

Canada This Month Federal Politics

Public Opinion Research
Release Date: July 23, 2021
Field Dates: July 15 to July 21, 2021

The Liberals hold a double digit lead over the Conservatives.

Innovative reports on vote intention in two ways.

When we ask people who they would vote for if an election were held today, and who they lean towards if they are unsure, we call those results **Combined vote**. This accounts for the views of everyone in the population including decided voters, undecided voters, and non-voters.

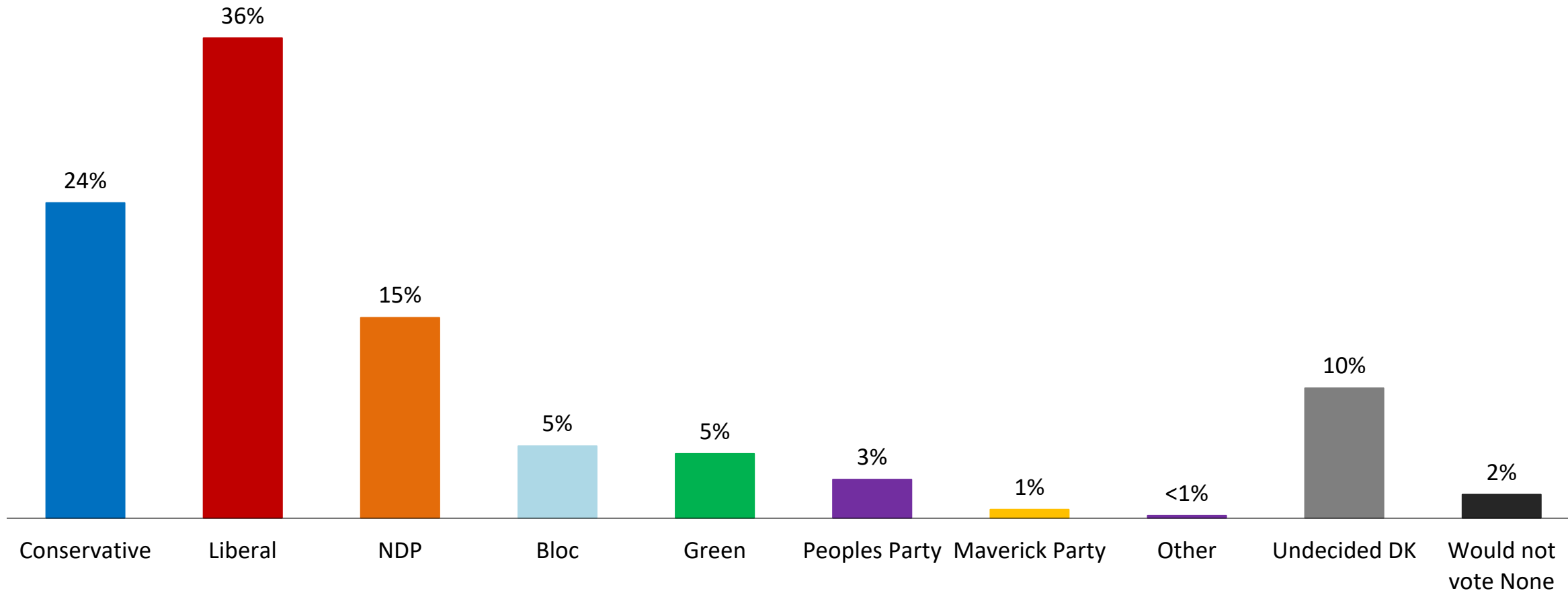
When we look at the results among *only* decided voters, we call that **Decided vote**. These results most tell us what the election results would be like if the survey results matched the election exactly.

Federal Combined Vote: The Liberals have a 12 point lead over the Conservatives among all voters



If a federal election were held today, which party would you vote for? In that case, which party do you lean toward slightly? [Vote + Lean]

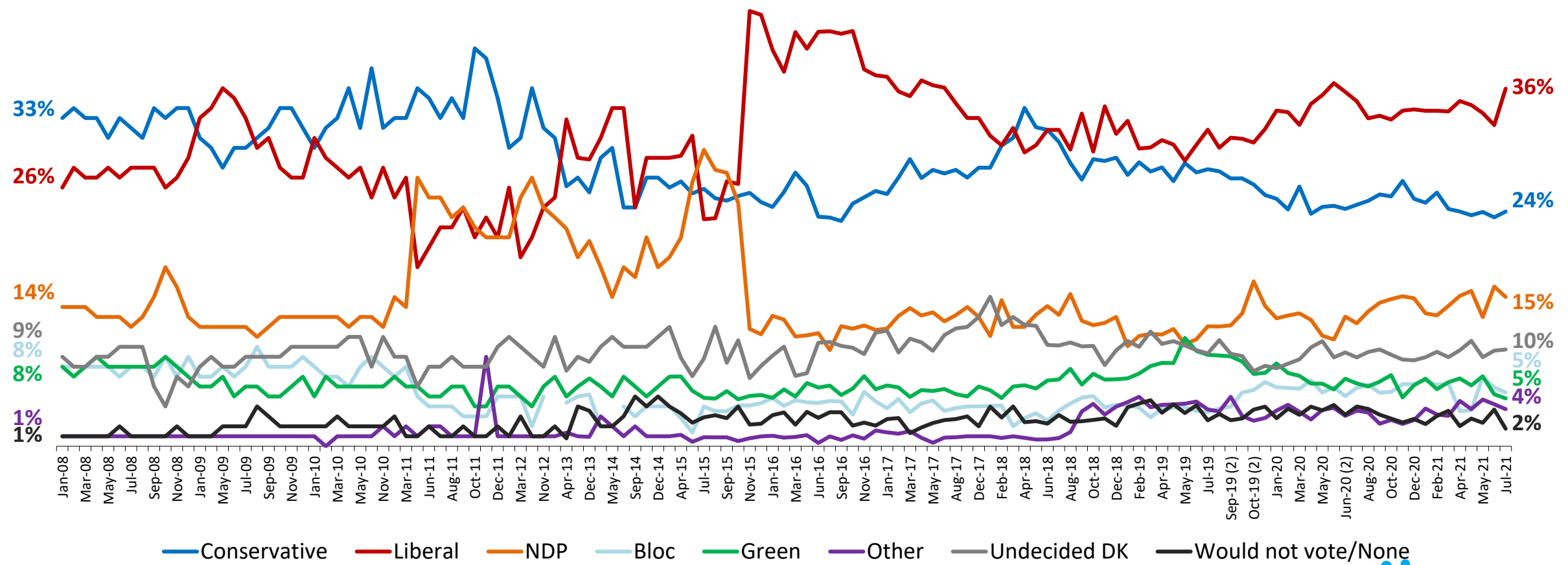
[asked of all respondents; n=800]



Federal Vote Tracking: The Liberals are up to 36% since June while the Conservatives are steady at 24%



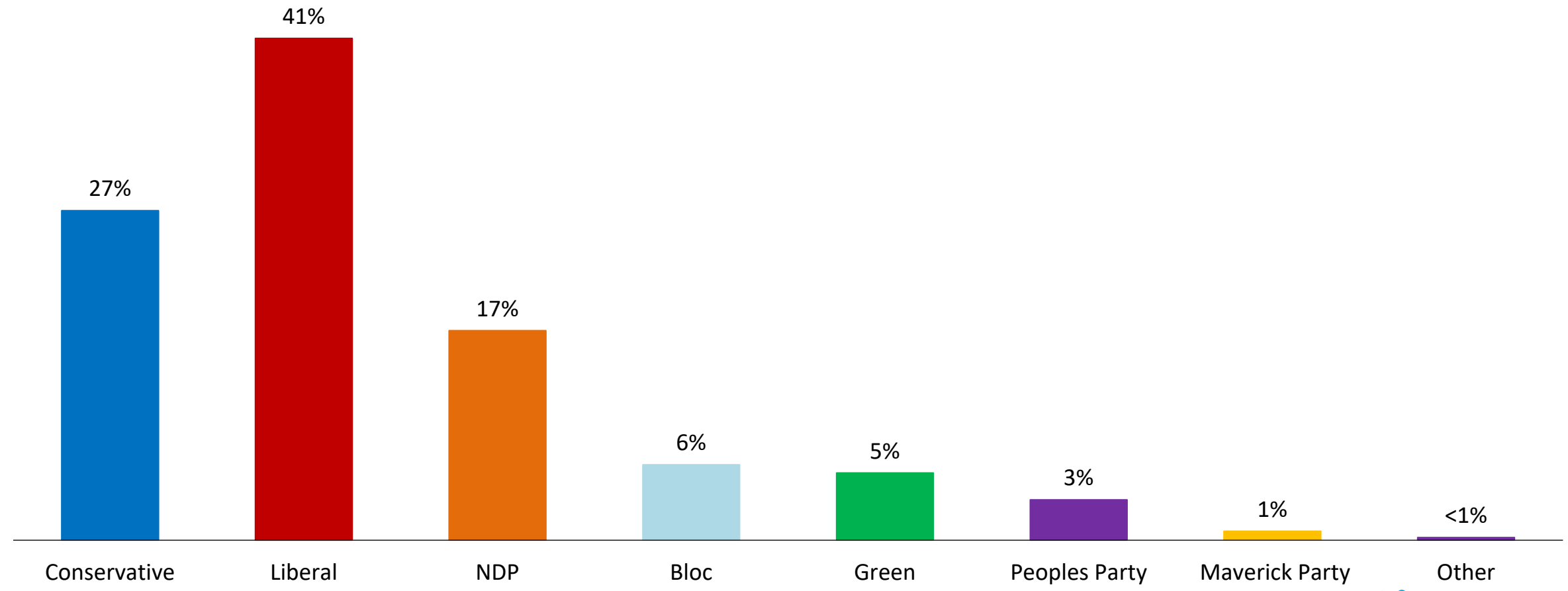
If a federal election were held today, which party would you vote for? In that case, which party do you lean toward slightly? [Vote + Lean]
[asked of all respondents; n=800]



Federal Decided Vote: Among decided voters, 41% say they would vote for the Liberals



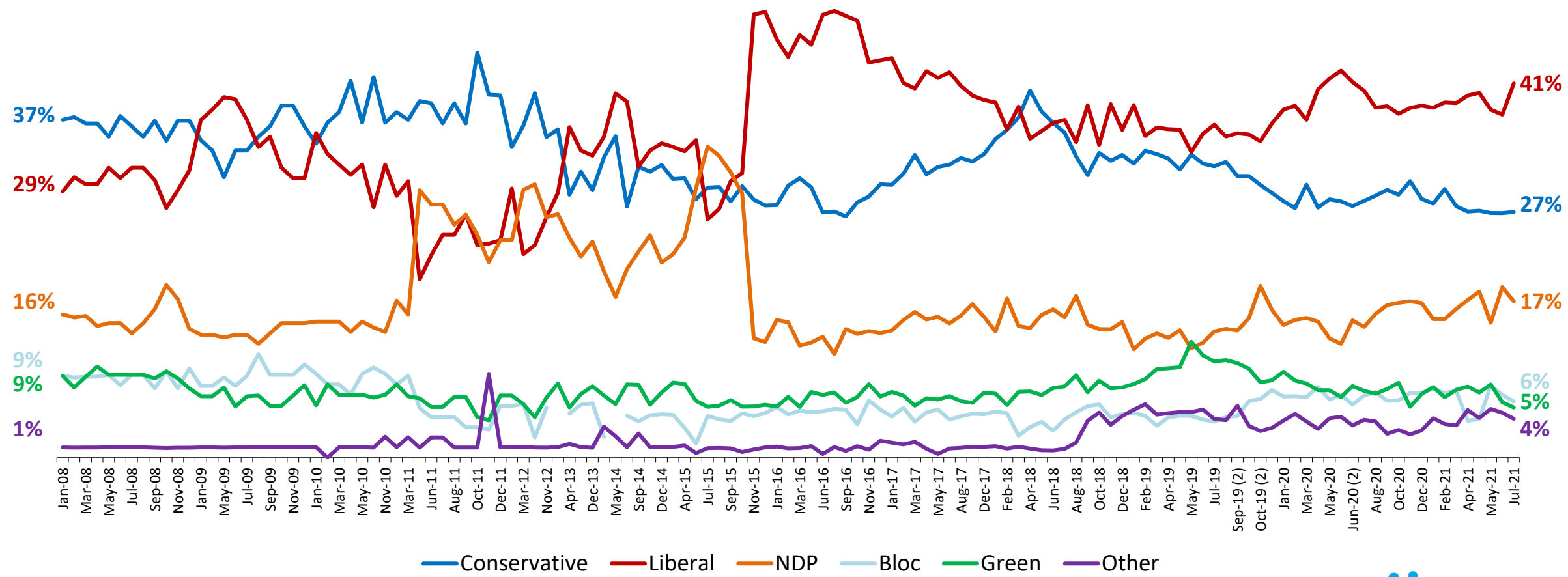
If a federal election were held today, which party would you vote for? In that case, which party do you lean toward slightly? **[DECIDED]**
[decided voters only; n=708]



Federal Decided Vote Tracking: The Liberals lead among decided voters by 14 points



If a federal election were held today, which party would you vote for? In that case, which party do you lean toward slightly? [DECIDED]
[only decided voters; n=708]

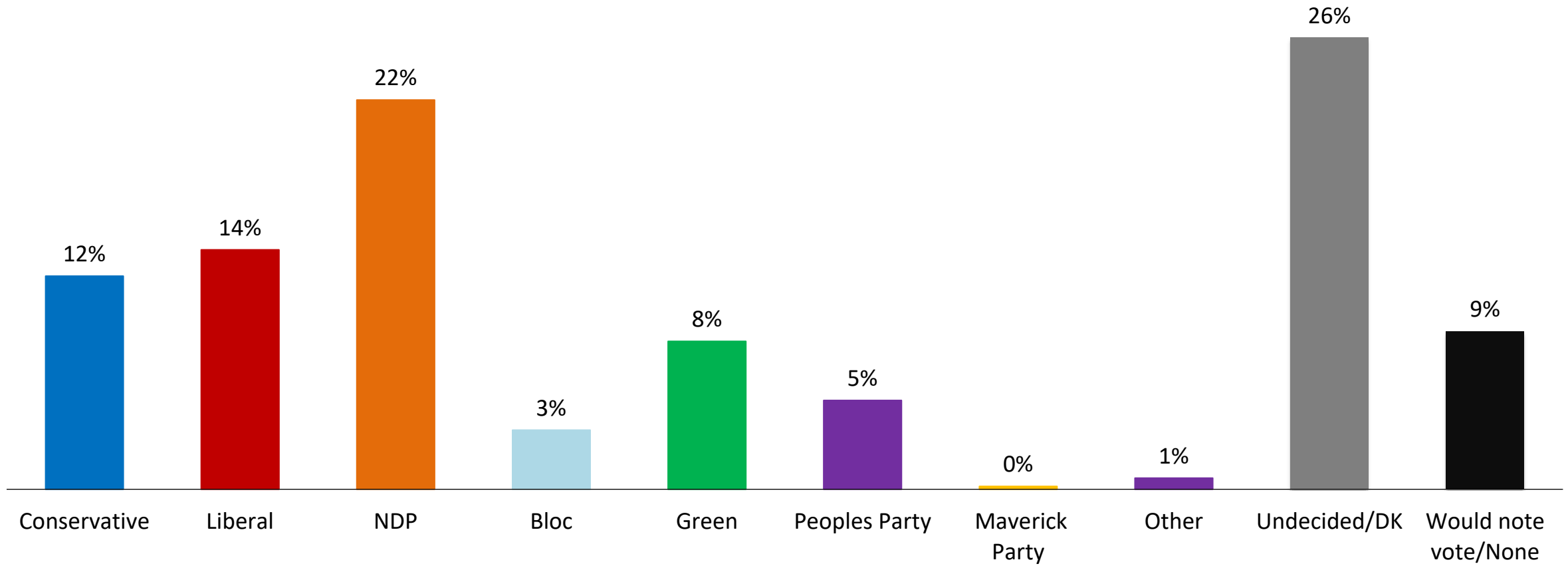


2nd Choice: The NDP are the top 2nd choice in Canada at 22% but 35% are either undecided or would not vote



And which party would be your second choice?

[decided voters only; n=708]



Stephen Harper as Conservative Leader

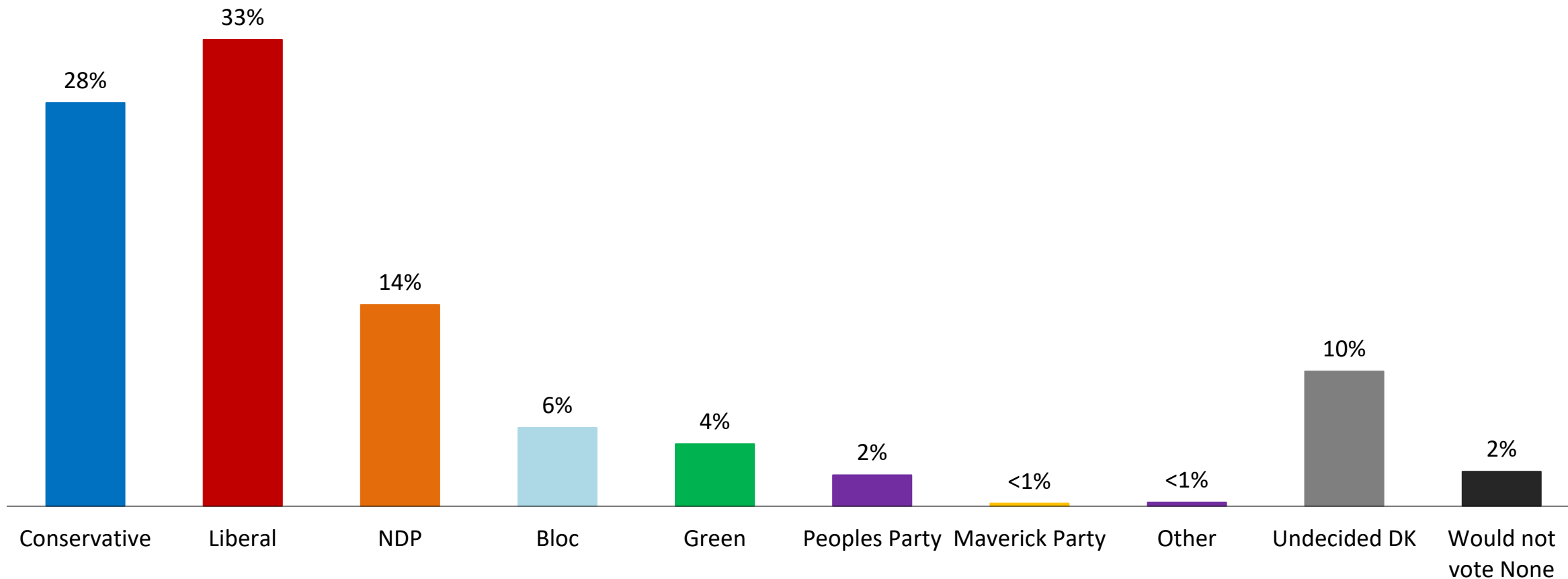
If Stephen Harper were still the leader of the Conservative Party, 32% of decided voters say they would vote Conservative and 37% say they would vote for the Liberals. That is only a 5-point gap between the two parties, compared to a 14-point gap in normal vote intention, reducing the Liberals from a likely majority to a close race for a minority.

Combined Vote with Harper: If Stephen Harper were leader of the Conservatives, 28% say they would vote for him



Some people have suggested that Stephen Harper may return as leader of the Conservative Party. If a federal election were held today, which party would you vote for? In that case, if Stephen Harper returned as leader of the Conservative Party, which party do you lean toward slightly? **[Vote + Lean]**

[asked of all respondents; n=800]

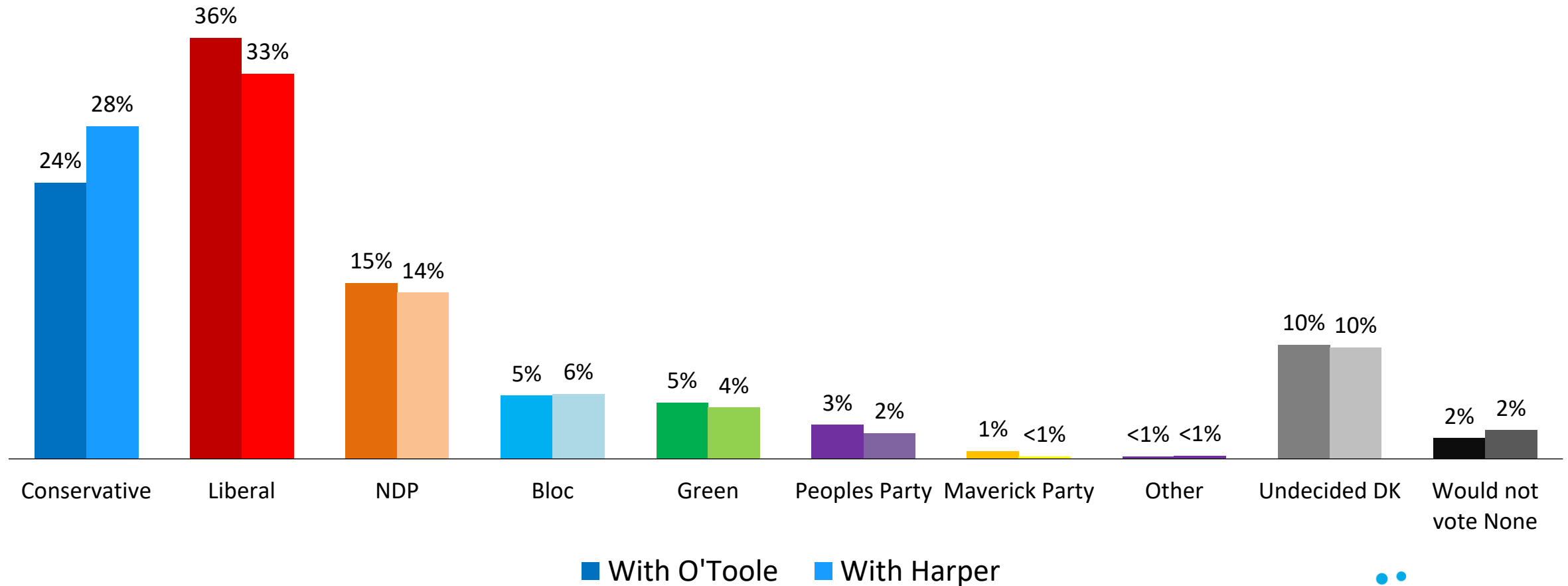


Combined Vote: The gap between the Liberals and Conservatives shrinks from 12-points to 5-points if Harper were the leader



If a federal election were held today, which party would you vote for? In that case, which party do you lean toward slightly? **AND** Some people have suggested that Stephen Harper may return as leader of the Conservative Party. If a federal election were held today, which party would you vote for? In that case, if Stephen Harper returned as leader of the Conservative Party, which party do you lean toward slightly? **[Vote + Lean]**

[asked of all respondents; n=800]



Vote with Harper: Harper pulls roughly 10% of Liberal voters and 10% of undecided or non-voters and 49% of other voters to the Conservatives

		Initial Vote Choice						Undecided/Would not vote
		Conservative	Liberal	NDP	Bloc	Green	Other	
		(N=189)	(N=288)	(N=120)	(N=43)	(N=39)	(N=30)	(N=92)
Vote Choice with Harper	Conservatives with Stephen Harper	87%	11%	4%	7%	4%	49%	10%
	Liberal	2%	82%	12%	4%	14%	3%	4%
	NDP	4%	2%	78%	0%	8%	6%	2%
	Bloc	1%	1%	0%	90%	0%	0%	2%
	Green	0%	0%	2%	0%	74%	3%	2%
	Peoples Party	4%	1%	0%	0%	0%	31%	0%
	Maverick Party	1%	0%	0%	0%	0%	0%	0%
	Other	1%	0%	0%	0%	0%	3%	0%
	Undecided DK	2%	3%	4%	0%	1%	6%	61%
	Would not vote None	0%	1%	0%	0%	0%	0%	19%

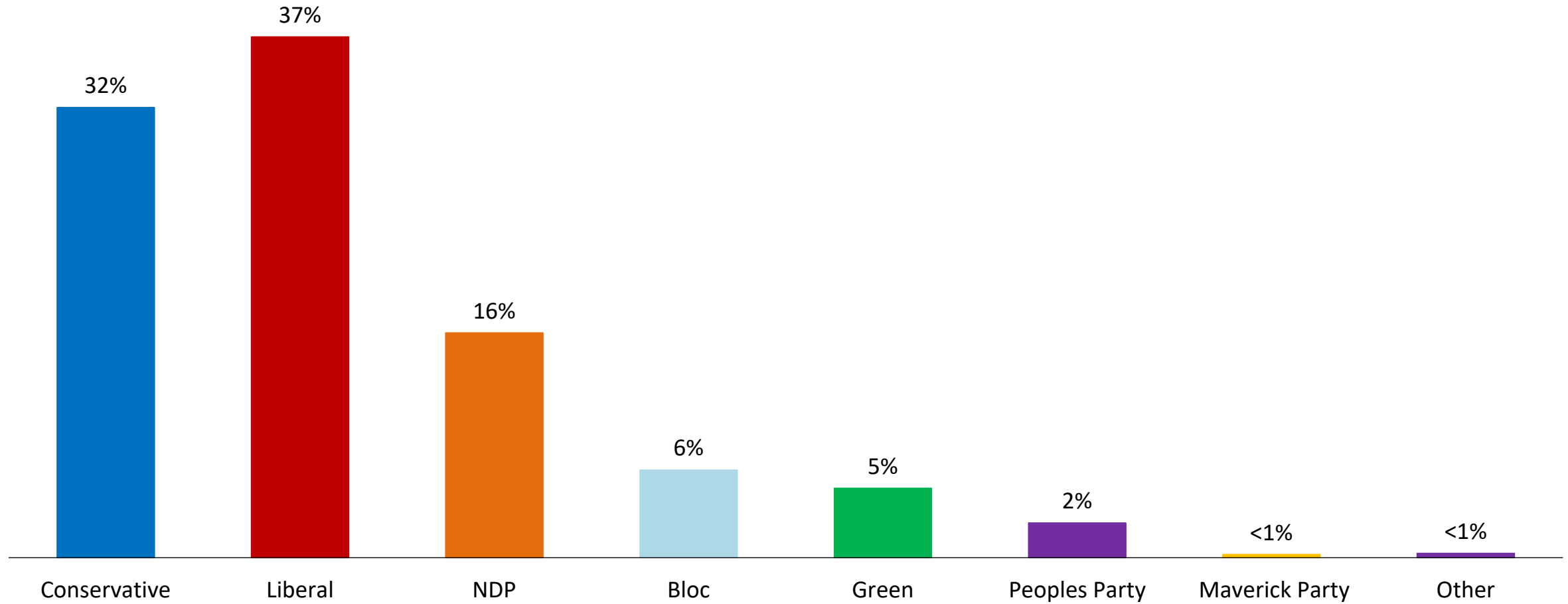
Note: Current data: July 2021

Decided Vote with Harper: Among decided voters, with Harper as the CPC leader, there is only a 5-point gap between the LPC and CPC



Some people have suggested that Stephen Harper may return as leader of the Conservative Party. If a federal election were held today, which party would you vote for? In that case, if Stephen Harper returned as leader of the Conservative Party, which party do you lean toward slightly? **[DECIDED]**

[decided voters only; n=704]

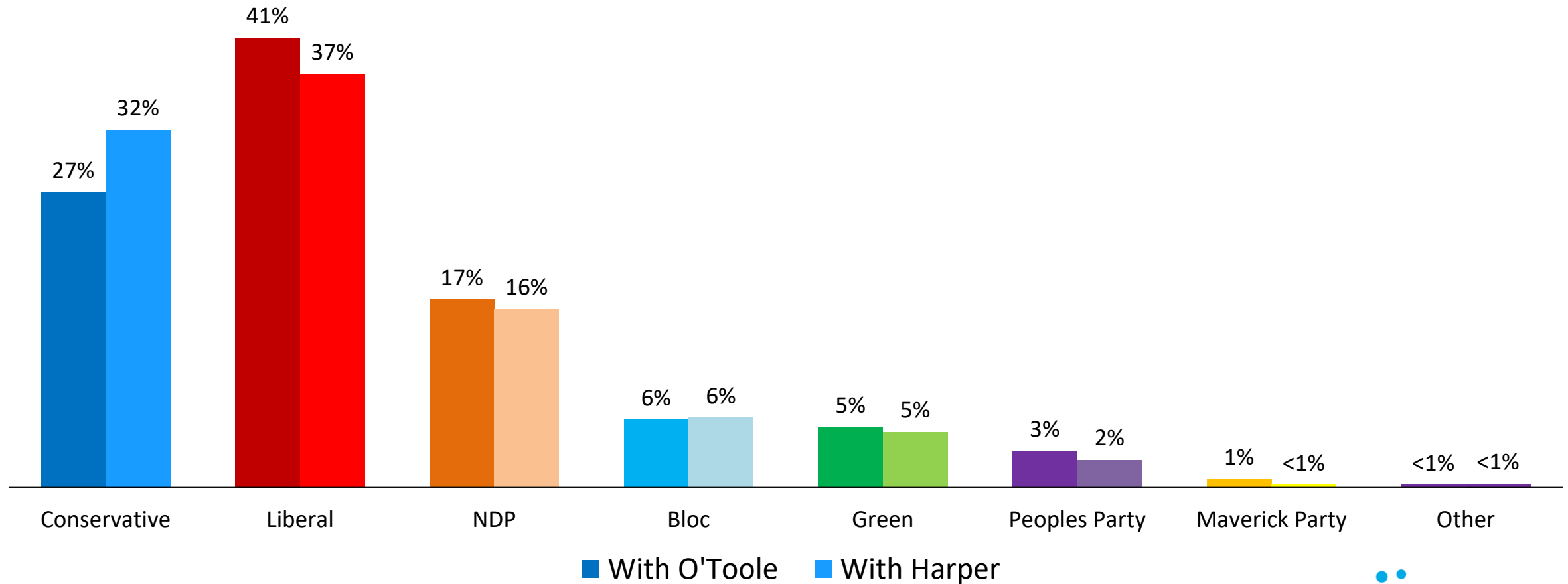


Decided Vote: The gap in decided vote between the Liberals and Conservatives shrinks from 14-points to 5-points if Harper returned



If a federal election were held today, which party would you vote for? In that case, which party do you lean toward slightly? **AND** Some people have suggested that Stephen Harper may return as leader of the Conservative Party. If a federal election were held today, which party would you vote for? In that case, if Stephen Harper returned as leader of the Conservative Party, which party do you lean toward slightly? **[Decided]**

[decided voters; n=708 for O'Toole and n=704 for Harper]

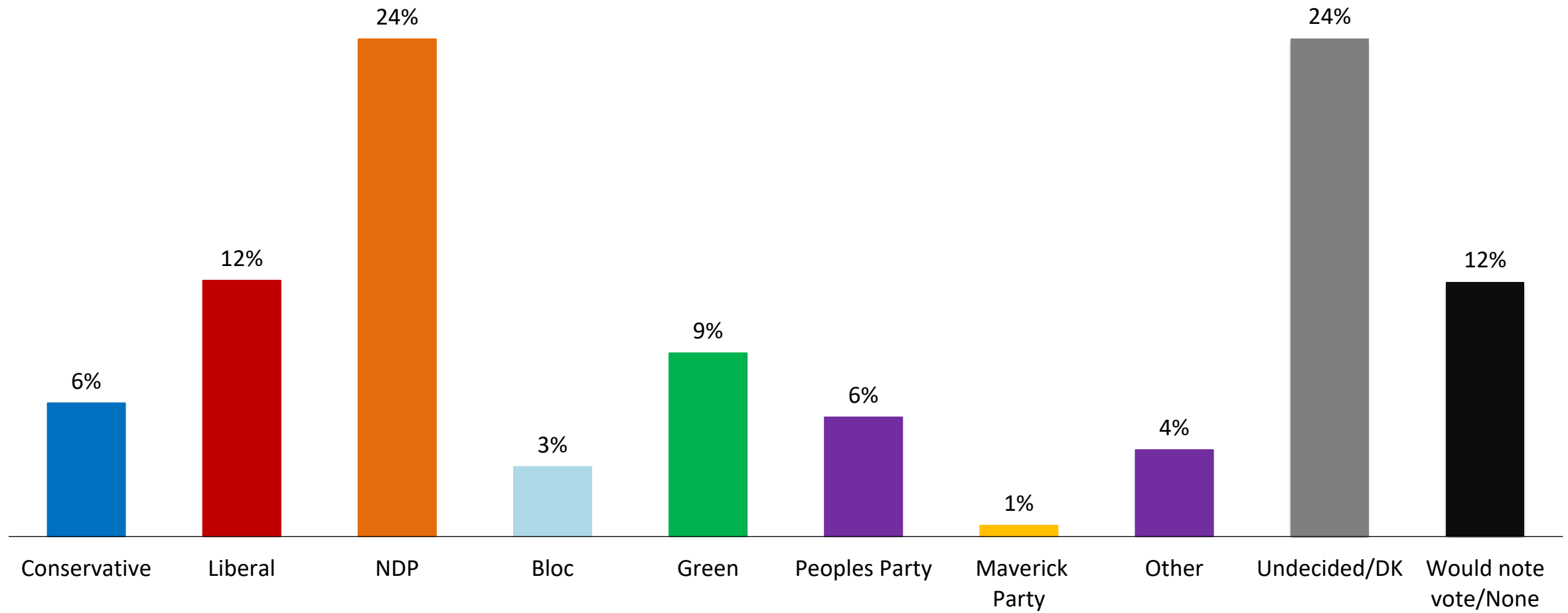


2nd Choice with Harper: With Harper as leader, the Conservatives still trail the Liberals and NDP on 2nd choice



And if Stephen Harper were to return as leader of the Conservative Party, which party would be your second choice?

[decided voters only; n=704]

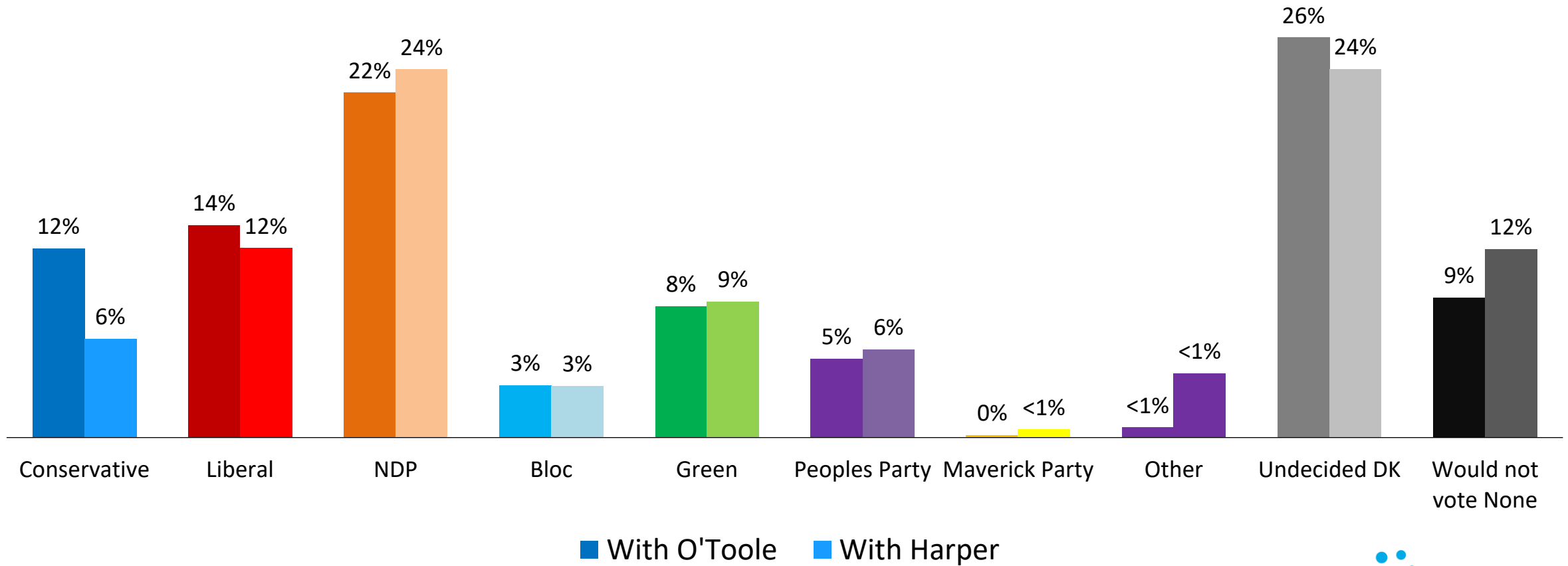


2nd Choice: 2nd choice vote for the Conservative Party is cut in half with Harper as the leader compared to O'Toole



And which party would be your second choice? **AND** And if Stephen Harper were to return as leader of the Conservative Party, which party would be your second choice?

[asked of decided voters; n=708 for O'Toole and n=704 for Harper]



Methodology



Survey Methodology

These are the results of an online survey conducted between July 15th and July 21st, 2021.

Method: This online survey was conducted using INNOVATIVE's Canada 20/20 national research panel with additional respondents from Dynata, a leading provider of online sample. Each survey is administered to a series of randomly selected samples from the panel and weighted to ensure that the overall sample's composition reflects that of the actual Canadian population according to Census data to provide results that are intended to approximate a probability sample.

Sample Size: n=834 Canadian citizens, 18 years or older. The results are nationally weighted to n=800 based on Census data from Statistics Canada.

Field Dates: July 15th and July 21st, 2021.

Weighting: Results for Canada are weighted by age, gender, and region to ensure that the overall sample's composition reflects that of the actual population according to Census data; in order to provide results that are intended to approximate a probability sample. Weighted and unweighted frequencies are reported in the table.

Margin of Error: This is a representative sample. However, since the online survey was not a random probability based sample, a margin of error cannot be calculated. Statements about margins of sampling error or population estimates do not apply to most online panels.

Note: Graphs may not always total 100% due to rounding values rather than any error in data. Sums are added before rounding numbers.

	Unweighted (n)	Unweighted (%)	Weighted (n)	Weighted (%)
Men 18-34	69	8.3%	108	13.6%
Men 35-54	116	14.0%	129	16.3%
Men 55+	160	19.3%	146	18.4%
Women 18-34	113	13.6%	109	13.7%
Women 35-54	171	20.7%	139	17.5%
Women 55+	199	24.0%	163	20.5%
Region				
BC	98	11.8%	108	13.5%
AB	86	10.3%	90	11.3%
Prairies	114	13.7%	53	6.6%
ON	235	28.2%	309	38.7%
QC	182	21.8%	185	23.1%
Atlantic	119	14.3%	55	6.9%

For more information, please contact:

Greg Lyle

President

(t) 416-642-6429

(e) glyle@innovativeresearch.ca

Building Understanding.

