Canada This Month

Weekly Tracking

INNOVATIVE
RESEARCH GROUP

Public Opinion Research
Release Date: September 13, 2021
Field Dates: September 10 to September 12, 2021

Federal Politics: Tracking

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

This online survey was in field from September 10th to September 12th, 2021 with a weighted sample size of 2,400. The full results combines two samples. A core sample of 1,200 asked our standard tracking questions and an additional sample of 1,200 asked a separate set of questions. Detailed methodology is provided in the appendix.

While the Liberals are still vulnerable coming into the last week of the election, they have the clear advantage. With leads in Ontario, Quebec, and Atlantic Canada they are well positioned to win important seats and there are no clear issues that the CPC can overtake them on. The main threat to the Liberals are the NDP gains in BC and Ontario, and the potential for a Bloc rebound in Quebec if they can make the issue of defending Quebec more salient.

Campaign Impacts

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 few days about the Liberals, the Conservatives, the Bloc (in Quebec only) and one other party selected randomly from the NDP, Greens and PPC.

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 Awareness
Liberals
Conservatives
Bloc (Quebec Only)
One of the NDP, PPC, or Green Party

Impact
Among those who have read, seen, or heard something

RSH Attention: Attention to the Liberal campaign is the highest, with half (51%) saying they have heard something about Trudeau and the LPC

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

Party	Yes	No	Don't Know
Liberal RSH	51%	39%	10%
Conservative RSH	43%	48%	9%
NDP RSH	29%	58%	13%
Bloc RSH (QC Only)	39%	51%	10%
Green RSH	19%	69%	12%
PPC RSH	20%	72%	8%

Legend: ■ Yes ■ No ■ Don't Know

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Current data: September 2021
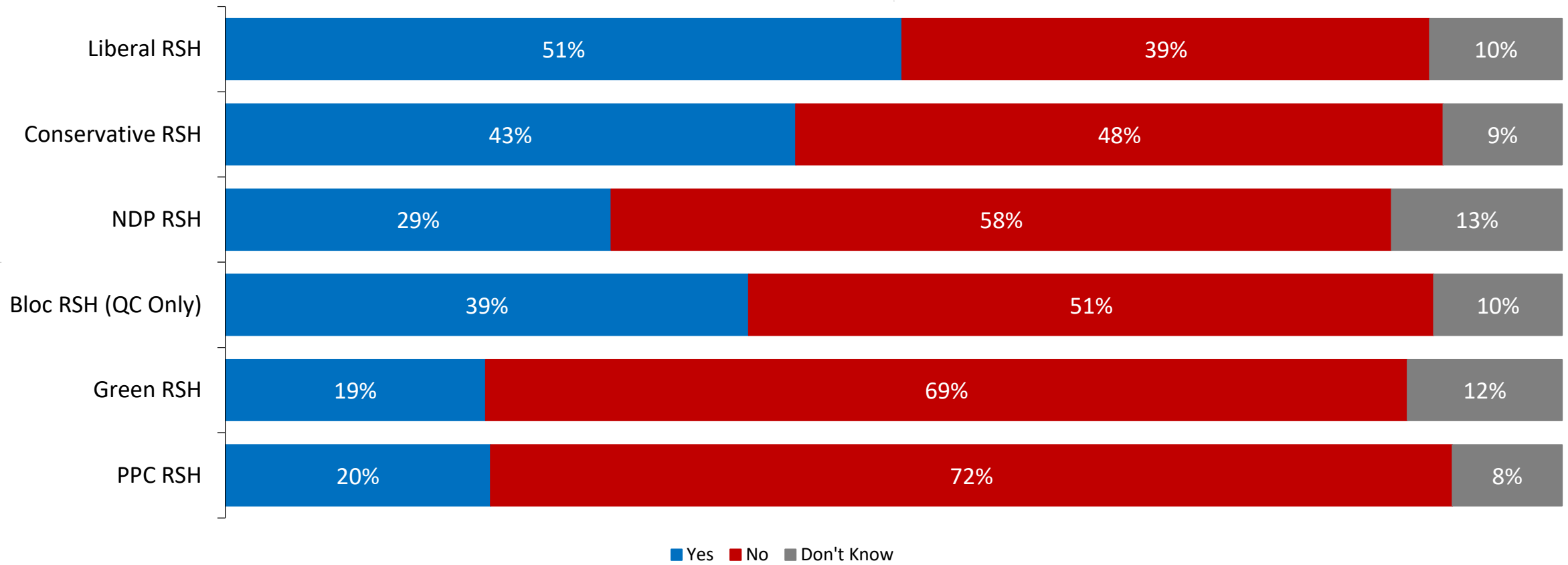
Attention: Attention to the election is steady since late August; 41% haven't heard about the campaigns recently

Q Have you read, seen or heard anything about [PARTY] in the last few days?
Showing how many different campaigns each respondent has heard something about in the last few days
[only asked of core respondents; n=1200]

	0 campaigns	1 campaign	More than 1 campaign
Sep '21	41%	18%	41%
Aug '21	40%	19%	41%

■ 0 campaigns   ■ 1 campaign   ■ More than 1 campaign

Current data: September 2021

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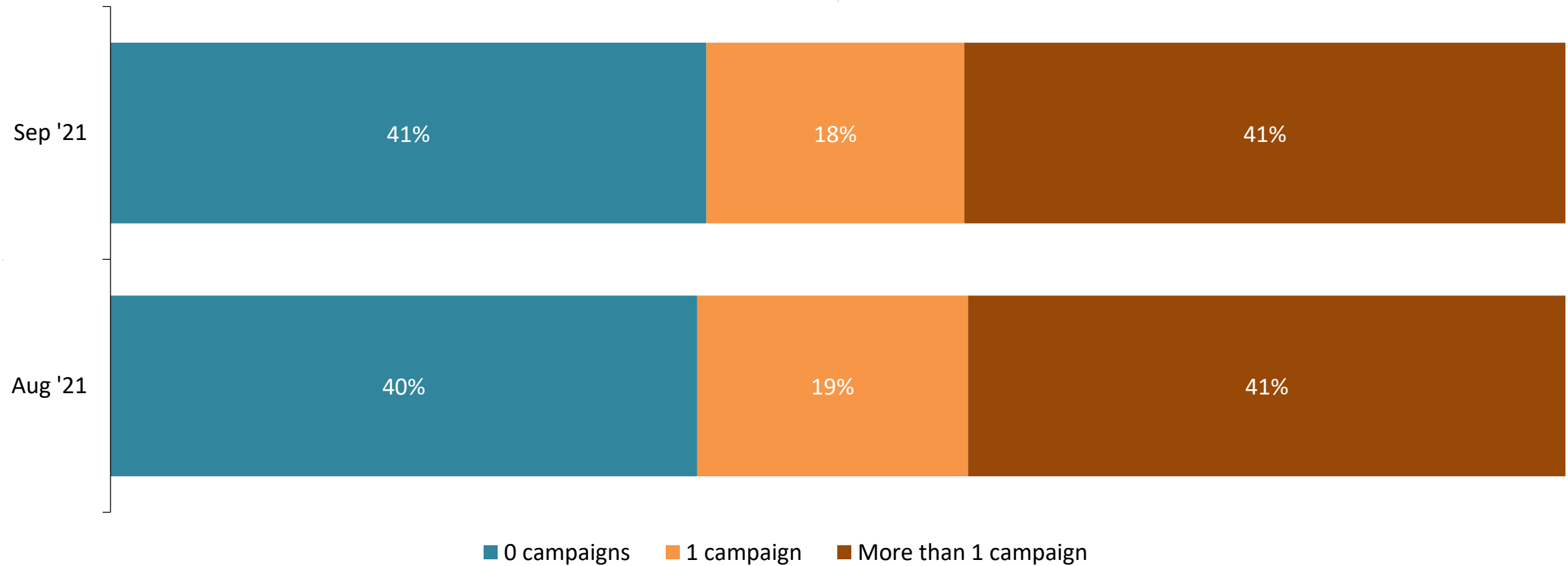
Attention: The share of people who have heard about more than one campaign is steady in all provinces except Atlantic Canada

Q Have you read, seen or heard anything about [PARTY] in the last few days?
Showing how many different campaigns each respondent has heard something about in the last few days
[only asked of core respondents; n=1200]

	0 campaigns	1 campaign	More than 1 campaign
Overall	41%	18%	41%
BC	43%	16%	42%
Alberta	40%	18%	42%
Prairies	42%	18%	40%
Ontario	38%	19%	43%
Quebec	43%	16%	41%
Atlantic Canada	46%	20%	34%

■ 0 campaigns   ■ 1 campaign   ■ More than 1 campaign

Current data: September 2021

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Attention: Those who have voted already are the most likely to be paying attention to multiple campaigns

Q Have you read, seen or heard anything about [PARTY] in the last few days?
Showing how many different campaigns each respondent has heard something about in the last few days BY Likelihood to vote
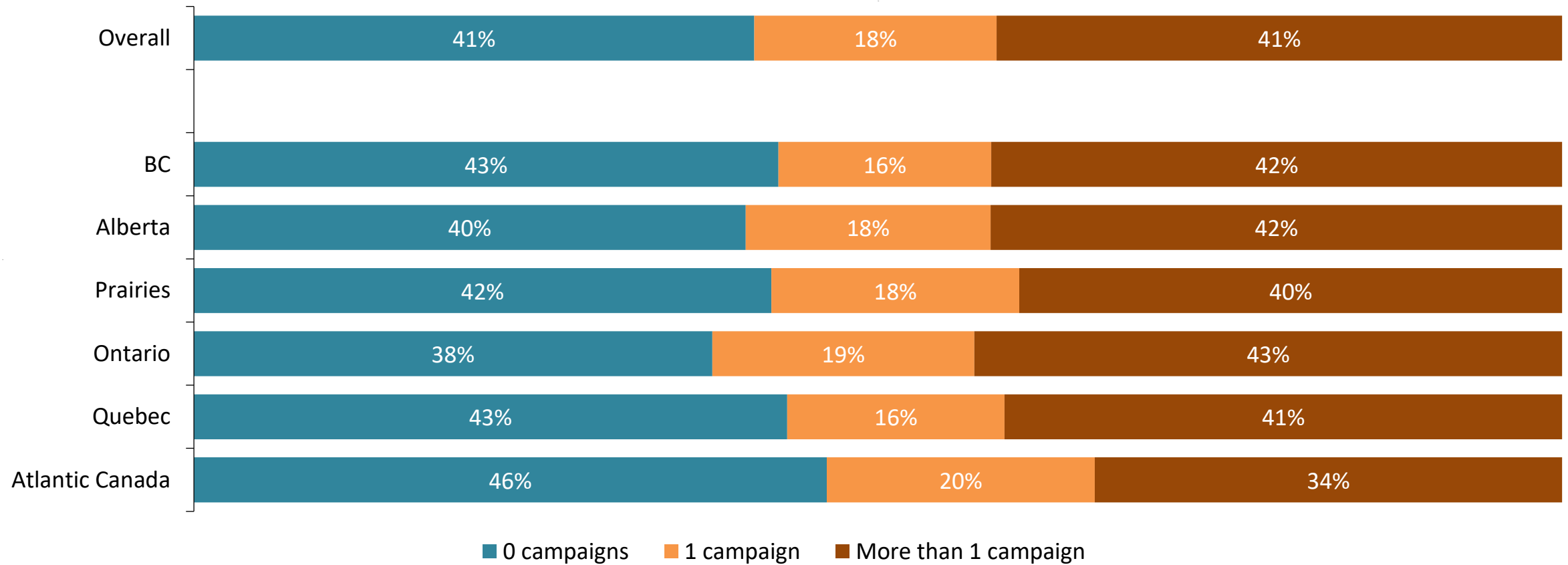[only asked of core respondents; n=1200]

Likelihood to Vote

	0 campaigns	1 campaign	More than 1 campaign
Overall	41%	18%	41%
Already Voted	27%	15%	58%
Definitely	33%	18%	49%
Very likely	60%	18%	22%
Somewhat likely	68%	22%	11%
Not very likely	71%	22%	7%
Definitely will not vote	60%	23%	17%
Don't know	87%	7%	6%

■ 0 campaigns   ■ 1 campaign   ■ More than 1 campaign

Current data: September 2021

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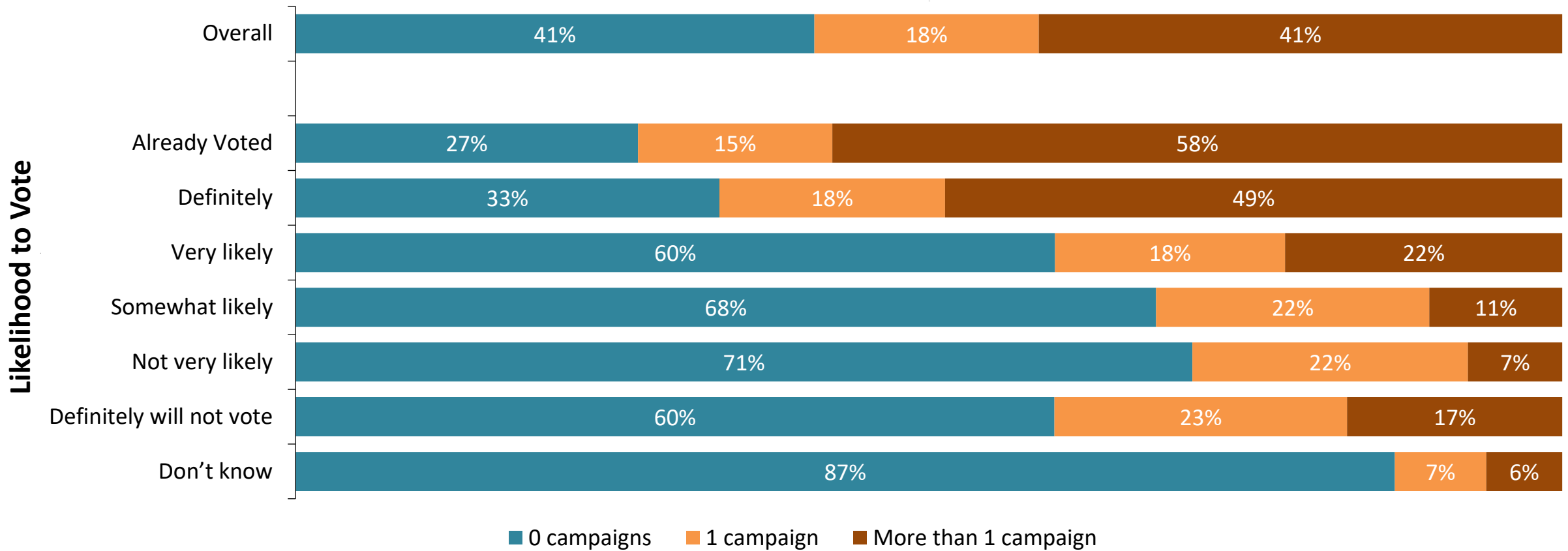
Awareness Tracking: Attention to the Liberals & NDP is steady, while attention to all other parties are up

Q Have you read, seen or heard anything about [PARTY] in the last few days? **Showing % who have read, seen, or heard about each party.**

49%   51%
43%
39%
30%   29%
22%
17%   20%
15%   19%
7%

Aug-21   Aug-21 (2)   Sep-21

━━ Liberal   ━━ Conservative   ━━ NDP   ━━ Bloc   ━━ Green   ━━ PPC

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Current data: September 2021
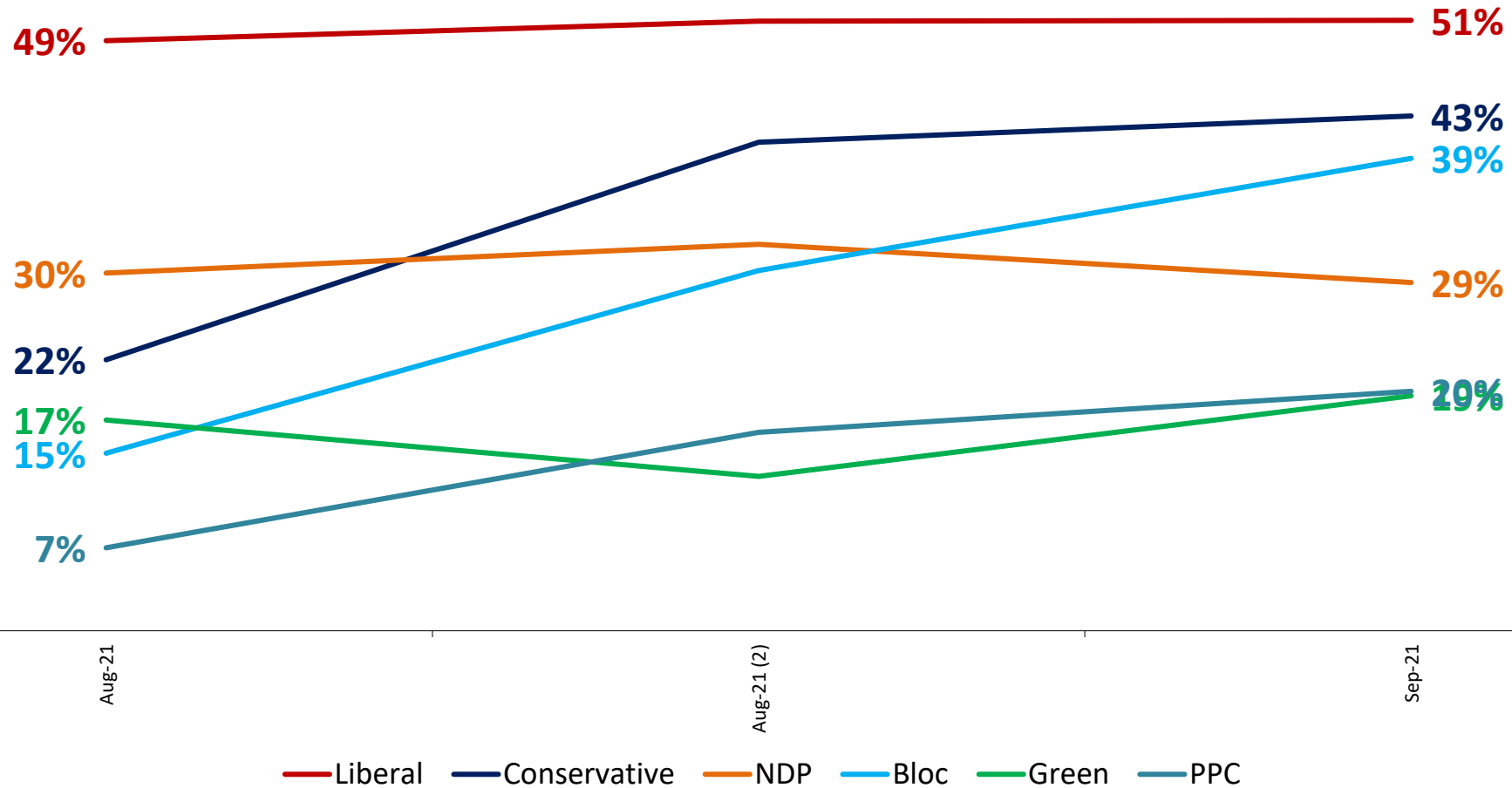
RSH Trudeau: The Liberals/Trudeau's performance in the debate is the top mention (22%) with a negative net impact of -13%

Q And what have you read, seen or hear about Justin Trudeau and the federal Liberal party? [OPEN END]
[Asked of those who have RSH; n=607]

Impact by RSH

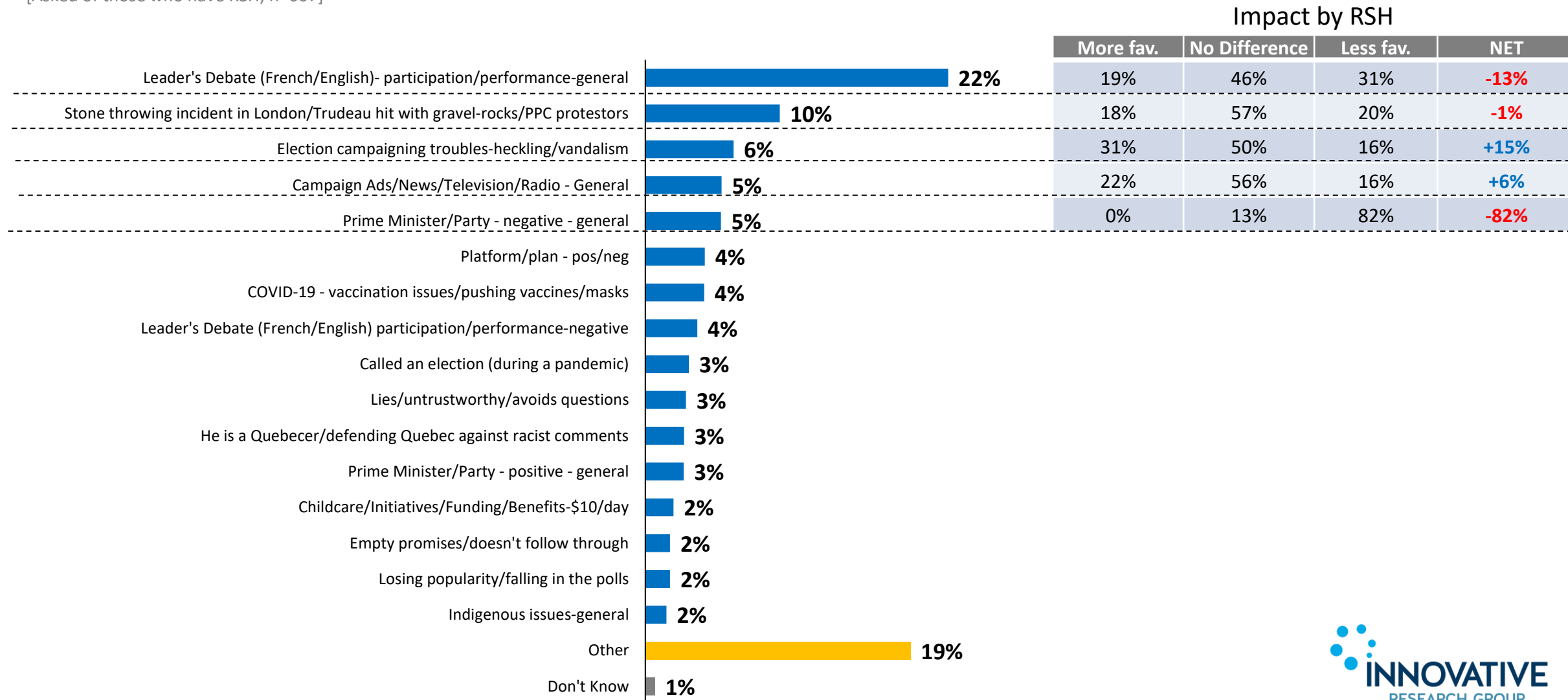|		More fav.	No Difference	Less fav.	NET
Leader's Debate (French/English)- participation/performance-general	22%	19%	46%	31%	-13%
Stone throwing incident in London/Trudeau hit with gravel-rocks/PPC protestors	10%	18%	57%	20%	-1%
Election campaigning troubles-heckling/vandalism	6%	31%	50%	16%	+15%
Campaign Ads/News/Television/Radio - General	5%	22%	56%	16%	+6%
Prime Minister/Party - negative - general	5%	0%	13%	82%	-82%
Platform/plan - pos/neg	4%				
COVID-19 - vaccination issues/pushing vaccines/masks	4%				
Leader's Debate (French/English) participation/performance-negative	4%				
Called an election (during a pandemic)	3%				
Lies/untrustworthy/avoids questions	3%				
He is a Quebecer/defending Quebec against racist comments	3%				
Prime Minister/Party - positive - general	3%				
Childcare/Initiatives/Funding/Benefits-$10/day	2%				
Empty promises/doesn't follow through	2%				
Losing popularity/falling in the polls	2%				
Indigenous issues-general	2%				
Other	19%				
Don't Know	1%				

Note: 'No response' (<1%) not shown
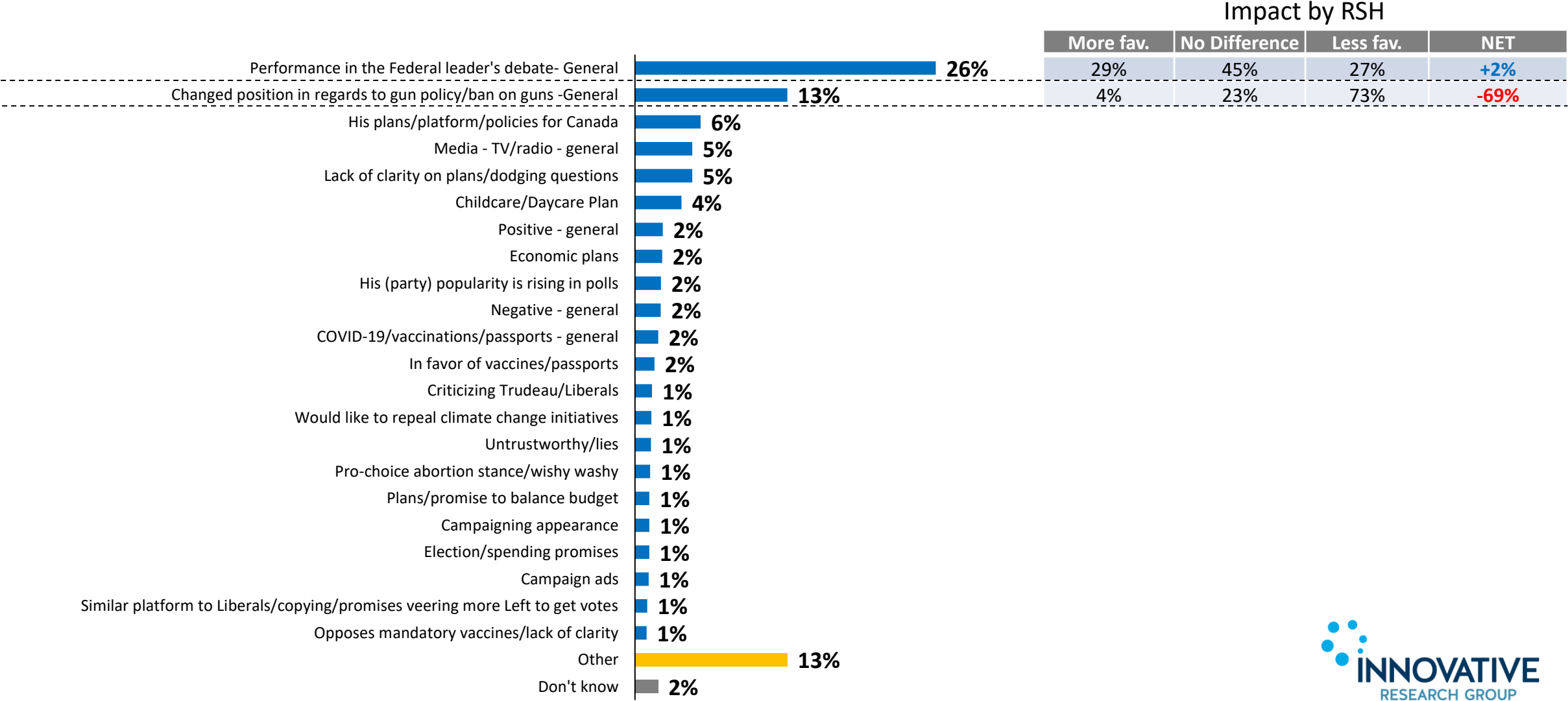
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RSH O'Toole: The Conservative/O'Toole's performance in the debate is the top mention (26%) with a positive net impact of 2%

Q And what have you read, seen or hear about Erin O'Toole and the federal Conservative party? [OPEN END]
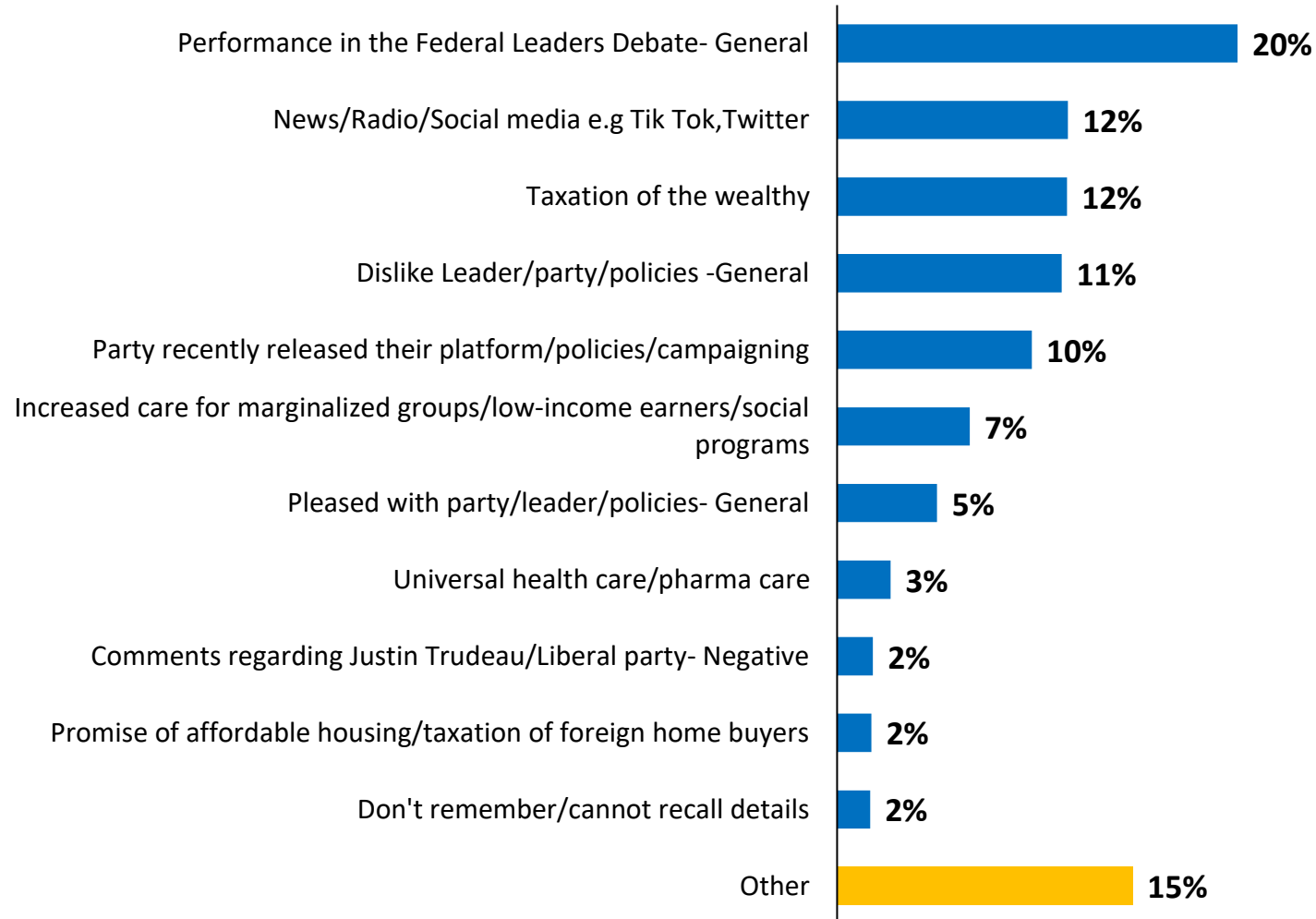[Asked of those who have RSH; n=512]

	26%		Impact by RSH		
		More fav.	No Difference	Less fav.	NET
Performance in the Federal leader's debate- General	26%	29%	45%	27%	+2%
Changed position in regards to gun policy/ban on guns -General	13%	4%	23%	73%	-69%
His plans/platform/policies for Canada	6%				
Media - TV/radio - general	5%				
Lack of clarity on plans/dodging questions	5%				
Childcare/Daycare Plan	4%				
Positive - general	2%				
Economic plans	2%				
His (party) popularity is rising in polls	2%				
Negative - general	2%				
COVID-19/vaccinations/passports - general	2%				
In favor of vaccines/passports	2%				
Criticizing Trudeau/Liberals	1%				
Would like to repeal climate change initiatives	1%				
Untrustworthy/lies	1%				
Pro-choice abortion stance/wishy washy	1%				
Plans/promise to balance budget	1%				
Campaigning appearance	1%				
Election/spending promises	1%				
Campaign ads	1%				
Similar platform to Liberals/copying/promises veering more Left to get votes	1%				
Opposes mandatory vaccines/lack of clarity	1%				
Other	13%				
Don't know	2%				

Note: 'No response' (1%) not shown

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RSH Singh: The NDP/Singh's performance in the federal leaders debate is the top mention (20%)

Q And what have you read, seen or heard about Jagmeet Singh and the federal NDP party? [OPEN END]
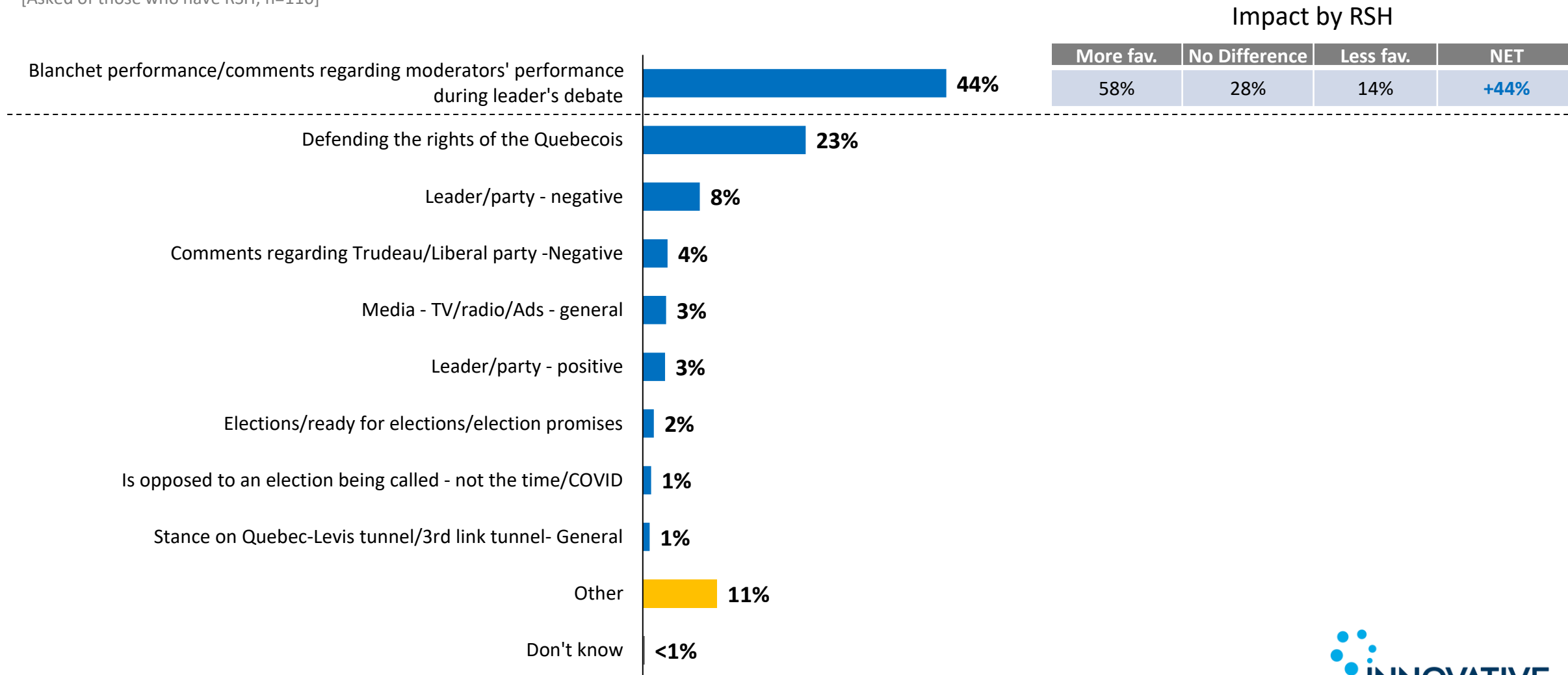[Asked of those who have RSH; n=116]

Category	%
Performance in the Federal Leaders Debate- General	20%
News/Radio/Social media e.g Tik Tok,Twitter	12%
Taxation of the wealthy	12%
Dislike Leader/party/policies -General	11%
Party recently released their platform/policies/campaigning	10%
Increased care for marginalized groups/low-income earners/social programs	7%
Pleased with party/leader/policies- General	5%
Universal health care/pharma care	3%
Comments regarding Justin Trudeau/Liberal party- Negative	2%
Promise of affordable housing/taxation of foreign home buyers	2%
Don't remember/cannot recall details	2%
Other	15%

Note: 'No response' (1%) not shown

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RSH Blanchet: The Bloc/Blanchet's performance during the leader's debate was the top mention (44%), with a positive net impact of 44%

Q And what did you read, see, or hear about Yves-François Blanchet and the federal Bloc Quebecois Party? [OPEN ENDED]
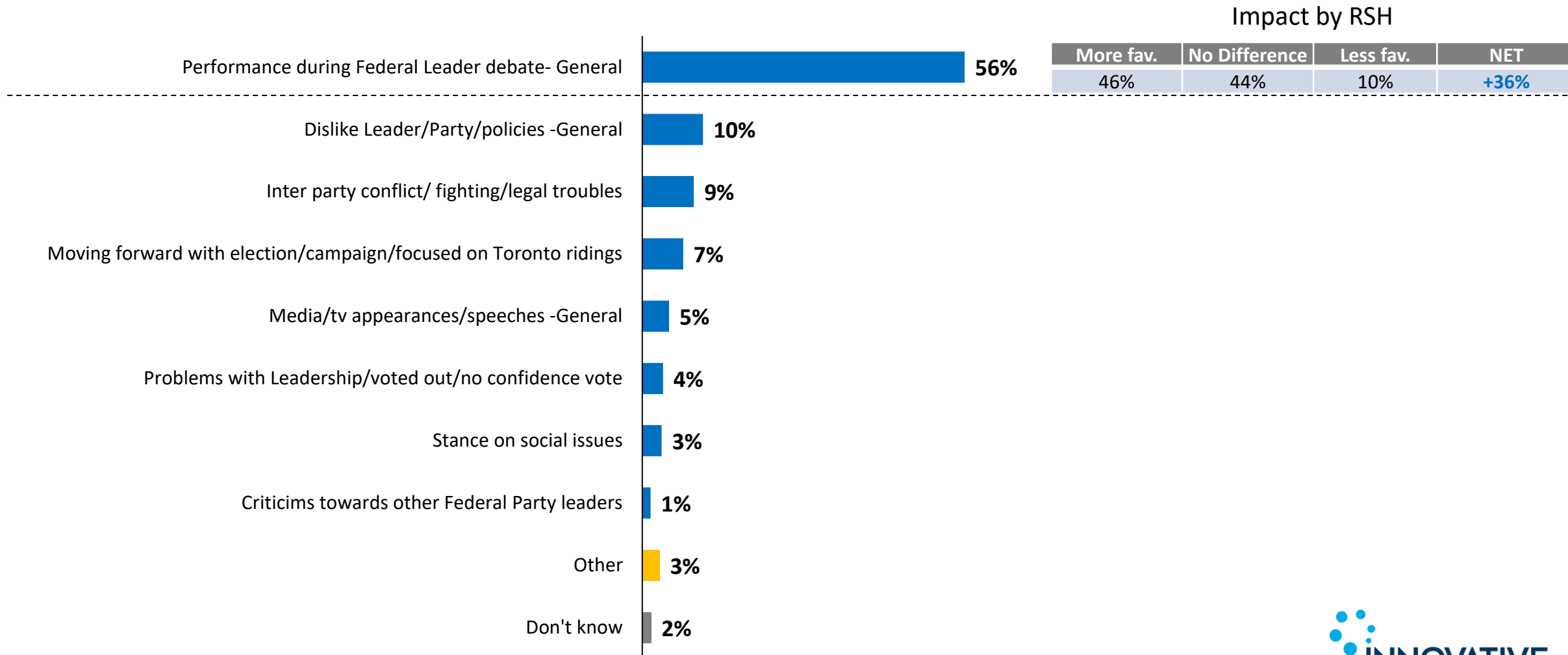[Asked of those who have RSH; n=110]

Impact by RSH

	More fav.	No Difference	Less fav.	NET
Blanchet performance/comments regarding moderators' performance during leader's debate	58%	28%	14%	**+44%**

Blanchet performance/comments regarding moderators' performance during leader's debate — **44%**

Defending the rights of the Quebecois — **23%**

Leader/party - negative — **8%**

Comments regarding Trudeau/Liberal party -Negative — **4%**

Media - TV/radio/Ads - general — **3%**

Leader/party - positive — **3%**

Elections/ready for elections/election promises — **2%**

Is opposed to an election being called - not the time/COVID — **1%**

Stance on Quebec-Levis tunnel/3rd link tunnel- General — **1%**

Other — **11%**

Don't know — **<1%**

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RSH Paul: The Green/Paul's performance in the debate is the top mention (56%) with a positive net impact of 36%

Q And what did you read, see, or hear about Annamie Paul and the federal Green Party? [OPEN ENDED]
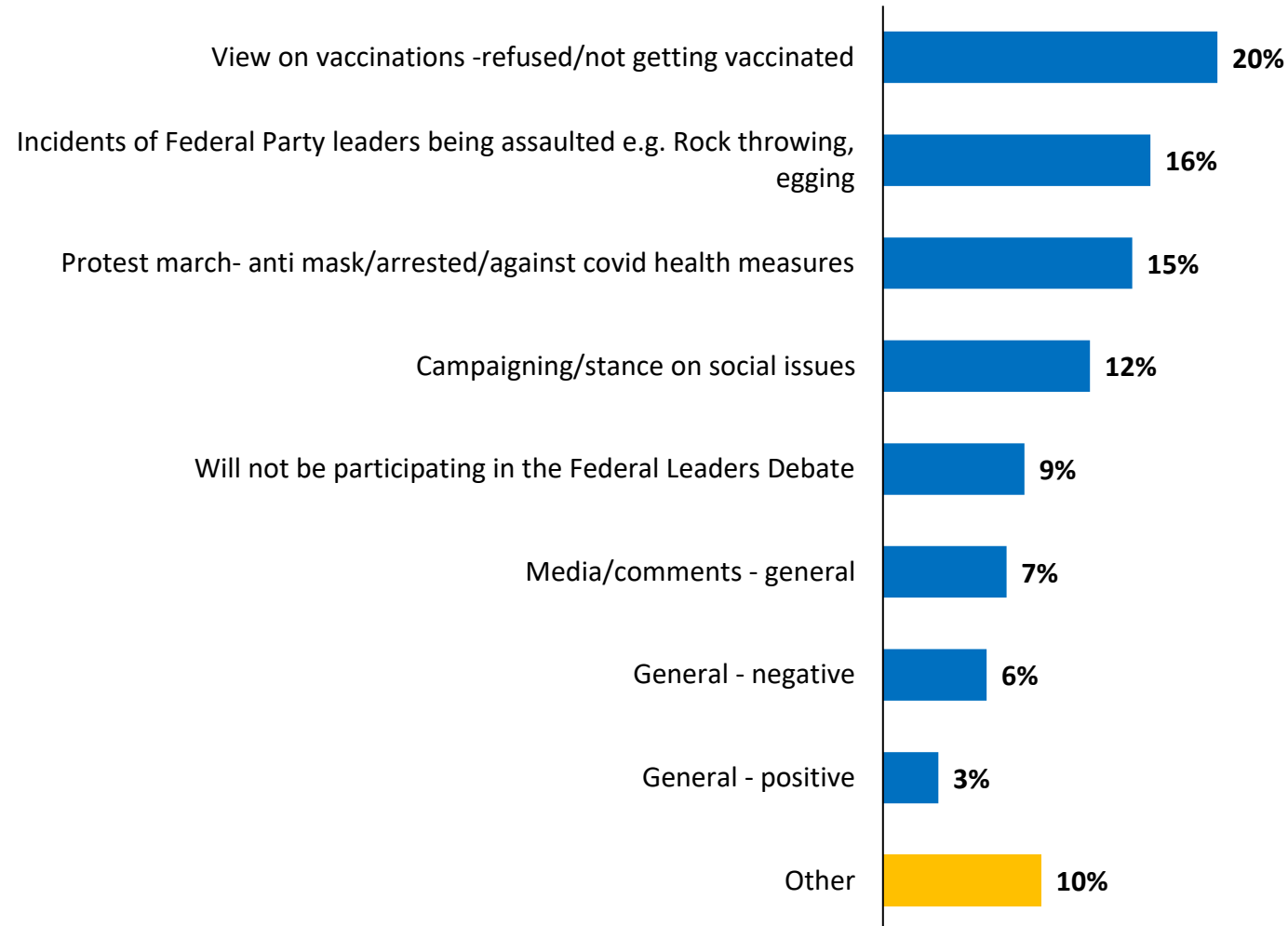[Asked of those who have RSH; n=82]

Impact by RSH

	More fav.	No Difference	Less fav.	NET
Performance during Federal Leader debate- General	46%	44%	10%	+36%

Performance during Federal Leader debate- General **56%**

Dislike Leader/Party/policies -General **10%**

Inter party conflict/ fighting/legal troubles **9%**

Moving forward with election/campaign/focused on Toronto ridings **7%**

Media/tv appearances/speeches -General **5%**

Problems with Leadership/voted out/no confidence vote **4%**

Stance on social issues **3%**

Criticims towards other Federal Party leaders **1%**

Other **3%**

Don't know **2%**

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Note: 'No response' (<1%) not shown

RSH Bernier: The People's Party/Bernier's top mention (20%) was pertaining to their views on vaccinations

Q And what have you read, seen or hear about Maxime Bernier and the People's Party? [OPEN END]
[Asked of those who have RSH; n=78]

Category	Percentage
View on vaccinations -refused/not getting vaccinated	20%
Incidents of Federal Party leaders being assaulted e.g. Rock throwing, egging	16%
Protest march- anti mask/arrested/against covid health measures	15%
Campaigning/stance on social issues	12%
Will not be participating in the Federal Leaders Debate	9%
Media/comments - general	7%
General - negative	6%
General - positive	3%
Other	10%

Note: 'No response' (1%) not shown

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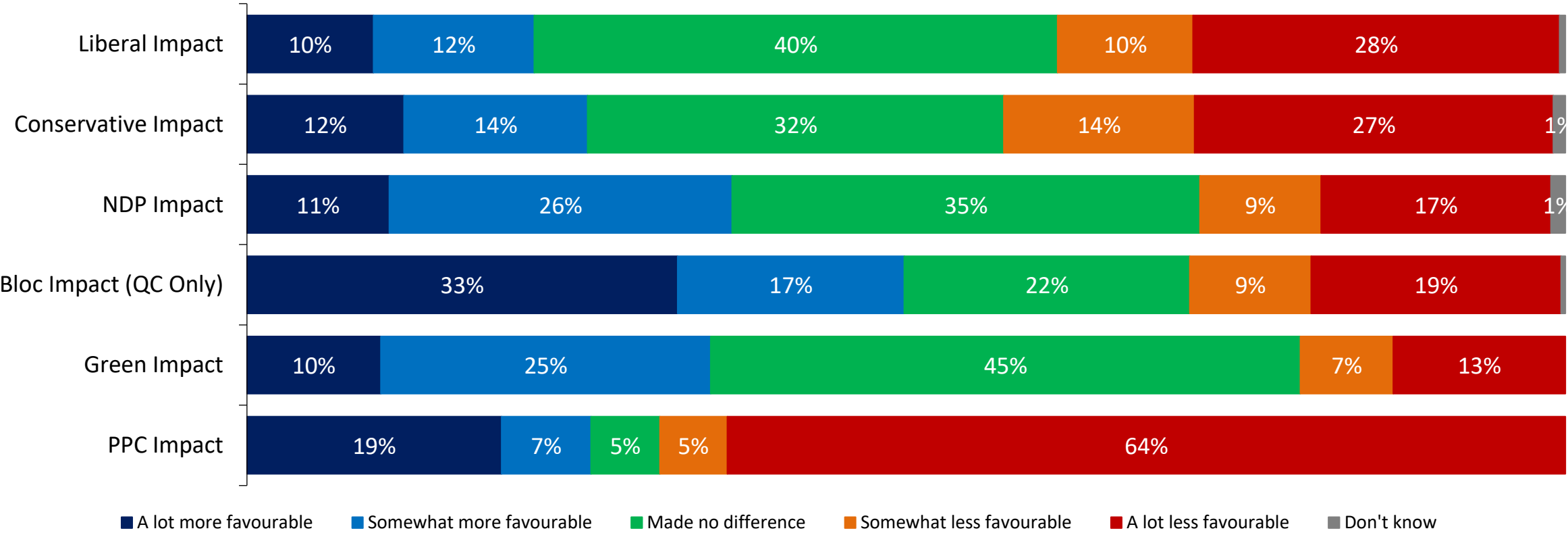
Net Impact Tracking: The Green and the PPC are showing the strongest improvement in the net impact of campaign awareness

Q 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?

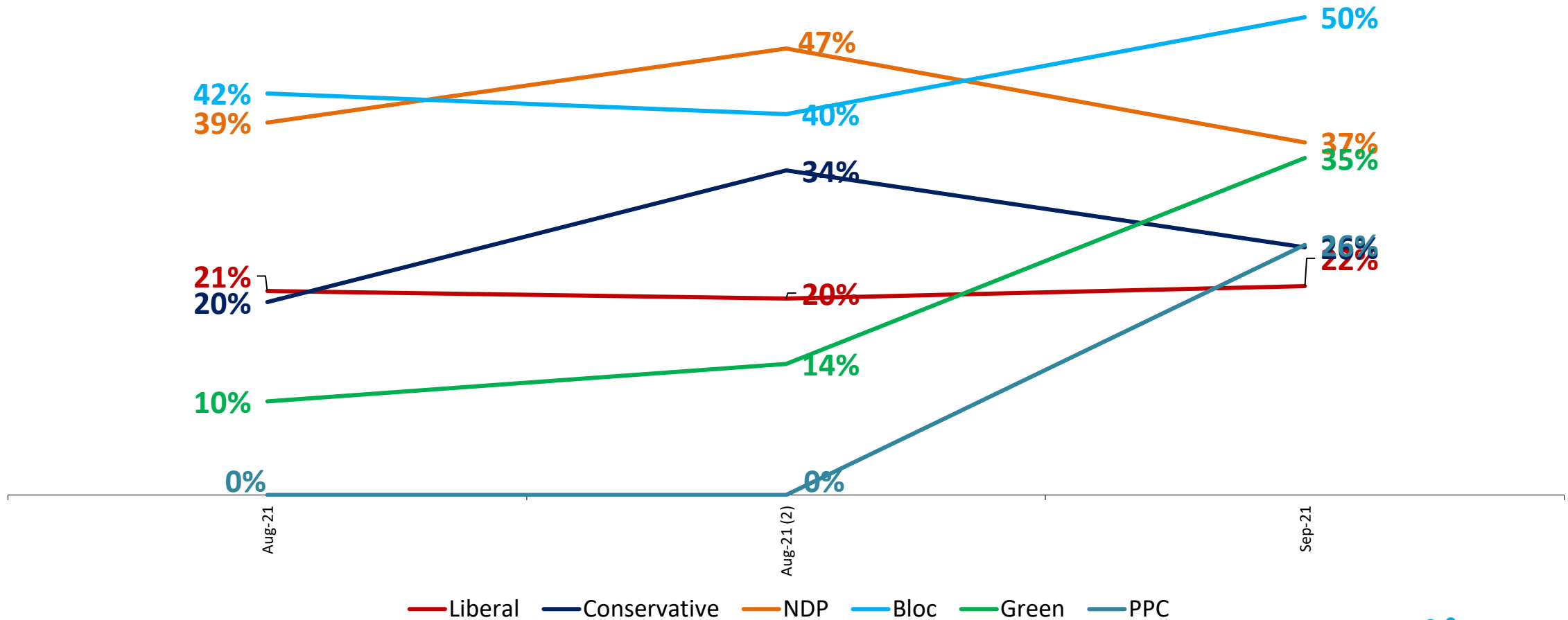[only asked of core respondents who have RSH; n=1200]

Legend: Liberal — Conservative — NDP — Bloc — Green — PPC

Data points:
- NDP: +27% → +22% → +10%
- Bloc: +14% → +18% → +22%
- Green: -48% → -36% → +15%
- Conservative: -19% → -1% → -16%
- Liberal: -18% → -28% → -16%
- PPC: -89% → -82% → -43%

X-axis: Aug-21, Aug-21 (2), Sep-21

Note: Showing Net Impact [Total More Favourable – Total Less Favourable]
Current data: September 2021

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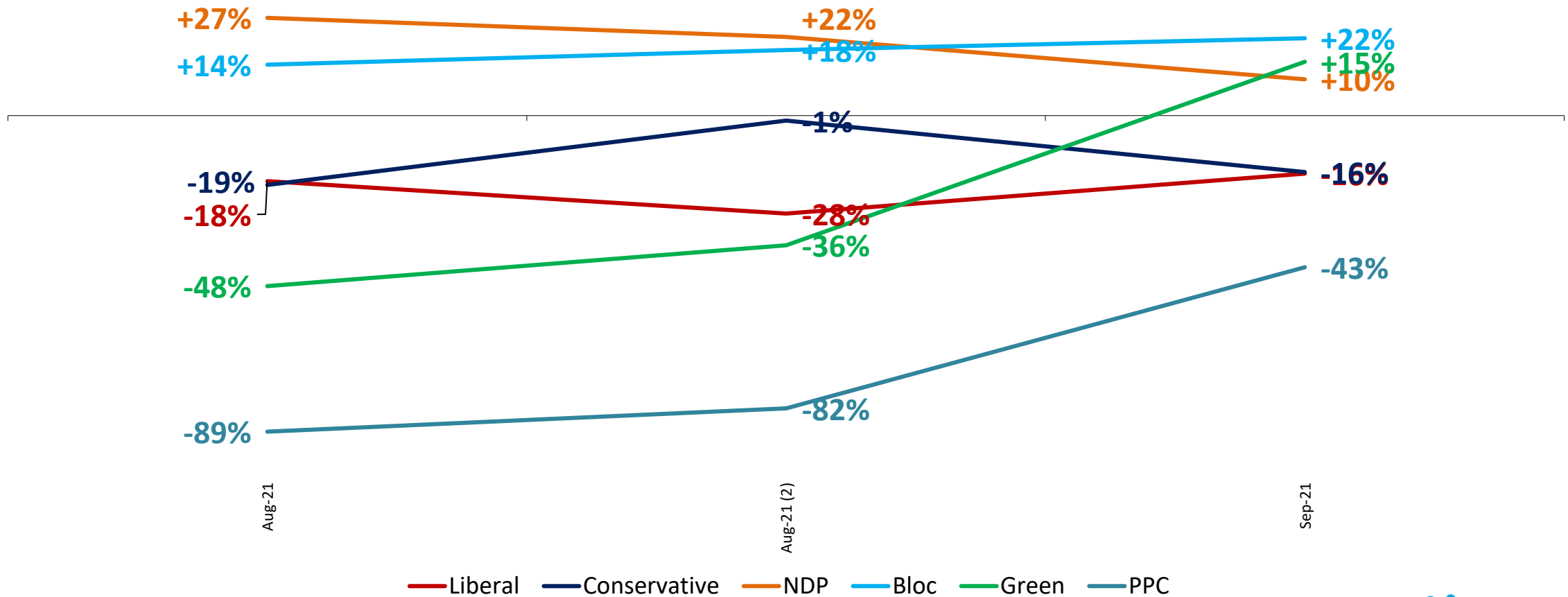
Positive Impact Tracking: Positive impacts are up for the Bloc, Green, PPC and Liberals but down for the Conservatives and NDP

Q 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? **Showing % who said "a lot more favourable" or "somewhat more favourable"**
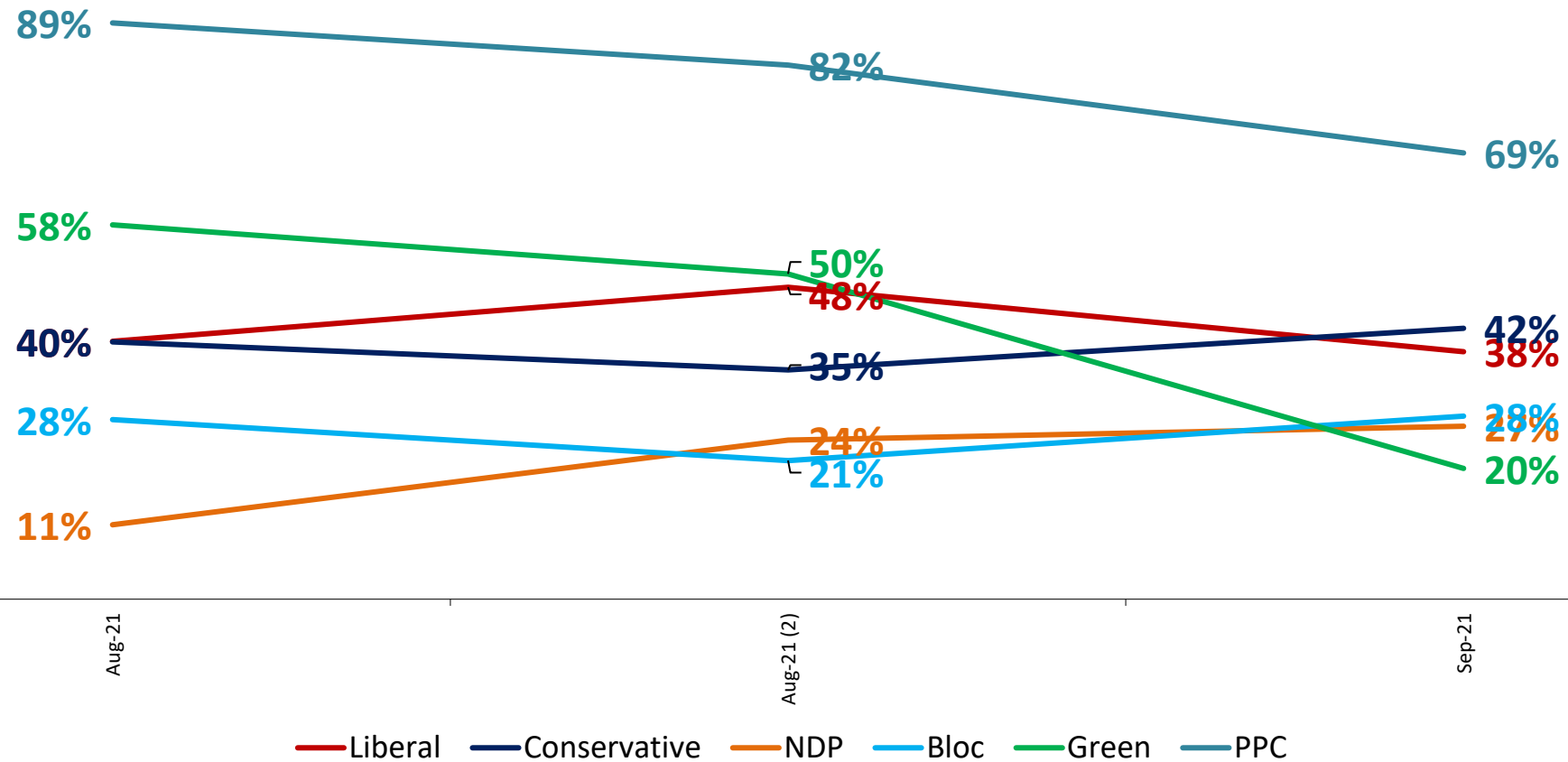[only asked of core respondents who have RSH; n=1200]

Legend: Liberal, Conservative, NDP, Bloc, Green, PPC

Data points:
- Bloc: Aug-21 42%, Aug-21 (2) 40%, Sep-21 50%
- NDP: Aug-21 39%, Aug-21 (2) 47%, Sep-21 37%
- Green: Aug-21 10%, Aug-21 (2) 14%, Sep-21 35%
- Conservative: Aug-21 20%, Aug-21 (2) 34%, Sep-21 26%
- Liberal: Aug-21 21%, Aug-21 (2) 20%, Sep-21 22%
- PPC: Aug-21 0%, Aug-21 (2) 0%, Sep-21 26%

Current data: September 2021

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Negative Impact Tracking: Negative impacts are down for most parties except CPC, Bloc and NDP, which have gone up

Q 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? **Showing % who said "a lot less favourable" or "somewhat less favourable"**
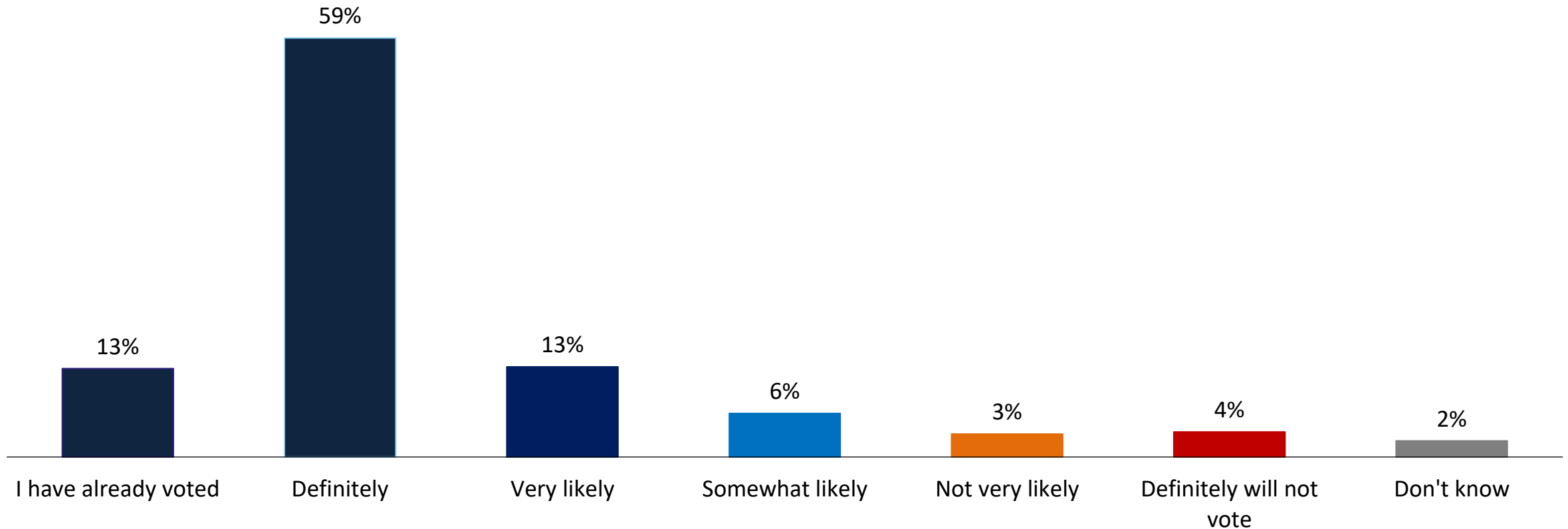[only asked of core respondents who have RSH; n=1200]

Legend: Liberal — Conservative — NDP — Bloc — Green — PPC

X-axis: Aug-21, Aug-21 (2), Sep-21

Data points:
- PPC: 89% → 82% → 69%
- Green: 58% → 50% → 20%
- Liberal: 40% → 48% → 38%
- Conservative: 40% → 35% → 42%
- Bloc: 28% → 21% → 28%
- NDP: 11% → 24% → 27%

Current data: September 2021

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Federal Vote

Likelihood to Vote: 7-in-10 (72%) respondents say that they will definitely vote in the federal election, or they have already voted

Q As you may have heard there is going to be a federal election on September 20th of this year. How likely are you to vote in the upcoming Canadian federal election?
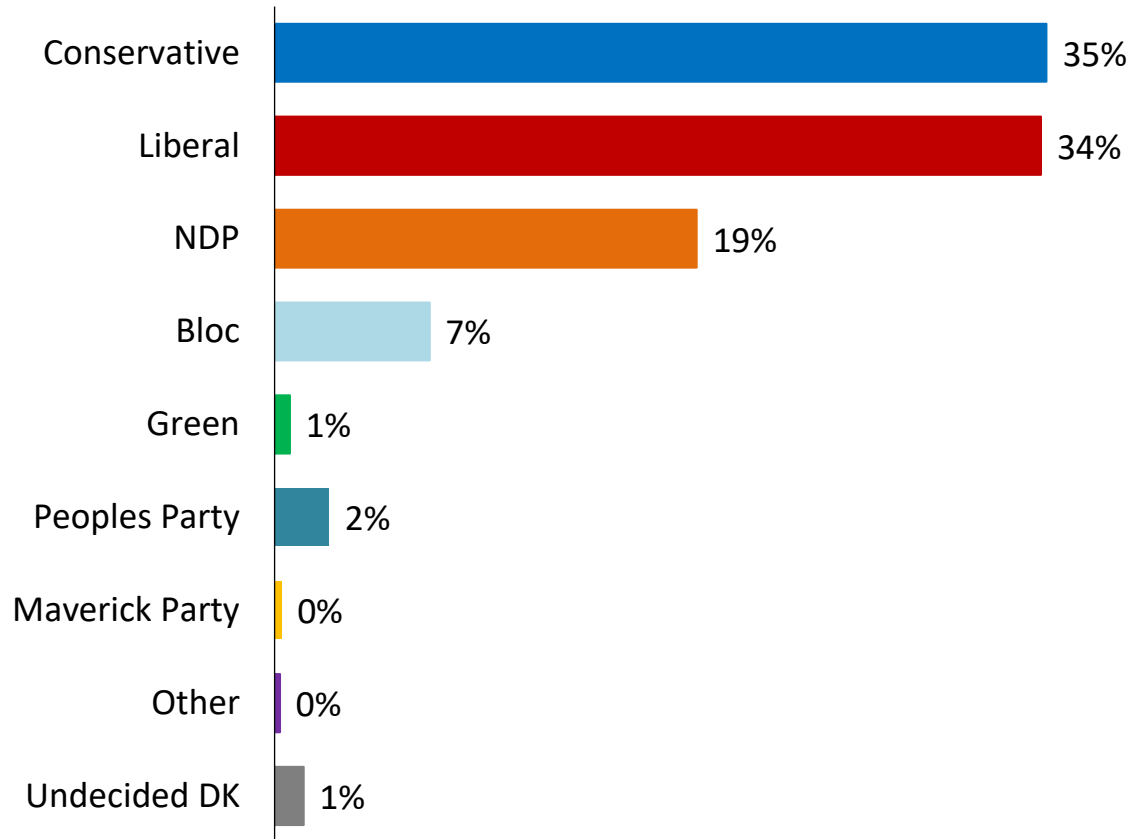
[asked of all respondents; n=2400]

I have already voted	Definitely	Very likely	Somewhat likely	Not very likely	Definitely will not vote	Don't know
13%	59%	13%	6%	3%	4%	2%

Current data: September 2021

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Federal Combined Vote: Among those who have already voted, the Liberals and Conservatives nearly are tied
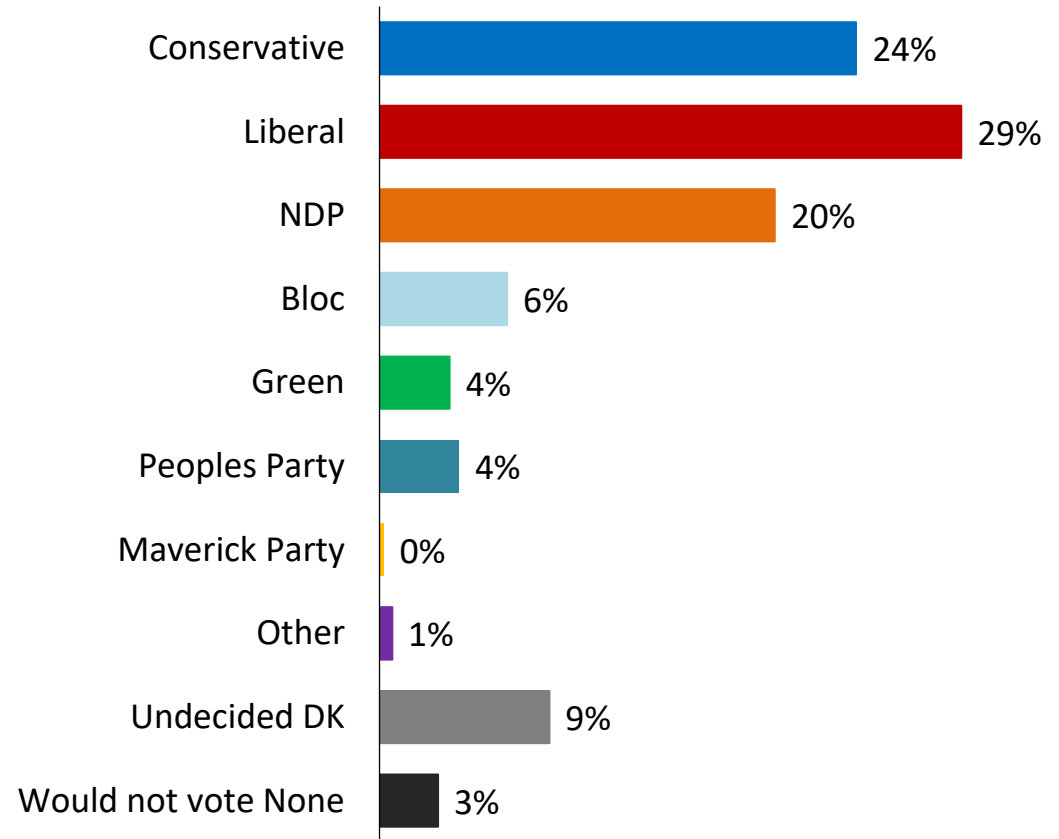
Q **[RESPONDENTS WHO HAVE ALREADY VOTED]** And which party did you vote for?
[asked of all respondents who have not voted yet; n=301]

Q **[RESPONDENTS WHO HAVE NOT YET VOTED]** 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]**
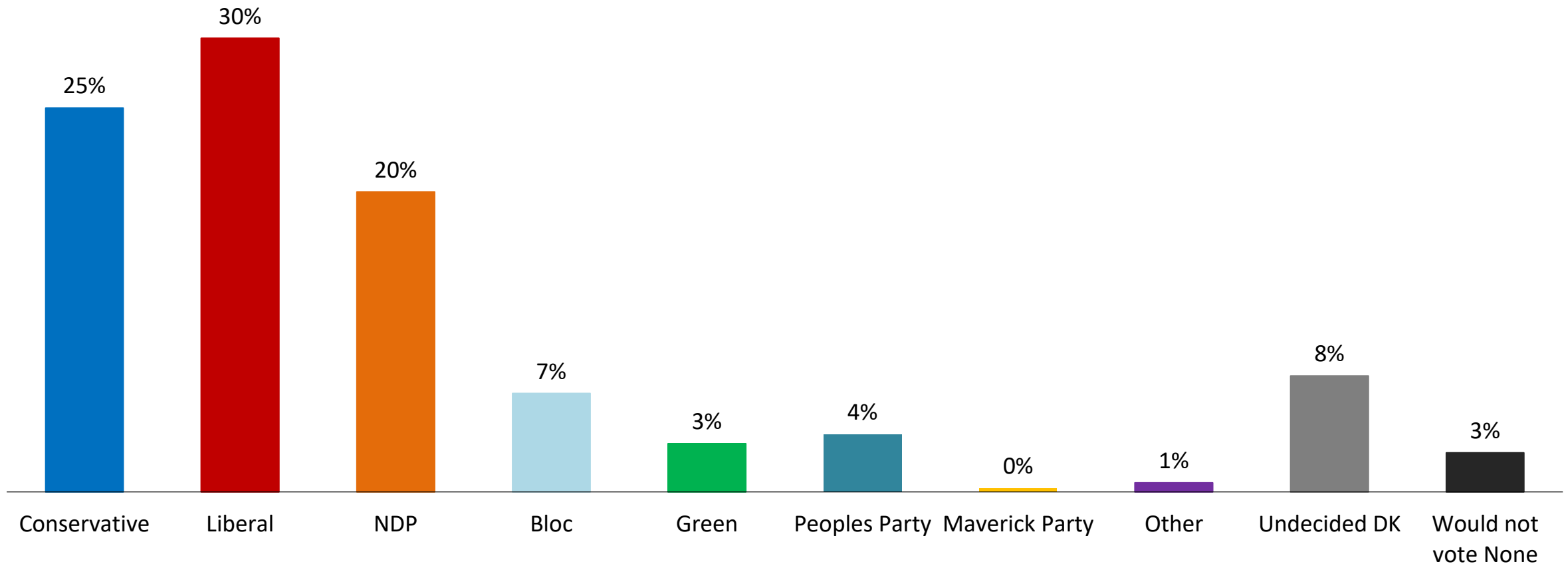[asked of all respondents who have not voted yet; n=2,099]

Party	Already voted
Conservative	35%
Liberal	34%
NDP	19%
Bloc	7%
Green	1%
Peoples Party	2%
Maverick Party	0%
Other	0%
Undecided DK	1%

Party	Not yet voted
Conservative	24%
Liberal	29%
NDP	20%
Bloc	6%
Green	4%
Peoples Party	4%
Maverick Party	0%
Other	1%
Undecided DK	9%
Would not vote None	3%

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Current data: September 2021

Federal Combined Vote: The Liberals (30%) lead the Conservatives (25%) by 5-points, NDP (20%) trail by 10 points behind the Liberals

Q **[RESPONDENTS WHO HAVE ALREADY VOTED]** And which party did you vote for? OR
[RESPONDENTS WHO HAVE NOT YET VOTED] 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]**
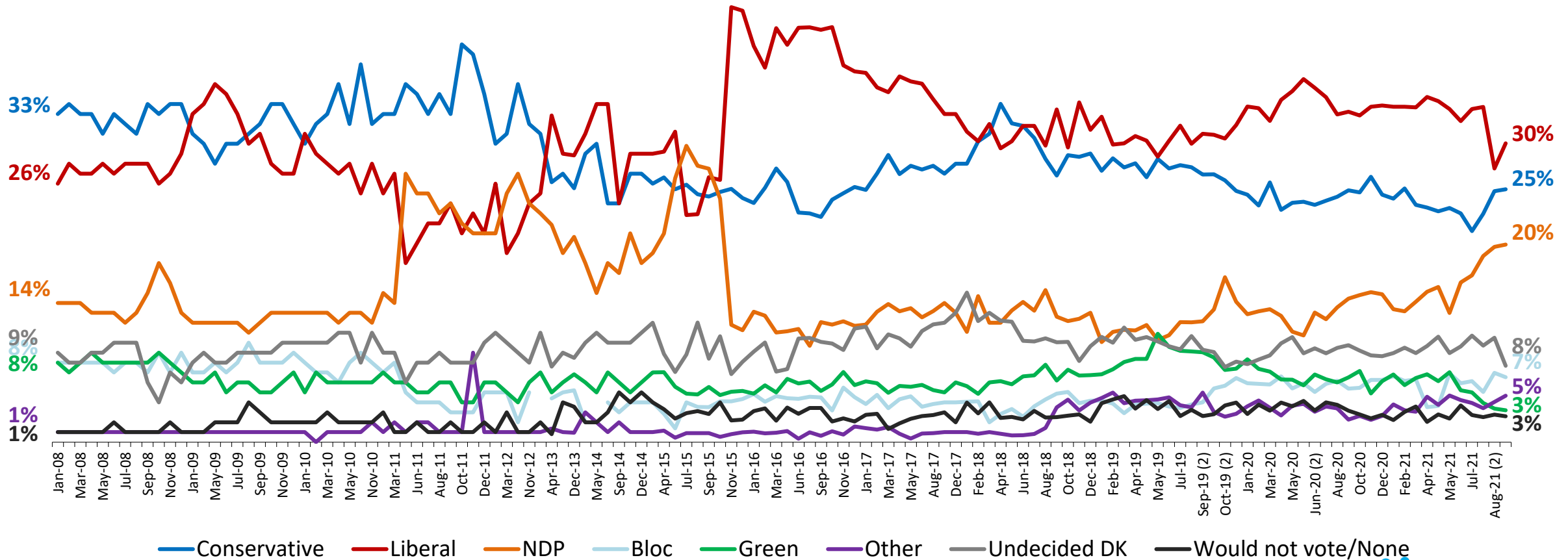[asked of all respondents; n=2400]

Conservative	Liberal	NDP	Bloc	Green	Peoples Party	Maverick Party	Other	Undecided DK	Would not vote None
25%	30%	20%	7%	3%	4%	0%	1%	8%	3%

Current data: September 2021

Federal Vote Tracking: The Liberals are up this week, while the Conservatives and the NDP are steady

Q **[RESPONDENTS WHO HAVE ALREADY VOTED]** And which party did you vote for? OR
[RESPONDENTS WHO HAVE NOT YET VOTED] 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]**
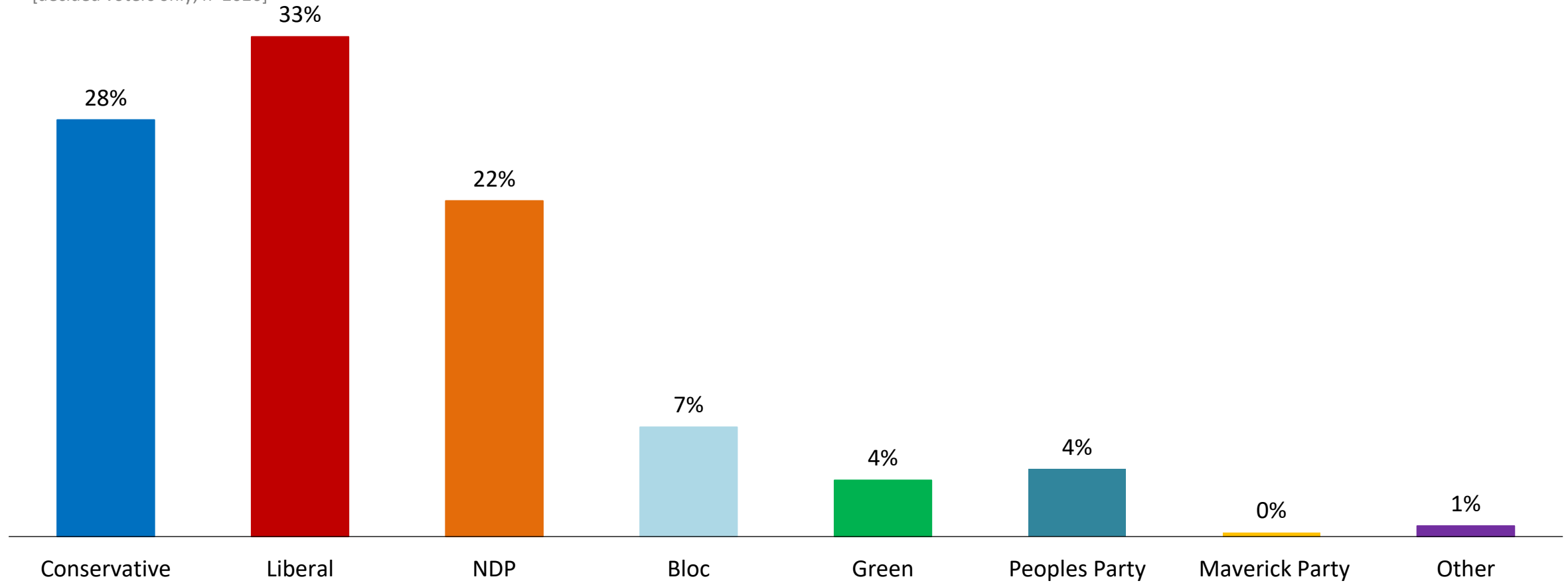[asked of all respondents; n=2400]

Current data: September 2021

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Federal Decided Vote Tracking: The Liberals still lead (33%), while the Conservatives (28%) and NDP (22%) continue to trail

Q **[RESPONDENTS WHO HAVE ALREADY VOTED]** And which party did you vote for? OR
[RESPONDENTS WHO HAVE NOT YET VOTED] If a federal election were held today, which party would you vote for? In that case, which party do you lean toward slightly? **[DECIDED]**
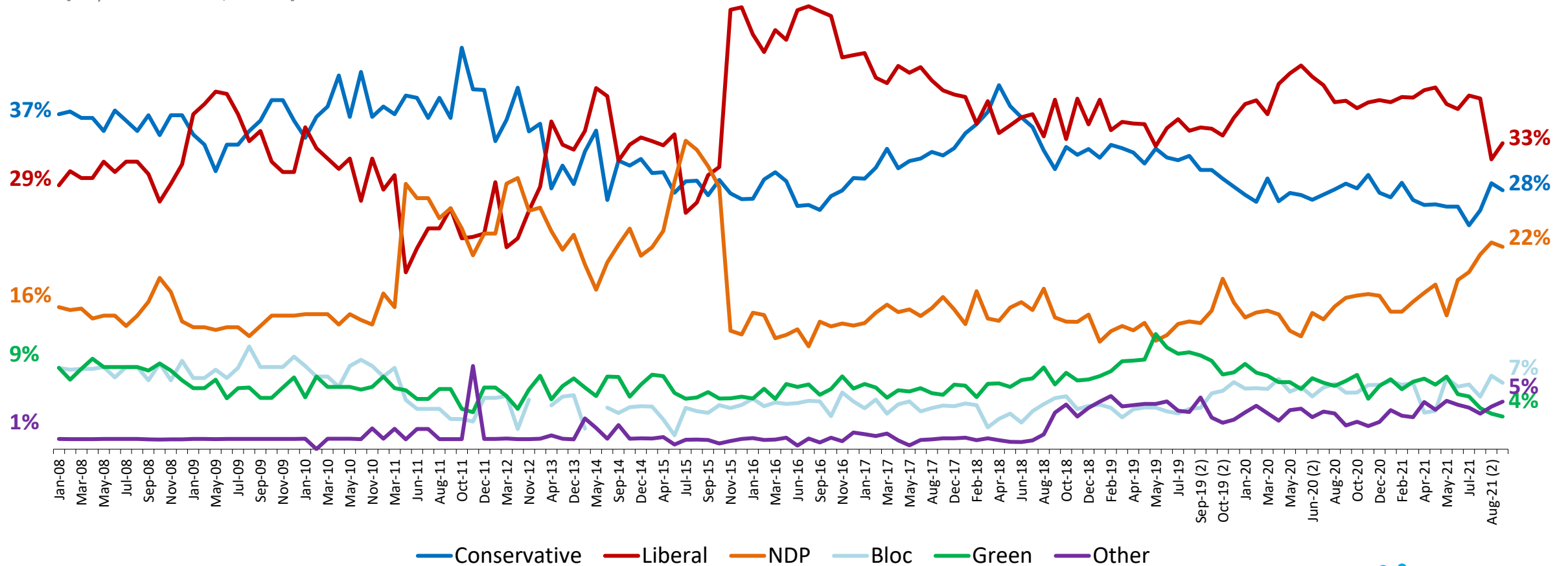[only decided voters; n=2026]

— Conservative — Liberal — NDP — Bloc — Green — Other

Current data: September 2021

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Decided Vote by Region: The CPC lead in AB & the Prairies but lost ground in Atl. BC is in a 2-way tie; Liberals have edge over Bloc in QC

Decided vote by Region

	Region					
	BC	**AB**	**Prairies**	**ON**	**QC**	**Atlantic**
	(N=289)	(N=244)	(N=149)	(N=822)	(N=503)	(N=146)
Conservative	32%	44%	37%	29%	16%	24%
Liberal	24%	24%	25%	38%	36%	43%
NDP	34%	24%	21%	24%	11%	25%
Bloc	0%	0%	0%	0%	31%	0%
Green	6%	2%	8%	3%	3%	2%
Other	3%	5%	10%	6%	3%	6%

Decided Vote

Note: Current data: September 2021
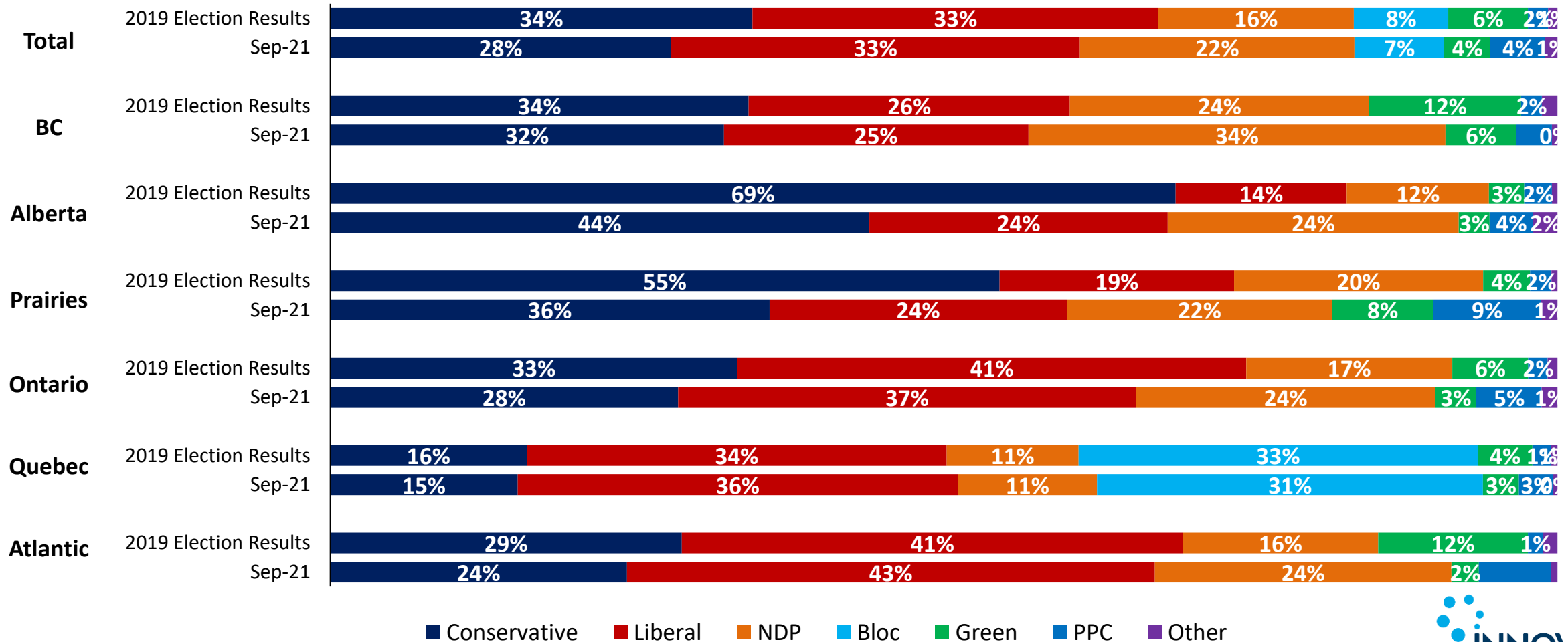
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Decided Federal Vote by Region: The support for the Conservatives in AB and the Prairies has dramatically dropped since 2019

Q **[RESPONDENTS WHO HAVE ALREADY VOTED]** And which party did you vote for? OR
[RESPONDENTS WHO HAVE NOT YET VOTED] If a federal election were held today, which party would you vote for? In that case, which party do you lean toward slightly? **[DECIDED]**
[asked of all respondents who voted in federal election; n=2,026]

Region		Conservative	Liberal	NDP	Bloc	Green	PPC	Other
Total	2019 Election Results	34%	33%	16%	8%	6%	2%	2%
	Sep-21	28%	33%	22%	7%	4%	4%	1%
BC	2019 Election Results	34%	26%	24%		12%	2%	
	Sep-21	32%	25%	34%		6%	0%	
Alberta	2019 Election Results	69%	14%	12%		3%	2%	
	Sep-21	44%	24%	24%		3%	4%	2%
Prairies	2019 Election Results	55%	19%	20%		4%	2%	
	Sep-21	36%	24%	22%		8%	9%	1%
Ontario	2019 Election Results	33%	41%	17%		6%	2%	
	Sep-21	28%	37%	24%		3%	5%	1%
Quebec	2019 Election Results	16%	34%	11%	33%	4%	1%	1%
	Sep-21	15%	36%	11%	31%	3%	3%	0%
Atlantic	2019 Election Results	29%	41%	16%		12%	1%	
	Sep-21	24%	43%	24%		2%		

Legend: ■ Conservative ■ Liberal ■ NDP ■ Bloc ■ Green ■ PPC ■ Other

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Federal 2nd Choice: The NDP (20%) are the top 2nd choice, while 35% are either undecided or would not vote

Q And which party would be your second choice?
[only decided voters; n=1856]

Conservative 2nd Choice	12%
Liberal 2nd Choice	13%
NDP 2nd Choice	20%
Bloc 2nd Choice	4%
Green 2nd Choice	8%
Other 2nd Choice	8%
Undecided	20%
WNV/None	15%

Current data: September 2021

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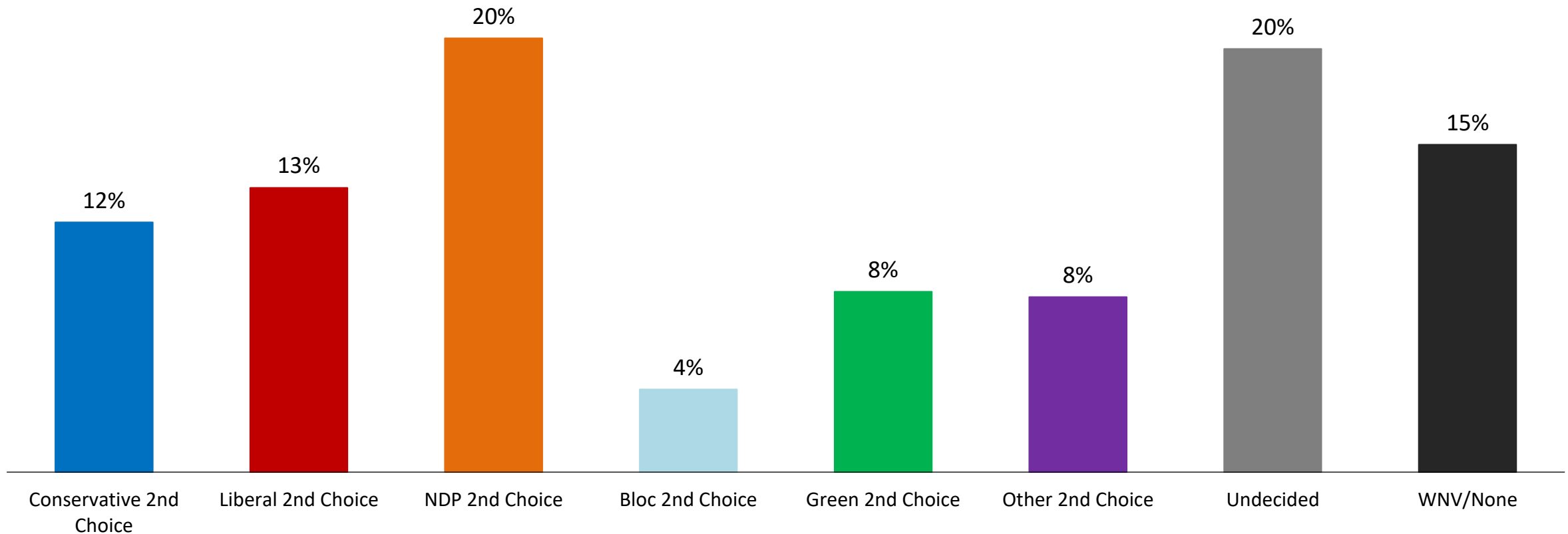
Federal 2nd Choice: Liberals and NDP strongly favour each other on second choice.

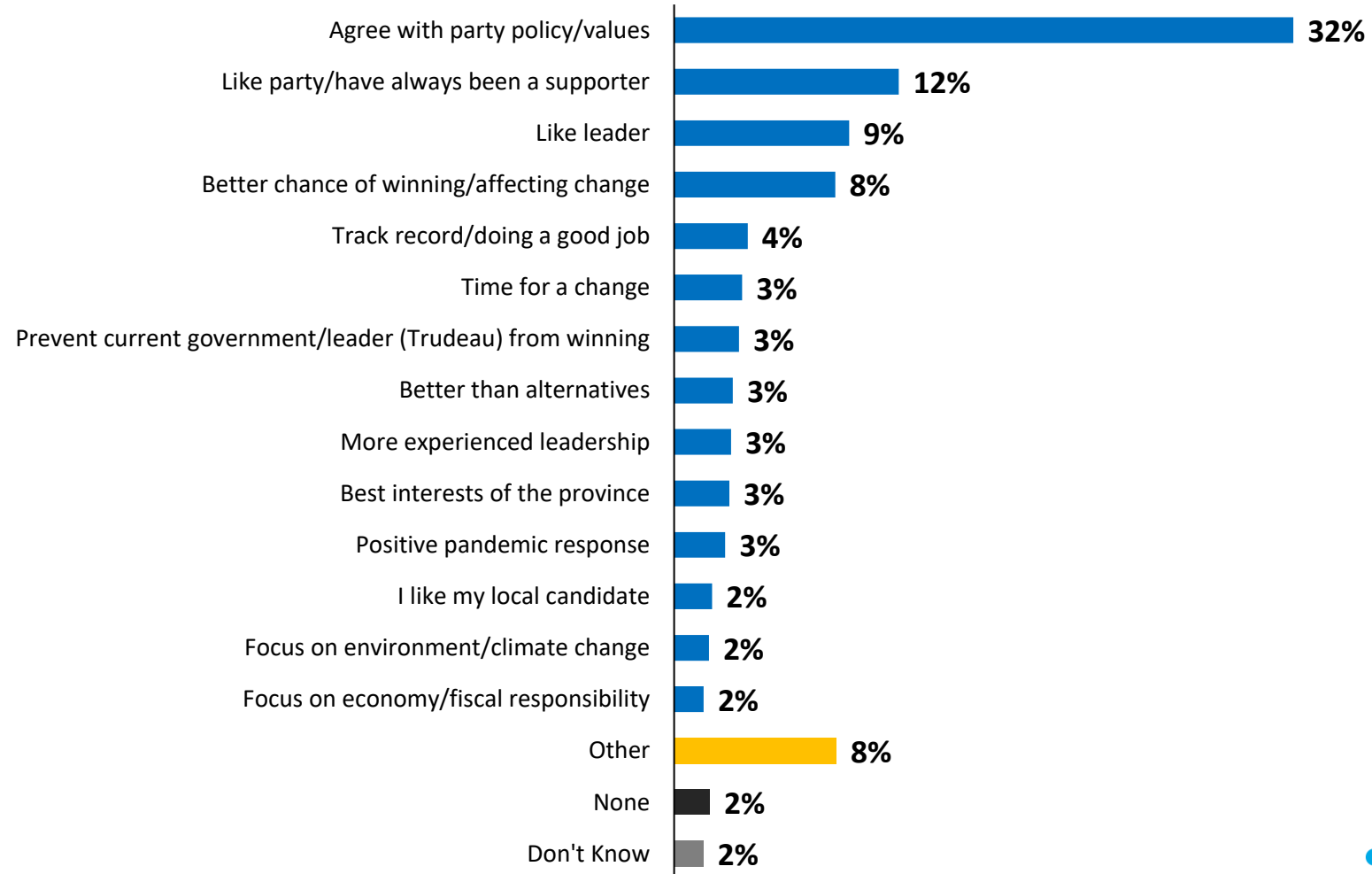And which party would be your second choice? BY [Vote+Lean]

	First Choice					
Second Choice	Conservative 1st Choice (N=506)	Liberal 1st Choice (N=617)	NDP 1st Choice (N=420)	Bloc 1st Choice (N=136)	Green 1st Choice (N=75)	Other 1st Choice (N=103)
Conservative 2nd Choice		14%	14%	23%	4%	33%
Liberal 2nd Choice	13%		34%	16%	14%	4%
NDP 2nd Choice	18%	38%		10%	21%	16%
Bloc 2nd Choice	5%	5%	3%		6%	2%
Green 2nd Choice	5%	7%	17%	4%	0%	10%
Other 2nd Choice	19%	4%	3%	3%	8%	9%
Undecided	20%	17%	23%	23%	27%	13%
WNV/None	19%	16%	7%	22%	20%	14%

Note: 'Other' in Combined Vote not shown due to insufficient sample size.
Current data: September 2021

INNOVATIVE
RESEARCH GROUP

First Choice: A plurality (32%) prefer their first choice because they agree with the party's policies and values

Q And why do you prefer your first choice over your second choice?
[asked of all respondents; n=1221]

Response	%
Agree with party policy/values	32%
Like party/have always been a supporter	12%
Like leader	9%
Better chance of winning/affecting change	8%
Track record/doing a good job	4%
Time for a change	3%
Prevent current government/leader (Trudeau) from winning	3%
Better than alternatives	3%
More experienced leadership	3%
Best interests of the province	3%
Positive pandemic response	3%
I like my local candidate	2%
Focus on environment/climate change	2%
Focus on economy/fiscal responsibility	2%
Other	8%
None	2%
Don't Know	2%

Note: 'No response' (<1%) not shown

INNOVATIVE RESEARCH GROUP

Second Choice: A plurality (24%) say that nothing is holding them back from voting for their 2nd choice and that they like both parties equally
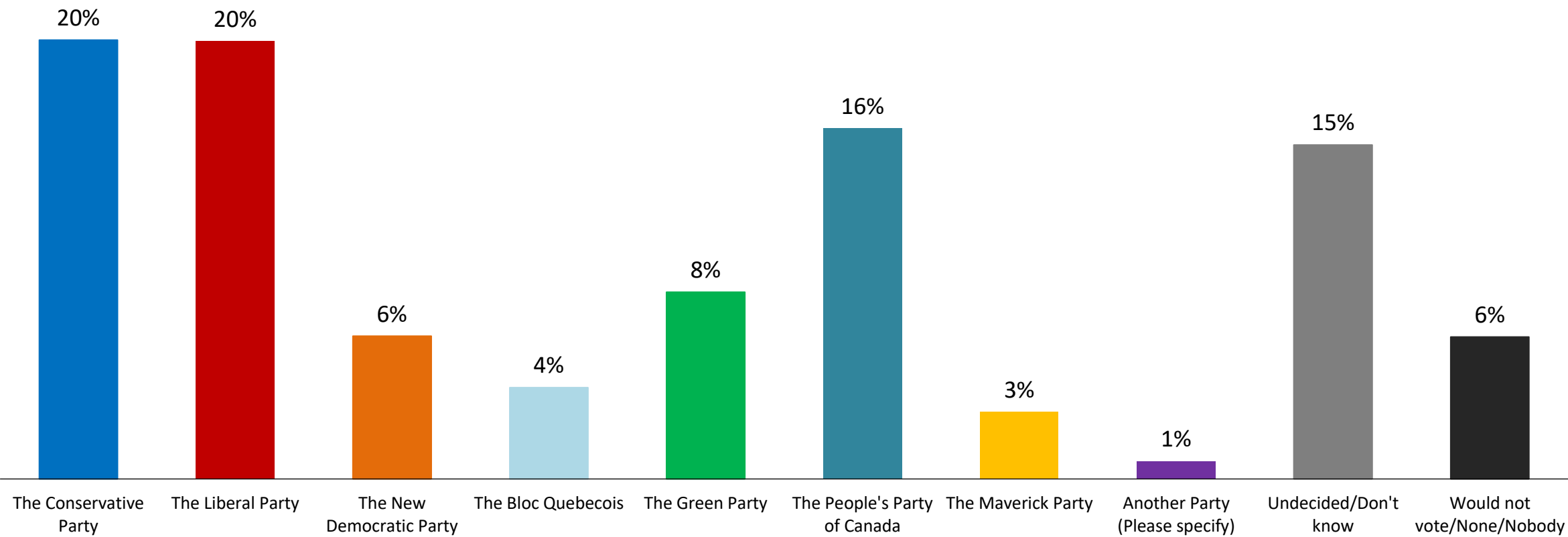
Q Is there anything holding you back from voting for your second choice?
[asked of all respondents; n=1221]

Response	%
Nothing/like both parties equally	24%
Prefer my first choice	14%
Disagree with party politics/values	12%
Unlikely to win/form a majority/dont want to split vote	10%
Dislike leader	7%
Don't know much about the party/need to do more research	4%
Inexperience/lack of confidence regarding future decisions	3%
Unpopular/unknown/no local candidate	2%
Scandals/corruption/lack of transparency/accountability	2%
Poor economic policies/lack of fiscal responsibility	2%
Subject to change/depending on performance/platform	2%
Prefer to stay with government in power/like Justin Trudeau	2%
To keep opposition parties from winning	2%
Other	7%
None	3%
Don't Know	1%

Note: 'No response' (<1%) not shown

INNOVATIVE
RESEARCH GROUP

Never Vote: 2-in-10 (20%) respondents say they would never vote for each of the Conservatives or the Liberals

Q Is there any party you would never vote for?
[asked of all respondents; n=2400]

Party	%
The Conservative Party	20%
The Liberal Party	20%
The New Democratic Party	6%
The Bloc Quebecois	4%
The Green Party	8%
The People's Party of Canada	16%
The Maverick Party	3%
Another Party (Please specify)	1%
Undecided/Don't know	15%
Would not vote/None/Nobody	6%

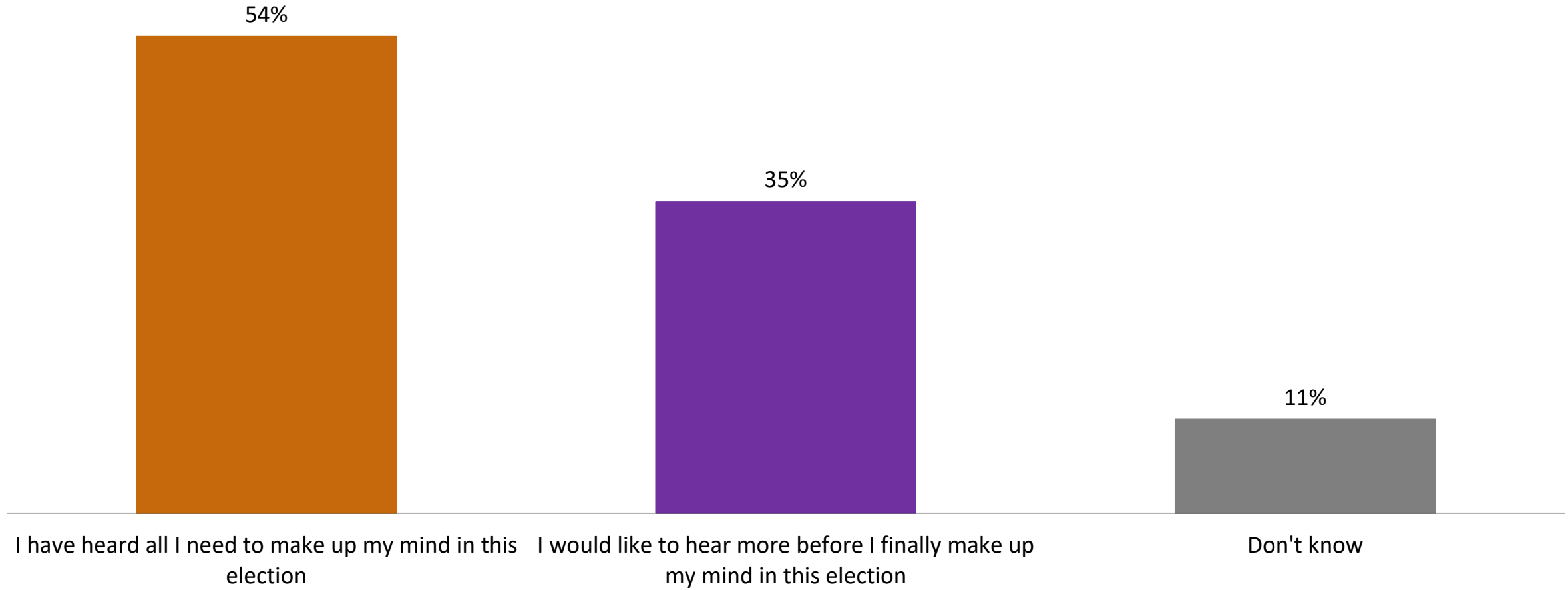Current data: September 2021

INNOVATIVE
RESEARCH GROUP

Satisficing: More than half (54%) of Canadians say they have heard all that they need to make up their minds in this election

Q Which statement is closest to your view about the upcoming federal election?
[asked of all respondents who have not yet voted; n=2099]

- 54% — I have heard all I need to make up my mind in this election
- 35% — I would like to hear more before I finally make up my mind in this election
- 11% — Don't know

Current data: September 2021
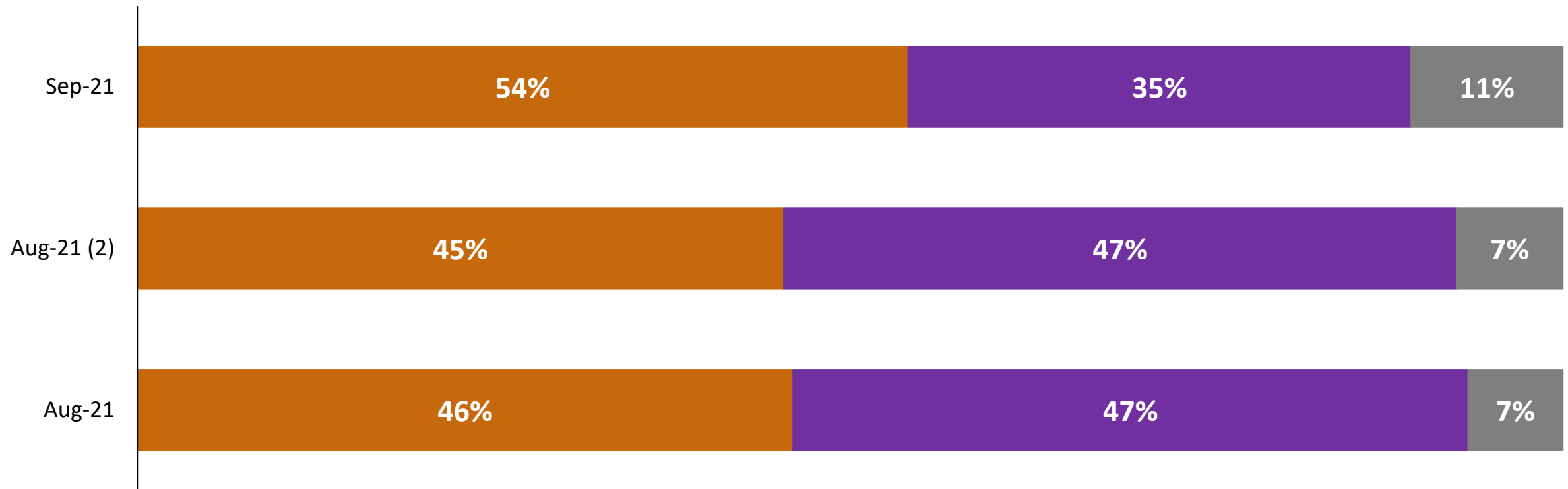
INNOVATIVE RESEARCH GROUP

Satisficing Tracking: Voters are now are more likely to have made up their minds now than at start of campaign

Q Which statement is closest to your view about the upcoming federal election?
[asked of all respondents who have not yet voted; n=2,099]

	I have heard all I need	I would like to hear more	Don't know
Sep-21	54%	35%	11%
Aug-21 (2)	45%	47%	7%
Aug-21	46%	47%	7%

■ I have heard all I need to make up my mind in this election

■ I would like to hear more before I finally make up my mind in this election

■ Don't know

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Firmness of Vote: Conservative, Liberal, Bloc, and other voters are the most likely to say they have heard everything they need to hear
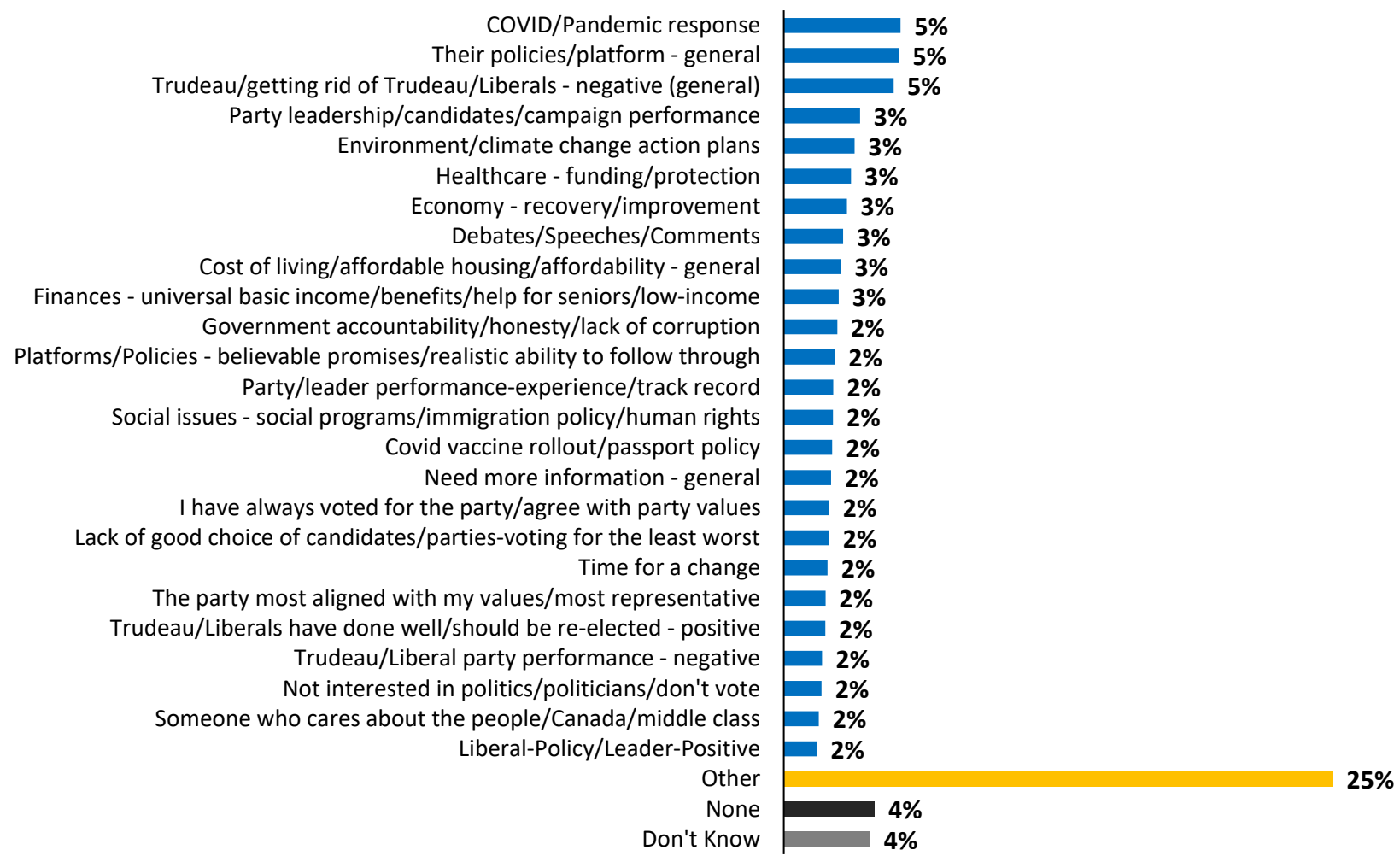
Which statement is closest to your view about the upcoming federal election BY [Vote+Lean]

	First Choice					
Satisficing	Conservative 1st Choice (N=506)	Liberal 1st Choice (N=617)	NDP 1st Choice (N=420)	Bloc 1st Choice (N=136)	Green 1st Choice (N=75)	Other 1st Choice (N=103)
I have heard all I need to make up my mind in this election	63%	61%	53%	57%	42%	69%
I would like to hear more before I finally make up my mind in this election	33%	34%	38%	32%	42%	25%
Don't know	4%	5%	9%	10%	15%	6%

Current data: September 2021

INNOVATIVE RESEARCH GROUP

Key Factors: Among the respondents, the key factors that make up their mind for the election is 'getting rid of Trudeau' & response to COVID

Q What will the key factor be in making up your mind this election?
[asked only of those respondents who have not yet voted; n=2110]

Factor	Percentage
COVID/Pandemic response	5%
Their policies/platform - general	5%
Trudeau/getting rid of Trudeau/Liberals - negative (general)	5%
Party leadership/candidates/campaign performance	3%
Environment/climate change action plans	3%
Healthcare - funding/protection	3%
Economy - recovery/improvement	3%
Debates/Speeches/Comments	3%
Cost of living/affordable housing/affordability - general	3%
Finances - universal basic income/benefits/help for seniors/low-income	3%
Government accountability/honesty/lack of corruption	2%
Platforms/Policies - believable promises/realistic ability to follow through	2%
Party/leader performance-experience/track record	2%
Social issues - social programs/immigration policy/human rights	2%
Covid vaccine rollout/passport policy	2%
Need more information - general	2%
I have always voted for the party/agree with party values	2%
Lack of good choice of candidates/parties-voting for the least worst	2%
Time for a change	2%
The party most aligned with my values/most representative	2%
Trudeau/Liberals have done well/should be re-elected - positive	2%
Trudeau/Liberal party performance - negative	2%
Not interested in politics/politicians/don't vote	2%
Someone who cares about the people/Canada/middle class	2%
Liberal-Policy/Leader-Positive	2%
Other	25%
None	4%
Don't Know	4%

Note: 'No response' (<1%) not shown

INNOVATIVE
RESEARCH GROUP

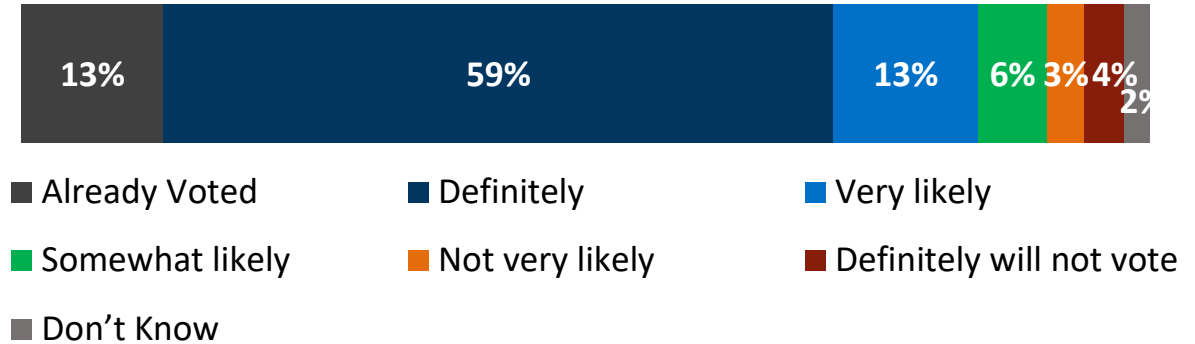# Measuring the Impact of Turnout on the Election Results

- Because turnout can impact the final election results, we also look at voting intention within groups of people that are more likely to turn up at the polling stations.
- The factors we use to measure likelihood to turn out are: 1) Their stated likelihood to vote; 2) Whether they've made up their mind; and 3) Whether they voted in 2019.

Q How likely are you to vote in the upcoming Canadian federal election?
[asked of all respondents; n=2400]

13%	59%	13%	6%	3%	4%	2%

- ■ Already Voted
- ■ Definitely
- ■ Very likely
- ■ Somewhat likely
- ■ Not very likely
- ■ Definitely will not vote
- ■ Don't Know

Q Which statement is closest to your view about the upcoming federal election?
[asked of all respondents; n=2400]

54%	35%	11%

- ■ I have heard all I need to make up my mind in this election
- ■ I would like to hear more before I finally make up my mind in this election
- ■ Don't know

Q Thinking back to 2019, did you happen to vote in the federal election...?
[asked of all respondents; n=2400]

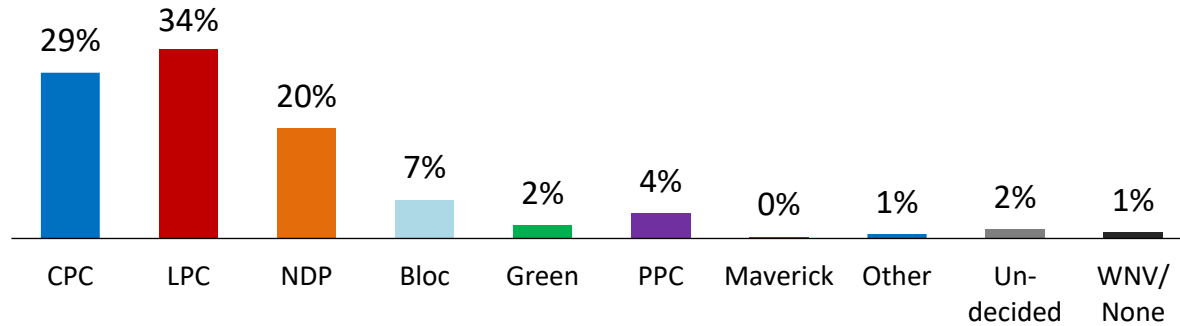| 80%	15%	5%

- ■ Yes ■ No ■ Can't recall

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Measuring the Impact of Turnout on the Election Results: Liberals are highest among those who have made up their minds

Combined vote: Overall
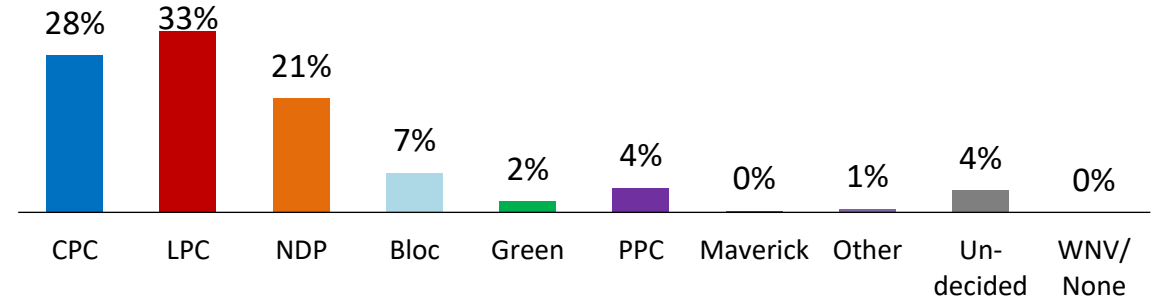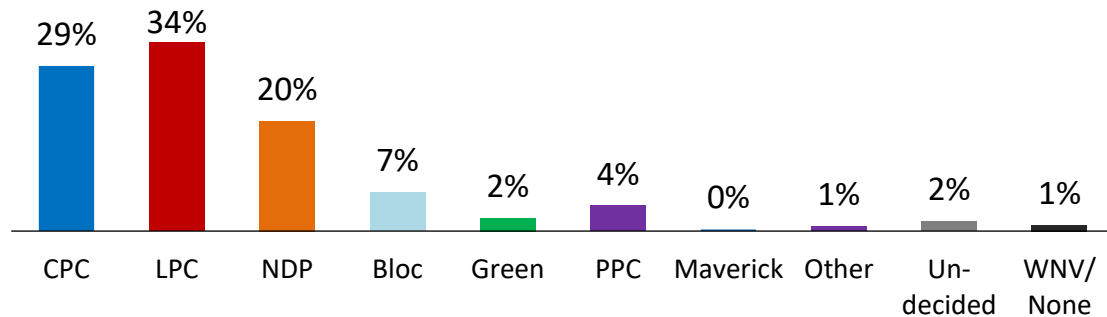
[asked of all respondents; n=2400]

CPC	LPC	NDP	Bloc	Green	PPC	Maverick	Other	Un-decided	WNV/ None
29%	34%	20%	7%	2%	4%	0%	1%	2%	1%

Combined vote: Definitely going to vote or already voted

[asked of all respondents; n=1542]

CPC	LPC	NDP	Bloc	Green	PPC	Maverick	Other	Un-decided	WNV/ None
28%	33%	21%	7%	2%	4%	0%	1%	4%	0%

Combined vote: Made up their minds

[asked of all respondents; n=1800]

CPC	LPC	NDP	Bloc	Green	PPC	Maverick	Other	Un-decided	WNV/ None
29%	34%	20%	7%	2%	4%	0%	1%	2%	1%

Combined vote: Voted in 2019

[asked of all respondents; n=1905]

CPC	LPC	NDP	Bloc	Green	PPC	Maverick	Other	Un-decided	WNV/ None
28%	32%	19%	7%	2%	4%	0%	1%	5%	1%

Current data: September 2021

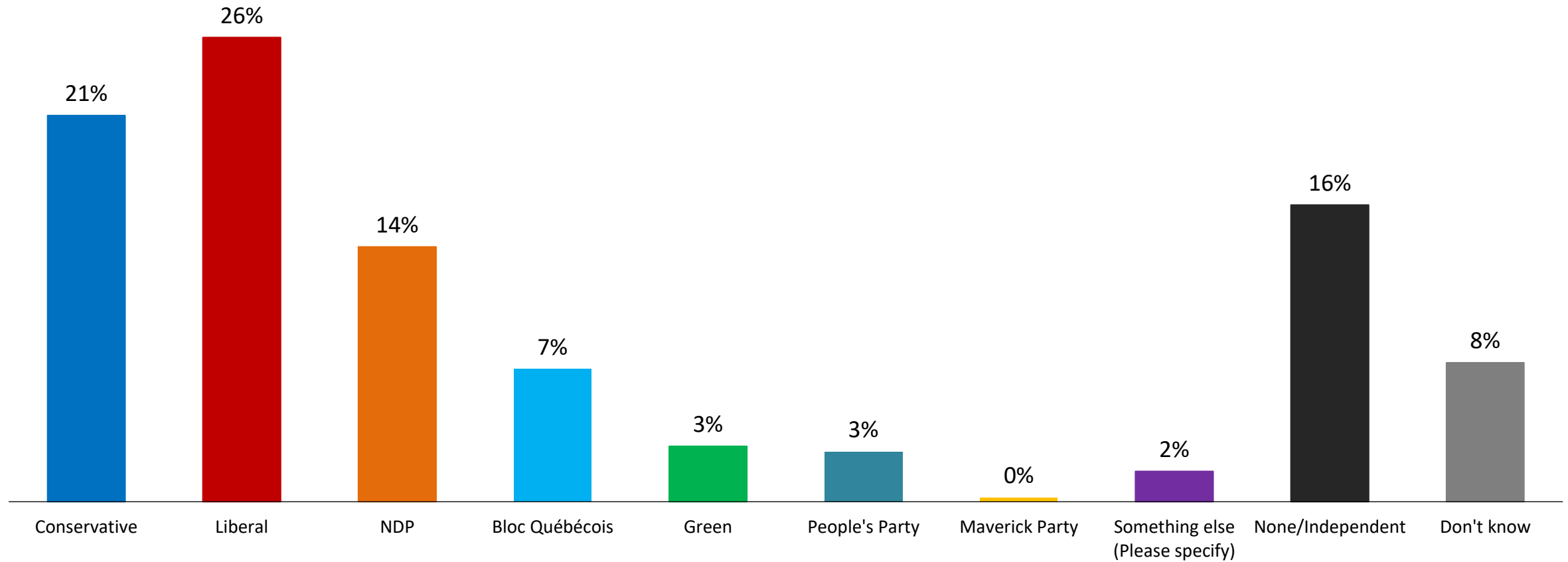INNOVATIVE RESEARCH GROUP
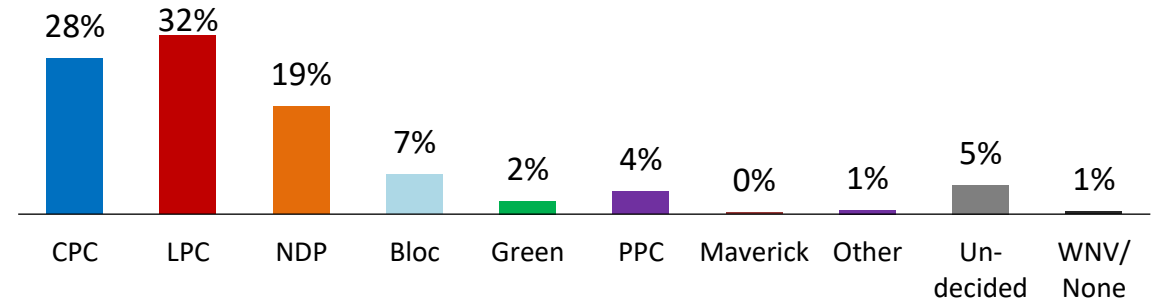
Partisanship

Federal Party ID: The Liberals hold a lead on partisanship at 26%, just 5-points ahead of the Conservatives trailing at 21%

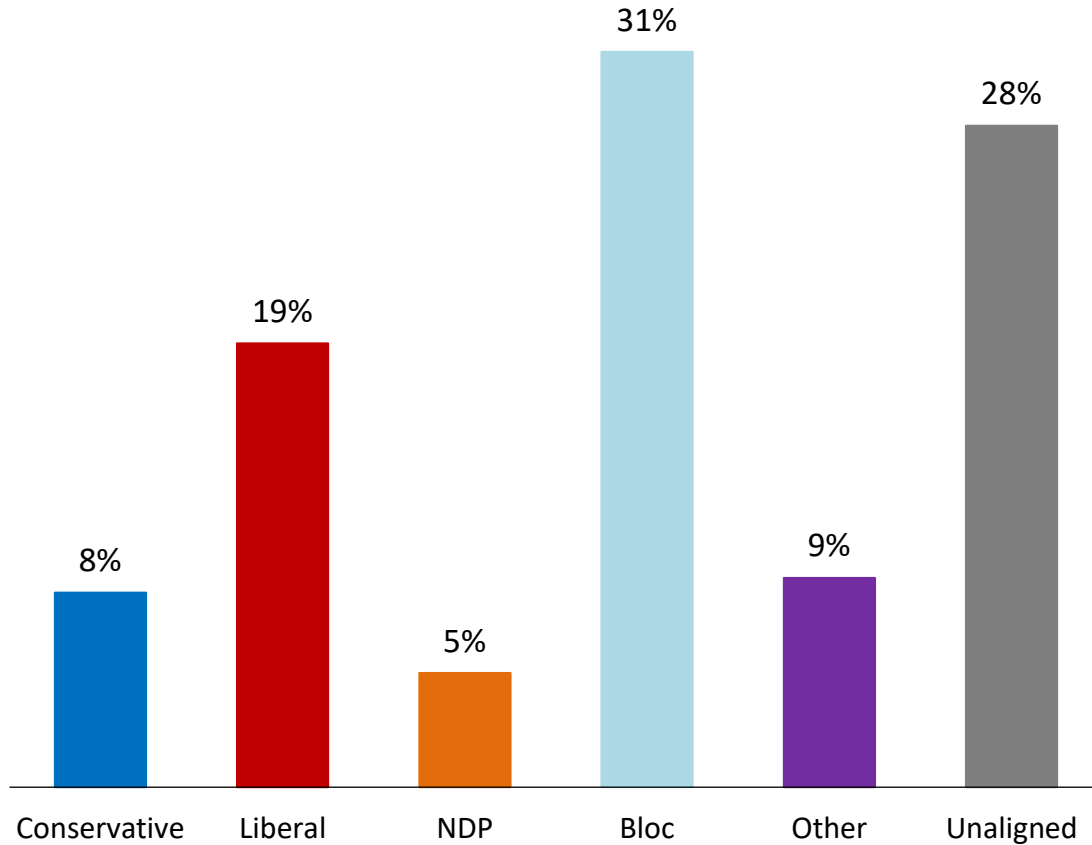**Q** Thinking about politics in Canada, generally speaking, do you usually think of yourself as a…
[asked of all respondents; n=2400]

Conservative	Liberal	NDP	Bloc Québécois	Green	People's Party	Maverick Party	Something else (Please specify)	None/Independent	Don't know
21%	26%	14%	7%	3%	3%	0%	2%	16%	8%

Current data: September 2021

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Federal Party ID (Quebec vs. ROC): In Quebec, the Liberals are second on Party ID after the Bloc

Party ID: Quebec

[Respondents in Quebec; n=563]

- Conservative: 8%
- Liberal: 19%
- NDP: 5%
- Bloc: 31%
- Other: 9%
- Unaligned: 28%

Party ID: Rest of Canada

[Respondents in the rest of Canada; n=1837]

- Conservative: 25%
- Liberal: 28%
- NDP: 17%
- Other: 7%
- Unaligned: 23%

Current data: September 2021

INNOVATIVE RESEARCH GROUP
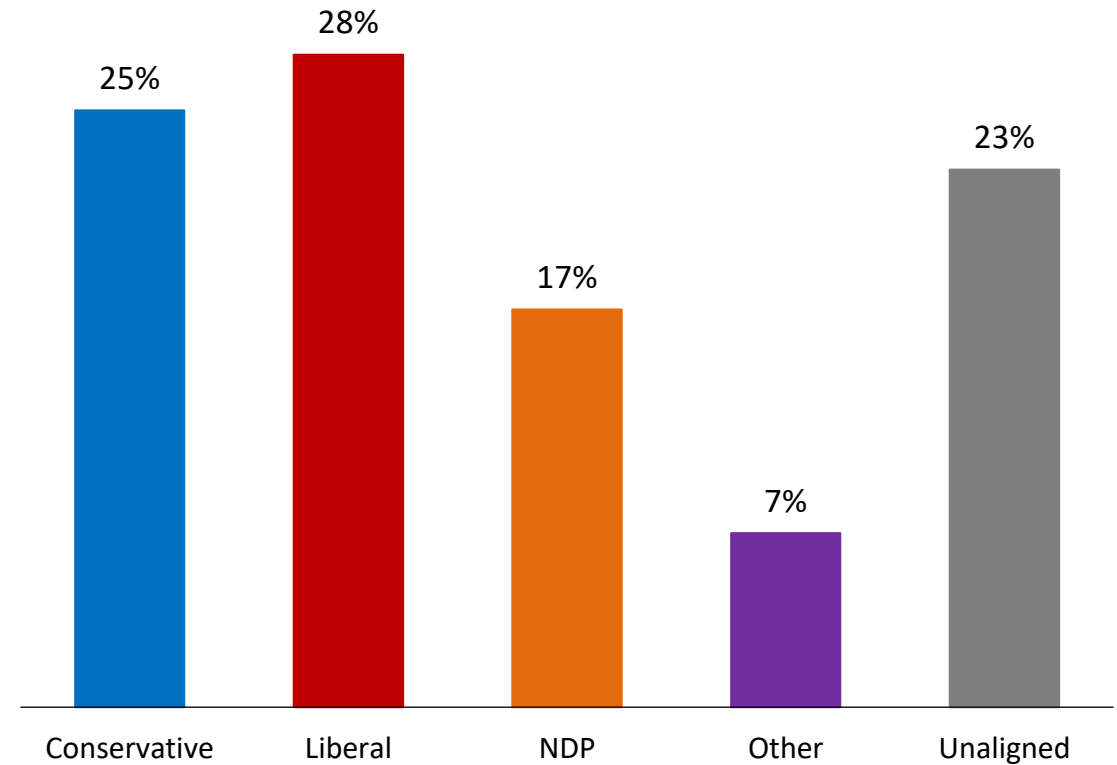
Federal Party ID Tracking: The Liberals still maintain their lead among partisanship; 1-in-4 (24%) Canadians are unaligned

Q Thinking about politics in Canada, generally speaking, do you usually think of yourself as a...
[asked of all respondents; n=2400]

Conservative — Liberal — NDP — Other — Unaligned
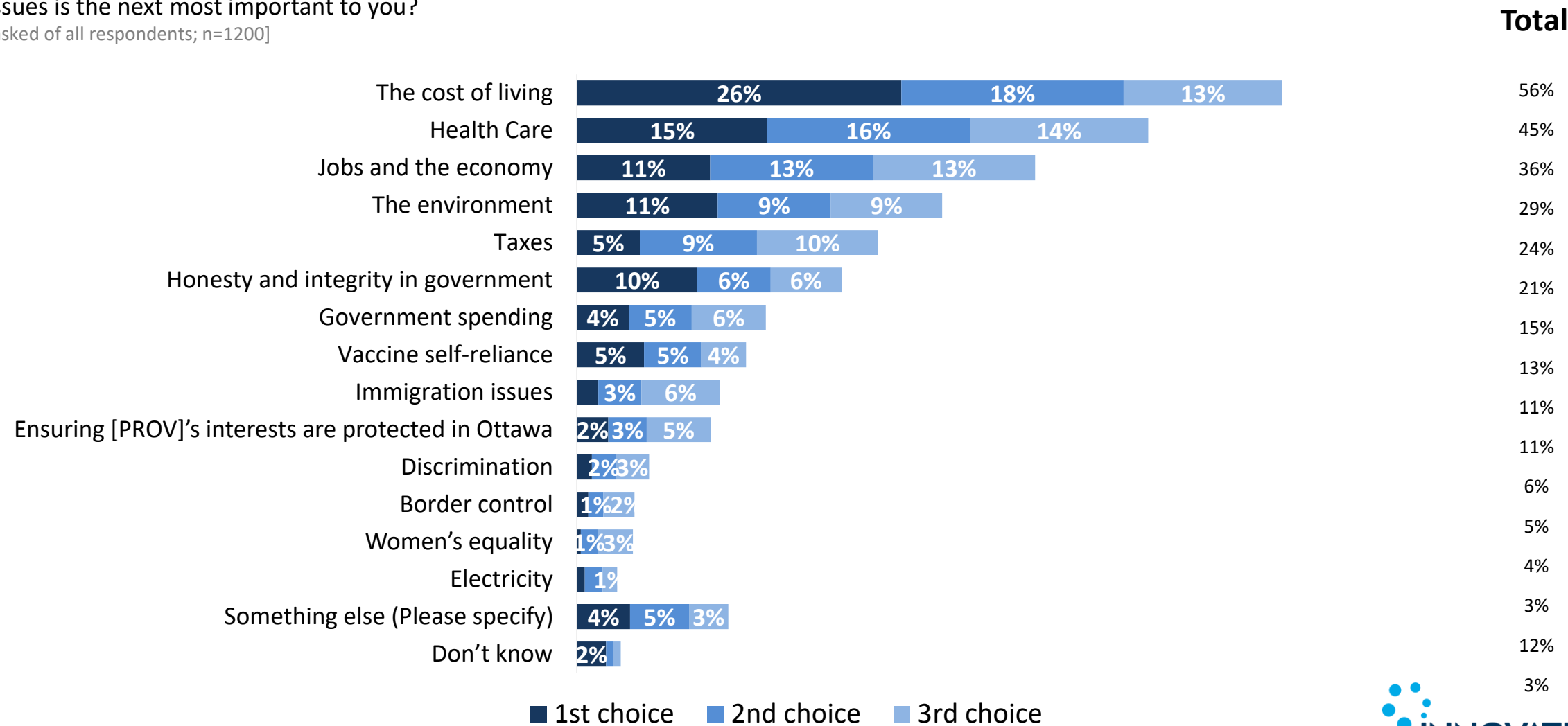
INNOVATIVE
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Current data: September 2021
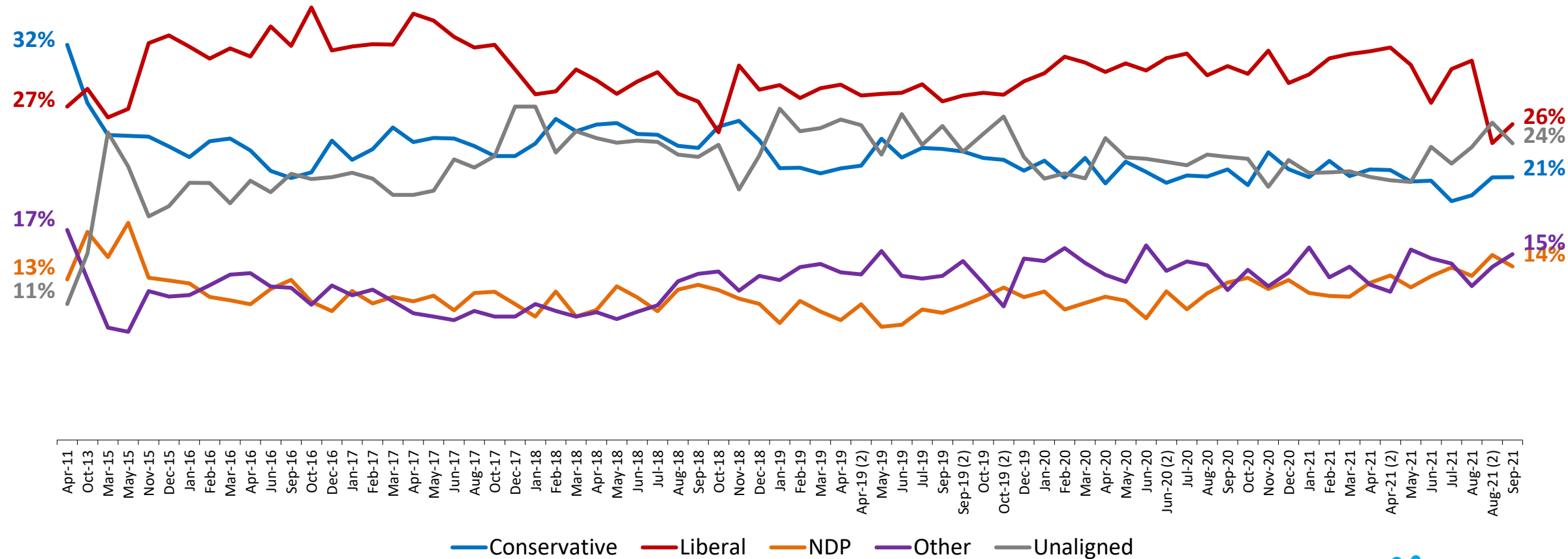
Issue Importance: Almost 3-in-5 (56%) claim that the most important issue is the cost of living, while 45% say health care is the most important

Q Which of the following issues is the most important issue to you? And which of these issues is the next most important to you? And which of these issues is the next most important to you?
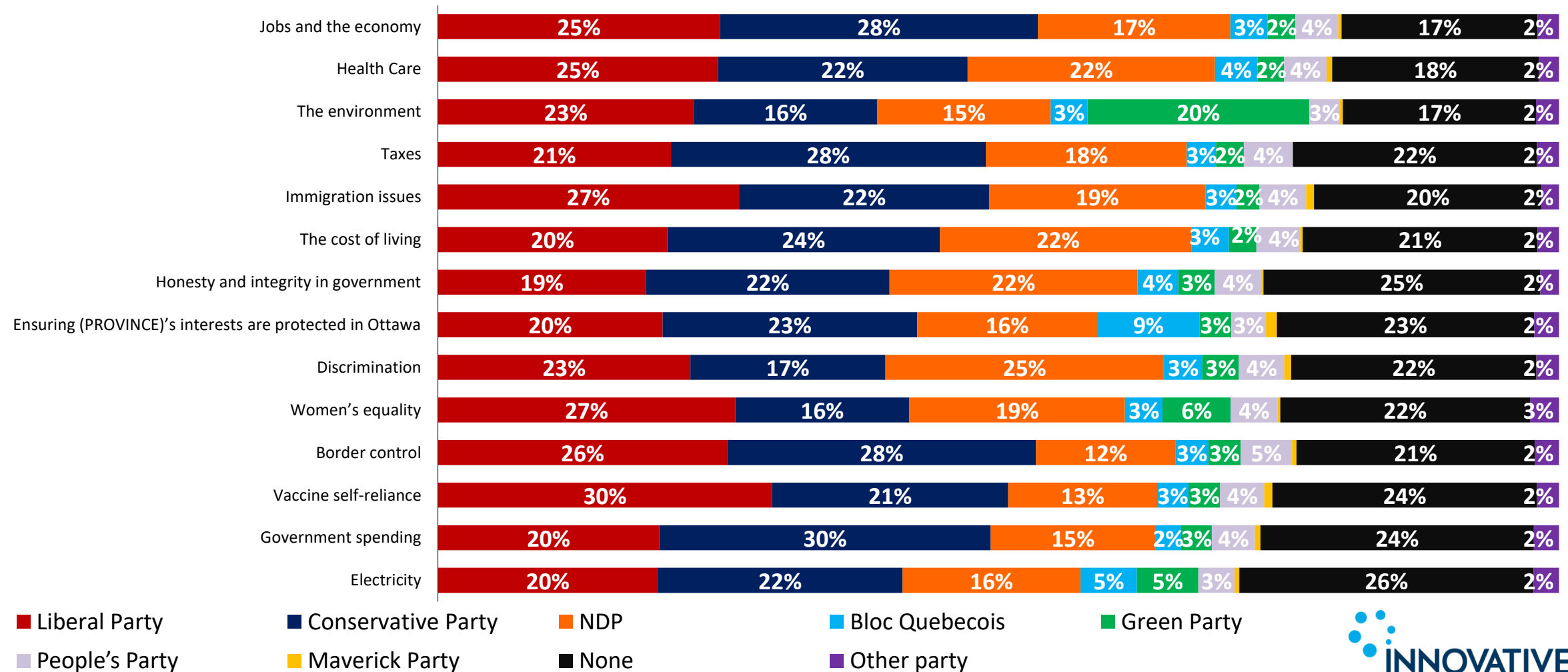[asked of all respondents; n=1200]

Total

Issue	1st choice	2nd choice	3rd choice	Total
The cost of living	26%	18%	13%	56%
Health Care	15%	16%	14%	45%
Jobs and the economy	11%	13%	13%	36%
The environment	11%	9%	9%	29%
Taxes	5%	9%	10%	24%
Honesty and integrity in government	10%	6%	6%	21%
Government spending	4%	5%	6%	15%
Vaccine self-reliance	5%	5%	4%	13%
Immigration issues	3%	6%		11%
Ensuring [PROV]'s interests are protected in Ottawa	2%	3%	5%	11%
Discrimination	2%	3%		6%
Border control	1%	2%		5%
Women's equality	1%	3%		4%
Electricity	1%			3%
Something else (Please specify)	4%	5%	3%	12%
Don't know	2%			3%

■ 1st choice ■ 2nd choice ■ 3rd choice

Current data: September 2021

Note: 'No response' not shown. Respondents who say 'Don't know' do not get asked for further priorities.

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Issue Ownership: The Liberal Party's top attributes are vaccine self-reliance (30%), immigration issues (27%) and women's equality (27%)

Q Now we are going to provide you with a list of issues. For each of these issues, please tell me which party you think would do a better job, or if you think none of the parties would do a good job on that issue. How about …. ?
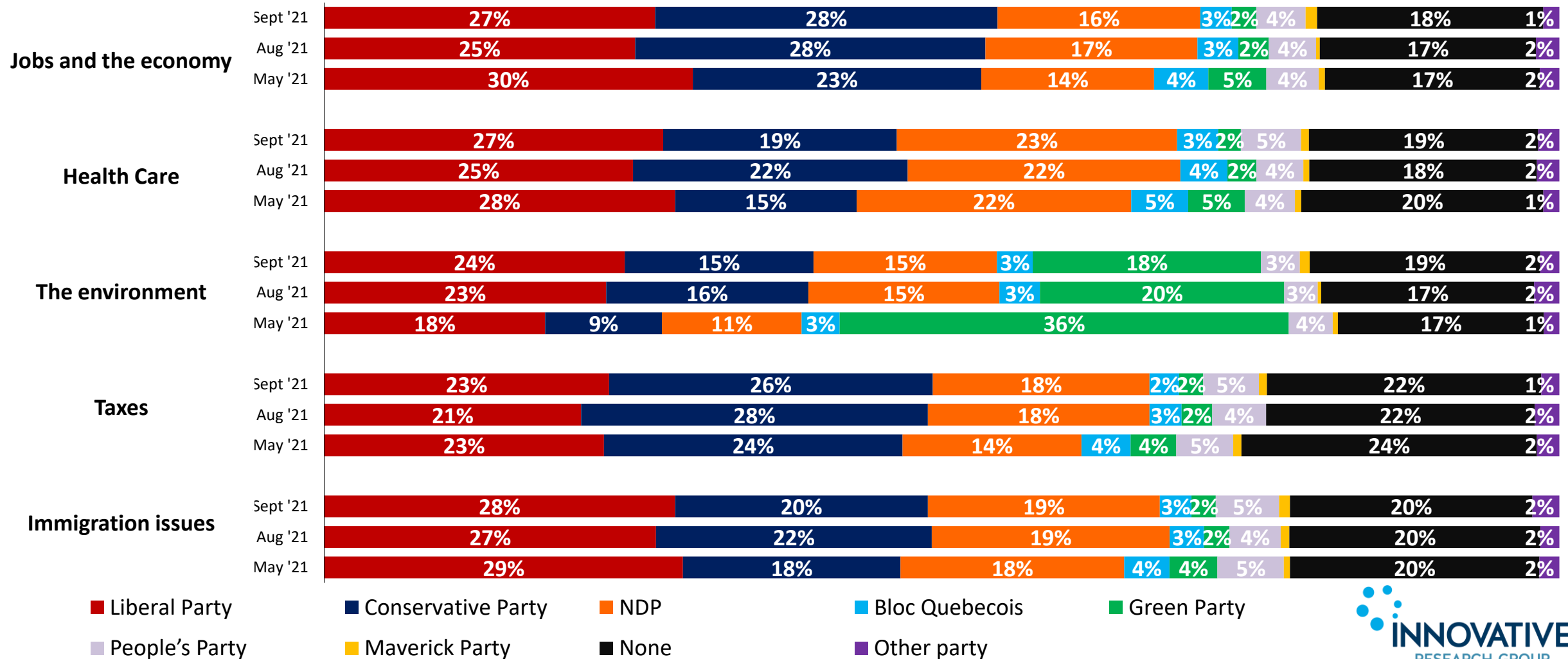
[asked of all respondents; n=1,200]

Issue	Liberal Party	Conservative Party	NDP	Bloc Quebecois	Green Party	People's Party	Maverick Party	None	Other party
Jobs and the economy	25%	28%	17%	3%	2%	4%		17%	2%
Health Care	25%	22%	22%	4%	2%	4%		18%	2%
The environment	23%	16%	15%	3%	20%	3%		17%	2%
Taxes	21%	28%	18%	3%	2%	4%		22%	2%
Immigration issues	27%	22%	19%	3%	2%	4%		20%	2%
The cost of living	20%	24%	22%	3%	2%	4%		21%	2%
Honesty and integrity in government	19%	22%	22%	4%	3%	4%		25%	2%
Ensuring (PROVINCE)'s interests are protected in Ottawa	20%	23%	16%	9%	3%	3%		23%	2%
Discrimination	23%	17%	25%	3%	3%	4%		22%	2%
Women's equality	27%	16%	19%	3%	6%	4%		22%	3%
Border control	26%	28%	12%	3%	3%	5%		21%	2%
Vaccine self-reliance	30%	21%	13%	3%	3%	4%		24%	2%
Government spending	20%	30%	15%	2%	3%	4%		24%	2%
Electricity	20%	22%	16%	5%	5%	3%		26%	2%

■ Liberal Party ■ Conservative Party ■ NDP ■ Bloc Quebecois ■ Green Party
■ People's Party ■ Maverick Party ■ None ■ Other party

INNOVATIVE
RESEARCH GROUP

Issue Tracking: The Conservatives are now viewed as the best party on jobs and the economy (28%)

Q Now we are going to provide you with a list of issues. For each of these issues, please tell me which party you think would do a better job, or if you think none of the parties would do a good job on that issue. How about …. ?
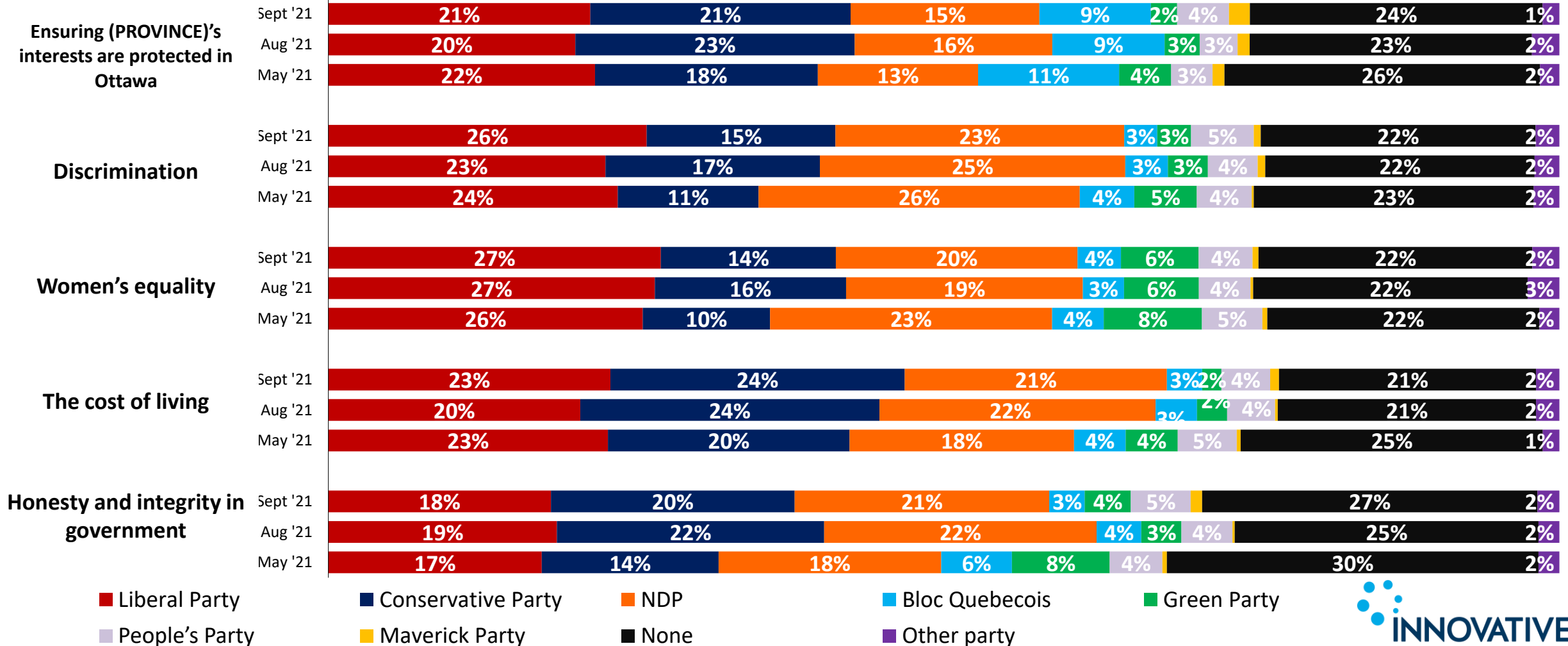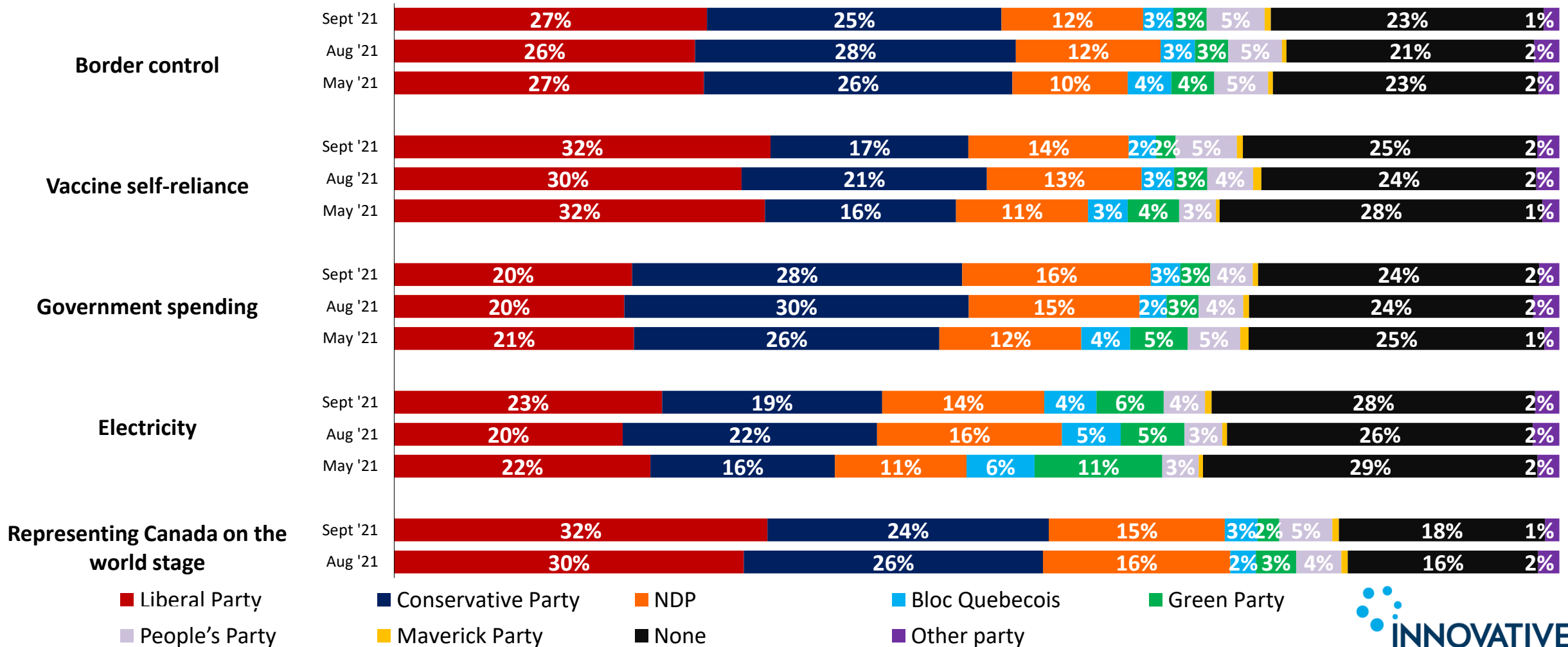[asked of all respondents; n=1,200]

Jobs and the economy

	Liberal	Conservative	NDP	Bloc	Green	People's	Maverick	None	Other
Sept '21	27%	28%	16%	3%	2%	4%		18%	1%
Aug '21	25%	28%	17%	3%	2%	4%		17%	2%
May '21	30%	23%	14%	4%	5%	4%		17%	2%

Health Care

	Liberal	Conservative	NDP	Bloc	Green	People's	Maverick	None	Other
Sept '21	27%	19%	23%	3%	2%	5%		19%	2%
Aug '21	25%	22%	22%	4%	2%	4%		18%	2%
May '21	28%	15%	22%	5%	5%	4%		20%	1%

The environment

	Liberal	Conservative	NDP	Bloc	Green	People's	Maverick	None	Other
Sept '21	24%	15%	15%	3%	18%	3%		19%	2%
Aug '21	23%	16%	15%	3%	20%	3%		17%	2%
May '21	18%	9%	11%	3%	36%	4%		17%	1%

Taxes

	Liberal	Conservative	NDP	Bloc	Green	People's	Maverick	None	Other
Sept '21	23%	26%	18%	2%	2%	5%		22%	1%
Aug '21	21%	28%	18%	3%	2%	4%		22%	2%
May '21	23%	24%	14%	4%	4%	5%		24%	2%

Immigration issues

	Liberal	Conservative	NDP	Bloc	Green	People's	Maverick	None	Other
Sept '21	28%	20%	19%	3%	2%	5%		20%	2%
Aug '21	27%	22%	19%	3%	2%	4%		20%	2%
May '21	29%	18%	18%	4%	4%	5%		20%	2%

Legend: ■ Liberal Party ■ Conservative Party ■ NDP ■ Bloc Quebecois ■ Green Party ■ People's Party ■ Maverick Party ■ None ■ Other party

INNOVATIVE RESEARCH GROUP

Issue Tracking: The Liberals are now the top choice on discrimination (26%); ahead of the NDP (23%)

Q Now we are going to provide you with a list of issues. For each of these issues, please tell me which party you think would do a better job, or if you think none of the parties would do a good job on that issue. How about …. ?
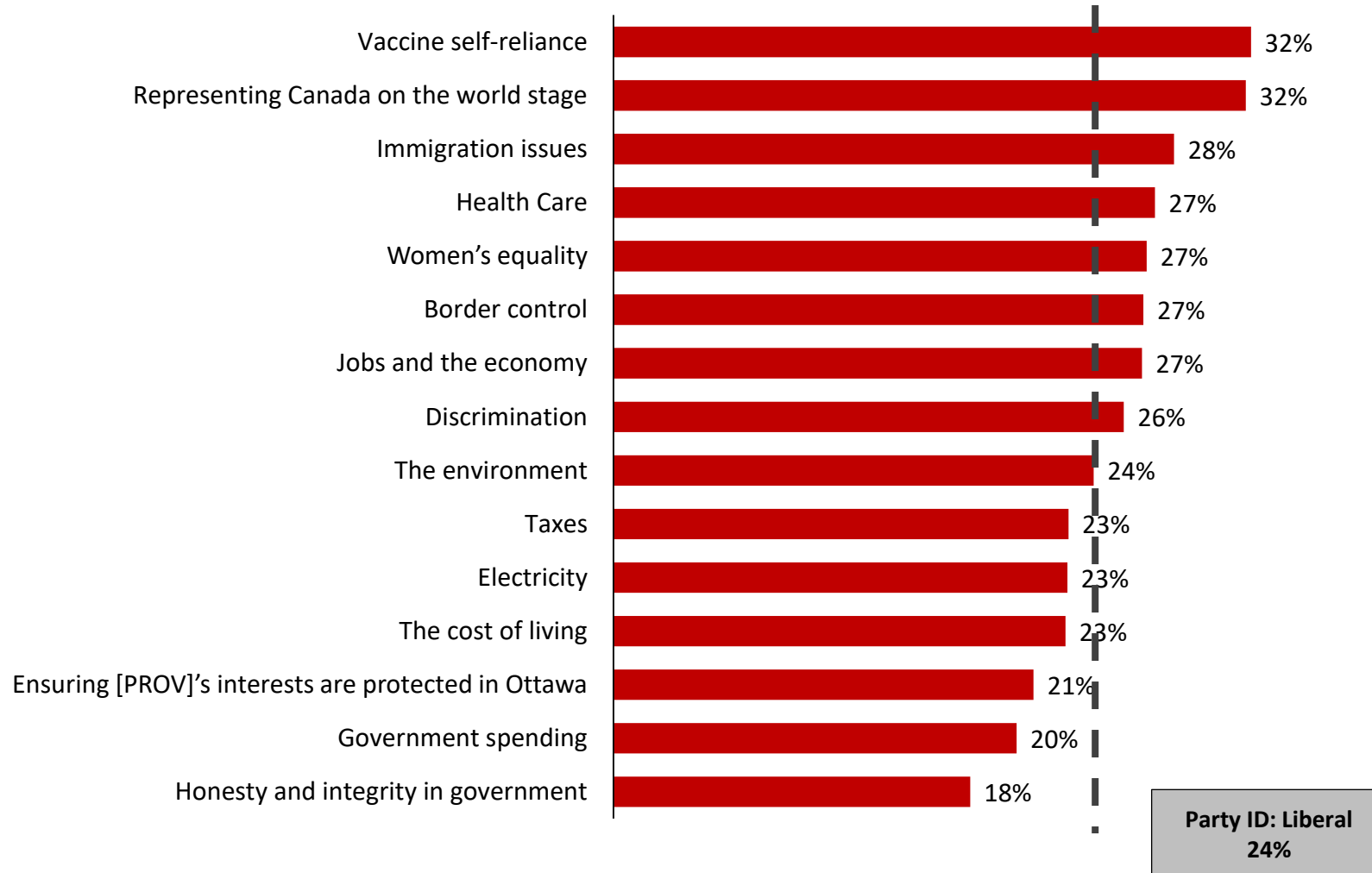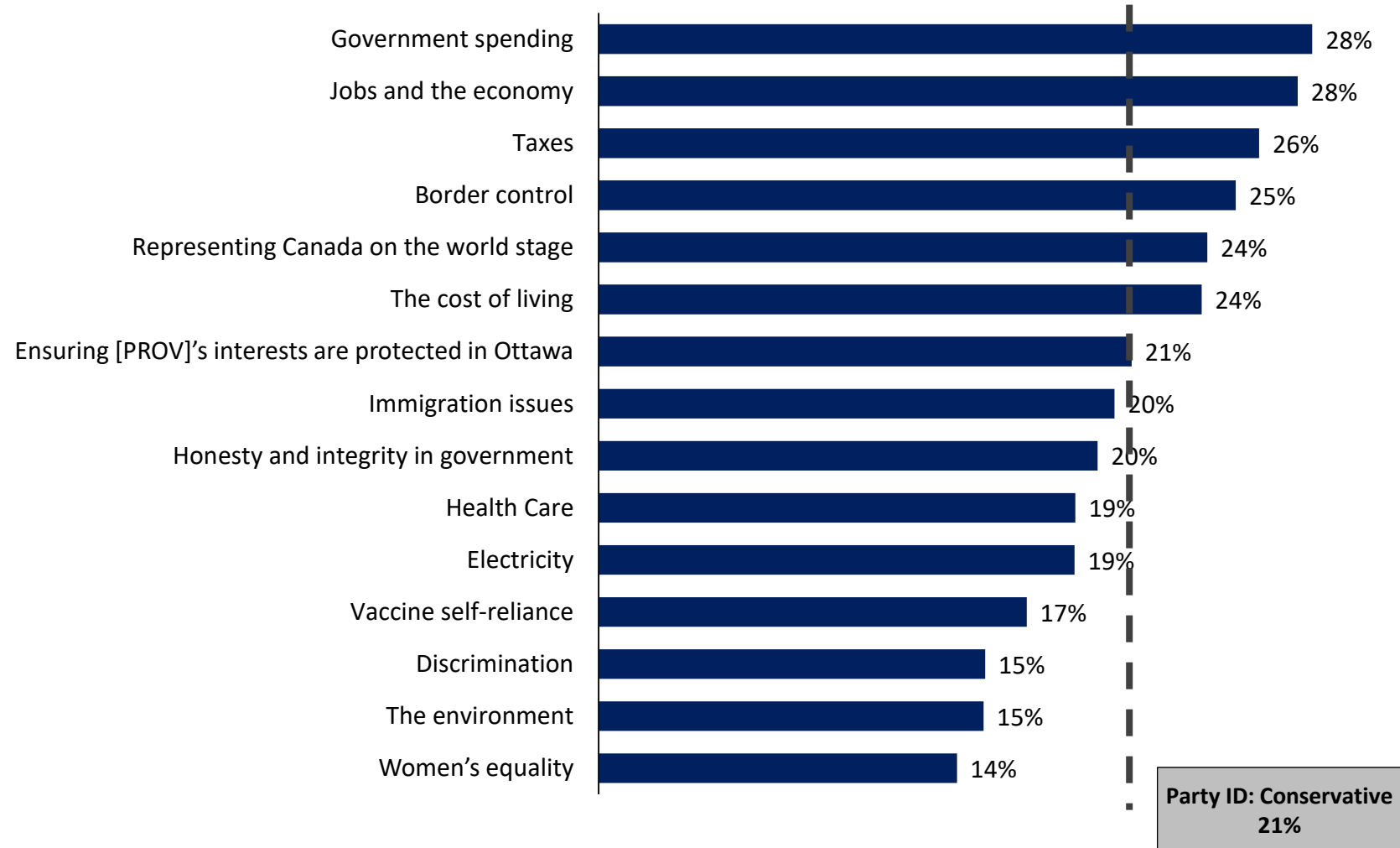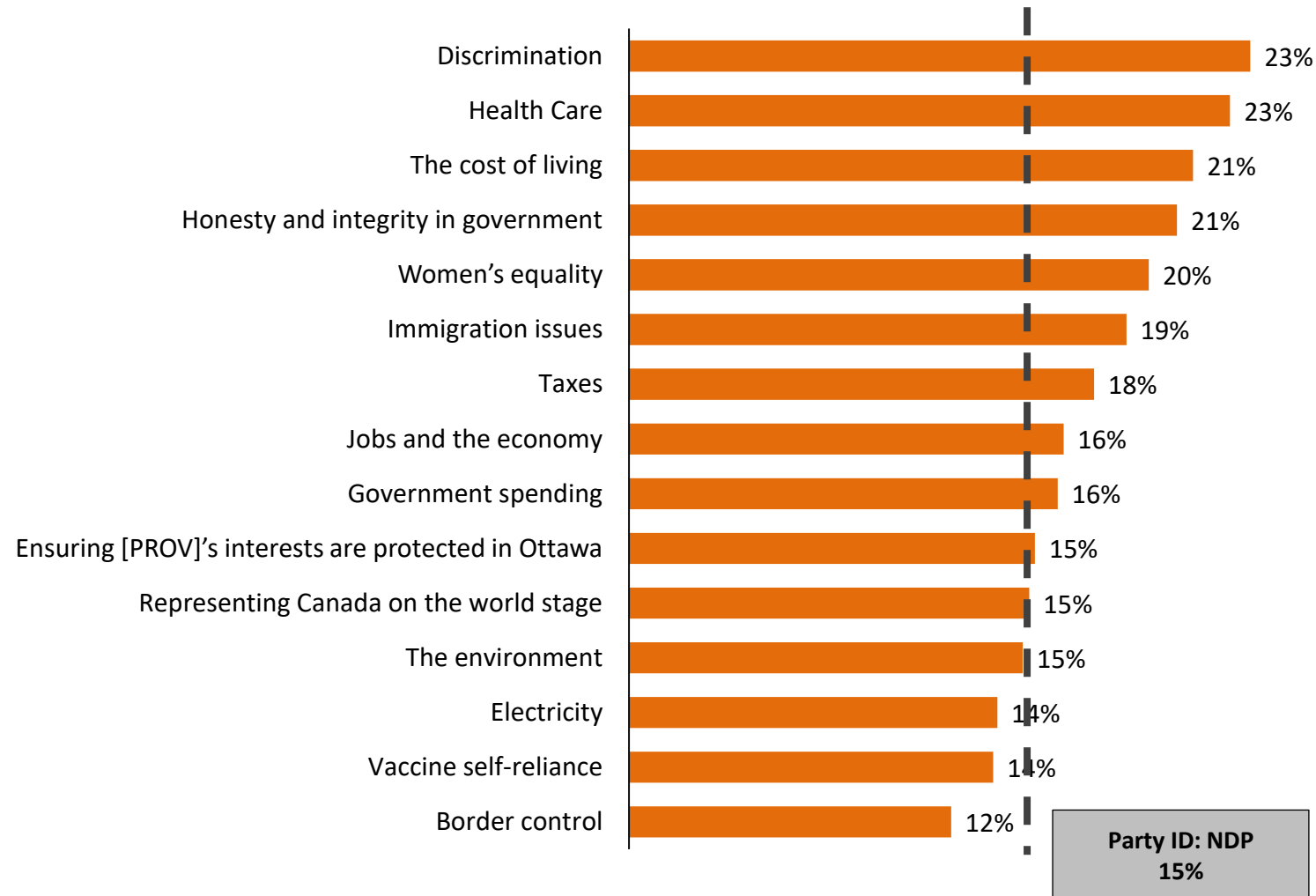[asked of all respondents; n=1,200]

		Liberal Party	Conservative Party	NDP	Bloc Quebecois	Green Party	People's Party	Maverick Party	None	Other party
Ensuring (PROVINCE)'s interests are protected in Ottawa	Sept '21	21%	21%	15%	9%	2%	4%		24%	1%
	Aug '21	20%	23%	16%	9%	3%	3%		23%	2%
	May '21	22%	18%	13%	11%	4%	3%		26%	2%
Discrimination	Sept '21	26%	15%	23%	3%	3%	5%		22%	2%
	Aug '21	23%	17%	25%	3%	3%	4%		22%	2%
	May '21	24%	11%	26%	4%	5%	4%		23%	2%
Women's equality	Sept '21	27%	14%	20%	4%	6%	4%		22%	2%
	Aug '21	27%	16%	19%	3%	6%	4%		22%	3%
	May '21	26%	10%	23%	4%	8%	5%		22%	2%
The cost of living	Sept '21	23%	24%	21%	3%	2%	4%		21%	2%
	Aug '21	20%	24%	22%	3%	2%	4%		21%	2%
	May '21	23%	20%	18%	4%	4%	5%		25%	1%
Honesty and integrity in government	Sept '21	18%	20%	21%	3%	4%	5%		27%	2%
	Aug '21	19%	22%	22%	4%	3%	4%		25%	2%
	May '21	17%	14%	18%	6%	8%	4%		30%	2%

■ Liberal Party ■ Conservative Party ■ NDP ■ Bloc Quebecois ■ Green Party
■ People's Party ■ Maverick Party ■ None ■ Other party

INNOVATIVE RESEARCH GROUP

Issue Tracking: The Liberal Party remains the top party at dealing with women's equality and vaccine self-reliance

Q Now we are going to provide you with a list of issues. For each of these issues, please tell me which party you think would do a better job, or if you think none of the parties would do a good job on that issue. How about …. ?
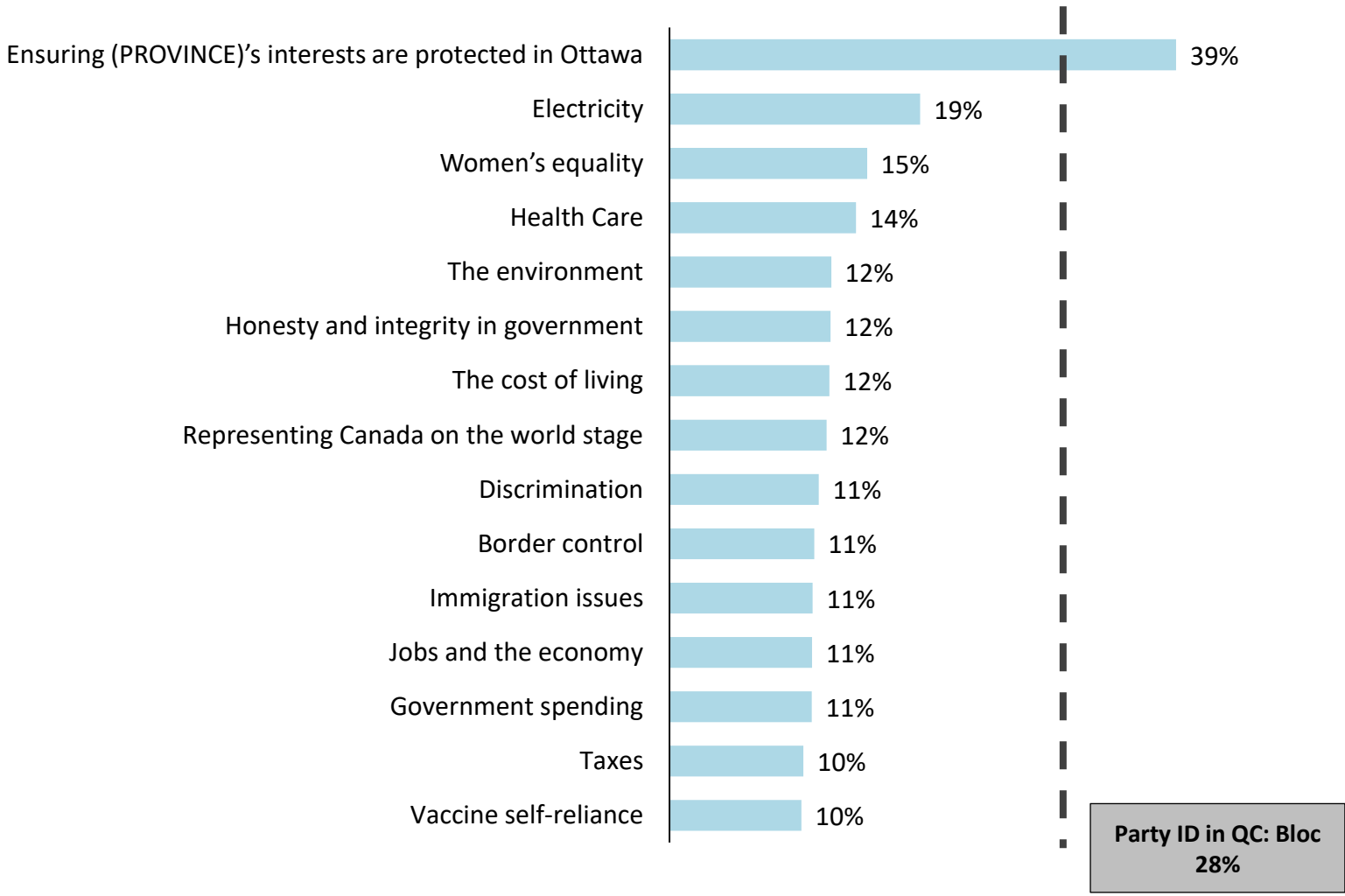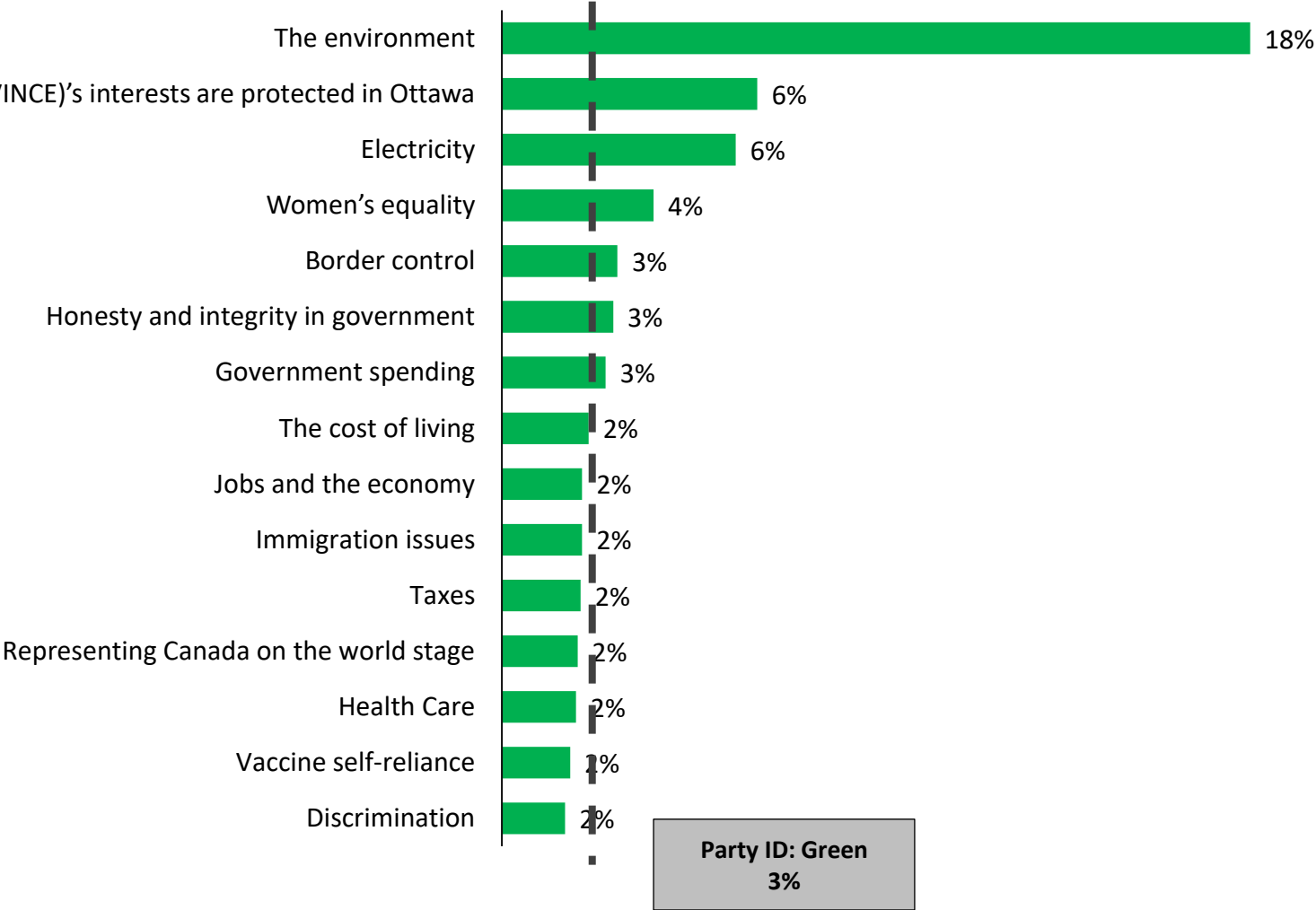[asked of all respondents; n=1,200]

Legend: ■ Liberal Party ■ Conservative Party ■ NDP ■ Bloc Quebecois ■ Green Party ■ People's Party ■ Maverick Party ■ None ■ Other party

Border control
- Sept '21: 27% / 25% / 12% / 3% / 3% / 5% / 23% / 1%
- Aug '21: 26% / 28% / 12% / 3% / 3% / 5% / 21% / 2%
- May '21: 27% / 26% / 10% / 4% / 4% / 5% / 23% / 2%

Vaccine self-reliance
- Sept '21: 32% / 17% / 14% / 2% / 2% / 5% / 25% / 2%
- Aug '21: 30% / 21% / 13% / 3% / 3% / 4% / 24% / 2%
- May '21: 32% / 16% / 11% / 3% / 4% / 3% / 28% / 1%

Government spending
- Sept '21: 20% / 28% / 16% / 3% / 3% / 4% / 24% / 2%
- Aug '21: 20% / 30% / 15% / 2% / 3% / 4% / 24% / 2%
- May '21: 21% / 26% / 12% / 4% / 5% / 5% / 25% / 1%

Electricity
- Sept '21: 23% / 19% / 14% / 4% / 6% / 4% / 28% / 2%
- Aug '21: 20% / 22% / 16% / 5% / 5% / 3% / 26% / 2%
- May '21: 22% / 16% / 11% / 6% / 11% / 3% / 29% / 2%

Representing Canada on the world stage
- Sept '21: 32% / 24% / 15% / 3% / 2% / 5% / 18% / 1%
- Aug '21: 30% / 26% / 16% / 2% / 3% / 4% / 16% / 2%

INNOVATIVE RESEARCH GROUP

Liberal Issues: The Liberal Party's worst attribute is "honesty and integrity in government"

Q Now we are going to provide you with a list of issues. For each of these issues, please tell me which party you think would do a better job, or if you think none of the parties would do a good job on that issue. How about …. ?
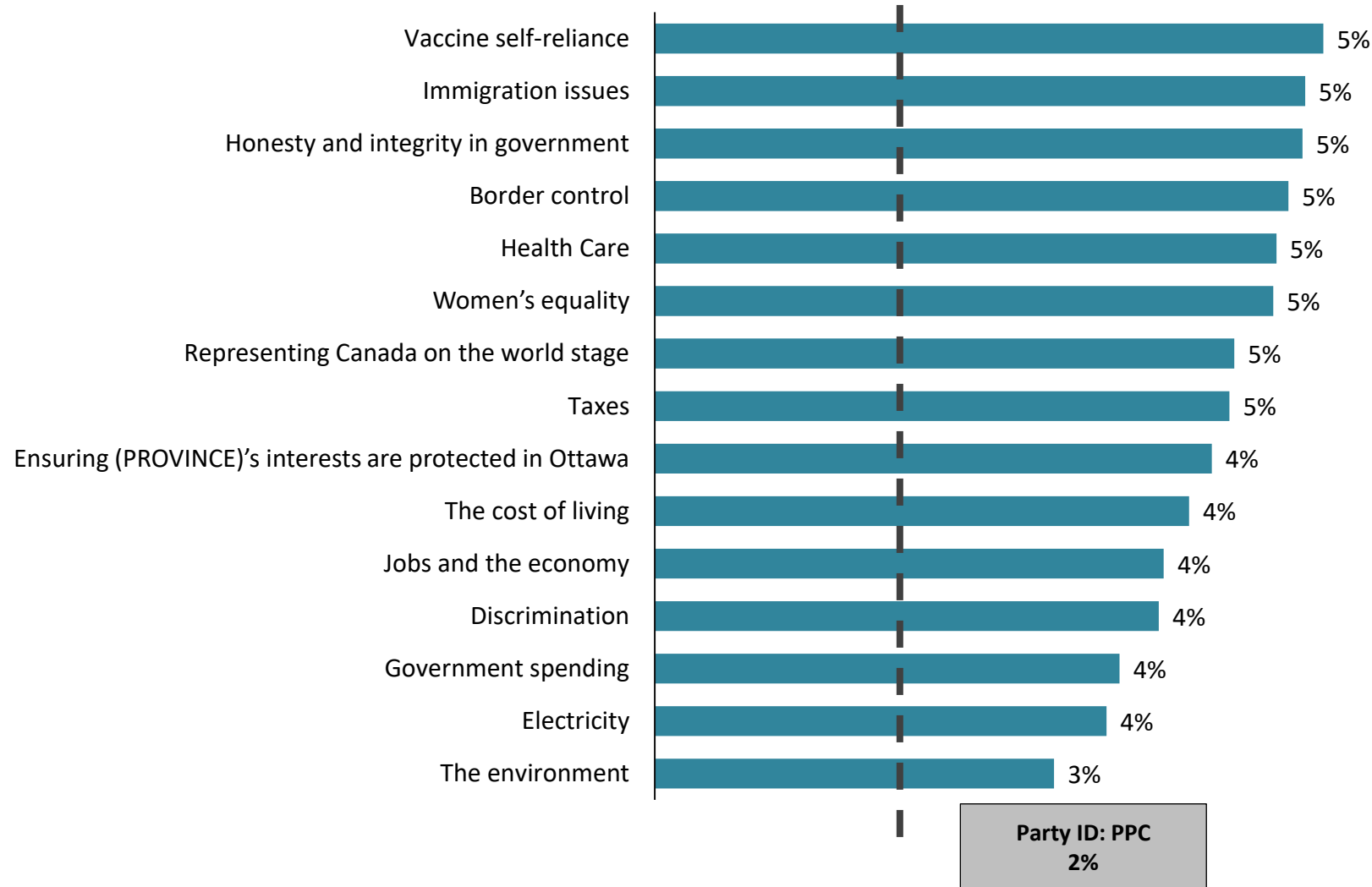[asked of all respondents; n=1,200]

Issue	%
Vaccine self-reliance	32%
Representing Canada on the world stage	32%
Immigration issues	28%
Health Care	27%
Women's equality	27%
Border control	27%
Jobs and the economy	27%
Discrimination	26%
The environment	24%
Taxes	23%
Electricity	23%
The cost of living	23%
Ensuring [PROV]'s interests are protected in Ottawa	21%
Government spending	20%
Honesty and integrity in government	18%

Party ID: Liberal 24%

INNOVATIVE
RESEARCH GROUP

Conservative Issues: The Conservatives are viewed as best on government spending (28%) and worst on women's equality (14%)

Q Now we are going to provide you with a list of issues. For each of these issues, please tell me which party you think would do a better job, or if you think none of the parties would do a good job on that issue. How about …. ?
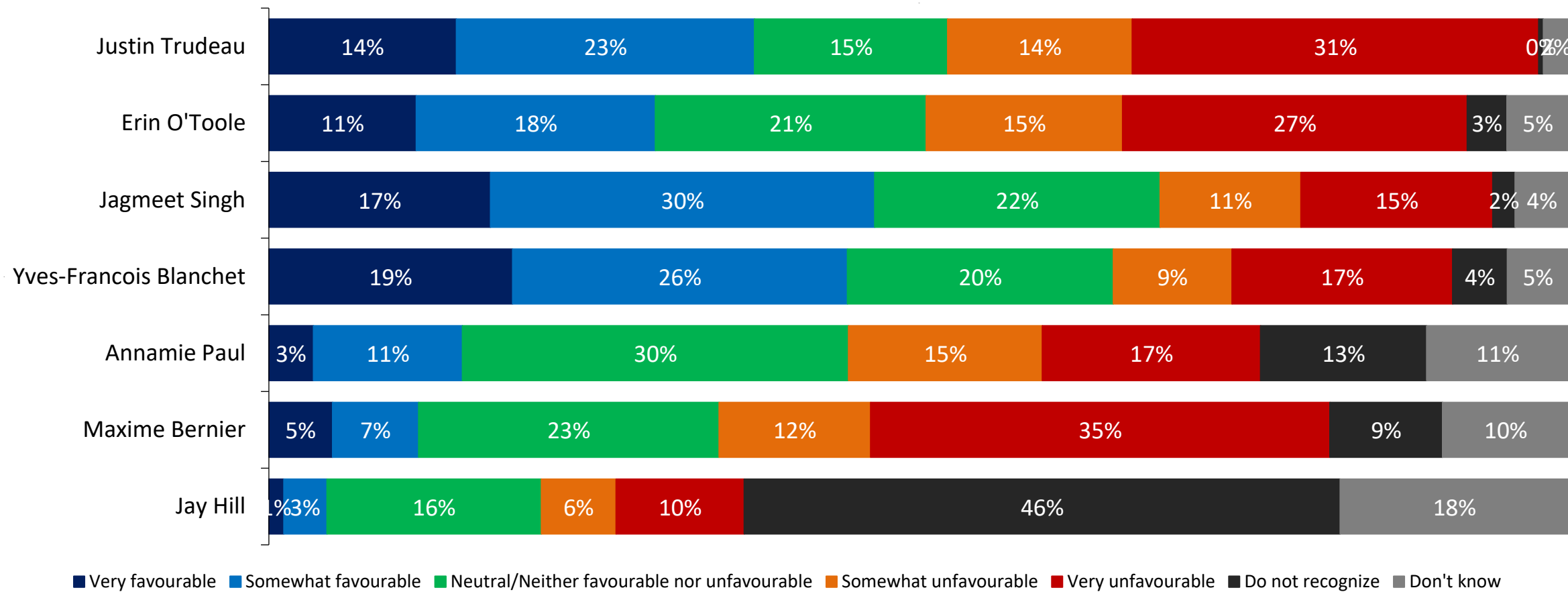
[asked of all respondents; n=1,200]

Issue	%
Government spending	28%
Jobs and the economy	28%
Taxes	26%
Border control	25%
Representing Canada on the world stage	24%
The cost of living	24%
Ensuring [PROV]'s interests are protected in Ottawa	21%
Immigration issues	20%
Honesty and integrity in government	20%
Health Care	19%
Electricity	19%
Vaccine self-reliance	17%
Discrimination	15%
The environment	15%
Women's equality	14%

Party ID: Conservative
21%

INNOVATIVE
RESEARCH GROUP

NDP Issues: The NDP are viewed as best on discrimination (23%) and worst on border control (12%)

Q Now we are going to provide you with a list of issues. For each of these issues, please tell me which party you think would do a better job, or if you think none of the parties would do a good job on that issue. How about …. ?

[asked of all respondents; n=1,200]

Issue	%
Discrimination	23%
Health Care	23%
The cost of living	21%
Honesty and integrity in government	21%
Women's equality	20%
Immigration issues	19%
Taxes	18%
Jobs and the economy	16%
Government spending	16%
Ensuring [PROV]'s interests are protected in Ottawa	15%
Representing Canada on the world stage	15%
The environment	15%
Electricity	14%
Vaccine self-reliance	14%
Border control	12%

Party ID: NDP 15%

INNOVATIVE
RESEARCH GROUP

Bloc Issues: The Bloc are viewed in Quebec principally as defenders of Quebec interests in Ottawa

Q Now we are going to provide you with a list of issues. For each of these issues, please tell me which party you think would do a better job, or if you think none of the parties would do a good job on that issue. How about …. ?
[asked of all QC respondents; n=562]

Issue	Percentage
Ensuring (PROVINCE)'s interests are protected in Ottawa	39%
Electricity	19%
Women's equality	15%
Health Care	14%
The environment	12%
Honesty and integrity in government	12%
The cost of living	12%
Representing Canada on the world stage	12%
Discrimination	11%
Border control	11%
Immigration issues	11%
Jobs and the economy	11%
Government spending	11%
Taxes	10%
Vaccine self-reliance	10%

Party ID in QC: Bloc 28%

INNOVATIVE
RESEARCH GROUP

Green Issues: The Greens are viewed as best on the environment, low on all other issues

Q Now we are going to provide you with a list of issues. For each of these issues, please tell me which party you think would do a better job, or if you think none of the parties would do a good job on that issue. How about …. ?

[asked of all respondents; n=1,200]

Issue	Percentage
The environment	18%
Ensuring (PROVINCE)'s interests are protected in Ottawa	6%
Electricity	6%
Women's equality	4%
Border control	3%
Honesty and integrity in government	3%
Government spending	3%
The cost of living	2%
Jobs and the economy	2%
Immigration issues	2%
Taxes	2%
Representing Canada on the world stage	2%
Health Care	2%
Vaccine self-reliance	1%
Discrimination	2%

Party ID: Green 3%

INNOVATIVE
RESEARCH GROUP

PPC Issues: The PPC are seen as best on vaccine self-reliance (5%) and worst on the environment (3%)

Q Now we are going to provide you with a list of issues. For each of these issues, please tell me which party you think would do a better job, or if you think none of the parties would do a good job on that issue. How about …. ?

[asked of all respondents; n=1,200]

Issue	PPC
Vaccine self-reliance	5%
Immigration issues	5%
Honesty and integrity in government	5%
Border control	5%
Health Care	5%
Women's equality	5%
Representing Canada on the world stage	5%
Taxes	5%
Ensuring (PROVINCE)'s interests are protected in Ottawa	4%
The cost of living	4%
Jobs and the economy	4%
Discrimination	4%
Government spending	4%
Electricity	4%
The environment	3%

**Party ID: PPC
2%**

INNOVATIVE
RESEARCH GROUP

Leadership

Leader Favourables: Over 4-in-10 (47%) have a favourable impressions of Singh, followed by Blanchet (44%)

Q 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=2400]

	Very favourable	Somewhat favourable	Neutral/Neither favourable nor unfavourable	Somewhat unfavourable	Very unfavourable	Do not recognize	Don't know
Justin Trudeau	14%	23%	15%	14%	31%	0%	2%
Erin O'Toole	11%	18%	21%	15%	27%	3%	5%
Jagmeet Singh	17%	30%	22%	11%	15%	2%	4%
Yves-Francois Blanchet	19%	26%	20%	9%	17%	4%	5%
Annamie Paul	3%	11%	30%	15%	17%	13%	11%
Maxime Bernier	5%	7%	23%	12%	35%	9%	10%
Jay Hill	1%	3%	16%	6%	10%	46%	18%

Legend: ■ Very favourable ■ Somewhat favourable ■ Neutral/Neither favourable nor unfavourable ■ Somewhat unfavourable ■ Very unfavourable ■ Do not recognize ■ Don't know

INNOVATIVE RESEARCH GROUP

Party Leader NET Favourables Tracking: O'Toole now has a lower net favourable rating than Trudeau

Q 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=2400]

+12%
+11%

-20%
-23%

+21%
+18%

-8%
-12%

Legend: Liberal Leader — Conservative leader — NDP Leader — Bloc Leader
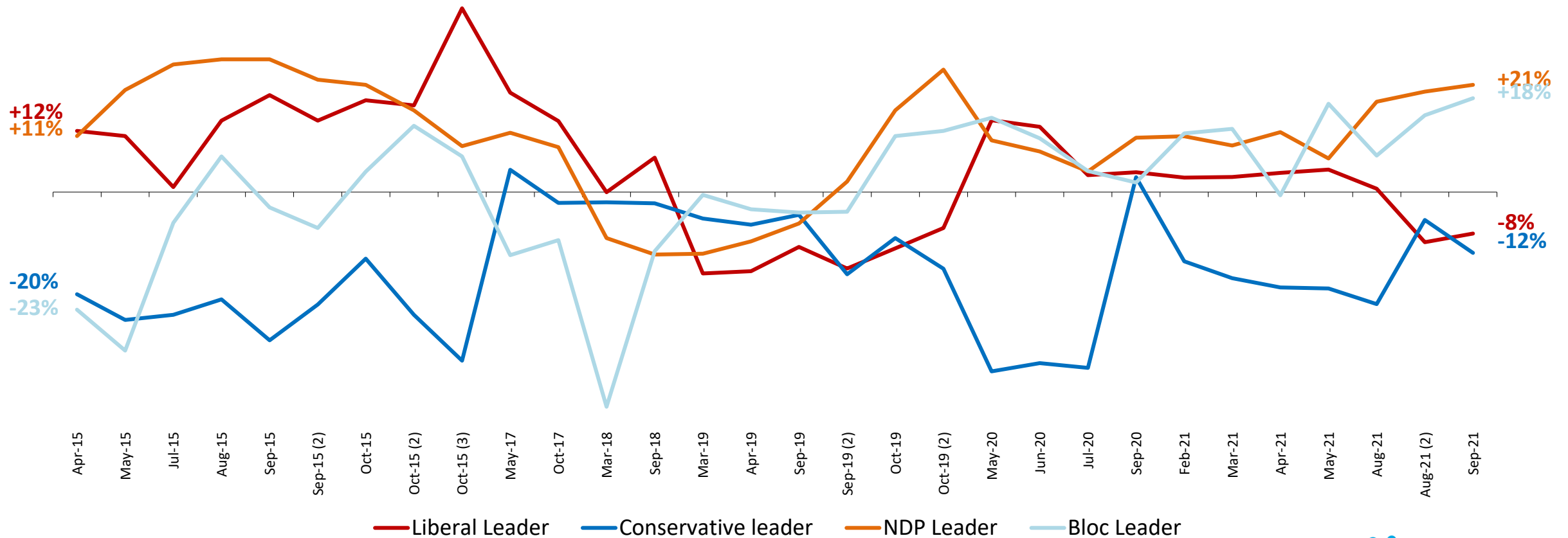
Note: Green Leader, People's Party Leader not shown.
Current data: September 2021
Note: Results for Yves-Francois Blanchet for Quebec respondents only

INNOVATIVE RESEARCH GROUP

Best Prime Minister Tracking: Trudeau remains the top choice for Prime Minister, steady since last wave of tracking

Q **Which of the following party leaders would make the best Prime Minister of Canada?**
[asked of all respondents; n=2400]

Legend: Liberal Leader — Conservative Leader — NDP Leader — Bloc Leader — Green Leader — PPC Leader — Maverick Leader

Left axis labels: 37%, 31%, 23%, 7%, 2%
Right axis labels: 35%, 27%, 25%, 6%, 3%, 0%

X-axis: Jul-15, Aug-15, Sep-15, Sep-15 (2), Oct-15, Oct-15 (2), Oct-15 (3), May-17, Oct-17, Mar-18, Sep-18, Mar-19, Apr-19, Sep-19, Sep-19 (2), Oct-19, Oct-19 (2), May-20, Jun-20, Jun-20 (2), Jul-20, Aug-20, Aug-20 (2), Sep-20, Feb-21, Mar-21, Apr-21, May-21, Aug-21, Aug-21 (2), Sep-21

Current data: September 2021

INNOVATIVE RESEARCH GROUP

Time for Change

Time for Change Tracking: Agreement that it is time for change in Canada is at 58%, 3-points above 2019

Q 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=2400]
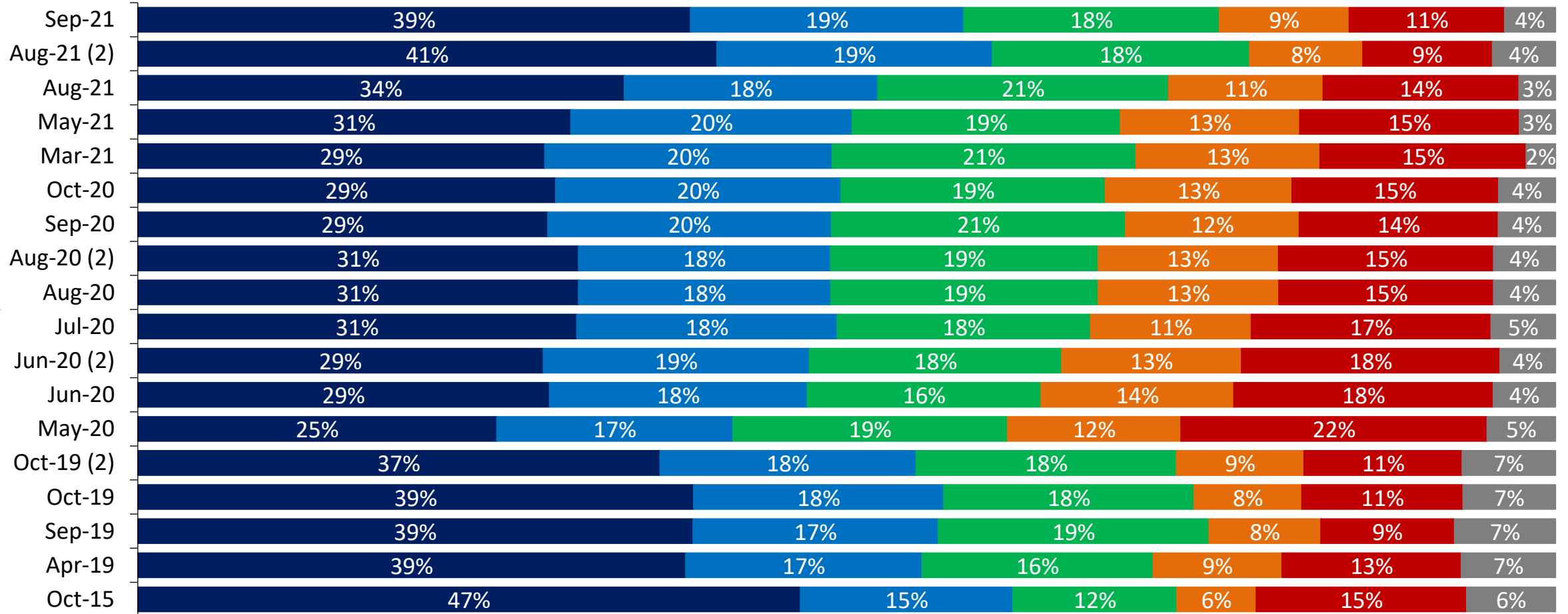
Date	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know
Sep-21	39%	19%	18%	9%	11%	4%
Aug-21 (2)	41%	19%	18%	8%	9%	4%
Aug-21	34%	18%	21%	11%	14%	3%
May-21	31%	20%	19%	13%	15%	3%
Mar-21	29%	20%	21%	13%	15%	2%
Oct-20	29%	20%	19%	13%	15%	4%
Sep-20	29%	20%	21%	12%	14%	4%
Aug-20 (2)	31%	18%	19%	13%	15%	4%
Aug-20	31%	18%	19%	13%	15%	4%
Jul-20	31%	18%	18%	11%	17%	5%
Jun-20 (2)	29%	19%	18%	13%	18%	4%
Jun-20	29%	18%	16%	14%	18%	4%
May-20	25%	17%	19%	12%	22%	5%
Oct-19 (2)	37%	18%	18%	9%	11%	7%
Oct-19	39%	18%	18%	8%	11%	7%
Sep-19	39%	17%	19%	8%	9%	7%
Apr-19	39%	17%	16%	9%	13%	7%
Oct-15	47%	15%	12%	6%	15%	6%

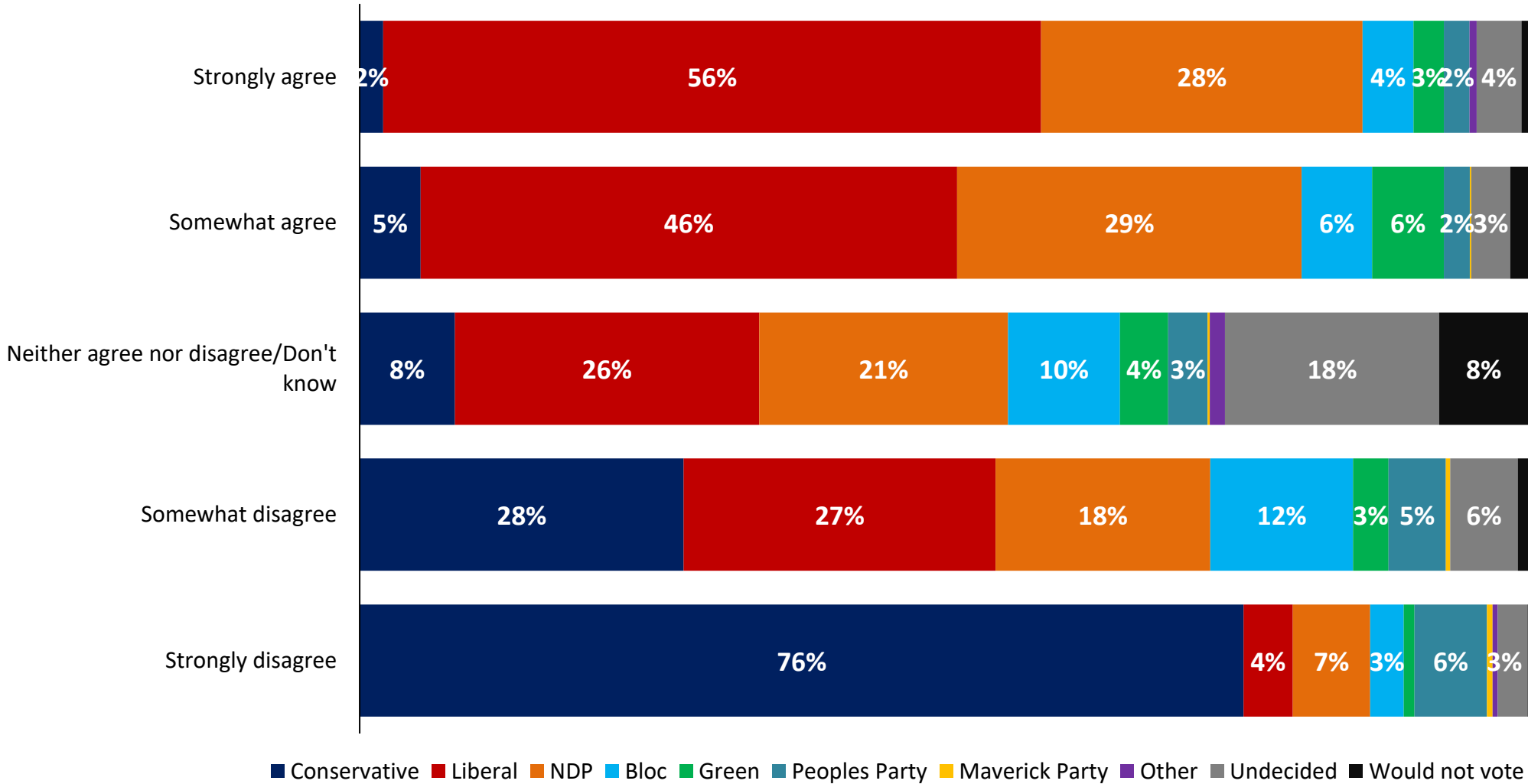Legend: ■ Strongly agree ■ Somewhat agree ■ Neither agree nor disagree ■ Somewhat disagree ■ Strongly disagree ■ Don't know

INNOVATIVE RESEARCH GROUP

Time for Change Tracking: 36% of Canadians agree that the Liberals are the best party to form government, up 2-points

Q 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=2400]
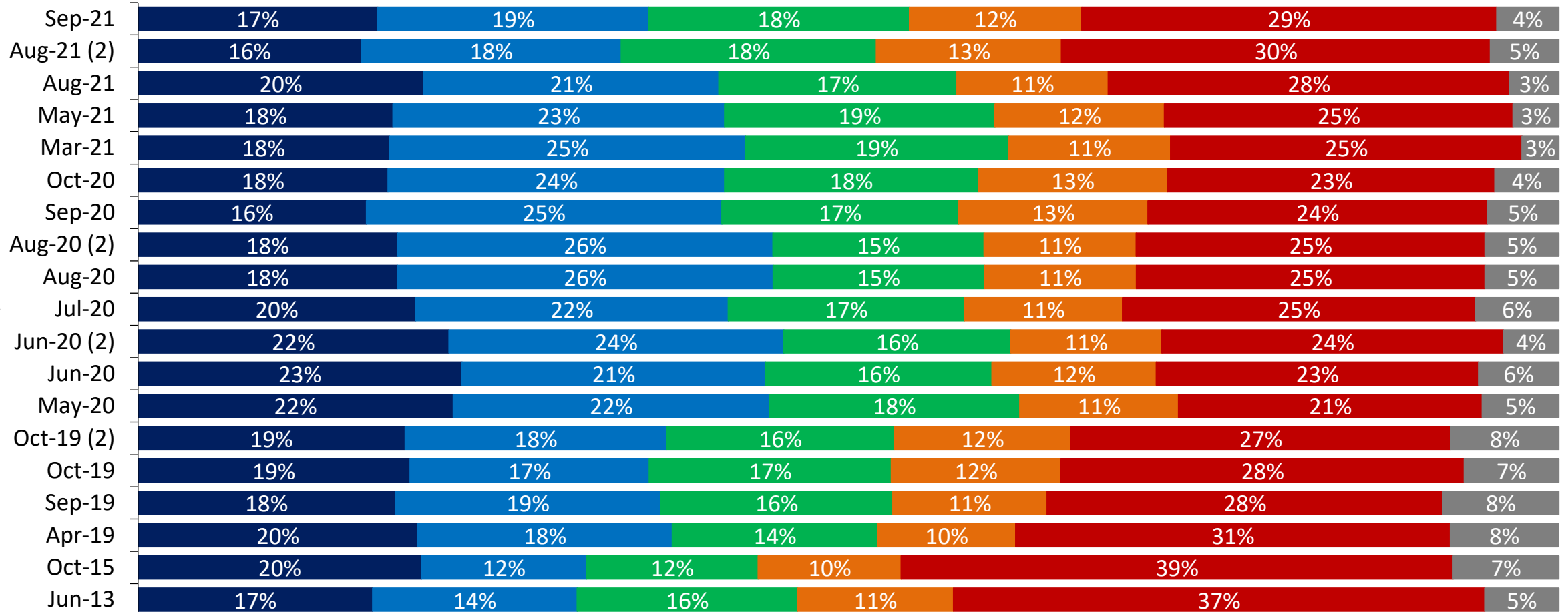
	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know
Sep-21	17%	19%	18%	12%	29%	4%
Aug-21 (2)	16%	18%	18%	13%	30%	5%
Aug-21	20%	21%	17%	11%	28%	3%
May-21	18%	23%	19%	12%	25%	3%
Mar-21	18%	25%	19%	11%	25%	3%
Oct-20	18%	24%	18%	13%	23%	4%
Sep-20	16%	25%	17%	13%	24%	5%
Aug-20 (2)	18%	26%	15%	11%	25%	5%
Aug-20	18%	26%	15%	11%	25%	5%
Jul-20	20%	22%	17%	11%	25%	6%
Jun-20 (2)	22%	24%	16%	11%	24%	4%
Jun-20	23%	21%	16%	12%	23%	6%
May-20	22%	22%	18%	11%	21%	5%
Oct-19 (2)	19%	18%	16%	12%	27%	8%
Oct-19	19%	17%	17%	12%	28%	7%
Sep-19	18%	19%	16%	11%	28%	8%
Apr-19	20%	18%	14%	10%	31%	8%
Oct-15	20%	12%	12%	10%	39%	7%
Jun-13	17%	14%	16%	11%	37%	5%

INNOVATIVE RESEARCH GROUP

Time for Change Segmentation: A key 10% of voters think the Liberals are the best option to form government but also say it's time for change

Q 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=2400]

19%

27%

27% Do not think it is time for a change

9%

51% Agree that it is time for a change and do not see Liberals as the best option to form government

9%

This key battleground segment is voters who think it is time for a change, but still think the Liberals are the best option to form a government

25%

12%

■ Core LPC ■ Soft LPC ■ Time for change ■ Uncertain ■ Soft anti-LPC ■ Hostile

INNOVATIVE
RESEARCH GROUP

Current data: September 2021
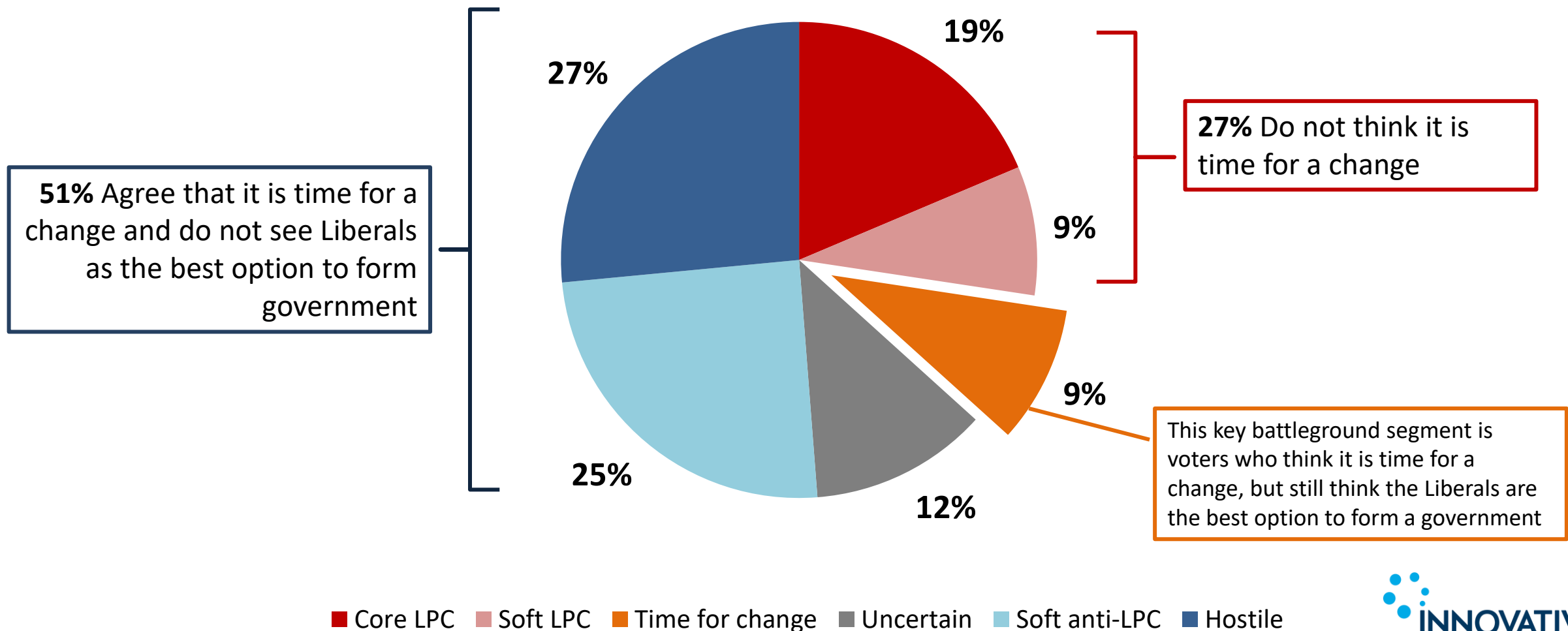
Key Attitudes

Attitudes: Majority of respondents (73%) say they are very worried at what might happen to this country if the wrong gov't is elected

Q Do you agree or disagree with the following statements?
[asked of all respondents; n=2,400]

Net Agreement

Statement	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know	Net Agreement
I am very worried at what might happen to this country if the wrong government is elected	44%	29%	16%	5%	3%	3%	+65%
This election is really a two-horse race, only the Liberal and the Conservatives have a real chance of forming government.	32%	34%	16%	9%	5%	5%	+51%
I've been disappointed by Justin Trudeau and the Liberal government.	35%	22%	18%	12%	10%	2%	+35%
Electing New Democrats sends a message government should address important social issues.	20%	27%	27%	7%	10%	9%	+31%
The Conservatives and Liberals may have their differences, but when it comes to the big issues facing this country neither one is committed to making the changes we need*	17%	28%	24%	14%	10%	6%	+22%
The most important thing in this election is to keep the Conservatives out of government	21%	15%	22%	11%	25%	6%	+1%
Under Erin O'Toole the Conservatives are becoming more like the Liberals and less like true conservatives.*	8%	18%	31%	16%	17%	11%	-7%
I am angry at the way the government is trying to force Canadians to get vaccinated, whether they want to or not.	17%	8%	15%	13%	44%	3%	-32%
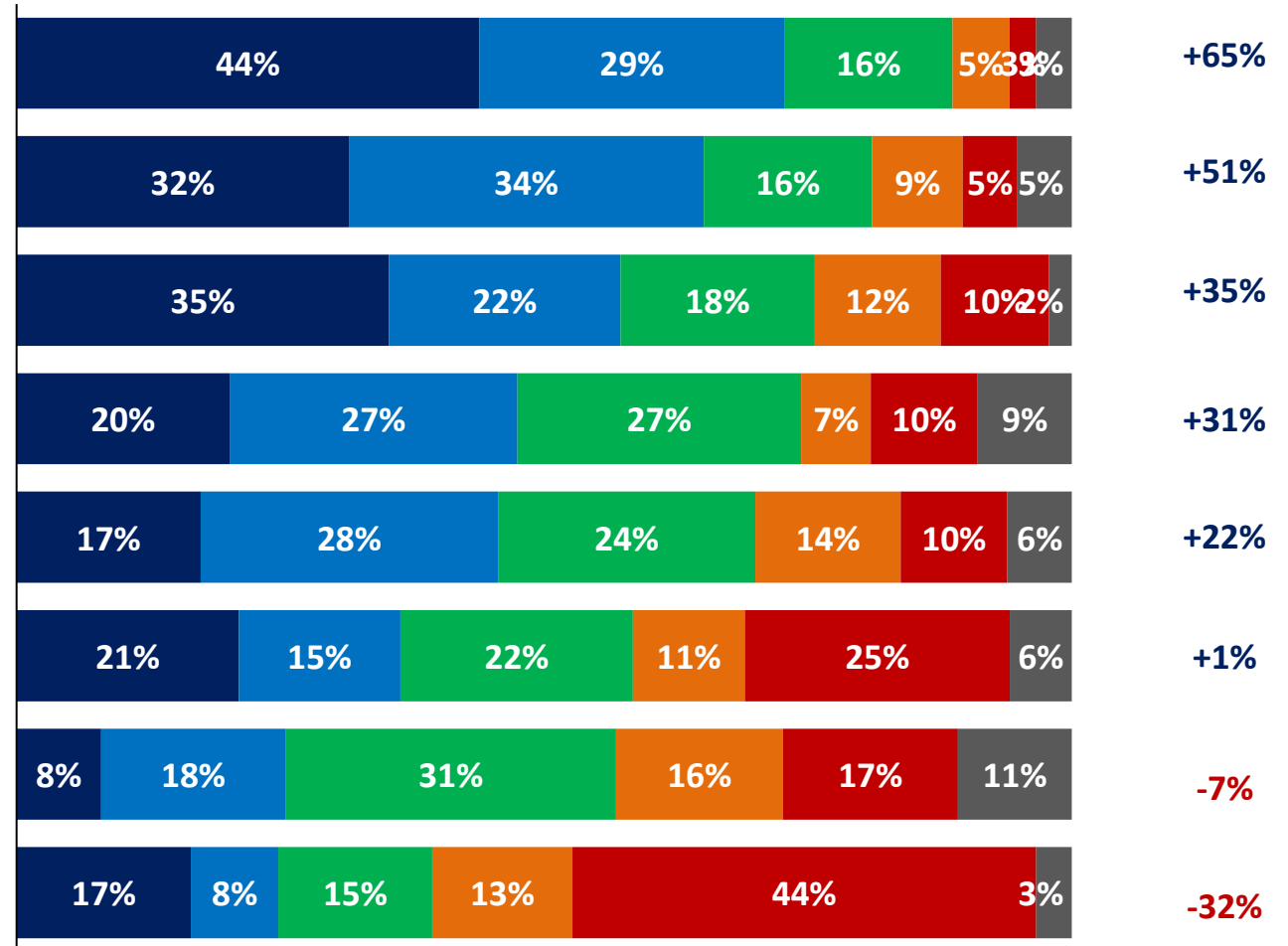
■ Strongly agree ■ Somewhat agree ■ Neither agree nor disagree ■ Somewhat disagree ■ Strongly disagree ■ Don't know

INNOVATIVE RESEARCH GROUP

Note: Those with * beside were only asked by Lucid respondents (n=1200)

Attitude Tracking: Worry about what might happen to this country is up, while the other two attitudes are down since October 2019

Q Do you agree or disagree with the following statements?
[asked of all respondents; n=2,400]

Net Agreement

I am very worried at what might happen to this country if the wrong government is elected

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know	Net Agreement
Oct '19	37%	33%	16%	5%	2%	7%	+63%
Sept '21	44%	29%	16%	5%	3%	3%	+65%

This election is really a two-horse race, only the Liberal and the Conservatives have a real chance of forming government

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know	Net Agreement
Oct '19	30%	34%	16%	8%	5%	8%	+51%
Sept '21	30%	33%	18%	8%	6%	5%	+48%

The most important thing in this election is to keep the Conservatives out of government

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know	Net Agreement
Oct '19	24%	17%	17%	9%	24%	9%	+8%
Sept '21	21%	15%	22%	11%	25%	6%	+1%

■ Strongly agree ■ Somewhat agree ■ Neither agree nor disagree ■ Somewhat disagree ■ Strongly disagree ■ Don't know

INNOVATIVE RESEARCH GROUP
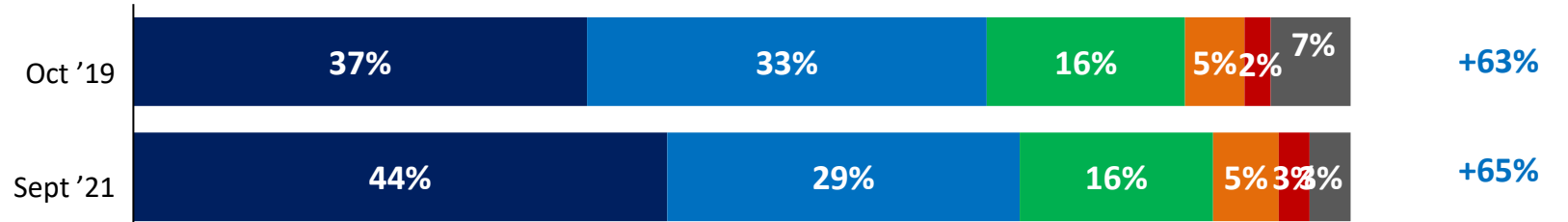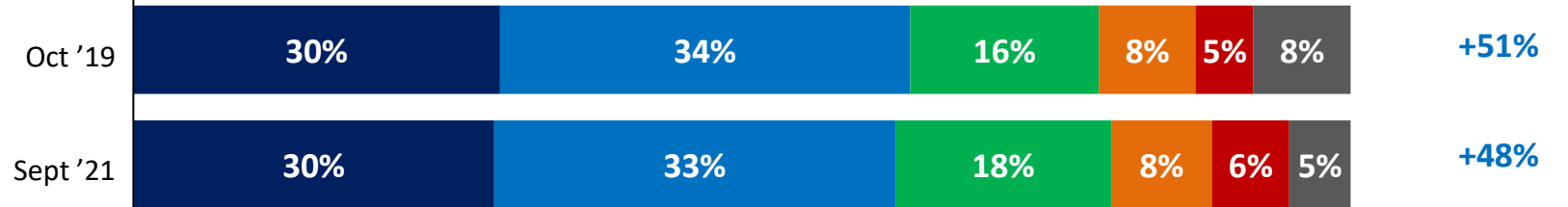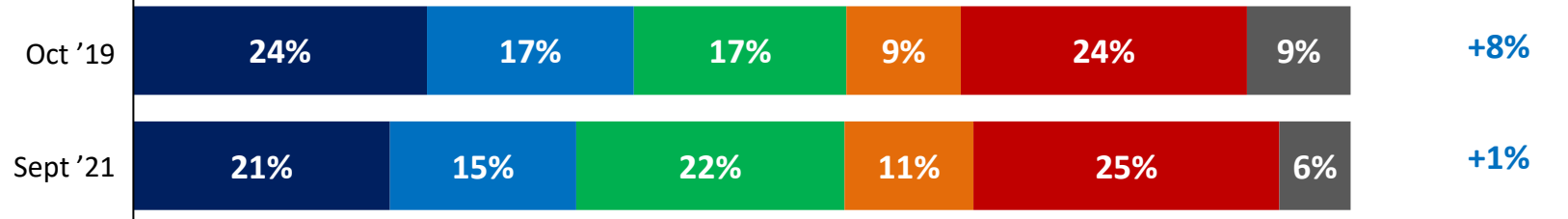
Keeping the Conservatives Out: A majority of those who strongly agree keeping the Conservatives out is most important would vote Liberal

Q Combined Vote BY *The most important thing this election is to keep the Conservatives out of government.*
[asked of all respondents; n=2,400]

The most important thing this election is to keep the Conservatives out of government

	Conservative	Liberal	NDP	Bloc	Green	Peoples Party	Maverick Party	Other	Undecided	Would not vote
Strongly agree	2%	56%	28%	4%	3%		2%		4%	
Somewhat agree	5%	46%	29%	6%	6%		2%		3%	
Neither agree nor disagree/Don't know	8%	26%	21%	10%	4%	3%			18%	8%
Somewhat disagree	28%	27%	18%	12%	3%		5%		6%	
Strongly disagree	76%	4%	7%	3%		6%			3%	

Legend: Conservative, Liberal, NDP, Bloc, Green, Peoples Party, Maverick Party, Other, Undecided, Would not vote

INNOVATIVE RESEARCH GROUP

Disappointed by Liberals: A majority of every group, except Business Liberals, say they have been disappointed by the Liberal government

Q *I've been disappointed by Justin Trudeau and the Liberal government.* By **Value Clusters**
[asked of all respondents; n=2,400]

Value Cluster

Net Agreement

Value Cluster	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know	Net Agreement
Populist Conservatives	67%	11%	7%	6%	9%	1%	+64%
Deferential Conservatives	37%	22%	17%	14%	9%	1%	+37%
Business Liberals	28%	20%	21%	15%	15%	1%	+18%
Left Liberals	32%	26%	19%	11%	9%	3%	+38%
Core Left	30%	26%	17%	15%	10%	1%	+31%
Thrifty Moderates	33%	22%	24%	8%	7%	7%	+40%

Legend: ■ Strongly agree ■ Somewhat agree ■ Neither agree nor disagree ■ Somewhat disagree ■ Strongly disagree ■ Don't know

INNOVATIVE RESEARCH GROUP

Disappointed by Liberals: Nearly a third of those who somewhat agree would vote for the NDP (29%)

Q Combined Vote BY *I've been disappointed by Justin Trudeau and the Liberal government*
[asked of all respondents; n=2,400]

I've been disappointed by Justin Trudeau and the Liberal government
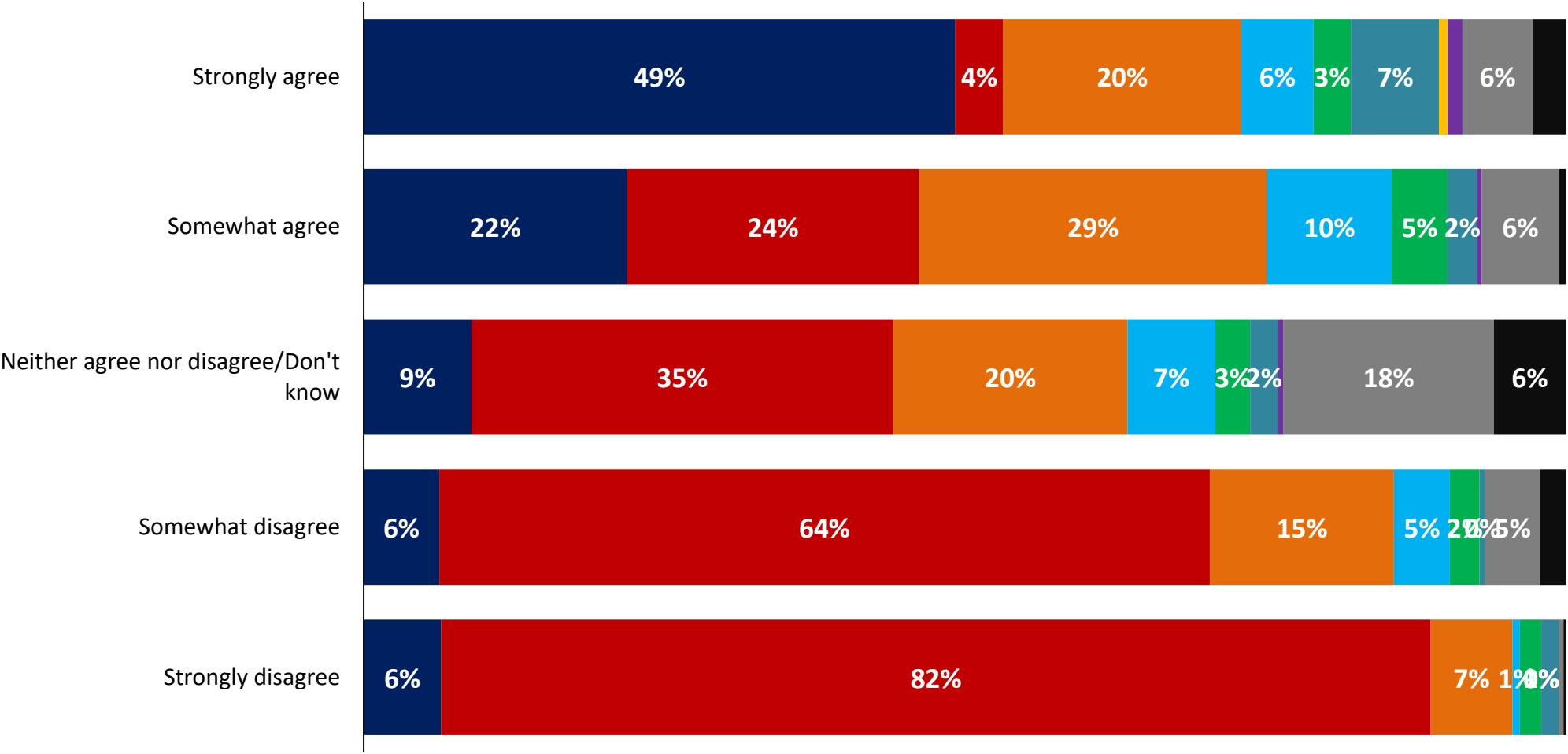
Strongly agree: Conservative 49%, Liberal 4%, NDP 20%, Bloc 6%, Green 3%, Peoples Party 7%, Undecided 6%

Somewhat agree: Conservative 22%, Liberal 24%, NDP 29%, Bloc 10%, Green 5%, 2%, Undecided 6%

Neither agree nor disagree/Don't know: Conservative 9%, Liberal 35%, NDP 20%, Bloc 7%, Green 3%, 2%, Undecided 18%, Would not vote 6%

Somewhat disagree: Conservative 6%, Liberal 64%, NDP 15%, Bloc 5%, 2%, 1%, 5%

Strongly disagree: Conservative 6%, Liberal 82%, NDP 7%, 1%, 1%, 1%

Legend: Conservative, Liberal, NDP, Bloc, Green, Peoples Party, Maverick Party, Other, Undecided, Would not vote

INNOVATIVE RESEARCH GROUP

Election Call: 3-in-10 (31%) of respondents say that they are fine with the decision of Trudeau to call the election early

Q Thinking about the decision by Justin Trudeau and the Liberal Party to call the current election early, which of the following comes closest to your point of view?

[asked of all respondents; n=2,400]

31%	**25%**	**12%**	**22%**	**9%**
I am fine with it	I am upset with the decision but it made no difference to my vote	I am upset with the decision and it left me less likely to vote for the Liberals	I am upset with it but I would never have voted Liberal anyway	Don't know

INNOVATIVE RESEARCH GROUP
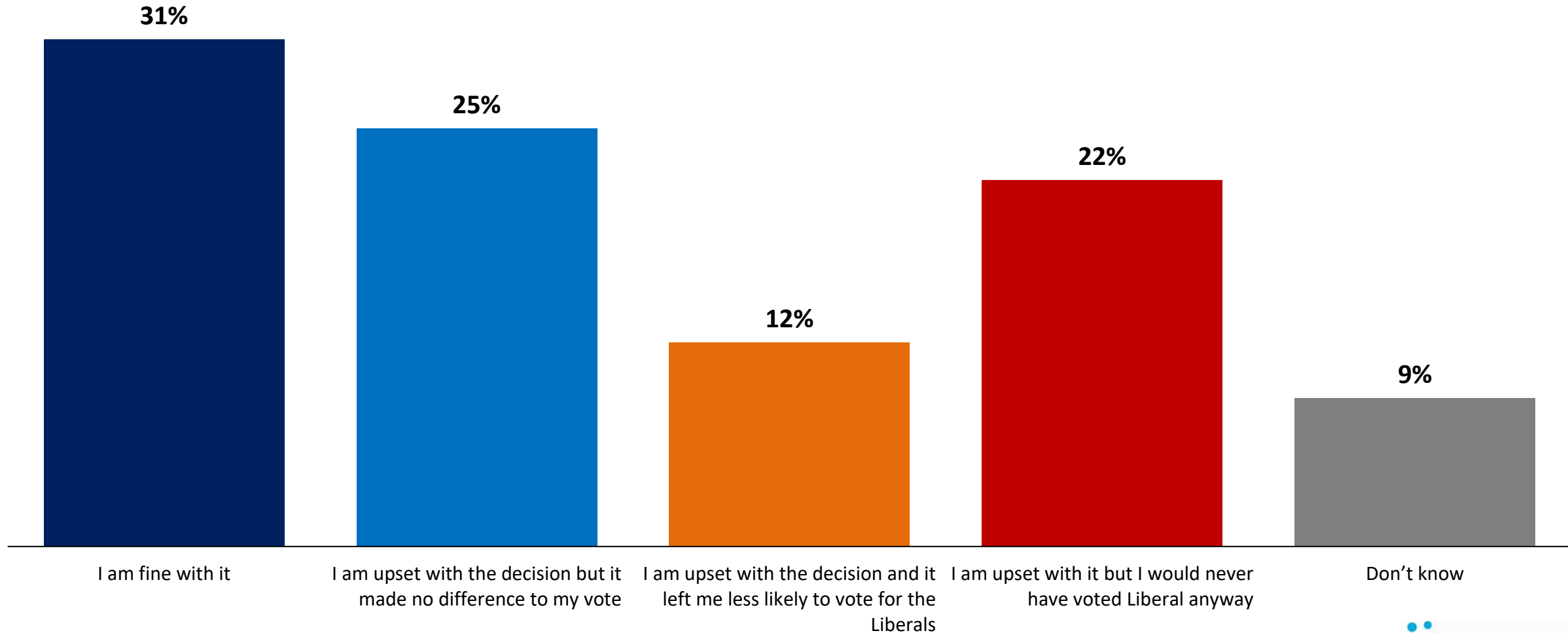
Vote by Election Call: 30% of those who were left less likely to vote Liberal are now voting NDP

Q Combined Vote BY Thinking about the decision by Justin Trudeau and the Liberal Party to call the current election early, which of the following comes closest to your point of view?
[asked of all respondents; n=2,400]

	Conservative	Liberal	NDP	Bloc	Green	Peoples Party	Maverick Party	Other	Undecided	Would not vote
I am fine with it	16%	47%	21%	3%	3%	5%				4%
I am upset with the decision but it made no difference to my vote	14%	48%	20%	7%	2%					7%
I am upset with the decision and it left me less likely to vote for the Liberals	34%	10%	30%	9%	2%					11%
I am upset with it but I would never have voted Liberal anyway	53%	2%	17%	11%	4%	6%		2%		
Don't know	10%	18%	10%	4%	5%	2%			34%	17%
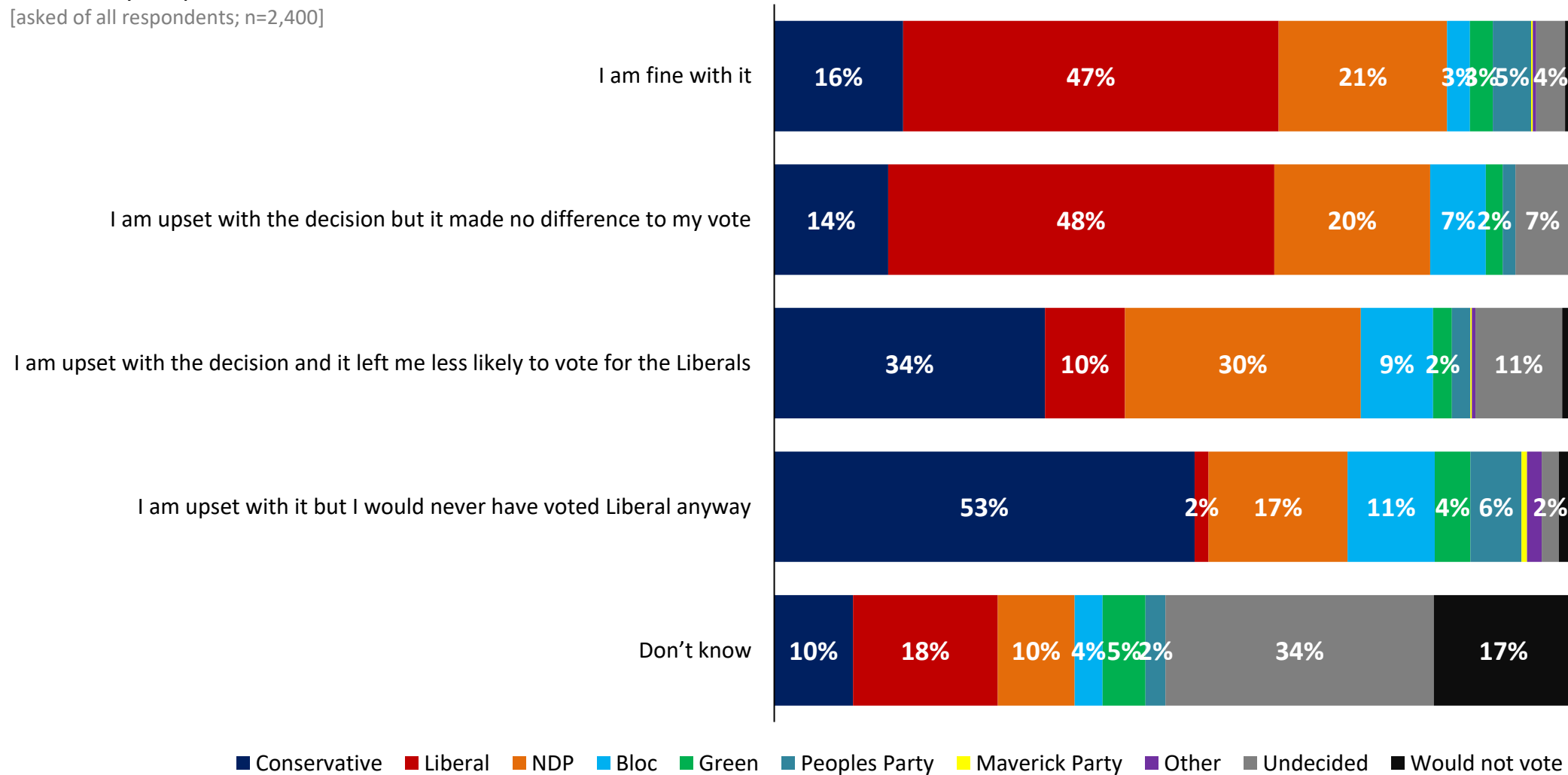
Expectations of Liberal
and Conservative Governments

An LPC Government: The Liberals stand out on a few policy areas, but balancing the budget is seen as the weakest

Q If the Liberal Party of Canada were to form government, do you think they would make things better or worse on each of the following issues?
[Asked of all respondents, n=1,200]

Issue	Much better	Somewhat better	No difference	Somewhat worse	Much worse	Don't know	Better	Net Better
Women's rights	10%	22%	39%	8%	12%	9%	32%	+12%
Gun violence	12%	21%	36%	8%	14%	9%	33%	+11%
Containing further waves of COVID-19	13%	21%	33%	9%	15%	9%	34%	+10%
Climate change	11%	21%	37%	8%	14%	8%	32%	+10%
Economic recovery from the Pandemic	11%	21%	28%	13%	18%	9%	32%	+1%
Making housing more affordable	9%	20%	34%	12%	16%	9%	29%	+1%
Helping people like you make ends meet	9%	22%	31%	12%	19%	8%	31%	+1%
Helping people like you get ahead	9%	19%	35%	11%	18%	8%	28%	-1%
Balancing the budget	6%	14%	33%	15%	23%	9%	20%	-18%

■ Much better ■ Somewhat better ■ No difference ■ Somewhat worse ■ Much worse ■ Don't know

Note: Net Better is calculated by the sum of much better and somewhat better *minus* the sum of much worse and somewhat worse.

INNOVATIVE RESEARCH GROUP
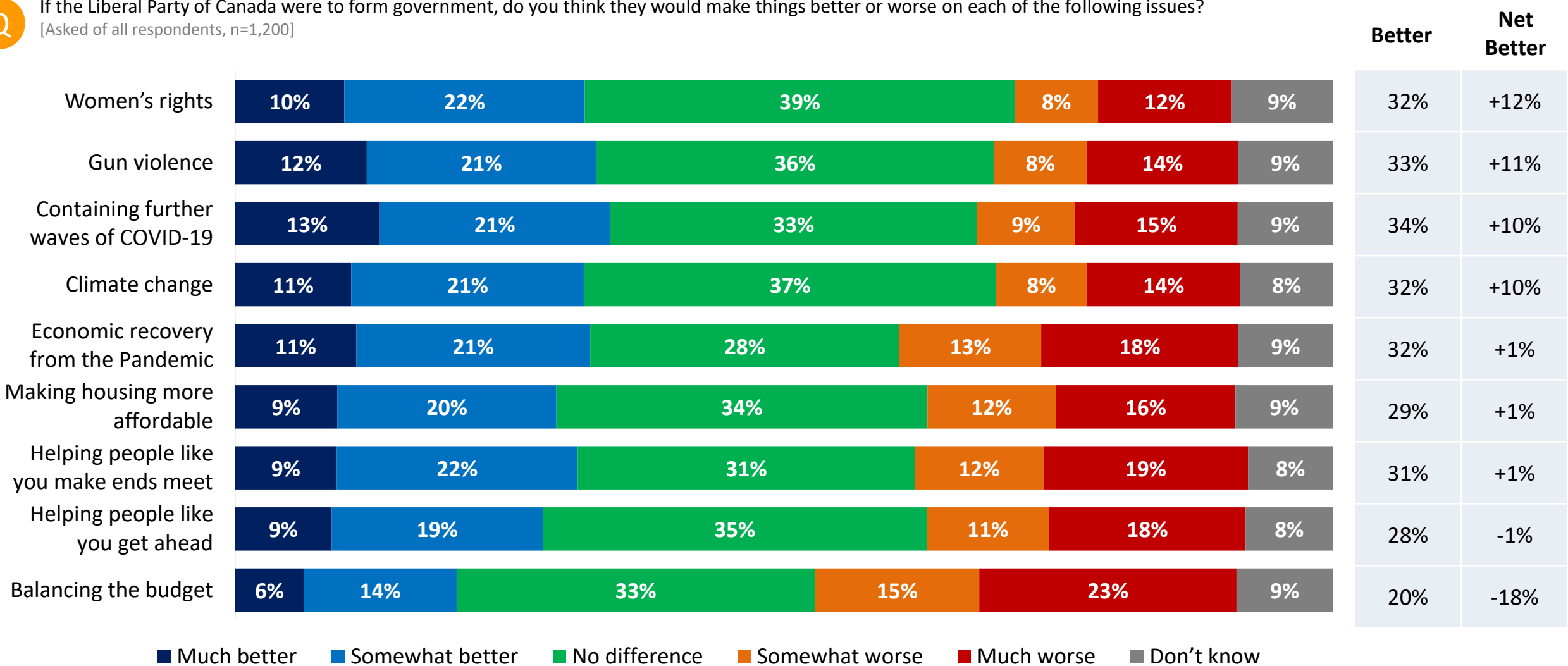
A CPC Government: 4-in-10 (39%) say a CPC government would make things better when it comes to balancing the budget

Q If the Conservative Party of Canada were to form government, do you think they would make things better or worse on each of the following issues?
[Asked of all respondents, n=1,200]

	Much better	Somewhat better	No difference	Somewhat worse	Much worse	Don't know	Better	Net Better
Balancing the budget	14%	26%	29%	10%	13%	10%	39%	+17%
Economic recovery from the Pandemic	11%	23%	29%	12%	15%	10%	34%	+7%
Making housing more affordable	9%	18%	31%	15%	15%	11%	28%	-2%
Helping people like you make ends meet	10%	17%	32%	14%	17%	10%	27%	-4%
Helping people like you get ahead	9%	17%	33%	13%	18%	10%	26%	-4%
Containing further waves of COVID-19	9%	14%	34%	14%	18%	11%	23%	-9%
Women's rights	7%	14%	36%	15%	17%	12%	21%	-10%
Gun violence	9%	13%	32%	14%	20%	12%	22%	-12%
Climate change	7%	13%	34%	14%	21%	11%	20%	-15%

■ Much better ■ Somewhat better ■ No difference ■ Somewhat worse ■ Much worse ■ Don't know

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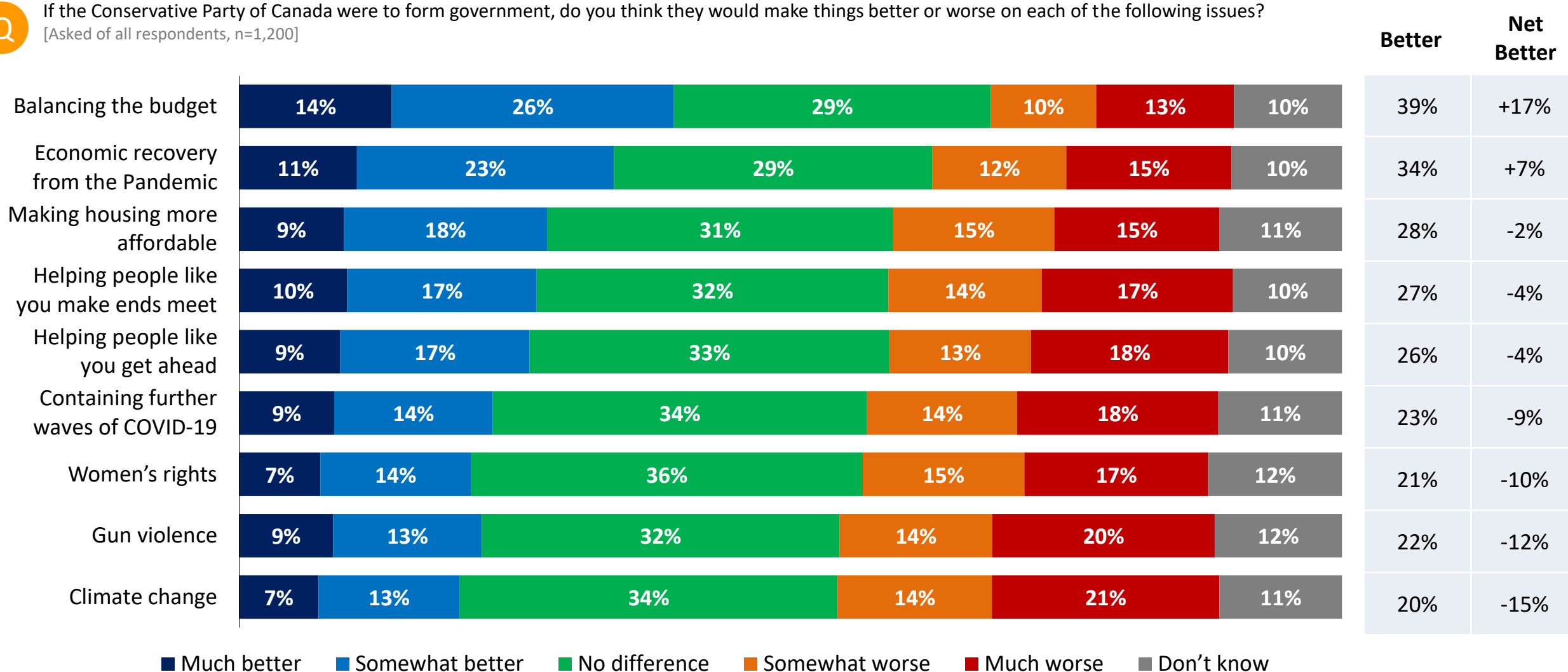
Note: Net Better is calculated by the sum of much better and somewhat better *minus* the sum of much worse and somewhat worse.

An LPC vs A CPC Gov't: A Liberal Gov't would make things better on climate change, gun violence, women's rights, and containing COVID

Q If the Liberal/Conservative Party of Canada were to form government, do you think they would make things better or worse on each of the following issues?
[Asked of all respondents, n=1,200]

Net Better Score

Issues that an LPC Gov't would make things better relative to a CPC Gov't

Issues that an LPC Gov't would make things better *marginally* relative to a CPC Gov't

Issues that a CPC Government would make things better relative to an LPC Government

An LPC Government line: +10%, +11%, +12%, +10%, +1%, -1%, +1%, +1%, -18%

A CPC Government line: -15%, -12%, -10%, -9%, -4%, -4%, -2%, +7%, +17%

Categories: Climate change | Gun violence | Women's rights | Containing further waves of COVID-19 | Helping people like you make ends meet | Helping people like you get ahead | Making housing more affordable | Economic recovery from the Pandemic | Balancing the budget

— An LPC Government   — A CPC Government

Note: Net Better is calculated by the sum of much better and somewhat better *minus* the sum of much worse and somewhat worse.

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The COVID-19 Pandemic

Attention to COVID-19 News: Attention to the pandemic is continuing its downward trend, down five points to 80%

Q How closely have you been following news about COVID-19 which is also known as the novel coronavirus?
[asked of all respondents; n=1,200]

Closely

Date	Very closely	Somewhat closely	Not very closely	Not at all	Closely
Sep 10 - 12	36%	44%	14%	3%	80%
Aug 6 - 11	38%	47%	12%	3%	85%
July 22 - Aug 4	39%	47%	11%	1%	86%
June 30 - July 22	40%	47%	10%	2%	88%
Apr 15-May 5	45%	41%	10%	3%	86%
Apr 1-13	40%	47%	10%	3%	87%
March 5-30	41%	47%	10%	2%	87%
Feb 4-Mar 2	42%	45%	11%	2%	87%
Jan 7-Feb 1	46%	42%	10%	1%	88%
Dec 17-Jan 5	47%	42%	9%	1%	89%
Nov 19-Dec 2	46%	42%	9%	1%	88%
Nov 5-16	43%	45%	10%	2%	88%
Oct 1-Nov 3	41%	45%	11%	2%	86%
Sep 3-15	39%	45%	12%	2%	83%
Aug 18-Sep 1	38%	44%	12%	3%	82%
July 14-20	44%	43%	9%	2%	87%
June 17-30	45%	44%	9%	1%	89%
May 29-June 1	48%	38%	11%	2%	85%
May 1-5	50%	38%	8%	1%	88%
April 20-22	51%	37%	8%	2%	89%
April 9-13	57%	33%	6%	2%	90%

Legend: ■ Very closely ■ Somewhat closely ■ Not very closely ■ Not at all ■ Don't know

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Self Concern: Close to 3-in-5 (59%) say they are concerned about catching COVID-19

Q How concerned are you personally about each of the following? **That you yourself will contract COVID-19**
[asked of all respondents; n=1,200]

Very/ Somewhat concerned

Date	Very concerned	Somewhat concerned	Not very concerned	Not at all concerned	Very/Somewhat concerned
Sep 10 - 12	22%	36%	25%	14%	59%
Aug 6 - 11	18%	33%	31%	17%	51%
July 22 - Aug 4	21%	32%	30%	15%	53%
June 30 - July 22	18%	32%	31%	18%	50%
May 18-May 26	14%	37%	32%	16%	52%
Apr 15-May 5	28%	37%	23%	11%	65%
Apr 1-13	26%	40%	23%	10%	66%
March 5-30	24%	39%	24%	12%	63%
Feb 4-Mar 2	23%	42%	24%	11%	64%
Jan 7-Feb 1	26%	40%	23%	10%	66%
Dec 17-Jan 5	29%	41%	21%	9%	69%
Nov 19-Dec 1	26%	41%	24%	8%	67%
Nov 5-16	22%	43%	24%	10%	65%
Oct 1-Nov 3	25%	40%	22%	11%	65%
Sep 3-15	23%	43%	22%	10%	65%
Aug 18-Sep 1	22%	38%	26%	11%	60%
July 14-20	21%	39%	25%	13%	59%
June 17-30	16%	40%	30%	12%	57%
May 29-June 1	22%	36%	28%	12%	58%
May 1-5	22%	39%	27%	10%	61%
April 20-22	20%	39%	28%	11%	59%
April 9-13	23%	41%	25%	8%	64%

■ Very concerned ■ Somewhat concerned ■ Not very concerned ■ Not at all concerned ■ Don't know

Familial Concern: Concern about a family member catching COVID-19 remains steady since July

Q How concerned are you personally about each of the following? **That a vulnerable friend or a relative will contract COVID-19**
[asked of all respondents; n=1,200]

Very/ Somewhat concerned

Date	Very concerned	Somewhat concerned	Not very concerned	Not at all concerned	Don't know	Very/ Somewhat concerned
Sep 10 - 12	29%	41%	19%	9%	2%	70%
Aug 6-11	27%	42%	20%	10%	1%	69%
July 22 - Aug 4	28%	41%	21%	9%	2%	69%
June 30 - July 22	27%	39%	22%	10%	1%	66%
May 18-May 26	24%	45%	20%	9%	1%	70%
Apr 15-May 5	42%	38%	13%	5%	2%	80%
Apr 1-13	38%	42%	12%	7%	1%	80%
March 5-30	37%	41%	14%	7%	1%	78%
Feb 4-Mar 2	36%	41%	15%	7%	1%	77%
Jan 7-Feb 1	41%	40%	12%	6%	1%	81%
Dec 17-Jan 5	43%	40%	11%	5%	1%	82%
Nov 19-Dec 2	37%	42%	16%	4%	1%	79%
Nov 5-16	32%	45%	16%	6%	1%	77%
Oct 1-Nov 3	37%	41%	14%	7%	2%	77%
Sep 3-15	36%	41%	14%	7%	3%	77%
Aug 18-Sep 1	32%	41%	16%	8%	2%	74%
July 14-20	31%	41%	16%	9%	3%	72%
June 17-30	27%	45%	20%	7%	1%	72%
May 29-June 1	33%	41%	16%	7%	3%	74%
May 1-5	34%	44%	14%	4%	3%	78%
April 20-22	32%	44%	16%	6%	3%	75%
April 9-13	40%	40%	13%	4%	3%	80%

■ Very concerned ■ Somewhat concerned ■ Not very concerned ■ Not at all concerned ■ Don't know

COVID-19 Provincial Handling Tracking: Approval of the Alberta government's handling of the Pandemic is down since August

Q Do you approve or disapprove of the way the [PROV] Government has handled the outbreak of COVID-19?
[asked of all respondents; n=1,200]

% Approve
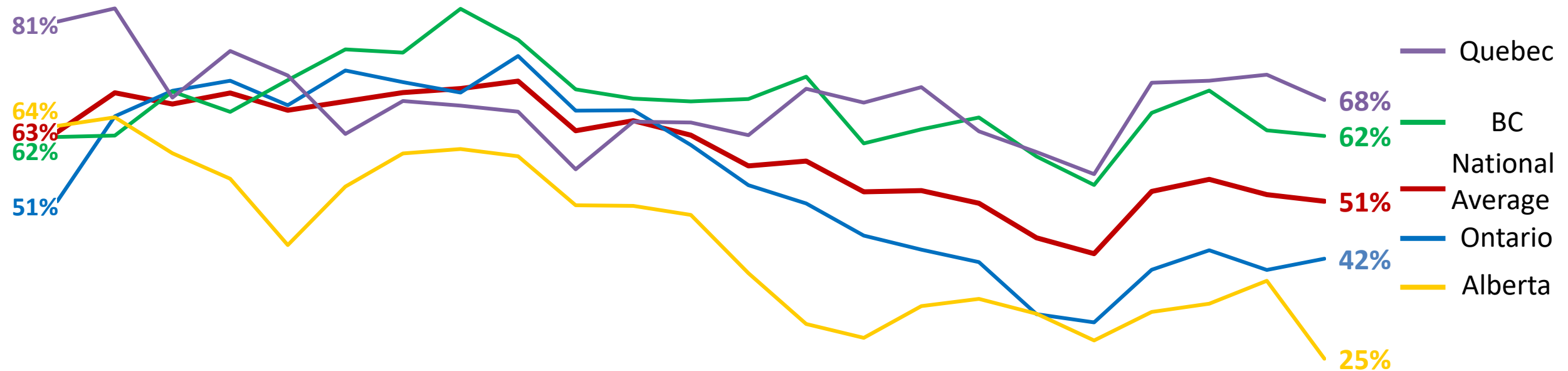
Quebec — 68%
BC — 62%
National Average — 51%
Ontario — 42%
Alberta — 25%

Starting values: 81% (Quebec), 64%, 63%, 62%, 51%

March 16-18 | March 24-26 | March 31-April 2 | April 9-13 | April 20-22 | May 1-5 | May 29-June 1 | June 19-23 | July 14-20 | Aug 20-Sep 1 | Sep 3-15 | Oct 1-Nov 3 | Nov 5-Dec 2 | Dec 17-Jan 5 | Jan 7 - Feb 1 | Feb 4 - Mar 2 | Mar 4-30 | Apr 1-13 | Apr 15 - May 5 | June 30 - July 22 | July 22 - Aug 4 | Aug 6-11 | Sep 10 - 12

COVID-19 Handling Tracking: Approval of the federal government's handling of the pandemic is down since July

% who approve of government's handling of the COVID-19 outbreak: Federal vs. Provincial
[asked of all respondents; n=1,200]

Provincial: 63% 69% 67% 69% 66% 68% 67% 69% 70% 71% 63% 65% 62% 57% 58% 53% 53% 51% 45% 43% 53% 55% 52% 51%

Federal: 50% 59% 61% 62% 61% 59% 58% 63% 61% 63% 57% 58% 57% 54% 57% 50% 47% 47% 44% 42% 51% 54% 51% 47%

Dates: March 16-18 | March 24-26 | March 31-April 2 | April 9-13 | April 20-22 | May 1-5 | May 15-20 | May 29-June 1 | June 19-23 | July 14-20 | Aug 20-Sep 1 | Sep 3-15 | Oct 1-Nov 3 | Nov 5-Dec 2 | Dec 17-Jan 5 | Jan 7 - Feb 1 | Feb 4 - Mar 2 | Mar 4-30 | Apr 1-13 | Apr 15 - May 5 | Jun 30-Jul 22 | July 22 - Aug 4 | Aug 6-11 | Sep 10 - 12

Provincial Restrictions: 2-in-5 (40%) think their provincial gov'ts have found the right balance, but "too loose" is up 4pts. since August 4th

Q Now, thinking about the restrictions the provincial government in [PROV] currently has in place to reduce social contacts and combat the spread of COVID-19, do you think the restrictions are too tight, too loose, or are they about right?
[asked of all respondents; n=1,200]

	Far too tight	Somewhat too tight	About right	Somewhat too loose	Far too loose	Don't know	% too loose
Sep 10 - 12	11%	12%	40%	20%	12%	5%	**33%**
July 22 - Aug 4	8%	12%	48%	20%	9%	3%	**29%**
June 30 - July 22	10%	13%	48%	18%	8%	3%	**26%**
Apr 15 - May 5	11%	14%	33%	23%	15%	4%	**38%**
Apr 1-13	9%	13%	33%	25%	15%	3%	**41%**
Mar 4-30	9%	14%	41%	22%	11%	3%	**33%**
Feb 4 - Mar 2	8%	14%	41%	24%	11%	3%	**34%**
Jan 7-Feb 1	7%	13%	39%	25%	11%	4%	**37%**
Dec 17- Jan 5	7%	12%	43%	24%	11%	3%	**35%**
Nov 5-Dec 2	6%	12%	40%	25%	14%	3%	**39%**
Oct 1-Nov 3	6%	11%	42%	26%	10%	5%	**36%**
Sep 3-29	5%	10%	46%	25%	10%	5%	**35%**
Aug 6-18	7%	11%	45%	23%	9%	6%	**32%**

Current data: September 2021

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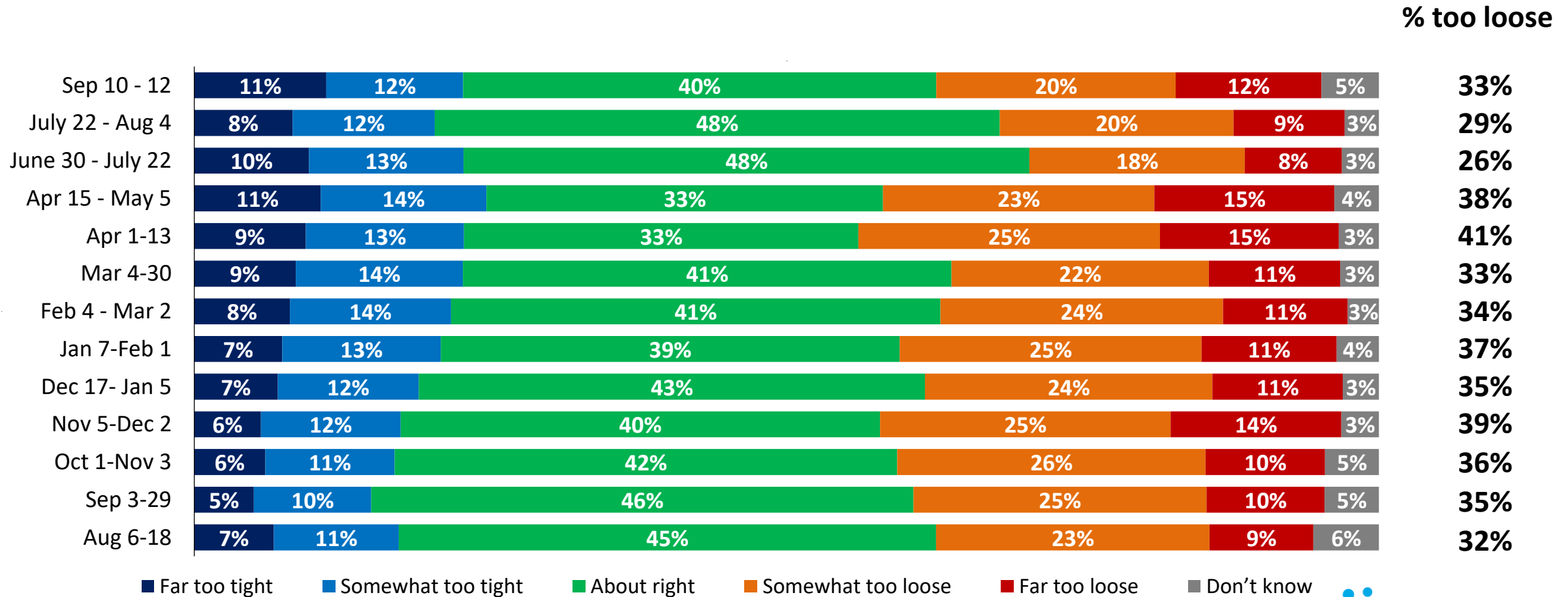
Federal Restrictions: Nearly 2-in-5 (39%) think federal restrictions are "about right"; 34% think "too loose"

Q Now, thinking about the restrictions the federal government currently has in place to reduce social contacts and combat the spread of COVID-19, do you think the restrictions are too tight, too loose, or are they about right?
[asked of all respondents; n=1,200]

Date	Far too tight	Somewhat too tight	About right	Somewhat too loose	Far too loose	Don't know	% too loose
Sep 10 - 12	10%	11%	39%	23%	12%	6%	**34%**
July 22 - Aug 4	7%	10%	45%	24%	8%	5%	**32%**
June 30 - July 22	9%	12%	45%	20%	10%	5%	**29%**
Apr 15 - May 5	9%	9%	33%	27%	17%	6%	**44%**
Apr 1-13	8%	10%	34%	26%	16%	6%	**42%**
Mar 4-30	8%	11%	40%	24%	12%	5%	**36%**
Feb 4 - Mar 2	7%	11%	37%	27%	13%	5%	**39%**
Jan 7-Feb 1	6%	9%	33%	31%	15%	5%	**46%**
Dec 17- Jan 5	6%	8%	39%	29%	13%	5%	**42%**
Nov 5-Dec 2	5%	9%	43%	25%	11%	7%	**36%**
Oct 1-Nov 3	5%	9%	44%	25%	10%	7%	**35%**
Sep 3-29	5%	9%	47%	24%	8%	7%	**32%**
Aug 6-18	7%	9%	45%	24%	8%	7%	

Legend: ■ Far too tight ■ Somewhat too tight ■ About right ■ Somewhat too loose ■ Far too loose ■ Don't know

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Current data: September 2021
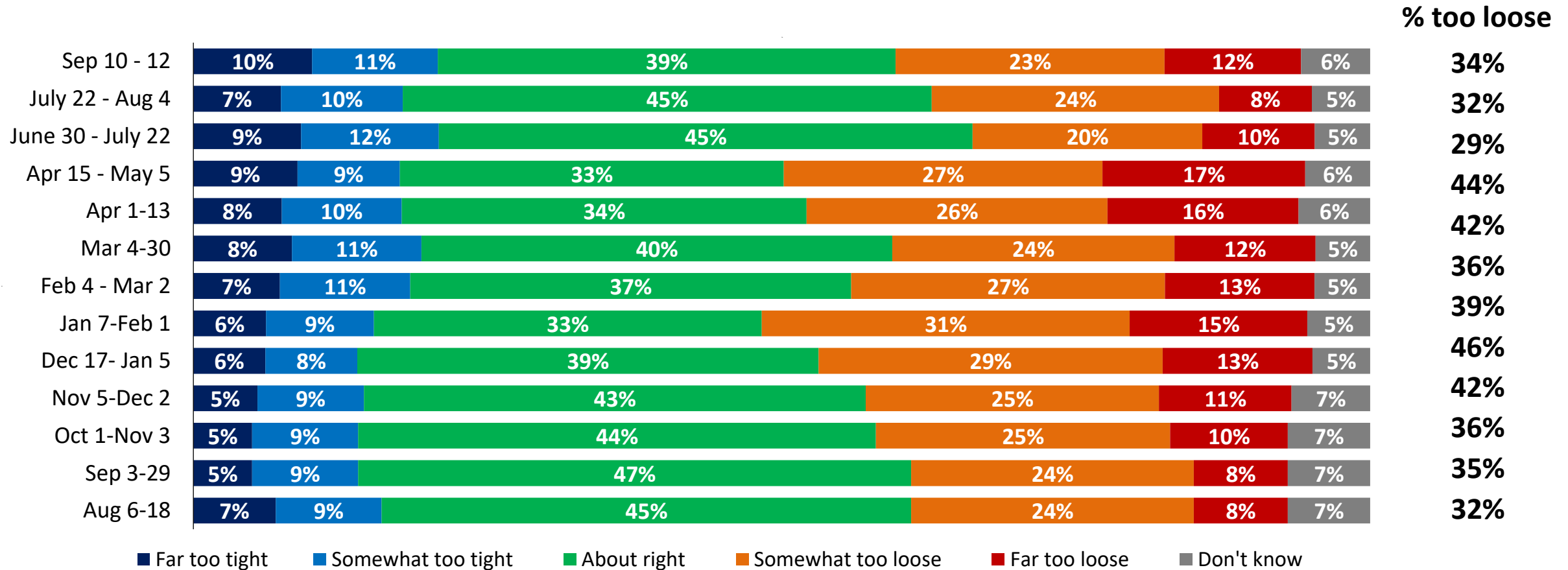
Federal Restrictions: 25% of those who say restrictions are far too tight would vote for the People's Party of Canada

Q Combined Vote BY *Now, thinking about the restrictions the federal government currently has in place to reduce social contacts and combat the spread of COVID-19, do you think the restrictions are too tight, too loose, or are they about right?*
[asked of all respondents; n=2,400]

Do you think the restrictions are too tight, too loose, or are they about right?
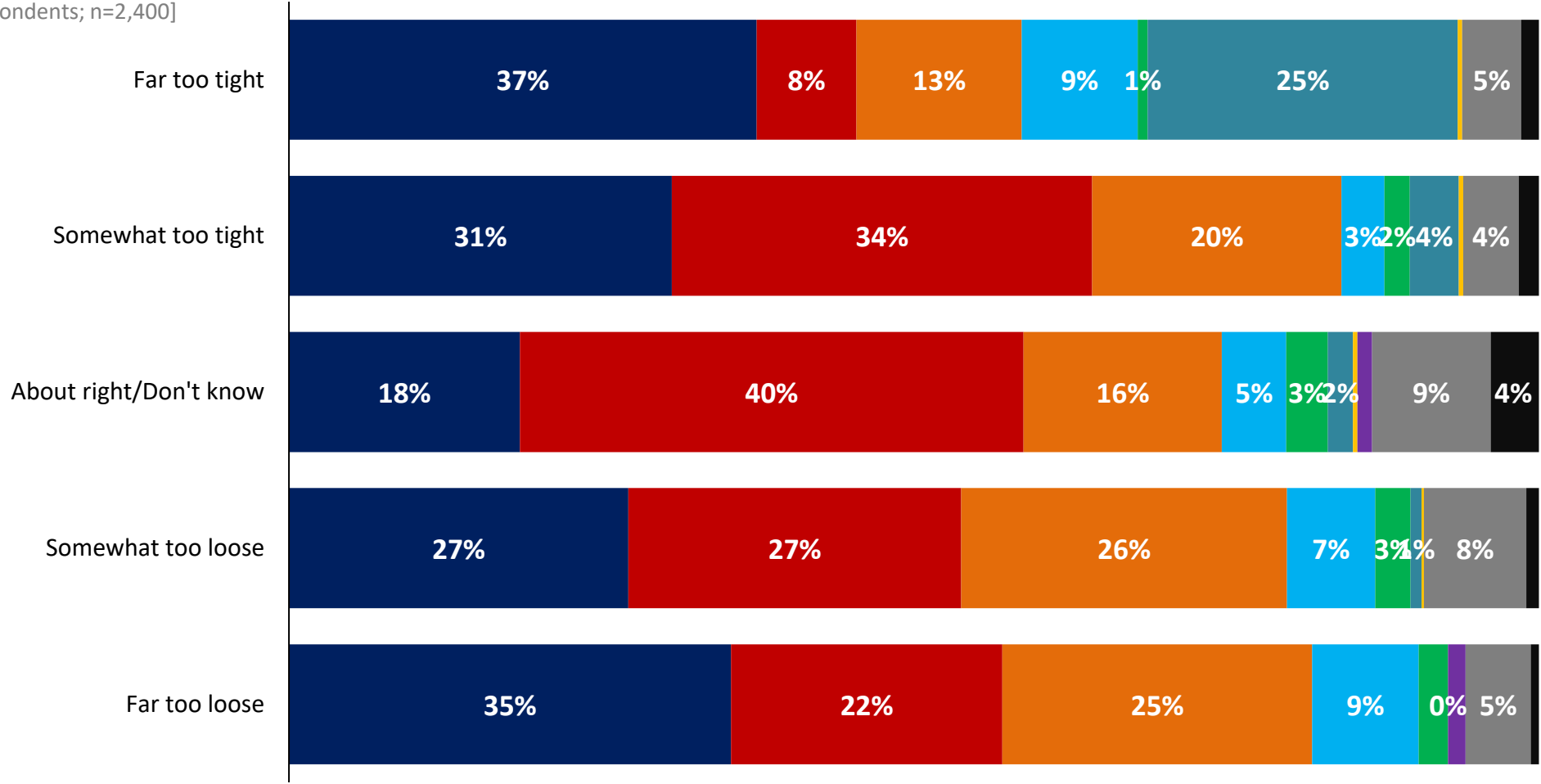
Response	Conservative	Liberal	NDP	Bloc	Green	Peoples Party	Maverick Party	Other	Undecided	Would not vote
Far too tight	37%	8%	13%	9%	1%	25%			5%	
Somewhat too tight	31%	34%	20%	3%	2%	4%			4%	
About right/Don't know	18%	40%	16%	5%	3%	2%			9%	4%
Somewhat too loose	27%	27%	26%	7%	3%	1%			8%	
Far too loose	35%	22%	25%	9%	0%				5%	

Legend: Conservative · Liberal · NDP · Bloc · Green · Peoples Party · Maverick Party · Other · Undecided · Would not vote

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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 (11%)
3. Business Liberals (24%)
4. Left Liberals (16%)
5. Core Left (19%)
6. Thrifty Moderates (18%)

Economic Gap

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

1. Canadian Dream Achievers (26%)
2. Canadian Dream Strugglers (31%)
3. Ambivalent (22%)
4. Alienated (21%)

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 (15%)
2. Soft Liberals (9%)
3. Time for Change Liberals (10%)
4. Uncertain (13%)
5. Soft anti-Liberals (26%)
6. Hostile (27%)

Vote and Leadership by Value Cluster

Populist Conservative Vote: The Conservatives' vote is steady among Populist Conservative voters

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]**
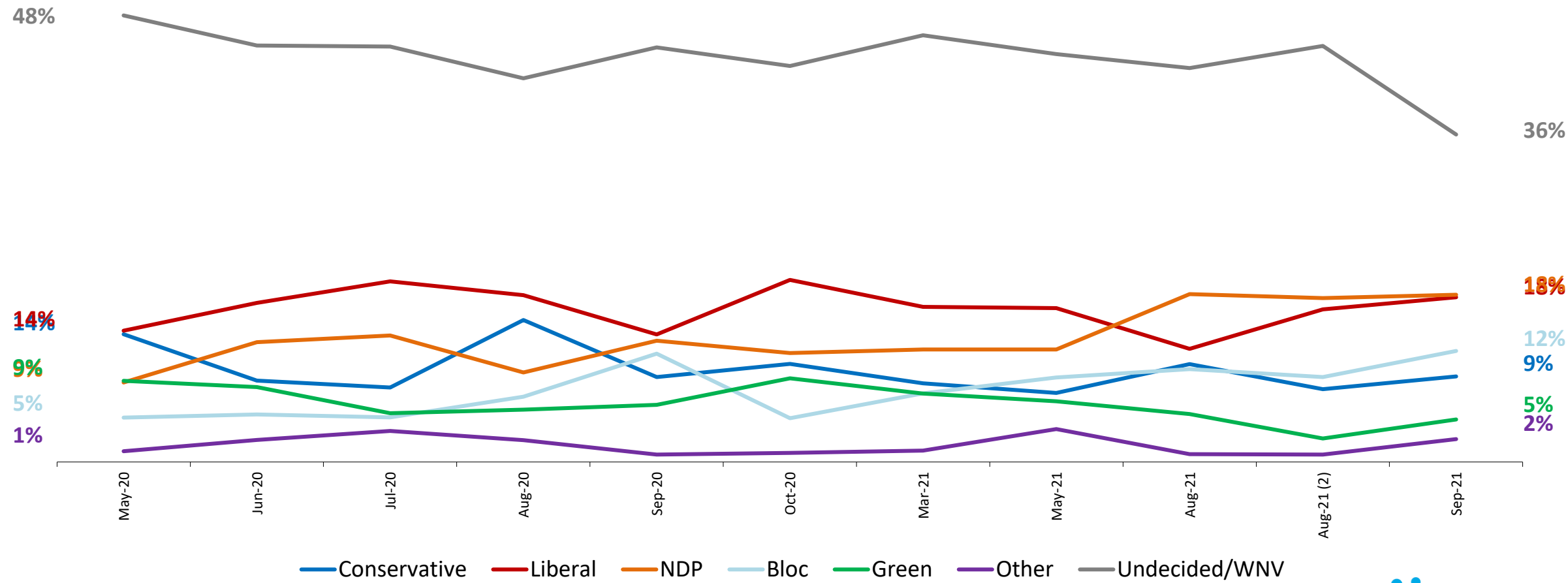[asked of all respondents; n=266]

Conservative — **Liberal** — **NDP** — **Bloc** — **Green** — **Other** — **Undecided/WNV**

Current data: September 2021
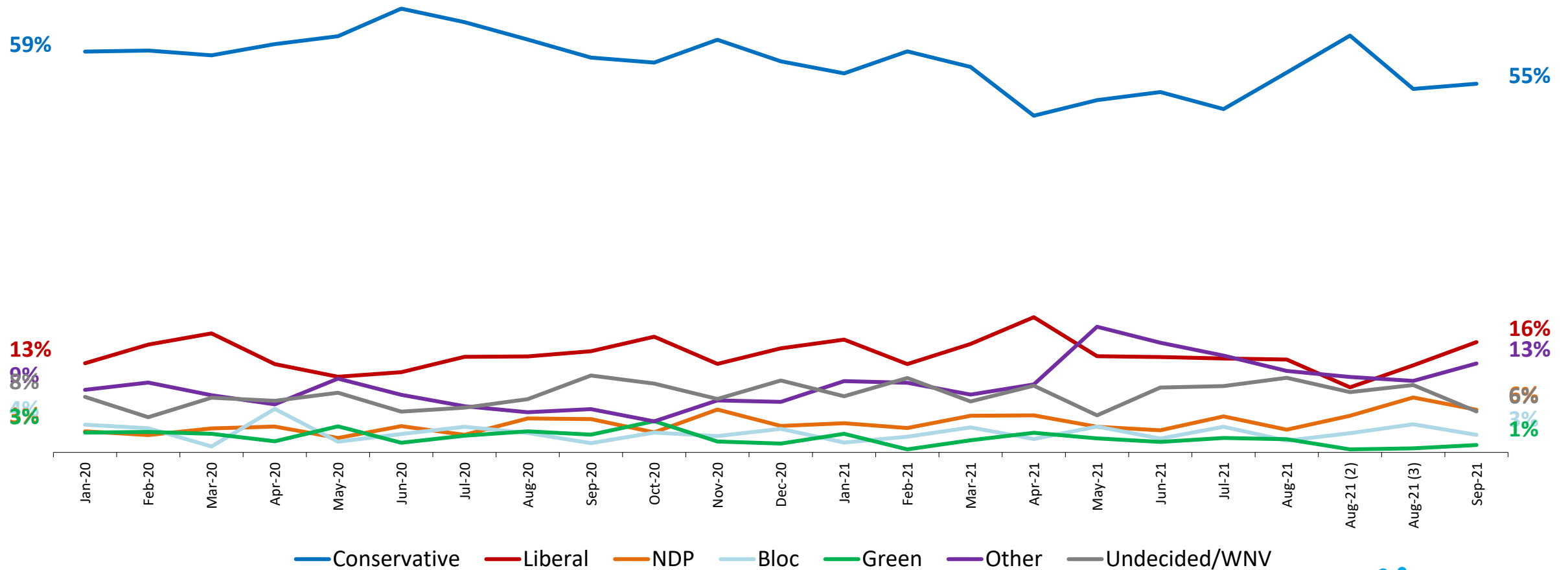
Deferential Conservative Vote: Among Deferential Conservative voters, the Conservatives are ahead of the Liberals by 10-points

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=268]

Legend: Conservative — Liberal — NDP — Bloc — Green — Other — Undecided/WNV

Current data: September 2021

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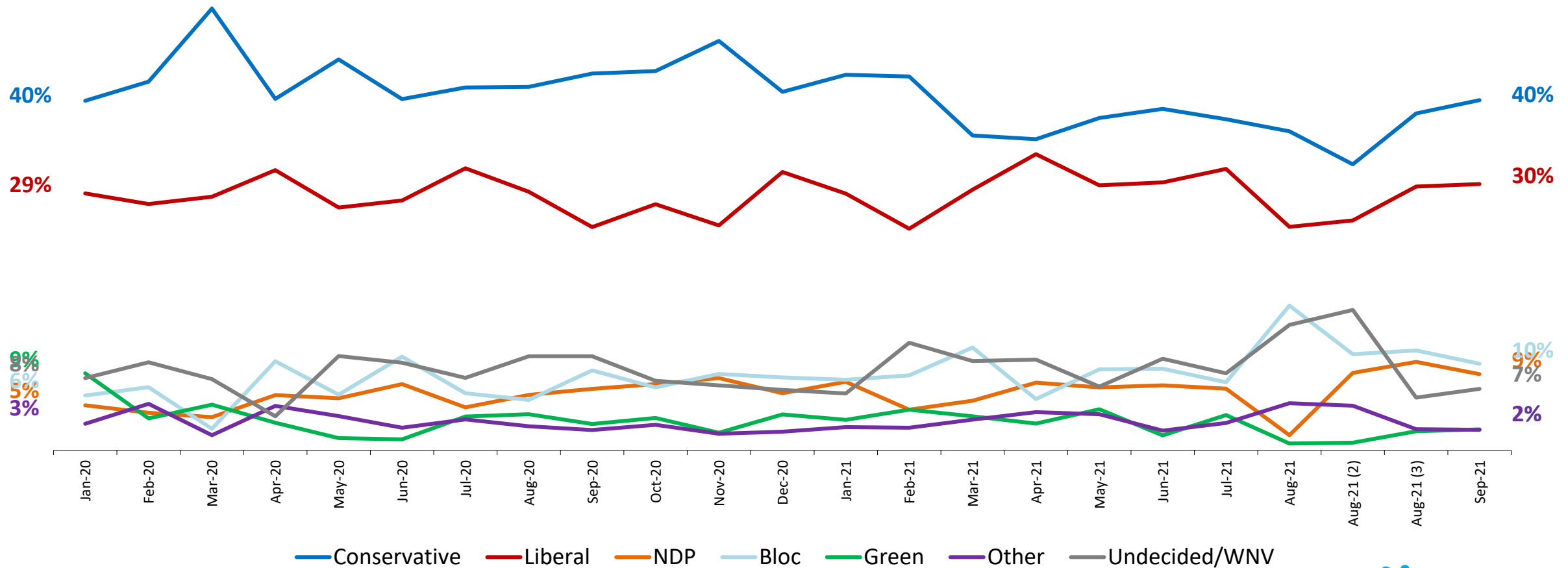
Business Liberal Vote: Among Business Liberals, the gap between the Liberals and Conservatives has not changed since last tracking

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=568]

Current data: September 2021
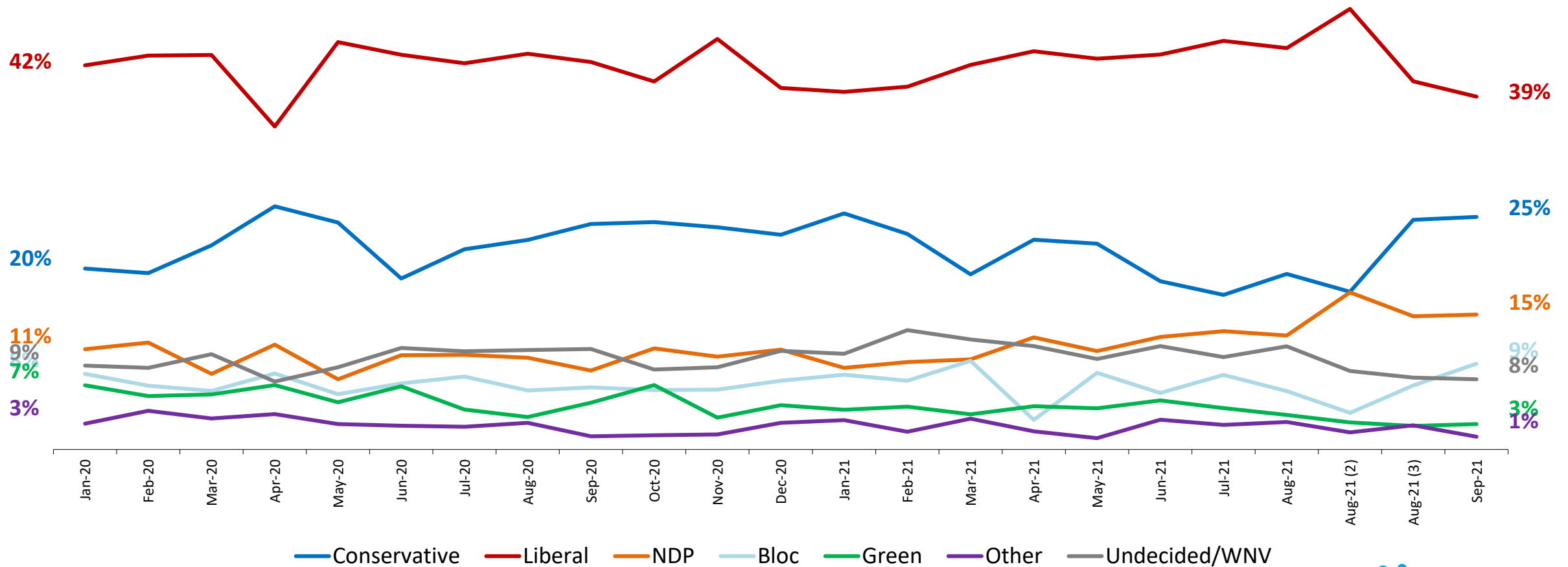
Left Liberals Vote: Among Left Liberals, the Liberals (31%) now lead over the NDP (28%) by 3-points

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=393]

Current data: September 2021
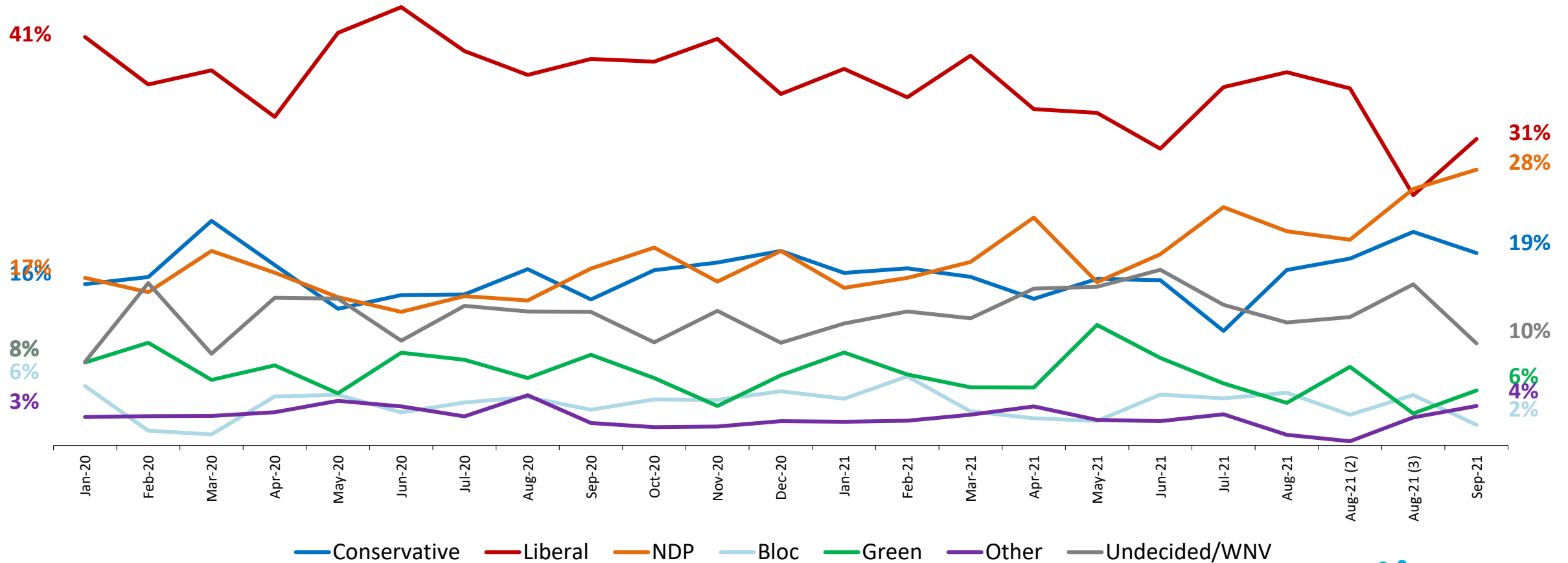
Core Left Vote: Among the Core Left, The NDP (39%) remains ahead, now leading the Liberals (29%) by 10-points

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]**
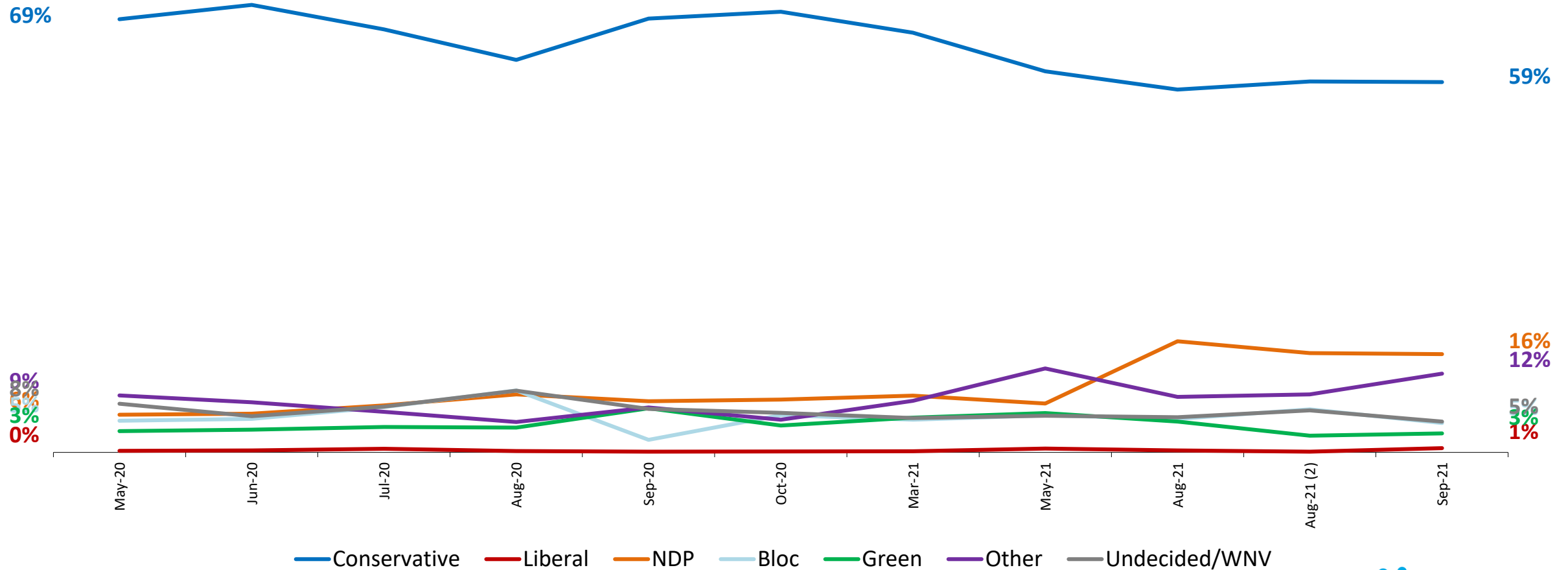[asked of all respondents; n=466]

Conservative — Liberal — NDP — Bloc — Green — Other — Undecided/WNV

Current data: September 2021

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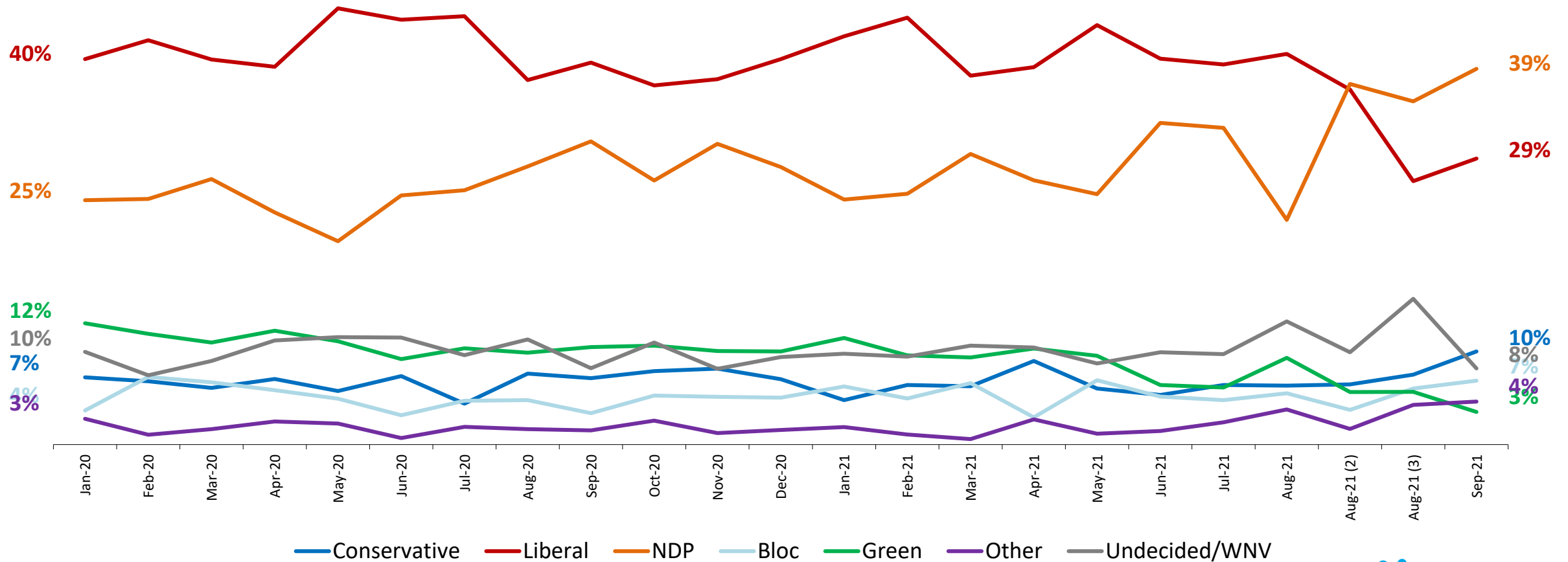
Thrifty Moderates Vote: Liberals (27%) lead among the Thrifty Moderates, while nearly 1-in-5 are undecided (21%)

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=439]

Legend: Conservative — Liberal — NDP — Bloc — Green — Other — Undecided/WNV

Current data: September 2021

INNOVATIVE RESEARCH GROUP
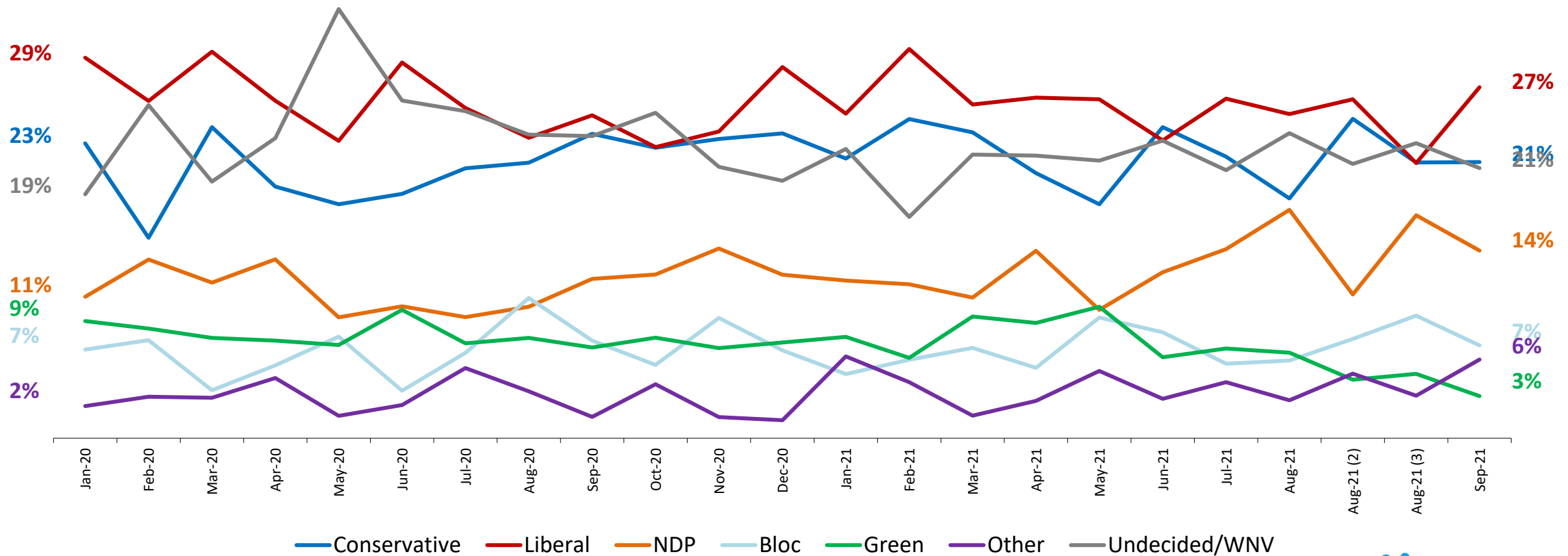
Best Prime Minister by Value Cluster: Singh leads among the Core Left, while Trudeau leads among the Thrifty Moderates

Value Cluster

Best Prime Minister	Populist Conservatives (N=266)	Deferential Conservatives (N=268)	Business Liberals (N=568)	Left Liberals (N=393)	Core Left (N=466)	Thrifty Moderates (N=439)
Justin Trudeau	15%	32%	37%	28%	26%	24%
Erin O'Toole	40%	40%	24%	13%	6%	17%
Jagmeet Singh	6%	8%	14%	28%	42%	15%
Yves-Francois Blanchet	1%	4%	3%	2%	4%	2%
Annamie Paul	2%	1%	2%	5%	2%	2%
Maxime Bernier	20%	3%	1%	5%	2%	4%
Jay Hill	1%	1%	0%	0%	0%	0%
Undecided	11%	10%	14%	16%	13%	24%
None	4%	2%	5%	3%	4%	11%

Note: Current data: September 2021

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Vote and Leadership by Economic Gap Segment

Dream Achiever Vote: The Achievers are leaning more towards the Liberals (34%), up by 3-pts in this wave, while the CPC is down by 3-pts

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=613]

Current data: September 2021
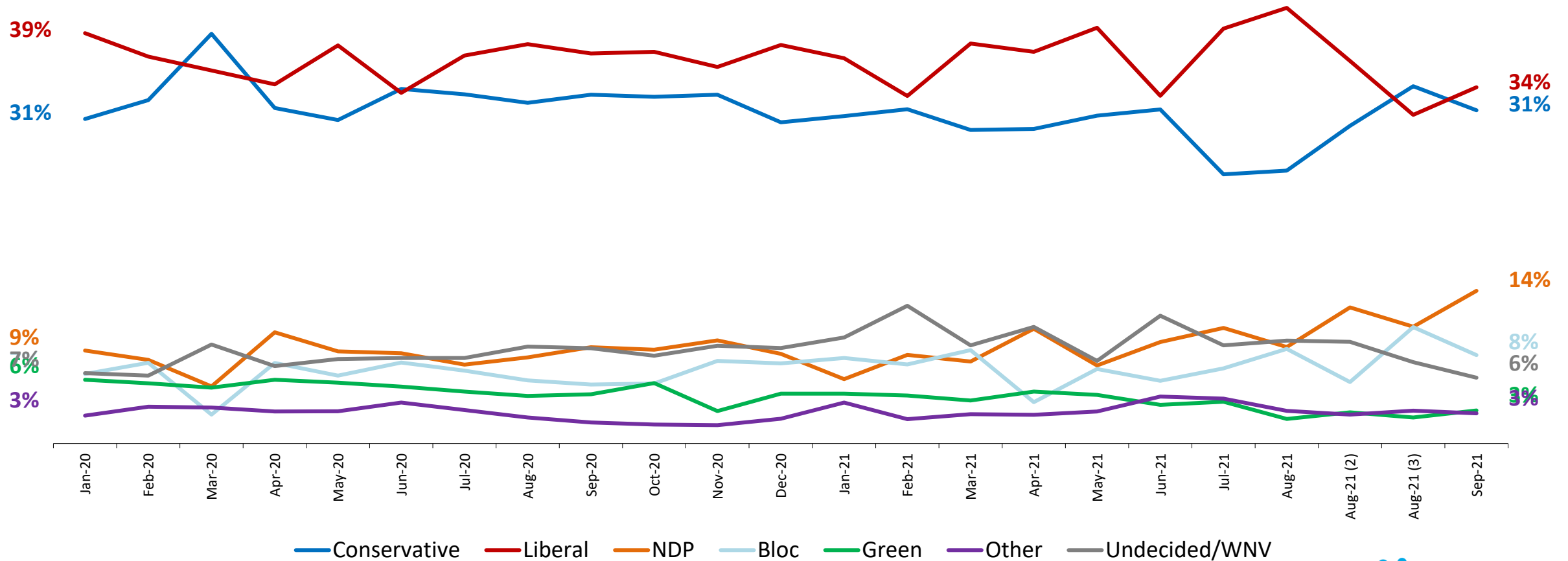
Dream Struggler Vote: Strugglers' support for the Conservatives has surpassed the Liberals for the first time since May '21

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=753]

Current data: September 2021
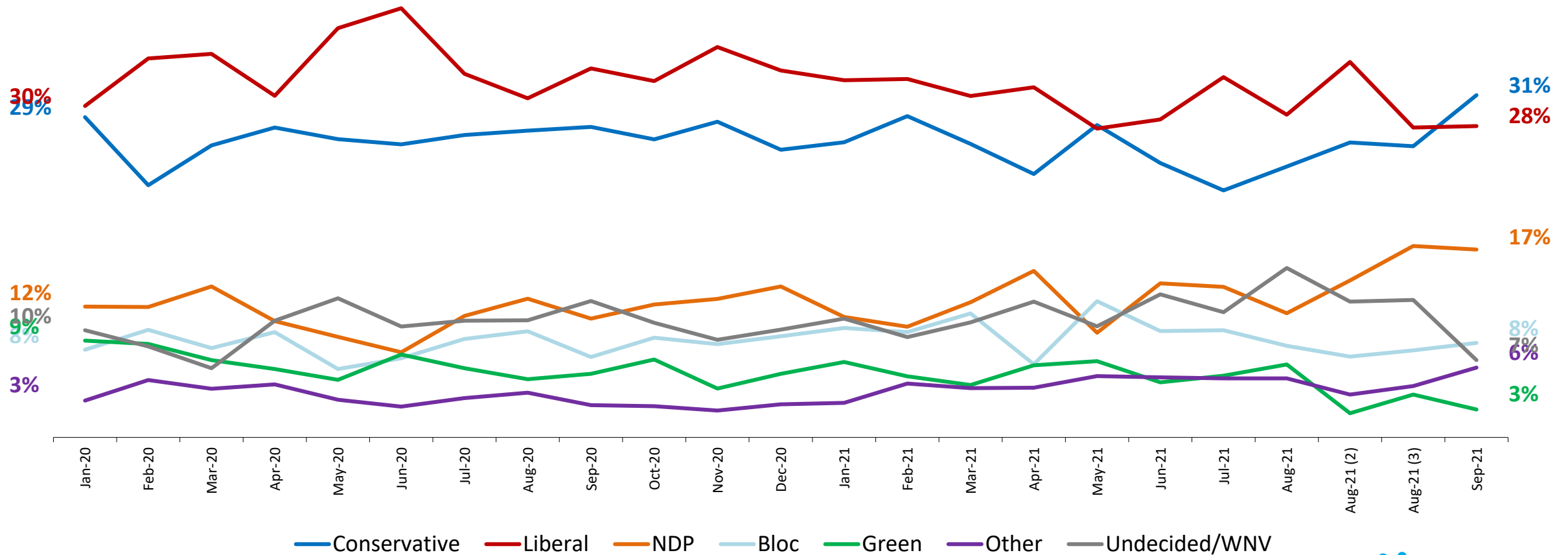
Ambivalent Vote: Among the Ambivalent, a plurality is leaning towards the Liberals (28%), up by 4-pts since the last wave of tracking

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]**
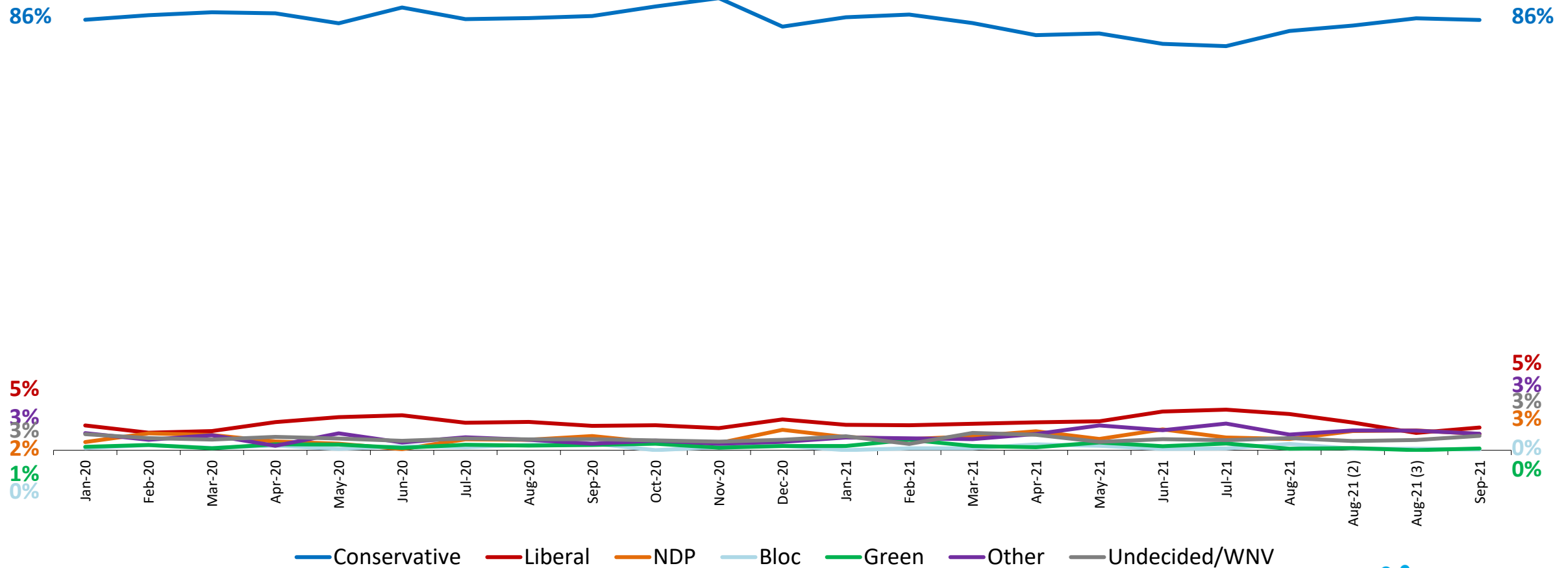[asked of all respondents; n=526]

Current data: September 2021

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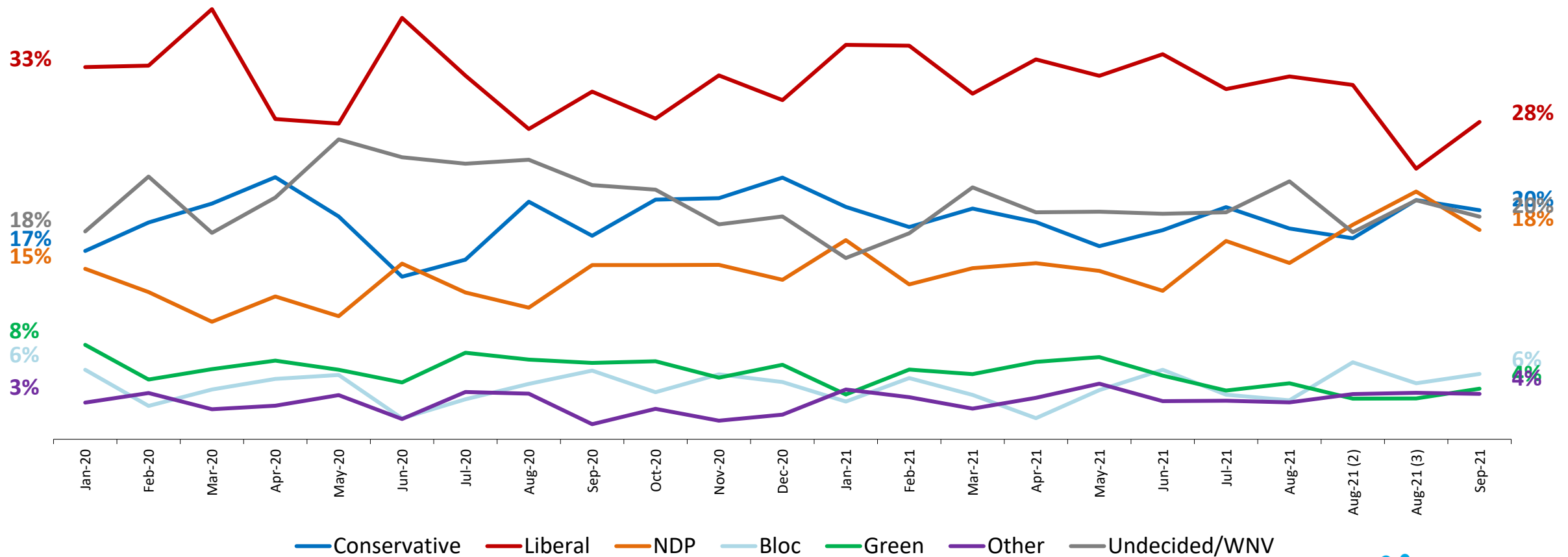
Alienated Vote: Among the Alienated voters, the Liberals (31%) are now on par with the NDP, after gaining 5-points since the last tracking

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]**
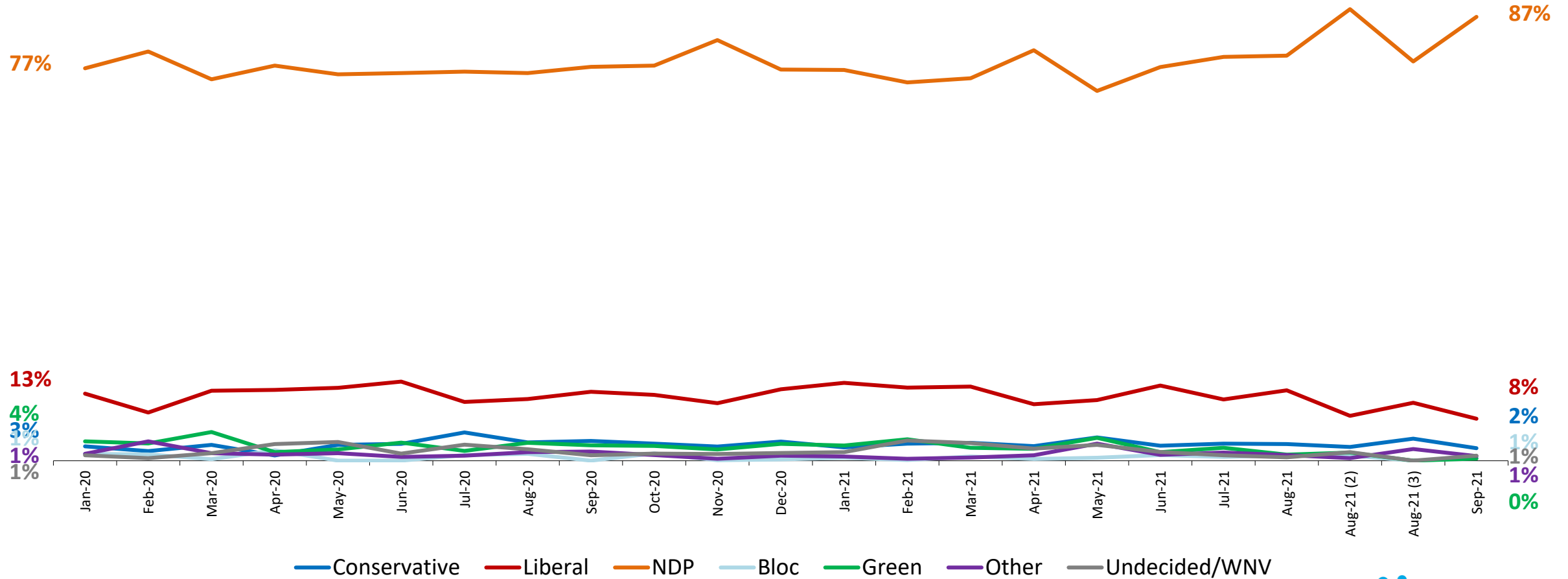[asked of all respondents; n=509]

Legend: Conservative, Liberal, NDP, Bloc, Green, Other, Undecided/WNV

Current data: September 2021
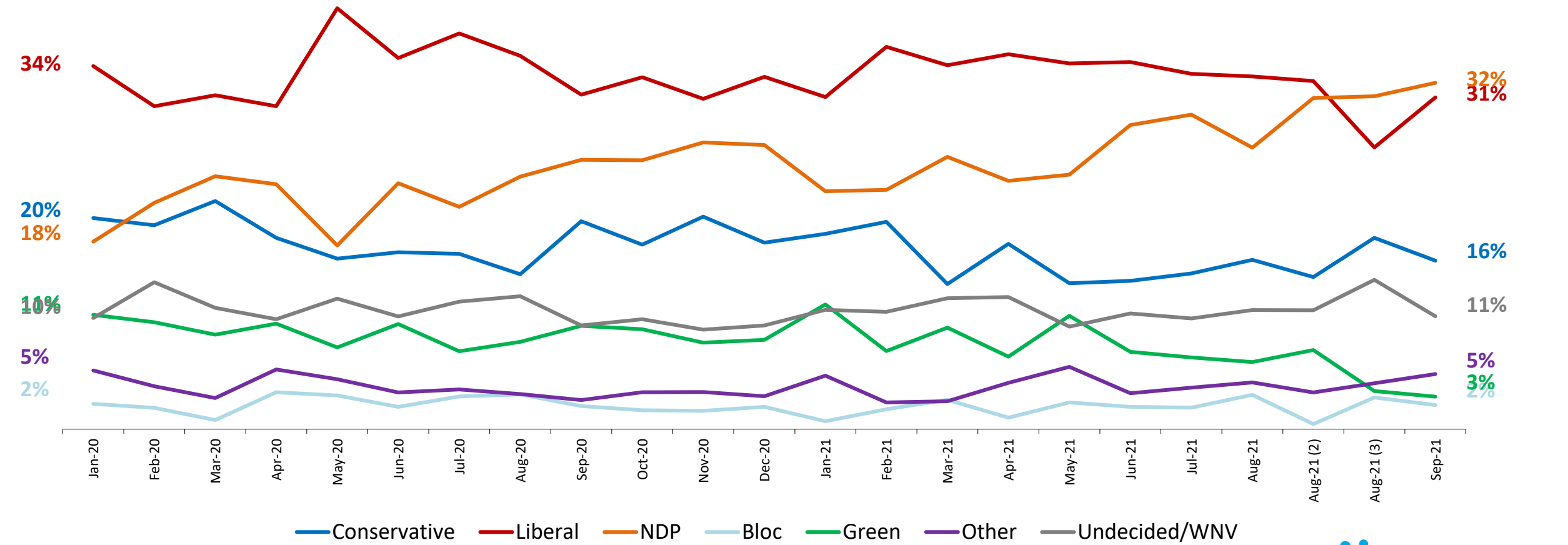
Best Prime Minister by Economic Gap: Trudeau leads among all groups except the Alienated who are more likely to favour Singh over the others

Economic Gap

	Achievers	Strugglers	Ambivalent	Alienated
	(N=613)	(N=753)	(N=526)	(N=509)
Justin Trudeau	32%	27%	25%	29%
Erin O'Toole	28%	26%	15%	11%
Jagmeet Singh	14%	18%	18%	33%
Yves-Francois Blanchet	3%	4%	3%	1%
Annamie Paul	2%	2%	3%	3%
Maxime Bernier	3%	7%	5%	3%
Jay Hill	0%	0%	0%	1%
Undecided	12%	13%	24%	14%
None	4%	3%	9%	5%

Best Prime Minister

Note: Current data: September 2021

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Vote and Leadership by Time for Change

Core Liberal Vote: A Strong majority of Core Liberals (91%) vote/lean towards the Liberal party

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]**
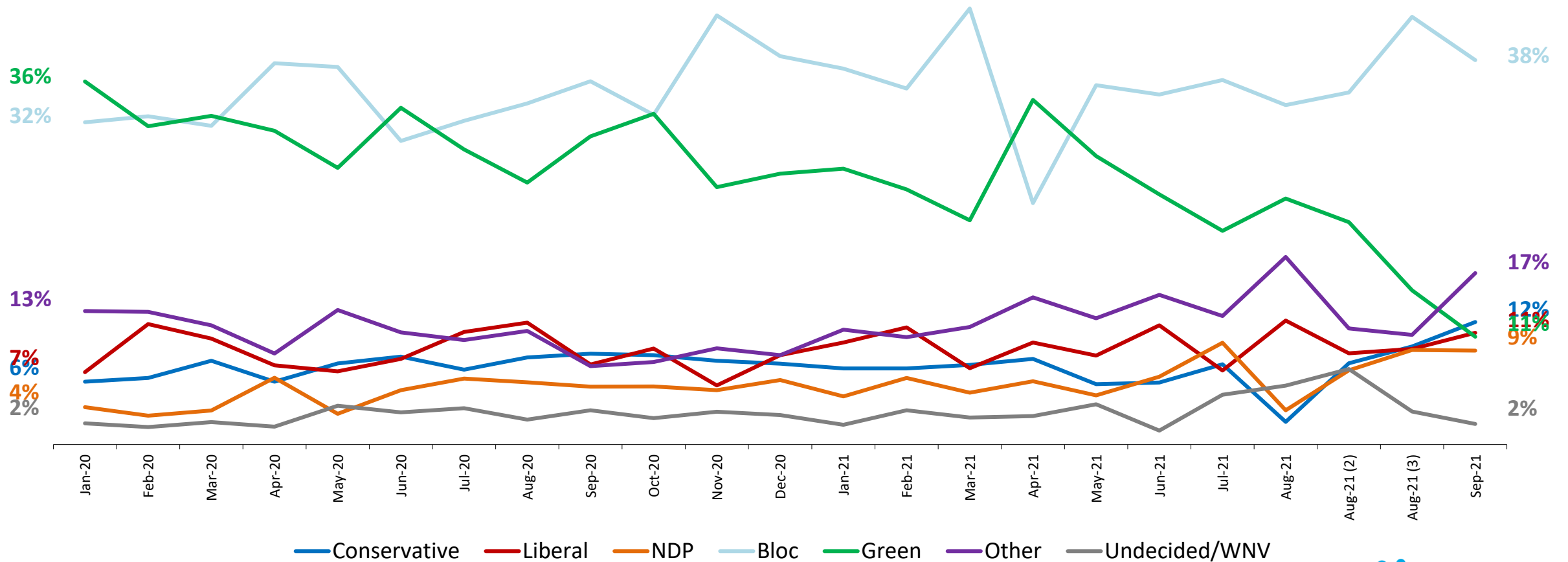[asked of all respondents; n=447]

81% ... 91%

7%
4%
3%
1%
0%

4%
1%
1%
1%
1%

May-20 Jun-20 Jul-20 Aug-20 Sep-20 Oct-20 Mar-21 May-21 Aug-21 Aug-21 (2) Sep-21

— Conservative — Liberal — NDP — Bloc — Green — Other — Undecided/WNV

Current data: September 2021

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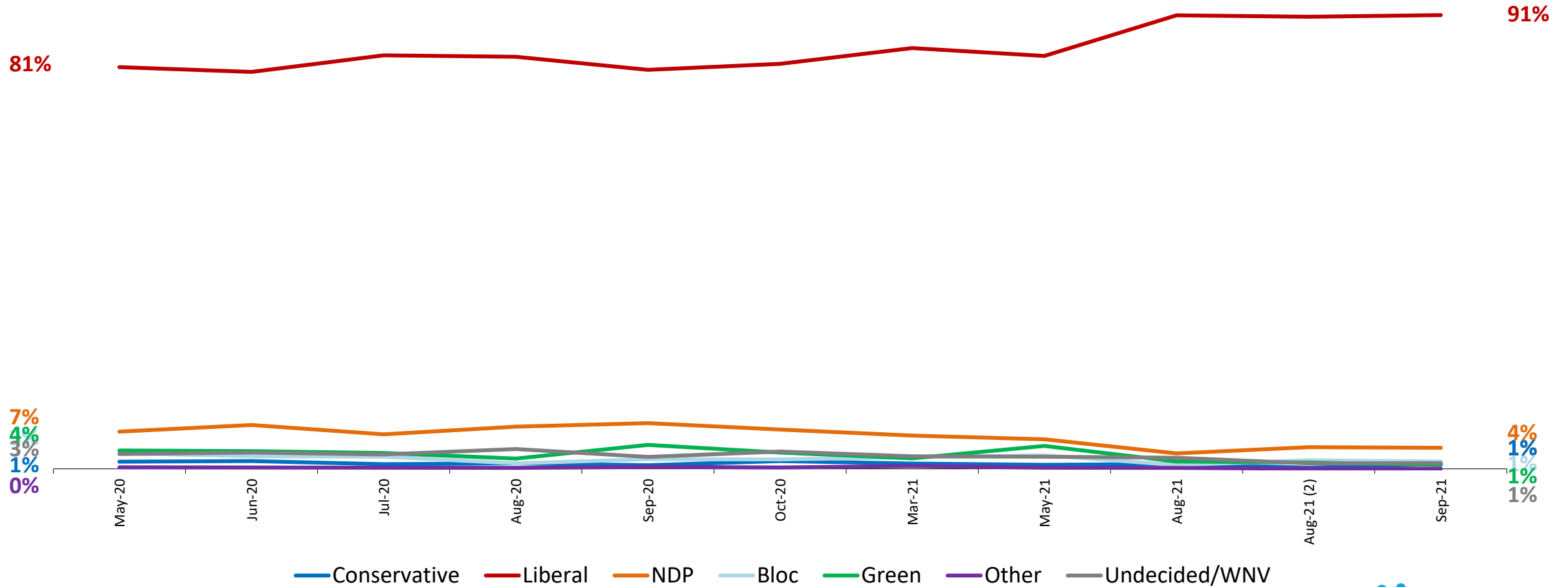
Soft Liberal Vote: Soft Liberals are steady in their support towards the Liberal party (59%)

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]**
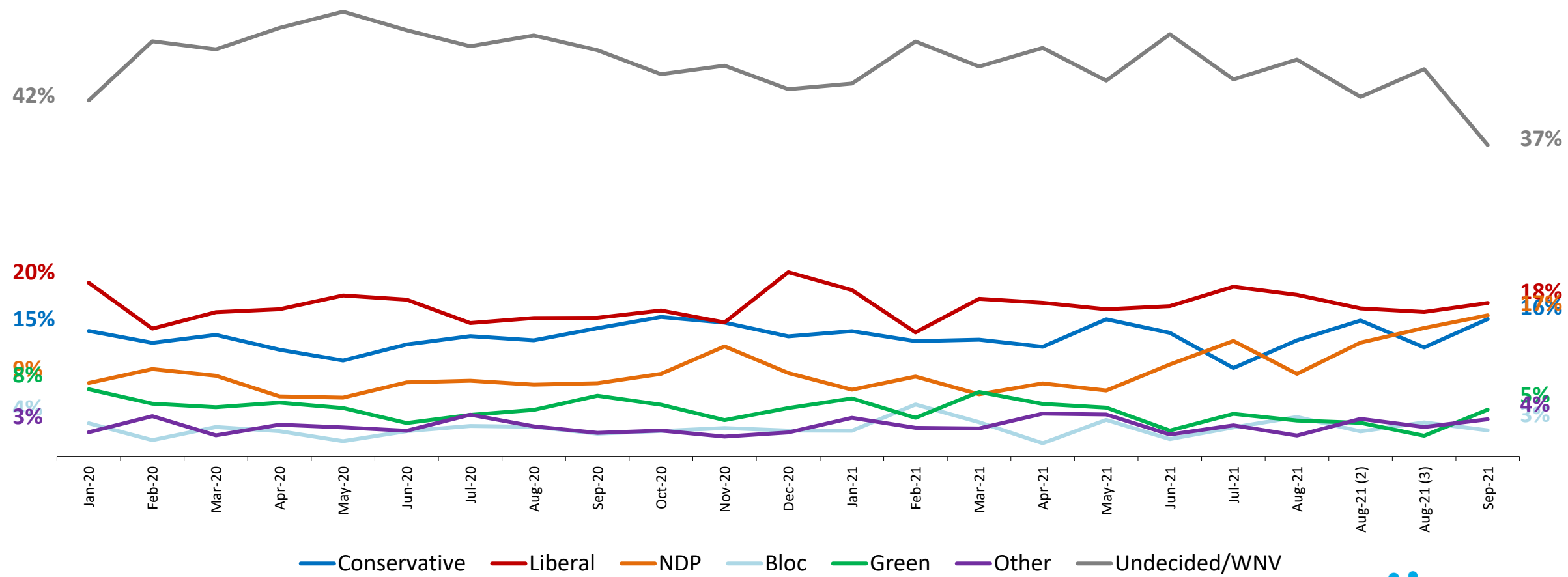[asked of all respondents; n=210]

Legend: — Conservative — Liberal — NDP — Bloc — Green — Other — Undecided/WNV

Current data: September 2021
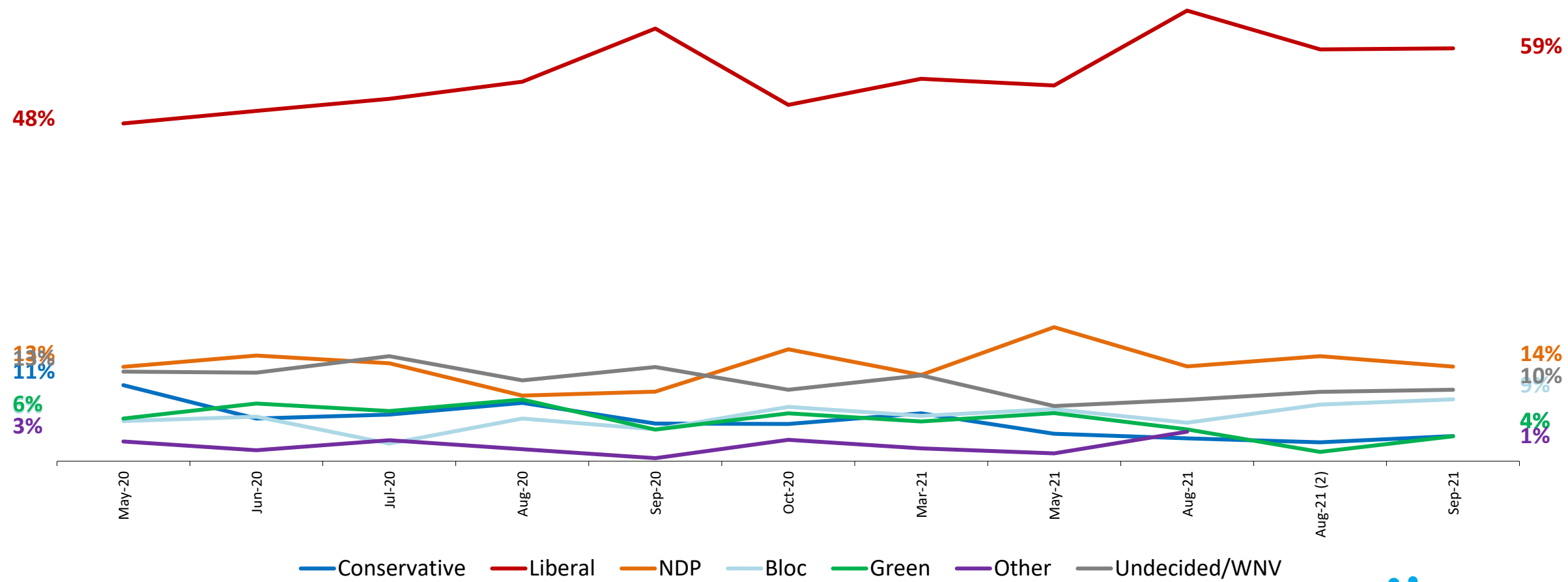
Time for Change Liberal Vote: This segment is steady at leaning towards the Liberals (42%), while the NDP is second at 25%

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=224]

Current data: September 2021
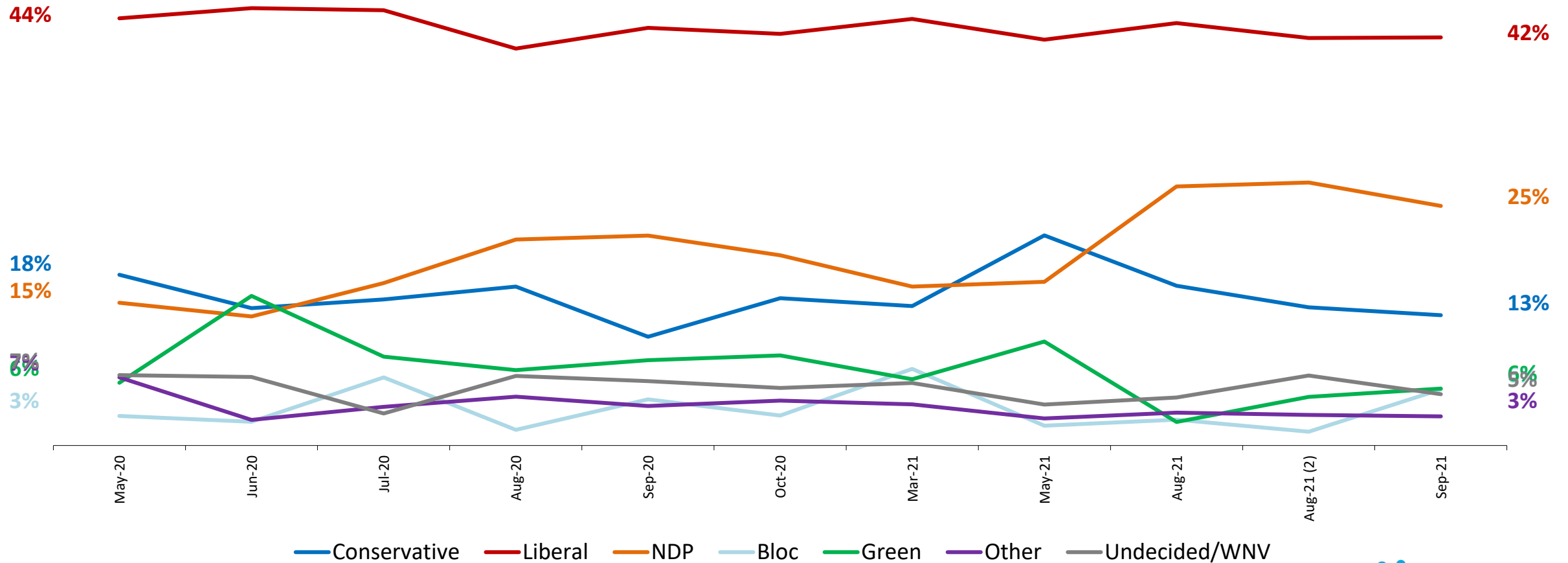
Uncertain Vote: Among the uncertain, support for the NDP and Liberals are on par with one another at 18%

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=290]

Conservative ▬▬ Liberal ▬▬ NDP ▬▬ Bloc ▬▬ Green ▬▬ Other ▬▬ Undecided/WNV

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Current data: September 2021

Soft anti-Liberal Vote: The NDP continues to lead (38%) among the Soft anti-Liberal, while Conservatives are second with 28%

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=593]

Current data: September 2021
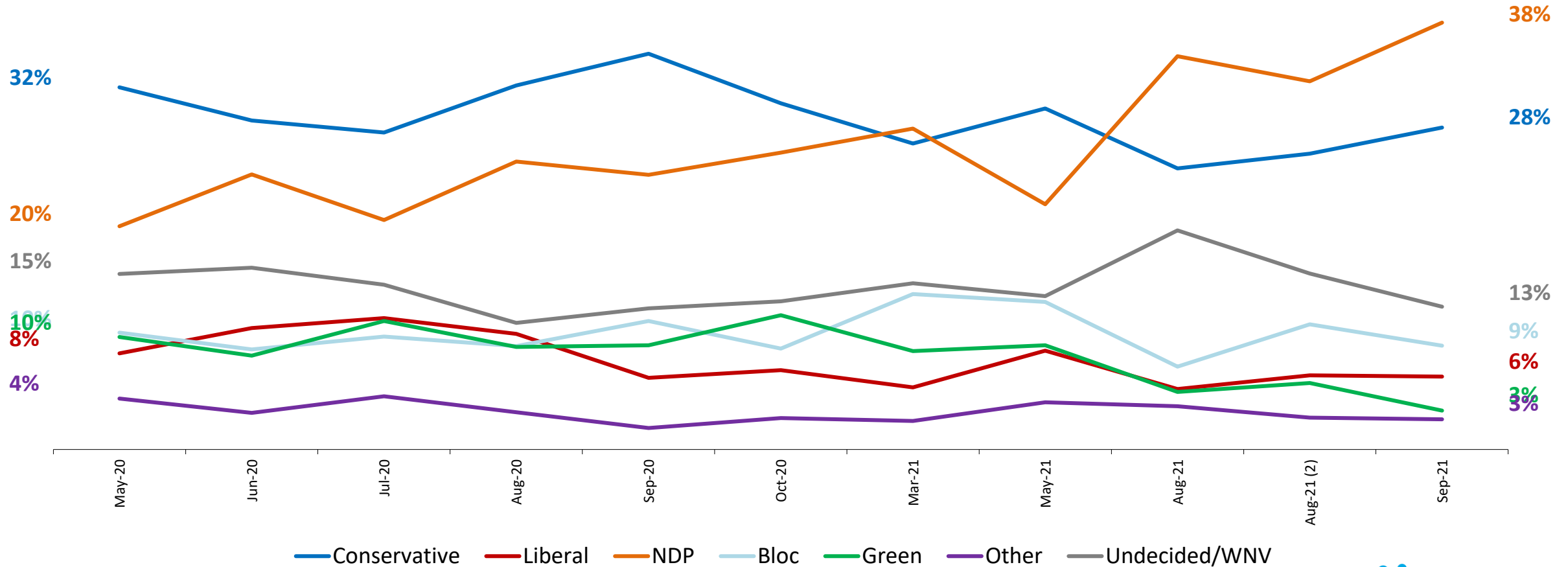
Hostile Vote: Numbers are steady for the Hostile segment with over half (59%) likely to vote/lean towards the Conservative

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=636]

Legend: Conservative — Liberal — NDP — Bloc — Green — Other — Undecided/WNV

Current data: September 2021

Best Prime Minister by Time for Change: Trudeau is favoured higher among the Core LPC, Soft LPC & the Time for Change segment

Time for Change

Best Prime Minister	Core LPC (N=447)	Soft LPC (N=210)	Time for change (N=224)	Uncertain (N=290)	Soft anti-LPC (N=593)	Hostile (N=636)
Justin Trudeau	88%	52%	42%	15%	6%	0%
Erin O'Toole	1%	2%	9%	6%	21%	53%
Jagmeet Singh	5%	21%	26%	16%	34%	17%
Yves-Francois Blanchet	1%	1%	2%	3%	5%	2%
Annamie Paul	1%	2%	4%	2%	3%	3%
Maxime Bernier	0%	1%	3%	2%	3%	13%
Jay Hill	0%	0%	1%	0%	0%	1%
Undecided	3%	17%	8%	45%	23%	5%
None	1%	3%	6%	10%	6%	5%

Note: Current data: September 2021

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Vote and Leadership by Party ID

Liberal Partisan Vote: Among the Liberal partisans, 86% say they would vote/lean towards the Liberal party

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=614]

Current data: September 2021

INNOVATIVE RESEARCH GROUP
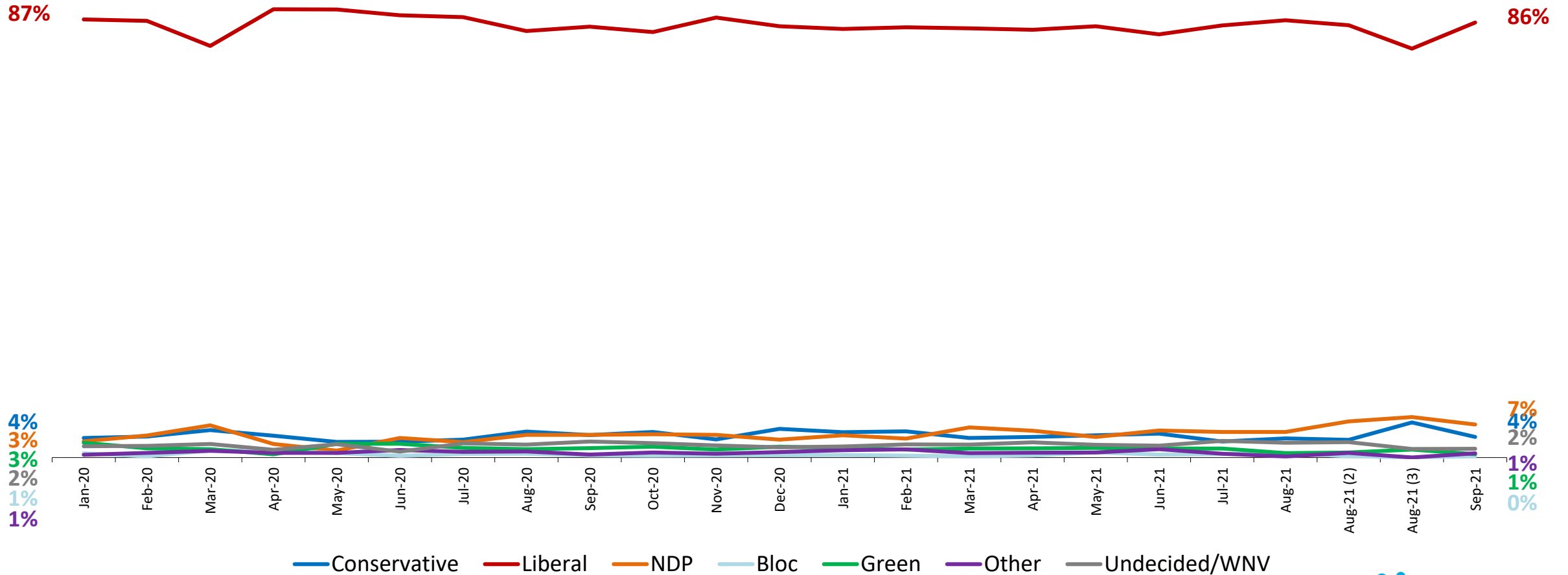
Conservative Partisan Vote: Over 4-in-5 (86%) Conservative partisans will likely vote/lean towards their own party

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=511]

Legend: Conservative — Liberal — NDP — Bloc — Green — Other — Undecided/WNV

Current data: September 2021

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New Democratic Partisan Vote: 9-in-10 (87%) NDP partisans would vote/lean towards their respective party

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=337]

Legend: ━━ Conservative ━━ Liberal ━━ NDP ━━ Bloc ━━ Green ━━ Other ━━ Undecided/WNV

Current data: September 2021

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Other Partisan Vote: Among the other partisan voters, 4-in-10 (38%) vote/lean towards the Bloc Quebecois

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]**
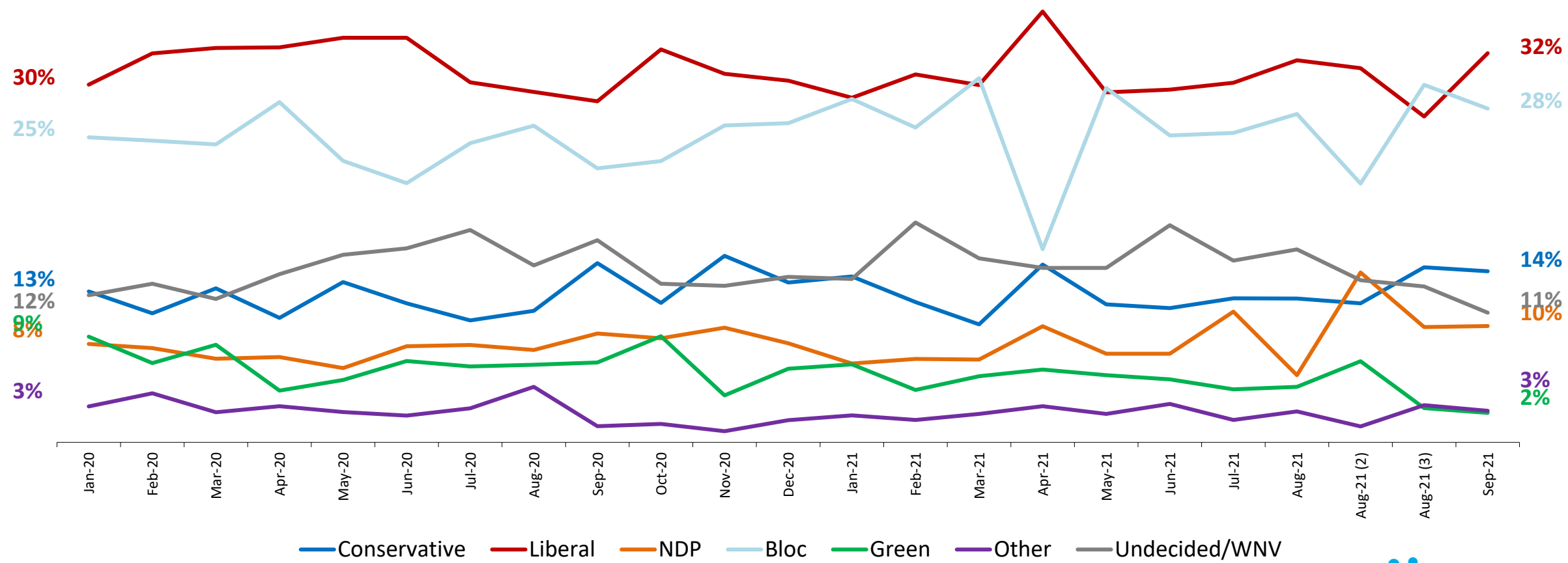[asked of all respondents; n=356]

Legend: Conservative — Liberal — NDP — Bloc — Green — Other — Undecided/WNV

Left axis labels: 36%, 32%, 13%, 7%, 6%, 4%, 2%

Right axis labels: 38%, 17%, 12%, 11%, 9%, 2%

X-axis: Jan-20, Feb-20, Mar-20, Apr-20, May-20, Jun-20, Jul-20, Aug-20, Sep-20, Oct-20, Nov-20, Dec-20, Jan-21, Feb-21, Mar-21, Apr-21, May-21, Jun-21, Jul-21, Aug-21, Aug-21 (2), Aug-21 (3), Sep-21

Current data: September 2021

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Unaligned Partisan Vote: Those who are unaligned are almost evenly split between the three main parties with the Liberals slightly ahead

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]**
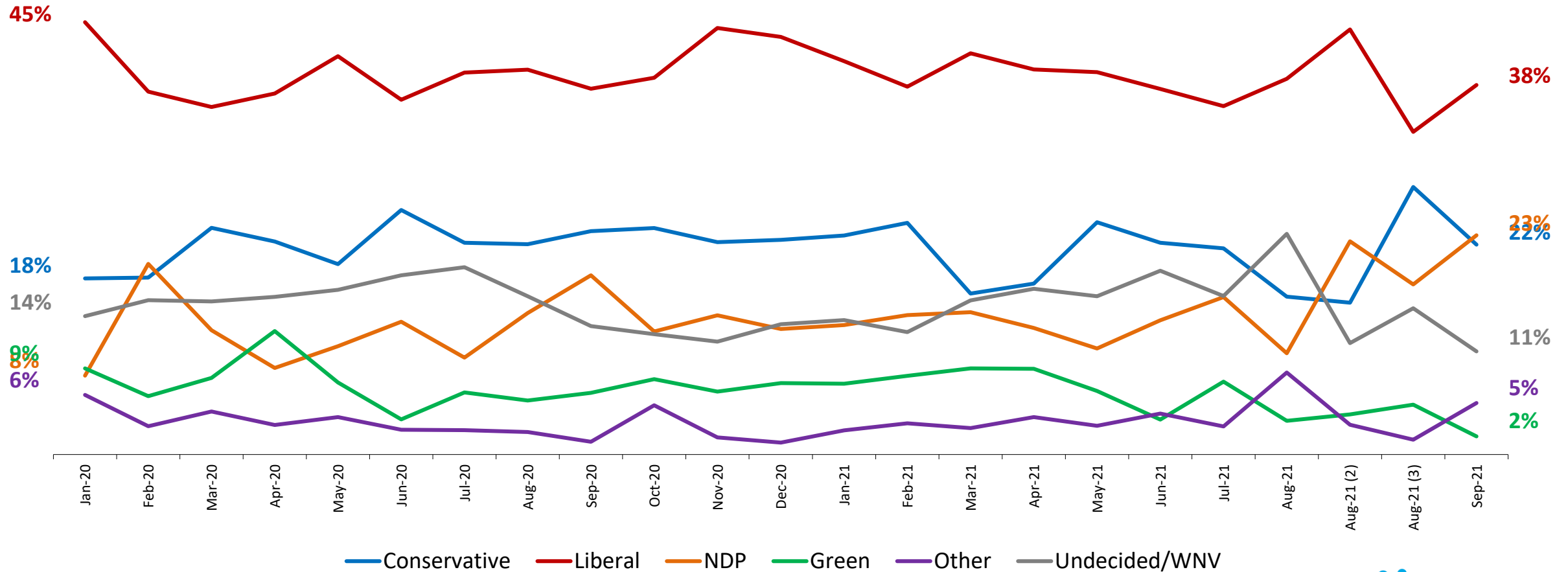[asked of all respondents; n=614]

Conservative — Liberal — NDP — Bloc — Green — Other — Undecided/WNV

Current data: September 2021

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Best Prime Minister by Party ID: Partisans are loyal towards the three main party leaders respectively; highest among the NDP

Party ID

Best Prime Minister	Conservative (N=511)	Liberal (N=614)	NDP (N=337)	Other (N=356)	Unaligned (N=577)
Justin Trudeau	6%	78%	10%	13%	15%
Erin O'Toole	75%	3%	3%	13%	9%
Jagmeet Singh	4%	9%	81%	11%	16%
Yves-Francois Blanchet	0%	0%	0%	16%	1%
Annamie Paul	2%	1%	1%	8%	2%
Maxime Bernier	5%	1%	1%	17%	3%
Jay Hill	0%	0%	0%	1%	0%
Undecided	5%	7%	4%	15%	41%
None	3%	1%	1%	6%	12%

Note: Current data: September 2021

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Vote by Region

BC Vote: BC is now in a two-way tie as the NDP continue to surge, followed by the Conservatives while the Liberals drop 4-points

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=321]

Legend: Conservative — Liberal — NDP — Green — Other — Undecided/WNV

Current data: September 2021
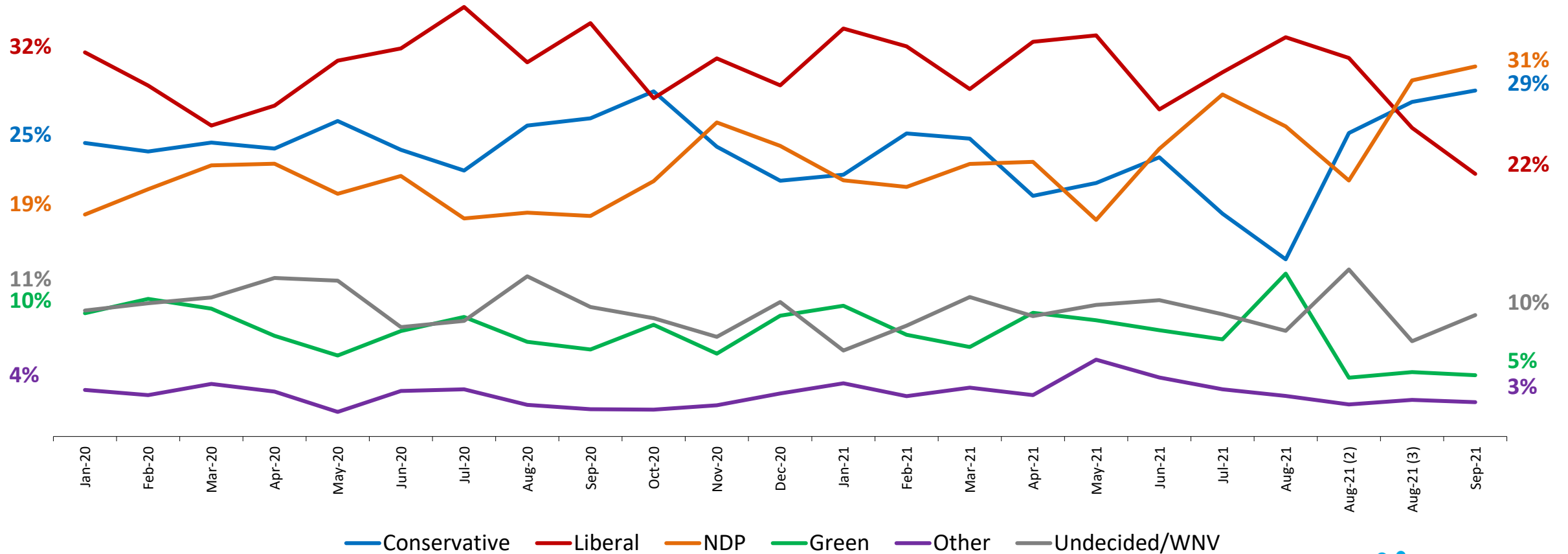
Alberta Vote: In Alberta, there is a steady strong support for the CPC (40%), while there is a tight race for second among LPC and NDP

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=271]

Conservative — Liberal — NDP — Green — Other — Undecided/WNV

Current data: September 2021

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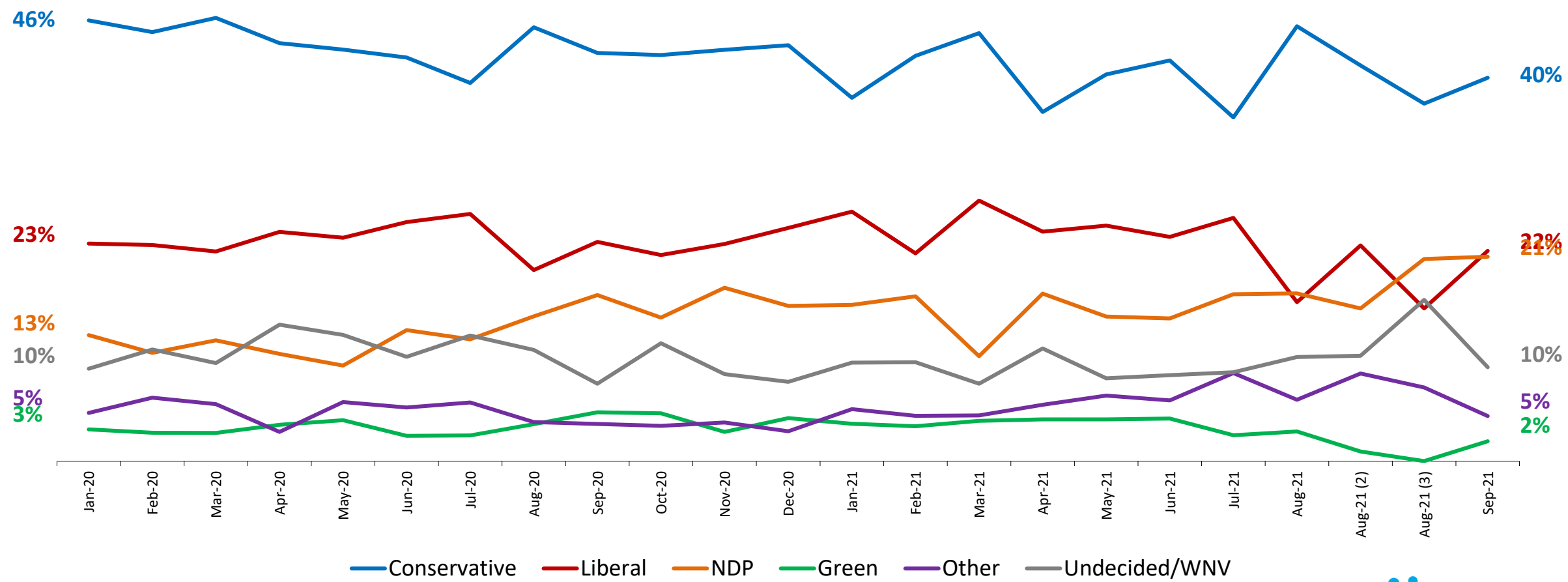
Prairie Vote: Among Prairie voters, the Conservatives (35%) continue to extend their lead over the Liberals (23%)

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]**
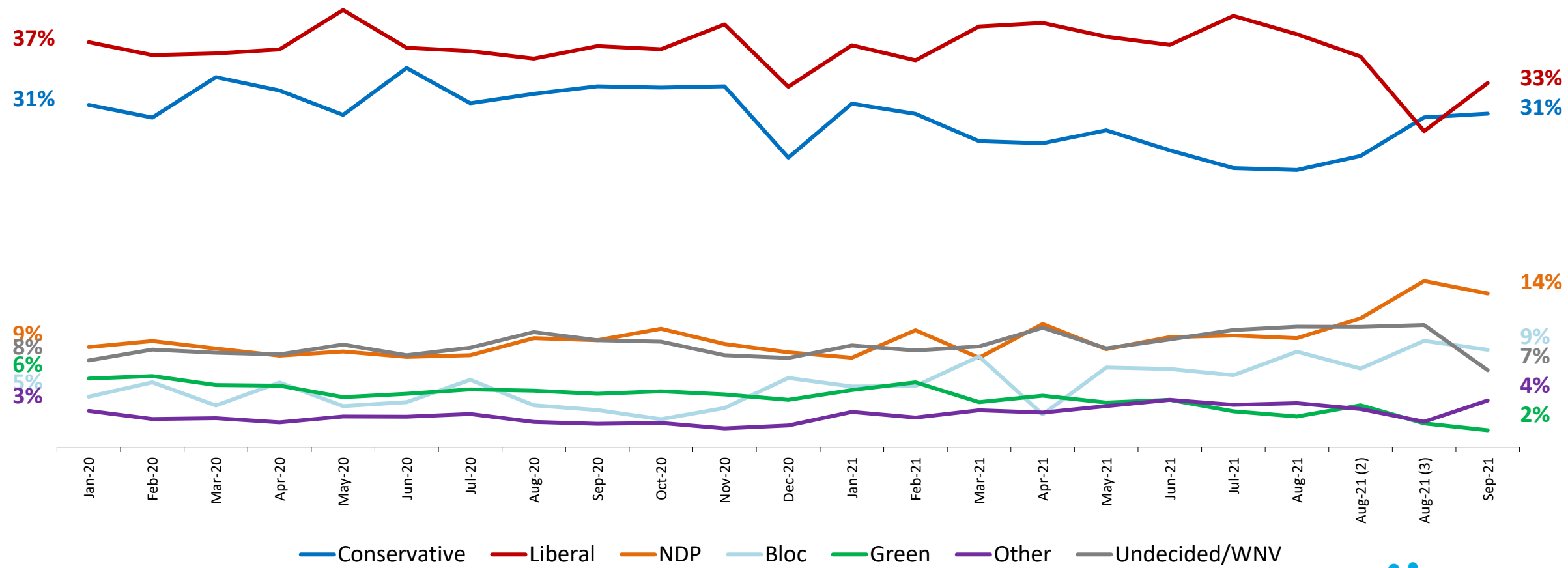[asked of all respondents; n=157]

Legend: Conservative — Liberal — NDP — Green — Other — Undecided/WNV

Current data: September 2021
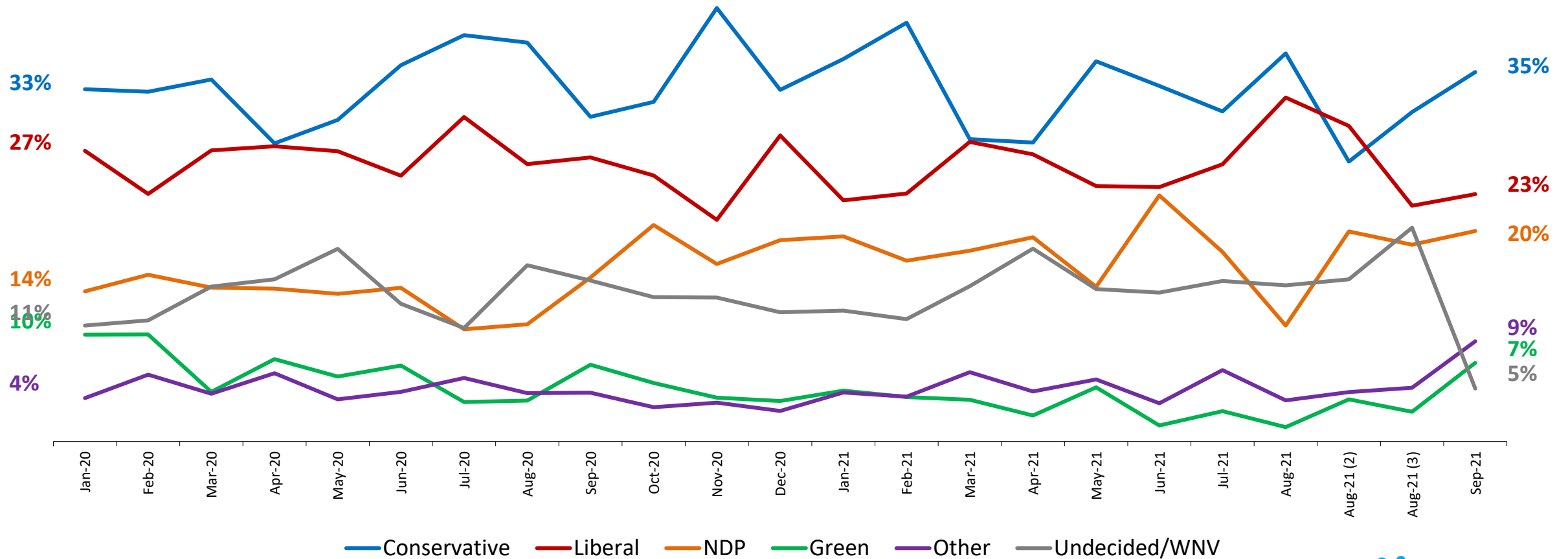
Ontario Vote: Liberals (33%) continue to lead over the other parties in Ontario, while the Conservatives (26%) are in second

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=924]

Current data: September 2021
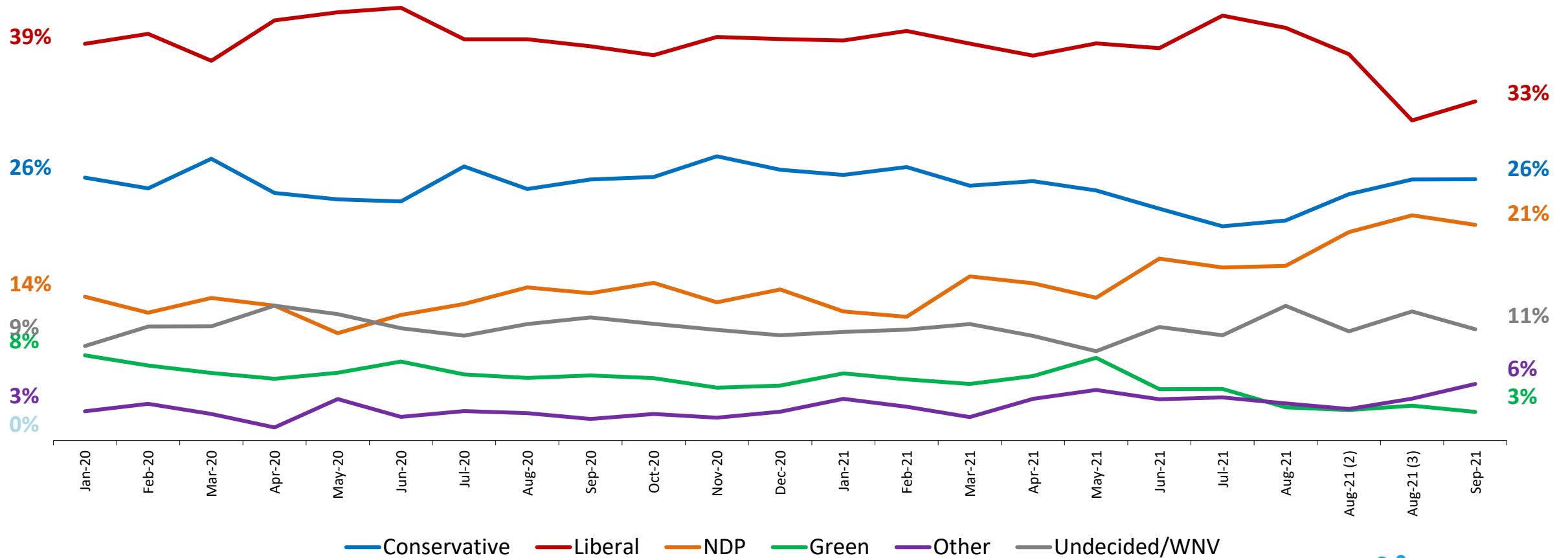
Quebec Vote: A plurality of the Québécois (32%) support the Liberals, followed by the Bloc (28%) and the CPC (15%)

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=563]

Current data: September 2021

Conservative — Liberal — NDP — Bloc — Green — Other — Undecided/WNV

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Atlantic Vote: A plurality (38%) still favour the Liberals over the other parties, the gap between the LPC & CPC extends to a 16-point difference

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=164]

Legend: Conservative · Liberal · NDP · Green · Other · Undecided/WNV

Current data: September 2021

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Vote by Age

18-34 Year Old Vote: 18-34 voters are split on their support for the Liberals and NDP at 28%

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=708]

Current data: September 2021
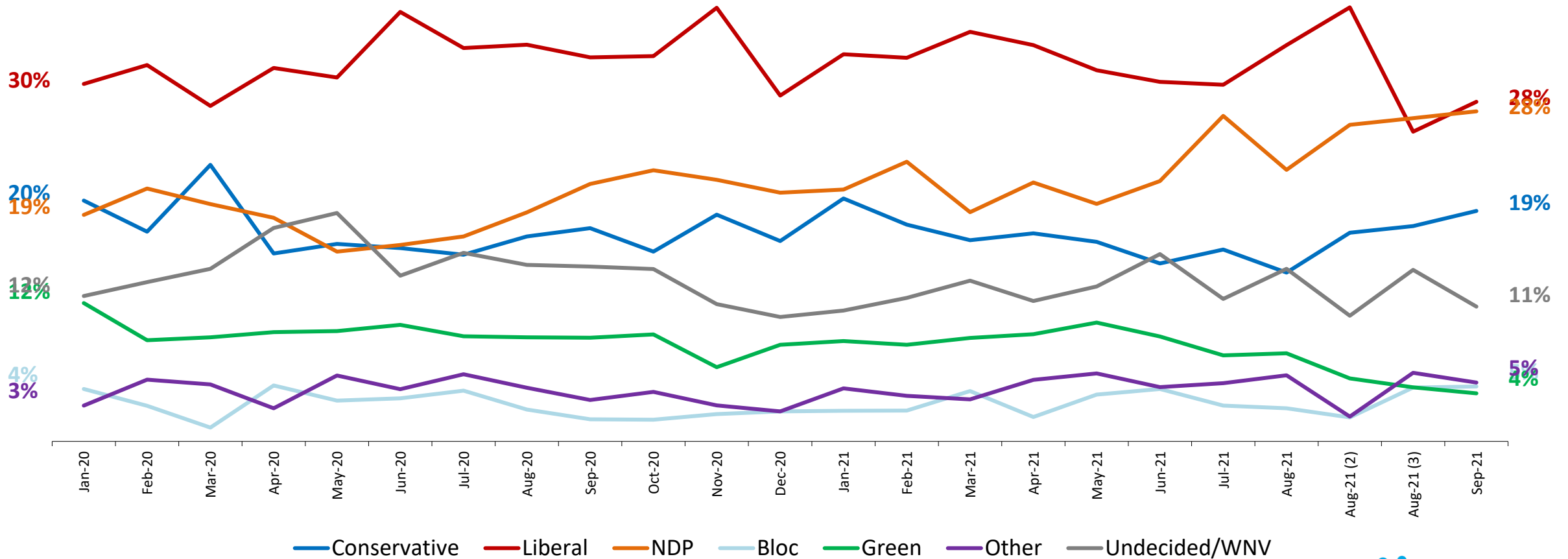
35-54 Year Old Vote: The Liberals (28%) lead in the 35-54 age group while the Conservatives (25%) are closely behind

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=803]

Current data: September 2021
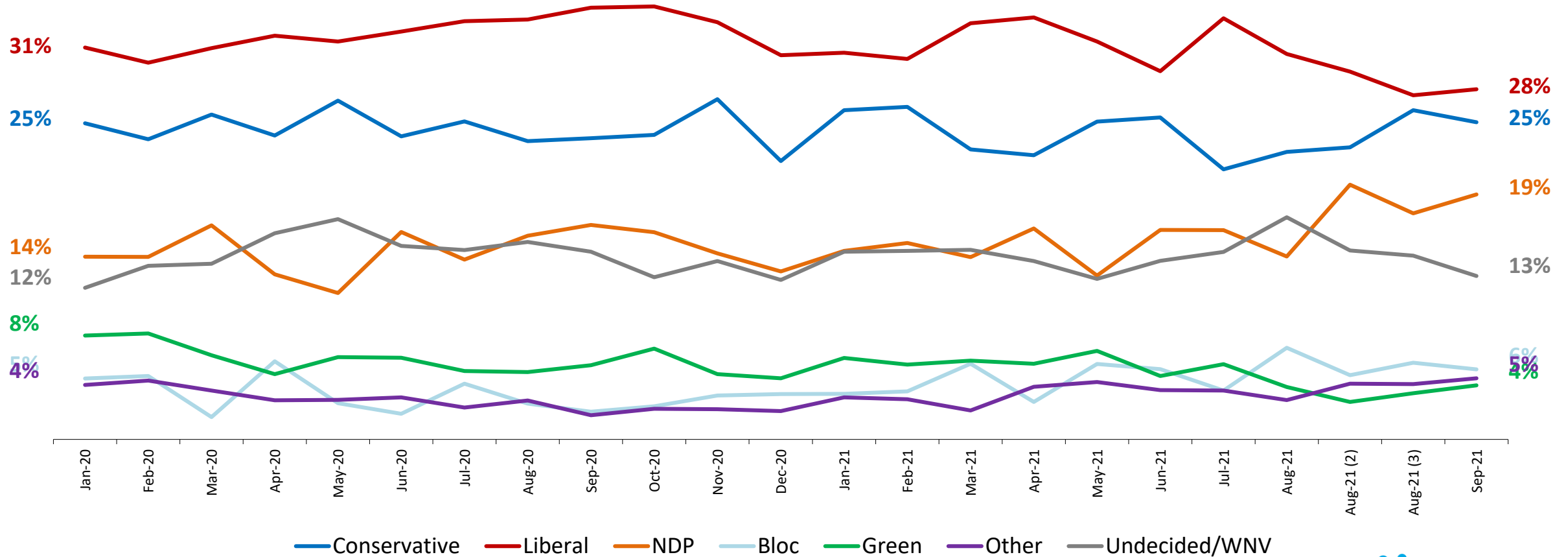
55+ Year Old Vote: Among older voters, Liberals (33%) are now leading the other parties, followed by the Conservatives (31%)

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]**
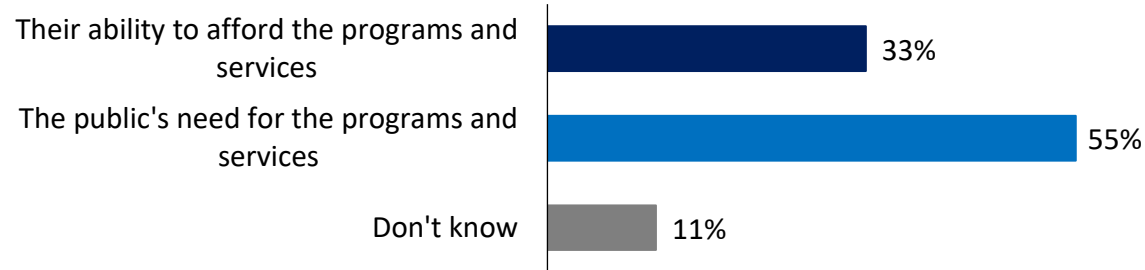[asked of all respondents; n=888]

Legend: Conservative — Liberal — NDP — Bloc — Green — Other — Undecided/WNV

Current data: September 2021

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Vote by Gender

Men's Vote: Among men, support for the Conservatives (30%) is on par with the support for the Liberals (29%)

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=1161]

Current data: September 2021
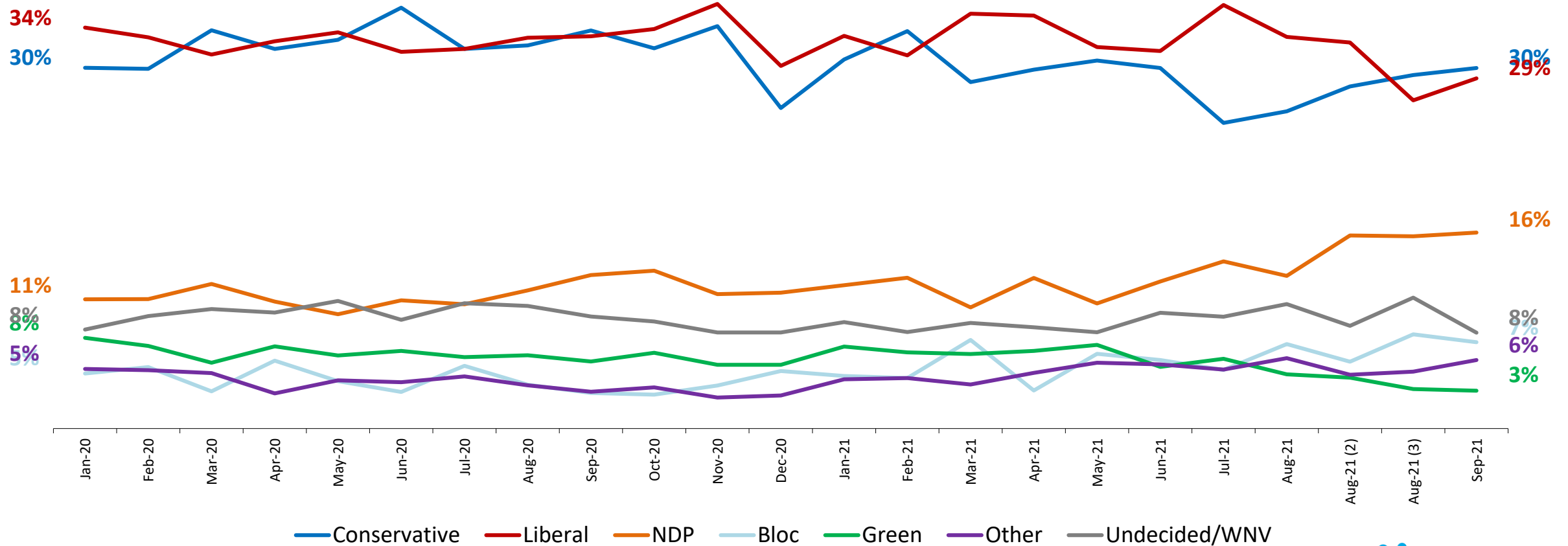
Women's Vote: Among women, the Liberals (31%) extend their lead over the other parties, with the NDP in second place (23%)

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=1232]

Current data: September 2021
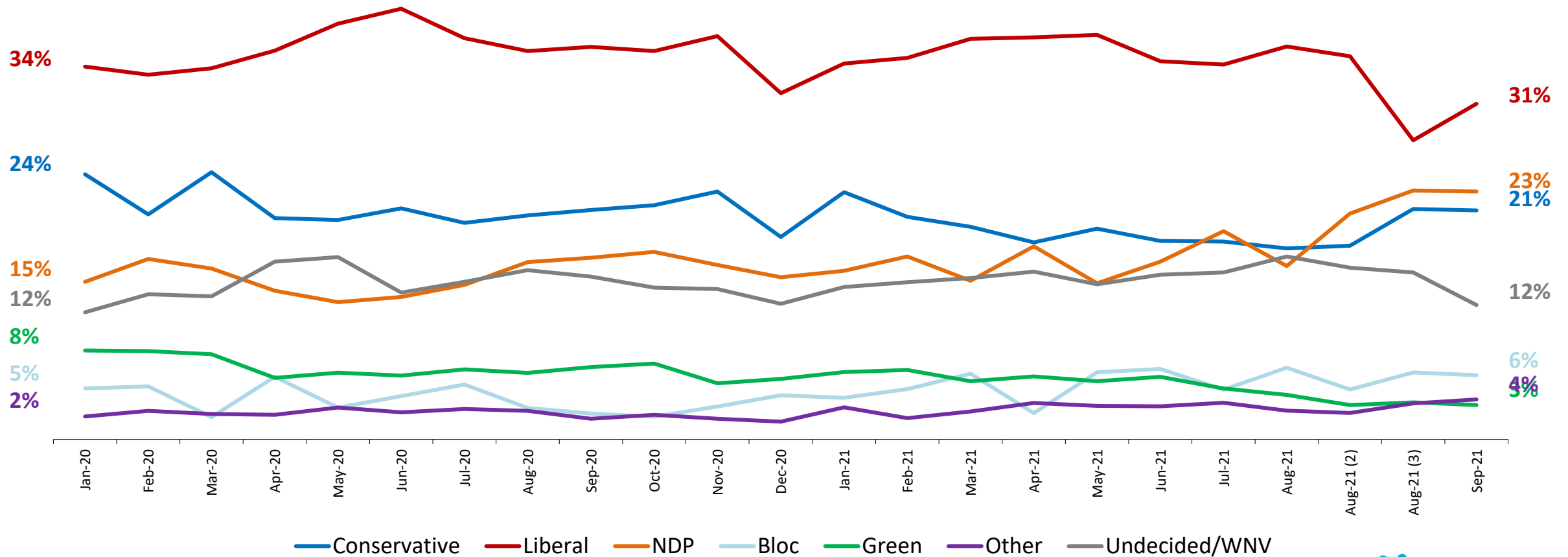
Segments in Detail

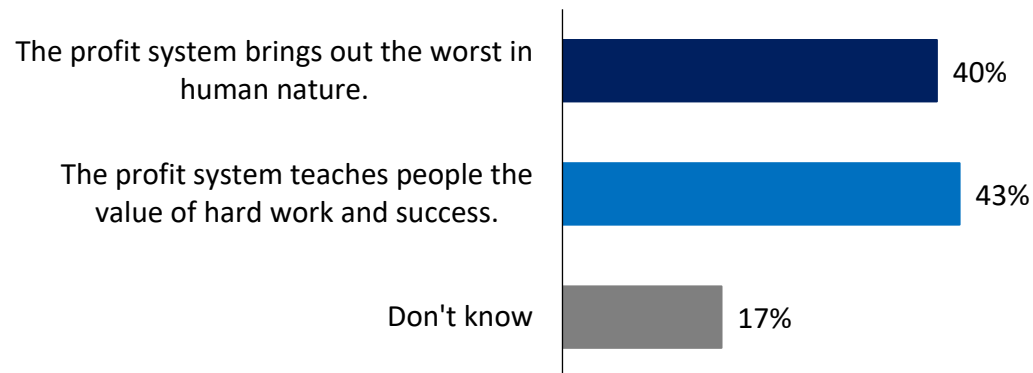# Core Political Values: Over half (55%) believe that the government should make their decisions based on the public's needs

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...?
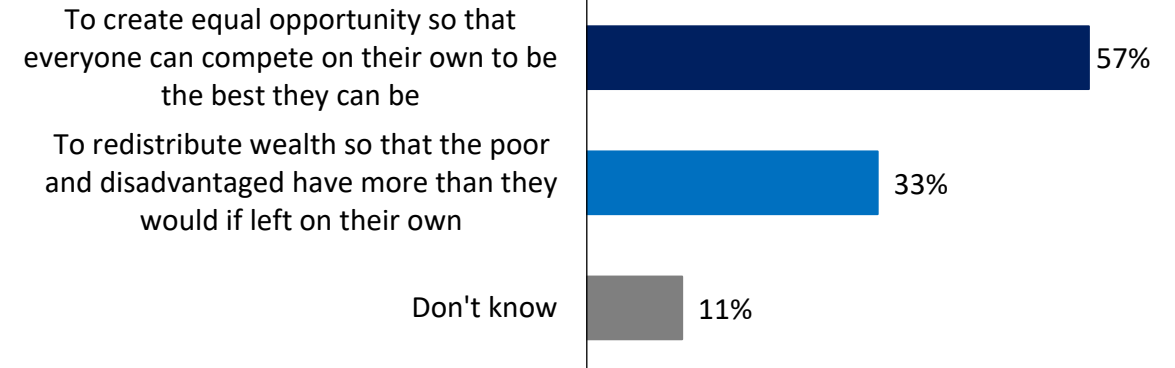[asked of all respondents; n=2400]

Their ability to afford the programs and services — 33%

The public's need for the programs and services — 55%

Don't know — 11%

Q Is the main role of government to...?
[asked of all respondents; n=2400]

To create equal opportunity so that everyone can compete on their own to be the best they can be — 57%

To redistribute wealth so that the poor and disadvantaged have more than they would if left on their own — 33%

Don't know — 11%

Q Which of the following statements comes closest to your view?
[asked of all respondents; n=2400]

The profit system brings out the worst in human nature. — 40%

The profit system teaches people the value of hard work and success. — 43%

Don't know — 17%

Q When it comes to government decision making, which of the following statements is closest to your view?
[asked of all respondents; n=2400]

Too often the government listens to experts instead of common sense. — 45%

Provincial issues are complicated so government should listen to experts when it comes to policy. — 40%

Don't Know — 15%

Current data: September 2021

INNOVATIVE
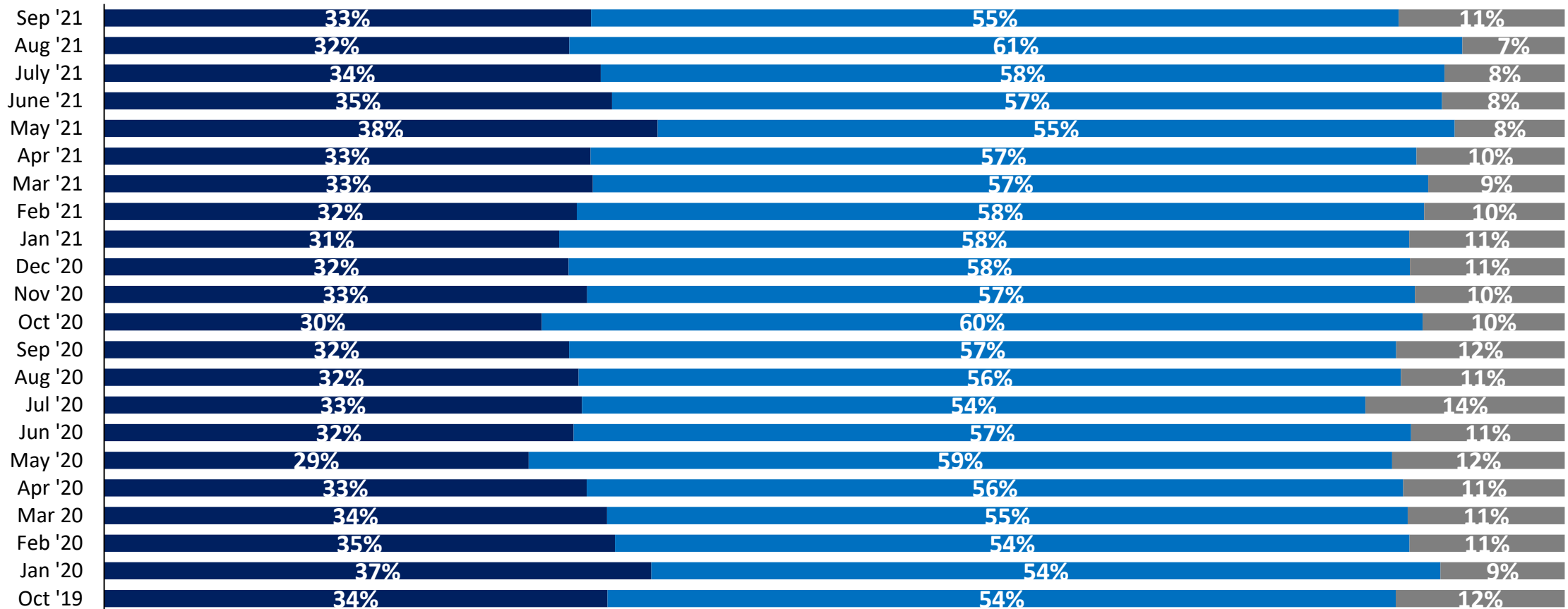RESEARCH GROUP

Economic Values Tracking: Spending: The majority of Canadians still believe that gov't decisions should be based on public's needs

Q When governments make major decisions concerning spending on programs and services, do you think they should be basing their decisions mainly on…?

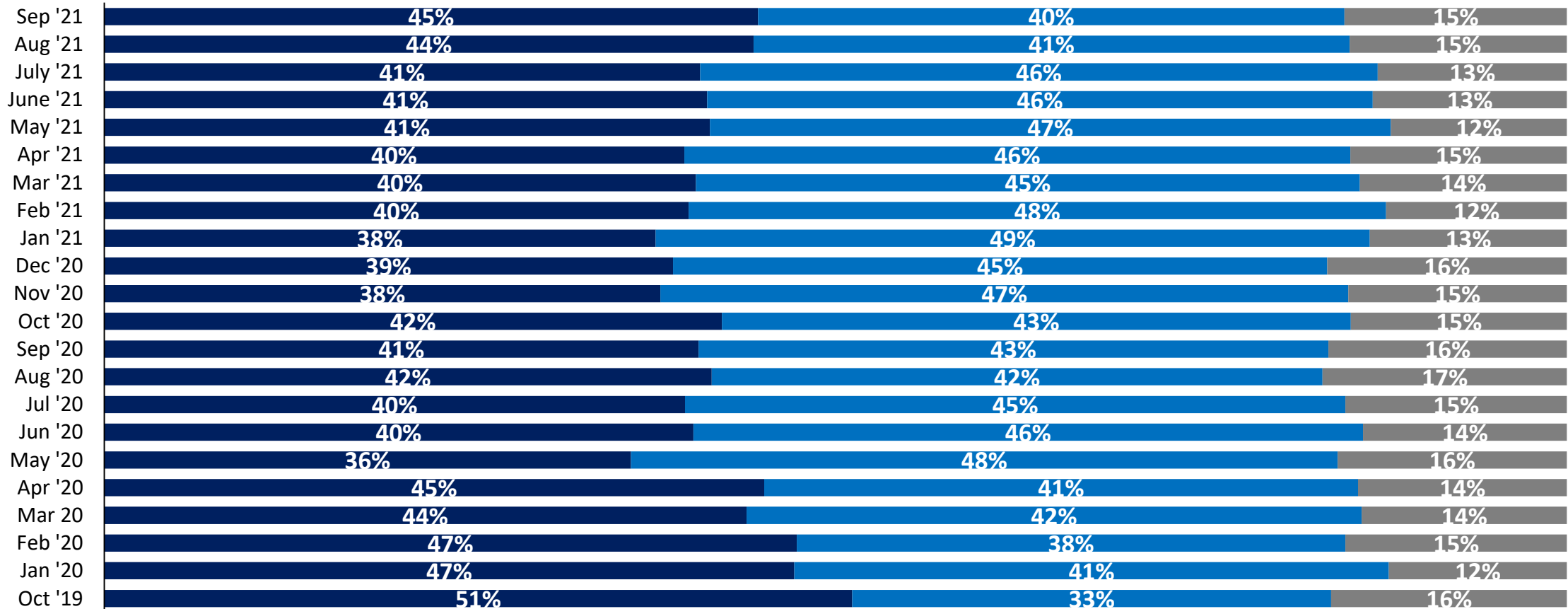| Month	Their ability to afford the programs and services	The public's need for the programs and services	Don't know
Sep '21	33%	55%	11%
Aug '21	32%	61%	7%
July '21	34%	58%	8%
June '21	35%	57%	8%
May '21	38%	55%	8%
Apr '21	33%	57%	10%
Mar '21	33%	57%	9%
Feb '21	32%	58%	10%
Jan '21	31%	58%	11%
Dec '20	32%	58%	11%
Nov '20	33%	57%	10%
Oct '20	30%	60%	10%
Sep '20	32%	57%	12%
Aug '20	32%	56%	11%
Jul '20	33%	54%	14%
Jun '20	32%	57%	11%
May '20	29%	59%	12%
Apr '20	33%	56%	11%
Mar 20	34%	55%	11%
Feb '20	35%	54%	11%
Jan '20	37%	54%	9%
Oct '19	34%	54%	12%

■ Their ability to afford the programs and services   ■ The public's need for the programs and services

■ Don't know

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Populism Tracking: Canadians still remain split on whether the government should listen to experts or not

Q When it comes to government decision making, which of the following statements is closest to your view?
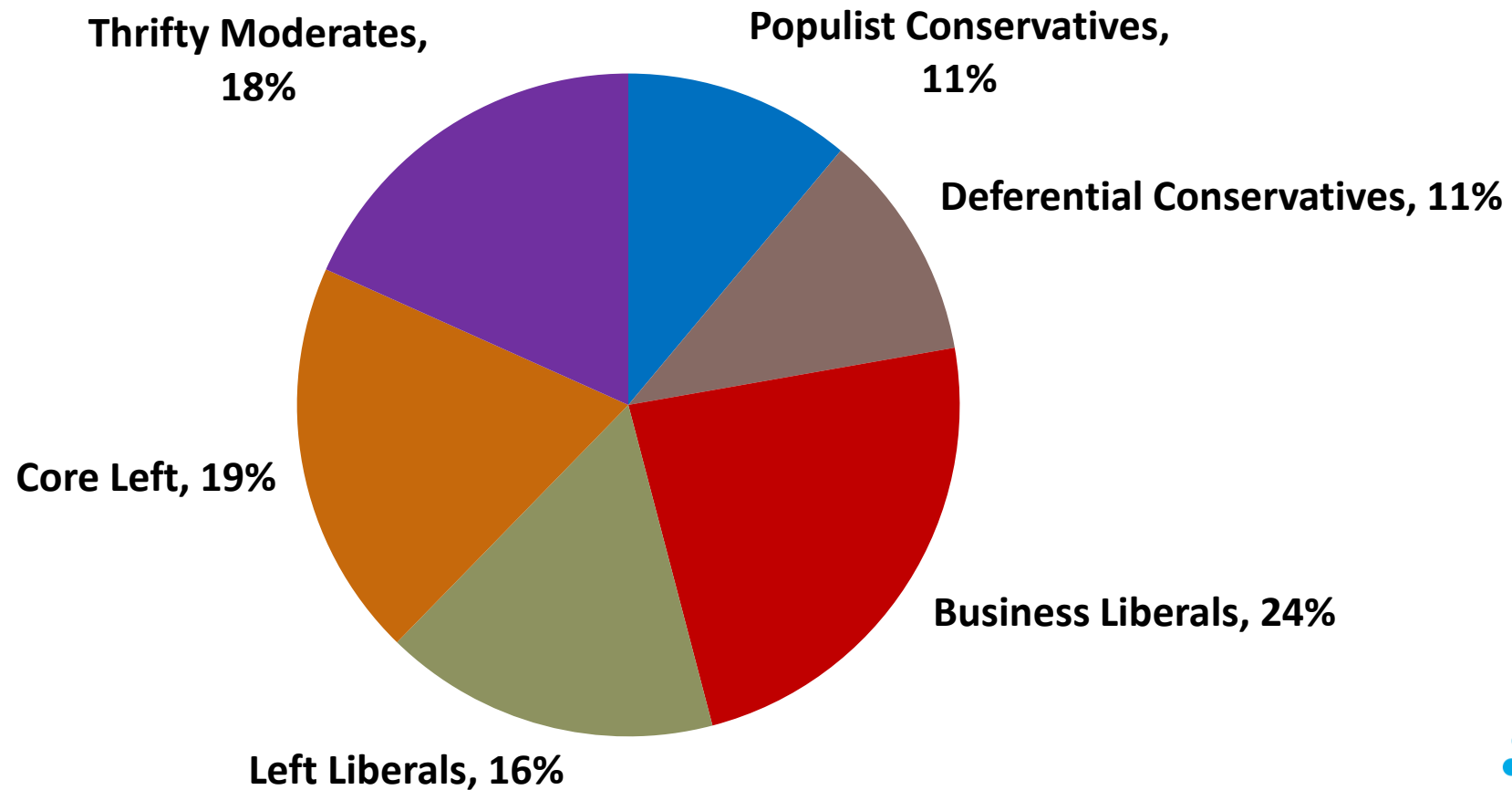
Month	Too often the government listens to experts instead of common sense	Policy issues are complicated so government should listen to experts	Don't Know
Sep '21	45%	40%	15%
Aug '21	44%	41%	15%
July '21	41%	46%	13%
June '21	41%	46%	13%
May '21	41%	47%	12%
Apr '21	40%	46%	15%
Mar '21	40%	45%	14%
Feb '21	40%	48%	12%
Jan '21	38%	49%	13%
Dec '20	39%	45%	16%
Nov '20	38%	47%	15%
Oct '20	42%	43%	15%
Sep '20	41%	43%	16%
Aug '20	42%	42%	17%
Jul '20	40%	45%	15%
Jun '20	40%	46%	14%
May '20	36%	48%	16%
Apr '20	45%	41%	14%
Mar 20	44%	42%	14%
Feb '20	47%	38%	15%
Jan '20	47%	41%	12%
Oct '19	51%	33%	16%

■ Too often the government listens to experts instead of common sense.

■ Policy issues are complicated so government should listen to experts when it comes to policy.

■ Don't Know

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Value Clusters: 1-in-4 (24%) Canadians are Business Liberals, followed by Core Left (20%)

Q 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=2400]

Thrifty Moderates, 18%

Populist Conservatives, 11%

Deferential Conservatives, 11%

Core Left, 19%

Business Liberals, 24%

Left Liberals, 16%

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Current data: September 2021

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

Core Political Values by Value Clusters

Column %	Deferential Conservatives	Populist Conservatives	Business Liberals	Left Liberals	Core Left	Thrifty Moderates
Governments should base decisions on... Ability to afford	93%	89%	0%	0%	0%	72%
Public Need	0%	0%	93%	92%	94%	0%
Is the main role of government to .? Create equal Opportunity	79%	96%	65%	96%	0%	32%
Redistribute wealth	19%	0%	24%	0%	96%	34%
When it comes to government decision making... Rely on common sense	0%	100%	40%	57%	34%	45%
Listen to experts	86%	0%	49%	30%	51%	22%
The profit system... Brings out the worst in human nature	0%	0%	0%	84%	83%	57%
Teaches value of hard work and success	93%	88%	88%	0%	0%	9%

Note: Current data: September 2021

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Segmentation Attitudes: Most Canadians (57%) agree they can be anything they want if they are willing to work for it

Q Do you agree or disagree with the following statements? -
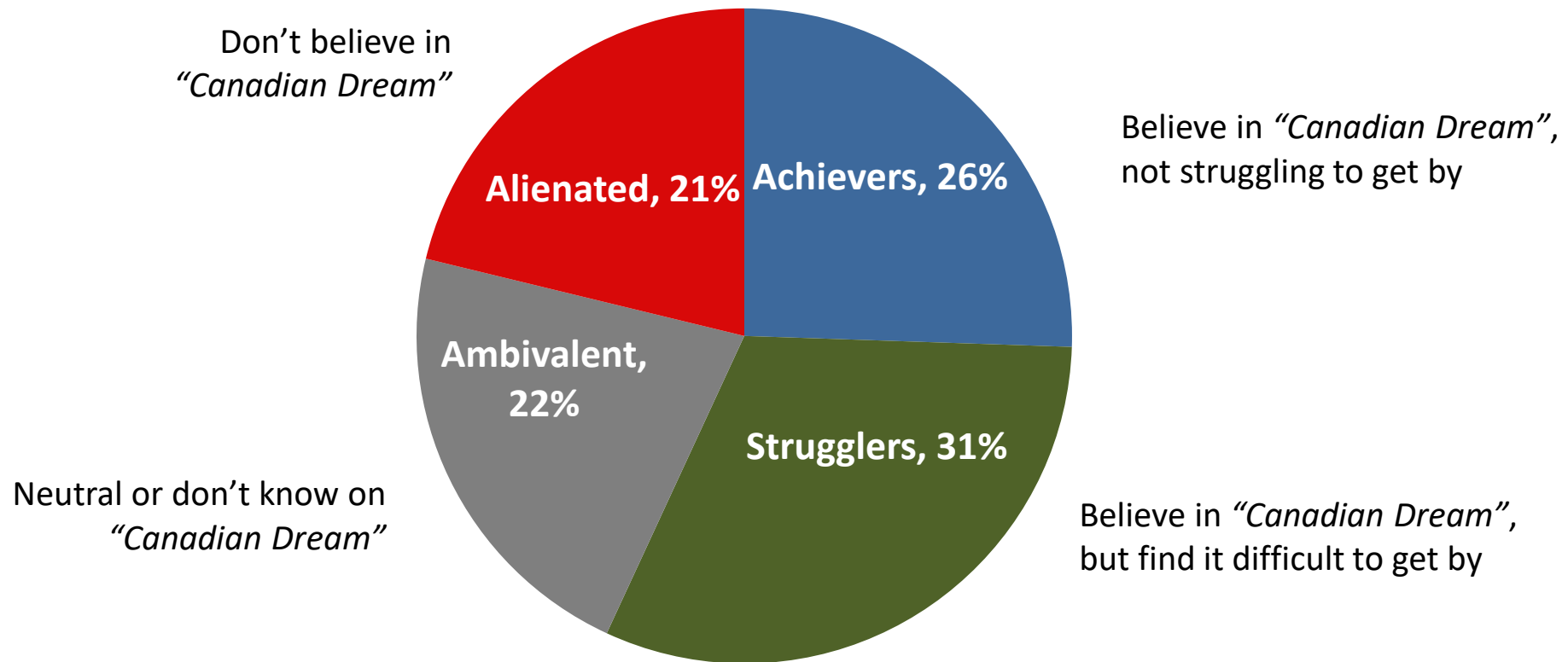[asked of all respondents; n=2400]

Here in [PROV] you can be anything you want if you are willing to work for it
| 22% | 35% | 19% | 12% | 9% | 3% |

No matter how hard I work, every year it seems more difficult to get by
| 26% | 30% | 24% | 11% | 6% | 3% |

■ Strongly agree ■ Somewhat agree ■ Neither agree nor disagree ■ Somewhat disagree ■ Strongly disagree ■ Don't know

Current data: September 2021
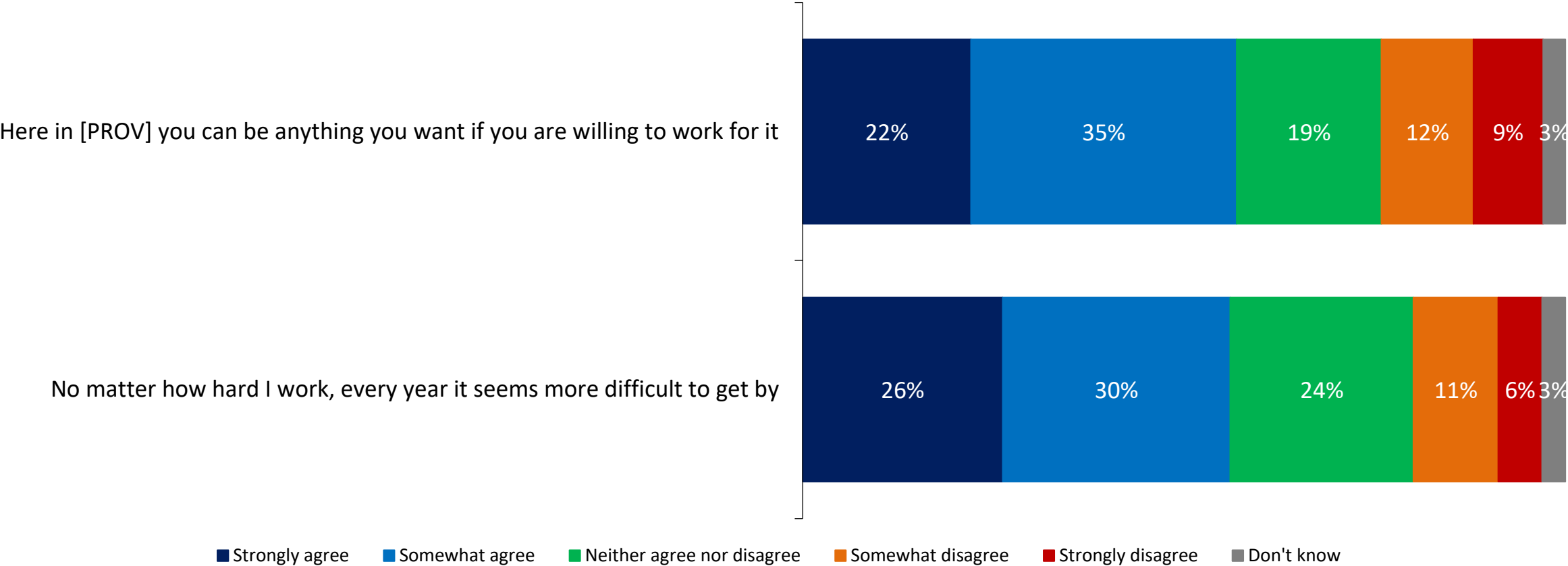
Economic Gap Segmentation: Most Canadians are Strugglers (31%), followed by Achievers (26%)

Q 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=2400]

Don't believe in *"Canadian Dream"*

Believe in *"Canadian Dream"*, not struggling to get by

Neutral or don't know on *"Canadian Dream"*

Believe in *"Canadian Dream"*, but find it difficult to get by

Alienated, 21%
Achievers, 26%
Ambivalent, 22%
Strugglers, 31%

Current data: September 2021

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Methodology

Survey Methodology

These are the results of an online survey conducted between September 10th 2021 and September 12th, 2021, consisting of two samples merged together.

Method: The main sample was conducted using INNOVATIVE's Canada 20/20 national research panel with additional respondents from Dynata, a leading provider of online sample. All of INNOVATIVE's core tracking questions were asked of the main sample. The secondary sample was conducted with sample from Lucid. Respondents in this sample, were asked a portion of the core tracking survey, including vote intention, and then received a series of questions on additional, separate topics. 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=1,831 Adult Canadians, 18 years or older are in the core sample and 1,372 are in the secondary sample. The combined results are weighted to n=2,400 based on Census data from Statistics Canada.

Field Dates: September 10th 2021 to September 12th 2021.

Weighting: Results in both samples are weighted by age, gender, region, and education 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. Additionally, both samples are weighted by the distribution of reported 2019 vote to match previous samples in the 2021 election to ensure that the tracking on vote intention is not influenced by a change in online panel providers. 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 (%)
Men 18-34	356	11.1%	351	14.7%
Men 35-54	468	14.6%	394	16.4%
Men 55+	615	19.2%	416	17.4%
Women 18-34	670	21.0%	352	14.7%
Women 35-54	486	15.2%	409	17.1%
Women 55+	600	18.8%	471	19.7%
BC	416	13.0%	321	13.4%
AB	387	12.1%	271	11.3%
Prairies	202	6.3%	157	6.5%
ON	1077	33.6%	924	38.5%
QC	777	24.3%	563	23.5%
Atlantic	344	10.7%	164	6.8%

Weighting Validation per Sample

Core Sample

	Unweighted (n)	Unweighted (%)	Weighted (n)	Weighted (%)
Men 18-34	254	13.9%	176	14.7%
Men 35-54	270	14.8%	197	16.4%
Men 55+	321	17.6%	209	17.5%
Women 18-34	494	27.0%	174	14.6%
Women 35-54	215	11.8%	204	17.1%
Women 55+	273	14.9%	236	19.8%
BC	219	12.0%	163	13.6%
AB	209	11.4%	135	11.3%
Prairies	114	6.2%	78	6.5%
ON	551	30.1%	461	38.4%
QC	481	26.3%	281	23.4%
Atlantic	257	14.0%	82	6.8%

Secondary Sample

	Unweighted (n)	Unweighted (%)	Weighted (n)	Weighted (%)
Men 18-34	102	7.5%	175	14.6%
Men 35-54	198	14.5%	197	16.5%
Men 55+	294	21.5%	207	17.3%
Women 18-34	176	12.9%	178	14.9%
Women 35-54	271	19.8%	204	17.1%
Women 55+	327	23.9%	234	19.6%
BC	197	14.4%	159	13.2%
AB	178	13.0%	136	11.3%
Prairies	88	6.4%	79	6.6%
ON	526	38.3%	463	38.6%
QC	296	21.6%	282	23.5%
Atlantic	87	6.3%	82	6.8%

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