
NORTH AMERICAN TRACKER

Leger

September 27th, 2021

EDITION



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 **1,537 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 24th, 2021, to September 26th, 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.

METHODOLOGICAL APPROACH

METHODOLOGY



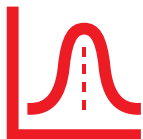
The LEO (Leger Opinion) panel is the largest Canadian panel with over 400,000 representative panelists from all regions of Canada. LEO was created by Leger based on a representative Canadian sample of Canadian citizens with Internet access.

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 $\pm 2.5\%$, **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 2021, 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>

2021 CANADIAN FEDERAL ELECTION



LEGER SURVEY

Published in *Le Journal de Montréal* and *The National Post/Postmedia*
September 18, 2021

33%	32%	19%	7%	6%	2%
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OFFICIAL RESULTS

2021 Canadian Federal Election*

33.7%	32.6%	17.8%	7.7%	5.0%	2.3%
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*The official results were obtained from Elections Canada on September 24, 2021, at 9:45 a.m. EDT.

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.

For any questions related to our services, or to request an interview, please contact us [by clicking here](#).



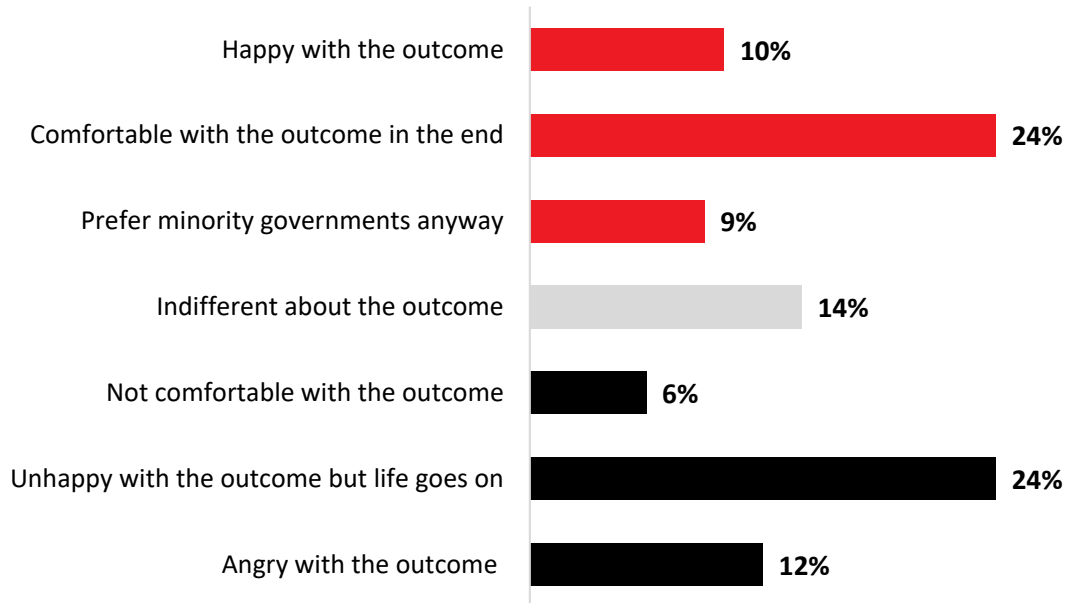
Leger

POST-ELECTION SURVEY

FEELINGS ABOUT THE OUTCOME OF THE ELECTION (1/2)

CTC790. As you know, Canadians elected a Liberal minority government. Please choose the statement that best represents how you feel about the outcome of the election.

Base: All respondents (n=1,537)



FEELINGS ABOUT THE OUTCOME OF THE ELECTION (2/2)

CTC790. As you know, Canadians elected a Liberal minority government. Please choose the statement that best represents how you feel about the outcome of the election.

Base: All respondents







	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	1,537	105	361	590	100	172	208	419	524	594	627	580	321
Unweighted n=	1,537	102	409	612	125	129	160	410	602	525	648	579	300
Happy with the outcome	10%	15%	10%	10%	7%	12%	7%	8%	10%	10%	13%	8%	6%
Comfortable with the outcome in the end	24%	32%	26%	24%	19%	17%	29%	25%	25%	23%	28%	23%	20%
Prefer minority governments anyway	9%	8%	8%	10%	7%	8%	10%	8%	8%	11%	11%	9%	8%
Indifferent about the outcome	14%	14%	16%	16%	8%	6%	14%	18%	17%	8%	15%	14%	12%
Not comfortable with the outcome	6%	6%	5%	7%	7%	8%	3%	5%	5%	7%	5%	6%	7%
Unhappy with the outcome but life goes on	24%	18%	25%	22%	31%	29%	24%	23%	22%	27%	20%	28%	27%
Angry with the outcome	12%	5%	10%	11%	23%	19%	13%	13%	12%	13%	9%	13%	19%

FEELINGS ABOUT THE OUTCOME OF THE ELECTION

– BY VOTE

CTC790. As you know, Canadians elected a Liberal minority government. Please choose the statement that best represents how you feel about the outcome of the election.

Base: All respondents

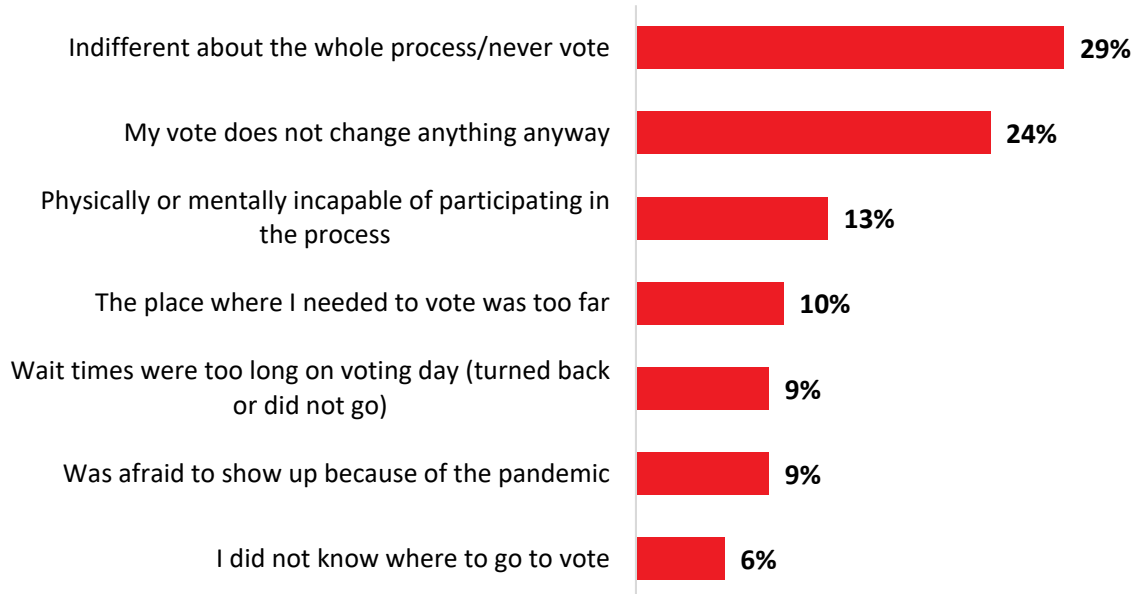
							
	TOTAL CANADA	LPC	CPC	NDP	BQ	PPC	GPC
Weighted n=	1,537	391	404	213	92	60	28
Unweighted n=	1,537	429	333	245	114	57	28*
Happy with the outcome	10%	23%	2%	5%	15%	4%	3%
Comfortable with the outcome in the end	24%	49%	9%	23%	27%	3%	12%
Prefer minority governments anyway	9%	7%	6%	17%	15%	5%	28%
Indifferent about the outcome	14%	8%	4%	20%	8%	9%	21%
Not comfortable with the outcome	6%	3%	10%	6%	3%	6%	5%
Unhappy with the outcome but life goes on	24%	9%	42%	20%	27%	39%	17%
Angry with the outcome	12%	1%	27%	9%	5%	33%	13%

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

MAIN REASON FOR NOT VOTING (1/2)

CTC784B. What is the main reason why you did not vote?

Base: Respondents who did not vote in the 2021 federal election (n=218)



MAIN REASON FOR NOT VOTING (2/2)

CTC784B. What is the main reason why you did not vote?

Base: Respondents who did not vote in the 2021 federal election

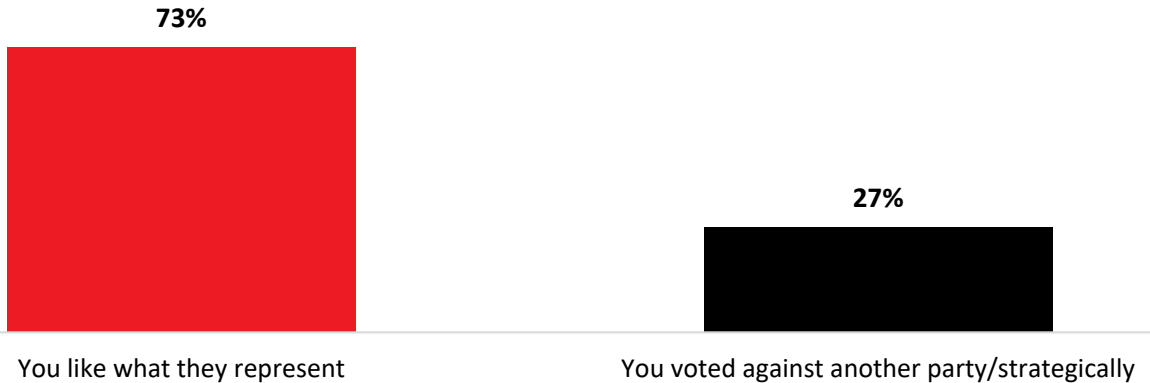
	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	230	14	55	98	13	18	32	93	85	52	96	75	53
Unweighted n=	218	16*	56	94	16*	13*	23*	81	91	46	93	72	49
Indifferent about the whole process/never vote	29%	31%	33%	32%	23%	8%	26%	28%	32%	26%	28%	30%	29%
My vote does not change anything anyway	24%	14%	15%	21%	47%	59%	27%	22%	21%	35%	32%	18%	18%
Physically or mentally incapable of participating in the process	13%	11%	14%	10%	10%	17%	17%	15%	12%	8%	10%	13%	17%
The place where I needed to vote was too far	10%	13%	9%	14%	0%	3%	7%	12%	7%	12%	7%	9%	18%
Wait times were too long on voting day (turned back or did not go)	9%	14%	14%	8%	0%	0%	9%	6%	13%	8%	8%	8%	10%
Was afraid to show up because of the pandemic	9%	6%	12%	7%	10%	12%	10%	12%	8%	6%	7%	14%	6%
I did not know where to go to vote	6%	11%	3%	7%	10%	0%	4%	5%	7%	5%	7%	7%	1%

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

STRATEGIC VOTING

CTC786. Did you vote for this party mainly because you like what they represent/best leader/best platform OR did you mainly vote against another party/strategically?

Base: Respondents who stated which party they voted for in the 2021 federal election (n=1,215)









	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	1,199	85	274	456	79	144	161	310	397	492	494	460	242
Unweighted n=	1,215	82	320	485	98	107	123	313	465	437	518	466	226
You like what they represent	73%	69%	70%	74%	72%	77%	72%	79%	75%	66%	76%	69%	75%
You voted against another party/strategically	27%	31%	30%	26%	28%	23%	28%	21%	25%	34%	24%	31%	25%

STRATEGIC VOTING – *BY VOTE*

CTC786. Did you vote for this party mainly because you like what they represent/best leader/best platform OR did you mainly vote against another party/strategically?

Base: Respondents who stated which party they voted for in the 2021 federal election

		 Liberal	 CPC	 NDP	 BQ	 PPC	 GPC
	TOTAL CANADA	LPC	CPC	NDP	BQ	PPC	GPC
Weighted n=	1,199	391	404	213	92	60	28
Unweighted n=	1,215	429	333	245	114	57	28*
You like what they represent	73%	76%	61%	83%	77%	84%	71%
You voted against another party/strategically	27%	24%	39%	17%	23%	16%	29%

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

INTENTION BEHIND THE VOTE

CTC786B. Did you mainly vote for ...

Base: Respondents who stated which party they voted for in the 2021 federal election (n=1,215)









	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	1,199	85	274	456	79	144	161	310	397	492	494	460	242
Unweighted n=	1,215	82	320	485	98	107	123	313	465	437	518	466	226
... the party itself	44%	30%	46%	46%	32%	49%	44%	44%	47%	42%	46%	44%	41%
... the party leader	29%	33%	25%	29%	31%	33%	32%	32%	28%	28%	30%	30%	26%
... your local candidate	27%	36%	29%	26%	37%	18%	24%	23%	25%	30%	24%	26%	34%

INTENTION BEHIND THE VOTE – *BY VOTE*

CTC786B. Did you mainly vote for ...

Base: Respondents who stated which party they voted for in the 2021 federal election

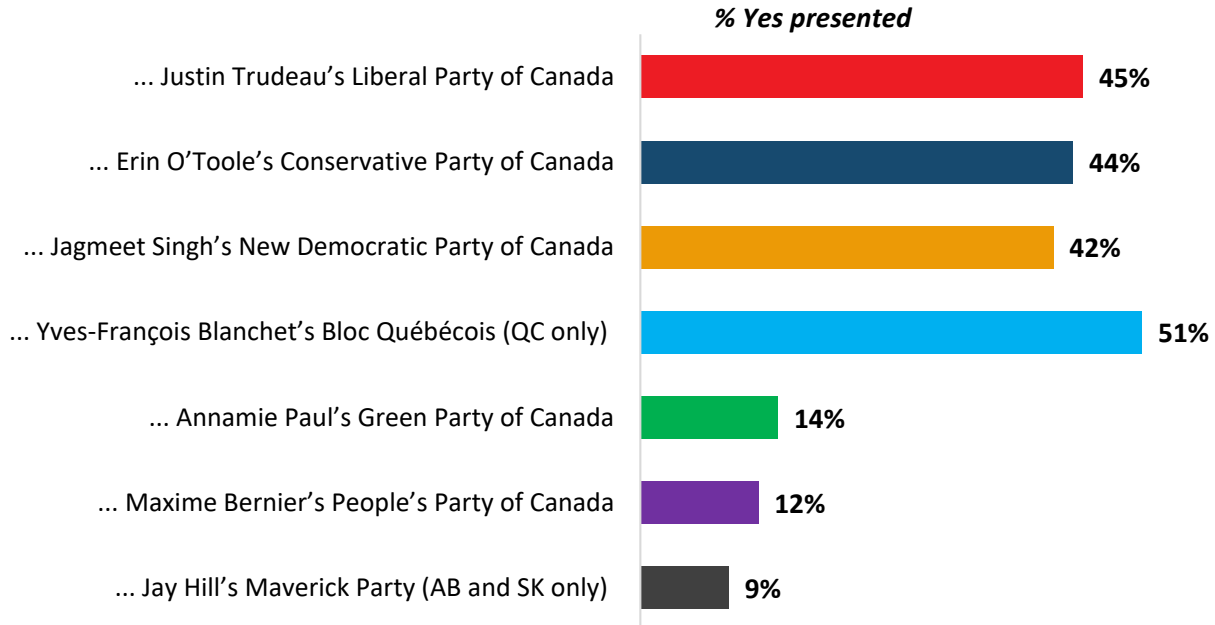
		 Liberal	 CPC	 NDP	 BQ	 PPC	 GPC
	TOTAL CANADA	LPC	CPC	NDP	BQ	PPC	GPC
Weighted n=	1,199	391	404	213	92	60	28
Unweighted n=	1,215	429	333	245	114	57	28*
... the party itself	44%	41%	49%	38%	42%	59%	49%
... the party leader	29%	34%	23%	38%	23%	26%	12%
... your local candidate	27%	25%	28%	24%	35%	15%	39%

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

PARTIES CONSIDERED DURING THE ELECTION (1/2)

CTC785B. Did you consider voting for the following parties at any time during the election campaign?*

Base: Respondents who voted in the 2021 federal election (n=1,300)



* As respondents could give more than one answer, the total may exceed 100%.

PARTIES CONSIDERED DURING THE ELECTION (2/2)

CTC785B. Did you consider voting for the following parties at any time during the election campaign?*

Base: Respondents who voted in the 2021 federal election

	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	1,286	90	305	483	85	151	173	324	427	536	517	500	265
Unweighted n=	1,300	85	351	510	107	113	134	326	500	474	544	502	249
% Yes presented													
... Justin Trudeau's Liberal Party of Canada	45%	67%	38%	49%	35%	37%	45%	46%	45%	44%	50%	43%	36%
... Erin O'Toole's Conservative Party of Canada	44%	36%	35%	44%	53%	60%	41%	37%	43%	48%	37%	44%	55%
... Jagmeet Singh's New Democratic Party of Canada	42%	43%	29%	47%	43%	41%	50%	59%	40%	34%	46%	41%	36%
... Yves-François Blanchet's Bloc Québécois (QC only)	51%	-	51%	-	-	-	-	51%	50%	51%	47%	54%	52%
... Annamie Paul's Green Party of Canada	14%	13%	12%	16%	16%	8%	16%	25%	13%	8%	17%	12%	12%
... Maxime Bernier's People's Party of Canada	12%	10%	7%	15%	16%	18%	7%	17%	12%	10%	11%	13%	14%
... Jay Hill's Maverick Party (AB and SK only)	9%	-	-	-	18%	6%	-	9%	6%	11%	5%	5%	19%







* As respondents could give more than one answer, the total may exceed 100%.

PARTIES CONSIDERED DURING THE ELECTION

– BY VOTE

CTC785B. Did you consider voting for the following parties at any time during the election campaign?*

Base: Respondents who voted the 2021 federal election

		 Liberal	 CPC	 NDP	 BQ	 PPC	 GPC	
		TOTAL CANADA	LPC	CPC	NDP	BQ	PPC	GPC
	Weighted n=	1,286	391	404	213	92	60	28
	Unweighted n=	1,300	429	333	245	114	57	28**
% Yes presented								
... Justin Trudeau's Liberal Party of Canada		45%	-	12%	35%	20%	3%	12%
... Erin O'Toole's Conservative Party of Canada		44%	10%	-	13%	27%	53%	9%
... Jagmeet Singh's New Democratic Party of Canada		42%	42%	21%	-	22%	21%	37%
... Yves-François Blanchet's Bloc Québécois (QC only)		51%	21%	33%	30%	-	31%**	31%**
... Annamie Paul's Green Party of Canada		14%	7%	8%	28%	5%	11%	97%
... Maxime Bernier's People's Party of Canada		12%	2%	16%	3%	2%	-	0%
... Jay Hill's Maverick Party (AB and SK only)		9%	0%	7%	0%	-	13%**	0%**

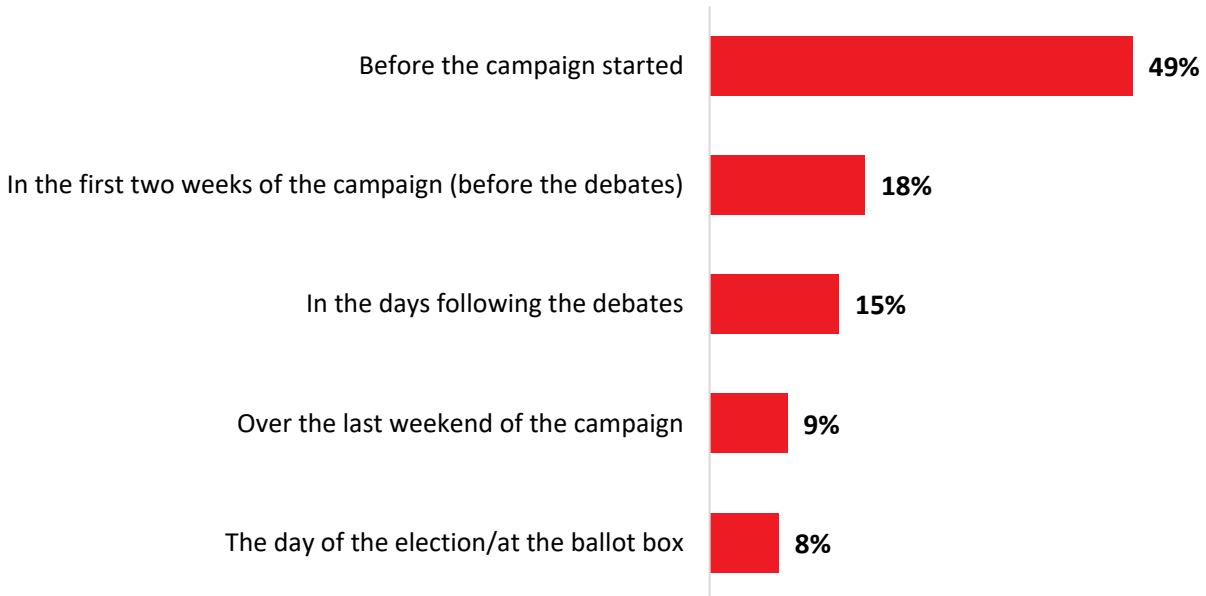
* As respondents could give more than one answer, the total may exceed 100%.

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

WHEN THE FINAL DECISION WAS MADE (1/2)

CTC787. When did you make up your mind about who you voted for?

Base: Respondents who voted in the 2021 federal election (n=1,300)



WHEN THE FINAL DECISION WAS MADE (2/2)

CTC787. When did you make up your mind about who you voted for?







Base: Respondents who voted in the 2021 federal election

	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	1,286	90	305	483	85	151	173	324	427	536	517	500	265
Unweighted n=	1,300	85	351	510	107	113	134	326	500	474	544	502	249
Before the campaign started	49%	50%	44%	46%	57%	55%	53%	38%	46%	57%	47%	50%	51%
In the first two weeks of the campaign (before the debates)	18%	19%	16%	20%	16%	18%	20%	21%	18%	17%	19%	18%	19%
In the days following the debates	15%	13%	21%	16%	6%	13%	11%	18%	16%	13%	17%	16%	8%
Over the last weekend of the campaign	9%	9%	8%	9%	11%	8%	11%	14%	9%	7%	9%	9%	9%
The day of the election/at the ballot box	8%	9%	11%	9%	9%	6%	5%	9%	11%	6%	7%	8%	12%

WHEN THE FINAL DECISION WAS MADE – BY VOTE

CTC787. When did you make up your mind about who you voted for?

Base: Respondents who voted in the 2021 federal election

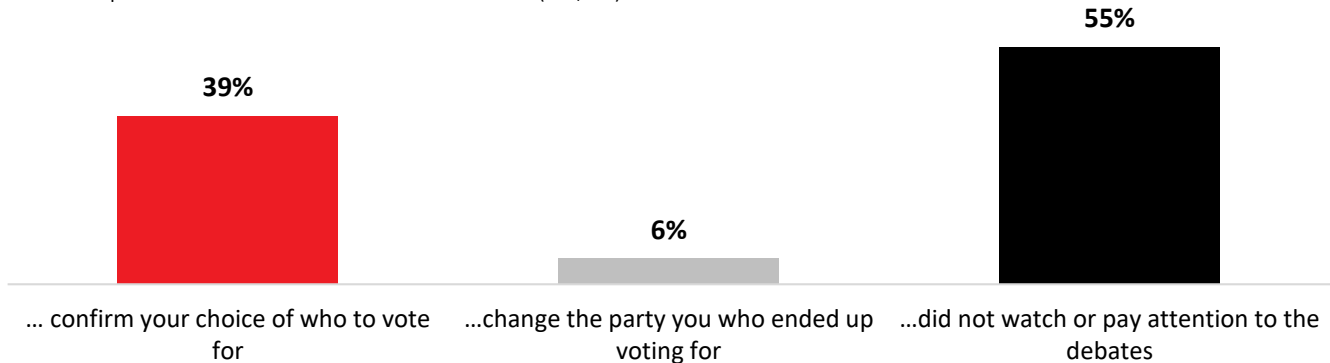
		 Liberal	 C	 NDP	 BQ	 PPC	
	TOTAL CANADA	LPC	CPC	NDP	BQ	PPC	GPC
Weighted n=	1,286	391	404	213	92	60	28
Unweighted n=	1,300	429	333	245	114	57	28*
Before the campaign started	49%	53%	58%	44%	43%	28%	45%
In the first two weeks of the campaign (before the debates)	18%	17%	18%	23%	15%	31%	8%
In the days following the debates	15%	15%	9%	15%	30%	17%	23%
Over the last weekend of the campaign	9%	8%	8%	12%	5%	17%	0%
The day of the election/at the ballot box	8%	6%	8%	6%	7%	7%	24%

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

IMPACT OF THE LEADERS' DEBATES

CTC787B. Did the leaders' debates mainly ...

Base: Respondents who voted in the 2021 federal election (n=1,300)









	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	1,286	90	305	483	85	151	173	324	427	536	517	500	265
Unweighted n=	1,300	85	351	510	107	113	134	326	500	474	544	502	249
... confirm your choice of who to vote for	39%	35%	39%	35%	36%	44%	45%	47%	35%	36%	40%	40%	33%
...change the party you who ended up voting for	6%	7%	6%	7%	2%	7%	5%	7%	7%	5%	8%	5%	6%
...did not watch or pay attention to the debates	55%	58%	54%	57%	62%	49%	50%	46%	57%	59%	53%	55%	61%

IMPACT OF THE LEADERS' DEBATES - *BY VOTE*

CTC787B. Did the leaders' debates mainly ...

Base: Respondents who voted in the 2021 federal election

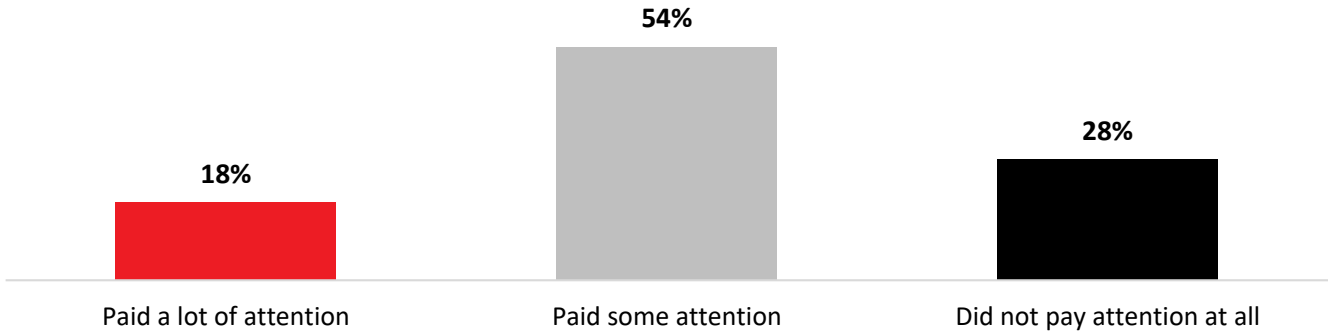
		 Liberal	 CPC	 NDP	 BQ	 PPC	 GPC
	TOTAL CANADA	LPC	CPC	NDP	BQ	PPC	GPC
Weighted n=	1,286	391	404	213	92	60	28
Unweighted n=	1,300	429	333	245	114	57	28*
... confirm your choice of who to vote for	39%	43%	37%	41%	49%	26%	12%
...change the party you who ended up voting for	6%	5%	5%	6%	12%	14%	13%
...did not watch or pay attention to the debates	55%	52%	58%	53%	39%	60%	75%

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

PAYING ATTENTION TO SURVEYS DURING THE CAMPAIGN

CTC787C. During the campaign did you pay attention to what the election surveys or election polls were saying about the race?

Base: All respondents (n=1,537)









	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	1,537	105	361	590	100	172	208	419	524	594	627	580	321
Unweighted n=	1,537	102	409	612	125	129	160	410	602	525	648	579	300
Paid a lot of attention	18%	12%	17%	18%	19%	22%	18%	21%	16%	17%	20%	16%	16%
Paid some attention	54%	59%	51%	57%	44%	57%	52%	52%	53%	56%	54%	57%	48%
Did not pay attention at all	28%	29%	32%	25%	37%	21%	31%	27%	31%	27%	26%	26%	36%

PAYING ATTENTION TO SURVEYS DURING THE CAMPAIGN - *BY VOTE*

CTC787C. During the campaign did you pay attention to what the election surveys or election polls were saying about the race?

Base: All respondents

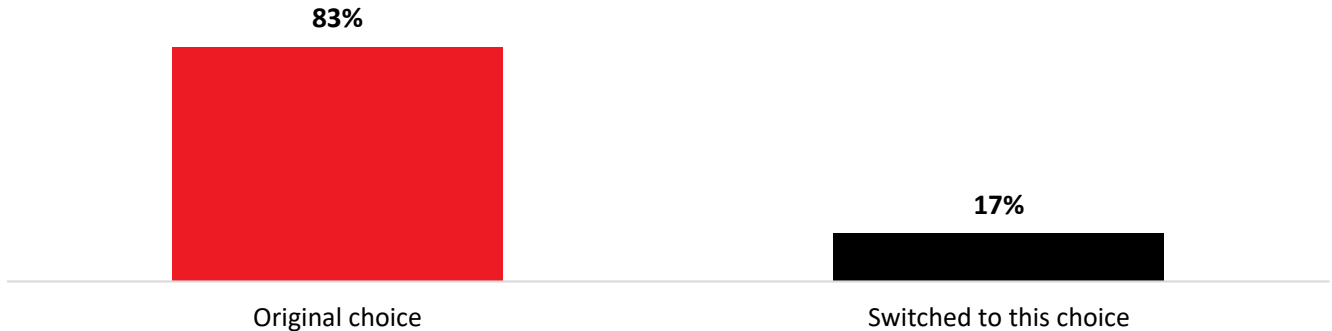
		 Liberal	 CPC	 NDP	 BQ	 PPC	 GPC
	TOTAL CANADA	LPC	CPC	NDP	BQ	PPC	GPC
Weighted n=	1,537	391	404	213	92	60	28
Unweighted n=	1,537	429	333	245	114	57	28*
Paid a lot of attention	18%	22%	22%	13%	16%	25%	17%
Paid some attention	54%	55%	53%	62%	55%	50%	44%
Did not pay attention at all	28%	23%	25%	25%	29%	24%	39%

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

CHANGE IN THE FINAL CHOICE

CTC788. Thinking of who you ultimately voted for, was this your original choice or did you switch to this choice at some point during the campaign?

Base: Respondents who voted in the 2021 federal election (n=1,300)









	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	1,286	90	305	483	85	151	173	324	427	536	517	500	265
Unweighted n=	1,300	85	351	510	107	113	134	326	500	474	544	502	249
Original choice	83%	84%	80%	83%	90%	92%	75%	85%	78%	86%	85%	81%	82%
Switched to this choice	17%	16%	20%	17%	10%	8%	25%	15%	22%	14%	15%	19%	18%

CHANGE IN THE FINAL CHOICE - BY VOTE

CTC788. Thinking of who you ultimately voted for, was this your original choice or did you switch to this choice at some point during the campaign?

Base: Respondents who voted in the 2021 federal election

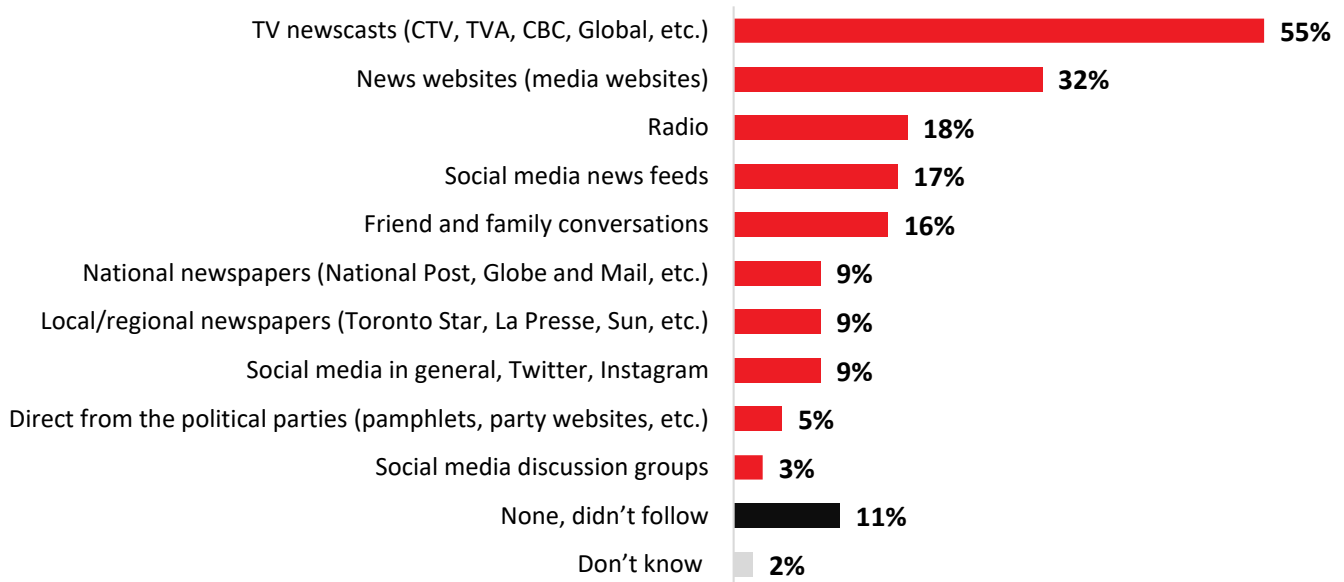
			 Liberal	 C	 NDP	 BQ	 PPC	 GPC
		TOTAL CANADA	LPC	CPC	NDP	BQ	PPC	GPC
	Weighted n=	1,286	391	404	213	92	60	28
	Unweighted n=	1,300	429	333	245	114	57	28*
Original choice		83%	86%	88%	84%	71%	69%	75%
Switched to this choice		17%	14%	12%	16%	29%	31%	25%

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

SOURCES OF INFORMATION DURING THE ELECTION (1/2)

CTC791. Which sources did you most often use to keep yourself informed about the election campaign announcements and events? Please select the 2* that you personally used most often to keep yourself informed.

Base: All respondents (n=1,537)



* As respondents could give more than one answer, the total may exceed 100%.

SOURCES OF INFORMATION DURING THE ELECTION (2/2)

CTC791. Which sources did you most often use to keep yourself informed about the election campaign announcements and events? Please select the 2* that you personally used most often to keep yourself informed.

Base: All respondents

	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	1,537	105	361	590	100	172	208	419	524	594	627	580	321
Unweighted n=	1,537	102	409	612	125	129	160	410	602	525	648	579	300
TV newscasts (CTV, TVA, CBC, Global, etc.)	55%	57%	59%	54%	50%	50%	55%	40%	53%	67%	53%	58%	53%
News websites (media websites)	32%	34%	31%	31%	31%	36%	33%	31%	34%	31%	33%	33%	28%
Radio	18%	14%	27%	16%	14%	16%	14%	12%	18%	22%	16%	18%	22%
Social media news feeds	17%	23%	11%	14%	23%	28%	21%	21%	19%	13%	16%	17%	19%
Friend and family conversations	16%	20%	15%	16%	20%	13%	15%	19%	16%	13%	16%	16%	16%
National newspapers (National Post, Globe and Mail, etc.)	9%	5%	6%	10%	7%	10%	14%	10%	7%	10%	11%	9%	4%
Local/regional newspapers (Toronto Star, La Presse, Sun, etc.)	9%	5%	12%	10%	5%	12%	5%	6%	8%	13%	9%	11%	7%
Social media in general, Twitter, Instagram	9%	12%	11%	9%	9%	9%	7%	17%	8%	4%	9%	8%	11%
Direct from the political parties (pamphlets, party websites, etc.)	5%	1%	3%	4%	6%	10%	5%	6%	4%	4%	4%	5%	5%
Social media discussion groups	3%	0%	2%	4%	2%	1%	4%	7%	2%	1%	3%	3%	2%
None, didn't follow	11%	14%	10%	13%	15%	8%	11%	12%	13%	10%	12%	8%	16%
Don't know	2%	0%	2%	3%	2%	0%	3%	4%	2%	1%	3%	2%	0%







* As respondents could give more than one answer, the total may exceed 100%.

SOURCES OF INFORMATION DURING THE ELECTION

- BY VOTE

CTC791. Which sources did you most often use to keep yourself informed about the election campaign announcements and events? Please select the 2* that you personally used most often to keep yourself informed.

Base: All respondents

		 Liberal	 CPC	 NDP	 BQ	 PPC	 GPC
	TOTAL CANADA	LPC	CPC	NDP	BQ	PPC	GPC
	Weighted n=	391	404	213	92	60	28
	Unweighted n=	429	333	245	114	57	28**
TV newscasts (CTV, TVA, CBC, Global, etc.)	55%	65%	64%	49%	71%	22%	27%
News websites (media websites)	32%	37%	32%	33%	32%	26%	48%
Radio	18%	15%	20%	16%	30%	11%	27%
Social media news feeds	17%	13%	21%	18%	6%	16%	28%
Friend and family conversations	16%	14%	17%	18%	14%	18%	14%
National newspapers (National Post, Globe and Mail, etc.)	9%	13%	10%	9%	2%	5%	7%
Local/regional newspapers (Toronto Star, La Presse, Sun, etc.)	9%	11%	10%	8%	21%	7%	0%
Social media in general, Twitter, Instagram	9%	7%	7%	18%	8%	21%	5%
Direct from the political parties (pamphlets, party websites, etc.)	5%	4%	5%	6%	2%	18%	7%
Social media discussion groups	3%	2%	3%	2%	1%	13%	0%
None, didn't follow	11%	7%	4%	10%	5%	18%	19%
Don't know	2%	2%	2%	2%	1%	4%	0%

* As respondents could give more than one answer, the total may exceed 100%.

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



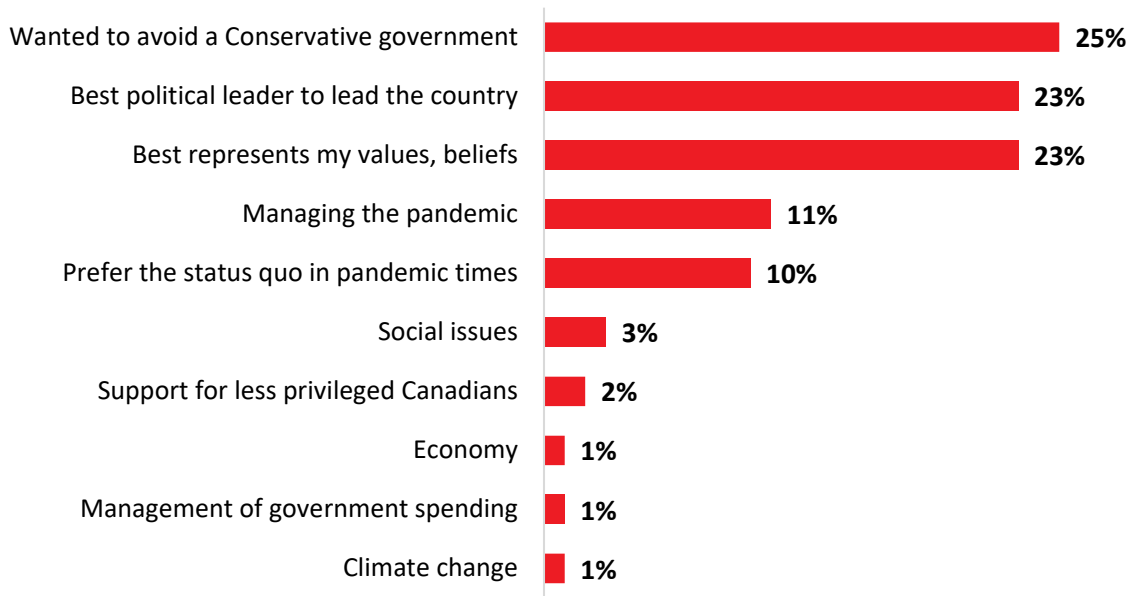
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MOTIVATIONS BEHIND THE VOTE

MAIN REASON TO VOTE FOR THE LIBERAL PARTY (1/2)

CTC789A. What is the main reason you voted Liberal?

Base: Respondents who voted for the Liberal party (n=429)



MAIN REASON TO VOTE FOR THE LIBERAL PARTY (2/2)

CTC789A. What is the main reason you voted Liberal?

Base: Respondents who voted for the Liberal party

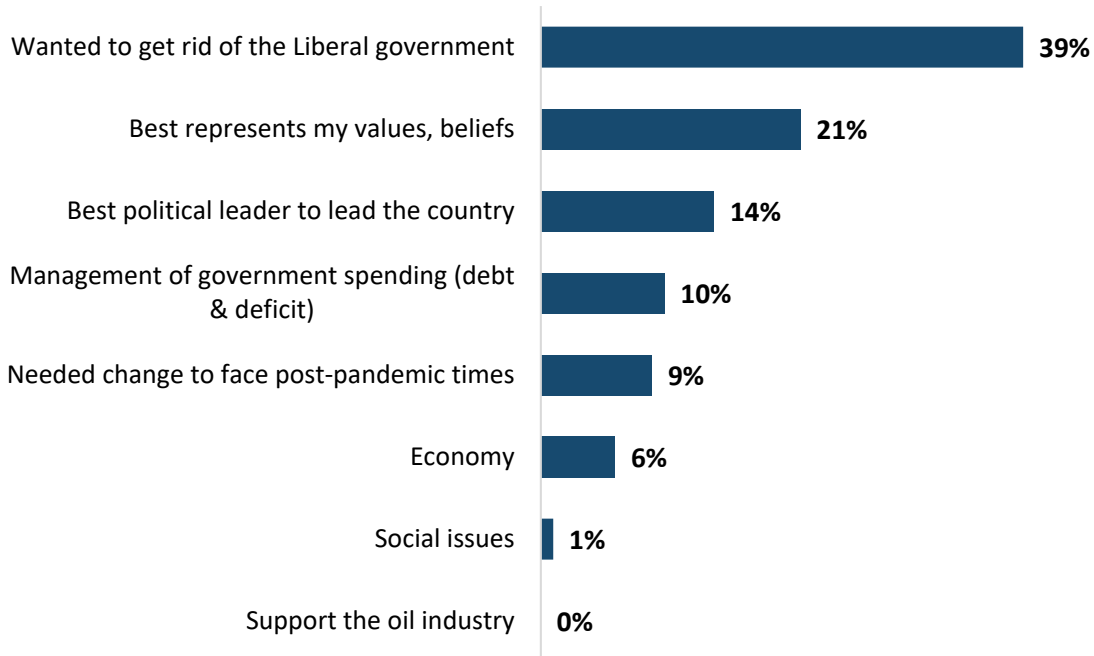
	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	391	46	68	166	16	38	57	89	132	170	185	145	62
Unweighted n=	429	46	81	198	25*	33	46	96	171	162	200	169	60
Wanted to avoid a Conservative government	25%	12%	30%	25%	24%	27%	28%	27%	25%	24%	24%	30%	17%
Best political leader to lead the country	23%	46%	12%	23%	8%	24%	23%	21%	23%	25%	22%	22%	28%
Best represents my values, beliefs	23%	15%	23%	24%	18%	28%	28%	21%	23%	25%	26%	19%	26%
Managing the pandemic	11%	15%	10%	11%	18%	8%	13%	10%	9%	15%	12%	11%	11%
Prefer the status quo in pandemic times	10%	4%	19%	9%	19%	12%	3%	16%	11%	6%	11%	10%	6%
Social issues	3%	3%	3%	3%	0%	0%	2%	2%	3%	2%	2%	2%	5%
Support for less privileged Canadians	2%	2%	4%	1%	0%	0%	3%	0%	3%	1%	2%	2%	2%
Economy	1%	1%	0%	1%	0%	0%	0%	1%	1%	0%	0%	1%	0%
Management of government spending	1%	0%	0%	1%	8%	0%	0%	2%	0%	1%	0%	1%	2%
Climate change	1%	1%	0%	2%	6%	2%	0%	1%	1%	1%	0%	1%	4%

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

MAIN REASON TO VOTE FOR THE CONSERVATIVE PARTY (1/2)

CTC789B. What is the main reason you voted Conservative?

Base: Respondents who voted for the Conservative party (n=333)



MAIN REASON TO VOTE FOR THE CONSERVATIVE PARTY (2/2)

CTC789B. What is the main reason you voted Conservative?

Base: Respondents who voted for the Conservative party

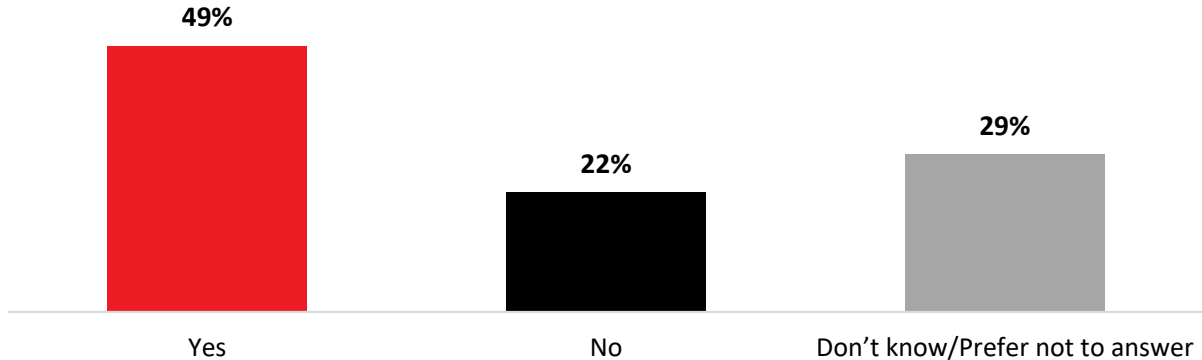
	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	404	19	59	160	41	69	56	75	120	208	136	160	108
Unweighted n=	333	14*	57	145	44	40	33	66	112	155	120	131	82
Wanted to get rid of the Liberal government	39%	77%	40%	35%	38%	40%	35%	27%	35%	46%	30%	44%	42%
Best represents my values, beliefs	21%	3%	18%	20%	24%	24%	29%	23%	26%	18%	24%	15%	28%
Best political leader to lead the country	14%	13%	7%	16%	16%	17%	10%	20%	12%	13%	13%	17%	11%
Management of government spending (debt & deficit)	10%	0%	11%	10%	6%	10%	15%	10%	11%	9%	15%	5%	11%
Needed change to face post-pandemic times	9%	0%	11%	10%	14%	4%	9%	11%	10%	8%	13%	8%	4%
Economy	6%	7%	5%	8%	2%	5%	2%	6%	6%	6%	4%	9%	2%
Social issues	1%	0%	6%	0%	0%	0%	0%	2%	0%	1%	1%	1%	1%
Support the oil industry	0%	0%	2%	0%	0%	0%	0%	2%	0%	0%	0%	0%	1%

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

ERIN O'TOOLE AS THE CPC LEADER

CTC800. Do you want Erin O'Toole to stay as the Conservative Party leader?

Base: Respondents who voted for the Conservative party (n=333)



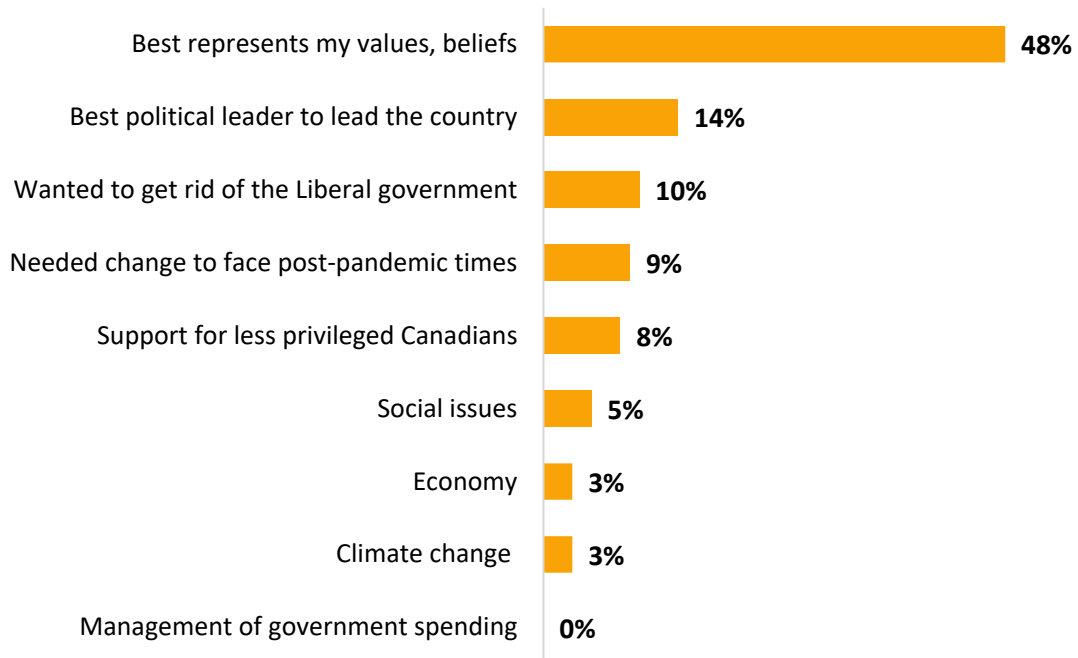
	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	404	19	59	160	41	69	56	75	120	208	136	160	108
Unweighted n=	333	14*	57	145	44	40	33	66	112	155	120	131	82
Yes	49%	45%	36%	57%	55%	44%	42%	50%	47%	49%	41%	50%	57%
No	22%	24%	28%	20%	21%	20%	22%	24%	23%	20%	27%	20%	17%
Don't know/Prefer not to answer	29%	31%	36%	23%	24%	35%	37%	26%	30%	30%	31%	30%	26%

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

MAIN REASON TO VOTE FOR THE NDP (1/2)

CTC789C. What is the main reason you voted for the NDP?

Base: Respondents who voted for the NDP party (n=245)



MAIN REASON TO VOTE FOR THE NDP (2/2)

CTC789C. What is the main reason you voted for the NDP?

Base: Respondents who voted for the NDP

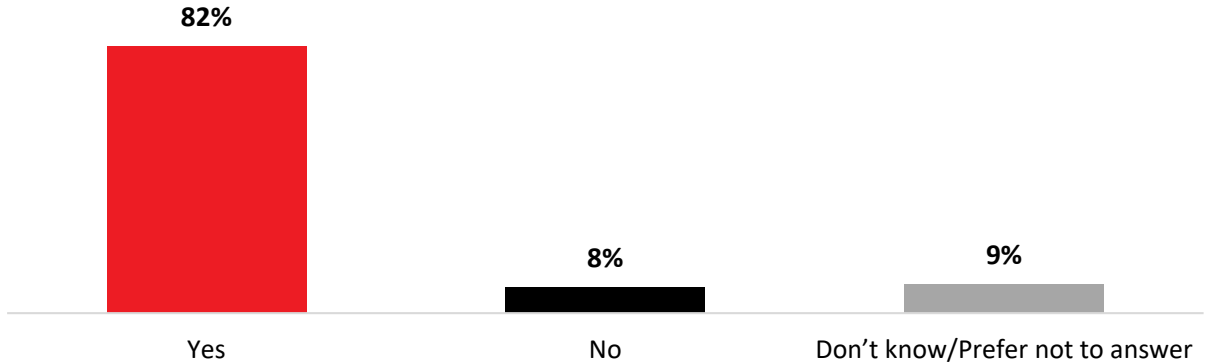
	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	213	12	35	89	13	24	40	98	65	50	106	75	29
Unweighted n=	245	16*	47	101	20*	24*	37	102	87	56	123	80	38
Best represents my values, beliefs	48%	27%	61%	44%	67%	52%	45%	53%	49%	38%	49%	46%	49%
Best political leader to lead the country	14%	9%	2%	12%	0%	45%	15%	15%	10%	15%	15%	10%	19%
Wanted to get rid of the Liberal government	10%	11%	9%	12%	8%	0%	13%	4%	10%	22%	9%	11%	11%
Needed change to face post-pandemic times	9%	22%	3%	13%	0%	0%	8%	11%	10%	2%	7%	13%	3%
Support for less privileged Canadians	8%	21%	5%	11%	19%	4%	0%	8%	7%	10%	7%	12%	5%
Social issues	5%	0%	7%	4%	6%	0%	9%	1%	6%	10%	8%	3%	0%
Economy	3%	0%	3%	3%	0%	0%	6%	2%	4%	2%	1%	5%	4%
Climate change	3%	3%	10%	2%	0%	0%	4%	4%	3%	2%	4%	1%	5%
Management of government spending	0%	7%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	3%

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

JAGMEET SINGH AS THE NDP LEADER

CTC801. Do you want Jagmeet Singh to stay as the leader of the NDP?

Base: Respondents who voted for the NDP party (n=245)



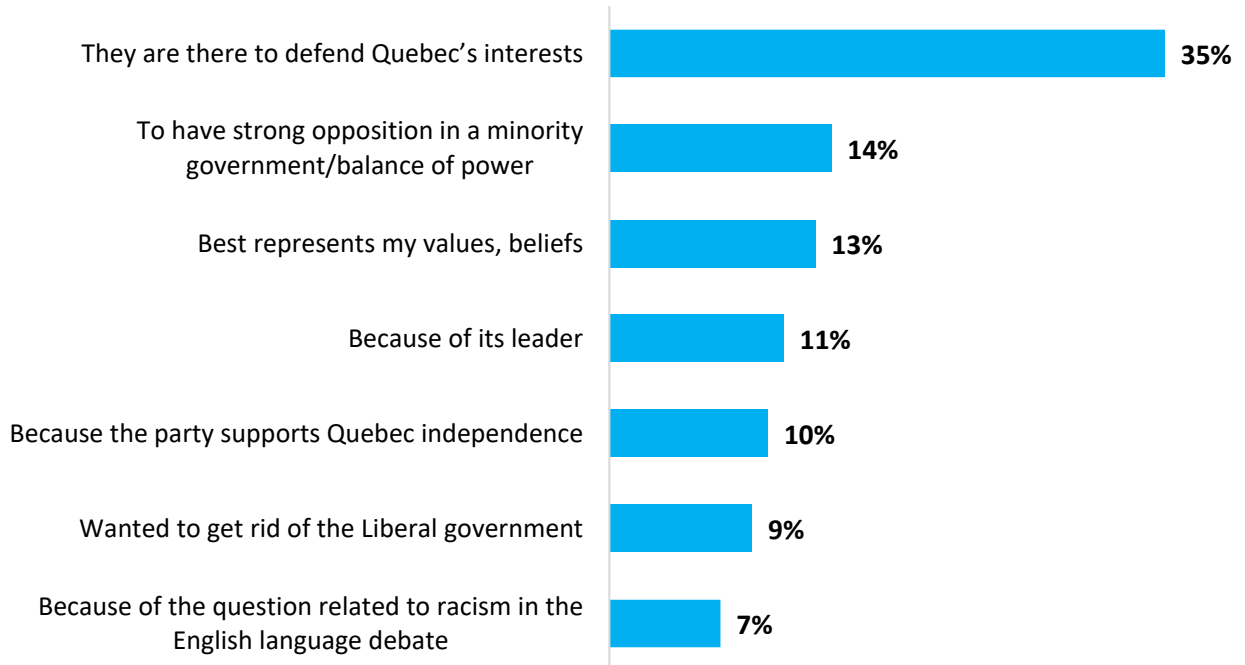
	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	213	12	35	89	13	24	40	98	65	50	106	75	29
Unweighted n=	245	16*	47	101	20*	24*	37	102	87	56	123	80	38
Yes	82%	100%	72%	81%	83%	84%	88%	83%	82%	81%	78%	88%	85%
No	8%	0%	7%	11%	5%	11%	6%	7%	9%	11%	9%	9%	6%
Don't know/Prefer not to answer	9%	0%	21%	9%	12%	5%	5%	10%	10%	8%	13%	4%	9%

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

MAIN REASON TO VOTE FOR THE BLOC QUÉBÉCOIS (1/2)

CTC789D. What is the main reason you voted for the Bloc Québécois?

Base: Respondents who voted for the Bloc Québécois (n=114)



MAIN REASON TO VOTE FOR THE BLOC QUÉBÉCOIS (2/2)

CTC789D. What is the main reason you voted for the Bloc Québécois?

Base: Respondents who voted for the Bloc Québécois

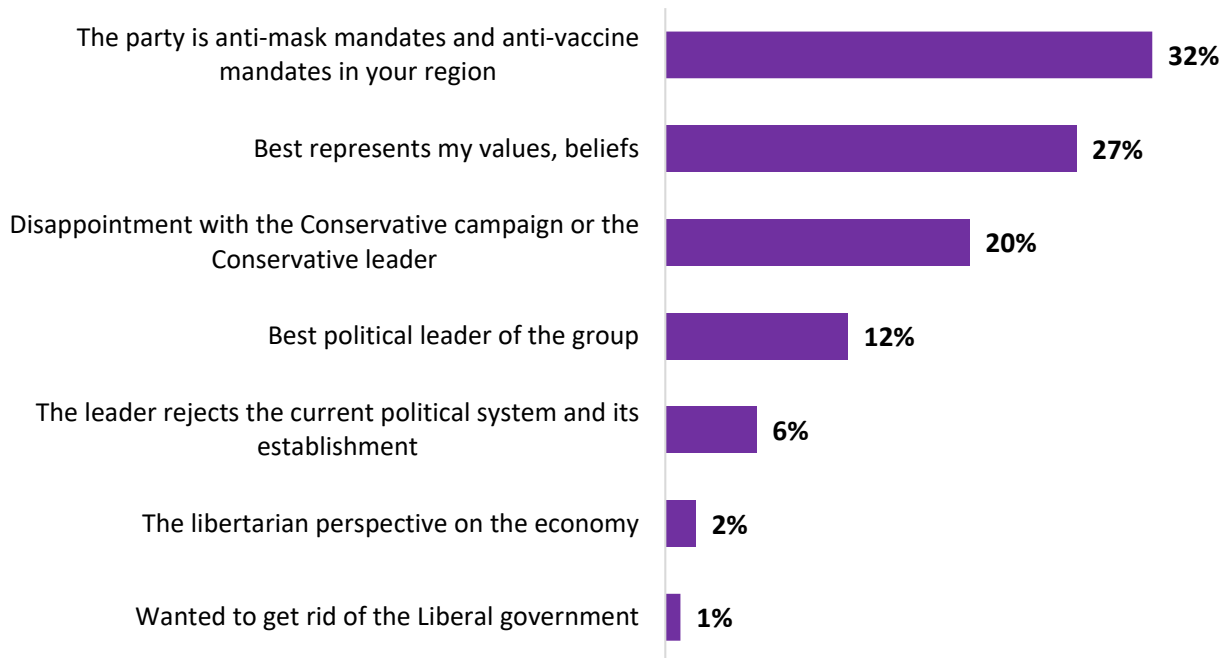
	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	92	-	92	-	-	-	-	21	35	36	33	39	19
Unweighted n=	114	-	114	-	-	-	-	24*	48	42	41	48	24*
They are there to defend Quebec's interests	35%	-	35%	-	-	-	-	18%	40%	41%	32%	45%	18%
To have strong opposition in a minority government/balance of power	14%	-	14%	-	-	-	-	21%	16%	9%	10%	17%	16%
Best represents my values, beliefs	13%	-	13%	-	-	-	-	27%	13%	4%	23%	3%	15%
Because of its leader	11%	-	11%	-	-	-	-	13%	11%	10%	6%	14%	14%
Because the party supports Quebec independence	10%	-	10%	-	-	-	-	6%	4%	20%	9%	11%	12%
Wanted to get rid of the Liberal government	9%	-	9%	-	-	-	-	11%	7%	11%	16%	4%	11%
Because of the question related to racism in the English language debate	7%	-	7%	-	-	-	-	4%	10%	5%	4%	6%	14%

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

MAIN REASON TO VOTE FOR THE PPC

CTC789E. What is the main reason you voted for the People's Party of Canada?

Base: Respondents who voted for the People's Party of Canada (n=57)*



*Due to the small sample size, detailed results are not presented



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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	160	208
Alberta	129	172
Manitoba/Saskatchewan	125	100
Ontario	612	590
Quebec	409	361
Atlantic	102	105

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	866	747
Female	671	790

AGE	Unweighted	Weighted
Between 18 and 34	410	419
Between 35 and 54	602	524
55 or over	525	594

LANGUAGE (MOTHER TONGUE)	Unweighted	Weighted
English	963	1,017
French	354	320
Other	217	196

The sample thus collected has a minimum weighting factor of 0.2658 and a maximum weighting factor of 4.6749. The weighted variance is 0.5475.

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