



Canada This Month Federal Read, Seen, Heard

Public Opinion Research
Release Date: August 27th, 2020
Field Dates: August 20th to August 27th, 2020

Read, Seen, Heard

A majority have heard something about the government, up four points week-to-week (55% to 59%.) Among those who recall something in the last week, the impression is mostly negative.

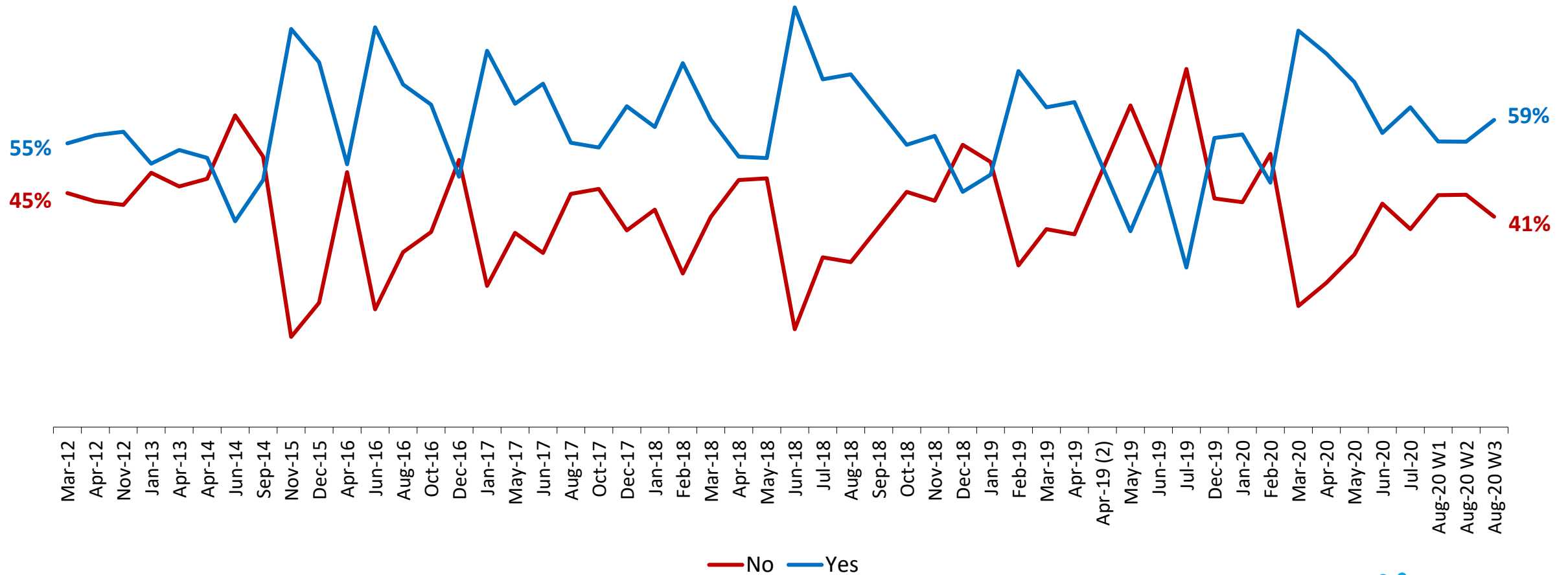
The WE controversy is the top recalled item about the PM for the third week in a row and, while recall of the controversy is fading, the Prime Minister's response to it is sticking, with the majority of those who recall the Cabinet reshuffle or the parliament prorogue reacting negatively to the news.

Read, Seen, Heard Tracking: Recall of PM and federal government has increased 4 points this week to 59%, a return to July levels of recall



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=500]



Note: Don't know not shown.

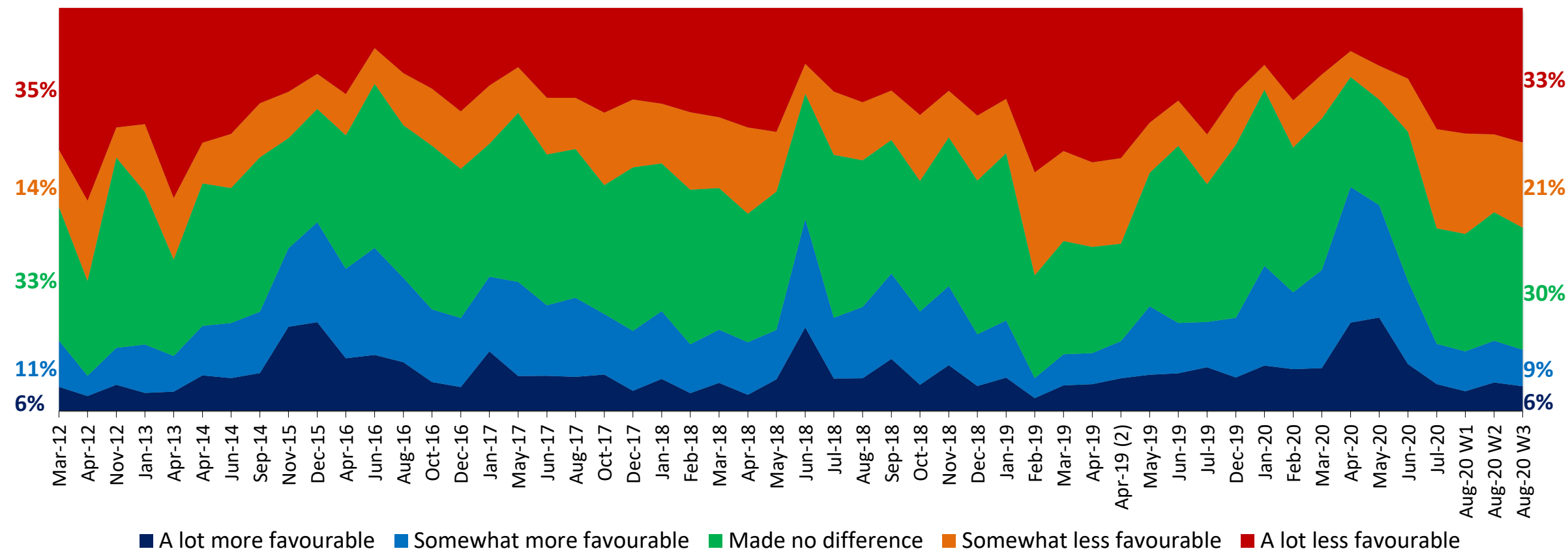
Current data: August Week 3 2020.

Federal Read, Seen, Heard, Impact Tracking: After slight improvement for PM and federal govt last week, net positive impact dips six points



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?

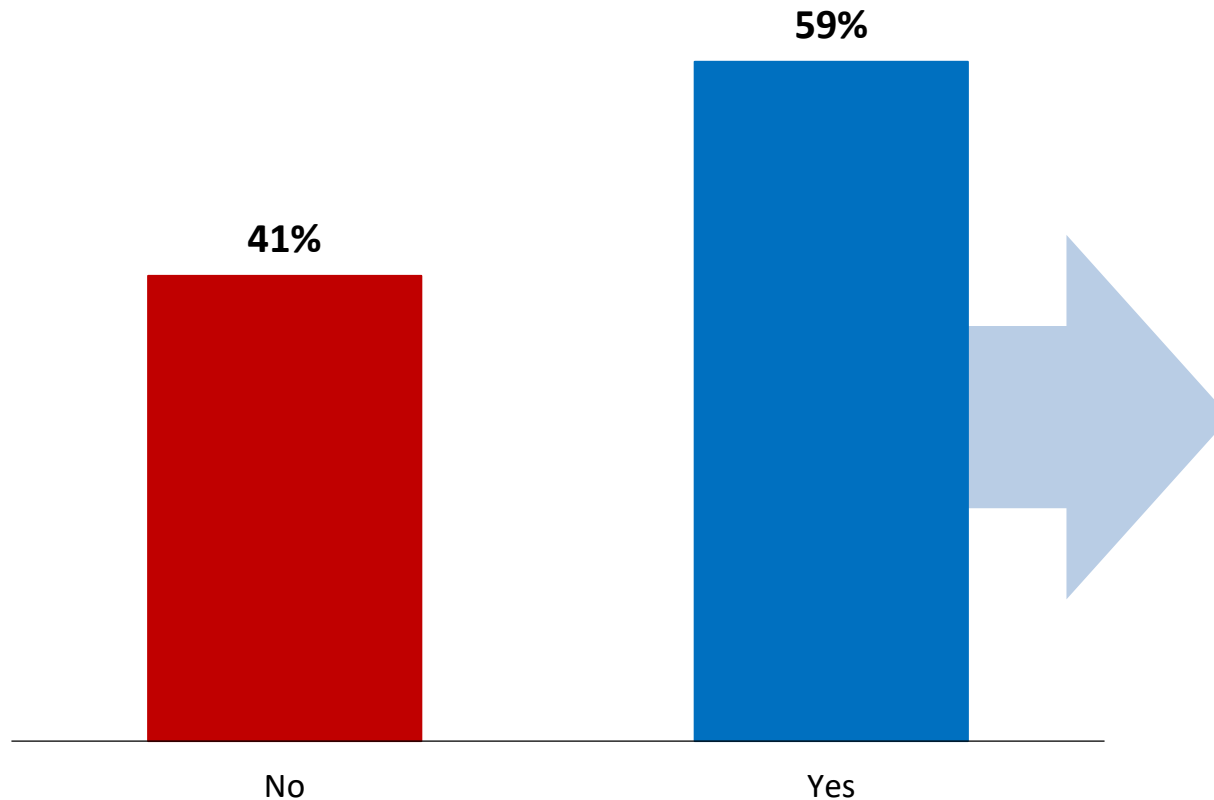
[asked of those who have RSH; n=297]



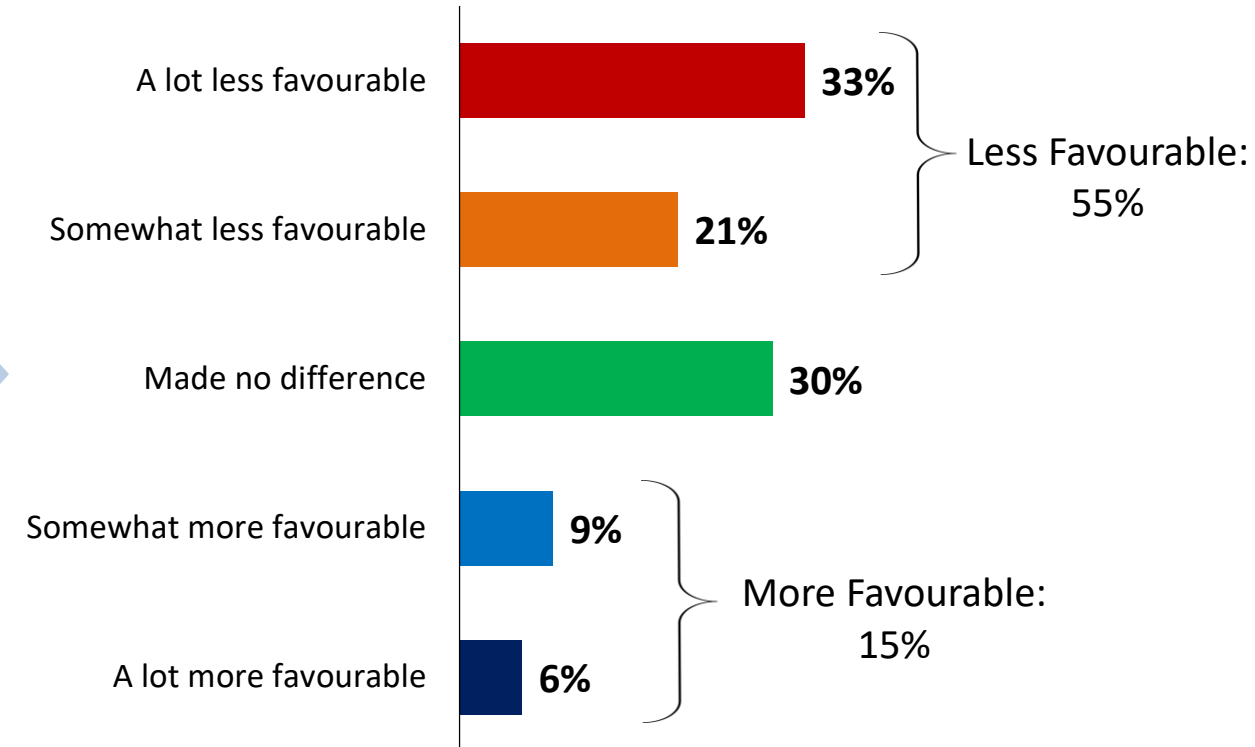
Note: Don't know not shown.
Current data: August Week 3 2020.
Note: in May '18, this question is asked of all respondents except those in Ontario.

Federal Read, Seen, Heard: 6-in-10 (59%) have RSH something and among those who have, a majority (55%) feel less 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 all respondents; n=500]



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=297]



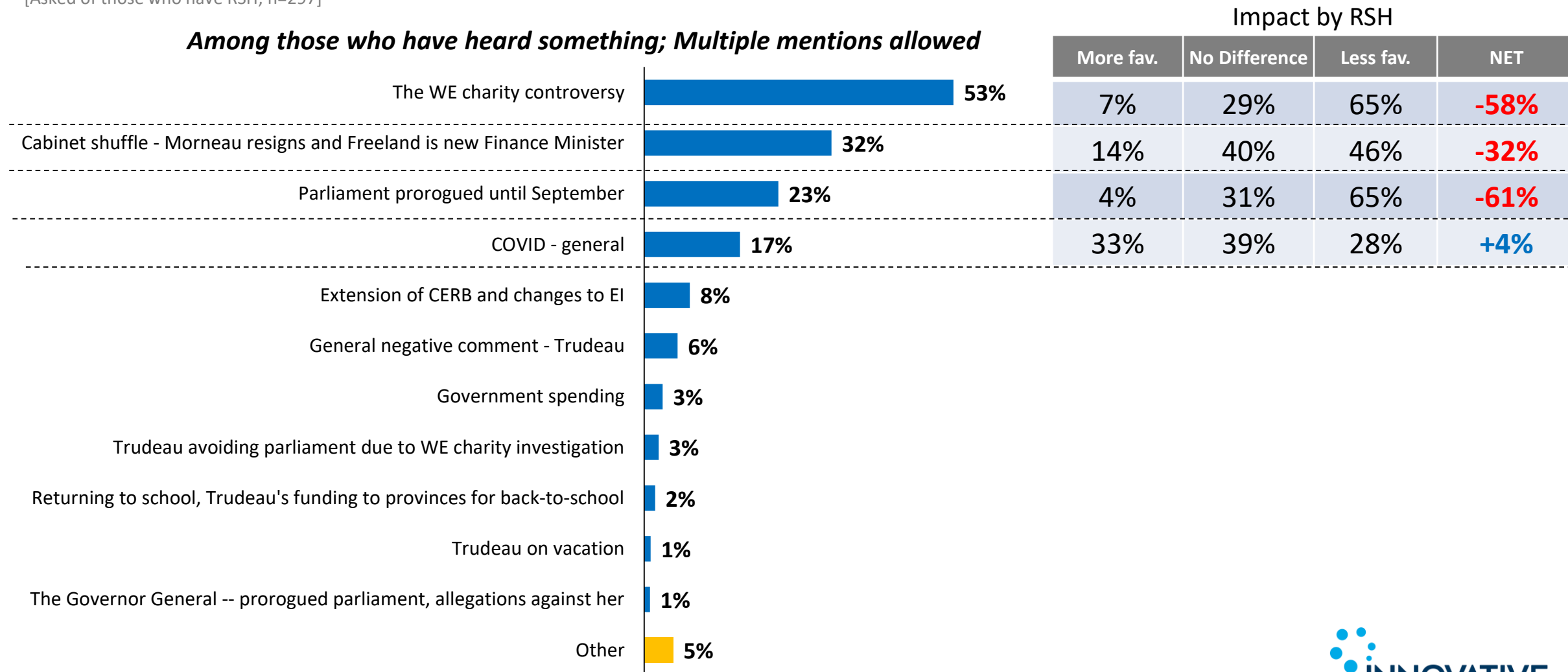
Federal Read, Seen, Heard: Majority (53%) recall the WE charity scandal;⁶ among those that mention it, impact is strongly net negative (-58%)



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=297]

Among those who have heard something; Multiple mentions allowed



Methodology



Survey Methodology

These are the results of INNOVATIVE's third weekly August online survey conducted between August 20th and August 27th, 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=1,208 Canadian citizens, 18 years or older, including an oversample in Ontario. The results are nationally weighted to n=500 based on Census data from Statistics Canada.

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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 (%)
Men 18-34	117	9.7%	67	13.3%
Men 35-54	140	11.6%	85	17.0%
Men 55+	273	22.6%	92	18.3%
Women 18-34	230	19.0%	68	13.6%
Women 35-54	188	15.6%	86	17.1%
Women 55+	260	21.5%	104	20.7%
BC	158	13.1%	63	12.7%
AB	127	10.5%	57	11.4%
Prairies	42	3.5%	33	6.6%
ON	685	56.8%	195	39.0%
QC	124	10.3%	117	23.3%
Atlantic	71	5.9%	35	7.0%

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