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Appendix B:

Abacus Data

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

ABACUS DATA		Liberal Party	Conservative Party	NDP	Green Party	BQ	People's	Another party	UNWEIGHTED
REGION	Canada	33%	28%	22%	5%	7%	3%	1%	1236
	BC	31%	30%	29%	7%	0%	1%	1%	181
	AB	23%	39%	29%	2%	0%	6%	1%	134
	SK/MB	19%	48%	19%	4%	0%	2%	7%	71
	ON	36%	30%	23%	5%	0%	5%	1%	479
	QC	34%	14%	10%	8%	31%	2%	1%	288
	ATL	47%	20%	26%	3%	0%	2%	2%	83
GENDER	Male	32%	31%	18%	6%	8%	4%	1%	618
	Female	35%	24%	26%	4%	6%	3%	2%	618
AGE	18 - 29	36%	13%	38%	7%	2%	3%	1%	174
	30 - 44	30%	27%	24%	7%	6%	5%	3%	317
	45 - 59	32%	34%	15%	5%	10%	3%	1%	341
	60 and over	35%	34%	15%	3%	9%	3%	1%	404
2019 Vote	Liberal Party	83%	6%	6%	1%	0%	5%	2%	479
	Conservative Party	5%	81%	8%	1%	0%	0%	1%	303
	NDP	6%	2%	87%	2%	0%	2%	1%	199
	Green Party	7%	9%	25%	56%	1%	2%	0%	49
	Bloc Quebecois	1%	0%	1%	0%	97%	0%	0%	64

As the campaign kicks off, Liberals lead by 5 over Conservatives as the NDP rises to 22%

AUGUST 18, 2021

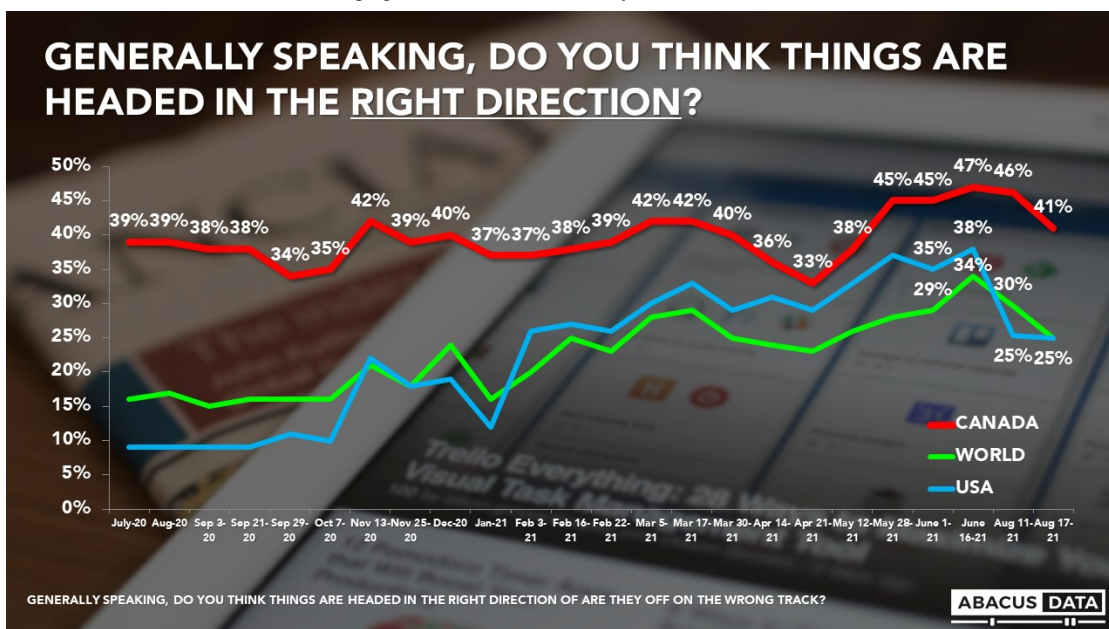
We just completed a national survey of 1,500 Canadian adults (August 12 to 16) with about 30% of the interviews done after the election announcement on Sunday.

Here's what we are seeing:

MOOD OF THE COUNTRY

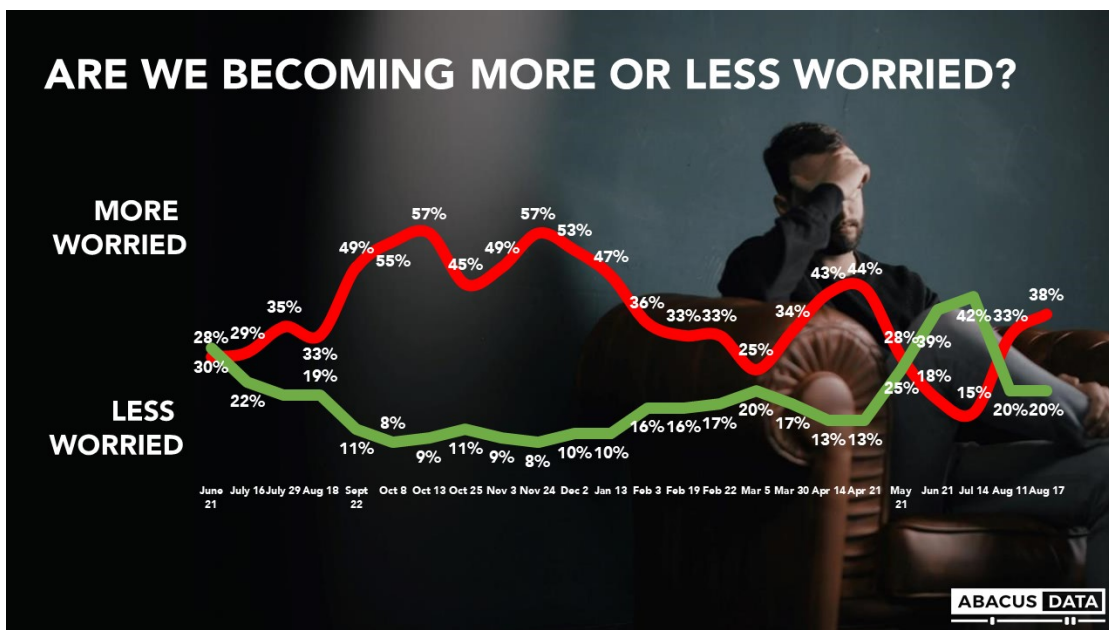
There's been a five-point drop in the number of Canadians feeling the country is headed in the right direction, as the number of COVID cases rise over the last week. Now, 41% feel the country is headed in the right direction while 42% feel it's off on the wrong track.

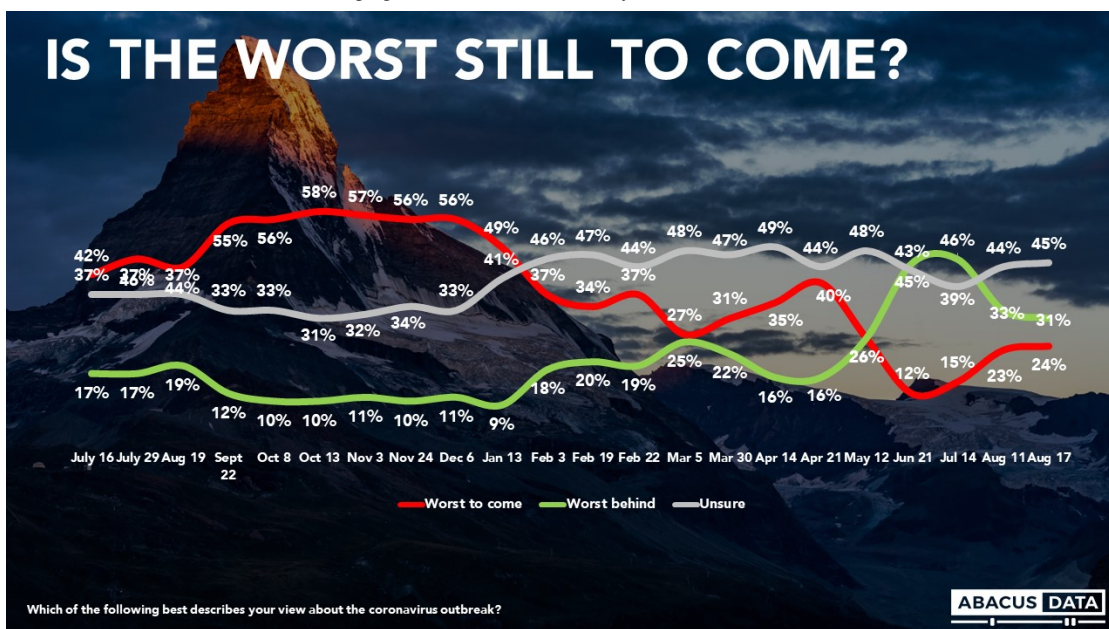
Views about the direction of the US and the world also have become more negative since last week as events in Afghanistan and the 4th wave in the US dominate news coverage.



FEELINGS ABOUT THE PANDEMIC

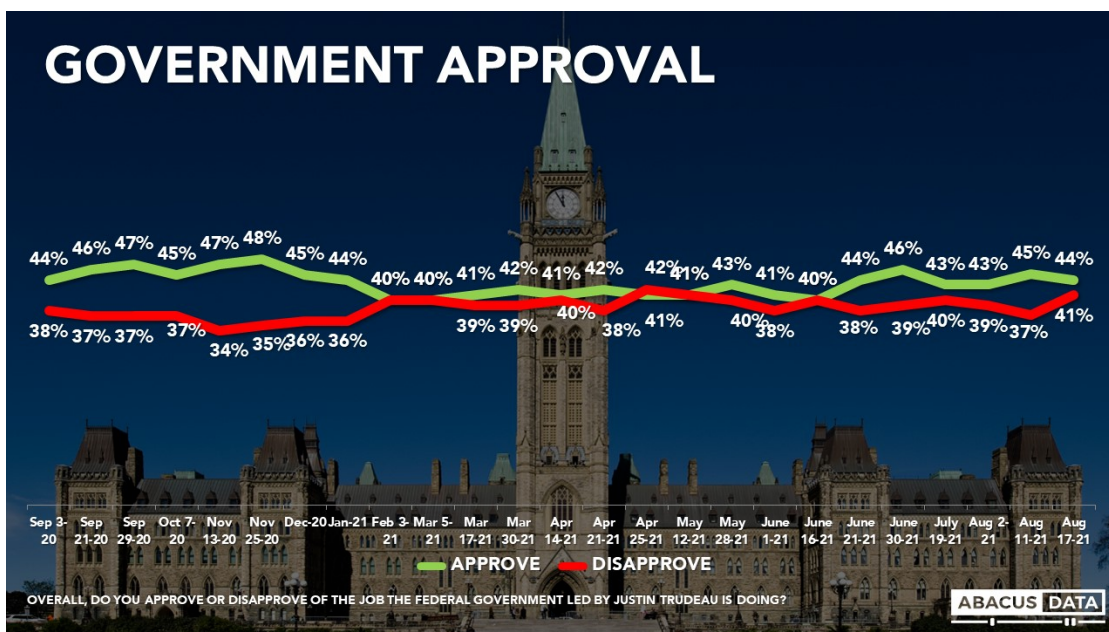
This downward shift in mood is likely attributable to growing concerns about the COVID-19 pandemic. When asked whether they are getting more or less worried about the pandemic over the past few days, 38% say they are getting more worried – up 5-points in a week, and 23-points in a month. Today, 24% believe the worst of the pandemic is still to come (a 9-point increase in a month).





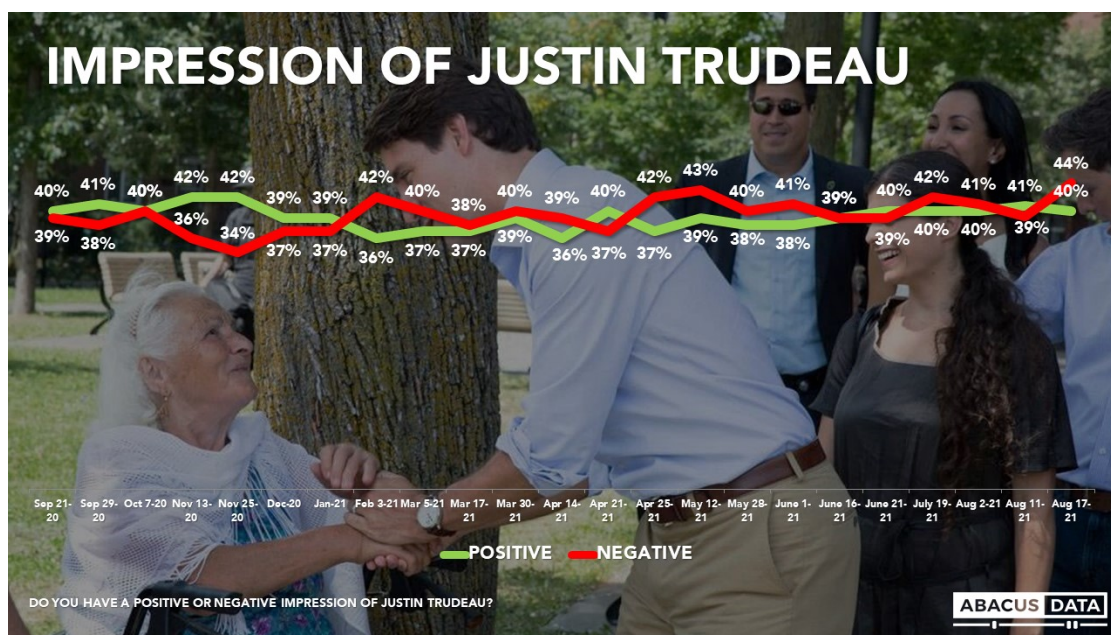
GOVERNMENT APPROVAL

Today 44% approve of the job being done by the Trudeau government, while 41% disapprove – a 4-point increase in those disapproving over the past week.

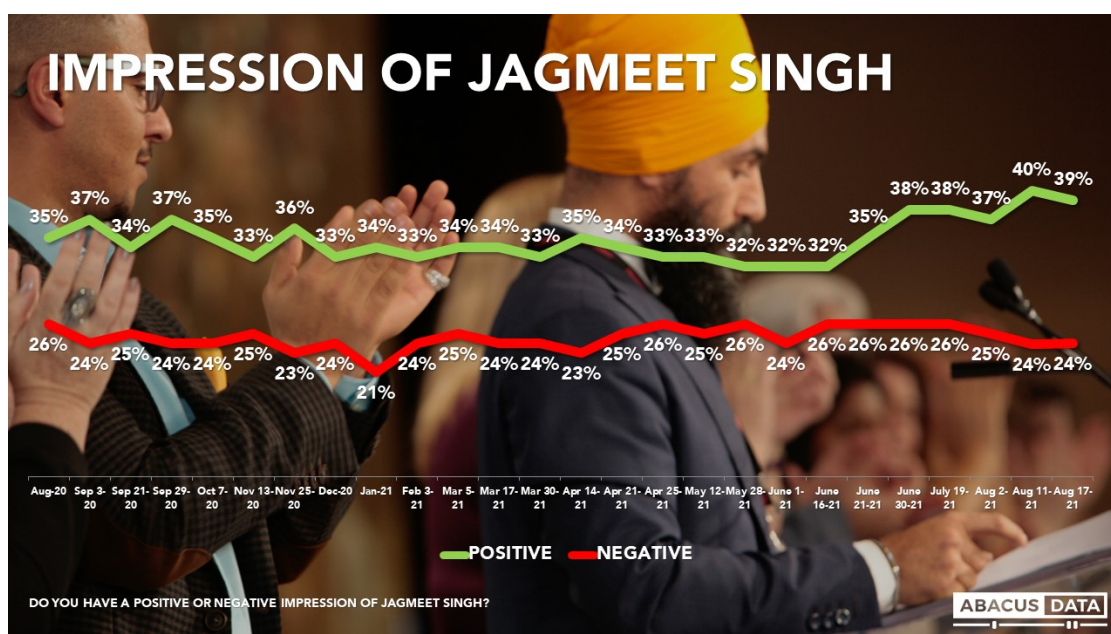


LEADER IMPRESSIONS

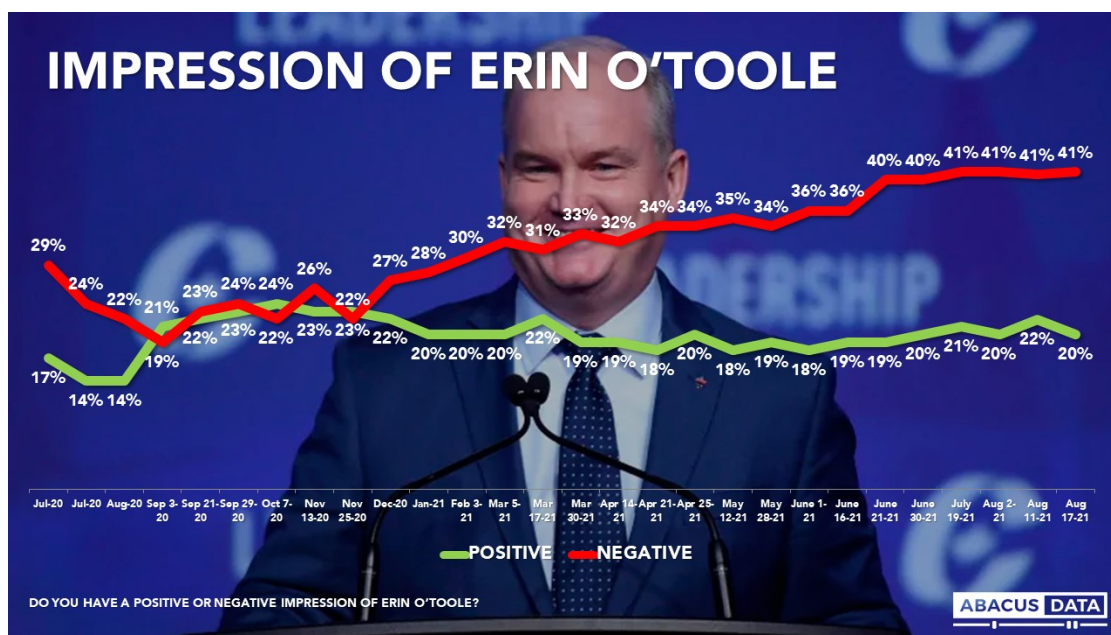
Justin Trudeau enjoys a positive impression among 40% and negative impressions among 44%, for a net score of -3. Negative impressions of Mr. Trudeau are up 3-points since last week.



Jagmeet Singh enjoys a positive impression among 39% and finds negative impressions among 24% for a net +15. Impressions of Mr. Singh are largely unchanged from last week.

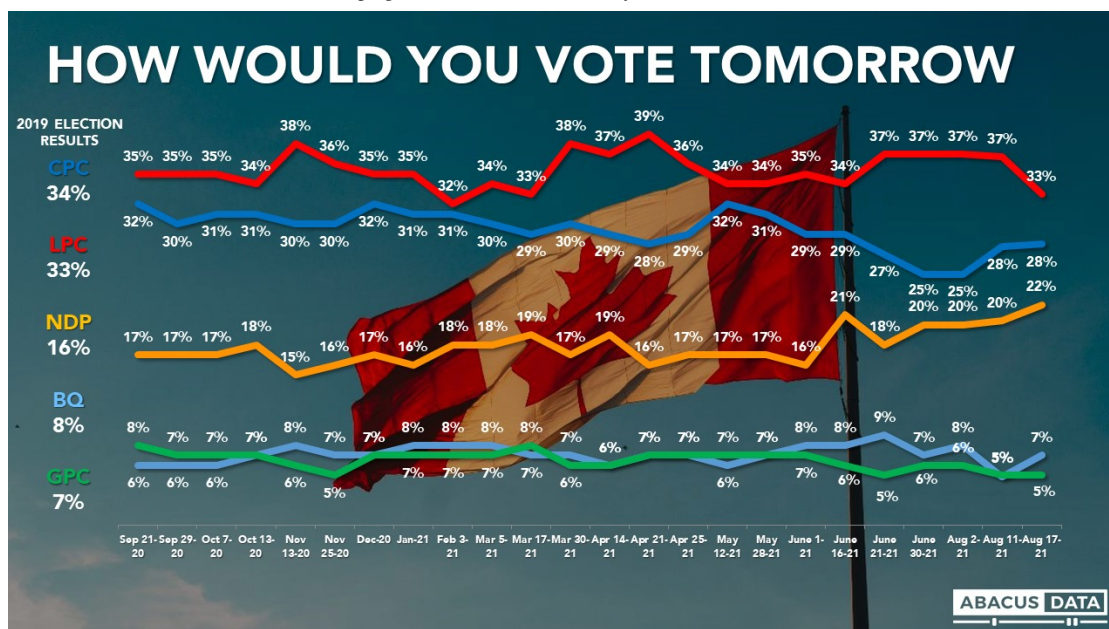


Erin O'Toole enjoys a positive impression among 20% and finds negative impressions among 41%, for a net score of -21. Impressions of Mr. O'Toole are also largely unchanged from last week.

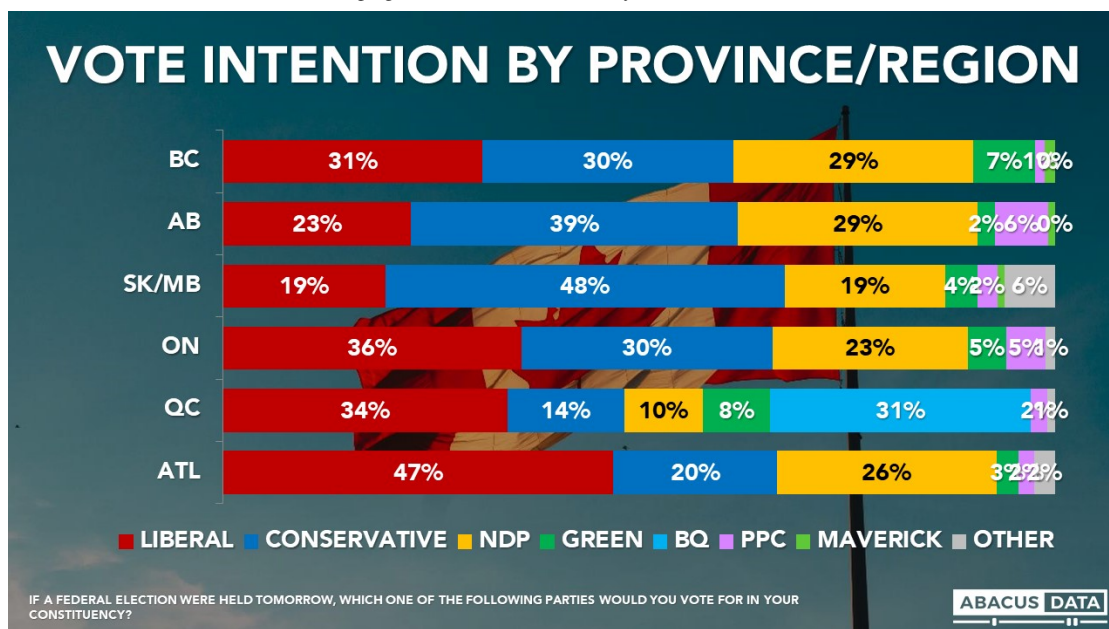


HOW DOES THIS TRANSLATE INTO VOTE INTENTION?

If an election were held now, the Liberals would win 33% of the vote (down 4 from our last measurement point), the Conservatives 28% (unchanged), the NDP 22% (up 2), the Green Party 5% (unchanged) and the BQ at 31% in Quebec (9-points higher than in our last survey).



- In BC, we find a three-way race with the Liberals at 31%, the Conservatives at 30%, and the NDP at 29%. The Greens are at 7%.
- In Alberta, 39% would vote Conservative compared with 29% for the NDP and 23% for the Liberals, and 6% for the People's Party.
- In Manitoba and Saskatchewan, the Conservatives lead the Liberals and NDP by almost 30 points, 48% to 19% and 19%.
- The Liberals (with 36%) have a 6-point lead over the Conservatives (30%) in Ontario, with the NDP at 24% and the Green Party at 5%. The People's Party is at 5% in Ontario.
- In Quebec, we see the Liberals with 34%, followed by the BQ (31%), the Conservatives (14%) and the NDP at 10%. The Greens are at 8% in Quebec.
- In the Atlantic provinces, the Liberals (47%) are well ahead of the NDP (26%) and the Conservatives (20%).



We are also testing levels of motivation, by asking people how likely they are to turn out and cast a ballot on election day. Among the 70% of respondents who said they would definitely be voting, the Liberals lead by a 3-point margin: 33% Liberal, 30% Conservative, 21% NDP, 8% BQ and 4% Green. 3% would vote for the People's Party.

UPSHOT

According to Bruce Anderson: “We’ll evaluate events on a continuous basis during this sprint to Election Day. At this point, I’m hesitant to conclude anything about a shift in mood, we’re in the middle of summer, engagement levels are uncertain, and parties and leaders have only begun to make their pitches. I’ll continue to watch for the same things – will Jagmeet Singh be able to turn interest in him into capturing Liberal votes in key battleground regions, will Erin O’Toole be able to overcome hesitancy about his party and himself personally and will Justin Trudeau make a persuasive and galvanizing case for the policy choices he’s advocating especially around vaccines and affordable child care.

According to David Coletto: “Within a few weeks, a 12-point Liberal lead has shrunk to a 5-point lead as the race in Ontario and BC has tightened. The NDP has gained a few points while the Conservatives remain stuck just below 30%.

Given that only a portion of this survey was done after the election call, it's too early to say whether the opposition parties' criticism of the early election call is having much impact, but there's some indication that the rise of COVID-19 cases is increasing anxiety and the mood of the public seems to be shifting.

This shift may ultimately play to the Liberal Party's advantage as previous research has found most think the government has handled the pandemic well and support for vaccine mandates is strong across the country. It might expose it to concerns about holding an election during the 4th wave of the pandemic.”

METHODOLOGY

The survey was conducted with 1,500 Canadian adults from August 12 to 16, 2021. A random sample of panelists were invited to complete the survey from a set of partner panels based on the Lucid exchange platform. These partners are typically double opt-in survey panels, blended to manage out potential skews in the data from a single source.

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.

The survey was commissioned and paid for by Abacus Data Inc.

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

ABACUS DATA		Liberal Party	Conservative Party	NDP	Green Party	BQ	People's	Another party	UNWEIGHTED
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ABOUT ABACUS DATA

We are the only research and strategy firm that helps organizations respond to the disruptive risks and opportunities in a world where demographics and technology are changing more quickly than ever.

We are an innovative, fast-growing public opinion and marketing research consultancy. We use the latest technology, sound science, and deep experience to generate top-flight research-based advice to our clients. We offer global research capacity with a strong focus on customer service, attention to detail and exceptional value.

We were one of the most accurate pollsters conducting research during the 2019 Canadian Election.

ABACUS DATA		2019 CANADIAN ELECTION POLLING RECORD					
	RESULTS						TOTAL ERROR
	LPC	CPC	NDP	GPC	BQ	PPC	
ACTUAL RESULTS*	33%	34%	16%	7%	8%	2%	
ABACUS DATA	34%	32%	16%	8%	8%	2%	4
LEGER	33%	33%	18%	6%	8%	2%	4
MAINSTREET	32%	32%	18%	6%	8%	3%	7
IPSOS	31%	33%	18%	6%	7%	3%	8
RESEARCH CO	32%	31%	19%	8%	7%	2%	9
NANOS	32%	33%	21%	7%	6%	2%	10
EKOS	34%	30%	18%	8%	5%	4%	13

www.abacusdata.ca

Find out more about how we can help your organization by [downloading](#) our corporate profile and service offering.

Appendix C:
Angus Reid Institute

Election 44: O'Toole preferred among leaders on economy, but Trudeau bests CPC leader head-to-head

AUGUST 19, 2021



Election 44: O'Toole preferred among leaders on economy, but Trudeau bests CPC leader head-to-head

42 per cent say they're more hopeful than anxious for economic rebuild, 58 per cent say the opposite

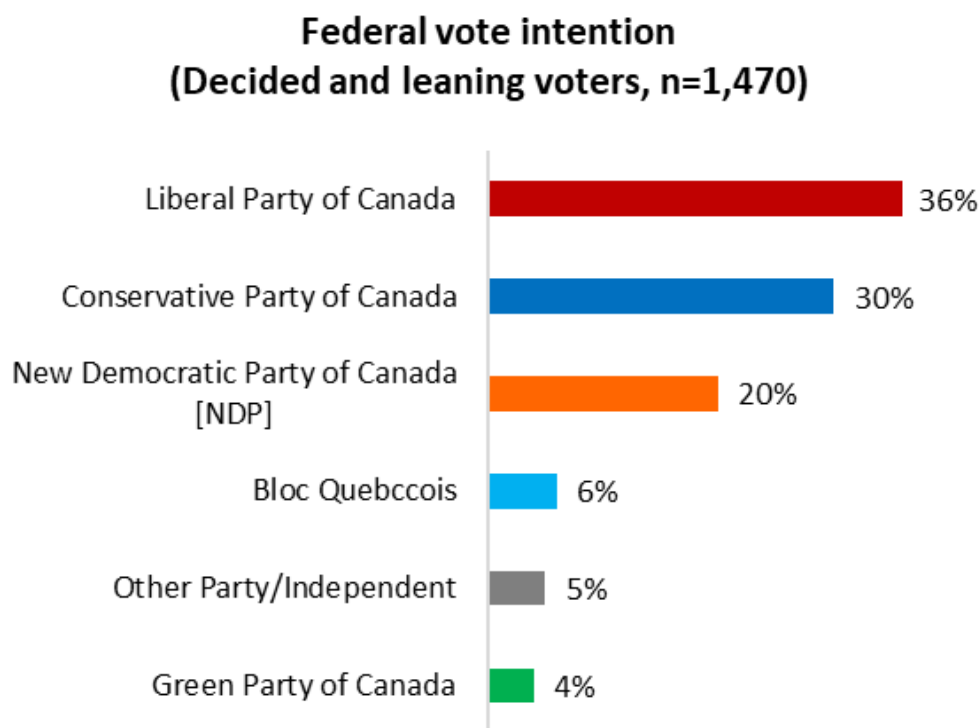
But putting the domestic economy back on track after an unprecedented deliberate slow down elicits different reactions and different preferences from Canadian voters.

New data from the non-profit Angus Reid Institute shows the majority (58%) feel more anxious than hopeful (42%) about the country's near-term economic future.

For those leaning toward hope, the choice is clearly the Liberal Party. Half (53%) among this group say that they will vote for the LPC, compared to just 23 per cent among those more anxious. The first choice for that latter group is the CPC – chosen by 39 per cent. Notably, the NDP is chosen close to equally by both the hopeful (22%) and the anxious (19%).

As the first week of the campaign winds down, vote intent remains consistent – support for all major parties is statistically unchanged over last week – with the incumbent Liberal Party of Canada maintaining a six-point lead over the Conservative Party (36% to 30% respectively). The NDP remains in third place at 20 per cent – well behind the Liberals and the CPC, but well ahead of the Greens. The Bloc Quebecois, polling at six per cent nationally, trails the first place Liberals by 16 points in Quebec (41% to 25% respectively).

More Key Findings:



- The top two issues in the 2021 campaign are the same as 2019: climate change and healthcare. COVID-19 rounds out the top three.
- The Liberal Party holds a 10-point advantage in Ontario after winning the province by nine points in 2019. NDP support in that province is currently up five points compared to the previous election (22% from 17%).
- Albertans are least hopeful about an economic recovery in the coming years. Just 28 per cent feel more hopeful than anxious, while 46 per cent say this in Ontario.

About ARI

*The **Angus Reid Institute (ARI)** was founded in October 2014 by pollster and sociologist, Dr. Angus Reid. ARI is a national, not-for-profit, non-partisan public opinion research foundation established to advance education by commissioning, conducting, and disseminating to the public accessible and impartial statistical data, research and policy analysis on economics, political science, philanthropy, public administration, domestic and international affairs and other socio-economic issues of importance to Canada and its world.*

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Part One: Top issues

- **Concern over climate change intensifies**

Part Two: Canada's near-term economic future generates hope, anxiety

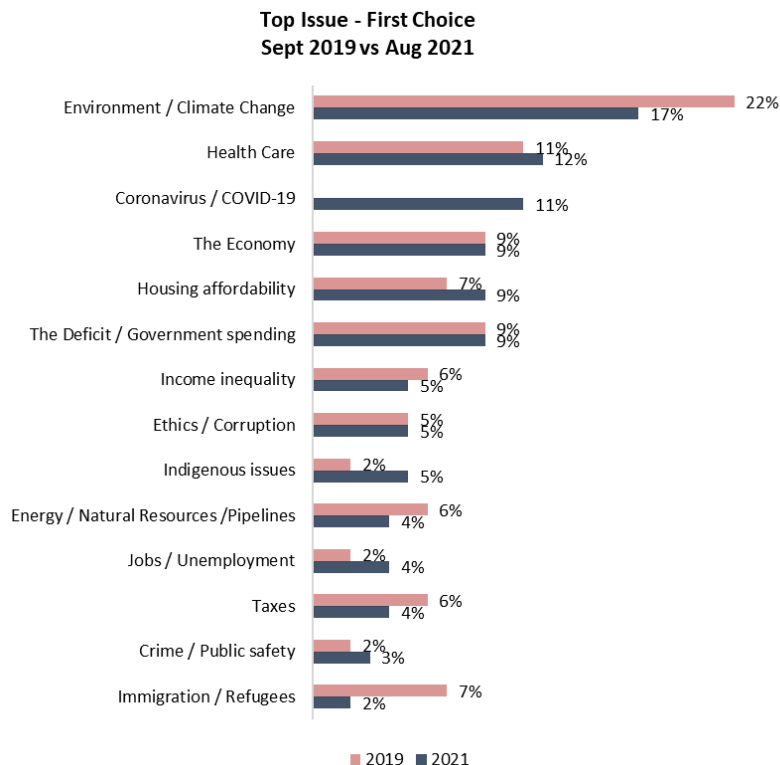
- **Which party and leader are best to lead the rebuild?**

Part Three: Liberals lead by six points in vote intention

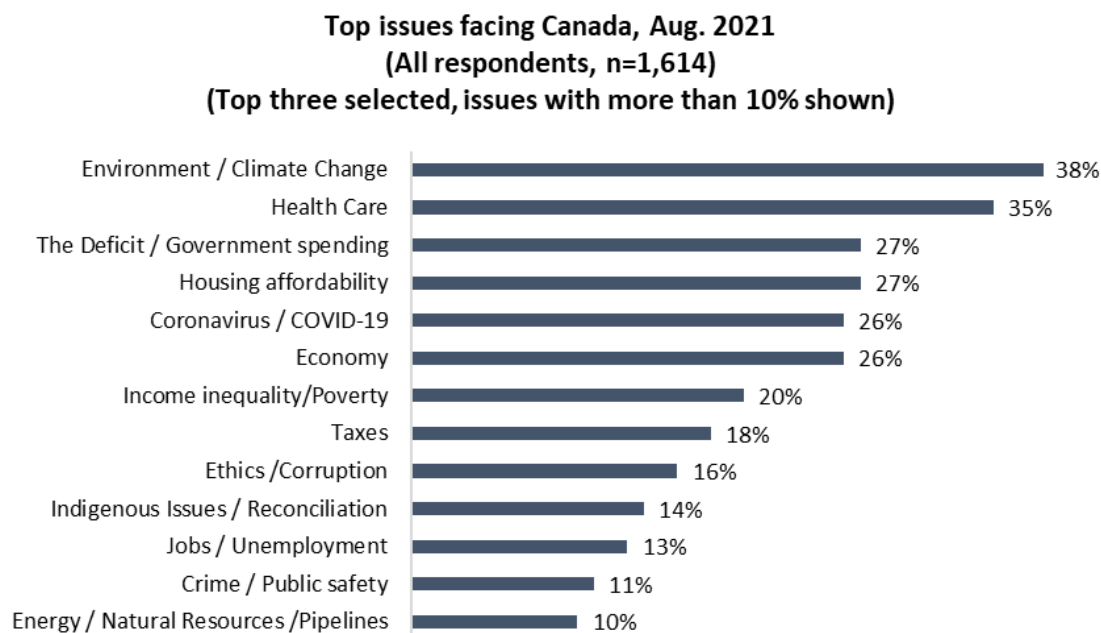
Part One: Top issues

Canada and the world have faced a year and a half of economic, social, and health challenges due to COVID-19. But when Canadians go to the polls on Sept. 20 to decide which federal party will lead them out of the pandemic and into a new, uncertain reality, many of their top priorities look staggeringly similar to those they identified in 2019.

As the 2021 campaign kicks off, Canadians say climate change and health care are the top two issues facing the country that they care most about. These two issues were most galvanizing in 2019. The new addition: COVID-19 response, chosen by 11 per cent of Canadians as their top national concern. Despite the pandemic, it is climate change that has intensified in the minds of voters over the last two years:

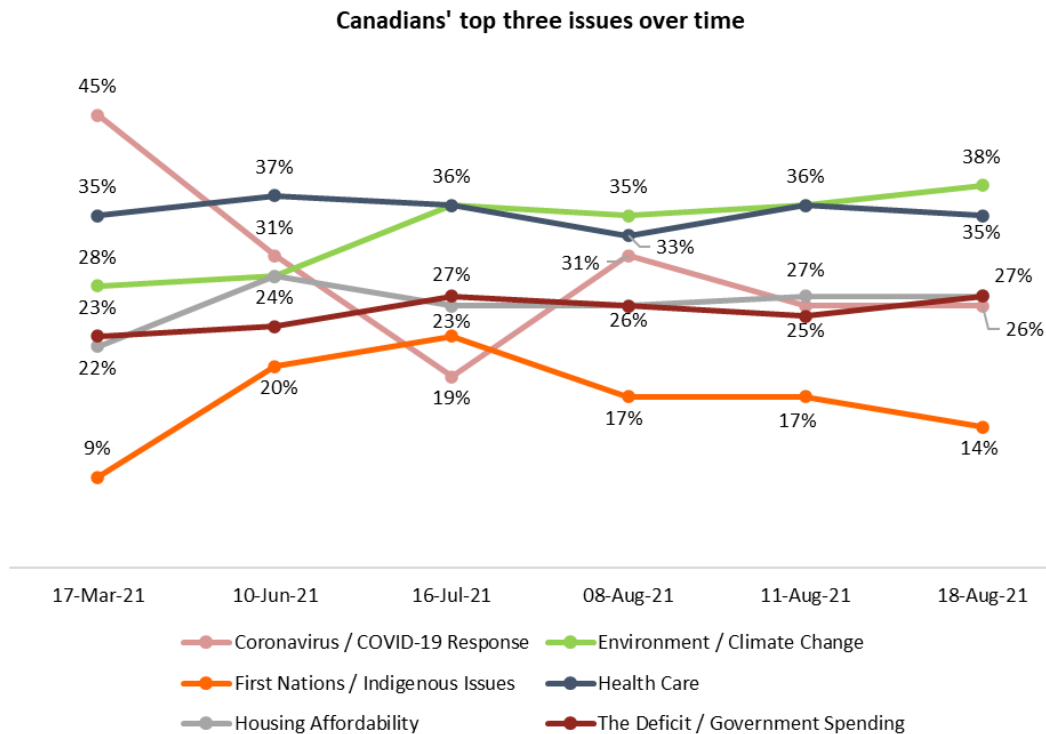


Asked to expand their list of national priorities, a suite of economic issues is chosen by one-in-four Canadians as top concerns in a second tier, alongside the COVID-19 response:



Concern over climate change intensifies

As COVID-19 concern has diminished compared to the beginning of the year, worry about climate change has risen in its wake. Summer wildfires in parts of the country have only further elevated these levels of concern to their highest mark of the year. Meantime, while the priority for Indigenous issues rose precipitously after the confirmation of [unmarked graves](#) at former residential school sites early in summer, levels of concern have declined:



For most voters, climate change is paramount among those who currently say they will support the Liberal Party, NDP or Bloc Quebecois. That said, the federal deficit is now a top issue for both Conservative and BQ supporters as all parties lay out their plans for economic recovery:

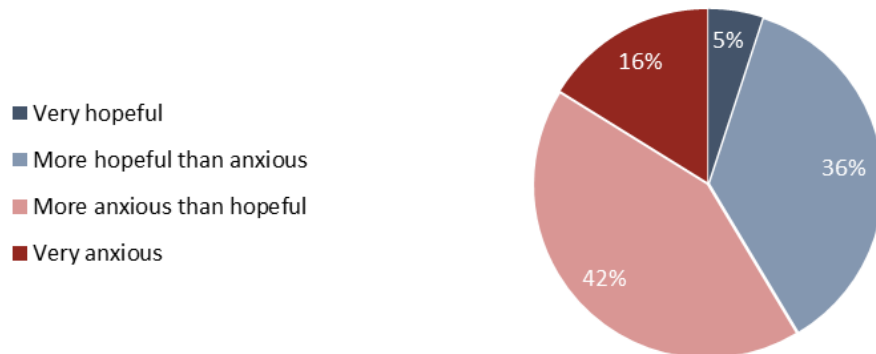
Top three issues by current federal vote intention (Weighted sample sizes)			
Liberal (n=523)	CPC (n=435)	NDP (n=296)	Bloc Québécois (n=90*)
Environment / Climate Change 51%	The Deficit / Government spending 57%	Environment / Climate Change 60%	Environment / Climate Change 55%
Health Care 43%	The Economy 44%	Housing affordability 41%	The Deficit / Government spending 36%
Coronavirus / COVID-19 38%	Taxes 31%	Income inequality / Poverty 35%	Health Care 35%

**Small sample size, interpret with caution. Note: data for the Green party omitted due to too small of a sample size*

Part Two: Canada's near-term economic future generates hope, anxiety

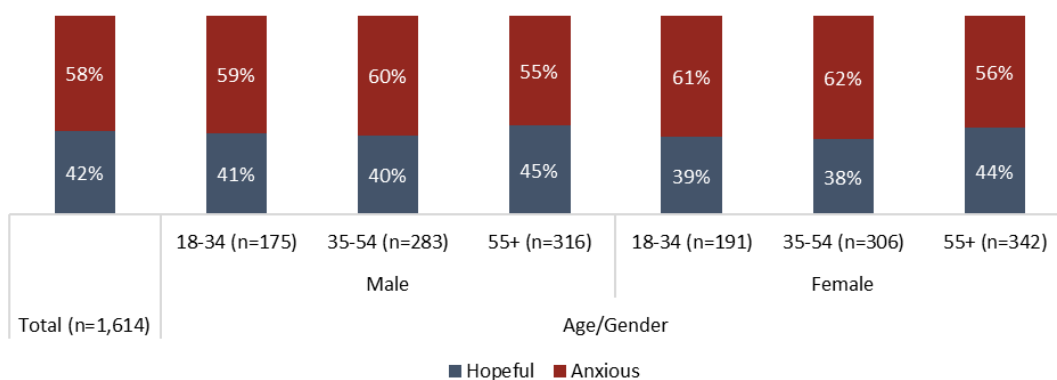
The coming years will present challenge and opportunity for whichever party forms government. After the largest financial crisis [since the Great Depression](#), the mood of the nation, with a fourth wave [already surging](#), is still largely apprehensive. Three-in-five (58%) say they are more anxious than hopeful about what the next couple of years will bring, while two-in-five (42%) are more upbeat:

And thinking about the next couple of years, are you hopeful or anxious about the economic situation of the country?
(All respondents, n=1,614)



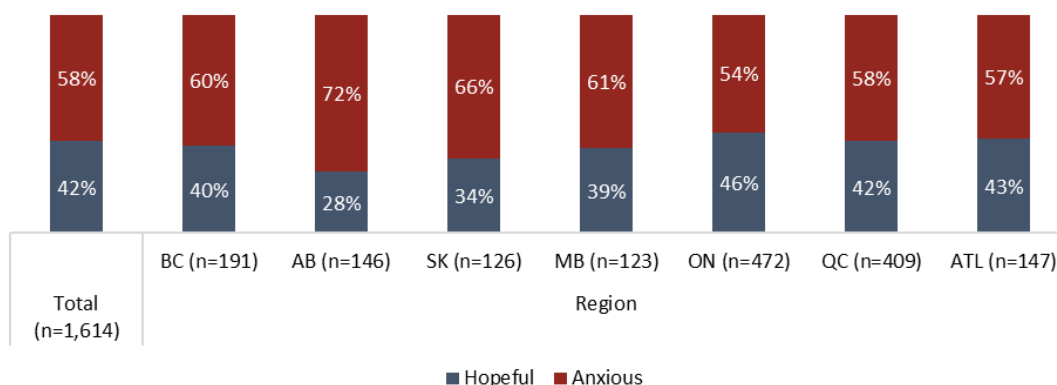
Notably, Canadians are remarkably consistent across age and gender demographics when considering the hope versus anxiety question. Those over the age of 54 show a slightly more optimistic lean, but all largely voice the same level of anxiety about their country's economic prospects:

And thinking about the next couple of years, are you hopeful or anxious about the economic situation of the country?



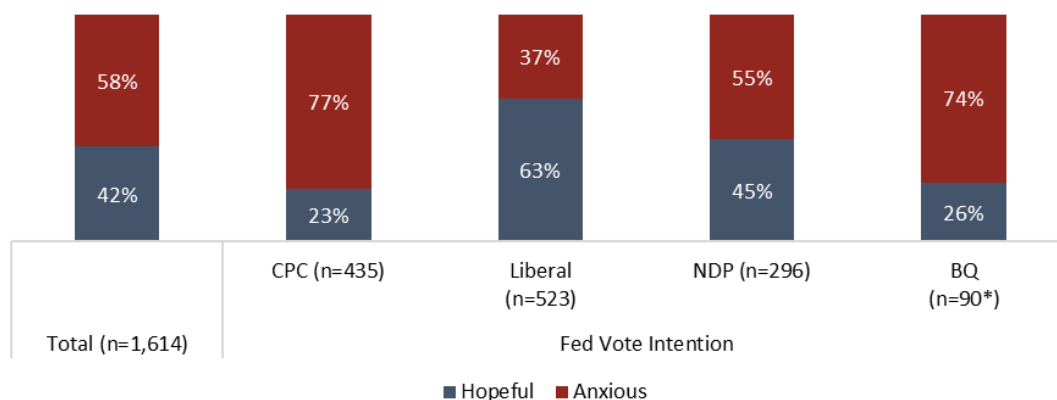
Regionally, Ontario residents lead the nation in hope for the economic recovery, but not significantly. Just under half (46%) in Canada's most populous province feel this way. Albertans are most anxious, though many would likely be buoyed by a Conservative victory on Sept. 20:

And thinking about the next couple of years, are you hopeful or anxious about the economic situation of the country?



Those who say they will support the incumbent Liberals are noticeably more buoyant about the nation's economic circumstances. This group is the only one for which hopefulness is the majority view:

And thinking about the next couple of years, are you hopeful or anxious about the economic situation of the country?



**Small sample size, interpret with caution. Note: data for the Green party omitted due to too small of a sample size*

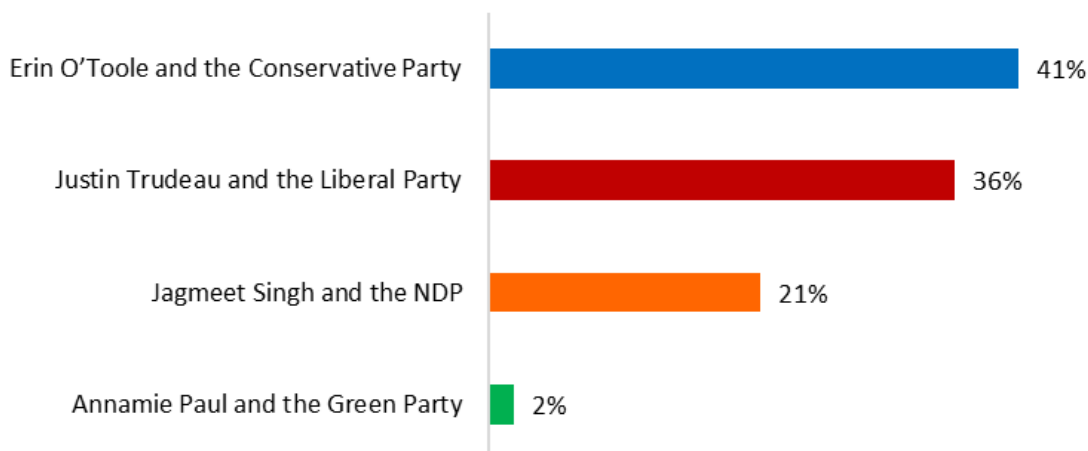
Which party and leader are best to lead the rebuild?

If this were a campaign entirely centred on post-pandemic economic growth, Erin O'Toole would be in a relatively advantageous position. Two-in-five (41%) believe he and his party would be best suited to help the economy rebound from its COVID-19-induced malaise, while Justin Trudeau and the Liberals are at 36 per cent.

The Conservatives have been more concrete about their economic plans [than the Liberals](#) in the campaign's early days. O'Toole's party has promised to recover the one million jobs lost since the beginning of the pandemic within one year. To do so, a Conservative government will pay half of new hires' salaries for six months after the end of the Canada Emergency Wage Subsidy, as well as providing tax credits and loans to small- and medium-sized businesses. So far, the Liberals have said they will continue current COVID-19 business supports until March 2022, while also promising to subsidize wages and rent in the tourism [industry](#).

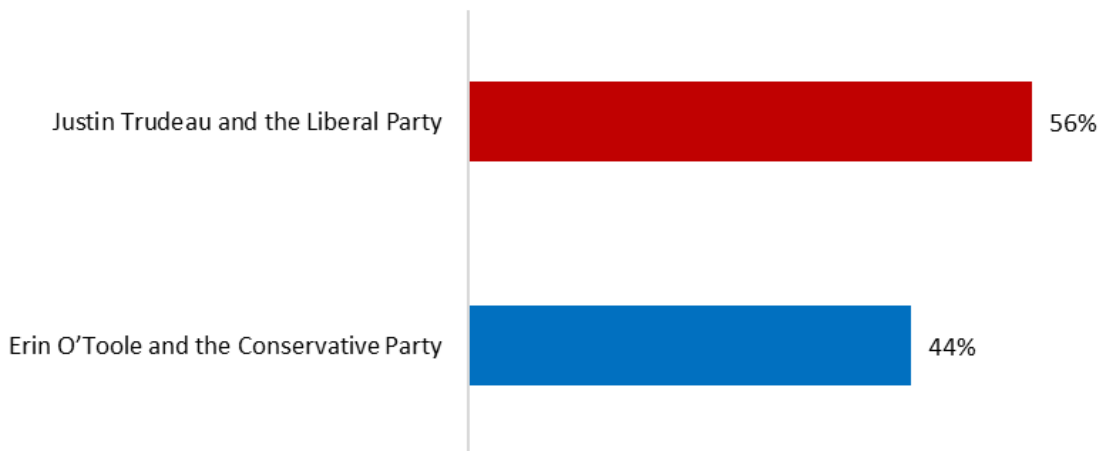
One-in-five say Jagmeet Singh and the NDP would be best to lead the country's rebuild over the coming years. Singh has most prominently announced a wealth tax of one per cent on Canadians whose worth exceeds \$10 million to help fund the recovery:

Thinking specifically about growing the economy post-pandemic, which of the following do you think is best suited to handle this? (All respondents, n=1,614)



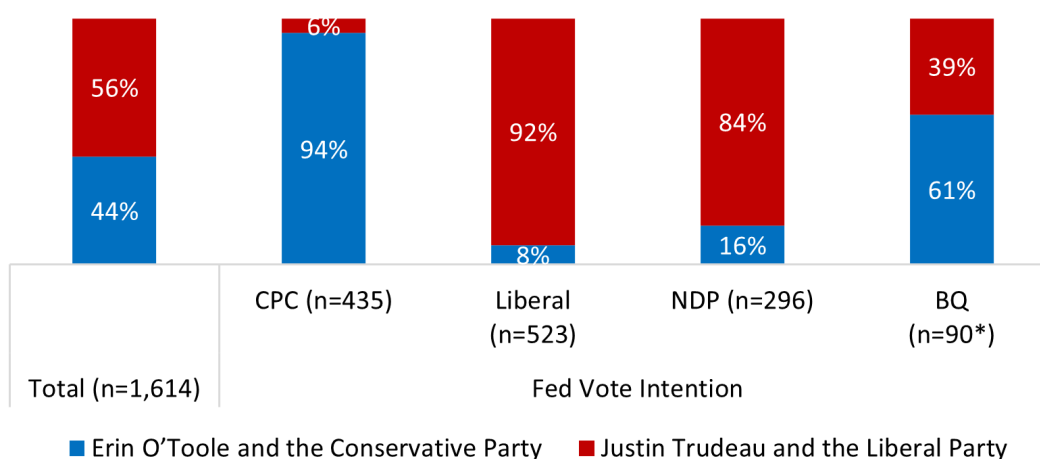
The picture is much less favourable for O'Toole in a direct head-to-head with Trudeau on the question of who is best to rebuild the economy. When presented with the two parties most likely to form government, a majority (56%) of Canadians believe Trudeau and the Liberals are the better choice to “build back better” after the pandemic, while 44 per cent say the same of O'Toole and the Conservatives:

And what if you had to choose between the two parties most likely to form the next government? (All respondents, n=1,614)



NDP supporters hold nearly the same amount of belief in Trudeau's ability to grow the economy post-COVID as Liberal supporters. Meanwhile, there are hints at inroads to be made in Quebec for the Conservative party, as three-in-five (61%) Bloc supporters would choose O'Toole over Trudeau in a head-to-head on moving the economy forward post-pandemic:

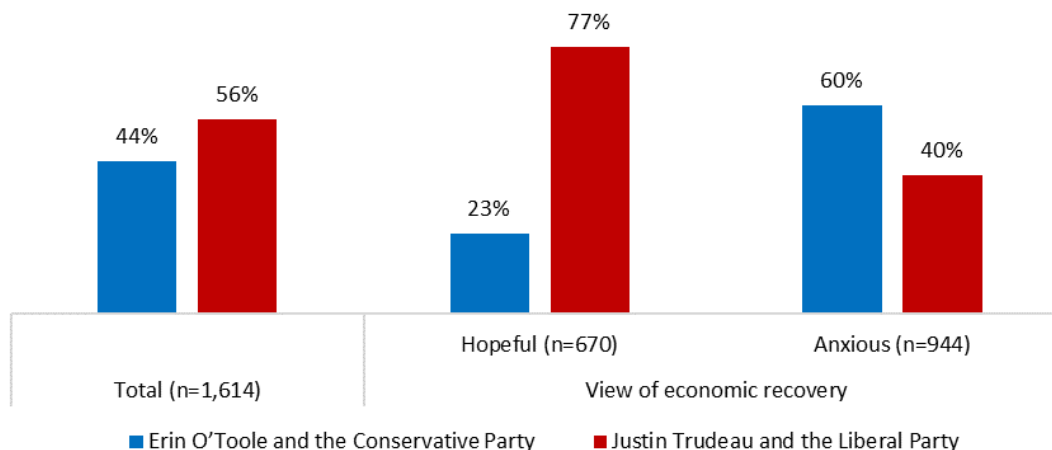
And what if you had to choose between the two parties most likely to form the next government?



**Small sample size, interpret with caution. Note: data for the Green party omitted due to too small of a sample size*

Those who take a hopeful view of the economic recovery are much more likely to say they trust Justin Trudeau to lead through it – though they are a smaller portion of the overall population. Those who take a more anxious view lean toward Erin O'Toole and the Conservative Party:

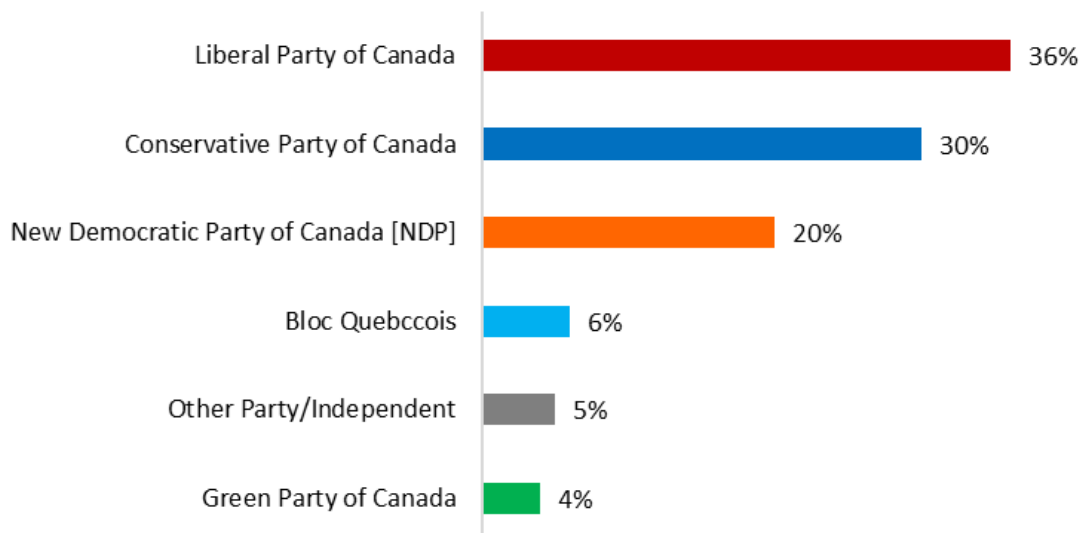
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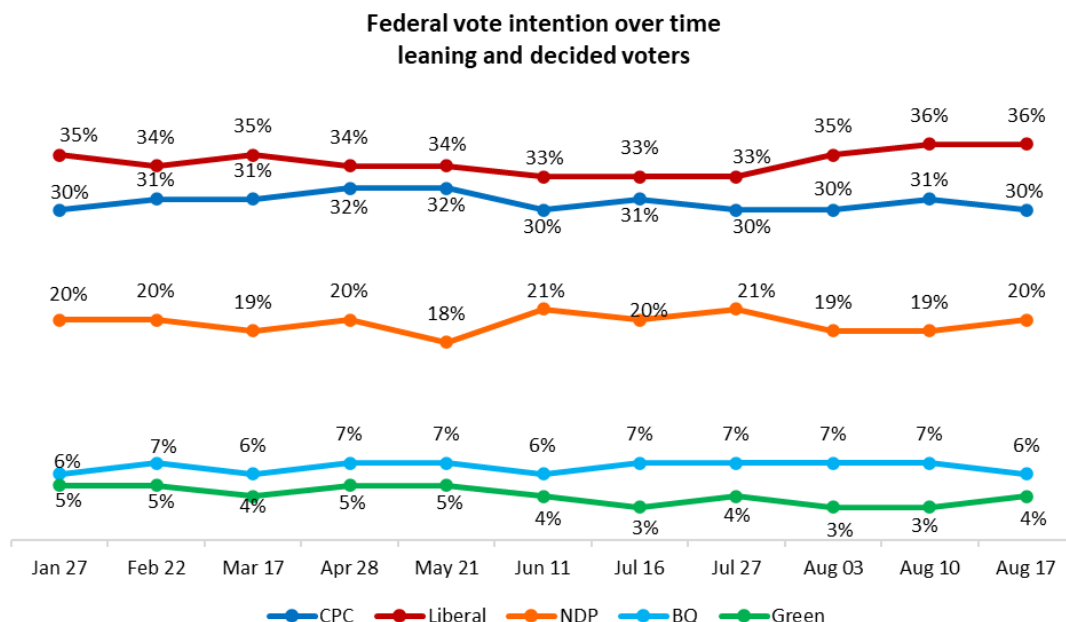
Part Three: Liberals lead by six points in vote intention

The official launch of the 2021 federal election campaign has yet to cause significant movement in vote intention. The Liberal Party leads by six points, currently garnering 36 per cent of decided and leaning voters. Three-in-ten say they will support the Conservatives on Sept. 20, while one-in-five say they will be voting for the NDP:

Federal vote intention (Decided and leaning voters, n=1,470)



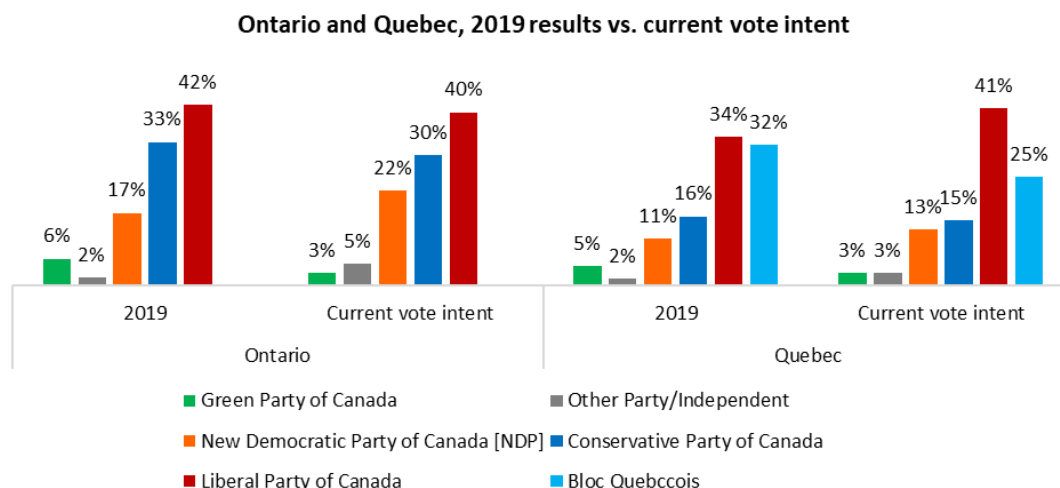
Since the beginning of the month, the gap between the Conservatives and the Liberals has been at least five points in each wave of polling:



The three major federal parties are in a statistical tie in B.C., while the Conservatives continue to enjoy majority support in Alberta and Saskatchewan and plurality support in Manitoba. The Liberals garner the highest support in seat-rich Ontario and Quebec, as well as in the Atlantic provinces. The NDP's lowest support is in Quebec, a province that once helped the party reach a historically high seat total in 2011:

Federal vote intention, including leaners, decided voters only:								
(Unweighted sample sizes)	Total (n=1,470)	Region						
		BC (n=178)	AB (n=134)	SK (n=120)	MB (n=113)	ON (n=424)	QC (n=371)	ATL (n=127)
Liberal Party	36%	31%	20%	16%	22%	40%	41%	41%
Conservative Party	30%	31%	54%	51%	38%	30%	15%	30%
NDP	20%	30%	17%	20%	28%	22%	13%	20%
Bloc Québécois	6%	-	-	-	-	-	25%	-
Green Party	4%	7%	2%	1%	2%	3%	3%	5%
Other Party	5%	3%	8%	12%	10%	5%	3%	5%

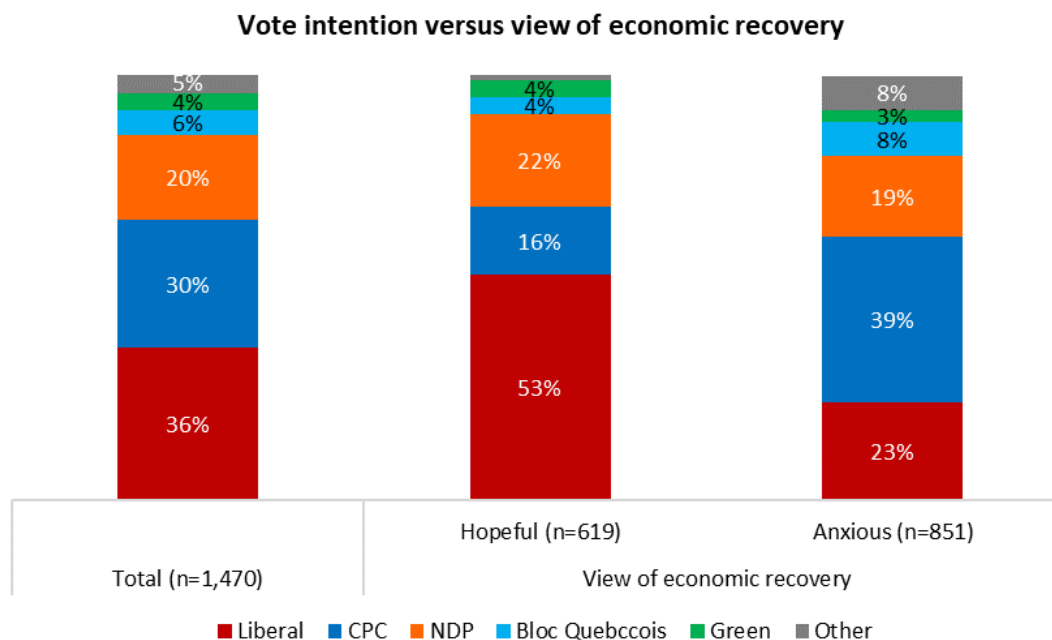
While there has been little movement in Ontario for the Conservatives and the Liberals since the 2019 election results, the NDP looks stronger than it did two years ago, currently polling five points higher than its 2019 percentage of popular vote. In Quebec, the Liberals are seven points ahead of where they landed in terms of popular vote in 2019, a gain largely at the expense of the Bloc Quebecois, who are polling seven points lower:



Men aged 18 to 34 are the most divided age-gender group, while women aged 18 to 34 are the only age-gender group that give the NDP a plurality of support. Men over 34 prefer the Conservatives, while women over 34 prefer the Liberals:

Federal vote intention, including leaners, decided voters only:							
(Weighted sample sizes)	Total (n=1,470)	Age and Gender					
		Male			Female		
		18-34 (n=161)	35-54 (n=267)	55+ (n=290)	18-34 (n=171)	35-54 (n=272)	55+ (n=310)
Liberal Party	36%	26%	29%	36%	29%	42%	44%
Conservative Party	30%	30%	36%	40%	15%	23%	28%
NDP	20%	24%	17%	12%	40%	24%	15%
Bloc Québécois	6%	6%	5%	8%	4%	3%	9%
Green Party	4%	5%	4%	1%	10%	2%	2%
Other Party	5%	10%	9%	3%	2%	5%	2%

Economic outlook appears to play a factor in vote choice. For the hopeful, the choice is clearly the Liberal Party. Half (53%) among this group say that they will vote for the incumbents, compared to just 23 per cent among those more anxious. The anxious are far more likely to prefer the CPC at this point in the campaign, while the NDP is close to equally represented among both groups:



Survey Methodology:

The Angus Reid Institute conducted an online survey from Aug. 14-17, 2021, among a representative randomized sample of 1,614 Canadian adults who are members of [Angus Reid Forum](#). For comparison purposes only, a probability sample of this size would carry a margin of error of +/- 2.5 percentage points, 19 times out of 20. Discrepancies in or between totals are due to rounding. The survey was self-commissioned and paid for by ARI.

For detailed results by age, gender, region, education, and other demographics, [click here](#).

For detailed results by economic outlook, [click here](#).

To read the full report including detailed tables and methodology, [click here](#).

To read the questionnaire, [click here](#).

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<https://outline.com/KrzmD2>

COPY

	Total	Region						Gender		Age		Age/Gender				Household Income			Education		Will Support+ Leavers													
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	Male 18-34	Female 18-34	Male 35-54	Female 35-54	<\$50K	\$50K- \$100K	>\$100K	<HS	College/ Trade school	Univ+	CPC	Lib	NDP	Bloc	Green	Other	Undecided / DK	Rather not say	Will not vote			
	1614	191	146	126	123	472	409	147	775	839	366	589	688	175	283	316	191	306	342	423	511	504	641	512	460	435	523	296	90	52	75	77	29	37
		Sample size																																

Regional sample sizes are unweighted. All other sample sizes, including column totals, are weighted to census data. Cells containing “-” are statistically zero, though at least one response was received. Blank cells indicate zero responses received. Sample sizes below 100 should be interpreted with caution

Q1. [Top Mention] First, thinking of the various issues and challenges facing Canada today, which ones do you personally care about the most?

	Total	Region					Gender		Age			Age/Gender					Household Income			Education		Will Support+ Leavers										
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K- -\$100K	>\$100K+	<HS	College/ Trade school	Univ+	CPC	Lib	NDP	Bloc	Green	Other	Undecided / DK	Rather not say	Will not vote
Environment / Climate Change	17%	19%	11%	8%	13%	16%	23%	12%	16%	18%	19%	17%	17%	21%	17%	17%	17%	16%	19%	14%	12%	24%	3%	23%	30%	31%	35%			11%	3%	
	12%	9%	10%	5%	9%	10%	14%	24%	10%	13%	9%	10%	16%	13%	15%	11%	13%	15%	11%	14%	10%	12%	13%	8%	15%	11%	7%	23%	3%	19%	15%	14%
	11%	12%	9%	6%	13%	12%	11%	8%	10%	12%	11%	10%	12%	10%	12%	13%	12%	12%	12%	10%	12%	11%	9%	7%	14%	12%	9%	16%	4%	14%	12%	14%
	Coronavirus / COVID-19																															
The Deficit / Government spending	9%	9%	7%	19%	14%	9%	8%	10%	11%	8%	7%	9%	10%	13%	4%	8%	9%	6%	8%	13%	9%	11%	7%	22%	3%	**	15%	4%	21%	7%	6%	2%
	Housing affordability	9%	19%	1%	5%	6%	12%	6%	6%	8%	10%	13%	10%	7%	11%	9%	12%	11%	6%	10%	10%	9%	6%	11%	13%	5%	10%	3%	9%	11%	4%	18%
The Economy	9%	7%	10%	10%	13%	9%	8%	10%	10%	8%	7%	11%	9%	8%	6%	8%	9%	7%	7%	12%	10%	7%	9%	16%	8%	2%	5%	5%	6%	10%	8%	7%
	Indigenous issues	5%	3%	6%	7%	6%	7%	5%	3%	4%	6%	8%	5%	4%	3%	5%	6%	6%	5%	5%	4%	6%	6%	1%	6%	13%	5%	2%	3%	6%	2%	19%
Ethics / Corruption	5%	4%	10%	8%	3%	4%	5%	4%	8%	3%	3%	7%	5%	5%	9%	8%	4%	3%	5%	6%	8%	3%	6%	11%	2%	1%	5%	3%	15%	3%	7%	3%
	Income inequality / Poverty	5%	5%	1%	3%	6%	4%	5%	9%	4%	6%	5%	4%	5%	4%	3%	4%	7%	5%	4%	4%	5%	4%	1%	5%	11%	3%		3%	10%	3%	10%
Jobs / Unemployment	4%	5%	6%	6%	5%	4%	5%	4%	2%	5%	4%	3%	5%	4%	2%	4%	5%	4%	4%	4%	6%	4%	4%	7%	2%	2%	4%		14%	8%		6%
	Energy / Natural Resources /Polls/ies	4%	1%	16%	11%	6%	2%	1%	4%	3%	3%	5%	4%	3%	2%	5%	4%	2%	4%	4%	3%	3%	3%	4%	4%	2%	3%	1%	3%	6%	6%	4%
Crime / Public safety	3%	2%	2%	4%	3%	3%	3%	1%	2%	3%	3%	2%	3%	4%	2%	3%	4%	3%	3%	2%	3%	4%	1%	2%	4%	1%	6%		3%	3%	2%	14%
	Immigration / Refugees	2%		2%	4%	1%	3%	1%	1%	2%	1%	2%	3%	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%	2%	**	1%		9%		3%	6%	
International / Global Issues	-		1%	2%			1%	-	1%	-	-	-	-	1%	2%	-	**	1%	1%	1%	1%	1%	-	-	-	3%						
	National Unity	-	1%	2%			-	-	1%	-	1%	-	-	-	-	-	-	**	-	-	**	-	-	-	-	-	-	-	-	-	-	-
Other (specify)	-		2%				-	1%	-	1%	-	-	-	1%	-	2%	-	**	-	1%	1%	1%	1%	-	-	-	7%	1%				

Q1. [Top] First, thinking of the various issues and challenges facing Canada today, which ones do you personally care about the most?

	Total	Region					Gender		Age			Age/Gender					Household Income			Education		Will Support+ Leavers											
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K- <\$100K	>\$100K+	<HS	College/ Trade school	Univ+	CPC	Lib	NDP	Bloc	Green	Other	Undecided / DK	Rather not say	Will not vote	
Environment / Climate Change	38%	48%	21%	23%	38%	36%	47%	36%	33%	41%	46%	35%	35%	34%	32%	52%	37%	38%	38%	41%	30%	37%	50%	9%	51%	60%	55%	67%	2%	26%	32%	19%	
Health Care	35%	31%	26%	27%	40%	33%	43%	50%	28%	41%	23%	35%	43%	17%	28%	47%	41%	35%	38%	31%	39%	34%	32%	27%	43%	35%	35%	46%	13%	45%	43%	37%	
Housing affordability	27%	42%	11%	12%	18%	35%	22%	22%	23%	31%	34%	26%	24%	24%	38%	29%	29%	35%	30%	20%	27%	30%	25%	17%	29%	41%	19%	32%	17%	25%	28%	48%	
The Deficit / Government spending	27%	23%	34%	24%	29%	24%	27%	22%	33%	20%	19%	26%	31%	26%	34%	12%	19%	27%	24%	30%	30%	27%	21%	57%	10%	7%	36%	7%	65%	7%	13%	17%	
Coronavirus / COVID-19	26%	29%	20%	23%	29%	26%	26%	19%	25%	28%	23%	26%	28%	24%	22%	30%	28%	26%	26%	28%	24%	24%	30%	12%	38%	34%	20%	24%	7%	36%	16%	17%	
The Economy	28%	22%	33%	27%	29%	26%	23%	26%	27%	24%	26%	27%	24%	33%	28%	19%	23%	22%	22%	33%	26%	25%	24%	22%	44%	22%	8%	30%	12%	28%	21%	17%	
Income inequality / Poverty	20%	19%	11%	18%	20%	20%	24%	28%	24%	23%	24%	21%	18%	19%	28%	25%	19%	27%	19%	19%	19%	19%	24%	20%	27%	35%	20%	3%	14%	17%	26%	20%	
Taxes	18%	15%	20%	24%	27%	19%	15%	16%	13%	16%	13%	20%	16%	22%	21%	10%	19%	16%	14%	18%	20%	19%	14%	31%	13%	7%	15%	5%	26%	20%	26%	14%	
Ethics / Corruption	16%	15%	24%	27%	14%	15%	12%	16%	21%	11%	13%	19%	15%	19%	24%	9%	17%	14%	15%	17%	16%	15%	14%	29%	5%	8%	11%	15%	46%	14%	28%	13%	
Indigenous issues / Reconciliation	14%	13%	12%	10%	15%	16%	14%	14%	12%	17%	20%	14%	11%	12%	10%	26%	17%	12%	16%	14%	14%	15%	14%	13%	14%	9%	28%	8%	6%	19%	5%	9%	
Jobs / Unemployment	13%	7%	15%	11%	7%	7%	16%	10%	12%	13%	20%	14%	8%	19%	9%	30%	15%	13%	15%	13%	10%	13%	11%	13%	14%	10%	5%	4%	12%	24%	18%	21%	
Crime / Public safety	11%	16%	10%	12%	16%	10%	12%	8%	10%	12%	9%	10%	14%	9%	13%	10%	12%	14%	13%	8%	14%	12%	7%	14%	11%	5%	18%	4%	8%	16%	20%	26%	
Energy / Natural Resources /Pollines	10%	8%	29%	27%	12%	6%	5%	7%	11%	8%	9%	7%	11%	9%	10%	14%	9%	6%	11%	11%	7%	10%	17%	6%	4%	8%	10%	16%	5%	17%	8%	19%	
Immigration / Refugees	6%	3%	6%	9%	3%	7%	7%	3%	8%	4%	7%	5%	6%	8%	7%	9%	3%	4%	8%	7%	4%	7%	4%	8%	4%	4%	6%	5%	13%	2%	9%	19%	4%
International / Global issues	4%	5%	3%	3%	3%	3%	4%	4%	4%	4%	4%	4%	3%	5%	4%	3%	4%	5%	3%	3%	3%	4%	4%	3%	5%	3%	4%		4%	3%	3%	5%	5%
National Unity	3%	3%	15%	3%	3%	3%	2%	3%	2%	2%	2%	2%	3%	2%	2%	2%	1%	2%	3%	2%	2%	2%	2%	6%	2%	1%	1%	1%	2%	4%			
Other (specify)	4%	2%	5%	1%	8%	3%	4%	4%	3%	4%	4%	4%	3%	5%	3%	4%	5%	3%	4%	3%	4%	6%	3%	3%	1%	3%	6%	8%	23%	3%			

Q3. Which party's candidate in your riding will you be most likely to support in this upcoming federal election?

	Total	Region								Gender		Age			Age/Gender				Household Income			Education		Will Support- Leavers									
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Female 18-34	Female 35+*	Female <\$50K	\$50K-<\$100K	\$100K+<	Univ+	Coll/gv/Trade school	<=HS	CPC	Lib	NDP	Bloc	Green	Other	Uncided/ DK	Rather not say	Will not vote	
Conservative Party of Canada	24%	21%	42%	44%	35%	26%	13%	24%	30%	19%	18%	24%	28%	25%	29%	34%	12%	19%	23%	18%	27%	27%	31%	23%	16%								
	24%	19%	11%	8%	15%	28%	27%	27%	21%	28%	18%	24%	26%	19%	21%	23%	17%	27%	29%	22%	21%	23%	20%	21%	31%								
Liberal Party of Canada	16%	27%	11%	16%	22%	18%	10%	16%	14%	18%	28%	17%	10%	20%	14%	32%	19%	11%	21%	17%	13%	12%	20%	19%		89%							
New Democratic Party of Canada [NDP]	5%						20%	5%	5%	5%	4%	4%	7%	5%	5%	3%	3%	7%	7%	4%	4%	6%	4%	5%			89%						
Bloc Quebecois	3%	6%	1%	1%	1%	2%	2%	3%	3%	2%	5%	2%	2%	5%	3%	6%	--	3%	3%	2%	2%	2%					78%						
Green Party of Canada	4%	2%	7%	11%		5%	2%	3%	6%	3%	5%	5%	2%	8%	7%	4%	2%	4%	3%	3%	5%	4%	5%	2%									
Other Party/Independent	19%	18%	25%	16%	18%	16%	20%	21%	17%	21%	18%	20%	18%	13%	17%	18%	23%	19%	18%	19%	17%	17%	20%	19%	9%	25%	10%	11%	22%	11%	92%	20%	
Uncided /Don't know	3%	6%	3%	2%	3%	2%	3%	2%	3%	4%	2%	3%	4%	4%	1%	3%	4%	4%	4%	3%	1%	5%	2%	2%	2%	3%	1%			8%	80%	9%	
Rather not say	2%	2%	1%	2%	2%	3%	2%	3%	2%	2%	4%	1%	2%	4%	1%	2%	4%	1%	3%	4%	2%	1%	3%	2%	2%	3%	2%			2%			
Will not vote	2%	2%	1%	2%	2%	3%	2%	3%	2%	2%	4%	1%	2%	4%	1%	2%	4%	2%	4%	2%	1%	3%	2%	2%	2%	3%	1%						

Q4. We've noticed you did not select a party. Is there a party you are currently leaning towards?

[illegible]

Q3/Q4. Will support + Leanners

	Base = All	Region																Gender				Age				Age/Gender				Household Income				Education				Will Support=Leaners																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
		Total												Male		Female		Male 18-34		Female 35-54		Male 35-54		Female 55+		\$5K- \$10K		\$10K- \$15K		\$15K- \$20K		\$20K- \$25K		\$25K- \$30K		\$30K- \$35K		\$35K- \$40K		\$40K- \$45K		\$45K- \$50K		\$50K- \$55K		\$55K- \$60K		\$60K- \$65K		\$65K- \$70K		\$70K- \$75K		\$75K- \$80K		\$80K- \$85K		\$85K- \$90K		\$90K- \$95K		\$95K- \$100K																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Female 35-54	Female 55+	Male 18-34	Male 35-54	Female 35-54	Female 55+	\$5K- \$10K	\$10K- \$15K	\$15K- \$20K	\$20K- \$25K	\$25K- \$30K	\$30K- \$35K	\$35K- \$40K	\$40K- \$45K	\$45K- \$50K	\$50K- \$55K	\$55K- \$60K	\$60K- \$65K	\$65K- \$70K	\$70K- \$75K	\$75K- \$80K	\$80K- \$85K	\$85K- \$90K	\$90K- \$95K	\$95K- \$100K	Univ+	CPC	Lib	NDP	Bloc	Green	Other	Undecided / DK	Rather not say	Will not vote																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
Conservative Party of Canada	27%	26%	49%	49%	35%	27%	14%	26%	34%	21%	20%	27%	31%	28%	34%	13%	13%	20%	25%	20%	25%	20%	25%	20%	25%	31%	34%	28%	19%	100%																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							

	Base = Decided voters																																							
	1470	178	134	120	113	424	371	127	718	752	331	539	600	161	267	290	171	272	310	377	472	476	581	468	421	435	523	296	90	52	75	-	-							
Total	Region								Gender				Age				Age/Gender				Household Income				Education				Will Support+ Leaners											
	BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K- \$100K	\$100K+ ≤HS	College/ Trade school	Univ+	CPC	Lib	NDP	Bloc	Green	Other	Undecided / DK	Rather not say	Will not vote								
Conservative Party of Canada	30%	54%	51%	38%	30%	15%	30%	36%	23%	22%	29%	34%	30%	36%	40%	15%	23%	28%	23%	31%	33%	37%	28%	21%	100%															
Liberal Party of Canada	36%	31%	20%	16%	22%	40%	41%	31%	40%	27%	36%	40%	26%	29%	36%	29%	42%	44%	34%	34%	38%	33%	32%	44%																
New Democratic Party of Canada (NDP)	20%	17%	20%	28%	22%	13%	20%	16%	24%	32%	20%	13%	24%	17%	12%	40%	24%	15%	26%	22%	16%	15%	22%		100%															
Bloc Quebecois	6%	-	-	-	-	26%	26%	6%	6%	6%	5%	4%	8%	6%	8%	4%	3%	9%	8%	6%	4%	8%	5%	6%																
Green Party of Canada	4%	7%	2%	1%	2%	3%	5%	3%	4%	8%	3%	2%	5%	4%	1%	10%	2%	2%	5%	3%	3%	2%	4%	5%		100%														
Other Party/Independent	5%	3%	8%	12%	10%	5%	3%	5%	7%	3%	6%	7%	3%	10%	9%	3%	5%	2%	4%	4%	6%	5%	7%	3%					100%											
Independent/non-affiliated candidate	%					%			%	%	%	%				1%	%		%			%																		
Libertarian	%	1%						%	%	%	%	%	%	2%	%	%		%	%	1%	%	%	%																	
Maverick Party	1%	1%	5%	9%	1%			1%	1%	1%	1%	1%	2%	2%	%	1%	1%	1%	1%	1%	1%	2%	1%								18%									
People's Party of Canada	4%	1%	3%	3%	7%	5%	3%	4%	5%	2%	4%	6%	2%	7%	7%	2%	4%	1%	3%	3%	5%	4%	5%	2%		%					67%									
Christian Heritage	%					2%	%	1%	1%	1%	1%	%	%	%	%	1%			%	%	%	%	%								4%									
Some other party	%		1%			%	2%	%	%	%	%	%	1%	%	%	%			%	%	%	%	%								5%									

Q10. Thinking specifically about growing the economy post-pandemic, which of the following do you think is best suited to handle this?

	Base = All																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
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Q11. And what if you had to choose between the two parties most likely to form the next government?

	Region										Gender		Age		Age/Gender		Household Income			Education			Will Support+ Leaners										
	BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Female 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K- \$100K	\$100K+ ≤HS	College/ Trade school	Univ+	CPC	Lib	NDP	Bloc	Green	Other	Undecided/ DK	Rather not say	Will not vote	
Total																																	
Erin O'Toole and the Conservative Party	44%	41%	65%	70%	54%	42%	39%	39%	50%	39%	37%	45%	48%	41%	51%	55%	34%	40%	41%	41%	45%	42%	53%	46%	31%	94%	16%	61%	40%	96%	64%	25%	41%
Justin Trudeau and the Liberal Party	56%	59%	35%	30%	46%	58%	61%	50%	50%	61%	63%	55%	52%	59%	49%	45%	66%	60%	59%	59%	55%	56%	47%	54%	69%	6%	84%	39%	60%	4%	36%	75%	59%

Q12. And thinking about the next couple of years, are you hopeful or anxious about the economic situation of the country?

	Region																			Gender						Age				Age/Gender				Household Income				Education					Will Support+ Leaners						
	BC		AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+		<\$50K	\$50K- \$100K	\$100K+ ≤HS	College/ Trade school	Univ+	CPC	Lib	NDP	Bloc	Green	Other	Undecided / DK	Rather not say	Will not vote															
	Total																																																
Very hopeful	5%	6%	2%	4%	3%	6%	4%	7%	6%	4%	5%	6%	5%	5%	6%	5%	4%	4%	4%	6%	4%	7%	5%	4%	7%	2%	11%	3%		5%	1%	3%		3%															
More hopeful than anxious	36%	34%	26%	30%	36%	38%	36%	36%	36%	37%	35%	33%	40%	36%	32%	39%	34%	34%	40%	34%	37%	38%	35%	32%	43%	21%	51%	42%	26%	43%	13%	30%	45%	29%															
More anxious than hopeful	42%	45%	47%	39%	48%	38%	42%	43%	42%	42%	44%	43%	41%	44%	43%	45%	45%	43%	39%	42%	45%	41%	42%	46%	39%	53%	31%	43%	57%	34%	46%	46%	45%	30%															
Very anxious	16%	10%	25%	27%	13%	15%	15%	15%	15%	18%	16%	15%	15%	15%	17%	12%	16%	19%	17%	18%	15%	15%	18%	12%	18%	6%	11%	18%	15%	11%	18%	41%	21%	9%	38%														
Top/box	42%	40%	28%	34%	39%	46%	42%	43%	42%	41%	40%	39%	45%	41%	40%	43%	38%	44%	40%	40%	41%	44%	40%	36%	50%	23%	63%	45%	28%	45%	13%	33%	45%	32%															
Bottom/box	58%	60%	72%	66%	61%	54%	58%	57%	58%	59%	60%	61%	55%	59%	60%	55%	61%	62%	58%	60%	59%	55%	60%	64%	50%	77%	37%	85%	74%	52%	87%	55%	55%	68%															

Appendix D:
EKOS Research Associates Inc.

Questionnaire

August 19, 2021

Note: These questions are part of a more extensive survey.

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

Liberal Party	1
Conservative Party	2
New Democratic Party	3
Green Party	4
People's Party	5
[QUEBEC ONLY] Bloc Québécois	6
Another party not listed here	7
Undecided or not eligible to vote	8
Skip	0

2. [IF PREVIOUS=7] Even if you do not have a firm idea, are you leaning towards a party?

Yes	1
No	2
Not eligible to vote	3
Skip	0

3. [IF PREVIOUS=1] As it stands, towards which party are you leaning?

Liberal Party	1
Conservative Party	2
New Democratic Party	3
Green Party	4
People's Party	5
[QUEBEC ONLY] Bloc Québécois	6
Another party not listed here	7
Undecided or not eligible to vote	8
Skip	0

Demographics

4. What is your gender?

Male 1
 Female 2
 Other 3
 Skip 0

5. Press 1 if you are under 35 years of age, 2 if you are between 35 and 49, 3 if you are between 50 and 64, or 4 if you are 65 years of age or older.

Under 35 years of age 1
 35-49 2
 50-64 3
 65 years of age or older 4
 Skip 0

6. What is the highest level of education you have completed?

High school or less 1
 College or CEGEP 2
 University 3
 No response 0

7. Would you describe you and your household as poor, working class, middle class, or upper class?

Poor 1
 Working class 2
 Middle class 3
 Upper class 4
 Skip 0

8. Do you consider yourself to belong to any of the following groups?

A member of a visible minority 1
 An indigenous person 2
 A person with a disability 3
 None of these 4
 Skip 0

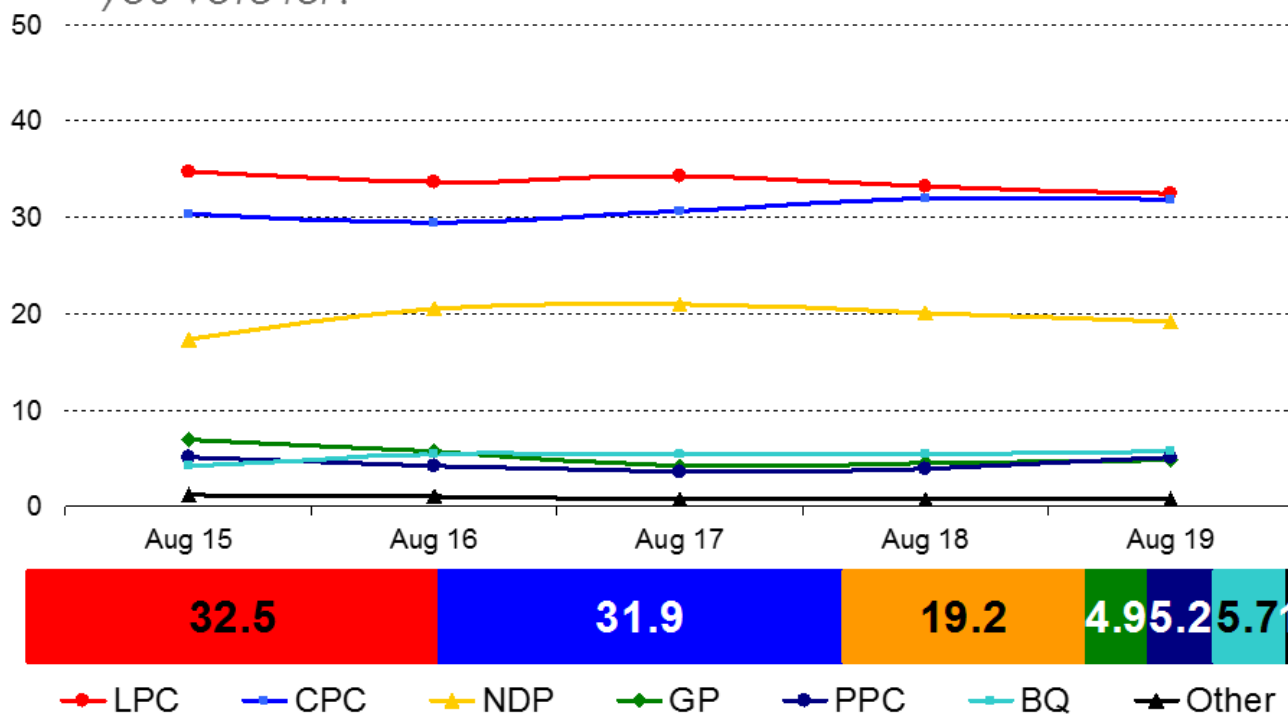
Decided Federal vote intention (includes leaning)																		
	Total	Region							Gender		Age Group				Education			
		BC+Ter	AB	SK	MB	ON	QC	Atl	SK+MB	Male	Female	<35	35-49	50-64	65+	<HS	Collg	Uni
FEDVT																		
Weighted Total:	1254	174	144	35	43	491	285	84	77	591	615	336	301	337	273	223	393	631
Total:	1265	142	158	53	47	479	290	96	100	627	590	167	237	375	478	232	412	613
Liberal Party	32.5%	29.0%	19.3%	19.7%	35.4%	37.1%	32.6%	39.0%	28.4%	29.7%	36.0%	25.2%	28.7%	38.5%	37.9%	31.9%	31.7%	33.2%
Conservative Party	31.9%	32.2%	54.7%	47.7%	33.4%	32.7%	16.4%	32.4%	39.8%	39.9%	25.0%	32.9%	29.4%	33.2%	32.5%	28.8%	37.9%	29.4%
New Democratic Party	19.2%	24.0%	16.9%	17.8%	19.7%	18.4%	18.1%	21.4%	18.9%	14.4%	23.8%	27.5%	21.1%	12.0%	15.6%	17.2%	14.8%	22.6%
Green Party	4.9%	12.2%	2.3%	7.7%	0.0%	4.2%	3.6%	4.2%	3.4%	3.8%	4.6%	4.1%	4.6%	5.7%	4.7%	6.8%	2.8%	5.3%
People's Party	5.2%	2.1%	6.3%	6.7%	7.9%	7.2%	3.3%	2.8%	7.3%	6.0%	4.0%	6.4%	9.5%	2.7%	2.0%	8.4%	7.0%	2.8%
Bloc Quebecois	5.7%	0.0%	0.0%	0.0%	0.0%	0.0%	24.9%	0.0%	0.0%	5.6%	6.0%	2.9%	6.2%	7.6%	6.3%	5.9%	5.1%	6.0%
Another party not listed here	0.7%	0.5%	0.6%	0.3%	3.7%	0.4%	1.1%	0.3%	2.2%	0.6%	0.6%	1.0%	0.6%	0.3%	1.1%	1.0%	0.7%	0.6%
Chi2:	-	(99.9)			++				+	(99.9)		(99.9)				(99.9)		
Margin of Error,around 50%	2.76	8.22	7.80	13.46	14.29	4.48	5.75	10.00	9.80	3.91	4.03	7.58	6.37	5.06	4.48	6.43	4.83	3.96

Federal vote intention (includes leaning)																		
	Total	Region							Gender		Age Group				Education			
		BC+Ter	AB	SK	MB	ON	QC	Atl	SK+MB	Male	Female	<35	35-49	50-64	65+	<HS	Collg	Uni
FEDVT2																		
Weighted Total:	1409	199	158	39	48	541	326	98	88	652	684	370	342	376	295	250	444	690
Total:	1414	159	174	62	53	529	328	109	115	684	657	183	269	417	518	258	461	669
Liberal Party	28.9%	25.3%	17.6%	17.2%	31.2%	33.7%	28.4%	33.4%	24.9%	26.9%	32.4%	22.9%	25.2%	34.6%	35.1%	28.4%	28.1%	30.4%
Conservative Party	28.4%	28.2%	49.8%	41.7%	29.4%	29.7%	14.3%	27.7%	34.9%	36.2%	22.5%	29.9%	25.9%	29.8%	30.1%	25.7%	33.5%	26.9%
New Democratic Party	17.1%	21.0%	15.4%	15.6%	17.4%	16.7%	15.8%	18.3%	16.6%	13.1%	21.4%	25.0%	18.5%	10.7%	14.4%	15.3%	13.1%	20.7%
Green Party	4.4%	10.6%	2.1%	6.7%	0.0%	3.8%	3.1%	3.6%	3.0%	3.5%	4.1%	3.8%	4.0%	5.1%	4.4%	6.1%	2.5%	4.8%
People's Party	4.6%	1.9%	5.7%	5.9%	6.9%	6.5%	2.9%	2.4%	6.5%	5.5%	3.6%	5.8%	8.3%	2.4%	1.8%	7.5%	6.2%	2.6%
Bloc Quebecois	5.0%	0.0%	0.0%	0.0%	0.0%	0.0%	21.8%	0.0%	0.0%	5.0%	5.4%	2.7%	5.4%	6.8%	5.8%	5.3%	4.5%	5.5%
Another party not listed here	0.6%	0.4%	0.5%	0.3%	3.2%	0.4%	0.9%	0.2%	1.9%	0.5%	0.5%	0.9%	0.5%	0.3%	1.0%	0.9%	0.6%	0.5%
Undecided	8.2%	10.7%	7.1%	8.2%	9.8%	6.5%	9.4%	10.3%	9.1%	8.8%	8.0%	7.1%	10.7%	8.5%	7.2%	10.6%	8.7%	7.4%
Skip	2.8%	2.0%	1.9%	4.3%	2.1%	2.7%	3.3%	4.1%	3.1%	0.5%	2.1%	2.0%	1.5%	1.8%	0.3%	0.3%	2.8%	1.1%
Chi2:	-	(99.9)								(99.9)		(99.9)				(99.9)		
Margin of Error,around 50%	2.61	7.77	7.43	12.45	13.46	4.26	5.41	9.39	9.14	3.75	3.82	7.24	5.98	4.80	4.31	6.10	4.56	3.79

Daily Tracking: August 20, 2021

Tracking federal vote intention

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



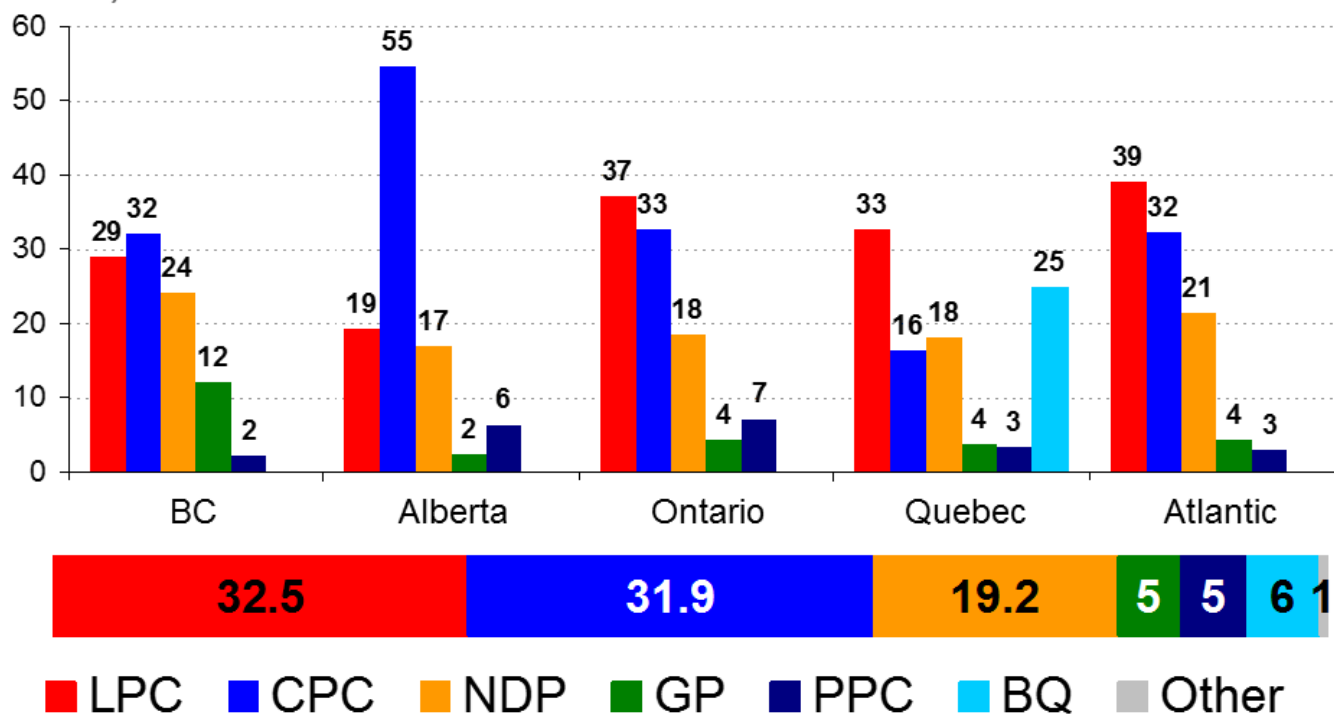
Note: These figures are based on decided and leaning voters only; 11.0% of respondents say they are undecided or skipped the question.

BASE: Canadians; August 16-19, 2021, n=1,426, MOE +/- 2.6%, 19 times out of 20

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Vote intention by region

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



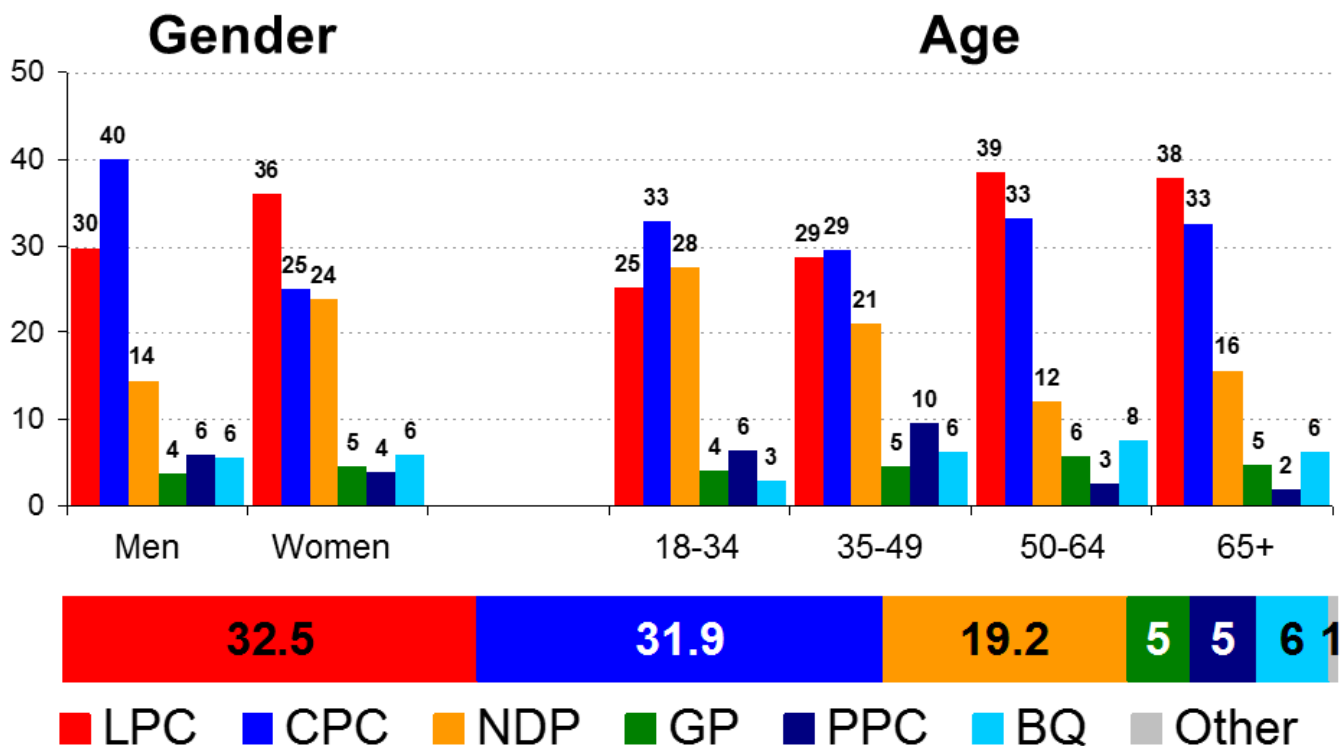
Note: Manitoba and Saskatchewan are omitted due to the small sample sizes in those regions

BASE: Canadians; August 16-19, 2021, n=1,426, MOE +/- 2.6%, 19 times out of 20

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Vote intention by demographics (i)

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

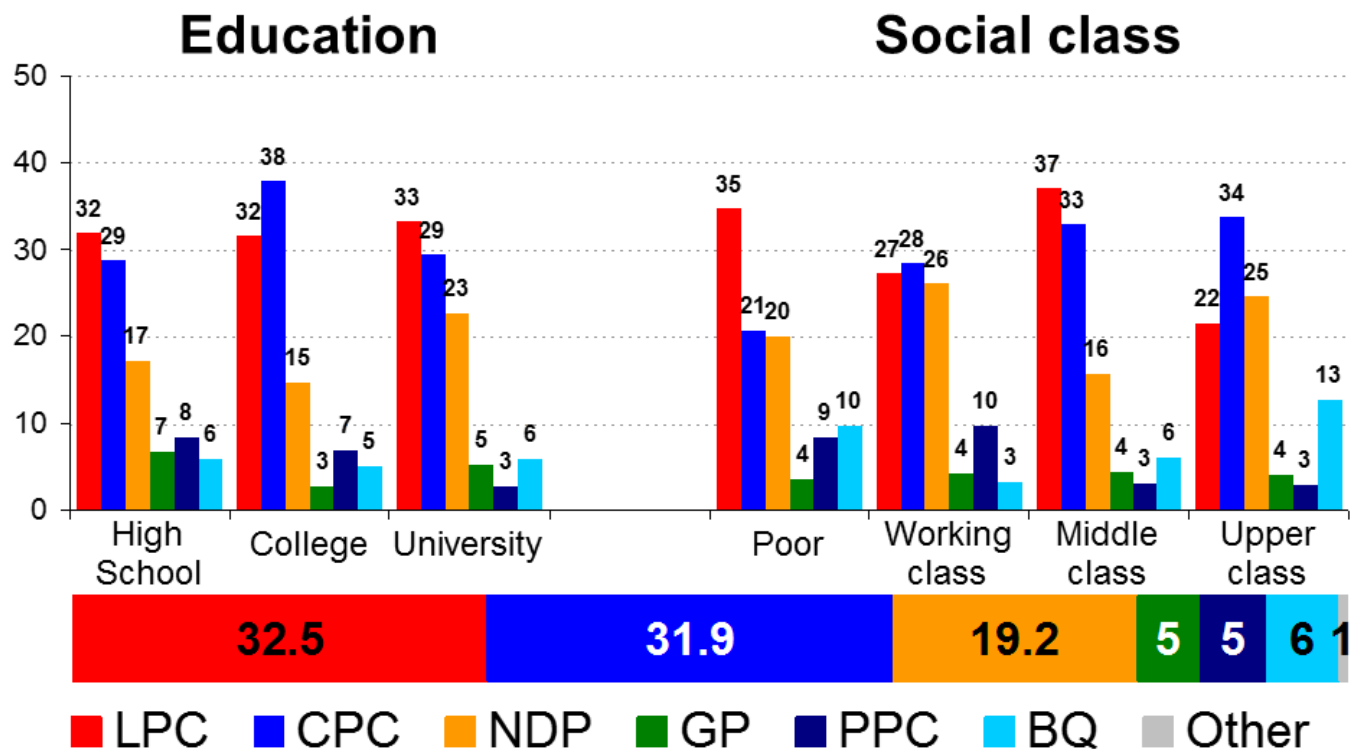


BASE: Canadians; August 16-19, 2021, n=1,426, MOE +/- 2.6%, 19 times out of 20

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Vote intention by demographics (ii)

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



BASE: Canadians; August 16-19, 2021, n=1,426, MOE +/- 2.6%, 19 times out of 20

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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 August 16-19, 2021. In total, a random sample of 1,426 Canadians aged 18 and over responded to the survey. The margin of error associated with the total sample is +/- 2.6 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.

Please [click here](#) for a copy of the data tables.

Please [click here](#) for a copy of the questionnaire that was used for this survey.

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August 20th, 2021 | Category: [National Results](#), [National Vote Intention](#)

Appendix E:
Ipsos Canada

Toronto, ON, Aug 17, 2021 — Despite the Prime Minister calling an election that a majority (56%) of Canadians believe should not be held during a pandemic, a new Ipsos poll conducted on behalf of Global News has shown that nothing has changed substantially with party standings even with the official start of the campaign.

If the election were held tomorrow, the results would be very similar to the results of Ipsos' polling last month: the Liberals under Justin Trudeau would receive 36% of the decided popular vote nationally (unchanged since last month), while Erin O'Toole and the Conservatives would receive 31%, up 1 point. Jagmeet Singh's NDP would receive 20% of the popular vote, unchanged, while Annamie Paul and the Green Party would receive the support of 5% of Canadians, up 2 points. The Bloc, led by Yves-Francois Blanchet, would receive 6% of the vote nationally (down 1 point), or 28% in Quebec. Just 1% would vote for Maxime Bernier and the People's Party (down 1 point), and 1% would vote for some other party (down 1 point). Nearly two in ten (17%) Canadians either remain undecided (13%) or would not vote in this election (4%), suggesting that the election is still far from over.

While match point remains elusive for the Liberals, they hold the advantage in some of Canada's most seat-rich provinces:

- In **Ontario**, the Liberals (40%) hold a lead over the Conservatives (31%), but not enough to earn them the number of seats they need to flirt with a majority government. The NDP (23%), Greens (3%) and others (3%) are further back.
- In **Quebec**, the Liberals (39%) have a double-digit lead over the Bloc (28%), while the Conservatives (17%), NDP (12%), and Greens (4%) trail.
- In **British Columbia**, the race is tighter with the Liberals (37%) having only a modest lead over the Tories (32%). The NDP is in third (20%), while the Greens (10%) and others (1%) are behind.
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- In **Saskatchewan and Manitoba**, the Conservatives (46%) also have a strong lead over the tied Liberals (23%) and NDP (24%), while the Greens (6%) and others (1%) trail.
- In **Atlantic Canada**, the Liberals (49%) maintain a healthy lead over the Conservatives (21%), NDP (18%), Greens (9%) and others (3%).

These vote figures within the regions would likely fail to produce a meaningful difference to the distribution of seats that presently comprises the House of Commons, suggesting that another minority government remains the likely outcome of this election.

The data also reveal that there are some key differences in voting intentions by gender, and by age:

- Among **men**, the Liberals (36%) and Conservatives (34%) are roughly tied, while the NDP (16%), Green (6%) and Bloc (5%) are behind.
- Among **women**, the Liberals (37%) enjoy a strong lead over the Tories (28%), NDP (23%), Bloc (7%) and Greens (4%).
- Among **those aged 55+**, the Liberals (39%) and Conservatives (38%) are tied, with the NDP (13%), Greens (5%) and Bloc (3%) struggling.
- Among **those aged 35–54**, the Liberals (37%) also have a strong lead over the Conservatives (28%) and NDP (21%), with the Bloc (8%) and Greens (5%) further behind.
- Among **those aged 18–34**, the Liberals (32%) and NDP (28%) are fighting for top spot, with the Conservatives (24%) not far behind. The Bloc (9%) and Greens (5%) are trailing.

Moreover, 41% believe the Trudeau government has done a good job and deserves re-election (down 1 point), a figure which sits 5 points above the Liberal vote intention. It seems that many Canadians would give Trudeau a thumbs up for his performance as Prime Minister but are still willing to entertain the possibility of change, with 57% saying it's time for another party to take over.

The quest for a majority is made more difficult by the fact that Canadians are split down the middle as to whether things in Canada are headed in the right direction (48%) or are headed off on the wrong track (50%). The Prime Minister will need to convince Canadians that a future under his continued leadership is better than the alternatives, and that he can steer Canada in the right direction.

About the Study

These are some of the findings of an Ipsos poll conducted between August 13 and 16, on behalf of Global News. For this survey, a sample of $n = 2,001$ Canadians aged 18+ was interviewed. A sample of $n = 1,501$ was interviewed online, via the Ipsos I-Say panel and non-panel sources, and respondents earn a nominal incentive for their participation. A sample of $n = 500$ Canadians aged 18+ was interviewed by live-interview telephone interviewers by landline and cellphone, using random-digit dialing. Quotas and weighting were employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. The precision of Ipsos polls which include non-probability sampling is measured using a credibility interval. In this case, the poll is accurate to within ± 2.5 percentage points, 19 times out of 20, had all Canadians been polled. The credibility interval will be wider among subsets of the population. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error. Ipsos abides by the disclosure standards established by the CRIC [found here](#).

Thinking of how you feel right now, if a FEDERAL election were held tomorrow, which of the following parties' candidate towards?

Wards:

		Region			
	Total	BC	AB	SK/MB	Ontario
		A	B	C	D
Base: All Respondents (unwtd)	2001	286	242	161	779
Base: All Respondents (wtd)	2001	272	225	131	766
The Conservative Party	508	71	103	46	203
	25%	26%	46%	35%	27%
		E	ADEF	EF	E
The Liberal Party	597	80	36	23	262
	30%	29%	16%	17%	34%
		BC			BC
The New Democratic Party (NDP)	322	44	39	24	151
	16%	16%	17%	18%	20%
		E	E	E	E
The Bloc Quebecois (BQ)	100	-	-	-	-
	5%	-	-	-	-
The Green Party	82	22	9	6	20
	4%	8%	4%	5%	3%
		DE			
The People's Party of Canada	12	-	2	-	7
	1%	-	1%	-	1%
Would not vote/None/Would spoil ballot	72	15	5	8	19
	4%	6%	2%	6%	2%
		D			
Don't Know/Not sure	254	32	21	23	83
	13%	12%	9%	17%	11%
Other	19	1	3	1	13
	1%	1%	1%	1%	2%
			E		E
Refusal	33	6	6	1	9
	2%	2%	3%	1%	1%

Sigma	2001	272	225	131	766
	100%	100%	100%	100%	100%

as would you, yourself, be most likely to support?/ Well, which party would you say you would lean

		Household Income				Household Compisition	
Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
E	F	G	H	I	J	K	L
371	162	454	321	532	499	500	1501
470	137	577	350	488	409	461	1540
61	25	106	88	134	136	98	410
13%	18%	18%	25%	27%	33%	21%	27%
				G	GH		
139	57	189	101	148	120	124	473
30%	42%	33%	29%	30%	29%	27%	31%
BC	ABCE						
43	21	97	53	86	62	77	246
9%	15%	17%	15%	18%	15%	17%	16%
100	-	38	17	29	14	33	67
21%	-	7%	5%	6%	4%	7%	4%
ABCDF						L	
14	11	25	16	7	21	25	57
3%	8%	4%	5%	1%	5%	5%	4%
	DE	I	I		I		
-	3	4	1	3	4	1	10
-	2%	1%	*	1%	1%	*	1%
	AE						
22	3	28	13	9	13	22	50
5%	2%	5%	4%	2%	3%	5%	3%
		I					
79	16	75	48	64	28	73	181
17%	12%	13%	14%	13%	7%	16%	12%
BD		J	J	J			
-	1	3	5	3	6	1	19
-	1%	1%	1%	1%	1%	*	1%
11	1	12	9	5	4	7	27
2%	*	2%	3%	1%	1%	1%	2%

470	137	577	350	488	409	461	1540
100%	100%	100%	100%	100%	100%	100%	100%

Thinking of how you feel right now, if a FEDERAL election were held tomorrow, which of the following parties' candidate towards?

Wards:

		Region			
	Total	BC	AB	SK/MB	Ontario
		A	B	C	D
Base: Decided Voters Leaners (unwtd)	1672	239	212	127	672
Base: Decided Voters Leaners (wtd)	1641	218	193	99	656
The Conservative Party	508	71	103	46	203
	31%	32%	53%	46%	31%
		E	ADEF	ADEF*	E
The Liberal Party	597	80	36	23	262
	36%	37%	19%	23%	40%
		BC		*	BC
The New Democratic Party (NDP)	322	44	39	24	151
	20%	20%	20%	24%	23%
		E	E	E*	E
The Bloc Quebecois (BQ)	100	-	-	-	-
	6%	-	-	-	-
				*	
The Green Party	82	22	9	6	20
	5%	10%	5%	6%	3%
		DE		*	
The People's Party of Canada	12	-	2	-	7
	1%	-	1%	-	1%
				*	
Other	19	1	3	1	13
	1%	1%	2%	1%	2%
				*	E
Sigma	1641	218	193	99	656
	100%	100%	100%	100%	100%

as would you, yourself, be most likely to support?/ Well, which party would you say you would lean

		Household Income				Household Compisition	
Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
E	F	G	H	I	J	K	L
285	137	361	265	457	446	408	1264
357	118	462	280	410	363	359	1282
61	25	106	88	134	136	98	410
17%	21%	23%	31%	33%	37%	27%	32%
	*			G	G		
139	57	189	101	148	120	124	473
39%	49%	41%	36%	36%	33%	35%	37%
BC	BC*						
43	21	97	53	86	62	77	246
12%	18%	21%	19%	21%	17%	21%	19%
	*						
100	-	38	17	29	14	33	67
28%	-	8%	6%	7%	4%	9%	5%
ABCDF	*	J				L	
14	11	25	16	7	21	25	57
4%	9%	5%	6%	2%	6%	7%	4%
	D*	I	I		I		
-	3	4	1	3	4	1	10
-	2%	1%	*	1%	1%	*	1%
	AE*						
-	1	3	5	3	6	1	19
-	1%	1%	2%	1%	2%	*	1%
	*						
357	118	462	280	410	363	359	1282
100%	100%	100%	100%	100%	100%	100%	100%

Thinking about the Liberal government under the leadership of Justin Trudeau, from what you have seen, read or heard disapprove of their performance?

		Region			
	Total	BC	AB	SK/MB	Ontario
		A	B	C	D
Base: All Respondents (unwtd)	2001	286	242	161	779
Base: All Respondents (wtd)	2001	272	225	131	766
Top 2 Box (Net)	1014	135	71	46	398
	51%	50%	32%	35%	52%
		BC			BC
Strongly approve	225	26	17	10	91
	11%	10%	8%	8%	12%
Somewhat approve	789	109	54	36	307
	39%	40%	24%	27%	40%
		BC			BC
Bottom 2 Box (Net)	979	136	153	83	366
	49%	50%	68%	64%	48%
		E	ADEF	ADEF	E
Somewhat disapprove	423	59	45	37	150
	21%	22%	20%	29%	20%
				D	
Strongly disapprove	556	77	108	46	216
	28%	28%	48%	35%	28%
		E	ACDEF	EF	EF
Don't know	3	-	-	-	2
	*	-	-	-	*
Refusal	5	1	1	2	1
	*	*	*	1%	*
				D	
Sigma	2001	272	225	131	766
	100%	100%	100%	100%	100%

, would you say that you strongly approve, somewhat approve, somewhat disapprove or strongly

		Household Income				Household Compisition	
Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
E	F	G	H	I	J	K	L
371	162	454	321	532	499	500	1501
470	137	577	350	488	409	461	1540
287	78	326	177	243	188	245	770
61%	57%	57%	51%	50%	46%	53%	50%
ABCD	BC	J					
61	19	87	42	45	35	38	187
13%	14%	15%	12%	9%	9%	8%	12%
		IJ					K
226	58	239	135	198	153	207	582
48%	43%	41%	39%	41%	37%	45%	38%
BCD	BC					L	
182	58	250	170	244	220	213	766
39%	42%	43%	49%	50%	54%	46%	50%
					G		
98	33	104	72	102	102	94	329
21%	24%	18%	21%	21%	25%	20%	21%
					G		
84	25	146	97	142	118	119	437
18%	18%	25%	28%	29%	29%	26%	28%
-	1	-	2	*	-	-	3
-	1%	-	1%	*	-	-	*
1	-	1	1	1	1	3	1
*	-	*	*	*	*	1%	*
						L	
470	137	577	350	488	409	461	1540
100%	100%	100%	100%	100%	100%	100%	100%

Some people say that the Liberal government under Prime Minister Justin Trudeau has done a good job and deserves to stay in power. Which of these statements is closest to your point of view?

		Region			
		Total	BC	AB	SK/MB
		A	B	C	D
Base: All Respondents (unwtd)	2001	286	242	161	779
Base: All Respondents (wtd)	2001	272	225	131	766
Trudeau government has done a good job and deserves re-election	826	116	53	32	322
	41%	43%	23%	25%	42%
		BC			BC
Time for another federal party to take over	1135	151	167	95	435
	57%	55%	74%	72%	57%
			ADEF	ADEF	E
Don't know	25	1	4	-	8
	1%	*	2%	-	1%
Refusal	15	5	1	4	1
	1%	2%	1%	3%	*
		D		D	
Sigma	2001	272	225	131	766
	100%	100%	100%	100%	100%

› be re-elected. Other people say that it is time for another federal party to take over and run the

		Household Income				Household Compisition	
Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
E	F	G	H	I	J	K	L
371	162	454	321	532	499	500	1501
470	137	577	350	488	409	461	1540
241	61	272	138	198	142	190	636
51%	45%	47%	39%	40%	35%	41%	41%
BCD	BC	J					
219	69	297	208	282	252	264	871
47%	50%	51%	59%	58%	62%	57%	57%
					G		
6	6	4	2	6	8	2	23
1%	5%	1%	1%	1%	2%	*	1%
	ACDE						
4	1	4	1	2	6	6	10
1%	*	1%	*	*	2%	1%	1%
470	137	577	350	488	409	461	1540
100%	100%	100%	100%	100%	100%	100%	100%

Generally speaking, would you say that things in this country are heading in the right direction, or are they off on the w

		Region			
	Total	BC	AB	SK/MB	Ontario
		A	B	C	D
Base: All Respondents (unwtd)	2001	286	242	161	779
Base: All Respondents (wtd)	2001	272	225	131	766
Right direction	958	127	67	38	389
	48%	47%	30%	29%	51%
		BC			BC
Wrong track	1008	139	156	88	368
	50%	51%	69%	67%	48%
		E	ADEF	ADEF	
Don't know	23	3	1	3	7
	1%	1%	*	2%	1%
Refusal	11	3	*	2	2
	1%	1%	*	2%	*
				E	
Sigma	2001	272	225	131	766
	100%	100%	100%	100%	100%

rong track?

		Household Income				Household Compisition	
Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
E	F	G	H	I	J	K	L
371	162	454	321	532	499	500	1501
470	137	577	350	488	409	461	1540
268	69	306	170	231	172	210	748
57%	51%	53%	49%	47%	42%	46%	49%
ABC	BC	J					
194	63	266	177	249	223	241	767
41%	46%	46%	51%	51%	55%	52%	50%
					G		
8	1	2	1	6	9	8	15
2%	1%	*	*	1%	2%	2%	1%
					G		
-	3	3	1	2	5	2	9
-	2%	1%	*	*	1%	*	1%
	DE						
470	137	577	350	488	409	461	1540
100%	100%	100%	100%	100%	100%	100%	100%

Now, please indicate if you agree or disagree with the following statements: - We should not be having an election duri

		Region			
	Total	BC	AB	SK/MB	Ontario
		A	B	C	D
Base: All Respondents (unwtd)	1501	216	177	111	617
Base: All Respondents (wtd)	1455	202	159	86	584
Top 2 Box (Net)	810	113	83	32	343
	56%	56%	52%	37%	59%
		C	C	*	C
Strongly agree	422	60	48	17	181
	29%	30%	30%	20%	31%
				*	
Somewhat agree	388	53	35	15	162
	27%	26%	22%	17%	28%
				*	
Bottom 2 Box (Net)	470	63	53	35	176
	32%	31%	33%	40%	30%
				*	
Somewhat disagree	267	41	26	14	111
	18%	21%	16%	16%	19%
				*	
Strongly disagree	203	21	27	21	65
	14%	11%	17%	24%	11%
				AD*	
Don't know/ Not sure	175	26	23	19	66
	12%	13%	14%	22%	11%
				DE*	
Sigma	1455	202	159	86	584
	100%	100%	100%	100%	100%

ng a pandemic

		Household Income				Household Compisition	
Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
E	F	G	H	I	J	K	L
268	112	353	248	403	339	368	1133
330	95	419	265	362	267	340	1115
186	54	219	130	206	156	171	640
56%	57%	52%	49%	57%	58%	50%	57%
C	C*						
92	25	111	81	101	82	75	348
28%	27%	26%	30%	28%	31%	22%	31%
	*						K
94	29	109	49	105	74	96	292
29%	30%	26%	19%	29%	28%	28%	26%
	*			H	H		
118	25	145	94	118	87	126	343
36%	26%	35%	35%	33%	32%	37%	31%
	*						
61	13	74	64	64	54	69	198
19%	14%	18%	24%	18%	20%	20%	18%
	*						
57	12	71	30	55	32	57	145
17%	12%	17%	11%	15%	12%	17%	13%
D	*						
25	16	54	41	38	25	43	132
8%	17%	13%	15%	11%	9%	13%	12%
	E*						
330	95	419	265	362	267	340	1115
100%	100%	100%	100%	100%	100%	100%	100%

PRESS RELEASE

Out of the Starting Blocks - More of the Same: Liberals 36%, Conservatives 31%, NDP 20%, Bloc 6%, Green 5%

Liberals Lead but Majority not Secure

Toronto, ON, Aug 17, 2021 — Despite the Prime Minister calling an election that a majority (56%) of Canadians believe should **not** be held during a pandemic, a new Ipsos poll conducted on behalf of Global News has shown that nothing has changed substantially with party standings even with the official start of the campaign.

If the election were held tomorrow, the results would be very similar to the results of Ipsos' polling last month: the Liberals under Justin Trudeau would receive 36% of the decided popular vote nationally (unchanged since last month), while Erin O'Toole and the Conservatives would receive 31%, up 1 point. Jagmeet Singh's NDP would receive 20% of the popular vote, unchanged, while Annamie Paul and the Green Party would receive the support of 5% of Canadians, up 2 points. The Bloc, led by Yves-Francois Blanchet, would receive 6% of the vote nationally (down 1 point), or 28% in Quebec. Just 1% would vote for Maxime Bernier and the People's Party (down 1 point), and 1% would vote for some other party (down 1 point). Nearly two in ten (17%) Canadians either remain undecided (13%) or would not vote in this election (4%), suggesting that the election is still far from over.

While match point remains elusive for the Liberals, they hold the advantage in some of Canada's most seat-rich provinces:

- In **Ontario**, the Liberals (40%) hold a lead over the Conservatives (31%), but not enough to earn them the number of seats they need to flirt with a majority government. The NDP (23%), Greens (3%) and others (3%) are further back.
- In **Quebec**, the Liberals (39%) have a double-digit lead over the Bloc (28%), while the Conservatives (17%), NDP (12%), and Greens (4%) trail.
- In **British Columbia**, the race is tighter with the Liberals (37%) having only a modest lead over the Tories (32%). The NDP is in third (20%), while the Greens (10%) and others (1%) are behind.
- In **Alberta**, the Tories (53%) have regained their more traditional advantage over the Liberals (19%), NDP (20%), Greens (5%) and others (3%).
- In **Saskatchewan and Manitoba**, the Conservatives (46%) also have a strong lead over the tied Liberals (23%) and NDP (24%), while the Greens (6%) and others (1%) trail.
- In **Atlantic Canada**, the Liberals (49%) maintain a healthy lead over the Conservatives (21%), NDP (18%), Greens (9%) and others (3%).

PRESS RELEASE

These vote figures within the regions would likely fail to produce a meaningful difference to the distribution of seats that presently comprises the House of Commons, suggesting that another minority government remains the likely outcome of this election.

The data also reveal that there are some key differences in voting intentions by gender, and by age:

- Among **men**, the Liberals (36%) and Conservatives (34%) are roughly tied, while the NDP (16%), Green (6%) and Bloc (5%) are behind.
- Among **women**, the Liberals (37%) enjoy a strong lead over the Tories (28%), NDP (23%), Bloc (7%) and Greens (4%).
- Among **those aged 55+**, the Liberals (39%) and Conservatives (38%) are tied, with the NDP (13%), Greens (5%) and Bloc (3%) struggling.
- Among **those aged 35-54**, the Liberals (37%) also have a strong lead over the Conservatives (28%) and NDP (21%), with the Bloc (8%) and Greens (5%) further behind.
- Among **those aged 18-34**, the Liberals (32%) and NDP (28%) are fighting for top spot, with the Conservatives (24%) not far behind. The Bloc (9%) and Greens (5%) are trailing.

Underlying assessments of the Trudeau government remain lukewarm. Overall, 51% approve of the performance of the Liberal government under Justin Trudeau (up 1 point), but this assessment is tepid at best with only 11% saying they strongly approve while 39% somewhat approve. In contrast, 49% disapprove (28% strongly/21% somewhat)

Moreover, 41% believe the Trudeau government has done a good job and deserves re-election (down 1 point), a figure which sits 5 points above the Liberal vote intention. It seems that many Canadians would give Trudeau a thumbs up for his performance as Prime Minister but are still willing to entertain the possibility of change, with 57% saying it's time for another party to take over.

The quest for a majority is made more difficult by the fact that Canadians are split down the middle as to whether things in Canada are headed in the right direction (48%) or are headed off on the wrong track (50%). The Prime Minister will need to convince Canadians that a future under his continued leadership is better than the alternatives, and that he can steer Canada in the right direction.

PRESS RELEASE

About the Study

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<https://ipsosintelligence.ca/canadiancontext/>

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PRESS RELEASE

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Appendix F:
Leger



NORTH AMERICAN TRACKER

Leger

August 16th, 2021
E D I T I O N



THE CANADIAN PRESS 

METHODOLOGICAL APPROACH

METHODOLOGY



Leger, the largest Canadian-owned polling and marketing research firm, in collaboration with The Canadian Press, conducted this web survey with a representative sample of **2,007 Canadians and 1,005 Americans**, over the age of 18, selected from LEO's (Leger Opinion) representative panel. The questionnaire consisted of 25 questions and was completed in 10 minutes on average. Data collection took place from **August 13th, 2021, to August 15th, 2021**, via Computer-Assisted Web Interviewing technology (CAWI).

Using 2016 Census reference variables, the Canadian data was then analyzed and weighted by our statisticians according to gender, age, mother tongue, region, education level, presence of children in households, and according to the party they voted for in the last federal election in order to render a representative sample of the general population. Using 2010 U.S. Census reference variables, the American data was then analyzed and weighted by our statisticians according to gender, age, region, race/ethnicity, household size and education level in order to render a representative sample of the general population.

METHODOLOGICAL APPROACH

METHODOLOGY



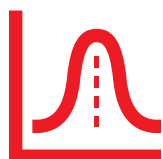
The LEO (Leger Opinion) panel is the largest Canadian panel with over 400,000 representative panelists from all regions of Canada. LEO was created by Leger based on a representative Canadian sample of Canadian citizens with Internet access.

LEO's panelists were randomly selected (RDD) through Leger's call centre, panelists from more hard-to-reach target groups were also added to the panel through targeted recruitment campaigns. The double opt-in selection process, a model to detect fraud and the renewal of 25% of the panel each year ensures complete respondent quality. To ensure a higher response rate and reach people on their mobile devices, Leger has also developed a high-performance Apple and Android application.

In fact, Leger is the only Canadian research firm offering both the number and quality of panelists. Most competing polling firms in Canada and the United States also use the LEO panel.

METHODOLOGICAL APPROACH

METHODOLOGY



A margin of error cannot be associated with a non-probability sample in a panel survey. For comparison purposes, a probability sample of this size would have a margin of error **$\pm 2.18\%$, 19 times out of 20** for the Canadian sample and of **$\pm 3.09\%$, 19 times out of 20** for the American sample. The results presented in this study comply with the public opinion research standards and disclosure requirements of CRIC (the Canadian Research and Insights Council) and the global ESOMAR network. Leger is a founding member of CRIC and is actively involved in raising quality standards in the survey industry. President Jean-Marc Léger is a member of the CRIC's Board of Directors and the Canadian representative of ESOMAR.

FOR MORE INFORMATION

SPOKESPEOPLE

To request an interview about the information contained in this report, please contact one of the following people:

Name	Title	Email Address	Office	Language(s) Spoken
Jean-Marc Léger	President	jmleger@leger360.com	Montreal	English/French
Christian Bourque	Executive Vice-President	cbourque@leger360.com	Montreal	English/French
Andrew Enns	Executive Vice-President, Winnipeg	aenns@leger360.com	Winnipeg	English

METHODOLOGICAL APPROACH

METHODOLOGY

Leger is the polling firm that has presented the most accurate data, on average, over the last ten years in Canada. During the last federal election in 2019, Leger was once again **the most accurate firm in the country**. This accuracy is attributed to the quality of the LEO panel and rigorous application of methodological rules by Leger's 600 employees, including 200 professionals in Leger's eight offices across Canada (Montreal, Toronto, Quebec City, Winnipeg, Calgary, Edmonton and Vancouver) and in the United States (Philadelphia).

Poll aggregator 338Canada.com gave Leger the highest rating among all polling firms in Canada for the accuracy of its studies. See <https://338canada.com/pollster-ratings.htm>

2019 CANADIAN FEDERAL ELECTION



LEGER SURVEY

Published in *Le Journal de Montréal*
October 20, 2019

33%

33%

18%

8%

6%

2%

OFFICIAL RESULTS

2019 Canadian Federal Election

33%

34%

16%

8%

7%

2%

NOTES ON READING THIS REPORT

METHODOLOGY



The numbers presented have been rounded. However, the numbers before rounding were used to calculate the sums presented and might therefore not correspond to the manual addition of these numbers.

In this report, data in bold **red** characters indicates a significantly lower proportion than that of other respondents. Conversely, data in bold **green** characters indicates a significantly higher proportion than that of other respondents.

A more detailed methodology is presented in the appendix.

If you have questions about the data presented in this report, please contact Christian Bourque, Associate and Executive Vice-President at the following e-mail address: cbourque@leger360.com or Jack Jedwab, President & CEO of the Association for Canadian Studies: jack.jedwab@acs-aec.ca



Leger

FEDERAL POLITICS

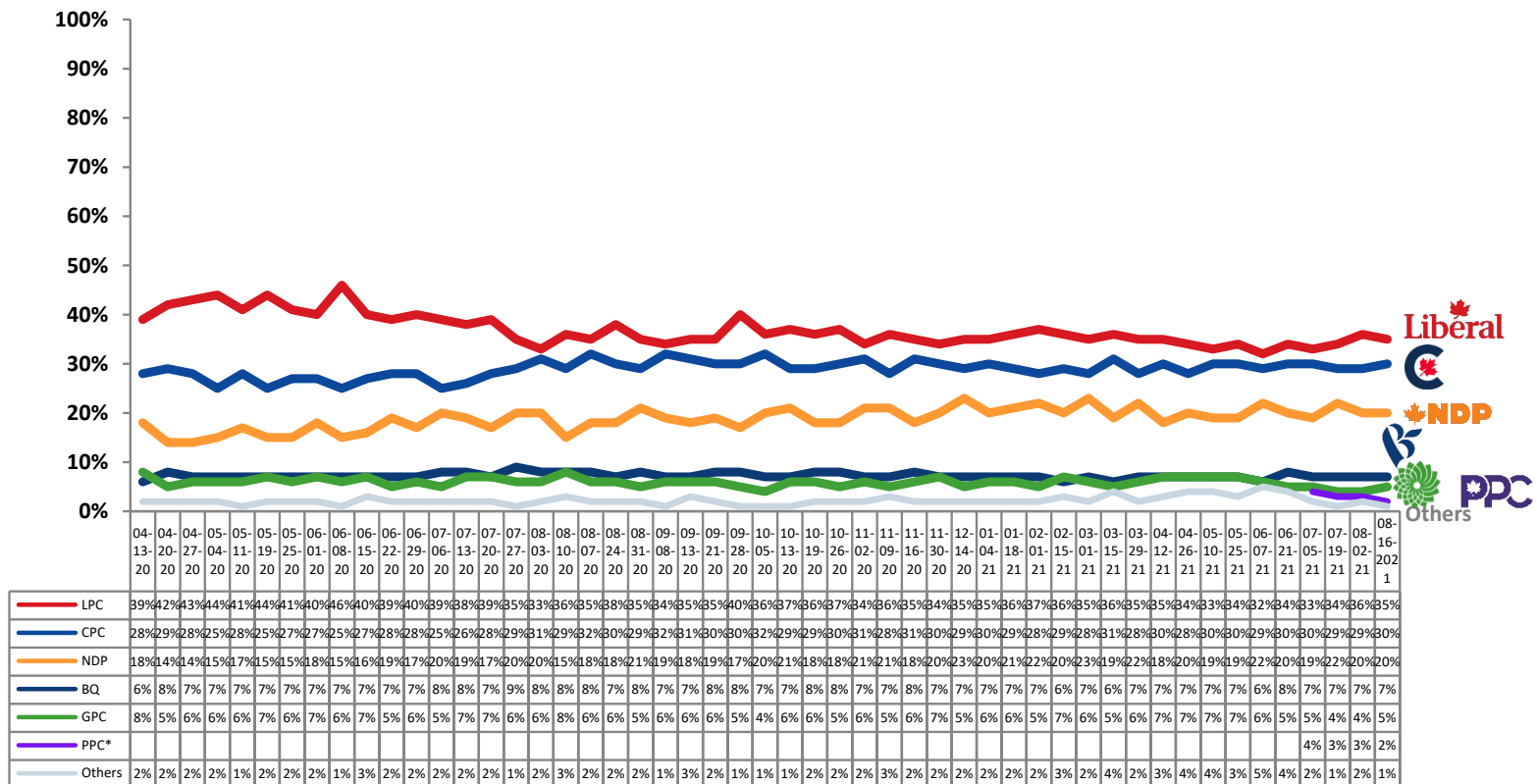
VOTING INTENTIONS - FEDERAL ELECTIONS

CTC37. If federal elections were held today, for which political party would you be most likely to vote? Would it be for...? *In the event a respondent had no opinion, the following prompting question was asked: Even if you have not yet made up your mind, for which of the following political parties would you be most likely to vote? Would it be for the ...*

Base: All respondents (n=2,007), except for the Bloc Québécois, Quebecers only

	TOTAL Canada	TOTAL Decided voters	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub- urban	Rural	TOTAL August 2 nd 2021	Gap
Weighted n=	2,007	1,644	112	381	628	99	195	230	834	811	449	545	650	715	636	288	1,706	
Unweighted n=	2,007	1,678	167	410	503	157	178	263	892	786	422	628	628	770	641	261	1,737	
... Justin Trudeau's Liberal Party of Canada	29%	35%	41%	37%	37%	28%	24%	38%	35%	36%	31%	34%	40%	37%	37%	29%	36%	-1
... Erin O'Toole's Conservative Party of Canada	24%	30%	27%	15%	32%	42%	47%	29%	34%	25%	23%	31%	33%	27%	30%	36%	29%	+1
... Jagmeet Singh's New Democratic Party of Canada	16%	20%	22%	12%	23%	24%	17%	22%	14%	25%	32%	20%	11%	22%	17%	19%	20%	-
... Yves-François Blanchet's Bloc Québécois	6%	7%	-	30%	-	-	-	-	-	-	-	-	-	-	-	-	7%	-
... Annamie Paul's Green Party of Canada	4%	5%	7%	4%	4%	4%	3%	8%	3%	6%	7%	4%	4%	4%	6%	4%	4%	+1
... Maxime Bernier's People's Party of Canada*	2%	2%	2%	2%	3%	2%	4%	2%	4%	1%	3%	3%	2%	2%	2%	4%	3%	-1
... another party	1%	1%	1%	1%	1%	0%	5%	1%	3%	0%	2%	2%	1%	1%	1%	2%	2%	-1
I would not vote	4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
I would cancel my vote	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
I don't know	11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Refusal	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

EVOLUTION OF VOTING INTENTIONS IN CANADA



CHOICE OF POLITICAL PARTY (1/2)

CTC694. Is this your final choice or are you likely to change your mind?

Base: Decided voters (n=1,678)

58%



Final choice

23%



I'm likely to change my mind

19%









Don't know

	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural	TOTAL August 2 nd	Gap
Weighted n =	1,644	112	381	628	99	195	230	449	545	650	715	636	288	1,706	
Unweighted n =	1,678	167	410	503	157	178	263	422	628	628	770	641	261	1,737	
Final choice	58%	65%	47%	59%	65%	60%	63%	51%	54%	66%	59%	54%	63%	57%	+1
I'm likely to change my mind	23%	15%	45%	18%	14%	19%	15%	30%	25%	18%	23%	25%	21%	25%	-2
Don't know	19%	20%	8%	22%	21%	21%	22%	18%	22%	17%	17%	21%	16%	18%	+1

CHOICE OF POLITICAL PARTY – DETAILS BY VOTING INTENTIONS (2/2)

CTC694. Is this your final choice or are you likely to change your mind?

Base: Decided voters

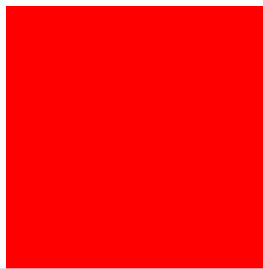
		 Liberal		 NDP				
	TOTAL CANADA	LPC	CPC	NDP	BQ	GPC	PPC	Others
Weighted n=	1,644	581	486	322	114	77	40	24
Unweighted n=	1,678	607	499	328	114	70	38	22*
Final choice	58%	59%	67%	46%	55%	49%	61%	37%
I'm likely to change my mind	23%	23%	16%	27%	40%	37%	32%	24%
Don't know	19%	18%	17%	28%	5%	14%	7%	39%

*Given the small number of respondents (n<30) data are presented for illustrative purposes only.

LIKELIHOOD OF DECIDING AND CASTING A VOTE AMONG UNDECIDED VOTERS

CTC757. Even though you are currently unsure who to support in the election, how likely are you to make a decision in the end and cast your vote in the election?

Base: Respondents who do not know who to vote for (n=203)

73%

7%

20%


Likely

Not likely

Don't know

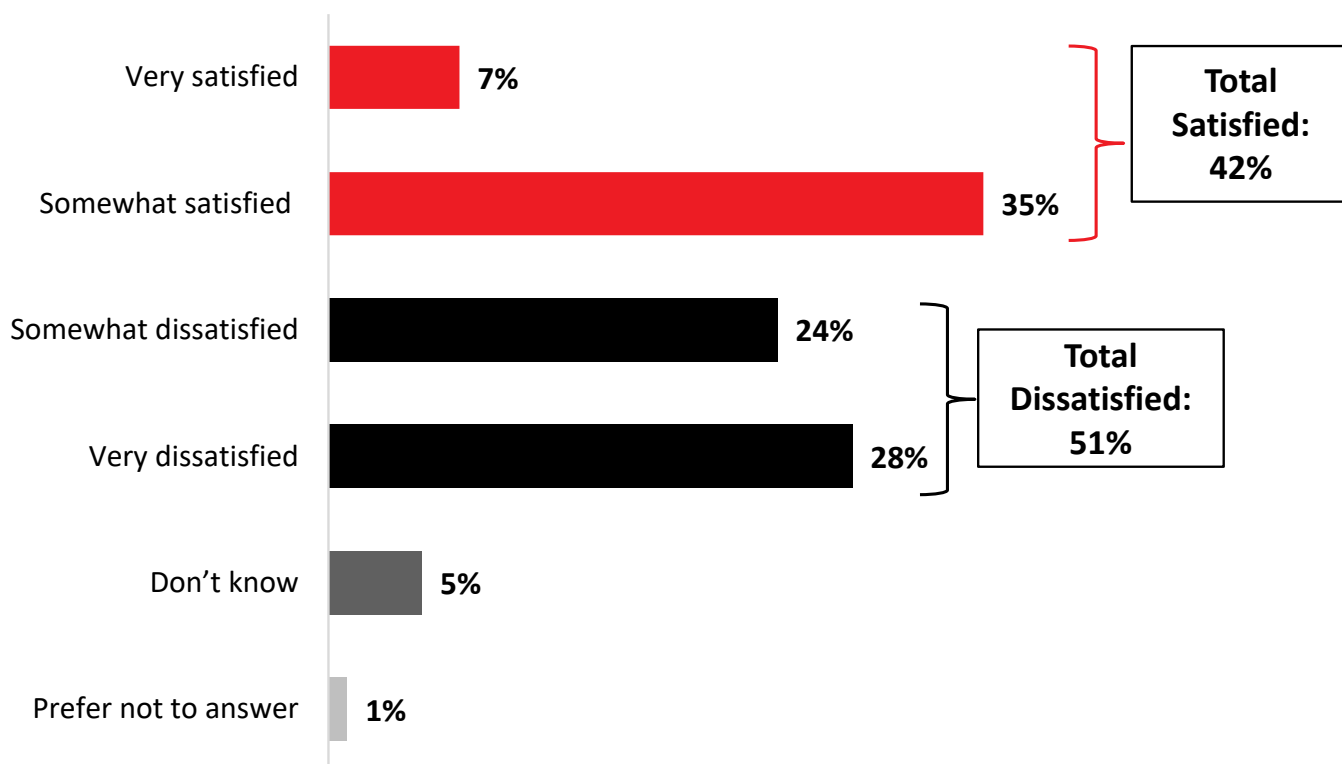
	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n =	228	16	48	97	20	21	27	58	87	84	92	86	49
Unweighted n =	203	22*	49	67	27*	15*	23*	47	85	71	85	76	41
Likely	73%	91%	82%	70%	57%	63%	78%	64%	67%	85%	76%	70%	72%
Not likely	7%	3%	0%	8%	13%	23%	5%	5%	11%	5%	4%	9%	10%
Don't know	20%	6%	18%	22%	31%	14%	17%	31%	22%	10%	20%	21%	17%

*Given the small number of respondents (n<30) data are presented for illustrative purposes only.

SATISFACTION WITH TRUDEAU'S GOVERNMENT (1/3)

CTC695. Are you very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the Canadian government led by Justin Trudeau?

Base: All respondents (n=2,007)



SATISFACTION WITH TRUDEAU'S GOVERNMENT (2/3)

CTC695. Are you very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the Canadian government led by Justin Trudeau?

Base: All respondents

	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural	TOTAL August 2 nd	Gap
Weighted n=	2,007	137	471	770	131	225	272	547	684	775	858	770	369	2,079	
Unweighted n=	2,007	202	502	601	200	201	301	503	770	734	906	764	328	2,079	
Total Satisfied	42%	50%	46%	41%	37%	32%	45%	43%	40%	43%	47%	42%	32%	46%	-4
Very satisfied	7%	11%	7%	6%	9%	3%	9%	7%	5%	8%	10%	4%	3%	8%	-1
Somewhat satisfied	35%	40%	39%	35%	28%	29%	36%	36%	36%	35%	37%	37%	29%	38%	-3
Total Dissatisfied	51%	40%	46%	53%	57%	65%	50%	48%	52%	53%	47%	53%	59%	49%	+2
Somewhat dissatisfied	24%	17%	28%	25%	25%	16%	24%	26%	23%	23%	25%	24%	23%	22%	+2
Very dissatisfied	28%	23%	18%	28%	32%	49%	26%	22%	29%	30%	22%	29%	37%	27%	+1
Don't know	5%	8%	6%	5%	5%	3%	4%	8%	6%	2%	5%	4%	7%	4%	+1
Prefer not to answer	1%	1%	2%	1%	1%	0%	1%	1%	2%	1%	1%	2%	2%	1%	-

CTC695. Are you very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the Canadian government led by Justin Trudeau?







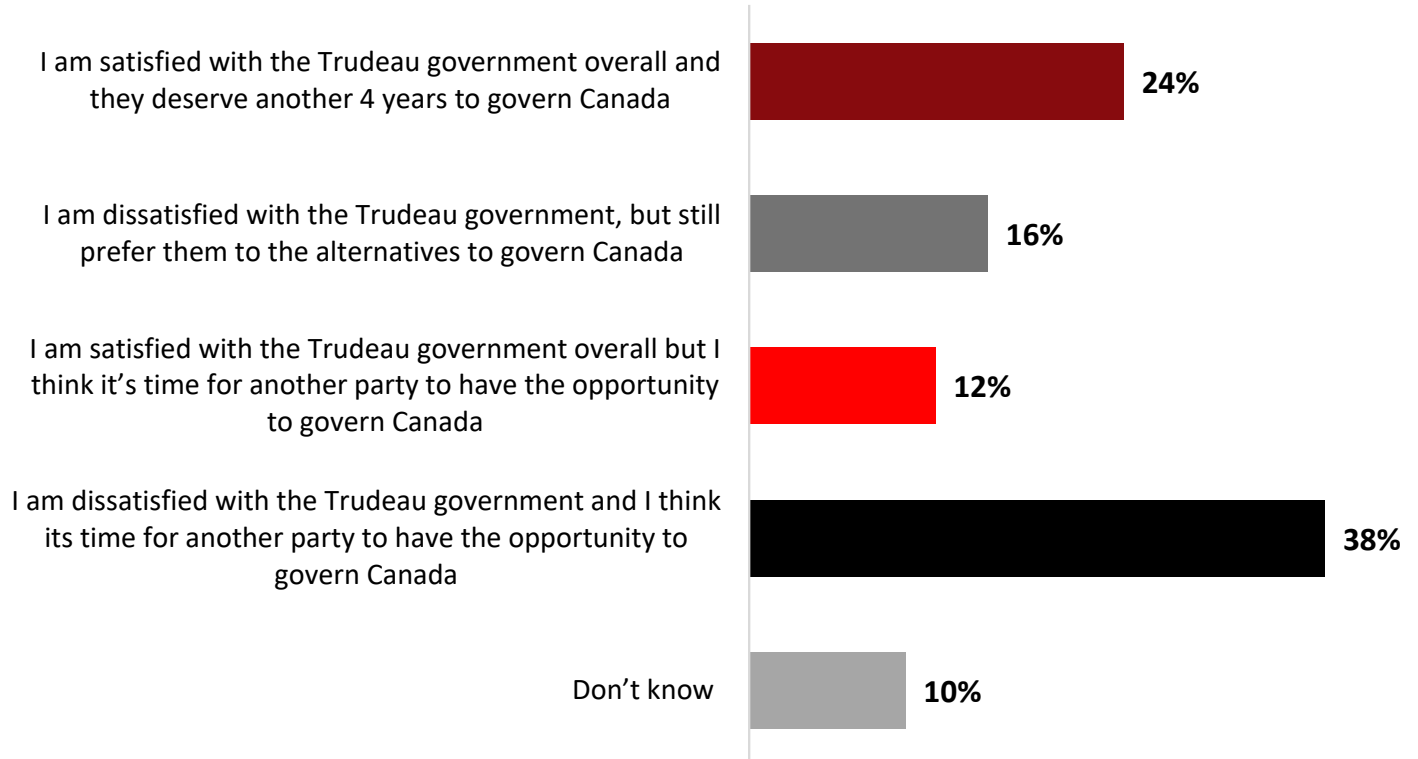

Total Satisfied	42%	82%	19%	41%	24%	37%	8%	7%
Very satisfied	7%	18%	4%	2%	1%	3%	3%	0%
Somewhat satisfied	35%	64%	15%	39%	24%	34%	5%	7%
Total Dissatisfied	51%	15%	81%	55%	71%	59%	92%	70%
Somewhat dissatisfied	24%	12%	20%	37%	45%	41%	14%	10%
Very dissatisfied	28%	3%	61%	18%	26%	18%	79%	60%
Don't know	5%	2%	0%	4%	4%	2%	0%	23%
Prefer not to answer	1%	1%	0%	0%	1%	2%	0%	0%

15

TIME FOR CHANGE (1/3)

CTC753. The Trudeau government is entering its 6th year in office. Which of the following statements best represents your view regarding the current government:

Base: All respondents (n=2,007)



TIME FOR CHANGE (2/3)

CTC753. The Trudeau government is entering its 6th year in office. Which of the following statements best represents your view regarding the current government:

Base: All respondents

	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	2,007	137	471	770	131	225	272	547	684	775	858	770	369
Unweighted n=	2,007	202	502	601	200	201	301	503	770	734	906	764	328
I am satisfied with the Trudeau government overall and they deserve another 4 years to govern Canada	24%	32%	27%	24%	23%	18%	24%	21%	23%	28%	27%	25%	18%
I am dissatisfied with the Trudeau government, but still prefer them to the alternatives to govern Canada	16%	13%	18%	18%	9%	9%	16%	15%	14%	18%	17%	16%	12%
I am satisfied with the Trudeau government overall but I think it's time for another party to have the opportunity to govern Canada	12%	13%	12%	13%	9%	9%	12%	20%	12%	6%	14%	12%	8%
I am dissatisfied with the Trudeau government and I think its time for another party to have the opportunity to govern Canada	38%	28%	32%	35%	49%	58%	36%	31%	40%	40%	32%	38%	48%
Don't know	10%	14%	11%	10%	10%	5%	12%	13%	11%	8%	10%	9%	13%

TIME FOR CHANGE - DETAILS BY VOTING INTENTIONS (3/3)

CTC753. The Trudeau government is entering its 6th year in office. Which of the following statements best represents your view regarding the current government:

Base: All respondents



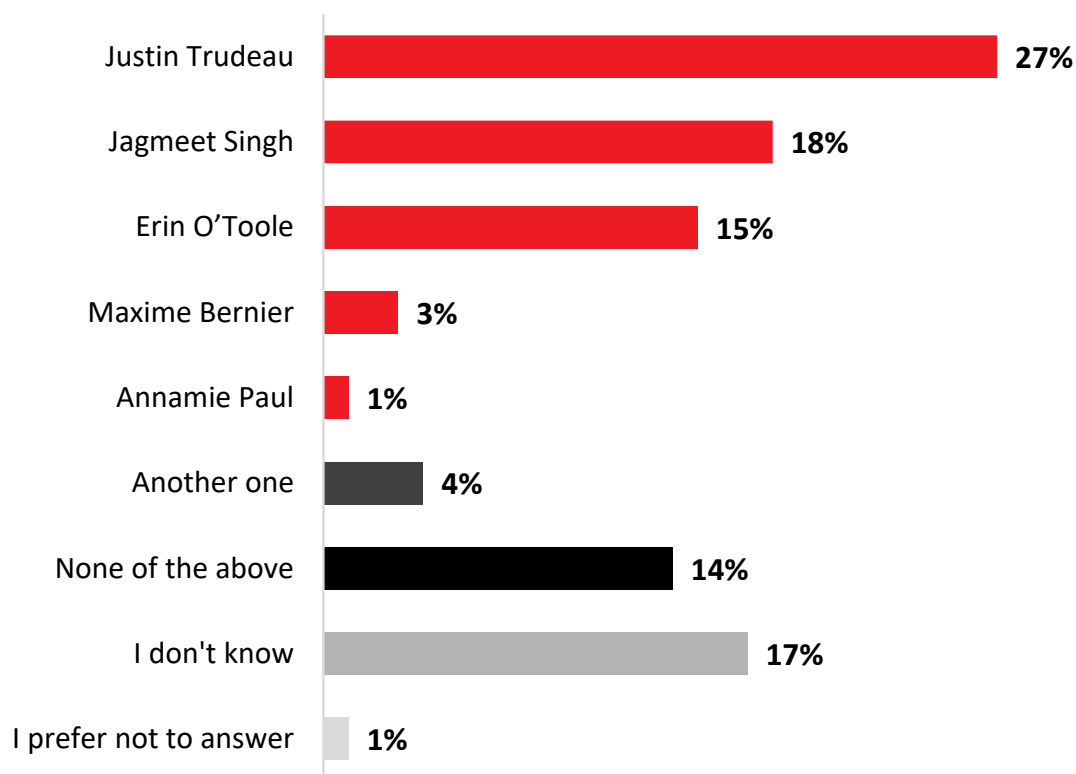
	TOTAL CANADA	LPC	CPC	NDP	BQ	GPC	PPC	Others
Weighted n=	2,007	581	486	322	114	77	40	24
Unweighted n=	2,007	607	499	328	114	70	38	22*
I am satisfied with the Trudeau government overall and they deserve another 4 years to govern Canada	24%	64%	10%	6%	9%	14%	7%	0%
I am dissatisfied with the Trudeau government, but still prefer them to the alternatives to govern Canada	16%	17%	8%	22%	32%	25%	0%	7%
I am satisfied with the Trudeau government overall but I think it's time for another party to have the opportunity to govern Canada	12%	9%	7%	32%	7%	14%	4%	17%
I am dissatisfied with the Trudeau government and I think its time for another party to have the opportunity to govern Canada	38%	5%	74%	32%	47%	37%	88%	72%
Don't know	10%	4%	1%	7%	5%	10%	2%	4%

*Given the small number of respondents (n<30) data are presented for illustrative purposes only.

LEADER WHO WOULD MAKE THE BEST PRIME MINISTER (1/3)

CTC696. In your opinion, which federal party leader would make the best Prime Minister of Canada?

Base: All respondents (n=2,007)



LEADER WHO WOULD MAKE THE BEST PRIME MINISTER (2/3)

CTC696. In your opinion, which federal party leader would make the best Prime Minister of Canada?

Base: All respondents

	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural	TOTAL August 2 nd	Gap
Weighted n=	2,007	137	471	770	131	225	272	547	684	775	858	770	369	2,079	
Unweighted n=	2,007	202	502	601	200	201	301	503	770	734	906	764	328	2,079	
Justin Trudeau	27%	33%	30%	27%	24%	16%	29%	22%	25%	32%	30%	27%	18%	27%	-
Jagmeet Singh	18%	24%	10%	22%	16%	17%	22%	33%	17%	10%	21%	17%	16%	19%	-1
Erin O'Toole	15%	6%	10%	15%	22%	24%	14%	12%	14%	17%	12%	16%	18%	11%	+4
Maxime Bernier	3%	4%	3%	3%	4%	5%	2%	2%	4%	3%	2%	4%	4%	3%	-
Annamie Paul	1%	1%	1%	1%	0%	0%	4%	2%	1%	1%	1%	1%	1%	1%	-
Another one	4%	1%	10%	2%	1%	2%	2%	2%	5%	4%	4%	3%	3%	5%	-1
None of the above	14%	11%	15%	13%	14%	21%	10%	8%	14%	18%	13%	13%	18%	13%	+1
Don't know	17%	17%	20%	17%	18%	14%	15%	19%	19%	15%	16%	18%	18%	19%	-2
Prefer not to answer	1%	2%	2%	1%	1%	0%	1%	0%	1%	2%	0%	1%	2%	1%	-

LEADER WHO WOULD MAKE THE BEST PRIME MINISTER - DETAILS BY VOTING INTENTIONS (3/3)

CTC696. In your opinion, which federal party leader would make the best Prime Minister of Canada?

Base: All respondents



		TOTAL CANADA	LPC	CPC	NDP	BQ	GPC	PPC	Others
	Weighted n=	2,007	581	486	322	114	77	40	24
	Unweighted n=	2,007	607	499	328	114	70	38	22*
Justin Trudeau		27%	72%	11%	5%	16%	6%	0%	8%
Jagmeet Singh		18%	11%	6%	75%	6%	24%	1%	0%
Erin O'Toole		15%	3%	52%	1%	9%	0%	11%	0%
Maxime Bernier		3%	0%	6%	1%	1%	0%	70%	14%
Annamie Paul		1%	0%	0%	0%	0%	22%	0%	3%
Another one		4%	2%	3%	1%	23%	1%	8%	23%
None of the above		14%	4%	14%	7%	27%	16%	9%	52%
Don't know		17%	7%	8%	10%	18%	27%	1%	0%
Prefer not to answer		1%	1%	0%	1%	0%	3%	0%	0%

*Given the small number of respondents (n<30) data are presented for illustrative purposes only.

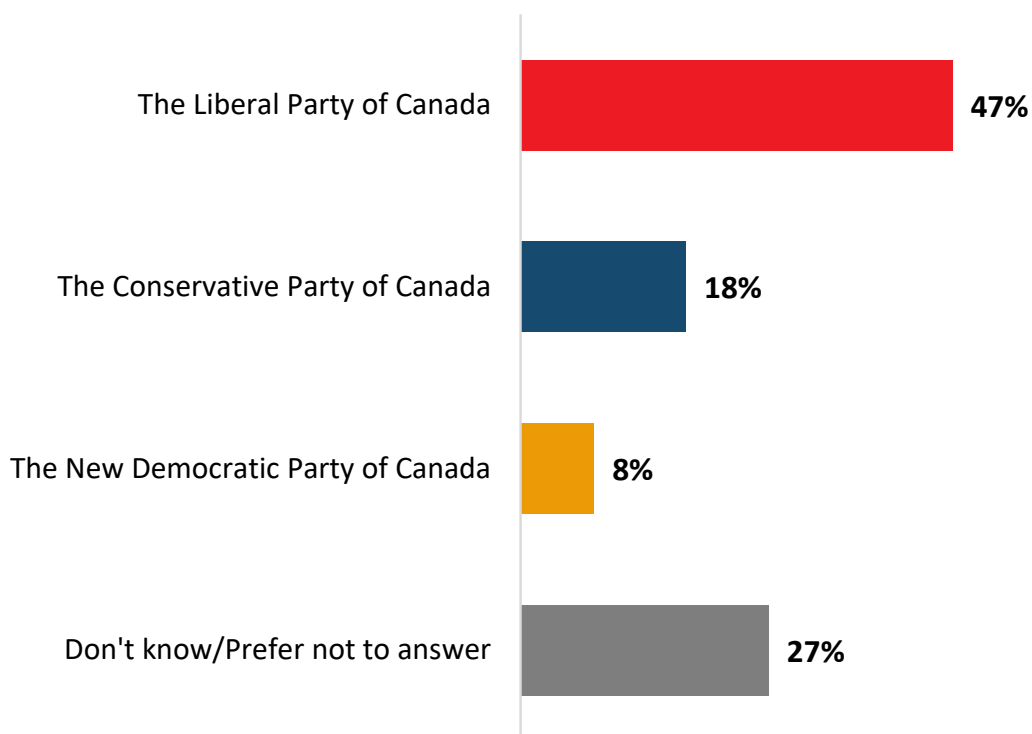


Leger

PARTY THAT WILL FORM THE NEXT GOVERNMENT (1/3)

CTC710. Who do you think will win the next federal election and form the next government?

Base: All respondents (n=2,007)





Leger

PARTY THAT WILL FORM THE NEXT GOVERNMENT (2/3)

CTC710. Who do you think will win the next federal election and form the next government?

Base: All respondents

	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural	TOTAL August 2 nd	Gap
Weighted n=	2,007	137	471	770	131	225	272	547	684	775	858	770	369	2,079	
Unweighted n=	2,007	202	502	601	200	201	301	503	770	734	906	764	328	2,079	
The Liberal Party of Canada	47%	53%	56%	46%	41%	38%	44%	43%	43%	54%	51%	47%	39%	48%	-1
The Conservative Party of Canada	18%	13%	15%	20%	25%	25%	12%	20%	19%	17%	14%	19%	26%	17%	+1
The New Democratic Party of Canada	8%	6%	3%	8%	7%	10%	14%	16%	7%	2%	10%	7%	4%	9%	-1
Don't know/Prefer not to answer	27%	28%	26%	27%	27%	26%	30%	21%	31%	27%	25%	26%	31%	26%	+1

PARTY THAT WILL FORM THE NEXT GOVERNMENT - DETAILS BY VOTING INTENTIONS (3/3)

CTC710. Who do you think will win the next federal election and form the next government?

Base: All respondents



	TOTAL CANADA	LPC	CPC	NDP	BQ	GPC	PPC	Others
Weighted n=	2,007	581	486	322	114	77	40	24
Unweighted n=	2,007	607	499	328	114	70	38	22*
The Liberal Party of Canada	47%	80%	31%	40%	61%	41%	33%	26%
The Conservative Party of Canada	18%	6%	47%	11%	12%	8%	21%	22%
The New Democratic Party of Canada	8%	4%	3%	28%	1%	15%	12%	1%
Don't know/Prefer not to answer	27%	9%	20%	20%	25%	37%	34%	51%

*Given the small number of respondents (n<30) data are presented for illustrative purposes only.

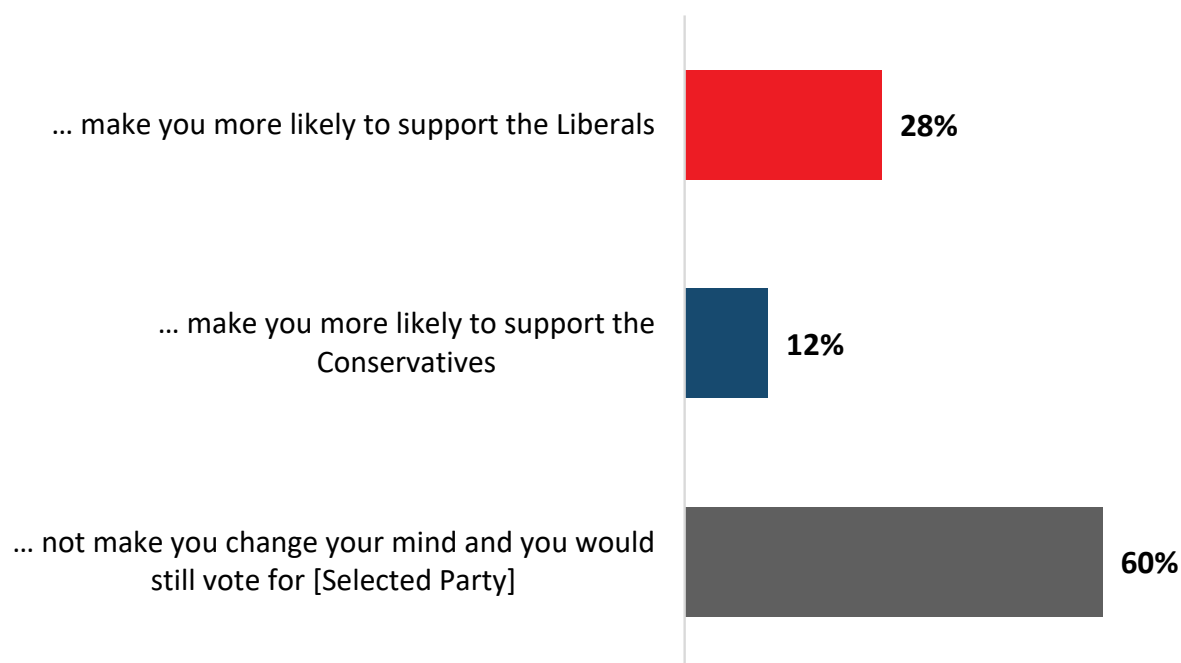


Leger

CHOICE BETWEEN THE CONSERVATIVES AND THE LIBERALS (1/3)

CTC711. If the race is very tight between the Liberals and Conservatives, making every vote important, would that situation...

Base: Decided voters who do not intend to vote for the Conservative Party or the Liberal Party (n=572)



CHOICE BETWEEN THE CONSERVATIVES AND THE LIBERALS (2/3)

CTC711. If the race is very tight between the Liberals and Conservatives, making every vote important, would that situation...





Base: Decided voters who do not intend to vote for the Conservative Party or the Liberal Party

	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub- urban	Rural	TOTAL August 2 nd	Gap
Weighted n=	577	36	182	196	29	57	77	207	192	179	262	211	102	599	
Unweighted n=	572	56	190	145	45	50	86	192	214	166	269	204	96	589	
... make you more likely to support the Liberals	28%	30%	19%	34%	28%	34%	30%	40%	28%	15%	32%	28%	20%	27%	+1
... make you more likely to support the Conservatives	12%	18%	12%	8%	18%	23%	10%	7%	17%	13%	11%	14%	10%	15%	-3
...not make you change your mind and you would still vote for [Selected Party]	60%	52%	69%	59%	54%	43%	60%	53%	55%	73%	57%	58%	70%	58%	+2

CHOICE BETWEEN THE CONSERVATIVES AND THE LIBERALS - DETAILS BY VOTING INTENTIONS (3/3)

CTC711. If the race is very tight between the Liberals and Conservatives, making every vote important, would that situation...

Base: Decided voters who do not intend to vote for the Conservative Party or the Liberal Party

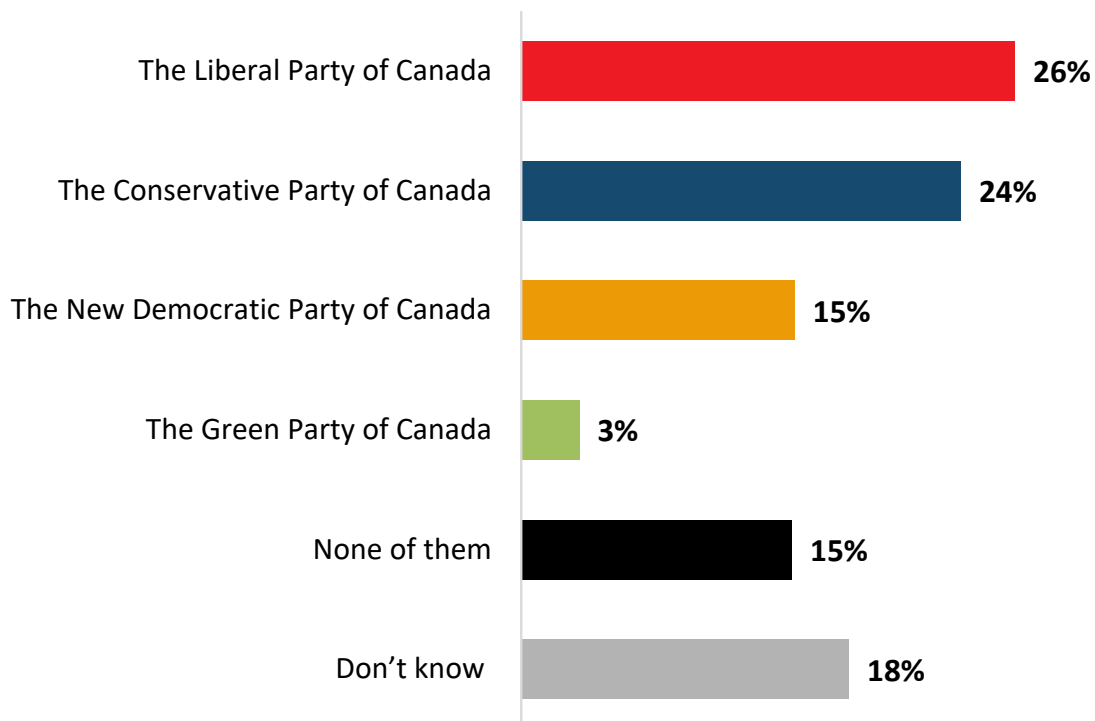
							
		TOTAL CANADA	NDP	BQ	GPC	PPC	Others
	Weighted n=	577	322	114	77	40	24
	Unweighted n=	572	328	114	70	38	22*
... make you more likely to support the Liberals		28%	39%	15%	24%	5%	1%
... make you more likely to support the Conservatives		12%	10%	14%	3%	29%	25%
... not make you change your mind and you would still vote for [Selected Party]		60%	51%	71%	72%	66%	74%

*Given the small number of respondents (n<30) data are presented for illustrative purposes only.

MOST COMPETENT PARTY FOR POST-PANDEMIC ECONOMIC RECOVERY (1/3)

CTC754. As the pandemic subsides in Canada, which of the main political parties do you feel is best able to lead Canada's post-pandemic economic recovery? Is it...

Base: All respondents (n=2,007)



MOST COMPETENT PARTY FOR POST-PANDEMIC ECONOMIC RECOVERY (2/3)

CTC754. As the pandemic subsides in Canada, which of the main political parties do you feel is best able to lead Canada's post-pandemic economic recovery? Is it...

Base: All respondents

	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	2,007	137	471	770	131	225	272	547	684	775	858	770	369
Unweighted n=	2,007	202	502	601	200	201	301	503	770	734	906	764	328
The Liberal Party of Canada	26%	36%	28%	25%	27%	18%	29%	21%	23%	34%	28%	27%	21%
The Conservative Party of Canada	24%	19%	20%	23%	29%	39%	20%	23%	25%	23%	21%	24%	29%
The New Democratic Party of Canada	15%	16%	8%	18%	14%	13%	18%	24%	15%	8%	17%	13%	13%
The Green Party of Canada	3%	3%	2%	3%	3%	2%	6%	4%	4%	2%	3%	4%	2%
None of them	15%	14%	20%	12%	11%	17%	11%	10%	16%	17%	13%	14%	18%
Don't know	18%	13%	22%	19%	15%	11%	15%	18%	18%	17%	18%	17%	18%

MOST COMPETENT PARTY FOR POST-PANDEMIC ECONOMIC RECOVERY - DETAILS BY VOTING INTENTIONS (3/3)

CTC754. As the pandemic subsides in Canada, which of the main political parties do you feel is best able to lead Canada's post-pandemic economic recovery? Is it...

Base: All respondents



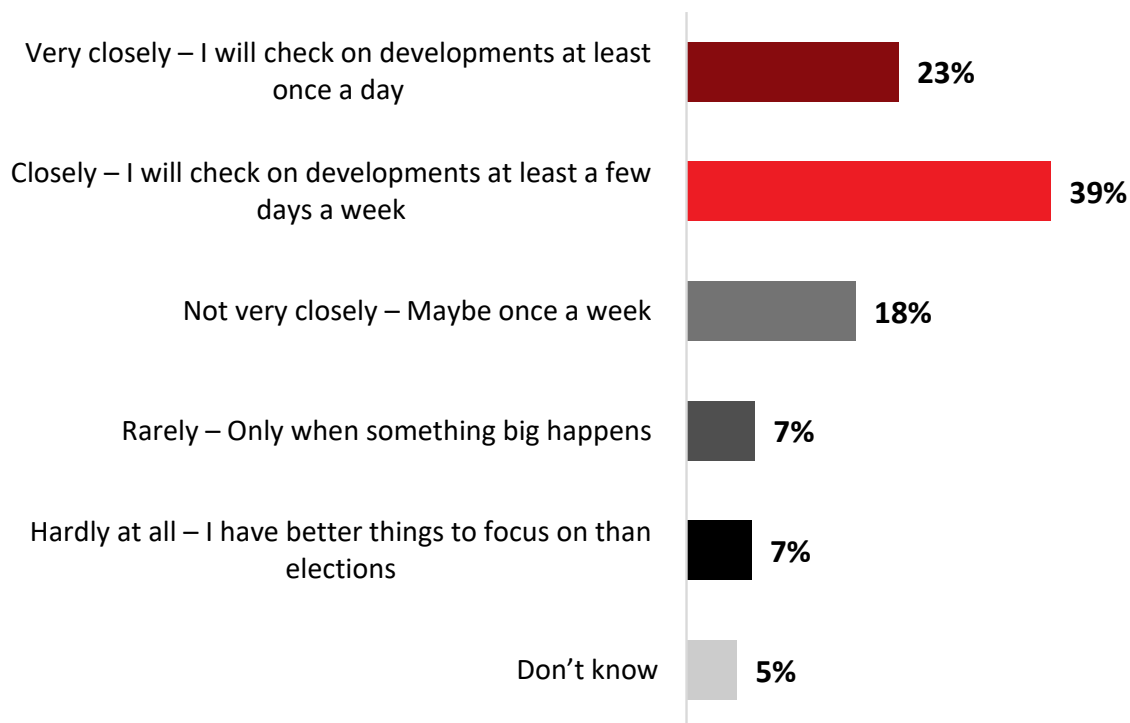
	TOTAL CANADA	LPC	CPC	NDP	BQ	GPC	PPC	Others
Weighted n=	2,007	581	486	322	114	77	40	24
Unweighted n=	2,007	607	499	328	114	70	38	22*
The Liberal Party of Canada	26%	70%	11%	7%	16%	11%	4%	0%
The Conservative Party of Canada	24%	6%	71%	8%	23%	6%	26%	24%
The New Democratic Party of Canada	15%	9%	3%	61%	6%	7%	6%	12%
The Green Party of Canada	3%	1%	0%	2%	0%	51%	3%	5%
None of them	15%	4%	9%	8%	31%	11%	57%	46%
Don't know	18%	9%	5%	14%	23%	15%	4%	14%

*Given the small number of respondents (n<30) data are presented for illustrative purposes only.

PUBLIC ENGAGEMENT IN THE ELECTION CAMPAIGN (1/3)

CTC755. An election is likely to be called soon. Should this occur, how closely will you follow what the parties and leaders say during their campaigns?

Base: All respondents (n=2,007)



**The question was asked before the Prime Minister officially called the election.*

PUBLIC ENGAGEMENT IN THE ELECTION CAMPAIGN (2/3)

CTC755. An election is likely to be called soon. Should this occur, how closely will you follow what the parties and leaders say during their campaigns?

Base: All respondents







	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	2,007	137	471	770	131	225	272	547	684	775	858	770	369
Unweighted n=	2,007	202	502	601	200	201	301	503	770	734	906	764	328
Very closely – I will check on developments at least once a day	23%	23%	21%	25%	18%	24%	20%	17%	19%	30%	25%	23%	18%
Closely – I will check on developments at least a few days a week	39%	35%	32%	40%	41%	43%	47%	34%	42%	40%	38%	40%	39%
Not very closely – Maybe once a week	18%	20%	17%	19%	21%	14%	18%	26%	18%	13%	18%	19%	15%
Rarely – Only when something big happens	7%	5%	16%	4%	4%	9%	5%	9%	8%	6%	8%	7%	7%
Hardly at all – I have better things to focus on than elections	7%	10%	9%	6%	11%	4%	6%	7%	8%	6%	6%	6%	12%
Don't know	5%	7%	5%	6%	5%	7%	3%	7%	6%	4%	5%	4%	8%

*The question was asked before the Prime Minister officially called the election.

PUBLIC ENGAGEMENT IN THE ELECTION CAMPAIGN - DETAILS BY VOTING INTENTIONS (3/3)

CTC755. An election is likely to be called soon. Should this occur, how closely will you follow what the parties and leaders say during their campaigns?

Base: All respondents

									
		TOTAL CANADA	LPC	CPC	NDP	BQ	GPC	PPC	Others
Weighted n=		2,007	581	486	322	114	77	40	24
Unweighted n=		2,007	607	499	328	114	70	38	22*
Very closely – I will check on developments at least once a day		23%	26%	29%	22%	27%	10%	31%	15%
Closely – I will check on developments at least a few days a week		39%	45%	43%	43%	35%	35%	51%	48%
Not very closely – Maybe once a week		18%	19%	16%	25%	16%	35%	8%	12%
Rarely – Only when something big happens		7%	6%	5%	5%	17%	10%	7%	2%
Hardly at all – I have better things to focus on than elections		7%	3%	5%	2%	6%	6%	3%	12%
Don't know		5%	1%	2%	3%	0%	4%	0%	11%

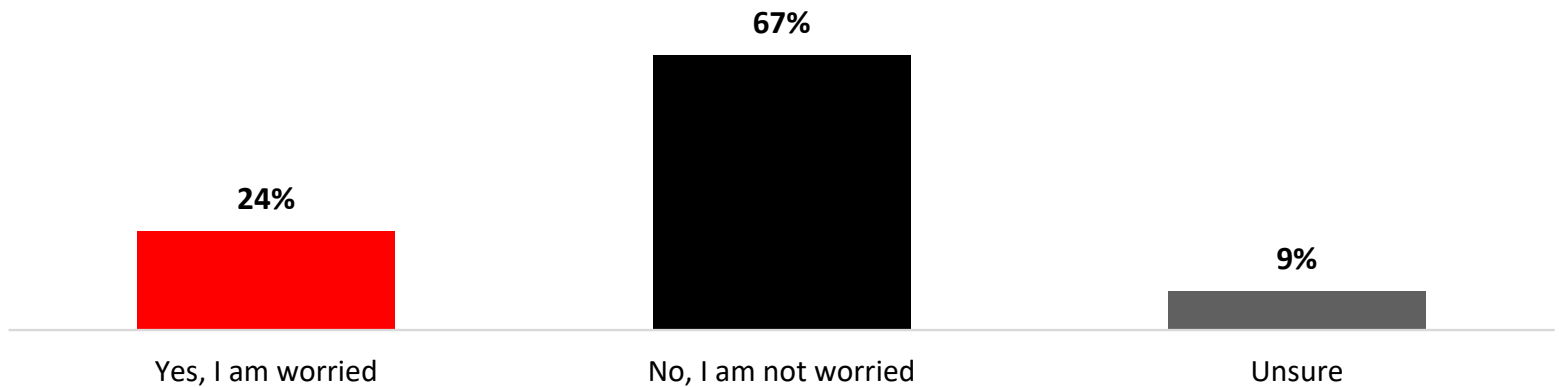
*Given the small number of respondents (n<30) data are presented for illustrative purposes only.

**The question was asked before the Prime Minister officially called the election.

SAFETY CONCERNS WHILE VOTING

CTC756. Given the pandemic situation in Canada, are you worried about your safety when voting in a possible federal election this summer or fall?*

Base: All respondents (n=2,007)



	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n =	2,007	137	471	770	131	225	272	547	684	775	858	770	369
Unweighted n =	2,007	202	502	601	200	201	301	503	770	734	906	764	328
Yes, I am worried	24%	23%	20%	25%	24%	24%	30%	27%	25%	21%	28%	22%	18%
No, I am not worried	67%	66%	72%	65%	63%	72%	61%	63%	66%	70%	63%	68%	72%
Unsure	9%	11%	8%	11%	13%	4%	10%	10%	9%	10%	9%	10%	10%

*The question was asked before the Prime Minister officially called the election.



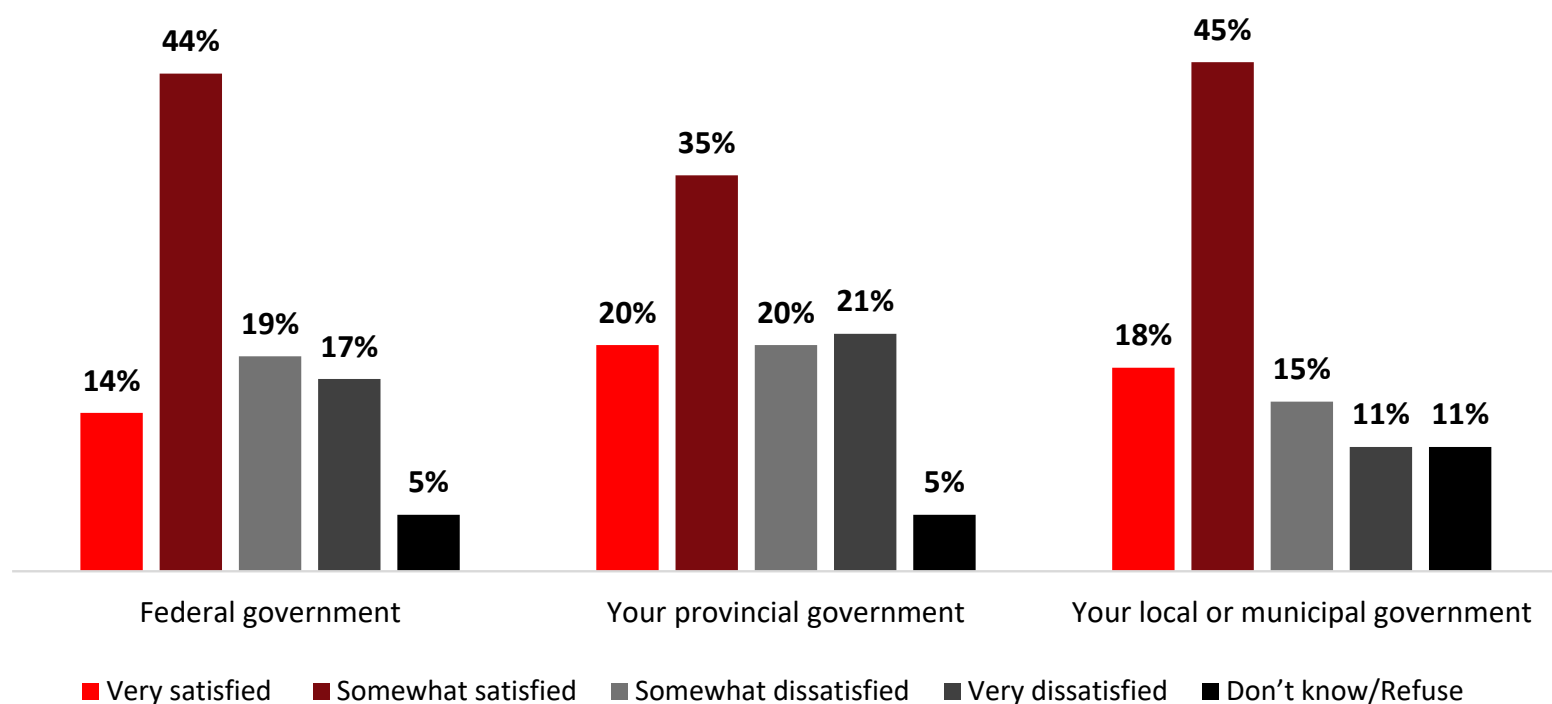
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SATISFACTION WITH GOVERNMENTS DURING THE CRISIS

SATISFACTION WITH THE MEASURES PUT IN PLACE TO FIGHT COVID-19 (1/2)

CTC10. To this day, are you satisfied or not with the measures put in place to fight the COVID-19 (Coronavirus) pandemic by the following?

Base: All respondents (n=2,007)



SATISFACTION WITH THE MEASURES PUT IN PLACE TO FIGHT COVID-19 (2/2)

CTC10. To this day, are you satisfied or not with the measures put in place to fight the COVID-19 (Coronavirus) pandemic by the following?

Base: All respondents

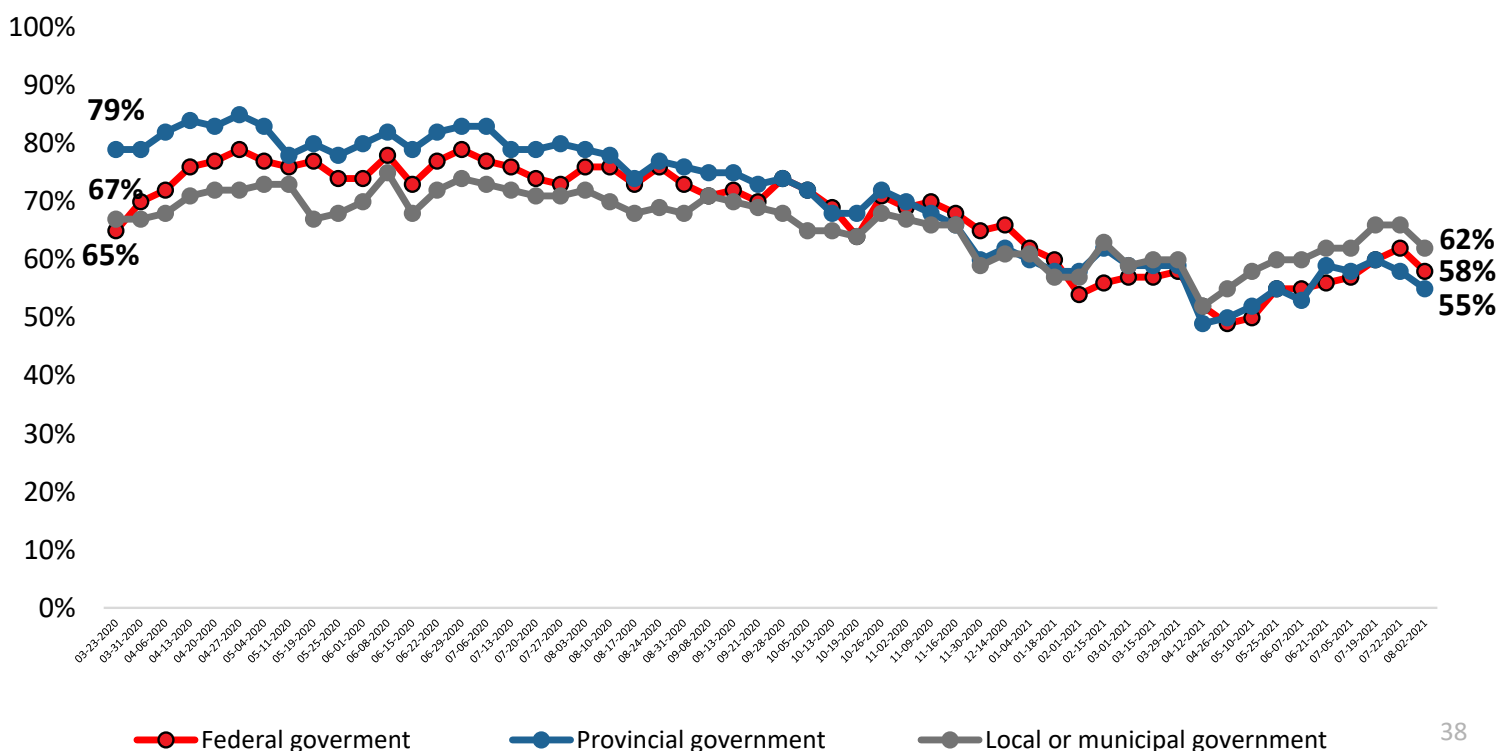
	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural	TOTAL August 2nd	Gap
Weighted n=	2,007	137	471	770	131	225	272	547	684	775	858	770	369	2,079	
Unweighted n=	2,007	202	502	601	200	201	301	503	770	734	906	764	328	2,079	
Federal government															
Total Satisfied	58%	73%	60%	58%	55%	46%	58%	54%	57%	62%	63%	57%	48%	62%	-4
Total Dissatisfied	37%	19%	35%	36%	40%	50%	36%	37%	39%	34%	31%	38%	45%	34%	+3
Your provincial government															
Total Satisfied	55%	77%	75%	45%	45%	28%	65%	41%	56%	64%	56%	54%	55%	58%	-3
Total Dissatisfied	40%	17%	21%	50%	51%	68%	29%	51%	40%	33%	39%	42%	39%	39%	+1
Your local or municipal government															
Total Satisfied	62%	75%	65%	64%	49%	57%	60%	54%	63%	68%	64%	62%	61%	66%	-4
Total Dissatisfied	26%	14%	18%	26%	39%	34%	31%	32%	27%	21%	25%	26%	28%	25%	+1

SATISFACTION WITH THE MEASURES PUT IN PLACE TO FIGHT COVID-19 - EVOLUTION

CTC10. To this day, are you satisfied or not with the measures put in place to fight the COVID-19 (Coronavirus) pandemic by the following?

Base: All respondents

% Total Satisfied presented



SATISFACTION WITH THE MEASURES PUT IN PLACE TO FIGHT COVID-19 - DETAILS

CTC10. To this day, are you satisfied or not with the measures put in place to fight the COVID-19 (Coronavirus) pandemic by the following?

Base: All respondents



François Legault Doug Ford Brian Pallister Scott Moe Jason Kenney John Horgan

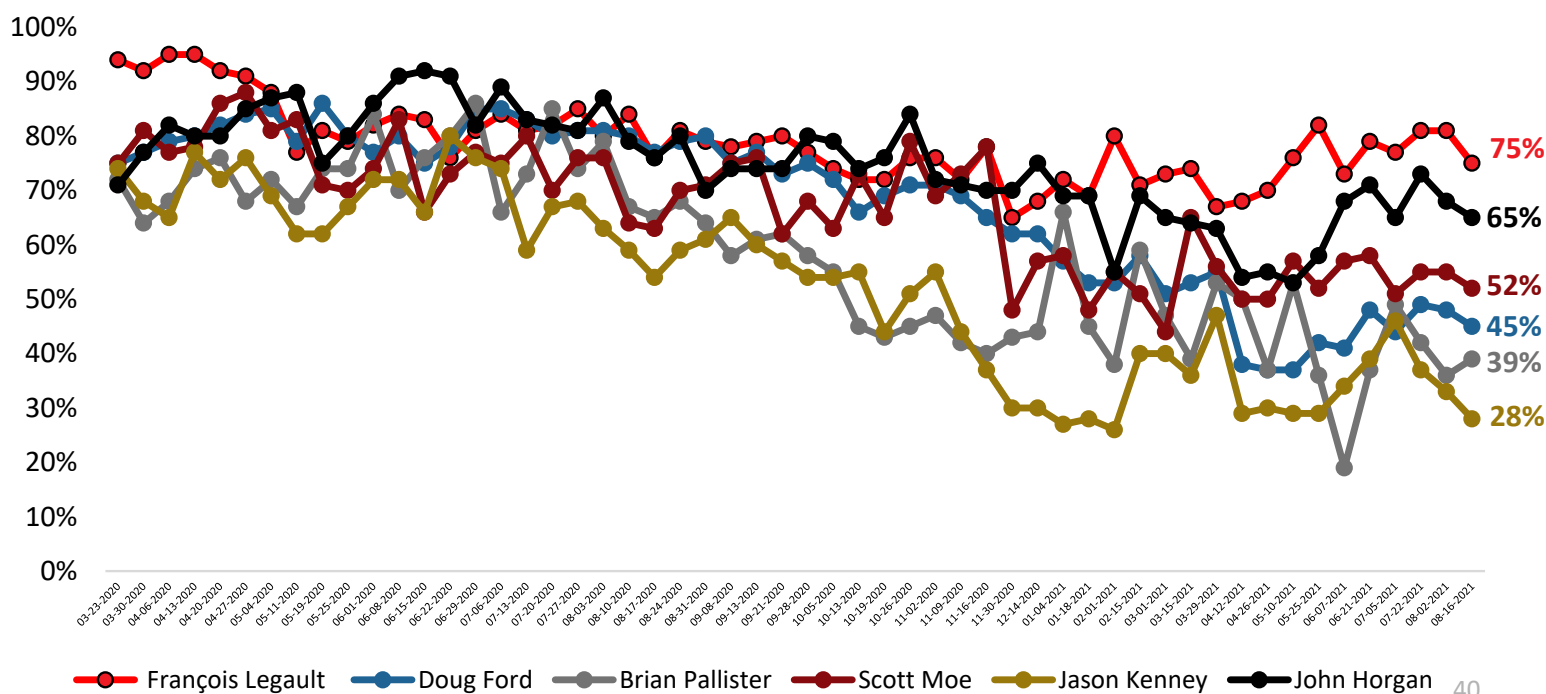
	TOTAL CANADA	Atlantic	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
Weighted n=	2,007	137	471	770	71	60	225	272
Unweighted n=	2,007	202	502	601	107	93	201	301
Total Satisfied	55%	77%	75%	45%	39%	52%	28%	65%
Very satisfied	20%	42%	37%	9%	13%	9%	6%	25%
Somewhat satisfied	35%	34%	38%	36%	25%	43%	22%	41%
Total Dissatisfied	40%	17%	21%	50%	56%	45%	68%	29%
Somewhat dissatisfied	20%	8%	10%	26%	22%	23%	27%	15%
Very dissatisfied	21%	9%	11%	24%	34%	23%	40%	14%
Don't know/Refuse	5%	7%	4%	5%	5%	2%	4%	5%

SATISFACTION WITH THE MEASURES PUT IN PLACE TO FIGHT COVID-19 - EVOLUTION

CTC10. To this day, are you satisfied or not with the measures put in place to fight the COVID-19 (Coronavirus) pandemic by the following?

Base: All respondents

% Total Satisfied presented



SATISFACTION WITH THE MEASURES PUT IN PLACE TO FIGHT COVID-19 (CANADA VS UNITED STATES)

CTC10. To this day, are you satisfied or not with the measures put in place to fight the COVID-19 (Coronavirus) pandemic by the following?

Base: All respondents



		TOTAL CANADA	TOTAL USA	Gap
% "Satisfied" presented	Weighted n=	2,007	1,005	
	Unweighted n=	2,007	1,005	
	Federal government / The US President	58%	51%	7
	Your provincial government / Your State government	55%	51%	4
	Your local or municipal government	62%	54%	8

BIDEN
HARRIS



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JOE BIDEN AND KAMALA HARRIS' APPROVAL RATING

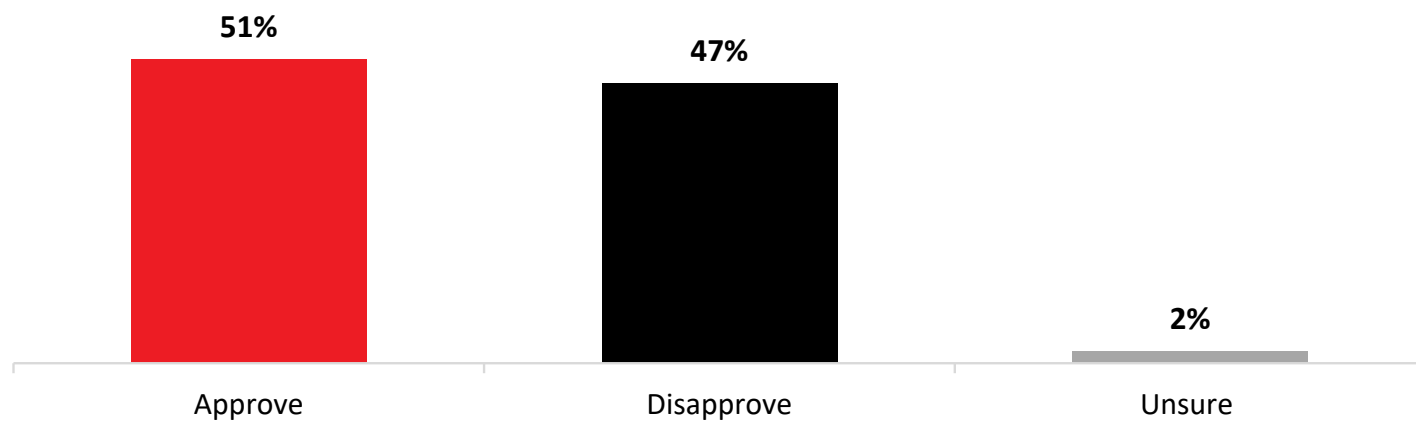


BIDEN'S APPROVAL RATING (1/2)

CTC631T. Overall, do you approve or disapprove of the way Joe Biden is handling his job as president?

In the event a respondent had no opinion, the following prompting question was asked: Even if you have not yet made up your mind, do you tend to approve or disapprove the way Joe Biden is handling his job as president?

Base: All respondents (n=1,005)





BIDEN'S APPROVAL RATING (2/2)

CTC631T. Overall, do you approve or disapprove of the way Joe Biden is handling his job as president?

In the event a respondent had no opinion, the following prompting question was asked: Even if you have not yet made up your mind, do you tend to approve or disapprove the way Joe Biden is handling his job as president?

Base: All respondents

	TOTAL USA	North- East	Mid- West	South	West	18-34	35-54	55+	Male	Female	Voted for Trump	Voted for Biden	Voted for other	TOTAL August 2 nd	Gap
Weighted n=	1,005	180	218	373	234	287	379	339	487	518	373	405	16	1,001	
Unweighted n=	1,005	186	217	353	249	213	381	411	494	511	351	458	35	1,001	
Approve	51%	54%	48%	49%	53%	58%	53%	42%	51%	51%	13%	93%	38%	53%	-2
Disapprove	47%	45%	48%	50%	42%	39%	45%	56%	48%	45%	86%	7%	62%	45%	+2
Unsure	2%	2%	3%	1%	5%	4%	2%	2%	1%	4%	1%	0%	0%	2%	-

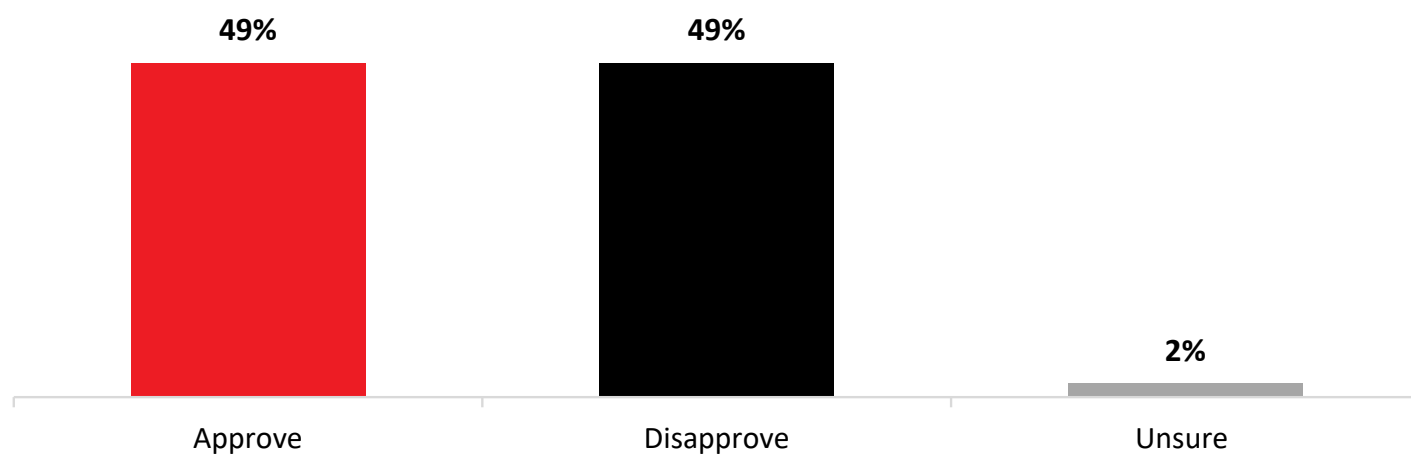


HARRIS' APPROVAL RATING (1/2)

CTC632T. Overall, do you approve or disapprove of the way Kamala Harris is handling her job as vice president?

In the event a respondent had no opinion, the following prompting question was asked: Even if you have not yet made up your mind, do you tend to approve or disapprove the way Kamala Harris is handling her job as vice president?

Base: All respondents (n=1,005)





HARRIS' APPROVAL RATING (2/2)

CTC632T. Overall, do you approve or disapprove of the way Kamala Harris is handling her job as vice president?

In the event a respondent had no opinion, the following prompting question was asked: Even if you have not yet made up your mind, do you tend to approve or disapprove the way Kamala Harris is handling her job as vice president?

Base: All respondents

	TOTAL USA	North-East	Mid-West	South	West	18-34	35-54	55+	Male	Female	Voted for Trump	Voted for Biden	Voted for other	TOTAL August 2 nd	Gap
Weighted n =	1,005	180	218	373	234	287	379	339	487	518	373	405	16	1,001	
Unweighted n =	1,005	186	217	353	249	213	381	411	494	511	351	458	35	1,001	
Approve	49%	52%	47%	48%	49%	54%	52%	40%	49%	49%	12%	89%	34%	49%	-
Disapprove	49%	46%	50%	51%	48%	44%	46%	58%	50%	49%	88%	11%	66%	50%	-1
Unsure	2%	2%	3%	1%	3%	2%	2%	2%	1%	3%	0%	0%	0%	2%	-

*Given the small number of respondents (n<30) data are presented for illustrative purposes only.

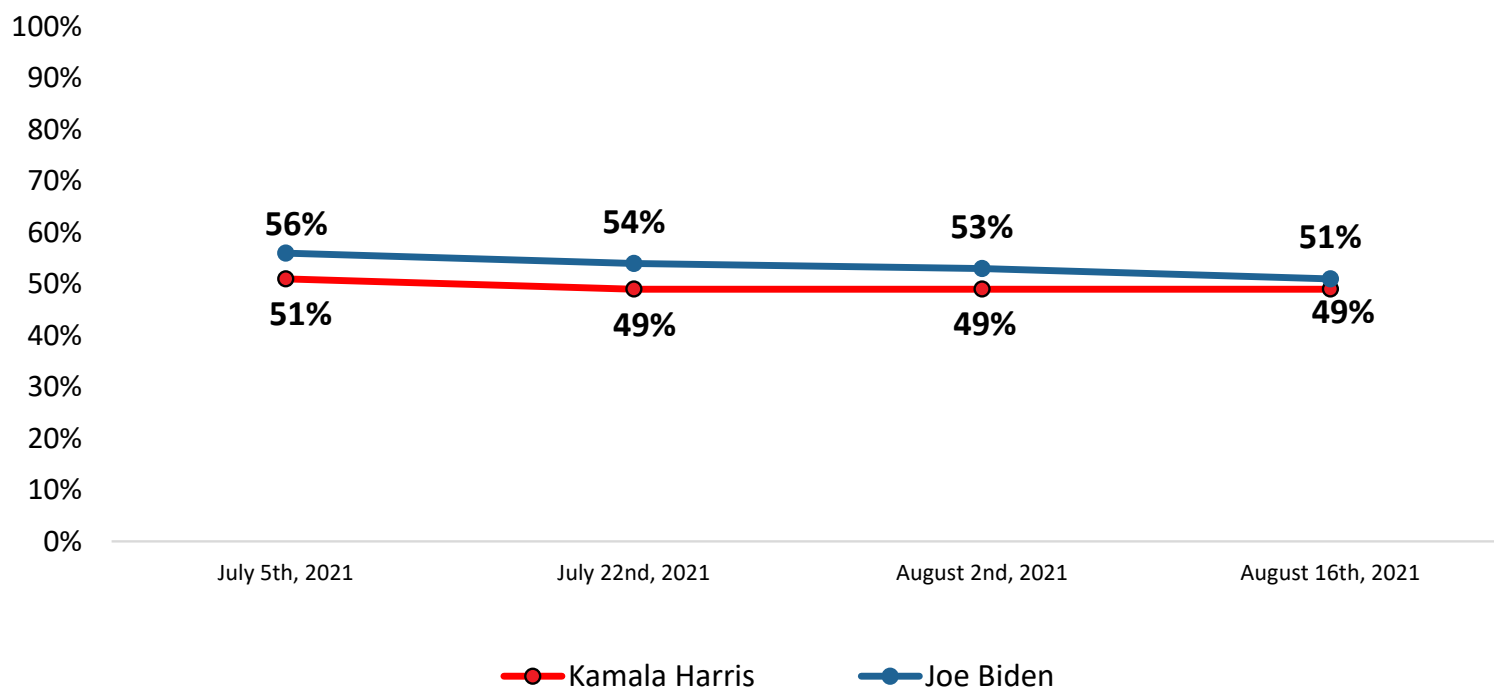


JOE BIDEN AND KAMALA HARRIS' APPROVAL RATING - EVOLUTION

CTC631 and CTC632. Overall, do you approve or disapprove of the way Joe Biden/**Kamala Harris** is handling his job as president/**vice president**?
*In the event a respondent had no opinion, the following prompting question was asked: Even if you have not yet made up your mind, do you tend to approve or disapprove the way Joe Biden/**Kamala Harris** is handling his job as president/**vice president**?*






Base: All respondents

% Approve presented



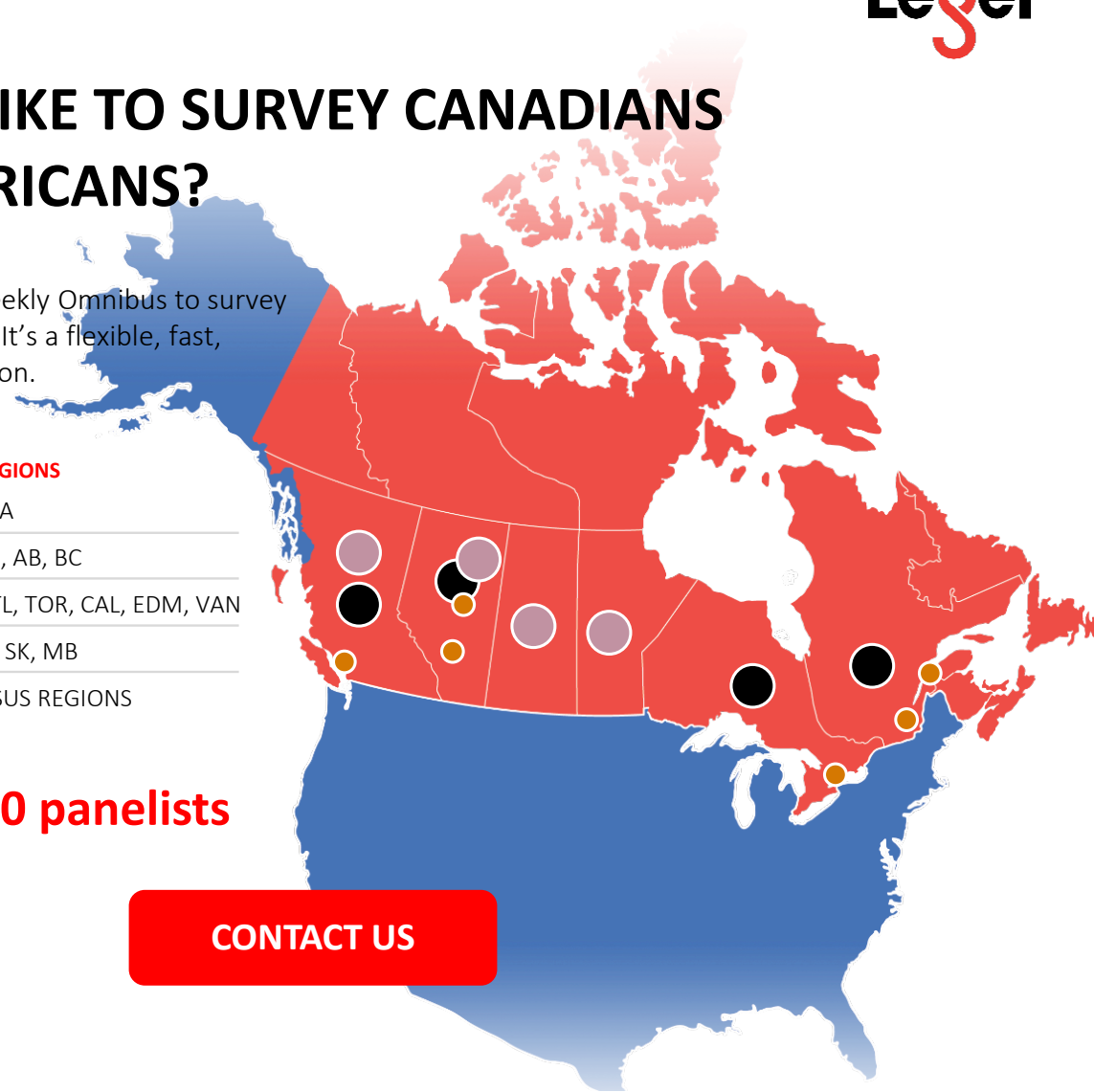
WOULD YOU LIKE TO SURVEY CANADIANS AND/OR AMERICANS?

Add your question(s) to our weekly Omnibus to survey the population of your choice! It's a flexible, fast, efficient and economical solution.

OMNIBUS TYPE	n=	REGIONS
 NATIONAL	1,500	CANADA
 PROVINCIAL	1,000	QC, ON, AB, BC
 MUNICIPAL	500	QC, MTL, TOR, CAL, EDM, VAN
 WESTERN	1,500	BC, AB, SK, MB
 AMERICAN	1,000	4 CENSUS REGIONS

More than **400,000** panelists at your disposal

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APPENDIX

DETAILED METHODOLOGY

WEIGHTED AND UNWEIGHTED SAMPLE

The table below presents the Canadian geographic distribution of respondents before weighting.

Province	Unweighted	Weighted
British Columbia	301	272
Alberta	201	225
Manitoba/Saskatchewan	200	131
Ontario	601	770
Quebec	502	471
Atlantic	202	137

The table below presents the American geographic distribution of respondents before weighting.

US Region	Unweighted	Weighted
NorthEast	186	180
MidWest	217	218
South	353	373
West	249	234

DETAILED METHODOLOGY

WEIGHTED AND UNWEIGHTED SAMPLE FOR CANADA

The following tables present the demographic distribution of respondents according to gender, age and language (mother tongue) for Canada.

GENDER	Unweighted	Weighted
Male	1,021	975
Female	986	1,032

AGE	Unweighted	Weighted
Between 18 and 34	503	547
Between 35 and 54	770	684
55 or over	734	775

LANGUAGE (MOTHER TONGUE)	Unweighted	Weighted
English	1,291	1,353
French	459	417
Other	257	237

The sample thus collected has a minimum weighting factor of 0.1671 and a maximum weighting factor of 3.8930. The weighted variance is 0.3459.

DETAILED METHODOLOGY

WEIGHTED AND UNWEIGHTED SAMPLE FOR THE UNITED STATES

The following tables present the demographic distribution of respondents according to gender and age for the United States.

GENDER	Unweighted	Weighted
Male	494	487
Female	511	518

AGE	Unweighted	Weighted
Between 18 and 29	113	168
Between 30 and 39	187	226
Between 40 and 49	197	187
Between 50 and 64	286	251
65 or older	222	173

The sample thus collected has a minimum weighting factor of 0.2555 and a maximum weighting factor of 3.5874. The weighted variance is 0.3402.

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Leger is a member of the [Canadian Research Insights Council \(CRIC\)](#), the industry association for the market/survey/insights research industry.



Leger is a member of [ESOMAR](#) (European Society for Opinion and Market Research), the global association of opinion polls and marketing research professionals. As such, Leger is committed to applying the [international ICC/ESOMAR](#) code of Market, Opinion and Social Research and Data Analytics.



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We Know Canadians



Appendix G:
Innovative Research Group



Canada This Month Pre-Writ Benchmarking

Public Opinion Research
Release Date: August 17, 2021
Field Dates: August 12 to August 16, 2021

Federal Politics: Pre-writ benchmark

Today, INNOVATIVE is releasing results from the first wave of our election tracking survey.

This online survey was in field from August 12th to August 16th, 2021 with a weighted sample size of 1,200. Detailed methodology is provided in the appendix.

These are our final pre-writ benchmarks; the majority of the interviews were conducted before the election was called.

This report lays out the approach we will take at INNOVATIVE throughout the campaign:

1. Tracking each campaign's awareness and impact among voters.
2. Tracking vote intention not just overall, but within key voting blocs
3. Measuring and tracking other critical indicators like each leader's reputation, whether Canadians believe it is time for a change, how many people have made up their minds, and more.

Read, Seen, Heard

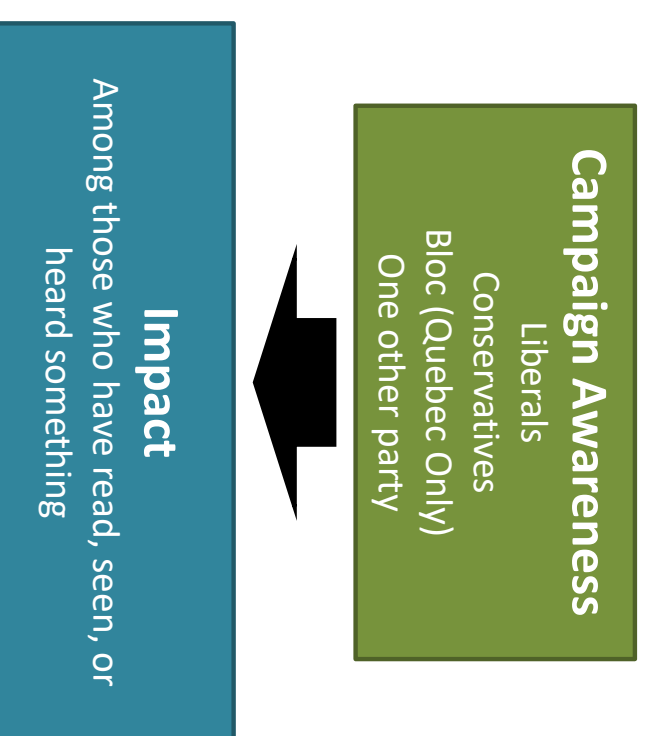
Measuring Campaign Impacts

Each campaign hopes to win over voters first by their ability to capture their attention and second by what those voters hear about them.

INNOVATIVE tracks the impact of each campaign by asking Canadians whether they have heard about each party recently, what they have heard, and whether it has had a positive or negative impact on their impressions of that party.

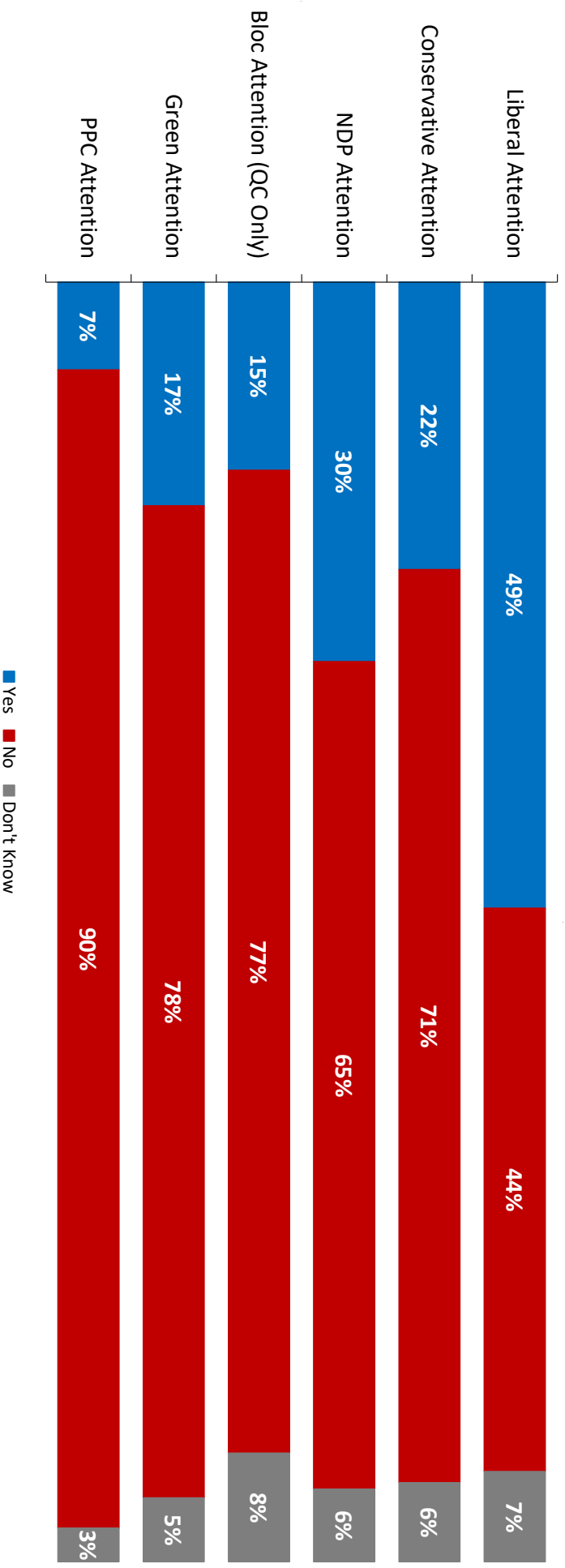
Each respondent is asked whether they have read, seen, or heard something in the last 7 days about the Liberals, the Conservatives, the Bloc (in Quebec only) and one other party selected randomly.

For each party that a respondent has heard about, they are asked what they heard and whether that news had a positive or negative impact on their impression of that party.



Campaign Attention: Almost half of Canadians (49%) have RSH something about the Liberal party, followed by the NDP (30%)

Q Have you read, seen or heard anything about [PARTY] in the last few days?
[asked of all respondents; n=1200]



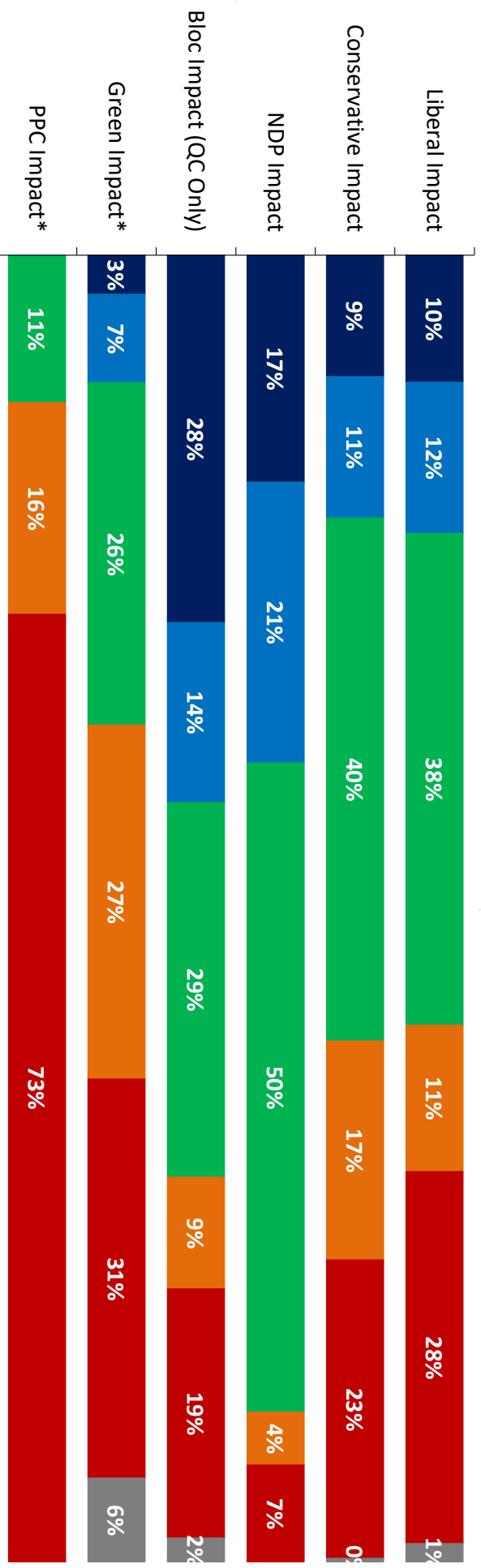
Current data: August 2021

Campaign Impact: Based on what the respondents have read, seen or heard, NDP has the highest favourable impact (39%)



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 [PARTY], or did it make no difference?

[asked of all respondents who had read, seen or heard about the party]



■ A lot more favourable

■ Somewhat more favourable

■ Made no difference

■ Somewhat less favourable

■ A lot less favourable

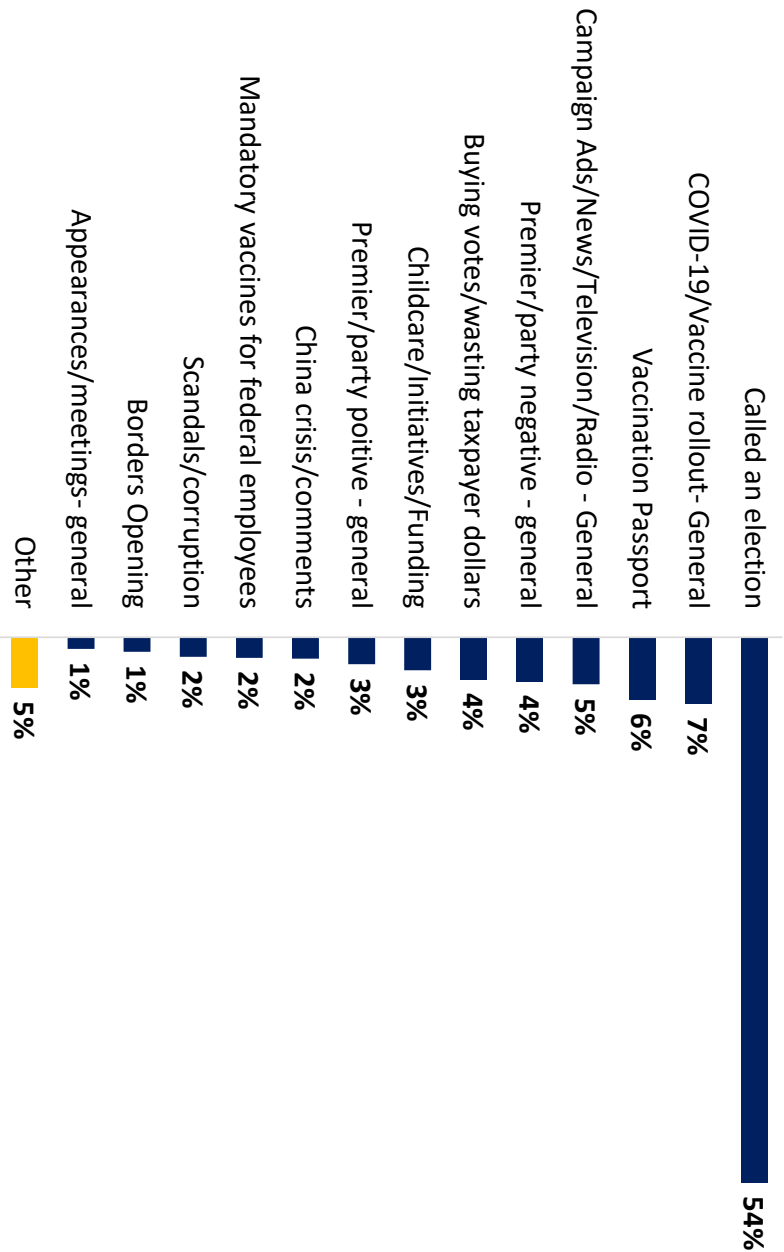
■ Don't know

Note: * indicates small sample size, treat results with caution.
Current data: August 2021

RSH Liberals: Over half (54%) of the respondents have read, seen or heard about the Liberals calling for an election



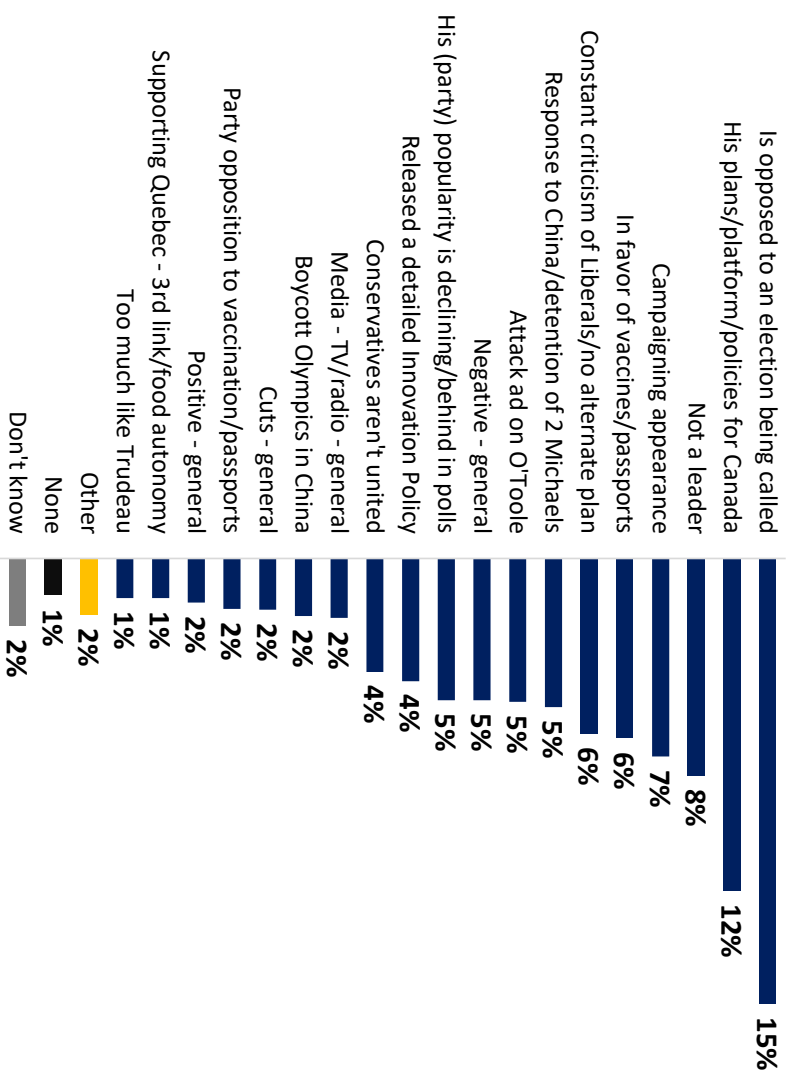
And what did you read, see, or hear about Justin Trudeau and the federal Liberal party? [OPEN END]
[asked only of those who RSH about Justin Trudeau and the federal Liberal party; n=587]



RSH Conservatives: Respondents mostly read, saw or heard about the CPC's opposition to an election being called and their platform



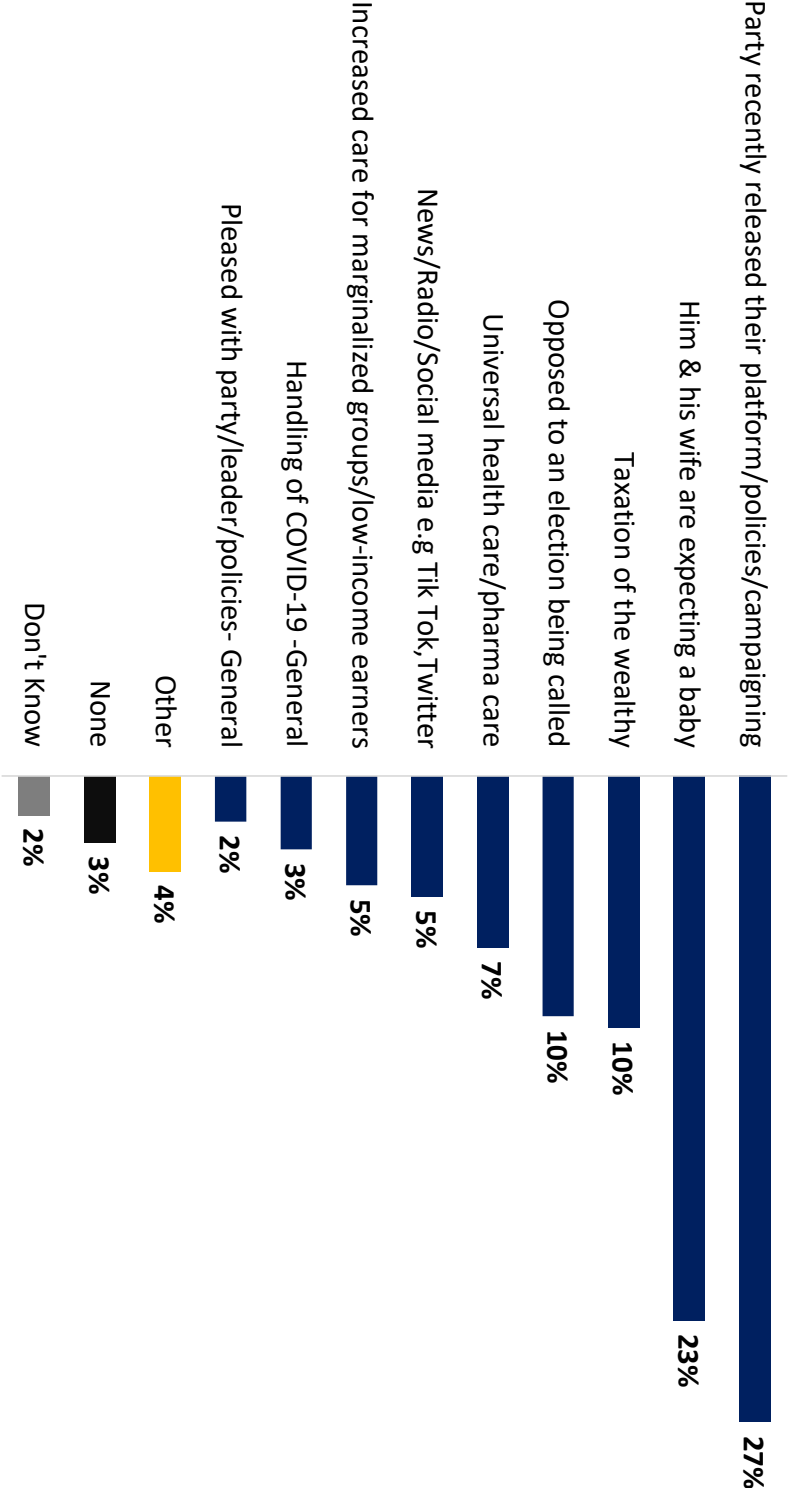
And what did you read, see, or hear about Erin O'Toole and the federal Conservative party? [OPEN END]
[asked only of those who RSH about Erin O'Toole and the federal Conservative party; n=269]



RSH NDP: Respondents mostly read, saw or heard about the NDP releasing their election platform & the NDP leader expecting a baby



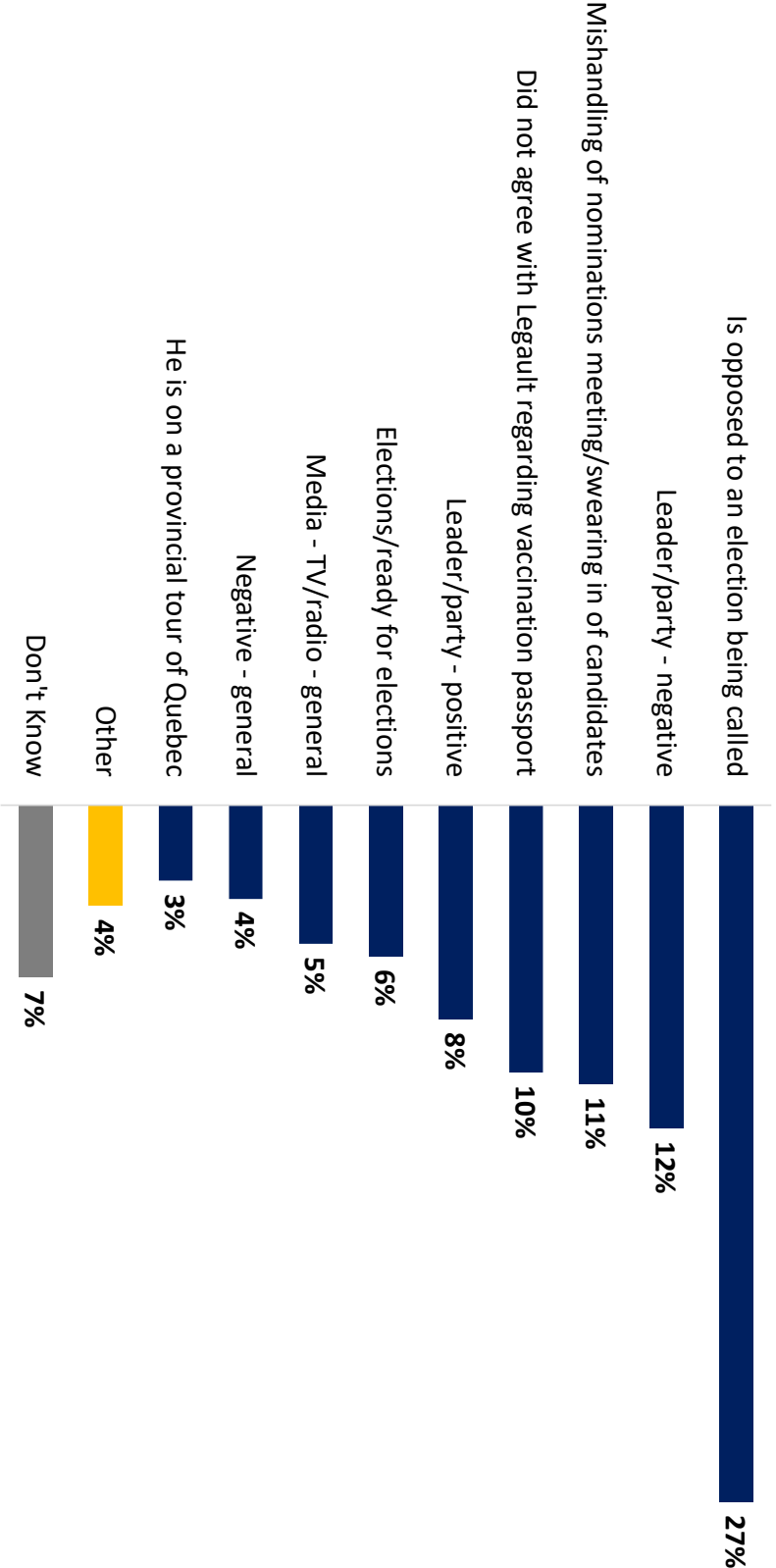
And what did you read, see, or hear about Jagmeet Singh and the federal NDP? [OPEN END]
[asked only of those who RSH about Jagmeet Singh and the federal NDP; n=125]



RSH Bloc Quebecois: Respondents mostly read, saw or heard about the BQ's opposition to an election being called



And what did you read, see, or hear about Yves-François Blanchet and the Bloc Quebecois? [OPEN END]
[asked only of those who RSH about Yves-Francois Blanchet and the Bloc Quebecois; n=41]

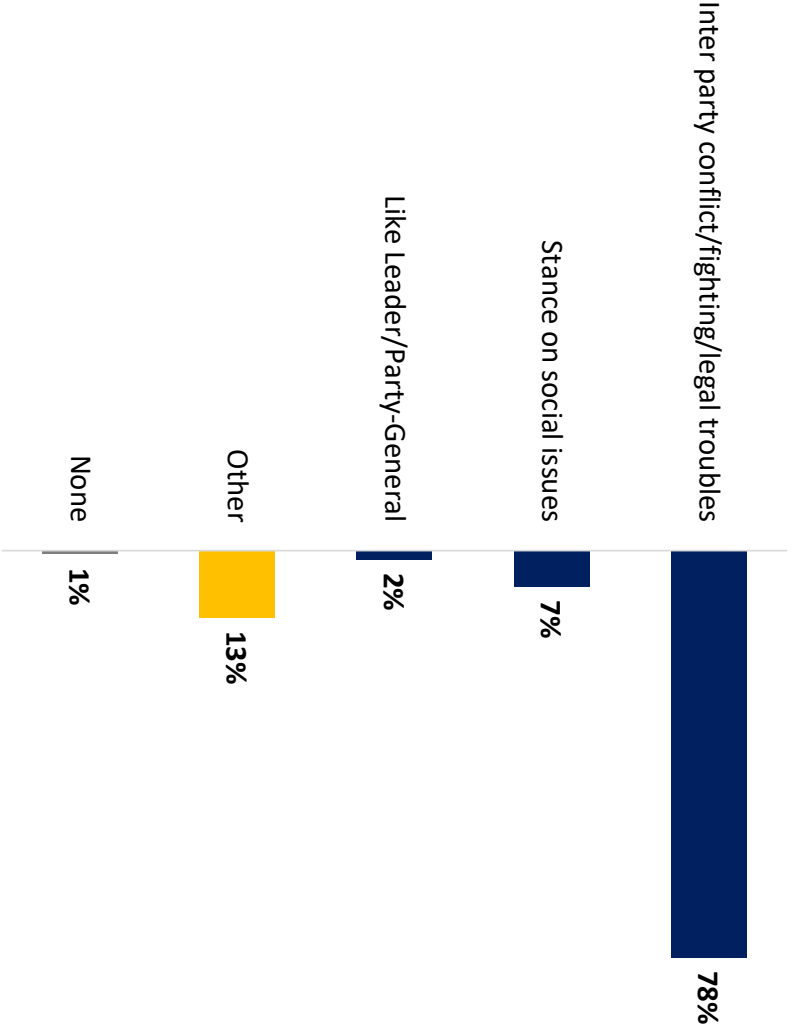


Note: Due to the small sample size, the results should be interpreted with caution

RSH Green Party: Respondents mostly read, saw or heard about the conflicts and legal troubles within the Green Party



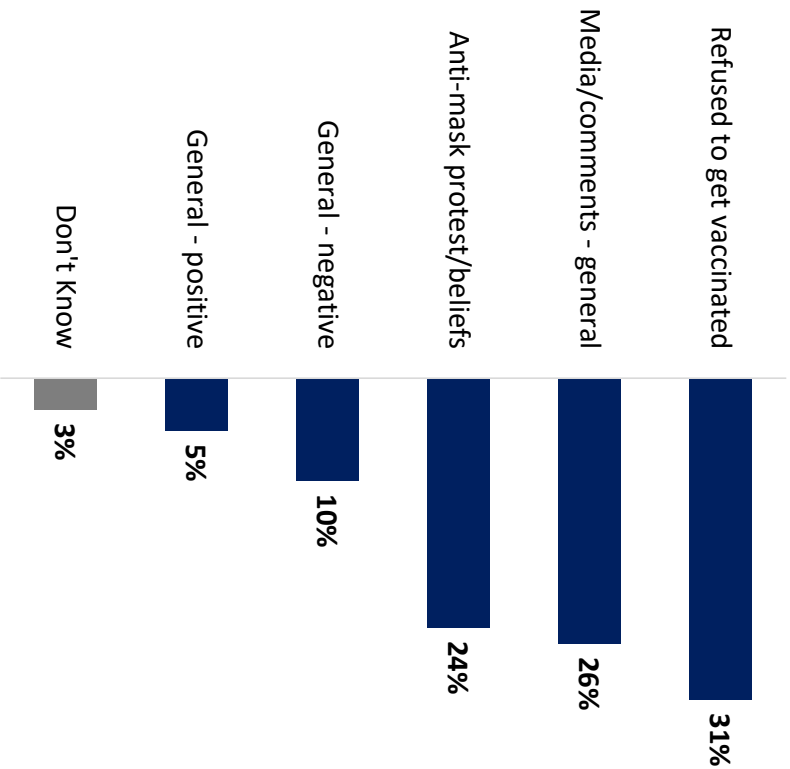
And what did you read, see, or hear about Annamie Paul and the federal Green Party? [OPEN END]
[asked only of those who RSH about Annamie Paul and the federal Green Party; n=70]



RSH People's Party: Respondents mostly read, saw or heard about the Maxime Bernier's comments on refusing to get vaccinated



And what did you read, see, or hear about Maxime Bernier and the People's Party? [OPEN END]
[asked only of those who RSH about Maxime Bernier and the People's Party; n=27]



Note: Due to the small sample size, the results should be interpreted with caution

The Liberals remain ahead on vote.

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.

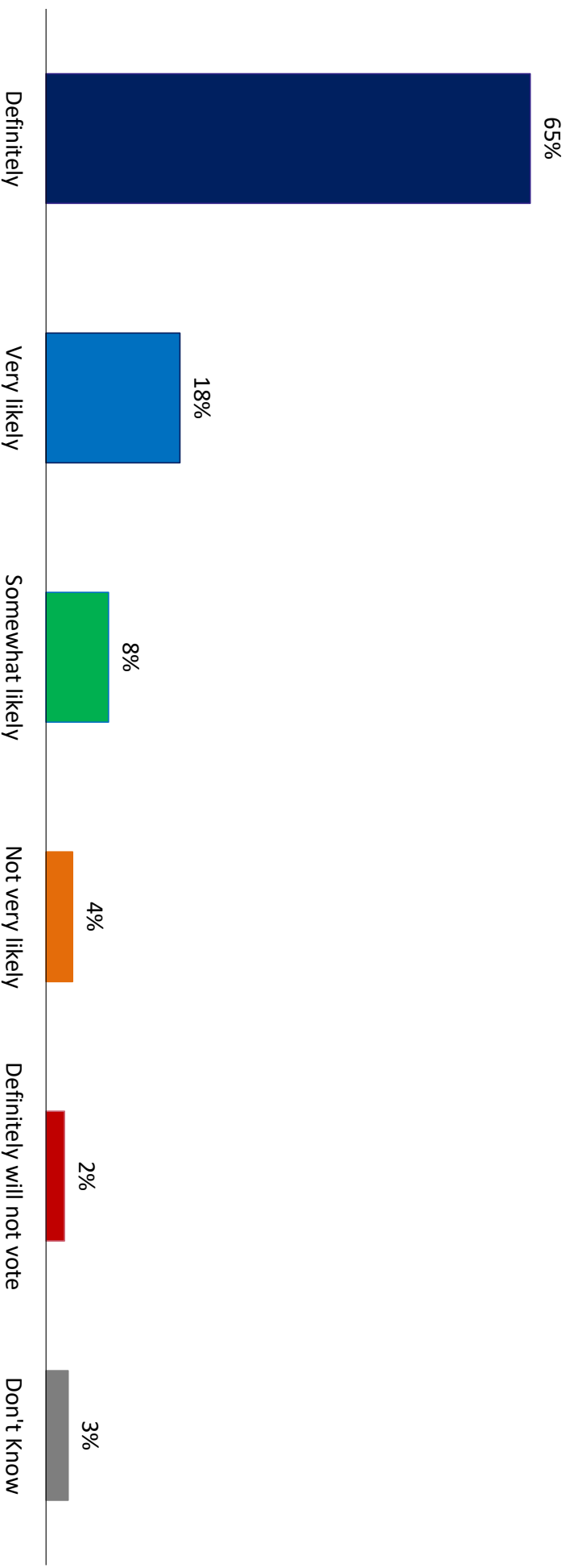
When we look at the results among *only* decided voters, we call that Decided vote. These results most tell us what the election results would be like if the survey results matched the election exactly.

Likelihood to Vote: The majority of respondents (65%) are definitely likely to vote in the upcoming federal election



As you have heard, there is a lot of speculation that an election may be held this fall. If there is an election this fall, how likely are you to vote in that election.

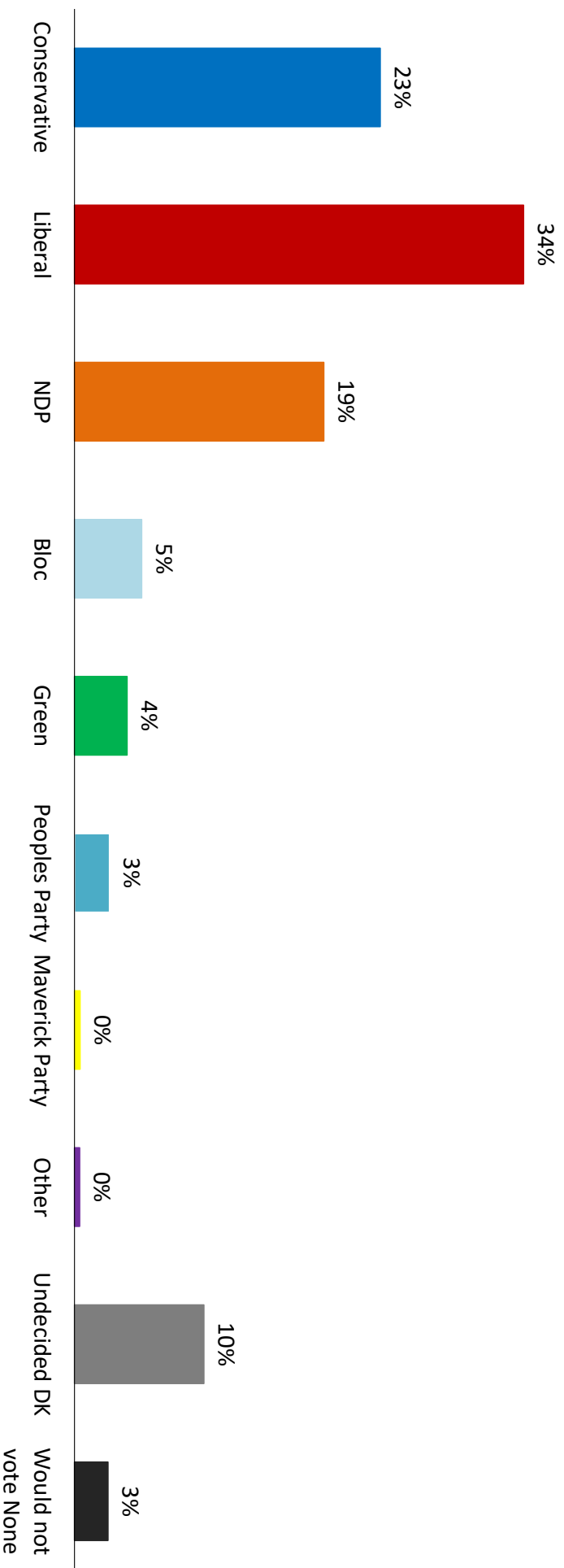
[asked of all respondents; n=1200]



Federal Combined Vote: The Liberals (34%) have the highest combined¹⁵ vote, followed by the Conservatives (23%) and the NDP (19%)



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=1200]

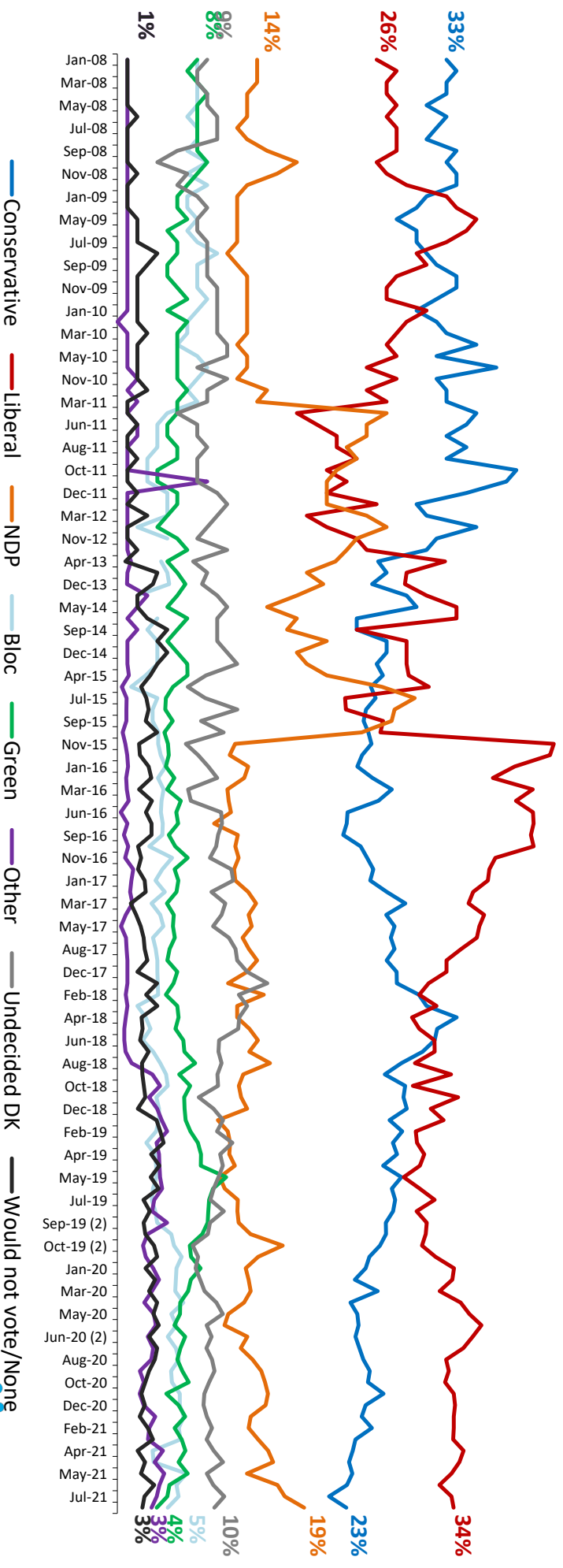


Current data: August 2021

Federal Vote Tracking: The Liberals have remained on the top for combined vote (34%); far ahead from the other parties



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=1200]

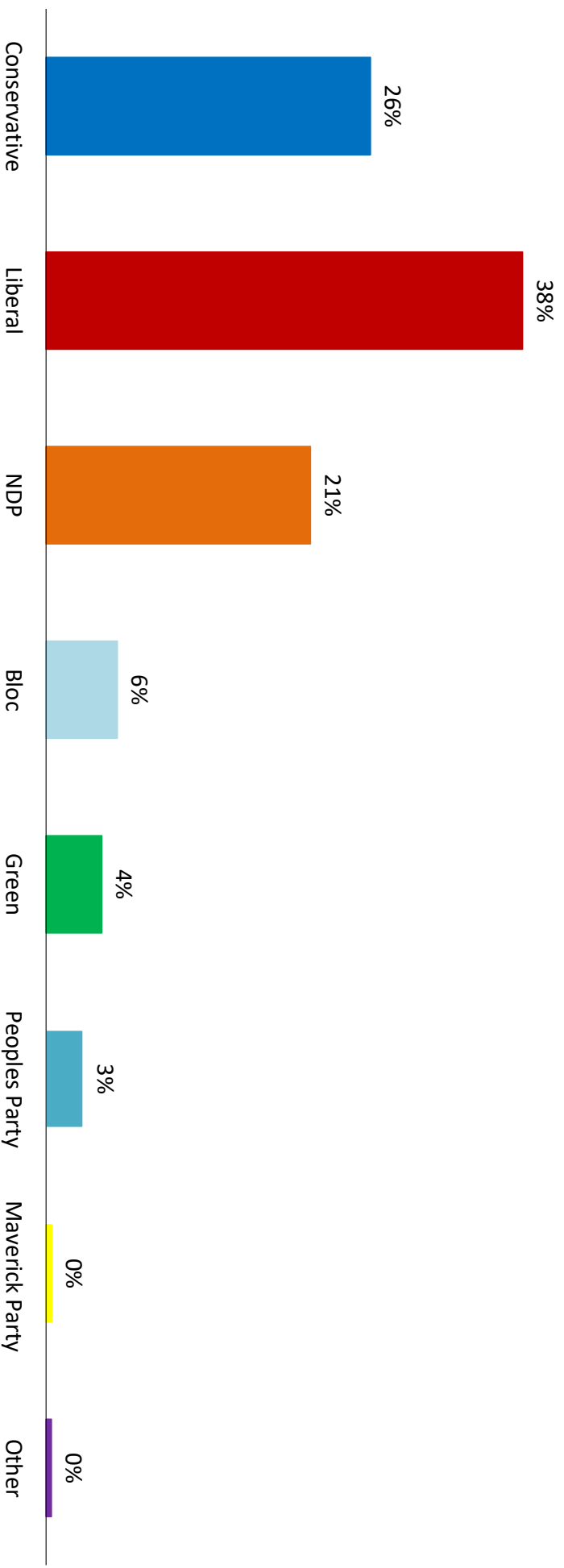


Current data: August 2021

Federal Decided Vote: Among the decided, a plurality (38%) would vote for the Liberals



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=1053]



Current data: August 2021

only decided voters; n=1053



Decided Vote by Region: The Liberals are favoured over other parties in all regions of Canada except for Alberta where Conservatives lead

Decided vote by Region

Region						
	BC	AB	Prairies	ON	QC	Atlantic
	(N=141)	(N=121)	(N=66)	(N=410)	(N=243)	(N=72)
Conservative	30%	46%	31%	27%	13%	18%
Liberal	37%	25%	35%	43%	36%	49%
NDP	25%	18%	23%	23%	16%	25%
Bloc	0%	0%	0%	0%	25%	0%
Green	6%	0%	5%	3%	8%	5%
Other	3%	10%	6%	4%	2%	3%

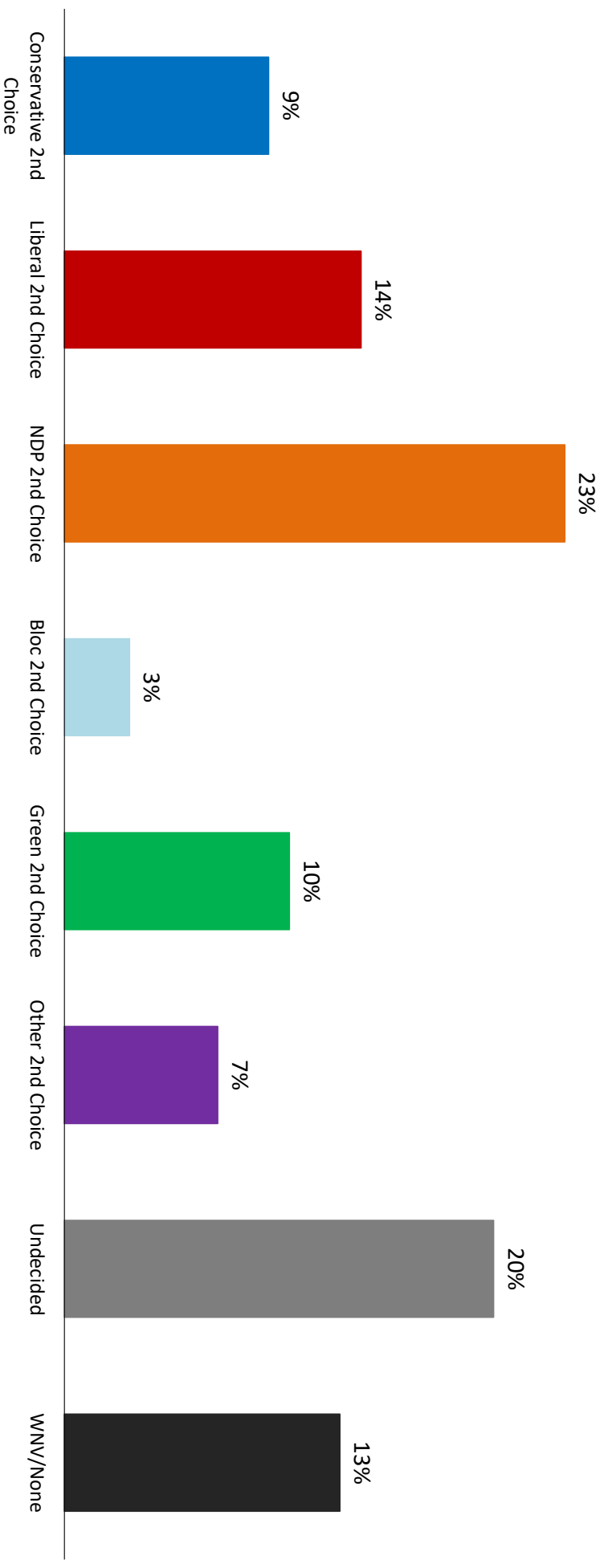
Decided Vote

Note: Current data: August 2021

Federal 2nd Choice: The top federal 2nd choice of decided voters goes to the NDP (23%) followed by the Liberals (14%)



And which party would be your second choice?
[only decided voters; n=1053]



Current data: August 2021

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

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

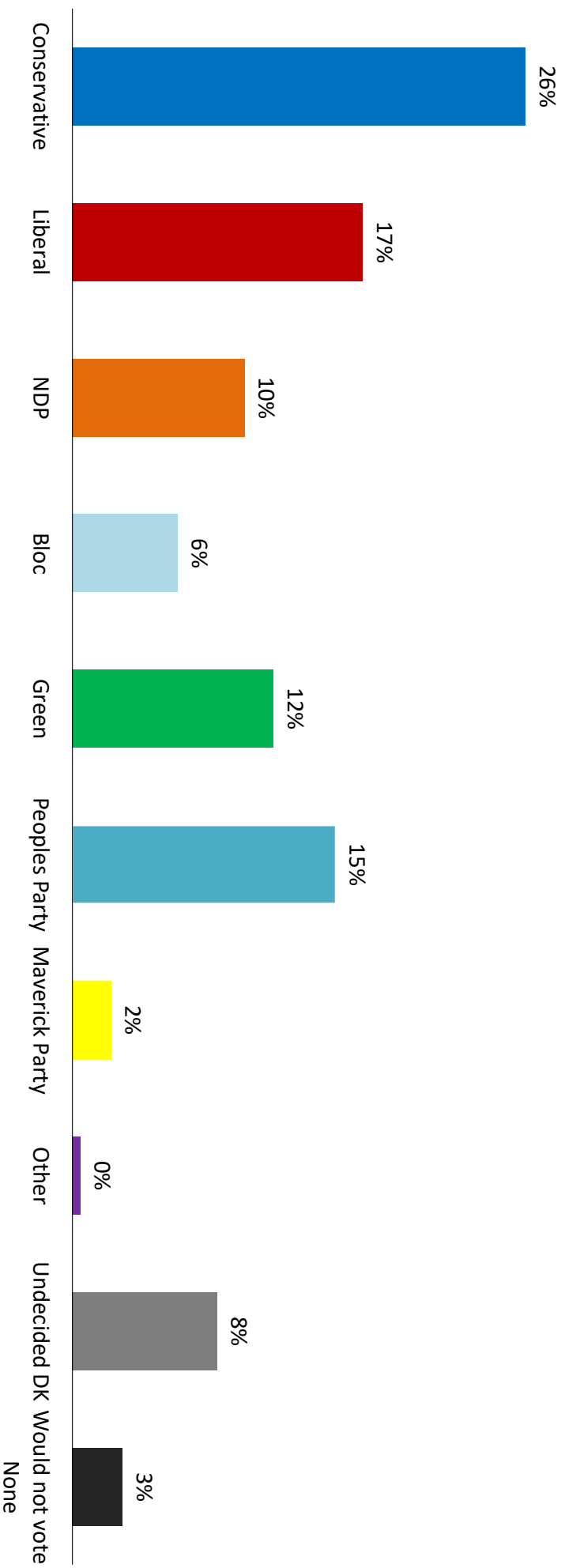
First Choice												
Second Choice	Conservative 1st Choice (N=275)		Liberal 1st Choice (N=404)		NDP 1st Choice (N=225)		Bloc 1st Choice (N=61)		Green 1st Choice (N=47)		Other 1st Choice (N=41)	
	Conservative 2nd Choice		12%		9%		18%		15%		31%	
	Liberal 2nd Choice		13%		42%		11%		17%		0%	
	NDP 2nd Choice		15%		43%		23%		29%		7%	
	Bloc 2nd Choice		3%		2%				5%		1%	
	Green 2nd Choice		7%		18%		17%		0%		14%	
	Other 2nd Choice		18%		4%		1%		4%		25%	
	Undecided		22%		17%		20%		24%		10%	
	WNV/None		22%		9%		10%		5%		12%	

Second Choice

Current data: August 2021

Never Vote: A plurality (26%) of the respondents would never vote for the Conservatives

 Is there any party you would never vote for?
[asked of all respondents; n=708]

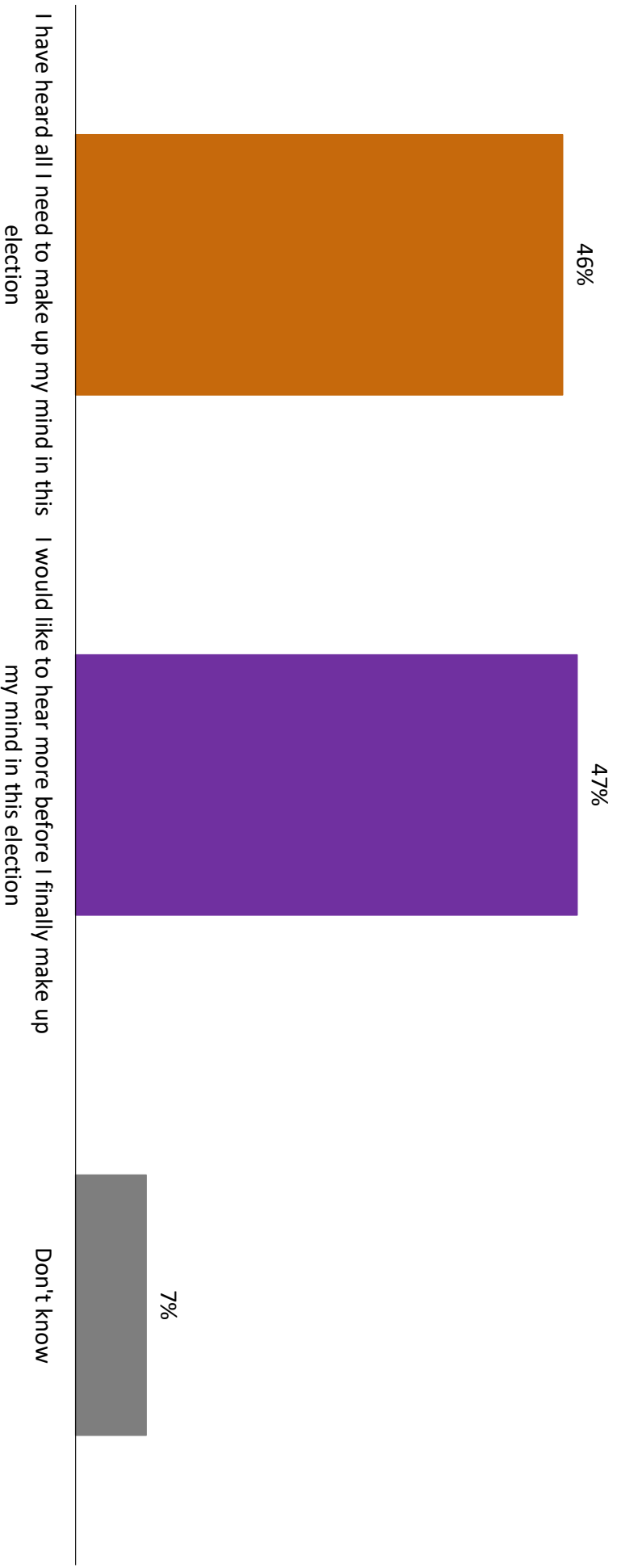


Current data: August 2021

Satisficing: The respondents are evenly split on whether they require more info or have heard all they need in order to make a decision



Which statement is closest to your view about the upcoming federal election ?
[asked of all respondents; n=1200]



Firmness of Vote: CPC partisans are more firm on their vote (63%) than the other parties; NDP partisans need to hear more to make a decision

Which statement is closest to your view about the upcoming federal election BY [Vote+Lean]

First Choice						
	Conservative 1st Choice	Liberal 1st Choice	NDP 1st Choice	Bloc 1st Choice	Green 1st Choice	Other 1st Choice
	(N=275)	(N=404)	(N=225)	(N=61)	(N=47)	(N=41)
I have heard all I need to make up my mind in this election	63%	50%	39%	59%	27%	55%
I would like to hear more before I finally make up my mind in this election	33%	47%	54%	34%	67%	39%
Don't know	4%	3%	8%	7%	6%	6%

Satisficing

Current data: August 2021

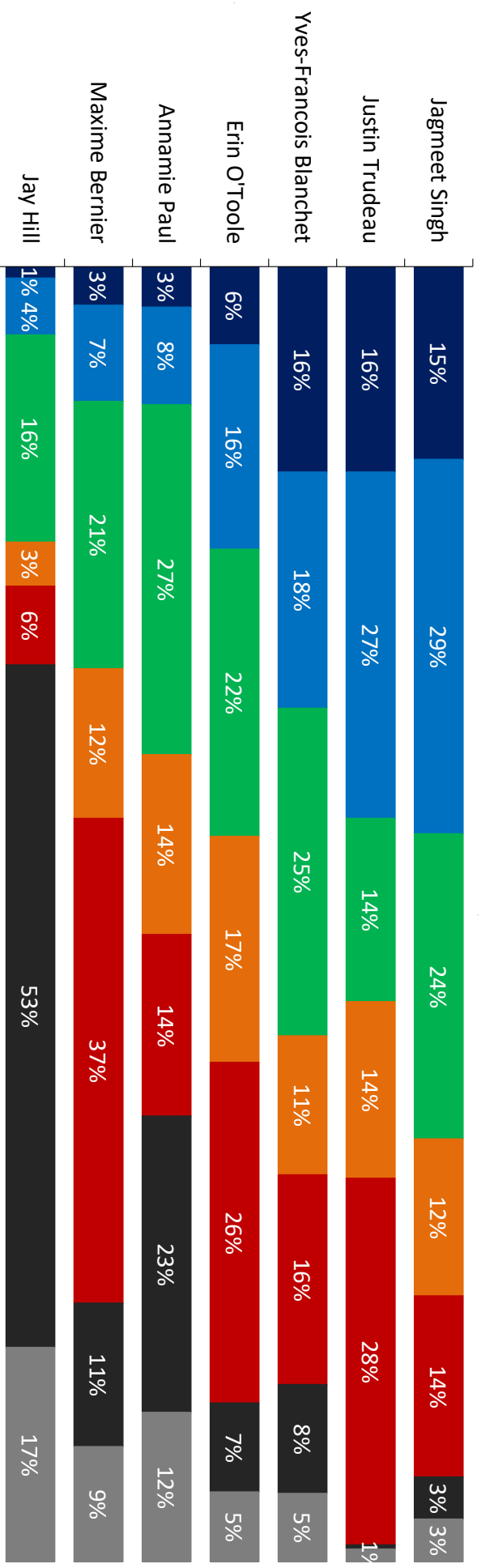
Leadership

Leader Favourables: The highest favourable impressions are for Singh (44%) and Trudeau (43%) with Singh having a higher net favourability



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

[asked of all respondents; n=1200]



Very favourable Somewhat favourable Neutral/Neither favourable nor unfavourable Somewhat unfavourable Very unfavourable Do not recognize

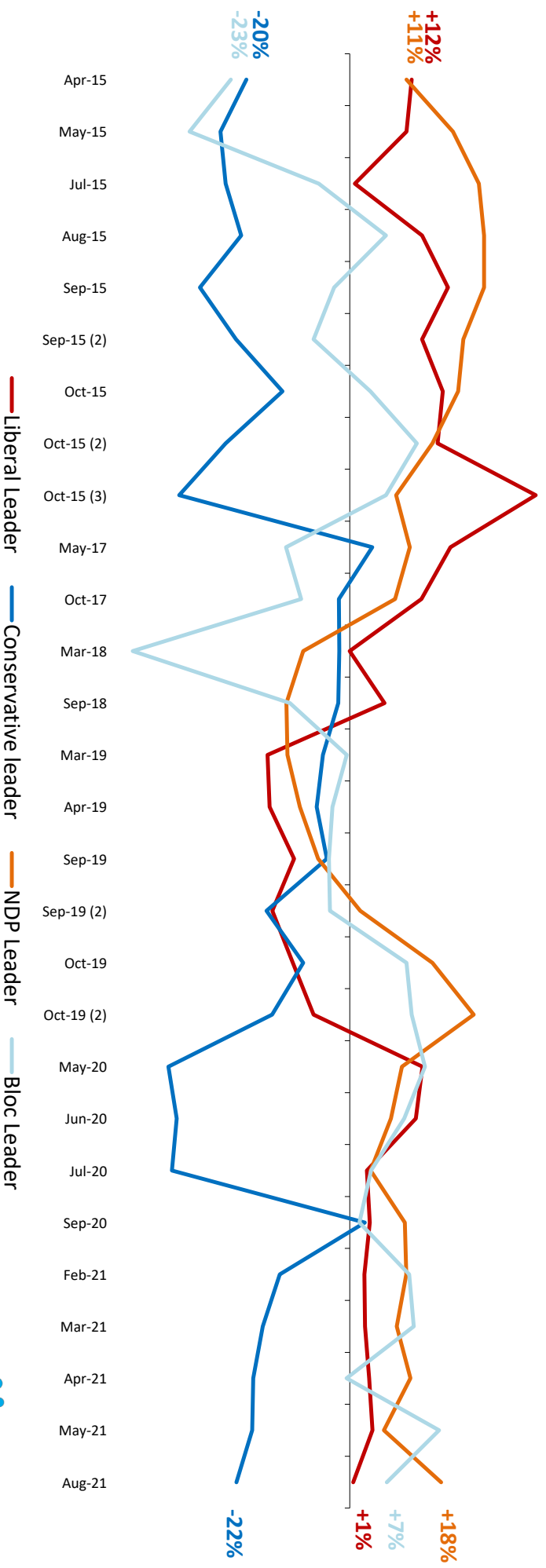
Current data: August 2021

Party Leader NET Favourables Tracking: Net favourable tracking is highest for the NDP (+18%) and lowest for O'Toole (-22%)



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

[asked of all respondents; n=1200]



Current data: August 2021

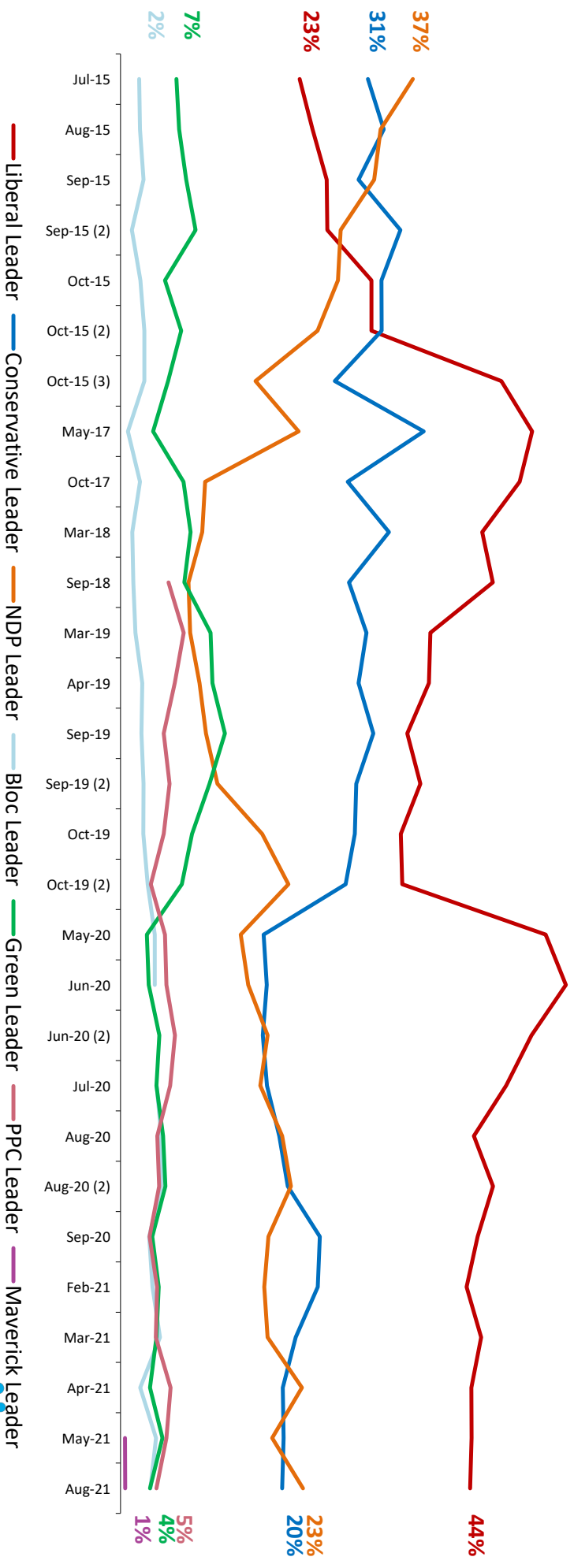
Note: Green Leader, People's Party Leader not shown.

Note: Results for Yves-Francois Blanchet for Quebec respondents only

Best Prime Minister Tracking: A strong plurality (44%) believe that the Liberal leader would make the best Prime Minister of Canada



Which of the following party leaders would make the best Prime Minister of Canada?
[asked of all respondents, n=1200]



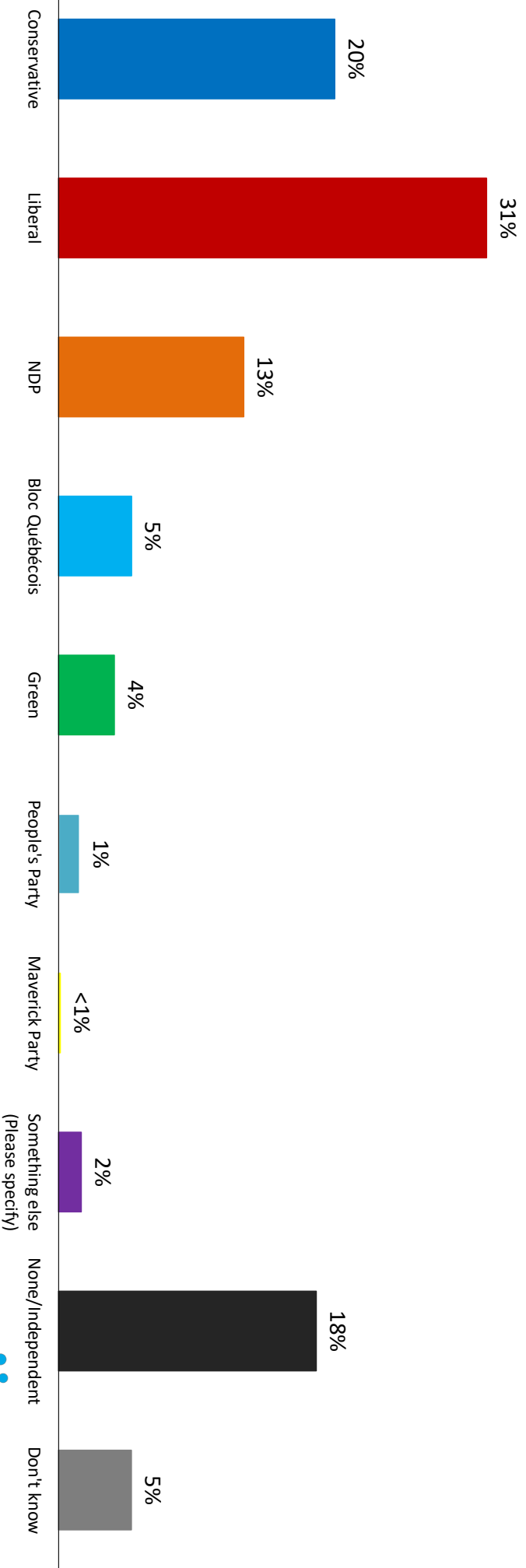
Current data: August 2021

Partisanship

Federal Party ID: 1-in-3 (31%) identify themselves as Liberals followed³⁰ by Conservatives (20%), while the NDP trail at 13%



Thinking about politics in Canada, generally speaking, do you usually think of yourself as a...
[asked of all respondents; n=1200]

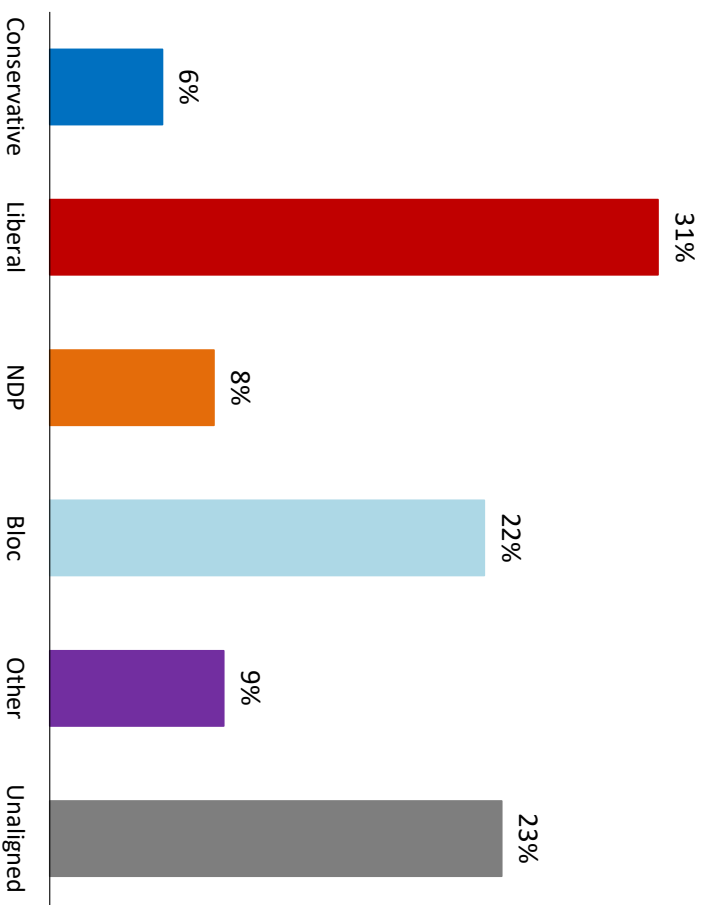


Current data: August 2021

Federal Party ID (Quebec vs. ROC): The Liberals have the lead in party ID in both Quebec and the rest of Canada ³¹

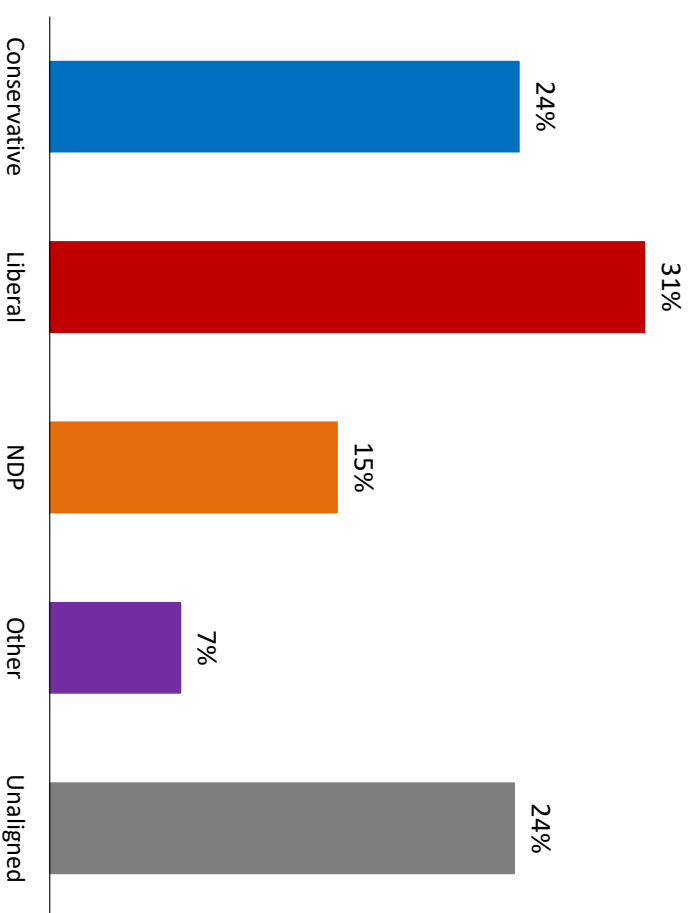
Party ID: Quebec

[Respondents in Quebec, n=281]



Party ID: Rest of Canada

[Respondents in the rest of Canada, n=919]

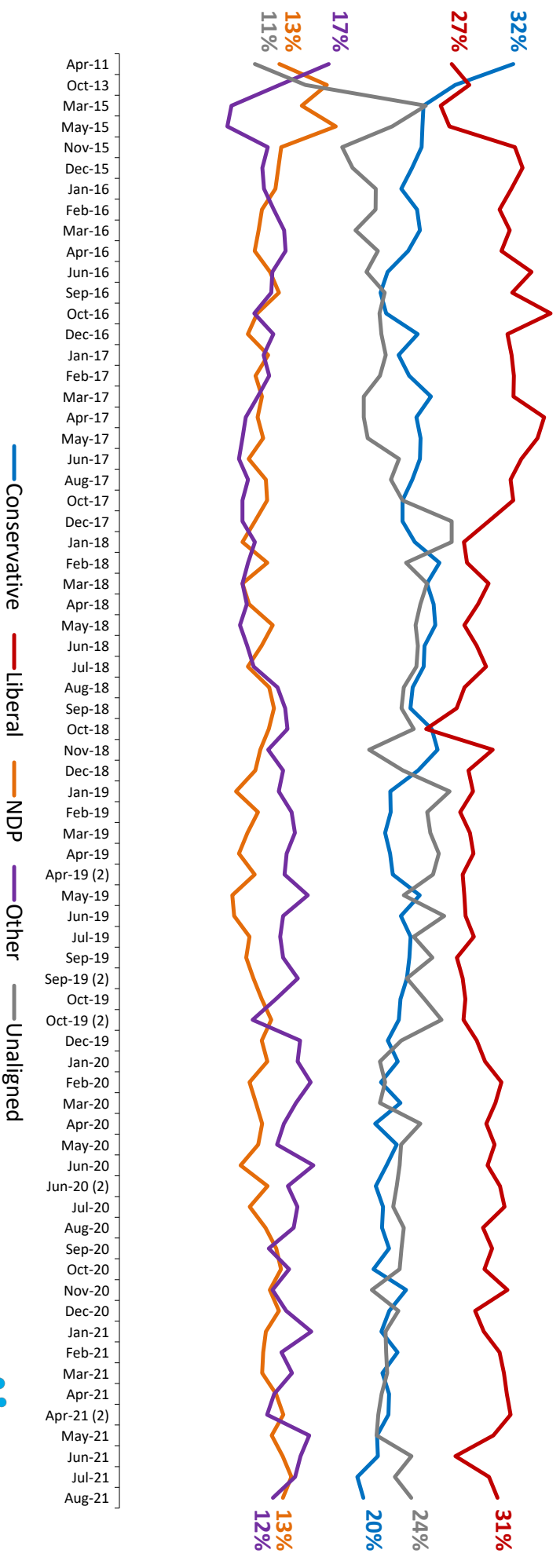


Current data: August 2021

Federal Party ID Tracking: The share of partisans have slightly increased for the Liberals and Conservatives



Thinking about politics in Canada, generally speaking, do you usually think of yourself as a...
[asked of all respondents, n=1200]



Current data: August 2021

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

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

Key Segmentations

Throughout the campaign, INNOVATIVE will use three key segmentations to understand movement in vote intention and leader reputation. These segmentations have been developed, refined, and validated over the course of dozens of elections campaigns that we have tracked. Detailed definitions and results for each segment can be found in the appendix.

Political Value Clusters

We group Canadians into six “values” clusters based on 4 key political values:

1. Populist Conservatives (11%)
2. Differential Conservatives (13%)
3. Business Liberals (25%)
4. Left Liberals (16%)
5. Core Left (21%)
6. Thrifty Moderates (14%)

Economic Gap

The economic gap segmentation divides Canadians by their outlook on their economic future, splitting them into four groups:

1. Canadian Dream Achievers (31%)
2. Canadian Dream Strugglers (26%)
3. Ambivalent (18%)
4. Alienated (25%)

Time For Change

This segmentation separates Canadians by their views on the incumbent government. Is it time for a change, and is there a better alternative than the current government? This creates six groups:

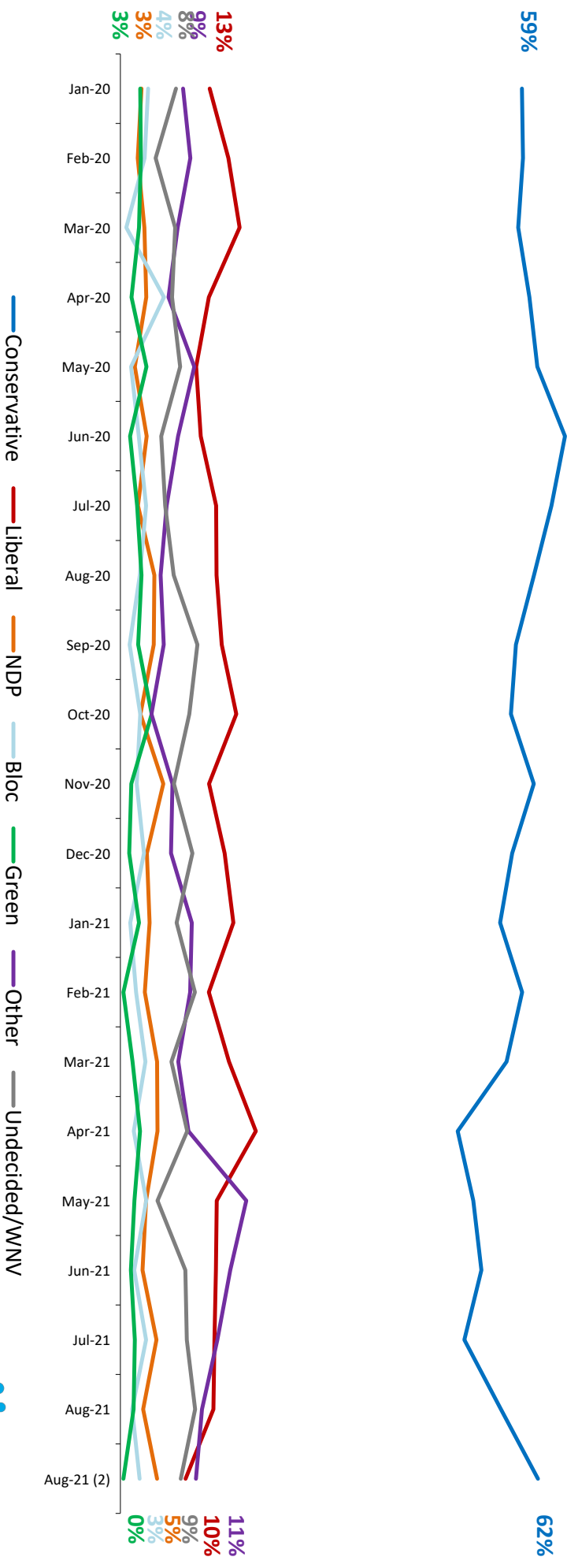
1. Core Liberals (22%)
2. Soft Liberals (11%)
3. Time for Change Liberals (9%)
4. Uncertain (11%)
5. Soft anti-Liberals (23%)
6. Hostile (25%)

Vote and Leadership by Value Cluster

Populist Conservative Vote: A strong majority of this value cluster continues to favour the Conservatives (62%) over the other parties



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=128]

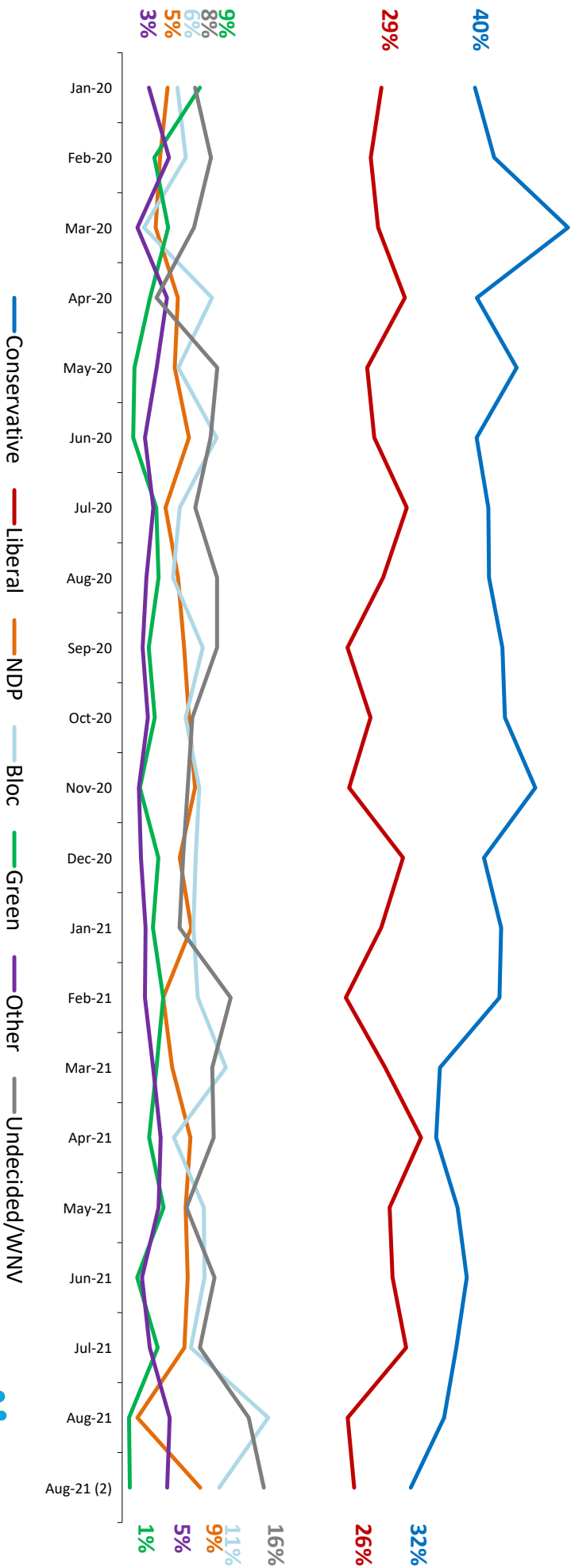


Current data: August 2021

Deferralal Conservative Vote: A plurality (32%) of this value cluster still continues to favour the Conservatives followed by the Liberals (26%)



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=158]

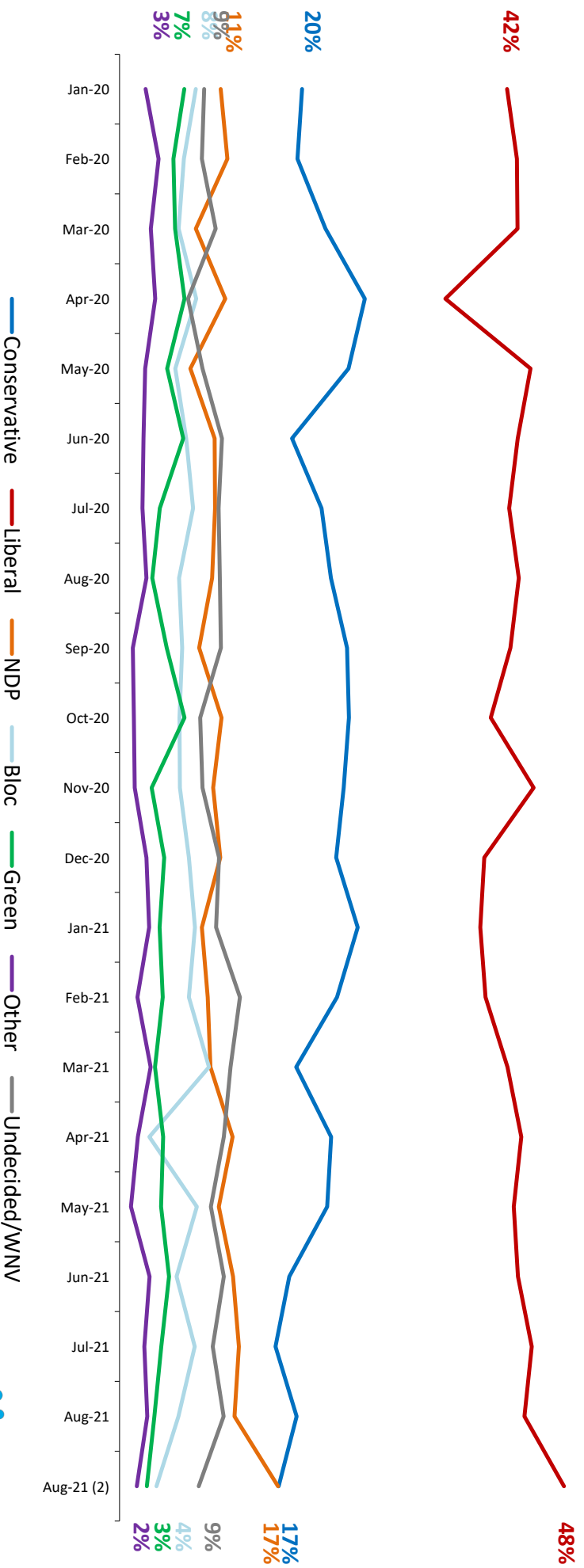


Current data: August 2021

Business Liberal Vote: Almost half (48%) of this value cluster continues to clearly favour the Liberals over the other parties



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=303]

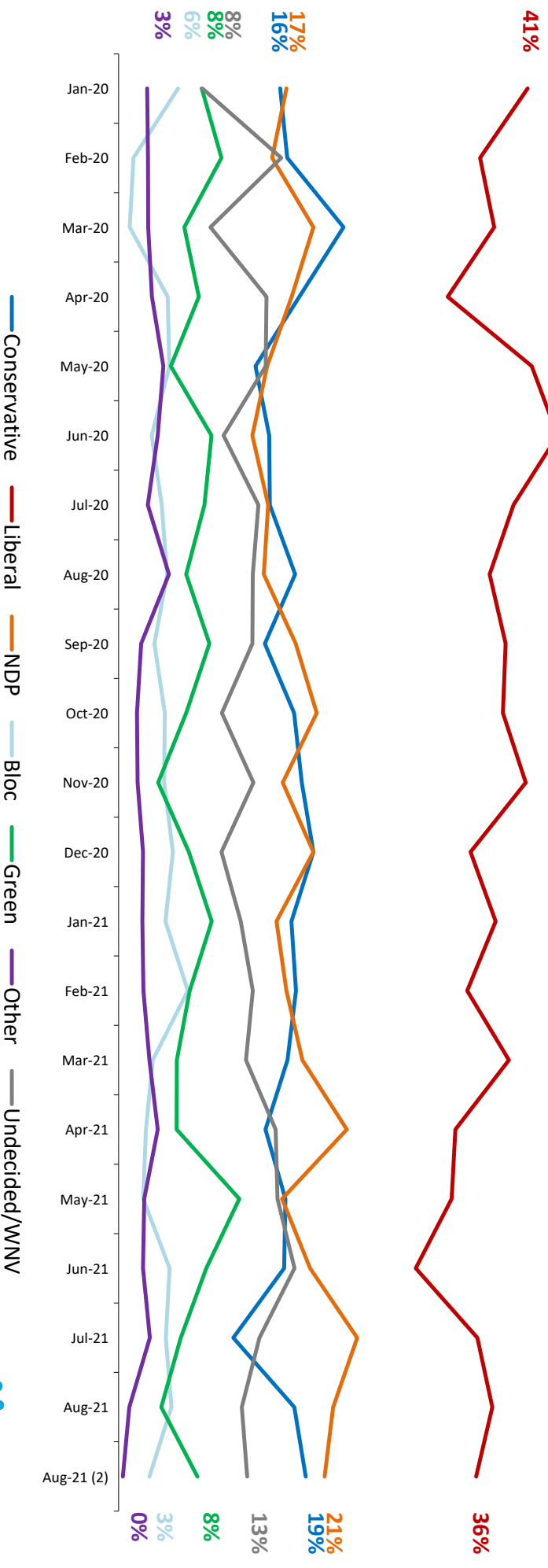


Current data: August 2021

Left Liberals Vote: A plurality (36%) of this value cluster favours the Liberals followed by the NDP (21%) and the Conservatives (19%)



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=194]

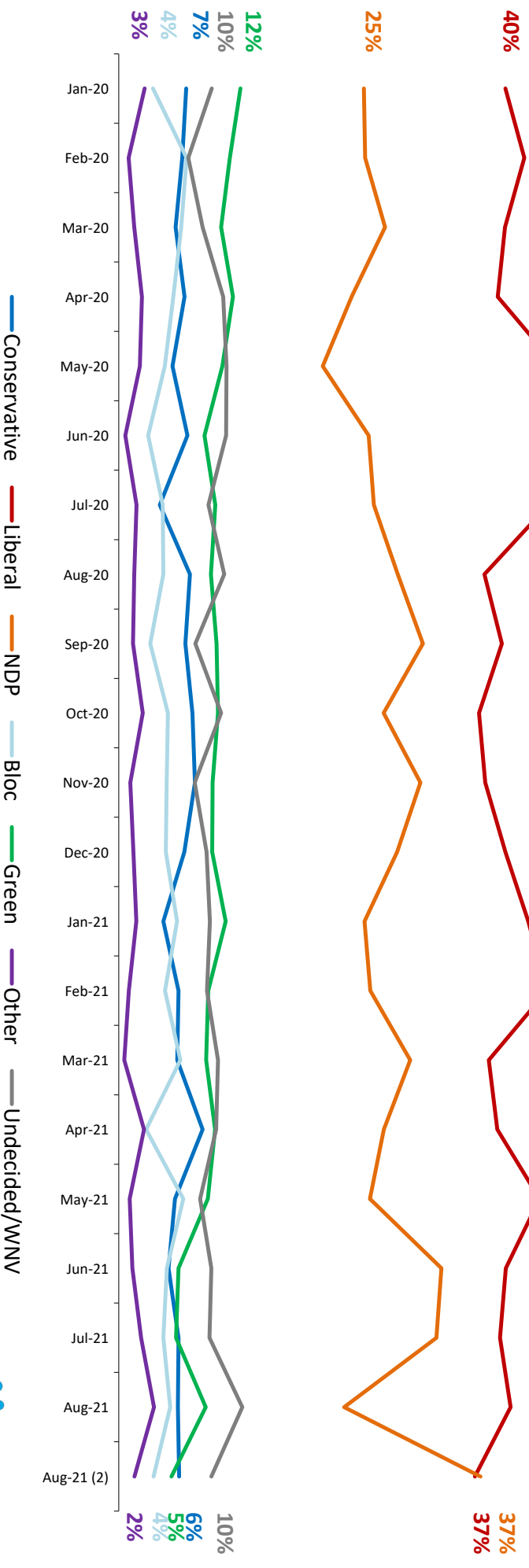


Current data: August 2021

Core Left Vote: The Core Left is now evenly split on supporting the Liberals and the NDP (both at 37%)



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=250]

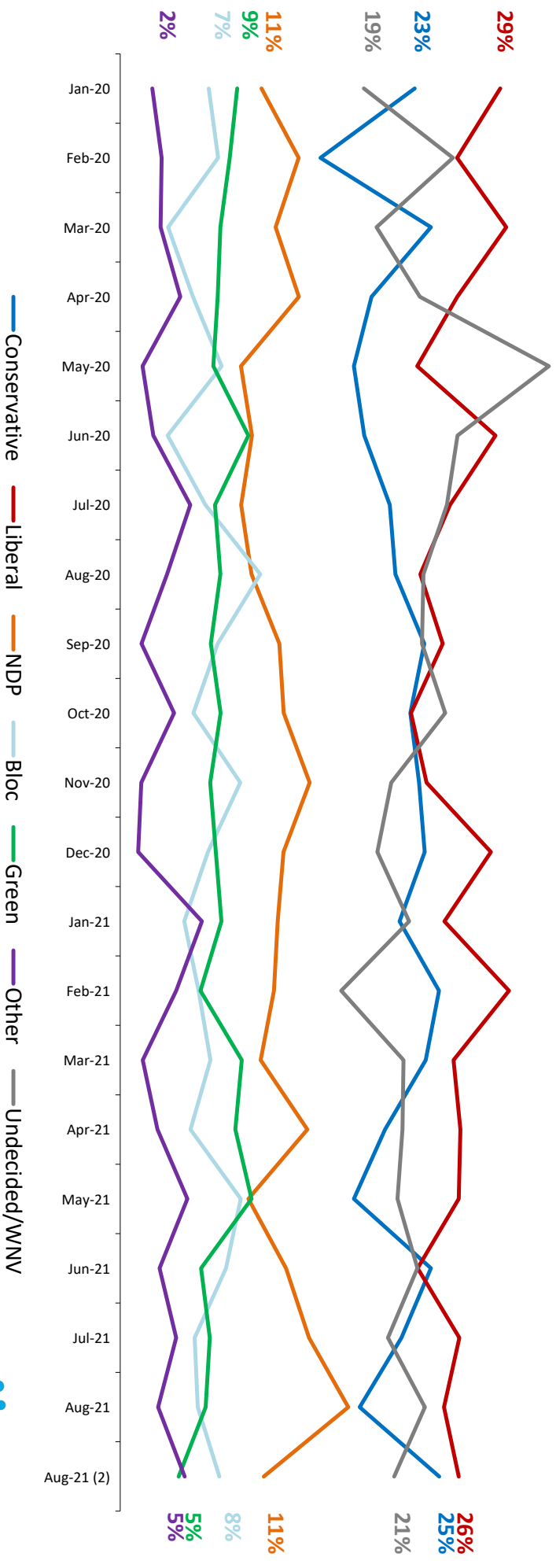


Current data: August 2021

Thrifty Moderates Vote: The Thrifty Moderates are now evenly split on supporting the Liberals and the Conservatives



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=167]



Current data: August 2021

Best Prime Minister by Value Cluster: The Liberals have the highest favourability in all the cluster groups except the Populist Conservatives

Value Cluster						
	Populist Conservatives	Deferential Conservatives	Business Liberals	Left Liberals	Core Left	Thrifty Moderates
	(N=104)	(N=104)	(N=254)	(N=138)	(N=202)	(N=112)
Justin Trudeau	12%	40%	63%	46%	42%	36%
Erin O'Toole	60%	34%	11%	16%	5%	25%
Jagmeet Singh	8%	9%	16%	28%	43%	21%
Yves-Francois Blanchet	1%	9%	3%	2%	3%	7%
Annamie Paul	1%	2%	3%	7%	4%	5%
Maxime Bernier	18%	4%	3%	2%	2%	4%
Jay Hill	1%	1%	1%	0%	0%	1%

Best Prime Minister

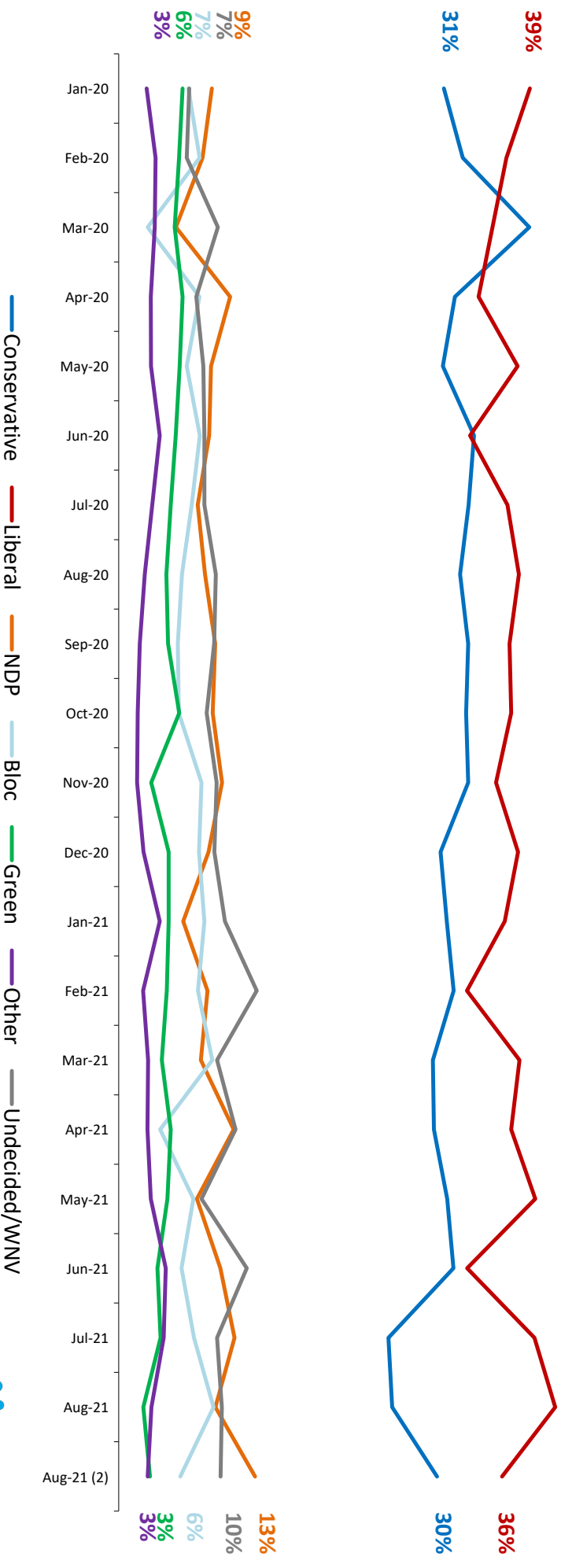
Note: Current data: August 2021

Vote and Leadership by Economic Gap Segment

Dream Achiever Vote: Achievers continue to favour the Liberals over the other parties, with the gap between the Liberals and CPC is closing



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=373]

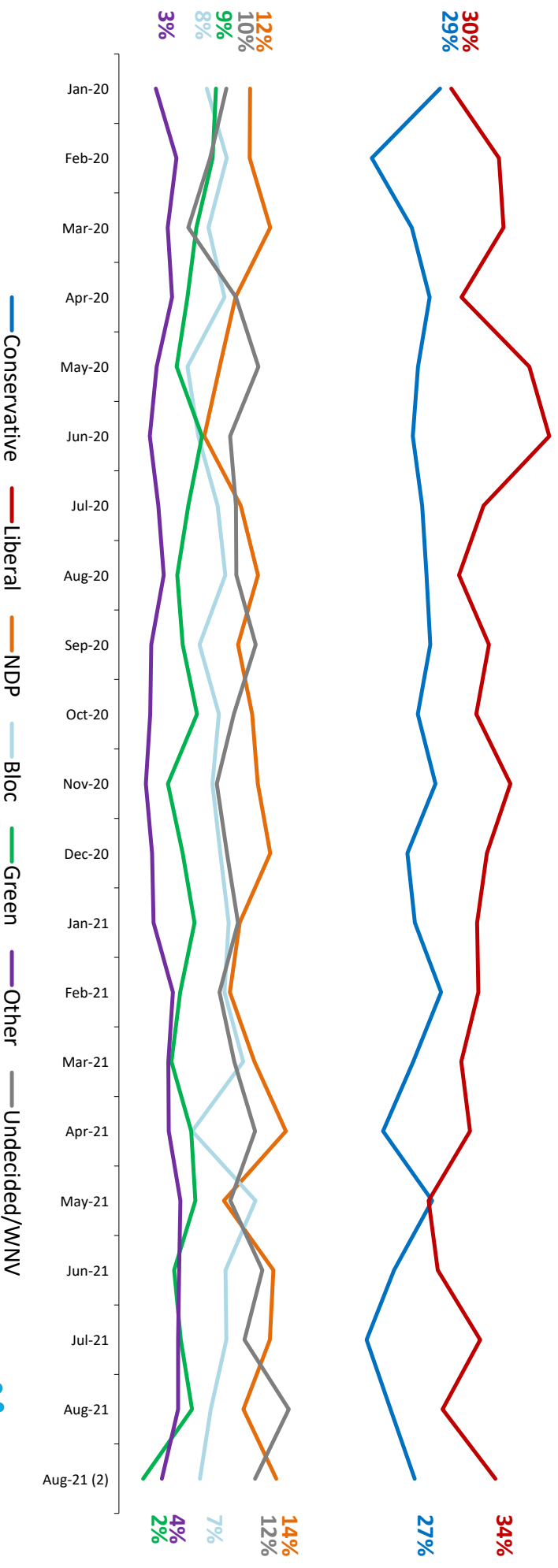


Current data: August 2021

Dream Struggler Vote: Strugglers continue to increase their support for the Liberals (34%), followed by the Conservatives (27%)



If a federal election were held today, which party would you vote for? In that case, which party do you lean toward slightly? [Vote + Lean]
[asked of all respondents, n=311]

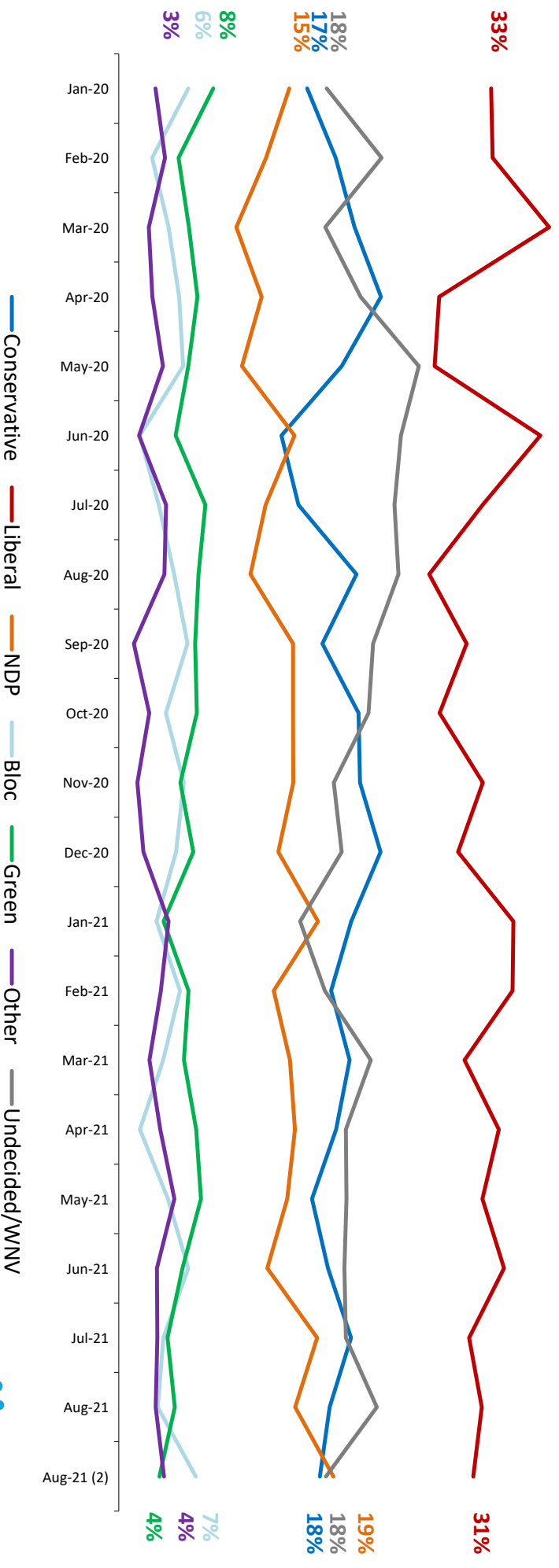


Current data: August 2021

Ambivalent Vote: The Ambivalent continue to favour the Liberals (31%) over the other parties



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=221]

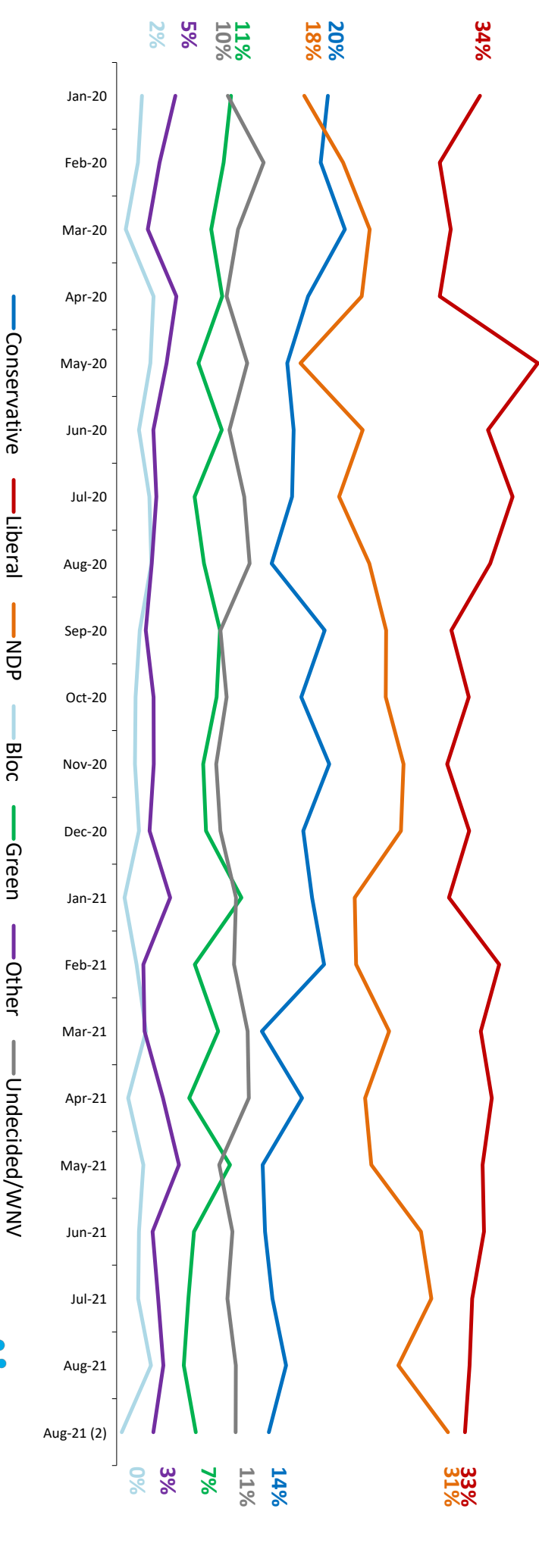


Current data: August 2021

Alienated Vote: The Alienated are now evenly split on their support for the Liberals (33%) & the NDP (31%) with only 14% supporting the CPC



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=294]



Current data: August 2021

Best Prime Minister by Economic Gap: The Liberals are favoured over other parties in all groups, except the Alienated

	Economic Gap			
	Achievers (N=293)	Strugglers (N=249)	Ambivalent (N=147)	Alienated (N=225)
Justin Trudeau	49%	43%	48%	36%
Erin O'Toole	26%	25%	16%	10%
Jagmeet Singh	13%	18%	24%	41%
Yves-Francois Blanchet	4%	6%	4%	0%
Annamie Paul	3%	2%	3%	7%
Maxime Bernier	4%	4%	5%	5%
Jay Hill	1%	1%	0%	0%

Best Prime Minister

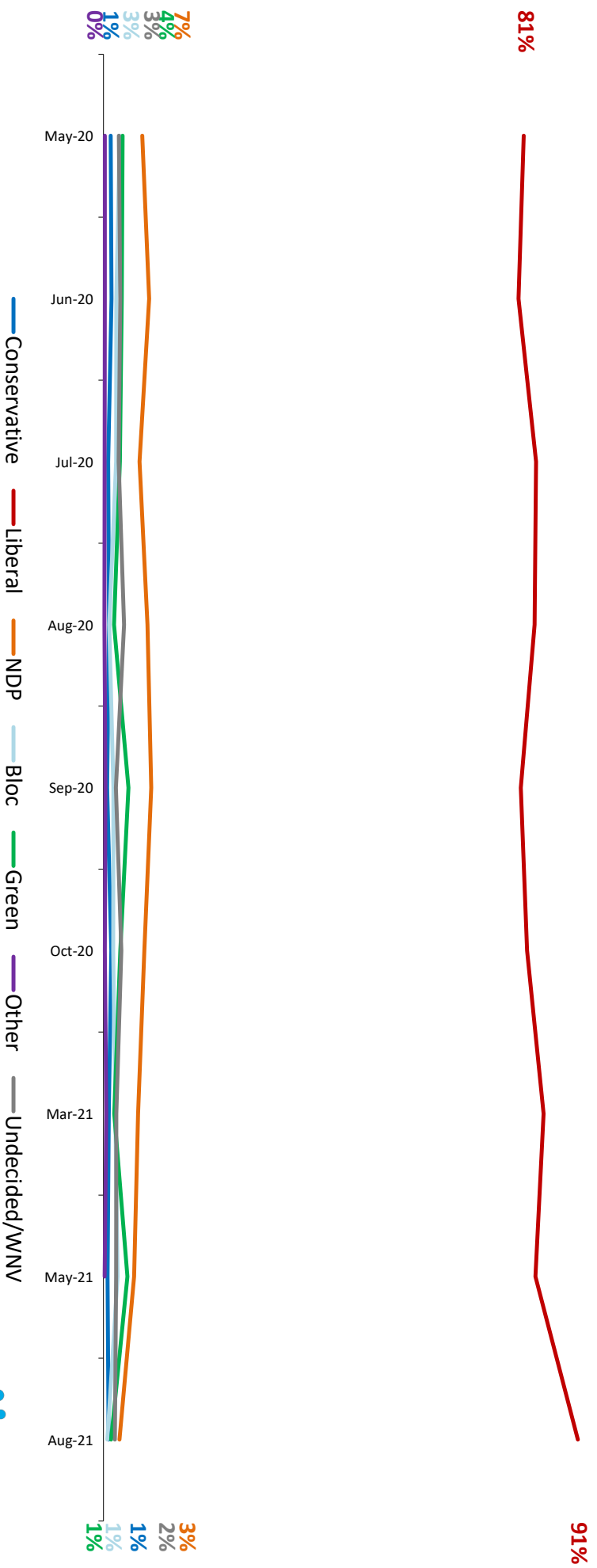
Note: Current data: August 2021

Vote and Leadership by Time for Change

Core Liberal Vote: A strong majority (91%) of the Core Liberals are likely to vote/lean towards the Liberal party



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=263]

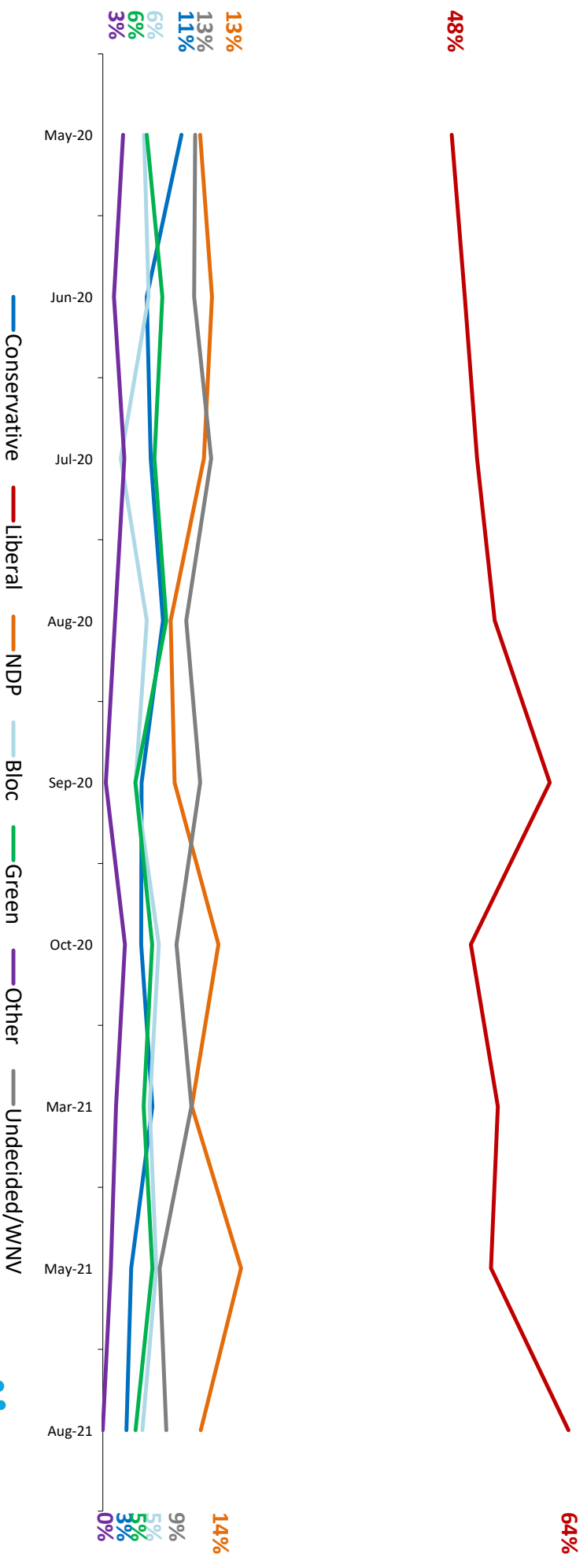


Current data: August 2021

Soft Liberal Vote: Among soft Liberals, 64% are more likely to vote/lean towards the Liberals



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=134]

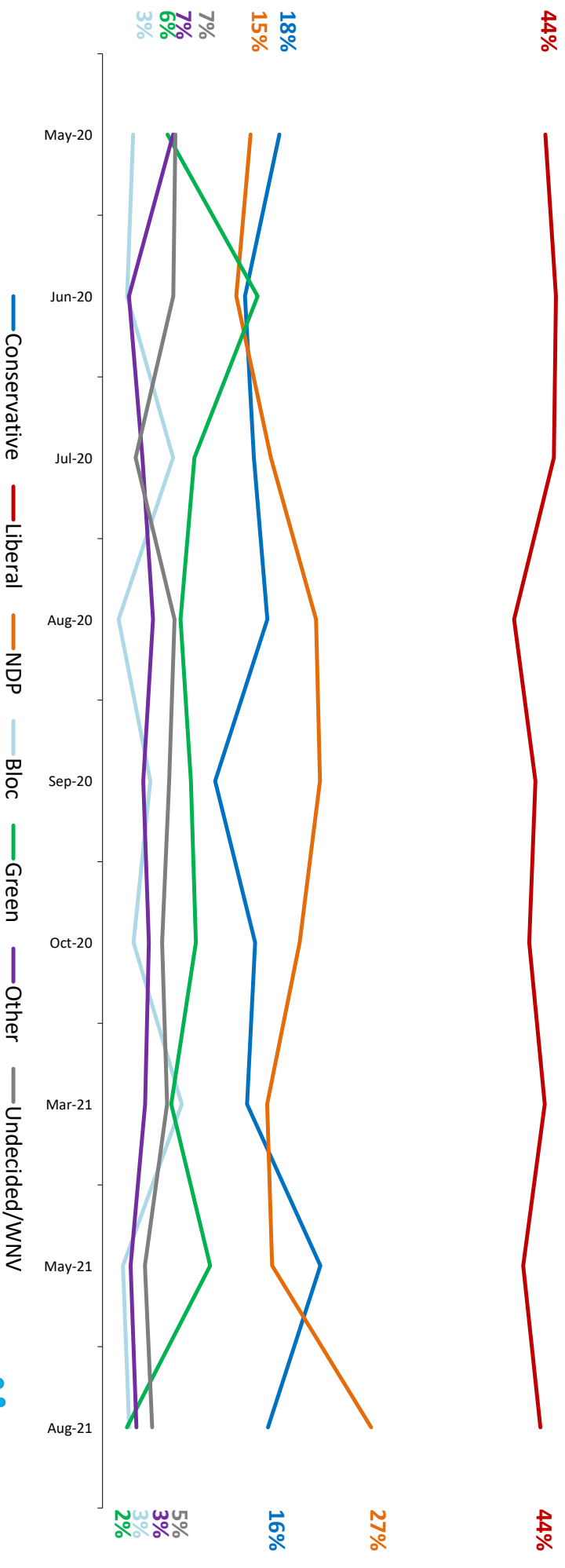


Current data: August 2021

Time for Change Liberal Vote: This cluster is more likely to vote/lean towards the Liberal party (44%), NDP is second at 27%



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=109]

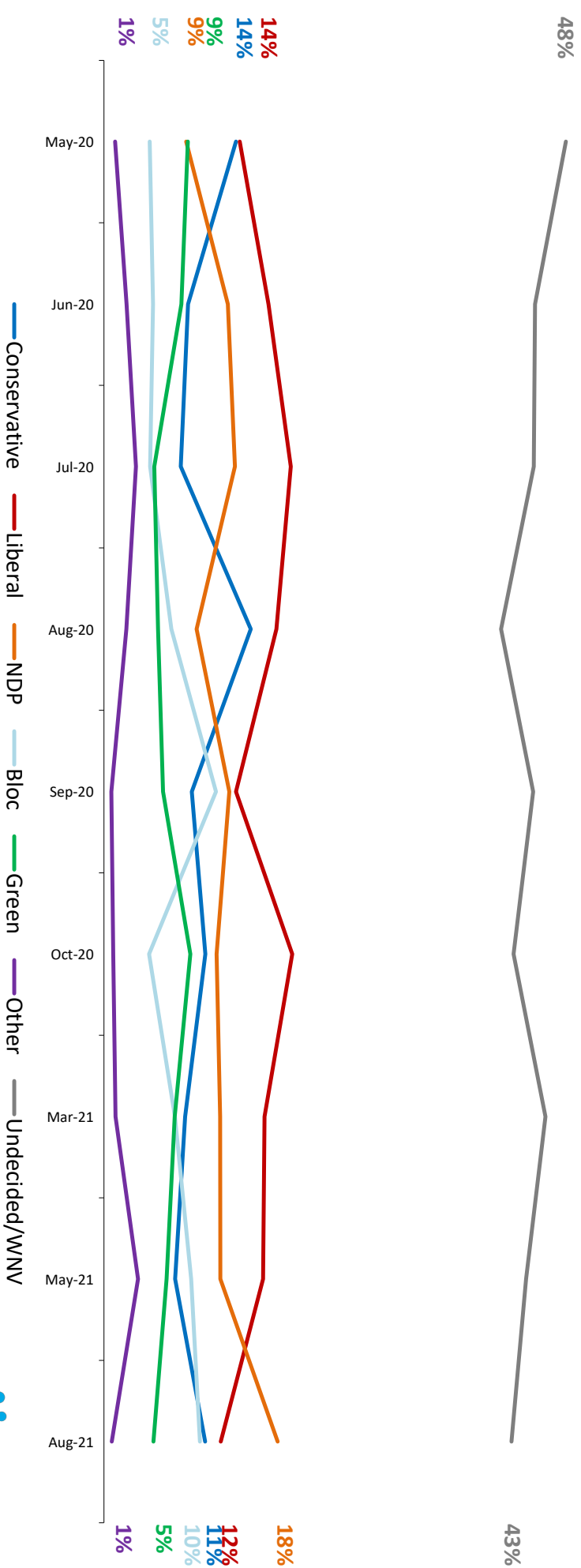


Current data: August 2021

Uncertain Vote: Among the uncertain, 18% are likely to vote/lean towards the NDP party



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=129]

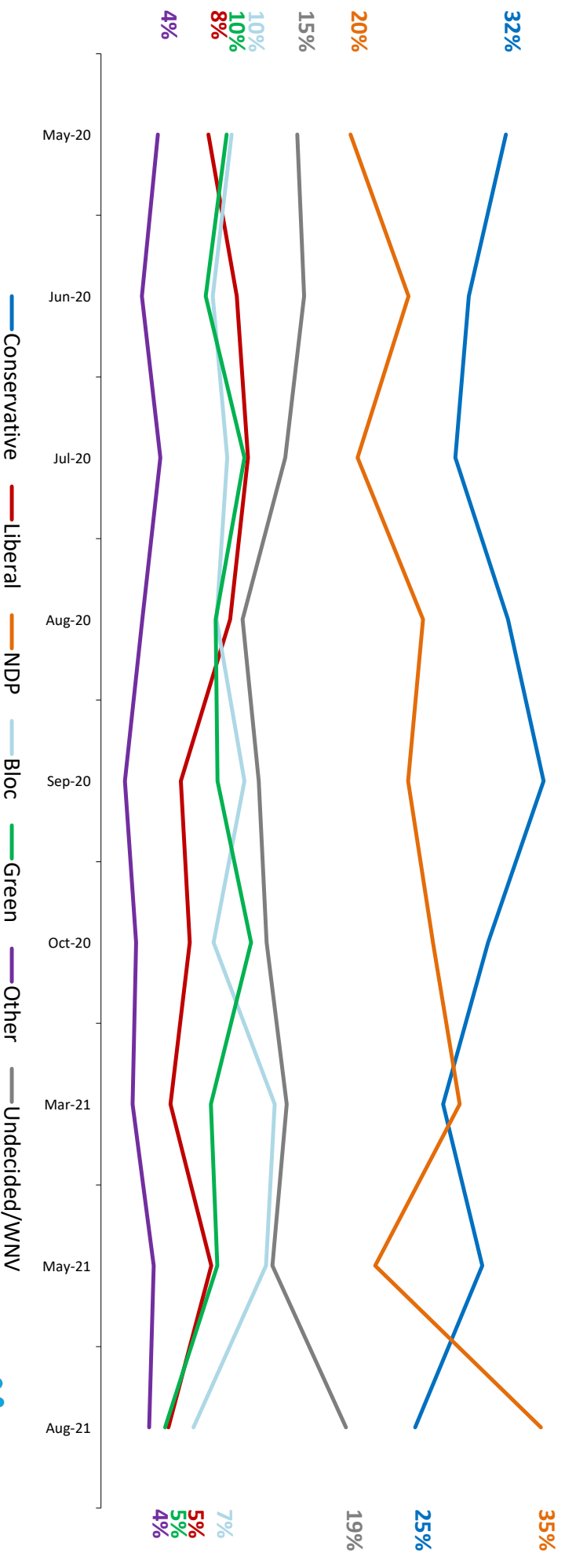


Current data: August 2021

Soft anti-Liberal Vote: Among the soft anti-Liberal, 35% are likely to vote/lean towards the NDP



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=271]

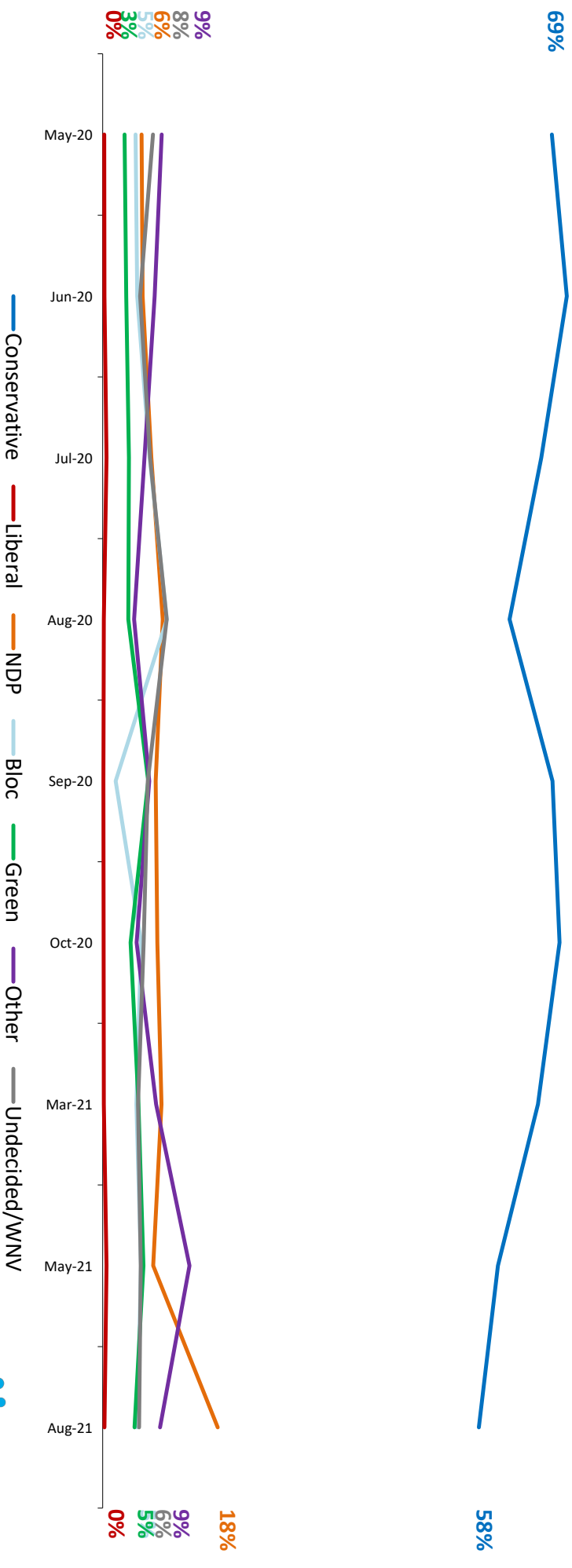


Current data: August 2021

Hostile Vote: Among the Hostile segment, over half (58%) are more likely to vote/lean towards the Conservative party



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=295]



Current data: August 2021

Best Prime Minister by Time for Change: Liberals are favoured higher among the Core LPC, Soft LPC, and Time for Change groups

Time for Change						
	Core LPC	Soft LPC	Time for change	Uncertain	Soft anti-LPC	Hostile
	(N=257)	(N=108)	(N=91)	(N=60)	(N=173)	(N=226)
Justin Trudeau	96%	72%	57%	33%	4%	0%
Erin O'Toole	0%	5%	6%	12%	26%	55%
Jagmeet Singh	3%	17%	31%	41%	48%	22%
Yves-Francois Blanchet	1%	3%	2%	5%	8%	5%
Annamie Paul	0%	2%	1%	7%	8%	5%
Maxime Bernier	0%	0%	1%	0%	7%	13%
Jay Hill	0%	0%	2%	2%	0%	1%

Best Prime Minister

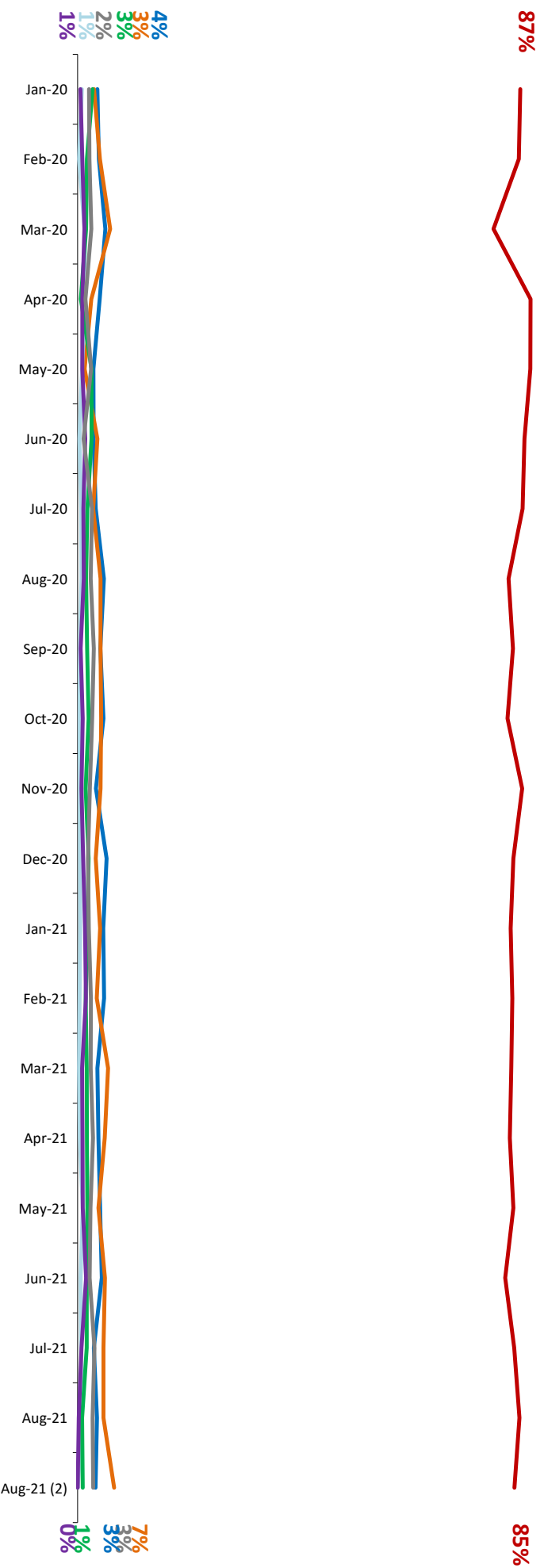
Note: Current data: August 2021

Vote and Leadership by Party ID

Liberal Partisan Vote: Among the Liberal partisans, 85% say they would vote/lean towards the Liberal party



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=369]

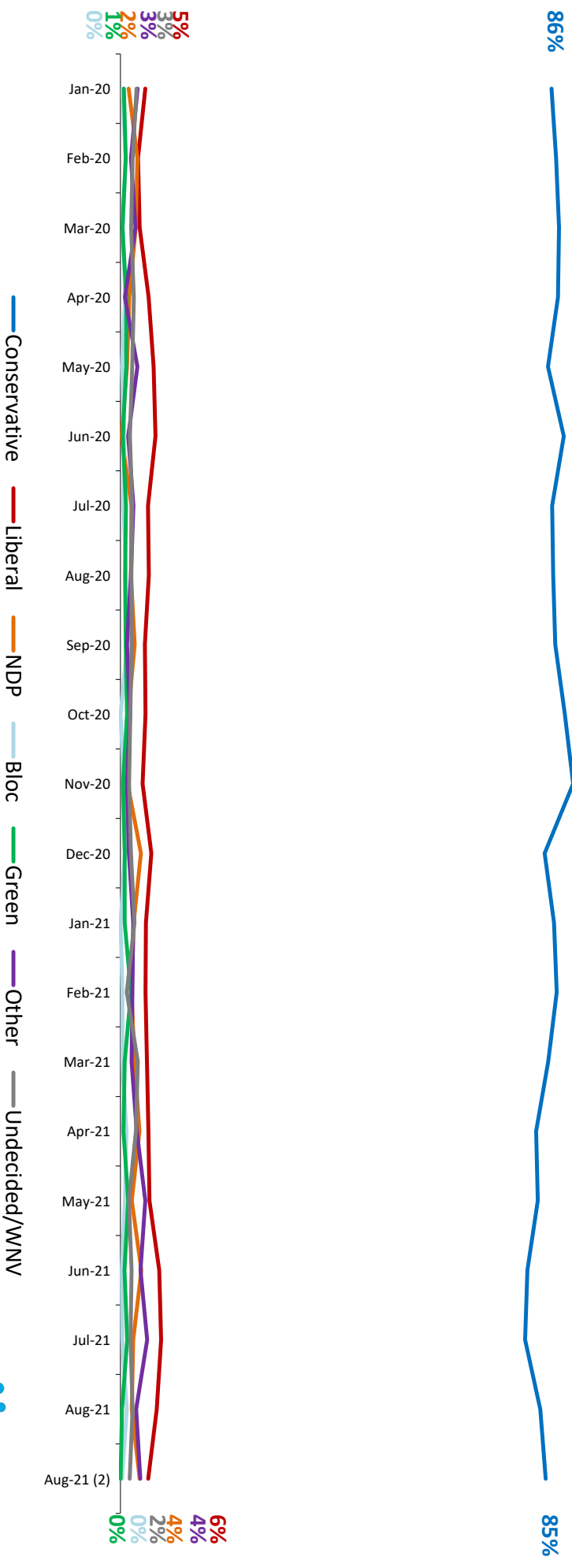


Current data: August 2021

Conservative Partisan Vote: Over 4-in-5 (85%) Conservative partisans are more likely to vote/lean towards their own party



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=238]

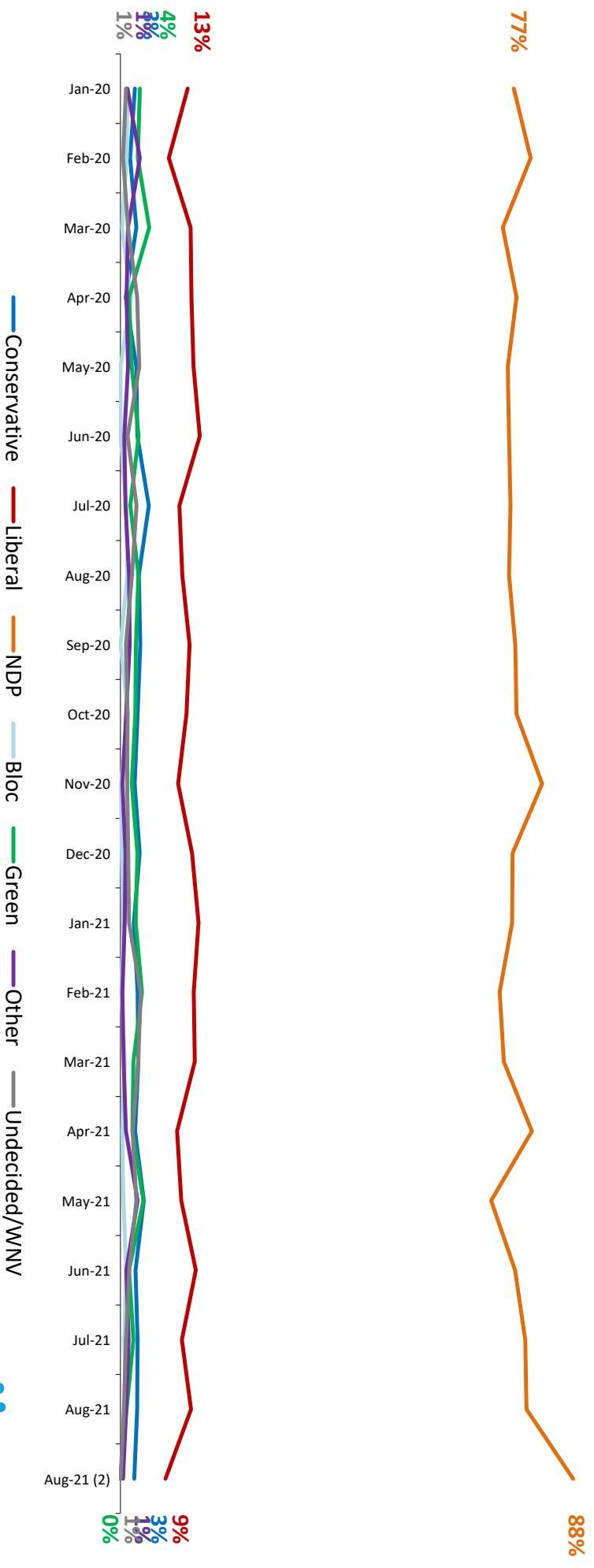


Current data: August 2021

New Democratic Partisan Vote: Among NDP partisans, 88% would vote/lean towards their respective party



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=159]

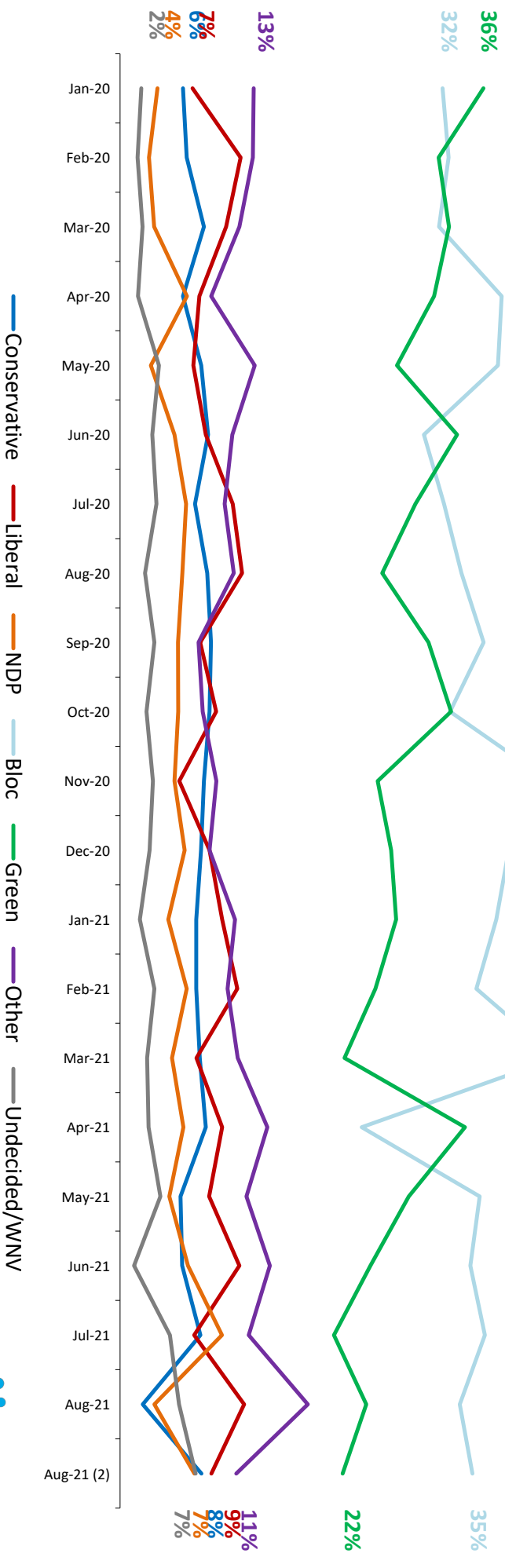


Current data: August 2021

Other Partisan Vote: Among the other partisans, 35% vote/lean towards the Bloc Quebecois, followed by the Green party at 22%



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=148]

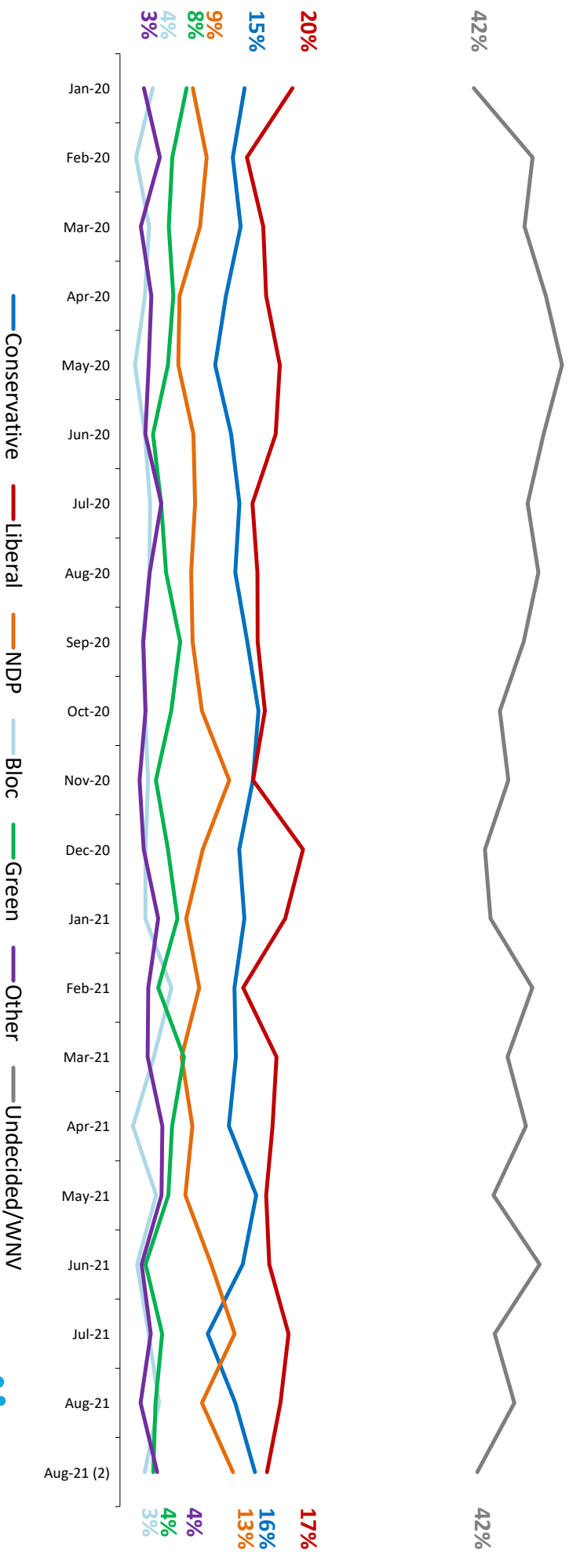


Current data: August 2021

Unaligned Vote: Those who are unaligned are most likely to vote/lean towards to Liberals (17%) followed by the Conservatives (16%)



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=369]



Current data: August 2021

Best Prime Minister by Party ID: The Liberal and the NDP partisans are ⁶³ more likely to be loyal to their respective leader than the CPC partisans

Best Prime Minister

Party ID						
	Conservative	Liberal	NDP	Other	Unaligned	
	(N=185)	(N=341)	(N=148)	(N=113)	(N=127)	
	Justin Trudeau	8%	88%	9%	20%	40%
	Erin O'Toole	75%	3%	0%	9%	22%
	Jagmeet Singh	7%	9%	85%	9%	24%
Yves-Francois Blanchet	0%	0%	2%	22%	4%	
Annamie Paul	0%	1%	2%	24%	2%	
Maxime Bernier	7%	0%	2%	16%	7%	
Jay Hill	2%	0%	0%	0%	1%	

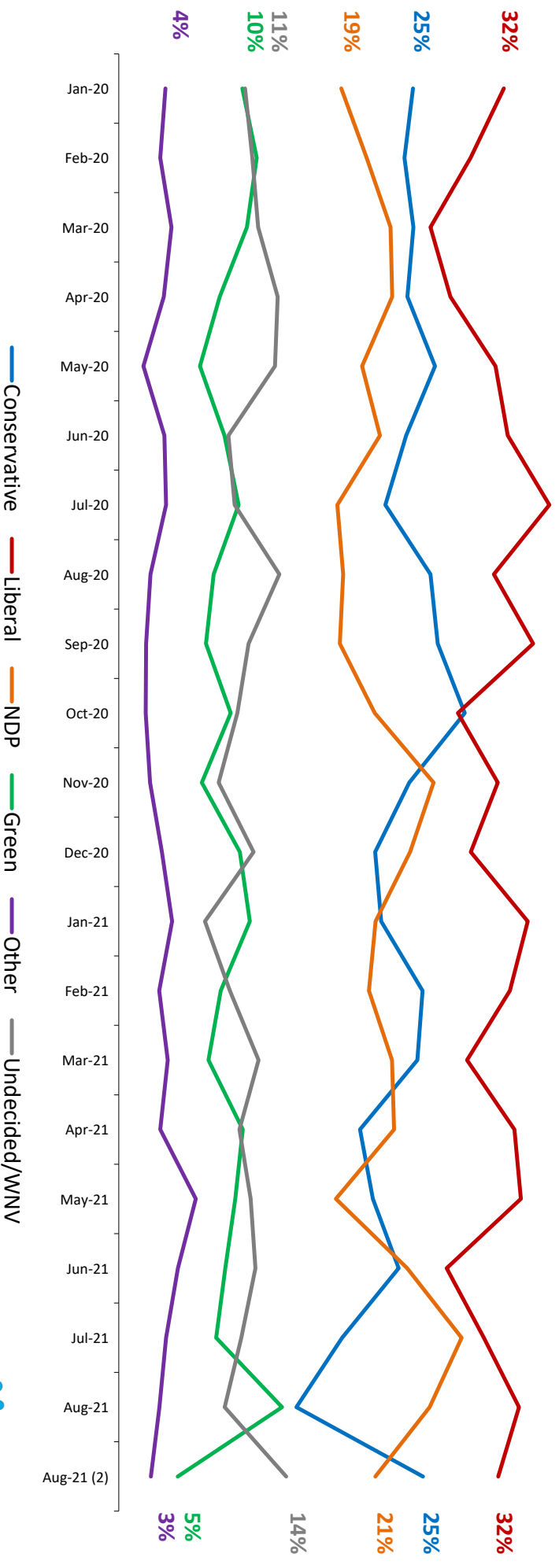
Note: Current data: August 2021

Vote by Region

BC Vote: BC voters has increased their support for the Conservatives (25%), yet the Liberals (32%) still have the highest amount of support



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=164]

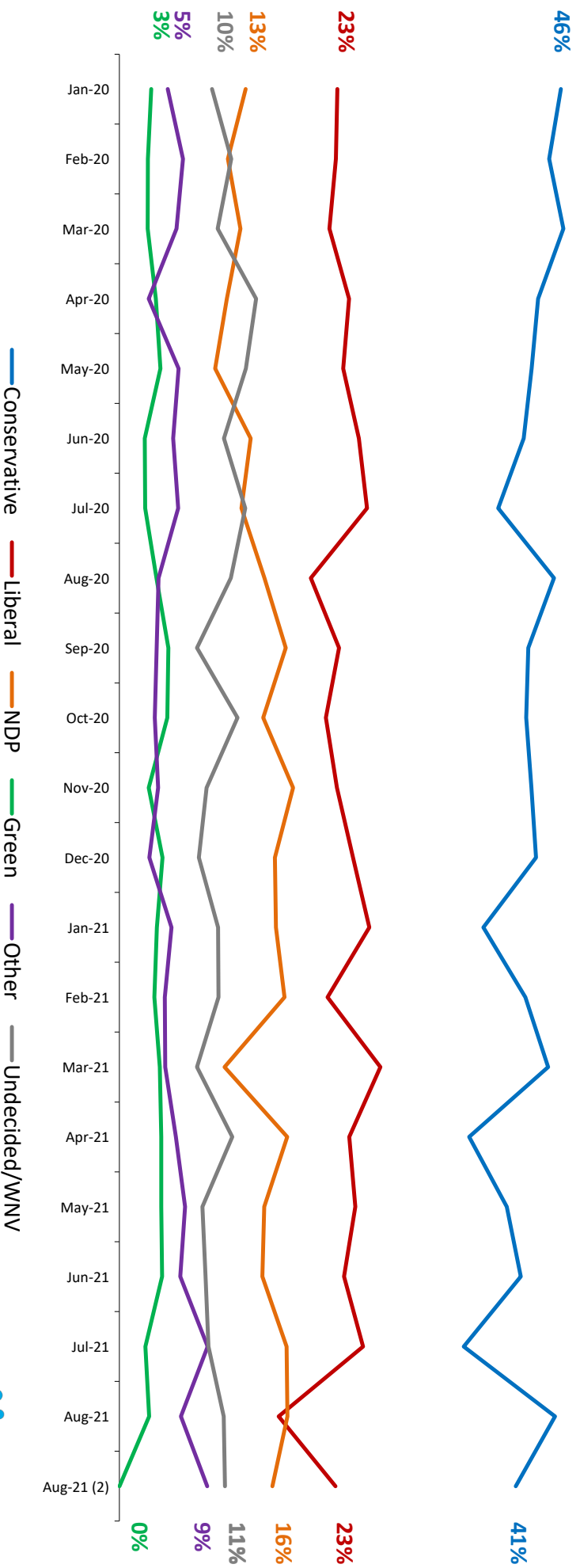


Current data: August 2021

Alberta Vote: Albertans continue to have a clear strong support for the CPC (41%) while the support for Liberals is at 23%



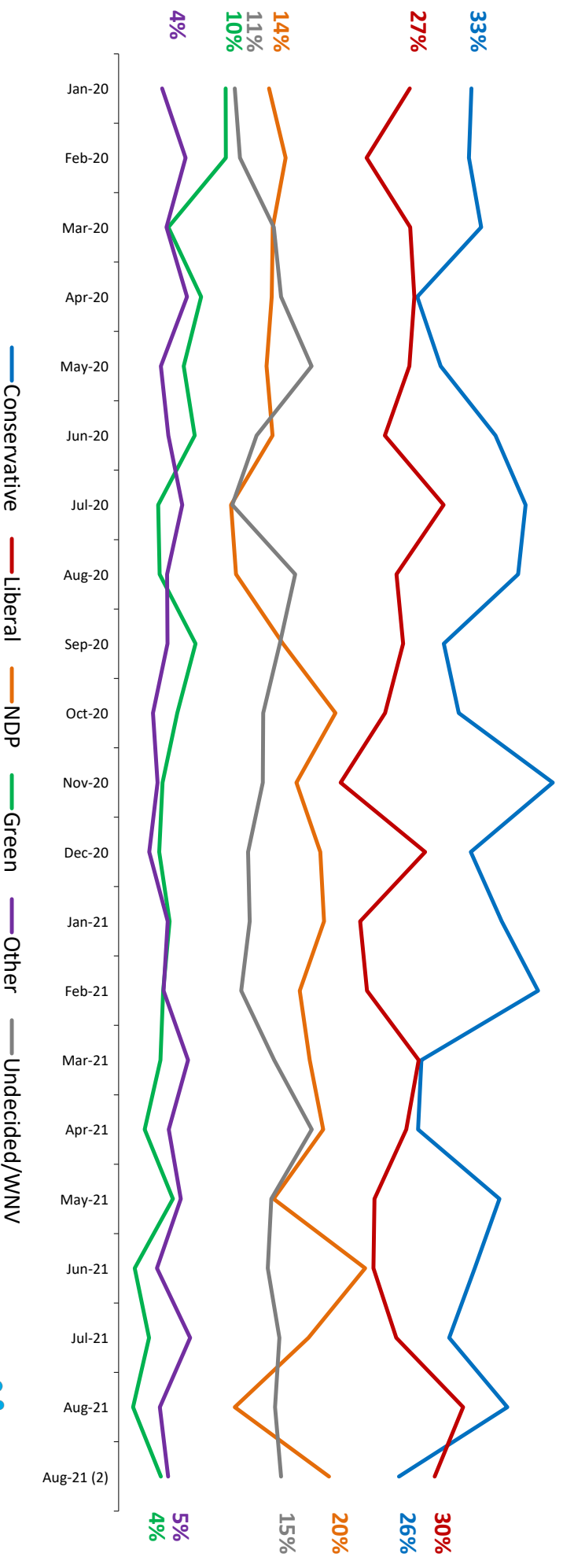
If a federal election were held today, which party would you vote for? In that case, which party do you lean toward slightly? [Vote + Lean]
[asked of all respondents, n=136]



Prairie Vote: Liberals (30%) are now slightly leading the CPC (26%) in the prairies for the first time since the tracking began in Jan '20



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=78]

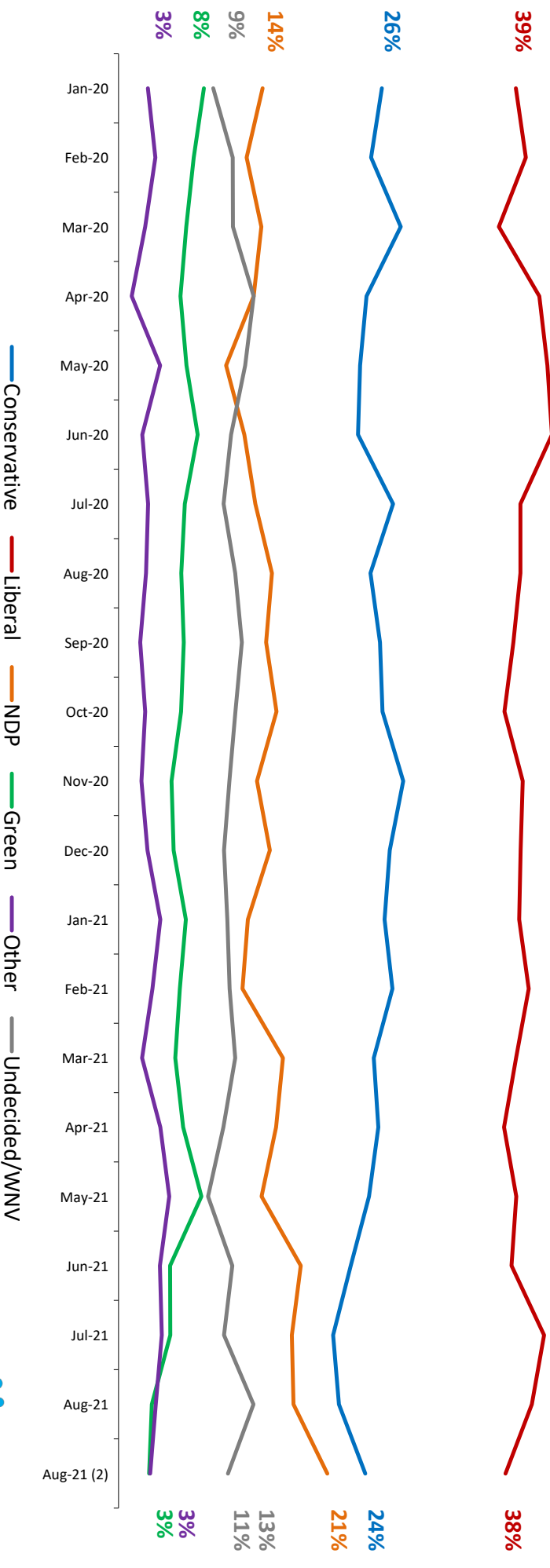


Current data: August 2021

Ontario Vote: Liberals (38%) continue to lead strongly over other parties in Ontario; while the CPC (24%) & the NDP (21%) trail behind



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=460]

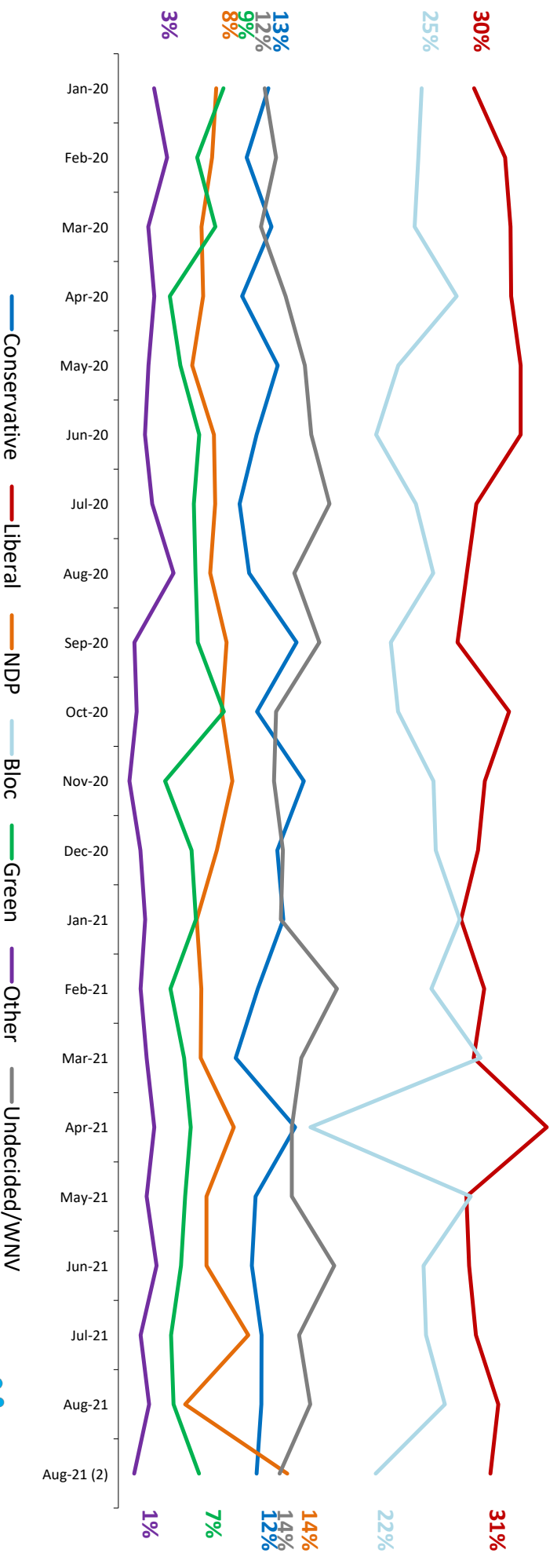


Current data: August 2021

Quebec Vote: A plurality of the Québécois (31%) support the Liberals over the other parties, followed by the BQ (22%0) and the NDP (14%)



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 in Quebec; n=281]

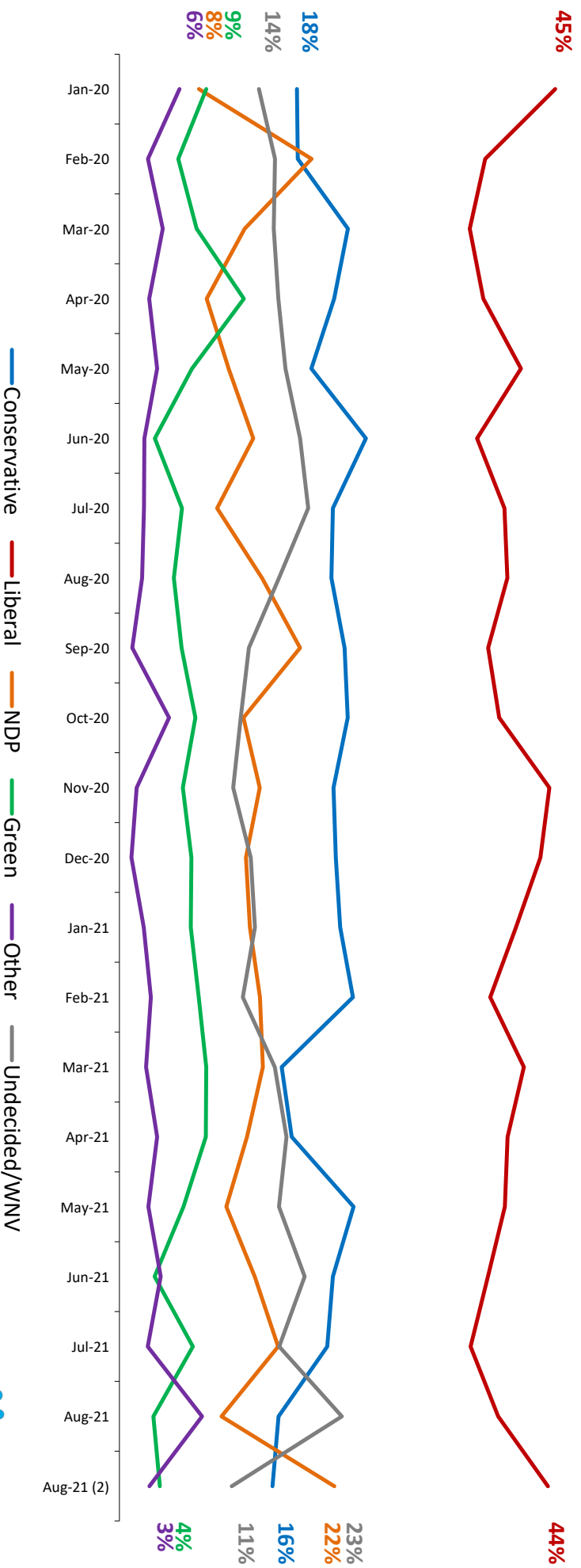


Current data: August 2021

Atlantic Vote: A plurality (44%) of Atlantic Canada continues to favour Liberals over the other parties, followed by the NDP (22%)



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=82]



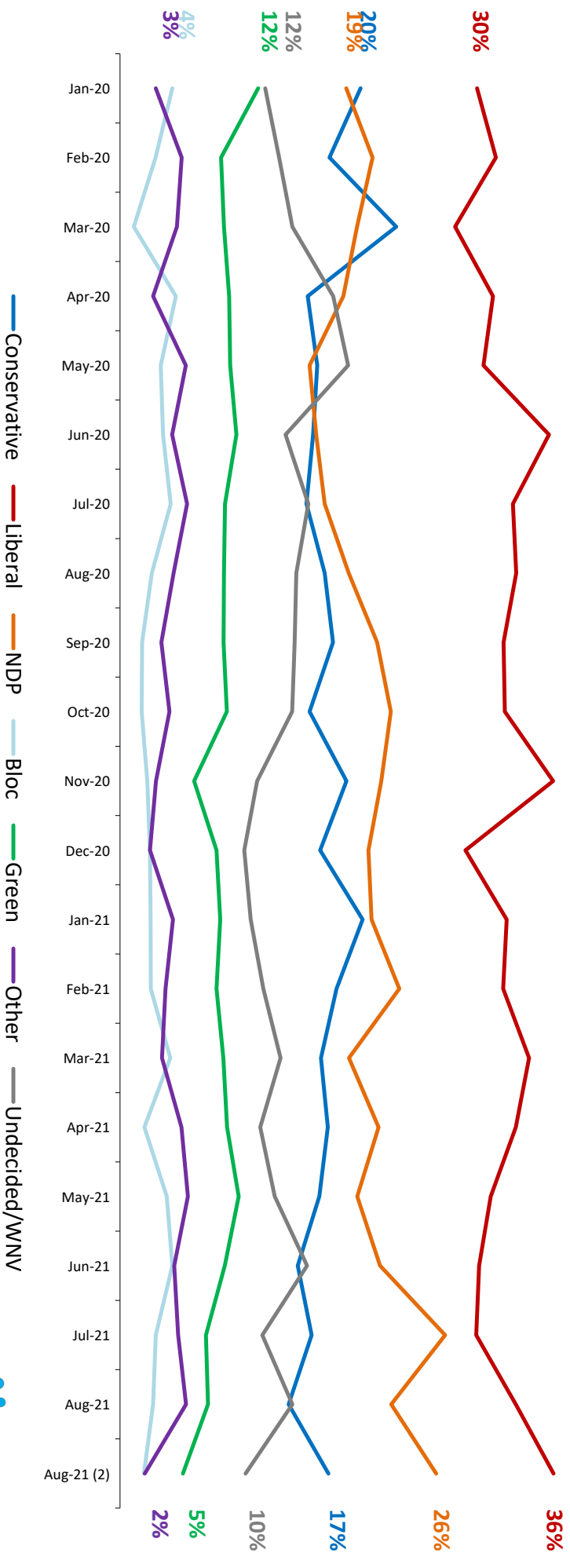
Current data: August 2021

Vote by Age

18-34 Year Old Vote: Those who are 18-34, would more likely vote/lean towards the Liberal party (36%), followed by the NDP (26%)



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=332]

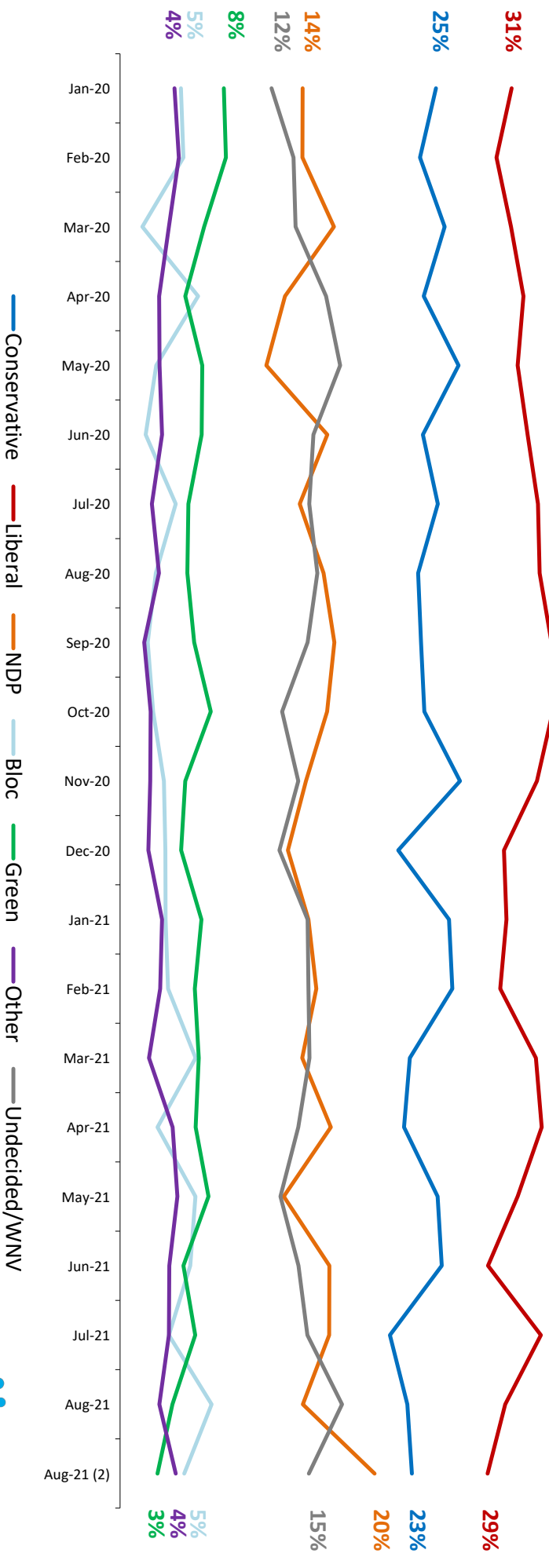


Current data: August 2021

35-54 Year Old Vote: Those who are 35-54, 3-in-10 (29%) would likely vote/lean towards the Liberals, followed by the Conservatives at 23%



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=407]

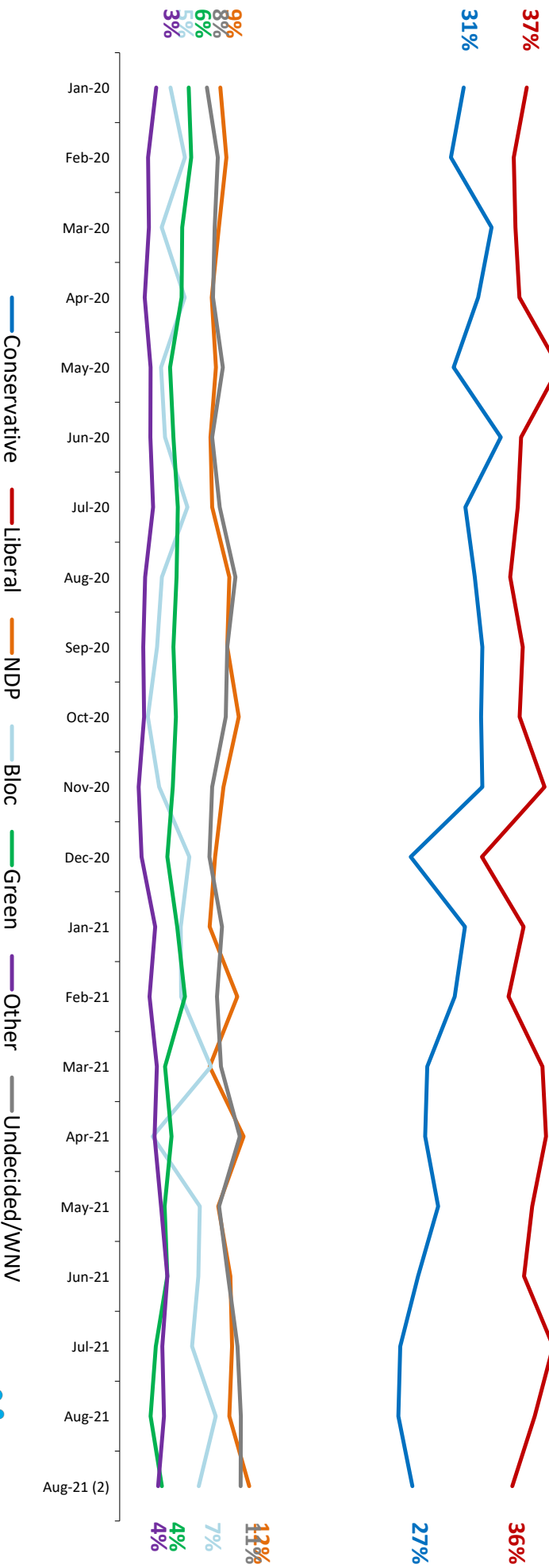


Current data: August 2021

55+ Year Old Vote: Almost 4-in-10 (36%) of 55+ individuals are likely to vote/lean towards the Liberals, followed by the Conservatives at 27%



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=461]



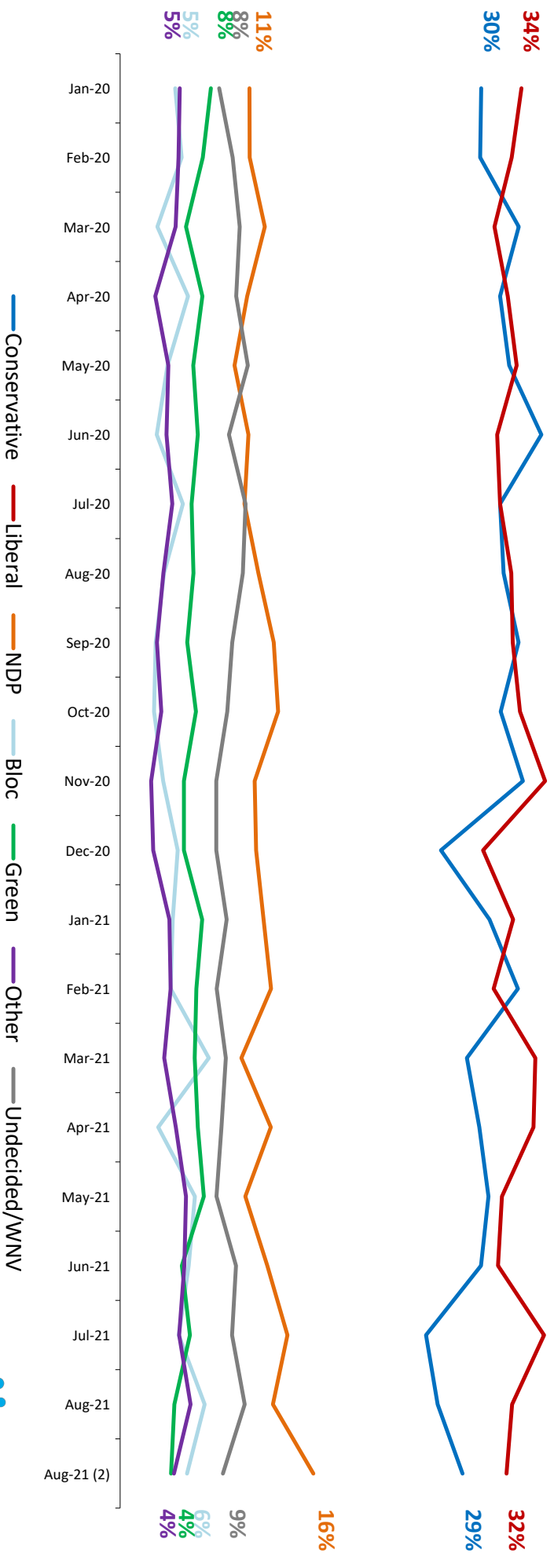
Current data: August 2021

Vote by Gender

Men's Vote: 3-in-10 (32%) of men are likely to vote/lean towards the Liberal party, followed by the Conservatives (29%)



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=580]

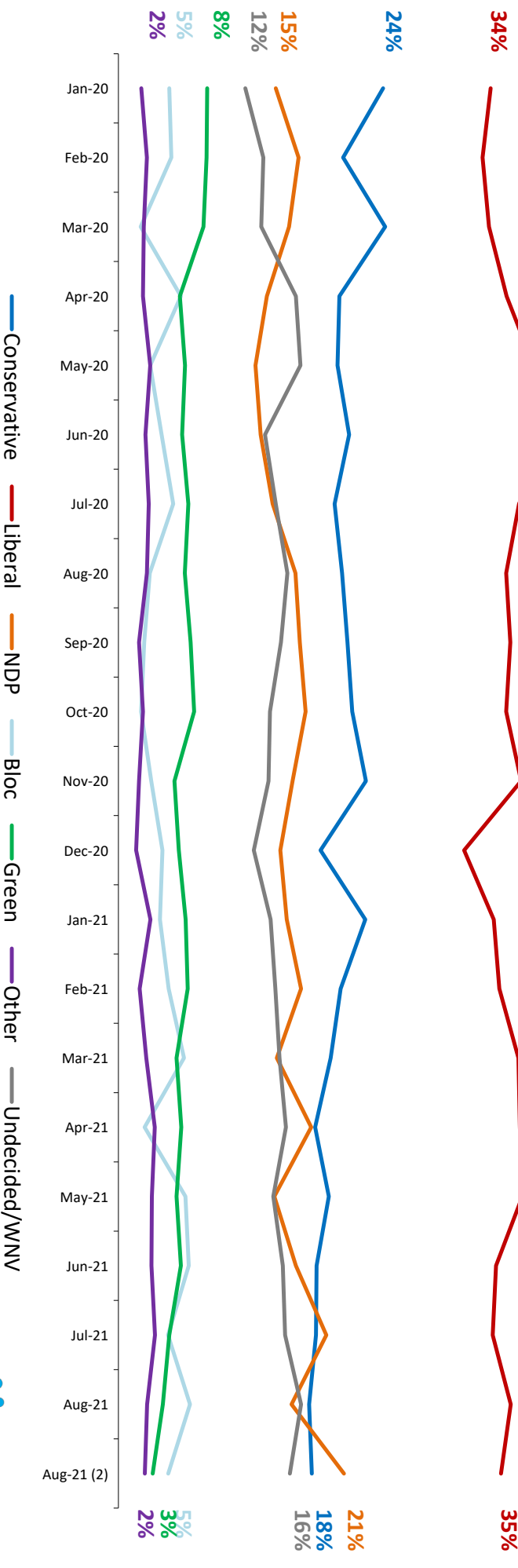


Current data: August 2021

Women's Vote: Women are likely to vote/lean towards the Liberals (35%), followed by the NDP at 21%



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=612]



Current data: August 2021

Methodology

Survey Methodology

These are the results of an online survey conducted between August 12th 2021 and August 16th, 2021.

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

Sample Size: n=1,412 Adult Canadians, 18 years or older. The results are weighted to n=1,200 based on Census data from Statistics Canada.

Field Dates: August 12th 2021 and August 16th 2021

Weighting: Results 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 below.

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.

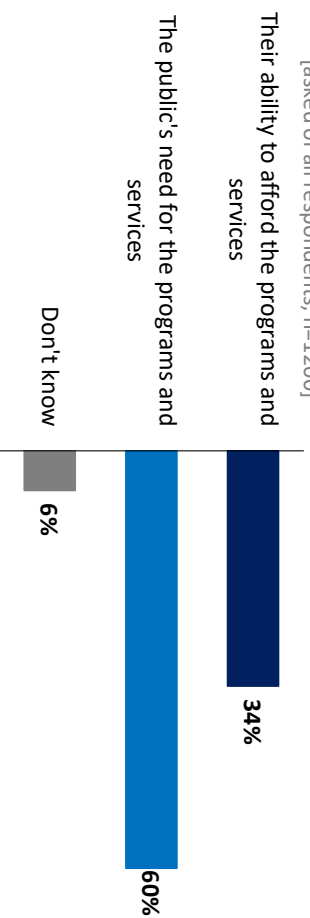
	Unweighted (n)	Unweighted (%)	Weighted (n)	Weighted (%)
Men 18-34	129	9.2%	164	13.7%
Men 35-54	266	18.9%	199	16.7%
Men 55+	265	18.8%	218	18.3%
Women 18-34	178	12.6%	162	13.6%
Women 35-54	271	19.2%	207	17.3%
Women 55+	300	21.3%	243	20.4%
BC	172	12.1%	164	13.6%
AB	171	12.1%	136	11.3%
Prairies	119	8.4%	78	6.5%
ON	546	38.5%	460	38.3%
QC	303	21.4%	281	23.4%
Atlantic	106	7.5%	82	6.8%

Appendix – Segmentation Details

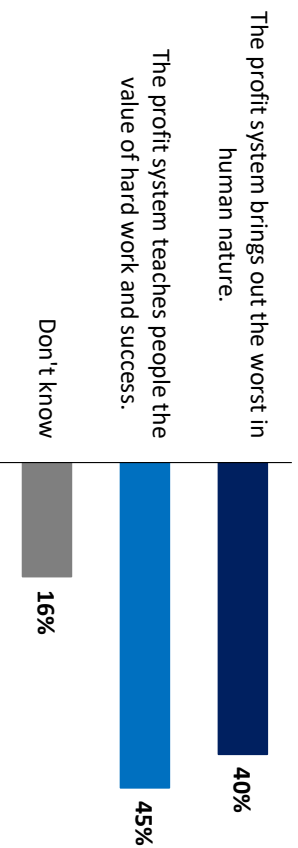
Core Political Values: 6-in-10 (59%) say the main role of government is to create an equal opportunity so that everyone can compete

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...?

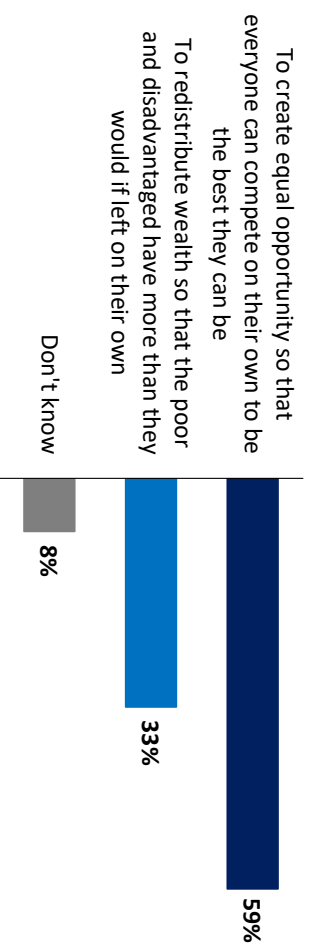
[asked of all respondents; n=1200]



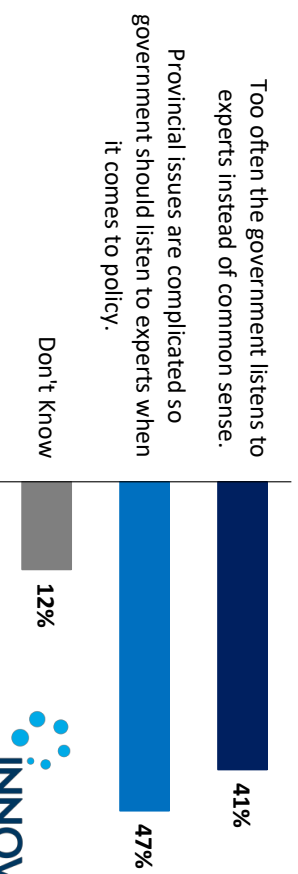
Q Which of the following statements comes closest to your view?
[asked of all respondents; n=1200]



Q Is the main role of government to...?
[asked of all respondents; n=1200]



Q When it comes to government decision making, which of the following statements is closest to your view?
[asked of all respondents; n=1200]

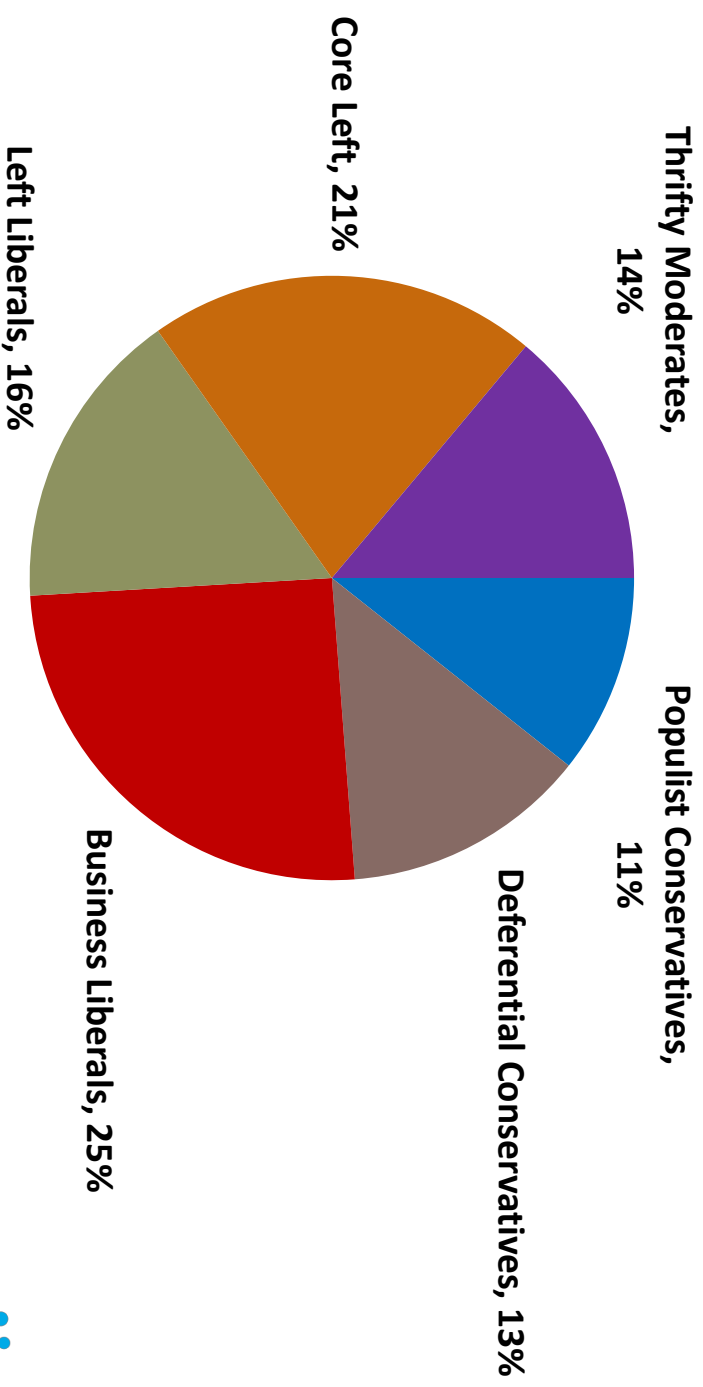


Current data: August 2021

Value Clusters: 1-in-4 (25%) Canadians are Business Liberals, followed by Core Left (21%)



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=1200]



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

83

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	97%	93%	0%	0%	0%	82%
	Public Need	0%	0%	98%	96%	96%	0%
Is the main role of government to .?	Create equal Opportunity	99%	82%	67%	99%	0%	37%
	Redistribute wealth	0%	14%	25%	0%	94%	38%
When it comes to government decision making...	Rely on common sense	100%	0%	32%	51%	32%	52%
	Listen to experts	0%	89%	56%	37%	55%	23%
The profit system...	Brings out the worst in human nature	0%	0%	0%	83%	86%	61%
	Teaches value of hard work and success	91%	84%	87%	0%	0%	13%

Segmentation Attitudes: A majority of Canadians (57%) believe that you can be anything you want if you're willing to work for it

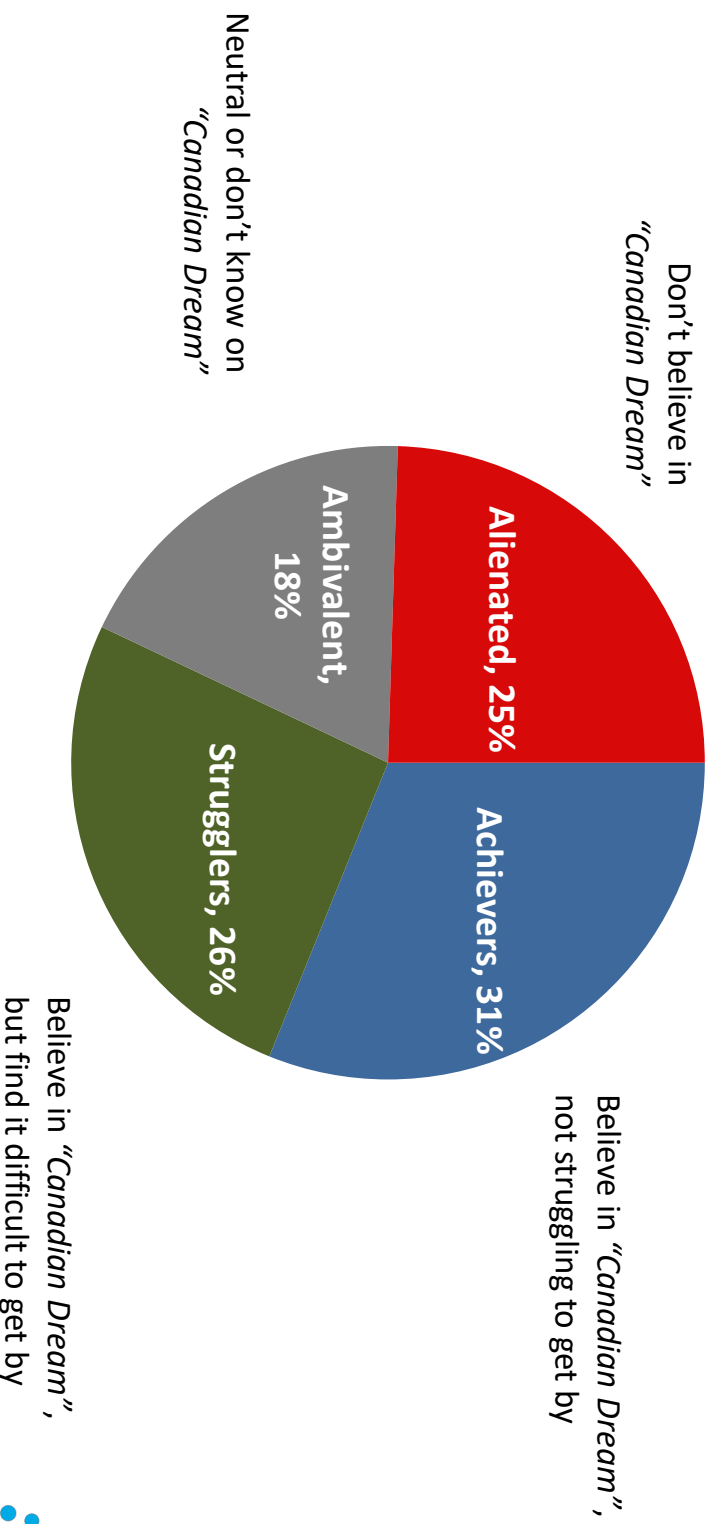
Q Do you agree or disagree with the following statements? -
[asked of all respondents; n=1200]



Economic Gap Segmentation: Most Canadians are Achievers (31%), followed by Strugglers (26%)



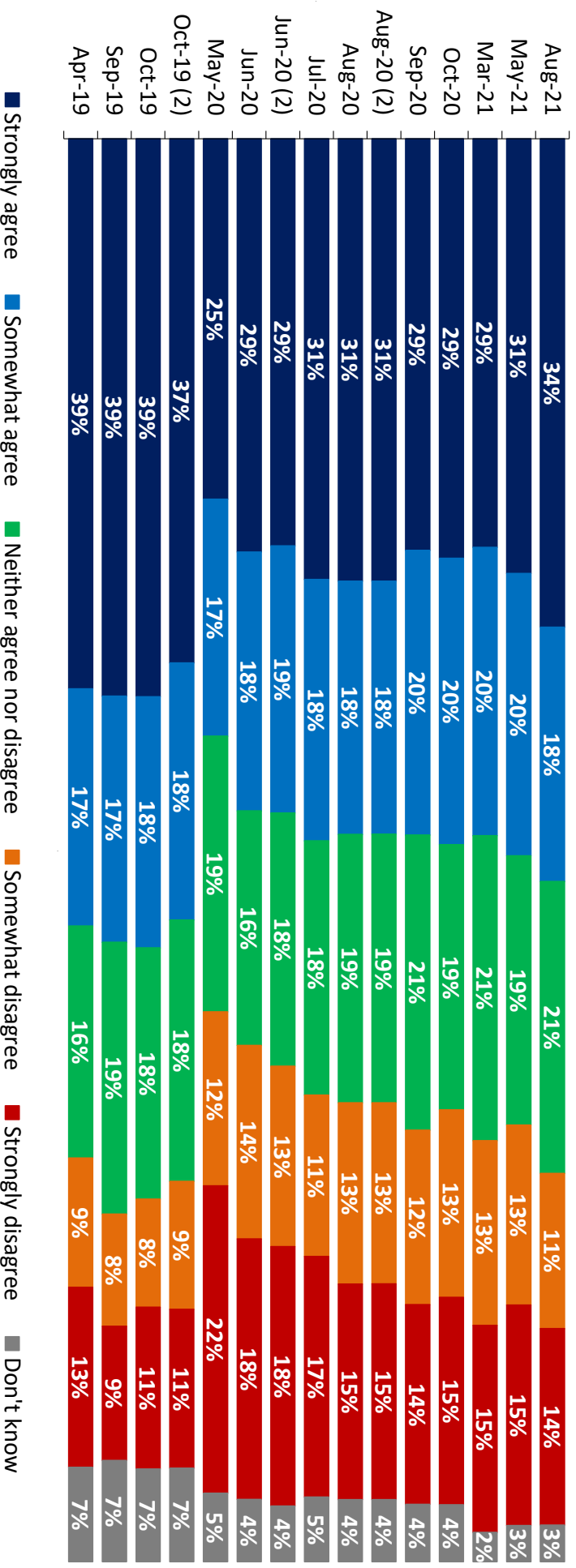
Gap segmentation: Agree with 'Here in [PROVINCE] you can be anything you want if you are willing to work for it' BY Agree with 'No matter how hard I work, every year it seems more difficult to get by'.
[asked of all respondents; n=1200]



Time for Change Tracking: Desire for change is up from May'21 ; half (52%) agree that it is a time for a change in government in Canada



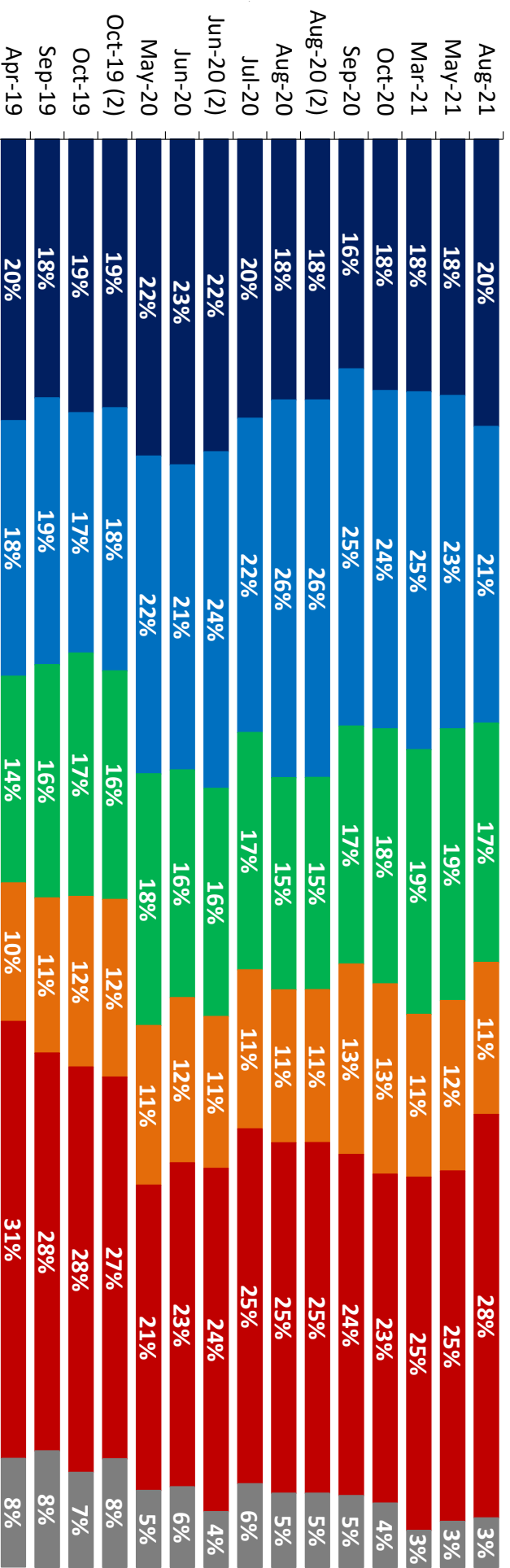
Do you agree or disagree with the following statements? - It is time for a change in government here in Canada
[asked of all respondents; n=1200]



Time for Change Tracking: 4-in-10 (41%) agree that the Liberals are still the best party to form a government; steady since May '21



Do you agree or disagree with the following statements? - The Liberals may have their problems but they are still the best party to form government
[asked of all respondents; n=1200]

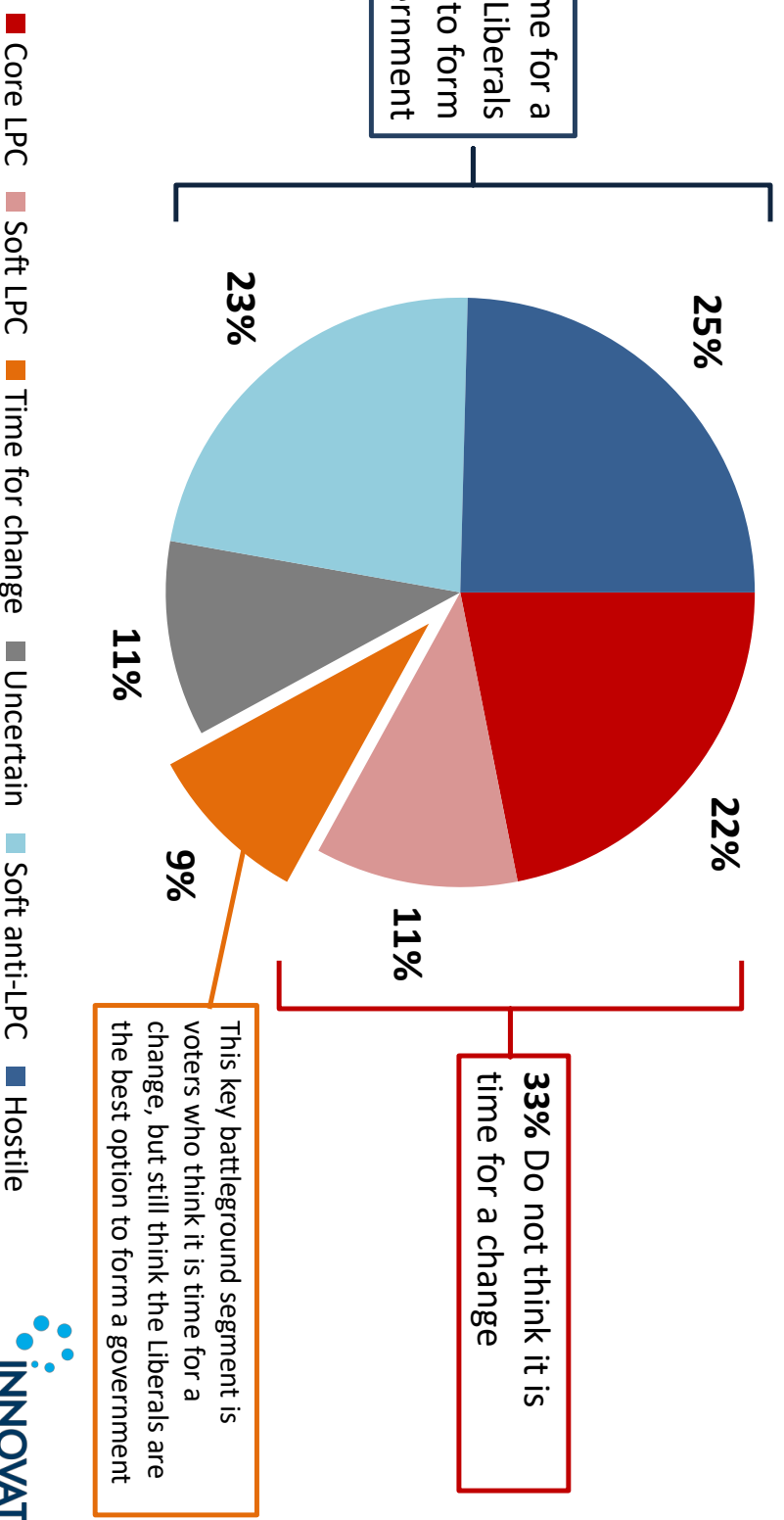


■ Strongly agree
 ■ Somewhat agree
 ■ Neither agree nor disagree
 ■ Somewhat disagree
 ■ Strongly disagree
 ■ Don't know

Time for Change Segmentation: Almost half (47%) agree it's time for a change of gov't and don't see the Liberals as the best option



Time for Change segmentation: Agree with 'The Liberals may have their problems but they are still the best party to form government' BY Agree with 'It is time for a change in government here in Canada'.
[asked of all respondents; n=1200]



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Building Understanding.

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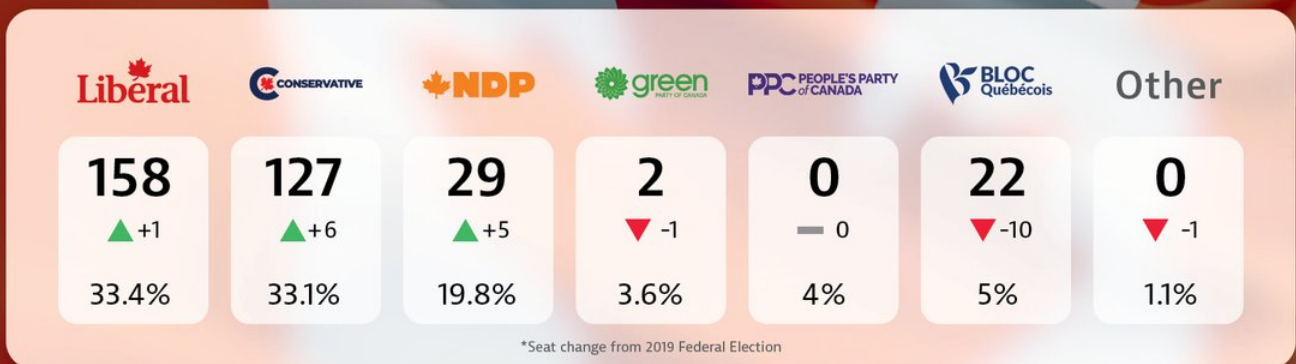


Appendix H:

Mainstreet Research

Canada Scorecard

August 20, 2021



MAINSTREET
RESEARCH

iPOLITICS

If a Federal Election Were Held Today, Which Party Would You Vote For?

(Decided & Leaning Voters)

	Total	Male	Female	Non-Binary	18-34	35-49	50-64	65+	BC	Alberta	Prairies	Ontario	Quebec	Atlantic
Liberal, Trudeau	33.4%	28.9%	38.9%	18.4%	19.5%	35.2%	38.4%	43.6%	28.8%	24.0%	23.5%	38.4%	33.9%	36.7%
Conservative, O'Toole	33.1%	40.4%	26.9%	24.0%	33.0%	30.8%	36.2%	31.8%	31.5%	50.5%	46.0%	32.1%	24.7%	30.0%
Bloc, Blanchet	5.0%	5.0%	5.1%	2.5%	3.8%	4.4%	5.3%	6.8%	0.0%	0.0%	0.0%	0.0%	21.3%	0.0%
NDP, Singh	19.8%	17.0%	22.3%	22.5%	31.6%	18.6%	15.5%	10.8%	27.9%	18.3%	20.2%	20.9%	12.7%	24.2%
Green, Paul	3.6%	3.1%	3.8%	7.5%	4.8%	3.3%	2.4%	4.2%	8.0%	0.8%	1.4%	3.0%	4.3%	3.0%
PPC, Bernier	4.0%	4.6%	2.3%	19.2%	6.0%	6.0%	1.8%	1.8%	3.5%	3.8%	7.5%	4.5%	2.3%	5.4%
Another Party	1.1%	1.0%	0.7%	6.0%	1.3%	1.6%	0.4%	0.9%	0.4%	2.6%	1.3%	1.0%	0.9%	0.7%
Unweighted Frequency	1387	785	548	54	269	417	402	299	178	154	108	494	351	102
Weighted Frequency	1387	652	680	56	386	347	382	272	189	157	90	532	324	95

	Total	HS Or Below	College/CEGEP	University Or Higher	<\$50K	\$50k-\$75K	\$75k-\$100k	>\$100k
Liberal, Trudeau	33.4%	34.0%	26.2%	37.9%	34.8%	33.2%	35.4%	30.1%
Conservative, O'Toole	33.1%	32.1%	41.6%	27.7%	24.3%	33.0%	36.1%	40.3%
Bloc, Blanchet	5.0%	4.0%	5.2%	5.1%	8.5%	4.3%	2.5%	4.0%
NDP, Singh	19.8%	21.6%	17.6%	20.8%	23.9%	21.0%	17.4%	16.3%
Green, Paul	3.6%	3.1%	2.8%	4.3%	4.5%	3.5%	3.4%	3.0%
PPC, Bernier	4.0%	2.1%	5.4%	3.7%	2.0%	4.5%	4.8%	5.1%
Another Party	1.1%	3.1%	1.2%	0.4%	2.0%	0.5%	0.4%	1.1%
Unweighted Frequency	1387	205	480	702	358	350	305	374
Weighted Frequency	1387	204	474	709	379	358	304	346

	Total	Caucasian	Black	Latino	East Asian	South Asian	Indigenous	Other
Liberal, Trudeau	33.4%	31.9%	46.6%	31.2%	52.7%	48.7%	23.9%	35.4%
Conservative, O'Toole	33.1%	34.4%	26.7%	16.5%	26.2%	27.7%	40.2%	28.4%
Bloc, Blanchet	5.0%	5.5%	1.5%	0.0%	2.5%	0.0%	5.2%	4.8%
NDP, Singh	19.8%	20.3%	13.1%	29.5%	18.6%	16.6%	22.2%	17.4%
Green, Paul	3.6%	3.5%	7.6%	9.3%	0.0%	6.9%	4.0%	1.8%
PPC, Bernier	4.0%	3.8%	4.5%	13.5%	0.0%	0.0%	2.0%	7.1%
Another Party	1.1%	0.6%	0.0%	0.0%	0.0%	0.0%	2.6%	5.1%
Unweighted Frequency	1387	1078	43	22	28	37	45	134
Weighted Frequency	1387	1077	46	20	28	37	44	135

Methodology: August 19, 2021. IVR. N=1433, Fielded August 16 to August 19, +/- 2.6% 19 times out of 20

The analysis in this report is based on results of a survey conducted on August 17th-19th 2021, among a sample of 1433 adults, 18 years of age or older, living in Canada. The survey was conducted using Interactive Voice Recording. Respondents were interviewed on both landlines and cellular phones. The survey is intended to represent the voting population of Canada.

The survey was conducted by Mainstreet Research and was sponsored by iPolitics.

The sampling frame was derived from both a national telephone directory compiled by Mainstreet Research from various commercially available sources and random digit dialing. The survey that dialed from the directory was conducted as a stratified dial of the ten Canadian provinces. In the case of random digit dials, respondents were asked the additional question of what region of the country they resided in. Respondents were dialed at random.

At least two attempts were made to complete an interview at every sampled telephone number. The calls were staggered over different times of day and two days to maximize the chances of making contact with a potential respondent. Interviewing was also spread as evenly as possible across the field period.

The questionnaire used in this survey is available in this report and online at www.mainstreetresearch.ca. If a question is asked of a subset of the sample a descriptive note is added in parenthesis preceding the question.

The sample was weighted by population parameters from the Canada 2016 Census for adults 18 years of age or older in Canada. The population parameters used for weighting are age, gender, and region.

The margin of error for this poll is +/- 2.6% at the 95% confidence level.

Totals may not add up 100% due to rounding.

In addition to sampling error, one should bear in mind that the wording of questions and practical difficulties in conducting surveys can introduce error or bias into the findings of opinion polls. Moreover, all sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

xIntro: Hello, this is Mainstreet Research calling on behalf of iPolitics with a brief survey on federal politics. You can reach us at 1-844-866-4627 or by email at info@mainstreetresearch.ca

Q1: How likely are you to vote?

Press 1 if you definitely will vote (ROUTE TO Q3)
Press 2 if you probably will vote (ROUTE TO Q3)
Press 3 if you are unlikely to vote (ROUTE TO Q3)
Press 4 if you will not vote (THANK AND TERMINATE)

Q2: If the federal election were held today, which party would you vote for?

Press 1 for the Liberal Party of Canada led by Justin Trudeau (ROUTE TO Q5)
Press 2 for the Conservative Party of Canada led by Erin O'Toole (ROUTE TO Q5)
Press 3 for the Bloc Quebecois led by Yves-Francois Blanchet (ROUTE TO Q5 – QUEBEC ONLY)
Press 4 for the New Democratic Party of Canada led by Jagmeet Singh (ROUTE TO Q5)
Press 5 for the Green Party of Canada led by Annamie Paul (ROUTE TO Q5)
Press 6 for the People's Party of Canada led by Maxime Bernier (ROUTE TO Q5)
Press 7 for another Party (ROUTE TO Q5)
Press 8 if you are undecided (ROUTE TO Q4)

Q3: And which party are you leaning towards?

Press 1 for the Liberal Party of Canada led by Justin Trudeau
Press 2 for the Conservative Party of Canada led by Erin O'Toole
Press 3 for the Bloc Quebecois led by Yves-Francois Blanchet (Quebec only)
Press 4 for the New Democratic Party of Canada led by Jagmeet Singh
Press 5 for the Green Party of Canada led by Annamie Paul
Press 6 for the People's Party of Canada led by Maxime Bernier
Press 7 for another Party
Press 8 if you are undecided

[ROTATE THE ORDER OF THE FOLLOWING SEVEN QUESTIONS]

Q4: Which party leader do you think is best able to stand up for Canada on the international stage?

Press 1 for Justin Trudeau
Press 2 for Erin O'Toole
Press 3 for Yves-Francois Blanchet
Press 4 for Jagmeet Singh
Press 5 for Annamie Paul
Press 6 for Maxime Bernier

Q5: Which party leader do you think has the best plan to handle the COVID-19 pandemic?

Press 1 for Justin Trudeau
Press 2 for Erin O'Toole
Press 3 for Yves-Francois Blanchet
Press 4 for Jagmeet Singh
Press 5 for Annamie Paul
Press 6 for Maxime Bernier

Q6: Which party leader do you think is best able to deal with climate change?

Press 1 for Justin Trudeau

Press 2 for Erin O'Toole
Press 3 for Yves-Francois Blanchet
Press 4 for Jagmeet Singh
Press 5 for Annamie Paul
Press 6 for Maxime Bernier

Q7: Which party leader do you think is best able to deal with affordable housing?

Press 1 for Justin Trudeau
Press 2 for Erin O'Toole
Press 3 for Yves-Francois Blanchet
Press 4 for Jagmeet Singh
Press 5 for Annamie Paul
Press 6 for Maxime Bernier

Q8: Which party leader do you think is best able to strengthen the Canadian economy?

Press 1 for Justin Trudeau
Press 2 for Erin O'Toole
Press 3 for Yves-Francois Blanchet
Press 4 for Jagmeet Singh
Press 5 for Annamie Paul
Press 6 for Maxime Bernier

Q9: Which party leader do you think is best able to improve health care access?

Press 1 for Justin Trudeau
Press 2 for Erin O'Toole
Press 3 for Yves-Francois Blanchet
Press 4 for Jagmeet Singh
Press 5 for Annamie Paul
Press 6 for Maxime Bernier

Q10: Which party leader do you think is best able to eliminate inequalities among racialized Canadians and Indigenous Peoples?

Press 1 for Justin Trudeau
Press 2 for Erin O'Toole
Press 3 for Yves-Francois Blanchet
Press 4 for Jagmeet Singh
Press 5 for Annamie Paul
Press 6 for Maxime Bernier

GENDER: We're almost done. Just a few demographic questions.

What is your gender or gender identity?

Male
Female
Non-binary

AGE: What is your age group?

Press 1 if you are between 18 and 34 years of age
Press 2 if you are between 35 and 49 years of age
Press 3 if you are between 50 to 64 years of age
Press 4 if you are over 65 years of age

EDUCATION: What is your education level?

Press 1 if you have a high school or below,

Press 2 if you have a college, trade school, or CEGEP diploma

Press 3 if you have a university degree or higher

INCOME: What is your income level?

Press 1 if it is under \$50,000,

Press 2 if it is between \$50,000 and \$75,000

Press 3 if it is between \$75,000 and \$100,000

Press 4 if it is over \$100,000

RACE: Canadians come from all backgrounds. What is your ethnicity?

Press 1 for Caucasian

Press 2 for Black

Press 3 for Latino

Press 4 for East Asian

Press 5 for South Asian

Press 6 for Indigenous, Metis or Inuit

Press 7 for Other

Appendix I:
Forum Research Inc.

NEWS RELEASE



FOR IMMEDIATE RELEASE

Tories and Liberals Neck and Neck in Federal Election

Forum Research poll finds Tories with slight edge over Liberals

Toronto, Aug 15th, 2021 – The most recent nation-wide poll conducted by Forum Research among eligible Canadian voters shows that if the election were held today most decided / leaning voters would vote Conservative (31%), followed by Liberal (28%), NDP (19%), Green (8%), Bloc Quebecois (7%), and People's Party of Canada (5%).

There are significant regional differences across the country in political party support. In the Atlantic, the gap in political support between Liberals and Conservatives is the smallest, at 33% and 28% respectively. In Quebec, Liberals have a lead at 29%, followed by Bloc Quebecois, the Conservatives, Green Party, and NDP (27%, 16%, 13%, and 9%, respectively).

In the crucial battleground of Ontario, the Conservatives leads with 34% of voting intentions, followed by 31% for the Liberals and 18% for the NDP. In Manitoba / Saskatchewan the Conservatives enjoys a comfortable lead of 40%, followed by the NDP (24%), Liberals (20%), and Green (5%). The Conservative party also has a stronghold in Alberta (46%), followed by the NDP (24%), Liberals (17%), and Green (5%). In British Columbia, Conservatives enjoy a lead of 33%, followed by NDP with 27%, Liberals with 25%, and Green Party at 9%.

These voting intention results, if held on election day, would likely yield approximately 140 Tory seats, 126 Liberal seats, 42 NDP seats, and 26 Bloc Quebecois seats, within a range of approximately plus or minus 10 seats for each party. These results will change as voting intentions change and are subject to the usual margins of error.

MEDIA INQUIRIES:

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TORONTO

Aug 15th, 2021

HIGHLIGHTS:

- If the election were held today most decided / leaning voters would vote Conservative (31%), followed by Liberal (28%), NDP (19%), Green (8%), and Bloc Quebecois (7%).
- These voting intention results, if held on election day, would likely yield approximately 140 Tory seats, 126 Liberal seats, 42 NDP seats, and 26 Bloc Quebecois seats.

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NEWS RELEASE



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TORONTO

Aug 15th, 2021

The poll was conducted by Forum Research with the results based on an interactive voice response telephone survey of 1,203 randomly selected eligible voters across Canada. The poll was conducted on August 15th, 2021. Results based on the total sample are considered accurate +/- 3%, 19 times out of 20. Subsample and regional results will be less accurate. Margins of error for subsample and regional results are available at www.forumresearch.com/samplestim.asp.

This research is not necessarily predictive of future outcomes, but rather captures opinion at one point in time. The poll was sponsored by Forum Research Inc. as a public service. With offices across Canada and around the world, 100% Canadian owned Forum Research is one of the country's leading survey research firms.

The key questions covered in the recent poll concerned:

Party Support

'If the federal election were held today, which party would you be most likely to vote for?' + 'Even though you may not have made up your mind, which party are you leaning towards at this time?'

[Decided / Leaning]

	Region						
%	Total	ATL	PQ	ON	MB / SK	AB	BC
Sample	1124	99	216	407	106	118	178
Conservative	31	28	16	34	40	46	33
Liberal	28	33	29	31	20	17	25
New Democratic	19	25	9	18	24	24	27
Green	8	9	13	5	5	5	9
Bloc Quebecois	7	0	27	0	0	0	0
The People's Party of Canada	5	5	5	7	4	4	4
Other Parties	3	0	1	4	6	4	2

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NEWS RELEASE



% sample	Age							Gender		
	Total	< 25	25 to 34	35 to 44	45 to 54	55 to 64	65 +	Male	Female	Non-Binary
	1124	71	123	145	191	198	396	545	545	34
Conservative	31	27	29	29	32	36	31	39	24	24
Liberal	28	12	15	24	29	35	39	24	32	12
New Democratic	19	28	34	20	18	11	11	16	21	29
Green	8	20	8	10	7	6	4	6	10	9
Bloc Quebecois	7	2	6	6	7	6	10	7	6	6
The People's Party of Canada	5	5	8	7	6	5	2	7	3	15
Other Parties	3	6	1	4	2	3	3	2	3	6

NEWS RELEASE

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Appendix J:
Nanos

Coronavirus top issue followed by environment and jobs – environment hits 17 month high in Nanos tracking

*Nanos Weekly Tracking, ending August 13, 2021
(released August 17, 2021)*



*Ideas powered by
world-class data*

Nanos tracks unprompted issues of concern every week and is uniquely positioned to monitor the trajectory of opinion on Covid-19. This first was on the Nanos radar the week of January 24, 2020. To access full weekly national and regional tracking visit the Nanos subscriber data portal.

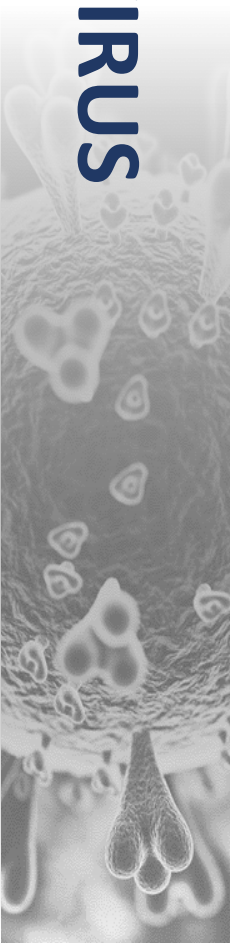
“ Although the Coronavirus

continues to be the top national issue of concern, focus on the environment is on the increase and it at levels not seen since March 2020.

”

Nik Nanos

ISSUE TRACKING - CORONAVIRUS



1,000 random interviews recruited from and RDD land- and cell-line sample of Canadians age 18 years and over, ending August 13, 2021. The data is based on a four week rolling average where each week the oldest group of 250 interviews is dropped and a new group of 250 is added. A random survey of 1,000 Canadians is accurate 3.1 percentage points, plus or minus, 19 times out of 20.

Contact: Nik Nanos

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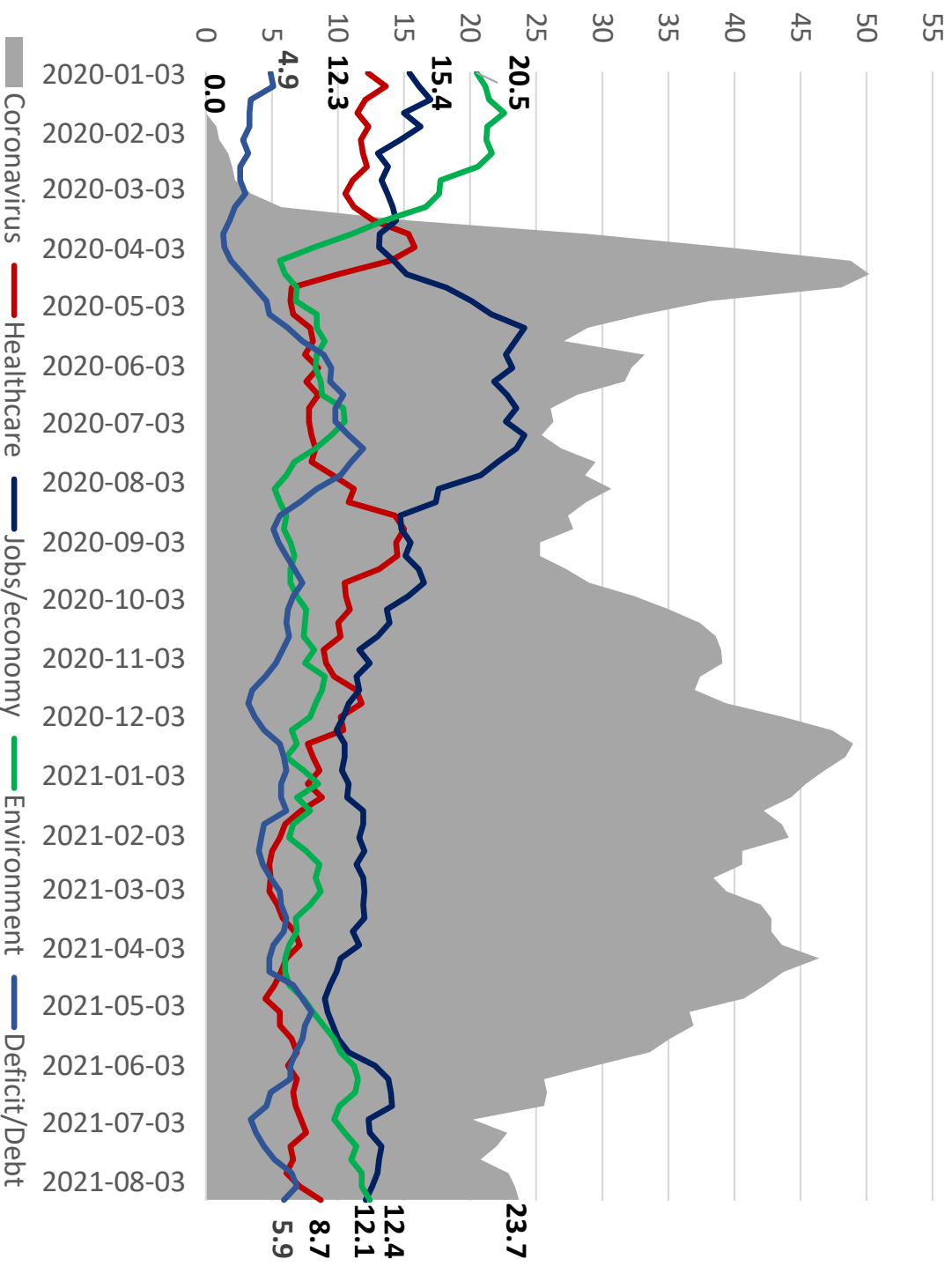
Website: www.nanos.co

Methodology:

www.nanos.co/method

[Subscribe](#) to the Nanos data portals to get access to detailed breakdowns for \$5 a month.

Question: What is your most important NATIONAL issue of concern? [UNPROMPTED]
Source: Nanos weekly tracking ending August 13, 2021.



AT A GLANCE

NON SUBSCRIBER REPORT

Every week Nanos captures the political pulse of the nation and is the authoritative go to data source. Here are this week's Nanos political tracking highlights. Play with the data at the interactive Nanos portal at <http://www.nanos.co/dataportal> > ballot tracking > issue tracking > policy tracking > cut the data by region and demographics and see the trend lines.

Subscribe today > gain unlimited access to the Nanos data portals and tracking for \$5 a month.

Ballot – The latest Nanos federal ballot tracking has the Liberals at █ per cent, followed by the Conservatives at █ per cent, the NDP at █ per cent, the Greens at █ per cent, the BQ at █ per cent and the People's Party of Canada (PPC) at █ per cent.

Accessible Voters – Asked whether they would consider voting for each of the federal parties, █

█

Nanos Party Power Index – The Nanos Index which is a composite of a series of measures including ballot and leadership impressions has the Liberals at 56.3 points, followed by the NDP with 48.7 points, the Conservatives with 46.3 points, the Greens 32.4 points, the People's Party 26.4 points and the BQ 36.7 points (QC only).

Qualities of a Good Political Leader – More than half of Canadians █

█

█

Preferred Prime Minister – Nanos tracking has Trudeau as the preferred choice as PM at 35.6 per cent of Canadians followed by O'Toole (17.7%), Singh (16.9%), Bernier (2.9%) and Paul (2.6%) and. Twenty per cent of Canadians were unsure whom they preferred.

Visit the live [Nanos data portal](#) where you can dynamically chart ballot, preferred PM and Nanos Index numbers by region, gender and age. The methodology for the weekly tracking is posted [here](#). PDFs of the polling reports are on the Nanos website.

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APERÇU

RAPPORT POUR LES NON-ABONNÉS

Chaque semaine, Nanos capte le pouls politique de la nation et est une source de données incontournable. Voici les points saillants du suivi politique de Nanos cette semaine. Jouez avec les données du portail interactif Nanos à <http://www.nanos.co/dataportal> suivi du scrutin suivi des enjeux> suivi des politiques> examinez les données par région et démographie et voyez les lignes de tendance.

Abonnez-vous dès maintenant > obtenez un accès illimité aux portails de données et au suivi Nanos pour 5 \$ par mois.

Scrutin – Selon le plus récent suivi de scrutin fédéral Nanos, les libéraux bénéficient de l'appui de [REDACTED] pour cent des Canadiens, suivi des conservateurs avec [REDACTED] pour cent, du NPD avec [REDACTED] pour cent, des verts avec [REDACTED] pour cent, du BQ avec [REDACTED] pour cent, et du Parti populaire du Canada avec [REDACTED] pour cent.

Électeurs accessibles – Lorsqu'on leur a demandé s'ils considéreraient voter pour chacun des partis fédéraux, [REDACTED]

Indice de puissance politique Nanos – Selon l'Indice Nanos, qui est composé d'une série de mesures incluant les préférences de votes et les impressions des chefs des partis, les libéraux ont 56,3 points, suivi du NPD avec 48,7 points, des conservateurs avec 46,3 points, des verts 32,4 points, du Parti populaire du Canada 26,4 points et du BQ 36,7 points (QC seulement).

Qualités d'un bon leader politique – Plus de la moitié des Canadiens [REDACTED]

Premier ministre préféré – Selon le suivi Nanos, Trudeau est le choix préféré comme Premier ministre de 35,6 pour cent des Canadiens, suivi d'O'Toole (17,7%), Singh (16,9%), Bernier (2,9%) et Paul (2,6%). Vingt pour cent des Canadiens étaient incertains de leur préférence.

Visitez le [portail de données courantes](#) de Nanos où vous pouvez interagir avec les graphiques du scrutin, du PM préféré et de l'Indice Nanos et filtrer par région, sexe et âge. La méthodologie pour le suivi hebdomadaire est publiée [ici](#). Les fichiers PDF des rapports des sondages se trouvent sur le site Web de Nanos.

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PARTY POWER INDEX

1,000 random interviews

recruited from and RDD land- and cell-line sample of Canadians age 18 years and over, ending August 13, 2021. The data is based on a four week rolling average where each week the oldest group of 250 interviews is dropped and a new group of 250 is added. A random survey of 1,000 Canadians is accurate 3.1

percentage points, plus or minus, 19 times out of 20.

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[Subscribe](#) to the Nanos data portals to get access to detailed demographic and regional breakdowns.

Nanos Tracking Data Summary

Ballot	Oct 18					
	(Election Call)	4 Weeks Ago	3 Months Ago	1 Year Ago	12 Month High	12 Month Low
Liberal	This week	Last week				
Conservative						
NDP						
Bloc						
Green						
Peoples						

[Available to Subscribers through our Data Portals](#)

Preferred Prime Minister	This week		Last week	Oct 21 2019	4 Weeks Ago	3 Months Ago	1 Year Ago	12 Month High	12 Month Low
Trudeau	35.6%	37.0%	30.5%	39.8%	36.3%	31.5%	40.1%	31.5%	
O'Toole	17.9%	17.1%	26.4%	14.6%	20.8%	20.1%	25.9%	14.3%	
Singh	16.9%	15.7%	19.7%	18.4%	12.6%	12.9%	18.4%	11.1%	
Blanchet	4.3%	4.0%	4.1%	2.3%	5.2%	4.6%	6.4%	1.9%	
Paul	2.6%	1.8%	4.6%	1.1%	5.3%	6.9%	6.9%	1.0%	
Bernier	2.9%	2.9%	1.5%	2.6%	5.2%	2.9%	5.4%	1.5%	
Unsure	20.1%	21.3%	13.2%	21.2%	14.6%	21.2%	24.6%	9.6%	

Canada Party	Power Index	This week		Last week		Oct 21 2019	4 Weeks Ago	3 Months Ago	1 Year Ago	12 Month High	12 Month Low
	Liberal	56.4	57.3	50.7	58.8	55.9	52.7	58.8	52.7		
	Conservative	46.4	46.2	47.3	41.6	45.1	44.2	50.2	41.4		
	NDP	48.8	48.8	51.2	49.8	47.3	45.4	49.8	45.4		
	Bloc	36.8	36.2	38.6	34.7	38.3	37.3	39.0	29.7		
	Green	32.5	31.6	31.8	30.7	34.7	35.0	35.5	29.6		
	Peoples	26.5	26.3	21.3	24.8	25.0	24.4	26.5	23.8		

PREFERRED PM



National – Weekly Tracking – Preferred Prime Minister First Ranked Choice (Ending August 13, 2021, n=1,000)

Question: Of the current federal political party leaders, could you please rank your top two current local preferences for Prime Minister? [ROTATE PARTY LEADERS]

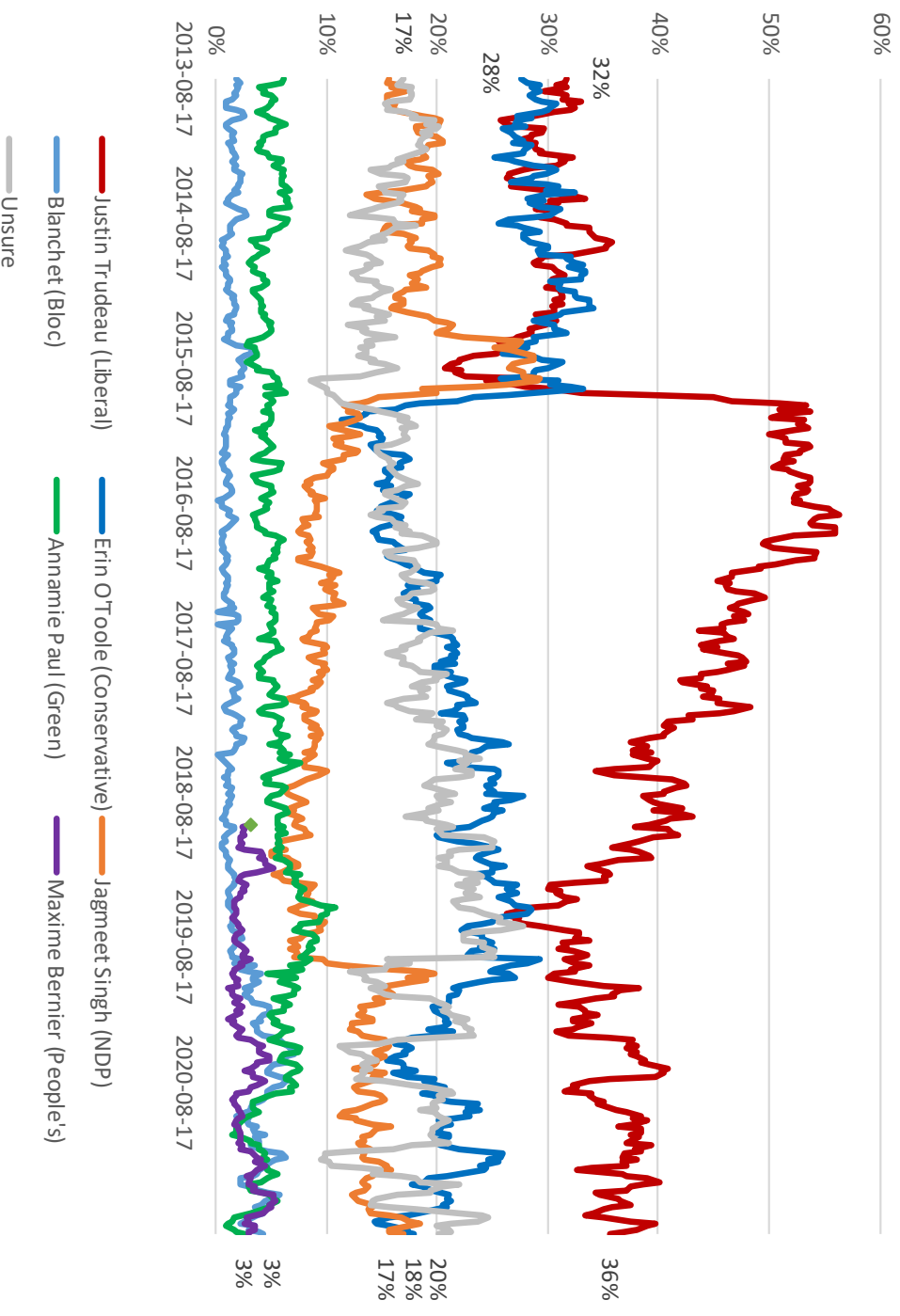
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PARTY POWER INDEX

*Canada Weekly Index Tracking Scores
(Ending August 13, 2021, n=1,000)*

The Nanos Party Power Index Tracking for Canada is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities.

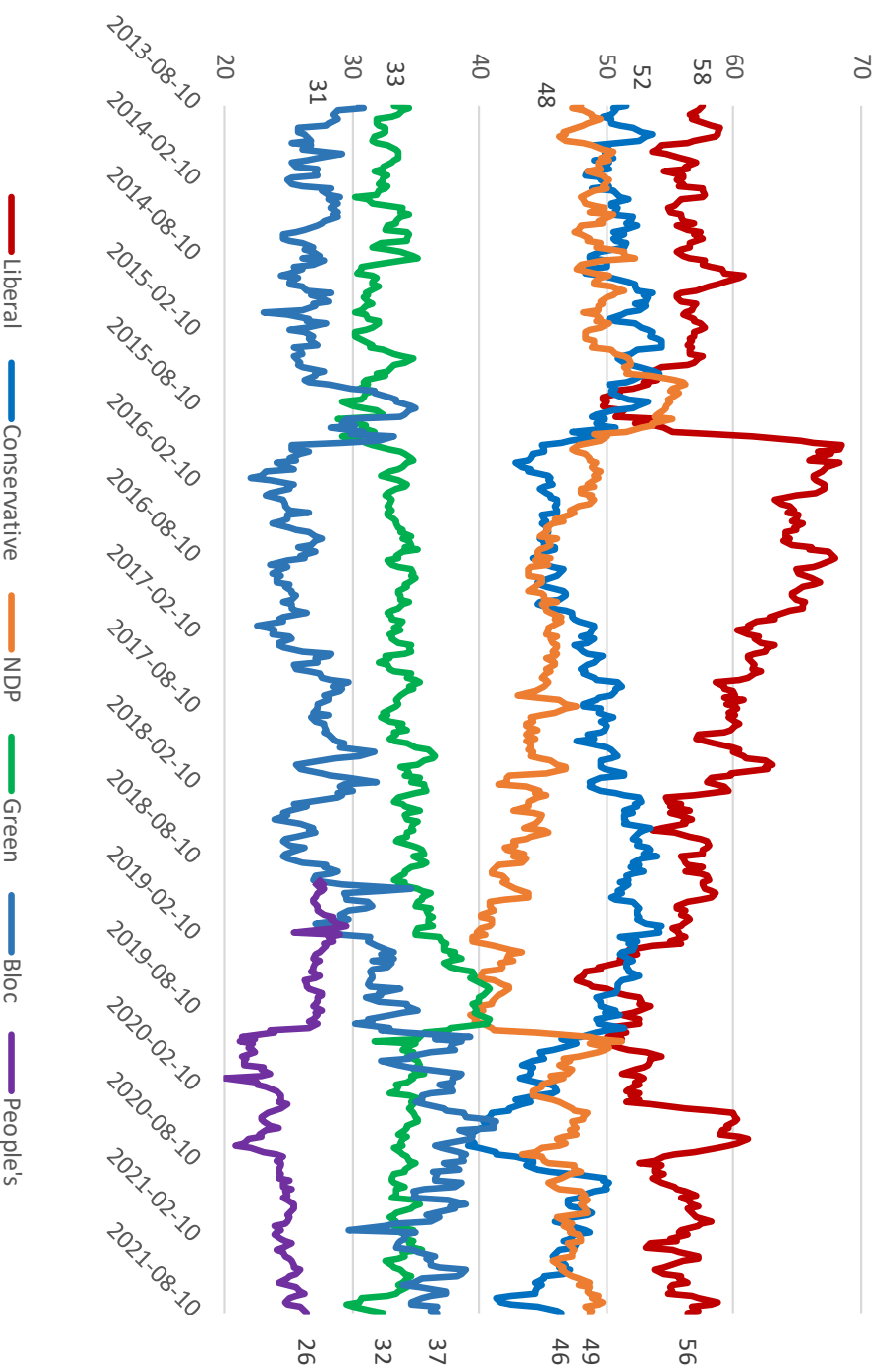
Contact: Nik Nanos

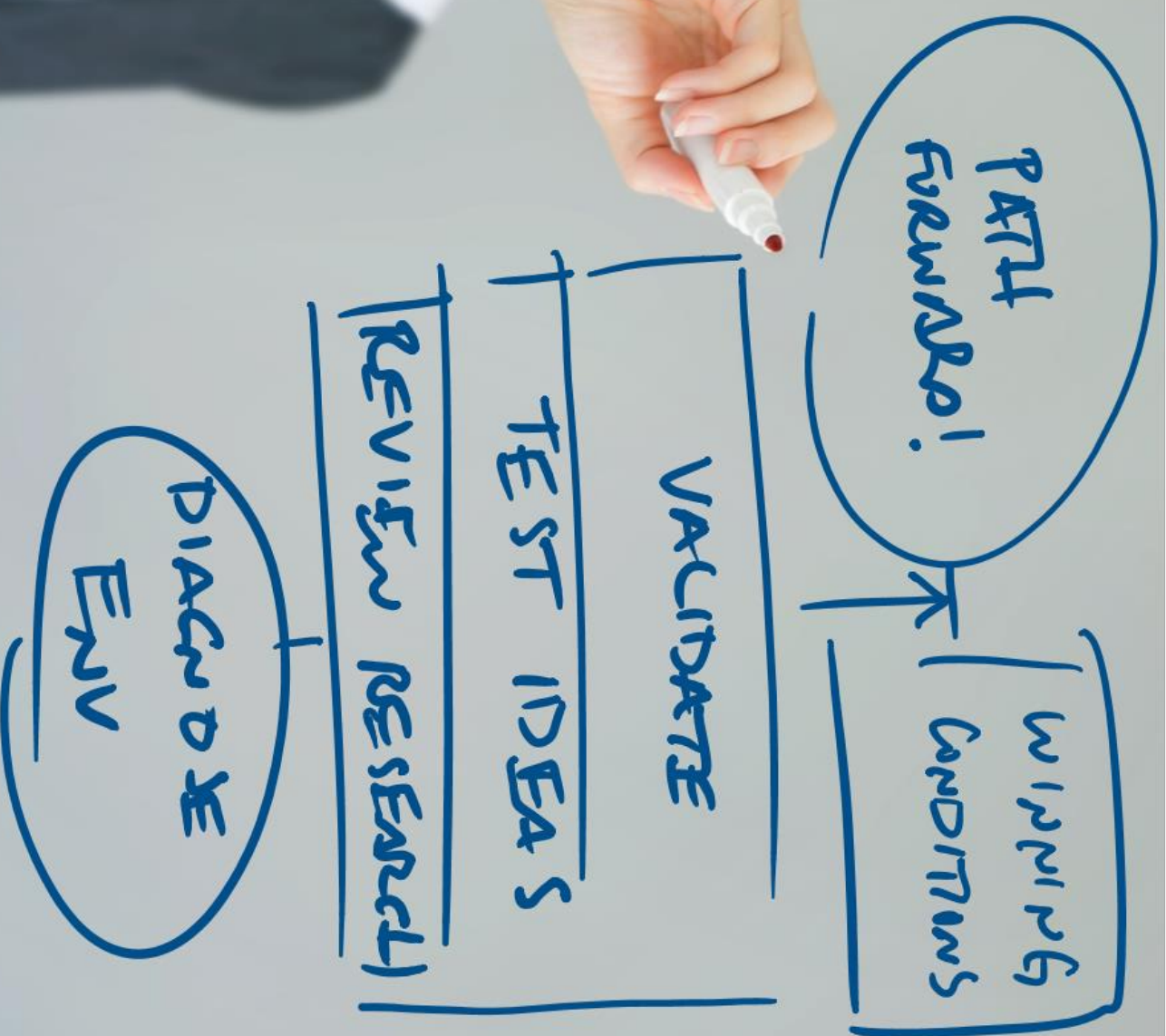
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METHODOLOGY

The Weekly Nanos Tracking is produced by the Nanos Research Corporation, headquartered in Canada, which operates in Canada and the United States. The data is based on random interviews with 1,000 Canadian consumers (recruited by RDD land- and cell-line sample), using a four-week rolling average of 250 respondents each week, 18 years of age and over. The random sample of 1,000 respondents may be weighted using the latest census information for Canada. The interviews are compiled into a four-week rolling average of 1,000 interviews where each week, the oldest group of 250 interviews is dropped and a new group of 250 interviews is added.

A random survey of 1,000 respondents in Canada is accurate 3.1 percentage points, plus or minus, 19 times out of 20. This report is based on the four waves of tracking ending August 13, 2021. Readers should note that due to the Covid-19 outbreak and ESOMAR standards between April 3 and July 24, 2020 Nanos used its probability online panel. Data collection returned to telephone as of the week of July 31, 2020. The data collection returned to the Nanos probability panel as of the week ending January 1, 2021 due to the lockdown imposed by the provincial health authorities. Data collection returned to telephone between the weeks ending March 19th and April 9th, 2021. As a result of the latest provincial lockdown the tracking returned to Nanos probability online panel between April 16, and June 11, 2021. Tracking returned to telephone as of the week ending June 18, 2021.

Since voters are not actually able to make a choice between elections, it is interesting to think about party strength and support more broadly. The Nanos Party Power Index fills this need by incorporating more information than just current vote preference.

The Nanos Party Power Index is a weekly composite measurement of federal party brands based on four questions about the federal parties and their leadership. The questions include:

- a ballot question that captures the 1st and 2nd vote preferences;
- a measure of whether the respondent would consider voting for the party;
- the 1st and 2nd preferences for Prime Minister of the current federal leaders; and,
- whether the respondent believes each current leader has the quality to be a good leader.

The views of 1,000 respondents are compiled into a diffusion brand index for each party that goes from 0 to 100, where 0 means that the party has no brand strength and 100 means it has maximum brand strength. A score above 50 is an indication of brand strength for the party and its leader at this time. The important factors in this weekly tracking include the direction of the brand strength or weakness and also the brand strength of one federal party relative to another.

TECHNICAL NOTE

Element	Description
Organization who commissioned the research	Nanos Research
Final Sample Size	1,000 Randomly selected individuals, four week rolling average of 250 interviews a week.
Margin of Error	±3.1 percentage points, 19 times out of 20.
Mode of Survey	Recruited by RDD dual frame (land- and cell-lines) telephone survey.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.
Demographics (Captured)	Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 years and older. Six-digit postal code was used to validate geography.
Demographics (Other)	Age, gender, education, income
Fieldwork/Validation	Live interviews with live supervision to validate work. Online probability effective August 13, 2021.
Number of Calls/	Maximum of five call backs.
Time of Calls	Local time 5:00-9:00 pm, on weekends 12:00- 6:00 pm
Field Dates	Four-week period August 13, 2021
Language of Survey	The survey was conducted in both English and French.

Standards

Nanos Research is a member of the Canadian Research Insights Council (CRIC) and confirms that this research fully complies with all CRIC Standards including the CRIC Public Opinion Research Standards and Disclosure Requirements. <https://canadianresearchinsightscouncil.ca/standards/>

Element	Description
Weighting of Data	The results were weighted by age and gender using the latest Census information (2016) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure.
Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.
Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell line or internet could not participate.
Stratification	By age and gender using the latest Census information (2016) and the sample is geographically stratified to be representative of Canada. Smaller areas such as Atlantic Canada were marginally oversampled to allow for a minimum regional sample.
Estimated Response Rate	Eight percent, consistent with industry norms.
Question Order	Question order in the preceding report was asked in the following order – unprompted issue of concern, party consideration, unprompted vote preferences, preferred Prime Minister and qualities of a good political leader.
Question Content	This was module one of a weekly tracking survey.
Question Wording	The wording of questions is as presented in the report with a randomization of the political leaders for the question involving leader qualities.
Survey Company	Nanos Research
Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanos.co Telephone: (613) 234-4666 ext. 237 Email: info@nanosresearch.com .

MÉTHODOLOGIE

Le suivi hebdomadaire de Nanos est produit par Nanos Research Corporation. Les données sont fondées sur des entrevues aléatoires avec 1000 consommateurs canadiens (recrutés au téléphone à l'aide de l'échantillonnage à deux trames (terrestre et cellulaire) avec des agents en direct, utilisant une moyenne mobile de quatre semaines avec 250 répondants chaque semaine, âgés de 18 ans et plus. L'échantillon aléatoire de 1000 répondants peut être pondéré selon l'âge et le sexe en utilisant les dernières données du recensement pour le Canada. Les entrevues sont compilées en une moyenne mobile de 1000 entrevues sur quatre semaines, où chaque semaine, le groupe de 250 Canadiens le plus anciennement interrogé est abandonné et un nouveau groupe de 250 entrevues est ajouté.

Un sondage aléatoire auprès de 1000 Canadiens est exact à $\pm 3,1$ points de pourcentage, plus ou moins, 19 fois sur 20. Les données présentées dans ce rapport sont basées sur la période de suivi se terminant le 13 août 2021. Les lecteurs doivent noter qu'à cause de la pandémie Covid-19 et le normes ESOMAR, à partir du 3 avril 2020, Nanos a utilisé son panel probabiliste. Les entrevues ont été menées par téléphone à nouveau à partir de la semaine du 31 juillet. Nanos a utilisé son panel probabiliste à partir de la semaine qui termine le 1 janvier 2021 en raison de la quarantaine de quatre semaines imposé par les autorités de santé publiques provinciales. Nanos a mené une enquête téléphonique (lignes téléphoniques terrestres et cellulaires) par génération aléatoire de numéros de téléphone (GANT) à partir de la semaine du 19 mars, 2021 jusqu'au 10 avril, 2021. Nanos a utilisé de nouveau son panel probabiliste entre le 16 avril 2021 jusqu'à la semaine se terminant le 11 juin en raison de la quarantaine imposé par les autorités de santé publiques provinciales. L'enquête est menée de nouveau par téléphone à partir de la semaine se terminant le 18 juin.

Comme les électeurs ne sont pas en mesure de faire un choix entre les élections il est intéressant de penser à la force du parti et à son soutien à un niveau plus large. Le suivi fédéral de Nanos répond à ce besoin en incorporant plus d'informations sur les préférences politiques, au-delà de la préférence actuelle de vote.

Le suivi fédéral de Nanos est une mesure composite hebdomadaire des marques des partis fédéraux fondée sur quatre questions concernant les partis fédéraux et leur leadership. Les questions comprennent:

- une question de scrutin qui capture les préférences de premier et de second vote;
- une mesure permettant de savoir si le répondant envisagerait de voter pour un parti donné;
- la 1ère et 2ème préférence pour Premier ministre parmi les dirigeants fédéraux actuels; et,
- si le répondant croit que chaque leader actuel possède les qualités d'un bon leader.

Les opinions de 1000 répondants sont compilées dans un indice de marque de diffusion pour chaque parti qui va de 0 à 100, où 0 signifie que le parti n'a pas de force de marque et 100 signifie qu'il a la force de marque maximale. Un score supérieur à 50 est une indication de force de marque pour ce parti et son leadership en ce moment. Les facteurs importants dans ce suivi hebdomadaire incluent la direction de la force ou de la faiblesse de marque ainsi que la force de marque d'un parti fédéral par rapport à un autre.

NOTE TECHNIQUE

Élément	Description	Élément	Description
Organisation qui a commandé la recherche	Nanos Research	Pondération des données	Les résultats ont été pondérés selon l'âge et le sexe en utilisant les données du dernier recensement (2016) et l'échantillon est stratifié géographiquement pour être représentatif du Canada. Voir les tableaux pour la divulgation complète de la pondération.
Taille finale de l'échantillon	1,000 répondants choisis au hasard, moyenne mobile de quatre semaines avec 250 répondants chaque semaine.	Présélection	La présélection garantit que les répondants potentiels ne travaillaient pas dans le secteur des études de marché, dans le secteur de la publicité, dans les médias ou pour un parti politique avant l'administration de l'enquête pour assurer l'intégrité des données.
Marge d'erreur	±3,1 points de pourcentage, 19 fois sur 20.	Groupes démographiques exclus	Les personnes de moins de 18 ans; les individus sans accès à lignes de téléphone n'étaient pas admissibles pour participer.
Type d'enquête	Enquête téléphonique (lignes téléphoniques terrestres et cellulaires) par génération aléatoire de numéros de téléphone (GANT).	Stratification	Par âge et sexe en utilisant les données du dernier recensement (2016) et l'échantillon est stratifié géographiquement pour être représentatif du Canada. Les régions plus petites comme le Canada Atlantique furent suréchantillonnées pour assurer un échantillon régional minimum.
Méthode d'échantillonnage	L'échantillon recruté à par des lignes terrestres et cellulaires à travers le Canada par l'entremise de génération aléatoire de numéros de téléphone (GANT).	Taux de réponse estimé	Neuf pour cent, en conformité avec les normes de l'industrie.
Données démographiques (captées)	Canada Atlantique, Québec, Ontario, Prairies, Colombie-Britannique; hommes et femmes; 18 ans et plus. Le code postal à six chiffres fut utilisé pour valider l'endroit géographique.	Ordre des questions	Les questions de ce rapport ont été posées dans l'ordre suivant : enjeu, considération de vote, les préférences de vote spontanées, le Premier ministre préféré et les qualités d'un bon leader politique.
Données démographiques (autres)	Âge, sexe, éducation, revenu	Contenu des questions	Ceci fait partie d'une enquête de suivi hebdomadaire et est le premier module.
Travail sur le terrain/validation	Entrevues en direct administrées par des agents et sous supervision du travail. Enquête en ligne à partir du 14 mai 2021.	Formulation des questions	La formulation des questions est telle que présentée dans le rapport, les leaders politiques ont été affichés de manière aléatoire pour la question impliquant les qualités d'un bon leader.
Nombre d'appels	Maximum de cinq rappels.	Compagnie de recherche	Nanos Research
Heure des appels	Heure locale 17h à 21h, fins de semaine 12h à 18h.	Contactez	Contactez Nanos Research pour de plus amples renseignements ou si vous avez des questions ou des préoccupations. http://www.nanos.co Téléphone : (613) 234-4666 x 237 Courriel : info@nanosresearch.com .
Dates du travail sur le terrain	Période de quatre semaines terminant le 13 Août 2021		
Langue de l'enquête	L'enquête a été menée en français et en anglais.		
Standards	Ce rapport dépasse les normes établies par CRIQ, ESOMAR et AAPOR.		

ABOUT NANOS



As one of North America's premier market and public opinion research firms, we put strategic intelligence into the hands of decision makers. The majority of our work is for private sector and public facing organizations and ranges from market studies, managing reputation through to leveraging data intelligence. Nanos Research offers a vertically integrated full service quantitative and qualitative research practice to attain the highest standards and the greatest control over the research process.

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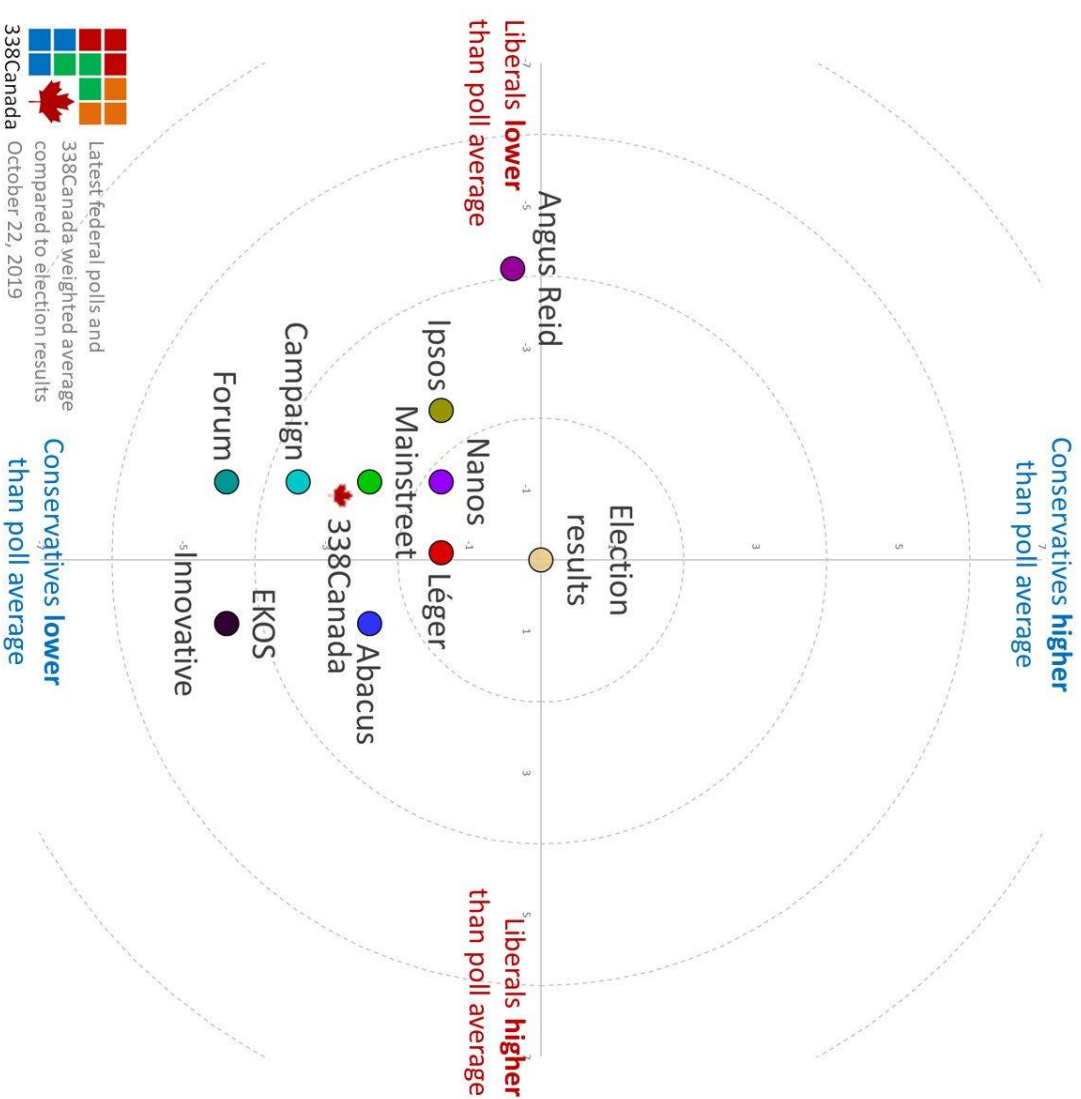
This international joint venture between dimap and Nanos brings together top research and data experts from North American and Europe to deliver exceptional data intelligence to clients. The team offers data intelligence services ranging from demographic and sentiment microtargeting; consumer sentiment identification and decision conversion; and, data analytics and profiling for consumer persuasion.

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TRACK RECORD



Party	Sunday 20 th Only	Election Results 2019	Variance
Conservative	32.5%	34.4%	-1.9
Liberal	31.7%	33.1%	-1.4
NDP	20.8%	15.9%	+4.9
GPC	6.0%	6.5%	-0.5
BQ	7.2%	7.7%	-0.5
PPC	1.5%	1.6%	-0.1
Other	0.3%	0.5%	-0.2
Decided Voters	n=739		
Margin of Error > 19 times out of 20 > ±3.6			

NANOS DATA PORTALS

[Subscribe now](#) for just \$5 a month (\$60 for a 12 month subscription) to have unlimited access including national, regional, and demographic trend lines to the following data portals:

	Subscribers	Non-subscribers
Weekly National Ballot Tracking Canada (2014 to present)	✓	
Weekly Undecided Tracking (new) (2014 to present)	✓	
Weekly Preferred PM Tracking Canada (2014 to present)	✓	✓ (topline data only)
Weekly Party Power Index Tracking Canada (2014 to present)	✓	✓ (topline data only)
Weekly Consider Voting for Liberal Party of Canada (new) (2014 to present)	✓	
Weekly Consider Voting for the Conservative Party of Canada (new) (2014 to present)	✓	
Weekly Consider Voting for the NDP of Canada (new) (2014 to present)	✓	
Weekly Consider Voting for the Green Party of Canada (new) (2014 to present)	✓	
Weekly Consider Voting for the Bloc Québécois (new) (2014 to present)	✓	
Weekly Consider Voting for the People's Party of Canada (new) (2014 to present)	✓	
2015 Canadian Nightly Federal Election Tracking (detailed data)	✓	✓ (topline data only)
CTV-Globe-Nanos 2019 Canadian Nightly Federal Election Tracking (detailed data)	✓	✓ (topline data only)
Weekly Canadian Consumer Confidence Tracking (2008 to present)	✓	
Weekly Issue Tracking Canada (2015 to present)	✓	
Canada-US Relations Annual Tracking (2005 to present)	✓	
The Nanos Annual Public Policy Map (2015 to present)	✓	
The Mood of Canada Annual Tracking Survey (2007 to present)	✓	



Political Package – Tracking ending August 13th, 2021 – STAT SHEET

Question - What is your most important NATIONAL issue of concern? [Open][UNPROMPTED]

	Total	Healthcare	Education	Jobs/economy	Crime	Debt/deficit	High taxes	Gas prices	Environment	Homeless	Pipelines/energy	Immigration
Region	Responses	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Canada 2021-08-13	1000	8.7	1.6	12.1	0.4	5.9	0.9	0.1	12.4	1.1	0.5	1.1
Atlantic	100											
Quebec	248											
Ontario	300											
Prairies	200											
British Columbia	152											

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Question - What is your most important NATIONAL issue of concern? [Open][UNPROMPTED]

	Total	Seniors issues	Cost of living	Other	Change gov't	Aboriginal issues	Change PM	National unity	Income inequality	Electoral Reform	National security/terrorism	Equality/no discrimination	Peace/world peace
Region	Responses	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Canada 2021-08-13	1000	0.5	0.9	3.2	0.6	2.8	1.2	0.5	0.3	0.1	0.5	0.4	0.1
Atlantic	100												
Quebec	248												
Ontario	300												
Prairies	200												
British Columbia	152												

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Nanos conducted an RDD dual frame (land- and cell- lines) random telephone survey of 1,004 Canadians, 18 years of age or older. Four week rolling average (250 per week) ending August 13th, 2021. The margin of error for this survey is ± 3.1 percentage points, 19 times out of 20.

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Political Package – Tracking ending August 13th, 2021 – STAT SHEET

Question - What is your most important NATIONAL issue of concern? [Open][UNPROMPTED]

Region	Total Responses	Family issues/childcare	Housing/Cost of housing	Foreign/International affairs	Freedom of speech/individual freedom	Preserving French language/culture	Extremism	Coronavirus	Racism	WE scandal	Open borders	Unsure/No issue
		Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Canada 2021-08-13	1000	0.6	2.4	0.5	1.6	0.1	0.1	0.6	23.7	0.7	1.2	0.9
Atlantic	100											
Quebec	248											
Ontario	300											
Prairies	200											
British Columbia	152											

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Political Package – Tracking ending August 13th, 2021 – STAT SHEET

For those parties you would consider voting for FEDERALLY, could you please rank your top two current local preferences? [Unprompted]

		Province						Gender		Age						
		Canada 2021-08-13	Atlantic	Quebec	Ontario	Manitoba	Alberta	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus	
Question – Rank 1	Total	Unwgt N	823	85	201	248	80	83	126	456	367	129	145	139	148	262
	Wgt N	822	84	197	248	81	86	126	414	409	156	129	152	159	226	
	Liberal	%	33.4													
	Conservative	%	28.4													
	NDP	%	20.7													
	Bloc	%	6.3													
	Green	%	7.9													
	Peoples	%	1.9													
	Other	%	1.4													
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Political Package – Tracking ending August 13th, 2021 – STAT SHEET

For each of the following federal political parties, please tell me if you would consider or not consider voting for it. [RANDOMIZE]

		Region					Gender		Age							
		Canada 2021-08-13	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus		
Question - Consider Liberal	Total	Unwgt N	1004	101	252	301	200	150	531	473	170	181	169	176	308	
		Wgt N	1000	100	248	300	200	152	485	515	197	163	187	189	265	
	Yes, would consider	%	54.1													
	No, would not consider	%	32.4													
	Unsure	%	13.5													
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Nanos conducted an RDD dual frame (land- and cell- lines) random telephone survey of 1,004 Canadians, 18 years of age or older. Four week rolling average (250 per week) ending August 13th, 2021. The margin of error for this survey is ± 3.1 percentage points, 19 times out of 20.

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Political Package – Tracking ending August 13th, 2021 – STAT SHEET

For each of the following federal political parties, please tell me if you would consider or not consider voting for it. [RANDOMIZE]

Question - Consider Conservative	Region										Gender				Age													
	Canada 2021-08-13					British Columbia					Male		Female		18 to 29		30 to 39		40 to 49		50 to 59		60 plus					
	Atlantic		Quebec		Ontario		Prairies		Columbia																			
Total	Unwgt N		1004		101		252		301		200		150		531		473		170		181		169		176		308	
	Wgt N		1000		100		248		300		200		152		485		515		197		163		187		189		265	
	Yes, would consider		%		40.7																							
	No, would not consider		%		44.9																							
	Unsure		%		14.4																							
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For each of the following federal political parties, please tell me if you would consider or not consider voting for it. [RANDOMIZE]

Question - Consider NDP	Region										Gender				Age			
	Canada 2021-08-13																	
	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus						
Total	Unwgt N	1004	101	252	301	200	150	531	473	170	181	169	176	308				
	Wgt N	1000	100	248	300	200	152	485	515	197	163	187	189	265				
	Yes, would consider	%																
	42.4																	
	No, would not consider	%																
	41.7																	
	Unsure	%																
	15.9																	
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Political Package – Tracking ending August 13th, 2021 – STAT SHEET

For each of the following federal political parties, please tell me if you would consider or not consider voting for it. [RANDOMIZE]

	Region										
	Canada 2021-08-13		Quebec		Male		Female		Age		
Question - Consider Bloc	Total	Unwgt N	252	252	137	115	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
		Wgt N	248	248	120	128	46	40	45	48	69
	Yes, would consider	%									
	No, would not consider	%									
	Unsure	%									
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For each of the following federal political parties, please tell me if you would consider or not consider voting for it. [RANDOMIZE]

Question - Consider Green	Total	Unwgt N	1004	Region					Gender		Age				
				Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
		Wgt N	1000	100	248	300	200	152	485	515	197	163	187	189	265
	Yes, would consider	%	29.5												
	No, would not consider	%	54.3												
	Unsure	%	16.2												
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Political Package – Tracking ending August 13th, 2021 – STAT SHEET

For each of the following federal political parties, please tell me if you would consider or not consider voting for it. [RANDOMIZE]

Question - Consider Peoples	Total	Region						Gender		Age					
		Canada 2021-08-13													
		Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus		
	Unwgt N	1004	101	252	301	200	150	531	473	170	181	169	176	308	
	Wgt N	1000	100	248	300	200	152	485	515	197	163	187	189	265	
	Yes, would consider	%	11.8												
	No, would not consider	%	65.7												
	Unsure	%	22.5												

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Political Package – Tracking ending August 13th, 2021 – STAT SHEET

Of the current federal political party leaders, could you please rank your top two current local preferences for Prime Minister? [ROTATE PARTY LEADERS]

Question - First ranked Preferred Prime Minister	Canada 2021-08-13													
	Total	Region					Gender		Age					
		Unwgt N	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
	Wgt N	1000	100	248	300	200	152	485	515	197	163	187	189	265
Justin Trudeau	%						35.6							
Erin O'Toole	%						17.7							
Jagmeet Singh	%						16.9							
Yves-François Blanchet	%						4.3							
Annamie Paul	%						2.6							
Maxime Bernier	%						2.9							
Unsure	%						20.1							
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Nanos conducted an RDD dual frame (land- and cell- lines) random telephone survey of 1,004 Canadians, 18 years of age or older. Four week rolling average (250 per week) ending August 13th, 2021. The margin of error for this survey is ± 3.1 percentage points, 19 times out of 20.

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Political Package – Tracking ending August 13th, 2021 – STAT SHEET

For each of the following federal political party leaders, do you think they have or do not have the qualities to be a good political leader? [RANDOMIZE]

Question - Justin Trudeau	Total	Region						Gender						Age					
		Canada 2021-08-13																	
		Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus						
Unwgt N	1004	101	252	301	200	150	531	473	170	181	169	176	308						
Wgt N	1000	100	248	300	200	152	485	515	197	163	187	189	265						
Have	%	51.2																	
Not have	%	33.8																	
Unsure	%	14.9																	

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For each of the following federal political party leaders, do you think they have or do not have the qualities to be a good political leader? [RANDOMIZE]

Question - Erin O'Toole	Total	Region						Gender						Age					
		Canada 2021-08-13																	
		Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus						
Unwgt N	1004	101	252	301	200	150	531	473	170	181	169	176	308						
Wgt N	1000	100	248	300	200	152	485	515	197	163	187	189	265						
Have	%	30.6																	
Not have	%	35.7																	
Unsure	%	33.7																	

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Political Package – Tracking ending August 13th, 2021 – STAT SHEET

For each of the following federal political party leaders, do you think they have or do not have the qualities to be a good political leader? [RANDOMIZE]

		Region					Gender			Age													
		Canada 2021-08-13								British Columbia													
		Atlantic		Quebec		Ontario		Prairies		Male		Female		18 to 29		30 to 39		40 to 49		50 to 59		60 plus	
Question - Jagmeet Singh	Total	Unwgt N	1004	101	252	301	200	150	531	473	170	181	169	176	308								
		Wgt N	1000	100	248	300	200	152	485	515	197	163	187	189	265								
	Have	%	50.4																				
	Not have	%	24.5																				
	Unsure	%	25.1																				
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For each of the following federal political party leaders, do you think they have or do not have the qualities to be a good political leader? [RANDOMIZE]

		Region										Gender		Age										
		Canada 2021-08-13										Male		Female		18 to 29		30 to 39		40 to 49		50 to 59		60 plus
Question - Yves-François Blanchet		Total	Unwgt N	252	252	137	115	50	46	56	42	58												
			Wgt N	248	248	120	128	46	40	45	48	69												
	Have		%	49.4																				
	Not have		%	28.3																				
	Unsure		%	22.3																				
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Political Package – Tracking ending August 13th, 2021 – STAT SHEET

For each of the following federal political party leaders, do you think they have or do not have the qualities to be a good political leader? [RANDOMIZE]

Question - Annamie Paul	Total	Region						Gender		Age					
		Canada 2021-08-13		Atlantic		Quebec		Ontario		Prairies		British Columbia		Male	
		Unwgt N	1004	101	252	301	200	150	531	Female	473	18 to 29	170	30 to 39	181
		Wgt N	1000	100	248	300	200	152	485	515	197	163	187	189	265
Have		%	19.9												
Not have		%	36.2												
Unsure		%	43.9												
Subscribers only - visit the Nanos Data Portal at https://www.nanos.co/dataportal/															

For each of the following federal political party leaders, do you think they have or do not have the qualities to be a good political leader? [RANDOMIZE]

Question - Maxime Bernier	Total	Region						Gender		Age					
		Canada 2021-08-13		Atlantic		Quebec		Ontario		Prairies		British Columbia		Male	
		Unwgt N	1004	101	252	301	200	150	531	Female	473	18 to 29	170	30 to 39	181
		Wgt N	1000	100	248	300	200	152	485	515	197	163	187	189	265
Have		%	14.1												
Not have		%	47.6												
Unsure		%	38.3												
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