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RESEARCH GROUP

Canada This Month
Federal Politics

Public Opinion Research
Release Date: April 16, 2021
Field Dates: April 1, 2021 to April 13, 2021

Federal Politics in the time of COVID-19

The COVID-19 outbreak has set off a series of changes in the Canadian political landscape. Federally, approval of the government's handling of the pandemic has been slowly but steadily falling over the last several months. But, general satisfaction with the government has remained fairly steady since the summer of 2020. The Liberals have continued to maintain their lead in vote over the Conservatives.

Today, INNOVATIVE is releasing results from our April 2021 Canada This Month survey. This online survey was in field from April 1st to April 13th with a weighted sample size of 1,500. Detailed methodology is provided in the appendix.

This report covers key results on how Canadians are rating the Federal government's handling of COVID-19 and the impacts that is having for government satisfaction and vote choice.
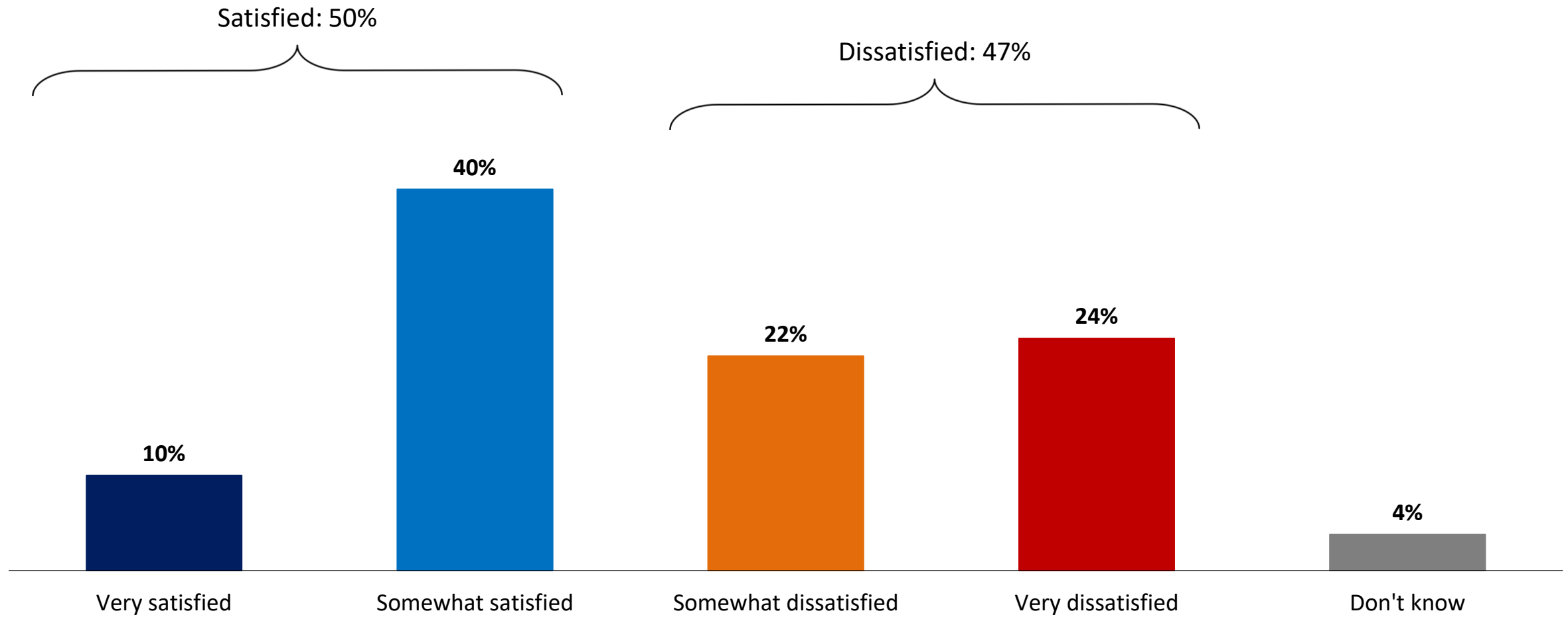
Government Approval

While general government approval remains quite high at 50%, approval of the federal government's job handling COVID-19 has been trending downwards over the last several months.

Federal Satisfaction: Satisfaction with the federal government's performance is split with 50% satisfied and 47% dissatisfied

Q 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=1,500]

Satisfied: 50%

Dissatisfied: 47%

Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied	Don't know
10%	40%	22%	24%	4%

Current data: April 2021

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Federal Satisfaction Tracking: Satisfaction with the federal government slips 2 points to a new low since COVID began
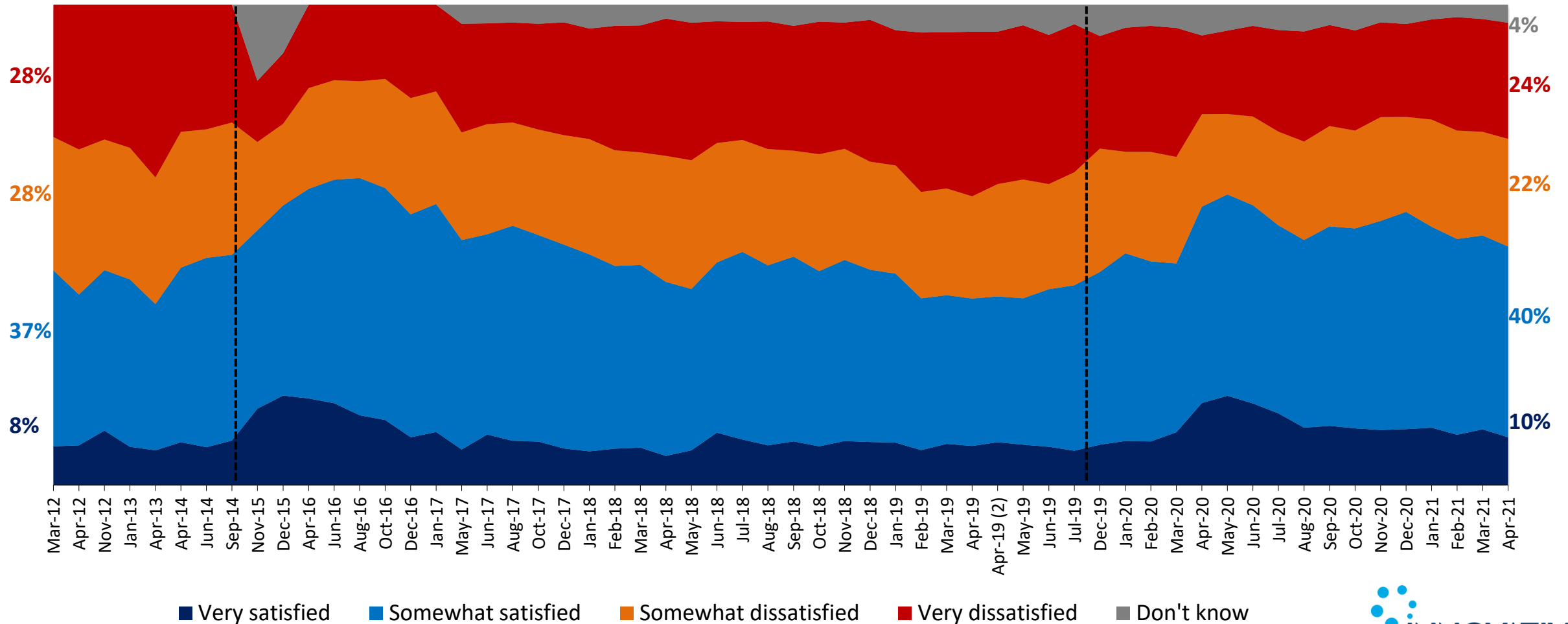
Q Generally speaking, how satisfied are you with the performance of the FEDERAL government in Canada? Would you say you are...?
[asked of all respondents; n=1,500]

2015 Election

2019 Election

28%

28%

37%

8%

4%

24%

22%

40%

10%

■ Very satisfied   ■ Somewhat satisfied   ■ Somewhat dissatisfied   ■ Very dissatisfied   ■ Don't know

Current data: April 2021
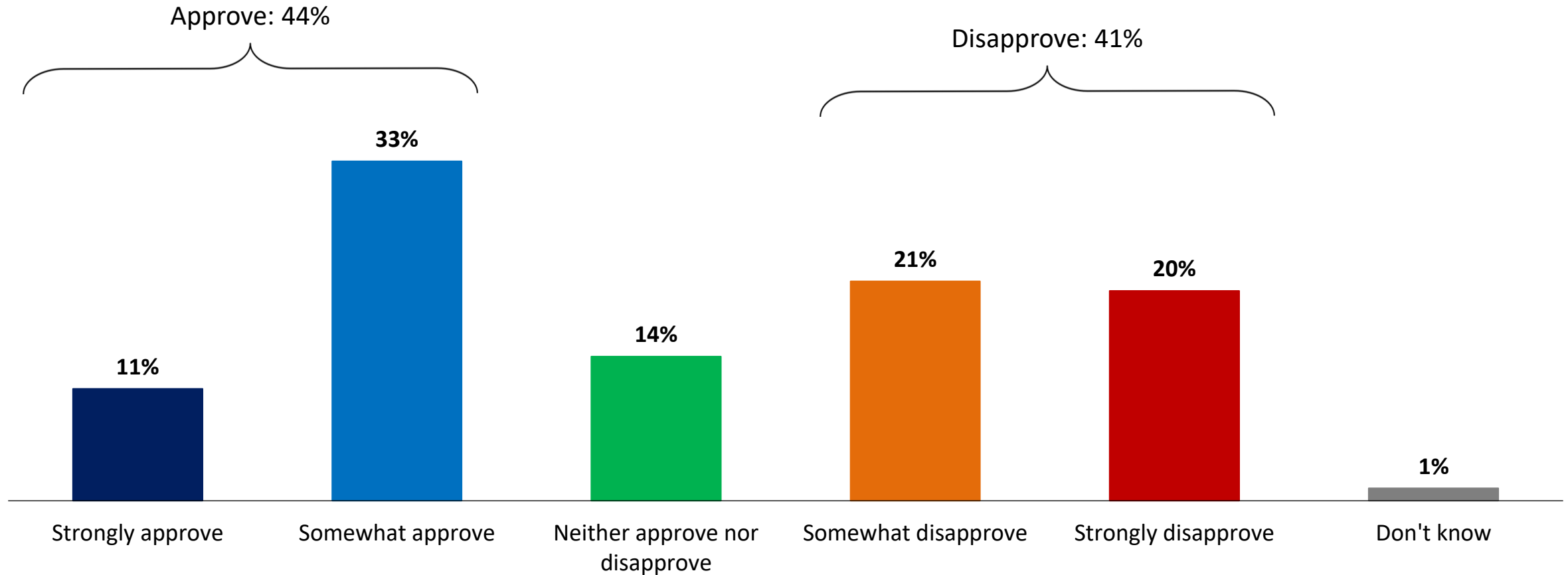
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COVID-19 Handling: Canadians are split on whether they approve (44%) or disapprove (41%) of the govt's handling of COVID-19

Q Now thinking about the federal government, do you approve or disapprove of the way the federal government has handled the outbreak of COVID-19?
[asked of all respondents; n=1500]

Approve: 44%

Disapprove: 41%

Strongly approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Strongly disapprove	Don't know
11%	33%	14%	21%	20%	1%

Current data: April 2021

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COVID-19 Handling Tracking: Approval of the govt's handling of the pandemic is down again to the lowest level recorded

Q Now thinking about the federal government, do you approve or disapprove of the way the federal government has handled the outbreak of COVID-19?
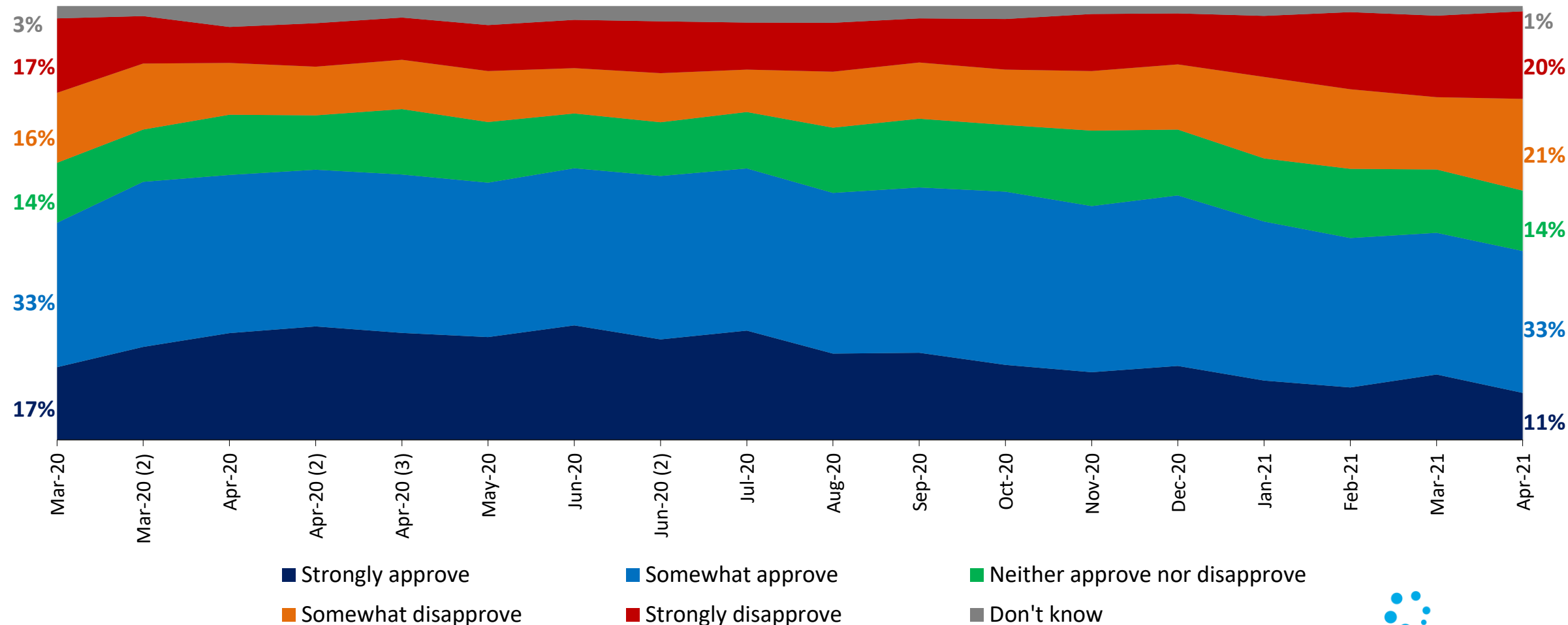[asked of all respondents; n=1500]

Legend:
- Strongly approve
- Somewhat approve
- Neither approve nor disapprove
- Somewhat disapprove
- Strongly disapprove
- Don't know

Left axis values (Mar-20): 3%, 17%, 16%, 14%, 33%, 17%

Right axis values (Apr-21): 1%, 20%, 21%, 14%, 33%, 11%

X-axis: Mar-20, Mar-20 (2), Apr-20, Apr-20 (2), Apr-20 (3), May-20, Jun-20, Jun-20 (2), Jul-20, Aug-20, Sep-20, Oct-20, Nov-20, Dec-20, Jan-21, Feb-21, Mar-21, Apr-21

Current data: April 2021

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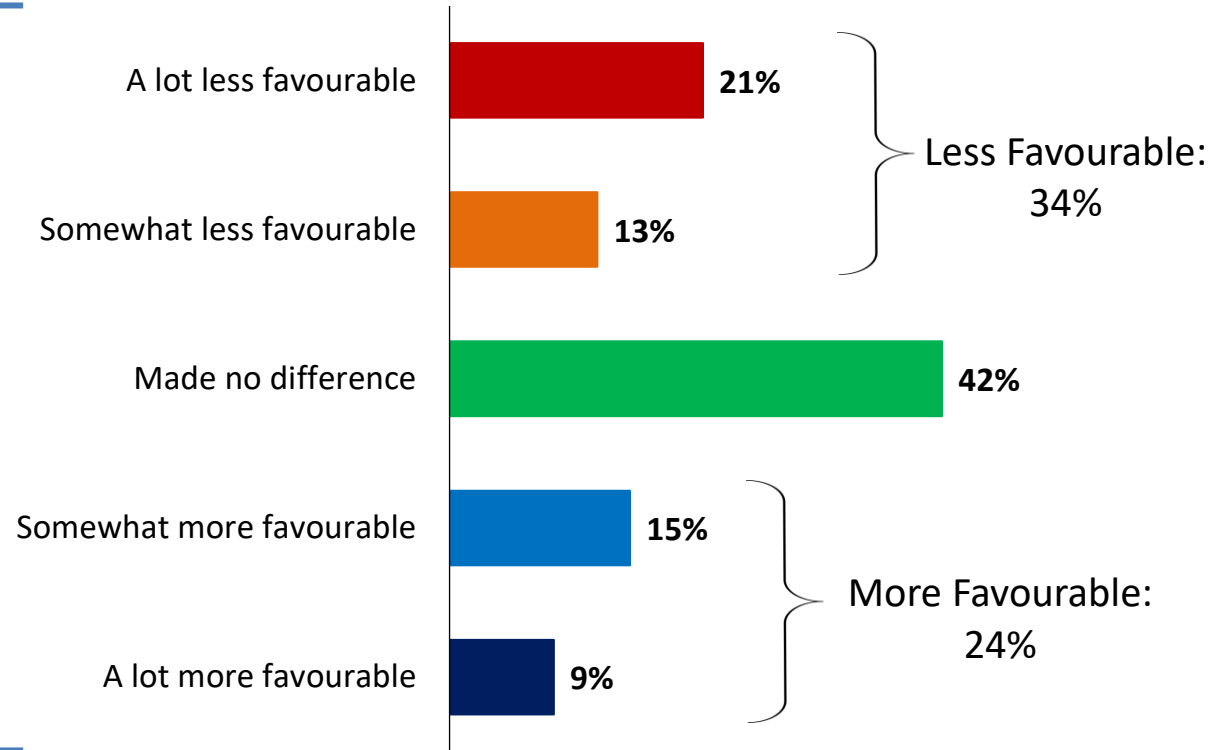
Read, Seen, Heard

Nearly half of Canadians have heard something about the government, and among those, impression is mostly neutral or negative.

Federal Read, Seen, Heard: Nearly half (46%) have RSH about Trudeau and of those who have, 1-in-3 (34%) say it left them 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 those who have RSH; n=1,500]
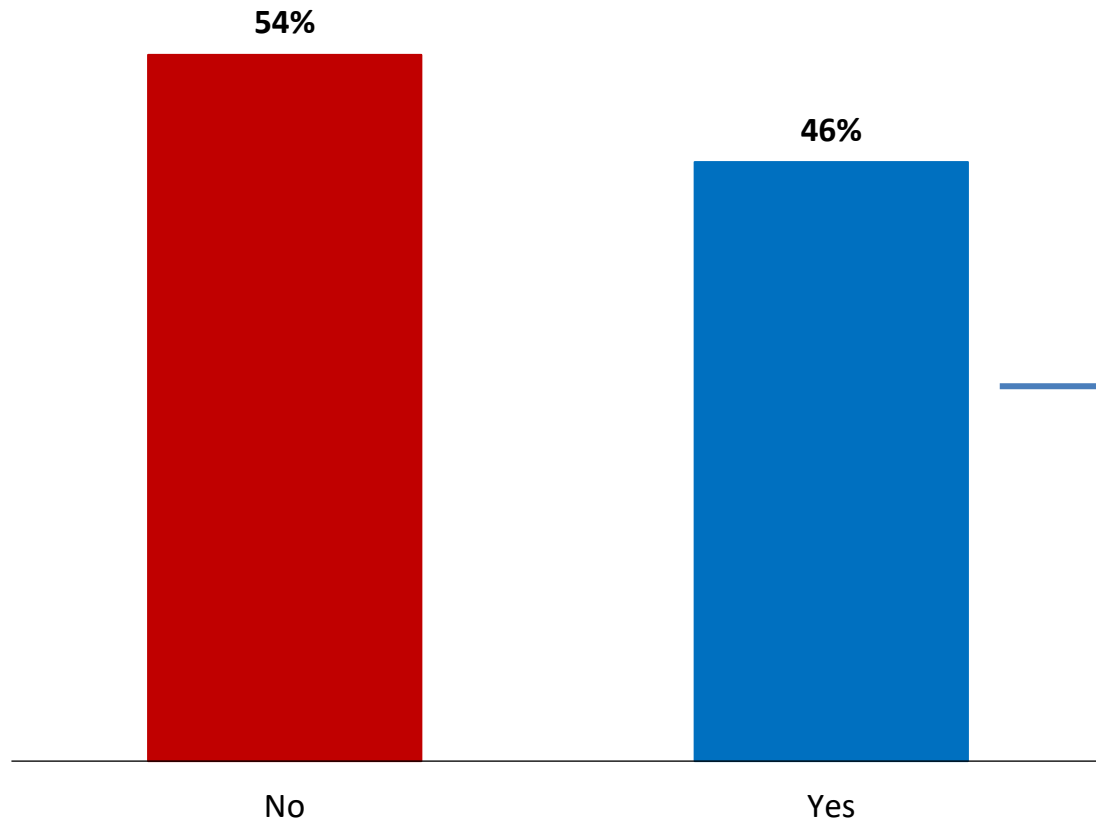
Q Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards Canada's Prime Minister and the Federal government?
[Asked of those who have RSH; n=688]

54% No

46% Yes

A lot less favourable — **21%**

Somewhat less favourable — **13%**

Less Favourable: 34%

Made no difference — **42%**

Somewhat more favourable — **15%**

A lot more favourable — **9%**

More Favourable: 24%

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Current data: April 2021

Read, Seen, Heard Tracking: The share saying they've RSH about Trudeau in the last few days is down 6 points from March to 46%

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=1,500]

Note: Don't know not shown.
Current data: April 2021

Federal RSH Impact Tracking: Those saying what they RSH left them more favourable is down slightly this month from 28% to 25%

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?
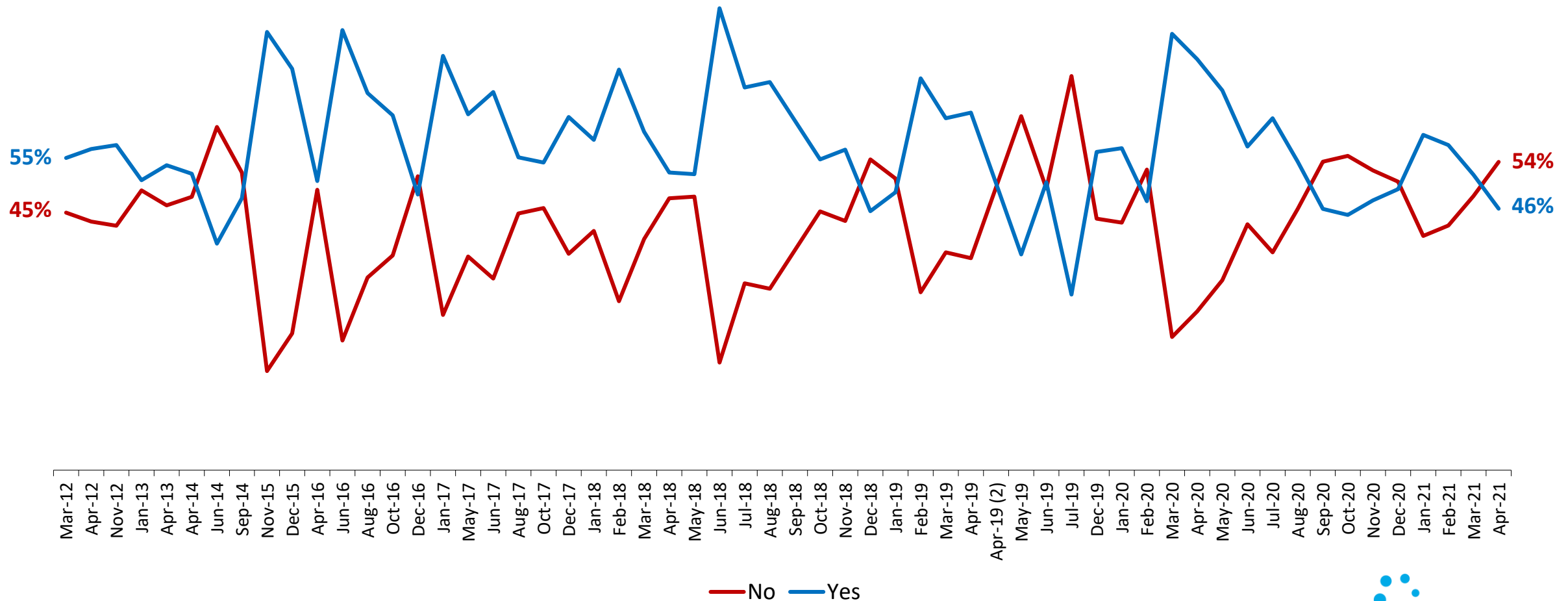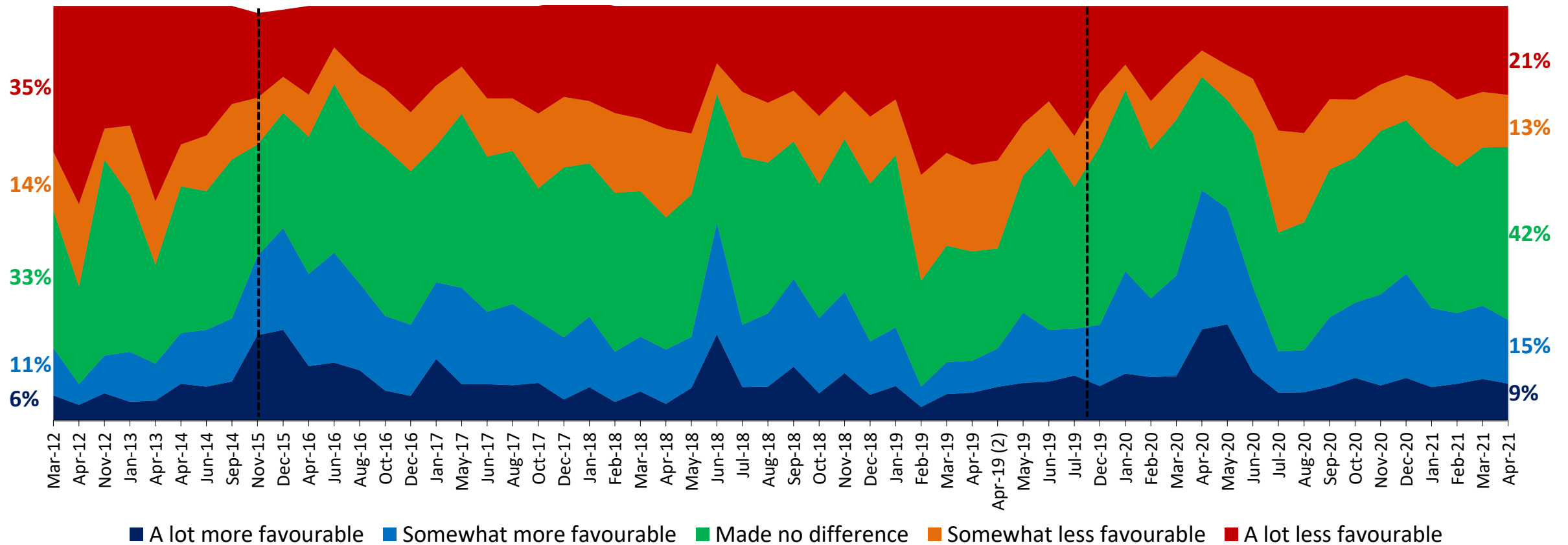
[asked of those who have RSH; n=688]

2015 Election

2019 Election

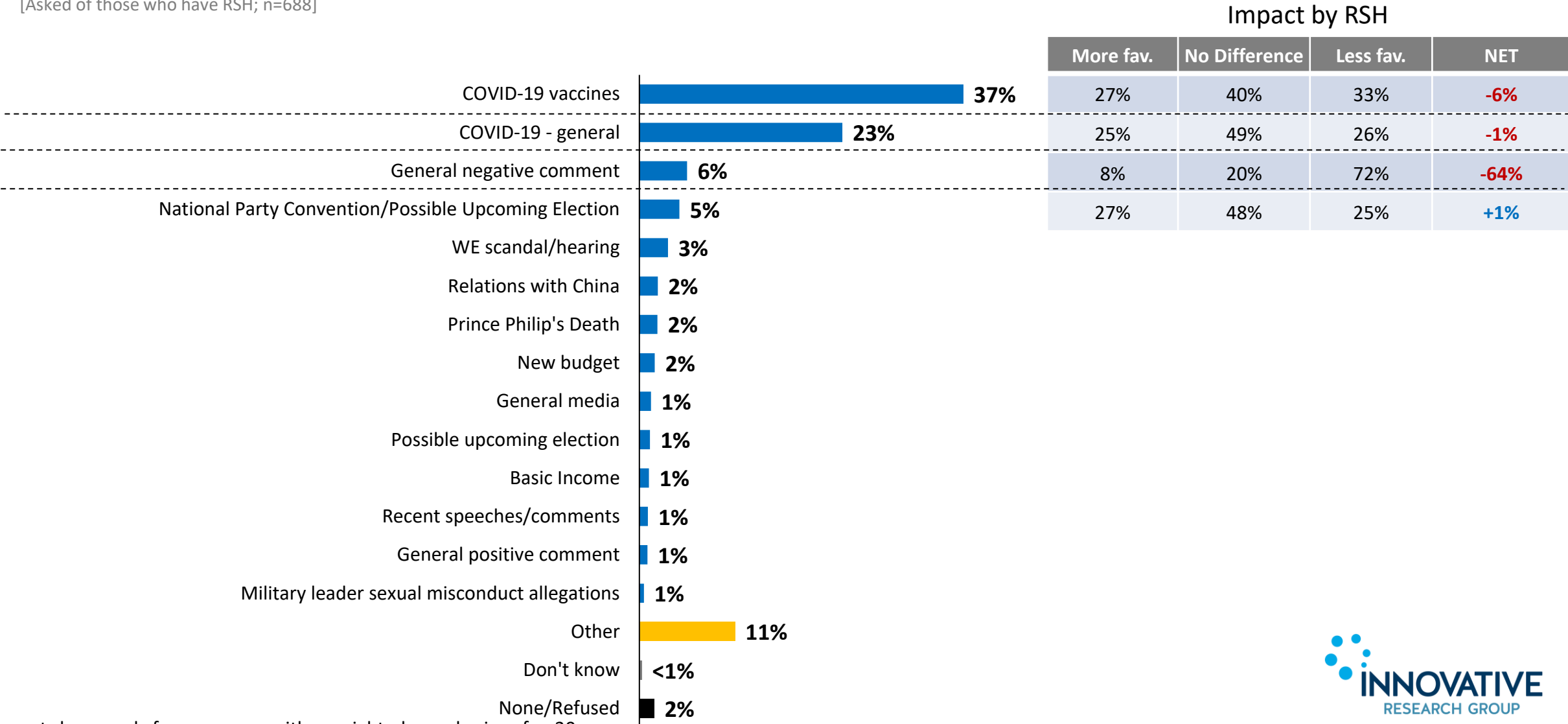■ A lot more favourable ■ Somewhat more favourable ■ Made no difference ■ Somewhat less favourable ■ A lot less favourable

Note: Don't know not shown.
Current data: April 2021
Note: In May '18, this question is asked of all respondents except those in Ontario.

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The top mentions are on COVID-19 vaccines (37%) and general comments about COVID-19 (23%)

Q 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=688]

Impact by RSH

	More fav.	No Difference	Less fav.	NET
COVID-19 vaccines	27%	40%	33%	-6%
COVID-19 - general	25%	49%	26%	-1%
General negative comment	8%	20%	72%	-64%
National Party Convention/Possible Upcoming Election	27%	48%	25%	+1%

COVID-19 vaccines **37%**
COVID-19 - general **23%**
General negative comment **6%**
National Party Convention/Possible Upcoming Election **5%**
WE scandal/hearing **3%**
Relations with China **2%**
Prince Philip's Death **2%**
New budget **2%**
General media **1%**
Possible upcoming election **1%**
Basic Income **1%**
Recent speeches/comments **1%**
General positive comment **1%**
Military leader sexual misconduct allegations **1%**
Other **11%**
Don't know **<1%**
None/Refused **2%**

Note: Impact shown only for responses with a weighted sample size of n>30
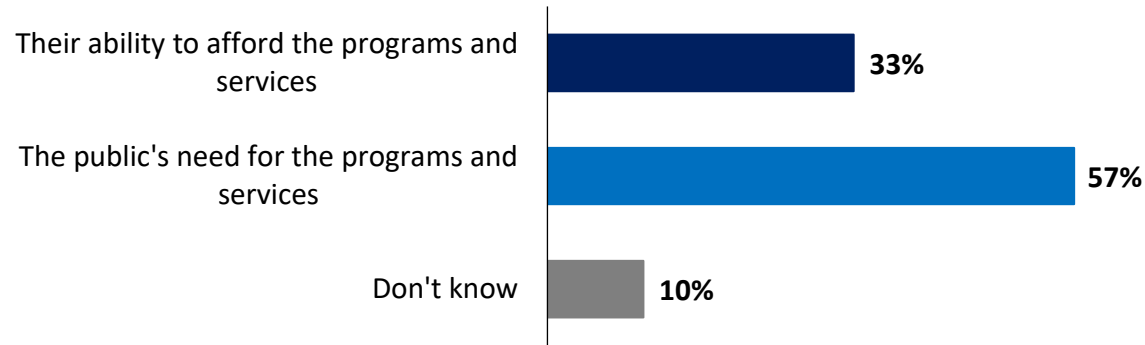
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We group individuals into segments based on key political and economic values and attitudes

We use these segments throughout the remainder of the report to analyze vote leadership results.

Core Political Values: Canadians are split on whether government should listen to experts (44%) or common sense (40%)
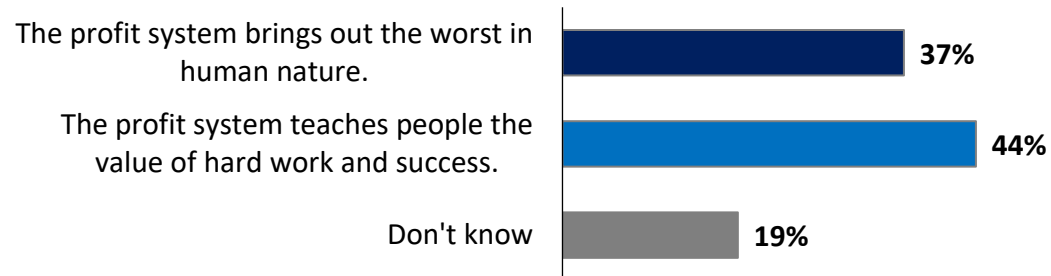
Q Now we would like to ask a few questions about basic values and society...When governments make major decisions concerning spending on programs and services, do you think they should be basing their decisions mainly on...?
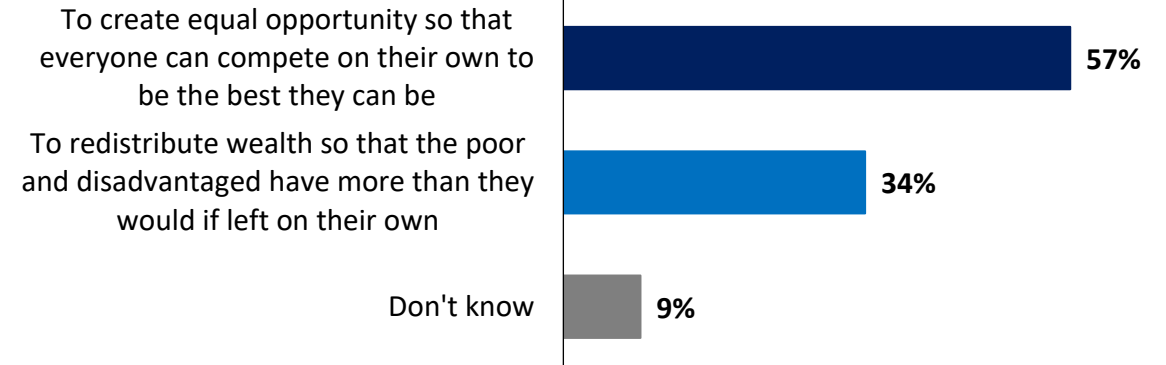[asked of all respondents; n=1,500]

- Their ability to afford the programs and services — **33%**
- The public's need for the programs and services — **57%**
- Don't know — **10%**

Q Is the main role of government to...?
[asked of all respondents; n=1,500]

- To create equal opportunity so that everyone can compete on their own to be the best they can be — **57%**
- To redistribute wealth so that the poor and disadvantaged have more than they would if left on their own — **34%**
- Don't know — **9%**

Q Which of the following statements comes closest to your view?
[asked of all respondents; n=1,500]

- The profit system brings out the worst in human nature. — **37%**
- The profit system teaches people the value of hard work and success. — **44%**
- Don't know — **19%**

Q When it comes to government decision making, which of the following statements is closest to your view?
[asked of all respondents; n=1,500]

- Too often the government listens to experts instead of common sense. — **40%**
- Provincial issues are complicated so government should listen to experts when it comes to policy. — **44%**
- Don't Know — **16%**

Current data: April 2021

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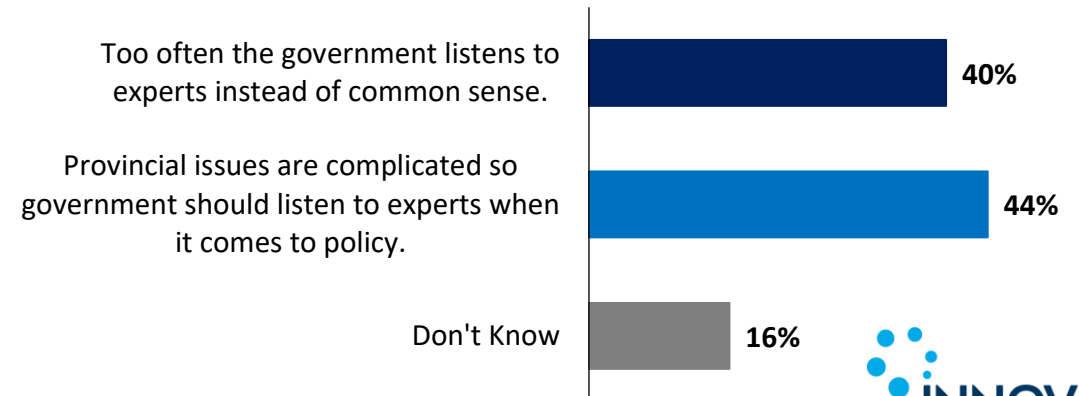
Value Clusters: A plurality of Canadians are either business liberals (26%) or core left (20%)

Clusters are based on 4 basic values: equal opportunity versus redistribution; trust in the profit system; whether spending should be based on ability to afford or public need; and whether government should listen to experts or common sense.

[asked of all respondents; n=1,500]

Current data: April 2021
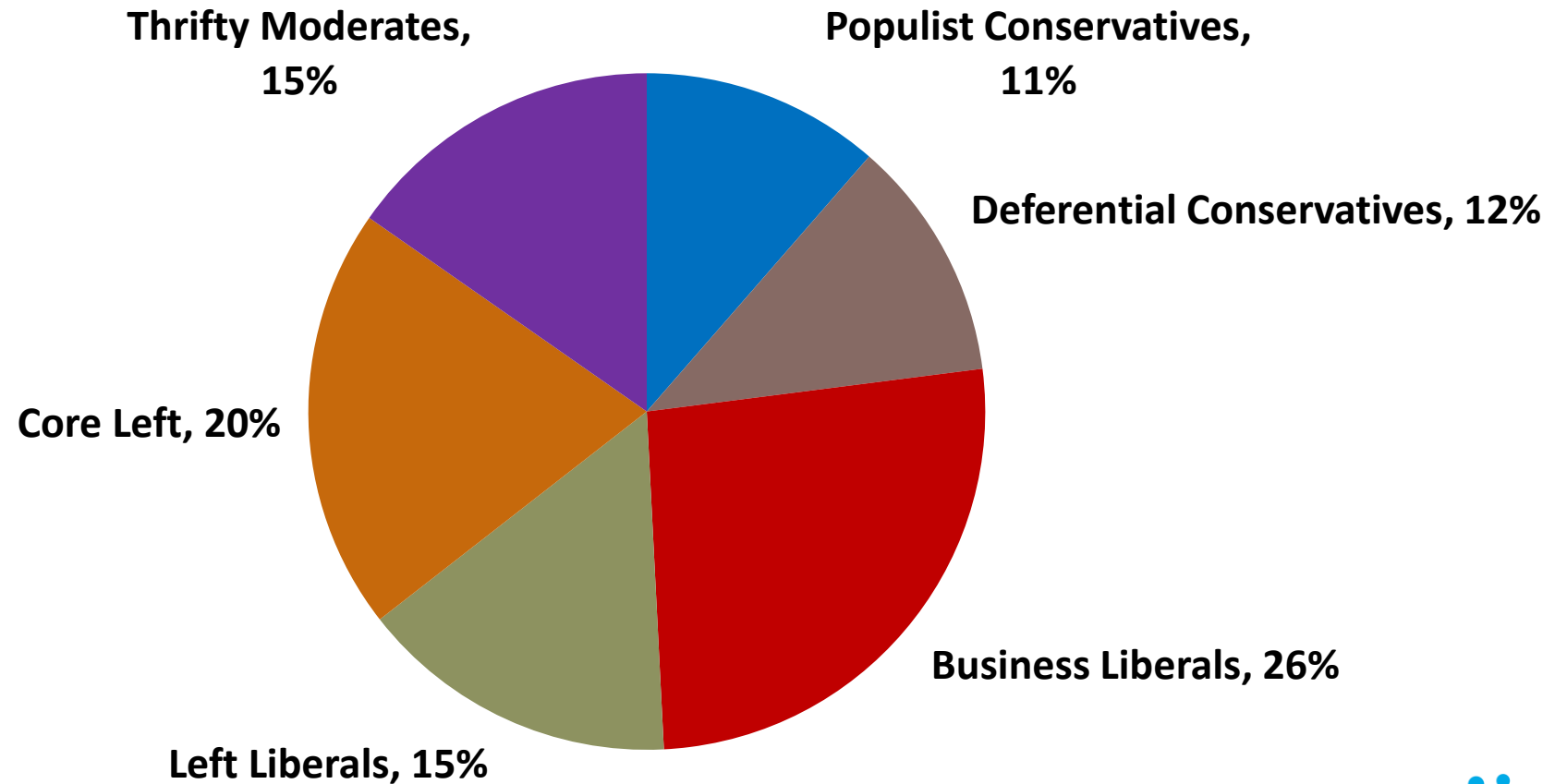
Defining Value Clusters: Nearly all deferential & populist conservatives believe government decisions should be based on ability to afford
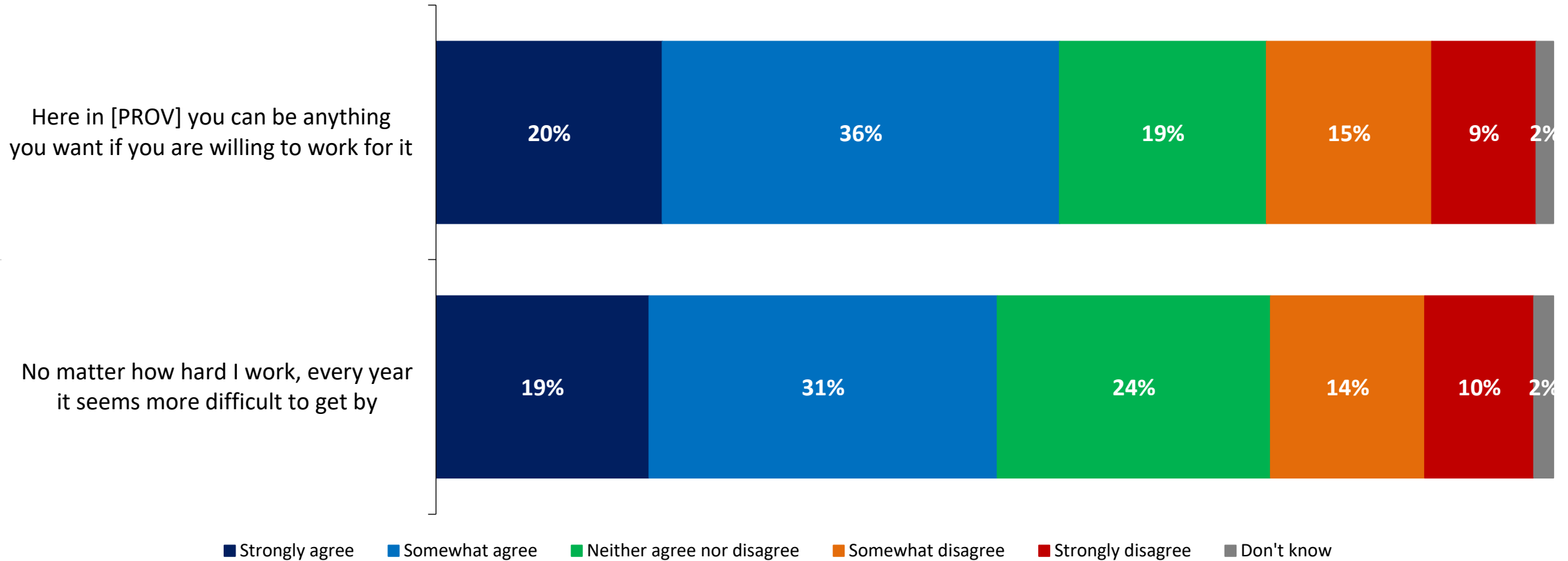
Core Political Values by Value Clusters

Column %		Populist Conservatives	Deferential Conservatives	Business Liberals	Left Liberals	Core Left	Thrifty Moderates
Governments should base decisions on...	Ability to afford	91%	90%	0%	0%	0%	80%
	Public Need	0%	0%	96%	87%	90%	0%
Is the main role of government to .?	Create equal Opportunity	100%	74%	68%	97%	0%	32%
	Redistribute wealth	0%	20%	23%	0%	95%	43%
When it comes to government decision making...	Rely on common sense	100%	0%	34%	46%	28%	45%
	Listen to experts	0%	88%	55%	33%	55%	24%
The profit system...	Brings out the worst in human nature	0%	0%	0%	73%	80%	61%
	Teaches value of hard work and success	92%	86%	86%	0%	0%	10%

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Note: Current data: April 2021

Segmentation Attitudes: A majority believe that you can be anything you want if you are willing to work for it
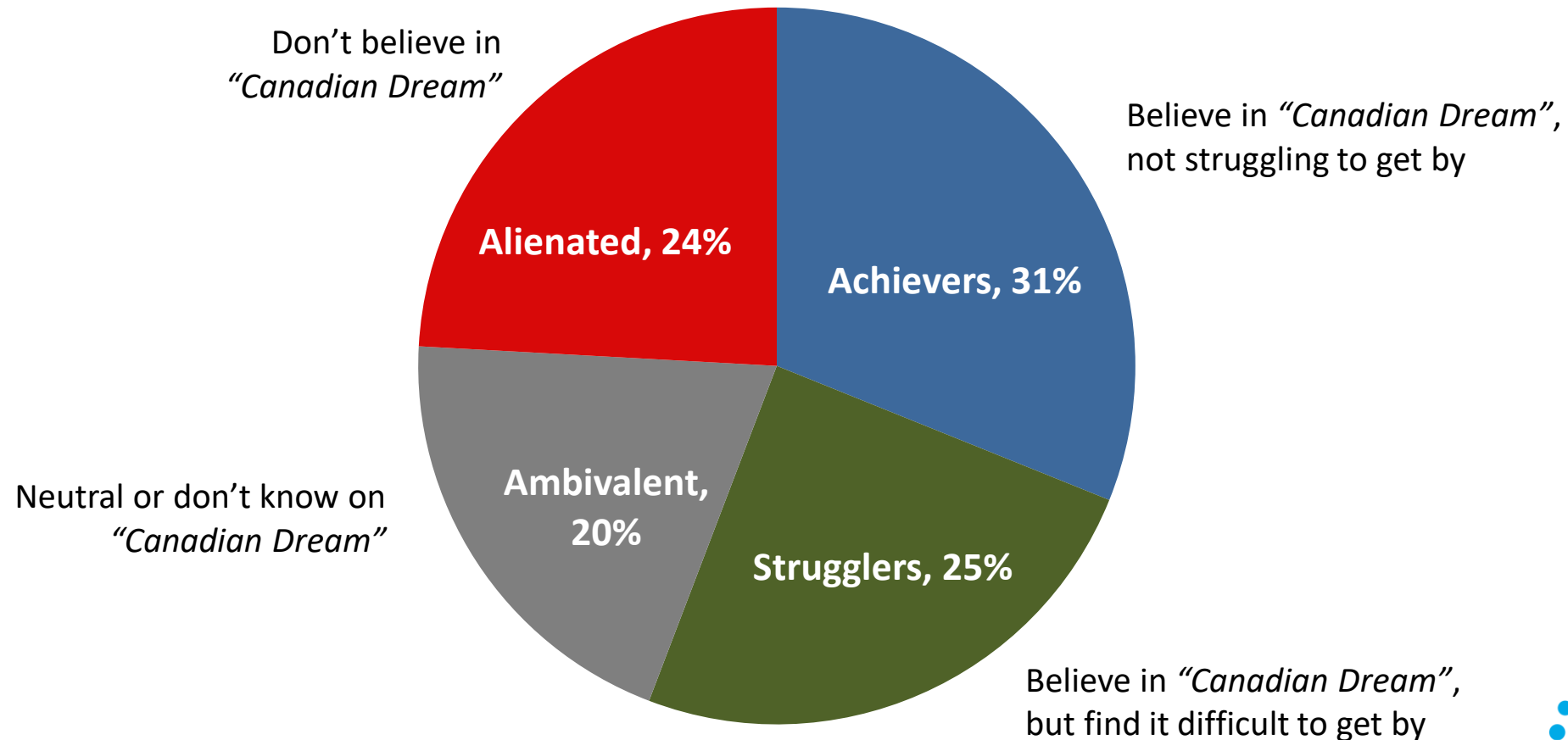
Q Do you agree or disagree with the following statements?
[asked of all respondents; n=1,500]

Here in [PROV] you can be anything you want if you are willing to work for it

Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know
20%	36%	19%	15%	9%	2%

No matter how hard I work, every year it seems more difficult to get by

Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know
19%	31%	24%	14%	10%	2%

Current data: April 2021

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Economic Gap Segmentation: 1-in-3 (31%) believe in the Canadian dream and are not struggling to get by

Gap segmentation: Agree with 'Here in [PROVINCE] you can be anything you want if you are willing to work for it' BY Agree with 'No matter how hard I work, every year it seems more difficult to get by'.

[asked of all respondents; n=1,500]

Don't believe in *"Canadian Dream"*

Believe in *"Canadian Dream"*, not struggling to get by

Neutral or don't know on *"Canadian Dream"*

Believe in *"Canadian Dream"*, but find it difficult to get by

Current data: April 2021

Vote is mostly steady month-to-month

Vote intention reporting:

When we look at the results among *only* decided voters, we call that **decided vote.** These results most tell us what the election results would be like if the survey results matched the election exactly.
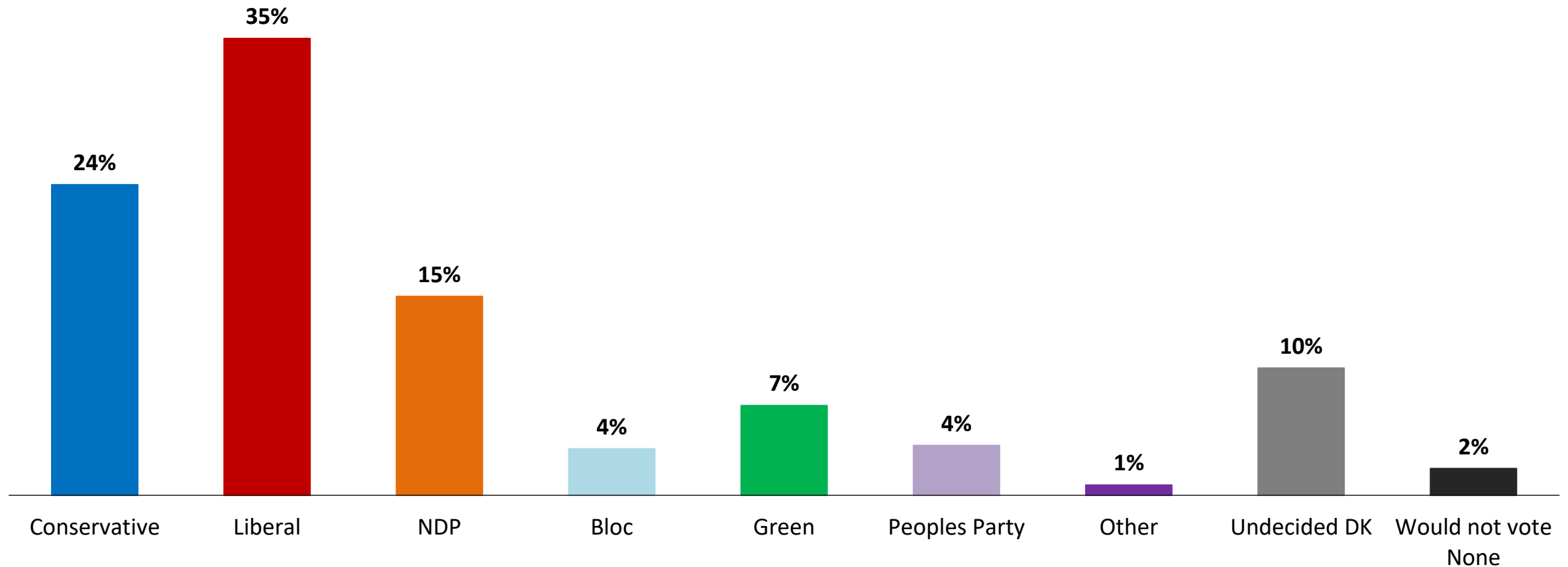
When we ask people to think about politics in Canada and identify which party ID they usually seen themselves as, we call those results **Federal Party ID.**

Federal Combined Vote: The Liberals have 35% of the vote followed by the Conservatives with 24% while the NDP trails (15%)

Q 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]**
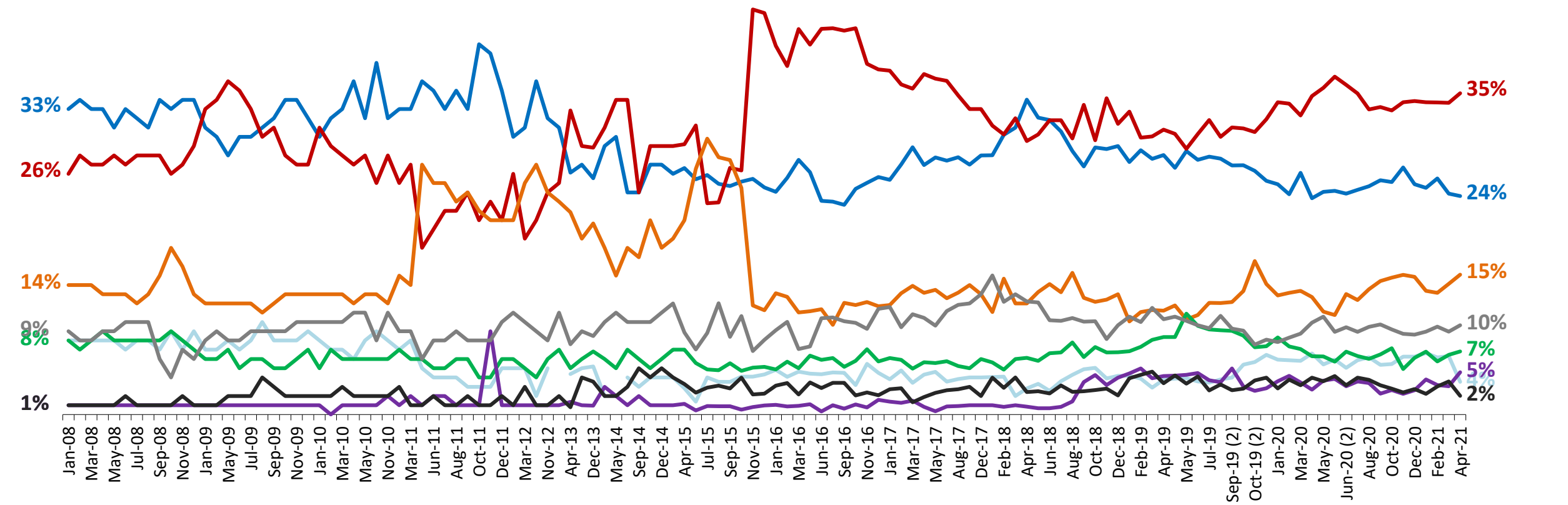[asked of all respondents; n=1,500]

Conservative	Liberal	NDP	Bloc	Green	Peoples Party	Other	Undecided DK	Would not vote None
24%	35%	15%	4%	7%	4%	1%	10%	2%

Current data: April 2021

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Federal Vote Tracking: The Liberal vote share is steady month-to-month as they continue to lead over the CPC

Q 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]**
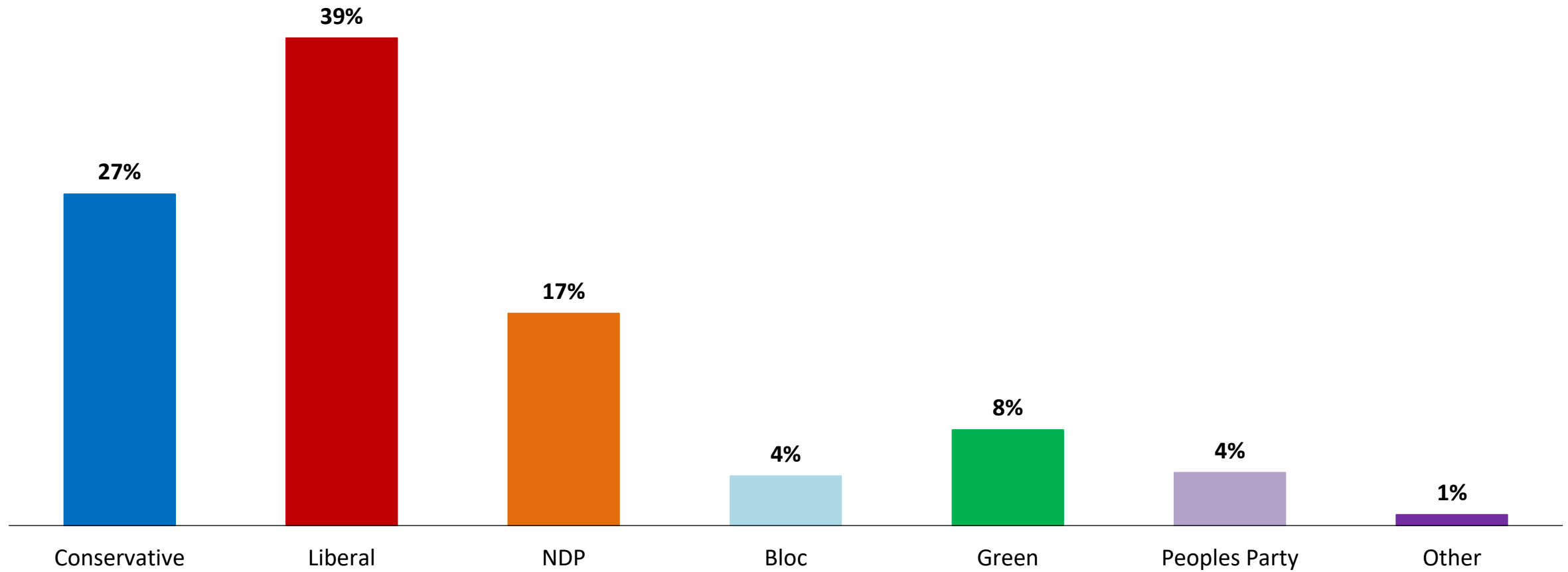[asked of all respondents; n=1,500]

Legend: Conservative — Liberal — NDP — Bloc — Green — Other — Undecided DK — Would not vote/None

Starting values (left axis): 33%, 26%, 14%, 9%, 8%, 1%
Ending values (right axis): 35%, 24%, 15%, 10%, 7%, 5%, 2%

Current data: April 2021

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Federal Decided Vote: Among decided voters, 2-in-5 (39%) say they would vote for the Liberals while 27% say the Conservatives

Q If a federal election were held today, which party would you vote for? In that case, which party do you lean toward slightly? **[DECIDED]**
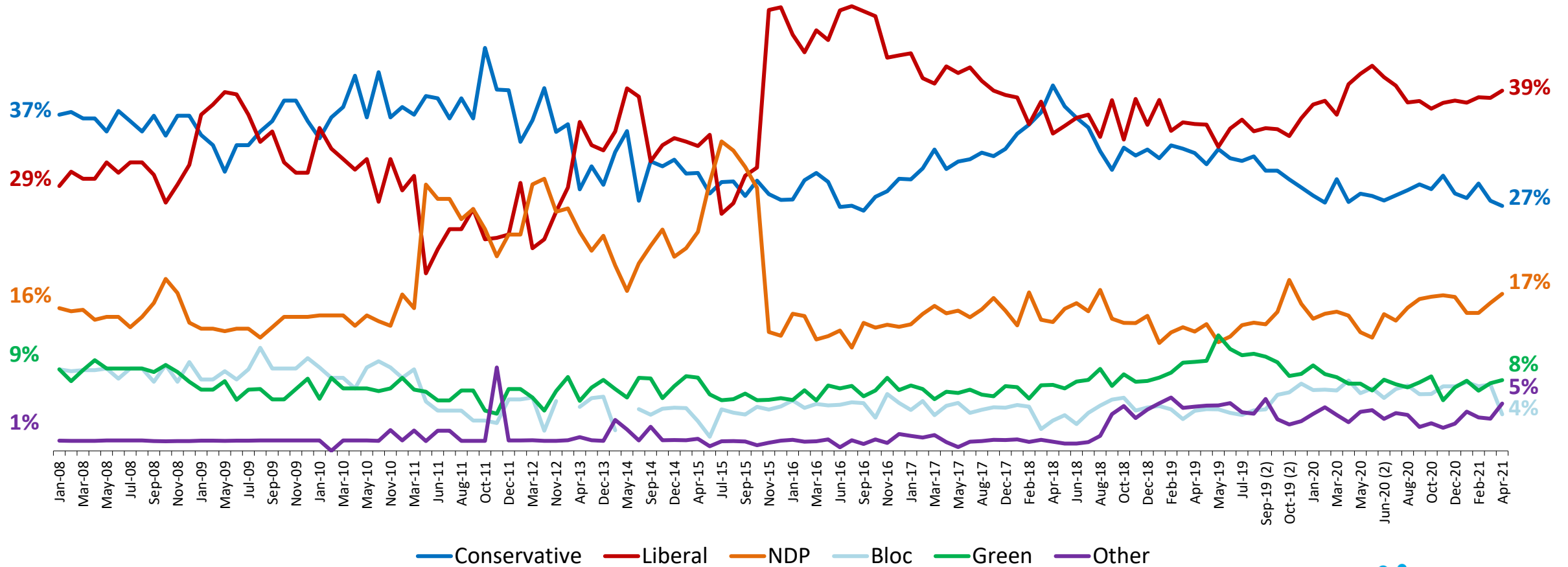[decided voters only; n=1,325]

Conservative	Liberal	NDP	Bloc	Green	Peoples Party	Other
27%	39%	17%	4%	8%	4%	1%

Current data: April 2021

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Federal Decided Vote Tracking: This month, the Liberals maintain their lead over the CPC among decided voters

Q 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=1,325]

Conservative · Liberal · NDP · Bloc · Green · Other

Current data: April 2021

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Decided Vote by Region: The CPC leads in Alberta and the Prairies while the Liberals lead in all other regions

Decided vote by REGION

	REGION					
	BC	**AB**	**Prairies**	**ON**	**QC**	**Atlantic**
	(N=185)	(N=150)	(N=75)	(N=529)	(N=296)	(N=89)
Conservative	26%	40%	34%	28%	17%	25%
Liberal	36%	29%	31%	41%	43%	48%
NDP	22%	17%	22%	20%	10%	13%
Bloc	--	--	--	--	18%	--
Green	11%	5%	4%	8%	8%	8%
Other	4%	9%	8%	4%	4%	6%

Decided Vote

Note: Current data: April 2021

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Decided Vote by Value Cluster: The Liberals are the top choice for all value clusters except deferential and populist conservatives

Value Clusters

Federal Decided Vote	Populist Conservatives (N=162)	Deferential Conservatives (N=158)	Business Liberals (N=358)	Left Liberals (N=197)	Core Left (N=264)	Thrifty Moderates (N=185)
Conservative	60%	40%	24%	16%	8%	29%
Liberal	16%	37%	50%	42%	41%	36%
NDP	5%	6%	13%	24%	34%	12%
Bloc	1%	7%	4%	4%	3%	5%
Green	3%	4%	6%	9%	11%	11%
Other	14%	6%	3%	4%	2%	7%

Note: Current data: April 2021

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Decided Vote by Economic Gap: The Liberals lead over the Conservatives among all economic gap groups

Economic Gap

Federal Decided Vote	Achievers (N=421)	Strugglers (N=325)	Ambivalent (N=253)	Alienated (N=326)
Conservative	30%	32%	21%	21%
Liberal	44%	35%	43%	35%
NDP	11%	12%	17%	30%
Bloc	5%	7%	3%	2%
Green	6%	9%	9%	8%
Other	4%	6%	7%	5%

Note: Current data: April 2021

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Federal 2nd Choice: The top 2nd choice of the Liberals is the NDP and vice versa; half of CPC voters say undecided/none on their 2nd choice

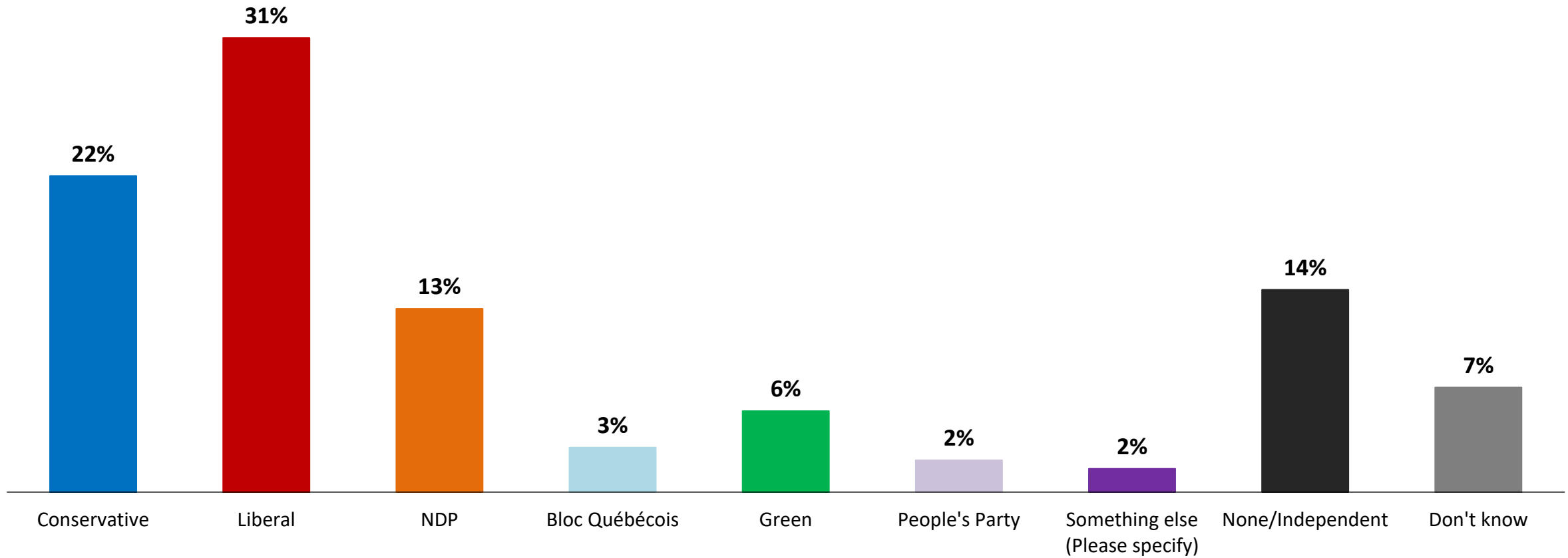And which party would be your second choice? BY [Vote+Lean]

First Choice

	Conservative 1st Choice	Liberal 1st Choice	NDP 1st Choice	Bloc 1st Choice	Green 1st Choice
	(N=354)	(N=521)	(N=227)	(N=53)	(N=102)
Conservative 2nd Choice		12%	11%	18%	8%
Liberal 2nd Choice	14%		37%	10%	23%
NDP 2nd Choice	12%	36%		9%	27%
Bloc 2nd Choice	4%	3%	3%		2%
Green 2nd Choice	6%	13%	20%	10%	0%
Other 2nd Choice	14%	5%	2%	8%	10%
Undecided	26%	24%	18%	38%	24%
WNV/None	24%	9%	10%	8%	5%

Second Choice

Note: 'Other' in Combined Vote not shown due to insufficient sample size.
Current data: April 2021

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Federal Party ID: A plurality of Canadians say they identify with the Liberals (31%) followed by the Conservatives (22%)

Q 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...
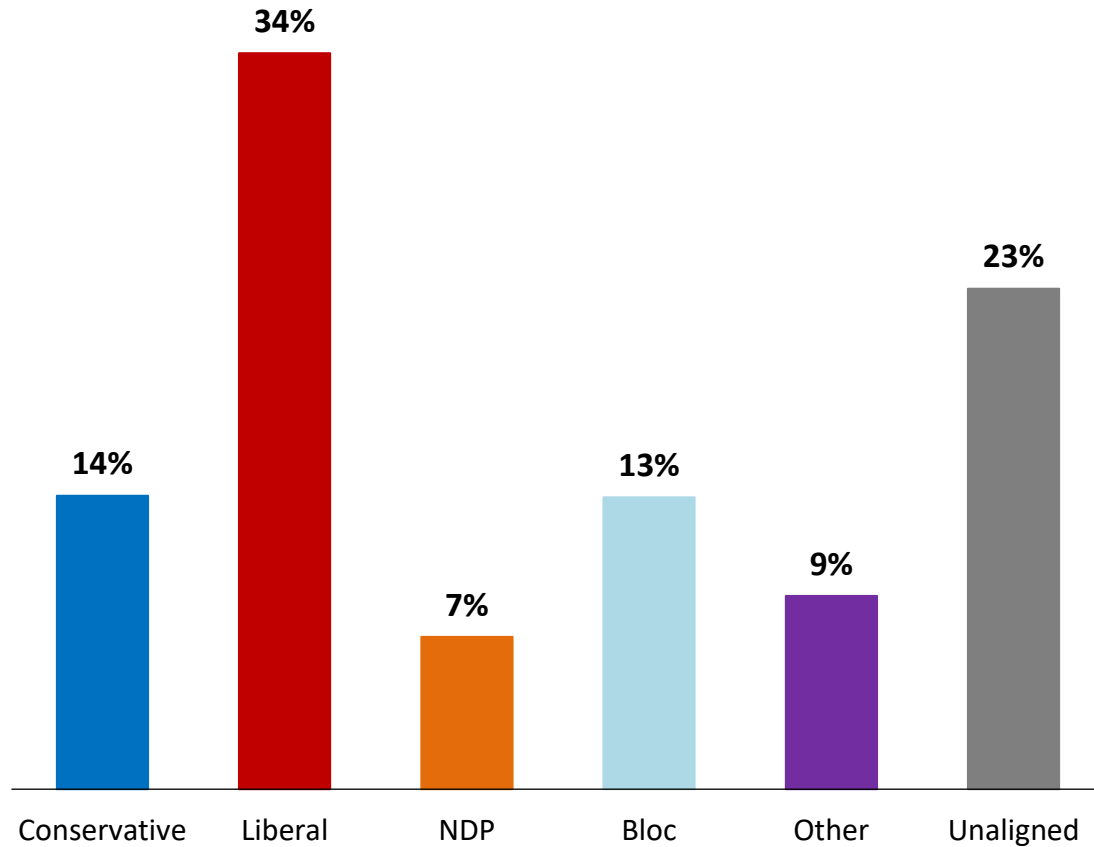
[asked of all respondents; n=1,500]

Conservative	Liberal	NDP	Bloc Québécois	Green	People's Party	Something else (Please specify)	None/Independent	Don't know
22%	31%	13%	3%	6%	2%	2%	14%	7%

Current data: April 2021

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Federal Party ID (Quebec vs. ROC): In both Quebec and the rest of Canada the Liberals lead in party ID

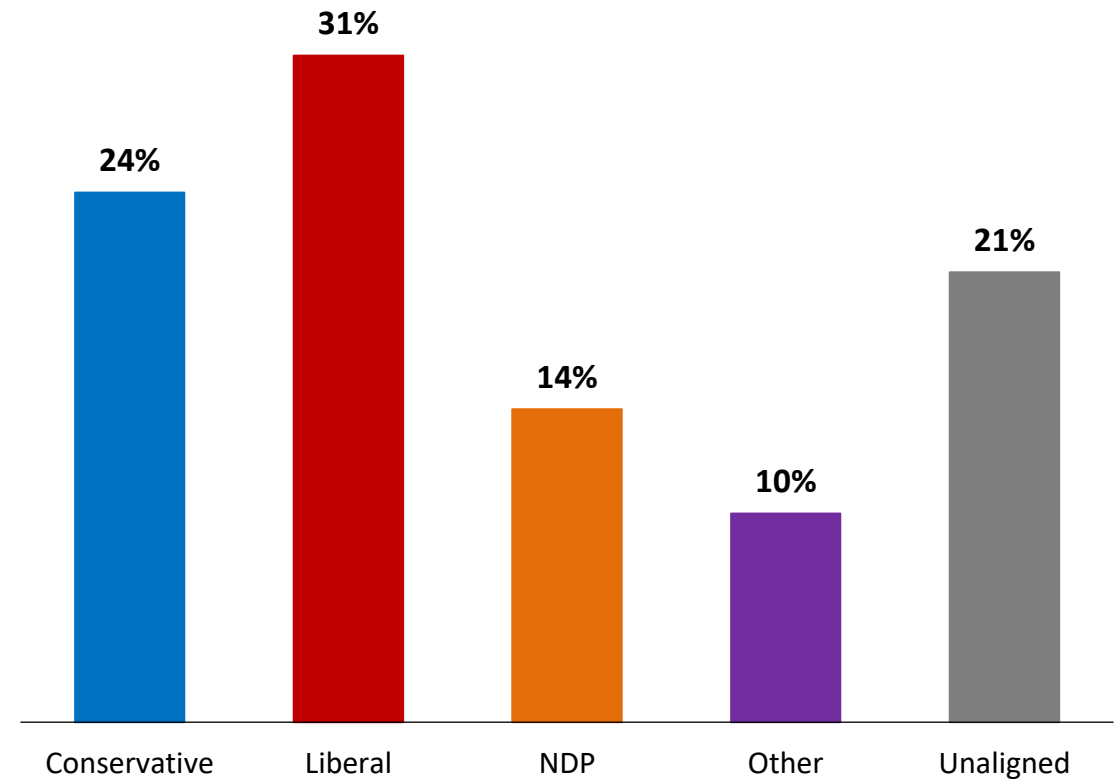## Party ID: Quebec

[Respondents in Quebec; n=346]

Party ID: Rest of Canada

[Respondents in the rest of Canada; n=1,154]

Current data: April 2021

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Federal Party ID Tracking: The Liberals (31%) continue their lead over the Conservatives (22%) when it comes to party ID

Q 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=1,500]

Conservative — Liberal — NDP — Other — Unaligned

Current data: April 2021

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Combined Vote by Party ID: Liberal partisans are the most loyal with 89% saying they would vote for their own party

Federal Party Identification

Federal Combined Vote	Conservative (N=318)	Liberal (N=464)	NDP (N=189)	Other (N=187)	Unaligned (N=166)
Conservative	86%	3%	4%	7%	26%
Liberal	4%	89%	11%	12%	32%
NDP	5%	5%	82%	5%	15%
Bloc	1%	0%	0%	22%	3%
Green	0%	2%	1%	35%	16%
Other	4%	1%	1%	19%	8%

Note: Current data: April 2021

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Methodology

Survey Methodology

These are the results of an online survey conducted between April 1st, 2021 and April 13th, 2021.

Method: This online survey was conducted using INNOVATIVE's Canada 20/20 national research panel with additional respondents from Dynata, a leading provider of online samples. 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=2,390 Canadian citizens, 18 years or older. The results are nationally weighted to n=1,500 based on Census data from Statistics Canada.

Field Dates: April 1st, 2021 to April 13th, 2021

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	202	8.5%	200	13.4%
Men 35-54	389	16.3%	251	16.8%
Men 55+	575	24.1%	272	18.2%
Women 18-34	288	12.1%	206	13.8%
Women 35-54	410	17.2%	261	17.4%
Women 55+	520	21.8%	306	20.5%
BC	254	10.6%	205	13.6%
AB	228	9.5%	170	11.4%
Prairies	120	5.0%	99	6.6%
ON	984	41.2%	577	38.5%
QC	477	20.0%	346	23.1%
Atlantic	327	13.7%	103	6.9%

For more information, please contact:

Greg Lyle
President
(t) 416-642-6429
(e) glyle@innovativeresearch.ca

Building Understanding.

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