NORTH AMERICAN TRACKER

Leger

September 13th, 2021

EDITION

ACS • AEC

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 **2,001 Canadians** 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 **September 10th, 2021, to September 13th, 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 and presence of children in households 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
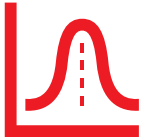
A margin of error cannot be associated with a non-probability sample in a panel survey. For comparison purposes, a probability sample of this size would have a margin of error **±2.19%, 19 times out of 20** for the Canadian sample. The results presented in this study comply with the public opinion research 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.

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 that 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.

For any questions related to our services, or to request an interview, please contact us **by clicking here**.

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 ... If you have already voted, which party did you support?**

Base: All respondents (n=2,001), except for the Bloc Québécois, Quebecers only and the Maverick Party, Albertans and Saskatchewanians 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 Sept.6th 2021	Gap
Weighted n=	2,001	1,736	112	406	662	108	207	239	860	875	465	588	683	651	732	347	2,579	
Unweighted n=	2,001	1,742	168	434	522	173	183	262	849	893	456	626	660	664	727	347	2,623	
... Erin O'Toole's Conservative Party of Canada	28%	32%	24%	19%	34%	45%	50%	33%	35%	29%	21%	35%	37%	28%	33%	37%	33%	-1
... Justin Trudeau's Liberal Party of Canada	28%	32%	39%	34%	36%	23%	19%	31%	31%	34%	30%	32%	34%	33%	34%	27%	33%	-1
... Jagmeet Singh's New Democratic Party of Canada	18%	20%	28%	10%	22%	21%	22%	28%	17%	23%	36%	18%	12%	24%	18%	18%	21%	-1
... Yves-François Blanchet's Bloc Québécois	6%	7%	-	30%	-	-	-	-	-	-	-	-	-	-	-	-	6%	+1
... Maxime Bernier's People's Party of Canada*	4%	5%	4%	4%	5%	6%	4%	4%	5%	4%	4%	6%	4%	4%	4%	6%	3%	+2
... Annamie Paul's Green Party of Canada	3%	3%	5%	3%	3%	4%	1%	4%	3%	3%	4%	2%	3%	4%	2%	1%	3%	-
... Jay Hill's Maverick Party*	1%	1%	-	-	-	2%	5%	-	-	-	-	-	-	-	-	-	-	-
... another party	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	-
I would not vote	4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
I would cancel my vote	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
I don't know	7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Refusal	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

*People's Party of Canada was added to the surveyed parties starting July 5, 2021 and the Maverick Party was added starting August 30,2021.

8

EVOLUTION OF VOTING INTENTIONS IN CANADA
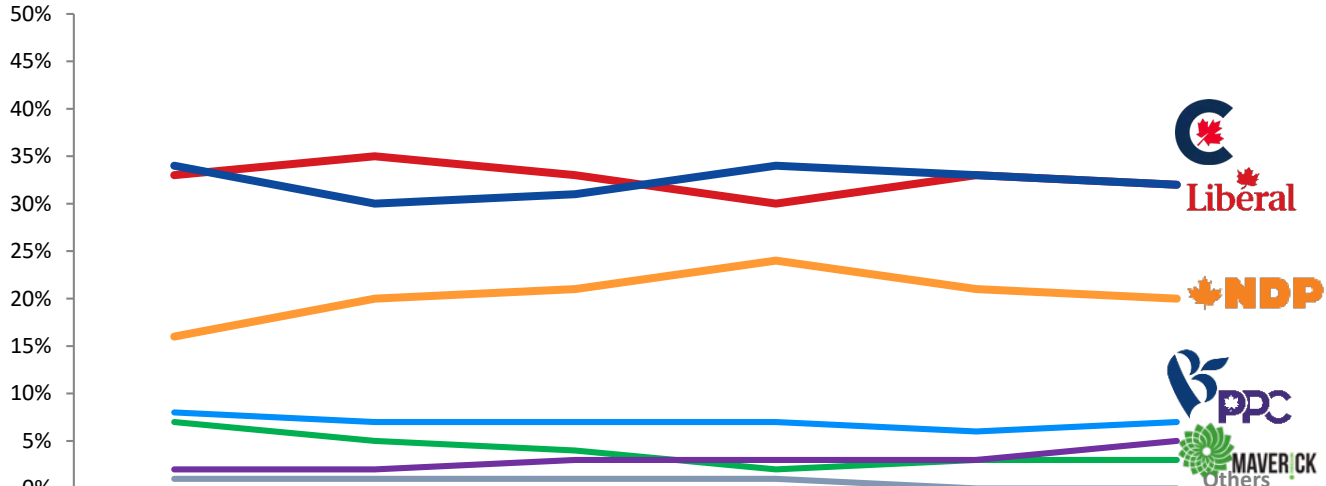
	2019 Election	08-16-2021	08-23-2021	08-30-2021	09-06-2021	09-13-2021
LPC	33%	35%	33%	30%	33%	32%
CPC	34%	30%	31%	34%	33%	32%
NDP	16%	20%	21%	24%	21%	20%
BQ	8%	7%	7%	7%	6%	7%
GPC	7%	5%	4%	2%	3%	3%
PPC	2%	2%	3%	3%	3%	5%
MP						1%
Others	1%	1%	1%	1%	0%	0%

METHOD OF VOTING (1/3)

CTC767. Which situation corresponds to your personal situation among the following choices:
Base: All respondents (n=2,001)

Have already voted by advanced poll in my riding	19%
Have already voted by mail	5%
Intend to vote by advanced poll in my riding	23%
Intend to vote by mail	6%
Intend to vote on the day of the election in my riding	37%
Will not vote	4%
I don't know	5%
Refusal	1%
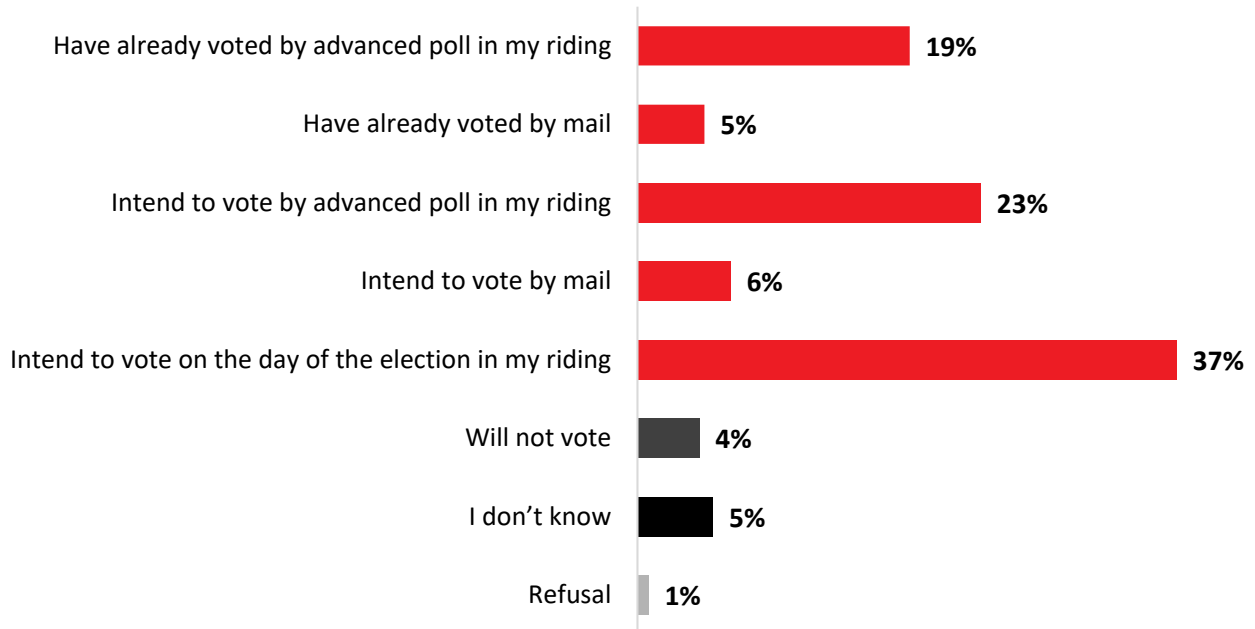
METHOD OF VOTING (2/3)

CTC767. Which situation corresponds to your personal situation among the following choices:

Base: All respondents

	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	2,001	137	469	768	130	225	272	546	682	773	760	825	406
Unweighted n=	2,001	200	502	600	200	200	299	529	729	743	772	821	400
Have already voted by advanced poll in my riding	19%	15%	18%	21%	21%	20%	15%	15%	16%	24%	17%	20%	18%
Have already voted by mail	5%	7%	3%	4%	5%	5%	8%	5%	4%	5%	6%	4%	2%
Intend to vote by advanced poll in my riding	23%	26%	25%	22%	20%	18%	30%	21%	21%	28%	22%	26%	22%
Intend to vote by mail	6%	5%	3%	8%	7%	2%	12%	9%	7%	4%	8%	6%	4%
Intend to vote on the day of the election in my riding	37%	32%	42%	36%	34%	50%	24%	37%	41%	33%	35%	38%	40%
Will not vote	4%	8%	4%	4%	7%	3%	4%	6%	4%	3%	5%	2%	7%
Don't know	5%	7%	5%	5%	6%	3%	6%	5%	7%	3%	6%	3%	6%
Refusal	1%	0%	1%	1%	0%	0%	1%	1%	1%	1%	1%	0%	1%

METHOD OF VOTING
- DETAILS BY VOTING INTENTIONS (3/3)

CTC767. Which situation corresponds to your personal situation among the following choices:

Base: All respondents

	TOTAL CANADA	LPC	CPC	NDP	BQ	GPC	PPC	MP	Others
Weighted n=	2,001	558	555	352	124	50	80	12	5
Unweighted n=	2,001	582	537	349	123	62	75	9*	5*
Have already voted by advanced poll in my riding	**19%**	21%	22%	18%	23%	14%	17%	19%	12%
Have already voted by mail	**5%**	6%	**3%**	8%	3%	11%	5%	0%	0%
Intend to vote by advanced poll in my riding	**23%**	27%	23%	23%	32%	17%	28%	37%	13%
Intend to vote by mail	**6%**	7%	6%	**10%**	**0%**	8%	**1%**	0%	0%
Intend to vote on the day of the election in my riding	**37%**	36%	42%	36%	42%	41%	42%	45%	53%
Will not vote	**4%**	1%	1%	1%	1%	2%	3%	0%	0%
Don't know	**5%**	2%	3%	4%	**0%**	7%	4%	0%	22%
Refusal	**1%**	0%	0%	0%	0%	0%	1%	0%	0%

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

CHOICE OF POLITICAL PARTY (1/2)

CTC694. Is this your final choice or are you likely to change your mind?
Base: Decided voters (n=1,742)

75% — Final choice

14% — I'm likely to change my mind

11% — Don't know

	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural	TOTAL Aug. 30th	Gap
Weighted n =	1,736	112	406	662	108	207	239	465	588	683	651	732	347	1,710	
Unweighted n =	1,742	168	434	522	173	183	262	456	626	660	664	727	347	1,723	
Final choice	75%	76%	67%	75%	81%	82%	75%	67%	73%	81%	75%	74%	76%	61%	+14
I'm likely to change my mind	14%	13%	29%	10%	8%	5%	12%	19%	15%	9%	13%	15%	15%	21%	-7
Don't know	11%	12%	4%	15%	11%	13%	12%	14%	11%	9%	12%	12%	9%	17%	-6

13

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

	TOTAL CANADA	LPC	CPC	NDP	BQ	GPC	PPC	MP	Others
Weighted n=	1,736	558	555	352	124	50	80	12	5
Unweighted n=	1,742	582	537	349	123	62	75	9*	5*
Final choice	75%	73%	82%	69%	74%	56%	74%	57%	65%
I'm likely to change my mind	14%	15%	11%	13%	26%	21%	11%	8%	35%
Don't know	11%	12%	7%	18%	0%	23%	16%	36%	0%

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

OPINION ON LEADERS (1/3)

CTC754. Compared to before the debates, has your opinion of the following leaders improved, remained stable or worsened?
Base: All respondents (n=2,001)

Leader	Improved	Remained stable	Worsened
Justin Trudeau	10%	52%	38%
Erin O'Toole	18%	53%	29%
Jagmeet Singh	21%	61%	18%
Yves-François Blanchet (QC Only n=502)	29%	52%	19%

■ Improved   ■ Remained stable   ■ Worsened
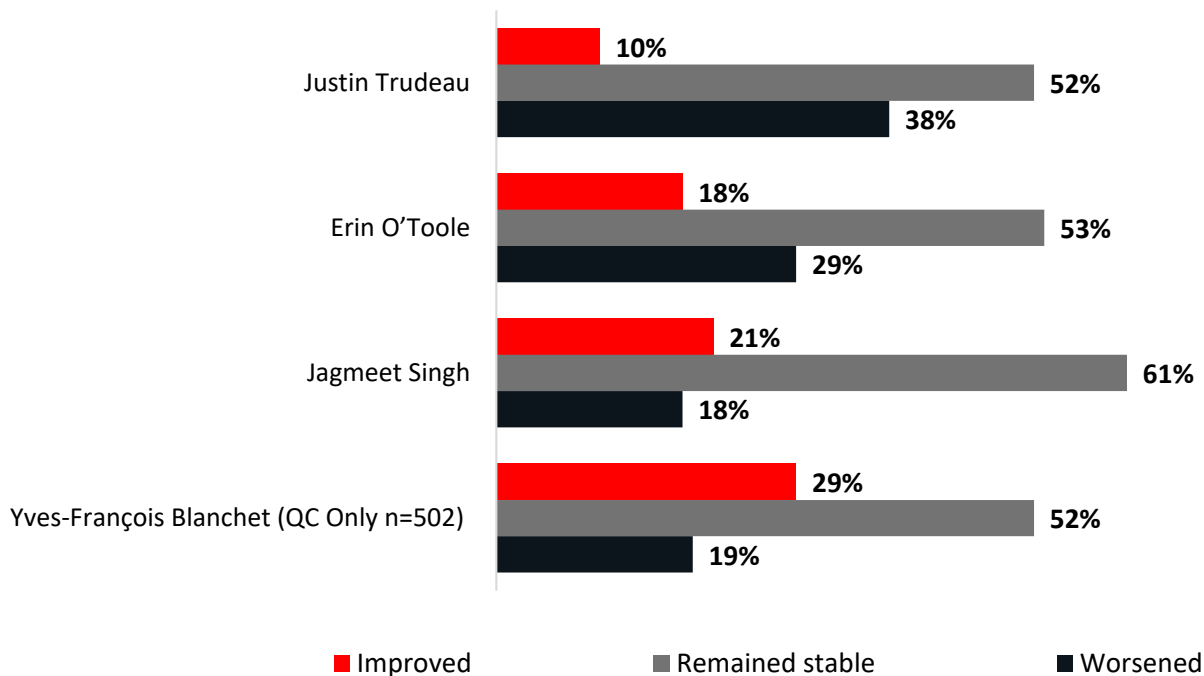
OPINION ON LEADERS (2/3)

CTC754. Compared to before the debates, has your opinion of the following leaders improved, remained stable or worsened?
Base: All respondents

	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural	TOTAL Aug. 30th	Gap
Weighted n=	2,001	137	469	768	130	225	272	546	682	773	760	825	406	2,005	
Unweighted n=	2,001	200	502	600	200	200	299	529	729	743	772	821	400	2,005	
Justin Trudeau															
Improved	10%	11%	11%	11%	5%	4%	11%	12%	8%	10%	12%	9%	7%	7%	+3
Remained stable	52%	56%	57%	53%	41%	48%	48%	52%	52%	52%	52%	56%	46%	52%	-
Worsened	38%	33%	33%	36%	54%	48%	41%	36%	40%	38%	36%	35%	47%	41%	-3
Erin O'Toole															
Improved	18%	15%	16%	15%	22%	30%	20%	14%	21%	19%	19%	18%	18%	23%	-5
Remained stable	53%	56%	55%	55%	53%	48%	44%	57%	50%	51%	53%	51%	55%	53%	-
Worsened	29%	29%	29%	30%	25%	22%	36%	29%	29%	30%	29%	31%	27%	24%	+5
Jagmeet Singh															
Improved	21%	25%	15%	23%	20%	23%	22%	27%	21%	16%	23%	21%	18%	23%	-2
Remained stable	61%	60%	66%	62%	58%	54%	60%	59%	59%	65%	61%	62%	61%	61%	-
Worsened	18%	16%	19%	15%	22%	23%	18%	14%	20%	19%	16%	17%	21%	16%	+2
Yves-François Blanchet (QC only)	502	-	502	-	-	-	-	143	175	184	184	206	111		
Improved	29%	-	29%	-	-	-	-	23%	23%	38%	26%	32%	29%	-	-
Remained stable	52%	-	52%	-	-	-	-	62%	58%	41%	52%	51%	55%	-	-
Worsened	19%	-	19%	-	-	-	-	15%	19%	21%	22%	18%	16%	-	-

16

OPINION ON LEADERS
- DETAILS BY VOTING INTENTIONS (3/3)

CTC754. Compared to before the debates, has your opinion of the following leaders improved, remained stable or worsened?

Base: All respondents

	TOTAL CANADA	LPC	CPC	NDP	BQ	GPC	PPC	MP	Others
Weighted n=	2,001	558	555	352	124	50	80	12	5
Unweighted n=	2,001	582	537	349	123	62	75	9*	5*
Justin Trudeau									
Improved	10%	26%	3%	5%	4%	5%	1%	0%	0%
Remained stable	52%	66%	35%	58%	55%	55%	27%	13%	34%
Worsened	38%	8%	62%	38%	41%	40%	72%	87%	66%
Erin O'Toole									
Improved	18%	6%	46%	5%	15%	10%	11%	39%	0%
Remained stable	53%	49%	48%	52%	53%	51%	53%	54%	100%
Worsened	29%	46%	6%	42%	32%	40%	35%	8%	0%
Jagmeet Singh									
Improved	21%	22%	14%	49%	10%	20%	7%	0%	19%
Remained stable	61%	64%	63%	49%	64%	62%	52%	51%	47%
Worsened	18%	14%	23%	2%	26%	18%	41%	49%	34%
Yves-François Blanchet (QC only)	502	151	80	49	123	16*	13*	-	2*
Improved	29%	13%	31%	13%	64%	17%	4%	-	0%
Remained stable	52%	58%	44%	52%	35%	54%	63%	-	100%
Worsened	19%	30%	25%	35%	1%	30%	33%	-	0%

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=2,001)

Response	Percentage
Very satisfied	8%
Somewhat satisfied	33%
Somewhat dissatisfied	23%
Very dissatisfied	32%
Don't know	4%
Prefer not to answer	1%

Total Satisfied: 40%

Total Dissatisfied: 55%
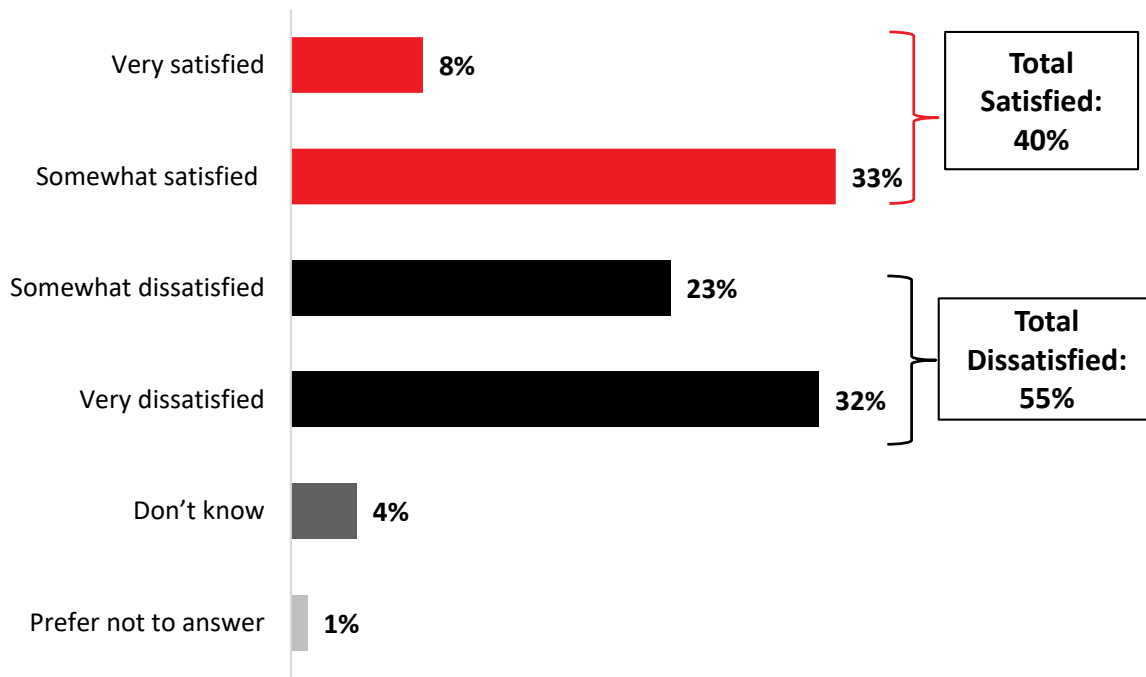
SATISFACTION WITH TRUDEAU'S GOVERNMENT (2/3)

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 Aug. 30th	Gap
Weighted n=	2,001	137	469	768	130	225	272	546	682	773	760	825	406	2,005	
Unweighted n=	2,001	200	502	600	200	200	299	529	729	743	772	821	400	2,005	
Total Satisfied	**40%**	46%	42%	43%	28%	32%	39%	42%	37%	41%	44%	41%	31%	38%	+2
Very satisfied	8%	9%	5%	10%	7%	6%	7%	10%	7%	6%	9%	7%	5%	6%	+2
Somewhat satisfied	33%	37%	37%	33%	21%	25%	32%	33%	30%	35%	35%	34%	26%	32%	+1
Total Dissatisfied	**55%**	46%	54%	52%	68%	67%	54%	49%	59%	55%	51%	54%	64%	56%	-1
Somewhat dissatisfied	23%	25%	31%	21%	24%	14%	19%	26%	23%	19%	22%	23%	23%	24%	-1
Very dissatisfied	32%	21%	23%	31%	45%	53%	35%	23%	36%	36%	29%	31%	41%	32%	-
Don't know	4%	6%	4%	5%	3%	1%	4%	7%	3%	3%	4%	4%	4%	5%	-1
Prefer not to answer	1%	2%	0%	1%	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%	-

SATISFACTION WITH TRUDEAU'S GOVERNMENT - DETAILS BY VOTING INTENTIONS (3/3)

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	LPC	CPC	NDP	BQ	GPC	PPC	MP	Others
Weighted n=	2,001	558	555	352	124	50	80	12	5
Unweighted n=	2,001	582	537	349	123	62	75	9*	5*
Total Satisfied	**40%**	80%	18%	40%	25%	47%	7%	0%	19%
Very satisfied	8%	19%	4%	4%	1%	5%	2%	0%	19%
Somewhat satisfied	33%	60%	14%	36%	25%	42%	5%	0%	0%
Total Dissatisfied	**55%**	18%	82%	56%	72%	52%	93%	100%	59%
Somewhat dissatisfied	23%	14%	19%	33%	51%	27%	6%	0%	0%
Very dissatisfied	32%	4%	63%	23%	21%	25%	87%	100%	59%
Don't know	4%	2%	0%	3%	2%	1%	0%	0%	22%
Prefer not to answer	1%	0%	0%	1%	1%	0%	0%	0%	0%

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

SATISFACTION WITH TRUDEAU'S GOVERNMENT - EVOLUTION

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

Base: All respondents

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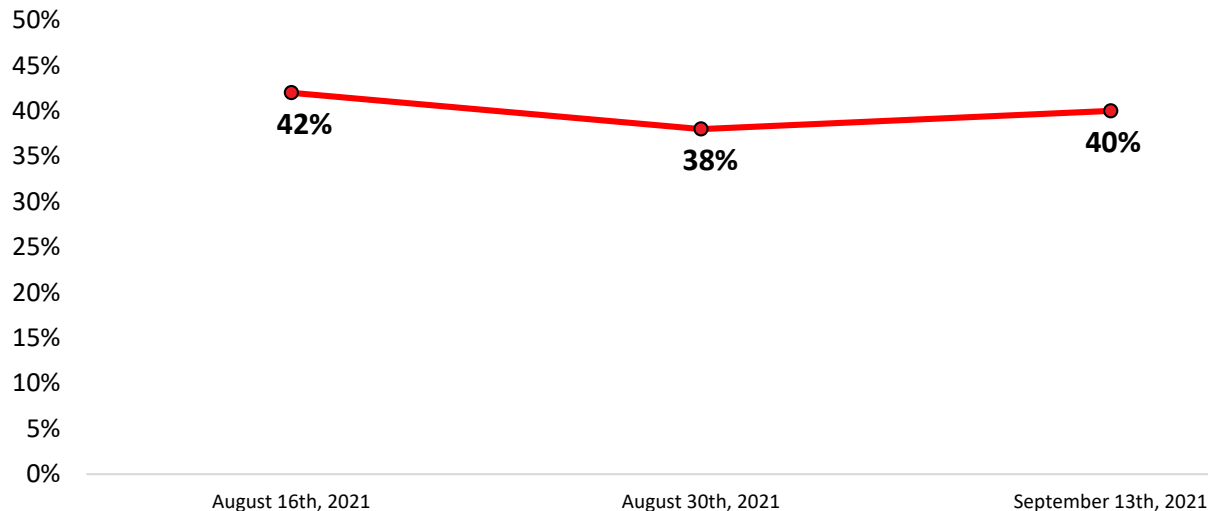
LEADER WHO WOULD MAKE THE BEST PRIME MINISTER (1/3)

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

Base: All respondents (n=2,001)

Leader	Percentage
Justin Trudeau	25%
Jagmeet Singh	22%
Erin O'Toole	20%
Maxime Bernier	4%
Annamie Paul	2%
Another one	3%
None of the above	11%
I don't know	12%
I prefer not to answer	2%
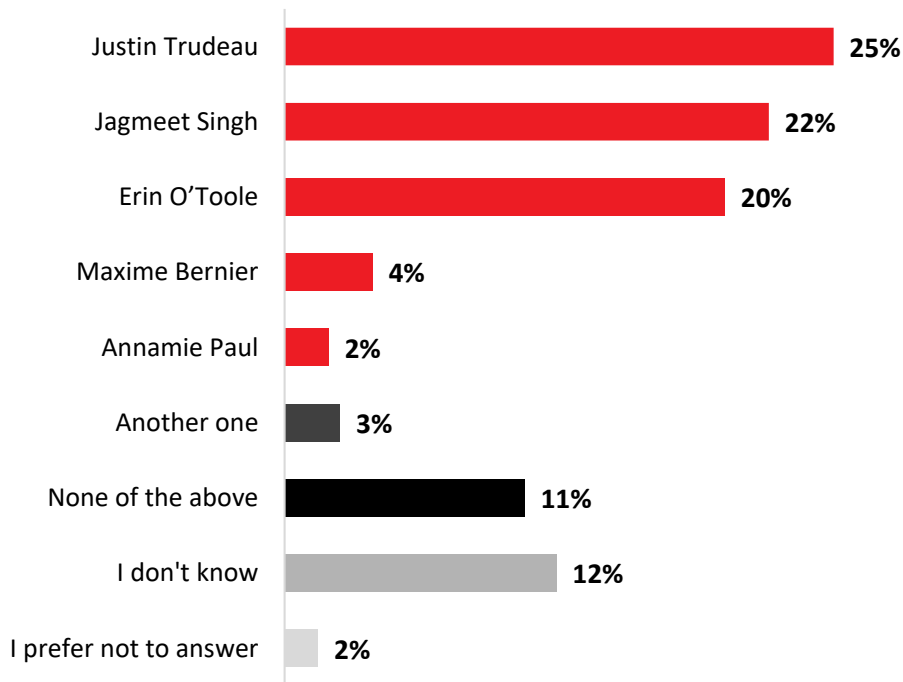
LEADER WHO WOULD MAKE THE BEST PRIME MINISTER (2/3)

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 Aug. 30th	Gap
Weighted n=	2,001	137	469	768	130	225	272	546	682	773	760	825	406	2,005	
Unweighted n=	2,001	200	502	600	200	200	299	529	729	743	772	821	400	2,005	
Justin Trudeau	25%	30%	28%	27%	14%	14%	25%	19%	23%	30%	25%	28%	20%	23%	+2
Jagmeet Singh	22%	24%	13%	24%	23%	25%	26%	35%	22%	12%	26%	20%	18%	23%	-1
Erin O'Toole	20%	14%	14%	18%	28%	38%	23%	15%	20%	24%	16%	21%	26%	21%	-1
Maxime Bernier	4%	3%	6%	3%	5%	4%	3%	4%	5%	3%	4%	3%	5%	3%	+1
Annamie Paul	2%	3%	1%	2%	3%	1%	2%	2%	1%	2%	2%	1%	2%	1%	+1
Another one	3%	0%	9%	1%	1%	0%	0%	2%	2%	4%	2%	2%	3%	2%	+1
None of the above	11%	10%	13%	12%	7%	9%	8%	9%	11%	12%	10%	12%	11%	11%	-
Don't know	12%	16%	14%	11%	18%	7%	13%	13%	15%	10%	13%	11%	13%	15%	-3
Prefer not to answer	2%	1%	2%	2%	2%	1%	1%	0%	1%	3%	2%	1%	1%	2%	-

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	MP	Others
Weighted n=	2,001	558	555	352	124	50	80	12	5
Unweighted n=	2,001	582	537	349	123	62	75	9*	5*
Justin Trudeau	25%	68%	11%	4%	17%	15%	0%	0%	0%
Jagmeet Singh	22%	18%	6%	76%	7%	21%	2%	0%	19%
Erin O'Toole	20%	1%	66%	2%	11%	3%	1%	26%	0%
Maxime Bernier	4%	2%	1%	0%	3%	0%	73%	10%	0%
Annamie Paul	2%	0%	0%	1%	0%	41%	1%	0%	0%
Another one	3%	1%	1%	0%	27%	1%	2%	0%	46%
None of the above	11%	6%	9%	5%	21%	13%	9%	45%	13%
Don't know	12%	4%	5%	11%	14%	7%	11%	19%	22%
Prefer not to answer	2%	1%	0%	0%	2%	0%	0%	0%	0%

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

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=2,001)

Party	Percentage
The Liberal Party of Canada	37%
The Conservative Party of Canada	31%
The New Democratic Party of Canada	6%
Don't know/Prefer not to answer	25%
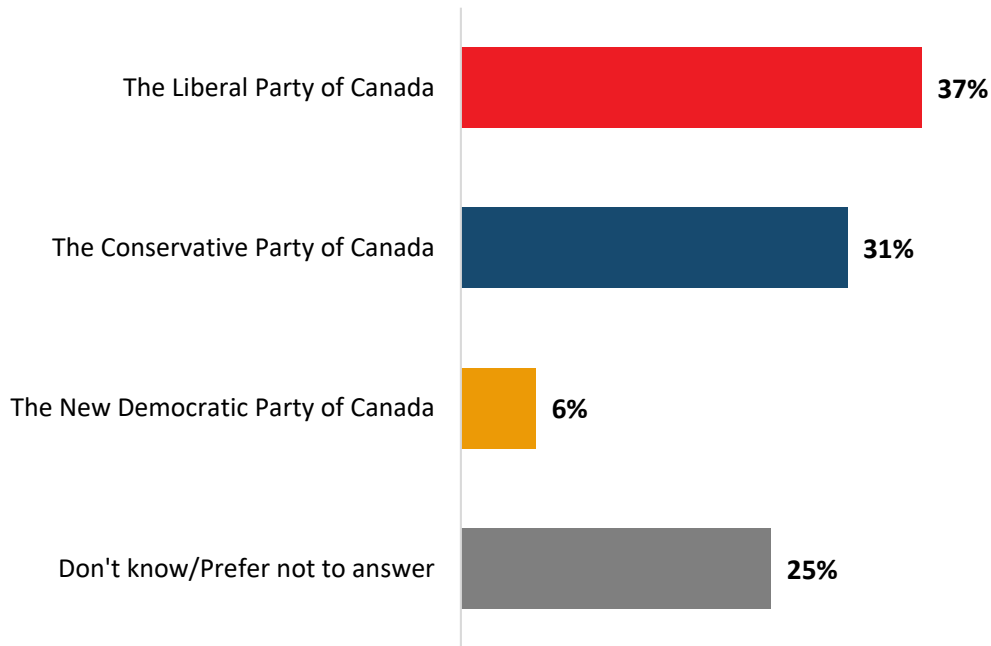
PARTY THAT WILL FORM THE NEXT GOVERNMENT (2/3)

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 Aug. 30th	Gap
Weighted n=	2,001	137	469	768	130	225	272	546	682	773	760	825	406	2,005	
Unweighted n=	2,001	200	502	600	200	200	299	529	729	743	772	821	400	2,005	
The Liberal Party of Canada	37%	39%	42%	42%	22%	27%	31%	39%	35%	38%	39%	40%	29%	39%	-2
The Conservative Party of Canada	31%	31%	29%	28%	41%	44%	30%	27%	34%	32%	27%	32%	39%	28%	+3
The New Democratic Party of Canada	6%	5%	3%	7%	6%	7%	12%	12%	7%	2%	8%	5%	7%	7%	-1
Don't know/Prefer not to answer	25%	26%	26%	23%	31%	22%	28%	22%	24%	27%	26%	23%	25%	25%	-

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	MP	Others
Weighted n=	2,001	558	555	352	124	50	80	12	5
Unweighted n=	2,001	582	537	349	123	62	75	9*	5*
The Liberal Party of Canada	37%	74%	18%	33%	42%	38%	8%	30%	0%
The Conservative Party of Canada	31%	10%	67%	20%	32%	23%	45%	62%	59%
The New Democratic Party of Canada	6%	3%	1%	25%	1%	14%	3%	0%	19%
Don't know/Prefer not to answer	25%	14%	14%	21%	25%	25%	43%	8%	22%

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

PARTY THAT WILL FORM THE NEXT GOVERNMENT – EVOLUTION

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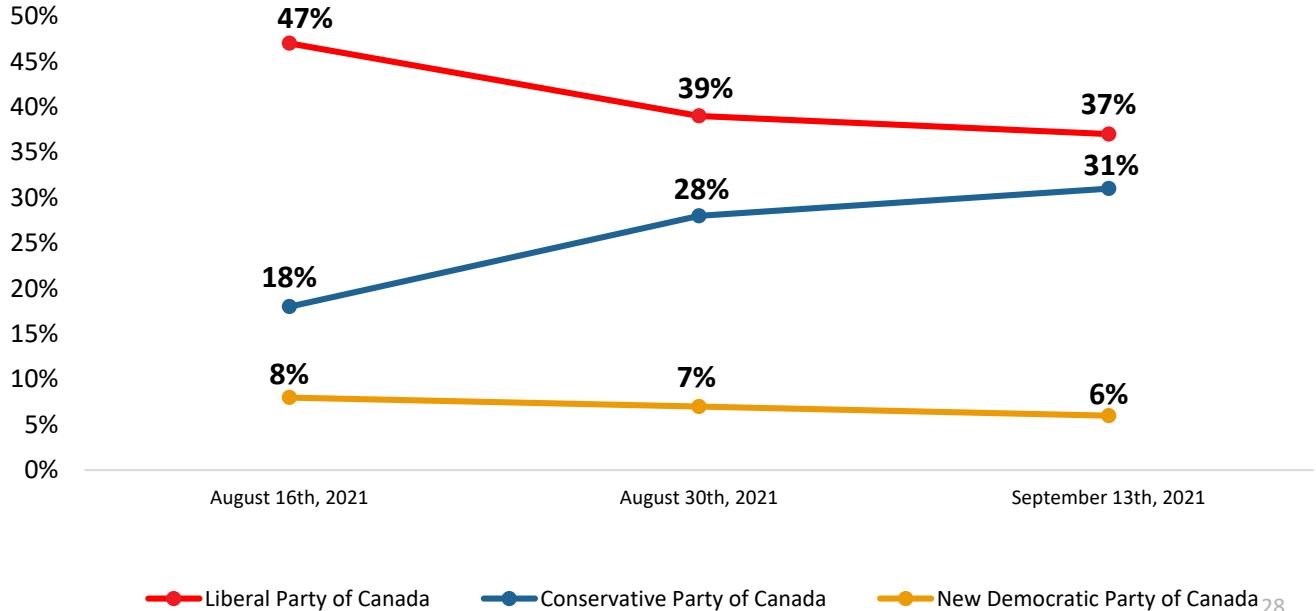
Base: All respondents

Legend:
- Liberal Party of Canada (red)
- Conservative Party of Canada (blue)
- New Democratic Party of Canada (orange)

	August 16th, 2021	August 30th, 2021	September 13th, 2021
Liberal Party of Canada	47%	39%	37%
Conservative Party of Canada	18%	28%	31%
New Democratic Party of Canada	8%	7%	6%

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=623)

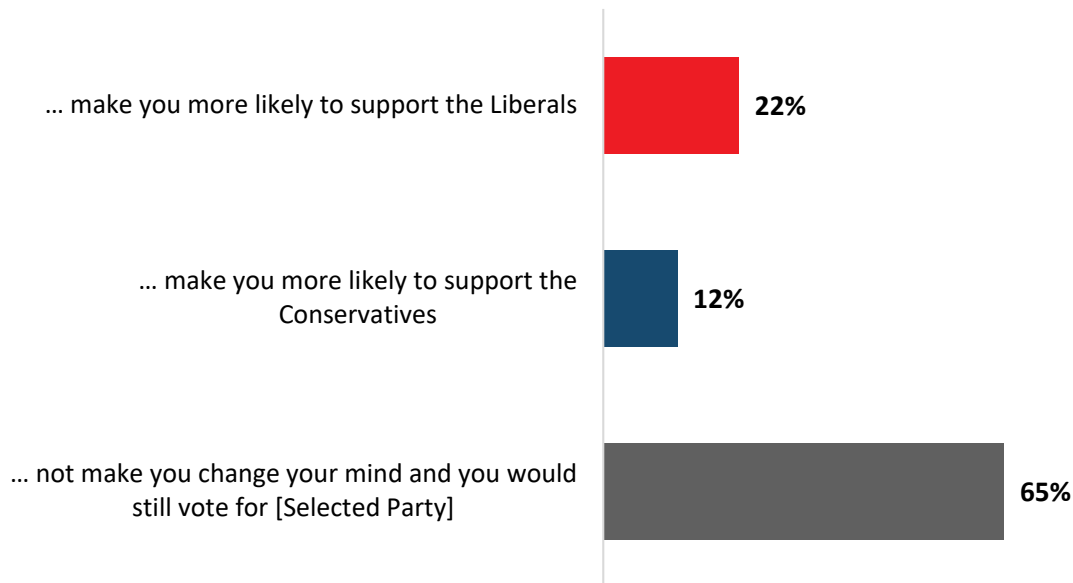|	
… make you more likely to support the Liberals	**22%**
… make you more likely to support the Conservatives	**12%**
… not make you change your mind and you would still vote for [Selected Party]	**65%**

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 Aug. 30th	Gap
Weighted n=	622	41	193	201	35	64	87	228	193	201	254	244	123	611	
Unweighted n=	623	61	203	150	55	54	100	230	202	191	252	244	125	611	
… make you more likely to support the Liberals	22%	31%	19%	23%	16%	27%	23%	36%	15%	14%	26%	22%	16%	24%	-2
… make you more likely to support the Conservatives	12%	9%	11%	15%	12%	13%	9%	10%	13%	15%	10%	14%	14%	15%	-3
…not make you change your mind and you would still vote for [Selected Party]	65%	59%	69%	62%	72%	60%	68%	55%	72%	71%	65%	64%	70%	61%	+4

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	MP	Others
Weighted n=	622	352	124	50	80	12	5
Unweighted n=	623	349	123	62	75	9*	5*
... make you more likely to support the Liberals	22%	29%	14%	38%	2%	0%	19%
... make you more likely to support the Conservatives	12%	9%	10%	1%	33%	31%	34%
... not make you change your mind and you would still vote for [Selected Party]	65%	62%	76%	60%	65%	69%	47%

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

CONSERVATIVES VS LIBERALS

ELEMENTS THAT DISCOURAGE VOTING FOR THE CONSERVATIVES (1/3)

CTC769. Canadians still have up to 10 days to make up their minds; among the following issues, which ones (you can choose two)* would make you hesitate to vote for or would be a deciding factor to NOT vote for the Conservative Party of Canada:

Base: All respondents (n=2,001)

Issue	%
Social issues like abortion	21%
The leadership qualities of Erin O'Toole	18%
The issue of vaccination and public safety measures	18%
The issue of climate change	18%
Funding of health care and the place of private health care in Canada	17%
The issue of gun control	16%
The party's plan when it comes to cost of living/housing	10%
The party's proposals on post-pandemic economic recovery	7%
Managing Indigenous issues	5%
None of these issues would make me hesitant or would be a deciding factor to not vote for the Conservative Party of Canada	29%

*Since participants could give more than one answer, the total may exceed 100%.
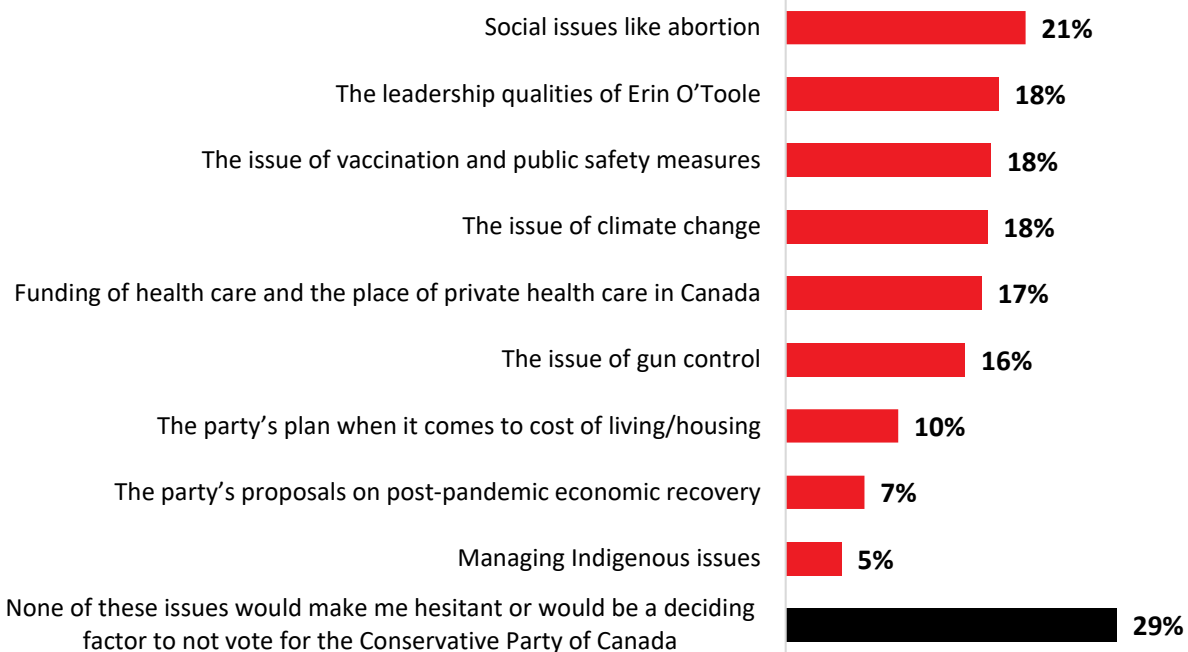
ELEMENTS THAT DISCOURAGE VOTING FOR THE CONSERVATIVES (2/3)

CTC769. Canadians still have up to 10 days to make up their minds; among the following issues, which ones (you can choose two)* would make you hesitate to vote for or would be a deciding factor to NOT vote for the Conservative Party of Canada:

Base: All respondents

	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n =	2,001	137	469	768	130	225	272	546	682	773	760	825	406
Unweighted n =	2,001	200	502	600	200	200	299	529	729	743	772	821	400
Social issues like abortion	21%	16%	29%	19%	17%	13%	22%	28%	19%	17%	20%	22%	20%
The leadership qualities of Erin O'Toole	18%	22%	15%	19%	18%	19%	20%	16%	16%	22%	19%	19%	17%
The issue of vaccination and public safety measures	18%	24%	16%	17%	15%	16%	22%	20%	17%	17%	17%	19%	18%
The issue of climate change	18%	10%	22%	17%	15%	15%	18%	25%	15%	14%	19%	17%	16%
Funding of health care and the place of private health care in Canada	17%	18%	14%	19%	17%	21%	13%	15%	18%	18%	17%	16%	19%
The issue of gun control	16%	15%	30%	13%	6%	5%	11%	10%	15%	20%	16%	15%	15%
The party's plan when it comes to cost of living/housing	10%	15%	6%	13%	10%	5%	9%	13%	11%	7%	13%	8%	7%
The party's proposals on post-pandemic economic recovery	7%	7%	8%	7%	8%	7%	5%	6%	8%	6%	5%	9%	7%
Managing Indigenous issues	5%	7%	3%	5%	6%	6%	4%	7%	6%	3%	5%	5%	5%
None of these issues would make me hesitant or would be a deciding factor to not vote for the Conservative Party of Canada	29%	27%	20%	28%	35%	41%	33%	21%	31%	32%	27%	28%	31%

*Since participants could give more than one answer, the total may exceed 100%.

ELEMENTS THAT DISCOURAGE VOTING FOR THE CONSERVATIVES – DETAILS BY VOTING INTENTIONS (3/3)

CTC769. Canadians still have up to 10 days to make up their minds; among the following issues, which ones (you can choose two)** would make you hesitate to vote for or would be a deciding factor to NOT vote for the Conservative Party of Canada:

Base: All respondents

|	TOTAL CANADA	LPC	CPC	NDP	BQ	GPC	PPC	MP	Others
Weighted n =	2,001	558	555	352	124	50	80	12	5
Unweighted n =	2,001	582	537	349	123	62	75	9*	5*
Social issues like abortion	21%	25%	12%	34%	30%	21%	11%	8%	12%
The leadership qualities of Erin O'Toole	18%	29%	13%	18%	16%	15%	20%	25%	19%
The issue of vaccination and public safety measures	18%	24%	13%	14%	10%	21%	51%	19%	0%
The issue of climate change	18%	21%	10%	23%	27%	34%	13%	0%	13%
Funding of health care and the place of private health care in Canada	17%	21%	11%	25%	16%	22%	10%	19%	0%
The issue of gun control	16%	22%	9%	12%	36%	12%	14%	0%	0%
The party's plan when it comes to cost of living/housing	10%	9%	7%	17%	2%	19%	5%	0%	0%
The party's proposals on post-pandemic economic recovery	7%	8%	8%	6%	7%	6%	5%	0%	0%
Managing Indigenous issues	5%	2%	5%	10%	1%	8%	3%	0%	12%
None of these issues would make me hesitant or would be a deciding factor to not vote for the Conservative Party of Canada	29%	12%	48%	15%	21%	13%	19%	57%	56%

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

**Since participants could give more than one answer, the total may exceed 100%.

ELEMENTS THAT DISCOURAGE VOTING FOR THE LIBERALS (1/3)

CTC770. Canadians still have up to 10 days to make up their minds; among the following issues, which ones (you can choose two)* would make you hesitate to vote for or would be a deciding factor to NOT vote for the Liberal Party of Canada:

Base: All respondents (n=2,001)

Issue	%
The leadership qualities of Justin Trudeau	34%
Alleged corruption and ethical issues	33%
The management of the pandemic	16%
The party's plan when it comes to cost of living/housing	14%
Funding of health care and the place of private health care in Canada	12%
Managing Indigenous issues	12%
The issue of climate change	12%
The party's proposals on post-pandemic economic recovery	10%
None of these issues would make me hesitant or would be a deciding factor to not vote for the Liberal Party of Canada	31%
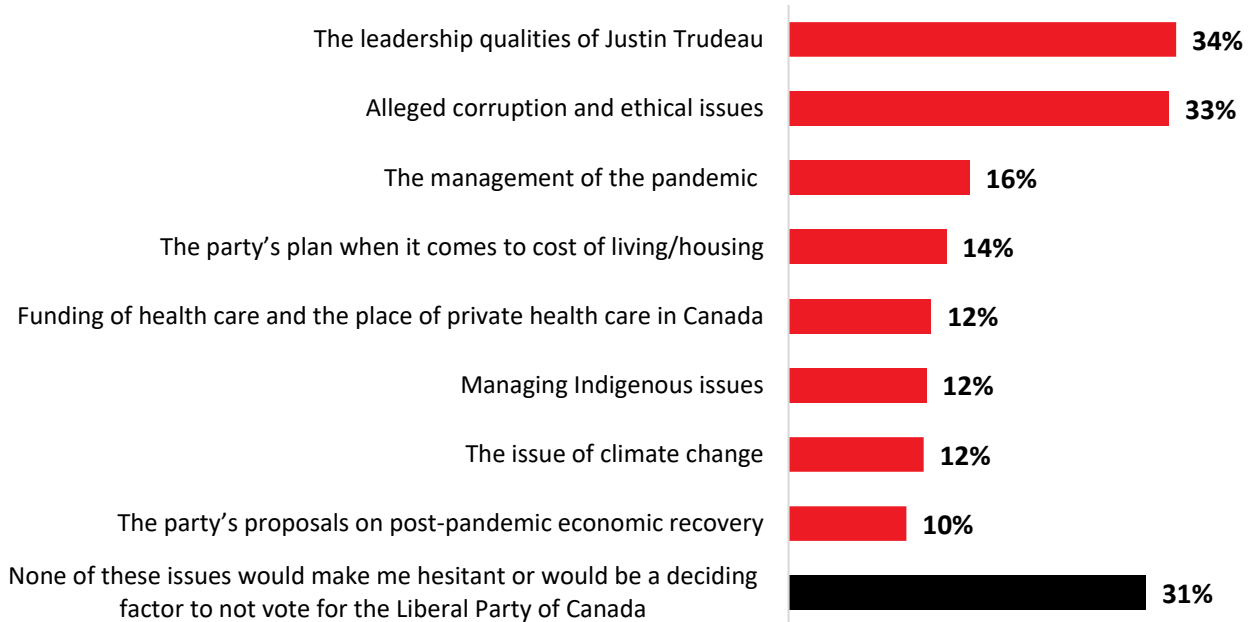
*Since participants could give more than one answer, the total may exceed 100%.

ELEMENTS THAT DISCOURAGE VOTING FOR THE LIBERALS (2/3)

CTC770. Canadians still have up to 10 days to make up their minds; among the following issues, which ones (you can choose two)* would make you hesitate to vote for or would be a deciding factor to NOT vote for the Liberal Party of Canada:

Base: All respondents

	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n =	2,001	137	469	768	130	225	272	546	682	773	760	825	406
Unweighted n =	2,001	200	502	600	200	200	299	529	729	743	772	821	400
The leadership qualities of Justin Trudeau	34%	32%	26%	31%	46%	54%	31%	28%	37%	35%	33%	34%	36%
Alleged corruption and ethical issues	33%	27%	28%	31%	41%	46%	36%	26%	35%	36%	31%	35%	34%
The management of the pandemic	16%	14%	22%	13%	15%	18%	13%	22%	15%	11%	16%	16%	14%
The party's plan when it comes to cost of living/housing	14%	19%	11%	14%	12%	12%	15%	18%	13%	11%	17%	12%	12%
Funding of health care and the place of private health care in Canada	12%	14%	21%	9%	11%	10%	8%	11%	11%	15%	12%	12%	14%
Managing Indigenous issues	12%	9%	8%	14%	15%	13%	12%	15%	10%	11%	12%	11%	13%
The issue of climate change	12%	6%	17%	9%	10%	14%	11%	14%	11%	11%	12%	11%	14%
The party's proposals on post-pandemic economic recovery	10%	12%	12%	8%	12%	12%	10%	12%	11%	8%	8%	10%	15%
None of these issues would make me hesitant or would be a deciding factor to not vote for the Liberal Party of Canada	31%	34%	27%	36%	28%	21%	33%	26%	29%	36%	30%	32%	31%

*Since participants could give more than one answer, the total may exceed 100%.

ELEMENTS THAT DISCOURAGE VOTING FOR THE LIBERALS – DETAILS BY VOTING INTENTIONS (3/3)

CTC770. Canadians still have up to 10 days to make up their minds; among the following issues, which ones (you can choose two)* would make you hesitate to vote for or would be a deciding factor to NOT vote for the Liberal Party of Canada:

Base: All respondents

	TOTAL CANADA	LPC	CPC	NDP	BQ	GPC	PPC	MP	Others
Weighted n =	2,001	558	555	352	124	50	80	12	5
Unweighted n =	2,001	582	537	349	123	62	75	9*	5*
The leadership qualities of Justin Trudeau	34%	14%	58%	30%	32%	21%	55%	96%	32%
Alleged corruption and ethical issues	33%	24%	47%	31%	35%	29%	48%	76%	25%
The management of the pandemic	16%	8%	21%	16%	23%	13%	33%	21%	25%
The party's plan when it comes to cost of living/housing	14%	11%	15%	20%	10%	14%	14%	21%	13%
Funding of health care and the place of private health care in Canada	12%	10%	11%	12%	34%	14%	17%	18%	0%
Managing Indigenous issues	12%	9%	13%	20%	6%	14%	8%	18%	13%
The issue of climate change	12%	9%	11%	15%	17%	22%	11%	38%	13%
The party's proposals on post-pandemic economic recovery	10%	6%	16%	8%	10%	10%	18%	18%	0%
None of these issues would make me hesitant or would be a deciding factor to not vote for the Liberal Party of Canada	31%	47%	19%	20%	17%	26%	15%	0%	56%

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

**Since participants could give more than one answer, the total may exceed 100%.*

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

CONTACT US
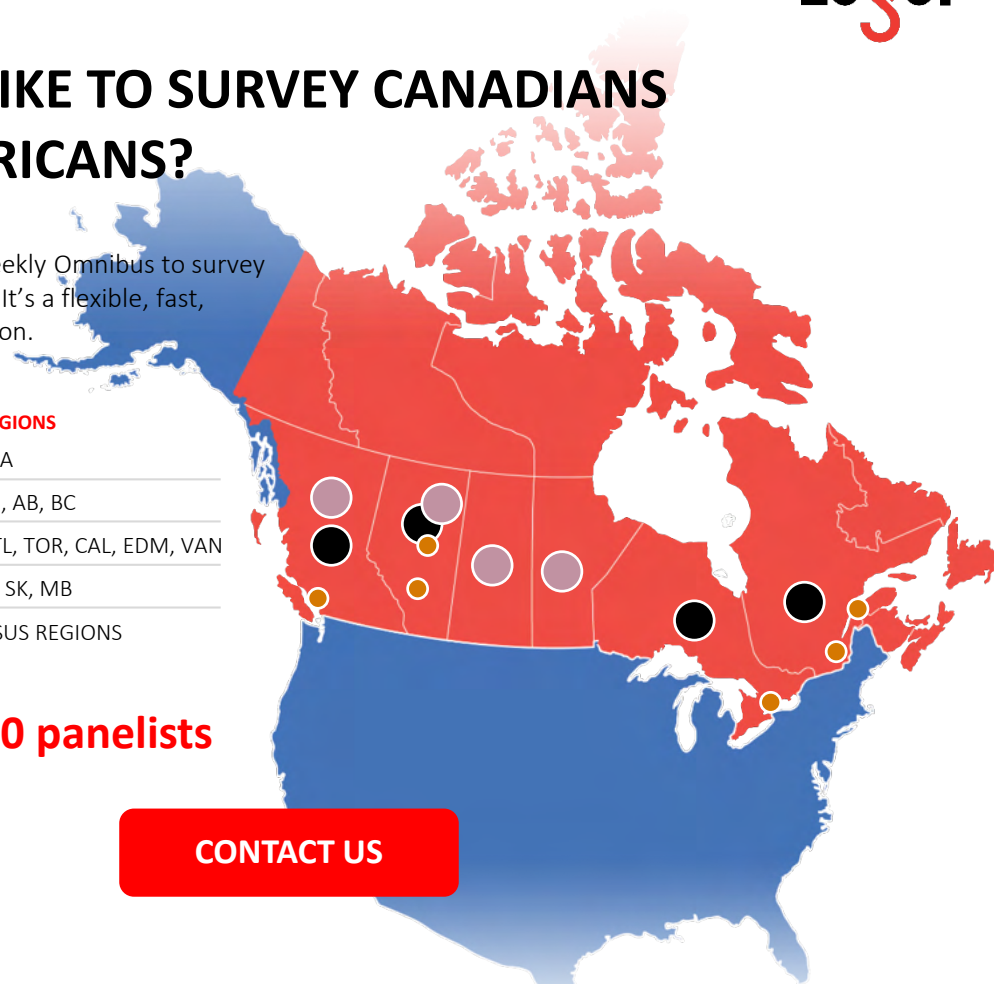
Leger

APPENDIX

DETAILED METHODOLOGY

WEIGHTED AND UNWEIGHTED SAMPLE

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

Province	Unweighted	Weighted
British Columbia	299	272
Alberta	200	225
Manitoba/Saskatchewan	200	130
Ontario	600	768
Quebec	502	469
Atlantic	200	137

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	952	972
Female	1,049	1,029

AGE	Unweighted	Weighted
Between 18 and 34	529	546
Between 35 and 54	729	682
55 or over	743	773

LANGUAGE (MOTHER TONGUE)	Unweighted	Weighted
English	1,320	1,366
French	455	416
Other	224	218

The sample thus collected has a minimum weighting factor of 0.134 and a maximum weighting factor of 3.132. The weighted variance is 0.367.

OUR SERVICES

- **Leger**
  Marketing research and polling

- **Leger MetriCX**
  Strategic and operational customer experience consulting services

- **Leger Analytics (LEA)**
  Data modelling and analysis

- **Leger Opinion (LEO)**
  Panel management

- **Leger Community**
  Online community management

- **Leger Digital**
  Digital strategy and user experience

- **International research**
  Worldwide Independent Network (WIN)

600
EMPLOYEES

185
CONSULTANTS

8
OFFICES

MONTREAL | QUEBEC CITY | TORONTO | WINNIPEG
EDMONTON | CALGARY | VANCOUVER | PHILADELPHIA

OUR COMMITMENTS TO QUALITY

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.

Leger is also a member of the Insights Association, the American Association of Marketing Research Analytics.

Leger is a sponsor of CAIP Canada, Canada's professional body for Certified Analytics and Insights Professionals who uphold CRIC's marketing research and public opinion research standards. CAIP Canada is globally endorsed by ESOMAR and the MRII/University of Georgia.

We Know Canadians