

# Canada This Month WE Charity Controversy

Public Opinion Research  
Release Date: August 20, 2020  
Field Dates: August 6<sup>th</sup> to 18<sup>th</sup>, 2020



# Read, Seen, Heard

Every week INNOVATIVE asks Canadians what they have read, seen, or heard about the federal government. Results in this section are split out by week, while results in the remainder of the report are aggregated for all of August.

The controversy around the WE charity continues for the second week in a row as the top issue recalled about the Prime Minister but may be starting to fade.

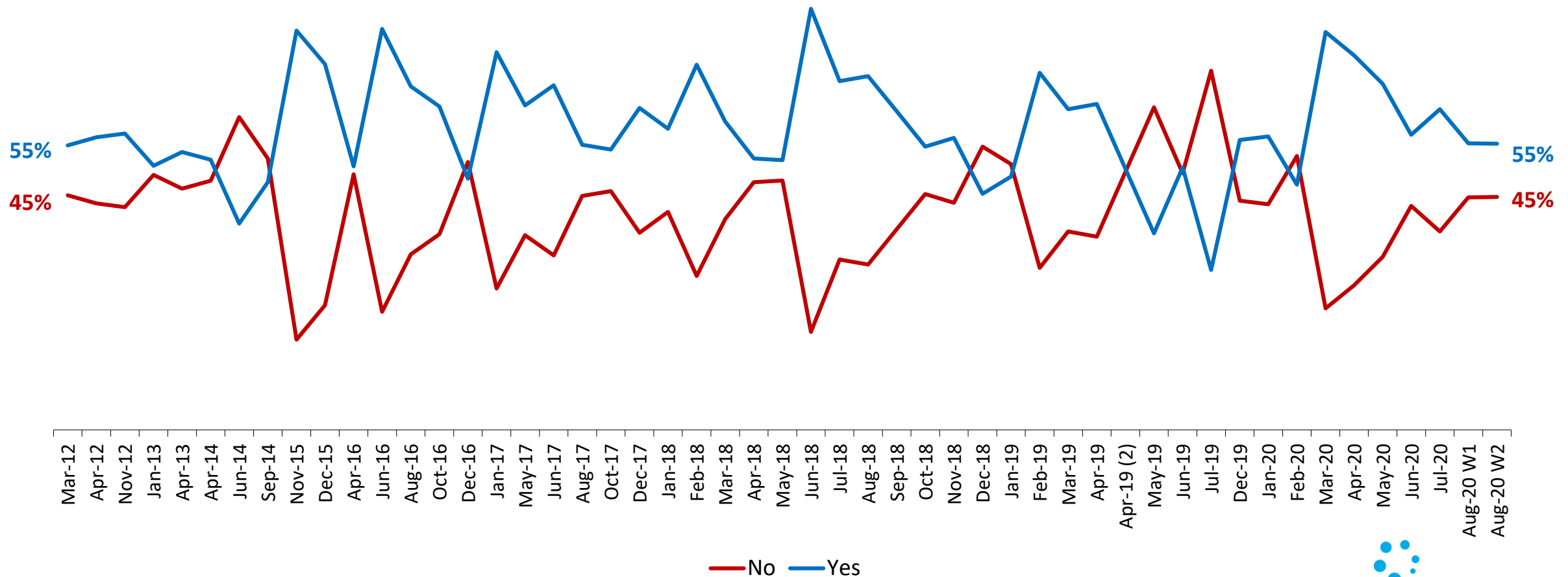
A majority have heard something about the government, steady week-to-week but with a drop of seven points since mid-July (62% to 55%.) Among those who recall something in the last week, impression is mostly negative. For the second month in a row, this is largely driven by the negative impressions left 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]

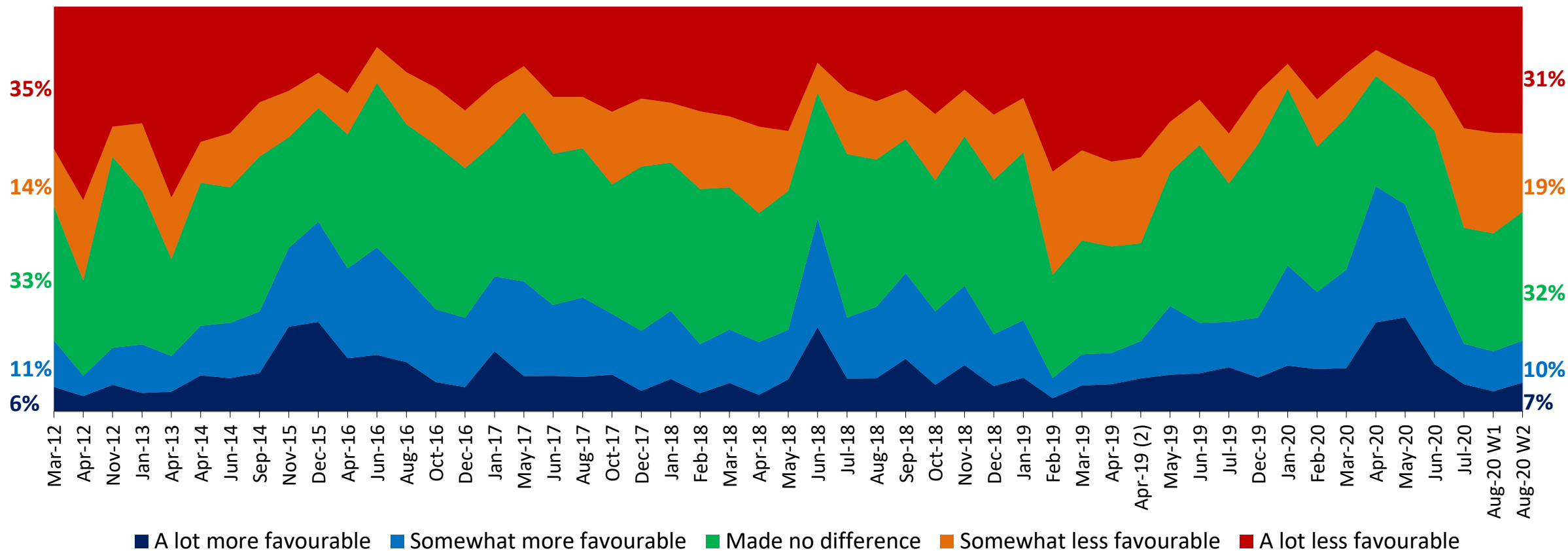


# Federal Read, Seen, Heard, Impact Tracking: Improvement for PM and federal government this week, but impact still strongly negative



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]



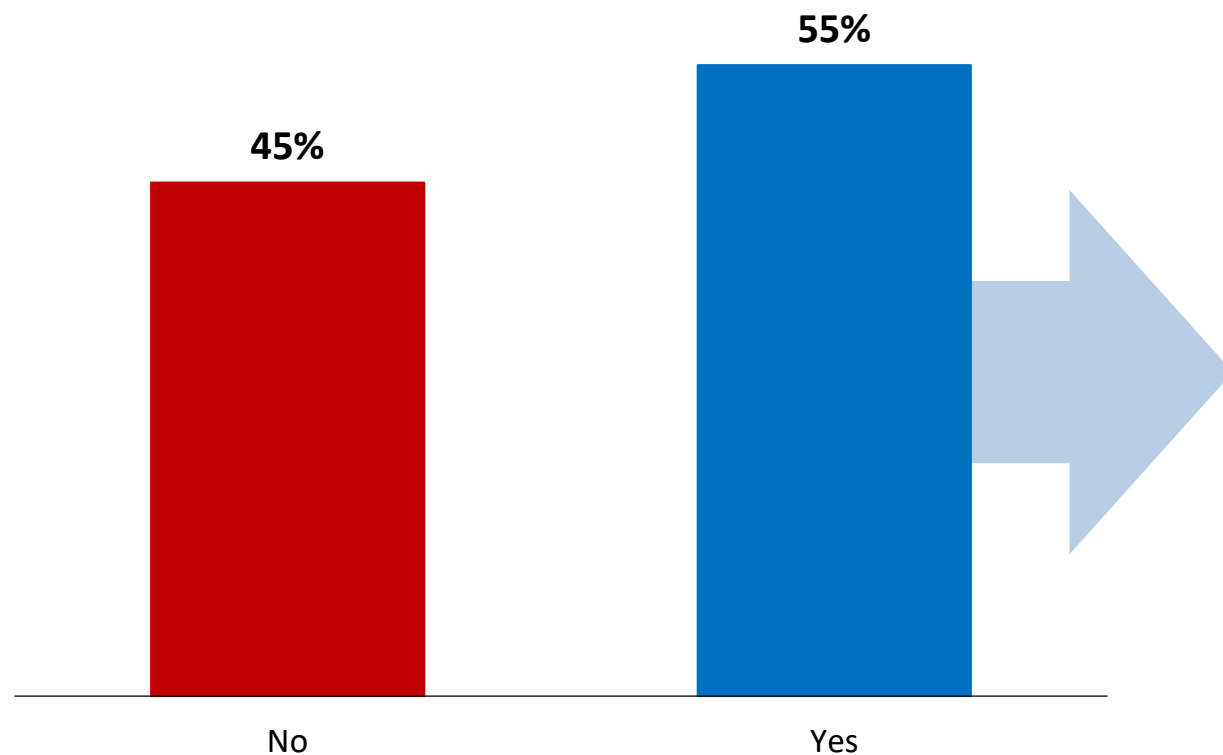
Note: Don't know not shown.

Current data: August Week 2 2020.

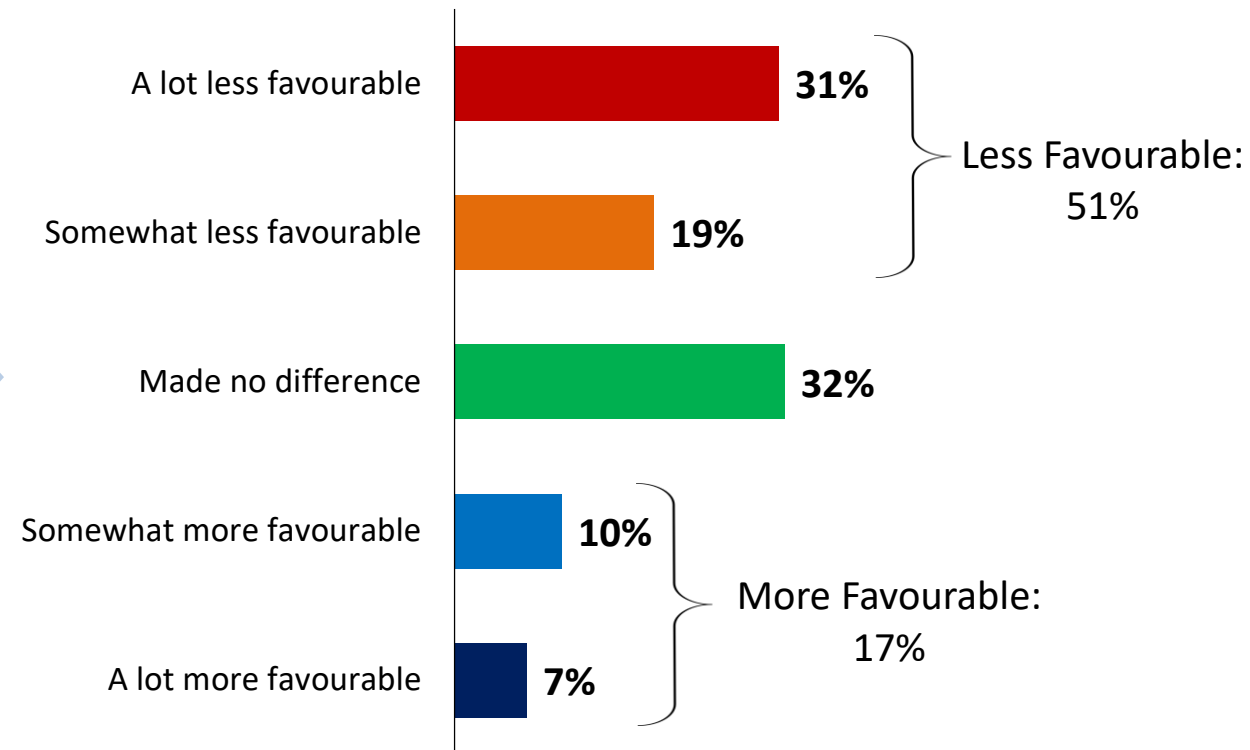
Note: in May '18, this question is asked of all respondents except those in Ontario.

# 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; showing August week 2 results; 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; showing August week 2 results; n=276]



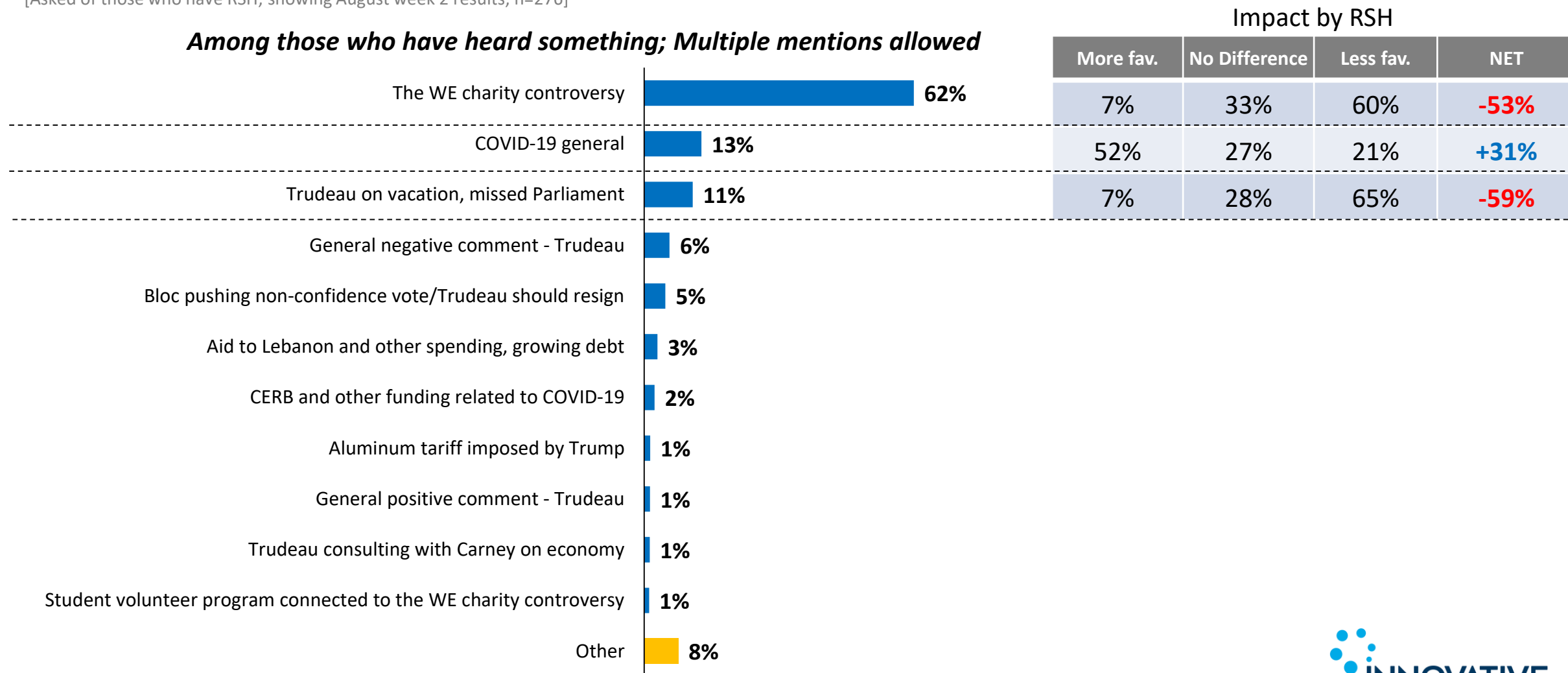
# Federal Read, Seen, Heard: Nearly 2-in-3 (62%) recall the WE charity scandal; among those that mention it, impact is strongly negative (-53%)



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; showing August week 2 results; n=276]

## *Among those who have heard something; Multiple mentions allowed*

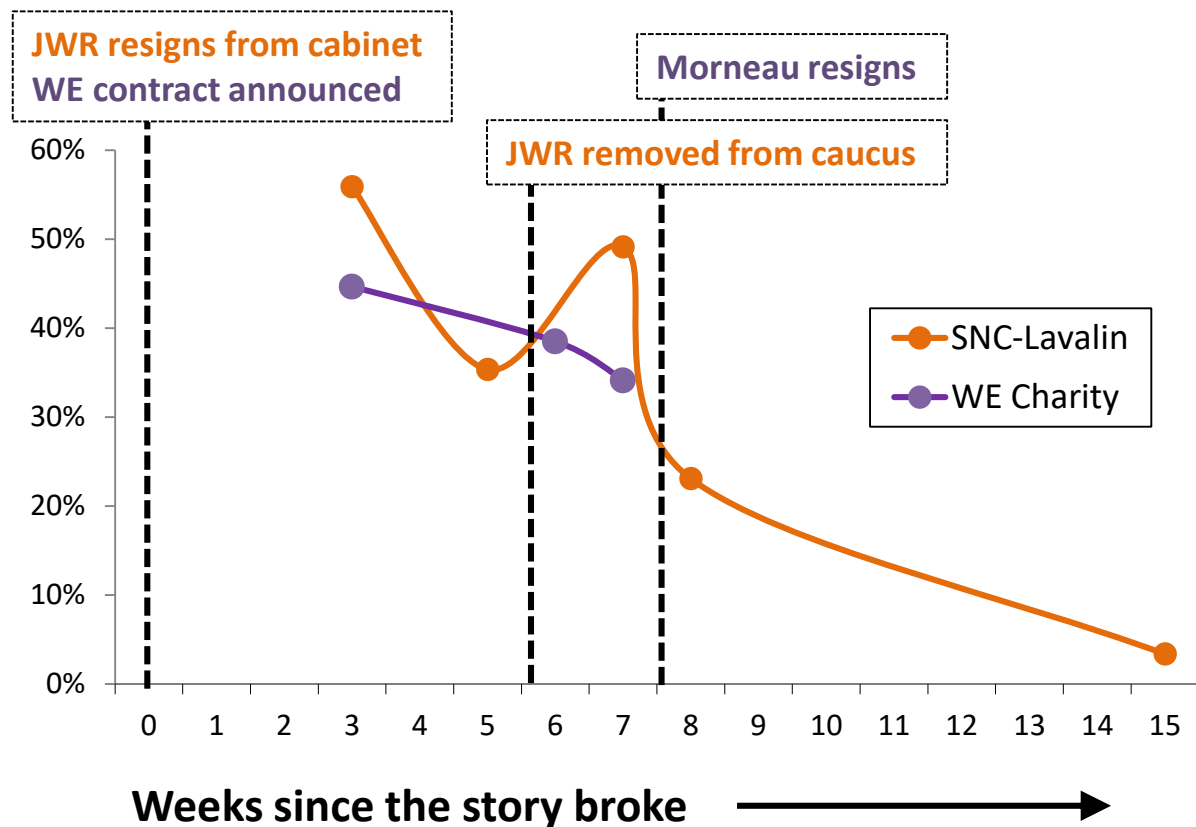


Note: Impact shown only for responses with a weighted sample size of n>30. Don't know (<1%) and Refused (3%) not shown.

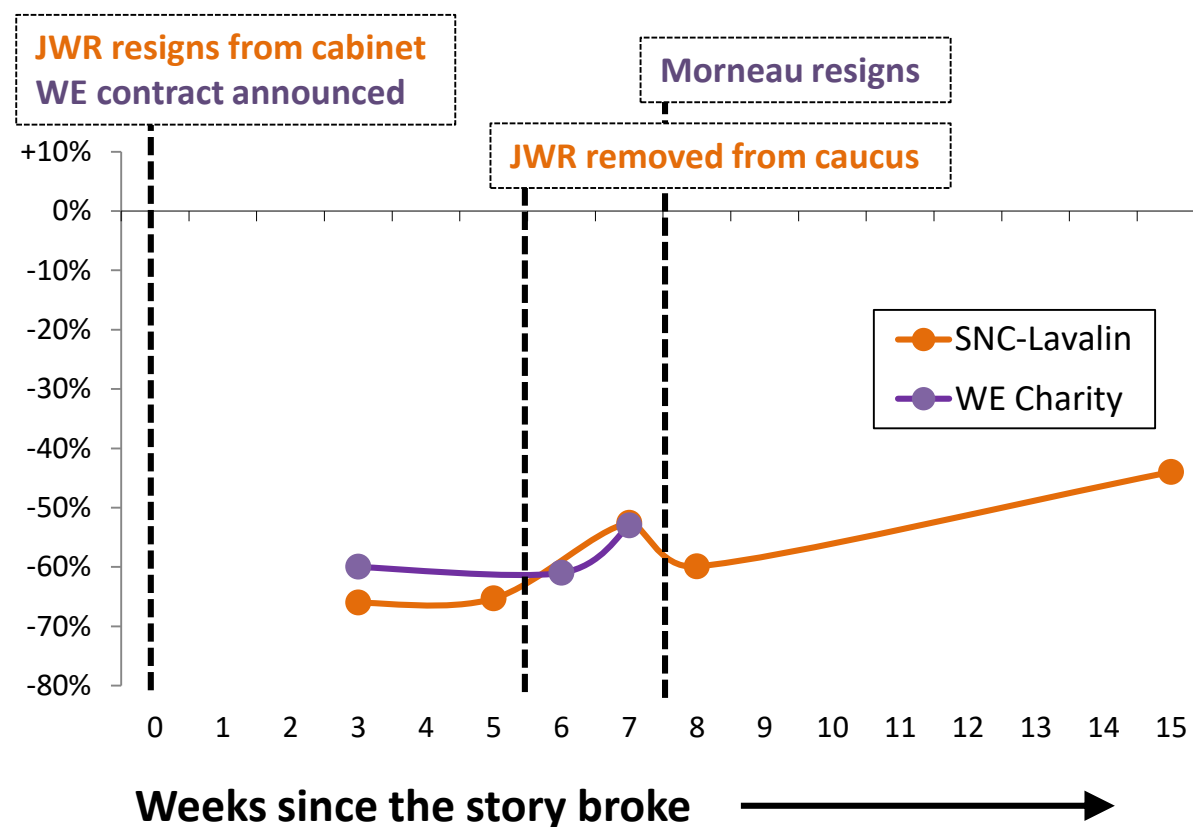
Current Data: August Week 2 2020

# Issue Management: After it began to fade, recall of SNC was revived by the 2 caucus removals. Will Morneau's resignation do the same for WE?

Unaided recall of each issue  
(% of all Canadians)



Net impact on PM/Government reputation  
(among those who mentioned the issue)



**Survey questions:** Have you read, seen or heard anything about Canada's Prime Minister and the Federal government in the last few days?  
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. (Open-ended)  
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?  
**Net impact:** The percent who say "More favourable" minus the percent who say "Less favourable". Negatives mean more Canadians say "Less favourable" than say "More favourable".

# Political Tracking

The federal political landscape is largely unchanged since the WE Controversy heated up this summer.

Four-in-10 (40%) decided voters plan to vote for the Liberal party, with no change since July (40%).

On approval, a slim majority (53%) are satisfied this month with the performance of Justin Trudeau and the Liberal government, compared to 54% in July.



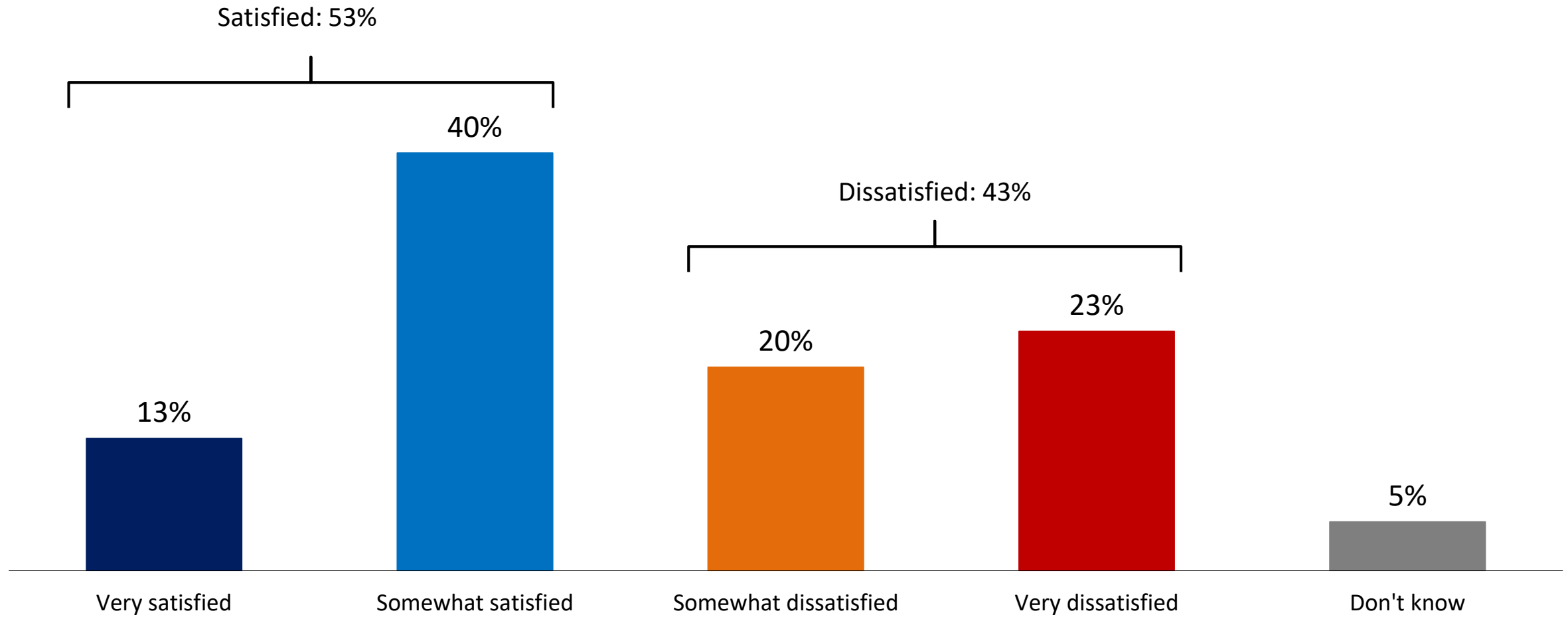
# Federal Satisfaction: Over half (53%) say they are satisfied with the performance of the Federal government in Canada

9



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=1,000]



# Federal Satisfaction Tracking: A majority (53%) are satisfied with the federal government, unchanged month-to-month

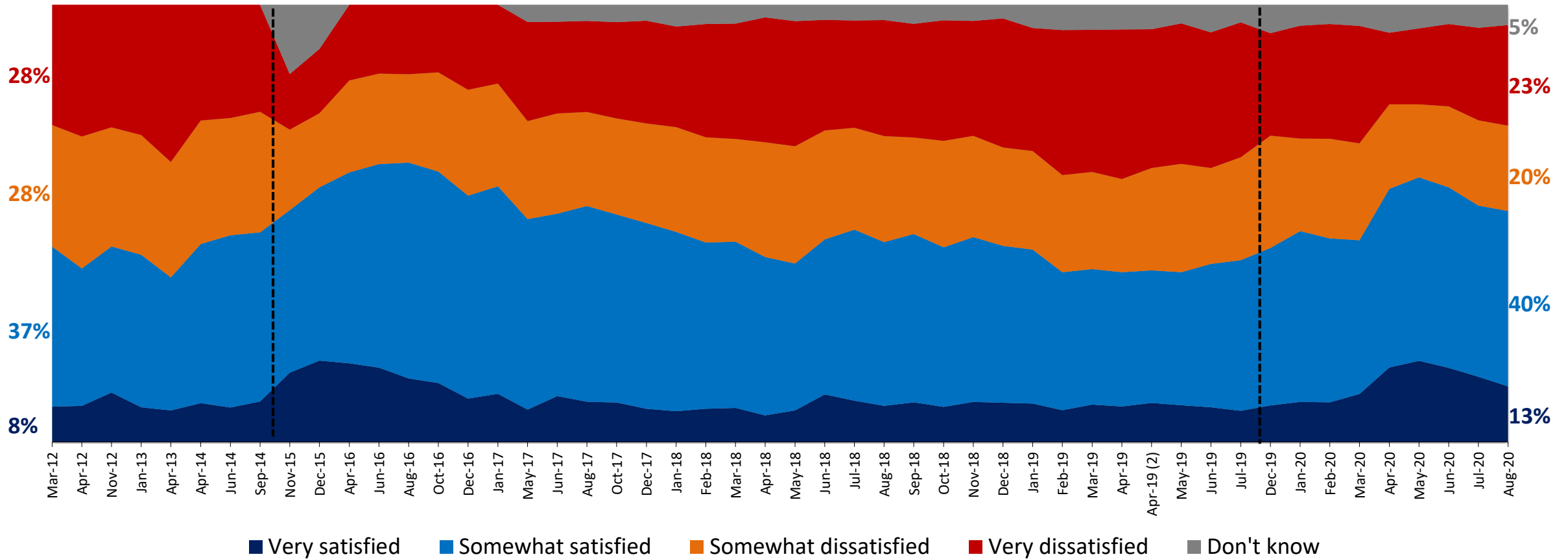


Generally speaking, how satisfied are you with the performance of the FEDERAL government in Canada? Would you say you are...?

[asked of all respondents; n=1,000]

2015 Election

2019 Election

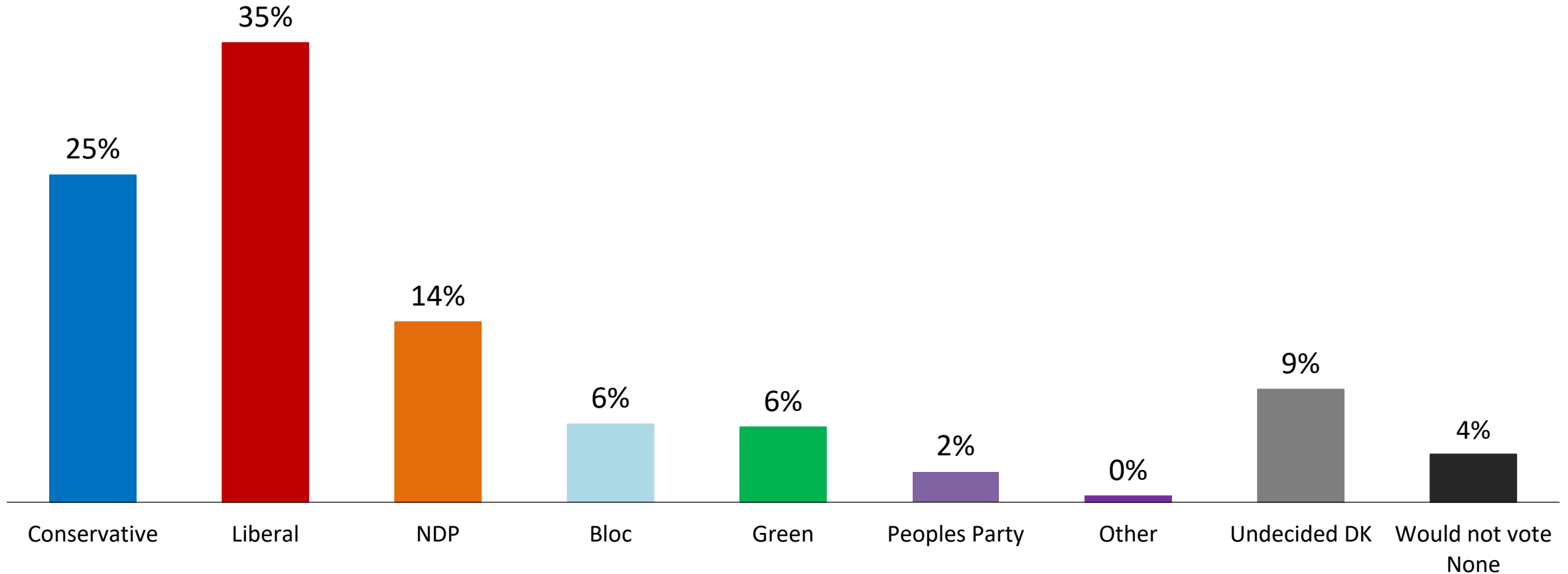


# Federal Combined Vote: Liberals see a 10-point lead over the CPC, with over 1-in-3 (35%) saying they would vote Liberal



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=1,000]

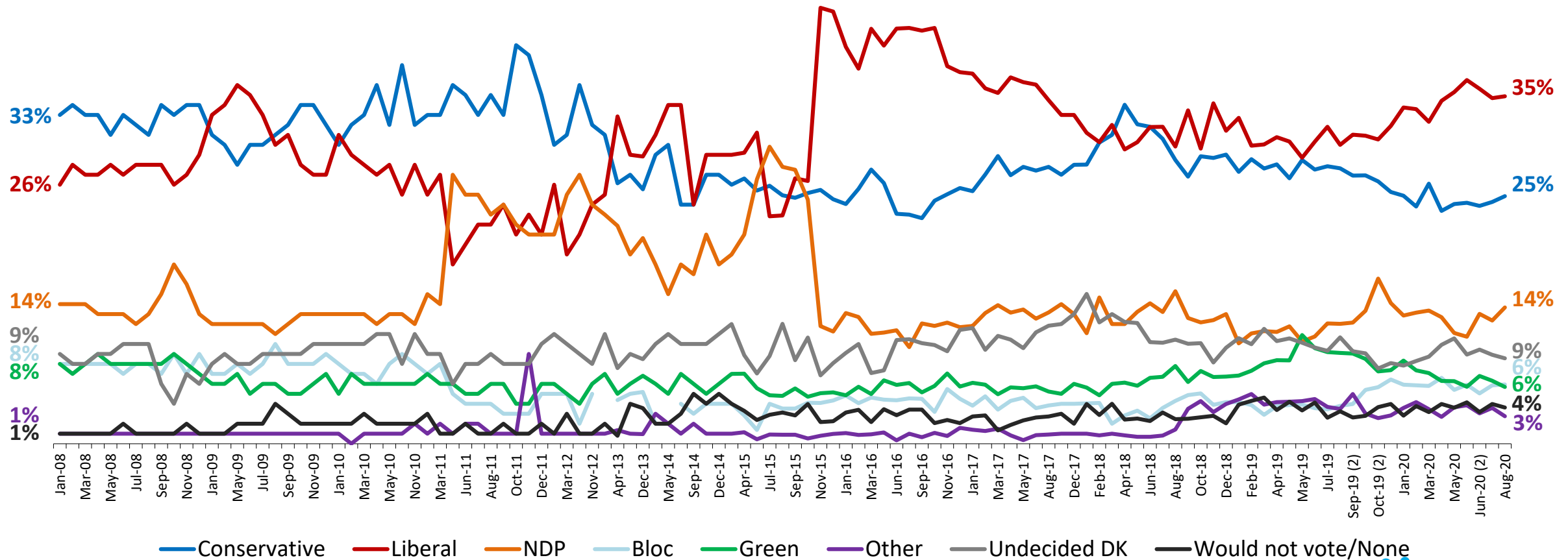


# Federal Vote Tracking: Vote remains steady month-to-month, with Liberals continuing to outperform the Conservatives



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=1,000]



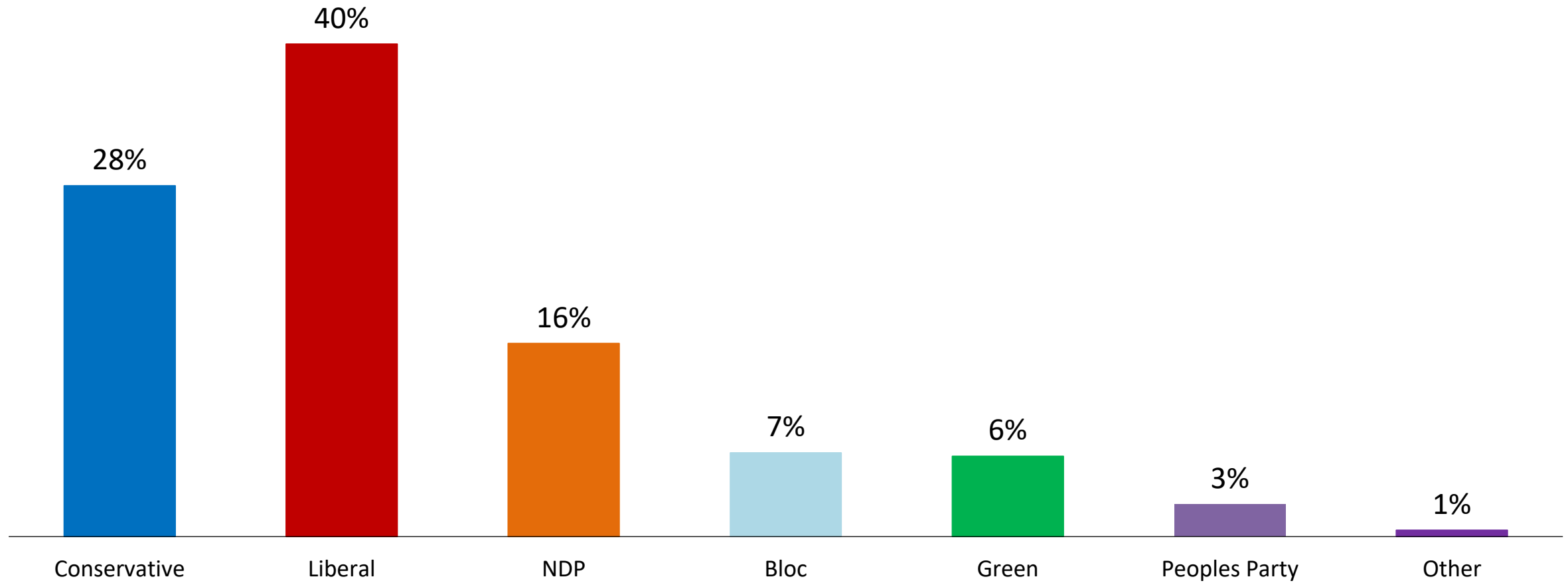


# Federal Decided Vote: 4-in-10 (40%) of decided voters say they would vote Liberal; fewer than 3-in-10 (28%) say they would vote for the CPC <sup>13</sup>



If a federal election were held today, which party would you vote for? In that case, which party do you lean toward slightly? **[DECIDED]**

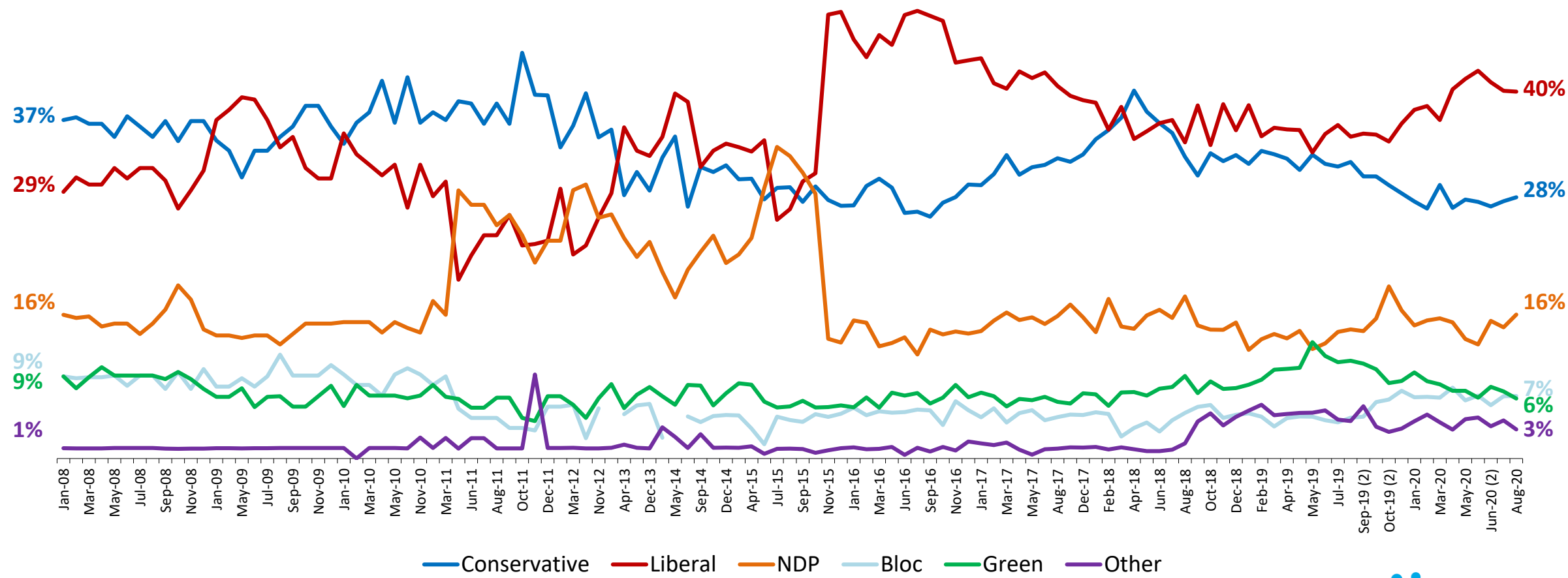
[decided voters only; n=878]



# Federal Decided Vote Tracking: Decided vote remains steady from July 2020 metrics, with Liberals maintaining their double-digit lead over 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]  
[only decided voters; n=878]



# Decided Vote by Region: Liberals hold a double-digit lead in Ontario and the Atlantic, and are still ahead of the CPC in BC

Decided vote by Region

		Region					
		BC	AB	Prairies	ON	QC	Atlantic
		(N=118)	(N=96)	(N=57)	(N=351)	(N=198)	(N=57)
Decided Vote	Conservative	29%	46%	48%	29%	13%	29%
	Liberal	38%	28%	36%	46%	36%	41%
	NDP	23%	16%	12%	16%	11%	16%
	Bloc	0%	0%	0%	0%	30%	0%
	Green	8%	5%	3%	6%	7%	10%
	Other	2%	5%	1%	3%	4%	5%

**Note:** Current data: August 2020

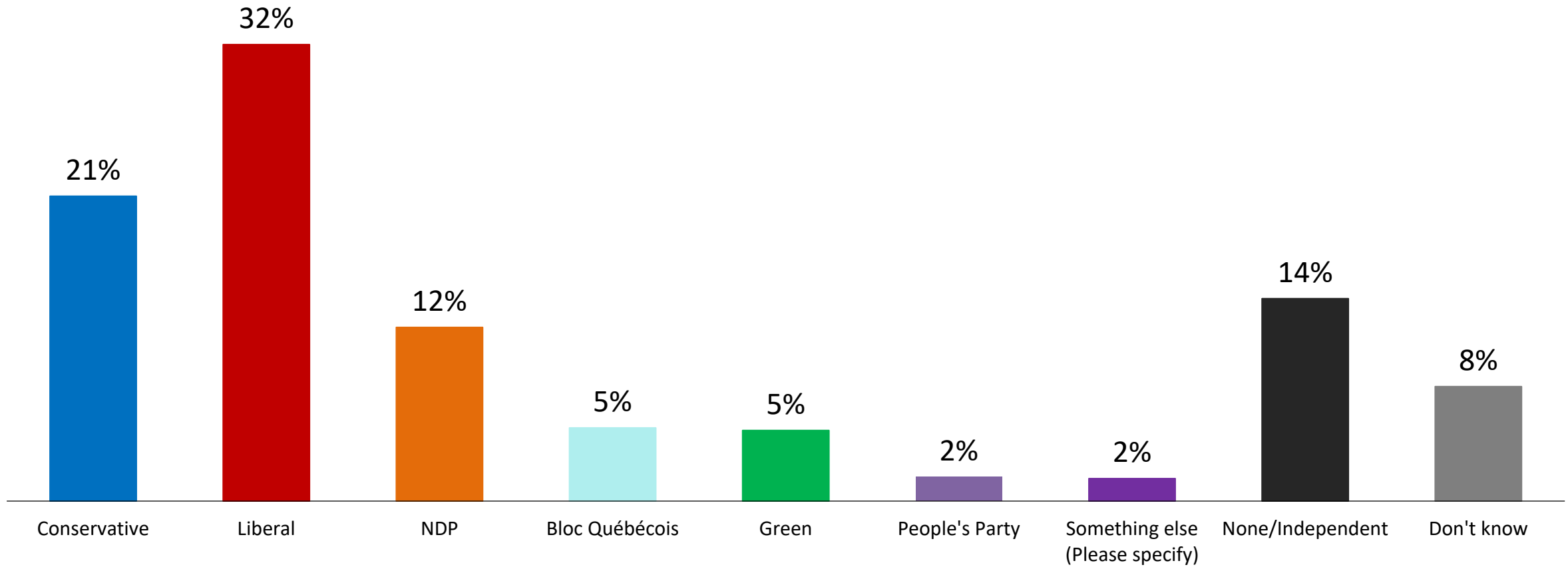
# Federal Party ID: 1-in-3 (32%) identify as Liberal, with 21% identifying as Conservative and 14% as Independent

16



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=1,000]

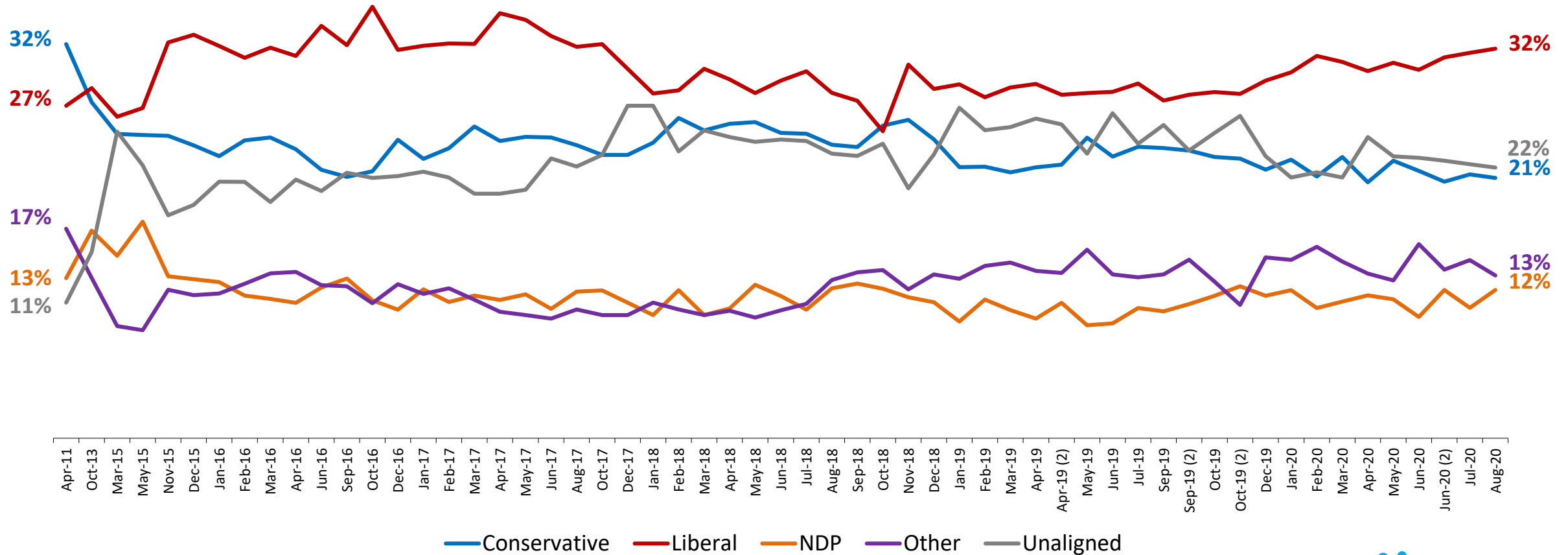




# Federal Party ID Tracking: The percentage of partisans identifying as Liberal is up directionally since June 2020



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=1,000]

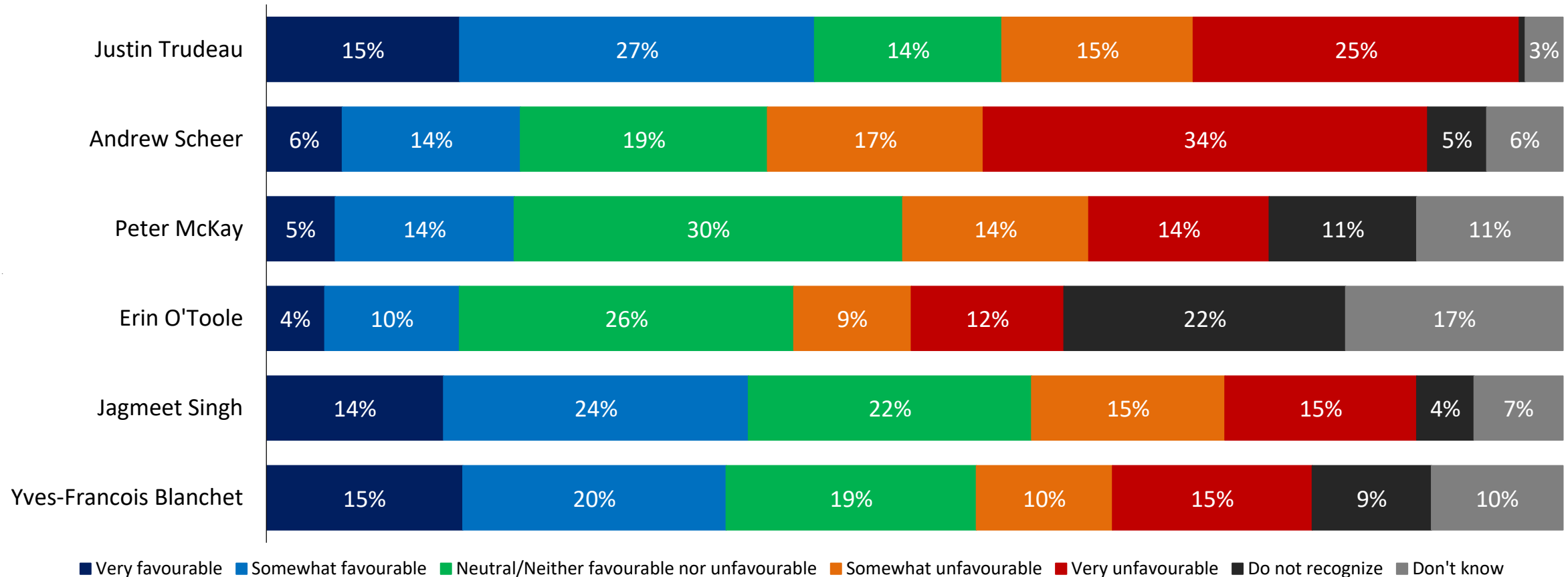


# Leader Favourables: Trudeau leads with 42% having a very/somewhat favourable impression; Scheer invokes strongest negative impressions <sup>18</sup>



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=1,000]

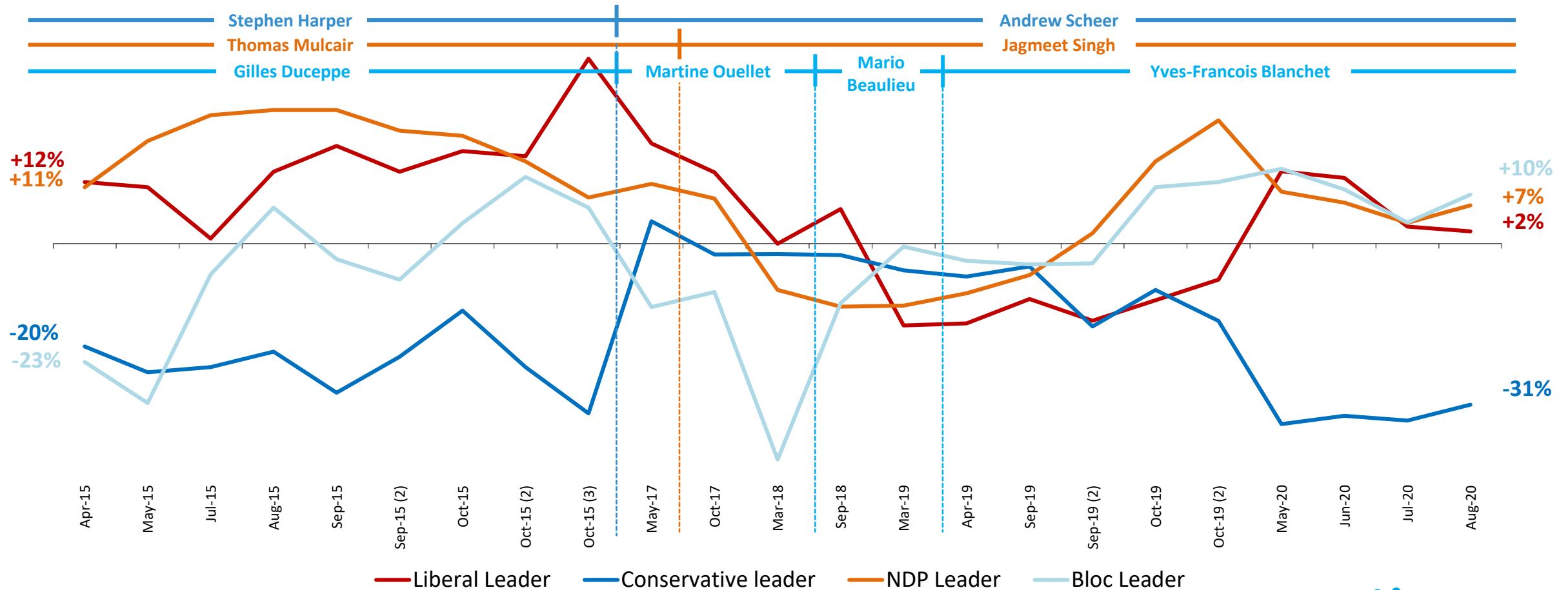


# Party Leader NET Favourables Tracking: Trudeau (+2%) favourables positive and steady month-to-month

Q

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=1,000]

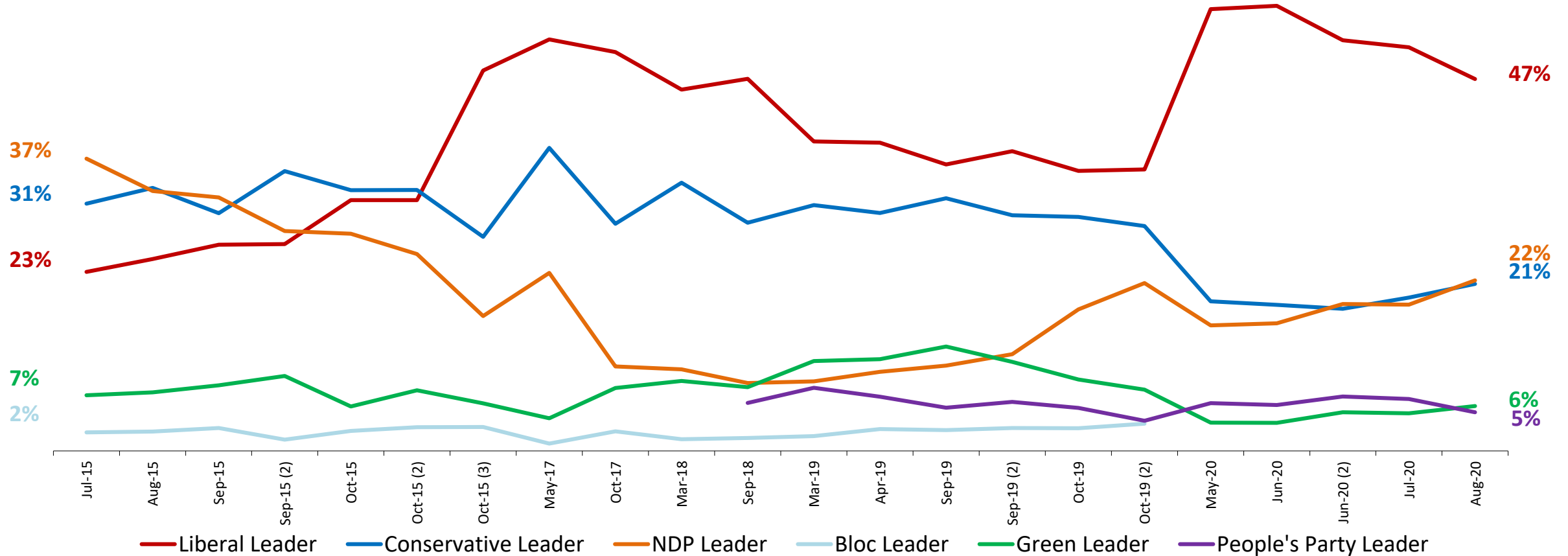


# Best Prime Minister Tracking: Trudeau continues to see a directional decrease in voters believing he would make the best PM of Canada



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

[asked of all respondents; n=1,000]





# WE Charity Controversy

While the Liberal numbers are holding, there may be a deeper problem for Trudeau and the Liberal brand among Liberals, the Left, and the Unaligned.

Nearly half (47%) of Canadians disapprove of the way Justin Trudeau has handled the WE controversy. This question shows potential vulnerabilities to the Liberals on party identification, with 1-in-4 (27%) Liberals and nearly half (46%) of Unaligned, who say they disapprove of the Prime Minister's actions.

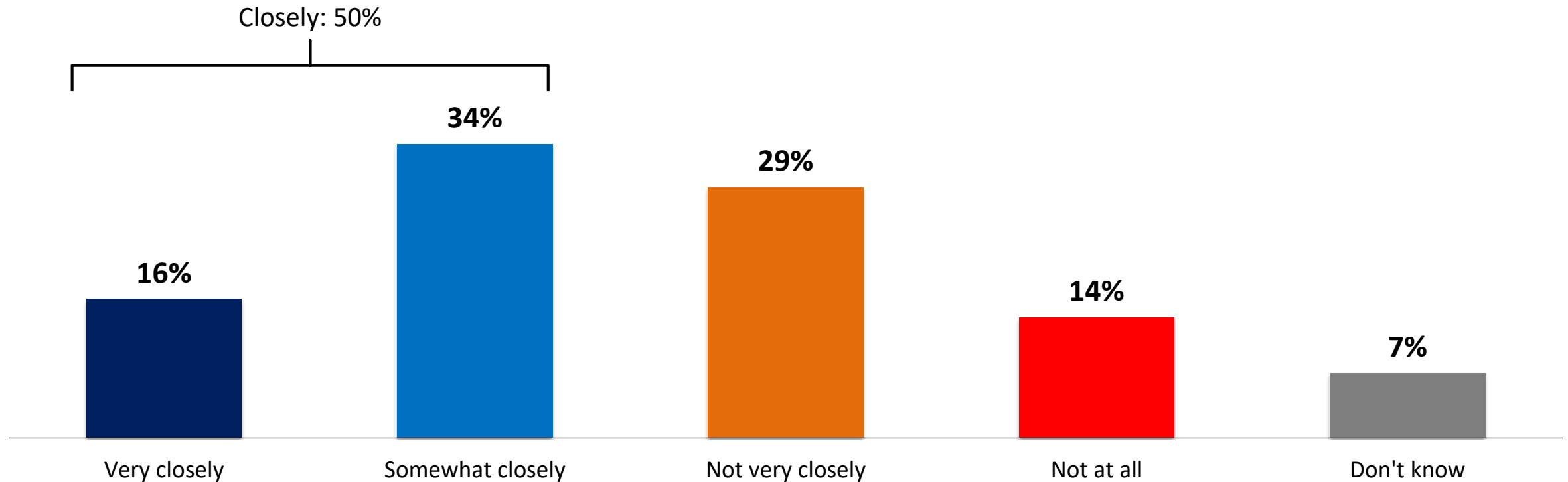
A significant number of the Liberal base (24%), the Left (NDP: 38%; Green/Other: 55%), and Unaligned voters (37%) all feel Trudeau had a direct conflict of interest. And nearly one-in-four (23%) Liberal partisans say the WE controversy is a sign of a deeper problem with the Trudeau government.

# WE Charity News: Half (50%) of Canadians have been following the WE Charity news at least somewhat closely



How closely have you been following the news about the federal government awarding the WE Charity a contract to manage a \$900-million student grant program and allegations of a conflict of interest between the WE Charity and both the Trudeau family and finance Minister Bill Morneau?

[asked of all respondents; n=1,000]



# Segmentation: Men are most likely to be closely following the controversy, likelihood of following the news increases as age increases

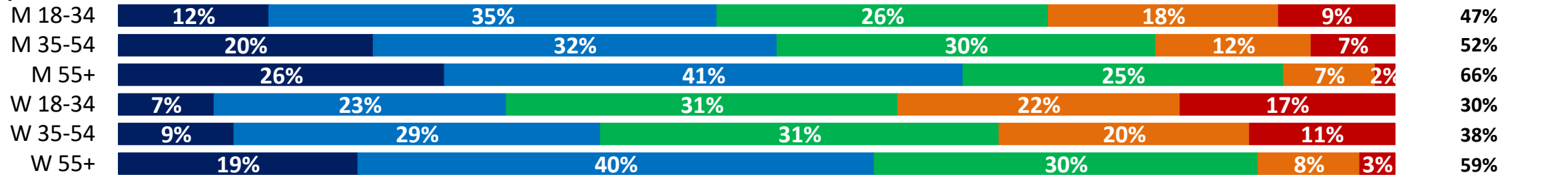
Q

How closely have you been following the news about the federal government awarding the WE Charity a contract to manage a \$900-million student grant program and allegations of a conflict of interest between the WE Charity and both the Trudeau family and finance Minister Bill Morneau?

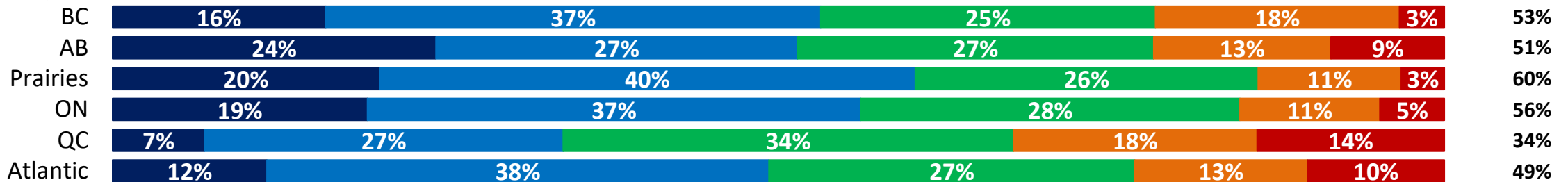
BY Age/Gender, Region, Party ID

[asked of all respondents; n=1,000]

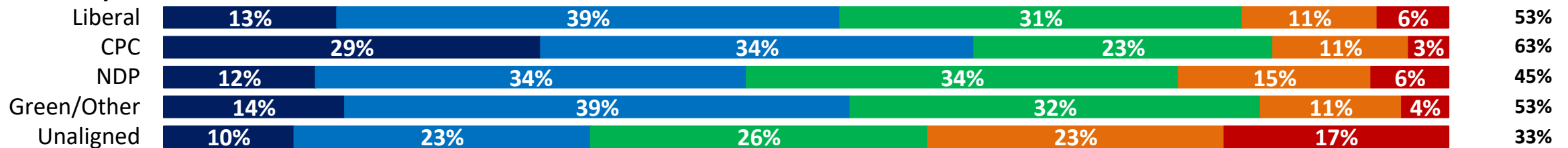
## Age/Gender



## Region



## Party ID



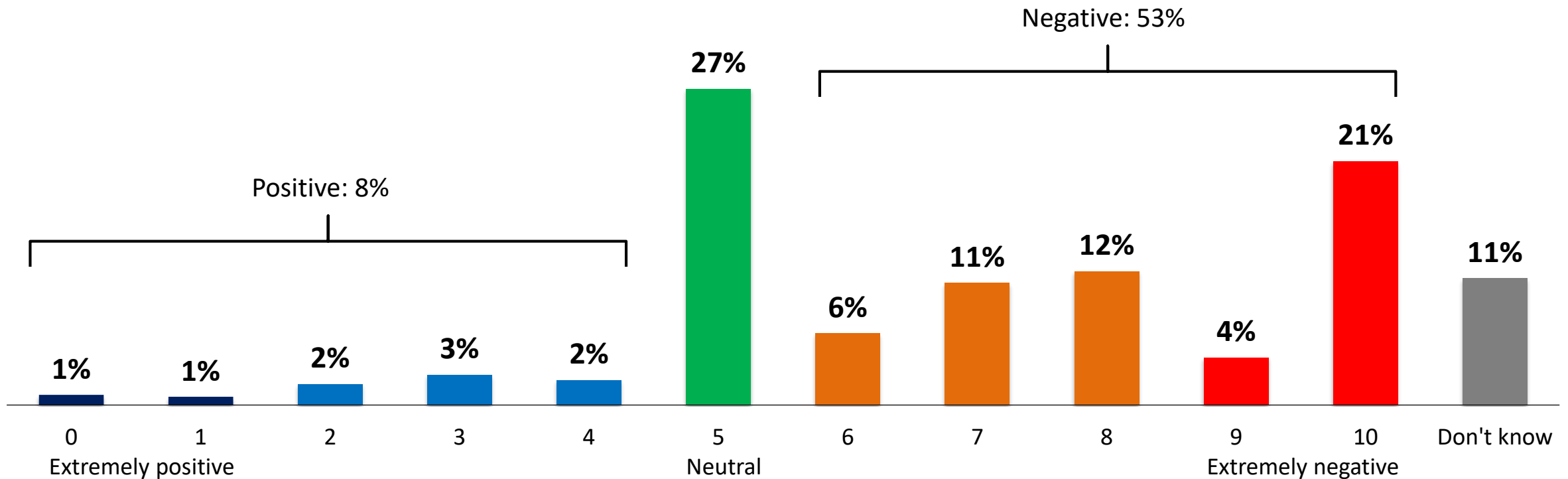
Very closely Somewhat closely Not very closely Not at all Don't know

# Initial Reactions: 1-in-4 (25%) said they had an *extremely* negative initial reaction to the controversy when they first heard about it



On a scale of 0 to 10 where 10 is extremely negative, 0 is extremely positive and 5 is completely neutral, what was your initial reaction to the controversy when you first heard about it?

[asked of all respondents; n=1,000]





# Segmentation: Likelihood of a negative reaction increases as age rises; 25 52% of CPC partisans had a very negative reaction

Q

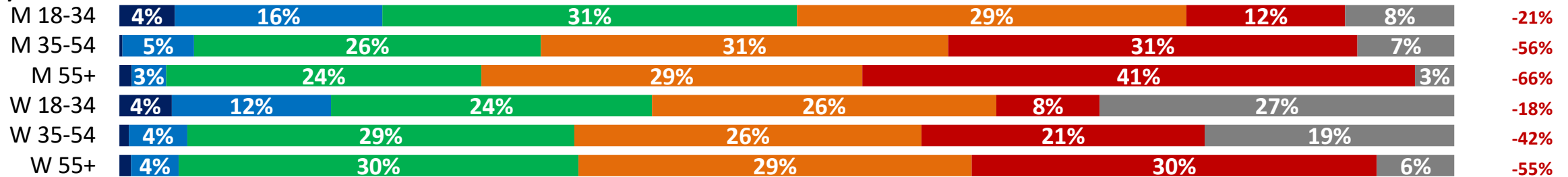
On a scale of 0 to 10 where 10 is extremely negative, 0 is extremely positive and 5 is completely neutral, what was your initial reaction to the controversy when you first heard about it?

BY Age/Gender, Region, Party ID

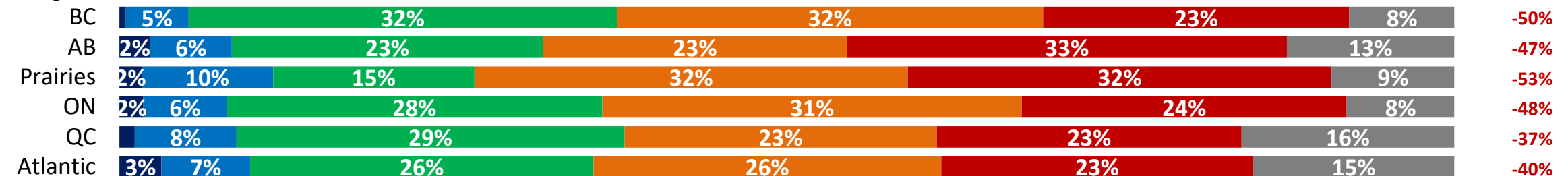
[asked of all respondents; n=1,000]

Net Reaction

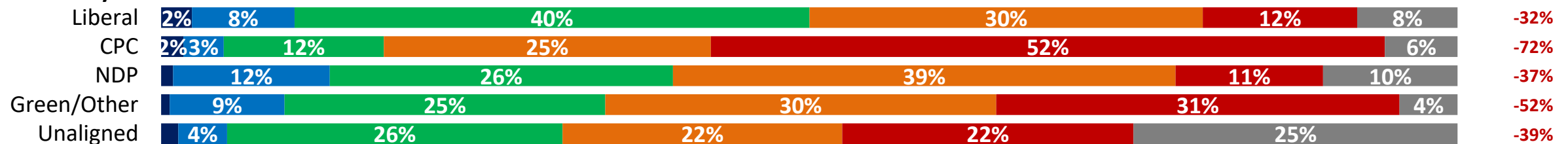
## Age/Gender



## Region



## Party ID



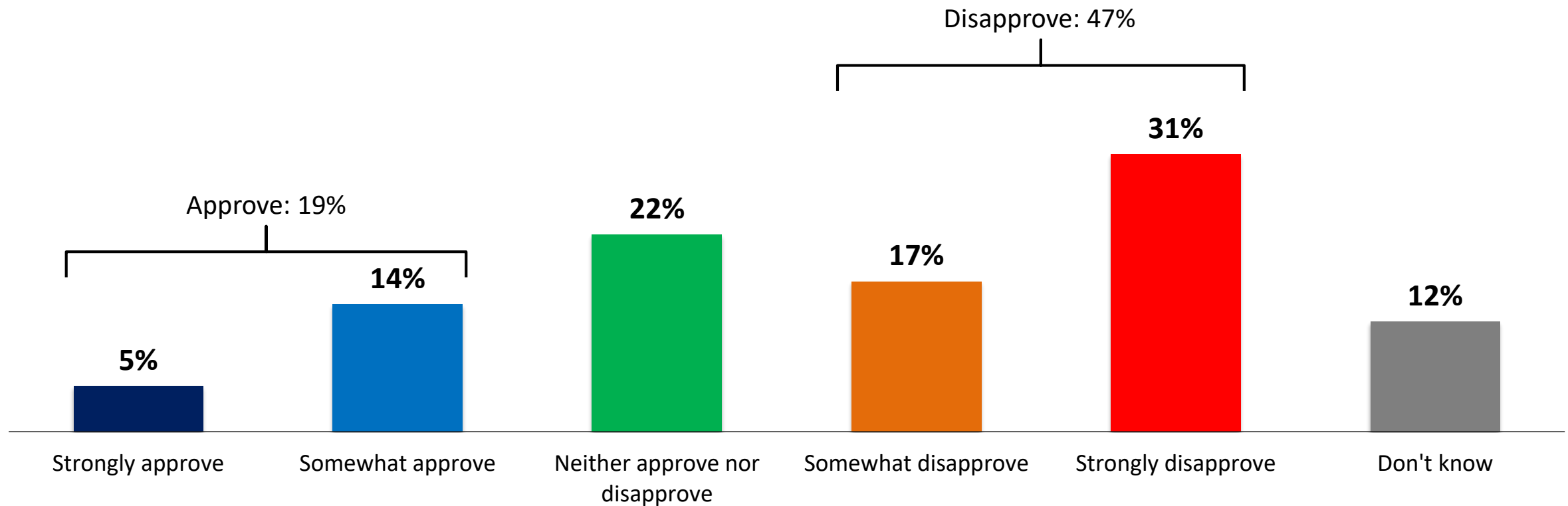
■ Very positive (0,1) ■ Somewhat positive (2,3,4) ■ Neutral (5) ■ Somewhat negative (6,7,8) ■ Very negative (9,10) ■ Don't know

# Trudeau Approval: Nearly half (47%) disapprove of the way Trudeau has handled the issue since it emerged



Do you approve or disapprove of the way Justin Trudeau has handled the issue since it emerged?

[asked of all respondents; n=1,000]



# Segmentation: 1-in-4 (27%) Liberals and nearly half (46%) of Unaligned say they disapprove of the PM's handling of the issue

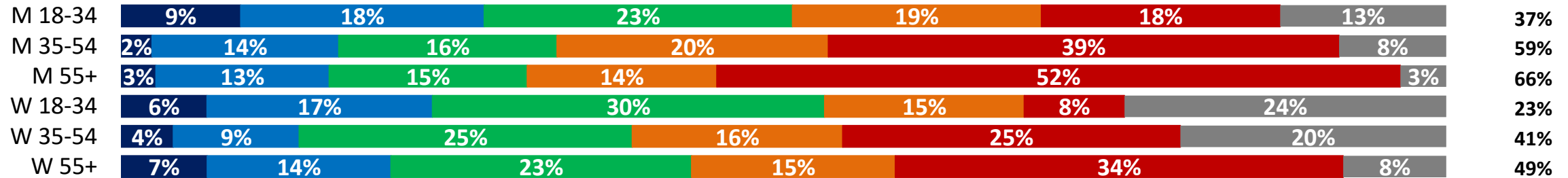


Do you approve or disapprove of the way Justin Trudeau has handled the issue since it emerged?

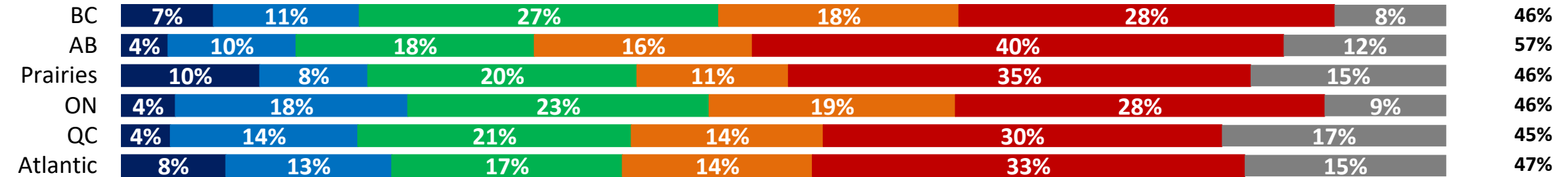
BY Age/Gender, Region, Party ID

[asked of all respondents; n=1,000]

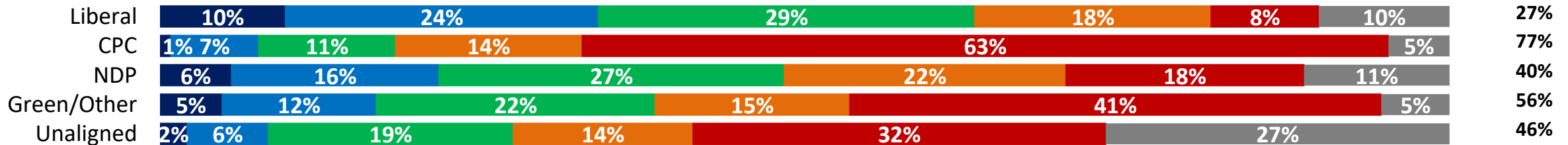
## Age/Gender



## Region



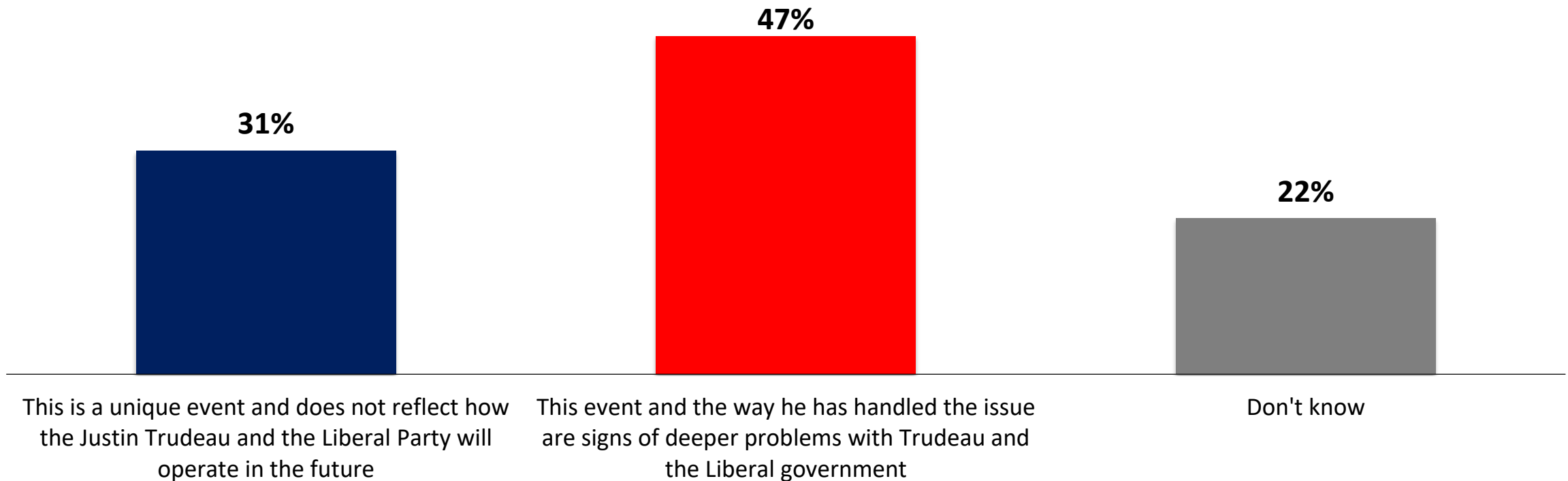
## Party ID



■ Strongly approve ■ Somewhat approve ■ Neither approve nor disapprove ■ Somewhat disapprove ■ Strongly disapprove ■ Don't know

# Point of View | Unique Event: Nearly half (47%) say these are signs of deeper problems with Trudeau and the Liberal government <sup>28</sup>

Q Which of the following comes closest to your point of view?  
[asked of all respondents; n=1,000]



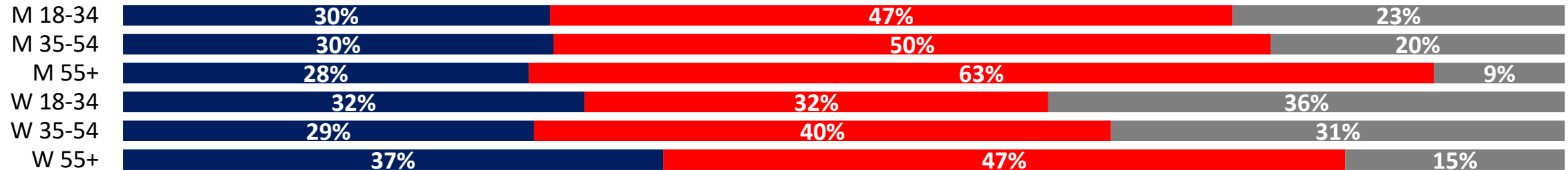
# Segmentation: Nearly a quarter of Liberal partisans say this is a sign of<sup>29</sup> a deeper problem with the Liberal government

Q Which of the following comes closest to your point of view?

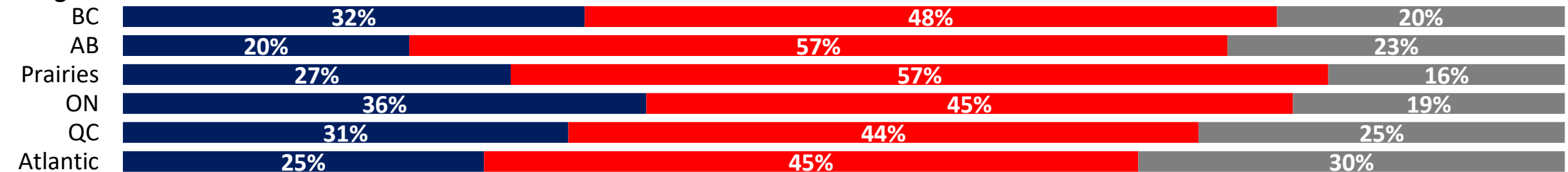
BY Age/Gender, Region, Party ID

[asked of all respondents; n=1,000]

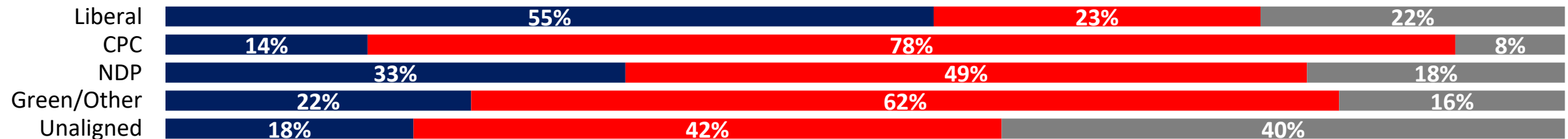
## Age/Gender



## Region



## Party ID



■ This is a unique event and does not reflect how the Justin Trudeau and the Liberal Party will operate in the future

■ This event and the way he has handled the issue are signs of deeper problems with Trudeau and the Liberal government

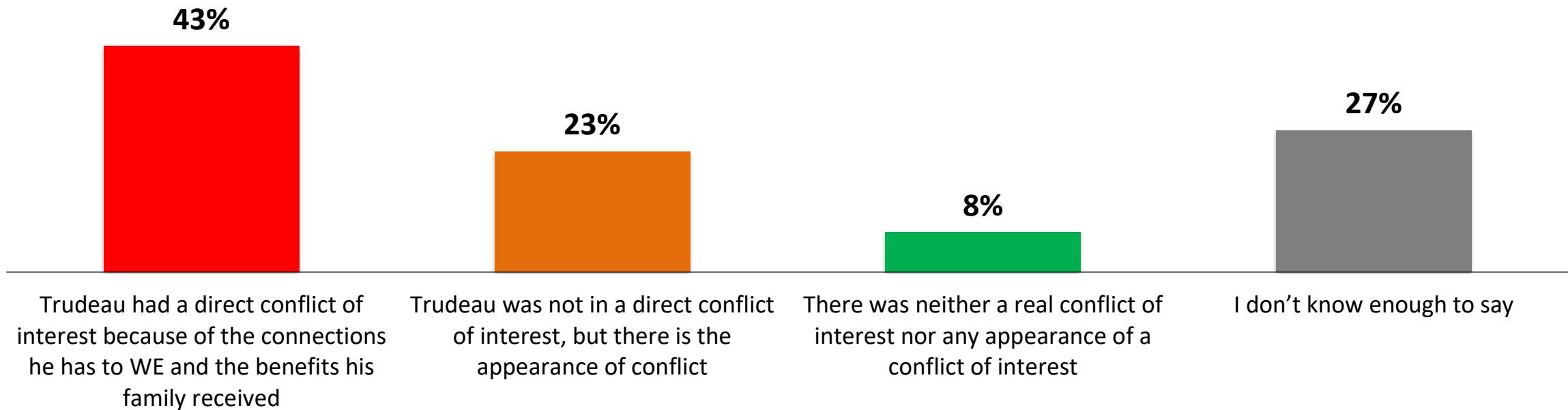
■ Don't know

# Point of View | Trudeau: A plurality (43%) believe Trudeau had a direct conflict of interest because of his connections and family benefits



Which of the following is closest to your point of view about Justin Trudeau and WE Charity?

[asked of all respondents; n=1,000]





# Segmentation: 1-in-4 (24%) Liberals say Trudeau had a direct conflict of interest

31

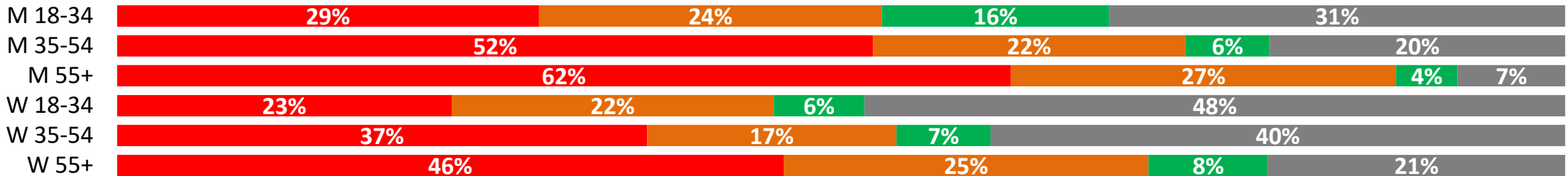
Q

Which of the following is closest to your point of view about Justin Trudeau and WE Charity?

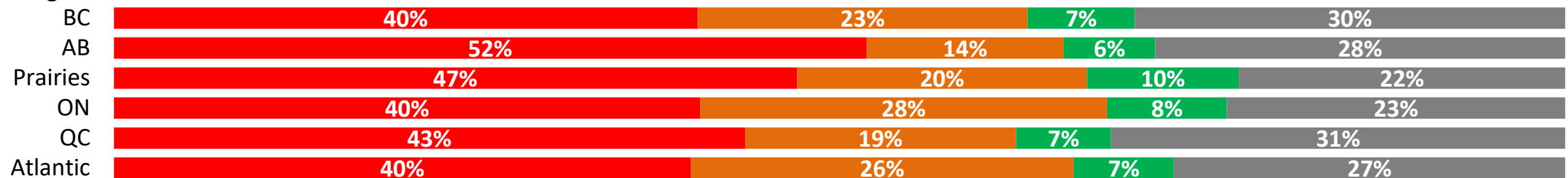
BY Age/Gender, Region, Party ID

[asked of all respondents; n=1,000]

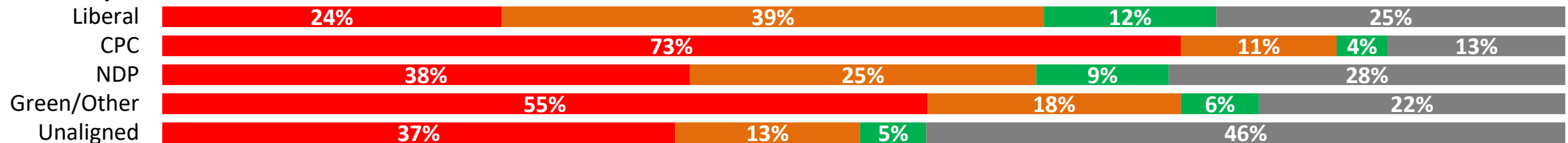
## Age/Gender



## Region



## Party ID



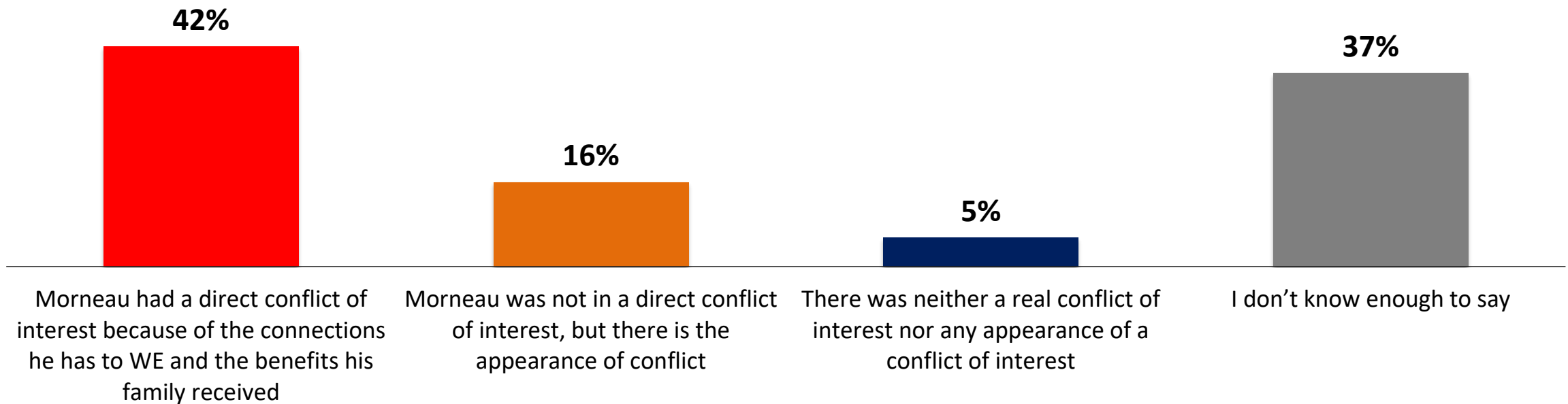
- Trudeau had a direct conflict of interest because of the connections he has to WE and the benefits his family received
- Trudeau was not in a direct conflict of interest, but there is the appearance of conflict
- There was neither a real conflict of interest nor any appearance of a conflict of interest
- I don't know enough to say

# Point of View | Morneau: 2-in-5 (42%) say Morneau had a direct conflict of interest; 37% of respondents did not know enough to say



Which of the following is closest to your point of view about federal Finance Minister Bill Morneau and WE Charity?

[asked of all respondents; n=1,000]



# Segmentation: 3-in-10 (29%) Liberals say Morneau had a direct conflict of interest

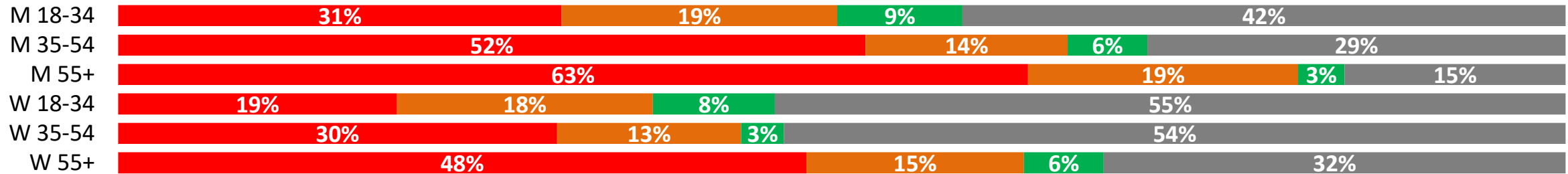


Which of the following is closest to your point of view about federal Finance Minister Bill Morneau and WE Charity?

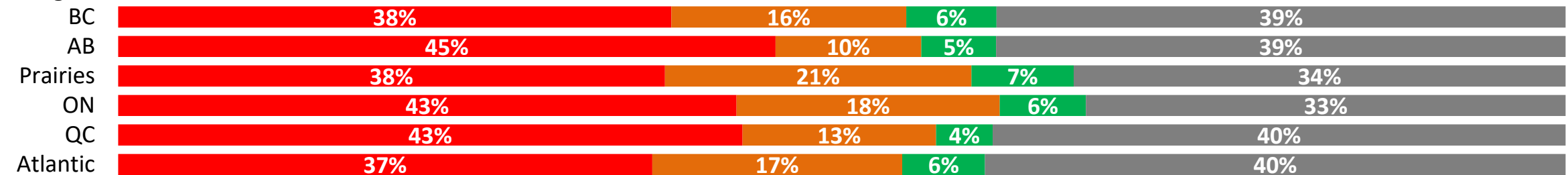
BY Age/Gender, Region, Party ID

[asked of all respondents; n=1,000]

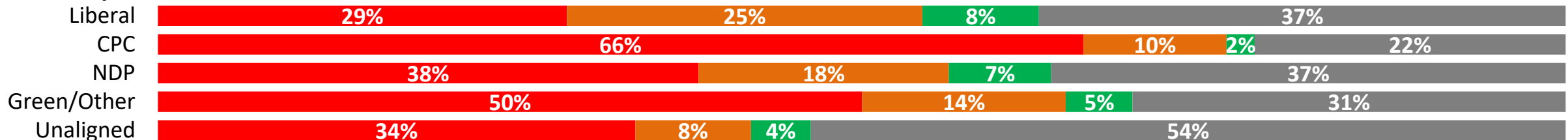
## Age/Gender



## Region



## Party ID



- Morneau had a direct conflict of interest because of the connections he has to WE and the benefits his family received
- Morneau was not in a direct conflict of interest, but there is the appearance of conflict
- There was neither a real conflict of interest nor any appearance of a conflict of interest
- I don't know enough to say

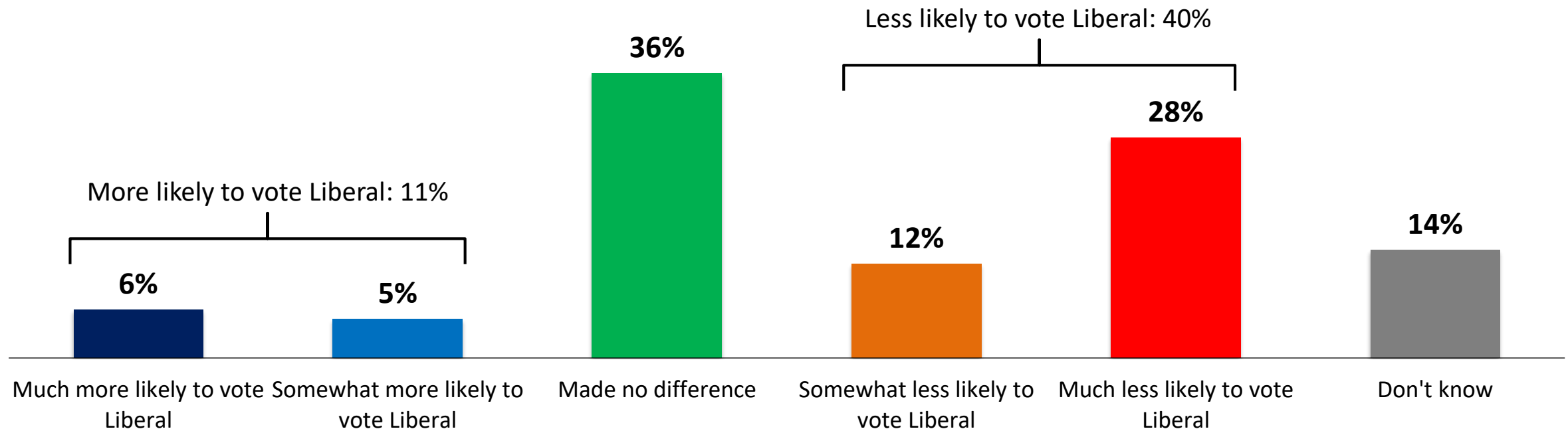
# Vote Liberal: 28% of respondents say they are much less likely to vote Liberal; a plurality (36%) say it makes no difference

34



Did the initial actions and Trudeau's response leave you feeling more or less likely to vote for Justin Trudeau and the Liberal Party?

[asked of all respondents; n=1,000]



# Segmentation: Nearly 1-in-5 Liberal partisans say the WE controversy and Trudeau's response left them less likely to vote Liberal

35



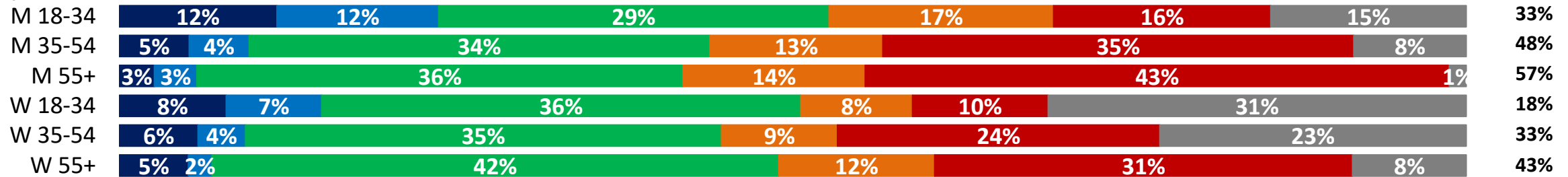
Did the initial actions and Trudeau's response leave you feeling more or less likely to vote for Justin Trudeau and the Liberal Party?

BY Age/Gender, Region, Party ID

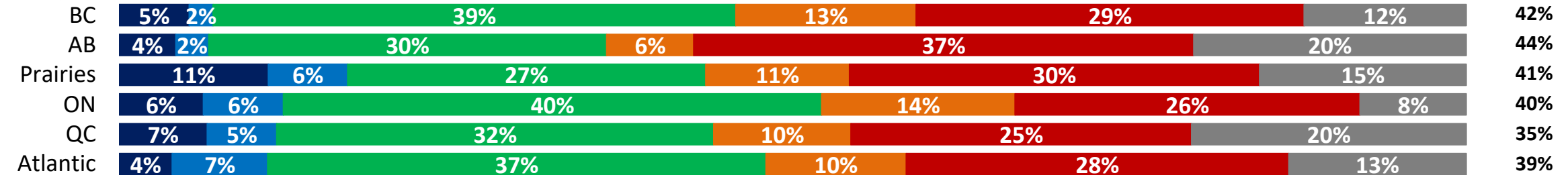
[asked of all respondents; n=1,000]

% Much/Somewhat  
Less Likely to Vote Liberal

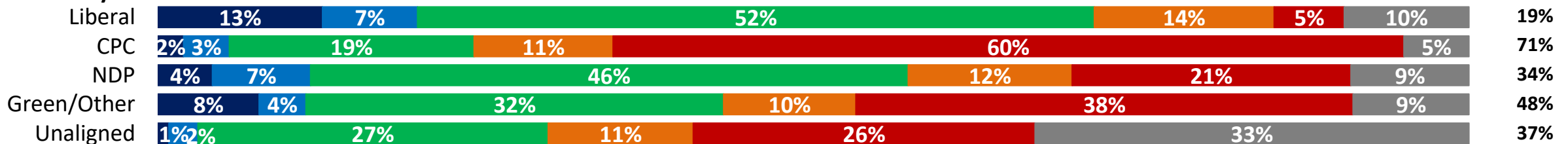
## Age/Gender



## Region



## Party ID



■ Much more likely to vote Liberal
 ■ Somewhat more likely to vote Liberal
 ■ Made no difference
 ■ Somewhat less likely to vote Liberal
 ■ Much less likely to vote Liberal
 ■ Don't know

# Methodology



# Survey Methodology

**These are the results of an online survey conducted between August 6<sup>th</sup> and August 18<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=1,934 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=1,000 based on Census data from Statistics Canada.

**Field Dates:** August 6th 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 (%)
<b>Men 18-34</b>	205	10.6%	135	13.5%
<b>Men 35-54</b>	256	13.2%	166	16.6%
<b>Men 55+</b>	446	23.1%	179	17.9%
<b>Women 18-34</b>	280	14.5%	137	13.7%
<b>Women 35-54</b>	314	16.2%	175	17.6%
<b>Women 55+</b>	433	22.4%	206	20.6%
<b>BC</b>	235	12.2%	131	13.2%
<b>AB</b>	208	10.8%	114	11.4%
<b>Prairies</b>	86	4.5%	66	6.7%
<b>ON</b>	936	48.5%	386	38.7%
<b>QC</b>	300	15.5%	232	23.3%
<b>Atlantic</b>	166	8.6%	69	6.9%



For more information, please contact:

**Greg Lyle**

President

(t) 416-642-6429

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

**Building Understanding.**

