

# Election Interference

## Breaking Events



### Public Opinion Research

Release Date: March 31, 2023

Field Dates: March 16 to 29, 2023



# Key Findings

1

## **The controversy has not yet captured the attention of most Canadians.**

Over half (57%) of the respondents have low engagement with the issue, with only 10% following very closely. The level of interest in the controversy has remained constant over the two-week survey period.

---

2

## **The allegation sparks anger among most people.**

Despite the current low engagement with the issue, 64% say that the issue leaves them feeling angry. We need to feel the need to pay attention before we engage with an issue, and this result shows that attention could grow. The survey also shows that Canadians assume the worst, with 58% believing that the interference may have had at least some impact on the election outcome.

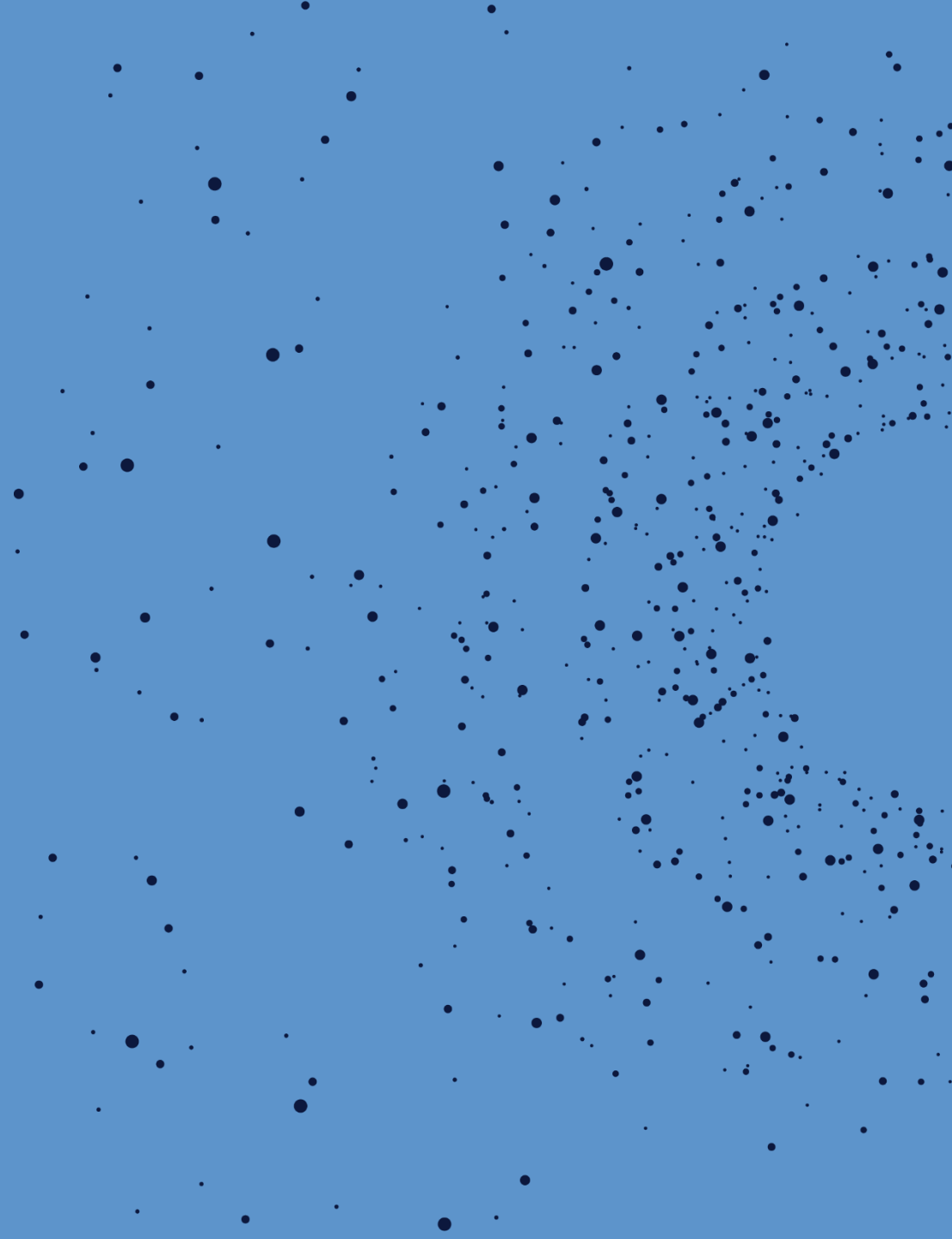
---

3

## **There are already signs that the issue is damaging the Liberals.**

43% disapprove of the way Justin Trudeau has handled the issue since it emerged. Conservatives are more likely to be angry and concerned. 48% believe the PM know about the issue but chose not to take action because the Liberal party benefitted, including 30% agreement among Liberal identifiers.

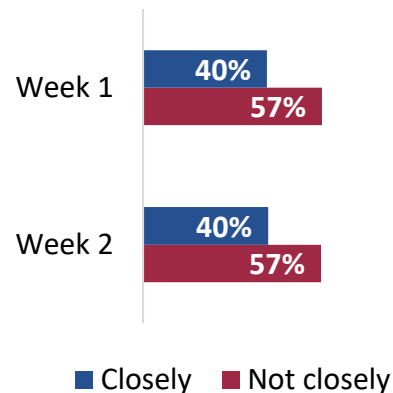
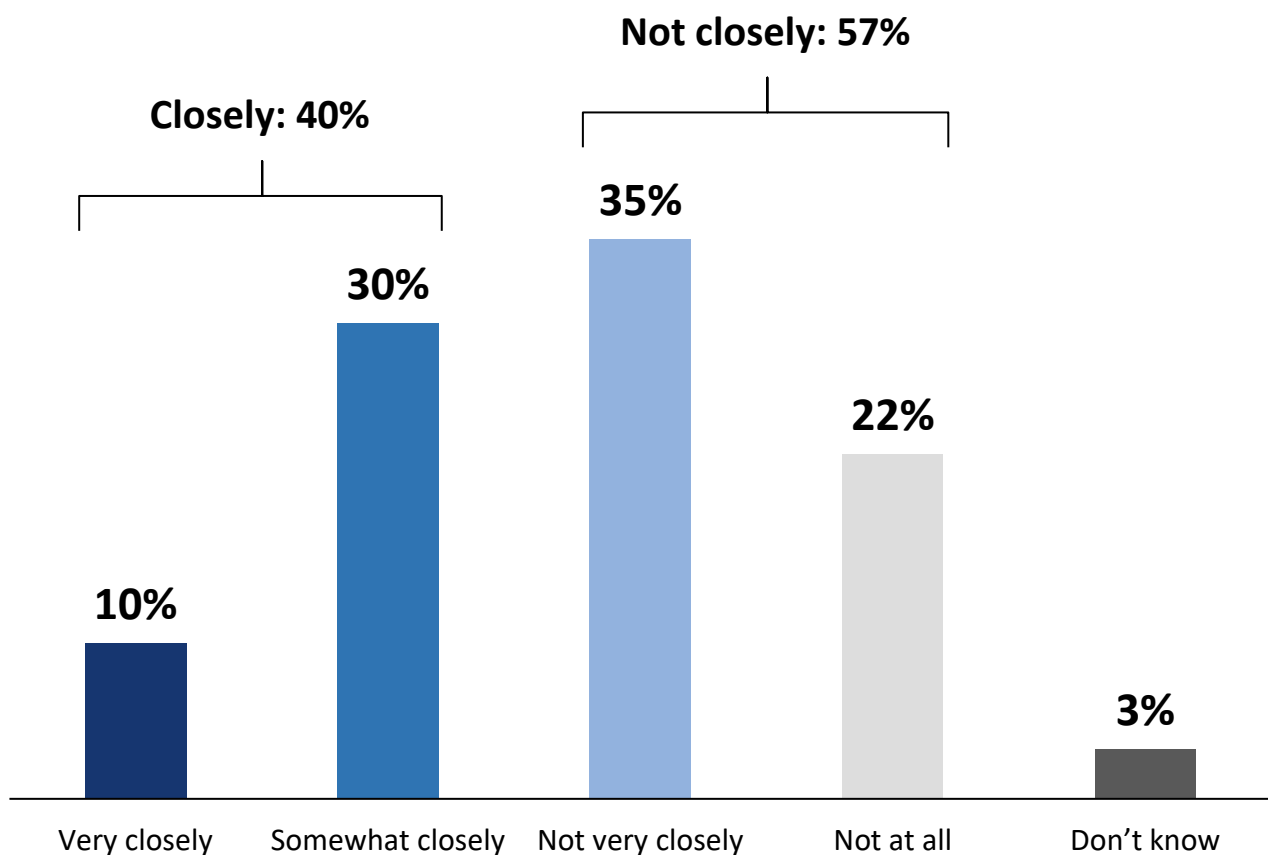
# Election Interference



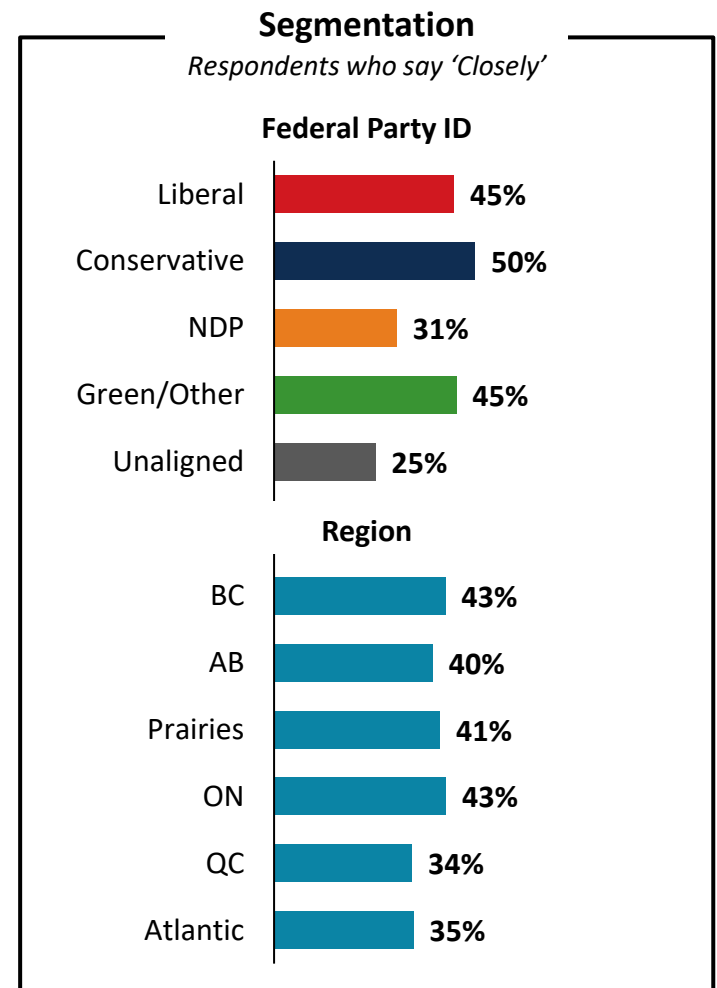
# Awareness:

Over half of the respondents have not been following the controversy closely; 2-in-5 were following closely

**Q** How closely have you been following the controversy about China's alleged interference in Canada's 2019 and 2021 elections?  
[asked of all respondents, n=2,000]



The respondents' level of interest in the controversy has remained constant over the two-week survey period.



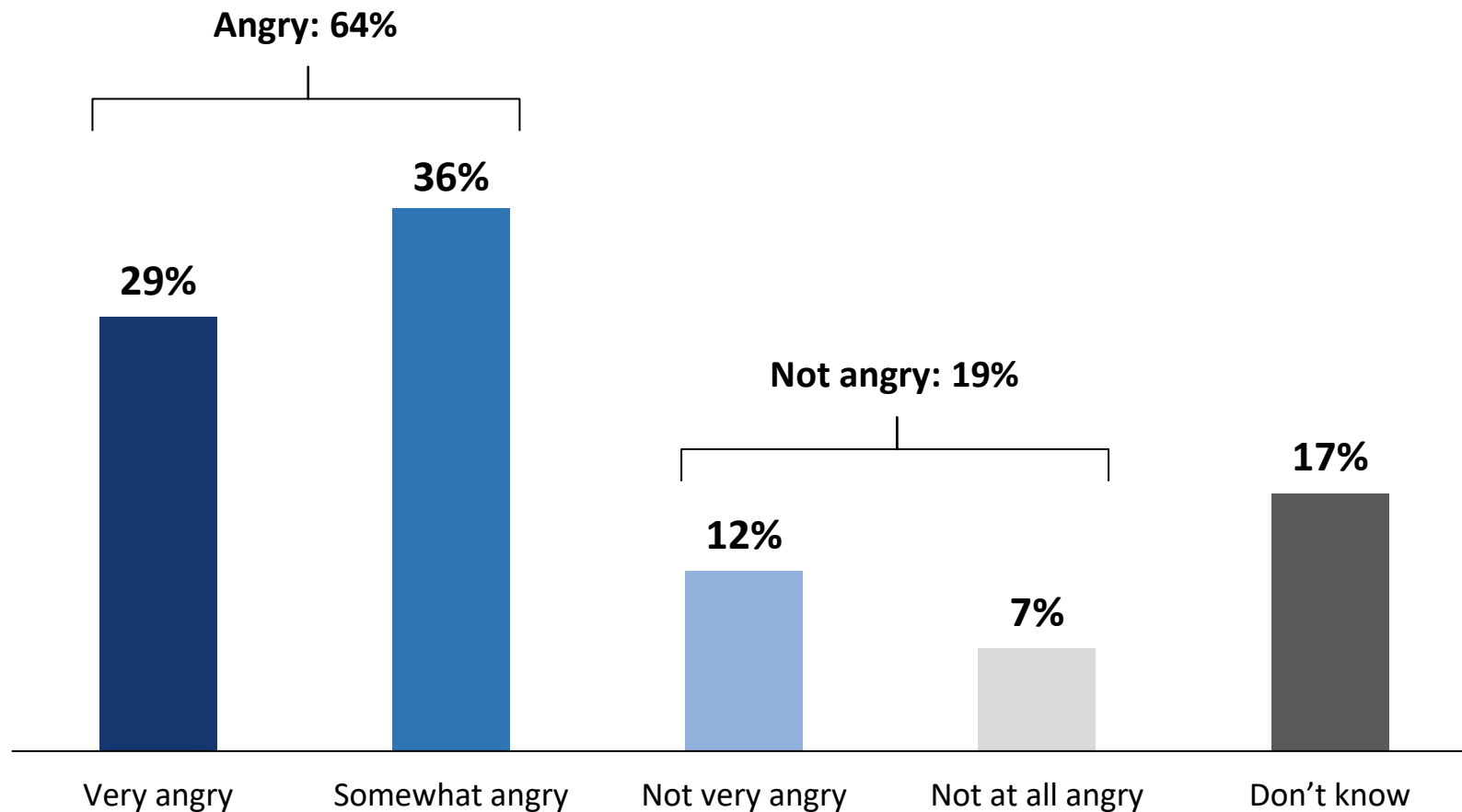
# Initial Reaction:

64% of the respondents were angry when they first heard the allegation; 1-in-5 were not angry



How did you feel when you heard the allegation that China has been interfering in Canada's 2019 and 2021 elections?

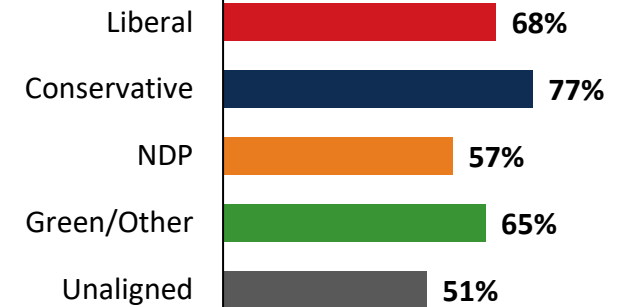
[asked of all respondents, n=2,000]



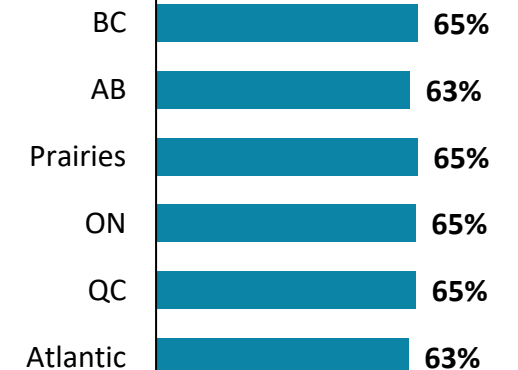
## Segmentation

Respondents who say 'Angry'

### Federal Party ID



### Region



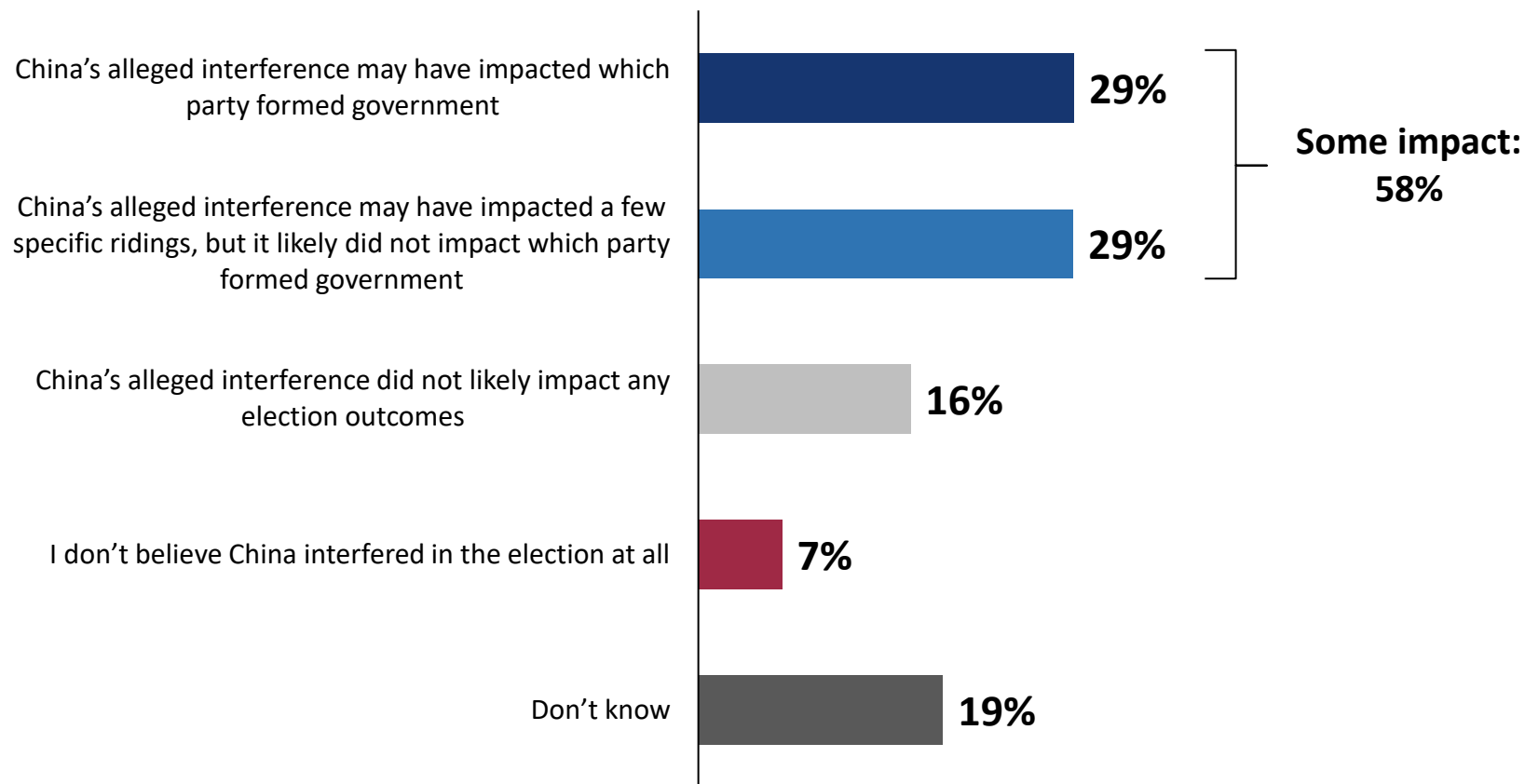
# Impact on Elections:

Over half of the respondents believe that China's alleged interference had some impact on the elections



Which of the following statements best reflects your view of the impact of China's alleged interference in the 2019 and 2021 elections?

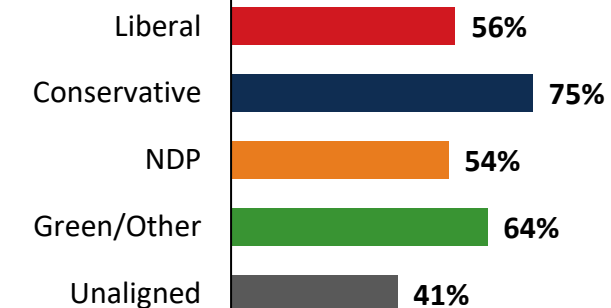
[asked of all respondents, n=2,000]



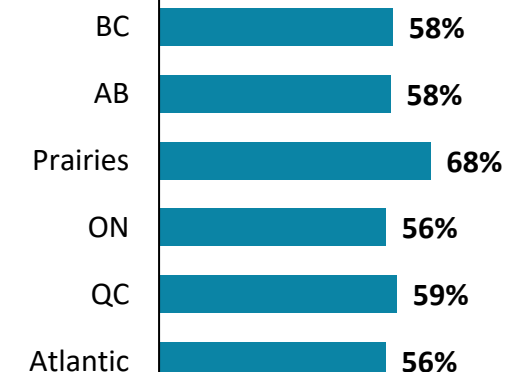
## Segmentation

Respondents who say 'Some impact'

### Federal Party ID



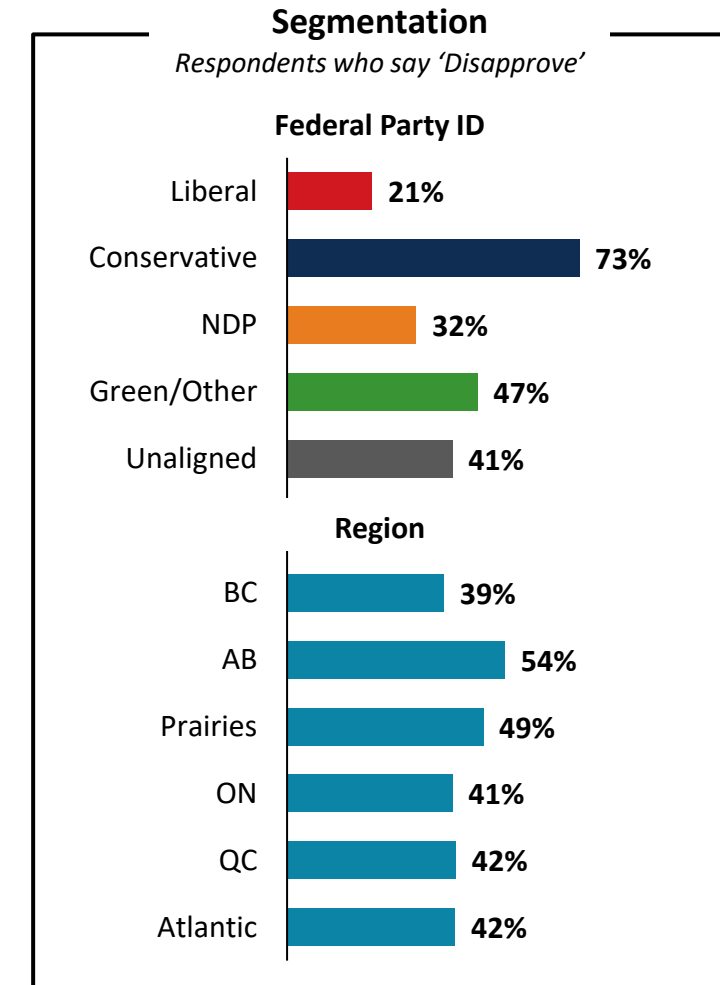
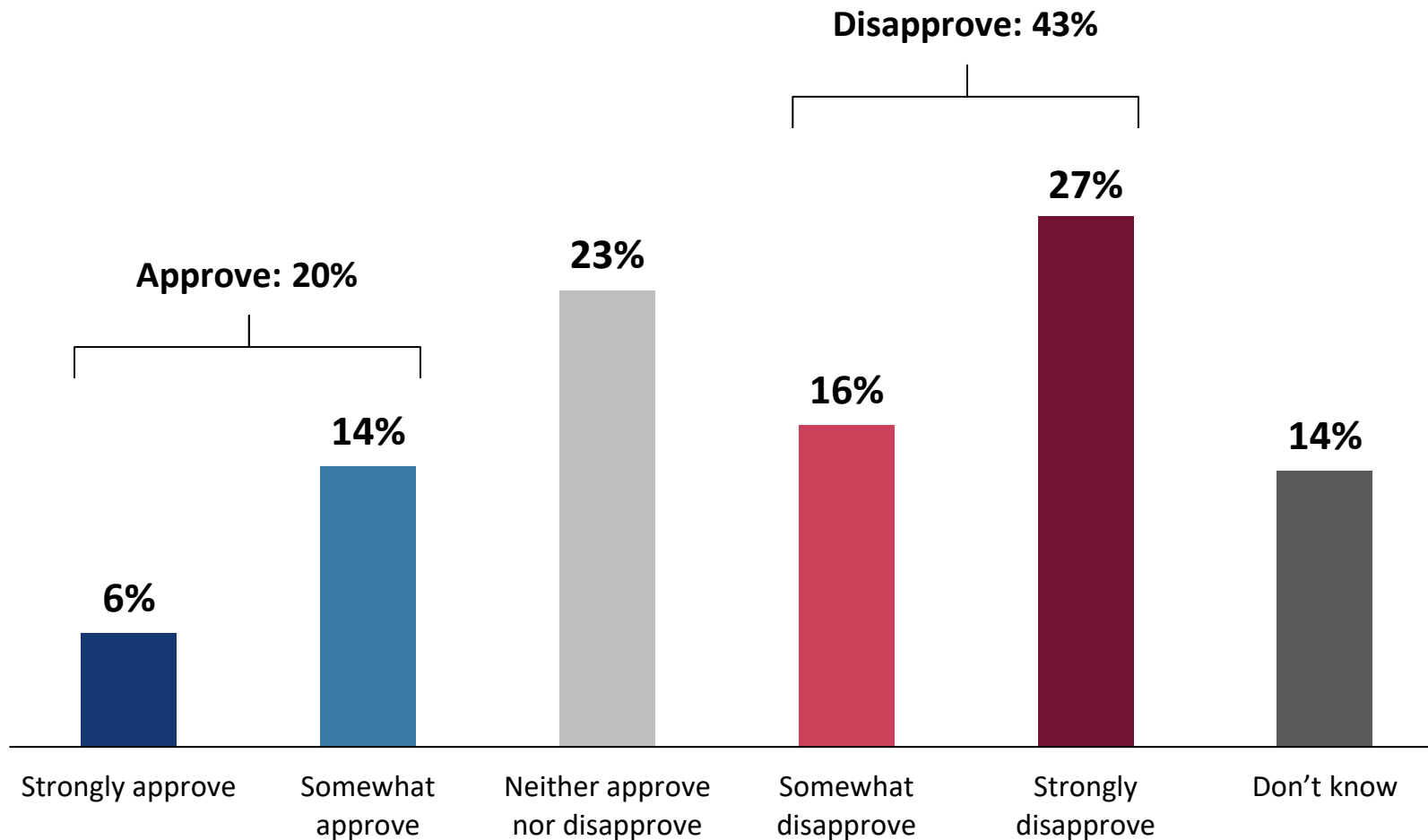
### Region



# Government Reaction:

43% of respondents disapprove of the government's reaction; disapproval highest among Conservatives (73%)

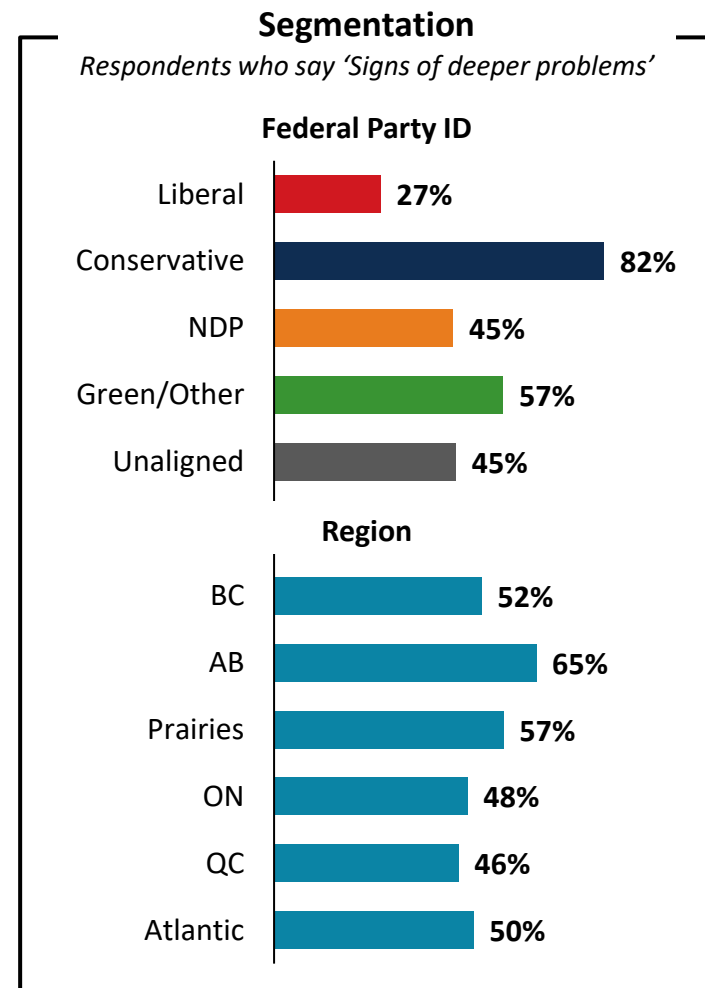
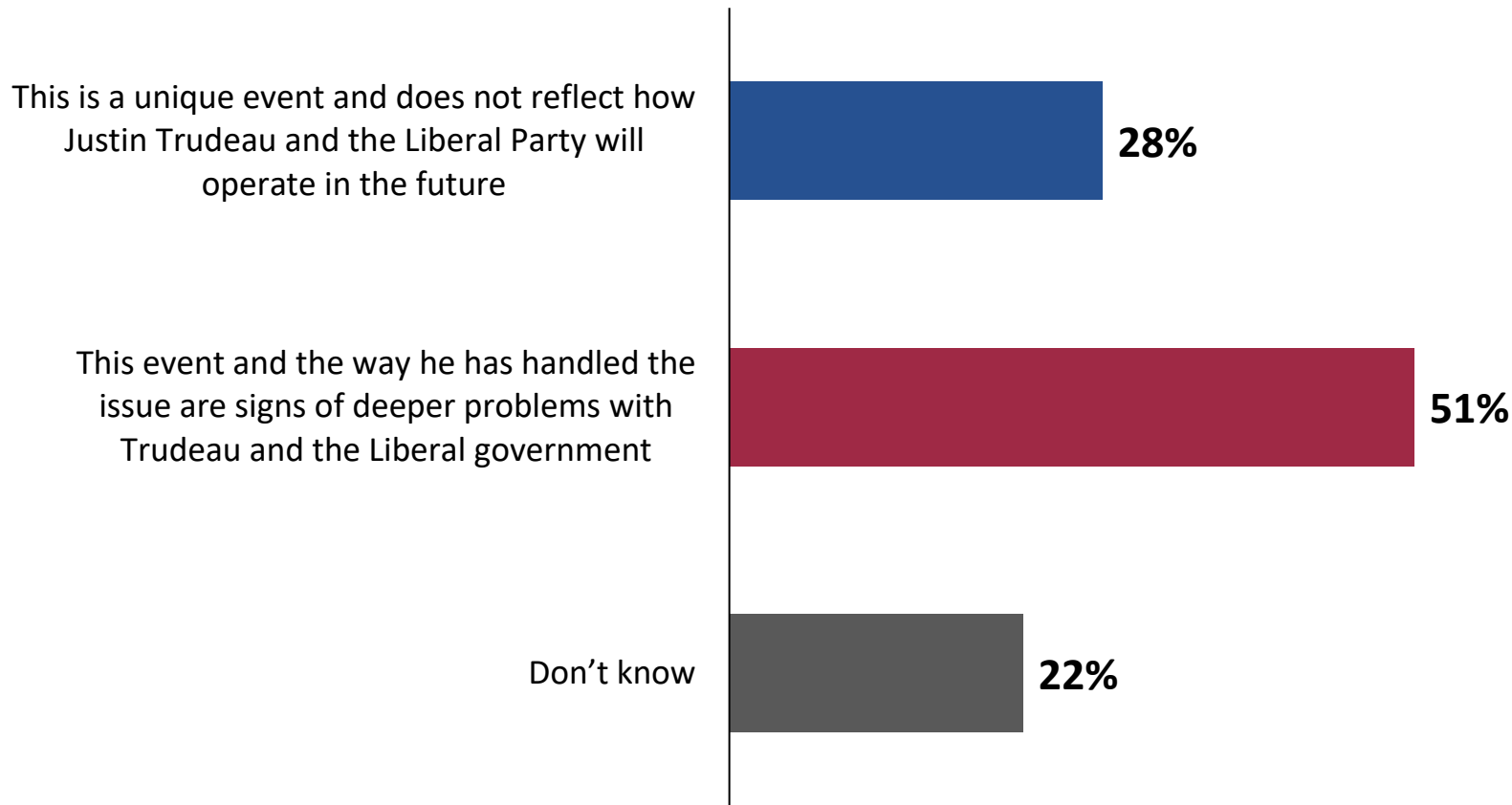
Q Do you approve or disapprove of the way Justin Trudeau has handled the issue since it emerged?  
[asked of all respondents, n=2,000]



# Systemic or Episodic:

Over half of the respondents believe that the way Trudeau has handled the issue is a sign of deeper problems

Q Which of the following comes closest to your point of view?  
[asked of all respondents, n=2,000]

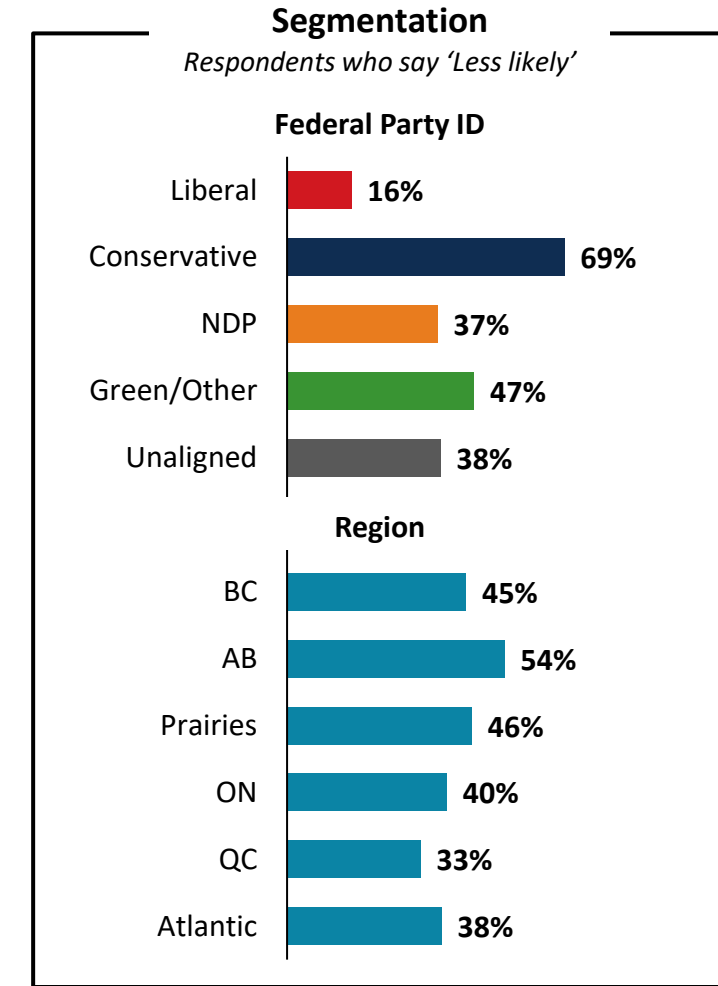
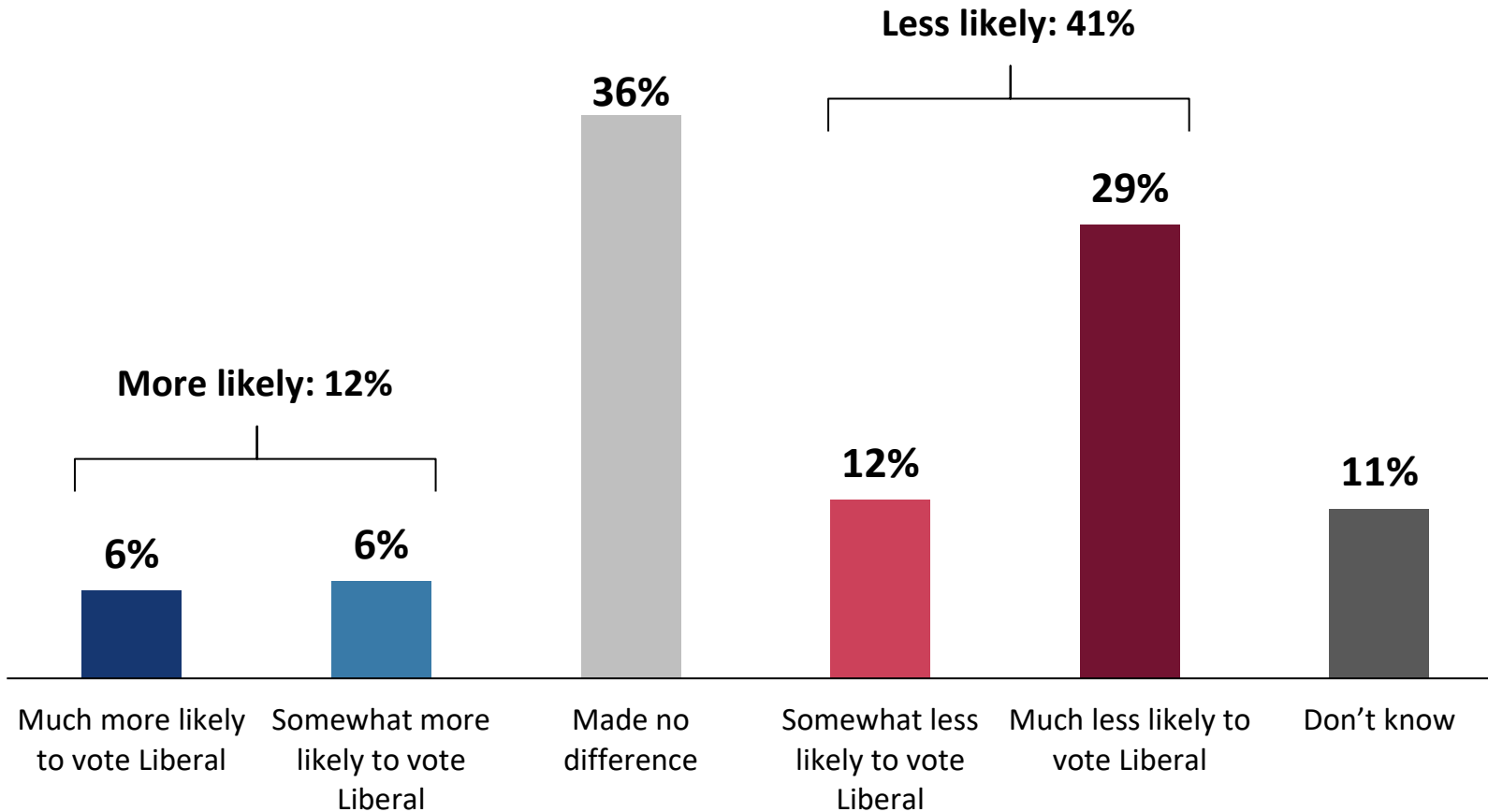




# Impact on Vote:

41% say they are less likely to vote for Trudeau; nearly half say it made no difference or they don't know

**Q** Did the initial actions and Trudeau's response leave you feeling more or less likely to vote for Justin Trudeau and the Liberal Party?  
 [asked of all respondents, n=2,000]



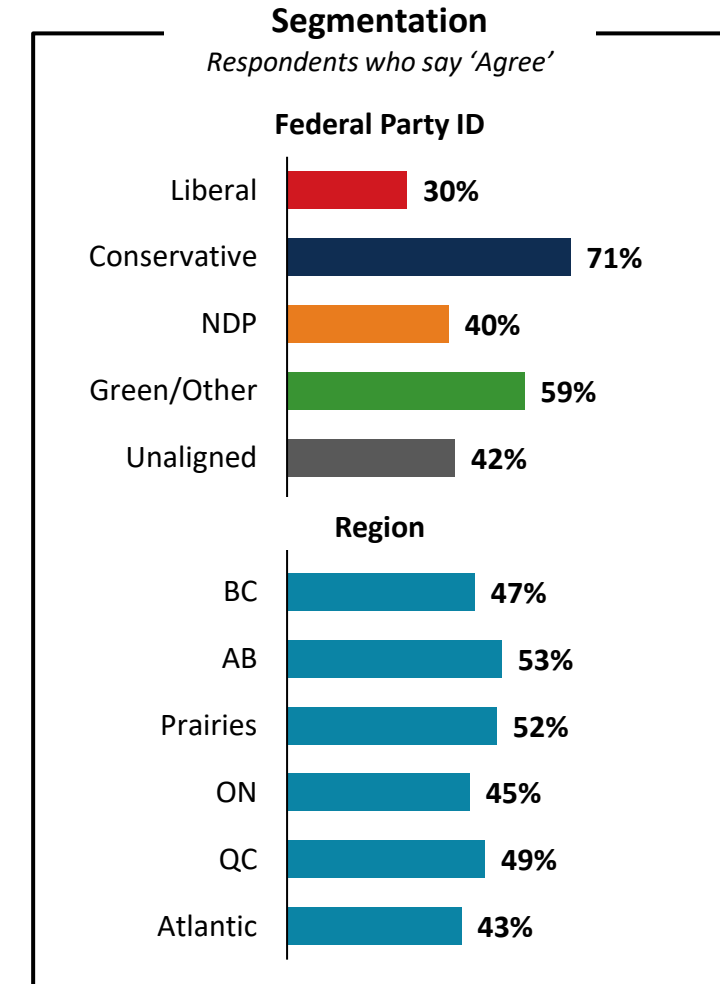
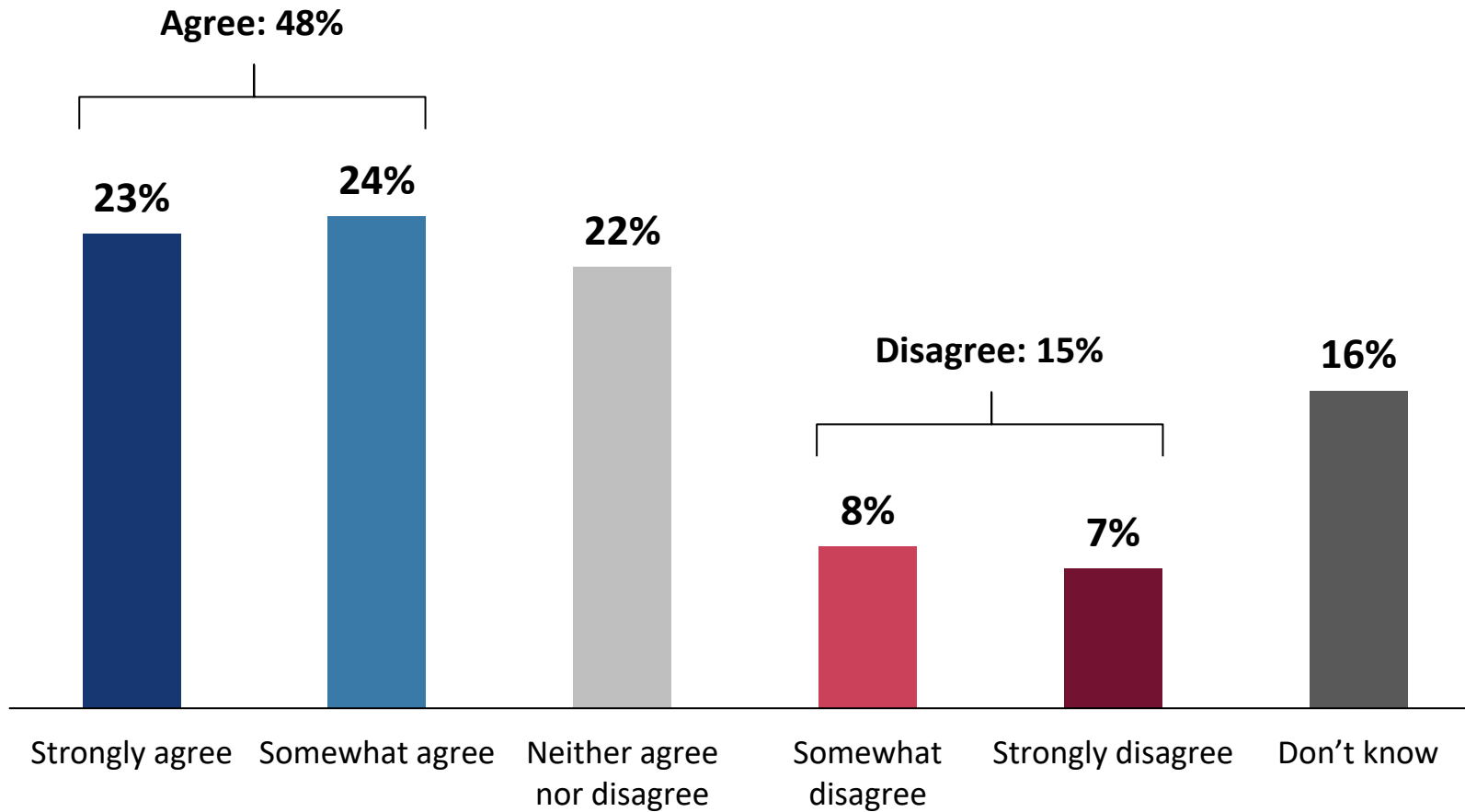
# Agreement with Opposition:

Nearly half agree with the opposition's viewpoint; agreement highest among Conservatives (71%)

Q Please indicate how strongly you agree or disagree with the following statements:

**The Prime Minister has been aware of China's election interference for some time but chose not to take action because his party benefited from that interference.**

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



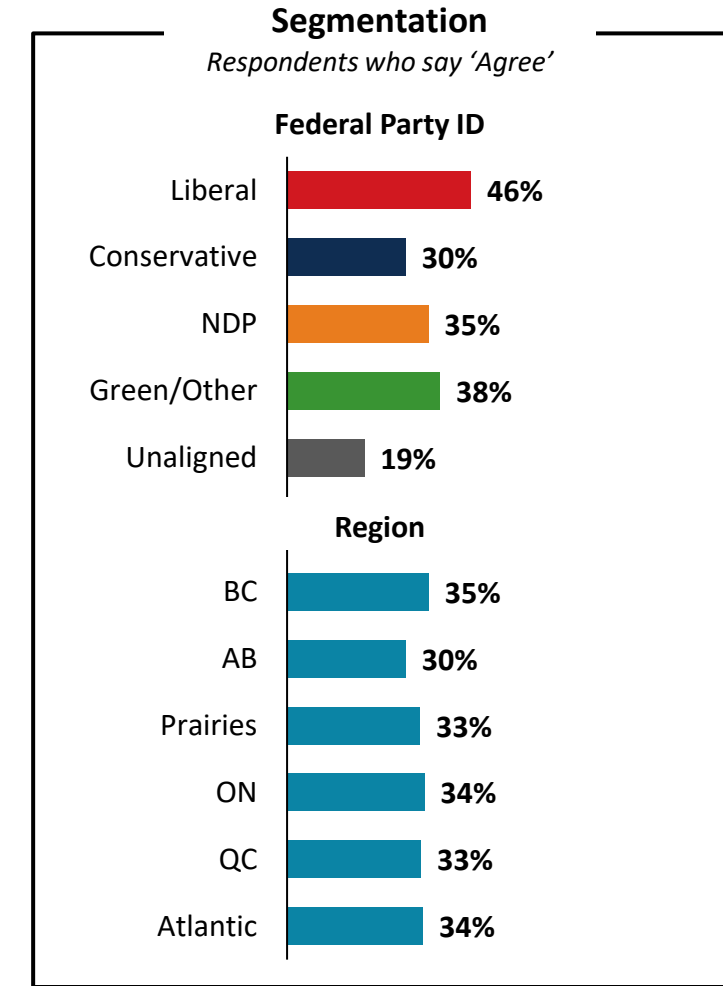
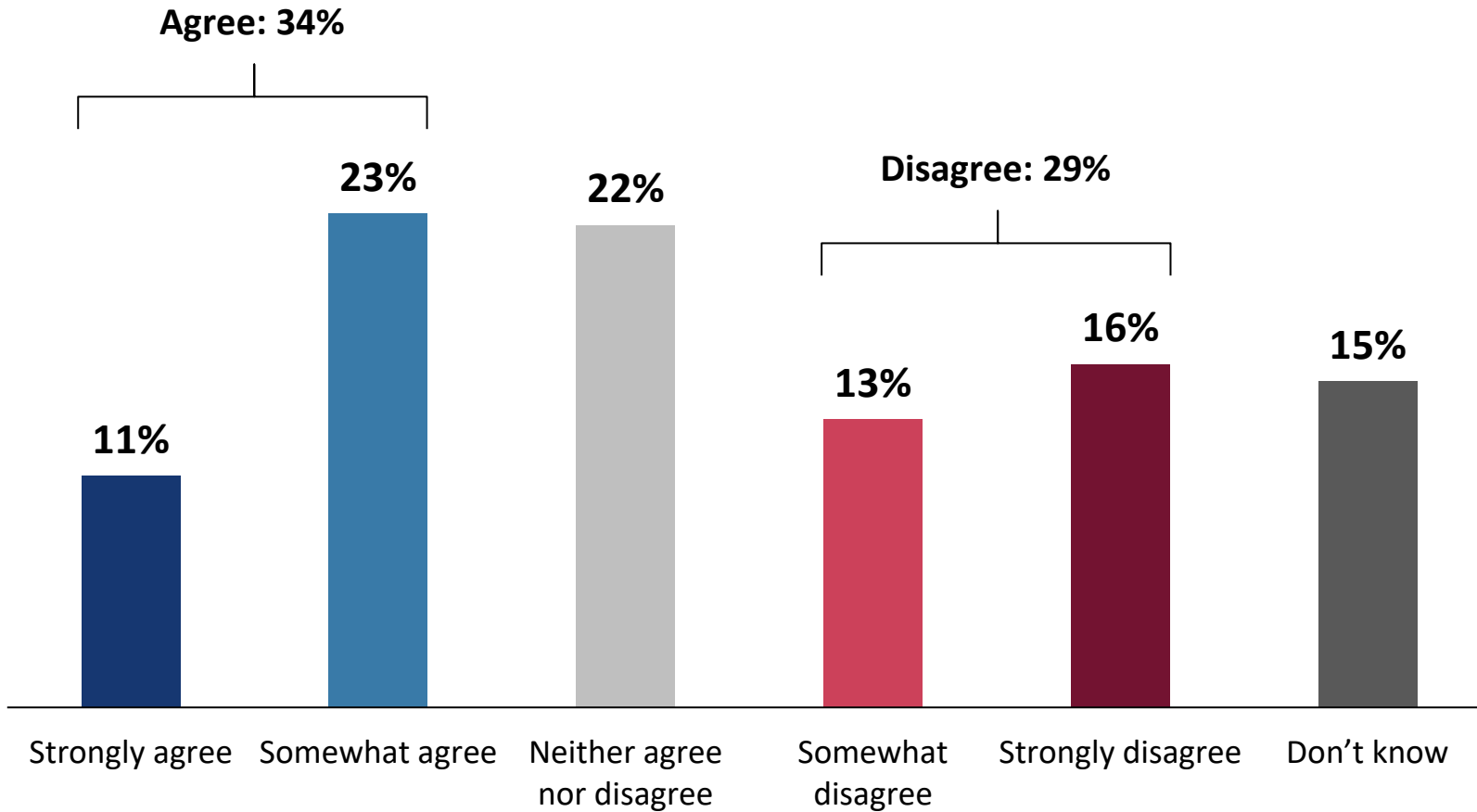
# Agreement with Government:

1-in-3 agree with the government's viewpoint; agreement highest among Liberals (46%)

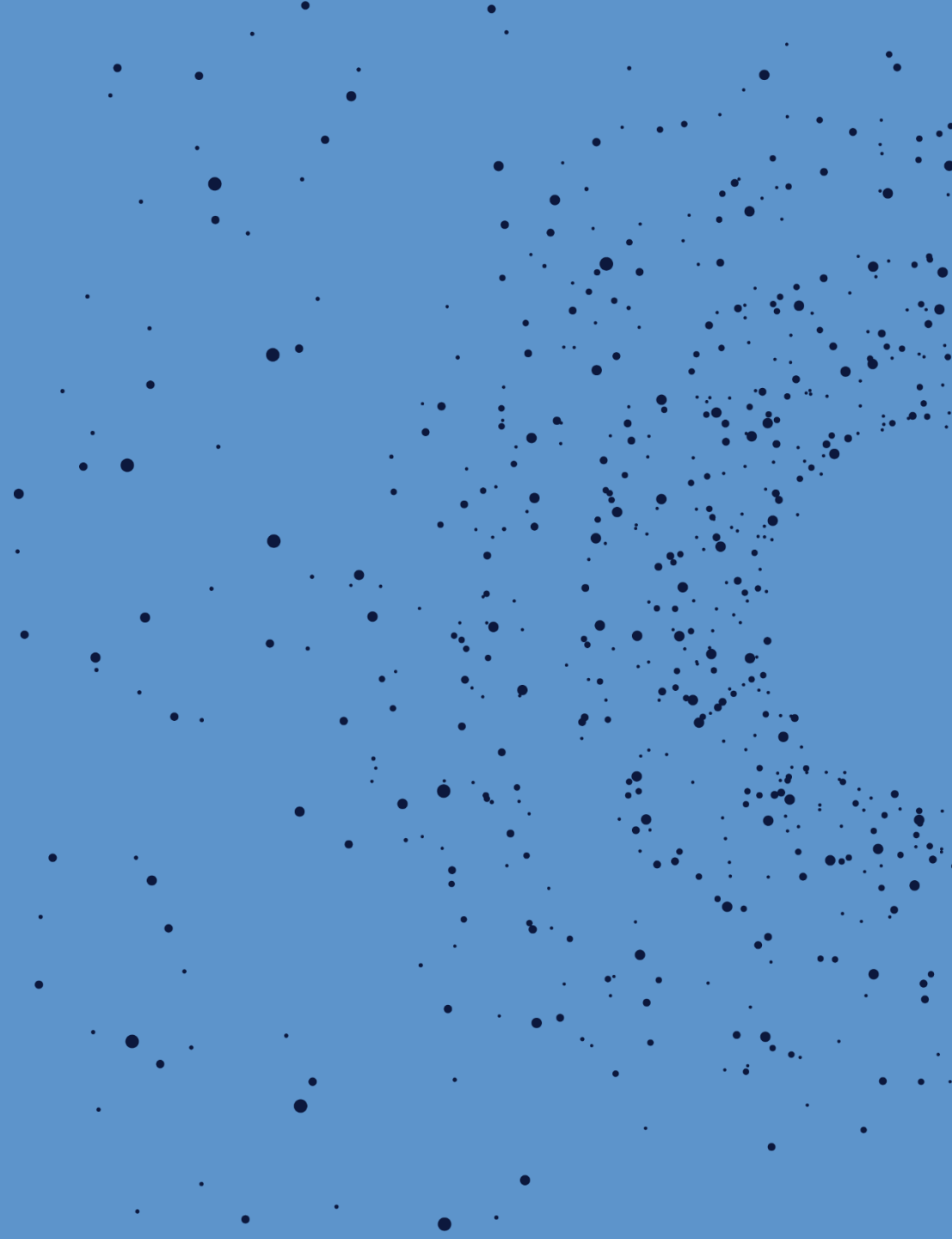
**Q** Please indicate how strongly you agree or disagree with the following statements:

**The impact of China's election interference is insignificant and focusing on it only assists foreign entities seeking to destabilize Canadian politics.**

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



# Methodology



# Survey Methodology



**These are the results of an online survey conducted between March 16<sup>th</sup> and March 29<sup>th</sup>, 2023.**

**Method:** This online survey was conducted using INNOVATIVE's Canada 20/20 national research panel with additional respondents from Lucid, a leading provider of online samples. Each survey is administered to a series of randomly selected samples from the panel and weighted to ensure that the overall sample's composition reflects that of the actual Canadian population according to Census data to provide results that are intended to approximate a probability sample.

**Sample Size:** n=2,933 Canadian citizens, 18 years or older. The results are nationally weighted to n=2,000 based on Census data from Statistics Canada.

**Field Dates:** March 16<sup>th</sup> to March 29<sup>th</sup>, 2023.

**Weighting:** Results for Canada are weighted by age, gender, region, and party identification 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>	290	10.0%	276	13.9%
<b>Men 35-54</b>	427	14.7%	318	16.0%
<b>Men 55+</b>	657	22.6%	367	18.5%
<b>Women 18-34</b>	359	12.3%	274	13.8%
<b>Women 35-54</b>	495	17.0%	328	16.6%
<b>Women 55+</b>	685	23.5%	419	21.1%
<b>Region</b>				
<b>BC</b>	310	10.6%	276	13.8%
<b>AB</b>	237	8.1%	226	11.3%
<b>Prairies</b>	208	7.1%	126	6.3%
<b>ON</b>	1050	35.8%	775	38.7%
<b>QC</b>	617	21.0%	463	23.2%
<b>Atlantic</b>	511	17.4%	134	6.7%



For more information, please contact:

**Greg Lyle**

President

(416) 642-6429

[glyle@innovativeresearch.ca](mailto:glyle@innovativeresearch.ca)

**Giorgi Buzaladze**

Research Analyst

(364) 275-3913

[gbuzaladze@innovativeresearch.ca](mailto:gbuzaladze@innovativeresearch.ca)

**Building Understanding.**

