

# Leger

IN COLLABORATION WITH



## POSTMEDIA-LEGER POLL

August 22, 2021

# METHODOLOGY

## Methodology

### Study Population

- Canada residents, aged 18 and older.

### Data Collection

- A total of n of 2002 online surveys were conducted via Leger's online panel, LEO.
- Interviews were conducted from August 20 to August 22, 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  $n \sim 2000 \pm 2.2\%$ , 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.
- Through out 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](mailto:aenns@leger360.com)).

# Detailed results

Federal Ballot

# FEDERAL VOTING INTENTIONS – August 22, 2021

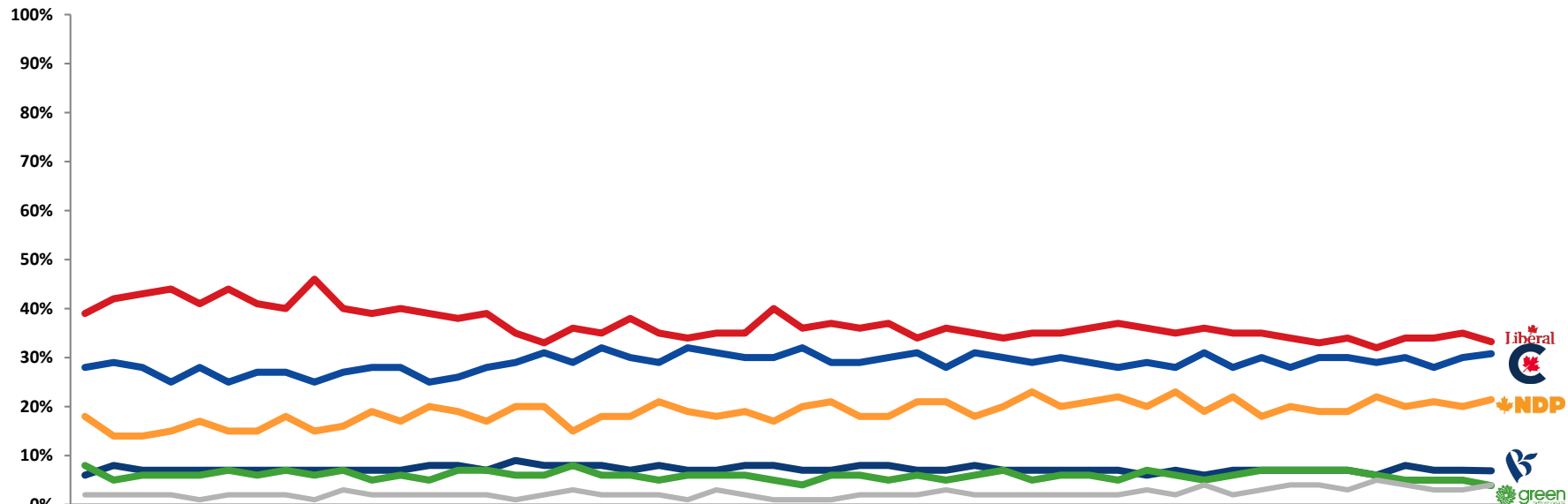
	TOTAL		Gender		Age			Region					
	Eligible Voters	Decided Voters	Male	Female	18-34	35-54	55+	ATL	QC	ON	MB/SK	AB	BC
Weighted n=1516	<b>2002</b>	1679	841	839	447	570	662	107	400	634	109	199	231
Justin Trudeau's Liberal Party candidate	<b>28%</b>	33%	34%	33%	27%	34%	37%	<b>40%</b>	<b>37%</b>	35%	24%	20%	35%
Erin O'Toole's Conservative Party candidate	<b>26%</b>	31%	35%	27%	23%	32%	34%	33%	16%	33%	40%	<b>47%</b>	31%
Jagmeet Singh's NDP candidate	<b>18%</b>	21%	16%	27%	<b>37%</b>	18%	14%	16%	13%	25%	<b>31%</b>	20%	25%
Annamie Paul's Green Party candidate	<b>3%</b>	4%	4%	4%	5%	4%	3%	4%	3%	3%	1%	6%	7%
Yves-François Blanchet's Bloc Québécois candidate	<b>6%</b>	7%	7%	7%	4%	7%	9%	-	29%	-	-	-	-
PPC/Someone else	3%	4%	4%	3%	4%	5%	4%	7%	3%	4%	6%	7%	1%
Will not vote	7%		-	-	-	-	-	-	-	-	-	-	-
Don't know / Undecided	9%		-	-	-	-	-	-	-	-	-	-	-

Q1/Q2. If Federal a election were held today, which political party would you be most likely to vote for?

*In the event a respondent was undecided, the following was asked: which one of the following political parties would you be somewhat more likely to vote for?*

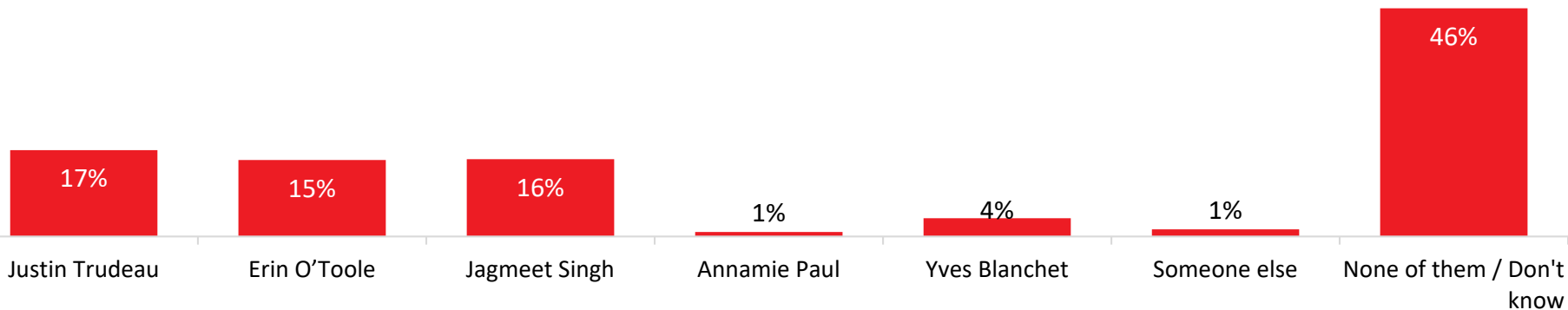
Base: Canadians (n=2002)

# TRENDS IN VOTING INTENTIONS IN CANADA



	04-13-2020	04-20-2020	04-27-2020	05-04-2020	05-11-2020	05-19-2020	05-25-2020	06-01-2020	06-08-2020	06-15-2020	06-22-2020	06-29-2020	07-06-2020	07-13-2020	07-20-2020	07-27-2020	08-03-2020	08-10-2020	08-17-2020	08-24-2020	08-31-2020	09-07-2020	09-14-2020	09-21-2020	09-28-2020	10-05-2020	10-12-2020	10-19-2020	10-26-2020	11-02-2020	11-09-2020	11-16-2020	11-23-2020	11-30-2020	12-07-2020	12-14-2020	12-21-2020	12-28-2020	01-04-2021	01-11-2021	01-18-2021	01-25-2021	02-01-2021	02-08-2021	02-15-2021	02-22-2021	03-01-2021	03-08-2021	03-15-2021	03-22-2021	04-05-2021	04-12-2021	05-03-2021	05-10-2021	05-17-2021	06-03-2021	06-10-2021	06-17-2021	07-04-2021	07-11-2021	07-18-2021	08-04-2021	08-11-2021
LPC	39%	42%	43%	44%	41%	44%	41%	40%	46%	40%	39%	40%	39%	38%	39%	35%	33%	36%	35%	38%	35%	34%	35%	35%	40%	36%	37%	36%	37%	34%	36%	35%	34%	35%	35%	36%	37%	36%	35%	36%	35%	35%	34%	33%	34%	32%	34%	32%	34%	34%	35%	33%											
CPC	28%	29%	28%	25%	28%	25%	27%	27%	25%	27%	28%	28%	25%	26%	28%	29%	31%	29%	32%	30%	29%	32%	31%	30%	30%	32%	29%	29%	30%	31%	28%	31%	30%	29%	28%	28%	29%	28%	31%	28%	35%	30%	28%	30%	29%	30%	29%	30%	28%	30%	28%	30%	31%										
NDP	18%	14%	14%	15%	17%	15%	15%	18%	15%	16%	19%	17%	20%	19%	17%	20%	20%	15%	18%	18%	21%	19%	18%	19%	17%	20%	21%	18%	18%	21%	21%	18%	20%	23%	20%	21%	22%	20%	23%	19%	22%	18%	20%	19%	19%	22%	20%	21%	20%	21%													
BQ	6%	8%	7%	7%	7%	7%	7%	7%	7%	7%	7%	8%	8%	7%	9%	8%	8%	8%	7%	8%	7%	7%	8%	8%	7%	7%	8%	8%	7%	7%	8%	7%	7%	7%	7%	6%	7%	6%	7%	6%	5%	6%	7%	7%	7%	7%	6%	8%	7%	7%	7%												
GPC	8%	5%	6%	6%	6%	7%	6%	7%	6%	7%	5%	6%	5%	7%	7%	6%	6%	8%	6%	6%	5%	6%	6%	6%	5%	4%	6%	6%	5%	6%	6%	7%	5%	6%	6%	5%	7%	6%	5%	6%	7%	7%	7%	7%	6%	5%	5%	5%	4%														
Others	2%	2%	2%	2%	1%	2%	2%	2%	1%	3%	2%	2%	2%	2%	1%	2%	3%	2%	2%	2%	1%	3%	2%	1%	1%	1%	1%	2%	2%	2%	3%	2%	2%	2%	2%	2%	2%	3%	2%	4%	2%	3%	2%	4%	4%	3%	5%	4%	3%	3%	4%												

# ELECTION 2021 - BEST FIRST WEEK IN CAMPAIGN

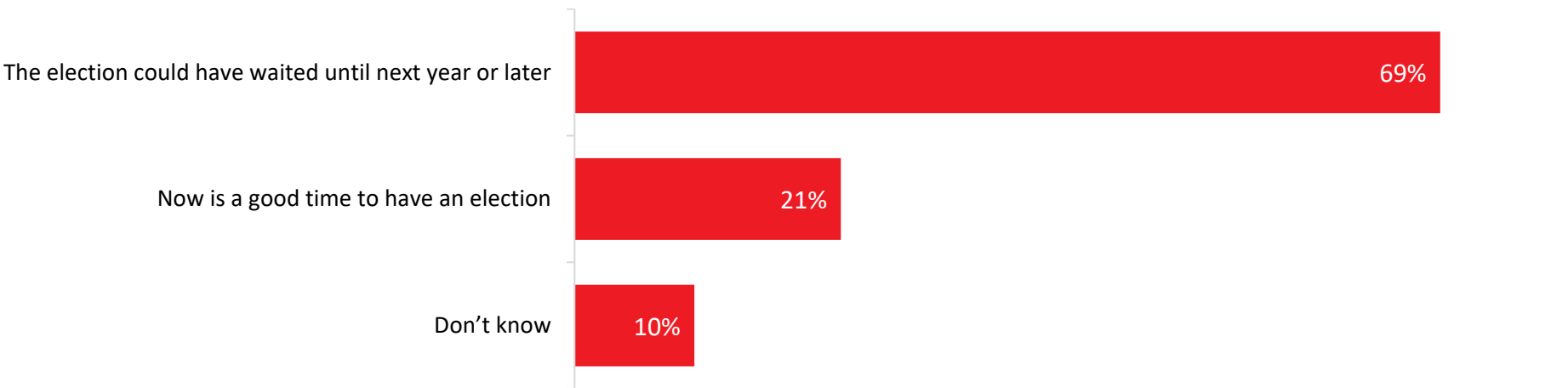


	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Male	Female	LPC	NDP	CPC
Weighted n =	2002	137	470	769	131	225	271	546	682	774	972	1030	558	360	517
Justin Trudeau	17%	19%	18%	20%	12%	15%	15%	16%	19%	16%	20%	15%	45%	9%	8%
Erin O'Toole	15%	11%	11%	17%	20%	23%	14%	12%	15%	19%	21%	10%	3%	2%	47%
Jagmeet Singh	16%	11%	10%	18%	18%	14%	23%	20%	14%	13%	15%	16%	14%	48%	6%
Annamie Paul	1%	1%	0%	1%	1%	0%	2%	1%	1%	0%	1%	1%	0%	0%	0%
Yves Blanchet	4%	-	16%	-	-	-	-	2%	3%	5%	4%	4%	2%	0%	2%
Someone else	1%	1%	0%	2%	2%	0%	1%	2%	2%	1%	2%	1%	0%	0%	2%

Q1A Which of the federal Party leaders had the best first week in the campaign?

Base: Canadians (n=2002)

# ELECTION TIMING – NOW/COULD HAVE WAITED



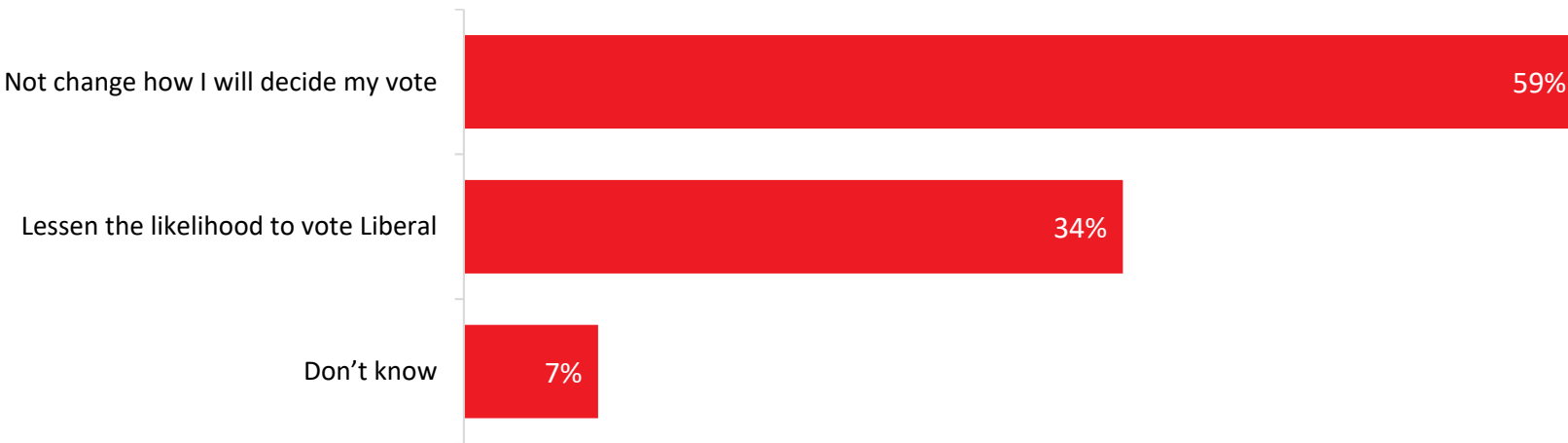
	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Male	Female	LPC	NDP	CPC
Weighted n =	2002	137	470	769	131	225	271	546	682	774	972	1030	558	360	517
<b>The election could have waited until next year or later</b>	<b>69%</b>	54%	<b>74%</b>	70%	64%	65%	70%	61%	68%	<b>76%</b>	68%	70%	65%	73%	72%
<b>Now is a good time to have an election</b>	<b>21%</b>	29%	16%	21%	27%	26%	22%	28%	20%	18%	24%	19%	27%	22%	23%
<b>Don't know</b>	<b>10%</b>	17%	10%	9%	9%	10%	8%	12%	12%	6%	8%	11%	9%	5%	6%

CNP1: As you likely have heard, Prime Minister Trudeau called a federal election for September 20. Do you feel it is important for the country to have an election now or do you feel it could have waited until next year or later?

Base: Canadians (n=2002)



# ELECTION - IMPACT OF TIMING ON LIKELIHOOD TO VOTE LIBERAL



	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Male	Female	LPC	NDP	CPC
Weighted n =	1384	74	349	542	84	145	190	332	465	587	659	726	362	262	371
<b>Not change how I will decide my vote</b>	<b>59%</b>	64%	62%	57%	56%	54%	58%	55%	58%	61%	57%	60%	81%	54%	50%
<b>Lessen the likelihood to vote Liberal</b>	<b>34%</b>	27%	30%	36%	38%	40%	34%	39%	32%	34%	37%	32%	13%	42%	48%
<b>Don't know</b>	<b>7%</b>	9%	7%	7%	6%	6%	8%	6%	10%	6%	5%	8%	6%	5%	2%

CNP2: Given you feel this election is not necessary now, will that make you less likely of voting for the Liberal Party of Canada or will it not change how you will vote?

Base: Canadians who believe election could have waited (n=1384)

# ELECTION 2021 – OPPORTUNITY TO BE PART OF DECISION MAKING OR POWER GRAB

This election is an opportunity for Canadians to be part of the decision regarding plans for the country's economic and social recovery post-pandemic



This election is a power grab by Justin Trudeau and the Liberal Party to win a majority government and secure 4 more years of being in government

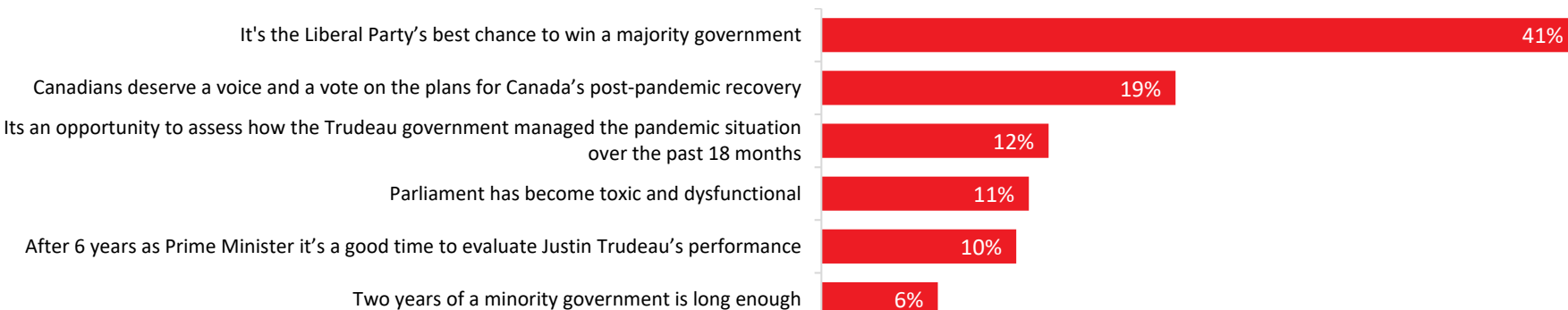


	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Male	Female	LPC	NDP	CPC
Weighted n =	2002	137	470	769	131	225	271	546	682	774	972	1030	558	360	517
<b>This election is an opportunity for Canadians to be part of the decision regarding plans for the country's economic and social recovery post-pandemic</b>	<b>38%</b>	45%	37%	39%	36%	35%	34%	45%	37%	33%	36%	39%	58%	37%	23%
<b>This election is a power grab by Justin Trudeau and the Liberal Party to win a majority government and secure 4 more years of being in government</b>	<b>62%</b>	55%	63%	61%	64%	65%	66%	55%	63%	67%	64%	61%	42%	63%	77%

CNP3. There has been differing opinions regarding the calling of this election. Which of these two points of view are closest to your own?

Base: Canadians (n=2002)

# REASONS FOR CALLING FEDERAL ELECTION IN 2021



	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Male	Female	LPC	NDP	CPC
Weighted n =	2002	137	470	769	131	225	271	546	682	774	972	1030	558	360	517
Parliament has become toxic and dysfunctional	11%	14%	7%	12%	19%	14%	8%	11%	12%	11%	11%	12%	5%	13%	15%
It's the Liberal Party's best chance to win a majority government	41%	31%	41%	38%	39%	43%	50%	35%	39%	46%	43%	39%	38%	42%	48%
Canadians deserve a voice and a vote on the plans for Canada's post-pandemic recovery	19%	22%	17%	21%	20%	20%	15%	20%	20%	18%	17%	21%	28%	19%	11%
Two years of a minority government is long enough	6%	6%	9%	7%	4%	4%	4%	7%	5%	6%	7%	6%	8%	6%	6%
After 6 years as Prime Minister it's a good time to evaluate Justin Trudeau's performance	10%	13%	11%	10%	11%	9%	11%	12%	10%	10%	12%	9%	7%	10%	13%
Its an opportunity to assess how the Trudeau government managed the pandemic situation over the past 18 months	12%	13%	15%	12%	7%	10%	12%	15%	13%	9%	11%	13%	14%	11%	8%

CNP4. Please select the one that you feel is main reason the Prime Minister has called an election at this time.

Base: Canadians (n=2002)

# RESPONDENT PROFILE

# RESPONDENT PROFILE – *Canada*

	Weighted
n=	2002
<b>Gender</b>	(%)
Male	49
Female	51
<b>Age</b>	
18 to 34	27
35 to 54	34
55 years of age or older	39
<b>Region</b>	
British Columbia	14
Alberta	11
MB/SK	7
Ontario	38
Quebec	23
Atlantic	7

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- **Leger Analytics**  
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- **Legerweb**  
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- **International Research**  
Worldwide Independent Network (WIN)

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EMPLOYEES



**185**  
CONSULTANTS



**8**  
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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.



Leger is also a member of the [Insights Association](#), the American Association of Marketing Research Analytics.

# Leger

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