

Leger

IN COLLABORATION WITH



POSTMEDIA-LEGER POLL

METHODOLOGY

Methodology

Study Population

- Canada residents, aged 18 and older.

Data Collection

- A total of n of 1504 online surveys were conducted via Leger's online panel, LEO.
- Interviews were conducted from April 20 to April 21, 2021.

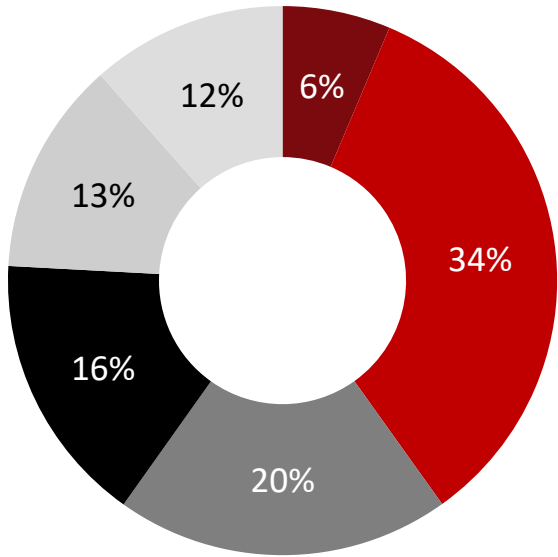
Statistical Analysis

- As a non-probability internet survey, a margin of error is technically not to be reported.
- If the data were collected through a random sample, the margin of error would be $n \sim 1500 \pm 2.5\%$, 19 times out of 20.
- Using data from the 2016 Census, results were weighted according to age, gender and region in order to ensure a representative sample of the population.
- The numbers presented have been rounded to the nearest whole number. However, raw values were used to calculate the sums presented and therefore may not correspond to the manual addition of these numbers.
- Throughout the report, proportions highlighted **green** are significantly larger than those highlighted in **red** at 95% confidence interval

For additional information or questions regarding this poll please contact Andrew Enns (aenns@leger360.com) or Christian Bourque (cbourque@leger360.com)

Detailed Results

Canadians are divided on the direction the country is headed with Federal Budget 2021, plurality believes it is going in right direction



Budget Direction	TOTAL	CPC	Liberal	NDP	Green	Bloc
Weighted n=	1504	379	451	240	73	74
Right Track	40%	19%	70%	44%	47%	25%
Wrong Track	36%	65%	11%	32%	30%	45%

- Strongly right direction
- Somewhat right direction
- Somewhat wrong track
- Strongly wrong track
- Didn't see anything about the Budget
- Don't know

Total Right Track: 40%

Total Wrong Track: 36%

Q1. Based on what you have read, heard or seen do you feel this week's Federal Budget has the country going in the right direction or do you feel it has things off on the wrong track? Base : Canadians (n=1504)

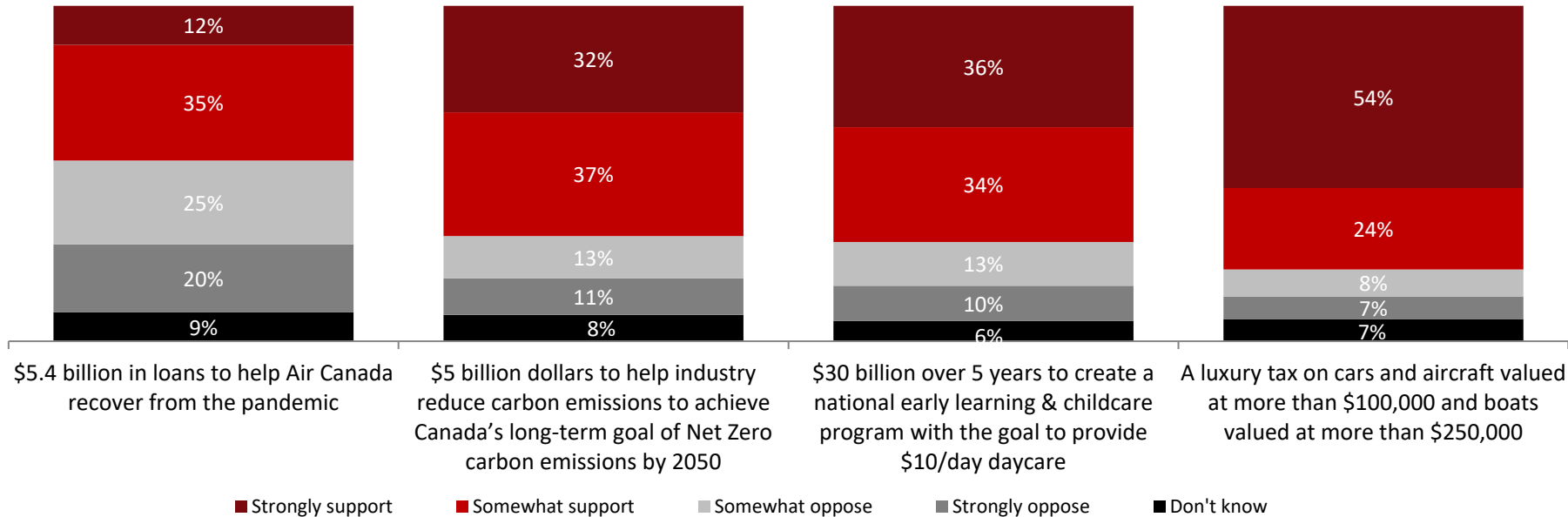
Prairie provinces are least excited about the direction Canada will take after this budget

Federal Budget Impact	Total	Gender		Age			Region					
		Male	Female	18-34	35-54	55+	ATL	QC	ON	MB/SK	AB	BC
Weighted n=1504		728	774	410	513	581	103	353	577	98	169	204
Right Track	40%	41%	39%	36%	37%	46%	55%	38%	43%	32%	29%	41%
Wrong Track	36%	40%	32%	32%	35%	39%	22%	33%	35%	46%	50%	34%

Q1. Based on what you have read, heard or seen do you feel this week's Federal Budget has the country going in the right direction or do you feel it has things off on the wrong track? Base : Canadians (n=1504)

Luxury tax is most appealing of the major measures included in this year's federal budget

Total Support	47%	69%	70%	78%
Aged 18-34	46%	75%	73%	70%
Aged 35-54	44%	62%	69%	78%
Aged 55+	48%	70%	70%	85%



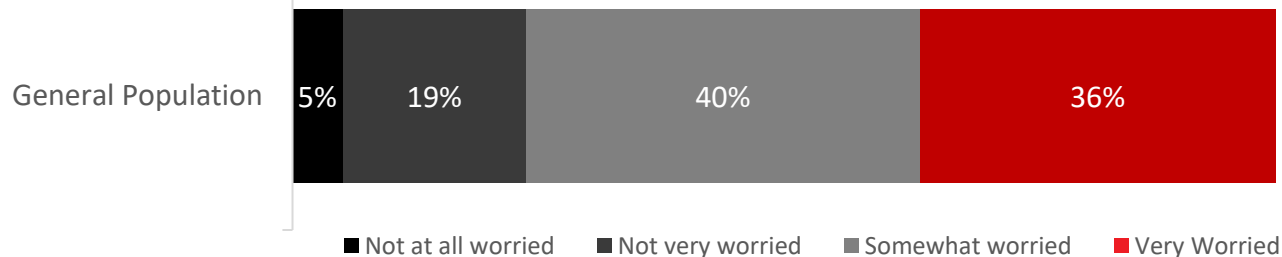
Q2. Just prior to Budget and in the Budget, itself several significant new measures were announced. Please indicate whether you support or oppose the Budget measure listed in the table below. Base : Canadians (n=1504)

A few measures have less support in the Prairie provinces, particularly Alberta

Statements	Total Support													
	TOTAL	Gender		Voting Intentions					Region					
		Male	Female	CPC	Lib	NDP	Green	Bloc	ATL	QC	ON	MB/SK	AB	BC
Weighted n=	1504	728	774	379	451	240	73	74	103	353	577	98	169	204
\$5.4 billion in loans to help Air Canada recover from the pandemic	46%	46%	46%	41%	59%	48%	43%	38%	53%	47%	47%	45%	39%	46%
\$5 billion dollars to help industry reduce carbon emissions to achieve Canada's long-term goal of Net Zero carbon emissions by 2050	69%	66%	71%	48%	85%	82%	80%	75%	71%	73%	69%	61%	59%	72%
\$30 billion over 5 years to create a national early learning & childcare program with the goal to provide \$10/day daycare	70%	67%	74%	51%	88%	84%	78%	78%	74%	76%	71%	65%	59%	70%
A luxury tax on cars and aircraft valued at more than \$100,000 and boats valued at more than \$250,000	79%	79%	78%	73%	88%	88%	83%	90%	78%	82%	77%	83%	73%	79%

Q2. Just prior to Budget and in the Budget, itself several significant new measures were announced. Please indicate whether you support or oppose the Budget measure listed in the table below. Base: Canadians (n=1504)

Over three-quarters Canadians are worried about the large federal deficit. Prairie and Atlantic provinces more worried than others.



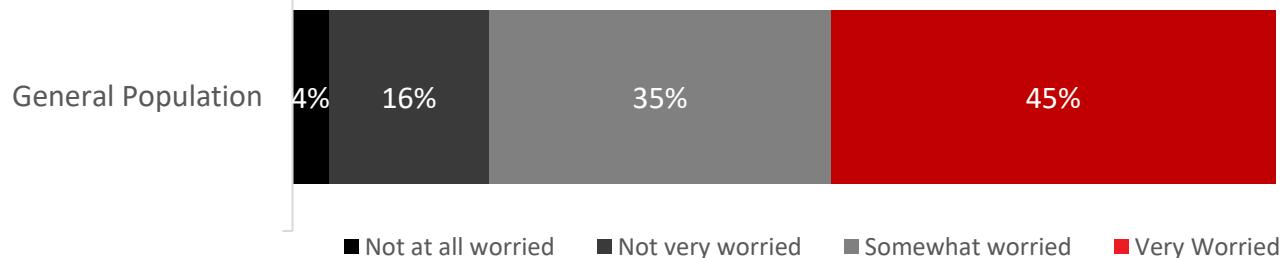
Total Worried: 76%

Total Not Worried: 24%

Federal Deficit	TOTAL	Gender		Age			Voting Intentions					Region					
		Male	Female	18-34	35-54	55+	CPC	Lib	NDP	Green	Bloc	ATL	QC	ON	MB/SK	AB	BC
Weighted n=	1504	728	774	410	513	581	379	451	240	73	74	103	353	577	98	169	204
Worried	76%	74%	78%	76%	77%	76%	89%	62%	71%	78%	85%	81%	71%	74%	80%	86%	79%
Not Worried	24%	26%	22%	24%	23%	24%	11%	38%	29%	22%	15%	19%	29%	26%	20%	14%	21%

Q7. The current federal deficit is estimated to be about \$354 BILLION, which is the largest deficit in the country's history. Does the size of the deficit and what it means for future government actions worry or not worry you? Base: Canadians (n=1504)

Four in five are also worried about higher taxes for their household in years ahead



Total Worried: 80%

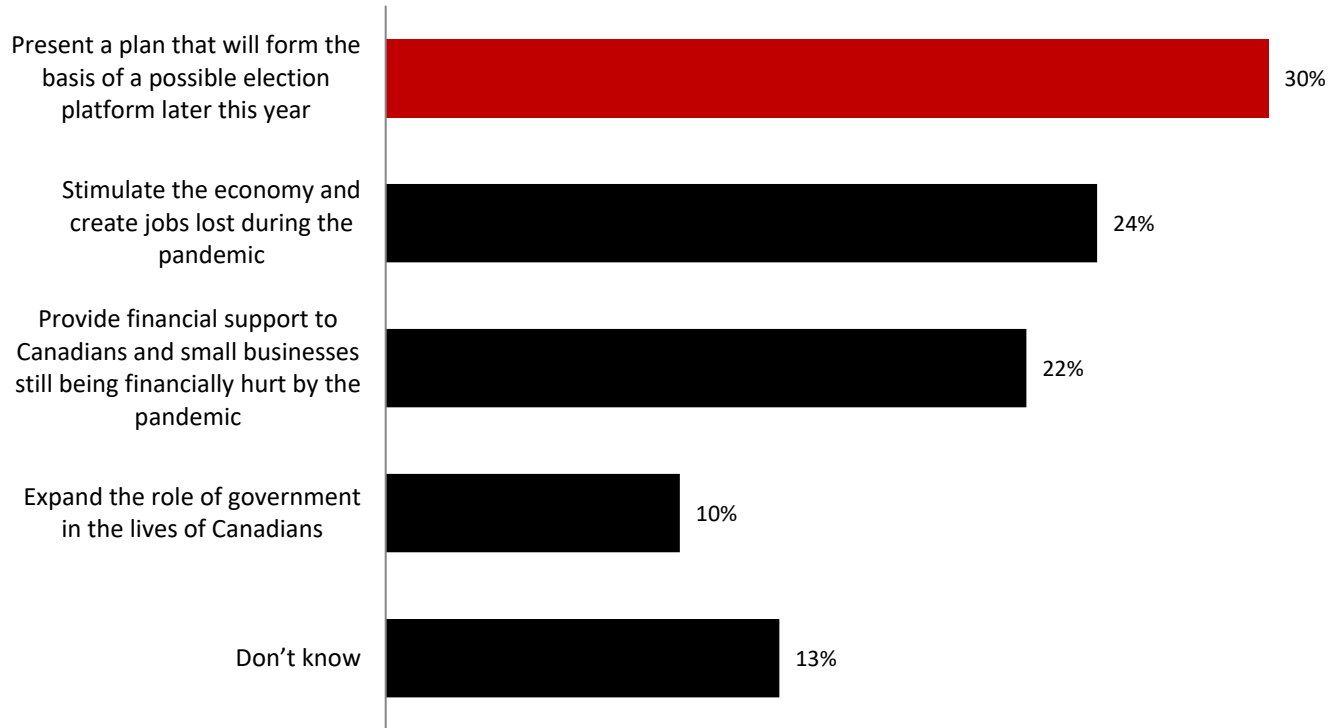
Total Not Worried: 20%

Federal Deficit – Higher Taxes	TOTAL	Gender		Age			Voting Intentions					Region					
		Male	Female	18-34	35-54	55+	CPC	Lib	NDP	Green	Bloc	ATL	QC	ON	MB/SK	AB	BC
Weighted n=	1504	728	774	410	513	581	379	451	240	73	74	103	353	577	98	169	204
Worried	80%	78%	82%	81%	81%	78%	92%	69%	73%	84%	80%	79%	74%	82%	81%	86%	80%
Not Worried	20%	22%	18%	19%	19%	22%	8%	31%	27%	16%	20%	21%	26%	18%	19%	14%	20%

Q8. How worried are you that the size of the federal deficit will mean you and/or your household will be paying higher taxes in the years ahead?

Base : Canadians (n=1504)

30% believe that the budget's primary goal was to set the stage for use in a future election later this year



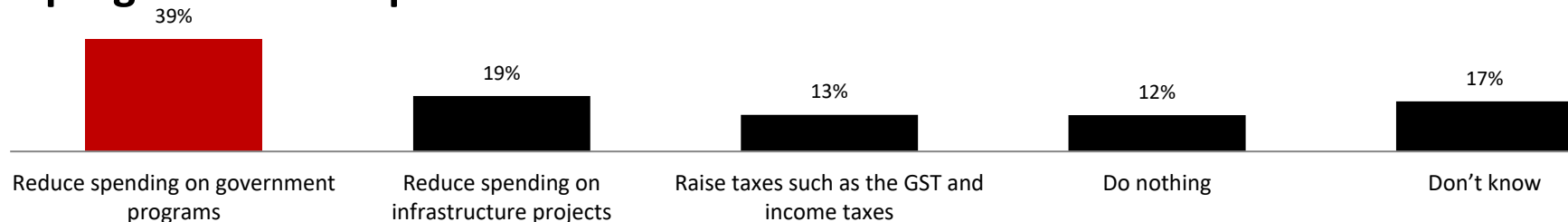
Q9A. The Budget tabled earlier this week provides for over \$100 billion dollars of new spending on a wide range of areas, including COVID relief programs, childcare; education, long term care and the environment. Which of the following goals do you feel was the primary one the Federal government was just trying to accomplish with this Budget? Base: Canadians (n=1504)

This notion about spending as a basis of possible election is strong among Quebec residents

Statements	TOTAL	Gender		Age			Voting Intentions					Region					
		Male	Female	18-34	35-54	55+	CPC	Lib	NDP	Green	Bloc	ATL	QC	ON	MB/SK	AB	BC
Weighted n=	1504	728	774	410	513	581	379	451	240	73	74	103	353	577	98	169	204
Present a plan that will form the basis of a possible election platform later this year	30%	32%	29%	20%	25%	42%	41%	19%	32%	38%	47%	25%	39%	27%	29%	29%	27%
Stimulate the economy and create jobs lost during the pandemic	24%	27%	22%	26%	25%	23%	21%	35%	22%	24%	15%	22%	22%	29%	23%	12%	29%
Provide financial support to Canadians and small businesses still being financially hurt by the pandemic	22%	20%	24%	22%	26%	18%	14%	33%	25%	16%	19%	31%	19%	22%	21%	18%	25%
Expand the role of government in the lives of Canadians	10%	12%	8%	15%	9%	8%	15%	6%	11%	5%	8%	2%	8%	9%	12%	23%	8%

Q9A. The Budget tabled earlier this week provides for over \$100 billion dollars of new spending on a wide range of areas, including COVID relief programs, childcare; education, long term care and the environment. Which of the following goals do you feel was the primary one the Federal government was just trying to accomplish with this Budget? Base : Canadians (n=1504)

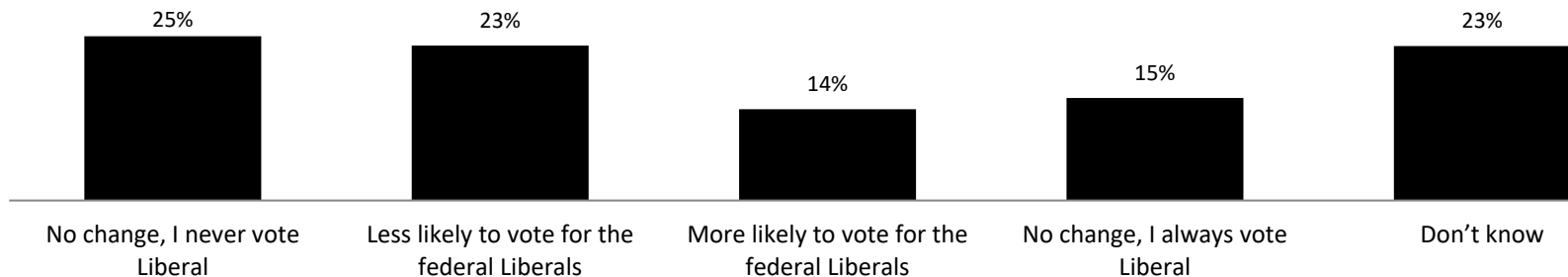
About two in five believe that reducing the spending on government programs can help reduce the size of federal deficit



Measures to reduce deficit	TOTAL	Gender		Age			Voting Intentions					Region					
		Male	Female	18-34	35-54	55+	CPC	Lib	NDP	Green	Bloc	ATL	QC	ON	MB/SK	AB	BC
Weighted n=	1504	728	774	410	513	581	379	451	240	73	74	103	353	577	98	169	204
Reduce spending on government programs	39%	45%	33%	35%	38%	42%	63%	25%	24%	39%	52%	34%	42%	35%	46%	45%	36%
Reduce spending on infrastructure projects	19%	14%	24%	26%	20%	13%	13%	20%	22%	26%	10%	24%	20%	19%	17%	14%	20%
Raise taxes such as the GST and income taxes	13%	14%	11%	17%	12%	10%	7%	18%	22%	14%	5%	6%	9%	16%	12%	16%	10%
Do nothing	12%	14%	11%	7%	13%	16%	8%	19%	16%	11%	14%	15%	13%	12%	8%	7%	18%

Q9. There are a few approaches the government could take to reduce the size of the federal deficit. Please select the approach you most favour from the options below. Base : Canadians (n=1504)

40% say the budget won't change their voting tendencies, while 23% said it makes them less likely to vote Liberal



Budget Impact on Liberal vote	TOTAL	Gender		Age			Voting Intentions					Region					
		Male	Female	18-34	35-54	55+	CPC	Lib	NDP	Green	Bloc	ATL	QC	ON	MB/SK	AB	BC
Weighted n=	1504	728	774	410	513	581	379	451	240	73	74	103	353	577	98	169	204
No change, I never vote Liberal	25%	25%	24%	20%	24%	29%	39%	-	33%	42%	54%	18%	29%	19%	34%	33%	25%
Less likely to vote federal Liberal	23%	26%	21%	26%	20%	24%	40%	8%	23%	28%	30%	13%	21%	25%	30%	25%	22%
More likely to vote federal Liberal	14%	18%	10%	11%	15%	14%	7%	33%	15%	6%	2%	22%	8%	16%	8%	13%	14%
No change, I always vote Liberal	15%	15%	16%	14%	15%	17%	5%	41%	6%	4%	2%	17%	13%	18%	9%	11%	17%

Q10. Has what you have read or seen about this week's Federal Budget made you....?

Base : Canadians (n=1504)

However, majority of Canadians want the budget to be passed in the House of Commons without triggering an election



■ Don't know ■ Pass Budget ■ Defeat Budget

Defeat or Pass Budget	TOTAL	Gender		Age			Voting Intentions					Region					
		Male	Female	18-34	35-54	55+	CPC	Lib	NDP	Green	Bloc	ATL	QC	ON	MB/SK	AB	BC
Weighted n=	1504	728	774	410	513	581	379	451	240	73	74	103	353	577	98	169	204
Defeat Budget and have an election this Spring	26%	29%	24%	32%	31%	18%	48%	8%	23%	25%	23%	20%	22%	28%	36%	38%	18%
Pass Budget and have an election later	54%	57%	52%	46%	47%	66%	36%	82%	62%	52%	64%	63%	58%	55%	40%	47%	54%

Q11. The new budget will be voted on in the House of Commons. If it does not pass it would cause a national election. Should the Opposition Parties vote to defeat the Budget causing an election this Spring or should they pass it and push an election off to a later date? Base : Canadians (n=1504)

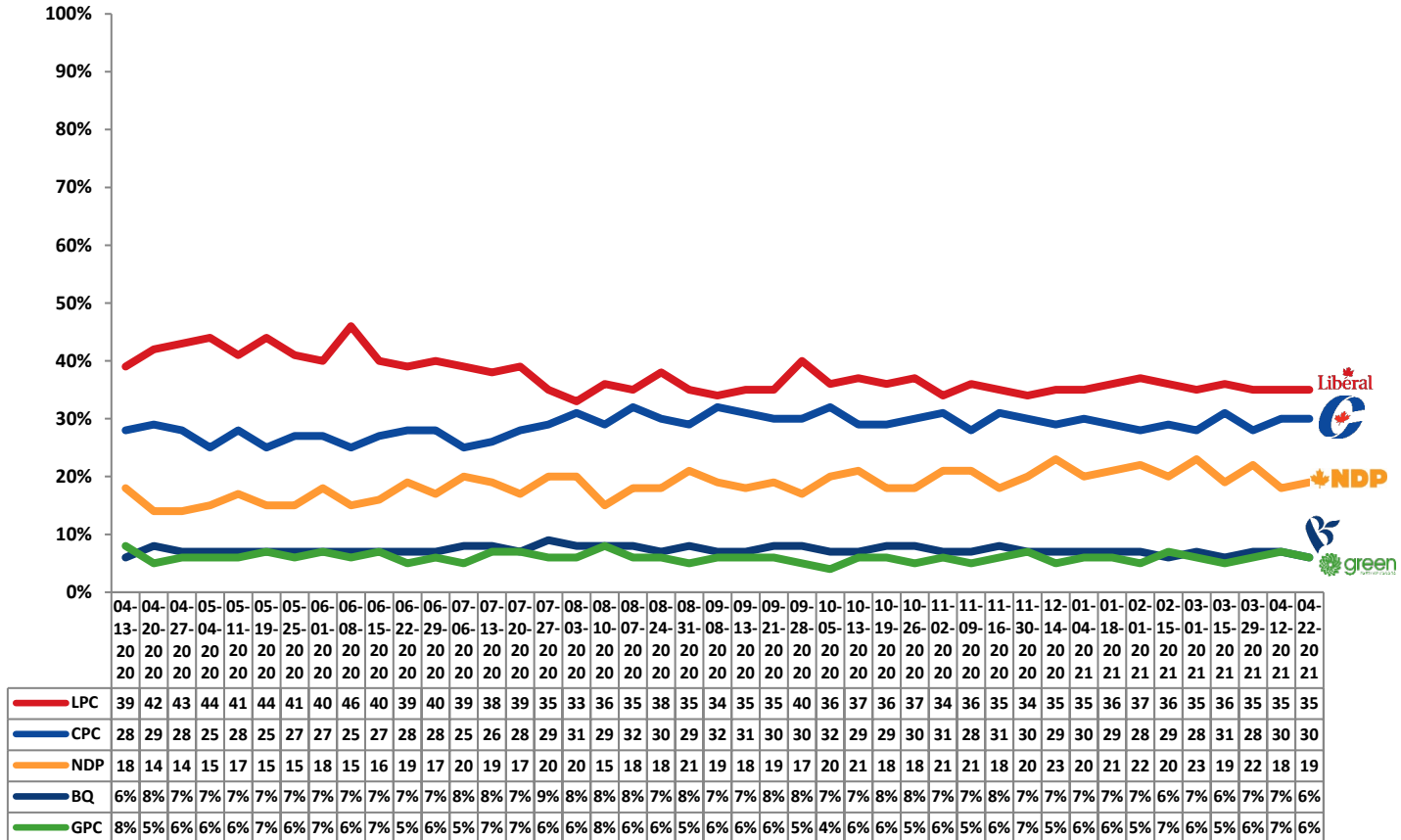
Federal Voting Intentions – April 22, 2021

Statements	TOTAL		Gender		Age			Region					
	Eligible Voters	Decided Voters	Male	Female	18-34	35-54	55+	ATL	QC	ON	MB/SK	AB	BC
Weighted n=1504	1504	1278	639	636	341	421	516	82	288	503	86	147	173
Justin Trudeau's Liberal Party candidate	30%	35%	37%	34%	35%	36%	35%	47%	36%	40%	26%	25%	28%
Erin O'Toole's Conservative Party candidate	25%	30%	34%	25%	24%	30%	33%	24%	16%	31%	43%	49%	29%
Jagmeet Singh's NDP candidate	16%	19%	15%	23%	29%	17%	13%	16%	12%	19%	21%	15%	32%
Annamie Paul's Green Party candidate	5%	6%	4%	7%	4%	7%	6%	6%	7%	6%	3%	5%	6%
Yves-François Blanchet's Bloc Québécois candidate	5%	6%	5%	6%	4%	5%	8%	-	26%	-	-	-	-
Someone else	4%	-	4%	5%	4%	5%	5%	6%	4%	4%	7%	6%	4%
Will not vote	3%	-	-	-	-	-	-	-	-	-	-	-	-
Don't know / Undecided	12%	-	-	-	-	-	-	-	-	-	-	-	-

Q18/19. If a federal election were held today which of the federal parties would you vote for? [IF UNDECIDED] Which of the federal parties are you leaning towards, even a little?

Base : Canadians (n=1504)

TRENDS IN VOTING INTENTIONS IN CANADA



RESPONDENT PROFILE

RESPONDENT PROFILE – *Canada*

	Unweighted	Weighted
n=	1504	1504
Gender	(%)	(%)
Male	53	48
Female	47	51
Age		
18 to 34	26	27
35 to 54	37	34
55 years of age or older	37	39
Region		
British Columbia	9	14
Alberta	8	11
MB/SK	8	7
Ontario	40	38
Quebec	27	23
Atlantic	7	7

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- **Leger Metrics**
Real-time VOC satisfaction measurement
- **Leger Analytics**
Data modeling and analysis
- **Legerweb**
Panel management
- **Leger Communities**
Online community management
- **Leger Digital**
Digital strategy and user experience
- **International Research**
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600

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185

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8

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