

# Canada This Month Federal Politics

Public Opinion Research  
Release Date: June 3, 2021  
Field Dates: May 7 to May 31, 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. General satisfaction with the government is up since April to 53%. The Liberals continue to lead in vote over the Conservatives, with Justin Trudeau the top choice for Prime Minister.

Today, INNOVATIVE is releasing results from our May 2021 Canada This Month survey. This online survey was in field from May 7<sup>th</sup> to May 31<sup>st</sup> with a weighted sample size of 2,000. Detailed methodology is provided in the appendix.

This report covers key results on government satisfaction, federal leadership and vote choice.



# Government Approval

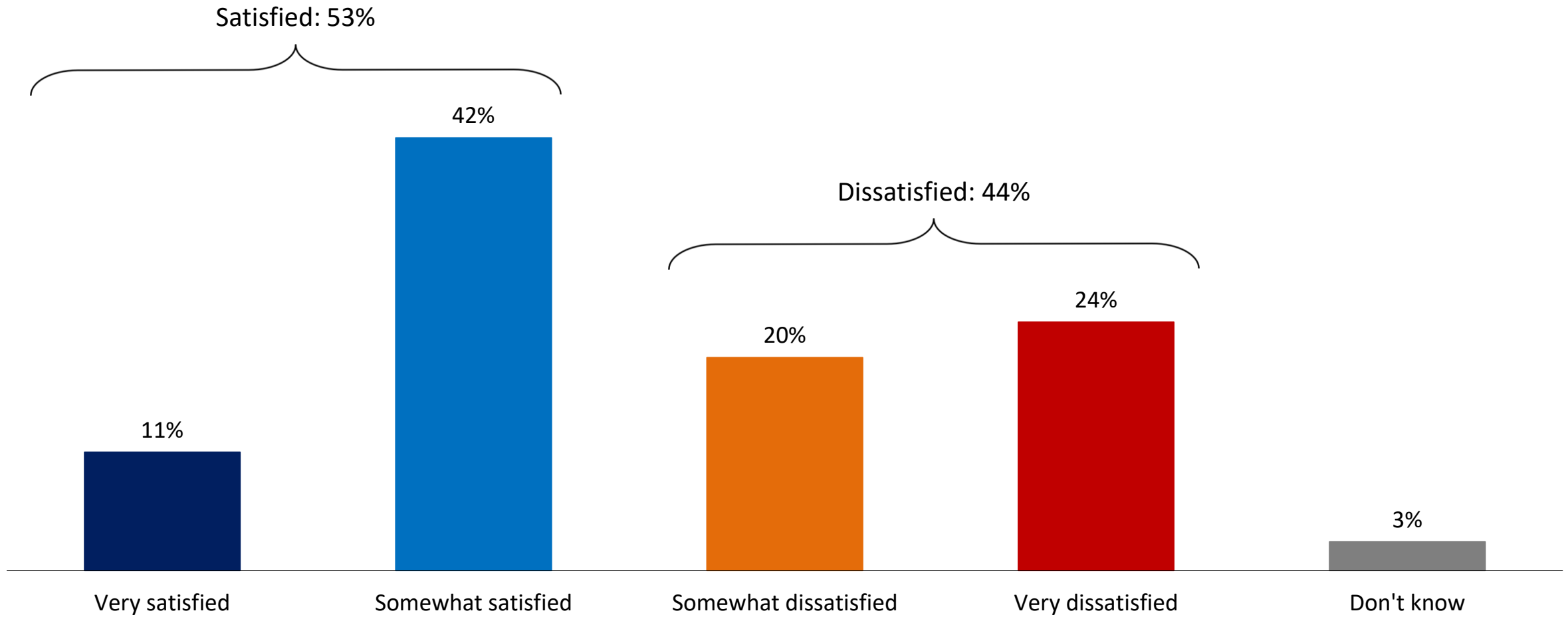
General government approval remains quite high at 53%, up from 51% in April.

# Federal Satisfaction: Half (53%) are satisfied with the performance of the federal government while the other half (44%) are dissatisfied



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=2000]



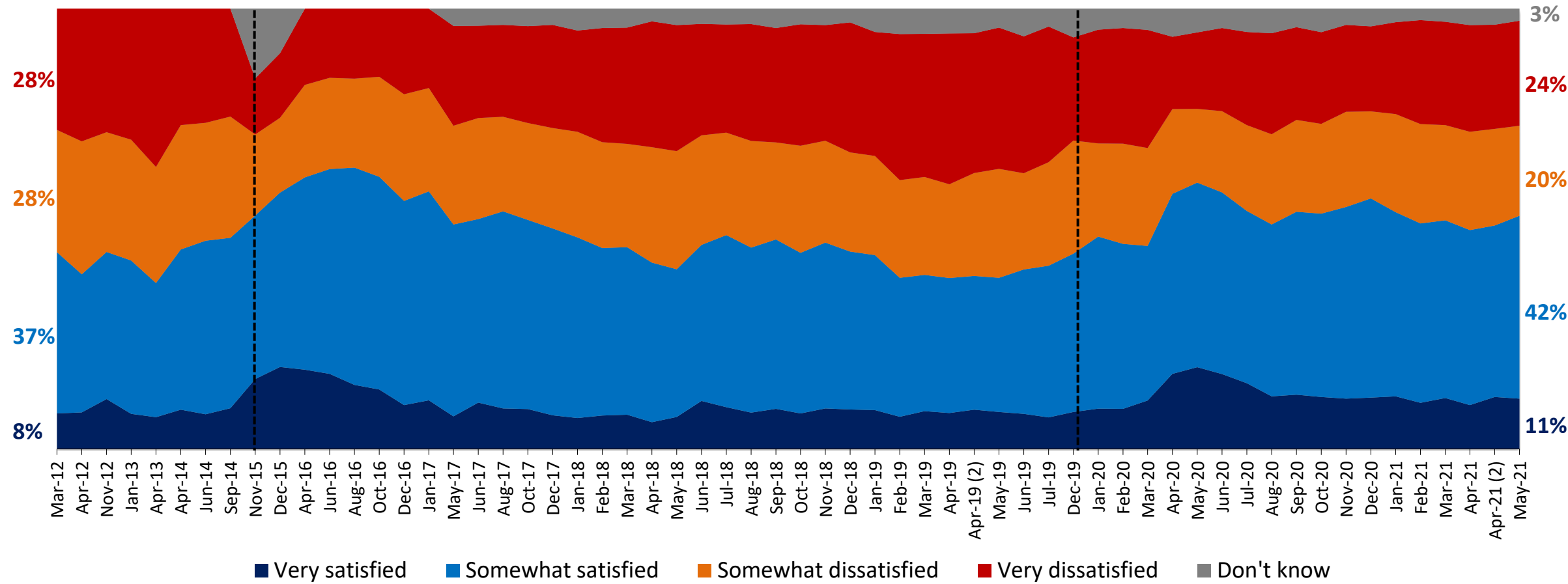
# Federal Satisfaction Tracking: Satisfaction with the federal government's performance is up from April



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=2,000]

2015 Election

2019 Election

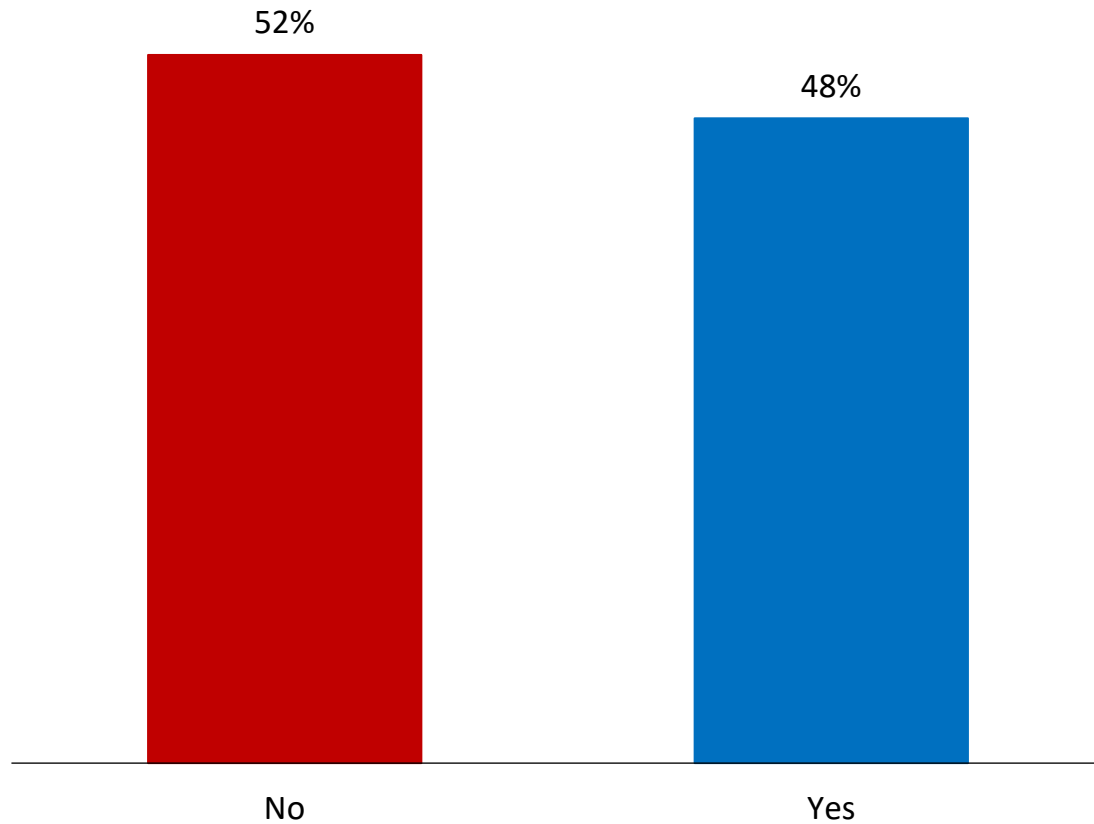


# Read, Seen, Heard

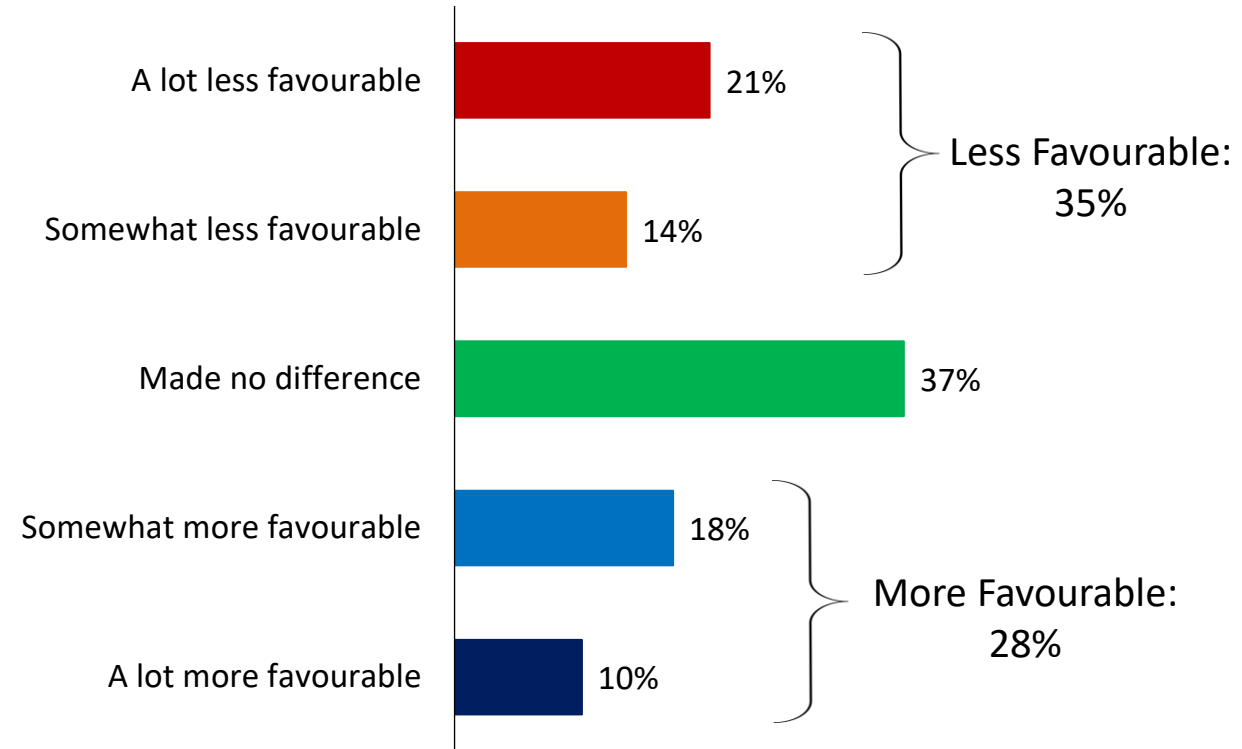
Half of Canadians have read, seen, or heard something about Trudeau in the last few days. Among those who have, impact is slightly more negative than it was in late April.

# Federal Read, Seen, Heard: Almost half (48%) have RSH something in the last few days; of those who have, 35% were 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=2000]



**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=953]

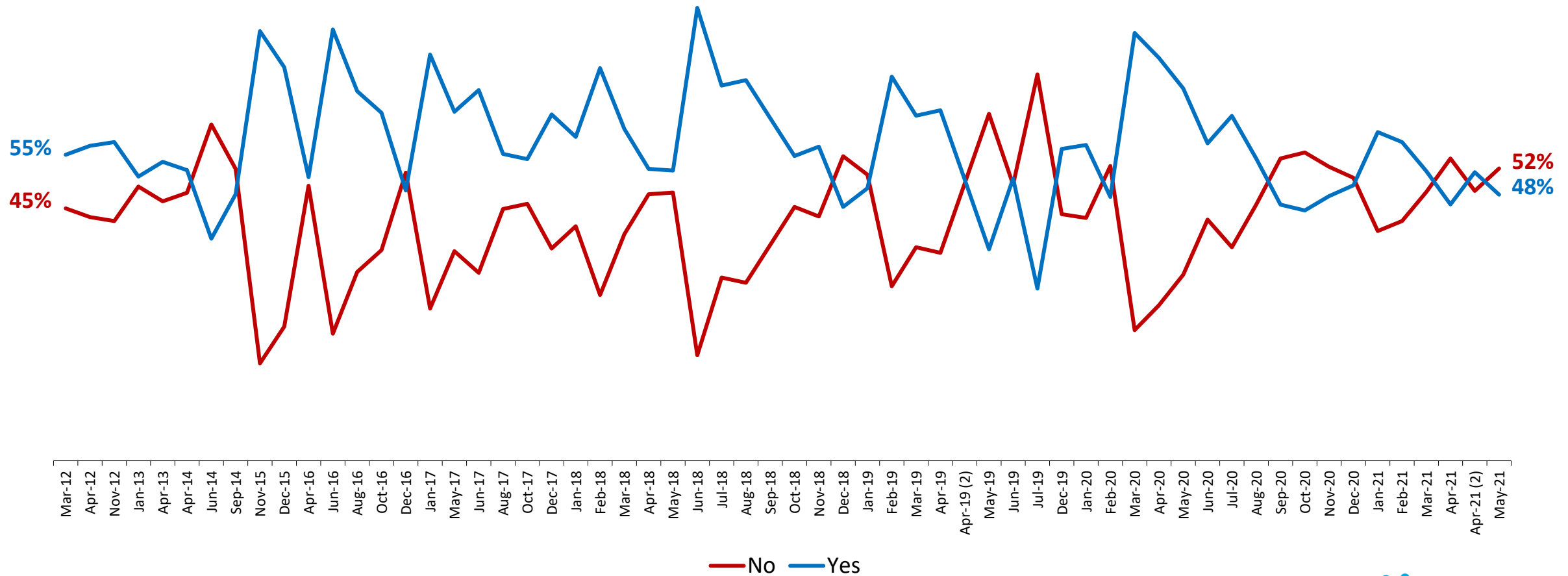


# Read, Seen, Heard Tracking: Those saying they have RSH something in the last few days is down from 52% in late April to 48% now



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=2000]



**Note:** Don't know not shown.

Current data: May 2021



# Federal Read, Seen, Heard, Impact Tracking: Winds of public debate a little more negative than positive but better than late April

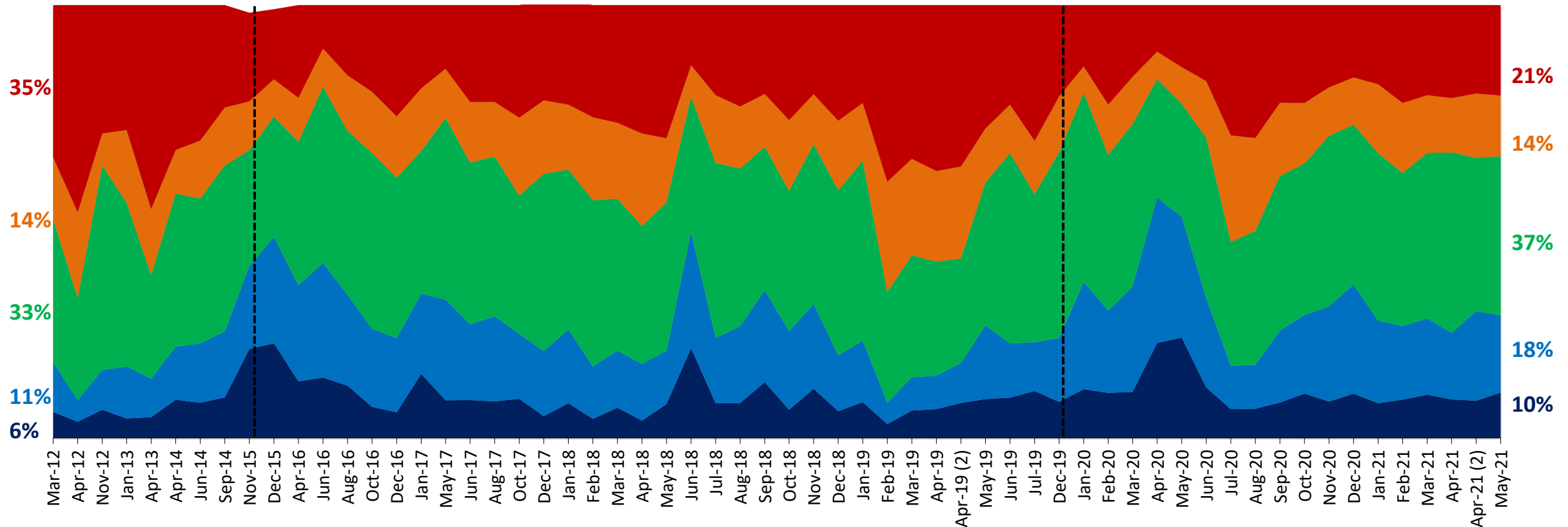


Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards Canada's Prime Minister and the Federal government?

[asked of those who have RSH; n=953]

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: May 2021

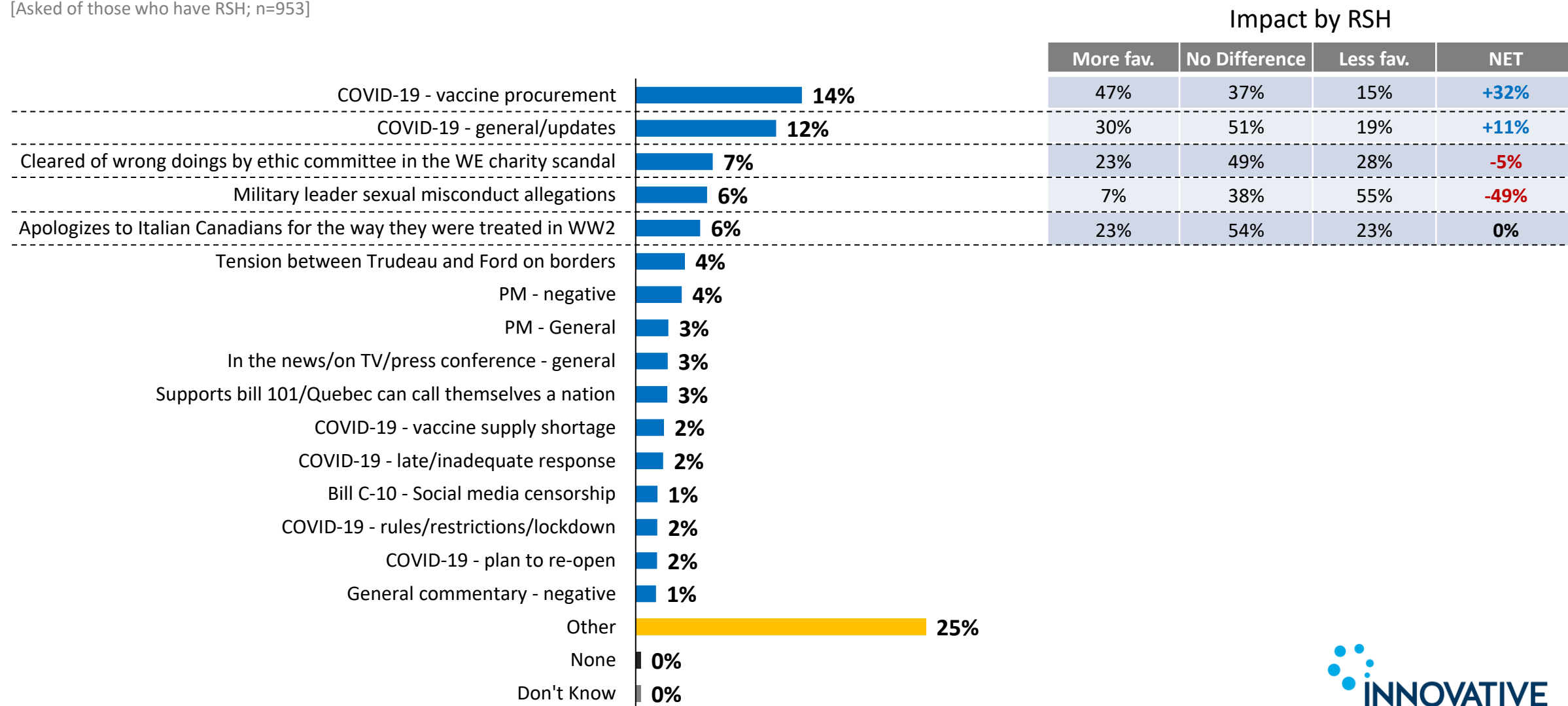
Note: In May '18, this question is asked of all respondents except those in Ontario.

# The top mentions are on COVID-19 vaccine procurement (14%) and general comments about COVID-19 (12%)



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=953]



**Note:** Impact shown only for responses with a weighted sample size of n>30. Refused (<1%) not shown.

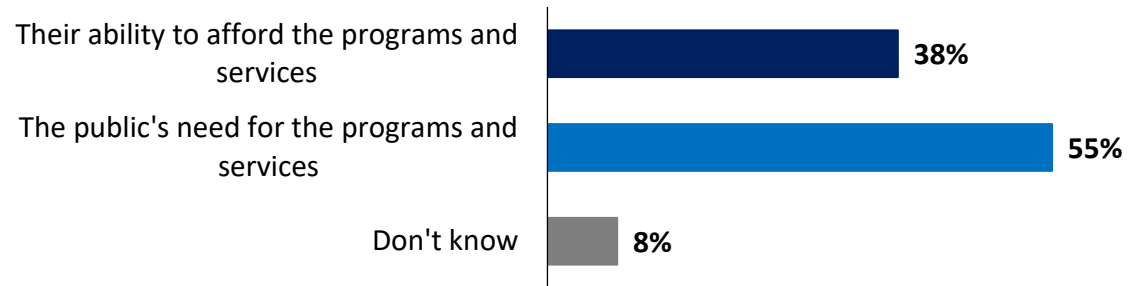
# **We group individuals into segments based on key political and economic values and attitudes**

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

# Core Political Values: Over half (57%) say the main role of government is to create an equal opportunity so that everyone can compete

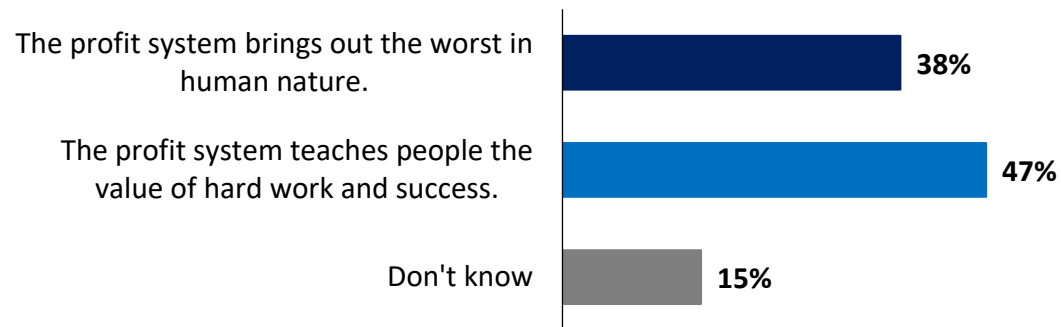
**Q** Now we would like to ask a few questions about basic values and society...When governments make major decisions concerning spending on programs and services, do you think they should be basing their decisions mainly on...?

[asked of all respondents; n=2,000]



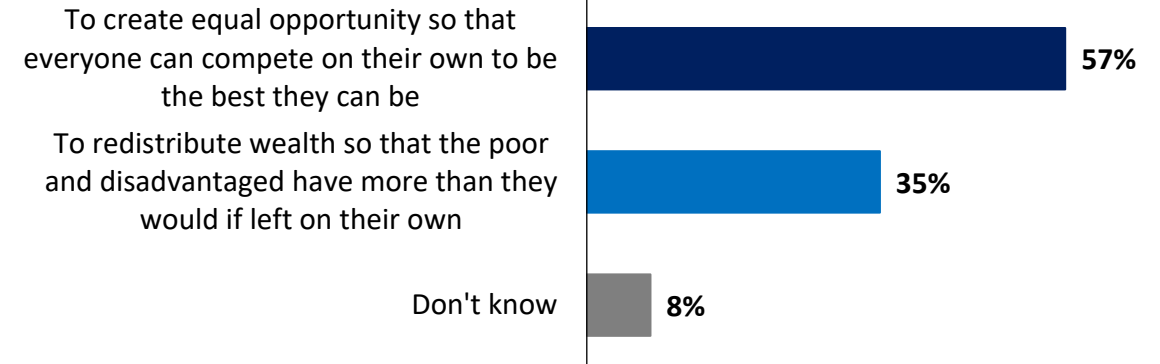
**Q** Which of the following statements comes closest to your view?

[asked of all respondents; n=2,000]



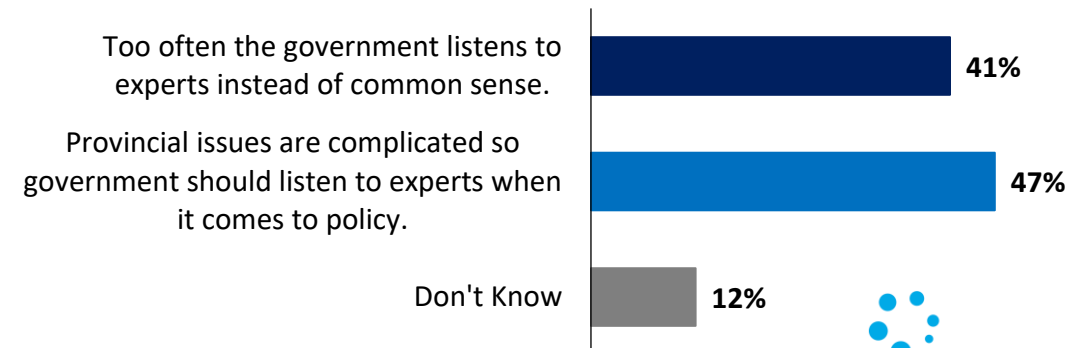
**Q** Is the main role of government to...?

[asked of all respondents; n=2,000]



**Q** When it comes to government decision making, which of the following statements is closest to your view?

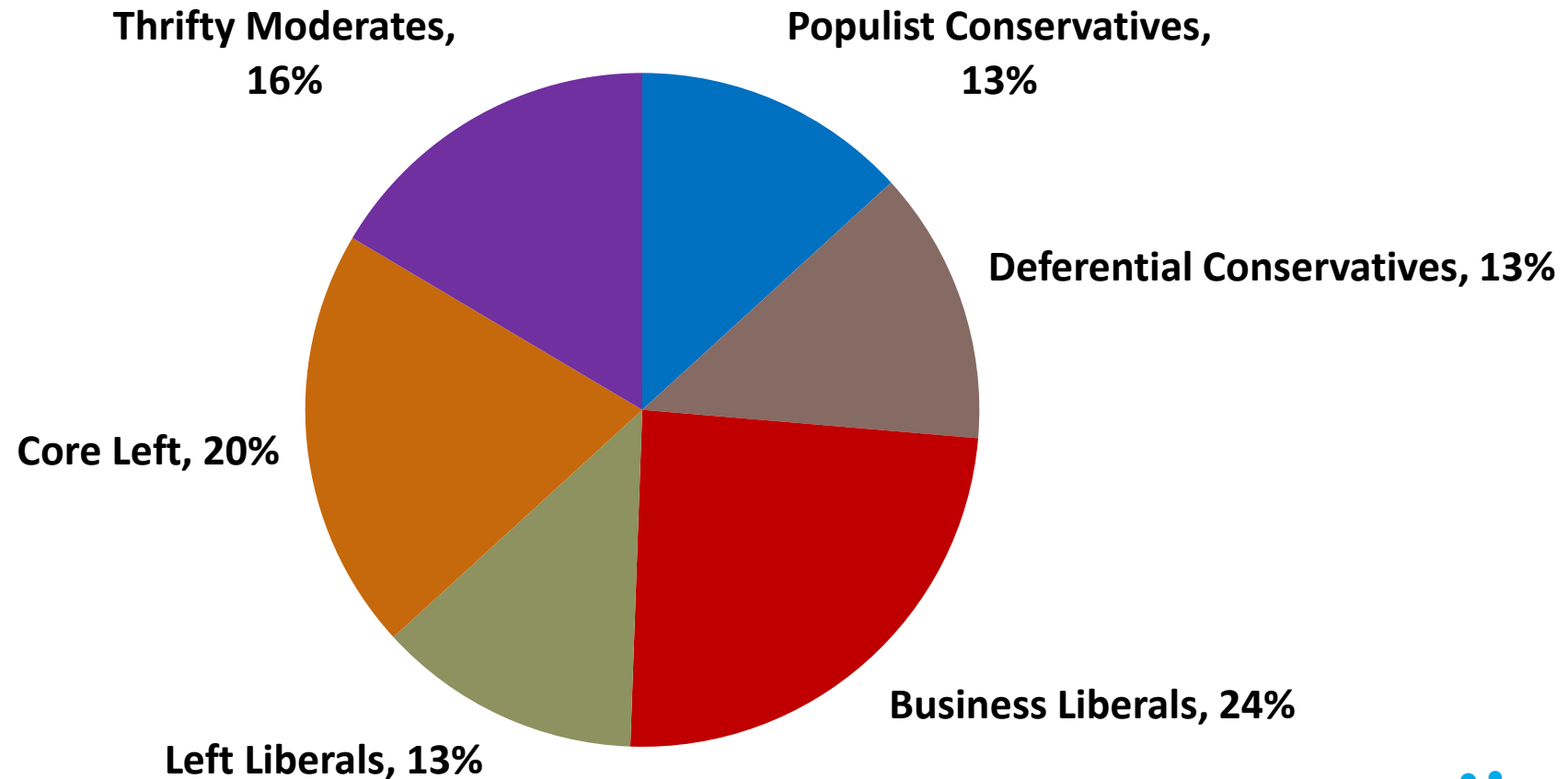
[asked of all respondents; n=2,000]



# Value Clusters: 1-in-4 (24%) Canadians are Business Liberals followed by Core Left (20%) and Thrifty Moderates (16%)

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=2,000]





# Defining Value Clusters: Conservative clusters are split based on whether they think gov'ts should listen to experts or common sense

Core Political Values by Value Clusters

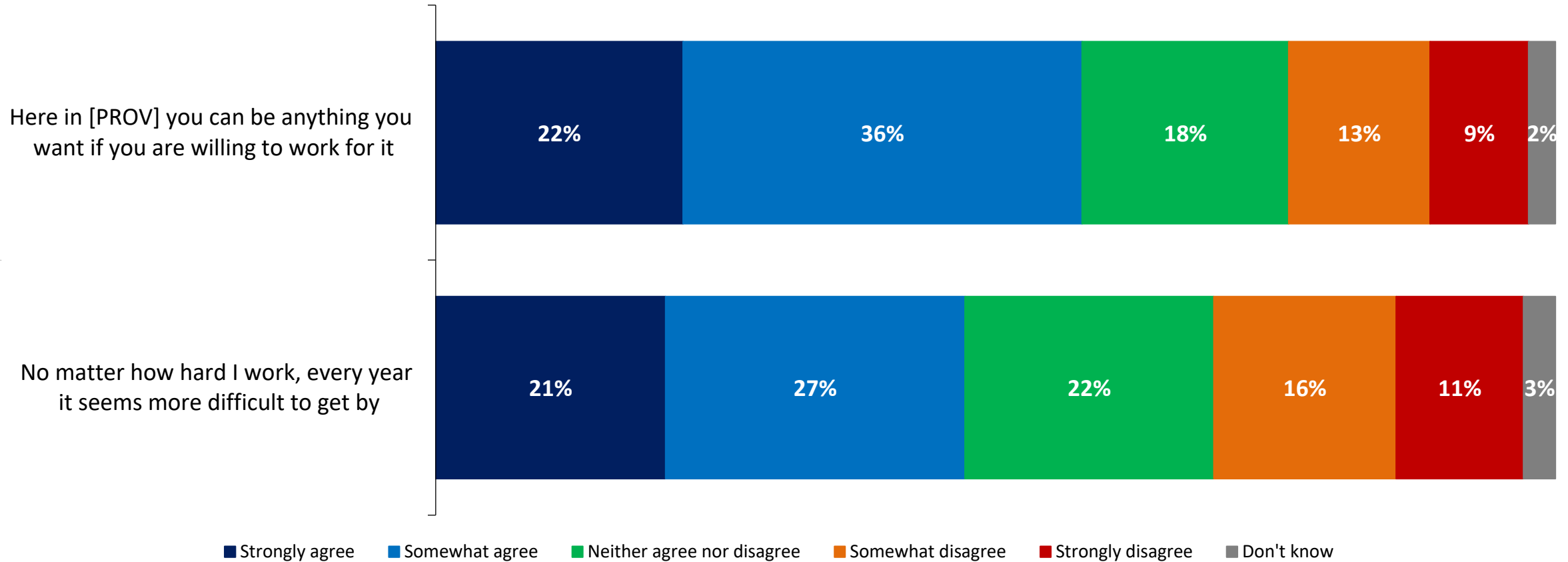
Column %		Populist Conservatives	Deferential Conservatives	Business Liberals	Left Liberals	Core Left	Thrifty Moderates
Governments should base decisions on...	Ability to afford	95%	92%	0%	0%	0%	81%
	Public Need	0%	0%	97%	93%	95%	0%
Is the main role of government to .?	Create equal Opportunity	100%	80%	66%	97%	0%	32%
	Redistribute wealth	0%	16%	26%	0%	96%	43%
When it comes to government decision making...	Rely on common sense	100%	0%	37%	40%	31%	48%
	Listen to experts	0%	87%	55%	46%	58%	25%
The profit system...	Brings out the worst in human nature	0%	0%	0%	85%	85%	58%
	Teaches value of hard work and success	91%	88%	90%	0%	0%	11%

# Segmentation Attitudes: A majority of Canadians believe that you can be anything you want if you're willing to work for it



Do you agree or disagree with the following statements?

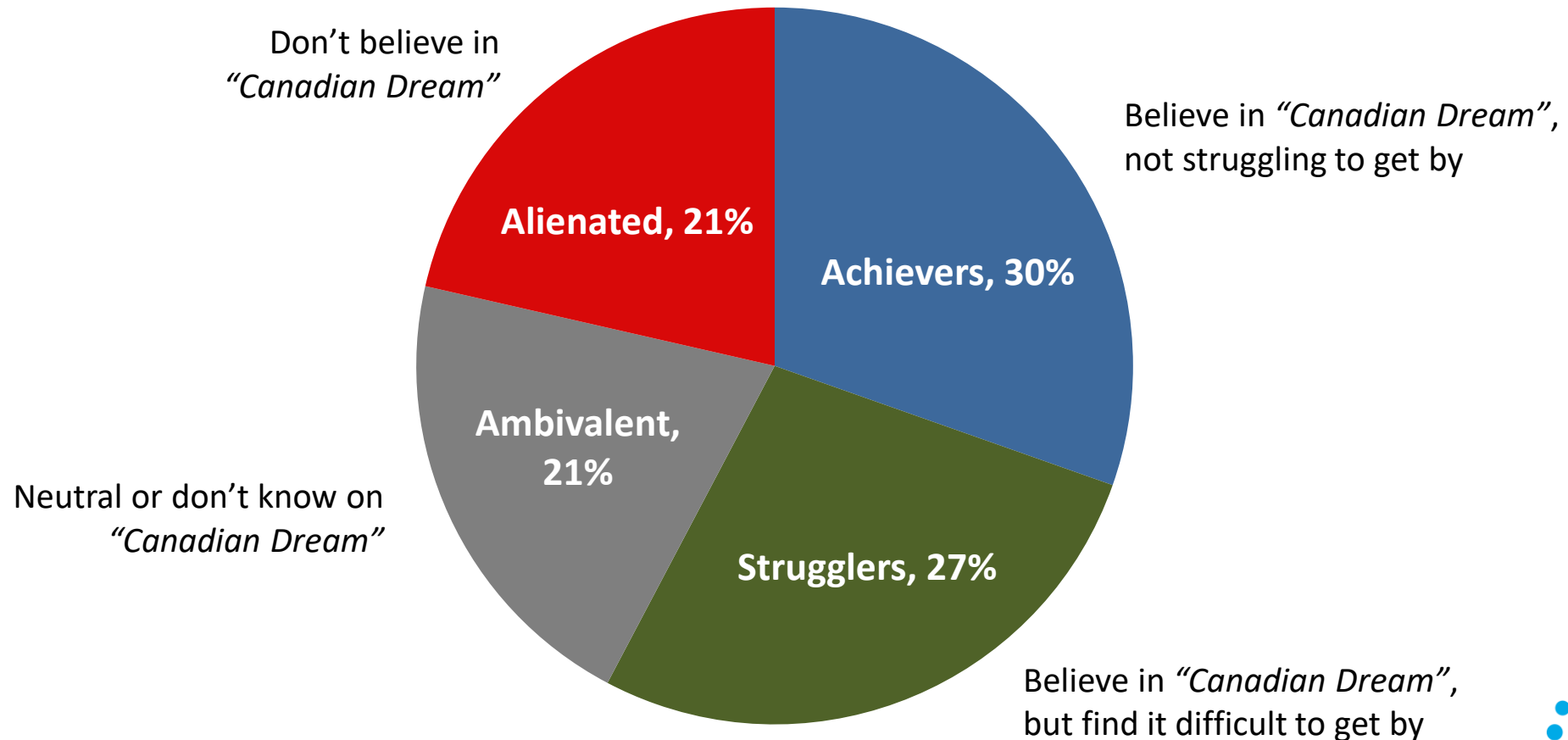
[asked of all respondents; n=2,000]



# Economic Gap Segmentation: Most Canadians are either Canadian Dream Achievers (30%) or Strugglers (27%)

**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=2,000]

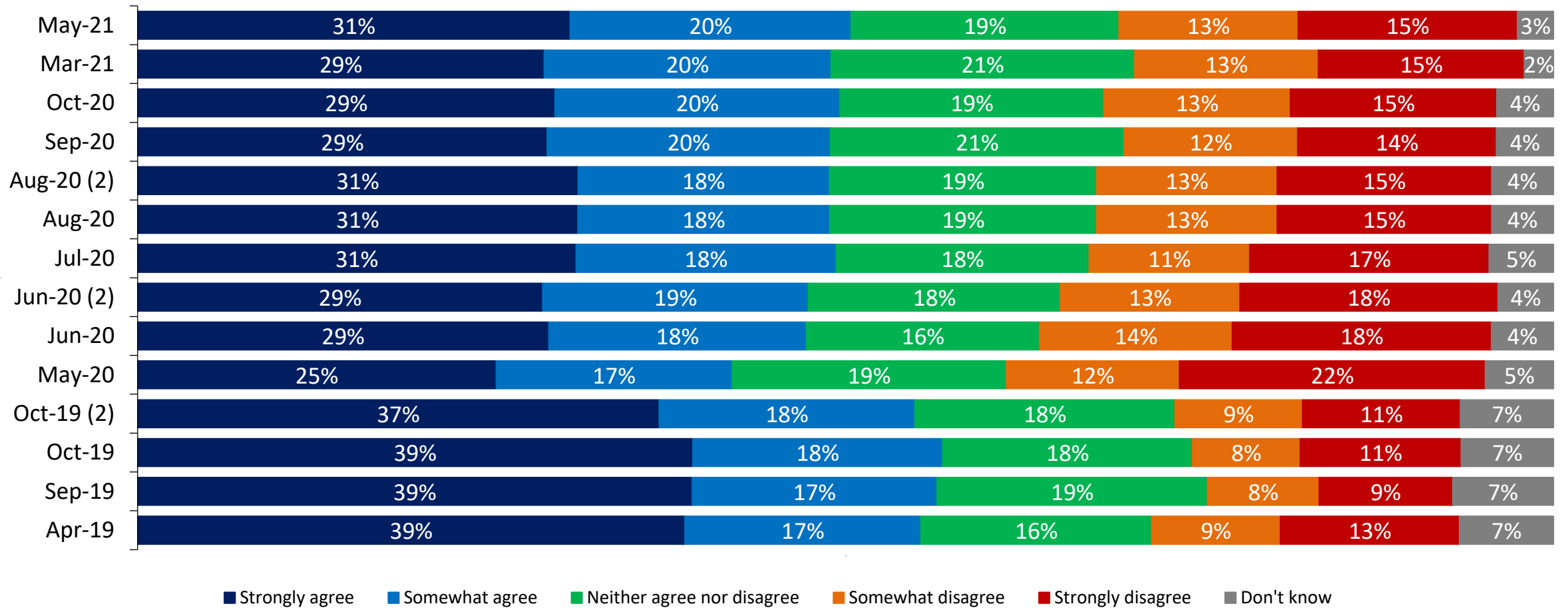


# Time for Change Tracking: The desire for change in Canada is up from March 2021



Do you agree or disagree with the following statements? - It is time for a change in government here in Canada

[asked of all respondents; n=2,000]

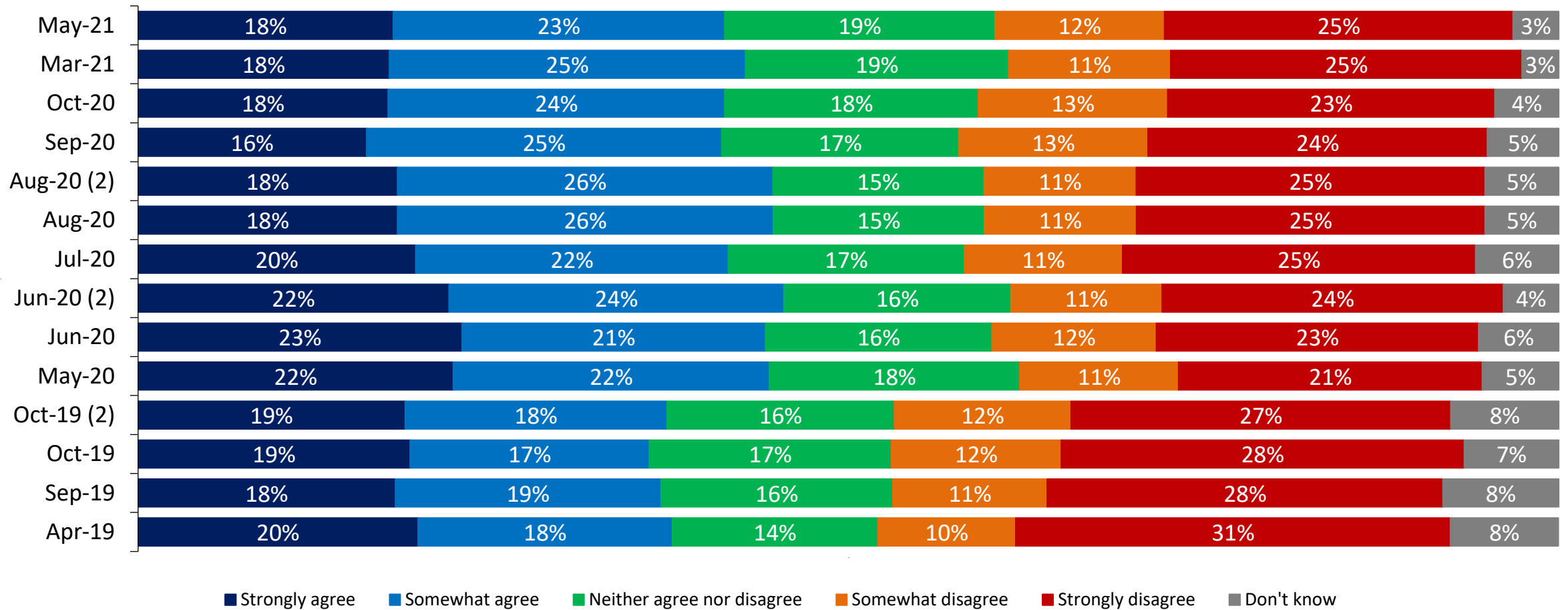


# Best of a Bad Lot Tracking: More than 4-in-10 Canadians (41%) say the Liberals are still the best party to form government <sup>18</sup>



Do you agree or disagree with the following statements? - The Liberals may have their problems but they are still the best party to form government

[asked of all respondents; n=2000]

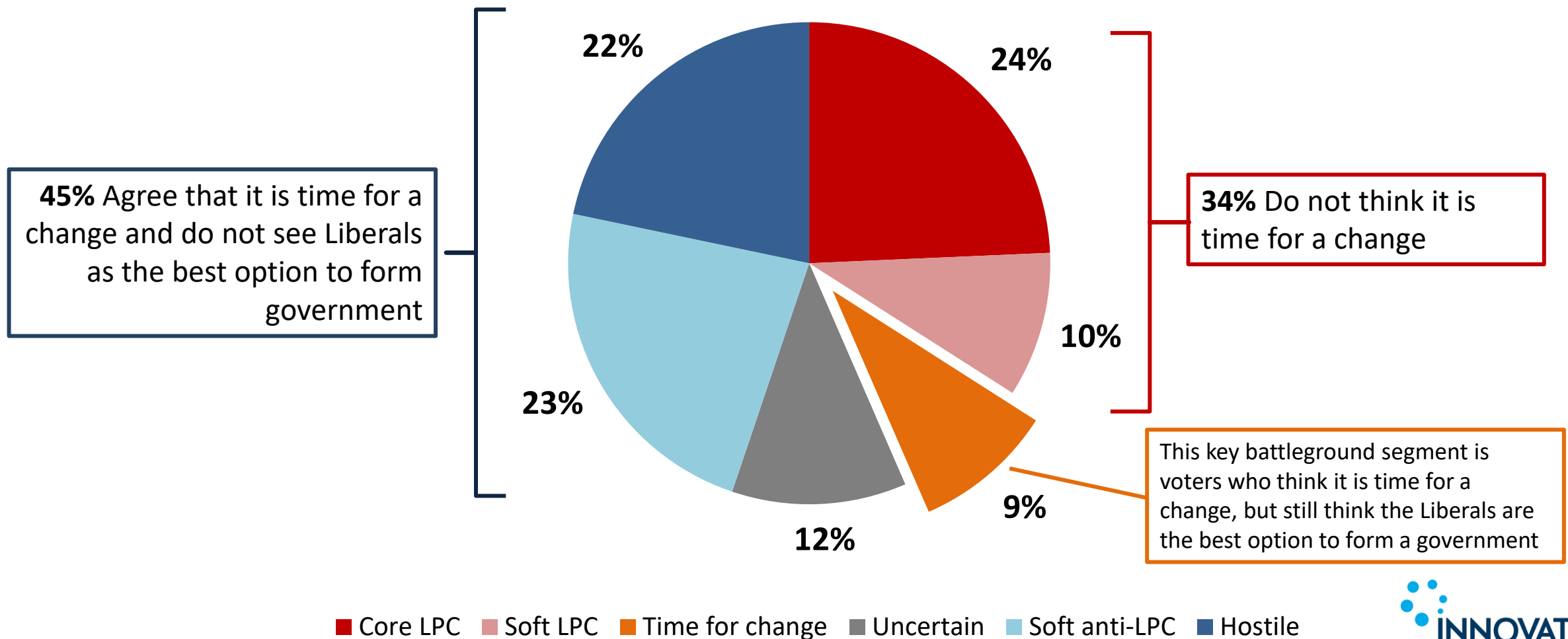




# Time for Change Segmentation: Roughly 2-in-5 (45%) agree it's time for a change of gov't and don't see the Liberals as the best option



Time for Change segmentation: Agree with 'The Liberals may have their problems but they are still the best party to form government' BY Agree with 'It is time for a change in government here in Canada'.  
[asked of all respondents; n=2,000]

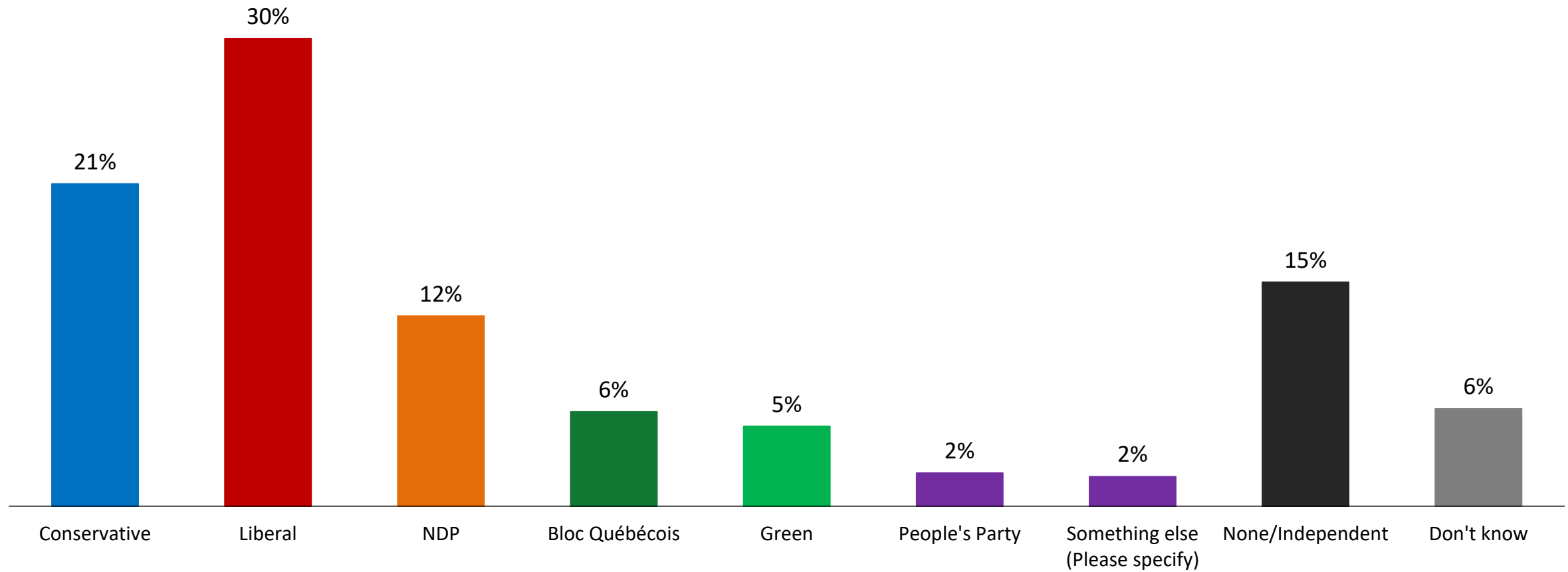


# Federal Party ID: 1-in-3 (30%) identify as Liberals followed by Conservatives (21%) while the NDP trails (12%)



Thinking about politics in Canada, generally speaking, do you usually think of yourself as a...

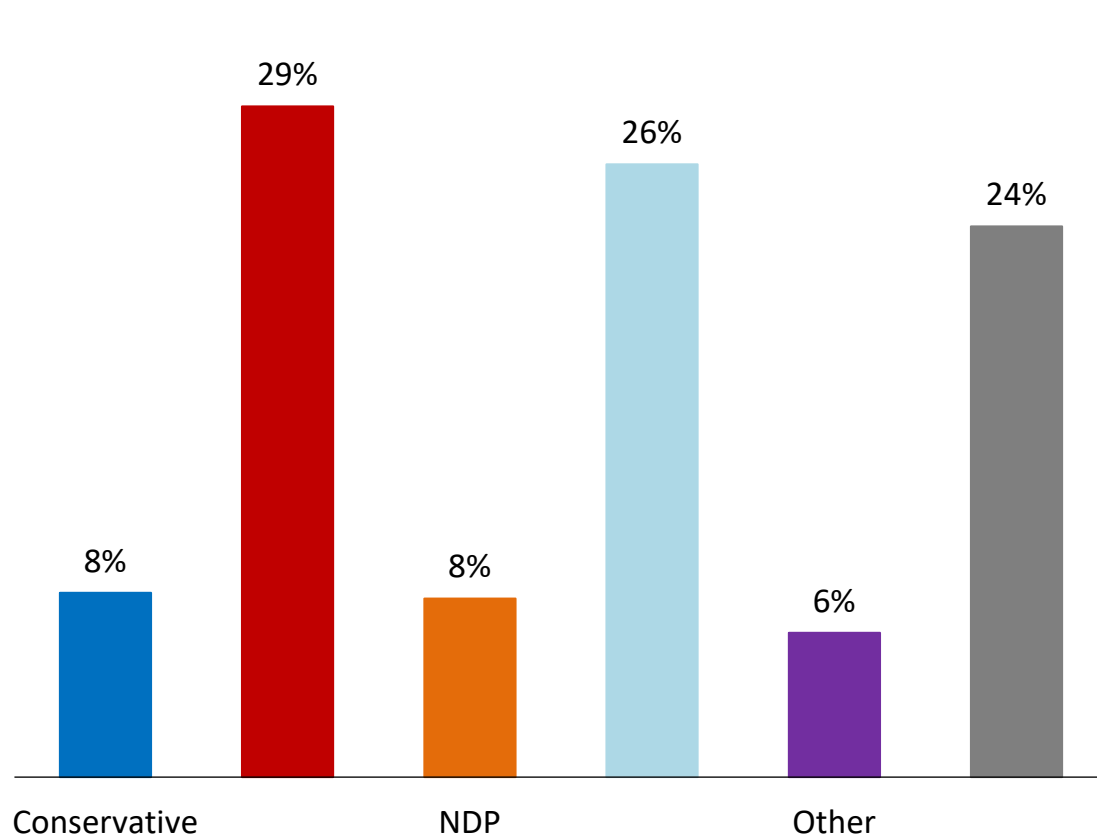
[asked of all respondents; n=2000]



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

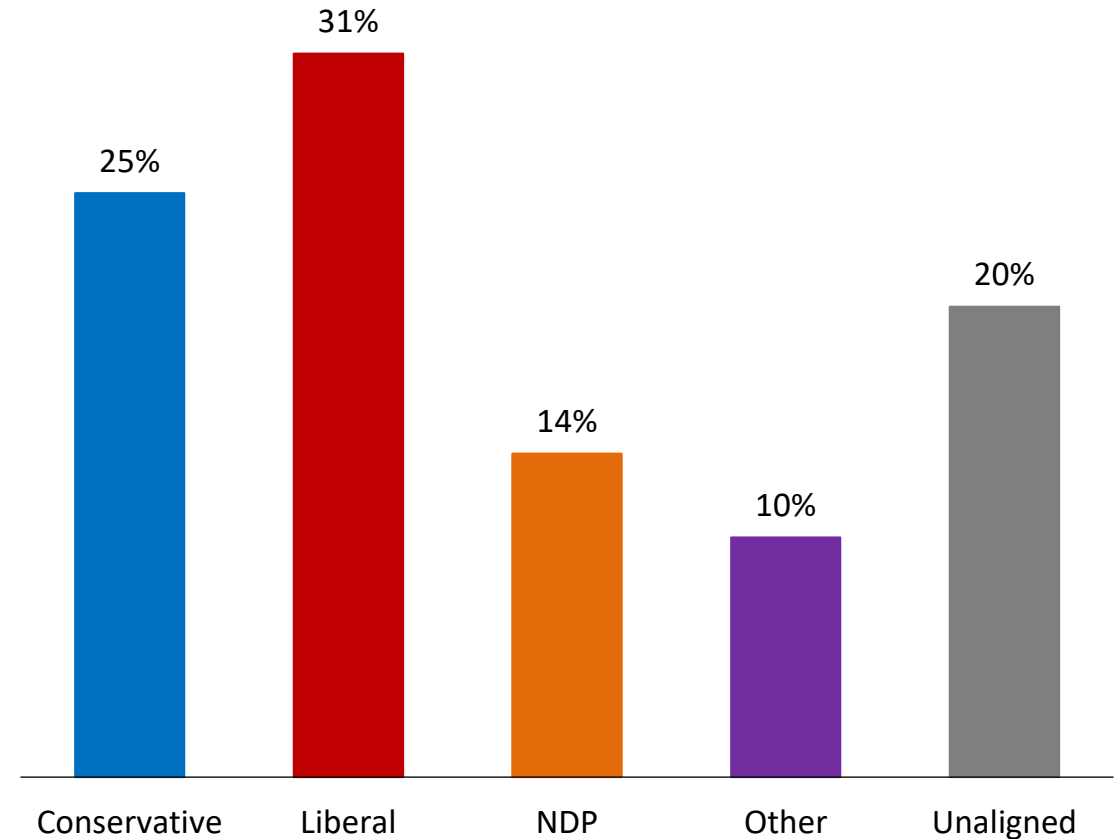
## Party ID: Quebec

[Respondents in Quebec; n=469]



## Party ID: Rest of Canada

[Respondents in the rest of Canada; n=1531]



Thinking about politics in Canada, generally speaking, do you usually think of yourself as a...  
[asked of all respondents; n=2000]



# Leadership

Blanchet has pulled into the lead in net favourability while Trudeau continues to be the clear top choice for Prime Minister.

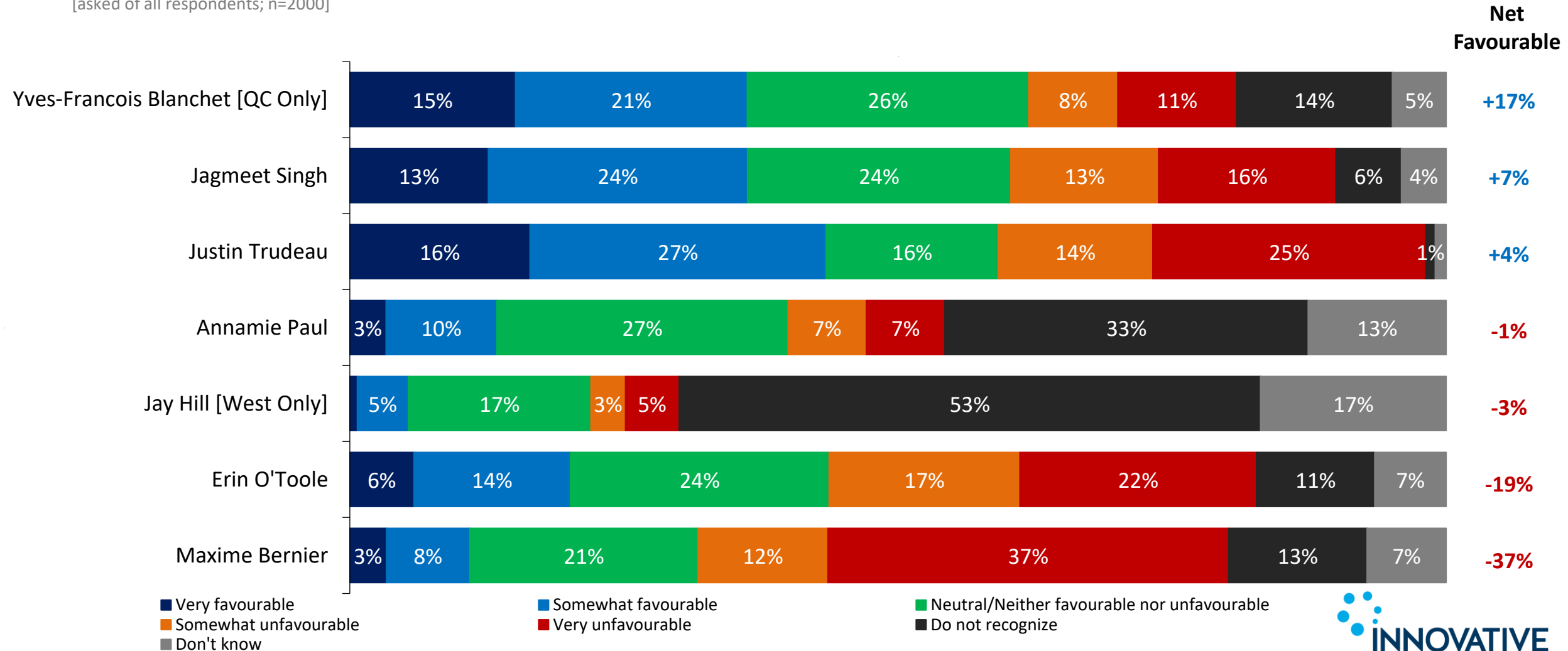


# Leader Favourables: Net favourability is highest for Blanchet (+17%) and lowest for Bernier (-37%)



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=2000]

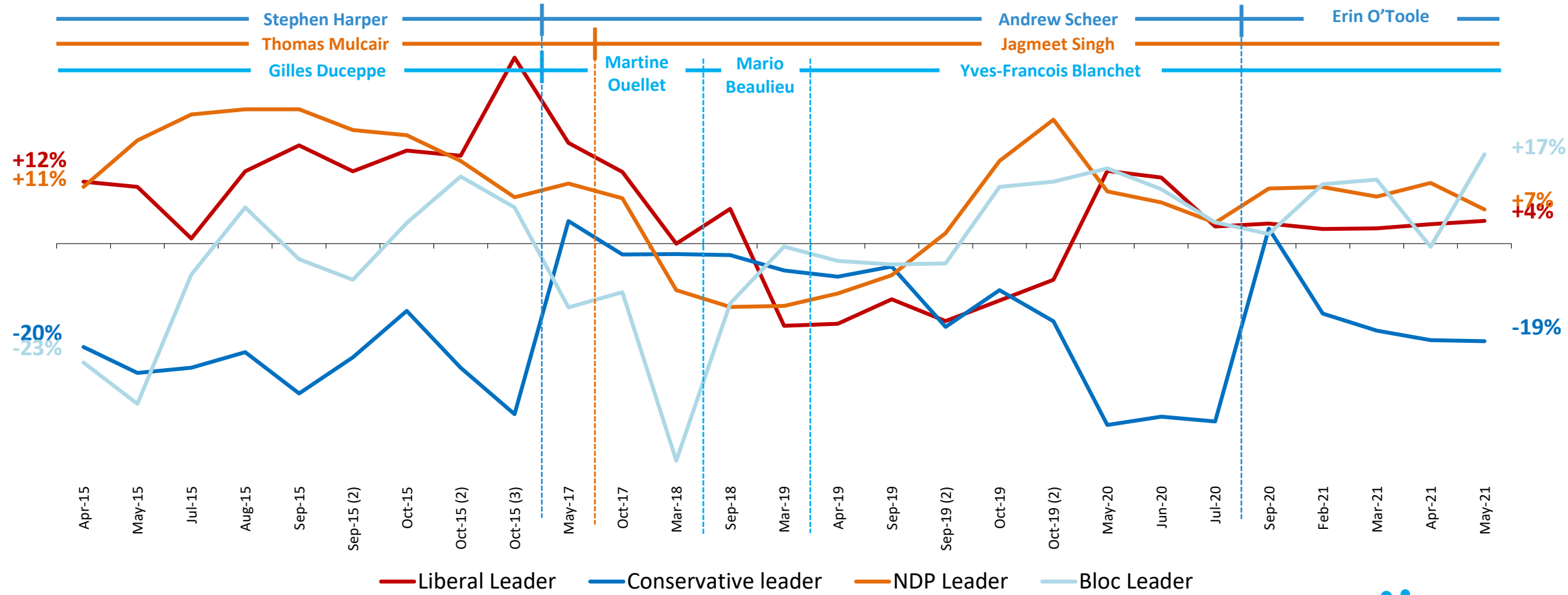


# Party Leader NET Favourables Tracking: O'Toole continues to trail with the lowest net favourability<sup>25</sup>



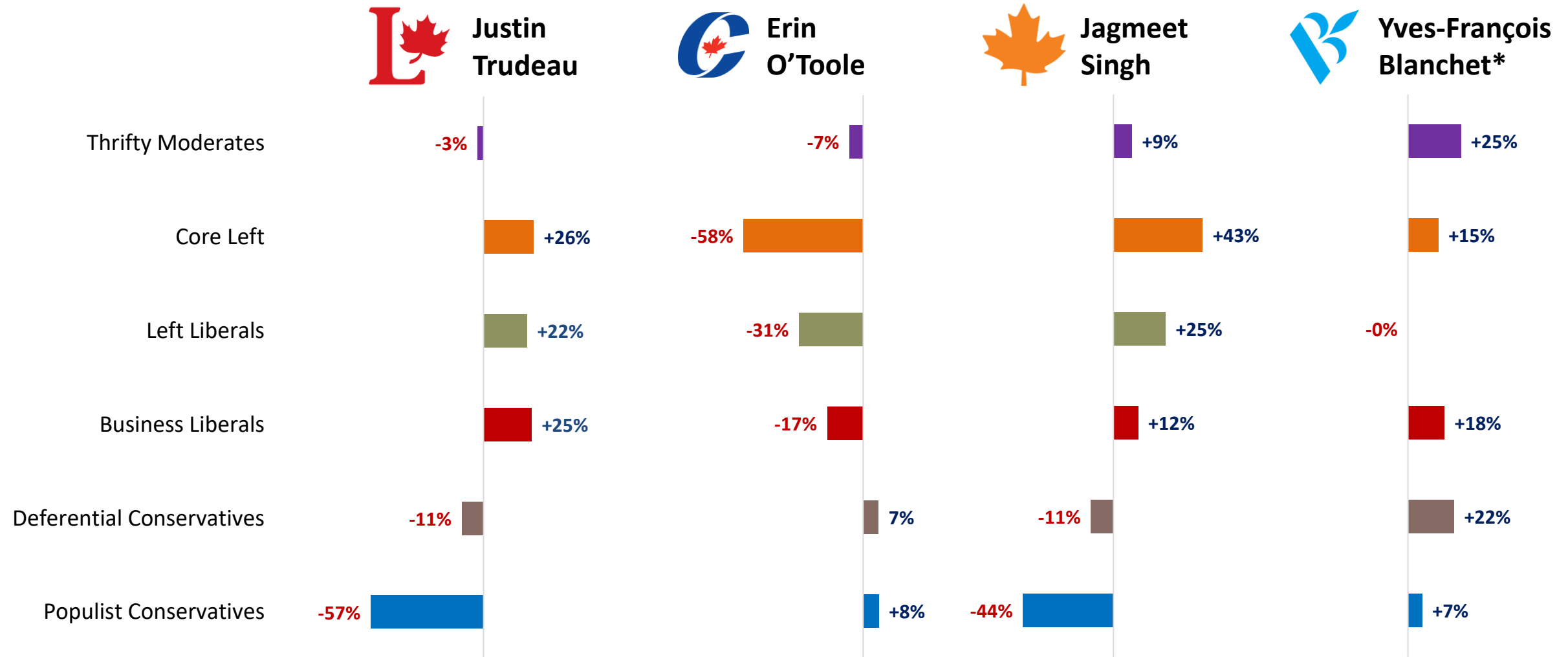
Now we are going to provide you with several names of public figures. Please indicate whether you have heard of that person and, if so, whether you have a favourable or unfavourable impression of that person. If you do not recognize the name, just indicate that.

[asked of all respondents; n=2000]



**Note:** Green Leader, People's Party Leader not shown.  
Current data: May 2021  
Note: Results for Yves-Francois Blanchet for Quebec respondents only

# Leader favourability by value clusters: Trudeau has a positive impression among Core Left, Left Liberals, and Business Liberals

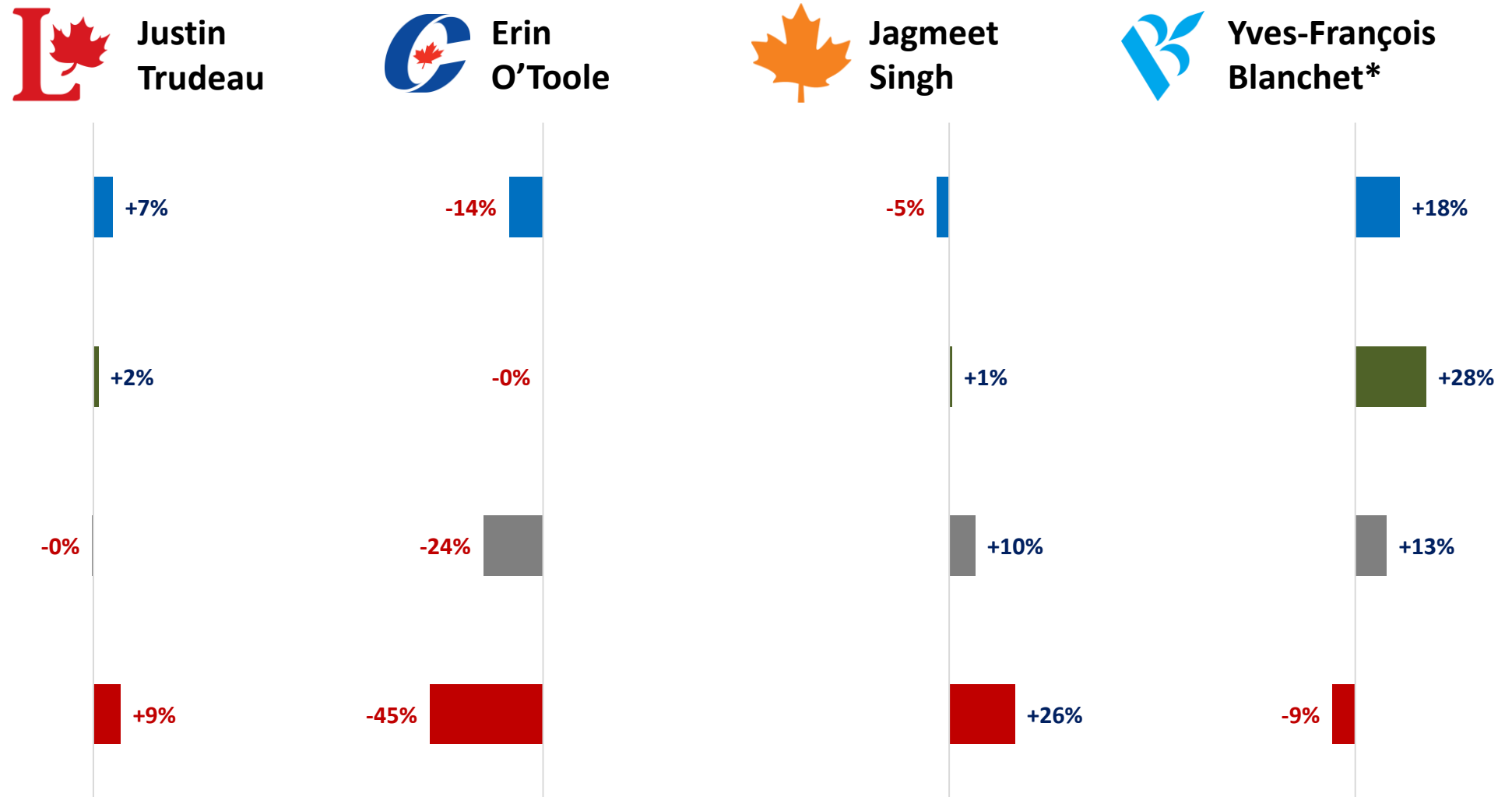


## NET Favourability by Value Clusters:

Each chart shows the net favourability (% favourable minus % unfavourable) for each leader within INNOVATIVE's 6 value cluster segments.

\*Results for Yves-François Blanchet are from Quebec only.

# Leader favourability by Economic Gap: Strugglers have the most positive impression of Blanchet



## NET Favourability by Economic Gap:

Each chart shows the net favourability (% favourable minus % unfavourable) for each leader within INNOVATIVE's 4 economic gap segments.

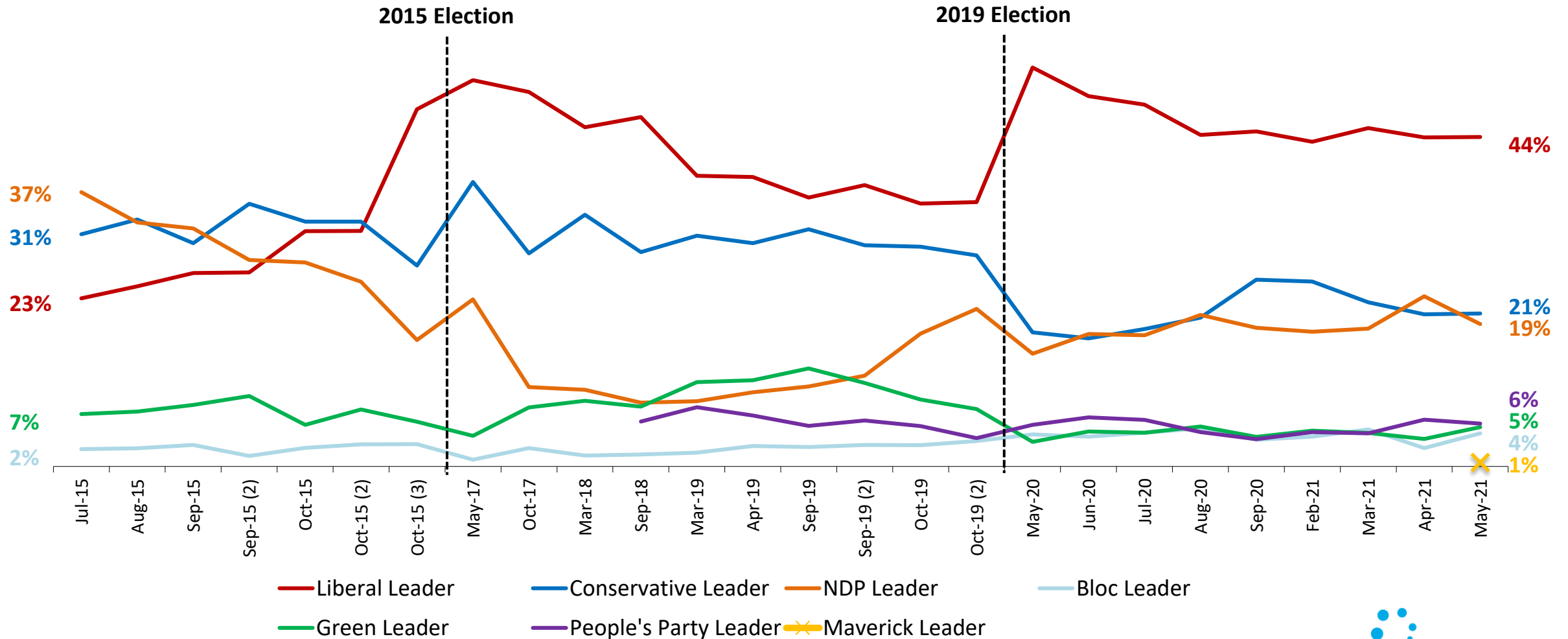
\*Results for Yves-François Blanchet are from Quebec only.

# Best Prime Minister Tracking: Trudeau remains the top choice for Prime Minister at 44%



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

[asked of all respondents; n=2000]





# Vote is mostly steady this month.

Innovative reports on vote intention in two ways.

When we ask people who they would vote for if an election were held today, and who they lean towards if they are unsure, we call those results Combined vote. This accounts for the views of everyone in the population including decided voters, undecided voters, and non-voters.

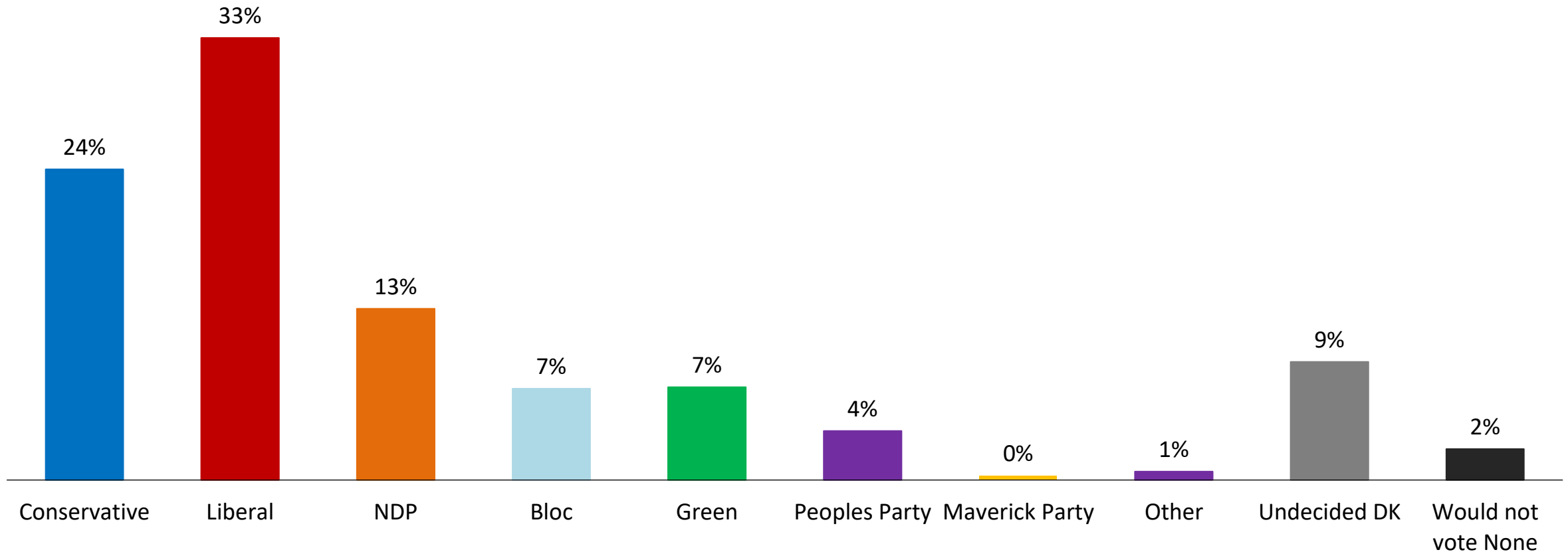
When we look at the results among *only* decided voters, we call that Decided vote. These results most tell us what the election results would be like if the survey results matched the election exactly.

# Federal Combined Vote: The Liberals (33%) lead over the Conservatives (24%) when it comes to the federal vote



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=2000]

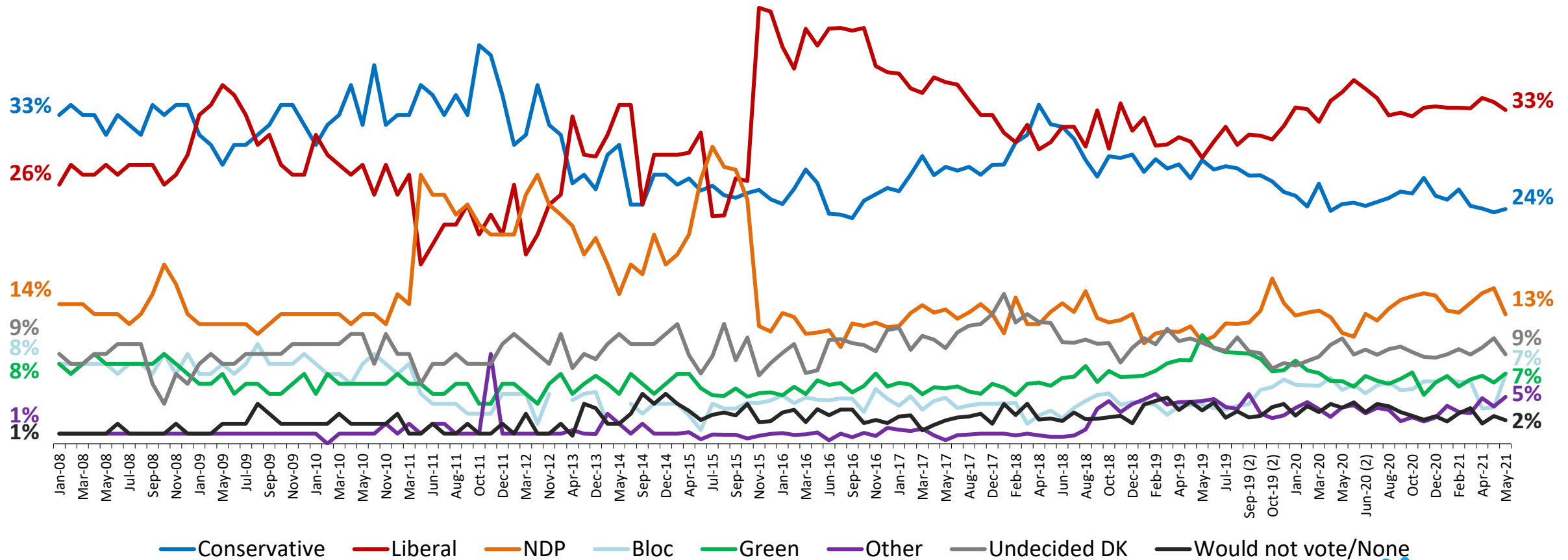


# Federal Vote Tracking: The Liberals continue their lead over the Conservatives while the NDP is down this wave



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=2000]

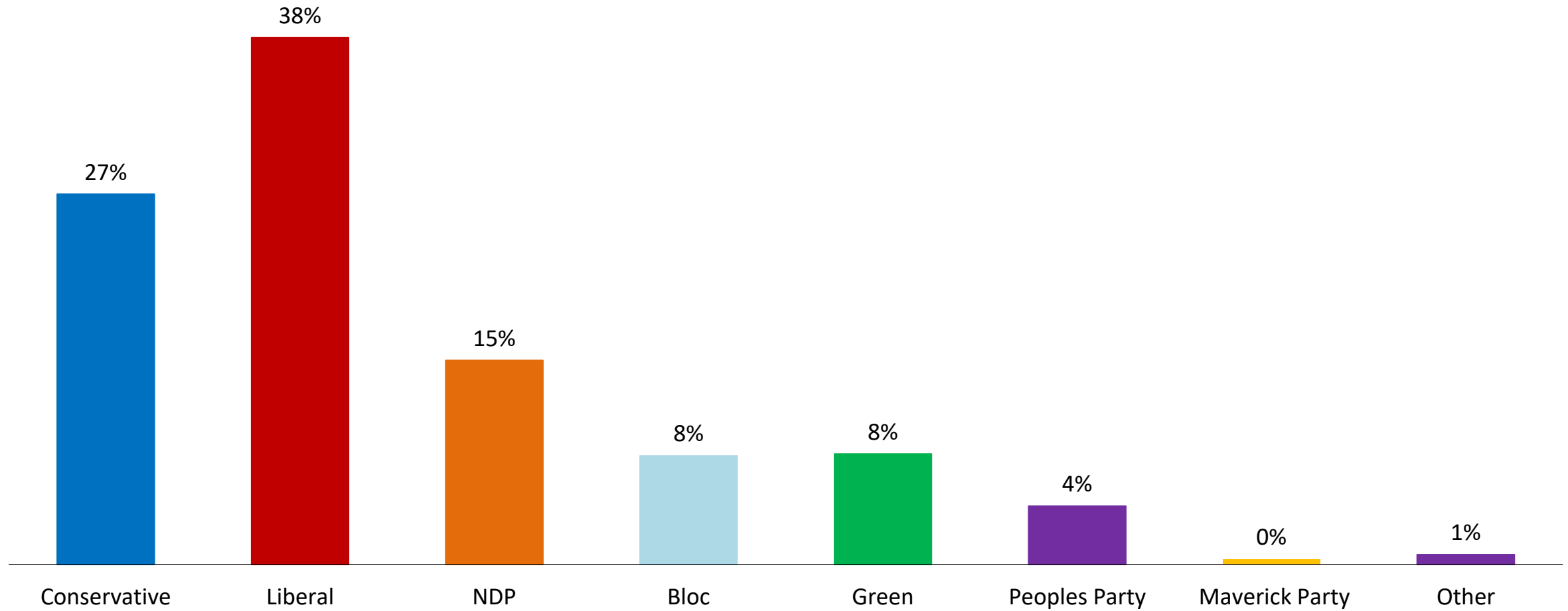


# Federal Decided Vote: Among decided voters, the Liberals (38%) hold a 11-point lead over the Conservatives (27%)



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=1774]



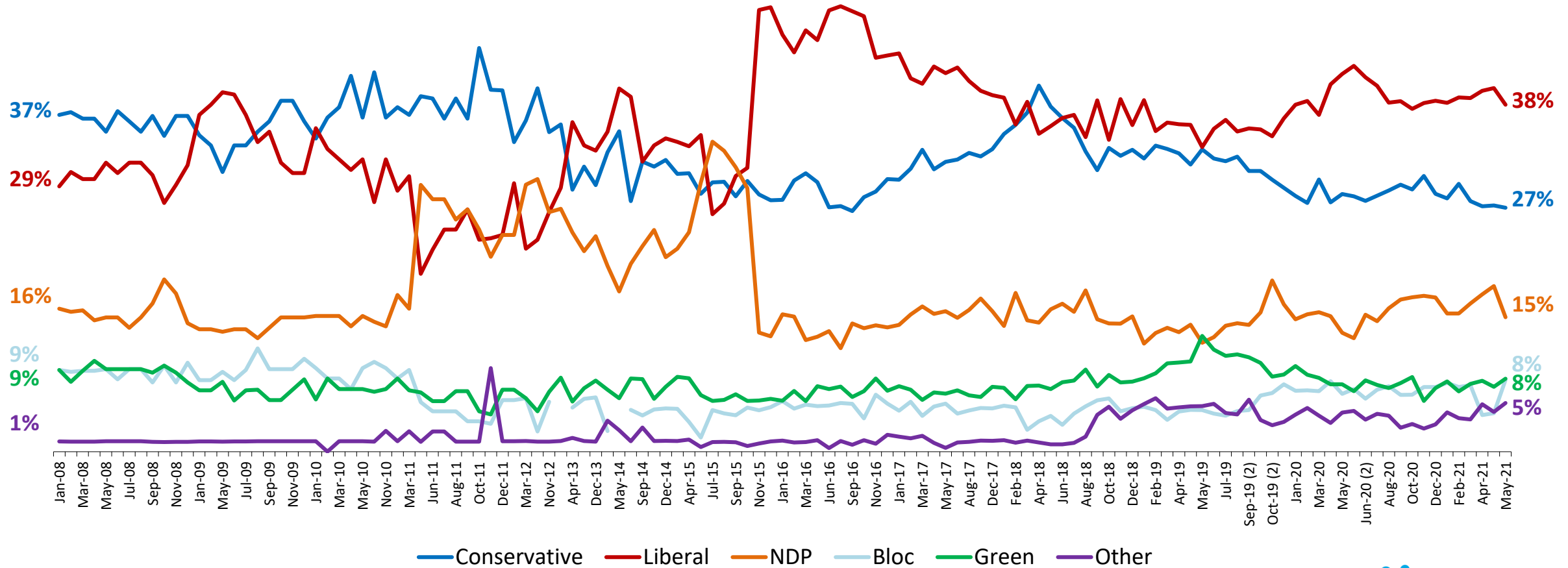
# Federal Decided Vote Tracking: While the Liberals maintain their lead, the NDP is down 3-points

33



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=1774]



# Decided Vote by Region: The Liberals hold a lead in all three of Canada's biggest provinces

Decided vote by Region

		Region					
		BC	AB	Prairies	ON	QC	Atlantic
		(N=240)	(N=202)	(N=113)	(N=702)	(N=401)	(N=116)
Decided Vote	Conservative	24%	44%	42%	27%	13%	29%
	Liberal	38%	27%	28%	43%	34%	47%
	NDP	20%	17%	17%	15%	9%	13%
	Bloc	0%	0%	0%	0%	35%	0%
	Green	11%	5%	6%	9%	7%	8%
	Other	7%	7%	7%	5%	3%	4%

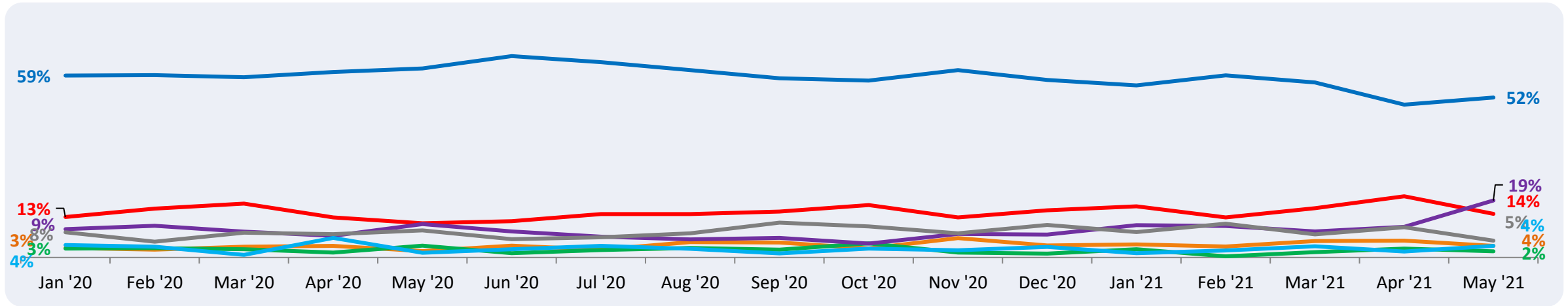
Note: Current data: May 2021

# Decided Vote by Value Cluster: The Liberals and Conservatives are neck-and-neck among Deferential Conservatives

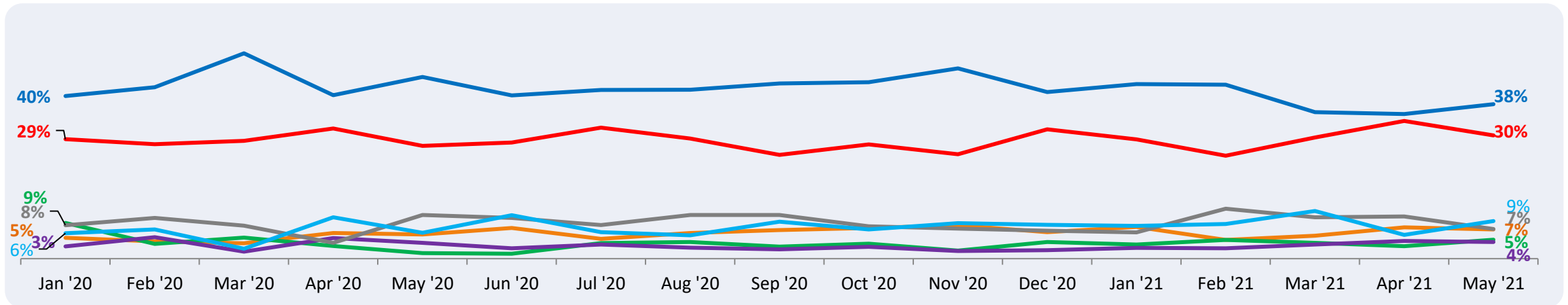
Decided Vote	Value Clusters					
	Populist Conservatives	Deferential Conservatives	Business Liberals	Left Liberals	Core Left	Thrifty Moderates
	(N=250)	(N=244)	(N=437)	(N=213)	(N=372)	(N=259)
Conservative	55%	41%	25%	20%	6%	23%
Liberal	15%	32%	47%	40%	47%	33%
NDP	4%	8%	12%	20%	28%	13%
Bloc	4%	10%	9%	3%	7%	12%
Green	2%	5%	5%	14%	10%	13%
Other	20%	4%	1%	3%	1%	7%

# Combined Vote by Value Cluster: The Conservatives continue to lead among both conservative value clusters

## Populist Conservatives



## Deferential Conservatives



Combined vote:

Liberal

Conservative

NDP

Bloc

Green

Other

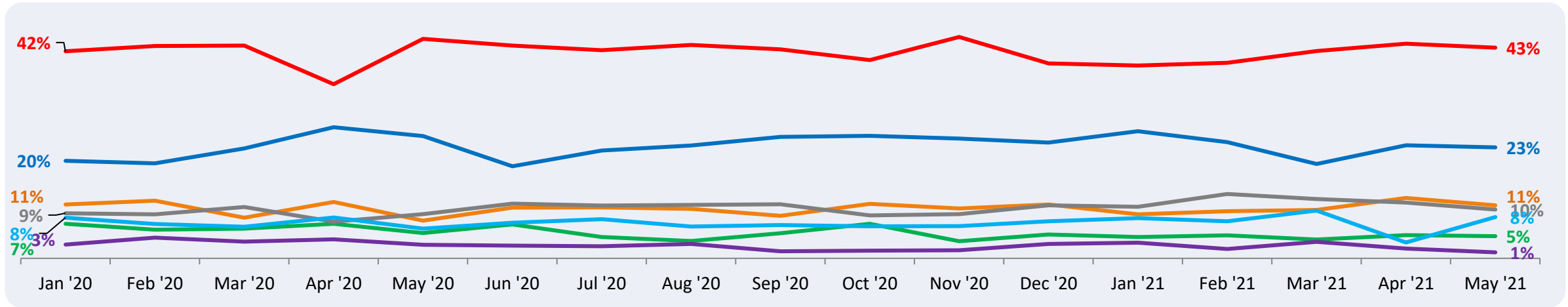
Undecided/  
not Vote

Note: Current data: May 2021

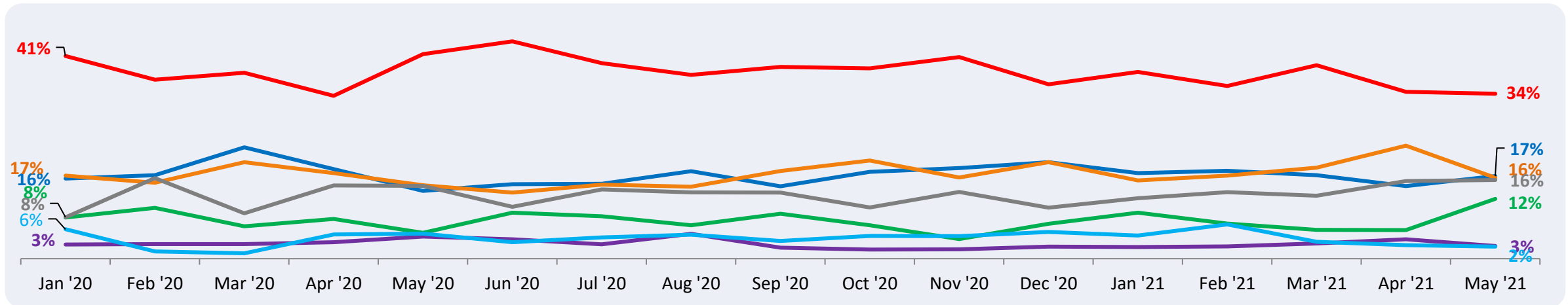


# Combined Vote by Value Cluster: The Liberals maintain their lead among both Business and Left Liberals<sup>37</sup> both Business and Left Liberals

## Business Liberals



## Left Liberals

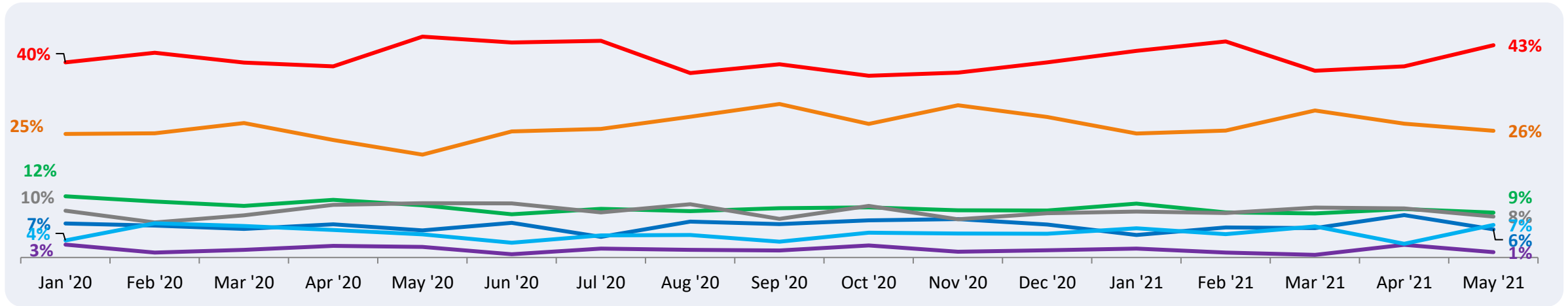


Combined vote:	Liberal	Conservative	NDP	Bloc	Green	Other	Undecided/ not Vote	Would not Vote
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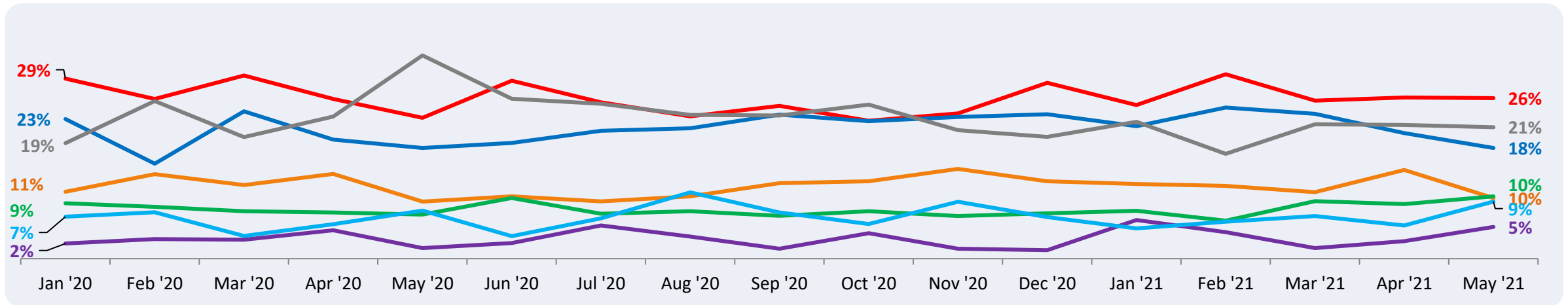
Note: Current data: May 2021

# Combined Vote by Value Cluster: More than 4-in-10 Core Left voters say<sup>38</sup> they would vote Liberal

## Core Left



## Thrifty Moderates



Combined vote:	Liberal	Conservative	NDP	Bloc	Green	Other	Undecided/ not Vote	Would not Vote
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Note: Current data: May 2021

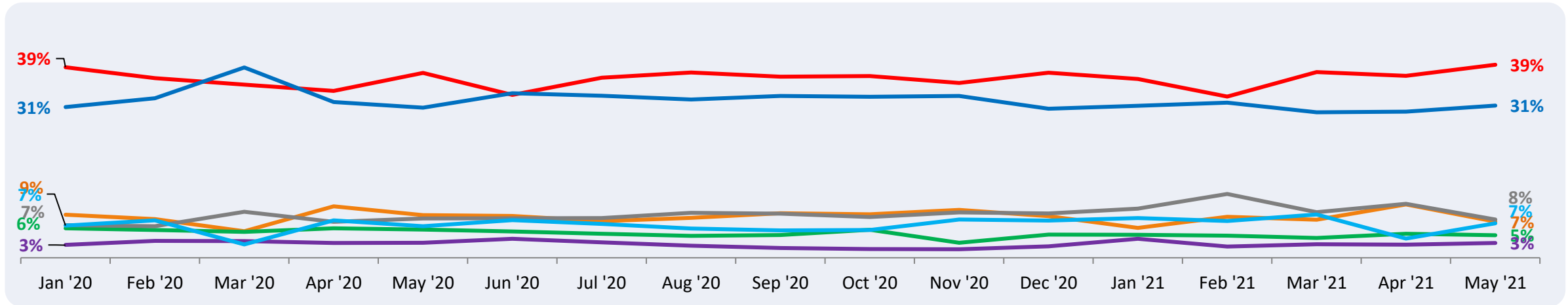
# Decided Vote by Economic Gap: The Liberals lead over the Conservatives in all economic gap segments; tied in Strugglers

Decided Vote	Economic Gap			
	Achievers	Strugglers	Ambivalent	Alienated
	(N=561)	(N=492)	(N=334)	(N=388)
Conservative	34%	31%	21%	15%
Liberal	43%	31%	40%	38%
NDP	8%	10%	18%	26%
Bloc	8%	14%	5%	3%
Green	5%	8%	9%	12%
Other	3%	6%	6%	6%

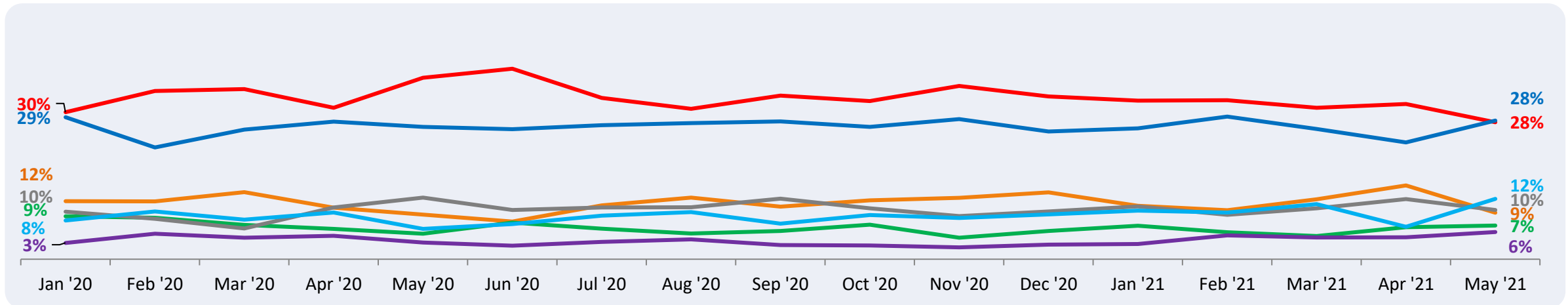
**Note:** Current data: May 2021

# Combined Vote by Economic Gap: The Liberals and Conservatives are now tied among Strugglers

## Canadian Dream Achievers



## Canadian Dream Strugglers



Combined vote:

Liberal

Conservative

NDP

Bloc

Green

Other

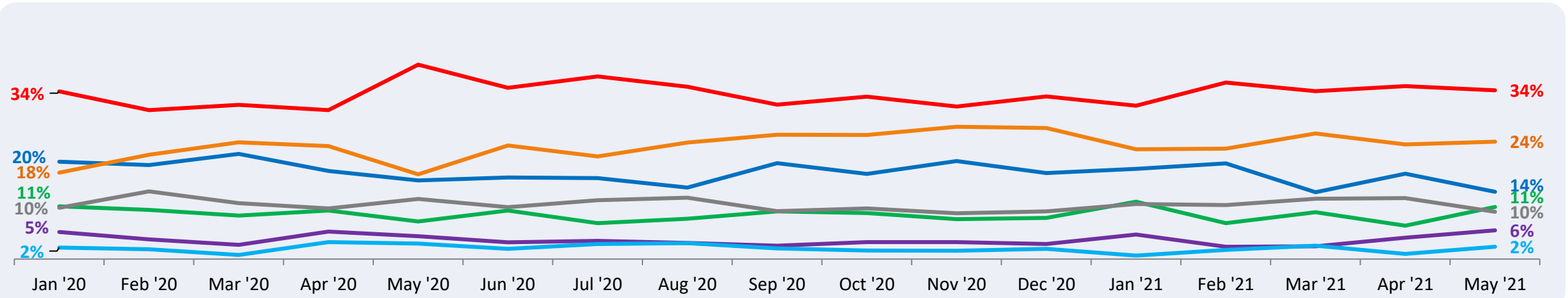
Undecided/  
not Vote

Would  
not Vote

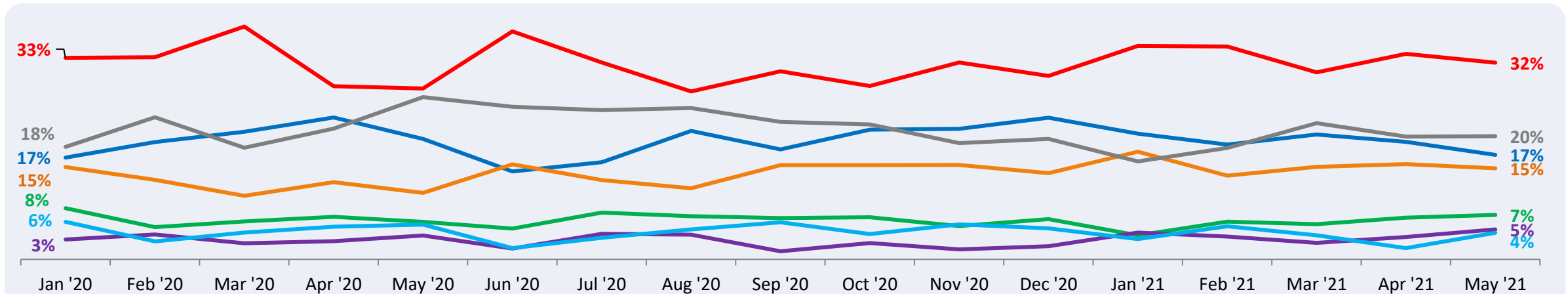
Note: Current data: May 2021

# Combined Vote by Economic Gap: The Liberals lead among both Alienated and Ambivalent voters

## Alienated



## Ambivalent



Combined vote:	Liberal	Conservative	NDP	Bloc	Green	Other	Undecided/ not Vote
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Note: Current data: May 2021

# Decided Vote by Time for Change: 44% of time for change Liberals would still vote for the Liberal Party

Decided Vote	Time for Change					
	Core LPC	Soft LPC	Time for change	Uncertain	Soft anti-LPC	Hostile
	(N=474)	(N=179)	(N=181)	(N=130)	(N=400)	(N=409)
Conservative	1%	4%	23%	13%	35%	64%
Liberal	85%	58%	44%	30%	10%	1%
NDP	6%	21%	18%	22%	25%	8%
Bloc	3%	8%	2%	16%	15%	6%
Green	5%	7%	11%	12%	11%	7%
Other	0%	1%	3%	6%	5%	14%

Note: Current data: May 2021

# Decided Vote by Party ID: Both the Liberal and CPC partisans are loyal with over 80% of their vote going towards their own party

		Federal Party Identification				
Decided Vote		Conservative	Liberal	NDP	Other	Unaligned
		(N=412)	(N=593)	(N=240)	(N=296)	(N=234)
	Conservative	84%	4%	5%	6%	29%
	Liberal	6%	87%	12%	9%	31%
	NDP	2%	4%	74%	5%	14%
	Bloc	1%	1%	1%	37%	8%
	Green	2%	2%	5%	30%	10%
	Other	5%	1%	3%	13%	9%

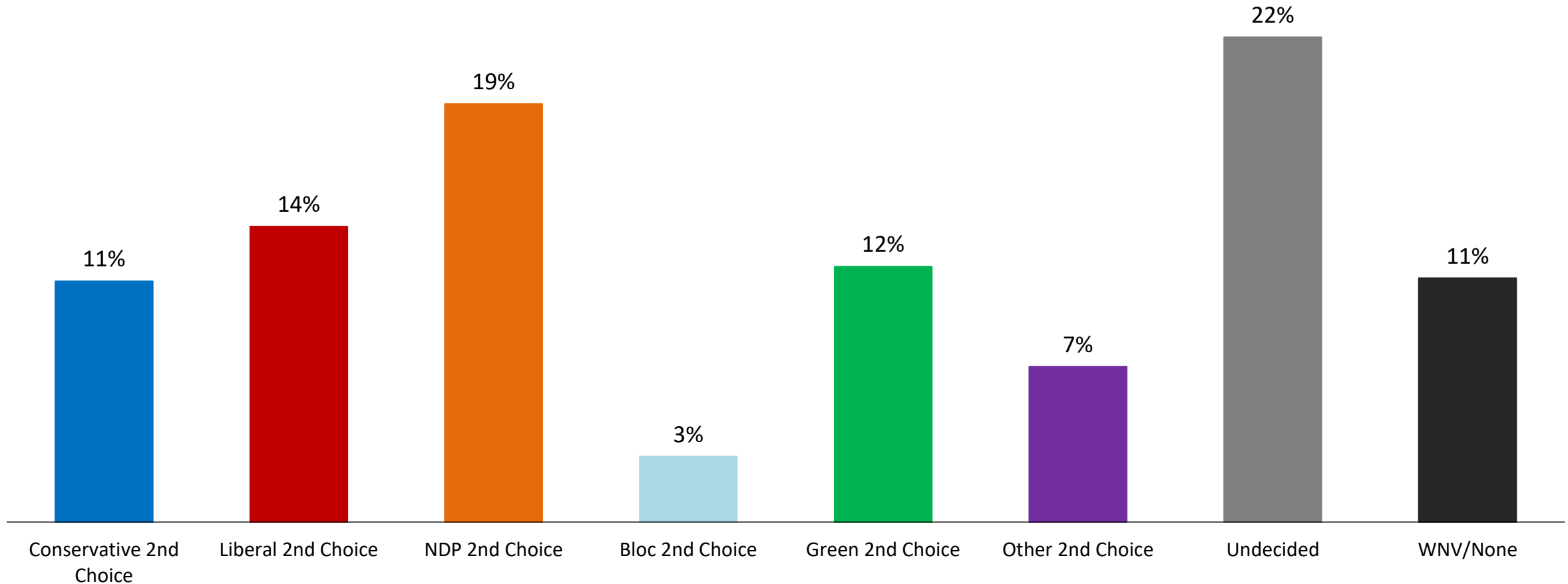
Note: Current data: May 2021

# Federal 2nd Choice: A plurality of decided voters either choose the NDP (19%) as their second choice or are undecided (22%)



And which party would be your second choice?

[only decided voters; n=1774]





# Federal 2nd Choice: The top 2<sup>nd</sup> choice of Liberal voters is the NDP and vice versa

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

Second Choice	First Choice				
	Conservative 1st Choice	Liberal 1st Choice	NDP 1st Choice	Bloc 1st Choice	Green 1st Choice
	(N=471)	(N=670)	(N=260)	(N=138)	(N=141)
	Conservative 2nd Choice	15%	10%	18%	14%
	Liberal 2nd Choice	17%	38%	18%	24%
	NDP 2nd Choice	10%	36%	13%	24%
	Bloc 2nd Choice	3%	3%		3%
	Green 2nd Choice	8%	26%	8%	0%
	Other 2nd Choice	17%	3%	1%	7%
	Undecided	25%	17%	30%	22%
	WNV/None	21%	3%	11%	6%

**Note:** 'Other' in Combined Vote not shown due to insufficient sample size.

Current data: May 2021

# Methodology

# Survey Methodology

**These are the results of an online survey conducted between May 7<sup>th</sup> and May 31<sup>st</sup>, 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 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=2,579 Canadian citizens, 18 years or older. The results are nationally weighted to n=2,000 based on Census data from Statistics Canada.

**Field Dates:** May 7th and May 31st, 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 (%)
<b>Men 18-34</b>	248	9.7%	260	13.1%
<b>Men 35-54</b>	378	14.8%	337	16.9%
<b>Men 55+</b>	702	27.4%	364	18.3%
<b>Women 18-34</b>	304	11.9%	271	13.6%
<b>Women 35-54</b>	387	15.1%	350	17.6%
<b>Women 55+</b>	540	21.1%	409	20.5%
<b>BC</b>	361	14%	270	13.5%
<b>AB</b>	329	12.8%	221	11.1%
<b>Prairies</b>	161	6.2%	132	6.6%
<b>ON</b>	939	36.4%	770	38.5%
<b>QC</b>	547	21.2%	469	23.5%
<b>Atlantic</b>	242	9.4%	138	6.9%

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