

# Leger

IN COLLABORATION WITH



POSTMEDIA-LEGER POLL

# METHODOLOGY

## Methodology

### Study Population

- Canada residents, aged 18 and older.

### Data Collection

- A total of n of 3002 online surveys were conducted via Leger's online panel, LEO.
- Interviews were conducted from September 03 to September 06, 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  $n \sim 3000 \pm 1.8\%$ , 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 – SEPTEMBER 07, 2021

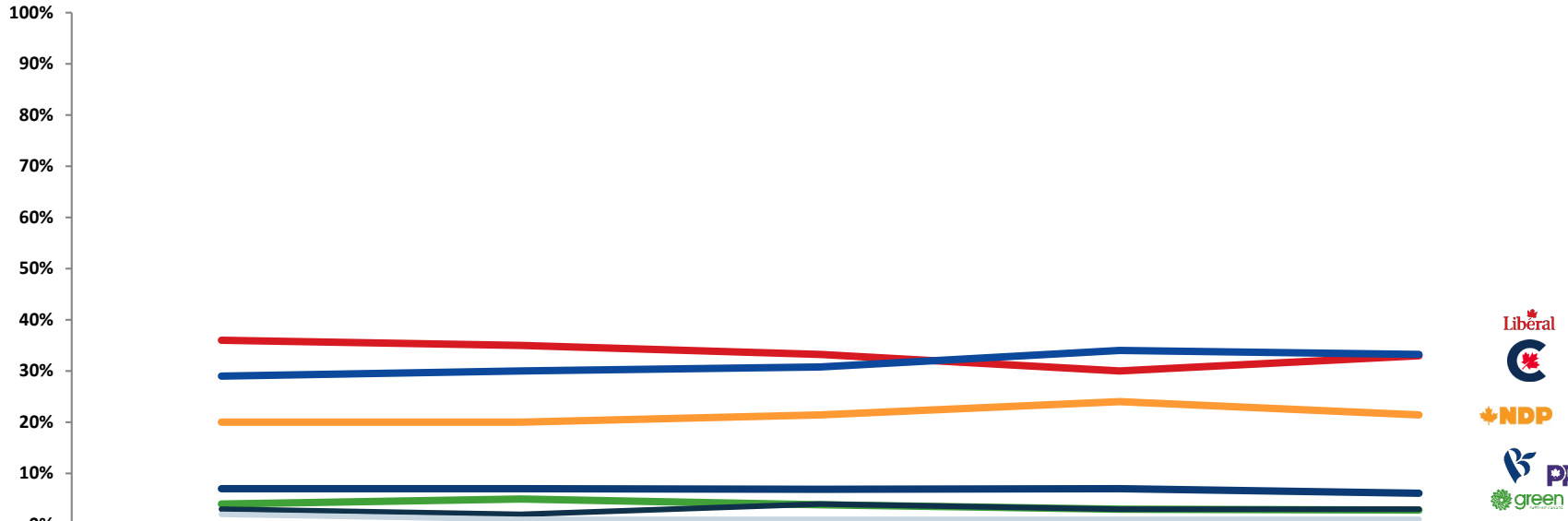
	TOTAL		Gender		Age			Region					
	Eligible Voters	Decided Voters	Male	Female	18-34	35-54	55+	ATL	QC	ON	MB/SK	AB	BC
Weighted n=	3002	2579	1310	1270	699	868	1012	171	596	989	164	300	359
Justin Trudeau's Liberal Party candidate	29%	33%	31%	35%	31%	31%	36%	39%	34%	36%	25%	21%	33%
Erin O'Toole's Conservative Party candidate	29%	33%	39%	27%	25%	34%	39%	27%	21%	35%	41%	53%	31%
Jagmeet Singh's NDP candidate	18%	21%	17%	26%	34%	20%	14%	26%	12%	22%	26%	23%	28%
Annamie Paul's Green Party candidate	2%	3%	3%	3%	3%	3%	2%	6%	2%	2%	1%	1%	6%
Yves-François Blanchet's Bloc Québécois candidate	5%	6%	6%	6%	3%	6%	8%	-	27%	-	-	-	-
Maxime Bernier's People's Party of Canada	3%	3%	4%	2%	3%	4%	2%	2%	3%	4%	7%	1%	2%
Someone else	<1%	<1%	<1%	1%	1%	1%	<1%	<1%	<1%	1%	<1%	<1%	<1%
Will not vote	4%		-	-	-	-	-	-	-	-	-	-	-
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=3002)

# TRENDS IN VOTING INTENTIONS IN CANADA – SINCE AUGUST 2021



	08-02-2021	08-16-2021	08-22-2021	08_30_2021	09-07-2021
LPC	36%	35%	33%	30%	33%
CPC	29%	30%	31%	34%	33%
NDP	20%	20%	21%	24%	21%
BQ	7%	7%	7%	7%	6%
GPC	4%	5%	4%	3%	3%
PPC	3%	2%	4%	3%	3%
Others	2%	1%	1%	1%	1%

## SECOND CHOICE

	TOTAL	Liberal Voters	CPC Voters	NDP Voters	Green Voters	BQ Voters
Weighted n=	2579	851	857	553	73	158
Justin Trudeau's Liberal Party candidate	16%	-	20%	36%	14%	14%
Erin O'Toole's Conservative Party candidate	10%	13%	-	13%	8%	28%
Jagmeet Singh's NDP candidate	25%	51%	18%	-	53%	14%
Annamie Paul's Green Party candidate	7%	4%	4%	18%	-	6%
Yves-François Blanchet's Bloc Québécois candidate	4%	6%	4%	2%	3%	-
Maxime Bernier's People's Party of Canada	5%	1%	13%	1%	7%	<1%
Someone else	3%	1%	5%	3%	<1%	2%
Will not vote/ No second choice	17%	13%	24%	12%	1%	24%
Don't know / Undecided	12%	11%	13%	14%	13%	12%

Q1: If you changed your mind and did not vote for your first choice in this election, which party would be your 2nd choice?

Base: Canadians (n=3002)

## FIRMNESS OF CHOICE – LIKELIHOOD TO SWITCH CURRENT BALLOT

	TOTAL	Liberal Voters	CPC Voters	NDP Voters	Green Voters	BQ Voters
Weighted n=	3002	851	857	553	73	158
<b>NET LIKELY</b>	<b>19%</b>	<b>21%</b>	<b>15%</b>	<b>19%</b>	<b>39%</b>	<b>13%</b>
Very likely	3%	3%	2%	2%	3%	3%
Somewhat likely	16%	18%	13%	17%	<b>36%</b>	10%
<b>NET NOT LIKELY</b>	<b>68%</b>	<b>71%</b>	<b>79%</b>	<b>72%</b>	<b>42%</b>	<b>78%</b>
Not very likely	32%	36%	31%	41%	27%	34%
Not at all likely	37%	35%	48%	31%	14%	45%
Don't know	13%	7%	6%	9%	19%	8%

Q2: How likely are you to change your mind and vote for your second choice candidate in this election?

Base: Canadians (n=3002)



# LIKELIHOOD TO WATCH THE DEBATE

	TOTAL	REGION						GENDER		AGE			VOTER		
		ATL	QC	ON	MB/SK	AB	BC	MALE	FEMALE	18-34	35-54	55+	LPC	NDP	CPC
Weighted n=	3002	206	704	1154	196	337	405	1458	1544	819	1023	1160	851	553	857
<b>NET LIKELY</b>	<b>54%</b>	<b>53%</b>	<b>54%</b>	<b>53%</b>	<b>48%</b>	<b>64%</b>	<b>51%</b>	<b>60%</b>	<b>48%</b>	<b>51%</b>	<b>51%</b>	<b>59%</b>	<b>60%</b>	<b>53%</b>	<b>61%</b>
Very likely	21%	23%	23%	20%	17%	31%	16%	25%	17%	17%	18%	27%	25%	16%	26%
Somewhat likely	33%	30%	31%	33%	31%	32%	35%	35%	31%	33%	33%	31%	35%	36%	35%
<b>NET NOT LIKELY</b>	<b>41%</b>	<b>39%</b>	<b>42%</b>	<b>42%</b>	<b>47%</b>	<b>30%</b>	<b>45%</b>	<b>37%</b>	<b>45%</b>	<b>44%</b>	<b>43%</b>	<b>37%</b>	<b>37%</b>	<b>43%</b>	<b>36%</b>
Not very likely	21%	18%	20%	22%	20%	16%	23%	19%	22%	26%	19%	18%	20%	27%	20%
Not at all likely	21%	21%	22%	20%	27%	14%	22%	18%	23%	18%	24%	19%	16%	16%	17%
Don't know	5%	8%	4%	4%	6%	6%	5%	3%	7%	5%	6%	4%	3%	4%	3%

Q3: This week there are two televised leader debates where 5 of the party's leaders will debate the main topics of the campaign. How likely are you to watch one of these debates?

Base: Canadians (n=3002)

# Detailed results

Decided Vote in Quebec and Ontario

# FEDERAL VOTING INTENTIONS (QUEBEC) – SEPTEMBER 07, 2021

	TOTAL		Gender		Age			Region					
	Eligible Voters	Decided Voters	Male	Female	18-34	35-54	55+	MTL CMA	QC CMA	East	Centre	West	Other
Weighted n=	<b>704</b>	596	301	295	142	210	244	300	64	40	84	108	232
Justin Trudeau's Liberal Party candidate	<b>29%</b>	34%	31%	37%	32%	32%	37%	38%	26%	27%	34%	32%	31%
Erin O'Toole's Conservative Party candidate	<b>18%</b>	21%	<b>28%</b>	15%	17%	25%	21%	16%	28%	34%	<b>30%</b>	20%	26%
Jagmeet Singh's NDP candidate	<b>11%</b>	12%	8%	<b>17%</b>	<b>25%</b>	10%	8%	<b>17%</b>	5%	8%	6%	11%	8%
Annamie Paul's Green Party candidate	<b>2%</b>	2%	2%	2%	5%	1%	1%	2%	2%	1%	3%	1%	2%
Yves-François Blanchet's Bloc Québécois candidate	<b>22%</b>	27%	26%	27%	16%	27%	32%	24%	33%	27%	23%	33%	28%
Maxime Bernier's People's Party of Canada	<b>2%</b>	3%	4%	2%	5%	4%	0%	2%	7%	3%	4%	2%	3%
Someone else	<b>&lt;1%</b>	<1%	<1%	1%	1%	1%	<1%	<1%	<1%	<1%	<1%	1%	1%
Will not vote	<b>3%</b>		-	-	-	-	-	-	-	-	-	-	-
Don't know / Undecided	<b>9%</b>		-	-	-	-	-	-	-	-	-	-	-

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: Quebec (n=704)

# FEDERAL VOTING INTENTIONS (ONTARIO) – SEPTEMBER 07, 2021

	TOTAL		Gender		Age			Region					
	Eligible Voters	Decided Voters	Male	Female	18-34	35-54	55+	Toronto	905	Hamilton/Niagara	South	East	North
Weighted n=	1154	989	499	489	274	332	382	198	227	123	243	145	53
Justin Trudeau's Liberal Party candidate	31%	36%	34%	39%	36%	34%	38%	44%	35%	40%	33%	29%	34%
Erin O'Toole's Conservative Party candidate	30%	35%	41%	29%	20%	36%	45%	27%	43%	29%	34%	39%	37%
Jagmeet Singh's NDP candidate	19%	22%	18%	26%	37%	22%	12%	21%	19%	21%	24%	28%	20%
Annamie Paul's Green Party candidate	2%	2%	3%	2%	2%	4%	1%	3%	1%	3%	3%	1%	3%
Maxime Bernier's People's Party of Canada	3%	4%	4%	3%	4%	4%	3%	3%	2%	7%	4%	3%	2%
Someone else	1%	1%	<1%	1%	1%	1%	<1%	2%	<1%	<1%	<1%	1%	3%
Will not vote	5%		-	-	-	-	-		-	-	-	-	-
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?

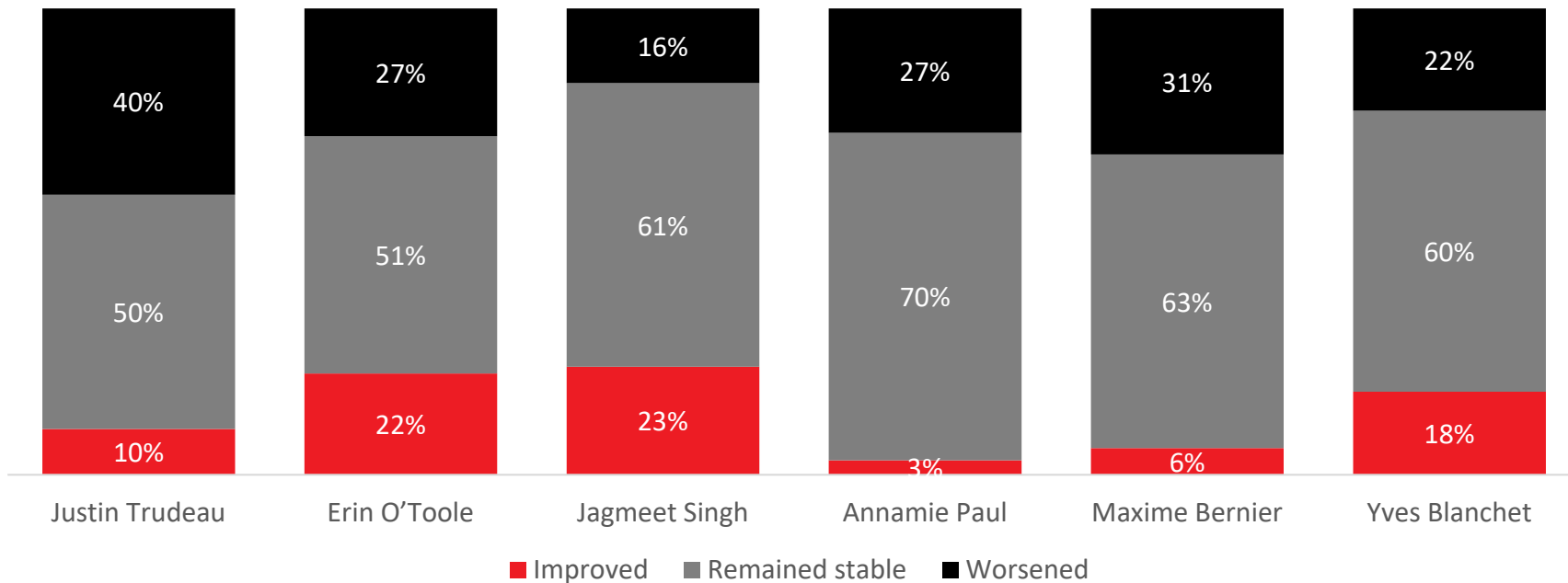
*In the event a respondent was undecided, the following was asked: which one of the following political parties would you be somewhat more likely to vote for?*

Base: Ontario (n=1154)

# Detailed results

Opinion about Federal Party Leaders

# CHANGE IN LEADER IMPRESSIONS IN THE PAST WEEK



CTC 754 In the past week, has your opinion of the following leaders improved, remained stable or worsened?

Base: Canadians (n=3002)

# CHANGE IN OPINION – SUB-GROUPS

LEADER	CHANGE IN OPINION	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Male	Female	LPC	NDP	CPC
		Weighted n = 3002	206	704	1154	196	337	405	819	1023	1160	1458	1544	851	553	857
Justin Trudeau	Improved	10%	11%	10%	11%	7%	9%	8%	10%	9%	10%	12%	7%	25%	2%	5%
	Remained Stable	50%	56%	55%	50%	44%	41%	52%	52%	50%	49%	44%	56%	68%	56%	29%
	Worsened	40%	33%	35%	39%	50%	50%	41%	37%	41%	41%	43%	37%	7%	42%	66%
Erin O'Toole	Improved	22%	17%	19%	21%	24%	34%	19%	16%	20%	28%	28%	15%	8%	10%	54%
	Remained Stable	51%	46%	55%	49%	54%	49%	51%	58%	53%	44%	46%	55%	52%	48%	40%
	Worsened	27%	36%	26%	30%	22%	17%	31%	27%	27%	28%	25%	29%	40%	42%	7%
Jagmeet Singh	Improved	23%	26%	16%	23%	27%	26%	29%	31%	20%	20%	23%	23%	22%	56%	12%
	Remained Stable	61%	58%	66%	62%	51%	54%	62%	58%	64%	60%	58%	64%	65%	43%	63%
	Worsened	16%	16%	18%	15%	22%	20%	9%	11%	16%	20%	19%	13%	13%	0%	25%
Annamie Paul	Improved	3%	2%	2%	4%	2%	4%	3%	4%	4%	2%	4%	2%	3%	4%	2%
	Remained Stable	70%	73%	69%	70%	64%	74%	72%	79%	70%	64%	64%	76%	72%	74%	67%
	Worsened	27%	25%	30%	26%	34%	22%	24%	16%	26%	35%	32%	22%	25%	22%	31%
Maxime Bernier	Improved	6%	4%	5%	6%	5%	10%	3%	8%	7%	3%	8%	3%	2%	1%	8%
	Remained Stable	63%	60%	54%	66%	52%	68%	72%	69%	63%	59%	57%	69%	63%	65%	64%
	Worsened	31%	37%	41%	28%	43%	22%	24%	23%	30%	38%	34%	28%	35%	34%	27%
Yves Blanchet	Improved	18%	-	18%	-	-	-	-	14%	18%	20%	19%	16%	11%	7%	15%
	Remained Stable	60%	-	60%	-	-	-	-	68%	59%	56%	57%	63%	62%	73%	53%
	Worsened	22%	-	22%	-	-	-	-	18%	22%	24%	24%	20%	27%	21%	32%

CTC 754 In the past week, has your opinion of the following leaders improved, remained stable or worsened?

Base: Canadians (n=3002)

# RESPONDENT PROFILE



# RESPONDENT PROFILE – *Canada*

	Weighted
n=	3002
<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	13
Alberta	11
MB/SK	7
Ontario	38
Quebec	23
Atlantic	7

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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**  
Worldwide Independent Network (WIN)

**600**  
EMPLOYEES



**185**  
CONSULTANTS



**8**  
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