



Canada This Month Federal Read, Seen, Heard

Public Opinion Research
Release Date: October 01, 2020
Field Dates: September 24 to 29, 2020

Throne Speech

Only half of Canadians say they recall reading, seeing, or hearing about the recent federal throne speech.

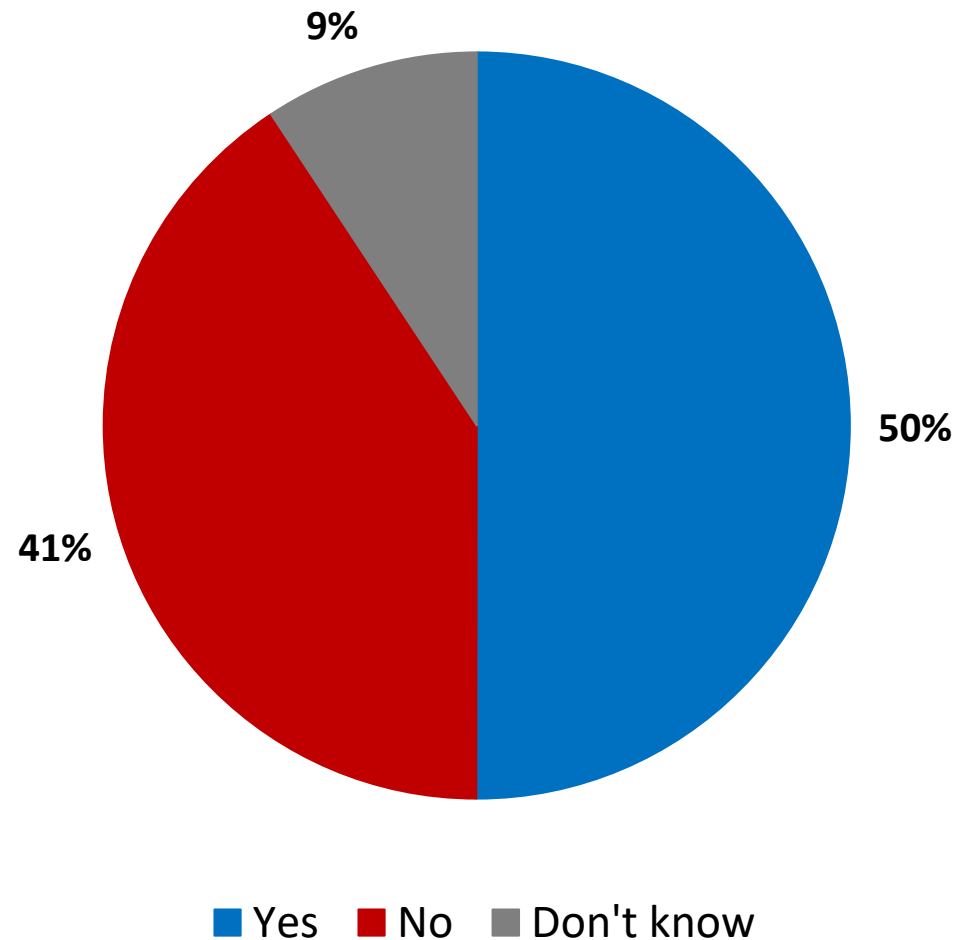
While more respondents had an overall positive reaction to the throne speech (48%) than a negative one (36%), much of that positive reaction is soft. On specific questions of personal finances and impact on Liberal support, the plurality of respondents were neutral and more respondents said the throne speech had a negative impact than a positive one.

Attention: Half (50%) say they have read, seen, or heard about the recent federal throne speech



Have you read, seen or heard anything about the recent federal throne speech that was presented in the House of Commons on September 23rd, 2020?
A throne speech is the governments statement of objectives for the next parliament.

[Asked of all respondents; n=500]



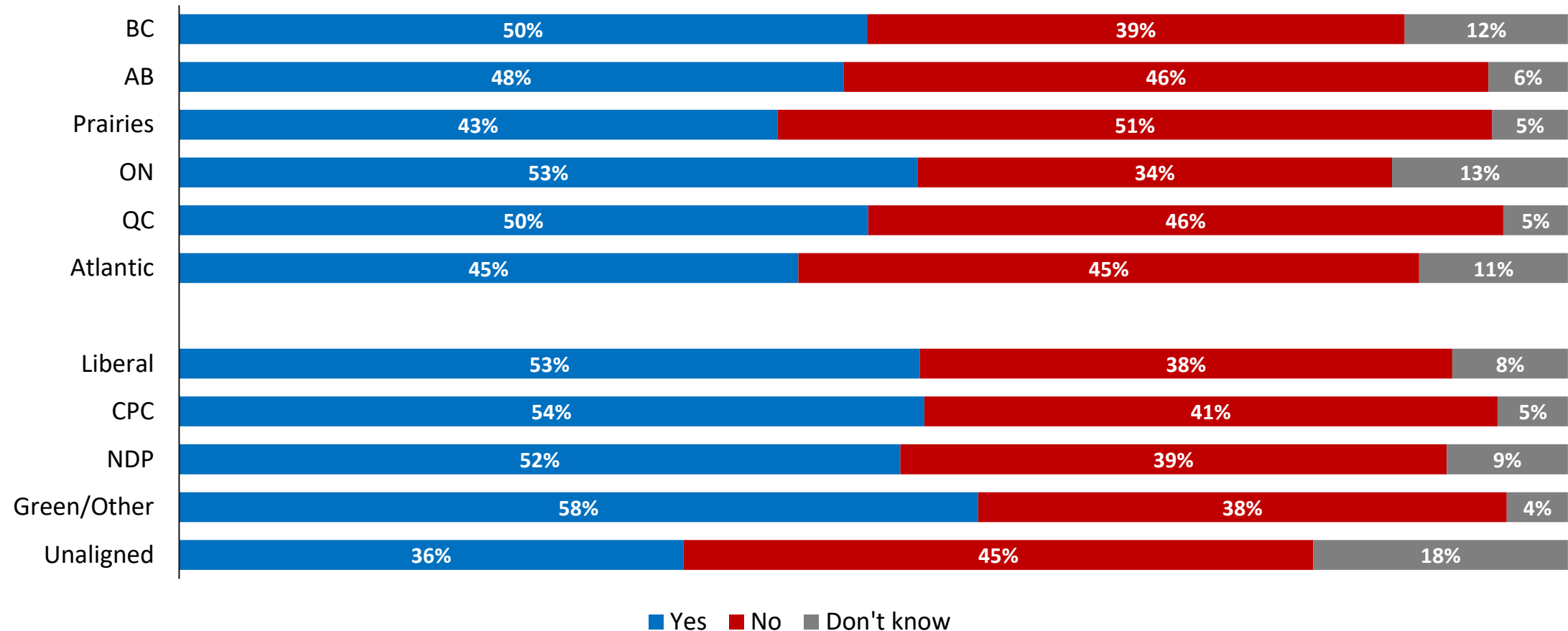
Attention: Attention is highest in Ontario, where 53% say they have read, seen, or heard about the throne speech



Have you read, seen or heard anything about the recent federal throne speech that was presented in the House of Commons on September 23rd, 2020?

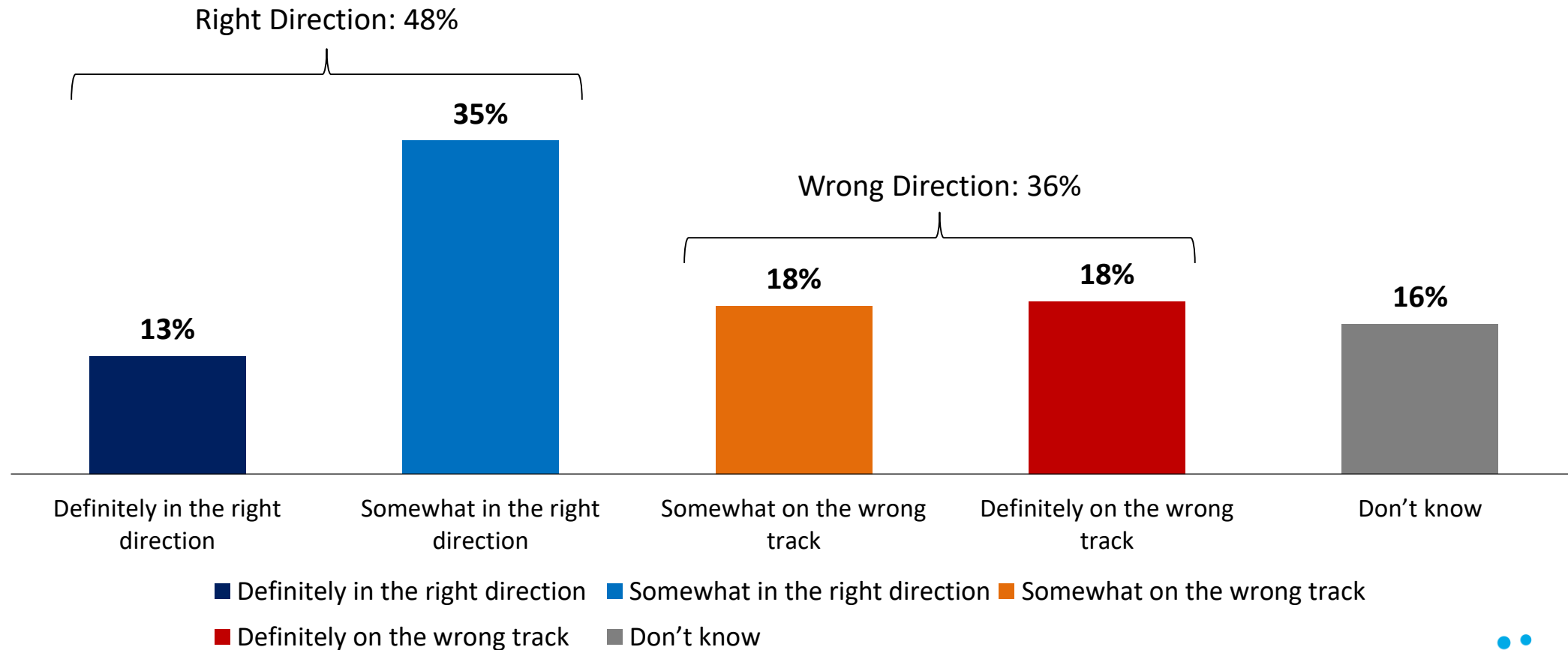
A throne speech is the governments statement of objectives for the next parliament. **BY Region and Party ID**

[Asked of all respondents; n=500]



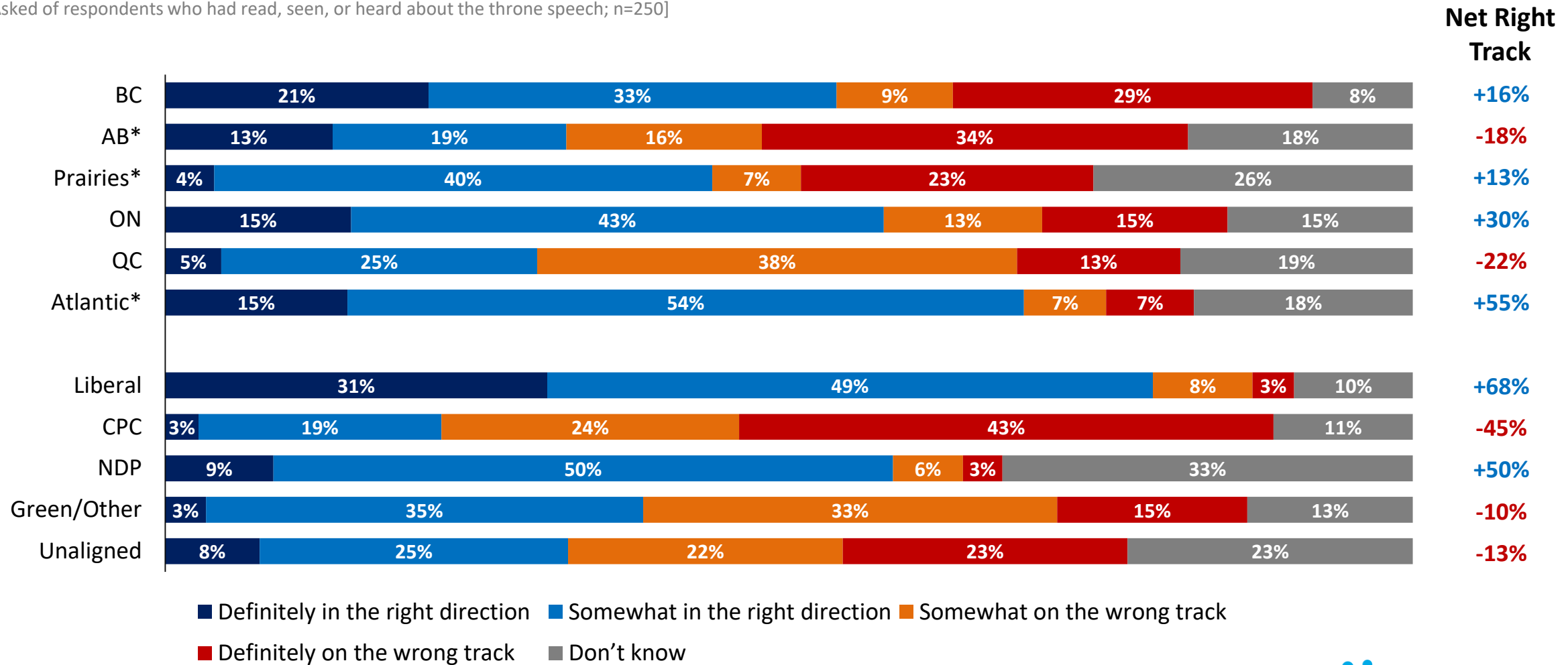
Direction: A plurality say the throne speech is headed in the right direction (48%), while 36% say it is on the wrong track

Q In general, do you think the direction of throne speech is headed in the right direction or the wrong track?
[Asked of respondents who had read, seen, or heard about the throne speech; n=250]



Direction: Both Liberal and NDP partisans say the throne speech is on the right track, while Conservative partisans say its on the wrong track

Q In general, do you think the direction of throne speech is headed in the right direction or the wrong track? **BY Region and Party ID**
[Asked of respondents who had read, seen, or heard about the throne speech; n=250]



Current data: September Week 4 2020.

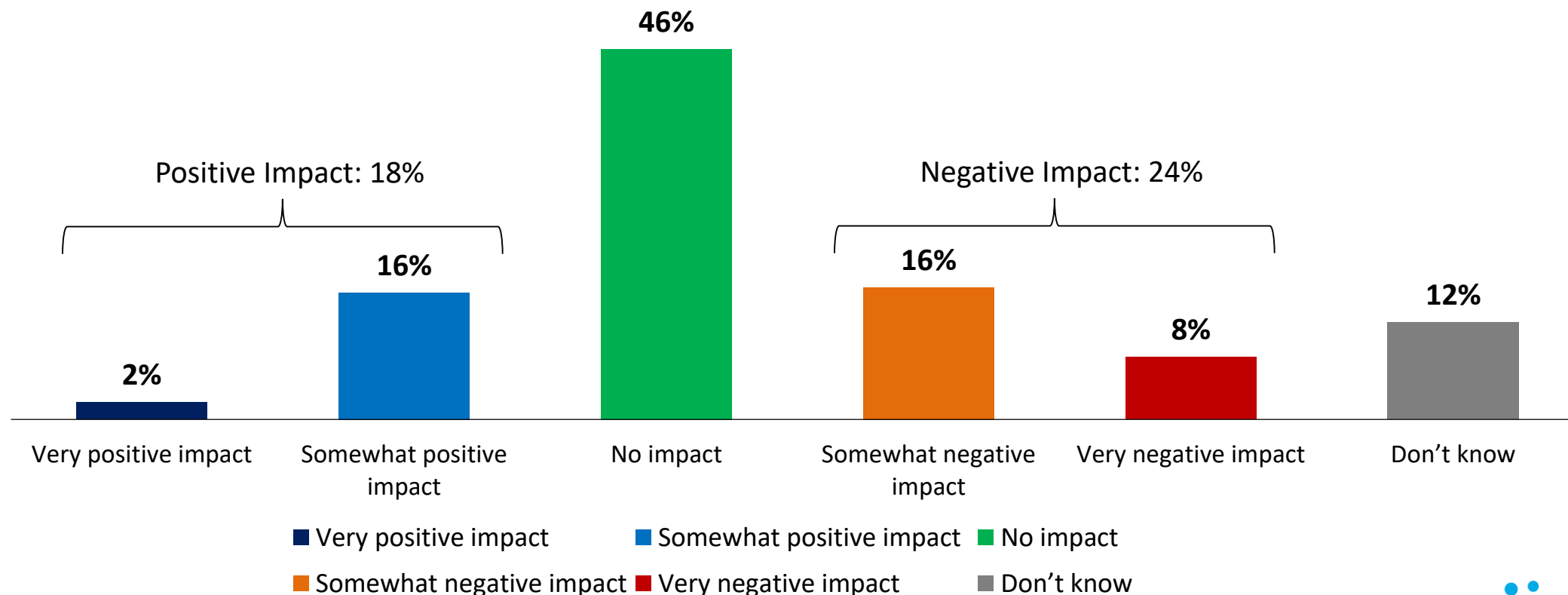
*Small sample size (n<30).

Impact on Finances: Nearly half (46%) of respondents who heard about⁷ the throne speech say it will have no impact on their finances



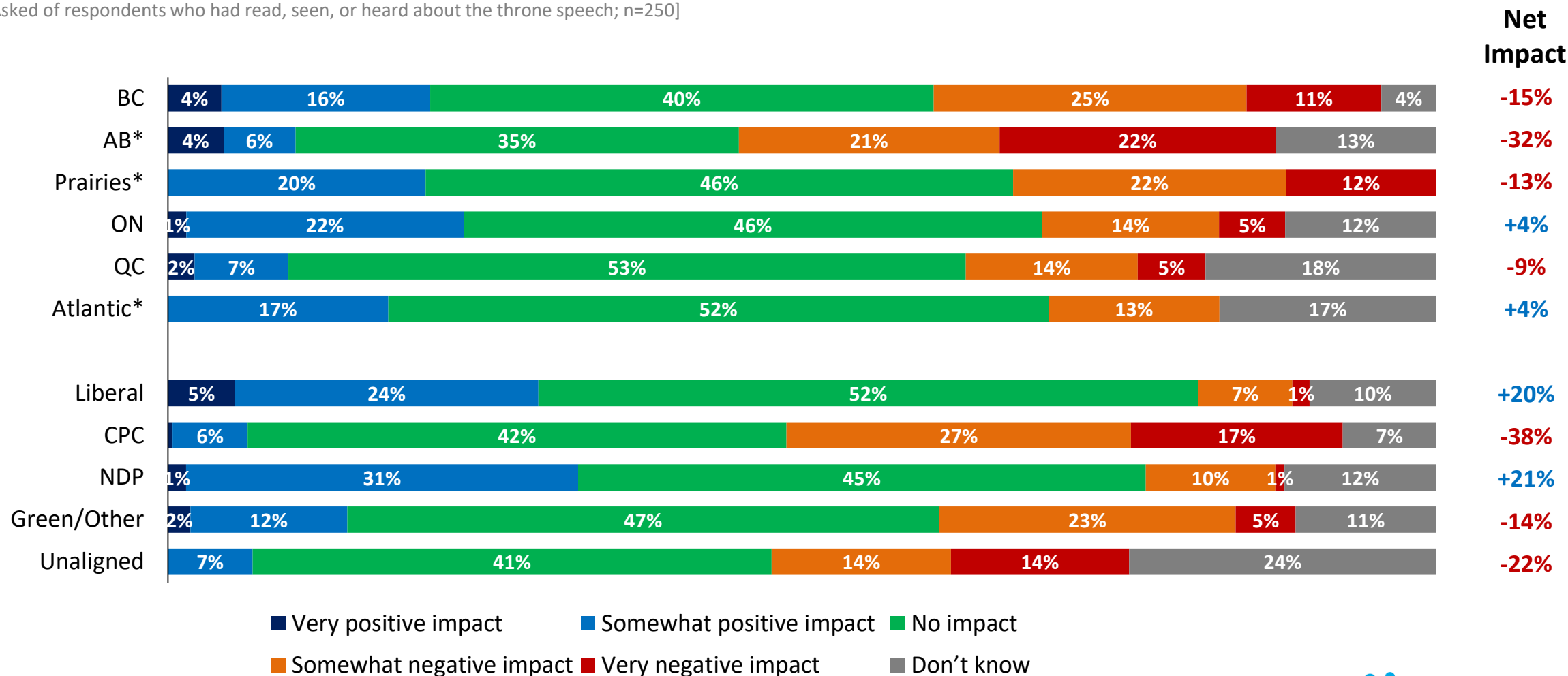
How do you think the new throne speech will impact your own personal situation?

[Asked of respondents who had read, seen, or heard about the throne speech; n=250]



Impact on Finances: Respondents in Western Canada say the throne speech will have a negative impact on their finances

Q How do you think the new throne speech will impact your own personal situation? **BY Region and Party ID**
[Asked of respondents who had read, seen, or heard about the throne speech; n=250]

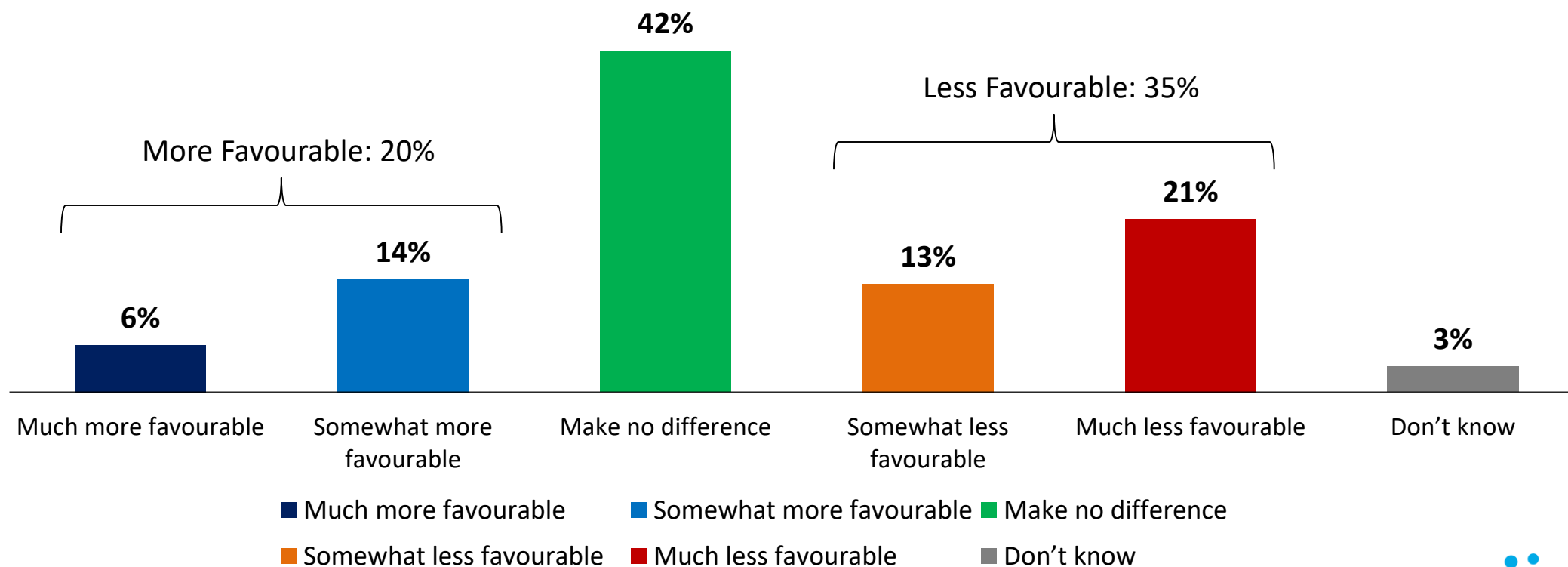


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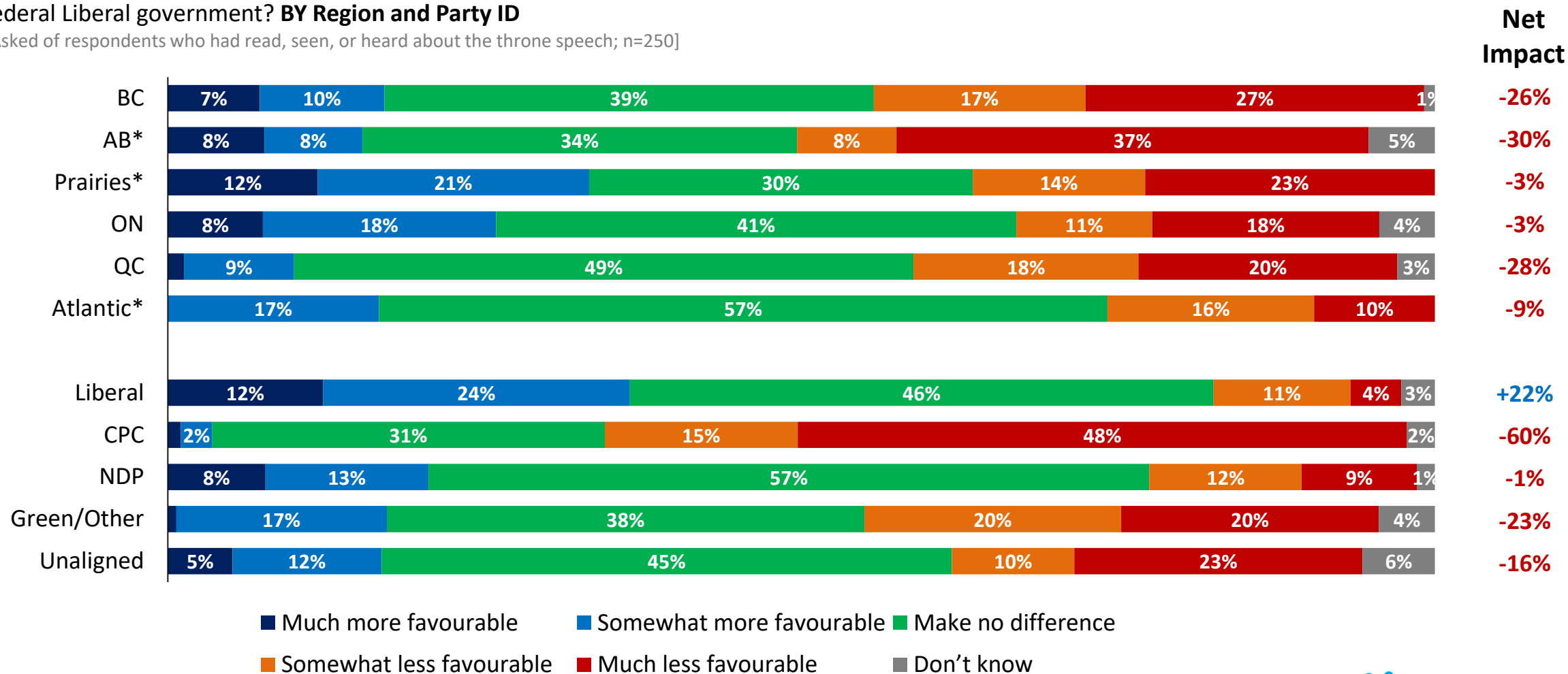
Impact on Liberals: The plurality (42%) say the throne speech had no impact, while 35% said it left them less favourable toward the Liberals

Q Did the throne speech leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable, a lot less favourable towards the federal Liberal government?
[Asked of respondents who had read, seen, or heard about the throne speech; n=250]



Impact on Liberals: Only Liberal Partisans on net say they were left more¹⁰ favourable towards the Liberal government

Q Did the throne speech leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable, a lot less favourable towards the federal Liberal government? **BY Region and Party ID**
[Asked of respondents who had read, seen, or heard about the throne speech; n=250]



Current data: September Week 4 2020.

*Small sample size (n<30).

Read, Seen, Heard

Attention has rebounded after declining through most of September – now 57% recall reading, seeing, or hearing something about the Prime Minister and Liberal government, up from only 43% last week.

The impact of that news remains negative on net, with 35% saying what they recalled left them feeling less favourable towards the government while only 30% say it left them more favourable.

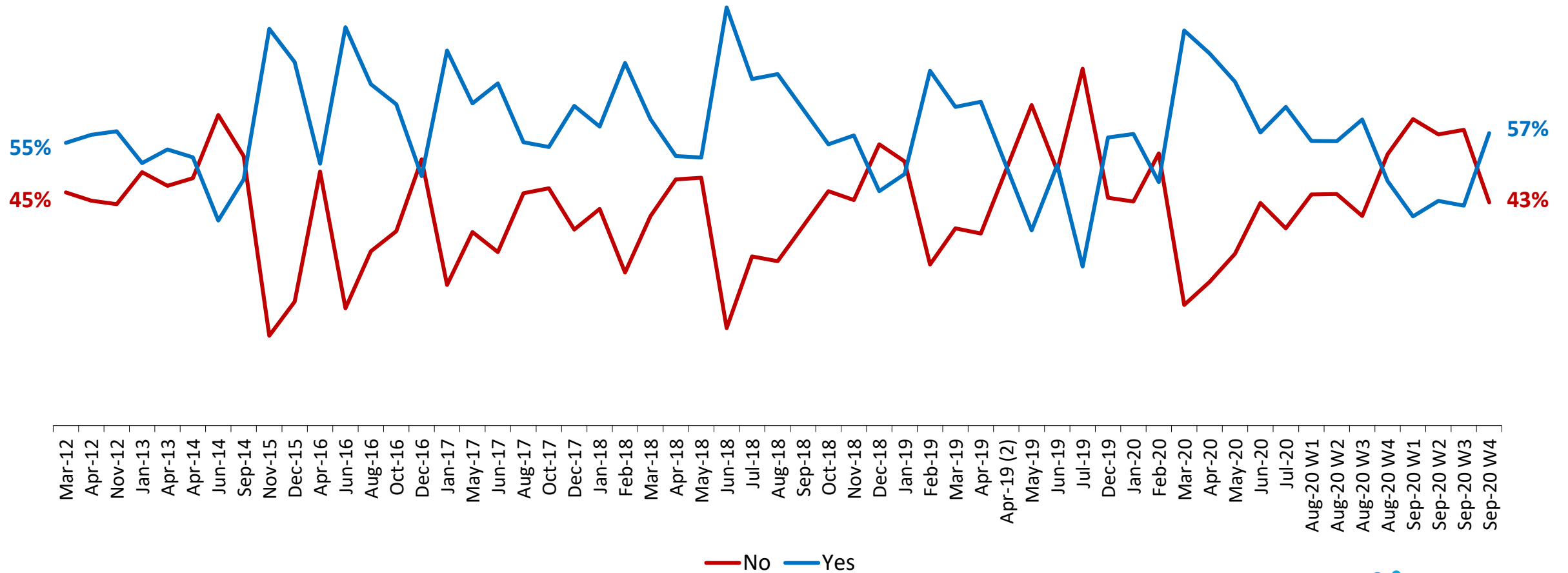
The Liberal's throne speech and the accompanying plan to restart the economy is the top item mentioned, with 49% saying they recalled hearing about it and a net impact that is slightly negative (-10%). The governments actions on COVID-19 are the other top item at 37%, with an overall positive impact of +26%.

Read, Seen, Heard Tracking: Recall of the Prime Minister is up 14 points week to week after the Throne Speech



Have you read, seen or heard anything about Canada's Prime Minister and the Federal government in the last few days?

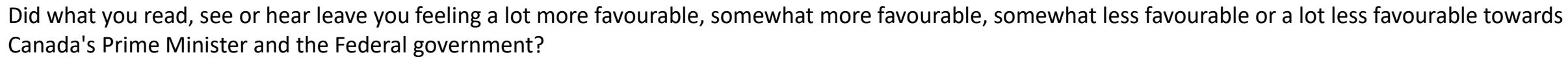
[asked of all respondents; n=500]



Note: Don't know not shown.

Current data: September Week 4 2020.

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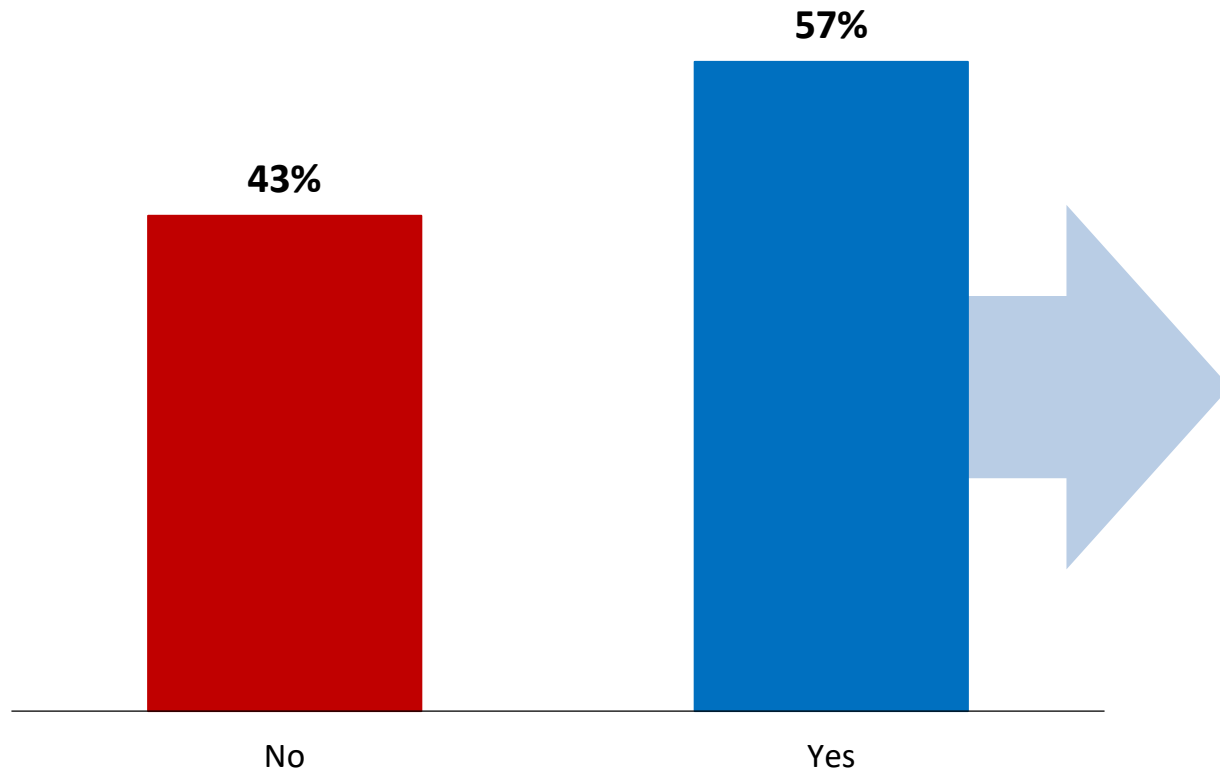
The chart displays the percentage of respondents who believe the UK will be 'A lot more favourable', 'Somewhat more favourable', 'Made no difference', 'Somewhat less favourable', or 'A lot less favourable' to the world economy by April 2020. The chart shows a general trend of increasing 'A lot less favourable' and 'Somewhat less favourable' responses over time, with a significant peak in 'A lot less favourable' responses in April 2020.

Date	A lot more favourable	Somewhat more favourable	Made no difference	Somewhat less favourable	A lot less favourable
Mar-12	10%	10%	20%	10%	50%
Apr-12	10%	10%	20%	10%	50%
Nov-12	10%	10%	20%	10%	50%
Jan-13	10%	10%	20%	10%	50%
Apr-13	10%	10%	20%	10%	50%
Apr-14	10%	10%	20%	10%	50%
Jun-14	10%	10%	20%	10%	50%
Sep-14	10%	10%	20%	10%	50%
Nov-15	10%	10%	20%	10%	50%
Dec-15	10%	10%	20%	10%	50%
Apr-16	10%	10%	20%	10%	50%
Jun-16	10%	10%	20%	10%	50%
Aug-16	10%	10%	20%	10%	50%
Oct-16	10%	10%	20%	10%	50%
Dec-16	10%	10%	20%	10%	50%
Jan-17	10%	10%	20%	10%	50%
May-17	10%	10%	20%	10%	50%
Jun-17	10%	10%	20%	10%	50%
Aug-17	10%	10%	20%	10%	50%
Oct-17	10%	10%	20%	10%	50%
Dec-17	10%	10%	20%	10%	50%
Jan-18	10%	10%	20%	10%	50%
Feb-18	10%	10%	20%	10%	50%
Mar-18	10%	10%	20%	10%	50%
Apr-18	10%	10%	20%	10%	50%
May-18	10%	10%	20%	10%	50%
Jun-18	10%	10%	20%	10%	50%
Jul-18	10%	10%	20%	10%	50%
Aug-18	10%	10%	20%	10%	50%
Sep-18	10%	10%	20%	10%	50%
Oct-18	10%	10%	20%	10%	50%
Nov-18	10%	10%	20%	10%	50%
Dec-18	10%	10%	20%	10%	50%
Jan-19	10%	10%	20%	10%	50%
Feb-19	10%	10%	20%	10%	50%
Mar-19	10%	10%	20%	10%	50%
Apr-19	10%	10%	20%	10%	50%
Apr-19 (2)	10%	10%	20%	10%	50%
May-19	10%	10%	20%	10%	50%
Jun-19	10%	10%	20%	10%	50%
Jul-19	10%	10%	20%	10%	50%
Dec-19	10%	10%	20%	10%	50%
Jan-20	10%	10%	20%	10%	50%
Feb-20	10%	10%	20%	10%	50%
Mar-20	10%	10%	20%	10%	50%
Apr-20	10%	10%	20%	10%	50%
May-20	10%	10%	20%	10%	50%
Jun-20	10%	10%	20%	10%	50%
Jul-20	10%	10%	20%	10%	50%
Aug-20 W1	10%	10%	20%	10%	50%
Aug-20 W2	10%	10%	20%	10%	50%
Aug-20 W3	10%	10%	20%	10%	50%
Aug-20 W4	10%	10%	20%	10%	50%
Sep-20 W1	10%	10%	20%	10%	50%
Sep-20 W2	10%	10%	20%	10%	50%
Sep-20 W3	10%	10%	20%	10%	50%
Sep-20 W4	10%	10%	20%	10%	50%

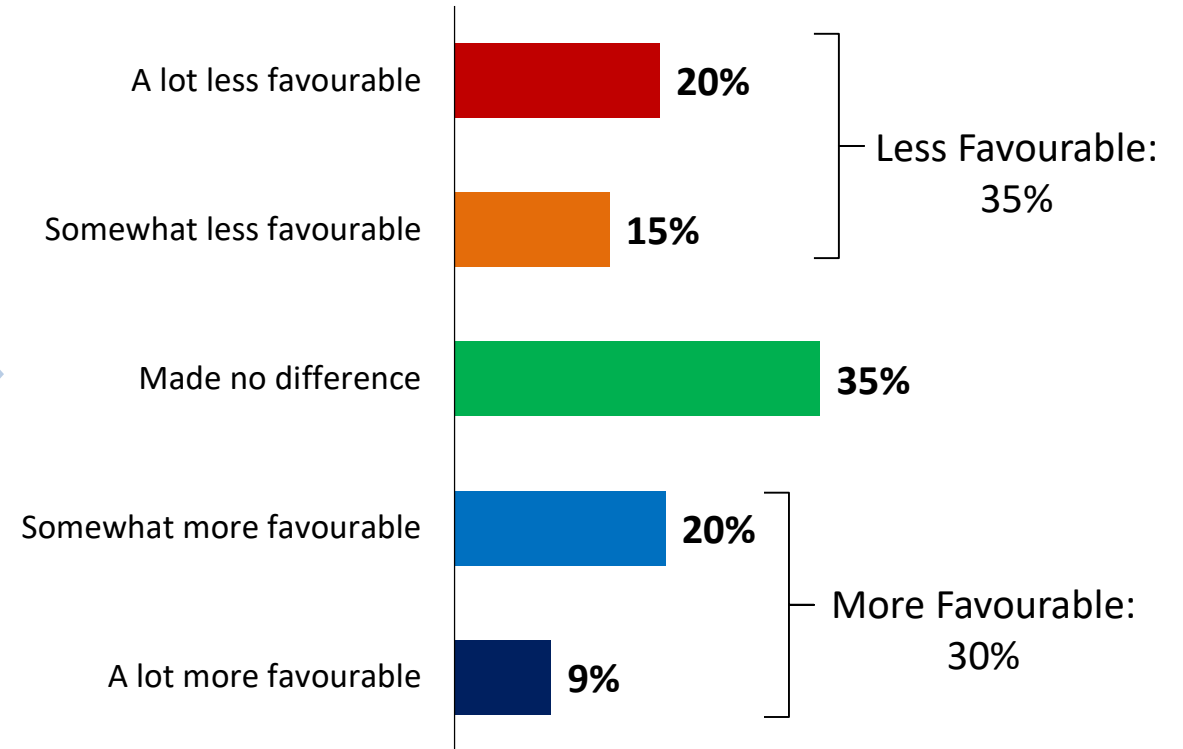
Note: in May '18, this question is asked of all respondents except those in Ontario.

Federal Read, Seen, Heard: Nearly 6-in-10 (57%) have read, seen, or heard something, and their reaction is split

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=284]



The throne speech and plan to revive the economy is the top mention, but has a net negative reaction from those who heard of it

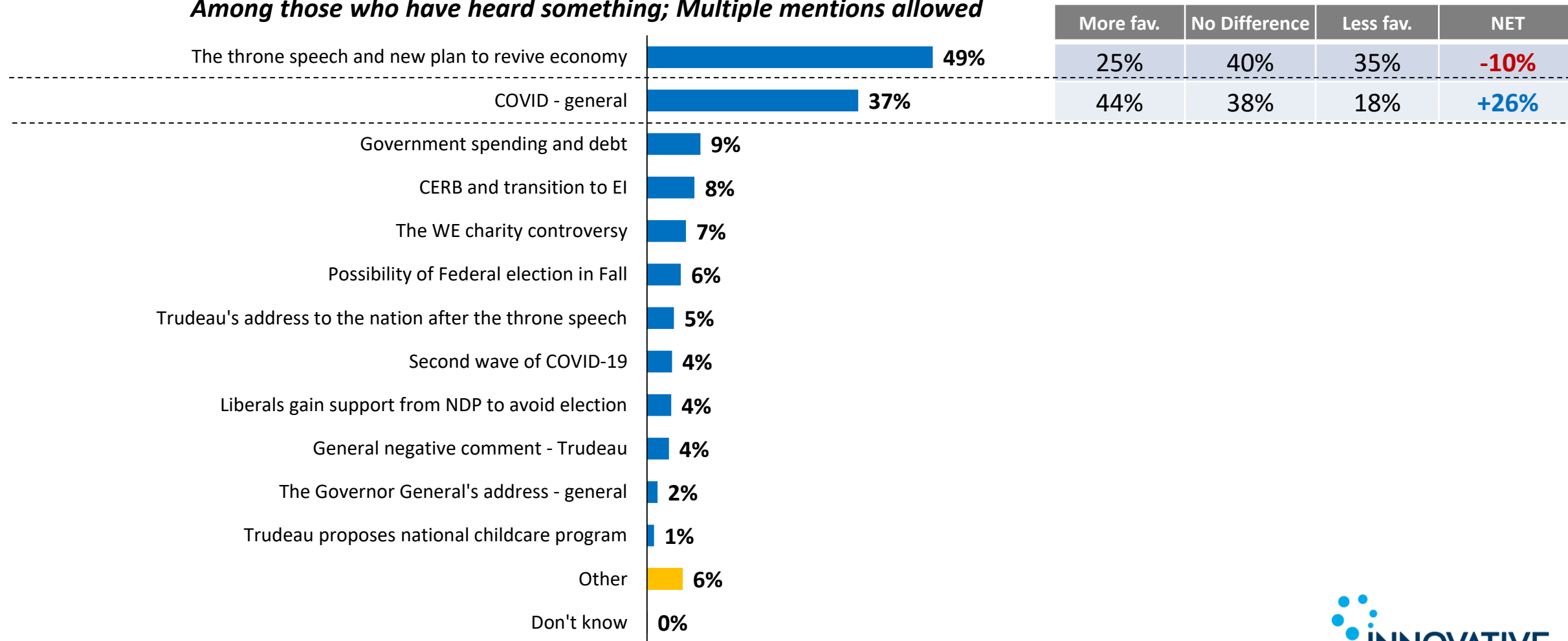


And what have you read, seen or heard about Canada's Prime Minister and the Federal government in the last few days? Please be specific.

[Asked of those who have RSH; n=284]

Among those who have heard something; Multiple mentions allowed

Impact by RSH

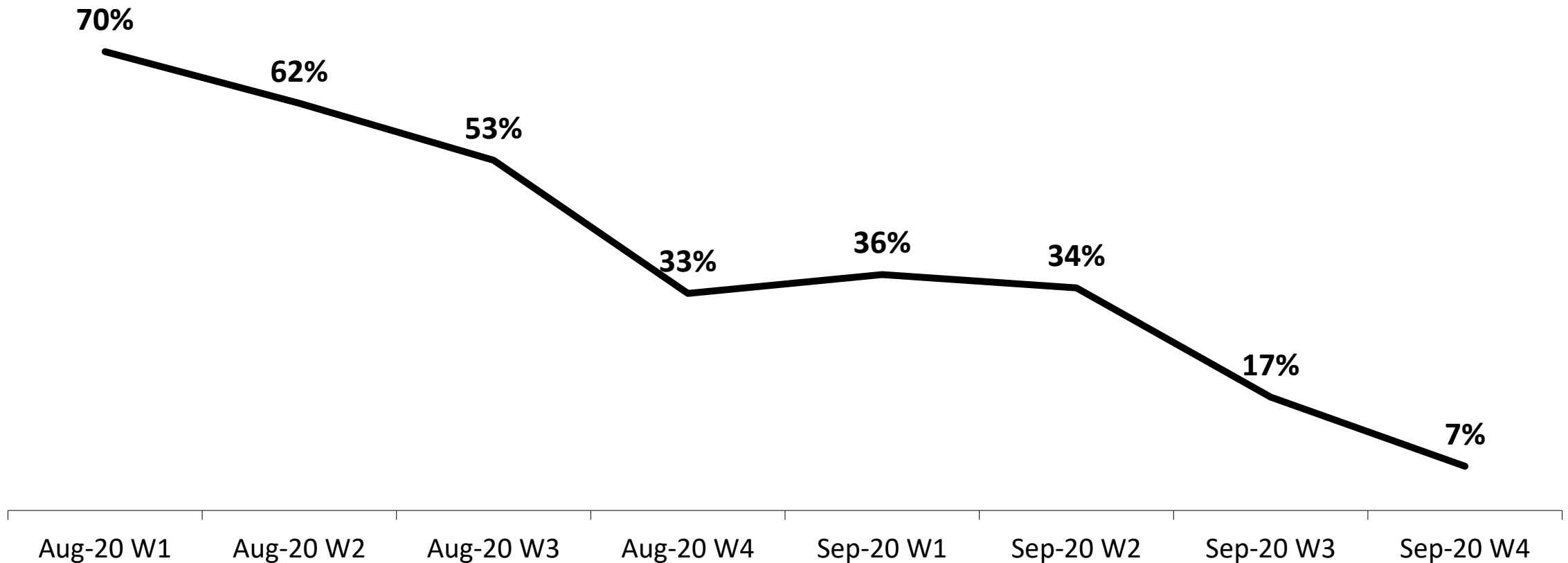


WE Mentions, Weekly Recall: We Charity issue has declined again with only 7% mentioning it



And what have you read, seen or heard about Canada's Prime Minister and the Federal government in the last few days? % who mentioned the **WE Charity Controversy**.

[Asked of those who have read, seen, or heard]



Methodology



Survey Methodology

These are the results of an online survey conducted between September 24th and September 29th, 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=1,068 Canadian citizens, 18 years or older. The results are nationally weighted to n=500 based on Census data from Statistics Canada.

Field Dates: September 24th and September 29th, 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	78	7.3%	66	13.2%
Men 35-54	144	13.5%	84	16.8%
Men 55+	241	22.6%	91	18.2%
Women 18-34	130	12.2%	69	13.7%
Women 35-54	212	19.9%	87	17.4%
Women 55+	263	24.6%	103	20.6%
BC	111	10.4%	69	13.7%
AB	88	8.2%	53	10.7%
Prairies	38	3.6%	33	6.6%
ON	632	59.2%	193	38.6%
QC	126	11.8%	118	23.6%
Atlantic	73	6.8%	34	6.9%

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Building Understanding.

