



# Canada This Month Federal Read, Seen, Heard

Public Opinion Research  
Release Date: September 17, 2020  
Field Dates: September 10 to 15, 2020

# Read, Seen, Heard

Recall (44%) has increased marginally (+3%) since last week, but still lags well below the average for 2020 and its high of 77% in March.

The impact of that news is slightly improved but still negative. After recalling something, nearly half (44%) feel less favourably towards the Liberal government and the PM while only 2-in-10 (22%) feel more favourably.

The WE controversy (34%) is still the top item recalled about Trudeau followed by the government's COVID-19 policies (21%) and government spending and debt (21%). News on COVID-19 is strongly positive (+27), while the two issues, particularly the WE controversy, show a strongly negative impact for the PM.

# Read, Seen, Heard Tracking: Recall of the Prime Minister is up marginally to 44%, but still well below average for 2020



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: September Week 2 2020.

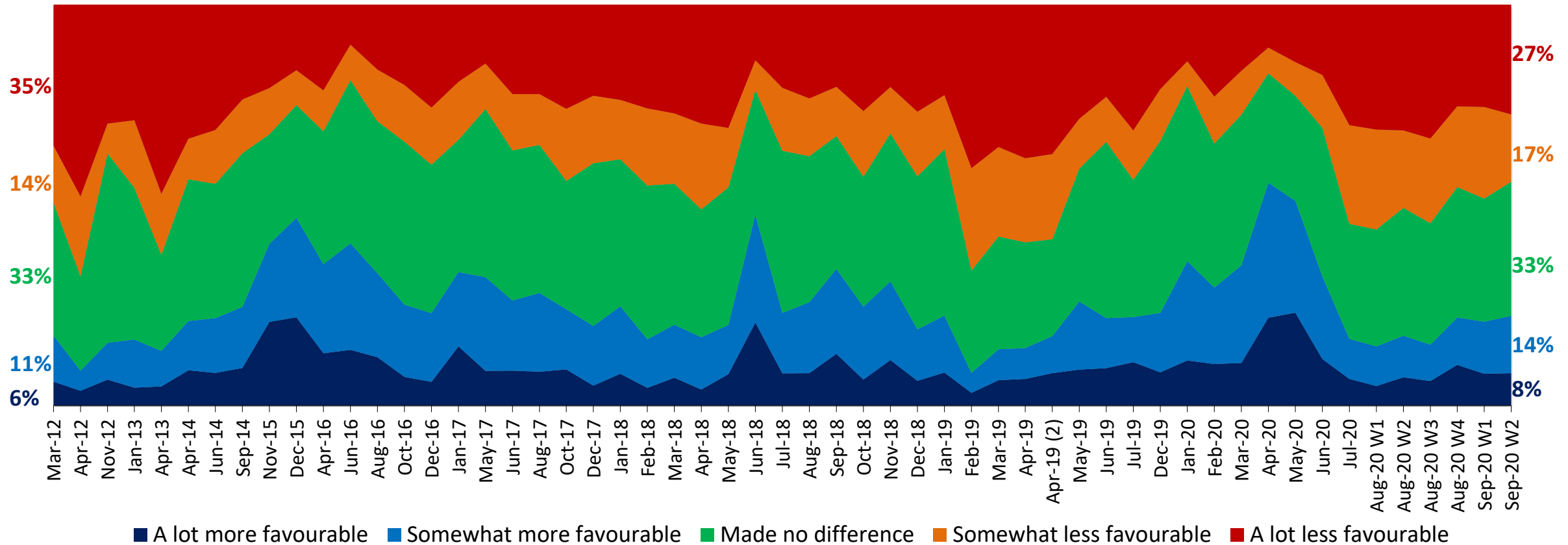


# Federal Read, Seen, Heard, Impact Tracking: Negative impressions are down directionally, but more still had a negative than positive reaction



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=218]



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

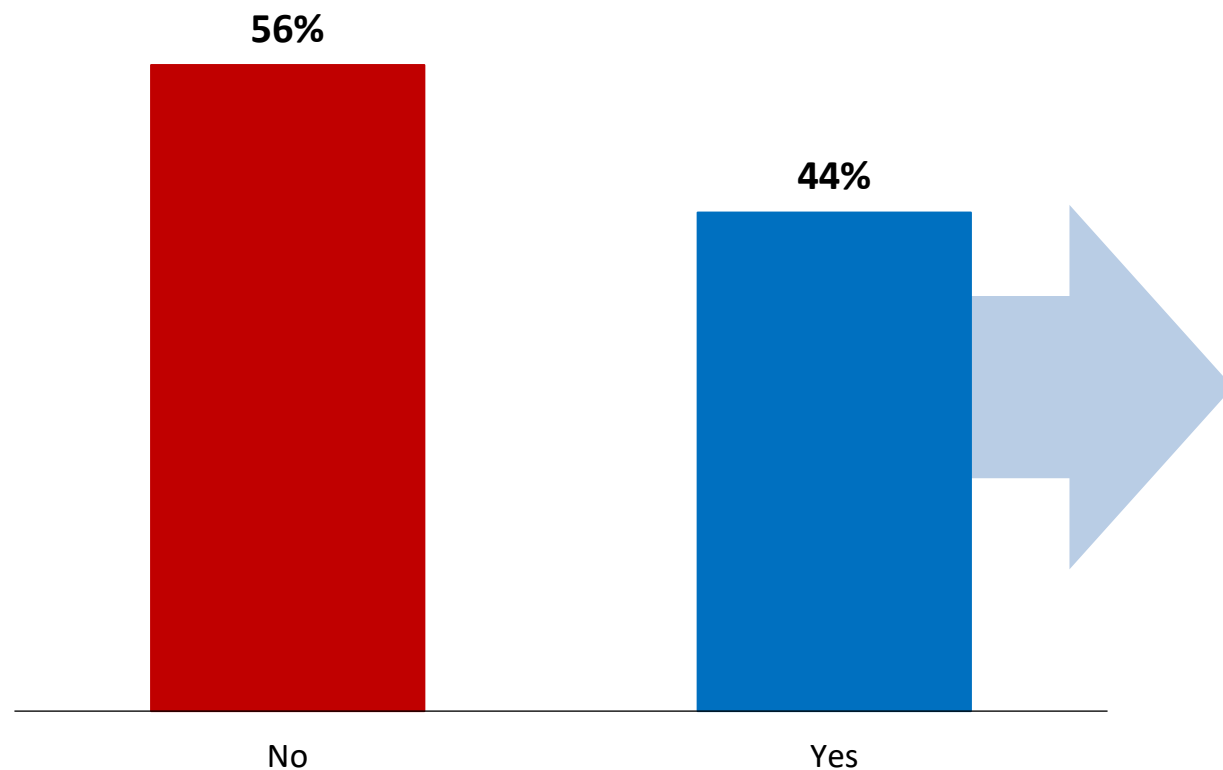
Note: Don't know not shown.

Current data: September Week 2 2020.

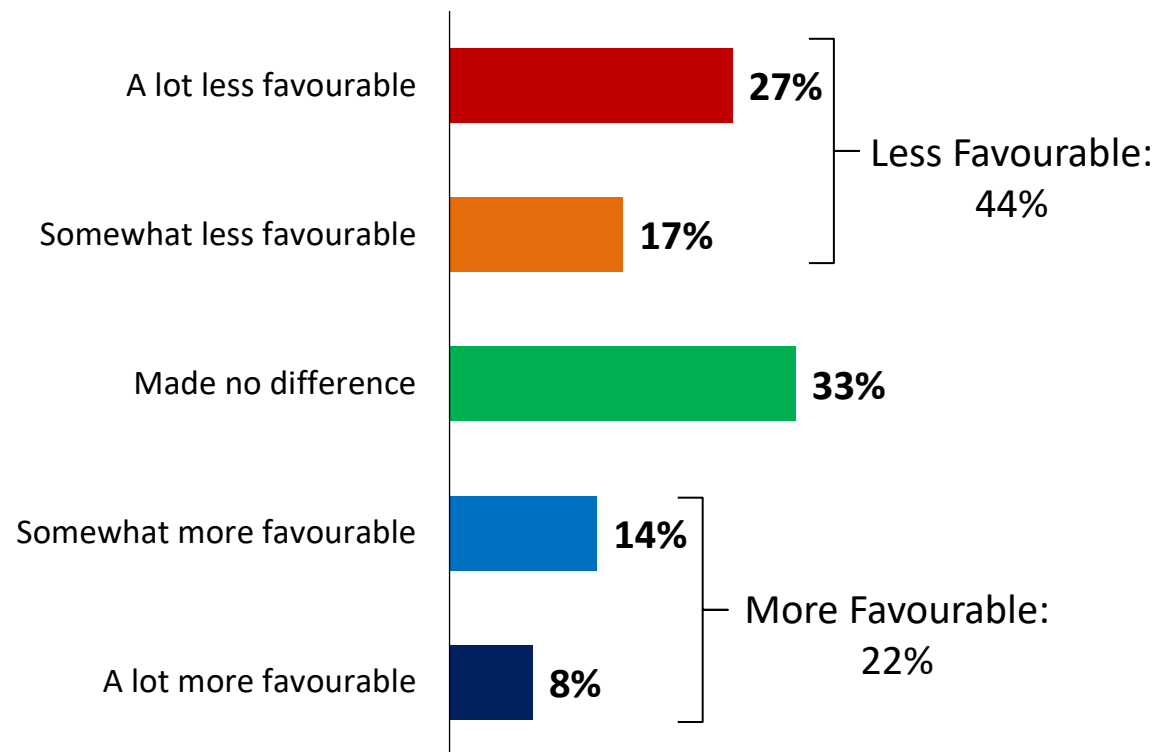
Note: in May '18, this question is asked of all respondents except those in Ontario.

# Federal Read, Seen, Heard: 4-in-10 (44%) have RSH something and among those that do recall something, 44% feel less favourable

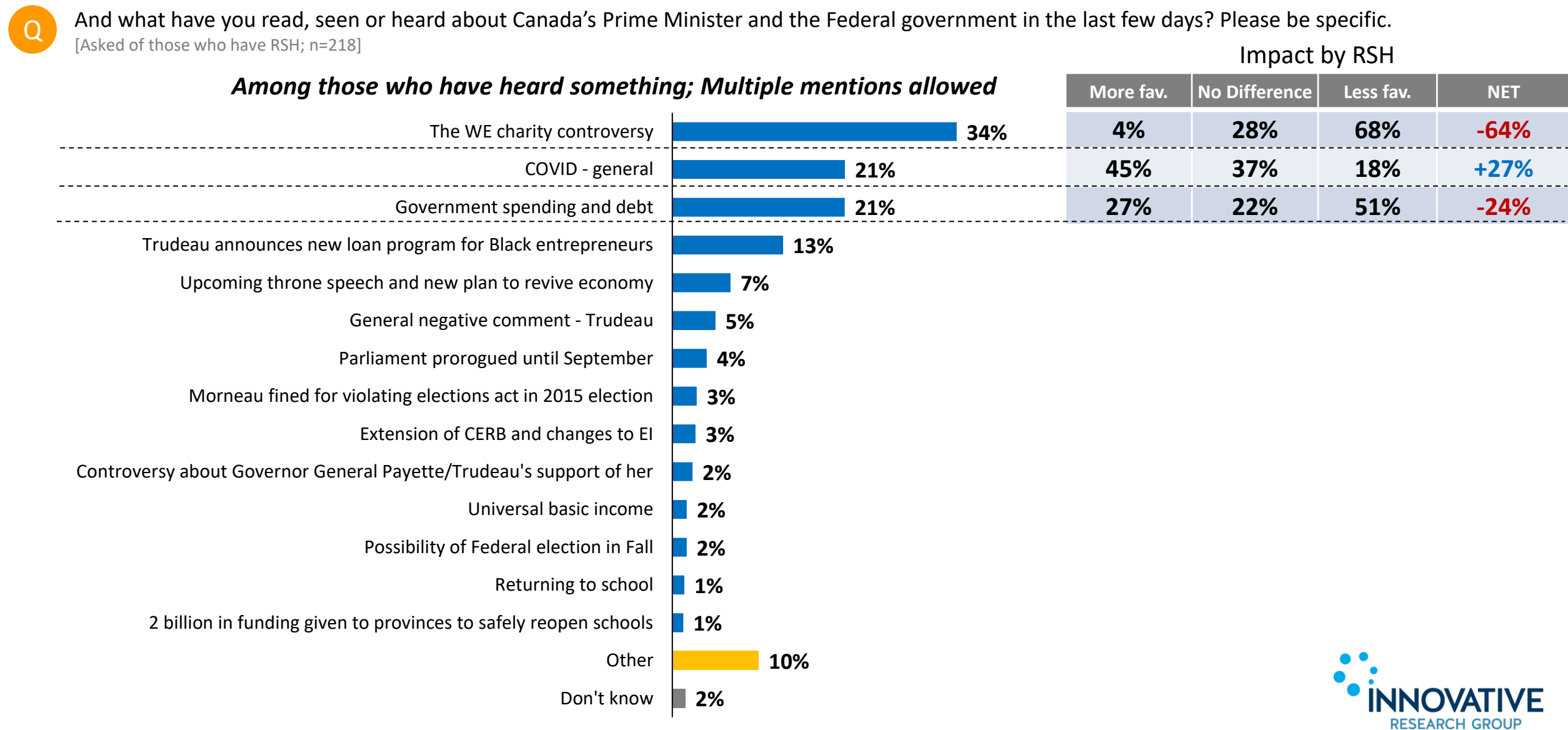
**Q** Have you read, seen or heard anything about Canada's Prime Minister and the Federal government in the last few days?  
[Asked of all respondents; n=500]



**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=218]



# A third (34%) recall the WE Charity controversy with strongly negative reaction; COVID-19 and Government Spending round out the top 3



# Methodology



# Survey Methodology

**These are the results of an online survey conducted between September 10<sup>th</sup> and September 15<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=1,115 Canadian citizens, 18 years or older. The results are nationally weighted to n=500 based on Census data from Statistics Canada.

**Field Dates:** September 10<sup>th</sup> and September 15<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>	93	8.3%	70	14.0%
<b>Men 35-54</b>	124	11.1%	83	16.7%
<b>Men 55+</b>	237	21.3%	90	18.1%
<b>Women 18-34</b>	233	20.9%	68	13.6%
<b>Women 35-54</b>	194	17.4%	86	17.3%
<b>Women 55+</b>	234	21.0%	102	20.4%
<b>BC</b>	114	10.2%	68	13.7%
<b>AB</b>	107	9.6%	56	11.2%
<b>Prairies</b>	43	3.9%	33	6.5%
<b>ON</b>	630	56.5%	192	38.4%
<b>QC</b>	147	13.2%	117	23.4%
<b>Atlantic</b>	74	6.6%	34	6.8%



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