

## Canada's Mood & the Travels of Justin Trudeau

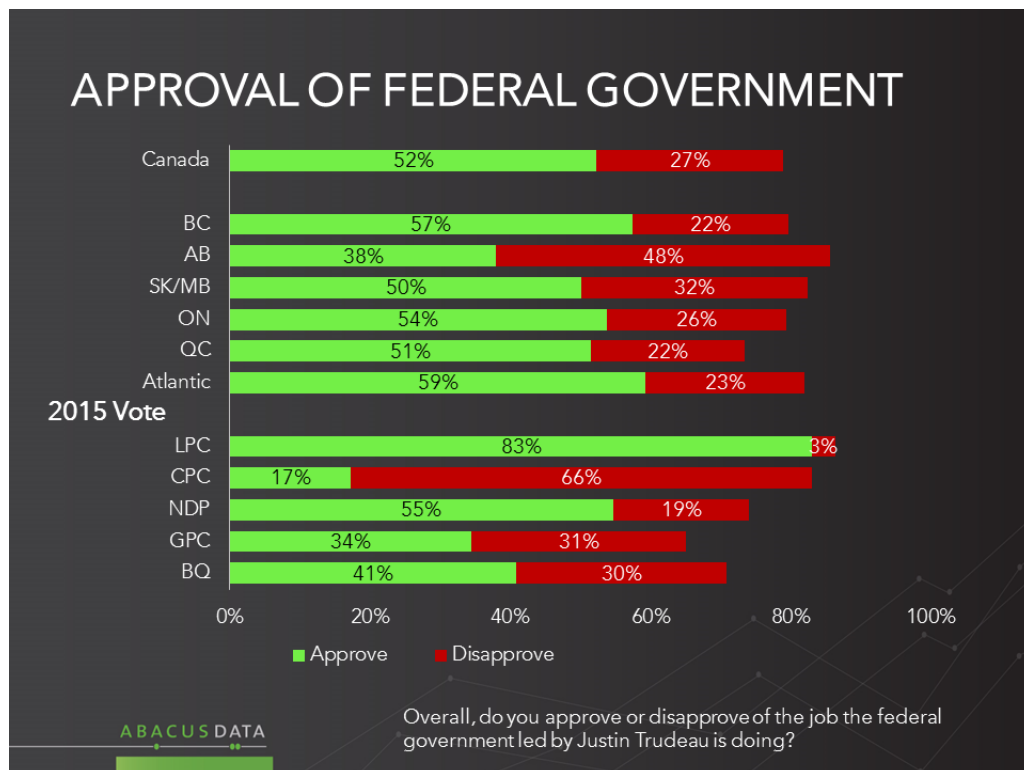
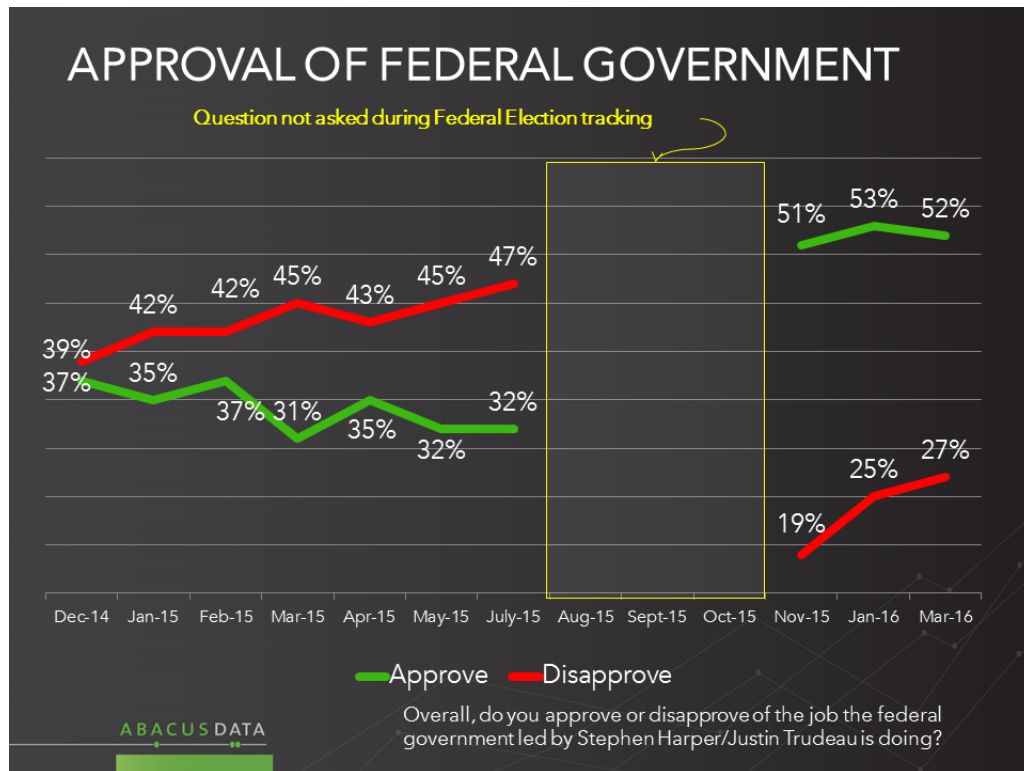
By Bruce Anderson & David Coletto

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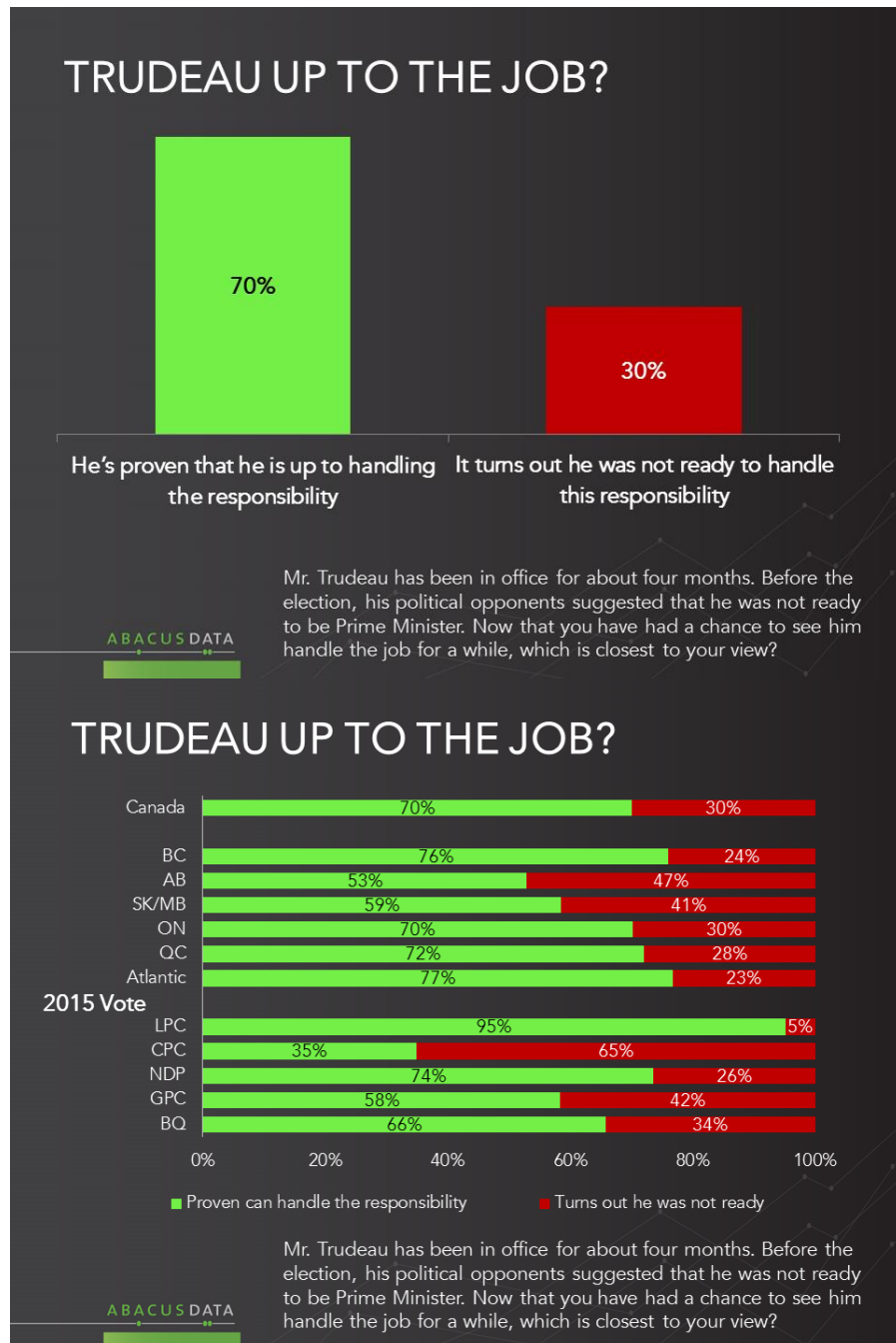
Days before the Trudeau government releases its first budget, our latest poll finds that support for the federal government remains strong across the country. A majority approve of the federal government's performance, the Liberals hold a 15-point lead over the Conservatives in ballot support, and a large majority of Canadians consider Mr. Trudeau's trip to Washington to have been a success and something that will be valuable to Canadians in the long-term.

The results, in a nutshell, reveal:

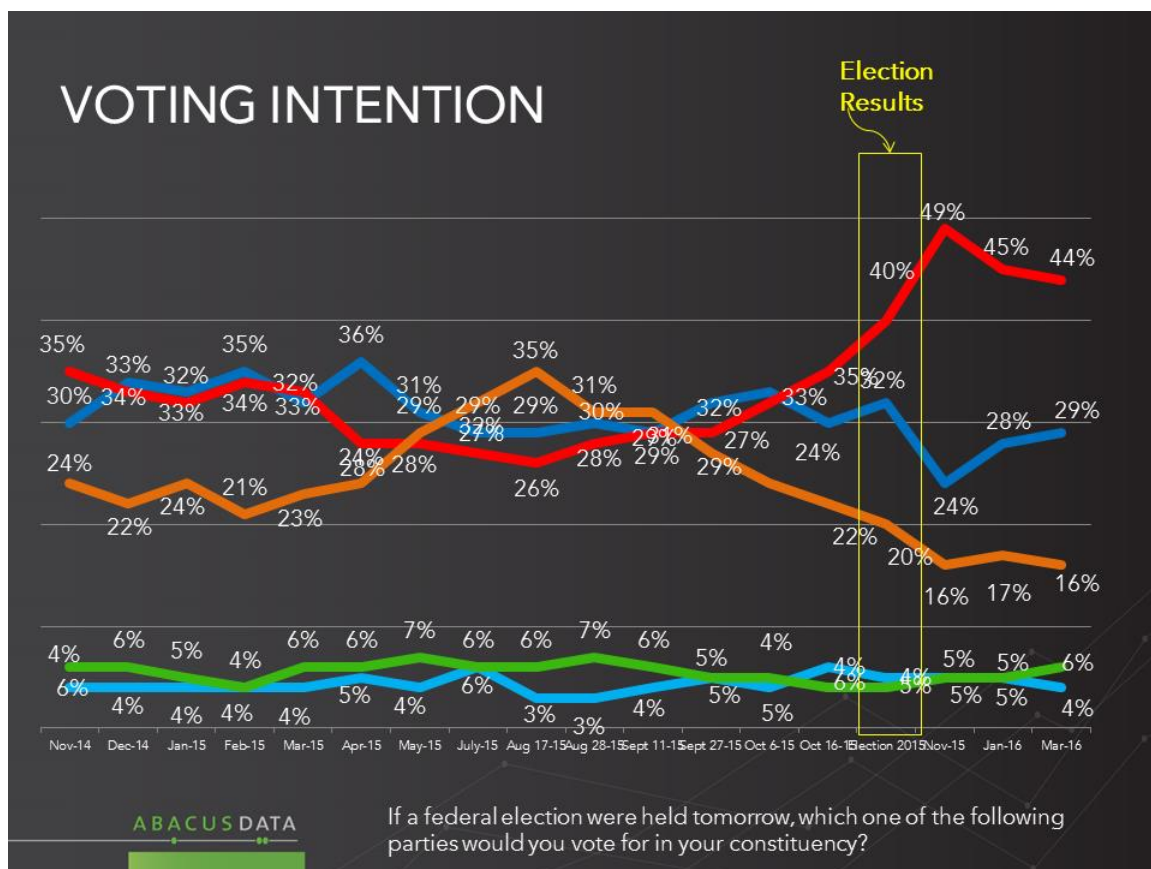
- A steady 52% approve of the federal government performance, unchanged since November. The number of people dissatisfied has risen from 19% immediately after the election to 25% in January, and 27% this month.
- A majority in every region but Alberta approve of the government's performance. In Alberta 38% approve and 48% disapprove.
- The Liberal government has made a positive impression with NDP voters, 55% of whom approve of the government's performance. Among those who voted Conservative, 17% approve and 66% disapprove.



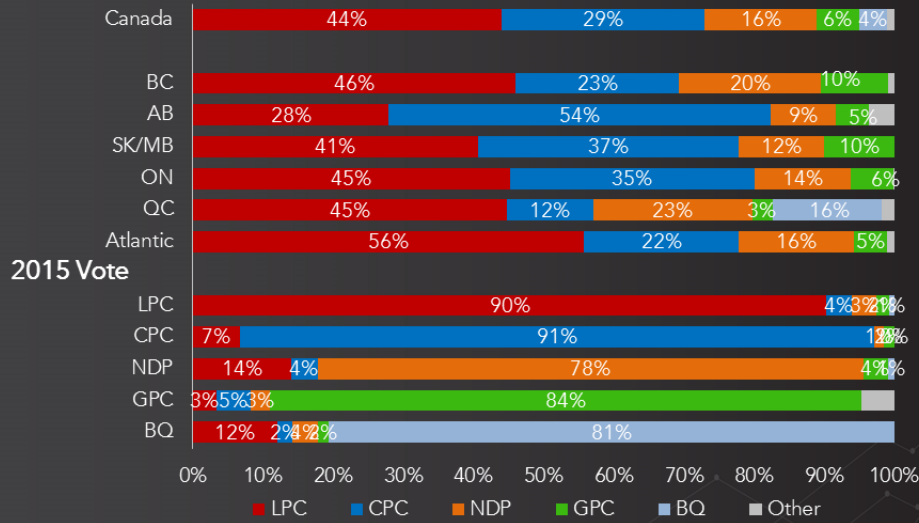
- During the election campaign Mr. Trudeau's opponents argued that he was "not ready" for the job. We asked if after several months on the job Mr. Trudeau critics have been proven right ("that he was not ready to handle this responsibility" or if he has proven that he "is up to handling the responsibility"). By a wide margin 70% Mr. Trudeau has shown that he is up to handling the job. A majority in every region, including Alberta (53%) feel this way. Three out of four NDP voters and 35% of CPC voters say Mr. Trudeau has shown that he was ready.



- If there were an election tomorrow, the Liberal Party would win 44% of the votes, followed by the Conservative Party at 29% and the NDP 16%. These results are unchanged from our last survey and represent a gain of 4-points for the Liberals since the October election, essentially at the expense of the NDP.
- Regionally, we see gains for the Liberals in BC and in Quebec since the election. 7% of those who voted Conservative say they would vote Liberal today, while 4% of Liberal voters would go to the Liberals. 14% of those who voted NDP would shift to Liberals today, and 3% of Liberal supporters would go to the NDP.

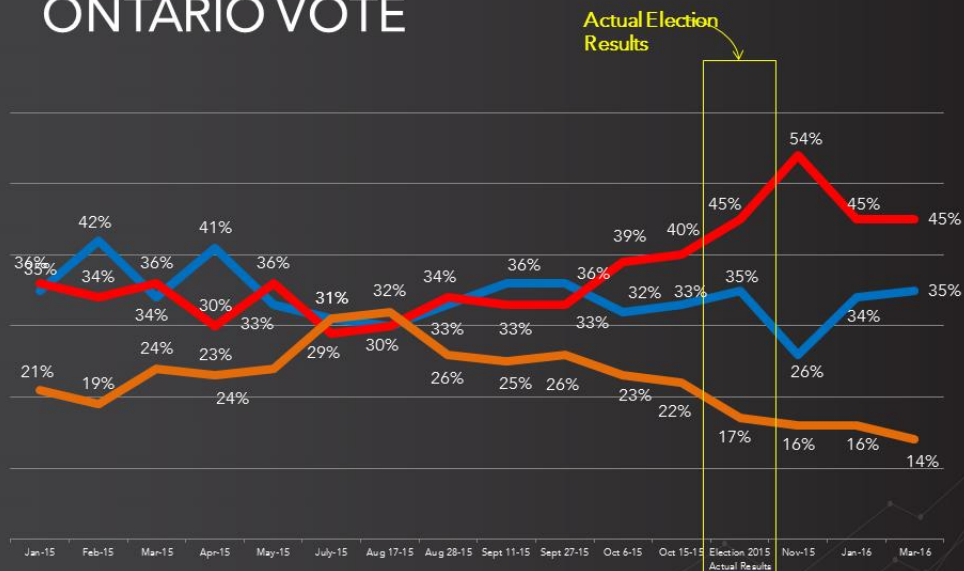


## VOTING INTENTION



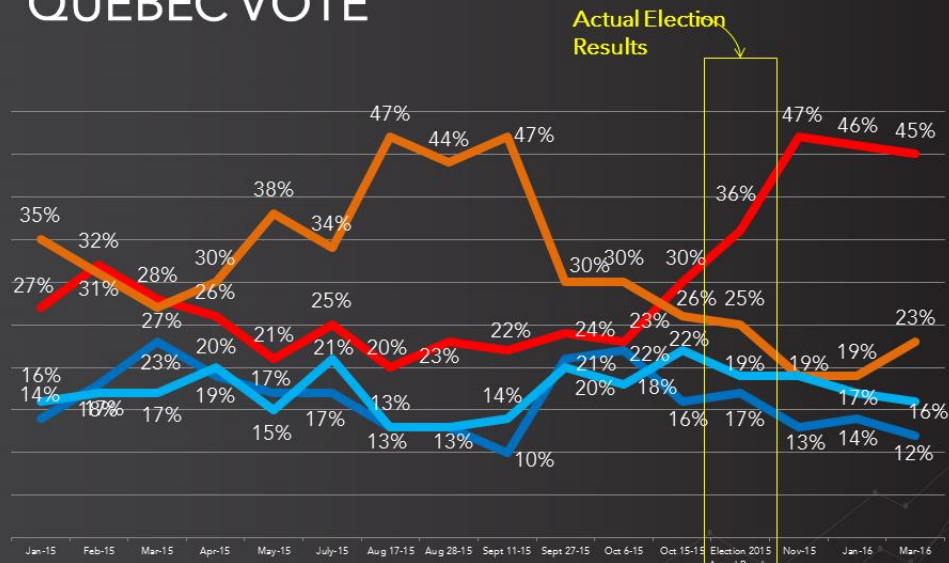
If a federal election were held tomorrow, which one of the following parties would you vote for in your constituency?

## ONTARIO VOTE



If a federal election were held tomorrow, which one of the following parties would you vote for in your constituency?

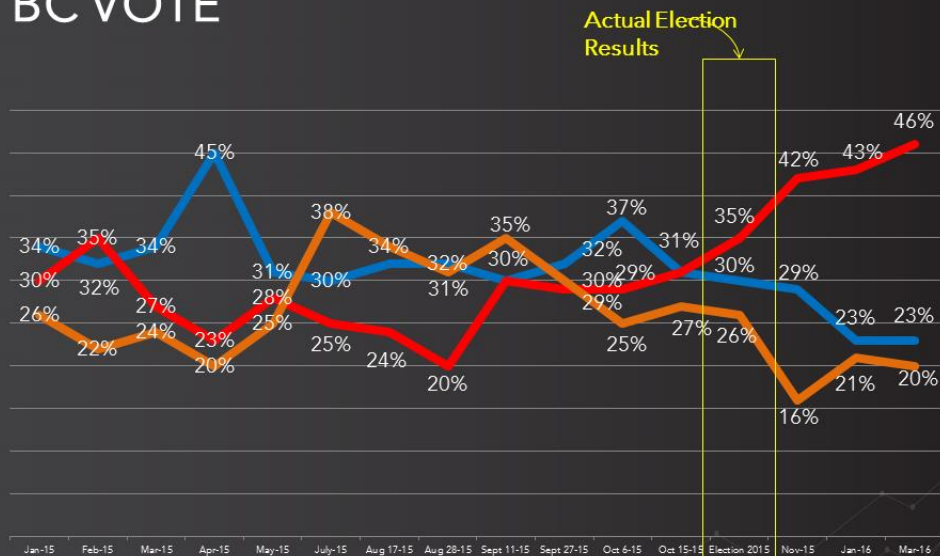
## QUEBEC VOTE



ABACUS DATA

If a federal election were held tomorrow, which one of the following parties would you vote for in your constituency?

## BC VOTE

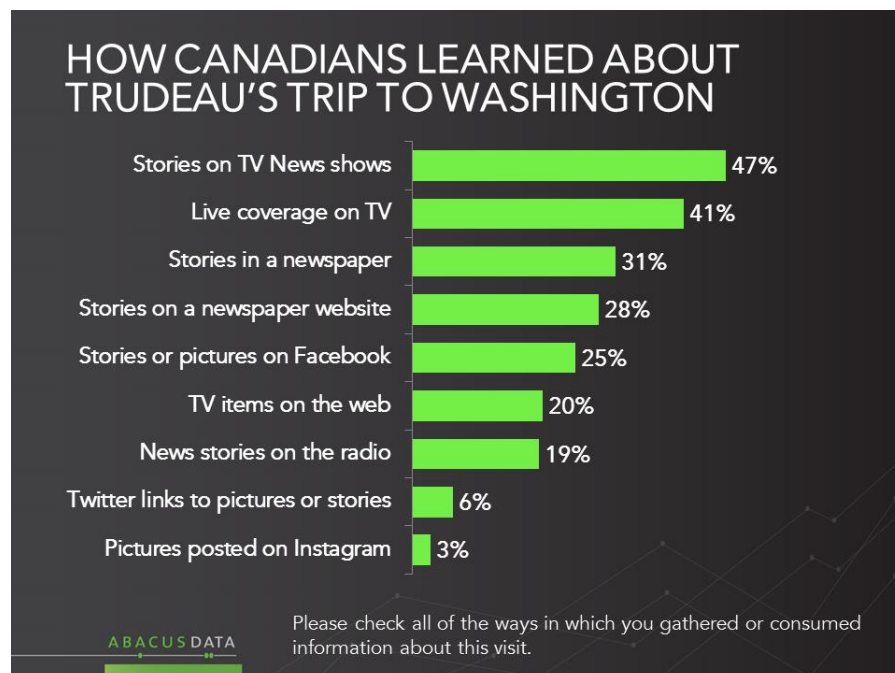
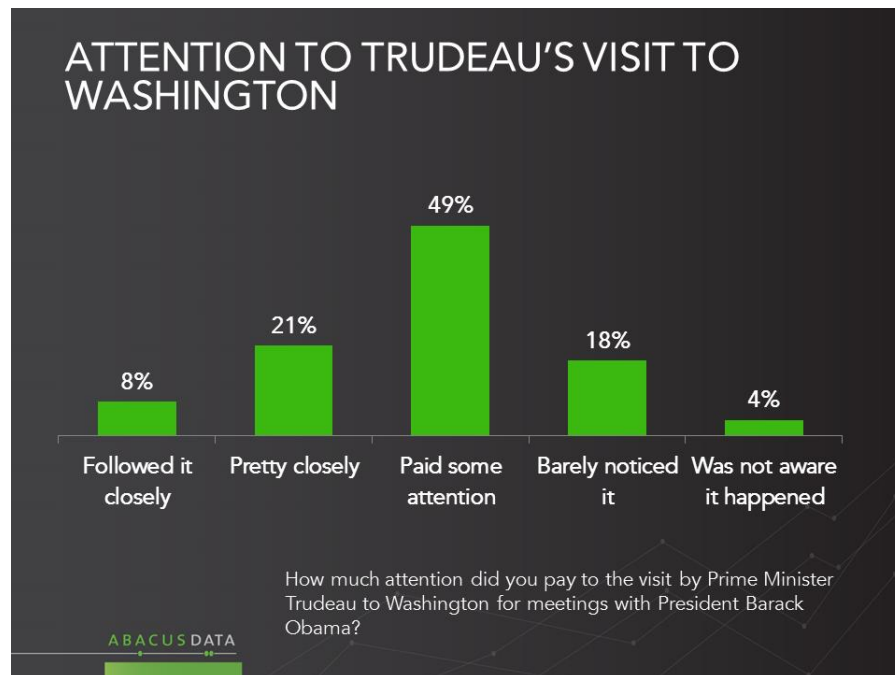


ABACUS DATA

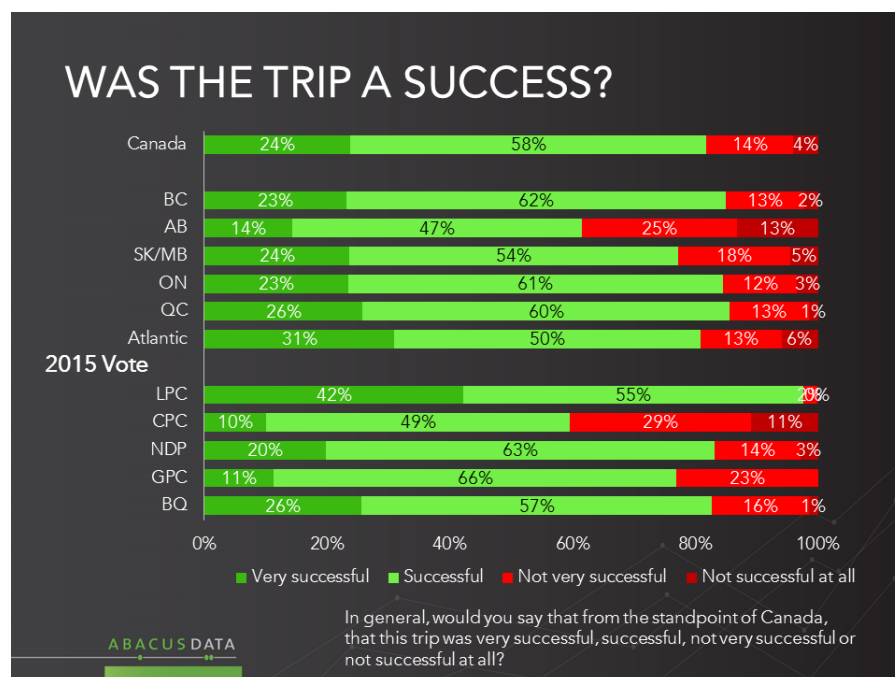
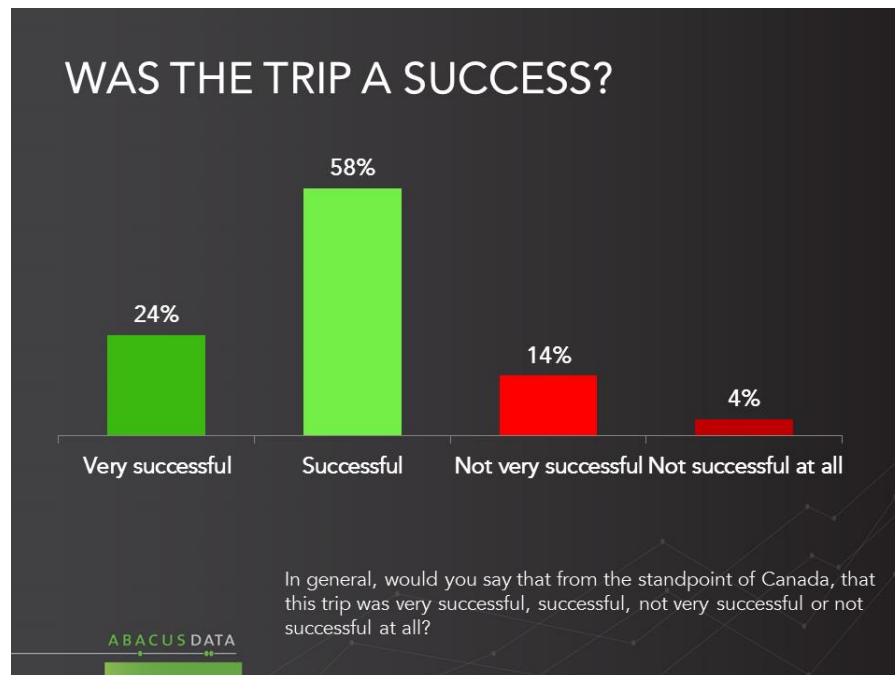
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- Mr. Trudeau's visit to Washington DC captured some attention among 78% of Canadians, including 29% who followed it pretty closely or closely. TV news program stories were an important source for Canadians, but 41% said they followed some of the coverage live. Also worth noting is that newspaper websites were almost as important as actual newspapers. **Facebook** posts were a source of information for 25%. **Twitter** reached 6% and **Instagram** 3%.

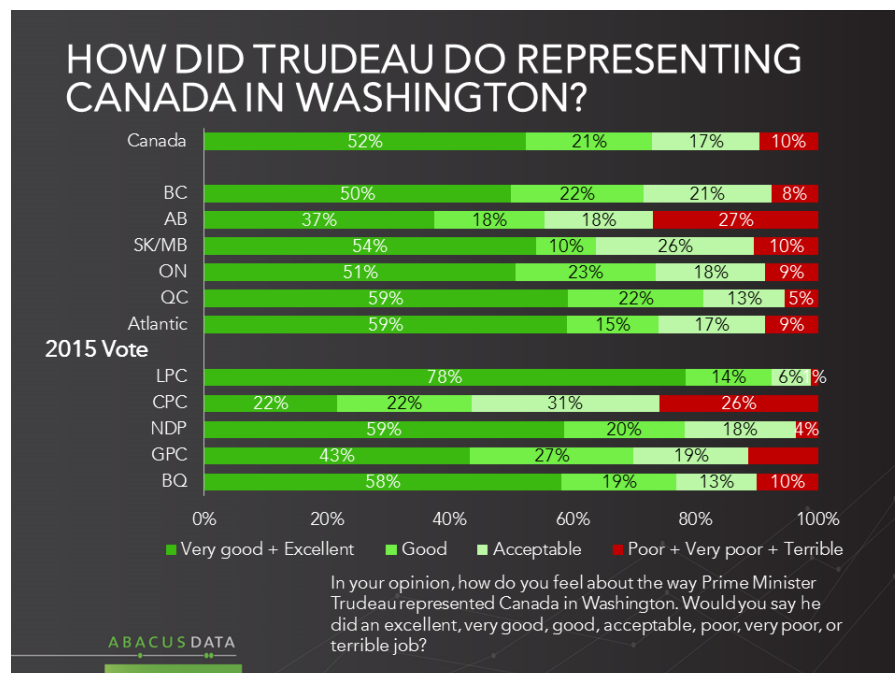
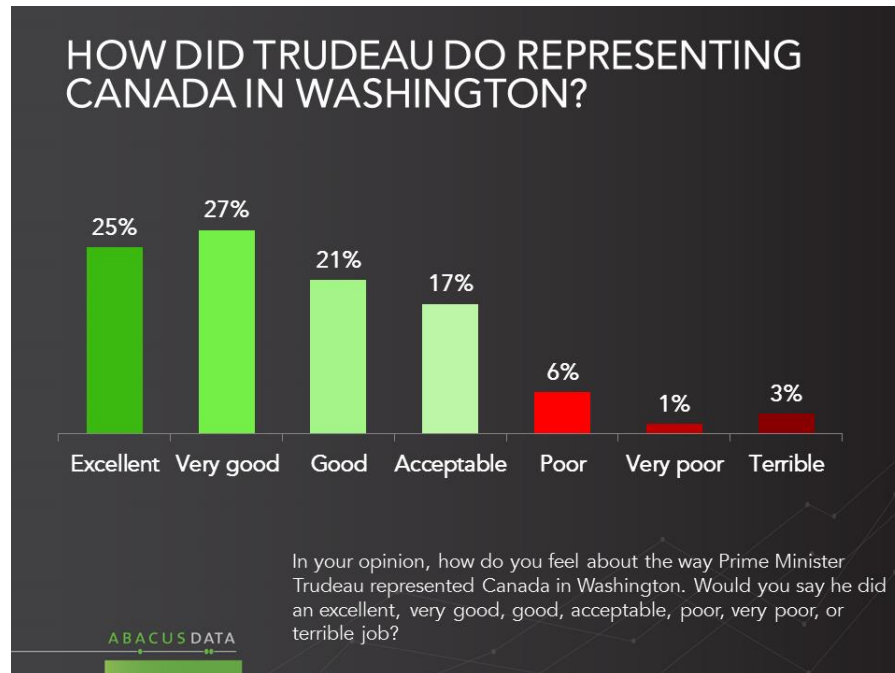


- 82% considered the trip a success "from the standpoint of Canada", while 18% said it was not very or not at all successful. The consensus that it was a success was broad in every region of the country, including 61% of Albertans, and 59% of those who voted Conservative in the last election.

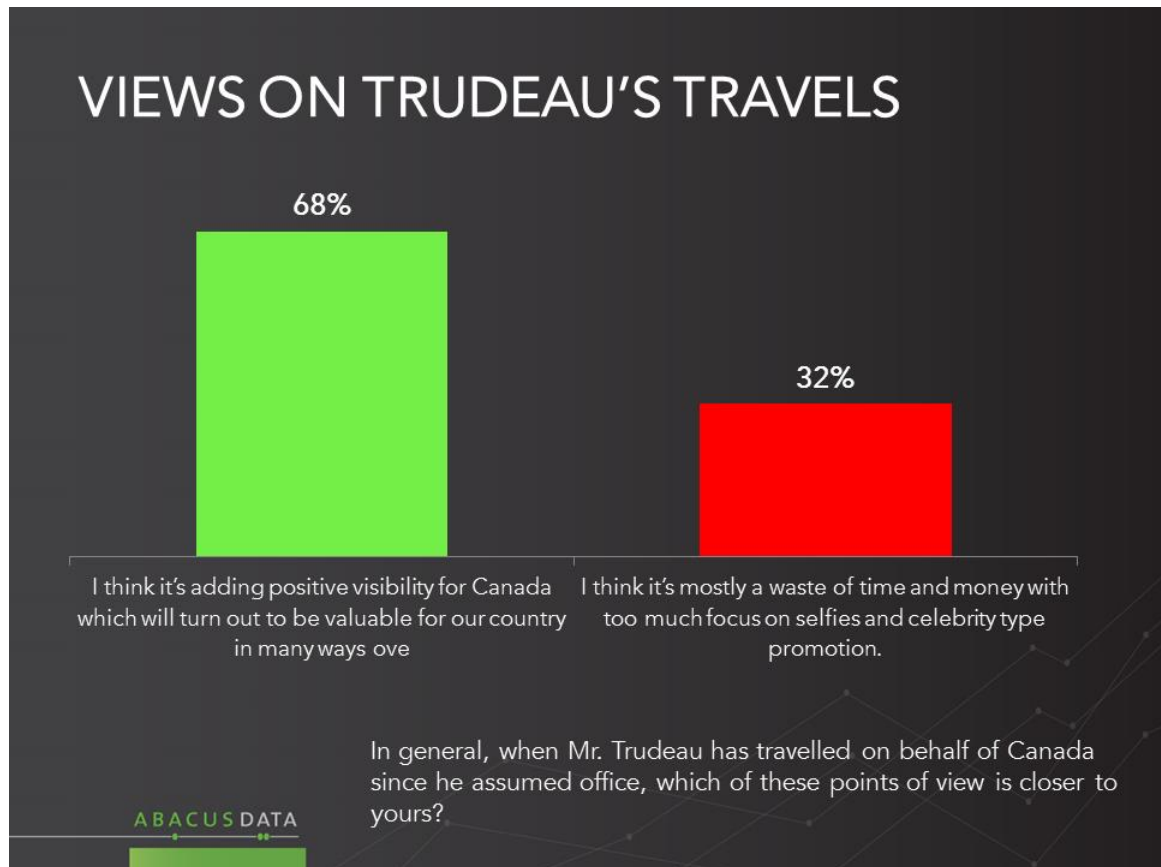




- When asked specifically how they felt about the way Prime Minister Trudeau represented Canada in Washington, 73% said he did a good, very good or excellent job. Another 17% characterized it as "acceptable". Only 10% said he did poor, very poor, or terrible in representing the country. Only 27% of Albertans, and only 26% of Conservative voters panned the PM's efforts. A noteworthy 44% of Conservative voters and 55% of Albertans said the PM did a good job or better.



- Finally, we asked whether people felt that Mr. Trudeau's travels since he assumed office have been "mostly a waste of time and money with too much focus on selfies and celebrity style promotion" or "adding positive visibility for Canada which will turn out to be valuable for our country in many ways. By a margin of 68% to 32% most felt that the visibility was of value for the country. This includes 54% in Alberta and larger majorities everywhere else. More than one in three Conservatives (38%) see more value than waste.



## The Upshot

According to Bruce Anderson: "As they approach a key inflection point with their first budget, the government of Justin Trudeau continues to find fairly broad support. Clearly the Liberals agenda has drawn support away from the NDP, whose voters are largely quite well disposed towards Mr. Trudeau.

While Alberta was the weakest region for the Liberals, and this remains the case, it would be incorrect to assume that Alberta voters are broadly unhappy or resentful of the new government or of Mr. Trudeau. The results paint a much more nuanced picture than that.

While critics of the PM such as Preston Manning derided Mr. Trudeau's visit to the US, Canadians generally saw things quite differently. The positive reactions to the DC visit are unusually strong and broad in an era where cynicism about politics can seem impossible to overcome.

So far anyway, Mr. Trudeau's trips, selfies and all, are far from a source of dismay for most people: instead they seem to sense value in Canada's profile being raised in a positive way."

## Methodology

Our survey was conducted online with 1,500 Canadians aged 18 and over from March 16 to 18, 2016. A random sample of panelists was invited to complete the survey from a large representative panel of over 500,000 Canadians.

The Marketing Research and Intelligence Association policy limits statements about margins of sampling error for most online surveys. The margin of error for a comparable probability-based random sample of the same size is +/- 2.6%, 19 times out of 20. The data were weighted according to census data to ensure that the sample matched Canada's population according to age, gender, educational attainment, and region. Totals may not add up to 100 due to rounding.

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If a federal election was held tomorrow, which one of the following parties would you vote for in your constituency?

Sample size: 1,500

Comparable MoE:  $\pm 2.6\%$ , 19 times out of 20

Fields dates: March 16 to 18, 2016

Row %		LPC	CPC	NDP	GPC	BQ	Other	Undecided	Raw	Weighted
Region	Canada	24%	37%	14%	5%	3%	1%	16%	1500	1491
	BC	20%	39%	17%	8%	0%	1%	15%	297	189
	AB	51%	26%	9%	4%	0%	3%	7%	100	142
	SK/MB	30%	32%	10%	8%	0%	0%	20%	101	95
	ON	29%	37%	11%	5%	0%	0%	17%	450	563
	QC	10%	37%	19%	2%	13%	1%	18%	452	386
	Atlantic	18%	45%	13%	4%	0%	1%	18%	100	116
2015 Vote	LPC	3%	82%	3%	2%	1%	0%	9%	499	469
	CPC	83%	6%	1%	1%	0%	0%	9%	306	335
	NDP	3%	12%	68%	3%	1%	0%	12%	241	235
	GPC	4%	3%	2%	73%	0%	4%	14%	49	40
	BQ	2%	10%	3%	1%	68%	0%	15%	59	49
Gender	Male	27%	36%	13%	6%	4%	1%	14%	747	736
	Female	22%	37%	15%	4%	3%	1%	19%	753	756
Age Group	18 - 29	20%	36%	17%	8%	3%	1%	15%	350	293
	30 - 44	24%	39%	11%	4%	5%	2%	15%	397	408
	45 - 59	27%	33%	13%	5%	2%	1%	20%	384	434
	60 and over	25%	40%	15%	3%	3%	0%	15%	369	357
Education	HS or less	21%	33%	15%	5%	4%	1%	21%	379	480
	College	26%	34%	14%	5%	3%	1%	16%	565	550
	University	25%	44%	12%	4%	3%	0%	12%	556	461

If a federal election was held tomorrow, which one of the following parties would you vote for in your constituency?

Sample size: 1,267, Committed Voters Only  
 Comparable MoE:  $\pm 2.8\%$ , 19 times out of 20  
 Fields dates: March 16 to 18, 2016

Row %		LPC	CPC	NDP	GPC	BQ	Other	Raw	Weighted
Region	Canada	44%	29%	16%	6%	4%	1%	1267	1249
	BC	46%	23%	20%	10%	0%	1%	254	160
	AB	28%	54%	9%	5%	0%	4%	94	133
	SK/MB	41%	37%	12%	10%	0%	0%	82	76
	ON	45%	35%	14%	6%	0%	0%	380	467
	QC	45%	12%	23%	3%	16%	2%	376	319
	Atlantic	56%	22%	16%	5%	0%	1%	81	95
2015 Vote	LPC	90%	4%	3%	2%	1%	0%	456	427
	CPC	7%	91%	1%	2%	0%	0%	280	306
	NDP	14%	4%	78%	4%	1%	0%	212	207
	GPC	3%	5%	3%	84%	0%	5%	43	34
	BQ	12%	2%	4%	2%	81%	0%	50	42
Gender	Male	42%	31%	15%	7%	4%	1%	648	635
	Female	46%	27%	18%	5%	4%	1%	619	614
Age Group	18 - 29	42%	24%	20%	9%	3%	2%	299	250
	30 - 44	46%	28%	13%	4%	6%	2%	339	345
	45 - 59	41%	33%	16%	6%	3%	1%	311	349
	60 and over	46%	29%	17%	4%	4%	0%	318	305
Education	HS or less	42%	26%	19%	6%	5%	2%	302	381
	College	41%	32%	17%	6%	4%	1%	471	460
	University	49%	28%	13%	5%	3%	1%	494	408