



Canada This Month Party Brands

Public Opinion Research
Release Date: August 12, 2021 (Updated August 13)
Field Dates: July 22, 2021 to August 4, 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 June to 54%. The Liberals continue to lead in vote over the Conservatives.

Today, INNOVATIVE is releasing results from our July 2021 Canada This Month survey. This online survey was in field from July 17th to August 4th, 2021 with a weighted sample size of 1,500. Detailed methodology is provided in the appendix.

This report covers key results on government satisfaction, approval of the federal government on COVID-19 and vote choice.

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Government Approval

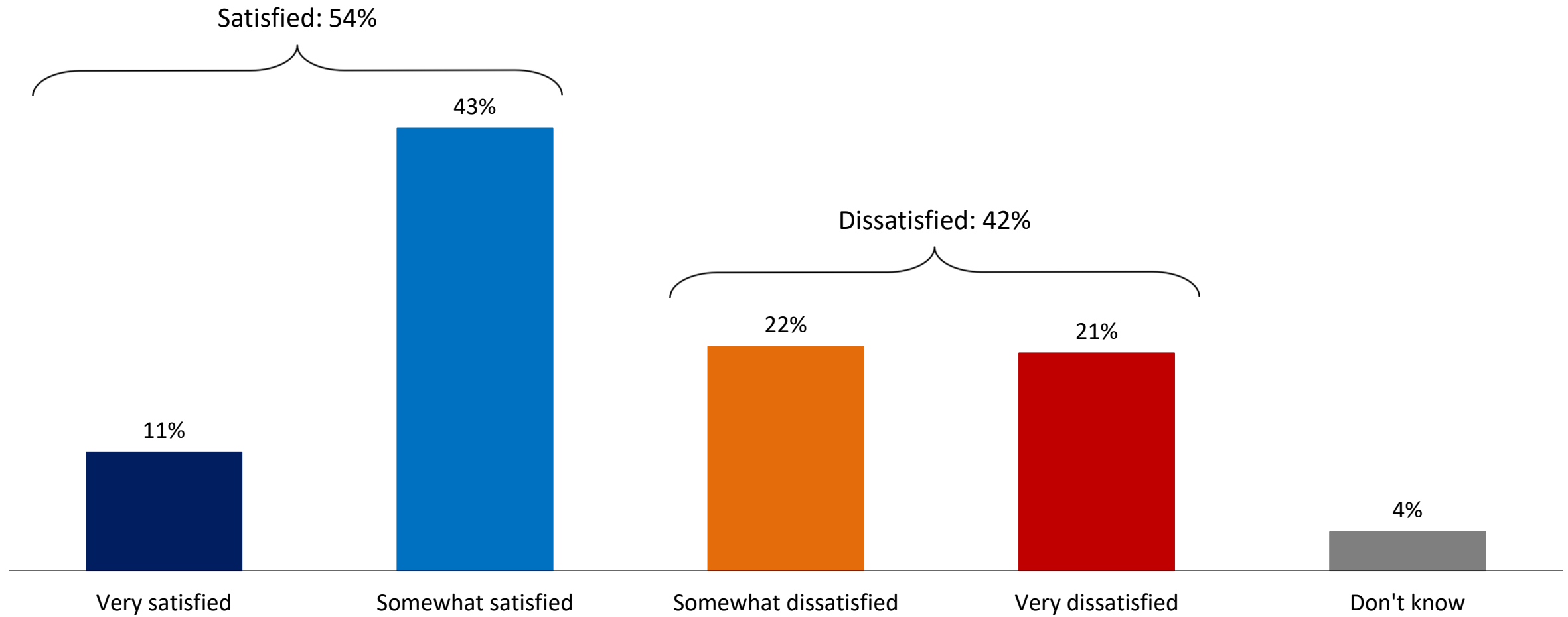
A majority of Canadians are satisfied with the federal government and approve of how they are handling the pandemic. COVID approval has been growing this summer.

Federal Satisfaction: Slightly more than half (54%) are satisfied with the performance of the federal government



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]



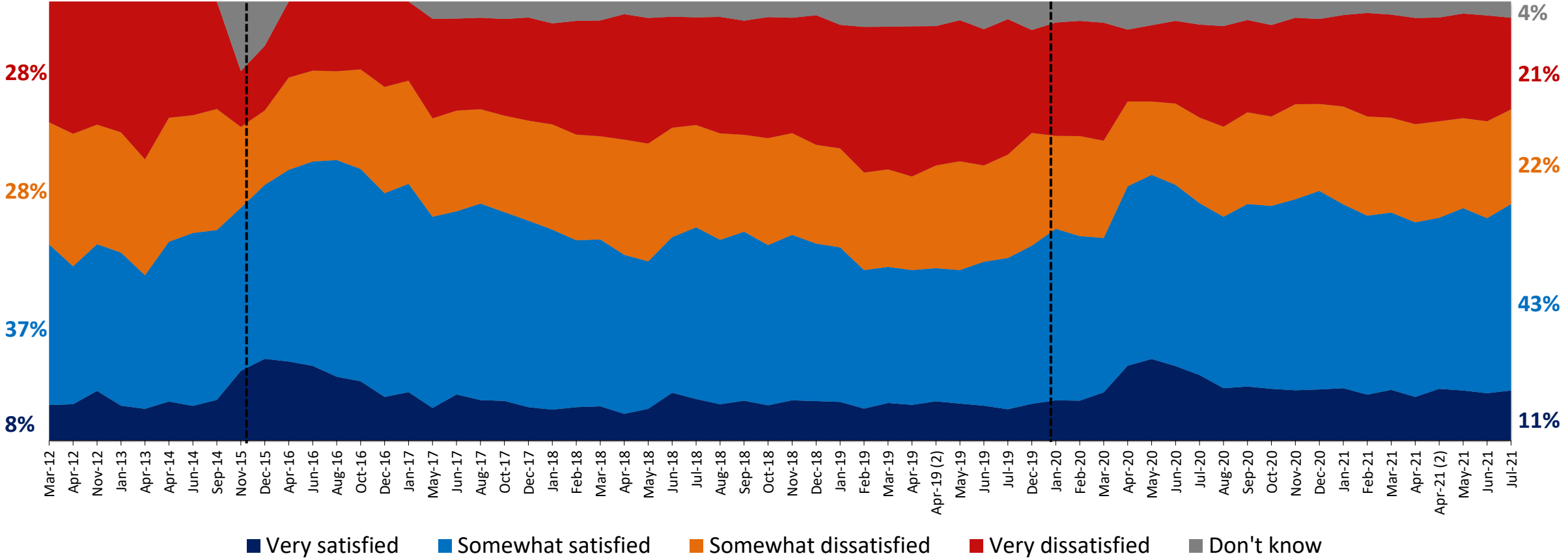
Federal Satisfaction Tracking: Satisfaction with the federal government's performance has gone up since June



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

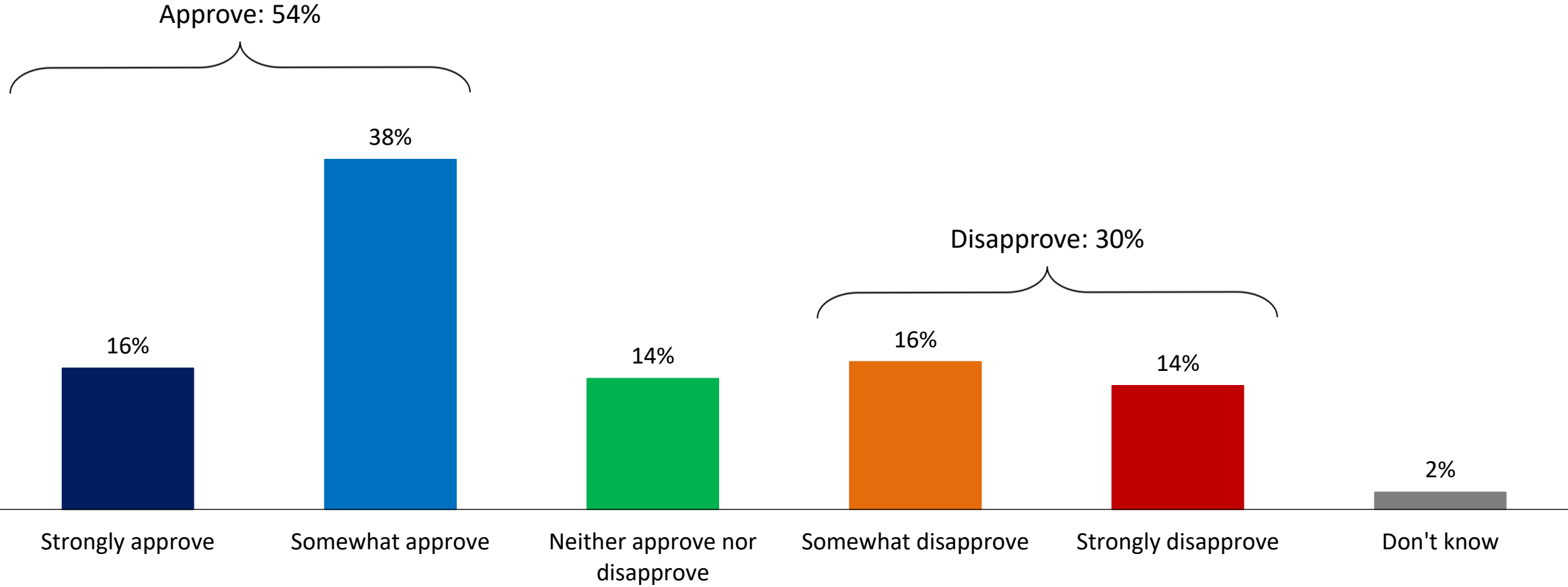


COVID-19 Handling: More than half (54%) of the respondents approve of how the federal government has been handling COVID-19



Now thinking about the federal government, do you approve or disapprove of the way the federal government has handled the outbreak of COVID-19?

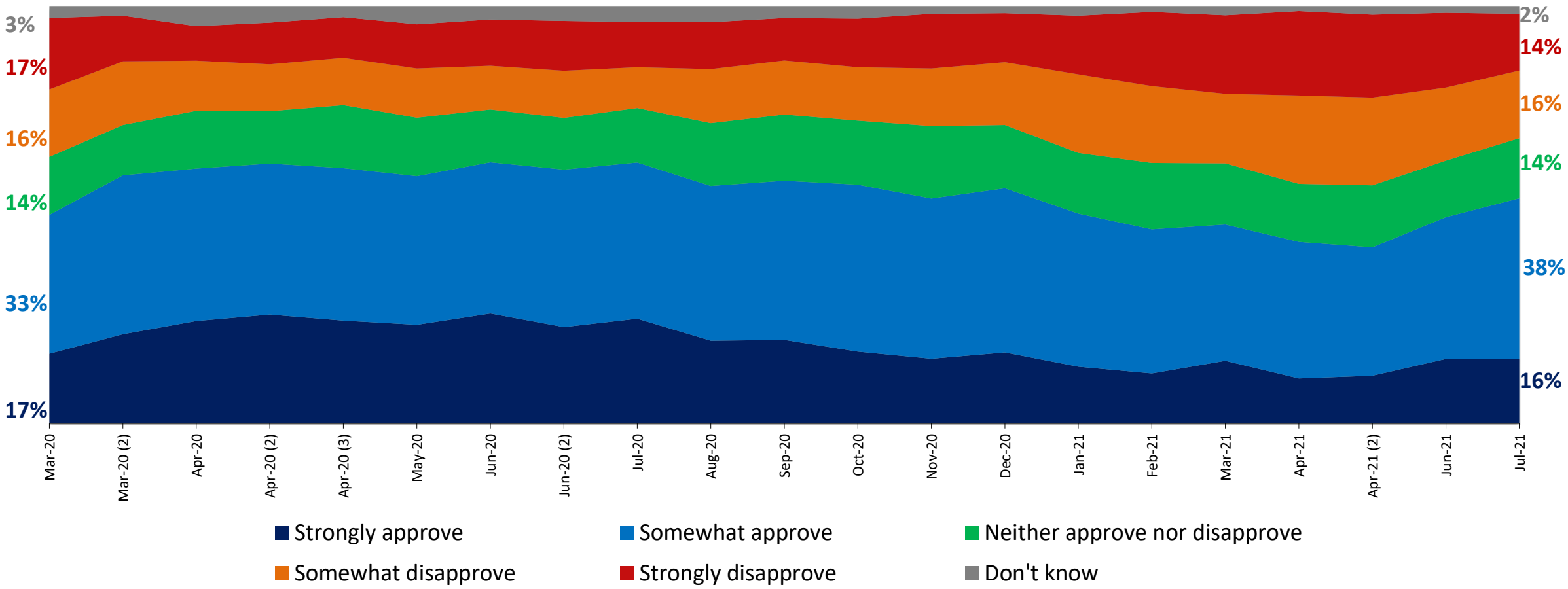
[asked of all respondents; n=1,500]



COVID-19 Handling Tracking: Approval of the federal gov'ts handling of COVID-19 has been increasing since late April – up 11 points



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=1,500]

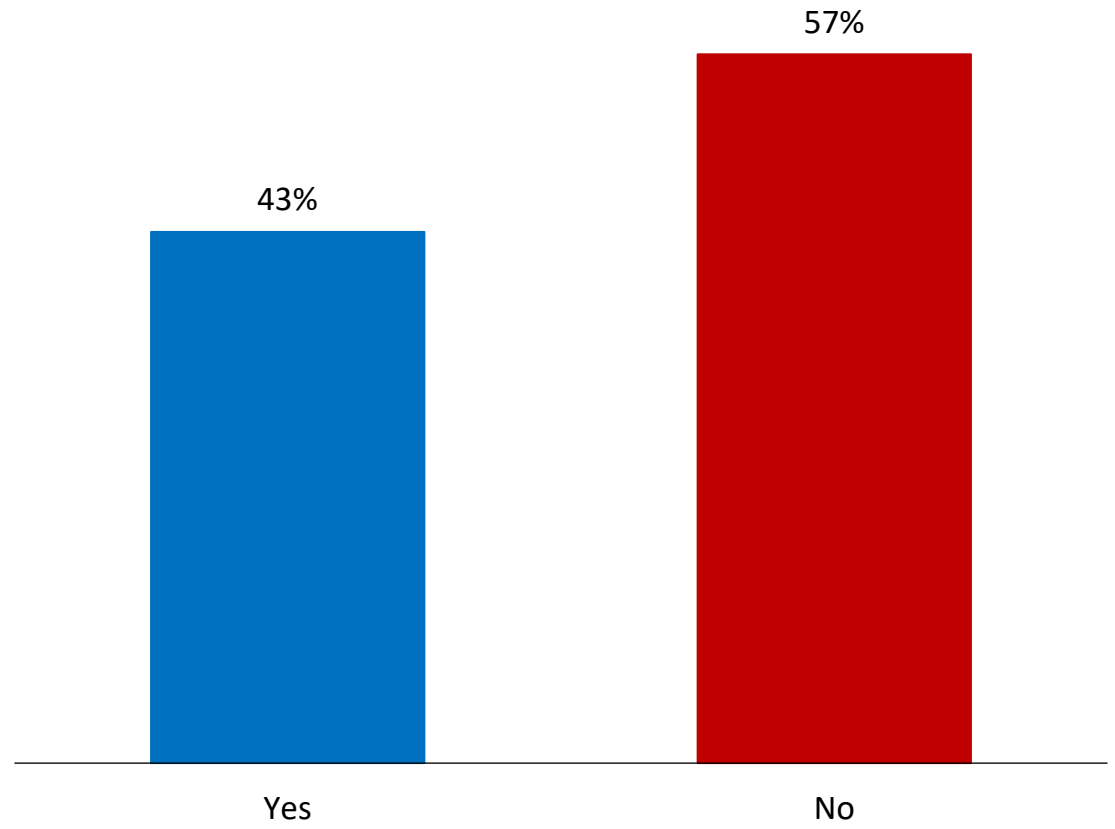


Read, Seen, Heard

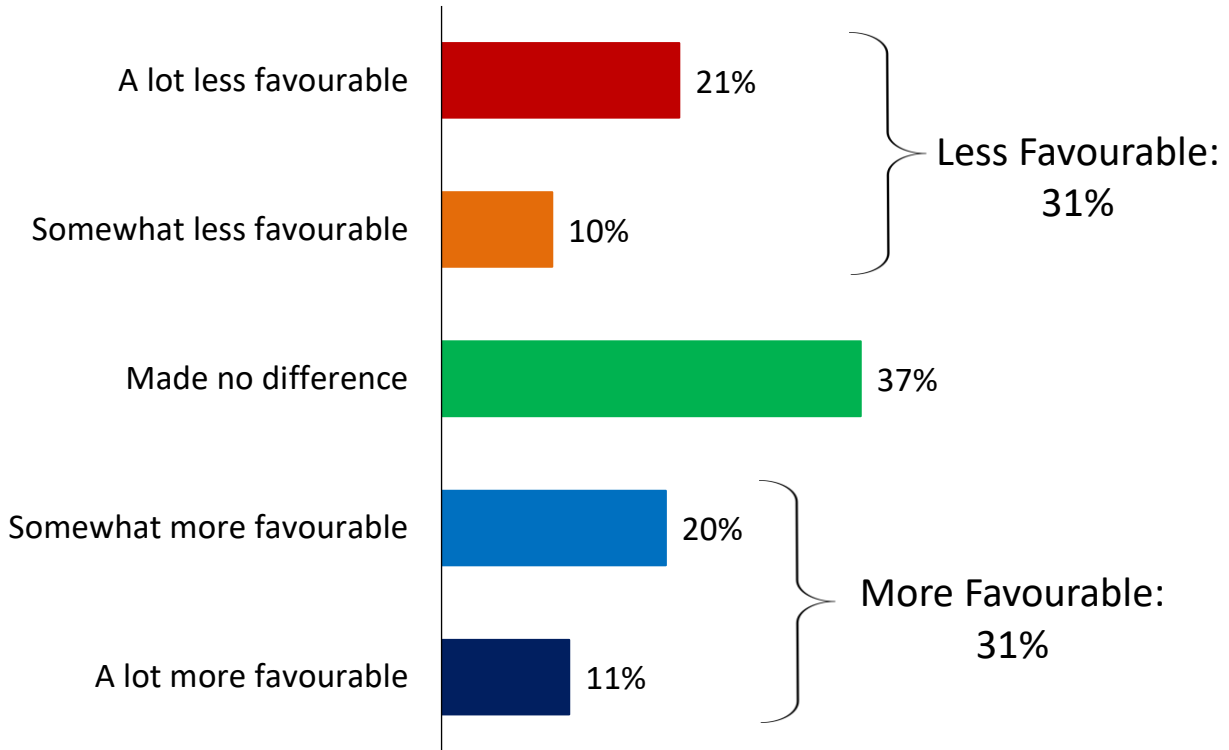
Half of Canadians have read, seen, or heard something about Trudeau in the last few days. Among those who have, impact is slightly more negative than it was in May.

Federal Read, Seen, Heard: Less than half (43%) have RSH something the last few days; of those who have, 37% made no difference

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]



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=643]

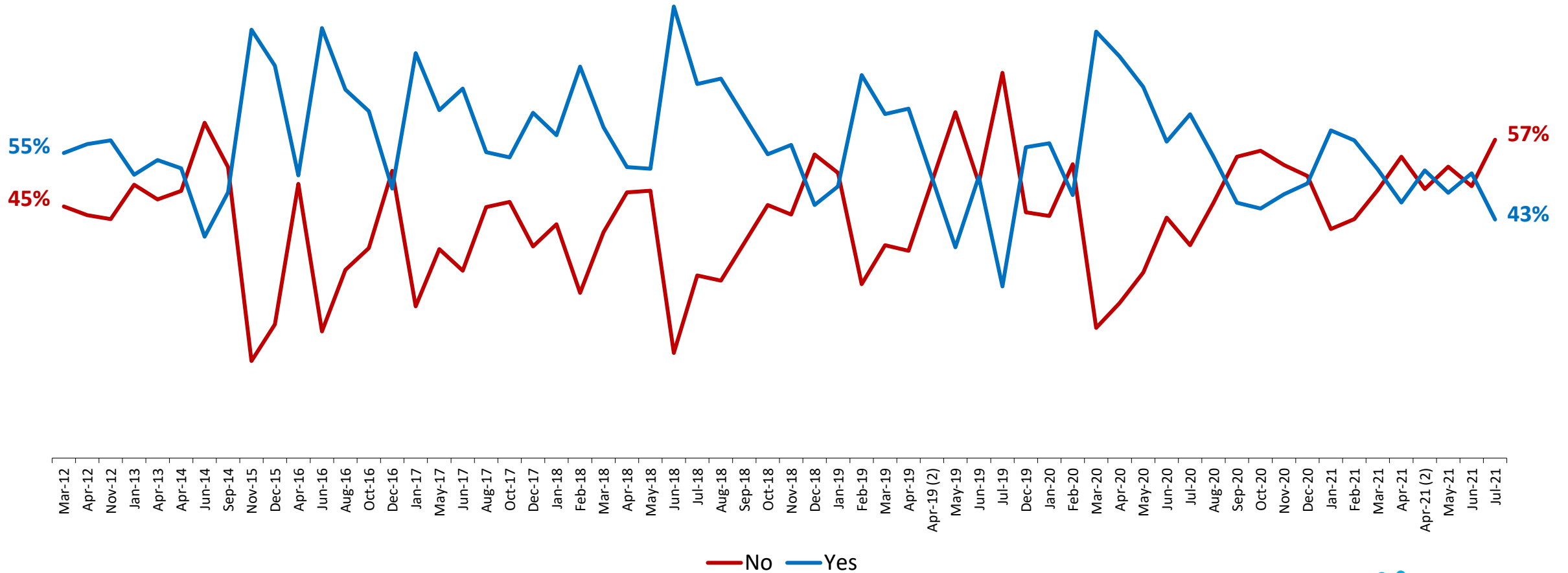


Read, Seen, Heard Tracking: Those saying they have RSH something in the last few days is down from 51% in June to 43% now



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=1,500]



Note: Don't know not shown.

Federal Read, Seen, Heard, Impact Tracking: The impact of what Canadians are hearing has been stable

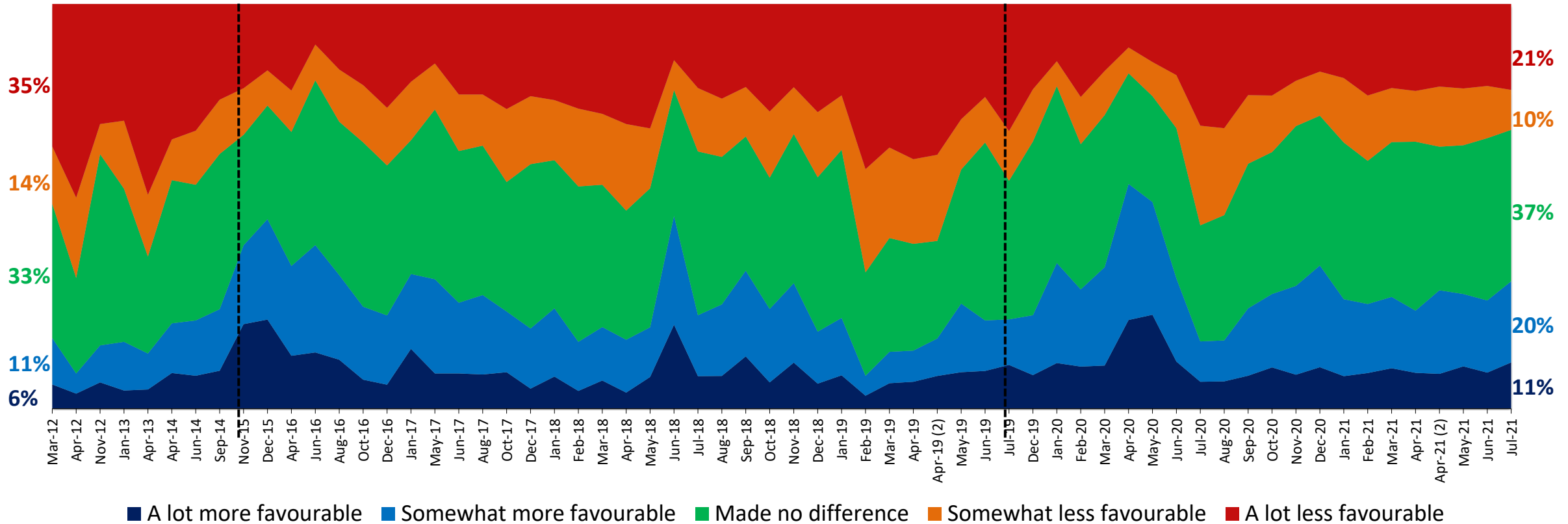


Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards Canada's Prime Minister and the Federal government?

[asked of those who have RSH; n=643]

2015 Election

2019 Election



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

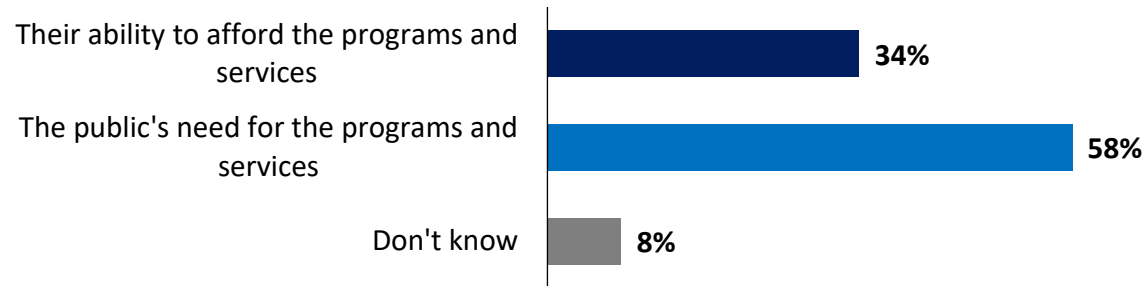
We group individuals into segments based on key political and economic values and attitudes

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

Core Political Values: Over half (60%) say the main role of government is to create an equal opportunity so that everyone can compete

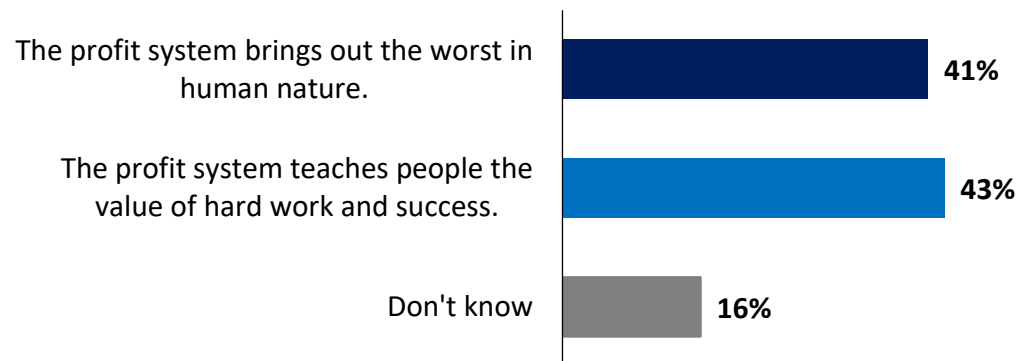
Q Now we would like to ask a few questions about basic values and society...When governments make major decisions concerning spending on programs and services, do you think they should be basing their decisions mainly on...?

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



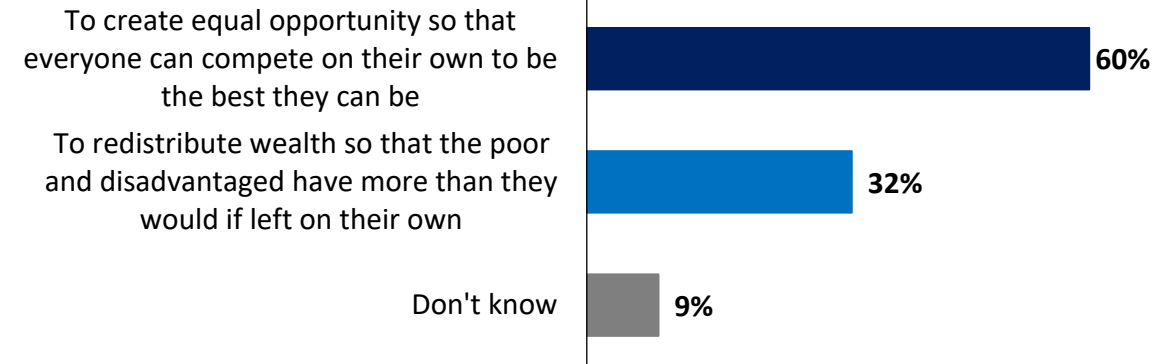
Q Which of the following statements comes closest to your view?

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



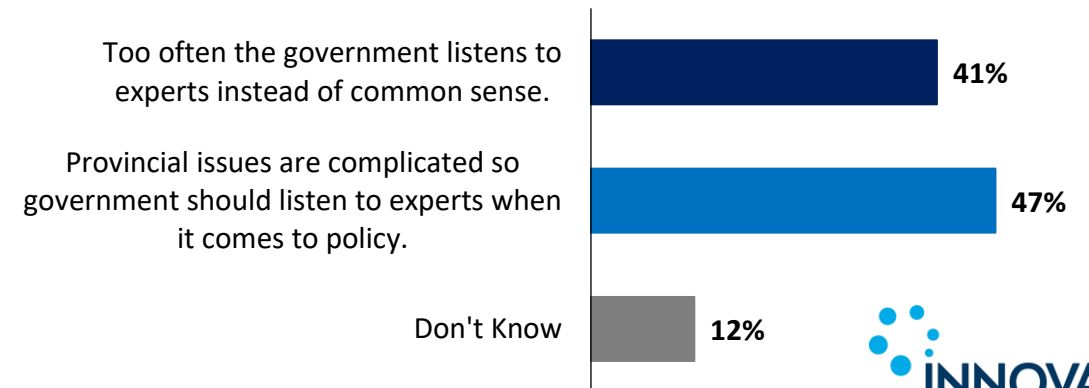
Q Is the main role of government to...?

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



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]

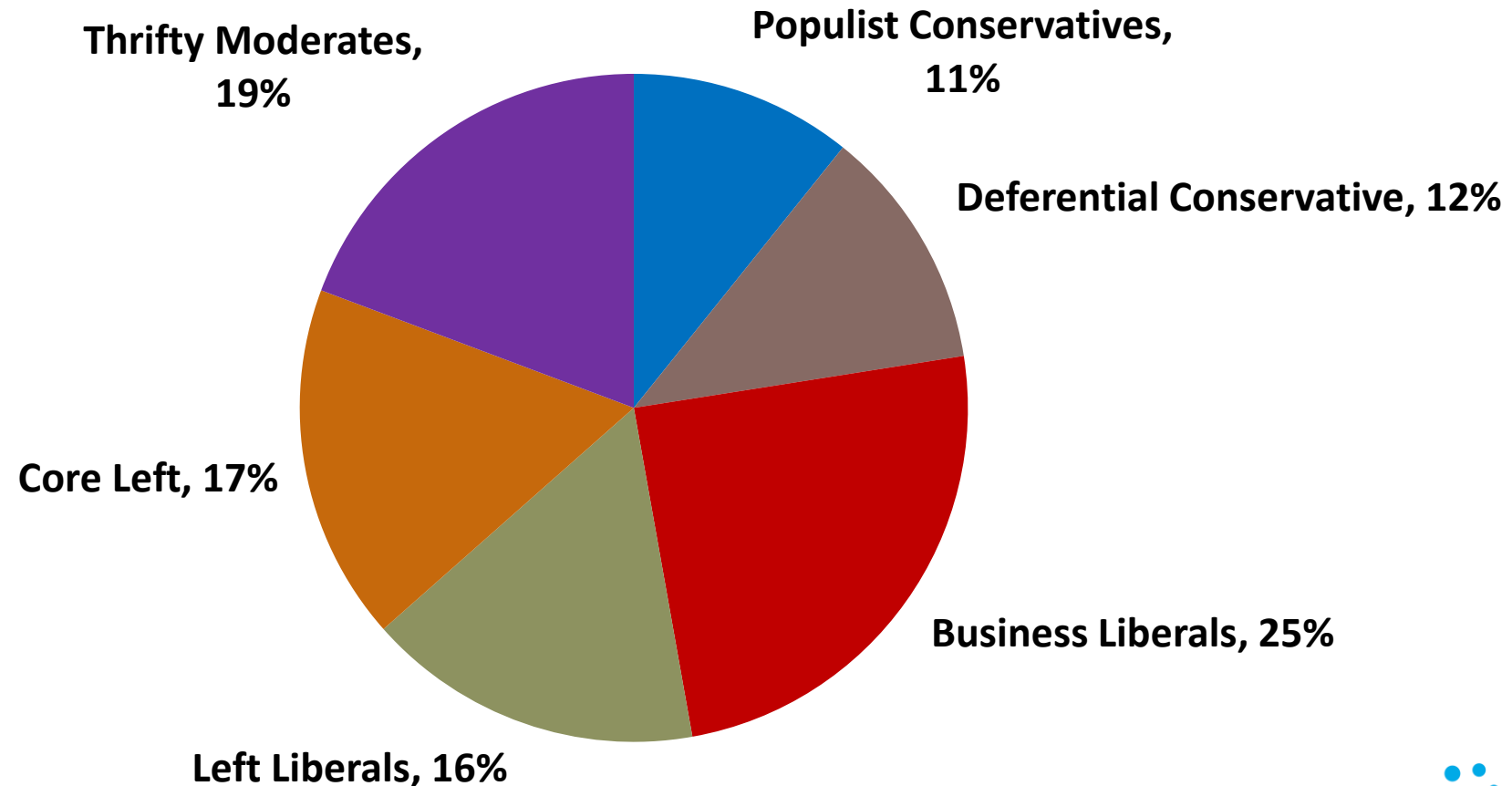


Value Clusters: 1-in-4 (25%) Canadians are Business Liberals followed by Thrifty Moderates (19%) and Core Left (17%)



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]



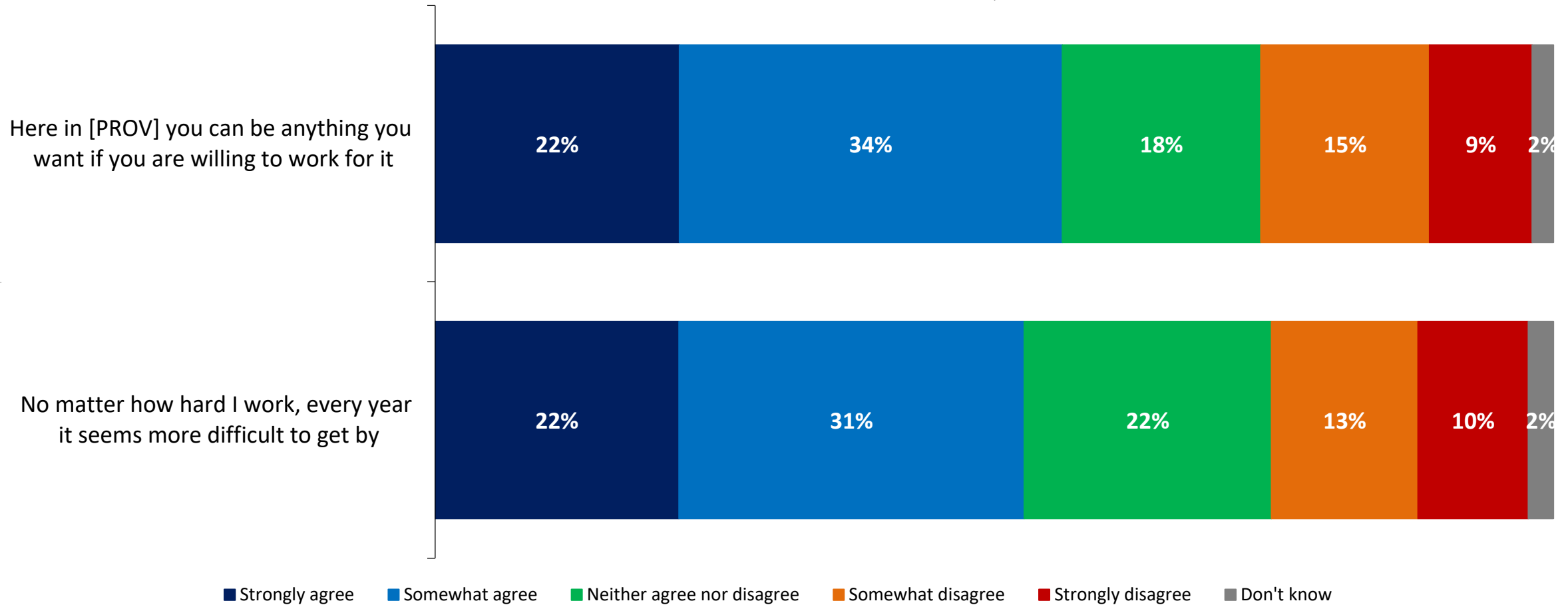
Defining Value Clusters: Conservative clusters are split based on whether they think gov'ts should listen to experts or common sense

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	93%	92%	0%	0%	0%	78%
	Public Need	0%	0%	97%	94%	96%	0%
Is the main role of government to .?	Create equal Opportunity	98%	81%	70%	98%	0%	39%
	Redistribute wealth	0%	16%	22%	0%	94%	35%
When it comes to government decision making...	Rely on common sense	100%	0%	34%	44%	33%	45%
	Listen to experts	00%	90%	57%	43%	56%	28%
The profit system...	Brings out the worst in human nature	0%	0%	0%	83%	86%	64%
	Teaches value of hard work and success	90%	90%	88%	0%	0%	7%

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

Q Do you agree or disagree with the following statements? -
[asked of all respondents; n=1,500]

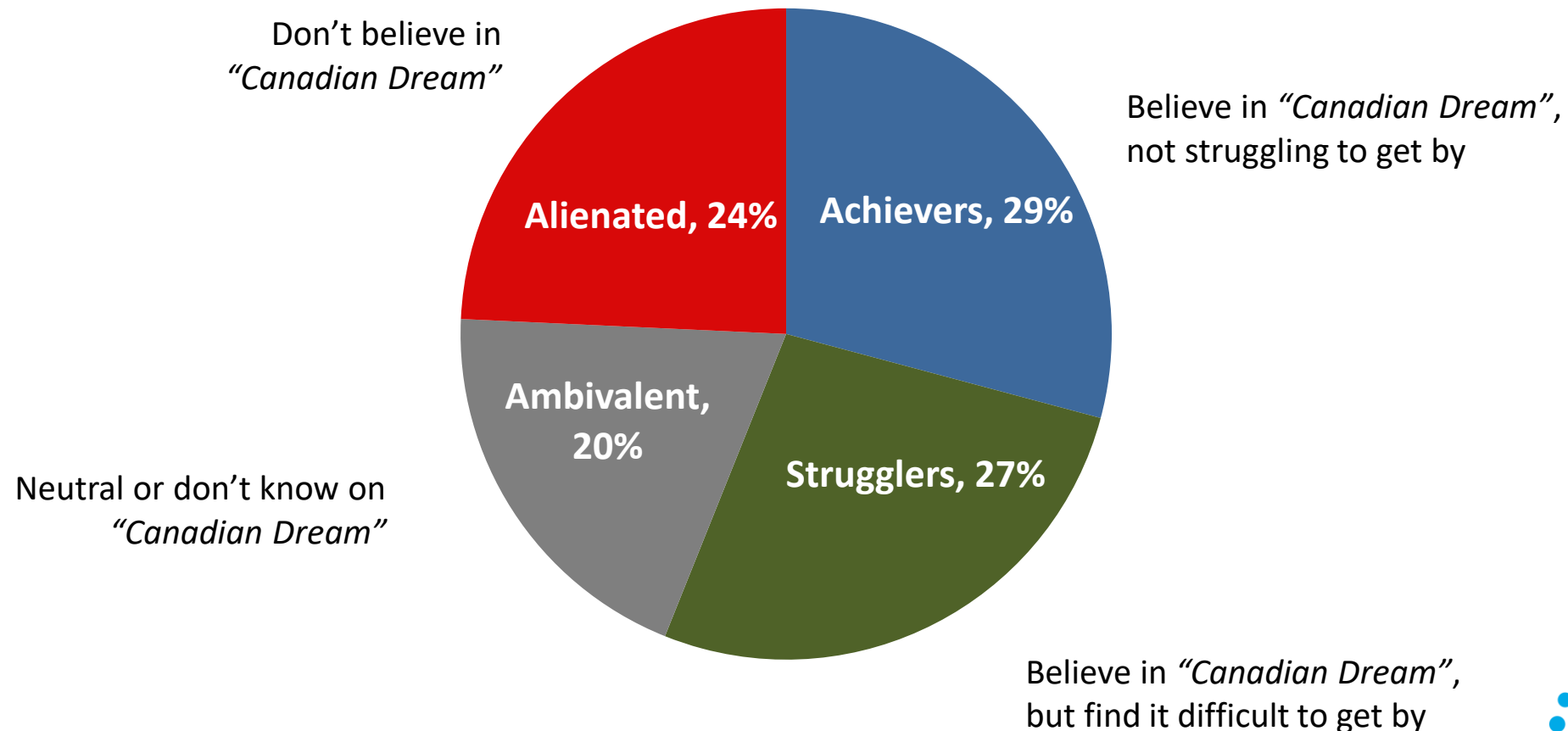


Economic Gap Segmentation: Most Canadians are either Canadian Dream Achievers (29%) or Strugglers (27%)



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'.

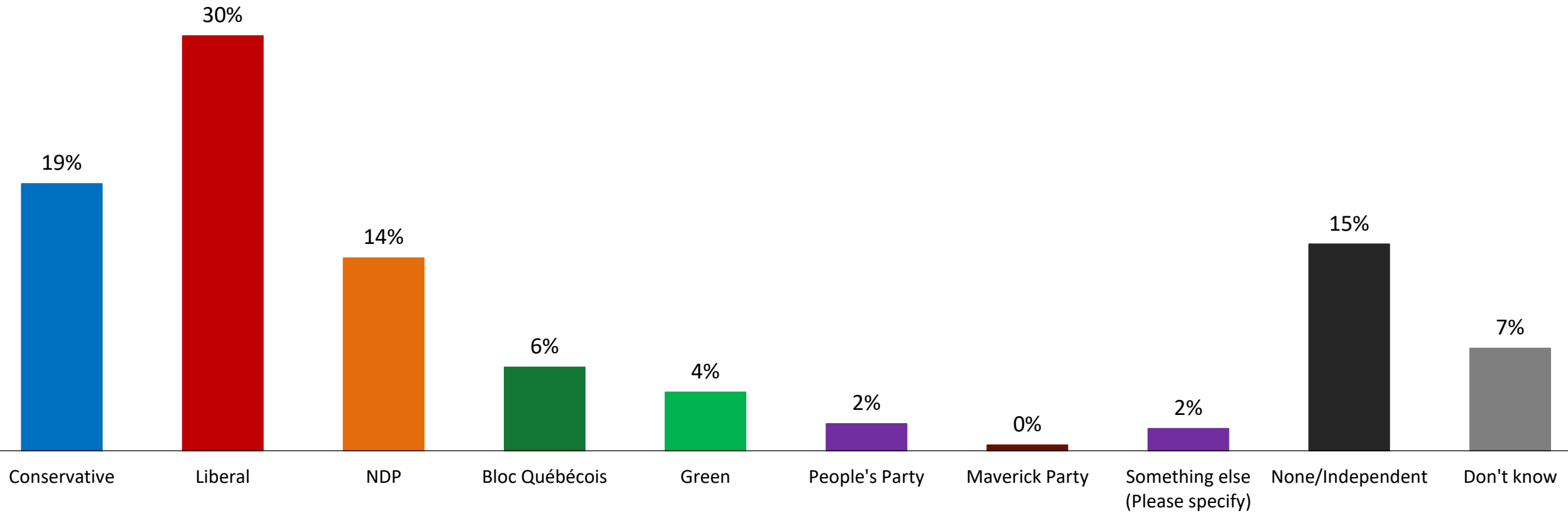
[asked of all respondents; n=1,500]



Federal Party ID: 1-in-3 (30%) identify as Liberals followed by Conservatives (19%) while the NDP trails (14%)



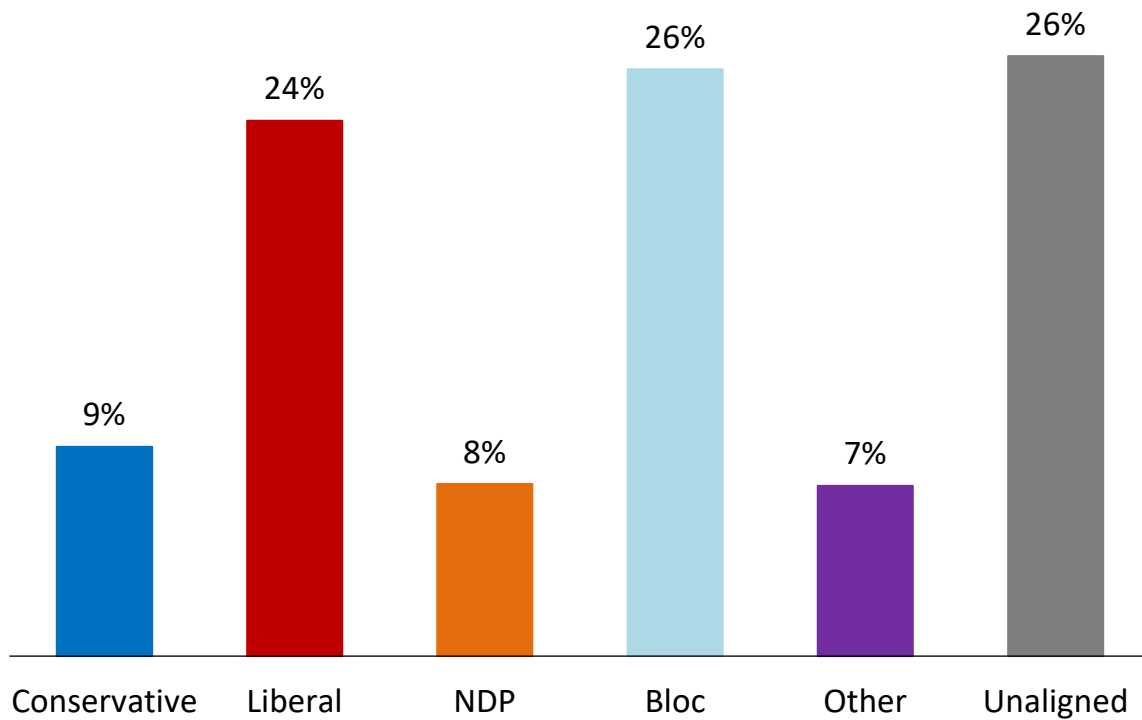
Now we have just a few last questions for statistical purposes. Thinking about politics in Canada, generally speaking, do you usually think of yourself as a...
[asked of all respondents; n=1,500]



Federal Party ID (Quebec vs. ROC): The Bloc party has taken the lead party ID in Quebec; the Liberal party still leads the rest of Canada

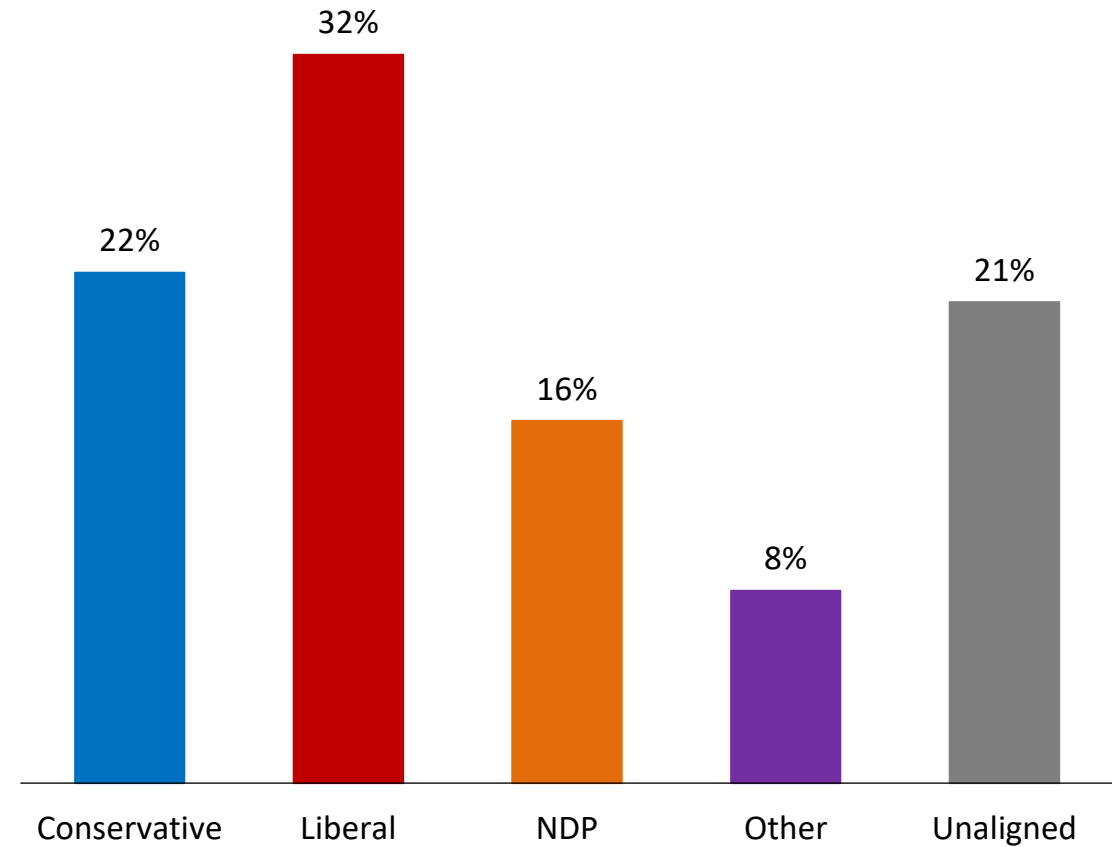
Party ID: Quebec

[Respondents in Quebec; n=352]



Party ID: Rest of Canada

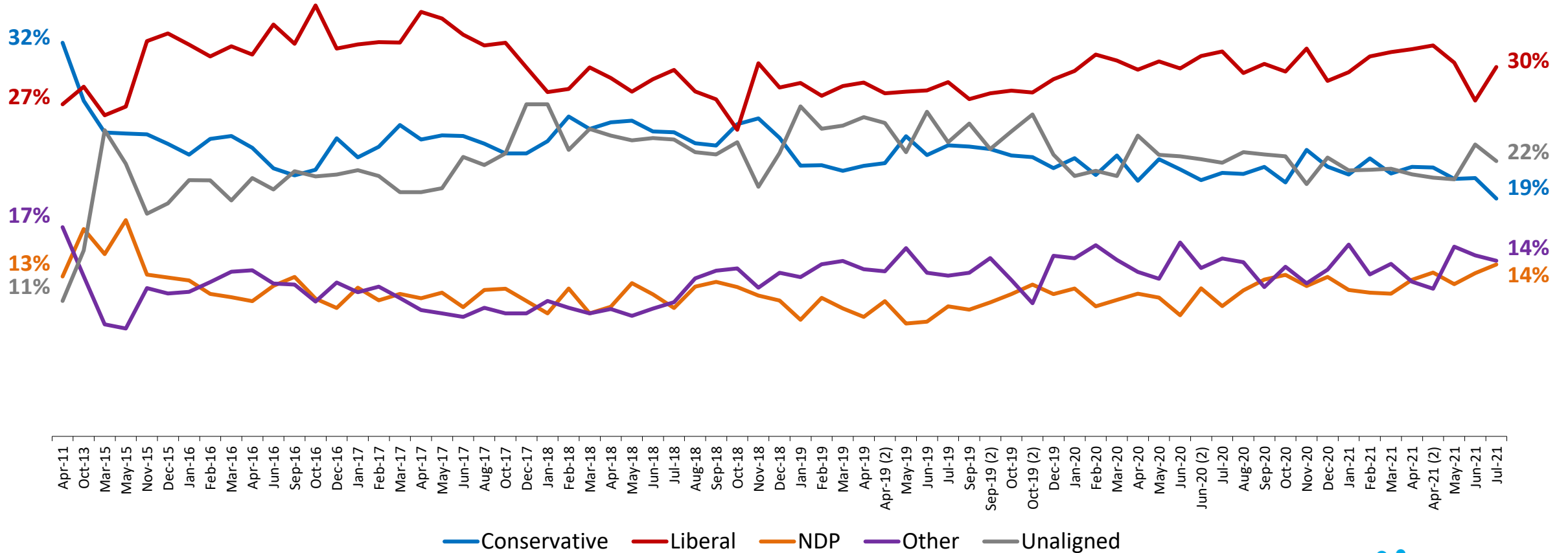
[Respondents in the rest of Canada; n=1148]



Federal Party ID Tracking: Liberal Party ID has increased since June '21 and remains the top party and remains the top party



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]



The horserace 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.

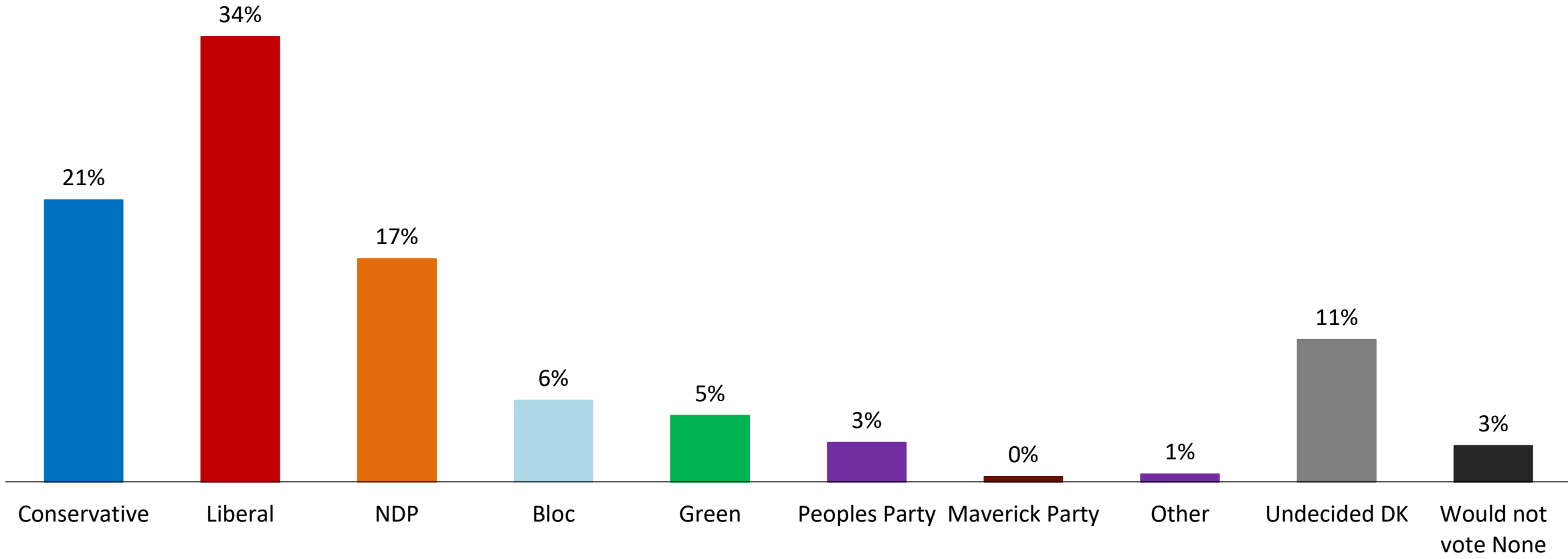
When we look at the results among *only* decided voters, we call that **Decided vote**. These results most tell us what the election results would be like if the survey results matched the election exactly.

Federal Combined Vote: The Liberals (34%) lead over the Conservatives (21%) 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]

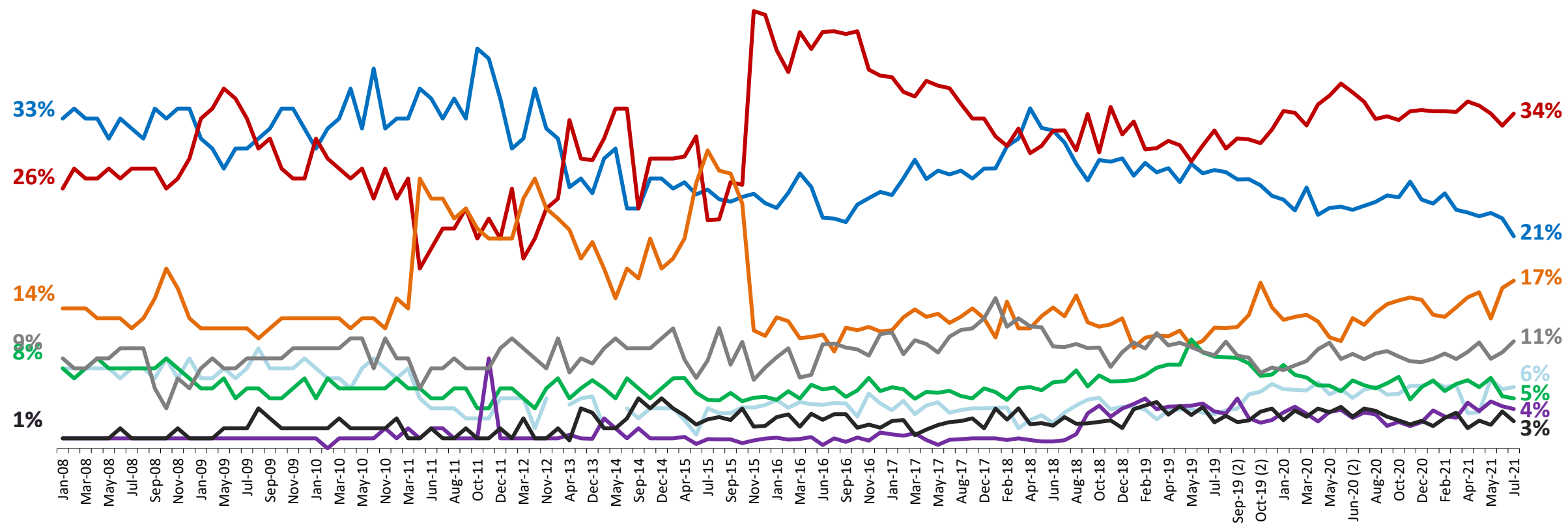
[asked of all respondents; n=1,500]



Federal Vote Tracking: The Liberals continue their lead over the Conservatives; the NDP is up 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=1,500]



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

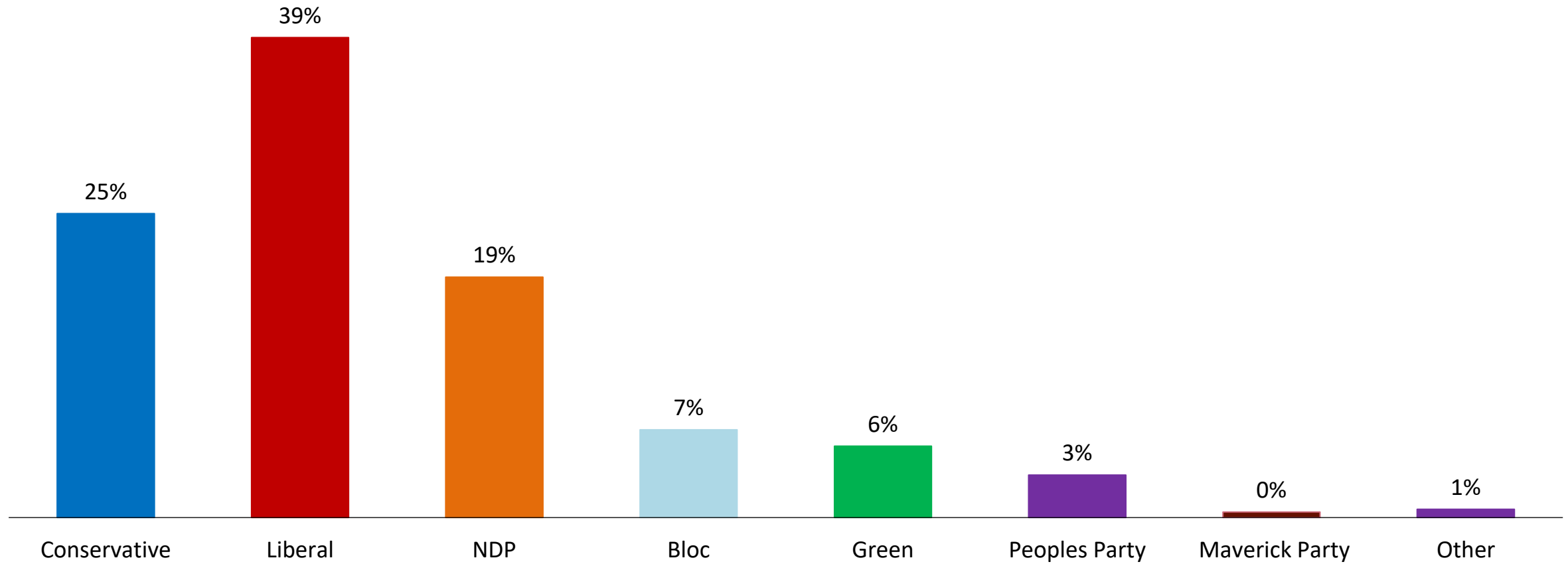


Federal Decided Vote: Among the decided voters, the Liberals (39%) hold a 14-point lead over the Conservatives (25%)



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=1299]

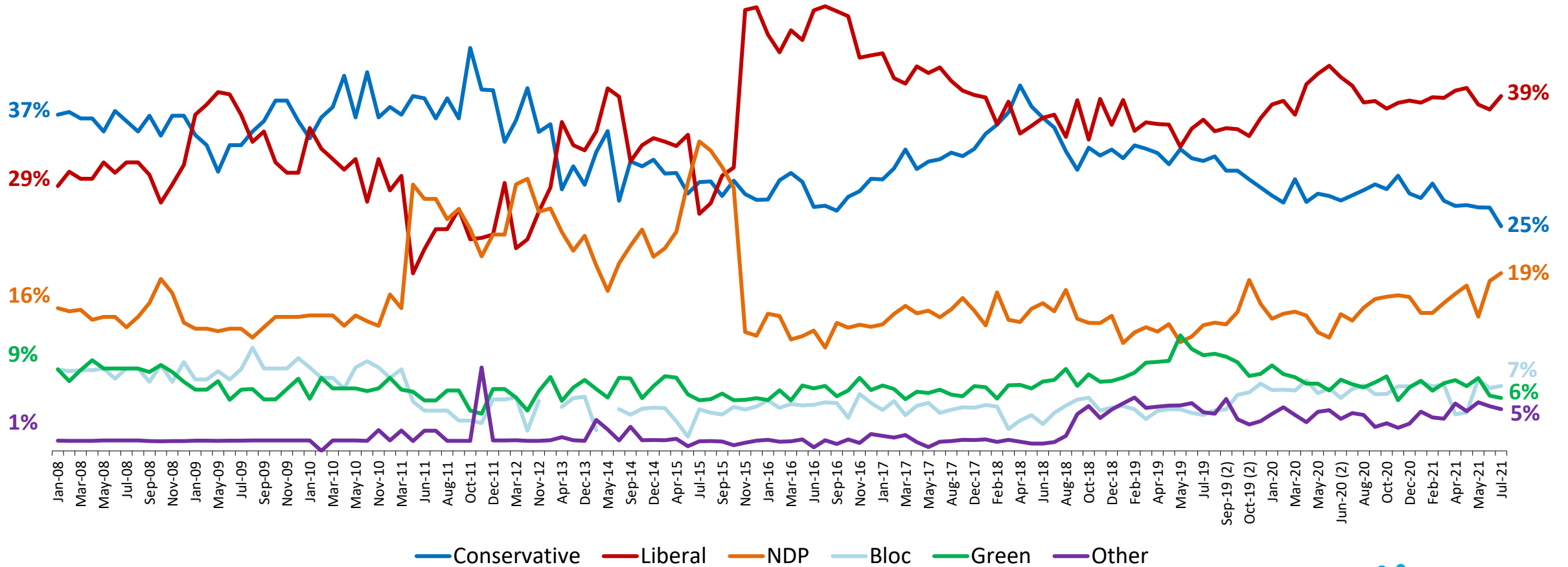


Federal Decided Vote Tracking: The Liberals maintain their lead, Conservatives are continuing their downward trend



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=1299]



Decided Vote by Region: The Liberals hold a lead in BC, ON, and the Atlantic provinces

Decided vote by Region

		Region					
		BC	AB	Prairies	ON	QC	Atlantic
		(N=177)	(N=152)	(N=82)	(N=516)	(N=287)	(N=85)
Decided Vote	Conservative	21%	42%	37%	23%	15%	27%
	Liberal	37%	27%	38%	47%	32%	40%
	NDP	31%	20%	13%	20%	12%	22%
	Bloc	-	-	-	-	32%	-
	Green	9%	3%	2%	6%	6%	8%
	Other	2%	9%	10%	5%	2%	3%

Decided Vote by Value Cluster: Thrifty Moderates are split, with almost 1-in-3 voting Conservative or Liberal

		Value Clusters					
		Deferential Conservatives	Populist Conservatives	Business Liberals	Left Liberals	Thrifty Moderates	Core Left
		(N=167)	(N=142)	(N=319)	(N=214)	(N=198)	(N=259)
Federal Decided Vote	Conservative	43%	58%	19%	11%	32%	6%
	Liberal	32%	17%	47%	44%	33%	45%
	NDP	9%	6%	16%	26%	15%	35%
	Bloc	9%	3%	8%	7%	8%	6%
	Green	4%	2%	8%	8%	6%	5%
	Other	3%	14%	2%	4%	6%	3%

Decided Vote by Economic Gap: Liberal are the most popular party across the economic gap clusters

		Economic Gap			
		Achievers	Strugglers	Ambivalent	Alienated
		(N=390)	(N=354)	(N=232)	(N=323)
Federal Decided Vote	Conservative	29%	24%	28%	17%
	Liberal	42%	38%	38%	36%
	NDP	12%	14%	19%	35%
	Bloc	7%	11%	6%	3%
	Green	5%	6%	6%	7%
	Other	5%	6%	4%	3%

Decided Vote by Party ID: Liberal and CPC partisans are about equally loyal with over 85% of their votes going towards their own party

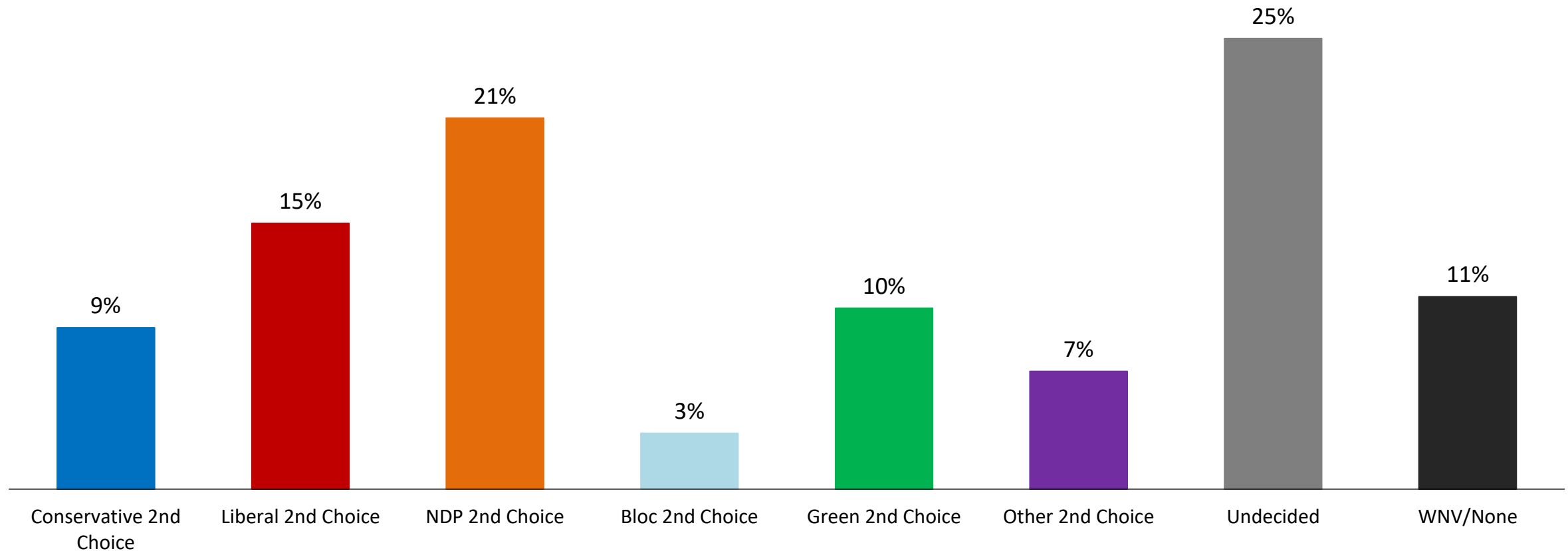
		Federal Party Identification				
		Conservative	Liberal	NDP	Other	Unaligned
		(N=285)	(N=433)	(N=206)	(N=204)	(N=170)
Federal Decided Vote	Conservative	86%	4%	4%	8%	19%
	Liberal	7%	88%	13%	6%	37%
	NDP	3%	6%	79%	9%	20%
	Bloc	0%	0%	1%	40%	5%
	Green	1%	1%	2%	21%	12%
	Other	3%	1%	1%	16%	7%

Federal 2nd Choice: A plurality of decided voters either choose the NDP (21%) as their second choice or are undecided (25%)



And which party would be your second choice?

[only decided voters; n=1299]



Federal 2nd Choice: The top 2nd choice of Liberal voters is the NDP and vice versa

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

		First Choice				
		Conservative 1st Choice (N=318)	Liberal 1st Choice (N=503)	NDP 1st Choice (N=252)	Bloc 1st Choice (N=92)	Green 1st Choice (N=75)
Second Choice	Conservative 2nd Choice		13%	8%	6%	6%
	Liberal 2nd Choice	16%		40%	20%	20%
	NDP 2nd Choice	12%	36%		18%	37%
	Bloc 2nd Choice	4%	3%	3%		3%
	Green 2nd Choice	5%	10%	20%	11%	0%
	Other 2nd Choice	13%	3%	3%	4%	9%
	Undecided	29%	26%	20%	24%	24%
	WNV/None	19%	9%	5%	17%	1%

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

Party Voter Pools

How many people are actively considering each of the parties?

The Liberals across Canada have the largest pool of accessible vote with 41% giving the Liberals a 7 or better on an 11-point likelihood to vote scale.

The Bloc are the strongest challenger with 37% of Quebecers at 7 or better.

The CPC stand-out from the remaining parties with a relatively large base of definite voters but their total pool at 7 or better is just 28%. The NDP have fewer definite voters than the CPC but have a total voter pool of 39% at 7 or higher.

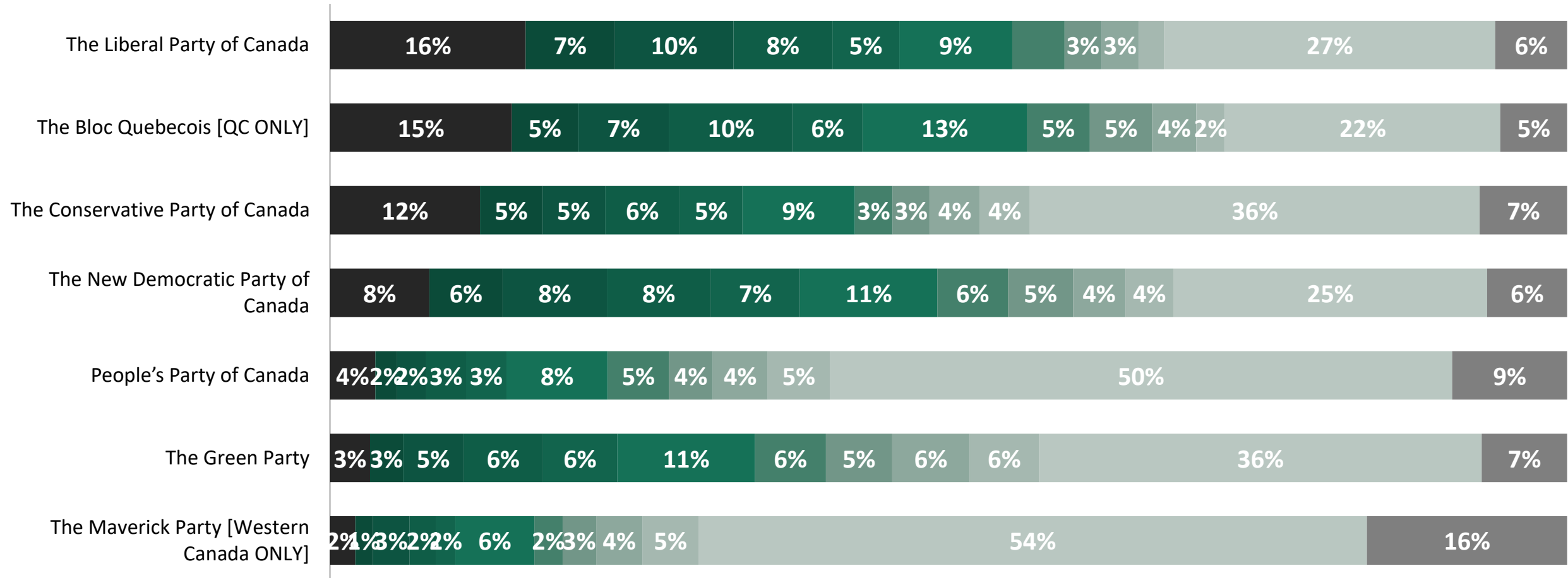
The Green party have a pool of 17% at 7 or higher, the PPC are at 11% and the Maverick are at 8%.

Federal Vote: Over half of the respondents say they will not vote for the Maverick party; Liberals with highest response in voting for their party ³⁴



If the federal election were held today, how likely would you be to vote for each of the following federal political parties?

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



10 - Definitely WILL vote for this party
 9
 8
 7
 6
 5
 4
 3
 2
 1
 0 - Definitely WILL NOT vote for this party
 Don't know

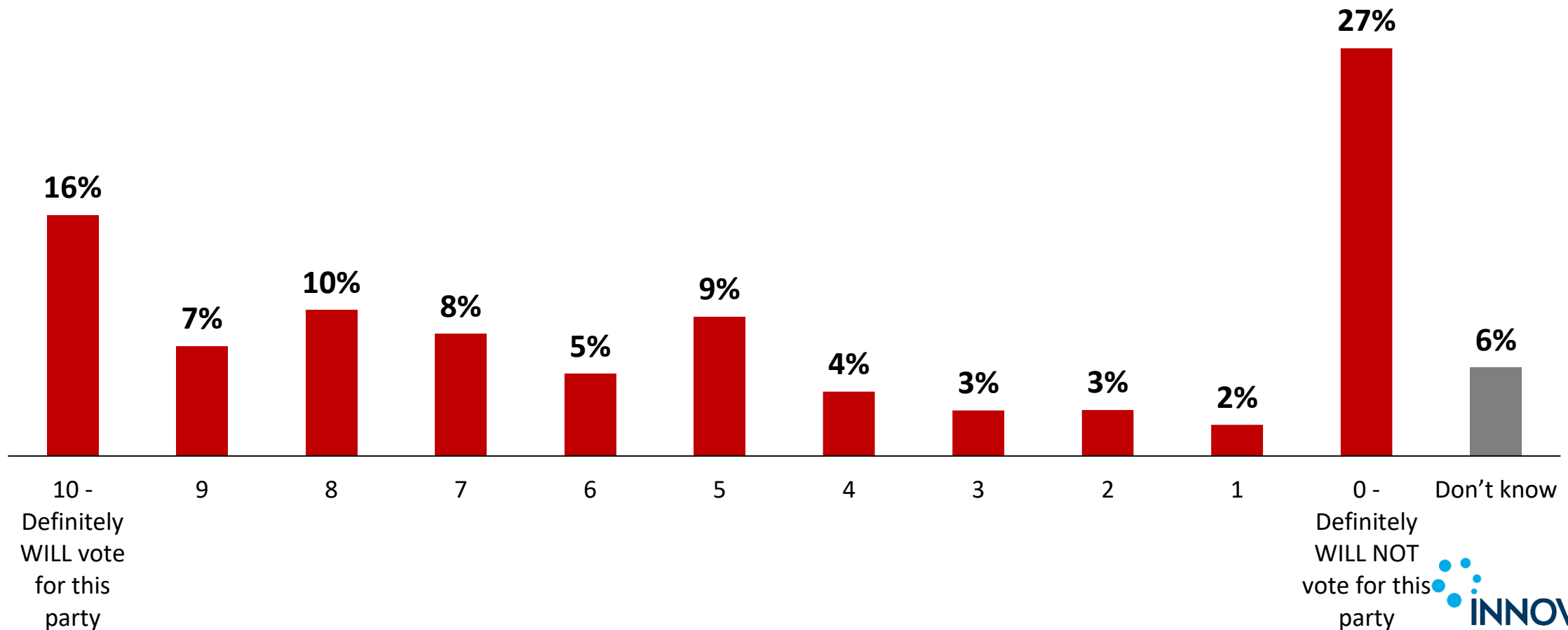
Federal Vote for Liberals: Almost 3-in-10 (27%) will not vote for the Liberals; while 16% say they will definitely vote for them



If the federal election were held today, how likely would you be to vote for each of the following federal political parties?

The Liberal Party of Canada

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



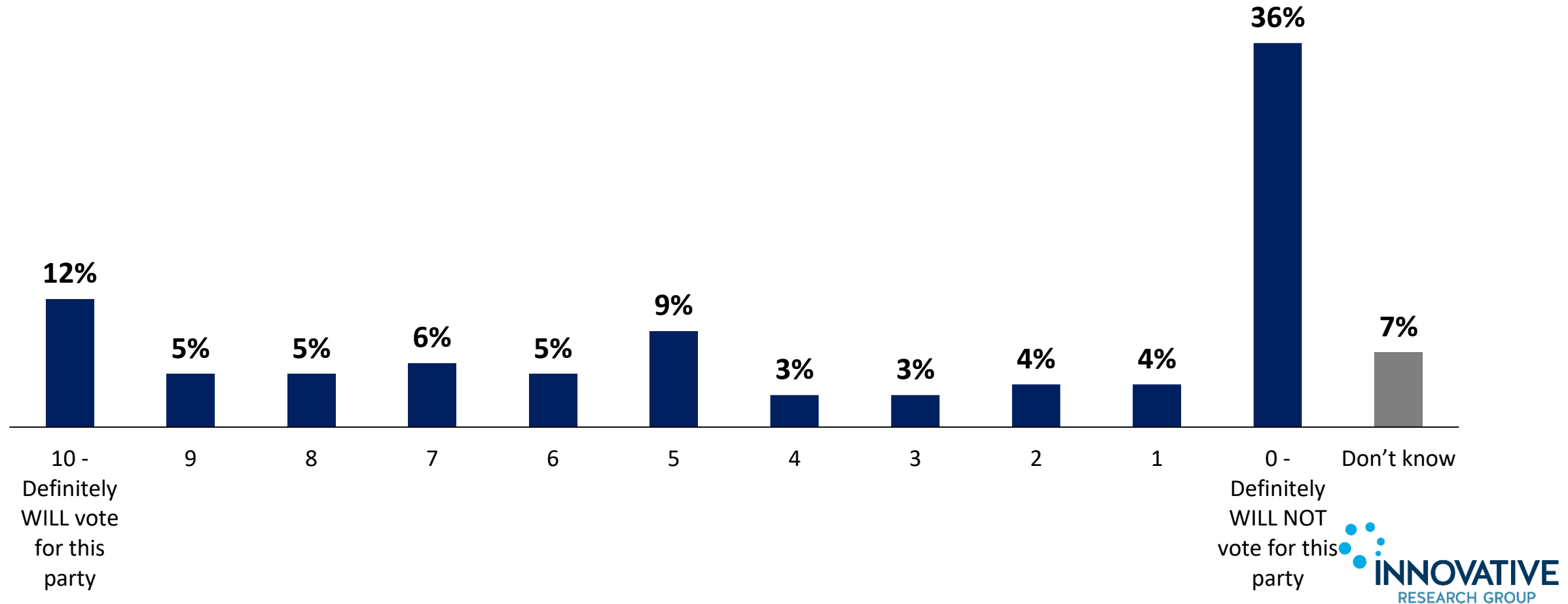
Federal Vote for Conservatives: Almost 2-in-5 (36%) will not vote for the Conservatives, while 12% say they definitely will vote for them



If the federal election were held today, how likely would you be to vote for each of the following federal political parties?

The Conservative Party of Canada

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



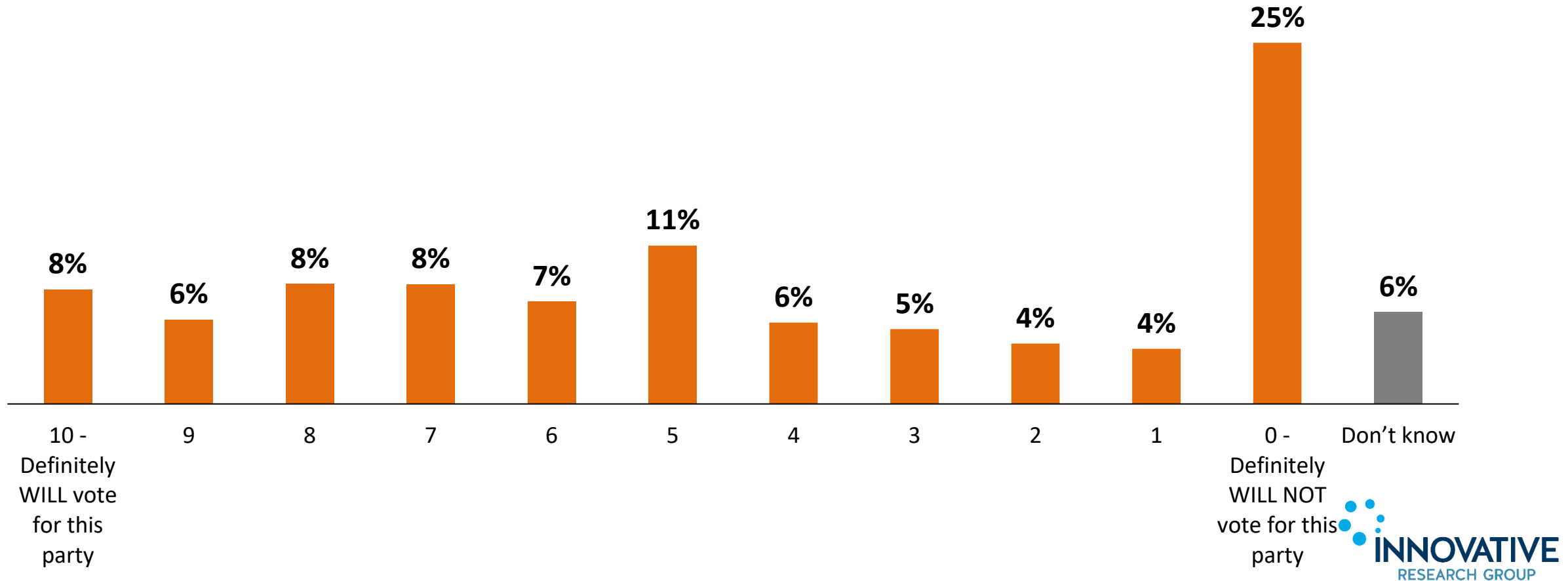
Federal Vote for NDP: 1-in-4 (25%) of respondents will not vote NDP, while only 8% say they definitely will vote for them



If the federal election were held today, how likely would you be to vote for each of the following federal political parties?

The New Democratic Party of Canada

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



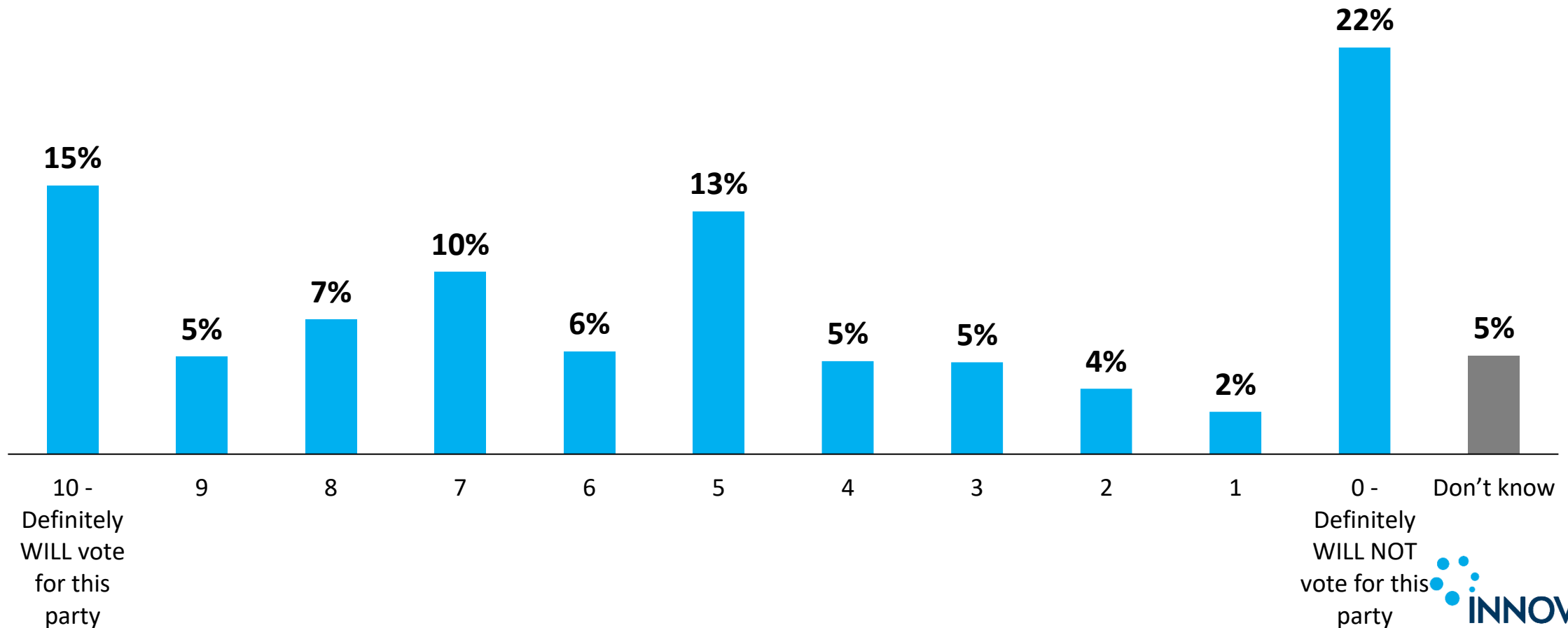
Federal Vote for Bloc Québécois: 1-in-5 (22%) say they will not vote Bloc Québécois while 15% say they definitely will vote for them



If the federal election were held today, how likely would you be to vote for each of the following federal political parties?

The Bloc Québécois

[asked of all respondents in Quebec; n=352]



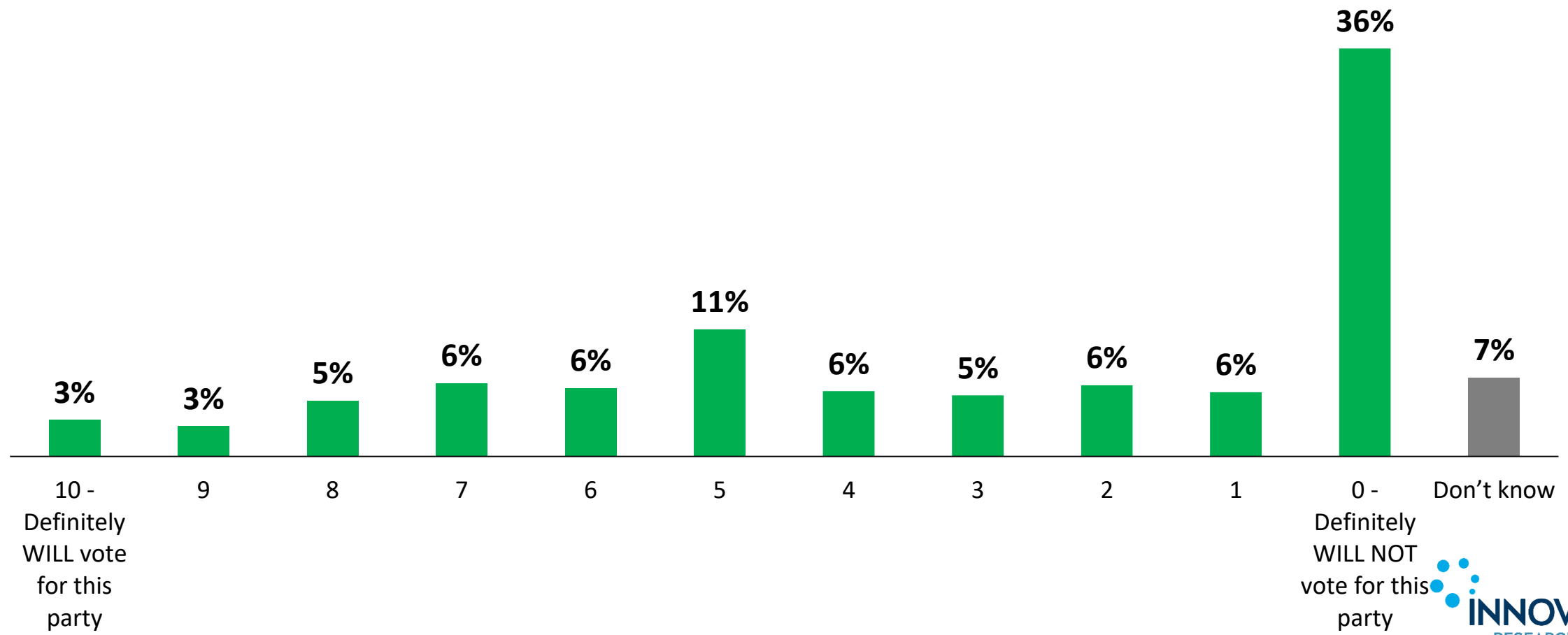
Federal Vote for the Green Party: Only 3% say they will definitely vote for the Greens, but only 36% say they definitely will not



If the federal election were held today, how likely would you be to vote for each of the following federal political parties?

The Green Party of Canada

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



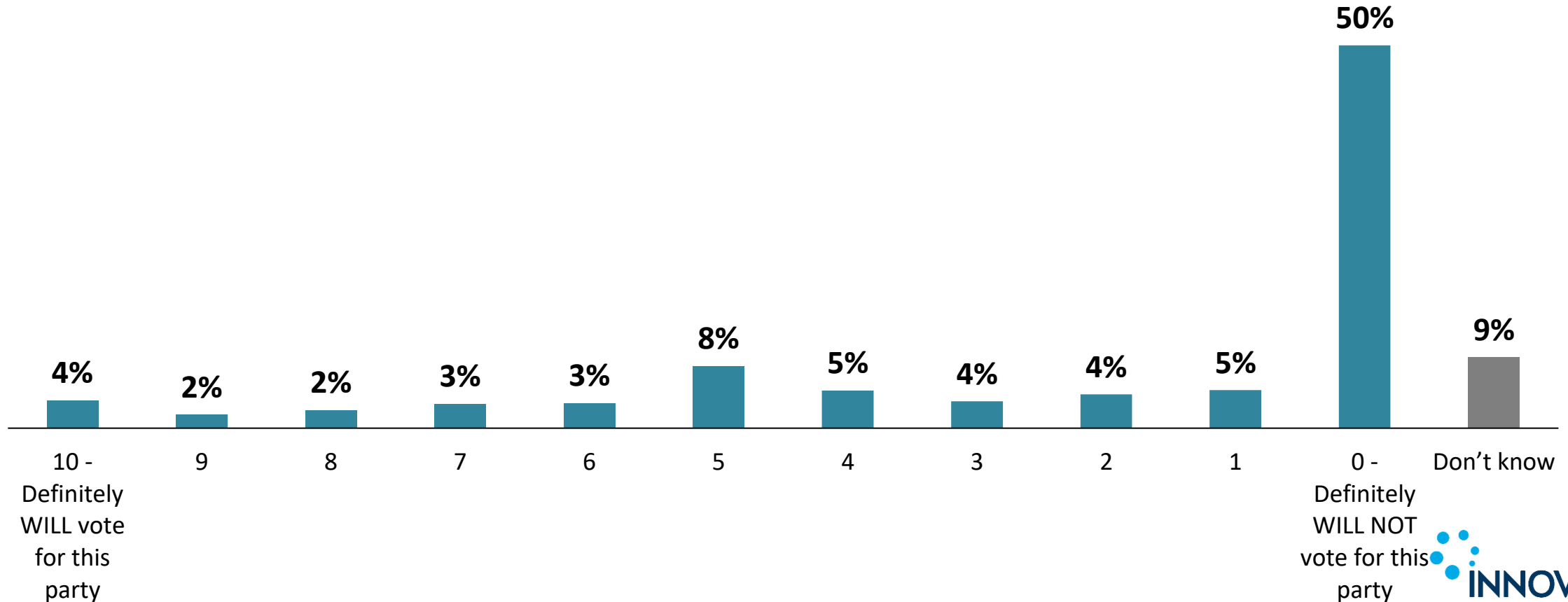
Federal Vote for The People's Party of Canada: Half (50%) say they will definitely not vote for this party, while only 4% will vote for them



If the federal election were held today, how likely would you be to vote for each of the following federal political parties?

The People's Party of Canada

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



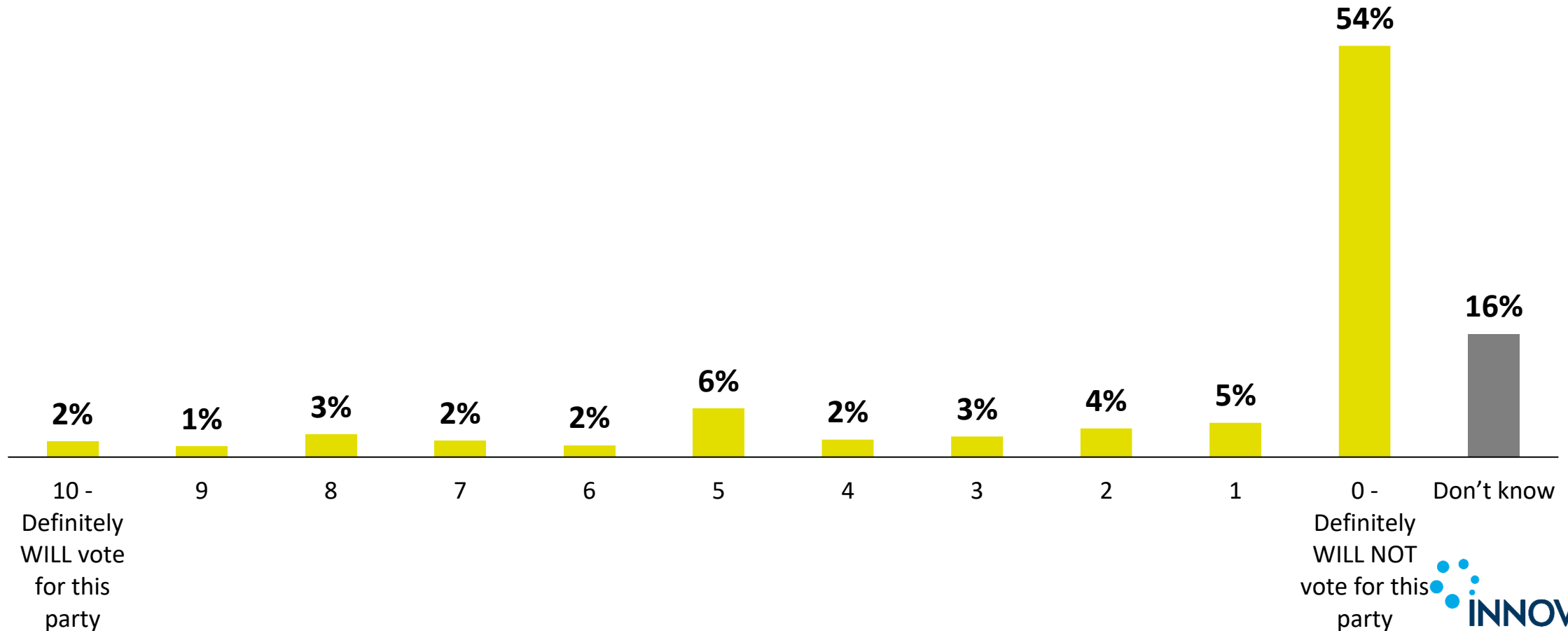
Federal Vote for The Maverick Party: Over half (54%) say they will not vote for this party, while only 2% will definitely vote for them



If the federal election were held today, how likely would you be to vote for each of the following federal political parties?

The Maverick Party

[asked of all respondents in Western Canada; n=469]



Brand Loyalty

Innovative explores brand loyalty by asking participants to recall how often they have voted for the 5 parties that have been around for the past two decades.

Just over half (51%) of all Canadians say they have voted Liberal at least occasionally.

Once again the Bloc is the strongest challenger with 43% occasionally voting Bloc.

The CPC have 38% of voters saying they at least occasionally vote Conservative.

The NDP are further back with 33% voting occasionally and fewer of those voting NDP all the time.

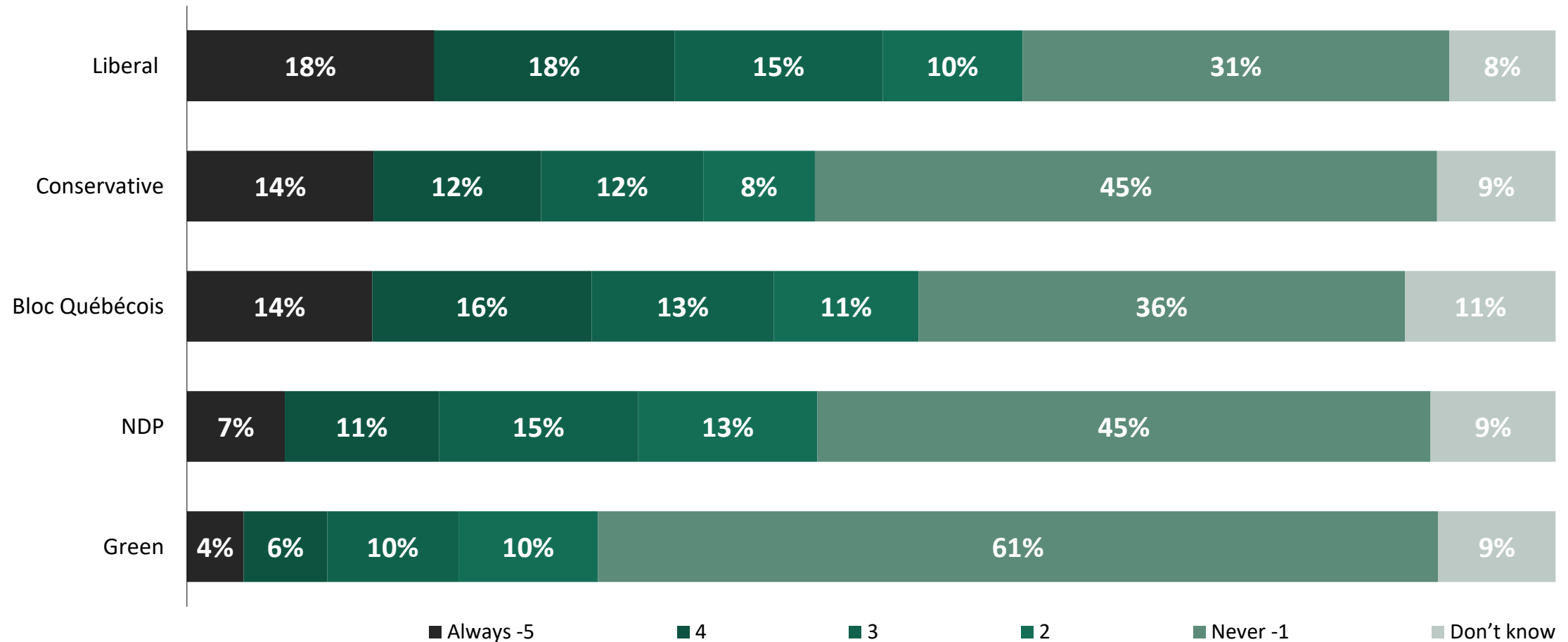
The Greens have 20% who report at least occasionally voting Green.

Brand Loyalty Overview: Majority (61%) have never voted for the Green party, while 18% say they always vote Liberal



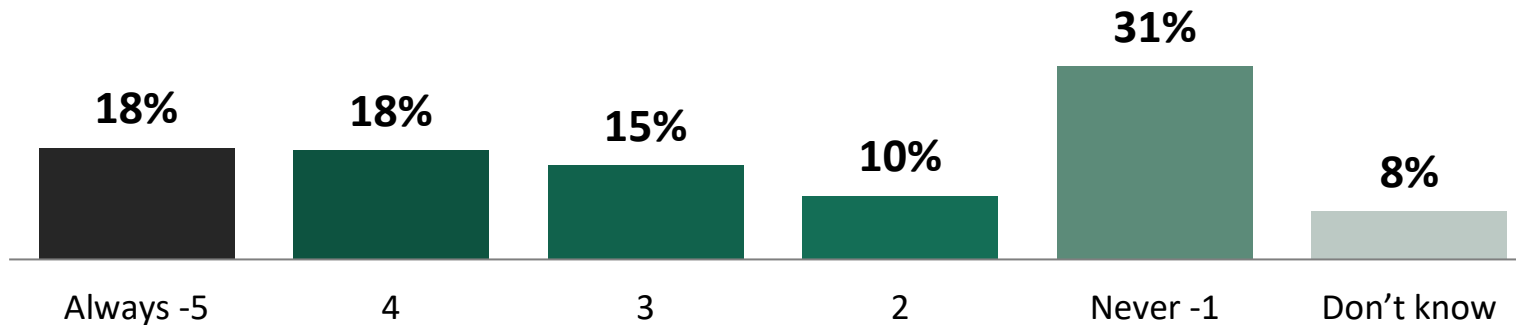
The biggest parties in Canada have been largely consistent since 2004 when the Canadian Alliance and Reform Party merged to become the Conservative Party of Canada. Since then, on a scale of 1 to 5 where 1 is never and 5 is always, how often have you voted for each of the following parties?

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



The Liberal Party: 1-in-5 (18%) say they always vote for the Liberal party; men and those who reside in ON likely to always vote Liberal

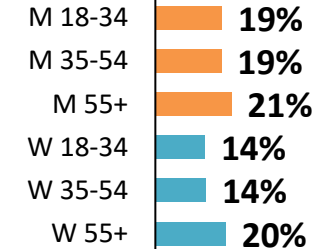
Q On a scale of 1 to 5 where 1 is never and 5 is always, how often have you voted for each of the following parties? **The Liberal Party**
[asked of all respondents; n=1,500]



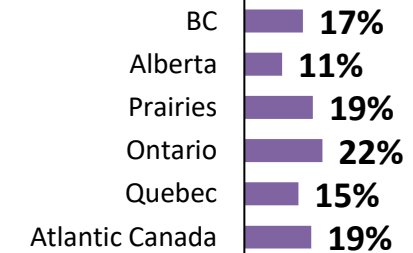
Segmentation

Those who say 'Always'

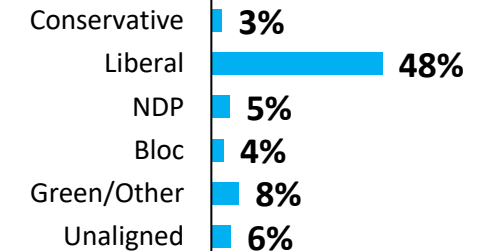
Age-Gender



Region

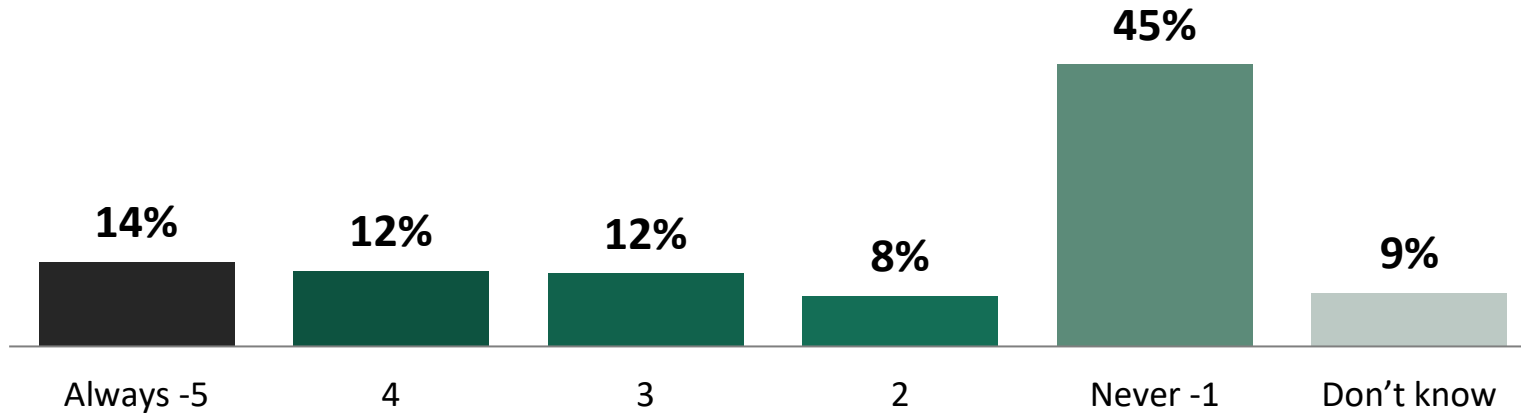


Party ID



The Conservative Party: Over 1-in-10 (14%) say they have always voted⁴⁵ for the Conservative party; highest among those in AB & Prairies

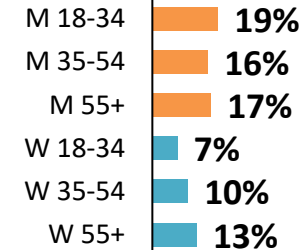
Q On a scale of 1 to 5 where 1 is never and 5 is always, how often have you voted for each of the following parties? **The Conservative Party**
 [asked of all respondents; n=1,500]



Segmentation

Those who say 'Always'

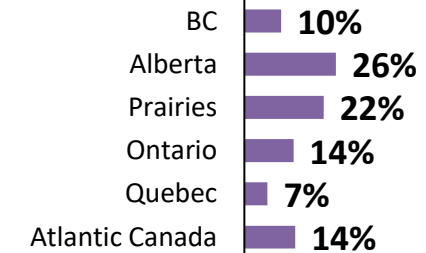
Age-Gender



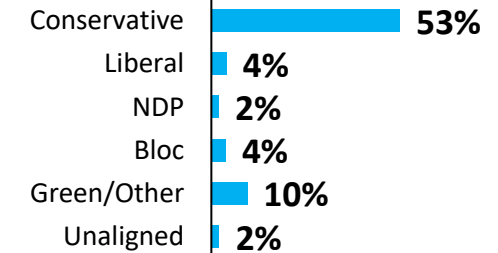
17%

10%

Region

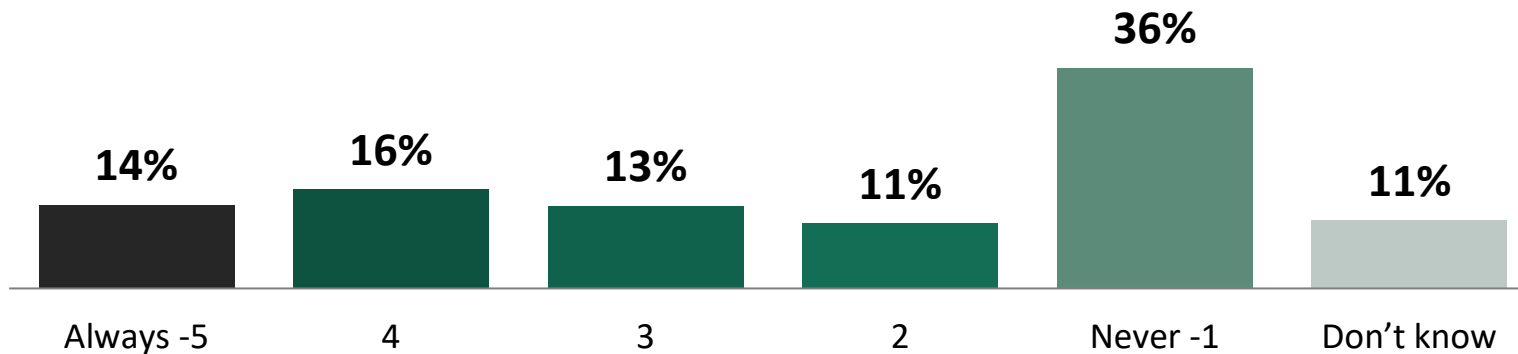


Party ID



The Bloc Québécois: 14% of respondents have always voted for the Bloc Québécois; highest among older respondents

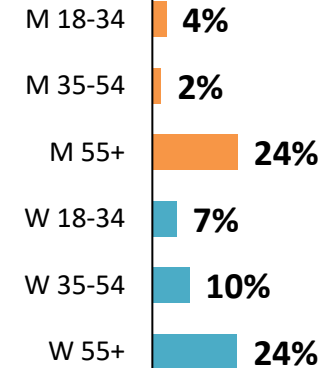
Q On a scale of 1 to 5 where 1 is never and 5 is always, how often have you voted for each of the following parties? **The Bloc Québécois**
[asked of all respondents in Quebec; n=352]



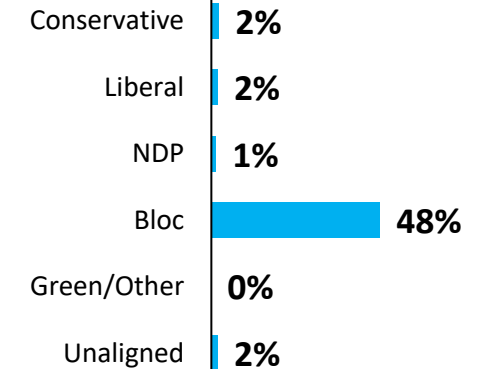
Segmentation

Those who say 'Always'

Age-Gender

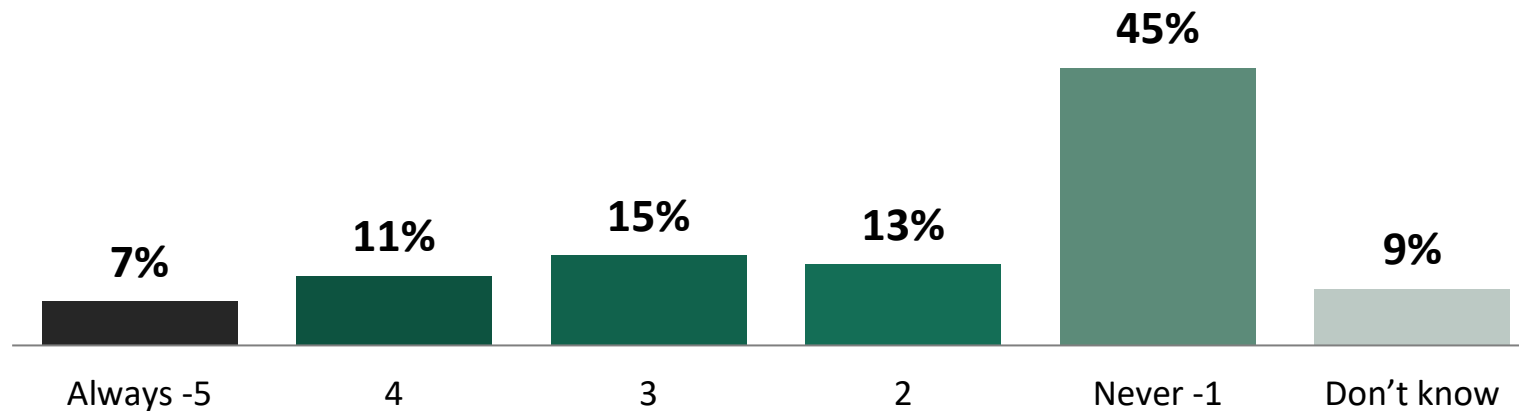


Party ID



The New Democrat Party: Less than 1-in-10 (7%) say they have always voted for NDP; highest among younger respondents

Q On a scale of 1 to 5 where 1 is never and 5 is always, how often have you voted for each of the following parties? **The New Democratic Party**
[asked of all respondents; n=1,500]



Segmentation

Those who say 'Always'

Age-Gender

M 18-34	12%
M 35-54	7%
M 55+	2%
W 18-34	10%
W 35-54	6%
W 55+	7%

Region

BC	10%
Alberta	8%
Prairies	10%
Ontario	8%
Quebec	3%
Atlantic Canada	6%

Party ID

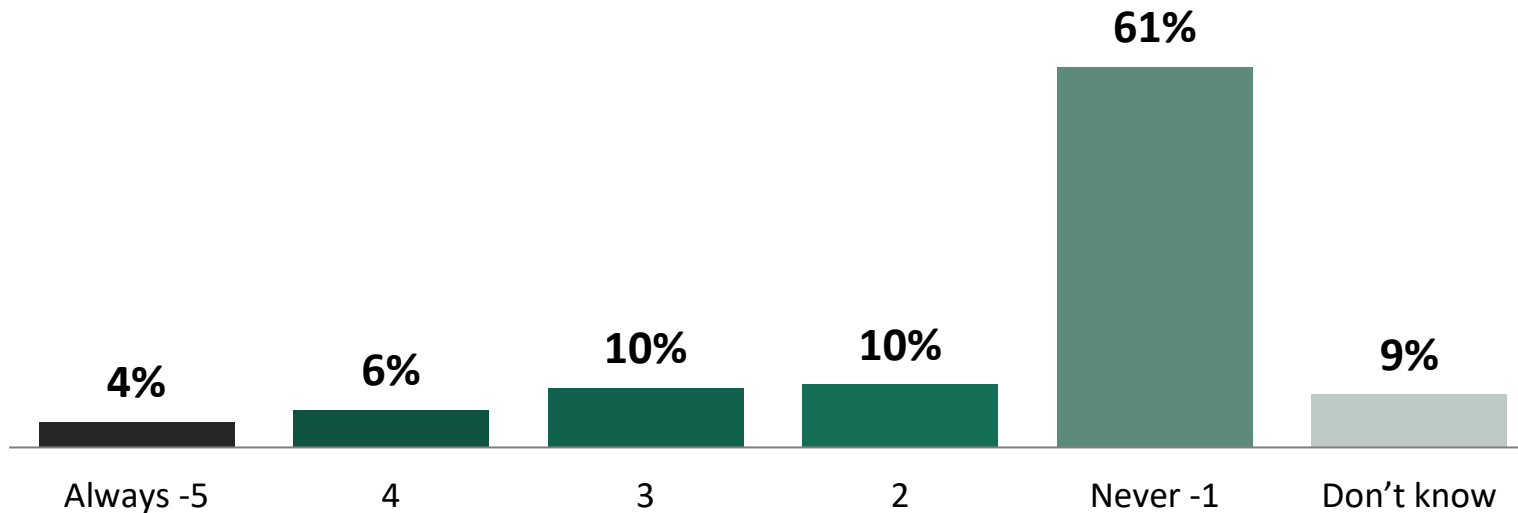
Conservative	2%
Liberal	2%
NDP	35%
Bloc	3%
Green/Other	5%
Unaligned	1%

7%

7%

The Green Party: Only 4% of respondents have always voted for the Green party; highest among young men

Q On a scale of 1 to 5 where 1 is never and 5 is always, how often have you voted for each of the following parties? **The Green Party**
[asked of all respondents; n=1,500]



Segmentation

Those who say 'Always'

Age-Gender

M 18-34	11%
M 35-54	5%
M 55+	2%
W 18-34	5%
W 35-54	3%
W 55+	1%

6%

3%

Region

BC	5%
Alberta	3%
Prairies	1%
Ontario	6%
Quebec	3%
Atlantic Canada	4%

Party ID

Conservative	3%
Liberal	4%
NDP	1%
Bloc	5%
Green/Other	16%
Unaligned	2%

Positive and Negative Views of Parties

Many voters have both positive and negative feelings about parties, so we ask voters to describe how positive or negative their views are for each party.

There has been a lot of change in how people feel about the parties since the 2019 election. Just prior to that campaign we found only the Green party had net positive views. The NDP and the Liberals were around 10 percent more negative than positive., The CPC and the Bloc were around 15 percent more negative than positive. The PPC had 24 percent more negative than positive views.

Those numbers have changed significantly. The Bloc now has the positive brand with 13 percent more favourable than unfavourable views. The NDP is also now in positive territory with 5 percent more voters feeling positive rather than negative. The Liberals now have as many negative as positive views.

The Green numbers have flipped with 8 percent more negative than positive views. The CPC have dropped further to 22 percent more negative than positive views. The PPC has also lost a little more ground now with 28 percent more negative than positive views.

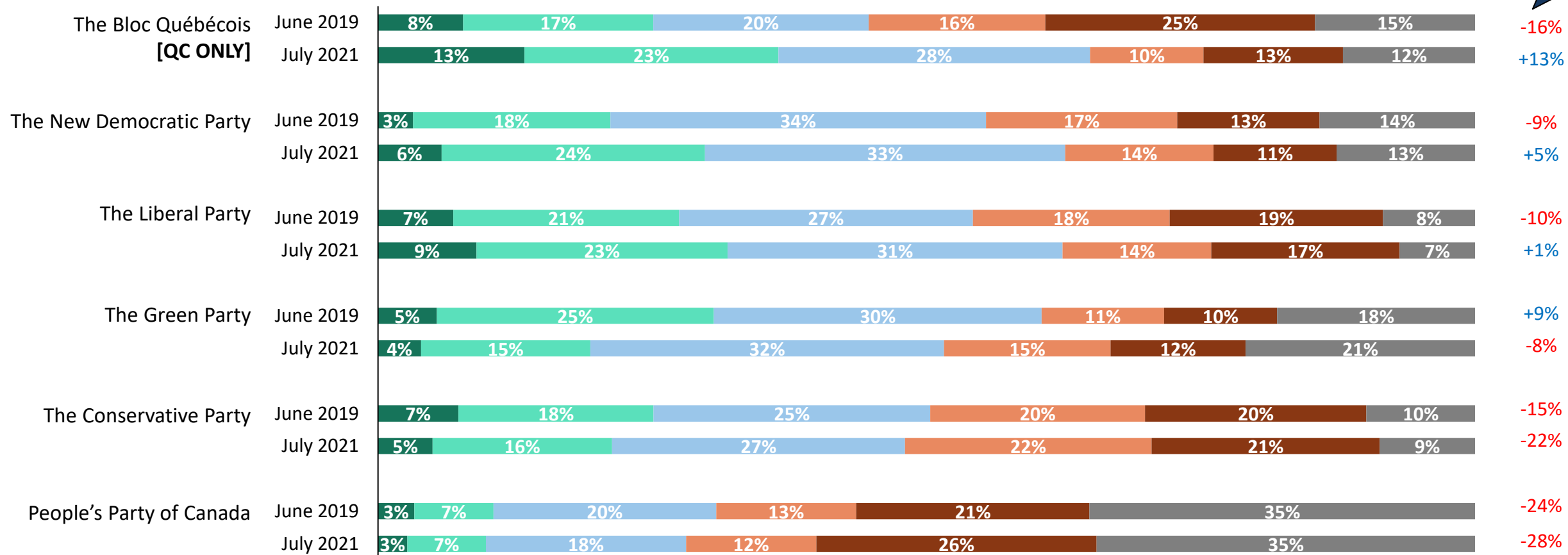
Views of Parties: The Bloc Québécois has the highest positive net views⁵⁰ and the biggest positive change in net views since June 2019



Thinking about each of the following parties, please indicate if you have all positive, mostly positive, some positive and some negative, mostly negative, or all negative views of that party. If you don't know enough about the party to say, please indicate that.

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

Net Views



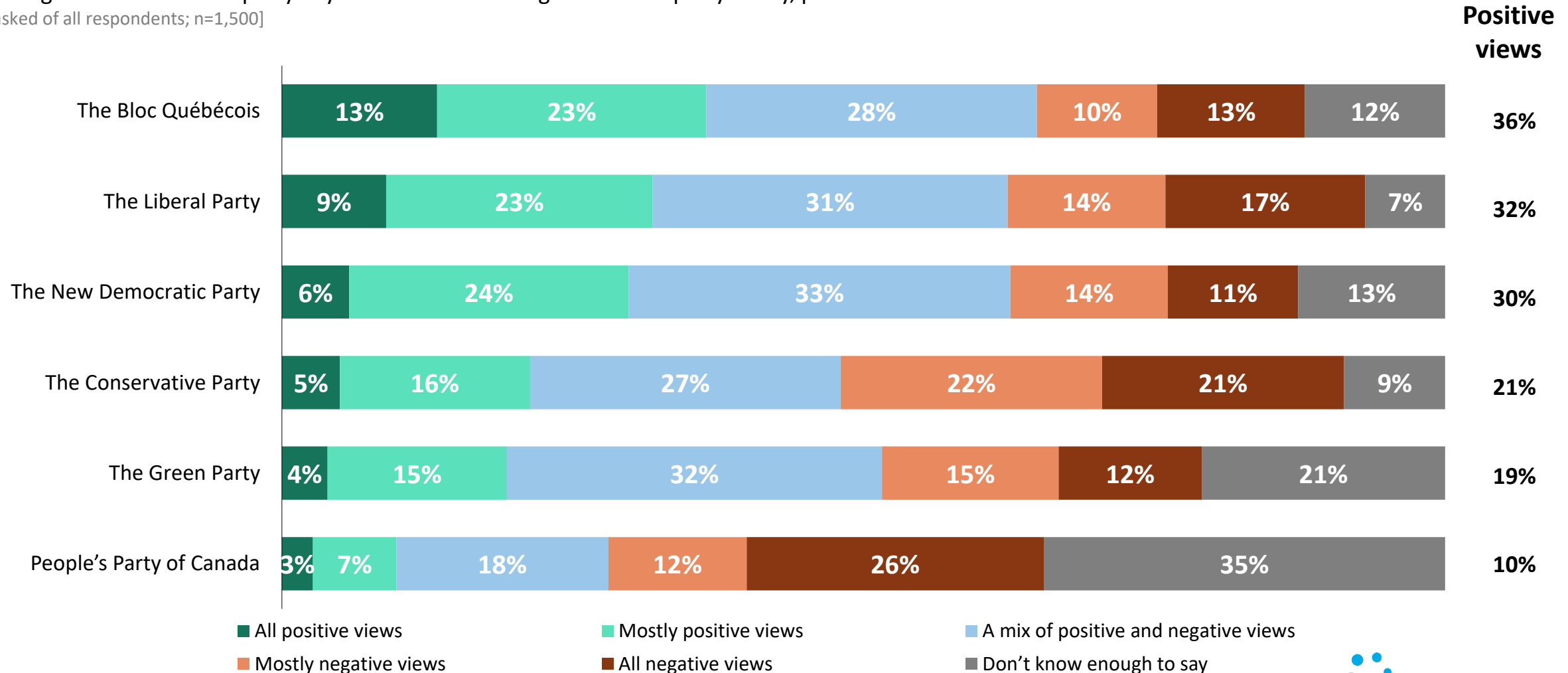
■ All positive views
 ■ Mostly positive views
 ■ A mix of positive and negative views
■ Mostly negative views
 ■ All negative views
 ■ Don't know enough to say

Party views: The Bloc Québécois have the highest positive views (36%)⁵¹ followed by the Liberals (32%)



Thinking about each of the following parties, please indicate if you have all positive, mostly positive, some positive and some negative, mostly negative, or all negative views of that party. If you don't know enough about the party to say, please indicate that.

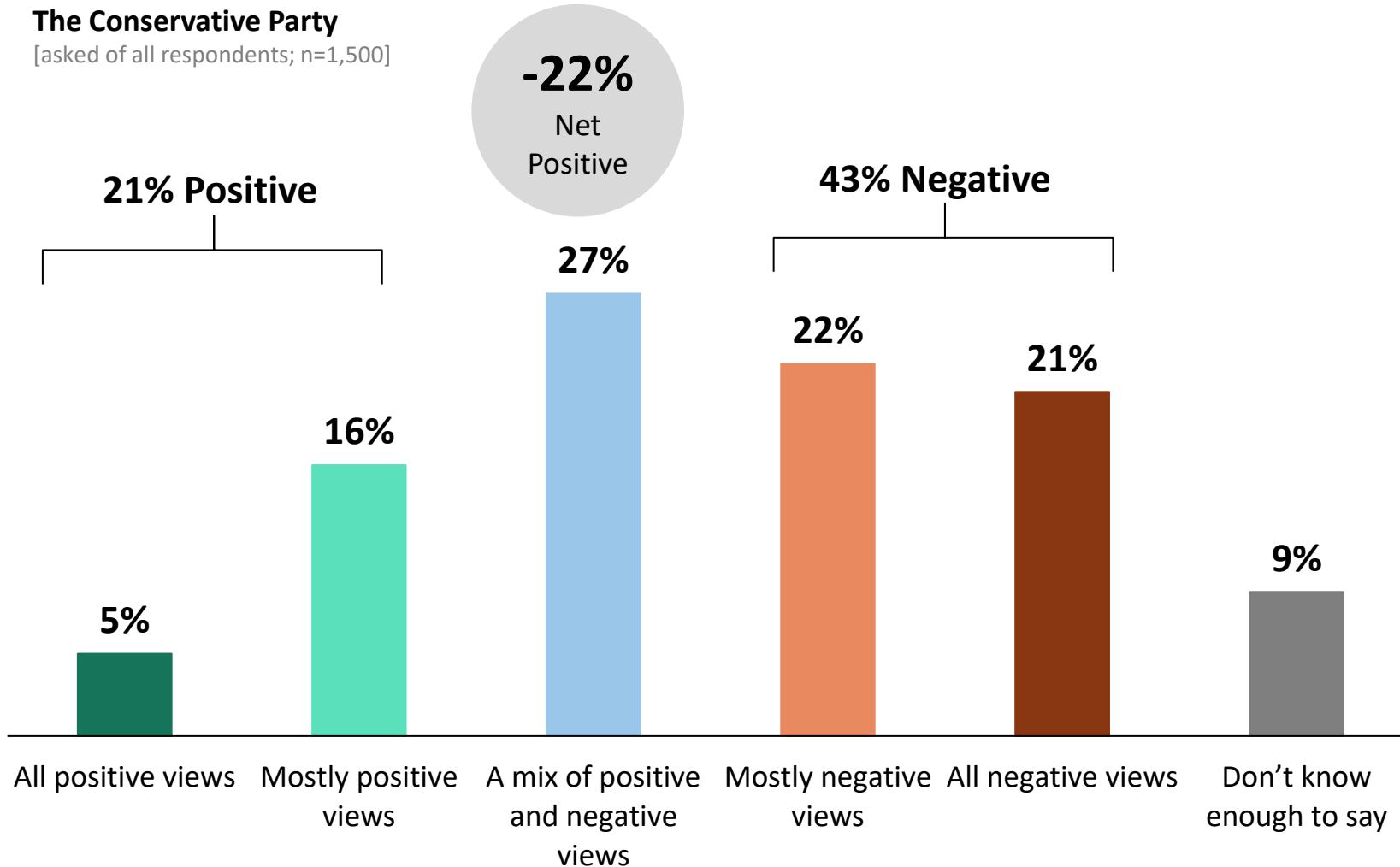
[asked of all respondents; n=1,500]



Conservative Party views: 1-in-5 (21%) have a positive view of the Conservative Party; men have a higher positive view than women

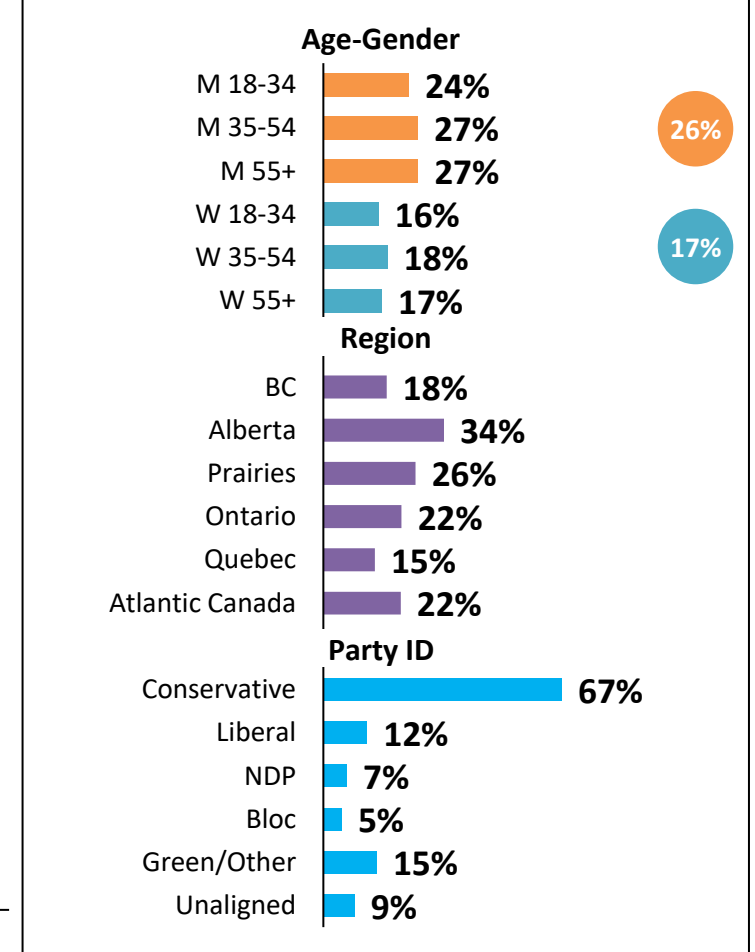
Thinking about each of the following parties, please indicate if you have all positive, mostly positive, some positive and some negative, mostly negative, or all negative views of that party. If you don't know enough about the party to say, please indicate that.

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



Segmentation

Among those who say "Positive"



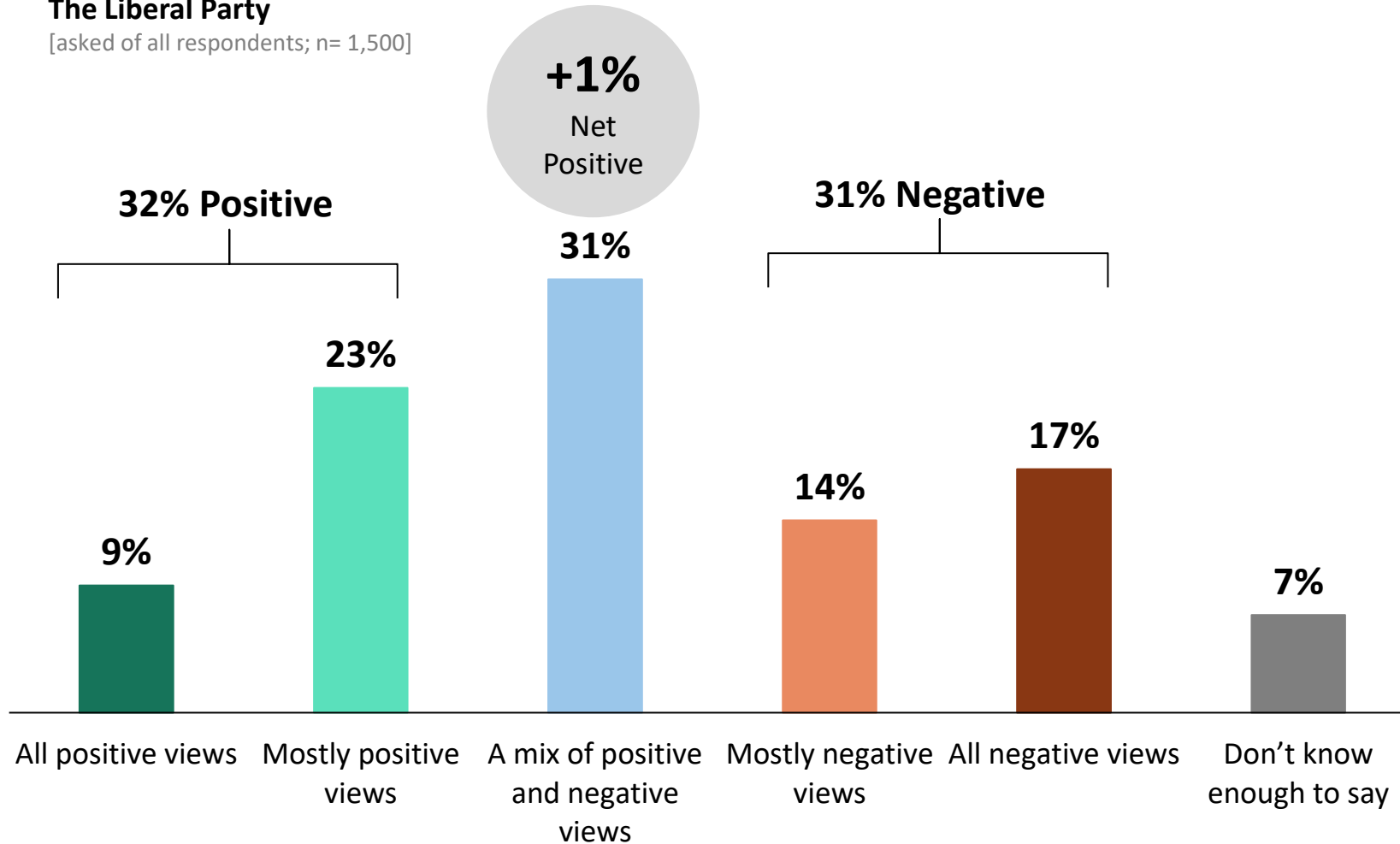
Liberal Party views: Respondents are evenly split on having positive and negative view about the Liberals; highest positive views in Ontario



Thinking about each of the following parties, please indicate if you have all positive, mostly positive, some positive and some negative, mostly negative, or all negative views of that party. If you don't know enough about the party to say, please indicate that.

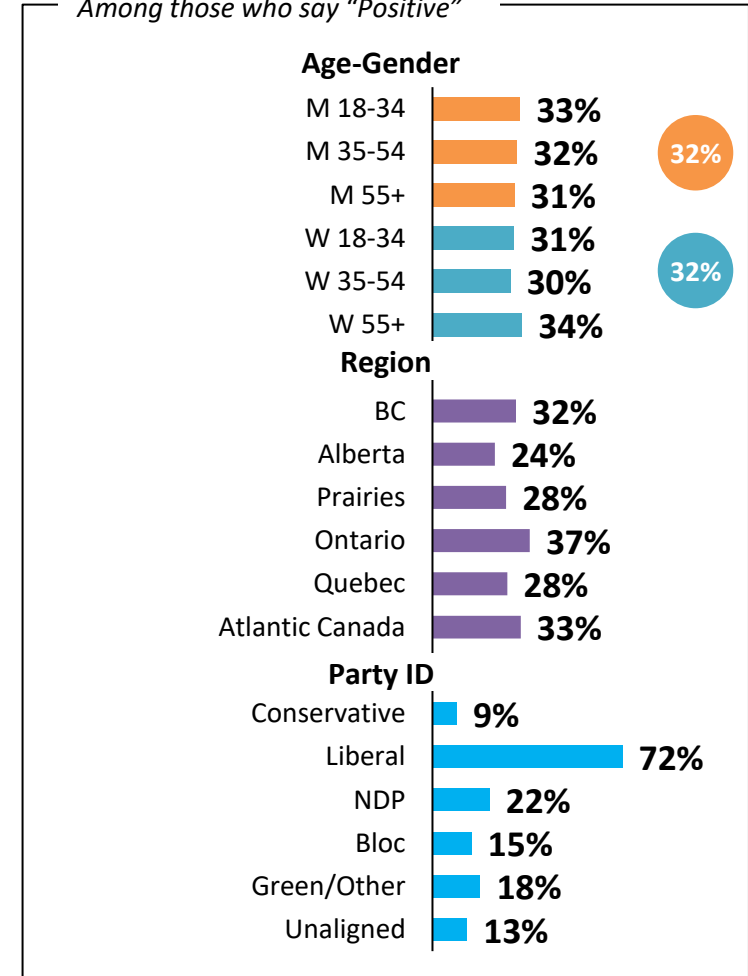
The Liberal Party

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



Segmentation

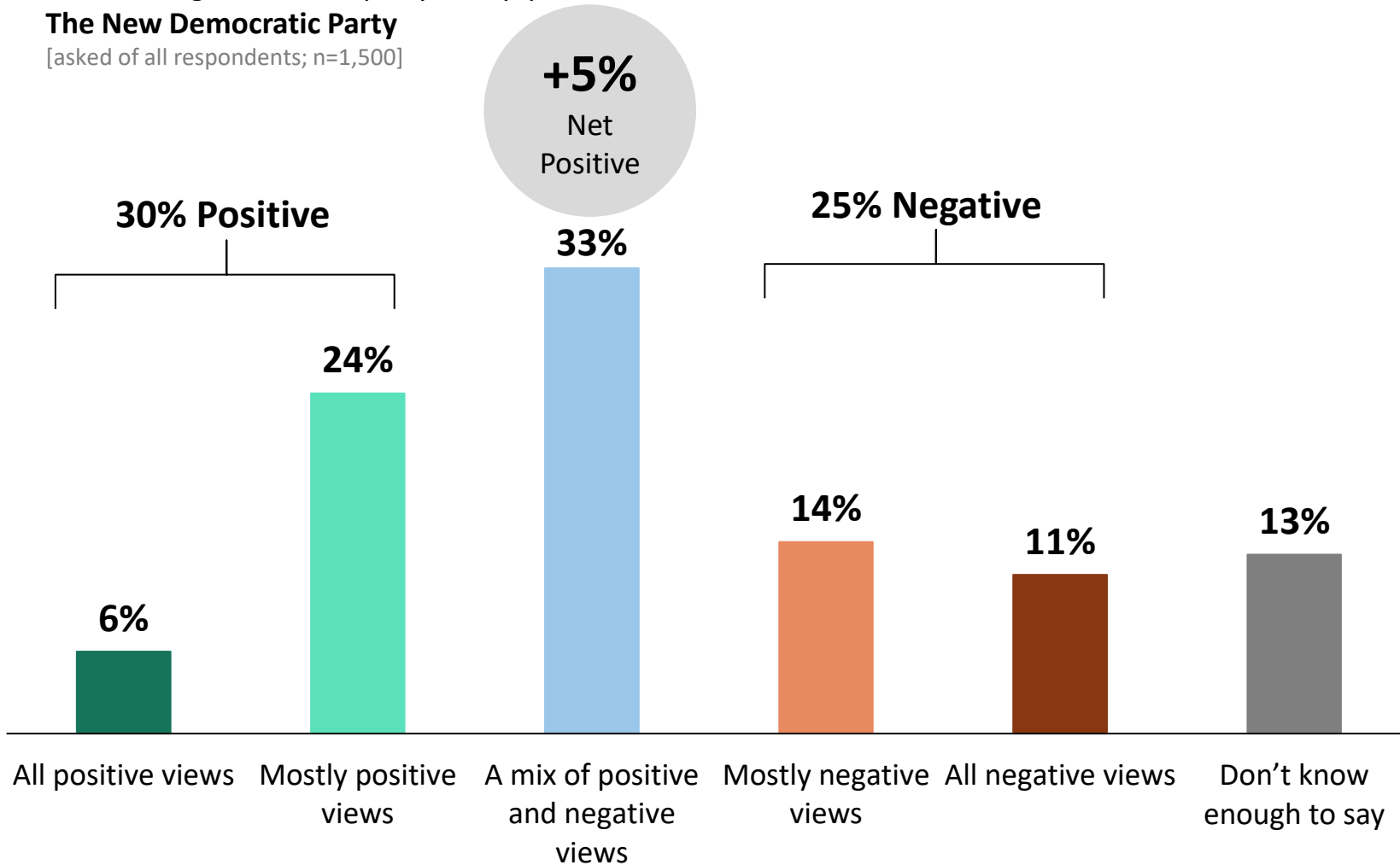
Among those who say "Positive"



New Democratic Party views: 3-in-10 (30%) of respondents have a positive view of the NDP, higher among younger men and women

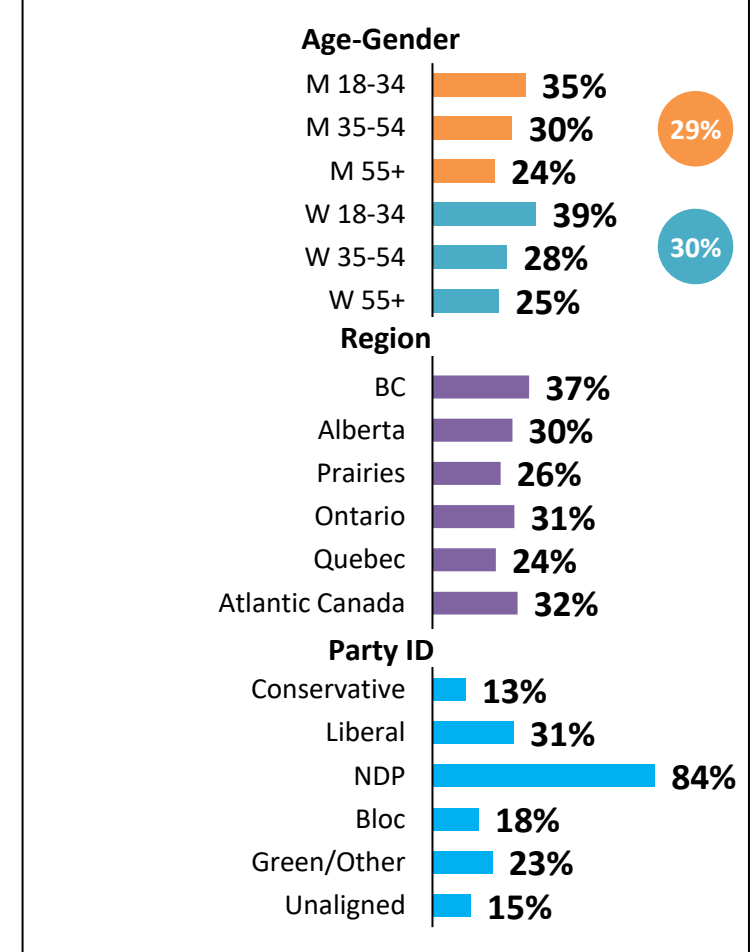
Thinking about each of the following parties, please indicate if you have all positive, mostly positive, some positive and some negative, mostly negative, or all negative views of that party. If you don't know enough about the party to say, please indicate that.

The New Democratic Party
[asked of all respondents; n=1,500]



Segmentation

Among those who say "Positive"

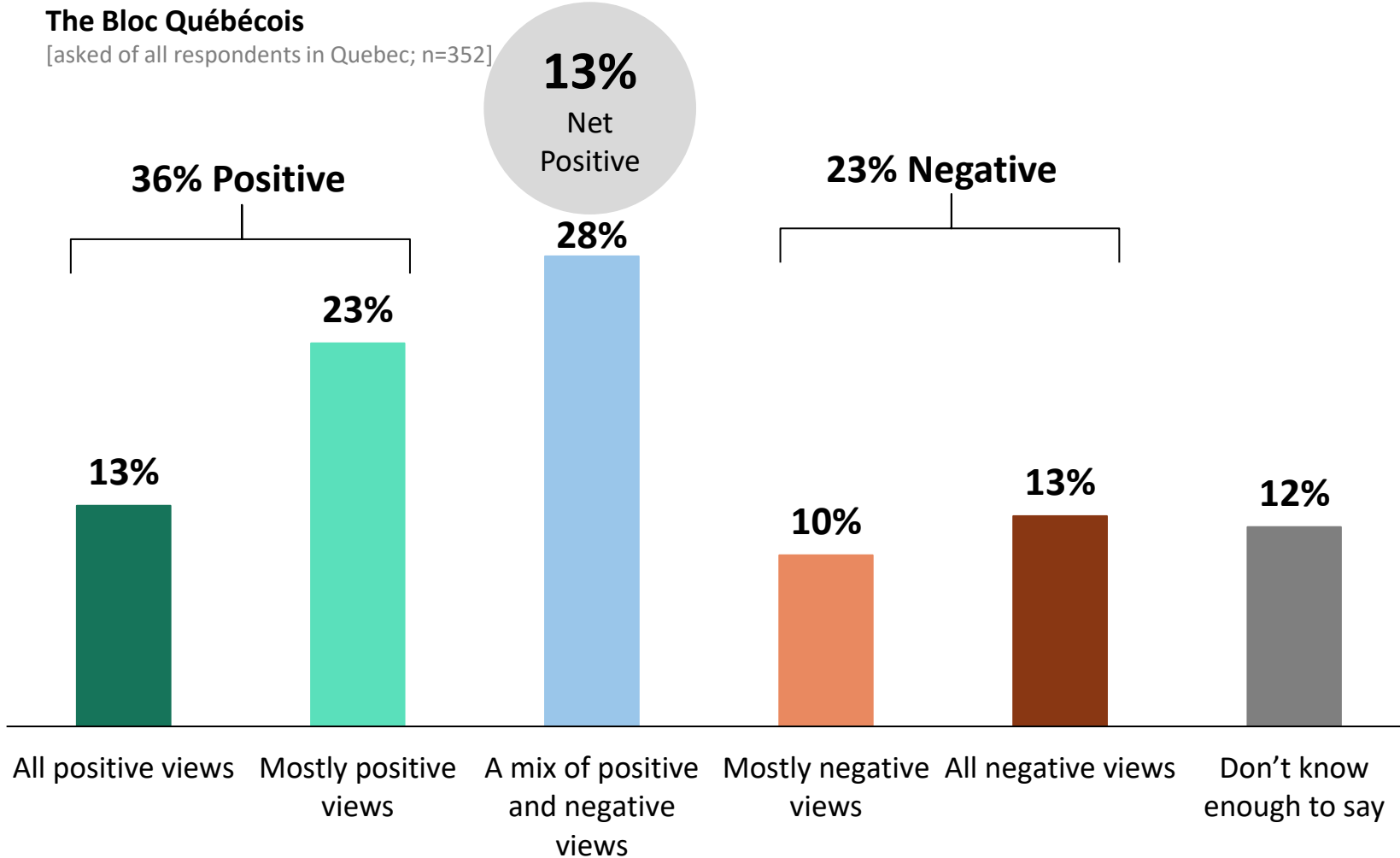


Bloc Québécois views: Almost 4-in-10 (36%) Quebec residents find the Bloc Québécois positive; highest among older men and women

Thinking about each of the following parties, please indicate if you have all positive, mostly positive, some positive and some negative, mostly negative, or all negative views of that party. If you don't know enough about the party to say, please indicate that.

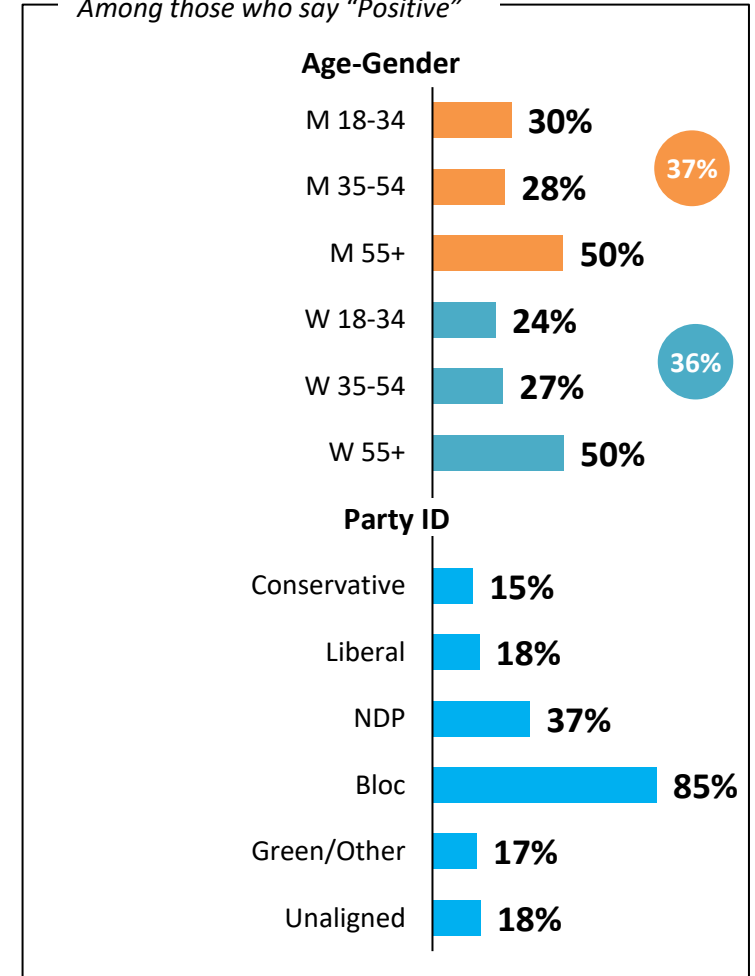
The Bloc Québécois

[asked of all respondents in Quebec; n=352]



Segmentation

Among those who say "Positive"

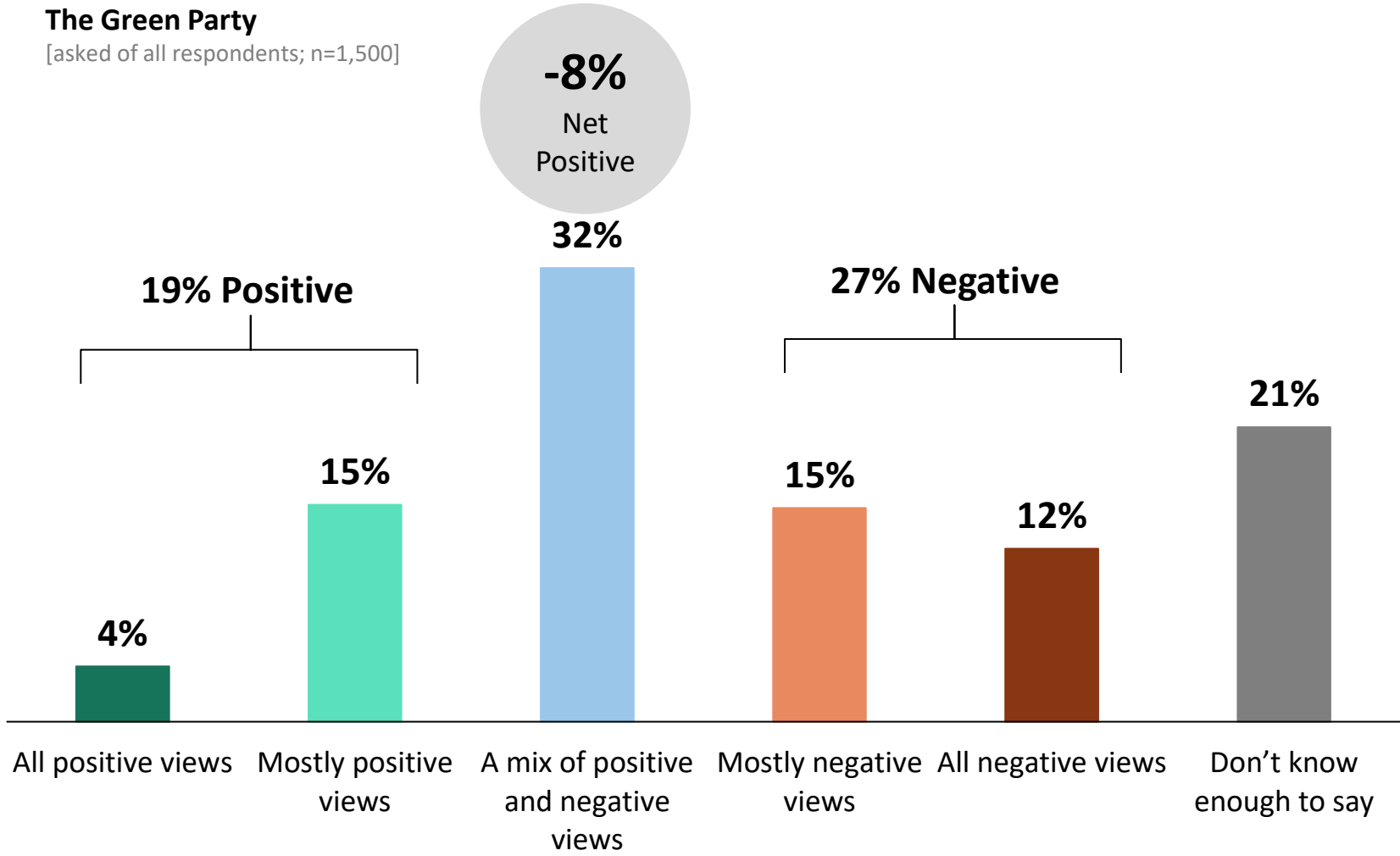


Green Party views: 2-in-5 (19%) of respondents have a positive view of the Green party; higher among younger respondents



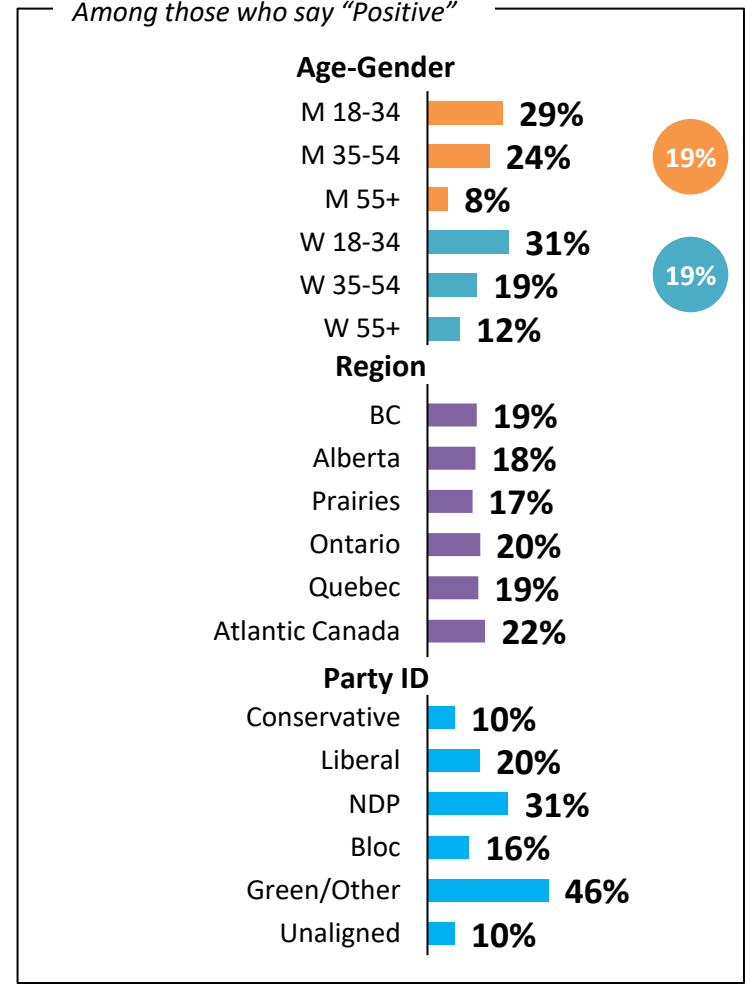
Thinking about each of the following parties, please indicate if you have all positive, mostly positive, some positive and some negative, mostly negative, or all negative views of that party. If you don't know enough about the party to say, please indicate that.

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



Segmentation

Among those who say "Positive"



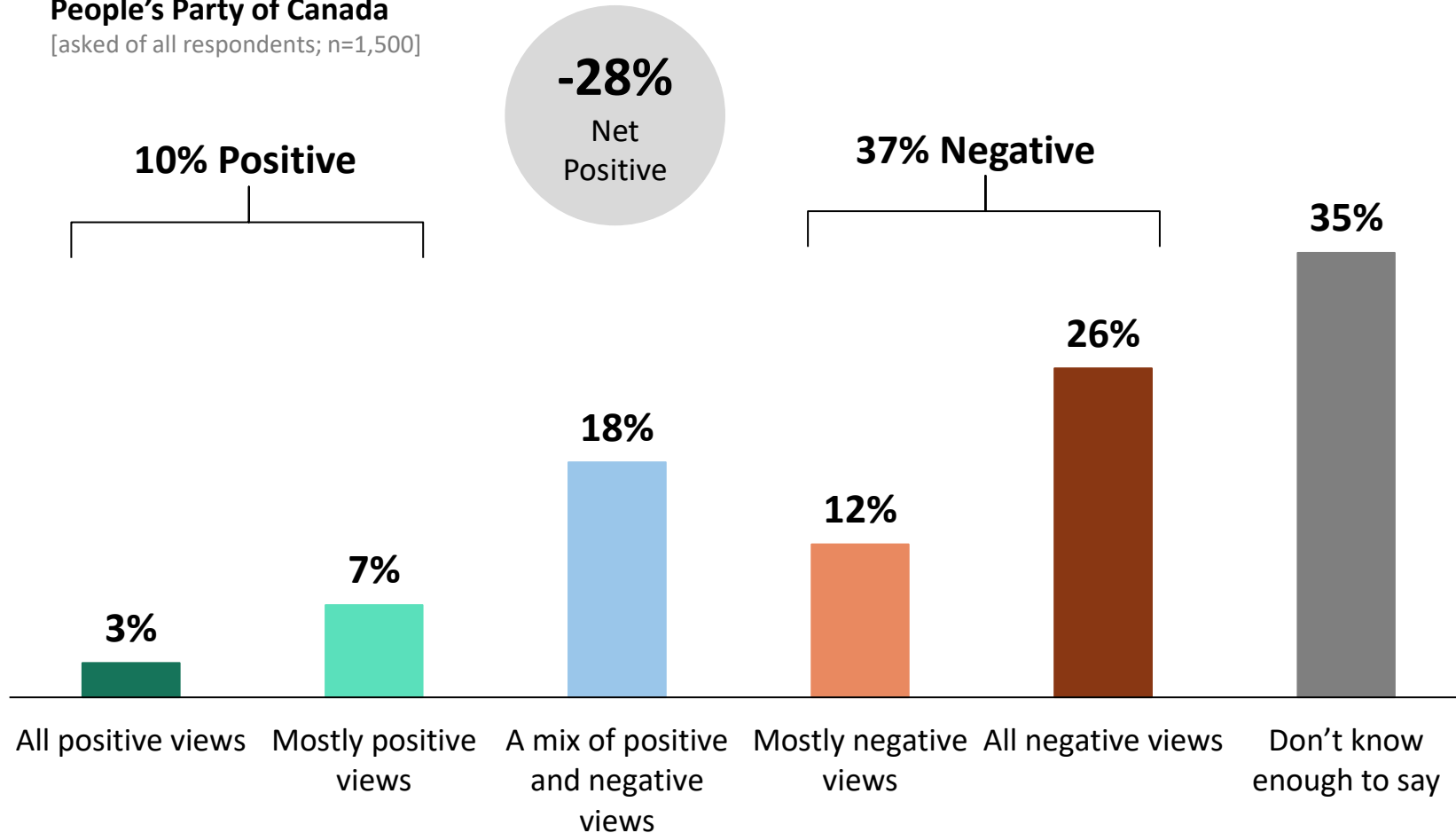
People's Party of Canada views: 2-in-5 (37%) view the People's Party of Canada negatively; men are more likely to view the party positively



Thinking about each of the following parties, please indicate if you have all positive, mostly positive, some positive and some negative, mostly negative, or all negative views of that party. If you don't know enough about the party to say, please indicate that.

People's Party of Canada

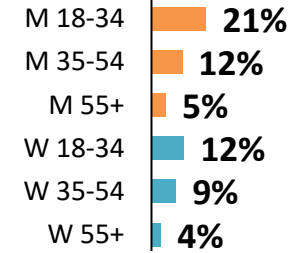
[asked of all respondents; n=1,500]



Segmentation

Among those who say "Positive"

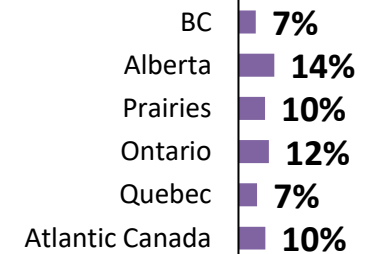
Age-Gender



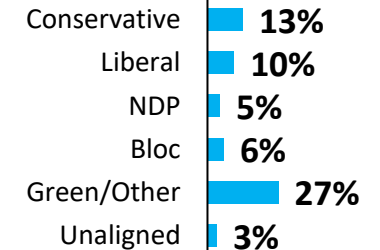
12%

8%

Region



Party ID



Brand Personality

Brand personality is way to humanise brands, even in politics. This month INNOVATIVE combined items from the classic Aaker brand personality scale, Saucier scale based on the Big 5 personality literature, and some work applying those scales in India which identified a potential secular/religious dimension in political branding.

Looking at brands this way, Canadians see:

- The Liberals as confident, careless, and practical,
- The Bloc as unique, daring, and honest,
- The CPC seen cold, practical, and mean,
- The NDP as hardworking, intelligent, and honest,
- And the Greens as unique, careless and imaginative.

Brand Personality & Promise

Each respondent was asked about the *brand personality* and *brand promise* of a total of three parties out of a possible five:

- The Liberal Party
- The Conservative Party
- The New Democratic Party
- The Green Party
- The Bloc Quebecois [Quebec only]

For each respondent, if they said they would vote for one of those parties it was included among the three parties they saw and the other two were random. If a respondent said they would vote for another party or were undecided they were given three random parties.

Respondents were then asked a series of questions on both *brand personality* and *brand promise* relating to those parties. Sample sizes for each party are shown on the following slides.

Attributes: The Liberals are most commonly called “confident”, while the Conservatives are most commonly described as “cold”



Now, thinking about the [PARTY], which of the following words best describe that party? Select up to 5.

[each respondent asked of the party they would vote for and two random parties]

Liberal Party



Conservative Party



New Democratic Party



Green Party



Bloc Quebecois

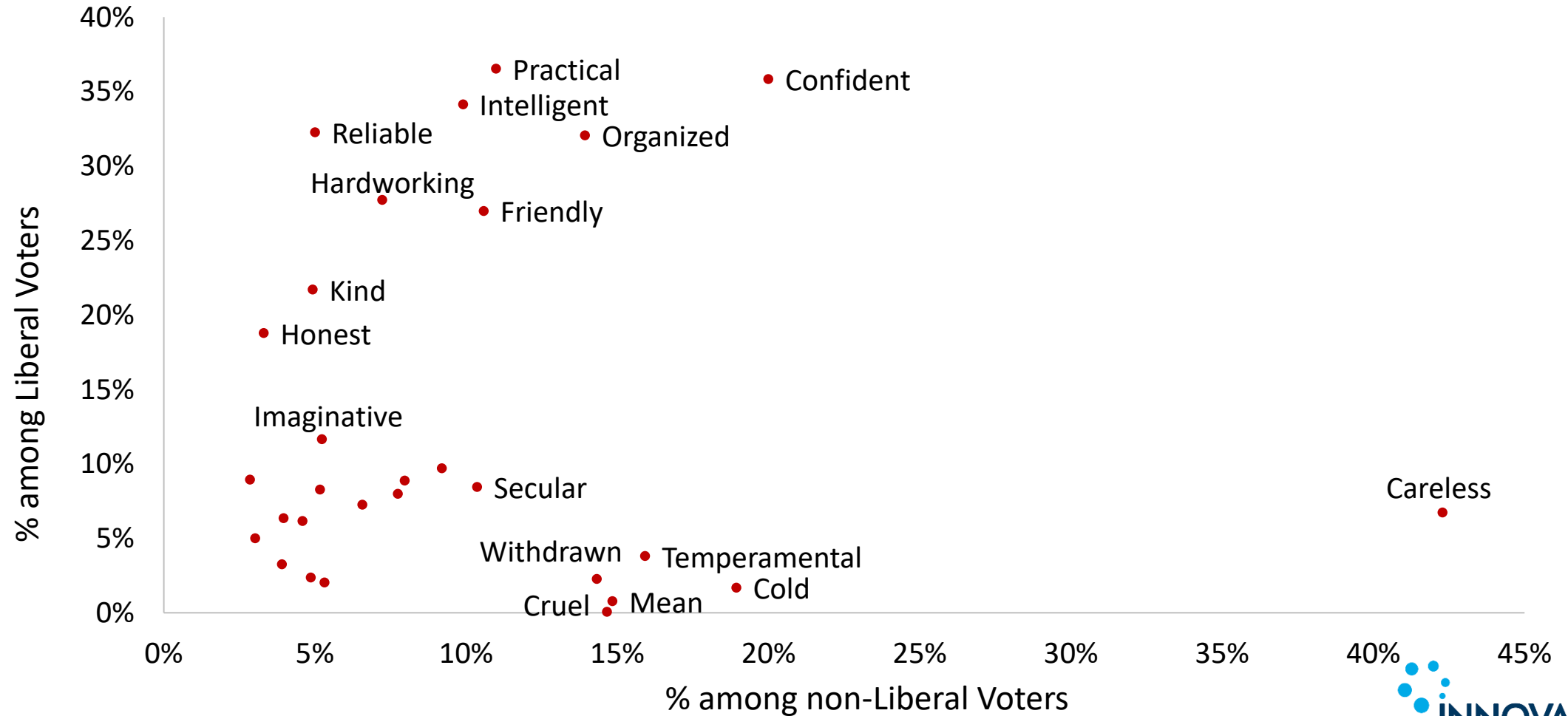


Liberal Party Attributes: The most common word to describe the Liberals by other voters is “careless” at 44%



Now, thinking about the Liberal Party, which of the following words best describe that party? Select up to 5.

[showing those asked about the Liberal Party, n=1,125]

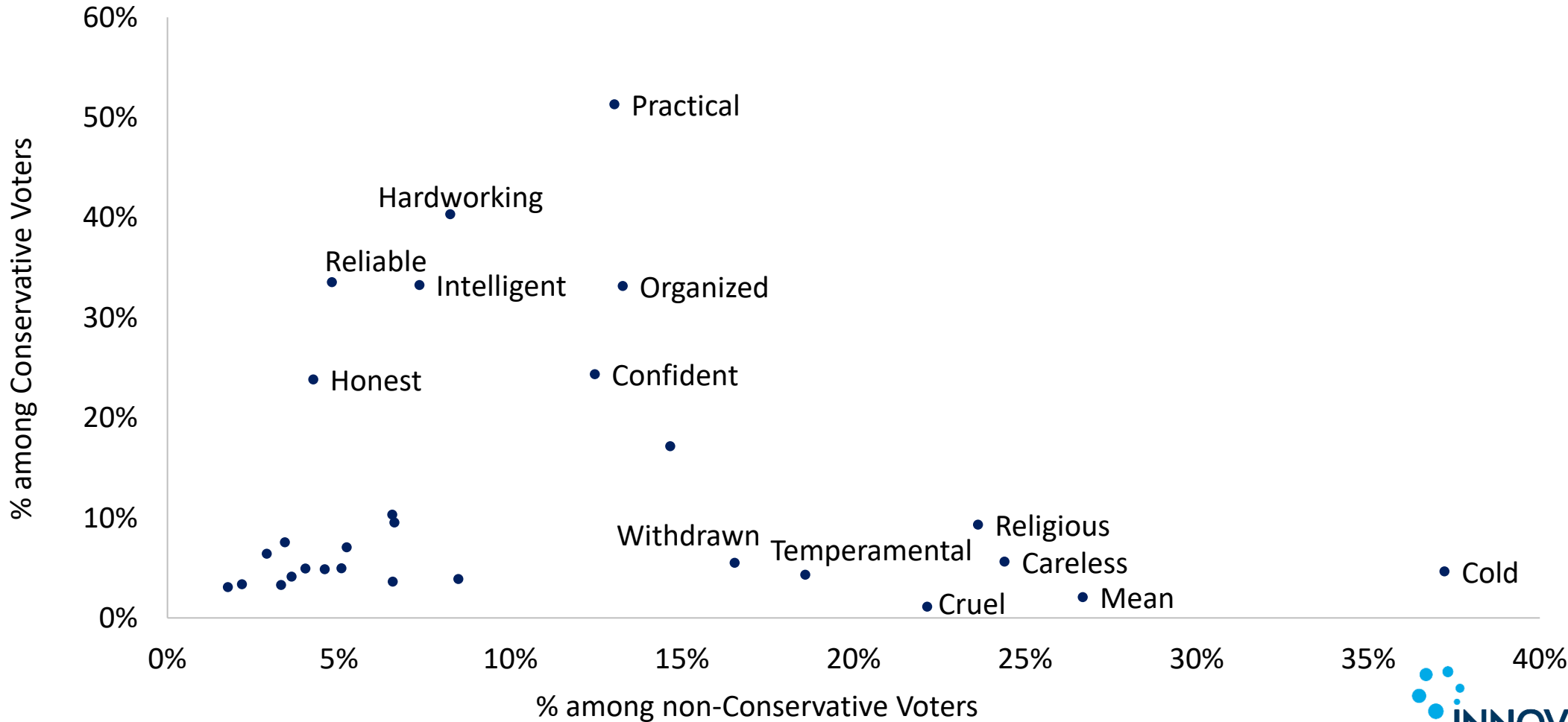


Conservative Party Attributes: Conservative voters describe their party⁶² as “practical” while other voters say they are “cold”



Now, thinking about the Conservative Party, which of the following words best describe that party? Select up to 5.

[showing those asked about the Conservative Party, n=1,089]

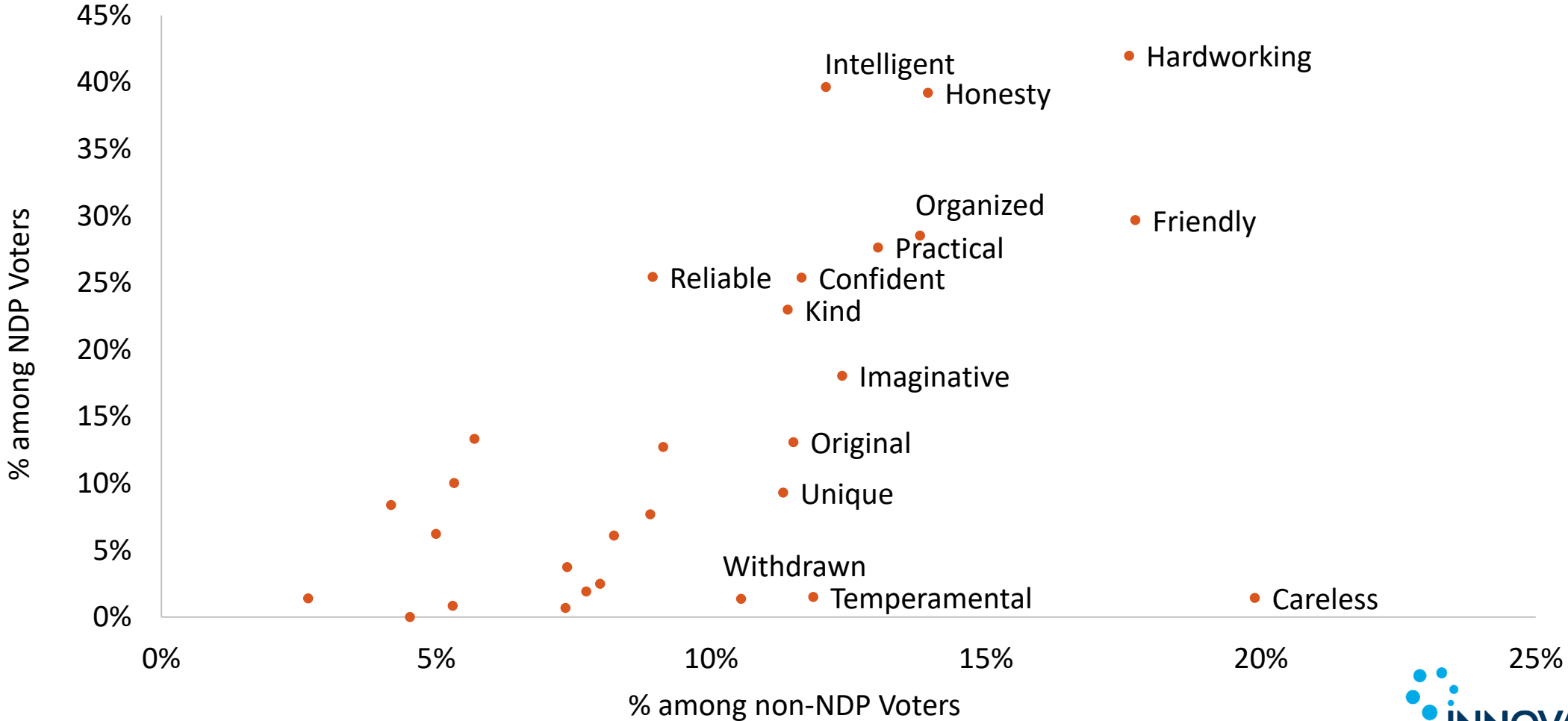


New Democratic Party Attributes: New Democrats describe their party⁶³ as “hard working”, “intelligent”, and “honest”



Now, thinking about the New Democratic Party, which of the following words best describe that party? Select up to 5.

[showing those asked about the New Democratic Party, n=1,049]



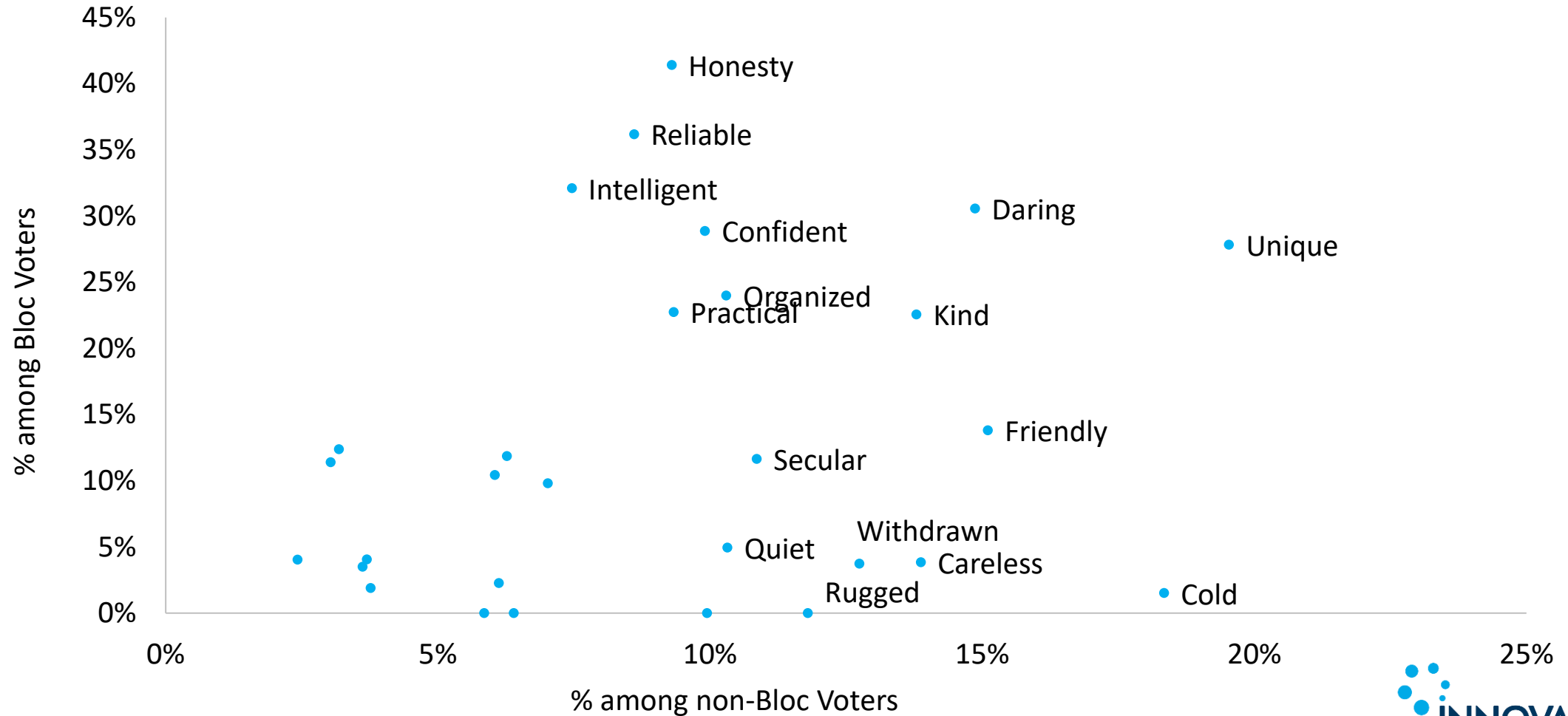
Bloc Attributes: Bloc voters describe their party as “honest” and “reliable”; others call it “unique” and “cold”



Now, thinking about the Bloc Québécois, which of the following words best describe that party? Select up to 5.

S'agissant du Bloc Québécois lesquels des terme suivants vous viennent à l'esprit pour décrire ce parti?

[showing those asked about the Bloc Quebecois, n=229]

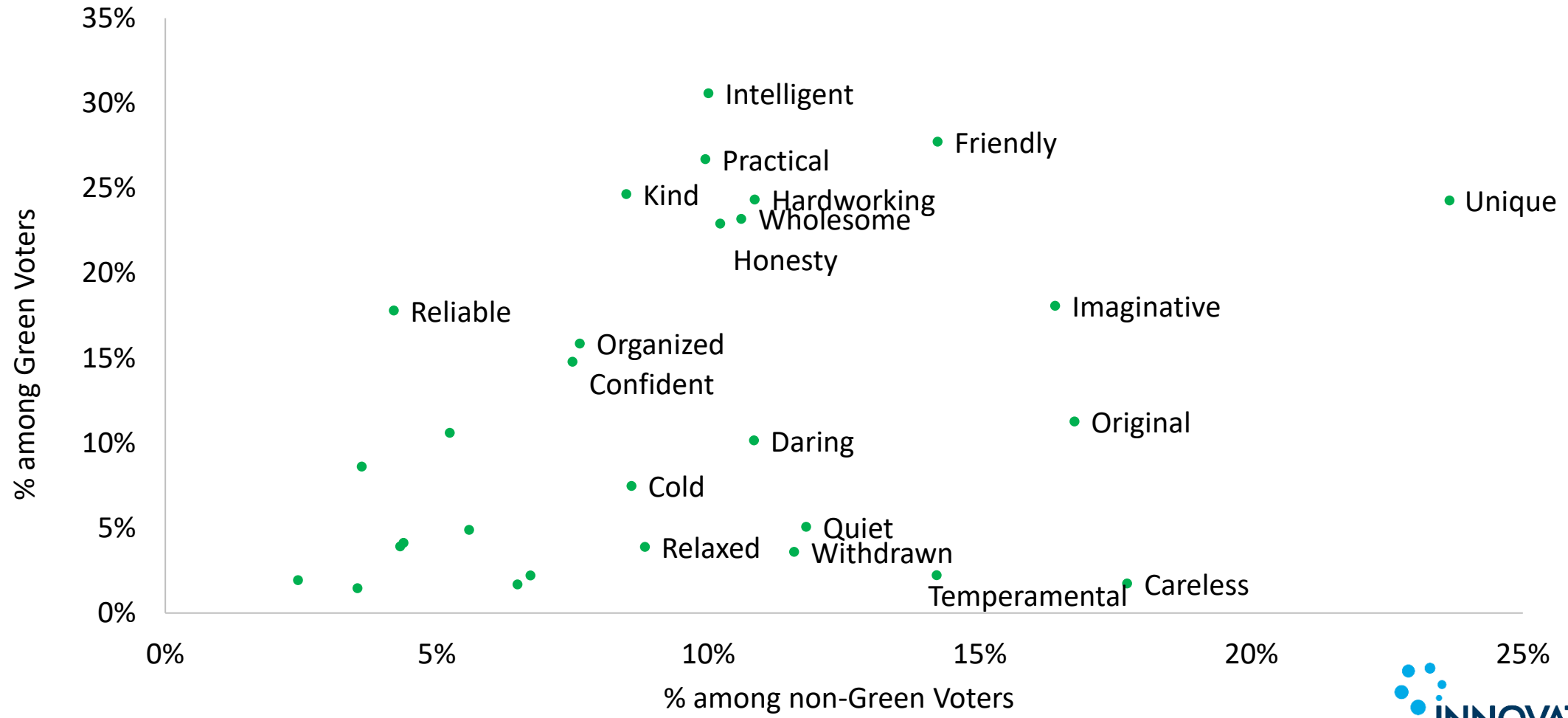


Green Attributes: Green voters describe their party as “intelligent” and “friendly” while others describe it as “unique” and “careless”⁶⁵



Now, thinking about the Green Party, which of the following words best describe that party? Select up to 5.

[showing those asked about the Green Party, n=1,007]



Brand Promise

What difference will each party make to you? To the country?

Most voters feel most parties won't make much difference in their lives. Canadians are fairly equally divided on the personal impact of the Bloc, the NDP and the Liberals if they form government or hold the balance of power.

While other measures show many voters don't like the CPC, only 23% believe they will be personally worse off if the CPC win. While that is nine points higher than the Liberals, the CPC have more people who say their lives will be better off (22% better for the CPC vs 19% better for the Liberals).

Perhaps most surprising is that the party with the worst net impact score are the Green's with 29% worse off vs 12% better.

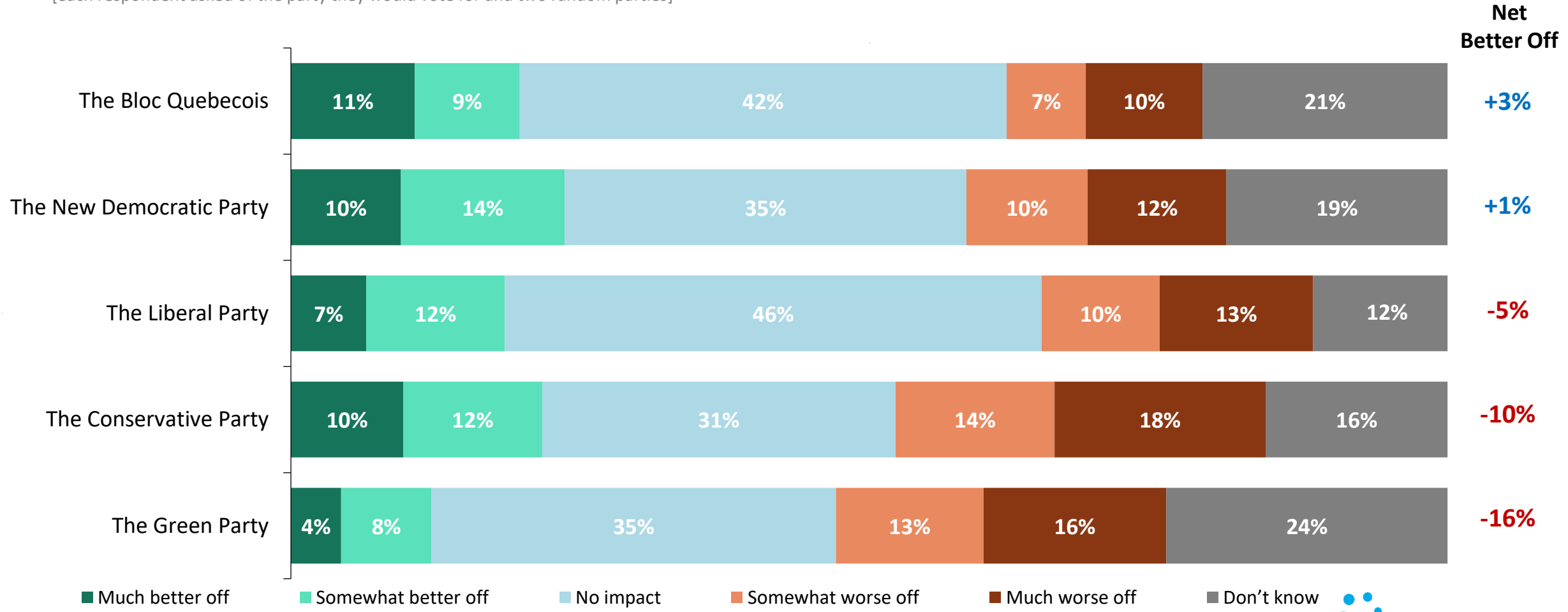
The story is similar for the party impacts on the country with the exception that the Bloc drops from slightly higher than the NDP and Liberals to slightly lower. That is not particularly surprising given the Bloc goal of dividing the country.

Personal Impact: Respondents say that they personally would be more ⁶⁷ likely better off with the NDP (24%)



If [PARTY] were to form the next government or hold the balance of power in a minority government, do you think you personally would be better off or worse off?

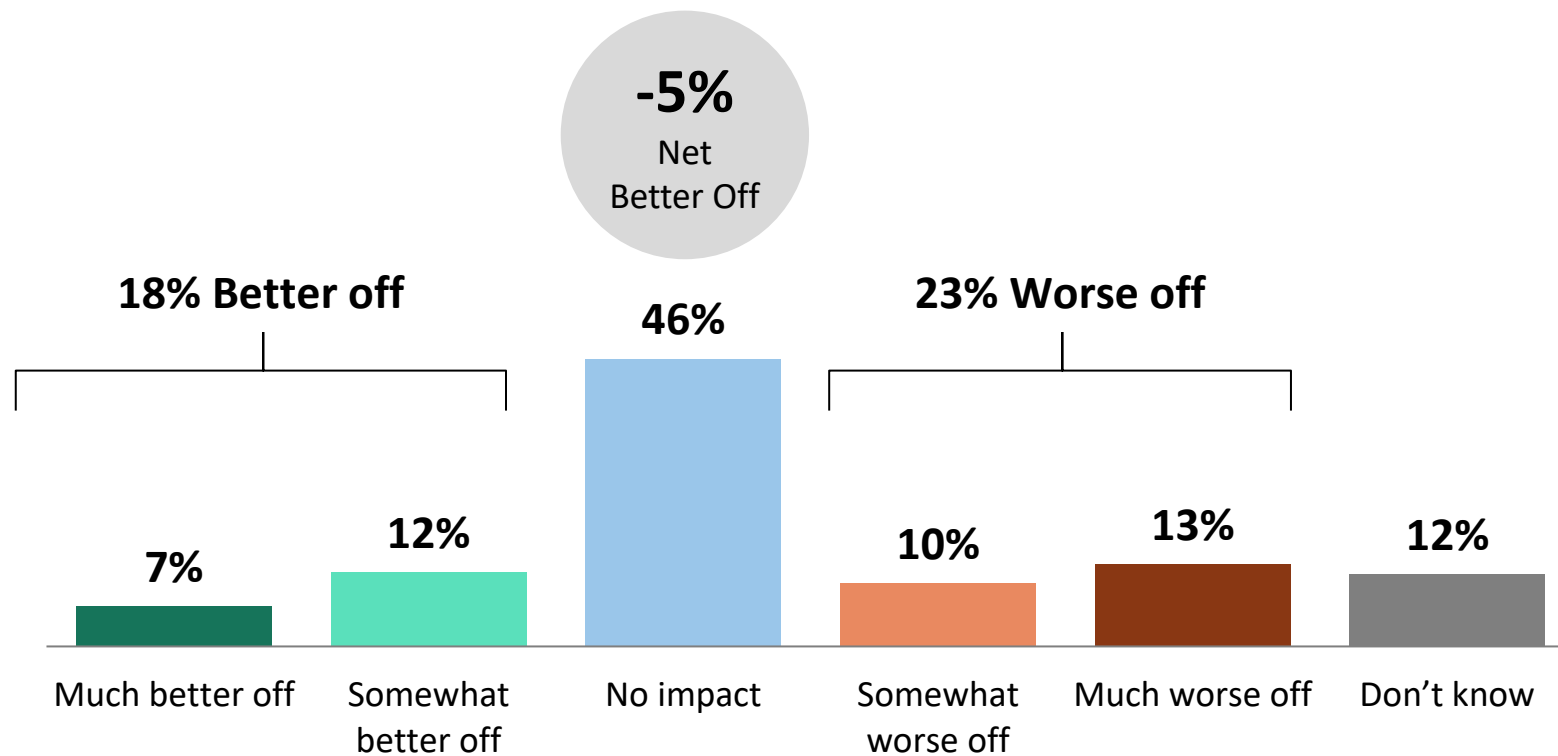
[each respondent asked of the party they would vote for and two random parties]



■ Much better off
 ■ Somewhat better off
 ■ No impact
 ■ Somewhat worse off
 ■ Much worse off
 ■ Don't know

Liberal Personal Impact: Respondents are more likely to feel worse off more than better off with the Liberal party

Q If The Liberal Party were to form the next government or hold the balance of power in a minority government, do you think **you personally** would be better off or worse off?
[showing those asked about the Liberal Party; n=1,125]



Segmentation

Those who say 'Better off'

Age-Gender

M 18-34	17%
M 35-54	19%
M 55+	23%
W 18-34	16%
W 35-54	13%
W 55+	22%

20%

17%

Region

BC	16%
Alberta	19%
Prairies	20%
Ontario	23%
Quebec	8%
Atlantic Canada	22%

Party ID

Conservative	5%
Liberal	35%
NDP	15%
Bloc	0%
Green/Other	8%
Unaligned	9%

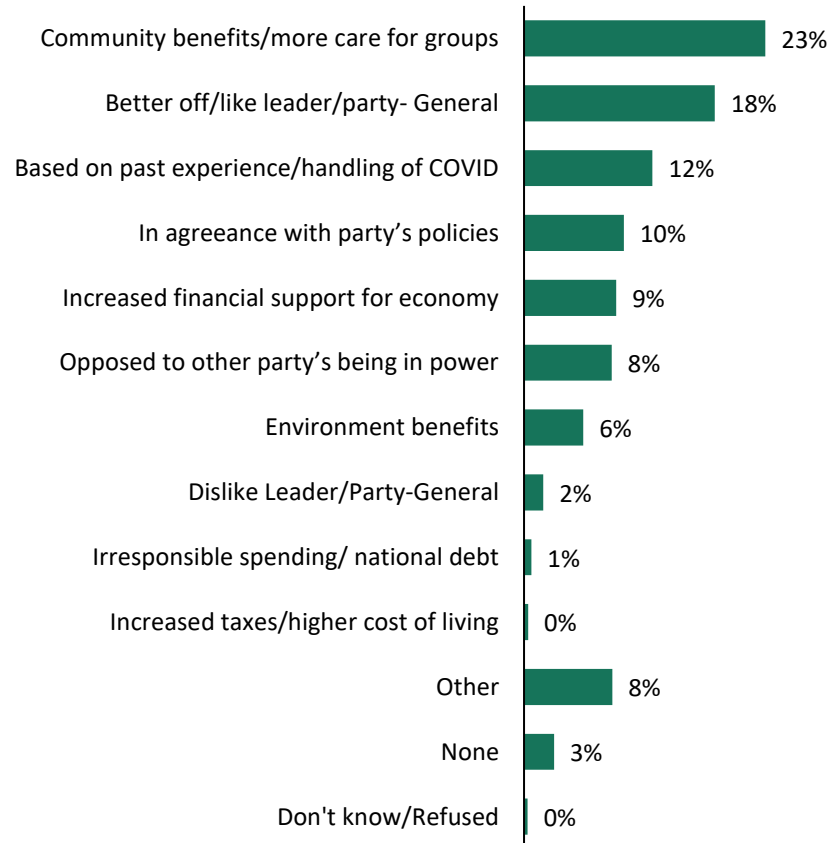
Liberal Personal Impact: The most common reason respondents say they would be worse off is spending and the national debt



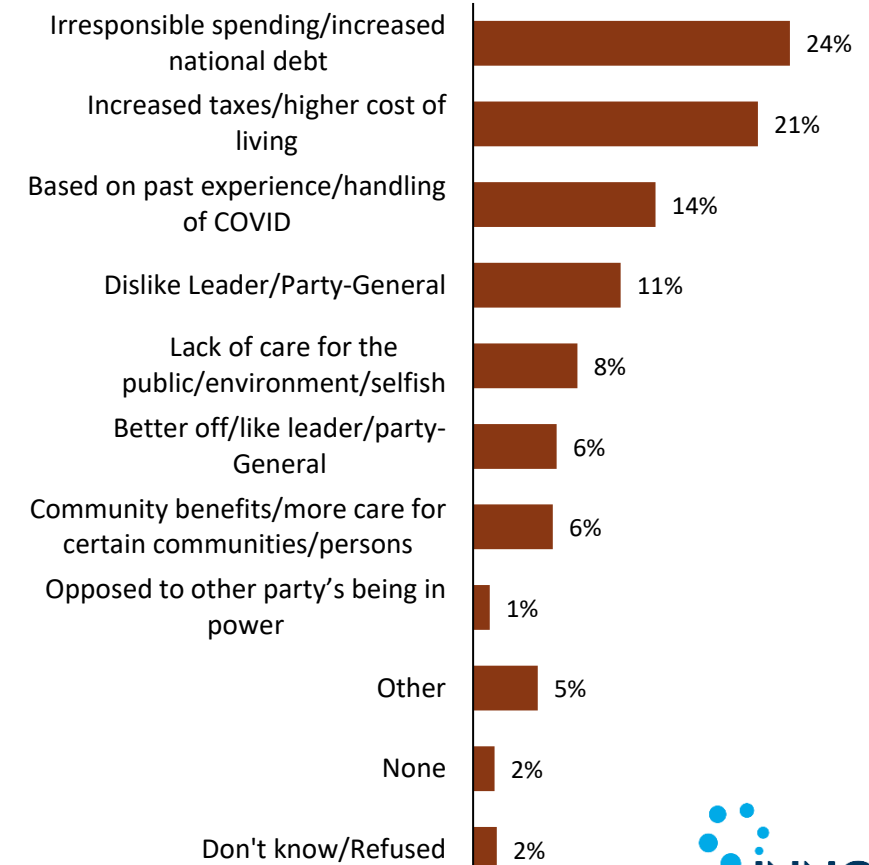
And how do you think you would be better/worse off?

[asked of all respondents; better n=208; worse n=264]

Better

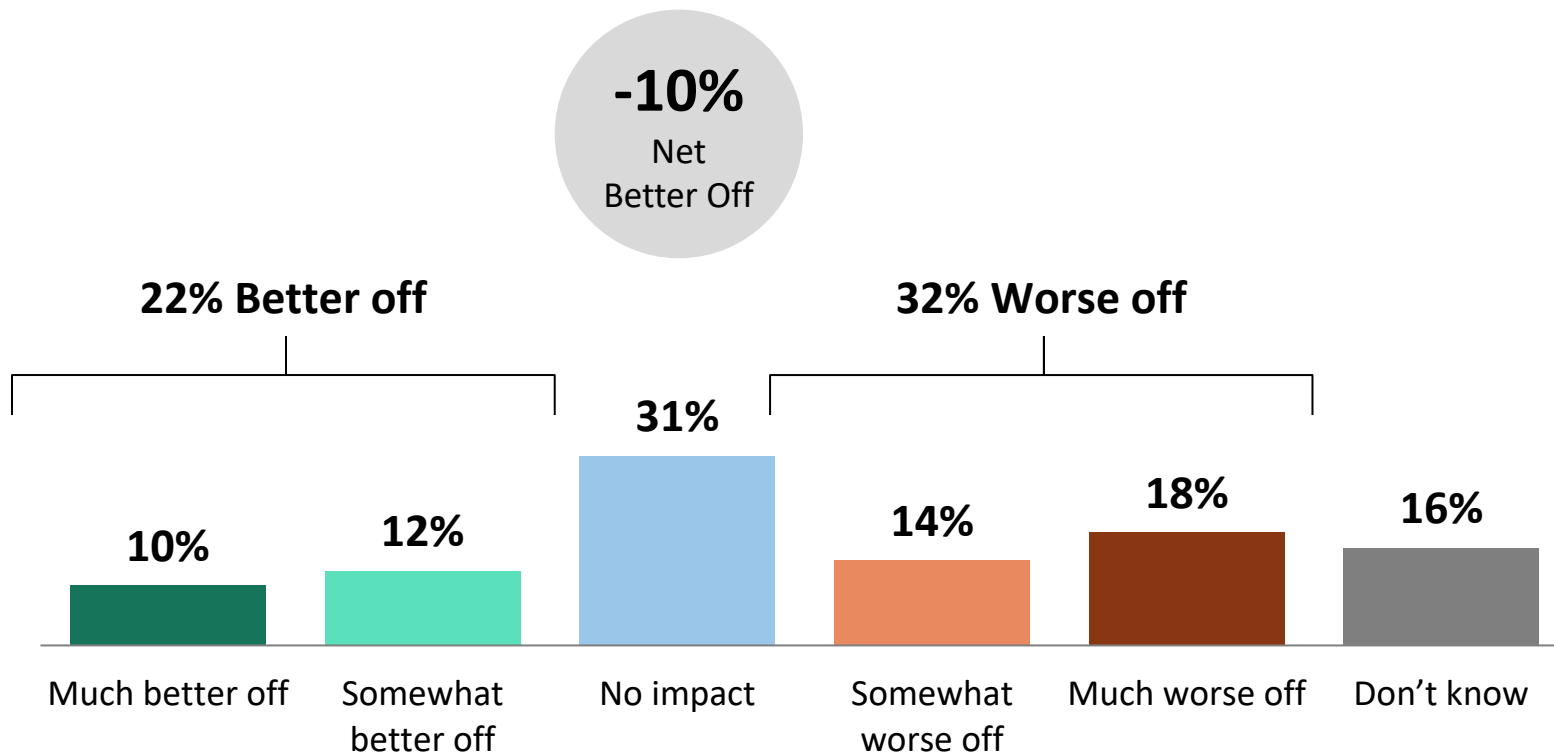


Worse



Conservative Personal Impact: 3-in-10 (32%) say they are worse off if the Conservatives form the next gov't; better off in Alberta

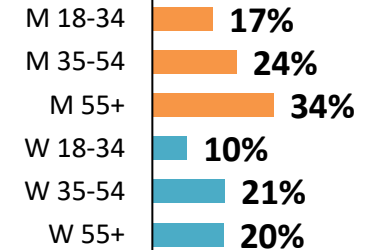
Q If The Conservative Party were to form the next government or hold the balance of power in a minority government, do you think **you personally** would be better off or worse off?
[showing those asked about the Conservative Party; n=1,089]



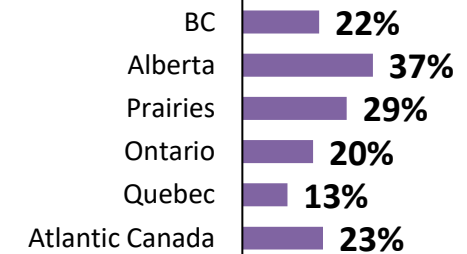
Segmentation

Those who say 'Better Off'

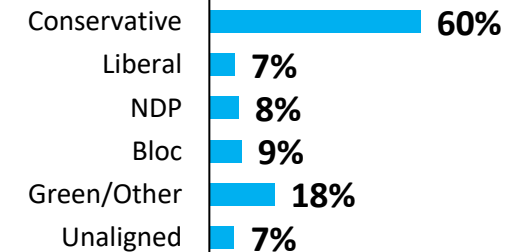
Age-Gender



Region



Party ID



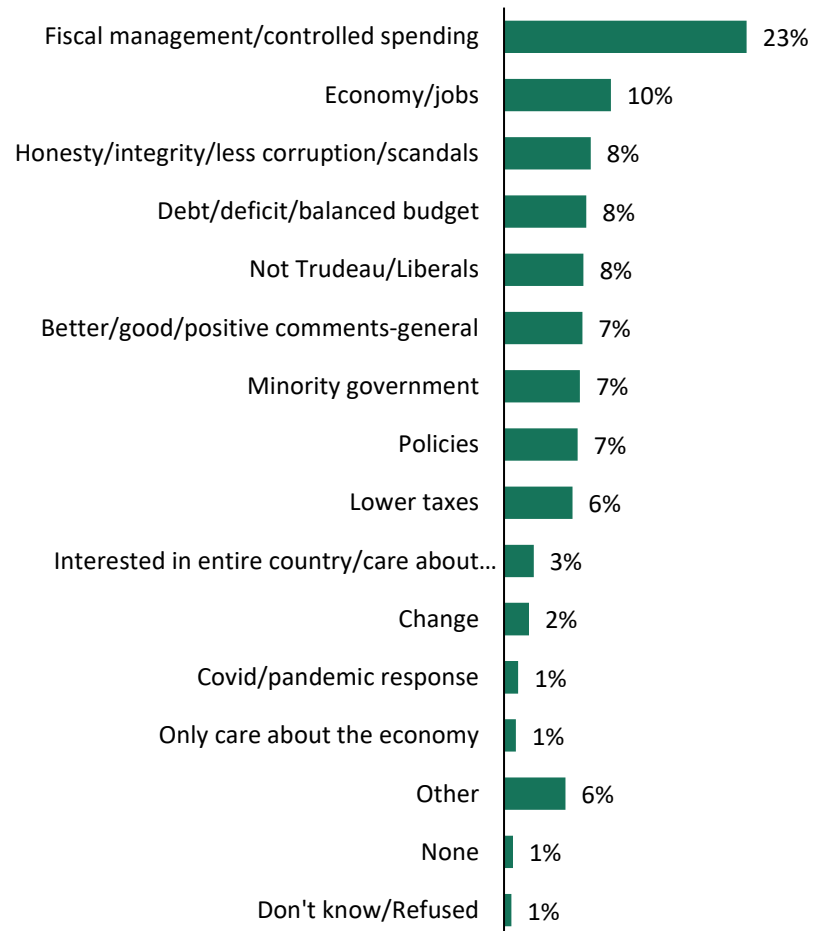
Conservative Personal Impact: The most common reason Canadians say they would be worse off with a CPC govt is cuts to social services



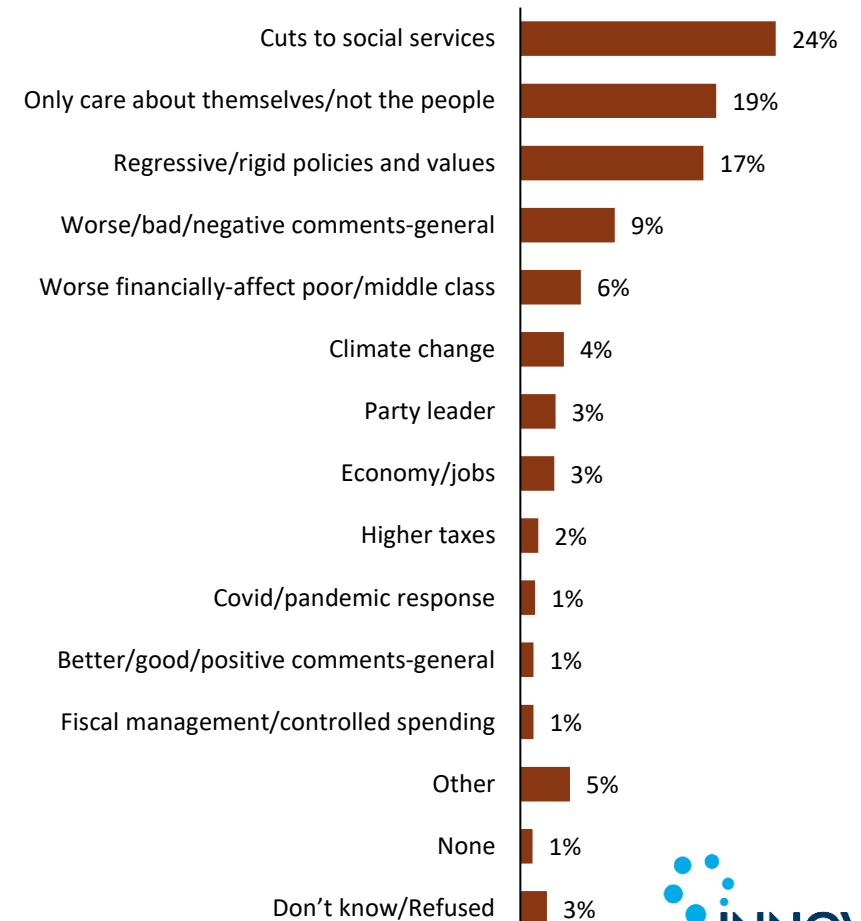
And how do you think you would be better/worse off?

[asked of all respondents; better n=237; worse n=349]

Better

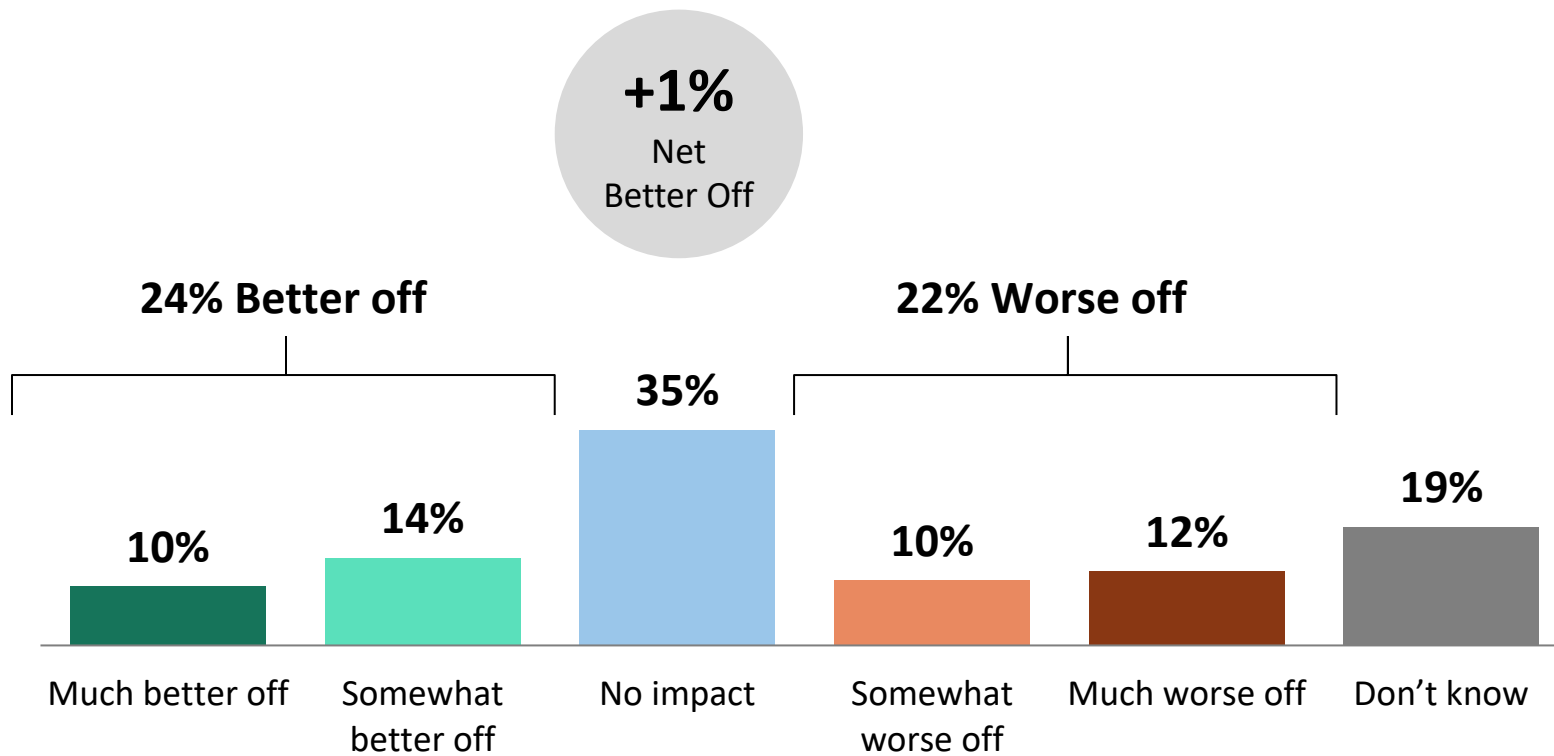


Worse



New Democratic Personal Impact: 1-in-4 (24%) of respondents say they are better off with NDP; highest in younger women

Q If The New Democratic Party were to form the next government or hold the balance of power in a minority government, do you think **you personally** would be better off or worse off?
[showing those asked about the NDP; n=1,049]



Segmentation

Those who say 'Better Off'

Age-Gender

M 18-34 20%

M 35-54 20%

M 55+ 23%

W 18-34 34%

W 35-54 23%

W 55+ 23%

21%

26%

Region

BC 32%

Alberta 27%

Prairies 29%

Ontario 25%

Quebec 13%

Atlantic Canada 19%

Party ID

Conservative 9%

Liberal 19%

NDP 64%

Bloc 0%

Green/Other 23%

Unaligned 13%

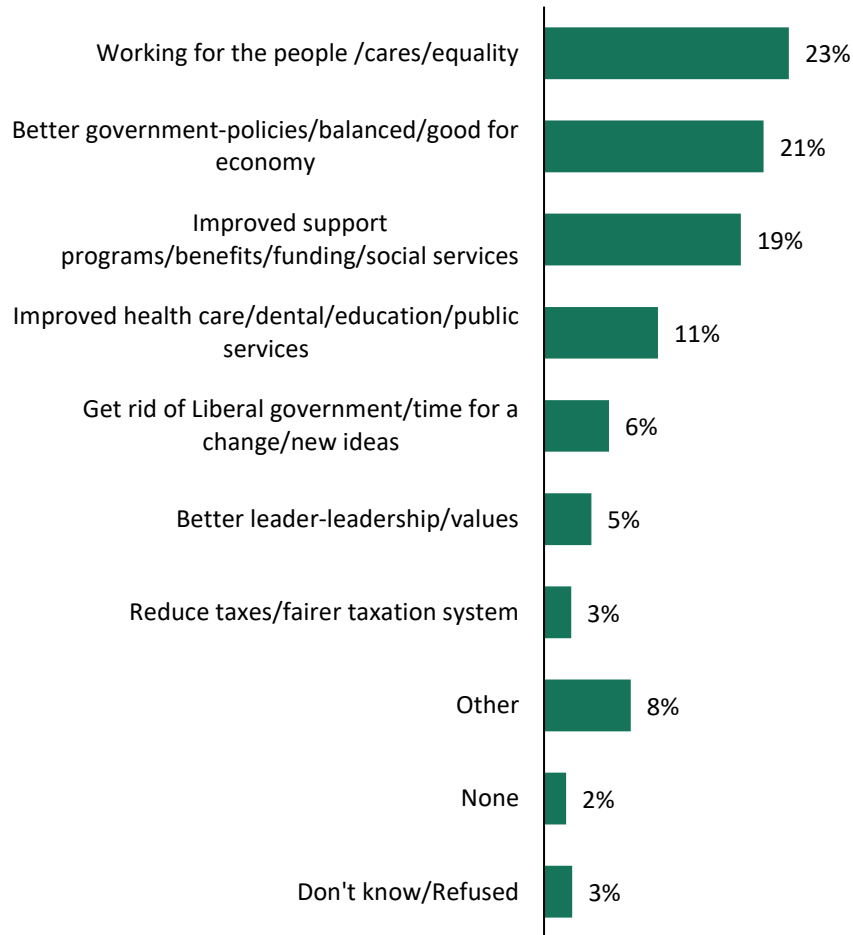
NDP Personal Impact: Increased taxes and a lack of fiscal responsibility are the top reasons people say they'd be worse off under the NDP



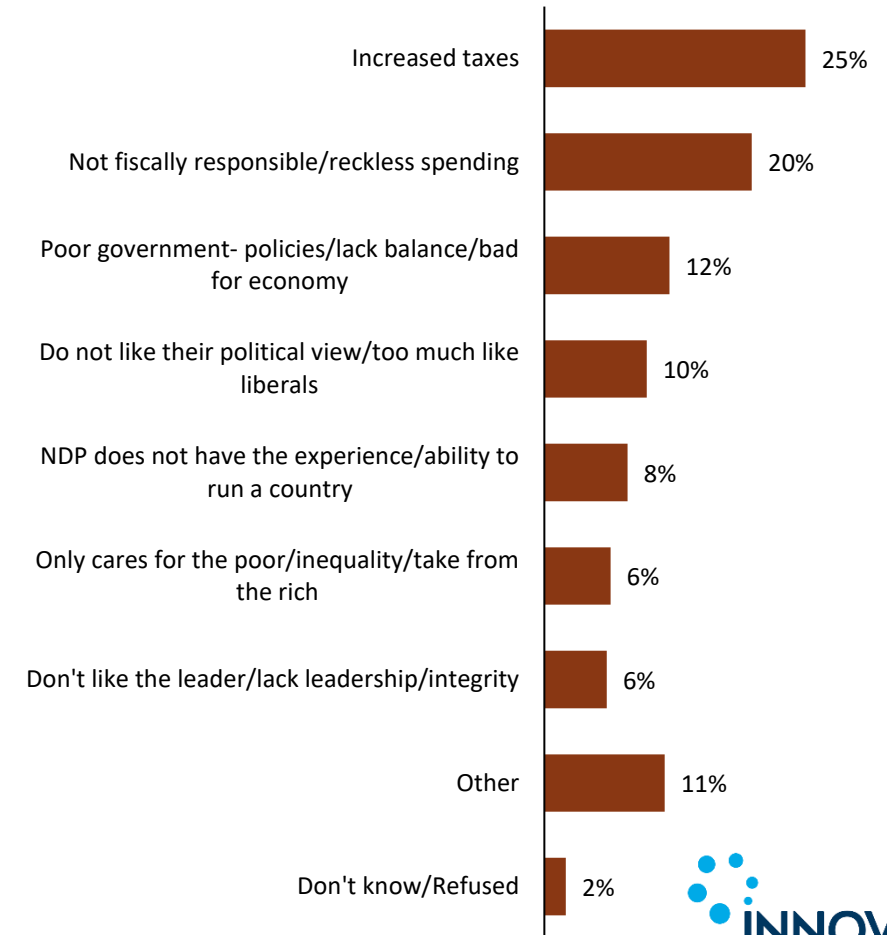
And how do you think you would be better/worse off?

[asked of all respondents; better n=248; worse n=236]

Better

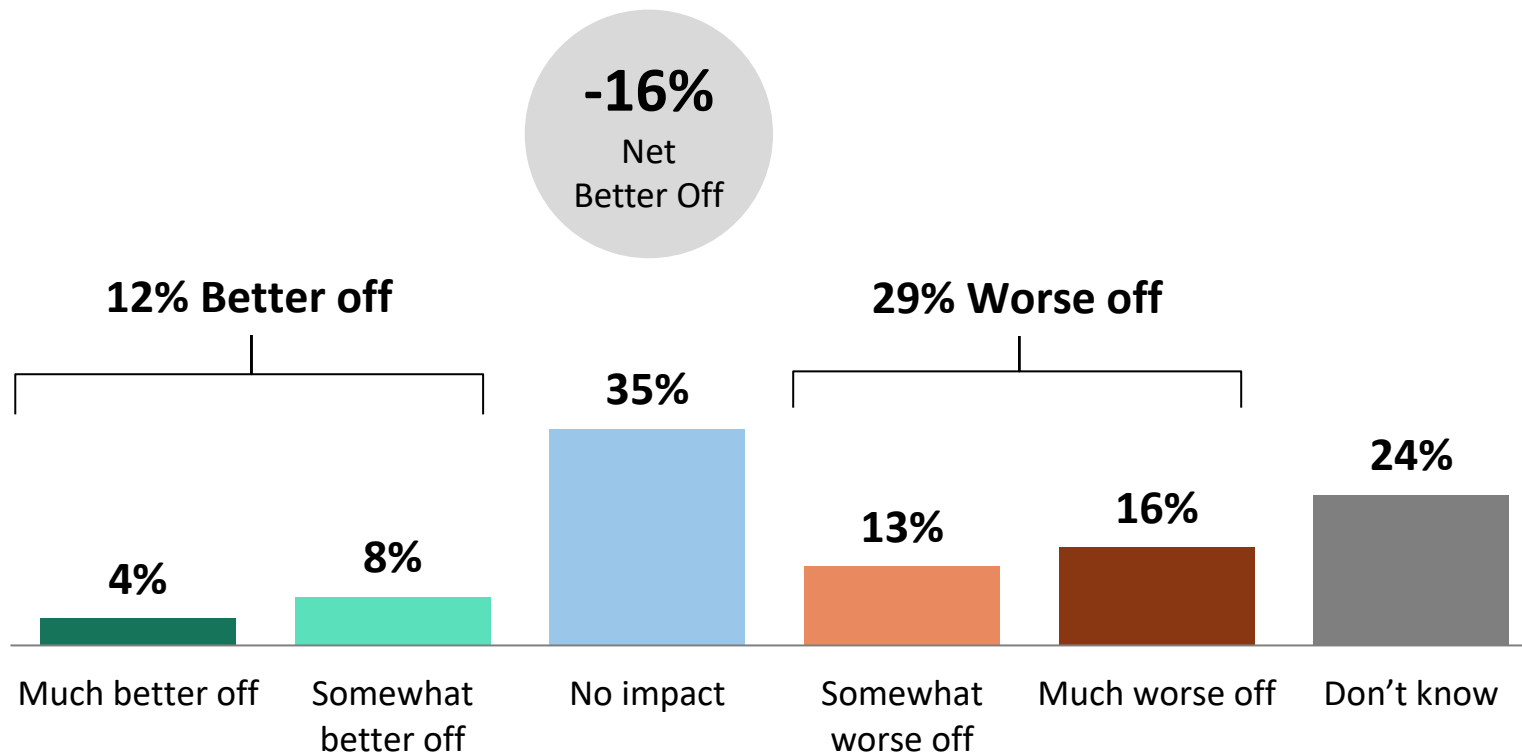


Worse



Green Personal Impact: Almost 3-in-10 (29%) say they are worse off if the Green party were to form the next government

Q If The Green Party were to form the next government or hold the balance of power in a minority government, do you think **you personally** would be better off or worse off?
[showing those asked about the Green Party; n=1,007]



Segmentation

Those who say 'Better Off'

Age-Gender

M 18-34	14%
M 35-54	14%
M 55+	10%
W 18-34	15%
W 35-54	11%
W 55+	10%

13%

12%

Region

BC	17%
Alberta	10%
Prairies	6%
Ontario	14%
Quebec	10%
Atlantic Canada	12%

Party ID

Conservative	5%
Liberal	6%
NDP	28%
Bloc	9%
Green/Other	34%
Unaligned	8%

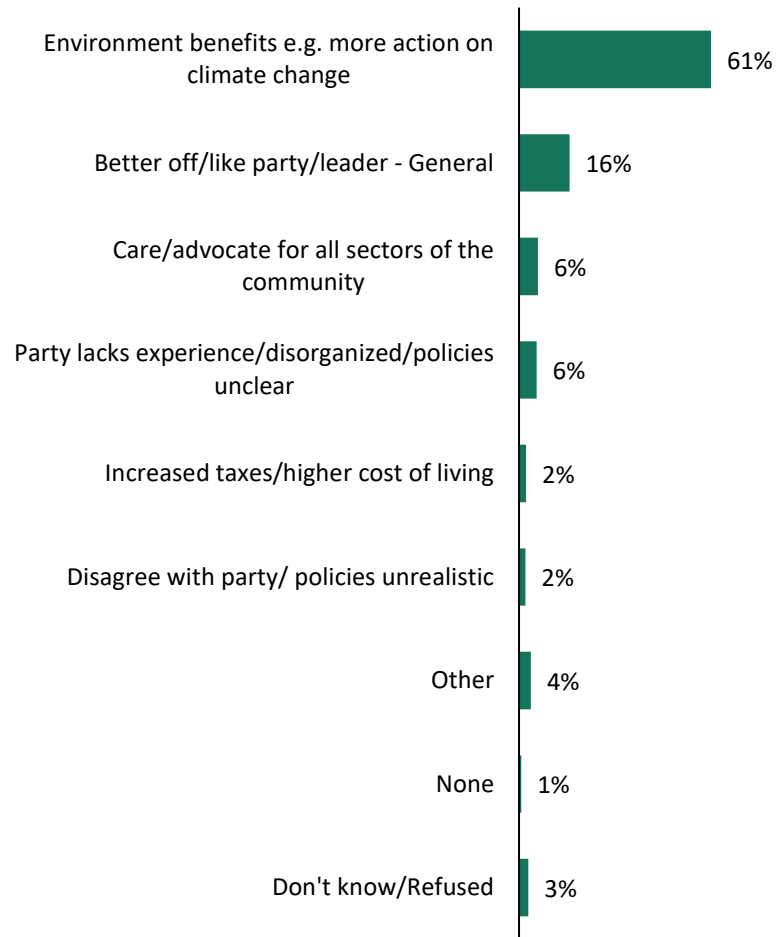
Green Personal Impact: More than half who say they'd be better off under the Greens say it is because of environmental benefits



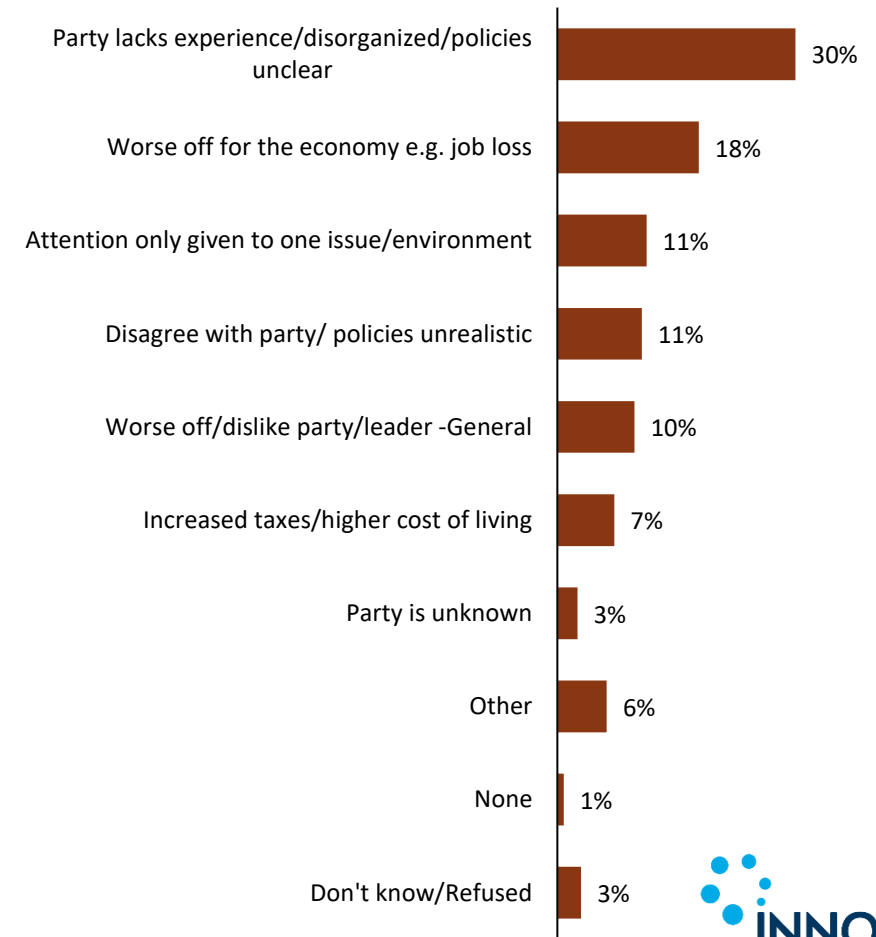
And how do you think you would be better/worse off?

[asked of all respondents; better n=122; worse n=288]

Better

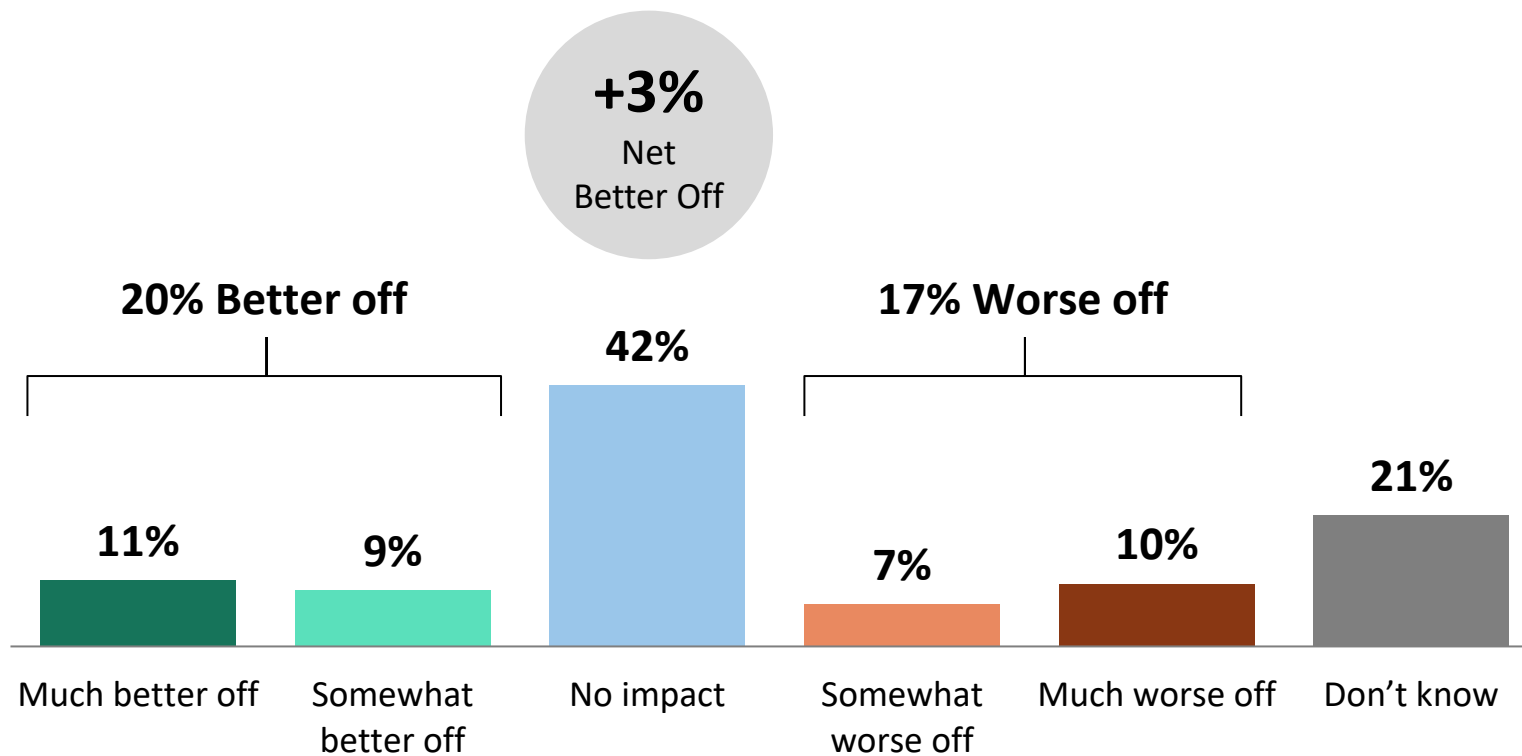


Worse



Bloc Québécois Personal Impact: 1-in-5 say they are better off with Bloc Québécois; highest among older respondents

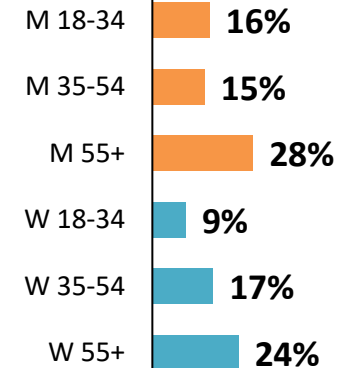
Q If The Bloc Québécois Party were to form the next government or hold the balance of power in a minority government, do you think **you personally** would be better off or worse off?
[showing those asked about the Bloc Quebecois; n=229]



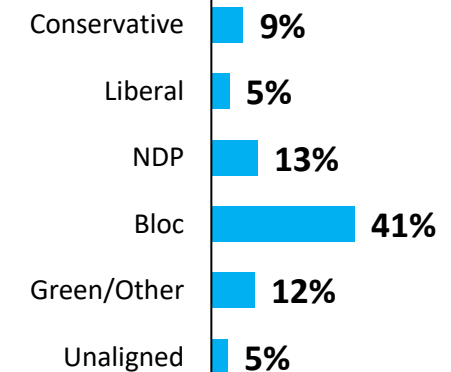
Segmentation

Those who say 'Better Off'

Age-Gender



Party ID

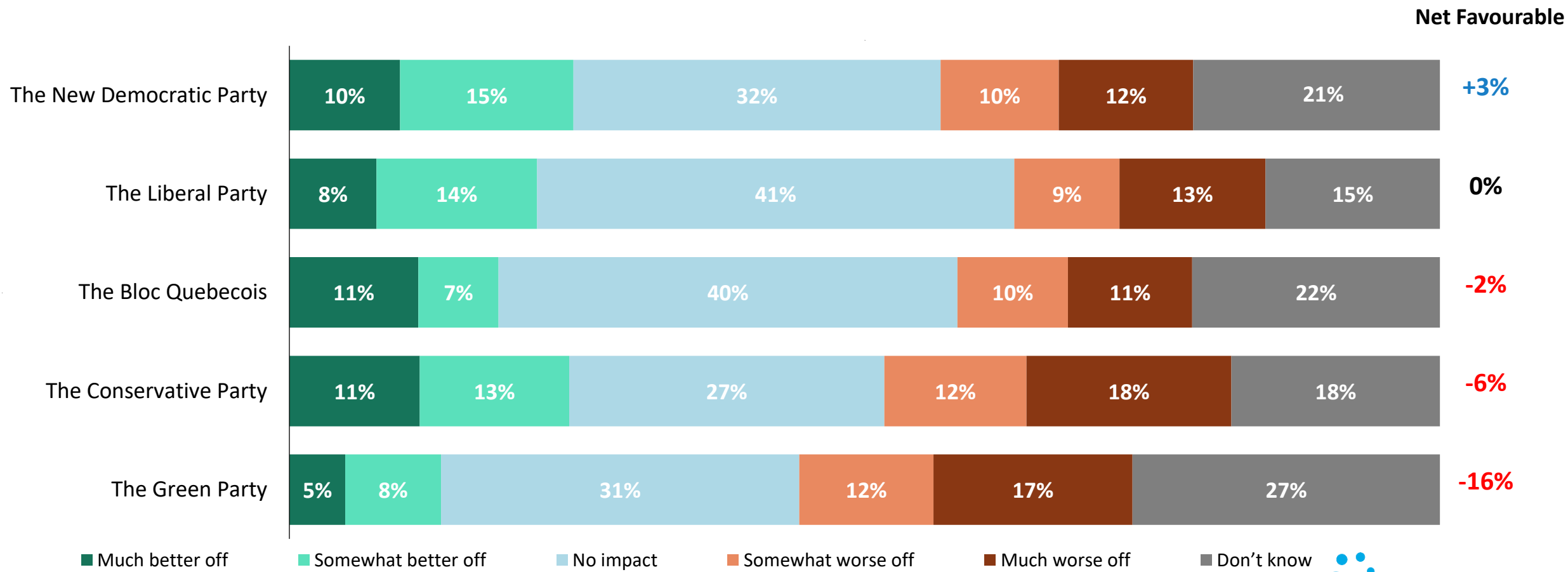


Canada Wide Impact: For Canada as a whole, respondents are split on how they feel with the 3 main parties forming the next government ⁷⁷



If [PARTY] were to form the next government or hold the balance of power in a minority government, do you think Canada as a whole would be better off or worse off?

[each respondent asked of the party they would vote for and two random parties]

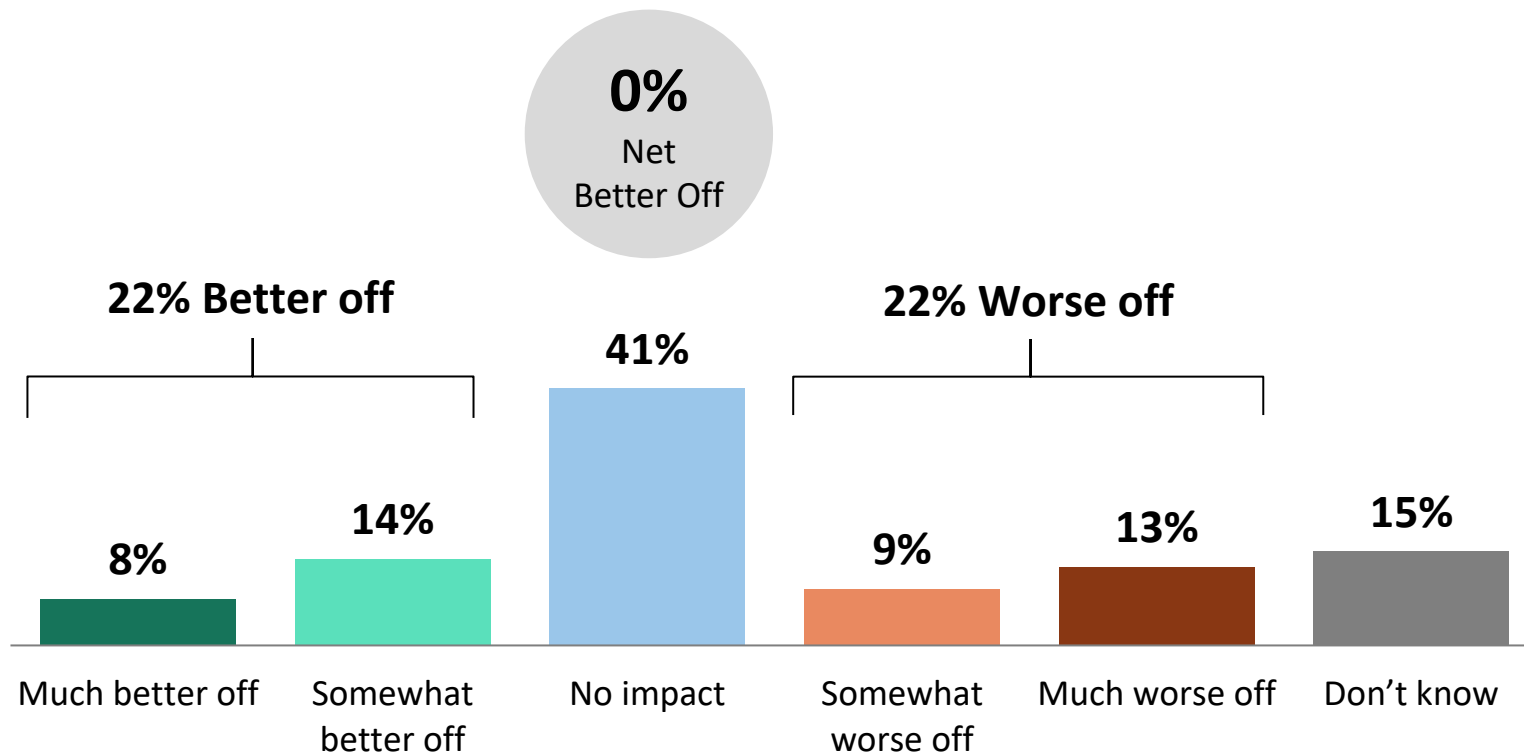


■ Much better off ■ Somewhat better off ■ No impact ■ Somewhat worse off ■ Much worse off ■ Don't know



Liberal National Impact: For Canada as a whole, respondents are split on how they feel with the Liberals forming the next government

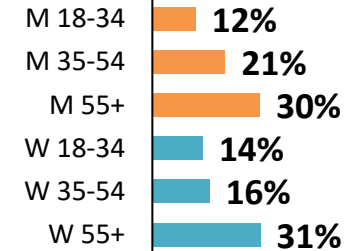
Q If The Liberal Party were to form the next government or hold the balance of power in a minority government, do you think **Canada as a whole** would be better off or worse off?
[showing those asked about the Liberal Party; n=1,125]



Segmentation

Those who say 'Better Off'

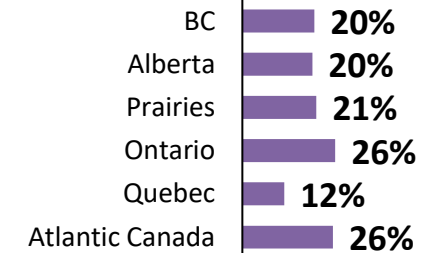
Age-Gender



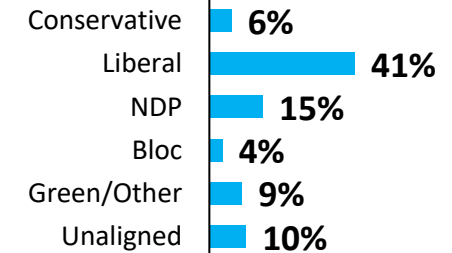
22%

22%

Region



Party ID



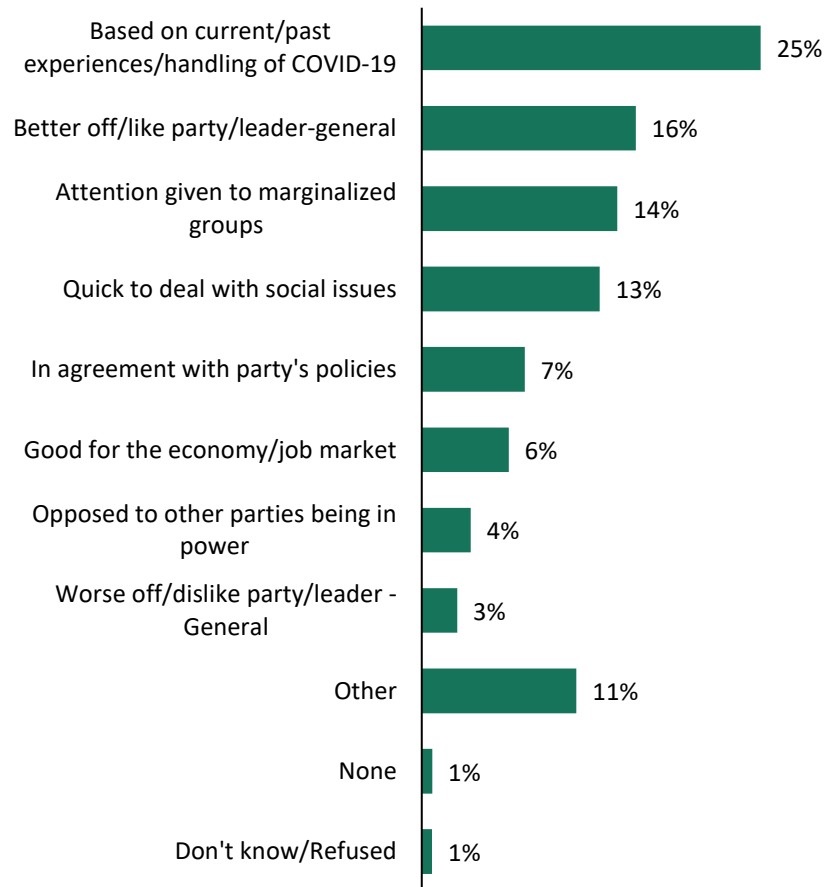
Liberal National Impact: The top concern about a Liberal government is reckless spending and higher taxes



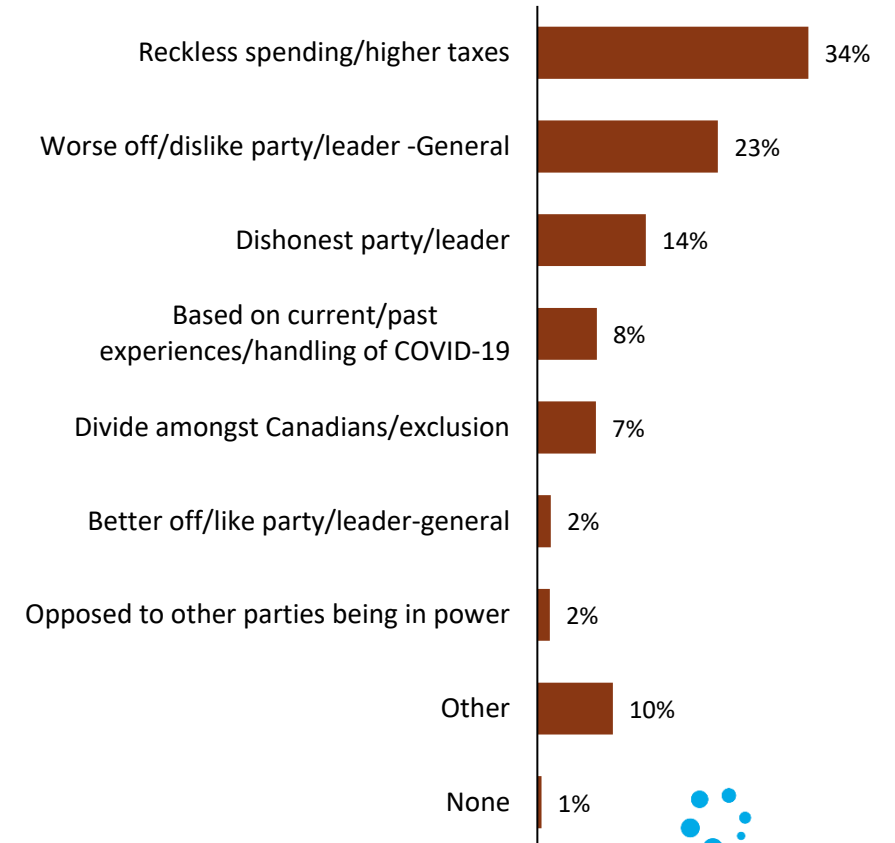
And how do you think Canada would be better/worse off?

[asked of all respondents; better n=242; worse n=245]

Better

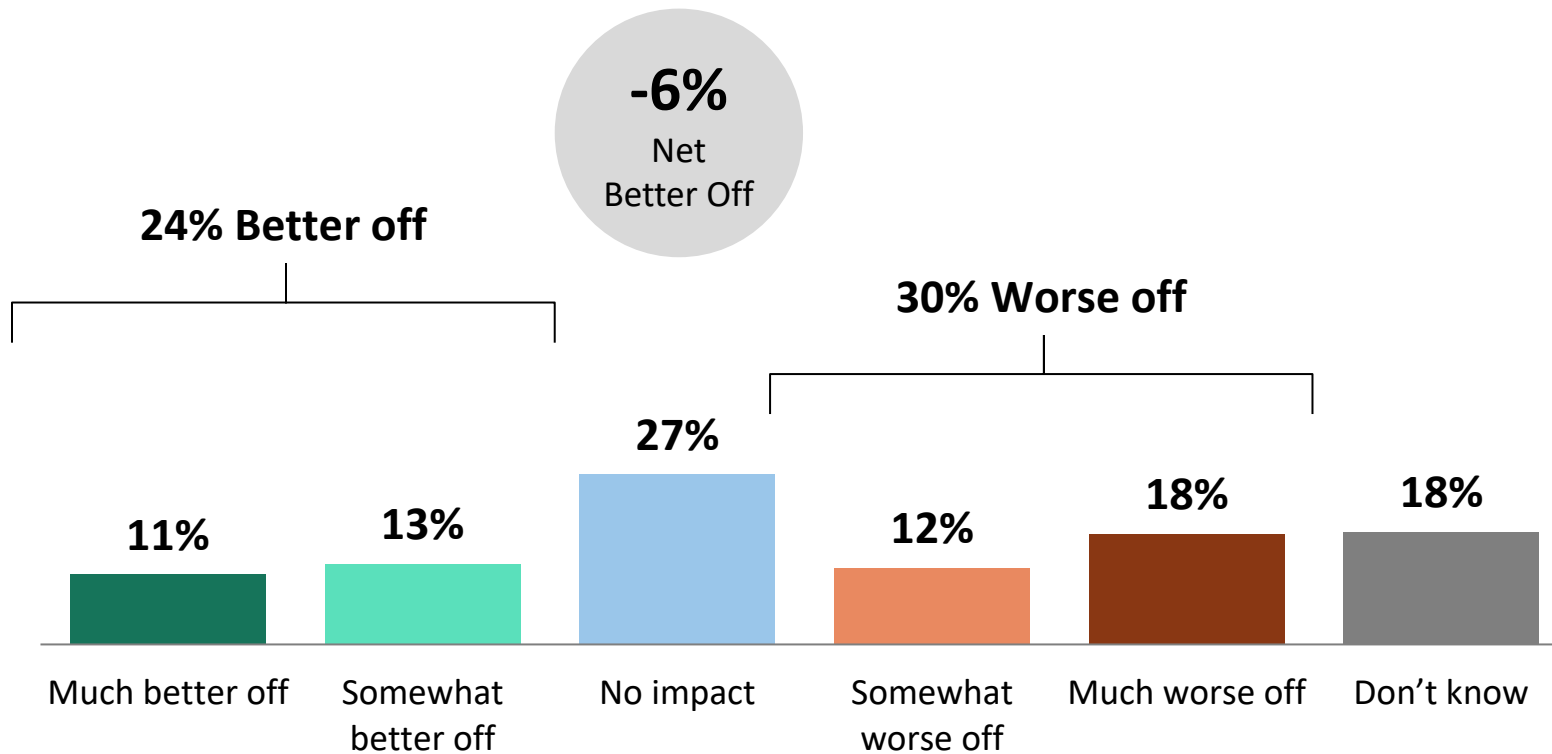


Worse



Conservative National Impact: 1-in-4 say Canada would be better off with the Conservatives forming the next gov't; higher among men

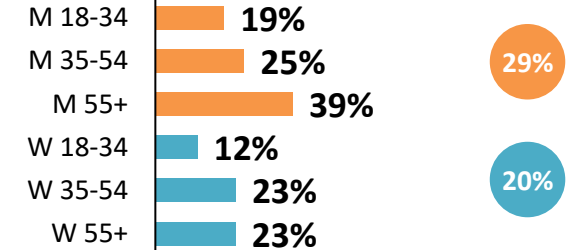
Q If The Conservative Party were to form the next government or hold the balance of power in a minority government, do you think **Canada as a whole** would be better off or worse off?
[showing those asked about the Conservative Party; n=1,089]



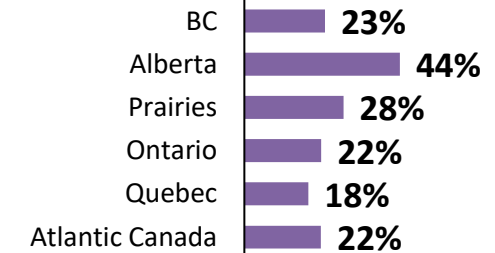
Segmentation

Those who say 'Better Off'

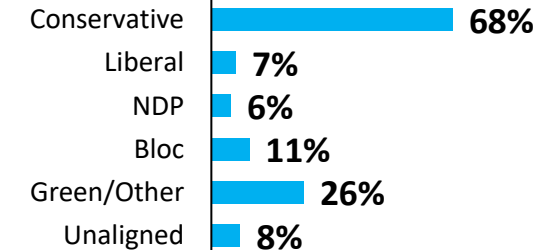
Age-Gender



Region



Party ID



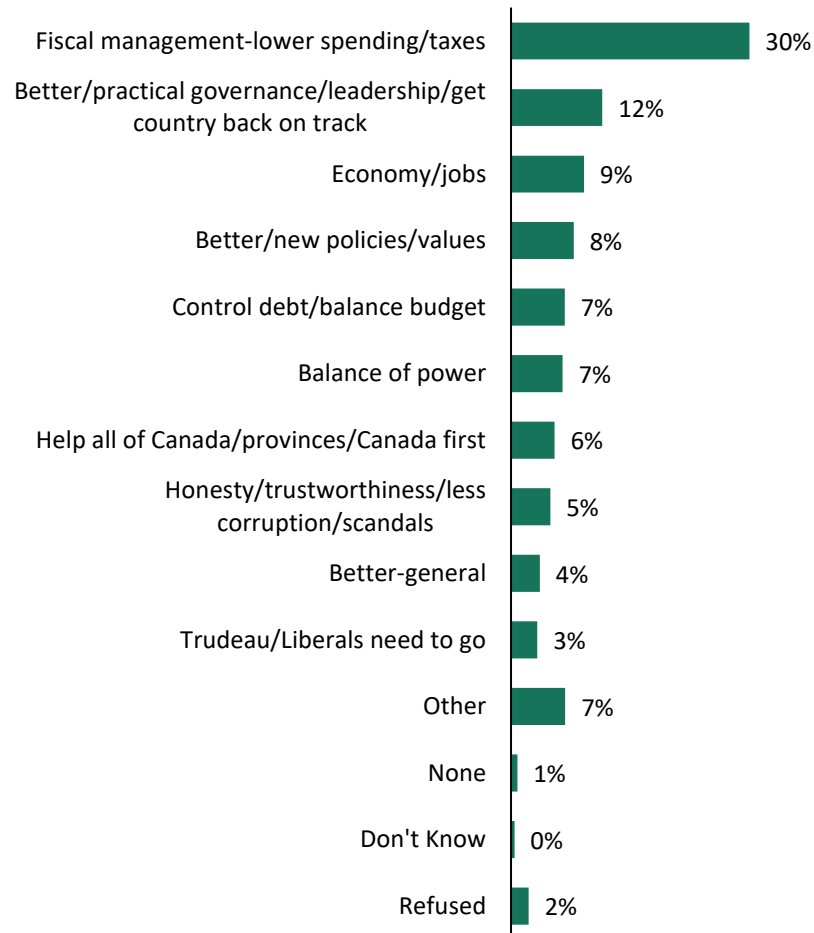
Conservative National Impact: The top reason people say Canada would be better off with the CPC is their fiscal management



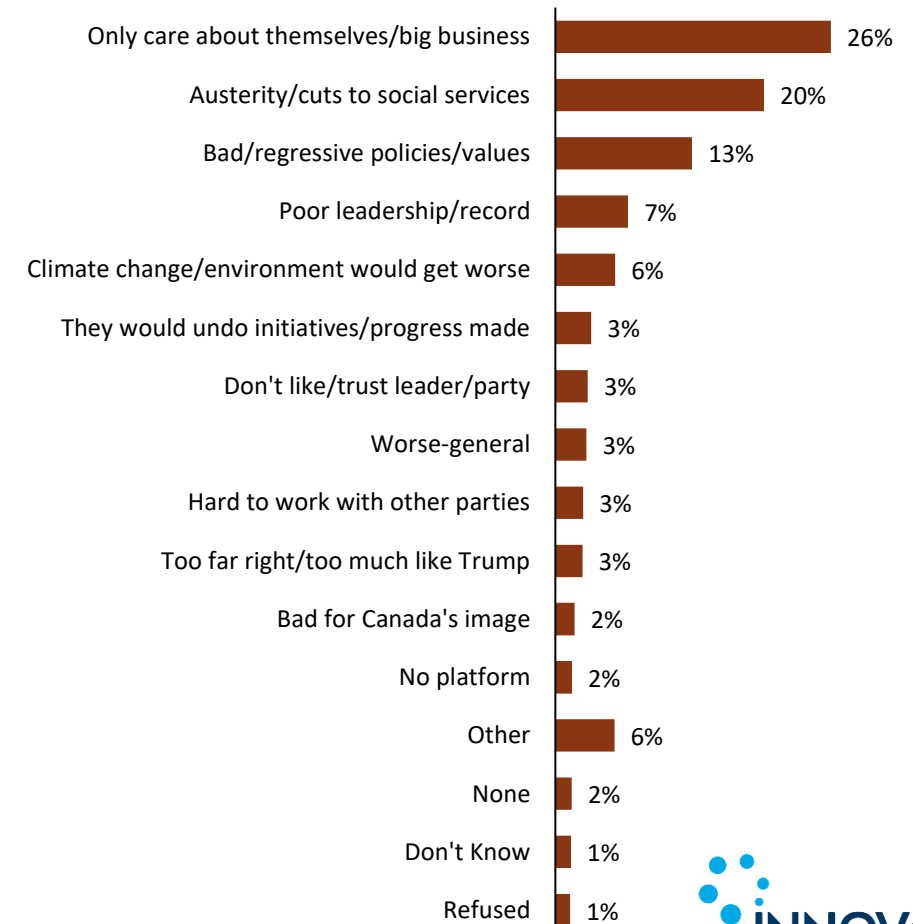
And how do you think Canada would be better/worse off?

[asked of all respondents; n= better n=265; worse n=329]

Better

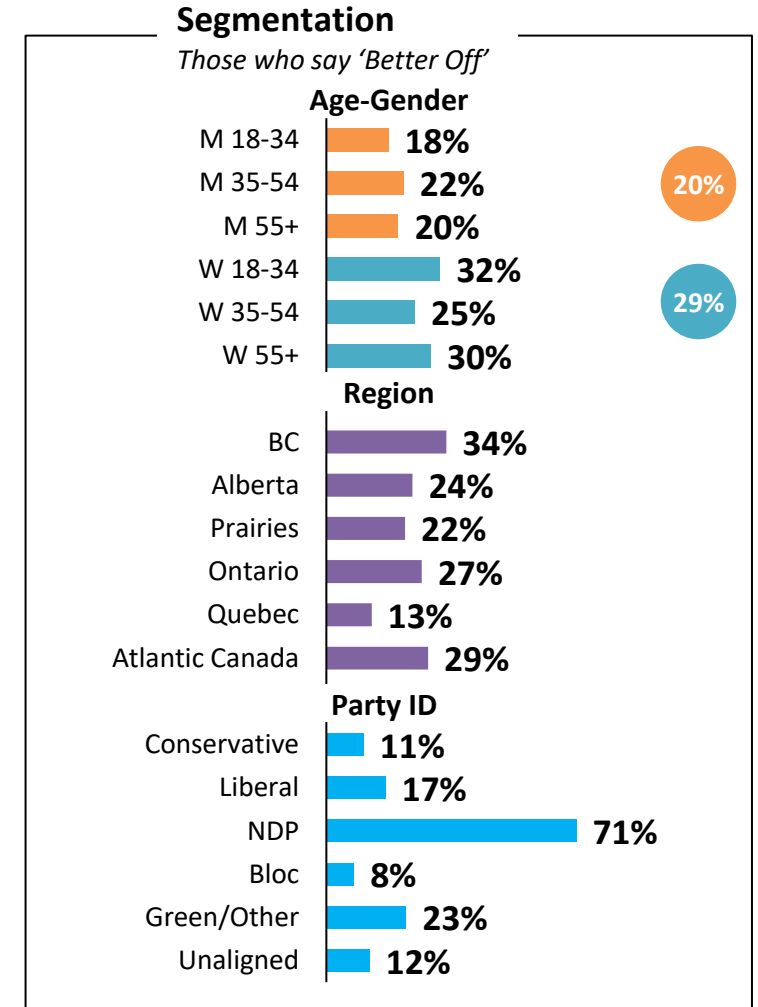
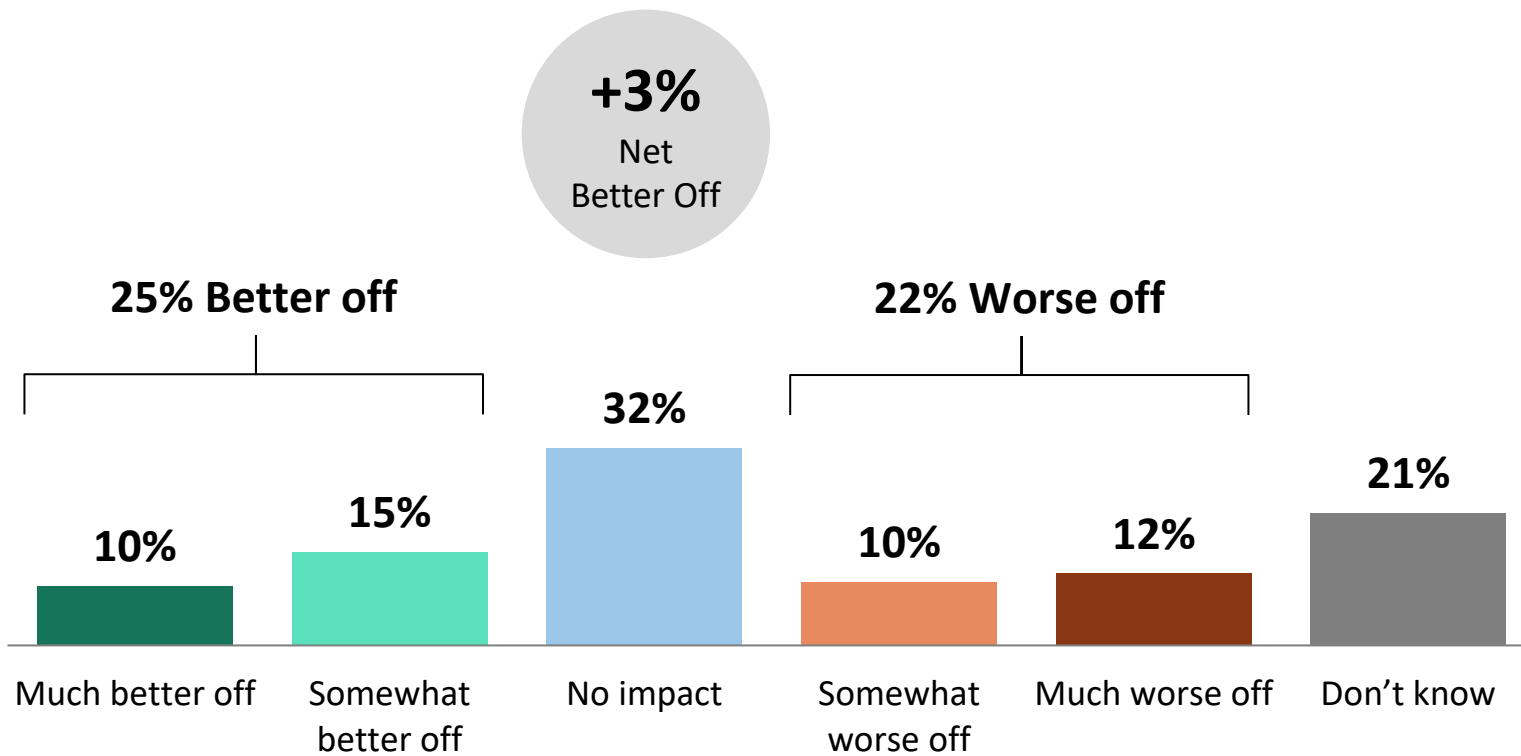


Worse



New Democratic National Impact: 1-in-4 say Canada would be better off with the NDP forming the next gov't; higher among women

Q If The New Democratic Party were to form the next government or hold the balance of power in a minority government, do you think **Canada as a whole** would be better off or worse off?
[showing those asked about the NDP; n=1,049]



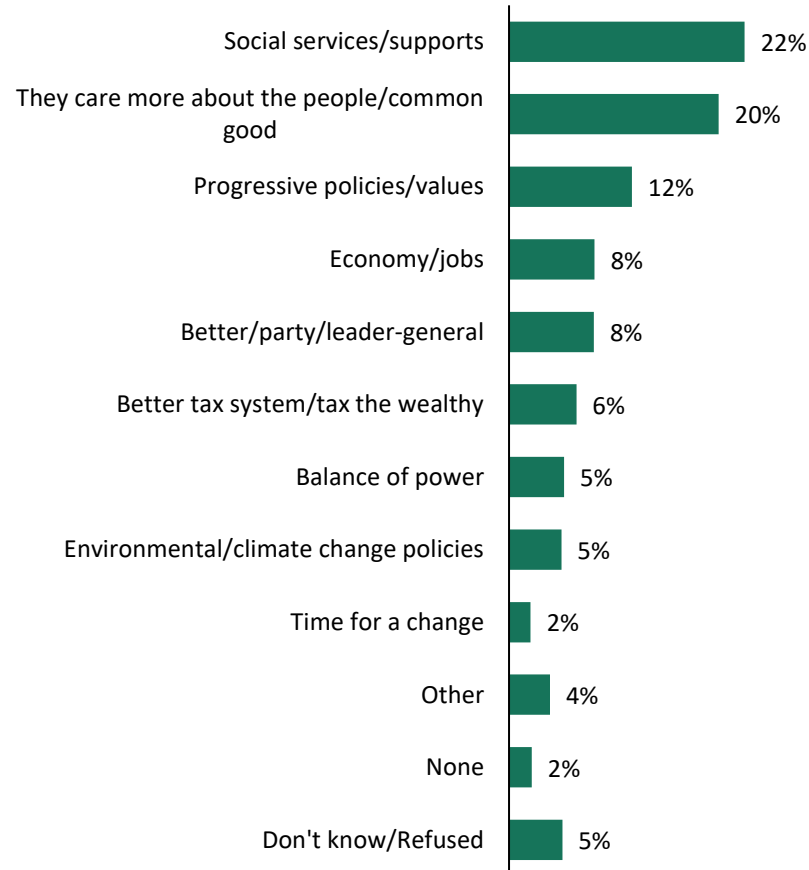
NDP National Impact: The top reason respondents say Canada would be better off with the NDP are social services and supports



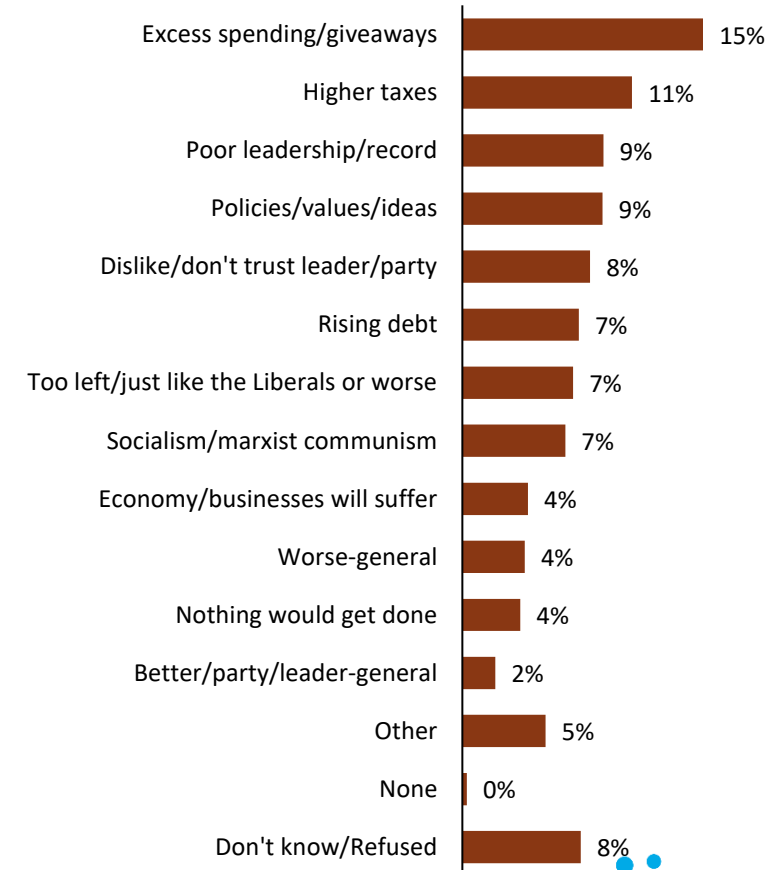
And how do you think Canada would be better/worse off?

[asked of all respondents; better n=259; worse n=230]

Better

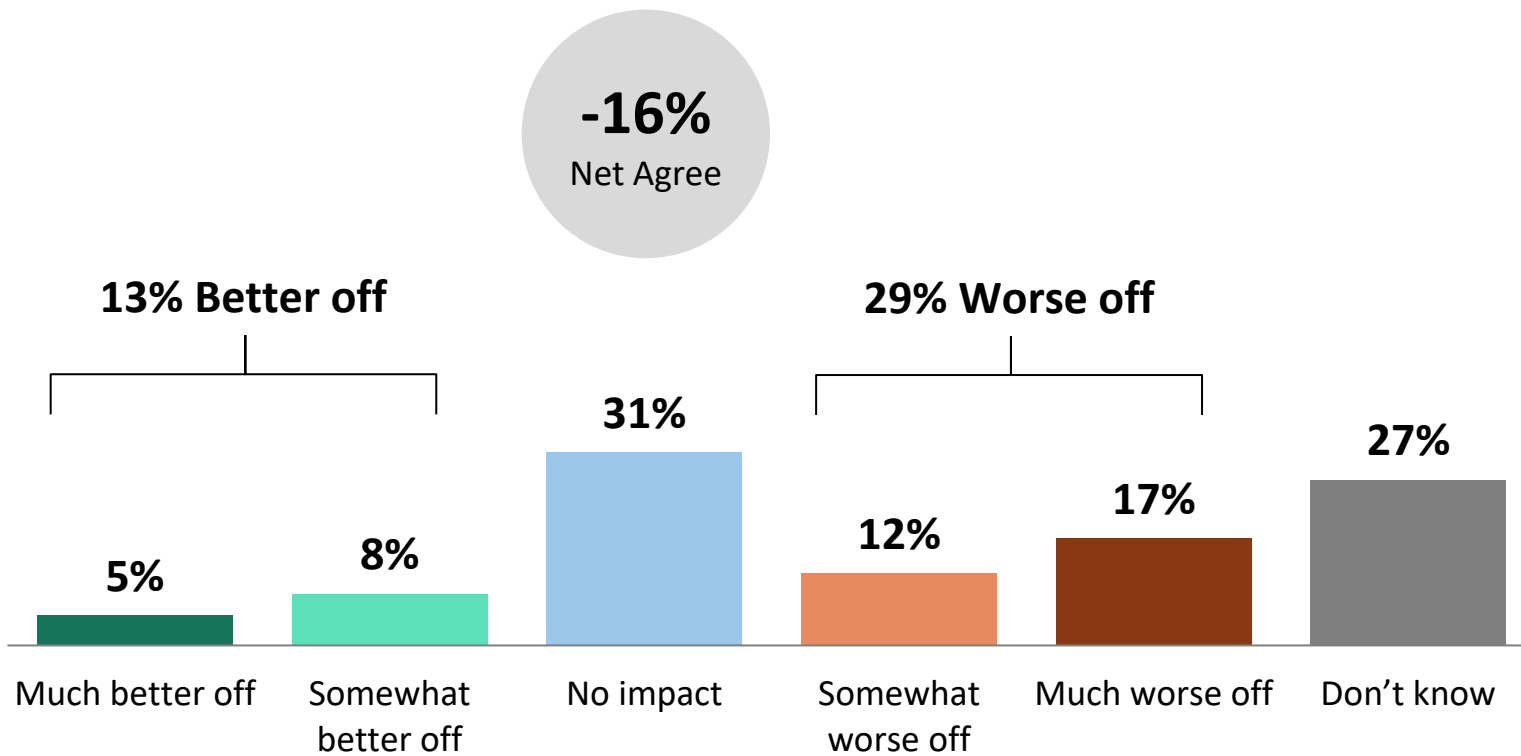


Worse



Green National Impact: 3-in-10 (29%) say Canada would be worse off with the Green party; BC say they would be better off

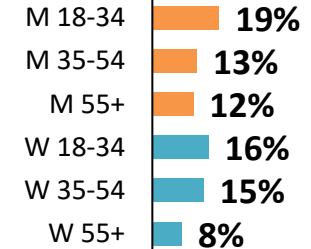
Q If The Green Party were to form the next government or hold the balance of power in a minority government, do you think **Canada as a whole** would be better off or worse off?
 [showing those asked about the Green Party; n=1,007]



Segmentation

Those who say 'Better Off'

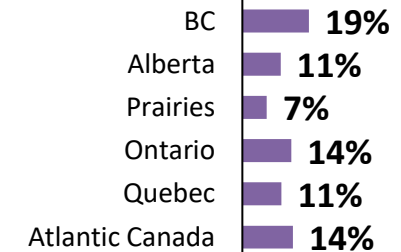
Age-Gender



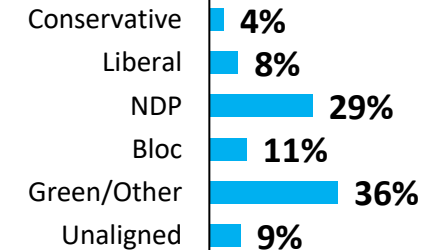
14%

12%

Region



Party ID



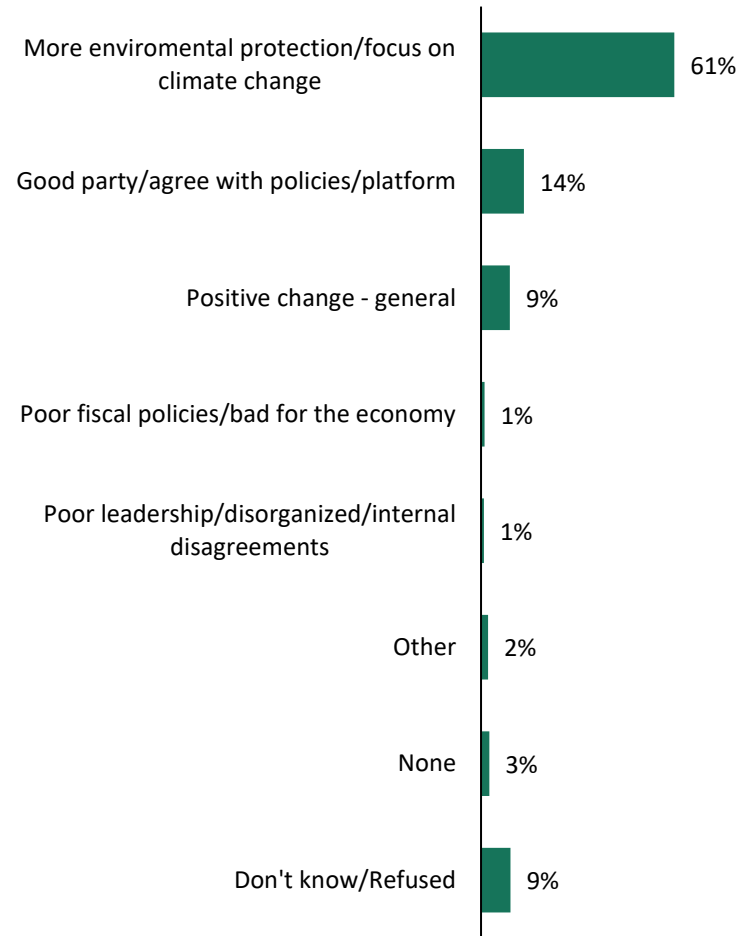
Green National Impact: A majority who think Canada would be better off under the Greens say it is because of their environmental focus



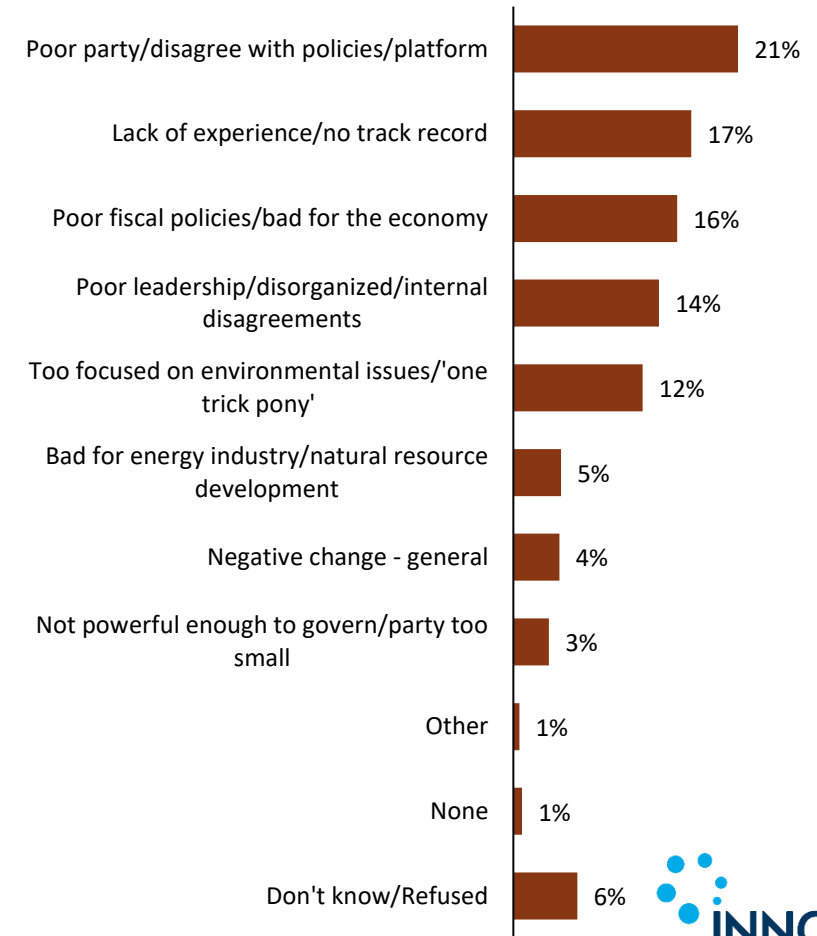
And how do you think Canada would be better/worse off?

[asked of all respondents; better n=133; worse n=292]

Better

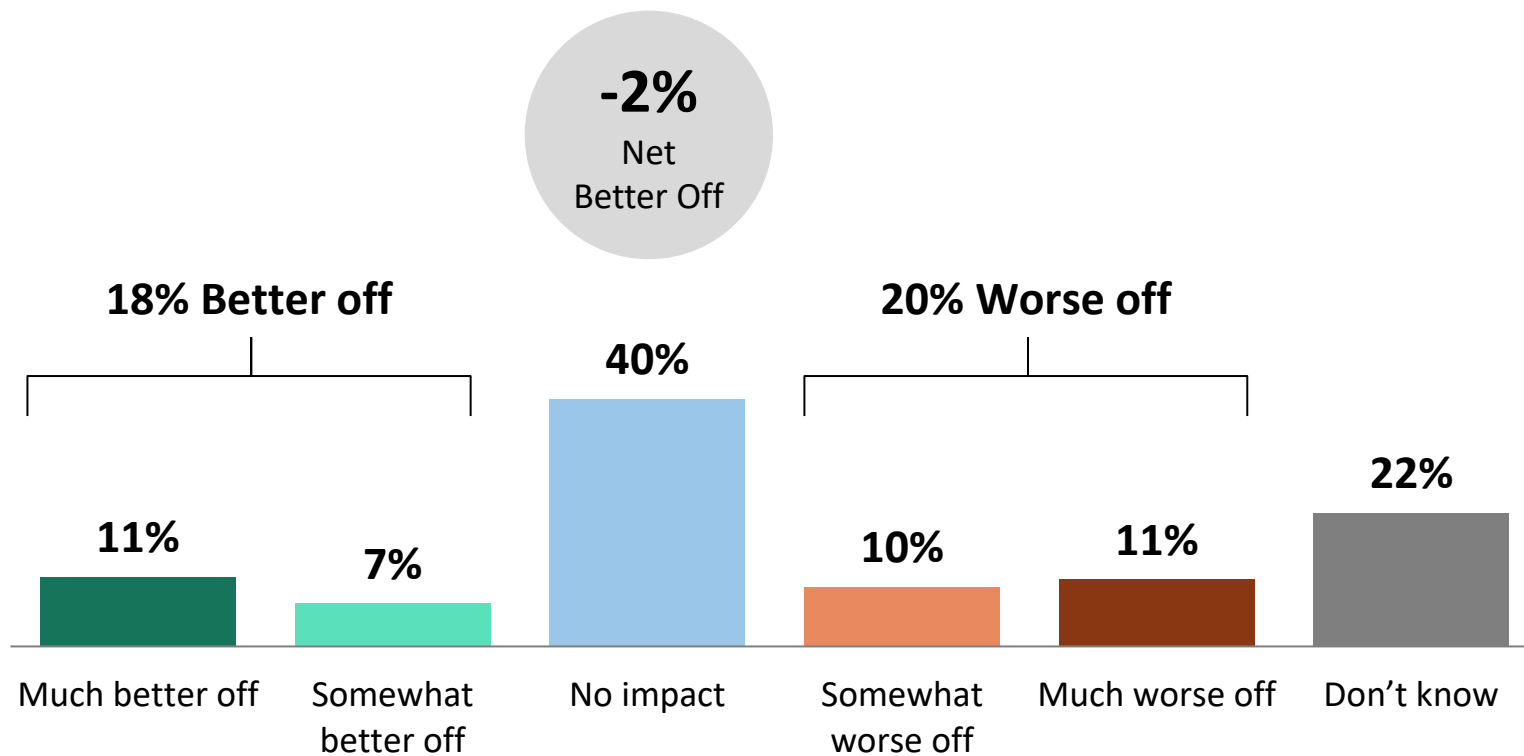


Worse



Bloc Québécois National Impact: Almost 1-in-5 (18%) say Canada would be better off with the Bloc Québécois; higher among men

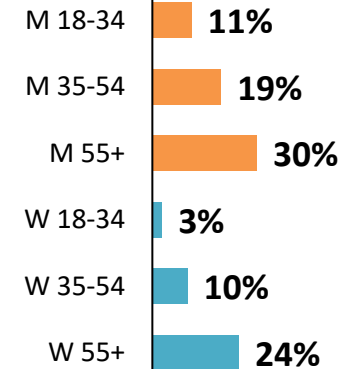
Q If The Bloc Québécois Party were to form the next government or hold the balance of power in a minority government, do you think **Canada as a whole** would be better off or worse off?
[showing those asked about the Bloc Quebecois; n=229]



Segmentation

Those who say 'Better Off'

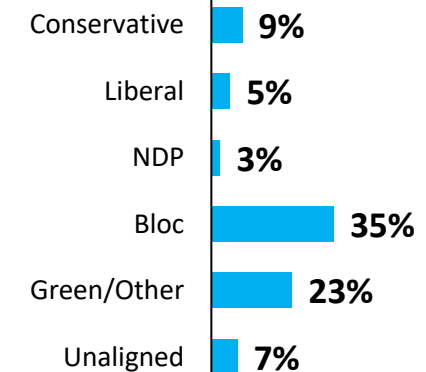
Age-Gender



22%

15%

Party ID



Methodology



Survey Methodology

These are the results of an online survey conducted between July 22nd, 2021 and August 4th, 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=1,953 Canadian citizens, 18 years or older. The results are nationally weighted to n=1,500 based on Census data from Statistics Canada.

Field Dates: July 22nd, 2021 to August 4th, 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	233	12.0%	206	13.8%
Men 35-54	334	17.2%	250	16.7%
Men 55+	326	16.7%	271	18.1%
Women 18-34	306	15.7%	204	13.6%
Women 35-54	363	18.6%	259	17.3%
Women 55+	385	19.8%	305	20.4%
Region				
BC	323	16.5%	203	13.6%
AB	341	17.5%	169	11.3%
Prairies	107	5.5%	98	6.5%
ON	568	29.1%	575	38.4%
QC	488	25.0%	352	23.4%
Atlantic	126	6.5%	102	6.8%

For more information, please contact:

Greg Lyle

President

(t) 416-642-6429

(e) glyle@innovativeresearch.ca

Building Understanding.



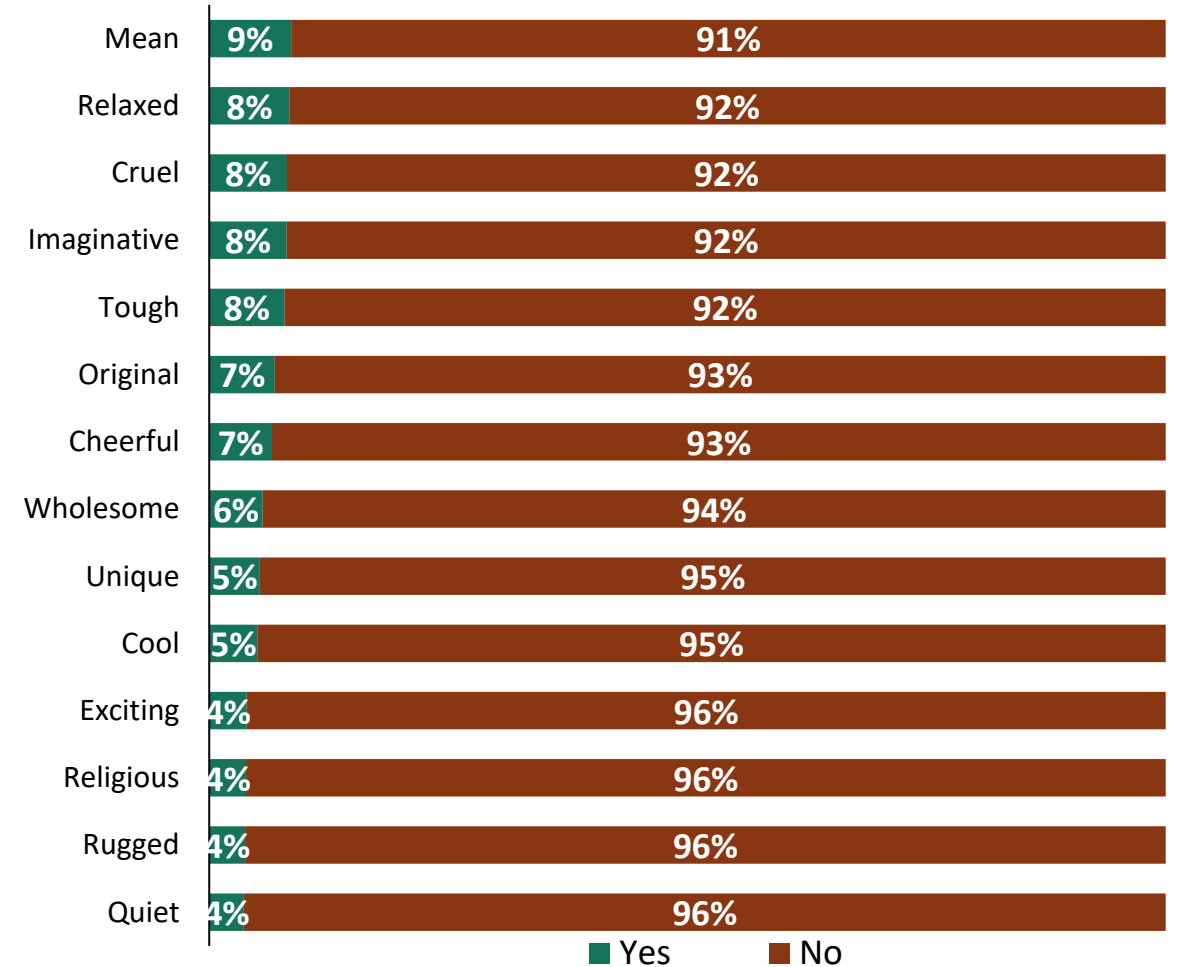
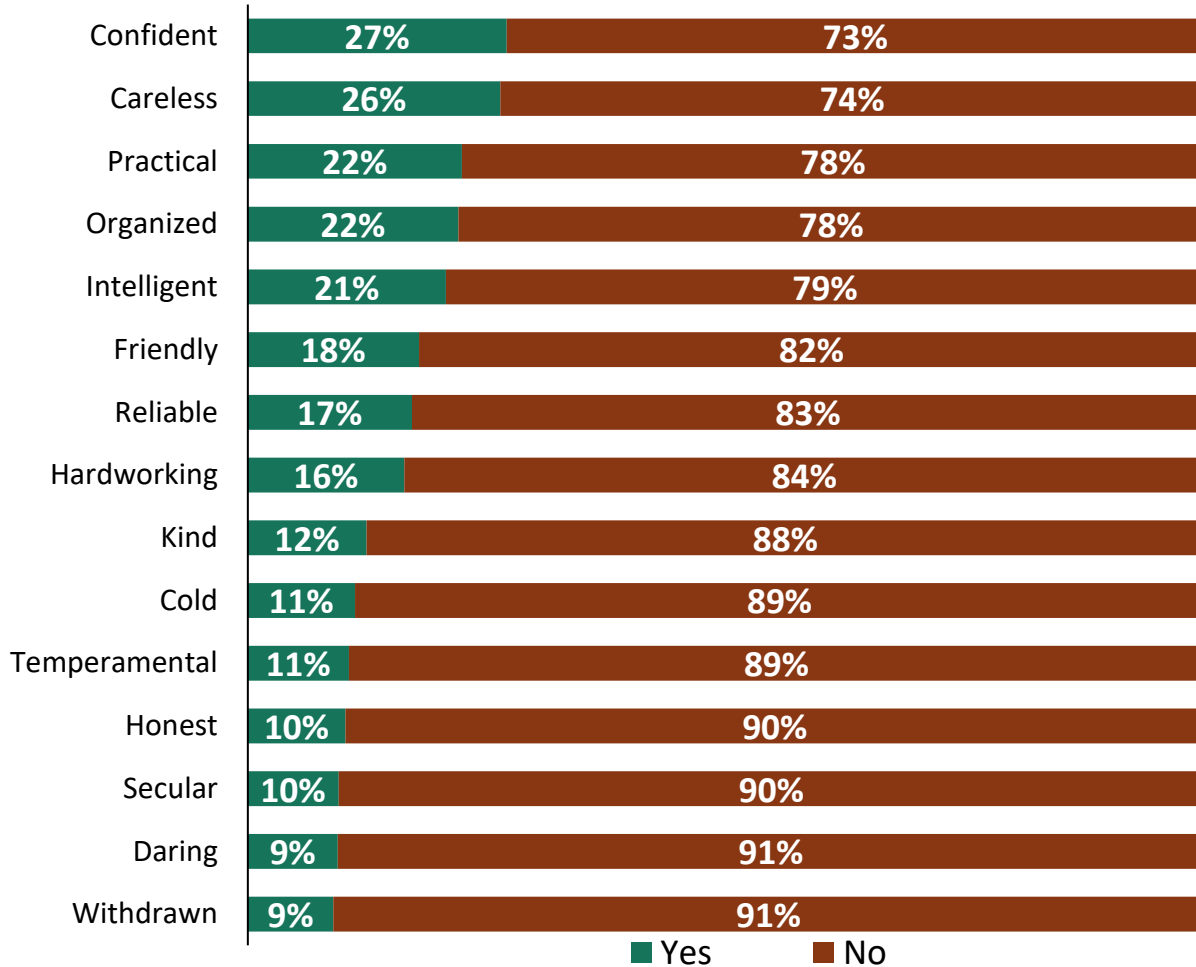
Appendix: Party Personality

Liberal Party Attributes: The Liberals are best described as confident (27%), while they are least described as quiet (4%)



Now, thinking about the Liberal Party, which of the following words best describe that party?

[asked of all respondents, n=1,125]



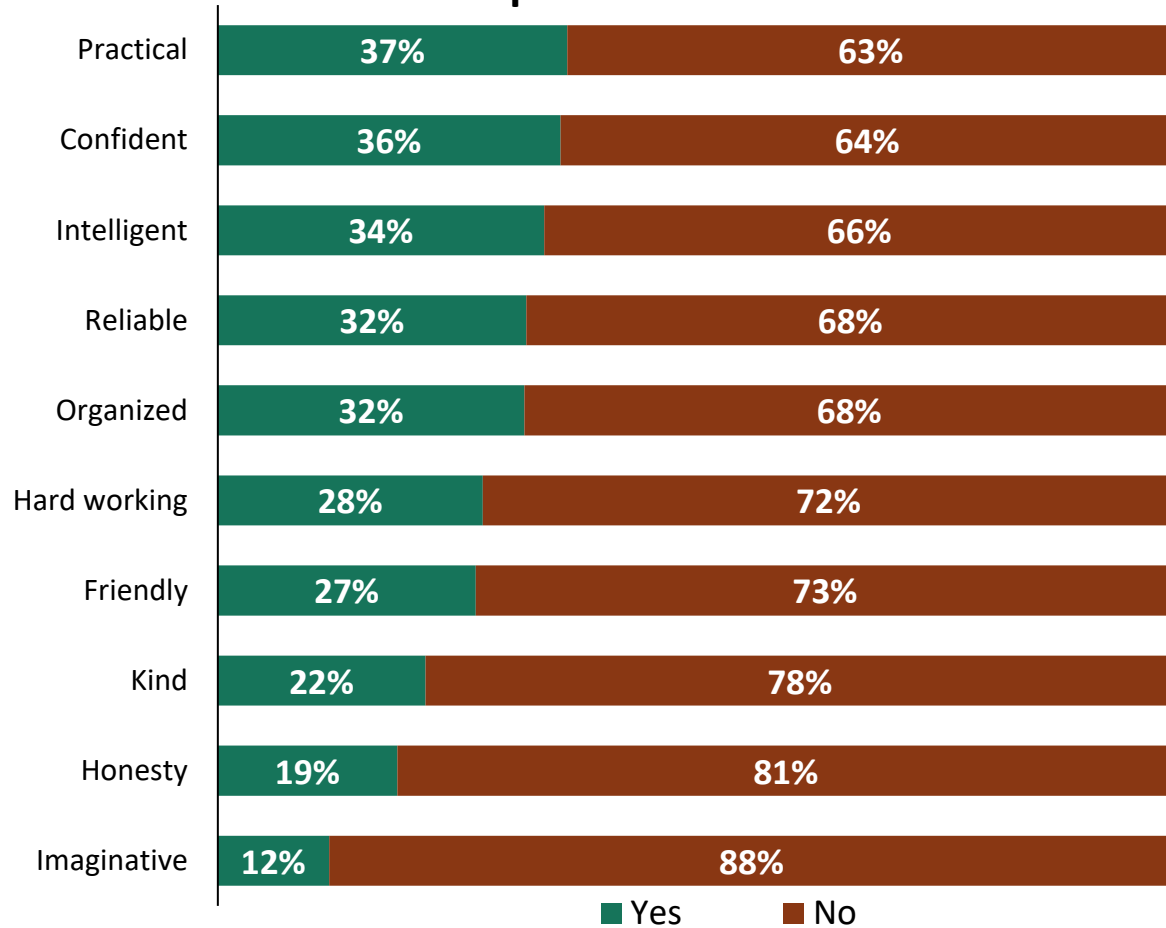
Liberal Party Attributes: The most common word to describe the Liberals by other voters is “careless” at 44%



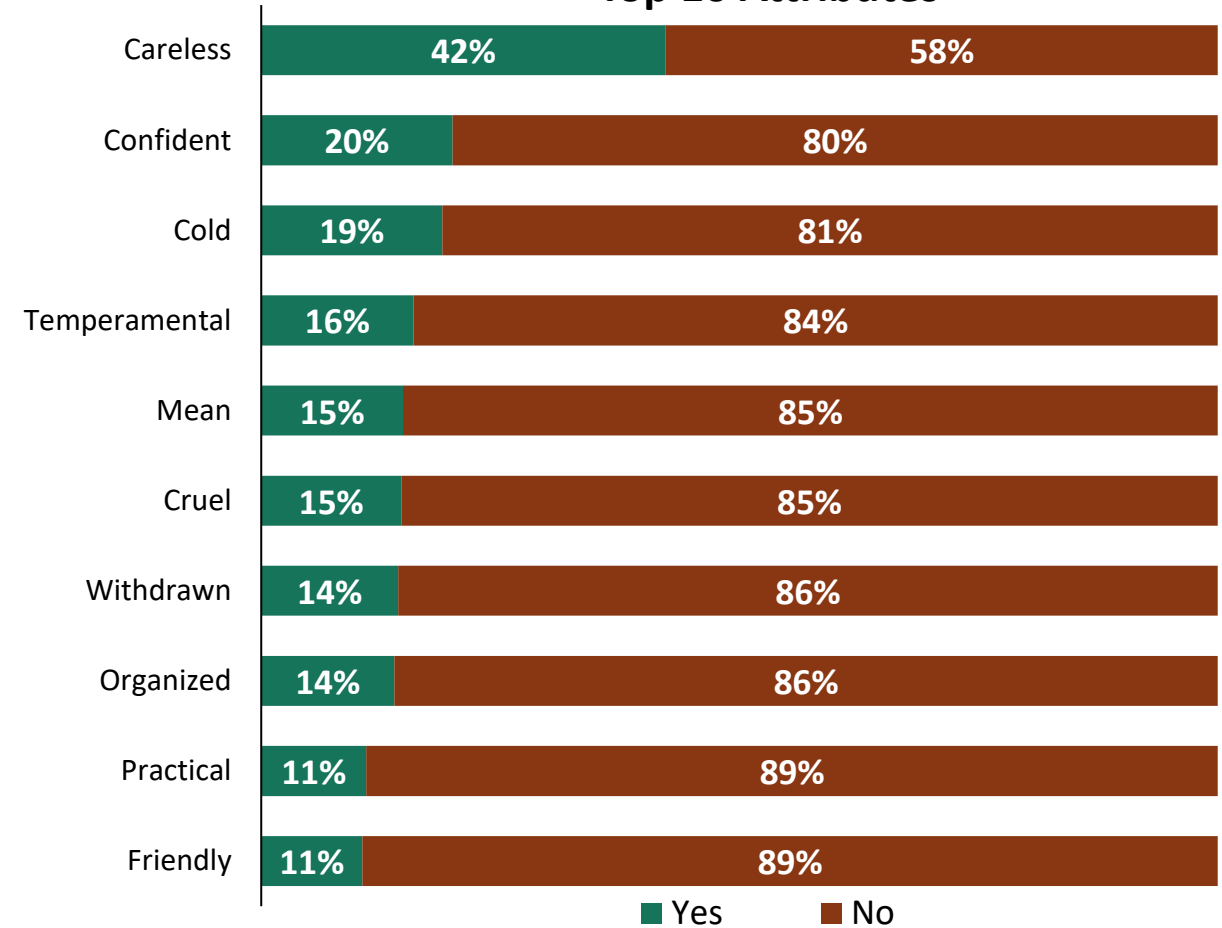
Now, thinking about the Liberal Party, which of the following words best describe that party?

[asked of all respondents, n=1,125]

Liberal Voters Top 10 Attributes



Other Voters Top 10 Attributes

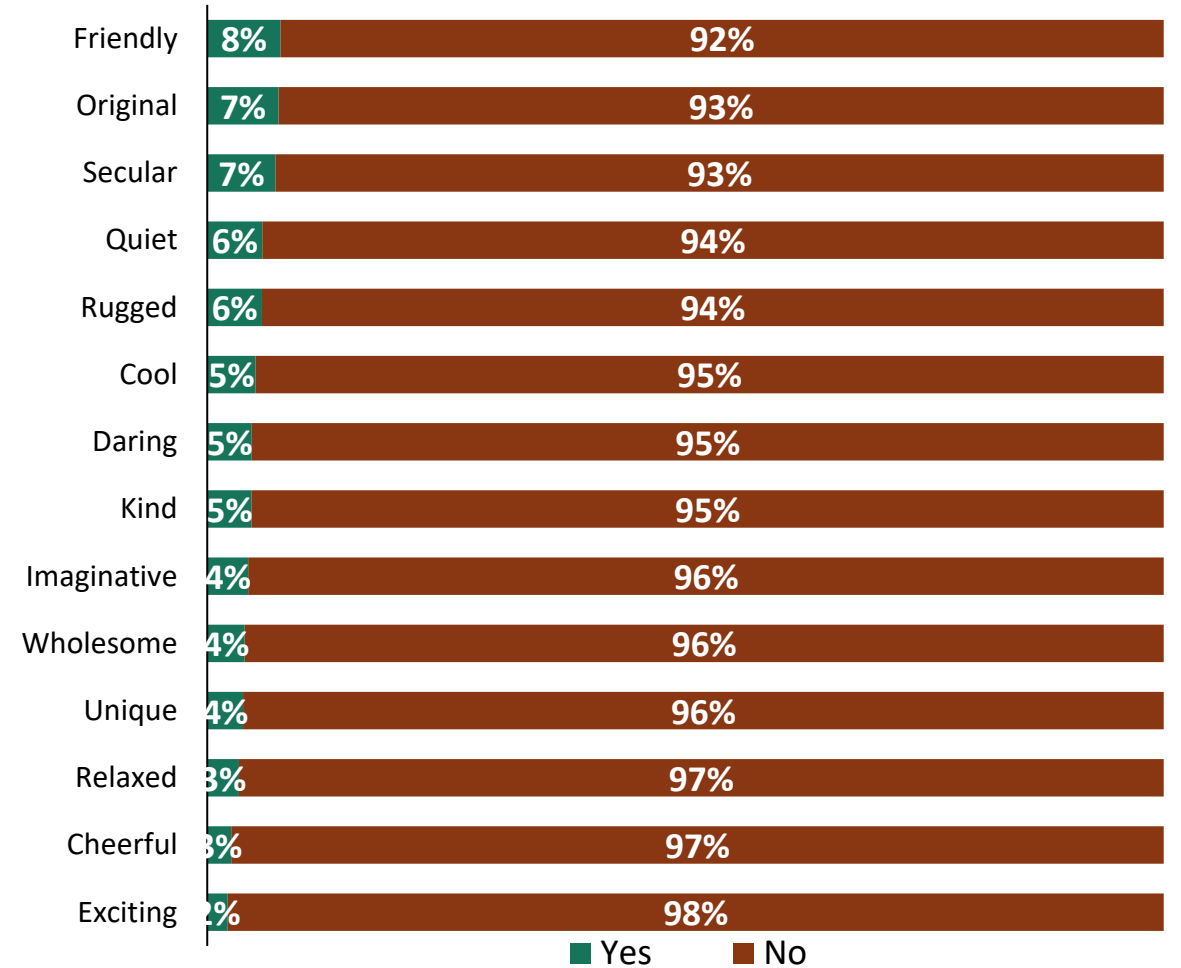
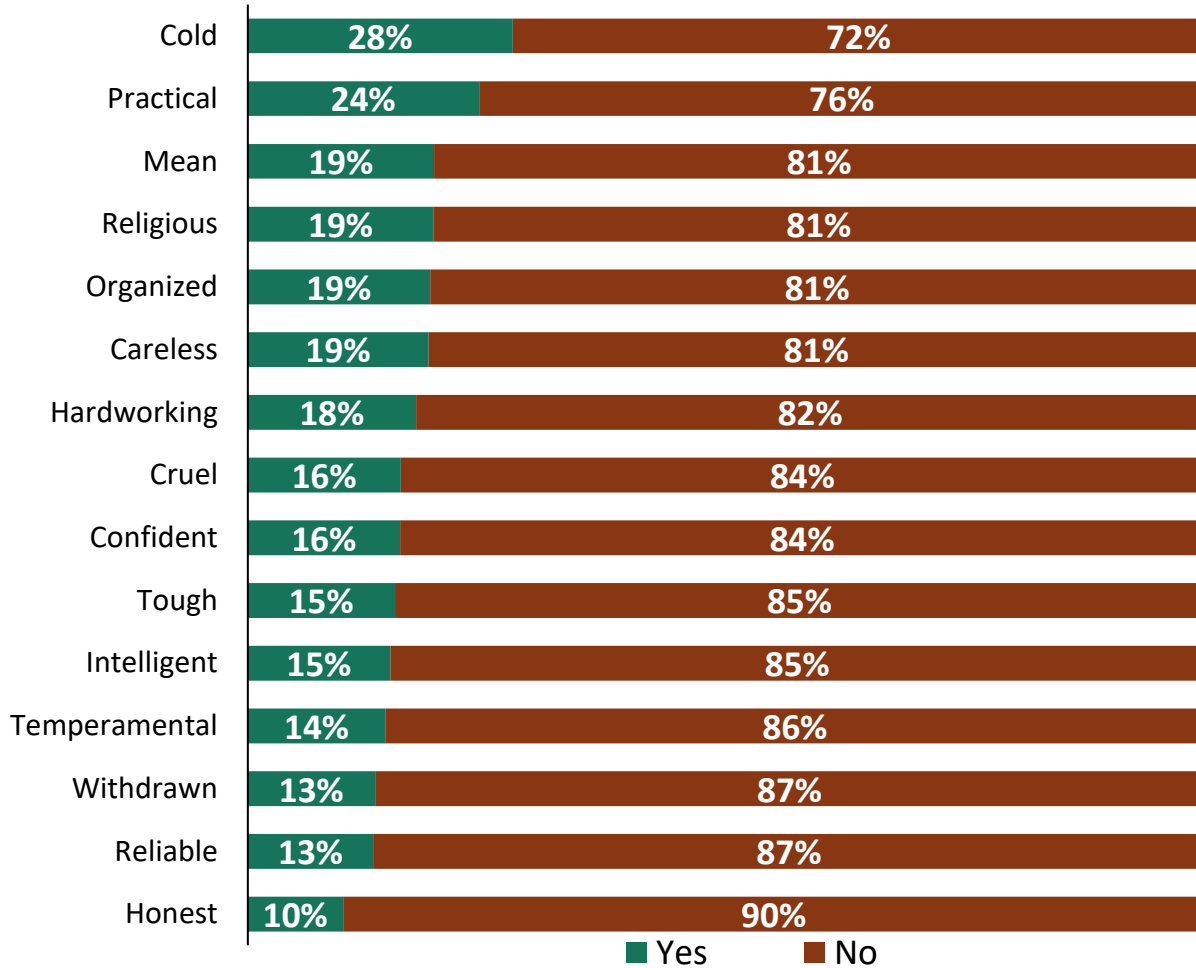


Conservative Party Attributes: Almost 3-in-10 (28%) say the Conservatives are cold, followed by practical (24%)



Now, thinking about the Conservative Party, which of the following words best describe that party?

[asked of all respondents, n=1,089]



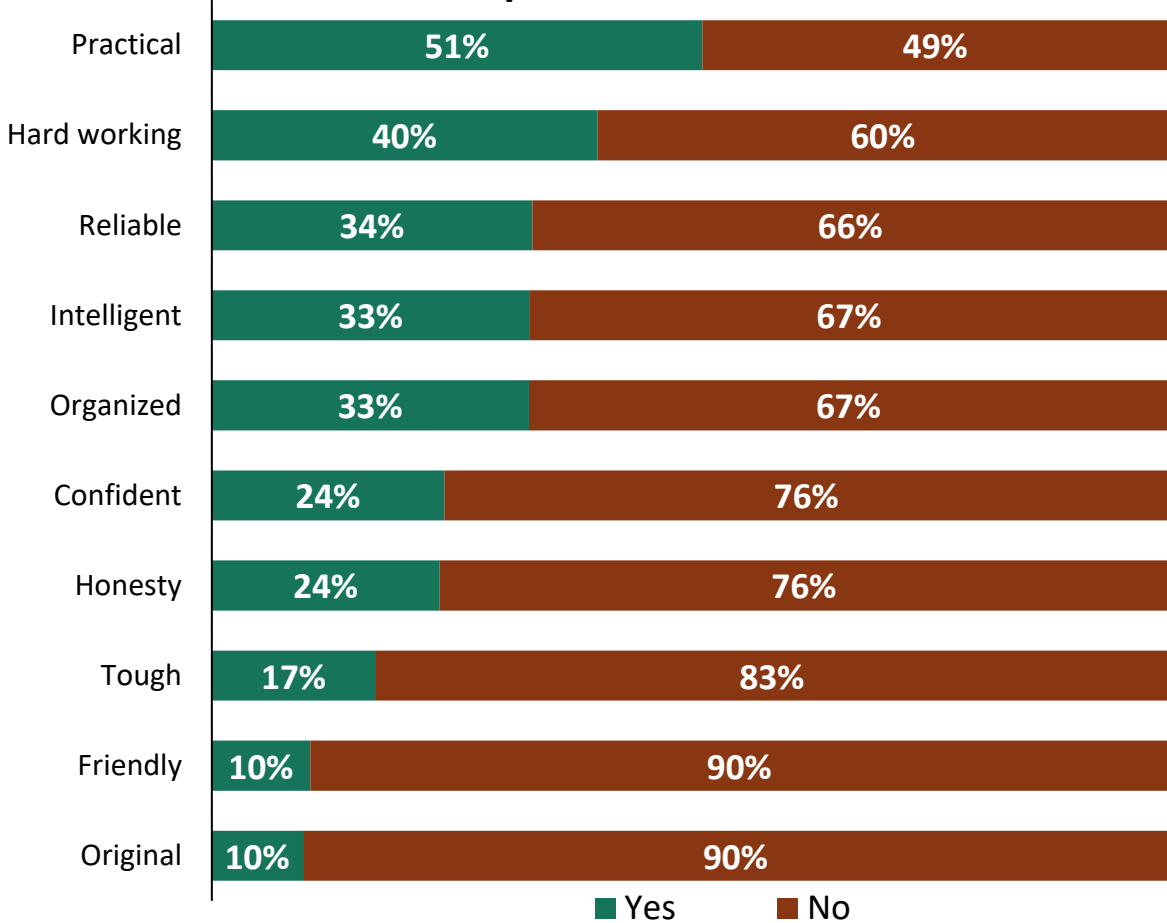
Conservative Party Attributes: Conservative voters describe their party⁹⁴ as “practical” while other voters say they are “cold”



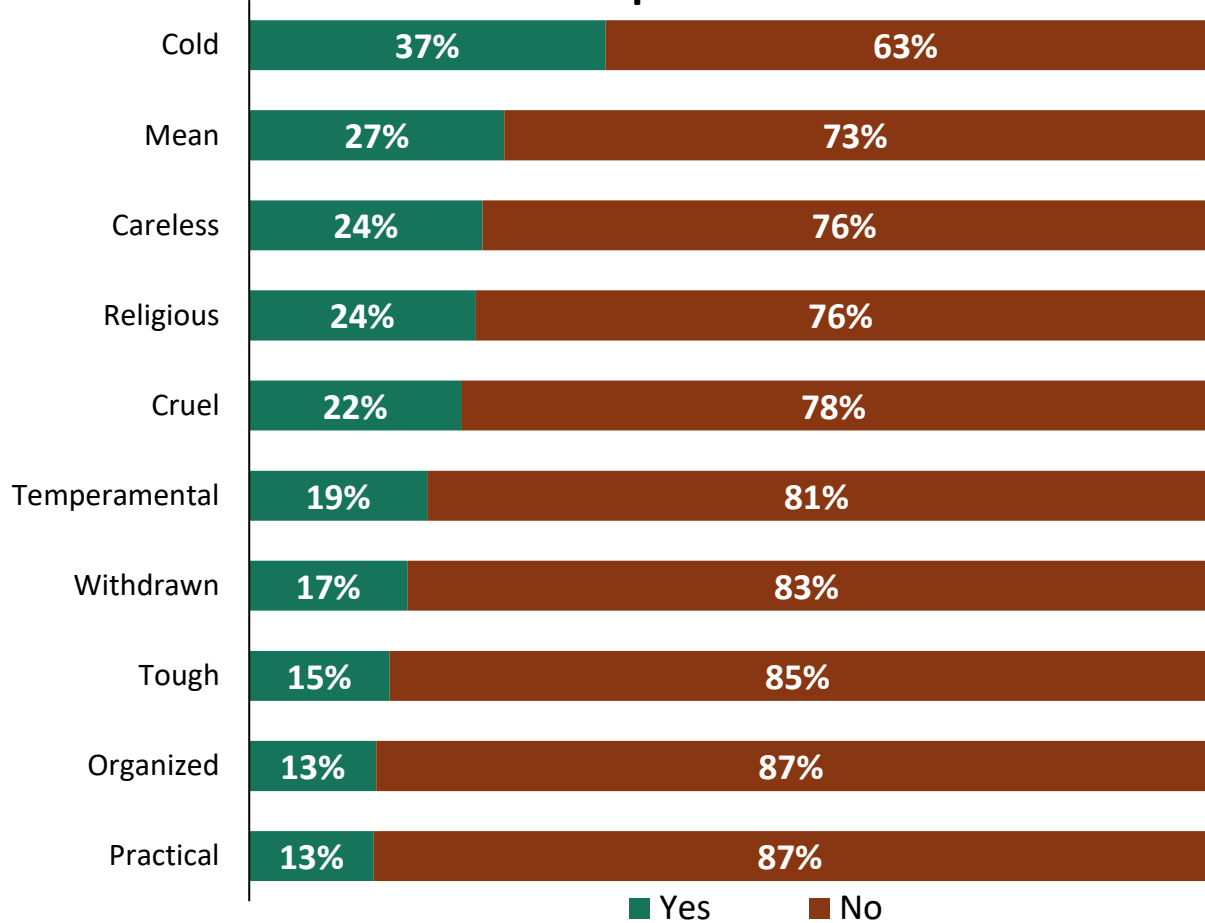
Now, thinking about the Conservative Party, which of the following words best describe that party?

[asked of all respondents, n=1,089]

Conservative Voters Top 10 Attributes



Other Voters Top 10 Attributes

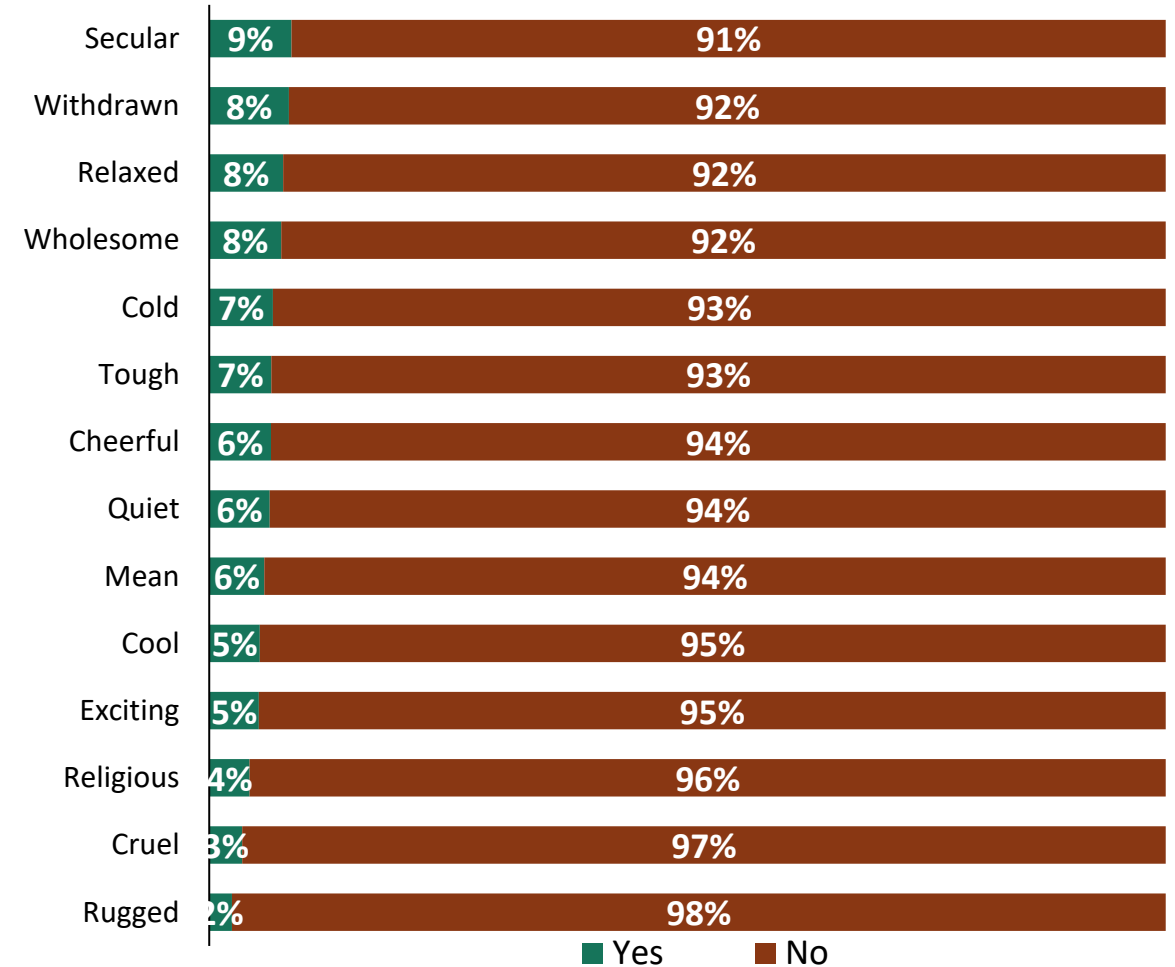
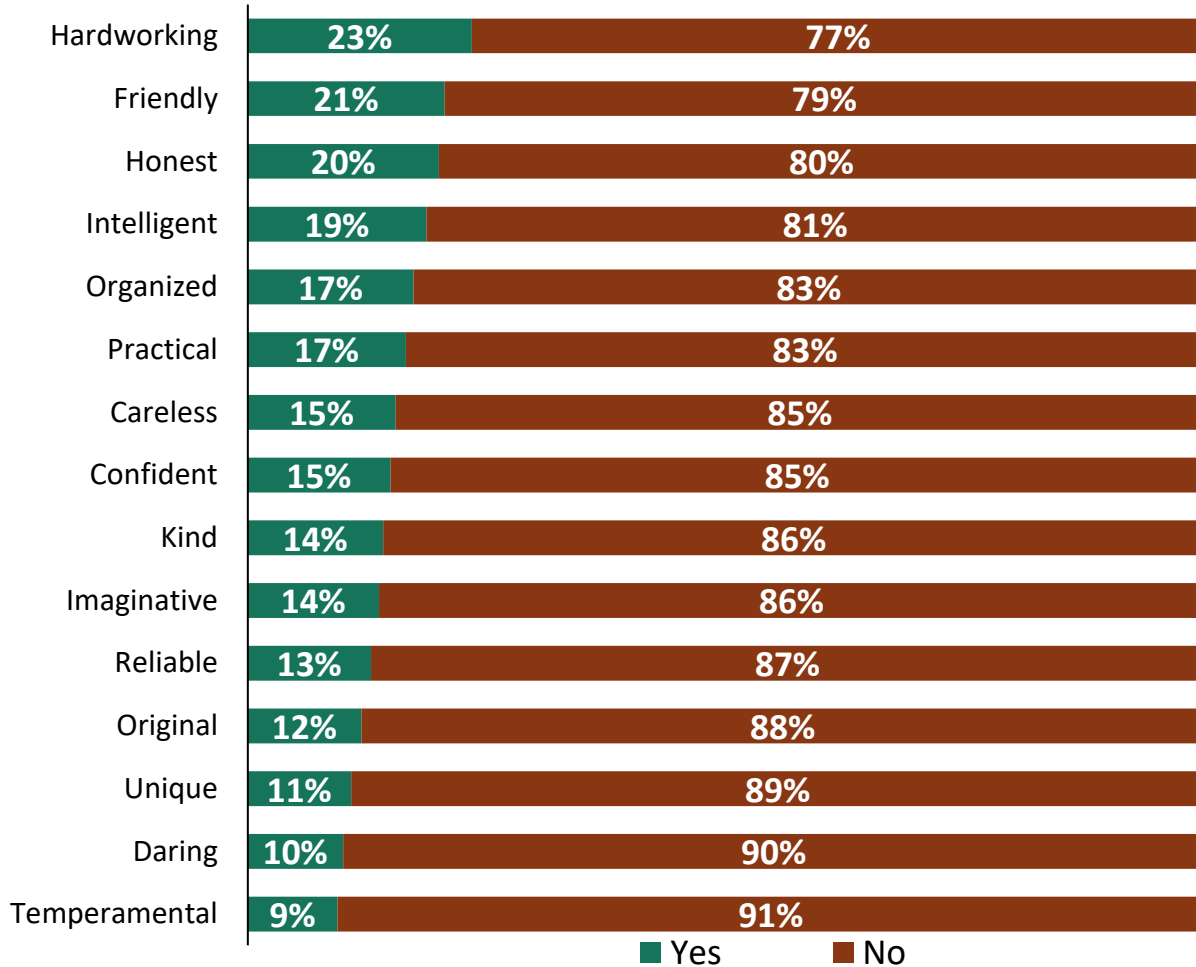


NDP Party Attributes: 1-in-4 (23%) describe the NDP as hardworking, followed by friendly (21%), least likely to be described as rugged



Now, thinking about the New Democratic Party, which of the following words best describe that party?

[asked of all respondents, n=1,049]



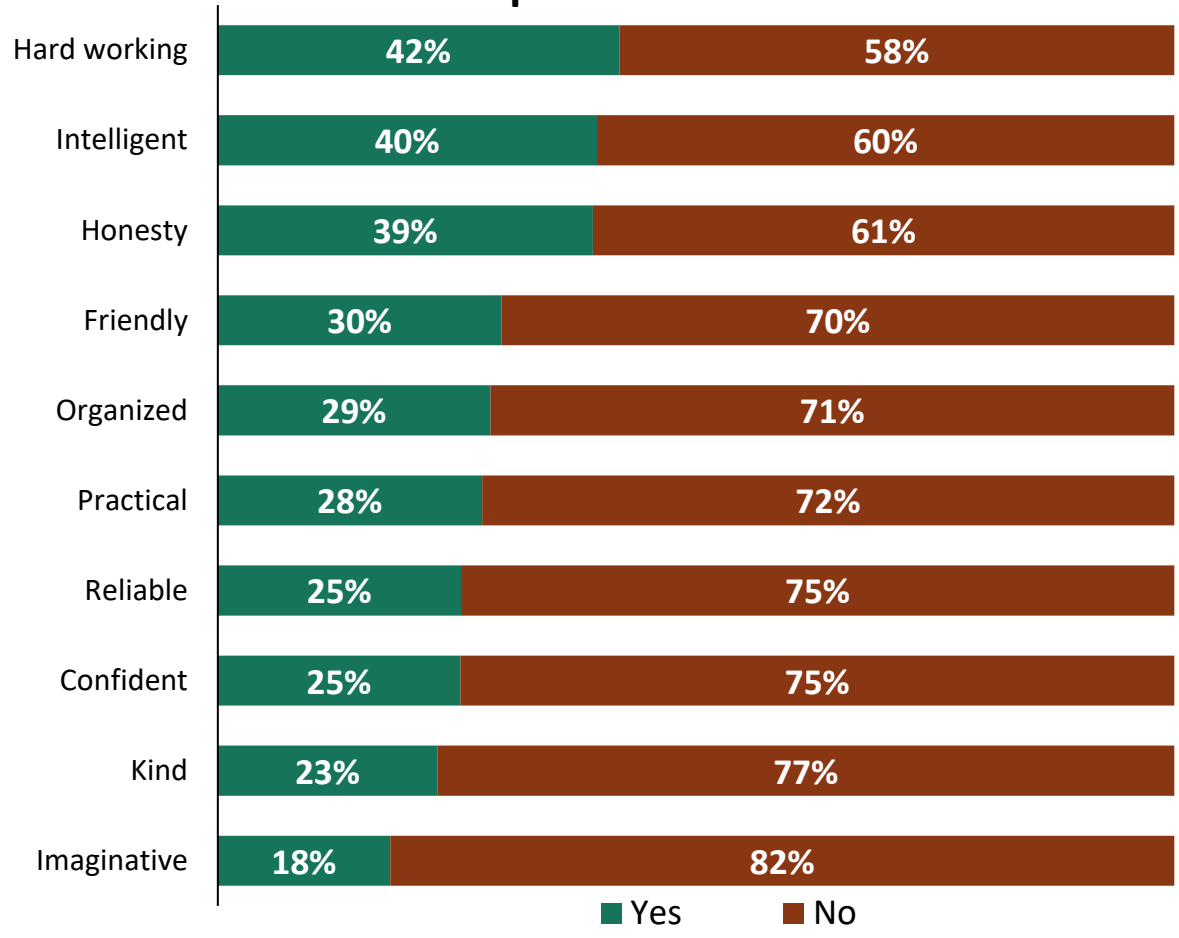
New Democratic Party Attributes: New Democrats describe their party⁹⁶ as “hard working”, “intelligent”, and “honest”



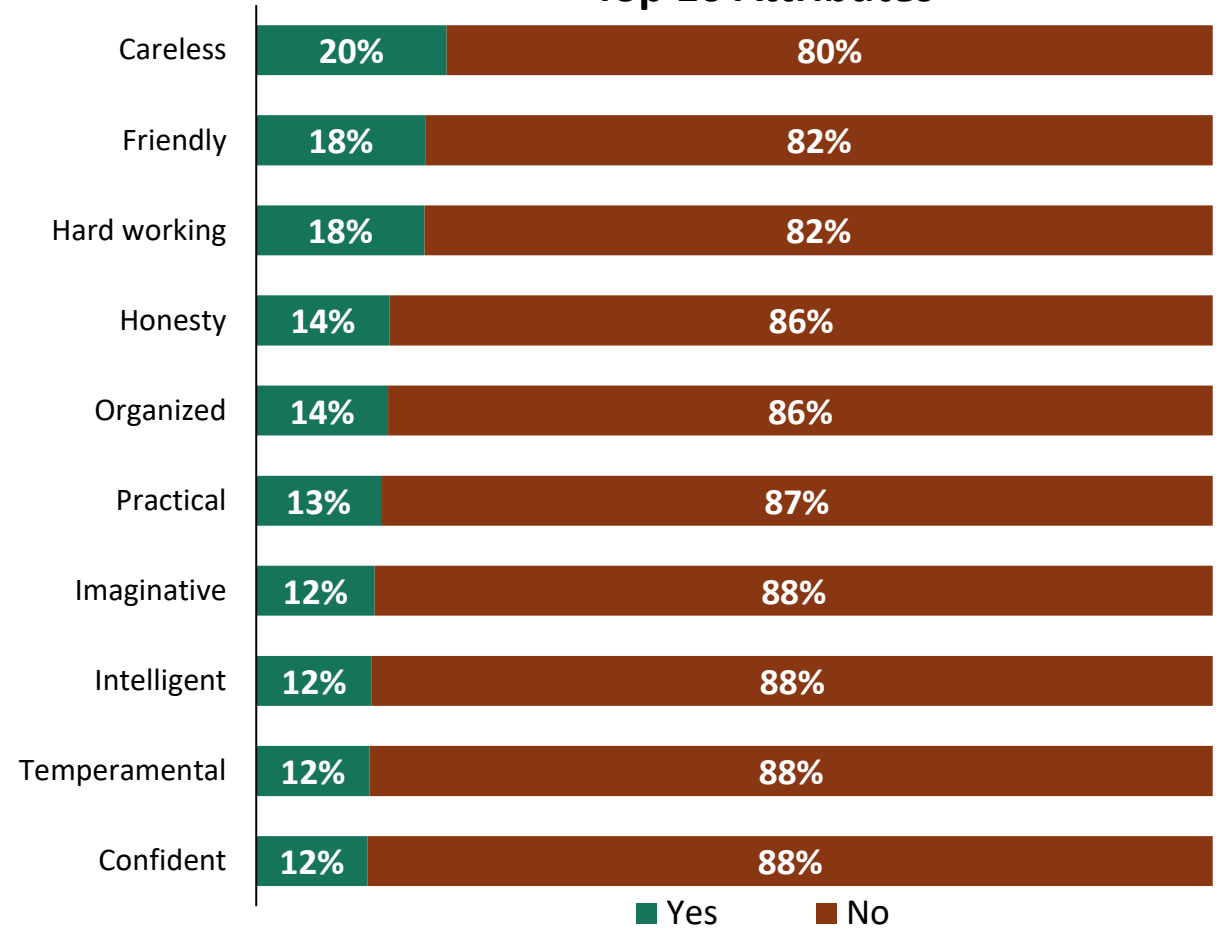
Now, thinking about the New Democratic Party, which of the following words best describe that party?

[asked of all respondents, n=1,049]

New Democratic Voters Top 10 Attributes



Other Voters Top 10 Attributes



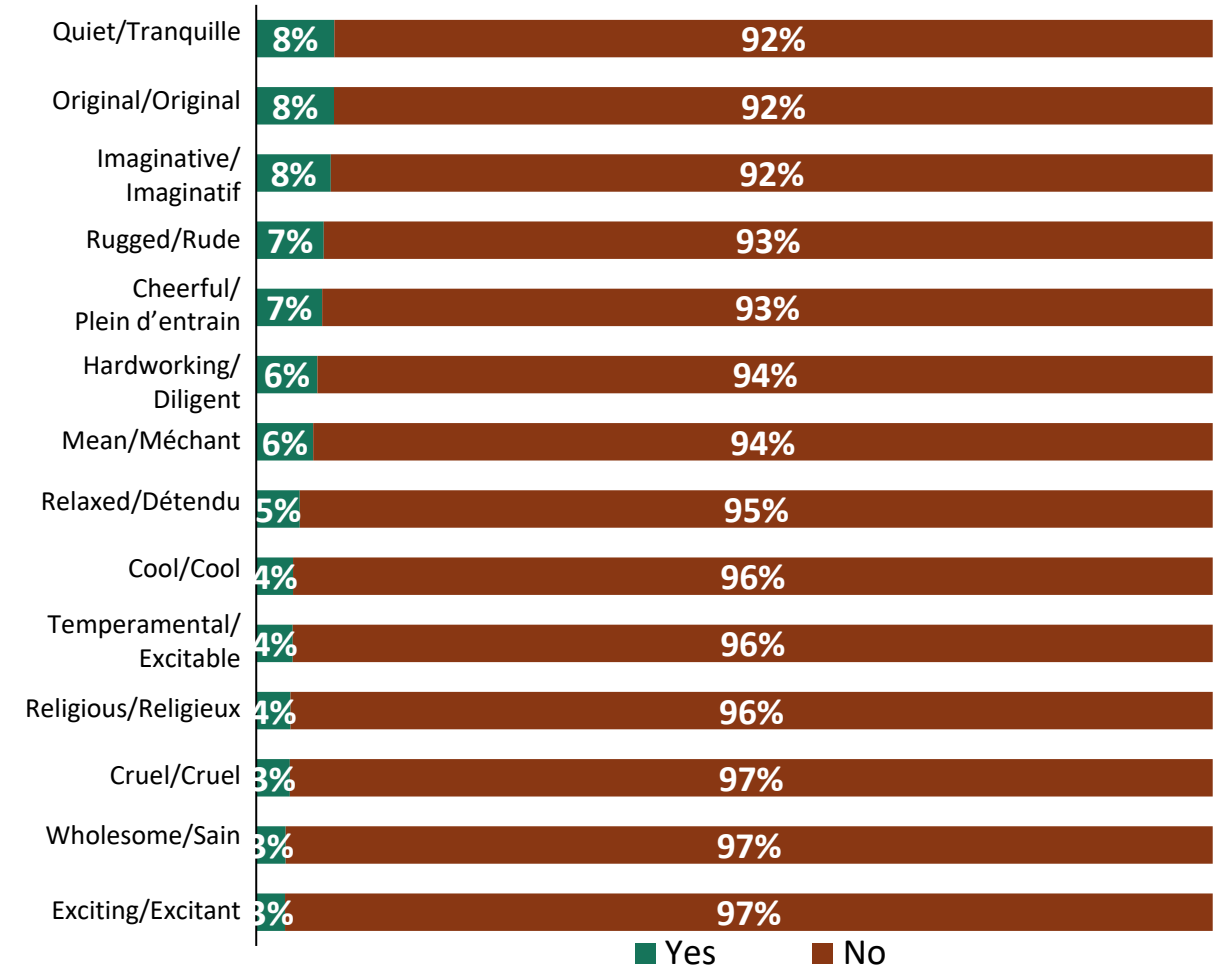
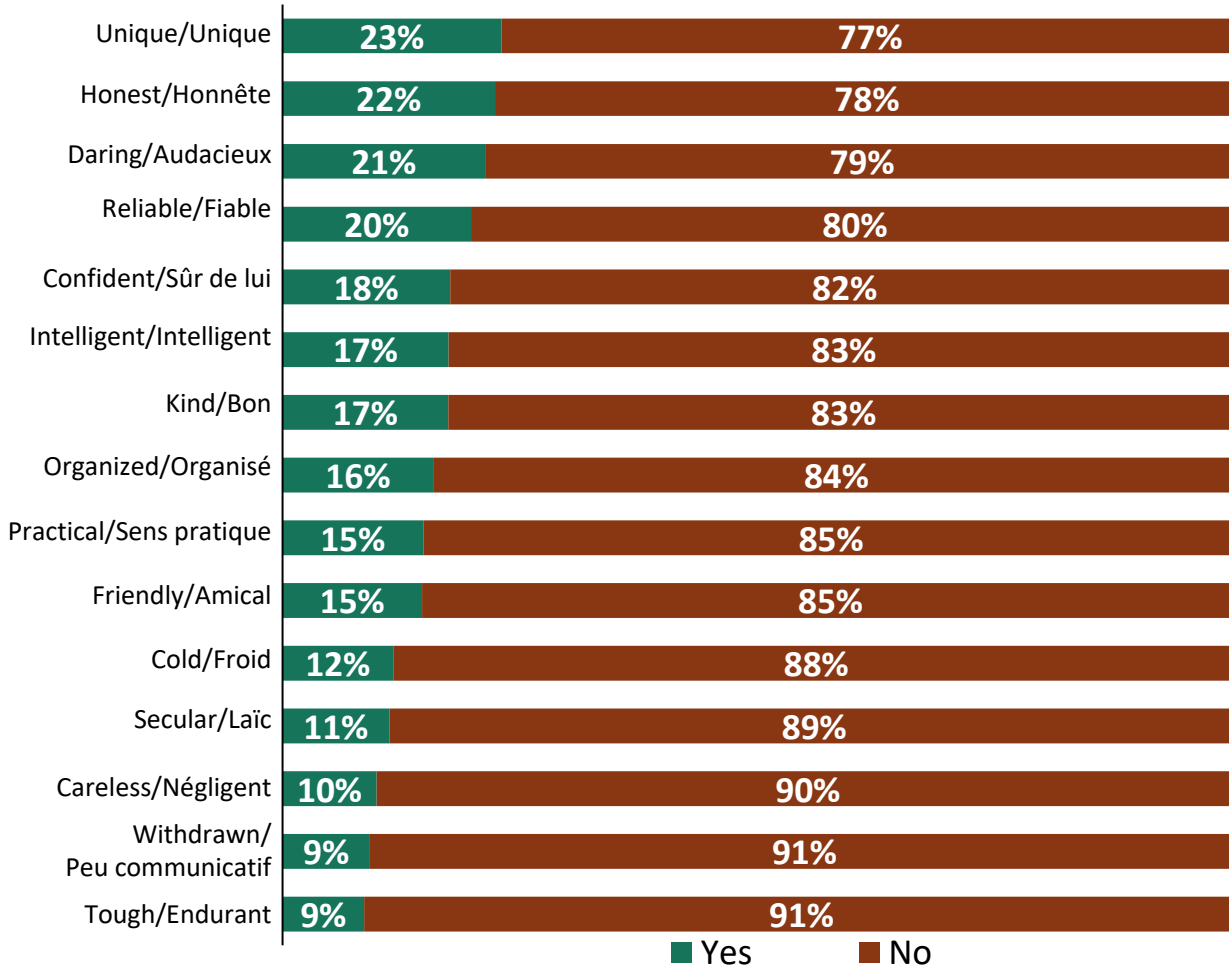
Bloc Québécois Party Attributes: 1-in-4 (23%) describe the Bloc Québécois as unique, followed by honest (22%)



Now, thinking about the Bloc Québécois, which of the following words best describe that party?

S'agissant du Bloc Québécois lesquels des terme suivants vous viennent à l'esprit pour décrire ce parti?

[asked of all respondents, n=229]



Bloc Attributes: Bloc voters describe their party as “honest” and “reliable”; others call it “unique” and “cold”



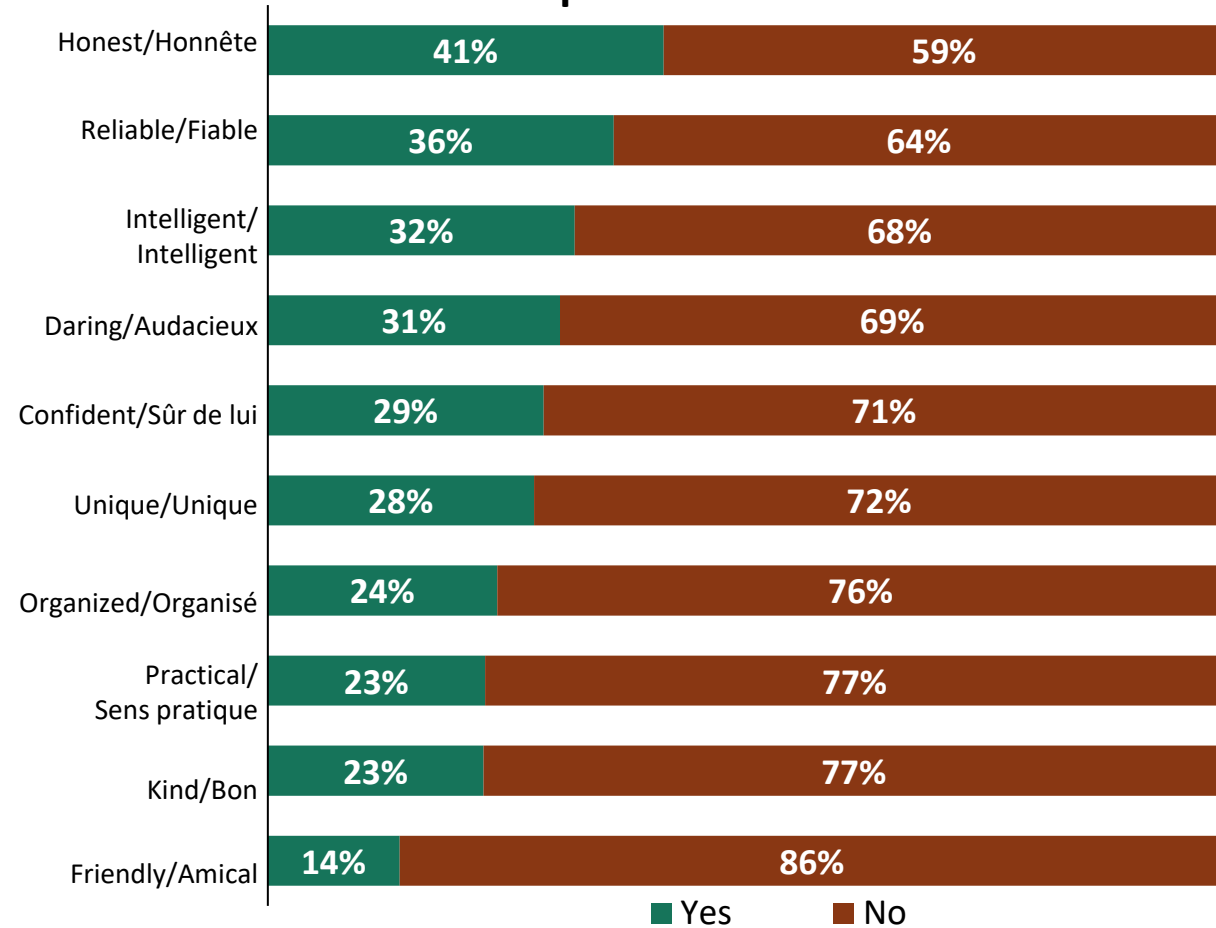
Now, thinking about the Bloc Québécois, which of the following words best describe that party?

S'agissant du Bloc Québécois lesquels des terme suivants vous viennent à l'esprit pour décrire ce parti?

[asked of all respondents, n=229]

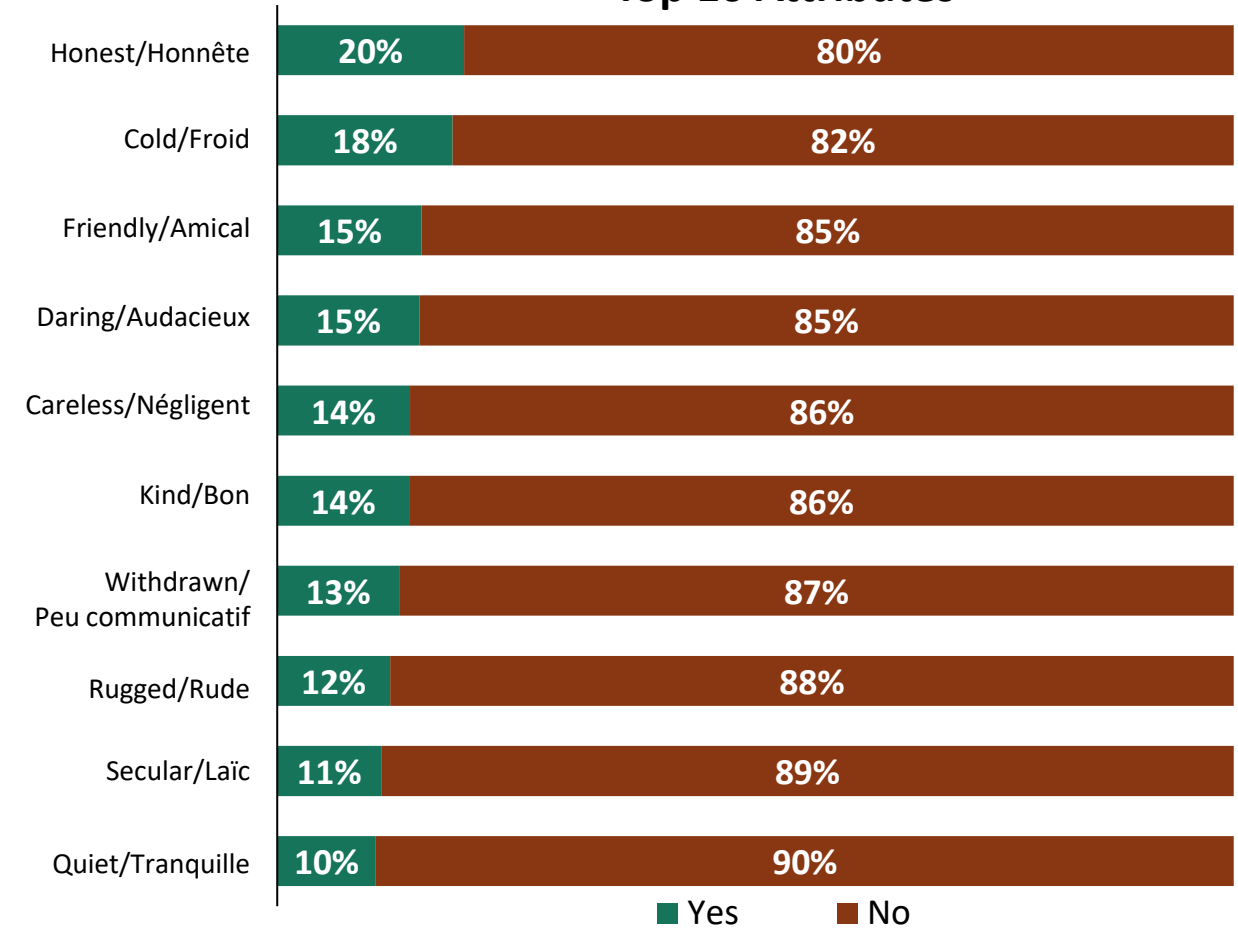
Bloc Voters

Top 10 Attributes



Other Voters

Top 10 Attributes

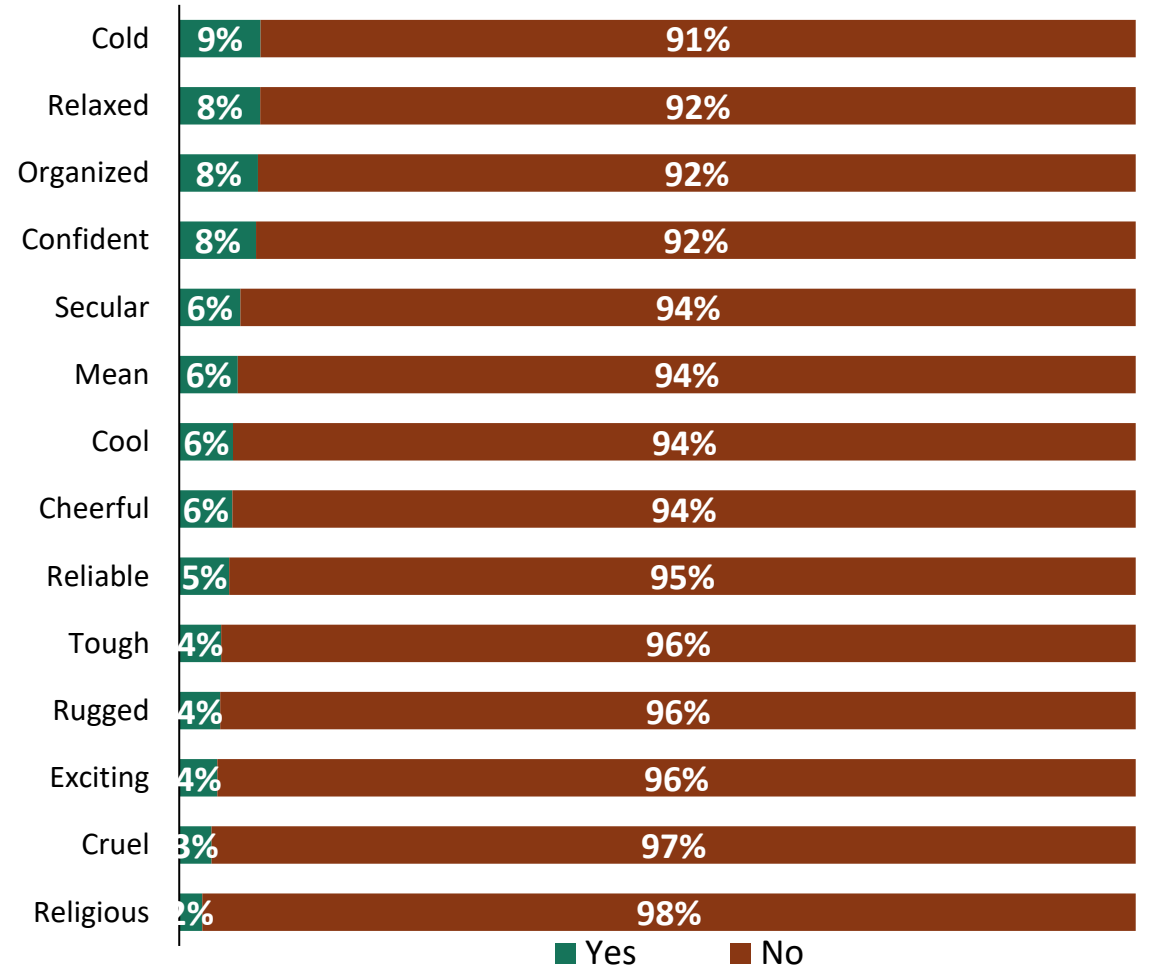
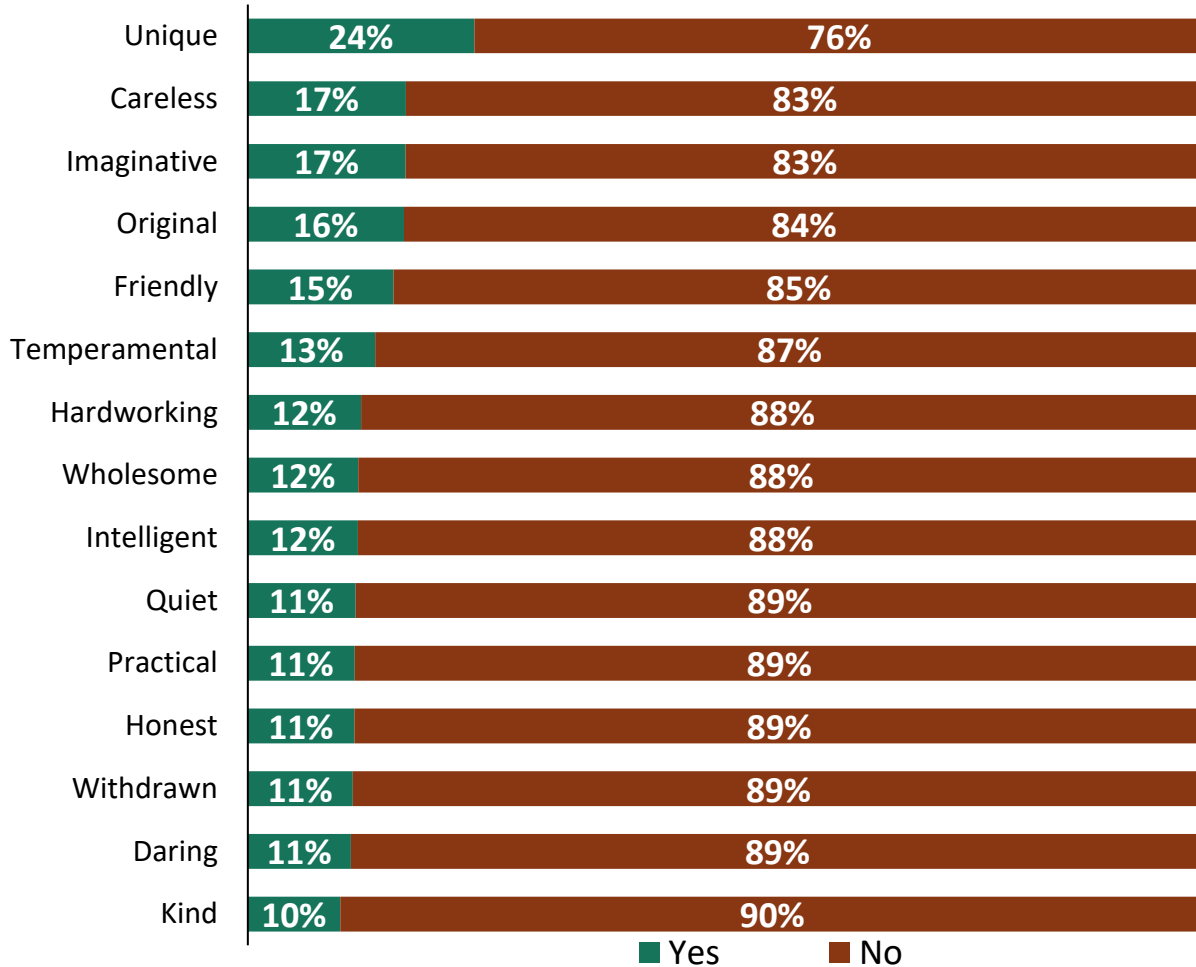


Green Party Attributes: 1-in-4 (24%) describes the Green party as unique, followed by careless (17%); least described as religious (2%)



Now, thinking about the Green Party, which of the following words best describe that party?

[asked of all respondents, n=1,007]



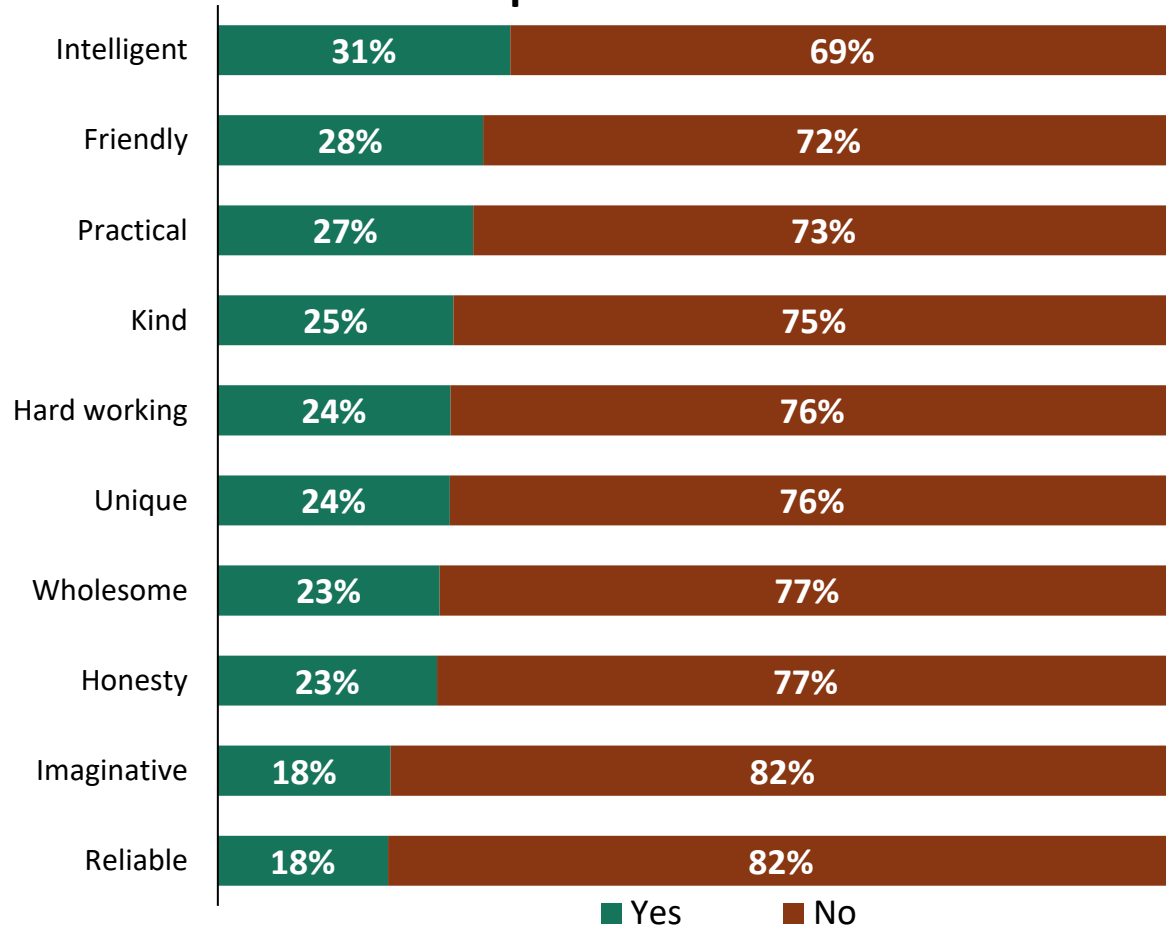
Green Attributes: Green voters describe their party as “intelligent” and “friendly” while others describe it as “unique” and “careless”¹⁰⁰



Now, thinking about the Green Party, which of the following words best describe that party?

[asked of all respondents, n=1,007]

Green Voters Top 10 Attributes



Other Voters Top 10 Attributes

