

# Canada This Month Pre-Writ Benchmarking

Public Opinion Research  
Release Date: August 17, 2021  
Field Dates: August 12 to August 16, 2021

# Federal Politics: Pre-writ benchmark

Today, INNOVATIVE is releasing results from the first wave of our election tracking survey.

This online survey was in field from August 12<sup>th</sup> to August 16<sup>th</sup>, 2021 with a weighted sample size of 1,200. Detailed methodology is provided in the appendix.

**These are our final pre-writ benchmarks**; the majority of the interviews were conducted before the election was called.

This report lays out the approach we will take at INNOVATIVE throughout the campaign:

1. Tracking each campaign's awareness and impact among voters.
2. Tracking vote intention not just overall, but within key voting blocs
3. Measuring and tracking other critical indicators like each leader's reputation, whether Canadians believe it is time for a change, how many people have made up their minds, and more.

**Read, Seen, Heard**

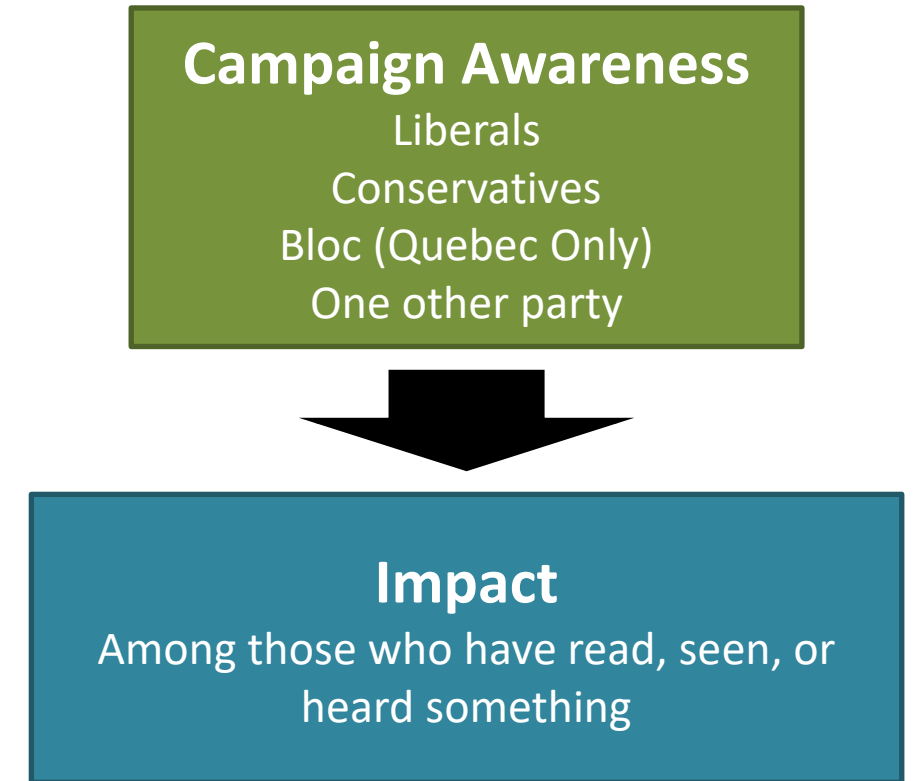
# Measuring Campaign Impacts

Each campaign hopes to win over voters first by their ability to capture their attention and second by what those voters hear about them.

INNOVATIVE tracks the impact of each campaign by asking Canadians whether they have heard about each party recently, what they have heard, and whether it has had a positive or negative impact on their impressions of that party.

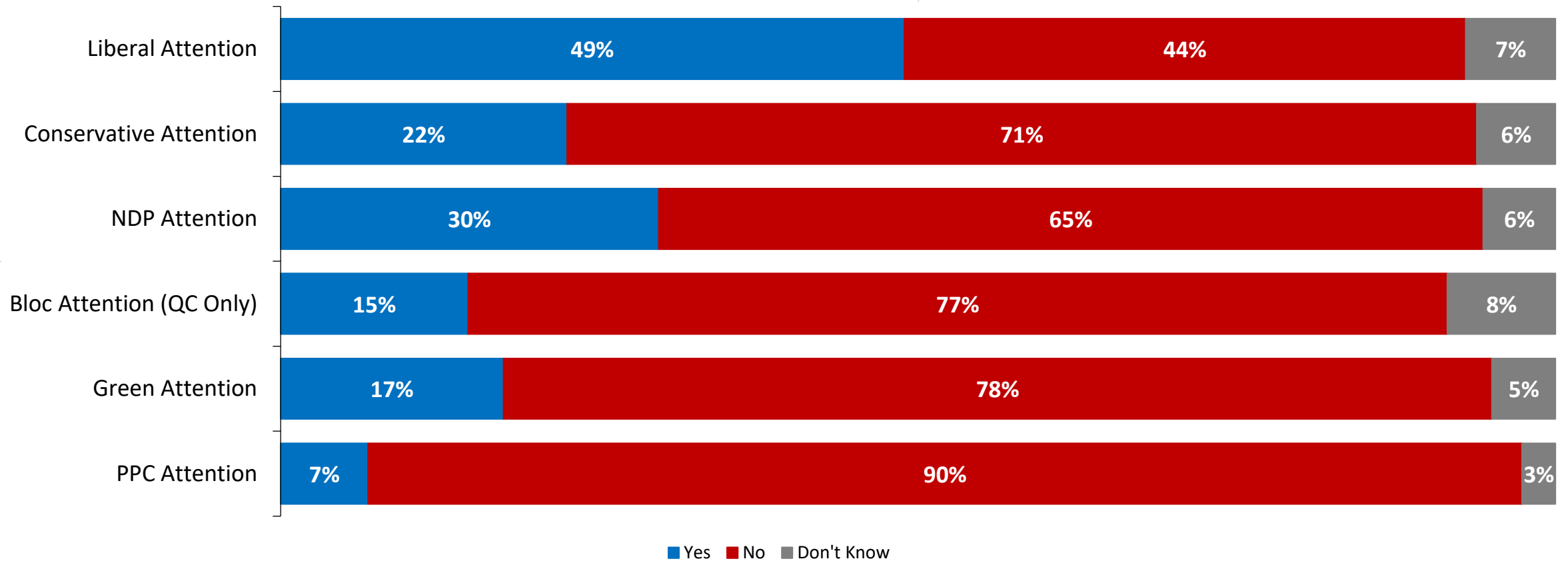
Each respondent is asked whether they have read, seen, or heard something in the last 7 days about the Liberals, the Conservatives, the Bloc (in Quebec only) and one other party selected randomly.

For each party that a respondent has heard about, they are asked what they heard and whether that news had a positive or negative impact on their impression of that party.



# Campaign Attention: Almost half of Canadians (49%) have RSH something about the Liberal party, followed by the NDP (30%)

Q Have you read, seen or heard anything about [PARTY] in the last few days?  
[asked of all respondents; n=1200]



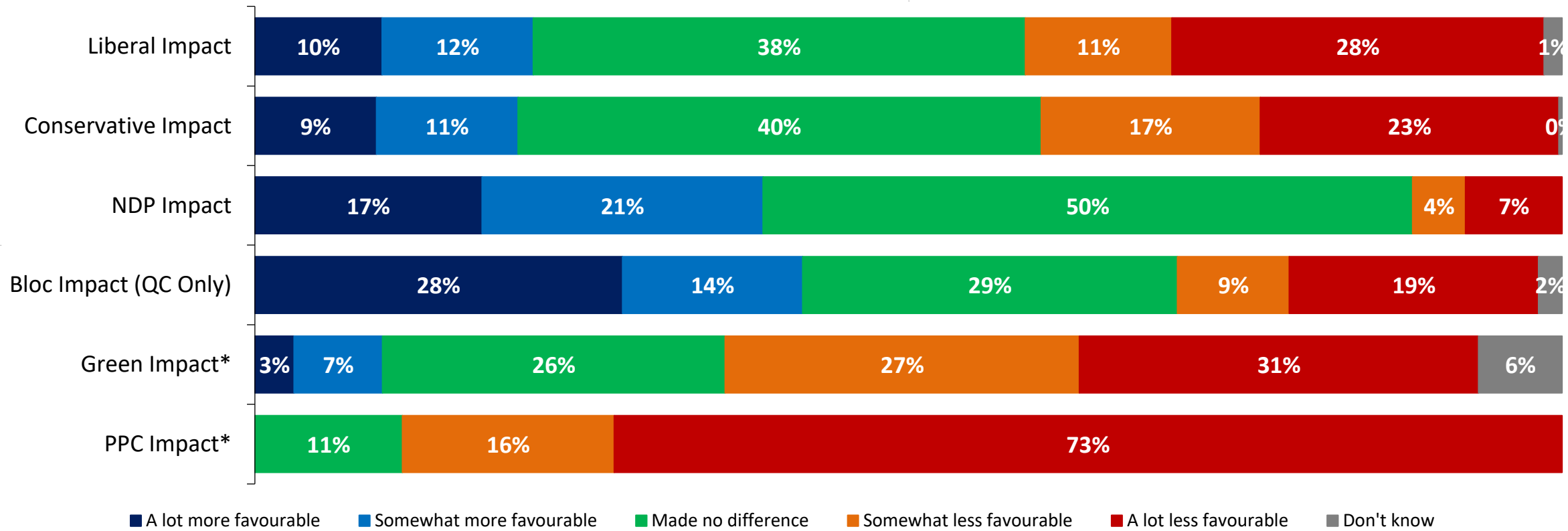
# Campaign Impact: Based on what the respondents have read, seen or heard, NDP has the highest favourable impact (39%)

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Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards [PARTY], or did it make no difference?

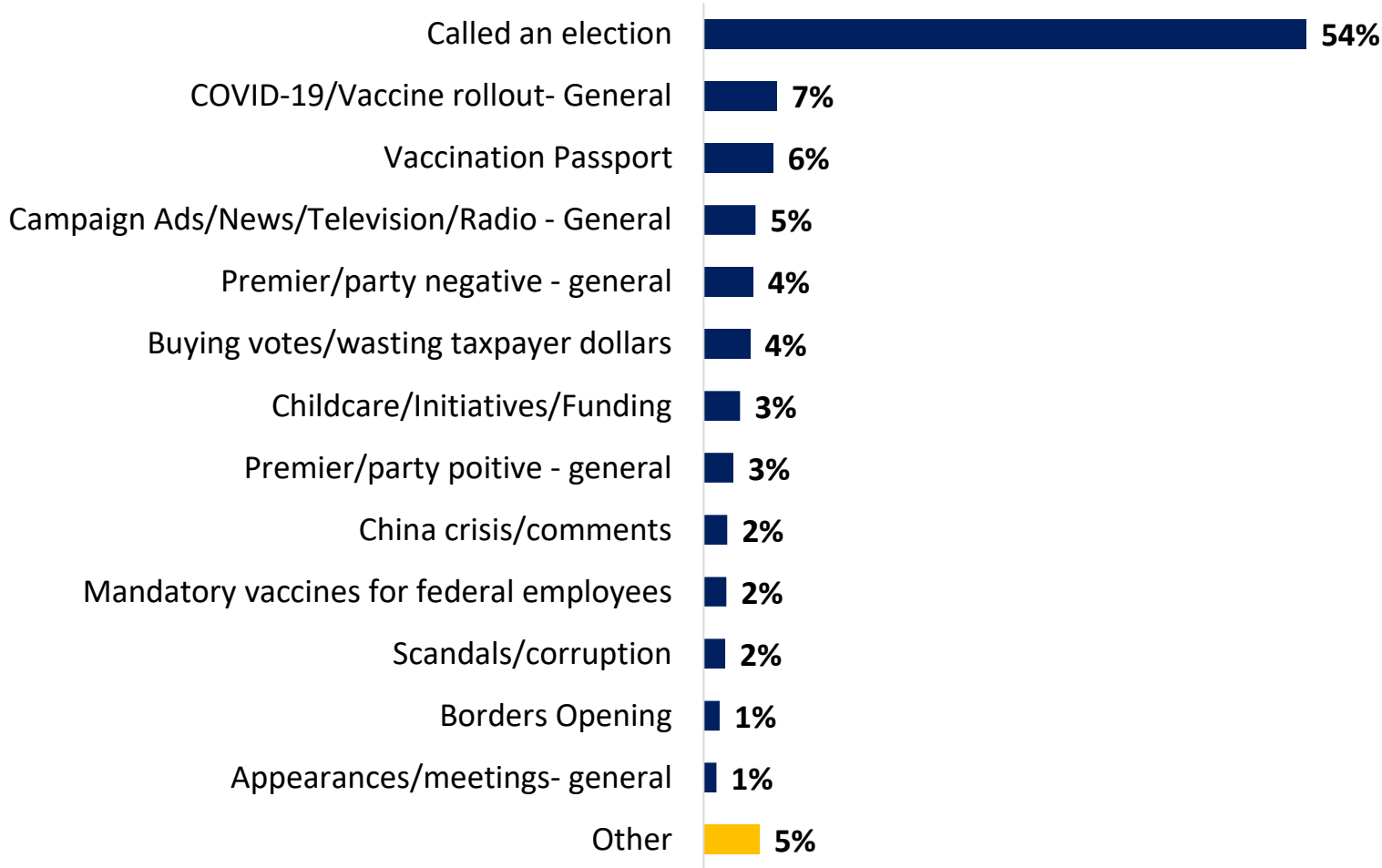
[asked of all respondents who had read, seen or heard about the party]



# RSH Liberals: Over half (54%) of the respondents have read, seen or heard about the Liberals calling for an election



And what did you read, see, or hear about Justin Trudeau and the federal Liberal party? [OPEN END]  
[asked only of those who RSH about Justin Trudeau and the federal Liberal party; n=587]

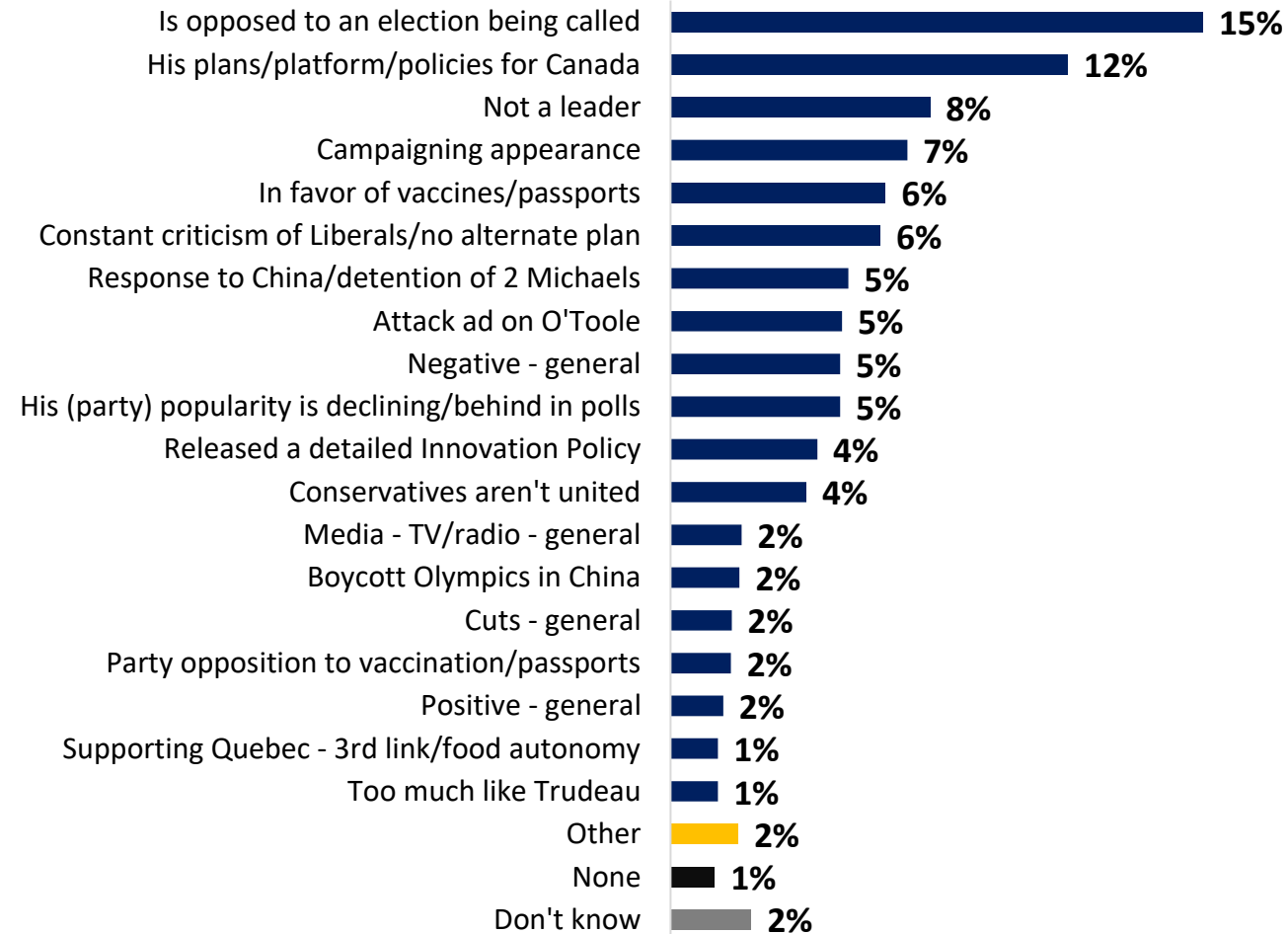


# RSH Conservatives: Respondents mostly read, saw or heard about the CPC's opposition to an election being called and their platform



And what did you read, see, or hear about Erin O'Toole and the federal Conservative party? [OPEN END]

[asked only of those who RSH about Erin O'Toole and the federal Conservative party; n=269]

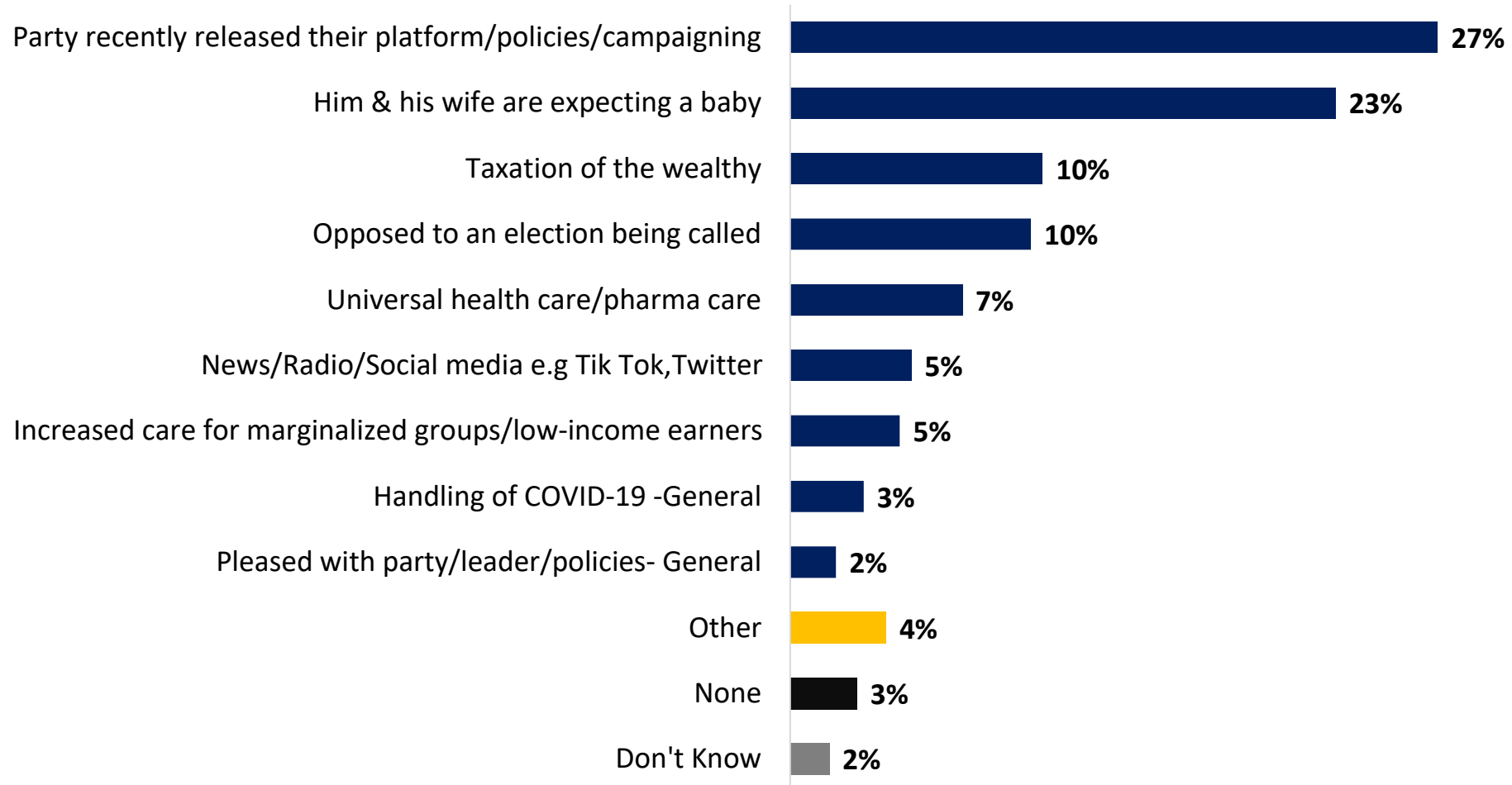


# RSH NDP: Respondents mostly read, saw or heard about the NDP releasing their election platform & the NDP leader expecting a baby



And what did you read, see, or hear about Jagmeet Singh and the federal NDP? [OPEN END]

[asked only of those who RSH about Jagmeet Singh and the federal NDP; n=125]

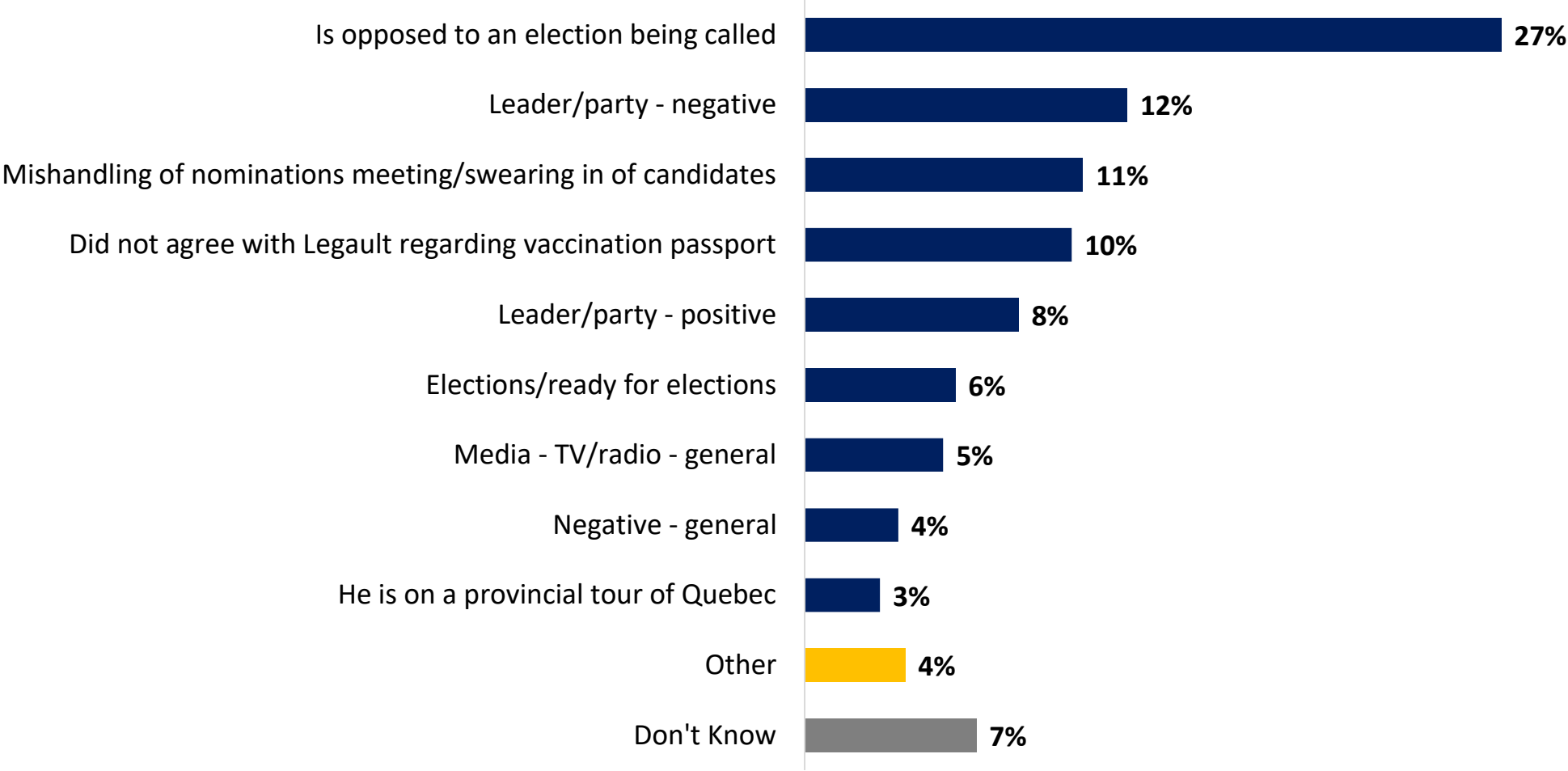


# RSH Bloc Quebecois: Respondents mostly read, saw or heard about the BQ's opposition to an election being called



And what did you read, see, or hear about Yves-François Blanchet and the Bloc Quebecois? [OPEN END]

[asked only of those who RSH about Yves-Francois Blanchet and the Bloc Quebecois; n=41]



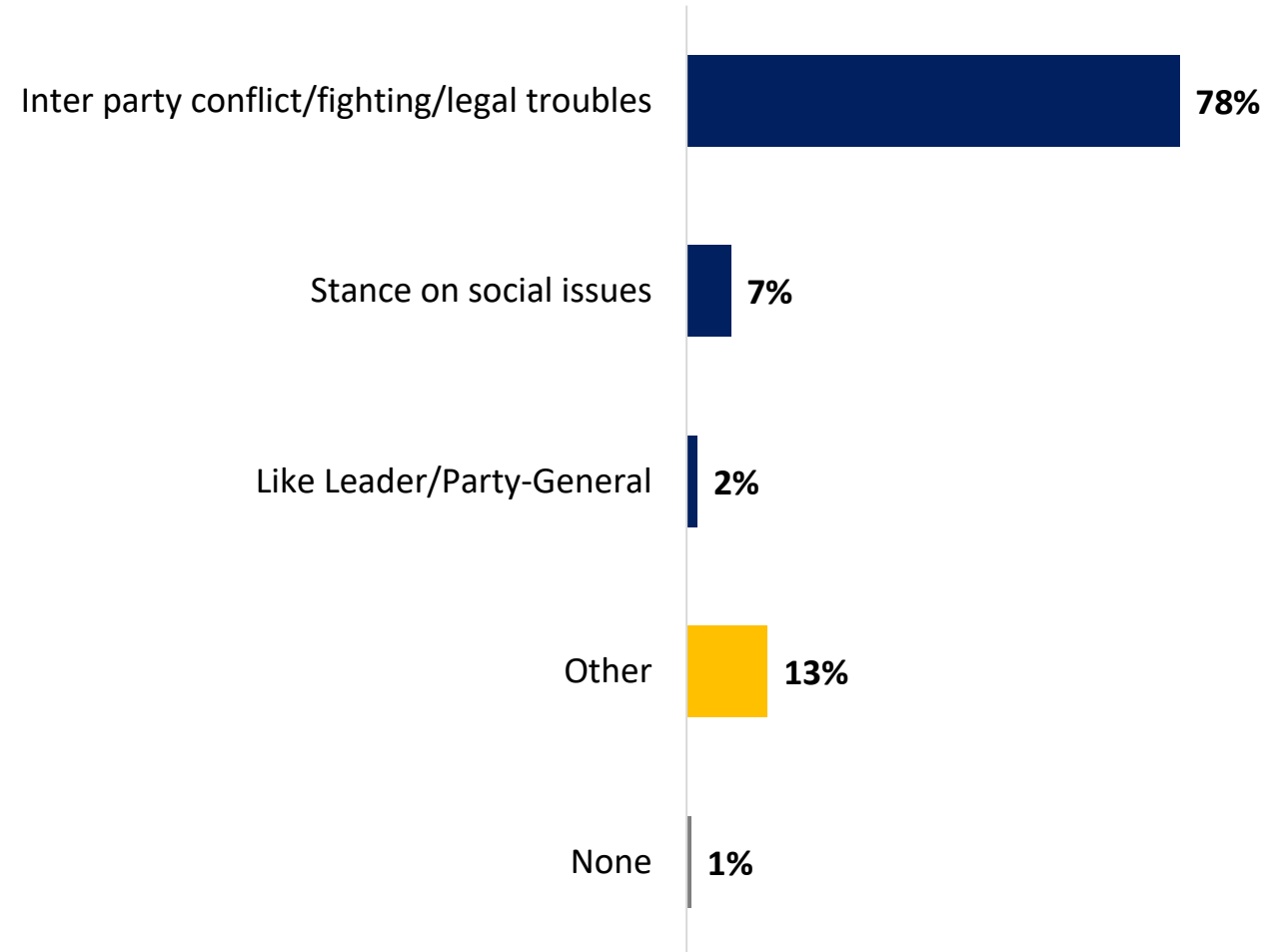
**Note:** Due to the small sample size, the results should be interpreted with caution

# RSH Green Party: Respondents mostly read, saw or heard about the conflicts and legal troubles within the Green Party



And what did you read, see, or hear about Annamie Paul and the federal Green Party? [OPEN END]

[asked only of those who RSH about Annamie Paul and the federal Green Party; n=70]

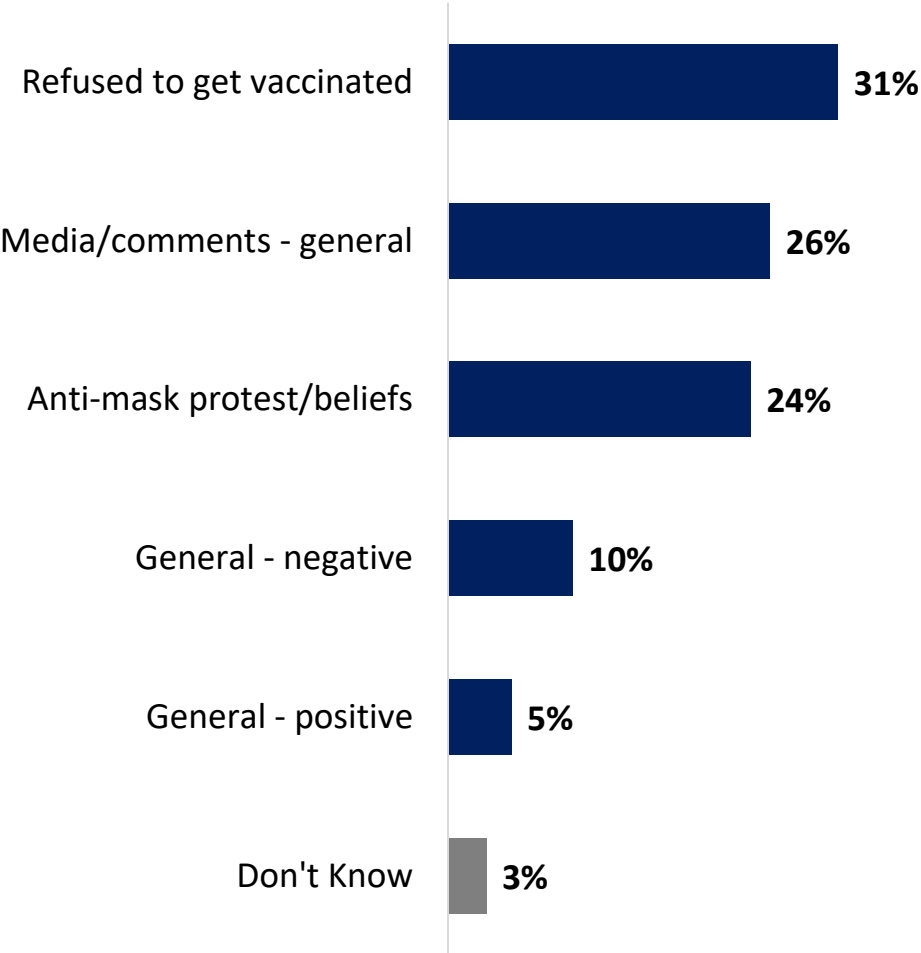


# RSH People's Party: Respondents mostly read, saw or heard about the Maxime Bernier's comments on refusing to get vaccinated



And what did you read, see, or hear about Maxime Bernier and the People's Party? [OPEN END]

[asked only of those who RSH about Maxime Bernier and the People's Party; n=27]



**Note:** Due to the small sample size, the results should be interpreted with caution

# The Liberals remain ahead on vote.

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.

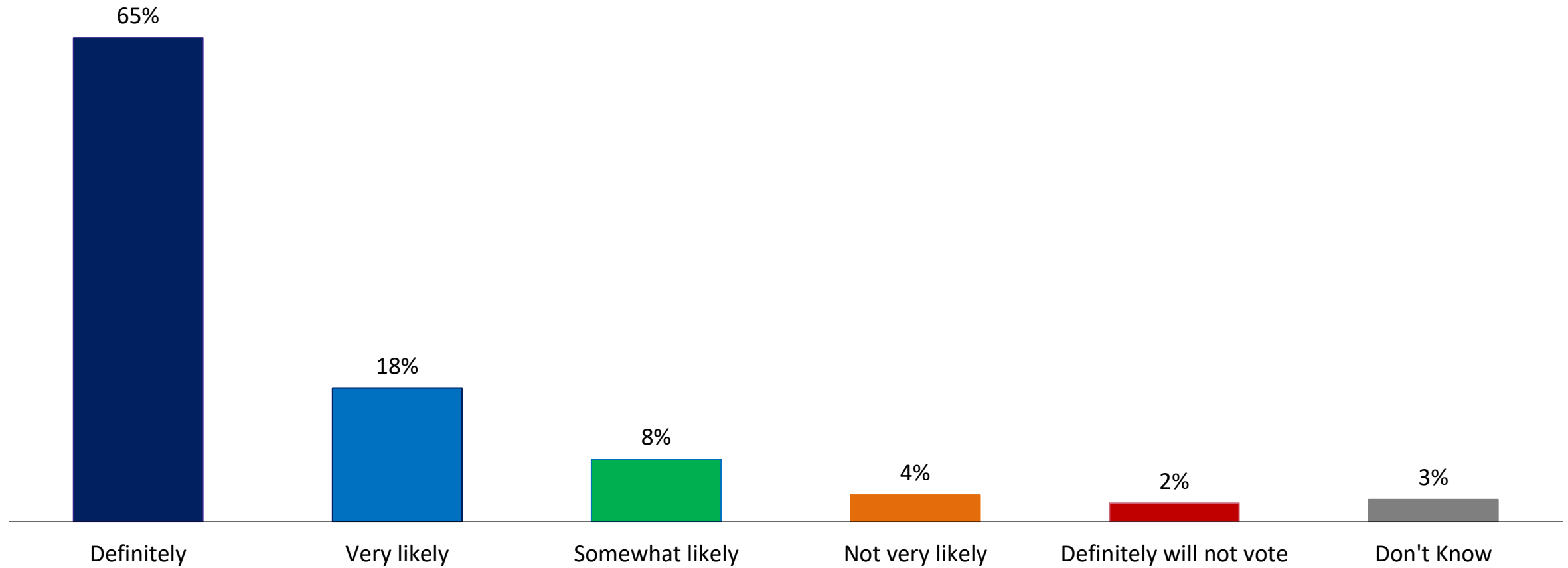
When we look at the results among *only* decided voters, we call that Decided vote. These results most tell us what the election results would be like if the survey results matched the election exactly.

# Likelihood to Vote: The majority of respondents (65%) are definitely likely to vote in the upcoming federal election



As you have heard, there is a lot of speculation that an election may be held this fall. If there is an election this fall, how likely are you to vote in that election.

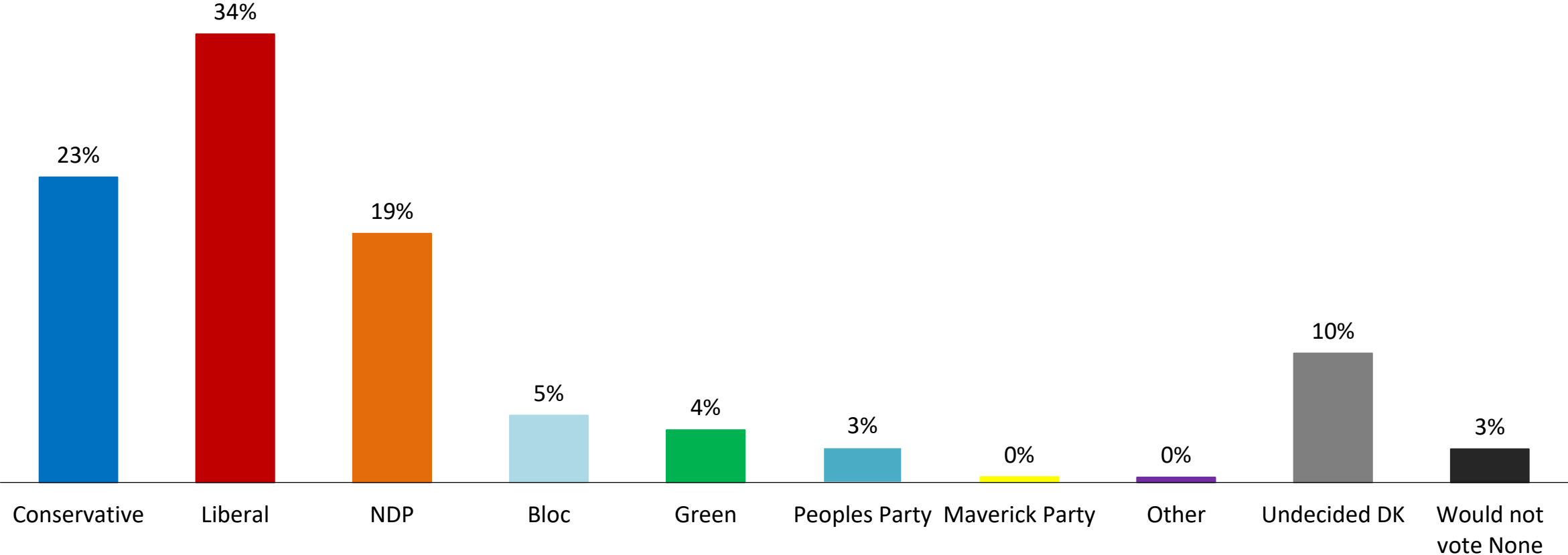
[asked of all respondents; n=1200]



# Federal Combined Vote: The Liberals (34%) have the highest combined<sup>15</sup> vote, followed by the Conservatives (23%) and the NDP (19%)



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=1200]

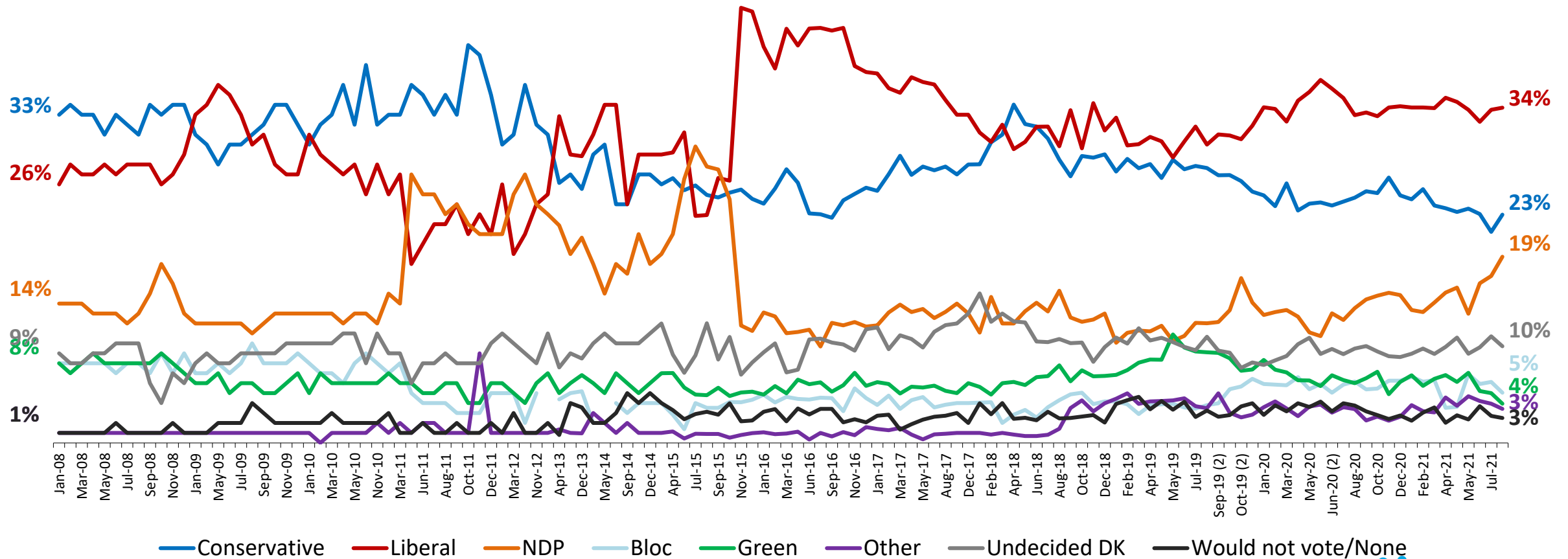


# Federal Vote Tracking: The Liberals have remained on the top for combined vote (34%); far ahead from the other parties



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=1200]



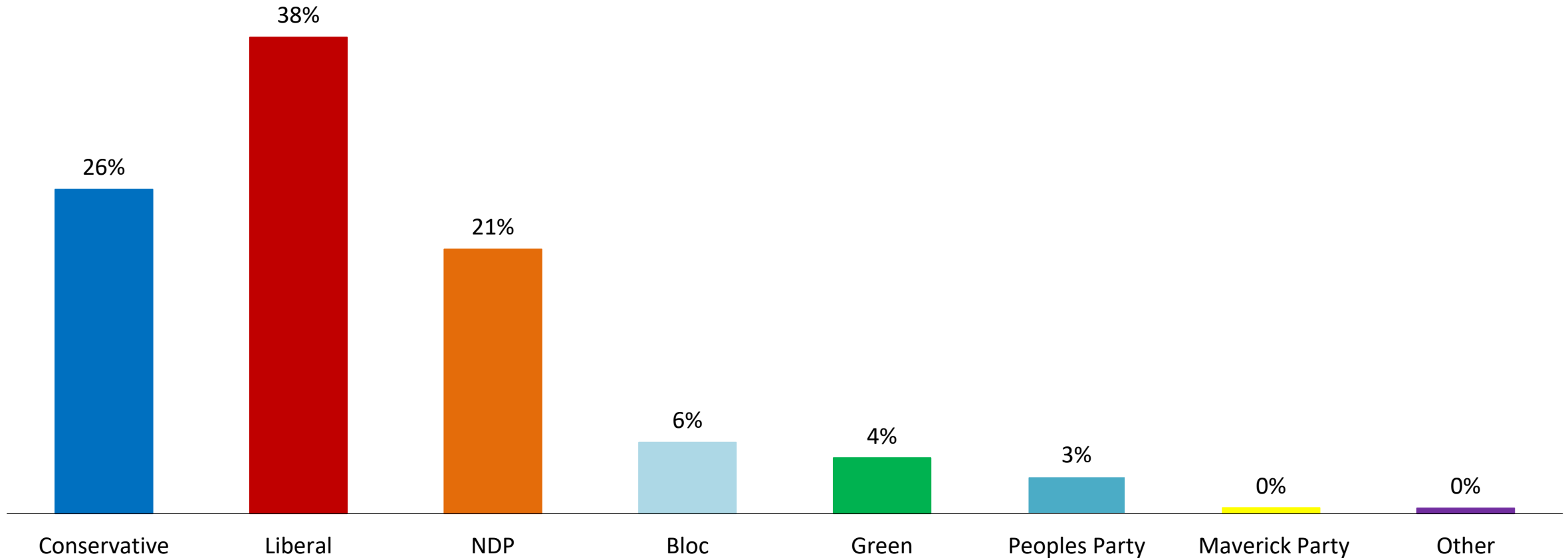
# Federal Decided Vote: Among the decided, a plurality (38%) would vote for the Liberals

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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=1053]

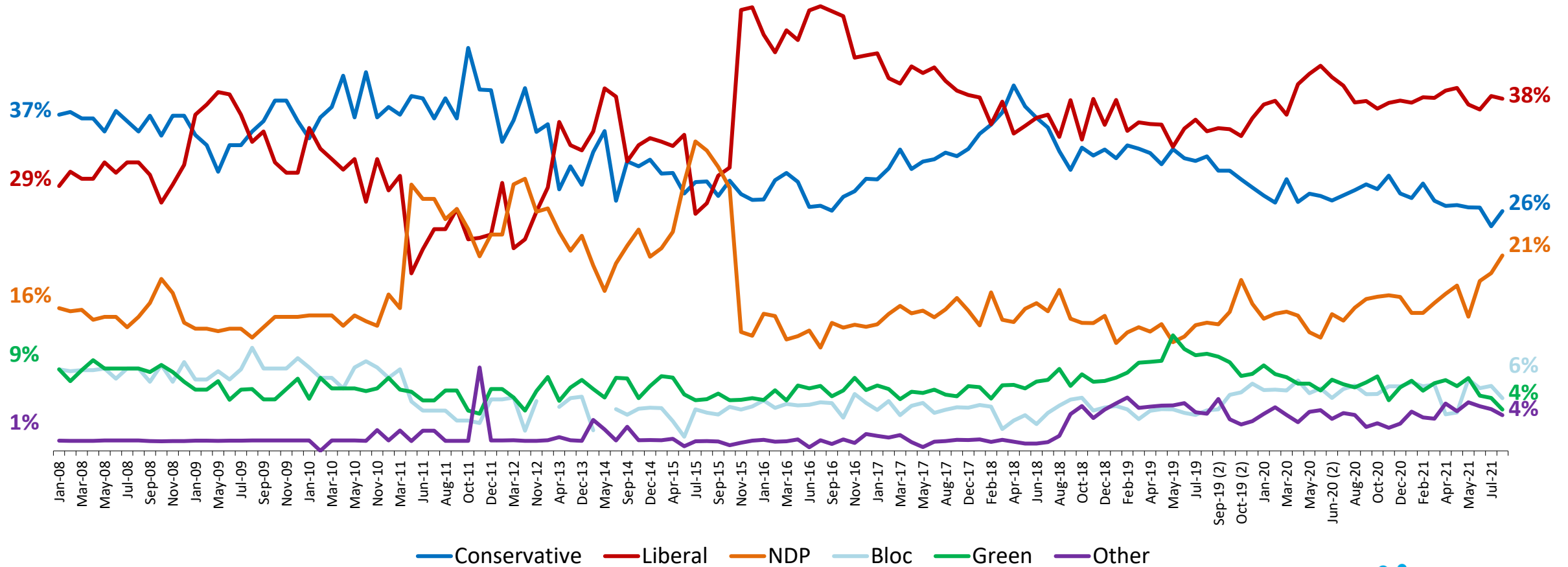


# Federal Decided Vote Tracking: The Liberals continue to lead over other parties, with the Conservatives and NDP trailing behind



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=1053]



# Decided Vote by Region: The Liberals are favoured over other parties in all regions of Canada except for Alberta where Conservatives lead

Decided vote by Region

		Region					
		BC	AB	Prairies	ON	QC	Atlantic
		(N=141)	(N=121)	(N=66)	(N=410)	(N=243)	(N=72)
Decided Vote	Conservative	30%	46%	31%	27%	13%	18%
	Liberal	37%	25%	35%	43%	36%	49%
	NDP	25%	18%	23%	23%	16%	25%
	Bloc	0%	0%	0%	0%	25%	0%
	Green	6%	0%	5%	3%	8%	5%
	Other	3%	10%	6%	4%	2%	3%

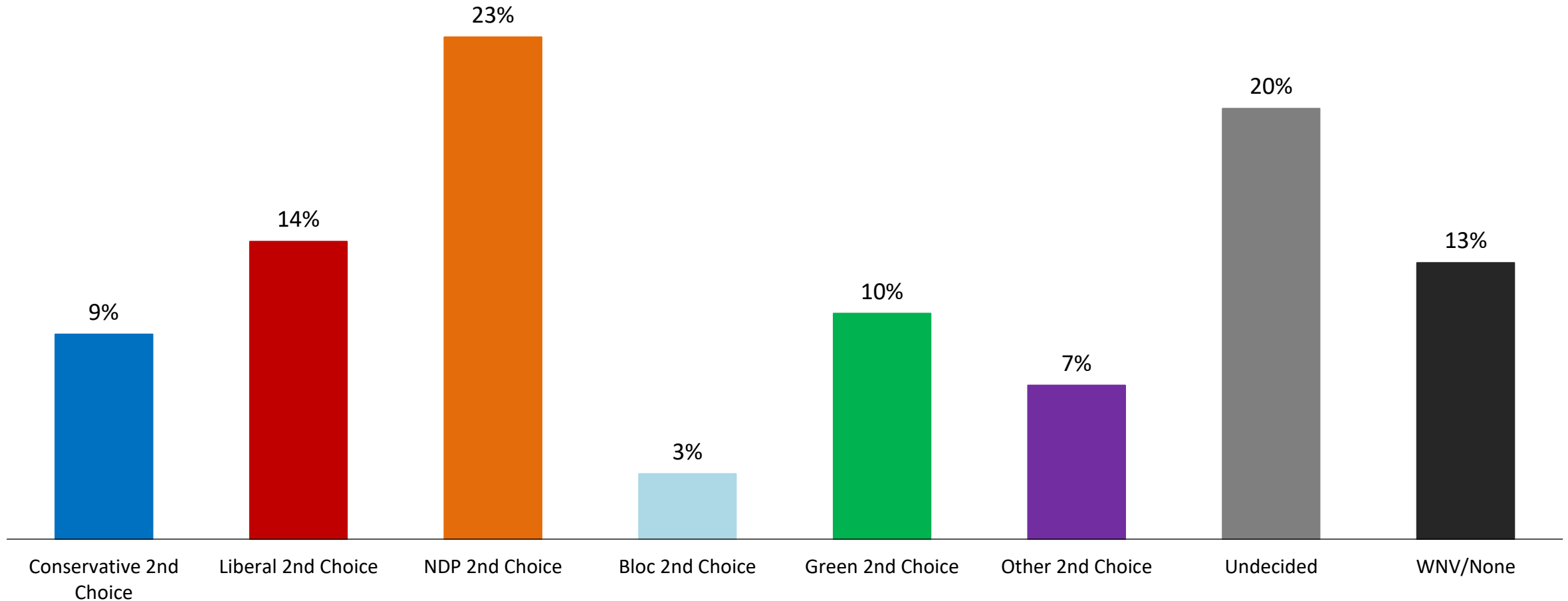
**Note:** Current data: August 2021

# Federal 2nd Choice: The top federal 2<sup>nd</sup> choice of decided voters goes to the NDP (23%) followed by the Liberals (14%)<sup>20</sup>



And which party would be your second choice?

[only decided voters; n=1053]



# Federal 2nd Choice: The top 2<sup>nd</sup> choice of Liberal voters is the NDP

And which party would be your second choice? BY [Vote+Lean]

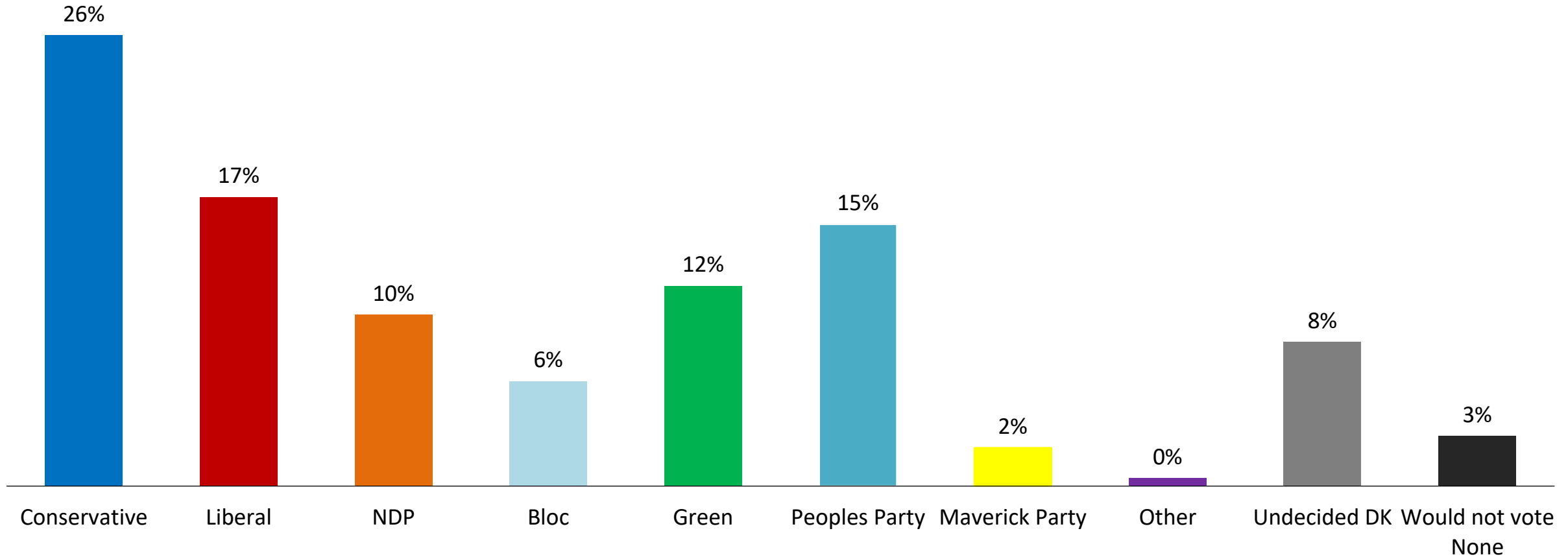
		First Choice					
		Conservative 1st Choice	Liberal 1st Choice	NDP 1st Choice	Bloc 1st Choice	Green 1st Choice	Other 1st Choice
		(N=275)	(N=404)	(N=225)	(N=61)	(N=47)	(N=41)
Second Choice	Conservative 2nd Choice		12%	9%	18%	15%	31%
	Liberal 2nd Choice	13%		42%	11%	17%	0%
	NDP 2nd Choice	15%	43%		23%	29%	7%
	Bloc 2nd Choice	3%	4%	2%		5%	1%
	Green 2nd Choice	7%	9%	18%	17%	0%	14%
	Other 2nd Choice	18%	1%	4%	1%	4%	25%
	Undecided	22%	21%	17%	20%	24%	10%
	WNV/None	22%	10%	9%	10%	5%	12%

# Never Vote: A plurality (26%) of the respondents would never vote for the Conservatives<sup>22</sup>



Is there any party you would never vote for?

[asked of all respondents; n=708]

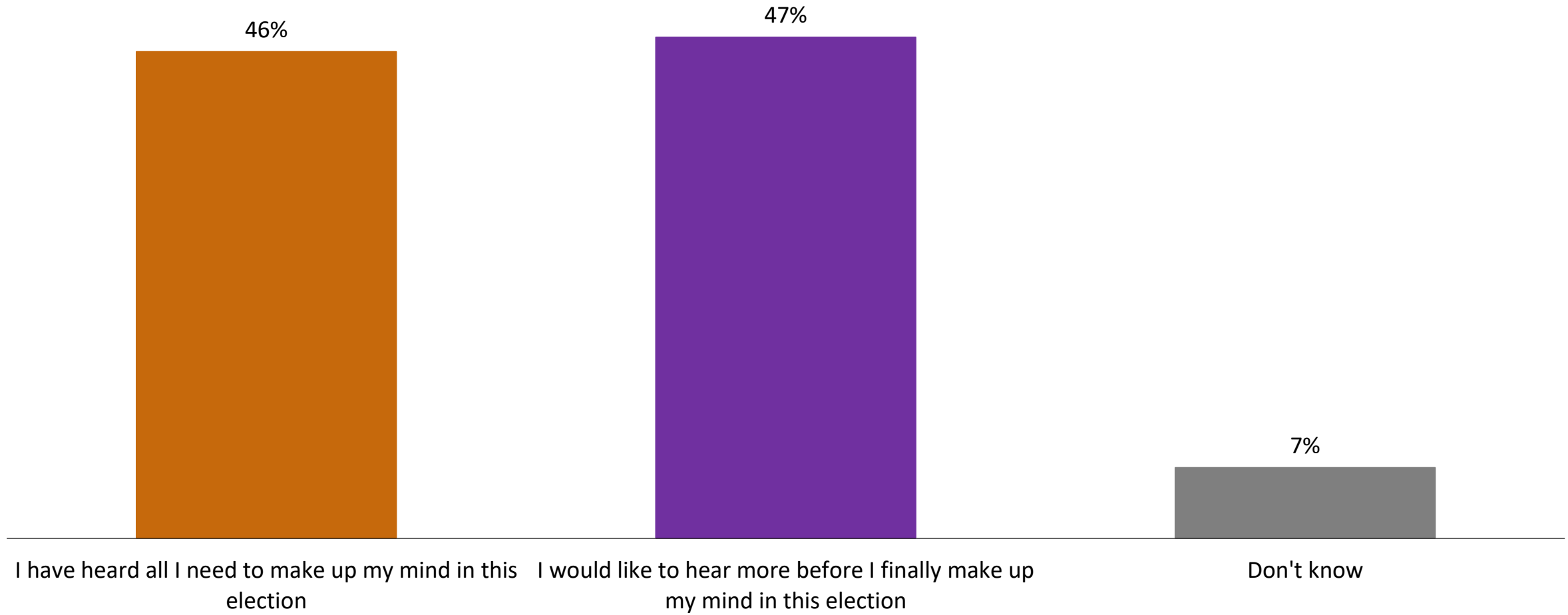


# Satisficing: The respondents are evenly split on whether they require more info or have heard all they need in order to make a decision



Which statement is closest to your view about the upcoming federal election?

[asked of all respondents; n=1200]



# Firmness of Vote: CPC partisans are more firm on their vote (63%) than the other parties; NDP partisans need to hear more to make a decision

Which statement is closest to your view about the upcoming federal election BY [Vote+Lean]

		First Choice					
		Conservative 1st Choice	Liberal 1st Choice	NDP 1st Choice	Bloc 1st Choice	Green 1st Choice	Other 1st Choice
		(N=275)	(N=404)	(N=225)	(N=61)	(N=47)	(N=41)
Satisficing	I have heard all I need to make up my mind in this election	63%	50%	39%	59%	27%	55%
	I would like to hear more before I finally make up my mind in this election	33%	47%	54%	34%	67%	39%
	Don't know	4%	3%	8%	7%	6%	6%

# Leadership

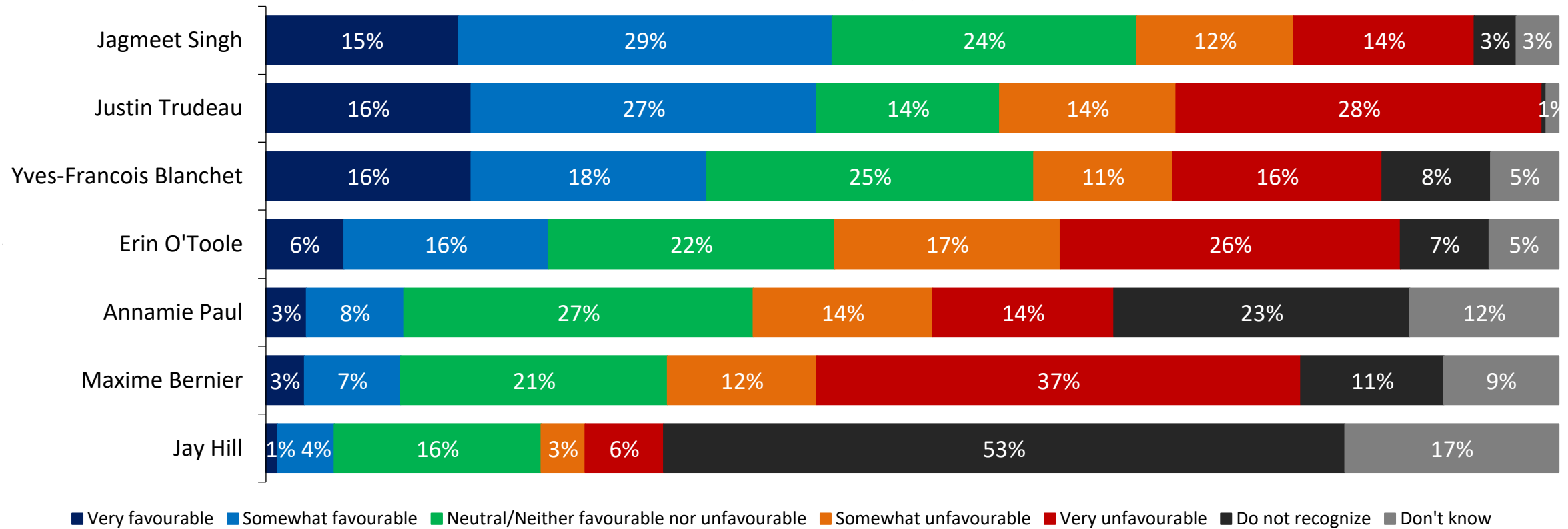
The background of the slide is a solid dark blue. It is decorated with several white circles of varying sizes. There are five circles in the upper right quadrant, three in the lower right, and one in the lower left. The circles are thin white outlines and do not contain any text or other graphics.

# Leader Favourables: The highest favourable impressions are for Singh (44%) and Trudeau (43%) with Singh having a higher net favourability



Now we are going to provide you with several names of public figures. Please indicate whether you have heard of that person and, if so, whether you have a favourable or unfavourable impression of that person. If you do not recognize the name, just indicate that.

[asked of all respondents; n=1200]

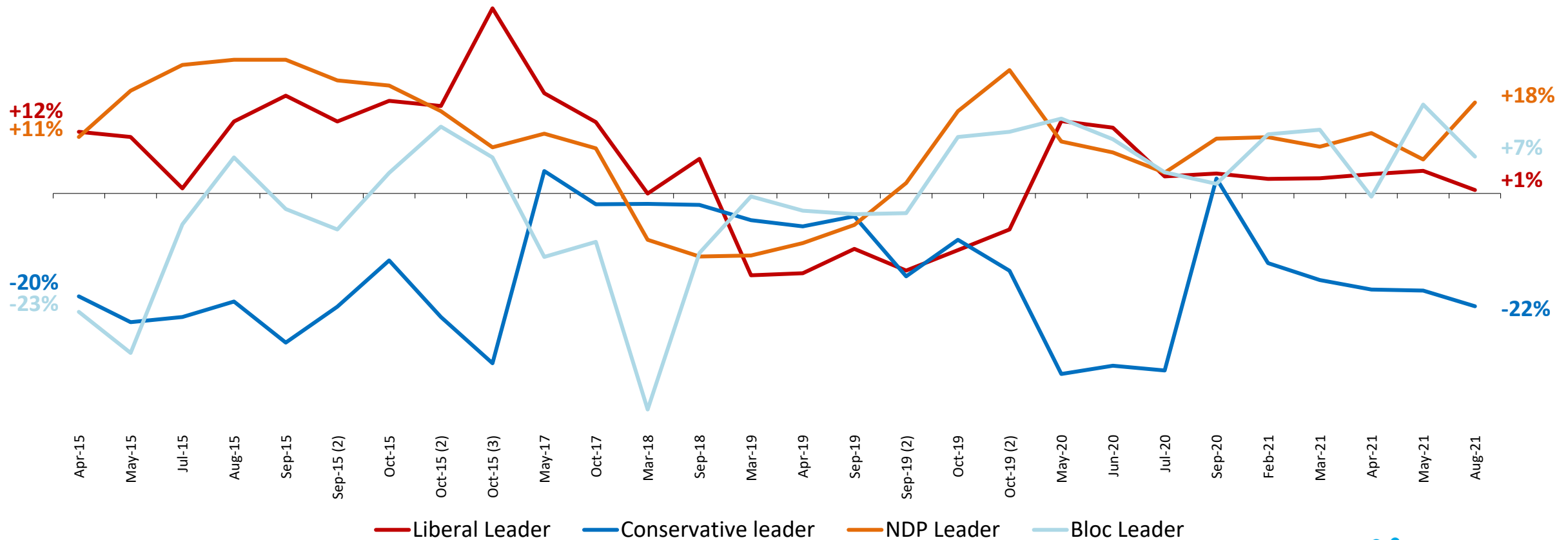


# Party Leader NET Favourables Tracking: Net favourable tracking is highest for the NDP (+18%) and lowest for O'Toole (-22%)



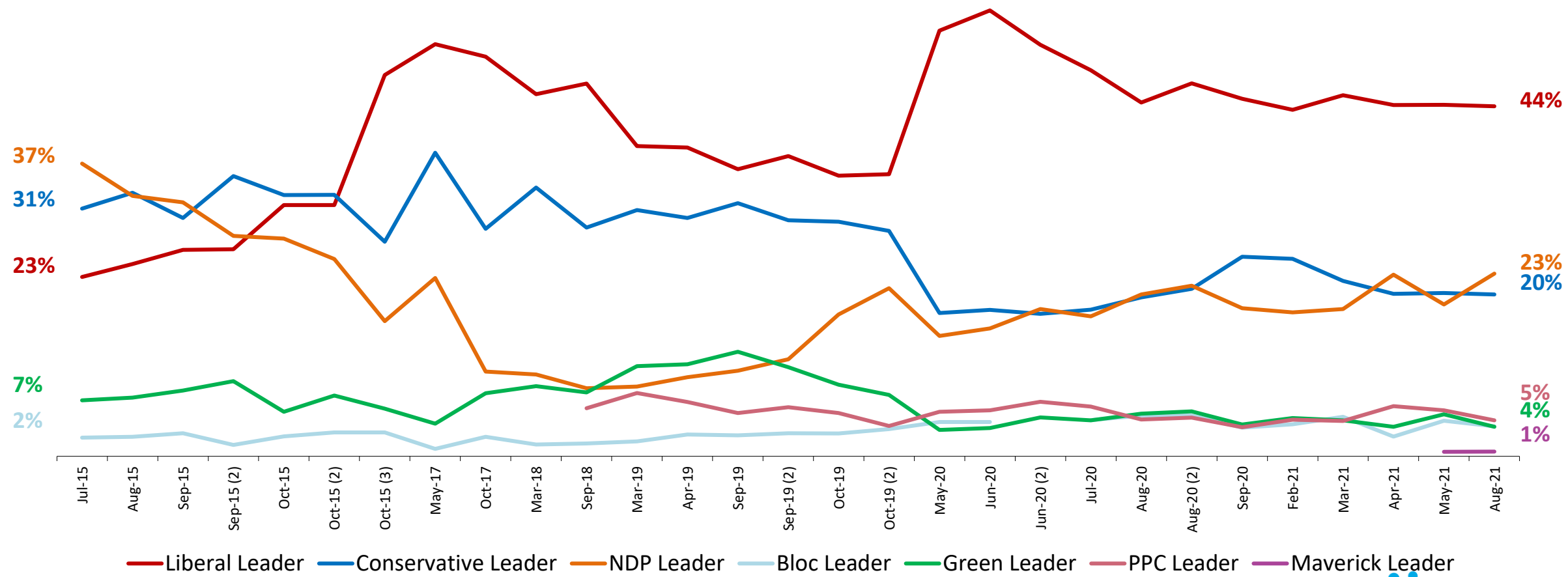
Now we are going to provide you with several names of public figures. Please indicate whether you have heard of that person and, if so, whether you have a favourable or unfavourable impression of that person. If you do not recognize the name, just indicate that.

[asked of all respondents; n=1200]



# Best Prime Minister Tracking: A strong plurality (44%) believe that the Liberal leader would make the best Prime Minister of Canada

Q Which of the following party leaders would make the best Prime Minister of Canada?  
[asked of all respondents; n=1200]



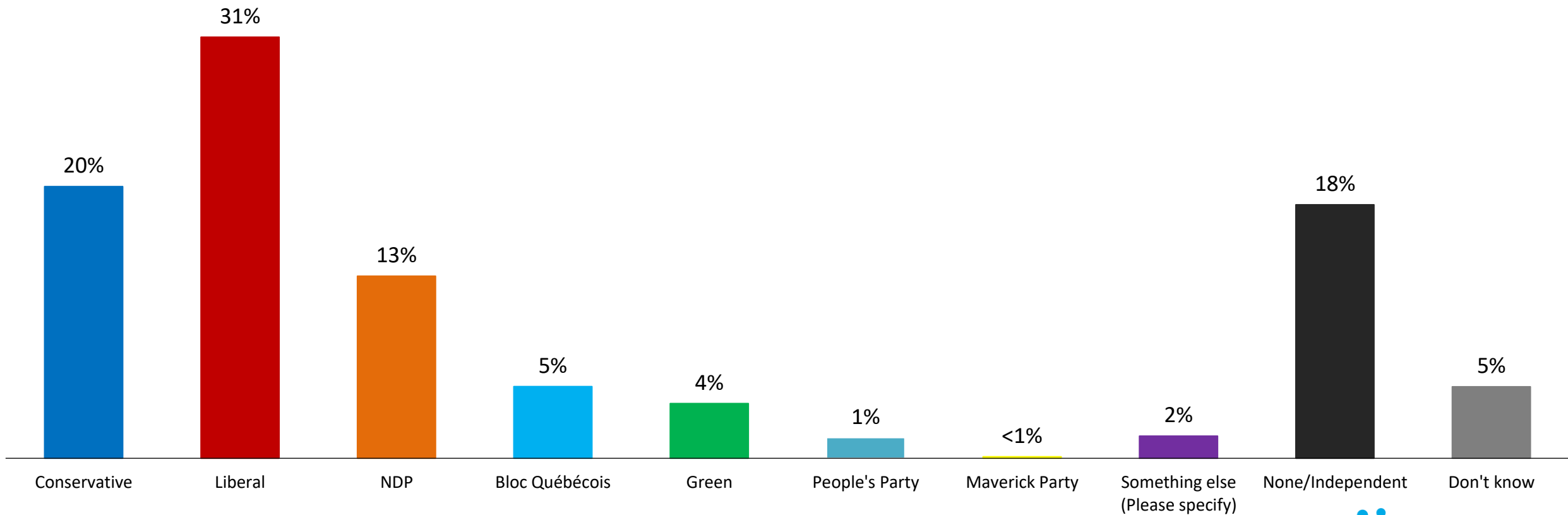
# Partisanship

# Federal Party ID: 1-in-3 (31%) identify themselves as Liberals followed by Conservatives (20%), while the NDP trail at 13% <sup>30</sup>



Thinking about politics in Canada, generally speaking, do you usually think of yourself as a...

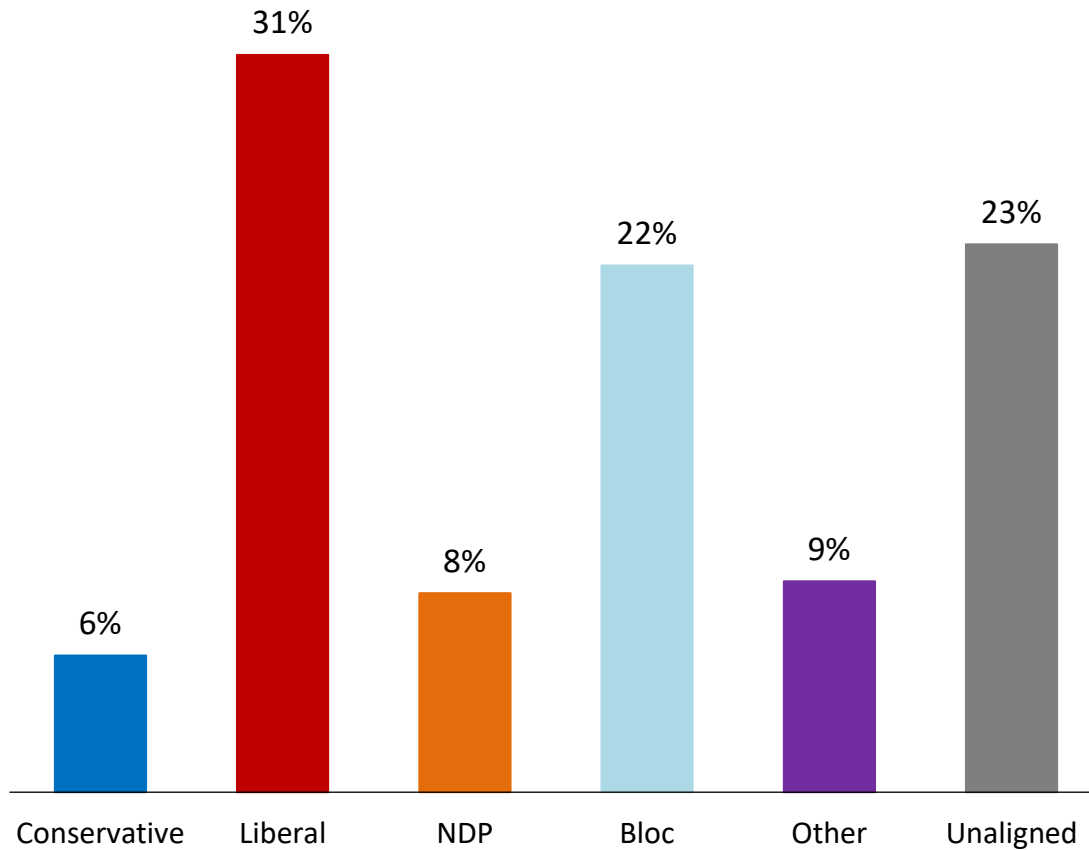
[asked of all respondents; n=1200]



# Federal Party ID (Quebec vs. ROC): The Liberals have the lead in party ID in both Quebec and the rest of Canada <sup>31</sup>

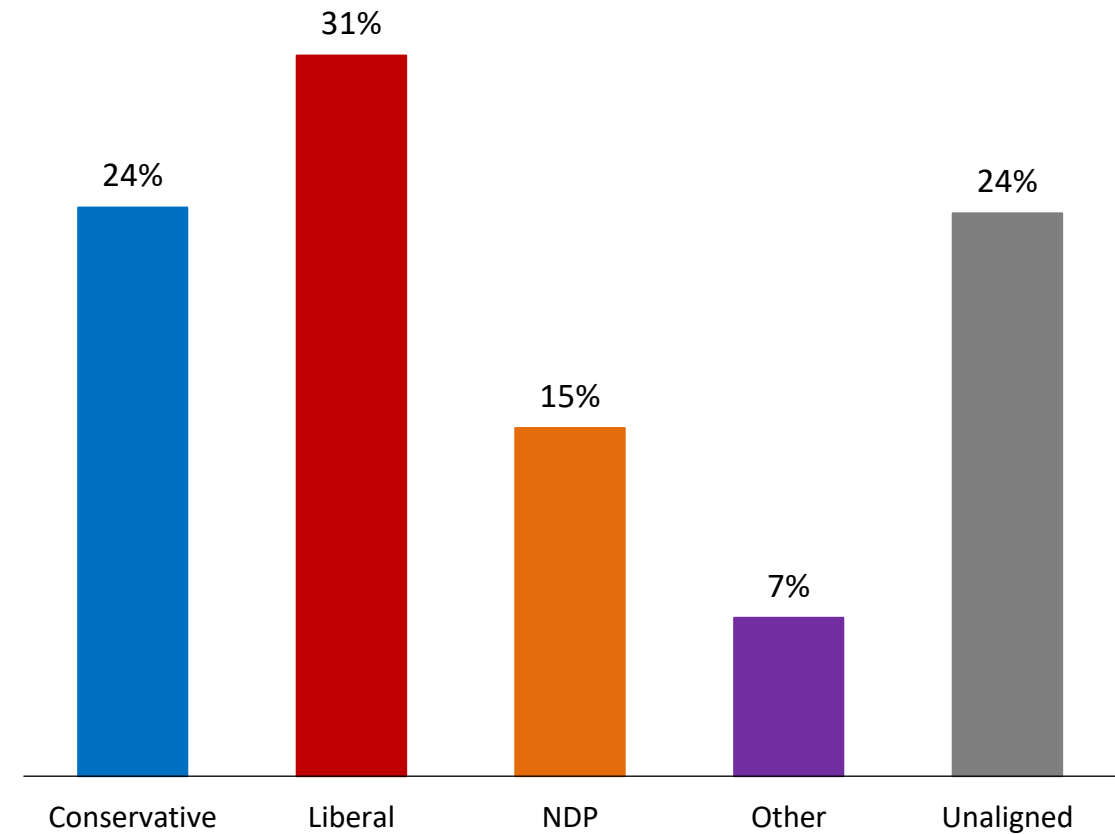
## Party ID: Quebec

[Respondents in Quebec; n=281]



## Party ID: Rest of Canada

[Respondents in the rest of Canada; n=919]

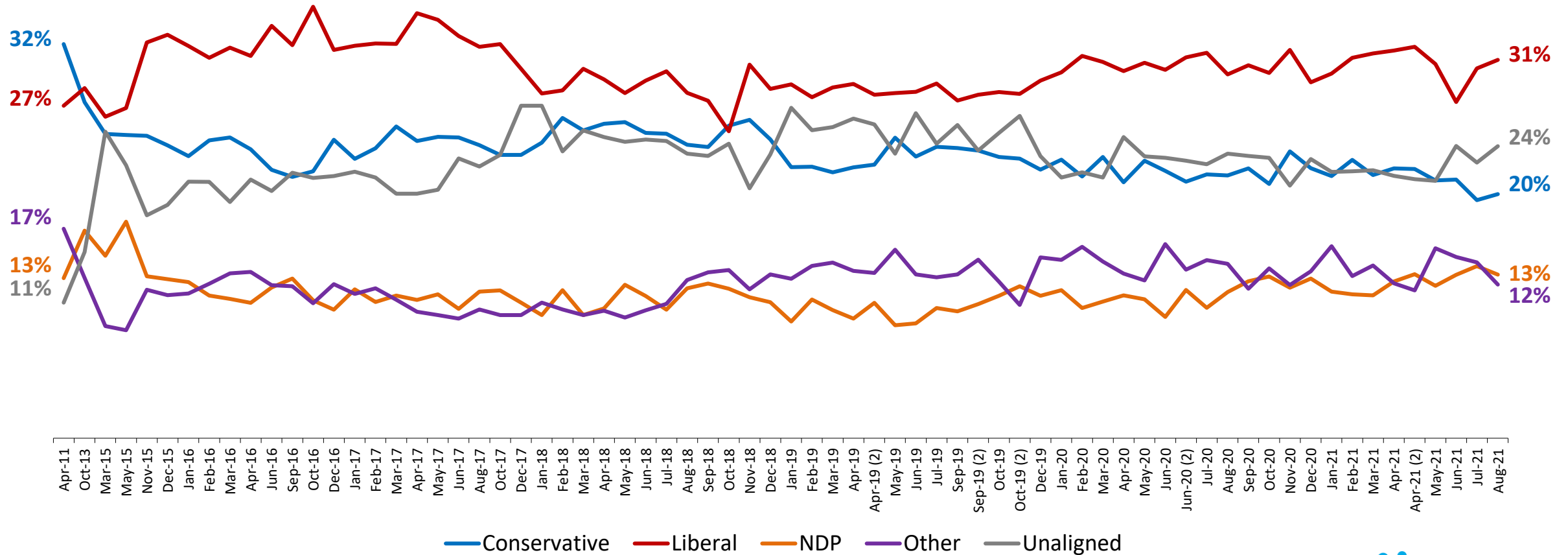


# Federal Party ID Tracking: The share of partisans have slightly increased for the Liberals and Conservatives



Thinking about politics in Canada, generally speaking, do you usually think of yourself as a...

[asked of all respondents; n=1200]



# **We group individuals into segments based on key political and economic values and attitudes**

We use these segments throughout the remainder of the report to analyze vote and leadership results.

# Key Segmentations

*Throughout the campaign, INNOVATIVE will use three key segmentations to understand movement in vote intention and leader reputation. These segmentations have been developed, refined, and validated over the course of dozens of elections campaigns that we have tracked. Detailed definitions and results for each segment can be found in the appendix.*

## Political Value Clusters

We group Canadians into six “values” clusters based on 4 key political values:

1. Populist Conservatives (11%)
2. Deferential Conservatives (13%)
3. Business Liberals (25%)
4. Left Liberals (16%)
5. Core Left (21%)
6. Thrifty Moderates (14%)

## Economic Gap

The economic gap segmentation divides Canadians by their outlook on their economic future, splitting them into four groups:

1. Canadian Dream Achievers (31%)
2. Canadian Dream Strugglers (26%)
3. Ambivalent (18%)
4. Alienated (25%)

## Time For Change

This segmentation separates Canadians by their views on the incumbent government. Is it time for a change, and is there a better alternative than the current government? This creates six groups:

1. Core Liberals (22%)
2. Soft Liberals (11%)
3. Time for Change Liberals (9%)
4. Uncertain (11%)
5. Soft anti-Liberals (23%)
6. Hostile (25%)

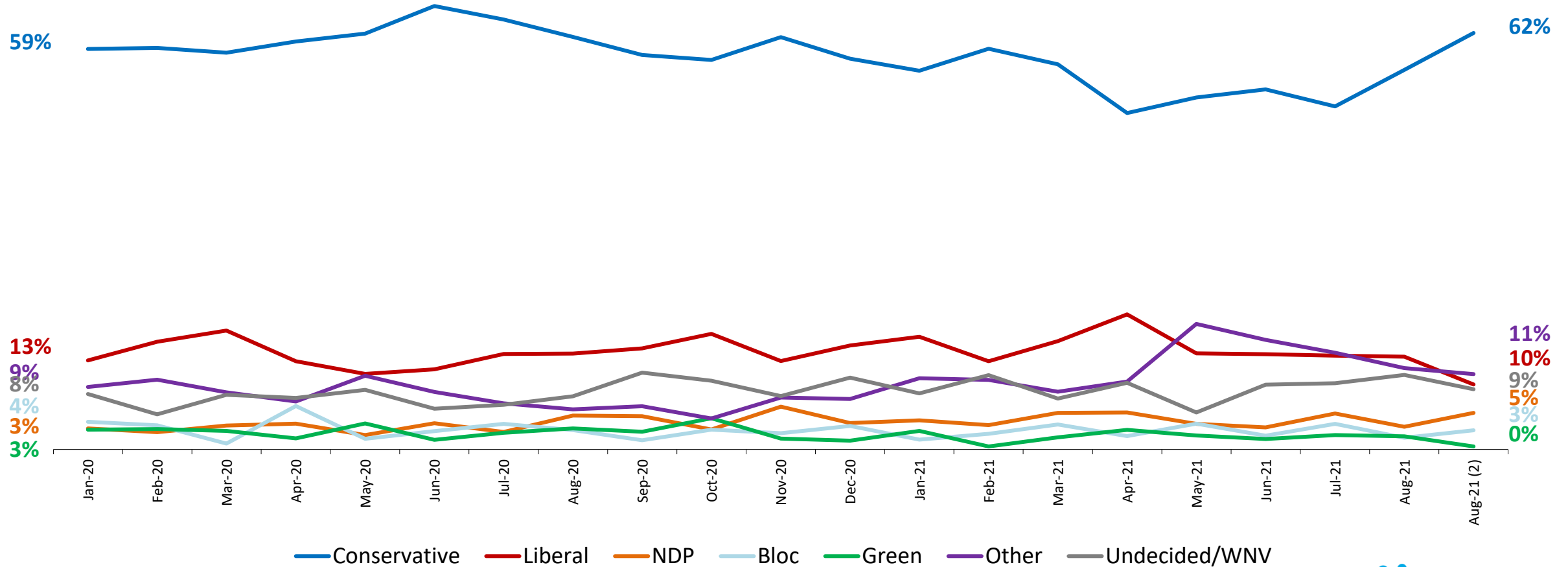
# **Vote and Leadership by Value Cluster**

# Populist Conservative Vote: A strong majority of this value cluster continues to favour the Conservatives (62%) over the other parties



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=128]

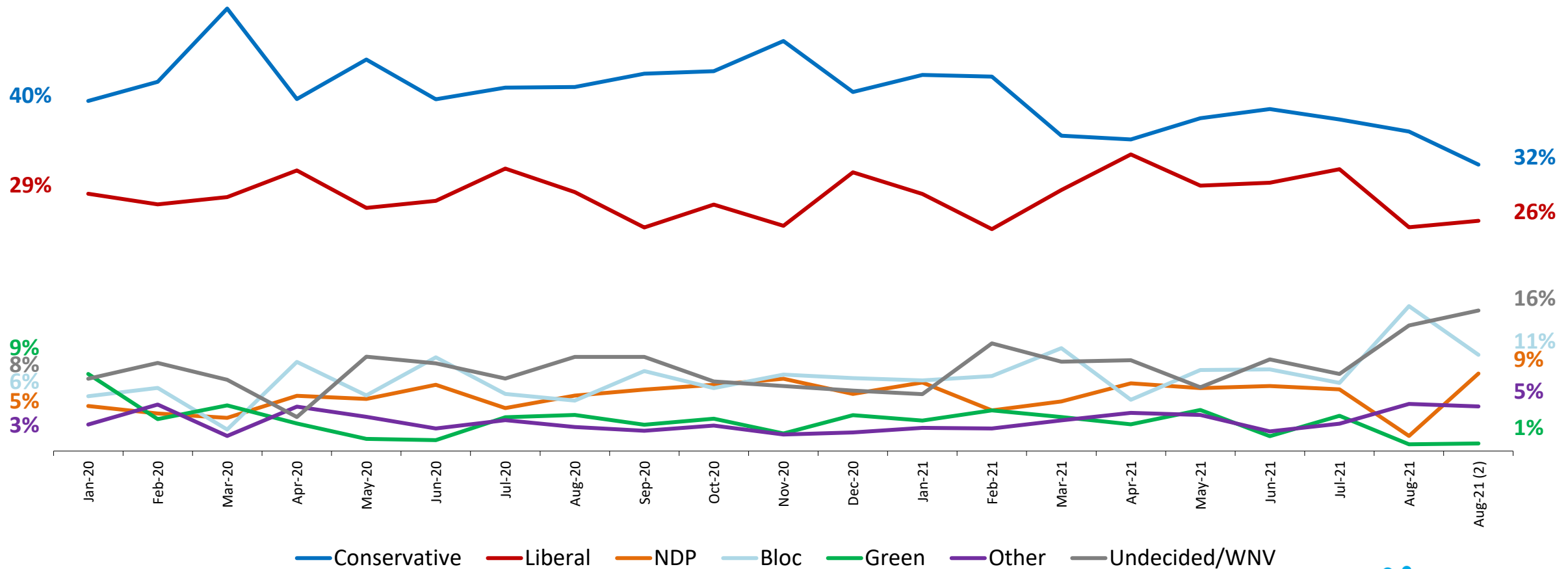


# Deferential Conservative Vote: A plurality (32%) of this value cluster still<sup>17</sup> continues to favour the Conservatives followed by the Liberals (26%)



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]**

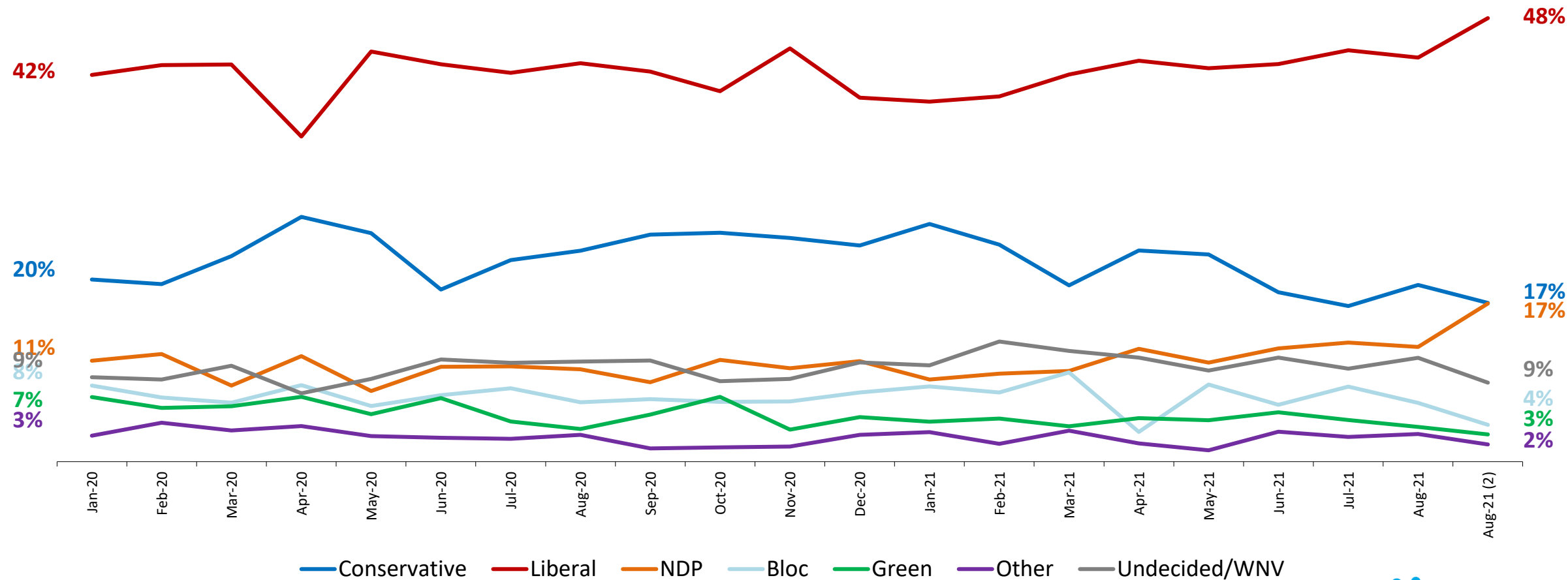
[asked of all respondents; n=158]



# Business Liberal Vote: Almost half (48%) of this value cluster continues<sup>38</sup> to clearly favour the Liberals over the other parties



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=303]

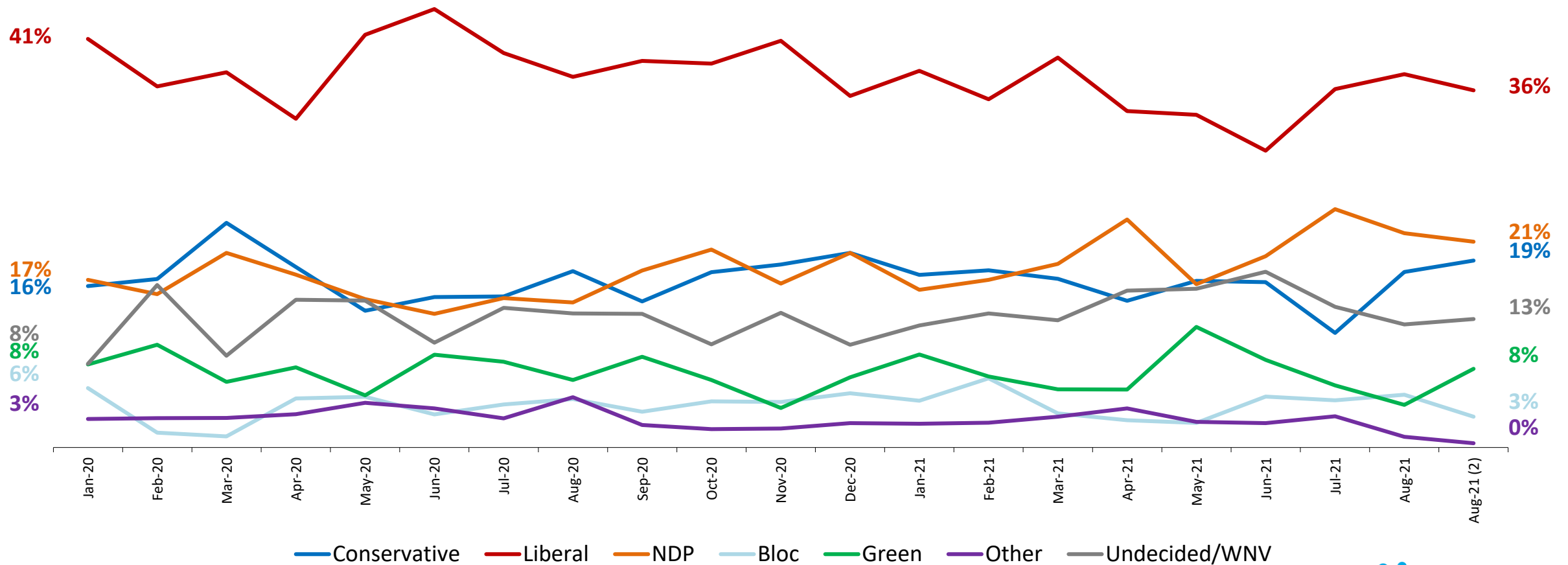


# Left Liberals Vote: A plurality (36%) of this value cluster favours the Liberals followed by the NDP (21%) and the Conservatives (19%)



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=194]

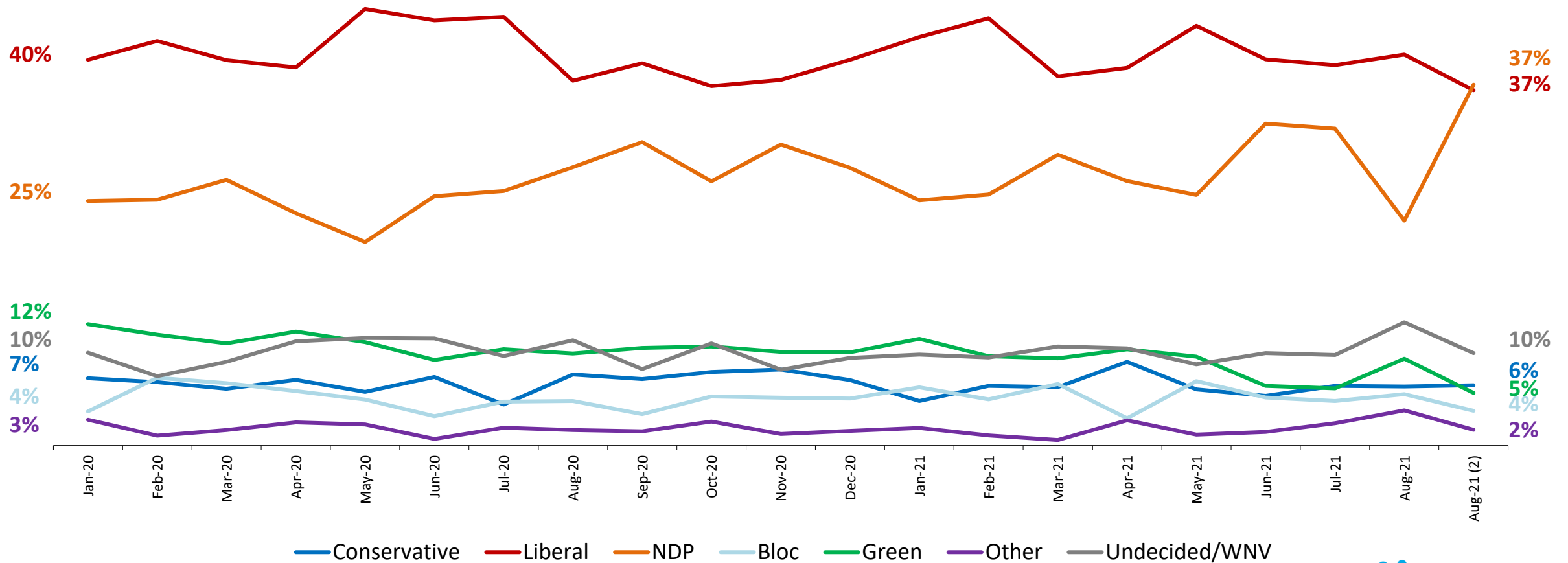


# Core Left Vote: The Core Left is now evenly split on supporting the Liberals and the NDP (both at 37%)



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=250]

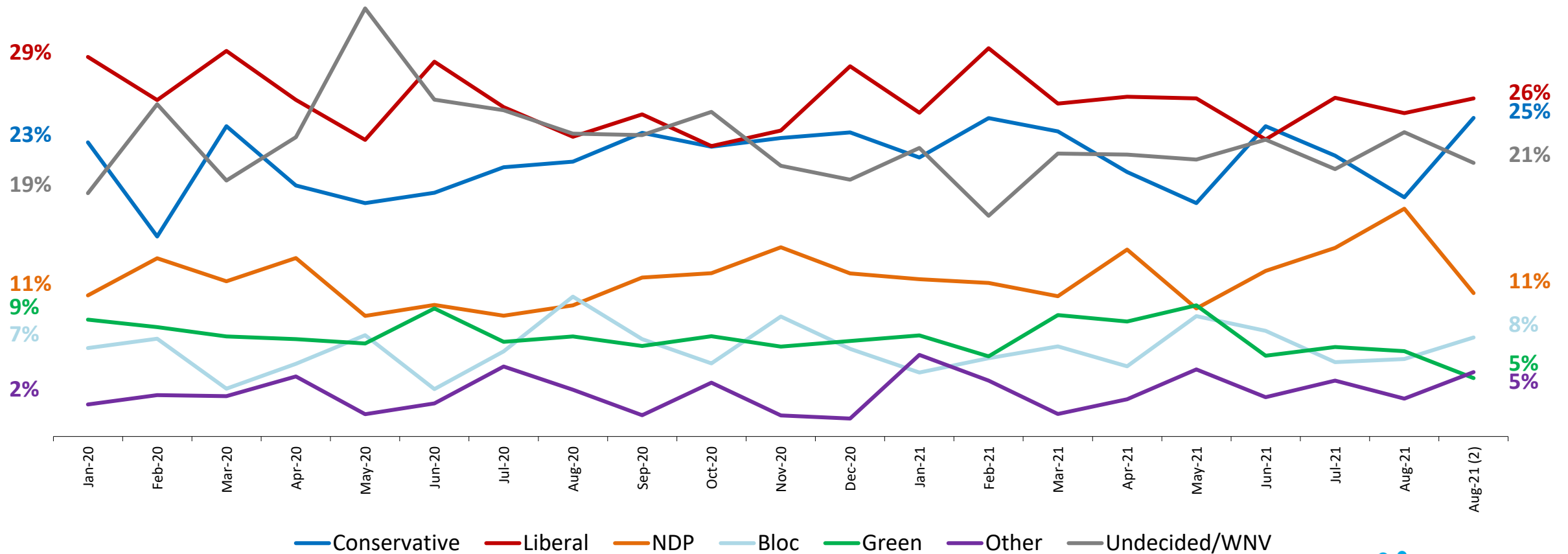


# Thrifty Moderates Vote: The Thrifty Moderates are now evenly split on supporting the Liberals and the Conservatives



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=167]



# Best Prime Minister by Value Cluster: The Liberals have the highest favourability in all the cluster groups except the Populist Conservatives

Best Prime Minister	Value Cluster					
	Populist Conservatives	Deferential Conservatives	Business Liberals	Left Liberals	Core Left	Thrifty Moderates
	(N=104)	(N=104)	(N=254)	(N=138)	(N=202)	(N=112)
Justin Trudeau	12%	40%	63%	46%	42%	36%
Erin O'Toole	60%	34%	11%	16%	5%	25%
Jagmeet Singh	8%	9%	16%	28%	43%	21%
Yves-Francois Blanchet	1%	9%	3%	2%	3%	7%
Annamie Paul	1%	2%	3%	7%	4%	5%
Maxime Bernier	18%	4%	3%	2%	2%	4%
Jay Hill	1%	1%	1%	0%	0%	1%

Note: Current data: August 2021

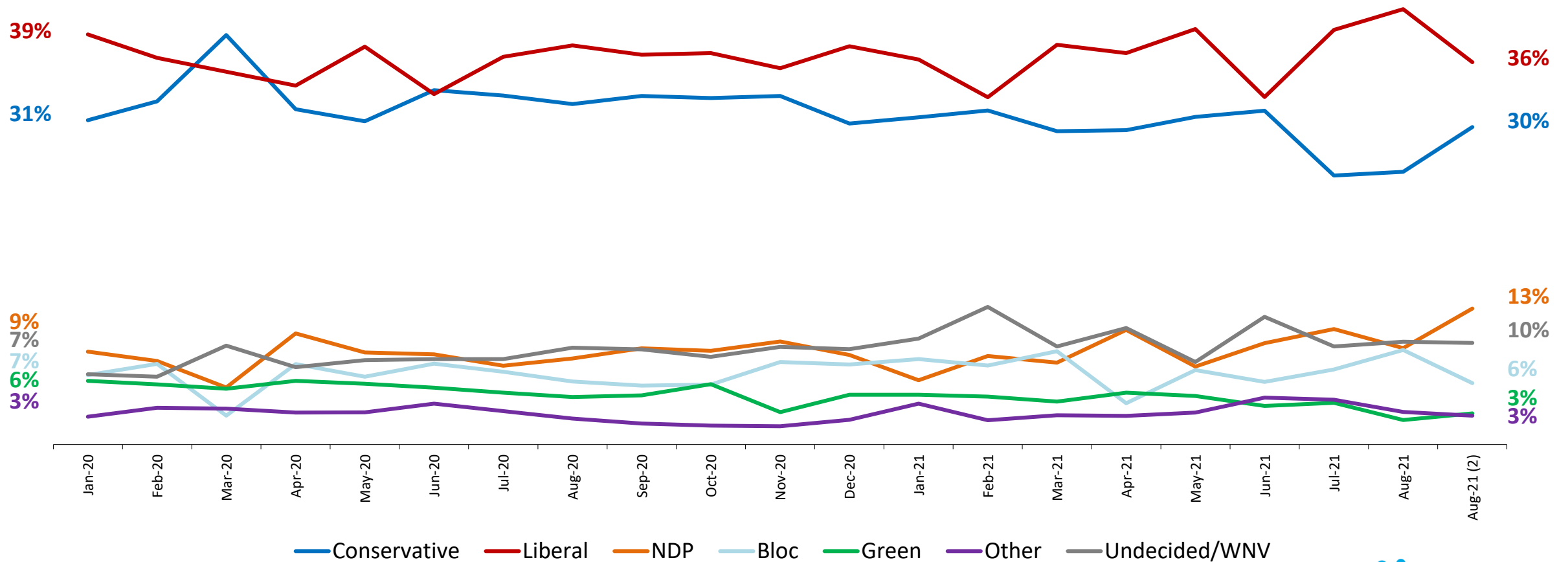
# **Vote and Leadership by Economic Gap Segment**

# Dream Achiever Vote: Achievers continue to favour the Liberals over the other parties, with the gap between the Liberals and CPC is closing



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=373]

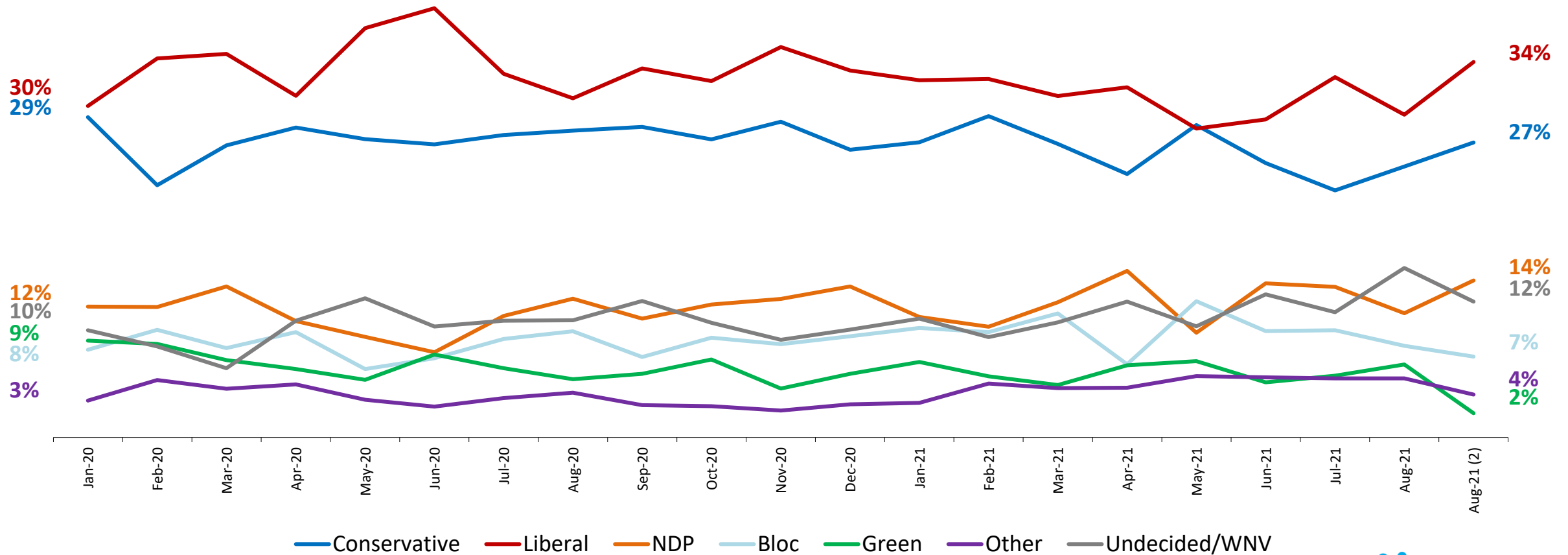


# Dream Struggler Vote: Strugglers continue to increase their support for the Liberals (34%), followed by the Conservatives (27%)



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=311]

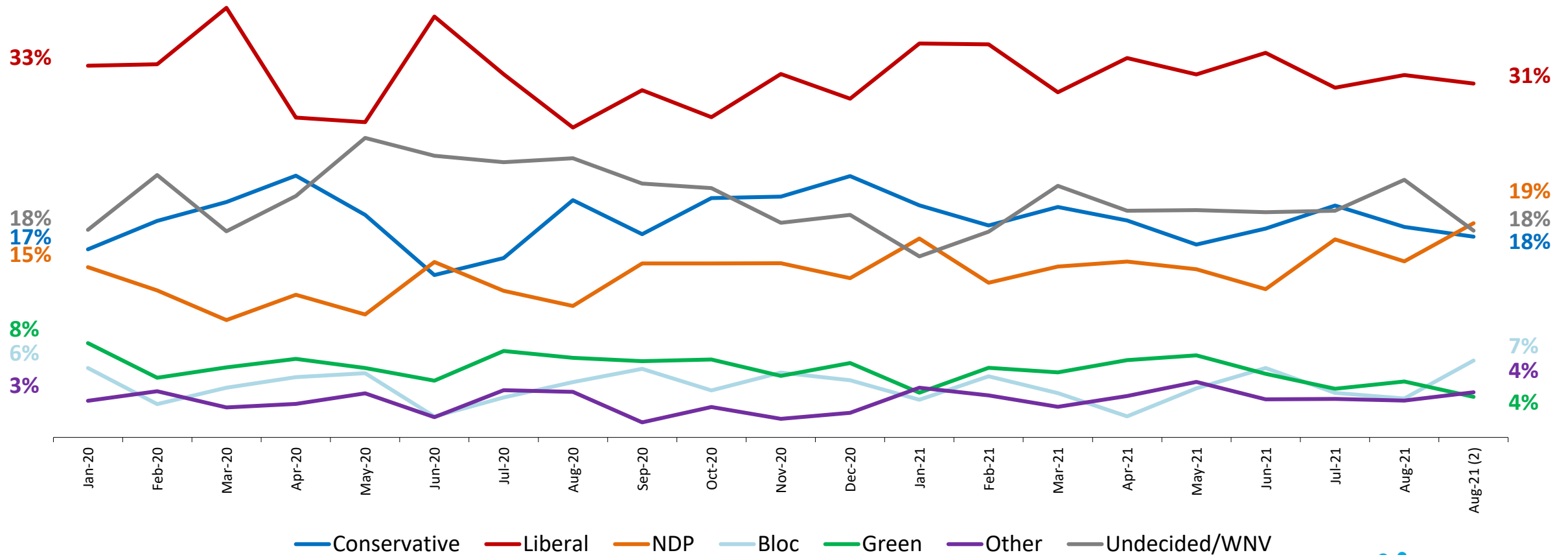


# Ambivalent Vote: The Ambivalent continue to favour the Liberals (31%) over the other parties (31%) over the other parties



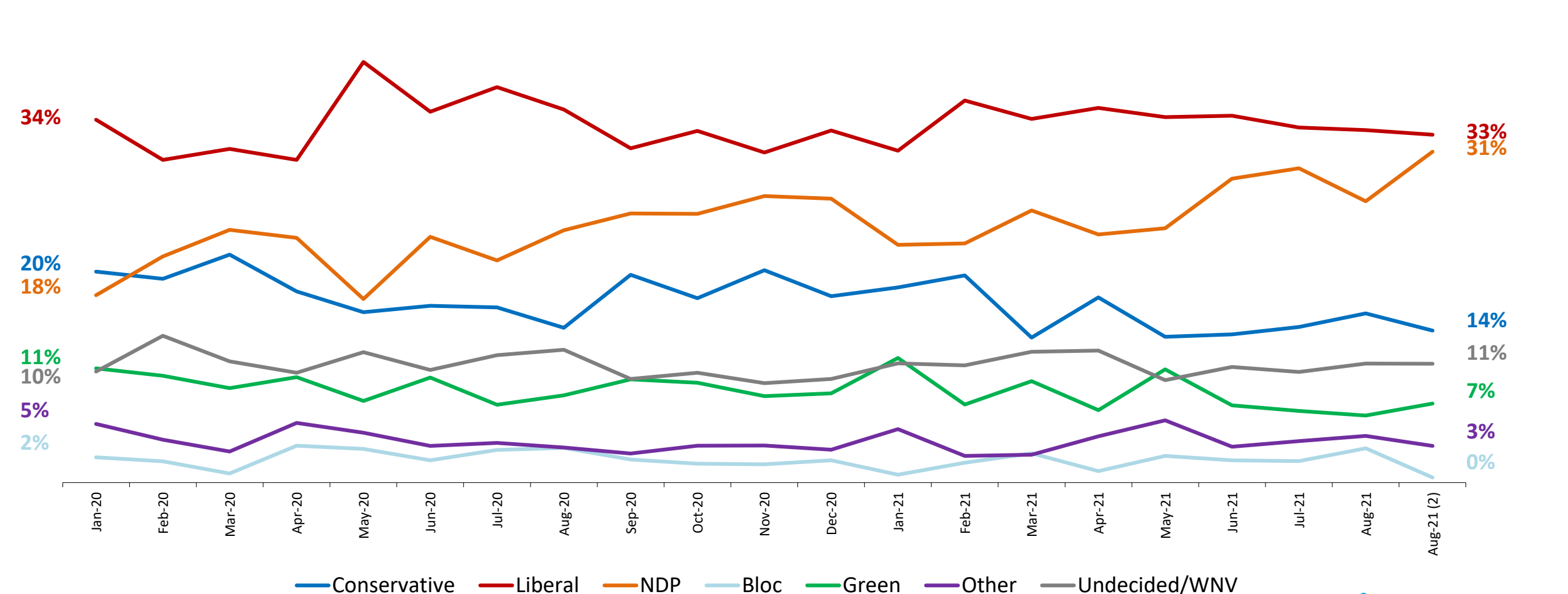
If a federal election were held today, which party would you vote for? In that case, which party do you lean toward slightly? **[Vote + Lean]**

[asked of all respondents; n=221]



# Alienated Vote: The Alienated are now evenly split on their support for the Liberals (33%) & the NDP (31%) with only 14% supporting the CPC

**Q** 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=294]



# Best Prime Minister by Economic Gap: The Liberals are favoured over other parties in all groups, except the Alienated

Best Prime Minister	Economic Gap			
	Achievers	Strugglers	Ambivalent	Alienated
	(N=293)	(N=249)	(N=147)	(N=225)
Justin Trudeau	49%	43%	48%	36%
Erin O'Toole	26%	25%	16%	10%
Jagmeet Singh	13%	18%	24%	41%
Yves-Francois Blanchet	4%	6%	4%	0%
Annamie Paul	3%	2%	3%	7%
Maxime Bernier	4%	4%	5%	5%
Jay Hill	1%	1%	0%	0%

**Note:** Current data: August 2021

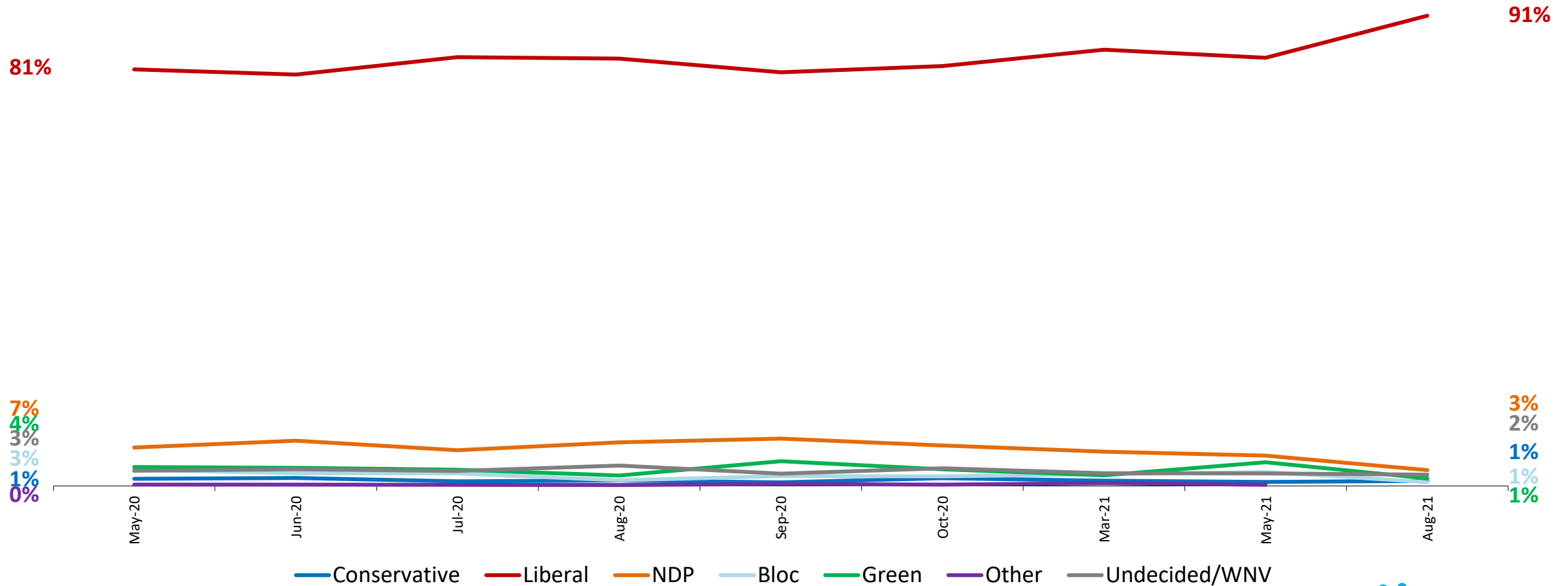
# **Vote and Leadership by Time for Change**

# Core Liberal Vote: A strong majority (91%) of the Core Liberals are likely to vote/lean towards the Liberal party



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=263]

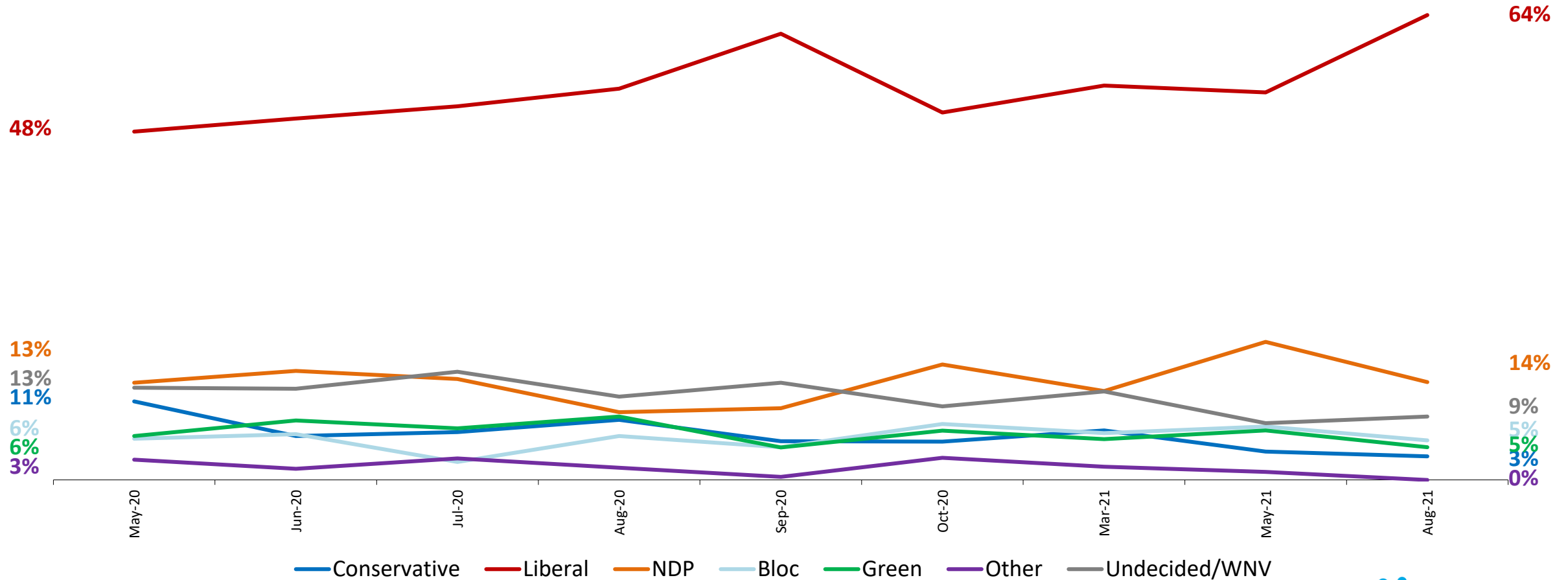


# Soft Liberal Vote: Among soft Liberals, 64% are more likely to vote/lean towards the Liberals



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

[asked of all respondents; n=134]

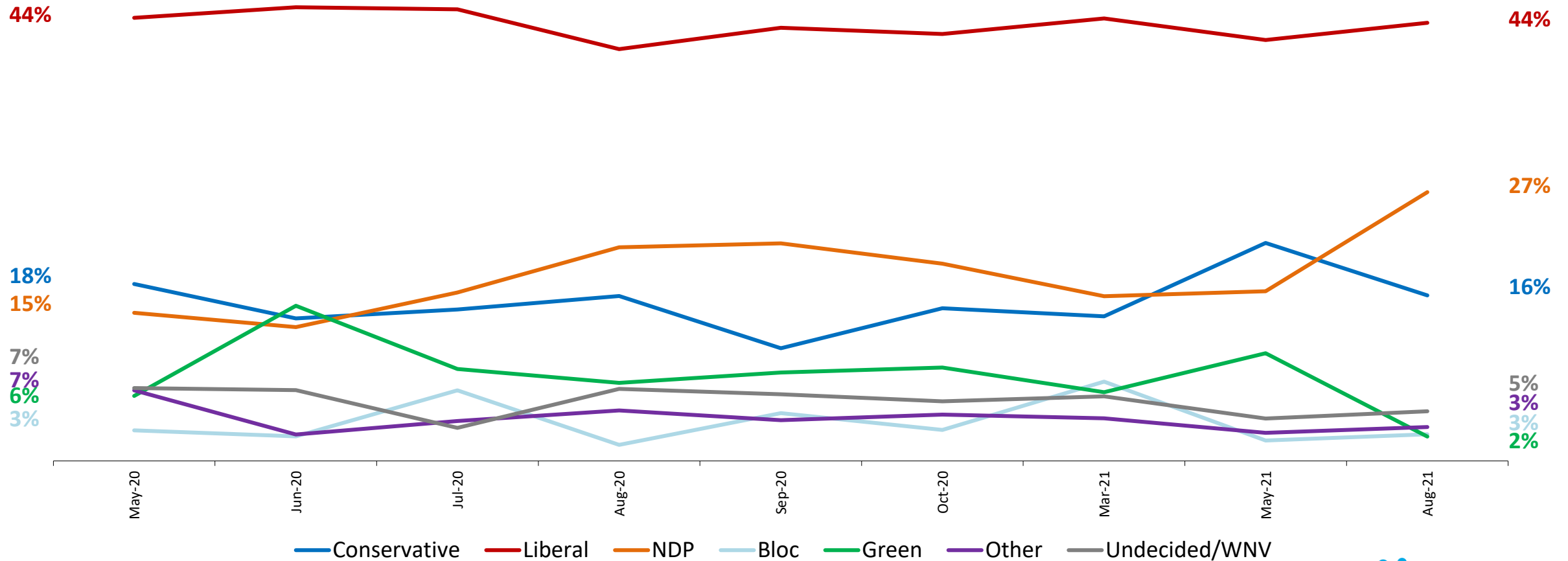


# Time for Change Liberal Vote: This cluster is more likely to vote/lean towards the Liberal party (44%), NDP is second at 27%



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=109]

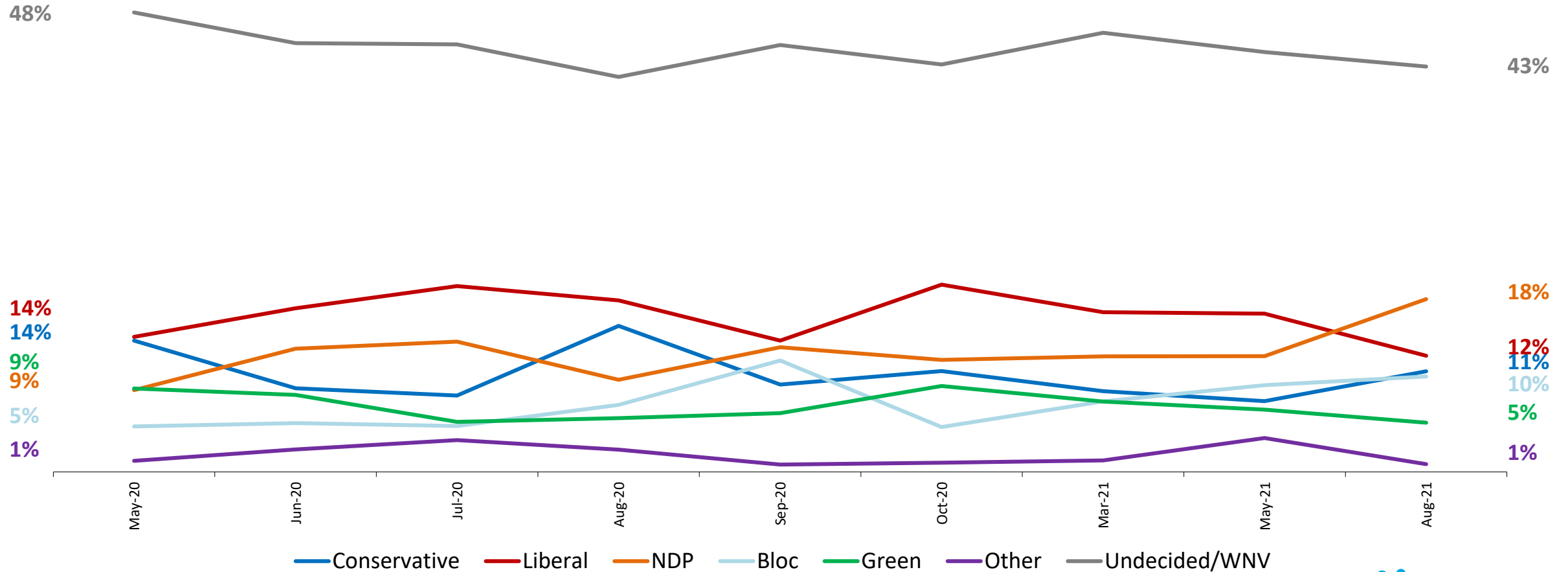


# Uncertain Vote: Among the uncertain, 18% are likely to vote/lean towards the NDP party



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=129]

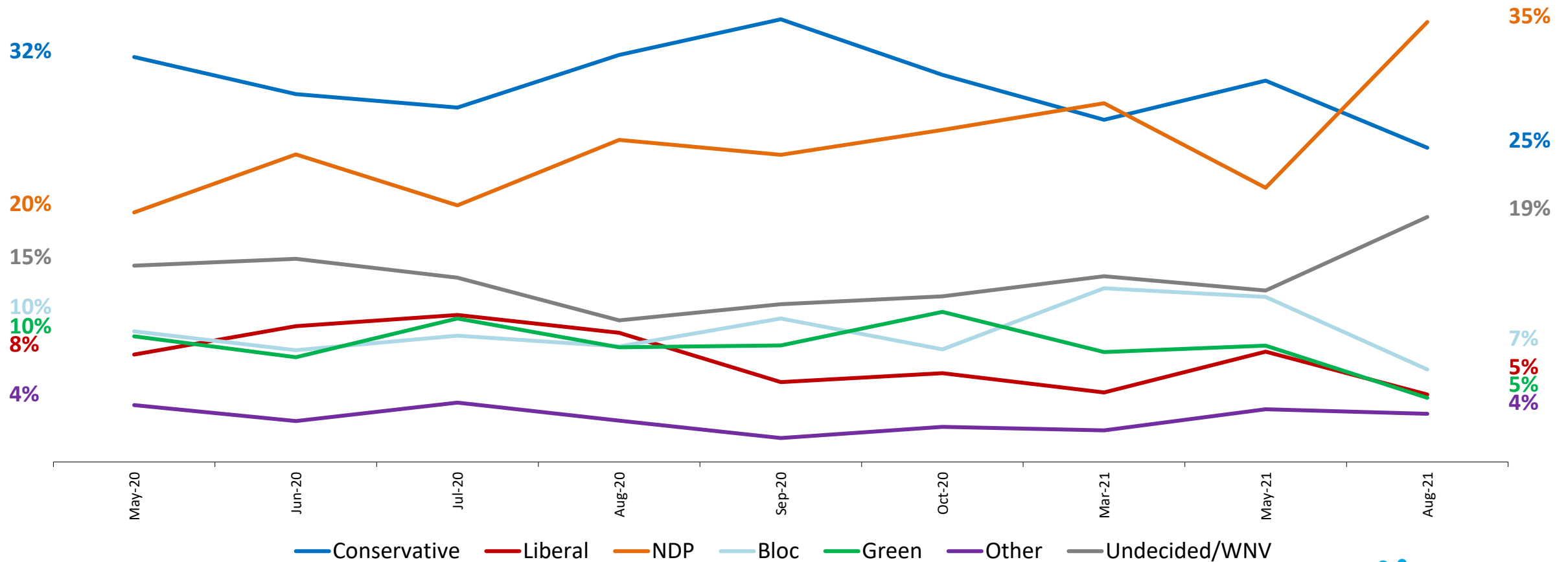


# Soft anti-Liberal Vote: Among the soft anti-Liberal, 35% are likely to vote/lean towards the NDP



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=271]



# Hostile Vote: Among the Hostile segment, over half (58%) are more likely to vote/lean towards the Conservative party



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=295]

69%

58%

9%  
8%  
6%  
5%  
3%  
0%

18%

9%  
6%  
5%  
0%



# Best Prime Minister by Time for Change: Liberals are favoured higher among the Core LPC, Soft LPC, and Time for Change groups

Best Prime Minister	Time for Change					
	Core LPC	Soft LPC	Time for change	Uncertain	Soft anti-LPC	Hostile
	(N=257)	(N=108)	(N=91)	(N=60)	(N=173)	(N=226)
Justin Trudeau	96%	72%	57%	33%	4%	0%
Erin O'Toole	0%	5%	6%	12%	26%	55%
Jagmeet Singh	3%	17%	31%	41%	48%	22%
Yves-Francois Blanchet	1%	3%	2%	5%	8%	5%
Annamie Paul	0%	2%	1%	7%	8%	5%
Maxime Bernier	0%	0%	1%	0%	7%	13%
Jay Hill	0%	0%	2%	2%	0%	1%

Note: Current data: August 2021

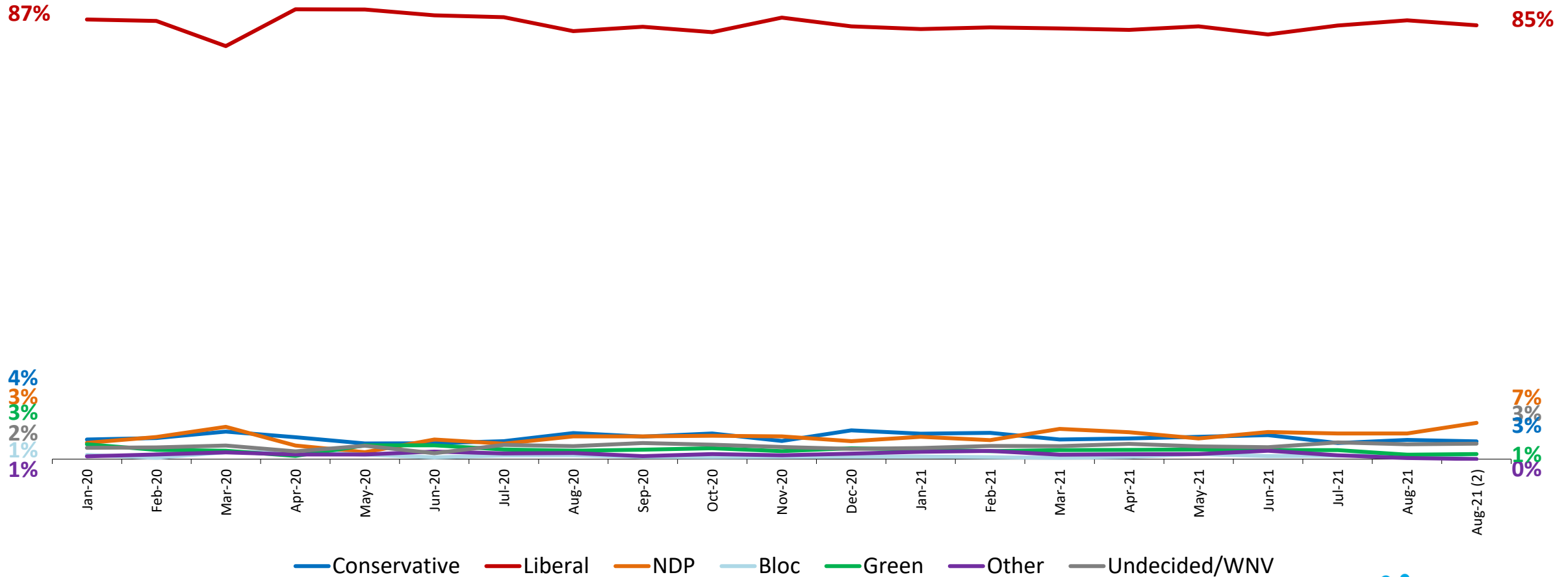
# **Vote and Leadership by Party ID**

# Liberal Partisan Vote: Among the Liberal partisans, 85% say they would vote/lean towards the Liberal party



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=369]

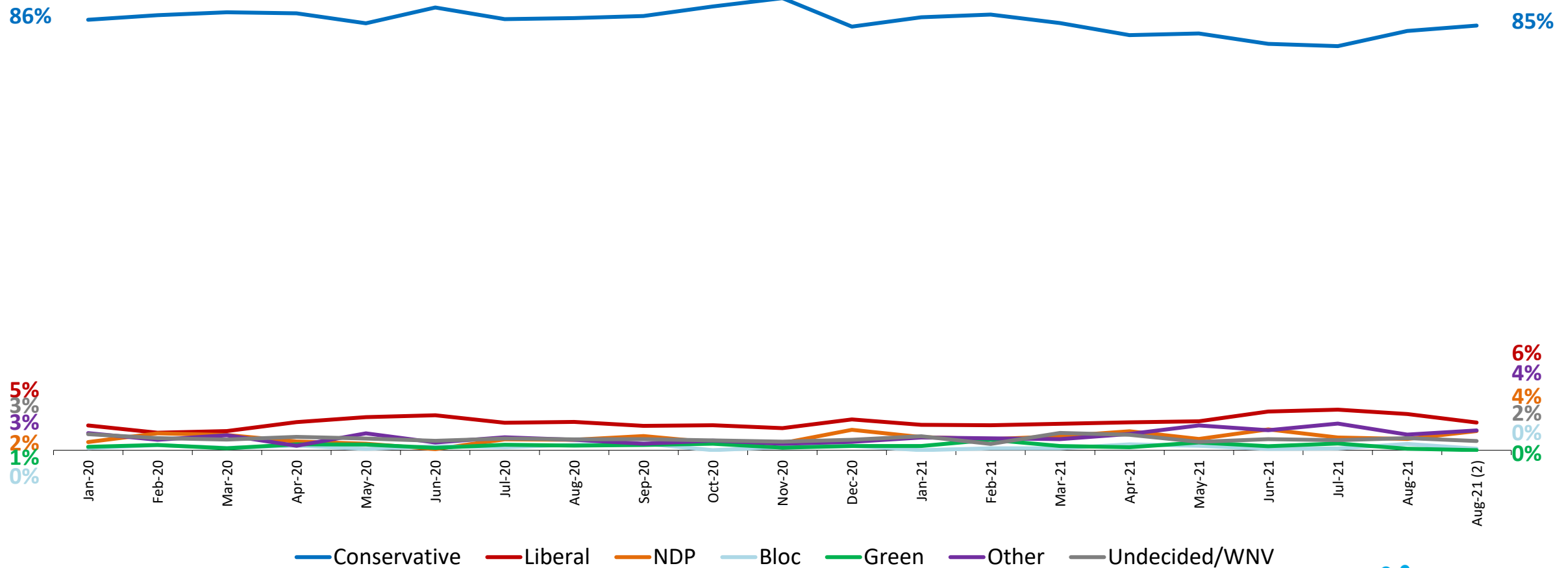


# Conservative Partisan Vote: Over 4-in-5 (85%) Conservative partisans are more likely to vote/lean towards their own party



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=238]

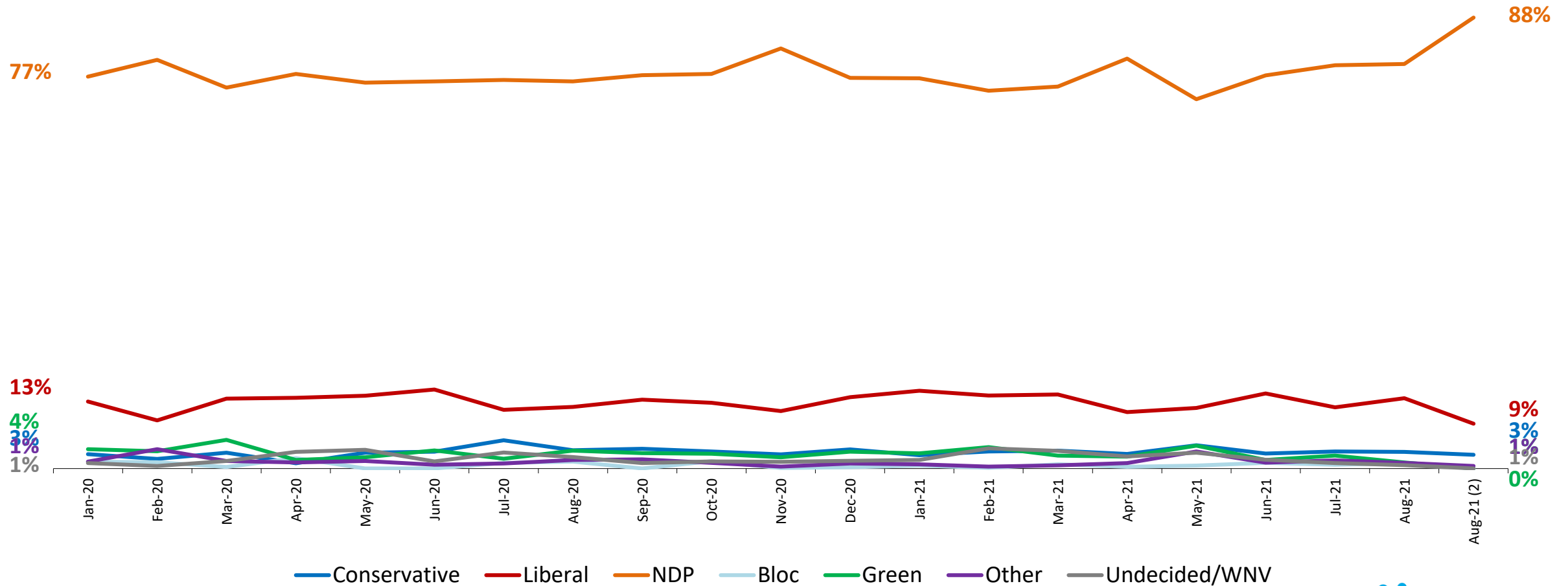


# New Democratic Partisan Vote: Among NDP partisans, 88% would vote/lean towards their respective party



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=159]

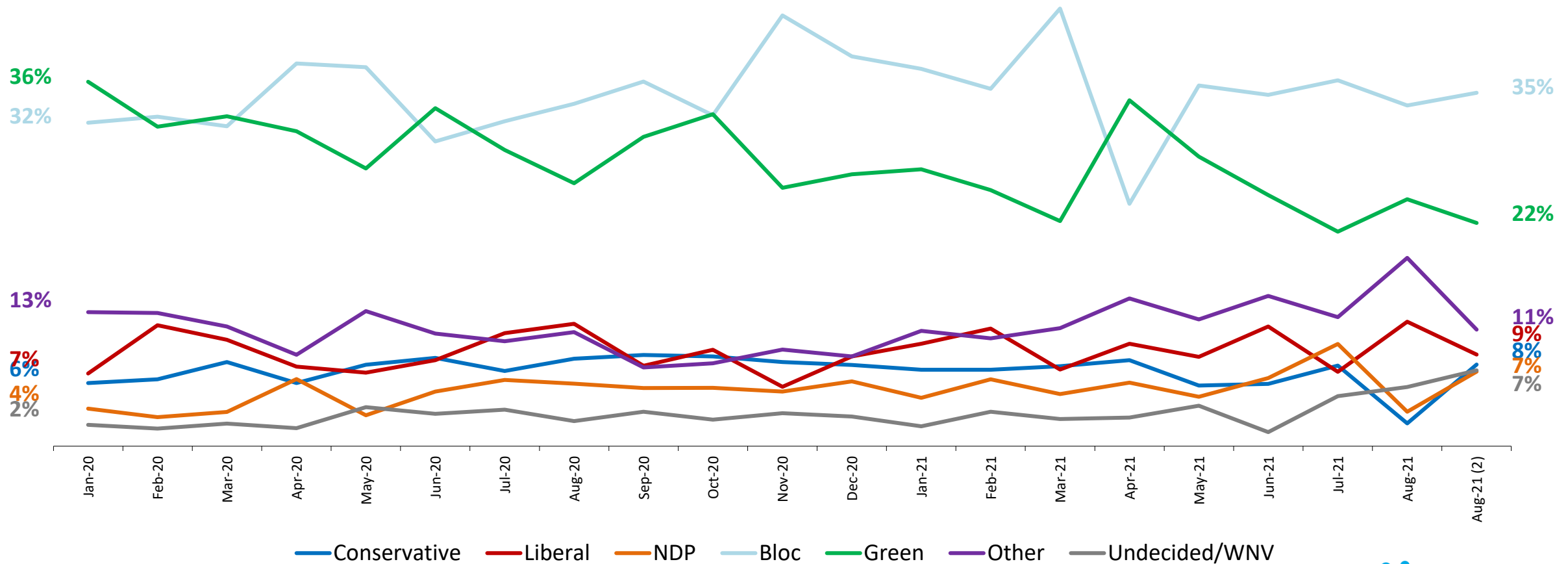


# Other Partisan Vote: Among the other partisans, 35% vote/lean towards the Bloc Quebecois, followed by the Green party at 22%



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]**

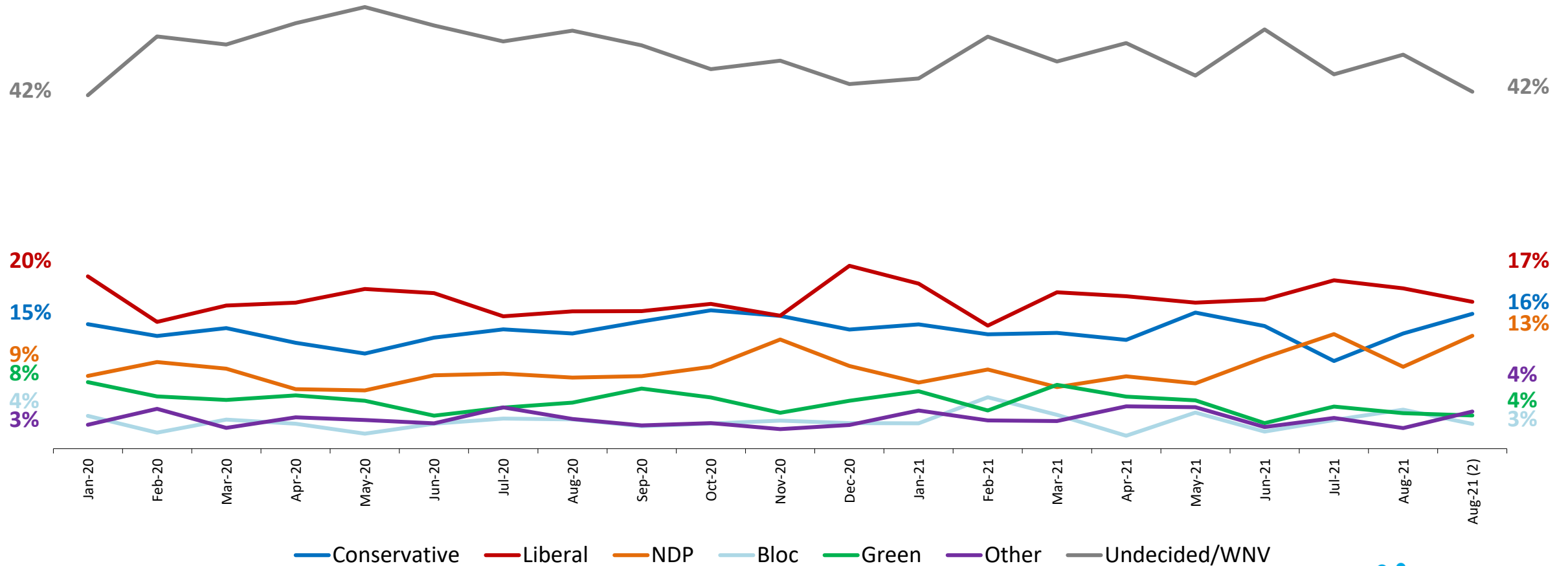
[asked of all respondents; n=148]



# Unaligned Vote: Those who are unaligned are most likely to vote/lean towards Liberals (17%) followed by the Conservatives (16%) <sup>62</sup>



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=369]



# Best Prime Minister by Party ID: The Liberal and the NDP partisans are more likely to be loyal to their respective leader than the CPC partisans <sup>63</sup>

Best Prime Minister	Party ID					
	Conservative	Liberal	NDP	Other	Unaligned	
	(N=185)	(N=341)	(N=148)	(N=113)	(N=127)	
	Justin Trudeau	8%	88%	9%	20%	40%
	Erin O'Toole	75%	3%	0%	9%	22%
	Jagmeet Singh	7%	9%	85%	9%	24%
	Yves-Francois Blanchet	0%	0%	2%	22%	4%
	Annamie Paul	0%	1%	2%	24%	2%
	Maxime Bernier	7%	0%	2%	16%	7%
Jay Hill	2%	0%	0%	0%	1%	

Note: Current data: August 2021

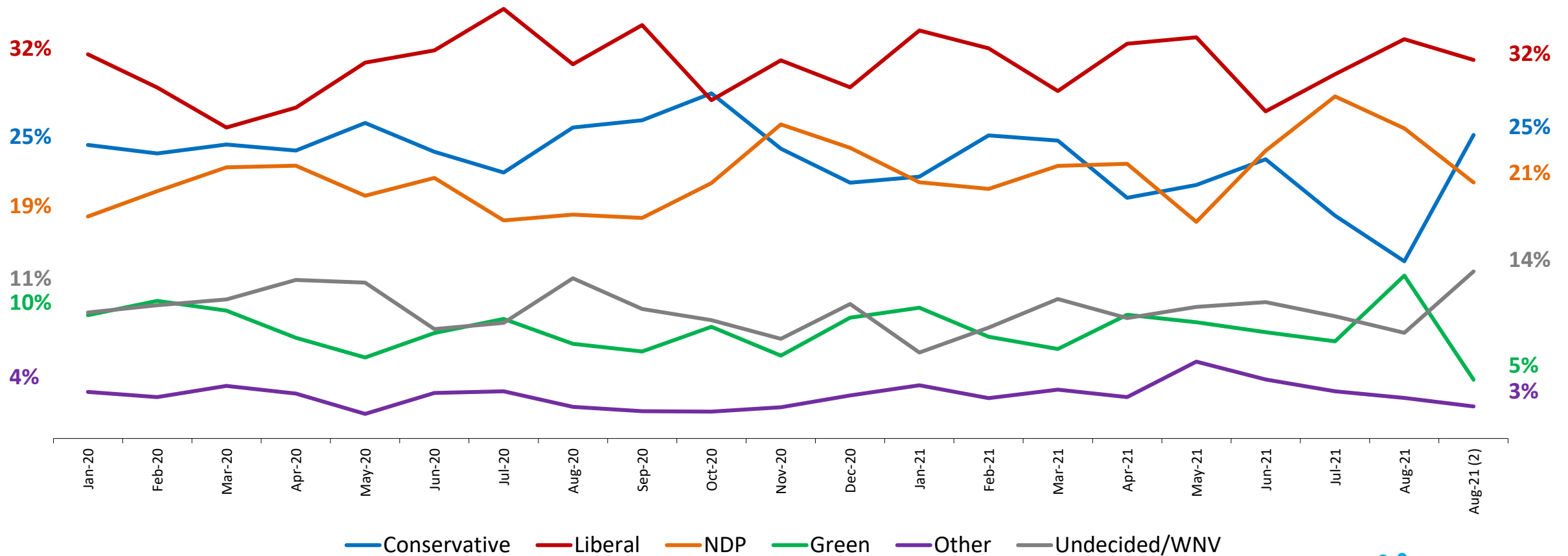
# **Vote by Region**

# BC Vote: BC voters has increased their support for the Conservatives (25%), yet the Liberals (32%) still have the highest amount of support



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=164]

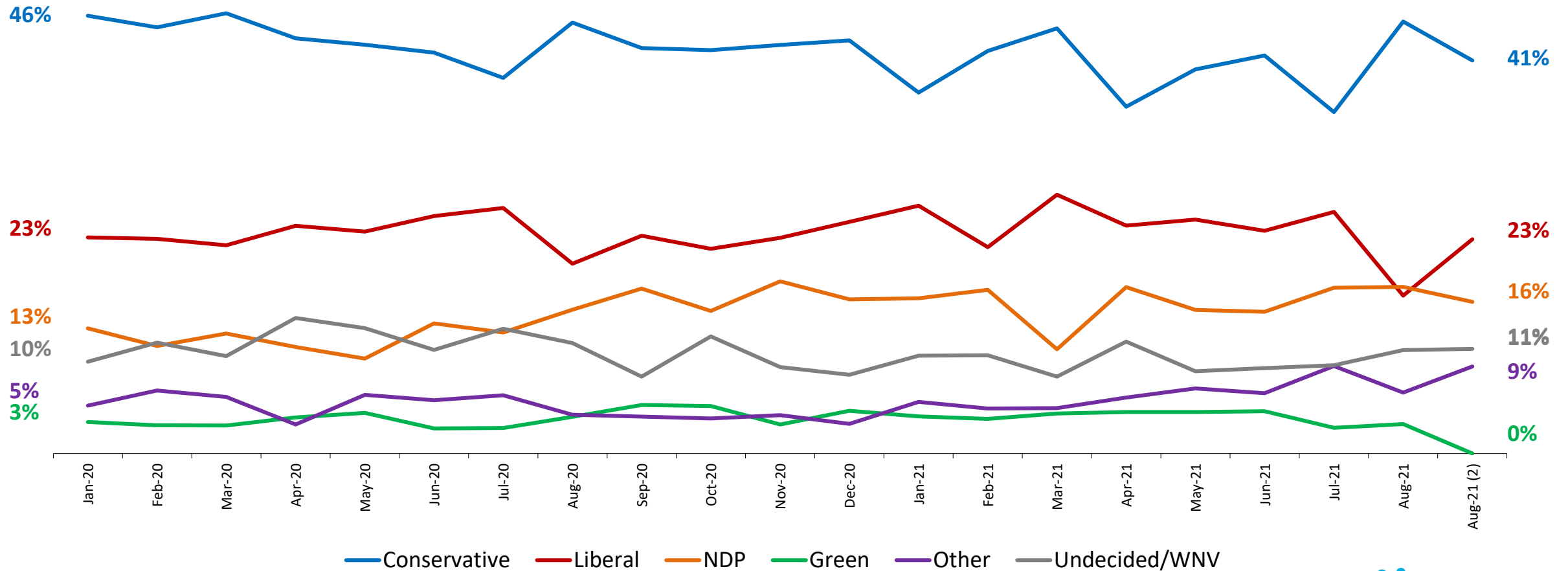


# Alberta Vote: Albertans continue to have a clear strong support for the CPC (41%) while the support for Liberals is at 23%



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=136]

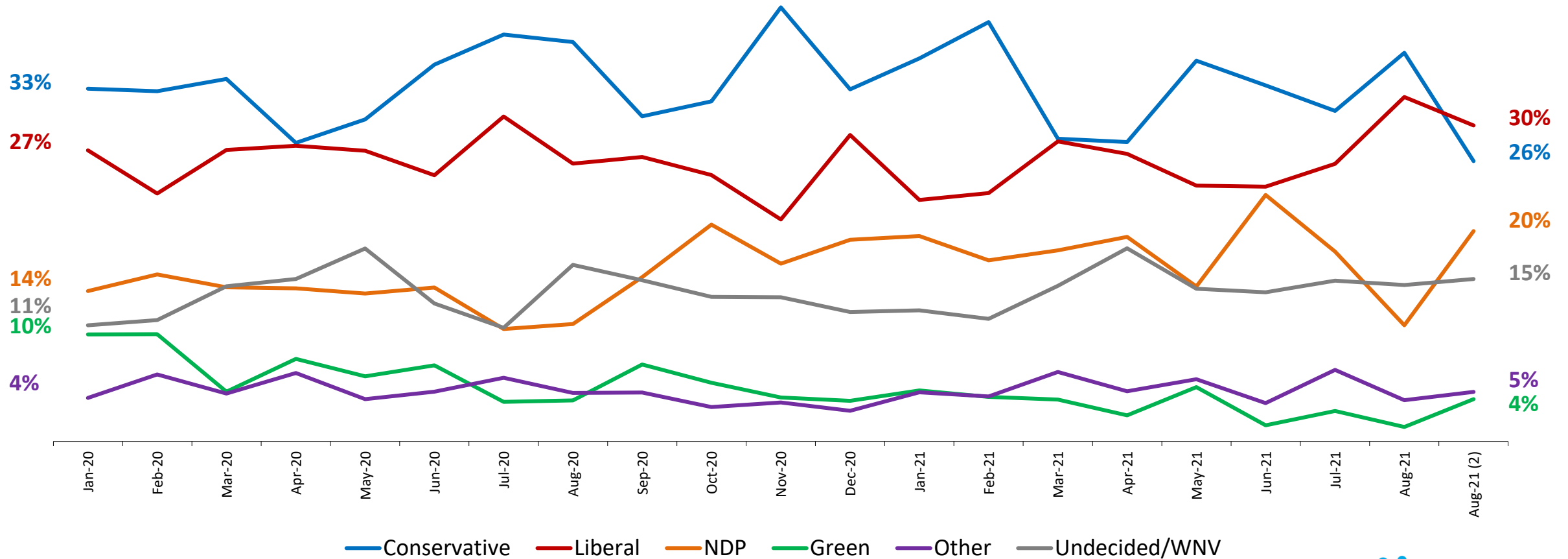


# Prairie Vote: Liberals (30%) are now slightly leading the CPC (26%) in the prairies for the first time since the tracking began in Jan '20



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=78]

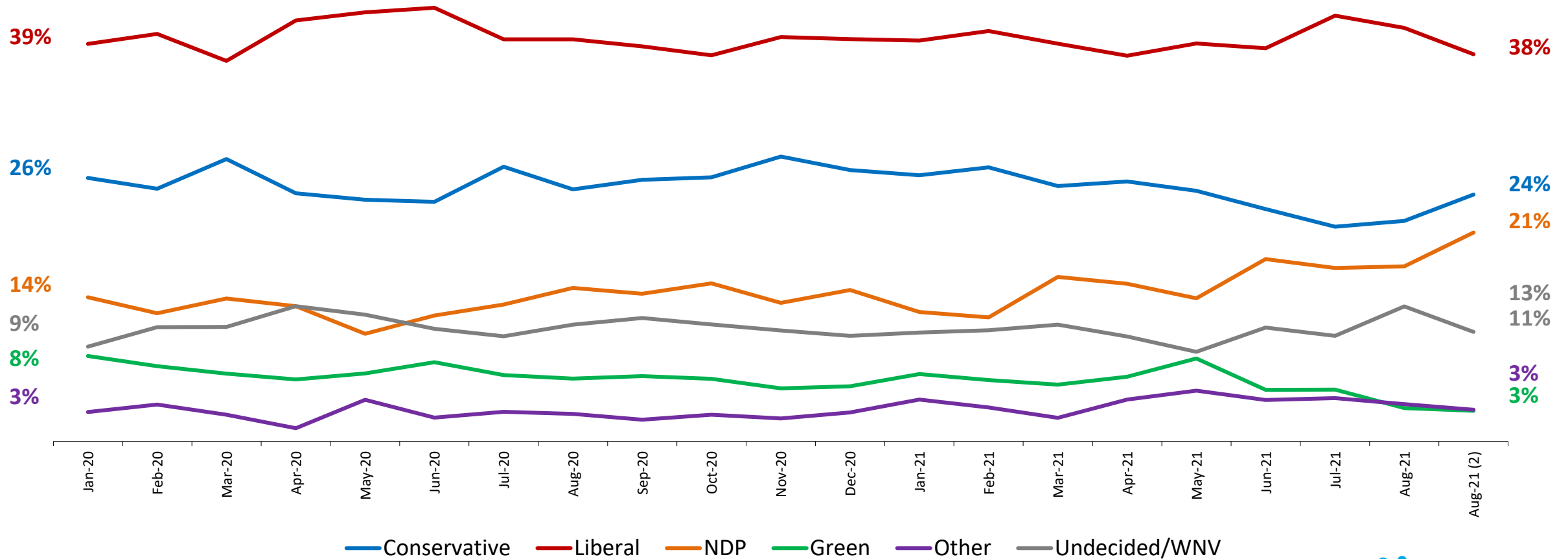


# Ontario Vote: Liberals (38%) continue to lead strongly over other parties in Ontario; while the CPC (24%) & the NDP (21%) trail behind



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=460]

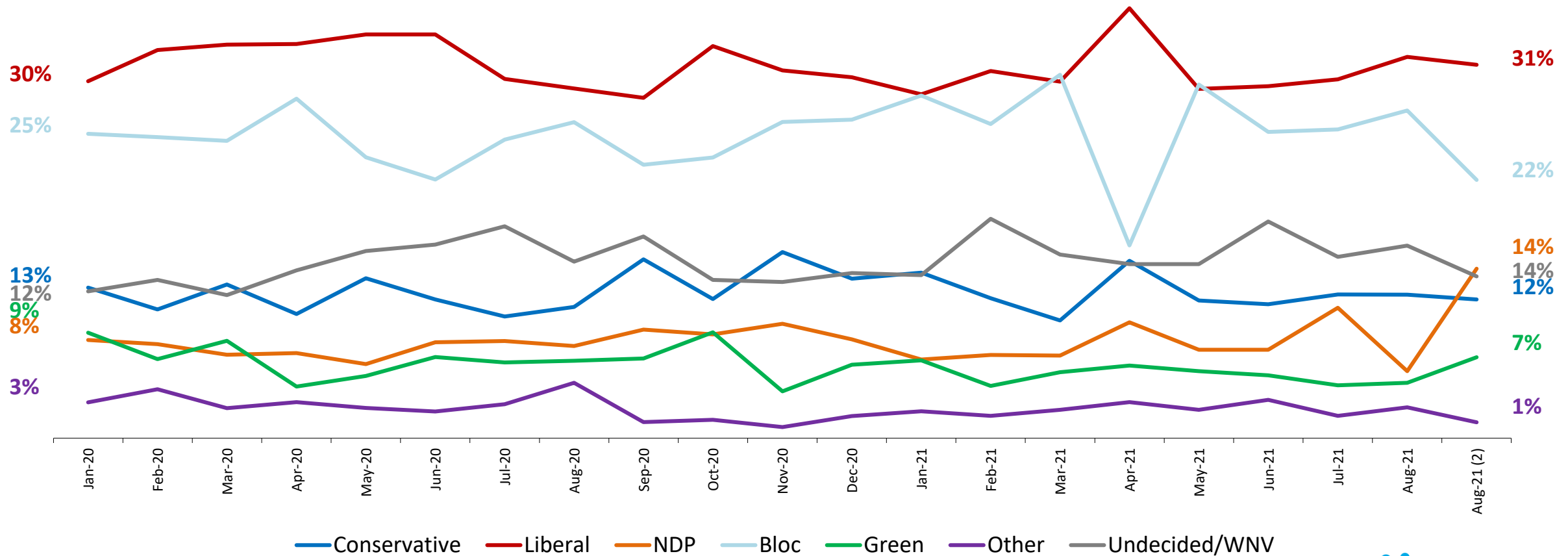


# Quebec Vote: A plurality of the Québécois (31%) support the Liberals over the other parties, followed by the BQ (22%) and the NDP (14%)



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]

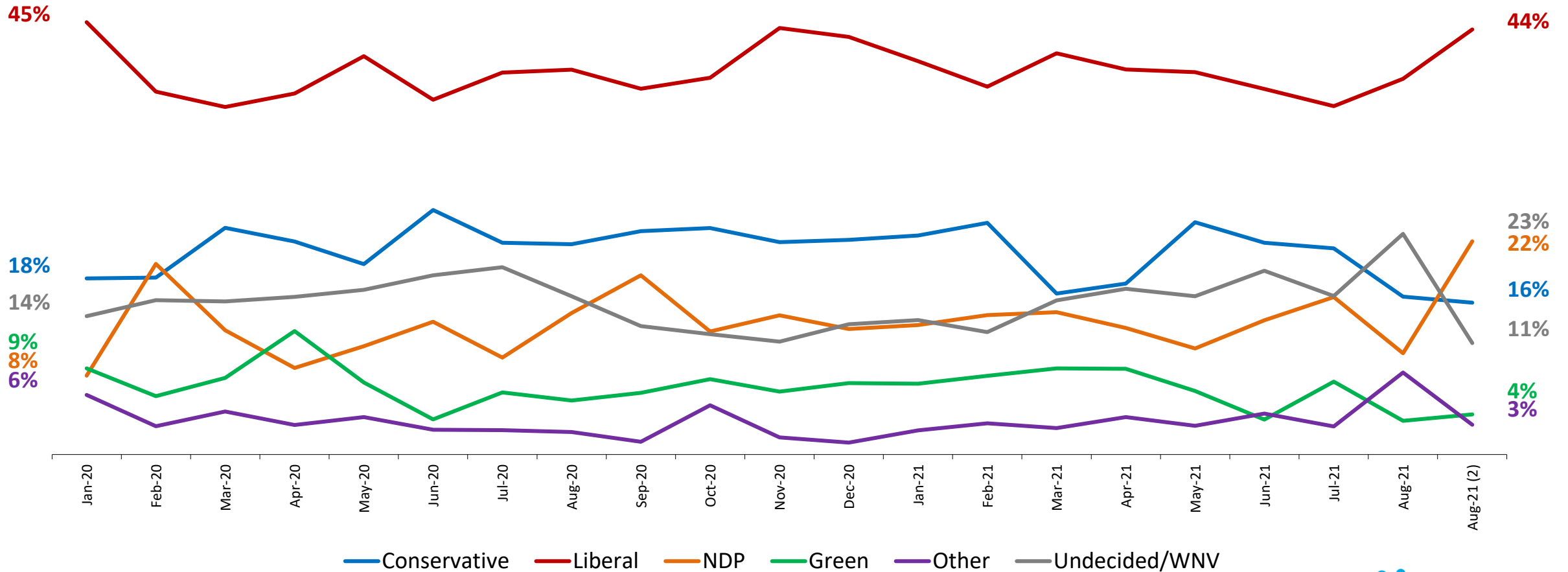
[asked of all respondents in Quebec; n=281]



# Atlantic Vote: A plurality (44%) of Atlantic Canada continues to favour Liberals over the other parties, followed by the NDP (22%) <sup>70</sup>



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=82]



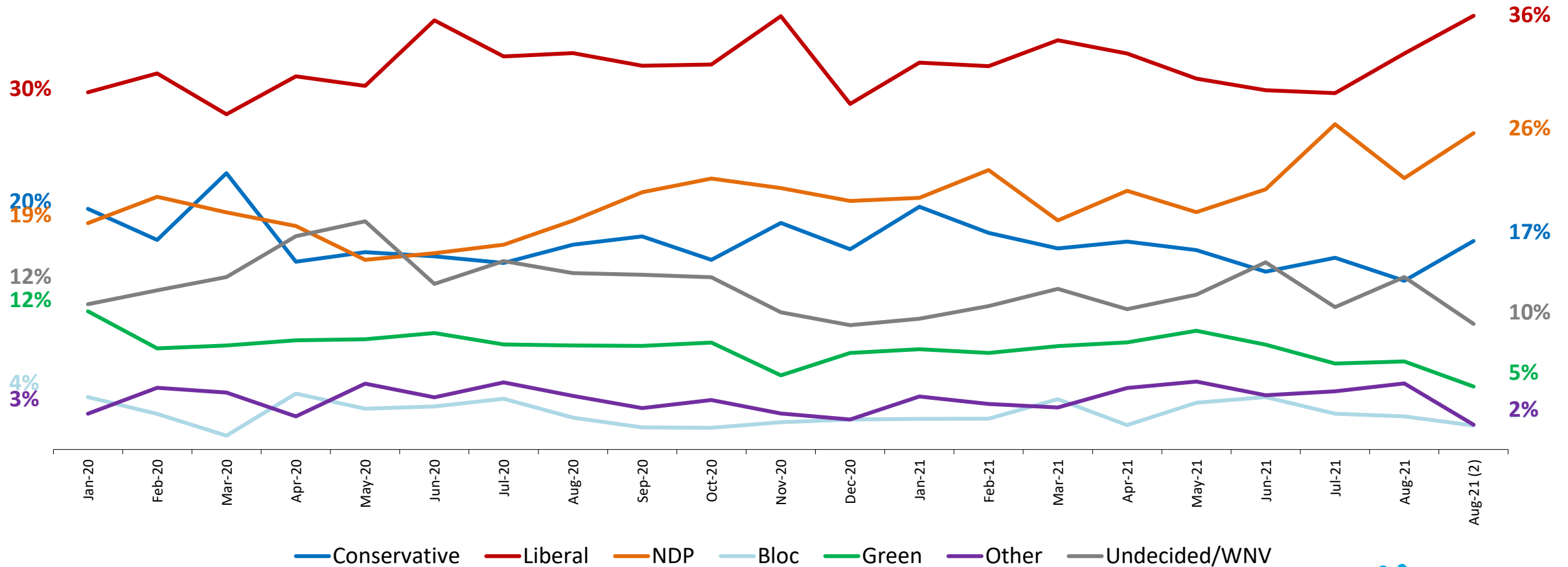
# ***Vote by Age***

# 18-34 Year Old Vote: Those who are 18-34, would more likely vote/lean towards the Liberal party (36%), followed by the NDP (26%)



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=332]

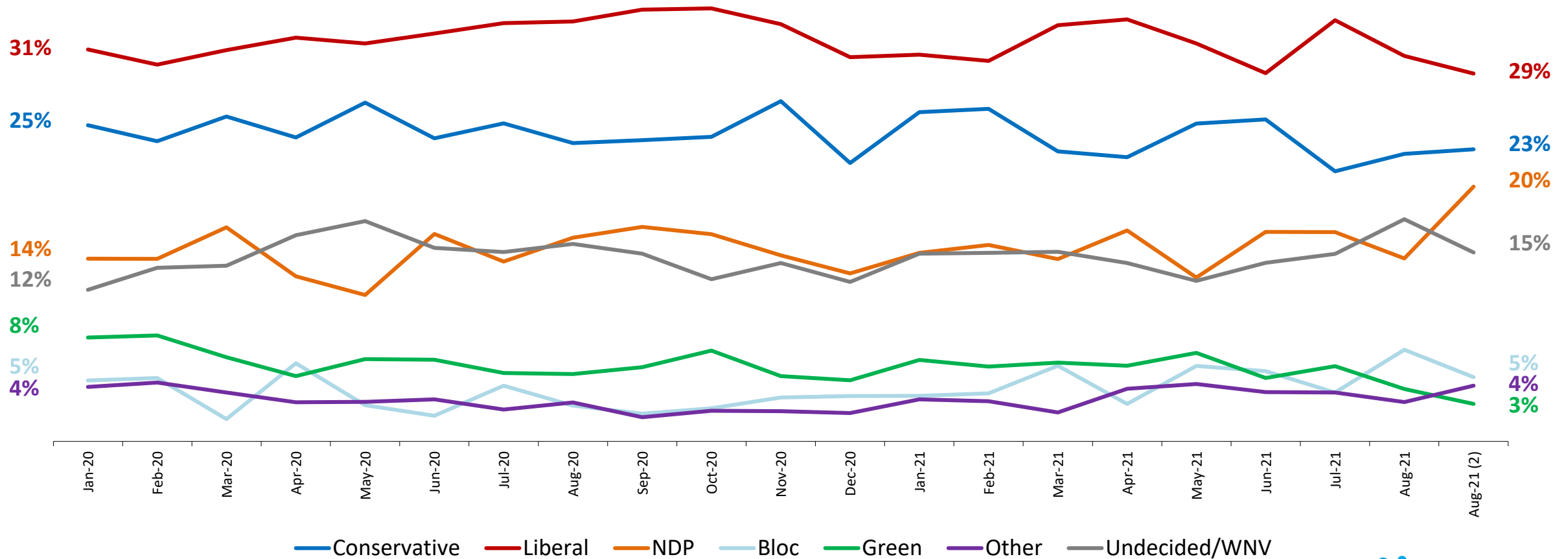


# 35-54 Year Old Vote: Those who are 35-54, 3-in-10 (29%) would likely vote/lean towards the Liberals, followed by the Conservatives at 23%



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=407]

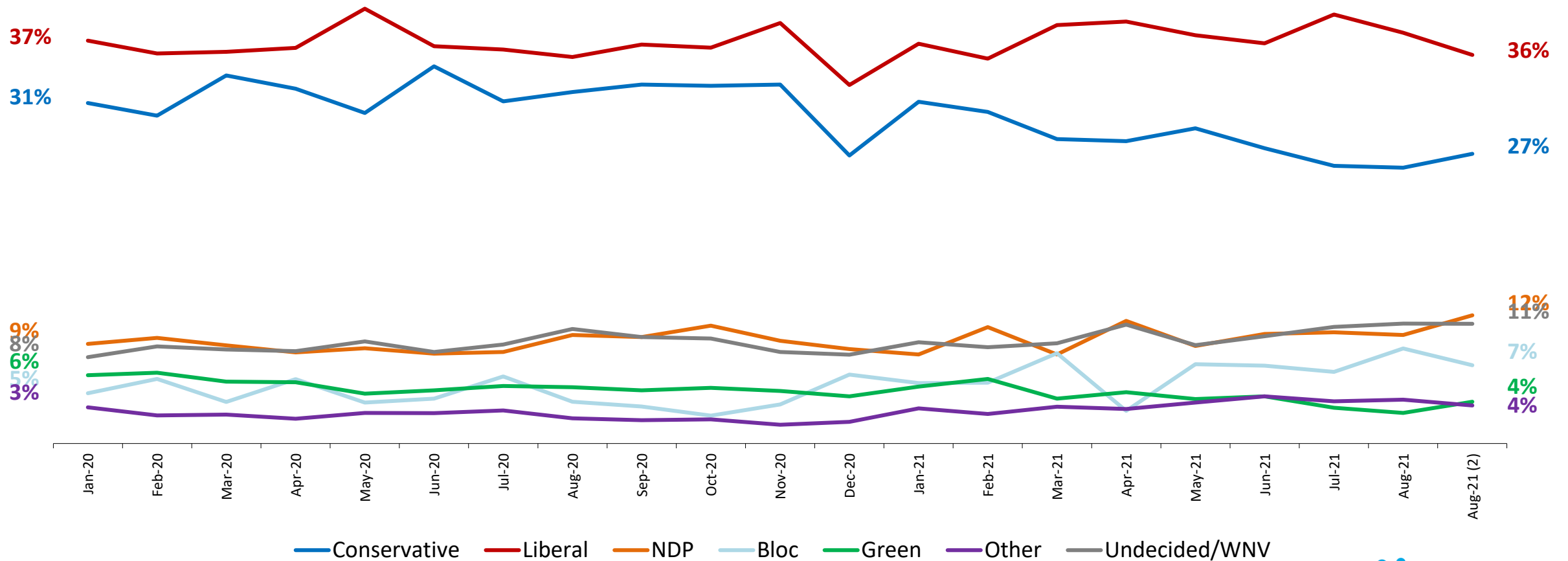


# 55+ Year Old Vote: Almost 4-in-10 (36%) of 55+ individuals are likely to<sup>74</sup> vote/lean towards the Liberals, followed by the Conservatives at 27%



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=461]



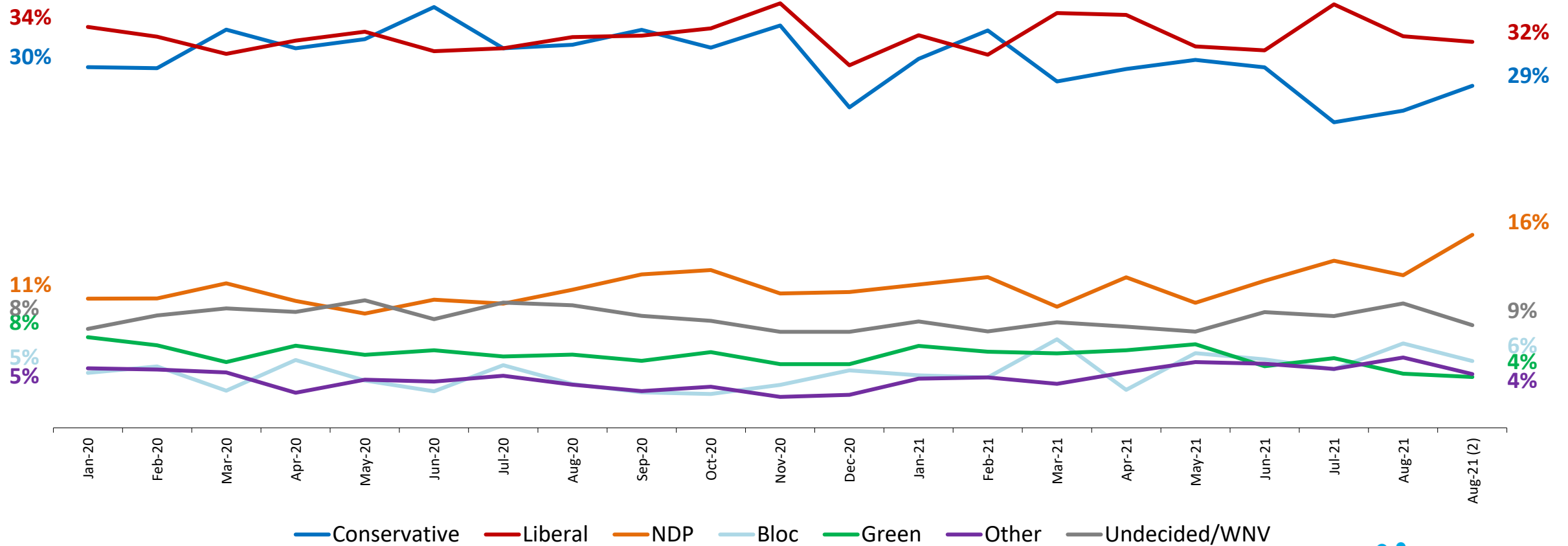
# **Vote by Gender**

# Men's Vote: 3-in-10 (32%) of men are likely to vote/lean towards the Liberal party, followed by the Conservatives (29%)



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=580]

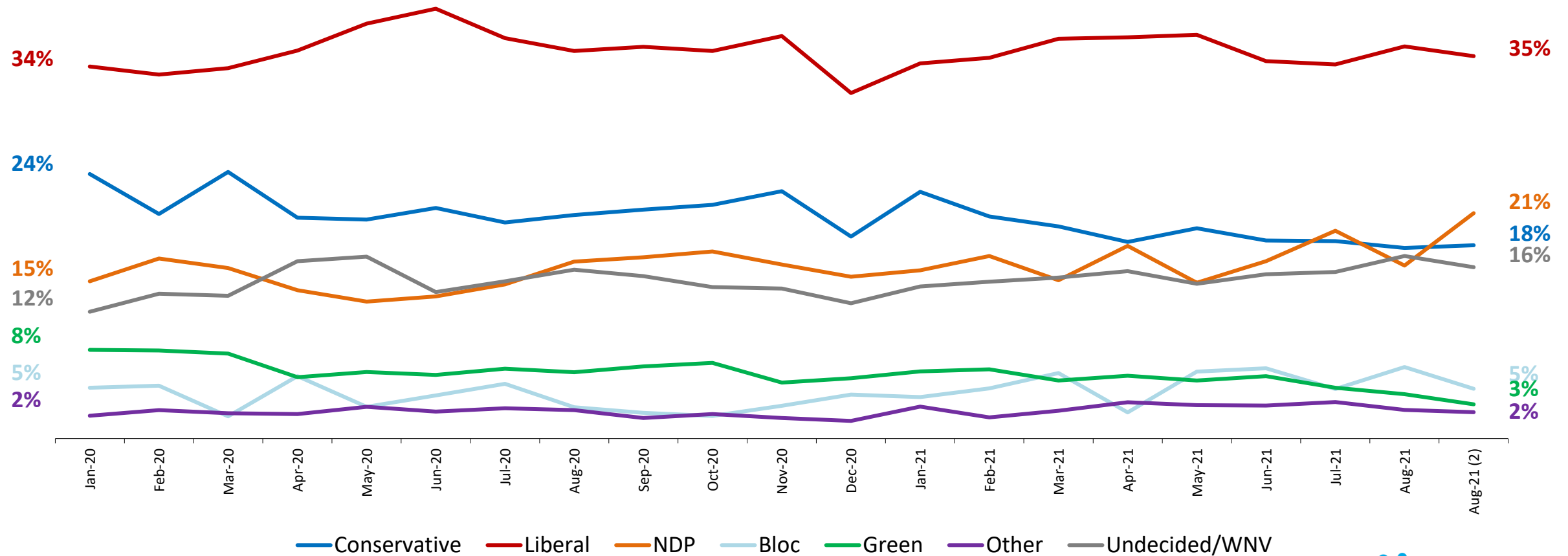


# Women's Vote: Women are likely to vote/lean towards the Liberals (35%), followed by the NDP at 21%



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=612]



# Methodology

# Survey Methodology

**These are the results of an online survey conducted between August 12<sup>th</sup> 2021 and August 16<sup>th</sup>, 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=1,412 Adult Canadians, 18 years or older. The results are weighted to n=1,200 based on Census data from Statistics Canada.

**Field Dates:** August 12<sup>th</sup> 2021 and August 16<sup>th</sup> 2021

**Weighting:** Results 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 below.

**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.

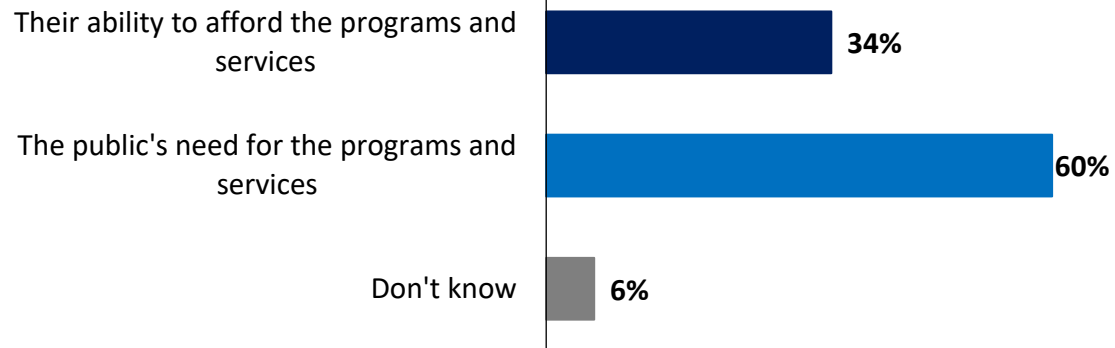
	Unweighted (n)	Unweighted (%)	Weighted (n)	Weighted (%)
<b>Men 18-34</b>	129	9.2%	164	13.7%
<b>Men 35-54</b>	266	18.9%	199	16.7%
<b>Men 55+</b>	265	18.8%	218	18.3%
<b>Women 18-34</b>	178	12.6%	162	13.6%
<b>Women 35-54</b>	271	19.2%	207	17.3%
<b>Women 55+</b>	300	21.3%	243	20.4%
<b>BC</b>	172	12.1%	164	13.6%
<b>AB</b>	171	12.1%	136	11.3%
<b>Prairies</b>	119	8.4%	78	6.5%
<b>ON</b>	546	38.5%	460	38.3%
<b>QC</b>	303	21.4%	281	23.4%
<b>Atlantic</b>	106	7.5%	82	6.8%

# Appendix – Segmentation Details

# Core Political Values: 6-in-10 (59%) say the main role of government is to create an equal opportunity so that everyone can compete

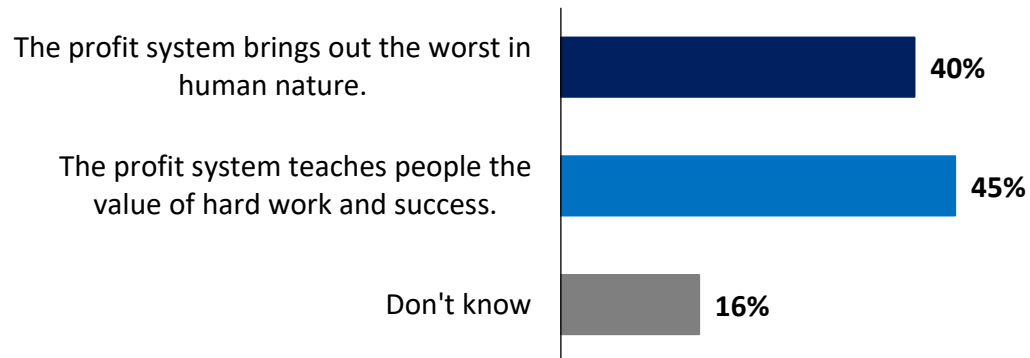
**Q** Now we would like to ask a few questions about basic values and society...When governments make major decisions concerning spending on programs and services, do you think they should be basing their decisions mainly on...?

[asked of all respondents; n=1200]



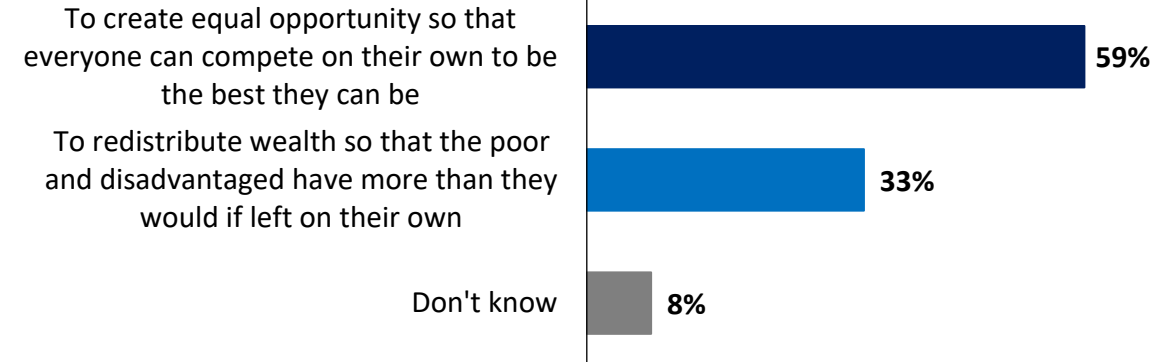
**Q** Which of the following statements comes closest to your view?

[asked of all respondents; n=1200]



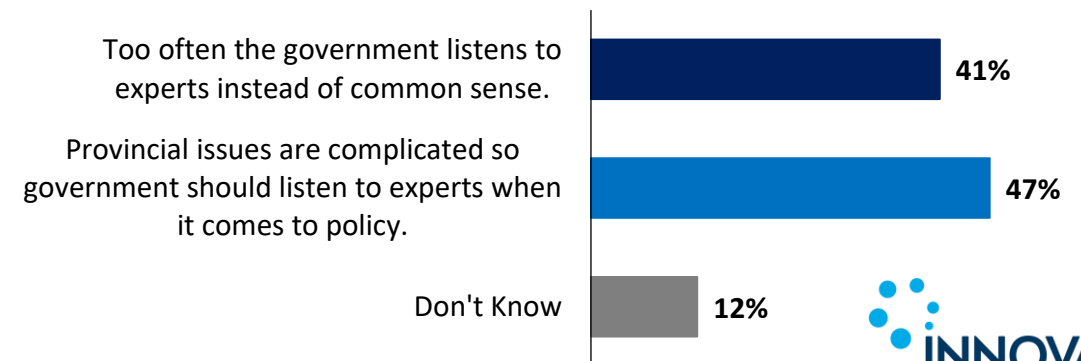
**Q** Is the main role of government to...?

[asked of all respondents; n=1200]



**Q** When it comes to government decision making, which of the following statements is closest to your view?

[asked of all respondents; n=1200]



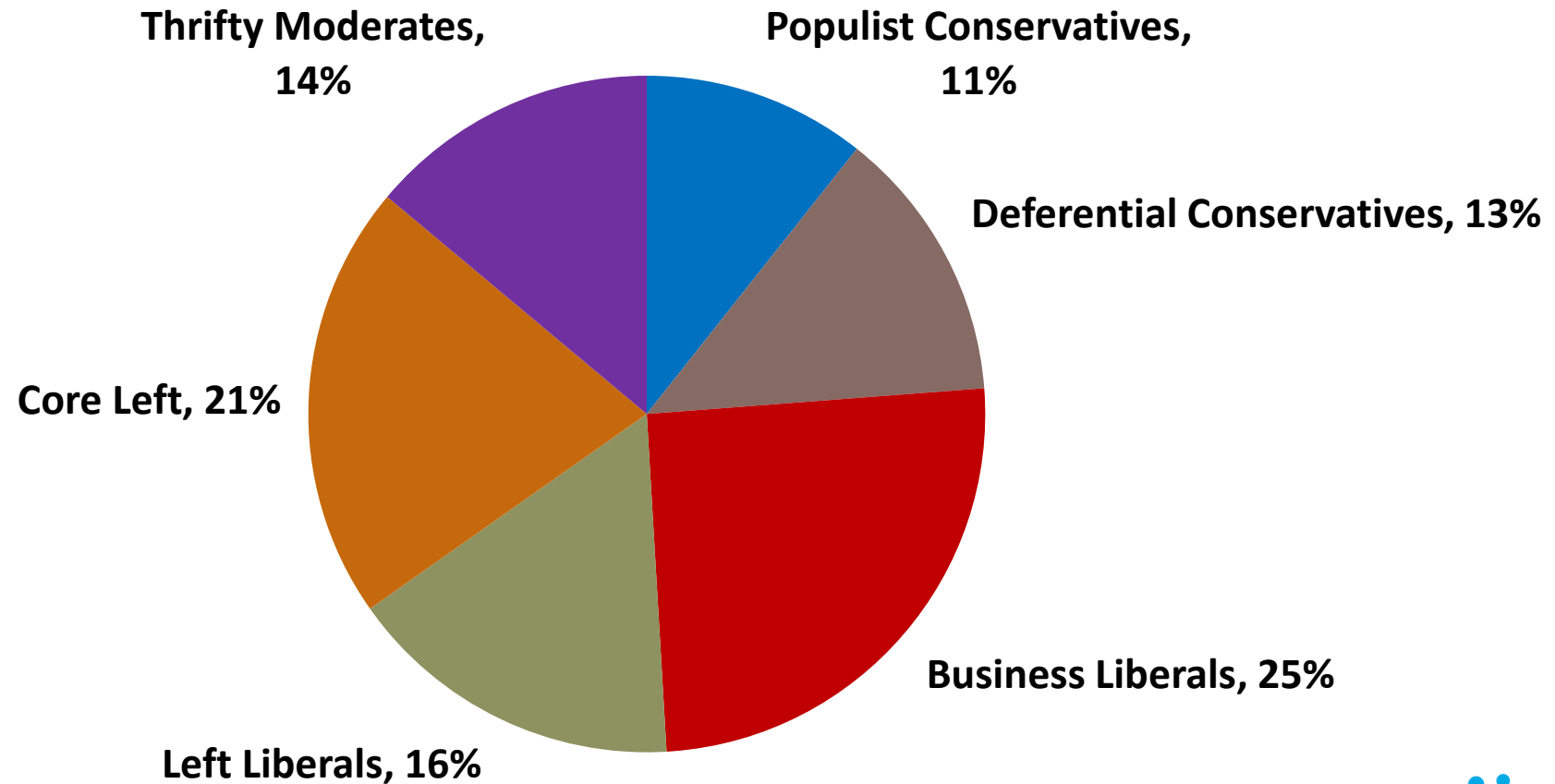
# Value Clusters: 1-in-4 (25%) Canadians are Business Liberals, followed by Core Left (21%)

82



Clusters are based on 4 basic values: equal opportunity versus redistribution; trust in the profit system; whether spending should be based on ability to afford or public need; and whether government should listen to experts or common sense.

[asked of all respondents; n=1200]



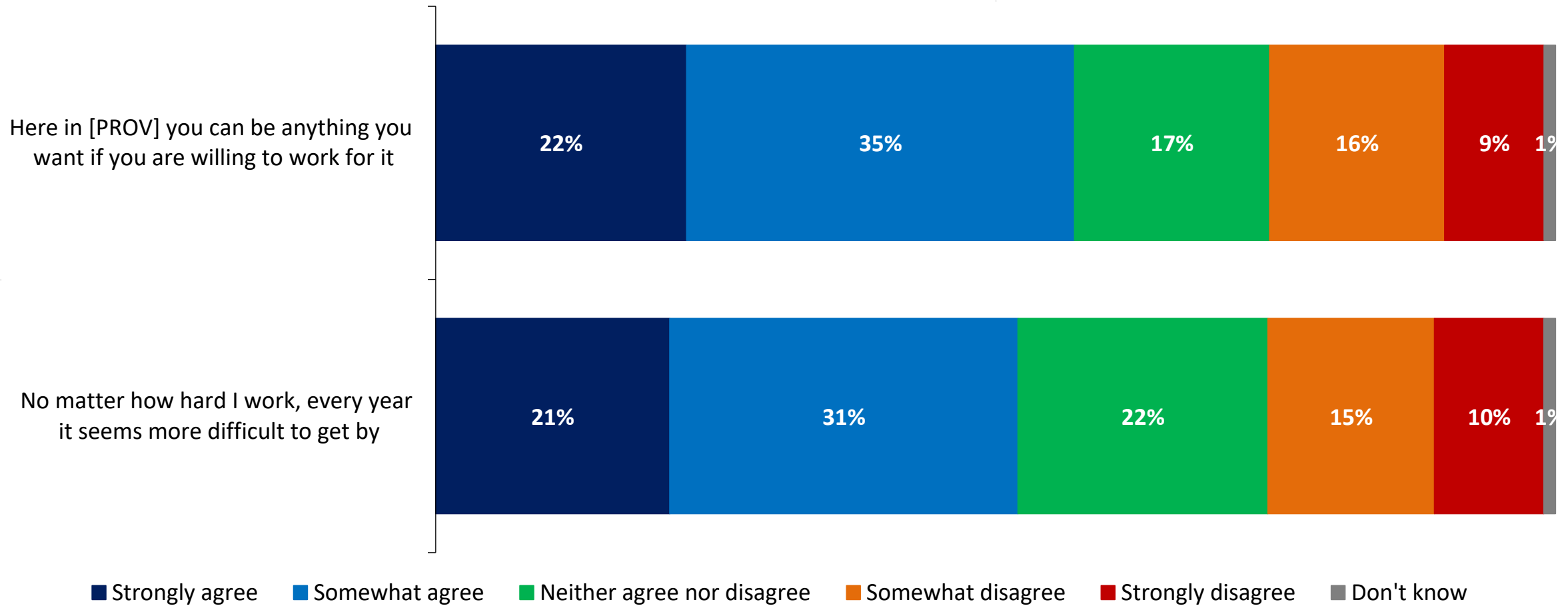
# Defining Value Clusters: The Conservative clusters are split on whether they think that gov'ts should listen to experts or common sense

Core Political Values by Value Clusters

Column %		Populist Conservatives	Deferential Conservatives	Business Liberals	Left Liberals	Core Left	Thrifty Moderates
Governments should base decisions on...	Ability to afford	97%	93%	0%	0%	0%	82%
	Public Need	0%	0%	98%	96%	96%	0%
Is the main role of government to .?	Create equal Opportunity	99%	82%	67%	99%	0%	37%
	Redistribute wealth	0%	14%	25%	0%	94%	38%
When it comes to government decision making...	Rely on common sense	100%	0%	32%	51%	32%	52%
	Listen to experts	0%	89%	56%	37%	55%	23%
The profit system...	Brings out the worst in human nature	0%	0%	0%	83%	86%	61%
	Teaches value of hard work and success	91%	84%	87%	0%	0%	13%

# Segmentation Attitudes: A majority of Canadians (57%) believe that you can be anything you want if you're willing to work for it

Q Do you agree or disagree with the following statements? -  
[asked of all respondents; n=1200]

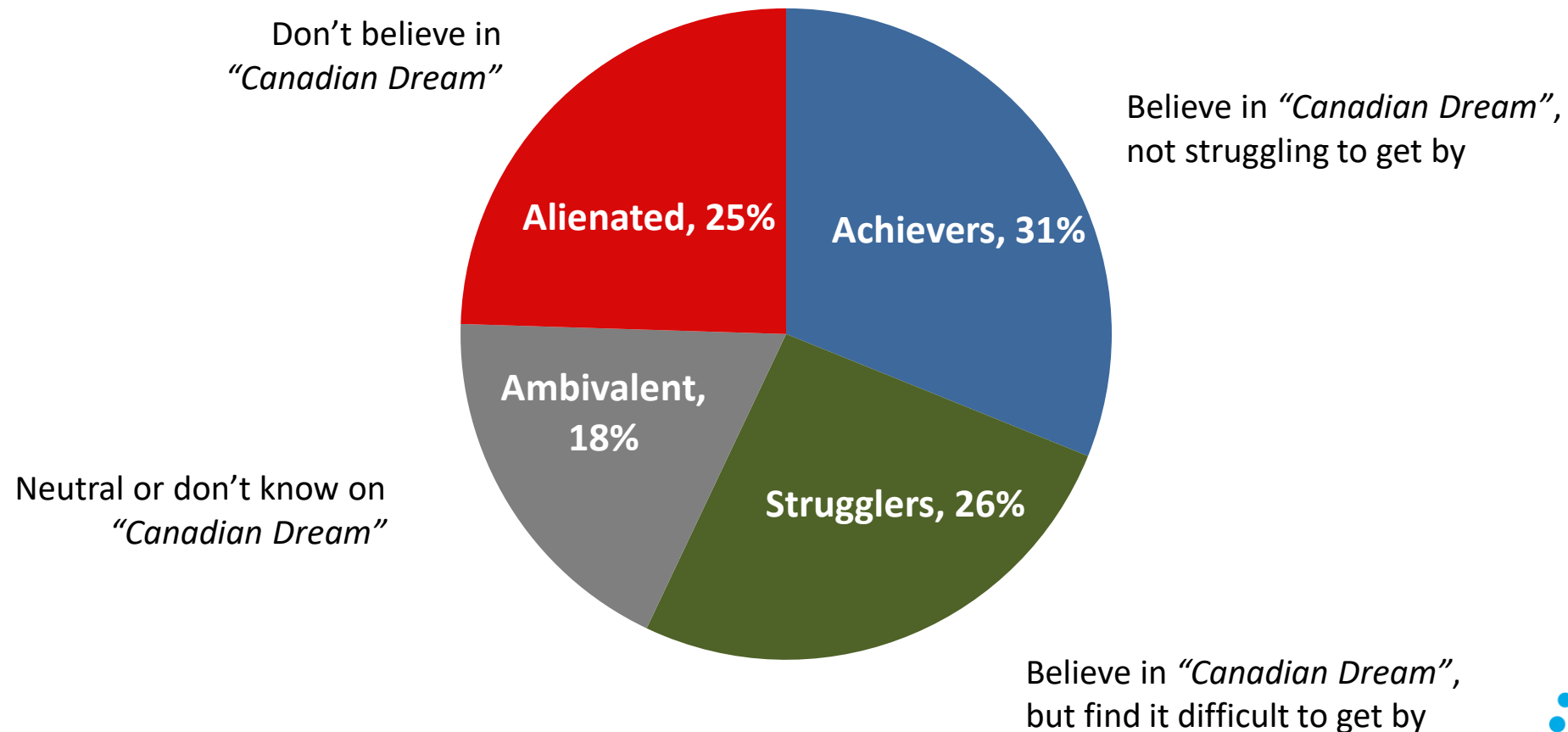


# Economic Gap Segmentation: Most Canadians are Achievers (31%), followed by Strugglers (26%)



Gap segmentation: Agree with 'Here in [PROVINCE] you can be anything you want if you are willing to work for it' BY Agree with 'No matter how hard I work, every year it seems more difficult to get by'.

[asked of all respondents; n=1200]

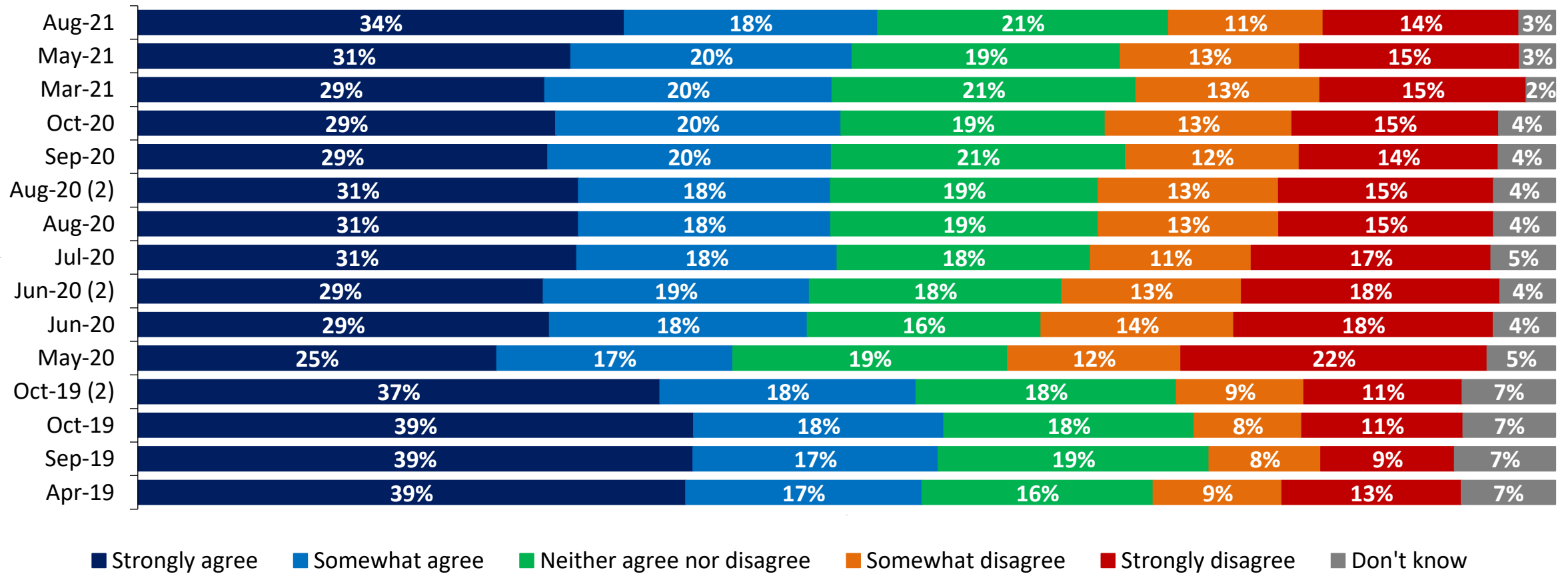


# Time for Change Tracking: Desire for change is up from May'21 ; half (52%) agree that it is a time for a change in government in Canada



Do you agree or disagree with the following statements? - It is time for a change in government here in Canada

[asked of all respondents; n=1200]

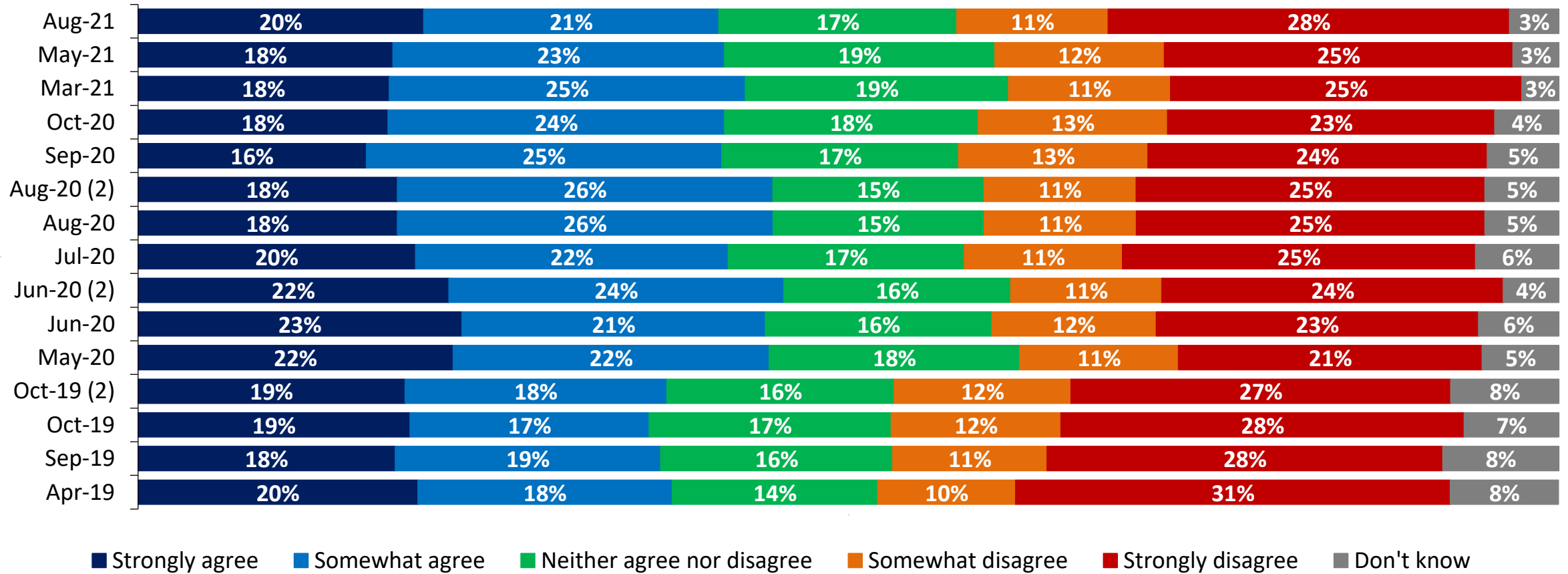


# Time for Change Tracking: 4-in-10 (41%) agree that the Liberals are still the best party to form a government; steady since May '21



Do you agree or disagree with the following statements? - The Liberals may have their problems but they are still the best party to form government

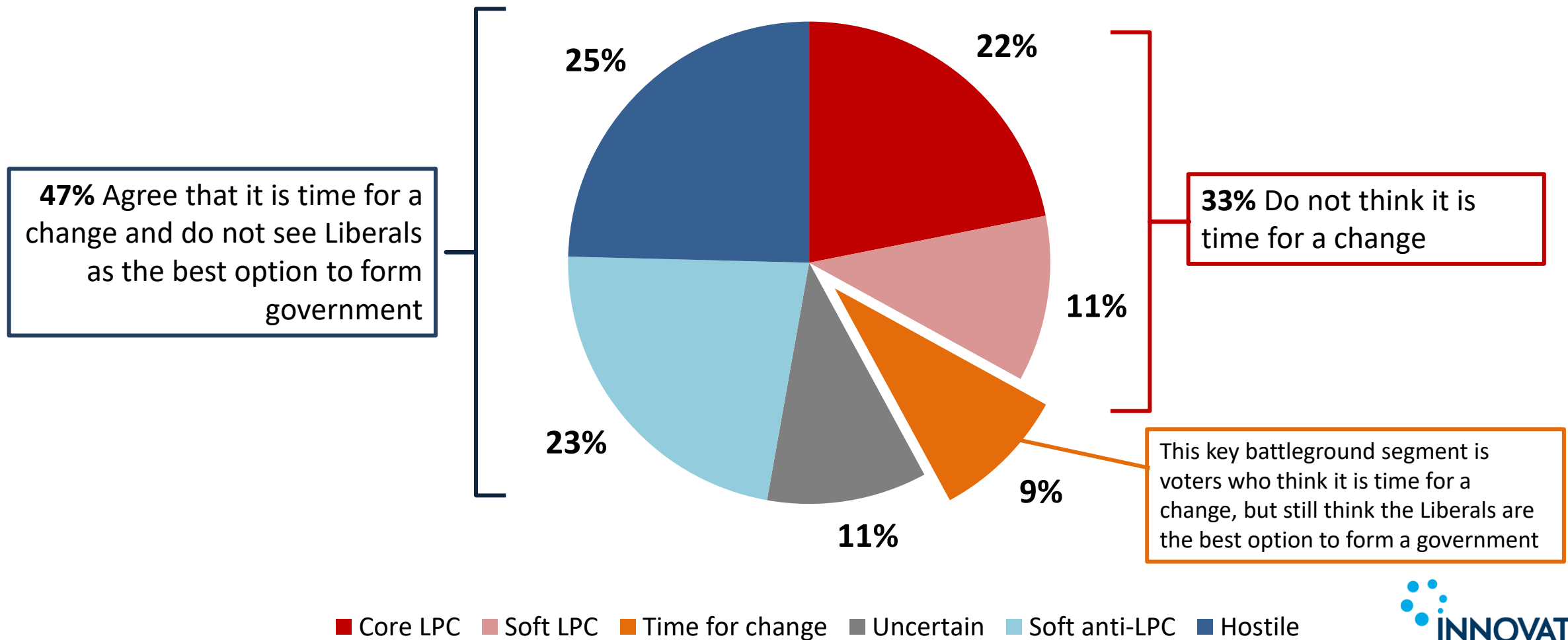
[asked of all respondents; n=1200]



# Time for Change Segmentation: Almost half (47%) agree it's time for a change of gov't and don't see the Liberals as the best option



Time for Change segmentation: Agree with 'The Liberals may have their problems but they are still the best party to form government' BY Agree with 'It is time for a change in government here in Canada'.  
[asked of all respondents; n=1200]



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**Building Understanding.**

