



Canada This Month Federal Read, Seen, Heard

Public Opinion Research
Release Date: August 20th, 2020
Field Dates: August 13th to August 18th, 2020

Read, Seen, Heard

A majority have heard something about the government, steady week-to-week with a drop of seven points since July (62% to 55%.)

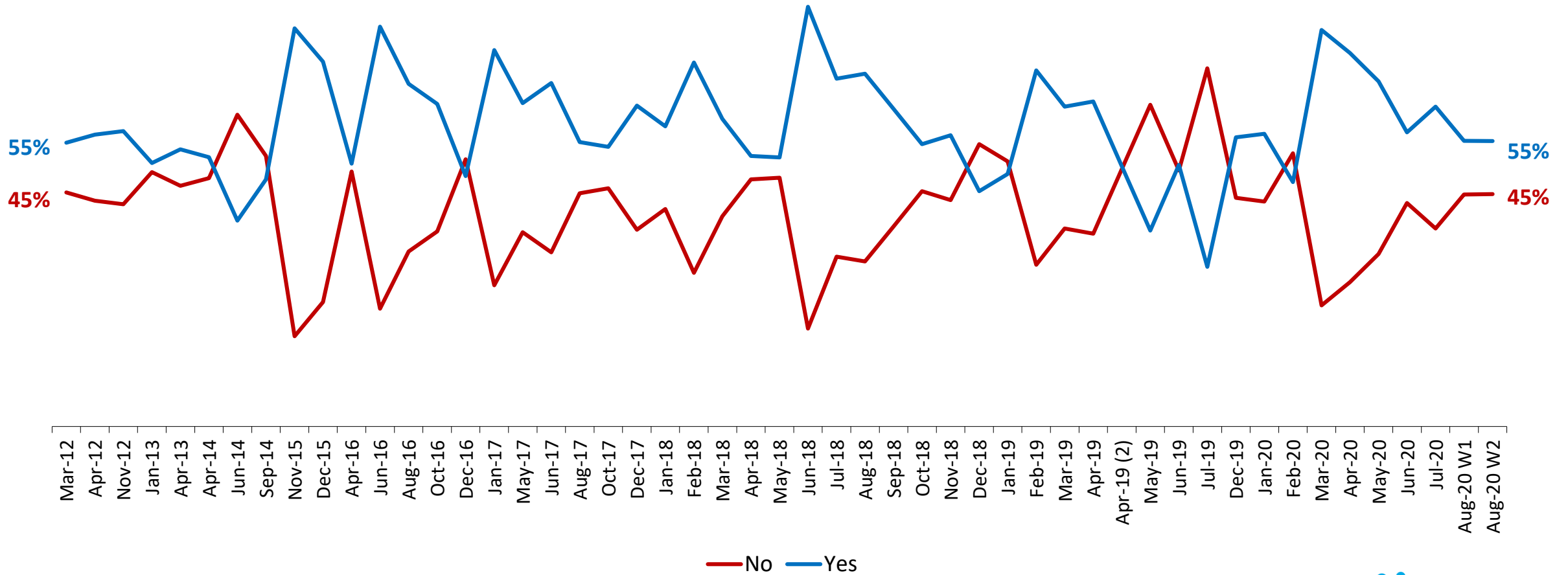
Among those who recall something in the last week, impression is mostly negative. For the second month in a row, this is largely driven by the negative impressions left from the WE charity controversy, by far the top mention of the week (62%).

Read, Seen, Heard Tracking: Recall of PM and federal government down 7 points since July, from 62% to 55%, no change week-to-week



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.

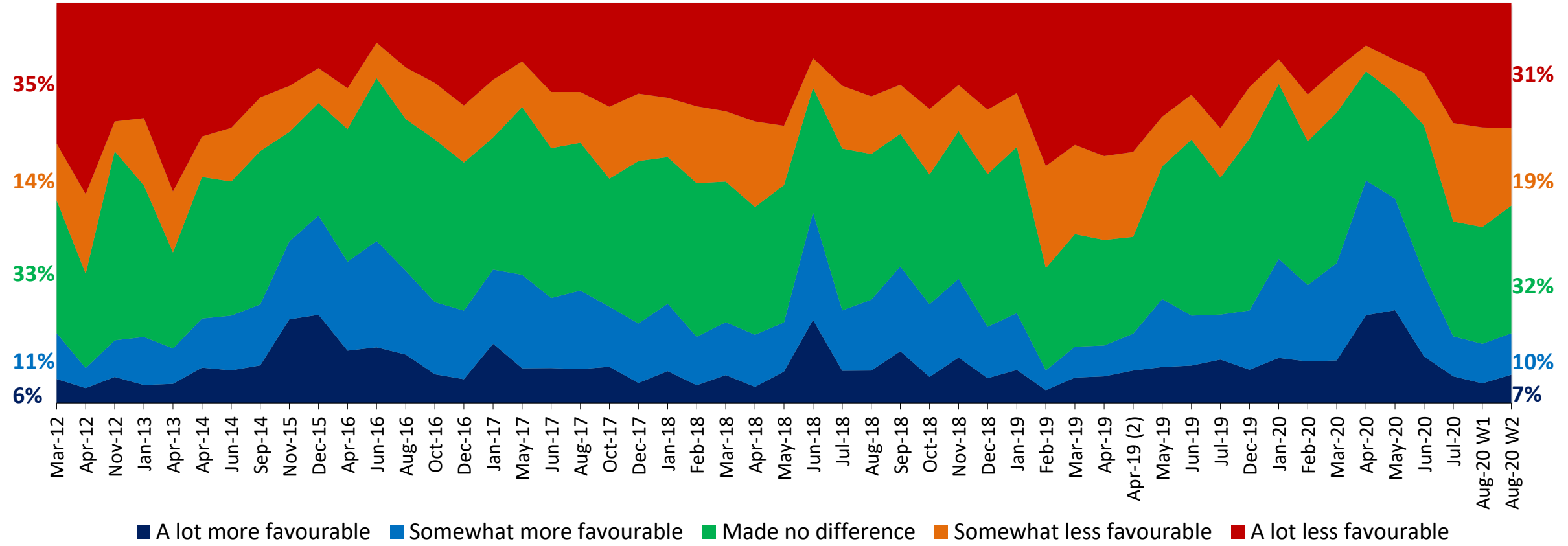
Current data: August Week 2 2020.

Federal Read, Seen, Heard, Impact Tracking: Improvement for PM and federal government this week, but impact still strongly negative



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=276]

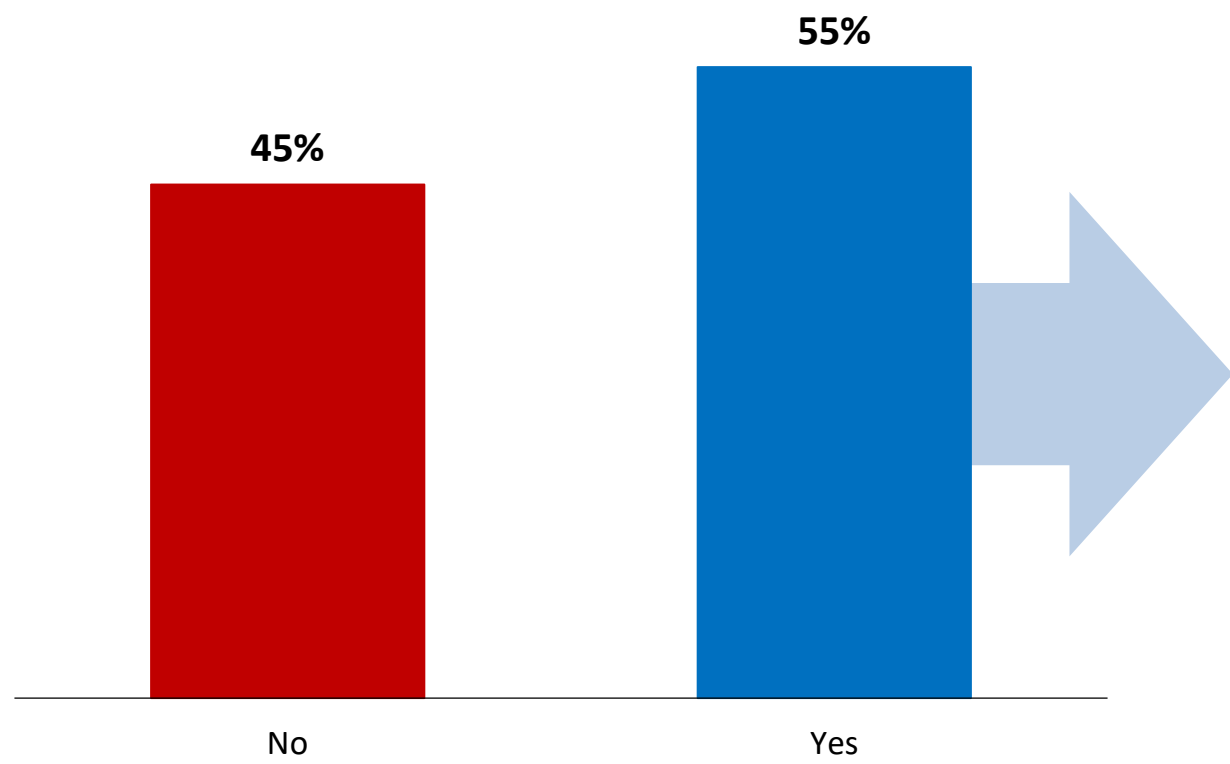


Note: Don't know not shown.
Current data: August Week 2 2020.
Note: in May '18, this question is asked of all respondents except those in Ontario.

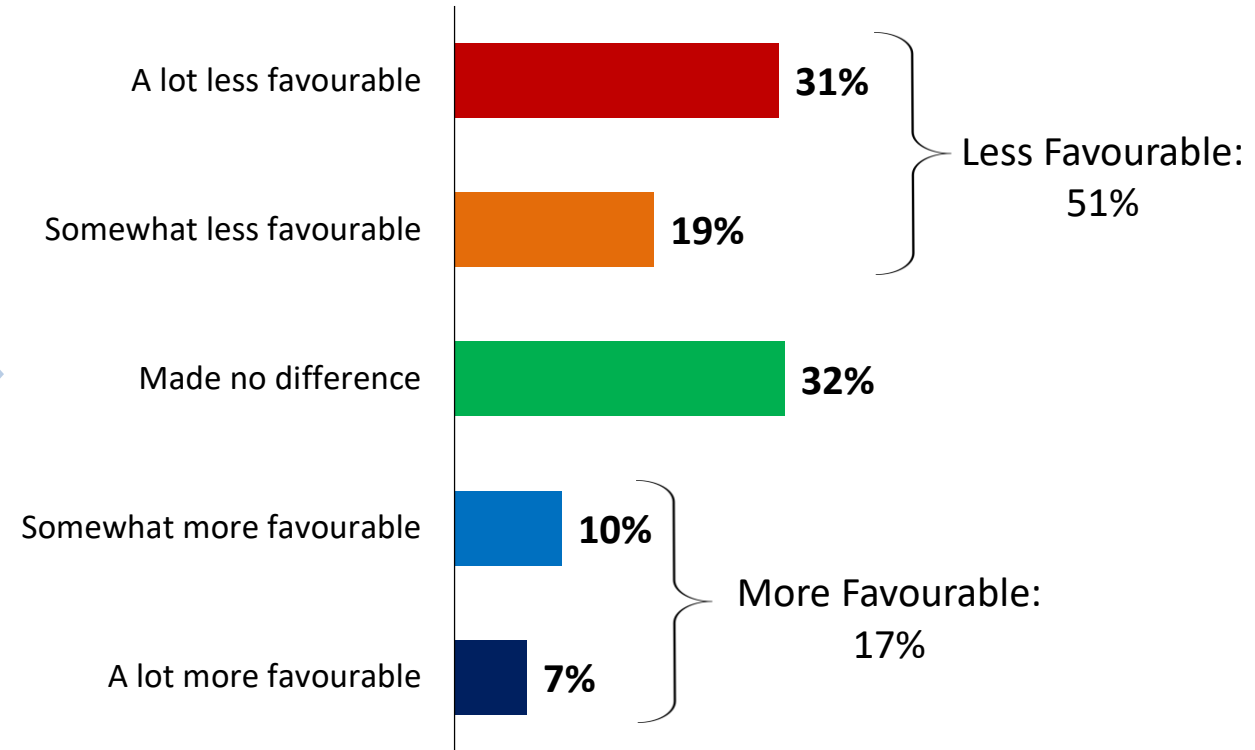


Federal Read, Seen, Heard: A majority (55%) have RSH something and among those who have, impact is strongly negative (51% less favourable)

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=276]



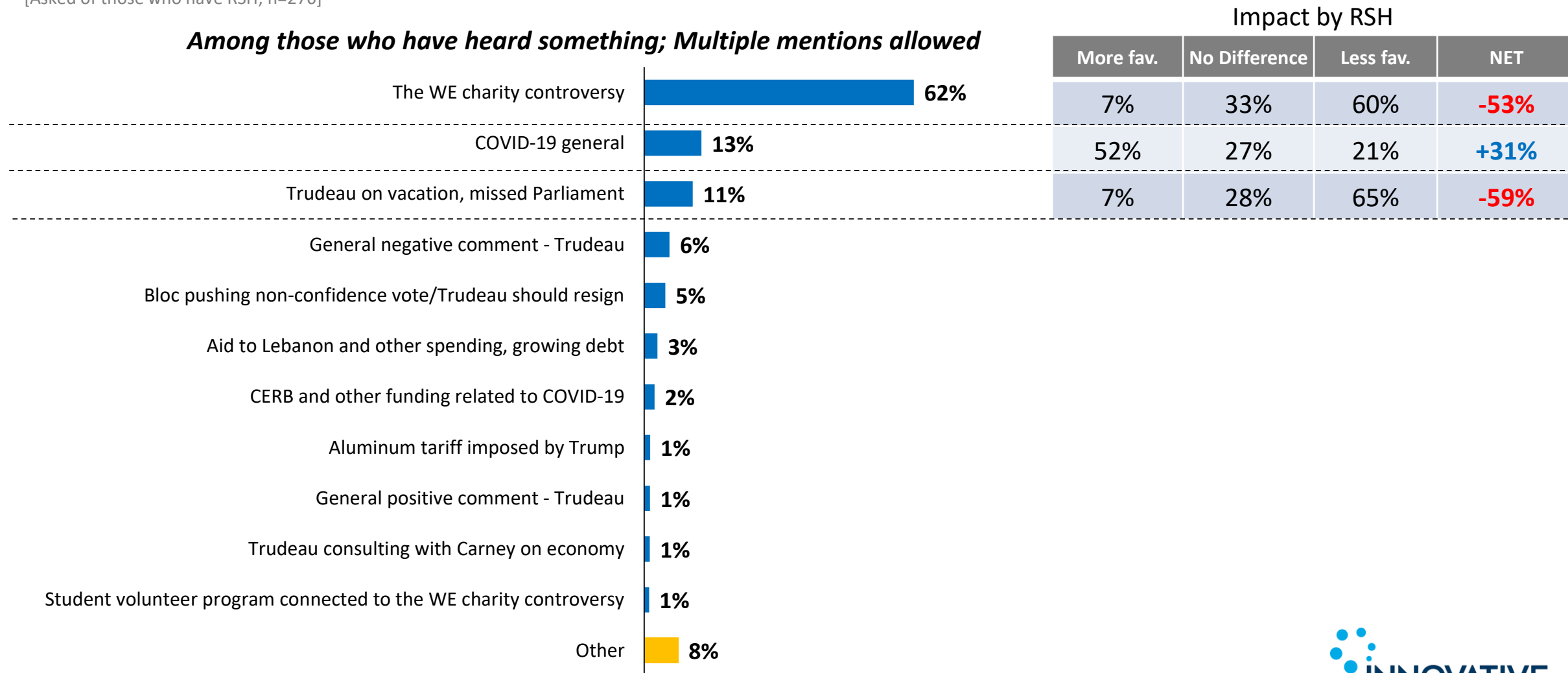
Federal Read, Seen, Heard: Nearly 2-in-3 (62%) recall the WE charity scandal; among those that mention it, impact is strongly negative (-53%)



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=276]

Among those who have heard something; Multiple mentions allowed



Methodology



Survey Methodology

These are the results of INNOVATIVE's second weekly August online survey conducted between August 13th and August 18th, 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=1,118 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.

Field Dates: August 13th to August 18th, 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 (%)
Men 18-34	127	11.4%	68	13.6%
Men 35-54	137	12.3%	83	16.5%
Men 55+	241	21.6%	89	17.7%
Women 18-34	165	14.8%	69	13.8%
Women 35-54	207	18.5%	88	17.6%
Women 55+	241	21.6%	103	20.7%
Region				
BC	108	9.7%	65	13.1%
AB	89	8.0%	57	11.4%
Prairies	35	3.1%	33	6.6%
ON	634	56.8%	194	38.9%
QC	177	15.8%	115	23.1%
Atlantic	74	6.6%	35	6.9%

For more information, please contact:

Greg Lyle

President

(t) 416-642-6429

(e) glyle@innovativeresearch.ca

Building Understanding.

