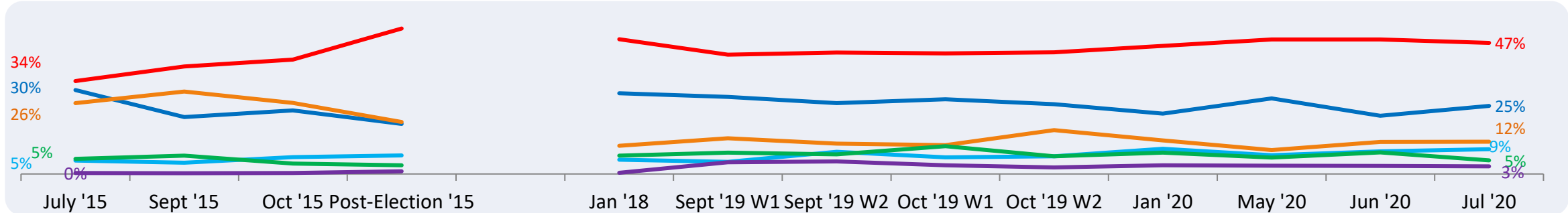
Green

Bloc

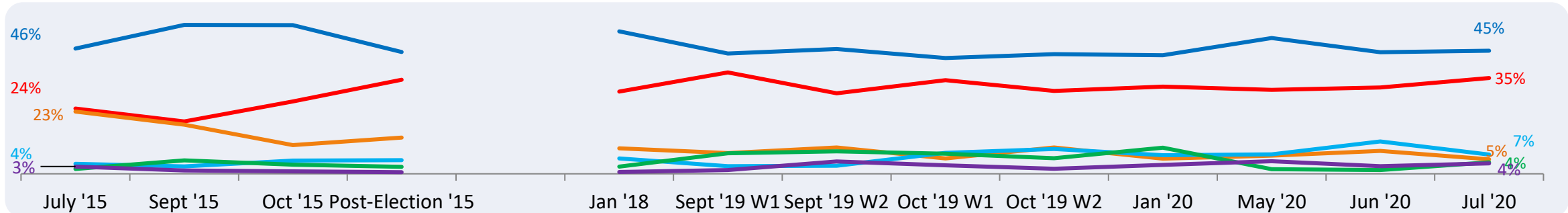
PPC/Other

# Value Clusters: While the Liberals lead among 'Business Liberals', the CPC is ahead in vote among the Conservative groups

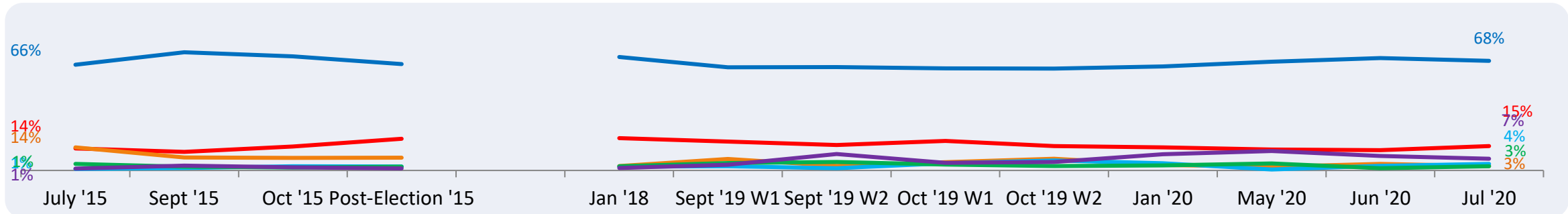
## Business Liberals



## Deferential Conservatives



## Populist Conservatives



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

Decided vote:

Liberal

Conservative

NDP

Green

Bloc

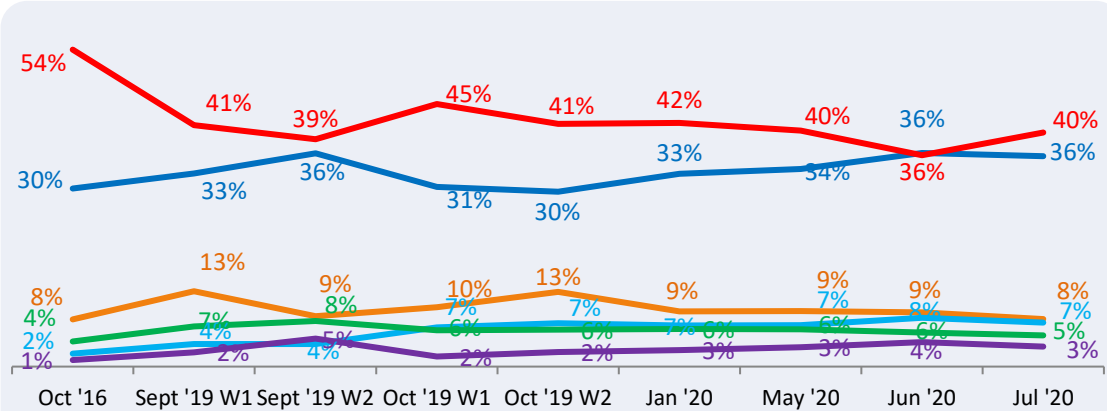
PPC/Other

# Decided Vote by Economic Gap: Achievers roughly tied between Liberals and CPC, Liberals lead other three economic groups

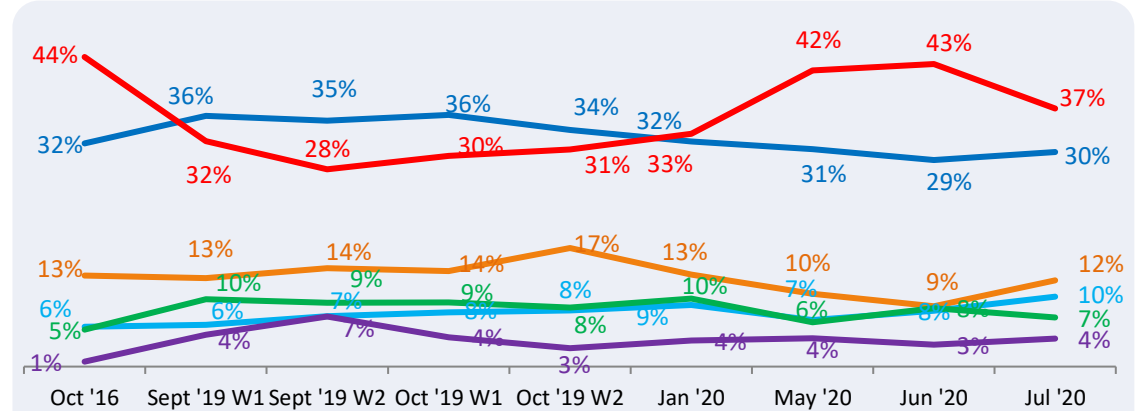
Federal Decided Vote	Economic Gap			
	Achievers	Strugglers	Ambivalent	Alienated
	(N=573)	(N=472)	(N=318)	(N=379)
Conservative	36%	30%	21%	19%
Liberal	40%	37%	42%	42%
NDP	8%	12%	17%	24%
Bloc	7%	10%	5%	3%
Green	5%	7%	10%	8%
Other	3%	4%	5%	4%

# Federal Vote by Gap Segments: The Liberals lead in all Gap Segments; furthest ahead among Ambivalent and Alienated voters

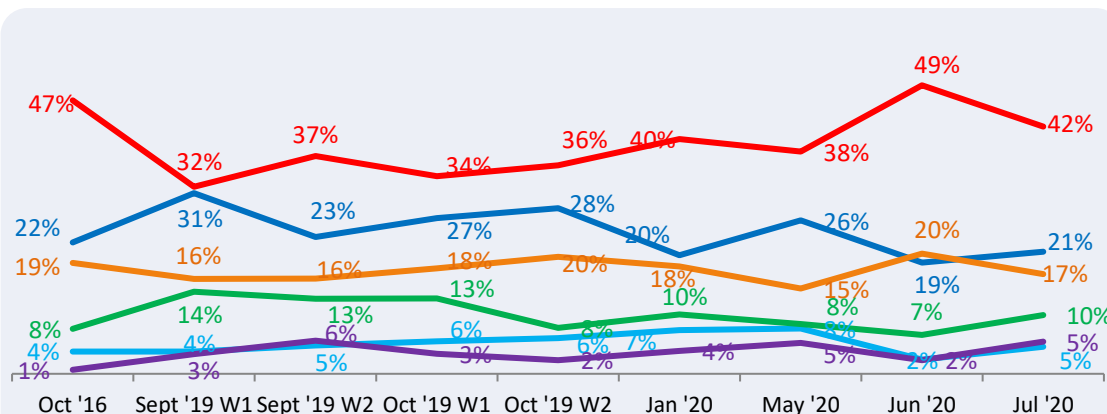
## Canadian Dream Achievers



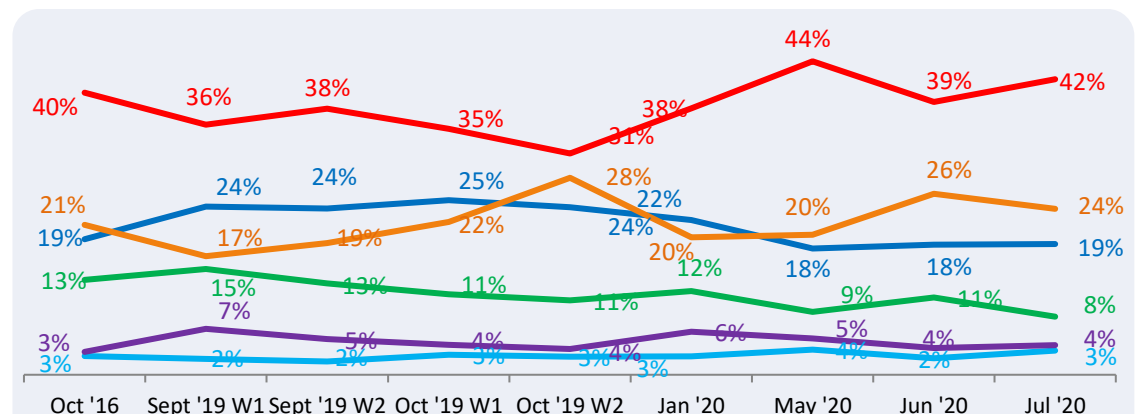
## Canadian Dream Strugglers



## Ambivalent



## Alienated



Decided vote:

Liberal

Conservative

NDP

Green

Bloc

PPC/Other

# Decided Vote by Time for Change: Half (46%) of Time for a Change

## Liberals say they would still vote for the Liberal party

		Time for Change					
		Core LPC	Soft LPC	Time for change	Uncertain	Soft anti-LPC	Hostile
		(N=477)	(N=153)	(N=191)	(N=142)	(N=365)	(N=414)
Federal Decided Vote	Conservative	1%	8%	16%	15%	33%	72%
	Liberal	86%	61%	46%	36%	14%	1%
	NDP	7%	16%	17%	25%	24%	8%
	Bloc	3%	3%	7%	9%	12%	8%
	Green	3%	8%	9%	10%	13%	4%
	Other	0%	4%	4%	6%	5%	7%

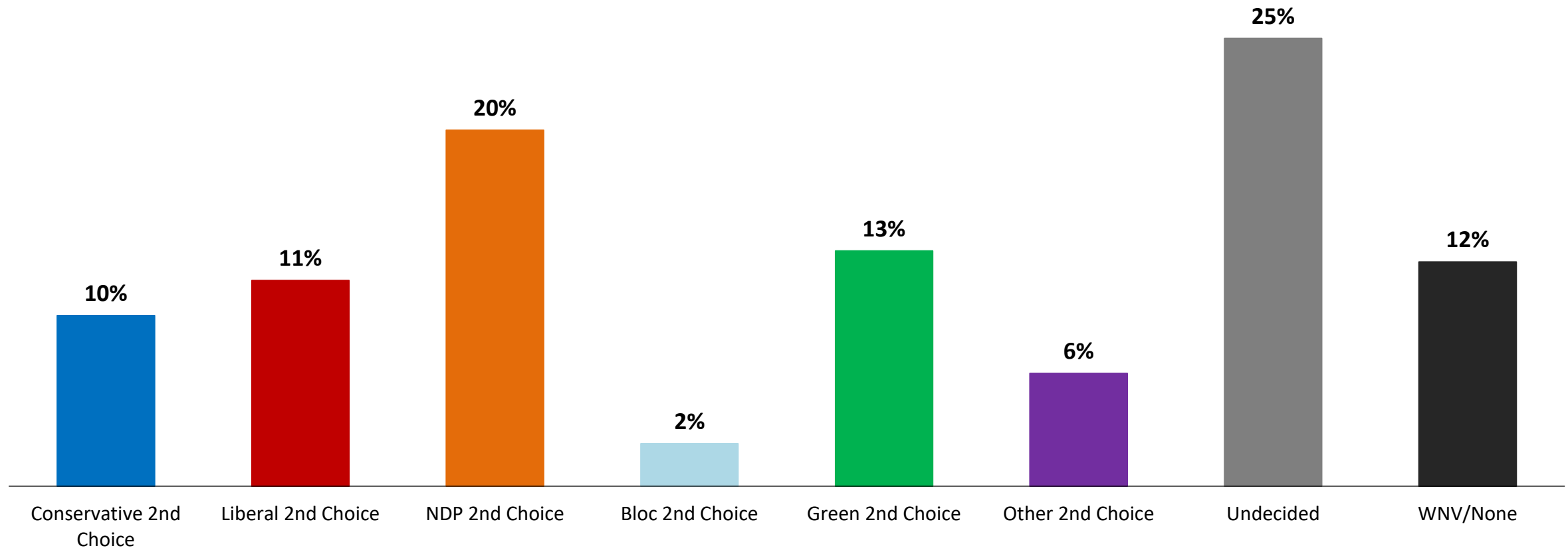
Note: Current data: July 2020

# Federal 2nd Choice: A plurality don't have a second choice; from those that do, NDP leads at 20%



And which party would be your second choice?

[only decided voters; n=1,741]



# Federal 2nd Choice: Nearly 4-in-10 (37%) likely NDP voters would choose Liberals as their second choice

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

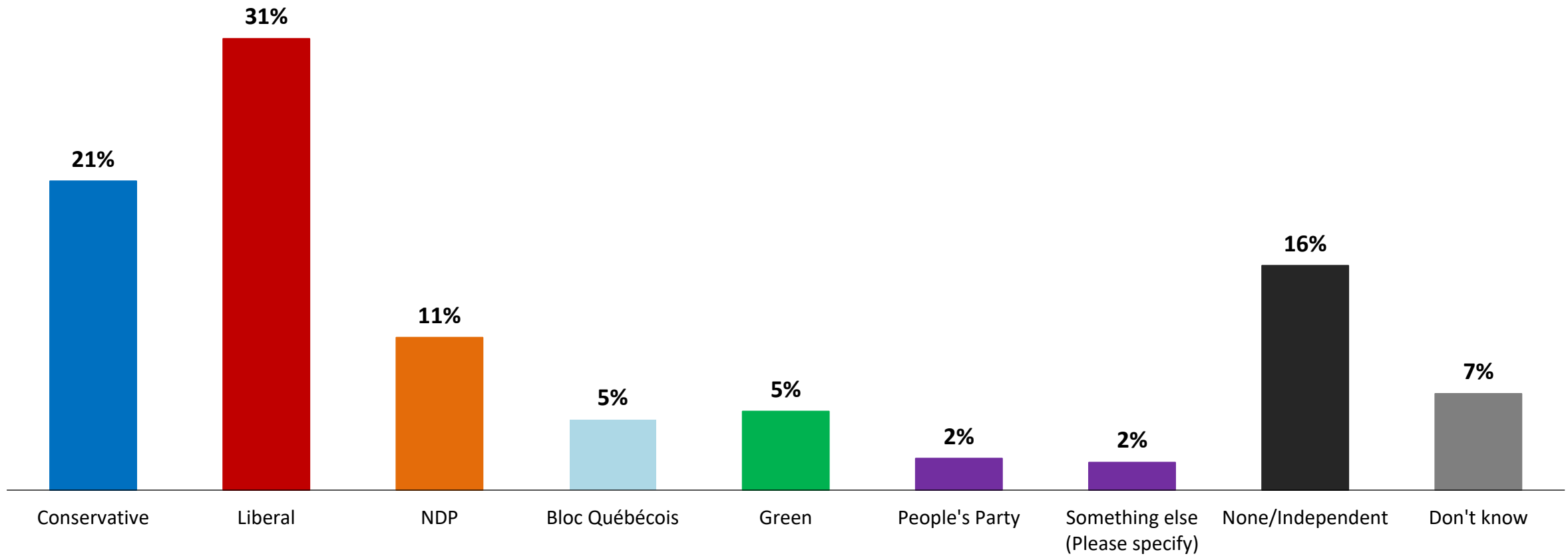
		First Choice				
		Conservative 1st Choice	Liberal 1st Choice	NDP 1st Choice	Bloc 1st Choice	Green 1st Choice
		(N=485)	(N=694)	(N=247)	(N=117)	(N=126)
Second Choice	Conservative 2nd Choice		13%	10%	14%	12%
	Liberal 2nd Choice	13%		37%	13%	19%
	NDP 2nd Choice	10%	33%		13%	31%
	Bloc 2nd Choice	2%	3%	2%		2%
	Green 2nd Choice	7%	16%	26%	17%	0%
	Other 2nd Choice	13%	2%	2%	6%	11%
	Undecided	30%	25%	18%	28%	22%
	WNV/None	25%	9%	6%	10%	3%

# Federal Party ID: 3-in-10 (31%) identify as Liberal, 2-in-10 (21%) as CPC, and 16% 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...

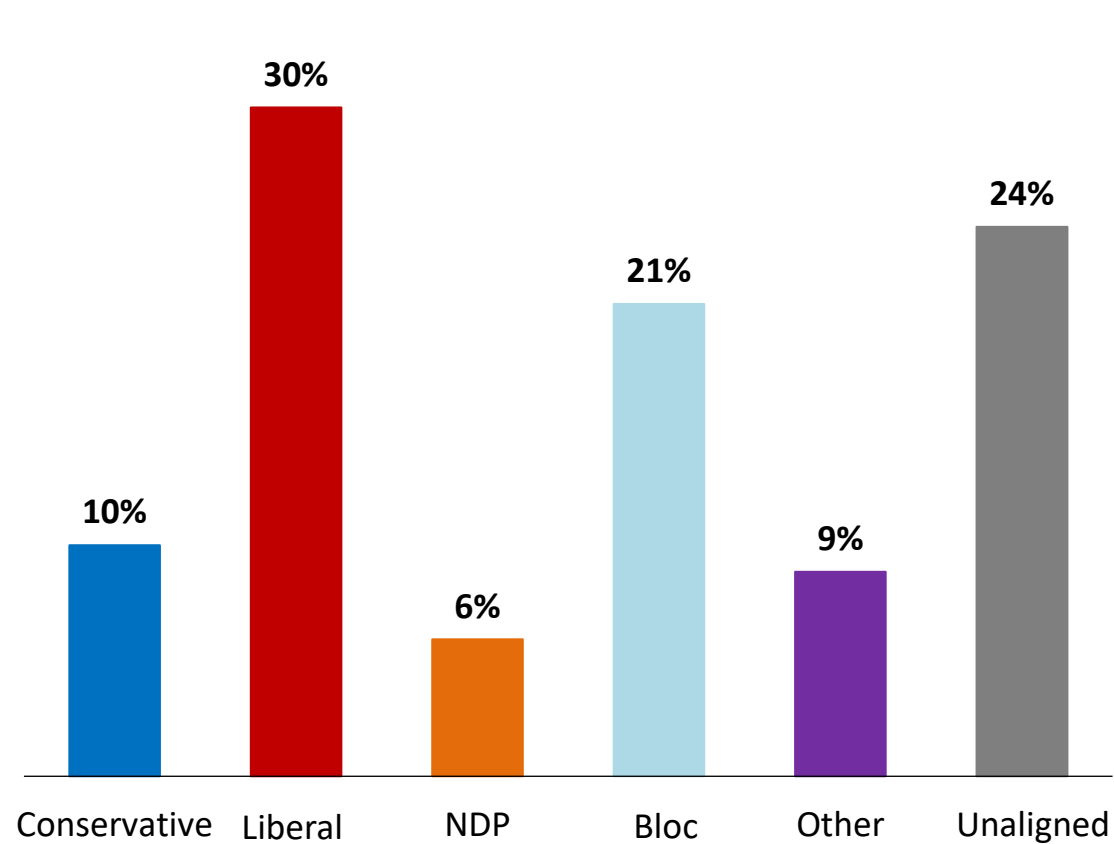
[asked of all respondents; n=2,000]



# Federal Party ID (Quebec vs. ROC): A plurality identify as Liberal; in Quebec, 2-in-10 (21%) identify as Bloc

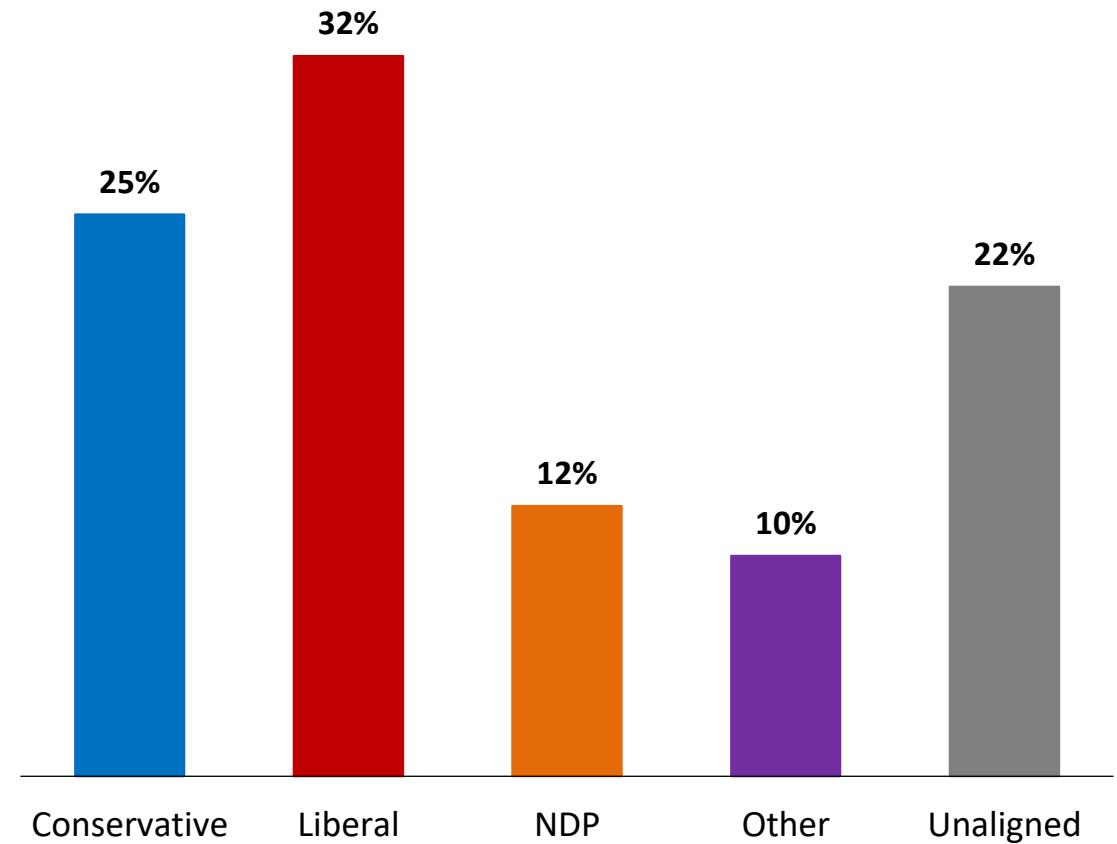
## Party ID: Quebec

[Respondents in Quebec; n=467]



## Party ID: Rest of Canada

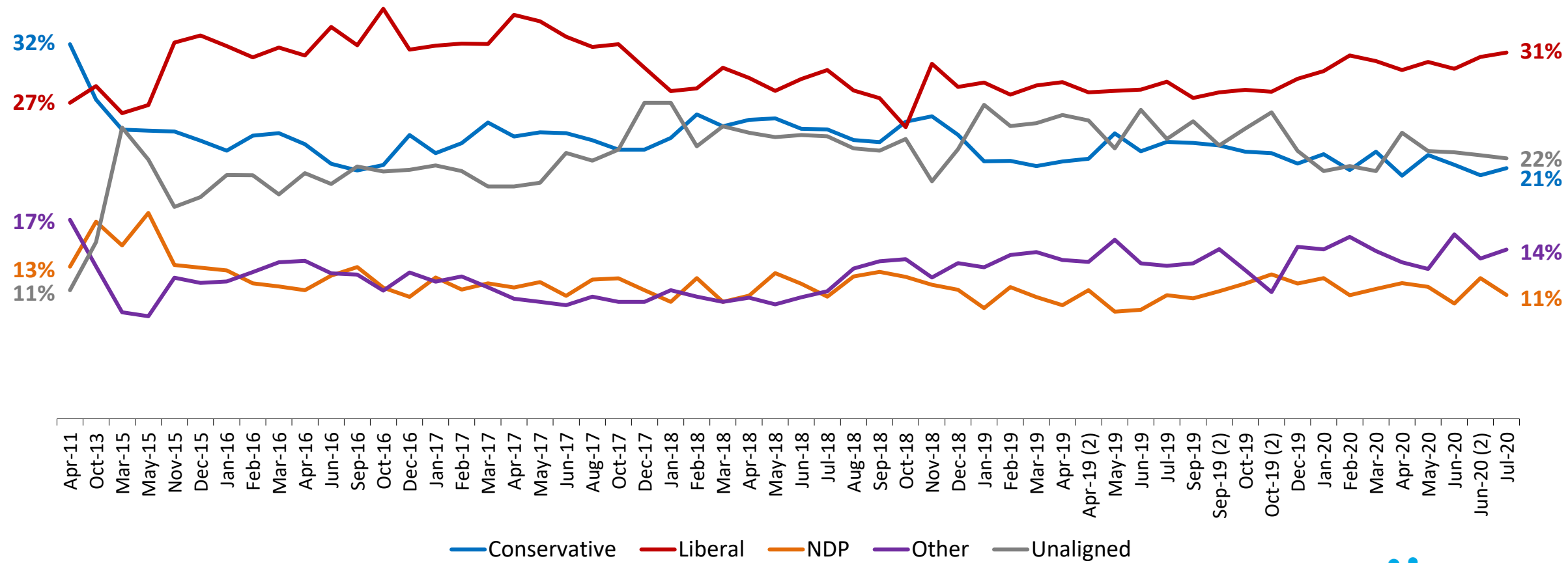
[Respondents in the rest of Canada; n=1,533]



# Federal Party ID Tracking: Liberals continue to lead on party ID with no significant change month-to-month



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=2,000]



# Combined Vote by Party ID: Both Liberal and CPC partisans appear most loyal, with roughly 9-in-10 partisans voting along party lines

		Federal Party Identification				
		Conservative	Liberal	NDP	Other	Unaligned
		(N=418)	(N=608)	(N=205)	(N=279)	(N=231)
Federal Combined Vote	Conservative	88%	4%	6%	8%	27%
	Liberal	6%	89%	12%	12%	30%
	NDP	2%	3%	78%	7%	17%
	Bloc	1%	1%	1%	33%	7%
	Green	1%	2%	2%	30%	9%
	Other	3%	1%	1%	11%	9%

Note: Current data: July 2020

# Reopening

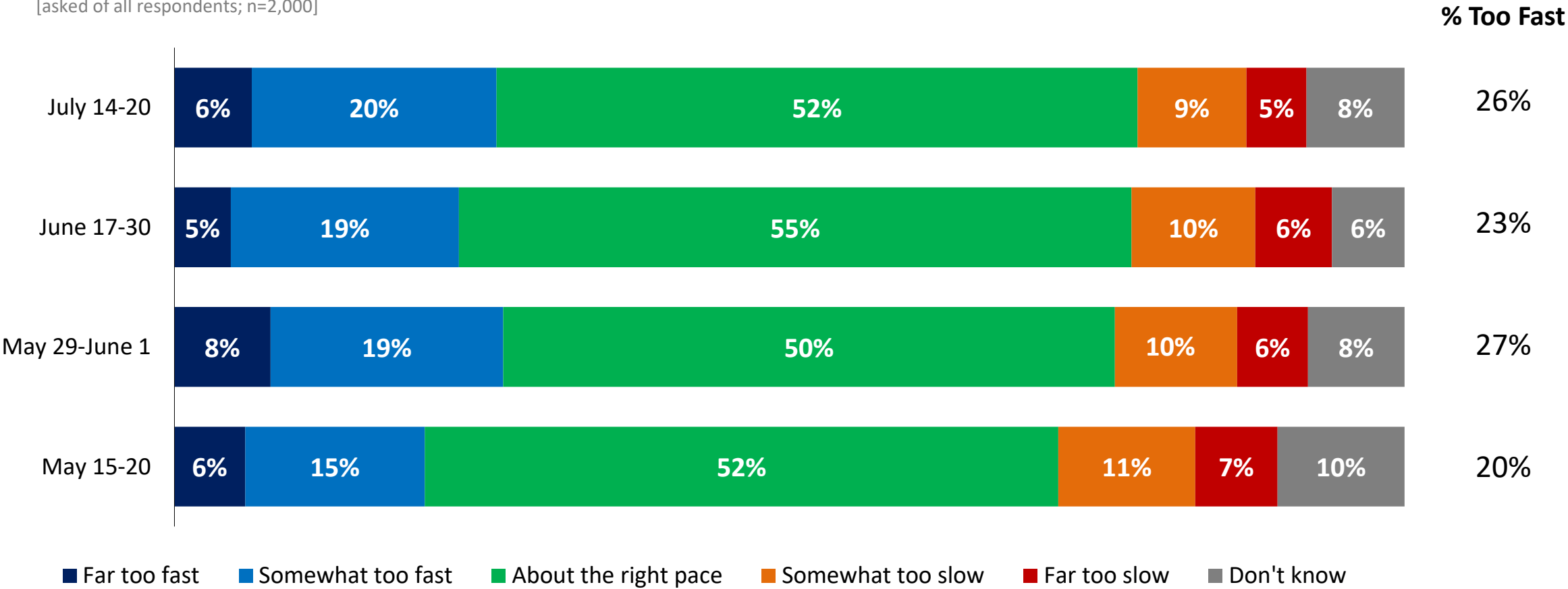
As in June, a majority say the federal government is reopening the economy at 'the right pace'. But those in Western Canada are increasingly saying the federal government is going 'too fast'.

# Easing Restrictions, Federal: A majority still say the federal government<sup>53</sup> is easing restrictions at the right pace (52%)



Now, thinking about the steps the **federal** government has taken so far to ease restrictions on businesses and social contacts, do you think the federal government has gone too fast, has gone too slow, or has gone about the right pace?

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

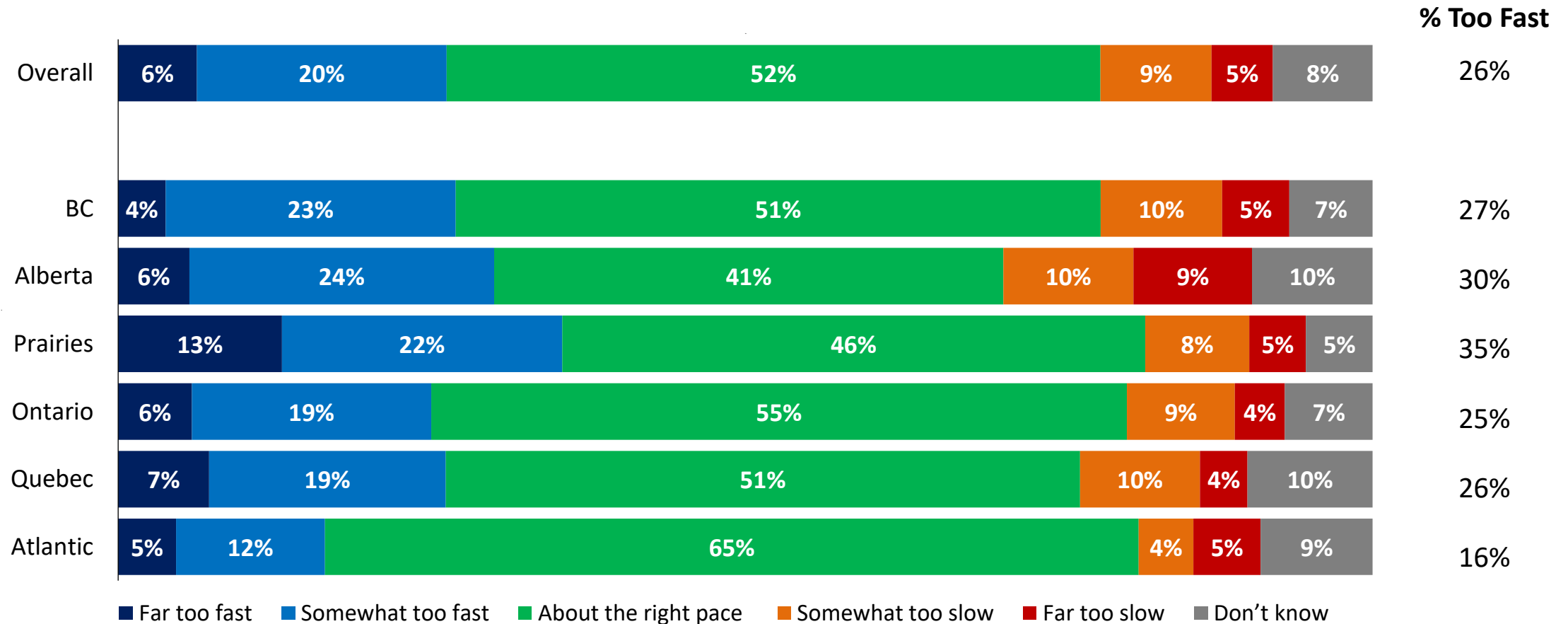


# Easing Restrictions, Federal: Those in Prairies most likely to say federal gov't has gone 'too fast' (35%), while those in Atlantic are least likely

Q

Now, thinking about the steps the **federal** government has taken so far to ease restrictions on businesses and social contacts, do you think the federal government has gone too fast, has gone too slow, or has gone about the right pace?

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

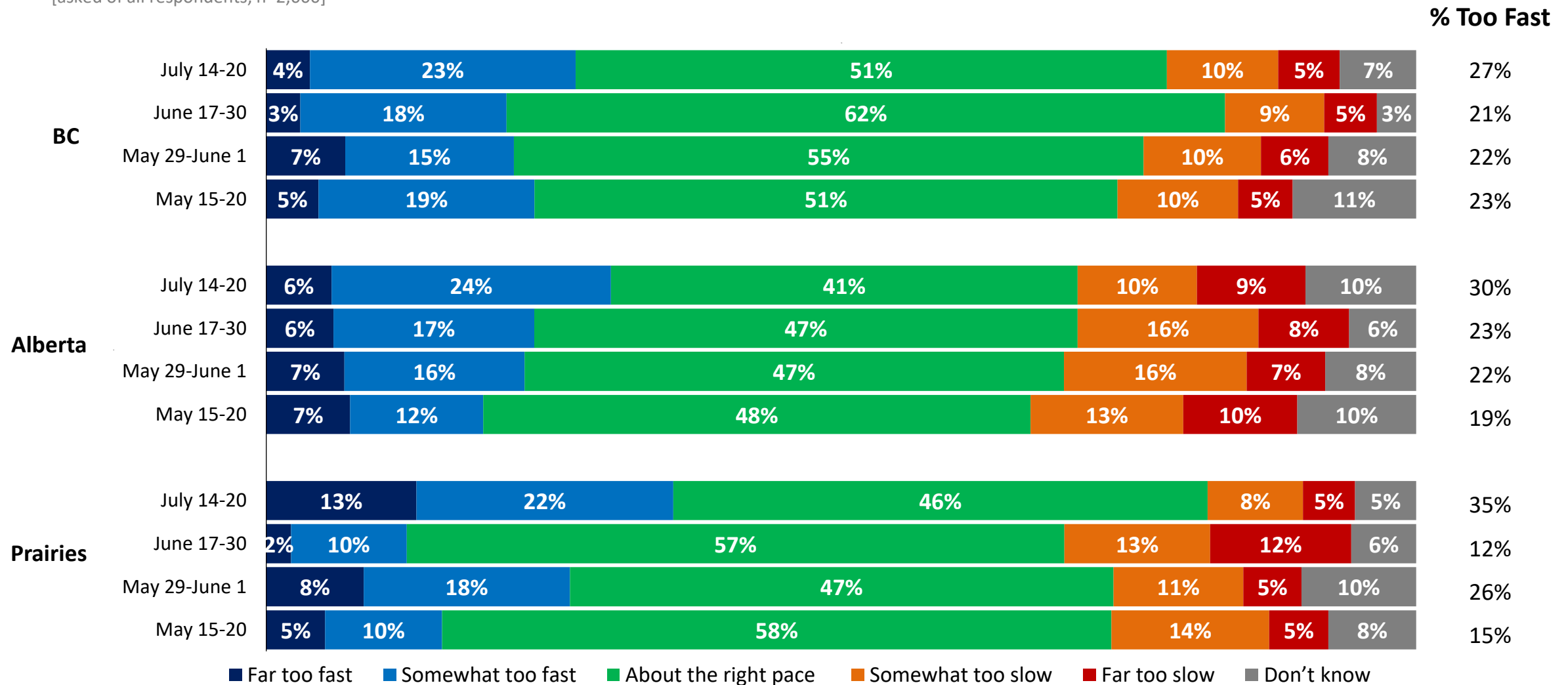


# Easing Restrictions, Federal: Those saying the federal government has gone too fast are up in BC, Alberta, and the Prairies

Q

Now, thinking about the steps the **federal** government has taken so far to ease restrictions on businesses and social contacts, do you think the federal government has gone too fast, has gone too slow, or has gone about the right pace?

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

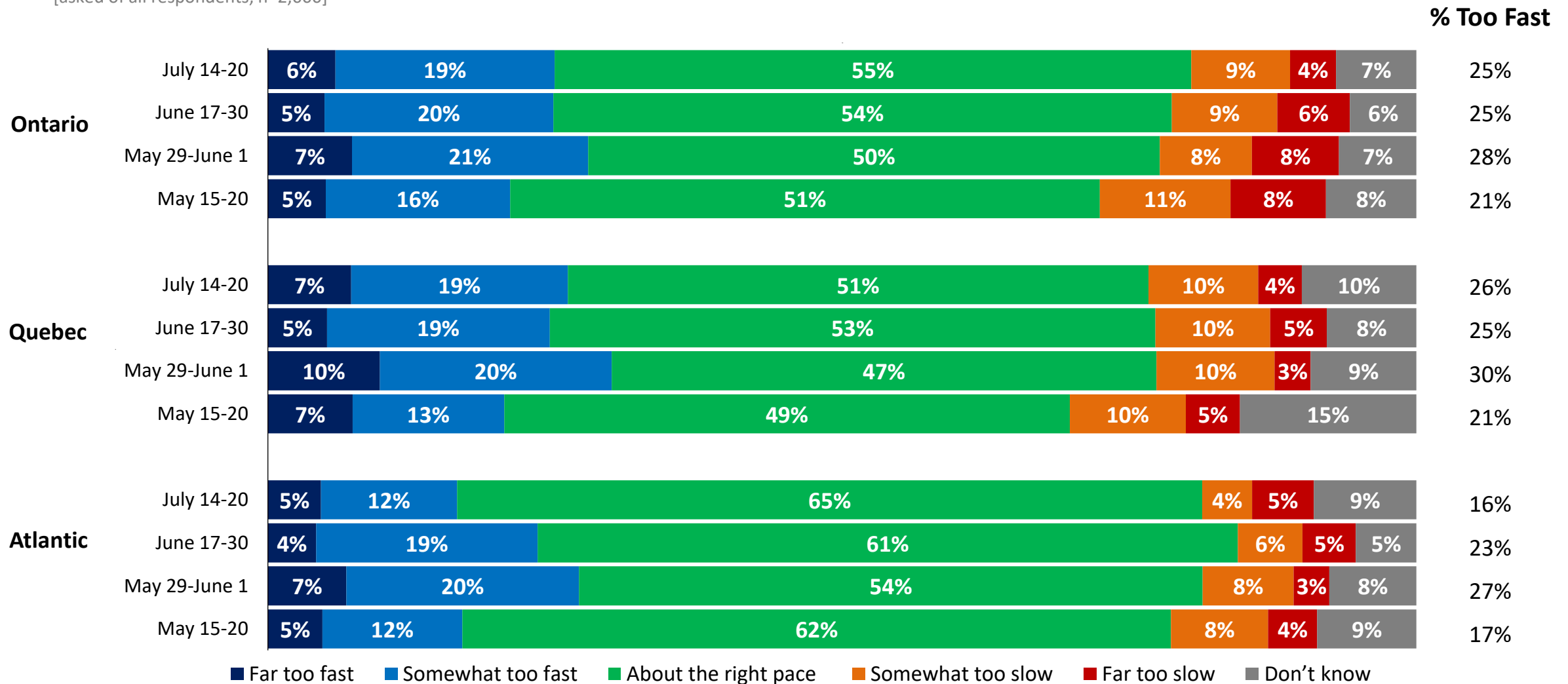


# Easing Restrictions, Federal: The share of Canadians saying the federal government is reopening too fast is steady or down in Eastern regions

Q

Now, thinking about the steps the **federal** government has taken so far to ease restrictions on businesses and social contacts, do you think the federal government has gone too fast, has gone too slow, or has gone about the right pace?

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



# Methodology

# Survey Methodology

**These are the results of an online survey conducted between July 14<sup>th</sup> to July 20<sup>th</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=2,599 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=2,000 based on Census data from Statistics Canada.

**Field Dates:** July 14<sup>th</sup> to July 20<sup>th</sup>, 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>Men 18-34</b>	259	10.0%	275	13.8%
<b>Men 35-54</b>	333	12.8%	334	16.7%
<b>Men 55+</b>	646	24.9%	362	18.1%
<b>Women 18-34</b>	401	15.4%	272	13.6%
<b>Women 35-54</b>	459	17.7%	347	17.4%
<b>Women 55+</b>	501	19.3%	409	20.4%
<b>BC</b>	441	17.0%	272	13.6%
<b>AB</b>	344	13.2%	227	11.4%
<b>Prairies</b>	136	5.2%	133	6.7%
<b>ON</b>	974	37.5%	764	38.2%
<b>QC</b>	565	21.7%	467	23.4%
<b>Atlantic</b>	139	5.3%	136	6.8%

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**Building Understanding.**

