

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

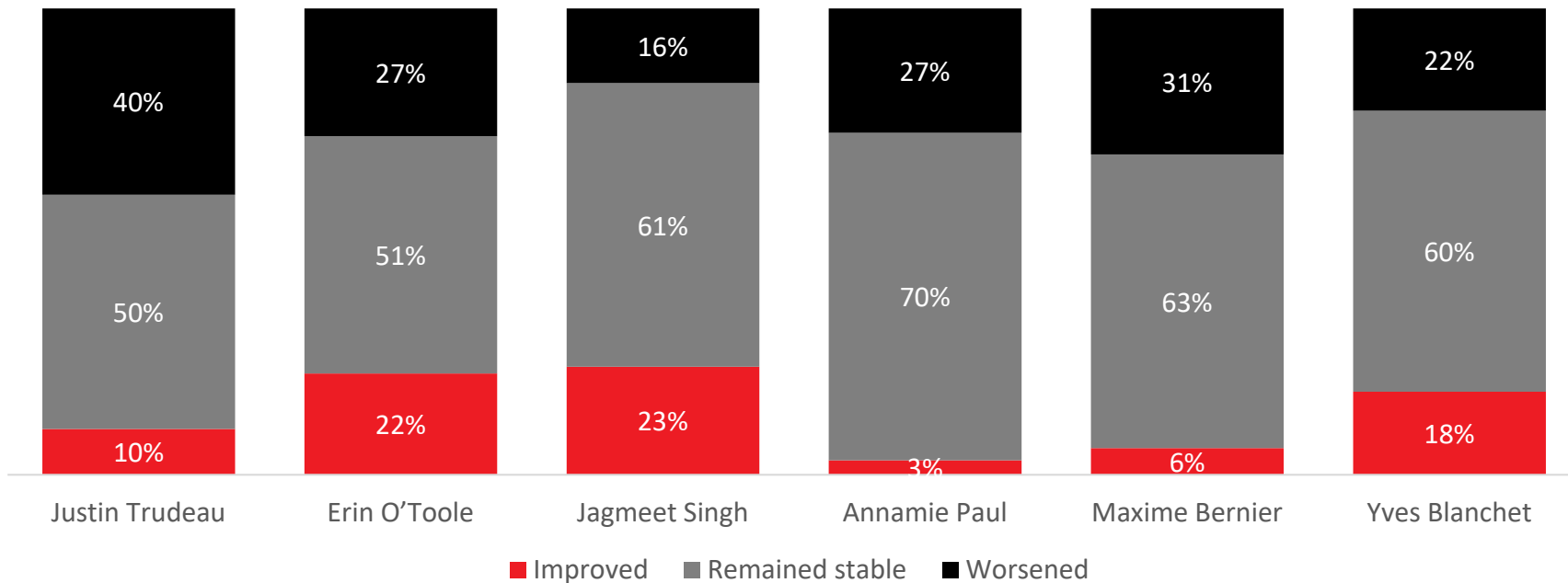
- As a non-probability internet survey, a margin of error is technically not to be reported.
- If the data were collected through a random sample, the margin of error would be $n \sim 3000 \pm 1.8\%$, 19 times out of 20.
- Using data from the 2016 Census, results were weighted according to age, gender 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).

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)

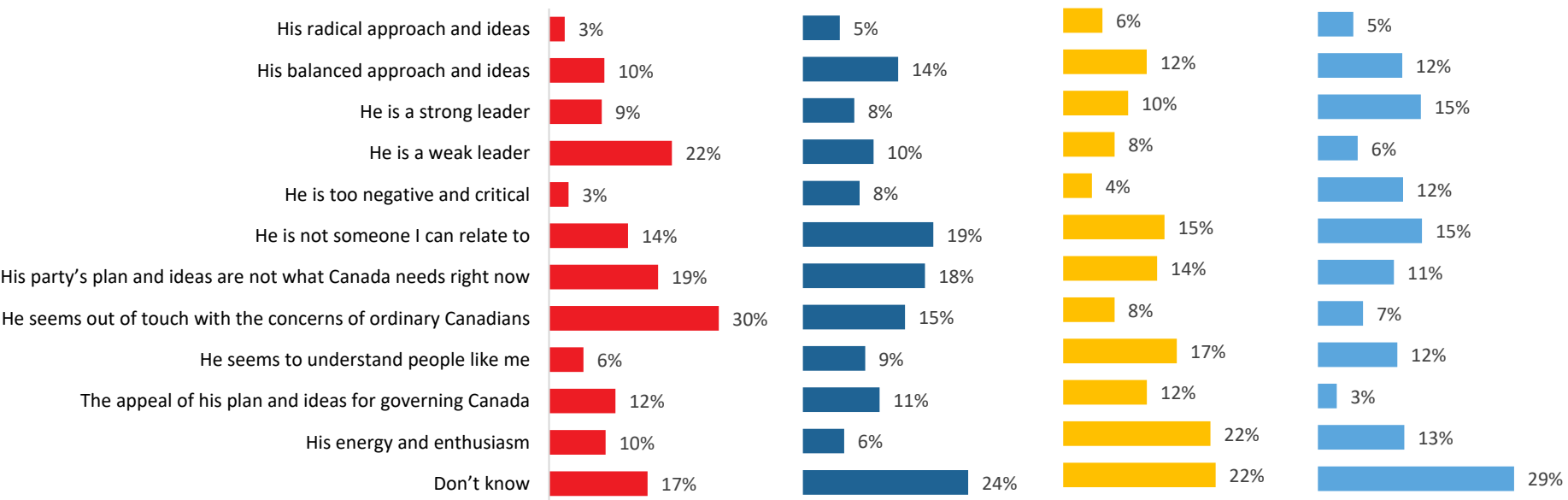
CHANGE IN OPINION – SUB-GROUPS

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)

SURPRISING LEADER CHARACTERISTICS



Q5 From what you have read, heard or seen during this campaign, what has surprised you about... [SELECT UP TO 2 MENTIONS FROM LIST BELOW]

Base: Canadians (n=3002) [Blanchet rated in PQ only]

SURPRISING LEADER CHARACTERISTICS – JUSTIN TRUDEAU

	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
His energy and enthusiasm	10%	12%	12%	9%	11%	6%	11%	9%	10%	9%	9%	12%	23%	10%	3%
The appeal of his plan and ideas for governing Canada	12%	12%	10%	12%	11%	13%	14%	12%	11%	10%	10%	14%	26%	10%	5%
He seems to understand people like me	6%	8%	6%	7%	4%	3%	5%	7%	5%	6%	7%	5%	15%	3%	3%
He seems out of touch with the concerns of ordinary Canadians	30%	24%	25%	29%	35%	41%	30%	32%	28%	28%	27%	33%	12%	37%	44%
His party's plan and ideas are not what Canada needs right now	19%	24%	16%	20%	15%	24%	16%	20%	18%	15%	18%	23%	7%	18%	34%
He is not someone I can relate to	14%	14%	15%	13%	16%	13%	14%	15%	12%	12%	14%	16%	6%	17%	18%
He is too negative and critical	3%	3%	2%	3%	4%	6%	2%	5%	2%	5%	3%	3%	1%	2%	7%
He is a weak leader	22%	13%	22%	20%	23%	26%	23%	24%	20%	21%	24%	20%	6%	21%	36%
He is a strong leader	9%	11%	8%	10%	8%	8%	10%	9%	9%	9%	9%	10%	23%	7%	3%
His balanced approach and ideas	10%	11%	6%	11%	8%	11%	12%	11%	9%	9%	10%	10%	23%	6%	5%
His radical approach and ideas	3%	3%	2%	2%	2%	3%	4%	2%	3%	3%	3%	3%	2%	3%	4%
Don't know	17%	19%	20%	17%	21%	11%	16%	11%	23%	22%	20%	11%	12%	17%	7%

Q5 From what you have read, heard or seen during this campaign, what has surprised you about... [SELECT UP TO 2 MENTIONS]

Base: Canadians (n=3002)

SURPRISING LEADER CHARACTERISTICS – ERIN O'TOOLE

	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
His energy and enthusiasm	6%	3%	5%	6%	7%	8%	6%	7%	5%	5%	5%	8%	4%	4%	12%
The appeal of his plan and ideas for governing Canada	11%	8%	9%	12%	14%	12%	13%	15%	8%	7%	11%	15%	5%	5%	27%
He seems to understand people like me	9%	3%	7%	9%	11%	19%	7%	10%	8%	8%	10%	9%	3%	3%	24%
He seems out of touch with the concerns of ordinary Canadians	15%	17%	13%	16%	11%	12%	21%	15%	15%	14%	14%	16%	22%	22%	5%
His party's plan and ideas are not what Canada needs right now	18%	16%	15%	19%	19%	12%	26%	17%	18%	16%	18%	19%	28%	25%	9%
He is not someone I can relate to	19%	19%	21%	20%	17%	11%	22%	16%	22%	18%	18%	20%	27%	29%	5%
He is too negative and critical	8%	10%	5%	10%	8%	9%	9%	9%	8%	7%	8%	9%	16%	11%	2%
He is a weak leader	10%	14%	11%	11%	8%	9%	8%	11%	9%	8%	10%	12%	16%	14%	4%
He is a strong leader	8%	8%	6%	7%	11%	14%	4%	10%	6%	6%	8%	9%	2%	3%	21%
His balanced approach and ideas	14%	12%	11%	13%	15%	25%	12%	18%	10%	12%	13%	16%	3%	8%	34%
His radical approach and ideas	5%	7%	6%	5%	5%	4%	7%	6%	5%	8%	5%	4%	7%	8%	3%
Don't know	24%	29%	28%	24%	26%	18%	21%	18%	30%	34%	25%	17%	19%	22%	13%

Q5 From what you have read, heard or seen during this campaign, what has surprised you about...[SELECT UP TO 2 MENTIONS]

Base: Canadians (n=3002)

SURPRISING LEADER CHARACTERISTICS – JAGMEET SINGH

	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
His energy and enthusiasm	22%	24%	17%	23%	19%	19%	27%	20%	23%	24%	20%	21%	25%	34%	17%
The appeal of his plan and ideas for governing Canada	12%	13%	8%	13%	11%	12%	17%	13%	12%	16%	12%	9%	13%	28%	6%
He seems to understand people like me	17%	19%	11%	18%	19%	14%	23%	16%	18%	20%	16%	15%	20%	38%	8%
He seems out of touch with the concerns of ordinary Canadians	8%	6%	8%	7%	7%	13%	4%	10%	5%	7%	8%	8%	5%	3%	13%
His party's plan and ideas are not what Canada needs right now	14%	11%	12%	15%	10%	20%	12%	16%	11%	8%	14%	17%	12%	4%	25%
He is not someone I can relate to	15%	6%	22%	14%	18%	13%	11%	19%	11%	9%	15%	19%	14%	2%	21%
He is too negative and critical	4%	4%	3%	4%	5%	8%	3%	6%	3%	4%	3%	5%	5%	1%	7%
He is a weak leader	8%	4%	9%	8%	5%	7%	8%	9%	6%	5%	8%	9%	8%	1%	11%
He is a strong leader	10%	7%	5%	11%	13%	10%	13%	9%	10%	13%	10%	7%	10%	22%	6%
His balanced approach and ideas	12%	13%	11%	11%	12%	12%	18%	12%	12%	12%	11%	14%	15%	22%	8%
His radical approach and ideas	6%	4%	4%	6%	8%	6%	7%	8%	3%	8%	5%	5%	5%	5%	8%
Don't know	22%	32%	27%	21%	25%	17%	16%	16%	28%	24%	24%	20%	17%	9%	18%

Q5 From what you have read, heard or seen during this campaign, what has surprised you about...[SELECT UP TO 2 MENTIONS]

Base: Canadians (n=3002)

SURPRISING LEADER CHARACTERISTICS – YVES BLANCHET

	TOTAL	REGION						GENDER		AGE			VOTER		
		ATL	QC	ON	MB/SK	AB	BC	MALE	FEMALE	18-34	35-54	55+	LPC	BQ	CPC
Weighted n=	704	-	704	-	-	-	-	343	361	180	235	289	204	158	128
His energy and enthusiasm	13%	-	13%	-	-	-	-	13%	12%	7%	11%	17%	13%	29%	12%
The appeal of his plan and ideas for governing Canada	3%	-	3%	-	-	-	-	2%	4%	3%	3%	3%	3%	4%	1%
He seems to understand people like me	12%	-	12%	-	-	-	-	12%	12%	8%	11%	14%	12%	35%	6%
He seems out of touch with the concerns of ordinary Canadians	7%	-	7%	-	-	-	-	8%	5%	7%	5%	7%	7%	0%	7%
His party's plan and ideas are not what Canada needs right now	11%	-	11%	-	-	-	-	13%	9%	8%	13%	12%	11%	1%	19%
He is not someone I can relate to	15%	-	15%	-	-	-	-	17%	13%	12%	14%	19%	15%	2%	27%
He is too negative and critical	12%	-	12%	-	-	-	-	15%	10%	9%	13%	14%	12%	3%	14%
He is a weak leader	6%	-	6%	-	-	-	-	7%	5%	8%	7%	4%	6%	1%	8%
He is a strong leader	15%	-	15%	-	-	-	-	19%	12%	14%	14%	17%	15%	36%	13%
His balanced approach and ideas	12%	-	12%	-	-	-	-	14%	11%	11%	9%	16%	12%	27%	9%
His radical approach and ideas	5%	-	5%	-	-	-	-	6%	4%	3%	4%	8%	5%	5%	7%
Don't know	29%	-	29%	-	-	-	-	21%	36%	42%	33%	17%	29%	11%	20%

Q5 From what you have read, heard or seen during this campaign, what has surprised you about...

Base: Quebec (n=704)

DISAPPOINTING LEADER CHARACTERISTICS



How he is managing controversy and criticism



His lack of leadership



His lack of understanding of what ordinary Canadians are dealing with



His negativity during the campaign



His party platform and plan for Canada



Nothing



Don't know



Q5 From what you have read, heard or seen during this campaign, what has disappointed you about... [SINGLE MENTION FROM LIST BELOW]

Base: Canadians (n=3002) (Blanchet asked in PQ only)

DISAPPOINTING LEADER CHARACTERISTICS – JUSTIN TRUDEAU

STATEMENTS	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
His party platform and plan for Canada	11%	9%	14%	11%	10%	12%	7%	13%	9%	10%	11%	11%	7%	10%	17%
His negativity during the campaign	3%	2%	3%	3%	2%	5%	2%	4%	2%	4%	2%	3%	2%	2%	5%
His lack of understanding of what ordinary Canadians are dealing with	24%	19%	18%	25%	28%	24%	28%	24%	23%	21%	23%	26%	11%	29%	31%
His lack of leadership	13%	10%	12%	12%	12%	19%	15%	13%	13%	15%	14%	11%	5%	16%	20%
How he is managing controversy and criticism	16%	19%	19%	15%	17%	17%	15%	18%	15%	17%	15%	17%	20%	21%	14%
Nothing	18%	26%	17%	19%	14%	15%	17%	17%	19%	13%	18%	22%	44%	9%	6%
Don't know	15%	15%	17%	14%	16%	10%	15%	10%	19%	21%	15%	10%	11%	14%	6%

Q5 From what you have read, heard or seen during this campaign, what has DISAPPOINTED you about...[SINGLE MENTION]

Base: Canadians (n=3002)

DISAPPOINTING LEADER CHARACTERISTICS – ERIN O'TOOLE

STATEMENTS	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
His party platform and plan for Canada	17%	20%	21%	17%	19%	14%	15%	17%	18%	16%	16%	20%	25%	21%	8%
His negativity during the campaign	7%	8%	4%	9%	5%	4%	9%	7%	6%	6%	6%	8%	10%	9%	4%
His lack of understanding of what ordinary Canadians are dealing with	16%	15%	14%	16%	16%	12%	22%	16%	16%	18%	16%	14%	22%	24%	5%
His lack of leadership	6%	6%	7%	7%	8%	2%	6%	8%	5%	6%	7%	6%	8%	8%	5%
How he is managing controversy and criticism	8%	7%	9%	6%	7%	13%	7%	9%	7%	7%	7%	9%	9%	7%	9%
Nothing	24%	24%	19%	25%	24%	36%	22%	28%	21%	17%	24%	29%	10%	11%	55%
Don't know	21%	20%	26%	21%	21%	18%	20%	15%	27%	29%	24%	14%	16%	20%	13%

Q5 From what you have read, heard or seen during this campaign, what has DISAPPOINTED you about... [SINGLE MENTION]

Base: Canadians (n=3002)

DISAPPOINTING LEADER CHARACTERISTICS – JAGMEET SINGH

STATEMENTS	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
His party platform and plan for Canada	16%	7%	17%	18%	18%	17%	13%	21%	12%	10%	17%	20%	13%	5%	29%
His negativity during the campaign	5%	6%	3%	5%	2%	10%	4%	6%	4%	6%	4%	5%	8%	2%	6%
His lack of understanding of what ordinary Canadians are dealing with	10%	11%	9%	8%	9%	13%	11%	12%	8%	10%	8%	11%	8%	3%	14%
His lack of leadership	6%	4%	11%	5%	5%	4%	5%	7%	6%	4%	7%	7%	7%	2%	8%
How he is managing controversy and criticism	5%	3%	5%	5%	3%	8%	3%	7%	3%	6%	5%	5%	7%	4%	5%
Nothing	35%	47%	26%	37%	40%	29%	42%	31%	39%	37%	35%	34%	40%	68%	20%
Don't know	23%	22%	28%	22%	23%	19%	22%	17%	29%	28%	24%	19%	18%	16%	18%

Q5 From what you have read, heard or seen during this campaign, what has DISAPPOINTED you about...

Base: Canadians (n=3002)

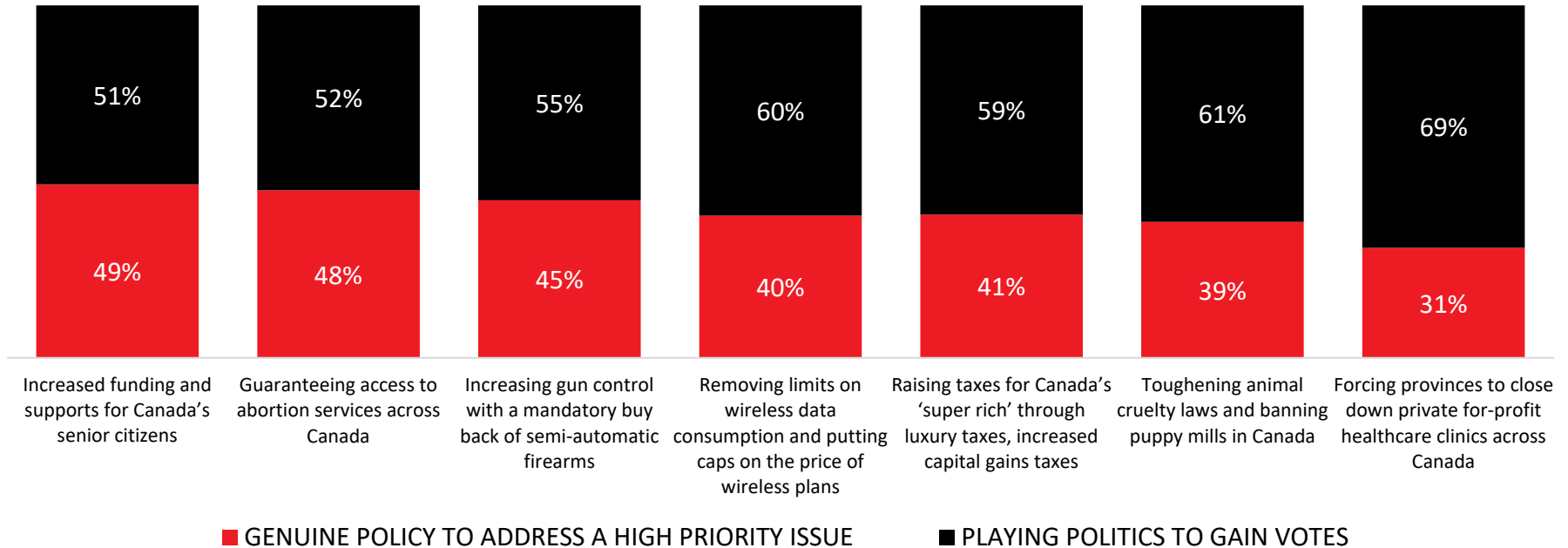
DISAPPOINTING LEADER CHARACTERISTICS – YVES BLANCHET

STATEMENTS	TOTAL	REGION						GENDER		AGE			VOTER		
		ATL	QC	ON	MB/SK	AB	BC	MALE	FEMALE	18-34	35-54	55+	LPC	BQ	CPC
Weighted n=	3002	-	704	-	-	-	-	343	361	180	235	289	204	158	128
His party platform and plan for Canada	11%	-	11%	-	-	-	-	13%	9%	9%	12%	12%	13%	5%	19%
His negativity during the campaign	7%	-	7%	-	-	-	-	11%	4%	7%	8%	7%	9%	3%	11%
His lack of understanding of what ordinary Canadians are dealing with	9%	-	9%	-	-	-	-	9%	10%	6%	9%	11%	14%	1%	10%
His lack of leadership	4%	-	4%	-	-	-	-	5%	4%	7%	5%	2%	5%	1%	7%
How he is managing controversy and criticism	15%	-	15%	-	-	-	-	16%	13%	8%	11%	22%	16%	18%	16%
Nothing	27%	-	27%	-	-	-	-	27%	27%	18%	26%	33%	19%	57%	17%
Don't know	27%	-	27%	-	-	-	-	21%	33%	45%	30%	13%	23%	14%	20%

Q5 From what you have read, heard or seen during this campaign, what has DISAPPOINTED you about...[SINGLE MENTION]

Base: Quebec(n=704)

CAMPAIGN PROMISES – GENUINE POLICY OR TO GAIN VOTES



Q7 Below are a number of promises made by the various parties in this election. For each one please indicate if you think the promise is....

Base: Canadians (n=3002)

CAMPAIGN PROMISES – GENUINE POLICY

STATEMENTS	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
Guaranteeing access to abortion services across Canada	48%	57%	49%	46%	41%	44%	50%	47%	48%	60%	43%	43%	57%	59%	37%
Increasing gun control with a mandatory buy back of semi-automatic firearms	45%	51%	49%	46%	33%	40%	41%	43%	46%	51%	45%	40%	59%	47%	37%
Removing limits on wireless data consumption and putting caps on the price of wireless plans	40%	40%	37%	42%	45%	45%	38%	44%	37%	46%	40%	36%	40%	45%	44%
Raising taxes for Canada's 'super rich' through luxury taxes, increased capital gains taxes	41%	48%	38%	41%	42%	38%	43%	41%	40%	49%	36%	38%	50%	54%	31%
Toughening animal cruelty laws and banning puppy mills in Canada	39%	42%	36%	39%	36%	37%	41%	37%	40%	51%	34%	34%	41%	40%	41%
Forcing provinces to close down private for-profit healthcare clinics across Canada	31%	31%	24%	34%	32%	31%	35%	30%	32%	41%	31%	25%	37%	42%	22%
Increased funding and supports for Canada's senior citizens	49%	49%	48%	50%	51%	47%	51%	50%	49%	54%	49%	46%	60%	52%	47%

Q7 Below are a number of promises made by the various parties in this election. For each one please indicate if you think the promise is:

Base: Canadians (n=3002)

RESPONDENT PROFILE

RESPONDENT PROFILE – *Canada*

	Weighted
n=	3002
Gender	(%)
Male	49
Female	51
Age	
18 to 34	27
35 to 54	34
55 years of age or older	39
Region	
British Columbia	13
Alberta	11
MB/SK	7
Ontario	38
Quebec	23
Atlantic	7

OUR SERVICES

- **Leger**
Marketing research and polling
- **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**
Worldwide Independent Network (WIN)

600
EMPLOYEES



185
CONSULTANTS



8
OFFICES

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

OUR CREDENTIALS



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