

## ***INITIALLY SEVERE IMPACT OF BLACKFACE FADES, SUGGESTING UNSETTLED AND VOLATILE ELECTORATE:***

[Ottawa – September 23, 2019] The images of Justin Trudeau donning blackface makeup seemed to have had a significant but short-lived impact on the electorate. Just one in four Canadians (28 per cent) think the incident is serious, though this includes 21 per cent who think it is an *extremely* serious matter. About one in four voters (24 per cent) say it will make them less likely to vote for the Liberal Party on October 21<sup>st</sup>.

The initially profound impacts (a net ten-point swing from a modest Liberal lead to a seven-point Conservative lead) have receded significantly. The Conservatives have a small lead over the Liberals (35 per cent versus 32 per cent), but the Liberals retain a five-point lead in seat-rich Ontario. Quebeckers are largely unconcerned with the episode and there have been no profound shifts in the province in the past week. At 11 and 10 points, respectively, the NDP and Greens appear unaffected.

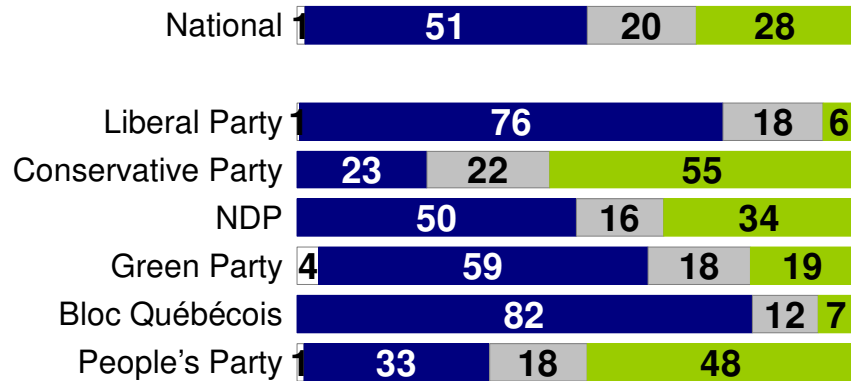
Concerns with this episode are highest in regions and demographic segments which were already less positively disposed to Justin Trudeau. Ironically, those segments of the population which often show the least concern with issues of racial tolerance – namely Conservative and People’s Party supporters – are the most agitated by this episode. Meanwhile, those who would be most affected – visible minorities – do not appear to be particularly upset (indeed, the Liberals continue to lead with this group). The backlash may very well be a product of issues around Mr. Trudeau, rather than the blackface episode itself.

### **Bottom line**

An initially profound impact of this incident on Liberal fortunes appears to be rapidly receding. While this was clearly damaging to the party, the rapid about-face suggests that this may not have the dramatic effects on vote intention that voters tell us it will. It shows that there are large pockets of turbulence in the voter landscape and that the electorate seem to be showing some receptivity to Justin Trudeau’s apology and recognition that there are many other issues of importance to them. The race now appears much tighter and less predictable than it did before this episode.

## Seriousness of brownface incident

**Q.** As you may have heard, Time Magazine recently published photos of Justin Trudeau dressed up in brownface and a turban at a school gala in 2001. Overall, how serious do you believe this incident is?



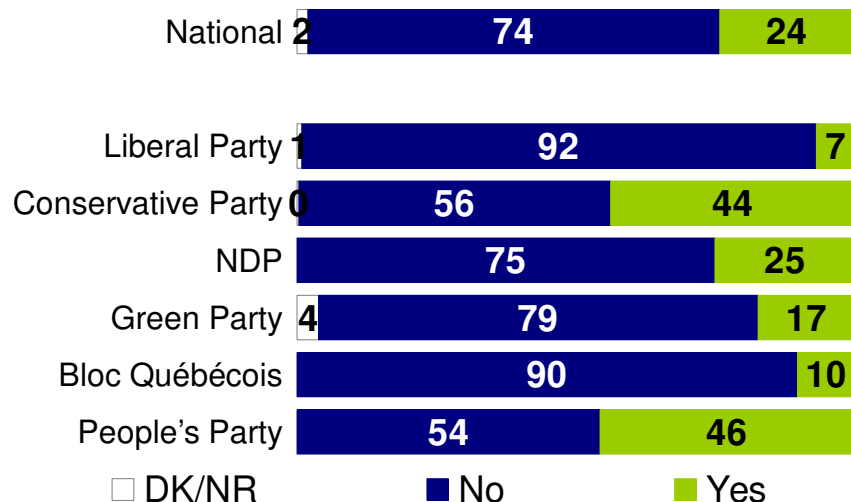
DK/NR
  Not serious (1-2)
  Somewhat serious (3)
  Serious (4-5)

**BASE:** Canadians; September 19-22, 2019, n=1,152, MOE +/- 2.9%, 19 times out of 20

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## Impact of brownface incident

**Q.** Will this incident impact how you vote in the upcoming election on October 21st?



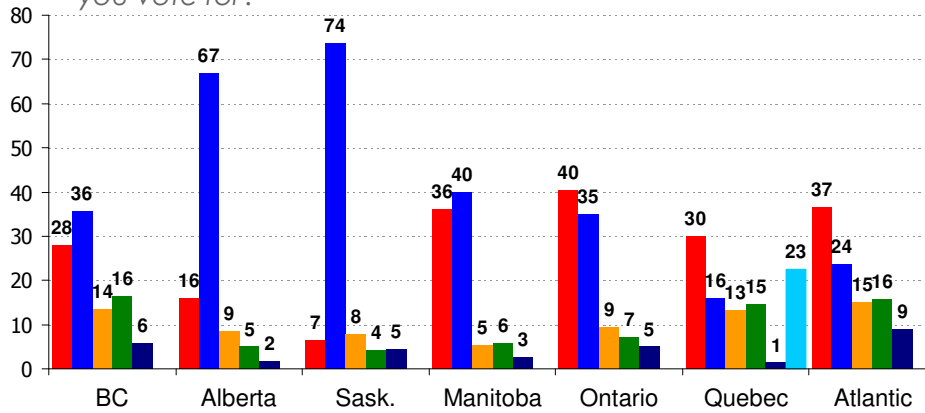
DK/NR
  No
  Yes

**BASE:** Canadians; September 19-22, 2019, n=1,152, MOE +/- 2.9%, 19 times out of 20

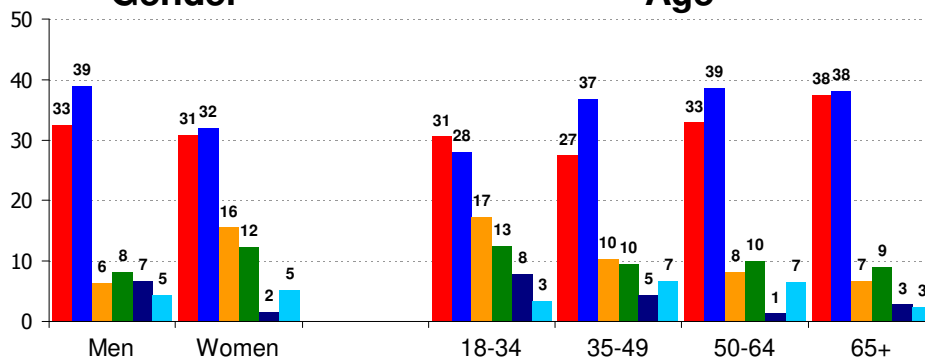
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## Vote intention by region/demographics CIVIS2.0

Q. If a federal election were held tomorrow, which party would you vote for?

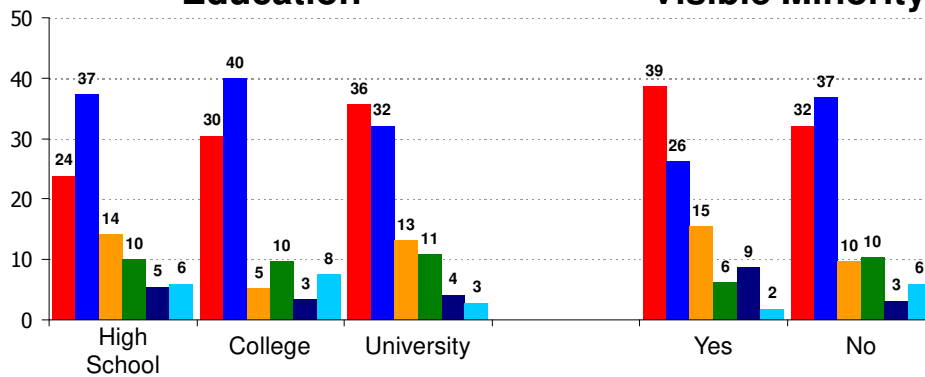


### Gender



### Age

### Education



### Visible Minority



■ LPC 
 ■ CPC 
 ■ NDP 
 ■ GP 
 ■ PPC 
 ■ BQ 
 ■ Other

BASE: Canadians; September 18-22, 2019, n=1,272, MOE +/- 2.8%, 19 times out of 20

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## Detailed Results:

<b>National Federal Vote Intention (decided and leaning voters only)</b>										
<i>Q. If a federal election were held tomorrow, which party would you vote for? [If undecided] Even if you do not have a firm idea, are you leaning towards a party? [If yes] As it stands, towards which party are you leaning?</i>										
	LPC	CPC	NDP	GP	PPC	BQ	Other	Sample Size		Margin of Error (+/-)
								Weighted	Un-weighted	
<b>NATIONALLY</b>	<b>32.0%</b>	<b>35.3%</b>	<b>10.9%</b>	<b>10.3%</b>	<b>4.1%</b>	<b>4.9%</b>	<b>2.5%</b>	<b>1137</b>	<b>1148</b>	<b>2.9</b>
<b>REGION</b>										
British Columbia	28.0%	35.7%	13.5%	16.4%	5.9%	–	0.6%	168	183	7.2
Alberta	15.9%	67.0%	8.5%	4.9%	1.7%	–	2.0%	135	169	7.5
Saskatchewan*	6.5%	73.8%	7.9%	4.3%	4.5%	–	2.9%	34	53	13.5
Manitoba*	36.1%	39.9%	5.3%	5.9%	2.8%	–	10.1%	43	46	14.5
Ontario	40.4%	34.9%	9.4%	7.3%	5.0%	–	3.0%	438	449	4.6
Quebec	30.0%	15.9%	13.2%	14.6%	1.4%	22.5%	2.5%	245	165	7.6
Atlantic Canada*	36.6%	23.6%	15.1%	15.7%	9.0%	–	0.0%	74	83	10.8
<b>GENDER</b>										
Male	32.6%	39.0%	6.4%	8.3%	6.8%	4.5%	2.4%	558	561	4.1
Female	31.0%	32.1%	15.6%	12.4%	1.6%	5.3%	2.0%	550	558	4.2
<b>AGE</b>										
<35	30.6%	28.2%	17.3%	12.5%	7.9%	3.4%	0.0%	298	81	10.9
35-49	27.4%	36.9%	10.3%	9.5%	4.5%	6.7%	4.7%	274	200	6.9
50-64	32.9%	38.7%	8.3%	10.0%	1.3%	6.5%	2.2%	312	340	5.3
65+	37.5%	38.1%	6.8%	9.1%	2.8%	2.5%	3.2%	244	518	4.3
<b>EDUCATION</b>										
High school or less	23.9%	37.3%	14.2%	10.0%	5.4%	6.0%	3.2%	214	237	6.4
College or CEGEP	30.4%	39.9%	5.3%	9.7%	3.4%	7.5%	3.8%	348	348	5.3
University or higher	35.7%	32.1%	13.2%	10.8%	4.1%	2.8%	1.3%	568	556	4.2
<b>VISIBLE MINORITY</b>										
Yes	38.6%	26.2%	15.4%	6.3%	8.7%	1.8%	3.0%	158	111	9.3
No	32.1%	36.8%	9.7%	10.4%	3.2%	6.0%	1.8%	862	913	3.2

*\*Note that due to the small sample sizes, results for these regions should be interpreted with caution*

### **Seriousness of Brownface Incident**

*Q. As you may have heard, Time Magazine recently published photos of Justin Trudeau dressed up in brownface and a turban at a school gala in 2001. Overall, how serious do you believe this incident is? Please use a five-point scale where 1 means not at all serious, 5 means extremely serious, and the midpoint, 3, means somewhat serious.*

	Not serious (1-2)	Somewhat serious (3)	Serious (4-5)	Skip	Sample Size		Margin of Error (+/-)
					Weighted	Un- weighted	
<b>NATIONALLY</b>	<b>50.7%</b>	<b>19.5%</b>	<b>28.4%</b>	<b>1.4%</b>	<b>1145</b>	<b>1152</b>	<b>2.9</b>
<b>REGION</b>							
British Columbia	53.6%	16.3%	26.4%	3.7%	166	184	7.2
Alberta	28.0%	24.4%	45.8%	1.7%	118	156	7.9
Saskatchewan*	22.6%	31.3%	46.2%	0.0%	31	49	14.0
Manitoba*	52.7%	35.5%	11.8%	0.0%	39	45	14.6
Ontario	47.2%	17.9%	33.2%	1.7%	450	453	4.6
Quebec	68.4%	16.7%	14.5%	0.4%	261	177	7.4
Atlantic Canada*	49.3%	25.1%	25.6%	0.0%	80	88	10.5
<b>GENDER</b>							
Male	49.7%	18.3%	32.0%	0.0%	531	536	4.2
Female	52.7%	21.0%	25.3%	1.0%	579	581	4.1
<b>AGE</b>							
<35	48.9%	15.9%	33.8%	1.4%	293	77	11.2
35-49	55.2%	17.7%	27.1%	0.0%	277	200	6.9
50-64	49.1%	20.7%	30.2%	0.0%	310	339	5.3
65+	51.2%	24.5%	23.3%	1.0%	244	516	4.3
<b>EDUCATION</b>							
High school or less	46.2%	24.7%	28.3%	0.7%	220	238	6.4
College or CEGEP	57.8%	19.0%	23.0%	0.1%	363	361	5.2
University or higher	48.5%	17.9%	32.7%	0.9%	545	535	4.2
<b>VISIBLE MINORITY</b>							
Yes	56.1%	12.4%	31.6%	0.0%	160	115	9.1
No	51.6%	21.1%	26.6%	0.6%	848	894	3.3

*\*Note that due to the small sample sizes, results for these regions should be interpreted with caution*

<b>Seriousness of Brownface Incident</b>						
<i>Q. Will this incident impact how you vote in the upcoming election on October 21<sup>st</sup>?</i>						
	Yes	No	Skip	Sample Size		Margin of Error (+/-)
				Weighted	Un-weighted	
<b>NATIONALLY</b>	<b>24.2%</b>	<b>73.9%</b>	<b>2.0%</b>	<b>1145</b>	<b>1152</b>	<b>2.9</b>
<b>REGION</b>						
British Columbia	25.5%	70.2%	4.3%	166	184	7.2
Alberta	35.5%	62.8%	1.7%	118	156	7.9
Saskatchewan*	38.3%	61.7%	0.0%	31	49	14.0
Manitoba*	38.4%	59.5%	2.1%	39	45	14.6
Ontario	25.3%	72.3%	2.4%	450	453	4.6
Quebec	11.0%	88.2%	0.8%	261	177	7.4
Atlantic Canada*	28.5%	71.5%	0.0%	80	88	10.5
<b>GENDER</b>						
Male	29.0%	70.1%	0.9%	531	536	4.2
Female	19.3%	79.5%	1.2%	579	581	4.1
<b>AGE</b>						
<35	27.3%	71.3%	1.4%	293	77	11.2
35-49	23.2%	75.3%	1.5%	277	200	6.9
50-64	25.1%	74.6%	0.3%	310	339	5.3
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High school or less	26.4%	72.9%	0.7%	220	238	6.4
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<b>VISIBLE MINORITY</b>						
Yes	27.4%	71.2%	1.5%	160	115	9.1
No	21.1%	78.2%	0.7%	848	894	3.3

*\*Note that due to the small sample sizes, results for these regions should be interpreted with caution*

## Methodology:

This survey was conducted using High Definition Interactive Voice Response (HD-IVR) technology, which allows respondents to enter their preferences by punching the keypad on their phone, rather than telling them to an operator. In an effort to reduce the coverage bias of landline only RDD, we created a dual landline/cell phone RDD sampling frame for this research. As a result, we are able to reach those with a landline and cell phone, as well as cell phone only households and landline only households.

The field dates for this survey are September 18-22, 2019. In total, a random sample of 1,272 Canadian adults aged 18 and over responded to the survey. The margin of error associated with the total sample is +/- 2.8 percentage points, 19 times out of 20.

Please note that the margin of error increases when the results are sub-divided (i.e., error margins for sub-groups such as region, sex, age, education). All the data have been statistically weighted by **age, gender, and region** to ensure the sample's composition reflects that of the actual population of Canada according to Census data.